SHISEIDO

(Translation)

July 28, 2015

Dear Sirs and Madams,

Name of Company: Shiseido Company, Limited

Name of Representative: Masahiko Uotani
President and CEO
(Representative Director)

(Code No. 4911; The First Section of the Tokyo Stock Exchange)

Contact: Norihiko Ueoka
General Manager of Public Relations Department
(Tel: +81 3 3572 5111)

Appointment of Shiseido Group's Executive

Effective September 1, 2015, Shiseido Co., Ltd. will appoint designated personnel as follows.

Name	New Title
Marc Rey	President and CEO, Shiseido Americas

＜Mr. Marc Rey Recent Professional Career Summary＞

2006 - 2009 Chief Executive Officer and Managing Director;
Yves Saint Laurent Beauté USA (PPR-Gucci Group)

2009 - 2012 President; International Designers Collections - L'Oréal USA

2013 - 2015 Regional Senior Vice President; Coty Prestige/ Coty North America,
President; Coty USA

-End of News Release-