SHISEIDO

(Translation)

October 15, 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)

Change of The Shiseido Group's Executive

Effective November 1, 2015, Shiseido Japan Co., Ltd., a 100% subsidiary of Shiseido Co., Ltd., will transfer designated personnel as follows.

Name	Former Title	New Title
Akihiko Yoshida	Group Leader of Area Promotion Group, Cosmetics Brands Staff Section, Cosmetics Brands Division, Shiseido Japan Co., Ltd.	General Manager of Account Service 3 Department, Cosmetics Brands Division, Shiseido Japan Co., Ltd.

-End of News Release-