(Translation)

February 18, 2016

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: Tetsuaki Shiraiwa
Department Director
Investor Relations Department
Corporate Communication Division
(Tel: +81 3 3572 5111)

Notice of Administrative Change and Transfer of Personnel

Shiseido Co., Ltd. announces that effective March1, 2016, it will establish 'Business Development Department' in order to strengthen business portfolio in line with medium- and long-term strategy 'VISION 2020' and will transfer personnel as below.

Name	New Title	Former Title
Gonta Kashio	Department Director, Business Development Department	Vice President, Shiseido Cosmetici(Italia) S.p.A.

-End of News Release-