(Translation)

July 30, 2024

Name of Company: Shiseido Company, Limited
Name of Representative: Kentaro Fujiwara
President and COO
(Representative Corporate Executive Officer)
(Code No. 4911; The Prime Market of the Tokyo Stock Exchange)
Contact: Yuki Oshima
Vice President
Investor Relations Department
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Notice of Change in CEO and Representative Corporate Executive Officer

Shiseido Company, Limited (the "Company") today announced that a resolution has been adopted by the Board of Directors on July 30, 2024, to make the following change in the position of CEO and Representative Corporate Executive Officer of the Company as of January 1, 2025.

1. Change of CEO

Name	Effective January 1, 2025	Current
Kentaro Fujiwara	Director Representative Corporate Executive Officer President and CEO	Director Representative Corporate Executive Officer President and COO

2. The retiring Representative Corporate Executive Officer (as of December 31, 2024)

Name: Masahiko Uotani
Current Title: Director, Representative Corporate Executive Officer, Chairman and CEO

Effective January 1, 2025, Masahiko Uotani will act as a Senior Advisor for the Shiseido Group and, upon request by the management team, provide advice, support talent development, engage in external relations, etc. He will be retiring as a director of the company at the conclusion of the Ordinary General Meeting of Shareholders scheduled for the end of March 2025.

3. Reason for change

Since 2019, Shiseido has been proceeding with a five-year CEO succession plan.

At the Board of Directors on November 10, 2022, Kentaro Fujiwara was appointed as a President and COO, and nominated as a candidate for succeeding the position of CEO from Masahiko Uotani. To this date, they have been working together to complete a successful leadership transition. As we have confirmed that steady progress has been made on our succession plan, the Board has adopted a resolution today to make above change in leadership. As a result, Masahiko Uotani will be retiring from Chairman and CEO as of December 31, 2024 upon completion of his tenure as previously announced.

—End of News Release—