(Translation)

September 26, 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 Representative Corporate Executive Officer

Shiseido Company, Limited (the "Company") today announced that a resolution has been adopted by the Board of Directors on September 26, 2024, to appoint a new Representative Corporate Executive Officer which will be effective as of January 1, 2025.

1. Name and Title of Newly Appointed Representative Corporate Executive Officer
   Name: Ayako Hirofuji
   Current Title: Corporate Executive Officer, Chief Financial Officer, Chief DE&I Officer
   New Title: Representative Corporate Executive Officer, Chief Financial Officer, Chief DE&I Officer

2. Reason for Appointment

As previously announced on July 30, 2024, the current Representative Corporate Executive Officer, President and COO Kentaro Fujiwara will assume the role of Representative Corporate Executive Officer, President and CEO effective January 1, 2025. The current Chairman and CEO Masahiko Uotani, upon completion of his tenure, will no longer serve as a Chairman and CEO effective December 31, 2024. Accordingly, he will also retire as Representative Corporate Executive Officer effective on the same date.

Since joining the Company, the newly appointed Representative Corporate Executive Officer Ayako Hirofuji has gained a vast amount of management experience in a global business environment through her leadership roles as President of Director of our local subsidiaries in Indonesia, while acquiring an extensive knowledge and expertise in finance, accounting, and investor relations (IR) as Vice President of Strategic Finance and IR departments of the Company. Since July 2024, she has been taking the lead in financial areas of the Company's business as Chief Financial Officer while promoting diversity, equity and inclusion as Chief DE&I Officer.

Based upon her track record, Hirofuji has been appointed as Representative Corporate Executive Officer to lead the implementation of effective financial strategies which are highly critical for the overall strategies of the Company and is expected to enhance financial discipline and achieve sustainable growth in our business while maximizing corporate value by actively promoting diversity, equity and inclusion across the entire Group.

As a result, the Company will continue to maintain its current management structure with two Representative Corporate Executive Officers.

3. Career Summary of Newly Appointed Representative Corporate Executive Officer

Date of birth	Career summary, position and responsibilities	Number of shares owned
October 3, 1979	April 2003: Merrill Lynch Japan Securities Co., Ltd. (currently BofA Securities Japan Co., Ltd.) August 2005: Joined Shiseido Co. Ltd. July 2014: President of Director, PT SHISEIDO Cosmetics Indonesia July 2015: President of Director, PT Shiseido Professional Indonesia January 2019: Vice President, Strategic Finance Dept., Shiseido Co. Ltd. January 2022: Vice President, IR Dept., Shiseido Co. Ltd. January 2024: Executive Officer, Shiseido Co. Ltd. [incumbent] Chief Investor Engagement Officer, Shiseido Co. Ltd. Chief DE&I Officer, Shiseido Co. Ltd. [incumbent] May 2024: Deputy Chief Financial Officer, Shiseido Co. Ltd. July 2024: Corporate Executive Officer, Shiseido Co. Ltd. [incumbent] Chief Financial Officer, Shiseido Co. Ltd. [incumbent]	300 shares

4. Effective Date

Ayako Hirofuji will become Representative Corporate Executive Officer effective January 1, 2025.

—End of News Release—