(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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Changes among the Corporate Executive Officers and Executive Officers

Shiseido Company, Limited (the "Company") has announced that it will implement changes among the Corporate Executive Officers and Executive Officers, effective January 1, 2025.

The Company is working toward completing business transformation focused on the areas of growth strategies and structural reforms, with the goals of achieving sustainable profitable growth and building a resilient business structure. The new Executive Officer structure will lead key strategies in those areas. Additionally, to foster a flat organizational culture in which active discussions and decision-making occur without regard for hierarchical differences among the Corporate Executive Officers, who are core members of management, the management structure will not have an executive vice president or senior executive officer.

1. Corporate Executive Officers (as of January 1, 2025)

Name	Title
Kentaro Fujiwara	Representative Corporate Executive Officer
Ayako Hirofuji	Representative Corporate Executive Officer
Yoshiaki Okabe	Corporate Executive Officer
Norio Tadakawa	Corporate Executive Officer
Toshinobu Umetsu	Corporate Executive Officer

2. New Executive Officer (as of January 1, 2025)

Name	New Title	Current Title
Echo Lo	Chief Brand Officer - brand SHISEIDO	SHISEIDO Global Brand Unit Deputy Chief Brand Officer

3. Retiring Executive Officers (as of December 31, 2024)

Name	Current Title
Masahiko Uotani	Chairman and CEO
Kenichi Saito	Chief Quality Officer

4. Executive Officers (as of January 1, 2025) (Ordered by position and last name.)

Name	New Title	Current Title
Kentaro Fujiwara	President and CEO Japan Region Chief Executive Officer*	President and COO Japan Region Chief Executive Officer
Ayako Hirofuji	Chief Financial Officer Chief DE&I Officer	Chief Financial Officer Chief DE&I Officer
Yoshiaki Okabe	Chief Marketing & Innovation Officer	Executive Vice President Chief Marketing & Innovation Officer Chief Brand Officer - brand SHISEIDO
Norio Tadakawa	Chief Business Transformation Officer Chief Corporate Communication Officer Chief Quality Officer	Senior Executive Officer Chief Strategic Business Development Officer
Toshinobu Umetsu	China Region Chief Executive Officer	China Region Chief Executive Officer
Maria Chiclana	Chief Legal Officer Global General Counsel	Chief Legal Officer Global General Counsel
Mizuki Hashimoto	Chief Brand Officer - Clé de Peau Beauté, THE GINZA, BAUM	Chief Brand Officer - Clé de Peau Beauté
Tomoko Ikeda	Chief Brand & Product Innovation Officer	Chief Brand & Product Innovation Officer
Yuko Kato	Chief Corporate Governance Officer Corporate Secretary	Chief Corporate Governance Officer
Echo Lo	Chief Brand Officer - brand SHISEIDO	SHISEIDO Global Brand Unit Deputy Chief Brand Officer
Angelica Munson	Chief Digital Officer	Chief Digital Officer
Antonios Spiliotopoulos	Chief Supply Network Officer	Chief Supply Network Officer
So George Sugitomo	Chief Creative Officer	Chief Creative Officer
Atsunori Takano	Chief Information Technology Officer	Chief Information Technology Officer
Yosuke Tojo	Chief Technology Officer	Chief Technology Officer
Chiaki Tomita	Chief Brand Officer - Global Premium Brands Assistant Chief DE&I Officer	Chief Brand Officer - Global Premium Brands Assistant Chief DE&I Officer
Shinji Wada	Chief People Officer	Chief People Officer

* The position of executive vice president of Japan Region will be assumed as of January 1, 2025.

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