(Translation)

December 4, 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)
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Announcement of Organizational and Personnel Changes

Shiseido Company, Limited has announced that it will implement organizational changes and personnel transfers as detailed below, effective January 1, 2025.

1. Organizational Changes

We are establishing the Global Brand Strategy Department to support business transformation across brands and regions, thereby enhancing the execution of the "SHIFT 2025 and Beyond Action Plan 2025-2026." This new department will focus on providing development support to maximize brand value, manage brand portfolios, and strengthen corporate branding.

2. Personnel Changes

Name	New Title	Current Title
Yosuke Tojo	Executive Officer, Chief Technology Officer Vice President, R&D Strategy Department, MIRAI Technology Institute	Executive Officer, Chief Technology Officer
Naomi Kawanishi	Deputy Chief Brand Officer, Clé de Peau Beauté Global Brand Unit	Vice President, Integrated Marketing & Communication Department, Clé de Peau Beauté Global Brand Unit
Rumi Kuramochi	Vice President, Integrated Marketing & Communication Department, Clé de Peau Beauté Global Brand Unit	Group Manager, Marketing Development Group, Integrated Marketing & Communication Department, Clé de Peau Beauté Global Brand Unit
Eunsoo Johanna Jeong	Vice President, Global Brand Strategy Department	Vice President, COO Office Strategy Acceleration Department, Corporate Transformation Acceleration Division
Fumiko Kunotani	Vice President, Product Development Management Department	Group Manager, Product Development Management Group 1, Product Development Management Department
Shin Hasebe	Vice President, Value Creation Strategy Department, Value Creation Strategy Division	Director, Opportunity Analysis Department, Consumer & Market Intelligence Department, Value Creation Strategy Division

Yuki Matsuda	Vice President, Safety, Quality & Sustainability Department, Supply Network Division	Vice President, Manufacturing Department, Fukuoka Kurume Factory
Mizue Miyamoto	Vice President, HQ Supply Chain Department, Supply Network Division Vice President, Global Planning Department, Supply Network Division	Vice President, HQ Supply Chain Department, Supply Network Division
Eriko Tada	Vice President, Global Communications Department	Group Manager, Secretarial Group, Executive & External Relations Department
Atsushi Yasuda	Special Vice President, Business Transformation Department	Vice President, Global Planning & Procurement Department, Supply Network Division Vice President, Global Planning Department, Supply Network Division
Yoshimasa Takenowaki	Vice President, Facility Management Department	Group Manager, Planning Group 1, Facility Management Department

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