(Translation)

January 14, 2025

Name of Company: Shiseido Company, Limited
Name of Representative: Kentaro Fujiwara
President and CEO
Representative Corporate Executive Officer
(Code No. 4911; The Prime Market of the Tokyo Stock Exchange)
Contact: Yuki Oshima
Vice President
Investor Relations Department
(Tel: +81 3 3572 5111)

Announcement of Personnel Change

Shiseido Company, Limited has announced the personnel transfer detailed below, effective February 1, 2025.

Name	New Title	Current Title
Masafumi Igarashi	Vice President, Business Development Department	Group Manager, Business Development Group, Business Development Department

- End of News Release -