



(Translation)

August 8, 2023

Name of Company: Shiseido Company, Limited
Name of Representative: Masahiko Uotani
Chairman and CEO
(Representative Director)
(Code No. 4911; The Prime Market of the Tokyo Stock Exchange)
Contact: Ayako Hirofuji
Vice President
Investor Relations Department
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Notice of Changes for Business Execution Systems of Shiseido Company, Limited and the Shiseido Group

We hereby announce changes for Business Execution Systems of Shiseido Company, Limited (the “Company”) and the Shiseido Group effective September 1, 2023.

1. Shiseido Company, Limited

Name	New Title	Current Title
Yoshiaki Okabe	Executive Vice President Chief Marketing & Innovation Officer Chief Brand Innovation Officer Chief Brand Officer – brand SHISEIDO	Senior Executive Officer Chief Innovation Officer Chief Brand Innovation Officer

2. Shiseido Japan Co., Ltd.

Name	New Title	Current Title
Kentaro Fujiwara	Representative Director, Chairman	—

* As of September 1, Kentaro Fujiwara, President and COO of the Company (Representative Director), will concurrently serve as the above.

—End of News Release—