



(Translation)

April 16, 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
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Announcement of Leadership Change in the Americas Region

Shiseido Company, Limited (the “Company”) today announced that Ron Gee has resigned as Americas Region CEO as of April 14, 2025.

To support this leadership transition, Alberto Noe has been appointed interim CEO of the Americas Region as of April 15, 2025 in addition to his current responsibilities as EMEA Region CEO.

Additionally, the Company will transfer the leadership of Global M&A Team of Shiseido Americas to CEO Kentaro Fujiwara under his direct oversight.

Name	New Title	Current Title
Alberto Noe	CEO, EMEA Region Interim CEO, Americas Region	CEO, EMEA Region
Ron Gee	(Retiring)	CEO, Americas Region

—End of News Release—