



(Translation)

June 4, 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
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Notice of Appointment of New Executive Officer of Shiseido Company, Limited with Leadership Change in the Japan Region

1. Shiseido Company, Limited

Shiseido Company, Limited will make the following changes with its executive officers which will be effective on July 1, 2025.

Name	New Title	Current Title
Kentaro Fujiwara	Representative Corporate Executive Officer Executive Officer President and CEO	Representative Corporate Executive Officer Executive Officer President and CEO Japan Region CEO
Koji Nakata	Executive Officer Japan Region CEO	—

2. Shiseido Japan Co., Ltd.

Shiseido Japan Co., Ltd. will make the following change in personnel which will be effective on July 1, 2025.

Name	New Title	Current Title
Koji Nakata	Representative Director, President and CEO	Executive Vice President Shiseido Japan Co., Ltd.

* Koji Nakata will be taking over the position of Representative Director, President and CEO of Shiseido Japan from Kentaro Fujiwara.

—End of News Release—