



(Translation)

July 3, 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 Changes

Shiseido Company, Limited has announced the personnel changes detailed below, effective August 1, 2025.

Name	New Title	Current Title
Makoto Toyoda	Deputy Chief Information Technology Officer	Newly Hired
Tatsuki Nagao	Vice President, Corporate Transformation Acceleration Department	Vice President, Corporate Strategy & Development, Shiseido Asia Pacific Pte. Ltd.
Atsushi Yasuda	Vice President, Business Transformation Department	Special Vice President, Business Transformation Department

—End of News Release—