(English Translation of the Japanese News Release)
May 6, 2010
Dear Sirs,
$\begin{array}{ll}\text { Name of the Company: } & \text { Shiseido Company, Limited } \\ \text { Name of the Representative: } & \text { Shinzo Maeda } \\ & \text { President \& CEO } \\ & \text { (Representative Director) }\end{array}$
(Code No. 4911; The First Section of the Tokyo Stock Exchange) Further inquiries:

Yukihiro Saito
General Manager of Investor
Relations Department
(Tel: 03 - 3572 -5111)

## Notice of Correction to the "Consolidated Settlement of Accounts for the Fiscal Year Ended March 31, 2010"

It is hereby notified that Shiseido Company, Limited (the "Company") has made a correction to the "Consolidated Settlement of Accounts for the Fiscal Year Ended March 31, 2010", publicized on April 28, 2010, as described below:

Correction of "Consolidated Settlement of Accounts for the Fiscal Year Ended March 31, 2010"
p. 31
[Geographical Segment Information]
Fiscal Year Ended March 2010
The correction is shown by underlines.
(Before correction)
(After correction)

| (Millions of yen) |  |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| 1. Net Sales | Japan | Americas | Europe | Asia/ <br> Oceania | Subtotal | Elimination | Total |
| (1) Sales from Outside Customers | 408,077 | 45,720 | 82,393 | 108,010 | 644,201 |  | - |
| (2) Intersegment Sales or Transfer | 25,020 | 7,747 | 4,599 | 187 | 37,554 | $(37,554)$ | - |
| Total | 433,097 | 53,467 | 86,992 | 108,198 | 681,756 | $(37,554)$ | 644,201 |
| Operating Expenses | 409,055 | 50,251 | 81,345 | 93,123 | 633,776 | $(39,925)$ | 593,850 |
| Operating Income | 24,042 | 3,216 | 5,647 | 15,074 | 47,979 | 2,370 | 50,350 |
| 2. Assets | 321,922 | $\underline{224,885}$ | 84,510 | 95,447 | 726,766 | 48,678 | 775,445 |

(End of News Release)

