

April 25, 2012

Dear Sirs and Madams,

Name of the Company:	Shiseido Company, Limited
Name of the Representative:	Hisayuki Suekawa President & CEO (Representative Director)
	(Code No. 4911; The First Section of the Tokyo Stock Exchange)
Further inquiries:	Yukihiro Saito General Manager of Public Relations Department (Tel: 03 - 3572 - 5111)

Shiseido to Commence Sales of Cosmetics Products in the Argentine Republic

From May 2012, Shiseido will commence sales of cosmetics products in the Argentine Republic (hereinafter, “Argentina”). The current initiative marks the first time for a Japanese cosmetics brand to enter the Argentine market and is aimed at fortifying Shiseido’s presence in the Latin American market. Shiseido will deploy its strategic strengths in prestige marketing that have been accumulated over many years centering on the European and U.S. markets through the Greta Group (location: Buenos Aires, Argentina), a distributor with a proven track record in terms of sales of prestige cosmetics products in Argentina. Products to be sold include global brand *SHISEIDO* prestige skincare and makeup lines. With this endeavor, Shiseido’s overseas cosmetics sales will encompass 89 countries and regions (including Japan) throughout the world. Argentina is the fifth country in the Latin American market in which Shiseido is pursuing inroads, following Brazil, Mexico, Colombia and Panama.

Initiatives in Overseas Cosmetics Business

Shiseido is currently promoting its Three-Year Plan (April 2011 - March 2014) based on the theme of “getting into a growth trajectory” with the aim of becoming a “*global player representing Asia with its origins in Japan.*” In its Global Business, which will serve as a momentum for growth, Shiseido is working to strengthen its response to emerging countries as a means of developing the next growth engine following China. Specifically, with regard to the Latin American market, which is continuously achieving high economic growth, Shiseido has been promoting initiatives to expand sales as well as the presence of the *SHISEIDO* brand by commencing sales of products in Colombia from November 2010 and Panama in January 2011. At the same time, with regard to Brazil, which ranks third in the global cosmetics market following the United States and Japan, the *bareMinerals* brand from Shiseido’s North American subsidiary will be introduced to the market from May 2012. The Shiseido Group is pursuing these and other strategic initiatives to gain a stronger foothold in overseas markets.

Background to Market Entry

As the second emerging economy in South America following Brazil, Argentina has been achieving economic growth for eight consecutive years since 2003 and consumer spending is on the rise. As for the cosmetics market, Argentina also ranks second among South American countries. With a well-established sales network of locally capitalized prestige cosmetics specialty stores in place, full-scale business expansion of major European and U.S. cosmetics brands is being carried out. In fiscal 2010, the scale of the Argentine prestige cosmetics market has expanded steadily, realizing a 30% increase to US\$127 million (approximately ¥10 billion) compared with the previous year. Accordingly, Shiseido views this as an opportune time to introduce the *SHISEIDO* brand to the Argentine market.

Marketing Plan

Founded in 1977, the Greta Group is a distributor handling sales and marketing of imported cosmetics products with a primary emphasis on prestige cosmetics brands. The group engages in business in a total of four countries in the southern region of South America, focused on Argentina, as well as Chile, Peru and Uruguay. With regard to product sales, Shiseido will carefully select stores with a proven performance in counseling sales for prestige cosmetics products. During the initial year in 2012, Shiseido will develop products in approximately 15 stores and expand to 20 stores or more the following year.

<Overview of Greta Group>

Company name:	Greta Group
Location:	Buenos Aires, Argentine Republic
Representatives:	Mr. Martin Saphir, Mr. Renato Saphir and Mr. Ricardo Saphir
Main business:	Marketing, import and sales of prestige cosmetics products

The effect of the sales commencement in Argentina on our consolidated earnings for the fiscal year ending March 31, 2013 is expected to be minor. We expect the sales in Argentina will contribute to the future expansion of our businesses in the Latin American market.

-End of News Release-



[Reference]

Global Brand SHISEIDO

Skincare, makeup, suncare, body care, fragrance and men's cosmetics products, etc.

Principal product lines include *SHISEIDO Future Solution LX*, *SHISEIDO The Skincare*, *SHISEIDO Bio-Performance*, *SHISEIDO Benefiance*, *SHISEIDO White Lucent*, *SHISEIDO Pureness*, *SHISEIDO Makeup*, *SHISEIDO Suncare* (body care), *SHISEIDO Body Creator* (body care), *SHISEIDO Zen* (fragrance), *SHISEIDO Men* (men's cosmetics products), etc.

Main Initiatives for Strengthening Overseas Business

January 2010	Commenced operations of wholly owned subsidiary Shiseido Cosmetics Vietnam Co., Ltd. <u>Strengthening of business scheme</u>
	Commenced operations of wholly owned subsidiary Shiseido S.A. in Switzerland. <u>Strengthening of business scheme</u>
	Commenced operations of joint venture company Shiseido Hellas S.A. in Greece. <u>Strengthening of business scheme</u>
February 2010	Completed construction of a production factory in Vietnam, becoming the 11th production base overseas. <u>Strengthening of global production structure</u>
May 2010	Announced Shiseido Dah Chong Hong Cosmetics Ltd. (Hong Kong), previously a consolidated subsidiary, to become a wholly owned subsidiary via the acquisition of all shares. <u>Strengthening of business scheme</u>
July-September 2010	Launched global brand <i>SHISEIDO</i> in three Balkan Peninsula countries [Albania (July), Kosovo (August) and Macedonia (September)] via a distributor. <u>Entry into emerging markets</u>
September 2010	Launched global brand <i>SHISEIDO</i> in Mongolia via a distributor. <u>Entry into emerging markets</u>
October 2010	Launched global brand <i>SHISEIDO</i> in Georgia and South Africa via distributors. <u>Entry into emerging markets</u>
November 2010	Launched global brand <i>SHISEIDO</i> via a distributor in Colombia and via Shiseido Europe S.A.S. in Moldova. <u>Entry into emerging markets</u>
January 2011	Launched global brand <i>SHISEIDO</i> in Panama via a distributor. <u>Entry into emerging markets</u>
February 2011	Launched global brand <i>SHISEIDO</i> in Armenia and Belarus via Shiseido Europe S.A.S. <u>Entry into emerging markets</u>
January 2012	Commenced operations of joint venture company Shiseido Kozmetik Anonim Şirketi in Turkey. <u>Strengthening of business scheme</u> Commenced operations of Shiseido Co., Ltd. India representative office with the aim of conducting market research in India.
February 2012	Launched global brand <i>SHISEIDO</i> in Tunisia via a distributor. <u>Entry into emerging markets</u>