

Dear Sirs and Madams,

Name of Company: Shiseido Company, Limited
Name of Representative: Masahiko Uotani
President & CEO
(Representative Director)
(Code No. 4911; The First Section of the Tokyo Stock Exchange)
Contact: Norihiko Ueoka
General Manager of Public
Relations Department
(Tel: +81 3 3572 5111)

**Shiseido Establishes Joint Venture in Indonesia
to Strengthen the Professional Business in Asia**

Shiseido has established a joint venture in Indonesia to strengthen the Professional business in Asia, in partnership with the Aura Beaute Group, current distributor for the Shiseido Professional brand in Indonesia. The new company was named PT Shiseido Professional Indonesia, and an ownership ratio of 65% and 35% was agreed upon, with Shiseido as the major holder.

Background and objective

As part of the VISION 2020 medium-to-long-term strategy formulated in December 2014, Shiseido has restructured its brand businesses into four groups, namely, Prestige, Cosmetics, Personal Care and Professional, according to types of customer contact, with the aim of developing strong brands and implementing appropriate marketing plans. Existing individual brands are being repositioned under the new structure.

For the Professional business, Shiseido accelerates global activities with multi-brand, Shiseido Professional and Joico.

Indonesia has a large population that currently stands at 250 million, ranking it at the top among the ASEAN nations and fourth in the world. The population is expected to expand in the coming years, along with growing wealthy class, which will provide a promising market for the Professional business. The recent joint venture project represents an important step for the business to capture this growth opportunity through new operations scheme.

Shiseido Professional has started since December 2013 and is very popular among beauty salon owners now. We will step up our efforts to enhance the brand's prestigious image in the region through forging strong partnerships together with top beauty salons.

SHISEIDO

About New Company

(1)	Name	PT Shiseido Professional Indonesia	
(2)	Place	EightyEight@Kasablanka Tower A Lantai 28 Unit E, Jl. Casablanca Kav. 88, Kel. Menteng Dalam, Kec. Tebet Jakarta Selatan 12960	
(3)	Name and Title of the Representative	Ayako TOKUYAMA, President of Director	
(4)	Business	Importing, marketing and trading Shiseido Professional products in Indonesia	
(5)	Capital	Indonesian Rupiah 30,000,000,000	
(6)	Date of Establishment	June 26, 2015	
(7)	Major Shareholders	Shiseido Co., Ltd.: 65% PT Aura Beaute Indonesia: 35%	
(8)	Relationship with the Listed Company	Capital Relationship	Shiseido invests 65%
		Human Resource Relationship	An employee of Shiseido Co., Ltd. is appointed as President of Director of the JV company
		Transaction Relationship	Shiseido Co., Ltd. sells Shiseido Professional products to the JV company

The effect of establishment of PT Shiseido Professional Indonesia on our consolidated earnings for the fiscal year ending December 31, 2015 is expected to be minor.

We expect Shiseido Professional Indonesia will contribute to the future expansion of our professional businesses in the Indonesian market.



The Entrance of Beauty Salon "PIETER LIM" in MEDAN

SHISEIDO



The Entrance of Beauty Salon "LIBERTY" in Jakarta

-End of News Release-