



July 13, 2016

(Translation)

Dear Sirs and Madams,

Name of Company: Shiseido Company, Limited

Name of Representative: Masahiko Uotani
President and CEO
(Representative Director)

(Code No. 4911; The First Section of the Tokyo Stock Exchange)

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Notice of Completing the Acquisition of Gurwitch Products, LLC

July 12, 2016 (July 13, 2016, Japan Time) - Shiseido Americas Corporation (Headquarters: Delaware, U.S.A.), a consolidated subsidiary and the Americas regional headquarters of Shiseido Company, Limited, has completed the acquisition of Gurwitch Products, LLC (Headquarters: Delaware, U.S.A., hereinafter referred to as "Gurwitch"), a marketer of global makeup and skincare brands, from Alticor Inc. (Headquarters: Michigan, U.S.A.)

As a result of this transaction, Shiseido Group acquired Gurwitch's portfolio of prestige brands: Laura Mercier[®], a global brand of prestige makeup, skincare, body care and bath products, and prestige skincare brand RéVive[®].

Shiseido Group will strengthen its prestige brand portfolio through this acquisition of Laura Mercier[®] and RéVive[®], and further enhance its presence in the fast-growing prestige makeup market around the world. Going forward, with Centers of Excellence* for Makeup and Digital, as well as Americas Innovation Center, both owned by Shiseido's Americas regional headquarters, the Group will increase the brand value and improve the products of these two brands while creating more opportunities of reaching new customers by making a full use of Shiseido's global distribution network.

The effect of this acquisition on our consolidated financial results for the fiscal year ending December 31, 2016 is expected to be minor.

*Center of Excellence: With the aim of nurturing globally competitive brands, Shiseido Group pursues the Center of Excellence strategy in which each center (for skincare in Japan, for makeup and digital marketing in New York, and for fragrance in Paris) will capitalize on its



capabilities and expertise in global marketing while leading data collection, information gathering, strategy planning and product development that yield cutting-edge results in its designated field with world influence.

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