

(Translation)

May 16, 2018

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)

Contact: Harumoto Kitagawa
Department Director
Investor Relations Department
(Tel: +81 3 3572 5111)

Notice of Purchase by the Company of its Own Shares through Off-Auction Own Share Repurchase Trading (ToSTNeT-3)

Notice is hereby given that Shiseido Company, Limited (the “Company”) has determined a specific method of the acquisition by the Company of its own shares in accordance with the resolution (on the matters concerning the acquisition by the Company of its own shares in accordance with Article 156 of the Corporation Law of Japan, applicable pursuant to Article 165, paragraph 3 of the said Law) adopted at the meeting of its Board of Directors held on May 11, 2018, as described below:

Description

1. Method of the acquisition:

At 8:45 a.m. on May 17, 2018, the Company will place a purchase order through Off-Auction Own Share Repurchase Trading of the Tokyo Stock Exchange Trading Network System (ToSTNeT-3) at ¥7,999 per share, the closing price as of today, May 16, 2018. No other transaction system or time will be involved. The purchase order will be made only at the said transaction time.

2. Content of the acquisition:

(1) Class of shares to be acquired: Shares of common stock of the Company

(2) Total number of shares to be acquired: (Not exceeding) 300,000 shares

(Note 1) No change will be made in the number of shares to be acquired. However, market conditions and other factors may preclude the acquisition of some or all of the number of shares specified in the purchase order.



(Note 2) The specified number of shares to be acquired will be purchased on the basis of corresponding sell orders.

3. Publication of the result of the acquisition:

The result of the acquisition of the shares will be publicized after the close of the transaction time of 8:45 a.m. on May 17, 2018.

(For reference)

Details of the resolution adopted for the acquisition by the Company of its own shares (as publicized on May 11, 2018):

1. Class of shares to be acquired: Shares of common stock of the Company
2. Total number of shares to be acquired: (Not exceeding) 300,000 shares
(Ratio thereof to the total number of issued shares
(excluding shares of treasury stock): 0.07%)
3. Aggregate acquisition prices of shares: (Not exceeding) ¥2,500,000,000
4. Situation as of May 16, 2018:

Total number of shares acquired: 0 share

Aggregate acquisition prices: ¥0

- End of News Release -