

(Translation)

May 30, 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)

Shiseido Selected as “Noteworthy IT Strategy Company” in the “2018 Survey of Competitive IT Strategies”

Shiseido Company, Limited (the “Company,” or “Shiseido”) has been selected as one of “Noteworthy IT Strategy Companies” by the Japan's Ministry of Economy, Trade and Industry (METI) and Tokyo Stock Exchange (TSE) in the “2018 Survey of Competitive IT Strategies.” Under their “Competitive IT Strategy Company Stock Selection” program, METI and TSE select companies that are engaged in competitive strategic IT-related investment as a means of enhancing competitiveness and increasing corporate value in the medium-to-long term. Companies that are implementing remarkably progressive, forward-thinking initiatives receive recognition as “Noteworthy IT Strategy Companies.”

Description

1. Shiseido’s Initiatives:

Shiseido has been working on its New Three-Year Plan (2018-2020), which is the second phase of the medium-to-long-term strategy “VISION 2020” (2015-2020). Under this strategy, we are promoting brand strategies attuned to the needs of local consumers, continuing active marketing investment, and moving forward with digital acceleration, new business development, and new value creation through innovation, as we aim to “Be a Global Winner with Our Heritage.”

2. Our Initiatives in IT:

(1)“One Shiseido Model”: Enhancing the foundation for global operations
https://www.shiseidogroup.com/ir/pdf/ir20180305_482.pdf

(2)Shiseido Releases a New IoT Skincare System, “Optune,” that Delivers Personalized Skincare
<https://www.shiseidogroup.com/news/detail.html?n=0000000002331>

(3)Shiseido Acquires a U.S.-based Start-up, MATCHCo. -Award-Winning Beauty App Empowers Consumers through Customization-
<http://www.shiseidogroup.com/news/detail.html?n=0000000002114>

(4)Shiseido Americas Acquires Giaran, Inc. -Acquisition Brings Award Winning AI Technologies and Expertise in Individualized Beauty Customization-
<http://www.shiseidogroup.com/news/detail.html?n=0000000002321>

(5)Shiseido Launches Amazon Alexa Skill –Offering beauty advice through a hands-free voice service, Shiseido skill–
<http://www.shiseidogroup.com/news/detail.html?n=0000000002324>

- End of News Release -