

2019 First Quarter Results (Jan.-Mar.)

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In this document, statements other than historical facts are forward-looking statements that reflect our plans and expectations. These forward-looking statements involve risks, uncertainties and other factors that may cause actual results and achievements to differ from those anticipated in these statements.

2019 Q1: Executive Summary

On track to achieve full-year forecast Organic Net Sales growth +5.5%, increasing 9 consecutive quarters* Operating profit -17.4%, Operating margin 14.2% in line with Q1 plan Net profit growth of +16.1%

Net sales: ¥273.6 Bn YoY change FX-Neutral: +5.1% YoY change: +3.7% Organic net sales, excl. impact of business withdrawal*2 in 2018: +5.5%

- China: sell-out maintaining momentum in Prestige (over 40%*3)
- ➤ Prestige brands: main driver of global growth (+8%*4)
- > ELIXIR and ANESSA: continuing global double-digit growth
- > Japan: sales on track, increasing market share

total inbound sales expanding despite lower buyer sales

Operating profit: ¥38.9 Bn OPM: 14.2% YoY change: -¥8.2 Bn, -17.4%

- In line with Q1 plan, on track with full-year plan
- ➤ Achieving double-digit OPM with accelerating investments (Marketing, R&D and People)

Net profit attributable to owners of parent:

¥33.5 Bn YoY change: +¥4.6 Bn, +16.1%

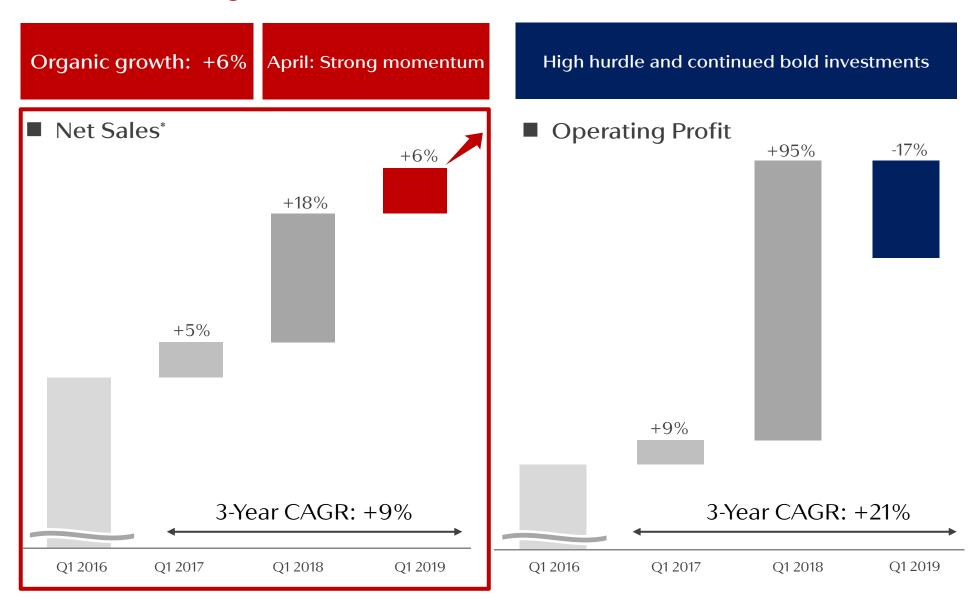
^{*1.} After we changed financial period from end of March to end of December in 2015

^{*2.} Amenity goods business

^{*3.} Mainland China

^{*4.} Adjusted for Hong Kong commission payment accounting change (Q2 2018)

Overcame High Q1 Net Sales Hurdle



^{*} Organic growth

Summary of 2019 Q1 Results

	201	9	2018		YoY	YoY	YoY Change
(Billion yen)		% of Net Sales		% of Net Sales	Change	Change %	FX- Neutral %
Net Sales	273.6	100	263.8	100	+9.9	+3.7	+5.1 +5.5*3
Cost of Sales	56.6	20.7	54.9	20.8	+1.7	+3.0	
SG&A	178.1	65.1	161.7	61.3	+16.4	+10.2	
Operating Profit	38.9	14.2	47.1	17.9	-8.2	-17.4	
Ordinary Profit	39.5	14.4	47.2	17.9	-7.7	-16.3	
Extraordinary Income/Loss (net)	-0.8	-0.2	0.2	0.1	-1.0		
Net Profit Attributable to Owners of Parent	33.5	12.2	28.9	10.9	+4.6	+16.1	
EBITDA*2	52.6	19.2	58.5	22.2	-5.9	-10.1	

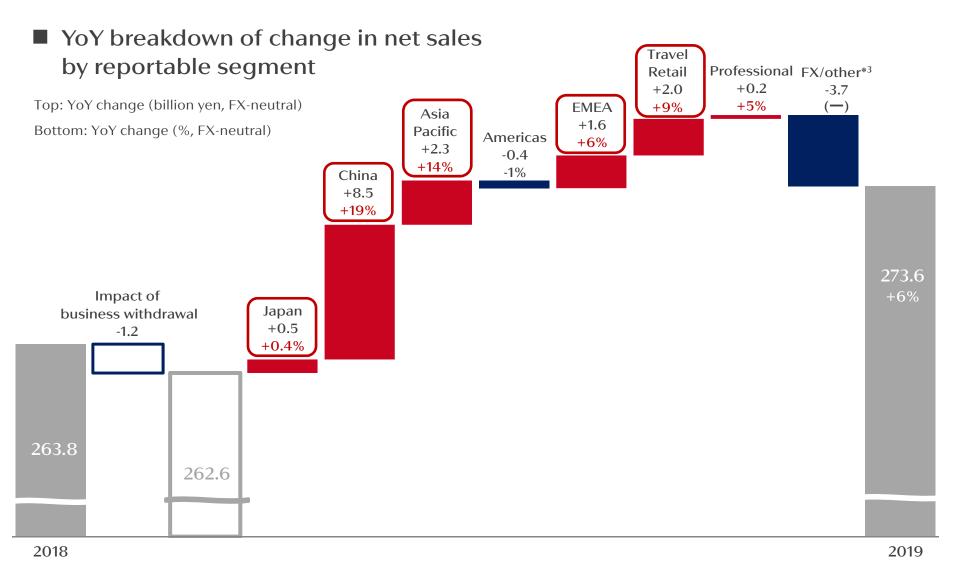
Exchange rates: USD1 = JPY110.2 (+1.8%), EUR1 = JPY125.2 (-6.1%), CNY1 = JPY16.3 (-4.3%)

^{*1.} The "+" and "-" symbols in YoY change indicate increase and decrease in amount, respectively.

^{*2.} After adjustment: Net income (loss) before income taxes + Interest expense + Depreciation and amortization expense + Impairment loss on goodwill and other intangible assets.

^{*3.} Organic growth

Solid Start in China, Asia Pacific, EMEA and Travel Retail



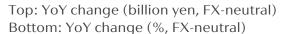
^{*1.} The year-on-year change, and year-on-year change in local currency terms for each business were calculated based on the actual exchange rates.

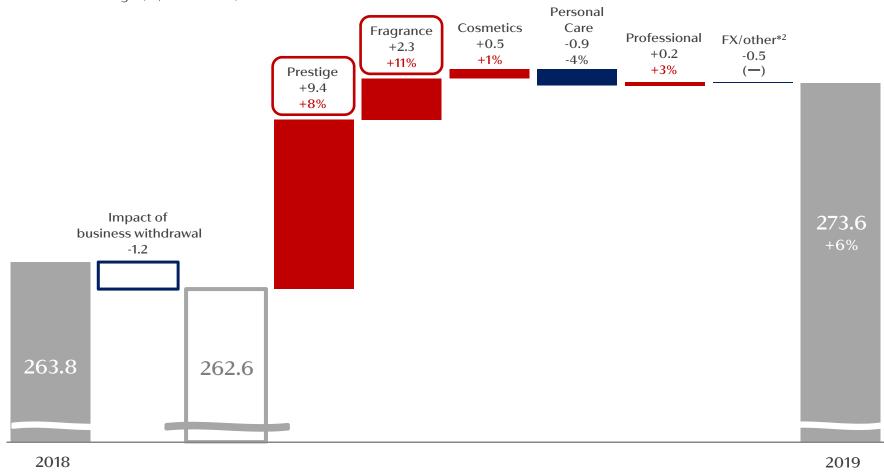
^{*2.} See Supplemental Data 14 for details about segment classifications.

^{*3. &}quot;FX/other" includes impact of foreign currency -3.5 billion yen and sales of "Other" as a reportable segment.

Sales Growth Driven by Prestige and Fragrance

Change in net sales by category





^{*1} YoY change and YoY change (%) for each brand is calculated based on initial exchange rate assumptions.

^{*2 &}quot;FX/other" includes impact of foreign currency exchange -3.5 billion as well as "Other" business and the difference between the assumed rates and the actual rates.

Nine Consecutive Quarters of Double-Digit Growth

■ Year-on-year growth

Prestige

Cosmetics





+19%



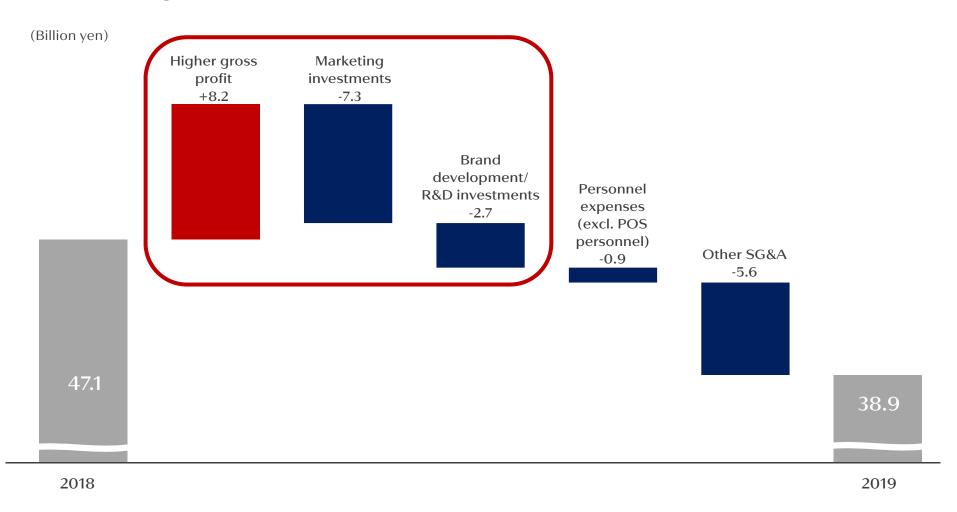




+24%

Marketing/R&D/People Investments Strengthened for Sustainable Growth

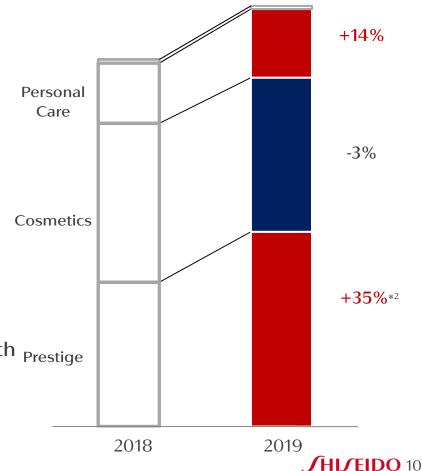
Operating profit increase/decrease by line item



China: No Signs of Slowdown of Our Prestige Brands

- Market: remained robust and poised for further growth
 - Cosmetics sales recorded double-digit growth in March
 - In the e-commerce channel, average sales prices of lip makeup, cream and face makeup increasing
- Shiseido (<u>sell-out</u>)*1:
 - Prestige: share up, growth of over 40%
 - SHISEIDO: over 40% growth
 - Clé de Peau Beauté: over 30% growth
 - Cosmetics: solid growth
 - ELIXIR, ANESSA: over 40% growth
 - AUPRES: underperforming
 - ➤ Personal Care: continued double-digit growth Prestige
 - > E-commerce sales: over 30% growth



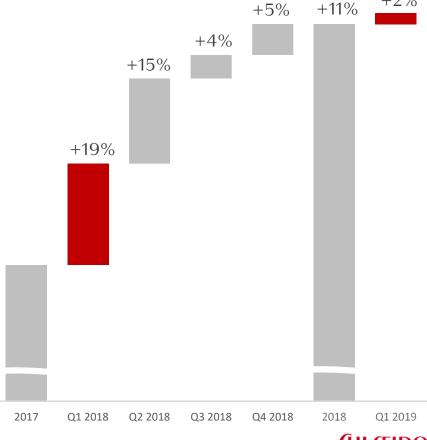


Mainland China

^{*2.} Adjusted for Hong Kong commission payment accounting change (Q2 2018)

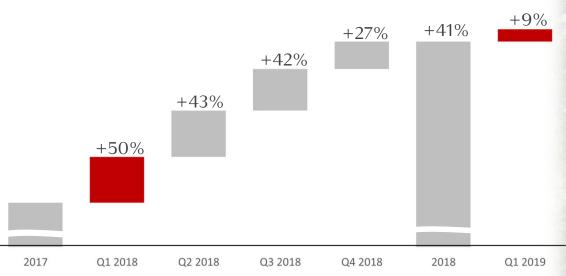
Japan: Overcame Hurdle from Q1 2018 Gained Market Share, Inbound Sales Increasing

- Overall Japanese cosmetics market : Changes in quarterly sell-out growth +0~1% YoY change
- Shiseido (<u>sell-ou</u>t): +2%
 - Growth in sales to Japanese consumers: Approx. -0.5%
 - Skin trinity category: +5%
 - ➤ Inbound sales: +6%
 - Tourists: +mid-teen%
 - Buyers: -mid-teen%
- Shiseido (<u>sell-in</u>) :+0.4%
 - > Growth drivers:
 - Renewal of ELIXIR White
 - HAKU, d Program: Care hybrid foundation project
 - > Challenges:
 - *REVITA*L: supply issues
 - TSUBAKI: cycling



Travel Retail: Q1 2019 Sell-out Growth at over 20% within Changing Market Dynamics

Changes in quarterly <u>sell-in</u> growth*



- Double-digit growth:
 - Existing brands: SHISEIDO and ANESSA
 - Roll out brands: LAURA MERCIER and IPSA
- Supply constraints: Clé de Peau Beauté
- Softening fragrance market
- Slowdown of buyer sales

SHISEIDO FOREST VALLEY in Jewel Changi airport SHISEIDO 12

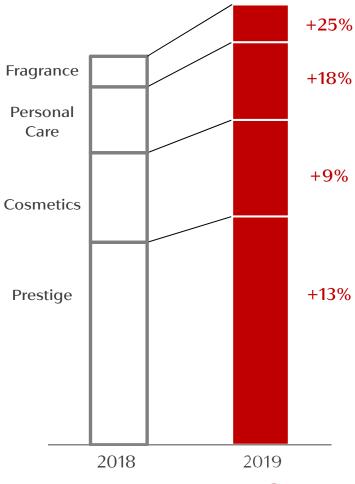
^{*} Sell-in growth rates for Q1-Q4 2018 indicate YoY changes on like-for-like basis excluding Burberry distribution.

Asia Pacific: All Countries, Areas and Categories Grew

- Shiseido 14% sell-in growth, gaining market share in all key markets
 - Growth across all of the region, especially ASEAN
 - Increase across all categories and almost all brands



Change in <u>sell-in</u> by category



Americas: Headwinds in Makeup

- US Market: Down in makeup
 Up in skincare, fragrance
- Shiseido (<u>sell-out</u>)
 - > Solid start
 - SHISEIDO
 - Clé de Peau Beauté
 - Dolce&Gabbana
 - > Slow start
 - bareMinerals: boutique closures
 - *NARS*: cycling of new launches
- Shiseido (<u>sell-in</u>): -1% growth





EMEA: Positive Start Driven by Fragrance and Makeup

- Markets: Down in UK, France
 Up in Italy, Spain
- Shiseido (<u>sell-out</u>): Solid start
 - > Fragrance:
 - Dolce&Gabbana
 - narciso rodriguez
 - ➤ Makeup:
 - NARS
 - LAURA MERCIER
 - SHISEIDO makeup
- Shiseido (sell-in): +6% growth





2019: Q1 Summary

<u>Japan</u>

- Q1 hurdled
- Encouraging inbound sales
- Innovating for demand
- REVITAL supply issues

China

- Prestige momentum
- Continued strengthening of e-commerce

Asia Pacific

- Prestige momentum
- Cosmetics and Personal Care expansion
- Continued strengthening of e-commerce

Americas

- *Dolce&Gabbana* positive start
- Uptrends in skincare and fragrance

EMEA

- Fragrance momentum
- *Clé de Peau Beauté* expansion

Travel Retail

- Ongoing supply issues
- Opening SHISEIDO FOREST VALLEY

April 2019 Trends (Preliminary)

Japan

Net sales: up mid single digits

Inbound sales (only duty-free department stores)

Tourists: over +30%

Buyers: down low double digits

China

• Net sales: over +30%

Decision to reinvest tax cut

Travel Retail

• Net sales: over +20%

Actions to Achieve 2019 Targets

Q1 Challenges

Q2-Q4 Actions

Ongoing supply issues

Prioritize production of key SKUs Produce responding to demand fluctuations

Slow start in US

Channel focus
Drive Skincare

Challenged brands

- bareMinerals
- AUPRES

Strengthen brands

- Structural reform of *bareMinerals*
- Review of AUPRES

Japan: Personal Care



Strengthen *SENKA* and *TSUBAKI*

ESG Initiatives

OUR MISSION

BEAUTY INNOVATIONS FOR A BETTER WORLD

Protect Beauty

- Developing of biodegradable cosmetic containers with Kaneka
- Recommendations of Task Force on Climate-related Financial Disclosures

Empower Beauty

- Opened new Shiseido Life Quality Center in Singapore
- > Clé de Peau Beauté
 - Launched 'THE POWER OF RADIANCE' program
- Increased gender diversity
 - Female board directors and auditors: 45%
 - A member of 30% Club Japan

Inspire Beauty

Opened Global Innovation Center S/PARK Museum

Governance

Introduced ESG targets into long-term incentive remuneration





























JHIJEIDO

Supplemental Data 1 Japan: Organic Sales Growth: +0.4%, **Continued Sales Expansion of Core Brands**

	201	9	2018	3		YoY Change
(Billion yen)		% of Net Sales		% of Net Sales	YoY Change	%
Prestige/ Specialty Store	39.3	34.5	38.2	33.4	+1.1	+2.7
Cosmetics	53.2	46.7	52.3	45.6	+0.9	+1.7
Personal Care	12.0	10.5	14.4	12.5	-2.4	-16.8
Others*2	9.6	8.3	9.8	8.5	-0.2	-2.2
Sales	114.0	100	114.7	100	-0.7	-0.6

YoY change excluding the impact of withdrawal of amenity goods business in 2018 was +0.4%.

	(Billion yen)	2019	2018	YoY Change	YoY Change %
(Operating Profit	26.3	30.0	-3.7	-12.2
	OPM %	21.1	24.3	-3.2	2pt
1	e Before Amortization of Goodwill, etc.	26.4	30.0	-3.7	-12.2
	OPM %	21.1	24.3	-3.2	2pt

^{*1.} Some financial results within the Japan Business have been reclassed in line with the management structure change in 2019.

^{*2. &}quot;Others" include the Healthcare business and others.

^{*3. &}quot;% of Net Sales" indicates percentage of Japan Business sales.

^{*4.} OPM is calculated using net sales including intersegment transactions.

^{*5.} See Supplemental Data 14 for details about changes in reportable segments. The previous year's results are restated to reflect the new reportable segments.

Supplemental Data 2 China: Sales Growth +18.7%, OPM 24.7% with Bold Investment

(Billion yen)	2019	2018	YoY Change	YoY Change %	YoY Change FX-Neutral %
Sales	52.5	45.6	+6.9	+15.0	+18.7

(Billio	on yen)	2019	2018	YoY Change	YoY Change %
Operating Profit		13.0	14.8	-1.8	-12.3
OPM %		24.7	32.4	-7.7	⁷ pt
Income Before Amorti of Goodwill, etc.		13.1	14.9	-1.8	-12.4
OPM %		24.8	32.6	-7.8	3pt

• Prestige: Clé de Peau Beauté, SHISEIDO, IPSA, and NARS continued to drive overall growth

• Cosmetics: ANESSA and ELIXIR continued to show solid growth

• E-commerce sales remained strong

^{*} OPM is calculated using net sales including intersegment transactions.

Supplemental Data 3 Asia Pacific: Sales Growth +13.5%, Continued Double-Digit OPM

(Billion yen)	2019	2018	YoY Change	YoY Change %	YoY Change FX-Neutral %
Sales	18.9	17.1	+1.9	+11.0	+13.5

	(Billion yen)	2019	2018	YoY Change	YoY Change %
(Operating Profit	2.4	3.2	-0.9	-26.8
	OPM %	12.1	18.4	-6.	3pt
1	e Before Amortization of Goodwill, etc.	2.4	3.2	-0.9	-26.7
	OPM %	12.1	18.5	-6.	4pt

Prestige:
 Continued growth of SHISEIDO, Clé de Peau Beauté and NARS

Cosmetics and Personal Care brands: Robust growth of ANESSA and SENKA

^{.*} OPM is calculated using net sales including intersegment transactions.

Supplemental Data 4 Americas: Sales Growth -1.3%, Ongoing *bareMinerals* Reforms

(Billion yen)	2019	2018	YoY Change	YoY Change %	YoY Change FX-Neutral %
Sales	28.0	28.2	-0.1	-0.5	-1.3

	(Billion yen)	2019	2018	YoY Change	YoY Change %
(Operating Profit	-5.5	-4.6	-1.0	_
	OPM %	-14.7	-13.0	-1.7	⁷ pt
	e Before Amortization of Goodwill, etc.	-4.2	-3.3	-0.9	_
	OPM %	-11.2	-9.3	-1.9)pt

- Favorable sales expansionDolce&Gabbana, SHISEIDO
- bareMinerals: Structural reforms continuing
 "THE POWER OF GOOD" and enhancement of digital marketing

^{*} OPM is calculated using net sales including intersegment transactions.

Supplemental Data 5 EMEA: Sales Growth +6.3% Driven by Growth in Core Brands

(Billion yen)	2019	2018	YoY Change	YoY Change %	YoY Change FX-Neutral %
Sales	25.0	25.1	-0.0	-0.1	+6.3

	(Billion yen)	2019	2018	YoY Change	YoY Change %
(Operating Profit	-1.8	-1.3	-0.5	_
	OPM %	-6.7	-4.5	-2.2	2pt
	e Before Amortization of Goodwill, etc.	-1.4	-0.8	-0.6	
	OPM %	-5.1	-2.9	-2.2	2pt

- Solid start to new *Dolce&Gabbana* products
- Encouraging *narciso rodriguez* results

^{*} OPM is calculated using net sales including intersegment transactions.

Supplemental Data 6 Travel Retail: Continued Solid Sales Growth +9.2% and High OPM 21%

(Billion yen)	2019	2018	YoY Change	YoY Change %	YoY Change FX-Neutral %
Sales	23.4	21.4	+2.0	+9.3	+9.2

	(Billion yen)	2019	2018	YoY Change	YoY Change %
Oper	rating Profit	4.9	5.4	-0.5	-9.5
	OPM %	21.0	25.4	-4.	4pt
	fore Amortization oodwill, etc.	4.9	5.4	-0.5	-9.5
	OPM %	21.0	25.4	-4.	4pt

• Continued robust growth in Asia:

SHISEIDO and ANESSA

Fragrance: Growth driven by mainly *Dolce&Gabbana*

^{*} OPM is calculated using net sales including intersegment transactions.

Supplemental Data 7 Sales Growth Driven by China, Asia Pacific and Solid Start for EMEA Japan: On Track

Sales by reportable segment

(Billion yen)	201	9 % of Net Sales	201	8 % of Net Sales	YoY Change	YoY Change %	YoY Change FX- Neutral %	YoY Change FX-Neutral % (like-for-like* ²)
Japan	114.0	41.7	114.7	43.5	-0.7	-0.6	-0.6	+0.4
China	52.5	19.2	45.6	17.3	+6.9	+15.0	+18.7	+18.7
Asia Pacific	18.9	6.9	17.1	6.5	+1.9	+11.0	+13.5	+13.5
Americas	28.0	10.2	28.2	10.7	-0.1	-0.5	-1.3	-1.3
EMEA	25.0	9.1	25.1	9.4	-0.0	-0.1	+6.3	+6.3
Travel Retail	23.4	8.6	21.4	8.1	+2.0	+9.3	+9.2	+9.2
Professional	3.5	1.3	3.4	1.3	+0.1	+3.3	+4.7	+4.7
Other	8.2	3.0	8.3	3.2	-0.1	-1.5	-1.5	-1.5
Total	273.6	100	263.8	100	+9.9	+3.7	+5.1	+5.5

^{*1.} See Supplemental Data 14 for details about changes in reportable segments. The previous year's results are restated to reflect the new reportable segments.

^{*2.} YoY Change in FX-Neutral is YoY comparison in local currency excluding the impact of business withdrawal in 2018.

Supplemental Data 8 OPM 14.2% with Bold Investment for Growth

Operating profit by reportable segment

	2019		2018		YoY Change	YoY Change				
(Billion yen)			Ol	PM %			С	PM %	for Change	%
Japan		26.3		21.1		30.0		24.3	-3.7	-12.2
China		13.0		24.7		14.8		32.4	-1.8	-12.3
Asia Pacific		2.4		12.1		3.2		18.4	-0.9	-26.8
Americas		-5.5		-14.7		-4.6		-13.0	-1.0	_
Before Amortization of Goodwill, etc.		-4.2		-11.2		-3.3		-9.3	-0.9	_
EMEA		-1.8		-6.7		-1.3		-4.5	-0.5	_
Before Amortization of Goodwill, etc.		-1.4		-5.1		-0.8		-2.9	-0.6	_
Travel Retail		4.9		21.0		5.4		25.4	-0.5	-9.5
Professional		0.1		1.5		0.1		1.5	+0.0	+5.1
Other		1.3		3.4		1.1		3.4	+0.2	+19.5
Subtotal		40.6		12.4		48.7		15.8	-8.1	-16.7
Adjustments		-1.7		_		-1.6		_	-0.1	
Total		38.9		14.2		47.1		17.9	-8.2	-17.4

^{*1.} OPM is calculated using net sales including intersegment sales.

^{*2.} See Supplemental Data 14 for details about changes in reportable segments. The previous year's results are restated to reflect the new reportable segments.

Supplemental Data 9 SG&A Details

		2019				
(Billion yen)		% of Net Sales	Change in % of Net Sales	YoY Change %	YoY Change	YoY Change Excl. Impact of FX
SG&A	178.1	65.1	+3.8	+10.2	+16.4	+18.6
Marketing Investments	89.8	32.8	+1.5	+8.8	+7.3	+8.6
Brand Development/ R&D Investments	14.3	5.2	+0.8	+22.8	+2.7	+2.9
Personnel Expenses	31.4	11.5	-0.1	+2.9	+0.9	+1.2
Other SG&A Expenses	42.6	15.6	+1.6	+15.2	+5.6	+5.9

^{*1.} The "+" and "-" symbols in YoY Change are used to indicate increase and decrease in amount and percentage of net sales, respectively.

^{*2.} Marketing Investments includes POS personnel expenses.

Supplemental Data 10 Other Income and Expenses and Extraordinary Income and Losses

Other Income	and Expens	ses	Extraordinary Income and Losses			
(Billion yen)	2019	2018	(Billion yen)	2019	2018	
Interest Income	0.3	0.3	Gain/Loss on Sales or Disposal of Property, Plant and Equipment	-0.3	0.4	
Interest Expense	-0.2	-0.2	Loss on Sales of Investments in Securities	-0.0	_	
Net Interest Income and Expense	0.0	0.1	Loss on Business Withdrawal	-0.5	_	
Foreign Exchange Gain/Loss	-0.5	-1.3	Structural Reform Expenses	_	-0.2	
Others	1.1	1.3	Total	-0.8	0.2	
Total	0.6	0.1				

Supplemental Data 11 Consolidated Balance Sheets

(Billion yen)	As of Mar. 31, 2019	Change from Dec. 31, 2018
Total Current Assets	502.8	+19.8
Cash, Time Deposits	111.6	-14.3
Notes & Accounts Receivable	181.8	+15.3
Inventories	164.3	+14.6
Total Fixed Assets	575.3	+48.7
Property, Plant and Equipment	267.9	+32.7
Intangible Assets	164.5	-0.9
Investments and Other Assets	142.9	+16.9
Total Assets	1,078.1	+68.5

	(Billion yen)	As of Mar. 31, 2019	Change from Dec. 31, 2018
	Total Liabilities	580.8	+39.6
	Notes & Accounts Payable and Other Payables	173.2	-2.9
	Accrued Income Taxes	14.1	-6.0
	Accrued Bonuses	18.2	-12.6
	Interest-Bearing Debt	136.6	+60.8
	Long-Term Payables	53.3	-1.3
	Total Net Assets	497.4	+28.9
	Shareholders' Equity	475.1	+23.7
	Accumulated Other Comprehensive Income	0.4	+3.2
	Non-Controlling Interests	20.9	+1.9
	Total Liabilities and Net Assets	1,078.1	+68.5

* Main line items only

Exchange rates:

Mar. 31, 2019: USD1 = JPY111.0 (+0.1%); EUR1 = JPY124.6 (-1.8%); CNY1 = JPY16.5 (+2.1%) Dec. 31, 2018: USD1 = JPY110.9; EUR1 = JPY126.9; CNY1 = JPY16.1

Supplemental Data 12 2019 Full-Year Forecast Announced in Feb. 2019

	2019			YoY	YoY Change
(Billion yen)		% of Net Sales	2018	Change %	FX-Neutral %
Net Sales	1,172.0	100	1,094.8	+7.0	+9
Operating Profit	120.0	10.2	108.4	+10.8	
Ordinary Profit	120.0	10.2	109.5	+9.6	
Extraordinary Income/Loss (net)	-2.5	-0.2	-5.2	-	
Net Profit Attributable to Owners of Parent	75.5	6.4	61.4	+23.0	
Dividends (yen per share) (forecast)	60		45		

Forecast ROE: 15.9%

Exchange rates 2019: USD1 = JPY110.0 (-0.4%), EUR1 = JPY125.0 (-4%), CNY1 = JPY16.0 (-4%)

Dividends: interim dividend ¥30, year-end dividend ¥30 (forecast)

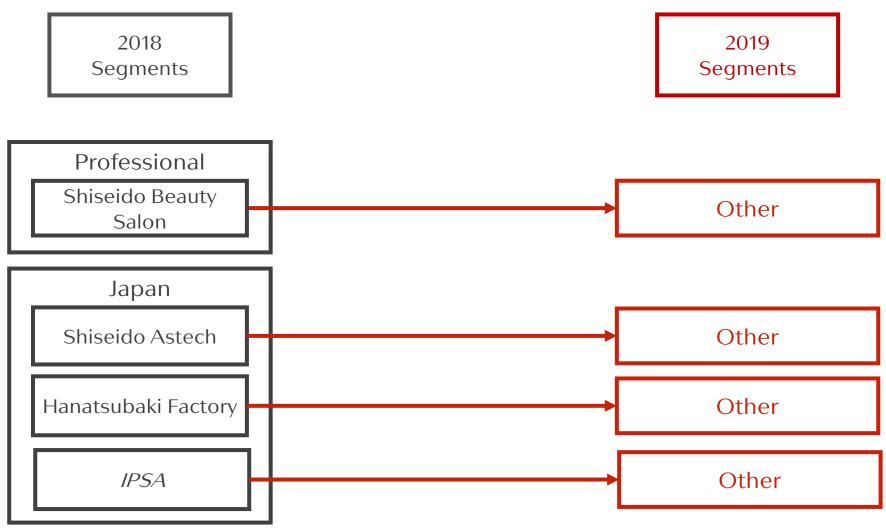
Supplemental Data 13 2019 Full-Year Sales Forecast by Reportable Segment Announced in Feb. 2019

				YoY Change %		2018	
	(Billion yen)	2019	2018 After Segment Changes		YoY Change FX- Neutral %	Before Segment Changes	
	Total	1,172.0	1,094.8	+7.0	+9	1,094.8	
	Japan	480.0	454.5	+5.6	+6	454.6	
	China	217.0	190.8	+13.7	+18	190.8	
	Asia Pacific	74.0	68.1	+8.6	+11	68.1	
	Americas	135.5	131.7	+2.9	+4	131.7	
	EMEA	113.5	113.2	+0.3	+5	113.2	
	Travel Retail	102.5	87.6	+17.0	+19	87.6	
	Professional	14.5	14.1	+2.5	+4	20.3	
	Other	35.0	34.7	+0.9	+1	28.5	

Exchange rates 2019: USD1 = JPY110.0 (-0.4%), EUR1 = JPY125.0 (-4%), CNY1 = JPY16.0 (-4%)

^{*} See Supplemental Data 14 for details about changes in reportable segments.

Supplemental Data 14 Main Constituents of Old and New Reportable Segments



^{*} The Group has revised its reportable segment classification method in line with changes in its internal management structure from the first quarter of the fiscal year ending December 31, 2019. Shiseido Beauty Salon Co., Ltd., which was previously included in the Professional Business, is now included in Other. Shiseido Astech Co., Ltd., which was previously included in the Professional Business, is now included in Other. Shiseido Astech Co., Ltd., which was previously included in the Professional Business, is now included in Other. Shiseido Astech Co., Ltd., which was previously included in the Professional Business, is now included in Other. Shiseido Astech Co., Ltd., which was previously included in the Professional Business, is now included in Other. Shiseido Astech Co., Ltd., which was previously included in the Professional Business, is now included in Other. Shiseido Astech Co., Ltd., which was previously included in the Professional Business, is now included in Other. Shiseido Astech Co., Ltd., which was previously included in the Professional Business, included in Other. which were previously included in the Japan Business, are now included in Other.

From the third quarter of the previous consolidated fiscal year, the results of IPSA Co., Ltd., which were previously included in the Japan Business, are now included in the Other segment.

Supplemental Data 15 Major Public Announcements

News Releases

• May: Shiseido Opens SHISEIDO FOREST VALLEY at Jewel Changi Airport

"Shiseido Life Quality Beauty Center" Opens in Singapore

Shiseido establishes Japanese Beauty Institute Communicating unique Japanese aesthetics to the world

• April: Shiseido and KANEKA Launch Joint Development of Biodegradable Cosmetic Containers

Shiseido Supports Recommendations of the Task Force on Climate-related Financial Disclosures (TCFD)

External Director Ms. Ishikura at "2019 Daiwa Investment Conference Tokyo"

Corporate Governance Report Revised

The Shiseido Philosophy Is Formulated Anew

Shiseido Global Innovation Center Commences Full-Scale Operation

-Realizing a New Style of Research and Development Towards Further Growth-

Shiseido Signs Joint Business Plan with Alibaba Group

• March: CLÉ DE PEAU BEAUTÉ ANNOUNCES THE LAUNCH OF 'THE POWER OF RADIANCE' PROGRAM

Creating a new market through the integration of foundation and medicated skincare

• February: Notice on Introduction of Performance-Linked Stock Compensation

as Long-Term Incentive-Type Remuneration ("LTI")

Shiseido Establishes a New Factory in Kurume City, Fukuoka Prefecture

-Responding to Growing Demand and Further Business Expansion Inside and Outside Japan-

Notice of Transfer of Dermatologic Agent Brands FERZEA and Encron

• January: Notice of Merger between Consolidated Subsidiaries