



(Translation)

March 14, 2011

Dear Sirs,

Name of the Company: Shiseido Company, Limited
Name of the Representative: Shinzo Maeda
President & CEO
(Representative Director)
(Code No. 4911; The First Section of the Tokyo Stock Exchange)
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Announcement on the Impact of the Earthquake in East Japan

We convey our deepest sympathies to those who have been affected by the recent earthquake that occurred in East Japan. We are hoping for the earliest recovery.

The following reports our current efforts in responding to the disaster:

Damage and other matters:

Please refer to the attachment: Damage from the Earthquake in East Japan and Shiseido's Efforts to Save Power.

Support for affected areas:

Please refer to the attachment: Shiseido's Contribution to Disaster Relief for the Victims of the Earthquake in East Japan.

Performance outlook and other matters:

The estimated damage and other information is unclear at present, and we are investigating. We will make prompt disclosure if the disaster appears likely to significantly influence the performance of Shiseido Group.

-End of News Release-

Damage from the Earthquake in East Japan and Shiseido's Efforts to Save Power

We announce here the current status of our organization in relation to the recent earthquake in East Japan:

1. Damage

(1) Human life

- We are currently confirming the safety of certain of our employees, although we had no reports of casualties as of Sunday, March 13.

(2) Damage to office buildings

- Some of our office buildings sustained cracks and other damage.

(3) Production

- At the Kuki Factory, where shampoo and other hair products are produced (Kuki, Saitama), a comprehensive check discovered materials that had suffered from a water leak caused by the displacement of internal piping and defective operation of sprinklers. We have decided to suspend operations at the factory for about two weeks for repair, inspection, tidying, and other work. However, our supply of merchandises will continue as normal for some time since the stock at Kuki Factory was intact (this excludes delays in physical distribution because of issues with transport infrastructure).
- No damage has been found at other domestic factories (Kamakura Factory, Kakegawa Factory, and Osaka Factory).

*We are also confirming the damage to our business partners.

2. Power saving measures (response to planned outage)

(1) Measures at factories

- We will discuss the transfer of production to other areas outside the territory of Tokyo Electric Power Company in addition to reviewing production plans at each factory.

(2) Measure at offices

- We will implement the following at Shiodome Office and will also request all other offices around Japan to economize power as much as possible.

1) Lighting

- Switching lights off during lunchtime simultaneously and encouraging employees to leave the office early
- Keeping only the necessary lights on while turning off unnecessary lights (within the office, meeting rooms, corridors, lavatories, and other areas)

2) Saving standby power

- Unplugging electrical appliances and devices not in use

3) Air-conditioning

- To minimize use, air-conditioners are operated with the temperature set at 15 degrees centigrade and are operated only during the prescribed working hours.

4) Elevators

- Limiting the number of operational elevators, except during busy hours

(3) Switching off advertisement pillars and signs

In addition to the efforts above, we are urging our employees to save power at home as well.

Shiseido's Contribution to Disaster Relief for the Victims of the Earthquake in East Japan

We have decided to make a monetary contribution to be used as relief for the victims and also donate Shiseido products that people in the stricken areas are in need of under the current circumstances.

We will continue to study the situation and make further donations as and when required.

1. Monetary donation

JPY 100,000,000

2. Shiseido products

(1) "Dry Shampoo"

10,000 bottles of "FRETTY Dry Shampoo" by FT Shiseido that can be used to keep the hair and scalp clean without rinsing off with water.

(2) Liquid Hand Soap

10,000 bottles of "Medicated Hand Soap" by FT Shiseido—a medicated liquid hand soap that helps maintain hygienic conditions.

(3) Quick-drying disinfectant for hands

10,000 bottles each of "Speedes" by Shiseido Medical (Large) and "Speedes" by Shiseido Medical (Small)—quick-drying disinfectant lotions that help maintain general hygiene.