(Translation)

March 11, 2013

Dear Sirs and Madams,

Name of Company: Shiseido Company, Limited
Name of Representative: Hisayuki Suekawa
President & CEO
(Representative Director)
(Code No. 4911; The First Section of the Tokyo Stock Exchange)
Contact: Yukihiro Saito
General Manager of Public Relations Department
(Tel: 03 - 3572 - 5111)

Comments on Certain Media Coverage

Today, certain media reported about the changes of the Executive Officers of Shiseido Co., Ltd. Please note that the report is not based on any announcement or information provided by Shiseido Co., Ltd.

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