(Translation)

June 25, 2013

Dear Sirs and Madams,


Name of Company: Shiseido Company, Limited

Name of Representative: Shinzo Maeda
Chairman, President & CEO
(Representative Director)

(Code No. 4911; The First Section of the Tokyo Stock Exchange)

Contact: Hirofumi Takakura
General Manager of Investor Relations Department
(Tel: 03 - 3572 - 5111)


# Notice of the Results of the Counting of the Voting Rights Exercised at the 113th Ordinary General Meeting of Shareholders

Notice is hereby given of the results of the counting of the voting rights exercised at the 113th Ordinary General Meeting of Shareholders (the "Shareholders' Meeting") of Shiseido Company, Limited (the "Company") held on June 25, 2013, as described below.

First Item of Business to Fourth Item of Business were all approved and adopted by a large majority of the shareholders who had exercised their voting rights in advance or attended the Shareholders' Meeting.

Description

1. Contents of the matters resolved:

**First Item of Business: Dividends of Retained Earnings**

This item was approved and adopted as originally proposed.

(1) Matters related to assignment assets to be distributed to shareholders and the total amount thereof:
An amount per share of common stock of the Company: Yen 25
The total amount thereof: Yen 9,950,994,150

(2) The date on which dividends of retained earnings becomes effective:
June 26, 2013

**Second Item of Business: Election of Nine (9) Directors**

This item was approved and resolved as originally proposed.
Mr. Shinzo Maeda, Mr. Carsten Fischer, Mr.Tatsuomi Takamori, Mr. Yoshinori Nishimura, Mr. Shoichiro Iwata, Ms. Taeko Nagai, and Mr. Tatsuo Uemura were reelected as directors and all assumed their offices. Mr. Yu Okazawa and Mr. Tooru Sakai was newly elected as director and assumed their offices.
Mr. Shoichiro Iwata, Ms. Taeko Nagai, and Mr. Tatsuo Uemura are external directors as prescribed in Item 15 of Article 2 of the Companies Act.
The Company designates Mr.Shoichiro Iwata, Ms. Taeko Nagai, and Mr. Tatsuo Uemura as independent directors prescribed in Article 436-2 of the Securities Listing Regulations of Tokyo Stock Exchange, Inc.

**Third Item of Business: Election of One (1) Audit & Supervisory Board Member**

This item was approved and resolved as originally proposed.
Mr. Akio Harada was reelected as audit & supervisory board member and assumed his office.
Mr. Akio Harada is audit & supervisory board member (external) as prescribed in Item 16 of Article 2 of the Companies Act.
The Company designates Mr. Akio Harada as independent audit & supervisory board member prescribed in Article 436-2 of the Securities Listing Regulations of Tokyo Stock Exchange, Inc.

**Fourth Item of Business: Determination of Provision of Long-term Incentive Type Remuneration to Directors**

This item was approved and resolved as originally proposed.
Details of allotting stock acquisition rights as remuneration to directors are stated below.

Qualified grantees of stock acquisition rights:
six (6) directors, excluding external directors of the Company
Total number of stock acquisition rights to be allotted:
Not more than 1,000 (The number of shares to be issued upon exercise of one stock acquisition right: 100 shares)
Ceiling of remuneration, etc. on stock acquisition rights:
Up to Yen 66 million per year

2. Results of the counting of the voting rights exercised:

(Number of shareholders having voting rights: 87,446 persons)
(Total number of voting rights held by the shareholders: 3,975,781 rights)

| | Exercise of voting rights on or prior to the day immediately preceding the date of the Shareholders' Meeting (Advance Exercise) | Exercise of voting rights by attendance at the Shareholders' Meeting | Total voting rights exercised |
|---|---|---|---|
| Number of shareholders | 26,386 persons | 3,627 persons | 30,013 persons |
| Number of voting rights exercised (Exercise ratio (%)) | 2,638,057 rights* (66.3%) | 301,417 rights (7.5%) | 2,939,474 rights (73.9%) |

* The number represents the smallest of the numbers of voting rights exercised (by Advance Exercise) respectively on the Items of Business (First Item of Business).

| Item of Business | Advance Exercise | | | Ratio of approving votes by Advance Exercise to the total voting rights exercised on each Item of Business |
|---|---|---|---|---|
| | Approval ratio (approving votes) | Disapproval ratio (disapproving votes) | Abstention ratio (abstained votes) | |
| First Item of Business: Dividends of Retained Earnings | 99.5% (2,626,360 votes) | 0.4% (11,692votes) | 0.0% (5 votes) | 89.3% |
| Second Item of Business: Election of Eight (8) Directors | | | | |
| Mr. Shinzo Maeda | 92.9% (2,452,993 votes) | 7.0% (185,020 votes) | 0.0% (95 votes) | 83.4% |
| Mr. Carsten Fischer | 93.5% (2,469,040 votes) | 6.4% (168,967 votes) | 0.0% (103 votes) | 83.9% |
| Mr. Tatsuomi Takamori | 96.4% (2,543,726 votes) | 3.5% (94,288 votes) | 0.0% (96 votes) | 86.5% |
| Mr. Yoshinori Nishimura | 98.1% (2,588,367 votes) | 1.8% (49,647 votes) | 0.0% (96 votes) | 88.0% |
| Mr. Yu Okazawa | 98.2% (2,593,073 votes) | 1.7% (44,940 votes) | 0.0% (96 votes) | 88.2% |
| Mr. Tooru Sakai | 98.2% (2,592,877 votes) | 1.7% (45,136 votes) | 0.0% (96 votes) | 88.2% |
| Mr. Shoichiro Iwata | 93.6% (2,470,615 votes) | 6.3% (167,378 votes) | 0.0% (117 votes) | 84.0% |
| Ms. Taeko Nagai | 96.4% (2,543,735 votes) | 3.5% (94,278 votes) | 0.0% (96 votes) | 86.5% |
| Mr. Tatsuo Uemura | 75.9% (2,002,654 votes) | 24.0% (635,351 votes) | 0.0% (99 votes) | 68.1% |

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| Item of Business | Advance Exercise | | | Ratio of approving votes by Advance Exercise to the total voting rights exercised on each Item of Business |
|---|---|---|---|---|
| | Approval ratio (approving votes) | Disapproval ratio (disapproving votes) | Abstention ratio (abstained votes) | |
| Third Item of Business: Election of One (1) Audit & Supervisory Board Member | 99.3% (2,620,800 votes) | 0.6% (17,237 votes) | 0.0% (96 votes) | 89.1% |
| Fourth Item of Business: Determination of Provision of Long-Term-Incentive-Type Remuneration to Directors | 94.5% (2,493,946 votes) | 5.4% (144,168 votes) | 0.0% (13 votes) | 84.8% |

The requirement for the adoption of each item of business is as follows:

- First Item of Business and Fourth Item of Business:
  Approval of a majority of the voting rights of the shareholders present

- Second Item of Business and Third Item of Business:
  Approval at a general meeting of shareholders at which shareholders holding one-third (1/3) or more of voting rights of the shareholders entitled to vote shall be present, by a majority of the voting rights of the shareholders so present

The requirements for the adoption of all Items of Business had been fulfilled by the exercise of voting rights on or prior to the day immediately preceding the date of the Shareholders' Meeting (Advance Exercise). Hence, the numbers of approving votes, disapproving votes and abstained votes of the shareholders present at the Shareholders' Meeting were not added in the above-listed counting of the voting rights exercised.

- End of news release -