(Translation)

July 10, 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: Yukihiro Saito
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Consolidating and Streamlining Shiseido's Offices to Enhance Productivity

Shiseido opens a new head office building, Shiseido Ginza Building (address: 7-5-5 Ginza, Chuo-ku, Tokyo), on October 2, 2013 (Wednesday). The new building is constructed at the site of the former head office (built in 1966), and has 10 floors above ground and 2 floors underground. The building mainly houses Shiseido's offices, but also includes a multi-purpose hall along with commercial space.

With the completion of Shiseido Ginza Building, Shiseido's offices, which are currently dispersed throughout various areas in Tokyo, is scheduled to be consolidated and streamlined into this new building for the purpose of enhancing company productivity.

About the Shiseido Ginza Building

Shiseido aims to become "a global player representing Asia with its origins in Japan," with a variety of efforts toward new growth of the company. As part of these efforts, Shiseido Ginza Building is positioned as Shiseido's "hub for new value creation" by consolidating the related departments at the company's birthplace with its origin of beauty and wellness. Thus, the company aims to promote the creation of new values that look toward the future, and further build brand equity.

At Shiseido Ginza Building, workspaces are located on floors 6 through 10. The building also includes a multi-purpose hall, "Shiseido Hanatsubaki Hall"; a beauty facility, "Shiseido Life Quality Beauty Center," which provides makeup advice to people with serious skin concerns; a French restaurant, "L'Osier"; as well as tenants.

The main design of the building incorporates the "hanatsubaki" (camellia) motif that symbolizes Shiseido, and the "karakusa" (arabesque) pattern. Each and every one of the aluminum shades that cover the entire building is designed with an original "MIRAI* KARAKUSA" (*future) pattern that appears to reach out toward the future, adding a note of modernity and elegance on Namiki-dori street on which the building stands.

Furthermore, the new head office has been constructed to be environmentally friendly, with having greenery on the rooftops and the use of highly eco-friendly materials and equipment, thereby allowing CO2 emissions to be cut by approximately 30% in comparison to the old building. (The building acquired the highest rank of "S" in the CASBEE index, which measures the environmental friendliness of buildings.)

Consolidating and Streamlining Office Functions

With the opening of Shiseido Ginza Building, Shiseido's office functions (including those of its subsidiaries) that are currently dispersed throughout Tokyo are scheduled to be consolidated into its three head office buildings (Shiseido Ginza Building, Shiodome Office, and Shiodome FS Building). With these changes, the company plans to redistribute its departments and close some facilities.

Starting from the beginning of October 2013, Shiseido Ginza Building is scheduled to house the Shiseido Advertising Creation Department, Corporate Culture Department, and the company's subsidiary Shiseido Parlour Co., Ltd. (currently located at Ginza in Chuo-ku). Thereafter, two subsidiary companies located in the neighborhood are scheduled to be consolidated into the Shiodome Office.

In the fall of 2014, Shiseido Gotanda Building (located in Nishigotanda, Shinagawa-ku) is scheduled to close. The offices and facilities currently housed in the Gotanda Building, including the Shiseido Beauty Creation Research Center, moves to Shiodome FS Building (located at Higashi Shinbashi, Minato-ku). The successive restructuring of these offices is to be completed by the fall of 2014, thereby reducing the company's overall office space currently dispersed throughout Tokyo by approximately 10%. Moreover, the company aims to improve its office rent balance, by increasing its rent income from external tenants. Total costs related to the offices are scheduled to temporarily increase as a result of construction of Shiseido Ginza Building and office restructuring efforts, but the costs are scheduled to come down by fiscal 2015 in line with those for fiscal 2012, and is scheduled to be reduced further from fiscal 2016.

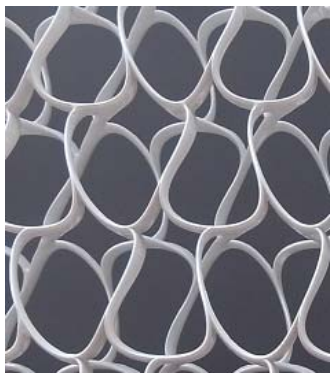
SHISEIDO



<Shiseido Ginza Building exterior image>



<Shiseido Ginza Building 1st floor entrance> (concept images)



<MIRAI KARAKUSA Pattern>

<General Information on the Shiseido Ginza Building>

Site Area	Approximately 1,116 m^2
Building Area	Approximately 939 m^2
Total Floor Area	Approximately 9,957 m^2
Height	Approximately 48 m
No. of Floors	10 floors above ground, 2 floors underground
Structure	Steel and steel-reinforced concrete
Floor Area Ratio*1	Basic floor area ratio 700% + Mitigated floor area ratio 100%＝800%
Usage	(Main usage) Offices (Secondary usage) Stores, meeting places
Seismic Capacity	Tuned mass damper (seismic capacity of 1.5 times the level stated in the Building Standards Act)
Green Building	Insulation measures with exterior aluminum shades; reduction of power consumption through the use of LED lights; usage of natural energy through solar power generators and natural ventilation; implementation of the latest "radiant air conditioning"*2 system. Earned the highest CASBEE certification rank of "S"*3.
Design and Construction	Takenaka Corporation
Construction Period	December 2011 – July 2013 (scheduled)

*1 Secured classification as "public indoor space" within the "High-Intensity Use District" and earned application of a mitigated floor area ratio of 100% within the Ginza district. (Calculation of floor area ratio does not include parking space and other areas.)

*2 Radiant air conditioning: A method of cooling or heating the air by utilizing the radiant effect that is achieved by cooling (or heating) the air around a ceiling's surface.

*3 CASBEE: Comprehensive Assessment System for Built Environment Efficiency. A system to comprehensively assess the quality of a building along with its environmental-friendliness, that includes determining the level of use of energy-saving and eco-friendly materials, the level of comfort within the building, and consideration toward the surrounding landscape.

The effect of the office consolidation on our consolidated earnings for the fiscal year ending March 31, 2014 is expected to be very minor.

-End of News Release-

Reference Materials

Major facilities and stores to be located inside the Shiseido Ginza Building

Shiseido Life Quality Beauty Center (5th Floor)



● A facility to provide lessons on makeup techniques to individuals with a variety of serious skin concerns such as birthmarks, dark blemishes, vitiligo*, scars, and dull skin tones. The Center opened in June 2006. The staff has been specially trained to provide makeup advice to enhance the Quality of Life (QOL) for as many people as possible. The service is provided free of charge.
● Scheduled to move from the current Shiseido Gotanda Building and open on October 22, 2013 (Tuesday) at this location.

*Vitiligo: A condition where the skin loses its melanin pigmentation. The cause of this ailment is unknown.

Shiseido Hanatsubaki Hall (3rd Floor)



● Multi-purpose hall for conferences, seminars, symposiums, and other meetings. The hall has an area of 295 m^2 with a maximum capacity of 210 seats with desks (105 desks and 210 chairs) and 240 seats without desks. The hall is equipped with an electric-powered partition wall. The hall is scheduled to be mostly used for meetings and events hosted by the Shiseido Group companies.

L'Osier (Entrance & B1 floors)

● French restaurant operated by Shiseido. Opened its door in 1973 inside the former Shiseido Parlour building on the main Ginza Chuo-dori street. The name of the restaurant (*l'Osier* means willow in French) comes from the willow trees that have long been a feature of the Ginza area. The restaurant moved to its current location on Ginza Namiki-dori street in October 1999. The restaurant aims to offer new value creation through French gastronomy..
http://losier.shiseido.co.jp/e/losier/
● The restaurant will reopen on October 25, 2013 (Friday).

Loro Piana Ginza Namiki Store (1st & 2nd Floors)

● In the pursuit of excellence over the six generations, Loro Piana presents a luxurious lifestyle, offering items for men, women, and children, as well as accessories, and gifts all created from the finest raw materials with the techniques of Italian artisans. Exclusive made-to-order service is also available.
● The Store is scheduled to open in the fall of 2013.

Three Hubs in the Birthplace of Ginza

Shiseido had previously established two hubs in Ginza to create a hub for information and values in this district: Tokyo Ginza Shiseido Building in 2001, which houses Shiseido Parlour and Shiseido Gallery; and the total beauty facility, SHISEIDO THE GINZA in 2011. These two hubs, which stand facing each other on Hanatsubaki-dori street, have become a Ginza landmark, visited by people from within and outside of Japan alike as a place to come and discover the latest beauty innovations, as well as to enjoy the cuisine and arts that Shiseido offers

With the opening of Shiseido Ginza Building, the company's new head office building on Namiki-dori street, three key hubs for Shiseido come together in the Ginza district where the company was founded. With these three hubs, we commit to new value creation for the Shiseido Group's mission; "We cultivate relationships with people We appreciate genuine, meaningful values We create beauty, we create wellness."