(Translation)

August 30, 2013

Dear Sirs and Madams,

Name of Company: Shiseido Company, Limited
Name of Representative: Shinzo Maeda
Chairman of the Board,
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 Determination of Paid-in Amount, Etc. of Stock Options (Stock Acquisition Rights)

Shiseido Company, Limited (the "Company"), at the meeting of its Board of Directors held on July 31, 2013, resolved that the Company would make an offering of subscription for stock acquisition rights with regard to stock options as long-term incentive-type remuneration to its directors and corporate officers pursuant to Article 236, Article 238 and Article 240 of the Companies Act of Japan, as announced on the same day.

Notice is hereby given that the total number of stock acquisition rights offered for subscription ("Stock Acquisition Rights") and the paid-in amount of a Stock Acquisition Right were determined today, as described below:

Description

1. Total number of Stock Acquisition Rights:

Directors of the Company:	441 rights
Corporate officers not concurrently serving as directors of the Company:	395 rights
* Number of shares to be issued or transferred for each Stock Acquisition Right:	100 shares

2. Paid-in amount of a Stock Acquisition Right:

¥1,434 (¥143,400 per Stock Acquisition Right)

The paid-in amount is a fair value of a Stock Acquisition Right calculated in accordance with the Hull-White modified two-factor model, based on the closing price as of the allotment date thereof.

[For reference]

Stock options in respect of which a resolution was adopted at the meeting of the Board of Directors held on July 31, 2013, as announced on the same day:

To make the directors and corporate officers of the Company share with its shareholders merits and risks pertaining to its stock prices and afford incentives to them to achieving much improved results and higher stock prices, the Company has granted its six directors, except external directors of the Company, and 10 corporate officers not concurrently serving as directors stock options as long-term incentive-type remuneration, using stock acquisition rights upon exercise of which one yen per share shall be contributed, for the fiscal year ending March 31, 2014.

The paid-in amount of a Stock Acquisition Right shall be a fair value thereof as of the allotment date thereof. The Company shall grant remuneration in an amount equivalent to the paid-in amount to the directors and corporate officers not concurrently serving as Directors on condition that such remuneration be offset against their obligations to pay the paid-in amount.

1. Qualified allottees of the Stock Acquisition Rights:

Six Directors, except external directors of the Company, and 10 corporate officers not concurrently serving as directors.

2. Total number of Stock Acquisition Rights (determined today):

Directors of the Company:	441 rights
Corporate officers not concurrently serving as directors of the Company:	395 rights
* Number of shares to be issued or transferred for each Stock Acquisition Right:	100 shares

The total number of Stock Acquisition Rights is the number of planned allotment. In the event that such total number decreases if any allottee does not subscribe or otherwise, the decreased total number of Stock Acquisition Rights shall be the total number of Stock Acquisition Rights to be issued.

3. Amount of property to be contributed upon exercise of each Stock Acquisition Right:

¥1 (¥100 per Stock Acquisition Right)

4. Exercise period of the Stock Acquisition Rights:

From August 1, 2016 to July 31, 2028

5. Paid-in amount of a Stock Acquisition Right (determined today):

(i) The paid-in amount shall be a fair value of a Stock Acquisition Right calculated in accordance with the Hull-White modified two-factor model, based on the closing price as of the allotment date thereof.

(ii) On or prior to the day immediately preceding the first day of the exercise period of the Stock Acquisition Rights set forth in paragraph 4 above, any allottee shall, in lieu of the payment of cash in the amount obtained by multiplying the paid-in amount of a Stock Acquisition Right set forth in item (i) above by the number of Stock Acquisition Rights allotted to such any allottee, offer to offset his/her remuneration receivable (equivalent to the amount obtained by multiplying the paid-in amount of a Stock Acquisition Right set forth in item (i) above by the number of Stock Acquisition Rights allotted to him/her) as determined at the meeting of the Board of Directors of the Company held on July 31, 2012 to be paid to him/her in consideration for performance of his/her duties on condition that he/she subscribe for the Stock Acquisition Rights and offset such remuneration receivable against the paid-in amount of the Stock Acquisition Rights, and in the event that the allottee offers to do so, the Company shall accept the payment by such offset.

6. Allotment date of the Stock Acquisition Rights:

August 29, 2013

Note : The conditions of stock acquisition rights publication except mentioned above, were disclosed in " Notice on Stock Options (Stock Acquisition Rights)" on July 31, 2013.

- End of News Release –