(Translation)

May 2, 2014

Dear Sirs and Madams,

Name of Company: Shiseido Company, Limited
Name of Representative: Shinzo Maeda
Chairman, Representative Director
(Code No. 4911; The First Section of the Tokyo Stock Exchange)
Contact: Tetsuaki Shiraiwa
General Manager of Investor Relations Department
(Tel: +81 3 3572 5111)

Notice of Closing on the Sale of CARITA and DECLÉOR to L'Oréal

Paris, April 30, 2014 - Shiseido Co., Ltd. (the "Company") announces that it has closed on the sale of CARITA brand and DECLÉOR brand to L'Oréal S.A. (in Clichy, France) for €230 million, subject to customary post-closing adjustments. The sale was announced on February 20, 2014.

Shiseido will record an extraordinary gain of approximately ¥22,501 million (*) during the fiscal year ending March 31, 2015 as a result of the sale.
Shiseido has included an anticipated gain from this sale in the forecast for the fiscal year ending March 31, 2015, which was announced on April 25, 2014.

* Converted using the exchange rate at the end of April, 141.68 yen to the euro.

- End of News Release -