(Translation)

June 2, 2015

Dear Sirs and Madams,


Name of Company: Shiseido Company, Limited

Name of Representative: Masahiko Uotani
President & CEO
(Representative Director)

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**Shiseido to partner with Burberry to distribute Burberry Beauty Products in Japan**
**---Enhancing Shiseido's Presence in the Prestige Beauty Segment through partnership with leading global British Luxury Brand---**

(Tokyo, 2 June, 2015) Shiseido and iconic British luxury brand Burberry have signed an agreement that will see Shiseido distribute Burberry make-up and fragrance products across Japan.

Shiseido has been the sole distributor of Burberry fragrances in several countries through its Paris based fragrance subsidiary Beauté Prestige International, which is famous for luxury brand fragrances. However, this will be the first opportunity for Shiseido to distribute Burberry's make-up and fragrance products in its home market.

This partnership is one of a series of new developments for Burberry in Japan as it rolls out its global brand offering across the country. This summer, the brand's licensed products will be replaced with the Burberry global product range including its British made heritage trench coats and scarves.

**Launching "My Burberry"**

Burberry launched its new fragrance "My Burberry" in September 2014 across multiple countries. The fragrance was created by Chief Creative Officer & Chief Executive Officer, Christopher Bailey, and is inspired by a London garden after the rain. The My Burberry bottle, based on the same design principles and craftsmanship as the Burberry heritage trench coat, features a hand-tied ribbon knot made from English-woven gabardine honouring the trench coat fabric, and a horn-effect cap reminiscent of the buttons.

Shiseido will support the launch of this fragrance from 3rd June 2015 starting at Hankyu Department Store Umeda Main Store (Osaka), Hankyu Online Store, five standalone Burberry stores and thirteen Burberry concessions across major cities in Japan, followed by further points

of sale mainly in department stores.

**Opening of Burberry Beauty Box counters in selective department stores**

This autumn, new Burberry Beauty Box counters will be opened within a select number of department stores across Japan. Inspired by the stand-alone "Burberry Beauty Box" stores in London and Seoul, these counters will be the first of their kind located within a department store. The counters will offer customers an innovative new gifting experience, carrying color cosmetics and fragrance, alongside other gifting items, giving even wider variety and choice. The first two counters will launch later this year in Tokyo and Osaka.

**Significance of partnership between Burberry and Shiseido**

Mr. Toru Sakai, Representative Director of Shiseido Co., Ltd. commented:
*"These are exciting times, the boundaries between fashion and beauty are blurring. Whilst the core of our business remains focused on beauty, this new partnership with Burberry is a significant one for Shiseido as we look to build our portfolio of products and enhance our presence in the luxury beauty market."*

Simona Cattaneo, Senior Vice President of Beauty, Burberry, commented:
*"We are excited to be partnering with Shiseido in the distribution of our fragrance and beauty products in Japan. To be working with such a well-respected company with a wealth of knowledge in the market is a great opportunity. As Burberry continues to share its global product ranges more widely across the country this summer this partnership will enable us to provide our customers with an authentic Burberry brand experience."*




【My Burberry Eau de Parfum】

The effect of this partnership on our consolidated earnings for the fiscal year ending December 31, 2015 is expected to be minor. We expect it will contribute to the future expansion of our business.

-End of News Release-

**About Burberry**

- Established in 1856, Burberry is a global British luxury brand with a heritage of innovation, craftsmanship and design.
- The Burberry business comprises five divisions: womens, mens, childrens, accessories and beauty.
- Burberry is headquartered in London and listed on the London Stock Exchange (BRBY.L) It is a constituent of the FTSE 100 index.
- Burberry is beginning a new chapter in Japan in 2015. From June, the brand's licensed products will be replaced with the Burberry global product offering including its British made heritage trench coats manufactured at its facilities in Yorkshire in the North of England and its scarves made in Scotland.
- Burberry currently operates 5 stores in Japan (Omotesando, Kobe, Ginza Marronnier Dori, Roppongi and Osaka) and has 13 concessions.
- Visit http://www.burberryplc.com/ for further information.