(Translation)

December 22, 2015

Dear Sirs and Madams,

Name of Company: Shiseido Company, Limited

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

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

Contact: Norihiko Ueoka
General Manager of Public Relations Department
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Shiseido signed for purchasing Serge Lutens trademark

Shiseido signed for purchasing the trademark of Serge Lutens, a name synonymous with luxury fragrances and cosmetics. This brand was created in collaboration with Mr. Serge Lutens and Shiseido has been in the process of negotiation since March 2015.

The purchase of the trademark rights will enable Shiseido to invest more in the brand such as opening up directly managed boutiques in major cities worldwide, and gradually increase points of contact while keeping its prestigious image. As of 2015, the brand has expanded to around 2000 outlets in 35 countries.

Mr. Lutens will keep directing the brand to transmit the spirit and the style.

In order to continue to promote the Serge Lutens brand in the future, Shiseido has concluded that it would be the best way to purchase the brand while maintaining its concept, "Rare and Lux".

Mr. Serge Lutens and Shiseido

Shiseido's partnership with Mr. Serge Lutens, a French creator acknowledged by the high-fashion and cosmetics industry for his unique visual creations, started in 1980. It was largely thanks to this collaboration that the Company was able to successfully break into European markets and accelerated its globalization.

In 2000, confident of his own experience in perfumery and supported by the Shiseido group, Serge Lutens decided to create his own brand: Parfums Beauté Serge Lutens, later renamed as "Serge Lutens".

About Serge Lutens

Born in 1942 in Lille, France. In 1968, he was invited by Christian Dior to work as an art director for makeup product development, a position he then held for over 12 years. In 1980, he

signed on with Shiseido for an image development project conducted in line with the Company's full-scale launch of its European business and continued the collaboration over the next 20 years as Shiseido's global image and visual identity.

This transaction will not materially affect consolidated results for the year ending December 2015.

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