(Translation)

June 3, 2016

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: Tetsuaki Shiraiwa
Department Director
Investor Relations Department
Corporate Communication Division
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Notice of acquisition of Gurwitch Products, LLC

－Adds Laura Mercier® and RéVive® to Shiseido's Global Portfolio－

(June 2, 2016 / June 3, 2016 – Tokyo) Shiseido Company, Limited ("Shiseido") announced today that its subsidiary, Shiseido Americas Corporation ("SAC") has signed a definitive agreement with Alticor Inc. ("Alticor") to acquire its wholly-owned subsidiary Gurwitch Products, LLC ("Gurwitch"), a marketer of global prestige cosmetics and skincare brands. Under the terms of the agreement, SAC will acquire 100% of the membership interests in Gurwitch, including Gurwitch's portfolio of leading prestige brands: Laura Mercier®, a global brand of prestige color cosmetics, skincare, and body & bath products, and luxury skincare brand RéVive®.

1. Objectives of the Acquisition

Laura Mercier® and RéVive® are highly complementary to Shiseido's portfolio of prestige makeup and skincare brands, and the combination is expected to provide Shiseido with significant growth opportunities, expanded customer reach and an even stronger foothold in the fast-growing prestige makeup market.

Under the Shiseido corporate umbrella, Laura Mercier® and RéVive® will be able to utilize the company's robust global platform to accelerate growth in high-potential markets and capitalize on untapped opportunities both in the United States and internationally, including Asia. Laura Mercier® and RéVive® will benefit from Shiseido's strong commitment to investing in consumer-facing marketing activities and from sharing the collaborative expertise, skillsets, and talent housed within Shiseido's Global Centers of Excellence for skincare, makeup, and digital and its Americas Innovation Center, in order to drive product development, amplify marketing impact, and increase brand awareness. The brands will also be able to leverage Shiseido's regional infrastructure in the Americas and shared resources to improve productivity and effectiveness.

Both Laura Mercier® and RéVive® brands have unique viewpoints, fast-growing and loyal customer bases, and the same focus on innovation that defines all of Shiseido's brands. Laura Mercier®'s classic French elegance and artistry perfectly complements the unique styles and offerings of NARS, bareMinerals, SHISEIDO and clé de peau BEAUTÉ to create a formidable

portfolio of prestige makeup. And RéVive®, with its use of skincare technologies by focusing on anti-aging, is a terrific fit with Shiseido's skincare heritage. Shiseido is well positioned to generate significant value from this attractive acquisition opportunity, and is energized to use its resources both in the Americas and globally to take these brands to the next level and further strengthen its overall position in the marketplace.
The acquisition, led by SAC, is consistent with Shiseido's medium-to-long-term strategy VISION 2020 goal to accelerate global growth and the Shiseido's strategy to leverage regional strengths, assets and expertise for global benefit.
The transaction will be funded by existing cash and loan facilities. Also the transaction is subject to customary regulatory approvals and closing conditions and is expected to close in the third quarter of 2016. Following the close, SAC expects to rapidly integrate the new brands into its regional organization.

2. Schedule

(1) Date of conclusion of the agreement	June 2, 2016 (June 3, 2016 in Japan time)
(2) Closing date of the transaction	During the third quarter of 2016 (Expected)

3. Prospects for the Future
The effect of this acquisition on Shiseido's consolidated financials for the fiscal year ending December 31, 2016 is expected to be minor.

<Reference>
Summary of Gurwitch

(1) Company name	Gurwitch Products, LLC
(2) Content of business	Distribution of cosmetics under the Laura Mercier® and RéVive® brand names
(3) Establishment	1995
(4) Location	Delaware, U.S.A.
(5) Representative's name	Nancy Bernardini
(6) Principle owner and ownership ratio	100% owned by Showcase Holdings, Inc., a wholly-owned subsidiary of Alticor Inc.
(7) Net sales in FY2015	175 ($in millions)

Summary of SAC

(1) Company name	Shiseido Americas Corporation
(2) Content of business	Holding company and sale of Cosmetics, etc. in Americas
(3) Establishment	1965
(4) Location	Delaware, U.S.A
(5) Representative's name	Marc Rey

Summary of Alticor Inc.

(1) Company name	Alticor Inc.
(2) Content of business	Holding company
(3) Establishment	1949
(4) Location	Michigan, U.S.A.
(5) Representative's name	Roger Colman

Summary of Showcase Holdings, Inc.

(1) Company name	Showcase Holdings, Inc.
(2) Content of business	Holding company
(3) Establishment	2006
(4) Location	Delaware, U.S.A.
(5) Representative's name	Roger Colman

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