(Translation)

November 13, 2017

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
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Notice of Transfer of Prestige Skincare Brand, RéVive

Shiseido Company, Limited (hereinafter, Shiseido) hereby announces that it has reached an agreement and signed the contract on transferring the prestige skincare brand, RéVive, which is owned by its subsidiary, Shiseido Americas Corporation (hereinafter, SAC) to Tengram Capital Partners, LLC (headquartered in Connecticut, the U.S.; hereinafter, Tengram Capital). RéVive had been owned by Gurwitch Products, LLC, which joined Shiseido Group in July 2016 and merged by absorption by SAC in December 2016.

Note

1. Reasons for the transfer

The Shiseido Group has been promoting a selection and concentration strategy in order to enhance its brand portfolio across the globe under its mid- to long-term business strategy VISION 2020, with which the company aims to “Be a Global Winner with Our Heritage.” Shiseido is focused on driving global growth across its prestige beauty businesses, and in the Americas region, the company has already taken various measures to enhance the prestige portfolio, such as investment concentration for NARS and bareMinerals, as well as the acquisition of Laura Mercier in the makeup category. The company also prioritizes SHISEIDO and clé de peau BEAUTÉ in the skincare business and Dolce&Gabbana in the fragrance business.

While pursuing this selection and concentration strategy, Shiseido received an offer from Tengram Capital, and after thorough review, we arrived at the conclusion that transferring the brand to Tengram Capital would be an excellent opportunity for RéVive as Shiseido continues to further refine its focus and portfolio.

2. Overview of the transfer

In this transaction, Shiseido will transfer the business associated with RéVive to Tengram Capital by transferring all of the assets related to the RéVive brand.

3. Future outlook

Shiseido believes that this transaction has only minor effects on its consolidated financial results for the fiscal year ending December 2017, but that it will contribute to the profitability growth of the Shiseido Group.

- End of News Release -