(Translation)

December 6, 2024

Name of Company: Shiseido Company, Limited
Name of Representative: Kentaro Fujiwara
President and COO
Representative Corporate Executive Officer
(Code No. 4911; The Prime Market of the Tokyo Stock Exchange)
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Vice President
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Notice of Issuance of 14th Unsecured Bonds

Notice is hereby given that Shiseido Company, Limited has determined to issue the 14th Unsecured Bonds (ranking pari passu solely with other bonds), as described below.

1.	Name of issue	14th Unsecured Bonds (ranking pari passu solely with other bonds)
2.	Total principal amount	¥15 billion
3.	Amount of each bond	¥100 million
4.	Application of the Act on Book-Entry Transfer of Corporate Bonds and Shares	All of the Bonds shall be governed by the "Act on Book-Entry Transfer of Corporate Bonds and Shares" of Japan
5.	Interest rate	1.139% per annum
6.	Payment amount	¥100 per ¥100 in face value of each Bond
7.	Redemption amount	¥100 per ¥100 in face value of each Bond
8.	Maturity	5 years
9.	Redemption date	December 12, 2029
10.	Interest payment date	June 12 and December 12 of each year
11.	Payment date	December 12, 2024
12.	Offering method	Public offering
13.	Collateral/Guarantee	No mortgage or guarantee is created for the Bonds or no specific asset is reserved for the Bonds
14.	Financial covenants	A clause of negative pledge is added
15.	Rating	A3 (Moody's Japan K.K.)
16.	Underwriters	Syndicate of underwriters with Daiwa Securities Co. Ltd., Mizuho Securities Co., Ltd. acting as Lead Manager
17.	Fiscal, issuing and paying agent	Mizuho Bank, Ltd.
18.	Depository	Japan Securities Depository Center, Inc.
19.	Use of proceeds	To be appropriated for funds for repayment of debt

—End of News Release—