

Press Release

THE PEOPLE FIRST INITIATIVE FROM INSIDE OUT**Shiseido EMEA announces exceptional measures to guarantee salaries and connect employees**

Shiseido, a leading global beauty company, has been affected in all regions by an unprecedented and particularly difficult global situation. The Company remain true to one of its core values, **PEOPLE FIRST**.

Shiseido EMEA (Europe, Middle East and Africa), with its regional headquarters based in Paris, is taking exceptional measures for its employees. Shiseido EMEA will:

1. **Guarantee purchasing power by maintaining the equivalent of employees' base salary.** This measure, which is anticipated to affect particularly our employees in France (including Beauty Consultants and Plant Operators based in Loiret), will apply to all employees whose activity will be temporarily reduced or suspended by the Company. This measure will be in effect until business can resume (in accordance with government decisions and safety conditions) and may be extended to April and May 2020 if necessary. The Group will continue to monitor the situation through the month of June.
2. **Maintain annual pay increases at the end of March** regardless of current circumstances. Previously agreed increases will not be affected.
3. **Provide assistance with children's school assignments for employees working from home** in order to support and foster mutual aid among Group employees. Starting next week, each employee will be permitted to free 3 hours of his or her working time to help Shiseido employees' children with their homework and lessons. A platform will be set up so that employees can participate on a voluntary basis. Classes will be offered by video or email to children who need outside support on one or more subjects.
4. **Establish an emotional support hotline for Shiseido employees** in partnership with Axis Mundi (a group of healthcare professionals, including psychologists, psychotherapists and coaches), providing employees with individual professional support.

In addition to measures for employees, Shiseido EMEA is now extending its primary corporate principles to the world.

The initiative is intended to help those communities most affected by the Covid-19 crisis by donating 1 million euros to split between the French, Italian, Spanish, German and British Red Cross National Societies, which work to maintain social connections with isolated and vulnerable people. In addition, starting this week Shiseido factories in France will produce hydroalcoholic gel to relieve shortages in hospitals and retirement homes.

"PEOPLE FIRST is a core value of our DNA as a company of Japanese origin and is the very essence of Shiseido. It has been passed down since our founding in 1872, and to this day – for every employee – it is at the core of everything we do. In these unprecedented times, this philosophy is even more relevant," says Masahiko Uotani, President & Group CEO of Shiseido Co., Ltd. *"I see all of our employees as valuable members of the Shiseido Family. That's why I am extremely proud to support the EMEA region on THE PEOPLE FIRST INITIATIVE FROM INSIDE OUT."*

"Our PEOPLE FIRST philosophy has to be implemented both internally and externally. The situation is different from market to market in EMEA region. Some employees' work schedules are suspended or reduced, and employees may feel sense of uncertainty. In such difficult times, solidarity and care are what we need to demonstrate. We must stand together to support each other as a One Shiseido team. I am very proud that our Group and all EMEA employees fully support this initiative that will help people who are fighting tirelessly to save lives in extremely difficult conditions," concludes Franck Marilly, President and CEO of Shiseido EMEA and Global Fragrances.

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