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Shiseido Awarded World's Most Ethical Companies Designation Two Years in a Row

Tokyo (March 7, 2013) – Shiseido Co., Ltd. has been selected and awarded the 2013 World's Most Ethical Companies designation for the second consecutive year. The announcement was made on March 6, 2013 by the Ethisphere Institute, a U.S.-based international think-tank dedicated to advocating best practices in business in such areas as corporate ethics and corporate social responsibility (CSR). Shiseido Cosmetics America CEO Heidi Manheimer attended the ceremony held in New York.

In addition to strengthening governance and thoroughly adhering to sound corporate ethics, global companies are currently urged to address major management challenges by taking a leadership role concerning social and environmental issues while also ensuring profitable, sustainable growth. Guided by the corporate philosophy 'Our Mission, Values and Way,' Shiseido remains committed to promoting ethical and practical initiatives toward the environment and CSR throughout the Group as well as respecting how these activities can contribute to bringing new and richer sources of value to customers and communities around the world.

About Ethisphere Institute:

The research-based Ethisphere® Institute is a leading international think-tank dedicated to the creation, advancement and sharing of best practices in business ethics, corporate social responsibility, anti-corruption and sustainability. Ethisphere Magazine, which publishes the globally recognized World's Most Ethical Companies Ranking™, is the quarterly publication of the Institute. Ethisphere provides the only third-party verifications of compliance programs and ethical cultures that include: Ethics Inside® Certification, Compliance Leader Verification™ and Anti-Corruption Program Verification. More information on the Ethisphere Institute, including ranking projects and membership, can be found at <http://www.ethisphere.com>.

Shiseido Corporate Ethics and Social Contribution Activities

For over 140 years since it was founded in 1872, Shiseido has been engendering the spirit of “serving our customers through beauty and wellness” as a fundamental principle of its corporate activities. Also, cognizant that overseas sales currently account for over 40% of sales, Shiseido has reviewed and newly established the Shiseido Group corporate philosophy entitled “Our Mission, Values and Way” in April 2011 with the aim of enhancing the solidarity of the Shiseido Group. Specifically, with regard to corporate ethics, Shiseido is carrying out initiatives based on “Our Way,” which denotes action standards that each and every employee should take to earn the trust of stakeholders. As for social contribution activities, Shiseido is also promoting various initiatives by designating women and cosmetics (beauty), culture and the environment as the three priority domains in which Shiseido is able to leverage its strengths.