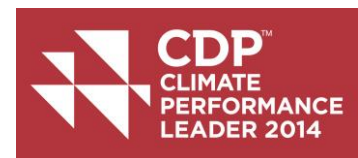


## Shiseido Recognized by "CDP" for "Climate Performance Leadership Index"

Shiseido Co., Ltd. has been commended by the "CDP" (Carbon Disclosure Project, an international not-for-profit organization headquartered in London) for its activities for reducing greenhouse effect gas emissions and climate change risks based on a survey on climate change response. By receiving this commendation, Shiseido has achieved a position in the "Climate Performance Leadership Index" (hereinafter "CPLI"). The achievement was announced on Wednesday, October 15, 2014 during the "CDP Japan 500 Climate Change Report 2014" held in Tokyo.

### About "CDP"

The "CDP" is an international not-for-profit organization, supported by 767 institutional investors with total operating assets of US\$92 trillion from around the world. Every year, the CDP sends out questionnaires regarding climate change response and disclosure to about 5,000 companies worldwide, including the top 500 Japanese companies (Japan 500), based on the FTSE Japan Index, and selects companies, which are excellent in information disclosure/performance, as "CDLI"(\*) and "CPLI."



Shiseido was selected as one of the 24 "CPLI" companies out of 233 responding companies of Japan 500. It means that Shiseido is included in the top 187 companies among approximately 2,000 responding listed companies around the world including Japan. Results and details of the submitted surveys are utilized by investors in formulating their investment decisions.

(\*) "CDLI": Climate Disclosure Leadership Index

Excellent company in disclosing information regarding climate change response

### Shiseido's Efforts toward Environmental Activities

Based on Shiseido's corporate message – "This moment. This life. Beautifully." - the company aims to create a sustainable society where both people and the planet can live in beautiful harmony. Thus, every employee promotes the environmental project "Shiseido Earth Care Project" as a member of this project.

Based on the "Shiseido Eco Policy," which is the company's management policy on environmental issues, efforts to reduce environmental load have two pillars of "making products responsive to the environment throughout their lifecycle" and "reducing global CO<sub>2</sub> emissions."

In Japan, Shiseido received the "Award of Excellence in the Cogeneration Grand Prize" (Industrial Division) in February 2013 in recognition for the system enhancement for the effective use of energy, carried out in July 2012 at its Kuki plant in Saitama prefecture. In addition, clé de peau BEAUTÉ Illuminating Concentrate, which was released in April, 2014, was evaluated from the aspects of both design and environmental friendliness and received the "Japan Package Design Association Award" of the "Japan Packaging Contest 2014." Other environmental efforts being made by the company include the implementation of plant-derived polyethylene packages for its hair care brand "Super Mild" (launched in September 2011) and polyethylene refill pouch for the skin care brand "Elixir" (launched in September 2012), as well as Japanese camellia tree-planting and conservation activities on the Goto Islands of Nagasaki prefecture (since 2011).

Overseas, Shiseido has been conducting tree-planting activities in China's Gansu Province (since 2008). In September 2012, the company's subsidiary, Zotos International, received the "2012 Green Power Leadership Award" from the United States Environmental Protection Agency in recognition for having implemented two large-scale wind power generation equipment in December 2011 at its Geneva plant in New York.