

**Shiseido signed Memorandum of Understanding (“MOU”) for acquiring
Serge Lutens trademark**

Tokyo, March 13, 2015-----Shiseido entered into MOU with Mr. Serge Lutens for acquiring the trademark of Serge Lutens, a name synonymous with luxury fragrances and cosmetics.

Shiseido is enthusiastic to advance the brand to the next stage by way of further investments such as opening free standing brand boutiques in major cities world-wide while keeping its prestigious image.

Mr. Serge Lutens has agreed to continue as Creative Director of the brand which is a big asset for the Brand and for the Group. He will also support the development of the next step of the brand.

Background

Shiseido’s partnership with Mr. Lutens, a French creator then already acknowledged by the industry for his unique creations, started in 1980. It was largely thanks to this collaboration that the Company was able to successfully break into European markets.

In 1992, Shiseido opened a boutique named Les Salons du Palais Royal Shiseido (later renamed Les Salons du Palais Royal Serge Lutens) in Paris and commenced sales of cloche-bottled fragrances created by Mr. Lutens. In 1999, square-bottled fragrances were added, allowing for broader distribution of the line, and the brand is now expanded to around 2,000 outlets in 35 countries.

For the future prospective of the brand, Shiseido and Mr. Lutens have agreed that it is best for Shiseido to acquire the trademark and then to invest further on the brand while enhancing the strong relationship with Mr. Lutens.

About Serge Lutens

Born in 1942 in Lille, France. In 1968, he was invited by Christian Dior to work as art director for makeup product development, a position he then held for over 12 years. In 1980, he signed on with Shiseido for an image development project conducted in line with the Company’s full-scale launch of its European business and continued the collaboration over the next 20 years for Shiseido’s global image and visual identity.