



December 13, 2016

(Translation)

Dear Sirs and Madams,

Name of Company: Shiseido Company, Limited

Name of Representative: Masahiko Uotani
President and CEO
(Representative Director)

(Code No. 4911; The First Section of the Tokyo Stock Exchange)

Contact: Tetsuaki Shiraiwa
Department Director
Investor Relations Department
Corporate Communication Division
(Tel: +81 3 3572 5111)

Notice of Issuance of Shiseido Company, Limited 9th Unsecured Bonds

Notice is hereby given that Shiseido Company, Limited has determined to issue the 9th Unsecured Bonds (ranking pari passu solely with other bonds), as described below:

1. Name of issue: Shiseido Company, Limited 9th Unsecured Bonds
(ranking pari passu solely with other bonds)
2. Total principal amount: ¥10 billion
3. Amount of each bond: ¥100 million
4. Application of the Law Concerning Transfers of Bonds, Etc.: All of the Bonds shall be governed by the "Law Concerning Transfers of Bonds, Shares, Etc." of Japan
5. Interest rate: 0.001% per annum
6. Payment amount: ¥100.002 per ¥100 in face value of each Bond
7. Redemption amount: ¥100 per ¥100 in face value of each Bond
8. Maturity: 3 years
9. Redemption date: December 17, 2019
10. Interest payment date: June 17 and December 17 of each year
11. Application period: December 13, 2016
12. Payment date: December 19, 2016
13. Offering method: Public offering
14. Collateral/Guarantee: No mortgage or guarantee is created for the Bonds or no specific asset is reserved for the Bonds.
15. Financial covenants: A clause of negative pledge is added
16. Rating: A2 (Moody's Japan K.K.)
17. Underwriter: Daiwa Securities Co. Ltd.



18. Fiscal, issuing and paying agent: Mizuho Bank, Ltd.
19. Depository: Japan Securities Depository Center, Inc.
20. Use of proceeds: To be appropriated for funds for repayment of debt.

- End of News Release -