(Translation)

July 21, 2017

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
(Tel: +81 3 3572 5111)

Notice and Apology Regarding Voluntary Recall of Shiseido Group Products (Body Washes)

Shiseido Company, Limited ("Shiseido") found out that some of its body wash products had uncharacteristic odor, specifically those produced at Kuki Factory between January and July of 2017. We have concluded that the quality of these products does not match the expectations of our consumers, and therefore have decided to voluntarily recall the affected products. The issue was caused by an inadequate management system during the mentioned period and resulted in failure to meet the criteria specified in internal regulations. The products do not present any safety issue, and their cleaning effect is unimpaired.

We deeply apologize for any inconvenience and concerns this may cause our consumers and business partners.

Shiseido will carry out a thorough internal investigation of the cause and radically review the internal systems to prevent any reoccurrence, placing further emphasis on quality control of our products. We hope for your understanding and cooperation regarding this matter.

Announcement about the recall will be published on Shiseido Group website, Shiseido total beauty website "watashi+", and corporate SNS accounts, as well as morning newspapers across Japan on Saturday, July 22, 2017.

1. Products subject to recall and recall process (total: 23 products)

Retail products marketed in Japan and globally (total: 16 products)

Names of products subject to recall	Target markets	
	Japan	Other than Japan
KUYURA BODY CARE SOAP H JB	●	
KUYURA BODY CARE SOAP H (REFILL)	●	

KUYURA BODY CARE SOAP Y JB	●	
KUYURA BODY CARE SOAP Y JB (international specification)		●
KUYURA BODY CARE SOAP Y (REFILL)	●	●
KUYURA BODY CARE SOAP K JB (international specification)		●
KUYURA BODY CARE SOAP S JB (international specification)		●
SENKA PERFECT BUBBLE FOR BODY SWEET FLORAL N	●	●
SENKA PERFECT BUBBLE FOR BODY SWEET FLORAL N (REFILL)	●	●
SENKA PERFECT BUBBLE FOR BODY FLORAL PLUS N	●	●
SENKA PERFECT BUBBLE FOR BODY FLORAL PLUS N (REFILL)	●	●
ROSARIUM ROSE BODY SOAP RX	●	
BENEFIQUE BODY SHAMPOO FORMING	●	
BENEFIQUE BODY SHAMPOO FORMING (REFILL)	●	
AUSLESE TROCKEN BODY SOAP	●	
AG DEO24 MEN'S OFFICE DEO BODY SOAP N (REFILL)	●	

If you purchased or received any of the above products with batch codes listed in the Attachment, please contact our recall hotline (see below) to arrange for a return of the product and a refund.

*Markets other than Japan: KUYURA: China; SENKA: Hong Kong, Taiwan, South Korea.

Amenity products listed below are being replaced in cooperation with our business partners.
Amenity products handled by Shiseido Amenity Goods Co., Ltd. (total: 7 products)
AMENITY BODY SOAP S
AMENITY BODY SOAP S AK
THE AMENITY AROMA BODY SOAP 10 L
THE AMENITY AROMA BODY SOAP 30 ML
THE AMENITY AROMA BODY SOAP 30 ML (WITH STICKER)
SHISEIDO SAVON D'OR BODY SOAP
MA CHERIE BODY SHAMPOO N SMOOTH

2. Contact information

We will start accepting Internet inquiries from 15:00 (JST) Friday, July 21, and inquiries by phone from 09:00 (JST) Saturday, July 22.

Shiseido Company, Limited Hotline for body wash products recall
Toll-free number (international charges may apply): +81-120-203-354
Operating hours: Jul 22 (Sat) – Aug 4 (Fri): 9:00 – 21:00 (including Saturdays and Sundays)
After Aug 7 (Mon): 9:00 – 17:00 (except Saturdays, Sundays and National Holidays)

Internet inquiries (PCs, smartphones, etc.): 24 hours a day
http://www.shiseido.co.jp/announcement/201707/

3. Future outlook

The impact on the consolidated business results of the Company for the year ending December 31, 2017 is currently under close scrutiny and will be disclosed as soon as possible.

- End of News Release -

SHISEIDO

Attachment

Batch codes of products subject to recall

◆Batch codes are printed on the bottom of bottled products and in the right-lower corner at the back of refill products. (E.g.: In case of 7066AD, the four underlined digits stand for the batch code.)

◆Products with international specifications are sold only outside of Japan.

◆Seven amenity products handled by Shiseido Amenity Goods Co., Ltd. are not listed.

Names of products subject to recall (total: 16 products)	Batch codes
KUYURA BODY CARE SOAP H JB	7060―7188
KUYURA BODY CARE SOAP H REFILL	7111
KUYURA BODY CARE SOAP Y JB	7054―7129
KUYURA BODY CARE SOAP Y JB (international specification)	7026―7178
KUYURA BODY CARE SOAP Y (REFILL)	7025―7047
KUYURA BODY CARE SOAP K JB (international specification)	7020―7194
KUYURA BODY CARE SOAP S JB (international specification)	7023―7177
SENKA PERFECT BUBBLE FOR BODY SWEET FLORAL N	7076―7152
SENKA PERFECT BUBBLE FOR BODY SWEET FLORAL N (REFILL)	7065―7160
SENKA PERFECT BUBBLE FOR BODY FLORAL PLUS N	7058―7144
SENKA PERFECT BUBBLE FOR BODY FLORAL PLUS N (REFILL)	7040―7158
ROSARIUM ROSE BODY SOAP RX	7052―7111
BENEFIQUE BODY SHAMPOO FORMING	7053―7131
BENEFIQUE BODY SHAMPOO FORMING (REFILL)	7111, 7170
AUSLESE TROCKEN BODY SOAP	7066―7076
AG DEO24 MEN'S OFFICE DEO BODY SOAP N (REFILL)	7046, 7047