

(Translation)

July 27, 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 (Sunscreens)




Shiseido Group is voluntarily recalling three of its sunscreen products.

We have found out that some of these products, manufactured under certain conditions, develop granular texture which feels uncomfortable upon application, and therefore do not meet our quality standards. The products do not present any safety issue, and their UV protection effect is unimpaired.

The affected products are already being replaced at our distributors, as well as to consumers who have approached us with complaints.

We deeply apologize for any inconvenience and concerns this may cause our consumers and business partners. As Shiseido Group places particular importance on offering high-quality and ultimately safe products that would satisfy consumers, we will take steps to prevent any reoccurrence, placing further emphasis on quality control of our products.

1. Products subject to voluntary recall (total: 3 products)

Names of products subject to voluntary recall	Batch codes	Product picture
(1) SUNMEDIC UV medicated sun protect EX 50mL	6347Ab•6348Ab•6349Ab•6350Ab•6350Bb•6351Bb•6354Bb•6355Bb•6355Cb•6356Cb•6357Cb•6357Eb•6358Eb•6361Eb•6362Eb•6363Fb•7010Gb•7011Gb•7011Hb•7012Hb•7013Hb•7013Jb	
(2) ANESSA whitening essence facial UV sunscreen aqua booster 40g	7007Cb•7007Db•7009Db•7009Eb•7010Eb•7010Fb•7010Gb•7010Hb•7011Hb•7026Lb•7027Lb	
(3) ANESSA whitening essence facial UV sunscreen aqua booster (small sample) 15g ※This product comes as a part of two limited-edition sets: • ANESSA essence UV aqua booster trial set 1 (launched on February 21, 2017) • ANESSA essence UV aqua booster trial set 2 (launched on April 21, 2017)	6350Vb•6351Vb•6354Vb•6354Xb•6355Xb•6357Xb•6361Xb•6362Xb•7010Ab•7011Ab•7012Ab•7013Ab•7014Ab•7016Ab•7016Gb•7017Gb•7048Mb•7048Nb•7049Nb•7051Nb•7052Nb•7062Qb	



*Sunmedic and ANESSA products other than listed above are not subject to recall.

**Products (1) and (3) above are marketed only in Japan; product (2) is marketed in Japan and some countries outside of Japan.

2. Contact information and response to consumers

If you purchased or received any of the above products, please contact our recall hotline (see below) to arrange for an exchange of the product.

We will start accepting Internet inquiries from 15:00 (JST) Thursday, July 27, and inquiries by phone from 09:00 (JST) Friday, July 28.

Shiseido Company, Limited Hotline for sunscreen products recall

Toll-free number (Japan only): 0120-172-693

Operating hours: Jul 28 (Fri) – 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_02/

3. Future outlook

We believe that this matter has only minor effects on the consolidated financial results of the Shiseido Group for the fiscal year ending December 2017.

- End of News Release -