

(Translation)

March 29, 2018

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: Harumoto Kitagawa
Department Director
Investor Relations Department
(Tel: +81 3 3572 5111)

**Notice of Determination of Issue Price (Paid-in Amount),
Etc. of Stock Options (Stock Acquisition Rights)
Fiscal 2017 Long-Term Incentives-Type Remuneration**

Shiseido Company, Limited (the “Company”), by adopting Article 370 of the Companies Act of Japan and procedures for omitting resolutions by its Board of Directors according to the provisions of the Articles of Incorporation of the Company, which were stipulated based on the said Article of the Companies Act, decided on March 6, 2018 that the Company would offer subscription rights for stock acquisition with regard to the use of stock options as long-term incentive-type remuneration to its directors, excluding external directors, and an individual who was the director of the Company until March 27, 2018; corporate officers of the Company or its wholly-owned subsidiaries; and individuals who were corporate officers of the Company or its wholly-owned subsidiaries until December 31, 2017, pursuant to Article 236, Article 238 and Article 240 of the Companies Act of Japan.

Notice is hereby given that the total number of stock acquisition rights offered for subscription and the issue price (paid-in amount) of a stock acquisition right were determined as described below:

1. Total number of stock acquisition rights:

The Company determines the number of stock acquisition rights to be allotted on the following two occasions according to the collective and individual business performance: when the stock acquisition rights are allotted and when the exercise period of the allotted stock acquisition rights starts.

The number of stock acquisition rights to be allotted this time has been determined as stated below, using the same indicators as used in calculating the annual bonus paid to



each director and corporate officer. Indicators used are consolidated business performance (consolidated net sales, consolidated operating income and net income attributable to owners of parent), evaluation of performance of business of which respective directors and corporate officers are in charge, and personal evaluation.

Target, as of fiscal 2017	Number of rights
Directors except external directors of the Company: 2	303 rights
Director of the Company who held the position until the close of the 118th Ordinary General Meeting of Shareholders of the Company on March 27, 2018: 1	34 rights
Corporate officers of the Company or its wholly-owned subsidiaries: 13	257 rights
Corporate officers of the Company or its wholly-owned subsidiaries who held the positions until December 31, 2017: 5	68 rights

Note: The number of shares that may be issued upon exercise of each stock acquisition right: 100 shares

2. Issue price (paid-in amount) of a stock acquisition right:
¥6,615 per share (¥661,500 per stock acquisition right)

The paid-in amount is the fair value of a stock acquisition right calculated in accordance with the Hull-White modified two-factor model, based on the closing price as of the allotment date thereof. (Please refer to the “Notice on Stock Options (Stock Acquisition Rights) Fiscal 2017 Long-Term Incentives-Type Remuneration” announced on March 6, 2018 for a specific calculation method of a fair value.) Daiwa Institute of Research Ltd. is a third-party organization from which the Company made a request with regard to the calculation of a fair value for the Stock Acquisition Rights, factoring in conditions specified in the guidelines for the issuance of the Stock Acquisition Rights.

3. Other
The paid-in amount of the Stock Acquisition Rights is equal to the result of the calculation made by Daiwa Institute of Research Ltd., a third-party organization. Even so, prior to finalizing the paid-in amount, the Company has consulted with its Audit & Supervisory Board and obtained its opinion that such paid-in amount is legal and that it does not fall into the category of any specially favorable amount.

Note: The conditions of stock acquisition rights publication excepting those mentioned above were disclosed in the “Notice on Stock Options (Stock Acquisition Rights) Fiscal 2017 Long-Term Incentives-Type Remuneration” announced on March 6, 2018.

- End of News Release -