

February 19, 2020

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  
Vice President  
Investor Relations Department  
(Tel: +81 3 3572 5111)

## Notice of Issuance of Shiseido Company, Limited 10th Unsecured Bonds

Notice is hereby given that Shiseido Company, Limited has determined to issue the 10th Unsecured Bonds (ranking pari passu solely with other bonds), as described below.

1. Name of issue: Shiseido Company, Limited 10th Unsecured Bonds  
(ranking pari passu solely with other bonds)
2. Total principal amount: ¥20 billion
3. Amount of each bond: ¥100 million
4. Application of the Act on Book Entry of Corporate Bonds and Shares: All of the Bonds shall be governed by the “Act on Book Entry of Corporate Bonds and Shares” of Japan
5. Interest rate: 0.080% per annum
6. Payment amount: ¥100 per ¥100 in face value of each Bond
7. Redemption amount: ¥100 per ¥100 in face value of each Bond
8. Maturity: 5 years
9. Redemption date: February 26, 2025
10. Interest payment date: February 26 and August 26 of each year
11. Application period: February 19, 2020
12. Payment date: February 26, 2020
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. Underwriters: Daiwa Securities Co. Ltd., Nomura Securities Co., Ltd., Mizuho 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 -