

December 4, 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 11th and 12th Unsecured Bonds

Notice is hereby given that Shiseido Company, Limited has determined to issue the 11th and 12th Unsecured Bonds (ranking pari passu solely with other bonds), as described below.

Note

1. Name of issue	Shiseido Company, Limited 11th Unsecured Bonds (ranking pari passu solely with other bonds)	Shiseido Company, Limited 12th Unsecured Bonds (ranking pari passu solely with other bonds)
2. Total principal amount	¥10 billion	¥20 billion
3. Amount of each bond	¥100 million	¥100 million
4. Application of the Act on Book-Entry Transfer of Corporate Bonds and Shares	All of the Bonds shall be governed by the “Act on Book-Entry Transfer of Corporate Bonds and Shares” of Japan	
5. Interest rate	0.040% per annum	0.120% 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	3 years	5 years
9. Redemption date	December 15, 2023	December 17, 2025
10. Interest payment date	June 17 and December 17 of each year	
11. Application period	December 4, 2020	
12. Payment date	December 17, 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	Syndicate of underwriters with Daiwa Securities Co. Ltd., Nomura Securities Co., Ltd., Mizuho Securities Co., Ltd. acting as Lead Manager
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-