



(Translation)

January 22, 2021

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  
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### **Statement on Media Reports**

Earlier today, there was a Bloomberg report stating that Shiseido Company, Limited (the “Company”) would transfer its Personal Care business. Please be informed that no such information has been made public by the Company.

The Company is currently in discussions with CVC Asia Pacific Limited regarding a transfer of its Personal Care business, mainly delivered in the Asian market, around the first half of this year and subsequent joint management of the business aimed at its further growth and development as a shareholder of the company which will operate the transferred business; however, no formal decisions have been made as of yet.

If a matter requiring disclosure arises, the Company will promptly announce such matter.

- End of News Release -

Reference:

Regarding Reports on Transfer of Shiseido Personal Care Business

<https://corp.shiseido.com/en/news/detail.html?n=00000000003065>