



(Translation)

September 30, 2021

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 Application for Selection of Prime Market
in Tokyo Stock Exchange New Market Segments**

Shiseido Company, Limited (the “Company”) hereby announces that at a meeting held on September 30, 2021 its Board of Directors has resolved to select and apply for listing on the Prime Market of the Tokyo Stock Exchange (the “TSE”) in line with the TSE’s transition to new market segments.

The Company received the results of its initial assessment from the TSE on July 9, 2021, confirming that the Company complied with the listing criteria for the Prime Market in the new market segments.

Henceforth, the Company will follow the prescribed procedures related to the application for the selection of the new market segment in accordance with the schedule set by the TSE.

—End of News Release—