

## Shiseido's Support to the Region Affected by Kumamoto Earthquake

Shiseido Company, Limited extends its heartfelt sympathy to the people affected by the Kumamoto earthquake. We sincerely hope for the earliest recovery of the region.

In addition to the two batches of aid items sent out earlier, Shiseido is delivering the following assistance to the affected area.

### 1. Beauty Support Activities

Upon the request of evacuation sites, the Kyushu Branch (Fukuoka City) and the Kumamoto Branch (Kumamoto City) of Shiseido Japan Co., Ltd., started in mid-May beauty support activities focused on Mashiki-machi (Kumamoto Prefecture) – free-of-charge hand massage and other cosmetic services by Beauty Consultants (BC). The activities, aimed at such relief to refugees as a cosmetics company can offer, include beauty treatment for women as well as men and children. As of now, about 270 refugees have been reached out at 10 evacuation sites, with more efforts to follow.

### 2. Donations

Approximately 2 million Japanese yen of donation have been collected Japan-wide by Shiseido Group employees and retirees through Shakai Kōken Club – Shiseido's own organization involved in social contribution activities. The total amount will be donated in the end of June through a specified nonprofit corporation, Japan Platform.

We are committed to further recovery efforts based on our expertise as a cosmetics company, depending on the situation in the affected region.

(Reference Information)

April,	1st batch	• Dry shampoo (3,600 pcs) • Wet body wipes (10,000 pcs)
April, 27	2nd batch	• Moisturizing skincare sets (8,400 pcs) • Monetary donation