

Shiseido Partners With FABERNOVEL To Further VISION 2020 And Become The Most Digitally Advanced Company In Beauty

NEW YORK, NY – September 8, 2016 – Shiseido Company, Limited (Tokyo Stock Exchange, First Section: 4911), a leading global cosmetics company, announced today that it is partnering with FABERNOVEL, a global innovation agency, to design and execute SHISEIDO+ Digital Academy. This company-wide training program emphasizes a consumer-centric, forward-looking approach to digital skills, and will help all Shiseido Group employees accelerate innovation from product design to customer service to create the most outstanding and seamless experiences in the Beauty industry

For its first season, the program will involve 600 select employees from marketing, communications, sales, and digital, and will deliver a mix of online training and live sessions in Asia, Europe and in the US. The live sessions will provide Shiseido Group employees with in-depth insights on strategic areas for the company and bring together Shiseido Group's employees from around the world to share best practices and collaborate on internal initiatives. The 600 participants in SHISEIDO+ Digital Academy will also have access to highly customized e-learning content, as well as carefully curated articles and studies, aimed at inspiring and helping identify untapped digital opportunities as they work together to drive toward Shiseido's VISION 2020 goal of being the most digitally exciting company in Beauty.

SHISEIDO+ Digital Academy has been launched by the Digital Center of Excellence ("Digital COE"), Shiseido's global hub for digital activities and initiatives. Led by Chief Digital Officer Alessio Rossi, the Digital COE promotes and executes a global strategy to support all of Shiseido Group's business units through a consumer-centric, data-driven approach to amplifying the impact of their digital identities and brands, as well as building a community of digital talents. The Digital COE is one of Shiseido's efforts, as part of VISION 2020, to take a leadership role in gathering information, putting forward strategies, developing products and promoting other measures in areas that have the greatest impact in each category.

"This ongoing, corporate-wide, cross-functional effort will allow each participating employee to immediately elevate their digital proficiency and become fully digitally savvy by the end of the program. SHISEIDO+ Digital Academy will also promote a cohesive community of digitally skilled talents who innovate in every field, and equip us with the right capabilities to drive the growth of all of Shiseido's businesses worldwide," said Alessio Rossi, Chief Digital Officer of Shiseido.

"We are excited to partner with a forward-thinking company that recognizes the value that enhanced digital capabilities will bring to an entire organization," said Dominique Piotet, CEO of FABERNOVEL US. "Shiseido has a broad portfolio of unique brands, and a global scale. With this initiative they're really differentiating themselves as a leader in the Beauty industry, and we're thrilled for this partnership."

About Shiseido Co., Ltd.

Shiseido was founded in 1872 as the first Western-style pharmacy in Japan. The business gradually evolved into a cosmetics company, offering people the most advanced technology and the finest aesthetics available in the East or the West. Now known globally as the premier cosmetics company with roots in Japan, the name Shiseido has come to represent the world's highest standards of quality. Shiseido's global selection of skincare, makeup and fragrance includes a high-performance category for special skincare, and a brightening line. Shiseido also offers body care, suncare and a skincare line for men. Fiercely contemporary and innovative after over 140 years in business, Shiseido group brands are now sold in over 120 countries and regions. For more information, please visit <http://group.shiseido.com/>.

About FABERNOVEL

Founded in 2003, Fabernovel is a global innovation agency that helps its clients redesign their organizations to lead in the Network Economy. With a customer-centric approach, Fabernovel designs and tests products and services, and implements innovation strategies. Fabernovel's comprehensive range of services range from training to the development of mobile applications and websites, from the design and prototyping of new products and services to the optimization of search and media acquisition. Fabernovel also owns and manages the Parisoma co-working space in San Francisco. Enmeshed in a diverse global innovation ecosystem through its presence in San Francisco, New York, Paris, and Lisbon, Fabernovel fosters meaningful connections between large corporations, start-ups, innovators, and digital experts.

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