

## **Regarding Reports on Transfer of Shiseido Personal Care Business**

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 global Personal Care business with a focus in Asia (and operated by FT Shiseido Company, Limited in Japan) 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.

The Company has been promoting its “Prestige First Strategy” and will continue to strengthen efforts in this core business with the aim of becoming a “premium skin beauty company” utilizing digital technology and centered on the Prestige/Premium beauty area. We aim to be the world’s No. 1 company in this area by 2030.

Meanwhile, our Personal Care business has long operated with leading brands in low-priced hair care, skincare, and body care, mainly for the mass market such as drug stores and mass retailers. In Japan, China, and other Asian countries and regions, the brands are widely known and supported by many consumers. However, in order to maximize the potential of the business and further grow the brands in this competitive market, we need to make concentrated investments in product development and advertising, and in order to build the new business model that makes this possible, we are investigating various cases including the above.

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

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