SHISEIDO
NEWS RELEASE

Shiseido Co., Ltd. Expands Sales in Europe and the Middle East

-SHISEIDO Brand Products to be Sold in 71 Countries Overseas-

In October 2001, Shiseido Europe S.A., the regional headquarters of Shiseido Co., Ltd., will pursue the expansion of its distribution network with the start of sales of *SHISEIDO* brand cosmetics in several new markets.

Subsequent to Shiseido's market entry in Poland in 1998 and the Russian Federation in 1999, *SHISEIDO* brand products will also be sold in the emerging markets of Eastern Europe in the Ukraine, along with the three Baltic countries of Estonia and Latvia in 2001 and Lithuania in 2002. In other regions, sales will also be launched in Malta in the Mediterranean and in the Sultanate of Oman in the Middle East.

With this expansion, *SHISEIDO* brand products will be sold in a total of 71 countries, including 36 countries in Europe, 8 countries in the Middle East, 13 countries in Asia, 4 countries in Oceania and 10 countries in the Americas.

In each of these six countries, Shiseido will sell products through local sales agents possessing a thorough knowledge of the prestige cosmetic markets. Approximately 150 items will be introduced, including Shiseido products sold throughout the world such as *SHISEIDO The Skincare* line, *SHIEIDO The Makeup* line and the fragrance *SHISEIDO ZEN*. In line with the company's overseas strategy, Shiseido will seek to extend its image as a prestige cosmetics brand through providing high quality products and offering advanced counseling services in these new markets.

- Ukraine (Capital: Kiev; population: 50.5 million)

Sales agent: Hermitage S.A.
Representative: Malik Youyou
Location: Moscow, Russia
Business scope: Import and sales and retail of prestige cosmetics, fragrances and accessories
Sales agent of *SHISEIDO* brand products in Russia since 1999
Est. no. of stores: 8 stores by fiscal 2002

- Estonia (Capital: Tallinn; population: 1.5 million)
- Latvia (Capital: Riga; population: 2.5 million)
- Lithuania (Capital: Vilnius; population: 3.8 million)

Sales agent: Riviera International Ltd.

Representative: Antoine Stecken
Location: Tallinn, Estonia
Business scope: Import and sales of prestige cosmetics, fragrances and accessories
Est. no. of stores: 12 stores (three in Estonia, five in Latvia and four in Lithuania) by fiscal 2002

- Malta (Capital: Valetta; population: 400,000)

Sales agent: C+M Marketing Ltd.
Representative: Diana Grech
Location: Valletta, Malta
Business scope: Import and sales of prestige cosmetics and fragrances
Est. no. of stores: 9 stores by fiscal 2002

- Oman (Capital: Muscat; population: 2.4 million)

Sales agent: Création Alexandre Miya Paris Ltd.
Representative: Serge Kotovsky
Location: Dubai, United Arab Emirates
Business scope: Import and sales of prestige cosmetics and fragrances
Sales agent of *SHISEIDO* brand products in the United Arab Emirates, Kuwait and Bahrain since 1997, Saudi Arabia since 1998 and Qatar since 2000
Est. no. of stores: 4 stores by fiscal 2002

[Reference]

List of overseas countries where SHISEIDO brands are sold

(Currently planned as of January 1, 2002)

Country	Mode of expansion	Year of expansion
Italy	Subsidiary: Shiseido Cosmetici (Italia) S.p.A. (SCI)	1963 (Sales agent); 1968 (Subsidiary)
San Marino		1968
Croatia		1997
Slovenia		2001
France	Subsidiary: Shiseido France S.A. (SF)	1980 (Joint venture); 1996 (Wholly owned subsidiary)
Andorra		1982
Monaco		1982
Germany	Subsidiary: Shiseido Deutschland GmbH (SD)	1980
Czech Republic		1997
Hungary		1997
Slovakia		2000
Belgium	Branch Office of Subsidiary: Shiseido Deutschland GmbH (SD), Belgium Branch Office (SDB)	1978 (Sales agent); 1982 (SDB)
Luxemburg		1982
Austria	Branch Office of Subsidiary: Shiseido Deutschland GmbH (SD), Austria Branch Office (SDA)	1991 (Sales agent); 1999 (SDA)
United Kingdom	Subsidiary: Shiseido U.K. Co., Ltd.	1986
Spain	Subsidiary: Shiseido España S.A.	1990 (Sales agent); 1998 (Subsidiary)
The Netherlands	Sales agent: Ellen Ney B.V.	1964
Switzerland	Sales agent: Wodma 41 S.A.	1991
Liechtenstein		
Greece	Sales agent: Sochiphar Hellas S.A.	1991
Cyprus		1996
Portugal	Sales agent: Roudolph J. Arié & Filhos, LDA.	1992
Ireland	Sales agent: Daelgate Ltd.	1992
Norway	Sales agent: Engelschion Marwell Hauge A.S.	1993; 1995 (current sales agent)
Denmark	Sales agent: Saether A.S.	1994; 1995 (current sales agent)
Sweden	Sales agent: Scandinavian Cosmetics A.B.	1994
Turkey	Sales agent: VESCO	1996
Poland	Sales agent: Optimam Distribution SP.ZO.O.	1998

Russia	Sales agent: Hermitage S.A.	1998
*Ukraine		2001
Iceland	Sales agent: Halldor Jonsson Ehf.	1998
Finland	Sales agent: Oy Norex Cosmetics Ab	1999
*Malta	Sales agent: C+M Marketing Ltd.	2001
*Estonia	Sales agent: Riviera International Ltd.	2001
*Latvia		
*Lithuania		2002
EUROPE TOTAL 36 countries		
Lebanon	Sales agent: CH Sarraf & Co., Sal.	1993
Israel	Sales agent: Lilit Danshar Cosmetics Ltd.	1996; 1998 (current sales agent)
Saudi Arabia	Sales agent: Création Alexandre Miya Paris Ltd.	1997
Kuwait		
United Arab Emirates		
Bahrain		
Qatar		2000
*Oman		2001
MIDDLE EAST TOTAL 8 countries		
Taiwan	Joint venture: Taiwan Shiseido Co., Ltd.	1957 (Sales agent); 1983 (Joint venture, Shiseido stake: 51%)
Thailand	Joint venture: Shiseido Thailand Co., Ltd. (ST)	1962 (Sales agent); 1972 (Joint venture, Shiseido stake: 49%)
Cambodia		2001
Singapore	Subsidiary: Shiseido Singapore Co., (Pte.) Ltd. (SS)	1958 (Sales agent); 1970 (Subsidiary)
Myanmar	Branch Office of Subsidiary: Shiseido Singapore (SS)	1995 (SS branch office)
Malaysia	Sales agent: Tung Pao Sdn. Bhd.	1959 (originating sales agent); 1977 (current sales agent)
South Korea	Joint venture: Shiseido Korea Co., Ltd. (SK)	1963 (Technical cooperation agreement); 1991 (Sales agent); 1997 (Joint venture, Shiseido stake: 60%)
Philippines	Sales agent: LUX ASIA	1990; 2001 (current sales agent)
Brunei	Sales agent: Tung Pao Sdn. Bhd. (Malaysia)	1985

China (including Hong Kong and Macau)	Joint venture: Shiseido Liyuan Cosmetics Co., Ltd.	1981 (Sales contract for foreign nationals; 1991 (Joint venture, Shiseido stake: 65%)
	(Hong Kong and Macau) Joint venture: Shiseido Dah Chong Hong Cosmetics Ltd.	1962 (Sales agent); 1998 (Joint venture, Shiseido stake: 50%)
Indonesia	Sales agent: P.T. Dian Tarunaguna	1958; 1994 (current sales agent)
Vietnam	Sales agent: Thuy Loc Trading Co.,Ltd.	1997
India	Sales agent: Baccarose Perfumes & Beauty Products Pvt. Ltd.	2000 (Sales agent)
ASIA TOTAL	13 countries	
Australia	Subsidiary: Shiseido（Australia）Pty., Ltd. (SA)	1973 (Sales agent); 1979 (Subsidiary)
New Zealand	Subsidiary: Shiseido（N.Z.）Ltd. (SNZ)	1965 (Sales agent); 1990 (Subsidiary)
Fiji		1991
Papua New Guinea	Sales agent: Pan Pacific Motors (PNG) Pty., Ltd.	1993
OCEANIA TOTAL	4 countries	
U.S.A. (including Hawaii)	Subsidiary: Shiseido Cosmetics (America) Co., Ltd.（SCA） Subsidiary: Shiseido of Hawaii, Inc. (SH)	1965 1962 (Hawaii - Sales agent); 1990 (Subsidiary)
Canada	Subsidiary: Shiseido (Canada) Inc. (SC)	1967 (Sales agent); 1975 (SCA branch office); 1993 (Subsidiary)
Mexico	Sales agent: Amida S.A.	1992; 1997 (current sales agent);
Chile	Sales agent: Puig Chile	1992; 2000 (current sales agent)
Paraguay	Sales agent: Monalisa International S.A.	1992
Venezuela	Sales agent: Glamour C.A.	1993; 1996 (current sales agent)
Argentina	Sales agent: Fragancias	1994; 2000 (current sales agent)
Uruguay	Sales agent: Kenin S.A.	1993
Brazil	Subsidiary: Shiseido do Brasil Ltda.	1995; 2000 (Subsidiary)
Colombia	Sales agent: Waked Internacional de Colombia S.A.	1997
THE AMERICAS TOTAL	10 countries	

TOTAL of 71 countries (72 countries including Japan)

Europe: 36 countries, Middle East: 8 countries, Asia: 13 countries, Oceania: 4 countries, the Americas: 10 countries