

**Shiseido Celebrates 50th Anniversary in Europe
Entered Italy in 1963 – Now Sold at +10,000 Stores throughout Europe**

Shiseido, which first entered the Italian market in 1963, welcomes its 50th anniversary this year since it first began sales in the European market.

Shiseido first expanded into the overseas market in 1957, starting with Taiwan and continuing expansion into other markets throughout Asia. After establishing a joint venture company in Hawaii in 1962, Shiseido entered the European market in 1963, starting with Italy. By 1968, an overseas affiliate was established in Italy, and Shiseido continued to expand into France and Germany (both in 1980), reaching Eastern Europe by the late 1990s. This year marks the 50th anniversary since Shiseido began offering its products in Europe under the marketing policy of “high quality, high image, high service.”

Today in 51 European countries, there are more than 10,000 stores that offer Shiseido products. Sales in Europe*, otherwise known as the “true market of cosmetics,” has risen to account for 26% of Shiseido’s overseas sales.

Moreover, Shiseido has gained top shares in Italy and Germany in the skincare category, which is the forte of the company. Thus, Shiseido has succeeded in creating a unique presence in the European market, while continuing to place importance on its Japanese origin.

* Europe as a sales segment includes the Middle East and Africa.

The Future of the Business in Europe

Shiseido’s overseas business first began by exporting and selling items that were developed and manufactured for the Japanese market as global-facing marketing strategies, as well as research and production facilities were not yet established. The company first began incorporating marketing efforts that reflect the tastes and preferences of the overseas customers with the perfume Zen in Italy, which was marketed in the year following Shiseido’s entry into the Italian market.

Today, Shiseido has a multi-brand business that offers an array of products from its group companies through a variety of channels and price ranges. This includes: our global brand SHISEIDO; designer fragrances such as Issey Miyake created by our French subsidiary

Beauté Prestige International; French salon business such as Carita and Decléor; and NARS as well as bare Minerals from the company Bare Escentuals Beauty, Inc., both from the United States.

After the 1990s, factories as well as research and development facilities were established in France, thereby showing that our European business developments are contributing greatly to the globalization of Shiseido.

○ **Timeline of Shiseido’s “50th Anniversary in Europe” (major events)**

Year	Event
1963	Begins sales in Italy (50 th anniversary).
1968	Establishes affiliated company in Italy (45 th anniversary).
1980	Establishes affiliated companies in France and Germany, and begins sales in both countries.
1986	Begins sales in England.
	Acquires French salon Carita
1990	Establishes the designer fragrance manufacturing and sales company, Beauté Prestige International (major brands include Issey Miyake).
1991	First factory in Europe established in Gien, France.
1992	Opens Les Salons du Palais Royal Shiseido, a directly-operated fragrance boutique in Paris.
1997	Hosted a corporate culture exhibit in Paris titled “PARIS-TOKYO-PARIS 1897-1997.”
	Begins sales in Eastern Europe (Croatia, Czech Republic, Hungary, etc.).
1999	Establishes the Val de Loire factory in France.
	Begins sales in Russia (establishment of local affiliated company in 2007).
2000	Acquires the French salon Laboratory Decléor. Also acquires its factory.
2009	Establishes a joint venture company in Greece (sales in Greece began in 1991) (operation of the joint venture company started in 2010).
2010	Hosted a window display exhibit in Paris to commemorate the 30 th anniversary since the beginning of sales in France.
2011	Establishes a joint venture company in Turkey (sales in Turkey began in 1996) (operation of the joint venture company started in 2012).
2013	50 th anniversary since the beginning of sales in Europe, with sales now expanded to more than 10,000 stores in 51 European countries. Worldwide, Shiseido products are being sold in 89 countries/regions (including Japan).