



## FY2013 Shiseido Monthly Sales

— Overview of Domestic Sales in December and Overseas Sales in the 4th Quarter of FY2013 —

**New !**

### Domestic Sales

\* Data updated in the following month of the current month

Updated  
1/31/2014

(Year-on-year change in sales for the domestic cosmetics sales subsidiary)

	Apr.	May	Jun.	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Cumulative sales
FY 2012	-26	+0	-10	-6	-3	+9	+14	-3	-6	-6	+0	+3	-3
FY 2013	+9	-4	-3	+4	+4	-19	+5	+9	+2				-1

[Overview of Sales in December]

Sales of the domestic sales subsidiary were up 2% in December from the same month a year ago. Sales of counseling cosmetics rose year on year, mainly owing to growth in sales of the *clé de Peau BEAUTÉ*, especially beauty serum and cream, in addition to continued brisk sales of *MAQuillage* and *ELIXIR* in the middle price range. Sales of self-selection cosmetics were below the year-ago level, primarily due to decline in the *INTEGRATE* line. Sales of toiletries fell year on year, with firm sales of *TSUBAKI* offset by struggling sales in other lines. With respect to over-the-counter sales, sales of counseling cosmetics rose from a year ago, but sales of self-selection cosmetics declined year on year. Given a recovery in consumer sentiment, we are determined to continue pursuing strategic investment in advertising and store promotions, focusing on the prestige segment, including middle price range lines, and to link this to expansion in over-the-counter sales.

**New !**

## Overseas Sales

Updated every quarter  
(Updated January, April, July and October)

Updated  
1/31/2014

Overview of the fourth quarter (October to December 2013)\*: Local currency basis

In Western cosmetics markets, while demand in the Americas were solid with the modest recovery in personal consumption, demand in Europe showed a weak trend, especially in Western Europe, where a sense of economic uncertainty continued to prevail. In cosmetics markets in Asia, growth continued in China, although it slowed. Cosmetic markets also expanded moderately in other parts of Asia.

Shiseido's overseas sales\*\* in the fourth quarter of FY2013 were higher than the year-ago level overall, with year-on-year growth in the Americas and Europe offsetting year-on-year decline in Asia/Oceania.

Trends in each geographical area were as follows:

- Americas: Overall sales were higher than a year ago, largely due to a strong performance by *bareMinerals* in the holiday sales which bettered the year-ago level, in addition to continued strong sales of *NARS* and fragrances.
- Europe: Overall sales were up from a year ago, primarily due to strong year-on-year sales growth in Russia as a result of the launch of fragrances and expansion of the store network of *bareMinerals* in the U.K., which offset year-on-year decline in other countries such as Italy and Spain due to the economic slowdown.
- Asia/Oceania: In China, sales were below the year-ago level due to the reduction of shipments, in a bid to lower the level of store inventories. Meanwhile, in other parts of Asia, sales increased from the previous year due to growth in Taiwan and Singapore thanks to strong year-end promotions, which offset struggling sales in South Korea. As a result, overall sales were down slightly from a year ago.

\* The accounting period of overseas subsidiaries of the Shiseido Group runs from January to December each year. As a result, the fourth quarter of FY2013 has already been completed.

\*\* Changes in overseas sales in this section are described based on sales in local currency terms, while overseas sales disclosed in the consolidated statement are converted into yen, and are influenced by exchange rate fluctuations. An increase in sales in the consolidated statements could, for example, therefore be a decrease in this section and vice versa. The rate of year-on-year change in the consolidated statement may also differ from that in this section.

\*Please click [here](#) to see the results of Consolidated Settlement of Accounts for the third quarter of FY2013.