

Reference

**Shiseido Recognized for Climate Change Transparency
with CDP Leadership Position**

Shiseido Co., Ltd. has been commended by the CDP* (Carbon Disclosure Project, an international not-for-profit organization headquartered in London) for its approach to the disclosure of climate change information, based on a survey conducted of 500 Japanese companies. By receiving this commendation, Shiseido has achieved a position in the Climate Disclosure Leadership Index (CDLI). The achievement was announced today on Wednesday, November 6, 2013 in the CDP Japan 500 Climate Change Report 2013.

*“CDP” is the current official name of the organization formerly known as the Carbon Disclosure Project.

About CDP

The CDP is an international not-for-profit organization, supported by 722 institutional investors with total operating assets of US\$87 trillion from around the world. Every year, the CDP sends out questionnaires to about 5,000 companies worldwide, including the top 500 Japanese companies (Japan 500) based on the FTSE Japan Index. Companies are asked to disclose information on their level of greenhouse gas emissions and the measures they take against climate change, including business risks and opportunities. This year marks the 11th survey, and companies scoring within the top 10% are included in the CDLI. This year in Japan, 24 companies that scored 95 points out of 100 achieved positions in the CDLI. Results and details of the submitted surveys are utilized by investors in formulating their investment decisions.

Shiseido's Efforts toward Environmental Activities

Based on Shiseido's corporate message – This moment. This life. Beautifully. – the company aims to create a sustainable society where both people and the planet can live in beautiful harmony. Thus, environmental efforts are positioned at the core of the company's business management, and each and every employee promotes the Shiseido Earth Care Project as a member of this project.

The three-year environmental activity that started from FY 2011 is based on the Shiseido Eco Policy, which is the company's management policy on environmental issues. Efforts to reduce environmental load are based on the two pillars of making products responsive to the environment throughout their lifecycle and reducing global CO₂ emissions.

In Japan, Shiseido received the Award of Excellence in the Cogeneration Grand Prize (Industrial Division) in February 2013 in recognition for the system enhancement for the effective use of energy, carried out in July 2012 at its Kuki plant in Saitama prefecture. Other environmental efforts being made by the company include the implementation of plant-derived polyethylene packages for its hair care brand Super Mild (launched September 2011) and polyethylene refill pouch for the skin care brand Elixir (launched in September 2012), as well as Japanese camellia tree-planting and conservation activities on the Goto Islands of Nagasaki prefecture.

Overseas, Shiseido has been conducting tree-planting activities in China's Gansu Province (since 2008). In September 2012, the company's subsidiary, Zotos International, received the 2012 Green Power Leadership Award from the United States Environmental Protection Agency in recognition for having implemented two large-scale wind power generation equipment in December 2011 at its Geneva plant in New York.