

Shiseido to Hold a Corporate Cultural Exhibition at the Shanghai Art Museum

Shiseido will hold a corporate cultural exhibition at the Shanghai Art Museum for 24 days from June 30 through to July 23 in conjunction with Expo 2010 Shanghai China. Seizing the opportunity of the holding of the World's Fair, in which many people from China and overseas are expected to visit, Shiseido will exhibit approximately 1,000 items, including posters and products up until the present time, with the aim of gaining a deeper understanding of Shiseido's milestones and sense of beauty. This will be the first time for a Japanese company to conduct an exhibition at the Shanghai Art Museum.

Background of Holding Exhibition

There are deep connections between China and Shiseido since the time of its foundation, as evidenced by the origin of the Company's name Shiseido, which is derived from a classic Chinese text*¹, the "Yi Jing" ("Book of Changes").

In the China market, up until now Shiseido has steadily established its presence ahead of competitors through activities spanning approximately 30 years since commencing sales of imported products in 1981. During this period, Chinese women's consciousness toward beauty has dramatically risen, and today, Shiseido products are used regularly by many customers.

Along with Shiseido's gratitude to China for its company name, the cultural exhibition will be held at this time as a means of conveying Shiseido's sense of beauty and principles of beauty accumulated over its 138-year history to many people visiting Shanghai from China and all over the world. Exhibited items are mainly selected from approximately 100,000 materials stored at the Shiseido Corporate Museum and Shiseido Art House*².

*1 Praise the virtues of the great Earth, which nurtures new life and brings forth new values.

*2 The Shiseido Corporate Museum, which was opened in 1992, collectively gathers and stores various materials including Shiseido products and advertising created since its foundation. The Shiseido Art House, which was opened in 1978, collects and stores outstanding modern and contemporary art works. Both facilities are located in Kakegawa city, Shizuoka Prefecture in Japan and publicly display a portion of stored items.

Overview of Exhibition

(1) Venue: Shanghai Art Museum (3rd floor, 325 West Nanjing Road, Shanghai, China)

The Shanghai Art Museum is one of the representative museums in China and is planning exhibitions related to modern and contemporary art as well as serving as the venue of Shanghai Biennale, a major international art exhibition held every two years.

(2) Title: Shiseido Beauty Heritage Exhibition

(3) Overview of exhibition: The exhibition will be comprised of nine zones to showcase “images of beautiful women” previously proposed by Shiseido corresponding to respective eras. Shiseido’s corporate culture of pursuing beauty will be introduced through approximately 1,000 items selected from the perspective of “beautiful women,” ranging from posters, products, art and Miss Shiseido*³ photographs to small illustrations focused on images of beautiful women, and in turn, tracing the history of beauty.

*³ Miss Shiseido: Nine women initially debuted as Miss Shiseido in April 1934. They are the forerunners of Beauty Consultants who provide customers with beauty advice at storefronts.

Major Corporate Cultural Exhibitions Held Previously

During the one-month period from September 26 to October 26, 1997, Shiseido held the PARIS-TOKYO-PARIS SHISEIDO 1897-1997 La Beauté exhibition at the Museum of Decorative Arts in Paris as one of the official events of the “Japan Year in France ‘97” campaign. This exhibition was developed by introducing such aspects as the progress since its founding of Shiseido, which has strong bonds with France, and the history of women’s beauty based on the theme of East-West cultural exchange, in which both France and Japan have mutually influenced each other in terms of culture.

In 1998, based on the theme of “meme [mi:m]” (cultural genes) in beauty (art) and knowledge (science), Shiseido The Meme Exposition—Generations of Art and Science was held as the first corporate culture exhibition in Japan for 23 days from October 3 to October 25 at Oribe Hall in Tokyo.

Additionally, Face to Face: Shiseido and the Manufacture of Beauty was held for 45 days from September 15 to October 28, 2000 at New York University’s Grey Art Gallery. All of these exhibitions were highly acclaimed in terms of corporate culture.

[Reference (1)] Activities Related to Expo 2010 Shanghai China

Shiseido is participating as a co-sponsor of Expo 2010 Shanghai China, and prior to and during the Expo, the Company plans to develop distinctive activities through beauty that can be realized because we are Shiseido in line with the Expo Shanghai theme of “Better City, Better Life.” Shiseido will continue to promote activities as a company trusted and admired by customers in China.

1. Collaboration for the SHINMAI Project Fashion Show at the Japan Pavilion Event Stage

Shiseido is co-sponsoring the 2nd SHINMAI Creator’s Project held by the Japan Fashion Week Organization in Japan. This project communicated from Japan to the world is aimed at cultivating young, talented designers. This fashion show will be reproduced on the event stage of the Japan Pavilion at the Expo venue. In this respect, Chinese designers have joined the previously selected designers of four brands and various shows and events will be held from July 2 to July 7.

• July 2-4

One-hour stage events will be organized comprising makeup sessions by artists from the Shiseido Beauty Creation Laboratory and fashion shows by SHINMAI Project designers. The sessions and fashion shows conducted as combined events are scheduled four times a day (three times on the first day).

• July 5-7

A collection exhibition of SHINMAI Project designers and makeup experiences for visitors will be conducted on stage. Makeup advice will be offered by Beauty Consultants using a makeup simulator and various brand items that are popular among the young generation born after the 1980s, including the *AUPRES* brand developed exclusively for the China market and *Maquillage* brand that is also available in China.

2. Makeup Sessions for Japan Pavilion Attendants

Makeup sessions will be conducted for attendants and Chinese student interns who will be supporting the operations of the Japan Pavilion. Various tips will be provided, including basic makeup techniques using natural colors, how to select and match colors that give a good impression and basic knowledge on color coordination.

Attendants: Sessions have been conducted for three days on April 15, 16 and 17, with approximately 45 persons participating per day.

Interns: Sessions will be implemented for three days on April 27, June 28 and August 29, with

approximately 42 persons participating per day.

3. Pavilion for Persons with Disabilities

(1) Makeup guidance suitable for uniforms worn in the pavilion and (2) skincare sessions for creating a better complexion have been conducted for staff in charge of operations of the pavilion for persons with disabilities.

4. Sales of Shanghai Fragrance

Shiseido launched *SHANGHAI BOUQUET* (2 types of fragrance) in commemoration of Expo 2010 Shanghai China. *SHANGHAI BOUQUET* adopts a design and fragrance motif of a white magnolia*, which is the flower for the city of Shanghai. The product name is imbued with Shiseido's desire that users will always remember Shanghai. Respective items are already being sold in such places as gift shops at tourist attractions as well as airport and hotel shops, and will also be sold at the Expo venue during the time it takes place.

* The magnolia blossom blooms and opens up facing the sky. Overflowing with vitality, this flower was designated as the city flower of Shanghai in 1986.

[Reference (2)] The History of Shiseido's Business in China

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| 1981 | Start of sales of about 60 imported products at large retail shops and hotels in Beijing |
| 1983 | First agreement to share production technology with the city of Beijing; this relationship continues to the fourth such agreement signed in 1991 |
| 1991 | Establishment of Shiseido Liyuan Cosmetics Co., Ltd., a joint venture with the city of Beijing |
| 1993 | Start of production at Beijing Factory |
| 1994 | Launch of <i>AUPRES</i> brand developed exclusively for the China market |
| 1998 | Establishment of Shanghai Zotos Citic Cosmetics Co., Ltd. as a cooperative company |
| 1999 | Start of production at Shanghai Zotos Citic Cosmetics Co., Ltd. factory |
| 2002 | Establishment of Shiseido China Research Center Co., Ltd. |
| 2003 | Establishment of Shiseido China Co., Ltd., a wholly owned subsidiary, in Shanghai |
| 2004 | Start of cosmetics specialty store business in China |
| 2006 | Launch of the <i>URARA</i> brand for cosmetics specialty stores |
| 2010 | Launch of the <i>DQ</i> brand exclusively for drugstores |
| 2010 | Start of the Professional Business (Specialty products for hair and beauty salons) |