

Reconstruction of Shiseido Head Office Building

-- New Head Office Building to be Built in Ginza Where Shiseido Began Business --

Shiseido will reconstruct its head office building located at the Company's original site on Ginza Namiki Dori (7-5-5, Ginza, Chuo-ku, Tokyo, 104-0061, Japan). The building currently at the site will be dismantled from May 2011 and the new building will be completed by the end of August 2013. In addition to offices, the Company is considering inclusion of retail and public spaces for the building.

Since completion of the current head office building in March 1972, it has served as the center of Shiseido's business activities. However, the building eventually became too small for Shiseido's expanding operations, so the Company transferred office functions to Shiodome in May 2003. The original building continues to be Shiseido's head office and some Company departments and subsidiary offices are still located there. The aging building will be newly constructed after nearly 40 years of service.


Since it was founded in Ginza in 1872, Shiseido has created an inimitable aesthetic sensibility in line with the ongoing development of Ginza, where the fusion of a distinctive history and a trendsetting style has given rise to unique values. As these values evolve, Shiseido will continue to advance them in a space that can enrich visitors' perspectives in ways consistent with seeking to contribute to the attractive environs of Ginza.


Overview of Reconstruction

Height:	Approximately 48 meters
Levels:	10 floors above ground, 2 floors below ground level
Floor-area ratio:	Approximately 800 %
Land area:	Approximately 1,130 m ²
Total floor area:	Approximately 8,900 m ²
Design and construction:	Takenaka Corporation
Construction period:	From May 2011 to August 2013 (planned)

Stores and facilities including L'Osier, the SHISEIDO LIFE QUALITY BEAUTY CENTER and House of Shiseido also currently operate in the head office building. L'Osier will close temporarily as of March 31, 2011 and is scheduled to reopen upon completion of the new head office building. Also, the SHISEIDO LIFE QUALITY BEAUTY CENTER will move to and operate from a different location during the reconstruction period. While the House of Shiseido facility that introduces Shiseido's corporate culture will be closed, there are plans for a new exhibition space highlighting Shiseido's history and culture in the new head office building.

Reference: Regarding Existing Facilities

L'Osier	
	<p>This French restaurant managed by Shiseido opened in 1973 in the former Shiseido Parlour Building on Ginza Chuo Dori. L'osier, a French word meaning willow, was chosen for this restaurant's name since the willow is deeply connected with Ginza. The restaurant moved to its current location in October 1999. L'Osier characterizes new value through food culture and has gained high recognition by receiving a Three-Star Rating in editions of the <i>Michelin Guide Tokyo</i> for three consecutive years (2008-2010).</p>

SHISEIDO LIFE QUALITY BEAUTY CENTER	
	<p>The SHISEIDO LIFE QUALITY BEAUTY CENTER is a facility established to convey makeup techniques to cover skin areas for persons with serious skin concerns, including such problems as birthmarks or vitiligo*. The facility was inaugurated in June 2006 as part of CSR activities that are unique to a cosmetics company, and in which staff who receive technical training provide free advice to support improvement of quality of life (QOL).</p> <p>* Vitiligo: Skin disorder of unknown cause characterized by the loss or absence of pigment, resulting in white patches of skin, mainly on the face or neck</p>