



(Translation)

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Name of Company: Shiseido Company, Limited
Name of Representative: Masahiko Uotani
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Shiseido Completes Acquisition of DDG Skincare Holdings LLC

Shiseido Company, Limited (the Company) announced today that its consolidated subsidiary, Shiseido Americas Corporation (headquartered in Delaware, USA), has successfully completed the acquisition of DDG Skincare Holdings LLC (“DDG”), owner of *Dr. Dennis Gross Skincare*, on February 5, 2024 (JST February 6, 2024).

Launched in New York City in the year 2000, *Dr. Dennis Gross Skincare*, revolutionized the beauty industry by offering dermatologist-led, science based, innovative skincare products. This acquisition will serve to strengthen Shiseido’s global portfolio of prestige skincare brands. As part of Shiseido, Dr. Dennis Gross Skincare will continue to bring industry-leading expertise to retail consumers around the globe in the form of easy-to-use, at home products designed to work together in customizable regimens for multiple skin concerns.

By acquiring DDG’s powerful brand, Shiseido will accelerate its mainstay prestige beauty business to capture opportunity in the rapidly growing dermatologist-developed skincare products market, unlocking further potential in the U.S. The addition of *Dr. Dennis Gross Skincare* to the Americas region is expected to drive significant benefits to the Company both in terms of growth and profitability, in addition to providing an opportunity to diversify our geographical footprint. Together, we are well positioned to leverage Shiseido’s rich heritage in skincare, R&D capabilities, and global platforms to make *Dr. Dennis Gross Skincare* grow into one of our iconic prestige beauty brands in the future.

We are currently estimating the impact of this acquisition on our consolidated earnings for the fiscal year ending December 31, 2024. Any information regarding this acquisition that may be considered as material will be disclosed as applicable.

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