

Shiseido Company, Limited/Financial Highlights **IFRS**

Operating Results		2021 3Q	2021 4Q	2022 1Q	2022 2Q	2022 3Q	2022 4Q	2023 1Q	2023 2Q	2023 3Q	2023 4Q	2024 1Q
Net Sales	Billion yen	233.1	281.5	234.0	259.4	269.3	304.6	240.0	254.2	228.2	250.6	249.5
COGS	Billion yen	63.1	76.4	68.1	80.2	94.0	84.8	71.5	65.0	60.7	62.5	61.9
SG&A	Billion yen	176.5	201.3	163.8	168.3	172.2	213.5	161.6	175.3	166.3	193.4	196.5
Core operating profit	Billion yen	6.7	12.8	4.4	13.2	18.7	15.1	12.5	15.5	8.8	3.0	11.3
EBITDA	Billion yen	18.9	27.0	17.1	26.0	31.5	27.8	24.9	28.4	21.9	16.7	24.4
Profit attributable to owners of parent	Billion yen	75.1	-0.1	4.4	11.8	12.8	5.2	8.7	3.1	8.8	1.2	-3.3
COGS ratio	%	27.1	27.1	29.1	30.9	34.9	27.8	29.8	25.6	26.6	24.9	24.8
SG&A ratio	%	75.7	71.5	70.0	64.9	63.9	70.1	67.3	69.0	72.9	77.2	78.8
Core operating profit margin	%	2.9	4.6	1.9	5.1	6.9	5.0	5.2	6.1	3.8	1.2	4.5
EBITDA margin	%	8.1	9.6	7.3	10.0	11.7	9.1	10.4	11.2	9.6	6.7	9.8
Reportable Segment		2021 3Q	2021 4Q	2022 1Q	2022 2Q	2022 3Q	2022 4Q	2023 1Q	2023 2Q	2023 3Q	2023 4Q	2024 1Q
Japan (Net Sales)	Billion yen	58.0	60.7	57.1	58.6	62.9	59.0	61.7	63.5	66.5	68.3	73.6
Japan (Core operating profit)	Billion yen	-0.6	-1.0	-4.1	-3.3	1.4	-7.1	-1.7	-1.9	3.2	2.0	6.7
Japan (Core operating profit margin)	%	-1.1	-1.6	-7.0	-5.5	2.2	-11.7	-2.7	-3.0	4.7	2.9	9.0
China (Net Sales)	Billion yen	46.7	83.8	51.9	63.8	56.2	86.3	53.2	77.4	47.4	69.9	55.5
China (Core operating profit)	Billion yen	-7.6	9.3	-2.8	0.8	-6.7	4.7	-2.1	7.6	-3.5	5.0	0.1
China (Core operating profit margin)	%	-16.1	11.1	-5.4	1.3	-11.8	5.4	-4.0	9.8	-7.3	7.0	0.2
Asia Pacific (Net Sales)	Billion yen	16.6	16.5	15.4	16.0	17.4	19.3	15.4	15.3	18.1	18.5	17.1
Asia Pacific (Core operating profit)	Billion yen	2.5	0.9	1.2	1.2	1.7	0.6	0.4	-0.1	1.4	3.4	1.0
Asia Pacific (Core operating profit margin)	%	14.6	5.5	7.1	7.6	9.2	3.1	2.3	-0.8	7.6	16.8	5.5
Americas (Net Sales)	Billion yen	35.9	31.6	25.2	33.8	38.9	40.0	26.0	26.8	28.9	28.6	31.8
Americas (Core operating profit)	Billion yen	3.2	0.3	1.1	2.6	3.1	0.9	1.5	2.6	2.4	4.7	3.6
Americas (Core operating profit margin)	%	8.3	1.0	4.2	7.8	7.5	2.2	5.5	9.1	8.0	15.6	10.8
EMEA (Net Sales)	Billion yen	28.0	37.6	28.5	27.2	34.0	38.7	27.8	24.8	29.9	34.4	34.8
EMEA (Core operating profit)	Billion yen	2.8	-0.0	2.0	0.6	6.0	-1.7	2.6	-1.3	3.1	-1.1	4.2
EMEA (Core operating profit margin)	%	9.1	-0.1	6.2	2.1	16.6	-4.2	8.8	-5.0	10.0	-2.9	11.3
Travel Retail (Net Sales)	Billion yen	31.0	31.9	37.2	40.7	42.3	43.5	38.6	38.9	31.1	24.0	29.8
Travel Retail (Core operating profit)	Billion yen	6.8	7.2	8.1	8.9	9.8	10.9	7.5	8.0	3.5	-1.8	3.0
Travel Retail (Core operating profit margin)	%	21.8	22.8	21.8	21.8	23.2	25.0	19.4	20.4	11.3	-7.7	10.1
Professional (Net Sales)	Billion yen	3.8	4.3	3.9	3.9	0.6	1.0	-	-	-	-	-
Professional (Core operating profit)	Billion yen	0.4	-0.4	0.6	0.5	0.1	-0.6	-	-	-	-	-
Professional (Core operating profit margin)	%	9.1	-8.5	15.5	13.4	24.0	-59.0	-	-	-	-	-
Other (Net Sales)	Billion yen	12.9	15.2	14.8	15.4	17.2	16.8	17.4	7.5	6.3	7.0	6.9
Other (Core operating profit)	Billion yen	4.4	1.5	-2.5	1.7	6.5	0.4	3.6	-7.1	-0.0	-19.6	-7.3
Other (Core operating profit margin)	%	5.9	2.0	-3.5	2.5	8.1	0.4	4.5	-12.9	-0.1	-40.2	-11.7
Adjustments (Core operating profit)	Billion yen	-5.1	-5.1	0.8	0.1	-3.3	7.0	0.8	7.8	-1.4	10.4	0.0