



Support for Tohoku Earthquake Victims and Recovery Activities (As of April 1)

KOSÉ Corporation extends its condolences to the victims of the catastrophic earthquake that occurred in the Tohoku region of Japan on March 11.

Following this disaster, KOSÉ Corporation (President: Kazutoshi Kobayashi) has gathered information about damage to its facilities, taken steps to resume services quickly and maintain the supply of merchandise, and extended support to victims. The status of these activities as of April 1 is as follows.

Business Operations

1. Damage to the Tohoku Distribution Center (one of KOSÉ's logistic centers) in the city of Sukagawa in Fukushima prefecture had an effect on the delivery of merchandise. Operations resumed at this center on March 28 and the center is now operating normally in almost all respects except for deliveries to certain regions.

2. Rolling blackouts are disrupting manufacturing operations at factories in Japan (in Saitama and Gunma prefectures). However, we are minimizing the impact of these blackouts as much as possible by using flexible times for work shifts and taking other actions.

3. KOSÉ had planned to introduce a new product line called ESPRIQUE (19 types of three makeup products: eye color, cheek blush and lipstick) on March 25. Due to the earthquake, the launch of the ESPRIQUE line has been postponed in the prefectures of Aomori, Iwate, Miyagi, Akita, Yamagata and Fukushima. We plan to start selling these products in these prefectures on April 16.

Assistance for Victims and Communities

1. Donations

(1) KOSÉ donated 100 million yen to the Japanese Red Cross Society on March 25, 2011.

2. Provision of products and other items

(1) KOSÉ completed preparations of 300,000 units of personal hygiene and personal care products (body sheets, facial sheets and other items) and started supplying them On March 18,. There is substantial demand for these items in the area damaged by the earthquake. Since then, we have been distributing these products to the earthquake relief units of the prefectures in the earthquake zone.

(2) On March 30, KOSÉ completed preparations to supply 38,000 units of moisturizing skin care products (13,000 units of mini-sized samples of beauty serum, skin lotion, emulsion and 25,000 units of cotton and tissue products). This is another category where there is substantial demand among earthquake victims. These items will be given directly to the public at cosmetics stores in the affected area.

(3) To respond to the changing needs of victims, KOSÉ completed preparations on March 30 to distribute 10,000 units of household products (shampoo and body soap). This is part of our cooperation with the centralized procurement program of the Japanese government for extending assistance to victims.

In addition to these activities, the employees of KOSÉ are giving donations on their own and there are donations from KOSÉ group companies in other countries. We will continue to study more ways to provide assistance to victims and other forms of support in line with conditions in areas that were damaged.