

KOSÉ Corporation

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Upgrade to the KOSÉ Shareholder Special Benefit Program

KOSÉ Corporation has made the following upgrade to the special benefit program for shareholders.

1. Reason for revising shareholder special benefits

KOSÉ gives shareholders a selection of its products every year based on the number of shares held. The purposes are to thank shareholders for their support and give shareholders a better understanding of business operations.

In response to the opinions and requests of shareholders, KOSÉ will start giving shareholders a number of options for the products they receive.

In addition, KOSÉ is establishing a long-term benefit for investors who have been shareholders for at least three years for the purpose of encouraging people to hold KOSÉ stock for a long time.

2. Special benefits for shareholders

Number of shares held	Before change	After change		
		Holding period		Benefit
100 shares to 999 shares	A package of KOSÉ products valued at 4,000 to 5,000 yen	(1)	Less than 3 years	Shareholders select KOSÉ products valued at 4,000 to 6,000 yen
		(2)	3 years or more	Shareholders select KOSÉ products valued at 7,000 to 9,000 yen
1,000 shares or more	A package of KOSÉ products valued at 7,000 to 10,000 yen	(3)	Less than 3 years	Shareholders select KOSÉ products valued at 13,000 to 15,000 yen
		(4)	3 years or more	Shareholders select KOSÉ products valued at 18,000 to 20,000 yen

Note: Shareholders of three years or more (Category 2) can instead select the benefit for less than three years (Category 1). Shareholders of three years or more (Category 4) can instead select the benefit for less than three years (Category 3).

3. Start of the upgraded benefits

The revised special benefits for shareholders will begin with shareholders of record at the end of March 2017. More information about these benefits will be sent to shareholders in the middle of May.