

# Dedication to Service (Oyakudachi) for Consumers Continuing

Shinpachiro Nishimura, the founder, believed that spreading cosmetics would serve society as Dedication to Service (Oyakudachi) under the principle of “high-quality and best-value products”<sup>1</sup>. Since then, the Company has believed that Dedication to Services (Oyakudachi) for consumers through cosmetics is its reason for existence, and expanded Dedication to Service (Oyakudachi) in terms of quantity (sales) in Japan and Asia through Only One Marketing from the perspective of Consumer-led Lifestyle Value Creation, and the creation of new markets that propose new grooming behaviors.

\*1 To provide consumers with products of unique quality and value at an appropriate price, and to obtain profit by the spread of the products, thereby maintaining social significance.



Founder  
Shinpachiro Nishimura

**Founded in 1927  
Founding Spirit**

**Spreading high-quality and best-value products**

Spreading high-quality products and having them used by as many people as possible will lead to social contribution.

**1982 following the Second Business Crisis  
Pursuit of the Company's reason for existence**

**“Dedication to Service (Oyakudachi) for consumers”**

Identifying lifestyle wants in consumers' daily lives and helping them feel a little bit of magic, to feel positive and cheerful, through cleaning their body, grooming, and dressing neatly.



## 1927

**Established Kintsuru Perfume Corporation**



## 1960's First Business Crisis

Alcohol-based liquid hair styling products came to market  
Performance of the Company was sluggish due to being unable to respond to changes in consumer wants as a result of not letting go of the success of tique and pomade

## 1980 Second Business Crisis

Transitioned to a direct sales structure in 1978, but with ballooning costs, things came to a standstill in two years, and eventually the decision was made to return to sales through distributors.  
The crisis left a long-standing impact, particularly with respect to having to reduce personnel.

## 1933

**Launched Tancho Tique**



## 1970

**Launched the Mandom Series**



## 1982

**Commenced the first MP**

Developed Mandom terminology such as “Oyakudachi (Dedication to Service)” and “Seikatsusha (Consumers).”

## ► Overseas Business

### 1958

**Commenced operations at technical tie-up in the Philippines**



### 1969

**Established a joint venture in Indonesia**



## Strengthened Overseas

**1988**

Singapore

**1989**

Taiwan

**1990**

Thailand

**1992**

The Philippines

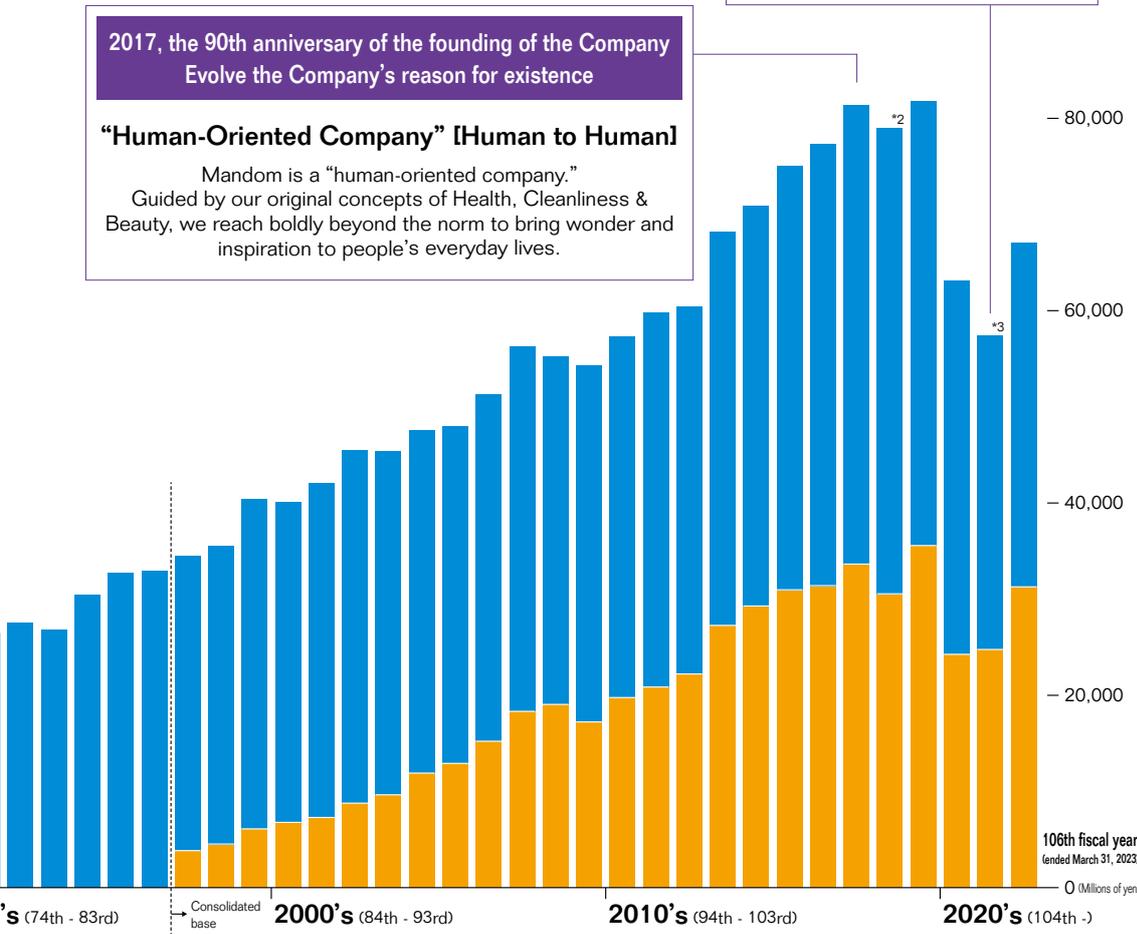
# Constantly Since Founding

2017, the 90th anniversary of the founding of the Company  
Evolve the Company's reason for existence

## "Human-Oriented Company" [Human to Human]

Mandom is a "human-oriented company."  
Guided by our original concepts of Health, Cleanliness & Beauty, we reach boldly beyond the norm to bring wonder and inspiration to people's everyday lives.

2021  
Launched the new VI and corporate slogan



What the Company  
aspires to be  
in 2027, the 100th  
anniversary of its  
founding

VISION  
2027

→ P.62

## Created a market and expanded results by offering new grooming options

1985

Commenced the first over-the-counter sales of GATSBY hair foam for men



1996

Launched GATSBY facial cleansing paper  
Introduced a new way of grooming



2006

Launched GATSBY Moving Rubber, which became a signature series in the men's styling market



1994

Launched men's hair styling product GATSBY Water Gloss in Indonesia  
Expanded product line for various sizes; became widely known, primarily for the sachet-size version



2011

Launched Bifesta, a cosmetics brand for women  
Full-scale introduction to the skin care market



2014

Launched LÚCIDO-L Oil Treatment series



1995

Launched women's cosmetic item Pixy Two Way Cake in Indonesia



2019

### The first M&A since founding

Acquired shares of ACG International Sdn. Bhd.



## Acquired Assets

(Mandom's Six Strengths)

Only One Marketing

Knowledge in Men's Cosmetics Field

Overseas Expansion Focused on Asia

"Unique Research" and "Reliable Technology"

Production System with Three Manufacturing Bases

Highly-Engaged Human Resources (Employees)

→ P.34~

## Developments

1993

Hong Kong

1997

Malaysia

2008

China

2015

Vietnam

1996

China

1999

South Korea

2012

India

→ P.31