



Annual Report 2013
For a Unique Company
Focusing on Asia



Profile

Reflecting its philosophy of “Aiming to Provide a Comfortable Lifestyle Supported by Health and Beauty,” Mandom engages in the manufacture and sale of cosmetics. Since its foundation in 1927, we have expanded our businesses centered on men’s cosmetics. Mandom presently offers various brand products to as many consumers worldwide as possible, “creating lifestyle value with consumers, for consumers”. In particular, we are focusing on Gatsby, which has grown into the top men’s cosmetics brand in Asia, along with Lúcido, Lúcido-L, Bifesta and Pixy, shipping over 1 billion products annually in the hair styling, face & body care, skincare and make-up categories.

Mandom’s overseas expansion began in 1958, making an early mark in the cosmetics industry in 10 countries and regions across Asia, particularly Indonesia, via 11 overseas Group companies. Beyond Asia, our products have become consumer favorites in numerous countries worldwide, including Africa, Europe and North America.

The entire Mandom Group is currently working together as one to be an “Only One” company whose strength lies in its global management with a focus on Asia.

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Cautionary Statement with Respect to Forward-Looking Statements

This annual report contains forward-looking statements concerning Mandom’s current plans, strategies, beliefs and performance. These forward-looking statements include statements other than those based on historical fact and represent the assumptions and beliefs of management based on information currently available. Mandom therefore wishes to caution readers that actual results may differ materially from expectations, and that forward-looking statements are subject to a number of foreseen and unforeseen risks and uncertainties.

All amounts have been rounded to the nearest whole unit.

Our Philosophy

**Aiming to Provide a Comfortable Lifestyle
Supported by Health and Beauty**



Experiencing beauty and the feeling of excitement and gratification beauty produces has a positive impact on the human body and mind, resulting in a healthy condition. This is why we adhere to the words, "health and beauty."

In our opinion, contributions to a comfortable life can be achieved by creating valuable and attractive products or services that appeal to the consumers' sense of beauty, and by acquiring as many customers as possible. We aim, above all, to maximize consumer satisfaction.

