



# Annual Report 2014



For a Unique Company  
Focusing on Asia

Mandom's 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.

● The Concept of Our Philosophy



**Profile**

Mandom provides comfortable lifestyles supported by health and beauty. Based on this philosophy we aim to carry out business as an "Only One" company in Asia with global management expertise.

Mandom has focused on men's cosmetics since the company's founding in 1927. Starting with Gatsby, a top men's cosmetic brand in Asia, our lineup includes Lúcido, Lúcido-L, Bifesta, Pixy, and Pucelle. We offer a wide range of products that create lifestyle value for consumers based on consumer input in the categories of hair styling, face and body care, skin care, and make-up. We ship over one billion products annually.

Making an early mark in the cosmetics industry, Mandom began expanding outside of Japan in 1958 to nine countries and regions across Asia, particularly Indonesia, via 11 overseas group companies. Beyond Asia, our products have become consumer favorites in regions worldwide, including Africa, Europe, and North America.

In the fiscal year ending March 31, 2015, the initial year of our MP-11 Middle-Range Plan, we will undertake measures to accelerate growth in Asia and break new ground in additional fields of business.

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**Regarding 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.