

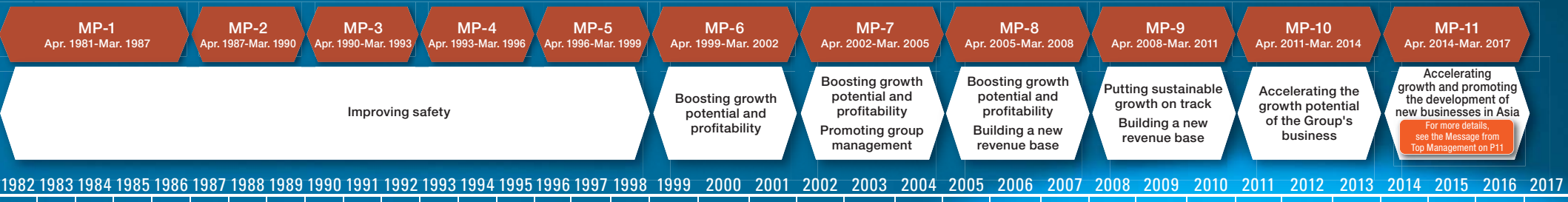
Mandom Group Vision
Aiming to Be an "Only One" Company in Asia with Global Management Expertise

Accepting diverse world views and providing attentive response while promoting an integrated global approach

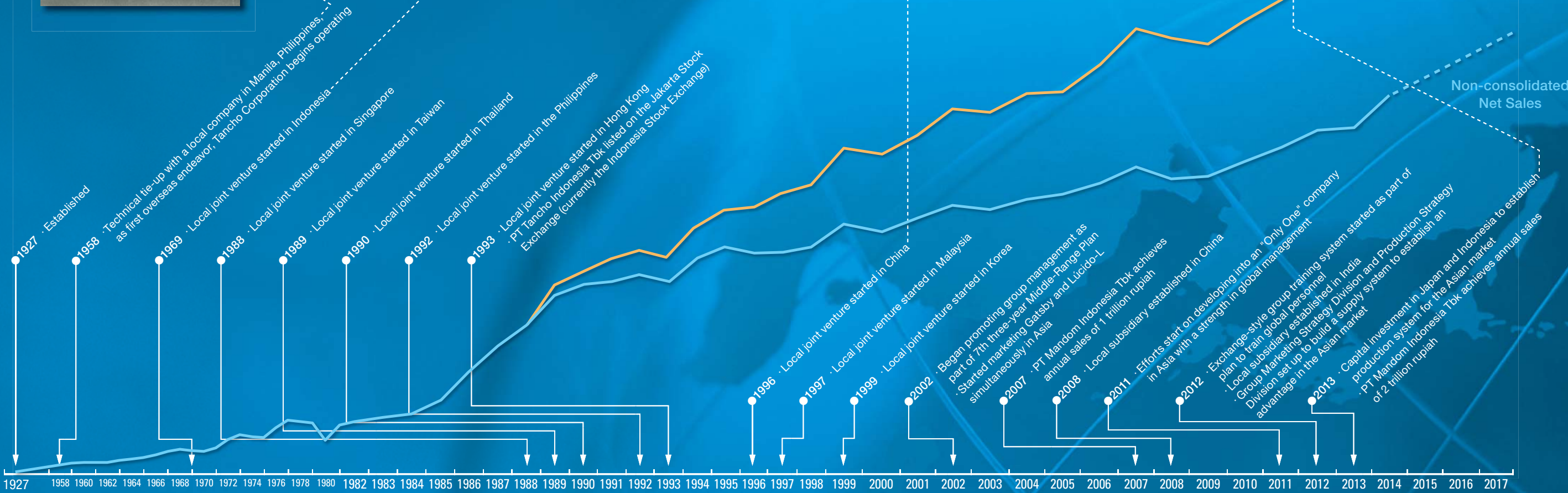
Mandom has established international operations in Asia with a focus on products increasingly tailored for the Asian market; now it aims to further diversify and globalize its management.

To accomplish these objectives, we promote an integrated global approach while accepting diverse world views and providing attentive response on a local basis.

Middle-Range Plans



Render of Completed Indonesia Head Office and Plant



Initial overseas development: Creating a business model

For more details see the Special Feature on P13

Restart of internationalization efforts
Set-up of companies in various countries in full progress:
Implementation of Mandom's management philosophy and marketing

For more details see the Special Feature on P13

Expansion and cultivation of new territory:
Strategic move to achieve further growth

For more details see the Special Feature on P13