

Brand Expansion

The Mandom Group has six strategic business areas, with operations concentrated in three areas—men's grooming, women's cosmetics, and women's cosmetics—through which it responds carefully to a range of consumer demands.

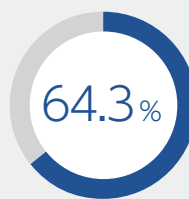
The remaining three areas are categorized as "other business" (the professional use business, other business, and the international trading business).

Men's Grooming Business

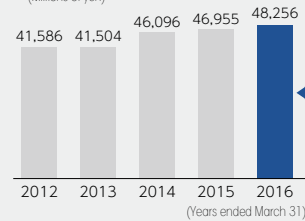
Business offering a range of products including men's everyday grooming products as well as general fashion items

- Target Categories:
- Hair styling
 - Hair coloring
 - Scalp care
 - Face care
 - Body care

Net sales by business (Year ended March 31, 2016)



Net sales (Millions of yen)



GATSBY

- Japan
- Overseas

A total men's grooming brand targeting young men
Developing horizontally across the countries of Asia as a core brand of the Mandom Group



LÚCIDO

- Japan

A men's grooming brand targeting middle-aged men
Developing in Japan



Overseas Development Regions

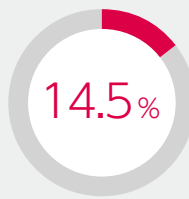
	Japan	Indonesia	Malaysia	Philippines	Thailand	Vietnam	Singapore	Taiwan	Hong Kong	South Korea	China	India
GATSBY	●	●	●	●	●	●	●	●	●	●	●	●
LÚCIDO	●											
Bifesta	●		●	●	●		●	●	●	●	●	
Pixy		●	●			●						
LÚCIDO-L	●	●	●		●		●	●	●	●	●	
Pucelle		●	●			●						●

Women's Cosmetics Business

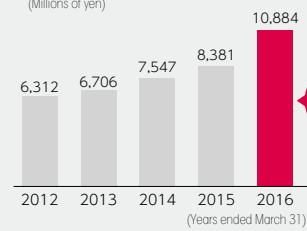
Business offering women's beauty products, including make-up and skin care items

Target Categories: **Make-up** **Skin care**

Net sales by business (Year ended March 31, 2016)



Net sales (Millions of yen)



Bifesta
ビフェスタ

Cosmetics brand with the key themes of simple and beautiful
Being rolled out horizontally across various countries as a Japanese brand



PIXY

A total cosmetics brand for sophisticated women
Rolling out in a number of countries, centered on Indonesia



Women's Cosmetics Business

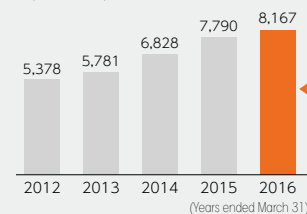
Business providing a range of products spanning everyday women's grooming and fashion

Target Categories: **Hair styling** **Hair coloring**
Hair treatment **Body care**

Net sales by business (Year ended March 31, 2016)



Net sales (Millions of yen)



LUCIDO-L

A hair styling and hair care brand to help young women express their identity
Developed across Japan and in other Asian countries



Pucelle

A fragrance and body-care brand for fashion-conscious young women
Centered on fragrances, developing the brand in Indonesia and certain other countries

