

ASIA Global Company

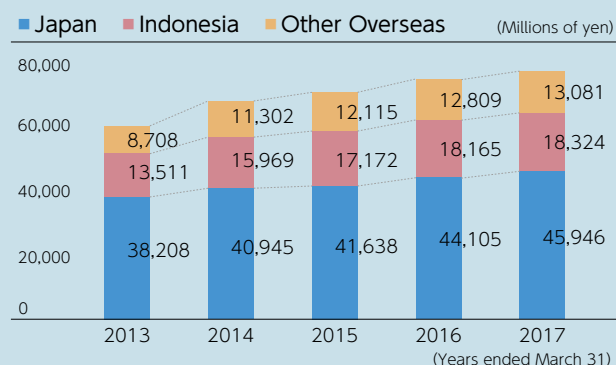
Providing a comfortable lifestyle tailored to specific markets

The Mandom Group is developing its global operations, particularly in Asia. The Group segments its operations into three regions: Japan, Indonesia, and Other Overseas.

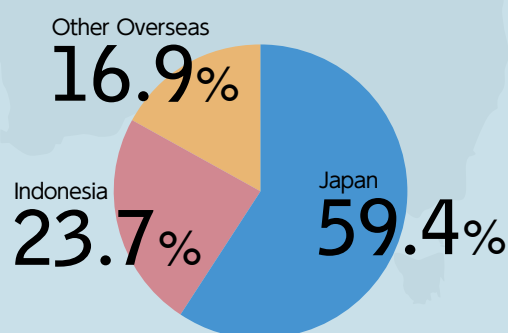
We create and invigorate markets by responding meticulously to conditions in each area and to such characteristics as consumer preferences, lifestyles and purchasing power.



Sales by region over the past five years



Composition of sales by region



Japan

Our core sales region, constituting more than 60% of the Mandom Group's sales

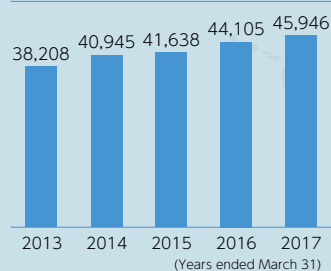
Net sales, year on year

+4.2%

Average growth, past five years

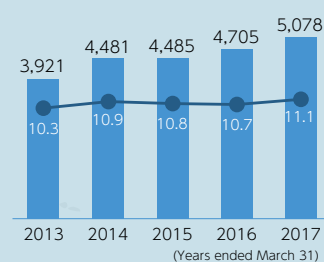
+4.7%

■ Net sales (Millions of yen)



■ Operating income (Millions of yen)

● Operating income margin (%)



In the men's grooming business, results improved as summer seasonal products under the Gatsby brand performed solidly, due in part to lingering summer heat, and the Lúcido brand, which was also strong.

In the women's cosmetics business, Bifesta cleansing products and Barrier Repair facial masks continued to perform well.

In the women's cosmetics business, sales of Lúcido-L were brisk, while Mandom Happy Deo summer season products were in a slump.

Indonesia

The largest business area and growth leader in the overseas group

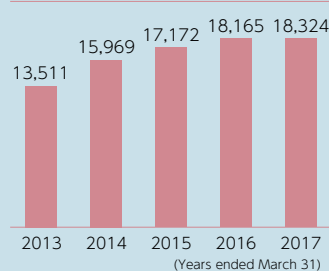
Net sales, year on year

+0.9%

Average growth, past five years

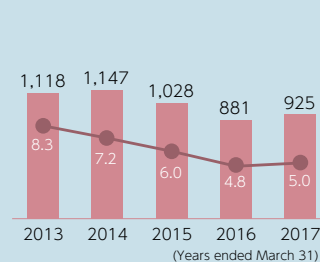
+7.9%

■ Net sales (Millions of yen)



■ Operating income (Millions of yen)

● Operating income margin (%)



Despite a decline in the yen equivalent value due to appreciation, men's grooming proved to be a solid growth driver on the back of an extremely strong sales of Gatsby Styling Pomade.

Performance in the women's cosmetics business was sluggish due to the competitive actions of rivals to the Pixy brand. In response, we are launching and strengthening new products targeting younger consumers.

Other Overseas

An area with high growth potential for our overseas business

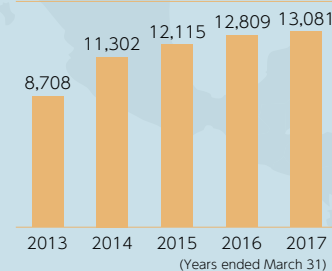
Net sales, year on year

+2.1%

Average growth, past five years

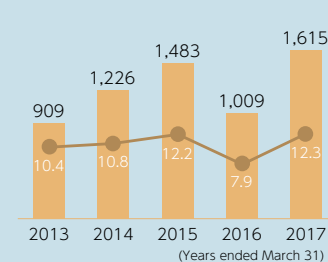
+10.7%

■ Net sales (Millions of yen)



■ Operating income (Millions of yen)

● Operating income margin (%)



Despite a decline in yen equivalent value due to appreciation, in the men's grooming business the Gatsby brand performed favorably on a local currency basis. In Taiwan, sales of facial and body wipes are growing, as they are in Japan.

In the women's cosmetics business, the horizontal rollout of cleansing products under the Bifesta brand resulted in a positive performance.

In the women's cosmetics business, sales of Lúcido-L oil treatment were favorable in several countries.