

Overseas expansion began for Mandom in 1958, with the establishment of a technical tie-up in the Philippines. Since then, we have expanded businesses that are fully rooted in the Asian market. In each Asian country where we do business, we have focused our efforts on integrating ourselves into local lifestyles in a real sense to thoroughly get to grips with local cultural norms and customs. At the same time, we have developed products through trial and error that Asian consumers feel are useful.

In light of the dramatic economic growth and ongoing globalization of Asia, we aim to be a useful and unique company by precisely meeting the needs and wants of consumers in all countries and areas while maintaining an unwavering focus on global markets.



# Shipments 1,058

were shipped by the Mandom Group  
in the fiscal year ended March 31, 2013.

## ■ Creating a Distribution Network and Undertaking Marketing Tailored to Each Area

Mandom is creating a distribution network and undertaking marketing tailored to each area in order to reach as many consumers as possible. To be a useful presence for the average consumer in each country target area, we are creating a distribution network to enable consumers to purchase Mandom products at nearby stores. We are also expanding contact points between consumers and products by using various media tailored to the lifestyles of target consumers, and by creating buying spaces in stores that stimulate consumers' desire to buy our products and make it easier to choose the products they need.



# Million pcs

## Provide High-Quality Products at Reasonable Prices

We are engaging in production and supply through our three production bases in Japan, Indonesia and China to provide high-quality products at reasonable prices to the greatest number of consumers worldwide. In addition, each production base is working at improving production technologies and building a production system.

Along with working to further improve and standardize technological capabilities at each of these three production bases, we have established mass-production technologies that give consistently high-volume production while maintaining the same quality. In addition, we manufacture aerosol and paper products internally to lower costs as well as use an integrated production system that encompasses everything from content filling to finishing and packaging. By this and other means, we do everything we can to achieve greater energy efficiency and faster production times in order to enhance efficiency and reduce costs.