

Mandom undertakes business activities in accordance with a philosophy that is rooted in the concepts: "Only One" and the Spirit of "OYAKUDACHI" ("usefulness"). These concepts form the operational foundation of the Mandom Group. The realization of Our Philosophy involves contributing to the development of society through the fulfillment of our social responsibilities.

Mandom has overcome two management crises over its history. This experience has made us realize that our future existence depends on being a company that plays a vital role in society "by contributing to a comfortable life of consumers." Undertaking business activities that take to heart the concept of "contributing to a comfortable life of consumers," we have nurtured the Spirit of "OYAKUDACHI." Guided by this spirit, we have begun leveraging our businesses to significantly expand the above two concepts.

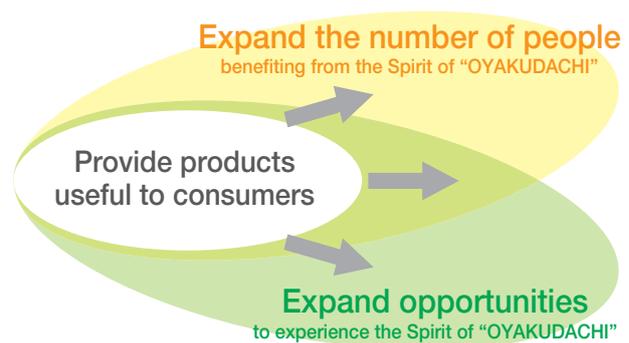
Expand Our Two Concepts through Business Activities Guided by the Spirit of "OYAKUDACHI"

(1) Expand the number of people benefiting from the Spirit of "OYAKUDACHI"

We will expand the number of people benefiting from the Spirit of "OYAKUDACHI" by playing a useful role through our business activities.

(2) Expand opportunities to experience the Spirit of "OYAKUDACHI"

Not stopping at introducing consumers to its products, Mandom is playing a useful role by expanding opportunities for consumers to experience the Spirit of "OYAKUDACHI" through Mandom's business activities.



Expand Mandom's Usefulness

(1) Provide products useful to consumers

Mandom undertakes business activities to provide safe, highly functional, high-quality products that are useful to as many consumers as possible. Establishing the Mandom Quality Philosophy and the Fundamental Quality Policy, we work to promote a common standard of awareness within the Group while systematically leveraging consumer feedback and objective viewpoints to maintain and improve quality.

- **Product development based on Our Values, creating lifestyle values of our consumers, for our consumers**

We develop and provide products from consumer points of view by investigating and analyzing their needs and wants.

- **Technological development that enhances the value of products and services**

Pursuing and assessing functionality and effectiveness by incorporating our advanced proprietary technologies, we create high-quality, attractive and unique products that feature container designs.



Create preservative-free product incorporating alkanediol

- **Initiatives that improve quality**

We undertake quality assurance and improvement measures to enable consumers to use products safely and reliably over their entire life cycle, from purchase to disposal.

- **Measures that reflect customer feedback in products**

We have established a consumer consultation office that serves as a comprehensive contact point for receiving customer feedback. Customer inquiries are stored on a database made available to relevant departments and managers in order to improve product development and daily operations. In addition, we investigate and then respond to customer inquiries as well as provide information on frequently asked questions on Mandom's website.

(2) Play a useful role for business partners

Mandom shares its goal of "contributing to comfortable lives of consumers" with its business partners. To that end, we foster close communications with our business partners by engaging in fair and transparent transactions and by building stable trusting relationships as a good partner with aim of achieving long-term mutual prosperity. In addition, we strive to clarify and promote a common standard of awareness within Group of the Guidelines of Our Business Activities (Procurement Activities and Sales and Marketing Activities), which outline various ideas and attitudes concerning business activities.

• **Measures that ensure fair and transparent transactions**

Hold seminars based on Antimonopoly Act compliance programs
Make available our internal reporting system, Helpline System, to business partners

(3) Play a useful role for shareholders and investors

Mandom works to disclose corporate information in a proactive, timely, proper and fair manner to enable a wide array of stakeholders to appropriately determine the Company's corporate value. In addition, we strive to clarify and promote a common standard of awareness within Group of our Corporate IR Activities.

• **Measures to accelerate information provision**



Mandom IR Email Delivery Service

(4) Play a useful role for employees

Considering employees to be assets to the Company, or more specifically, Jinzai ("human treasure"), Mandom is a place where people can find self-fulfillment on the job. Creating work environments where all employees can maximize their individuality and abilities, we offer learning opportunities intended to help them grow together with our corporate value. We also strive to build a safe and healthy work environment at the Fukusaki Factory in accordance with our Occupational Safety and Health Policy.

• **Various training program and systems to realize employee self-actualization**

Undertake the Overseas Training System, a short-term study exchange program for employees
Offer overseas exchange training for Mandom Group employees

• **Work to maintain work-life balance that enables employees to work effectively at each life stage**

Maintain support systems for such programs as the childcare/work, childcare leave and nursing leave systems
Conduct career design training for employees in their 30s and 40s as well as second career seminars for employees in their 50s

(5) Play a useful role for society

Mandom contributes to society in the long term by being "a good corporate citizen" that dedicates itself to society's development and undertaking CSR activities through its businesses.

• **Pursue activities to achieve the dreams of Asian youth and encourage personal expression**

In the "GATSBY DANCE COMPETITION," contestants are not only judged on their dance moves, but also on their overall attractiveness in such areas as hairstyle and fashion sense.



The "GATSBY Student Commercial Awards" supports the creative activities of young people through the creation of GATSBY brand-themed television commercials.

• **Develop Youth**

Ran "Science Experiment Classes" for elementary school students



• **Supporting education, culture and sports**

Support wheelchair athlete Jun Hiromichi



Sponsor the Japan Sport Council
Support the Japanese Society for Alternatives to Animal Experiments

• **Engage in volunteer activities**

Support green space projects in Osaka Prefecture
Participate annually in Clean Osaka

(6) Undertake environmental initiatives

Recognizing that environmental protection is an integral aspect of its CSR, Mandom works to preserve the environment in all of its business activities. In addition, we have formulated and promote our Environmental Philosophy

and Fundamental Environmental Policy, which enable the construction of an environmental management system that will contribute toward initiatives for even more substantial environmental preservation activities.

• **Develop low-environmental load products by promoting the 3Rs (reduce, reuse and recycle) in their designs**

Developed paper pack and standing pouch refillable products

• **Initiate measures to prevent global warming, including energy conservation and the reduction of CO₂ and other greenhouse gas emissions**

Focused on modal shifts to reduce CO₂ emissions during transport

• **Take actions to prevent pollution, including reducing atmospheric contaminants along with managing chemical substances and wastewater quality**

Implemented measures that included improving boiler usage efficiency and introducing electrical water heaters

• **Undertake initiatives to create a recycling-oriented society that include reducing and reusing waste materials and effectively utilizing water resources**

Promoted resource recycling including the manufacture of pellets from plastic