Mandom's History

Over the years, Mandom has offered consumers a host of unique products tailored to lifestyles in every era. We are accelerating our growth, aiming to be an "Only One" company in Asia with global management expertise.

Products
Japan
Overseas



1989.9 LÚCIDO

Introduced Lúcido, a lineup of fragrance-free men's cosmetics products, unprecedented in the industry



Launched Tancho Tique, a hit product which laid the foundation for future success



Brand **Developments**



1970.7

Launched the Mandom Series of men's cosmetics

Held a product rollout, launching 10 products in nine categories

Became the first company in Japan to feature a Hollywood star (Charles Bronson) as a character



Commenced the first over-the-counter sales of hair foam for men Commenced the second round of full-scale renewal of the Gatsby line



1978.7

Launched the new Gatsby and Spalding product lines, the first time in Japan's cosmetics industry that two major lines were introduced simultaneously



GATSBY

1920

1970

1971.4

Company name was changed to Mandom Corporation



Established Japan Doctor **Renault Cosmetics Company** (now consolidated subsidiary Piacelabo Corporation)

Construction of Fukusaki

commenced operations

Factory completed;

1980

Commenced Mandom Corporation's first five-year Middle-Range Planning (MP Project)

1988.11

Mandom Corporation shares traded on the over-the-counter market

Historical Highlights in Japan

Overseas

Developments

1927.12 Established Kintsuru **Perfume Corporation** 1959.4

Company name was changed to Tancho Corporation

1969.11 Started joint venture P.T Tancho Indonesia in lakarta, Indonesia (now consolidated subsidiary PT Mandom Indonesia Tbk)



1989.12

1976.3

Started a joint venture in Taiwan (now consolidated subsidiary Mandom Taiwan Corporation)

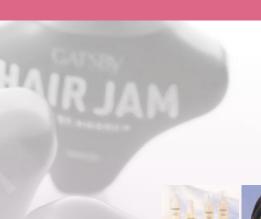
Tancho Tique formed a technical tie-up with a local company in Manila, the Philippines, and began operations; this marked the first step in overseas expansion



1988.2 Started a joint venture in Singapore (now consolidated subsidiary Mandom Corporation (Singapore) Pte. Ltd.)







2003.2 Launched Lúcido-L Prism Magic Hair Color series, entering the market for women's hair color products



2011.8 Launched Bifesta Uru-Ochi Water Cleansing products





1993.9
Launched Lúcido-L, a lineup of fragrance-free products for women

for women

LÚCIDO-L



2005.11
Launched Perfect Assist 24,
Mandom's first proprietary cosmetic
product in Japan for women









2001.3

Launched Gatsby Hair Color series, developing a market for men's hair color products



Launched Gatsby Moving Rubber and commenced the sixth round of full-scale renewal of the Gatsby brand



Introduced the Lúcido Deodorant series aimed at combating the body odors that develop in one's middle years



1990

1999.3

Achieved ¥10 billion sales of Gatsby

cosmetics industry for men's products

products, a first in the Japanese

1994.6

The second phase of construction of a new Head Office ended, completing the construction of the building

1995.6

Motonobu Nishimura was appointed president of Mandom Corporation

2000

2002.1

Listed on the Second Section of the Tokyo Stock Exchange

2006.11

R&D building completed on Mandom headquarters site

2003.3

Designated for listing on the First Section of the Tokyo Stock Exchange



P.T. Tancho Indonesia listed on the Jakarta Stock Exchange (currently the Indonesia Stock Exchange)



2001.3

Commenced operations at PT Mandom Indonesia Tbk's Cibitung Factory



Started a joint venture in Thailand (now consolidated subsidiary Mandom Corporation (Thailand) Ltd.)

P

2007.12

PT Mandom Indonesia Tbk achieved annual sales of 1 trillion rupiah



2010

2015.6

2013.12

New factory and headquarters commenced operations at PT Mandom Indonesia Tbk

Annual sales at PT Mandom

Indonesia Tbk reached 2 trillion rupiah

sub

992.2

Started a joint venture in the Philippines (now consolidated subsidiary Mandom Philippines Corporation)

2008.5

Established Mandom China Corporation (a consolidated subsidiary) in China



993.7

Started a joint venture in Hong Kong (now an equity-method affiliate Sunwa Marketing Co., Ltd.)



2012.3

Established Mandom Corporation (India) Pvt. Ltd. (consolidated subsidiary) in India



1996.12

Started a joint venture in China (now consolidated subsidiary Zhongshan City Rida Cosmetics Co., Ltd.)



2015.1
In Vietnam, established



1997.1

Started a joint venture in Malaysia (now consolidated subsidiary Mandom (Malaysia) Sdn. Bhd.)





Started a joint venture in South Korea (now consolidated subsidiary Mandom Korea Corporation)

