

For a Unique Company
Focusing on Asia

Annual Report 2016



Profile

The Mandom Group provides comfortable lifestyles supported by health and beauty. Based on this core philosophy, we aim to produce and sell cosmetics as an “Only One” company in Asia with global management expertise.

Mandom was established in 1927. Currently, our brand includes Gatsby, a top men’s cosmetic brand in Asia, and Lúcido, while our women’s cosmetic brand includes Lúcido-L, Bifesta, and Pixy.

We offer a wide range of products that create consumer lifestyles based on consumer input in the categories of hair styling, face and body care, skin care, and make-up. We ship approximately 800 million product units annually.

Making an early mark in the cosmetics industry, Mandom began expanding outside Japan in 1958 to 10 countries and regions across Asia, particularly Indonesia, via 12 overseas Group companies. Beyond Asia, our products have become consumer favorites in regions worldwide, including Africa, Europe, and North America.

Our Mission

Aiming to Provide a Comfortable Lifestyle Supported by Health and Beauty

The Concept of Our Philosophy



Our Values

We believe that a company will continue to grow and be respected in the society if it can successfully balance of the satisfaction of its consumers, employees and other stakeholders, while at the same time, embodying its corporate philosophy.

Creating Lifestyle Value with Consumers, for Consumers

The words “beauty,” “health,” “cleanliness” and “fun” summarize our business. We will do our best to listen to our consumers’ needs and wants and turn them into attractive products and services, and to bring those “values” to as many consumers as possible.

Active Employee Participation

The corporate name “Mandom,” deriving from “Human” and “Freedom,” represents the respect for human dignity and a liberal atmosphere. At the core of the Mandom Group is an environment where employees can freely demonstrate their creativity through open and lively discussions. The continuous growth of both the individuals and the entire organization will enhance our value.

Social Responsibility and Sustainability

We will try to establish mutual communication with our stakeholders in order to build and sustain favorable relationships with them. We aim to respond quickly to their demands on our economic and social responsibilities. We will also be “a good corporate citizen” and dedicate ourselves to society’s development.



Regarding Forward-Looking Statements

This annual report contains forward-looking statements concerning Mandom's current plans, strategies, beliefs and performance. These forward-looking statements include statements other than those based on historical fact and represent the assumptions and beliefs of management based on information currently available. Mandom therefore wishes to caution readers that actual results may differ materially from expectations, and that forward-looking statements are subject to a number of foreseen and unforeseen risks and uncertainties. All amounts have been rounded to the nearest whole unit.

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