

History

90 years of Mandom

Over the years, Mandom has offered consumers a host of unique products tailored to lifestyles in every era.

We are striving to accelerate growth in Asia as we aim to become a global cosmetics company by 2027 — one that has unique strengths beyond general cosmetics.

Brand Developments

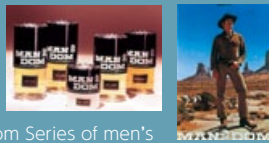
1933.4

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



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



1982.10

Launched Pixy women's cosmetics in Indonesia



1985.3

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



1987.11

Launched women's cosmetic item Pixy Moisture Lipstick in Indonesia



1989.9 LÚCIDO

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



1920

1970

1980

Historical Highlights in Japan

1927.12

Established Kintsuru Perfume Corporation



1959.4

Company name changed to Tancho Corporation



1971.4

Company name changed to Mandom Corporation



1972.10

Established Japan Doctor Renaud Cosmetics Company (now consolidated subsidiary Pielababo Corporation)

1976.3

Construction of Fukusaki Factory completed; commenced operations

1982.4

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

1988.11

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

Overseas Developments

1958.4

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



1969.11

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



1989.12

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



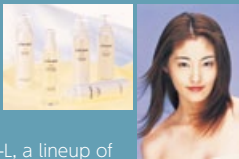
1988.2

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




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

LÚCIDO-L




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




2011.8
Launched Bifesta Cleansing Water products


Bifesta
ビフェスタ




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




2008.8
Commenced full-scale renewal of the Lúcido-L brand




1996.2
Launched Gatsby facial cleansing paper. Introduced a new way of grooming




2013.8
Released Gatsby brand Hair Jam as a new styling offering following on the heels of wax



2001.3
Launched Gatsby Hair Color series, developing a market for men's hair color products




2014.2
Launched the Lúcido Deodorant series aimed at combating body odors that develop during middle age



1999.3
Achieved ¥10 billion sales of Gatsby products, a first in the Japanese cosmetics industry for men's products

2006.8
Launched Gatsby Moving Rubber and commenced the sixth round of full-scale renewal of the Gatsby brand



1990

2000

2010

1994.6
New Head Office building completed upon finishing second phase construction

2002.1
Listed on the Second Section of the Tokyo Stock Exchange

2006.11
R&D building completed on Mandom headquarters site

1995.6
Motonobu Nishimura appointed president of Mandom Corporation

2003.3
Designated for listing on the First Section of the Tokyo Stock Exchange

1993.9
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

2015.6
New factory and headquarters commenced operations at PT Mandom Indonesia Tbk

1990.4
Started a joint venture in Thailand (now consolidated subsidiary Mandom Corporation (Thailand) Ltd.)

2007.12
PT Mandom Indonesia Tbk achieved annual sales of 1 trillion rupiah

2013.12
Annual sales at PT Mandom Indonesia Tbk reached 2 trillion rupiah

1992.2
Started a joint venture in the Philippines (now consolidated subsidiary Mandom Philippines Corporation)

1993.7
Started a joint venture in Hong Kong (now an equity-method affiliate Sunwa Marketing Co., Ltd.)

2008.5
Established Mandom China Corporation (a consolidated subsidiary) in China

1996.12
Started a joint venture in China (now consolidated subsidiary Zhongshan City Rida Cosmetics Co., Ltd.)

2012.3
Established Mandom Corporation (India) Pvt. Ltd. (consolidated subsidiary) in India

1997.1
Started a joint venture in Malaysia (now consolidated subsidiary Mandom (Malaysia) Sdn. Bhd.)

2015.1
Established Mandom Vietnam Company Limited (consolidated subsidiary) in Vietnam

1999.8
Started a joint venture in South Korea (now consolidated subsidiary Mandom Korea Corporation)