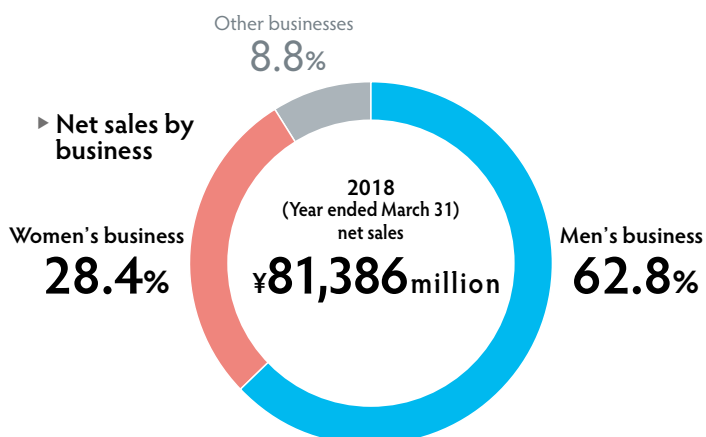


Brand Expansion

The Mandom Group has five strategic business areas, with operations concentrated in two areas—men's business and women's business*—through which it responds carefully to a range of consumer demands.

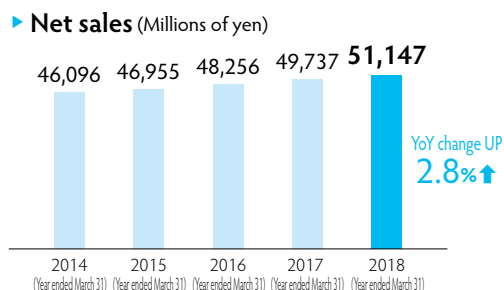
* The remaining three areas are categorized as "other business" (professional use business, other business, and international trading business).



► Men's Business

Business offering a range of products including men's everyday grooming products as well as general fashion items, such as hair styling, skin care, and body care products

Target categories: Hair styling/hair coloring/scalp care/face care/body care



GATSBY

Japan Overseas



A men's cosmetic brand targeting young men
Developing horizontally across Asia as a core brand of the Mandom Group

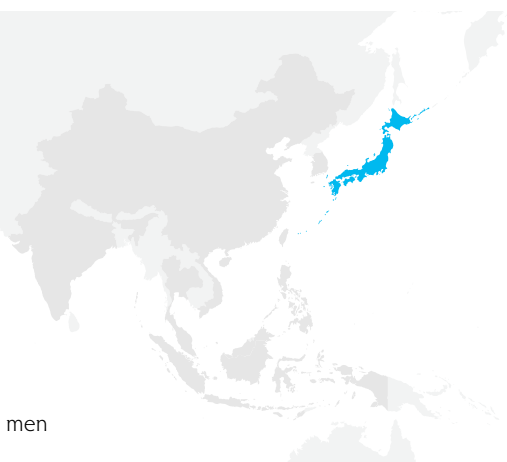


LÚCIDO

Japan



A men's smart aging cosmetic brand targeting middle-aged men
Developing in Japan



► Overseas Development Regions

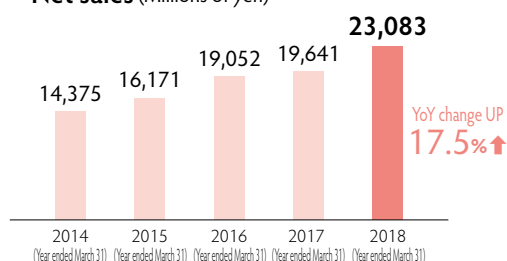
Men's business	Japan	Indonesia	Singapore	Taiwan	Hong Kong	South Korea	Malaysia	Philippines	Thailand	Vietnam	China	India
GATSBY	●	●	●	●	●	●	●	●	●	●	●	●
LÚCIDO	●											
Women's business												
Bifesta	●		●	●	●	●	●	●	●		●	
PIXY		●					●					
LÚCIDO-L	●	●	●	●	●	●	●		●		●	
Pucelle		●					●			●		

► Women's Business

Business offering a range of products spanning everyday women's grooming and fashion items, including hair styling products, body care products, and products to bring a splash of color to the beauty lives of women, such as make-up and skin care items

Target categories: Make-up/skin care/hair styling/hair coloring/
hair treatment/body care

► Net sales (Millions of yen)



Bifesta

Japan Overseas



A cleansing and facial wash brand gives busy modern women beautiful skin
Rolling out horizontally across various countries as a Japanese brand

PIXY

Overseas



A brand that utilizes the beauty, technology, and fashion sense of Japan to pull out the diverse beauty of Asian women
Developing in Indonesia and certain other countries

LÚCIDO-L

Japan Overseas



A hair styling and hair care brand to help young women
Developing across Japan and in other Asian countries

Pucelle

Overseas



A fragrance and body-care brand for fashion-conscious young women
Centered on fragrances, developing in Indonesia and certain other countries