

Mandom Group Detailed History

► Overall Management ► Research, Product Development and Marketing

1927-1969

- 1927.12 ► Established Kintsuru Perfume Corporation
- 1932.11 ► Shinpachiro Nishimura appointed president of Tancho Corporation
- 1933. 4 ► Launched Tancho Tique, a hit product which laid the foundation for future success
- 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
- 1959. 4 ► Company name changed to Tancho Corporation
- 1961. 5 ► Hikoji Nishimura appointed president of Tancho Corporation
- 1966.11 ► Chairman Shinpachiro Nishimura passed away on November 3
- 1966.11 ► Started joint venture P.T. Tancho Indonesia in Jakarta, Indonesia (now consolidated subsidiary PT Mandom Indonesia Tbk)

1970-

- 1970. 6 ► Received a commendation from the Minister of International Trade and Industry (now Minister of Economy, Trade and Industry) for its economic contributions as an export company (also received this commendation again in 1971 and 1972)
- 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
- 1971. 4 ► Company name changed to Mandom Corporation
- 1972.10 ► Established Japan Doctor Renaud Cosmetics Company (now consolidated subsidiary Piacelabo Corporation)
- 1976. 3 ► Construction of Fukusaki Factory completed; commenced operations
- 1978. 5 ► Switched from distributors to direct sales
- 7 ► Launched the new Gatsby and Spalding product lines, the first time in Japan's cosmetics industry that two major lines were introduced simultaneously

1980-

- 1980. 4 ► Switched from direct sales to distributors
- 8 ► Ikuo Nishimura appointed president
- 1982. 4 ► Commenced Mandom Corporation's first five-year Middle-Range Planning (MP Project)
- 9 ► Commenced sale of Pagliacci lineup through beauty salons throughout Japan
- 10 ► Launched Pixy women's cosmetics in Indonesia
- 1983. 4 ► Introduced new CI system
Changed company logo
- 1984. 4 ► Adopted information card system
- 7 ► Launched Pucelle My Lip, the Company's first product geared to the women's cosmetics market
- 1985. 2 ► Established Mic Corporation to enter the women's cosmetics market via door-to-door sales
- 3 ► Commenced the first over-the-counter sales of hair foam for men and the third round of full-scale renewal of the Gatsby brand
- 1986. 1 ► Established External Corporate Auditors
- 9 ► Completed construction of a factory specializing in aerosol products at the Fukusaki Factory

- 1987. 4 ► Commenced Mandom Corporation's second three-year Middle-Range Planning
- 11 ► Launched women's cosmetic item Pixy Moisture Lipstick in Indonesia
- 1988. 2 ► Started a joint venture in Singapore (now consolidated subsidiary Mandom Corporation (Singapore) Pte. Ltd.)
- 11 ► Mandom Corporation shares traded on the over-the-counter market
- Issued 500,000 shares, increasing capital
- 1989. 3 ► Received ECO Mark certification for foam products from the Japan Environment Association for the first time in the industry
- 9 ► Launched Lúcido, a lineup of fragrance-free men's cosmetics products, unprecedented in the industry
- Japan Doctor Renaud Cosmetics Company was changed to Piacelabo Corporation
- 12 ► Started a joint venture in Taiwan (now consolidated subsidiary Mandom Taiwan Corporation)

1990-

- 1990. 4 ► Commenced Mandom Corporation's third three-year Middle-Range Planning
- Started a joint venture in Thailand (now consolidated subsidiary Mandom Corporation (Thailand) Ltd.)
- 7 ► Prices revised due to abolishment of sales subsidies
- 1991. 4 ► Completed construction of Mandom Tokyo Building
- 1992. 2 ► Started a joint venture in the Philippines (now consolidated subsidiary Mandom Philippines Corporation)
- 9 ► Established M-ZA Corporation, a company with cosmetics procured through selective distribution
- 1993. 2 ► Construction completed on the first stage of new Head Office building; commenced operations in the new building
- 4 ► Commenced Mandom Corporation's fourth three-year Middle-Range Planning
- 7 ► Started a joint venture in Hong Kong (now an equity-method affiliate Sunwa Marketing Co., Ltd.)
- 9 ► Launched Lúcido-L, a lineup of fragrance-free products for women
- P.T. Tancho Indonesia listed on the Jakarta Stock Exchange (currently the Indonesia Stock Exchange)
- 10 ► Established Guinot Japan Corporation, a sales company that distributes French cosmetics for esthetic salons
- 1994. 6 ► New Head Office building completed upon finishing second phase construction
- 1995. 6 ► Motonobu Nishimura appointed president of Mandom Corporation
- Established External Director
- 1996. 4 ► Commenced Mandom Corporation's fifth three-year Middle-Range Planning
- Established Beaucos Corporation, which imports and processes cosmetics for group companies
- Launched "Mandom World," the Group's website on the Internet
- 12 ► Started a joint venture in China (now consolidated subsidiary Zhongshan City Rida Cosmetics Co., Ltd.)
- 1997. 1 ► Started a joint venture in Malaysia (now consolidated subsidiary Mandom (Malaysia) Sdn. Bhd.)
- 4 ► Established Konan Service Corporation (now mbs Corporation)
- 1998. 8 ► Repurchased 1.7 million shares of Mandom common stock on the open market



1999. 1 ▶ Launched System E/O, a line of skin treatment for women with sensitive skin through mail-order sales
 3 ▶ Achieved ¥10 billion sales of Gatsby products, a first in the Japanese cosmetics industry for men's products
 4 ▶ Commenced Mandom Corporation's sixth three-year Middle-Range Planning
 8 ▶ Started a joint venture in South Korea (now consolidated subsidiary Mandom Korea Corporation)

2000-

2000. 5 ▶ Ikuo Nishimura, Director and Corporate Advisor of Mandom Corporation, passed away on May 23
 8 ▶ Mandom Corporation's share trading unit lowered from 1,000 shares to 100 shares
 11 ▶ Fukusaki Factory and Logistics Center certified to ISO14001, the international standard for environmental management systems
 2001. 3 ▶ Commenced operations at PT Mandom Indonesia Tbk's Cibitung Factory
 ▶ Launched Gatsby Hair Color series, developing a market for men's hair color products
 6 ▶ Adopted Executive Officer system
 8 ▶ Repurchased 2.33 million shares of Mandom common stock on the open market
 2002. 1 ▶ Listed on the Second Section of the Tokyo Stock Exchange
 3 ▶ Completed construction of the Mandom Group's Tokyo Nihonbashi Building
 ▶ Gatsby Hair Color commercial voted best overall in a survey carried out by CM Databank in the Tokyo metropolitan area
 4 ▶ Commenced Mandom Corporation's seventh three-year Middle-Range Planning
 5 ▶ Started marketing Gatsby and Lúcido-L simultaneously in Asia
 2003. 1 ▶ Honorary Advisor Hikoji Nishimura passed away on January 25
 3 ▶ Designated for listing on the First Section of the Tokyo Stock Exchange
 ▶ Issued 1.65 million shares, increasing capital
 10 ▶ Achieved "zero emission" status at the Fukusaki Factory
 ▶ PT Mandom Indonesia Tbk won the Economic Value Added (EVA) Award in Indonesia (also received awards in 2004, 2005, and 2006)
 2004. 2 ▶ Recalled Gatsby Ex Hi-Bleach, a Mandom product, due to a burn injury accident
 3 ▶ Acquired Occupational Health and Safety Management System (OHSAS 18001) certification at the Fukusaki Factory, Logistics Center, and Production Engineering Division
 10 ▶ Outsourced third-party logistics (3PL) operations to Nippon Express Co., Ltd.
 2005. 2 ▶ Executed an absorption merger of M-ZA Corporation, a wholly owned subsidiary
 3 ▶ Transferred all stocks of Mic Corporation, a wholly owned subsidiary, to BHL SA.
 4 ▶ Commenced Mandom Corporation's eighth three-year Middle-Range Planning
 6 ▶ Terminated retirement benefits for directors and corporate auditors
 11 ▶ Developed a preservative-free product incorporating "alkanediol"
 ▶ Launched Perfect Assist 24, Mandom's first proprietary cosmetic product for women
 2006. 8 ▶ Launched Gatsby Moving Rubber and commenced the sixth

- round of full-scale renewal of the Gatsby brand
 2006. 8 ▶ Acquired 330,000 shares of treasury stock
 11 ▶ R&D building completed on Mandom headquarters site
 2007. 1 ▶ Revised work rules in response to the introduction of the citizen judge system scheduled to start from 2009
 2 ▶ Received a 12th (2006) Best Disclosure Award from the Tokyo Stock Exchange
 12 ▶ PT Mandom Indonesia Tbk achieved annual sales of 1 trillion rupiah
 2008. 4 ▶ Commenced Mandom Corporation's ninth three-year Middle-Range Planning
 5 ▶ Established Mandom China Corporation (a consolidated subsidiary) in China
 2009. 3 ▶ Reorganized sales offices in the Tokyo metropolitan area (sold the Mandom Tokyo Building, Mandom Group Tokyo Nihonbashi Building, and the Mandom Nihonbashi Bakurocho Building)
 4 ▶ Executed absorption mergers of Beauco Corporation and mbs Corporation
 7 ▶ Acquired 88,800 shares of treasury stock

2010-

- 2010.10 ▶ Transferred all the stocks of Guinot Japan Corporation, a wholly owned subsidiary, to Wamiles Cosmetics Inc.
 2011. 2 ▶ Commenced full-scale renewal of Lúcido as an aging care brand
 4 ▶ Commenced Mandom Corporation's 10th three-year Middle-Range Planning
 8 ▶ Launched the Gatsby global website and Facebook page on the Internet
 ▶ Launched Bifesta, a cosmetics brand for women
 2012. 3 ▶ Established Mandom Corporation (India) Pvt. Ltd. (consolidated subsidiary) in India
 2013. 8 ▶ Released Gatsby brand Hair Jam as a new styling offering following on the heels of wax
 2014. 2 ▶ Launched the Lúcido Deodorant series aimed at combating body odors that develop during middle age
 3 ▶ Extended Fukusaki Factory's production building
 4 ▶ Commenced Mandom Corporation's 11th three-year Middle-Range Planning
 2015. 1 ▶ Established Mandom Vietnam Company Limited (consolidated subsidiary) in Vietnam
 6 ▶ Relocated head office and factory of PT Mandom Indonesia Tbk from Jakarta to Bekasi
 7 ▶ Established the Laboratory of Advanced Cosmetic Science at Osaka University
 ▶ Fire accident at a PT Mandom Indonesia Tbk plant, resulting in loss of life
 10 ▶ Announced "Corporate Governance Guidelines"
 2016.10 ▶ At the Laboratory of Advanced Cosmetic Science, discovered human sweat gland stem cells and succeeded in regenerating a sweat gland-like structure in vitro
 2017. 4 ▶ Revised the Mission, and formulated VISION 2027 which outlines where the Company it aspires to be in 2027, the 100th anniversary.
 ▶ Commenced Mandom Corporation's 12th three-year Middle-Range Planning
 ▶ Introduced work-from-home as one part of its workstyle reform initiative
 10 ▶ Executed stock split (split each common share into two)

