

History of Value Creation

Mandom Corporation's history began in 1927 as Kintsuru Perfume Corporation, which inherited the trademark for high-grade domestic perfume "Kintsuru Perfume."

Shinpachiro Nishimura, the founder, worked to spread cosmetics under the principle of "Value for Money," and that spirit has been passed down to this day.

Since then, Mandom has continually offered consumers a host of unique products always perfectly suited to the lifestyles of the times, launching various industry-first products and growing the market in Japan and other Asian countries.

We will continue to pursue Dedication to Service (Oyakudachi) for consumers all over the world guided by our original concepts of Health, Cleanliness & Beauty.



Founder
Shinpachiro Nishimura

Founding Spirit – Spreading high-quality and low-cost products

Spreading high-quality products and having them used by as many people as possible will lead to social contribution.

■ Domestic net sales ■ Overseas net sales

* Post-1997 consolidated base

* Changed the Company's accounting policy from fiscal 2018



1927

Established Kintsuru Perfume Corporation



1960s First Business Crisis

Alcohol-based liquid hair styling products came to market
Performance of the Company was sluggish due to being unable to respond to changes in consumer wants as a result of not letting go of the success of tique and pomade

1980s Second Business Crisis

Transitioned to a direct sales structure in 1978, but with ballooning costs, things came to a standstill in two years, and eventually the decision was made to return to sales through distributors. The crisis left a long-standing impact, particularly with respect to having to reduce personnel.

1933

Launched Tancho Tique



1970

Launched the Mandom Series



1982

Commenced the first MP

Developed Mandom terminology such as "Oyakudachi (Dedication to Service)" and "Seikatsusha (Consumers)."

► Overseas Business

1958

Commenced operations at technical tie-up factory in the Philippines



1969

Established a joint venture in Indonesia



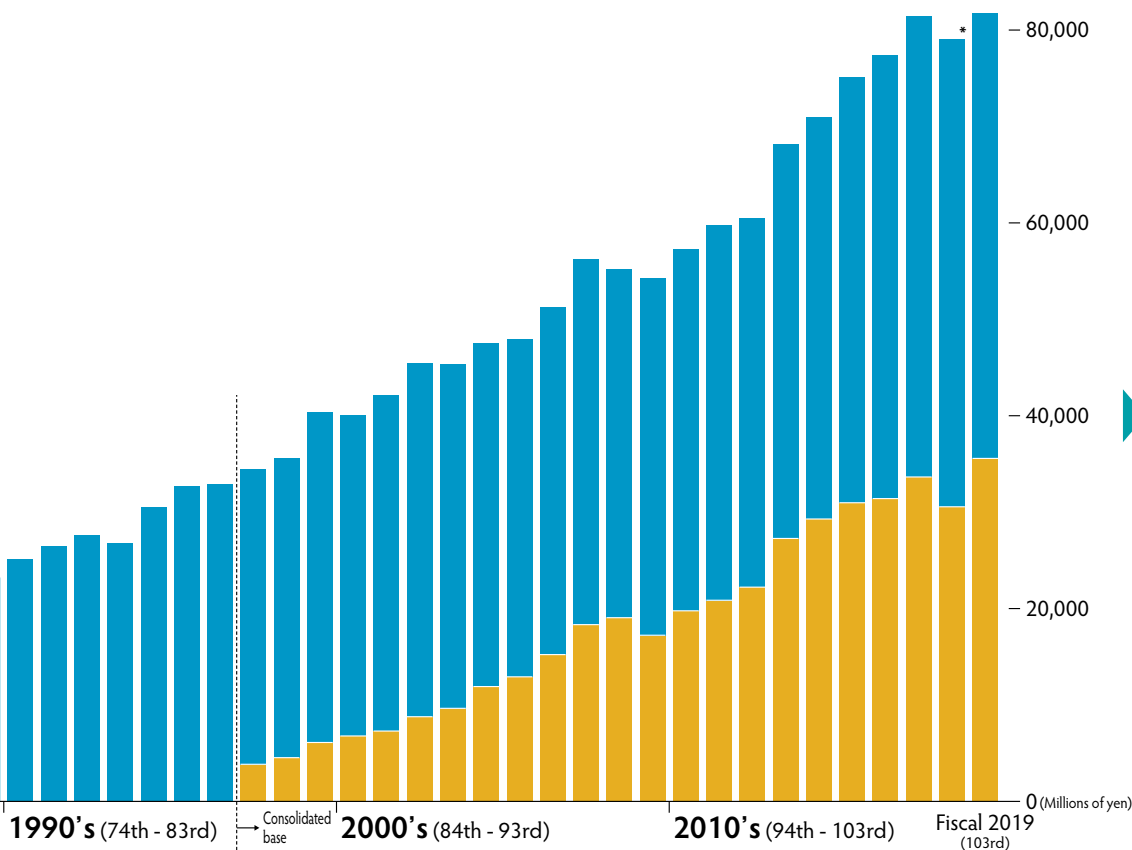
Strengthened Overseas

1988
Singapore

1990
Thailand

1989
Taiwan

1992
The Philippines



What the Company
aspires to be in 2027,
the 100th
anniversary
of its founding

**VISION
2027**

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Created a market and expanded results by offering new grooming options



1985

Commenced the first over-the-counter sales of Gatsby hair foam for men



LÚCIDO

1989

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



1994

Launched men's hair styling product Gatsby Water Gloss in Indonesia Expanded product line for various sizes; became widely known, primarily for the sachet-size version



1995

Launched women's cosmetic item Pixy Two Way Cake in Indonesia



1996

Launched Gatsby facial cleansing paper Introduced a new way of grooming



2001

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

2017

Revised the Mission and formulated VISION2027

2019

The first M&A since founding Acquired shares of ACG International

Acquired Assets

Only One Marketing

Knowledge in Men's Cosmetics Field

Overseas Expansion Focused on Asia

"Unique Research" and "Reliable Technology"

Production System with Three Manufacturing Bases

Highly-Engaged Human Resources (Employees)

Developments

- 1993**
Hong Kong
- 1997**
Malaysia
- 2008**
China
- 2015**
Vietnam

- 1996**
China
- 1999**
South Korea
- 2012**
India

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