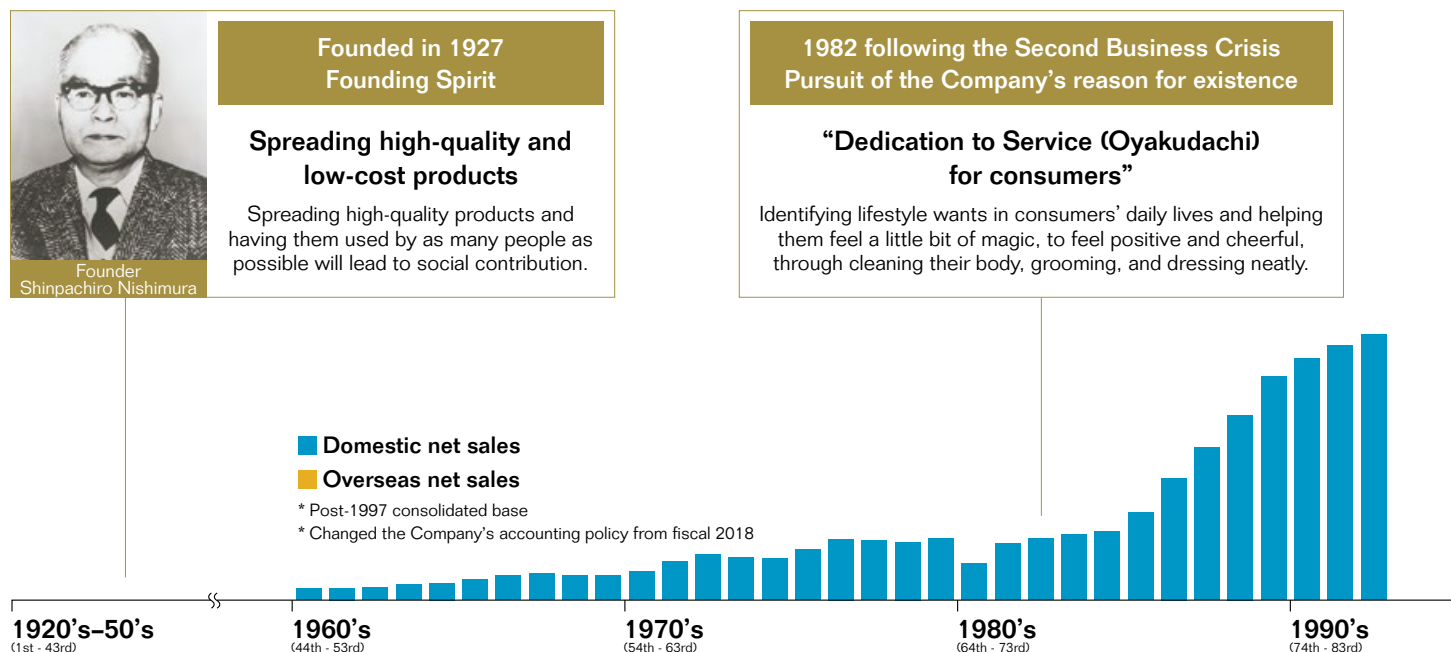


Dedication to Service (Oyakudachi) Continuing

Shinpachiro Nishimura, the founder, believed that spreading cosmetics would serve society as Dedication to Service (Oyakudachi) under the principle of “High-quality and low-cost products*.”

Since then, the Company has believed that Dedication to Services (Oyakudachi) for consumers through cosmetics is its reason for existence, and expanded Oyakudachi in terms of quantity (sales) in Japan and Asia through Only One Marketing from the perspective of Consumer-led Lifestyle Value Creation, and the creation of new markets that propose new grooming behaviors.

* To provide consumers with products of unique quality and value that exceed the price, and to obtain profit by the spread of the products, thereby maintaining social significance.



1927

Established Kintsuru Perfume Corporation



1960's 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

1980 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 in the Philippines



1969

Established a joint venture in Indonesia



Strengthened Overseas Developments

1988

Singapore

1989

Taiwan

1990

Thailand

1992

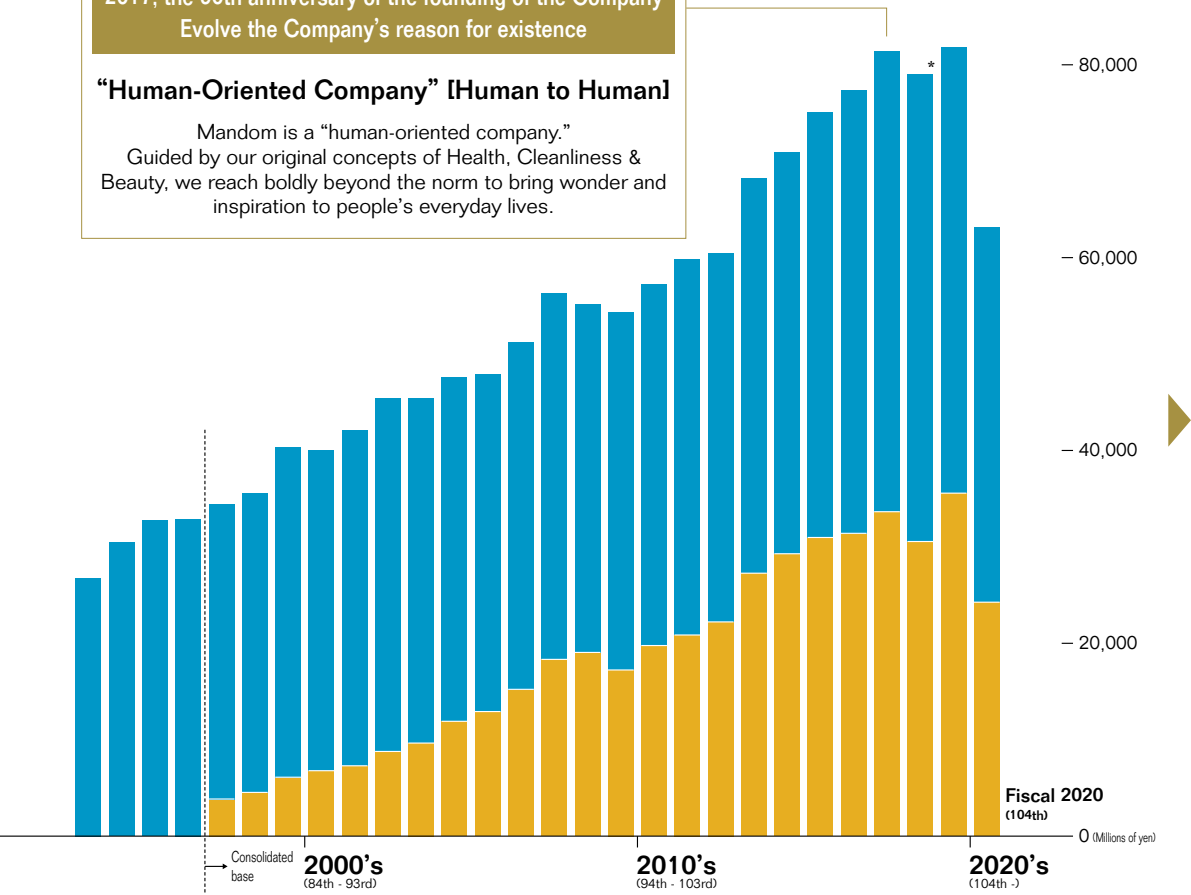
The Philippines

Constantly Since Founding

2017, the 90th anniversary of the founding of the Company
Evolve the Company's reason for existence

“Human-Oriented Company” [Human to Human]

Mandom is a “human-oriented company.”
Guided by our original concepts of Health, Cleanliness & Beauty, we reach boldly beyond the norm to bring wonder and inspiration to people's everyday lives.



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

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

2021
Launched the new VI and corporate slogan

1993
Hong Kong

1997
Malaysia

2008
China

2015
Vietnam

1996
China

1999
South Korea

2012
India

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2019
The first M&A since founding
Acquired shares of ACG International

Acquired Assets
(Mandom's Six Strengths)

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)

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