

Sustainability Strategy and Materiality

The Concept of Sustainability in Mandom Group

Mandom Group’s business activities are premised on the basis of sound and sustainable “environment (E)” and “society (S).” However, we are confronted with various issues that have begun surfacing, such as climate change, declining biodiversity, marine plastic pollution and human rights issues in supply chains, which should be addressed appropriately by maintaining solid “governance (G)” that supports the company. Mandom upholds “social responsibility & sustainability” as its philosophy, which itself is equivalent to sustainability of Mandom Group. To solve social and environmental issues, we will adhere to sustainable management (ESG management + SDGs management), working out sustainability policies and identifying material issues (materiality) in sustainability

to provide further Dedication to Service (Oyakudachi) to consumers and create new corporate values through business operation.

Social Responsibility & Sustainability

Our social responsibility extends beyond coexistence with society. We pay serious attention to the views and ideas of people from all walks of life and initiate dialogues with them in recognition of and respect for the diversified values and lifestyles of all members of society.

We aim to create a better, more sustainable society by addressing social issues from a global perspective and by working out solutions with our stakeholders through our core businesses.

Sustainability Policies

We will promote unique sustainable management to balance enriching daily life and solving social issues through our concepts of Health, Cleanliness, Beauty and Fun.

Themes of Unique Sustainable Management

Theme	Description
Creating strong ties with consumers by strengthening/expanding Dedication to Service	We will focus on two aspects of Dedication to Service (Oyakudachi), maximizing satisfaction of consumers and increasing contact with them, by creating unique new value and providing this to consumers through products, communication and distribution.
Training human resources that form a society, promoting active engagement of a diverse cohort of employees	We will train all employees to be diverse “human assets,” who should take an active part in rewarding work and contributing to the corporate future and society through Dedication to Service.
Contributing as a good corporate citizen to delivering a sustainable society	We will dedicate ourselves to the realization of a sustainable society by analyzing the impact of all our business activities, including supply chains, as well as products and services, on the global environment and society from a long-term perspective.
Taking measures to be a going concern	Through social responsibility & sustainability, we will continue to develop as a company recognized by all stakeholders for its value, with the dynamism to survive in any era.

Relationship between the 4 Themes

Creating strong ties with consumers by strengthening/expanding Dedication to Service






Training human resources that form a society, promoting active engagement of diverse human resources

Contributing as a good corporate citizen to delivering a sustainable society

The last theme is the basis on which three other themes will be developed in a medium- to long-term plan

Taking measures to be a going concern

Material Issues (Materiality) in Sustainability

Materiality	Commitment	Related SDGs
Future challenges to be addressed by taking advantage of our strength and creating values		
Creating an easy-to-enjoy grooming culture	Based on our original concept of “Health, Cleanliness, Beauty and Fun” that is, the basic parts of “Health, Cleanliness and Beauty” combined with “Fun,” we will make consumers have fun and feel satisfied with everyday life through products and services that only Mandom can provide.	
Expanding Dedication to Service to a diversity of consumers	We will respond appropriately to changing senses of values and consumption behavior of consumers and maintain an environment in which consumers can look and choose the products and services that serve and satisfy a billion customers on earth.	
Realizing mutual growth of employees and the company	We will promote work-style reform to improve “productivity per unit,” “growth of individuals and job satisfaction” and “creativity” so that all employees as “human assets” may support the company and society.	
Issues to be addressed to realize a sustainable society and company		
Actions for sustainable global environment	Switching over to a recycling-based society in our view, we will take measures to reduce our environmental burden at all stages of the life cycle of products, including less dependence on plastics. Regarding reduction of greenhouse gas emissions, we hope to realize virtually zero greenhouse gas emissions by 2050.	
Sustainable procurement of raw materials	We will procure palm oil, paper, etc. ethically. Our action ranges from protection of forests and biodiversity to execution of corporate social responsibility by sustaining natural and labor environments and respecting human rights throughout all supply chains.	
Maintaining/enhancing the corporate base	Our everlasting mission is expanding and strengthening our Dedication to Service, which is feasible on the assumption that we are a going concern. Besides ensuring safety and security, we will strengthen the business systems based on our philosophy.	

Process of Identifying Key Issues (Materiality) Over Sustainability

Step 1	List the threats/risks and opportunities surrounding the Company based on social trends
Step 2	Extract themes of initiatives based on threats/risks and opportunities
Step 3	Themes of initiatives and identifying “key themes of initiatives” from the following matters <ul style="list-style-type: none"> Key matters in Household & Personal Products sector set by external organizations* Framework of Company Mission and each strategy Degree of Impact on the Company business
Step 4	Have dialogues on the key themes of initiatives identified in STEP 3 with external experts (14 persons across nine companies)
Step 5	Submit the Key Issues (Materiality) Over Sustainability revised following the dialogues in STEP 4 to Sustainability Promotion Committee (→P.40) for approval

* External organizations: FTSE, MSCI, SASB