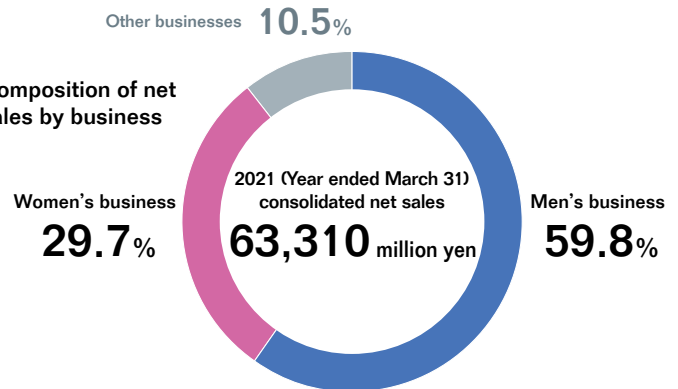


Brand Expansion

The Mandom Group has five strategic business areas, with operations concentrated in two cosmetics businesses—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 businesses" (professional use business, other business and international trading business)

Composition of net sales by business



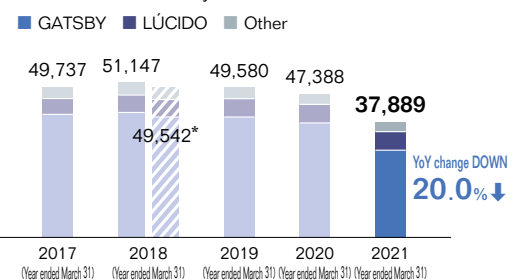
Men's business

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

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

Notes: Beginning from the fiscal year ended March 31, 2019, some items that had been treated as expenses have been deducted from net sales at overseas consolidated subsidiaries included in financial statements conforming to IFRS.

Net sales (Millions of yen)



* Calculated using the same criteria as the fiscal 2019 (Year ended March 31)

GATSBY

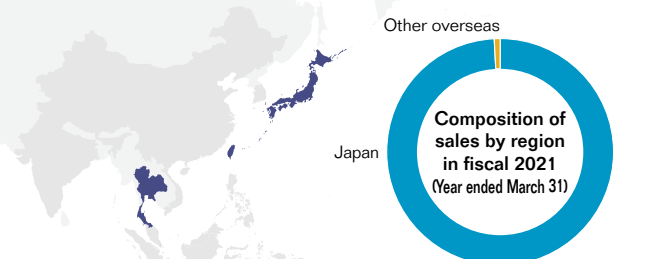
Japan Overseas



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

LÚCIDO

Japan Overseas



A men's smart aging cosmetic brand targeting middle-aged men.

► **Overseas Development Regions** (as of May 31, 2021)

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	●	●	●	●	●	●	●	●	●	●	●	●

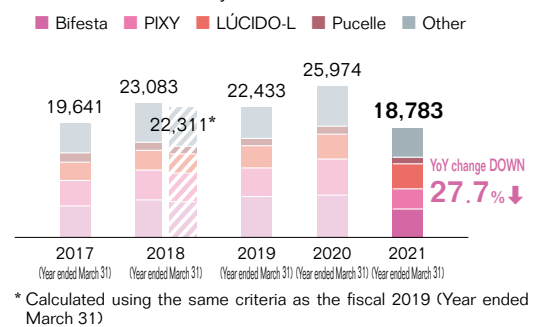
► Women's business

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**

Notes: Beginning from the fiscal year ended March 31, 2019, some items that had been treated as expenses have been deducted from net sales at overseas consolidated subsidiaries included in financial statements conforming to IFRS.

► **Net sales** (Millions of yen)



Bifesta



A cleansing and facial wash brand to help provide busy modern women with beautiful skin
Rolling out horizontally across various countries as a Japanese brand.

PIXY



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

LÚCIDO-L



A hair styling and hair care brand targeted to young women.
Rolling out across Japan and in other Asian countries.

PUCELLE



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