

# Dedication to Service (Oyakudachi) Continuing Constantly

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”<sup>1</sup>.

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.

<sup>\*1</sup> To provide consumers with products of unique quality and value at an appropriate price, and to obtain profit by the spread of the products, thereby maintaining social significance.



Founder  
Shinpachiro Nishimura

**Founded in 1927**  
**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.

**1982 following the Second Business Crisis**  
**Pursuit of the Company's reason for existence**

**“Dedication to Service (Oyakudachi) for consumers”**

Identifying lifestyle wants in consumers' daily lives and helping them feel a little bit of magic, to feel positive and cheerful, through cleaning their body, grooming, and dressing neatly.



## 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

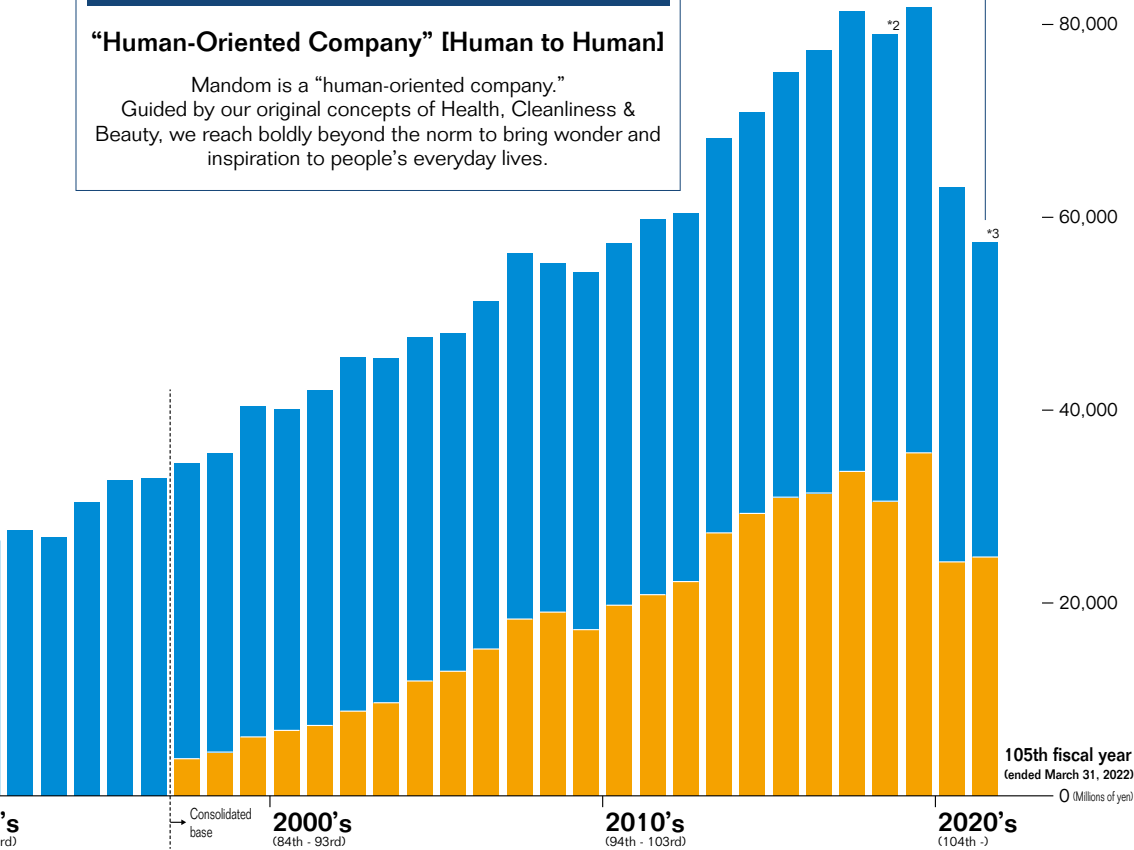
# Since Founding

**2021**  
Launched the new VI and corporate slogan

**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



**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



**2006**

Launched Gatsby Moving Rubber, which became a signature series in the men's styling market



**2011**

Launched Bifesta, a cosmetics brand for women  
Full-scale introduction to the skincare market

**2019**

### The first M&A since founding

Acquired shares of ACG International Sdn. Bhd.



## 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)**

→ From P.23

**1993**

Hong Kong

**1997**

Malaysia

**2008**

China

**2015**

Vietnam

**1996**

China

**1999**

South Korea

**2012**

India

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