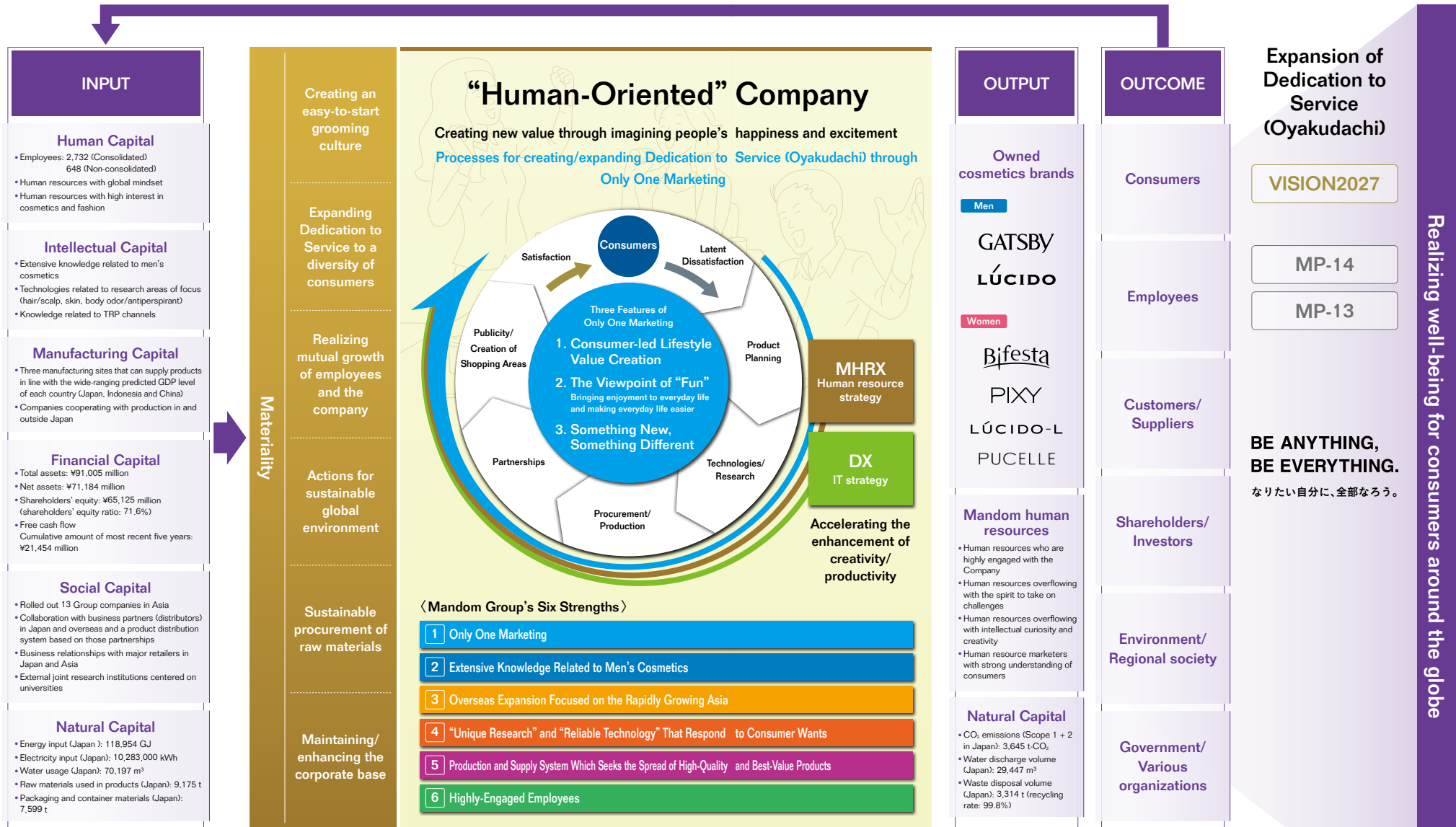


Mandom Group's Human-Oriented Value Creation Model



Sustainable Management

We promote unique sustainable management that ensures both enrichment on an everyday basis and solution of social issues through our concepts of Health, Cleanliness, Beauty and Fun.

Mission Framework

“MISSION,” “PRINCIPLES,” and “SPIRIT”

〈Mandom Group's Six Strengths〉

- 1 Only One Marketing
- 2 Extensive Knowledge Related to Men's Cosmetics
- 3 Overseas Expansion Focused on the Rapidly Growing Asia
- 4 "Unique Research" and "Reliable Technology" That Respond to Consumer Wants
- 5 Production and Supply System Which Seeks the Spread of High-Quality and Best-Value Products
- 6 Highly-Engaged Employees