# Mandom Group's Human-Oriented Value Creation Model

## **INPUT**

#### **Human Capital**

- Employees: 2,732 (Consolidated) 648 (Non-consolidated)
- · Human resources with global mindset . Human resources with high interest in

cosmetics and fashion

# Intellectual Capital

- Extensive knowledge related to men's
- · Technologies related to research areas of focus (hair/scalp, skin, body odor/antiperspirant)
- Knowledge related to TRP channels

## Manufacturing Capital

- . Three manufacturing sites that can supply products in line with the wide-ranging predicted GDP level of each country (Japan, Indonesia and China)
- . Companies cooperating with production in and outside Japan

#### **Financial Capital**

- Total assets: ¥91,005 million • Net assets: ¥71,184 million
- . Shareholders' equity: ¥65,125 million
- (shareholders' equity ratio: 71.6%)
- · Free cash flow Cumulative amount of most recent five years: ¥21 454 million

## Social Capital

- · Rolled out 13 Group companies in Asia
- . Collaboration with business partners (distributors) in Japan and overseas and a product distribution system based on those partnerships
- · Business relationships with major retailers in Japan and Asia
- · External joint research institutions centered on universities

#### **Natural Capital**

- Energy input (Japan ): 118.954 GJ
- · Electricity input (Japan): 10,283,000 kWh
- Water usage (Japan): 70,197 m3
- Raw materials used in products (Japan): 9,175 t
- · Packaging and container materials (Japan):

Dedication to Service to a diversity of

Realizing mutual growt and the

Actions for sustainable global environment

Sustainable raw materials

Maintaining/ enhancing the corporate base

## "Human-Oriented" Company Creating new value through imagining people's happiness and excitement Processes for creating/expanding Dedication to Service (Oyakudachi) through Only One Marketing Latent Dissatisfaction Three Features of Only One Marketing Publicity . Consumer-led Lifestyle Product Creation of **Value Creation** Planning Shopping Areas MHRX 2. The Viewpoint of "Fun" luman resourc Bringing enjoyment to everyday life and making everyday life easier strategy 3. Something New. Something Different DX Partnerships Technologies/ Procurement Accelerating the Production enhancement of creativity/ productivity (Mandom Group's Six Strengths) 1 Only One Marketing 2 Extensive Knowledge Related to Men's Cosmetics "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

# OUTPUT

Owned cosmetics brands

Men

**GATSBV** LÚCIDO

**Bifesta** 

# Mandom human

- Human resources overflowing
- · Human resource marketers with strong understanding of consumers

## **Natural Capital**

- · Water discharge volume (Japan): 29,447 m<sup>3</sup>
- rate: 99.8%)

# **OUTCOME**

Consumers

**Employees** 

Customers/

Suppliers

Shareholders/

Investors

Environment/

Regional society

PIXY

LÚCIDO-L **PUCELLE** 

# resources

- · Human resources who are highly engaged with the Company
- · Human resources overflowing with the spirit to take on challenges
- with intellectual curiosity and creativity

- CO<sub>2</sub> emissions (Scope 1 + 2 in Japan): 3,645 t-CO<sub>2</sub>
- Waste disnosal volume (Japan): 3,314 t (recycling

## **Expansion of Dedication to** Service (Oyakudachi)

VISION2027

MP-14

MP-13

BE ANYTHING. BE EVERYTHING.

なりたい自分に、全部なろう。

Government/ Various organizations

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"