

Mandom's Strengths at a Glance with Numbers



Founding

98th year

100th anniversary in 2027
(Founded on December 23, 1927)

Founded as "Kintsuru Perfume Corporation" that produces perfumes, Mandom will celebrate its 100th anniversary in December 2027.



Since expanding globally

67th year

Ever since commencing operations with a technical tie-up in the Philippines in 1958, Mandom has long been expanding in Asia and providing Oyakudachi (Dedication to Service).



Expanding globally

12th year

In addition to our 100th anniversary, trade means Mandom is also distributed around North America.

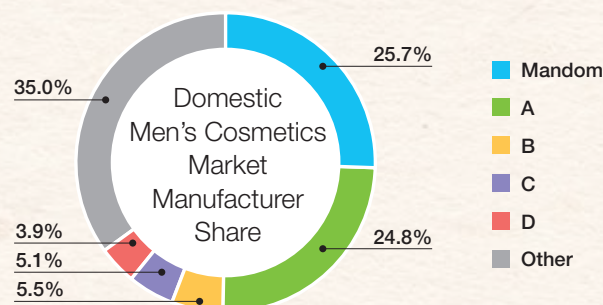


Japan Domestic men's cosmetics market manufacturer share

No.1 25.7%
(2023 24.4%)

INTAGE SRI+ (monetary amount)
Period: April 2024 – March 2025
Business format: All formats

Competition in the market remains fierce, but in FY2024, we were once again chosen by Consumers and proudly achieved No.1.



GATSBY

No.1 brand in the domestic men's hair styling product market

anding
lly from



**Overseas
sales ratio**



**Brand awareness of
GATSBY in Indonesia**

areas

47.0%

(as of end of March 2025)

70.9%

(2024)

16–30 year-old consumers

2 areas of operation,
om products are
ound Africa and

The overseas sales ratio is on an upward trend and is expected to approach 50% as of the end of March 2025. Mandom is proving greater Oyakudachi (Dedication to Service) overseas.

GATSBY originated in Japan, but Indonesia has the leading brand recognition.

Strengths at th Numbers

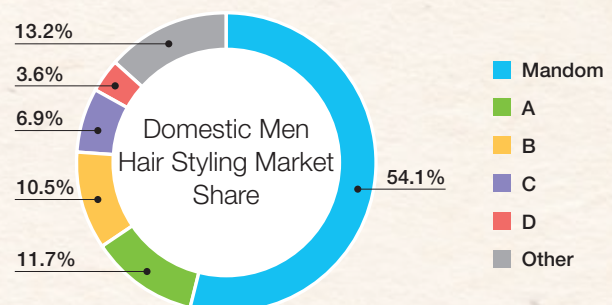


**Domestic men's hair styling
market share**

No.1 54.1%
(2023 55.0%)

INTAGE SRI+ (Amount)
Period: April 2024 – March 2025
Business format: All formats

In recent years, many new brands have entered the men's hair styling market, but we maintain an unshakable No.1 share.



Product market for 19 consecutive years

Men's hair styling product market (amount)
Period: INTAGE SRI April 2006 – December 2016 /
INTAGE SRI+ January 2017 – March 2025
Business format: All formats