

**Mandom will integrate its Group marketing function in
Aoyama, Tokyo.
- Aiming to maximize the “creation of new value”
by the Group. -**

Mandom Corporation (Headquarters, Osaka; President Executive Officer & Director, Motonobu Nishimura) celebrated its 90th anniversary in December 2017, revised the company philosophy on this occasion, and established VISION 2027, which depicts the ideal conditions for Mandom Corporation in 2027. In order to achieve the goal, Mandom Corporation will define its desired future and then work backwards to determine what to do, and it will engage in challenge, change, and innovation.

Mandom Corporation will integrate marketing functions that were spread between the Osaka Head Office and Tokyo into Aoyama, Tokyo in order to achieve the goals indicated in the company philosophy of becoming a “human-oriented” company which is “imagining ways of making people happy (Imagination)” and “creating value that benefits people (Creativity).” In the future, we will strengthen its functions as a Group marketing site and aim to share marketing know-how and create new value by the Group through global personnel exchange, as well as the further promotion of total global marketing.

Furthermore, the Aoyama/Omotesando area is located near Harajuku and Shibuya, where many young people gather, and is a trendsetting site for fashion and gourmet dining. We will designate Aoyama Office not just as a simple “worksite,” but as a “place to create something new and interesting.” We will create an environment where ideas can emerge more easily and where information gathering and transmission capabilities can be improved.

1. Relocation date: Monday, May 14, 2018
2. Marketing departments relocated from Osaka Head Office to Aoyama, Tokyo
 - (1) Product Planning Division, (2) Communication Design Division, (3) International Marketing Division (new), (4) Marketing Division 1, (5) Group Marketing Strategy Division
3. Address of Aoyama Office
TS Aoyama Building 4F and 5F, 5-1-3 Minamiaoyama, Minato-ku, Tokyo

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Contact

mandom corp.
Public Relations Div.
mail: press@mandom.co.jp
Please contact us in Japanese or English.

URL: <https://www.mandom.co.jp/en/>

