

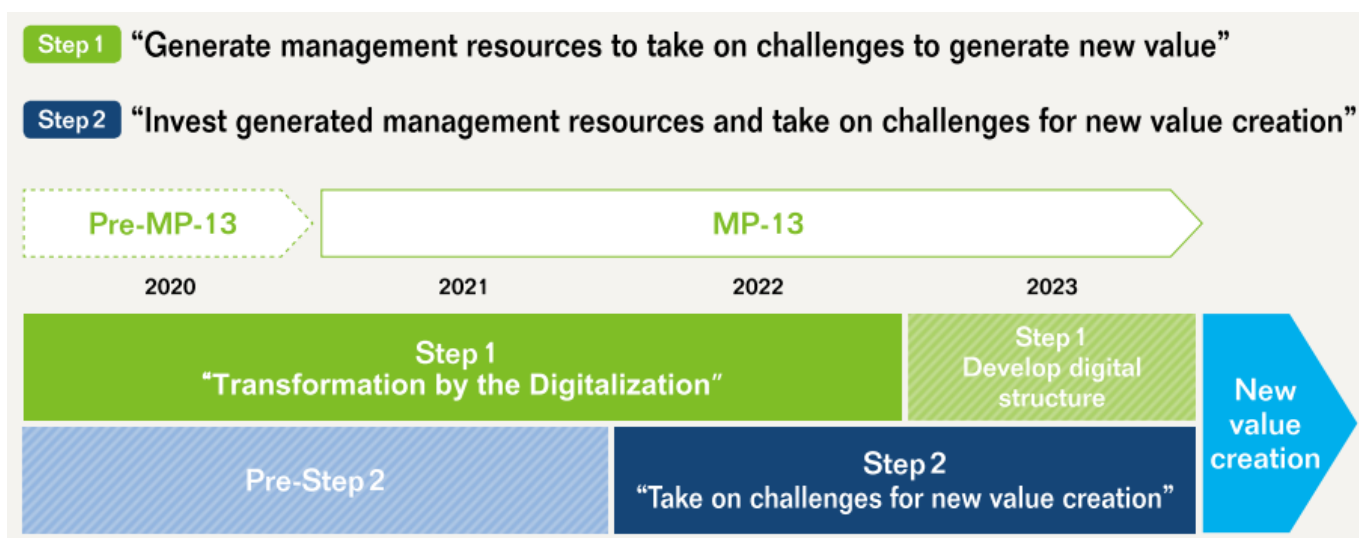
Mandom Gets Recognized by METI as a DX-Certified Operator

On August 1, 2022, Mandom Corporation (Head Office: Osaka City, President Executive Officer: Ken Nishimura) officially became a “DX-Certified Operator” as defined by Japan’s Ministry of Economy, Trade and Industry (METI). This certification shows that Mandom’s DX initiatives and promotion system meet the certification criteria based on METI’s Digital Governance Code (DX Promotion Index), and that the company is disclosing appropriate information to stakeholders, etc.



■About Mandom’s efforts to promote DX

Mandom is promoting DX throughout the entire company as we have set forth “Shift to become a company that creates new value through digitalization and open innovation” in our basic management policies for MP-13 (MP-13 Middle-Range Planning), and established the DX Promotion Committee in May 2021. DX promotion is being developed in two steps. In Step 1, we are generating management resources to take on challenges to generate new value. In Step 2, we are promoting initiatives to create new value based on the management resources generated in Step 1.



[Specific initiatives that have been executed so far in each step]

Step 1: “Generate management resources to take on challenges to generate new value”

- OSHIGOTO DIGITALIZE

Initiatives to improve operations and increase efficiency by having mainly young employees utilize frontline digital technologies.

- Promotion of utilization of RPA (Robotic Process Automation)

Efforts by the RPA Utilization Promotion Team to automate routine work and improve the efficiency of and shorten routine operations.

- Promotion of cross-company BPR (Business Process Re-engineering)

Company-wide initiatives to increase productivity per unit with the aim of reducing total actual working hours throughout the entire company.

Step 2: Invest generated management resources and take on challenges for new value creation

- Begin selection and training of next-generation digital leaders

Fostering talent who are well-versed in the company’s business and can spearhead the creation of new value using digital technologies.

- Digital education for all employees that fosters company culture

Have full-time and contract employees in Japan and overseas understand the background and purpose of promoting DX, and carry out e-learning on understanding an overview of digital technology.

Moving forward, we will continue to promote DX even further in order to “shift to become a company that creates new value through digital transformations” and expand the quality and quantity of the Dedication to Service (Oyakudachi) we provide to our customers.

(Reference)

- About DX promotion at Mandom

<https://www.mandom.co.jp/company/dx.html>

- Mandom Report (P.62 Middle-Range Planning Topic “Feature Article: DX Promotion”

<https://www.mandom.co.jp/en/ir/mandomreport.html>

- METI’S DX Certification System

https://www.meti.go.jp/policy/it_policy/investment/dx-nintei/dx-nintei.html

The DX certification system is a system in which the Japanese government certifies companies that correspond to the basic matters of the Digital Governance Code based on the Act on Facilitation of

Information Processing. The Information-technology Promotion Agency, Japan (IPA) provides various consultation and inquiry services, and conducts certification examination work as the DX Certification System Secretariat involved in this system.