

To all persons concerned

Address of Head Office	5-12, Juniken-cho, Chuo-ku,
Listed Company name	Mandom Corporation
Representative	Ken Nishimura, Representative Director & President Executive Officer
Listed Exchange	TSE Prime Market 4917
Contact	mail: press@mandom.com (Please contact us in Japanese or English.)

## **Announcement of organizational reforms, executive reshuffle, and other personnel changes**

Mandom Corporation announces that it will introduce the following organizational reforms and carry out executive reshuffle and other personnel changes.

### 1. Organizational Restructuring (as of April 1)

#### ■ Organizational reforms

##### ① Reorganization of the marketing-related organizations

Product Marketing Div.1, Product Marketing Div.2, Brand Communication Div., and Sales Marketing Div. will be reorganized into the Core Brand Marketing Div., Growth Brand Marketing Div., Masstige Brand Marketing Div., and Brand Creative Div., respectively.

To enhance our proposal capabilities in the market and to maximize profitability and brand value, we will establish a brand-based structure that integrates processes from product planning through communication. This new structure will strengthen the precision and speed of decision-making and execution, while enabling optimized brand management across the organization. In addition, the Brand Creative Div. will take charge of branding and creative functions both in Japan and overseas, thereby promoting cross-functional growth across all business units.

- Core Brand Marketing Div.  
Integrates the marketing functions for GATSBY and OEM.
- Growth Brand Marketing Div.  
Integrates the marketing functions for LUCIDO, Bifesta, LUCIDO-L, and other women's brands.
- Masstige Brand Marketing Div.  
Integrates marketing functions for masstige brands (e.g., Levätä, Time U).
- Brand Creative Div.  
Responsible for promoting and managing branding and for the production and management of creative materials for each brand in Japan and overseas.

##### ② Elevation of Marketing Strategy Div. to a full division

The company will strengthen the organization's function to formulate group-wide category portfolio strategies and to maximize investment effectiveness, promoting the establishment of company-wide policies for further growth and improved profitability.

③Renaming Corporate Transformation Div. to Business Creation Div.

To clarify its mission as a dedicated division responsible for long-term strategy development for the future group vision and the optimization of the business portfolio, as well as for the exploration of new businesses, the division will be renamed Business Creation Div.

④Abolition of Investor Relations Div.

Investor Relations Div. will be abolished.

2. Changes in Directors (as of April 1)

(1) Changes in roles of Director

(Note) Underlines indicate changes

Name	New position		Present position	
	Title	Roles	Title	Roles
Ken Nishimura	Representative Director & President Executive Officer, Chief Executive Officer (CEO), and Chief Operating Officer Of Japan Businesses(COO)	In charge of Internal Audit Div.	Representative Director & President Executive Officer, Chief Executive Officer (CEO), Chief Operating Officer Of Japan Businesses(COO) and <u>Chief Marketing Officer (CMO)</u>	In charge of Internal Audit Div.

(2) Renaming of CxO

Name	New position		Present position	
	Title	Roles	Title	Roles
Takuji Asada	<u>Chief Technology Officer (CTO)</u>	In charge of Advanced Technology Institute Div., Technology Strategy Div. and Regulatory Strategy & Affairs Div. General Manager of Technology Strategy Div.	<u>Chief Technical Officer (CTO)</u>	In charge of Advanced Technology Institute Div., Technology Strategy Div. and Regulatory Strategy & Affairs Div. General Manager of Technology Strategy Div.

(3) Changes in roles of CxO

Name	New position		Present position	
	Title	Roles	Title	Roles
Masanori Sawada	Chief Financial Officer (CFO)	In charge of Finance Div. General Manager of Finance Div.	Chief Financial Officer (CFO)	In charge of Finance Div. and <u>Investor Relations Div.</u> General Manager of Finance Div.

## (4) Newly appointed CxO

Name	New position		Present position	
	Title	Roles	Title	Roles
Gosuke Omori	<u>Chief Marketing Officer (CMO)</u>	In charge of <u>Core Brand Marketing Div.</u> , <u>Growth Brand Marketing Div.</u> , <u>Masstige Brand Marketing Div.</u> and <u>BX Promotion Div.</u> General Manager of <u>Growth Brand Marketing Div.</u>	<u>Executive Officer</u>	In charge of <u>Product Marketing Div.1</u> , <u>Product Marketing Div.2</u> and <u>BX Promotion Div.</u> General Manager of <u>Product Marketing Div.1</u>

## (5) Changes in roles of Executive Officers

Name	New position		Present position	
	Title	Roles	Title	Roles
Ichiro Kagawa	Executive Officer	In charge of <u>Brand Creative Div.</u> and <u>Public Relations Div.</u> General Manager of <u>Brand Creative Div.</u>	Executive Officer	In charge of <u>Brand Communication Div.</u> and <u>Public Relations Div.</u> General Manager of <u>Brand Communication Div.</u>
Shohei Ishigami	Executive Officer	In charge of <u>Marketing Strategy Div.</u> General Manager of <u>Marketing Strategy Div.</u>	Executive Officer	In charge of <u>Marketing Strategy Div.</u> and <u>Sales Marketing Div.</u> General Manager of <u>Marketing Strategy Div.</u>
Masao Koza	Executive Officer	In charge of <u>Business Creation Div.</u> General Manager of <u>Business Creation Div.</u>	Executive Officer	In charge of <u>Corporate Transformation Div.</u> General Manager of <u>Corporate Transformation Div.</u>

## 3. Changes in Personnel (as of April 1)

Name	New position		Present position	
	Title	Roles	Title	Roles
Noboru Kuraishi	General Manager	<u>Core Brand Marketing Div.</u>	General Manager	<u>Sales Marketing Div.</u>
Gumi Sakai	General Manager	<u>Masstige Brand Marketing Div.</u>	General Manager	<u>Product Marketing Div.2</u>
Hideo Kawakita	General Manager	<u>Executive Secretary Div.</u>	General Manager	<u>Investor Relations Div.</u>
Kenji Kikuchi	General Manager	Risk Management Div.,	General Manager <u>General Manager</u>	Risk Management Div., <u>Internal Audit Div.</u>
Akiko Fukuoka	<u>General Manager</u>	Internal Audit Div.	<u>Specialist</u>	Internal Audit Div.

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