

FAQs

Q Net sales tend to be concentrated in the first half of the year. Why is that?

A In Japan, we derive a high percentage of sales from seasonal summer products. In recent years, this has included face and body wiping sheets. Sales of these products peak between May and August, so sales tend to be higher in the first half of the year.

Q What is the difference between the women's cosmetics business and the women's cosmetries businesses?

A The women's cosmetics business includes the make-up category, with such products as foundation, lipstick and eye shadow, and the skin care category. This includes products for cleansing (to wash away make-up), facial cleaners and skin lotion.

The women's cosmetries business comprises the hair care and body care categories. Hair care products are hair treatments and colorings, while body care includes fragrances, deodorants and body moisturizing products.

Q Do you have any particular period for launching new products?

A In Japan, we typically launch new spring/summer products in late February, while new autumn/winter products are introduced in late August. This coincides with the timing when retailers switch over their product lineups.

Overseas, we have no particular timing.

Q Why did you move into overseas markets so early?

A Around the time that Tancho Tique pomade was a major hit in Japan, we saw that it was also popular among overseas Chinese businessmen traveling to Japan. They would buy large quantities of the product to give away as souvenirs back home, and the product's popularity spread by word of mouth.

Around this time, an overseas Chinese businessman approached us about the possibility of making Tancho Tique pomade locally. As a result, we entered a technical tie-up with a company in the Philippines in 1958.

At the time, we had a strong sense of overseas locations being a market for our products rather than as a place of production. We started out in overseas business with the idea of playing an overseas role through our products.

Q Why has your Indonesian subsidiary grown so large in scale?

A Indonesia was the first market that Mandom made a true commitment to in terms of people, physical goods and money.

Before entering the market, we conducted research on local consumers' needs and wants. We developed products accordingly and produced and sold them at prices the general population could afford. This was the reason our products were taken up in Indonesia.

Another factor was that in collaboration with a local distributor we were able to set up a distribution network covering 13,000 of the islands in the Indonesian archipelago. This is a major advantage.

Company Outline / Stock and Shareholder Information

Company Outline (As of March 31, 2015)

- **Company Name:** Mandom Corporation
- **Head Office:** 5-12 Juniken-cho, Chuo-ku, Osaka, 540-8530, Japan
- **Established:** December 23, 1927
- **Paid-in Capital:** ¥11,395 million
- **Number of Employees:** 2,400 (Consolidated)
522 (Non-consolidated)
- **Businesses:** Manufacture and sale of cosmetics and perfumes, manufacture and sales of quasi-drugs
- **Fiscal Year-End:** March 31
- **General Meeting of Shareholders:**
Ordinary general meeting of shareholders every June
- **Independent Auditor:** Deloitte Touche Tohmatsu LLC

Group Companies (As of March 31, 2015)

Company Name	Location	Main Businesses	Voting Rights	
Piacelabo Corporation	Japan	Sale of cosmetics and other products	100.0%	Consolidated subsidiary
mbs Corporation	Japan	Life and non-life insurance agency services, general services and quality control of domestic Group company products	100.0%	Non-consolidated subsidiary
PT Mandom Indonesia Tbk	Indonesia	Manufacture and sale of cosmetics and other products	60.8%	Consolidated subsidiary
Mandom Corporation (Thailand) Ltd.	Thailand	Sale of cosmetics and other products	100.0%	Consolidated subsidiary
Mandom Philippines Corporation	Philippines	Sale of cosmetics and other products	100.0%	Consolidated subsidiary
Mandom (Malaysia) Sdn. Bhd.	Malaysia	Sale of cosmetics and other products	99.0%	Consolidated subsidiary
Mandom Corporation (Singapore) Pte. Ltd.	Singapore	Sale of cosmetics and other products	100.0%	Consolidated subsidiary
Mandom Taiwan Corporation	Taiwan	Sale of cosmetics and other products	100.0%	Consolidated subsidiary
Sunwa Marketing Co., Ltd.	China (Hong Kong)	Sale of cosmetics and other products	44.0%	Equity-method affiliate
Mandom Korea Corporation	South Korea	Sale of cosmetics and other products	100.0%	Consolidated subsidiary
Zhongshan City Rida Cosmetics Co., Ltd.	China (Zhongshan)	Manufacture and sale of cosmetics and other products	66.7%	Consolidated subsidiary
Mandom China Corporation	China (Shanghai)	Sale of cosmetics and other products	100.0%	Consolidated subsidiary
Mandom Corporation (India) Pvt. Ltd.	India	Sale of cosmetics and other products	100.0%	Consolidated subsidiary

Notes: 1. Investment percentages are rounded off after the first decimal place.
2. The Company established Mandom Vietnam Company Limited, on January 9, 2015. This company is included as consolidated subsidiary from April 2015.

Stock and Shareholder Information (As of March 31, 2015)

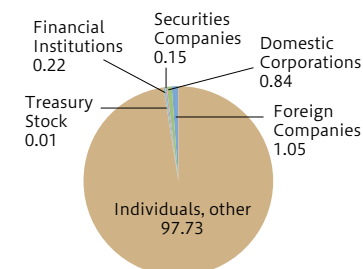
- **Number of Shares Authorized for Issue:** 81,969,700
- **Shares of Common Stock Issued and Outstanding:** 24,134,606
- **Number of Shareholders:** 15,539
- **Stock Listing:** First Section, Tokyo Stock Exchange
- **Securities Code:** 4917
- **Transfer Agent:** The Mitsui Sumitomo Trust and Banking Co., Ltd.

Major Shareholders

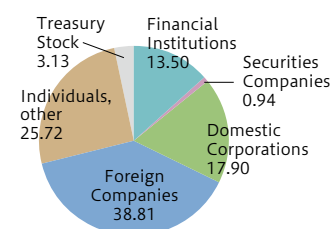
Shareholder name or title	No. of shares owned (Thousands)	Ratio of share ownership (%)
BNP PARIBAS SEC SERVICES LUXEMBOURG/JASDEC/ABERDEEN GLOBAL CLIENT ASSETS	2,859	11.85
Nishimura International Scholarship Foundation	1,800	7.46
Japan Trustee Services Bank Ltd. (trust account)	790	3.28
Mandom Corporation	755	3.13
Motonobu Nishimura	720	2.98
Mandom Employee Shareholding Association	653	2.71
The Master Trust Bank of Japan, Ltd. (trust account)	518	2.15
BNP PARIBAS SEC SVC LONDON/JAS/ABERDEEN INVESTMENT FUNDS ICVC/AGENCY LENDING	516	2.14
GOLDMAN, SACHS & CO. REG	432	1.79
THE BANK OF NEW YORK-JASDEC TREATY ACCOUNT	342	1.42

Notes: 1. Figures less than 1,000 shares have been rounded down.
2. Ratios of share ownership are rounded to the second decimal place.

Common Stock Holdings

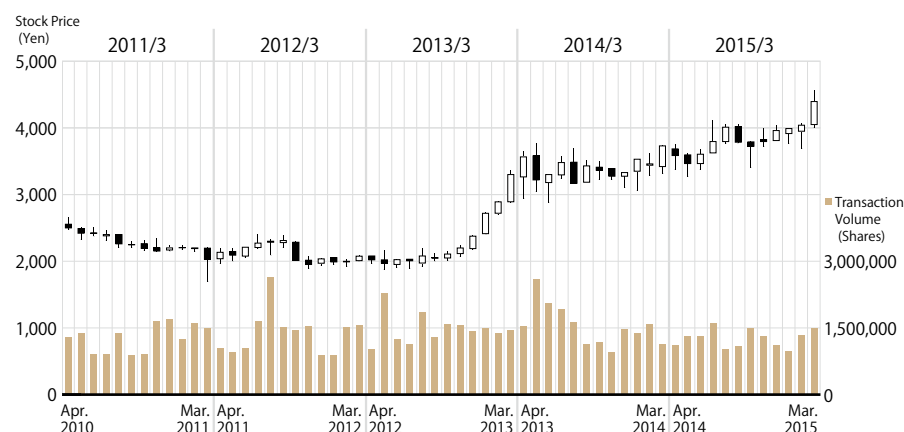


Shareholders by Type (%)



Shareholders by Holding (%)

Stock Price and Transaction Volume



Mandom Group Corporate IR Activities

Based on the Japanese disclosure system, we disclose our corporate information in a timely and proper manner and achieve our accountability goals.

1. As a company listed on the Tokyo Stock Exchange (TSE), we will comply with Japan's Financial Instruments and Exchange Law, TSE's rules of timely disclosure of corporate information and other relevant laws, and regulations and rules.
2. The Japanese disclosure system will be duly observed. In addition, we will disclose our corporate information in a fair, timely, and proper manner at our own discretion, which will promote understanding of the Mandom Group.
3. Sound relationships with a variety of stakeholders will be maintained and further enhanced. We will achieve full accountability for disclosed information.

Contact: Corporate Communications & Investor Relations Division Address: 5-12 Juniken-cho, Chuo-ku, Osaka 540-8530, Japan
E-mail: ir@mandom.co.jp URL: <http://www.mandom.co.jp/english/>