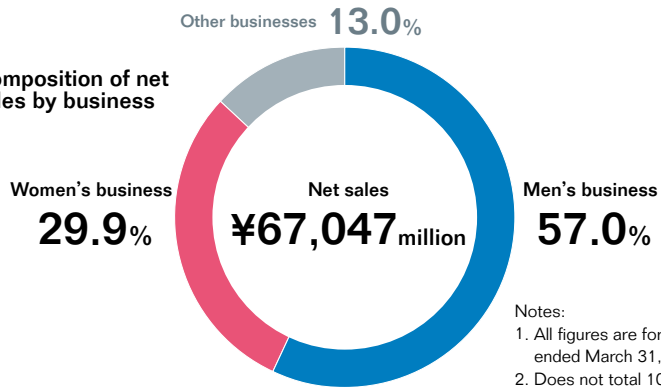


Brands of the Mandom Group

The Mandom Group concentrates its operations in two cosmetics businesses—men’s business and women’s business—through which it responds carefully with a wide range of brands to meet consumer demands.

Composition of net sales by business



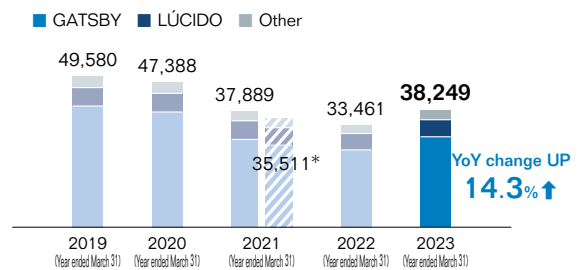
Notes:
1. All figures are for the fiscal year ended March 31, 2023
2. Does not total 100 due to rounding

Men's business

Business offering a range of products including men’s everyday grooming products as well as general fashion items, such as hair styling, face care, and body care products

Target categories: Hair styling/hair coloring/scalp care/
face care/body care

Net sales (Millions of yen)

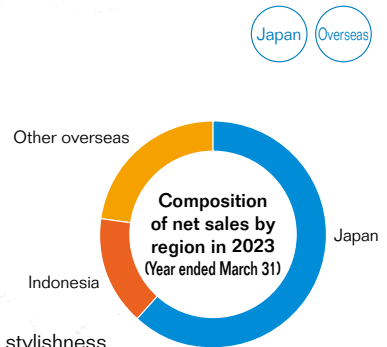


* Calculated using the same criteria as the fiscal year ended March 31, 2022

Note: Beginning from the fiscal year ended March 31, 2019, some items that had been treated as expenses have been deducted from net sales at overseas consolidated subsidiaries included in financial statements conforming to IFRS.

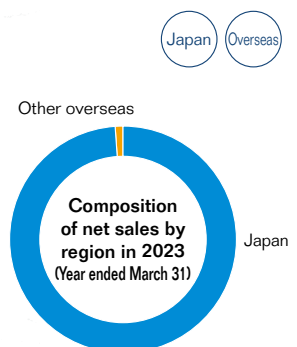
* From the fiscal year ended March 31, 2022, some items that had been treated as expenses have been deducted from net sales of the Japan segment in order to apply the Accounting Standard for Revenue Recognition (ASBJ Statement No. 29), etc.

GATSBY



This is a men’s cosmetics brand that always offers stylishness for the times. Rolling out horizontally across Asia as a core brand of the Mandom Group.

LÚCIDO



A “smart aging cosmetic brand” for the fashion and grooming of middle-aged men 40 and up.

► Overseas Development Regions (as of May 31, 2023)

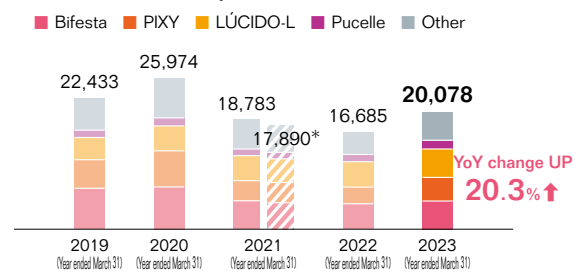
Men's business	Japan	Indonesia	Singapore	Taiwan	Hong Kong	South Korea	Malaysia	Philippines	Thailand	Vietnam	China	India
GATSBY	●	●	●	●	●	●	●	●	●	●	●	●
LÚCIDO	●		●	●	●				●			
Women's business												
Bifesta	●	●	●	●	●	●	●	●	●	●	●	
PIXY		●		●			●	●		●		
LÚCIDO-L	●	●	●	●	●	●	●	●	●	●	●	
Pucelle		●	●	●			●	●		●		

► Women's business

Business offering a range of products spanning everyday women's grooming and fashion items, including hair styling products, body care products, and products to bring a splash of color to the beauty lives of women, such as make-up and skin care items

Target categories: **Make-up/skin care/hair styling/
hair coloring/hair treatment/body care**

► Net sales (Millions of yen)

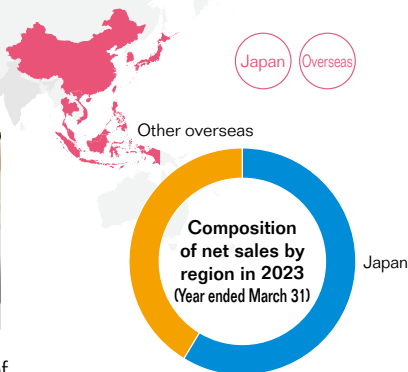


* Calculated using the same criteria as the fiscal year ended March 31, 2022

Note: Beginning from the fiscal year ended March 31, 2019, some items that had been treated as expenses have been deducted from net sales at overseas consolidated subsidiaries included in financial statements conforming to IFRS.

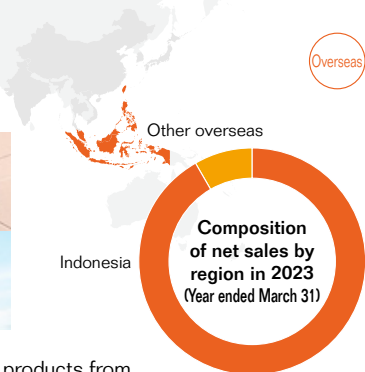
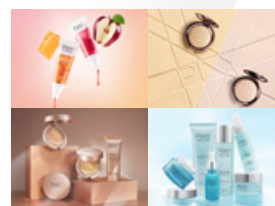
* From the fiscal year ended March 31, 2022, some items that had been treated as expenses have been deducted from net sales of the Japan segment in order to apply the Accounting Standard for Revenue Recognition (ASBJ Statement No. 29), etc.

Bifesta



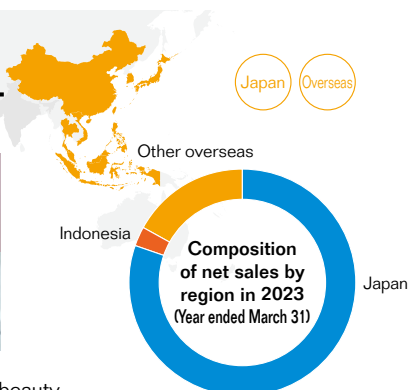
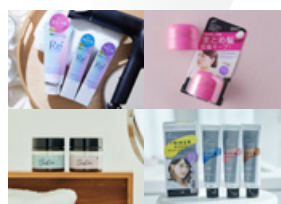
As a brand with the concept of "Beautiful Skin Comes True," it has fans in Japan and various other Asian countries.

PIXY



A brand with a wide range of products from skincare to makeup that pulls out the diverse beauty of Asian women. Rolling out in Indonesia and certain other countries.

LÚCIDO-L



We continually offer new hair beauty cosmetics of reliable quality, rolling them out across Japan and other Asian countries.

PUCELLE



A brand of fragrances and body care products for young women who seek a cosmopolitan, cool beauty style. Centered on fragrances, rolling out in Indonesia and certain other countries.