

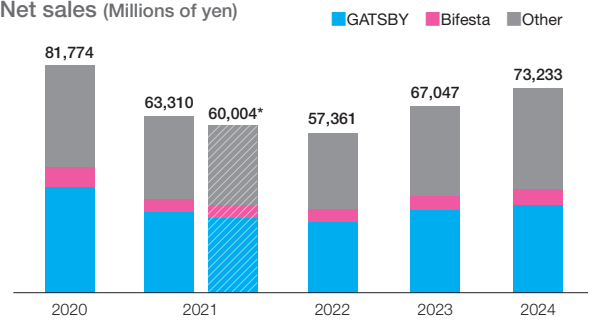
## Brands of the Mandom Group

The Mandom Group responds meticulously to the wants of each consumer and offer a wide range of brands, primarily in Asia.

GATSBY Bifesta

LÚCIDO LÚCIDO-L PIXY SILKYGIRL

Net sales (Millions of yen)



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

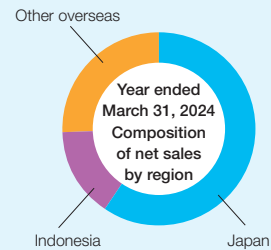
## GATSBY

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

Japan Overseas

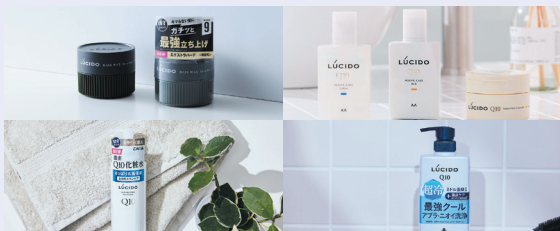


This is a men's cosmetics brand that always offers stylishness for the times. Rolling out horizontally across Asia as a core brand of the Mandom Group.



## LÚCIDO

Japan Overseas



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



## LÚCIDO-L

Japan Overseas



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



Development Regions (as of May 31, 2024)

	Japan	Indonesia	Singapore	Taiwan	Hong Kong	South Korea	Malaysia	The Philippines	Thailand	Vietnam	China	India
GATSBY	●	●	●	●	●	●	●	●	●	●	●	●
Bifesta	●	●	●	●	●	●	●	●	●	●	●	
LÚCIDO	●		●	●	●				●			
LÚCIDO-L	●	●	●	●	●	●	●	●	●	●	●	
PIXY		●		●			●	●				
SILKYGIRL		●	●				●					

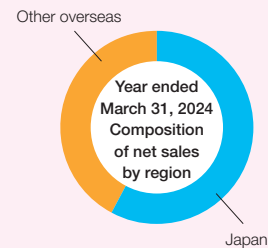
# Bifesta

Target categories: Skincare (cleansing lotion/cleansing sheets/point makeup remover/face wash, etc.)

Japan Overseas



As a skin brand that provides excitement and satisfaction through moisturizing skin, we have fans not only in Japan but various other Asian countries as well.

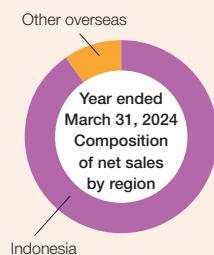


# PIXY

Overseas



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.



# SILKYGIRL

Overseas



A brand with a lineup of makeup products suited to the tastes of consumers in Southeast Asia, developed by swiftly adopting cosmetic trends. Primarily operate in Malaysia, Singapore, and Indonesia.

