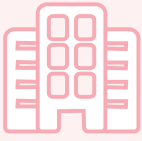


## Mandom's Strengths at a Glance with Numbers



Founding

97th year

100th anniversary in 2027  
(Founded on December 23, 1927)

Founded as "Kintsuru Perfume Corporation" that produces perfumes, Mandom will celebrate its 100th anniversary in December 2027.



Since expanding globally

66th year

Ever since commencing operations with a technical tie-up in the Philippines in 1958, Mandom has long been expanding in Asia and providing Oyakudachi (Dedication to Service).



Expanding globally

12th year

In addition to our 100% trade means Mandom is also distributed across North America.

## Mandom's Strengths at a Glance with Numbers

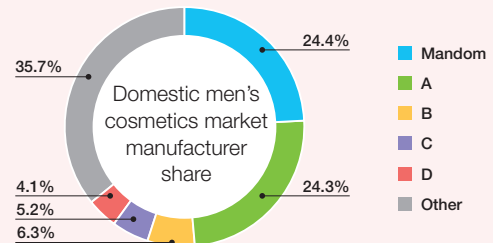


Japan domestic men's cosmetics market manufacturer share

No. 1 (24.4%)

Market data by Mandom calculations (monetary value)  
Period: April 2023 - March 2024  
Business: All business categories

Despite competition heating up in recent years due to greater awareness for men's beauty, Mandom was successfully chosen by consumers as the No. 1 brand in FY2023.



anding  
lly from



Overseas sales ratio



Brand awareness of  
GATSBY in Indonesia

areas

48.1%

69.5%

Asia

(as of end of March 2024)

(2023)

2 areas of operation,  
om products are  
ound Africa and

The overseas sales ratio is trending upward, and will account for about half of total sales as of March 31, 2024. Mandom is proving greater Oyakudachi (Dedication to Service) overseas.

GATSBY originated in Japan, but Indonesia has the leading brand recognition.

# Strengths at Numbers



Domestic men's hair  
styling market share

No. 1 (55.0%)

Market data by Mandom  
calculations (monetary value)  
Period: April 2023 - March 2024  
Business: All business categories

Boasting the leading share in the men's styling market that is abound with numerous manufacturers and brands.

