October 30, 2014

Consolidated Business Results
(April 1, 2014 to September 30, 2014: Japanese Standards)

Corporate Name:	**Mandom Corporation**
Listed Exchange:	Tokyo
Code Number:	4917
URL:	http://www.mandom.co.jp
Representative:	Motonobu Nishimura, Representative Director & President Executive Officer
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Dividend Payout:	December 5, 2014
Expected Release Date of Quarterly Report:	November 7, 2014
Documents Providing Supplemental Information:	Yes
Financial Briefing:	Yes (for institutional investors)

(Figures rounded down to the nearest million yen)

1. Consolidated Earnings for the First Quarter and Second Quarter of the Fiscal Year Ended March 2015 (April 1, 2014 to September 30, 2014)

(1) Consolidated Financial Highlights(cumulative)

(% = change vs. same period in prior year)

	Net Sales		Operating Income		Ordinary Income		Net Income	
	¥ millions	%	¥ millions	%	¥ millions	%	¥ millions	%
1Q+2Q, FYE March 2015	38,452	3.8	5,240	△2.2	5,577	△0.3	3,386	2.5
1Q+2Q, FYE March 2014	37,043	9.4	5,356	13.0	5,593	13.8	3,302	8.3

Note: Comprehensive Income
1Q+2Q, FYE March 2015 ¥3,416million (△40.8%)
1Q+2Q, FYE March 2014 ¥5,769 million (104.2%)

	Earnings per Share	Diluted Earnings per Share
	yen	yen
1Q+2Q, FYE March 2015	144.86	-
1Q+2Q, FYE March 2014	141.27	-

(2) Consolidated Financial Position

	Total Assets	Net Assets	Shareholders' Equity Ratio
	¥ millions	¥ millions	%
1Q+2Q, FYE March 2015	70,311	57,480	75.9
FYE March 2014	67,858	55,179	75.2

Reference: Shareholders' Equity
1Q+2Q, FYE March 2015 ¥53,355million
FYE March 2014 ¥51,038 million

2. Dividends

	Annual Dividend				
	First Quarter End	Second Quarter End	Third Quarter End	Year End	Total
	yen	yen	yen	yen	yen
FYE March 2014	-	33.00	-	37.00	70.00
FYE March 2015	-	37.00			
FYE March 2014 (forecast)			-	37.00	74.00

Note: Changes to most recently reported dividend forecast: None

3. Consolidated Earnings Forecast, Fiscal Year Ending March 2015 (April 1, 2014 to March 31, 2015)

(% = changee vs. same period in prior year)

	Net Sales		Operating Income		Ordinary Income		Net Income		Earnings per Share
	¥ millions	%	¥ millions	%	¥ millions	%	¥ millions	%	yen
Full Year	71,200	4.4	7,120	3.9	7,420	1.2	4,320	5.6	184.78

(Note) Changes to most recently reported earnings forecast: None

* Notes

(1)Changes in consolidation of significant subsidiaries during the cumulative consolidated quarter (changes in consolidation of specific subsidiaries): None

(2)Application of special accounting treatment in the preparation of quarterly financial statements: Yes

(3) Changes in accounting estimates, methods, or presentation

a. Changes in accounting methods in connection with changes: Yes
b. Changes in accounting methods other than a.: None
c. Changes in accounting estimates: None
d. Changes in presentation: None

(4) Issued shares (common stock)

a. Shares outstanding, end of period (including treasury stock)

2Q, FYE March 2015	24,134,606shares
FYE March 2014	24,134,606shares

b. Treasury stock, end of period

2Q, FYE March 2015	755,492shares
FYE March 2014	755,434shares

c. Average outstanding shares during the period

2Q, FYE March 2015	23,379,156shares
2Q, FYE March 2014	23,379,661shares

***Implementation Status of Quarterly Review Procedures**

These quarterly financial statements are exempt from quarterly review procedures required under the Financial Instruments and Exchange Act. At the time of disclosure, quarterly financial statement review procedures for these quarterly financial statements had not been completed.

*Appropriate Use of Business Forecasts ; Other Special Items**

Information in this report concerning future performance is based on information available and certain assumptions deemed reasonable. Forecasts are not promises of future performance. Actual earnings may differ significantly from forecasts due to a number of factors.

See page 5. of the attached materials, “1. Qualitative Information concerning Quarterly Financial Statements, (3) Qualitative Information concerning Forecast of Consolidated Earnings” for important notes concerning assumptions used for earnings forecasts and the appropriate use of earnings forecasts.

< Attachment>

1. Qualitative Information concerning Quarterly Financial Statements
(1) Qualitative Information concerning Consolidated Results of Operations

During the cumulative consolidated second quarter, Japan’s economy showed a gradual recovery buoyed by government economic and financial policies, despite the reactionary drop in last-minute demand associated with the increase in consumption taxes and the impact of a rapidly weakening yen. Meanwhile, the economies throughout Asia—our main sphere of international operations—continued to recover, exhibiting overall strength.

Given these economic conditions, the Mandom Group is pursuing initiatives which we believe will lead to sustained growth:
Stable growth in our core men's grooming business
Expansion of our women's cosmetics business
Continued expansion of overseas sales, emphasizing Asia as an engine of growth

The Mandom Group recorded second quarter consolidated net sales of ¥38.452 billion (a 3.8% year-on-year increase). This increase was mainly due to overall favorable trends in Japan and overseas.

Operating income amounted to ¥5.240 billion, which was a 2.2% year-on-year decrease. This was mainly due to aggressive investment in domestic and international marketing expenses (sales promotion and advertising expense). As a result, ordinary income for the consolidated second quarter amounted to ¥5.577 billion, representing a 0.3% decrease. Net income increased 2.5% year on year to ¥3.386 billion.

Group earnings by segments are as provided below (sales shown are net sales to external clients).

Net sales in Japan amounted to ¥23.854 billion, which was a 2.4% year-on-year increase. This increase was due to favorable performance of Lucido and women’s cosmetics despite sluggishness of “Gatsby,” the most important product line. Operating income was down 5.9% year-on-year to ¥3.639 billion. This was despite efforts to invest effectively in marketing expenses (sales promotion and advertising expense).

Net sales in Indonesia reached ¥8.432 billion, representing a 4.9% year-on-year increase. This result was mainly due to foreign-exchange decreases resulting from local currency devaluation, which was more than offset by performance in Indonesia of our core Gatsby brand. Operating income was down 11.0% year-on-year to ¥540 million. We attribute this decrease mainly to the result of aggressive investment in marketing expenses (sales promotion and advertising expense).

Net sales in other overseas regions amounted to ¥6.165 billion, representing a 7.9% year-on-year gain. This result was mainly due to overall strong performance on a local currency basis and foreign-exchange gains due to the weaker yen. Also, greater revenues led to a 20.5% year-on-year gain in operating income, up to ¥1.060 billion.

(2) Qualitative Information concerning Consolidated Financial Position

(Assets, Liabilities, and Net Assets)

Total consolidated assets as of the end of the second fiscal quarter amounted to ¥70.311 billion, representing a ¥2.452 billion increase compared to the end of the prior consolidated fiscal year. This increase was mainly due to an increase in marketable and investment securities. Due mainly to an increase in short-term borrowings despite a decrease in accrued expenses included in other current liabilities, total liabilities increased ¥151 million compared to the end of the prior consolidated fiscal year, to ¥12.830 billion. Net assets amounted to ¥57.480 billion. This was a ¥2.301 billion increase compared to the end of the prior consolidated fiscal year, owing in part to higher retained earnings. Shareholders' equity ratio at the end of the second quarter was 75.9%.

(Cash Flows)
Consolidated cash and cash equivalents (“cash”) for the cumulative second quarter decreased by ¥1.081 billion compared to the end of the prior consolidated fiscal year to ¥9.809 billion.

The following details the main factors affecting cash flows during the second quarter.

<Cash Flows from Operating Activities>
Cash flows from operating activities amounted to ¥5.248 billion, which was a ¥1.654 billion decrease compared to the same period in the prior fiscal year. This result was mainly due to a slight decrease in operating income and an increase in inventories.

<Cash Flows from Investing Activities>
Consolidated cash used in investing activities amounted to ¥6.160 billion, which was a ¥328 million increase compared to the same period in the prior fiscal year. This result was mainly due to an increase in purchases of tangible fixed assets and cash used in time deposits despite a decrease in purchases of marketable and investment securities.

<Cash Flows from Financing Activities>
Consolidated cash used in financing activities amounted to ¥69 million, which was a ¥985 million decrease compared to the same period in the prior fiscal year. This was primarily due to proceeds from short-term loans.

(3) Qualitative Information concerning Forecasts of Consolidated Earnings

The Mandom Group has made no changes to consolidated full-year earnings forecasts as published on May 8, 2014.

2. Summary Information (Notes)

(1) Application of Special Accounting Treatment in the Preparation of Quarterly Financial Statements

The Company has made reasonable estimates of effective tax rates after applying tax-effect accounting to net income before net income taxes for the consolidated fiscal period including the consolidated second quarter for the Company and domestic consolidated subsidiaries. Income tax expense has been calculated by multiplying quarterly net income before income taxes by the estimated effective tax rate.

(2) Changes in Accounting Policies, Changes in Accounting Estimates, and Restatements (Changes in Accounting Policies)

Beginning the first quarter of the current consolidated fiscal year, the Group adopted the provisions of Paragraph 35 of the Accounting Standard for Retirement Benefits and Paragraph 67 of the Guidance on Accounting Standard for Retirement Benefits as provided in the Accounting Standard for Retirement Benefits (ASBJ Statement No.26, May 17, 2012) and the Guidance on Accounting Standard for Retirement

Benefits (ASBJ Guidance No. 25, May 17, 2012). Under this new accounting policy, the Group has revised its method of calculating retirement benefit obligations and service costs. The Group has replaced the straight-line attribution basis with the benefit formula basis for the method of attributing expected benefit to periods.
Further, the Group has adopted a method to determine the discount rate by using the single weighted average discount rate reflecting the estimated timing and amount of benefit payment, replacing the use of the discount rate based on the expected average remaining working lives of the employees.
In accordance with the transitional application as provided in Paragraph 37 of the Accounting Standard for Retirement Benefits, the Group has, beginning with the start of the second quarter of the current consolidated fiscal year, taken the effects of the changes in calculation method for retirement benefit obligations and service costs directly to retained earnings.
As a result, the impact of this accounting change on the retirement benefit obligation and retained earnings at the beginning of the cumulative consolidated second quarter of the current year is minimal.
In addition, the impact of this accounting change on income for the cumulative consolidated second quarter is minimal.