



Business Results Briefing

(Fiscal Year Ending March 31,2014)

April 1,2013-September 30,2013

Mandom Corporation

(Securities Code: 4917)





Contents

- 1. Consolidated Interim Business Results**
 - 2. Consolidated Net Sales**
 - 3. Consolidated Income**
 - 4. Summary of Our Strategic Business**
 - 5. Forecast of Consolidated Business Results
for FY2014/3**
- ◆ **Appendix**

1. Consolidated Interim Business Results

(Unit:Mln Yen)

	1Q+2Q					
	FY2014/3	FY2013/3	Balance	Yr/Yr	Yr/Yr※	Achiev.
Net Sales	37,043	33,851	3,191	109.4%	104.0%	101.8%
Operating Income	5,356	4,739	616	113.0%	—	112.5%
Ordinary Income	5,593	4,916	676	113.8%	—	115.3%
Net Income	3,302	3,049	253	108.3%	—	121.4%

※ Comparison with FY 2013/3 rate after adjustment

Net Sales and Various Sources of Income were updated to the highest values.

2. Consolidated Net Sales

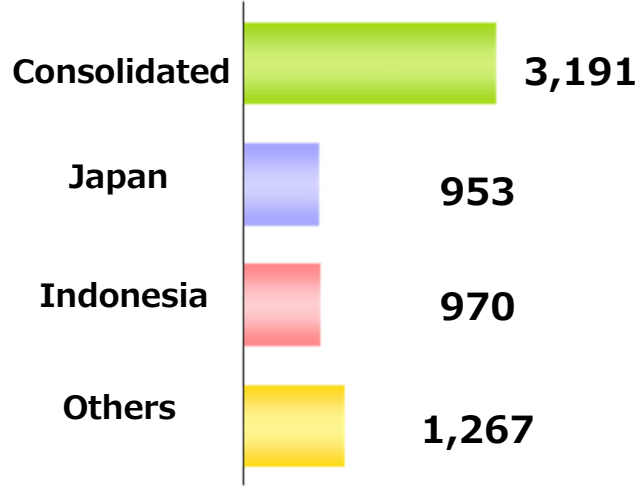
2-1. Net Sales by Region

(Unit:MIn Yen)

		1Q+2Q			
		FY2014/3	FY2013/3	Balance	Yr/Yr
Net Sales		37,043	33,851	3,191	109.4%
	Japan	23,292	22,338	953	104.3%
	Indonesia	8,039	7,068	970	113.7%
	Others	5,712	4,445	1,267	128.5%

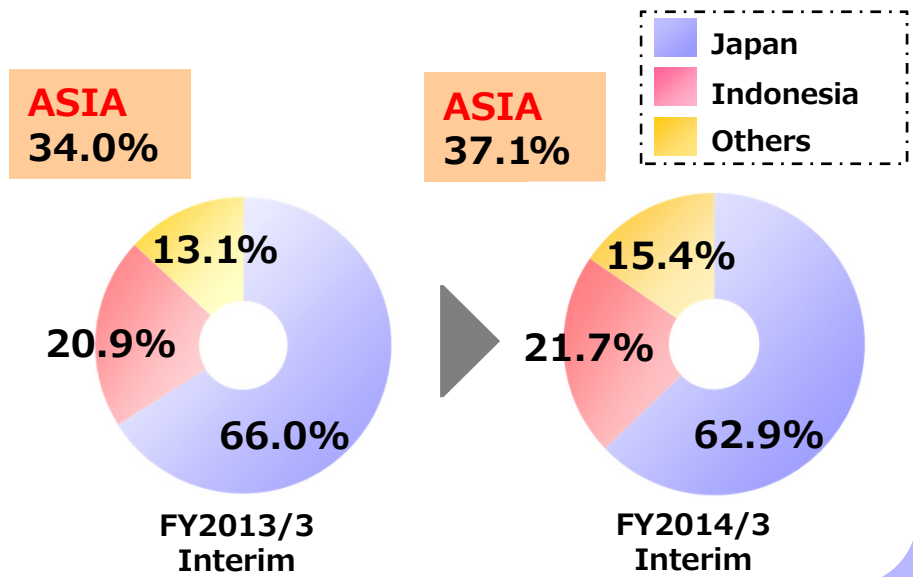
2-2. Net Sales by Region Analysis (Year-on-Year)

(Unit:MIn Yen)



2-3. Net Sales by Region Ratio (Year-on-Year)

(Year-on-Year)



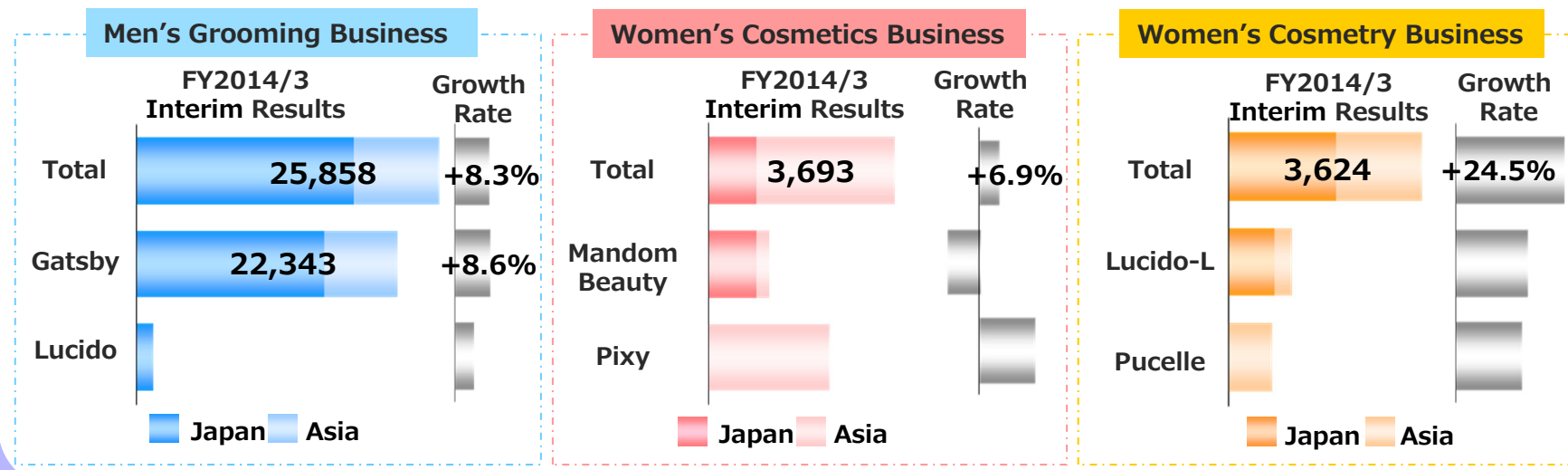
2. Consolidated Net Sales

2-4. Net Sales by Strategic Business Unit

(Unit:MIn Yen)

	1Q+2Q			
	FY2014/3	FY2013/3	Balance	Yr/Yr
Net Sales	37,043	33,851	3,191	109.4%
Men's Grooming Business	25,858	23,871	1,987	108.3%
Gatsby	22,343	20,570	1,772	108.6%
Women's Cosmetics Business	3,693	3,454	239	106.9%
Women's Cosmetry Business	3,624	2,911	712	124.5%
Other Business	3,867	3,614	252	107.0%

(Unit:MIn Yen)



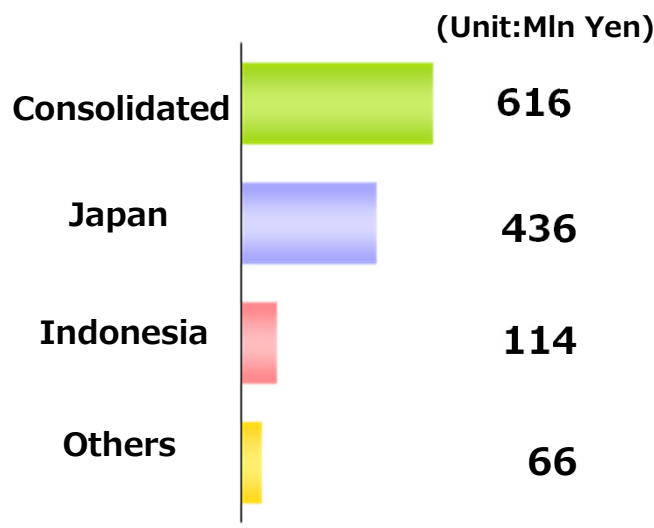
3. Consolidated Income

3-1. Operating Income by Region

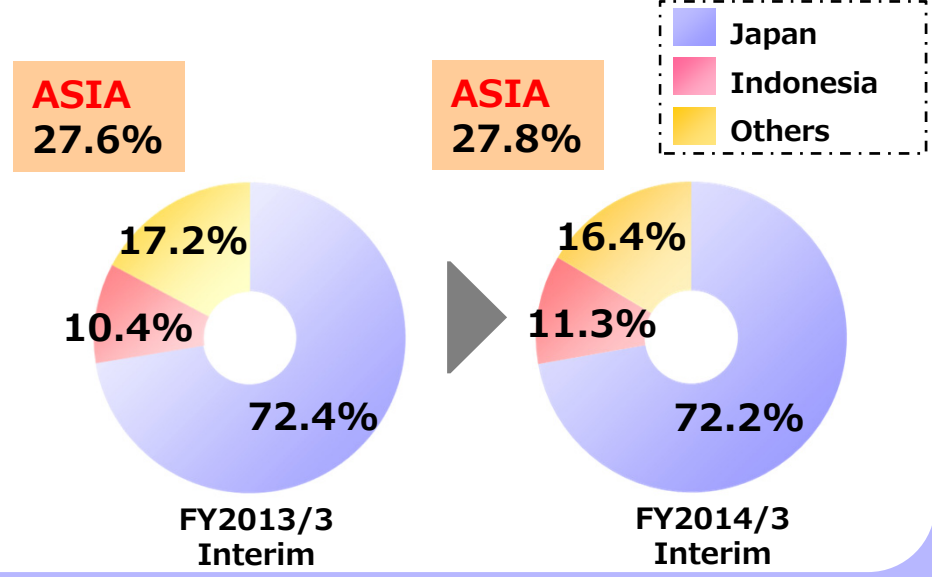
(Unit:MIn Yen)

	1Q+2Q					
	FY2014/3		FY2013/3		Balance	Yr/Yr
	Result	per Sales	Result	per Sales		
Operating Income	5,356	14.5%	4,739	14.0%	616	113.0%
Japan	3,868	16.6%	3,432	15.4%	436	112.7%
Indonesia	607	7.6%	493	7.0%	114	123.2%
Others	880	15.4%	814	18.3%	66	108.2%

3-2. Operating Income by Region Analysis(Year-on-Year)



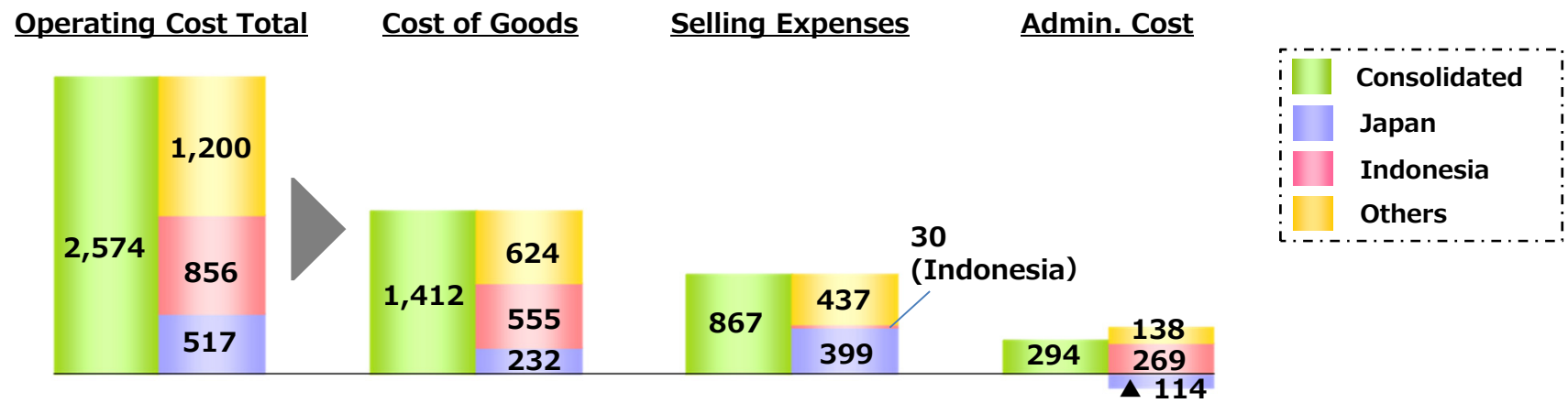
3-3. Operating Income by Region Ratio (Year-on-Year)



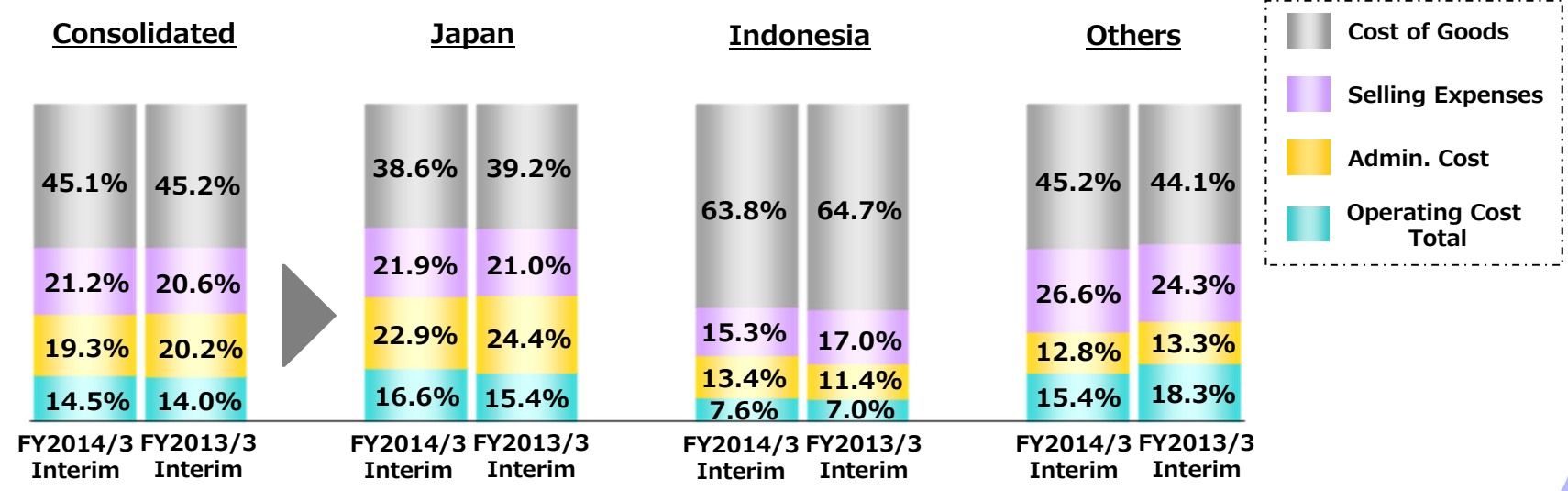
3. Consolidated Income

3-4. Operating Cost Analysis (Year-on-Year)

(Unit: Mln Yen)



3-5. Operating Cost & Income (Ratio to Sales)



3. Consolidated Income

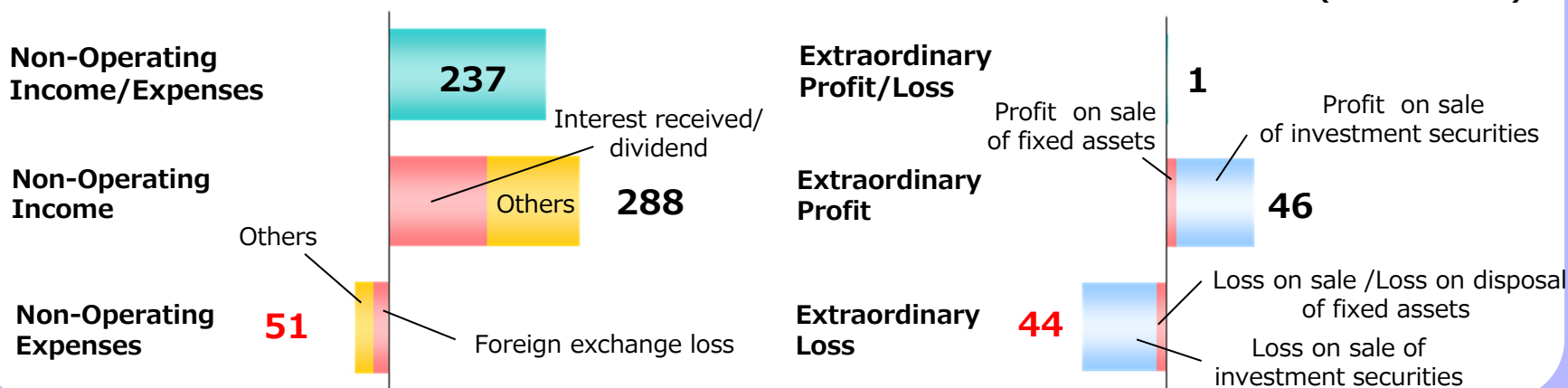
3-6. Ordinary Income and Net Income by Region

(Unit:MIn Yen)

	1Q+2Q					
	FY2014/3		FY2013/3		Balance	Yr/Yr
	Result	per Sales	Result	per Sales		
Non-operating Income/Loss	237	0.6%	177	0.5%	59	133.6%
Ordinary Income	5,593	15.1%	4,916	14.5%	676	113.8%
Extraordinary Profit/Loss	1	0.0%	41	0.1%	▲ 39	4.8%
Income before Income Taxes and Minority	5,595	15.1%	4,958	14.6%	636	112.8%
Income Taxes and Minority Interest	2,012	5.4%	1,668	4.9%	344	120.6%
Minority Interests in Net Income	280	0.8%	241	0.7%	38	116.1%
Net Income	3,302	8.9%	3,049	9.0%	253	108.3%

3-7. Non-Operating Income/Expenses & Extraordinary Profit/Loss

(Unit:MIn Yen)



4. Summary of Our Strategic Business

Japan



* Mandom data

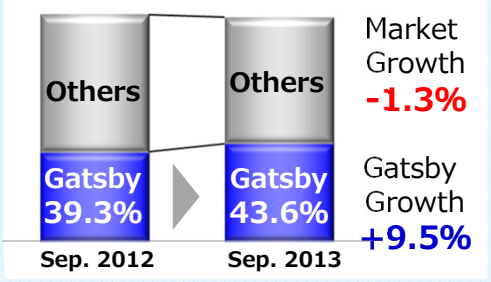
Men's Grooming Business

GATSBY

[Hair Styling]

Released a new dosage form for "Hair Jam" to the hair styling products market, which has tended to shrink. Strengthened approach to encourage the use of our products in teenage boys, who have a low rate of hair styling product use.

Men's Hair Styling Market Share Trends

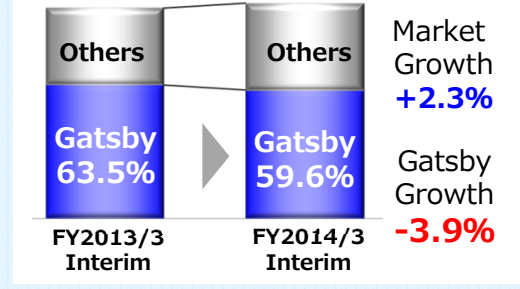


[Face & Body Care]

Broadcasted new commercials for "Body Paper," the leading item in the summer seasonal products category.

In an increasingly competitive environment where companies are enhancing development, we are expanding storefront promotions, consisting mainly of paper materials, with a wide lineup of products.

Summer Seasonal Market Share Trends



Women's Cosmetics Business



Continued to emphasize the functions and appeal of using "Bifesta," a water-based make-up remover. Introduced storefront sales and samples to women working late by showing new commercials and through sales promotions.



Implemented sales promotions to show the appeal of Bifesta targeting women working late.

Women's Cosmetry Business

Increased storefront promotions for body care products in addition to expanding the product lineup.

LÚCIDO-L

Strengthened the storefront appeal of "LÚCIDO-L" wax series as the No.1 Hair Styling Wax for women.



4. Summary of Our Strategic Business

Indonesia



Men's Grooming Business

GATSBY

As part of a new development category, released "Face Cleansing Paper."
We will encourage consumers to use this product by expanding storefront promotions and working to establish this market.



Released "Face Cleansing Paper."

Augmented the release of new fragrance series, "Urban Cologne," in order to respond to increased awareness of fashion.



Strong sales of new fragrance series, "Urban Cologne."

Women's Cosmetics Business

PIXY

Totally reinvented the superior series, "Ultimate" line, and make-up lines.
We will increase the freshness of the brand to increase consumer confidence and thereby improve buyer motivation.



Totally renewed the make-up line.



Women's Cosmetry Business

LÚCIDO-L

Released the "Hair Vitamin" series and started full-scale development of the "LÚCIDO-L" brand in the hair care market for women.



Released new hair care series, "Hair Vitamin."

Pucelle

Expanded product lineup by adding eau de parfum to the "GLAZELLE" line.

Released "Eau De Parfum."



4. Summary of Our Strategic Business

Others

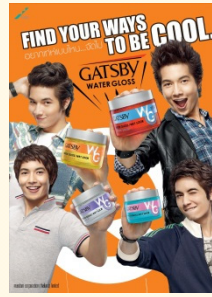


China

In terms of men's grooming products, we expanded development areas and channels for the hair styling category. There is strong competition and difficulties with the women's cosmetics sector.

Indochina

We are expanding development, mainly into Thailand and surrounding countries, including Myanmar, Vietnam, and Cambodia. In cooperation with local agents, we are engaging in market development and building a distribution network. We are also working to increase recognition of our brands by showing commercials of GATSBY, etc.



Expanding storefront promotions through samples, etc.



In order to increase recognition of our brands, we introduced aggressive advertising in each country.

India

Used Bollywood stars as spokespersons and held a press briefing for GATSBY. We are working to increase recognition of the GATSBY brand and are promoting development of a distribution network throughout India.



Expanding storefront development linked with commercials.



Held a press briefing for GATSBY in June.



5. Forecast of Consolidated Business Results for FY2014/3

(Unit:MIn Yen)

	1Q+2Q			3Q+4Q			Annual		
	Result	FY2013/3	Yr/Yr	Outlook	FY2013/3	Yr/Yr	Outlook	FY2013/3	Yr/Yr
Net Sales	37,043	33,851	109.4%	29,456	26,575	110.8%	66,500	60,427	110.1%
Operating Income	5,356	4,739	113.0%	1,293	1,208	107.1%	6,650	5,947	111.8%
Ordinary Income	5,593	4,916	113.8%	1,266	1,324	95.6%	6,860	6,241	109.9%
Net Income	3,302	3,049	108.3%	497	558	89.0%	3,800	3,607	105.3%

Variables given conditions in the 2nd half of the year

- Sales trends for "GATSBY Hair Jam," which was released in Japan.
- Trend of appreciating yen against Indonesian Rupiah and currency fluctuation in each country.

Action plan

- Further strengthen marketing in Japan and overseas in view of market growth in the next period and after.