

Business Results Briefing

(Fiscal Year Ending March 31, 2020)

April 1, 2019-March 31, 2020

Mandom Corporation

(Securities Code: 4917)



Contents

- 1. Consolidated Business Results FYE 2020/March
- 2. Review of 12th Middle-range management plan (MP-12)
- 3. Postpone of MP-13 and Management Policy of this term
- 4. FYE 2021/March Forecast

Important Topics

Our action against the Novel Coronavirus

·About 1 year postponement of start of MP-13

Our actionagainst the Novel Coronavirus

Our action against the Novel Coronavirus

•Set up the Novel Coronavirus Response Headquarters.

▼Our policy

- Work from home as a rule (excluding the factory and logistics)
 ※Attendance rate Tokyo Office 10% or less, Osaka Office 20%. (As of end of April)
- Prohibiting domestic/overseas business trips.
- •Prohibiting holding/participating in events and seminars (excluding online events).
- Distributing masks and hand sanitizer alcohol to all employees.

Our action against the Novel Coronavirus

▼Social Activities

[Japan]

Production of sterilized paper started, lunch on early June (April 30 press released).

(Indonesia)

Production of Hand Sanitizer started for domestic market.

■ Sterilized paper (only for Japan)

■ Hand Sanitizer (only for Indonesia)







One year postpone of MP-13

What lead to one year postpone of middle-range management plan MP-13

- Prolonged impact of the global spread of the novel coronavirus.
- Consumer mindset and market mindset from which it is extremely difficult to expect the results from investment in new implement measures.
- Concerns of causing detachment between the initial plan and actual status, and high management risks in association with starting the MP-13 from this fiscal year where the business environment is unpredictable.

1. Consolidated Business Results FYE 2020/March

Summary of FYE 2020/March

Revenue

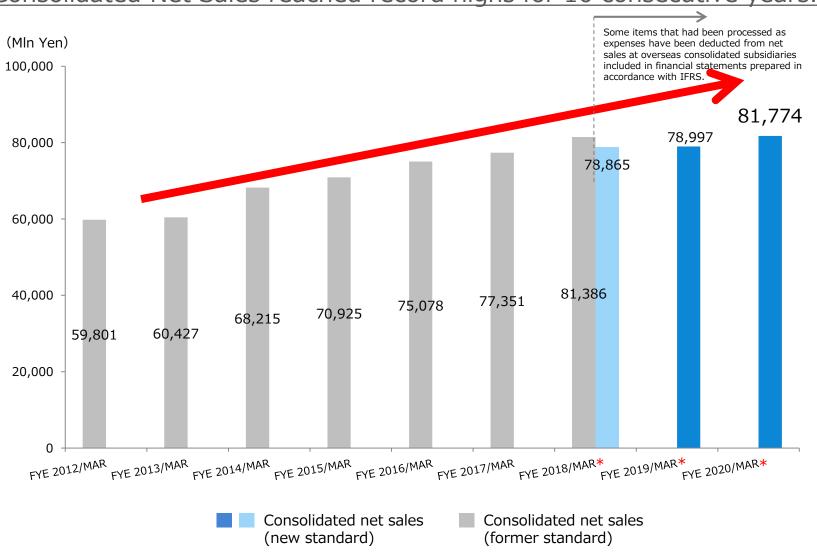
Sales recovered in Indonesia; however, due to sluggish sales of summer products and inbound sales, Japan sales decrease.

Operation Profit

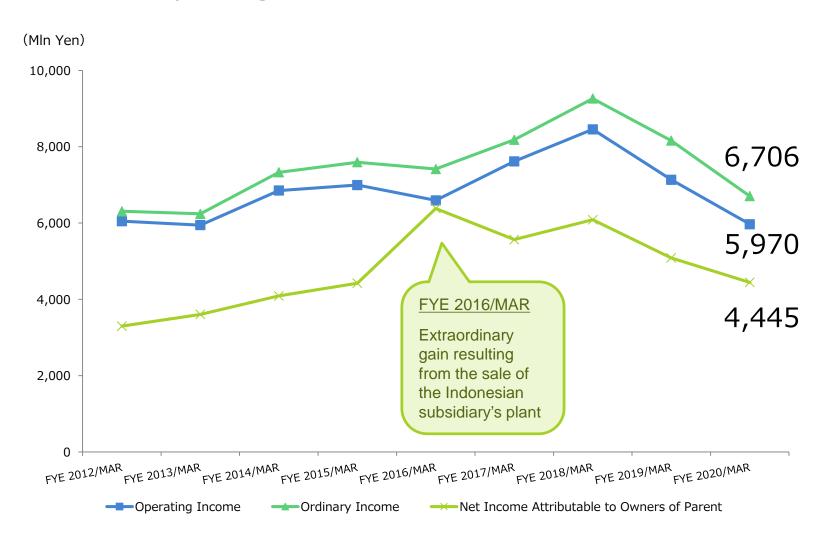
Profits declined as a result of proactive infrastructure development towards achievement of VISION 2027.

1) Consolidated Net Sales increased slightly. Starting with Consolidated Operating Income, each incomes decrease.

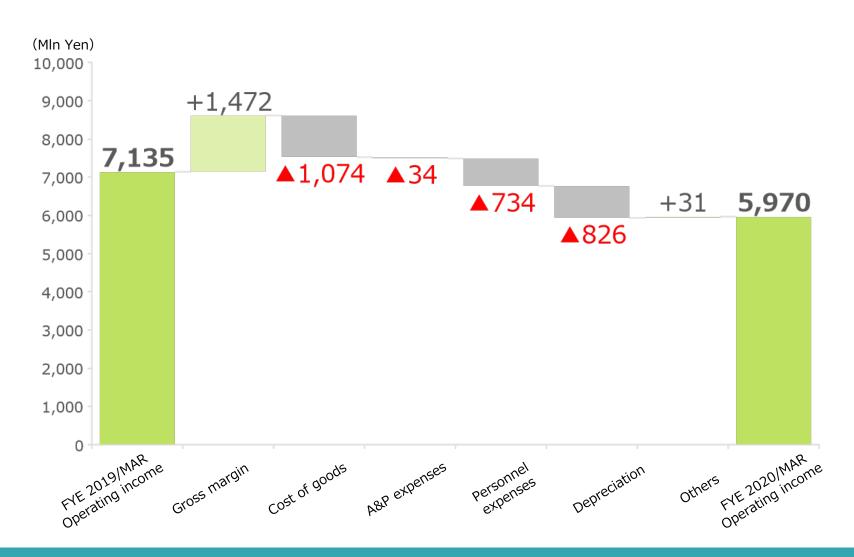
·Consolidated Net Sales reached record highs for 10 consecutive years.



- 1) Consolidated Net Sales increased slightly. Starting with Consolidated Operating Income, each incomes declined.
- ·Consolidated Operating Income and all other incomes at each level declined.



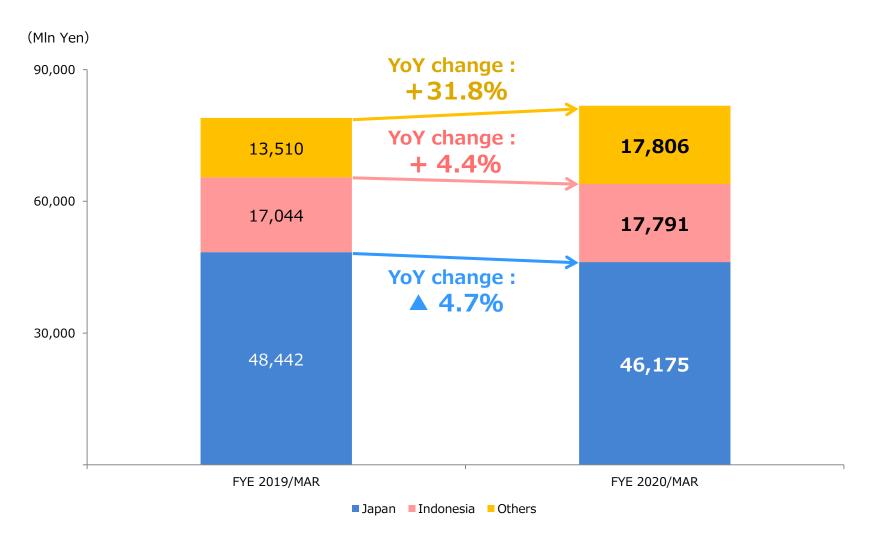
- 1) Consolidated Net Sales increased slightly. Starting with Consolidated Operating Income, each incomes decrease.
- ·Consolidated Operating Income and all other incomes at each level declined.



1. Consolidated Business Results <Sales by Region>

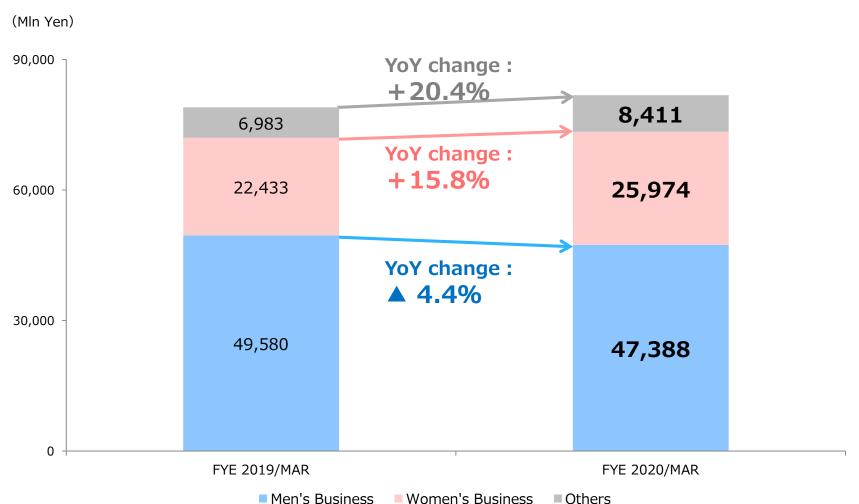
2)Overseas grew significantly, but Japan struggled.

•Overseas Sales accounted for 43.5% of Consolidated Net Sales (FYE 2019/March 38.7%).



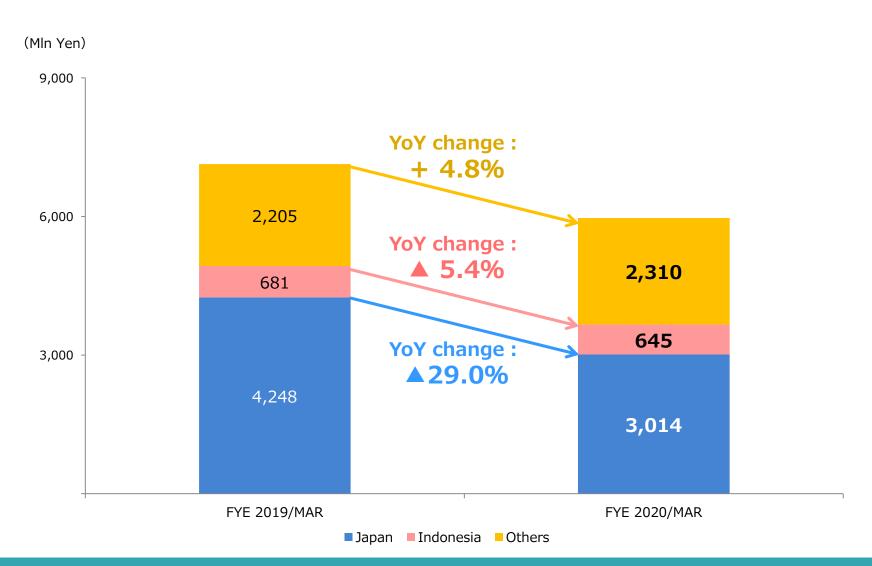
1. Consolidated Business Results < Net Sales by Strategic Business Unit>

- 3) Women's Business increased, Men's Business declined.
- •Bifesta and Lucido-L performed well. GATSBY sales decreased both in JPN and overseas.



1. Consolidated Business Results < Operating Income by Region >

- 4) Consolidated Operating income fell sharply by 16.3%.
- •Revenue and profit fell in Japan, also profit dropped in Indonesia.



Business results by Brand

- ·Although GATSBY has stagnated, sales of LUCIDO grew steadily.
- ·Barrier Repair continues to stagnate, Bifesta increased sluggishly.
- ·Lucido-L continues to perform well.



Status of our major brands

| Men's Business | Women's Business |
|----------------------|------------------|
| GATSBY I'm all ready | Bifesta |
| LÚCIDO | Barrier Repair |

Men's Business



- •Sales of deodorant series is sluggish due to unseasonal weather in summer.
- ·while competition for paper products becomes severe, facial papers and body papers were completely renewed.
- ·Continue to strengthen the "Inside Lock" series in the hair styling market.



































Men's Business LUCIDO

Sales by Business

Japan

- ·Sales of products related to body odor hair dyes increased.
- Address fostering middle-aged market, including enhancing growth of existing products related to body odor care.





Women's Business



- •Enhanced items to acquire No. 1 position in wipe-off type cleansing category.
- •Exclusive items for Singapore and Thailand, will started to launch parallel in Japan.

■ Bifesta Micellar Water Dual Phase Pore Clear



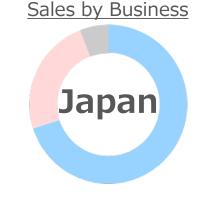




Women's Business

LÚCIDO-L

- •Sales increased for both hair oil and styling products. Overall sales of this brand increased double-digits.
- ·Sales increased by expansion of Argan Oil Treatment items in the leave-in treatment series and it resulted in a second position in the market.



■ LUCIDO-L Argan Rich Hair Treatment Oil Series



Other Topics

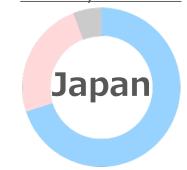
(Inbound sales)

- •The combined total of purchases made by inbound travelers or for cross-border EC is over 2 billion yen per year on average
- •In face mask trends in China, popular masks shifted from made in Japan to those made in Korea. This situation had a big impact on a major product, Barrier Repair.
- •Concerning Tmall Global, a cross-border e-commerce site that opened last year, Barrier Repair and other brands are expanding.
- •The EC Marketing Div. was established in April to strengthen support and cooperation for EC business overseas.

■ cross-border EC「Tmall Global(天猫国際)」







Business results by brand

Sales by Business

·Gatsby is in a slump in all categories including pomade.

Indonesi<mark>a</mark>

Pixy is performing well through rebranding effect.

Status of our major brands

| Men's Business | Women's Business |
|----------------------|----------------------|
| GATSBY I'm all ready | My Beauty, My Energy |
| | PUCELLE |

Men's Business





Indonesia

- •While growth in the hair styling product and pomade category hit a peak, pomade continues to be a major product. Therefore, it will be strengthened by adding items, etc.
- ·Water Gross and Wax will be renewed to increase product freshness and to expand the market as a No. 1 position in market share.





Women's Business



- •PIXY improved brand image and the results from re-branding to gain new users in younger generations, sales showed a big increase of double-digits or more.
- •The main item, Two Way Cake, increased its sales and the enhancement of products by the release of new products contributed to promote the brand image.





■ PIXY Make It Grow





Women's Business

PUCELLE

- •Re-branding was conducted in 2019 and sales increased double-digits growth.
- •TV advertising will be run for a new product, [Eau de Luxe], for its expansion and introduction.











General Status of Business Results

- ·China, Malaysia and Taiwan are recording double-digits growth on a local currency basis.
- Bifesta increased steadily.

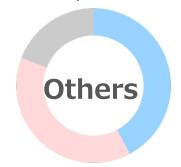




China

- •Sales in China showed the highest growth by double-digits in overseas countries.
- •Expanded awareness and knowledge of grooming among young people as well as brand recognition by holding promotional events in university cities last year.
- Merchandising was started for Barrier Repair sheet mask, which was popular in Japan inbound sales.

Sales by Business



■ Gatsby Events for students in Shanghai (October/2019)





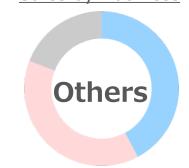
ACGI

- •Sales of the major brand, SILKY GIRL, increased well by double-digits along with the makeup cosmetics market in Malaysia.
- •Market share is No. 2, behind Maybelline.
- ·However, the recent makeup cosmetics market is slowing down due to the novel coronavirus.

■ Flagship Brand SILKY GIRL



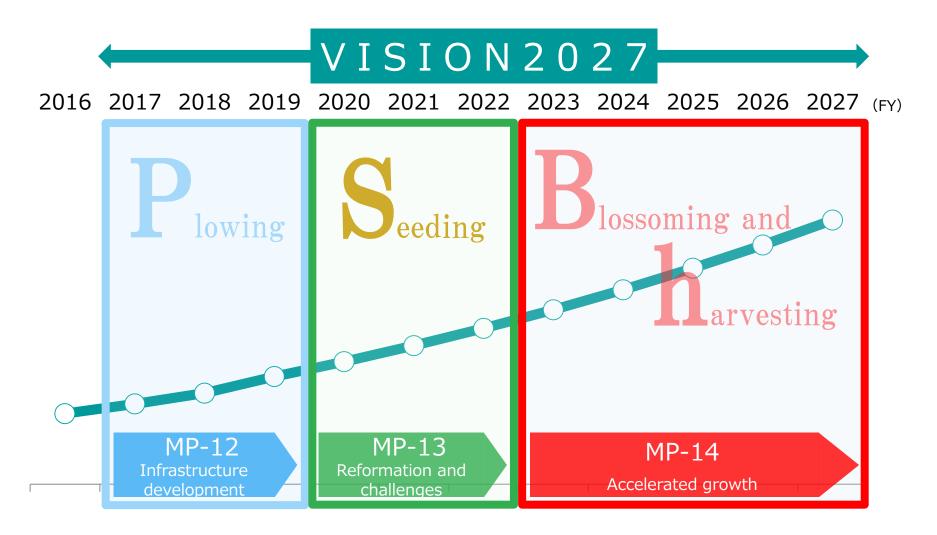






(FYE 2018/March~FYE 2020/March)

Corporate Infrastructure Development for Realizing VISION2027



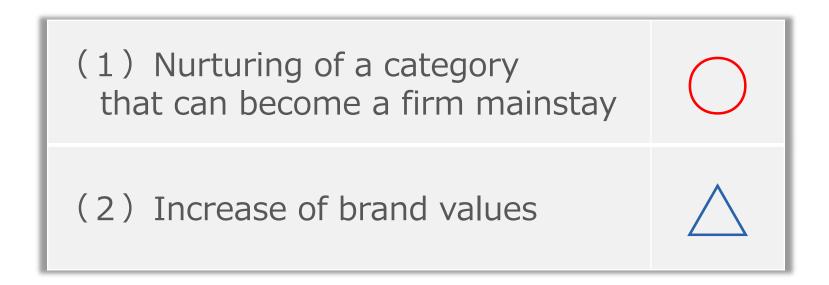
Management Basic Policy

- 1. Promotion of category strategies through implementation of activity
- 2. Improvement of growth in overseas operations focusing on Indonesia
- 3.Building a group operation system and improving productivity per unit

Review of Management Basic Policy

Management Basic Policy 1

Promotion of category strategies and thorough brand value improvement



Review of Management Basic Policy

Management Basic Policy 2

Improvement of growth in overseas operations focusing on Indonesia.

(1) Indonesia: Expand to Contribute (Oyakudachi) for middle-income classes
 (2) Other Asian countries:

 Advance marketing measures unique to each country by understanding consumer wants and achieving profitability

Review of Management Basic Policy

Management Basic Policy 3

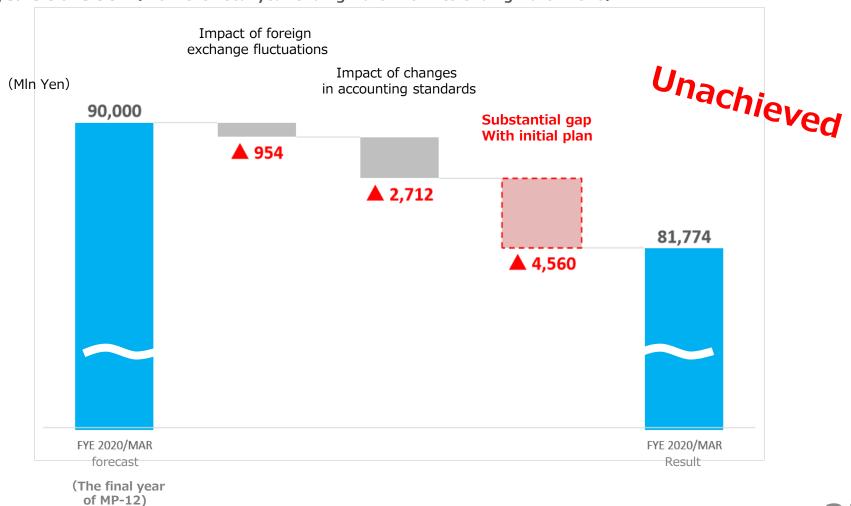
Building a group operation system and improving productivity per unit.

(1) Increases in the decision making accuracy and speed by securing a group personnel affair system, accounting system, and information system, and building a structure for increasing productivity per unit (2) Construction of a structure that allows prompt strategy formulation and implementation at the operating company

(Growth Potential)

Consolidated Net Sales in the final year of MP-12: 90 billion yen

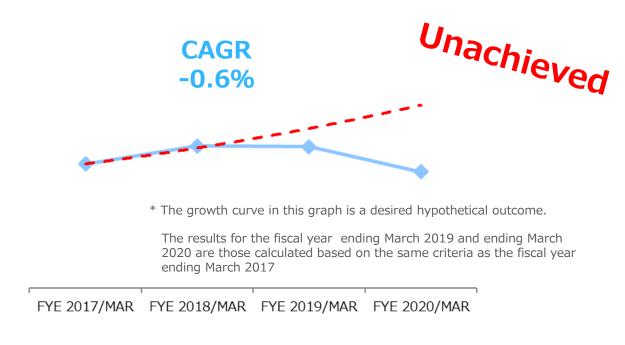
[4 years transition (From the fiscal year ending March 2017 to ending March 2020)



(Growth Potential1) Men's business CAGR 3% or more

[4 years transition (From the fiscal year ending March 2017 to ending March 2020)





<Factor>

 Not even Japan but also Indonesia and other subsidiaries slow down in Gatsby sales

[Growth Potential2] Women's business CAGR 10% or more

(4 years transition (From the fiscal year ending March 2017 to ending March 2020)





The results for the fiscal year ending March 2019 and ending March 2020 are those calculated based on the same criteria as the fiscal year ending March 2017

FYE 2017/MAR FYE 2018/MAR FYE 2019/MAR FYE 2020/MAR

<Factor>

- •Increases in sales by acquisition of ACGI.
- ·Steadily rising sales of Bifesta in other overseas countries.

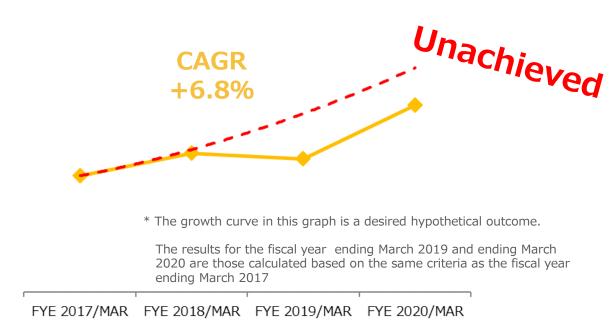
Recovery trend of PIXY in Indonesia.

【Growth Potential②】

Overseas business CAGR 10% or more

(4 years transition (From the fiscal year ending March 2017 to ending March 2020)



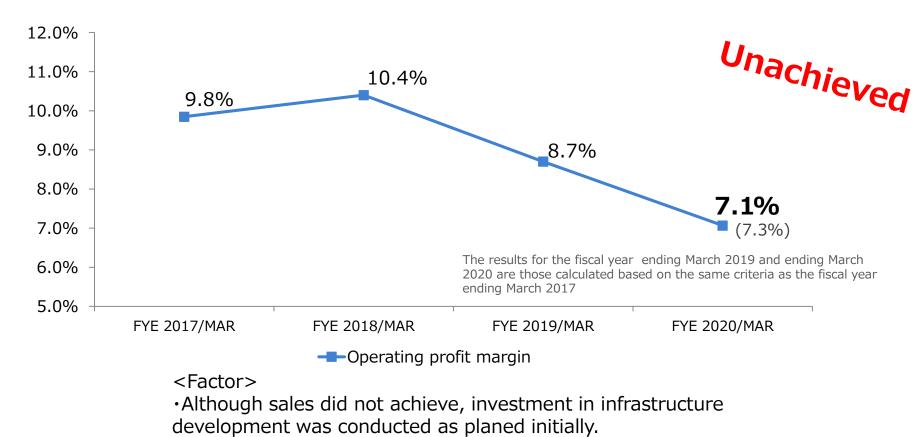


<Factor>

•Despite growing sales in other overseas countries and increases in sales by acquisition of ACGI, sluggish growth in Indonesia had a big impact.

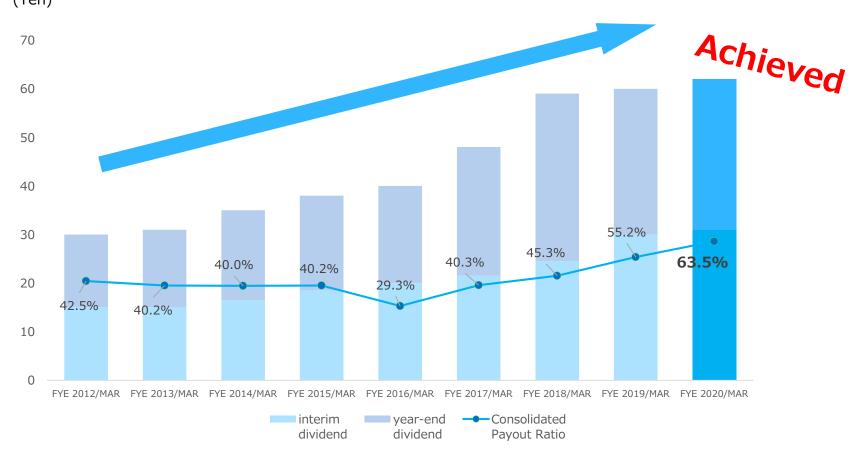
(Profitability) Consolidated Operating Profit Margin 10%

[4 years transition (From the fiscal year ending March 2017 to ending March 2020)



(Shareholder Returns) Consolidated Payout Ratio
Consolidated basis, excluding extraordinary elements. 40% or higher

(9 years transition (From the fiscal year ending March 2012 to ending March 2020) (Yen)



- Achieved a dividend payout ratio of 40% for the fourth consecutive year
- Increased dividends for 8 consecutive years

MP-12 Infrastructure development results 1

Penetrated the corporate philosophy to all group employees



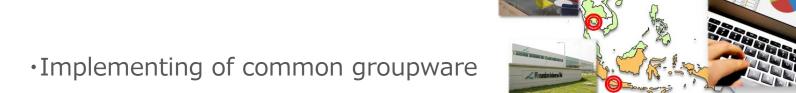




MP-12 Infrastructure development results 2

<infrastructure improvement>

 Development of common accounting infrastructure for the group companies



•Improve office environment to enhance creativity





MP-12 Infrastructure development results 3

- <Change and build corporate structure>
 - ·Building a group marketing system for the borderless era.

·Build a global HR management system.





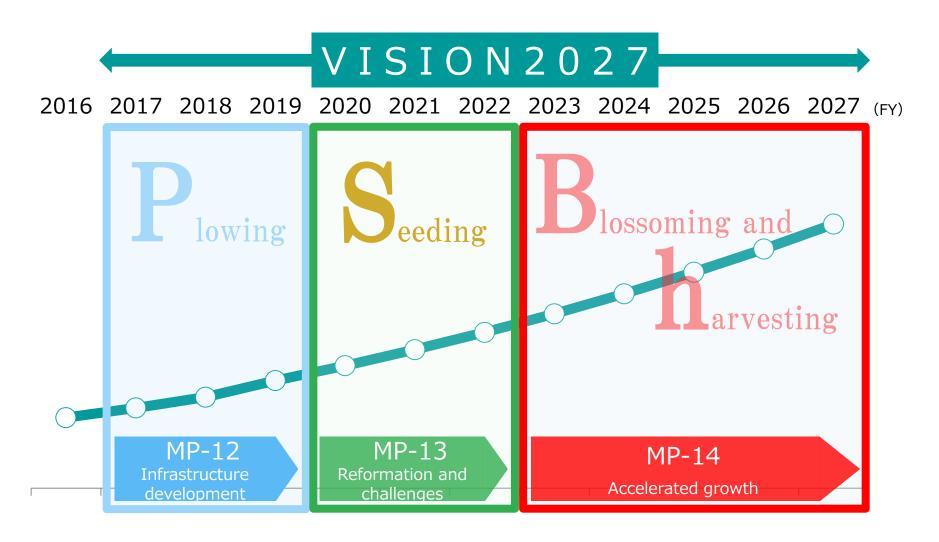
<Others>

•M&A of ACGI

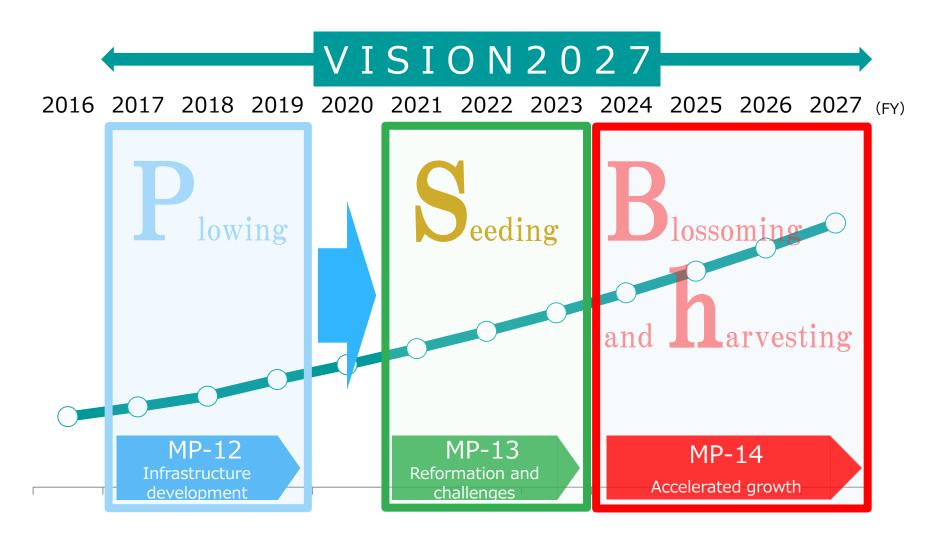




VISION2027 Initial Outlook



MP-13 Postpone for one year 2020→2021



FYE 2021/March Management Stance

- Conduct risk management against the spread of the novel coronavirus and take prompt action.
- Maintain financial stability in view of business expansion after conclusion of the coronavirus pandemic and promote workstyle reform.
- Promote the creation of new values and the resolution of business and management issues by positioning this year as "Pre-MP-13."

FYE 2021/March Management Basic Policy

- 1. Review company-wide marketing functions to improve brand values.
- 2. Enhance overseas infrastructures with a focus on Indonesia.
- 3. Improve productivity and corporate value by reforming business processes.

FYE 2021/March Management Basic Policy 1

Review company-wide marketing functions to improve brand values.

Renovation of GB brands







Utilization of digital marketing





FYE 2021/March Management Basic Policy 2

Reform of value chains in Indonesia







·Improvement of marketing ROI in overseas subsidiaries.







FYE 2021/March Management Basic Policy 3

Increase productivity and corporate value by reforming business processes. I

 Promote workstyle reform that leads to increases in productivity and creativity.



- Enhancing engagement in social issues (ESG/SDGs)
 - · Established "ESG Promotion Div." in the business planning unit from April



Impact of novel coronavirus disease in each country

| | Social environment | Our situation | Impact on sales |
|-----------|---|--|---|
| China | Lockdown was lifted in Wuhan on April 8. Total numbers attending work are being restricted in Beijing. | Shanghai Office/Guangzhou Office: Regular operation Beijing Office: Half of the employees come to work in turns due to restrictions on work attendance. Plants: Full scale operation re-started in April. | The sales decrease hit a peak in February (approximately 50% or less from the previous year). Sales began recovering gradually in March. |
| Indonesia | Issued PSBB (Large-scale social restrictions) to Indonesia as a whole on April 3. * Activities, including manufacturing and import/export, etc., are excluded from the restriction target. | Plants: Regular operation (since they are outside the restrictions) * Obtained approval to continue production from the government. Telework is required in principle (excluding product distribution department). | Traditional markets and large shopping malls are partially closed and business hours shortened if shops are open. Therefore, the impact started to be seen in order placements to distributor in March. |
| Japan | Issued state of emergency in major cities on April 7. * The state of emergency was extended to the entire country on April 16. | Plants: Regular operation. Telework is required in principle (excluding product distribution department). | Impact on sales started to be seen in April. |
| Others | Malaysia: Lockdown started on March 18. Thailand: Order of restriction on going out from March 20. Singapore: Lockdown started on April 7. Philippines/Vietnam: Restriction on going out. | Malaysia/Thailand/Singapore/Philippine s/Vietnam: Telework is required in principle. Hong Kong/Korea: Telework or staggered commuting. Taiwan: Regular operation | Impact on sales started to increase in each country in April. |

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Impact of novel coronavirus disease in each country

China







Impact of novel coronavirus disease in each country

Taiwan





Impact of novel coronavirus disease in each country

Malaysia





Philippines







Impact of novel coronavirus disease in each country

Hong Kong









FYE 2021/March Forecast

Is to be determined, as it is difficult to reasonably calculate the impact of the spread of novel coronavirus disease on business

activities and business results.

The information will be disclosed once it is possible to make rational calculations in future.

Appendix

Contents

- 1. Consolidated Business Results
- 2. Consolidated Net Sales
- 3. Consolidated Incomes
- 4. P/L of Mandom Corporation, PT Mandom Indonesia Tbk

1. Consolidated Business Results

(Unit:Mln Yen)

| | | Annual | | | | | |
|--|--------------|--------------|----------------|--------|--------|------------------------------|--|
| | FYE 2020/MAR | FYE 2019/MAR | Balance | Yr/Yr | Yr/Yr※ | Achiev. vs Revised Target | |
| Net Sales | 81,774 | 78,997 | 2,776 | 103.5% | 104.5% | 100.3% | |
| Operating Income | 5,970 | 7,135 | ▲ 1,165 | 83.7% | _ | 105.7% | |
| Ordinary Income | 6,706 | 8,161 | ▲ 1,454 | 82.2% | _ | 104.0% | |
| Net Income Attributable to Owners of Parent | 4,445 | 5,087 | ▲ 641 | 87.4% | _ | 107.1% | |

| ROE | 6.5% | 7.3% |
|-----|--------|---------|
| EPS | ¥97.68 | ¥108.76 |

| Payout Ratio | 63.5% | 55.2% |
|--------------|-------|-------|
|--------------|-------|-------|

X Comparison with FYE 2019/March rate after adjustment.

2. Consolidated Net Sales

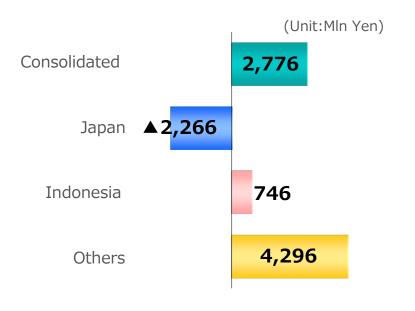
2-1. Net Sales by Region

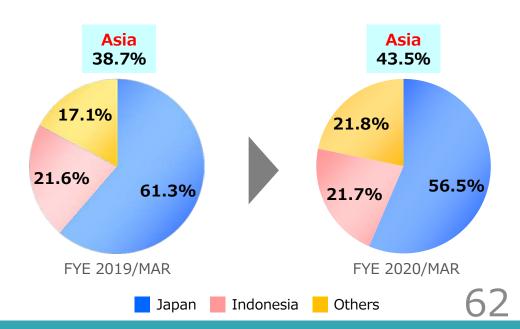
| | (Onic.Pilit Tell) | | | | | | |
|-----------|-------------------|--------------|----------------|--------|--|--|--|
| | | Annual | | | | | |
| | FYE 2020/MAR | FYE 2019/MAR | Balance | Yr/Yr | | | |
| Net Sales | 81,774 | 78,997 | 2,776 | 103.5% | | | |
| Japan | 46,175 | 48,442 | ▲ 2,266 | 95.3% | | | |
| Indonesia | 17,791 | 17,044 | 746 | 104.4% | | | |
| Others | 17,806 | 13,510 | 4,296 | 131.8% | | | |

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

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

(Unit:Mln Yen)





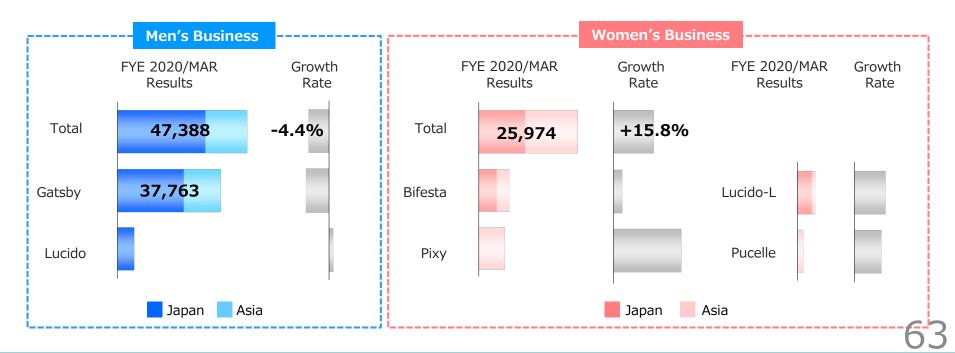
2. Consolidated Net Sales

2-4. Net Sales by Strategic Business Unit

| (Unit:Mln Yo | en | 1 |
|--------------|----|---|
|--------------|----|---|

| | | Annual | | | | | |
|------------------|--------------|--------------|----------------|--------|--|--|--|
| | FYE 2020/MAR | FYE 2019/MAR | Balance | Yr/Yr | | | |
| Net Sales | 81,774 | 78,997 | 2,776 | 103.5% | | | |
| Men's Business | 47,388 | 49,580 | ▲ 2,192 | 95.6% | | | |
| Gatsby | 37,763 | 39,738 | ▲ 1,974 | 95.0% | | | |
| Women's Business | 25,974 | 22,433 | 3,540 | 115.8% | | | |
| Other Business | 8,411 | 6,983 | 1,428 | 120.4% | | | |

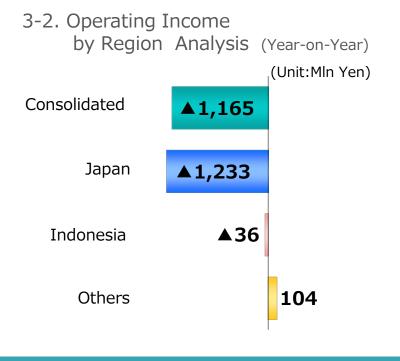
%breakdown: Women's Cosmetics 17,306 Mln Yen (Yr/Yr 120.0%) /Women's Cosmetry 8,667 Mln Yen (Yr/Yr 108.2%)

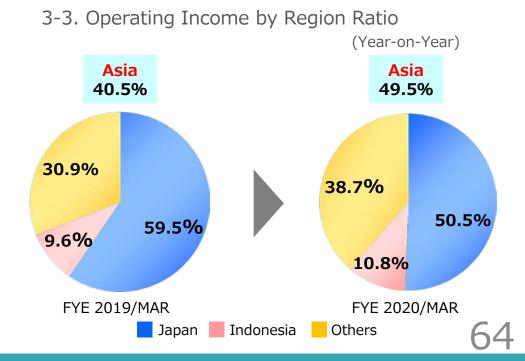


3. Consolidated Income

3-1. Operating Income by Region

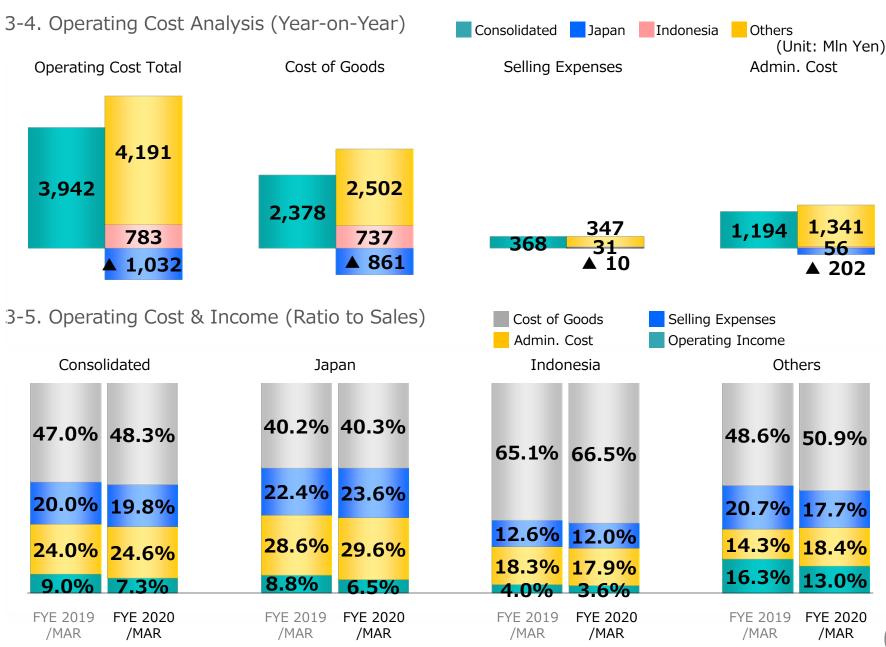
| | · - | (Unic:Min Yen) | | | | | | |
|------------------|---------|---------------------------|--------|-----------|----------------|--------|--|--|
| | Annual | | | | | | | |
| | FYE 202 | FYE 2020/MAR FYE 2019/MAR | | Balance | Yr/Yr | | | |
| | Result | per Sales | Result | per Sales | Dalatice | 11/11 | | |
| Operating Income | 5,970 | 7.3% | 7,135 | 9.0% | ▲ 1,165 | 83.7% | | |
| Japan | 3,014 | 6.5% | 4,248 | 8.8% | ▲ 1,233 | 71.0% | | |
| Indonesia | 645 | 3.6% | 681 | 4.0% | ▲ 36 | 94.6% | | |
| Others | 2,310 | 13.0% | 2,205 | 16.3% | 104 | 104.8% | | |





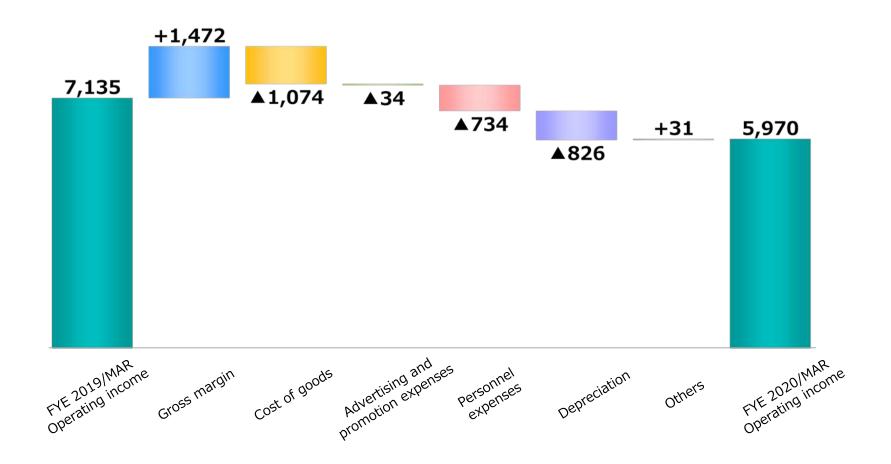
(Unit: Mln Von)

3. Consolidated Income



3. Consolidated Income

3-6. Analysis of Change in Consolidated Operating Income

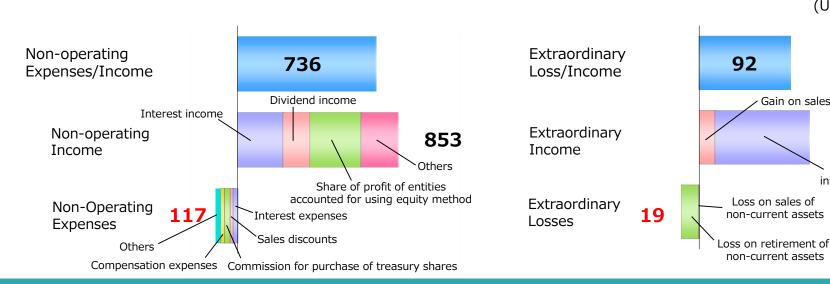


3. Consolidated Incomes

3-7. Ordinary Income and Net Income Attributable to Owners of Parent

| | | | | | | (Officer fill Tell) |
|--|---------|------------------|-------|--------------|----------------|---------------------|
| | Annual | | | | | |
| | FYE 202 | FYE 2020/MAR | | FYE 2019/MAR | | Yr/Yr |
| | Result | Result per Sales | | per Sales | Balance | 11/11 |
| Non-operating Income/Expenses | 736 | 0.9% | 1,026 | 1.3% | ▲ 289 | 71.7% |
| Ordinary Income | 6,706 | 8.2% | 8,161 | 10.3% | ▲ 1,454 | 82.2% |
| Extraordinary Profit/Loss | 92 | 0.1% | ▲ 203 | ▲0.3% | 296 | ▲ 45.6% |
| Income before Income Taxes and Minority Interests | 6,799 | 8.3% | 7,958 | 10.1% | ▲ 1,158 | 85.4% |
| Income Taxes and Minority Interests | 1,854 | 2.3% | 2,392 | 3.0% | ▲ 538 | 77.5% |
| Net Income | 4,945 | 6.0% | 5,565 | 7.0% | ▲ 620 | 88.9% |
| Net Income Attributable to Non-controlling interests | 499 | 0.6% | 478 | 0.6% | 20 | 104.4% |
| Net Income Attributable to Owners of Parent | 4,445 | 5.4% | 5,087 | 6.4% | ▲ 641 | 87.4% |

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



(Unit:Mln Yen)

Gain on sales of non-current assets

 Gain on sales of investment securities

(Unit:Mln Yen)

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4. P/L of Mandom Corporation, PT Mandom Indonesia Tbk

■ Results of FYE 2020/March (P/L of Mandom Corporation, PT Mandom Indonesia Tbk)

Mandom Corporation

| Mandom Corporat | ion | | | (Uni | t : Mln Yen) |
|--|----------|----------|----------------|--------|--------------|
| | FYE | FYE | balance | Yr/Yr | Rivised |
| | 2020/MAR | 2019/MAR | Dalatice | 11/11 | Plan |
| Net sales | 50,414 | 52,709 | ▲ 2,294 | 95.6% | 50,000 |
| Cost of Goods | 22,954 | 23,806 | ▲ 852 | 96.4% | - |
| Cost Ratio | 45.5% | 45.2% | +0.4P | - | - |
| Selling, general and administrative expenses | 24,134 | 23,901 | 233 | 101.0% | - |
| Operating Income | 3,326 | 5,001 | ▲ 1,675 | 66.5% | 2,900 |
| Non-operating Income/Los | 765 | 885 | ▲ 119 | 86.5% | - |
| Ordinary Income | 4,091 | 5,887 | ▲ 1,795 | 69.5% | 3,700 |
| Extraordinary Profit/loss | 81 | ▲ 389 | 470 | -20.9% | _ |
| Net Income | 3,117 | 4,080 | ▲ 962 | 76.4% | 2,800 |

| Depreciation, | Capital | Investment | |
|---------------|---------|-------------------|--|
| | _ | | |

| | ■ Consolidated | | | (Uni | t : Mln Yen) | |
|---|--|----------|----------|---------|--------------|--|
| | | FYE | FYE | balance | FYE 2021/MAR | |
| | | 2020/MAR | 2019/MAR | 24.4 | Outlook | |
| | Depreciation | 4,369 | 3,583 | 785 | undecided | |
| | Capital investment | 10,414 | 4,550 | 5,863 | undecided | |
| П | The second secon | | | | | |

| ■ Mandom Corp. | (Unit : Mln Yen) | | | |
|--------------------|------------------|----------|---------|--|
| I | FYE | FYE | balance | |
| I | 2020/MAR | 2019/MAR | | |
| Depreciation | 2,478 | 2,283 | 195 | |
| Capital investment | 8,683 | 3,001 | 5,681 | |

*Capital investment includes intangible assets

PT Mandom Indonesia Tbk

Local Currency (Unit: Mln Rp.)

| , , , , , , , , , , , , , , , , , , , | | | • | |
|---------------------------------------|-----------|-----------|-----------------|--------|
| | FYE | FYE | balance | Yr/Yr |
| | 2020/MAR | 2019/MAR | Dalatice | 11/11 |
| Net sales | 2,804,151 | 2,648,754 | 155,397 | 105.9% |
| Cost of Goods | 1,873,937 | 1,747,787 | 126,149 | 107.2% |
| Cost Ratio | 66.8% | 66.0% | +0.8P | - |
| Operating Income | 190,793 | 178,961 | 11,831 | 106.6% |
| Net Income | 145,149 | 173,049 | ▲ 27,900 | 83.9% |

Yen Equivalent

(Unit: Mln Yen)

| | FYE | FYE | balance | Yr/Yr |
|------------------|----------|----------|---------|--------|
| | 2020/MAR | 2019/MAR | | |
| Net sales | 21,591 | 20,660 | 931 | 104.5% |
| Cost of Goods | 14,429 | 13,632 | 796 | 105.8% |
| Cost Ratio | 66.8% | 66.0% | +0.8P | _ |
| Operating Income | 1,469 | 1,395 | 73 | 105.2% |
| Net Income | 1,117 | 1,349 | ▲ 232 | 82.8% |

Rp.1= ¥ 0.0077 Rp.1= ¥ 0.0078

XASSUMPTION rate FYE 2019/MAR

Rp.1 = 40.0077

Regarding Forward-Looking Statements

This document contains forward-looking statements concerning Mandom's current plans, strategies, beliefs and performance. These forward-looking statements include statements other than those based on historical fact and represent the assumptions and beliefs of management based on information currently available. Mandom therefore wishes to caution readers that actual results may differ materially from expectations, and that forward-looking statements are subject to a number of foreseen and unforeseen risks and uncertainties. All amounts have been rounded to the nearest whole unit.