PT mandom indonesia Tbk

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BE EVERYTHING.

INVESTOR BRIEF
FY 2025

MARKET HIGHLIGHTS

- Net sales grew by 15.4% YoY, reaching Rp2.15 trillion, mainly driven by strong recovery in the domestic market.
- Domestic sales grew significantly by 30.6% YoY, while export sales declined by 6.4% YoY.
- The Company recorded a net profit of Rp15.3 billion, reversing from a net loss in the previous year.
- Gross margin improved substantially, supported by better cost efficiency, with the COGS ratio decreasing from 87.0% to 74.3%.
- Skin care & makeup became the main growth driver, growing by 29.3% YoY, followed by fragrance (+12.8%) and hair care (+6.2%).

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BUSINESS RESULTS

Statements of Income
Rp Million

	FY 2025	FY 2024	Balance	%Growth
Net Sales	2.146.553	1.859.368	287.185	15,4%
COGs	(1.594.747)	(1.617.569)	22.822	-1,4%
Gross Profit	551.806	241.799	310.007	128,2%
Operating Expenses	(560.727)	(440.194)	(120.533)	27,3%
Income (Loss) from Operations	(8.921)	(198.395)	189.474	95,4%
Net Income (Loss)	15.299	(124.747)	140.046	112,3%
Comprehensive Income (Loss)	6.152	(64.053)	70.205	109,5%

Statements of Financial Position
Rp Million

	Dec 31, 2025	Dec 31, 2024	Balance	%Growth
Current Assets	1.620.976	1.594.069	26.907	1,6%
Non-Current Assets	699.813	743.820	(44.007)	-5,8%
Total Assets	2.320.789	2.337.889	(17.100)	-0,7%
Current Liabilities	305.279	358.755	(53.477)	-14,9%
Non-Current Liabilities	225.425	195.200	30.224	15,4%
Equity	1.790.085	1.783.934	6.151	0,3%
Total Liabilities & Equity	2.320.789	2.337.889	(17.100)	-0,7%
Net Working Capital	1.315.697	1.235.314	80.384	6,5%

Statements of Financial Position
Rp Million

	FY 2025	FY 2024	Balance	%Growth
Capital Expenditure	62.959	82.879	(19.920)	-24,0%

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SALES

Net Sales by Geographical
Rp Million

	FY 2025	FY 2024	Balance	%Growth
Domestic	1.435.272	1.099.179	336.093	30,6%
Export	711.281	760.189	(48.908)	6,4%

Net Sales by Category
Rp Million

	FY 2025	FY 2024	Balance	%Growth
Men's	1.161.078	1.105.652	55.426	5,0%
Women's	970.636	741.462	229.174	30,9%
Others	14.837	12.254	2.583	21,0%

Net Sales by Segment
Rp Million

	FY 2025	FY 2024	Balance	%Growth
Skin Care & Make Up	781.267	604.081	177.186	29,3%
Hair Care	830.245	782.041	48.204	6,2%
Fragrance	520.225	461.047	59.178	12,8%
Others	14.814	12.199	2.615	21,4%

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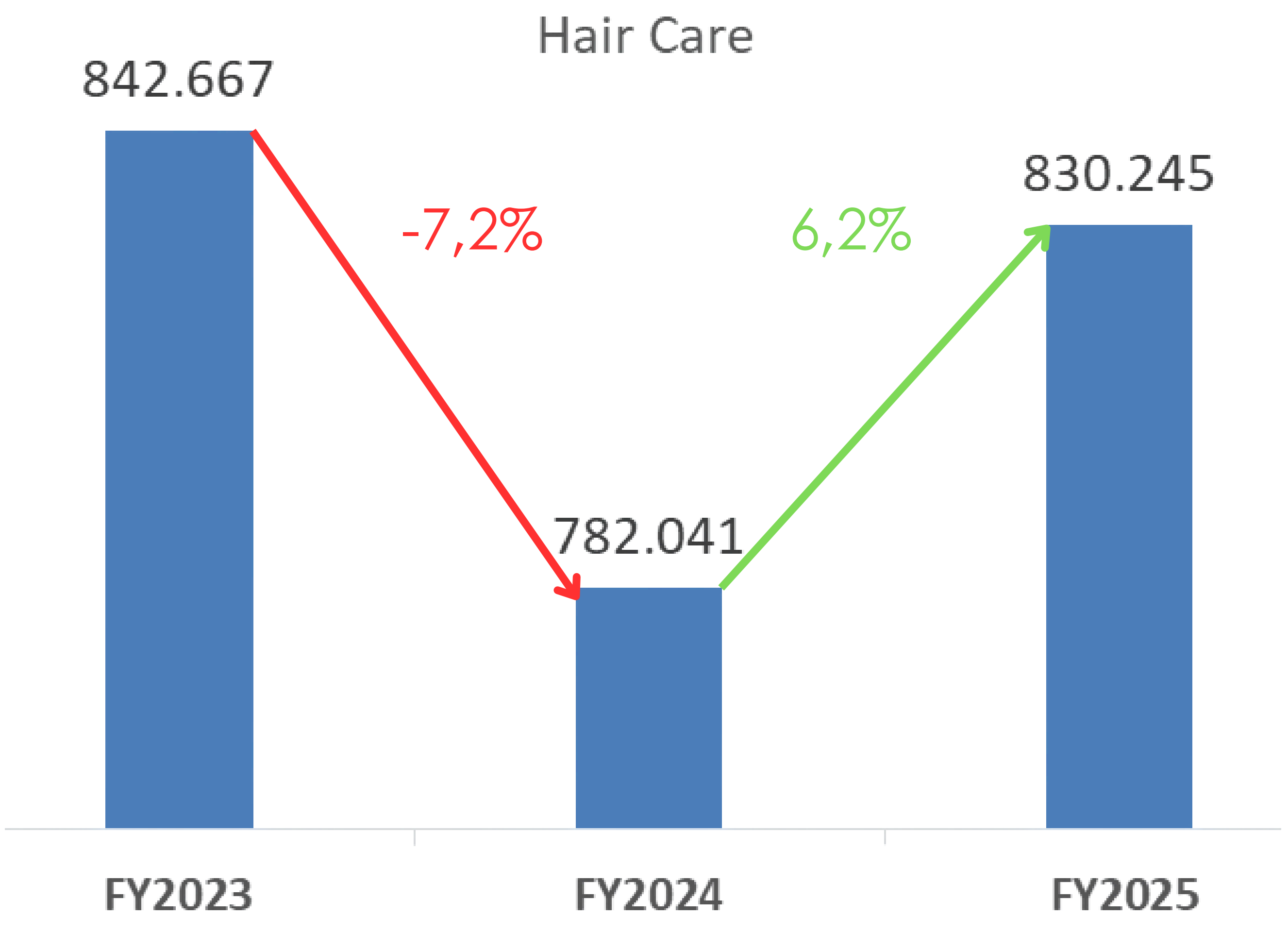
HAIR CARE

Strong Performance from GATSBY and LUCIDO-L

The hair care category recorded a 6.2% YoY growth, reaching Rp830.25 billion, supported by stable demand and ongoing product innovation across key brands.

GATSBY maintained its position as a market leader, driven by consistent demand for core styling products such as GATSBY Fiber Clay and GATSBY Powder Clay, which remain relevant to current men's grooming trends. In 2025, GATSBY further strengthened engagement with younger consumers through the GATSBY Fiber Clay campaign in collaboration with Jefri Nichol, highlighting the product's natural matte finish, lightweight feel, and long-lasting performance.

Meanwhile, LUCIDO-L continued to strengthen its presence in the women's segment through portfolio expansion, including the Serum Boost series and collaborations with professional salon networks. The brand's product quality was further recognized as LUCIDO-L Serum Boost Hair Mask received the Best Hair Mask award at the Female Daily Best of Beauty Awards 2025, reinforcing its positioning as a trusted hair care solution.

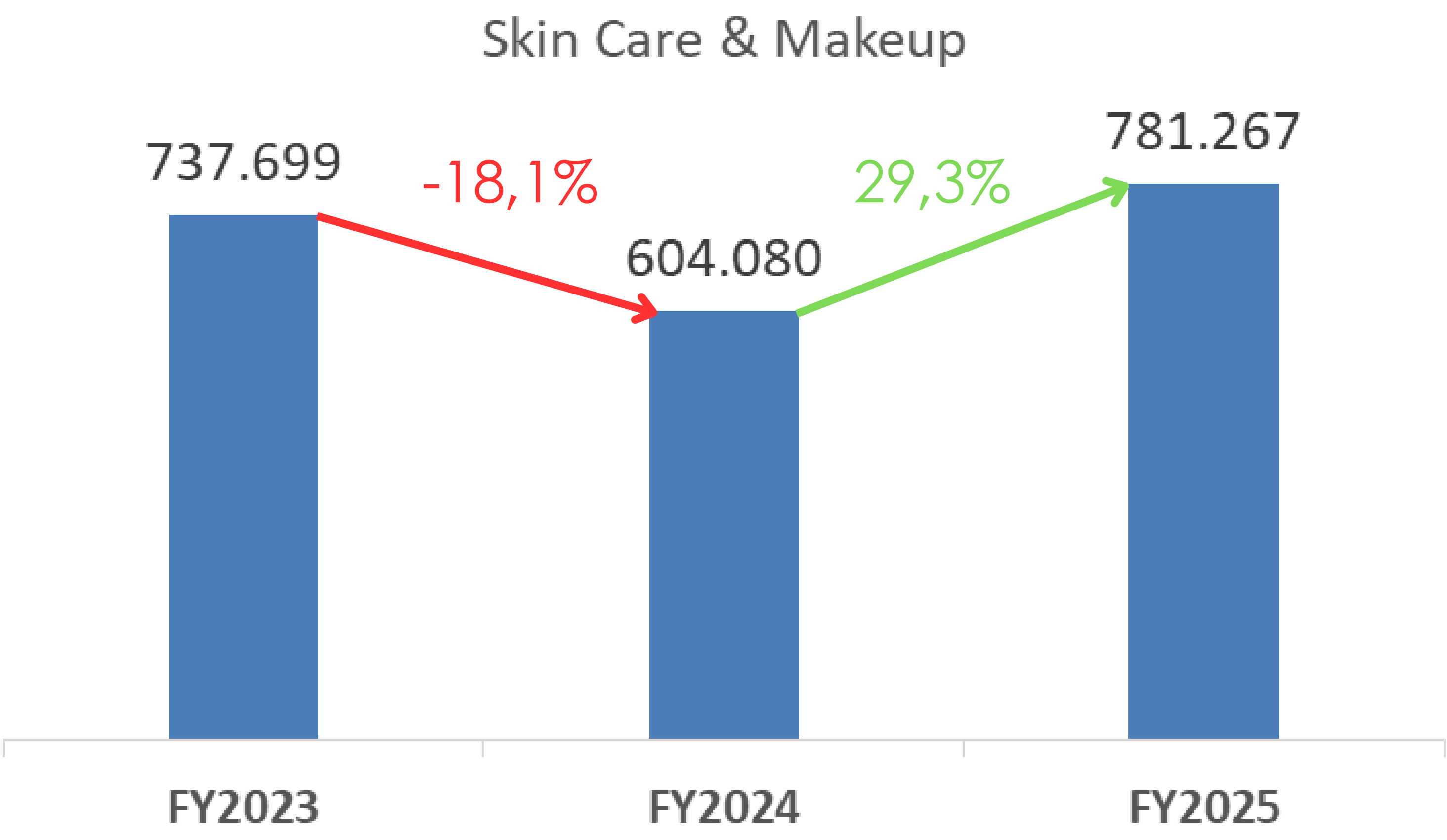


HAIR CARE - ACTIVITIES

New Products : LUCIDO-L
Serum Boost Hair Tonic

New Products : GATSBY Styling Wax

SKIN CARE & MAKEUP



PIXY Rebranding Driving Category Growth

The Company strengthened its skin care and makeup category through the implementation of the PIXY 5.0 rebranding strategy, introducing a more relevant visual identity and communication approach to better engage younger consumers across both offline and online channels. In 2025, PIXY also expanded its product portfolio with the launch of Hyperlast Glazed Lip Vinyl, aligning with evolving beauty trends.

In addition, the Company enhanced its digital marketing initiatives through optimized campaigns, KOL collaborations, and more targeted content across social media and e-commerce platforms, driving stronger consumer engagement and improving sales conversion.

These initiatives contributed to a strong performance in the skin care and makeup category, which recorded a 29.3% YoY growth, reaching Rp781.27 billion, and becoming the main driver of the Company's overall sales growth in 2025.

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INVESTOR BRIEF
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SKIN CARE & MAKEUP - ACTIVITIES

New Products : PIXY Fixed Matte Cushion

New Products : PIXY Hyperlast Glazed Lip Vinyl

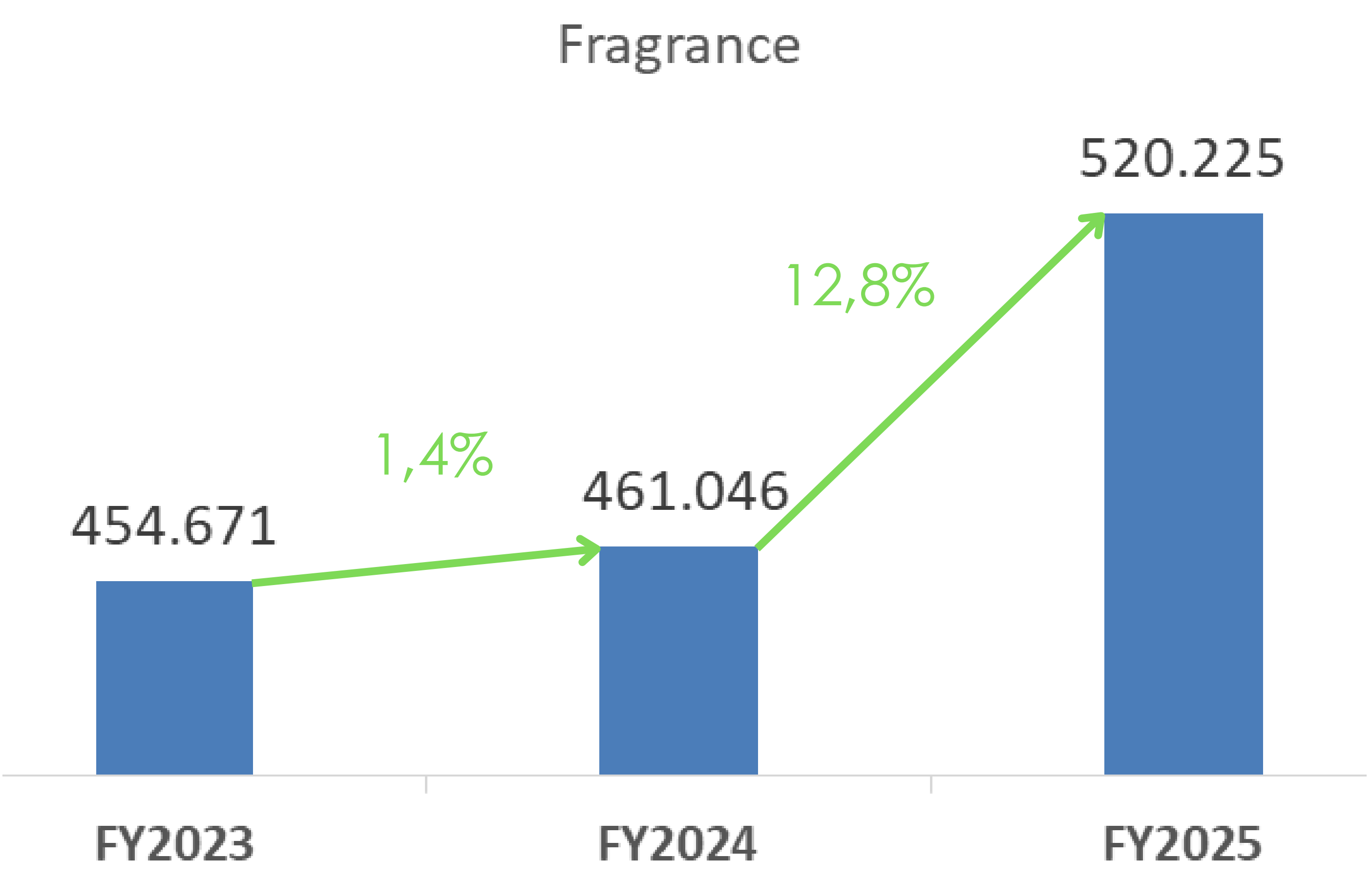
FRAGRANCE

GATSBY, PUCELLE and LOVILLEA Enhance Portfolio Strength

The Company continued to strengthen its fragrance category through product innovation aligned with evolving consumer preferences, particularly for more elegant and long-lasting scent profiles such as vanilla and ambery fresh. This was supported by the development of Eau de Parfum and Parfum Body Mist variants to cater to a wider range of consumer segments.

Key brands including GATSBY, PUCELLE, and LOVILLEA contributed to this growth through new product launches, such as GATSBY Extrait De Parfum, PUCELLE Equilibre Extrait De Parfum, and LOVILLEA Love Language Eau De Parfum, further enriching the Company's fragrance portfolio and maintaining market relevance amid increasing competition.

These initiatives resulted in a solid performance of the fragrance category, which recorded a 12.8% YoY growth, reaching Rp520.23 billion, reflecting sustained consumer interest and effective portfolio expansion.



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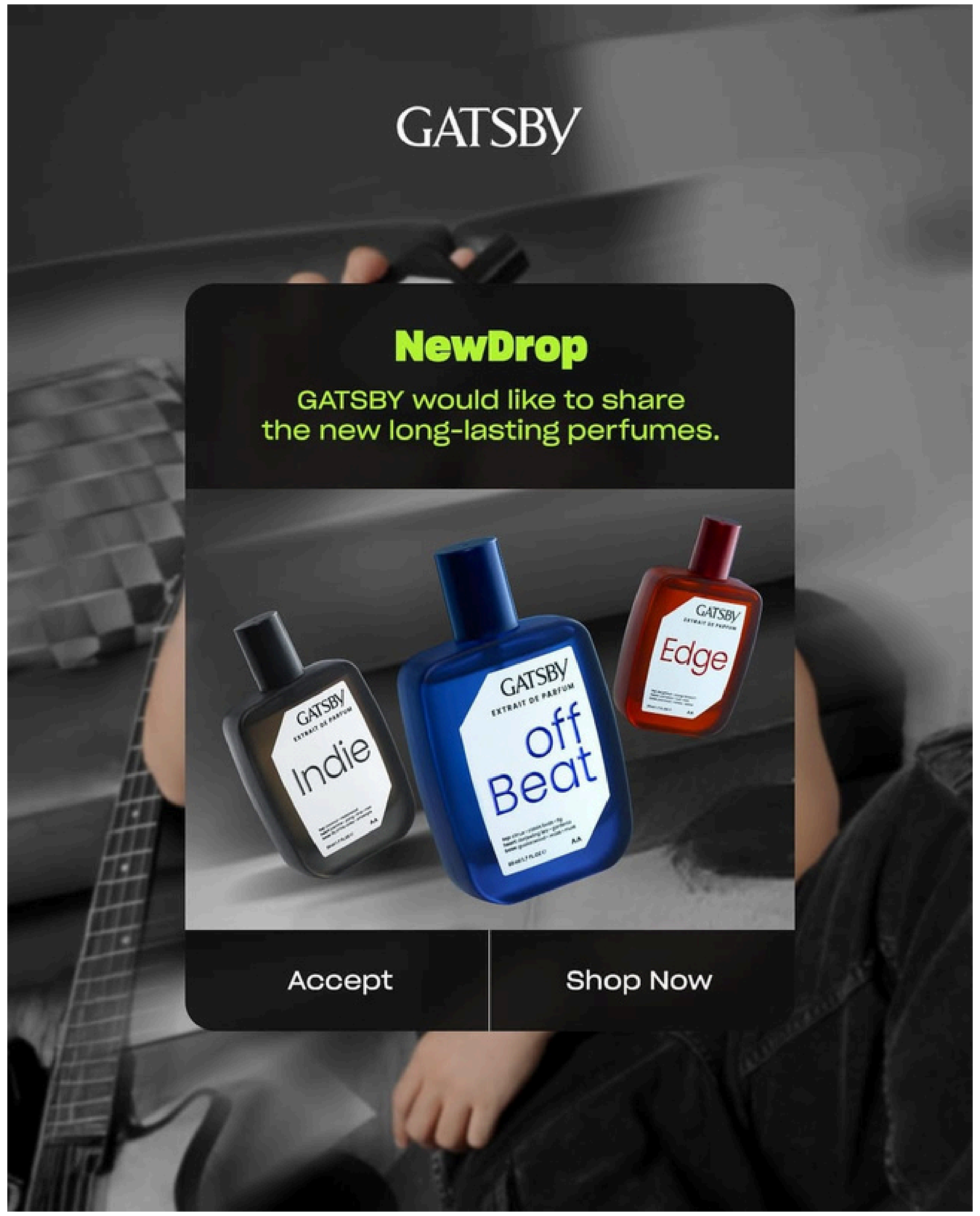
FRAGRANCE - ACTIVITIES

New Products : LOVILLEA Love Language Eau De Parfum

New Products : PUCELLE Equilibre Extrait De Parfum



New Products : GATSBY Extrait De Parfum

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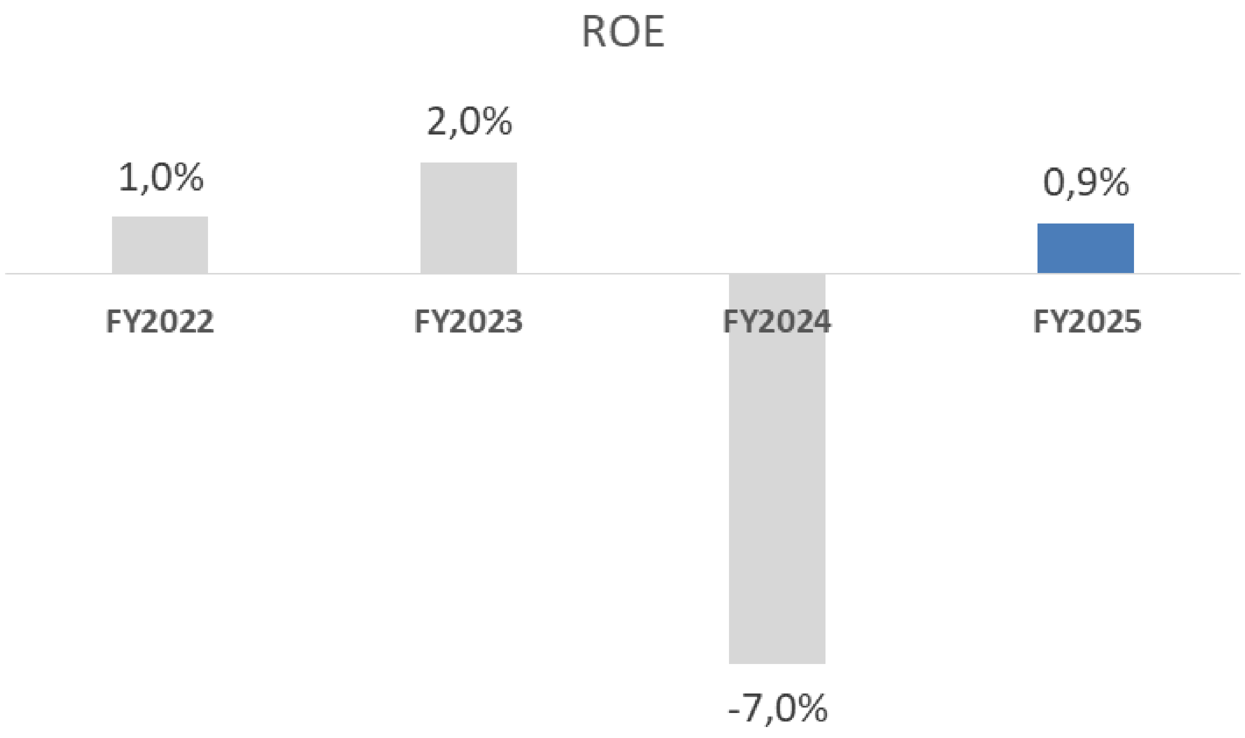
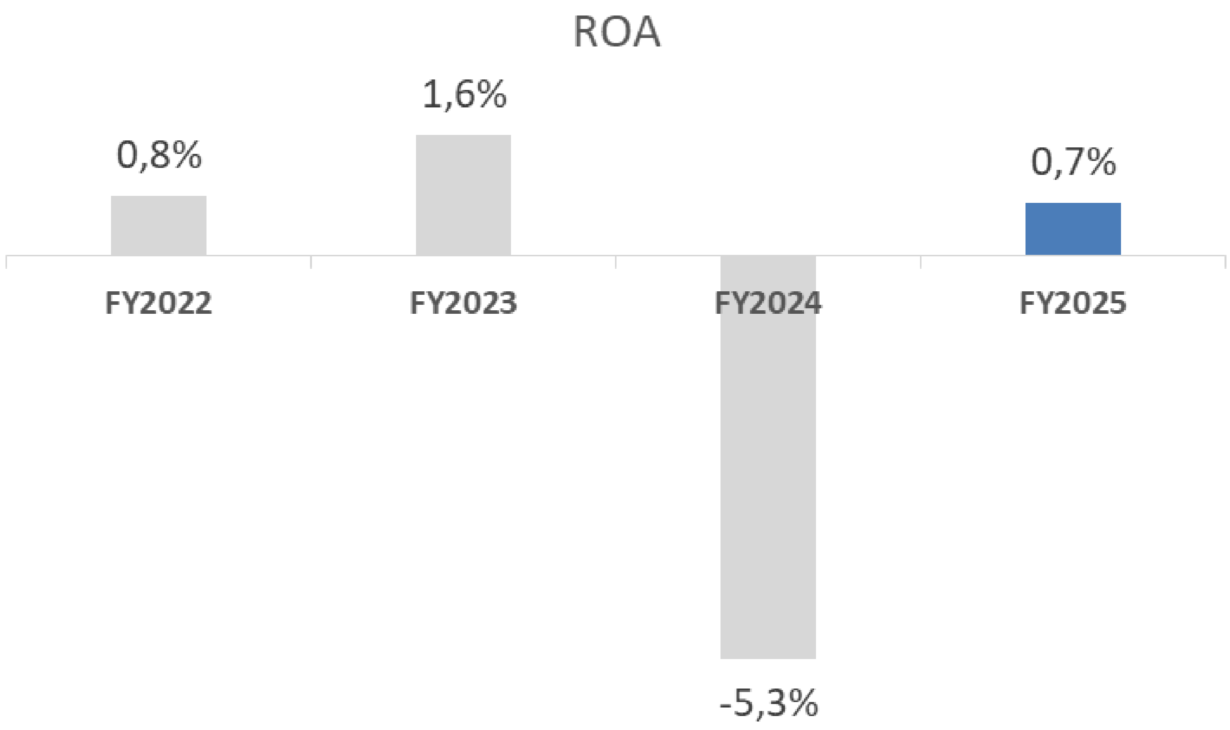
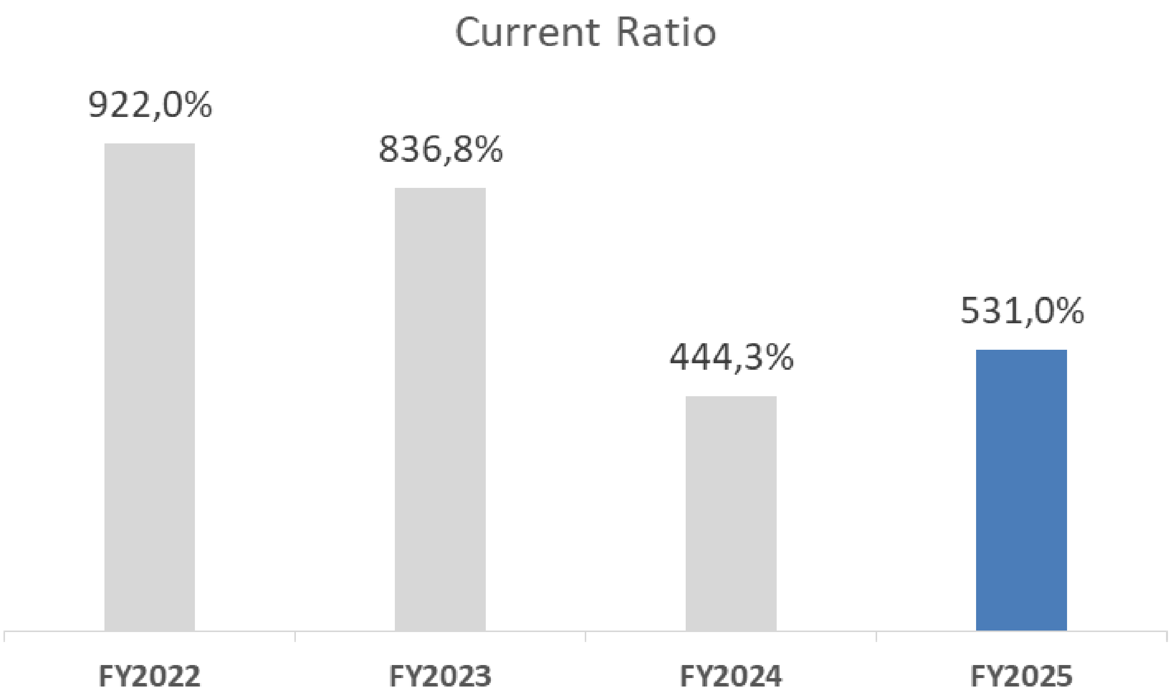
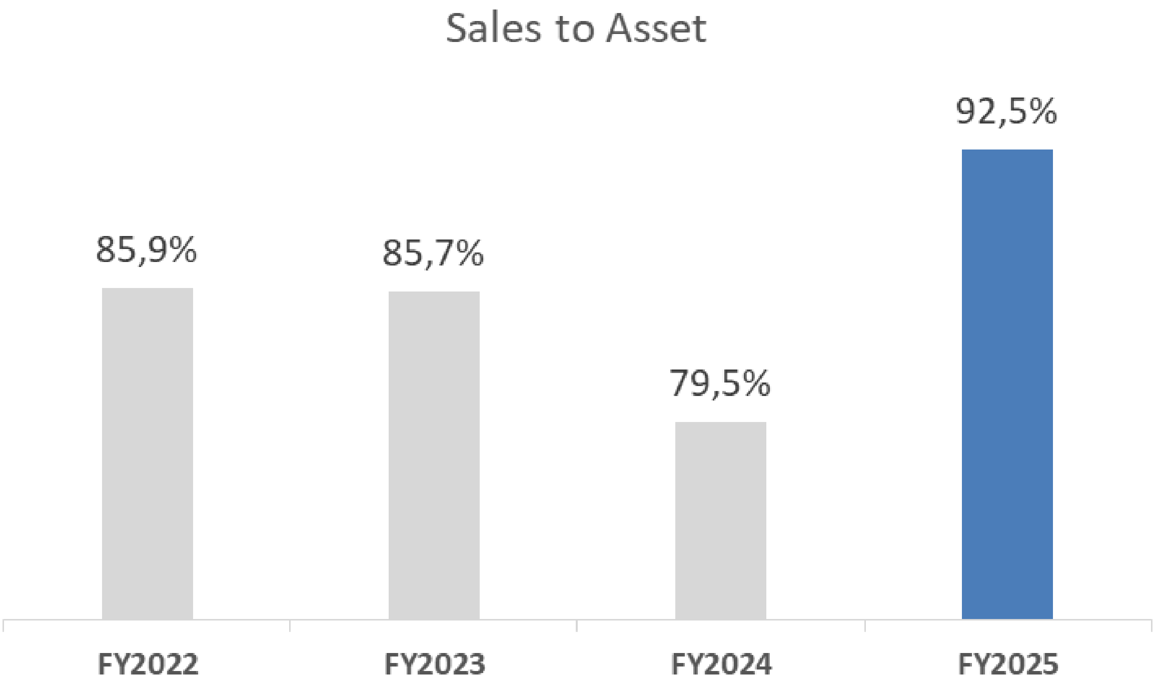
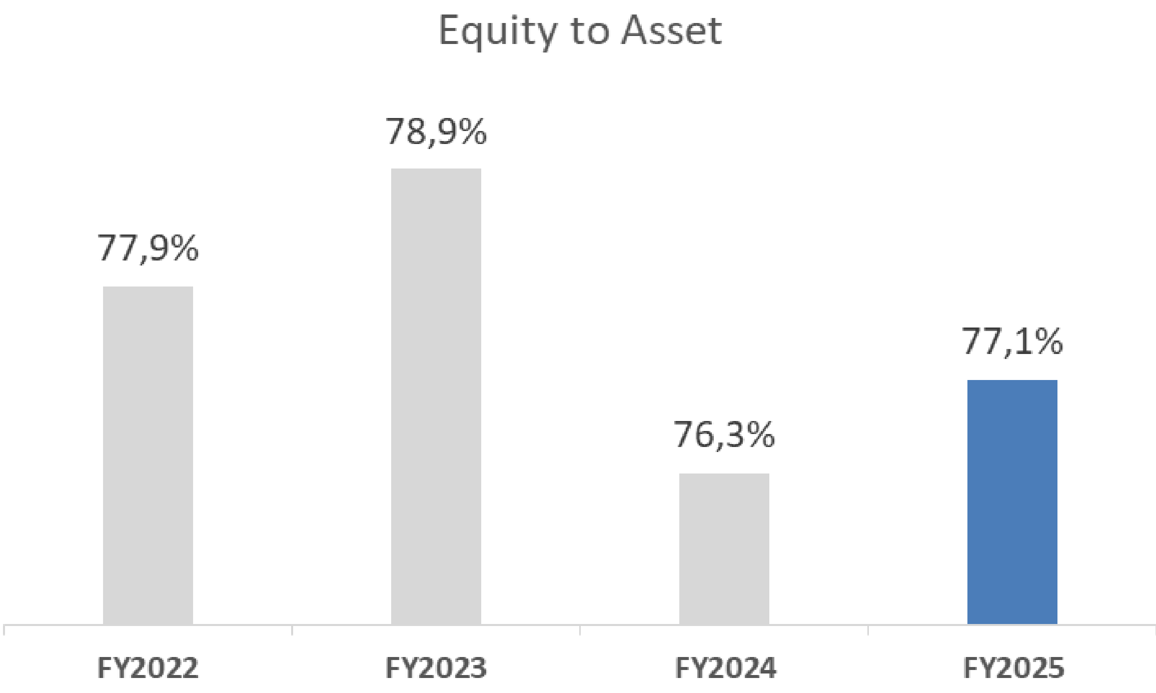
RATIOS











CORPORATE SECRETARY

Alia Dewi/ Raihan Jati Utomo
P: 62-21-2980-9500
E: corporatesecretary@mandom.co.id
W: www.mandom.co.id

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