# Summary of Consolidated Financial Results for the 1st Quarter, Ended April 30, 2007 

May 28, 2007

## Company name:

Pigeon Corporation
Stock code: 7956
(URL http://www.pigeon.co.jp)
Representative: Akio Okoshi (President and COO)
Contact: Isao Kosaka (Managing Officer, Corporate Planning Division)
Listings: Tokyo Stock Exchange (First Section)
Headquarters: Tokyo

1. Items related to preparation of quarterly financial report
(1) Simplified accounting method employed: No
(2) Changes in accounting treatment since most recent fiscal year-end: No
(3) Changes in scope of consolidation or application of equity method: No
2. Consolidated Financial Results (February 1-April 30, 2007)
(1) Performance ( 3 months to April 30) ( $¥$ millions, rounded down)

|  | Net sales |  | Operating income | Ordinary income |
| :---: | :---: | :---: | :---: | :---: |
|  |  | Change (\%) | Change (\%) | Change (\%) |
| 1Q to Apr. 30, 2007 | 11,314 | ( 5.6) | 579 ( $\triangle 13.3$ ) | 559 ( $\triangle 14.0)$ |
| 1Q to Apr. 30, 2006 | 10,718 | ( 6.2) | 667 ( 16.6) | 650 ( 17.9) |
| FY to Jan. 31, 2007 | 45,307 |  | 2,754 | 2,745 |


|  | Net income | Net income per share ( $¥$ ) | Net income per share (fully diluted) ( $¥$ ) |
| :---: | :---: | :---: | :---: |
|  | Change (\%) |  |  |
| 1Q to Apr. 30, 2007 | 319 ( 29.5) | 16.03 | 16.00 |
| 1Q to Apr. 30, 2006 | 246 ( $\triangle 26.8$ ) | 12.48 |  |
| FY to Jan. 31, 2007 | 1,916 | 96.97 | 96.91 |

Note: Figures in parentheses denote year-on-year percentage changes.
(2) Financial Position ( $¥$ millions, rounded down)

|  | Total assets | Shareholders' equity | Equity-assets ratio (\%) | Equity per share (¥) |
| :--- | :--- | :--- | :---: | :---: |
| At Apr. 30,2007 | 36,417 | 23,016 | 62.2 | $1,137.56$ |
| At Apr. 30,2006 | 35,394 | 20,433 | 57.7 | $1,035.53$ |
| At Jan. 31,2007 | 35,648 | 22,993 | 63.0 | $1,128.70$ |

(3) Cash Flows

|  | Cash flows from <br> operating activities | Cash flows from <br> investing activities | Cash flows from <br> financing activities | Cash and cash equivalents <br> at quarter-end |
| :--- | :---: | :---: | :---: | :---: |
| At Apr. 30, 2007 | 630 | $\Delta 652$ | $\Delta 3$ | 2,693 |
| At Apr. 30, 2006 | 71 | $\Delta 352$ | 349 | 1,983 |
| At Jan. 31, 2007 | 1,765 | $\Delta 395$ | $\Delta 1,284$ | 2,680 |

3. Forecast for Fiscal Year Ending January 2008
4. Forecast for Fiscal Year Ending January 2008 $\quad$ ( $¥$ millions, rounded down)

## (Reference): Forecast net income per share (full year): $¥ 80.37$

The above forecasts are based on informatio.................................................................................................................................................................................................. related to uncertainties that may affect the Company's future business performance. For various reasons, actual results may differ significantly from the above forecasts.

## Business Performance

The period under review-the three-month period to April 30, 2007-was the first quarter of the final year of Global 500, our second medium-term management plan for the 21st century. (The plan covers the period from February 2005 to January 2008.)

During the quarter, the Pigeon Group sought to maximize corporate value on a global scale by reinforcing its distinctiveness and competitive edge while harnessing and enhancing Groupwide synergies. Here, we devoted particular attention to cementing the position of our domestic business in baby and child care products, strengthening the foundation of our healthcare business and creating frameworks for growth in that segment, and expanding our business in China and other overseas markets.

As a result, consolidated net sales for the quarter amounted to $¥ 11,314$ million, up $5.6 \%$ from the previous corresponding period. This reflected the success of various actions, including our overseas business strategies. On the earnings side, we achieved a 0.5 -point decline in the cost of sales ratio. However, selling, general, and administrative expenses rose $10.5 \%$, due mainly to our sponsorship of television programs and higher sales expenses accompanying our business expansion overseas. Consequently, operating income fell $13.3 \%$, to $¥ 579$ million, and ordinary income was down $14.0 \%$, to $¥ 559$ million. Net income for the quarter, however, rose $29.5 \%$, to $¥ 319$ million.

For financial reporting purposes, the Group's business is classified into three segments: Baby and Child Care, Healthcare, and Others. A performance summary by segment is shown below.

## Baby and Child Care

Quarterly sales in this segment amounted to $¥ 8,889$ million, up $7.9 \%$ from the previous corresponding period. Operating income declined $6.1 \%$, to $¥ 1,187$ million. This segment consists of three categories: Domestic Baby and Child Care Products, ChildRearing Support Services, and Overseas Business.

Domestic Baby and Child Care Products: In the period under review, we released new products in our mainstay lines of baby bottles, baby skincare products, and baby sunscreens. We also launched new wet tissues for use in the toilet training process. These wet tissues, which can be safely flushed down the toilet, are distinctive and provide a strong competitive edge. With respect to sales promotion activities during the quarter, we concentrated on advertising in baby magazines, and in February 2007 we comprehensively updated and relaunched "pigeon.info 2.0 ," an interactive web portal devoted to baby and child care. In April, we started sponsoring television programs. In addition, we undertook merchandising activities in retail stores, held maternity-related events, and promoted our offerings to hospitals and clinics. In these and various other ways, we worked to extensively highlight the appeal of the Pigeon brand to consumers.

Child-Rearing Support Services: In April 2007, we were entrusted with the operation of a daycare center within the Central Japan International Airport. Since the enactment of the Law for Measures to Support the Development of the Next Generation in 2005, there has been growing interest among corporations and public entities to upgrade child-rearing support systems. Demonstrating our competitive strengths in this area, we have continued to pursue proactive sales activities. We also recognize that such an advantage depends crucially on the level of service provided, and for this reason we are further upgrading our staff training programs.

Overseas Business: Our overseas business is growing steadily, especially in East Asia
and North America. In China, where demand for our products is growing favorably in regional cities, we are working to further entrench the Pigeon brand by setting up dedicated "Pigeon corners" in department stores and baby specialty stores. In the United States, meanwhile, we introduced a new manual breast pump and broadened our line of mainstay products in retail stores. At the end of 2006, we starting doing business with Babies "R" Us, a chain store devoted to baby and child care products. In these and other ways, we are progressively expanding our business in that nation.

## Healthcare

Sales in this segment slipped $4.8 \%$, to $¥ 1,571$ million, and operating income fell $41.0 \%$, to $¥ 44$ million. In January 2007, we established the Elderly Health Care Division to take control of marketing and sales covering the Pigeon Group's entire healthcare business. During the quarter under review, the new division sought to create frameworks aimed at reinforcing and growing our healthcare business.

## Others

Sales from other operations totaled $¥ 853$ million, up $3.2 \%$ year-on-year. Operating income grew $34.3 \%$, to $¥ 121$ million. Through Pigeon Will Co., Ltd., a consolidated subsidiary that sells maternity undergarments, we focused on selling items for the spring and summer of 2007. During the quarter, we reported increased sales of Folic Acid Plus, a vitamin supplement that can be taken during pregnancy, even in combination with other nutrients. We also continued expanding our presence in China through effective business development initiatives. In addition, we reported steady growth in sales of items sold through Pigeon Mall, an on-line shopping site for maternity products opened in April 2006.

## Financial Position

At April 30, 2007, Pigeon had total assets of $¥ 36,417$ million. Total current assets amounted to $¥ 17,996$ million at term-end. During the quarter, there was a rise in inventories. Total fixed assets amounted to $¥ 18,421$ million.

Total liabilities at the end of the period stood at $¥ 13,400$ million. There was an increase in notes and accounts payable during the quarter. Total net assets at term-end amounted to $¥ 23,016$ million.

## Cash Flows

Net cash provided by operating activities amounted to $¥ 630$ million, owing primarily to an increase in income before income taxes.

Net cash used in investing activities totaled $¥ 652$ million, due mainly to purchases of property, plant, and equipment.

Net cash used in financing activities was $¥ 3$ million, as payment of cash dividends and other factors outweighed cash inflows provided by short-term borrowing.

As a result, cash and cash equivalents at April 30,2007 , stood at $¥ 2,693$ million, up $¥ 13$ million from January 31, 2007.

1. Summary of Consolidated Balance Sheets



## 2. Summary of Consolidated Statements of Income



## 3. Summary of Consosidated Statements of Cash Flows

|  | $\begin{gathered} \hline \text { Quarter ended April 30, } \\ 2006 \\ \hline \end{gathered}$ | $\begin{gathered} \hline \text { Quarter ended April 30, } \\ 2007 \\ \hline \end{gathered}$ | $\begin{gathered} \hline \text { Year ended January 31, } \\ 2007 \\ \hline \end{gathered}$ |
| :---: | :---: | :---: | :---: |
|  | ( $¥$ thousands) | ( $¥$ thousands) | ( $¥$ thousands) |
| I Cash Flows from Operating Activities |  |  |  |
| Income before income taxes | 499,824 | 560,275 | 3,305,921 |
| Depreciation | 326,537 | 334,472 | 1,439,031 |
| Amortization of difference between investment costs and equity in net assets acquired | 120,182 | - | 140,947 |
| Amortization of negative goodwill | - | 95,708 |  |
| Amortization of goodwill | 94,183 | - | 376,734 |
| Increase/decrease in allowance for doubtful accounts | (692) | $(1,440)$ | 17,935 |
| Change in accrued bonuses to employees | 319,404 | 304,115 | 26,458 |
| Change in employees' retirement benefits | 10,190 | 6,768 | 18,480 |
| Increase/decrease in reserve for retirement benefits to directors and corporate auditors | $(23,963)$ | $(33,608)$ | $(6,843)$ |
| Interest and dividend income | $(3,508)$ | $(9,135)$ | $(41,261)$ |
| Equity in earnings(losses) of nonconsolidated subsidiaries and affiliates | $(9,207)$ | $(8,582)$ | $(29,579)$ |
| Interest expense | 10,488 | 7,851 | 45,606 |
| Gain on fixed assets disposal | (320) | - | $(1,252,745)$ |
| Gain on sales of investment securities |  | - | $(20,000)$ |
| Loss on fixed assets disposal | 15 | 10 | 213,028 |
| Loss on fixed assets sales | 13,469 | 1,185 | 105,642 |
| Decrease (increase) in trade receivables | $(1,092,937)$ | $(78,042)$ | (1,531,070) |
| Decrease (increase) in inventories | $(294,649)$ | $(581,634)$ | 375,149 |
| (Decrease) increase in trade payables | 35,025 | 397,900 | $(203,713)$ |
| (Decrease) increase in account payables | 218,931 | 127,607 | 326,676 |
| Decrease (increase) in consumption tax payable | 9,044 | $(68,532)$ | 93,432 |
| Increase/decrease in bankruptcy claims |  | 55 | $(4,205)$ |
| Increase in employees' accued retirement benefits | $(6,471)$ | 991 | $(195,011)$ |
| Other | 195,177 | 47,483 | 46,529 |
| Subtotal | 420,728 | 1,103,451 | 3,247,143 |
| Interest and dividends received | 3,477 | 11,704 | 37,810 |
| Interest paid | (12,776) | $(12,618)$ | $(43,726)$ |
| Income taxes paid | $(339,773)$ | $(472,153)$ | $(874,025)$ |
| Net Cash Provided by Operating Activities | 71,655 | 630,383 | 2,367,201 |
| II Cash Flows from Investing Activities |  |  |  |
| Acquisition of property, plant and equipment | $(215,374)$ | $(431,534)$ | $(1,369,168)$ |
| Proceeds from sales of property, plant and equipment | 1,233 | 38,114 | 1,388,298 |
| Acquisition of intangible assets | $(48,220)$ | $(115,089)$ | $(176,168)$ |
| Acquisition of investments in securities | $(8,000)$ |  | $(265,469)$ |
| Proceeds from sales of investments in securities |  | - | 25,000 |
| Payment to life insurance fund for directors | $(11,805)$ | $(9,954)$ | $(51,494)$ |
| Proceeds due to maturity/cancellation of insurance reserve | 11,429 | 30,511 | 67,968 |
| Acquisition of shares in subsidiaries |  | $(175,201)$ | $(30,093)$ |
| Loans advanced | (524) | (414) | $(2,046)$ |
| Collection of loan receivables | 256 | 492 | 1,750 |
| Proceeds from recovery of lease deposits | $(60,368)$ | $(7,702)$ | $(83,499)$ |
| Collection of lease deposits | 2,571 | 5,990 | 130,728 |
| Other | $(23,379)$ | 11,876 | $(31,748)$ |
| Net Cash Provided by (Used in) Investing Activities | $(352,182)$ | $(652,911)$ | $(395,941)$ |
| III Cash Flows from Financing Activities |  |  |  |
| Net increase in short-term bank loans | 3,294,592 | 2,495,552 | 8,302,165 |
| Repayment of short-term bank loans | $(2,649,402)$ | $(2,148,802)$ | $(8,993,005)$ |
| Proceeds from long-term debt | 1,000,000 |  | 1,000,000 |
| Repayment of long-term debt | (1,096,213) | $(36,660)$ | $(1,351,442)$ |
| Payment of cash dividends | $(163,361)$ | $(298,803)$ | $(492,953)$ |
| Payment of cash dividends to minority shareholders | $(36,059)$ | $(41,771)$ | $(38,369)$ |
| Proceeds from sales of treasury stock |  | 27,165 | 291,571 |
| Acquisition of treasury stock | (269) | (440) | $(2,105)$ |
| Net Cash Provided by (Used in) Financial Activities | 349,286 | $(3,760)$ | (1,284,139) |
| IV Effect of exchange rate changes on Cash and Cash Equivalents | 11,320 | 39,395 | 89,634 |
| V Net Change in Cash and Cash Equivalents | 80,080 | 13,106 | 776,755 |
| VI Cash and Cash Equivalents at Beginning of the Quarter | 1,903,361 | 2,680,117 | 1,903,361 |
| VII Cash and Cash Equivalents at End of the Quarter | 1,983,441 | 2,693,224 | 2,680,117 |

## 4. Business Segment Information

## 1st quarter of previous year (February 1-April 30, 2006)

|  | (¥ thousands) |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
|  | Baby and <br> child care | Healthcare | Others | Total | Eliminations <br> or corporate | Consolidated |
| Sales <br> (1) Sales to outside <br> customers <br> (2) Intersegment sales | $8,240,656$ | $1,651,173$ | 827,107 | $10,718,937$ |  |  |
| Total | $-8,240,656$ | $1,651,173$ | 827,107 | $10,718,937$ | $10,718,937$ |  |
|  | - | - | - | $(-)$ | $10,718,937$ |  |
| Operating expenses | $6,976,601$ | $1,575,072$ | 736,581 | $9,288,255$ | 762,704 | $10,050,959$ |
| Operating income | $1,264,055$ | 76,101 | 90,525 | $1,430,681$ | $(762,704)$ | 667,977 |

Notes: 1. The Company's business is segmented for internal control purposes.
2. Main products/services of each segment are shown below.

| Segment | Main products/services |
| :--- | :--- |
| Baby and child care | Breastfeeding and weaning products, skincare products, child-rearing <br> support services, other |
| Healthcare | Nursing-care products, nursing-care support services, other |
| Others | Women's care products (supplements, maternity products, etc.), wet tissues, <br> other |

3. Figures in the "Eliminations or corporate" column refer to the portion of operating expenses that are unallocatable. These are primarily expenses related to general administration and R\&D.

## 1st quarter of year in review (February 1-April 30, 2007)



Notes: 1. The Company's business is segmented for internal control purposes.
2. Main products/services of each segment are shown below.

| Segment | Main products/services |
| :--- | :--- |
| Baby and child care | Breastfeeding and weaning products, skincare products, child-rearing <br> support services, other |
| Healthcare | Nursing-care products, nursing-care support services, other |
| Others | Women's care products (supplements, maternity products, etc.), wet tissues, <br> other |

3. Figures in the "Eliminations or corporate" column refer to the portion of operating expenses that are unallocatable. These are primarily expenses related to general administration and R\&D.

## Previous fiscal year (February 1, 2006-January 31, 2007)

| (¥ thousands) |  |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | :---: |
|  | Baby and <br> child care | Healthcare | Others | Total | Eliminations <br> or corporate | Consolidated |  |
| Sales |  |  |  |  |  |  |  |
| (1) Sales to outside <br> customers | $35,501,224$ | $6,324,827$ | $3,481,879$ | $45,307,931$ | - | $45,307,931$ |  |
| (2) Intersegment sales | - | - | - | - | $(-)$ | - |  |
| Total | $35,501,224$ | $6,324,827$ | $3,481,879$ | $45,307,931$ | $(-)$ | $45,307,931$ |  |
| Operating expenses | $30,538,872$ | $5,983,201$ | $3,080,363$ | $39,602,438$ | $2,951,269$ | $42,553,707$ |  |
| Operating income | $4,962,352$ | 341,626 | 401,515 | $5,705,493$ | $(2,951,269)$ | $2,754,223$ |  |

Notes: 1. The Company's business is segmented for internal control purposes.
2. Main products/services of each segment are shown below.

| Segment | Main products/services |
| :--- | :--- |
| Baby and child care | Breastfeeding and weaning products, skincare products, child-rearing <br> support services, other |
| Healthcare | Nursing-care products, nursing-care support services, other |
| Others | Women's care products (supplements, maternity products, etc.), wet <br> tissues, other |

3. Figures in the "Eliminations or corporate" column refer to the portion of operating expenses that are unallocatable. These are primarily expenses related to general administration and R\&D.

## 5. Overseas Sales

## 1st quarter of previous year (February 1-April 30, 2006)

|  |  |  |  | Other | ( $¥$ thousands |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | East Asia | North America | Middle East |  | Total |
| Overseas sales | 1,109,235 | 627,420 | 260,657 | 297,150 | 2,294,463 |
| Consolidated net sales | - | - | - | - | 10,718,937 |
| Share of overseas sales in consolidated net sales (\%) | 10.4 | 5.9 | 2.4 | 2.7 | 21.4 |

Notes: 1. Segmentation of countries and regions is based on geographic proximity.
2. Major countries and regions are as follows:
(1) East Asia: China, Singapore, South Korea, etc.
(2) North America: United States, Canada, etc
(3) Middle East: United Arab Emirates, etc.
(4) Other: United Kingdom, Australia, South Africa, etc.
3. Overseas sales refer to sales in countries or regions outside of Japan reported by the Company and its consolidated subsidiaries.

1st quarter of year in review (February 1-April 30, 2007)

|  |  |  |  |  | (\# thousands) |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | East Asia | North <br> America | Middle East | Other | Total |
| Overseas sales | 1,581,152 | 819,091 | 177,752 | 321,859 | 2,899,856 |
| Consolidated net sales | - | - | - | - | 11,314,396 |
| Share of overseas sales in consolidated net sales (\%) | 14.0 | 7.2 | 1.6 | 2.8 | 25.6 |

Notes: 1. Segmentation of countries and regions is based on geographic proximity.
2. Major countries and regions are as follows:
(1) East Asia: China, Singapore, South Korea, etc.
(2) North America: United States, Canada, etc.
(3) Middle East: United Arab Emirates, etc.
(4) Other: United Kingdom, Australia, Panama, etc.
3. Overseas sales refer to sales in countries or regions outside of Japan reported by the Company and its consolidated subsidiaries.

Previous fiscal year (February 1, 2006-January 31, 2007)

|  | East Asia | North America | Middle East | Other | Total |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Overseas sales | 5,436,987 | 2,718,886 | 1,139,045 | 1,295,860 | 10,590,780 |
| Consolidated net sales | - | - | - | - | 45,307,931 |
| Share of overseas sales in consolidated net sales (\%) | 12.0 | 6.0 | 2.5 | 2.9 | 23.4 |

Notes: 1. Segmentation of countries and regions is based on geographic proximity.
2. Major countries and regions are as follows:
(1) East Asia: China, Singapore, South Korea, etc.
(2) North America: United States, Canada, etc.
(3) Middle East: United Arab Emirates, etc.
(4) Other: United Kingdom, Australia, South Africa, etc.
3. Overseas sales refer to sales in countries or regions outside of Japan reported by the Company and its consolidated subsidiaries.

