## Summary of Consolidated Financial Results for Nine Months Ended October 31, 2007

## Company name: Pigeon Corporation

Stock code: 7956
Listings: First Section, Tokyo Stock Exchange
Website: www.pigeon.co.jp
Representative: Akio Okoshi (President and COO)
Contact: Isao Kosaka (Managing Officer, Corporate Planning Division)
( $¥$ millions, rounded down)

1. Consolidated Financial Results (February 1-October 31, 2007)
(1) Performance (Nine months ended October 31) (\% figures denote year-on-year change)

|  | Net sales |  | Operating income |  | Ordinary income |  |
| :---: | ---: | ---: | ---: | ---: | ---: | ---: |
|  | Change (\%) |  | Change (\%) |  | Change (\%) |  |
| 2007 | 36,622 | 9.5 | 2,601 | 18.0 | 2,592 | 20.3 |
| 2006 | 33,454 | 6.6 | 2,204 | 25.3 | 2,155 | 24.6 |
| Year ended | 45,307 |  | 2,754 | 2,745 |  |  |


|  | Net income |  | Net income per share ( $¥$ ) | Fully diluted net income per share |
| :---: | :---: | :---: | :---: | :---: |
|  |  | ge (\%) |  |  |
| 2007 | 1,637 | 7.4 | 82.28 | 82.18 |
| 2006 | 1,525 | 42.1 | 77.29 | - |
| Year ended January 31, 2007 | 1,916 |  | 96.97 | 96.91 |

(2) Financial Position (at October 31) (¥ millions, rounded down)

|  | Total assets | Net assets | Equity ratio (\%) | Net assets per share ( $¥$ ) |
| :---: | :---: | :---: | :---: | :---: |
| 2007 | 38,330 | 23,991 | 61.5 | $1,184.59$ |
| 2006 | 35,660 | 22,117 | 60.6 | $1,093.37$ |
| At January 31, | 35,648 | 22,993 | 63.0 | $1,128.70$ |

(3) Cash Flows (Nine months ended October 31) (¥ millions, rounded down)

|  | Cash flows from <br> operating activities | Cash flows from <br> investing activities | Cash flows from <br> financing activities | Cash and cash equivalents <br> at year-end |
| :---: | :---: | :---: | :---: | :---: |
| 2006 | 2,622 | $(1,243)$ | $(140)$ | 3,912 |
| 2005 | 1,535 | 177 | $(1,401)$ | 2,256 |
| Year ended | 2,367 | $(395)$ | $(1,284)$ | 2,680 |

2. Forecast for Fiscal Year Ending January 2008 (\% figures denote year-on-year change)

|  | Net sales |  | Operating income |  | Ordinary income |  |
| :---: | ---: | ---: | ---: | ---: | ---: | :---: |
|  |  | Change (\%) |  | Change (\%) | Change (\%) |  |
| Full year | 48,800 | 7.7 | 3,050 | 10.7 | 2,950 |  |
| 7 |  |  |  |  |  |  |


|  | Net income |  |
| :---: | :---: | :---: | | Net income per share ( $¥$ ) |
| :---: |
| Full year |

## 3. Other

(1) Major changes in scope of consolidation during period: None
(2) Simplified accounting method adopted: No
(3) Changes in accounting treatment since most recent fiscal year: Yes
(For more details, please refer to " 4 . Other" on page 4 in the "Business Performance" section.)

[^0]
## Business Performance

## 1. Consolidated Results

The period under review-the nine-month period ended October 31, 2007-was the first three quarters of the final year of Global 500 , our second medium-term management plan for the 21 st century. (The plan covers the period from February 2005 to January 2008.)

During the period, 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. We devoted particular attention to rebuilding the Pigeon brand image in the domestic market for baby and child care products, and expanding our business in China and other overseas markets.

As a result, consolidated net sales for the period amounted to $¥ 36,622$ million, up $9.5 \%$ from the previous corresponding period. This reflected the success of actions taken in our domestic baby and child care products business, as well as solid performances overseas. Although the effects of high raw materials prices have begun to show, earnings were boosted by growth in our highly profitable overseas business. Accordingly, operating income rose $18.0 \%$, to $¥ 2,601$ million, and ordinary income climbed $20.3 \%$, to $¥ 2,592$ million. Net income for the period grew $7.4 \%$, to $¥ 1,637$ 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

Sales in this segment amounted to $¥ 29,273$ million, up $11.6 \%$ from the previous corresponding period. Segment operating income grew $12.3 \%$, to $¥ 4,356$ million. This segment consists of three categories: Domestic Baby and Child Care Products, Overseas Business, and Child-Rearing Support Services.

Domestic Baby and Child Care Products: During the period under review, we continued actively pursuing direct communications activities and held maternity-related events on 12 occasions around the nation. With respect to sales promotion activities, we concentrated on advertising in baby magazines. Among these, an advertisement for our baby shoes won a Second Prize in the 50th Annual Japan Magazine Ad Awards, held by the Japan Magazine Advertising Association-contributing to improved corporate value. As a result, sales of mainstay products posted solid growth.

Overseas Business: For the period, we achieved year-on-year sales increases in practically all regions, including China and the United States. In China, we actively introduced new products, which together with existing products generated healthy sales increases. We also made good progress in expanding our presence in regional Chinese cities.

Child-Rearing Support Services: During the period, we continued pursuing proactive sales initiatives, including in-company child-minding operations. We also made good progress with Pigeon Partner Open College, an educational system for child-minders that is helping us make qualitative improvements to our child-minding capabilities.

## Healthcare

Sales in this segment edged down $1.5 \%$, to $¥ 4,637$ million, and operating income fell
$44.0 \%$, to $¥ 138$ million. In the current fiscal year, we have sought to expand our operations while placing strong emphasis on reinforcing our business foundation and building a framework conducive to future growth. Under the new organization we have established, we launched new products and revamped existing ones, but both revenue and earnings declined year-on-year. In the third quarter, we unveiled the Recoup brand of products in the nursing care prevention category. We also introduced new products and revamped existing ones under the Habinurse brand of nursing care offerings. Our Habinurse cup with straw attached, launched in August 2007, won a 2007 Good Design Award. Going forward, we will also expand our lineup of Recoup products.

## Others

Sales from other operations totaled $¥ 2,711$ million, up $7.6 \%$ year-on-year. Operating income grew $27.3 \%$, to $¥ 371$ million. Pigeon Will Co., Ltd., a consolidated subsidiary that sells maternity undergarments, expanded its business. We also broadened our range of nutritional supplements for women who are pregnant, ready to give birth, and raising children. In addition, we posted healthy sales growth in China, where we have launched products for women.

## 2. Financial Position

As of October 31, 2007, Pigeon had consolidated total assets of $¥ 38,330$ million. Within this figure, total current assets amounted to $¥ 19,945$ million, boosted by an increase in cash and time deposits, while total fixed assets stood at $¥ 18,384$ million.

Due mainly to a year-on-year increase in notes and accounts payable, total liabilities rose to $¥ 14,339$ million. Net assets at the end of the period totaled $¥ 23,991$ million.
(Cash Flows)
Net cash provided by operating activities amounted to $¥ 2,622$ million, boosted by an increase in income before income taxes.

Net cash used in investing activities totaled $¥ 1,243$ million. Major factors included acquisitions of tangible fixed assets.

Net cash used in financing activities was $¥ 140$ million, as payment of cash dividends outweighed a net increase in short-term bank loans.

As a result, cash and cash equivalents at October 31,2007 , stood at $¥ 3,912$ million, up $¥ 1,232$ million from January 31, 2007.

## 3. Outlook

The current fiscal period is the final year of Global 500, our second medium-term management plan for the 21 st century. In the final quarter of the year, the Pigeon Group will continue building a foundation for revenue and earnings growth, with the aim of maximizing corporate value on a global basis. In our domestic baby and child care products business, we will continue holding maternity-related events and working in other ways to enhance the value of the Pigeon brand. In the healthcare segment, we will pursue further consolidation of products within the Group. At the same time, we will focus on raising brand recognition, including by holding events related to the new Recoup brand.

For the fiscal year ending January 31, 2008, we forecast consolidated net sales of $¥ 48,800$ million (up $7.7 \%$ year-on-year), operating income of $¥ 3,050$ million (up $10.7 \%$ ), ordinary income of $¥ 2,950$ million (up $7.4 \%$ ), and net income of $¥ 1,700$ million (down 11.3\%).

## 4. Other

(1) Changes in status of major subsidiaries during period Not applicable.
(2) Simplified accounting method adopted Not applicable.

## (3) Changes in accounting treatment since most recent fiscal year

## Accounting for business combinations

Effective the period under review, the Pigeon Group has applied "Accounting Standard for Business Combinations" (Business Accounting Deliberation Council, October 31, 2003), "Accounting Standard for Business Divestitures" (Accounting Standards Board of Japan, Accounting Standard No. 7, December 27, 2005), and "Guidance on Accounting Standard for Business Combinations and Accounting Standard for Business Divestitures" (Accounting Standards Board of Japan, Implementation Guidance No. 10, revised December 22, 2006). These changes had no effect on earnings in the period under review.

## Method of depreciating tangible fixed assets

Effective the period under review, pursuant to a revision of the Corporation Tax Law (Law No. 6, revised March 30, 2007) and a partial revision of Corporation Tax Law Enforcement Ordinance (Ordinance No. 83, March 30, 2007), the Pigeon Group has applied the revised laws for tangible fixed assets purchased on or after April 1, 2007. The effects of the change on operating income, ordinary income, and net income in the period under review were minimal.

1. Summary of Consolidated Balance Sheets
(Figures rounded down to nearest thousand yen)

(Figures rounded down to nearest thousand yen)


| SHAREHOLDERS' EQUITY |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| I Shareholder's Equity |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| Capital stock | $5,199,597$ | 14.6 | $5,199,597$ | 13.5 | $5,199,597$ |  |
| Additional paid-in capital | $5,152,074$ | 14.4 | $5,167,246$ | 13.5 | $5,165,498$ |  |
| Consolidated retained earnings | $12,084,818$ | 33.9 | $13,556,258$ | 35.4 | $12,475,585$ | 14.5 |
| Treasury stock, at cost | $(843,870)$ | $(2.4)$ | $(625,617)$ | $(1.6)$ | $(649,429)$ | $(1.8)$ |
| $\quad$ Total Shareholders' Equity | $21,592,618$ | 60.5 | $23,297,485$ | 60.8 | $22,191,250$ | 62.3 |
| II Defered Valuation and Exchange |  |  |  |  |  |  |
| Net unrealized gains (losses) on securities | 46,509 | 0.1 |  | 14,301 | 0.0 | 34,910 |
| Foreign currency translation adjustment | $(14,835)$ | $(0.0)$ | 269,216 | 0.7 | 226,381 | 0.1 |
| Total Defered Valuation and Exchange | 31,674 | 0.1 | 283,517 | 0.7 | 261,291 | 0.7 |
| III Minority Interests | 492,961 | 1.4 | 410,281 | 1.1 | 541,080 | 1.5 |
| Total Net Assets | $22,117,255$ | 62.0 | $23,991,284$ | 62.6 | $22,993,623$ | 64.5 |
| Total Liablities and Net Assets | $35,660,163$ | 100.0 | $38,330,856$ | 100.0 | $35,648,026$ | 100.0 |

2. Summary Consolidated Statements of Income
(Figures rounded down to nearest thousand yen)

|  | Nine months ended October 31, 2006 |  | Nine months ended October 31, 2007 |  | Year ended January 31, 2007 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Thousands of yen | \% of total | Thousands of yen | \% of total | Thousands of yen | \% of total |
| I Net Sales <br> II Cost of Sales | $\begin{aligned} & 33,454,592 \\ & 20,745,577 \end{aligned}$ | $\begin{array}{r} \% \\ 100.0 \\ 62.0 \end{array}$ | $\begin{aligned} & 36,622,627 \\ & 22,643,465 \end{aligned}$ | $\begin{array}{r} \text { \% } \\ 100.0 \\ 61.8 \end{array}$ | $\begin{aligned} & 45,307,931 \\ & 28,185,960 \end{aligned}$ | $\begin{array}{r} \text { \% } \\ 100.0 \\ 62.2 \end{array}$ |
| Gross profit <br> Reversal of reserve for returned products <br> Transfer to reserve for returned products <br> Adjusted gross profit | $\begin{array}{r} 12,709,014 \\ 26,900 \\ 23,000 \\ 12,712,914 \end{array}$ | 38.0 | $\begin{array}{r} 13,979,161 \\ 21,000 \\ 42,534 \\ 13,957,627 \end{array}$ | 38.2 | $\begin{array}{r} 17,121,971 \\ 26,900 \\ 21,000 \\ 17,127,871 \end{array}$ | 37.8 |
| III Selling, General and Administrative Expenses | 10,508,676 | 31.4 | 11,356,210 | 31.0 | 14,373,647 | 31.7 |
| Operating Income | 2,204,238 | 6.6 | 2,601,416 | 7.1 | 2,754,223 | 6.1 |
| IV Other Income <br> Interest income <br> Dividend income <br> Rental income <br> Equity in earnings of nonconsolidated subsidiaries and affiliates <br> Other | $\begin{array}{r} 214,035 \\ 15,181 \\ 1,089 \\ 81,440 \\ 18,401 \\ 97,922 \end{array}$ | 0.6 | $\begin{array}{r} 277,443 \\ 30,656 \\ 3,347 \\ 82,390 \\ 58,971 \\ 102,077 \end{array}$ | 0.8 | $\begin{array}{r} 351,665 \\ 25,520 \\ 15,741 \\ 108,072 \\ 29,579 \\ 172,752 \end{array}$ | 0.8 |
| V Other Expenses <br> Interest expense <br> Sales discounts <br> Rental income-related costs <br> Currency exchange loss <br> Other | $\begin{array}{r} \hline 263,233 \\ 34,723 \\ 131,587 \\ 51,801 \\ 32,608 \\ 12,513 \end{array}$ | 0.8 | $\begin{array}{r} \hline 286,012 \\ 30,668 \\ 135,309 \\ 63,403 \\ 44,093 \\ 12,537 \end{array}$ | 0.8 | $\begin{array}{r} \hline 360,265 \\ 45,606 \\ 176,404 \\ 68,032 \\ 51,493 \\ 18,728 \end{array}$ | 0.8 |
| Ordinary Income | 2,155,040 | 6.4 | 2,592,848 | 7.1 | 2,745,623 | 6.1 |
| VI Extraordinary Income <br> Gain on sales of property <br> Gain on sale of investment securities <br> Reversal of allowance for doubtful accounts <br> Benefit income from fixed assets | $\begin{gathered} \hline 1,272,853 \\ 1,251,511 \\ 20,000 \\ 1,342 \\ - \end{gathered}$ | 3.8 | 87,897 <br> 935 <br> 224 <br> 86,737 | 0.2 | $\begin{array}{r} \hline 1,274,085 \\ 1,252,745 \\ 20,000 \\ 1,340 \\ - \end{array}$ | 2.8 |
| VII Extraordinary Loss <br> Loss on disposal of property <br> Loss on sale/disposal of property <br> Impairment loss <br> Expenses for headquarter relocation <br> Other | $\begin{array}{r} \hline 656,710 \\ 206,020 \\ 88,936 \\ 120,182 \\ 207,440 \\ 34,131 \end{array}$ | 1.9 | $\begin{array}{r} 14,411 \\ 1,653 \\ 12,757 \end{array}$ <br> - <br> - | 0.0 | $\begin{array}{r} \hline 713,788 \\ 213,028 \\ 105,642 \\ 140,947 \\ 207,440 \\ 46,729 \end{array}$ | 1.6 |
| Income before Income Taxes | 2,771,183 | 8.3 | 2,666,334 | 7.3 | 3,305,921 | 7.3 |
| Income Taxes <br> Adjustment for Corporate Tax | $\begin{aligned} & 977,317 \\ & 208,600 \end{aligned}$ |  | $\begin{array}{r} 891,250 \\ 75,791 \end{array}$ |  | $\begin{aligned} & 973,744 \\ & 347,627 \end{aligned}$ |  |
| Less: Minority Interest in Net Income of Consolidated Subsidiaries | 59,639 | 0.2 | 61,447 | 0.2 | 68,156 | 0.2 |
| Net Income | 1,525,625 | 4.6 | 1,637,844 | 4.5 | 1,916,392 | 4.2 |

## 3. Summary Consolidated Statements of Cash Flows

| (Figures rounded down to nearest thousand yen) |  |  |  |
| :---: | :---: | :---: | :---: |
|  | Nine months ended October 31, 2006 | Nine months ended October 31, 2007 | Year ended January 31, 2007 |
|  | Thousands of yen | Thousands of yen | Thousands of yen |
| I . Cash Flows from Operating Activities |  |  |  |
| Income before income taxes | 2,771,183 | 2,666,334 | 3,305,921 |
| Depreciation | 1,048,600 | 1,095,249 | 1,439,031 |
| Impairment loss | 120,182 | - | 140,947 |
| Amortization of goodwill | - | 287,124 | - |
| Amortization of difference between investment costs and equity in net assets acquired | 282,550 | - | 376,734 |
| Increase/decrease in allowance for doubtful accounts | 10,292 | 1,136 | 17,935 |
| Change in accrued bonuses to employees | 349,737 | 309,568 | 26,458 |
| Change in employees' retirement benefits | 15,257 | 20,297 | 18,480 |
| Increase/decrease in reserve for retirement benefits to directors and corporate auditors | $(13,531)$ | $(18,938)$ | $(6,843)$ |
| Interest and dividend income | $(16,270)$ | $(34,004)$ | $(41,261)$ |
| Equity in earnings (losses) of nonconsolidated subsidiaries and affiliates | $(18,401)$ | $(58,971)$ | $(29,579)$ |
| Interest expense | 34,723 | 30,668 | 45,606 |
| Gain on fixed assets disposal | $(1,251,511)$ | - | (1,252,745) |
| Gain on sales of investment securities | $(20,000)$ | - | $(20,000)$ |
| Loss on fixed assets disposal | 206,020 | - | 213,028 |
| Loss on fixed assets sales | 88,936 | 12,757 | 105,642 |
| Decrease (increase) in trade receivables | $(1,588,394)$ | $(1,056,002)$ | $(1,531,070)$ |
| Decrease (increase) in inventories | $(138,122)$ | $(404,319)$ | 375,149 |
| (Decrease) increase in trade payables | 120,485 | 911,895 | $(203,713)$ |
| (Decrease) increase in account payables | 299,184 | 143,168 | 326,676 |
| Decrease (increase) in consumption tax payable | 70,852 | $(67,708)$ | 93,432 |
| Increase in employees'accrued retirement benefits | $(99,985)$ | $(88,747)$ | $(195,011)$ |
| Other | 98,083 | $(105,783)$ | 42,324 |
| Subtotal | 2,369,872 | 3,643,727 | 3,247,143 |
| Interest and dividends received | 13,556 | 47,762 | 37,810 |
| Interest paid | $(36,642)$ | $(34,631)$ | $(43,726)$ |
| Income taxes paid | $(811,113)$ | $(1,034,265)$ | $(874,025)$ |
| Net Cash Provided by (Used in) Operating Activities | 1,535,673 | 2,622,592 | 2,367,201 |
| II. Cash Flows from investing Activies |  |  |  |
| Acquisition of property, plant and equipment | $(991,256)$ | $(1,137,947)$ | $(1,369,168)$ |
| Proceeds from sales of property, plant and equipment | 1,365,070 | 40,564 | 1,388,298 |
| Acquisition of intangible assets | $(119,040)$ | $(221,729)$ | $(176,168)$ |
| Acquisition of investments in securities | $(105,119)$ | - | $(265,469)$ |
| Proceeds from sales of investments in securities | 25,000 | - | 25,000 |
| Payment to life insurance fund for directors | $(36,532)$ | $(24,124)$ | $(51,494)$ |
| Proceeds due to maturity/cancellation of insurance reserve | 41,437 | 270,532 | 67,968 |
| Acquisition of shares in subsidiaries | - | $(175,201)$ | $(30,093)$ |
| Loans advanced | $(1,365)$ | $(1,795)$ | $(2,046)$ |
| Collection of loan receivables | 1,235 | 1,775 | 1,750 |
| Proceeds from recovery of lease deposits | 101,238 | 11,216 | 130,728 |
| Other | $(103,158)$ | $(6,755)$ | $(115,247)$ |
| Net Cash Provided by (Used in) Investing Activities | 177,506 | $(1,243,465)$ | $(395,941)$ |
| III. Cash Flows from Financing Activities |  |  |  |
| Net increase in short-term bank loans | 6,712,147 | 6,990,443 | 8,302,165 |
| Repayment of short-term debt | $(7,356,013)$ | $(6,471,621)$ | $(8,993,005)$ |
| Proceeds from long-term debt | 1,000,000 | - | 1,000,000 |
| Repayment of long-term debt | $(1,320,540)$ | $(81,770)$ | $(1,351,442)$ |
| Payment of cash dividends | $(480,311)$ | $(557,762)$ | $(492,953)$ |
| Payment of cash dividends to minority shareholders | $(38,369)$ | $(45,371)$ | $(38,369)$ |
| Proceeds from sale of treasury stock | 83,306 | 27,165 | 291,571 |
| Acqisition of treasury stock | $(1,705)$ | $(1,603)$ | $(2,105)$ |
| Net Cash Provided by (Used in) Financing Activities | $(1,401,485)$ | $(140,519)$ | $(1,284,139)$ |
| IV. Translation Gain (Loss) Related to Cash and Cash Equivalents | 41,538 | $(6,292)$ | 89,634 |
| V. Net Change in Cash and Cash Equivalents | 353,232 | 1,232,314 | 776,755 |
| VI. Cash and Cash Equivalents at Beginning of Term | 1,903,361 | 2,680,117 | 1,903,361 |
| VII. Cash and Cash Equivalents at End of Term | 2,256,594 | 3,912,432 | 2,680,117 |

## 4. Business Segment Information

1st nine months of previous year (February 1-October 31, 2006)


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 nine months of year in review (February 1-October 31, 2007)

|  | Baby and child care | Healthcare | Others | Total | Eliminations or corporate | Consolidated |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Sales |  |  |  |  |  |  |
| (1) Sales to outside customers | 29,273,748 | 4,637,426 | 2,711,452 | 36,622,627 | - | 36,622,627 |
| (2) Intersegment sales | - | - | - | - | (-) |  |
| Total | 29,273,748 | 4,637,426 | 2,711,452 | 36,622,627 | (-) | 36,622,627 |
| Operating expenses | 24,917,046 | 4,498,689 | 2,339,824 | 31,755,560 | 2,265,650 | 34,021,210 |
| Operating income | 4,356,701 | 138,737 | 371,628 | 4,867,066 | $(2,265,650)$ | 2,601,416 |

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)

|  | Baby and child care | Healthcare | Others | Total | Eliminations or corporate | Consolidated |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Sales |  |  |  |  |  |  |
| (1) Sales to outside 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 nine months of previous year (February 1-October 31, 2006)

| (¥ thousands) |  |  |  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | :---: | :---: |
|  | East Asia | North <br> America | Middle East | Other | Total |  |  |
| Overseas sales | $3,836,775$ | $1,986,110$ | 735,231 | 927,145 | $7,485,263$ |  |  |
| Consolidated net sales | - | - | - | - | $33,454,592$ |  |  |
| Share of overseas sales in <br> consolidated net sales (\%) | 11.5 | 5.9 | 2.2 | 2.8 | 22.4 |  |  |

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, Panama, etc.
3. Overseas sales refer to sales in countries or regions outside of Japan reported by the Company and its consolidated subsidiaries.

## 1st nine months of year in review (February 1-October 31, 2007)

|  | East Asia | North America | Middle East | Other | Total |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Overseas sales | 5,902,275 | 2,509,664 | 841,980 | 1,199,254 | 10,453,174 |
| Consolidated net sales | - | - | - | - | 36,622,627 |
| Share of overseas sales in consolidated net sales (\%) | 16.1 | 6.8 | 2.3 | 3.3 | 28.5 |

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.

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

| ( $¥$ thousands |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | 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.


[^0]:    Appropriate use of performance forecasts
    For information on assumptions and other matters related to the above forecasts, please refer to the "Business Performance" section, starting page 2.

