

Financial Results for the Third Quarter Fiscal Year Ending April 30, 2013

Supplementary Materials

March, 2013

ITO EN, LTD.

1. 3Q Results of Operations
2. 3Q Category Results (Non-consolidated)
3. New Products Information



1. 3Q Results of Operations

(¥ million)

		Third Quarter Total (May–Jan)				
		For the Year Ended April 30, 2012		For the Year Ending April 30, 2013		
			Sales Composition		Sales Composition	YOY % Change
Consolidated	Net Sales	281,028	100.0%	307,250	100.0%	9.3%
	Gross Profit	133,463	47.5%	144,993	47.2%	8.6%
	Selling, General and Administrative Expenses	118,804	42.3%	129,436	42.1%	8.9%
	Operating Income	14,659	5.2%	15,556	5.1%	6.1%
	Ordinary Income	13,805	4.9%	15,239	5.0%	10.4%
	Extraordinary Expenses and Income	△ 162	–	※1 137	–	–
	Net Income	7,033	2.5%	※2 8,698	2.8%	23.7%

Non-Consolidated	Net Sales	254,746	100.0%	271,160	100.0%	6.4%
	Gross Profit	118,238	46.4%	124,016	45.7%	4.9%
	Operating Income	12,672	5.0%	12,625	4.7%	–0.4%
	Ordinary Income	12,482	4.9%	12,981	4.8%	4.0%

		Annual Total (May–April)				
		For the Year Ended April 30, 2012		For the Year Ending April 30, 2013 Est.		
			Sales Composition		Sales Composition	YOY % Change
	Net Sales	369,284	100.0%	401,000	100.0%	8.6%
	Gross Profit	177,071	47.9%	191,489	47.8%	8.1%
	Selling, General and Administrative Expenses	158,164	42.8%	171,489	42.8%	8.4%
	Operating Income	18,907	5.1%	20,000	5.0%	5.8%
	Ordinary Income	17,985	4.9%	18,600	4.6%	3.4%
	Extraordinary Expenses and Income	△ 795	–	△ 1,080	–	–
	Net Income	9,249	2.5%	10,000	2.5%	8.1%

	Net Sales	332,297	100.0%	351,560	100.0%	5.8%
	Gross Profit	155,192	46.7%	161,904	46.1%	4.3%
	Operating Income	16,131	4.9%	17,000	4.8%	5.4%
	Ordinary Income	15,784	4.8%	16,300	4.6%	3.3%

(Reference)

EPS (Consolidated)	Common Stock	¥55.61
	Preferred Stock	¥60.61
Cash Dividends per Share	Common Stock	¥19.00
	Preferred Stock	¥24.00

	¥69.29	24.6%
	¥74.29	22.6%
	¥19.00	0.0%
	¥24.00	0.0%

	¥72.18
	¥82.18
	¥38.00
	¥48.00

	¥78.48
	¥88.48
	¥38.00
	¥48.00

	8.7%
	7.7%
	0.0%
	0.0%

※1 This is included ¥ 260 million in "Gain on step acquisitions" from NEOS Corporation.

※2 Contribution ratio for "Income tax, etc." decreased from 48.9% (3Q FYE 2012) to 43.5% (3Q FYE 2013).

2. 3Q Category Results (Non-consolidated)

(¥ million)

		Third Quarter Total (May-Jan)									
		For the Year Ended April 30, 2010	For the Year Ended April 30, 2011			For the Year Ended April 30, 2012			For the Year Ending April 30, 2013		
			YOY % Change	Sales Composition		YOY % Change	Sales Composition		YOY % Change	YOY % Change	
Net Sales		238,239	255,486	7.2%	100.0%	254,746	-0.3%	100.0%	271,160	6.4%	100.0%
Tea Leaves		21,945	22,674	3.3%	8.9%	21,289	-6.1%	8.4%	20,971	-1.5%	7.7%
Drinks		213,268	229,807	7.8%	89.8%	230,332	0.2%	90.3%	247,858	7.6%	91.4%
Others		3,025	3,004	-0.7%	1.2%	3,124	4.0%	1.2%	2,330	-25.4%	0.9%
Breakdown of Drinks	Japanese Tea	122,573	123,722	0.9%	48.3%	125,909	1.8%	49.3%	126,800	0.7%	46.8%
	Chinese Tea	11,079	12,876	16.2%	5.0%	11,815	-8.2%	4.6%	13,371	13.2%	4.9%
	Vegetable	25,990	29,087	11.9%	11.4%	30,849	6.1%	12.1%	38,123	23.6%	14.1%
	Fruit	11,690	12,007	2.7%	4.7%	10,567	-12.0%	4.1%	10,675	1.0%	3.9%
	Coffee	15,557	18,199	17.0%	7.1%	17,089	-6.1%	6.7%	20,853	22.0%	7.7%
	Black Tea	7,108	12,429	74.9%	4.9%	12,862	3.5%	5.0%	12,728	-1.0%	4.7%
	Functional	4,182	4,194	0.3%	1.6%	5,020	19.7%	2.0%	4,990	-0.6%	1.8%
	Mineral Water	7,992	9,059	13.4%	3.5%	6,731	-25.7%	2.6%	6,985	3.8%	2.6%
	Carbonated	3,841	4,173	8.6%	1.6%	4,842	16.0%	1.9%	7,686	58.7%	2.8%
Others		3,252	4,058	24.8%	1.6%	4,643	14.4%	1.8%	5,642	21.5%	2.1%

3. New Products Information

Mar 18

Oi Ocha Zokkon
Green Tea loved deeply by expert of green tea blender



The flavorful & fine aromatic tea leaves
Advanced technology-applied for drinks



Bamboo design like "Oi Ocha" series

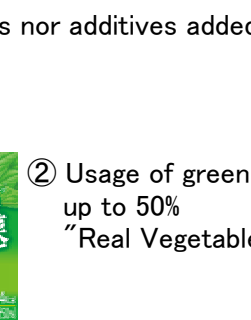
Enjoy delicious taste
from 3 sizes of bottles

PET500ml ¥140 (tax excluded)
PET320ml ¥120 (tax excluded)
PET280ml ¥115 (tax excluded)

Mar 25

- ① Additive-free *Jujitsu-Yasai*
- ② Green vegetable mixed *Jujitsu-Yasai*

Strengthen sales of vegetables & fruits mixed products *Jujitsu-Yasai*



- ① No preservatives nor additives added
Natural & tasty

- ② Usage of green vegetables
up to 50%
"Real Vegetable Taste"

Carton 200ml
¥100 (tax excluded)

Carton 100ml
¥65 (tax excluded)

Mar 4

TEAS' TEA
Muscat & Darjeeling Tea



Naturally sweet
with no artificial sweetener

Low-calorie

Use 0.5% of
"Muscat of Alexandria" juice

PET500ml
¥140 (tax excluded)

Feb 25

Rich and tasty Drink Green Juice Once a Day
"Food with Health Claims" in small volume
Available to take Zinc & Vitamin E

30 young barley leaves blended with
3 types of vegetables, powdered
green tea, and soy milk



NEW! Powder type
Developing our
extensive product line

Carton 125ml
¥100 (tax excluded)

March 25 Instant 20packs
¥1,410 (tax excluded)

Mar 18

TULLY'S COFFEE
Light Style Black



Mild bitterness &
easy to drink

Medium light roast with
deep roast for light & rich

Use 51% of seasonal
new-crop beans from Brazil

Canned bottle 285ml
¥124 (tax excluded)

Advisory Note about the Materials

The current plans, forecasts, strategy, etc. outlined in these materials have not yet been realized and are based upon ITO EN management's best judgement given current obtainable information. Therefore, given only this forecasted information, please refrain from interpreting these materials as grounds for general conclusion. Please acknowledge that, depending on various important factors, actual operating results can be quite different from what has been projected. The following are some principal factors that affect actual operating results: 1) Weather, especially summer temperatures; 2) Product mishaps or accidents, such as products being found containing foreign substances or impurities; 3) The economic conditions, particularly shifting consumer trends, surrounding ITO EN's operating environment; 4) In the midst an intensely competitive market characterized by things such as easily changing consumer tastes and preferences, the ability of ITO EN to continue the planning and development of products and services that meet customers' expectations. However, it should be noted that factors influencing operating results are not limited to these alone. The purpose of the materials you have received is to provide the means for a more thorough understanding of ITO EN and should not necessarily be regarded as a recommendation to invest. Furthermore, the data in these materials is based on what we believe is the most accurate information. However, please understand that even without advance notice, both past data and future forecasts may be revised.