

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

Supplementary Materials

September 2012
ITO EN, LTD.

1. 1Q Results of Operations
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1. 1Q Results of Operations

(¥ million)

		First Quarter Total (May–July)				
		For the Year Ended April 30, 2012		For the Year Ending April 30, 2013		
			Sales Composition		Sales Composition	YOY % Change
Consolidated	Net Sales	102,788	100.0%	106,236	100.0%	3.4%
	Gross Profit	50,581	49.2%	※1 49,224	46.3%	-2.7%
	Selling, General and Administrative Expenses	43,845	42.7%	44,074	41.5%	0.5%
	Operating Income	6,735	6.6%	5,149	4.8%	-23.5%
	Ordinary Income	6,334	6.2%	4,890	4.6%	-22.8%
	Extraordinary Expenses and Income	△ 100	-	△ 151	-	-
	Net Income	3,380	3.3%	2,447	2.3%	-27.6%

Non-Consolidated	Net Sales	93,796	100.0%	96,388	100.0%	2.8%
	Gross Profit	45,483	48.5%	※1 43,350	45.0%	-4.7%
	Operating Income	6,162	6.6%	4,101	4.3%	-33.4%
	Ordinary Income	6,337	6.8%	4,509	4.7%	-28.8%

		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
		369,284	100.0%	382,600	100.0%	3.6%
		177,071	47.9%	179,669	47.0%	1.5%
		158,164	42.8%	159,669	41.7%	1.0%
		18,907	5.1%	20,000	5.2%	5.8%
		17,985	4.9%	18,600	4.9%	3.4%
		△ 795	-	△ 1,080	-	-
		9,249	2.5%	10,000	2.6%	8.1%

		332,297	100.0%	340,900	100.0%	2.6%
		155,192	46.7%	157,415	46.2%	1.4%
		16,131	4.9%	17,000	5.0%	5.4%
		15,784	4.8%	16,300	4.8%	3.3%

(Reference)

EPS (Consolidated)	Common Stock	¥27.40	
	Preferred Stock	※2 ¥27.40	
Cash Dividends per Share	Common Stock	-	
	Preferred Stock	-	

	¥19.83	-27.6%
※2	¥19.83	-27.6%
	-	-
	-	-

	¥72.18
	¥82.18
	¥38.00
	¥48.00

	¥78.27
	¥88.27
	¥38.00
	¥48.00

	8.4%
	7.4%
	0.0%
	0.0%

※1 Accounting indication for transactions (non-consolidated) has changed from the second quarter of previous fiscal year. Loss on adjustment for this change is 2,465 million yen.

※2 For the above information per share of Preferred Stock, as there were no dividend payments within the first quarter of the current fiscal year, there are the same amount as those of information per share of common stock.

2. 1Q Category Results (Non-consolidated)

(¥ million)

		First Quarter Total (May-July)									
		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	Sales Composition	
Net Sales		84,677	91,633	8.2%	100.0%	93,796	2.4%	100.0%	96,388	2.8%	100.0%
	Tea Leaves	7,380	7,665	3.9%	8.4%	7,343	-4.2%	7.8%	6,986	-4.9%	7.2%
	Drinks	76,465	82,912	8.4%	90.4%	85,411	3.0%	91.0%	88,600	3.7%	91.8%
	Others	831	1,055	27.0%	1.2%	1,041	-1.3%	1.1%	801	-23.1%	0.8%
Breakdown of Drinks	Japanese Tea	45,267	45,832	1.2%	49.9%	47,777	4.2%	50.8%	45,850	-4.0%	47.5%
	Chinese Tea	3,928	4,842	23.2%	5.3%	4,135	-14.6%	4.4%	4,956	19.8%	5.1%
	Vegetable	9,329	10,348	10.9%	11.3%	11,194	8.2%	11.9%	13,775	23.1%	14.3%
	Fruit	4,486	4,369	-2.6%	4.8%	4,415	1.0%	4.7%	3,958	-10.4%	4.1%
	Coffee	4,865	5,784	18.9%	6.3%	6,052	4.6%	6.5%	6,825	12.8%	7.1%
	Black Tea	1,143	3,677	221.7%	4.0%	4,310	17.2%	4.6%	4,193	-2.7%	4.4%
	Functional	1,663	1,671	0.5%	1.8%	1,853	10.9%	2.0%	1,831	-1.2%	1.9%
	Mineral Water	3,187	3,654	14.6%	4.0%	2,628	-28.1%	2.8%	2,470	-6.0%	2.6%
	Carbonated	1,760	1,738	-1.2%	1.9%	1,890	8.7%	2.0%	3,025	60.1%	3.1%
	Others	833	992	19.1%	1.1%	1,153	16.3%	1.2%	1,713	48.5%	1.7%

3. New Products Information

Sep 10

【Authentic Quality】 *Oi Ocha series*



PET 345ml
¥130 (tax excluded)

PET 275ml
¥125 (tax excluded)

More flavorful while hot
New advanced bottles
Promote the authentic taste and harmonious aroma

Sep 3

Double Health Function
Catechin Green Tea



PET 1.05L
¥429 (tax excluded)



PET 350ml
¥160 (tax excluded)

Certified as a food for specified health uses
A unique balance on bitter and higher aroma
Good to drink with a meal

Sep 10

Stick Latte series

①Matcha Latte & ②TEAS' TEA Ginger Milk Tea



7 instant packs
¥300 (tax excluded)

A tea shop-quality
Easy and quick enjoyment

①Brended two selected
flavory
green powder

②Tea with milk
Spicy ginger flavor

Sep 17

Drink Green Juice once a day



Carton 200ml
¥100 (tax excluded)

"Food with Health Claims"

Delicious green juice with young barley leaves, soy milk, brown sugar, and etc.

No artificial color added

Sep 24

TULLY'S COFFEE GENTLE ROAST
Gentle roast mocha blend



Canned 190g
¥124 (tax excluded)

Barista's select
Use 55% of light roast mocha

Less bitter taste
Deep & rich taste

Canned 170g
¥115 (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.