

Financial Results for the First Quarter Fiscal Year Ending April 30, 2015

Supplementary Materials

September 2014
ITO EN, LTD.

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



1. 1Q Results of Operations

(¥ million)

		First Quarter Total (May–July)				
		For the Year Ended April 30, 2014		For the Year Ending April 30, 2015		
			Sales Composition		Sales Composition	YOY % Change
Consolidated	Net Sales	119,193	100.0%	118,700	100.0%	-0.4%
	Gross Profit	55,809	46.8%	55,616	46.9%	-0.3%
	Selling, General and Administrative Expenses	50,240	42.2%	53,421	45.0%	6.3%
	Operating Income	5,568	4.7%	2,194	1.8%	-60.6%
	Ordinary Income	5,426	4.6%	2,082	1.8%	-61.6%
	Extraordinary Expenses and Income	△ 21	-	33	-	-
	Net Income	2,987	2.5%	937	0.8%	-68.6%

Non-Consolidated	Net Sales	101,315	100.0%	98,969	100.0%	-2.3%
	Gross Profit	45,387	44.8%	44,495	45.0%	-2.0%
	Operating Income	4,045	4.0%	548	0.6%	-86.5%
	Ordinary Income	4,518	4.5%	1,044	1.1%	-76.9%

		Annual Total (May–April)				
		For the Year Ended April 30, 2014		For the Year Ending April 30, 2015 Est.		
			Sales Composition		Sales Composition	YOY % Change
Consolidated	Net Sales	437,755	100.0%	455,500	100.0%	4.1%
	Gross Profit	211,804	48.4%	220,000	48.3%	3.9%
	Selling, General and Administrative Expenses	190,703	43.6%	197,000	43.2%	3.3%
	Operating Income	21,100	4.8%	23,000	5.0%	9.0%
	Ordinary Income	20,518	4.7%	22,000	4.8%	7.2%
	Extraordinary Expenses and Income	115	-	△ 500	-	-
	Net Income	12,096	2.8%	13,100	2.9%	8.3%

Non-Consolidated	Net Sales	363,461	100.0%	377,700	100.0%	3.9%
	Gross Profit	169,194	46.6%	176,000	46.6%	4.0%
	Operating Income	16,060	4.4%	17,800	4.7%	10.8%
	Ordinary Income	16,225	4.5%	17,550	4.6%	8.2%

(Reference)

EPS (Consolidated)	Common Stock	¥24.34
	Preferred Stock	¥24.34
Cash Dividends per Share	Common Stock	-
	Preferred Stock	-

	¥7.64	-68.6%
※1	¥7.64	-68.6%
	-	-
	-	-

	¥95.77	¥103.94	8.5%
	¥105.77	¥113.94	7.7%
	¥39.00	¥40.00	2.6%
	¥49.00	¥50.00	2.0%

※1 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, 2012	For the Year Ended April 30, 2013		For the Year Ended April 30, 2014			For the Year Ending April 30, 2015			
			YOY % Change	Sales Composition	YOY % Change	Sales Composition	YOY % Change	Sales Composition	YOY % Change	Sales Composition	
Net Sales		93,796	96,388	2.8%	100.0%	101,315	5.1%	100.0%	98,969	-2.3%	100.0%
	Tea Leaves	7,343	6,986	-4.9%	7.2%	7,418	6.2%	7.3%	7,382	-0.5%	7.5%
	Drinks	85,411	88,600	3.7%	91.8%	93,129	5.1%	91.8%	90,833	-2.5%	91.7%
	Others	1,041	801	-23.1%	0.8%	767	-4.2%	0.8%	753	-1.9%	0.8%
Breakdown of Drinks	Japanese Tea /Healthy Tea	47,777	45,850	-4.0%	47.5%	49,833	8.7%	49.1%	50,107	0.5%	50.5%
	Chinese Tea	4,135	4,956	19.8%	5.1%	4,620	-6.8%	4.6%	4,481	-3.0%	4.5%
	Vegetable	11,194	13,775	23.1%	14.3%	14,082	2.2%	13.9%	12,151	-13.7%	12.3%
	Fruit	4,415	3,958	-10.4%	4.1%	4,143	4.7%	4.1%	4,323	4.3%	4.4%
	Coffee	6,052	6,825	12.8%	7.1%	7,608	11.5%	7.5%	8,364	9.9%	8.5%
	Black Tea	4,310	4,193	-2.7%	4.4%	2,960	-29.4%	2.9%	2,930	-1.0%	3.0%
	Functional	1,853	1,831	-1.2%	1.9%	2,119	15.7%	2.1%	1,672	-21.1%	1.7%
	Mineral Water	2,628	2,470	-6.0%	2.6%	2,838	14.9%	2.8%	2,438	-14.1%	2.5%
	Carbonated	1,890	3,025	60.1%	3.1%	3,494	15.5%	3.4%	3,527	0.9%	3.6%
	Others	1,153	1,713	48.5%	1.7%	1,429	-16.5%	1.4%	834	-41.5%	0.8%

3. New Products Information

HOT Oi Ocha series

Sep 8 No.1 Brand in Heatable PET bottles(※)
Use the separate flavory green tea leaves for hot beverages



PET345ml
¥130 (tax excluded) ※Source: Intage MBI date (2013年1月~12月)

Oi Ocha Instant powder green tea series

Sep 15

- Very pleasant instant powder green tea just like a brewing tea with tea pot
- Easy soluble in cold or hot water
- Used 100% Japanese-grown tea leaves
- No tea dregs



16 sticks
¥300 (tax excluded)



40g
¥500 (tax excluded)



32g
¥500 (tax excluded)



80g
¥900 (tax excluded)

Sun's Super Fruit; Pomegranate & Acai berry

Sep 8

- Use the topical fruits; pomegranate and acai berry
- Vegetal placenta content for beauty and healthy



PET265ml
¥140 (tax excluded)



Can 100ml
¥190 (tax excluded)

Rich health ingredients "Anthocyanin"

Japanese Vegetables

Sep 8

- Go with meals with new flavor, juiciness of "Umami"
- No sugar, flavoring, and preservatives uses
- Activate vegetable beverage market and produce innovation



Carton 200ml
¥120 (tax excluded)

Food Beverages

Sep 29 ※Initial sales at Hokkaido and Tohoku area from Sep 15

- Recap, make it easy to take anywhere, wide open resealable can
- Resealable and portable Enjoy the last drop



Wide open resealable can
¥130 (tax excluded)



¥139 (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 operation 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.