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DyDo

FY2014 2nd Quarter
Financial Highlights

Challenge

Next Stage

September 1, 2014

DyDo DRINCO, Incorporated

(First Section of the Tokyo Stock Exchange: 2590)

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1. The Business Model of DyDo Group

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(1) Group Philosophy / Vision / Slogan Formulation

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DyDo Group corporate philosophy

DyDo Group strives to achieve happiness and prosperity together with people and society as a whole.
To realize this, we well continue our dynamic efforts to take on new challenges.

DyDo Group corporate vision

Together with customers	Offering high quality products, adding a surprise to deliver "distinctive DyDo" taste and wellness to customers.
Together with society	"All DyDo" product development and corporate activities involved in the group is committed to build rich and vibrant society.
Together with future generations	Creating "DyDo standards" for the upcoming next generations. To go beyond current framework and values.
Together with people	Endless "DyDo challenging spirit" to bring happiness to all people through our group activities.

Group Slogan

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Offering delicious products
for the sound mind and body

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(2) The Business Model of DyDo Group

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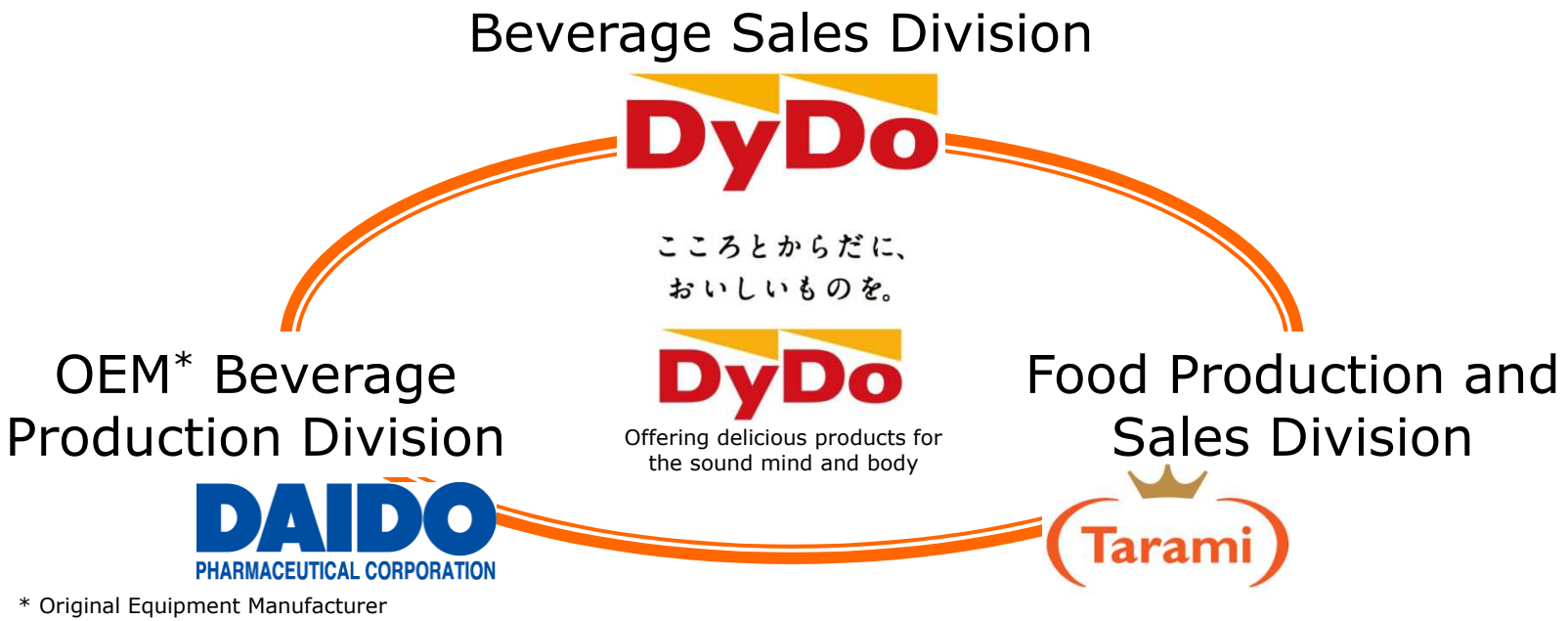
◆ DyDo Group Three Main Divisions
—Forming an independent business model—

The DyDo Group's slogan is "Offering delicious products for the sound mind and body," under which it seeks to bring deliciousness and healthiness only DyDo can provide to customers, together with wonder and high quality.



* Original Equipment Manufacturer

Forming a strong financial footing based on steady cash flow

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◆ Blend is Beautiful.

—Persistent pursuit of blends and tireless challenge—

The core of DyDo DRINCO: the desire to bring happiness and wonder.

DyDo Blend ダイドーブレンド





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(3) Key features / strengths of DyDo DRINCO

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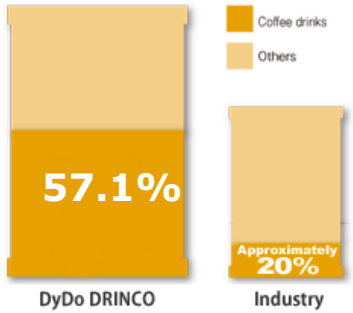
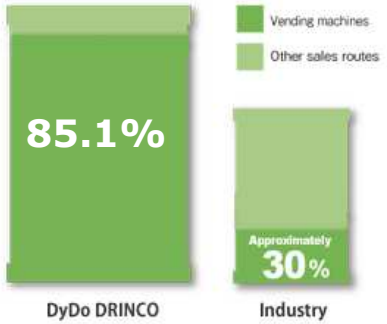
◆ Securing steady profit with coffee × vending machines

Canned Coffee sales account for more than 50% of DyDo Drink company sales.



Out from the coffee and beverage market in Japan, coffee is 20%

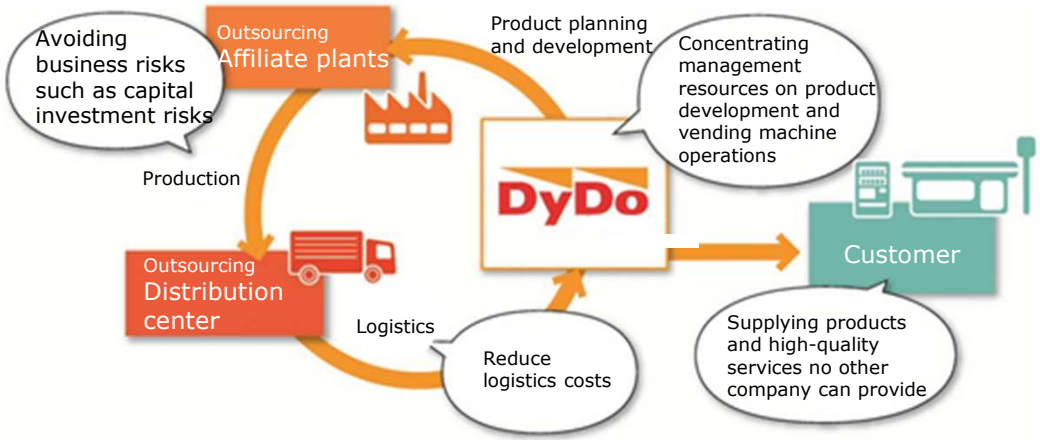
Vending Machine Sales account for 90% of Sales

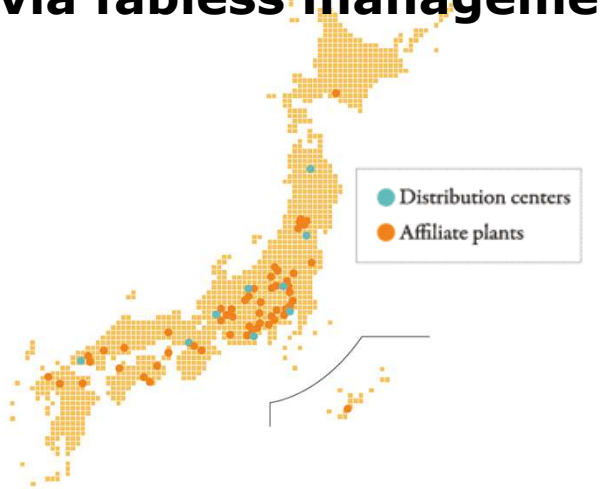


The Vending machine business market in Japan is 30%

*Our track record:
Percentage at 2nd quarter, FY2014

◆ Effective use of management resources via fabless management





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(4) Key features / strengths of DAIDO PHARMACEUTICAL CORPORATION

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DAIDO PHARMACEUTICAL CORPORATION

- Developing OEM business through initiatives in researching, developing, manufacturing drinkable preparations
- Maintaining high profitability as a corporation with a leading industry share involved in the development of approx. 50 products annually, from drugs / quasi-drugs to beverages
- Maintaining/strengthening a safe/secure production structure and aiming to push forward as the No.1 commission manufacturer



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(5) Key features / strengths of Tarami

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Tarami

- **Making it a full subsidiary in June 2012, contributing to consolidated performance as one of the three mainstays of the Group**

- **Maintaining a top share in the fruit jelly market through our powerful recognition level and brand strength**

- **Building a firm position in the jelly market in the future, and orienting ourselves toward exploring higher added value products, new dessert markets and sales channels**







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Challenge

2. Mid-term Business Plan

Next Stage

- Challenge the Next Stage -

(1) Four challenges in pursuit of growth

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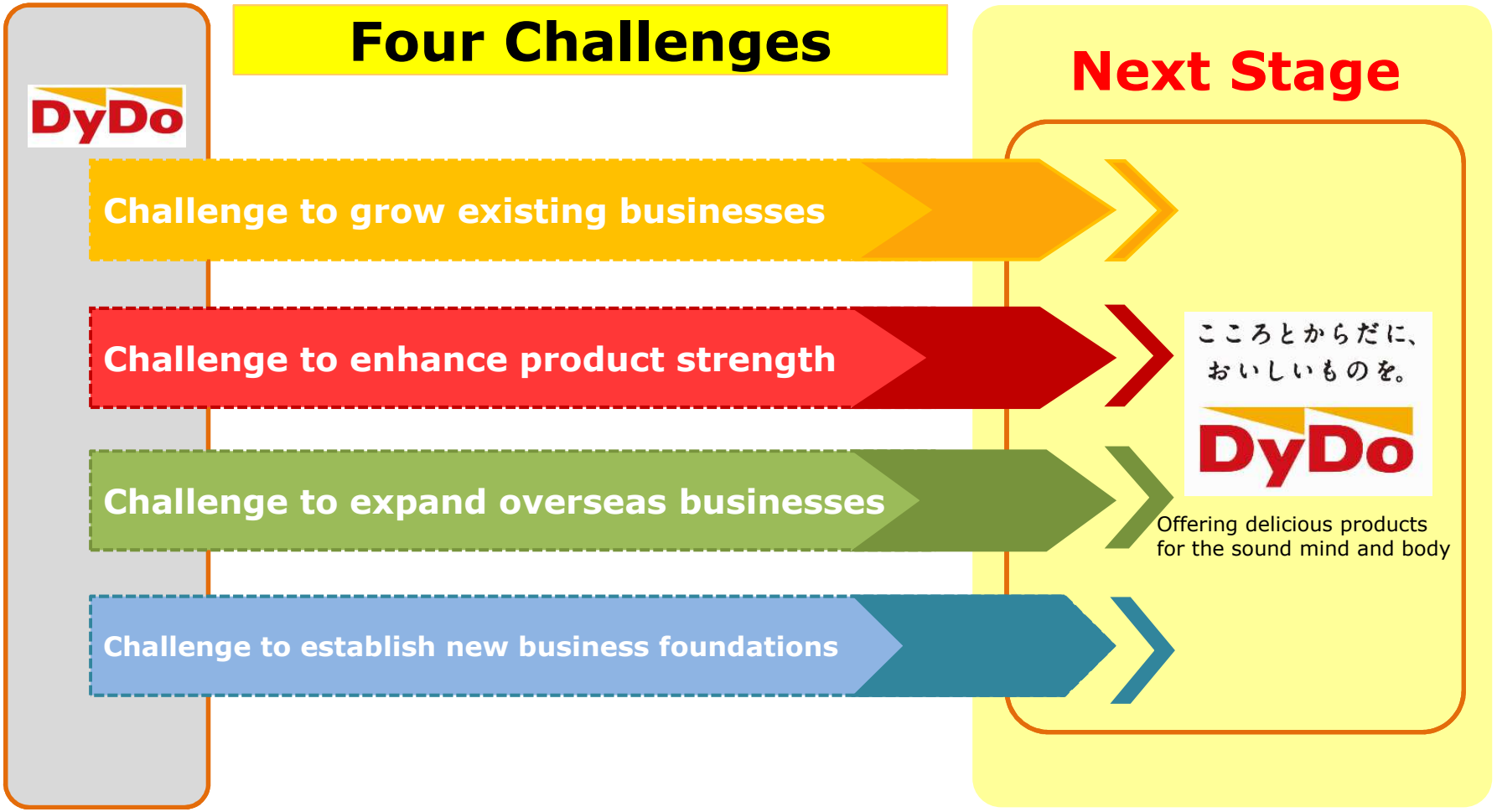

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(2) Directions of our growth strategy

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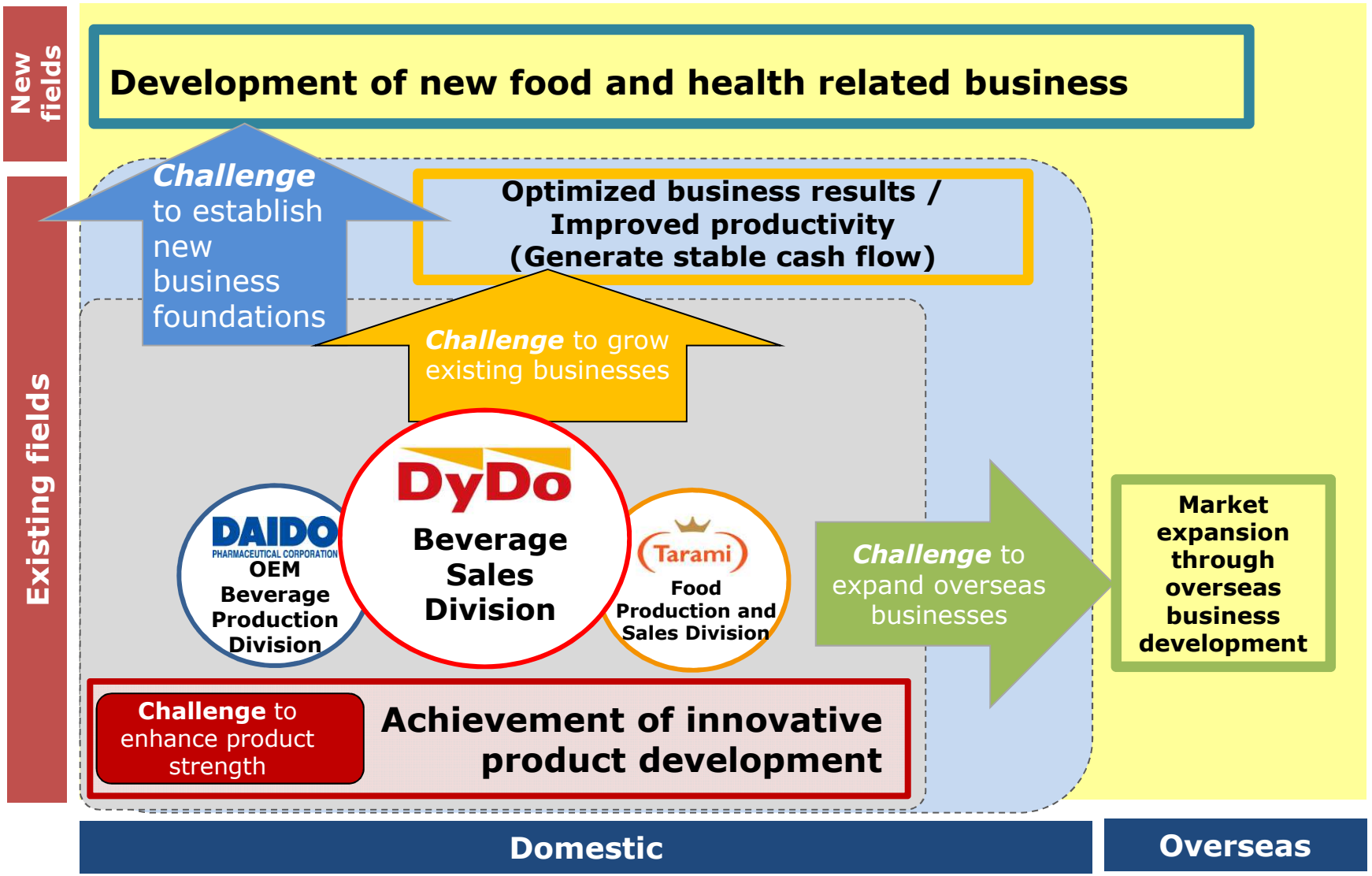

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(3) Governance Reform

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The governance system will be reformed following approval at the 39th ordinary meeting of shareholders (April 16, 2014) with the aim of forming an integrated group management platform and accelerating the promotion of growth strategies, through raising the transparency of management and ensuring a system allowing rapid decision making to meet rapidly changing business environments.

◆ Transfer of representative directors / set up new chairman of the board

Position	Name	Roles
Chairman of the board	Tomihiro Takamatsu	Strengthening management platform for governance, etc. in group management
Company president and representative director	Tomiya Takamatsu	Executing operations for overall management to realize group growth strategy

◆ Appointment of two external directors (two of the seven board members are external directors)

- Seeking to raise transparency in management and actively incorporate outside perspectives and knowledge into our management

Name	Post as of April 16 (prior to general meeting resolutions)
Etsuro Ezaki	Ezaki Glico Co. Ltd.　Senior Managing Executive Officer
Shinji Mori	External Corporate Auditor for DyDo (Lawyer)

◆ Appointment of 1 female corporate auditor

Name	Post as of April 16 (prior to general meeting resolutions)
Sachie Kato	DyDo DRINCO Reserve/Outside Corporate Auditor (Lawyer)

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3. Status of Initiatives in Mid-term Business Plan

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- Challenge the Next Stage -

(1) Challenge to grow existing businesses Responding to changes in the beverages market: consumption tax

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- **April 1, 2014: Response to raising of consumption tax due to revision of the Consumption Tax Act**
  - Use appropriate means to shift on 8% consumption tax on manufacturer shipment prices in all sales channels
  - Products sold from vending machines essentially undergoing price revisions in units of 10 yen (for convenience of purchasing); the tax hike has been shifted on appropriately throughout the entire vending machine business
  - Completed price switching for 88% of all vending machines by the end of the second quarter (July 20, 2014).

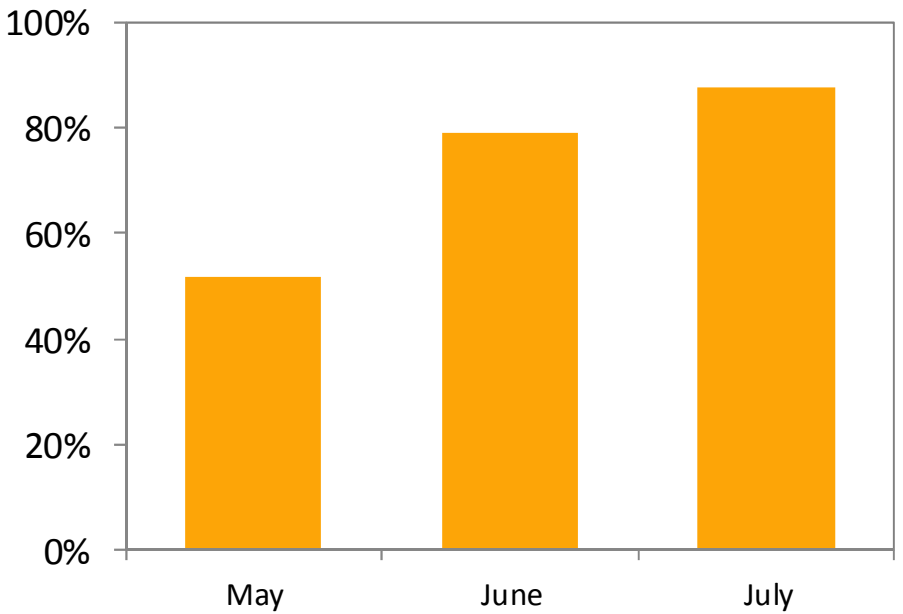
Example of product set condition in a vending machine



Products recommended for fixed prices

Products recommended for sales price revisions accompanying increased volume

Progress in changing vending machine prices



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(2) Challenge to enhance product strength
Realizing innovative product development

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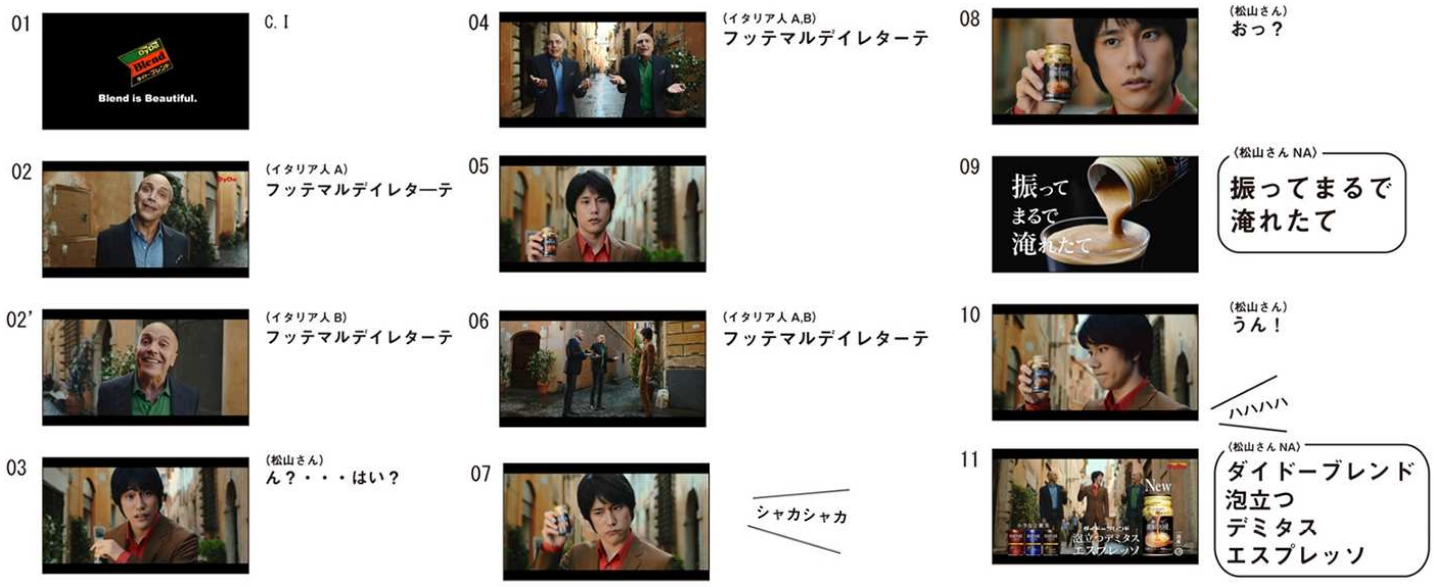
- **From August 18, 2014**
  Frothy as if it had just been brewed, with a rich, opulent taste never before experienced
  DyDo Blend Frothy Demitasse Espresso - Now On Sale!

- **From August 18, 2014**
  First appearance of Kenichi Matsuyama in DyDo Blend series commercials!
  Beginning of nationwide broadcastof new TV commercial: Futtemaru de Iretate Series





- **Recommended retail price: 130 yen (not incl. tax)**

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(3) Challenge to expand overseas businesses
Entry into the Russian market

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◆ **Starting to install vending machines in Moscow / Russia**





DyDo vending machine inside the Aero Express station from Sheremetyevo International Airport, Russia's second-largest airport, to the central city.







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(4) Challenge to establish new business foundations

To expand our business field in regards to food and health

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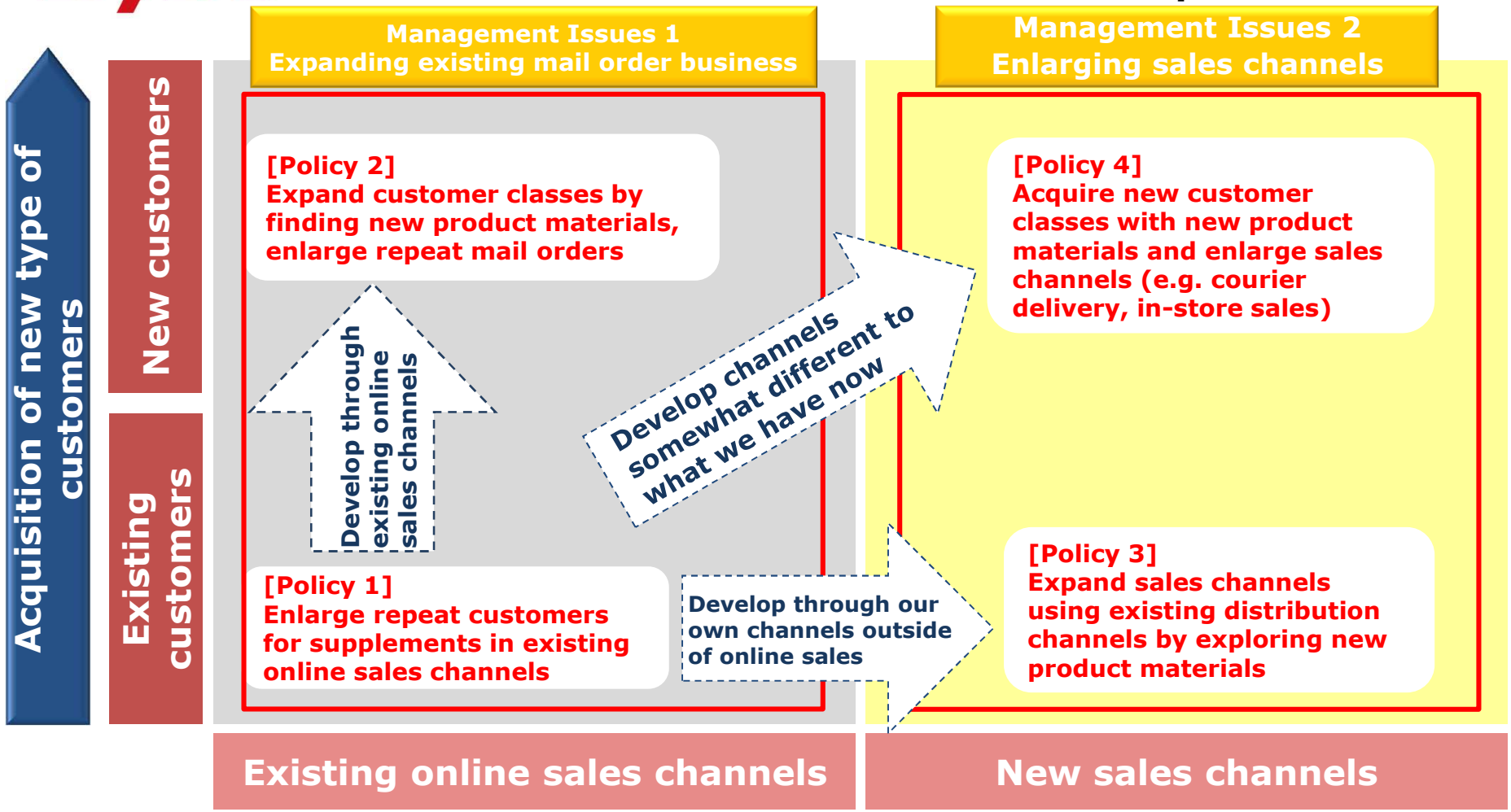
◆ From January 2014, the Online Sales Department is renamed as the Health Care Business Department.



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4. FY2014 2nd Quarter Financial Highlights

Challenge

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(1) Overview of consolidated financial information for 2nd quarter FY2014 Next Stage

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- **Second quarter consolidated operating income is much above the plan**
- **Effect of price revisions on sales volumes**
- **Rebound from the heat in July last year and other factors led to decreased sales volume, failing to reach last year's figures for net sales or profits**

(Millions of yen)

	2nd quarter (Jan 21 - Jul 20)									
	FY2013 results		Initial forecast for FY2014		FY2014 results					
							Quarter-on-quarter		Vs. initial forecast	
		Component ratio		Component ratio		Component ratio	Difference (%)	Difference (amount)	Difference (%)	Difference (amount)
Net sales	77,650	100.0%	76,500	100.0%	75,759	100.0%	(2.4%)	(1,891)	(1.0%)	(740)
Operating income	2,748	3.5%	1,000	1.3%	2,471	3.3%	(10.1%)	(276)	147.2%	1,471
Ordinary income	2,794	3.6%	900	1.2%	2,383	3.1%	(14.7%)	(410)	164.8%	1,483
Quarterly net income	1,711	2.2%	500	0.7%	1,174	1.6%	(31.4%)	(537)	134.9%	674
EPS	103.31 yen		30.18 yen		70.89 yen		(31.4%)	(32.42)	134.9%	40.71 yen
Dividend per share	30 yen		30 yen		30 yen		0.0%	-	0.0%	-

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(2) Causes for increased / decreased operating income in the 2nd quarter FY2014 -Vs. initial plan-

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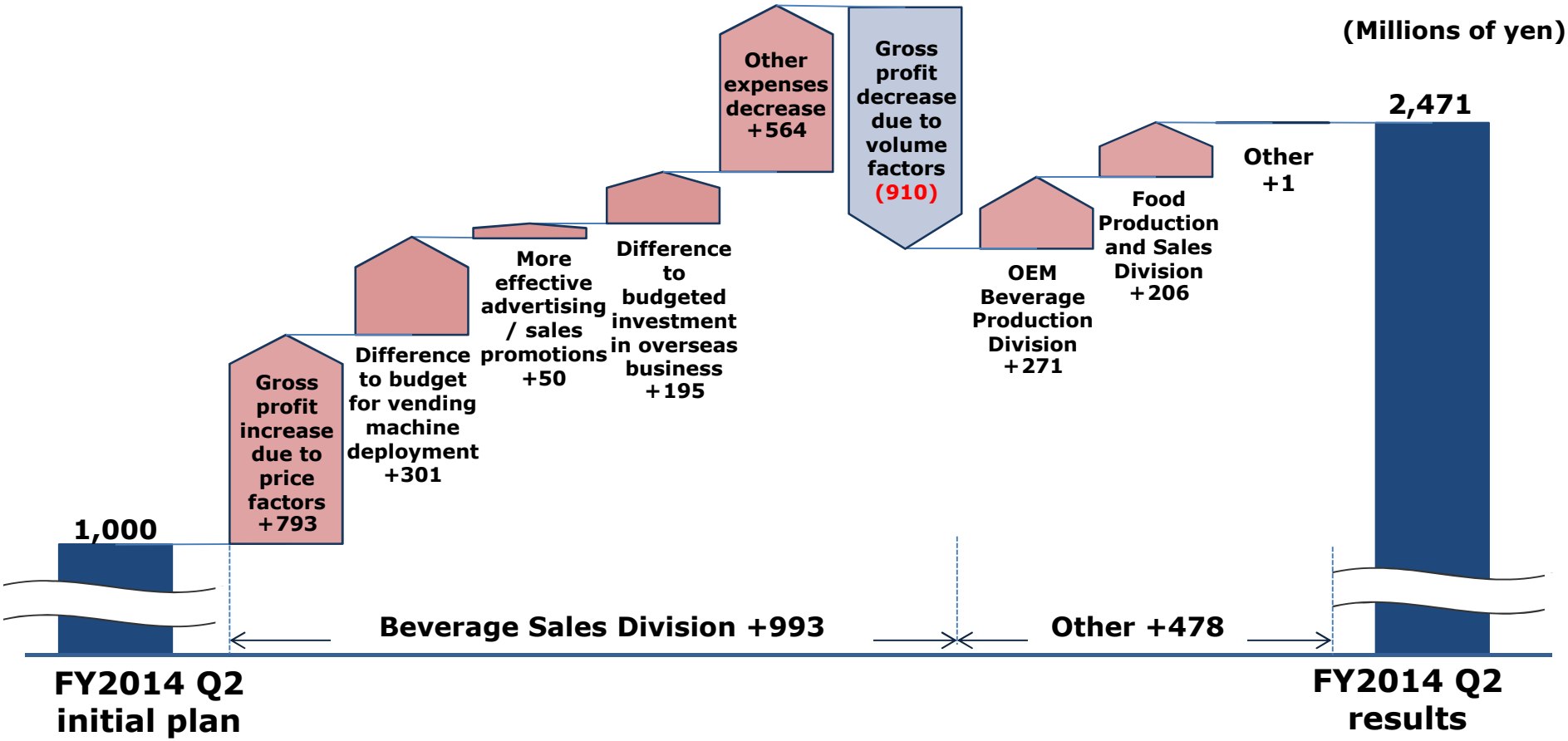
- Early price revisions secured gross profit margin above the initial plan
- Some costs for deployment of vending machines are carried over to the second half
- The OEM Beverage Production Division and Food Production and Sales Division both secured profits above the plan



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(3) Causes for increased / decreased operating income in the 2nd quarter FY2014 -Vs. Quarter-on-quarter basis-

Next Stage

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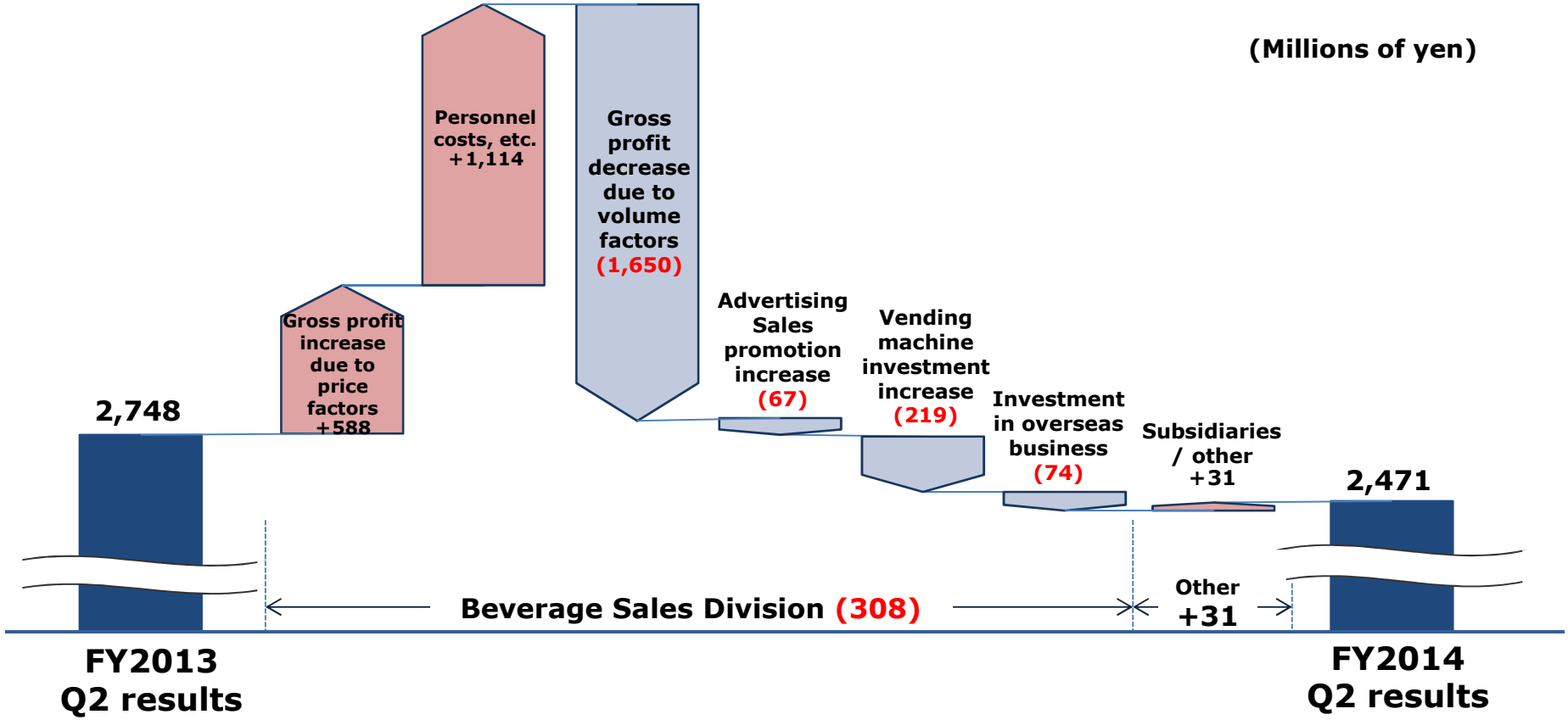
- The OEM Beverage Production Division and Food Production and Sales Division both secured increased profits
- Due to the special bonuses occurring in the the 1st quarter the previous year, personnel costs and other items have decreased
- Due to the rebound from the heat in July last year, the sales volume of the Beverage Sales Division decreased 3.8%

(Millions of yen)



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(4) Overview by segments

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Beverage Sales Division

*Figures prior to consolidated adjustment

(Millions of yen)

	2nd Quarter (Jan 21 - Jul 20)									
	FY2013 results		Initial forecast for FY2014		FY2014 results					
		Component ratio		Component ratio		Component ratio	Quarter-on-quarter		Vs. initial forecast	
							Difference (%)	Difference (amount)	Difference (%)	Difference (amount)
Net sales	64,802	100.0%	63,960	100.0%	62,685	100.0%	(3.3%)	(2,117)	(2.0%)	(1,274)
Operating income	1,731	2.7%	430	0.7%	1,423	2.3%	(17.8%)	(308)	231.0%	993

Summary of the first half of FY2014

- Enlarged bottled coffee lineup
- Launch "miu" TV commercials, strengthen soft drink lineup
- Completed price switching for approx. 88% of all vending machines

FY2014 last half policy

- Strengthen the coffee lineup with the launch of the Frothy Demitasse Espresso
- Effective use of advertising sales promotion
- Revise vending machine deployment plan, focus on acquiring high per machine sales



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(4) Overview by segments

Next Stage

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*Figures prior to consolidated adjustment

DAIDO PHARMACEUTICAL CORPORATION OEM Beverage Production Division

(Millions of yen)

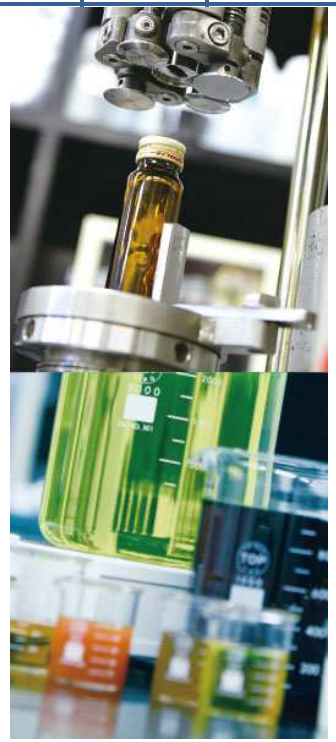
	2nd Quarter (Jan 21 - Jul 20)									
	FY2013 results		Initial forecast for FY2014		FY2014 results					
		Component ratio		Component ratio		Component ratio	Quarter-on-quarter		Vs. initial forecast	
							Difference (%)	Difference (amount)	Difference (%)	Difference (amount)
Net sales	5,728	100.0%	5,280	100.0%	5,531	100.0%	(3.4%)	(196)	4.8%	251
Operating income	700	12.2%	440	8.3%	711	12.9%	1.4%	10	61.6%	271

Summary of the first half of FY2014

- Increased orders for pharmaceutical / quasi-drug drinks lifting manufacturing numbers quarter-on-quarter
- Changes in commissioned product portfolio due to changing market environment
- Orders for products in new sectors due to successes of proposal marketing

FY2014 last half policy

- Maintain / strengthen safe / reliable production structure
- Reduce costs by promoting efficiency
- Expand orders by strengthening proposal-based marketing



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(4) Overview by segments

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Food Production and Sales Division

*Figures prior to consolidated adjustment

(Millions of yen)

	2nd Quarter (Jan 21 - Jul 20)									
	FY2013 results		Initial forecast for FY2014		FY2014 results					
		Component ratio		Component ratio		Component ratio	Quarter-on-quarter		Vs. initial forecast	
							Difference (%)	Difference (amount)	Difference (%)	Difference (amount)
Net sales	7,520	100.0%	7,740	100.0%	7,929	100.0%	5.4%	408	2.4%	189
Operating income	523	7.0%	350	4.5%	556	7.0%	6.4%	33	59.1%	206

Summary of the first half of FY2014

- Introduced a new corporate logo aiming at raising the value of the Tarami brand
- Released new sector products / high added value products
- Further penetration into convenience stores via enhanced marketing

FY2014 last half policy

- Aiming at further growth via efforts to enhance the Tarami brand
- Coping with rising costs via procurement strategies / production strategies





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5. FY2014 Full-year Earnings Forecast

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(1) FY2014 Full-year Earnings Forecast

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- No change to declared full year earnings forecast of March 3, 2014
- Consumer spending trends remain uncertain due to consumption tax hike
- Difficult to assess impact on full-year performance

(Millions of yen)

	FY2013 results		FY2014 full-year earnings forecast			
					Quarter-on-quarter	
		Component ratio	FY2014 full-year earnings forecast	Component ratio	Difference (%)	Difference (amount)
Net sales	154,828	100.0%	155,000	100.0%	0.1%	171
Operating income	6,004	3.9%	5,200	3.4%	(13.4%)	(804)
Ordinary income	5,962	3.9%	5,000	3.2%	(16.1%)	(962)
Net income	3,712	2.4%	3,000	1.9%	(19.2%)	(712)

EPS	224.08 yen	181.08 yen	(19.2%)	(43.00 yen)
Dividend per share	60 yen	60 yen	0.0%	-

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[Reference material: Initial plan]
FY2014 full-year earnings forecast:
Causes for increasing / decreasing operating income

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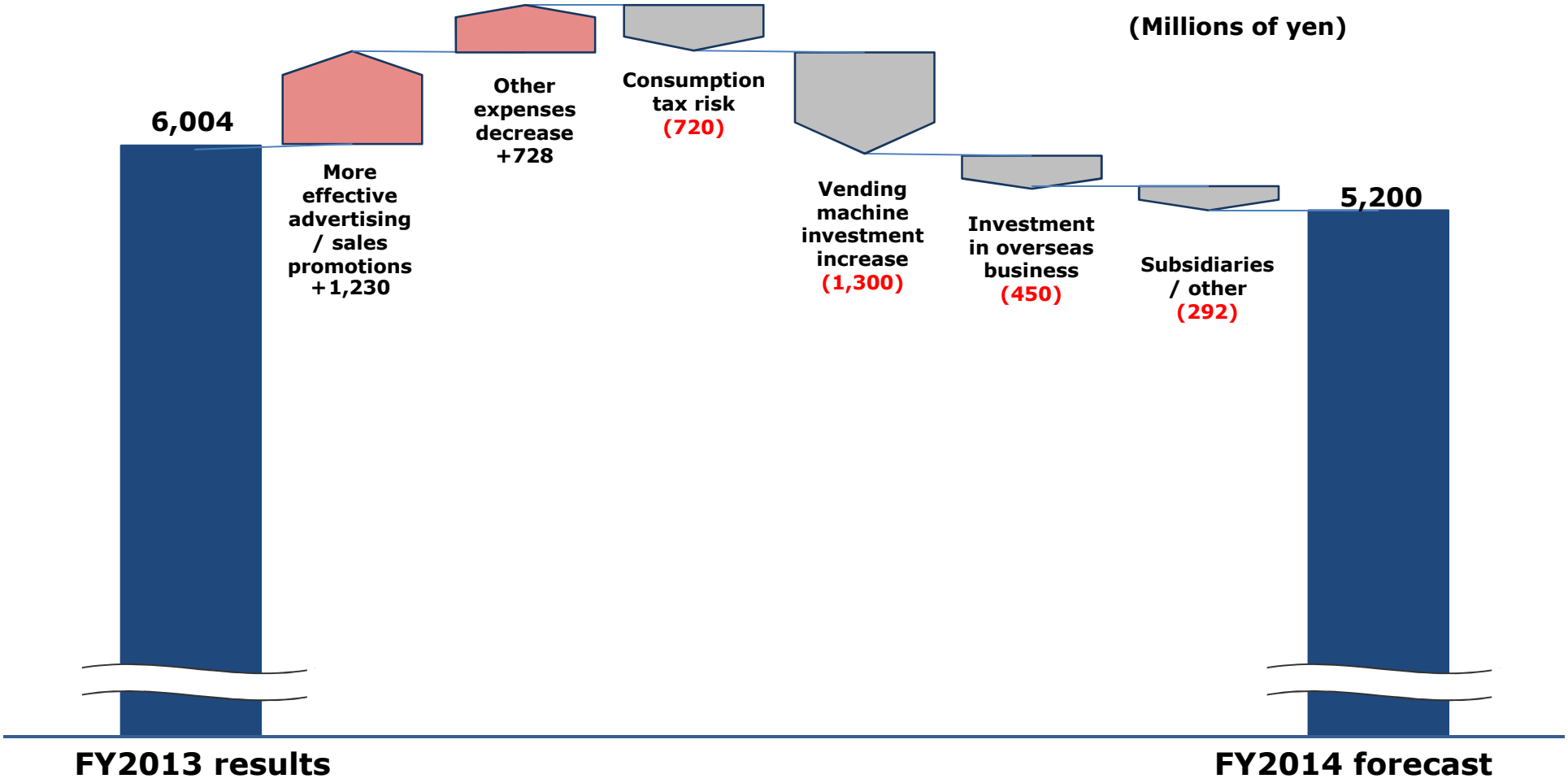

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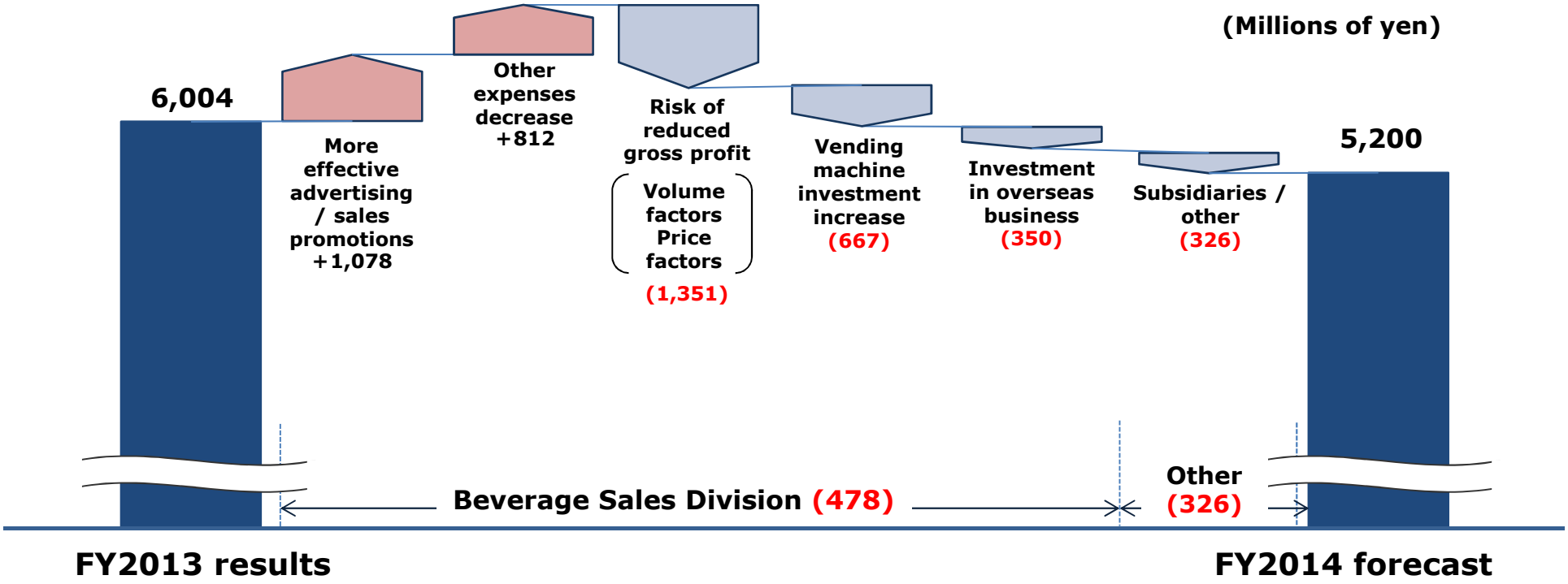
- **Trends in consumer spending feared to impact on sales**
- **Revision of vending machine deployment plan compressing related expenses**
- **Advertising sales promotion have increased somewhat compared to the initial plan, but will gain effectiveness in the second half**



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6. Pursuit of Sustained Growth

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(1) Towards penetration of group corporate philosophy / vision -Dialog with employees-

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(2) Realizing sustainable growth

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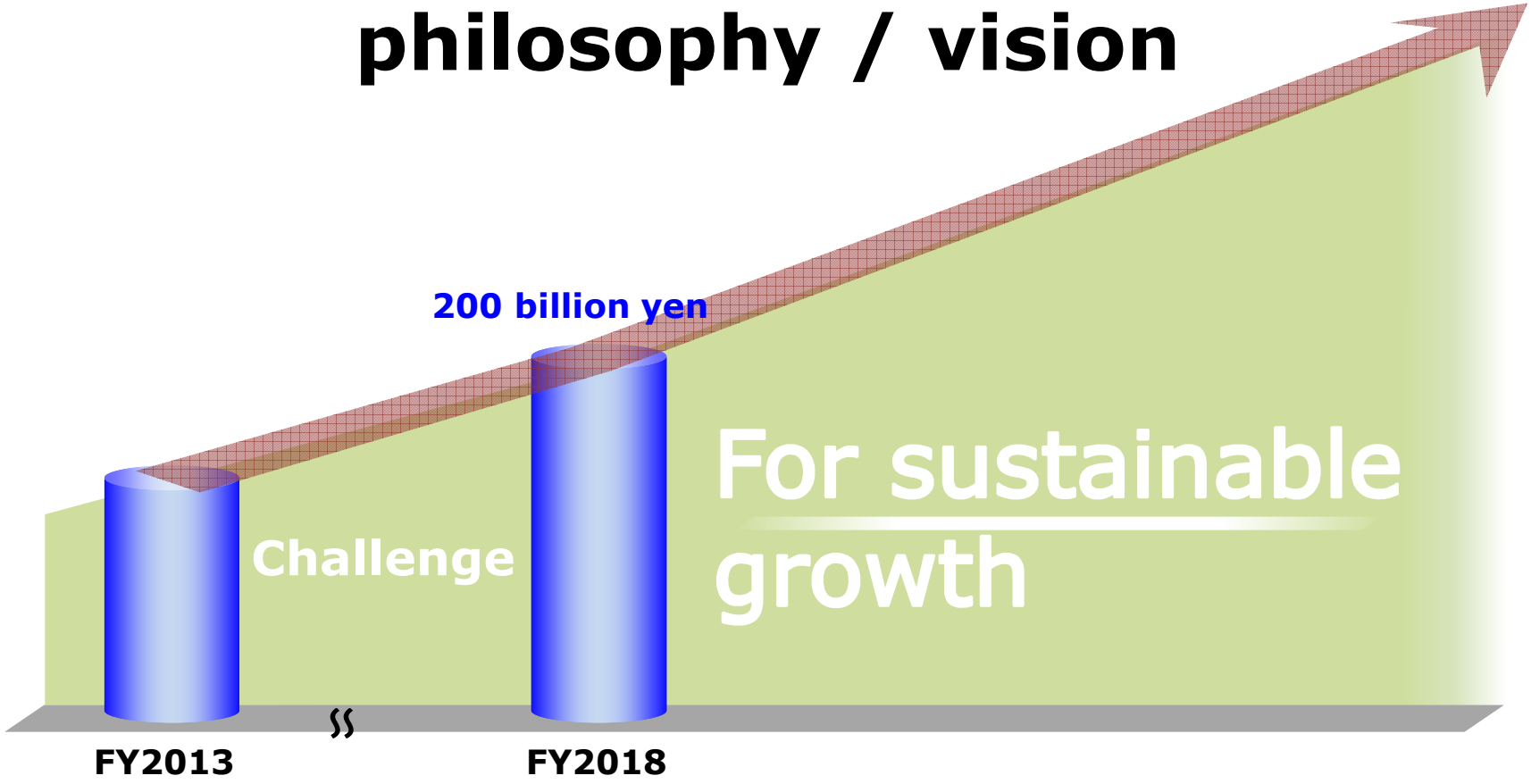
Specific corporate philosophy / vision



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APPENDIX

Challenge

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Full-year earnings forecast by segments

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Beverage Sales Division

*Figures prior to consolidated adjustment

(Millions of yen)

	FY2013 results		FY2014 full-year earnings forecast			
		Component ratio		Component ratio	Year-on-year	
					Difference (%)	Difference (amount)
Net sales	130,400	100.0%	130,700	100.0%	0.2%	299
Operating income	4,578	3.5%	4,100	3.1%	(10.5%)	(478)

OEM Beverage Production Division

	FY2013 results		FY2014 full-year earnings forecast			
		Component ratio		Component ratio	Year-on-year	
					Difference (%)	Difference (amount)
Net sales	10,857	100.0%	10,200	100.0%	(6.1%)	(657)
Operating income	1,227	11.3%	930	9.1%	(24.2%)	(297)

Food Production and Sales Division

	FY2013 results		FY2014 full-year earnings forecast			
		Component ratio		Component ratio	Year-on-year	
					Difference (%)	Difference (amount)
Net sales	14,299	100.0%	15,000	100.0%	4.9%	700
Operating income	609	4.3%	620	4.1%	1.8%	10

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Seasonal Fluctuations - Sales

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*Figures for each division are prior to consolidated adjustments

(Millions of yen)

[Consolidated]

	1st quarter	2nd quarter	3rd quarter	4th quarter	Total
FY2013	35,407	42,243	41,175	36,001	154,828
Ratio of full year (%)	22.9%	27.3%	26.6%	23.2%	100.0%
FY2014	35,401	40,358	—	—	—

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Beverage Sales Division

	1st quarter	2nd quarter	3rd quarter	4th quarter	Total
FY2013	30,160	34,642	34,233	31,363	130,400
Ratio of full year (%)	23.1%	26.6%	26.3%	24.0%	100.0%
FY2014	30,083	32,602	—	—	—

DAIDO PHARMACEUTICAL CORPORATION

OEM Beverage Production Division

	1st quarter	2nd quarter	3rd quarter	4th quarter	Total
FY2013	2,749	2,978	2,686	2,442	10,857
Ratio of full year (%)	25.3%	27.5%	24.7%	22.5%	100.0%
FY2014	2,724	2,807	—	—	—

Tarami

Food Production and Sales Division

	1st quarter	2nd quarter	3rd quarter	4th quarter	Total
FY2013	2,646	4,873	4,463	2,315	14,299
Ratio of full year (%)	18.5%	34.1%	31.2%	16.2%	100.0%
FY2014	2,756	5,172	—	—	—

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Seasonal Fluctuations - Operating Income

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*Figures for each division are prior to consolidated adjustments

(Millions of yen)

[Consolidated]

	1st quarter	2nd quarter	3rd quarter	4th quarter	Total
FY2013	372	2,376	2,367	888	6,004
Ratio of full year (%)	6.2%	39.6%	39.4%	14.8%	100.0%
FY2014	518	1,953	–	–	–

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Beverage Sales Division

	1st quarter	2nd quarter	3rd quarter	4th quarter	Total
FY2013	63	1,667	1,789	1,056	4,578
Ratio of full year (%)	1.4%	36.4%	39.1%	23.1%	100.0%
FY2014	200	1,222	–	–	–

DAIDO PHARMACEUTICAL CORPORATION

OEM Beverage Production Division

	1st quarter	2nd quarter	3rd quarter	4th quarter	Total
FY2013	355	345	267	258	1,227
Ratio of full year (%)	29.0%	28.1%	21.8%	21.1%	100.0%
FY2014	398	312	–	–	–

Tarami

Food Production and Sales Division

	1st quarter	2nd quarter	3rd quarter	4th quarter	Total
FY2013	49	473	412	(326)	609
Ratio of full year (%)	8.2%	77.7%	67.7%	–	100.0%
FY2014	38	518	–	–	–

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Responding to changes in the beverages market
Enhancing the product lineup

Next Stage

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- From February 17, 2014
  "Surround yourself with a rich aroma."
  Renewal of Zeitaku Kocha (Luxury Aromatic Tea) brand focusing on fragrances of teas
- From February 24, 2014
  Appearance of a new brand!
  Wakagokochi - a seasonal fruit drink with a soothing taste
- From February 24, 2014
  Mistio - long-selling brand
  Reappearing in renewed form!
- From April 7, 2014
  Popular tea drinks remade into larger 600ml PET bottles
  "Ha-no-cha: 3 specially selected high-quality Japanese teas"
  "Oishii-mugicha"
- From May 12, 2014
  From a fruit for each season: a new taste perfect for summer
  "Wakagokochi Ume-Apricot"











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Responding to changes in the beverages market
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- **From May 26, 2014**
  Surround yourself with a rich aroma. Announcing the arrival of a new summer aroma from Zeitaku Kocha!
  "Zeitaku Kocha Lychee and Hibiscus Tea"



- **From June 2, 2014**
  The genesis of a new coffee blending two taste sensations
  "DyDo Blend Double Style Cafe Frozen Jelly"

- **From September 8, 2014**
  Surround yourself with a rich aroma.
  From "Zeitaku Kocha"
  "Zeitaku Kocha La France & Rose Tea"
  "Zeitaku Kocha Hot and Aromatic Jasmine Tea"



- **From September 15, 2014**
  A low-sugar coffee made under the supervision of the world's best barista
  "DyDo Blend Long-lasting, Low Sugar"
  "DyDo Blend Satiating Low Sugar"



- **From September 15, 2014**
  From a fruit for each season: new release of the taste of Japan's fall!
  "Wakagokochi Wanashi Apple"



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◆ **From Aug 25, 2014**

Using online sales channels to launch the FINEAGE tablet / stick jelly health care product combining proteoglycan, attractive yet wonderful for your skin, with five other beauty ingredients!



Proteoglycan

Confirmed to have excellent water / moisture retaining powers not only speeding the epidermal cell metabolism and helping it to make repairs but also increasing the production of collagen and hyaluronan in the skin cells.

+5 beauty components

The beauty components of collagen and hyaluronan gained via the synergistic effects of proteoglycan are combined with apple fibers containing ceramide to absorb these substances well with N-Acetylglucosamine, a constituent of hyaluronan, with thrice the strength of glucosamine, apple polyphenols (tablets) and royal jelly (stick jelly).

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DyDo × Tarami

- **Products jointly developed by DyDo DRINCO and Tarami**





- **From March 24, 2014**

  A new sensation: bottled jelly letting you enjoy the juiciness of peaches

  "Tarami's Shake and Drink Peach Jelly"

- **From April 7, 2014**

  Cool for jelly, frozen for sherbet - two tastes in one!

  "Tarami's Puru-shari Orange"



- **From June 16, 2014**

  A new sensation: bottled jelly letting you savor the genuine taste of summer mangoes

  "Tarami Shake and Drink Mango Jelly"

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Enhancing the product lineup

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Strengthening Tarami marketing



- From March 1, 2014
  "Wanting to control calories while enjoying the taste"
  Release of Calorico-Calorica 0 kcal Series



- From March 3, 2014
  Fruits give you the power to give it your all. (Squeeze-tube energy / vitamin supplement)
  Release of "Fruit Charge Series"

- From May 19, 2014
  For those who want to eat delicious sweets but still want to keep their calories down
  Release of Calorico-Calorica Desert 80 kcal Series



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Responding to changes in the beverages market
Efforts to improve sales per machine

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◆ FY2014 edition point card campaign (From April 1 2014 to March 31, 2015)

Purchasing products from a point card campaign vending machine during the term allows customers to save points, and to exchange them via certain procedures for the gifts they want after saving enough points.
This raises the appeal of point card vending machines and increases penetration of the DyDo DRINCO brand.





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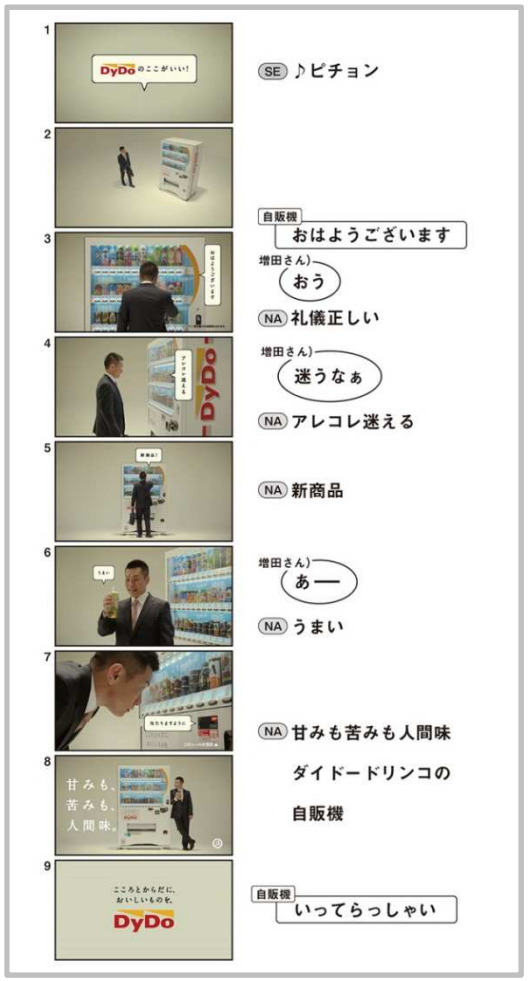
Theme: “Bonds between our customers and DyDo vending machines”
Nationwide broadcast of "DyDo Vending Machine" TV commercials

To show more customers the appeal of our vending machines, we are broadcasting new TV commercials for DyDo Vending Machines featuring the TV personality Hidehiko Masuda and the actress Hana, to generate wider interest in our vending machines.







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Challenge to expand overseas businesses
Entry into the Russian market

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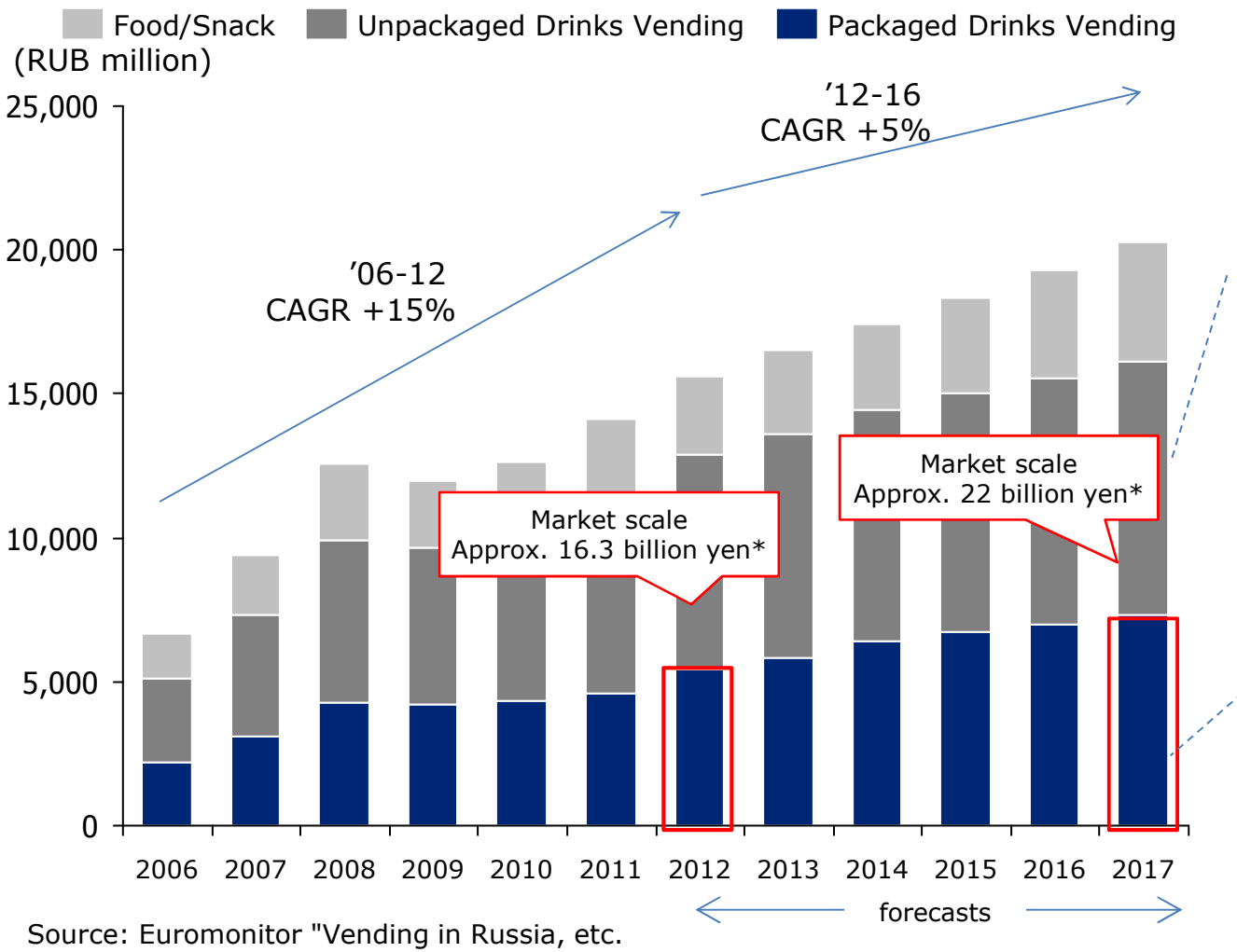
Overview of the Vending Machine Market in Russia



Source: Euromonitor "Vending in Russia, etc.

Types of beverage vending machines

Unpackaged Drinks '06-11 CAGR17%



Packaged Drinks '06-11 CAGR 16%



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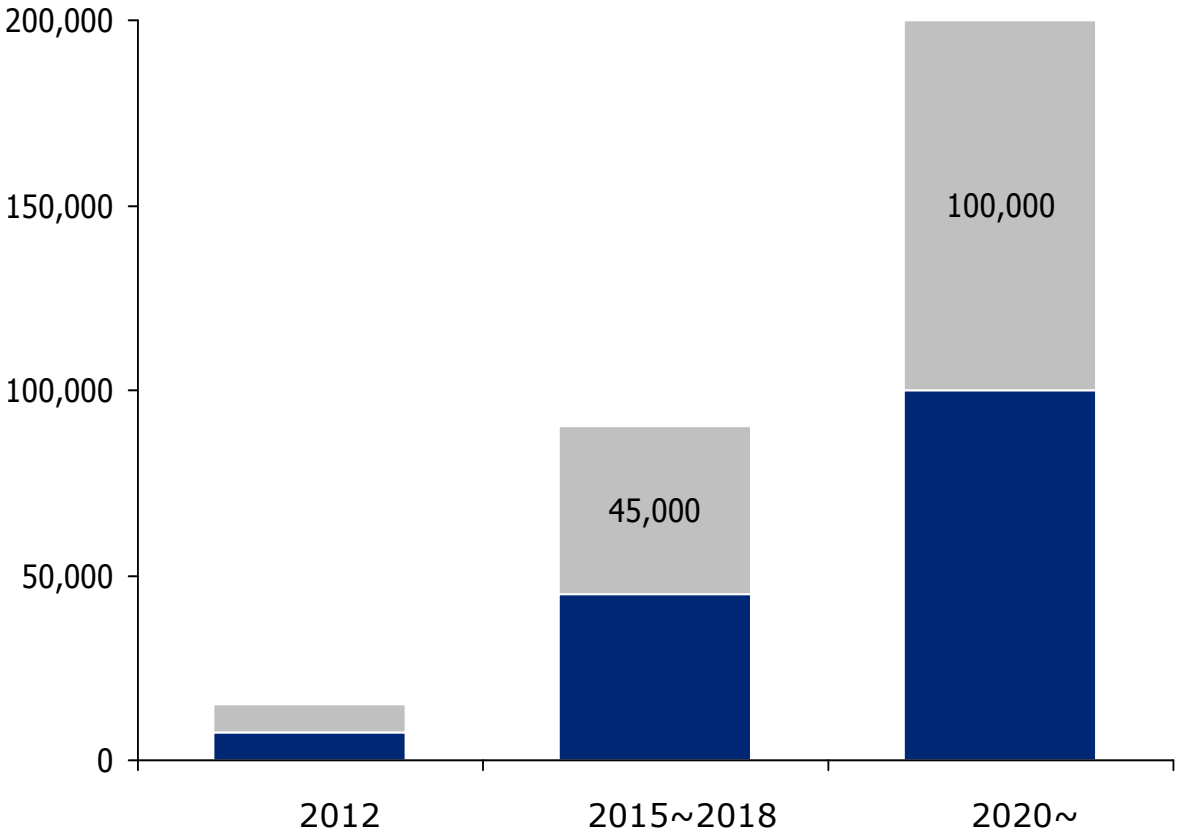
Growth Potential of Vending Machines in Russia



- City of Moscow target for the number of vending machines in the city by 2015: 90,000 units
- The potential for vending machine placement in the city of Moscow and Moscow Oblast (representing a total population of about 18 million), is 200,000 units or more.
  - Tokyo: Population of 13 million and 500,000 or more vending machines
  - New York: Population of 8 million and 200,000 or more vending machines
- It is estimated that packaged-drink type vending machines (including food and snacks) will account for half the total number of vending machines (based on the market scale ratio).

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Bringing the DyDo Busines Model to the Russian Market

Market	Economic environment	■ Russia is characterized by stable economic growth, and an economic environment that benefits Japanese companies is being put in place (for example, through the Russo-Japanese Investment Platform).
	Area characteristics	■ The Russian capital, Moscow, is Europe's largest city (with a population of 11 million), and the concentration of population there is expected to continue in the future. Income levels in the city are significantly higher than in other Russian cities.
	Consumer characteristics	■ Consumers are comparatively receptive to luxury products. Additionally, consumers' image of Japan is characterized by reliability, high quality, and good health.
	Beverage and vending machine market	■ Russia's beverage market is expected to grow quickly in the future. The vending machine market is expected to grow rapidly due to measures being undertaken by the City of Moscow to promote installation of more vending machines.
Competition		■ Competition in the beverage market is intensifying due to the arrival of European and North American manufacturers. By contrast, competition in the newly emergent vending machine industry is limited to just a few organized operators. ■ Japanese beverage manufacturers are not yet actively entering the Russian market.
DyDo		■ DyDo owns about 280,000 vending machines in Japan and has expertise in deploying them in the field ■ We also have experience in doing business in Russia, having developed a business in Vladivostok in the Russian Far East five years ago.

■ **We will take advantage of the Japanese brand and the DyDo business model (for the vending machine business) to enter the Moscow market.**

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Challenge to expand overseas businesses
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◆ Challenge of Entering the Russian Market

Expanding the vending machine business horizontally

Focusing on Russia as an overseas local business



Moscow

[State of vending machine use in Moscow]

- The sale of beverages at temporary roadside stores is subject to strict restrictions that have been put in place to preserve the city's appearance.
- The City of Moscow has launched a series of measures to promote installation of vending machines.
- Russian consumers are comfortable with Japanese products, which are perceived to be safe and high in quality.



- **We have already installed 100 vending machines in Vladivostok.**
- **At the end of December 2013, we established DyDo DRINCO RUS as an overseas affiliate in Moscow.**
- **Our objective is to bring in ¥5 billion per year in sales by 2018.**

End of December 2013

DyDo DRINCO RUS is established. (as a management and beverage sales company)

2014

Install 500 vending machines in locations such as office buildings and airports.



By 2018

Expand the business to hotels, universities, and commercial facilities while installing 10,000 vending machines.

2018 and beyond

Expand the business to other major cities.

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DyDo Group CSR Activities

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◆ Initiatives for the environment - actively introducing eco-friendly vending machines

Actively introducing eco-friendly vending machines with high energy savings easy on the environment, focusing on expanding vending machine network supported by local communities and customers



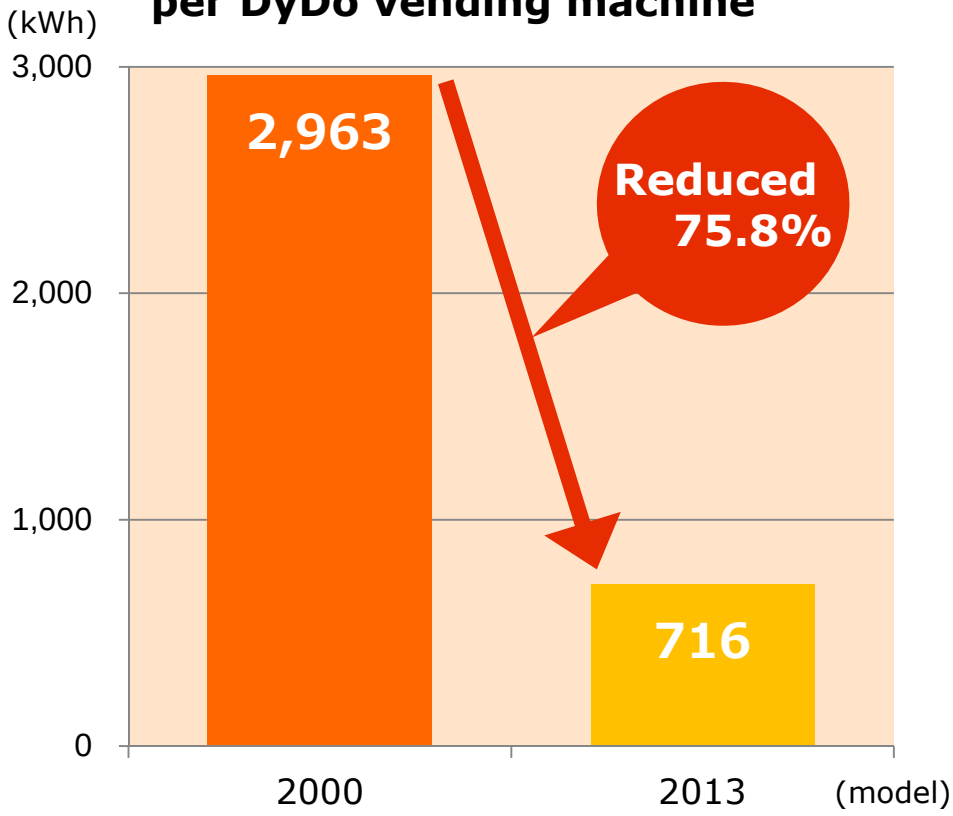
LED lighting



Heat pump vending machine



● **Annual electricity consumption per DyDo vending machine**



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DyDo Group CSR Activities

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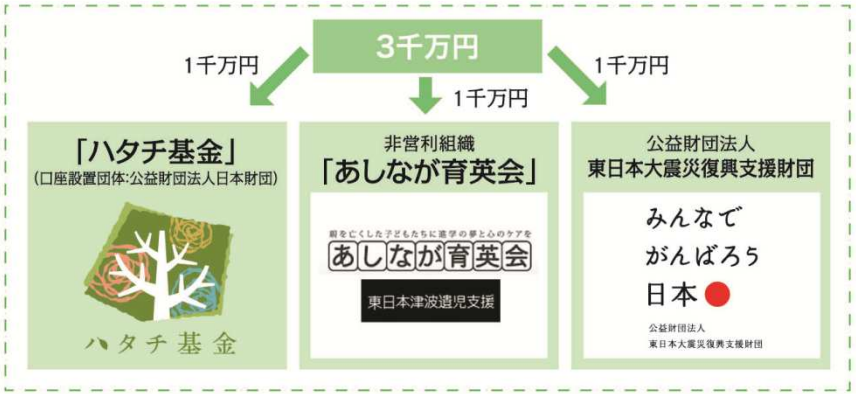
Contributing to society using the Local Community Contribution Fund

Ongoing aid for the Great East Japan Earthquake



Support from vending machines to the Kizuna Tohoku recovery donations



DyDo

東北復興絆義援金自販機

"Kizuna" Tohoku Revitalization Fundraising Vending Machines

Cultural support in school education e.g. street dancing



Aiding lack of exercise for children in Fukushima



Support to Nippon Matsuri Network NPO

DyDo DRINCO joins the Nippon Matsuri Network NPO (Non-Profit Organization)

NPO(特定非営利活動法人)
日本の祭りネットワーク
Nippon Matsuri Network

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DyDo Group CSR Activities

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◆ Contributing to society using the Local Community Contribution Fund

➢ High school cooking contest

"The true hometown taste! Shoku no Koshien: A Competition for the Ultimate Dish!" - supporting the fostering of the next generation to be active in food

Professional chefs give lessons to high school students learning about agriculture, fisheries and commerce. This teaches them the value of agriculture / fisheries through food while helping the high school students with their dreams and invigorating the local community, bringing places around Japan to life.

"With the cooperation of the Shoku no Koshien Association, after holding heats in seven areas nationwide in August, specially selected professional chefs from each area will be sent to the high schools going to the final (8 to 14 schools). Under special supervision the students will polish their chosen menus for the final set to take place in November. We are supporting this system for the nationwide competition to further lift up the ideas of high school students."



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DyDo Group CSR Activities

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◆ Company-wide initiative DyDo DRINCO "Japanese Festivals"



Supporting festivals throughout Japan.

Supporting festivals in 34 locations nationwide in 2014 to help invigorate and form community bonds through festivals







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Returns to shareholders: Dividends

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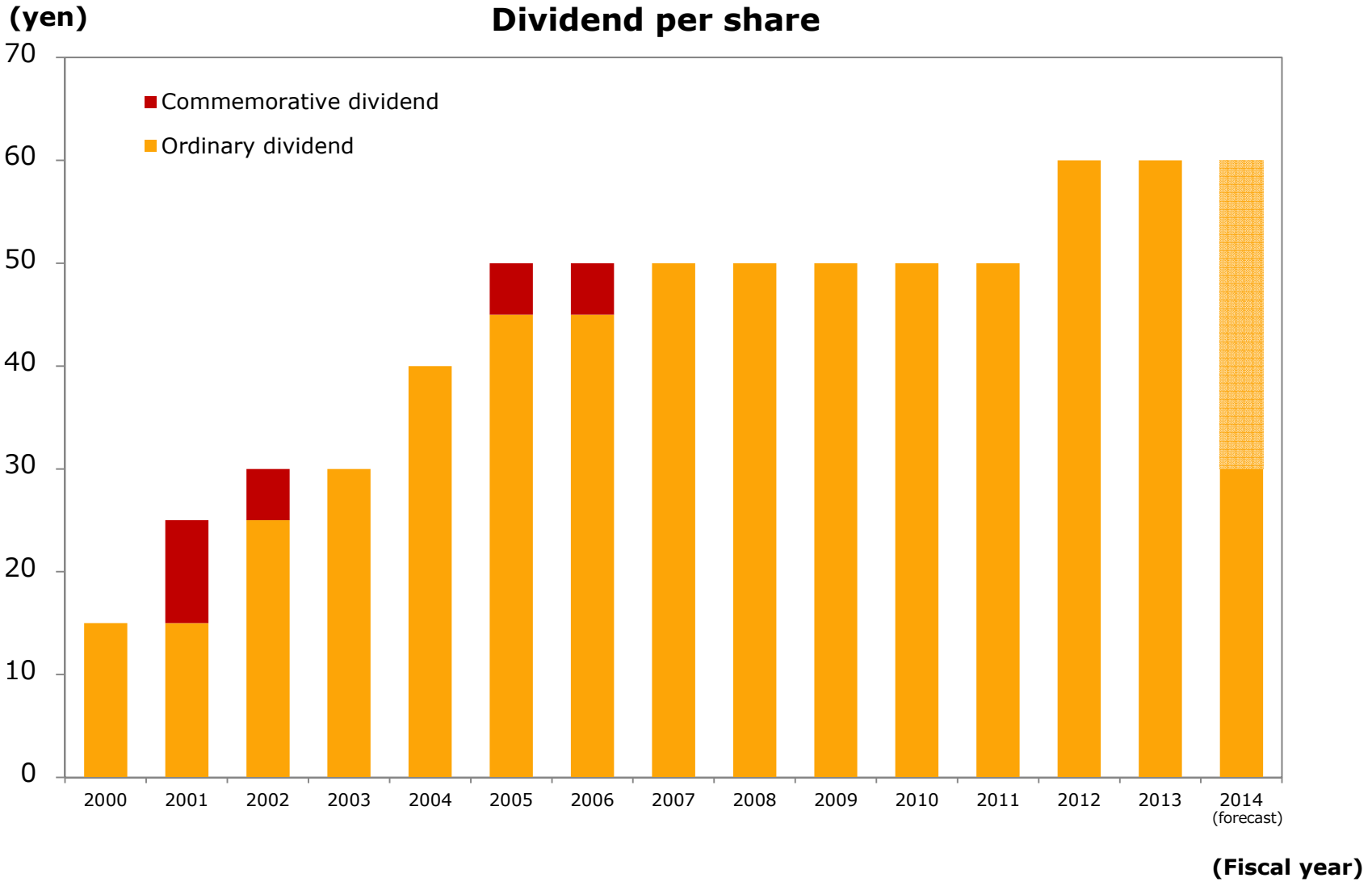

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Returns to shareholders: Special shareholder benefits

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Sending gift packs of our products worth 3,000 yen to shareholders owning 100 or more of our shares

Twice a year

(Allocation base date: January 20, July 20)



Sample image of set to our current shareholder, as of January 20th, 2014

No. 1 spot in popularity ranking selected by readers for shareholder preferential treatment for 2014 edition useful information on shareholder preferential treatment*



* Issued by Nomura IR, November 2013

Total ranking of shareholder preferential treatment

2nd place in total for the 4th year running

Ranking	Company name
1	**McDonald's Holdings Japan**
2	**DyDo DRINCO**
3	**Nissin Holdings**

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Challenge

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