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FY2015 First Quarter Financial Highlights

Challenge

Next Stage

May 25, 2015

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

Next Stage

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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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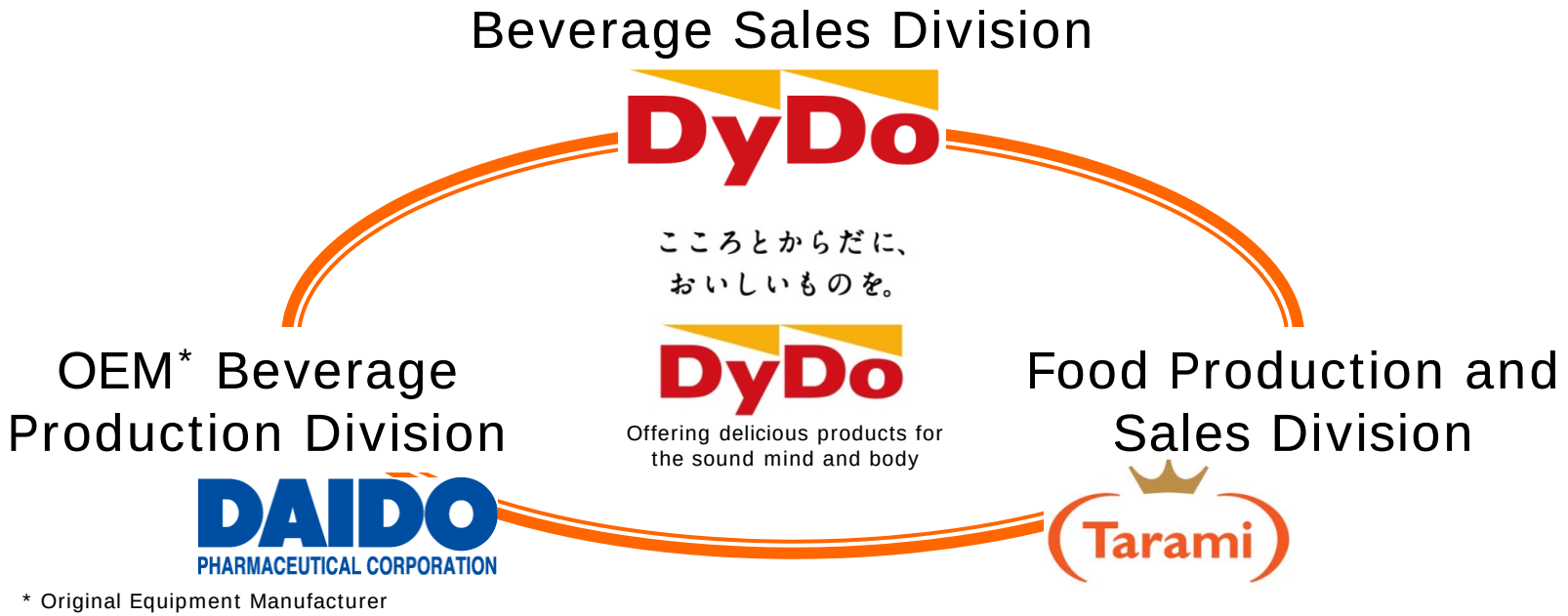
(2) The Business Model of DyDo Group

Next Stage

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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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(3) Key features / strengths of DyDo DRINCO

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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.







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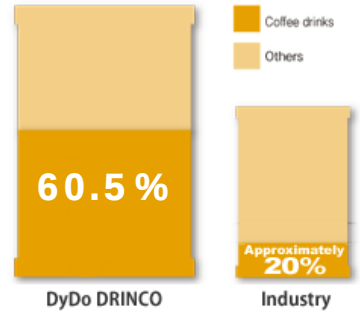
(3) Key features / strengths of DyDo DRINCO

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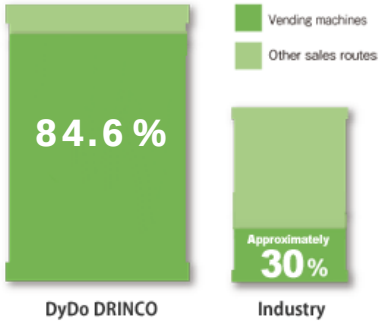
◆ Securing steady profit with coffee × vending machines

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%

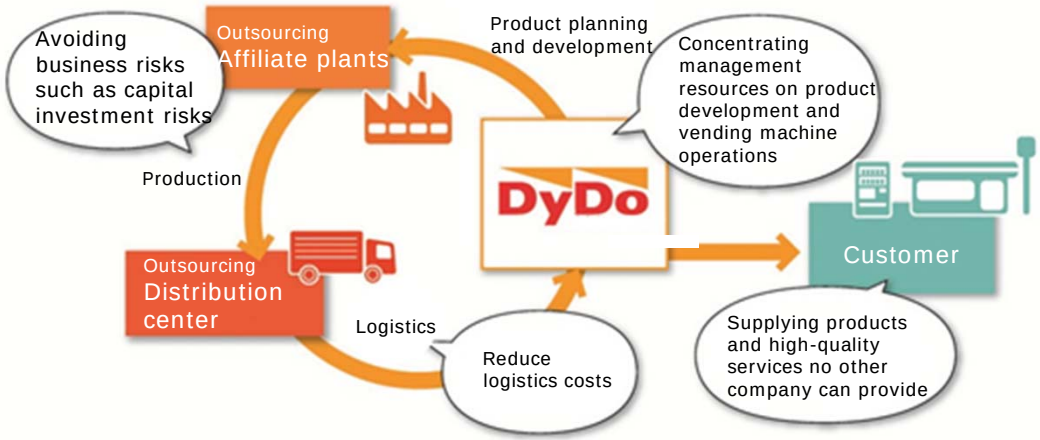
Vending Machine Sales account for 90% of Sales

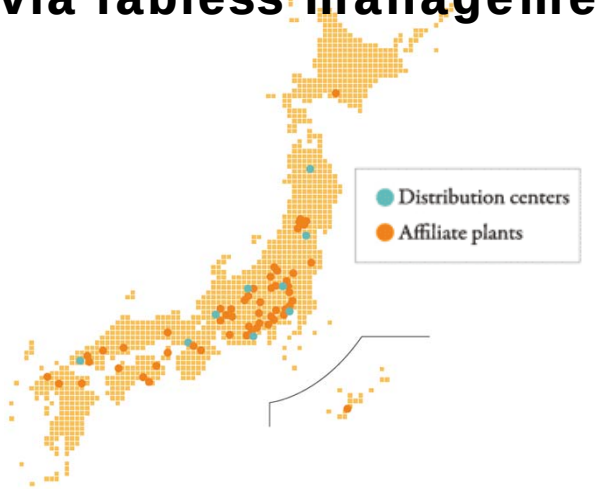


The Vending machine business market in Japan is 30%

* Our track record:
Percentage at 1st quarter, FY2015

◆ 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 dessert jelly market through our powerful recognition level and brand strength
- Building a firm position in the fruit dessert jelly market in the future, and orienting ourselves toward exploring higher added value products, new markets and sales channels













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(6) To new growth based on the stable financial foundation

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◆ Status of the consolidated balance sheet (as of Apr 20, 2015)

Financial assets	JPY66.1B	Liabilities with interest	JPY27.6B
		Trade payables	JPY16.8B
		Accounts payable	JPY11.4B
		Other liabilities	JPY6.9B
Trade receivables	JPY14.8B	Net assets	JPY83.8B
Inventory assets	JPY8.3B		
Other assets	JPY57.3B		

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Challenge

2. Mid-term Business Plan

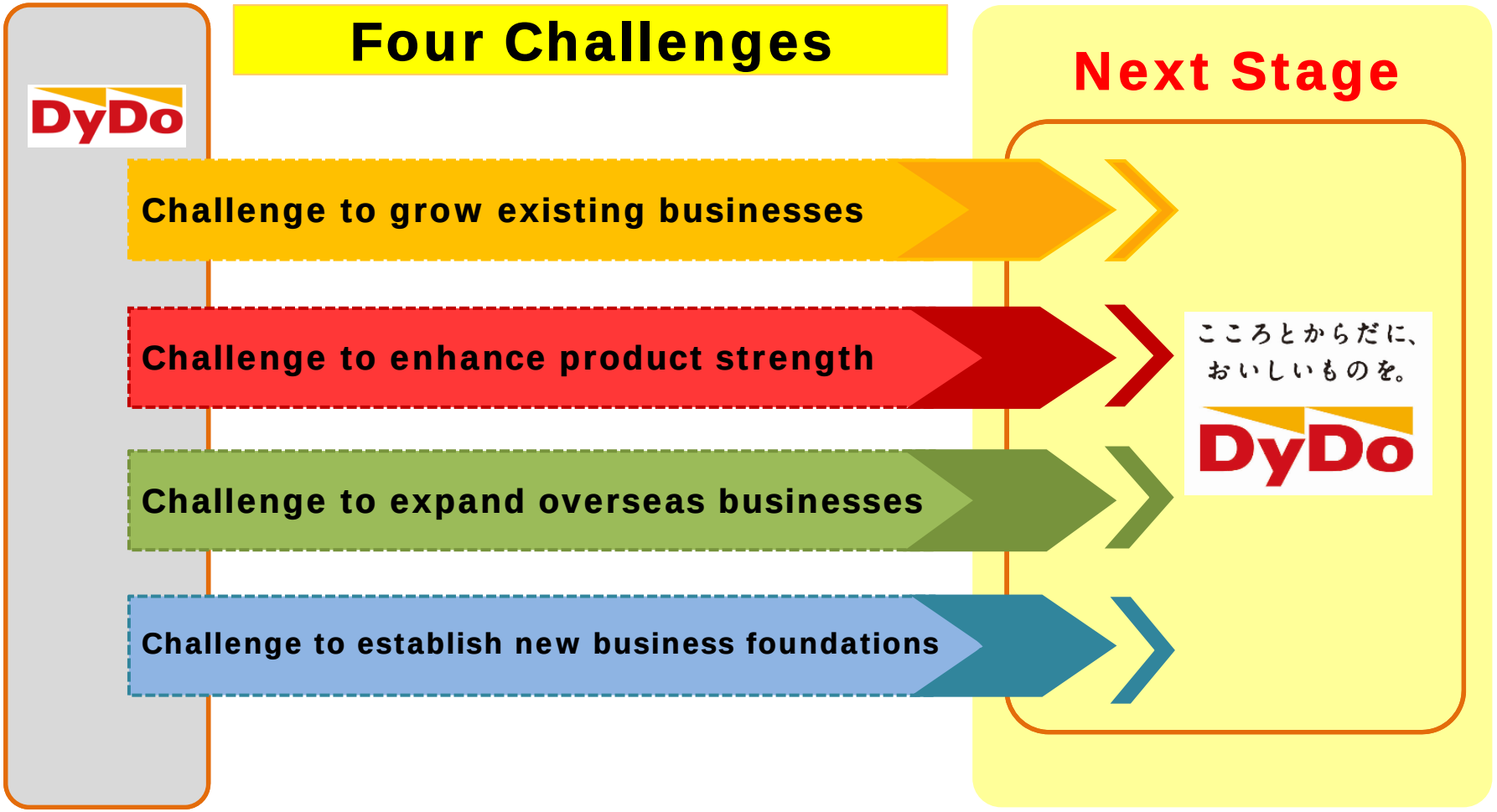
Next Stage

- Challenge the Next Stage -

(1) Four challenges in pursuit of growth

Next Stage

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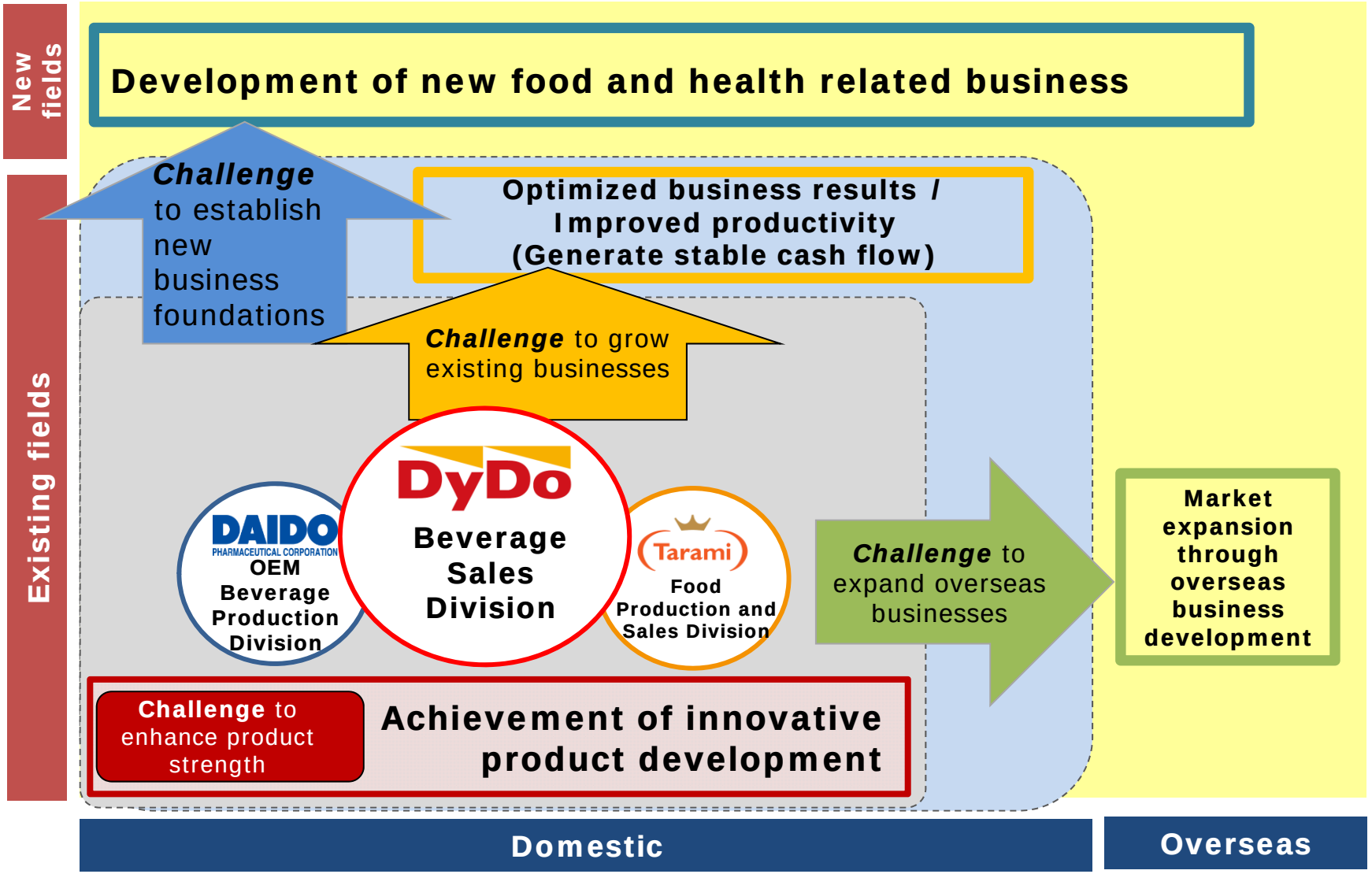


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(2) Directions of our growth strategy

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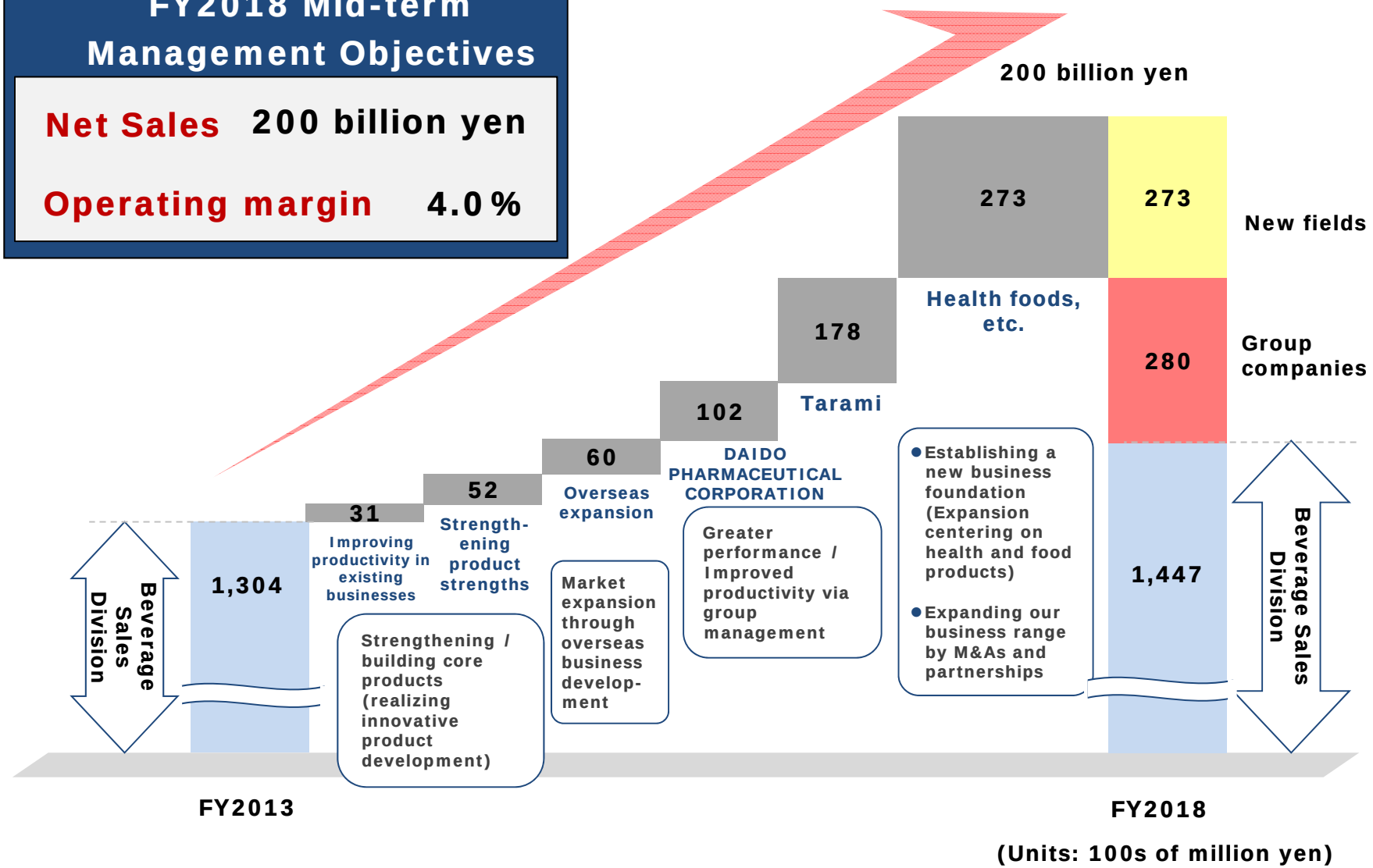
(3) FY2018 Mid-term Management Objectives

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FY2018 Mid-term Management Objectives

Net Sales	200 billion yen
Operating margin	4.0%



(Units: 100s of million yen)

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3. FY2015 First Quarter Financial Highlights / Full-year Earnings Forecast

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(1) Overview of consolidated financial information for 1st quarter FY2015

Next Stage

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- The first quarter suffered the impact of the rebound on boost in demand prior to the consumption tax hike.
- Rising costs of imported materials due to yen depreciation affected profit.
- Profits maintaining the initial plan despite the tough sales performance.

(Millions of yen)

	1st Quarter (Jan 21 - Apr 20)					Full year				
	FY2014 results		FY2015 results			FY2014 results		FY2015 forecast		
		Component ratio		Component ratio	Difference (%)		Component ratio		Component ratio	Difference (%)
Net sales	35,401	100.0%	33,331	100.0%	(5.8%)	149,526	100.0%	151,000	100.0%	1.0%
Operating income (loss)	518	1.5%	(596)	–	–	5,174	3.5%	4,500	3.0%	(13.0%)
Ordinary income (loss)	481	1.4%	(701)	–	–	4,470	3.0%	4,400	2.9%	(1.6%)
Quarterly net income (net loss)	4	0.0%	(734)	–	–	2,322	1.6%	2,700	1.8%	16.3%
EPS	0.28 yen		(44.35 yen)		–	140.16 yen		162.98 yen		16.3%
Dividend per share	–		–		–	60		60		–

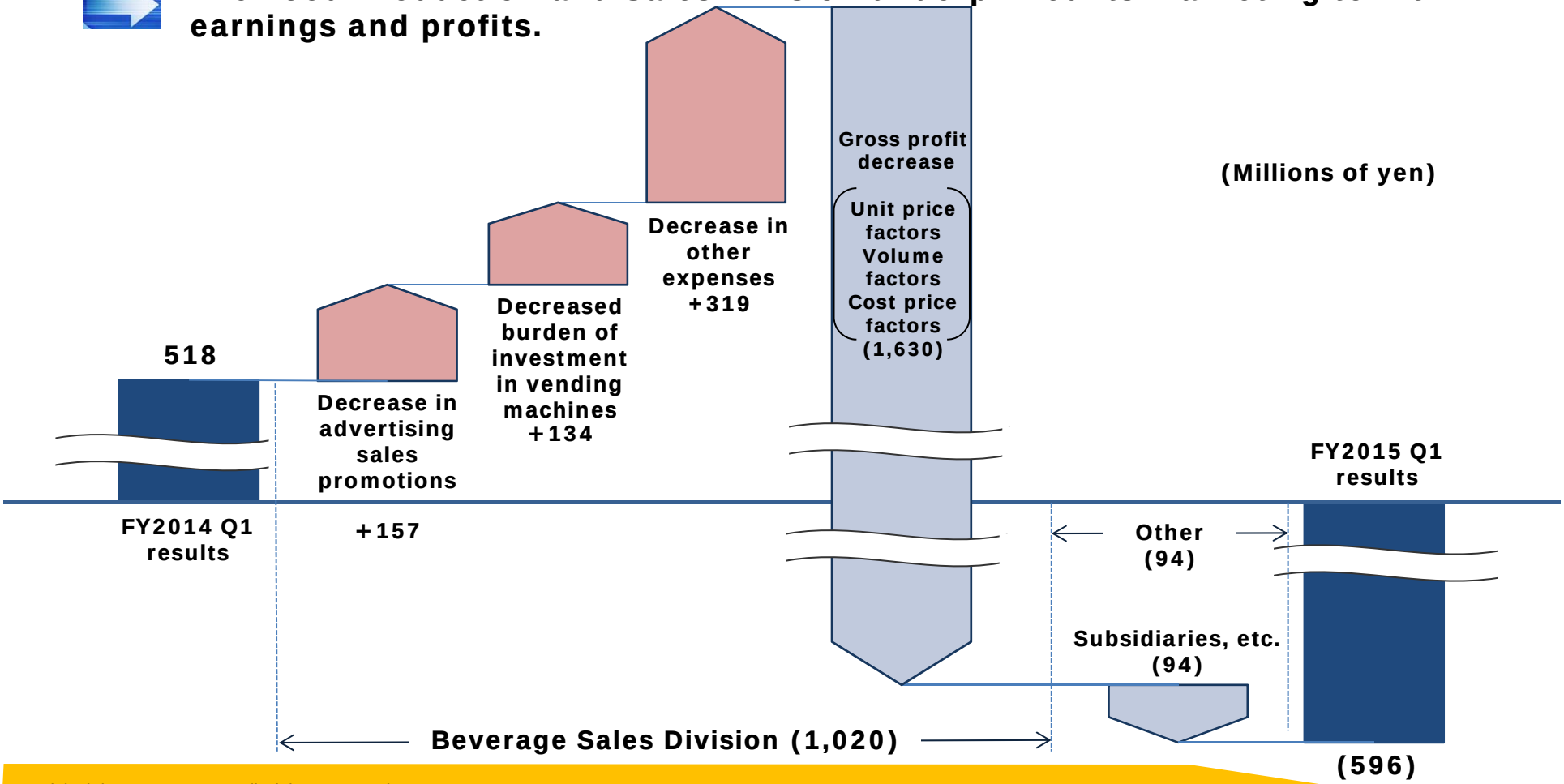
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(2) First Quarter of FY2015 Causes for increased / decreased operating income (loss)

Next Stage

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- Sales volume of the Beverages Sales Division fell 9.5%, sales unit prices improved
- The OEM Beverage Production Division suffered a rebound from the boost in demand prior to the consumption tax hike.
- The Food Production and Sales Division underpinned its marketing to lift earnings and profits.



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(3) Overview by segments

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Beverage Sales Division

*Figures prior to consolidated adjustment

(Millions of yen)

	1st Quarter (Jan 21 - Apr 20)				Full year			
	FY2014 results	FY2015 results			FY2014 results	FY2015 forecast		
			Difference (%)	Difference (amount)			Difference (%)	Difference (amount)
Net sales	30,083	27,863	(7.4%)	(2,219)	124,597	125,500	0.7%	902
Operating income (loss)	200	(819)	—	(1,020)	3,839	3,300	(14.0%)	(539)

OEM Beverage Production Division

	1st Quarter (Jan 21 - Apr 20)				Full year			
	FY2014 results	FY2015 results			FY2014 results	FY2015 forecast		
			Difference (%)	Difference (amount)			Difference (%)	Difference (amount)
Net sales	2,724	2,256	(17.2%)	(467)	10,220	10,100	(1.2%)	(120)
Operating income	398	254	(36.1%)	(143)	1,135	1,000	(12.0%)	(135)

Food Production and Sales Division

	1st Quarter (Jan 21 - Apr 20)				Full year			
	FY2014 results	FY2015 results			FY2014 results	FY2015 forecast		
			Difference (%)	Difference (amount)			Difference (%)	Difference (amount)
Net sales	2,756	3,369	22.2%	612	15,360	16,100	4.8%	739
Operating income	38	64	69.2%	26	614	620	0.9%	5

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(4) 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
FY2014	35,401	40,358	39,927	33,839	149,526
Ratio of full year (%)	23.7%	27.0%	26.7%	22.6%	100.0%
FY2015	33,331	–	–	–	–

DyDo

Beverage Sales Division

	1st quarter	2nd quarter	3rd quarter	4th quarter	Total
FY2014	30,083	32,602	32,726	29,185	124,597
Ratio of full year (%)	24.1%	26.2%	26.3%	23.4%	100.0%
FY2015	27,863	–	–	–	–

DAIDO PHARMACEUTICAL CORPORATION

OEM Beverage Production Division

	1st quarter	2nd quarter	3rd quarter	4th quarter	Total
FY2014	2,724	2,807	2,521	2,168	10,220
Ratio of full year (%)	26.6%	27.5%	24.7%	21.2%	100.0%
FY2015	2,256	–	–	–	–

Tarami

Food Production and Sales Division

	1st quarter	2nd quarter	3rd quarter	4th quarter	Total
FY2014	2,756	5,172	4,822	2,609	15,360
Ratio of full year (%)	17.9%	33.7%	31.4%	17.0%	100.0%
FY2015	3,369	–	–	–	–

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(4) Seasonal Fluctuations - Operating income (loss)

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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
FY2014	518	1,953	2,744	(41)	5,174
Ratio of full year (%)	10.0%	37.8%	53.0%	–	100.0%
FY2015	(596)	–	–	–	–

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Beverage Sales Division

	1st quarter	2nd quarter	3rd quarter	4th quarter	Total
FY2014	200	1,222	2,229	186	3,839
Ratio of full year (%)	5.2%	31.8%	58.1%	4.9%	100.0%
FY2015	(819)	–	–	–	–

DAIDO PHARMACEUTICAL CORPORATION

OEM Beverage Production Division

	1st quarter	2nd quarter	3rd quarter	4th quarter	Total
FY2014	398	312	252	172	1,135
Ratio of full year (%)	35.0%	27.6%	22.2%	15.2%	100.0%
FY2015	254	–	–	–	–

Tarami

Food Production and Sales Division

	1st quarter	2nd quarter	3rd quarter	4th quarter	Total
FY2014	38	518	339	(282)	614
Ratio of full year (%)	6.2%	84.4%	55.3%	–	100.0%
FY2015	64	–	–	–	–

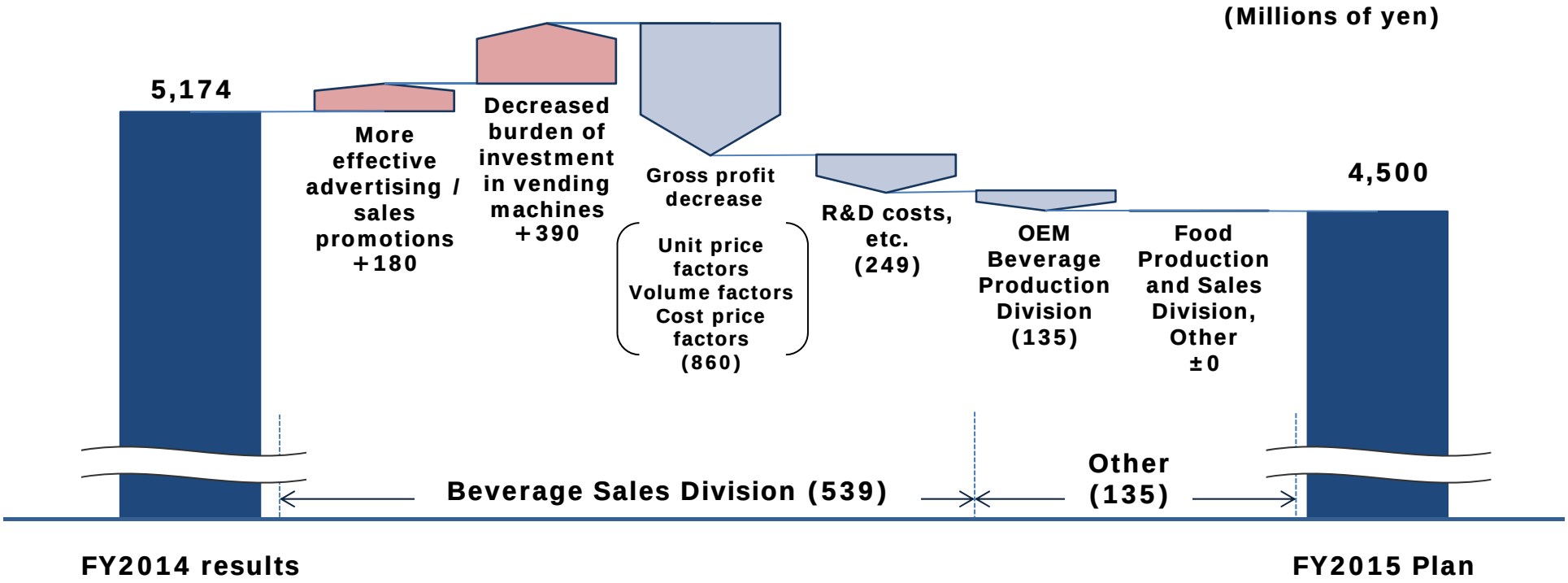
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For Reference: Causes for increased / decreased operating income in full year performance

Next Stage

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- The Beverage Sales Division has a gross loss of approx. JPY860M due to high costs (Assuming sales volume 0.5% down year-on-year)
- The OEM Beverage Production Division is affected by the high price of container materials
- The Food Production and Sales Division maintained operating income virtually the same as the previous year



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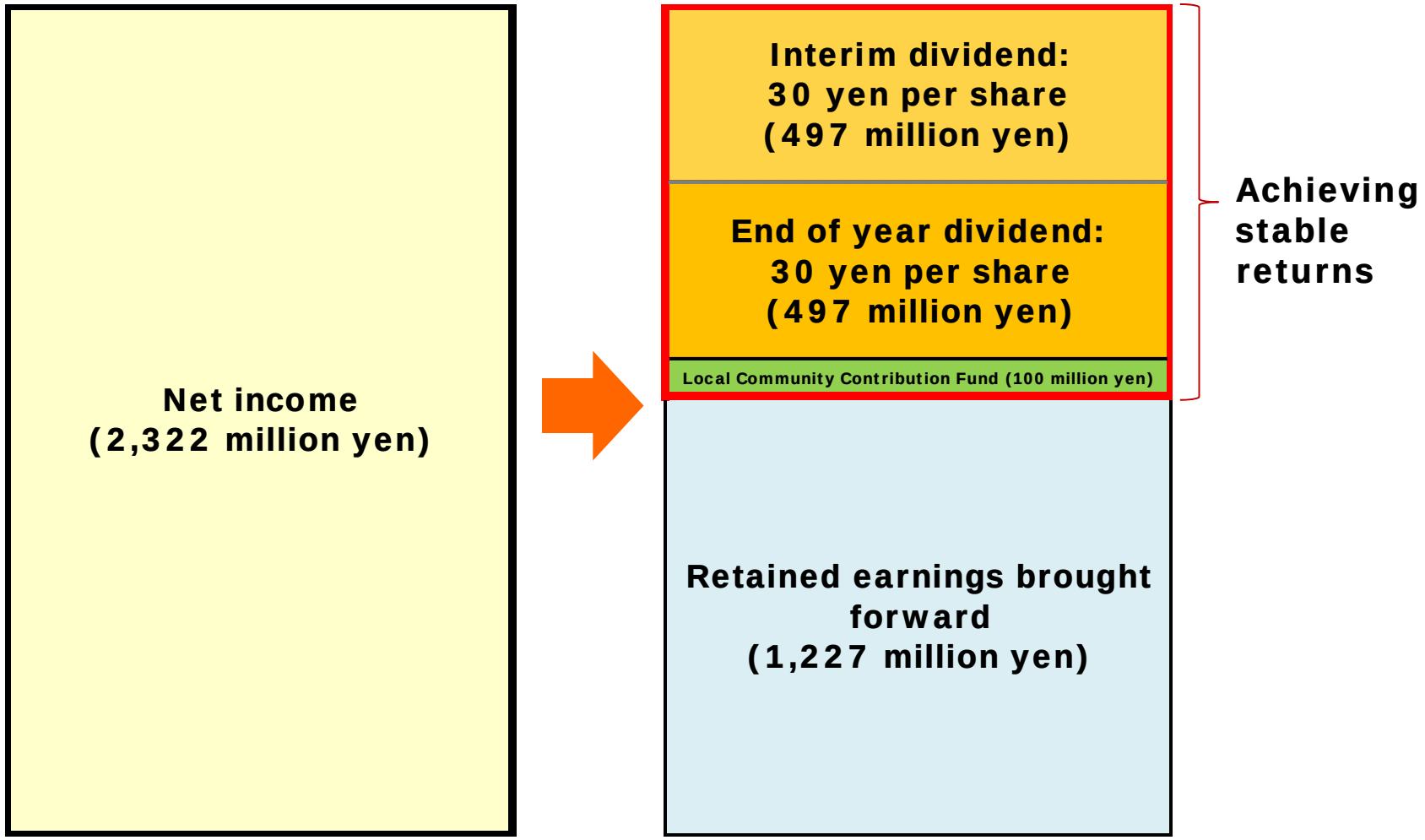
4. DyDo Group Topics

Challenge

Next Stage

Proposal 1

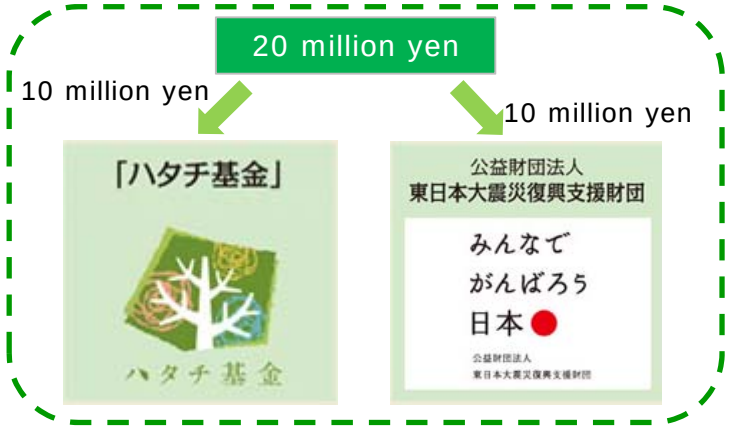
Appropriation of surplus



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Proposal 1 Appropriation of surplus
- 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**



- **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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Proposal 2 Appointment of 3 Corporate Auditors

Note: No collusion of interests between the persons and this company exists.

	Career History, Position in This Company (Important Concurrent Posts)
 **Corporate Auditor (New Appointment)** **Kazuyoshi Hasegawa**	Mar 1980 Joined DyDo DRINCO Mar 1996 Manager of Chiba Office Jan 2006 Head of General Affairs Department Mar 2010 Head of Wide-area Distribution Department Mar 2012 Head of Corporate Sales Daisan Department Jan 2015 Chief Manager of Corporate Sales Department (to the present day)
 **External Corporate Auditor (Reappointment)** **Taizo Yoshida**	Jan 1979 Registered as a certified tax accountant Feb 1979 Established Yoshida Certified Tax Accountant Office Apr 1999 Corporate Auditor for DyDo DRINCO (to the present day)
 **External Corporate Auditor (Reappointment)** **Hiroshi Matsumoto**	Feb 1984 Registered as a certified tax accountant Apr 1984 Established Matsumoto Certified Tax Accountant Office Apr 1992 Corporate Auditor for DyDo DRINCO Apr 2007 Retired as Corporate Auditor for DyDo DRINCO Apr 2007 Advisor for DyDo DRINCO Apr 2011 Retired as Advisor for DyDo DRINCO Apr 2011 Corporate Auditor for DyDo DRINCO (to the present day)

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Challenge to grow existing businesses

Next Stage

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◆ New dialect vending machines on the Chuo Expressway and the Nagano Expressway.

As part of a joint plan with Central Nippon Highway Advance Company, which is in charge of vending machines in 29 service areas and parking areas, 36 vending machines welcoming customers in local dialects have been installed.



	①金銭投入時	②商品選択ボタン押下時	③（②に続けて）
標準語	よく来てくれたね！ ありがとう！	ありがとう！ ここでゆっくりしていってね！	どこ行くの？気を付けて 行ってらっしゃい！
江戸弁	らっしゃい！ らっしゃい！ 来てくれてすまないねぇ～	ありがとやんした！ ゆっくりしてきなね～	どこ行くんだい？ 気ぃ付けて行っといで！
横浜弁	来てくれてさ～、 嬉しいじゃん！	ありがとう！ ここでゆっくりして行くべ	どこ行くの？気をつけて 行ってくんだべ！
甲州弁	てっ！わざわざよってくれ ただけ？わりーじゃんね！	わりぃね～ ちっと休んでけし！	どこ行くで？まぁ気を 付けて行ってこうし！
信州弁	よ～く来てくれたな～ 嬉しいよ～	ありがとな！これ飲んで ゆっくりしていってね！	どこまで行くんな？ そうかな、気を付けて 行くんだに！
美濃弁	よう、おんさったね～ おおきに！	おおきに！まあ、 ゆっくりしていきんさい！	どこぞに行きんさるの？ あんばよ～行きんさいよ！
尾張弁	よういりゃーしたなも！	おおきに！おみゃーさん ここでゆっくりしていきゃーせ	おみゃーさん、 どこいきゃーす？ きぃつけていきゃーせ！

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Challenge to grow existing businesses

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◆ FY2015 edition loyalty point card campaign (From April 1, 2015 to March 31, 2016)

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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Challenge to enhance product strength

Next Stage

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- From February 23, 2015 / From February 9, 2015

  For sophisticated women. New! Aromatic and Refreshing "Zeitaku Kocha"!

  "Zeitaku Kocha Jasmine Tea"

  "Zeitaku Kocha Peach & Rosehip Tea"



- From February 23, 2015

  New! Shake and enjoy carbonated jelly and nata de coco soda!

  “Two-texture-taste Sensation Soda Jelly Grape"

  “Two-texture-taste Sensation Soda Jelly Mango"



Note: videos can be seen on a dedicated website:
http://www.dydo.co.jp/2tsunoshokkan/





- From February 23, 2015

  With more than just 12% fruit. New! Premium Fruit Soda!

  "Mistio Sparkling Grapefruit"



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Challenge to enhance product strength

Next Stage

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- **From March 2, 2015**
  "Flavor, Minerals, Everything That's Good for You!"
  "miu" "miu Lemon & Orange"
  "miu Active Charge"



- **From March 2, 2015**
  This is the real thing! Premium coffee in a can!
  "DyDo Blend Frothy Premium"



- **From March 23, 2015**
  Two carefully blended low-sugar types!
  "DyDo Blend Low Sugar - Supervised by the World's Top Barista*"
  An intense, long-lasting flavor / A taste that truly hits the spot



- **From March 23, 2015 / From April 20, 2015**
  An even more intense flavor under the supervision of the world's top barista*
  "DyDo Blend Black - Supervised by the World's Top Barista*"
  - Double Espresso + Powerful Aroma



Note: Pete Licata, 2013 World Barista Champion

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Challenge to enhance product strength

Next Stage

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DyDo

- **From February 23, 2015**

  A first in the history of the "Wakagokochi" brand!
  Beginning of nationwide TV commercial broadcasts!

  A smooth and refreshing fruit juice made from yuzu from Kochi!

  "Wakagokochi Yuzu-Lemon"





- **From April 13, 2015**

  A fully refreshing fruit soda made using hyuganatsu (citrus fruit) from Miyazaki!

  "Wakagokochi Hyuganatsu Cider"



DyDo Tarami

- **From April 20, 2015**

  'Cool for a jelly, freeze for sherbet' - two tastes in one

  "Tarami's Puru-shari Mandarin Orange"



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Challenge to enhance product strength

Next Stage

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Tarami

- **From April 1, 2015**

  Double Fruit Dessert, to savor the novel fruit flavors "WITH HAPPINESS" Series



Orange Jelly & Blood Orange Sauce



Grapefruit Jelly & Yogurt Sauce



White Peach Jelly & Cherry Sauce

- **From April 1, 2015**

  Fresh diced fruit jelly 'you can eat with a spoon' "Kanomegumi" Series



White peach



Mandarin Orange



Grapefruit

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Challenge to expand overseas businesses
Entry into the Russian market

Next Stage

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◆ Promoting the installation of 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.



Subway



Bus terminal



Gas station



Train station



Cinema

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Challenge to expand overseas businesses
Entry into the Indonesian market

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Early April

Putting on sale three types of Tarami Fruit Market jellies in Indonesia

- Production using factories of our local partner as the first step in overseas market entry
- Aiming at sales of 100 million yen in the first fiscal year







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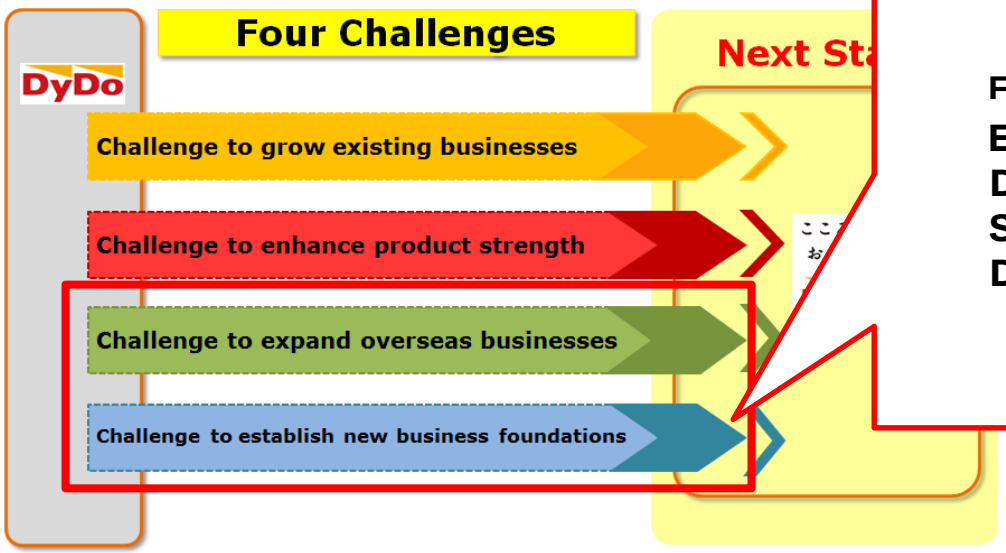
Challenge to establish new business foundations

Next Stage

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March 21: Establishment of new Business Development and Strategic Investment Department

Aiming to rapidly expand business strategies to achieve our vision and midterm management plan.



<u>Speeding up</u> specific moves to establish "the challenge to expand overseas businesses" and "the challenge to establish new business platforms" using strategic investments like M&As.

↓

From March 21, 2015

Establishment of new Business Development and Strategic Investment Department



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Towards achieving the group vision

Next Stage

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4 Circle
Challenge for Everyone

We are looking for ideas from all employees of the DyDo Group for "Challenge Plans" to achieve our vision and mid-term business plan, based on the concept of "Challenge," the main keyword in our business philosophy.

***4-O (4 Circles)**
Achieving (circling) our 4 visions (Together with Customers / Together with Society / Together with Future Generations / Together with People)

Together with Customers Section	Together with Society Section	Together with Future Generations Section	Together with People Section
Taking the challenge of seeking out new customers and ensuring satisfaction to customers with services and surprises to them.	Taking the challenge of contributing to the building of rich and vibrant society.	Taking the challenge of creating a new “DyDo Standards” beyond current framework and value.	Taking the challenge of realizing happiness for all the people involved with DyDo, inside or outside the company.

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Towards comprehensive public information disclosure

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Expanding disclosure of monthly sales information

Additional inclusion of Bussiness days

Chronological chart of performance over the year

Inclusion of management and IR topics

Inclusion of product and vending machine and CSR information

Inclusion of information session for investors and shareholders

各　位

平成27年5月25日

会　社　名ダイドードリンコ株式会社
代表者の役職氏名　代表取締役社長　高　松　富　也
（コード番号　:2590　東証第1部）
問い合わせ先 執行役員 コーポレートコミュニケーション本部長　長　谷　川　直　和
電　話　番　号06－6222－2621

平成28年1月期　5月度販売状況のお知らせ
（自：平成27年4月21日　至：平成27年5月20日）

下記の通り月次販売状況（単体／函数ベース前期比・速報値）をお知らせいたします。

記

	2月度	3月度	4月度	第1Q	5月度	6月度	7月度	第2Q
営業日								
営業日数	23	20	21	64	21			
前期比	＋1	±0	△1	±0	△1			
販売函数								
コーヒー飲料	100.1%	85.1%	87.7%	90.6%	108.8%			
茶系飲料	86.3%	77.1%	77.1%	80.1%	98.9%			
炭酸飲料	127.0%	102.2%	87.1%	98.3%	118.5%			
果汁飲料	66.8%	82.2%	93.1%	80.5%	113.6%			
ミネラルウォーター類	209.6%	117.0%	103.7%	126.5%	147.8%			
機能性飲料	106.1%	81.3%	75.6%	83.4%	118.0%			
ドリンク剤	86.8%	83.5%	72.2%	79.8%	101.3%			
その他飲料	117.4%	101.9%	71.9%	97.9%	85.6%			
飲料事業計	100.0%	86.7%	86.3%	90.5%	110.4%			

	8月度	9月度	10月度	第3Q	11月度	12月度	1月度	第4Q	累計
営業日									
営業日数									85
前期比									△1
販売函数									
コーヒー飲料									94.7%
茶系飲料									84.6%
炭酸飲料									105.3%
果汁飲料									89.8%
									134.0%
									94.8%
									85.5%
									94.7%
									95.5%

※　最新データにつきましては速報値となっております。
連報数値と確定数値に差異が生じた場合は、翌月の速報発表時に修正して記載いたします。

以　上

Topics：

◆ 経営・IR関連

「月度販売状況のお知らせ」資料の見直しに関するお知らせ

当社への理解を更に深めていただくことを目的に、以下の通り「月度販売状況のお知らせ」資料の見直しを行いました。
今後も、継続的に情報開示レベルの向上に努めてまいります。
・営業日（日数・前期比）の新規掲載
・販売函数（前期比）の時系列表記
・Topicsの掲載

「月度販売状況のお知らせ」資料は毎月25日に開示しております。（25日が休日の場合は翌営業日）
次回、「平成28年1月期　6月度販売状況のお知らせ」は6月25日（木）に開示予定です。

5月15日（金）	「内部統制システムの整備に関する基本方針」の一部改正に関するお知らせの開示
5月25日（月）	2015年度 第1四半期決算発表 ＊第2四半期決算は、8月28日（金）に開示予定です。

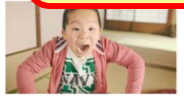
◆ 商品・自販機・CSR関連

5月度のピックアップ商品

商品画像				
商品名	ダイドーブレンド BLACK 世界一のバリスタ®監修	たらみ ふ…	…果ごこち …ダー…	葉の茶 玉露の旨み
容量／価格（税抜）	400g／140円	490ml／150円		600ml／139円
発売日	4月20日（月）			

炭酸ゼリーとナタデココを"振って楽しむ"炭酸飲料
「2つの食感ソーダゼリーグレープ」「2つの食感ソー…

2015年春の新商品として、「2つの食感ソーダゼリ…
発売しております。"シュワシュワの炭酸ゼリー"と…
同時に楽しめる炭酸飲料です。また、特設サイト…
プロモーション動画を4月27日（月）から公開して…


自販機関連

4月25日（土）	中央自動車道、長野自動車道のサービスエリア・パーキングエリアに方言おしゃべり自販機を導入 中央自動車道、長野自動車道の計29ヶ所のSA・PAにおいて、当社の自販機36台へ、各地域の方言で"おもてなし"する「おしゃべり機能」を4月25日（土）から導入しております。 ▼導入した方言一覧 ・江戸弁　・信州弁 ・横浜弁　・美濃弁 ・甲州弁　・尾張弁



CSR関連

5月14日（木）	「踊育（だんいく）～東北ダンスプロジェクト～」 ～2015年度第1回目レッスン＆岩手県知事表敬訪問実施～ 本プロジェクトは、「子どもたちがダンスを通じて明るく元気になってほしい」との想いから、東北復興支援の一環として、2012年度より実施しております。5月14日（木）に、今年度第1回目となるレッスンを開催するとともに、社長の高松が岩手県知事を表敬訪問しました。



※ ワールドバリスタチャンピオンシップ 2013年チャンピオン ビー…

◆ 説明会開催情報

4月22日（水）	株式アドバイスセンター向け会社説…
6月16日（火）予定	個人投資家向け会社説明会の開催

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Holding information sessions for individual investors

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Regularly holding information sessions for individual investors



Date:	Location
Friday March 20	Tokyo (SMBC Nikko Securities)
Wednesday April 22	Tokyo (for SMBC Nikko Securities Advice Center)
Wednesday June 17 (projection)	Sapporo (Nomura Securities)
Thursday July 16 (projection)	Nagoya (Nomura Securities)
Thursday September 10 (projection)	Tokyo (Sumitomo Mitsui Trust Bank and SBI Securities)
Tuesday September 29 (projection)	Sendai (Nomura Securities)
Wednesday October 21 (projection)	Osaka (Mizuho Securities)

Note: The schedule is subject to change.
We will update the IR site on our website after deciding on details for future sessions.

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40th Anniversary

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Challenge

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