September 26, 2016
DyDo DRINCO,INC.

Notice of Sales Situation as of September FY2016
(From August 21, 2016 To September 20, 2016)

The following is monthly sales situation (Non-consolidated/preliminary figures based on logistics package, compared to previous yaer).

	Feb.	Mar.	Apr.	Q1	May	Jun.	Jul.	Q2
Bussiness days								
Number of bussiness days	22	20	23	65	19	21	22	62
Year-to-year change	−1	±0	＋2	＋1	−2	−1	＋1	−2
Volume of Sales (Percentage change from previous year)								
Coffee beverages	97.4%	107.9%	117.6%	107.9%	102.1%	98.5%	108.4%	102.9%
Tea-flavored beverages	94.8%	93.8%	111.5%	100.2%	103.3%	106.2%	124.7%	111.1%
Carbonated beverages	100.2%	103.7%	103.4%	102.8%	84.1%	106.7%	124.9%	103.7%
Mineral water types	100.1%	114.6%	117.0%	111.4%	91.2%	91.8%	116.6%	99.5%
Fruit beverages	102.2%	94.8%	99.9%	99.0%	73.2%	81.8%	108.7%	86.5%
Sports drinks	102.7%	106.0%	116.3%	109.6%	92.8%	102.5%	135.9%	111.4%
Drinkable preparations	91.1%	96.2%	105.8%	98.3%	91.8%	90.6%	99.5%	94.0%
Other beverages	90.6%	105.0%	123.4%	102.7%	95.9%	94.0%	104.0%	97.7%
Total beverages	97.1%	105.0%	114.1%	105.8%	96.1%	98.8%	113.8%	102.6%

	Aug.	Sep.	Oct.	Q3	Nov.	Dec.	Jan.	Q4	Cumulative performance for this term
Bussiness days									
Number of bussiness days	21	22							170
Year-to-year change	±0	＋1							±0
Volume of Sales (Percentage change from previous year)									
Coffee beverages	109.3%	93.6%							104.2%
Tea-flavored beverages	101.1%	118.6%							106.7%
Carbonated beverages	93.6%	131.3%							103.9%
Mineral water types	83.3%	135.6%							102.4%
Fruit beverages	90.4%	148.9%							96.3%
Sports drinks	78.1%	175.9%							106.1%
Drinkable preparations	92.9%	99.6%							95.8%
Other beverages	89.3%	102.0%							99.4%
Total beverages	99.1%	107.2%							103.7%

Preliminary figures based on the latest data.
Where there is discrepancy between the preliminary and actual figures, corrections will be reflected the following month's report.

Topics:

◆ Management & IR

August 29 (Mon)	FY2016 Q2 financial results announcement
September 2 (Fri)	Submission of quarterly report for Q2 of 42nd term (FY2016) (Japanese Only)
September 21 (Wed)	Start of payment of the interim dividend for the company's 42nd term

◆ Products, Vending Machines, Overseas Business and CSR

Products

Product image				
Product name	Milk Shake Caramel Flavor	Cacao Rich Hot Chocolate	"Waka-Gokochi" Yuzu-Lemon Hot	"Kin no Oshiruko" Sweet bean soup
Quantity/price (excluding tax)	250 g/115 yen	250 g/115 yen	280 ml/120 yen	190 g/115 yen
Launch date	Aug 29 (Mon)	Sep 5 (Mon)	Sep 12 (Mon)	Sep 26 (Mon)

DyDo launches "Ha-no-Cha" Uji Powderd Green Tea Latte
Combining the richness of powdered green tea with a mild, milky flavor

We launched "Ha-no-Cha" Uji Powederd Green Tea Latte on Monday, August 29, under our "Ha-no-Cha" brand of authentic green-tea beverages featuring a rich aroma and savory flavor thanks to its nigori-style formulation.

Thanks to the product's use of 100% carefully selected powdered green tea from Uji, a city known for its premium tea, consumers can enjoy the refined aroma and savory flavor of powdered green tea with just a hint of bitterness.



▲ "Ha-no-Cha" Uji Powederd Green Tea Latte (left) and "Ha-no-Cha Hojun Issen" Hot Green Tea (right), which was launched at the same time

First ever! DyDo offers desktop items featuring characters from four masterworks by Fujiko FujioⒶ

We launched a promotional bottle-cap campaign featuring a total of five desktop items depicting popular characters that appear in four masterworks by Fujiko FujioⒶ. The promotional items, which mark the 65th anniversary of the manga author's debut, are included with "DyDo Blend Demitasse Premium" low-sugar coffee and "DyDo Blend Demitasse Premium" and will be available in limited quantities primarily at convenience stores starting on Tuesday, September 27.

The goal of the promotion is for consumers to experience the appeal of the "Dydo Blend Demitasse" series of products, which was introduced 24 years ago, and to help ensure the product's lasting popularity.



▲ Example desktop item

▲ Retail display

ⒸFujikoⒶ,SHIN-EI,SHOGAKUKAN

Products

DyDo develops collaborative "DyDo Blend" bread products with First Baking Co., Ltd

Starting September 1, three collaborative "DyDo Blend" bread products that we developed in conjunction with First Baking Co., Ltd., will be available at convenience stores, big-box retailers, and other stores in the Kanto, Chubu, Kinki, and Shikoku regions.

The initiative began in September 2014, when our two companies developed "DyDo Coffee Melon Bread." This year, we've expanded the collaboration by adding "DyDo Coffee Danish" and "DyDo Coffee Pancakes".

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▲DyDo Coffee Melon Bread



▲DyDo Blend Coffee Danish



▲DyDo Coffee Pancakes

＊ The next "Notice of Sales Situation as of October FY2016" is scheduled to be released on October 25 (Mon), 2016.