October 25, 2016
DyDo DRINCO,INC.

Notice of Sales Situation as of October FY2016
(From September 21, 2016 To October 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	22	65					192
	Year-to-year change	±0	＋1	±0	+1					±0
Volume of Sales (Percentage change from previous year)										
	Coffee beverages	109.3%	93.6%	106.9%	103.0%					104.5%
	Tea-flavored beverages	101.1%	118.6%	95.3%	104.4%					105.5%
	Carbonated beverages	93.6%	131.3%	99.3%	103.9%					103.5%
	Mineral water types	83.3%	135.6%	104.4%	101.1%					102.6%
	Fruit beverages	90.4%	148.9%	119.4%	112.5%					98.3%
	Sports drinks	78.1%	175.9%	119.6%	102.6%					107.1%
	Drinkable preparations	92.9%	99.6%	96.7%	96.2%					95.9%
	Other beverages	89.3%	102.0%	89.8%	93.7%					97.8%
	Total beverages	99.1%	107.2%	104.3%	103.2%					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

Oct 17 (Mon)	Notice of conversion of a consolidated subsidiary into a wholly owned subsidiary through acquisition of additional shares and increase in capital in company in preparation for spinoff

◆ Products, Vending Machines, Overseas Business and CSR

Products

Product image				
Product name	Tomato Potage	“miu” + Vitamin	“mistio” Apple Sparkling	“Gyugyu to Shibotta Mikan” Squeezed Tangerine Drink
Quantity/price (excluding tax)	185 g/115 yen	500 ml/130 yen	280 ml/115 yen	275 g/115 yen
Launch date	Sep 26 (Mon)	Oct 3 (Mon)	Oct 3 (Mon)	Oct 3 (Mon)

“Pokémon Apple & Peach”
A fruit drink featuring world-famous anime Pokémon character

We launched “Pokémon Apple & Peach” with three package designs on Monday, October 3.
The drink, which is made with fruit juice produced in Japan, combines the gentle sweetness of apples with the flowery fragrance of peaches. In addition, it’s free of artificial colorings and artificial sweeteners, so it can be given to children with peace of mind.



“Pokémon Apple & Peach”
280 ml/115yen (excluding tax)

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Vending Machines

DyDo installs vending machine that calls for traffic safety—literally—in Okayama Prefecture

On Wednesday, September 28, we installed a vending machine that calls on drivers to drive safely with a series of audio messages at Okayama Truck Terminal and held a ceremony to install the new machine in collaboration with the Okayama Prefectural Police and two traffic safety groups. The event was timed to coincide with the nationwide autumn traffic safety initiative in Japan, which lasted from September 21 to 30.

The vending machine has been decorated to evoke a traffic safety armband, and it talks a variety of phrases promoting traffic safety, telling drivers to “Eliminate traffic accidents” and “Think about the smiles of your family members and drive safely!”

Going forward, we look forward to continuing to contribute to safety in local communities through efforts to raise driver awareness of the need to drive safely by installing more of these machines and adding to the library of recorded phrases.



▲A vending machine that talks phrases calling for traffic safety

RKK Kumamoto Broadcasting and DyDo team up on “Ganbakken! Happy with Kumamoto Project”

In an effort to put smiles on the faces of residents of Kumamoto Prefecture, which was struck by a major earthquake in 2016, we teamed up with RKK Kumamoto Broadcasting to launch the “Ganbakken! Happy Kumamoto Project,” which uses the local Kumamoto variation (“Ganbakken”) encouraging residents to pull together to overcome adversity, on Wednesday, October 12.

Vending machines being installed as part of the collaboration play a series of 44 messages of support recorded in the local Kumamoto dialect by Kumamoto-based media personality Koichi Otaguro, for example telling customers, “Tomorrow will be a great day,” or “You can do it, Kumamoto!” The project’s first machine features pictures of scenes of Kumamoto drawn by entertainers and TV personalities featured in programs aired by RKK Kumamoto Broadcasting.

Going forward, DyDo will continue to work to revitalize local communities through its business and community activities.



▲The first vending machine installed as part of the “Ganbakken! Happy Kumamoto Project”

* The next “Notice of Sales Situation as of November FY2016” is scheduled to be released on November 25 (Fri), 2016.