November 25, 2016
DyDo DRINCO,INC.

Notice of Sales Situation as of November FY2016
(From October 21, 2016 To November 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	21				213
Year-to-year change	±0	＋1	±0	+1	−2				−2
Volume of Sales (Percentage change from previous year)									
Coffee beverages	109.3%	93.6%	106.9%	103.0%	98.1%				103.8%
Tea-flavored beverages	101.1%	118.6%	95.3%	104.4%	128.3%				107.8%
Carbonated beverages	93.6%	131.3%	99.3%	103.9%	72.1%				101.4%
Mineral water types	83.3%	135.6%	104.4%	101.1%	84.3%				101.1%
Fruit beverages	90.4%	148.9%	119.4%	112.5%	103.1%				98.7%
Sports drinks	78.1%	175.9%	119.6%	102.6%	87.3%				106.1%
Drinkable preparations	92.9%	99.6%	96.7%	96.2%	84.8%				94.8%
Other beverages	89.3%	102.0%	89.8%	93.7%	88.5%				96.1%
Total beverages	99.1%	107.2%	104.3%	103.2%	98.5%				103.2%

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

Nov 28 (Mon) (scheduled)	FY2016 3rd quarter financial results announcement

◆ Products, Vending Machines, Overseas Business and CSR

Products

DyDo and FANCL launch "Calolimit" Blended Tea, the company's first food with a functional claim!

On Monday, November 7, DyDo launched "Calolimit" Blended Tea, a product it developed jointly with FANCL Health Science Corporation.

The new beverage, DyDo's first food with a functional claim, contains indigestible dextrin as a functional ingredient, allowing it to limit the body's uptake of sugar and fat from ingested food. It also contains a balanced blend of five carefully selected tea ingredients—pearl barley, green tea, roasted green tea, oolong tea, and corn—to provide a healthy, delicious flavor that goes with a variety of meals.

On Tuesday, November 1, we held a joint launch event for the new product with FANCL Health Science to explain its characteristics and the process by which it was developed to members of the media.

Going forward, we will continue to offer high-quality products to deliver "distinctive DyDo" taste and wellness to customers in accordance with our group slogan of "Offering delicious products for the sound mind and body."



"Calolimit" Blended Tea

Vending Machines

Purchase beverages from vending machines and enjoy Dragon Quest X and Final Fantasy XIV!

DyDo launches conversion service for Square Enix Crysta gift codes!

On Tuesday, November 29, we will launch a conversion service for Square Enix Crysta gift codes, as an enhancement to our Smile STAND service, which links customers and vending machines via their smartphones.

The service will enable customers to convert points earned by purchasing DyDo products into Square Enix Crysta gift codes, which can be used in popular online games such as Dragon Quest X and Final Fantasy XIV.

We look forward to making our vending machines an even more integral part of our customers' lives by expanding the app's content and enhancing available services in the future.

*Dragon Quest and Final Fantasy are trademarks or registered trademarks of the Square Enix Group in Japan and other countries


▲A vending machine with Smile STAND (left) and the screen in the app for converting points to Square Enix Crysta gift codes (right)

CSR

DyDo helps maintain a forest in Asahi-mura, Higashichikuma-gun, Nagano Prefecture

Day includes a class on making crafts from thinned lumber and a vending machine experience workshop for local residents

On Friday, November 4, DyDo employees helped maintain a forest in the village of Asahi in Nagano Prefecture's Higashichikuma district by carrying out improvement cutting and other upkeep tasks as part of an "adopt-a-forest" program. Reflecting our belief that making connections with local residents is an essential part of passing down a rich natural environment to the next generation, we also invited nearby residents to a class on making crafts from thinned lumber and a vending machine experience workshop.


▲Group photograph of employees who participated in

*The next "Notice of Sales Situation as of December FY2016" is scheduled to be released on December 26 (Mon), 2016.