January 25, 2018

Company: DyDo Group Holdings, Inc.
Representative: Tomiya Takamatsu, President
(Code 2590 on the First Section of the Tokyo Stock Exchange)
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General Manager of Corporate Communication Department

Monthly Sales Report, January FY2017
(From December 21, 2017 to January 20, 2018)

The following is monthly sales of Domestic Beverage Business (preliminary figures based on logistics package, compared to previous year).

	Feb.	Mar.	Apr.	Q1	May	Jun.	Jul.	Q2
Bussiness days								
Number of bussiness days	21	20	23	64	21	22	22	65
Year-to-year change	−1	±0	±0	−1	+2	+1	±0	+3
Volume of Sales (Percentage change from previous year)								
Coffee beverages	103.5%	107.7%	98.2%	102.8%	101.0%	104.3%	96.4%	100.5%
Tea-flavored beverages	112.7%	113.8%	101.0%	108.5%	102.4%	102.5%	107.7%	104.3%
Carbonated beverages	89.7%	91.1%	93.1%	91.8%	92.5%	90.3%	100.6%	94.5%
Mineral water types	94.8%	114.2%	109.0%	106.8%	109.5%	116.8%	121.2%	116.3%
Fruit beverages	86.8%	106.0%	104.2%	99.5%	108.6%	109.2%	111.7%	109.9%
Sports drinks	91.7%	82.1%	86.2%	86.1%	91.9%	95.9%	101.9%	97.5%
Drinkable preparations	93.0%	94.9%	94.5%	94.2%	92.5%	99.2%	96.3%	96.1%
Other beverages	74.3%	79.3%	72.1%	75.0%	78.6%	84.6%	81.8%	81.7%
Total beverages	100.5%	105.5%	97.8%	100.9%	100.1%	102.2%	101.2%	101.2%

	Aug.	Sep.	Oct.	Q3	Nov.	Dec.	Jan.	Q4	Cumulative performance for this term
Bussiness days									
Number of bussiness days	19	23	22	64	21	22	19	62	255
Year-to-year change	−2	+1	±0	−1	±0	±0	−2	−2	−1
Volume of Sales (Percentage change from previous year)									
Coffee beverages	88.8%	111.5%	99.6%	99.8%	94.6%	98.9%	94.0%	95.9%	99.7%
Tea-flavored beverages	91.9%	110.3%	112.0%	103.6%	82.2%	97.0%	91.4%	90.1%	101.0%
Carbonated beverages	83.3%	93.1%	91.0%	87.9%	75.5%	82.7%	72.6%	76.8%	90.0%
Mineral water types	99.4%	102.2%	100.3%	100.5%	90.7%	93.4%	90.0%	91.4%	105.3%
Fruit beverages	96.3%	118.4%	110.4%	107.5%	96.5%	107.2%	97.7%	100.4%	105.0%
Sports drinks	85.4%	82.7%	77.1%	83.1%	65.6%	72.7%	73.6%	70.4%	87.2%
Drinkable preparations	87.6%	98.4%	94.7%	93.3%	88.1%	86.3%	86.5%	87.0%	93.0%
Other beverages	70.7%	89.3%	91.3%	85.7%	88.8%	105.1%	86.7%	93.9%	85.5%
Total beverages	89.3%	107.1%	100.2%	98.4%	90.8%	98.2%	91.9%	93.6%	98.6%

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

Topics:

◆ Products, Vending Machines, International Business and CSR

Products

DyDo DRINCO updates its "Extra Rich Tea" series
New products use Gingo premium tea leaves for a flowery aroma and flavor that have been recognized by a premium tea evaluator*

DyDo DRINCO is updating its "Extra Rich Tea" series, which was launched five years ago, to bring hard-working women refreshment and healing through the flowery fragrance of premium tea leaves.

In contemporary Japan, we believe efforts by employers to reform how people work are leading females who experience job-related and other forms of stress to seek refreshment and healing by enjoying beverages like tea. As a result, we will launch "Extra Rich Tea" Jasmine Tea, which invites consumers to enjoy a flowery fragrance and rich flavor, and "Extra Rich Tea" Peach Tea with Jasmine, which features a flowery fragrance and flavor that combine juicy white peaches and premium jasmine tea leaves. Both new products will be available for purchase on February 5.

Going forward, we will continue to bring customers flavor and health as only DyDo can along with the surprise of high quality in accordance with our group slogan of "Offering delicious products for the sound mind and body."

*Premium tea evaluator Jeni, a professional judge of Chinese tea leaf type and quality



▲ "Extra Rich Tea" series
Left: Jasmine Tea
Right: Peach Tea with Jasmine

Vending Machines

DyDo DRINCO to enhance its line of vending machine products during FY2018
Company to sell two flagship Asahi Soft Drinks products in its vending machines

As part of a series of initiatives to enhance the line of products for sale in its vending machines, DyDo DRINCO will begin selling two flagship Asahi brands—Mitsuya Cider and Calpis Water, both in 430 mL plastic bottles—in its vending machines starting in late March 2018.

We have undertaken a series of initiatives to date to boost the appeal of vending machines, which we consider to be shops located in close proximity to customers, including by strengthening the appeal of DyDo brands like "DyDo Blend" and "miu," operating collaborative vending machines that sell snack foods in addition to drinks, and developing our Smile STAND service, which connects customers and vending machines via smartphones.

Going forward, we will continue to work to boost sales from our vending machines through a variety of initiatives to increase the value they provide customers.



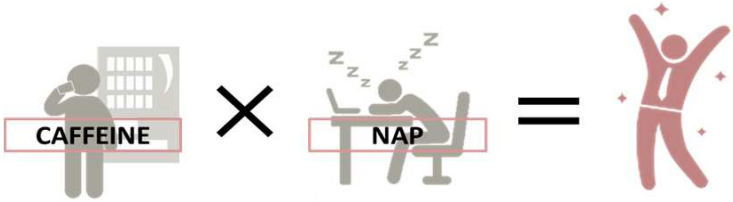
CSR

DyDo DRINCO is working to boost employee productivity by combining coffee and naps
Company launches "caffeine nap" initiative

Attention in recent years has focused on workstyle reforms and productivity improvements as ways to address the future labor shortages that are likely to be caused by Japan's falling birthrate and aging population. DyDo DRINCO, whose flagship product is canned coffee, is recommending that employees take a "caffeine nap" by drinking canned coffee during their lunch break and then napping for 15 minutes as one way to boost productivity.

The stimulating effects of the caffeine found in coffee are widely considered to appear 20 to 30 minutes after drinking the beverage and then last for six or more hours. In addition, naps lasting 15 to 20 minutes are believed to be an effective way to gain refreshment. Employees who have tried caffeine naps have indicated that they are able to start the afternoon feeling refreshed and that they feel their productivity has increased as a result.

Going forward, we will continue to pursue a variety of initiatives to reform the way our employees work while boosting their productivity.





▲ Employees at DyDo DRINCO's Head Office enjoying a caffeine nap

*The next "Monthly Sales Report, February FY2018" is scheduled to be released on February 26, 2018