July 25, 2018

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(Code 2590 on the First Section of the Tokyo Stock Exchange)
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General Manager of Corporate Communication Department

Monthly Sales Report, July FY2018

(From June 21, 2018 to July 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	H1
Bussiness days									
Number of bussiness days	22	20	23	65	20	23	22	65	130
Year-to-year change	+1	±0	±0	+1	△1	+1	±0	±0	+1
Volume of Sales (Percentage change from previous year)									
Coffee beverages	101.2%	92.1%	96.2%	96.4%	89.6%	95.8%	93.3%	92.9%	94.7%
Tea-flavored beverages	107.4%	105.2%	109.4%	107.4%	93.8%	100.1%	100.8%	98.4%	102.4%
Carbonated beverages	65.4%	103.9%	105.3%	96.4%	83.2%	83.4%	83.3%	83.3%	87.9%
Mineral water types	111.8%	111.3%	122.0%	116.2%	96.6%	106.0%	105.3%	103.1%	107.6%
Fruit beverages	88.6%	80.5%	82.0%	83.3%	64.9%	78.6%	76.3%	73.5%	77.5%
Sports drinks	83.0%	90.2%	104.2%	94.8%	75.3%	85.1%	97.7%	88.5%	90.2%
Drinkable preparations	98.8%	100.6%	101.5%	100.4%	88.6%	98.2%	93.4%	93.6%	96.4%
Other beverages	78.1%	105.0%	182.7%	116.2%	153.9%	169.9%	187.1%	170.1%	141.7%
Total	98.5%	95.5%	101.9%	98.9%	89.8%	96.2%	95.4%	93.9%	96.2%

	Aug.	Sep.	Oct.	Q3	Nov.	Dec.	Jan.	Q4	H2	Cumulative performance for this term
Bussiness days										
Number of bussiness days	20	23	21	64	22	22	17	61	125	255
Year-to-year change	+1	±0	△1	±0	+1	±0	△2	△1	△1	±0
Volume of Sales (Percentage change from previous year)										
Coffee beverages										94.7%
Tea-flavored beverages										102.4%
Carbonated beverages										87.9%
Mineral water types										107.6%
Fruit beverages										77.5%
Sports drinks										90.2%
Drinkable preparations										96.4%
Other beverages										141.7%
Total										96.2%

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

Vending Machines

Reference information: Introducing DyDo's first vending machine featuring audio announcements from a bus!
DyDo installs original-design vending machine in Kanagawa Prefecture in joint promotion with Keihin Kyuko Bus

On June 26, DyDo DRINCO installed an original-design vending machine that plays audio announcements taken from Keihin Kyuko buses at a bus information center in Yokosuka, Kanagawa Prefecture, as part of a joint promotion with Keihin Kyuko Bus Co., Ltd.

The vending machine "talks" by playing various sounds that are familiar to people who use Keihin Kyuko buses, for example by playing one of several passenger announcements when a customer inserts money into the machine and by playing the chime typically triggered by the "stop here" button when a customer makes a drink selection. The design of the vending machine itself evokes the exterior of a Keihin Kyuko bus by incorporating a number of design features typically associated with the company's vehicles.

The promotion is designed to make Keihin Kyuko buses more familiar to customers who use the vending machine and to provide enjoyment that complements the pleasure of purchasing drinks.



▲ The new vending machine

CSR

DyDo donates 3,500 paper craft vending machine kits to children to highlight individuality and promote social skills

For DyDo DRINCO, whose vending machine channel generates more than 80% of its Domestic Beverage Business sales, vending machines are a critical asset.

Reflecting our desire to contribute to society through these vending machines, we began donating paper craft vending machine kits to children nationwide in 2015. The popular program has prompted observers to note that the kits offer children an opportunity to become engrossed in a creative activity and that they can be used to help kids learn about shopping, and numerous social media users have posted pictures of completed kits.

During 2018, the program's fourth year, we began donating the kits to children in Osaka Prefecture, where our Head Office is located, through the Osaka Prefecture Bureau of Education and other partners. We plan to donate a total of 3,500 of the kits, including by providing them to partner organizations such as the Bureau and by inviting people to request them over social media.





▲ Kids can open the front door and load products into the vending machine.



▲ They can also insert money and pretend they're buying a product.

◆ Information session

July 4 **DyDo Group Holdings hosts small meeting to facilitate corporate research being carried out by university students**

DyDo Group Holdings recently hosted a small meeting for students studying corporate finance at the Hisao Miyagawa Laboratory at Osaka City University.

We at DyDo Holdings have identified "invisible assets," which is to say hiring, retaining, and training human resources, as a key priority as we strive to achieve future growth, and we're working to strengthen initiatives in this area. In addition, we're actively developing products for young consumers in our Domestic Beverage Business, which is one of our core businesses.

A total of 17 seminar students, including five third-year students who are conducting research into DyDo Holdings, attended the event, along with Professor Miyagawa of Osaka City University's Faculty of Business and Graduate School of Business. In addition to talks by Corporate Officer and General Manager of Corporate Communication Department Naokazu Hasegawa and a member of our investor relations team about such topics as our Domestic Beverage Business and industry trends, the meeting included a question-and-answer session, providing an opportunity for the students to learn about aspects of our operations that are not apparent from IR materials and financial figures alone.

Going forward, we will strive to operate as an interesting company that is a familiar presence to students and to pursue happiness and prosperity for all stakeholders.



▲ Group photo of participants

*The next "Monthly Sales Report, August FY2018" is scheduled to be released on August 27, 2018