

Notice of Sales Situation as of August FY2016
(From July 21, 2016 To August 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								148
Year-to-year change	±0								-1
Volume of Sales (Percentage change from previous year)									
Coffee beverages	109.3%								105.8%
Tea-flavored beverages	101.1%								105.2%
Carbonated beverages	93.6%								101.4%
Mineral water types	83.3%								98.4%
Fruit beverages	90.4%								91.3%
Sports drinks	78.1%								99.1%
Drinkable preparations	92.9%								95.2%
Other beverages	89.3%								98.9%
Total beverages	99.1%								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

August 17 (Wed)	Amendment to FY2016 Q2 and Full Year consolidated financial forecasts
Scheduled for August 29 (Mon)	FY2016 Q2 financial results announcement

◆ Products, Vending Machines, Overseas Business and CSR

Products	
<p>Extracted via a “Whole Drip” using patented technology(*1), “DyDo Blend UMAMI Blend” delivers the natural, savory flavor of coffee</p>	
<p>We launched “DyDo Blend UMAMI Blend” on August 22 (Mon). Using patented technology, the coffee in this product is extracted via a “Whole Drip” that does not only use coffee beans but also the flesh of the coffee cherry. “UMAMI Blend” delivers the natural, savory flavor of coffee through a fusion of the richness of coffee beans with the subtle sweetness of the coffee cherry flesh, and aims to preserve the taste of its original ingredients in a fragrant and additive-free product.</p> <p>In conjunction with the sales launch, we further highlighted the appeal of DyDo Blend in a new TV commercial starring Kenichi Matsuyama, a popular Japanese actor.</p> <p>(*1) Coffeeberry® Brand coffee cherry extract</p>	 <p>185g/115 yen (before taxes)</p>

Vending Machines	
<p>Third content initiative to connect customers and vending machines! Starting “LINE Gift Code” exchange service!</p>	
<p>As part of our new smartphone-based service “Smile STAND” that was launched in April 2016 with the aim of connecting customers and vending machines, we plan to add new content from September 1 (Thu) in the form of a “LINE Gift Code” exchange service.</p> <p>Under the “LINE Gift Code” exchange service, customers can utilize their accumulated points to enjoy “LINE Stickers,” “LINE Games” and other rewards. (*2)</p> <p>Going forward, we plan to further enhance app content, expand existing services, and deliver more enjoyable and exciting experiences through vending machines.</p> <p>(*2) To use this service, you need to download the dedicated app “DyDo Smile STAND” and register as a member. To use “LINE Gift Codes,” you need to download the LINE app.</p>	 <p>▲ Image of “LINE Gift Code” exchange service</p>  <p>▲ Vending machines that offer the “Smile STAND” service can be recognized by a corresponding point-of-purchase (POP) advertisement</p>

CSR	
<p>Vending Machine Experience Workshops at Abeno Children Exhibition - Creating opportunities for children to learn about vending machines while having fun -</p>	
<p>We held Vending Machine Experience Workshops at the Abeno Children Exhibition held at the Abeno Harukas Kintetsu Department Store in Osaka on August 3 (Wed), August 4 (Thu), August 6 (Sat), August 7 (Sun).</p> <p>The Vending Machine Experience Workshops are experience-centric learning events for children that we have held since last year. Our objectives are “to contribute to the regional community by providing a venue where children can learn about society” and “to promote an understanding of vending machines as a part of social infrastructure.”</p> <p>Roughly 150 children participated over four days, and we received high praise from participating children and their parents.</p> <p>Going forward, we will continue to leverage our vending machines, which are our most valuable assets, to help develop the regional community and support the education of younger generations.</p>	 <p>▲ Children taking part in vending machine product replenishment</p>

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