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Monthly Sales Report, May FY2018
 (From April 21, 2018 to May 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
Business days									
Number of business 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%				
Tea-flavored beverages	107.4%	105.2%	109.4%	107.4%	93.8%				
Carbonated beverages	65.4%	103.9%	105.3%	96.4%	83.2%				
Mineral water types	111.8%	111.3%	122.0%	116.2%	96.6%				
Fruit beverages	88.6%	80.5%	82.0%	83.3%	64.9%				
Sports drinks	83.0%	90.2%	104.2%	94.8%	75.3%				
Drinkable preparations	98.8%	100.6%	101.5%	100.4%	88.6%				
Other beverages	78.1%	105.0%	182.7%	116.2%	153.9%				
Total	98.5%	95.5%	101.9%	98.9%	89.8%				

	Aug.	Sep.	Oct.	Q3	Nov.	Dec.	Jan.	Q4	H2	Cumulative performance for this term
Business days										
Number of business 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										103.7%
Carbonated beverages										91.8%
Mineral water types										109.4%
Fruit beverages										77.6%
Sports drinks										87.3%
Drinkable preparations										96.9%
Other beverages										124.8%
Total										96.4%

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

Cider from Tohoku, by Tohoku, for Tohoku DyDo launches limited-availability “Craft Cider” in the Tohoku region

On April 23, DyDo DRINCO launched “Craft Cider,” a limited-availability product that will be sold exclusively in vending machines in the Tohoku region.

The region, particularly Aomori Prefecture and Miyagi Prefecture, is characterized by high consumption of carbonated beverages*1, and consumption of clear carbonated beverages has been rising in recent years*2. In response to this trend, DyDo launched this richly flavored cider, which is made using pure water from Tohoku, manufactured at a plant in the Tohoku region, and preferred by Tohoku consumers. Going forward, DyDo will continue to further revitalize the market for carbonated beverages in the Tohoku region.

*1 Source: “Regional Case” website (calculated based on “Survey of Household Economy” and “Retail Price Survey” as published by the Statistics Bureau of the Ministry of Internal Affairs and Communications)

*2 According to DyDo DRINCO research.



▲ Craft Cider
(500 mL/¥115 excluding tax)

Replenishing salt in a refreshing, delicious way with fruity tomato juice DyDo launches “Saratto: Tomato”

On May 11, DyDo DRINCO launched “Saratto: Tomato.”

The tomato beverage market has continued to grow in recent years*3 against the backdrop of rising interest in healthy living, and sales of DyDo’s “Oishii: Tomato” product have been increasing. The new announcement adds “Saratto: Tomato,” which comes in larger cans, to DyDo’s line of products.

Product features

- The product, which is available in vending machines in large, 350 g cans, is ideal for the hot summer season.
- Each can is made using juice from one tomato*4 and offers a smooth, fruity mouthfeel (50% tomato juice).
- The product contains at least 40 mg of salt (per 100 mL), making it an effective way to prevent heat stroke*5.

*3 According to DyDo DRINCO research.

*4 Each can contains the juice of one 150 g tomato.

*5 “Saratto: Tomato” satisfies the guidelines for describing the product as a “way to prevent heat stroke” on labeling as established by the Japan Soft Drink Association.



▲ Saratto: Tomato
(350 g/¥115 excluding tax)



▲ Oishii: Tomato
(190 g/¥115 excluding tax)

Vending Machines

Introducing a weekend reward for 10,000 winners every week for the next 10 weeks Winners receive coupons to exchange for appealing prizes at Lawson stores nationwide when they purchase drinks from a vending machine

On May 11, DyDo DRINCO launched a promotional campaign in which it will offer winners coupons that can be used at Lawson stores nationwide through its “DyDo Smile STAND” app for iPhone and Android.

Each week, 10,000 winners will be chosen by lottery from a pool of customers who earned points with the “DyDo Smile STAND” app by purchasing drinks at a “Smile STAND” vending machine. Winners can exchange the coupons for sweets, snacks, and other designated products at Lawson stores nationwide.

DyDo will continue to embrace the challenge of creating new value that can be provided by vending machines by offering functionality for customers that goes beyond buying drinks.



Celebrating the 120th anniversary of Keikyu’s founding DyDo introduces vending machines wrapped in graphics portraying “Keikyun”, the official mascot of Keikyu Corporation

On April 26, DyDo DRINCO installed a vending machine wrapped in graphics portraying Keikyun, the official mascot of Keikyu Corporation, at KANNONZAKI KEIKYU HOTEL as part of a collaborative program celebrating the rail company’s 120th anniversary.

Thanks to graphics that depict the round-eyed mascot, which is popular with rail enthusiasts, the vending machines are expected to offer an even more familiar and appealing experience to customers.



▲ Design of the newly installed vending machine