

## Segment Information

### 1. Industry Segments

(Millions of yen)

	Fiscal 2006 (January 1 to December 31, 2006)						
	Home products	Pharmaceutical products	Chemicals	Other businesses	Total	Corporate and eliminations	Consolidated total
1. Net sales							
a) Sales to outside customers	235,020	47,981	32,334	15,044	330,380	-	330,380
b) Intersegment sales	10	-	8,019	6,590	14,620	[14,620]	-
Total	235,030	47,981	40,353	21,635	345,001	[14,620]	330,380
Operating expenses	235,366	47,038	40,640	21,606	344,652	[14,614]	330,037
Operating income	(335)	943	(286)	28	349	[5]	343
Reference:							
Other income (net)	151	920	178	-	1,250		
Segment management income	(184)	1,864	(108)	28	1,599		
2. Assets, depreciation, impairment loss and capital expenditures							
Assets	126,765	38,631	41,846	4,164	211,408	34,918	246,327
Depreciation and amortization	7,291	1,263	797	123	9,475	158	9,634
Impairment loss	-	-	-	197	197	284	481
Capital expenditures	8,080	533	993	38	9,645	503	10,149

	Fiscal 2005 (January 1 to December 31, 2005)						
	Home products	Pharmaceutical products	Chemicals	Other businesses	Total	Corporate and eliminations	Consolidated total
1. Net sales							
a) Sales to outside customers	237,241	50,315	33,898	10,343	331,798	-	331,798
b) Intersegment sales	-	-	-	-	-	[ - ]	-
Total	237,241	50,315	33,898	10,343	331,798	[ - ]	331,798
Operating expenses	228,806	46,695	32,877	10,441	318,821	6,910	325,731
Operating income	8,434	3,619	1,020	(97)	12,977	[6,910]	6,066
Reference:							
Other income (net)	147	1,150	169	-	1,467		
Segment management income	8,581	4,770	1,190	(97)	14,444		
2. Assets, depreciation, impairment loss and capital expenditures							
Assets	132,961	40,463	28,695	4,279	206,400	42,902	249,303
Depreciation and amortization	7,187	1,365	823	95	9,470	283	9,754
Capital expenditures	9,418	409	1,029	43	10,900	894	11,794

Notes:

1. Categorization of industry segments and principal products

Industry segments are categorized in accordance with the similarity of products and markets.

- Home products: Toothpastes, toothbrushes, laundry detergents, dishwashing detergents, and fabric softeners
- Pharmaceutical products: Analgesics, eyedrop solutions, inflammation and pain-relieving first-aid products, semi-adhesive products, health tonic drinks, and insecticides
- Chemicals: Surfactants and fatty acid nitrogen compounds
- Other businesses: Spices, seasonings, salad dressings, sauces, plant construction, building maintenance, and transportation and storage

2. Unallocated operating expenses in FY2005 are expenses of the general affairs, accounting, and other management units of Lion Corporation.

3. Corporate assets included under “Corporate and eliminations” are primarily assets of the management units of Lion Corporation.

< Change of operating expenses allocation method >

In order to more accurately disclose segment operating income and loss, from this fiscal year, the Company has changed its classification of net sales to “Sales to outside customers” and “Intersegment sales or transfers.” At the same time, the Company has changed its historic method of disclosing expenses in administrative departments as unallocated operating expenses to an allocation against each business segment.

Segment information disclosed under the historic method is as follows.

(Millions of yen)

	Fiscal 2006 (Historic method) (January 1 to December 31, 2006)						
	Home products	Pharmaceutical products	Chemicals	Other businesses	Total	Corporate and eliminations	Consolidated total
1. Net sales							
a) Sales to outside customers	235,020	47,981	32,334	15,044	330,380	-	330,380
b) Intersegment sales or transfers	-	-	-	-	-	[ - ]	-
Total	235,020	47,981	32,334	15,044	330,380	[ - ]	330,380
Operating expenses	229,610	45,644	31,722	15,138	322,115	7,921	330,037
Operating income	5,409	2,337	612	(94)	8,264	[7,921]	343

## 2. Geographical Segments

	Fiscal 2006 (January 1 to December 31, 2006)				
	Japan	Asia	Total	Corporate and elimina- tions	Consoli- dated total
1. Net sales					
a) Sales to outside customers	284,907	45,473	330,380	-	330,380
b) Intersegment sales	1,615	1,990	3,605	[3,605]	-
Total	286,522	47,463	333,986	[3,605]	330,380
Operating expenses	287,107	46,831	333,938	[3,900]	330,037
Operating income	(584)	632	47	295	343
Assets	194,394	22,325	216,719	29,607	246,327

	FY 2005 (January 1 to December 31, 2005)				
	Japan	Asia	Total	Corporate and elimina- tions	Consoli- dated total
1. Net sales					
a) Sales to outside customers	293,660	38,137	331,798	-	331,798
b) Intersegment sales	1,559	1,498	3,058	[3,058]	-
Total	295,220	39,636	334,856	[3,058]	331,798
Operating expenses	289,500	39,363	328,863	[3,132]	325,731
Operating income	5,720	272	5,992	73	6,066
Assets	187,808	19,083	206,892	42,411	249,303

### Notes:

- Countries and regions have been grouped according to geographic proximity.
- The key countries and regions grouped as countries other than Japan are as listed below.  
Asia: China, South Korea, and Thailand

### 3. Foreign Sales

	Fiscal 2006 (January 1 to December 31, 2006)		
	Asia	Other regions	Total
Foreign sales (millions of yen)	48,580	4,036	52,616
Consolidated net sales (millions of yen)	-	-	330,380
Percent of foreign sales in consolidated net sales (%)	14.7	1.2	15.9

	Fiscal 2005 (January 1 to December 31, 2005)		
	Asia	Other regions	Total
Foreign sales (millions of yen)	41,194	3,849	45,044
Consolidated net sales (millions of yen)	-	-	331,798
Percent of foreign sales in consolidated net sales (%)	12.4	1.2	13.6

Notes:

1. Countries and regions have been grouped according to geographic proximity.
2. The key countries and regions grouped as each segments are as listed below.  
 Asia: China, South Korea, and Thailand  
 Other regions: Europe, America and others
3. Foreign sales include exports by Lion and its domestic consolidated subsidiaries as well as sales (other than exports to Japan) by overseas consolidated subsidiaries but exclude intercompany sales.