

Segment Information

1. Industry Segments

(Millions of yen)

	Interim 2006 (January 1 to June 30, 2006)						
	Home products	Pharmaceutical products	Chemicals	Other businesses	Total	Corporate and eliminations	Consolidated total
1. Net sales							
a) Sales to outside customers	114,282	23,636	16,074	9,301	163,295	-	163,295
b) Intersegment sales	4	-	3,960	2,660	6,625	[6,625]	-
Total	114,287	23,636	20,034	11,961	169,920	[6,625]	163,295
Operating expenses	114,346	22,083	20,158	12,045	168,633	[6,681]	161,952
Operating income	(58)	1,553	(123)	(83)	1,286	56	1,343
Reference:							
Other income (net)	80	503	95	-	680		
Segment management income	21	2,056	(28)	(83)	1,966		

	Interim 2005 (January 1 to June 30, 2005)						
	Home products	Pharmaceutical products	Chemicals	Other businesses	Total	Corporate and eliminations	Consolidated total
1. Net sales							
a) Sales to outside customers	112,191	25,103	17,110	5,476	159,882	-	159,882
b) Intersegment sales	-	-	-	-	-	[-]	-
Total	112,191	25,103	17,110	5,476	159,882	[-]	159,882
Operating expenses	107,975	23,840	16,323	5,333	153,471	3,231	156,703
Operating income	4,216	1,263	786	143	6,410	[3,231]	3,179
Reference:							
Other income (net)	73	544	91	-	710		
Segment management income	4,290	1,808	878	143	7,121		

	FY 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		

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 and Interim 2005 are expenses of the general affairs, accounting, and other management units of Lion Corporation.

< Change of operating expenses allocation method >

In order to more accurately disclose segment operating income and loss, from this interim period, 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)

	Interim 2006 (Historic method) (January 1 to June 30, 2006)						
	Home products	Pharmaceutical products	Chemical products	Other businesses	Total	Corporate and eliminations	Consolidated total
1. Net sales							
a) Sales to outside customers	114,282	23,636	16,074	9,301	163,295	-	163,295
b) Intersegment sales or transfers	-	-	-	-	-	[-]	-
Total	114,282	23,636	16,074	9,301	163,295	[-]	163,295
Operating expenses	111,221	21,342	15,973	9,339	157,876	4,076	161,952
Operating income	3,061	2,294	101	(37)	5,419	[4,076]	1,343

2. Geographical Segments

	Interim 2006 (January 1 to June 30, 2006)				
	Japan	Asia	Total	Corporate and elimina- tions	Consoli- dated total
1. Net sales					
a) Sales to outside customers	141,905	21,390	163,295	-	163,295
b) Intersegment sales	900	1,082	1,982	[1,982]	-
Total	142,805	22,472	165,277	[1,982]	163,295
Operating expenses	141,701	22,376	164,077	[2,125]	161,952
Operating income	1,104	95	1,200	143	1,343

	Interim 2005 (January 1 to June 30, 2005)				
	Japan	Asia	Total	Corporate and elimina- tions	Consoli- dated total
1. Net sales					
a) Sales to outside customers	141,811	18,070	159,882	-	159,882
b) Intersegment sales	824	760	1,584	[1,584]	-
Total	142,635	18,831	161,467	[1,584]	159,882
Operating expenses	139,752	18,656	158,408	[1,704]	156,703
Operating income	2,883	175	3,058	120	3,179

	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

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

	Interim 2006 (January 1 to June 30, 2006)		
	Asia	Other regions	Total
Foreign sales (millions of yen)	22,971	1,973	24,944
Consolidated net sales (millions of yen)	-	-	163,295
Percent of foreign sales in consolidated net sales (%)	14.1	1.2	15.3

	Interim 2005 (January 1 to June 30, 2005)		
	Asia	Other regions	Total
Foreign sales (millions of yen)	18,862	1,722	20,584
Consolidated net sales (millions of yen)	-	-	159,882
Percent of foreign sales in consolidated net sales (%)	11.8	1.1	12.9

	FY 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:

- Countries and regions have been grouped according to geographic proximity.
- 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
- 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.