

Segment Information

1. Industry Segments

(Millions of yen)

	Q3 Fiscal 2006 (January 1 to September 30, 2006)						
	Home products	Pharmaceutical products	Chemical products	Other businesses	Total	Corporate and eliminations	Consolidated total
1. Net sales							
a) Sales to outside customers	164,292	35,298	23,811	11,145	234,548	-	234,548
b) Intersegment sales	8	-	5,929	4,610	10,548	[10,548]	-
Total	164,300	35,298	29,740	15,756	245,097	[10,548]	234,548
Operating expenses	168,810	34,731	30,017	15,815	249,375	[10,604]	238,770
Operating income	(4,509)	567	(276)	(58)	(4,277)	55	(4,222)
Reference:							
Other income (net)	121	702	141	-	965		
Segment management income	(4,388)	1,269	(134)	(58)	(3,312)		

	Q3 Fiscal 2005 (January 1 to September 30, 2005)						
	Home products	Pharmaceutical products	Chemical products	Other businesses	Total	Corporate and eliminations	Consolidated total
1. Net sales							
a) Sales to outside customers	166,699	36,005	25,207	7,539	235,451	-	235,451
b) Intersegment sales	-	-	-	-	-	[-]	-
Total	166,699	36,005	25,207	7,539	235,451	[-]	235,451
Operating expenses	163,832	34,066	24,330	7,342	229,572	5,139	234,711
Operating income	2,866	1,938	876	197	5,879	[5,139]	740
Reference:							
Other income (net)	107	770	135	-	1,013		
Segment management income	2,974	2,709	1,012	197	6,893		

	Fiscal 2005 (January 1 to December 31, 2005)						
	Home products	Pharmaceutical products	Chemical products	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, eyedrops, inflammation and pain-relieving first-aid products, and semi-adhesive products, health tonic drinks, and insecticides
- Chemical products: 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 Q3 Fiscal 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 fiscal year, the Company has changed its historic method of disclosing expenses relating to general affairs, accounting and other management units as unallocated operating expenses to an allocation against each business segment.

Segment information disclosed under the historic method is as follows.

(Millions of yen)

	Q3 Fiscal 2006 (Historic method) (January 1 to September 30, 2006)						
	Home products	Pharmaceutical products	Chemical products	Other businesses	Total	Corporate and eliminations	Consolidated total
1. Net sales							
a) Sales to outside customers	164,292	35,298	23,811	11,145	234,548	-	234,548
b) Intersegment sales or transfers	-	-	-	-	-	[-]	-
Total	164,292	35,298	23,811	11,145	234,548	[-]	234,548
Operating expenses	164,492	33,637	23,580	11,169	232,880	5,890	238,770
Operating income	(199)	1,660	230	(23)	1,668	[5,890]	(4,222)

2. Geographical Segments

(Millions of yen)

	Q3 Fiscal 2006 (January 1 to September 30, 2006)				
	Japan	Asia	Total	Corporate and elimina- tions	Consoli- dated total
1. Net sales					
a) Sales to outside customers	200,283	34,264	234,548	-	234,548
b) Intersegment sales	1,280	1,556	2,836	[2,836]	-
Total	201,563	35,820	237,384	[2,836]	234,548
Operating expenses	206,739	35,084	241,823	[3,053]	238,770
Operating income	(5,175)	736	(4,438)	216	(4,222)

	Q3 Fiscal 2005 (January 1 to September 30, 2005)				
	Japan	Asia	Total	Corporate and elimina- tions	Consoli- dated total
1. Net sales					
a) Sales to outside customers	207,313	28,137	235,451	-	235,451
b) Intersegment sales	1,191	1,092	2,283	[2,283]	-
Total	208,504	29,230	237,734	[2,283]	235,451
Operating expenses	208,227	28,903	237,130	[2,419]	234,711
Operating income	277	326	604	135	740

	FY 2005 (January 1 to December 31, 2005)				
	Japan	Asia	Total	Corporate and eliminations	Consoli- dated total
1. Net sales					
a) Sales to outside customers	293,660	38,137	331,798	-	331,798
b) Intersegment sales or transfers	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

	Q3 Fiscal 2006 (January 1 to September 30, 2006)		
	Asia	Other regions	Total
Foreign sales (millions of yen)	36,742	2,843	39,585
Consolidated net sales (millions of yen)	-	-	234,548
Percent of foreign sales in consolidated net sales (%)	15.7	1.2	16.9

	Q3 Fiscal 2005 (January 1 to September 30, 2005)		
	Asia	Other regions	Total
Foreign sales (millions of yen)	30,088	2,902	32,991
Consolidated net sales (millions of yen)	-	-	235,451
Percent of foreign sales in consolidated net sales (%)	12.8	1.2	14.0

	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:

- 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, North 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.