

**Summary of Financial Statements
for the First Quarter Ended March 31, 2008**

April 30, 2008

Company name: Lion Corporation

Listed stock exchange: Tokyo Stock Exchange

Code: 4912

URL: <http://www.lion.co.jp>

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1. Results for the First Quarter Ended March 31, 2008

(January 1, 2008 – March 31, 2008)

a) Consolidated Results

	Net sales		Operating income		Ordinary income		Net income	
	Millions of yen	%	Millions of yen	%	Millions of yen	%	Millions of yen	%
Three months ended March 2008	70,048	2.4	(1,427)	—	(1,454)	—	(1,083)	—
Three months ended March 2007	68,398	4.4	(1,648)	—	(1,189)	—	(175)	—
Fiscal 2007	341,717	—	8,905	—	10,104	—	5,423	—

	EPS	Diluted EPS
	yen	yen
Three months ended March 2008	(4.00)	—
Three months ended March 2007	(0.65)	—
Fiscal 2007	20.06	20.02

Notes:

1. Figures in this and subsequent tables are rounded down to the nearest million.
2. Percent figures for net sales, operating income, ordinary income, and net income express percentage change over the year-ago period.

b) Consolidated Financial Position

	Total assets	Net assets	Shareholders' equity to total assets	Net assets per share
	Millions of yen	Millions of yen	%	Yen
March 31, 2008	252,607	101,854	38.9	363.20
March 31, 2007	237,801	103,931	42.4	373.08
December 31, 2007	279,147	107,540	37.1	382.80

c) Consolidated Cash Flows

	Cash flows from operating activities	Cash flows from investing activities	Cash flows from financing activities	Cash and cash equivalents at end of period
	Millions of yen	Millions of yen	Millions of yen	Millions of yen
Three months ended March 2008	(8,130)	(4,069)	(951)	19,553
Three months ended March 2007	1,965	(5,187)	(2,741)	20,885
Fiscal 2007	16,030	(39,500)	29,844	33,219

2. Dividend

	Cash dividend per share / Yen		
	Interim	Year-end	Annual
Fiscal 2007	5.00	5.00	10.00
Fiscal 2008 actual			
Fiscal 2008 plan	5.00	5.00	10.00

**3. Forecast of Consolidated Financial Results for the Fiscal Year Ending December 31, 2008
(January 1, 2008 – December 31, 2008)**

	Net sales		Operating income		Ordinary income		Net income		EPS
	Millions of yen	%	Millions of yen	%	Millions of yen	%	Millions of yen	%	Yen
Interim 2008	162,000	1.5	2,500	2.8	2,500	(33.2)	1,300	(30.2)	4.80
Fiscal 2008	345,000	1.0	10,000	12.3	10,500	3.9	5,700	5.1	21.06

Note: Percent figures for net sales, operating income, ordinary income, and net income express percentage change over the year-ago period.

4. Others

- a) Significant Change in Scope of Consolidation during Period: No
- b) Adoption of simplified accounting method: Yes.
- c) Changes in accounting method from the most recent fiscal year: No.

Please refer to <Qualitative Information> 4. Others on page 9.

The forecasts and projected operating results contained in this report are based on information available at the time of preparation, and thus involve inherent risks and uncertainties.

Accordingly, readers are cautioned that actual results may differ materially from those projected as a result of a variety of factors.

Please refer to Qualitative Information Concerning the Forecast of Consolidated Financial Results on pages 9.

<Qualitative Information>

1. Qualitative Information Concerning the Consolidated Results of Operations

a) Management Performance

During the first quarter of fiscal 2008, a slowdown in Japan's economic recovery became increasingly apparent. While personal consumption remained generally unchanged, earnings in the corporate sector stalled. At the same time, private-sector capital expenditure, which had previously exhibited moderate growth, became stagnant.

In the domestic toiletries industry, the Group's core business domain, Lion confronted a harsh operating environment. In addition to sharp increases in the prices of crude oil, vegetable oil and fats, Lion was buffeted by ongoing fierce point-of-sale competition.

Under these circumstances, the Group continued with efforts to increase its corporate value guided by the Value Innovation Plan Part II 09 (VIP II 09), Lion's medium-term management plan. Accordingly, the Group is placing particular emphasis on strengthening mainstay businesses by developing and introducing advanced and innovative products while at the same time further boosting management efficiency. During the first quarter under review, Lion released new, high-value-added products in its core oral care and fabric care brands, paying particular attention to their ongoing development. In the beauty care field, Lion released highly distinctive products in its efforts to establish new brands, working aggressively to cultivate new markets. From a profit perspective, Lion proactively implemented cost-reduction measures, focusing mainly on reductions to manufacturing costs and logistics costs. Through these means, the Group worked diligently to minimize the impact on earnings of the sharp rise in material costs.

As a result of the aforementioned factors, consolidated net sales in the first quarter of fiscal 2008 rose by 2.4% year on year to ¥70,048 million, while operating loss amounted to ¥1,427 million, compared with the ¥1,648 million loss for the same period of the previous fiscal year. During the fiscal period under review, Lion also recorded a ¥1,454 million ordinary loss, against an ordinary loss of ¥1,189 million in the corresponding period of the previous fiscal year, while the first quarter net loss amounted to ¥1,083 million, compared with the net loss of ¥175 million in the same period one year earlier.

b) Segment Information

<Health Care Products>

(Millions of yen)

	FY 2008 1st quarter	Ratio to net sales	FY 2007 1st quarter	Ratio to net sales	Increase/ decrease	Change
Net sales	27,097		26,569		528	2.0%
Operating income	(71)	—	(816)	—	745	—

In health care products, net sales increased 2.0% year on year to ¥27,097 million, and operating loss was ¥71 million, compared with the ¥816 million loss for the same period of the previous fiscal year.

Oral Care Products Division

In the Oral Care Products Division, Lion released new as well as improved toothpastes, toothbrushes, mouthwashes and other products in the mainstay Dentor Systema series as a key priority to further develop its product lineup. Lion also commenced steps to energetically expand its business domain by launching the MEDISH chewing gum series with the aim of further supporting oral health.

In toothpastes, Lion released newly improved products in the Dentor Systema EX series, which boasts a high preventive effect not only for periodontal disease, but also bad breath and cavities, and Dentor Systema, which successfully penetrates the communities of bacteria (biofilm) to kill bacteria that cause periodontal disease. As a result, overall toothpaste sales were steady throughout the period under review.

Despite the release of an improved, ultra-fine bristle Dentor Systema toothbrush that removes food and bacteria lodged deep between teeth and gums, overall sales in this product category stalled due to intense competition.

Sales of mouthwash substantially exceeded those of the corresponding period of the previous fiscal year. This was attributable to the release of the new Dentor Systema EX Dental Rinse with an antibacterial ingredient that penetrates deep inside the biofilm to kill periodontal disease- and bad-breath-causing bacteria.

In dental products overall sales declined from the corresponding period of the previous fiscal year. During the period under review, sales of the DENT.EX Slimhead II toothbrush were slow, which offset the release of DENT.EX Interdental Brush Micro Motion, an easy-to-use soft oscillating electric interdental brush.

Overall overseas sales rose slightly year on year on the back of robust Systema toothpaste and toothbrush results in Thailand.

Beauty Care Products Division

In the Beauty Care Products Division, Lion aggressively worked to cultivate new product categories. In addition to the PRO TEC HEAD series for men's scalp care that was released in the previous fiscal year, Lion launched the new brand BATHTOLOGY series of products that prevent sudden post-bath skin dryness.

Despite strengthening its lineup of Soft-in-One shampoos that enhance conditioning efficiency in the previous fiscal year, overall shampoo sales grew at a sluggish pace due to intense competition.

In hand soaps, sales of Kireikirei Medicated Foaming Hand Soap, an easy-to-use product for young children who have trouble making lather with conventional liquid hand soaps, were strong. This contributed to steady hand soap sales for the period.

In the first quarter under review, Lion launched BATHOLOGY Foam Body Care Wash a creamy foam liquid soap that prevents the skin from becoming dry after taking a bath. As a result, sales of body soaps rose substantially from a year earlier.

In antiperspirants and deodorants, Lion introduced new Ban Deodorant Mist, a compact mist-type deodorant with a fresh and enjoyable fragrance that prevents troublesome perspiration and odors. Despite efforts to foster the mainstay Ban Deodorant Powder Spray brand lineup, overall sales of antiperspirants and deodorants were weak due to fierce market competition.

Overseas, sales of the Kireikirei Hand Soap series of products were robust in South Korea. Sales of body soaps in Thailand, however, declined slightly year on year. As a result overall overseas sales fell below the level recorded in the corresponding period of the previous fiscal year.

Pharmaceutical Products Division

In the Pharmaceutical Products Division, Lion placed top priority on the development of core brands including Bufferin and Smile.

Despite aggressive sales promotion activities of Bufferin A in the analgesics product category, overall sales growth was weak owing to the impact of intense competition.

In eyedrops, results of the mainstay Smile 40EX were strong. As a result, overall eyedrop sales

substantially exceeded those of the corresponding period of the previous fiscal year.

Thanks to wide market acclaim of Halix 55 EX, analgesic and anti-inflammatory poultices that come in both cool and heat types, sales of this product category increased substantially year on year.

In tonics and nutrients, sales substantially exceeded the corresponding period of the previous fiscal year. This was attributable to strong sales of the health tonic drinks Guronsan and New Guromont.

Despite steady sales of fumigation-type insecticides such as Varsan SP Jet, sales of insecticides stalled due to market contraction and other factors.

<Household Products>

(Millions of yen)

	FY 2008 1st quarter	Ratio to net sales	FY 2007 1st quarter	Ratio to net sales	Increase/ decrease	Change
Net sales	34,783		34,123		659	1.9%
Operating income	(1,259)	—	(648)	—	(610)	—

In household products, net sales increased 1.9% year on year to ¥34,783 million, and operating loss stood at ¥1,259 million compared with the corresponding period of the previous fiscal year's operating loss of ¥648 million due to soaring raw material prices.

Fabric Care Products Division

In the Fabric Care Products Division, Lion endeavored to develop core laundry detergent and fabric softener brands through the introduction of high-value-added products that accurately address consumer needs.

In the first quarter under review, Lion introduced new products including Kaori Tsuzuku (Long-Lasting Fragrance) Top, a fresh chamomile-scented liquid laundry detergent that imparts a long-lasting and pleasantly fresh scent to clothes when worn, and Shoushu (Deodorizing) Blue Dia, a laundry detergent with an enhanced powerful deodorant effect to thoroughly eliminate odor and grime. As a result, sales in this product category considerably exceeded those recorded in the corresponding period of the previous fiscal year.

Sales of the mainstay Temanashi Bright were below those of the corresponding period of the previous fiscal year. Accordingly, results in the bleach product category declined year on year.

In fabric softeners, Lion released the improved Kaori to Deodorant no Soflan (Soflan with Fragrance and

Deodorant), a product that provides superlative protection against odors on clothing and leaves a pleasant, long-lasting fragrance. Buoyed by its success, sales of fabric softeners remained steady throughout the period under review.

Overseas, sales grew substantially year on year. This was attributable to strong sales of laundry detergents in Thailand.

Living Care Products Division

In the Living Care Products Division, Lion renewed and nurtured its Reed series of revolutionary cooking-aid products designed to support healthy and balanced dietary habits, and also developed its dishwashing detergents and household cleaners, the lineups of which Lion reinforced during the previous fiscal year.

Despite ongoing efforts to develop the CHARMY Awa no Chikara (Power of Suds) series, dishwashing detergents that realize unique rich, long-lasting suds to wash dishes without adding more detergent to the sponge, released in the previous fiscal year, overall sales of this product category fell below the corresponding period of the previous fiscal year due to harsh market competition.

Launched in 2007, Lion also worked diligently to nurture Look O₂ Cleaner that uses “Oxygen Power” to remove grime from cloth-covered sofas, carpets etc. that are difficult to clean. Despite these endeavors, sales of household cleaners fell below the corresponding period of the previous fiscal year due to market contraction and other factors.

In cooking-aid products, sales declined owing to intensifying market competition. In March 2008, Lion released the new Reed series of products including Reed Healthy-Cooking Paper, a thicker, upgraded cooking paper with improved water and oil retention to promote healthy cooking. In this manner, Lion is striving to cultivate new demand.

Overseas, results in dishwashing detergents were mixed. In South Korea, sales of products initially released in 2007 were strong. Sales were weak, however, in Thailand. As a result, overall overseas sales fell below the corresponding period of the previous fiscal year.

<Chemical Products>

(Millions of yen)

	FY 2008 1st quarter	Ratio to net sales	FY 2007 1st quarter	Ratio to net sales	Increase/ decrease	Change
Net sales	7,512		7,270		241	3.3%
Operating income	(74)	—	(165)	—	90	—

Sales in the Chemical Products Business rose 3.3 % year on year to ¥7,512 million. Operating loss stood at ¥74 million compared with the corresponding period of the previous fiscal year's operating loss of ¥165 million due to the spiraling prices for crude oil, vegetable oils and fats.

In the Chemical Products business, Lion confronted a harsh operating environment due to the continuous sharp upswing in raw material prices. Under these conditions, Lion focused on a number of initiatives including nurturing highly functional products, reviewing the composition of its product lineup and adjusting product sales prices in an effort to improve its profitability.

In surfactants and fatty-acid nitrogen derivatives, product sales for detergent application were strong in Japan and overseas. As a result, sales rose substantially compared with the corresponding period of the previous fiscal year.

Sales of fatty-acid methyl ester increased year on year. While overseas sales were sluggish for use as a raw material to make alcohol, domestic sales as a raw material for food products were strong.

Lion's electro-conductive carbon is highly valued for its battery cell applications. Sales for the first quarter of the fiscal year under review were sluggish, however, owing partly to the cutback in low-profit products.

<Other>

(Millions of yen)

	FY 2008 1st quarter	Ratio to net sales	FY 2007 1st quarter	Ratio to net sales	Increase/ decrease	Change
Net sales	655		435		220	50.6%
Operating income	(98)	—	(89)	—	(8)	—

In Other businesses, segment sales increased 50.6% compared with the corresponding period of the previous fiscal year to ¥655 million. This was attributable to strong results in completed works projects in the construction contracting business. On the earnings front, Lion recorded an operating loss of ¥98 million, compared with an operating loss of ¥89 million a year earlier.

2. Qualitative Information Concerning Consolidated Financial Status

As of March 31, 2008, total assets were ¥252,607 million, a drop of ¥26,540 million from December 31, 2007. This was mainly attributed to decreases in cash and time deposits and trade notes and accounts receivable. Due to such factors as a net loss for the quarter, net assets declined ¥5,686 million to ¥101,854 million. The shareholders' equity to total assets was 38.9%.

<Consolidated Cash Flows>

Net cash used in operating activities totaled ¥8,130 million. Despite cash inflows primarily from the decrease in trade notes and accounts receivable, this was attributable to cash outflows, mainly the decrease in trade notes and accounts payable as well as the decrease in accrued expenses and other payables.

Net cash used in investing activities amounted to ¥4,069 million. A major component was the payment for purchase of property, plant and equipment.

Net cash used in financing activities was ¥951 million, owing primarily to the payment of dividends.

As a result, cash and cash equivalents as of March 31, 2008 totaled ¥19,553 million, declined ¥13,665 million compared with the previous fiscal year-end.

3. Qualitative Information Concerning the Forecast of Consolidated Financial Results

There are no changes to the results forecasts for the interim and fiscal 2008, announced on February 7, 2008.

Note: The forecasts and projected operating results contained in this report are based on information available at the time of preparation, and thus involve inherent risks and uncertainties. Accordingly, readers are cautioned that actual results may differ materially from those projected as a result of a variety of factors.

4. Others

a) Significant Change in Scope of Consolidation during Period: No.

b) Adoption of simplified accounting method: Yes.

Simplified accounting is used partially with respect to the standards for the accounting of reserves.

c) Changes in accounting method from the most recent fiscal year: No.

5. Condensed Consolidated 1st Quarter Financial Statements

a) Condensed Consolidated 1st Quarter Balance Sheets

	Q1 Fiscal 2007 (Ended March 31, 2007)	Q1 Fiscal 2008 (Ended March 31, 2008)	Increase / decrease		Fiscal 2007 (Ended December 31, 2007)
	Millions of yen	Millions of yen	Millions of yen	%	Millions of yen
Assets					
Current assets	114,217	103,446	(10,770)	(9.4)	127,019
Cash and time deposits	21,090	15,473	(5,617)		32,647
Trade notes and accounts receivable	52,682	46,591	(6,091)		61,786
Short-term investments	2,997	4,396	1,399		923
Inventories	30,946	32,267	1,320		27,837
Other	6,499	4,717	(1,781)		3,825
Fixed assets	123,584	149,160	25,576	20.7	152,127
Property, plant and equipment	65,251	62,216	(3,034)		64,345
Intangible assets	9,081	36,015	26,933		37,193
Investments and other assets	49,251	50,928	1,676		50,589
Total assets	237,801	252,607	14,805	6.2	279,147

	Q1 Fiscal 2007 (Ended March 31, 2007)	Q1 Fiscal 2008 (Ended March 31, 2008)	Increase / Decrease		Fiscal 2007 (Ended December 31, 2007)
	Millions of yen	Millions of yen	Millions of yen	%	Millions of yen
Liabilities					
Current liabilities	91,669	77,098	(14,571)	(15.9)	96,084
Trade notes and accounts payable	48,690	34,347	(14,343)		44,499
Commercial paper	35	—	(35)		—
Short-term loans payable	6,364	5,336	(1,027)		5,463
Current portion of long-term debt	—	2,300	2,300		1,150
Other payables and accrued expenses	27,218	25,732	(1,486)		35,127
Other	9,359	9,381	22		9,843
Long-term liabilities	42,200	73,655	31,454	74.5	75,522
Long-term debt	13,598	46,241	32,643		47,397
Accrued employee retirement benefits	23,030	22,166	(864)		22,893
Other	5,571	5,246	(324)		5,230
Total liabilities	133,870	150,753	16,882	12.6	171,607
Net assets					
Shareholders' equity	95,125	97,208	2,083	2.2	99,556
Common stock	34,433	34,433	—	—	34,433
Capital surplus	31,501	31,501	(0)	(0.0)	31,505
Retained earnings	45,070	46,908	1,837	4.1	49,344
Treasury stock	(15,880)	(15,634)	245	—	(15,727)
Valuation and translation adjustments	5,692	1,125	(4,567)	(80.2)	4,014
Unrealized holding gain on other securities	5,139	2,250	(2,889)	(56.2)	3,524
Deferred gains on hedges	(8)	(60)	(51)	—	(10)
Foreign currency translation adjustments	561	(1,065)	(1,626)	—	500
Stock acquisition rights	—	96	96	—	74
Minority interest in consolidated subsidiaries	3,113	3,424	310	10.0	3,894
Total net assets	103,931	101,854	(2,077)	(2.0)	107,540
Total liabilities and net assets	237,801	252,607	14,805	6.2	279,147

b) Condensed Consolidated 1st Quarter Statements of Income

	Q1 Fiscal 2007 (Ended March 31, 2007)	Q1 Fiscal 2008 (Ended March 31, 2008)	Increase / decrease		Fiscal 2007 (January to December 2007)
	Millions of yen	Millions of yen	Millions of yen	%	Millions of yen
Net sales	68,398	70,048	1,650	2.4	341,717
Cost of sales	32,964	32,743	(221)	(0.7)	159,200
Gross profit	35,433	37,305	1,871	5.3	182,517
Selling, general and administrative expenses	37,082	38,732	1,650	4.5	173,611
Operating income	(1,648)	(1,427)	220	—	8,905
Other income	674	408	(265)	(39.4)	2,492
Interest and dividend income	44	90	46		431
Equity in earnings of non-consolidated subsidiaries and affiliates	354	153	(201)		1,045
Other	274	164	(110)		1,016
Other expenses	215	436	220	102.3	1,293
Interest expenses	117	282	165		744
Other	98	153	55		548
Ordinary income	(1,189)	(1,454)	(265)	—	10,104
Extraordinary income	66	16	(50)	(75.5)	2,228
Gain on disposal of property, plant and equipment	3	—	(3)		1,082
Reversal of allowance for doubtful accounts	63	16	(46)		904
Gain on sales of subsidiary shares	—	—	—		231
Gain on sales of investment securities	—	—	—		8
Extraordinary losses	89	10	(78)	(88.3)	2,768
Loss on disposal of property, plant and equipment	89	10	(78)		273
Voluntary product recall expenses	—	—	—		1,950
Loss on devaluation of investment securities	—	—	—		372
Impairment loss of fixed assets	—	—	—		74
Loss on sales of investment securities	—	—	—		65
Other	—	—	—		32
Net income before income taxes	(1,211)	(1,448)	(237)	—	9,564
Income taxes, etc.	(646)	(516)	130	—	4,035
Minority interest in earnings of consolidated subsidiaries	(389)	151	540	—	105
Net income	(175)	(1,083)	(908)	—	5,423

c) Condensed Consolidated 1st Quarter Statements of Cash Flows

	Q1 Fiscal 2007 (January to March 2007)	Q1 Fiscal 2008 (January to March 2008)	Fiscal 2007 (January to December 2007)
	Millions of yen	Millions of yen	Millions of yen
I. Cash flows from operating activities			
Income before income taxes and minority interests	(1,211)	(1,448)	9,564
Depreciation and amortization	2,197	3,057	10,590
Loss on impairment of fixed assets	—	—	74
Decrease in accrued retirement benefits	(1,868)	(1,471)	(5,067)
Interest and dividend income	(44)	(90)	(431)
Interest expense	117	282	744
Gain on disposal of property, plant and equipment	85	10	(809)
Loss on sale of investment securities	—	—	56
Loss on devaluation of investment securities	—	—	372
Equity in earnings of non-consolidated subsidiaries and affiliates	(354)	(153)	(1,045)
Decrease in trade notes and accounts receivable	11,689	13,838	2,731
Increase in inventories	(4,447)	(5,197)	(1,322)
Decrease in trade notes and accounts payable	(1,679)	(9,441)	(5,428)
(Decrease) increase in accrued expenses and other payables	(4,700)	(8,099)	1,890
Increase in other current liabilities	1,134	260	3,384
Decrease (increase) in other current assets	(397)	(647)	1,904
Other, net	1,813	1,909	(702)
Subtotal	2,331	(7,193)	16,506
Interest and dividends received	1,345	453	2,634
Interest paid	(127)	(485)	(439)
Income taxes paid	(1,584)	(904)	(2,670)
Net cash provided by (used in) operating activities	1,965	(8,130)	16,030
II. Cash flows from investing activities			
Decrease (increase) in time deposits	7	10	(144)
Purchases of short-term investments	(2,996)	—	—
Purchases of property, plant and equipment	(2,361)	(3,400)	(8,966)
Proceeds from sale of property, plant and equipment	9	11	1,695
Purchases of intangible assets	(48)	(37)	(30,638)
Purchases of investment securities	(2)	(757)	(2,127)
Proceeds from sale of investment securities	0	0	79
Additions to loans receivable	(16)	(20)	(74)
Collection of loans receivable	82	31	144
Other, net	136	93	530
Net cash used in investing activities	(5,187)	(4,069)	(39,500)
III. Cash flows from financing activities			
Increase in short-term loans payable	1,620	2,122	9,127
Repayment of short-term loans payable	(2,845)	(1,981)	(11,233)
Increase in long-term loans payable	—	—	35,000
Repayment of long-term loans payable	(0)	(1)	(53)
Repayment of commercial paper payable	(199)	—	(233)
Purchases of odd-lot shares, net	(36)	8	(73)
Net proceeds from sale/purchases of treasury stock	71	74	266

Lion Corporation (Code 4912): Summary of Financial Statements
for the First Quarter Ended March 31, 2008

Cash dividends	(1,350)	(1,174)	(2,694)
Cash dividends to minority shareholders	—	—	(259)
Net cash provided by (used in) financing activities	(2,741)	(951)	29,844
IV. Effect of exchange rate changes on cash and cash equivalents	66	(514)	62
V. Net change in cash and cash equivalents	(5,896)	(13,665)	6,437
VI. Cash and cash equivalents at beginning of period	26,782	33,219	26,782
VII. Cash and cash equivalents at end of period	20,885	19,553	33,219

Segment Information

a) Business Segments

(Millions of yen)

	Q1 Fiscal 2007 (January 1 to March 31, 2007)						
	Health Care Products	Household Products	Chem- ical products	Other	Total	Eliminations/ Corporate	Consoli- dated total
1. Net sales							
a) Sales to external customers	26,569	34,123	7,270	435	68,398	—	68,398
b) Intersegment sales	4	1	2,082	1,196	3,285	[3,285]	—
Total	26,573	34,125	9,352	1,631	71,684	[3,285]	68,398
Operating expenses	27,390	34,773	9,517	1,721	73,403	[3,356]	70,047
Operating income (loss)	(816)	(648)	(165)	(89)	(1,719)	71	(1,648)

	Q1 Fiscal 2008 (January 1 to March 31, 2009)						
	Health Care Products	Household Products	Chem- ical products	Other	Total	Eliminations/ Corporate	Consoli- dated total
1. Net sales							
a) Sales to external customers	27,097	34,783	7,512	655	70,048	—	70,048
b) Intersegment sales	2	0	2,010	500	2,514	[2,514]	—
Total	27,100	34,784	9,522	1,155	72,563	[2,514]	70,048
Operating expenses	27,171	36,043	9,597	1,254	74,066	[2,590]	71,476
Operating income (loss)	(71)	(1,259)	(74)	(98)	(1,503)	76	(1,427)

	Fiscal 2007 (January 1 to December 31, 2007)						
	Health Care Products	Household Products	Chem- ical Products	Other	Total	Eliminations/ Corporate	Consoli- dated total
1. Net sales							
a) Sales to external customers	135,461	168,448	32,445	5,360	341,717	—	341,717
b) Intersegment sales	15	6	8,388	8,734	17,144	[17,144]	—
Total	135,476	168,455	40,834	14,094	358,861	[17,144]	341,717
Operating expenses	130,062	165,331	40,998	13,591	349,983	[17,171]	332,811
Operating income (loss)	5,414	3,123	(163)	503	8,878	26	8,905

Note:

Categorization of industry segments and principal products

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

- Health care products: Toothpastes, toothbrushes, hand soaps, analgesics, eyedrop solutions, health tonic drinks, and insecticides
- Household products: Laundry detergents, dishwashing detergents, fabric softeners, household cleaners, and bleaches
- Chemical products: Surfactants and fatty acid nitrogen compounds
- Other: Plant construction, real estate management, and transportation and storage

b) Geographical Segments

(Millions of yen)

	Q1 Fiscal 2007 (January 1 to March 31, 2007)				
	Japan	Asia	Total	Eliminations/ Corporate	Consoli- dated total
1. Net sales					
a) Sales to external customers	56,003	12,395	68,398	—	68,398
b) Intersegment sales	202	392	594	[594]	—
Total	56,205	12,787	68,993	[594]	68,398
Operating expenses	58,362	12,349	70,711	[664]	70,047
Operating income (loss)	(2,156)	437	(1,718)	70	(1,648)

	Q1 Fiscal 2008 (January 1 to March 31, 2008)				
	Japan	Asia	Total	Eliminations/ Corporate	Consoli- dated total
1. Net sales					
a) Sales to external customers	57,319	12,729	70,048	—	70,048
b) Intersegment sales	219	374	593	[593]	—
Total	57,538	13,103	70,642	[593]	70,048
Operating expenses	59,364	12,782	72,146	[670]	71,476
Operating income (loss)	(1,825)	321	(1,504)	77	(1,427)

	FY 2007 (January 1 to December 31, 2007)				
	Japan	Asia	Total	Eliminations/ Corporate	Consoli- dated total
1. Net sales					
a) Sales to external customers	286,759	54,957	341,717	—	341,717
b) Intersegment sales	921	1,523	2,444	[2,444]	—
Total	287,680	56,480	344,161	[2,444]	341,717
Operating expenses	280,309	55,327	335,636	[2,825]	332,811
Operating income	7,371	1,153	8,524	380	8,905

Notes:

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

c) Sales to Overseas Customers

	Q1 Fiscal 2007 (January 1 to March 31, 2007)		
	Asia	Other regions	Total
Sales to overseas customers (millions of yen)	12,935	647	13,582
Consolidated net sales (millions of yen)	—	—	68,398
Percent of sales to overseas customers in consolidated net sales (%)	18.9	1.0	19.9

	Q1 Fiscal 2008 (January 1 to March 31, 2008)		
	Asia	Other regions	Total
Sales to overseas customers (millions of yen)	13,313	473	13,787
Consolidated net sales (millions of yen)	—	—	70,048
Percent of sales to overseas customers in consolidated net sales (%)	19.0	0.7	19.7

	FY 2007 (January 1 to December 31, 2007)		
	Asia	Other regions	Total
Sales to overseas customers (millions of yen)	56,317	2,984	59,302
Consolidated net sales (millions of yen)	—	—	341,717
Percent of sales to overseas customers in consolidated net sales (%)	16.5	0.9	17.4

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
- Sales to overseas customers include sales of Lion and its consolidated subsidiaries in countries or regions other than Japan.