

Segment Information

1. Business Segments

(Millions of yen)

	Fiscal 2007 (January 1 to December 31, 2007)						
	Health Care Products	Household Products	Chemical Products	Other Businesses	Total	Corporate and eliminations	Consolidated total
1. Net sales							
a) Sales to outside 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	5,414	3,123	(163)	503	8,878	26	8,905
2. Assets, depreciation, impairment loss and capital expenditures							
Assets	111,223	83,651	44,775	5,007	244,657	34,489	279,147
Depreciation and amortization	4,907	4,461	893	146	10,408	182	10,590
Impairment loss	7	66	—	—	74	—	74
Capital expenditures	32,994	4,523	1,404	76	38,998	284	39,282

	Fiscal 2008 (January 1 to December 31, 2008)						
	Health Care Products	Household Products	Chemical Products	Other Businesses	Total	Corporate and eliminations	Consolidated total
1. Net sales							
a) Sales to outside customers	136,384	163,541	31,474	6,836	338,236	—	338,236
b) Intersegment sales	15	10	10,703	5,224	15,953	[15,953]	—
Total	136,399	163,552	42,178	12,060	354,190	[15,953]	338,236
Operating expenses	128,471	162,827	42,783	11,819	345,900	[15,941]	329,959
Operating income	7,928	725	(605)	241	8,289	[12]	8,277
2. Assets, depreciation, impairment loss and capital expenditures							
Assets	106,465	84,704	41,943	4,609	237,722	29,715	267,438
Depreciation and amortization	6,788	4,411	939	121	12,260	183	12,444
Impairment loss	14	64	—	—	78	—	78
Capital expenditures	3,713	3,711	3,555	360	11,341	375	11,717

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 Businesses: Plant construction, real estate management, and transportation and storage

2. Geographical Segments

(Millions of yen)

	FY 2007 (January 1 to December 31, 2007)				
	Japan	Asia	Total	Corporate and elimina- tions	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	334,161	[2,444]	341,717
Operating expenses	280,309	55,327	335,636	[2,825]	332,811
Operating income/loss	7,371	1,153	8,524	380	8,905
Assets	219,890	28,242	248,132	31,015	279,147

	FY 2008 (January 1 to December 31, 2008)				
	Japan	Asia	Total	Corporate and elimina- tions	Consoli- dated total
1. Net sales					
a) Sales to external customers	290,241	47,995	338,236	—	338,236
b) Intersegment sales	974	1,427	2,401	[2,401]	—
Total	291,215	49,422	340,638	[2,401]	338,236
Operating expenses	283,525	48,820	332,346	[2,386]	329,959
Operating income	7,689	602	8,292	[14]	8,277
Assets	215,643	21,539	237,183	30,254	267,438

Note:

- 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. Sales to Overseas Customers

	Fiscal 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

	Fiscal 2008 (January 1 to December 31, 2008)		
	Asia	Other regions	Total
Sales to overseas customers (millions of yen)	50,117	2,926	53,043
Consolidated net sales (millions of yen)	—	—	338,236
Percent of sales to overseas customers in consolidated net sales (%)	14.8	0.9	15.7

Note:

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