

Segment Information

1. Industry Segments

(Millions of yen)

	Interim 2007 (January 1 to June 30, 2007)						
	Health care products	Household products	Chemical products	Other	Total	Corporate and eliminations	Consolidated total
1. Net sales							
a) Sales to external customers	65,014	76,525	15,728	2,349	159,617	—	159,617
b) Intersegment sales	5	4	3,831	4,736	8,576	[8,576]	—
Total	65,020	76,529	19,559	7,085	168,194	[8,576]	159,617
Operating expenses	62,297	76,973	19,714	6,952	165,938	[8,751]	157,186
Operating income	2,722	(443)	(155)	133	2,256	174	2,431

	Interim 2008 (January 1 to June 30, 2008)						
	Health care products	Household products	Chemical products	Other	Total	Corporate and eliminations	Consolidated total
1. Net sales							
a) Sales to external customers	64,569	77,336	15,900	3,742	161,548	—	161,548
b) Intersegment sales	4	2	4,630	1,861	6,498	[6,498]	—
Total	64,574	77,338	20,531	5,603	168,047	[6,498]	161,548
Operating expenses	61,503	77,865	20,592	5,534	165,495	[6,473]	159,022
Operating income	3,071	(526)	(61)	68	2,551	[25]	2,526

	FY 2007 (January 1 to December 31, 2007)						
	Health care products	Household products	Chemical products	Other	Total	Corporate and eliminations	Consolidated 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	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
- Chemicals: Surfactants and fatty acid nitrogen compounds
- Other: Plant construction, real estate management, and transportation and storage

2. Geographical Segments

	Interim 2007 (January 1 to June 30, 2007)				
	Japan	Asia	Total	Corporate and eliminations	Consolidated total
1. Net sales					
a) Sales to external customers	133,831	25,786	159,617	—	159,617
b) Intersegment sales	475	789	1,265	[1,265]	—
Total	134,306	26,575	160,882	[1,265]	159,617
Operating expenses	132,789	25,852	158,641	[1,454]	157,186
Operating income	1,517	723	2,241	189	2,431

	Interim 2008 (January 1 to June 30, 2008)				
	Japan	Asia	Total	Corporate and eliminations	Consolidated total
1. Net sales					
a) Sales to external customers	136,646	24,901	161,548	—	161,548
b) Intersegment sales	437	746	1,183	[1,183]	—
Total	137,084	25,647	162,732	[1,183]	161,548
Operating expenses	135,226	25,110	160,337	[1,315]	159,022
Operating income	1,857	537	2,395	131	2,526

	FY 2007 (January 1 to December 31, 2007)				
	Japan	Asia	Total	Corporate and eliminations	Consolidated 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:

- 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

	Interim 2007 (January 1 to June 30, 2007)		
	Asia	Other regions	Total
Sales to overseas customers (millions of yen)	27,093	1,314	28,407
Consolidated net sales (millions of yen)	—	—	159,617
Percent of sales to overseas customers in consolidated net sales (%)	17.0	0.8	17.8

	Interim 2008 (January 1 to June 30, 2008)		
	Asia	Other regions	Total
Sales to overseas customers (millions of yen)	26,062	1,116	27,179
Consolidated net sales (millions of yen)	—	—	161,548
Percent of sales to overseas customers in consolidated net sales (%)	16.1	0.7	16.8

	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 and regions other than Japan.