Summary of Consolidated Financial Results
For the Six Months Ended July 31, 2009

September 1, 2009

Company name: Pigeon Corporation (Stock code: 7956)
Listings: First Section, Tokyo Stock Exchange
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Date of release of Business Report: September 14, 2009
Planned Commencement Date of Dividend Payment: October 13, 2009

1. Consolidated Financial Results (February 1 –July 31, 2009)

(1) Performance

(¥ millions, rounded down, % figures denote year-on-year change)

	Net Sales		Operating Income		Ordinary Income		Net Income	
Six Months Ended July 31, 2009	26,258	－%	2,154	－%	2,180	－%	1,307	－%
Six Months Ended July 31, 2008	26,662	11.8%	2,118	39.8%	2,104	41.6%	1,363	51.9%

	Net Income per Share (¥)	Diluted Net Income Per Share (¥)
Six Months Ended July 31, 2009	65.30	－
Six Months Ended July 31, 2008	68.28	－

(2) Financial Position

	Total Assets	Net Assets	Equity Ratio (%)	Net Assets Per Share (¥)
At July 31, 2009	39,441	25,449	63.4	1,249.35
At January 31, 2009	38,407	24,324	62.3	1,195.45

Reference: Equity: ¥25.006 million (At July 31, 2009); ¥23.928 million (At January 31, 2009)

2. Cash Dividends

	Cash Dividends per Share (¥)				
	1Q	2Q	3Q	Year-end	Full-year
Year Ended January 31, 2009	－	23.00	－	32.00	55.00
Year Ending January 31, 2010	－	32.00			
Year Ending January 31, 2010 (Forecast)			－	32.00	64.00

(Note) Changes in dividend forecasts during the quarter under review: None

3. Forecast for the Year Ending January 31, 2010

(¥ millions, rounded down)

	Net Sales		Operating Income		Ordinary Income		Net Income		Net Income per Share (¥)
Year Ending January 31, 2010 (% figures denote year-on-year change)	56,000	5.5%	4,700	10.1%	4,700	9.5%	3,000	5.1%	149.88

(Note) Changes in projections during the quarter under review: Yes

4. Other

(1) Changes in material subsidiaries during the period (changes in specific subsidiaries affecting the scope of consolidation): No

(2) Application of simplified methods of accounting and accounting methods specific to the preparation of quarterly financial statements: Yes

For details, please refer to section 4 (page 6).of the “Qualitative Information Regarding Consolidated Business Results.”

(3) Changes in accounting principles, processes, presentation methods, etc., related to the preparation of quarterly consolidated financial statements (recorded in changes to important items that form the basis for preparation of quarterly consolidated financial statements)

1) Changes due to revisions to accounting standards, etc.: Yes

2) Changes other than 1): No

For details, please refer to section 4 of the “Qualitative Information Regarding Consolidated Business Results.”

(4) Number of outstanding shares (ordinary shares)

1) Number of shares outstanding at term-end (including treasury shares)
Six months ended July 31, 2009: 20,275,581
Year ended January 31, 2009: 20,275,581

2) Number of treasury shares at term-end
Six months ended July 31, 2009: 260,265
Year ended January 31, 2009: 259,777

3) Average number of shares during the period (cumulative figure for consolidated quarterly accounting period)
Six months ended July 31, 2009: 20,015,496
Six months ended July 31, 2008:19,972,721

Notes: Cautionary Statement Regarding Performance Forecasts

1. The forecasts and future projections stated in this report have been prepared on the basis of the information and assumption that shall be reasonable as of the date of announcement of this summary information, and the actual results could differ significantly from forecast figures depending on a variety of factors.
2. In the current consolidated fiscal year, the Company began applying the “Accounting Standard for Quarterly Financial Reporting” (Financial Accounting Standard No. 12) and the “Guidance on Accounting Standard for Quarterly Financial Reporting” (Financial Accounting Standard Implementation Guidance No. 14). The quarterly consolidated financial statements were also prepared in accordance with the “Regulations on Quarterly Consolidated Financial Statements.

Qualitative Information, Financial Statements and Other Data

1. Qualitative Information Regarding Consolidated Business Results

Overview of Performance

In the six-month period under review—the first two quarters of the year ending January 31, 2010—the Japanese economy was characterized by continued deterioration of corporate earnings due to the sharp economic downturn stemming from the global financial crisis. Meanwhile, weak personal consumption appeared to recover to some extent, showing signs of a partial leveling off, while the job market outlook still remained grim. The Pigeon Group suffered from problems including a reduction in distribution inventories in response to weak consumption, the rising cost of raw materials due to surging crude oil prices, and the increasing appreciation of the yen that started in the autumn of 2008 until the first quarter, but is now on a recovery track since these factors have leveled off.
Facing these conditions, the Pigeon Group entered the second year of its third medium-term business plan (the year ended January 2009 to the year ending January 2011), entitled "Becoming a Global Company: Challenges and Independence." Based on the plan's fundamental policies, we have set the following tasks for our respective businesses.

Baby and Child Care

Domestic Baby and Child Care Products: In this category, we will swiftly implement measures to strengthen existing businesses while nurturing new businesses, in conjunction with maintaining and perfecting our direct communications program. In these ways, we will hone our competitive edge in the market, while energizing and raising brand loyalty. We will also raise profitability by pursuing cost reductions across the board.

Overseas Business: We will prioritize the allocation of managerial resources to our overseas business, which we regard as a key growth driver for the Pigeon Group. Adopting appropriate marketing strategies, we will work to strengthen and broaden brand loyalty in overseas markets while actively expanding our presence in our existing markets. We will give particular attention to China, where we will further solidify our sales foundation and expand our production operations.

Child-Rearing Support Services: Here, we will upgrade our new personnel development system and broaden the scope of our services, with the aim of improving both personnel and service quality. At the same time, we will build an effective business operational infrastructure, steadily boost efficiency, and focus on highly profitable services to underpin growth. In the process, we will solidify our foundation for business expansion and improved profitability.

Healthcare

In this segment, we will strengthen our sales and marketing capabilities by making use of our Group-wide business operational infrastructure. Our plan is to consolidate nursing care products under the Habinurse brand, finish streamlining our product lineup, and steadily establish effective distribution channels in order to enhance the productivity and profitability of our existing businesses. Meanwhile, we will continue actively allocating managerial resources to nurture the new Recoup brand of anti-aging products. Initiatives here include upgrading our product lineup and expanding our network of Recoup sections in retail stores.

As a result of the aforementioned initiatives, the Group posted consolidated net sales of ¥26,258 million for the first two quarters (down 1.5% year-on-year). On the earnings side, operating income and ordinary income amounted to ¥2,154 million (up 1.7% year-on-year) and ¥2,180 million (up 3.6% year-on-year), respectively due to the following reasons: (1) an improved cost ratio exceeding the initial estimate as the results of aggressive price reductions and in-house production amid the continued increases in raw materials prices, (2) part of selling, general and administrative expenses falling below the estimated amount due to the performance of net sales, deferred execution period until the second half, etc., and (3) the yen becoming weaker than initially estimated, etc. Moreover, we reported an extraordinary loss of ¥380 million in allowance for doubtful accounts during the period. This was, as released on March 31, 2009, in response to a business partner filing for Civil Rehabilitation Act bankruptcy protection. Accordingly, net income for the second quarter amounted to ¥1,307 million (down 4.2% year-on-year).

The Pigeon Group has three main business segments: Baby and Child Care, Healthcare, and Others.

Baby and Child Care
In this segment, net sales and operating income amounted to ¥21,032 million (down 1.6% year-on-year) and ¥3,306 million (up 0.8% year-on-year), respectively.
This segment consists of three categories: Domestic Baby and Child Care Products, Overseas Business, and Child-Rearing Support Services.

Domestic Baby and Child Care Products: In this category, net sales remained stable as planned, as the effect of distribution inventory reduction in response to weak consumption settled down. In February 2009, we upgraded our lineup of breastfeeding-related products with the introduction of a chilled, sealed breastfeeding cap. In March, we unveiled two insect repellent products, Insect Repellent Stickers and Insect Repellent Spray for Clothing, which do not need to be directly applied to the skin. From May onward, we provided products that we have developed to support mothers in child-rearing. In addition, we focused on direct customer communication aimed at strengthening brand loyalty. As part of this program, we held 18 maternity events during the two-quarter period, attracting more than 1,300 participants. Meanwhile, the membership of our word-of-mouth community portal, “Pigeon Info” (which supports women during pregnancy, in childbirth, and when raising children) has risen steadily. Moreover, we concluded an exclusive domestic distribution agreement in June to sell products made by Mamas & Papas, a British company, in order to create new market opportunities. We are preparing mail-order catalogs to be published in February 2010.

Overseas Business: In this category, we had concerns about the impact of the global recession. Despite distribution inventory reductions having a slight effect, overseas sales on a local currency basis increased year-on-year, driven mainly by China and the United States. In China, the Ministry of Health of the People’s Republic of China and Pigeon (Shanghai) Co., Ltd., a consolidated subsidiary, opened Pigeon Breastfeeding Advice Offices in national hospitals and maternity hospitals as a joint project under the Chinese government’s campaign to promote breastfeeding and increase the breastfeeding rate. Pigeon Manufacturing (Shanghai) Co., Ltd., a consolidated subsidiary, commenced full-scale operation of a plant in Shanghai’s Qingpu Industrial Zone in January 2008 and made steady progress in the mass production of detergents and skincare products. In addition, our plan to build a second facility in preparation for further production growth is well underway.
In the United States, meanwhile, Lansinoh Laboratories, Inc., a consolidated subsidiary, acquired the sales rights for the Soothies brand from Puronyx, Inc. in January 2009. Here, our aim is to strengthen our business in the United States by upgrading our lineup of breastfeeding-related products and securing sales channels into hospitals. Lansinoh Laboratories, Inc. also commenced sales initiatives at its branch in Turkey in April.

Child-Rearing Support Services: In this category, we continued proactive sales initiatives, including in-company child-minding operations. In April 2009, we were entrusted with the operation of five additional daycare facilities. The number of children has increased steadily at our existing daycare facilities.

Healthcare
In this category, net sales and operating income amounted to ¥3,327 million (up 1.7% year-on-year) and ¥133 million (up 3.6% year-on-year), respectively. With respect to the Recoup brand of anti-aging products, launched in August 2007, we held talk shows hosted by Yoshiko Kayama, the face of our brand, and distributed live video of her introducing our products in order to raise brand recognition. We will continue our ranging business development activities, including through the use of events, posters, and dedicated catalogs. In addition, we have been setting up Recoup sections in specialist retail outlets. We now have such sections in around 200 locations. During the period, we added a number of new products to our line of supporters (which reduce strain) which has been popular since its launch: Recoup supporters for the wrist, the elbow and the whole body. These include functional walking-support socks and functional walking-support shoes which support people whose bodily functions or physical abilities have deteriorated with their sole and insole structures. Going forward, we will work swiftly to broaden product development and secure new sales channels.

Others
In this category, net sales and operating income amounted to ¥1,899 million (down 5.9% year-on-year) and ¥326 million (up 20.5% year-on-year), respectively. During the period, in order to upgrade our product lineup, we launched a delicious folic acid nutritional supplement in chewable form for women who are pregnant or breastfeeding. However, Pigeon Will Co., Ltd., a consolidated subsidiary that makes and sells maternity undergarments, reported a year-on-year sales decline due to weakened consumer sentiment.

2. Qualitative Information Regarding Consolidated Financial Position

At July 31, 2009, total assets amounted to ¥39,441 million, up ¥1,033 million from January 31, 2009. Major components included an increase in cash and time deposits together with inventories and a decrease in notes and accounts receivable.
Total liabilities amounted to ¥13,991 million, down ¥91 million from January 31, 2009. Major factors included an increase in notes and accounts payable and a decline in short-term borrowings.
Net assets amounted to ¥25,449 million, up ¥1,124 million from January 31, 2009. Major components included an increase in retained earnings and foreign exchange adjustments.

3. Qualitative Information Regarding Consolidated Performance Forecasts

The year ending January 2010 is the second year of the Group’s third medium-term business plan, entitled “Becoming a Global Company: Challenges and Independence.” We will make steady progress in handling important tasks for our respective businesses and work to achieve our goals. With regards to the performance forecasts for the year ending January 2010 released on March 6, 2009, operating income and ordinary income have been revised to ¥4,700 million (up 6.8% compared to the previous forecast) and ¥4,700 million (up 8.0% compared to the previous forecast), respectively as of August 28, 2009 in consideration of the performance of the first two quarters of the year ending January 2010.

4. Other

(1) Major changes among subsidiaries (scope of consolidation) during period

Not applicable.

(2) Simplified accounting method or special method for preparing quarterly consolidated financial statements adopted

1) Simplified Accounting Method

- Valuation of inventory assets

  The value of inventories at the end of the period under review is based on rational calculation, using physical inventories at the end of the previous fiscal year, rather than physical inventories at the end of the period under review. The Company has reduced the book price of certain inventory assets that were clearly deemed to be declining in profitability, after estimating the net selling value of such assets.

- Method of calculating depreciation of fixed assets

  Depreciation of fixed assets for which the declining-balance method is used is calculated by dividing the amount for the entire fiscal year into quarters.

- Determining recoverability of deferred tax assets

  In determining the recoverability of deferred tax assets, the operating performance forecasts and tax planning methods used during and prior to the fiscal year ended January 31, 2009, were applied in the period under review, as no significant changes in the operating environment or sudden and significant changes in conditions were recognized.

2) Special accounting treatment applied in preparation of quarterly financial statements

Not applicable

(3) Change in accounting methods related to preparation of quarterly financial statements

1) Effective the fiscal year under review, the Company has applied “Accounting Standard for Quarterly Financial Reporting and its Implementation Guidance” (ASBJ Statement No. 12 issued March 14, 2007) and “Guidance on Accounting Standard for Quarterly Financial Reporting” (ASBJ Guidance No. 14 issued March 14, 2007). The Company also prepares its quarterly consolidated financial statements according to “Regulations for Quarterly Consolidated Financial Statements.”

2) Previously, inventories held for sale in the ordinary course of business were measured primarily at cost, determined by the average method, while inventories held by consolidated subsidiaries were valued at cost, determined by the last purchase price method. Effective the first quarter ended April 2009, however, the Company has applied “Accounting Standard for Measurement of Inventories” (ASBJ Statement No. 9, issued July 5, 2006). Accordingly, such inventories are measured primarily at cost, determined by the average method (on Balance Sheets inventories shall be carried at the net selling value, regarded as decreased profitability). The effect of this change on the Company’s income statements was minimal.

3) Effective the first quarter ended April 2009, the Company has applied “Practical Solution on Unification of Accounting Policies Applied to Foreign Subsidiaries for the Consolidated Financial Statements” (ASBJ Practical Issues Task Force No. 18, issued May 17, 2006), and made the necessary adjustments to its consolidated results accordingly. The effect of this change on the Company’s income statements was minimal.

5. Quarterly Consolidated Financial Statement
(1) Consolidated Quarterly Balance Sheets

(Thousands of yen)

	At July 31, 2009	At January 31, 2009
ASSETS		
I. Current Assets:		
Cash and time deposits	6,828,177	5,972,743
Notes and accounts receivable	9,295,581	10,118,834
Goods and products	3,963,398	3,636,721
Goods in process	36,068	33,934
Raw material and inventory goods	1,219,706	970,523
Other current assets	1,257,200	952,842
Allowance for doubtful accounts	(128,514)	(54,731)
Total Current Assets	**22,471,618**	**21,630,868**
II. Fixed Assets:		
1. Tangible Fixed Assets:		
Buildings and structures	4,442,262	4,541,669
Land	5,903,459	5,879,913
Other tangible fixed assets	3,307,435	2,886,779
Total Tangible Fixed Assets	**13,653,158**	**13,308,362**
2. Intangible Fixed Assets:		
Goodwill	684,920	816,244
Other intangible fixed assets	649,595	728,708
Total Intangible Fixed Assets	**1,334,516**	**1,544,953**
3. Investments and Other Assets:		
Other	2,374,322	1,928,369
Allowance for doubtful accounts	(392,338)	(4,577)
Total Investments and Other Assets	**1,981,983**	**1,923,791**
Total Fixed Assets	**16,969,658**	**16,777,107**
Total Assets	**39,441,277**	**38,407,976**

	At July 31, 2009	At January 31, 2009
		(Thousands of yen)
LIABILITIES		
I. Current Liabilities:		
Notes and accounts payable	5,059,451	4,674,216
Short-term borrowings	1,608,185	1,819,680
Income taxes payable	500,882	426,442
Accrued bonuses to employees	540,344	522,731
Returned goods adjustment reserve	74,698	74,302
Other current liabilities	3,554,791	3,726,139
Total Current Liabilities	**11,338,352**	**11,243,512**
II. Long-Term Liabilities:		
Long-term borrowings	1,224,800	1,319,680
Employees' retirement benefits	256,955	252,065
Retirement benefits for directors and corporate auditors	288,035	287,840
Other long-term liabilities	883,812	980,288
Total Long-Term Liabilities	**2,653,603**	**2,839,874**
Total Liabilities	**13,991,956**	**14,083,386**
NET ASSETS		
I. Shareholder's Equity:		
Capital stock	5,199,597	5,199,597
Additional paid-in capital	5,180,246	5,180,246
Retained earnings	16,151,545	15,484,915
Treasury stock	(444,123)	(442,935)
Total Shareholders' Equity	**26,087,266**	**25,421,824**
II. Valuation and Translation Adjustments:		
Net unrealized gains (losses) on securities	13,835	(251)
Foreign currency translation adjustment	(1,094,843)	(1,493,521)
Total Valuation and Translation Adjustments	**(1,081,007)**	**(1,493,773)**
III. Minority Interests	**443,063**	**396,538**
Total Net Assets	**25,449,321**	**24,324,589**
Total Liabilities, Minority Interests and Net Assets	**39,441,277**	**38,407,976**

(2) Consolidated Quarterly Statements of Income

(Thousands of yen)

	Six Months Ended July 31, 2009
I. Net Sales	**26,258,759**
II. Cost of Sales	**16,114,857**
Gross profit	**10,143,901**
Reversal of reserve for returned products	76,526
Transfer to reserve for returned products	74,518
Adjusted gross profit	**10,145,909**
III. Selling, General and Administrative Expenses	**7,991,305**
Operating Income	**2,154,604**
IV. Other Income:	
Interest income	16,843
Rental income	60,517
Equity in earnings of nonconsolidated subsidiaries and affiliates	23,022
Refund of consumption tax	60,058
Other	51,811
Total Other Income	**212,253**
V. Other Expenses:	
Interest expense	31,834
Sales discounts	98,097
Rental income-related costs	40,505
Other	16,301
Total Other Expenses	**186,739**
Ordinary Income	**2,180,118**
VI. Extraordinary Income:	
Gain on sales of property	4,466
Other	278
Total Extraordinary Income	**4,744**
VII. Extraordinary Loss:	
Loss on sales of property	**3,074**
Loss on disposal of property	12,744
Transfer to allowance for doubtful accounts	380,838
Other	6,732
Total Extraordinary Loss	**403,388**
Income before Income Taxes	**1,781,475**
Income Taxes	610,611
Adjustment for Corporate Tax	(197,833)
Total Corporate Income Tax	412,777
Less: Minority Interest in Net Income of Consolidated Subsidiaries	61,562
Net Income	**1,307,135**

(3) Consolidated Quarterly Statements of Cash Flows

(Thousands of yen)

	Six Months Ended July 31, 2009
I. Cash Flows from Operating Activities:	
Income before income taxes	1,781,475
Depreciation	705,348
Amortization of goodwill	157,473
Increase (decrease) in allowance for doubtful accounts	460,178
Increase (decrease) in accrued bonuses to employees	16,740
Increase (decrease) in employees' retirement benefits	4,889
Increase (decrease) in directors' retirement benefits	195
Interest and dividend income	(17,803)
Equity in (earnings) losses of nonconsolidated subsidiaries and affiliates	(23,022)
Interest expense	31,834
Loss (Gain) on sale of fixed assets	(1,392)
Loss on disposal of fixed assets	12,744
Decrease (increase) in trade receivables	1,039,662
Decrease (increase) in inventories	(470,275)
Increase (decrease) in trade payables	265,024
Increase (decrease) in account payables	(3,531)
Increase (decrease) in consumption tax payable	(6,289)
Decrease (increase) in bankruptcy claims	(397,603)
Other	(536,061)
Subtotal	**3,019,586**
Interest and dividends received	19,389
Interest paid	(33,438)
Income taxes paid	(540,538)
Net Cash Provided by Operating Activities	**2,464,998**
II. Cash Flows from Investing Activities:	
Acquisition of property, plant and equipment	(696,297)
Proceeds from sales of property, plant and equipment	7,269
Acquisition of intangible assets	(110,193)
Payment to life insurance fund for directors	(4,597)
Proceeds from cancelation of life insurance fund for directors	20,774
Loans advanced	(1,385)
Collection of loan receivables	974
Payment for lease deposits	(10,244)
Proceeds from recovery of lease deposits	26,828
Other	(10,478)
Net Cash Used in Investing Activities	**(777,350)**
III. Cash Flows from Financing Activities:	
Proceeds from short-term debt	2,452,038
Repayment of short-term debt	(2,679,912)
Repayment of long-term debt	(111,840)
Payment of cash dividends	(639,019)
Payment of cash dividends to minority shareholders	(50,393)
Acquisition of treasury stock	(1,187)
Net Cash Used in Financing Activities	**(1,030,314)**
IV. Effect of Exchange Rate Changes on Cash and Cash Equivalents	**198,100**
V. Net Change in Cash and Cash Equivalents	**855,433**
VI. Cash and Cash Equivalents at Beginning of the Period	**5,972,743**
VII. Cash and Cash Equivalents at End of the Period	**6,828,177**

6. Segment Information

(1) Performance by Business Segment

Six Months Ended July 31, 2009 (¥ thousands)

	Baby and child care	Healthcare	Others	Total	Eliminations or corporate	Consolidated
Sales						
(1) Sales to outside customers	21,032,063	3,327,021	1,899,674	26,258,759	—	26,258,759
(2) Intersegment sales	—	—	—	—	(—)	—
Total	21,032,063	3,327,021	1,899,674	26,258,759	(—)	26,258,759
Operating income	3,306,130	133,189	326,014	3,765,334	(1,610,729)	2,154,604

Notes:

1. The Company's business is segmented for internal control purposes.
2. Main products/services of each segment are shown below.

Segment	Main products/services
Baby and child care	Breastfeeding and weaning products, skincare products, child-rearing support services, other
Healthcare	Nursing-care products, nursing-care support services, other
Others	Women's care products (supplements, maternity products, etc.), wet tissues, other

(2) Performance by Geographic Region

Six Months Ended July 31, 2009 (¥ thousands)

	Japan	East Asia	Others	Total	Eliminations or corporate	Consolidated
Sales						
(1) Sales to outside customers	19,113,703	4,878,172	2,266,883	26,258,759	-	26,258,759
(2) Intersegment sales	1,053,975	1,071,763	-	2,125,738	(2,125,738)	-
Total	20,167,679	5,949,936	2,266,883	28,384,498	(2,125,738)	26,258,759
Operating income	2,642,931	1,100,509	165,377	3,908,818	(1,754,214)	2,154,604

Notes:

1. Segmentation of countries and regions is based on geographic proximity.
2. Major countries and regions are as follows:
   East Asia: Singapore, Thailand, China
   Other: United States, etc.

(3) Oversea Sales

Six Months Ended July 31, 2009 (¥ thousands)

	East Asia	North America	Middle East	Other	Total
Overseas sales	5,295,648	1,912,095	584,970	725,870	8,518,584
Consolidated net sales	—	—	—	—	26,258,759
Share of overseas sales in consolidated net sales (%)	20.1	7.3	2.2	2.8	32.4

Notes:

1. Segmentation of countries and regions is based on geographic proximity.
2. Major countries and regions are as follows:
   (1) East Asia: China, South Korea, Singapore, etc.
   (2) North America: United States, Canada, etc.
   (3) Middle East: United Arab Emirates, etc.
   (4) Other: Panama, United Kingdom, South Africa, etc.
3. Overseas sales refer to sales in countries or regions outside of Japan reported by the Company and its consolidated subsidiaries.

[Reference: Segment Information for the Previous Period]

(1) Performance by Business Segment

Six Months Ended July 31, 2008 (¥ thousands)

	Baby and child care	Healthcare	Others	Total	Eliminations or corporate	Consolidated
Sales						
(1) Sales to outside customers	21,373,266	3,271,430	2,017,829	26,662,527	—	26,662,527
(2) Intersegment sales	—	—	—	—	(—)	—
Total	21,373,266	3,271,430	2,017,829	26,662,527	(—)	26,662,527
Operating income	3,279,849	128,589	270,461	3,678,899	(1,560,602)	2,118,297

Notes:

1. The Company's business is segmented for internal control purposes.
2. Main products/services of each segment are shown below.

Segment	Main products/services
Baby and child care	Breastfeeding and weaning products, skincare products, child-rearing support services, other
Healthcare	Nursing-care products, nursing-care support services, other
Others	Women's care products (supplements, maternity products, etc.), wet tissues, other

(2) Performance by Geographic Region

Six Months Ended July 31, 2008 (¥ thousands)

	Japan	East Asia	Others	Total	Eliminations or corporate	Consolidated
Sales						
(1) Sales to outside customers	19,471,430	4,816,009	2,375,087	26,662,527	-	26,662,527
(2) Intersegment sales	885,139	1,359,919	-	2,245,058	(2,245,058)	-
Total	20,356,569	6,175,929	2,375,087	28,907,585	(2,245,058)	26,662,527
Operating income	2,360,527	1,144,111	269,446	3,774,085	(1,655,788)	2,118,297

Notes:

1. Segmentation of countries and regions is based on geographic proximity.
2. Major countries and regions are as follows:
   East Asia: Singapore, Thailand, China
   Other: United States, etc.

(3) Oversea Sales

Six Months Ended July 31, 2008 (¥ thousands)

	East Asia	North America	Middle East	Other	Total
Overseas sales	5,194,491	1,976,729	674,735	914,956	8,760,912
Consolidated net sales	—	—	—	—	26,662,527
Share of overseas sales in consolidated net sales (%)	19.5	7.4	2.5	3.5	32.9

Notes:

1. Segmentation of countries and regions is based on geographic proximity.
2. Major countries and regions are as follows:
   (1) East Asia: China, South Korea, Singapore, etc.
   (2) North America: United States, Canada, etc.
   (3) Middle East: United Arab Emirates, etc.
   (4) Other: United Kingdom, Australia, South Africa, etc.
3. Overseas sales refer to sales in countries or regions outside of Japan reported by the Company and its consolidated subsidiaries.