## Pigeon Corporation (TSE: 7956)

Price (as of March 31, 2023): $¥ 2,049$ (retroactively adjusted) P/E (forward): 30.3 EPS (CE): $¥ 67.70$
Sector: Manufacturing of baby and mother care products
The accounting standard for revenue recognition has been changed from FY 2021/12. See the notes for details.

| Fundamentals | March. 2023 |
| :---: | :---: |
| Market Cap ( $\ddagger$ M ) | 249,268 |
| PE Forward (times) | 30.3 |
| Dividend Yield (\%) | - |
|  | March. 2023 |
| Net Sales ( $¥ \mathrm{M}$ ) | 23,613 |
| Operating Income ( $¥ \mathrm{M}$ ) | 3,404 |
| Net Income ( $¥ \mathrm{M}$ ) | 2,438 |
|  | March. 2023 |
| Total Assets ( $¥ \mathrm{M}$ ) | 101,034 |
| Total Shareholders' Equity ( $¥ \mathrm{M}$ ) | 67,617 |
| Interest-Bearing Debt ( $¥ \mathrm{M}$ ) | 90 |
| Retained Earnings ( $¥ \mathrm{M}$ ) | 58,624 |
| Key Financial Indicators | March. 2023 |
| Gross Profit/Net Sales (\%) | 48.7 |
| Operating Income/Net Sales (\%) | 14.4 |
| Net Income/Net Sales (\%) | 10.3 |
| SG\&ANet Sales (\%) | 34.2 |
| Equity Ratio (\%) | 74.5 |
| Segment Information | March. 2023 |
| Japan Business ( $¥ \mathrm{M}$ ) | 8,873 |
| China Business ( $¥ \mathrm{M}$ ) | 8,600 |
| Singapore Business ( $¥ \mathrm{M}$ ) | 3,491 |
| Lansinoh Business ( $¥ \mathrm{M}$ ) | 4,538 |
| Shareholder Profile | Dec. 2022 |
| Financial Institutions (\%) | 37.3 |
| Individuals and Others (\%) | 13.9 |
| Non-Japanese Corporations (\%) | 42.4 |
| Japanese Corporations (\%) | 4.9 |
| Treasury Stock (\%) | 1.6 |
| Government and Public Bodies (\%) | 0.0 |
| Note : "Shareholder Profile" is rounded to the first decimal place. |  |
| Stock Data | Dec. 2022 |
| Number of Shares Outstanding | 121,653,486 |
| Number of Shareholders | 22,970 |

## Business Profile

Pigeon has the top share in baby and mother care products in Japan. Previously, this report consisted of information from six Group reporting segments: the Domestic Baby \& Mother Care Business, Child Care Service Business, Health \& Elder Care Business, China Business, Singapore Business, and Lansinoh Business. However, from the consolidated first quarter of FY 2020, the Japan Business segment aggregates the manufacturing and sales business conducted outside the Group by domestic subsidiaries included in the segments of Domestic Baby \& Mother Care Business, Child Care Service Business, Health \& Elder Care Business, and Other. As a result, this report now consists of four segments.

## Performance Overview (1st Quarter)

Business results during the consolidated first quarter under review were mixed. Net sales, led by the China Business and Lansinoh Business, and buoyed by impacts such as yen depreciation, grew to $¥ 23,613$ million (up $8.7 \%$ YOY). In earnings, higher revenues boosted income and gross profit margin improved by 0.4 points. Operating income rose to $¥ 3,404$ million (up $13.7 \%$ YOY), but ordinary income slipped to $¥ 3,791$ million (down $4.5 \%$ YOY) and net income attributable to owners of parent retreated to $¥ 2,438$ million (down $6.9 \% \mathrm{YOY}$ ).

## Forecast

A: Actual; CE: Company Estimate Currency exchange rate for 2023(CE): $\$ 1=¥ 130.00$

|  | $¥$ Million |  |  | \$ Thousand |
| :--- | ---: | ---: | ---: | ---: |
|  | $\mathbf{2 0 2 3 / 1 2 ( A )}$ <br> Q1 | $\mathbf{2 0 2 2 / 1 2 ( A )}$ <br> Full-year | 2023/12 (CE) <br> Full-year * | 2023/12 (CE) <br> Full-year * |
|  | $\mathbf{2 3 , 6 1 3}$ | 94,921 | 100,000 | 769,231 |
|  | $\mathbf{3 , 4 0 4}$ | 12,195 | 12,400 | 95,385 |
| Net Income | $\mathbf{2 , 4 3 8}$ | 8,581 | 8,100 | 62,308 |


|  | $\neq$ |  |  | $\$$ |
| :--- | ---: | ---: | ---: | ---: |
|  | 2023/12(A) <br> Q1 | 2022/12(A) <br> Full-year | 2023/12 (CE) <br> Full-year | 2023/12 (CE) <br> Full-year |
| EPS | $\mathbf{2 0 . 3 8}$ | 71.72 | 67.70 | 0.52 |
| Cash Dividend per Share |  | 76.00 | 76.00 | 0.58 |

Note:
The Group has applied the Accounting Standard for Revenue Recognition (ASBJ Statement No. 29; March 31, 2020; hereinafter, "Accounting Standard for Revenue Recognition") from the beginning of the previous consolidated fiscal year under review. In accordance with the Accounting Standard for Revenue Recognition, when control of a promised good or service is transferred to the customer, revenue will be recognized at the amount expected to be received in exchange for the good or service.

## Strengths

- Japanese baby and mother care products brand well known in the world.
- Number one baby products brand in Japan, China and growing in emerging markets.
- Number one breastfeeding products brand in US and Europe (Lansinoh brand)

Summary Financial Data
*1 Years ended Dec. 31 *2 Three months ended March 31
*3 The previous revenue recognition standard *4 The new revenue recognition standard

| Profit and Loss | $\ddagger$ Million |  |  | \$ Thousand | YOY Change (\%) | $\ddagger$ Million |  | \$ Thousand | Yor Change (\%) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $2020{ }^{* 1,{ }^{\prime \prime}}$ | $2021{ }^{* 1, * 4}$ | $2022{ }^{* 1,{ }^{*} 4}$ | 2022 ${ }^{* 1,,^{*}}$ |  | $2022^{* 2,4}$ | $2023{ }^{* 2,4}$ | $2023{ }^{* 2,4}$ |  |
| Net Sales | 99,380 | 93,080 | 94,921 | 716,980 | 2.0 | 21,714 | 23,613 | 178,359 | 8.7 |
| Cost of Sales | 49,459 | 49,008 | 50,087 | 378,329 | 2.2 | 11,243 | 12,122 | 91,563 | 7.8 |
| Gross Profit | 49,929 | 44,072 | 44,834 | 338,651 | 1.7 | 10,470 | 11,490 | 86,789 | 9.7 |
| SG\&A Expenses | 34,605 | 30,735 | 32,638 | 246,529 | 6.2 | 7,475 | 8,086 | 61,077 | 8.2 |
| Operating Income | 15,316 | 13,336 | 12,195 | 92,114 | (8.6) | 2,994 | 3,404 | 25,712 | 13.7 |
| Other Income (Loss) | 798 | 1,312 | 1,269 | 9,585 | (3.3) | 976 | 386 | 2,916 | (60.5) |
| Ordinary Income | 16,113 | 14,648 | 13,465 | 101,707 | (8.1) | 3,971 | 3,791 | 28,635 | (4.5) |
| Extraordinary Income (Loss) | (277) | $(1,117)$ | (322) | $(2,432)$ | (71.2) | (16) | (4) | (30) | (75.0) |
| Net Income Attributable to Non-controlling Interests | 216 | 193 | 179 | 1,352 | (7.3) | 63 | 52 | 393 | (17.5) |
| Net Income Attributable to Owners of Parent | 10,643 | 8,785 | 8,581 | 64,816 | (2.3) | 2,617 | 2,438 | 18,415 | (6.8) |
| Profit and Loss | * |  |  | \$ | YOY Change (\% | ${ }^{\sharp}$ |  | \$ | YOY Change (\%) |
|  | $2020{ }^{* 1,{ }^{*}}$ | $2021{ }^{* 1,{ }^{*} 4}$ | $2022{ }^{* 1,{ }^{*} 4}$ | $2022^{* 1,{ }^{*} 4}$ |  | $2022^{2,{ }^{* 4}}$ | $2023{ }^{* 2,4}$ | $2023{ }^{*,{ }^{* 4}}$ |  |
| EPS | 88.93 | 73.44 | 71.72 | 0.5 | (2.3) | 21.88 | 20.38 | 0.2 | (6.9) |
| Cash Dividend per Share | 72.00 | 74.00 | 76.00 | 0.6 | 2.7 |  |  |  | - |
| Balance Sheet | $\ddagger$ Million |  |  | \$ Thousand | YOY Change (\%) | \# Million |  | \$ Thousand | Yor Change (\%) |
|  | $2020{ }^{* 1,{ }^{*}}$ | $2021{ }^{* 1,{ }^{*} 4}$ | $2022^{* 1,{ }^{*} 4}$ | 2022 ${ }^{* 1,{ }^{*} 4}$ |  | $2022{ }^{* 2,4}$ | $2023{ }^{* 2,4}$ | $2023{ }^{* 2,4}$ |  |
| Cash and Time Deposits | 37,163 | 35,218 | 34,283 | 258,955 | (2.7) | 34,283 | 28,042 | 211,814 | (18.2) |
| Notes and Accounts Receivable | 15,085 | 16,253 | 15,975 | 120,666 | (1.7) | 15,975 | 17,338 | 130,962 | 8.5 |
| Inventories | 11,376 | 12,706 | 15,318 | 115,704 | 20.6 | 15,318 | 17,161 | 129,625 | 12.0 |
| Tangible Fixed Assets | 23,262 | 27,093 | 30,132 | 227,600 | 11.2 | 30,132 | 31,865 | 240,690 | 5.8 |
| Intangible Fixed Assets | 2,957 | 2,572 | 2,308 | 17,433 | (10.3) | 2,308 | 2,129 | 16,081 | (7.8) |
| Total Assets | 93,472 | 98,042 | 101,733 | 768,434 | 3.8 | 101,733 | 101,034 | 763,154 | (0.7) |
| Notes and Accounts Payable | 4,757 | 4,087 | 5,066 | 38,266 | 24.0 | 5,066 | 5,546 | 41,891 | 9.5 |
| Interest-Bearing Debt |  |  | - |  |  |  | 90 | 680 | - |
| Total Net Assets | 72,625 | 76,810 | 79,952 | 603,913 | 4.1 | 79,952 | 78,608 | 593,761 | (1.7) |
| Total Shareholders' Equity | 70,020 | 70,062 | 69,706 | 526,520 | (0.5) | 69,706 | 67,617 | 510,741 | (3.0) |
| Equity Ratio (\%) | 74.8 | 75.4 | 75.4 | - | 0.0 | 75.4 | 74.5 | , | (1.2) |

## Corporate Data

## (As of December 31, 2022)

## Head Office

4-4, Nihonbashi-Hisamatsucho, Chuo-ku,
Tokyo 103-8480
TEL: +81-3-3661-4204 FAX: +81-3-3661-4320
https://www.pigeon.com/

## Established

August 15, 1957
Paid-in Capital
$¥ 5,199,597$ thousand

## Number of Employees

3,803 (Worldwide, Includes Part-time employees)
345 (Japan, Full-time employees)

## Fiscal Year-End

December 31

## Annual Shareholders' Meeting

End of March

## Stock Trading Unit

100 shares


## Inquiries

Business Strategy Division
Business Strategy Department
Business Strategy Section
https://ssl.pigeon.co.jp/investor/en/index.html

