

Supplementary Materials

for the Fiscal Year Ending April 30, 2018

September 2017 ITO EN, LTD.



2. 1Q Category Results (Non-consolidated)

(¥ million)

	First Quarter Total (May-July)									
	FYE Apr. 30, 2016			FYE Apr. 30, 2017			FYE Apr. 30, 2018			
	Sales Composition	YOY % Change		Sales Composition	YOY % Change		Sales Composition	YOY % Change		
Net Sales	101,898	100.0%	3.0%	102,600	100.0%	0.7%	107,243	100.0%	4.5%	
Tea Leaves	7,782	7.6%	5.4%	7,987	7.8%	2.6%	8,573	8.0%	7.3%	
Drinks	93,232	91.5%	2.6%	93,853	91.5%	0.7%	97,818	91.2%	4.2%	
Others	882	0.9%	17.2%	759	0.7%	-13.9%	851	0.8%	12.1%	
Breakdown of Drinks	Japanese Tea /Healthy Tea	51,558	50.6%	2.9%	52,707	51.4%	2.2%	54,925	51.2%	4.2%
	Chinese Tea	5,101	5.0%	13.8%	4,777	4.6%	-6.3%	5,261	4.9%	10.1%
	Vegetable	11,945	11.7%	-1.7%	11,762	11.5%	-1.5%	12,916	12.1%	9.8%
	Fruit	3,595	3.5%	-16.8%	3,104	3.0%	-13.7%	3,268	3.1%	5.3%
	Coffee	10,398	10.2%	24.3%	10,958	10.7%	5.4%	10,627	9.9%	-3.0%
	Black Tea	1,918	1.9%	-34.6%	886	0.9%	-53.8%	969	0.9%	9.3%
	Functional	1,991	2.0%	19.0%	2,235	2.2%	12.3%	2,281	2.1%	2.1%
	Mineral Water	2,695	2.6%	10.5%	3,687	3.6%	36.8%	3,114	2.9%	-15.6%
	Carbonated	3,274	3.2%	-7.2%	3,094	3.0%	-5.5%	3,887	3.6%	25.6%
	Others	755	0.8%	-9.5%	637	0.6%	-15.6%	565	0.5%	-11.3%

3. Products Information

Tea Leaves

Strengthening of sales for "Japanese Tea Day*" on October 1

* Established by ITO EN

Sep 25
Newly released

Dai-Cha-Kai (demonstration sales and tasting events of green tea) held by ITO EN employees
Drinking iced-water brewed was well received



Sep 25
Strengthening of sales to coincide with the season for *matcha* (autumn and winter)



Sep 25
Integration of "Premium Tea Bag Series" into the "Oicha" brand



Sep 18 Newly released
KEEP IN MY BOTTLE
Premium Rooibos Tea



7 Tea bags
¥250 (tax excluded)

Drinks

May 22~
Launch of new "Oicha"



Aug 21~
"Momiji (autumn color of maple leaves)" package



Sep 25
Continued sale of iced-water brewed tea highlighting the sweetness of *matcha* in autumn and winter



Sep 4~
Commencement of sale of hot beverages (Microwave-safe bottle)



ROOIBOS ルイボスティー

Sep 4 Relaunch

Performing strongly since its launch in 2013 (Caffeine-Free)



4. Corporate Information

Selected as a composite stock for the "MSCI Japan ESG Select Leaders Index"

- New ESG investment index developed by US-based MSCI
- One of the ESG indices announced on July 3 as being adopted by GPIF (Government Pension Investment Fund)

THE INCLUSION OF ITO EN, LTD. IN ANY MSCI INDEX, AND THE USE OF MSCI LOGOS, TRADEMARKS, SERVICE MARKS OR INDEX NAMES HEREIN, DO NOT CONSTITUTE A SPONSORSHIP, ENDORSEMENT OR PROMOTION OF ITO EN, LTD. BY MSCI OR ANY OF ITS AFFILIATES. THE MSCI INDEXES ARE THE EXCLUSIVE PROPERTY OF MSCI. MSCI AND THE MSCI INDEX NAMES AND LOGOS ARE TRADEMARKS OR SERVICE MARKS OF MSCI OR ITS AFFILIATES.



2017 Constituent
MSCI Japan ESG
Select Leaders Index

ITO EN Oi Ocha New Haiku Contest certified as a "beyond2020 Program"

- A haiku contest that has been held since 1989, and has had a cumulative total of over 30 million haikus submitted as of February 2017
- Participation opportunities have been provided to people worldwide including 81 other countries

* A government (Cabinet Secretariat Headquarters for the Promotion of the Tokyo Olympic and Paralympic Games) initiative looking beyond 2020 for providing a sense of unity throughout all of Japan in nationwide implementation by certifying and granting a logo mark to cultural programs that contribute to the creation of a legacy, proudly shown to the next generation and suitable of a mature society, through the utilization of regionally rich and diverse culture, which is one of Japan's strengths.



Promotion of the installation of environmentally friendly vending machines called "Vending Machines Equipped with Sheets Blended with Used Tea Leaves"

- Utilization of the "Used Tea Leaves Recycling System," an exclusive technology of ITO EN
(Recycling used tea leaves equivalent to those used in approximately 160 bottles of "Oi Ocha" (525ml) in each vending machine)



Main effects of Sheets Blended with Used Tea Leaves

- Antibacterial and deodorizing effect derived from green tea constituents such as catechin
- Mitigation of heat island phenomenon through corrugations and microporous surface



* Jointly developed with One Will CO., LTD. (head office: Yokohama-shi, Kanagawa) and Sunlock Co., Ltd. (head office: Osaka-shi, Osaka)



We Love Nature

The purpose of the materials you have received is to provide the means for a more thorough understanding of ITO EN and should not necessarily be regarded as a recommendation to invest. Furthermore, the data in these materials is based on what we believe is the most accurate information. However, please understand that even without advance notice, both past data and future forecasts may be revised.