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Monthly Sales Report, November FY2018

(From October 21, 2018 to November 20, 2018)

The following is monthly sales of Domestic Beverage Business (preliminary figures based on logistics package, compared to previous year).

	Feb.	Mar.	Apr.	Q1	May	Jun.	Jul.	Q2	H1
Bussiness days									
Number of bussiness days	22	20	23	65	20	23	22	65	130
Year-to-year change	+1	±0	±0	+1	△1	+1	±0	±0	+1
Volume of Sales (Percentage change from previous year)									
Coffee beverages	101.2%	92.1%	96.2%	96.4%	89.6%	95.8%	93.3%	92.9%	94.7%
Tea-flavored beverages	107.4%	105.2%	109.4%	107.4%	93.8%	100.1%	100.8%	98.4%	102.4%
Carbonated beverages	65.4%	103.9%	105.3%	96.4%	83.2%	83.4%	83.3%	83.3%	87.9%
Mineral water types	111.8%	111.3%	122.0%	116.2%	96.6%	106.0%	105.3%	103.1%	107.6%
Fruit beverages	88.6%	80.5%	82.0%	83.3%	64.9%	78.6%	76.3%	73.5%	77.5%
Sports drinks	83.0%	90.2%	104.2%	94.8%	75.3%	85.1%	97.7%	88.5%	90.2%
Drinkable preparations	98.8%	100.6%	101.5%	100.4%	88.6%	98.2%	93.4%	93.6%	96.4%
Other beverages	78.1%	105.0%	182.7%	116.2%	153.9%	169.9%	187.1%	170.1%	141.7%
Total	98.5%	95.5%	101.9%	98.9%	89.8%	96.2%	95.4%	93.9%	96.2%





	Aug.	Sep.	Oct.	Q3	Nov.	Dec.	Jan.	Q4	H2	Cumulative performance for this term
Bussiness days										
Number of bussiness days	20	23	21	64	22	22	17	61	125	255
Year-to-year change	+1	±0	△1	±0	+1	±0	△2	△1	△1	±0
Volume of Sales (Percentage change from previous year)										
Coffee beverages	88.2%	92.4%	91.0%	90.7%	97.7%					93.8%
Tea-flavored beverages	122.9%	96.9%	92.8%	104.7%	117.1%					104.5%
Carbonated beverages	99.2%	103.4%	94.8%	99.5%	139.0%					93.5%
Mineral water types	125.9%	117.3%	104.7%	117.8%	141.2%					113.1%
Fruit beverages	81.8%	74.4%	65.0%	74.2%	83.7%					76.8%
Sports drinks	172.2%	138.2%	82.6%	146.5%	112.6%					113.2%
Drinkable preparations	92.8%	92.5%	79.1%	88.4%	118.3%					95.6%
Other beverages	238.7%	149.0%	124.3%	155.8%	128.4%					143.7%
Total	104.9%	98.0%	92.1%	98.3%	106.0%					97.7%

Preliminary figures based on the latest data.

Where there is discrepancy between the preliminary and actual figures, corrections will be reflected the following monthly report.

Topics:

◆ Products, Vending Machines, International Business and CSR

Products			
Relaxing with Rilakkuma for 15 years DyDo DRINCO has launched a total of 12 new Rilakkuma-themed beverage packages featuring scenes from the leisurely lives of Rilakkuma and Korilakkuma!			
Product image	 © 2018 San-X Co., Ltd. All Rights Reserved.	 © 2018 San-X Co., Ltd. All Rights Reserved.	 © 2018 San-X Co., Ltd. All Rights Reserved.
Product name	RILAKKUMA-NO OCHA (Unsweetened Tea (Japanese))	RILAKKUMA-NO TENNENSUI (Water)	RILAKKUMA-NO TANSANSUI (Unsweetened Carbonated Water)
Quantity/price(exc. tax)	500ml/130 yen	500ml/105 yen	500ml/110 yen
Launch date	November 5		
Vending Machines			
Offering a “weekend treat” to 10,000 customers every week for 9 straight weeks DyDo DRINCO launches second part of promotional campaign on November 16, 2018 Customers who purchase drinks at vending machines can win appealing presents every Friday			
<p>On November 16, DyDo DRINCO launched the second part of a promotional campaign through its “DyDo Smile STAND” smartphone app in which it will give out coupons at the end of the week for use at Lawson convenience stores throughout Japan.</p> <p>Each week, 10,000 customers who earned points with the “DyDo Smile STAND” app by purchasing drinks at a “Smile STAND” vending machine will be chosen in a drawing and given coupons on Friday that can be exchanged for presents that make perfect weekend treats.</p> <p>In the promotion, we will give out coupons that can be exchanged for sweets and snacks at Lawson convenience stores nationwide as prizes in a drawing that customers can enter by purchasing a certain number of drinks at “Smile STAND” vending machines from November 16, 2018, to January 17, 2019.</p> <p>Going forward, DyDo will continue to embrace the challenge of creating new value that can be provided by vending machines that do more than just sell drinks.</p>			 
CSR			
Communicating the appeal of Aqua Metropolis Osaka through children’s drawings Installing a vending machine that communicates information about Aqua Metropolis Osaka in the Port of Fukushima (Hotarumachi Port)			
<p>On October 20, DyDo DRINCO installed a specially designed vending machine with the goal of furthering the Aqua Metropolis Osaka initiative, a project in which Osaka Prefecture and others are carrying out a variety of activities to restore the vitality of Osaka’s once-vibrant waterfront.</p> <p>The vending machine, which was designed in partnership with the Osaka Education and Culture Foundation, features 14 pictures drawn by elementary school students in Osaka with the theme of “Aqua Metropolis Osaka.” Working with Osaka Animation School, we used our vending machines’ audio functionality to play back recordings made by students who are training to become voice actors when drinks are purchased. In addition, plans call for using a portion of sales from the vending machine to revitalize the community in the area where it is located.</p> <p>Going forward, we will continue to help realize a rich and vibrant society as a company with deep connections to the local communities in which we do business.</p>			

▲ Expansion plan view of vending machine graphics

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*The next “Monthly Sales Report, December FY2018” is scheduled to be released on December 25, 2018