



Presentation Meeting for the Summary of Financial Results for the Six-Month Period of Fiscal Year Ending March 2012

Yutaka Kobayashi
President & COO
Kobayashi Pharmaceutical Co., Ltd.

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Today's Topics



1. Impact of the Great East Japan Earthquake

Restoration of disaster-affected Sendai Kobayashi
Pharmaceutical Co., Ltd.

Reconstruction assistance activities

2. Business Results for the 2Q and Future Measures by Segment

Consumer Products Business

Mail-order Business

Medical Devices Business

3. Growth Strategies of Overseas Business

Impact of the Great East Japan Earthquake - Cheer up! Sendai Kobayashi -



Resumption of Sendai Kobayashi



Steps for restoration

- March 11:** The Earthquake occurred.
Production line stopped.
- March 31:** Supply of water and electricity resumed.
- April 1:** Test production started one by one.
- April 7:** Production suspended again due to aftershock.
- April 14:** Production resumed.
- June:** Production of all categories returned to the normal operation.

Reconstruction assistance activities



- ¥300 Million Empathy Campaign (June 1 to March 31)

Donation of ¥1 per one product sold.

* Number of shipped products exceeded 150 million as of October 31.



● Reconstruction assistance activities in Higashi Matsushima City

- Donated a swimming pool to Yamoto Higashi Nursery Center (July 20)
- Cleaned 21 public restrooms with odor and sanitary problems at evacuation centers. (July 30)
- Around 1,100 children and parents joined in a community festival held by us. (July 31)



Donated a swimming pool to Yamoto Higashi Nursery Center.



Cleaned public restrooms of evacuation centers.
小林製薬株式会社



Community festival

Reconstruction assistance activities Future Plans



Reconstruction assistance activities in Ishinomaki City, Miyagi (November to December)



Distributed packs of household products of Kobayashi Pharmaceuticals Group at five temporary housing complexes in Ishinomaki City.

We deliver our convenient products to those who live in the temporary housing.

Active Assistance Project for Ishinomaki City Nursery Centers

(1) Christmas party with Netsusama

For 1,800 children at 11 nursery centers and kindergartens in the city

Events of making original air freshener, Kairo fishing, Christmas presents

(2) Cleaned the bathrooms



Business Results for the 2Q and Future Measures

– V Challenge –

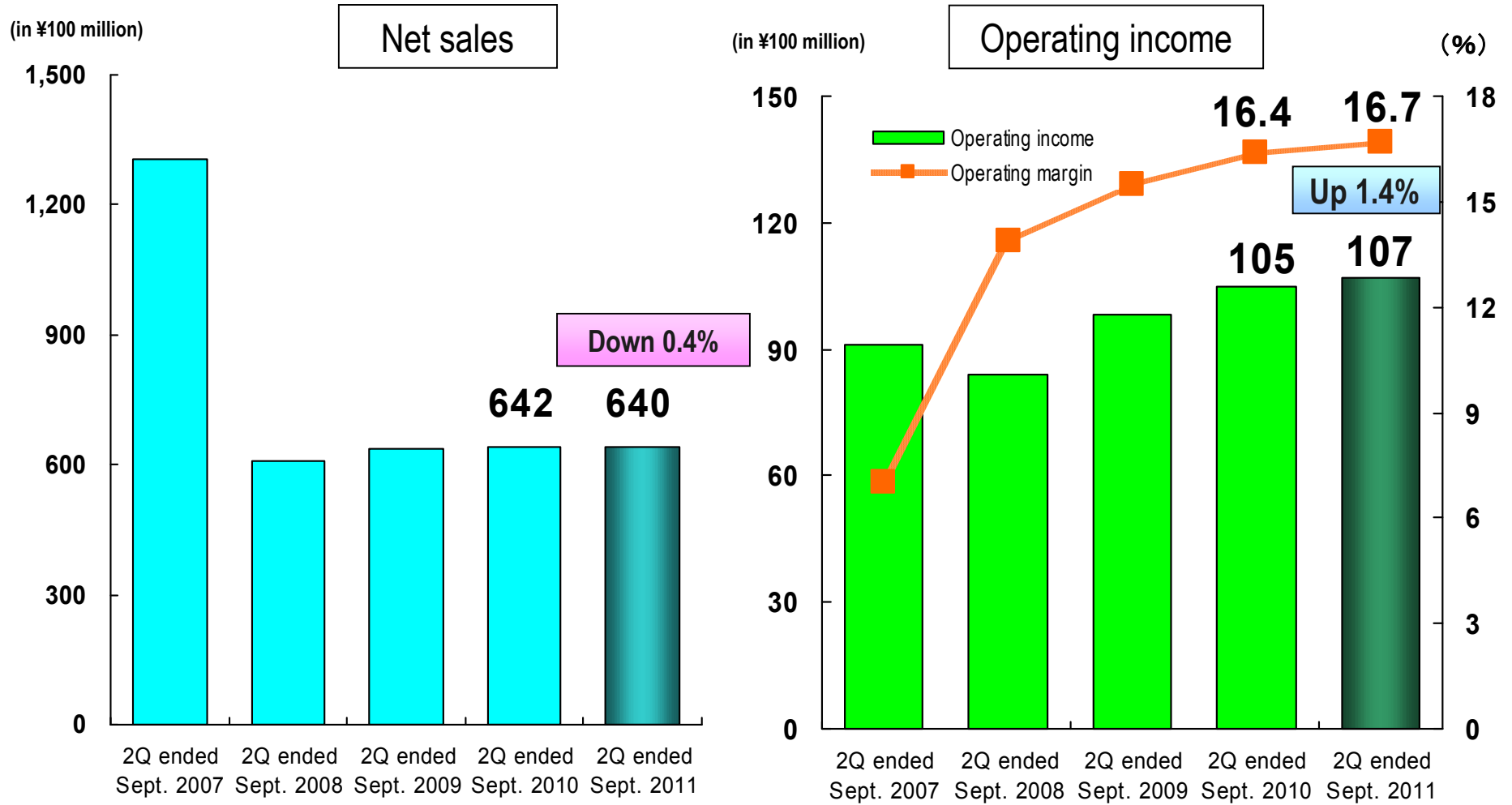
Highlight of Consolidated Business Results for Six-month period ended September 30



	Six-month period ended September 30, 2010		Six-month period ended September 30, 2011		Increase (decrease)	
	Amount	Margin	Amount	Margin	Amount	%
Net sales	Millions of yen 64,249	% —	Millions of yen 64,023	% —	Millions of yen (226)	(0.4)
Gross profit	37,348	58.1	37,956	59.3	607	1.6
Operating income	10,564	16.4	10,710	16.7	145	1.4
Ordinary income	10,503	16.3	10,961	17.1	458	4.4
Net income	6,275	9.8	6,150	9.6	(124)	(2.0)
EPS (yen)	153.23	—	150.19	—	(3.0)	(2.0)
Dividend per share (yen)	33	—	35	—	2	6.1

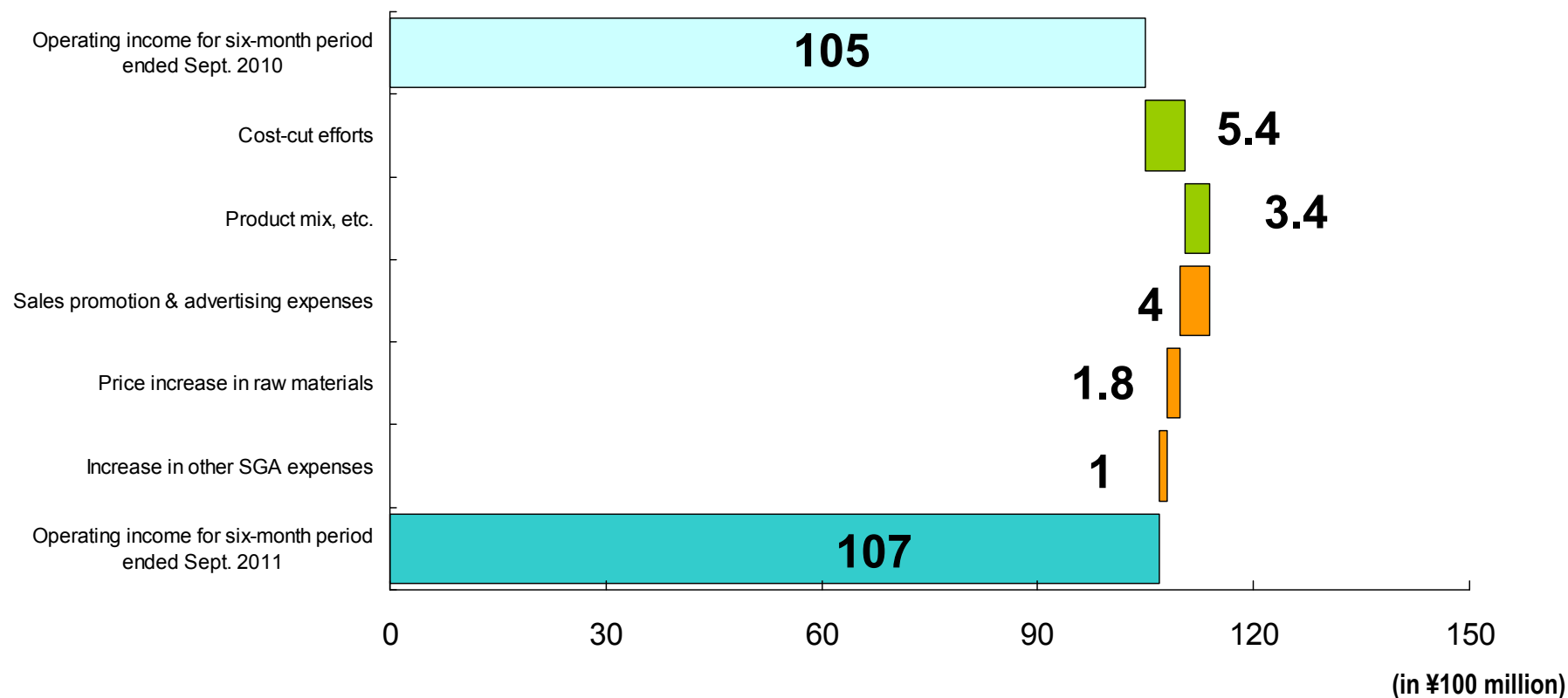
The performance resulted in decreased sales, but profits recorded all-time high with increased operating margin and ordinary income ratio to sales.

Trend of Consolidated Results



Since the 4th quarter of FY ended March 2008, the wholesale business has been excluded from the scope of consolidation. The new accounting standards have been applied since FY ended March 2009. (Loss on disposal of inventory is included in cost of sales.)

Increase (Decrease) in Operating Income

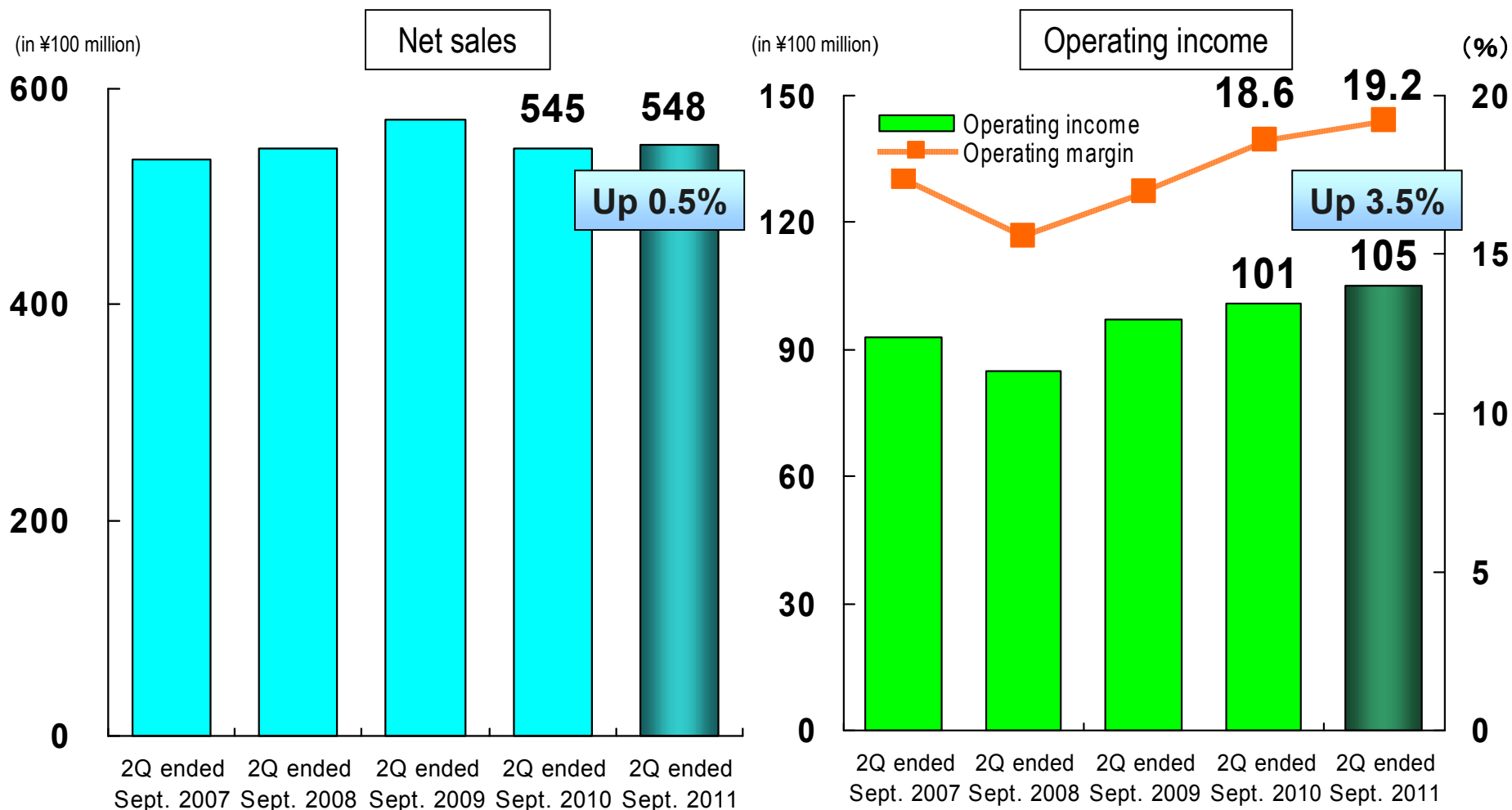


Operating profit increased ¥150 million (up 1.4%) due to decreased production costs in addition to higher composition rates of more profitable products.



Consumer Products Business

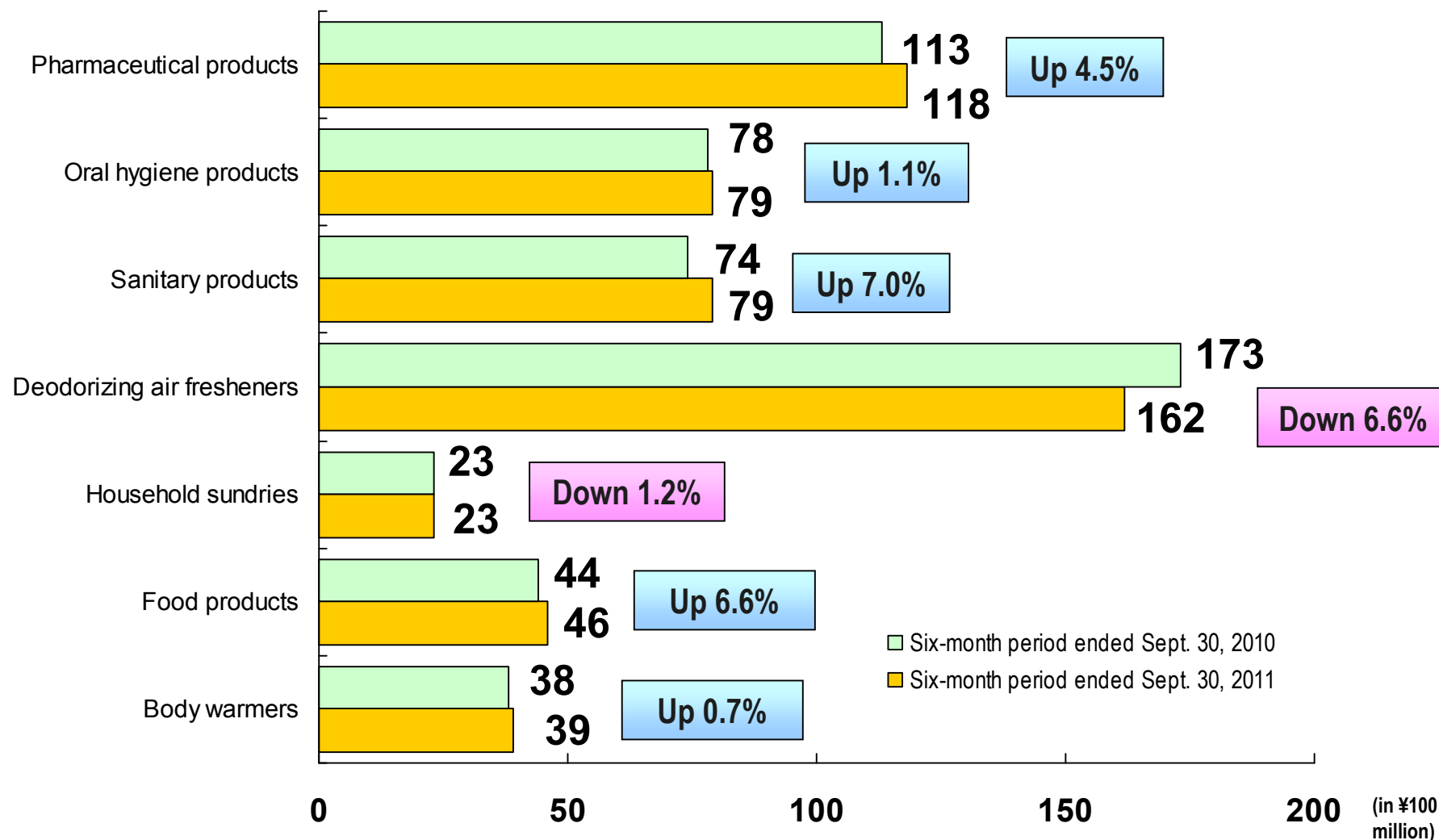
Trend of Net Sales and Operating Income



Mail-order business became an independent segment in FY ended March 2010.

Operating margin rose to over 19%.

Sales by Product Category



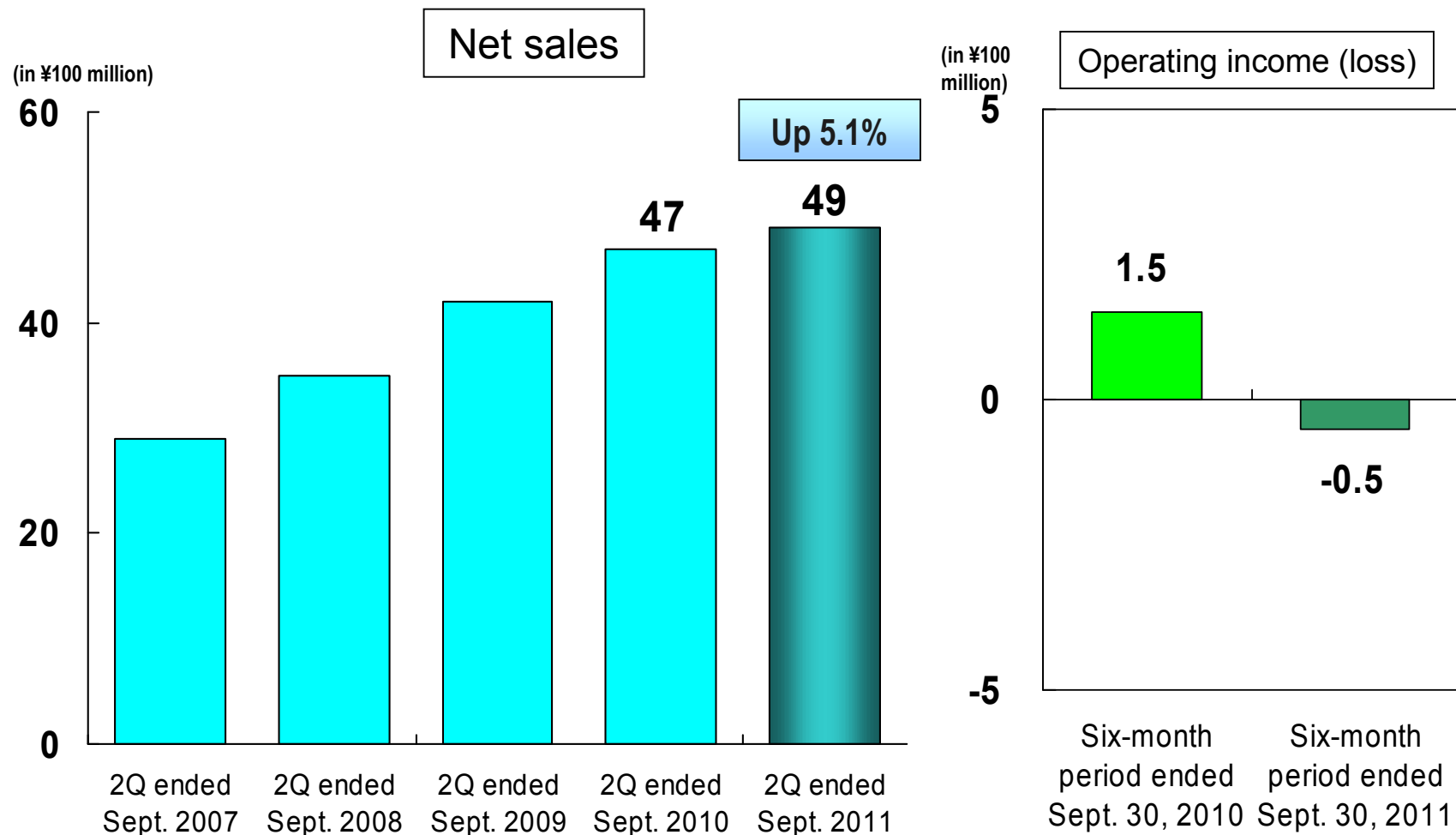
Healthcare domain such as pharmaceutical products and oral hygiene products showed robust growths. Sales of Deodorizing air fresheners fell 6.6%.



Mail-Order Business

*** New business segment starting
from FY ended March 2011**

Trend of Net Sales and Operating Income (Loss)



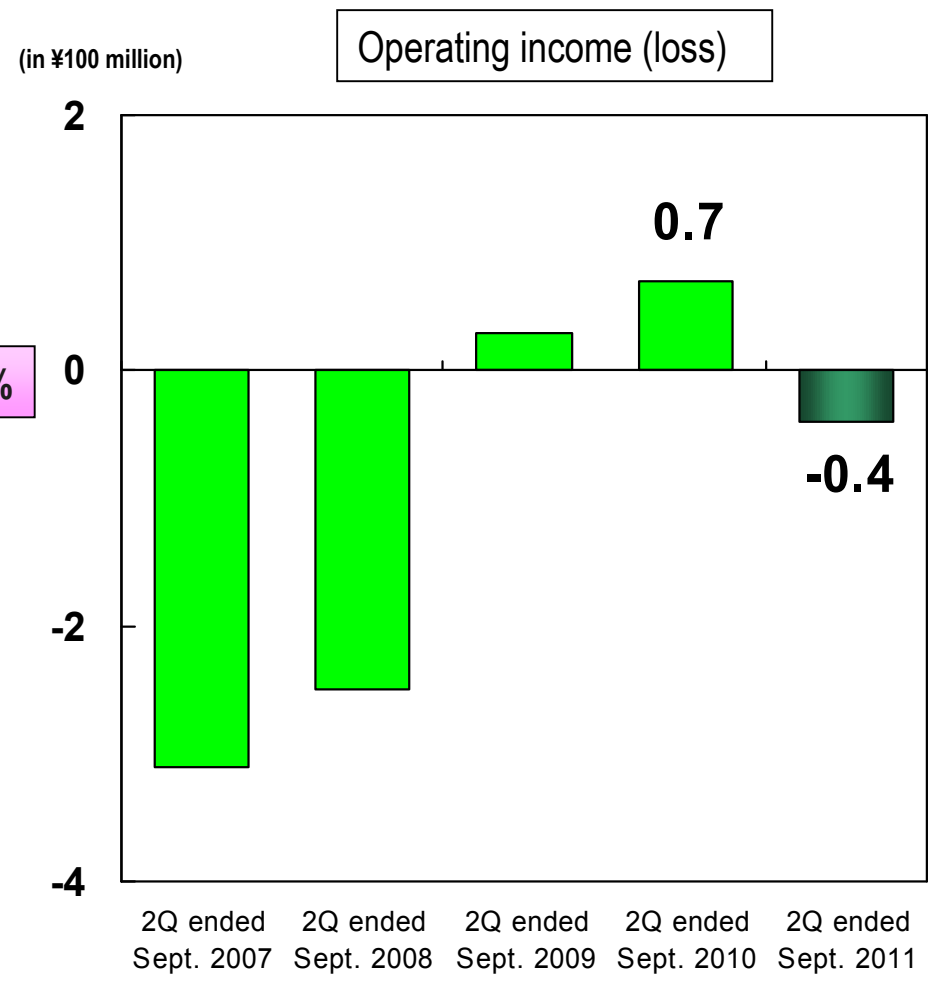
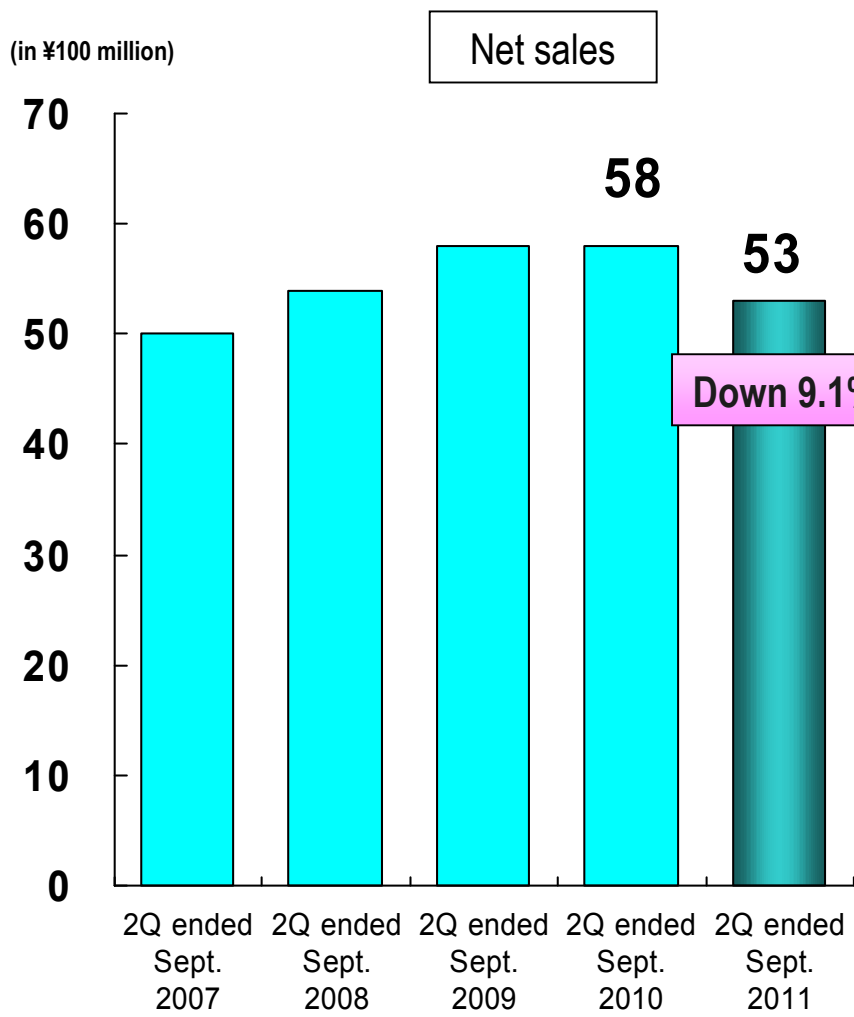
Net sales grew steadily due to an increase in customers reflecting our advertising investments, etc.



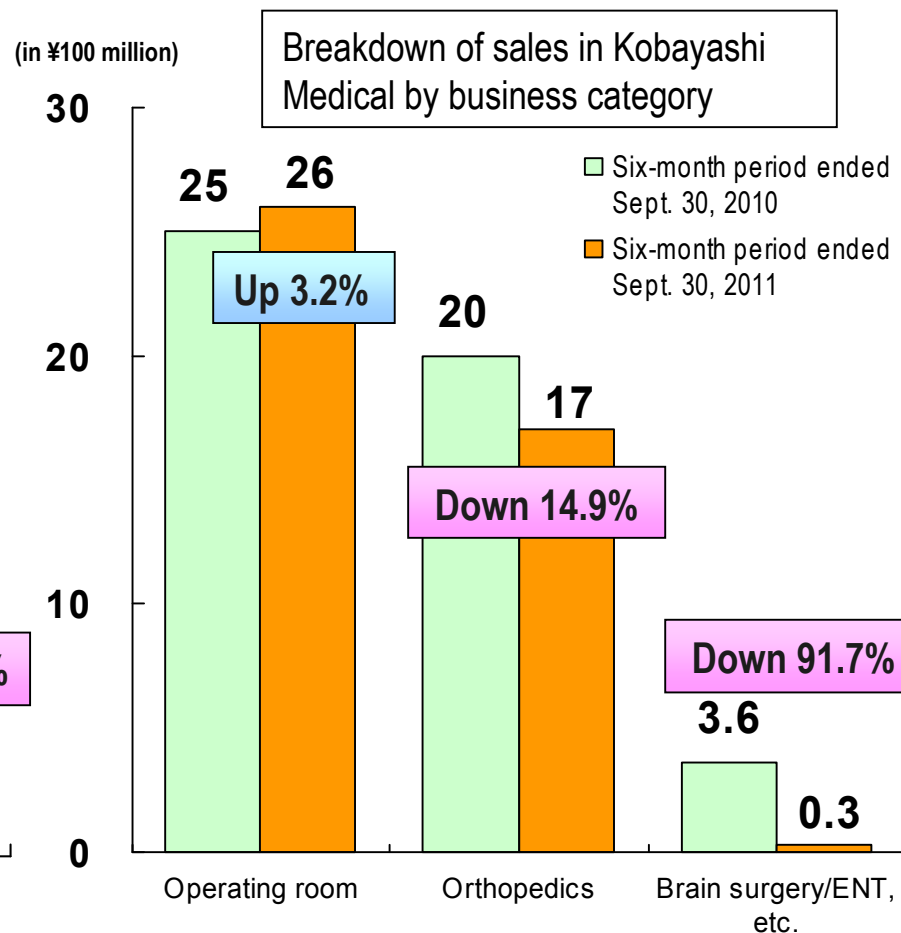
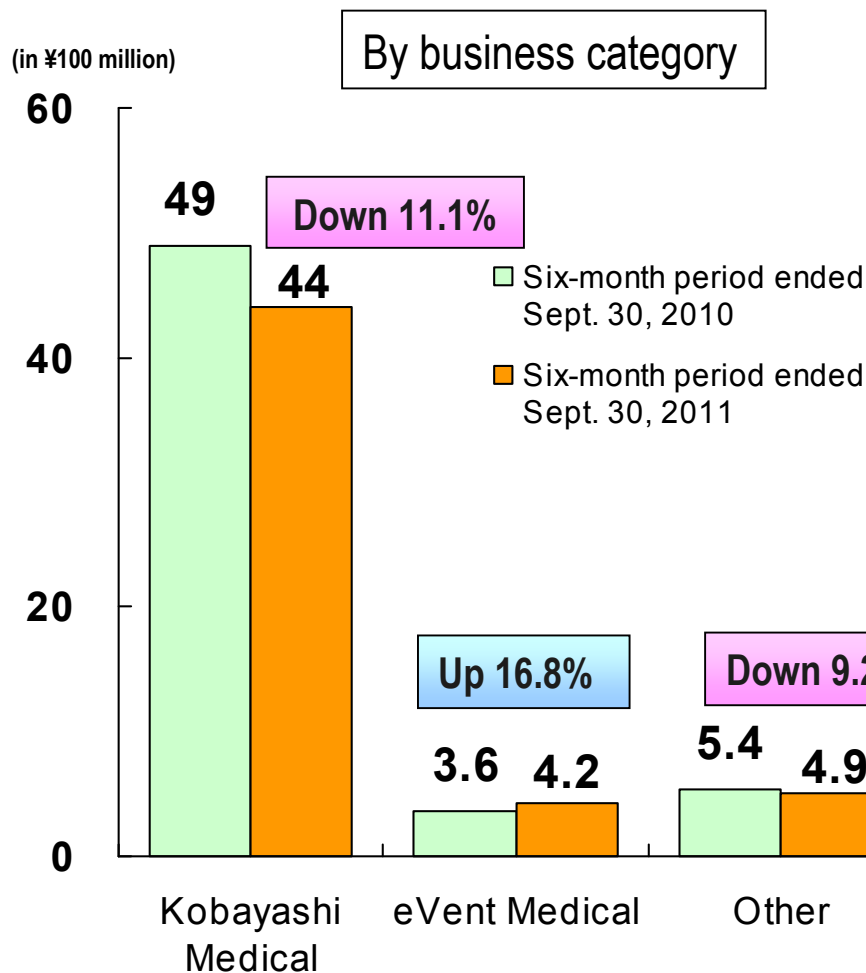
Medical Devices Business

Kobayashi Medical
eVent Medical
Other

Trend of Net Sales and Operating Income (Loss)



Breakdown of Net Sales in Kobayashi Medical by Business Category



Kobayashi Medical focused on selection and concentration of business categories. eVent Medical assigned all its shares on July 31.

Highlight of Forecast of Consolidated Results



	FY ended March 2011		FY ending March 2012		Increase	
	Amount	Margin	Amount	Margin	Amount	%
Net sales	Millions of yen 130,824	% —	Millions of yen 131,000	% —	Millions of yen 175	0.1
Gross profit	74,640	57.1	74,800	57.1	159	0.2
Operating income	18,620	14.2	18,700	14.3	79	0.4
Ordinary income	19,010	14.5	19,100	14.6	89	0.5
Net income	9,335	7.1	10,000	7.6	664	7.1
EPS (yen)	227.98	—	244.21	—	16.22	7.1
Dividend per share (yen)	66	—	70	—	4	6.0

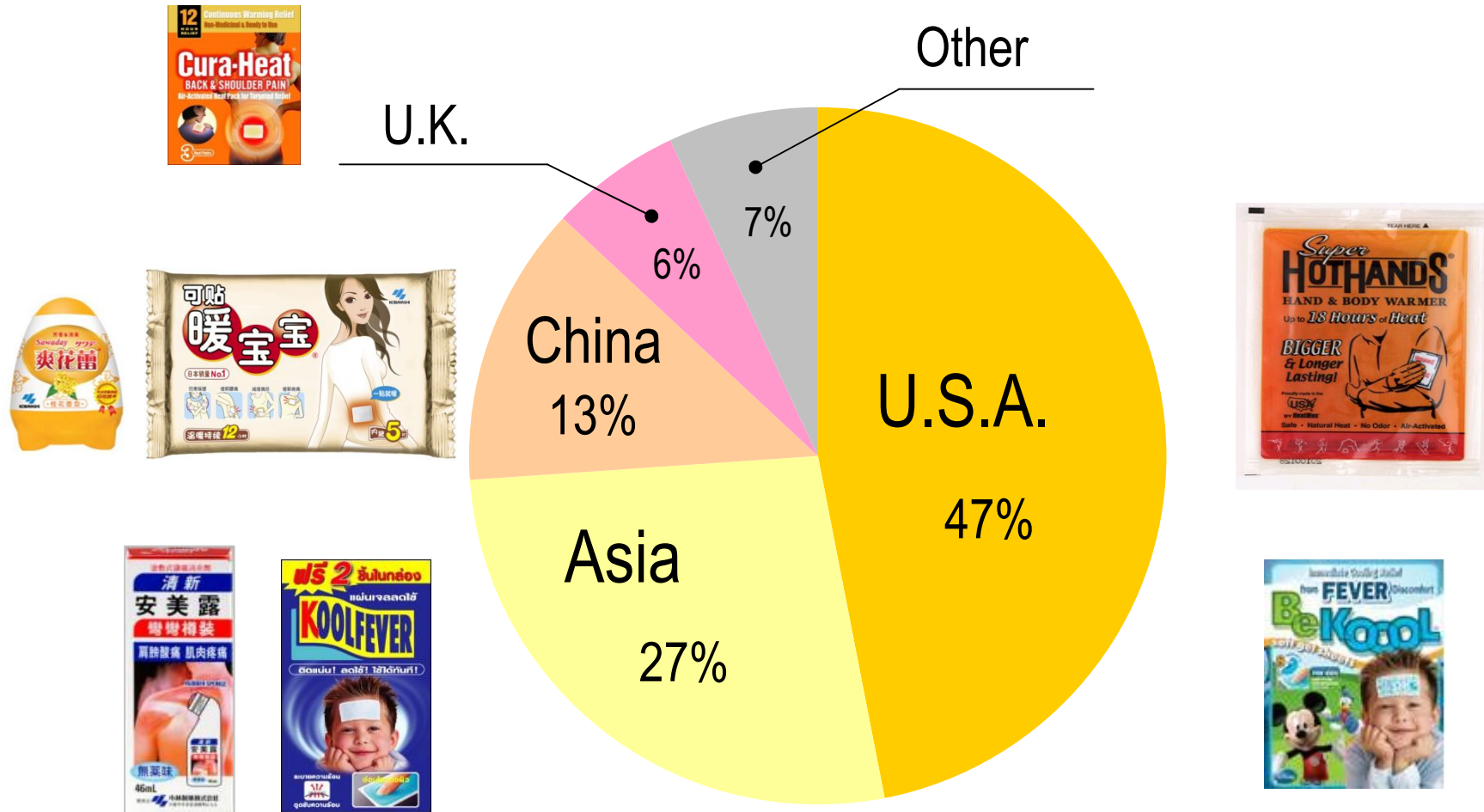
Growth Strategies of Overseas Business

- In pursuit of further growth -



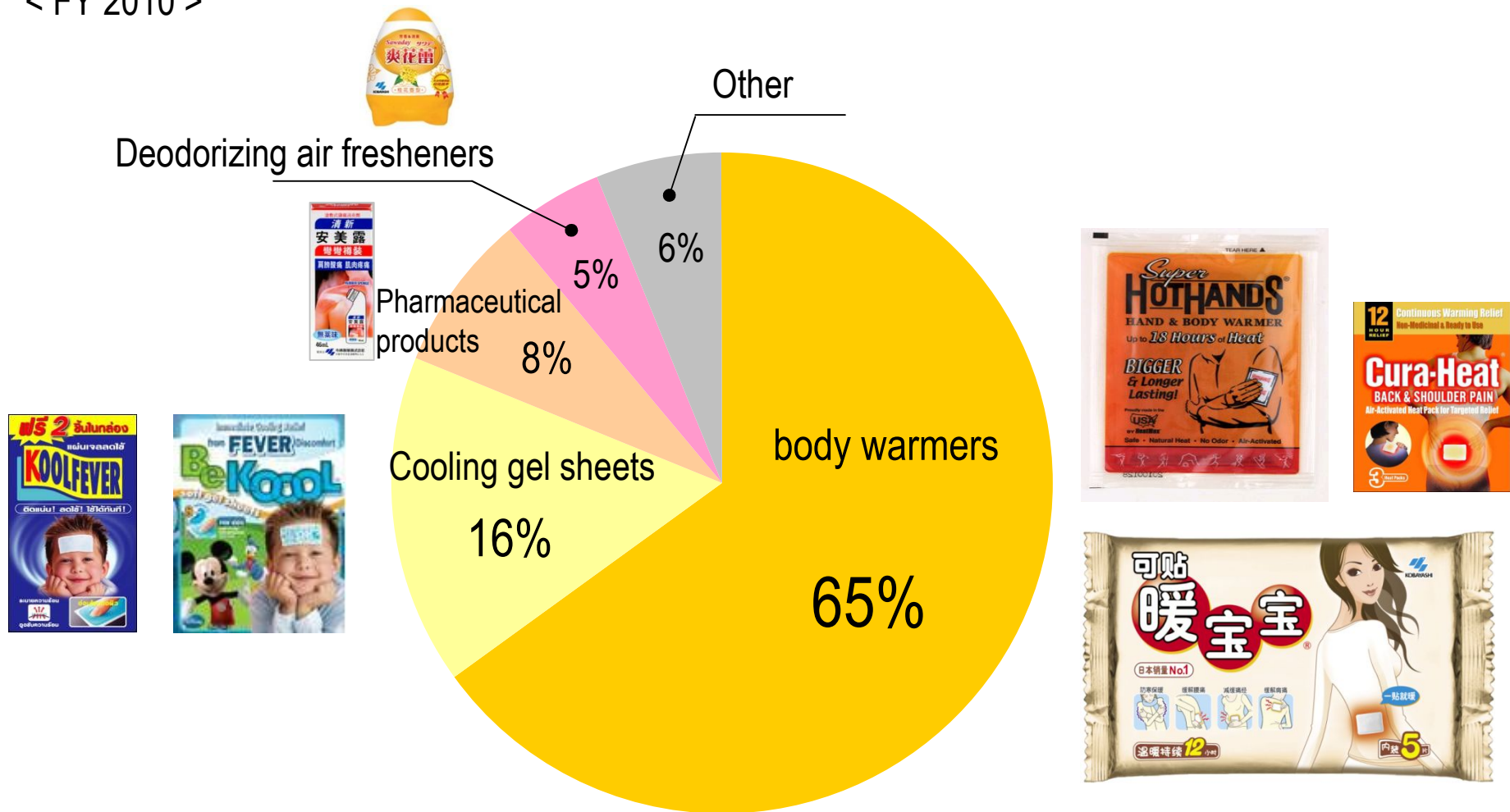
Overseas Business: Net Sales by Region

< FY 2010 >



Overseas Businesses: Net Sales by Product

< FY 2010 >



Overseas Businesses: Medium-term Plan (FY 2014)

■ Numerical target:

Net sales: ¥20 billion

■ Target regions:

Overall Asia, U.S.A., U.K

■ Priority categories:

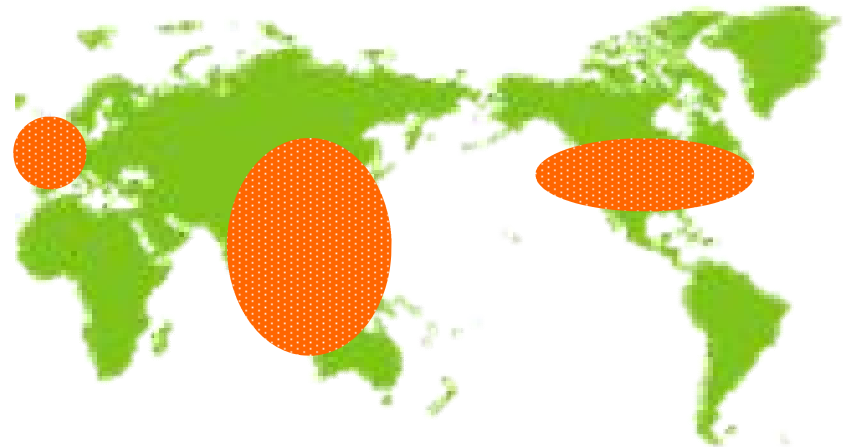
Create “World customs” in six categories.

■ Unification of brand concepts:

Brand development of universal concepts.

■ Growth speed:

Eye on M&A strategy in the operating regions as well as capital and business alliances.



Create “Universal Customs” in 6 Categories

Create strong global brands.

Warm your body in case you feel bad.

Heat



Medicine



Take medicine when you feel uncomfortable.

Cool

Cool yourself in case of fever.



Scent

Enrich your lifestyle with scent.



Wipe

Clean anything with one wipe.



Oral

For your health of mouth.



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