



## 2. Dividends

	Year ended March 2014	Year ending March 2015	Year ending March 2015 (forecasts)
Dividends per share			
Q1 end	—	—	
Q2 end	43.00 yen	44.00 yen	—
Q3 end	—		—
Year-end	43.00		43.00
Total	86.00		87.00

(Note) Revision of the latest dividend forecast: Yes

## 3. Forecasts of Consolidated Operational Results for Year Ending March 31, 2015 (April 1, 2014 to March 31, 2015)

(% figures represent changes from previous year)

	FY ending March 31, 2015	
Net sales	132,000 millions of yen	3.7 %
Operating income	18,400	1.5
Ordinary income	19,000	1.2
Net income	12,500	1.6
Earnings per share	305.27 yen	

(Note) Revision of the latest forecasts of operational results: None

### \* Notes

(1) Changes in significant subsidiaries during the period (Changes in specified subsidiaries accompanying changes of the scope of consolidation): None  
Newly consolidated: — (company name:           ), Eliminated from the scope of consolidation: — (company name:           )

(2) Adoption of special accounting methods for preparing quarterly consolidated financial statements: None

(3) Changes in accounting policies, changes in accounting estimates and retrospective restatement

① Changes in accounting policies due to revisions of accounting standards: Yes

② Changes of accounting policies other than the above: None

③ Changes in accounting estimates: None

④ Retrospective restatement: None

For details, please refer to 2. *Matters concerning Summary Information (Notes) (3) Changes in accounting policies, changes in accounting estimates and retrospective restatement* on page 3 of the attachment.

(4) Issued shares (common shares)

- ① Number of shares issued at period-end (including treasury stock):
- ② Number of shares of treasury stock at period-end
- ③ Average number of shares outstanding during period (consolidated cumulative quarters)

Q2 of FY ending March 31, 2015	42,525,000 shares	FY ended March 31, 2014	42,525,000 shares
Q2 of FY ending March 31, 2015	1,807,575 shares	FY ended March 31, 2014	1,577,025 shares
Q2 of FY ending March 31, 2015	40,791,816 shares	Q2 of FY ended March 31, 2014	40,948,325 shares

\* Information on implementation of quarterly review procedures

This brief report of quarterly financial statements is not subject to audit procedures under the Financial Instruments and Exchange Act. Audit procedures concerning quarterly financial statements have not been completed under the Financial Instruments and Exchange Act at the date of disclosure of this brief report of quarterly financial statements.

\* Explanation on appropriate use of forecasts of business results and other special items

The forward-looking statements in this document concerning forecasting of operational results, etc. are based on currently available information and assumptions considered reasonable by the Company. Actual operational results may be significantly different from these statements due to various factors. For the assumptions used as the basis for forecasts of operational results and important matters when using the forecast of performance, please refer to "1. Qualitative Information on Quarterly Results, (3) Explanation of future forecast information, such as forecast of consolidated results" on page 2 of the attachment.

(Method of obtaining supplementary explanation documents for quarterly financial results)

The supplementary explanation documents for quarterly financial results will be made available on the Company's website after an analyst meeting for quarterly financial results, to be held on November 5, 2014 (Wednesday).

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## 1. Qualitative Information on Quarterly Results

### (1) Explanation of operational results

In the first six-month period of the fiscal year ending March 31, 2015, the Japanese economy was characterized by slack personal spending, which came in the wake of brisk demand for spending ahead of the April 2014 consumption tax hike.

Against this background, the Group launched new products that satisfy customers' needs, strengthened its existing product lineups to accelerate the market and invested in businesses with future growth potential, with the brand slogan, "You make a wish and you make it happen."

Consequently, the Group reported net sales of 58,528 million yen (+0.5% from the previous year), operating income of 7,958 million yen (-7.7%), ordinary income of 8,410 million yen (-4.9%), and net income of 5,454 million yen (-8.4%).

Here is an overview of the business results by segment.

#### Consumer Products Business

The Consumer Product Business launched 25 products (16 in the spring and 9 in the fall) in the first six-month period the fiscal year ending March 31, 2015. In particular, *Men's Keshimin* (a skin care product, aimed at preventing blotches of men) and *Sawaday PINKPINK* (a deodorizer for young women) contributed to the Group's sales growth.

Among existing products, sales of *Inochi No Haha* (medicine for women's health) in the category of Pharmaceutical products, *Netsusama Sheet* (a cooling gel sheet for the forehead) in the category of sanitary products, and the *Shoshugen Kaoru Stick* (an interior fragrance) and *Kuruma no Shoshugen Clip* (a fragrant car deodorizer), both in the category of deodorizing air fresheners grew smoothly. In addition, sales of *Ammeltz* (external anti-inflammatory products) in the category of Pharmaceutical products and *Netsusama Sheet*, both sold in Southeast Asia, increased smoothly.

Consequently, the Company posted net sales in the segment of 54,298 million yen (+2.0% from the previous year), segment income (ordinary income) of 7,627 million yen (-4.6%) and operating income of 7,666 million yen (-7.0%). Meanwhile, in the Consumer Product Business, sales in the International Division amounted to 4,592 million yen (+24.0%).

#### (Sales Breakdown)

	Q2 ended September 30, 2013 (April 1, 2013 to Sep. 30, 2013)		Q2 ended September 30, 2014 (April 1, 2014 to Sep. 30, 2014)		Change	
	Amount (millions of yen)	Ratio (%)	Amount (millions of yen)	Ratio (%)	Amount (millions of yen)	Change (%)
Pharmaceutical products	11,247	21.1	11,609	21.4	361	3.2
Oral hygiene products	8,135	15.3	7,849	14.4	-285	-3.5
Sanitary products	9,084	17.1	9,898	18.2	813	9.0
Deodorizing air fresheners	16,320	30.6	16,664	30.7	344	2.1
Household sundries	2,214	4.2	2,315	4.3	101	4.6
Food products	3,881	7.3	3,726	6.9	-154	-4.0
Body warmers	2,368	4.4	2,234	4.1	-134	-5.7
Total	53,251	100.0	54,298	100.0	1,047	2.0

(Note) 1. Net sales include inter-segment sales or transfers, totaling 1,491 million yen in the first six-month period ended September 30, 2013 and 1,550 million yen in the first six-month period ended September 30, 2014.

2. The Company reviewed the classification of some products in the first six-month period of the fiscal year ending March 31, 2015. Consequently, sales of sanitary products increased by 482 million yen, while sales of food products decreased by 482 million yen in the Company's sales breakdown for Q2 ended September 30, 2013 presented in the *Summary of Financial Statements for the 2nd Quarter of the Fiscal Year Ending March 31, 2014* announced on November 1, 2013.

#### Mail Order Business

The Mail Order Business markets nutritional supplements and skin care products. The Company strived to exploit new customers while encouraging existing customers to continue to place orders for its products through sales promotional campaigns, such as advertisements and direct mails. However, sales of skin care products were sluggish in the six-month period under review as consumers shunned active buying after placing brisk orders before the April 2014 consumption tax hike.

As a result, the Company reported net sales in the segment of 4,516 million yen (-12.8% from the previous year), segment income (ordinary income) of 110 million yen (+292.5%) and operating income of 108 million yen (+344.8%).

Net sales do not include inter-segment sales or transfers.

#### Medical Devices Business

The Company scored net sales in the segment of 745 million yen (+1.8 from the previous year), segment income (ordinary income) of 319 million yen (-34.5%) and operating income of 51 million yen (-60.5%). Net sales do not include inter-segment sales or transfers.

#### Other Businesses

Businesses in this segment (transportation business, plastic container manufacture and sale, insurance agency, real estate management, advertisement planning and creation, etc.) support the above-mentioned three businesses. Although companies in this business segment operate individually on a financially independent basis, their business purposes also include contributing to the profits of the three businesses of the Group. Accordingly, their delivery prices of materials and services to the three businesses were reviewed and revised as necessary.

As a result, the Company posted net sales in the segment of 2,630 million yen (-3.9%), segment income (ordinary income) of 471 million yen (-18.4%) and operating income of 101 million yen (-34.9%).

Net sales include inter-segment sales and transfers. Their amount was 2,158 million yen in the six-month period ended September 30, 2013 and 2,112 million yen in the six-month period ended September 30, 2014.

### (2) Explanation of financial position

Total assets decreased by 312 million yen from the end of the previous consolidated fiscal year to 170,607 million yen. This was mainly due to a decline in cash and deposits (2,974 million yen), a decrease in investment securities (1,131 million yen) and an increase in merchandise and finished goods (3,301 million yen).

Liabilities dropped by 1,412 million yen from the end of the previous consolidated fiscal year to 42,553 million yen. This was mainly due to a decrease in accounts payable-other (1,007 million yen), a decline in income taxes payable (538 million yen) and an increase in notes and accounts payable-trade (1,186 million yen).

Net assets increased by 1,100 million yen from the end of the previous consolidated fiscal year to 128,053 million, with a capital adequacy ratio of 75.0%. This was mainly due to an increase in retained earnings (3,923 million yen) and a rise in the number of shares of treasury stock (1,499 million yen).

#### Cash flows from operating activities

Net cash gained from operating activities totaled 3,069 million yen (1,651 million yen in the previous year), mainly due to income before income taxes of 8,214 million yen, depreciation of 1,225 million yen, an increase in notes and accounts receivable-trade of 371 million yen, a rise in inventories of 3,464 million yen, and income taxes paid of 3,497 million yen.

#### Cash flows from investing activities

Net cash used in investing activities totaled -248 million yen (1,853 million yen in the previous year), mainly due to payments into time deposits of 32,000 million yen, proceeds from withdrawal of time deposits of 33,500 million yen, purchase of property, plant and equipment of 1,631 million yen, and proceeds from sales and redemption of securities 500 million yen.

#### Cash flows from financing activities

Net cash used in financing activities totaled 3,315 million yen (1,919 million yen in the previous year), mainly due to cash dividends paid of 1,760 million yen and purchase of treasury stock of 1,499 million yen.

Consequently, cash and cash equivalents as of September 30, 2014 decreased by 174 million yen from the end of the previous year to 25,724 million yen.

### (3) Explanation of future forecast information, such as forecast of consolidated results

The Group did not revise its forecast of consolidated results for the Fiscal Year ending March 31, 2015, which the Group announced via "Summary of Financial Statements for the Fiscal Year ended March 31, 2014" released on April 30, 2014.

## 2. Matters concerning Summary Information (Notes)

- (1) Changes in significant subsidiaries during the period  
Not applicable
- (2) Adoption of special accounting methods for preparing quarterly consolidated financial statements  
Not applicable

- (3) Changes in accounting policies, changes in accounting estimates and retrospective restatement  
(Changes in accounting policies)

(Application of accounting standards concerning retirement benefits)

Accounting standards concerning retirement benefits (stipulated under corporate accounting standard No. 26, adopted on May 17, 2012, and hereinafter referred to as retirement benefit accounting standards), and application guidelines of accounting standards concerning retirement benefits (stipulated under application guidelines No. 25 for corporate accounting standards, adopted on May 17, 2012, and hereinafter referred to as retirement benefit application guidelines) started to be applied in the first quarter of the fiscal year ending in March 2015 in accordance with rules stipulated under the main text of paragraph 35 of the retirement benefit accounting standards and the main text of paragraph 67 of the retirement benefit application guidelines.

The method of calculating the estimated amount of retirement benefits for each accounting term was changed under the retirement benefit accounting standards and the retirement benefit application guidelines mentioned above, from the fixed amount standard to the payment calculation standard. This change was made together with review of the method to calculate liabilities for retirement benefits and prior service cost. The method of setting the discount rate was also changed. In the past, the bond period on which the discount rate is based was determined using the number of years close to the average remaining length of service for employees. However, the bond period is now set using the single weighted average rate of discount, which reflects an expected period before the day of paying retirement benefits and the amount of money for each retirement payment possibility period.

In line with rules set for transitional treatment concerning the application of the retirement benefit accounting standards, stipulated under paragraph 37 of the standards, effects of the change of a method to calculate liabilities for retirement benefits and prior service cost were reflected in retained earnings at the beginning of the first six-month period of the consolidated fiscal year ending in March 31, 2015.

As a result, net defined benefit asset increased by 149 million yen; net defined benefit liability fell by 207 million yen; and retained earnings grew by 229 million yen at the beginning of the first six-month period of the consolidated fiscal year ending March 31, 2015. Effects resulting from the change of the accounting policies on operating income, ordinary income and income before income taxes were minimal in the first six-month period of the consolidated fiscal year ending March 31, 2015.

### 3. Quarterly financial statements

#### (1) Consolidated quarterly balance sheet

(millions of yen)

	Previous consolidated fiscal year (March 31, 2014)	Q2 of current fiscal year (September 30, 2014)
<b>ASSETS</b>		
Current assets		
Cash and deposits	51,748	48,774
Notes and accounts receivable-trade	34,428	34,595
Short-term investment securities	3,703	4,501
Merchandise and finished goods	7,515	10,816
Work in process	559	593
Raw materials and supplies	2,457	2,489
Deferred tax assets	3,240	3,314
Other	2,016	1,665
Allowance for doubtful accounts	(56)	(56)
Total current assets	105,614	106,694
Non-current assets		
Property, plant and equipment		
Buildings and structures, net	6,254	6,274
Machinery, equipment and vehicles, net	2,667	2,660
Tools, furniture and fixtures, net	1,016	1,166
Land	3,374	3,372
Lease assets, net	730	638
Construction in progress	901	1,163
Total property, plant and equipment	14,945	15,276
Intangible assets		
Goodwill	3,970	3,601
Trademark rights	187	113
Software	924	938
Lease assets	16	6
Other	327	408
Total intangible assets	5,426	5,069
Investments and other assets		
Investment securities	38,877	37,746
Long-term loans receivable	614	636
Deferred tax assets	838	350
Real estate for investment, net	3,059	3,042
Assets for retirement benefits	—	191
Other	1,677	1,736
Allowance for doubtful accounts	(135)	(135)
Total investments and other assets	44,932	43,567
Total non-current assets	65,304	63,913
Total assets	170,919	170,607



(millions of yen)

	Previous consolidated fiscal year (March 31, 2014)	Q2 of current fiscal year (September 30, 2014)
<b>LIABILITIES</b>		
Current liabilities		
Notes and accounts payable-trade	11,368	12,554
Short-term loans payable	6	40
Accounts payable-other	13,053	12,045
Lease obligations	158	109
Income taxes payable	3,639	3,101
Accrued consumption taxes	633	753
Provision for sales returns	1,501	953
Provision for bonuses	1,958	1,940
Provision for loss on business liquidation	355	525
Asset retirement obligations	29	19
Other	1,513	1,783
Total current liabilities	34,216	33,828
Non-current liabilities		
Lease obligations	609	551
Net retirement benefit liability	5,861	5,559
Provision for directors' retirement benefits	24	24
Asset retirement obligations	91	92
Other	3,162	2,496
Total non-current liabilities	9,749	8,724
Total liabilities	43,965	42,553
<b>NET ASSETS</b>		
Shareholders' equity		
Capital stock	3,450	3,450
Capital surplus	4,219	4,219
Retained earnings	118,731	122,655
Treasury stock	(4,706)	(6,206)
Total shareholders' equity	121,695	124,118
Accumulated other comprehensive income		
Valuation difference on available-for-sale securities	5,369	5,063
Deferred gains or losses on hedges	1,043	536
Foreign currency translation adjustment	(373)	(993)
Re-measurements of retirement benefit plans	(864)	(809)
Total accumulated other comprehensive income	5,174	3,797
Subscription rights to shares	83	137
Minority interests	0	-
Total net assets	126,953	128,053
Total liabilities and net assets	170,919	170,607

(2) Consolidated quarterly statements of income and consolidated quarterly statements of comprehensive income  
 (Consolidated quarterly statements of income)  
 (For the first six-month period of the fiscal year ending March 31, 2015)

(millions of yen)

	Six-month period ended September 30, 2013 (April 1, 2013 to September 30, 2013)	Six-month period ended September 30, 2014 (April 1, 2014 to September 30, 2014)
Net sales	58,247	58,528
Cost of sales	23,453	23,451
Gross profit	34,793	35,076
Selling, general and administrative expenses	26,170	27,118
Operating income	8,623	7,958
Non-operating income		
Interest income	115	114
Dividend income	175	158
Royalty income	242	242
Real estate rent	137	141
Equity in earnings of affiliates	66	20
Foreign exchange profits	-	55
Other	88	103
Total non-operating income	825	836
Non-operating expenses		
Interest expenses	9	11
Sales discounts	320	311
Rent cost of real estate	35	38
Foreign exchange losses	228	-
Other	13	22
Total non-operating expenses	607	383
Ordinary income	8,840	8,410
Extraordinary income		
Gain on sales of non-current assets	0	0
Gain on sales of investment securities	2	-
Gain on sales of subsidiaries and affiliates' stocks	514	-
Other	36	-
Total extraordinary income	553	0
Extraordinary loss		
Loss on sales and retirement of non-current assets	22	20
Impairment loss	28	4
Loss on defective products	19	-
Provision for loss on business liquidation	-	170
Other	10	0
Total extraordinary loss	80	196
Income before income taxes	9,313	8,214
Income taxes - current	3,384	2,972
Income taxes - deferred	(24)	(211)
Total income taxes	3,359	2,761
Income before minority interest in income	5,953	5,453
Minority interests in loss	(0)	(0)
Net income	5,953	5,454

(Consolidated quarterly statements of comprehensive income)  
 (For the first six-month period of the fiscal year ending March 31, 2015)

(millions of yen)

	Six-month period ended September 30, 2013 (April 1, 2013 to September 30, 2013)	Six-month period ended September 30, 2014 (April 1, 2014 to September 30, 2014)
Income before minority interests	5,953	5,453
Other comprehensive income		
Valuation difference on available-for-sale securities	(310)	(306)
Deferred gains or losses on hedges	(16)	79
Foreign currency translation adjustment	1,527	(619)
Adjustment for retirement benefits	-	54
Share of other comprehensive income of associates accounted for using equity method	491	(585)
Total other comprehensive income	1,692	(1,376)
Quarterly comprehensive income	7,645	4,076
(Comprehensive income attributable to)		
Quarterly comprehensive income attributable to owners of the parent	7,646	4,077
Quarterly comprehensive income attributable to minority interests	(0)	(0)

(3) Consolidated statement of cash flows

(millions of yen)

	Six-month period ended September 30, 2013 (April 1, 2013 to September 30, 2013)	Six-month period ended September 30, 2014 (April 1, 2014 to September 30, 2014)
<b>Cash flows from operating activities</b>		
Income before income taxes	9,313	8,214
Depreciation	1,254	1,225
Amortization of goodwill	205	220
Increase (decrease) in allowance for doubtful accounts	(5)	2
Decrease (increase) in net defined benefit assets	-	(41)
Increase (decrease) in net defined benefit liability	-	(92)
Increase (decrease) in provision for retirement benefits	(2)	-
Interest and dividends income	(290)	(272)
Interest expenses	9	11
Equity in (earnings) losses of affiliates	(66)	(20)
Loss (gain) on sales of stocks of subsidiaries and affiliates	(514)	-
Loss (gain) on sales and retirement of non-current assets	22	20
Decrease (increase) in notes and accounts receivable-trade	(1,574)	(371)
Decrease (increase) in inventories	(1,907)	(3,464)
Increase (decrease) in notes and accounts payable-trade	(336)	1,241
Increase (decrease) in accounts payable-other	(231)	(792)
Increase (decrease) in accrued consumption taxes	(178)	122
Increase (decrease) in provision for loss on business liquidation	-	170
Other	(243)	109
<b>Total</b>	<b>5,453</b>	<b>6,284</b>
Interest and dividend income received	316	293
Interest expenses paid	(4)	(10)
Income taxes paid	(4,113)	(3,497)
<b>Net cash provided by (used in) operating activities</b>	<b>1,651</b>	<b>3,069</b>
<b>Cash flows from investing activities</b>		
Payments into time deposits	(30,010)	(32,000)
Proceeds from withdrawal of time deposits	29,500	33,500
Proceeds from sales and redemption of securities	500	500
Purchase of property, plant and equipment	(1,456)	(1,631)
Proceeds from sales of property, plant and equipment	65	5
Purchase of intangible assets	(255)	(256)
Purchase of investment securities	(142)	(10)
Purchase of investment assets and other assets	(74)	(81)
Proceeds from sales of investment assets and other assets	66	46
Decrease (increase) in short-term loans receivable	-	244
Payments of long-term loans receivable	(233)	(38)
Collection of long-term loans receivable	2	2
Proceeds from sales of stocks of subsidiaries and affiliates	1,000	-
Other	(814)	3
<b>Net cash provided by (used in) investing activities</b>	<b>(1,853)</b>	<b>284</b>

(millions of yen)

	Six-month period ended September 30, 2013 (April 1, 2013 to September 30, 2013)	Six-month period ended September 30, 2014 (April 1, 2014 to September 30, 2014)
<b>Cash flows from financing activities</b>		
Net increase (decrease) in short-term loans payable	(1)	35
Purchase of treasury stock	(1)	(1,499)
Cash dividends paid	(1,759)	(1,760)
Repayments of lease obligations	(157)	(90)
Other	0	0
Net cash provided by (used in) financing activities	(1,919)	(3,315)
Effect of exchange rate change on cash and cash equivalents	495	(212)
Net increase (decrease) in cash and cash equivalents	(1,626)	(174)
Cash and cash equivalents at beginning of period	22,322	25,898
Cash and cash equivalents	20,695	25,724

(4) Notes on quarterly consolidated financial statements  
 (Notes on assumption of going concern)  
 Not applicable

(Notes on a significant change in shareholders' equity)

In accordance with a resolution adopted at the Board of Directors meeting held on April 30, 2014, the Company acquired shares of its treasury stock. Consequently, the amount of shares of treasury stock increased by 1,499 million yen to 6,206 million yen at the end of the first six-month of the consolidated fiscal year ending in March 2015.

(Segment information, etc.)

[Segment information]

I. Q2 of previous fiscal year (April 1, 2013 to September 30, 2013)

1. Information on net sales, income or loss by reportable segment

(millions of yen)

	Reportable segment				Other (Note 1)	Grand total	Adjustment (Note 2)	Figures in consolidated statements of income (Note 3)
	Consumer Products Business	Mail Order Business	Medical Devices Business	Total				
Net sales								
Net sales to outside customers	51,760	5,176	732	57,669	577	58,247	-	58,247
Inter-segment sales or transfers	1,491	-	-	1,491	2,158	3,650	(3,650)	-
Total	53,251	5,176	732	59,161	2,736	61,897	(3,650)	58,247
Segment income	7,994	28	488	8,511	577	9,088	(247)	8,840

(Notes)

1. *Other* represents businesses that are not included in reportable segments, such as transportation, manufacturing and sales of synthetic resin containers, insurance agents, property management, and advertising design and production.
2. Adjustments of 247 million yen in segment income are eliminations among segments.
3. Segment income is adjusted with ordinary income in the quarterly consolidated statements of income.

2. Information concerning impairment loss on noncurrent assets or goodwill by reportable segments

The Group does not provide information concerning impairment loss on noncurrent assets or goodwill because it does not recognize significant impairment loss on noncurrent assets and there is no significant change in the value of goodwill.

II. Q2 of current fiscal year (April 1, 2014 to September 30, 2014)  
 1. Information on net sales, income or loss by reportable segment

(millions of yen)

	Reportable segment				Other (Note 1)	Grand total	Adjustment (Note 2)	Figures in consolidated statements of income (Note 3)
	Consumer Products Business	Mail Order Business	Medical Devices Business	Total				
Net sales								
Net sales to outside customers	52,748	4,516	745	58,010	517	58,528	-	58,528
Inter-segment sales or transfers	1,550	-	-	1,550	2,112	3,663	(3,663)	-
Total	54,298	4,516	745	59,561	2,630	62,191	(3,663)	58,528
Segment income (loss)	7,627	110	319	8,057	471	8,528	(118)	8,410

(Notes)

1. *Other* represents businesses that are not included in reportable segments, such as transportation, manufacturing and sales of synthetic resin containers, insurance agents, property management, and advertising design and production.
2. Adjustments of 118 million yen in segment income (loss) are eliminations among segments.
3. Segment income (loss) is adjusted with ordinary income in consolidated statements of income.

2. Information concerning impairment loss on noncurrent assets or goodwill by reportable segments

The Group does not provide information concerning impairment loss on noncurrent assets or goodwill because it does not recognize significant impairment loss on noncurrent assets and there is no significant change in the value of goodwill.

(Significant subsequent events)

Not applicable