



FY2014 3Q Result Report

(April 1, 2014 – December 31, 2014)

February, 2015
Oisix Inc.

Maximize revenue by high value-added year-end items to customers captured in the first half. The third-quarter sales rose for the 14th consecutive year and increased 13% year on year. Operating profit increased 28% year on year.

Results

□【Maximize sales and profit】

- Sales: 5.2 billion yen (3months), up 13% YoY,
13.5 billion yen (9months), up 13% YoY
- Operating Profit: 0.32 billion yen (3months), up 28%YoY,
0.41 billion yen (9months), up 67%YoY

E-commerce (Oisix.com)

□Maximize revenue by delivering Osechi and other high value-added year-end items to customers captured in the first half.

□Upgrading services

- *Frozen Kit Oisix* and *Nabe Kit Oisix* was released.
- Oichika monthly sales hit a record high of 110 million yen.

Others (not Oisix.com)

□Expanding Shop in Shop at Queens Isetan supermarkets

- The third Oisix store was opened in Shinagawa
- Salad sales grew in quantity through the operation of booths at events.



1. FY2014 3Q Result



2. Present Situation

Transition of sales/operating margin & Theme of Key activities

■ Sales
 — operating margin

FY2013 "Focus on balance"

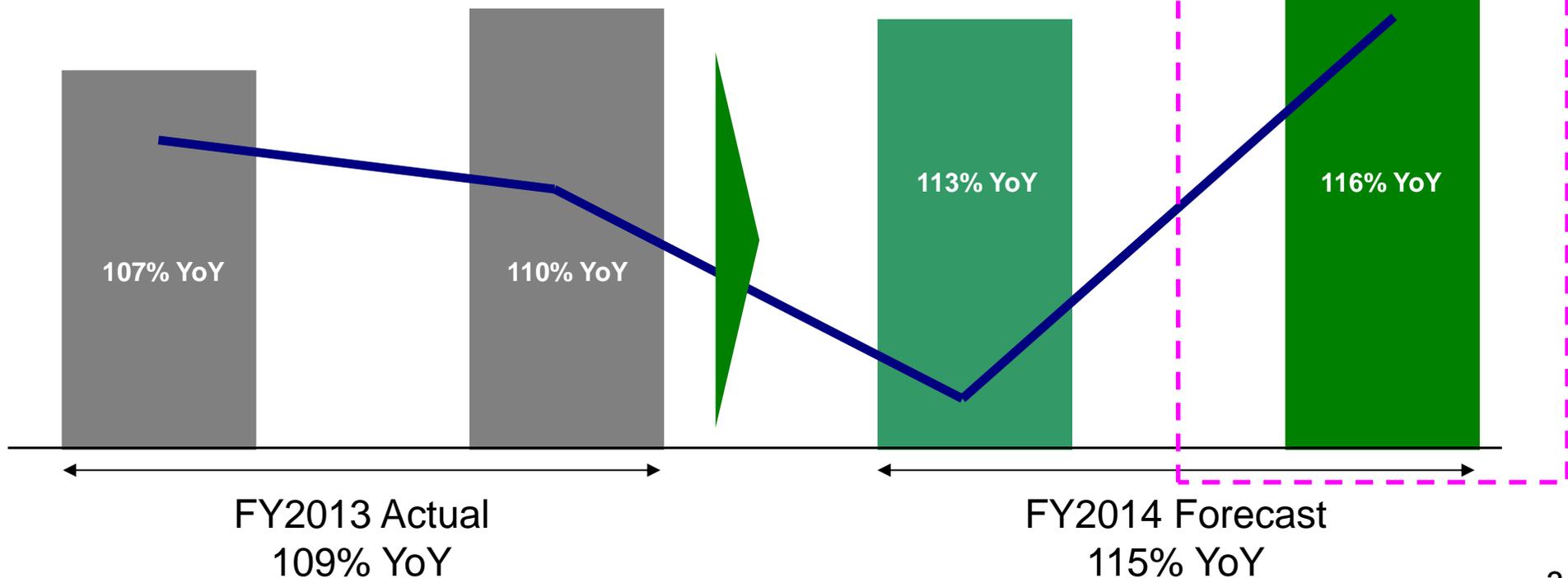
FY2014 "Focus on distinction"

Maximize sales and profit

- Control promotional activities
- Achieve profitability in the year-end selling season
- Prepare for continued growth

Increasing subscribers

- Upgrading services
- Active promotion of EC business



Oisix Overview of 3Q FY2014
おいしくす

The third-quarter sales rose for the 14th consecutive year and increased 13% year on year. Operating profit increased 28% year on year.

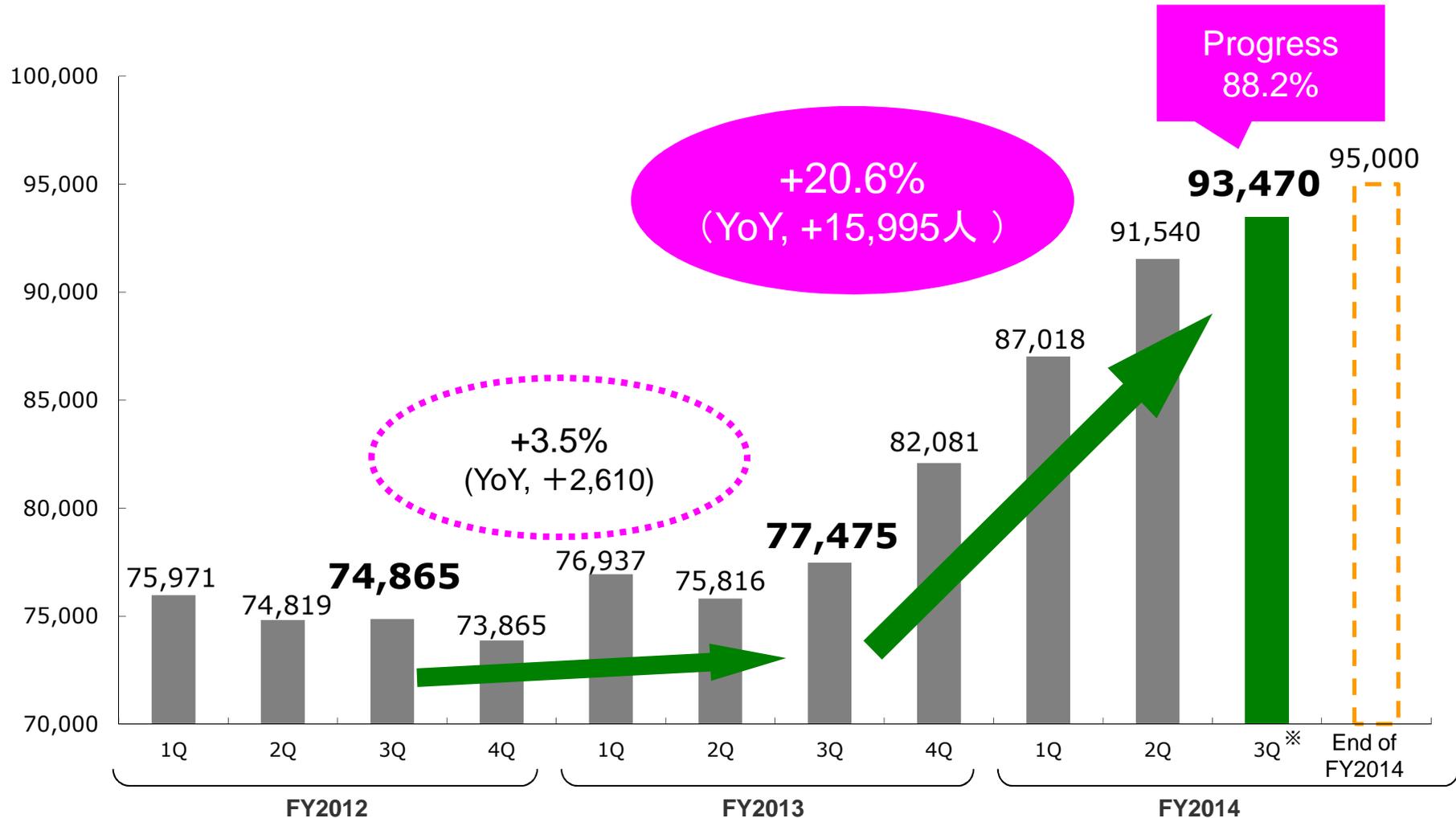
(¥m)	FY2013 3Q (3months)	FY2014 3Q (3months)	YoY	Forecast 3Q (3months)	Achieve- ment rate (3months)	FY2014 3Q (9months)	Forecast year	Progress year
Sales	4,596	5,210	113.3%	5,324	97.8%	13,576	18,300	74.2%
Operating Profit	257	329	127.7%	397	82.9%	418	750	55.9%
Recurring Profit	268	334	124.4%	404	82.8%	434	775	56.1%
Net Profit	138	211	152.1%	242	87.1%	267	465	57.4%

The third-quarter sales rose for the 14th consecutive year and increased 13% year on year to 5.21 billion yen.



Oisix おいしくす Number of Subscribers

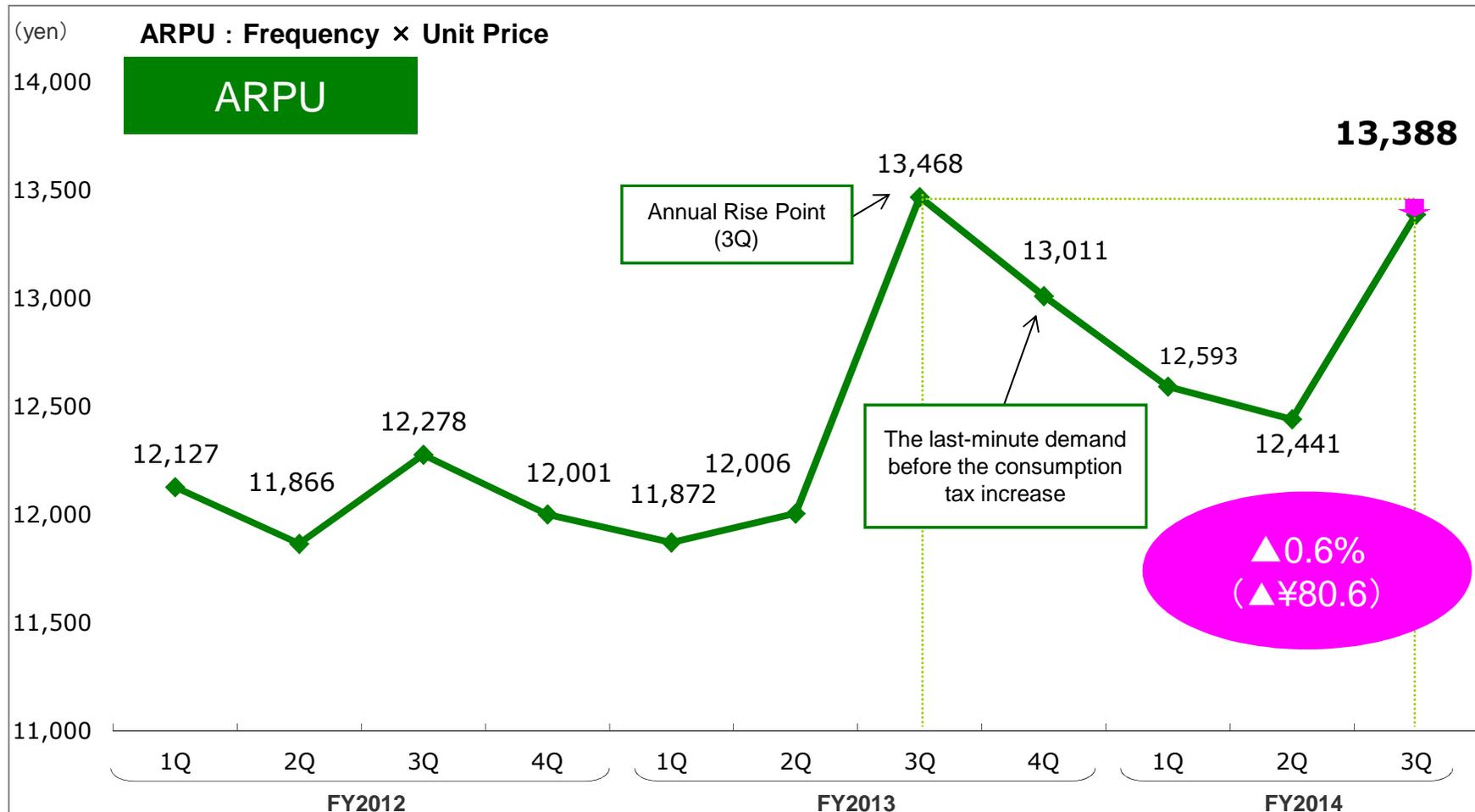
The number of subscribers steadily increased by around 11,000 to 93,400. We will aim to attain 95,000 by the end of this fiscal year.



*Integration of 2,261 subscribers of "Oisix x Recruit point" service in Oct. 2014

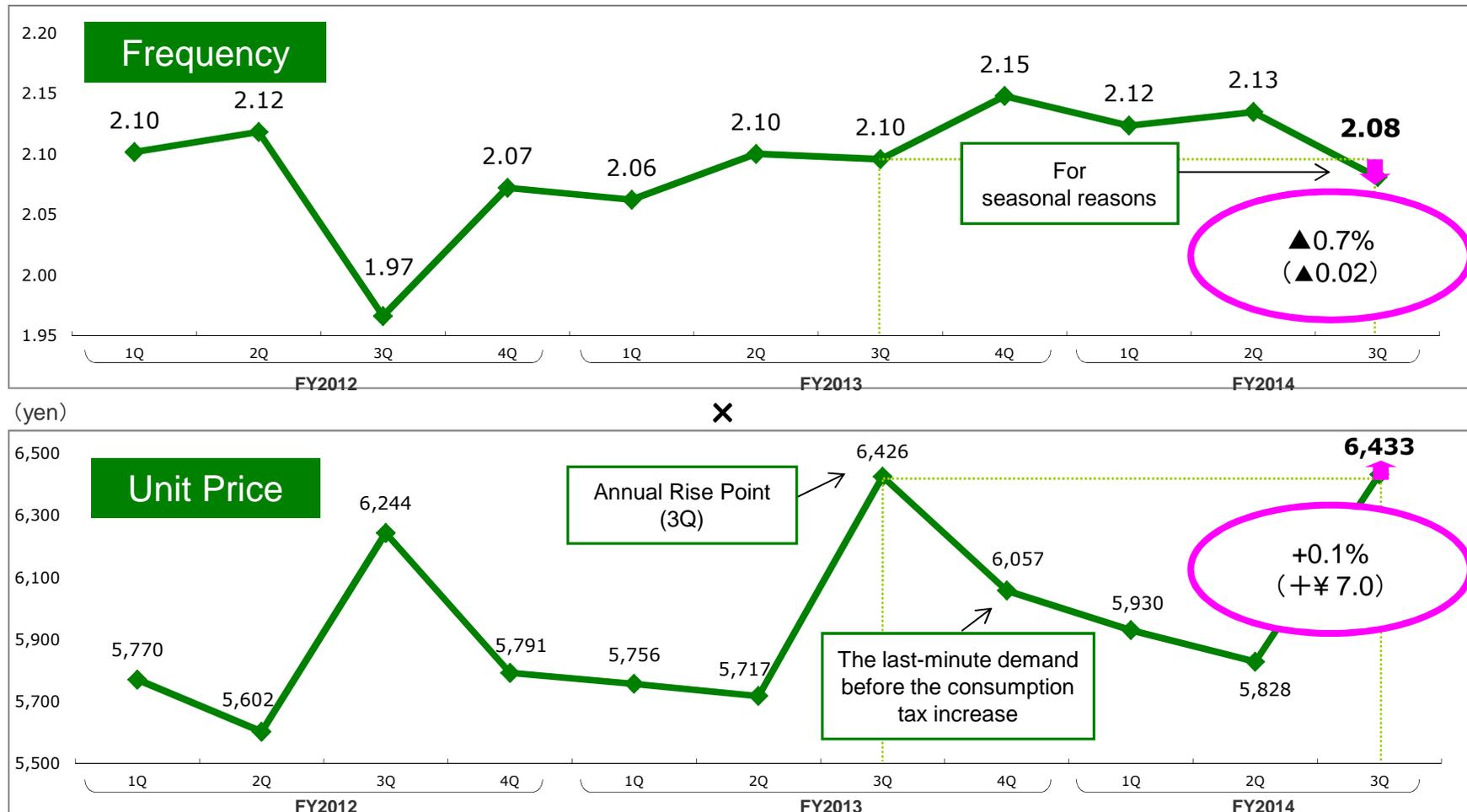
ARPU : Average Revenue Per User

As a result of service enhancement, the value per purchase grew from the same period a year earlier. But the frequency figure dropped slightly for seasonal reasons.



Oisix おいしくす Frequency & Unit price

The expansion of the monthly fixed-rate service for three dairy products had a positive effect, but the frequency figure dropped slightly for seasonal reasons. Due to improvements in KitOisix, Oichika, and other services, the unit price rose.





1. FY2014 3Q Result



2. Present Situation

① EC business

(1) Maximize revenue year-end sales

(a) Osechi (traditional Japanese New Year meal)

Maximize revenue by delivering Osechi and other high value-added year-end items to customers captured in the first half.



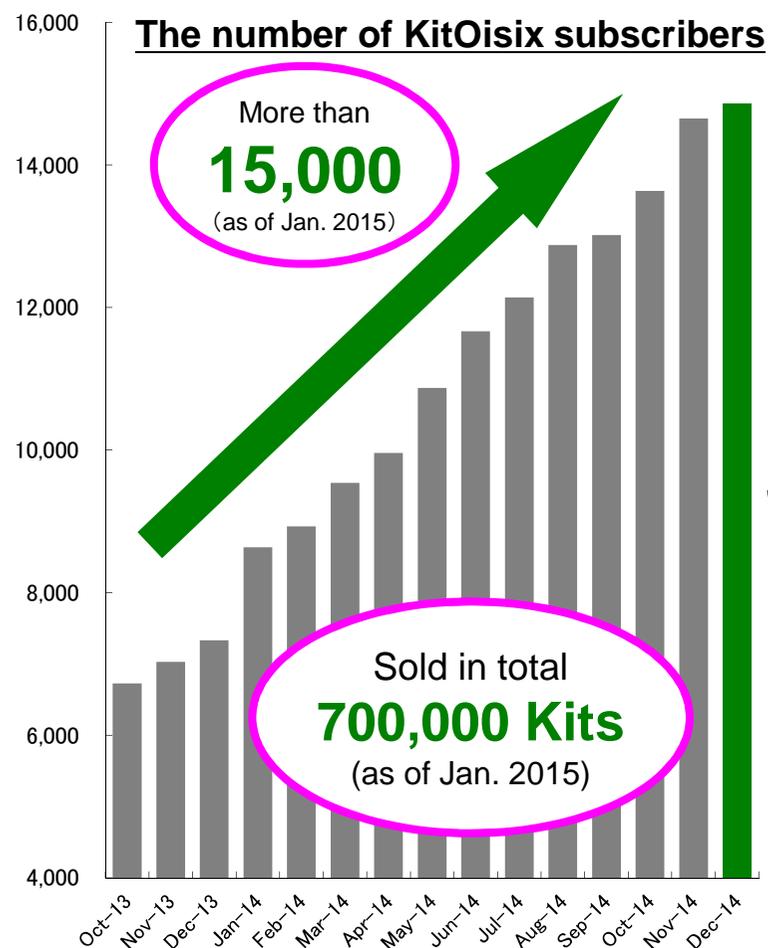
The number of FY2014 sales is over

40,000

① EC business (2) Upgrading services

(a) KitOisix [Responding to needs for shortening meal preparation times]

KitOisix allows users to prepare main and side dishes in twenty minutes. The cumulative total number of sets sold exceeded 700,000. We will enhance services with a focus on premium time curtailment in addition to regular time curtailment.



<about KitOisix>

- Limited to food materials that meet Oisix standards
- Enabling preparation of main and side dishes in just 20 minutes
- Containing large quantities of seasonal vegetables



Nabe Kit Oisix was released as a new product offered only in winter. It was featured in the *Nikkei Marketing Journal* and other media.



Released in response to customers' calls for longer shelf lives, Frozen Kit Oisix has been very well received.

① EC business

(2) Upgrading services

(a) KitOisix [Responding to needs for shortening meal preparation times]

Working with other companies to develop sets embodying various concepts. It was covered by a number of media outlets.

Collaborations



Pecolly by Ameba



“Dora-zemi”



Blabo!



21st Oct. 2014 Asahi Broadcasting Corporation



20th Nov. 2014 Nippon Television Network

Media outlets



8th Dec. 2014
Nikkei Marketing
Journal



20th Nov. 2014 Fuji Television Network



4th Dec. 2014 Nikkei Dual

① EC business

(2) Upgrading services

(b) Oichika [Responding to premium food needs]

the Oichika mall-type service, offering Oisix products as well as other companies' premium products has expanded to 79 locations. The original products developed in alliance with premium brands were hits.

デリ 和中華 惣菜 洋菓子 和菓子 肉・魚 パン・シリアル 調味料 ジャム お酒 ドリンク その他 (雑貨等)

70店1,000品以上がそろった総合オンラインデパ地下
Oiチカ gourmet
デパ地下商品がOisixで買える便利なサービス
Oisix商品と同梱可能 全てOisix基準を通過済み

ジャンルから探す GENRE SEARCH

デリ	和・中華惣菜	パン・シリアル	洋菓子	和菓子
デイリー・乳製品	肉・魚	調味料・グロサリー	酒・ドリンク	その他



Burnt potage with "Creamy caramel" sweet potatoes

79 locations

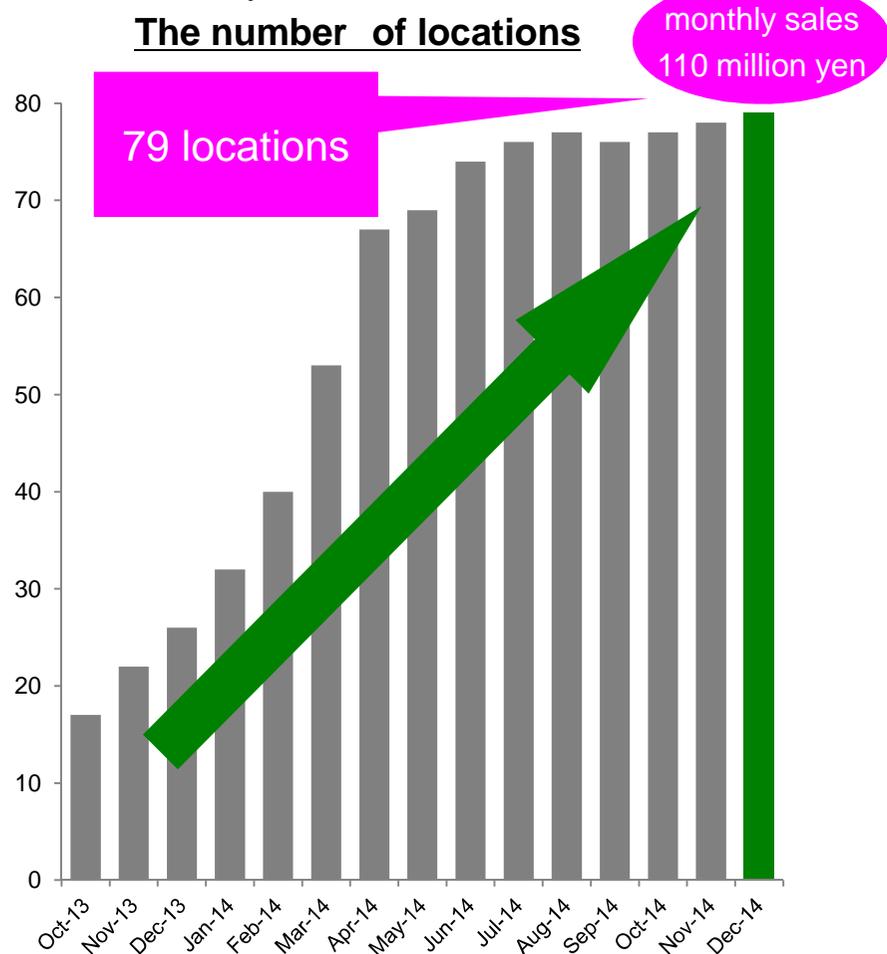


① EC business

(2) Upgrading services

(b) Oichika [Responding to premium food needs]

Five Weeks of Grab Bags was provided as a special year-end project and the Christmas Special assortments of carefully selected Oichika items were so successful that monthly sales hit a record high of 110 million yen.



① EC business

(2) Upgrading services

(c) Improvement in attraction of selling spaces

Monthly fixed-rate service for three dairy products

- Exclusive offers to subscribers
- Offering dairy products at lower prices in the monthly fixed-rate service
- Widening the items covered by the service

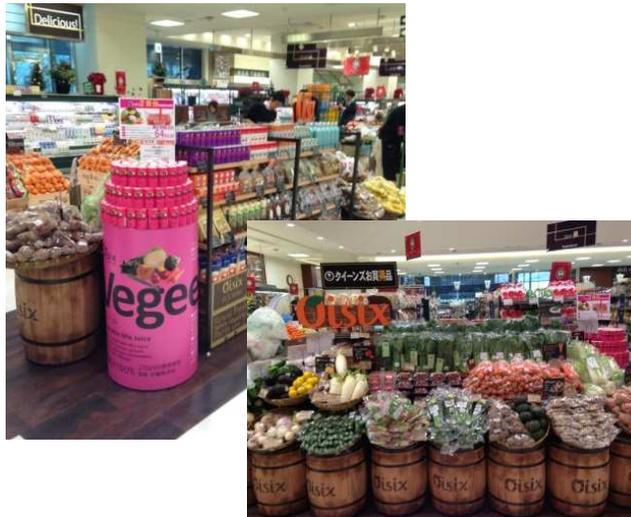
Reservation

- Exclusive offers to subscribers
- Swift delivery of seasonal food materials
Beaujolais Nouveau, Christmas, Year-end and New Year holidays

② Topics of other business

Images

Shop in Shop



Salad for Office



Overview

□ Expanding Shop in Shop at Queens Isetan supermarkets

The third Oisix store was opened in Shinagawa in December, following the Futakotamagawa and Mejiro stores.

As of January 2015, the Suginami Momoi store opening was planned for January, and the total number of stores increased to **14** in the Shop in Shop category.

□ Salad sales grew in quantity through the operation of booths at events. (Marui, Mitsukoshi-Isetan, Lazona)

Apart from that, the monthly sales volume surpassed **14,000 units** after a large client engaging in regular delivery services was acquired.

“Love Letter from TOKYO to Farmers and Fishers”

About 35,000 people came to this event for two days this year.

Tokyo Harvest took place at Roppongi Hills Arena on Saturday and Sunday, November 8 and 9, 2014. Oisix co-hosted this second event in the series, taking part in the Tokyo Harvest Committee. In this annual series of harvest festivals, participants enjoy autumnal crops together and rediscover the feeling of gratitude for the farmers supporting Japan's food culture. For the first time in the series, concurrent satellite events were held at various locations in Tokyo.



Grand Opening Ceremony



Stage



Farm



Art



Sports