
POKKA Corporation

1. Representative: President & CEO Masatoshi Hori
2. Head office: 4-2-29 Sakae, Naka-ku, Nagoya Prefecture, Aichi, Japan
3. Established: April 11, 1968
(Founded: February 22, 1957)
4. Main businesses: Manufacture and sale of foods and beverages
5. Fiscal year end: March 31
6. Number of employees: 2,473 (consolidated, as of March 31, 2010)
7. Share capital: 2,376 million yen
8. Number of issued shares: 9,487,000
(as of March 31, 2010)

Performance by Business Segment

Net sales (billions of yen)

	Beverages / Foods	Restaurants	Other	Eliminations	Consolidated
FY2011Estimate	86.2	9.7	9.0	-5.9	99.0
FY 2010	83.3	9.4	8.9	-4.6	97.1
FY 2009	82.9	8.8	9.5	-4.7	96.5

Operating income (billions of yen)

	Beverages / Foods	Restaurants	Other	Eliminations	Consolidated
FY2011Estimate	3.3	0.3	0.1	0.1	3.8
FY 2010	1.4	0.2	0.1	0.1	1.8
FY 2009	1.1	0.2	0.2	0.1	1.7

Beverages and Foods Business (Japan)

POKKA Corporation

Operates a nation-wide network of beverage vending machines based on its core **lemon-based products, coffee, and soups businesses.**



Lemon



Coffee



Soup



Vending machines

Developing new health-oriented product categories



Fine flavors created with carefully selected ingredients

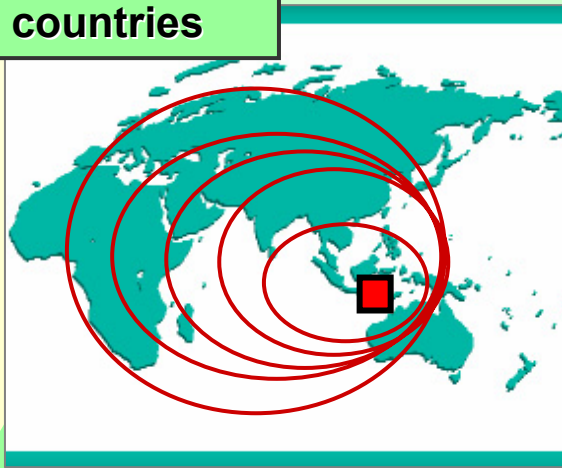


Beverages and Foods Business (Overseas)

POKKA Corporation Singapore Pte Ltd

- Established in 1977. In 1993, POKKA Corporation Singapore established a joint-venture company, POKKA Ace (M) Son. Bud., in Malaysia. POKKA Corporation Singapore manufactures and sells beverage products in Asian and other countries.

Exporting products
to 60 countries



Tea beverages are the company's best-selling products. Its green tea products, in particular, boast a market share of around 70% in Singapore.



Restaurants (Japan)

POKKA Create Co., Ltd.



**Operates coffee shop franchise Cafe de Crie:
101 locations in the Kanto area, 31 in the Tokai area,
17 in the Kansai area. Total: 149 locations (as of February 2011)**

Restaurants (Overseas)

**POKKA Corporation
(HK) Ltd.**

**POKKA Food
(Singapore) Pte. Ltd.**



**Operate a variety of restaurants in Hong Kong and Singapore:
26 locations in Hong Kong, 10 in Singapore, 1 in Macao.
Total: 37 locations (as of September 2010)**



Other Businesses

Foremost Blue Seal, Ltd.

**Manufacture/sale of Blue Seal ice cream
"Born in America and raised in Okinawa"**

POKKA Logistics Co., Ltd.

Transportation/warehousing mainly of POKKA beverages

POKKA Machine Co., Ltd.

**Design/manufacture of energy-saving machines and
production lines for various beverages**



BigDip 牧港店

BigDip Makiminato