

Six Months Ended June 30, 2010 Consolidated 1st Half Earnings Report—Supplementary Information

Consolidated Results (Six Months Ended June 30, 2010)

- 1. Condensed Consolidated Statements of Income
- 2. Consolidated Statements of Income: Breakdown of Key Changes
- 3. Segment Information
 Sales Breakdown for Alcoholic Beverages (Japan)
- 4. Condensed Consolidated Balance Sheets

Consolidated Forecasts (Year Ending December 31, 2010)

- 5. Condensed Consolidated Statements of Income
- 6. Consolidated Statements of Income: Breakdown of Key Changes
- 7. Segment Information

Sales Breakdown for Alcoholic Beverages (Japan)

Reference Materials

- 8. Major Sales Volume Data
- 9. Financial Highlights

July 2010

SAPPORO HOLDINGS LTD.

Securities code: 2501
URL http://www.sapporoholdings.jp/english/

1. Condensed Consolidated Statements of Income

		Six months Six months					
		ended June 30,	ended June 30,	Change	Change (%)		
		2009	2010	3	3 (1)		
	Alcoholic Beverages	143.1	138.2	(4.9)	(3.4)		
	Japan	132.7	125.7	(6.9)	(5.3)		
	International	10.4	12.4	2.0	19.7		
	Soft Drinks	14.8	14.7	(0.0)	(0.6)		
	Restaurants	13.2	12.8	(0.4)	(3.6)		
	Real Estate	11.1	11.3	0.2	2.0		
Ne	t sales	182.4	177.1	(5.2)	(2.9)		
	Alcoholic Beverages	(0.2)	(0.2)	(0.0)	_		
	Japan	(0.0)	(0.1)	(0.1)	_		
	International	(0.1)	(0.1)	0.0	_		
	Soft Drinks	(0.0)	0.0	0.0			
	Restaurants	(0.4)	(0.4)	(0.0)			
	Real Estate	3.5	3.5	(0.0)	(0.9)		
	General corporate and intercompany eliminations	(1.5)	(1.6)	(0.1)			
Ор	erating income	1.3	1.2	(0.1)	(10.3)		
	Non-operating income	1.1	1.3	0.1	16.1		
	Non-operating expenses	1.9	2.0	0.1	7.1		
Or	dinary income	0.5	0.4	(0.0)	(18.1)		
	Extraordinary gains	0.0	1.2	1.1	*****		
	Extraordinary losses	0.7	1.4	0.7	94.4		
	come before income taxes and nority interests	(0.2)	0.1	0.3			
	Income taxes and minority interests (loss)	0.5	0.8	0.3	64.3		
Ne	t income	(0.7)	(0.6)	0.0	_		
Ca	pital expenditures (cash basis)	8.7	13.6	4.9	55.9		
_	preciation and amortization	11.3	11.4	0.1	0.9		
	nortization of goodwill	0.5	0.5	0.0	8.6		
_	ITDA *2	13.1	13.1	0.0	0.1		
	=			5.0	9		

Consolidated	Year ended December 31,2009	Six months ended June 30, 2010	Change	Change (%)
Financial liabilities *1	196.7	212.2	15.4	7.8
Debt-to-equity ratio (times)	1.7	1.8	0.2	

^{*1:} Financial liabilities include commercial paper, and exclude the balance of lease obligations.

^{*2:} EBITDA = Operating income + Depreciation and amortization + Amortization of goodwill

2. Consolidated Statements of Income Breakdown of Key Changes

			Six months	Six months		
		Details	ended June	ended June	Change	
_			30, 2009	30, 2010	(= 1)	
E	Beer and related products	Total	(0.5)	(0.6)	(0.1)	
	Marginal profit	Sub total Increase (decrease) in volume / Product mix			(0.1)	Beer -1.5
		increase (decrease) in volume / Product mix			(0.9)	Happoshu -0.6
		1				New genre +1.0
						Product mix +0.2
		Decrease in cost of raw ingredients and materials			0.6	1700001111111 70.2
		Other cost reductions				Decrease in loss on disposal of inventories +
						other factors
	Fixed and other costs	Sub total			0.0	
		New sales and logistics system				Depreciation and amortization, etc.
		Decrease in sales promotion costs			0.3	
		Other cost reductions			0.7	Decrease in personnel expenses +0.3
						Depreciation and amortization +0.3
ŀ	Mr		0.4	0.4	(0.0)	
-	Wine and spirits		0.1	0.1	(0.0)	Sake, agribusiness, other factors
(Other		0.4	0.4	(0.0)	Sake, agribusiness, other factors
L					. ,	
	pholic Beverages (Japan)		(0.0)	(0.1)	(0.1)	
ľ	Existing Alcoholic Beverages (International)		(0.1)	(0.0)	0.1	
		Increase (decrease) in volume / Product mix / Raw ingredien	nts		0.4	Increase in volume +0.5, other factors
		Exchange rates			(0.0)	In and the second section of the section of the second section of the section of the second section of the section of th
ŀ		Other	0.0	(0.4)		Increase in marketing costs -0.2, etc.
_	Business in Vietnam		0.0	(0.1)	(0.1)	
_	pholic Beverages (International)	T	(0.1)	(0.1)	0.0	
F	Soft Drinks	I was (1 was): I was (Download with	0.3	0.4	0.1	D
		Increase (decrease) in volume / Product mix Decrease in production costs			(0.5)	Decrease in volume -0.2, product mix -0.3 Decrease in cost of raw ingredients and
		Decrease in production costs			0.3	materials +0.2, decrease in production costs
						+0.1
		Other cost reductions			0.2	Decrease in vending machine expenses +0.1
ŀ			(0.4)	(0.4)	(0.0)	other factors
_	Food business		(0.4)	(0.4)	(0.0)	
oft	Drinks	T	(0.0)	0.0	0.0	
		Existing stores			0.0	
L		New stores / Refurbished stores	(0.4)	(0.4)	(0.0)	
St	taurants	Sales	(0.4)	(0.4)	(0.0)	
T						
Ī						Obitions Conden Towns of (condensistions)
Į	Fatata	Rent	2.5	2.5	0.1	Chikusa Garden Terrace (condominium)
	Estate	Rent	3.5	3.5	0.1 (0.0)	
ene	eral corporate and intercompany eliminations	Rent	(1.5)	(1.6)	(0.0) (0.1)	
ene		Rent	(1.5) 1.3	(1.6) 1.2	(0.0) (0.1) (0.1)	
ene	eral corporate and intercompany eliminations	Rent S Financial income (expense)	(1.5) 1.3 (1.2)	(1.6) 1.2 (1.2)	0.1 (0.0) (0.1) (0.1) (0.0)	
ene	eral corporate and intercompany eliminations	Rent	(1.5) 1.3	(1.6) 1.2	(0.0) (0.1) (0.1)	
ene	eral corporate and intercompany eliminations	Rent Financial income (expense) Equity in income (losses) of affiliates	(1.5) 1.3 (1.2) (0.0)	(1.6) 1.2 (1.2) (0.1)	(0.0) (0.1) (0.1) (0.0) (0.0) (0.1)	
ene	eral corporate and intercompany eliminations	Financial income (expense) Equity in income (losses) of affiliates Foreign exchange gain (loss)	(1.5) 1.3 (1.2) (0.0) 0.1	(1.6) 1.2 (1.2) (0.1) (0.0)	(0.1) (0.0) (0.1) (0.1) (0.0) (0.1)	
ge	eral corporate and intercompany eliminations in operating income	Rent Financial income (expense) Equity in income (losses) of affiliates	(1.5) 1.3 (1.2) (0.0) 0.1 0.3	(1.6) 1.2 (1.2) (0.1) (0.0) 0.6	(0.1) (0.0) (0.1) (0.1) (0.0) (0.1) (0.1) 0.3	
ene	eral corporate and intercompany eliminations in operating income operating income	Financial income (expense) Equity in income (losses) of affiliates Foreign exchange gain (loss)	(1.5) 1.3 (1.2) (0.0) 0.1 0.3 (0.8)	(1.6) 1.2 (1.2) (0.1) (0.0) 0.6 (0.8)	(0.1) (0.0) (0.1) (0.1) (0.0) (0.1) (0.1) 0.3	
ge	eral corporate and intercompany eliminations in operating income	Rent S Financial income (expense) Equity in income (losses) of affiliates Foreign exchange gain (loss) Other	(1.5) 1.3 (1.2) (0.0) 0.1 0.3 (0.8) 0.5	(1.6) 1.2 (1.2) (0.1) (0.0) 0.6 (0.8) 0.4	(0.1) (0.0) (0.1) (0.1) (0.0) (0.1) (0.1) 0.3 0.0	
ge	eral corporate and intercompany eliminations in operating income operating income	Rent Financial income (expense) Equity in income (losses) of affiliates Foreign exchange gain (loss) Other Gain on sales of property, plant and equipment	(1.5) 1.3 (1.2) (0.0) 0.1 0.3 (0.8)	(1.6) 1.2 (1.2) (0.1) (0.0) 0.6 (0.8) 0.4	(0.1) (0.0) (0.1) (0.1) (0.0) (0.1) (0.1) 0.3 0.0 (0.0)	
ene	eral corporate and intercompany eliminations in operating income operating income	Financial income (expense) Equity in income (losses) of affiliates Foreign exchange gain (loss) Other Gain on sales of property, plant and equipment Gain on sales of investment securities	(1.5) 1.3 (1.2) (0.0) 0.1 0.3 (0.8) 0.5	(1.6) 1.2 (1.2) (0.1) (0.0) 0.6 (0.8) 0.4 0.0 0.6	(0.1) (0.0) (0.1) (0.1) (0.0) (0.1) (0.1) (0.1) 0.3 0.0 (0.0) (0.0)	
ene	eral corporate and intercompany eliminations in operating income operating income	Rent Financial income (expense) Equity in income (losses) of affiliates Foreign exchange gain (loss) Other Gain on sales of property, plant and equipment Gain on sales of investment securities Reversal of removal costs	(1.5) 1.3 (1.2) (0.0) 0.1 0.3 (0.8) 0.5	(1.6) 1.2 (1.2) (0.1) (0.0) 0.6 (0.8) 0.4 0.0 0.6 0.6 0.6	0.1 (0.0) (0.1) (0.1) (0.0) (0.1) (0.1) 0.3 0.0 (0.0) (0.0) 0.6 0.6	
ene	eral corporate and intercompany eliminations in operating income operating income	Rent Financial income (expense) Equity in income (losses) of affiliates Foreign exchange gain (loss) Other Gain on sales of property, plant and equipment Gain on sales of investment securities Reversal of removal costs Other extraordinary gains	(1.5) 1.3 (1.2) (0.0) 0.1 0.3 (0.8) 0.5	(1.6) 1.2 (1.2) (0.1) (0.0) 0.6 (0.8) 0.4 0.0 0.6 0.6 0.1	(0.1) (0.0) (0.1) (0.1) (0.1) (0.1) (0.1) (0.3) (0.0) (0.0) (0.0) (0.0) (0.0) (0.0) (0.0) (0.0)	
ene	eral corporate and intercompany eliminations in operating income operating income	Financial income (expense) Equity in income (losses) of affiliates Foreign exchange gain (loss) Other Gain on sales of property, plant and equipment Gain on sales of investment securities Reversal of removal costs Other extraordinary gains Loss on disposal of property, plant and equipment	(1.5) 1.3 (1.2) (0.0) 0.1 0.3 (0.8) 0.5	(1.6) 1.2 (1.2) (0.1) (0.0) 0.6 (0.8) 0.4 0.0 0.6 0.6 0.6 0.6 0.6 0.6 0.6	(0.1) (0.0) (0.1) (0.1) (0.1) (0.1) (0.1) (0.1) (0.1) (0.1) (0.1) (0.1) (0.0) (0.0) (0.0) (0.0) (0.0) (0.0) (0.0) (0.0) (0.1) (0.1) (0.1) (0.1) (0.1)	
ene	eral corporate and intercompany eliminations in operating income operating income	Financial income (expense) Equity in income (losses) of affiliates Foreign exchange gain (loss) Other Gain on sales of property, plant and equipment Gain on sales of investment securities Reversal of removal costs Other extraordinary gains Loss on disposal of property, plant and equipment Impairment losses	(1.5) 1.3 (1.2) (0.0) 0.1 0.3 (0.8) 0.5	(1.6) 1.2 (1.2) (0.1) (0.0) 0.6 (0.8) 0.4 0.0 0.6 0.6 0.6 0.1 (0.6) (0.1)	(0.1) (0.0) (0.1) (0.1) (0.0) (0.1) (0.1) (0.1) (0.3) (0.0) (0.0) (0.0) (0.0) (0.0) (0.1) (0.1) (0.1)	Increase in interest expense -0.05
ene	eral corporate and intercompany eliminations in operating income operating income	Financial income (expense) Equity in income (losses) of affiliates Foreign exchange gain (loss) Other Gain on sales of property, plant and equipment Gain on sales of investment securities Reversal of removal costs Other extraordinary gains Loss on disposal of property, plant and equipment	(1.5) 1.3 (1.2) (0.0) 0.1 0.3 (0.8) 0.5	(1.6) 1.2 (1.2) (0.1) (0.0) 0.6 (0.8) 0.4 0.0 0.6 0.6 0.6 0.6 0.6 0.6 0.6	(0.1) (0.0) (0.1) (0.1) (0.1) (0.1) (0.1) (0.1) (0.1) (0.1) (0.1) (0.1) (0.0) (0.0) (0.0) (0.0) (0.0) (0.0) (0.0) (0.0) (0.1) (0.1) (0.1) (0.1) (0.1)	Increase in interest expense -0.05 Strategic restructuring of domestic wine
ene	eral corporate and intercompany eliminations in operating income operating income	Financial income (expense) Equity in income (losses) of affiliates Foreign exchange gain (loss) Other Gain on sales of property, plant and equipment Gain on sales of investment securities Reversal of removal costs Other extraordinary gains Loss on disposal of property, plant and equipment Impairment losses	(1.5) 1.3 (1.2) (0.0) 0.1 0.3 (0.8) 0.5	(1.6) 1.2 (1.2) (0.1) (0.0) 0.6 (0.8) 0.4 0.0 0.6 0.6 0.6 0.1 (0.6) (0.1)	(0.1) (0.0) (0.1) (0.1) (0.0) (0.1) (0.1) (0.1) (0.3) (0.0) (0.0) (0.0) (0.0) (0.0) (0.1) (0.1) (0.1)	Increase in interest expense -0.05
on-	eral corporate and intercompany eliminations in operating income operating income	Financial income (expense) Equity in income (losses) of affiliates Foreign exchange gain (loss) Other Gain on sales of property, plant and equipment Gain on sales of investment securities Reversal of removal costs Other extraordinary gains Loss on disposal of property, plant and equipment Impairment losses Business structure improvement expenses	(1.5) 1.3 (1.2) (0.0) 0.1 0.3 (0.8) 0.5 0.0 (0.5)	(1.6) 1.2 (1.2) (0.0) 0.6 (0.8) 0.4 0.0 0.6 0.6 0.1 (0.6) (0.1) (0.7)	(0.1) (0.0) (0.1) (0.1) (0.1) (0.1) (0.1) (0.3) (0.0) (0.0) (0.0) (0.0) (0.1) (0.1) (0.1) (0.7)	Increase in interest expense -0.05 Strategic restructuring of domestic wine
on-	eral corporate and intercompany eliminations in operating income -operating income and expenses in ordinary income	Financial income (expense) Equity in income (losses) of affiliates Foreign exchange gain (loss) Other Gain on sales of property, plant and equipment Gain on sales of investment securities Reversal of removal costs Other extraordinary gains Loss on disposal of property, plant and equipment Impairment losses Business structure improvement expenses Other extraordinary losses	(1.5) 1.3 (1.2) (0.0) 0.1 0.3 (0.8) 0.5 0.0 (0.5) - (0.5) - (0.2)	(1.6) 1.2 (1.2) (0.1) (0.0) 0.6 (0.8) 0.4 0.0 0.6 0.6 0.1 (0.6) (0.1) (0.7) (0.1) (0.2)	(0.1) (0.0) (0.1) (0.1) (0.1) (0.1) (0.1) (0.1) (0.1) (0.1) (0.1) (0.1) (0.1) (0.1) (0.1) (0.1) (0.1) (0.1) (0.1) (0.1) (0.1) (0.7) (0.1) (0.5)	Increase in interest expense -0.05 Strategic restructuring of domestic wine
ige ige	eral corporate and intercompany eliminations in operating income -operating income and expenses in ordinary income	Rent Financial income (expense) Equity in income (losses) of affiliates Foreign exchange gain (loss) Other	(1.5) 1.3 (1.2) (0.0) 0.1 0.3 (0.8) 0.5 0.0 (0.5) - (0.5) (0.2)	(1.6) 1.2 (1.2) (0.1) (0.0) 0.6 (0.8) 0.4 0.0 0.6 0.6 0.1 (0.6) (0.1) (0.7) (0.1)	(0.1) (0.0) (0.1) (0.1) (0.1) (0.1) (0.1) (0.0)	Increase in interest expense -0.05 Strategic restructuring of domestic wine

	Six months ended June 30, 2009	Six months ended June 30, 2010
yen / US\$	95.60	91.36
yen / CAN\$	79.42	88.34

3. Segment Information

(billions of yen)

Six months ended June 30, 2009	Alcoholic Beverages (Japan)	Alcoholic Beverages (International)	Soft Drinks	Restaurants	Real Estate	Corporate and eliminations	Consolidated total
Net sales	132.7	10.4	14.8	13.2	11.1	_	182.4
Operating income	(0.0)	(0.1)	(0.0)	(0.4)	3.5	(1.5)	1.3
Sales promotiin cost							
Sales incentives and commissions	6.6	0.0	2.1	0.0	0.0	(0.0)	8.8
Advertising and promotion expenses	8.4	0.4	0.2	0.5	0.1	(0.0)	9.8
Promotional items	3.4	0.4	0.0	0.0	0.0	0.0	3.8
Capital expenditures (cash basis)	5.4	0.6	0.6	0.3	1.6	0.0	8.7
Depreciation and amortization	7.2	0.4	0.1	0.3	3.0	0.0	11.3
Amortization of goodwill	0.0	0.5	0.0	0.0	0.0	0.0	0.5
EBITDA *1	7.2	0.7	0.0	(0.0)	6.6	(1.4)	13.1

Six months ended June 30, 2010	Alcoholic Beverages (Japan)	Alcoholic Beverages (International)	Soft Drinks	Restaurants	Real Estate	Corporate and eliminations	Consolidated total
Net sales	125.7	12.4	14.7	12.8	11.3	l	177.1
Operating income	(0.1)	(0.1)	0.0	(0.4)	3.5	(1.6)	1.2
Sales promotiin cost							
Sales incentives and commissions	6.7	0.0	2.3	0.0	0.0	(0.0)	9.1
Advertising and promotion expenses	8.4	0.5	0.2	0.5	0.0	(0.0)	9.9
Promotional items	2.8	0.6	0.0	0.0	0.0	0.0	3.4
Capital expenditures (cash basis)	2.5	0.2	0.3	0.4	10.2	0.0	13.6
Depreciation and amortization	7.1	0.5	0.2	0.3	3.0	0.0	11.4
Amortization of goodwill	0.0	0.5	0.0	0.0	0.0	0.0	0.5
EBITDA *1	7.0	1.0	0.2	(0.1)	6.6	(1.6)	13.1

Change	Alcoholic Beverages (Japan)	Alcoholic Beverages (International)	Soft Drinks	Restaurants	Real Estate	Corporate and eliminations	Consolidated total
Net sales	(6.9)	2.0	(0.0)	(0.4)	0.2	_	(5.2)
Operating income	(0.1)	0.0	0.0	(0.0)	(0.0)	(0.1)	(0.1)
Sales promotiin cost							
Sales incentives and commissions	0.0	(0.0)	0.1	0.0	0.0	(0.0)	0.2
Advertising and promotion expenses	0.0	0.1	(0.0)	(0.0)	(0.0)	(0.0)	0.0
Promotional items	(0.6)	0.2	(0.0)	0.0	0.0	0.0	(0.4)
Capital expenditures (cash basis)	(2.9)	(0.4)	(0.2)	0.0	8.5	(0.0)	4.9
Depreciation and amortization	(0.0)	0.1	0.1	(0.0)	0.0	0.0	0.1
Amortization of goodwill	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EBITDA *1	(0.2)	0.2	0.1	(0.0)	(0.0)	(0.1)	0.0

^{*1:} EBITDA = Operating income + Depreciation and amortization + Amortization of goodwill

Sales Breakdown for Alcoholic Beverages (Japan)

Sales (including liquor tax)

(billions of yen)

	Six months ended June 30,	Six months ended June 30,	Change	Change (%)
Beer	79.2	74.5	(4.7)	(5.9)
Happoshu	6.3	4.7	(1.6)	(25.4)
New genre	31.2	33.2	2.0	6.4
Total	116.8	112.5	(4.3)	(3.7)

Sales (excluding liquor tax)

Sales (excluding liquol tax)				(billions of yen)
	Six months ended June 30,	Six months ended June 30,	Change	Change (%)
Beer	38.3	36.0	(2.3)	(6.0)
Happoshu	3.5	2.7	(0.7)	(20.0)
New genre	21.7	22.9	1.2	5.5
Total	63.6	61.7	(1.8)	(2.8)

4. Condensed Consolidated Balance Sheets

(billions of yen)

	As of December 31, 2009	As of June 30, 2010	Change	
Current assets	102.2	101.4	(0.8)	
Cash and cash equivalents	6.3	10.6	4.2	Sapporo Vietnam Ltd. +2.8
Notes and accounts receivable - trade	60.1	54.5	(5.6)	
Inventories	22.9	25.3	2.4	
Other	12.8	10.8	(1.9)	
Fixed assets	404.5	408.1	3.5	
Property, plant and equipment	339.7	343.7	4.0	Newly acquired real estate properties
Investments and other assets	64.8	64.4	(0.4)	
Total assets	506.8	509.5	2.6	
Current liabilities	169.2	203.3	34.0	
Notes and accounts payable - trade	20.1	22.9	2.7	
Short-term bank loans	46.7	90.0	43.3	Increase due to transfers from bonds and long-term bank loans, other factors
Other	102.3	90.3	(12.0)	Decrease in liquor taxes payable -12.1, other factors
Long-term liabilities	219.0	190.6	(28.4)	
Long-term debt	150.0	122.1	(27.8)	Decrease due to transfers to current portion of bonds and short-term bank loans, other factors
Employees' retirement benefits	7.4	7.3	(0.1)	
Other	61.4	61.0	(0.4)	
Total liabilities	388.2	393.9	5.6	
Total net assets	118.5	115.6	(2.9)	Dividend payments -2.7 Quarterly net loss -0.6
Total liabilities and net assets	506.8	509.5	2.6	

Condensed Balance Sheets by Operating Company

As of June 30, 2010	Sapporo Breweries Ltd.	Sapporo International Inc.	Sapporo Beverage Co. Ltd	Sapporo Lion Ltd.	Yebisu Garden Place Co., Ltd.
Current assets	68.4	0.6	15.8	1.8	2.0
Fixed assets	166.9	32.1	2.2	11.1	165.7
Total assets	235.4	32.7	18.1	13.0	167.8
Current liabilities	169.2	1.1	9.6	2.5	17.1
Long-term liabilities	41.0	1.9	6.3	1.7	101.9
(Of which, financial liabilities)	87.0	2.7	3.8	0.3	93.2
	05.4	00.5	0.0	0.7	40.7
Total net assets	25.1	29.5	2.0	8.7	48.7
Total liabilities and net assets	235.4	32.7	18.1	13.0	167.8

Consolidated Forecasts (Year Ending December 31, 2010)

5. Condensed Consolidated Statements of Income

5. Condensed Consolidated Statem		(billions of yen)		
	Year ended December 31, 2009	Year ending December 31, 2010	Change	Change (%)
Alcoholic Beverages	305.4	306.0	0.5	0.2
Japan	282.9	280.0	(2.9)	(1.0)
International	22.5	26.0	3.4	15.1
Soft Drinks	30.7	33.7	3.0	9.6
Restaurants	28.0	26.8	(1.2)	(4.4)
Real Estate	23.2	24.5	1.2	5.3
Net sales	387.5	391.0	3.4	0.9
Alcoholic Beverages	8.1	8.3	0.1	1.5
Japan	7.4	7.5	0.0	0.2
International	0.6	0.8	0.1	15.4
Soft Drinks	0.3	0.5	0.2	66.1
Restaurants	(0.1)	0.0	0.1	_
Real Estate	7.5	8.0	0.5	6.3
General corporate and intercompany eliminations	(2.9)	(3.3)	(0.4)	I
Operating income	12.8	13.5	0.6	4.7
Non-operating income	2.2	2.1	(0.1)	(5.7)
Non-operating expenses	4.3	4.6	0.2	4.6
Ordinary income	10.7	11.0	0.2	2.6
Extraordinary gains	0.9	0.0	(0.9)	(100.0)
Extraordinary losses	2.8	2.3	(0.5)	(18.4)
Income before income taxes and minority interests	8.8	8.7	(0.2)	(2.0)
Income taxes	4.3	4.0	(0.3)	(8.1)
Minority interests (loss)	(0.0)	(0.1)	(0.1)	_
Net income	4.5	4.8	0.2	5.8
Capital expenditures (cash basis)	21.8	33.2	11.4	52.0
Depreciation and amortization	22.5	22.8	0.3	1.3
Amortization of goodwill	1.0	1.0	0.0	0.0
EBITDA *2	36.4	37.3	0.9	2.5
Consolidated	Year ended December 31, 2009	Year ending December 31, 2010	Change	Change (%)
Financial liabilities *1	196.7	208.5	11.7	5.9
Debt-to-equity ratio (times)	1.7	1.7	0.1	

^{*1:} Financial liabilities include commercial paper, and exclude the balance of lease obligations.

^{*2:} EBITDA = Operating income + Depreciation and amortization + Amortization of goodwill

Operating income to net sales (excluding liquor tax) (%)	4.9	5.0	0.1	
ROE (%)	3.9	4.0	0.1	

Consolidated Forecasts (Year Ending December 31, 2010)

6. Consolidated Statements of Income Breakdown of Key Changes

	Breakdown of Key Change	S				(billions of ye
			Year ended	Year ending		
		Details	December 31, 2009	December 31, 2010	Change	
	Beer and related products	Total	5.8	5.9	0.1	
	Marginal profit	Sub total	0.0	0.0	2.9	
		Increase (decrease) in volume / Product mix				Beer -2.1
						Happoshu -1.2
						New genre +4.9
						Product mix +0.3
						Decrease in raw ingredient unit prices,
		Production costs			1.0	decrease in purchase prices due to stronge
					()	yen
	Fixed and other costs	Sub total			(2.8)	
		New sales and logistics system			, ,	Depreciation and amortization, etc.
		Sales promotion costs			(1.5)	
		Other	0.0	0.0		Equipment costs, etc.
	Wine and spirits		0.6	0.6	0.0	I a a a a a a di a a a a a a a a a a a a
	Other		1.0	1.0		Japanese liquor, agribusiness
Alc	oholic Beverages (Japan)		7.4	7.5	0.0	
	Existing Alcoholic Beverages (International)		0.6	1.0	0.3	
		Increase (decrease) in volume / Product mix			1.4	Increase in volume: Sleeman (114%)
						USA (119%)
		Marketing costs				Increase at Sleeman
		Other			(0.5)	Increase in personnel expense
	Business in Vietnam		0.0	(0.2)	(0.2)	Personnel expenses, brand-building expens other factors
Alc	oholic Beverages (International)		0.6	0.8	0.1	other factors
	Soft Drinks		0.8	1.0	0.2	
	SOIT DITING	Increase (decrease) in volume / Product mix	0.0	1.0		Decrease in volume, rise in profit margins
						Decrease in production costs and loss on
		Decrease in production costs			0.2	disposal
		Other cost reductions			0.0	
	Food business		(0.5)	(0.5)	0.0	
Sof	t Drinks		0.3	0.5	0.2	
		Existing stores			0.1	Profit improved by cost reductions
		New stores / Refurbished stores			0.0	
Res	staurants		(0.1)	0.0	0.1	
		Rent	,		0.5	Contributions from new and development
						properties
		Sales			0.0	
Rea	al Estate		7.5	8.0	0.5	
Ger	neral corporate and intercompany eliminati	ons	(2.9)	(3.3)	(0.4)	
nang	e in operating income		12.8	13.5	0.6	
T	l	Financial income (expense)	(2.7)	(3.1)	(0.4)	Increase in bank loans
		Equity in income (losses) of affiliates	0.3	0.3	0.0	
		Other	0.3	0.3	0.0	
Nor	1-operating income and expenses	0.10.	(2.1)	(2.5)	(0.4)	
_			` '	` ′	0.2	
iang	e in ordinary income	_	10.7	11.0		
		Gain on sales of property, plant and equipment	0.9	0.0	(0.9)	
ı		Gain on sales of investment securities	0.0	0.6	0.6	
I		Other extraordinary gains	_	0.0	0.0	
		Reversal of removal costs		0.6	0.6	
I		Loss on disposal of property, plant and equipment	(1.5)	(1.5)	0.0	
I		Impairment losses	(0.9)	(0.1)	0.8	
I		Business reorganization costs	- (2 = 1	(0.7)	(0.7)	
L		Other extraordinary losses	(0.3)	(1.2)	(0.9)	
_	raordinary gains and losses		(1.9)	(2.3)	(0.4)	
	e in income before income taxes and mino	rity interests	8.8	8.7	(0.2)	
nang						
	ange in income taxes and minority interests	s (loss)	(4.3)	(3.9)	0.4	

	Year ended December 31, 2009	Year ending December 31, 2010
yen / US\$	93.65	90.00
yen / CAN\$	82.30	82.00

Consolidated Forecasts (Year Ending December 31, 2010)

7. Segment Information

(hil	llior	10	٦f١	ıρr

7. Segment information							(billions of yen)
Year ended December 31, 2009	Alcoholic Beverages (Japan)	Alcoholic Beverages (International)	Soft Drinks	Restaurants	Real Estate	Corporate and eliminations	Consolidated total
Net sales	282.9	22.5	30.7	28.0	23.2	_	387.5
Operating income	7.4	0.6	0.3	(0.1)	7.5	(2.9)	12.8
Sales promotiin cost							
Sales incentives and commissions	14.5	0.0	4.6	0.0	0.0	(0.1)	19.0
Advertising and promotion expenses	14.2	0.7	0.3	1.2	0.3	(0.1)	16.7
Promotional items	6.4	0.7	0.0	0.0	0.0	0.0	7.1
Capital expenditures (cash basis)	7.9	1.2	0.7	0.8	11.2	0.0	21.8
Depreciation and amortization	14.2	1.0	0.4	0.8	6.1	0.0	22.5
Amortization of goodwill	0.0	1.0	0.0	0.0	0.0	0.0	1.0
EBITDA *1	21.6	2.6	0.7	0.7	13.6	(2.9)	36.4

Year ending December 31, 2010	Alcoholic Beverages (Japan)	Alcoholic Beverages (International)	Soft Drinks	Restaurants	Real Estate	Corporate and eliminations	Consolidated total
Net sales	280.0	26.0	33.7	26.8	24.5		391.0
Operating income	7.5	0.8	0.5	0.0	8.0	(3.3)	13.5
Capital expenditures (cash basis)	4.5	3.1	0.4	0.8	24.4	0.0	33.2
Depreciation and amortization	15.0	1.0	0.3	0.7	5.8	0.0	22.8
Amortization of goodwill	0.0	1.0	0.0	0.0	0.0	0.0	1.0
EBITDA *1	22.5	2.8	0.8	0.7	13.8	(3.3)	37.3

Change	Alcoholic Beverages (Japan)	Alcoholic Beverages (International)	Soft Drinks	Restaurants	Real Estate	Corporate and eliminations	Consolidated total
Net sales	(2.9)	3.4	3.0	(1.2)	1.2	_	3.4
Operating income	0.0	0.1	0.2	0.1	0.5	(0.4)	0.6
Capital expenditures (cash basis)	(3.4)	1.9	(0.3)	0.0	13.2	0.0	11.4
Depreciation and amortization	0.8	0.0	(0.1)	(0.1)	(0.3)	0.0	0.3
Amortization of goodwill	0.0	0.0	0.0	0.0	0.0	0.0	0.0
EBITDA *1	0.9	0.2	0.1	0.0	0.2	(0.4)	0.9

^{*1:} EBITDA = Operating income + Depreciation and amortization + Amortization of goodwill

Sales Breakdown for Alcoholic Beverages (Japan)

Sales (including liquor tax)

(billions of yen)

	Year ended December 31, 2009	Year ending December 31, 2010	Change	Change (%)
Beer	175.5	167.6	(7.9)	(4.5)
Happoshu	12.2	8.6	(3.6)	(29.5)
New genre	63.4	74.2	10.8	17.0
Total	251.2	250.5	(0.7)	(0.3)

Sales (excluding liquor tax)

	Year ended December 31, 2009	Year ending December 31, 2010	Change	Change (%)
Beer	85.4	80.7	(4.7)	(5.5)
Happoshu	6.8	4.9	(1.9)	(27.9)
New genre	44.0	51.3	7.3	16.6
Total	136.3	137.0	0.7	0.5

Reference Materials

8. Major Sales Volume Data

Beer (Japan) (10,000 cases)

		Jan. 1 - Jun. 30, 2010	Year on year (%)	Year ending Dec.31, 2010	Year on year (%)
	Sapporo Black Label	842	92.1	1,833	94.0
	Yebisu (total)	457	100.5	1,098	103.6
1. B	Beer (total)	1,382	94.1	3,122	96.5
2. H	lapposhu (total)	118	71.6	220	68.9
3. N	lew genre beverages	1,012	107.3	2,259	118.1
Bee	r, happoshu, and new genre (total: 1 + 2 + 3)	2,512	97.5	5,600	102.5

Beer (International)

(10,000 cases)

	Jan. 1 - Jun. 30, 2010	Year on year (%)	Year ending Dec.31, 2010	Year on year (%)
Sleeman Breweries Ltd. *1	527	106.0	1,190	114.0
Sapporo brand	120	117.0	252	119.0

^{*1} Excludes contracted manufacturing for the Sapporo brand

Wine and Spirits

(10,000 cases)

		Jan. 1 - Jun. 30, 2010	Year on year (%)	Year ending Dec.31, 2010	Year on year (%)
	Domestic wines	45	87.0	93	90.0
	Imported wines	29	94.0	68	100.0
Win	e (total)	74	88.0	161	95.0
Win	e and spirits (total)	24	100.0	54	102.0

Shochu (billions of yen)

	Jan. 1 - Jun. 30, 2010	Year on year (%)	Year ending Dec.31, 2010	Year on year (%)
Shochu	4.2	78.0	8.9	78.0

Soft Drinks (10,000 cases)

	Jan. 1 - Jun. 30, 2010	Year on year (%)	Year ending Dec.31, 2010	Year on year (%)
Soft Drinks	922	96.0	1,950	98.0

Reference Materials

9. Financial Highlights (Consolidated 1st Half and Full-year Results (Forecast), 2006 - 2010)

Consolidated 1st Half Results

(billions of yen, except percentages and per-share data)

	Six months Six months Six months Six months Six months				
		ended June 30,			
	2006	2007	2008	2009	2010
Net sales	200.1	211.4	193.4	182.4	177.1
Net sales (excluding liquor tax)	135.7	146.4	133.4	125.0	124.4
Overseas share of total net sales(%) (excluding liquor tax)	1.9	9.3	9.3	8.3	10.0
Operating income	(1.7)	(1.2)	1.1	1.3	1.2
Operating margin (including liquor tax) (%)	_	_	0.6	0.7	0.7
Operating margin (excluding liquor tax) (%)	_	_	0.9	1.1	1.0
Ordinary income	(3.0)	(2.8)	(0.7)	0.5	0.4
Net income	(3.9)	(5.5)	9.5	(0.7)	(0.6)
Total assets	533.4	582.1	521.1	497.7	509.5
Total net assets	102.7	117.2	128.0	113.5	115.6
Financial liabilities *1	221.2	229.7	184.0	188.7	212.2
Debt-to-equity ratio (times)	2.2	2.0	1.4	1.7	1.8
Capital expenditures (cash basis)	11.6	11.3	13.8	8.7	13.6
Depreciation and amortization	10.6	12.5	11.0	11.3	11.4
Amortization of goodwill	0.0	0.4	0.4	0.5	0.5
EBITDA *2	8.9	11.3	12.5	13.1	13.1
Exchange rate (yen / US\$)	115.24	123.27	104.90	95.60	91.36
(yen / CAN\$)	103.72	116.23	104.15	79.42	88.34

Consolidated Full-year Results and Forecast

(billions of yen, except percentages and per-share data)

		•			
	Year ended December 31, 2006	Year ended December 31, 2007	Year ended December 31, 2008	Year ended December 31, 2009	Year ending December 31, 2010 (Forecast)
Net sales	435.0	449.0	414.5	387.5	391.0
Net sales (excluding liquor tax)	294.0	309.7	284.4	264.6	271.7
Overseas share of total net sales(%) (excluding liquor tax)	1.8	9.0	8.8	8.5	9.6
Operating income	8.6	12.3	14.6	12.8	13.5
Operating margin (including liquor tax) (%)	2.0	2.8	3.5	3.3	3.5
Operating margin (excluding liquor tax) (%)	2.9	4.0	5.2	4.9	5.0
Ordinary income	5.8	8.1	10.5	10.7	11.0
Net income	2.3	5.5	7.6	4.5	4.8
Total assets	589.5	561.8	527.2	506.8	
Total net assets	113.5	125.1	116.8	118.5	
Financial liabilities *1	236.0	212.4	189.2	196.7	208.5
Debt-to-equity ratio (times)	2.1	1.7	1.6	1.7	1.7
Capital expenditures (cash basis)	21.8	19.8	27.3	21.8	33.2
Depreciation and amortization	21.9	24.5	21.6	22.5	22.8
Amortization of goodwill	0.0	0.8	0.8	1.0	1.0
EBITDA *2	30.5	37.6	37.0	36.4	37.3
ROE (%)	2.1	4.6	6.3	3.9	4.0
EPS before goodwill amortization (yen)	6.38	14.10	19.49	11.57	12.25
EPS after goodwill amortization (yen)	6.38	11.87	17.28	8.95	9.61
Exchange rate (yen / US\$)	119.12	114.15	103.49	93.65	90.00
(yen / CAN\$)	102.59	116.34	97.97	82.30	82.00

^{*1:} Financial liabilities include commercial paper, and exclude the balance of lease obligations.

^{*2:} EBITDA = Operating income + Depreciation and amortization + Amortization of goodwill
*3: For 2007 and before, the exchange rate prevailing at year-end was used; for 2008 and after, the annual-average exchange rate was used.