

January 7, 2014

For immediate release

Company Name:	Dai Nippon Printing Co., Ltd.
Stock Code:	7912 (TSE1)
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Subsidiary Hokkaido Coca-Cola Bottling Co., Ltd.'s Earnings Forecast Revisions

Based on the latest earnings trends, Dai Nippon Printing Co., Ltd. (DNP) subsidiary Hokkaido Coca-Cola Bottling Co., Ltd. announced today revisions of its earnings forecasts originally published on February 8, 2013. Please see the attachment.

The impact of the revisions on DNP's consolidated and non-consolidated financial performance in the current fiscal year ending March 2014 is likely to be minimal.



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For immediate release

Company Name: Hokkaido Coca-Cola Bottling Co., Ltd.
 Stock Code: 2573
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Revisions of Earnings Forecasts for the Fiscal Year Ended December 31, 2013

Based on the latest earnings trends, Hokkaido Coca-Cola Bottling Co., Ltd. announced today revisions of its earnings forecasts for the fiscal year ended December 31, 2013 which were originally published on February 8, 2013.

Revised earnings forecasts

Revisions of consolidated earnings forecasts for the fiscal year ended December 31, 2013 (January 1, 2013— December 31, 2013)

	Net sales	Operating income	Ordinary income	Net income	Net income per share
	Million yen	Million yen	Million yen	Million yen	Yen
Latest forecast (A)	56,300	1,000	980	500	13.69
Revised forecast (B)	54,700	600	700	300	8.21
Change (B–A)	(1,600)	(400)	(280)	(200)	
Change (%)	(2.8)	(40.0)	(28.6)	(40.0)	
Previous year result (fiscal year ended December 2012)	56,276	503	629	722	19.76

Reasons for the revisions

In the fiscal year ended in December 2013 (January 1, 2013— December 31, 2013), we expect consolidated earnings to fall short of our previously announced forecasts for the following reasons. Amid a contraction of the beverage market in Hokkaido, price competition has become increasingly severe as a result of stiffer competition in the distribution industry as distribution channels have multiplied in response to the diversifying needs of consumers and broadening range of purchase channels. We also expect sales promotion costs to increase as a result of market share competition within the soft drink industry.

The forecasts in this press release are based on information available at the publication date, and actual results may differ due to a variety of factors.