



キッチンから、笑顔をつくろう

"To create smiles from the kitchen"

**Presentation Material:
Announcement of FY 2013 Year-End Results**

May 19, 2014



キッチンから、笑顔をつくろう

“To create smiles from the kitchen”

I . Results Outline

1. Outline of Consolidated Results for Period Ended March 2014

(Units: millions of yen)

	2014/3 (Actual Results)	2013/3 (Actual Results)	<i>Change From Prev. Period</i>	2014/3 (Initial Forecast 11/7)	2013/3 (Revised Forecast 2/6)	<i>Compared To Revised Plan 2/6</i>
Net Sales	128,785	113,533	13.4%	121,500	123,600	4.2%
Operating Income	8,873	4,755	86.6%	5,800	7,400	19.9%
Ordinary Income	8,470	4,372	93.7%	5,500	7,000	21.0%
Net Income	4,970	2,506	98.3%	3,000	4,100	21.2%
Net Income Per Share	106.68yen	53.79yen	98.3%	64.39yen	88.00円	21.2%

* Initial Forecast 11/7: Announced November 7, 2013

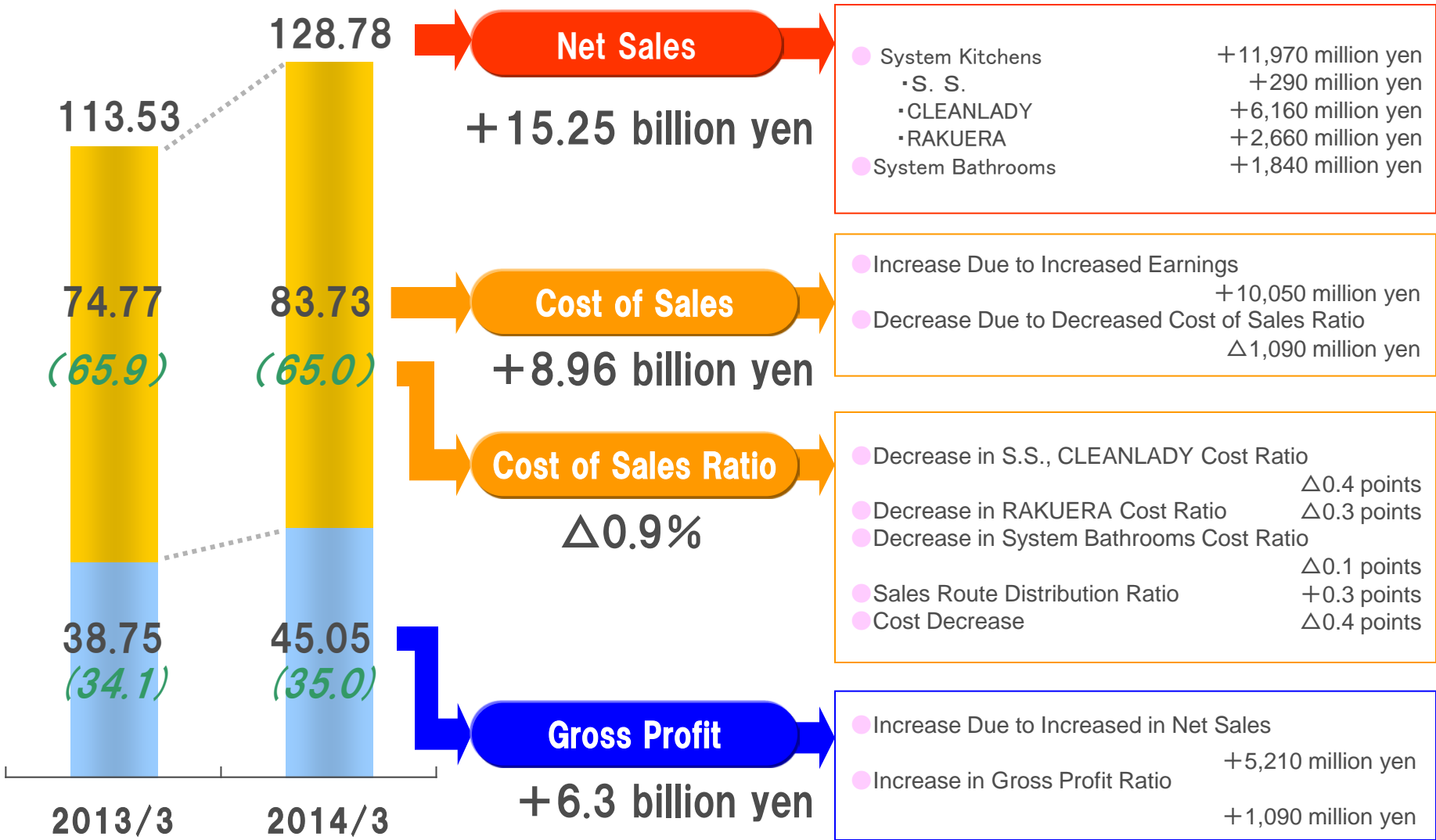
* Revised Forecast 2/6: Announced February 6, 2014

2. Consolidated Profits (1) Net Sales, Gross Profit

(Units: billions of yen)

【Increased/Decreased Values (Rates)】

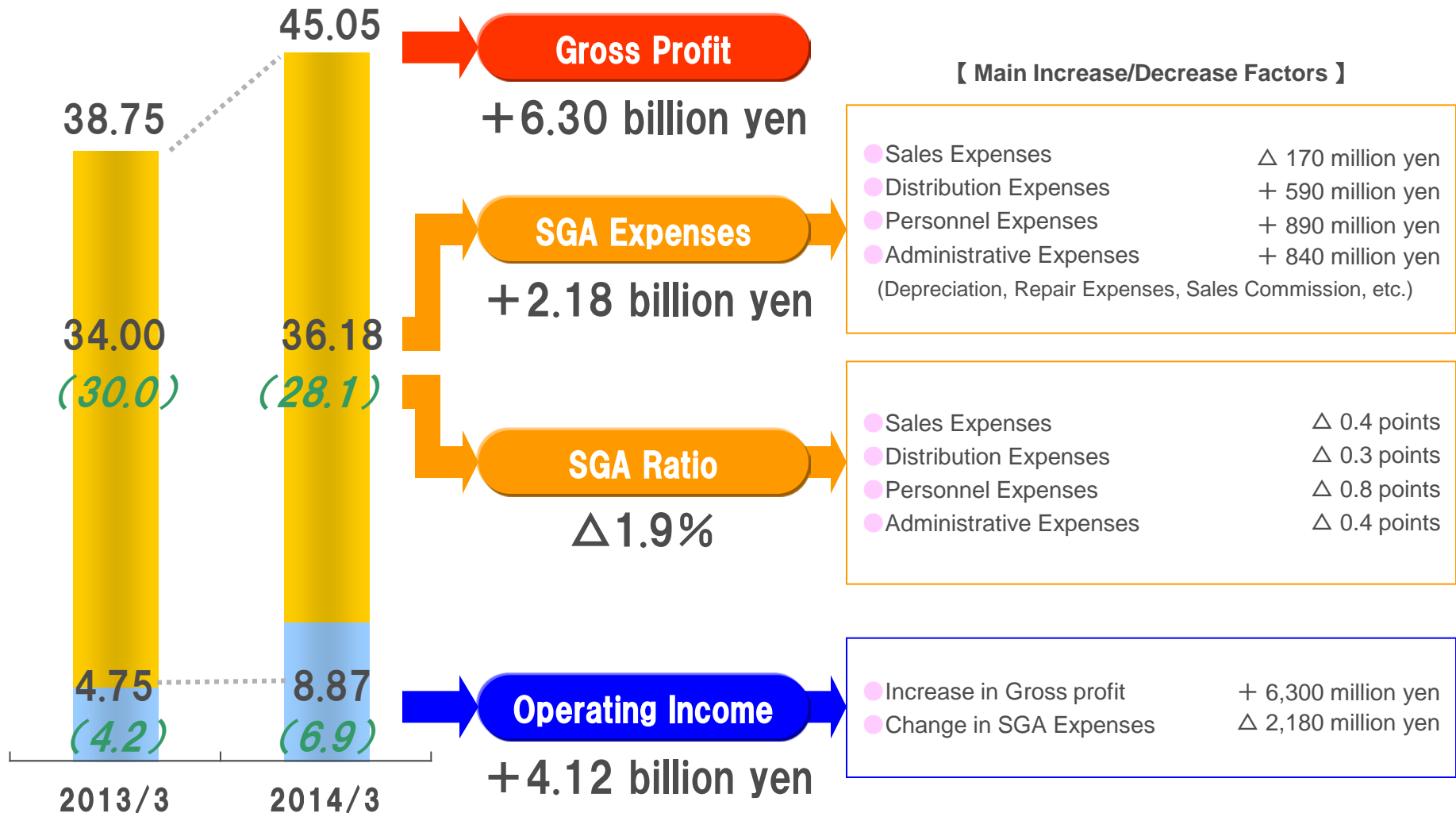
【Main Increase/Decrease Factors】



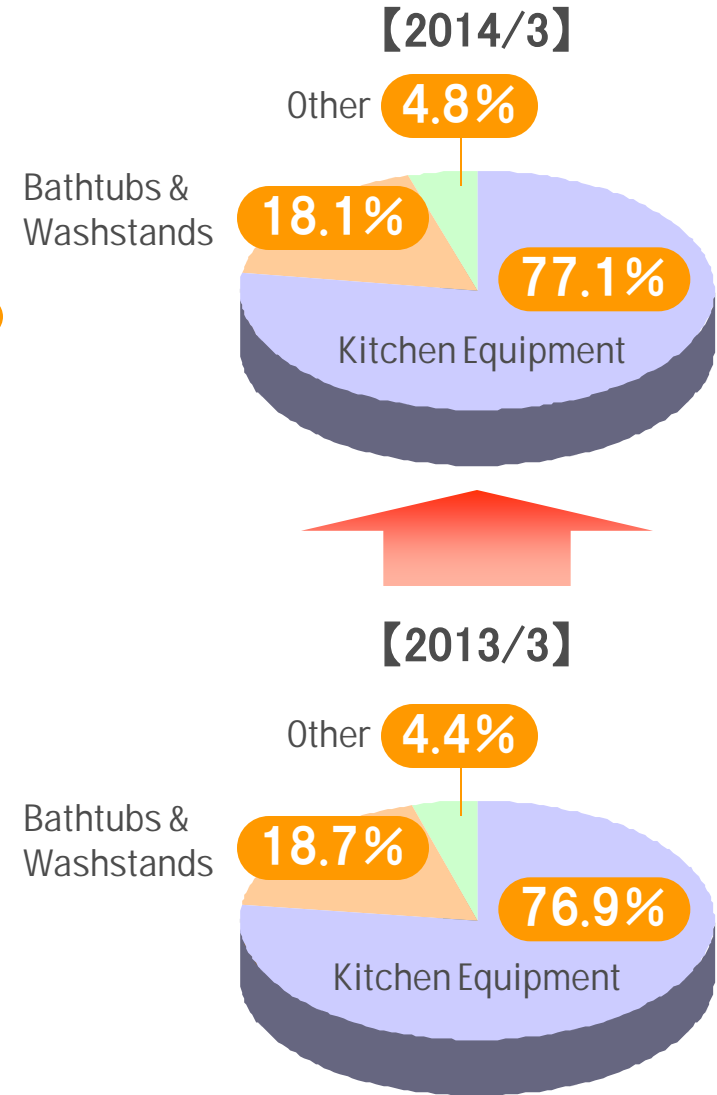
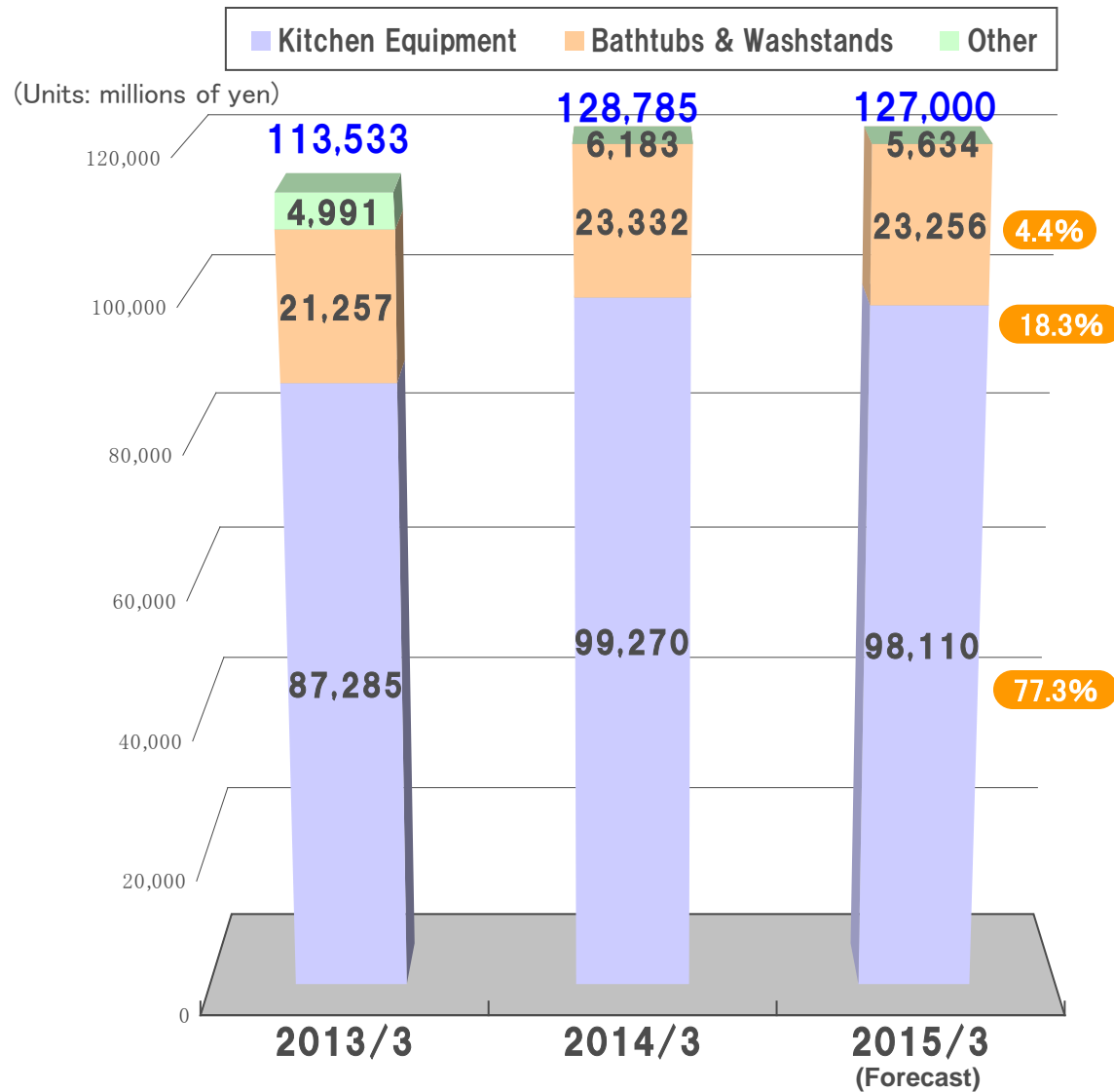
2. Consolidated Profits (2) SGA Expenses, Operating Income

(Units: billions of yen)

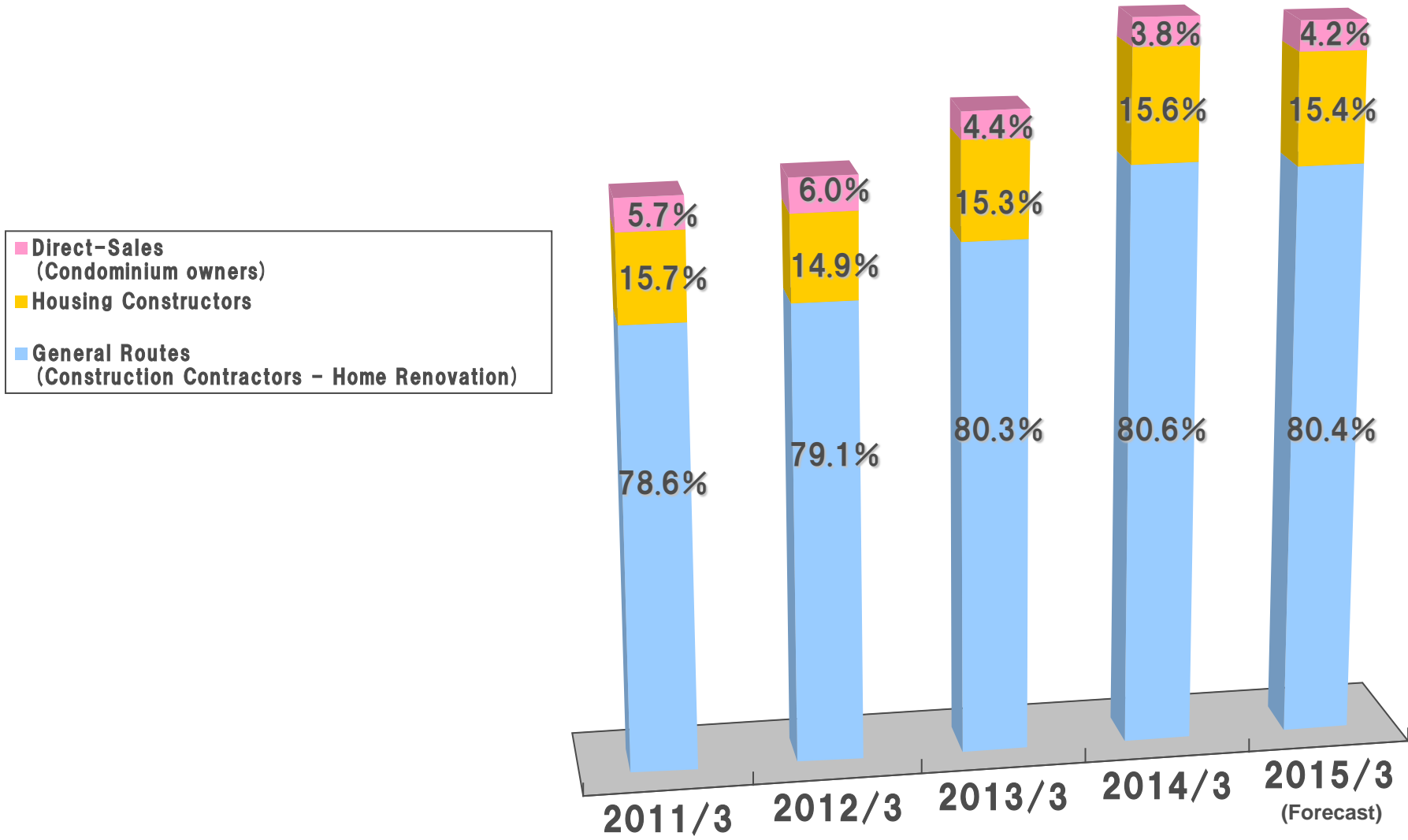
【Increased/Decreased Values (Rates)】



3. Sales Composition (1) By Segment (Consolidated)



3. Sales Composition (2) By Sales Route (Non-Consolidated)



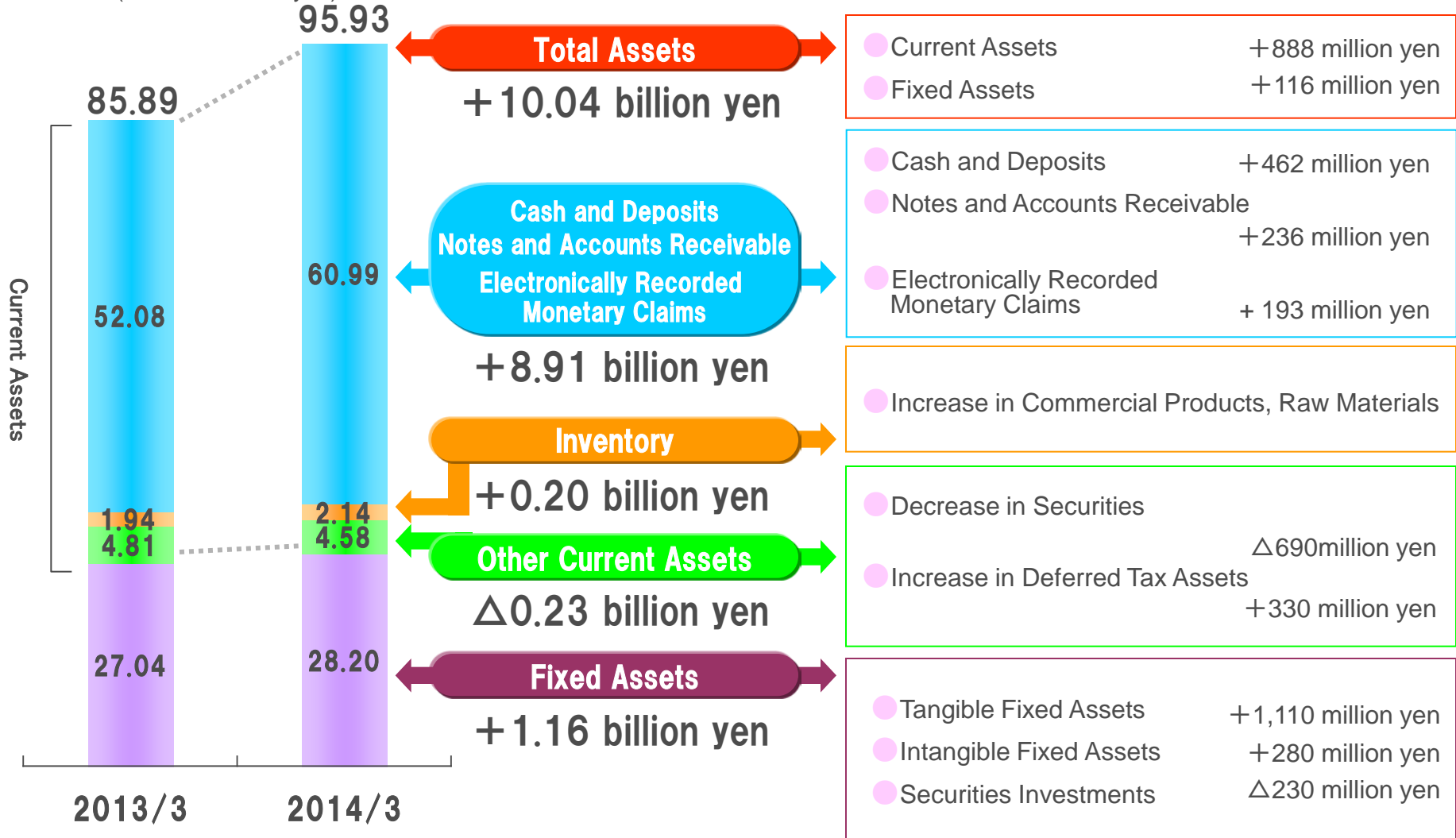
4. Consolidated Balance Sheet Summary – 1/2

【Assets】

(Units: billions of yen)

【Increased/Decreased Values (Rates)】

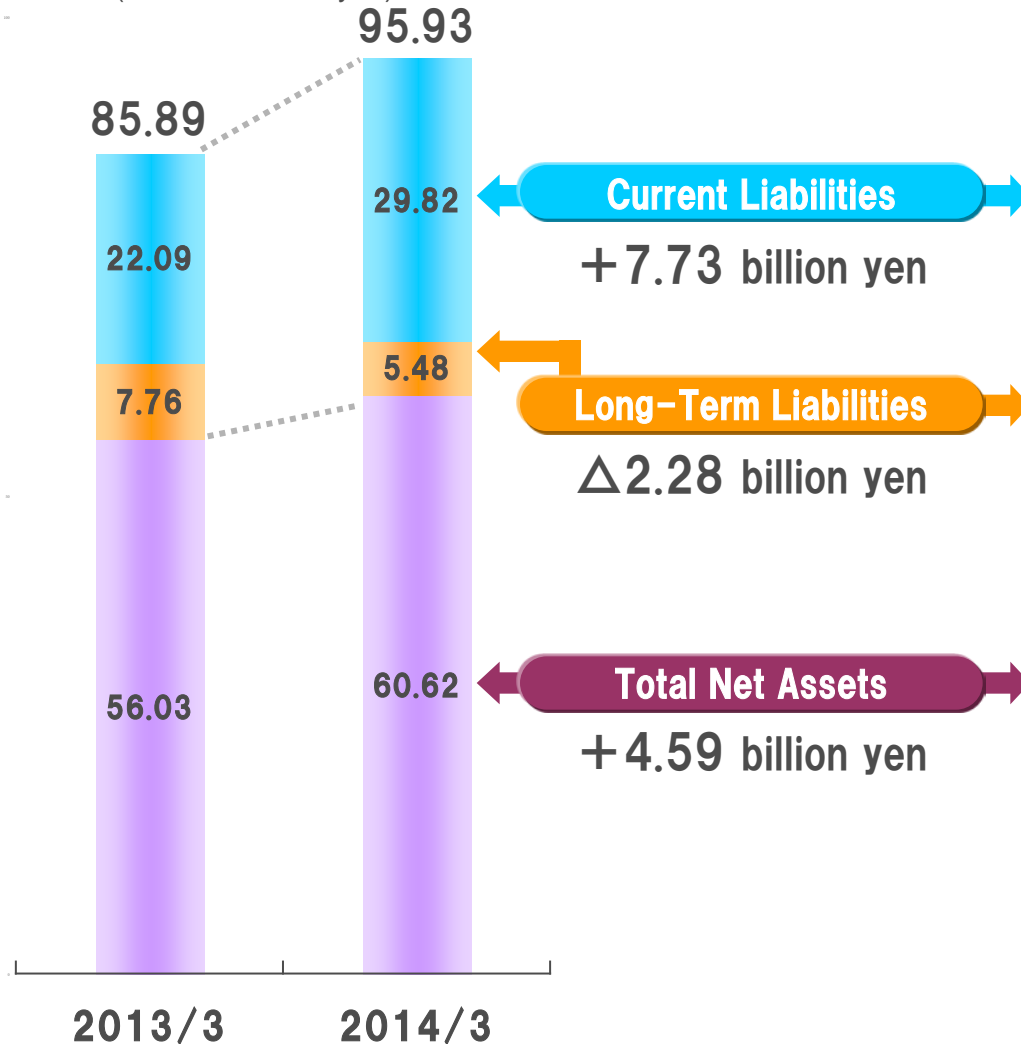
【Main Increase/Decrease Factors】



4. Consolidated Balance Sheet Summary – 2/2

【Liabilities / Net assets】

(Units: billions of yen)



【Increased/Decreased Values】

【Primary Reasons for Increase/Decrease】

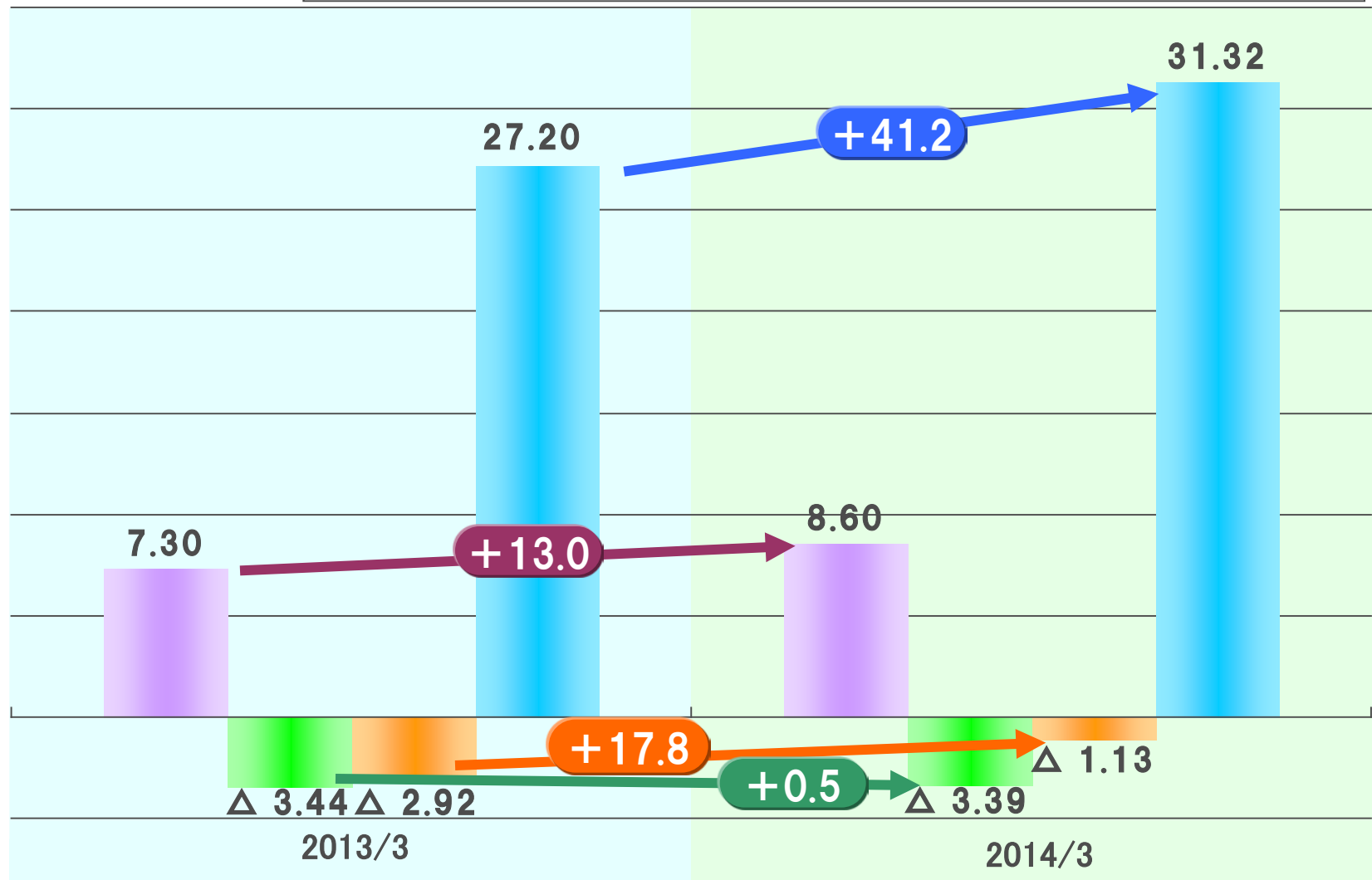
● Trade Accounts Payable, Other Accounts Payable	+3,430 million yen
● Income Tax Payable,	+2,530 million yen
● Short-Term Loans Payable	+1,500 million yen

● Long-Term Loans Payable	Δ1,590 million yen
● Provision for retirement benefits	Δ1,790 million yen
● Net Defined Benefit Obligations	+1,080 million yen

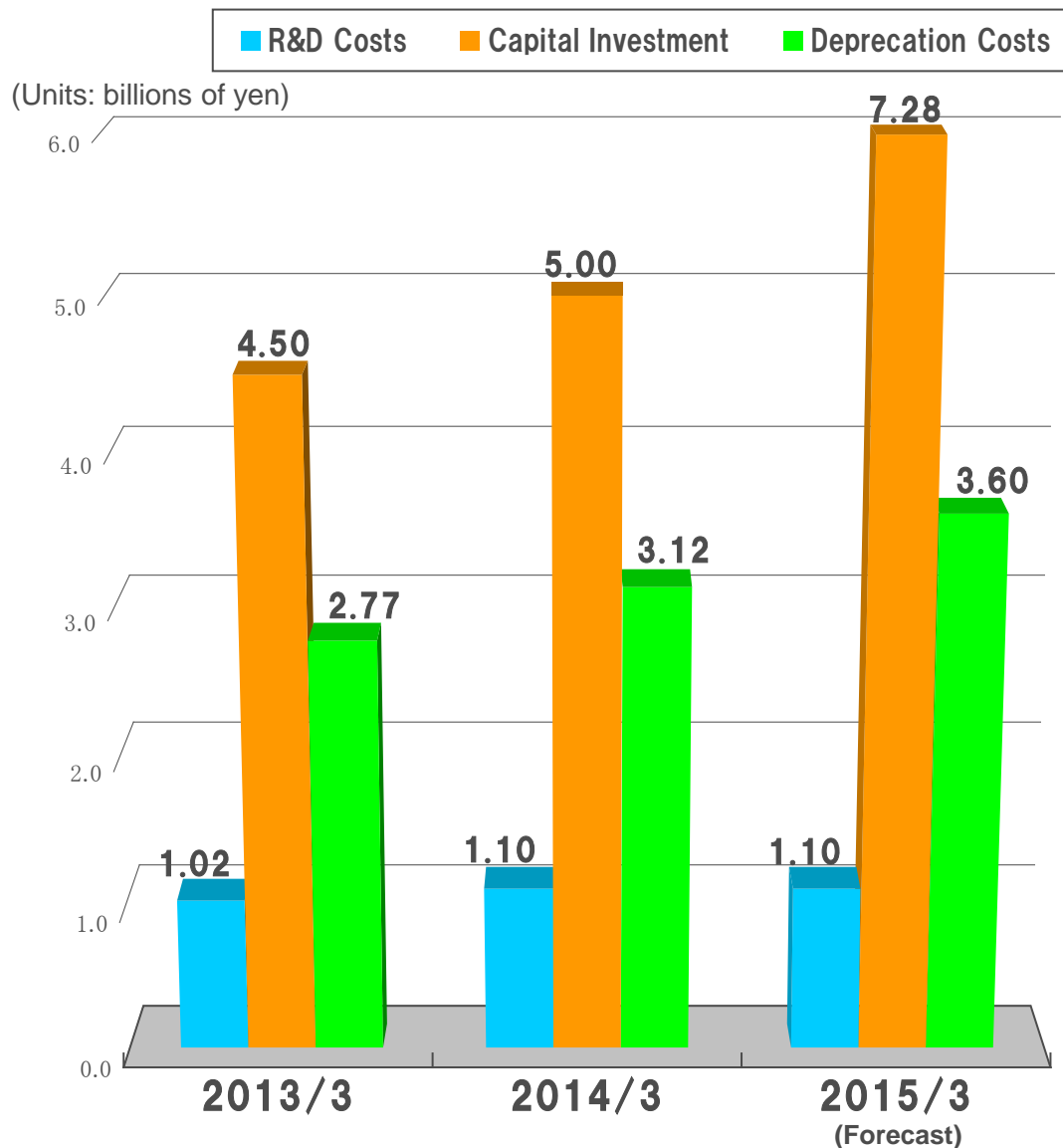
● Net Income	+4,970 million yen
● Dividends	Δ930 million yen
● Valuation difference on available-for-sale securities	+170 million yen
● Remeasurements of defined benefit plans	+330 million yen

5. Consolidated Cash Flow Statement Summary

(Units: billions of yen)



6. Capital Investments (Consolidated)



【Major Capital Investment Details】

FY 2013 Results

- ① Production-Related 1,870 million yen
- ② Showroom Renovation 1,650 million yen
- ③ Information Investment 1,040 million yen
- ③ Others 440 million yen

FY 2014 Plan

- ① Production-Related 3,610 million yen
- ② Operations-Related 2,020 million yen
- ③ Information-Related 1,360 million yen
- ④ Others 290 million yen

7. Outline of Non-Consolidated Results for Period Ended March 2014

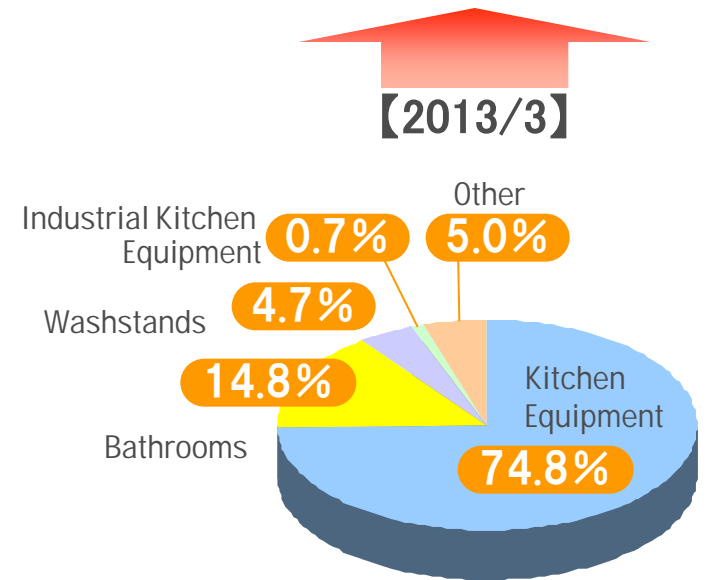
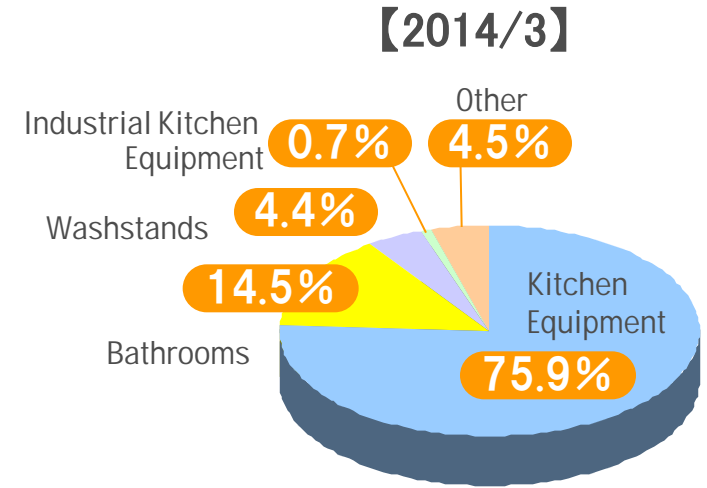
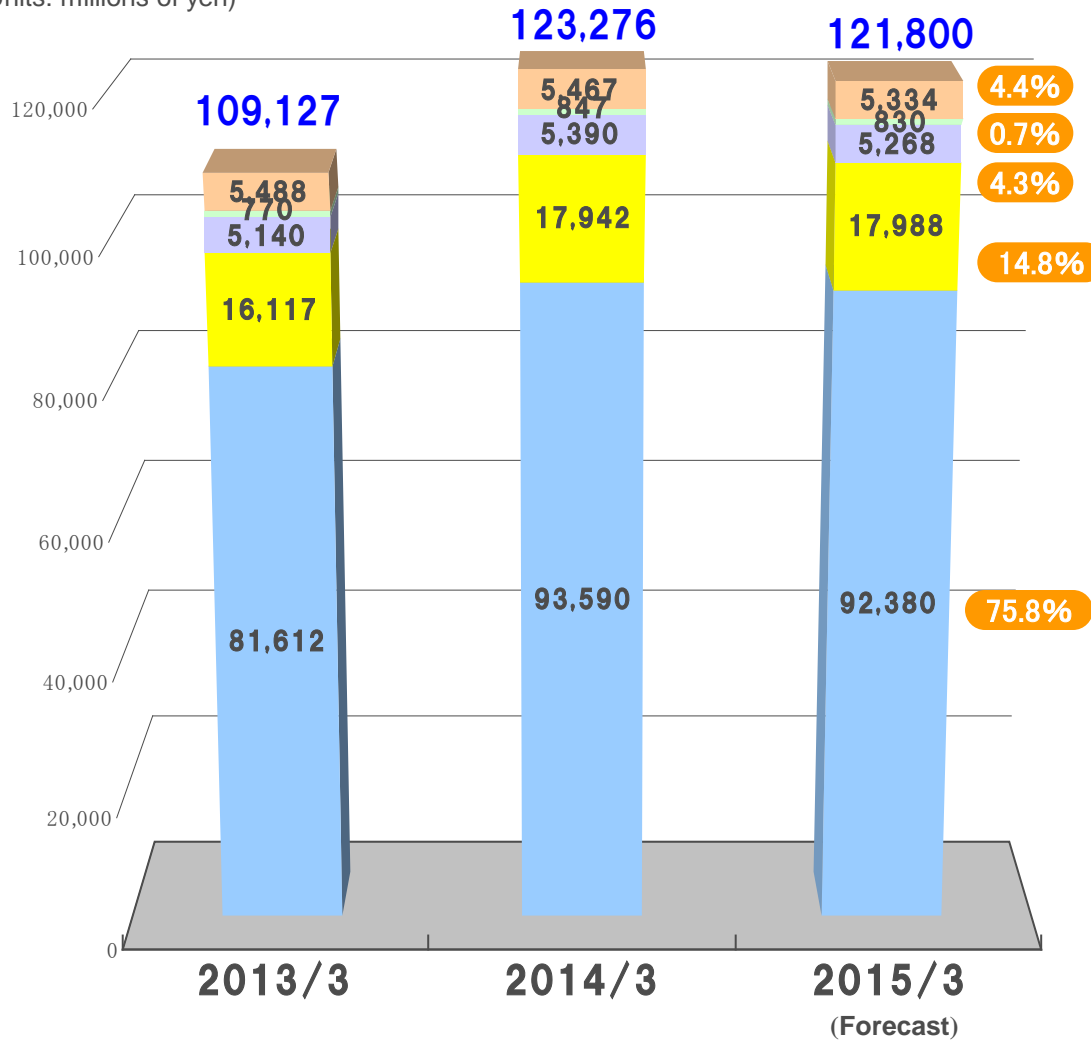
(Units: millions of yen)

	2014/3 (Actual Results)	2013/3 (Actual Results)	<i>Change From Prev. Period</i>
Net Sales	123,276	109,127	13.0%
Operating Income	7,959	3,905	103.8%
Ordinary Income	7,925	3,822	107.4%
Net Income	4,792	2,243	113.6%
Net Income Per Share	102.86yen	48.15yen	113.6%

8. Non-Consolidated Sales Composition By Segment

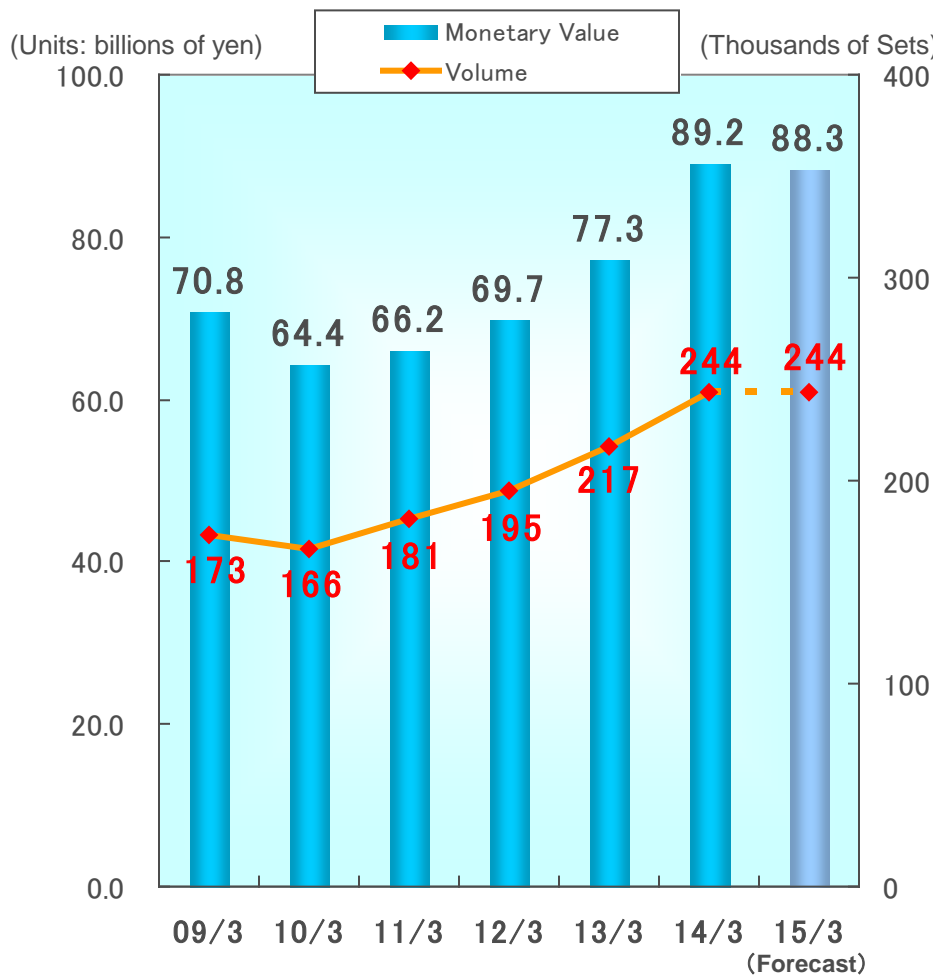


(Units: millions of yen)

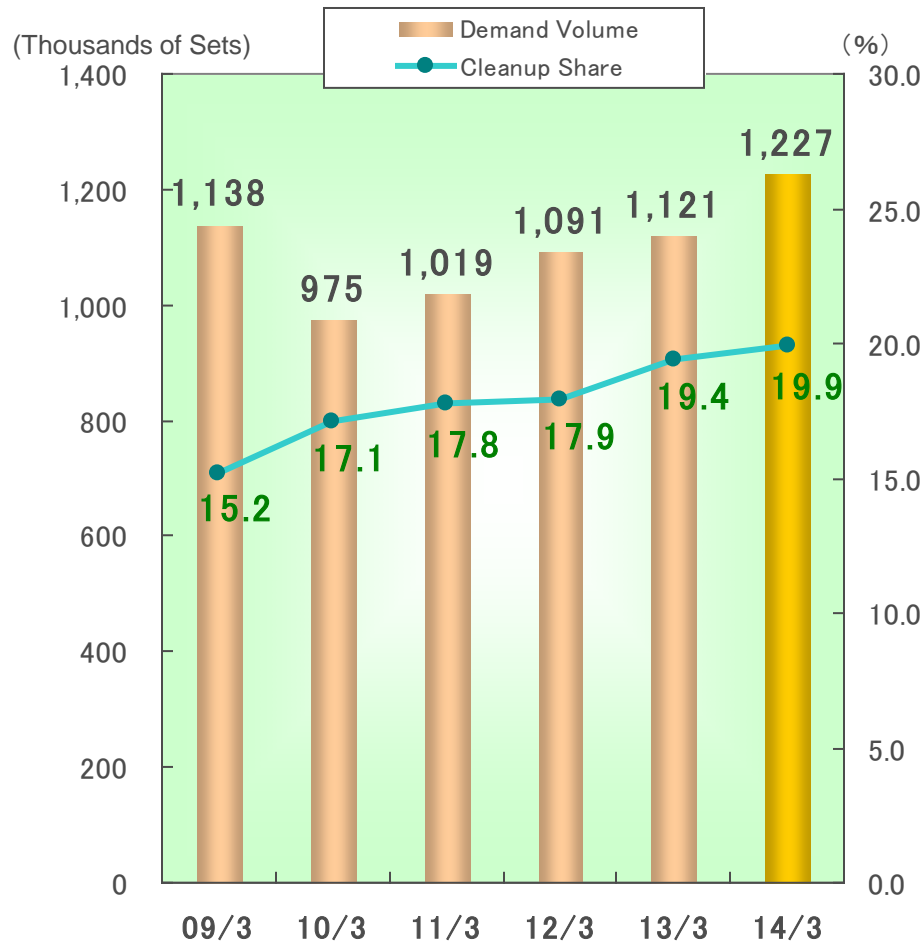


9. Sales Results For Major Products and Cleanup Market Share - 1/4

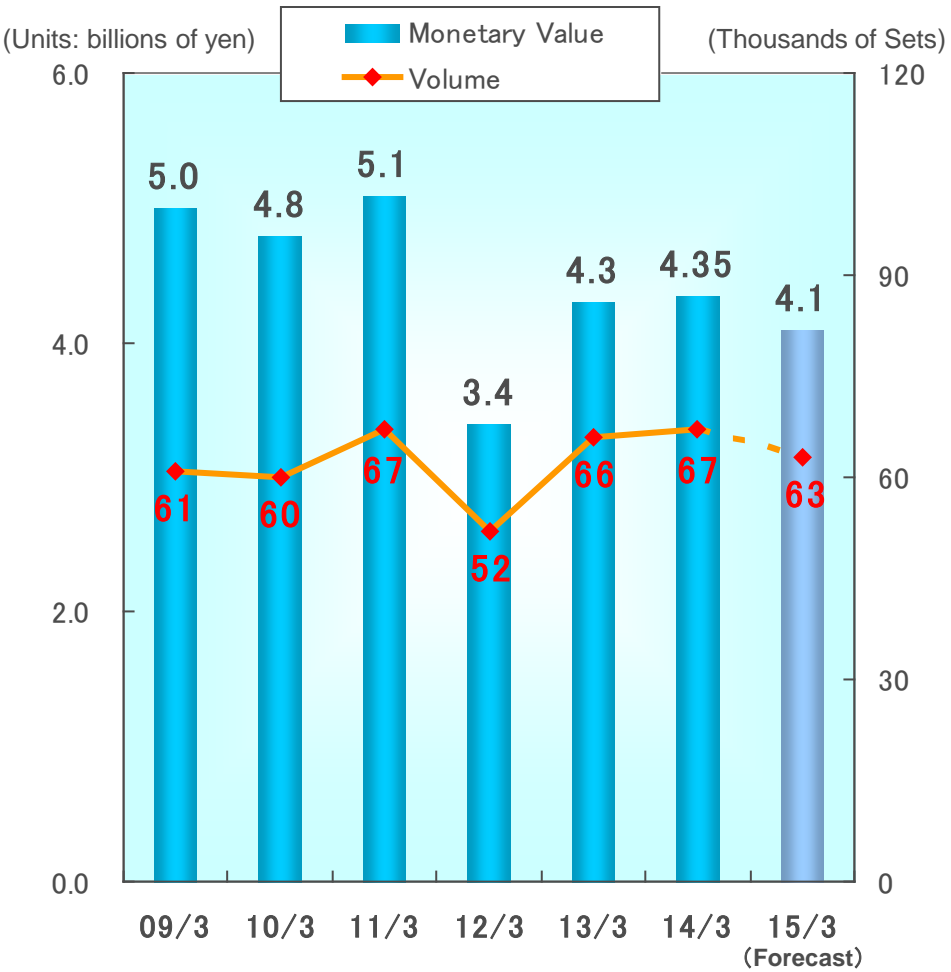
Complete System Kitchen Sales Results



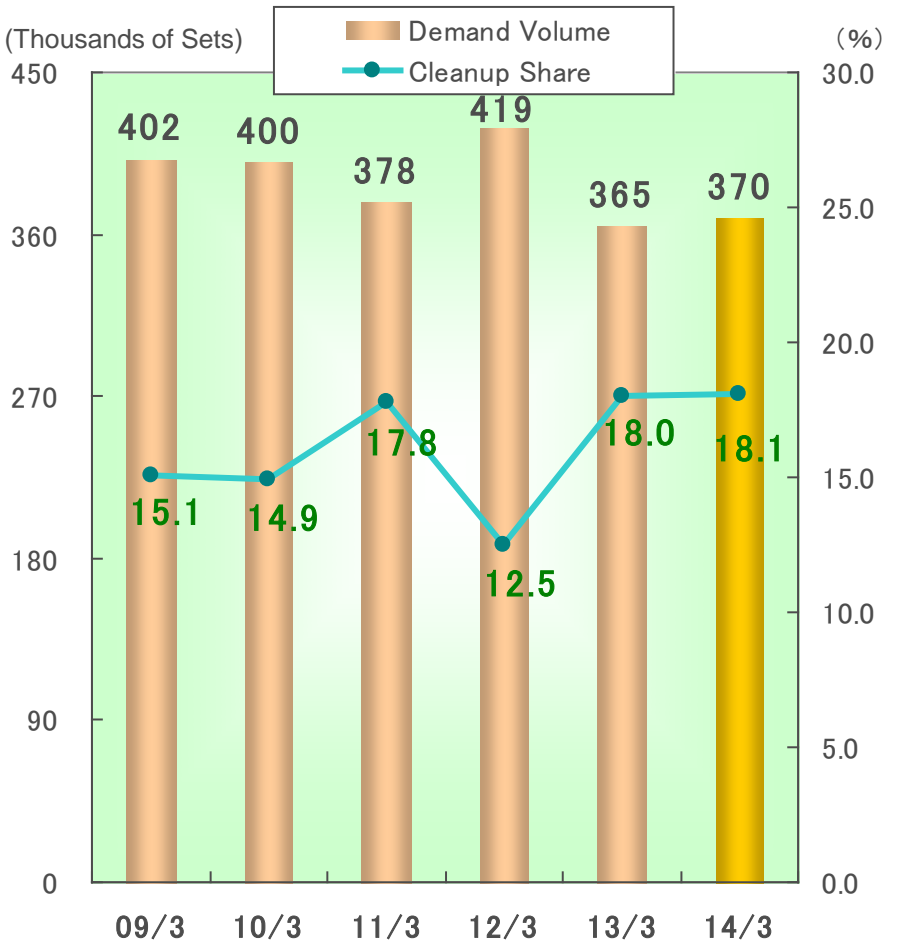
Demand Trends and Market Share



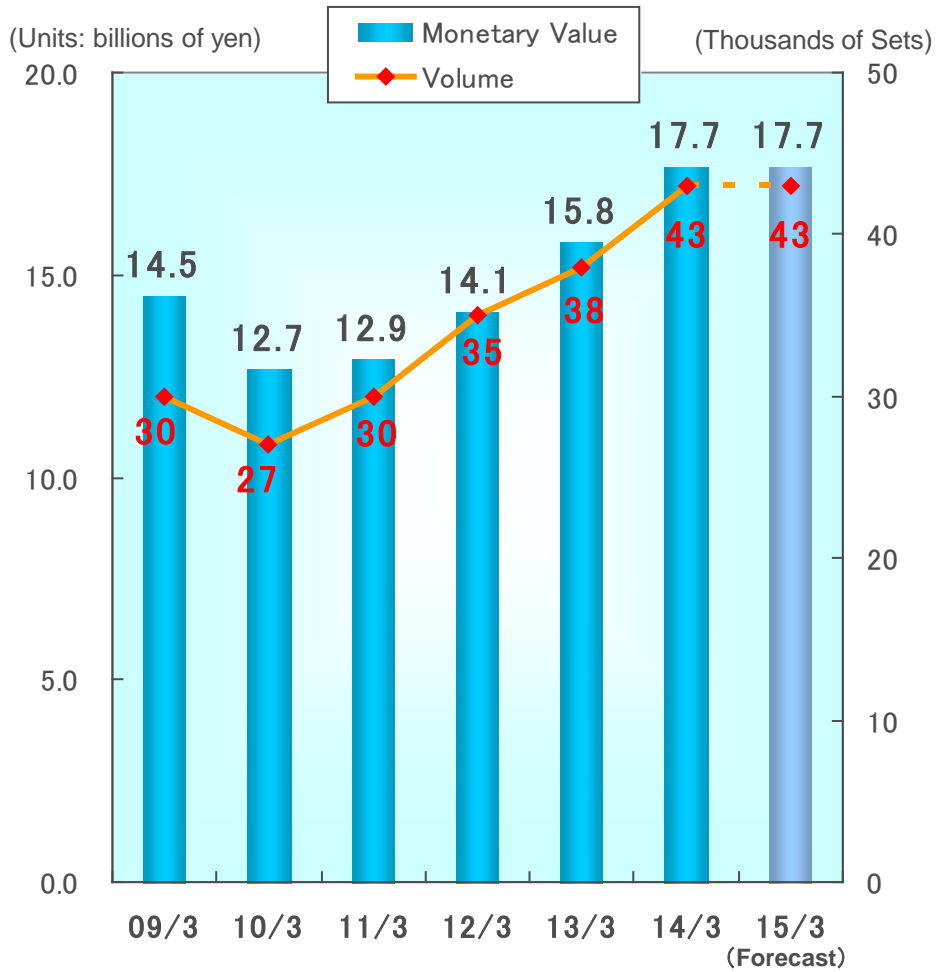
Sectional System Kitchen Sales Results



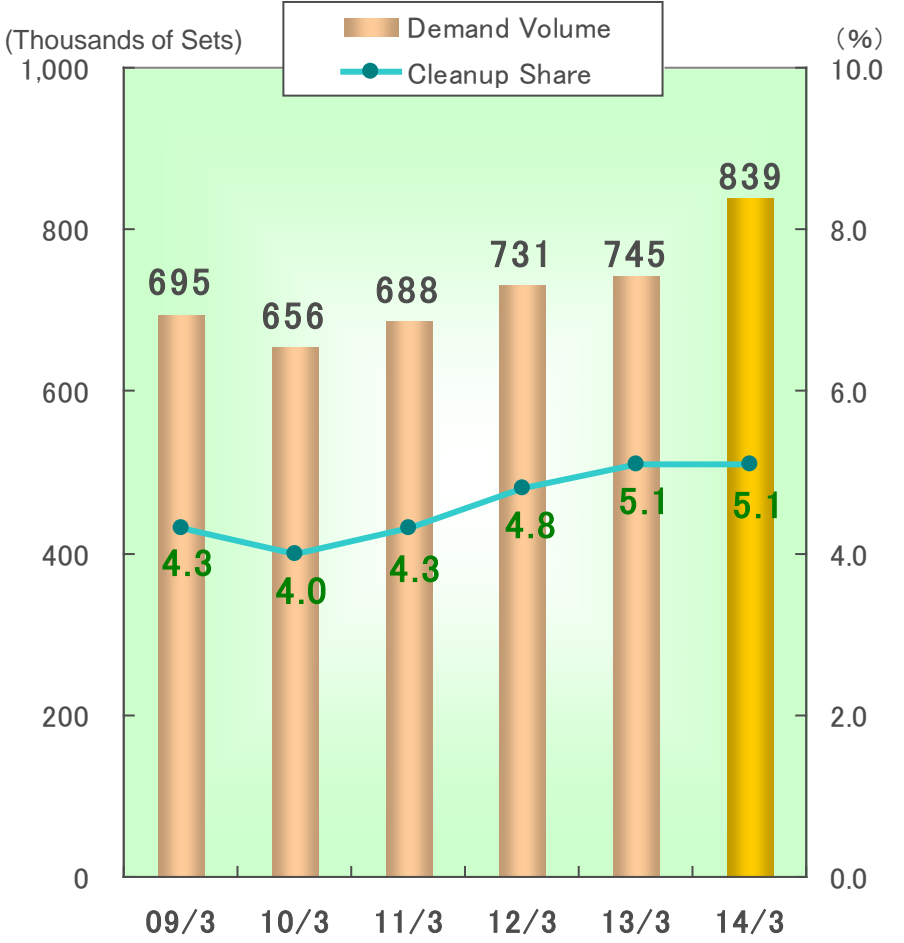
Demand Trends and Market Share



Modular System Bathroom Sales Results



Demand Trends and Market Share

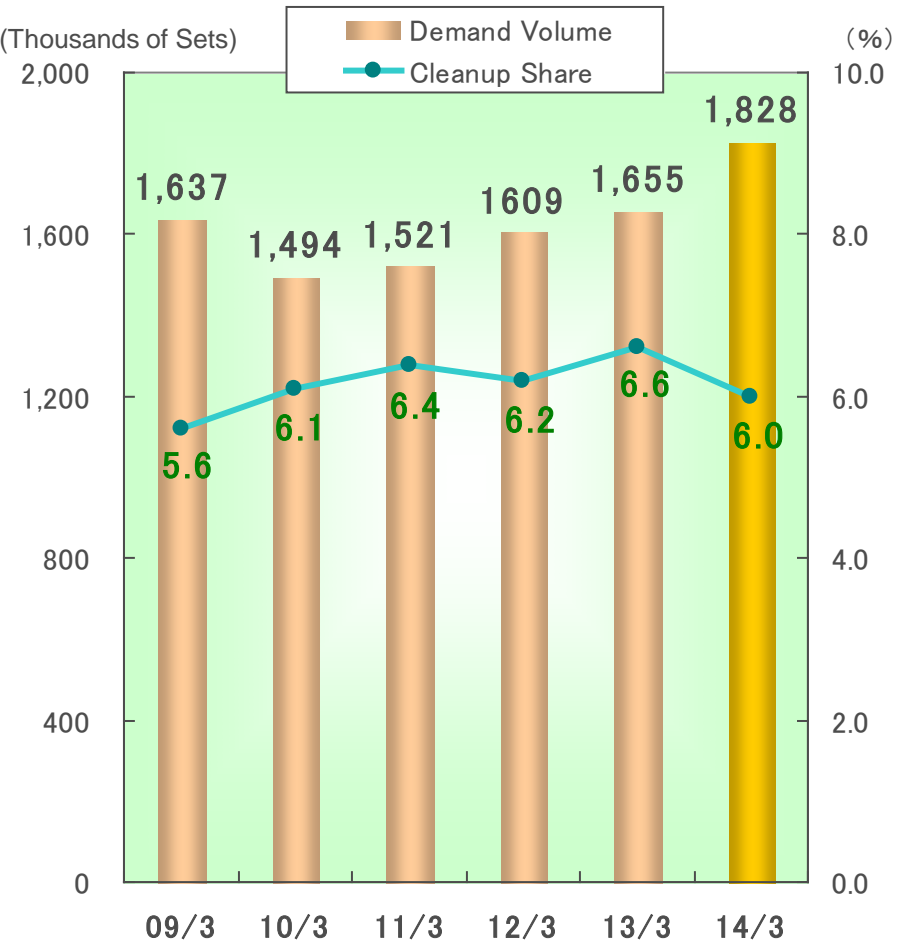
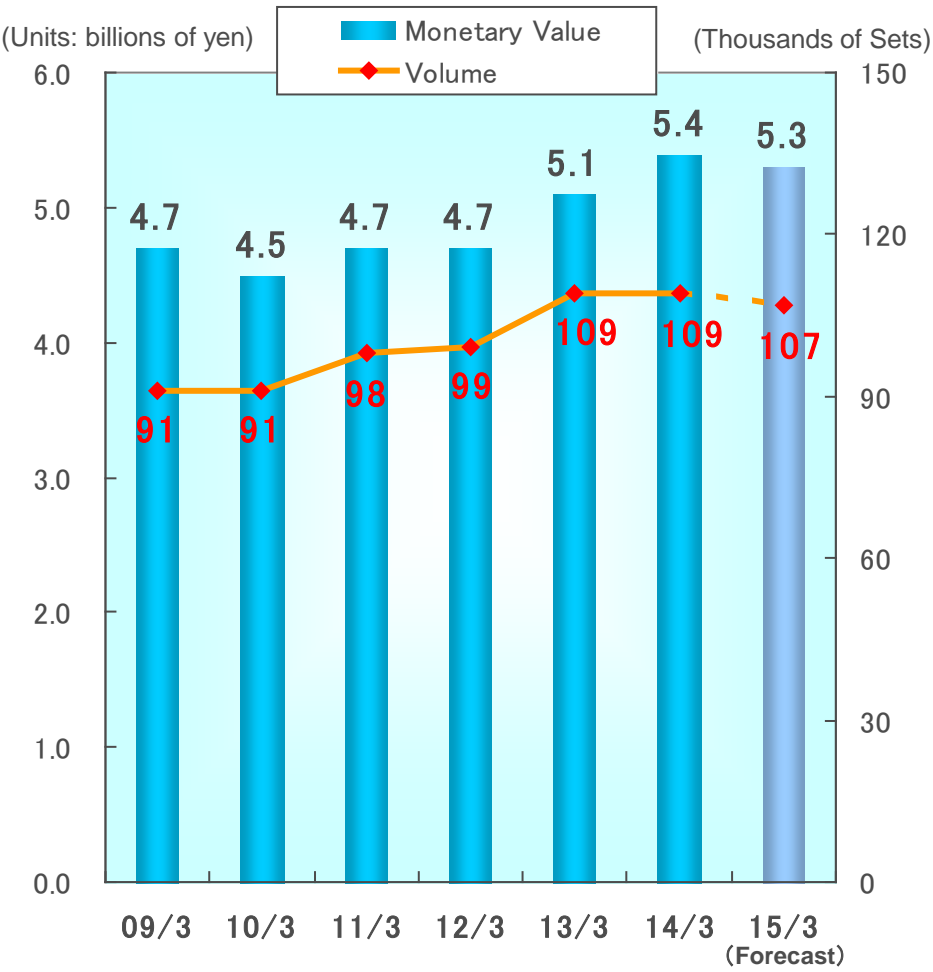


9. Sales Results For Major Products and Cleanup Market Share - 4/4

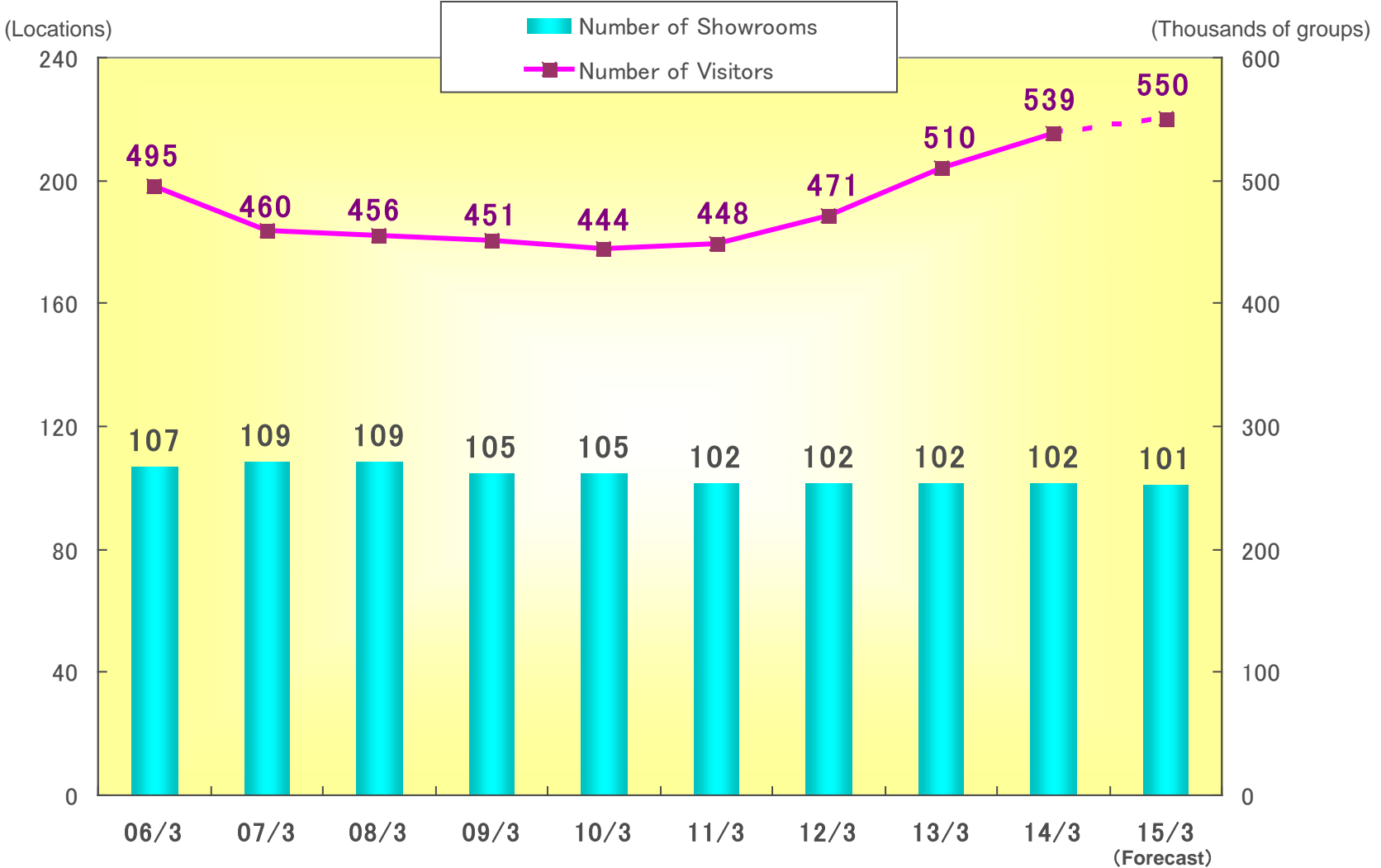


Washstands/Vanities

Demand Trends and Market Share



10. Showrooms And Visitor Numbers



11. Forecasted Consolidated Results For The Period Ending March 2015

(Units: millions of yen)

	2014/3 (Actual Results)	2015/3 (Forecast)	<i>Change From Prev. Period</i>
Net Sales	128,785	127,000	△1.4%
Operating Income	8,873	6,700	△24.5%
Operating Income Margin	6.9%	5.3%	—
Ordinary Income	8,470	6,400	△24.4%
Ordinary Income Margin	6.6%	5.0%	—
Net Income	4,970	3,700	△26.6%
Net Income Margin	3.9%	2.9%	—

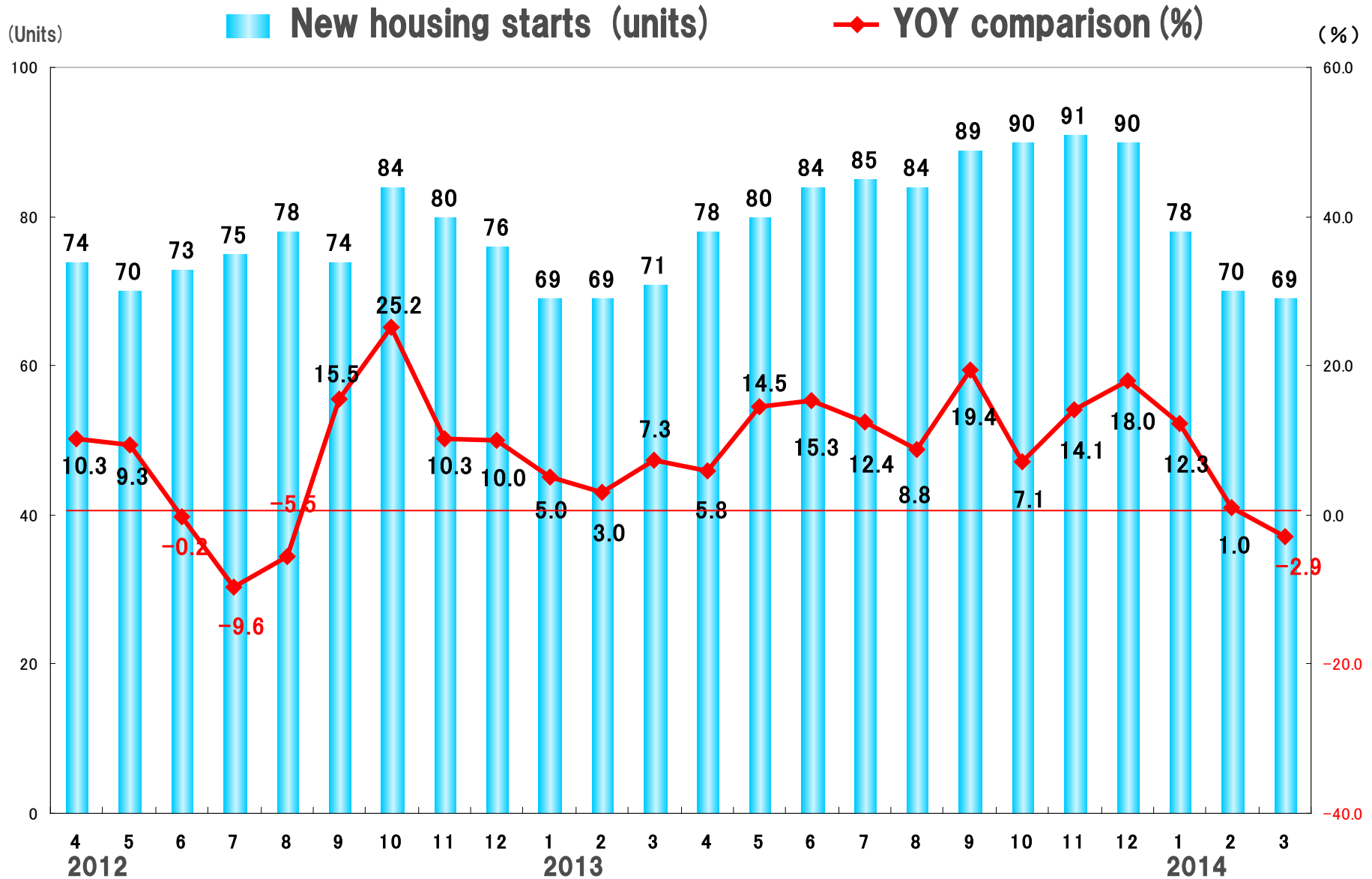


キッチンから、笑顔をつくろう

"To create smiles from the kitchen"

Ⅱ . Results from this term and the outlook from now on

1. Management Environment



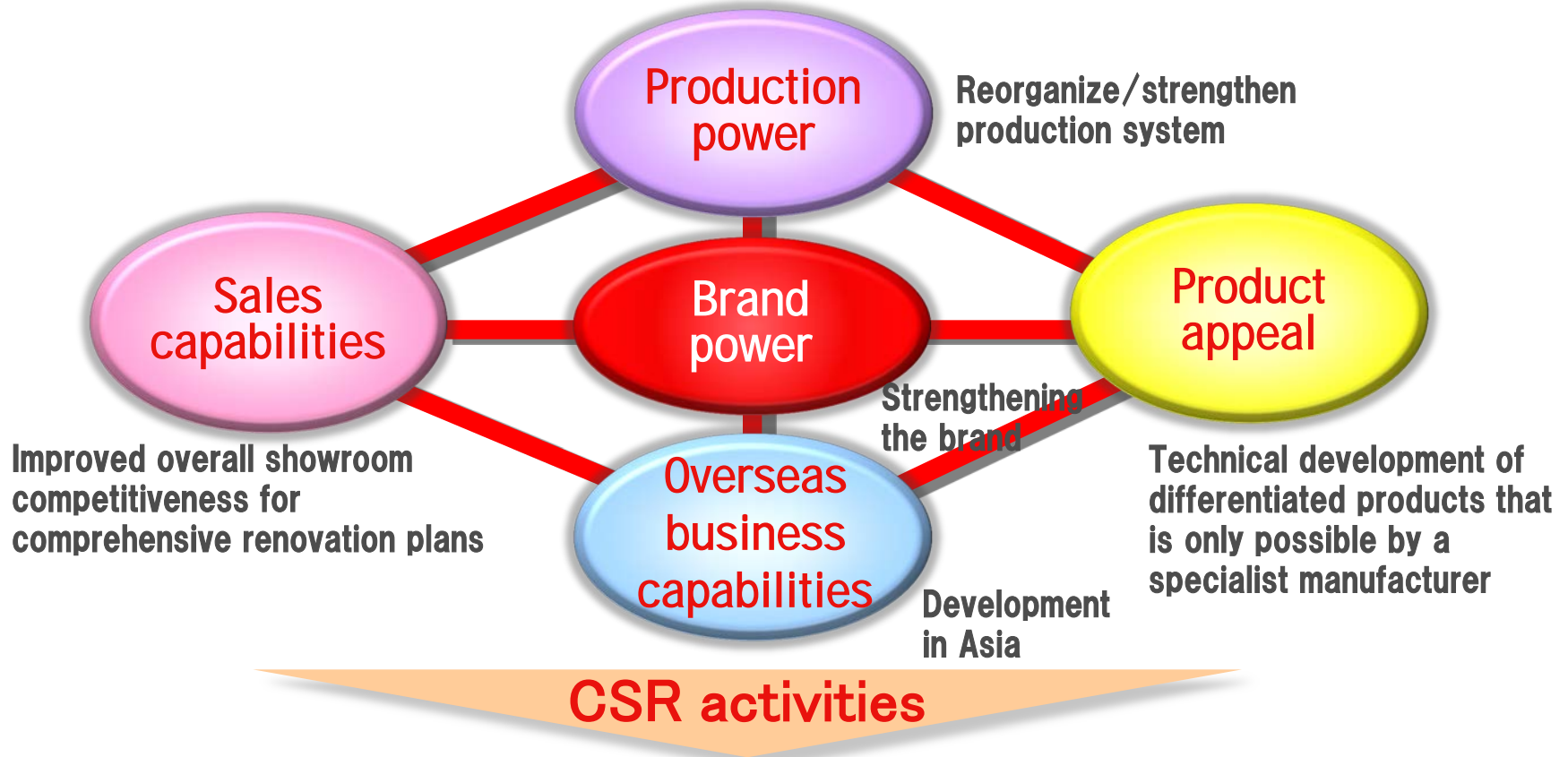
* Ministry of Land, Infrastructure, Transport and Tourism *Monthly Economic Construction Statistics, Building Starts*

Period Ending March 2014 Management Policies

Firmly establish “The Kitchen Company”

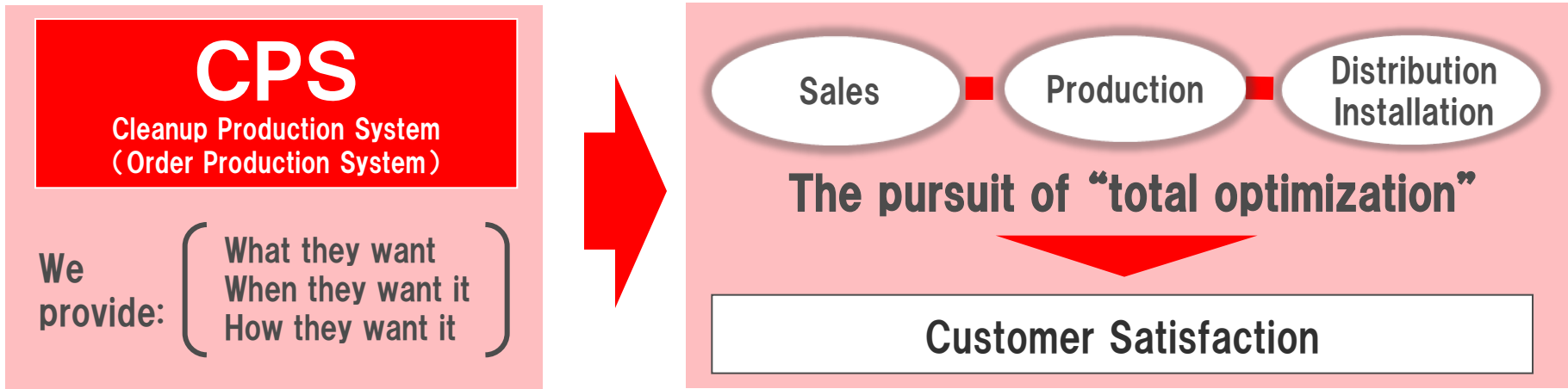
- ① Increase market share of mid- and high-level system kitchens centered on the CLEANLADY
- ② Increase the speed of renovation measures
- ③ Improve overall showroom competitiveness
- ④ Deepen and develop CPS improvement activities
- ⑤ Improve total product quality and decrease total costs
- ⑥ Strategically promote overseas business
- ⑦ Create personnel environment that leverages workplace capabilities

Firmly establish "The Kitchen Company"



Realization of "The Kitchen Company"

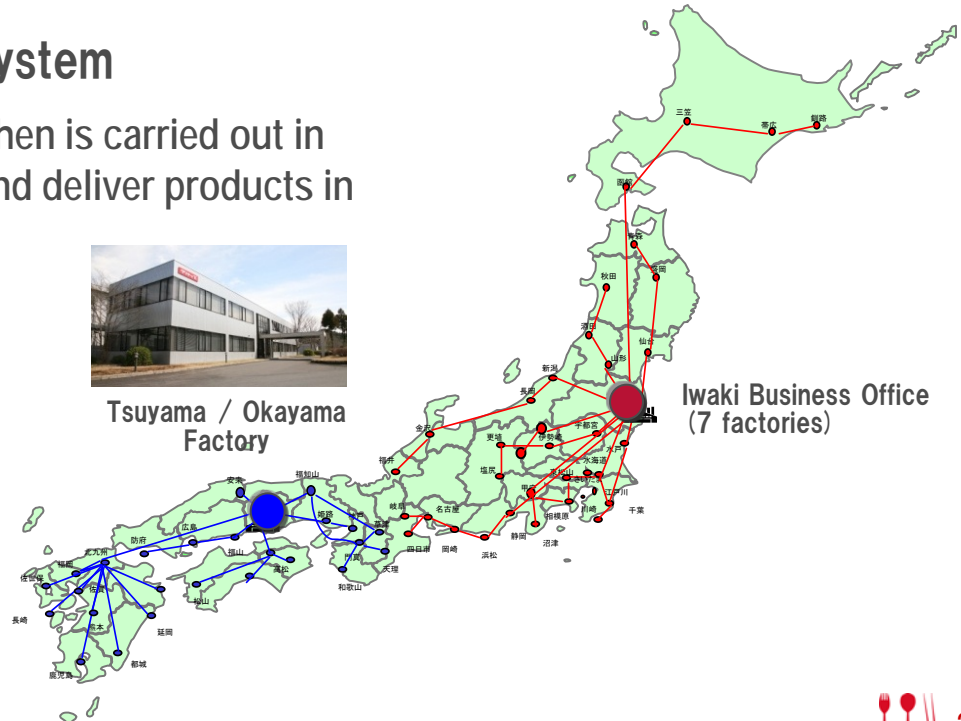
● The deepening and evolution of craftsmanship



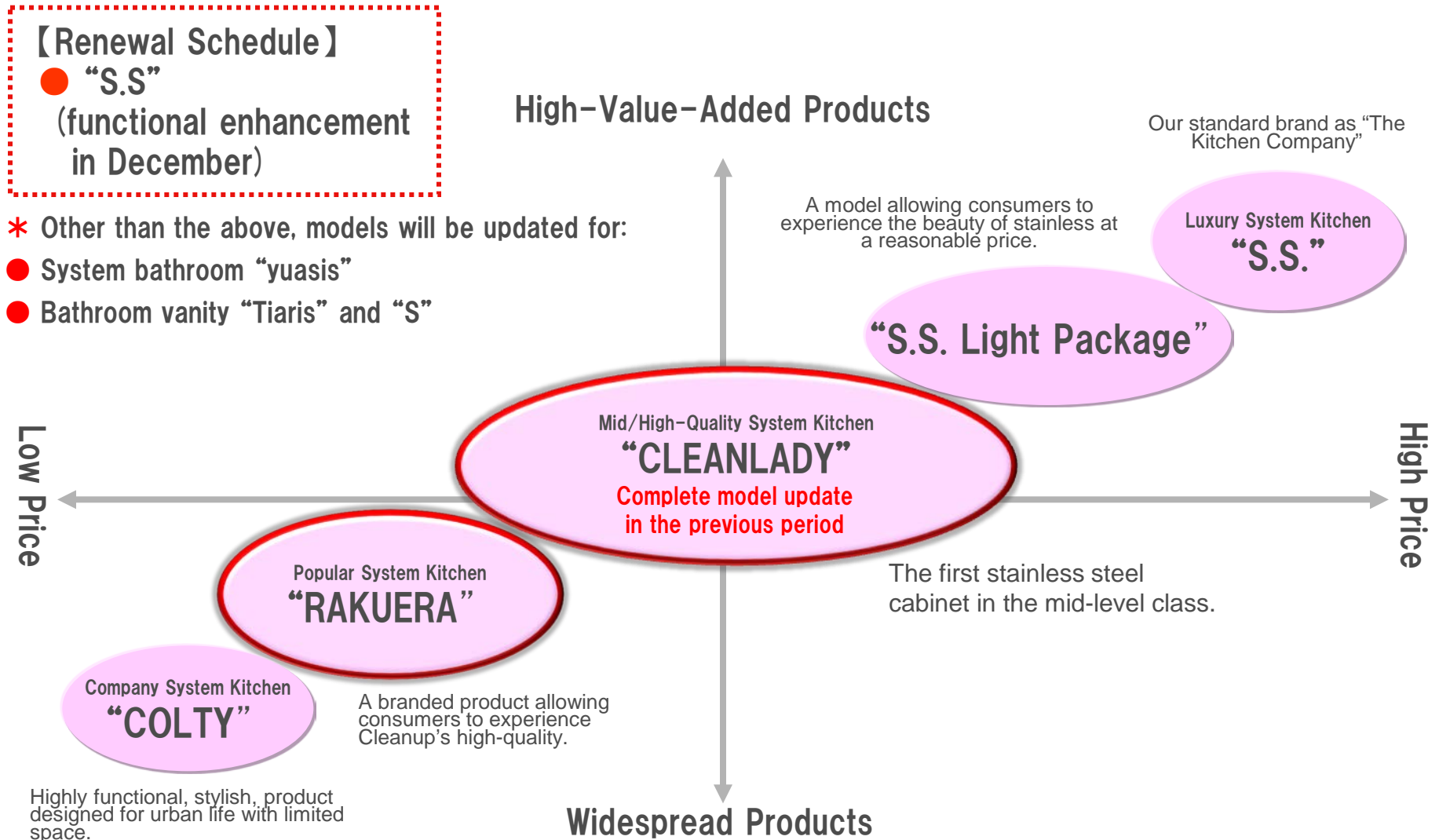
● Improve western Japan's production system

The self-completing production of a system kitchen is carried out in the western Japan district in order to produce and deliver products in an efficient and timely manner.

Tsuyama Factory	Expand
Expanded production line-up of kitchen counters	
Okayama Factory	Improve production capabilities
Increase production of kitchen cabinets	



Craftsmanship Leveraging the Strengths of a Specialist Manufacturer

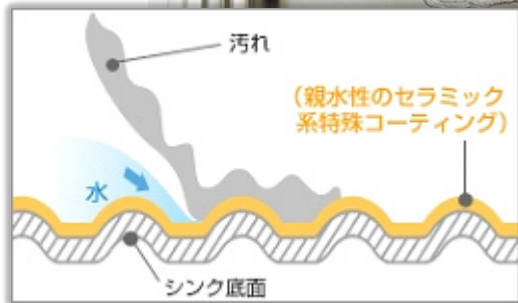


5. Measures to Enhance Product Appeal (2) Principle Awards Received This Fiscal Term

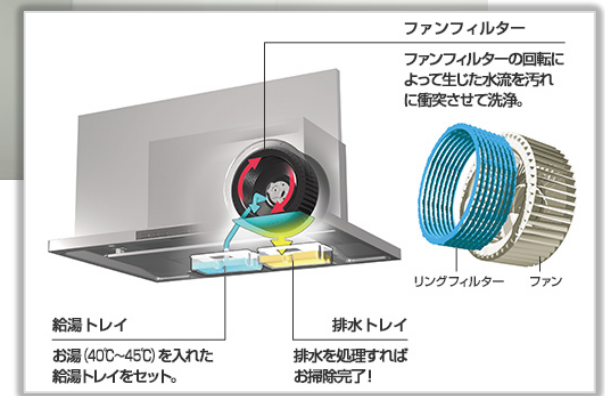
The 5th Monozukuri Nippon Grand Award
Chief of the Tohoku Bureau of Economy,
Trade and Industry Award

Japan Institute of Design Promotion
Good Design Award 2013

“Beautiful Silent Sink”



“Washable Range Hood”

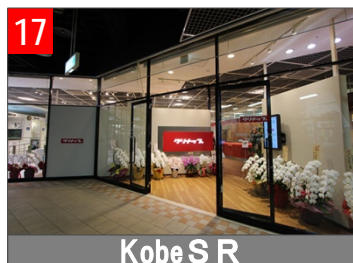


6. Measures to Enhance Sales Capabilities (1)

Overall Renewal of Showrooms

21 refurbished showrooms opened throughout the country

(April, 2013 – March, 2014)



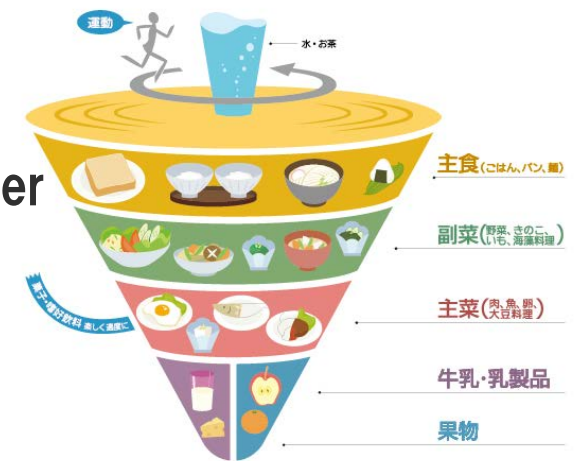
All 380 showroom advisors qualified for the Level 3 Food Education Instructor certification

Advisors in the showroom offer value, which is only available from the kitchen manufacturer through “food education”



<Three pillars of food education>

- 1) Selection of safe foodstuffs
- 2) Food etiquette that nurtures a fundamental character
- 3) Ecology based on gratitude for food and a global perception



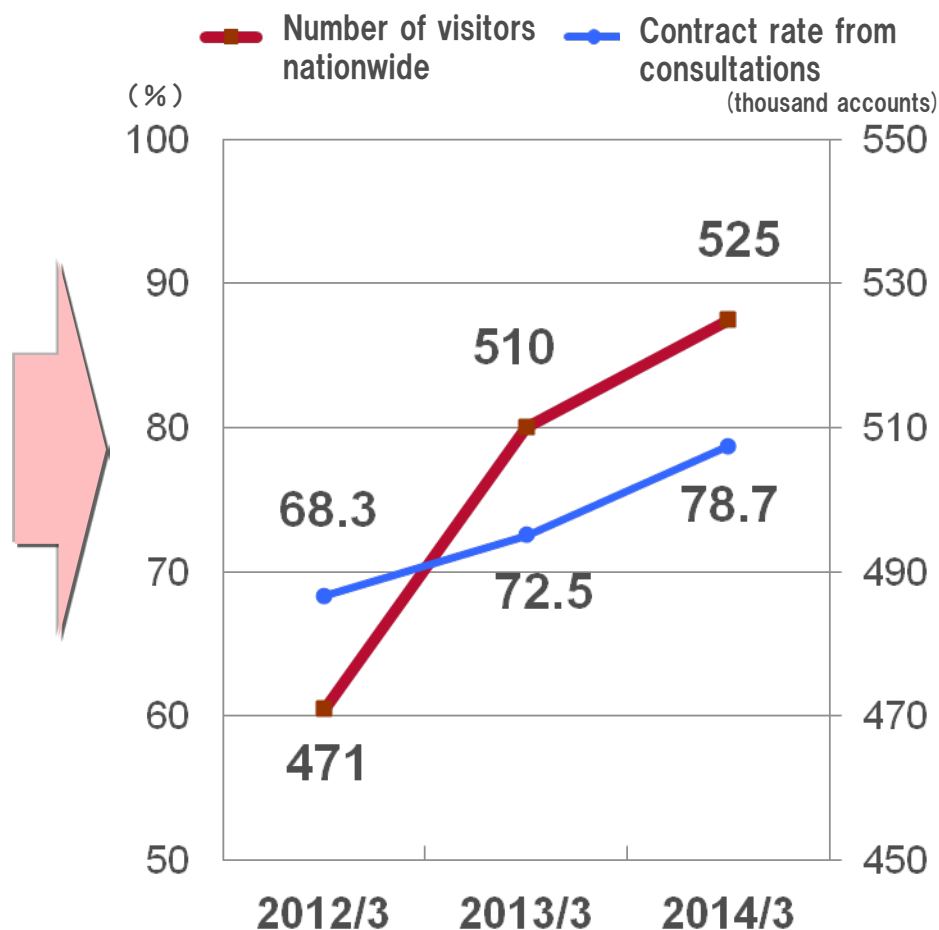
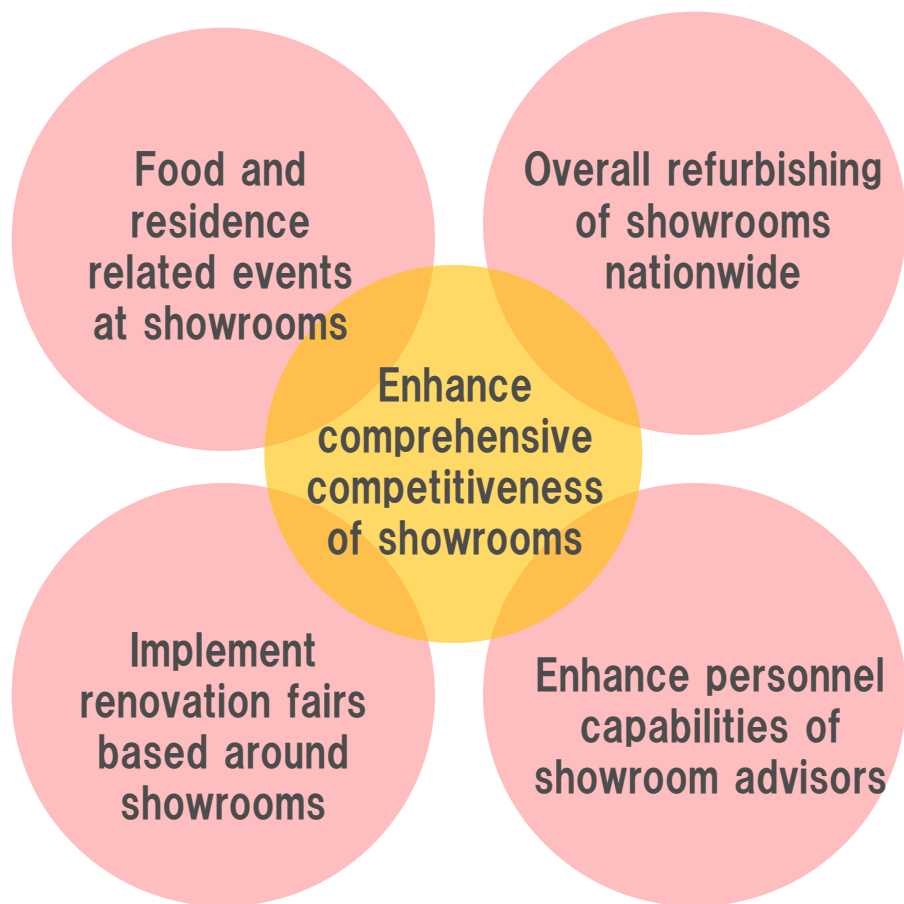
* The “Level 3 Food Education Instructor” qualification, certified by the Japan Food Education Instructors Association, a non-profit organization:

Is a person “capable of understanding the importance of food education, able to improve their cooking skills, supervise food education in their daily lives and convey their knowledge to people around them.”

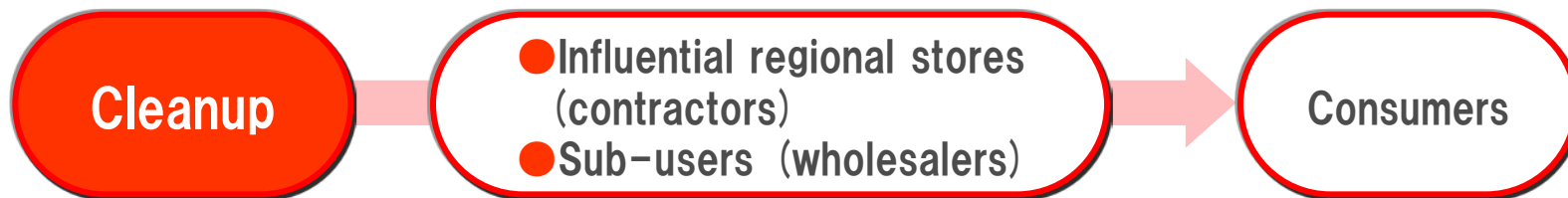
6. Measures to Enhance Sales Capabilities (3)

Enhance Comprehensive Competitiveness of Showroom Advisors

Promote enhancement of comprehensive competitiveness of showrooms through multifaceted implementation of various measures



Building and strengthening a comprehensive system to meet the demands of renovators



Strengthen renovation strategy

- “Water Section Workshops” member stores to 4,832 store system (As of March 31, 2014)
- Renovation Fairs
 - Period Ended March 2012 : 2,183 (YoY 178.2%)
 - Period Ended March 2013 : 3,036 (YoY 139.0%)
 - Period Ended March 2014 : 4,400 (YoY 144.9%)



Strengthen logistics cooperation

- Implement renovation seminars for sub-customers in cooperation with strong local firms
- Implement renovation fairs with strong firms/ sub-customers as sponsors

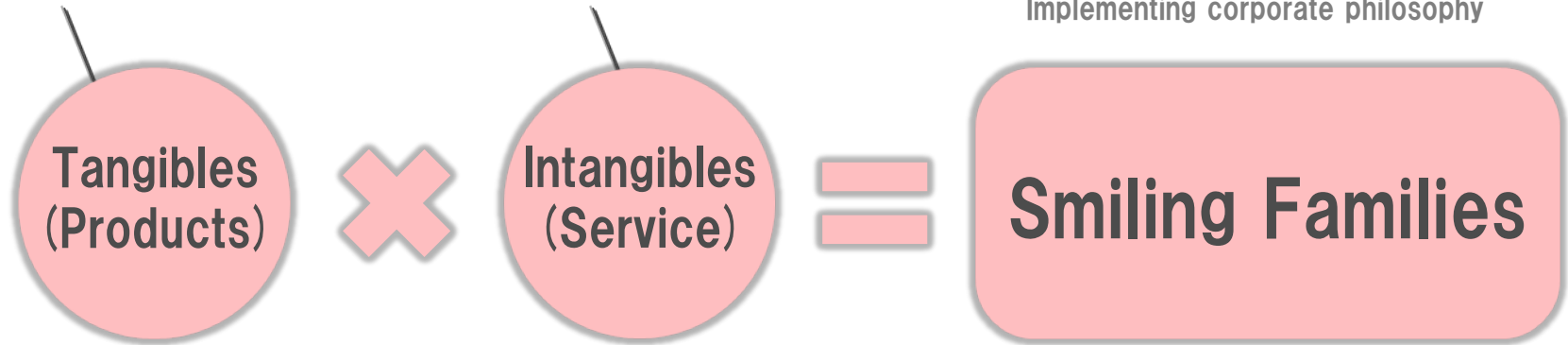


Aiming for increased brand power by implementing our corporate philosophy through various activities leveraging our strengths as a specialist manufacturer

Deepening and evolution of craftsmanship based on our CPS

Expanded communication activities Using the theme of “fulfilling food and lifestyle.”

Implementing corporate philosophy



Improving Cleanup's Brand Value

Becoming “The Kitchen Company”

◎Regular cooking classes at showrooms with a "salonese" as an instructor



◎Implement collaborative activities combining different industries and Salonese members.



Lectures were held at the "Cooking Studio" in collaboration with Tomizawa Corporation.



Workshops were held at the "Hajimarino Caf é" at Mitsukoshi Department Store in Nihonbashi



Actively engaging in food education activities by participating in the “Bento Day Support Project”



June, 2013

- Supporting “Food Education Lectures” held by the “Bento Day” committee in the Nippori area of Arakawa ward

August, 2013

- Holding presentations and children’s cooking classes at the Shinjuku Showroom

November, 2013

- Supporting “Children’s Cooking Class” at Arakawa City Public Elementary School No. 6

March, 2014

- Supporting administration of “Food Education Lecture Sessions”, sponsored by the major supermarket chain, Maruto Co., Ltd., etc., in Iwaki City.



<Supporting Company>



World's largest international furniture trade fair

Salone Internazionale del Mobile
Milano 2014

JAPANESE KITCHEN
DAIDORO



Distinguished Italian industrial art designer
Mr. Giulio Iacchetti



Cleanup

Japan's largest environmental trade fair

Eco-Products 2013

Topic
"Kitchen Cleaning School"



A knack for cleaning sinks and range hoods, which tend to be cumbersome, is introduced in a fun filled class, formatted with instructions provided as the "Kitchen Cleaning Class": Participants have an actual experience with the cleanability and water saving effects of the "Washable Range Hood."

●China

The market is entered jointly with a house manufacturer. Kitchens are supplied to four districts, Shenyang, Suzhou, Wuxi and Taicang. Full-scale deliveries and installation work started in FY2014.

●Taiwan / Vietnam

The sale of primarily medium to high class products (S.S. Clean Lady) is through exports to local distributors. Sales were expanded beyond corporate customers by reaching out to consumers, through effectively using the showrooms of distributors, in general. Continuous support was provided to distributors and our local representative office endeavored to expand sales.



Wuxi Town House



Condominium in Heping District of Shnyang



Site of condominium building in

"Family"

The Second "We Love Family Time!" Campaign

An award ceremony was held on Mother's Day in May 2014, with the winner of the Most Excellent Episode Prize receiving our top of the line system kitchen, "S.S."



9. CSR Activities (2) Sporting Activities (Wrestling Club)

Asian Championships (New Delhi, India)

Hiroe Suzuki earned a gold medal, and Shota Tanokura earned a silver medal

Hiroe Suzuki



Universiade (Kazan, Russia)

Shota Tanokura earned a bronze medal

Shota Tanokura



World Wrestling Championships (Budapest, Hungary)

Hiroe Suzuki, Shogo Maeda, and Shota Tanokura represented Japan

Hiroe Suzuki



Shogo Maeda



Shota Tanokura

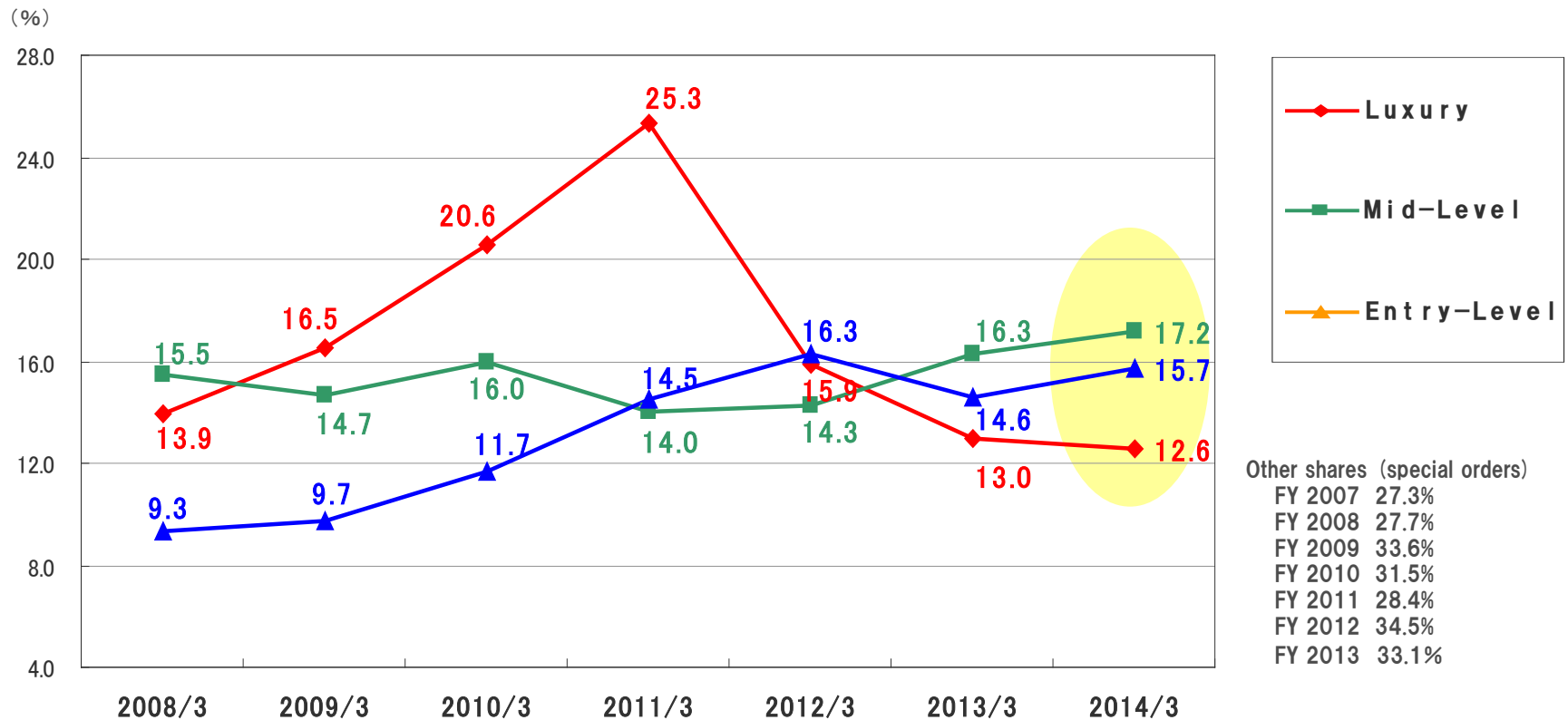


We became an official corporate sponsor of the Japan Wrestling Federation on April 1, 2014.

(We also support the Cleanup Kids Wrestling Club in Iwaki City of Fukushima Prefecture, where our production base is located.)

Due to the favorable progress of RAKUERA, we were able to increase our market share of entry-level system kitchens

Changes in System Kitchen Market Share by Class



Other shares (special orders)

FY 2007	27.3%
FY 2008	27.7%
FY 2009	33.6%
FY 2010	31.5%
FY 2011	28.4%
FY 2012	34.5%
FY 2013	33.1%

*Calculated based on shipping statistics from the Japan Association of Kitchen & Bath.

**Period Ending March 2015
Management Policies**

Firmly establish “The Kitchen Company”

- ① Increase the speed of renovation measures**
- ② Improve overall showroom competitiveness**
- ③ Increase the market share of medium and high class system kitchens and enhance our products in the popular class**
- ④ Improve operational efficiency through corporation-wide implementation of CPS activities**
- ⑤ Improve total product quality and decrease total costs**
- ⑥ Establish and improve the operational system that backs up our 20 years of support**
- ⑦ Strategically promote overseas business**
- ⑧ Create a personnel environment and the nurturing of personnel in anticipation of our 70th anniversary**

◎Our foundation, which is suitable for our “Second Creation”, will be established as we commemorate the 65th anniversary of our founding this year and take on new challenges, heading towards our 70th anniversary.



Aiming for a business that develops globally, while valuing individuals, families, and communities, based on our experience with the earthquake

For any questions concerning investor relations,
please contact:

クリナップ株式会社

Cleanup Corporation

Corporate Planning Department,
Public Relations Section

Tel 03-3810-8241

Fax 03-3800-2261

URL <http://cleanup.jp/>

Disclaimer

This material is intended to provide information regarding FY2013 financial results (April 2013 – March 2014) and does not constitute a solicitation to invest in Cleanup Corporation-issued securities.

Furthermore, this material was created based upon data current as of May 19, 2014. Opinions and forecasts contained within this material were the subjective judgments of Cleanup Corporation at the time of creation. No guarantee or promise is made as to the accuracy or completeness of this information. Additionally, this information is subject to change without prior notice.