

クリナップ®

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Presentation Material:

Announcement of FY2010
Year-End Results

May 18, 2010

クリナップ株式会社

Tokyo Stock Exchange,
1st Section, Code 7955





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I. Results Outline

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5. Consolidated Cash Flow Statement Summary
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11. Forecasted Consolidated Results For The Period Ending March 2011
12. Forecasted Non-Consolidated Results For The Period Ending March 2011

1. Outline of Consolidated Results for Period Ended March 2010

(Units: millions of yen)

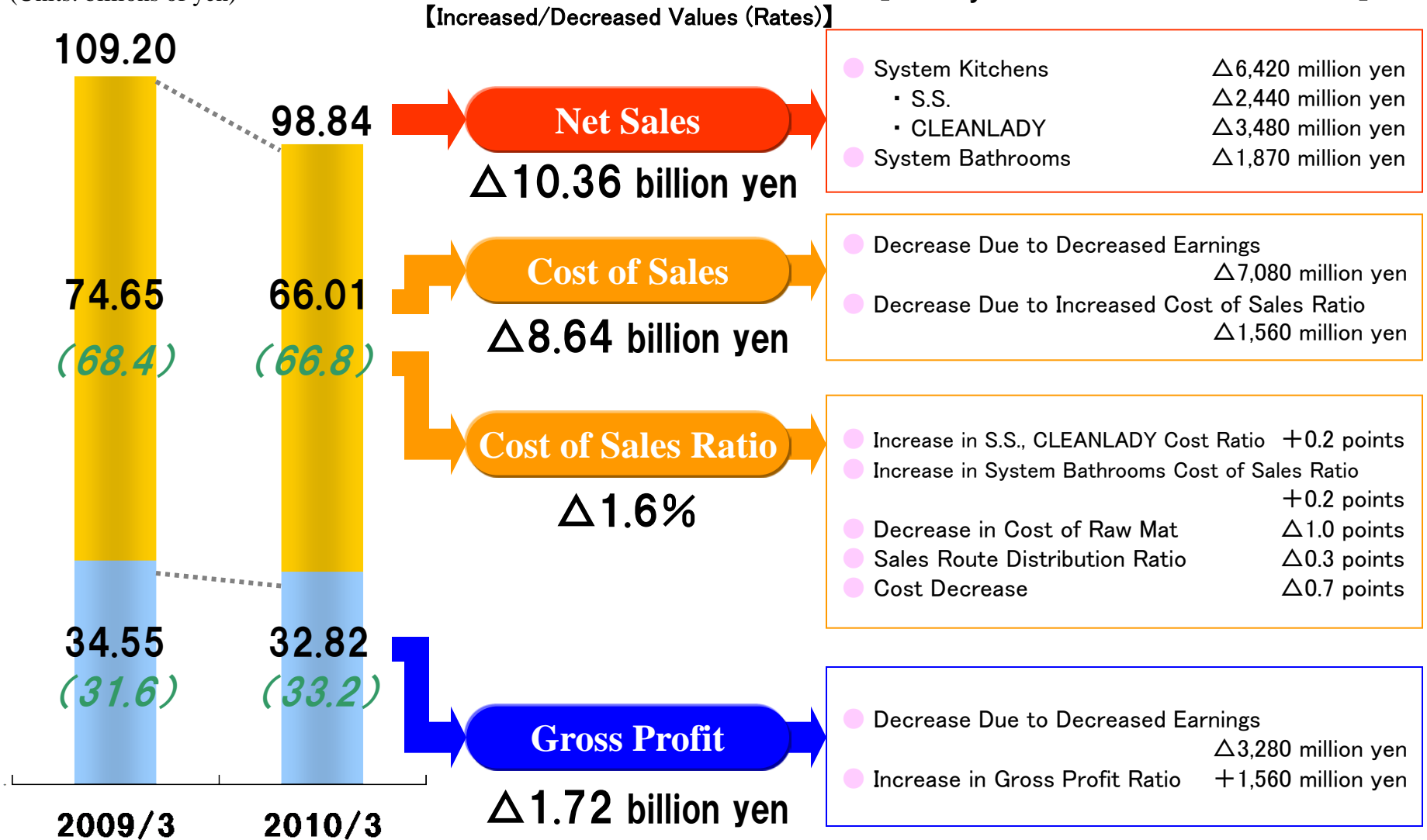
	2010/3 (Actual Results)	2009/3 (Actual Results)	<i>Change From Prev. Period</i>	2010/3 (Initial Forecast)	2010/3 (Revised Forecast)	<i>Compared To Plan</i>
Net Sales	98,843	109,205	△9.5%	104,500	99,000	△0.2%
Operating Income	1,840	△1,100	— %	1,000	1,000	84.1%
Ordinary Income	1,679	△1,163	— %	900	900	86.6%
Net Income	2,104	△3,317	— %	100	300	601.3%
Net Income Per Share	44.80 yen	△68.38 yen	— %	2.08 yen	6.39 yen	601.5%

* Initial Forecast: Announced May 11, 2009

* Revised Forecast: Announced Nov. 6, 2009

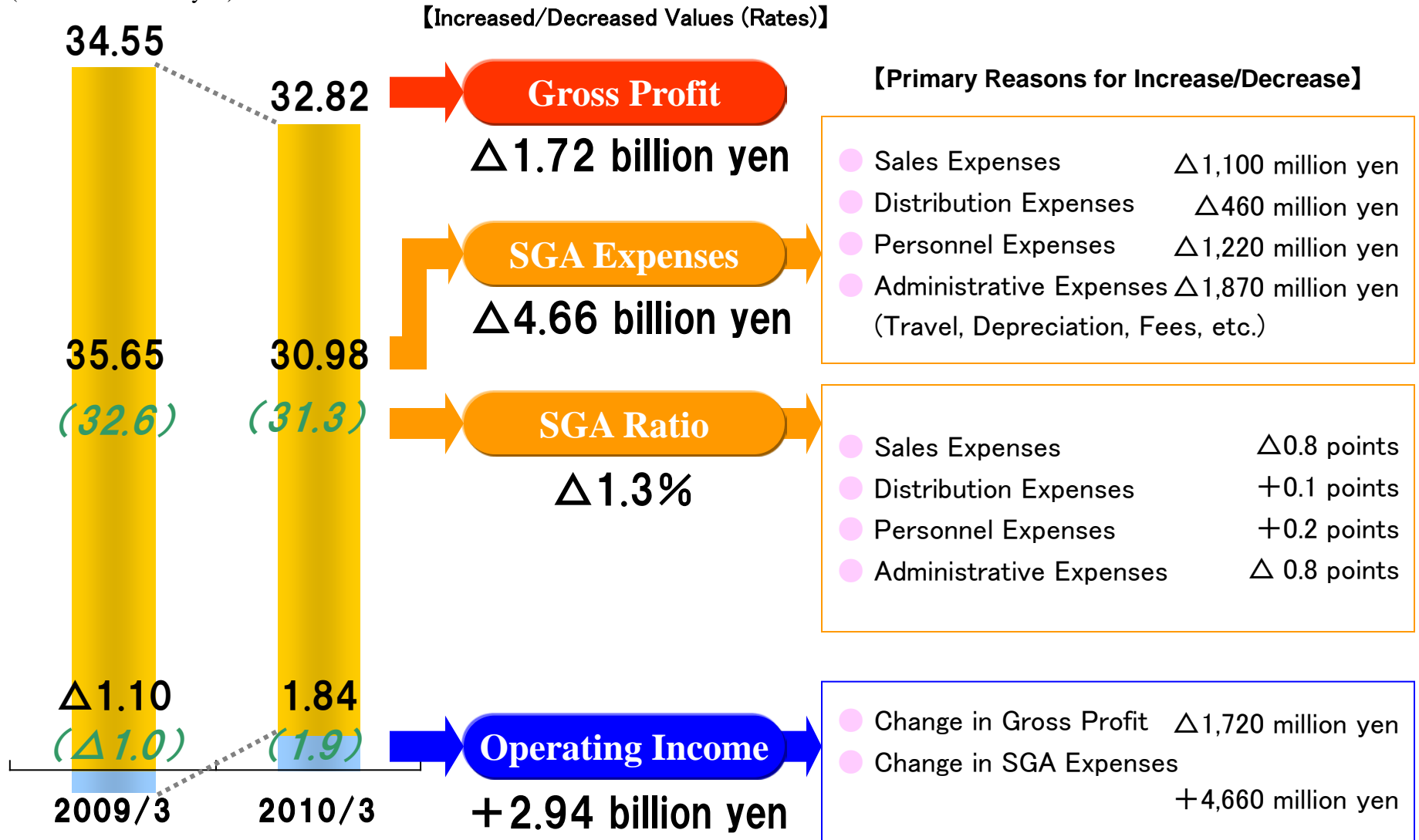
2. Consolidated Profits ① Net Sales, Gross Profit

(Units: billions of yen)

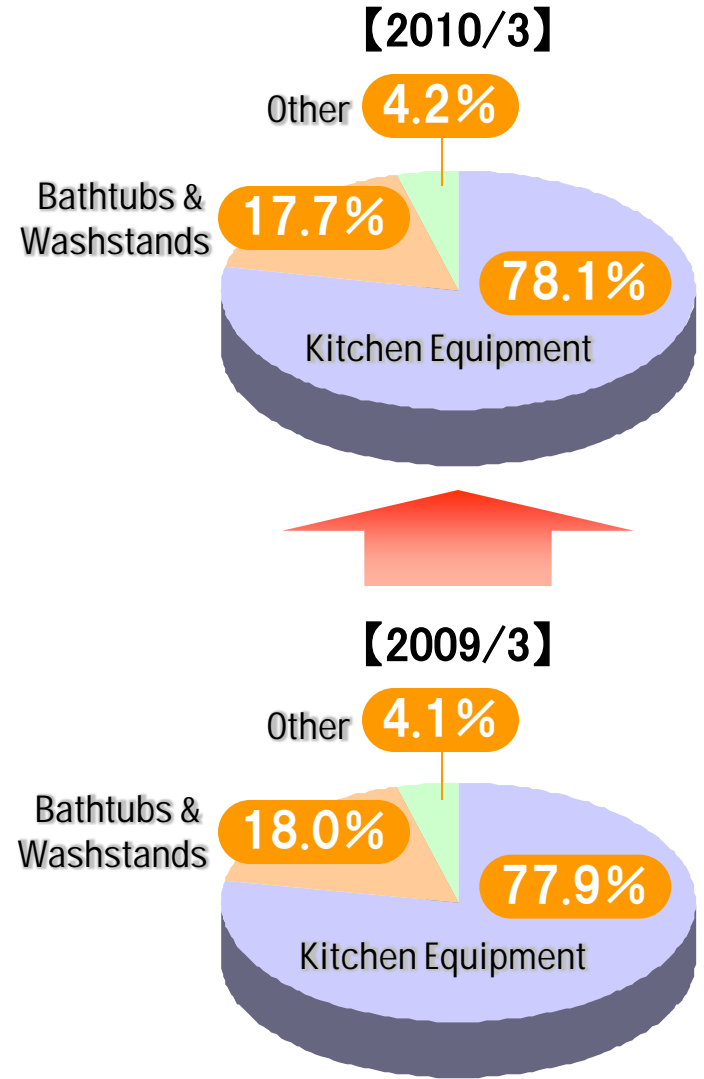
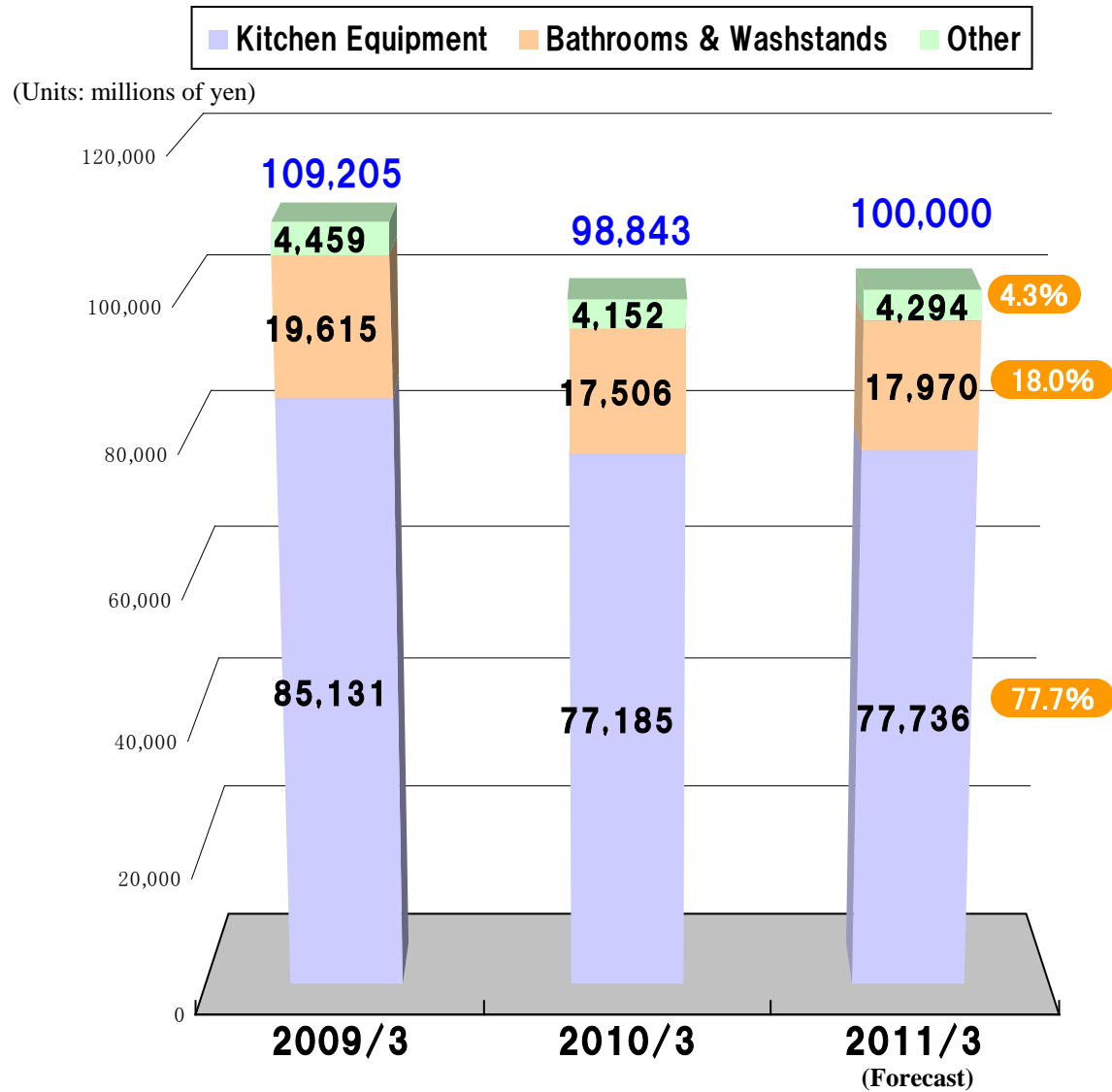


2. Consolidated Profits ② SGA Expenses, Operating Income

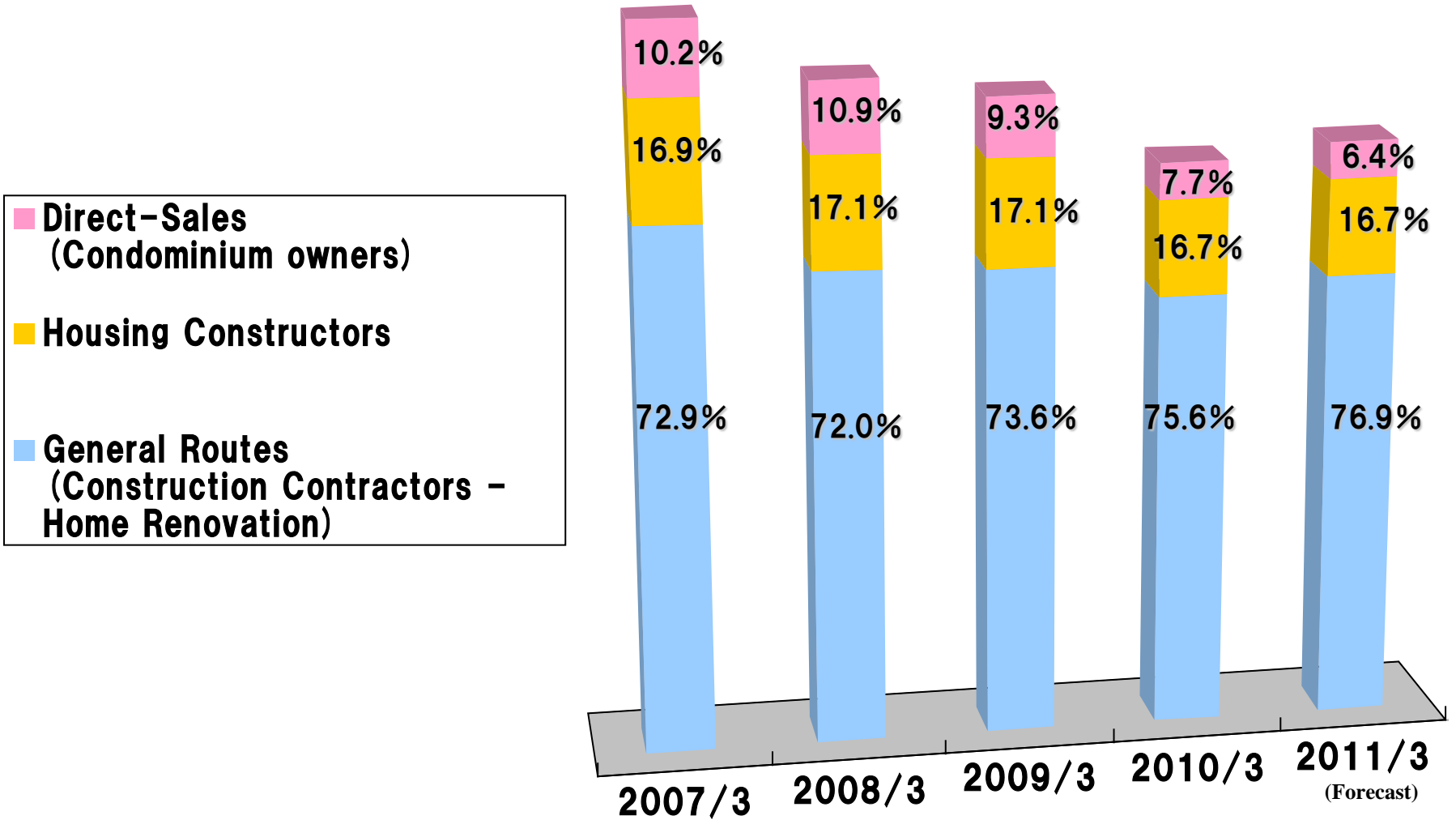
(Units: billions of yen)



3. Sales Composition ① By Segment (Consolidated)

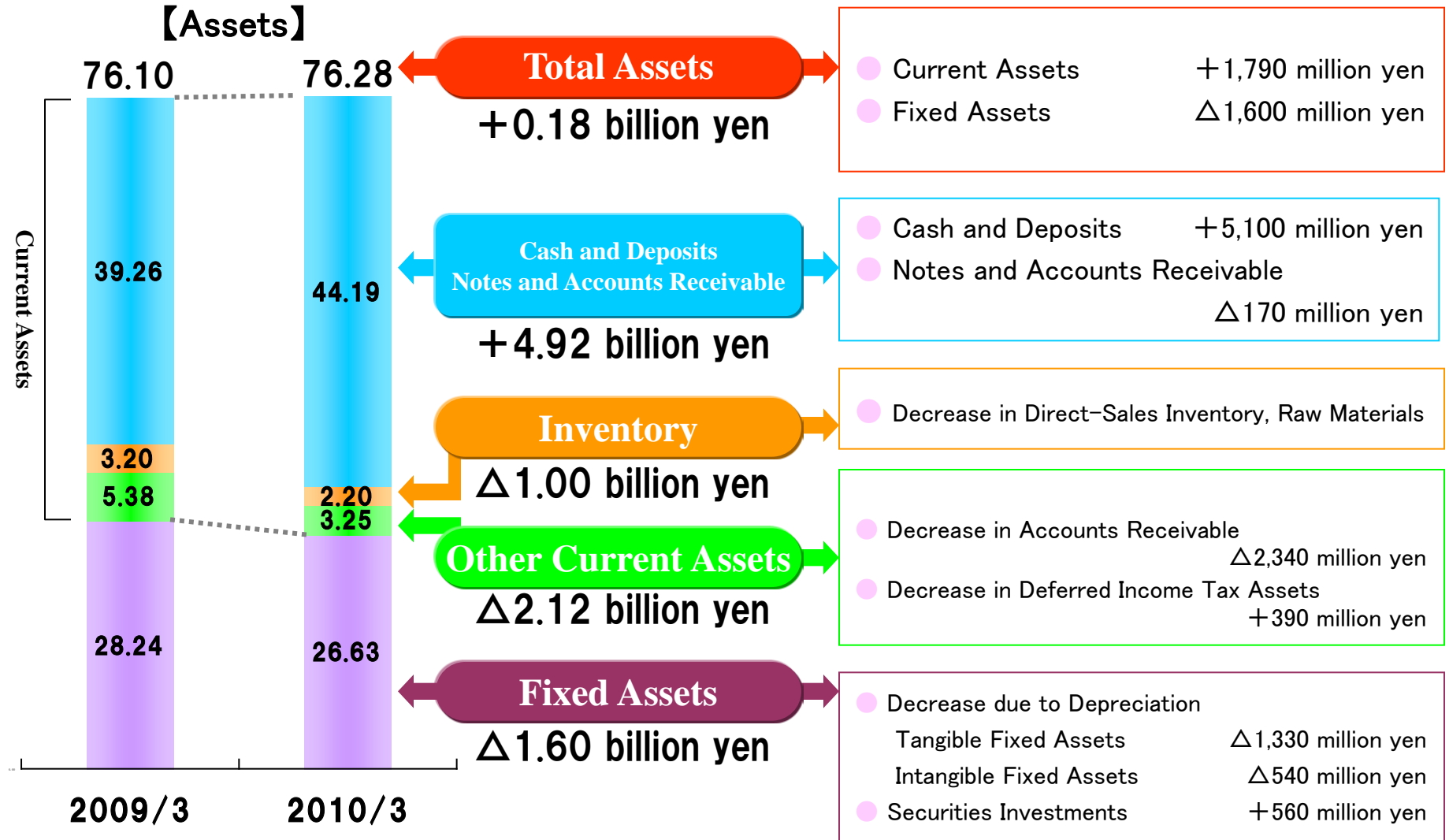


3. Sales Composition ② By Sales Route (Non-Consolidated)



4. Consolidated Balance Sheet Summary – 1/2

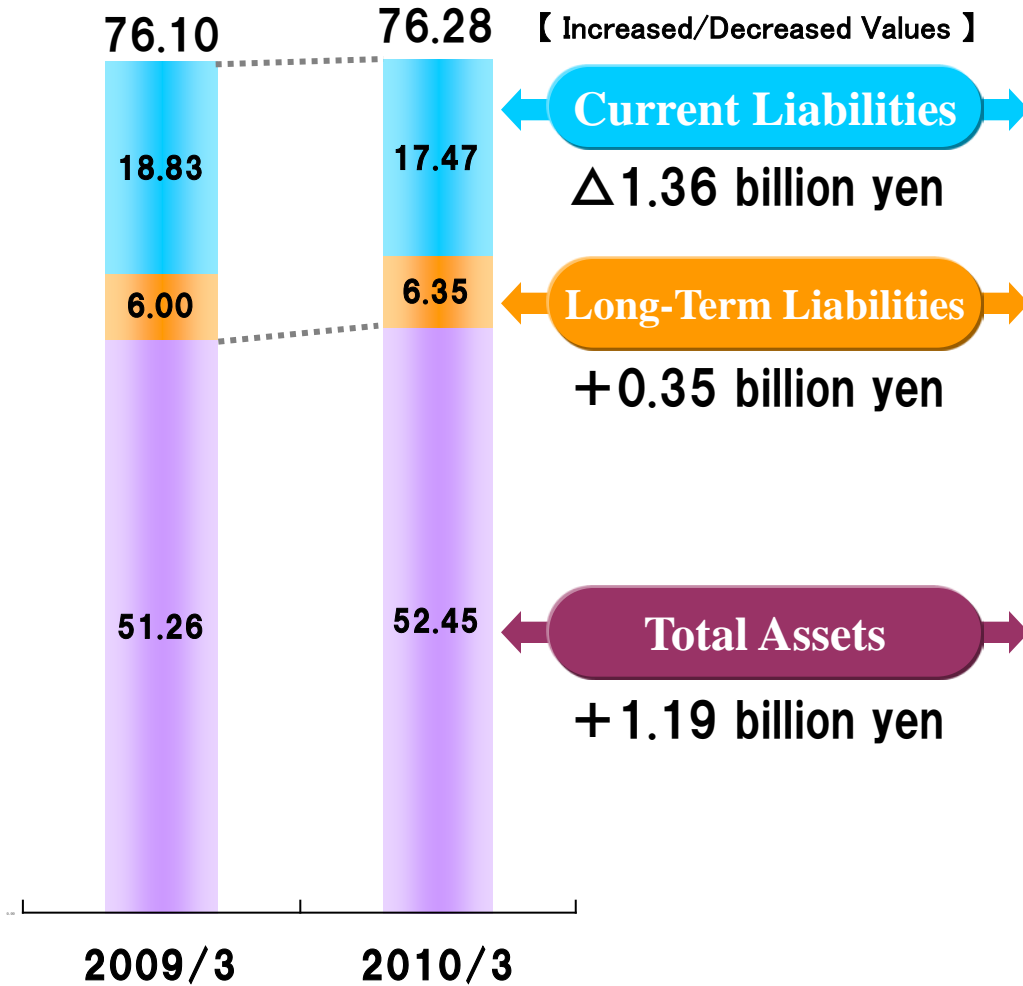
(Units: billions of yen)



4. Consolidated Balance Sheet Summary – 2/2

(Units: billions of yen)

【Liabilities・Minority Interests・Assets】

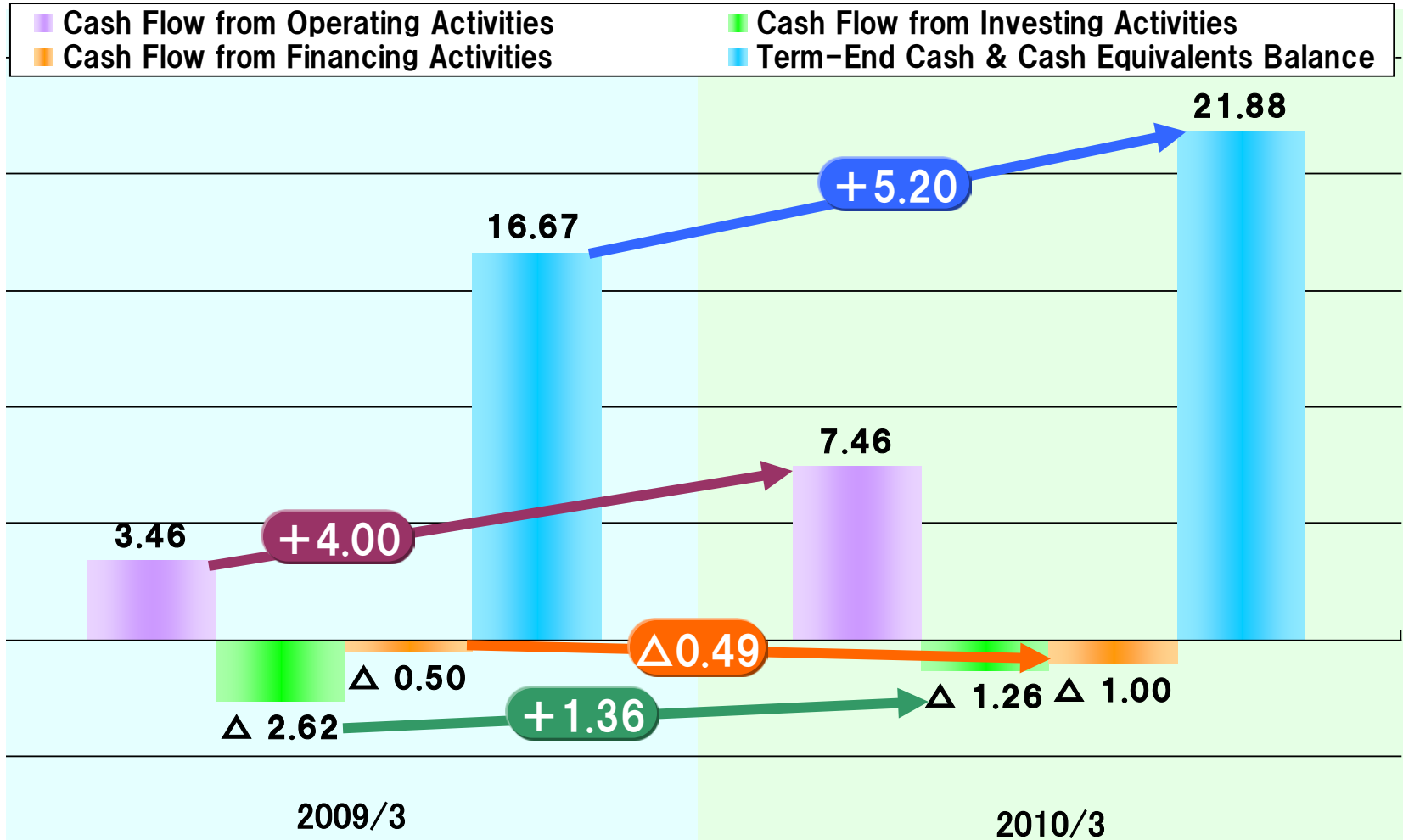


【Primary Reasons for Increase/Decrease】

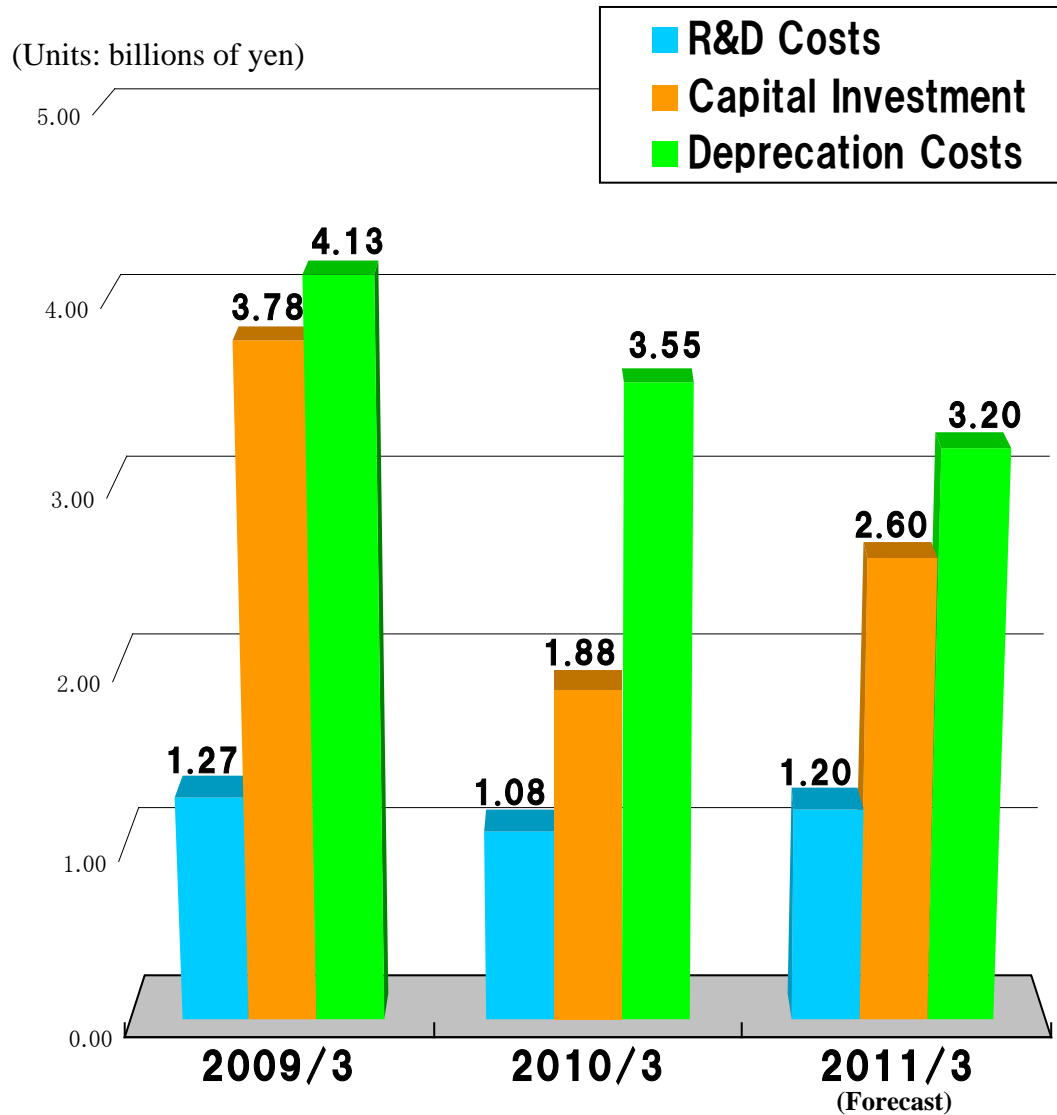
- Short-Term Debt △430 million yen
 - Long-Term Debt Repayable 480 million yen
 - Within One Year
 - Other Accounts Payable △1,020 million yen
 - Advance Receipts △290 million yen
-
- Retirement Benefit Reserves +390 million yen
-
- Retained Earnings +1,620 million yen
 - Treasury Stock (Increase) △590 million yen
 - Unrealized Gain on Securities +160 million yen

5. Consolidated Cash Flow Statement Summary

(Units: billions of yen)



6. Capital Investments (Consolidated)



【Major Capital Investment Details】

FY 2010 Results

- ① Dies and Equipment for New Products 280 million yen
- ② Showroom Renovation 990 million yen
- ③ Information Investment 370 million yen

FY 2011 Plan

- ① Production-Related 800 million yen
- ② Operations-Related 1,220 million yen
- ③ Information-Related 470 million yen
- ④ Others 110 million yen

7. Outline of Non-Consolidated Results For Period Ended March 2010

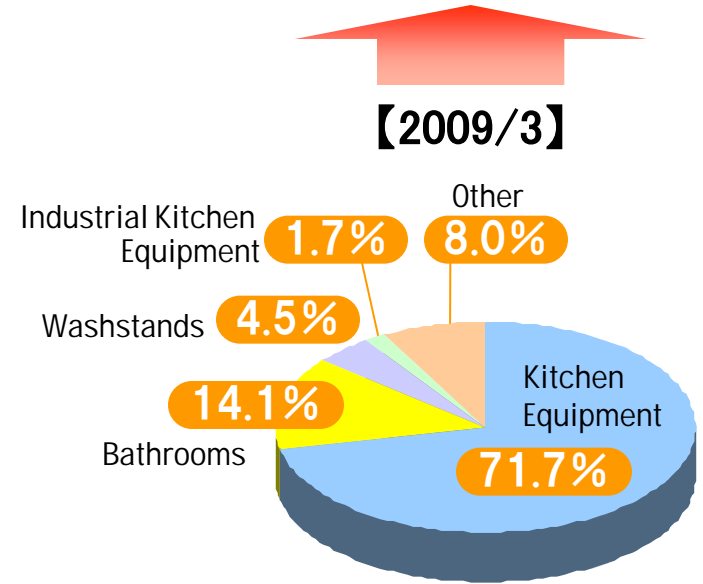
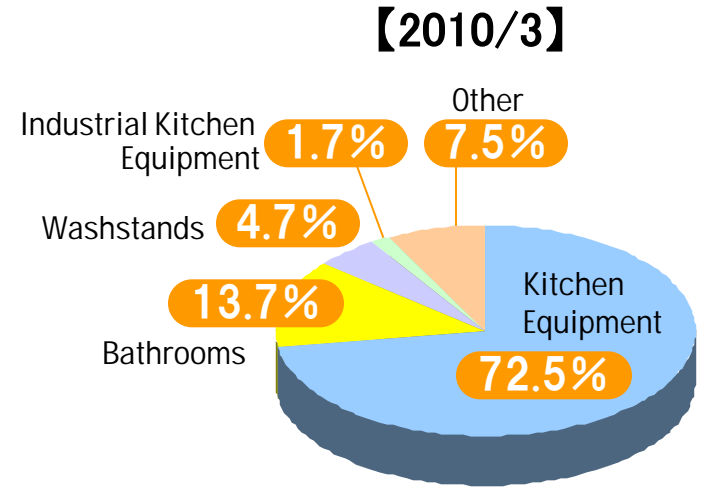
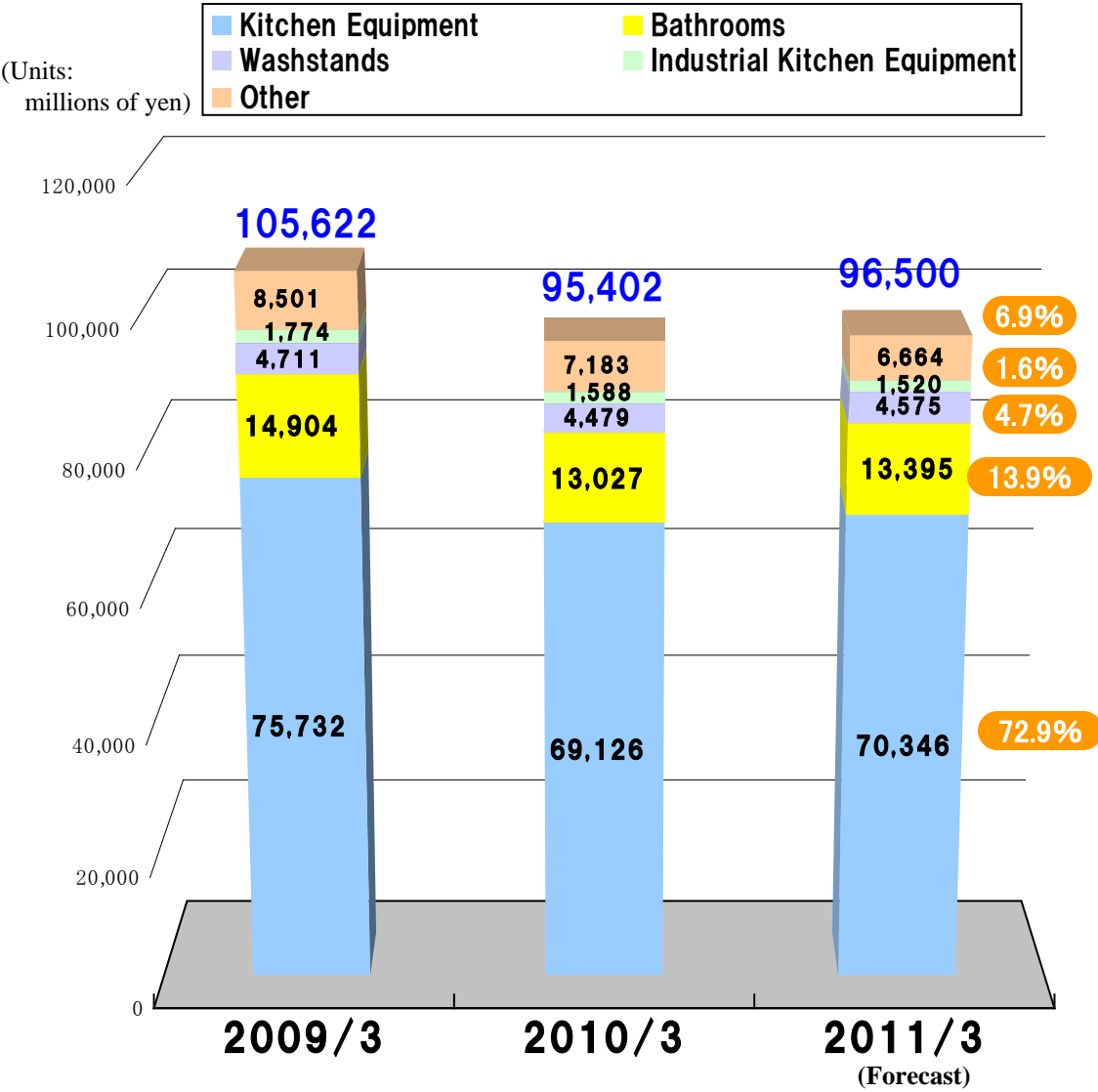
(Units: millions of yen)

	2010/3 (Actual Results)	2009/3 (Actual Results)	<i>Change From Prev. Period</i>	2010/3 (Initial Forecast)	2010/3 (Revised Forecast)	<i>Compared To Plan</i>
Net Sales	95,402	105,622	△9.7%	101,000	95,500	△0.1%
Operating Income	1,103	△1,751	— %	550	550	100.5%
Ordinary Income	1,225	△1,547	— %	650	650	88.5%
Net Income	1,894	△3,131	— %	50	200	847.0%
Net Income Per Share	40.32円	△64.56円	— %	1.04円	4.26円	847.1%

* Initial Forecast: Announced May 11, 2009

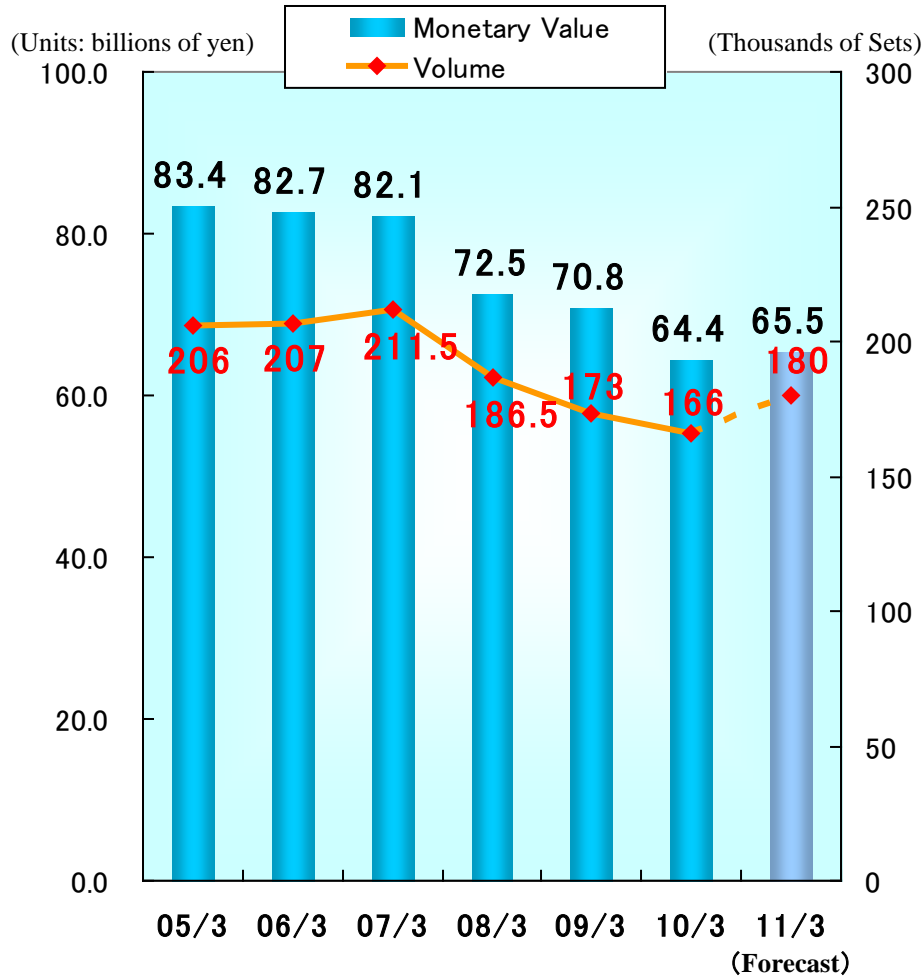
* Revised Forecast: Announced Nov. 6, 2009

8. Non-Consolidated Sales Composition By Segment

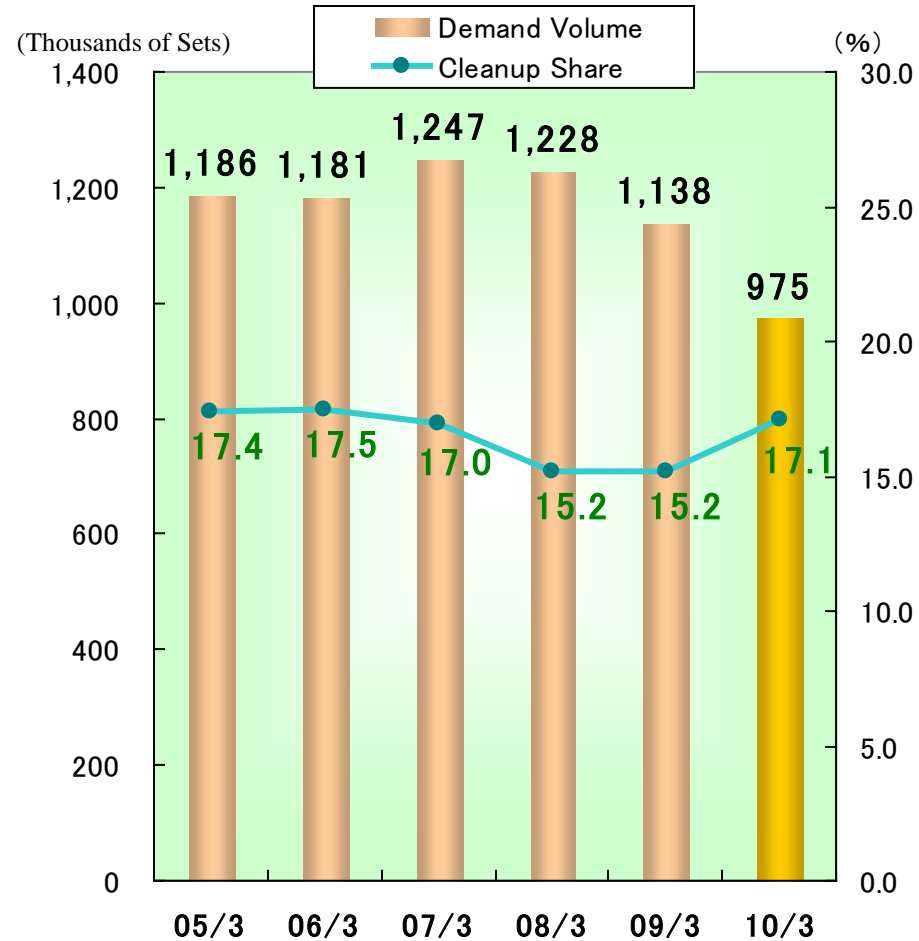


9. Sales Results For Major Products and Cleanup Market Share - 1/4

Complete System Kitchen Sales Results

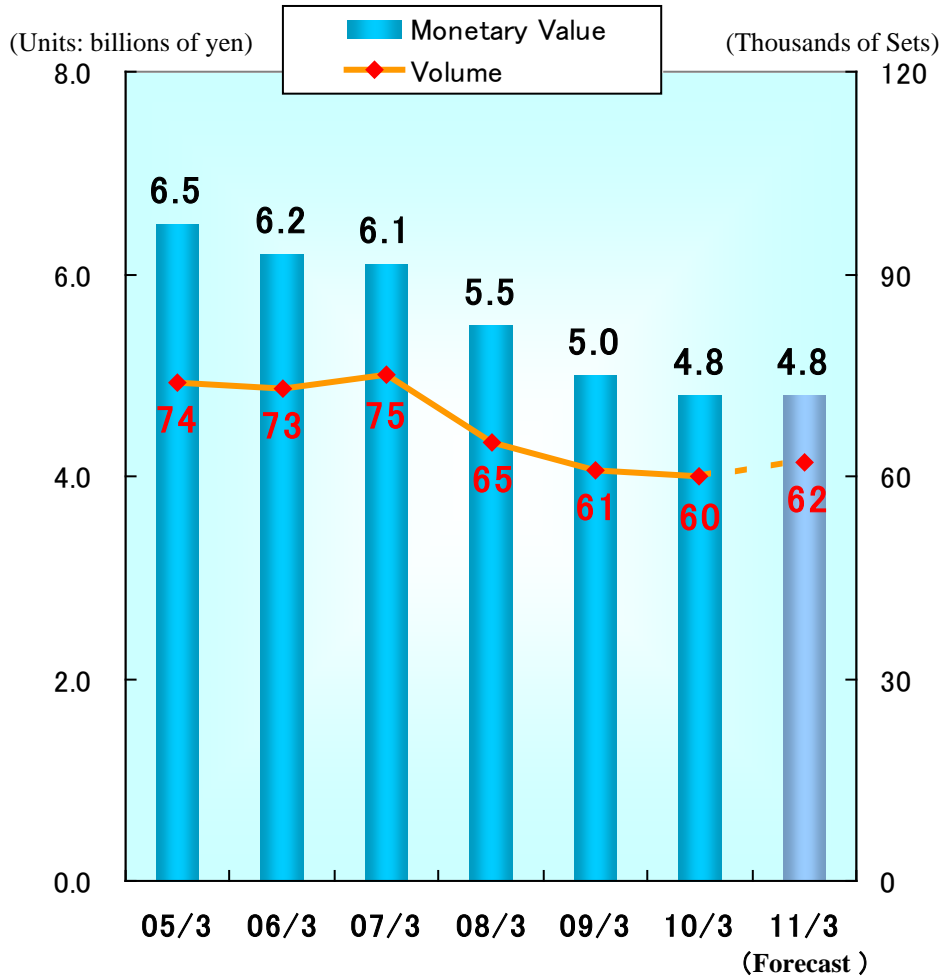


Demand Trends and Market Share

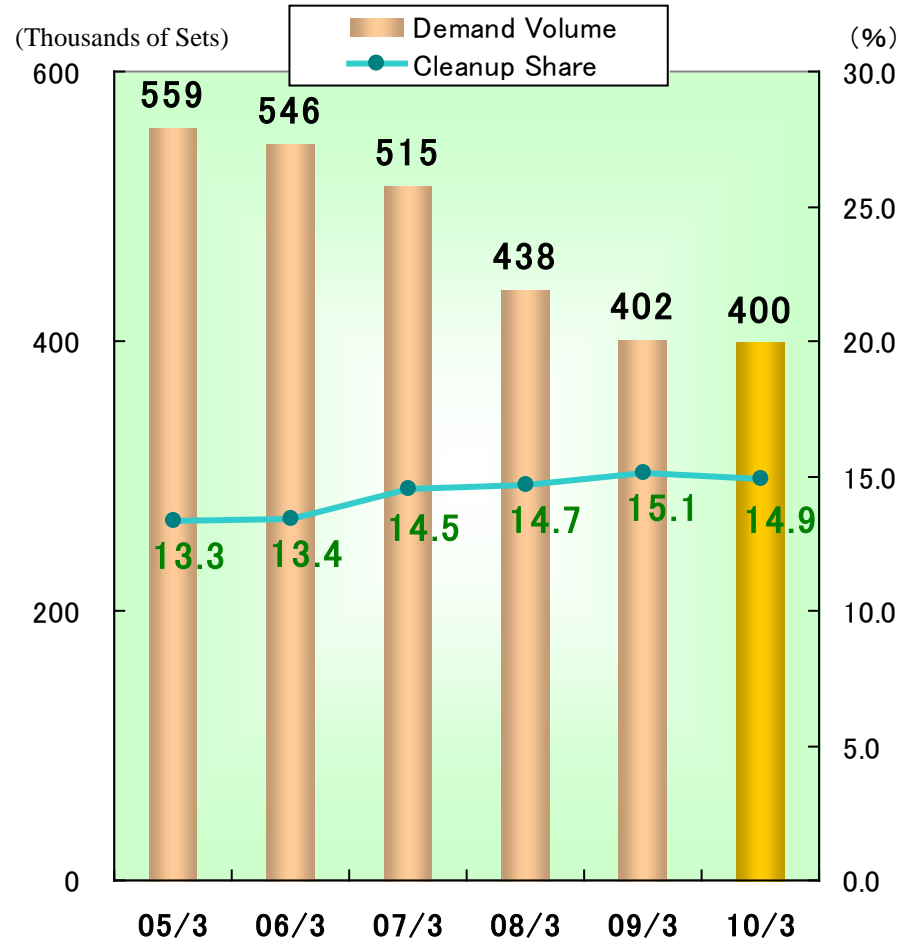


9. Sales Results For Major Products and Cleanup Market Share - 2/4

Sectional System Kitchen Sales Results

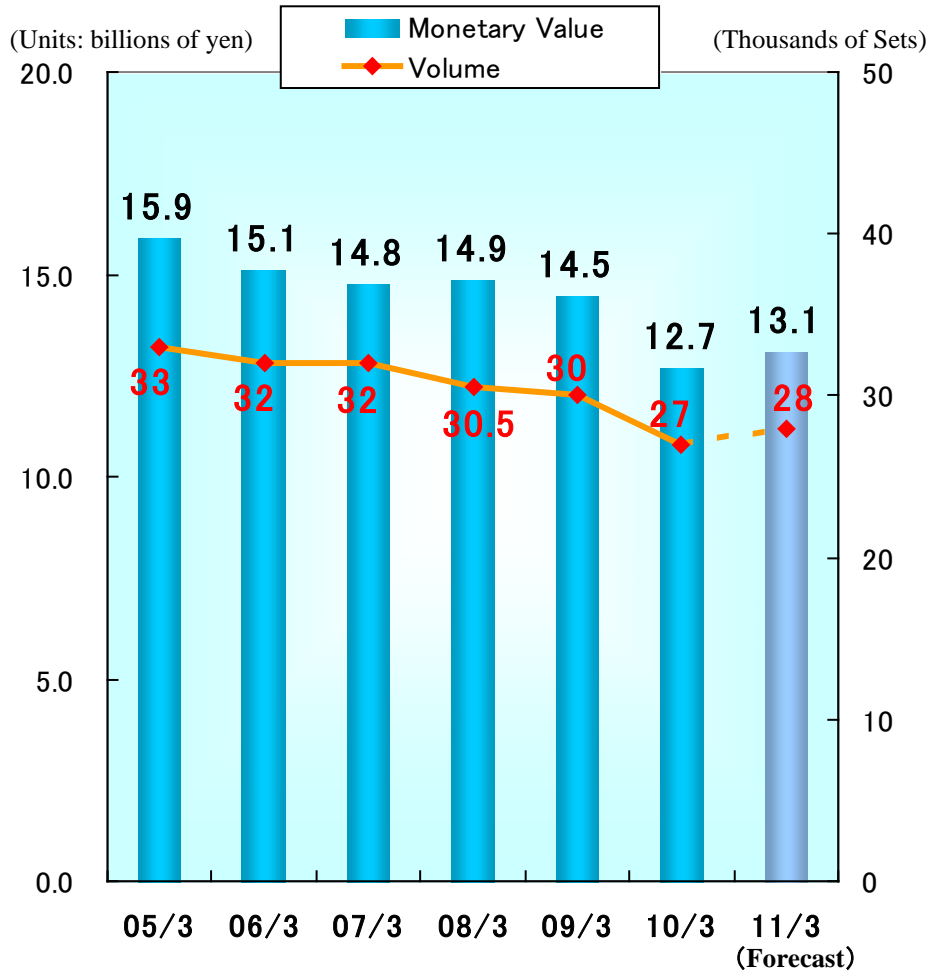


Demand Trends and Market Share

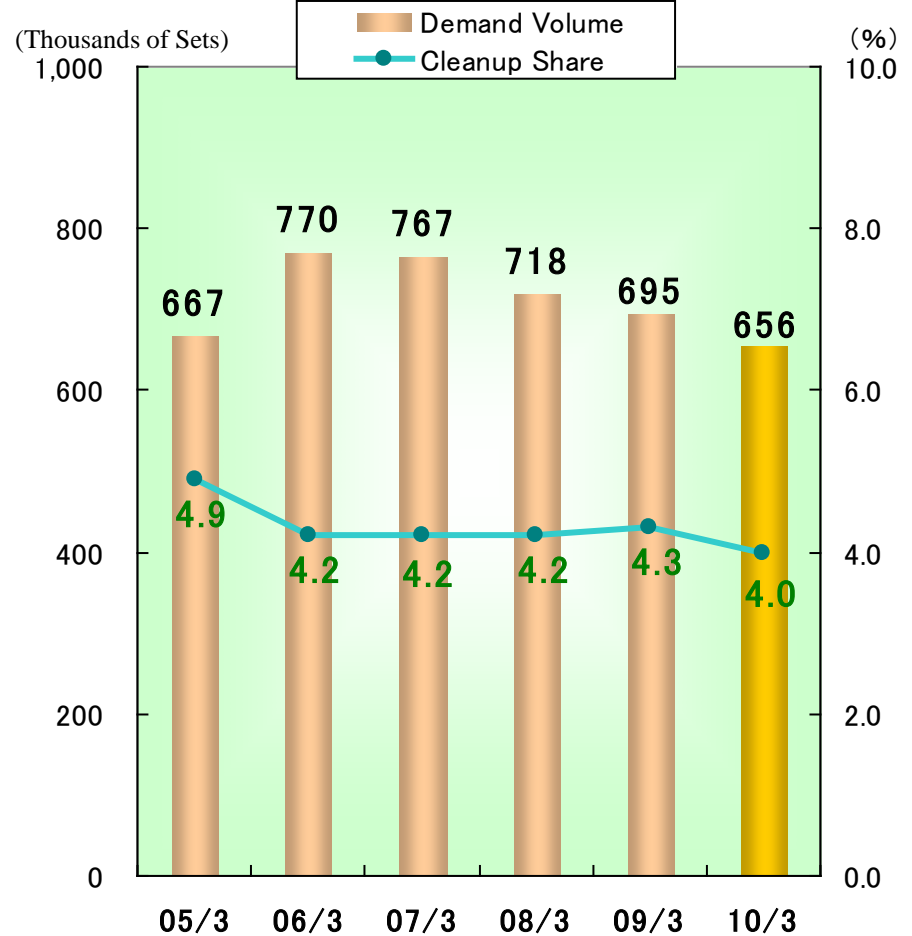


9. Sales Results For Major Products and Cleanup Market Share - 3/4

Modular System Bathroom Sales Results



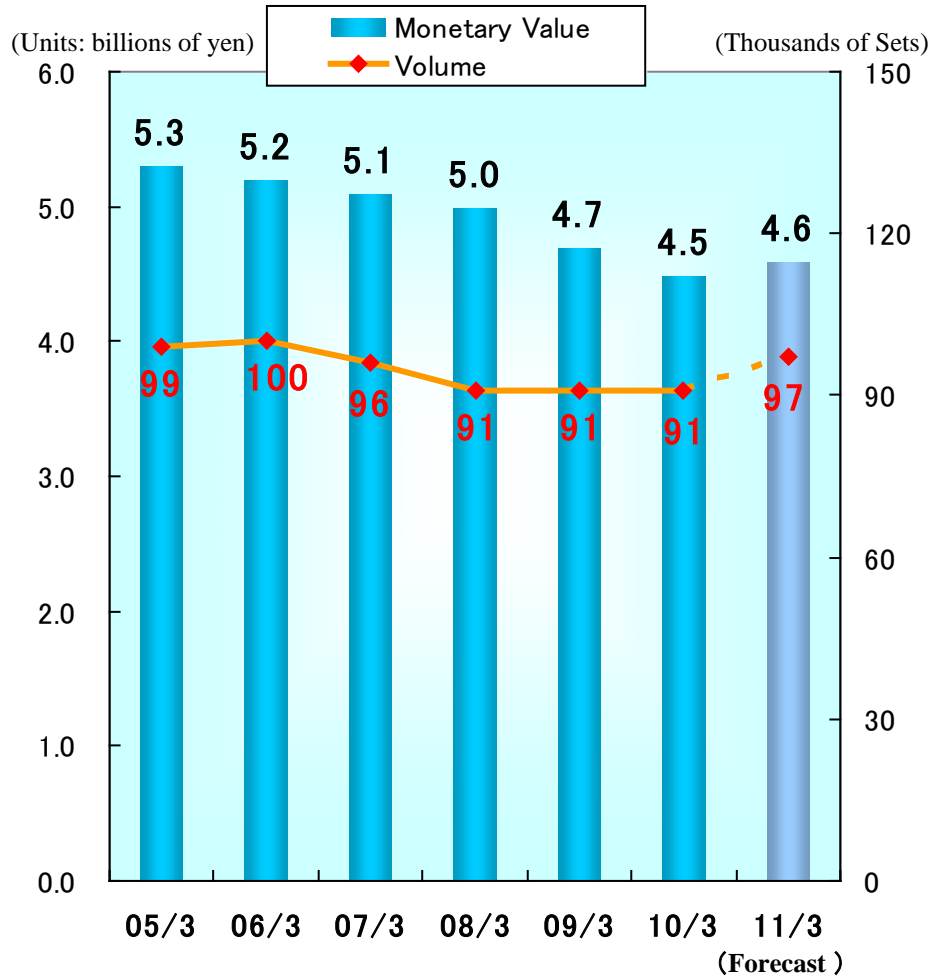
Demand Trends and Market Share



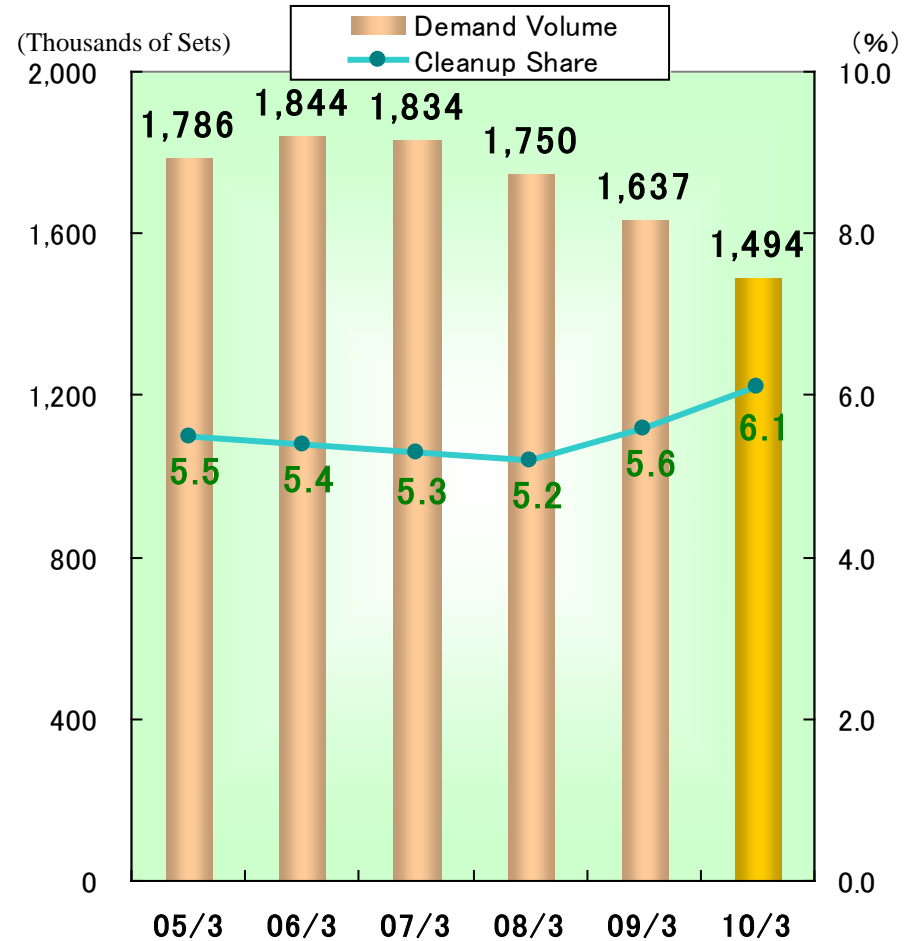
Note) Total number of companies increased from 11 to 15 from FY2005

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

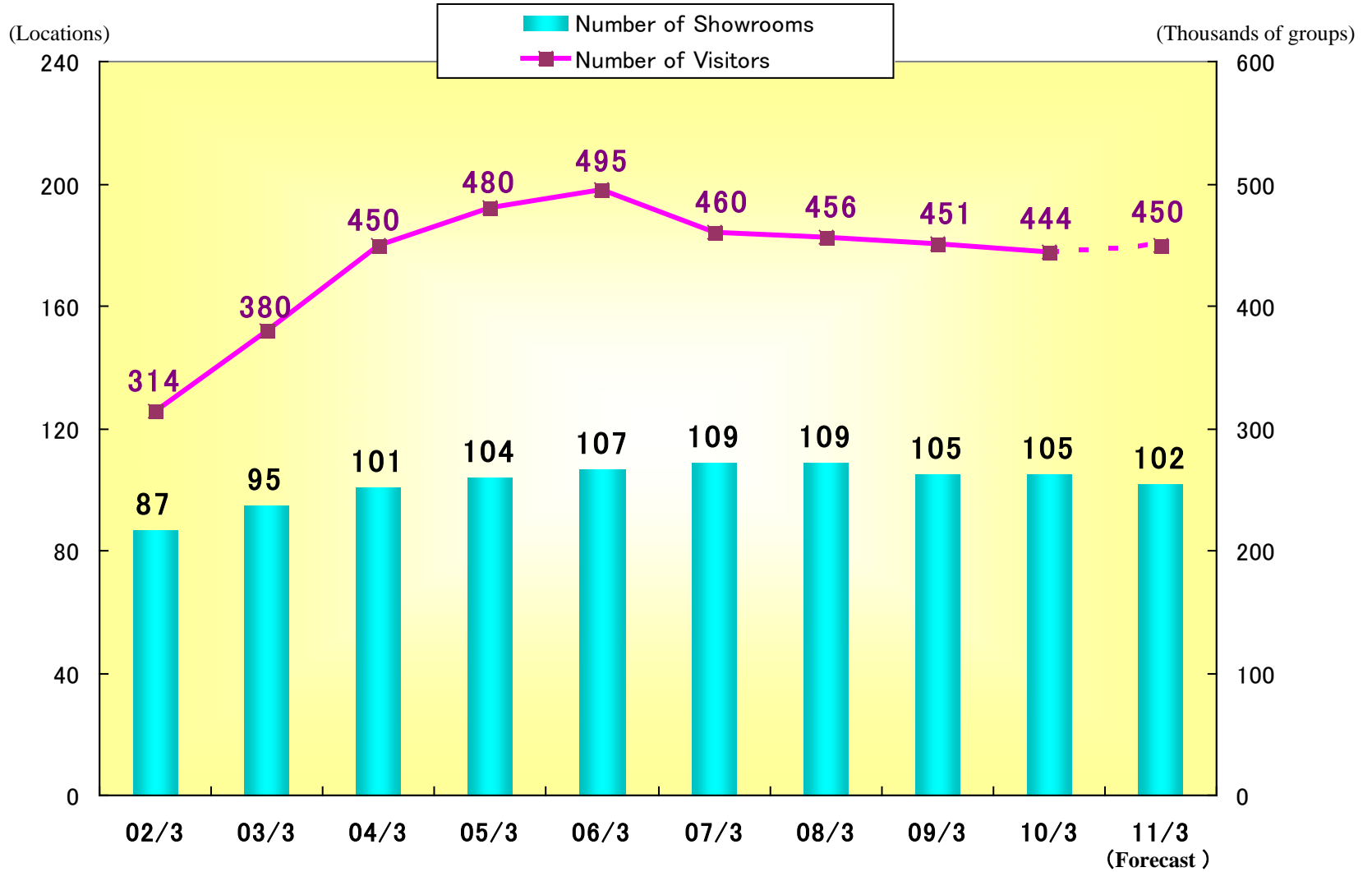
Washstands/Vanities



Demand Trends and Market Share



10. Showrooms And Visitor Numbers



11. Forecasted Consolidated Results For The Period Ending March 2011

(Units: millions of yen)

	2010/3 (Actual Results)	2011/3 (Forecast)	Change From Prev. Period
Net Sales	98,843	100,000	1.2%
Operating Income	1,840	1,050	△42.9%
Operating Income Margin	1.9%	1.1%	—
Ordinary Income	1,679	850	△49.4%
Ordinary Income Margin	1.7%	0.9%	—
Net Income	2,104	100	△95.2%
Net Income Margin	2.1%	0.1%	—

12. Forecasted Non-Consolidated Results For The Period Ending March 2011

(Units: millions of yen)

	2010/3 (Actual Results)	2011/3 (Forecast)	<i>Change From Prev. Period</i>
Net Sales	95,402	96,500	1.2%
Operating Income	1,103	750	△32.0%
Operating Income Margin	1.2%	0.8%	—
Ordinary Income	1,225	750	△38.8%
Ordinary Income Margin	1.3%	0.8%	—
Net Income	1,894	50	△97.4%
Net Income Margin	2.0%	0.1%	—



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II . Future Strategy

1. FY 2010 Basic Mgmt. Policy and Results
2. Results of the “Transformation to a Profit Focus”
3. Transition in Number of New Housing Starts
4. Recent Business Environment and Cleanup Business Approach
5. Cleanup’s Current Situation
6. Cleanup Product Market Share
7. FY 2011 Basic Management Policy
8. Introducing 06/2010 New Products
9. Strengthening System Kitchen Products
10. Consumer Point-of-View Sales System
11. Consumer Point-of-View Communications
12. Product Creation to Support Cleanup
13. Future Management ~ Management Based on New Corporate Philosophy

1. FY 2010 Basic Mgmt. Policy and Results

1 Transformation to a profit focus

- Thorough minimization of selling, general and administrative expenses
- Strategic personnel allocation and installation of posts

Return To Profitability

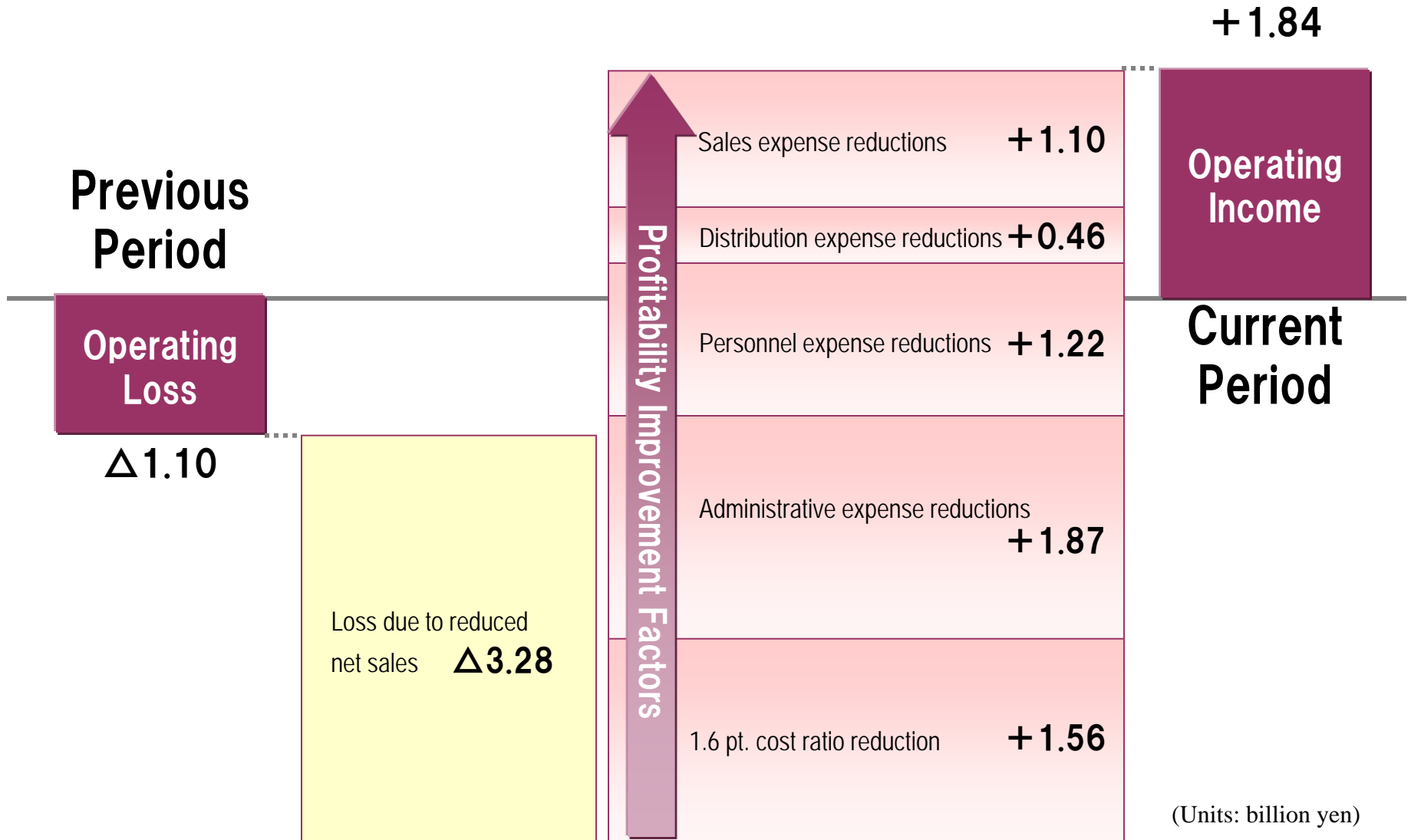
2 Securing profit by adding value

- Creating added value within core products
- Creating added value from a standpoint nearer to the consumer

Increased Share

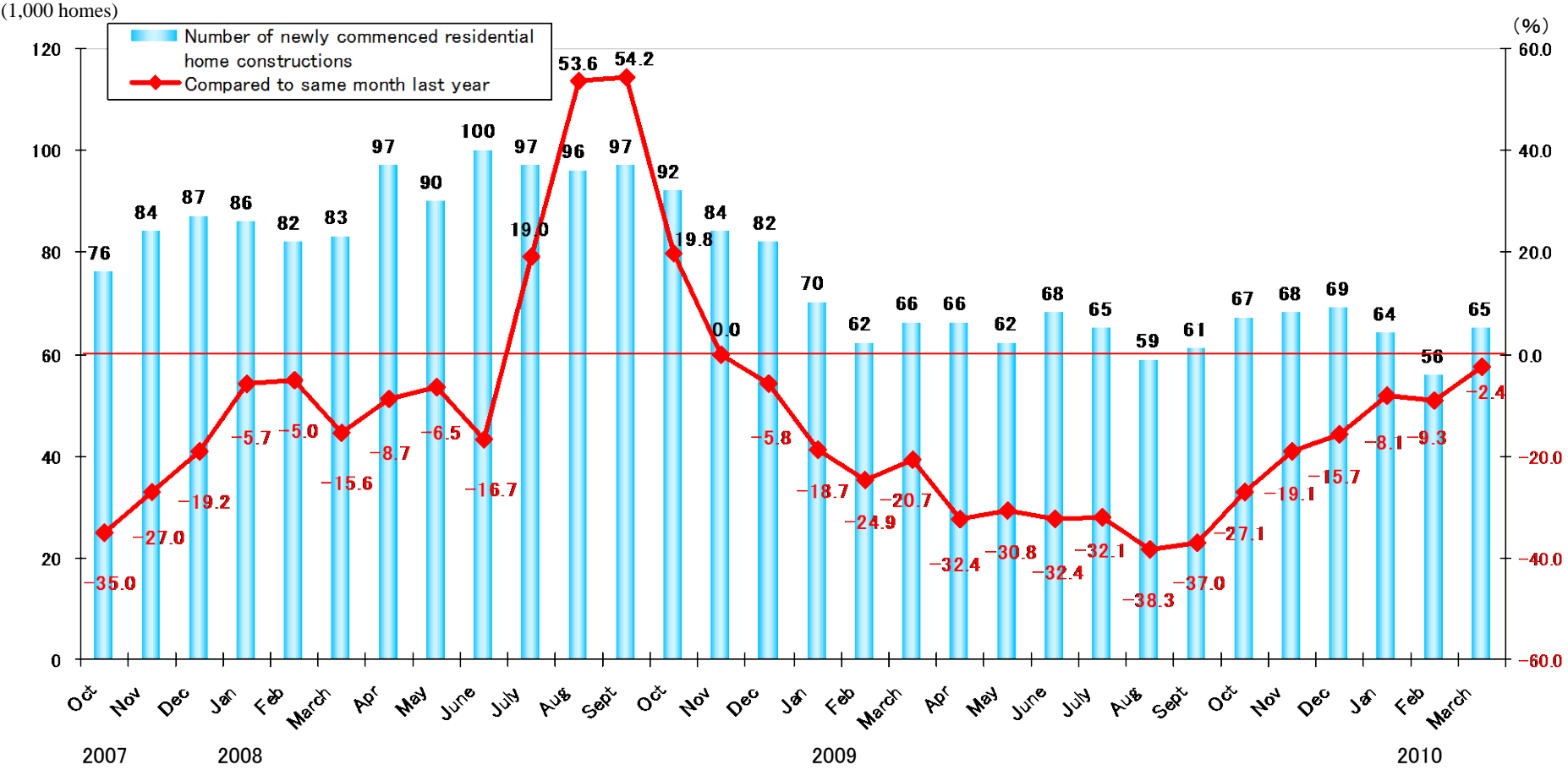
- Sales Share
- Consumer Mind Share

2. Results of the "Transformation to a Profit Focus"



3. Transition in Number of New Housing Starts

Extremely Lengthy Stagnation



4. Recent Business Environment and Cleanup Business Approach

The housing-related industry has faced 3 giant shocks

1999-2004
~

Housing Quality Assurance Law/Deflation Shock

June 2007~

Building Standards Law Revision Shock

Sept 2008~

Lehman Shock

Despite these shocks, Cleanup's commitment to developing/proposing improved products remains unchanged

Many companies in the industry have disappeared as the 3 shocks left them unable to respond to consumer needs

5. Cleanup's Current Situation

【 Industry Trends 】

3 Shocks

- Housing Quality Assurance Law /Deflation Shock
- Building Standards Law Revision Shock
- Lehman Shock

**Unprecedented
Industry Reform**

+

**Cleanup's Reputation
Continues to Grow
within the Industry**

Cleanup's Consistent Approach to Production

【 Market Trends 】

Expected long-term depression...

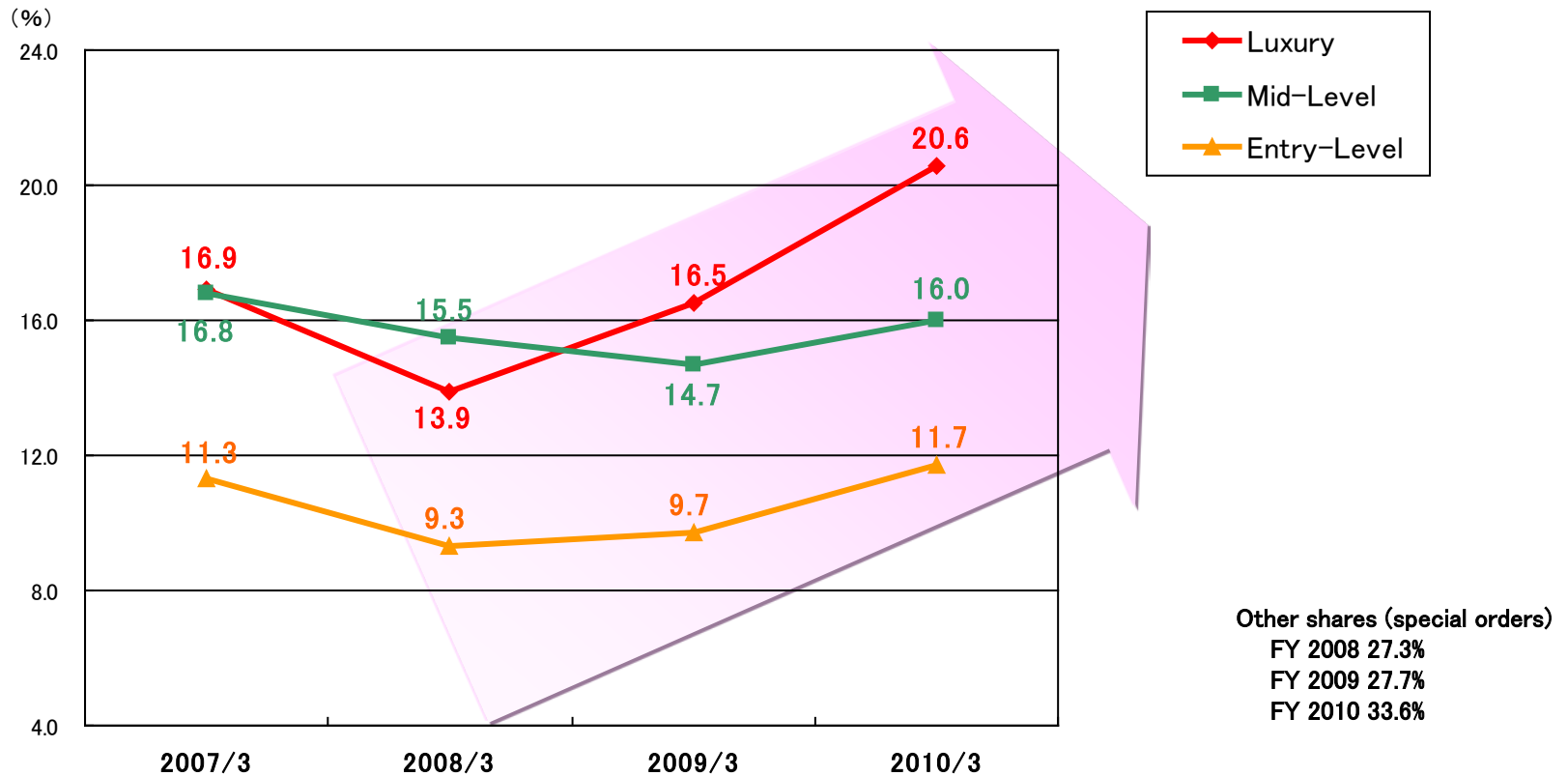
- Market environment remains stagnant
- On the verge of a "Renovation Demand" rebound

**Despite this, Cleanup continues
to focus on strengthening its
line of value-added products
and steadily increasing market
share in the system-kitchen
area**

6. Cleanup Product Market Share

Share increase for all types of our main product, the system kitchen

Changes in System Kitchen Market Share



7. FY 2011 Basic Management Policy

【Current Situation】

【Industry Position】

Cleanup's reputation and market share continue to grow

【Lineup and Business System】

Promoting the creation of high-value-added products/services from consumer's point-of-view

【Profit Structure】

Returned to profitability in FY 2010 and prepared a base for future strategic development

As the environment grows favorable, Cleanup will further promote our policy of "operating from the consumer's point-of-view"

FY 2011 Basic Management Policy

Main Theme

Becoming "The Kitchen Company"

Sub-Theme

Transforming profit structure to one based on business from the consumer's point-of-view

8. Introducing 06/2010 New Products – 1/3

System Kitchen

New “S.S. Light Package”

For new houses and renovations

More variety at a lower price

Eco Material



- New 80cm and 90cm models, in addition to prev. 85cm model
- Added 6 new sizes to improve adaptability
- Now with optional pipe spacing for smooth integration with currently-existing equipment

60th Anniversary Commemorative Price 698,000 Yen



Now even more affordable at 648,000 yen
(Standard Package)

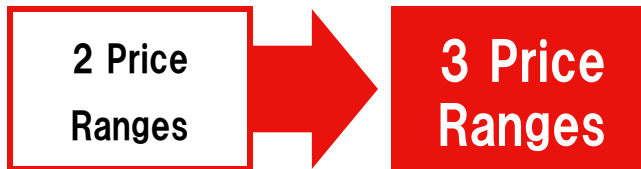
8. Introducing 06/2010 New Products – 2/3

System Kitchen

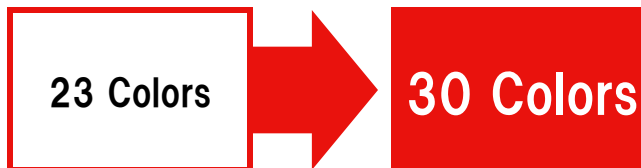
Improved “RAKUERA”

Now a pivotal product, along with “CLEANLADY”

- **Newly-Priced CYNTHIA Series**
~Even more affordable products



- **Expanded selection of trendy kitchen interior colors**



8. Introducing 06/2010 New Products – 3/3

Bath/Vanity

“hairo” Renewal

- Comes standard with sandwich panel (thermal insulation)

“BTG” Bathroom Vanity

- Becoming a new driving force in this popular product class



RAKUERA



hairo

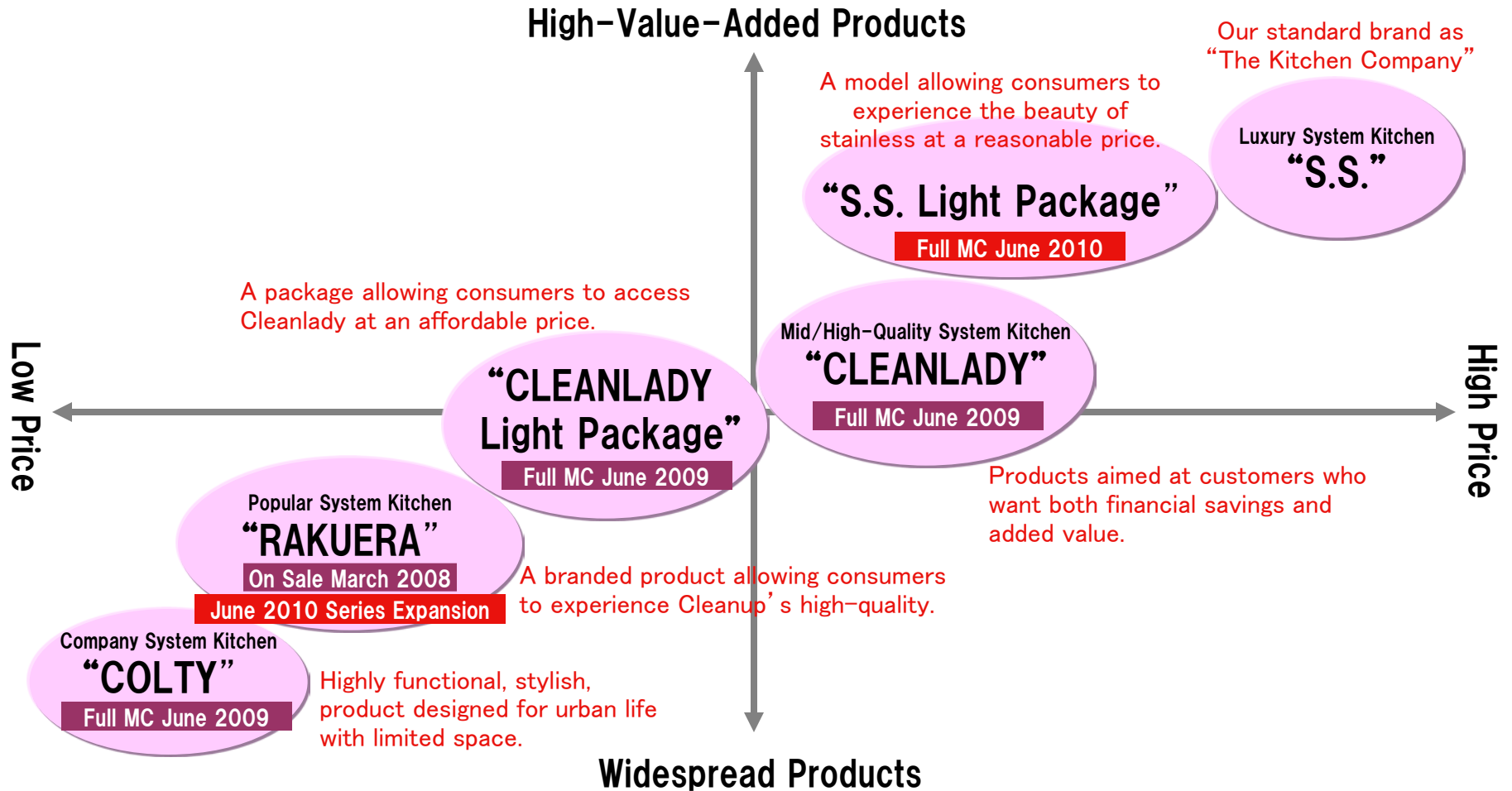


BTG

~Now “RAKUERA”, “hairo” and “BTG” can be fully coordinated~

9. Strengthening System Kitchen Products

Strengthen the overall product lineup as “The Kitchen Company” by means of innovation focused on core products



10. Consumer Point-Of-View Sales System

<p>Strengthen Renovation Strategy</p>	<div style="display: flex; align-items: center;">   <div style="margin-left: 20px;"> <p>Reach 1,800 stores participating in “Water Section Workshops”</p> <ul style="list-style-type: none"> ● Continuously hold renovation seminars/fairs and improve consumer-oriented events such as cooking classes ● Strengthen collaboration with major renovation channels <ul style="list-style-type: none"> • Condominium renovations • Home/energy/volume appliance/DIY-retailers, etc. </div> </div> <div style="text-align: right; margin-top: 20px;">  </div>
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<p>Expand retail business</p>	<p>Construct a demand-generating system in order to aggressively deal with increasing renovation demand over the medium/long-term</p> <ul style="list-style-type: none"> ● 03/2009 “Retail Business Development Dept.” Newly Established ● 03/2010 “Retail Business Dept.” Launched →Beginning retail business in earnest
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11. Consumer Point-of-View Communications

(Examples of FY 2010 2nd-half Event)

● Tie-up with Nosan Corp., producer and distributor of “Yodoran-Hikari”

- Multi-faceted cooperation, beginning this Spring, to create healthy people, families and society
- Jointly-held cooking classes using Cleanup kitchens and Nosan Corp.’s “Yodoran-Hikari” products



● Endowed a “Cooking for Smiles in the Kitchen” seminar in the Seitoku University Open Academy



● Held a “Kitchen Cleaning Class”

- Held classes at showrooms nationwide to support year-end cleaning (Sapporo, Sendai, Shinjuku, Nagoya, Osaka, Fukuoka)
- Provided know-how on upkeep/cleaning of kitchens, considered to be the most difficult area to clean in the home

● Opened the “Dreamia Salon” for active housewives (Salonese)

- New 1st anniversary commemorative content for the “Dreamia Club” community website
- Assisting women in a new lifestyle from the viewpoint of “food” and “home”, the strengths of a manufacturer specializing in kitchen-goods



12. Product Creation to Support Cleanup

Aiming to create “products you can trust”...

Cleanup will continue to provide high-quality products, regardless of the times, and always with an emphasis on the consumer’s point-of-view.

Compliance with Laws/Systems

- Housing Function Display System (Quality Assurance Law)
- Effective Resource Use Promotion Law
- Long-Term Quality Housing Promulgation and Promotion Law, etc.

Cleanup's Product Creation
“Products You Can Trust”



CSR
Environmental
Compliance

3R Efforts

- Reduce (Reduce creation of waste products)
- Reuse (Reuse waste products)
- Recycle (Reuse as raw materials)

【The Foundation of Product Creation】

CPS (Cleanup Production System), based on Cleanup’s unique quality management beliefs

13. Future Management ~ Management Based on New Corporate Philosophy

Establishing a “New Corporate Philosophy” for our 60th anniversary and challenging ourselves to achieve innovation in our “2nd Founding”...



For any questions concerning investor relations,
please contact:

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Disclaimer

This material is intended to provide information regarding FY2010 financial results (April 2009 – March 2010) 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 18, 2010. 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.