



SHOEI CO., LTD.

Presentation

November 25, 2016

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<1>The Fiscal Year Ended Sep. 30, 2016 and Forecasts for the Fiscal Year Ending Sep. 30, 2017

(1) Consolidated Statements of Income

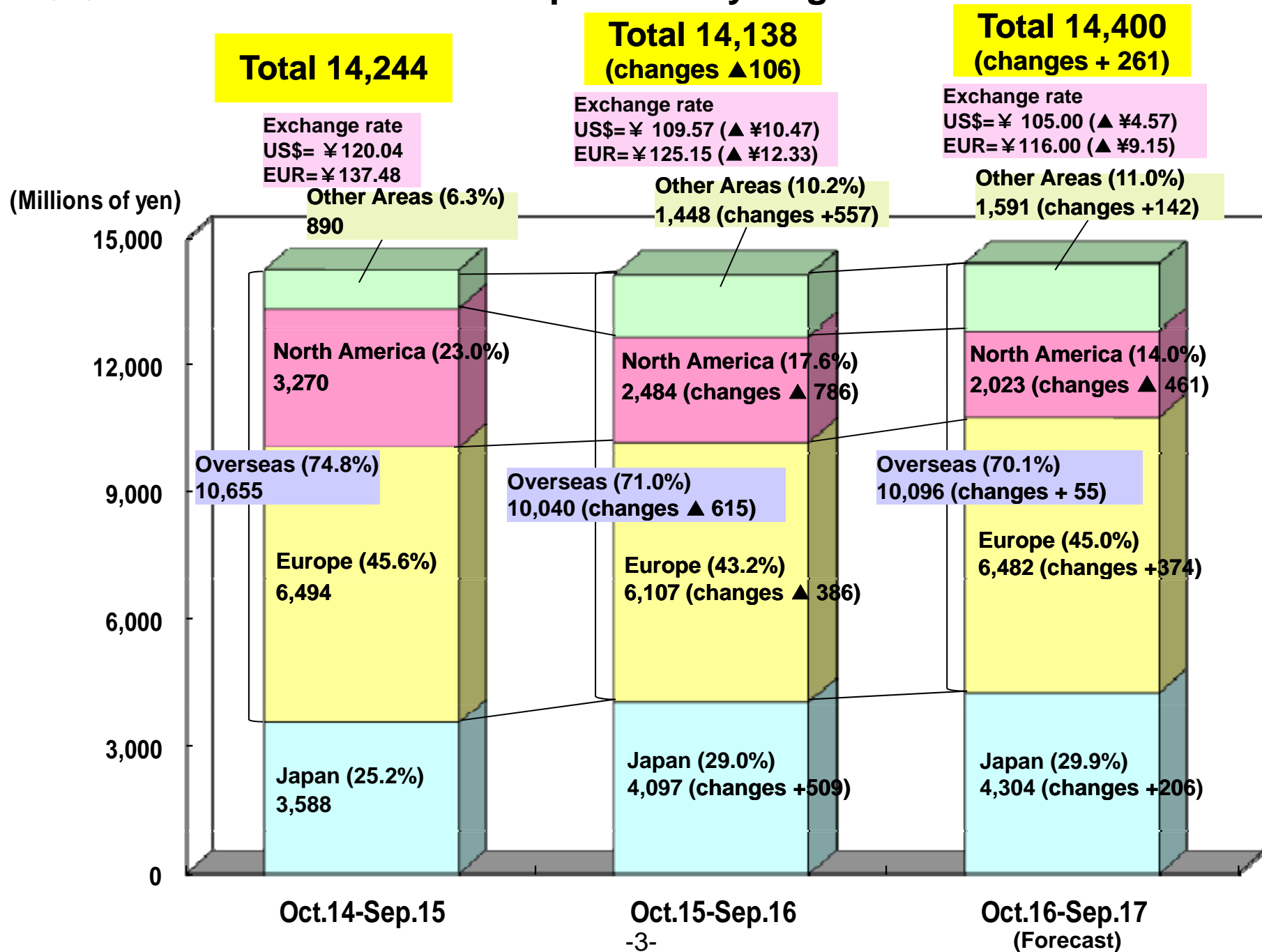
(Millions of yen)

	Oct.14 -Sept.15	Oct.15 -Sept.16	Changes from Previous year(%)	Oct.16 -Sept.17	(Forecast)
					Changes from Previous year(%)
Net Sales	14,244	14,138	▲0.7	14,400	+1.9
Operating Income	3,210	3,145	▲2.0	2,420	▲23.1
Ordinary Income	3,092	3,244	+4.9	2,420	▲25.4
Profit attributable to owners of parent	1,996	2,192	+9.8	1,660	▲24.3
Net Income per Share	¥145.00	¥159.22	+9.8	¥120.53	▲24.3
Dividend per Share	¥72.00	¥79.00	+9.7	¥60.00	▲24.1

Notes:

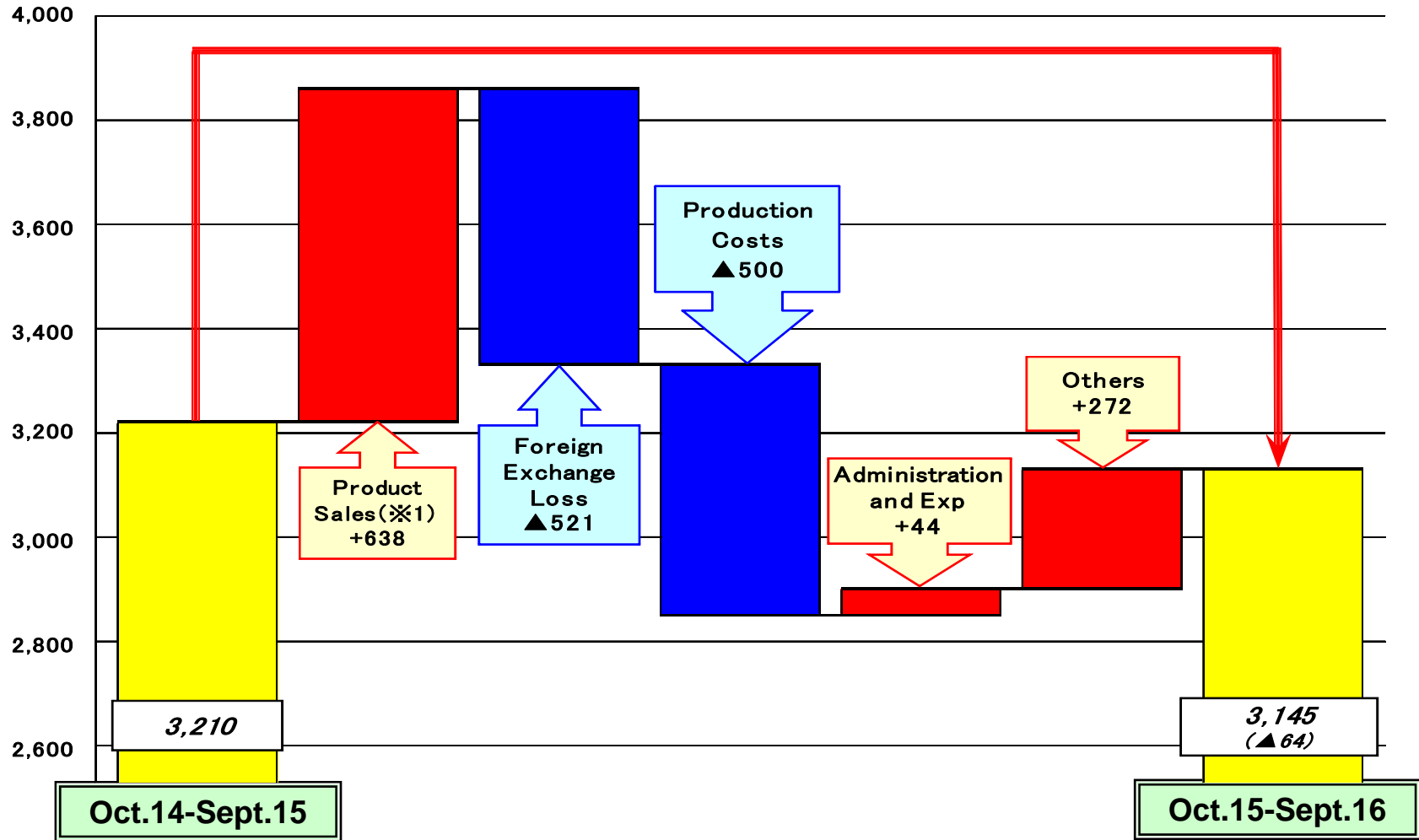
1. The net income per share is calculated using the weighted average number of shares (excluding treasury stock) during the period.
2. The assumed exchange rates for the 2017 fiscal year are USD/JPY = 105.00 and EUR/JPY = 116.00.

(2) Consolidated Sales Composition by Region



(3) Factors of Operating Income Increase

(Million JPYen)



(*1) Value after adding a decreased amount of non-performed profit of 85 Million Yen

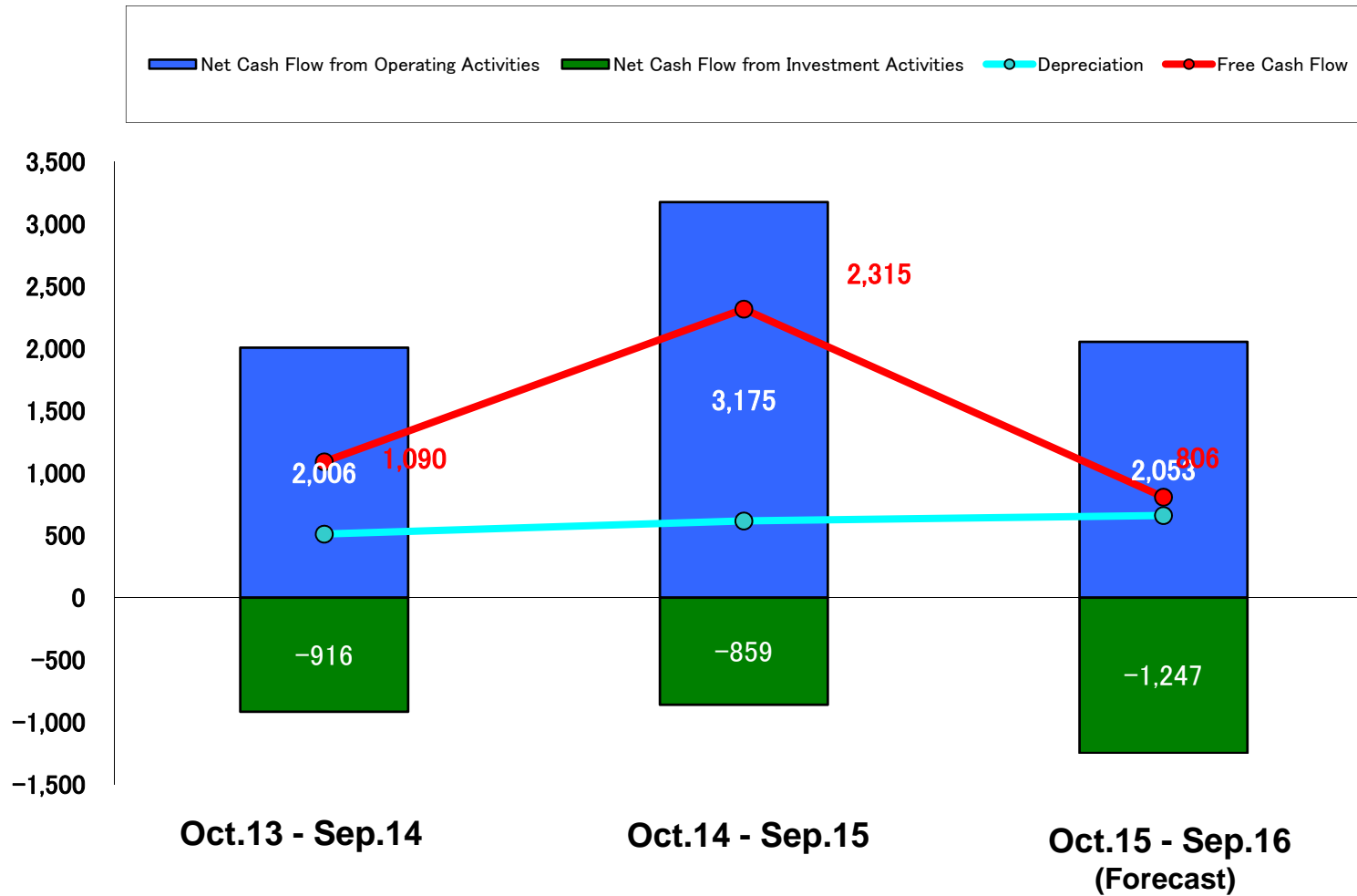
(4) Consolidated Balance Sheets

(Millions of Yen)

	Sept.30,2015	Sept.30,2016	
Cash and Deposits	6,474	7,196	(+722)
Account Receivable	1,426	1,226	(▲200)
Merchandise and Finished Goods	1,067	948	(▲118)
Work in Process	424	387	(▲37)
Raw Materials and Parts	441	482	(+41)
Other Current Assets	852	776	(▲76)
Total Current Assets	10,687	11,018	(+331)
Total Fixed Assets	2,180	2,435	(+254)
Total Assets	12,867	13,453	(+585)
Current Liabilities	2,003	2,065	(+61)
Fixed Liabilities	763	899	(+136)
Total Liabilities	2,766	2,964	(+198)
Shareholders' Equity	10,232	11,433	(+1,201)
(Capital Stock)	(1,394)	(1,394)	(—)
(Treasury Stock)	(▲0)	(▲0)	(▲0)
Total Net Assets	10,101	10,489	(+387)
Total Liabilities and Total Net Assets	12,867	13,453	(+585)

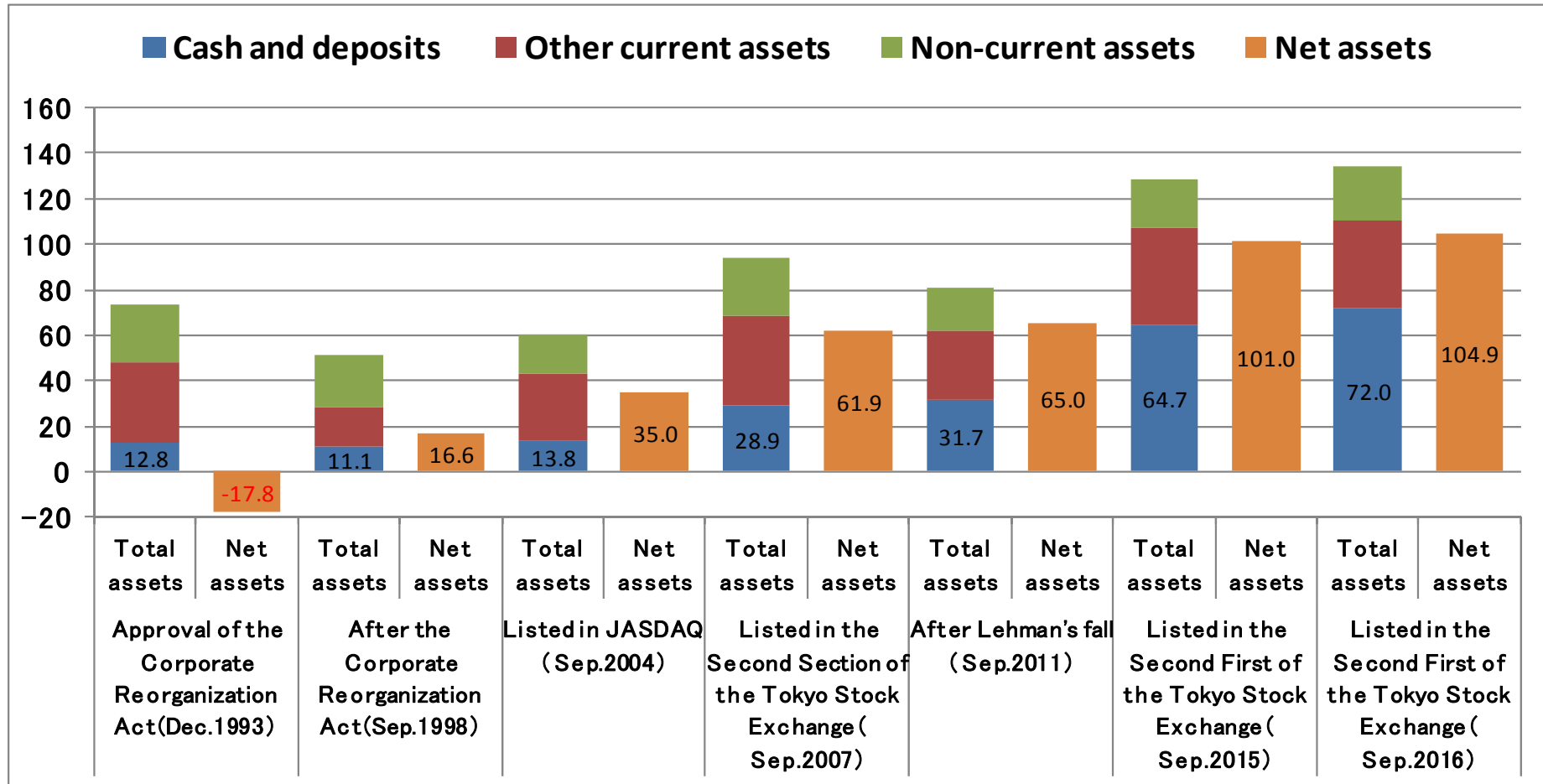
(5) Consolidated Cash Flow

(Millions of yen)

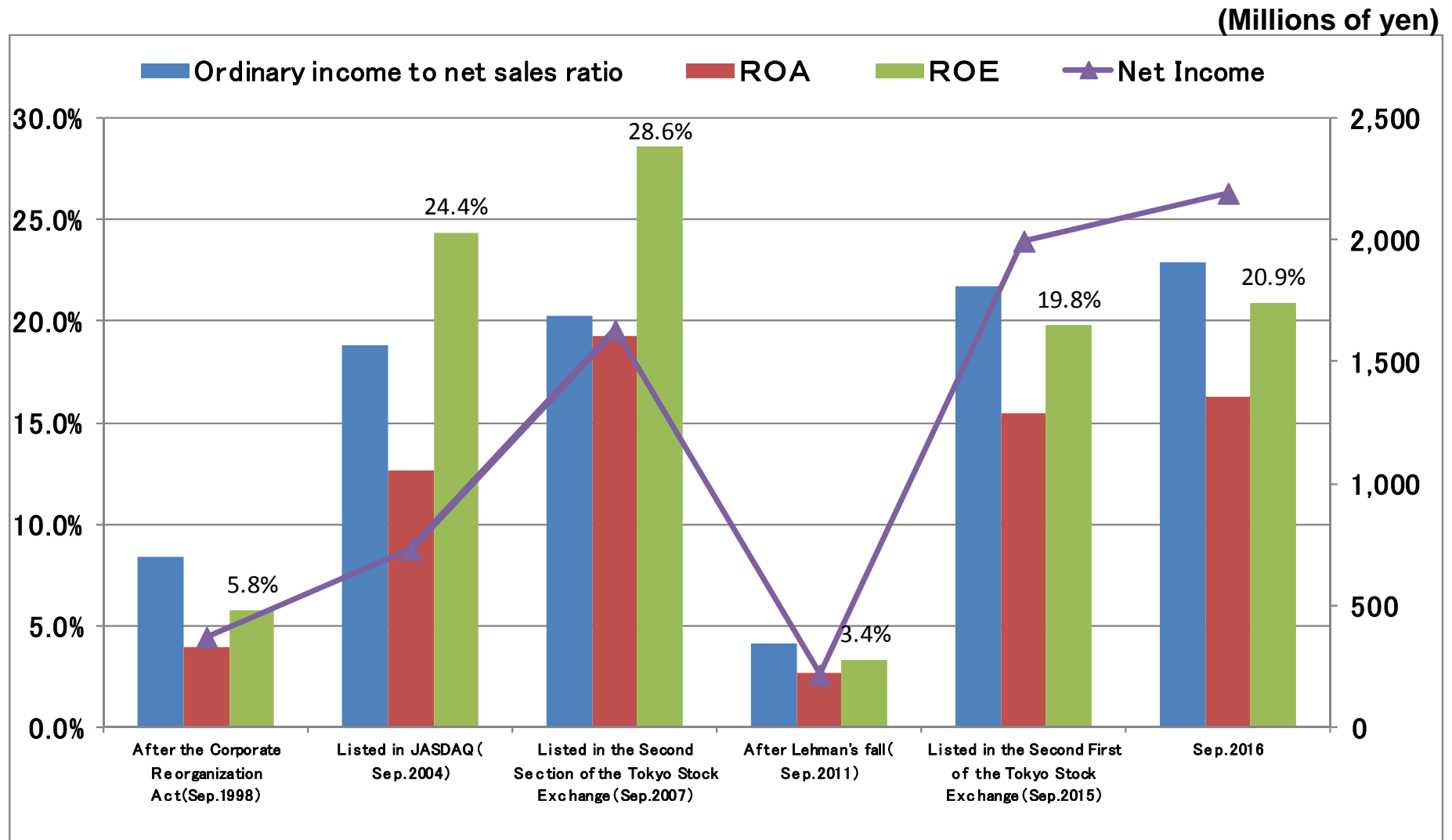


(6) Change of total Assets and net Assets

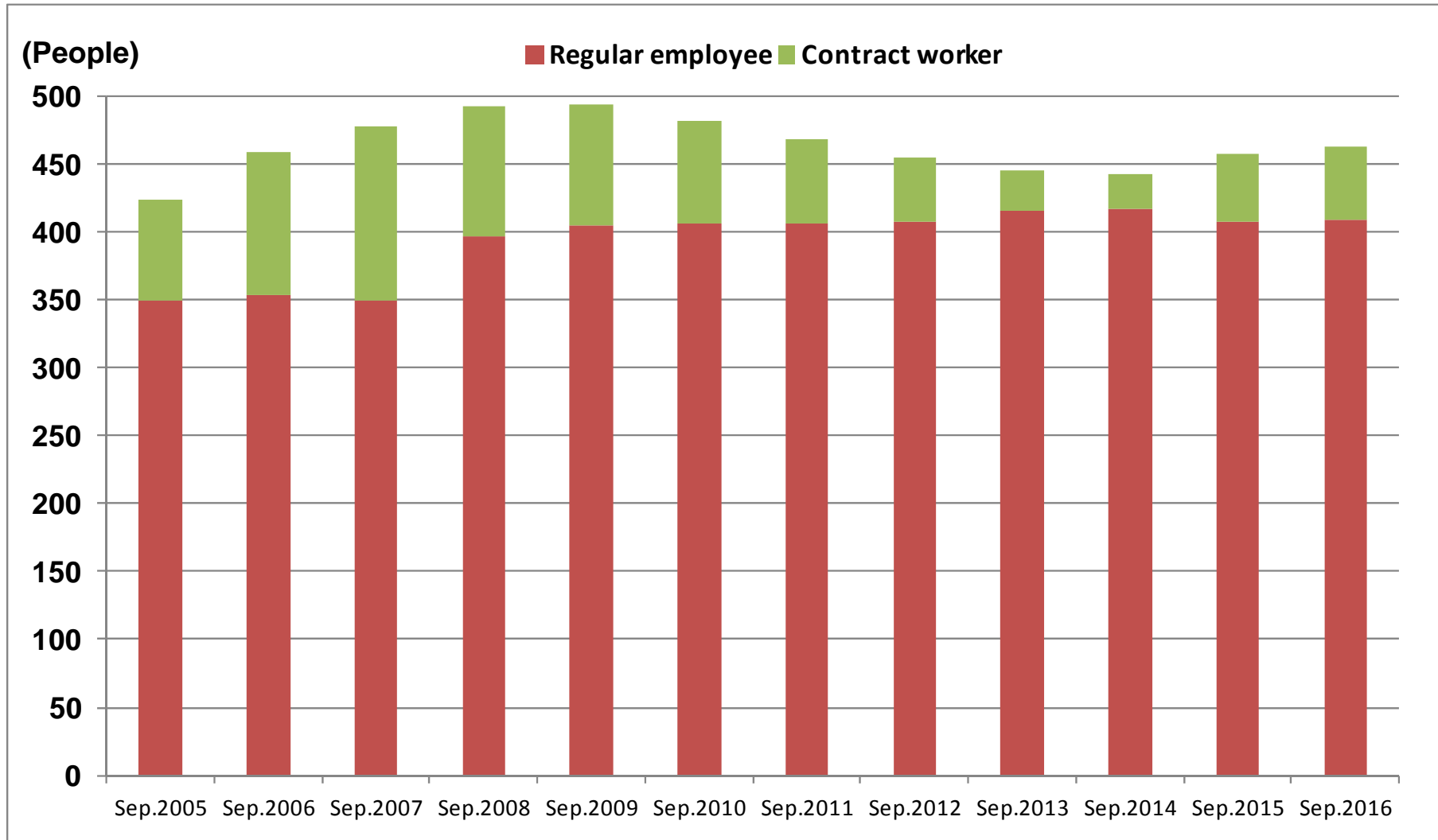
(Billions of yen)



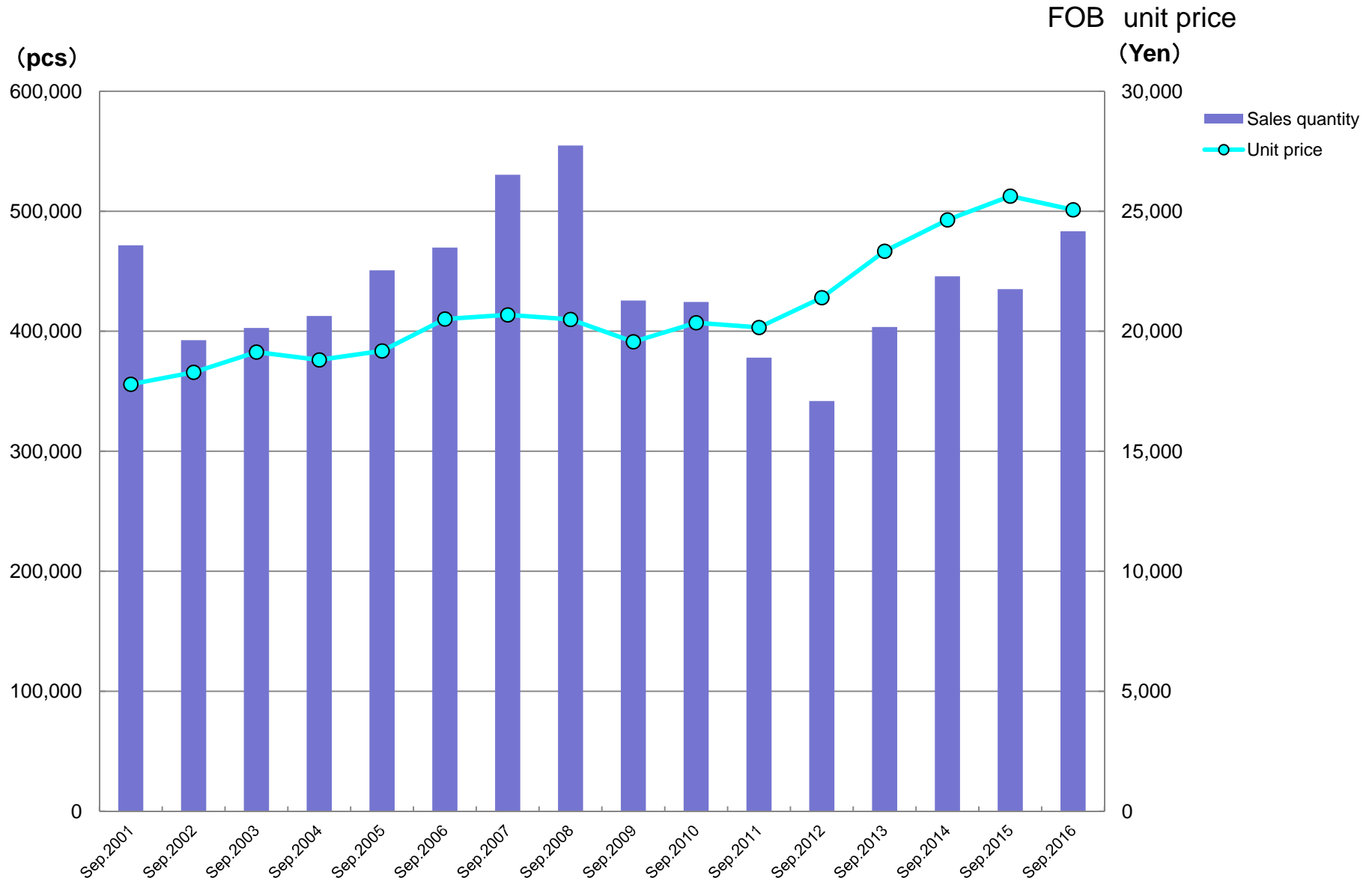
(7) Change of Net Income and Financial Indicator



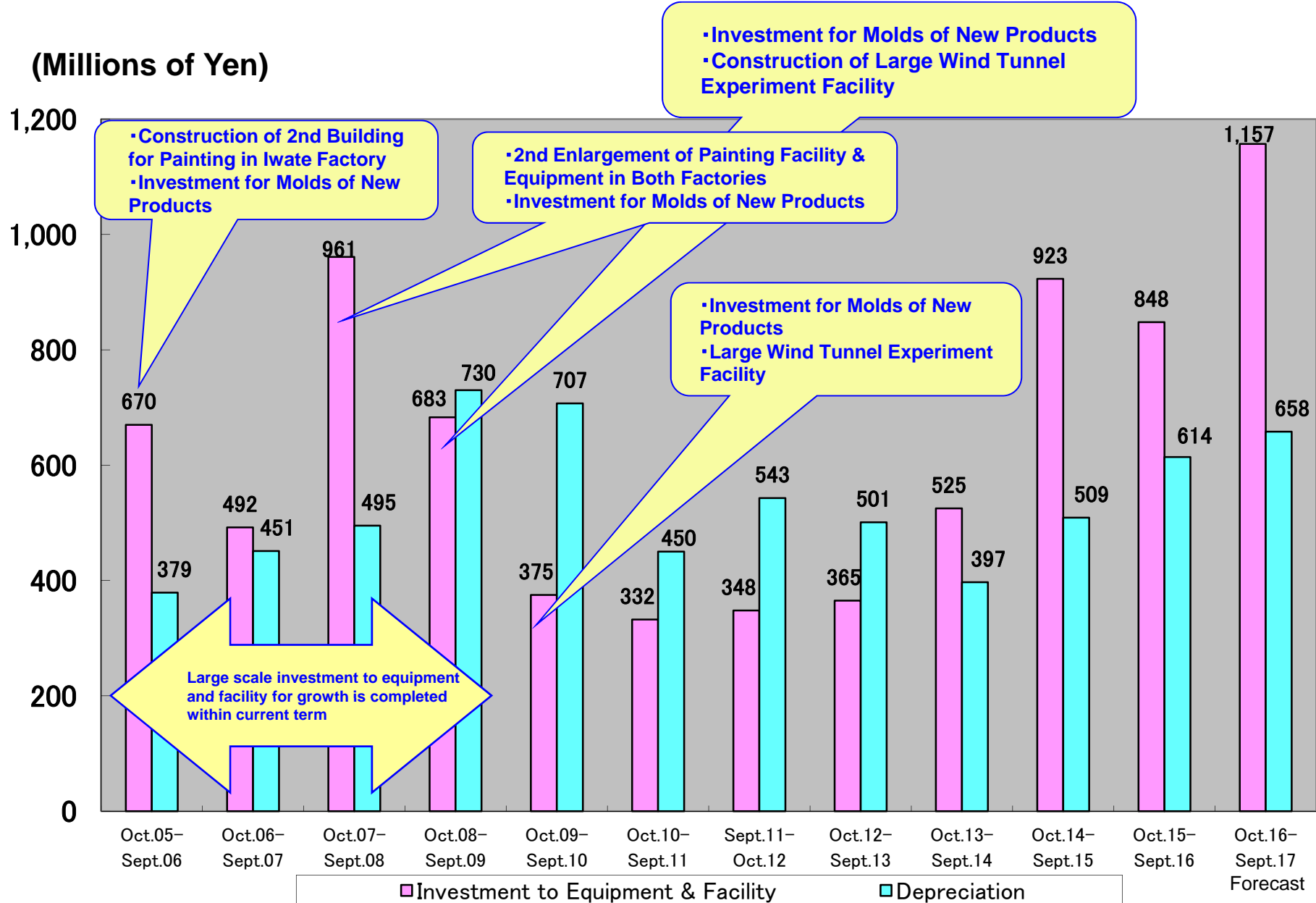
(8) Change of Employee



(9) The trend of average unit price for motorcycles helmets



(10) Capital Expenditures and Depreciation



(11) New Products during the Fiscal Year

< X-14 / X-Spirit III >
On Road Full Face Helmet



【Europe】

Launching in March 2016

(Initial Shipment : January 2016)

Suggested Retail Price

Germany, France : EUR699.00

~ EUR869.00 (Including VAT (Tax))

North America】

Launching in March 2016

(Initial Shipment : January 2016)

Suggested Retail Price : US\$681.99

~ US\$839.99 (Excluding Sales Tax)

【Japan】

Launching in April 2016

(Initial Shipment : April 2016)

Suggested Retail Price : YEN 60,000

~ YEN 76,000 (Excluding Sales Tax)

< J · O >

Open Face Helmet with Integrated Visor



【Europe】

Launching in March 2016

(Initial Shipment : January 2016)

Suggested Retail Price

Germany, France : EUR329.00

~EUR379.00 (Including VAT (Tax))

【Japan】

Launching in April 2016

(Initial Shipment : April 2016)

Suggested Retail Price : YEN 32,000

~YEN 40,000 (Excluding Sales Tax)

<2> Commodity power and Brand power of SHOEI

(1) Introduction of New Products to the Market

< RYD / RF-SR >

On Road Full Face Helmet



【Europe】

Launching in April 2017 (*)

(Initial Shipment : February 2017 (*))

Suggested Retail Price

Germany, France : EUR399.00 (Including VAT (Tax))

【North America】

Launching in April 2017 (*)

(Initial Shipment : February 2017 (*))

Suggested Retail Price : US\$399.00 (Excluding Sales Tax)

【Japan】

Launching in 2018 (*)

(Initial Shipment : 2018 (*))

Suggested Retail Price : To be announced

* Launch schedules are subject to change.

(2) Our Brand power

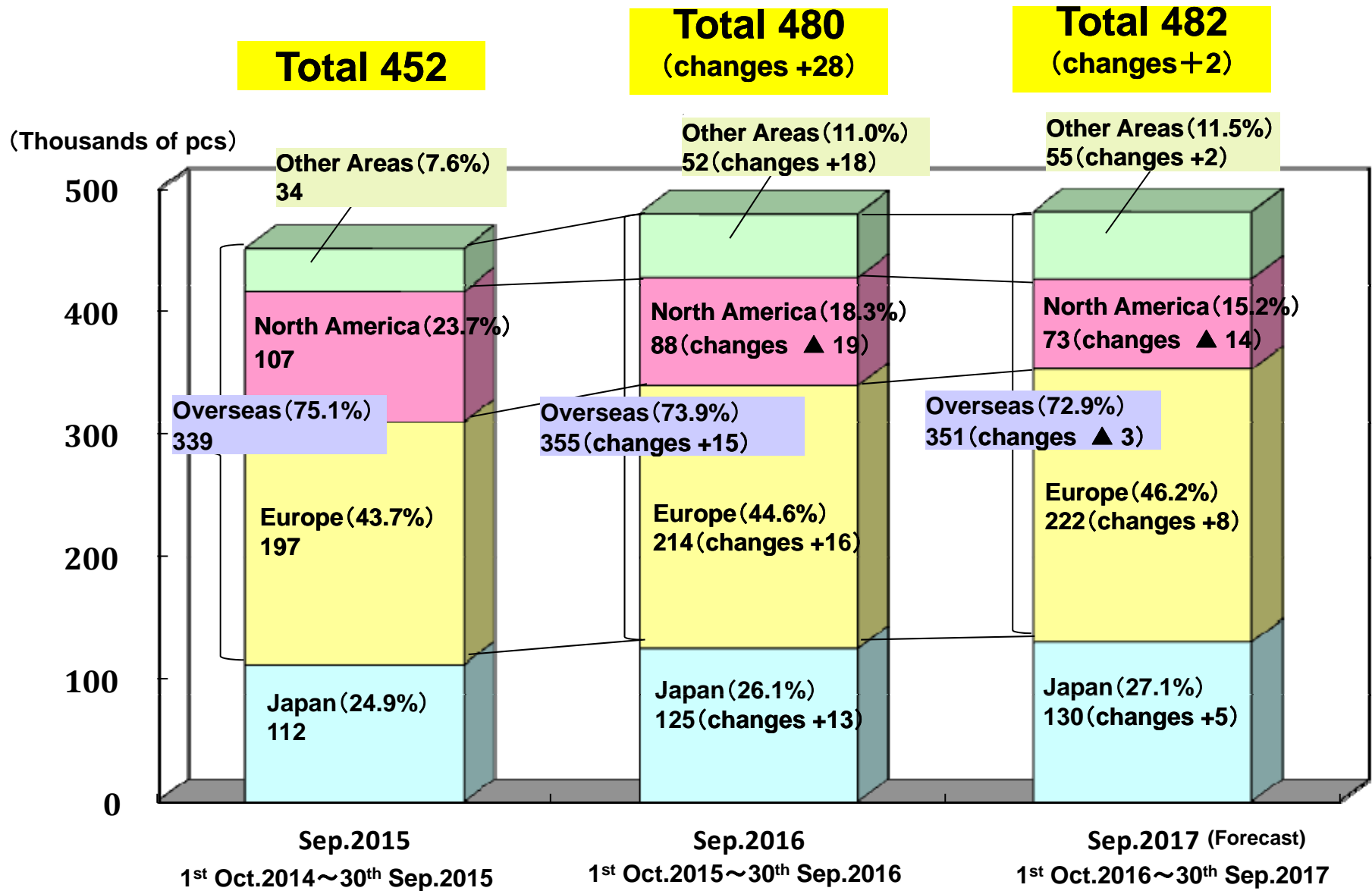
Germany : We won the Best Brand Award in the PS Magazine.

Australi : We have won the famous 2016 Customer Satisfaction Award by Canstar.

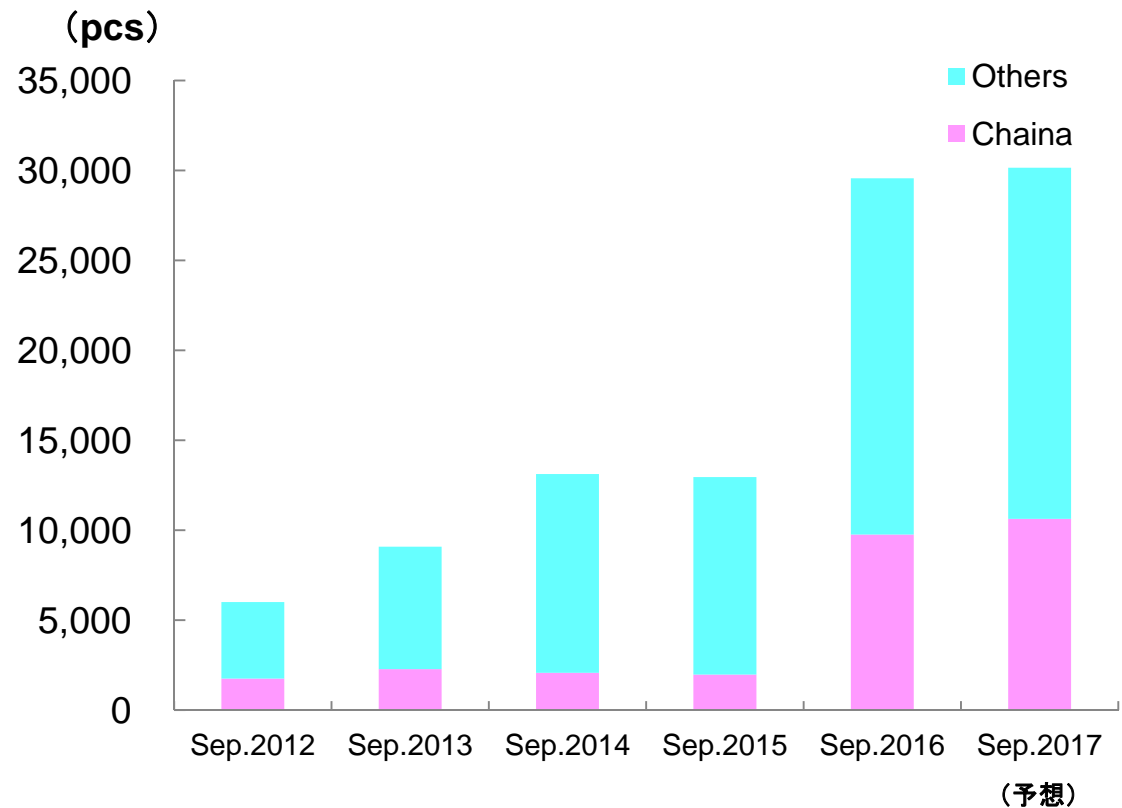


In addition, we win a prize in each country.

(3) Quantity of helmets sold by Region (Consolidated)



Quantity of helmets sold by Asian market



(4) Main themes of Fiscal Year from Oct.2016 to Sept.2017

① Market wise

Restructuring of Sales Network in US markets.

Expansion of sales in China & other Asian Markets.

② Production wise

Productivity Improvement & Production
C a p a c i t y I n c r e a s e .

Continued Facility Renewal & Advance Scheduling
of M o l d i n g F a c i l i t y R e n e w a l .
Capital Investment of around Yen 1.1 Billion including Molds.

(5) Conclusion Summary

Maintaining Basic Policy for Medium and Long Term Stable Growth and Stable Profit

- 1. Protect Own Company by Ourselves**
- 2. Made in Japan and maintaining constant employment (Transmission of Manufacturing)**
- 3. Maintaining Healthy Financial Positions**
- 4. Continuation of Investment**
 - Development of new products
 - Cost saving
 - Improvement of quality
 - Firm safety
- 5. Targeting # 1 in All Premium Helmet Markets in the World**
- 6. Development of New Markets and Deepening of Existing Markets**
- 7. Fair distribution of retained earnings**
 - 50% dividend of profit after tax
 - Distribution to employees
 - Distribution to company (proper retained earnings kept)

**Thank you very much for your attention
and please take good care of our
SHOEI's helmets further on.**

