



SHOEI CO., LTD.

Presentation

November 29, 2017

Regime for the 61st Fiscal Year

- ☆ Net sales and income increased as a result of a rise in the sales volume of helmets, mainly in Europe and China.
- ☆ The appreciation of the euro and the dollar from 115.05 yen at the beginning of the period to 132.85 yen at the end of the period against the euro and from 104.86 yen to 112.73 yen against the dollar was also a positive factor.
- ☆ As a result, net income is expected to rise to 2,358 million yen, a record high since the establishment of SHOEI.

The Fiscal Year Ended Sep. 30, 2017

(1) Consolidated Statements of Income

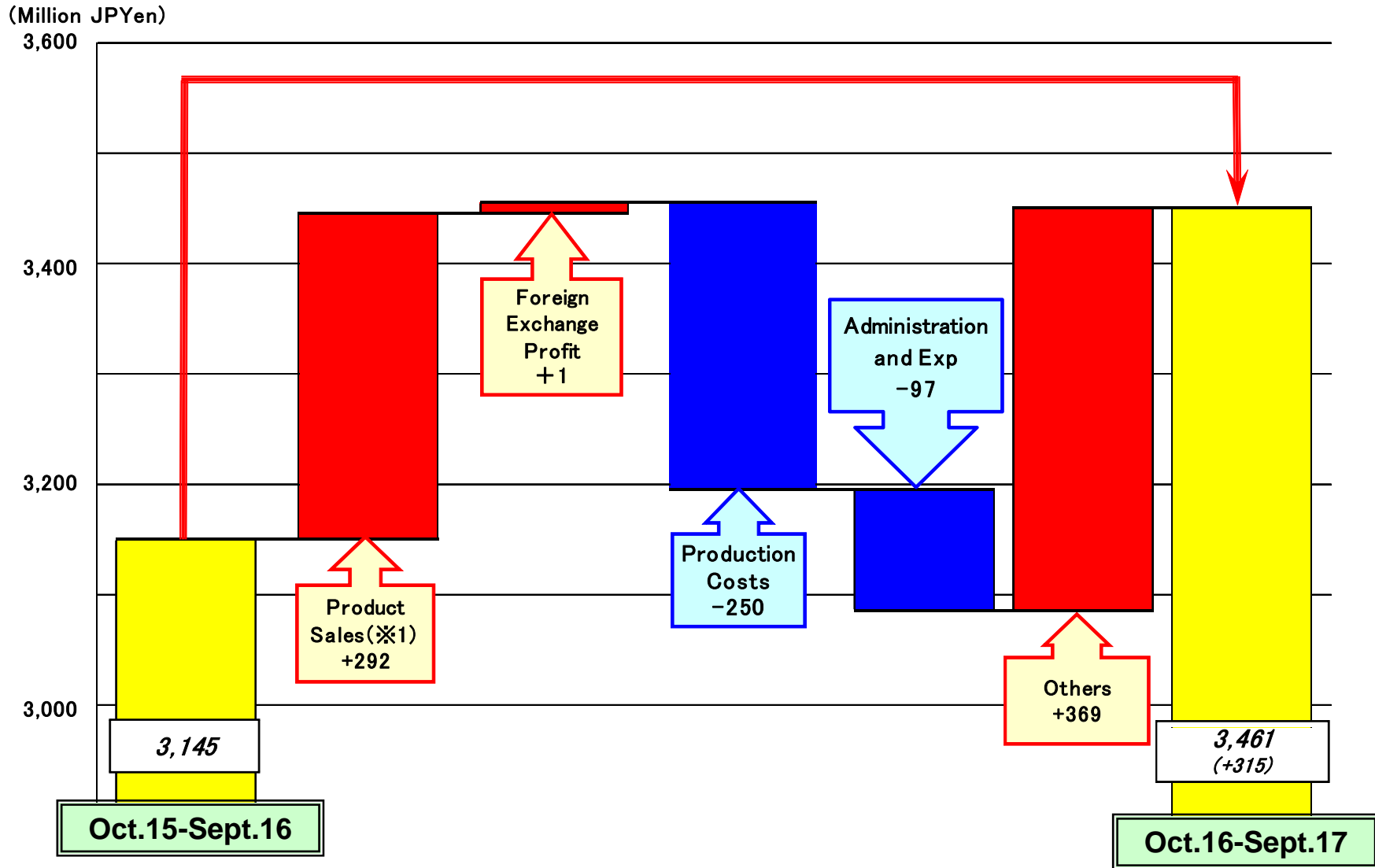
(Millions of yen)

	Oct.15 -Sept.16	Oct.16 -Sept.17	Changes from Previous year(%)
Net Sales	14,138	15,641	+10.6
Operating Income	3,145	3,461	+10.0
Ordinary Income	3,244	3,497	+7.8
Profit attributable to owners of parent	2,192	2,358	+7.6
Net Income per Share	¥159.22	¥171.29	+7.6
Dividend per Share	¥79.00	¥85.00	+7.6

Notes:

The net income per share is calculated using the weighted average number of shares (excluding treasury stock) during the period.

(2) Factors of Operating Income Increase



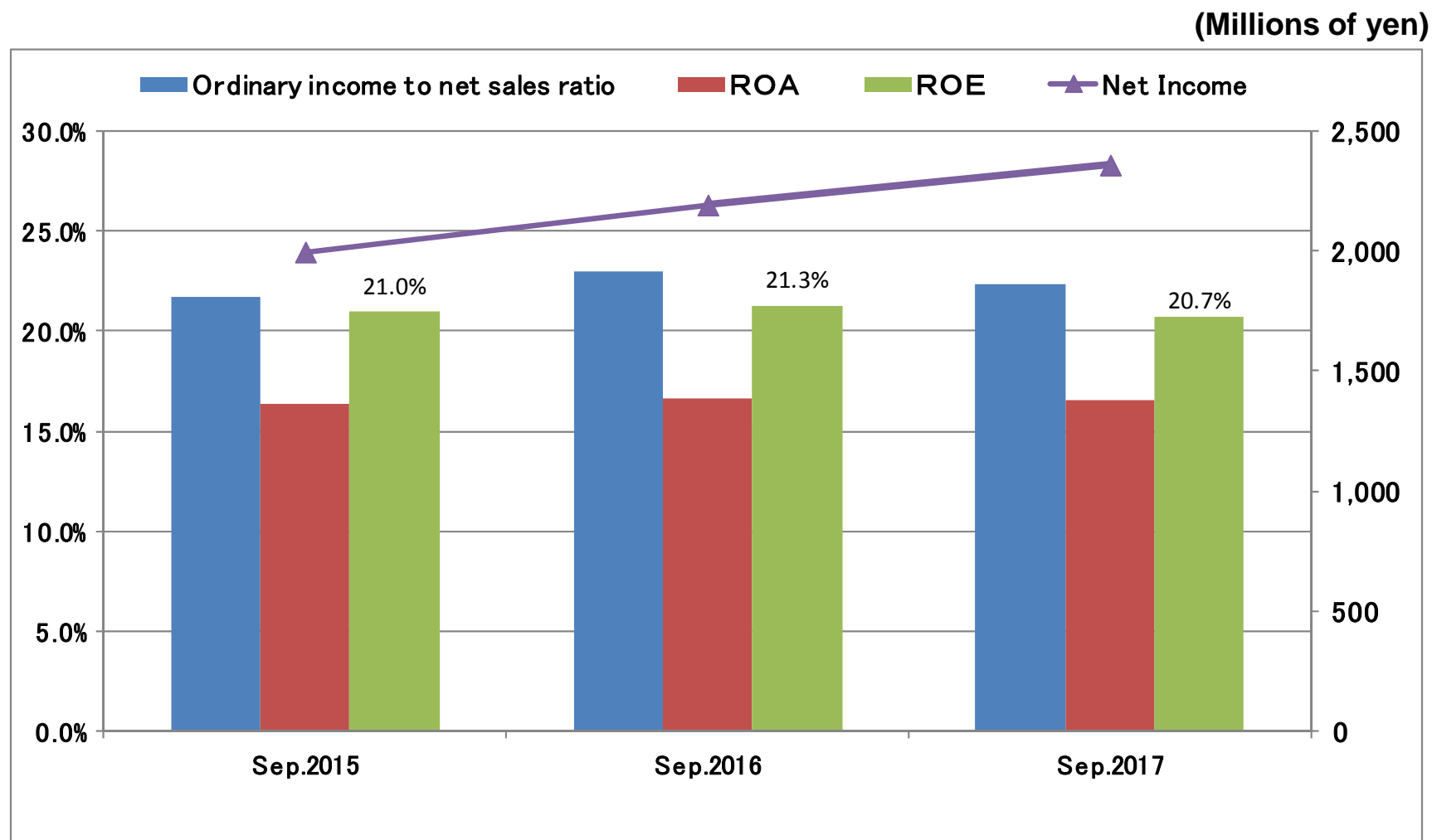
(*1) Value after adding a decreased amount of non-performed profit of 271 Million Yen

(3) Consolidated Balance Sheets

(Millions of Yen)

	Sept.30,2016	Sept.30,2017	
Cash and Deposits	7,196	7,230	(+33)
Account Receivable	1,226	1,794	(+568)
Merchandise and Finished Goods	948	1,198	(+250)
Work in Process	387	449	(+62)
Raw Materials and Parts	482	569	(+87)
Other Current Assets	776	982	(+206)
Total Current Assets	11,018	12,226	(+1,208)
Total Fixed Assets	2,435	2,776	(+341)
Total Assets	13,453	15,003	(+1,550)
Current Liabilities	2,065	2,005	(▲59)
Fixed Liabilities	899	742	(▲157)
Total Liabilities	2,964	2,747	(▲216)
Shareholders' Equity	11,433	12,704	(+1,270)
(Capital Stock)	(1,394)	(1,394)	(—)
(Treasury Stock)	(▲0)	(▲0)	(▲0)
Total Net Assets	10,489	12,255	(+1,766)
Total Liabilities and Total Net Assets	13,453	15,003	(+1,550)

(4) Change of Net Income and Financial Indicator



Regime for the 62nd Fiscal Year

☆ In terms of the sales volume of helmets, 499,000 units, a slight decline from the 61st fiscal year, have been budgeted.

Because SHOEI's policy is to adopt a budget value presented by distributors as it is without revising it, the actual number tends to be higher than expected every year (incidentally, actual orders for the October – December quarter are 11.8% higher than the budget in volume terms).

☆ At the same time, because we will be able to enjoy the positive effect of the weaker yen to the full extent, we have budgeted for a slight increase in net sales and income.

☆ Unless there is a sharp hike in the yen and market deterioration, we are likely to be able to achieve the budget given the effect of new models, as we will explain later.

☆ Foreign exchange sensitivity:

1 yen/1 dollar: consolidated net sales: 19 million yen, net income: 7 million yen

1 yen/1 euro: consolidated net sales: 45 million yen, net income: 17 million yen

***These are only rough indications, and actual results may differ from these figures.**

Forecasts for the Fiscal Year Ending Sep. 30, 2018

(5) Consolidated Statements of Income

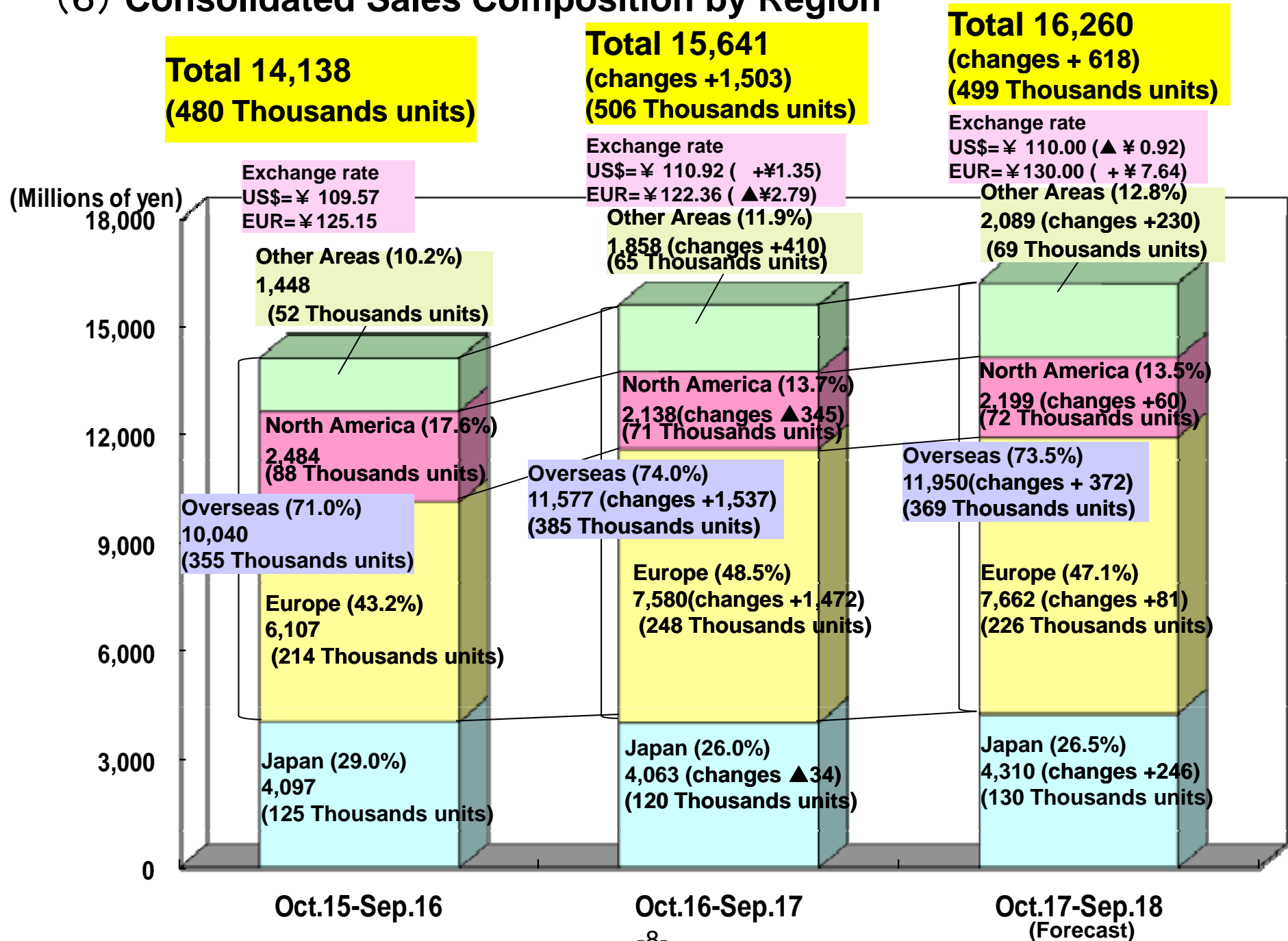
(Millions of yen)

	Oct.16 -Sept.17	Oct.17 -Sept.18	Changes from Previous year(%)
Net Sales	15,641	16,260	+4.0
Operating Income	3,461	3,560	+2.8
Ordinary Income	3,497	3,570	+2.1
Profit attributable to owners of parent	2,358	2,430	+3.0
Net Income per Share	¥171.29	¥176.45	+3.0
Dividend per Share	¥85.00	¥88.00	+3.5

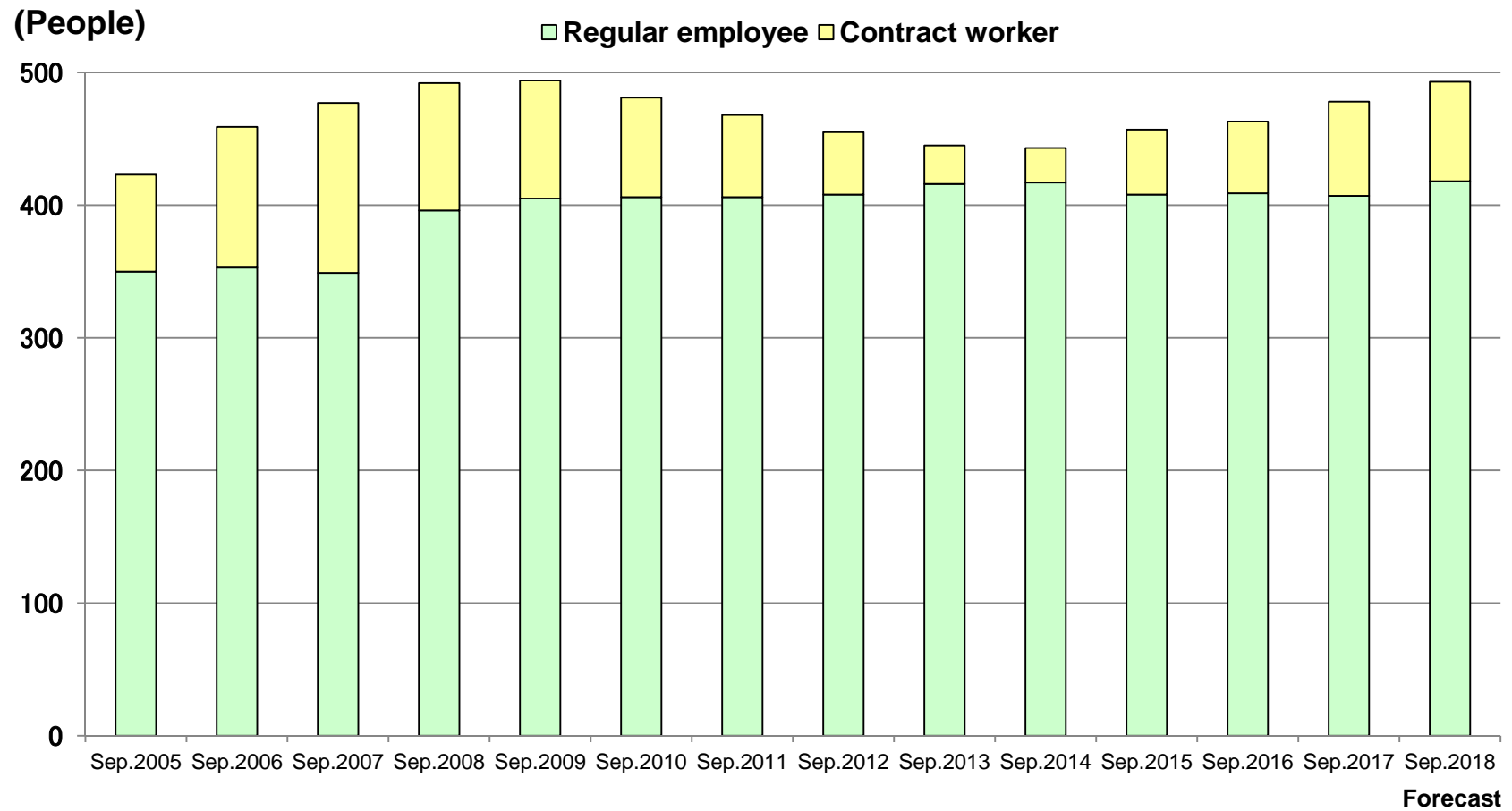
Notes:

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 2018 fiscal year are USD/JPY = 110.00 and EUR/JPY = 130.00.

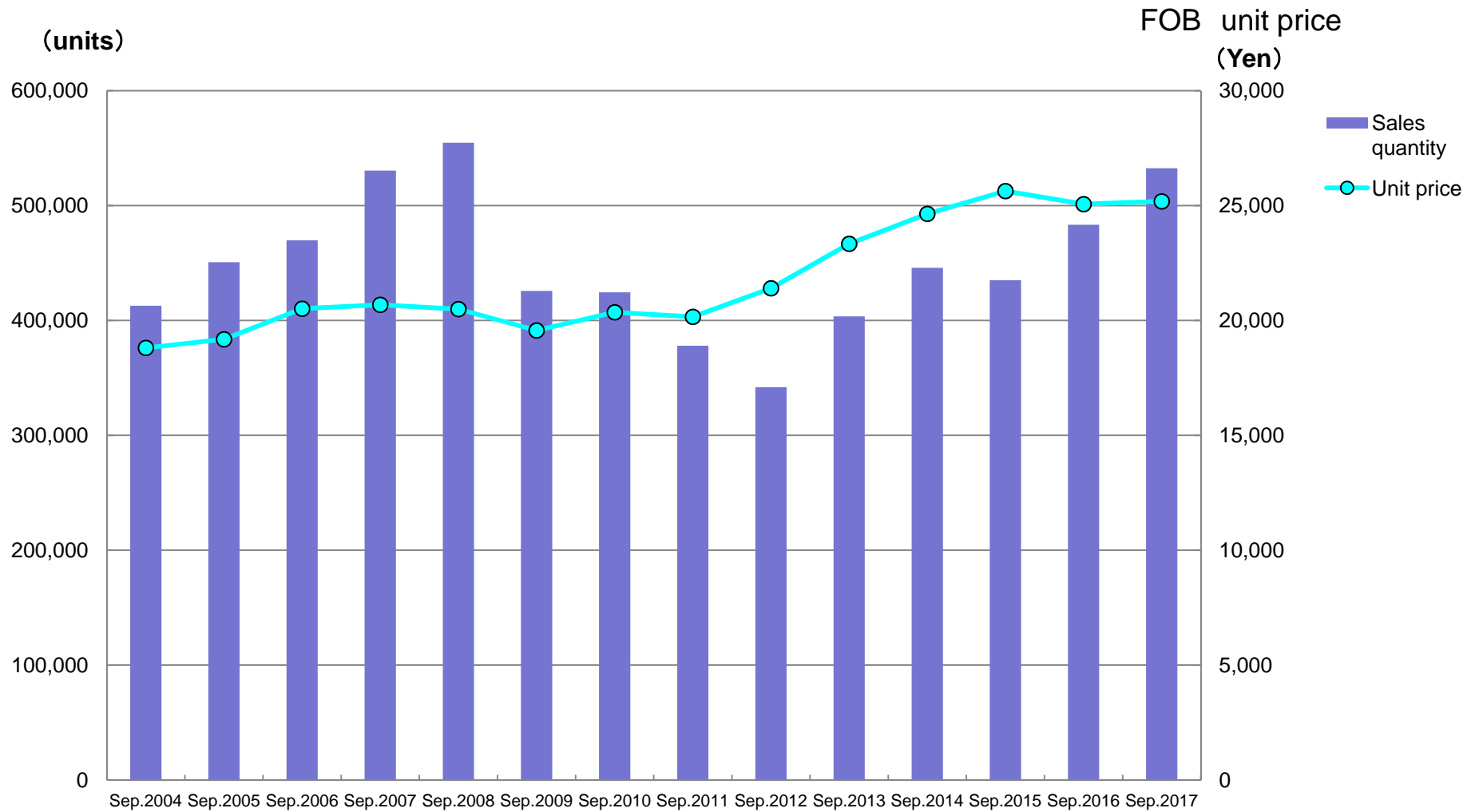
(6) Consolidated Sales Composition by Region



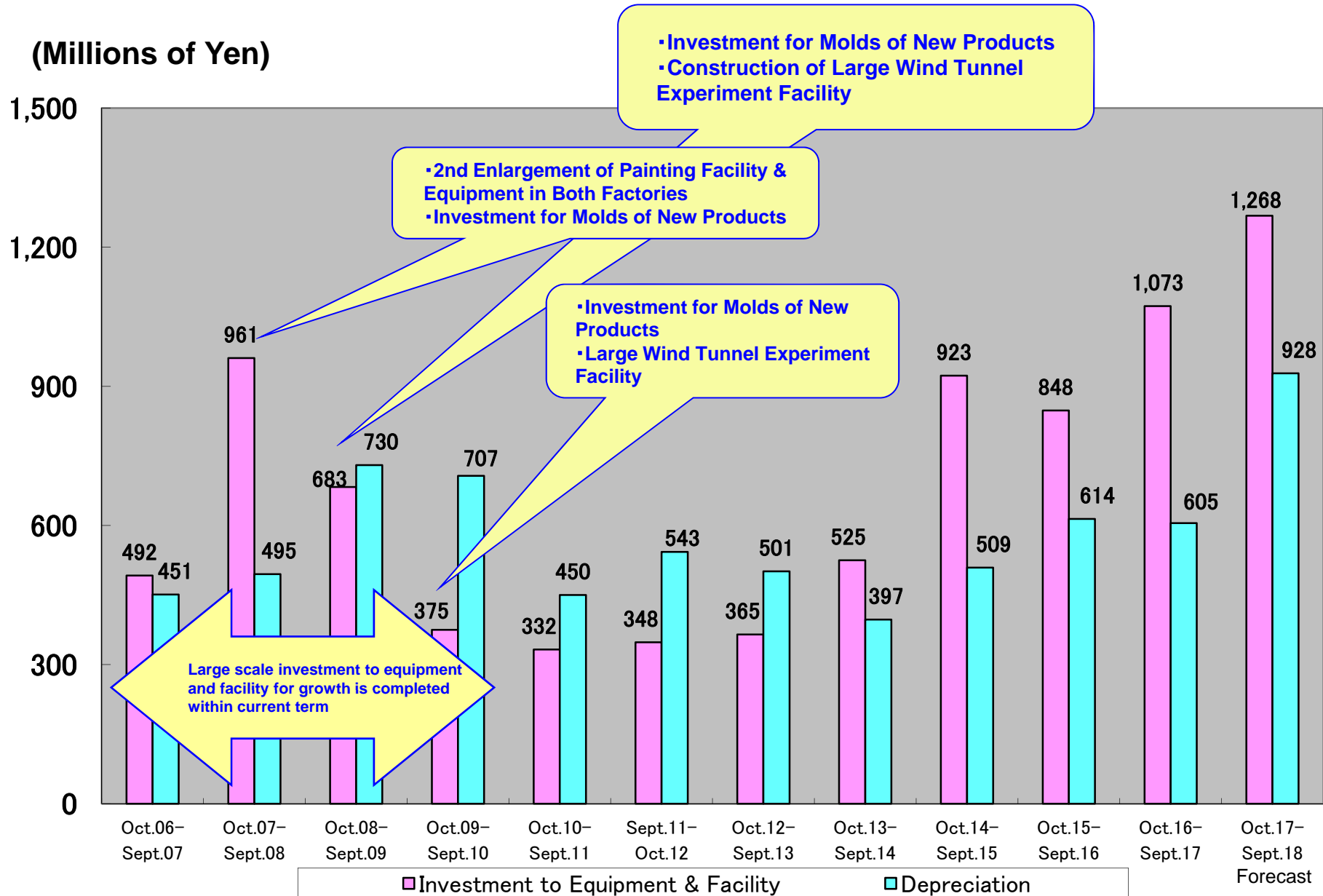
(7) Change of Employee



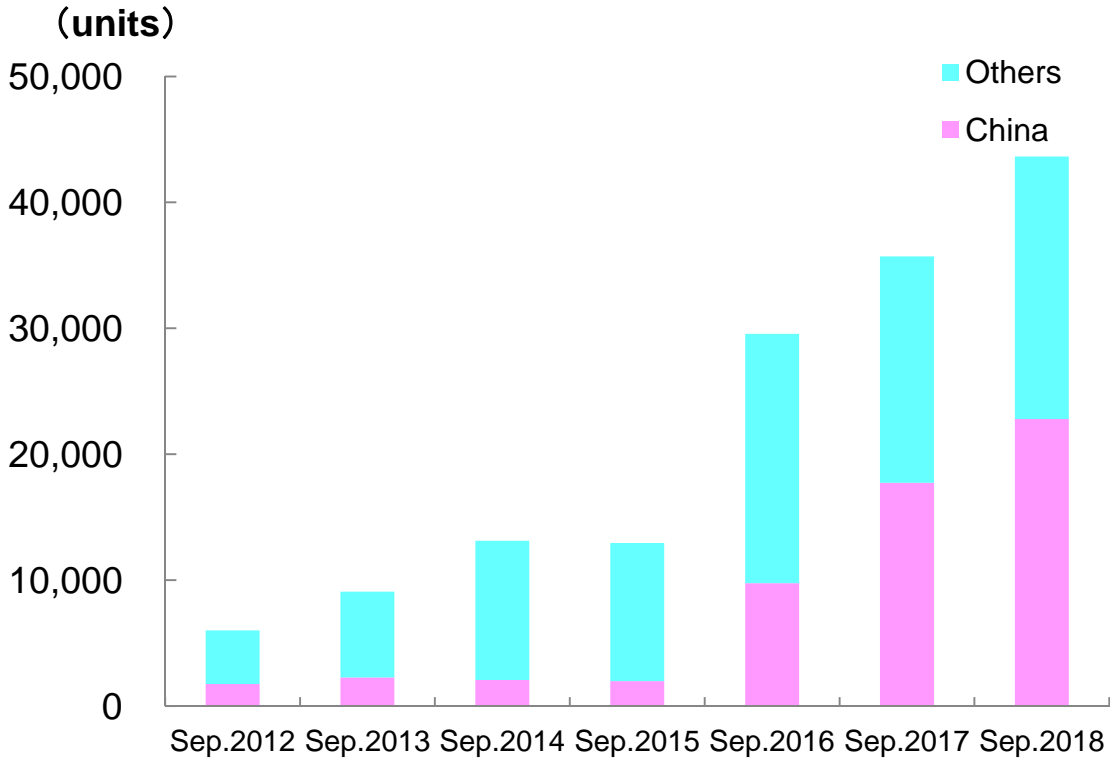
(8) The trend of average unit price for motorcycles helmets



(9) Capital Expenditures and Depreciation



(10) Quantity of helmets sold by Asian market



(Forecast)

(11) Other Topics

< NEOTEC for the French police (gendarmerie)> System Helmet with sun visor



**Sales of helmets for the French police/gendarmerie
61st fiscal year: 3,500 units shipped.
A total of 8,000 to 9,000 units will be shipped in the
course of a three-year contract.**

(12) Introduction of New Products to the Market

< RYD / RF-SR >

On Road Full Face Helmet



【Japan】

Launching in December 2018

(Initial Shipment : December 2018)

Suggested Retail Price : YEN 38,000 (Excluding Sales Tax)

< VFX-EVO / VFX-WR > Motocross Helmet



【Europe】

Launching in March 2018 (*)

(Initial Shipment : January 2018 (*))

Suggested Retail Price

Germany, France : EUR499.00

~EUR699.00(Including VAT (Tax))

【North America】

Launching in November 2017 (*)

(Initial Shipment : October 2017 (*))

Suggested Retail Price : US\$539.00

~US\$739.00 (Excluding Sales Tax)

【Japan】

Launching in Summer 2018 (*)

(Initial Shipment : Summer 2018 (*))

Suggested Retail Price : To be announced

* Launch schedules are subject to change.

< NEOTEC II >

System Helmet with sun visor



【Europe】

Launching in January 2018 (*)

(Initial Shipment : November 2017 (*))

Suggested Retail Price

Germany, France : EUR599.00

~EUR699.00(Including VAT (Tax))

【North America】

Launching in March 2018 (*)

(Initial Shipment : February 2018 (*))

Suggested Retail Price : US\$699.00

~US\$799.00 (Excluding Sales Tax)

【Japan】

Launching in Spring 2018 (*)

(Initial Shipment : Spring 2018 (*))

Suggested Retail Price : To be announced

* Launch schedules are subject to change.

(13) Conclusion Summary

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

- 1. Maintaining Healthy Financial Positions (Protect Own Company by Ourselves)**
- 2. Maintain “Made in Japan,” focusing on higher value-added products and production rationalization.**
- 3. Continuation of Investment**
- 4. Targeting # 1 in All Premium Helmet Markets in the World**
- 5. It takes 10 years to build a castle, but just one day for it to fall. We will not assign an irrational quota that could cause injustice.**

Move forward steadily in a simple, honest manner, but without sidestepping the challenges in front of us.

- 6. 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.**

