

This notice has been translated from the original Japanese text of the timely disclosure statement dated October 31, 2011 and is for reference purposes only. In the event of any discrepancy between the original Japanese and this translation, the Japanese text shall prevail.

CAUTIONS REGARDING FORWARD-LOOKING STATEMENTS

This document contains forward-looking statements, such as Unicharm Corporation's current plans, strategies, and future performance. These forward-looking statements are based on judgments obtained from currently available information. Please be advised that, for a variety of reasons, actual results may differ materially from those discussed in the forward-looking statements. Events that might affect actual results include, but are not limited to, economic circumstances in which Unicharm Corporation operates, competitive pressures, relevant regulations, changes in product development, and fluctuations in currency exchange rates.

**FY2012 Consolidated Financial Results for the Second Quarter Ended September 30, 2011
(April 1, 2011 through September 30, 2011); Flash Report
[Japanese Standards]**



October 31, 2011

Listed Company Name: **Unicharm Corporation**
 Listing: **First Section, Tokyo Stock Exchange**
 Code Number: **8113**
 URL: **http://www.unicharm.co.jp/**
 Company Representative: **Takahisa Takahara, President and Chief Executive Officer**
 Contact Person: **Yasushi Akita, Executive Officer, General Manager of Accounting Dept.**
 Telephone Number: **+81-3-3451-5111**
 Planned Filing Date of Quarterly Report: **November 14, 2011**
 Planned Commencement Date of Dividend Payments: **December 5, 2011**
 Preparation of Any Additional Explanatory Documents for Quarterly Financial Results: **None**
 Holding of Any Briefing Session for Quarterly Financial Results: **Yes**
(For Securities Analysts, Institutional Investors)

(Amounts less than one million yen have been truncated)

1. Consolidated Financial Results for the Second Quarter of FY2012 (April 1, 2011 through September 30, 2011)**(1) Consolidated financial results (Cumulative)**

(Figures in percentage represent increases or decreases from the same period last year)

	Net Sales		Operating Income		Ordinary Income		Net Income	
	Millions of Yen	%	Millions of Yen	%	Millions of Yen	%	Millions of Yen	%
2Q FY2012	199,354	9.4	25,457	14.8	21,668	9.7	14,581	-40.8
2Q FY2011	182,214	5.6	22,169	3.4	19,758	-10.1	24,630	91.3

(Note) Comprehensive income: 2Q FY2012: ¥11,567 million (-45.2 %)
 2Q FY2011: ¥21,112 million (— %)

	Net Income Per Share	Net Income Per Share Adjusted For Residual Shares
	Yen	Yen
2Q FY2012	78.22	73.94
2Q FY2011	391.40	390.69

(Note) Net income per share and net income per share adjusted for residual shares for the second quarter of FY2011 do not account for the effect of a stock split.

(2) Consolidated financial position

	Total Assets	Net Assets	Ratio of Shareholders' Equity
	Millions of Yen	Millions of Yen	%
As of September 30, 2011	444,005	228,369	47.3
As of March 31, 2011	444,015	219,632	45.5

(Reference) Equity As of September 30, 2011: ¥210,096 million
 As of March 31, 2011: ¥201,934 million

2. Cash Dividends

	Annual Dividends				
	End 1st Q	End 2nd Q	End 3rd Q	Year-End	Total
	Yen	Yen	Yen	Yen	Yen
Fiscal Year Ended March 31, 2011	—	42.00	—	14.00	56.00
Fiscal Year Ending March 31, 2012	—	16.00			
Fiscal Year Ending March 31, 2012 (projection)			—	16.00	32.00

(Notes) Revision of dividend projection that have been disclosed lastly: None

Dividends at the end of the second quarter of the fiscal year ended March 31, 2011 do not account for the stock split. The total dividend for the fiscal year ended March 31, 2011 is the sum of the interim dividend and the year-end dividend.

3. Projected Consolidated Financial Results for the Fiscal Year Ending March 2012 (April 1, 2011 through March 31, 2012)

(Figures in percentage represent increases or decreases from the preceding period)

	Net Sales		Operating Income		Ordinary Income		Net Income		Net Income Per Share
	Millions of Yen	%	Millions of Yen	%	Millions of Yen	%	Millions of Yen	%	Yen
Full Year	421,000	11.7	51,000	9.5	46,000	6.6	35,000	4.3	187.75

(Note) Revision of projected results that have been disclosed lastly: Yes

4. Others

(1) Change in major subsidiaries during the period (or any change of specified subsidiaries accompanying a change in the scope of consolidation): Yes

Number of new consolidated subsidiaries: 1 Company name: Unicharm China Co., Ltd.

Number of deconsolidated subsidiaries: Company name:

(Note) Please refer to "Change of major subsidiaries during the period" section on page 4 of Exhibit attached hereto for further details.

(2) Application of any special accounting method for the preparation of quarterly consolidated financial statements: None

(3) Change in accounting policies or estimates and retrospective restatements

(i) Change in accounting policies in accordance with revision of accounting standards: Yes

(ii) Change in accounting policies other than item (i) above: Yes

(iii) Change in accounting estimates: Yes

(iv) Retrospective restatements: None

(Note) Please refer to "Change in accounting policies and estimates, and retrospective restatements" section on page 4 of Exhibit attached hereto for further details.

(4) Number of issued and outstanding shares (common shares)

(i) Number of issued and outstanding shares (including treasury shares):

As of end of 2nd quarter of FY2012: 206,944,773 shares

As of end of FY2011: 206,944,773 shares

(ii) Number of treasury shares as of end of period:

As of end of 2nd quarter of FY2012: 20,522,204 shares

As of end of FY2011: 20,521,968 shares

(iii) Average number of shares during the period:

Apr. – Sep. FY2012: 186,422,688 shares

Apr. – Sep. FY2011: 62,928,728 shares

(Note) Average number of shares during the period of FY2011 does not account for the effect of a stock split.

(* Presentation regarding status of quarterly review procedures)

This FY2012 Consolidated Financial Results for the Second Quarter Ended September 30, 2011 is not subject to the quarterly review procedures under the Financial Instruments and Exchange Law, and as of the date of disclosure hereof, the quarterly review procedures for financial statements under the Financial Instruments and Exchange Law are being carried out.

(* Explanation regarding proper use of the projected results and other notes)

Projections stated herein include those based on the Company's assumptions, forecasts and plans as of the announcement date hereof. Therefore, actual results may differ due to risks and uncertainties associated with market competition and foreign exchange rates, etc. Please refer to "Qualitative information regarding projected consolidated financial results" section on page 4 of Exhibit attached hereto for further details.

The Company conducted a stock split in which three (3) shares were issued per each outstanding common share on October 1, 2010 as the effective date thereof.

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Unicharm Corporation (8113) Consolidated Financial Results for the Second Quarter of FY 2012

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1. Qualitative Information Regarding Consolidated Financial Results For This Quarter

(1) Qualitative information regarding consolidated business performance

In light of the economic environment surrounding the Company and its group companies during the first half of the consolidated fiscal year under review (April 1, 2011 through September 30, 2011), demand for personal care products continued to grow in the overseas market. In addition, domestic demand for personal care products remained stable.

With respect to overseas markets, since the preceding fiscal year the Company has continued to expand its distribution areas and strengthen its supply structures in the Asian countries in which it operates. At the same time, it has conducted aggressive marketing campaigns and expanded sales. In the domestic market, meanwhile, it has improved product functions to add value and expanded product lineups to meet the diverse needs of consumers.

As a result, the Company's net sales, operating income, ordinary income, and net income for 1Q-2Q reached ¥199,354 million (up 9.4% year on year, or up 12.1% year on year if no forex effect is factored in), ¥25,457 million (up 14.8% year on year, or up 17.6% year on year if no forex effect is factored in), ¥21,668 million (up 9.7% year on year) and ¥14,581 million (down 40.8% year on year), respectively.

The financial results by business segment are as follows:

1) Personal Care Business

[Baby Care Products]

In Japan, as part of its summer campaign, the Company launched, for a limited period of time, an improved version of its *Mamy Poko Pants*, which keep even babies who perspire a lot comfortable. The sheet at the back of this new version was improved ventilation by 10% compared with the current product. The Company also changed the package, giving it a red, blue, and white border to make it more summery and expand sales.

Overseas, the Company has worked to boost sales growth by continuously entering new cities in the countries in which it operates and expanding product lineups.

[Feminine Care Products]

In Japan, sales of *Sofy Hada Omoi Ultra Super Slim* rose sharply having been well received by consumers, as did those of *Center-in Compact Slim*, which looks less like a sanitary napkin than a small personal possession, thereby responding to the shift among consumers away from quality to design. The Company also moved to invigorate the market by launching a new panty liner with a smell like a perfume, *Sofy Kiyora Fragrance*, which meets the desire of consumers to always be clean and comfortable.

Overseas, in the Asian countries in which it operates, the Company was aggressively engaged in sales promotion activities for highly value-added sanitary napkins, including night and thin sanitary napkins, in order to increase sales and profitability.

[Health Care Products]

The Company launched *Lifree Oshirifuki Yaburenikui Type*, which are strong and effective bottom wipes for use in nursing care. The launch of this product expanded the product lineup under the *Lifree* brand, a range of adult incontinence products. The Company also endeavored to aggressively promote sales by running new TV commercials, launching webpages, providing counseling services in stores, and creating sales floors that

are convenient for consumers to visit given their daily living activities.

[Clean and Fresh Products]

Sales of the *Silcot Wet Tissues* series climbed on the back of increasing awareness of the importance of cleanliness and hygiene in daily life and the need to be prepared for situations in which water is not available, such as following a disaster. The Company also launched *Silcot Jokin Wet Tissue Aloe Extract Alcohol Haigo Gaishutsuyou*, a convenient pocket wet tissue that is compact and easy to carry around, in order to expand the lineup and promote sales.

As a result, the net sales and segment income (operating income) of the personal care business for the quarter under review were ¥172,528 million and ¥23,262 million, respectively.

2) Pet Care Business

The Company worked to develop products linked to the five major trends among Japanese pet owners: “indoor pet keeping,” “popularity of smaller dogs,” “aging of pets,” “pet obesity,” and “pet health,” and to create new markets.

In the pet food business, from the *Aiken Genki Best Balance* and *Silver Dish-Today's Reward* series for dogs, the Company launched new products, *Aiken Genki Best Balance for Yorkshire Terriers* and *Silver Dish-Today's Reward Nagamochi Kamikami Ha no Kenkou Gum with Green Chlorophyll* to expand the product lineup. It also did the same in the Silver Spoon series for cats, launching *Silver Spoon Premium Three-Star Gourmet Kedama Care*. By expanding the sales network for dog and cat foods, the Company continuously sought to create markets in China as in the preceding fiscal year.

In the pet toiletry business, the Company intensively promoted sales focusing on pet waste care, particularly *Deo Sheet (for small dogs)*, which is for small dogs that are kept indoors.

As a result, net sales and segment income (operating income) in the pet care business for the quarter under review were ¥22,763 million and ¥1,947 million, respectively.

3) Other Businesses

In the category of business-use products utilizing its core non-woven fabric and absorbent technology, the Company's focus was on the improvement of earnings in the food wrapping category.

As a result, net sales and segment income (operating income) in other businesses for the quarter under review were ¥4,062 million and ¥235 million, respectively.

(2) Qualitative information regarding consolidated financial position

(Assets)

Total assets as of the end of this 2nd quarter consolidated fiscal period were ¥444,005 million (down 0.0% year on year). This was mainly because marketable securities, and investments in marketable securities increased by ¥37,902 million and ¥14,035 million, respectively, while cash and deposits and notes and accounts receivable decreased by ¥51,026 million and ¥3,884 million, respectively.

(Liabilities)

Total liabilities as of the end of this 2nd quarter consolidated fiscal period were ¥215,635 million (down 3.9% year on year). This was mainly because accrued corporate taxes, etc. increased by ¥1,287 million,

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while long-term loans payable decreased by ¥11,101 million.

(Net Assets)

Net assets as of the end of this 2nd quarter consolidated fiscal period were ¥228,369 million (up 4.0% year on year). This was mainly because quarterly net income increased to ¥14,581 million, while foreign currency translation adjustments decreased by ¥3,804 million.

(Shareholder's Equity Ratio)

The shareholder's equity ratio as of the end of this 2nd quarter consolidated fiscal period was 47.3%.

(3) Qualitative information regarding projected consolidated financial results

The Company's projected consolidated financial results for the fiscal year ending March 2012, which were announced on April 28, 2011, have been revised as follows:

(Revisions to Projected Consolidated Financial Results for the Fiscal Year Ending March 2012)

	Net Sales	Operating Income	Ordinary Income	Net Income	Net Income Per Share
	Millions of yen	Millions of yen	Millions of yen	Millions of yen	Yen
Initial Projections (A)	421,000	49,000	46,400	35,000	187.75
Revised Projections (B)	421,000	51,000	46,000	35,000	187.75
Differences (B-A)	—	2,000	-400	—	—
% of Differences	—	4.1	-0.9	—	—
(Reference) Actual Figures for Fiscal Year Ended March 31, 2011)	376,947	46,561	43,137	33,560	178.11

Reasons for the Revisions

The operating environment of the Company and its group companies during the first half of the consolidated fiscal year under review was characterized by firm demand in Asian markets and an improvement in the profitability of the domestic personal care business. Given these changes in business conditions, the Company decided to amend its projected financial results for the full fiscal year.

2. Summary Information (Other)

(1) Change of major subsidiaries during the period

Newly established Unicharm China Co., Ltd. is included in the scope of consolidation from the first half of the consolidated fiscal year under review.

(2) Application of any special accounting method for the preparation of quarterly consolidated financial statements

Not applicable

(3) Change in accounting policies and estimates, and retrospective restatements

(Change in accounting policies)

(a) Change in methods of depreciation of tangible fixed assets

Depreciation of tangible fixed assets of the Company and its domestic consolidated subsidiaries had been

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computed by declining-balance method (straight-line method had been applied to buildings, excluding accessory equipment, acquired after April 1, 1998), but effective from this consolidated fiscal year, the straight-line method has been applied to all tangible fixed assets.

This change is aiming to unify the Group's accounting methods and adjust its profit and loss figures periodically. The change was triggered by developments in the Group's capital expenditure environment. In April 2011, the Group formulated its eighth medium-term management plan, "Blue Sky Plan," and under this plan, the Group expects to increase its overseas capital expenditures in its efforts to capitalize on the acceleration of global business development.

As a result, in order to carry out more appropriate cost allocation, the Company judged that the actual business conditions would be reflected more correctly by changing the depreciation method of tangible fixed assets to the straight-line method, as tangible fixed assets of the Company and its domestic consolidated subsidiaries have been stably operated within the useful life and stable profits are expected from the products of the Group.

Due to this change, operating income, ordinary income, and income before taxes and other adjustments increased during the first half of the consolidated fiscal year under review by ¥1,544 million from the amount that would have been under the previous accounting method.

The impact on each business segment is stated in the relevant sections of this document.

(b) Application of Accounting Standard for Earnings Per Share Etc.

Effective from the 1st quarter of this consolidated fiscal period, "Accounting Standard for Earnings Per Share" (ASBJ Statement No. 2, June 30, 2010) and "Guidance on Accounting Standard for Earnings Per share" (ASBJ Guidance No. 4, June 30, 2010) have been applied.

As a result, the method of calculating quarterly net income per share adjusted for residual shares has been changed. In the case of stock options that become vested after a certain period of service, the estimate of the amount that would be paid upon the exercise of the options, now includes that portion of the fair value of the options that relates to services that the Company will be provided in the future.

However, because no residual shares existed during the first half of the preceding fiscal year, this change has no impact on net income per share adjusted for residual shares.

<Additional Information>

(Application of Accounting Standard, etc. for Accounting Changes and Error Corrections)

Effective for accounting changes and past error corrections made in or after the beginning of the 1st quarter consolidated fiscal period, the "Accounting Standard for Accounting Changes and Error Corrections" (ASBJ Statement No. 24, December 4, 2009) and the "Guidance on Accounting Standard for Accounting Changes and Error Corrections" (ASBJ Guidance No. 24, December 4, 2009) have been applied.

(Acquisition of Subsidiaries)

In this 2nd quarter consolidated fiscal period, Diana Joint Stock Company and its subsidiary were made subsidiaries after our consolidated subsidiary, Uni-Charm (Thailand) Co., Ltd. acquired shares in Diana Joint Stock Company. The closing date of the fiscal years of these companies is December 31, which differs

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from consolidated fiscal year and quarterly closing dates of the Company and its group companies. As a result, they have not been included in the scope of consolidation for this 2nd quarter consolidated fiscal period.

(Change in the Acquisition Date of a Subsidiary)

The scheduled closing date for “Notice of entering into an LOI between Unicharm Corporation and Sumitomo Corporation on strategic business alliance and capital tie-up for the pet-care business in the U.S. - Unicharm Corporation taking a stake in The Hartz Mountain Corporation, a wholly owned subsidiary of Sumitomo Corporation -,” which we announced on May 17 and July 29, 2011, has been changed as follows:

Scheduled closing date before change: October 3, 2011

Scheduled closing date after change: November 15, 2011

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Unicharm Corporation (8113) Consolidated Financial Results for the Second Quarter of FY 2012

3. Consolidated Financial Statements, Etc.

(1) Consolidated balance sheet

	(Millions of Yen)	
	FY2011 (as of March 31, 2011)	2Q of FY2012 (as of September 30, 2011)
Assets		
Current assets		
Cash and deposits	118,569	67,542
Notes and accounts receivable	46,038	42,153
Marketable securities	701	38,604
Merchandise and finished goods	11,724	12,602
Raw materials and supplies	10,309	11,113
Work in progress	359	307
Other current assets	17,050	17,328
Allowance for bad debts	(33)	(28)
Total current assets	204,719	189,623
Fixed assets		
Tangible fixed assets		
Buildings and other structures (net)	31,161	30,814
Machinery, equipment and vehicles (net)	48,525	50,313
Other tangible fixed assets (net)	18,703	19,924
Total tangible fixed assets	98,389	101,053
Intangible fixed assets		
Goodwill	65,022	63,291
Other intangible fixed assets	2,467	2,504
Total intangible fixed assets	67,489	65,795
Investments and other assets		
Prepaid pension expenses	5,658	5,757
Investments in marketable securities	13,027	27,063
Deferred tax assets	53,107	53,073
Other investments	1,804	1,824
Allowance for bad debts	(182)	(185)
Total investments and other assets	73,416	87,533
Total fixed assets	239,295	254,381
Total assets	444,015	444,005

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(Millions of Yen)

	FY2011 (as of March 31, 2011)	2Q of FY2012 (as of September 30, 2011)
Liabilities		
Current liabilities		
Notes and accounts payable	37,991	38,175
Short-term loans payable	8,371	8,314
Accrued corporate taxes, etc.	1,953	3,240
Reserve for bonuses	3,833	4,153
Allowance for loss on disaster	639	—
Other current liabilities	37,353	38,843
Total current liabilities	90,143	92,726
Long-term liabilities		
Bonds with share warrants payable	80,642	80,613
Long-term loans payable	47,354	36,252
Reserve for severance benefits	2,623	2,705
Other long-term liabilities	3,619	3,336
Total long-term liabilities	134,240	122,908
Total liabilities	224,383	215,635
Net assets		
Shareholders' equity		
Common stock	15,992	15,992
Additional paid-in capital	18,802	18,802
Retained earnings	217,111	229,159
Treasury shares	(43,924)	(43,925)
Total shareholders' equity	207,981	220,028
Valuation and translation adjustments, etc.		
Unrealized gains on available-for-sale securities	3,276	3,261
Gains (losses) on deferred hedges	(13)	(2)
Land revaluation differences	(89)	(166)
Foreign currency translation adjustments	(9,220)	(13,025)
Total valuation and translation adjustments, etc.	(6,047)	(9,932)
Subscription rights to shares	288	629
Minority interests	17,408	17,643
Total net assets	219,632	228,369
Total liabilities and net assets	444,015	444,005

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(2) Consolidated statement of income and comprehensive income

Consolidated statement of income

For 2nd Quarter of FY2012 Cumulative Consolidated Fiscal Period

(Millions of Yen)

	1H of FY2011 (April 1, 2010 – September 30, 2010)	1H of FY2012 (April 1, 2011 – September 30, 2011)
Net sales	182,214	199,354
Cost of sales	98,296	107,365
Gross profits	83,917	91,988
Selling, general and administrative expenses	*1 61,748	*1 66,531
Operating income	22,169	25,457
Non-operating income		
Interest received	299	401
Dividends received	184	156
Subsidies receivable	200	4
Other non-operating income	291	283
Total non-operating income	976	845
Non-operating expenses		
Interests paid	59	190
Sales discount	1,581	2,103
Foreign exchange losses	1,583	2,236
Other non-operating expenses	162	103
Total non-operating expenses	3,387	4,634
Ordinary income	19,758	21,668
Extraordinary income		
Gain on sale of fixed assets	992	1
Gain on sale of investment securities	–	0
Gain on sale of investments in affiliates	970	–
Others	91	0
Total extraordinary income	2,054	3
Extraordinary losses		
Losses on disposal of fixed assets	460	931
Losses caused due to application of accounting standards for asset retirement obligations	71	–
Loss on disaster	–	453
Other extraordinary losses	114	110
Total extraordinary losses	646	1,495
Income before taxes and other adjustments	21,166	20,175
Corporate tax, inhabitant tax and business tax	62,434	4,137
Refunds of corporate tax, etc.	(1,054)	(286)
Adjustments on corporate tax, etc.	(65,532)	242
Total corporate tax, etc.	(4,152)	4,093
Income before minority interests	25,319	16,082
Minority interests	689	1,501
Net income	24,630	14,581

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Consolidated statement of comprehensive income
For 2nd Quarter of FY2012 Cumulative Consolidated Fiscal Period

(Millions of Yen)

	1H of FY2011 (April 1, 2010 – September 30, 2010)	1H of FY2012 (April 1, 2011 – September 30, 2011)
Income before minority interests	25,319	16,082
Other comprehensive income		
Valuation difference on available-for-sale securities	(161)	(14)
Gains (losses) on deferred hedges	8	14
Foreign currency translation adjustment	(4,053)	(4,514)
Total other comprehensive income	(4,206)	(4,514)
Comprehensive income	21,112	11,567
Of which:		
Comprehensive income attributable to owners of the parent	21,474	10,772
Comprehensive income attributable to minority interests	(361)	795

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(3) Note regarding the Company's position as a going concern

Not applicable

(4) Segment information

[Segment Information]

For 2nd Quarter of FY2011 Cumulative Consolidated Fiscal Period (April 1, 2010 through September 30, 2010)

1 Information regarding net sales and income or loss by reporting segment

(Millions of Yen)

	Reporting segment				Elimination or company-wide	Consolidation
	Personal care	Pet care	Other	Total		
Sales						
Sales to external customers	155,857	23,119	3,237	182,214	—	182,214
Internal sales or transfers across segments	—	—	11	11	(11)	—
Total	155,857	23,119	3,248	182,226	(11)	182,214
Segment income (Operating income)	18,759	3,251	145	22,157	12	22,169

2 Information regarding impairment loss or goodwill of fixed assets by reporting segment

(Significant Change in the Amount of Goodwill)

The Company conducted a tender offer for common shares of Unicharm PetCare Corporation, a consolidated subsidiary of the Company, during the period commencing on May 6, 2010 and ending on June 16, 2010. In addition, on September 1, 2010, the Company absorbed Unicharm PetCare Corporation, causing it to cease to exist.

As a result, the amount of goodwill for this 2nd quarter consolidated fiscal period increased by ¥55,448 million and such increase is in the pet care business segment.

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For 2nd Quarter of FY2012 Cumulative Consolidated Fiscal Period (April 1, 2011 through September 30, 2011)

1 Information regarding net sales and income or loss by reporting segment

(Millions of Yen)

	Reporting segment				Elimination or company-wide	Consolidation
	Personal care	Pet care	Other	Total		
Sales						
Sales to external customers	172,528	22,763	4,062	199,354	—	199,354
Internal sales or transfers across segments	—	—	7	7	(7)	—
Total	172,528	22,763	4,069	199,361	(7)	199,354
Segment income (Operating income)	23,262	1,947	235	25,445	12	25,457

(Note) As stated in “(3) Change in accounting policies and estimates, and retrospective restatements” in “2. Summary Information (Other),” depreciation of the tangible fixed assets of the Company and its domestic consolidated subsidiaries had been computed by the declining-balance method (the straight-line method had been applied to buildings, excluding accessory equipment, acquired after April 1, 1998), but effective from this consolidated fiscal year, the straight-line method has been applied to all tangible fixed assets. Consequently, operating income increased by ¥1,385 million in the personal care business, ¥129 million in the pet care business, and ¥30 million in other businesses from the amounts that would have been posted under the previous accounting method.

2 Information regarding impairment loss or goodwill of fixed assets by reporting segment

Not applicable

(5) Note regarding material changes in shareholders' equity

Not applicable

(6) Other notes

(Quarterly Consolidated Statement of Income)

(Millions of Yen)

1H of FY2011 (April 1, 2010 through September 30, 2010)		1H of FY2012 (April 1, 2011 through September 30, 2011)	
*1	Major items constituting selling, general and administrative expenses	*1	Major items constituting selling, general and administrative expenses
	Freight-out expenses 9,535		Freight-out expenses 10,389
	Sales promotion costs 24,185		Sales promotion costs 26,771
	Advertisement costs 6,162		Advertisement costs 6,497
	Salaries and bonuses to employees 5,197		Salaries and bonuses to employees 5,346
	Allowance for bonuses transferred 1,681		Allowance for bonuses transferred 1,791
	Employee retirement benefits 730		Employee retirement benefits 640
	Depreciation charges 771		Depreciation charges 554