

TRANSLATION FOR REFERENCE PURPOSES ONLY

This notice has been translated from the original Japanese text of the timely disclosure statement dated October 29, 2010 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.

**FY2011 Consolidated Financial Results for the Third Quarter Ended December 31, 2010
(April 1, 2010 through December 31, 2010); Flash Report
[Japanese Standards]**



January 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 Dpt.**
 Telephone Number: **(03) 3451-5111**
 Planned Filing Date of Quarterly Report: **February 14, 2011**
 Planned Commencement Date of Dividend Payments: **—**
 Preparation of Any Additional Explanatory Documents for Quarterly Financial Results: **None**
 Holding of Any Briefing Session for Quarterly Financial Results: **None**

(Figures are rounded down to the nearest 1 million yen)

1. Consolidated Financial Results for the Third Quarter of Fiscal Year Ending March 2011 (April 1, 2010 through December 31, 2010)

(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	%
3rd Q FY2011	281,878	4.8	34,841	(3.7)	31,498	(14.8)	34,004	67.3
3rd Q FY2010	269,059	2.4	36,173	36.6	36,972	63.6	20,323	89.8

	Net income per share	Net income per share adjusted for residual shares
	Yen	Yen
3rd Q FY2011	180.12	174.91
3rd Q FY2010	319.65	319.63

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

For this reason, net income per share and net income per share adjusted for residual shares in the third quarter of the fiscal year ending March 31, 2011 were estimated by taking into account effect of such stock split, while the

TRANSLATION FOR REFERENCE PURPOSES ONLY

corresponding figures for the third quarter of the year ended March 31, 2010 do not account for the effect of the stock split.

(2) Consolidated financial position

	Total assets	Net assets	Ratio of shareholders' equity	Net assets per share
	Millions of Yen	Millions of Yen	%	Yen
3rd Q FY2011	468,470	224,849	44.7	1,108.11
Fiscal Year Ended March 31, 2010	307,773	207,413	59.7	2,922.16

(Reference) Equity 3rd Q of FY2011 JPY 209.192 billion
 Fiscal Year Ended March 31, 2010 JPY 183.888 billion

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

For this reason, net assets per share in the third quarter of the fiscal year ending March 31, 2011 was estimated by taking into account the effect of such stock split, while the corresponding figure for the fiscal year ended March 31, 2010 does not account for the stock split.

2. Cash Dividends

	Annual Dividends				
	End 1st Q	End 2nd Q	End 3rd Q	Year-End	Total
	Yen	Yen	Yen	Yen	Yen
Fiscal Year Ending March 31, 2010	—	35.00	—	35.00	70.00
Fiscal Year Ending March 31, 2011	—	42.00	—		
Fiscal Year Ending March 31, 2011 (projection)				14.00	56.00

(Note) Any revision to the projected cash dividends for the period under review: None

The Company conducted a stock split in which three (3) shares were issued per each outstanding common share on October 1, 2010. For this reason, projected year-end dividends in the fiscal year ending March 31, 2011 was estimated by taking into account the effect of such stock split. Dividends in the fiscal year ended March 31, 2010 and at the end of the second quarter of the fiscal year ending March 31, 2011 do not account for the stock split. The projected total dividend for the fiscal year ending 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 2011 (April 1, 2010 through March 31, 2011)

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

	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	393,000	10.1	46,000	2.1	43,000	(6.2)	32,000	30.8	169.50

(Note) Any revision to projected consolidated financial results for the period under review: None

The Company conducted a stock split in which three (3) shares were issued per each outstanding common share on October 1, 2010. For this reason, projected net income per share described in the projected consolidated financial results for the fiscal year ending March 2011 takes into account the effect of the stock split.

4. **Others** (For further details, please refer to "2. Other Information" on page 5 of the "Exhibit" attached hereto.)

(1) Change in major subsidiaries during the quarterly period: No

Number of new consolidated subsidiaries: ___ Company name:

Number of deconsolidated subsidiaries: ___ Company name:

(Note) The above indicates changes in specified subsidiaries involving a change in the scope of consolidation during the quarterly period.

(2) Application of any simplified accounting method or special accounting method: None

(Note) The above indicates whether or not any simplified accounting method or special accounting method for the preparation of quarterly consolidated financial statements was applied.

(3) Change in accounting policies, procedures or presentation methods, etc.:

(i) Any change arising from revision of accounting standards: Yes

(ii) Any change arising from other factors: None

(Note) The above indicates any change in accounting policies, procedures or presentation methods, etc. for the preparation of quarterly consolidated financial statements described in the "Changes to Material Matters, Etc. Affecting the Preparation of Quarterly Consolidated Financial Statements."

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

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

As of end of 3rd quarter of FY2011: 206,944,773 shares

As of end of FY2010: 68,981,591 shares

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

As of end of 3rd quarter of FY2011: 18,161,793 shares

As of end of FY2010: 6,052,515 shares

(iii) Average number of shares during the period (cumulative quarterly period):

As of end of 3rd quarter of FY2011: 188,785,596 shares

As of end of 3rd quarter of FY2010: 63,579,678 shares

(* Presentation regarding status of quarterly review procedures)

This FY2011 Consolidated Financial Results Flash Report for the Third Quarter Ended December 31, 2010 is not subject to the quarterly review procedures under the Financial Instruments and Exchange Law, and as of the date of disclosure hereof, the review procedures for quarterly financial statements under the Financial Instruments and Exchange Law are being carried out.

(* Explanation regarding proper use of the projected financial 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 "(3) Qualitative Information Regarding Projected Consolidated Financial Results" section on page 7 of Exhibit attached hereto for further details.

In addition, a stock split and partial amendments to the Company's Articles of Incorporation following such stock split were resolved at the meeting of the Board of Directors of the Company held on April 30, 2010, and 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.

TRANSLATION FOR REFERENCE PURPOSES ONLY

Unicharm Corporation (8113) Consolidated Financial Results for the Third Quarter of FY 2011

Contents of Exhibit

1. Qualitative Information Regarding Consolidated Financial Results, Etc. For This Quarter	2
(1) Qualitative information regarding consolidated business performance	2
(2) Qualitative information regarding consolidated financial position	3
(3) Qualitative information regarding projected consolidated financial results	4
2. Other Information	5
(1) Outline of any change of major subsidiaries	5
(2) Outline of any simplified accounting method or special accounting method	5
(3) Outline of any change in accounting policies, procedures and presentation methods, etc.	5
3. Quarterly Consolidated Financial Statements, Etc.	7
(1) Quarterly consolidated balance sheet	7
(2) Quarterly consolidated statement of income	9
(3) Note regarding the Company's position as a going concern	10
(4) Segment information	10
(5) Note regarding material changes in shareholders' equity	12
(6) Other notes	13

1. Qualitative Information Regarding Consolidated Financial Results, Etc. For This Quarter

(1) Qualitative information regarding consolidated business performance

In light of the economic environment surrounding the Company's first three quarters (April 1, 2010 through December 31, 2010) of its consolidated fiscal period, demand for personal care products continued to grow in the overseas market. Meanwhile, although there was a contraction in the domestic market for some personal care and pet care products, demand remained solid for high value-added products.

As part of its overseas business initiatives, the Company strived to increase sales by expanding distribution areas and by actively launching promotion campaigns in its target overseas markets. The Company also focused its efforts on sales promotion and the improvement of profitability by introducing high value-added products in the domestic personal care business. Further, the Company continued to expand product lines for its flagship high value-added category in the pet care business to expand sales.

As a result, the Company's sales, operating income, ordinary income and net income for 1Q-3Q reached JPY 281.878 billion (up 4.8% YOY or up 5.8% YOY if no forex effect is factored in), JPY 34.841 billion (down 3.7% YOY or down 3.0% YOY if no forex effect is factored in), JPY 31.498 billion (down 14.8% YOY) and JPY 34.004 billion (up 67.3% YOY), respectively.

Financial results by business segment are as follows:

1) Personal Care Business

[Baby Care Business]

Domestically, the Company was actively engaged in sales promotion activities, implementing a campaign of popular Disney characters for *Mamy Poko* and *Mamy Poko Pants* disposable diapers as the first stage of a campaign celebrating the 50th anniversary of its establishment. The Company also expanded its range of *Moony* disposable diapers, adding to the existing L-size and Big size by launching crawling size, M-size, and extra Big size versions of *Moony Pants* in the stretchy material *Softretch*.

In China, meanwhile, the Company launched inexpensive disposable diapers in response to broad-based demand, while also working to boost sales growth and profitability by entering new areas. Further, the Company made its best efforts to increase sales and improve profitability in other target Asian countries.

[Feminine Care Business]

In Japan, the Company launched *Fuwagokochi Long*, a panty liner that can be worn with confidence by protecting underwear both before and after menstruation, responding to consumers' needs. In the sanitary napkin business, the Company worked hard to expand sales of high value-added products, including the *Sofy Hada Omoi*, *Sofy Super-Sound Sleep Guard* and *Center-in Compact* series, and to stimulate the market.

[Health Care Business]

As part of *Lifree* incontinence care products for adults, the Company introduced *Lifree Yoko More Anshin*

TRANSLATION FOR REFERENCE PURPOSES ONLY

Unicharm Corporation (8113) Consolidated Financial Results for the Third Quarter of FY 2011

Tape Dome, an incontinence diaper made of an odor-eliminating polymer compound for trapping odors, responding to consumers' needs. In the light incontinence care category, where the market continues to grow, the Company launched *Lifree Comfortable Pad 220cc* and *Lifree Sono Shunkan mo Anshin 250cc*, responding to consumers' needs.

[Clean and Fresh Business]

The Company worked to promote sales of *Silcot Moist Spongy Puff*, a skin care cotton product that provides extra moistness to the skin with only half the amount of a normal lotion application, in order to satisfy customers who wish to apply skin lotion in an effective and efficient manner.

As a result, sales and operating income in the personal care business for the three quarters under review were JPY 239.187 billion and JPY 29.324 billion, respectively.

2) Pet care business

The Company has been committed to the development of products reflecting consumer needs and the creation of new markets by adding product lineups to accommodate four major trends among Japanese pet owners: "indoor pet keeping," "popularity of smaller dogs," "aging of pets" and "pet obesity."

In the pet food business, the Company worked to expand sales of the new *Aiken Genki Cup* and *Neko Genki Cup* series of cup-based dog and cat foods in response to the needs of the owners of small dogs and cats for foods that are tasty, have a good nutritional balance, and are easy to serve. The Company also launched sales of dog and cat food in China, where the market is expected to grow.

In the pet toiletry business, the Company promoted sales of *Deotoilet for Doggies*, a bilayer-structured dog waste disposal product designed to prevent urine leakage and odor by using a newly-developed deodorant filter and deodorant/absorbent sheet, thereby proposing the creation of a new market.

As a result, sales and operating income in the pet care business for the three quarters under review were JPY 37.204 billion and JPY 5.286 billion, 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, sales and operating income in other businesses for the three quarters under review were JPY 5.486 billion and JPY 212 million, respectively.

(2) Qualitative information regarding consolidated financial position

(Assets)

Total assets as of the end of this 3rd quarter were JPY 468.470 billion (up 52.2% YOY).

This was mainly because deferred tax assets, goodwill and cash and deposits increased by JPY 56.960 billion, JPY 53.865 billion, and JPY 31.810 billion, respectively, while investments in marketable securities decreased by JPY 3.440 billion.

TRANSLATION FOR REFERENCE PURPOSES ONLY

Unicharm Corporation (8113) Consolidated Financial Results for the Third Quarter of FY 2011

(Liabilities)

Total liabilities as of the end of this 3rd quarter were JPY 243.621 billion (up 142.7% YOY). This was mainly because convertible bonds with share warrants payable and long-term loans payable increased by JPY 80.656 billion and JPY 69.638 billion, respectively, while accrued corporate taxes and reserve for bonuses decreased by JPY 9.600 billion and JPY 1.635 billion, respectively.

(Net Assets)

Net assets as of the end of this 3rd quarter were JPY 224.849 billion (up 8.4% YOY).

This was mainly because quarterly net income increased to JPY 34.004 billion, while minority interests, foreign currency translation adjustments, and dividend payments decreased by JPY 7.963 billion, JPY 4.208 billion, and JPY 4.845 billion, respectively.

(Shareholders' Equity Ratio)

Shareholder's equity ratio as of the end of this 3rd quarter was 44.7%.

(3) Qualitative information regarding projected consolidated financial results

The Company's projected consolidated financial results for the fiscal year ending March 2011 are the same as those announced on July 30, 2010.

2. Other Information

(1) Outline of any change of major subsidiaries

Not applicable.

(2) Outline of any simplified accounting method or special accounting method

Not applicable.

(3) Outline of any change in accounting policies, procedures and presentation methods.

1) Application of “Accounting Standards for Asset Retirement Obligations”, etc.

Effective from the 1st quarter consolidated fiscal period, the “Accounting Standards for Asset Retirement Obligations” (Corporate Accounting Standard No. 18, March 31, 2008) and the “Guidelines for Application of the Accounting Standards for Asset Retirement Obligations” (Corporate Accounting Standards Application Guideline No. 21, March 31, 2008) shall apply hereto.

The effect of the application on the Company’s operating income, ordinary income and quarterly income before taxes is minimal.

2) Application of “Accounting Standards for Business Combination, Etc.”

Effective from the 1st quarter consolidated fiscal period, the “Accounting Standards for Business Combination” (Corporate Accounting Standard No. 21, December 26, 2008), the “Accounting Standards for Consolidated Financial Statements (Corporate Accounting Standard No. 22, December 26, 2008), and the “Guidelines for Application of the Accounting Standards for Business Combination and Business Divestiture, Etc.” (Corporate Accounting Standards Application Guideline No. 10, December 26, 2008) shall apply hereto.

3) “Change of Presentation Methods, Etc.”

(Quarterly Consolidated Balance Sheet)

In the consolidated balance sheet for the 3rd quarter consolidated fiscal period of the fiscal year ending March 2010, “prepaid pension expenses” were recognized as “others” under “investments and other assets.” However, for the purpose of presenting the Company’s asset conditions in a clearer manner, “prepaid pension expenses” shall be separately recognized in any quarterly consolidated balance sheet. As part of “others” of “investments and other assets” for the 3rd quarter consolidated fiscal period of the fiscal year ended March 2010, “prepaid pension expenses” amounted to JPY 5.600 billion.

Additionally, in the consolidated balance sheet for the 3rd quarter consolidated fiscal period of the fiscal year ended March 2010, “deferred tax assets” were recognized as “others” of “investments and other assets.” However, “deferred tax assets,” whose importance has increased, shall be separately recognized in any quarterly consolidated balance sheet. As part of “others” of “investments and other assets” for the 3rd quarter consolidated fiscal period of the fiscal year ended March 2010, “deferred tax assets” amounted to

TRANSLATION FOR REFERENCE PURPOSES ONLY

Unicharm Corporation (8113) Consolidated Financial Results for the Third Quarter of FY 2011

JPY 1.045 billion.

(Quarterly Consolidated Statement of Income)

Following the application of the Cabinet Order Concerning Partial Revisions to the Regulations on Financial Statements, Etc. (Cabinet Ordinance No. 5, March 24, 2009) pursuant to the “Accounting Standards for Consolidated Financial Statements” (Corporate Accounting Standard No. 22, December 26, 2008), “quarterly income before minority interests” is recognized in the consolidated statement of income for this 3rd quarter consolidated fiscal period of the fiscal year ended March 2011.

TRANSLATION FOR REFERENCE PURPOSES ONLY

Unicharm Corporation (8113) Consolidated Financial Results for the Third Quarter of FY 2011

3. Quarterly Consolidated Financial Statements, Etc.

(1) Quarterly consolidated balance sheet

(Millions of Yen)

	End of 3rd Quarter of FY2011 (as of December 31, 2010)	Condensed Consolidated Balance Sheet for FY2010 (as of March 31, 2010)
Assets		
Current assets		
Cash and deposits	131,685	99,875
Notes and accounts receivable	46,484	41,643
Marketable securities	1,899	1,499
Merchandise and finished goods	11,003	11,607
Raw materials and supplies	9,629	8,205
Work in progress	282	273
Other current assets	21,808	9,222
Allowance for bad debts	(34)	(75)
Total current assets	222,758	172,251
Fixed assets		
Tangible fixed assets		
Buildings and other structures (net)	30,707	26,507
Machinery, equipment and vehicles (net)	45,030	44,983
Other tangible fixed assets (net)	22,322	23,866
Total tangible fixed assets	98,060	95,356
Intangible fixed assets		
Goodwill	65,895	12,029
Other intangible fixed assets	2,570	2,582
Total intangible fixed assets	68,465	14,612
Investments and other assets		
Prepaid pension expenses	5,631	5,534
Investments in marketable securities	14,611	18,052
Deferred tax assets	58,064	1,103
Other investments	1,856	1,887
Allowance for bad debts	(978)	(1,025)
Total investments and other assets	79,186	25,552
Total fixed assets	245,711	135,521
Total assets	468,470	307,773

TRANSLATION FOR REFERENCE PURPOSES ONLY

Unicharm Corporation (8113) Consolidated Financial Results for the Third Quarter of FY 2011

(Millions of Yen)

	End of 3rd Quarter of FY2011 (as of December 31, 2010)	Condensed Consolidated Balance Sheet for FY2010 (as of March 31, 2010)
Liabilities		
Current liabilities		
Notes and accounts payable	36,615	36,135
Short-term loans payable	6,621	6,305
Accrued corporate taxes, etc.	789	10,390
Reserve for bonuses	2,222	3,858
Other current liabilities	40,158	35,635
Total current liabilities	86,407	92,324
Long-term liabilities		
Convertible bonds with share warrants payable	80,656	—
Long-term loans payable	70,582	943
Reserve for severance benefits	2,436	2,325
Other long-term liabilities	3,538	4,766
Total long-term liabilities	157,214	8,035
Total liabilities	243,621	100,359
Net assets		
Shareholders' equity		
Common stock	15,992	15,992
Additional paid-in capital	18,802	18,802
Retained earnings	217,583	188,696
Treasury shares	(36,343)	(36,329)
Total shareholders' equity	216,034	187,161
Valuation and translation adjustments, etc.		
Unrealized gains on available-for-sale securities	2,947	2,795
Gains (losses) on deferred hedges	(31)	8
Land revaluation differences	(89)	(618)
Foreign currency translation adjustments	(9,668)	(5,459)
Total valuation and translation adjustments, etc.	(6,842)	(3,273)
Subscription rights to shares	95	—
Minority interests	15,561	23,524
Total net assets	224,849	207,413
Total liabilities and net assets	468,470	307,773

TRANSLATION FOR REFERENCE PURPOSES ONLY

Unicharm Corporation (8113) Consolidated Financial Results for the Third Quarter of FY 2011

(2) Quarterly consolidated statement of income

For 3rd Quarter of FY2011 Cumulative Consolidated Fiscal Period

(Millions of Yen)

	3rd Quarter Cumulative Consolidated Fiscal Period of FY 2010 (April 1, 2009 through December 31, 2009)	3rd Quarter Cumulative Consolidated Fiscal Period of FY 2011 (April 1, 2010 through December 31, 2010)
Net sales	269,059	281,878
Cost of sales	145,478	151,910
Gross profits	123,580	129,967
Selling, general and administrative expenses	*1 87,407	*1 95,126
Operating income	36,173	34,841
Non-operating income		
Interest received	359	428
Dividends received	219	221
Foreign exchange gain	1,745	—
Other non-operating income	528	649
Total non-operating income	2,853	1,299
Non-operating expenses		
Interests paid	165	208
Sales discount	1,803	2,272
Foreign exchange losses	—	1,863
Other non-operating expenses	85	299
Total non-operating expenses	2,054	4,643
Ordinary income	36,972	31,498
Extraordinary income		
Gain on sale of fixed assets	35	998
Gain on sale of investments in affiliates	—	1,214
Others	—	108
Total extraordinary income	35	2,321
Extraordinary losses		
Losses on disposal of fixed assets	455	714
Allowance for uncollectable receivables transferred	417	—
Losses caused due to application of accounting standards for asset retirement obligations	—	71
Other extraordinary losses	120	156
Total extraordinary losses	993	942
Quarterly income before taxes and other adjustments	36,014	32,877
Corporate tax, inhabitant tax and business tax	13,086	63,519
Refunds of corporate tax, etc.	—	(1,116)
Adjustments on corporate tax, etc.	(1,609)	(65,084)
Total corporate tax, etc.	11,477	(2,681)
Quarterly income before minority interests	—	35,558
Minority interests	4,213	1,553
Quarterly net income	20,323	34,004

TRANSLATION FOR REFERENCE PURPOSES ONLY

Unicharm Corporation (8113) Consolidated Financial Results for the Third Quarter of FY 2011

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

Not applicable.

(4) Segment information

[Segment Information by Business Type]

For 3rd Quarter of FY2010 Cumulative Consolidated Fiscal Period (April 1, 2009 through December 31, 2009)

(Millions of Yen)

	Personal care	Pet care	Other	Total	Elimination or Company-wide	Consolidation
Sales						
(1) Sales to external customers	223,871	36,479	8,707	269,059	—	269,059
(2) Internal sales or transfers across segments	0	—	2	3	(3)	—
Total	223,872	36,479	8,710	269,062	(3)	269,059
Operating income	28,319	6,839	981	36,140	32	36,173

(Notes) 1. Method of segmenting businesses

Businesses are segmented based on the sales volume classification of the Company, taking similarities in product, sales market, etc. into account.

2. Main products by business segment

(1) Personal careBaby and child care products, feminine care products, health care products, etc.

(2) Pet carePet foods, pet toiletries

(3) OtherFood-wrapping materials, industrial materials, financing operations, etc.

[Segment Information by Region]

For 3rd Quarter of FY2010 Cumulative Consolidated Fiscal Period (April 1, 2009 through December 31, 2009)

(Millions of Yen)

	Japan	Asia	Europe and Middle East	Total	Elimination or Company-wide	Consolidation
Sales						
(1) Sales to external customers	170,640	68,465	29,952	269,059	—	269,059
(2) Internal sales or transfers across segments	9,795	1,586	—	11,381	(11,381)	—
Total	180,435	70,051	29,952	280,440	(11,381)	269,059
Operating income	25,233	9,306	1,638	36,178	(5)	36,173

(Notes) 1. Classification of country or region is based on geographical proximity.

2. Main countries or areas classified into regions other than Japan:

(1) Asia: Taiwan, China, South Korea, Thailand, Indonesia, Australia, etc.

(2) Europe and Middle East: The Netherlands and Saudi Arabia

TRANSLATION FOR REFERENCE PURPOSES ONLY

Unicharm Corporation (8113) Consolidated Financial Results for the Third Quarter of FY 2011

[Overseas Sales]

For 3rd Quarter of FY2010 Cumulative Consolidated Fiscal Period (April 1, 2009 through December 31, 2009)

	Asia	Europe	Middle East, North Africa and North America	Total
I. Overseas sales (Millions of Yen)	68,473	17,822	13,156	99,452
II. Consolidated sales (Millions of Yen)	—	—	—	269,059
III. Overseas sales as a percentage of consolidated sales (%)	25.4	6.6	4.9	37.0

- (Notes)
1. Classification of country or region is based on geographical proximity.
 2. Main countries/regions belonging to each category:
 - (1) Asia: Taiwan, China, South Korea, Thailand, Indonesia, Australia, etc.
 - (2) Europe: The Netherlands, etc.
 - (3) Middle East, North Africa and North America: Saudi Arabia, Egypt, U.S.A., etc.

[Segment Information]

(Additional Information)

Effective from the 1st quarter consolidated fiscal period, the “Accounting Standards for Disclosure of Segment Information, Etc.” (Corporate Accounting Standard No. 17, March 27, 2009) and the “Guidelines for Application of the Accounting Standards for Disclosure of Segment Information, Etc.” (Corporate Accounting Standards Application Guideline No. 20, March 21, 2008) shall apply hereto.

1 Outline of reporting segments

The Company’s reporting segments shall be part of its organizational units whose financial information is individually available, and shall be subject to regular review by its Board of Directors for the purpose of deciding the allocation of its managerial resources and evaluating its business performance.

The Company is composed of three (3) businesses, namely the personal care business, the pet care business and other businesses, as its basic business units, and has been engaged in its business activities by comprehensively developing domestic and overseas strategies by business unit.

Therefore, the “personal care business,” the “pet care business,” and “other businesses” constitute the Company’ reporting segments.

The Company has manufactured and sold baby care products, feminine care products, health care products and clean-and-fresh products in the “personal care business.” In the “pet care business,” the Company has manufactured and sold pet food products and pet toiletry products. In “other businesses,” the Company has manufactured and sold business-use products

TRANSLATION FOR REFERENCE PURPOSES ONLY

Unicharm Corporation (8113) Consolidated Financial Results for the Third Quarter of FY 2011

2 Information regarding amounts of sales and profits or losses by reporting segment

For 3rd Quarter of FY2011 Cumulative Consolidated Fiscal Period (April 1, 2010 through December 31, 2010)

(Millions of Yen)

	Reporting Segment			Total
	Personal care Business	Pet care Business	Other Businesses	
Sales				
Sales generated from external customers	239,187	37,204	5,486	281,878
Intercompany sales or transferred amounts among reporting segments	—	—	17	17
Total	239,187	37,204	5,503	281,895
Operating income by reporting segment	29,324	5,286	212	34,823

3 Difference between the total profits or losses for all reporting segments and the amount recognized in the quarterly consolidated statement of income, and the major reasons that caused such difference (matter related to difference adjustments)

For 3rd Quarter of FY2011 Cumulative Consolidated Fiscal Period (April 1, 2010 through December 31, 2010)

(Millions of Yen)

Profits	Amounts
Total for all reporting segments	34,823
Elimination of inter-segment transactions or company-wide	17
Operating income recognized in the quarterly consolidated statement of income	34,841

(5) Note regarding material changes in shareholders' equity

Not applicable.

TRANSLATION FOR REFERENCE PURPOSES ONLY

Unicharm Corporation (8113) Consolidated Financial Results for the Third Quarter of FY 2011

(6) Other notes

(Quarterly Consolidated Statement of Income)

(Millions of Yen)

3rd Quarter Cumulative Consolidated Fiscal Period of FY 2010 (April 1, 2009 through December 31, 2009)	3rd Quarter Cumulative Consolidated Fiscal Period of FY 2011 (April 1, 2010 through December 31, 2010)
*1 Major items constituting selling, general and administrative expenses	*1 Major items constituting selling, general and administrative expenses
Freight-out expenses 13,778	Freight-out expenses 14,683
Sales promotion costs 31,490	Sales promotion costs 37,811
Advertisement costs 9,237	Advertisement costs 9,369
Salaries and bonuses to employees 9,330	Salaries and bonuses to employees 9,253
Allowance for bonuses transferred 796	Allowance for bonuses transferred 998
Employee retirement benefits 1,047	Employee retirement benefits 1,102
Depreciation charges 1,466	Depreciation charges 1,033