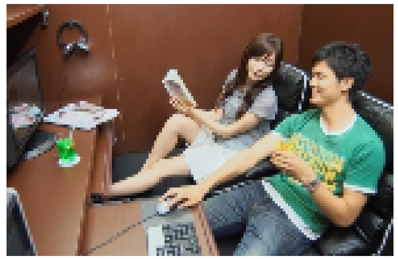
AOKI Holdings

Performance Briefing

for the Fiscal Year Ended March 31, 2013

May 23, 2013

AOKI Holdings Inc.



AOKI ORIHICA ANNIVERSAIRE COTE D'AZUR 快活CLUB 快活CLUB

Contents

AOKI Group’s Business Portfolio Management

Business Portfolio Comprised of Three Segments

Fashion Business

"Pleasure of dressing well"
The AOKI Group's founding business. Suits are the key item in this business, but we also provide casual wear and women's wear to enrich the fashion lives of our customers both at work and outside of work.

AOKI

Chain of primarily roadside stores, although we have recently begun to open stores in central Tokyo as well (photo: AOKI GINZA Store). Features carefully planned products and stylists with highly-specialized knowledge that offer total coordination to customers.

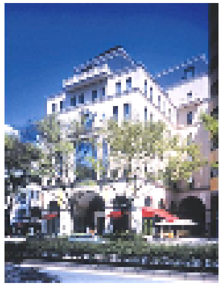
ORIHICA

Chain of stores in shopping centers. Offer new "business" and "business-to-casual" styles targeting men and women in their 20's to 40's.

Anniversaire and Bridal Business

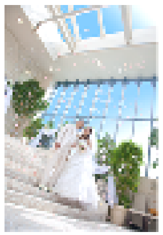
Choreographing special events where customers are in the spotlight
Choreographs weddings –and "guesthouse" weddings in particular– to ensure customers shine on the most important day of their lives.

ANNIVERSAIRE OMOTESANDO



Completed in 1998 based on the concept of "anniversary." A hall with a chapel, party space, and shops for all ceremonious occasions. Located in the center of the fashionable Omotesando district. Well-known for hosting the weddings of the famous, has become the top brand for weddings.

ANNIVERSAIRE

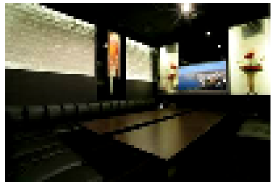


Guesthouse wedding facility with a European style chapel and garden filled with flowers and greenery. The Group operates 12 such facilities nationwide. These facilities are our answer to customers who want a unique wedding that reflects their individuality.

Entertainment Business

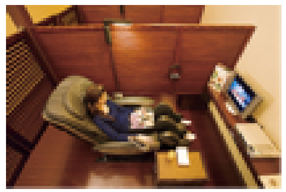
Offering entertainment and relaxation
Provides customers opportunities for rest, relaxation and entertainment in a variety of welcoming environments. Café complex "KAIKATSU CLUB" boasts top sales in industry.

Karaoke Facility: COTE D'AZUR



Karaoke party space, modeled after the luxury resort area COTE D'AZUR in south France, that provides a refreshing and relaxing atmosphere filled with song and conversation. It offers pleasurable moments for people's everyday lives (photo on right: VIP room).

Café Complex: KAIKATSU CLUB

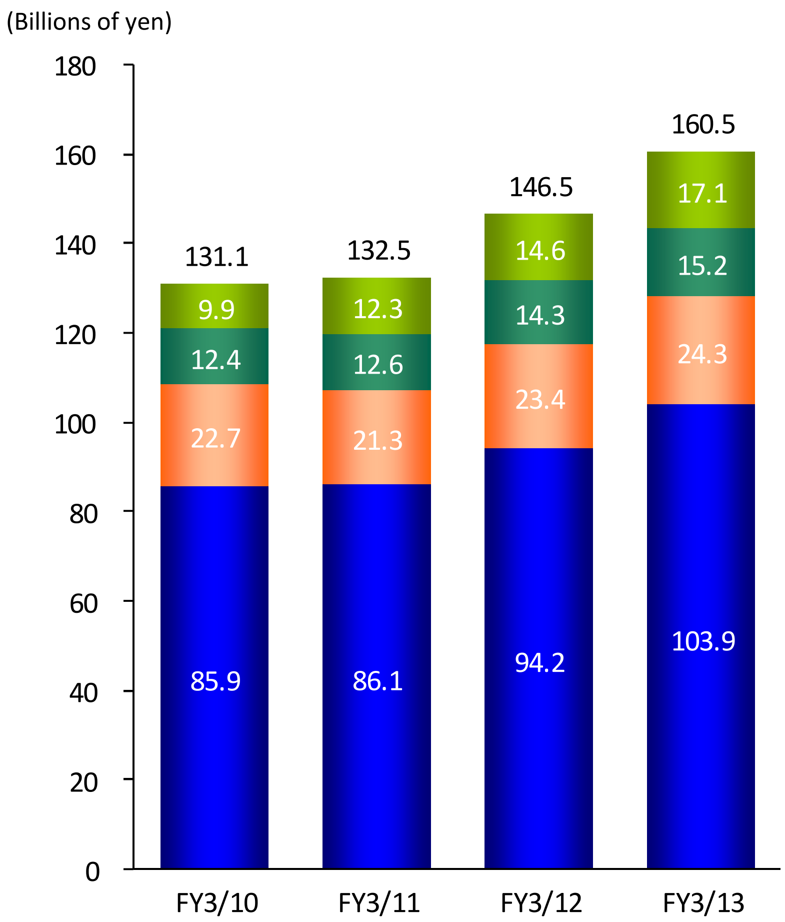


Café complex, modeled after the island of Bali, that provides a relaxing and rejuvenating environment for those who want to quietly rest or those who just want a change of pace. KAIKATSU CLUB in Kita-yamata, Yokohama, offers a fitness club, karaoke space, and simulated golf range.

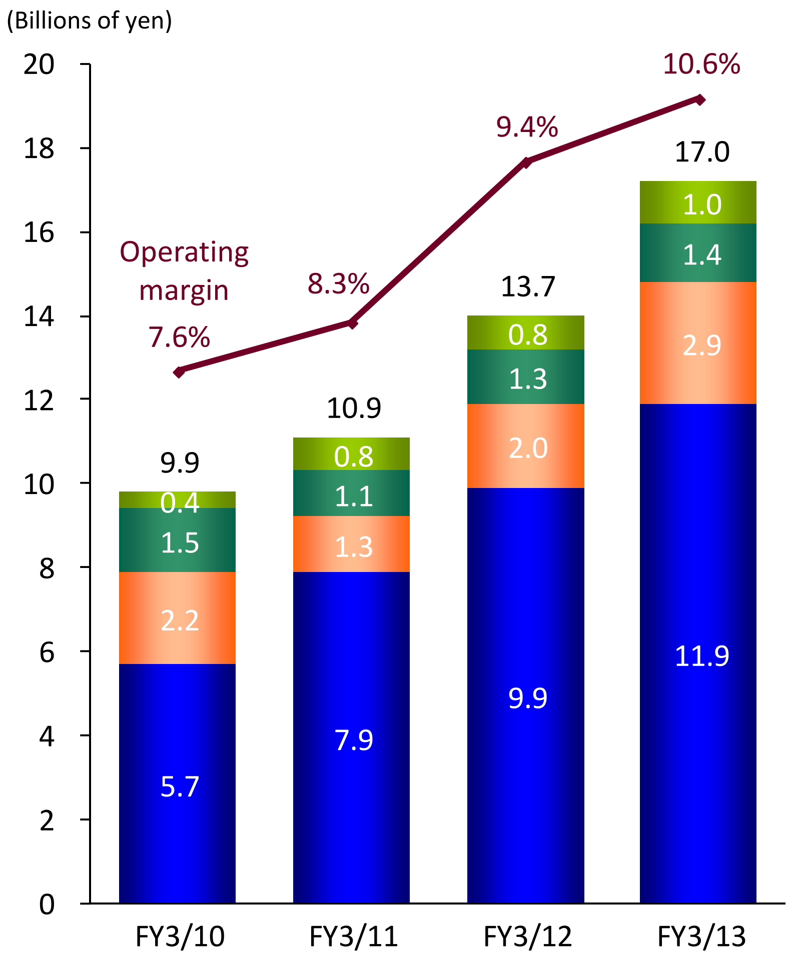
FY3/13 Financial Highlights

Sales and profits increased in each business, translating into record high profits for the Group

Sales



Operating Profit

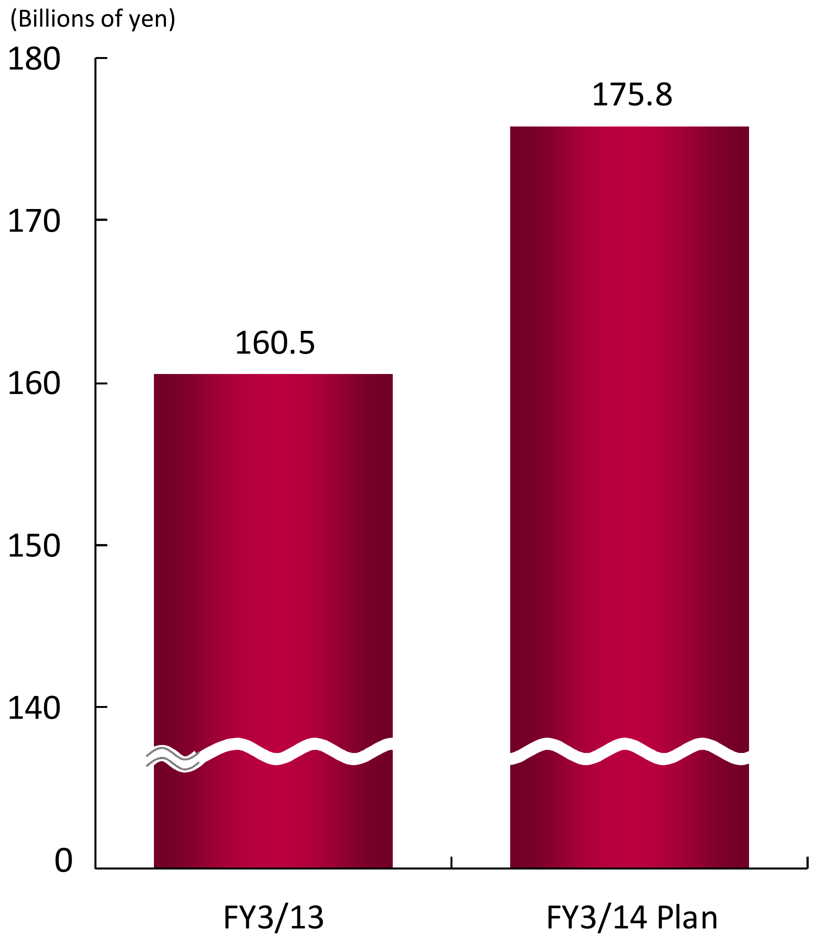


Fashion Anniversaire and Bridal Karaoke Café Complex

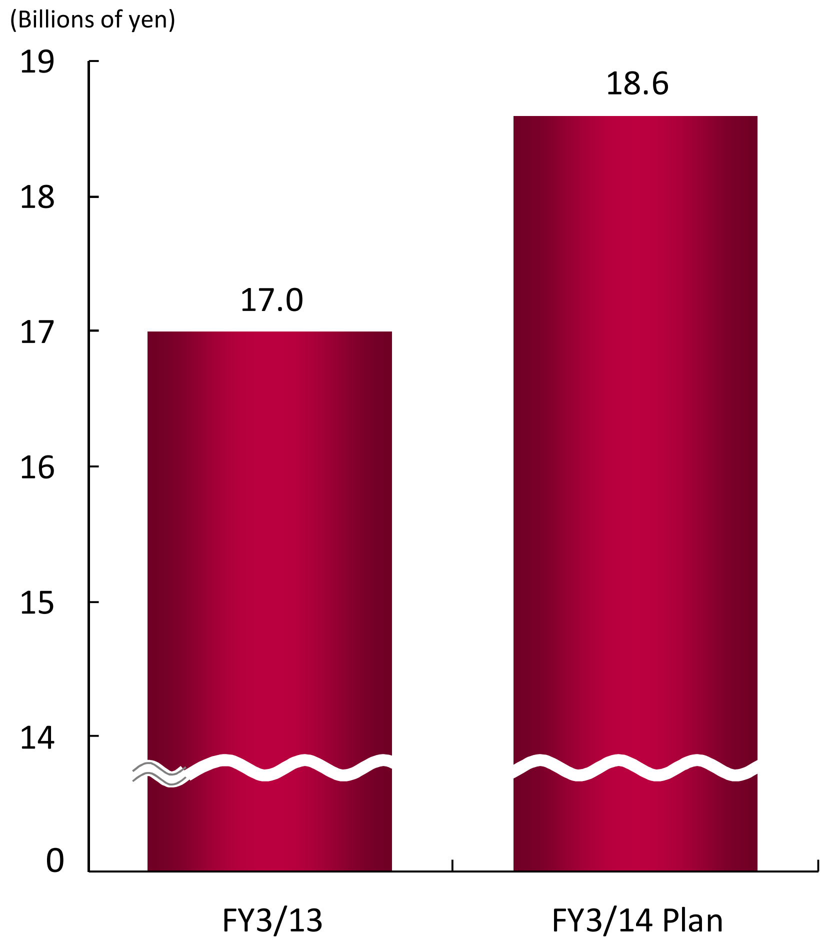
Business Portfolio Sustaining Growth

Group targeting record sales and operating profit in FY3/14

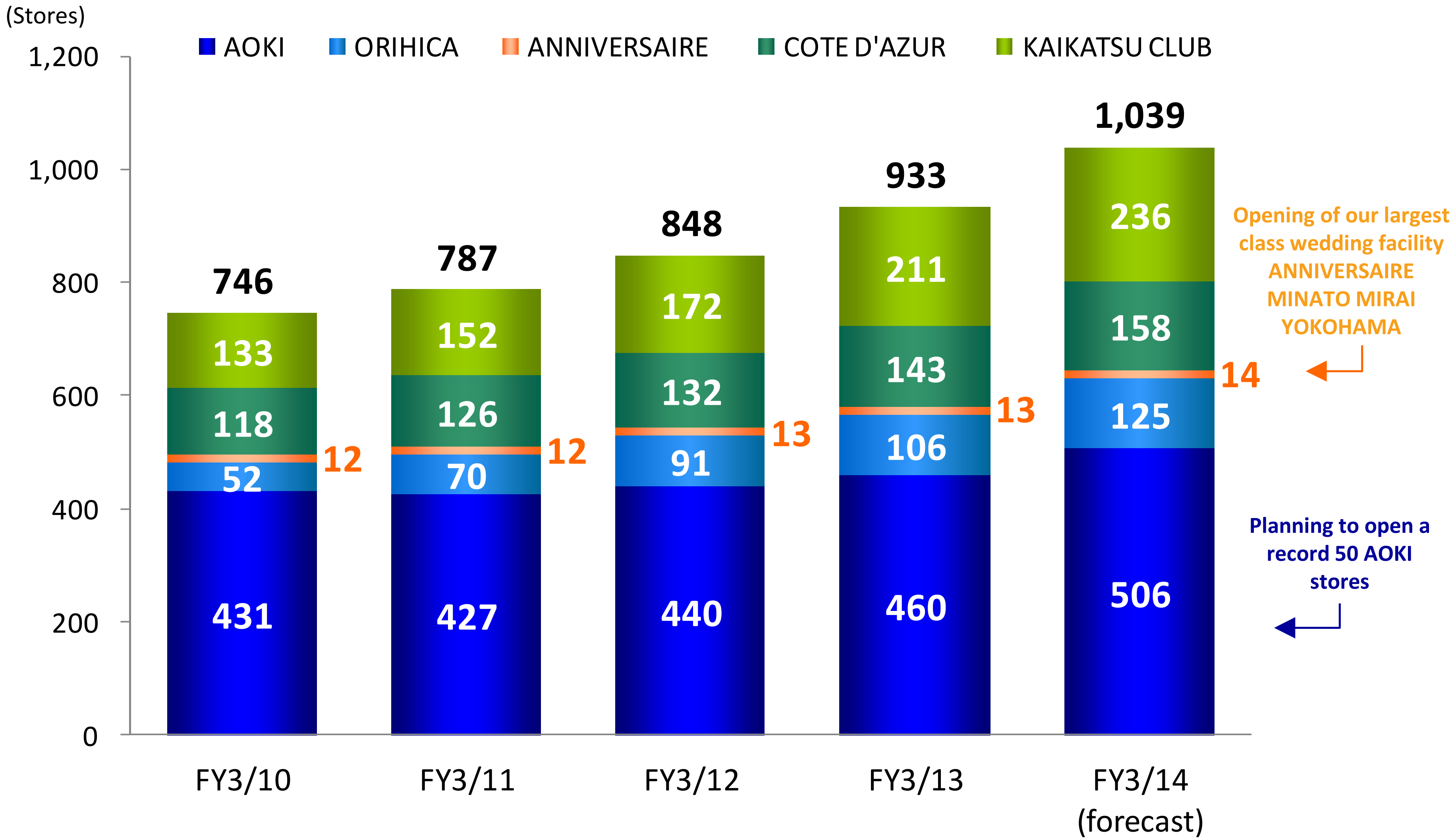
Sales



Operating Profit



Group Network Expected to Top 1,000 Stores by End of FY3/14



AOKI Group's Target Benchmarks

Steady progress toward medium-term management target

FY3/12

Benchmark	Level
Operating margin	9.4%
ROA	8.5%
EPS	¥167.07

FY3/13

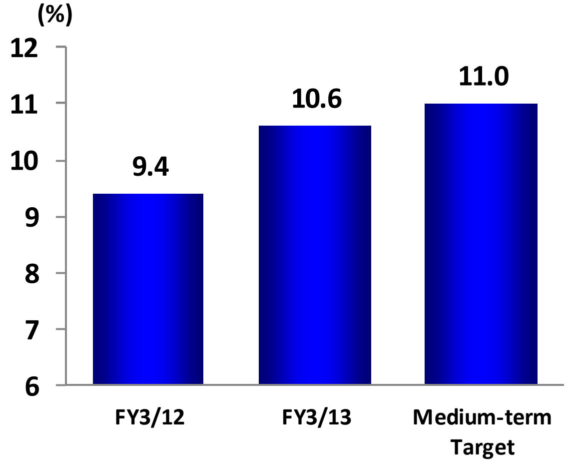
Benchmark	Level
Operating margin	10.6%
ROA	9.5%
EPS	¥236.51

Medium-term Target

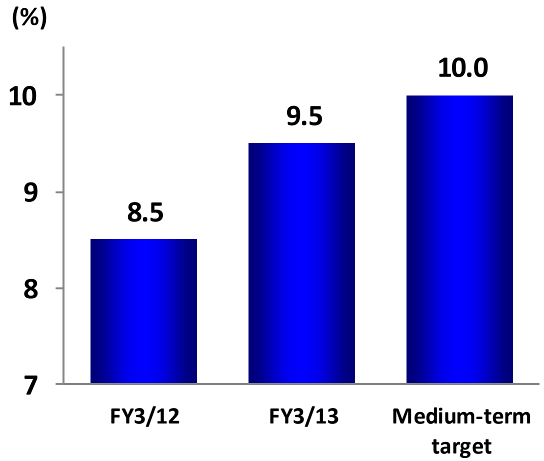
Benchmark	Level
Operating margin	11%
ROA	10%
EPS	¥250

ROA＝(Ordinary income / Total assets)×100 (%)

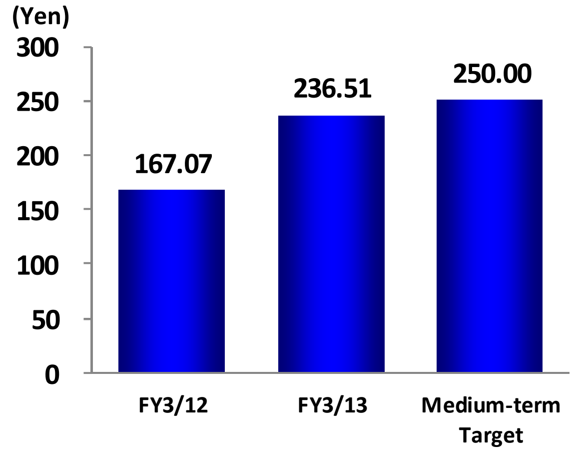
Operating Margin



ROA

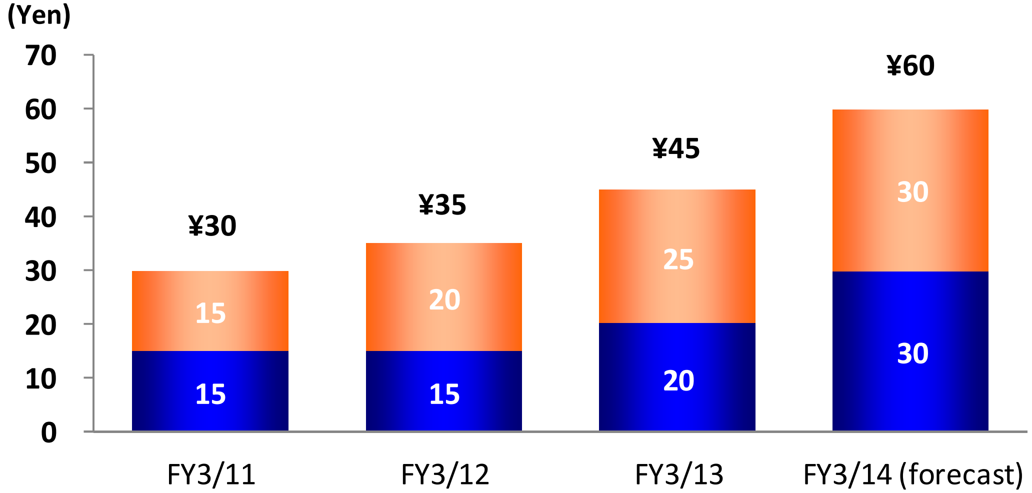


EPS



Shareholder Returns: Dividends, Share Buybacks

We plan to boost our annual dividend for FY3/14 from ¥45 to ¥60



	2Q end	Year end	Annual
FY3/11	15.0	15.0	30.0
FY3/12	15.0	20.0	35.0
FY3/13	20.0	25.0	45.0
FY3/14 (forecast)	30.0	30.0	60.0

Purchase and retirement of treasury stock

	FY3/12	FY3/13
Total number of shares repurchased	1,000,000 shares (2.34% of total number of shares outstanding)	930,000 shares (2.25% of total number of shares outstanding)
Total value of shares repurchased	1,195 million yen	1,999 million yen
Total number of shares retired	2,500,000 shares	1,000,000 shares

FY3/13 Review of Operations

Consolidated Profit and Loss

(Millions of yen)

Account/Period	FY3/12	FY3/13	Change	YoY %	Major components
Sales	146,591	160,589	13,997	109.5	Contributions from new stores and an increase in existing-store sales at Fashion Business
Gross profit Gross profit margin	68,902 47.0%	77,999 48.6%	9,097 +1.6pt	113.2	Improvement in 1.0pt at Fashion Business, 5.2pt at Bridal Business
Selling, general and administrative expenses	55,135	60,921	5,786	110.5	Increases in store-opening expenses and personnel expenses at each business segment, and advertising expenses at Fashion Business
Operating profit Operating margin	13,766 9.4%	17,078 10.6%	3,311 +1.2pt	124.1	Contributions from Fashion Business and Bridal Business
Non-operating profit	2,396	2,162	-233	90.3	
Non-operating expenses	1,577	1,649	71	104.6	
Ordinary income	14,584	17,590	3,006	120.6	
Extraordinary gains	241	194	-47	80.3	
Extraordinary losses	1,176	1,166	-10	99.1	Mainly impairment losses
Net income	7,087	9,832	2,744	138.7	

◆Depreciation: ¥6,573 million (including lease assets of ¥1,538 million)

◆YoY existing-store sales: +5.4% for Fashion, -0.6% for Karaoke, +2.0% for Café Complex

Sales and Operating Profit by Business Segment

Sales by business segment

(Millions of yen)

Business segment		FY3/12	FY3/13	Change	YoY %	Major components
Total		146,591	160,589	13,997	109.5	
	Fashion	94,252	103,932	9,679	110.3	Increase in existing store sales and contributions from new stores
	Anniversaire and Bridal	23,437	24,359	922	103.9	Increase in the number of couples married and higher average sales per couple
	Entertainment (Total)	28,930	32,329	3,398	111.7	
	(of which) Karaoke	14,313	15,216	903	106.3	Contributions from new stores
	(of which) Café Complex	14,617	17,112	2,494	117.1	Increase in existing-store sales and contributions from new stores

Operating profit by business segment

(Millions of yen)

Business segment		FY3/12	FY3/13	Change	YoY %	Major components
Total		13,766	17,078	3,311	124.1	
	Fashion	9,982	11,968	1,986	119.9	Higher sales and improvement in gross profit margin
	Anniversaire and Bridal	2,086	2,917	831	139.9	Raise gross profit margin through improvement of cost-of-sales ratio
	Entertainment (Total)	2,225	2,508	282	112.7	
	(of which) Karaoke	1,338	1,493	155	111.6	
	(of which) Café Complex	887	1,014	127	114.4	
	Inter-segment transactions	-528	-317	211	-	

Major Changes in Consolidated Balance Sheets

(Millions of yen)

Account/Period	FY3/12	FY3/13	Change	Major components
Current assets	52,924	58,267	5,343	
Cash in hand and in banks	23,108	22,396	-712	
Inventories	16,058	18,908	2,849	Increased due to openings of new stores, etc.
Fixed assets	123,854	135,396	11,541	
Tangible fixed assets	83,055	91,091	8,036	Increased due to openings of new stores, etc.
Intangible fixed assets	4,897	6,497	1,600	
Investments and other assets	35,902	37,807	1,904	
Total assets	176,779	193,664	16,884	
Current liabilities	37,425	45,207	7,782	Increases in short-term debt and accrued income taxes
Accounts payable-trade	15,053	16,273	1,219	
Current portion of long-term debt	6,518	5,696	-822	
Long-term liabilities	35,359	36,972	1,612	
Long-term debt	24,057	25,361	1,304	¥7bn in fundraising offset by scheduled repayment
Total liabilities	72,784	82,179	9,394	
Common stock	23,282	23,282	-	
Capital surplus	22,586	22,586	-	
Retained earnings	63,252	70,624	7,371	Increased due to net income, etc.
Treasury stock	-5,532	-5,767	-234	
Unrealized gain on securities	1	680	679	
Stock acquisition rights	405	79	-326	
Total net assets	103,994	111,484	7,489	Increase in retained earnings
Total liabilities and net assets	176,779	193,664	16,884	

Consolidated Statements of Cash Flows

(Millions of yen)

Account/Period	FY3/12	FY3/13	Change	Major components
Cash flows from operating activities	**17,274**	**16,665**	**-608**	Increase in net income before income taxes: ¥2,969mn Increase in inventories: ¥-2,071mn Increase in income taxes paid: ¥-653mn
Cash flows from investing activities	**-9,044**	**-16,402**	**-7,358**	Increase in acquisition of tangible fixed assets: ¥-5,774mn Increase in payments for leasehold and guarantee deposits: ¥-943mn
Cash flows from financing activities	**-3,371**	**-975**	**2,395**	Short-term debts: ¥3,000mn Increase in acquisition of treasury stock: ¥-806mn
Change in cash and cash equivalents	**4,858**	**-712**	**-5,571**	
Beginning balance	**18,249**	**23,108**	**4,858**	
Ending balance	**23,108**	**22,396**	**-712**	

Number of Stores Opened/Closed

(Millions of yen excluding number of stores)

Business segment	Stores/facilities	FY3/12			FY3/13		
		Number of Stores	Opened	Closed	Number of Stores	Opened	Closed
Fashion	AOKI	440	16	3	460	29	9
	ORIHICA	91	25	4	106	16	1
Anniversaire and Bridal	ANNIVERSAIRE	13	1	-	13	-	-
Karaoke	COTE D'AZUR	132	9	3	143	13	2
Café Complex	KAIKATSU CLUB, other*	172	20	-	211	40	1
Total		848	71	10	933	98	13
Capital expenditures		9,723			16,922		

* Includes KAIKATSU FITNESS CLUB

Capital expenditures:

FY3/13: Fashion 5,909 Anniversaire/Bridal 4,447 Karaoke 2,140 Café Complex 3,705

FY3/12: Fashion 4,144 Anniversaire/Bridal 1,247 Karaoke 1,564 Café Complex 2,557

FY3/14 Sales and Earnings Forecast

Consolidated Forecast

(Millions of yen)

Account/Period	FY3/13	FY3/14 (forecast)	Change	YoY %	Major Components
Sales	160,589	175,800	15,210	109.5	Contributions from new stores (111 stores) in each business segment
Gross profit Gross profit margin	77,999 48.6%	85,175 48.4%	7,175 -0.2pt	109.2	Fashion Business remains flat
Selling, general and administrative expenses	60,921	66,575	5,653	109.3	Increase in new store-opening expenses and personnel expenses in each business segment
Operating profit Operating margin	17,078 10.6%	18,600 10.6%	1,521 -	108.9	
Non-operating profit	2,162	1,700	-462	78.6	
Non-operating expenses	1,649	1,200	-449	72.8	
Ordinary income	17,590	19,100	1,509	108.6	
Extraordinary gains	194	-	-194	-	
Extraordinary losses	1,166	1,500	333	128.6	Mainly impairment losses
Net income	9,832	10,300	467	104.8	

Assumptions

- Depreciation: ¥6,410 million (including lease assets of ¥2,077 million)
- YoY existing-store sales:

  Fashion: +0.3% for 1H, +0.4% for 2H, +0.4% for full year

  Karaoke: ±0.0% for 1H, ±0.0% for 2H, ±0.0% for full year   Café Complex: +0.7% for 1H, +1.2% for 2H, +1.0% for full year

Forecast for Sales and Operating Profit by Business Segment

Sales by business segment

(Millions of yen)

Business segment		FY3/13	FY3/14 (forecast)	Change	YoY %
Total		160,589	175,800	15,210	109.5
	Fashion	103,932	112,500	8,567	108.2
	Anniversaire and Bridal	24,359	26,700	2,340	109.6
	Entertainment (Total)	32,329	36,600	4,270	113.2
	(of which) Karaoke	15,216	16,700	1,483	109.7
	(of which) Café Complex	17,112	19,900	2,787	116.3

Operating profit by business segment

(Millions of yen)

Business segment		FY3/13	FY3/14 (forecast)	Change	YoY %
Total		17,078	18,600	1,521	108.9
	Fashion	11,968	12,750	781	106.5
	Anniversaire and Bridal	2,917	2,550	-367	87.4
	Entertainment (Total)	2,508	3,150	641	125.6
	(of which) Karaoke	1,493	1,680	186	112.5
	(of which) Café Complex	1,014	1,470	455	144.8
	Inter-segment transactions	-317	150	467	-

Outlook for Store Openings/Closings

(Millions of yen excluding number of stores)

Business segment	Stores/Facilities	FY3/13			FY3/14 (forecast)		
		Number of Stores	Opened	Closed	Number of Stores	To be opened	To be closed
Fashion	AOKI	460	29	9	506	50	4
	ORIHICA	106	16	1	125	20	1
Anniversaire and Bridal	ANNIVERSAIRE	13	-	-	14	1	-
Karaoke	COTE D'AZUR	143	13	2	158	15	-
Café Complex	KAIKATSU CLUB, other*	211	40	1	236	25	-
Total		933	98	13	1,039	111	5
Capital expenditures		16,922			18,880		

* Includes KAIKATSU FITNESS CLUB

Capital expenditures:

FY3/14 (forecast): Fashion 7,200 Anniversaire/Bridal 4,820 Karaoke 3,412 Café Complex 3,399

FY3/13: Fashion 5,909 Anniversaire/Bridal 4,447 Karaoke 2,140 Café Complex 3,705

First Half of FY3/14 Consolidated Forecast

(Millions of yen)

Account/Period	1H FY3/13	1H FY3/14 (forecast)	Change	YoY %	Major Components
Sales	67,425	73,290	5,864	108.7	Contributions from new stores (57 stores) in each business segment
Gross profit Gross profit margin	30,836 45.7%	33,680 46.0%	2,843 +0.3pt	109.2	Improvement in 0.6pt at Fashion Business
Selling, general and administrative expenses	27,753	31,180	3,426	112.3	Store opening expenses in each business segment, increase in new graduate hires (+294 vs. previous year)
Operating profit Operating margin	3,083 4.6%	2,500 3.4%	-583 -1.2pt	81.1	Profit to decline in Fashion and Anniversaire/Bridal Businesses on up-front investment
Non-operating profit	1,150	1,060	-90	92.1	
Non-operating expenses	970	610	-360	62.9	
Ordinary income	3,263	2,950	-313	90.4	
Extraordinary gains	185	-	-185	-	
Extraordinary losses	97	100	2	102.5	
Net income	1,901	1,650	-251	86.8	

Assumptions

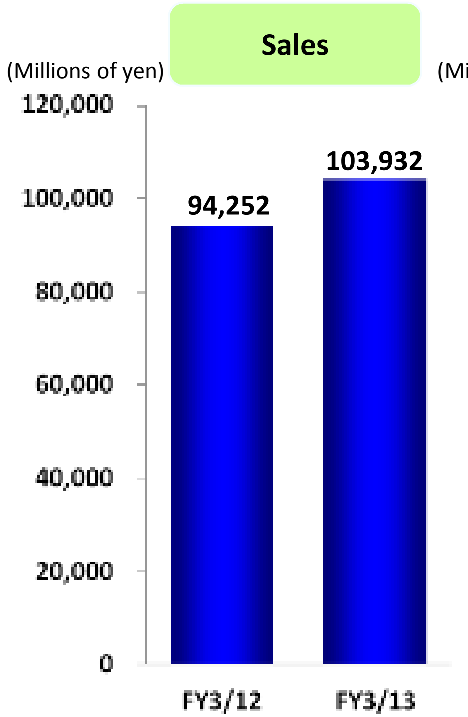
- YoY existing-store sales: Fashion: +0.3%, Karaoke: ±0.0%, Café Complex: +0.7
- No. of stores to be opened in 1H: Fashion: 32 stores (+14 vs. previous year), Karaoke: 10 facilities (+3 vs. previous year), Café Complex: 15 facilities (-4 vs. previous year)

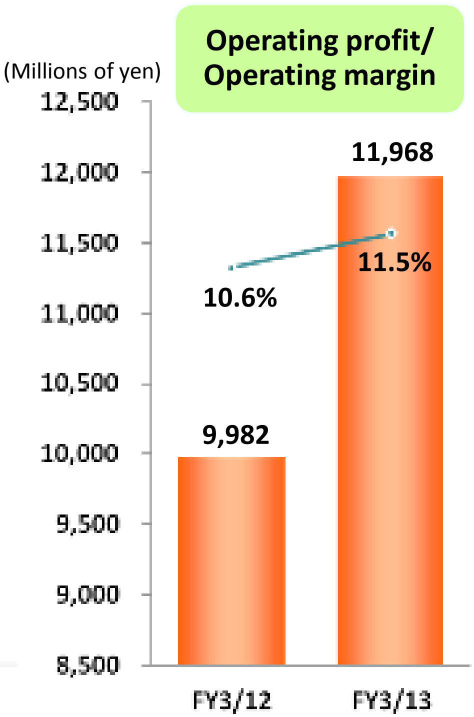
Fashion Business

FY3/13 Performance and FY3/14 Forecast

Fashion Business: FY3/13 Performance

Sales up for third straight year, profits up in double digits, operating margin 11.5%





(Millions of yen)

	FY3/13		
		YoY %	% to sales
Sales	103,932	110.3	100.0
Gross profit	64,109	112.0	61.7
SG&A expenses	52,140	110.4	50.2
Operating profit	11,968	119.9	11.5
Number of stores at period-end	566		

Sales up 10.3% YoY

- Change in existing-store sales: +5.4%
  - Firm sales of suits, formal wear, and coats
  - Strong sales of jackets and slacks
  - Strong sales of ladies' products
- New store openings
  - AOKI: 29
  - ORIHICA: 16

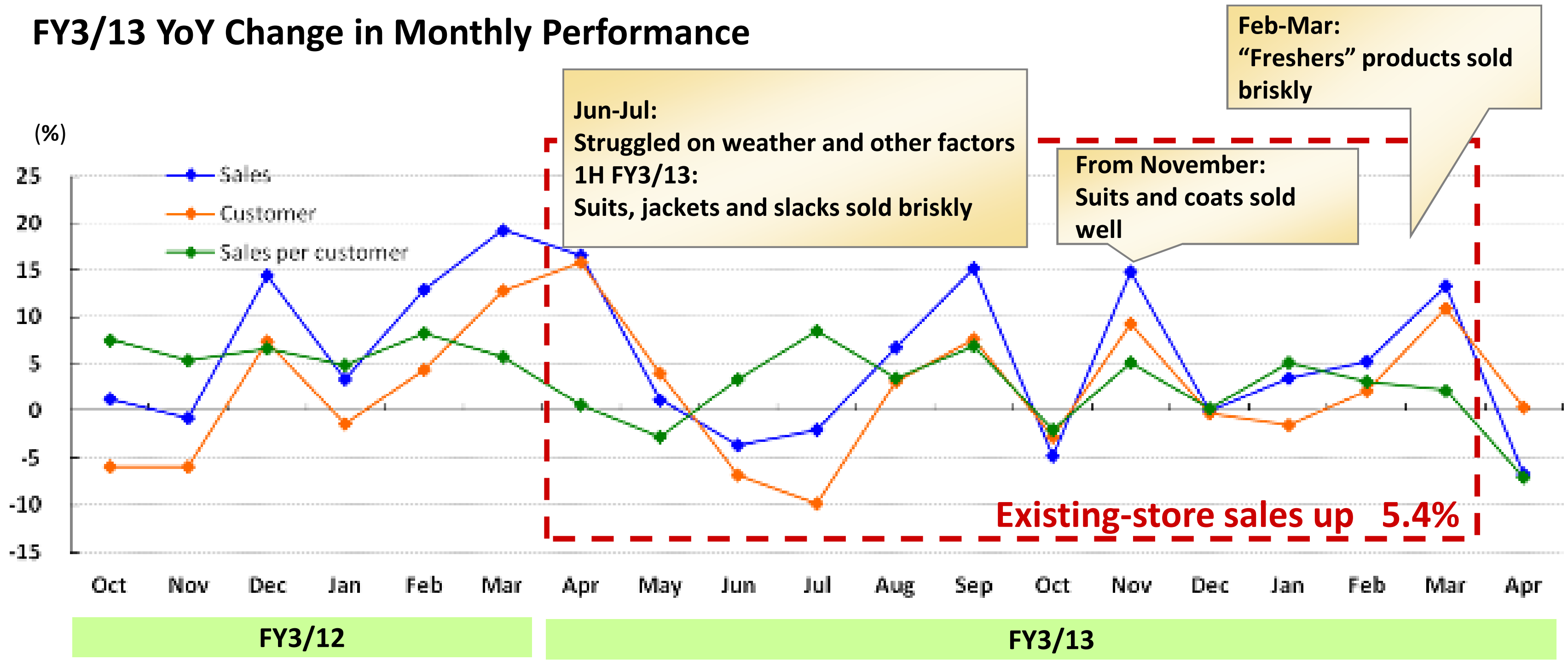
Operating profit up 19.9% YoY

- Increase in existing-store sales
- +1.0 pt improvement in gross profit margin on higher average sales per unit

Existing-store Sales Growth, Customer Volume and Sales per Customer

Strong existing-store sales due to a respectable level of customer traffic and an increase in sales per customer

FY3/13 YoY Change in Monthly Performance



	Apr 2012	May 2012	Jun 2012	Jul 2012	Aug 2012	Sep 2012	Oct 2012	Nov 2012	Dec 2012	Jan 2013	Feb 2013	Mar 2013	Full year	Apr 2013
Existing-store sales (%)	+16.6	+1.2	-3.6	-2.0	+6.8	+15.2	-4.8	+14.8	0.0	+3.5	+5.3	+13.3	+5.4	-6.7
No. of customers (%)	+15.9	+4.0	-6.8	-9.8	+3.1	+7.7	-2.8	+9.3	-0.3	-1.5	+2.1	+10.9	+2.2	+0.4
Sales per customer (%)	+0.6	-2.8	+3.4	+8.6	+3.5	+6.9	-2.0	+5.1	+0.3	+5.1	+3.1	+2.2	+3.2	-7.1
Deviation from average temperature (℃) (Tokyo)	-0.1	+0.7	-0.7	+0.6	+1.7	+2.4	+0.9	-0.6	-1.4	-0.6	-0.3	+2.7	-	+0.6

AOKI: FY3/13 Performance

Aggressive store openings and coordinated marketing activities (coordination of product, sales promotions, visual merchandising, and marketing) for core products

1 Suits and formal wears were firm due to the strengthening proposal of functional items, etc.

	FY3/13 results	YoY %
Units (suits + formal wear)	1,839,000	104.8%
Avg. price of suits	23,900 yen	101.7%

(Units and Avg. price of suits are AOKI+ORIHICA)

2 Jackets and slacks were strong due to the strengthening of Cool Biz and CAFÉ SOHO brand

	YoY %
Jackets	About 117%
Slacks	About 112%

Heat Block Suits

CAFÉ SOHO

AOKI: FY3/13 Performance

Aggressive store openings and coordinated marketing activities (coordination of product, sales promotions, visual merchandising, and marketing) for core products

3 **Ladies' products were strong due to the strengthening of product composition, and the effect of collaboration with magazines, and TV commercials**

	YoY %	Composition %
Ladies' products	About 130%	11.2%

(+1.9pt YoY)

Ladies' wear

4 **Aggressively opening new stores**

Initial plan of store openins: **25** stores ➔ **29** stores

Aomori-hamada Store
(first store in Aomori prefecture)

ORIHICA: FY3/13 Performance

Store network reached 100 stores at end of FY3/13 due to ongoing efforts to improve store environment, product composition (business & business-to-casual), and new store openings in shopping centers

1 Stepped up fashion suggestions for business wear and business-to-casual wear, appropriate for the shopping center customer demographic

- Increase in customers in 40s: about 127% YoY at all stores
- Ladies' products: about 142% YoY (Composition of sales 16.3%, +2.1pt YoY)

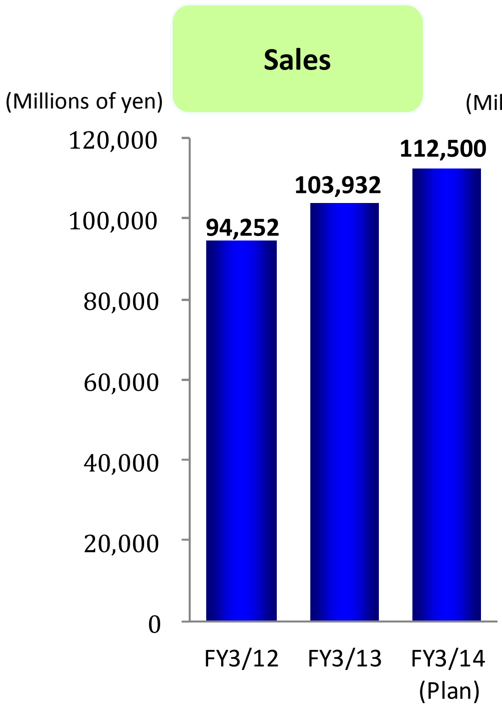
2 Proceeded with ongoing new store openings and renovation of existing stores, including makeover of stores using new look

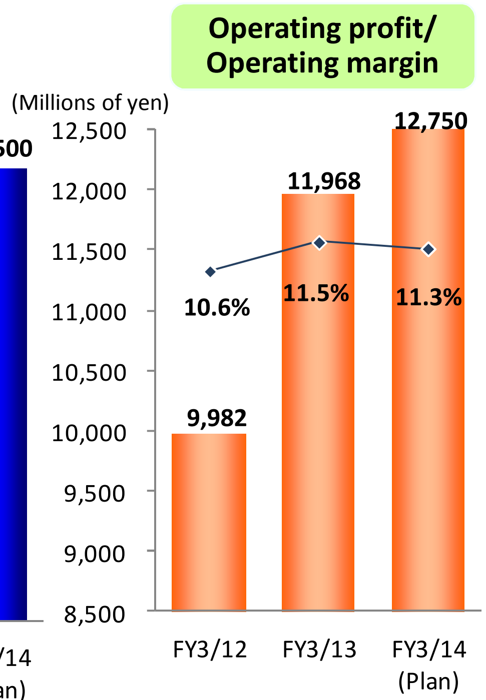
- New store openings: 16 stores → Number of stores at period-end: 106 stores
- Renovation of existing stores, including makeovers (Soho Type*)

Futako Tamagawa Rise Shopping Center Store, converted into Soho Type
*Soho Type: Store format in train station buildings and fashion buildings targeting fashion-conscious singles and couples in their 20s

Fashion Business: FY3/14 Earnings Forecast

Forecast sales and profits increase due to an increase in sales at existing stores and contributions from newly opend stores





(Millions of yen)

	FY3/14 Forecast		
		YoY %	% to sales
Sales	112,500	108.2	100.0
Gross profit	69,420	108.3	61.7
SG&A expenses	56,670	108.7	50.4
Operating profit	12,750	106.5	11.3
Number of stores at period-end	631		

Sales up 8.2% YoY

- New store openings
  - AOKI: 50 (1H: 23, 2H: 27)
  - ORIHICA: 20 (1H: 9, 2H: 11)
- Change in existing-store sales (plan)
  - 1H: +0.3% 2H: +0.4% FY: +0.4%

Operating profit up 6.5% YoY

- Greater sales from existing stores and newly opened stores more than offset the increase in store-opening and personnel expenses
  - SG&A expenses: up 8.7% YoY
- Gross profit margin remains flat

AOKI: FY3/14 Initiatives

Expanding market share by making over existing stores and actively opening new ones

1 Strengthen lineup of products that meet customers' needs and wants and keep up with fashion trends

- Further pursue functionality
- Promote by using characters appropriate to each target segment

2 Develop “Ultra Cross Suits” lineup to expand mix-and-match options

- Mix-and-match enables use as both suit or jacket
- Cool Biz lineup also launched

3 Further strengthen ladies' products

- Strengthening specific markets (“recruitment," "freshers")
- Strengthen product lineups targeting career women
- Stepping up ladies’ formal wear ideas targeting a wide range of age groups

4 Aggressively opening new stores

- Open largest number of stores in a single year (at least 50)

ORIHICA: FY3/14 Initiatives

Improving margins by polishing up our product composition and store environment, while continuing to open new stores in established shopping centers

1. **Improving product composition, store environment in a bid to bring in new customers**

- Offering products appealing to wide range of ages as well as women
- Making over stores using new design

2. **Thorough employee training and review of operational systems**

- Stronger sales and marketing through training program for in-store staff
- Overhaul of store-level operational system, logistics system

3. **Sales floor expansion, achieved through new store openings, or relocation to shopping centers**

- 20 new store openings planned, mainly in existing shopping centers
- Aggressively relocating to shopping centers, or expanding sales floor space inside such locations

AEON MALL Oogaki Store
(opened April 26)

New Market Created by AOKI -1

Diversification of business wear: We want to propose a new category of business wear, with jackets and slacks that customers can mix and match

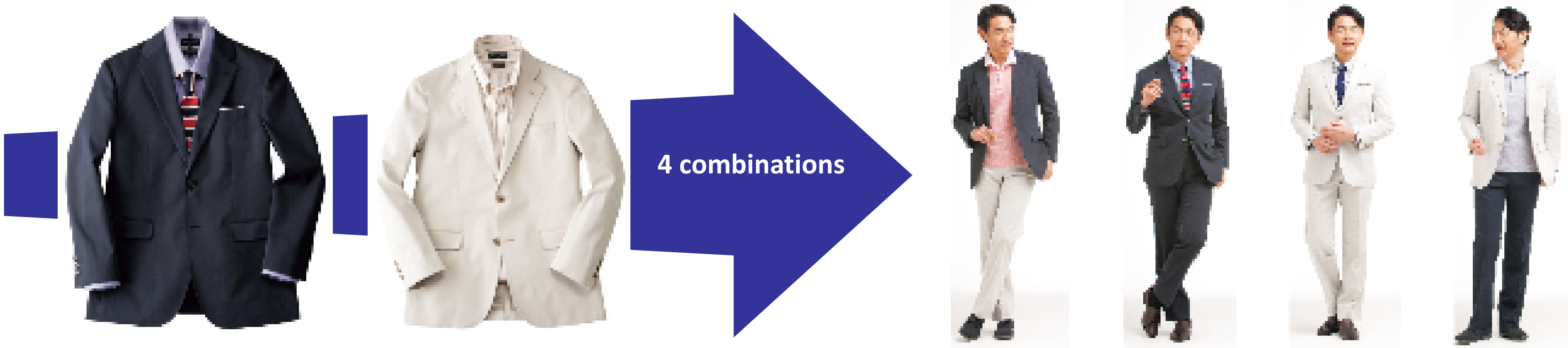
- Cool Biz gaining acceptance
- Trend toward "set-up suits" (mix-and-match jackets and slacks)

\+

- Customer can use suit, or just jacket alone

→ We launched "Ultra Cross Suits" under our CAFÉ SOHO brand. They are perfect for both business and casual situations, and offer unlimited ways to mix and match.

For example: Two navy and beige suits



New Market Created by AOKI -2

Ladies' wear: Sustaining growth in three basic categories

Share of total sales

2.9% in FY3/07 → 11.9% in FY3/13 → Targeting 13-15% up ahead

Ladies' formal wear

To reach our target, we want to sustain growth in three basic categories, which will help establish ladies' wear as a third key source of earnings

1 Suits

- Ladies' suits for job seekers (their first suit) and new-graduate hires
- Designer suits created by Akiko Ogawa targeting career women
- Wide range of inner wear and accessories to go with these suits

2 Black formal wear

- Developing ladies' formal wear suitable for customers ranging in age from 20s to 50s

3 Business-to-casual

- Developing lineup of mix-and-match wear, office outfits
- Expanding lineup of jackets, skirts, pants, and inner wear

Initiatives

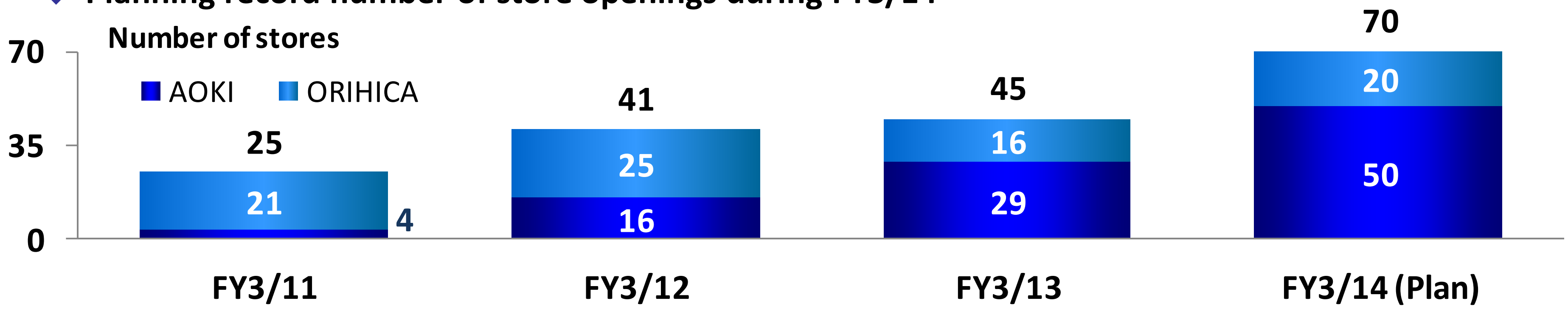
- **Collaborations with magazines**
- **TV commercials**
- **Website promotion**
- **Sales floor expansion**

ORIHICA ladies' wear

Seeking Further Growth

Store openings: Expanding market share via aggressive new store openings

◆ **Planning record number of store openings during FY3/14**



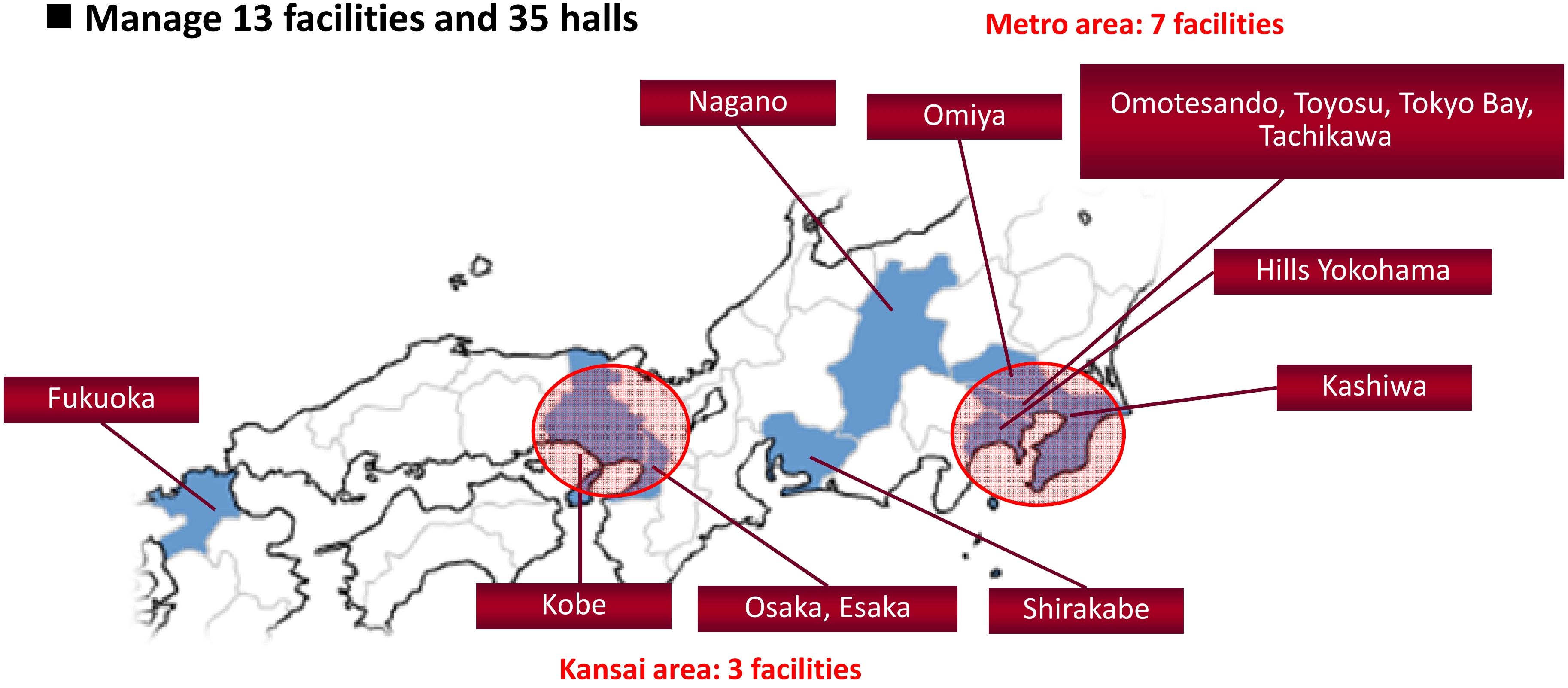
AOKI	Plans for new stores	1. Strengthen store openings in areas yet entered 2. Further extend dominance in areas with strong demand for suits 3. Matching new store format to needs/characteristics of area
	Store opening format	1. Suburban standard store: 495m^2 (150 tsubo) 2. Metropolitan areas near train stations building tenant: 330m^2 (100 tsubo) 3. Shopping centers enclosed mall: 390m^2 (120 tsubo) open mall: 495m^2 (150 tsubo)
ORIHICA	Plans for new stores	1. Solidify dominant presence in Tokyo and its three border prefectures (Kanagawa, Chiba, and Saitama), Chukyo and Kansai areas 2. Strengthen store openings in train station buildings, and fashion buildings
	Store opening format	1. Suburban shopping center (apartment): targets families 2. Free-standing stores (residence): targets families living in central urban areas; singles or couples in their 20s 3. Train station and fashion buildings (SOHO): Fashion-conscious singles or couples in their 20s

Anniversaire and Bridal Business

FY3/13 Performance and FY3/14 Forecast

Provides "Anniversaire"-style Weddings Mainly in Major Cities

■ Manage 13 facilities and 35 halls



■ Product proposals

Average price per couple at the Company: 4,287,000 yen

Average price per couple across industry: 3,438,000 yen

(Zexy Wedding Magazine Trend Survey 2012)

■ Industry position

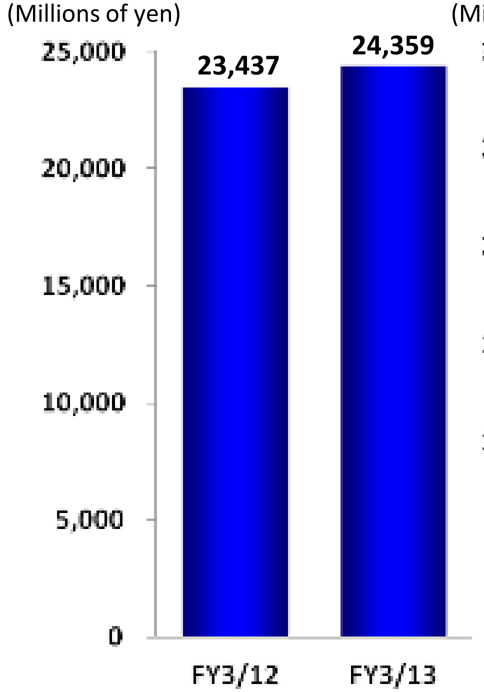
Wedding hall and consultation division sales: No.4 in the industry

“30th service industry comprehensive survey"
Nikkei MJ, November 7, 2012

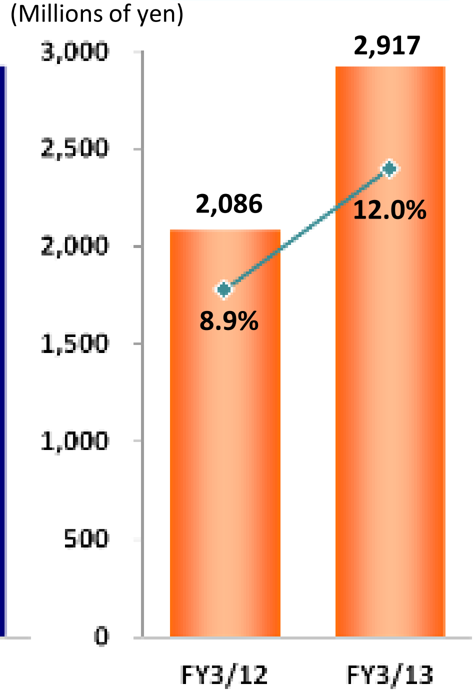
Anniversaire and Bridal Business: FY3/13 Review of Operations

Sales rose and profits also rose sharply due to an increase in the number of married couples and average sales per couple, and improvement in gross profit margin

Sales



Operating profit/ Operating margin



(Millions of yen)

	FY3/13		
		YoY %	% to sales
Sales	24,359	103.9	100.0
Gross profit	7,400	125.4	30.4
SG&A expenses	4,482	117.5	18.4
Operating profit	2,917	139.9	12.0
Number of stores at period-end	13		

Sales up 3.9% YoY

- No. of couples married increased by 134 YoY
- Average sales per couple increased by ¥66,000 YoY

Operating profit up 39.9% YoY

- Gross profit margin up 5.2pt YoY
  - Narrowing down of suppliers and review of terms of trade
  - Fewer losses for foodstuffs and drinks
  - Introduction of original wedding favors
  - Changes to operational procedures
- SG&A expenses up 17.5% YoY
  - Approx. ¥300 million in opening preparation expenses* for ANNIVERSAIRE MINATO MIRAI YOKOHAMA

* We established an "opening preparation office" near the facility about one year prior to the facility's opening to begin marketing activities to receive wedding orders. Preparation expenses include rent, personnel expenses, advertising expenses, and other expenses related to the operation of this opening preparation office. We opened an office in December 2012 charged with preparations for the opening of ANNIVERSAIRE MINATO MIRAI YOKOHAMA.

Performance Benchmarks

	FY3/12	FY3/13	Change	YoY %
No. of facilities at period-end	13	13	-	-
No. of wedding/reception halls at period-end	35	35	-	-
No. of couples married	5,412	5,546	+134	102.5%
Capacity utilization ratio	67.2%	69.5%	+2.3pt	-
Average sales per couple (thousands of yen)	4,221	4,287	+66	101.6%

- Factors of increase in the number of couples married
  - Worked to maintain or strengthen the attractiveness of existing facilities by renovating
  - Strengthened Web-based promotion, and renewed the website
- Factors of increase in the average sales per couple
  - Introduction of new food menus and seasonal menus
  - Strengthened product offerings from the sharing of skilled staff know-how

Measures to Strengthen Existing Facilities

Renovation of 6 facilities in response to customer needs and recent wedding trends

- Tachikawa (1 hall): Crystal decorations, furniture, antechamber, etc.
- Kobe (1 hall): Design on walls, chandelier, interior decorations, etc.
- Esaka (1 hall): Design on walls, decorations on head table, chandelier, etc.
- Hills Yokohama (1 hall): Design of ceiling decorations, chandelier, fountains, etc.
- Omotesando (1 hall): Chandelier, new terrace, new bar counter, etc.
- Fukuoka (1 hall): Chandelier, new window, design on walls, etc.

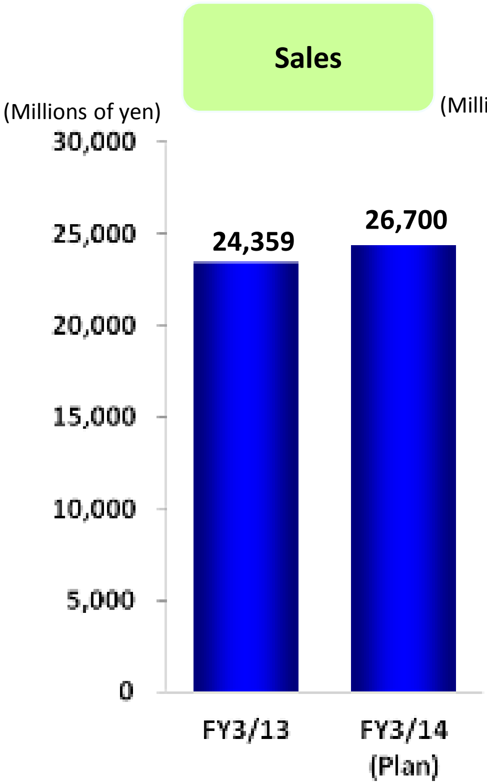
→ Plan to continue periodically renovating wedding halls, in order to maintain or strengthen the attractiveness of existing facilities

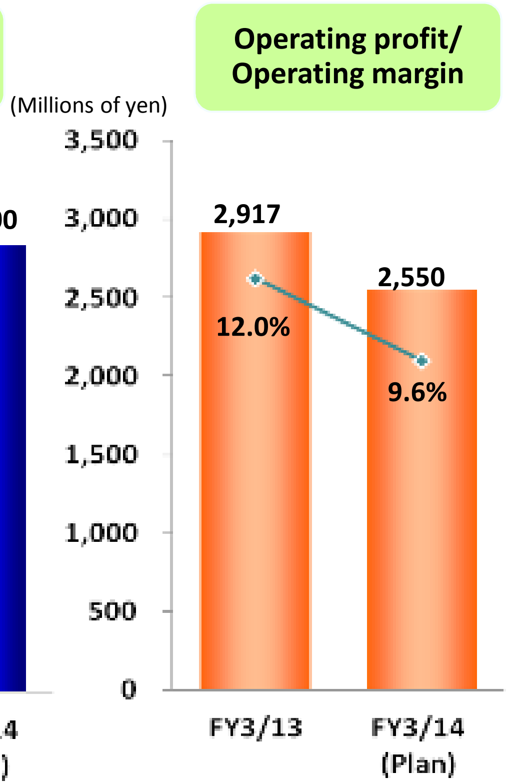
ANNIVERSAIRE OMOTESANDO

ANNIVERSAIRE FUKUOKA

Anniversaire and Bridal Business: FY3/14 Earnings Forecast

Despite higher sales as more couples hold weddings, we expect profit to fall YoY due to higher start-up expenses for new facilities





(Millions of yen)

	FY3/14 Forecast		
		YoY %	% to sales
Sales	26,700	109.6	100.0
Gross profit	8,278	111.9	31.0
SG&A expenses	5,728	127.8	21.5
Operating profit	2,550	87.4	9.6
Number of stores at period-end	14		

Sales up 9.6% YoY

- Opening of ANNIVERSAIRE MINATO MIRAI YOKOHAMA
- Strengthen existing-store sales
  - Achieving higher unit pricing on stronger efforts to pool expertise
  - Launching sales of in-house brand wedding rings
  - Strengthening order-taking by using Internet

Operating profit down 12.6% YoY

- Approx. ¥1 billion in opening preparation expenses* for ANNIVERSAIRE MINATO MIRAI YOKOHAMA

• We established an "opening preparation office" near the facility about one year prior to the facility's opening to begin marketing activities to receive wedding orders. Preparation expenses include rent, personnel expenses, advertising expenses, and other expenses related to the operation of this opening preparation office. We opened an office in December 2012 charged with preparations for the opening of ANNIVERSAIRE MINATO MIRAI YOKOHAMA.

Launching In-house Brand of Engagement and Wedding Rings

et TOUJOURS

◆ Product lineup: total of 15 (3 series, 5 designs)
- Avenir: Adding color to each other's lives
- Volonté: Taking care of each other
- Sincérité: Sharing a new life together

◆ Attractively priced rings for young couples about to begin a new life together

◆ We developed a 105-sided cut of diamond, full of sparkle, for these ANNIVERSAIRE rings.

→ We want to provide a full range of wedding services and take customer satisfaction to a new level.

Overview of ANNIVERSAIRE MINATO MIRAI YOKOHAMA

Overview of planned facility

Facility name: ANNIVERSAIRE MINATO MIRAI YOKOHAMA

Address: Shinko 2-chome, Naka-ku, Yokohama, Kanagawa

Facility scale: Five above-ground floors, two chapels, seven banquet rooms

Site area (total floor area): approx. 18,000m^2 (approx. 17,000m^2)

Start of operations: to be opened in February 2014

Total investments: approx. ¥10.0 billion

Sales target: approx. ¥5.0 billion

Facility location

Wedding salon has started taking orders

Opened: December 3, 2012 (Monday)

Address: Landmark Tower 24F, 2-2-1 Minato Mirai, Nishi-ku, Yokohama, Kanagawa

Features: Wedding salon allows a full view of area where new facility is being built.

A simulation of the wedding ceremony and reception is made possible using the latest digital equipment and video images.

ANNIVERSAIRE CAFÉ

Entertainment Business

FY3/13 Performance and FY3/14 Forecast

Facility Features: Facilities Based on a Clear Concept

Karaoke facilities

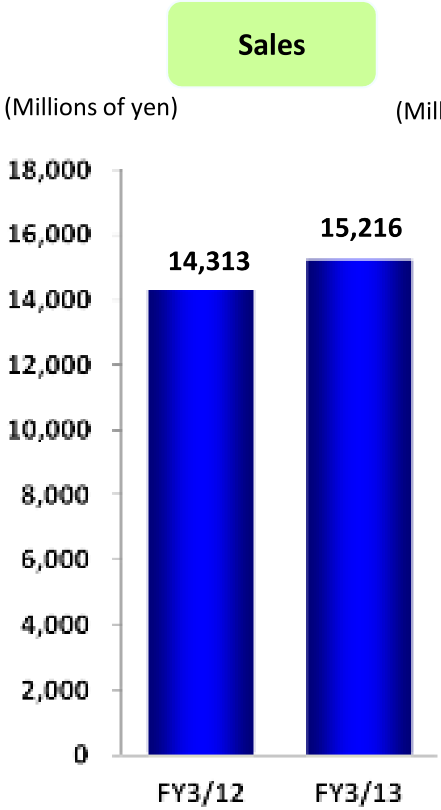
Relaxing space for tomorrow's dynamism

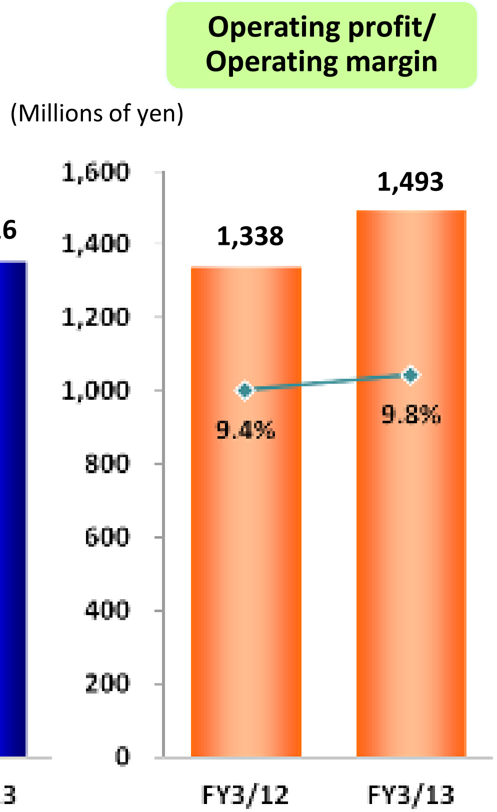
COTE D'AZUR, a karaoke and party facility that draws inspiration from the "paradise-on-earth" coastal region of the same name in southern France, provides a refreshing and relaxing atmosphere filled with song and conversation

Industry rank: No.5

"30th service industry comprehensive survey"
Nikkei MJ, November 14, 2012

Sales and profits increased due to contributions from newly opened stores and cost control





(Millions of yen)

	FY3/13		
		YoY %	% to sales
Sales	15,216	106.3	100.0
Gross profit	3,181	106.2	20.9
SG&A expenses	1,688	101.9	11.1
Operating profit	1,493	111.6	9.8
Number of stores at period-end	143		

Sales up 6.3% YoY

- New store openings particularly in front of train stations: 13 (+4 stores YoY)
- Store renovations: 23
  Brisk sales to families, seniors, and housewives thanks to collaborations and other initiatives

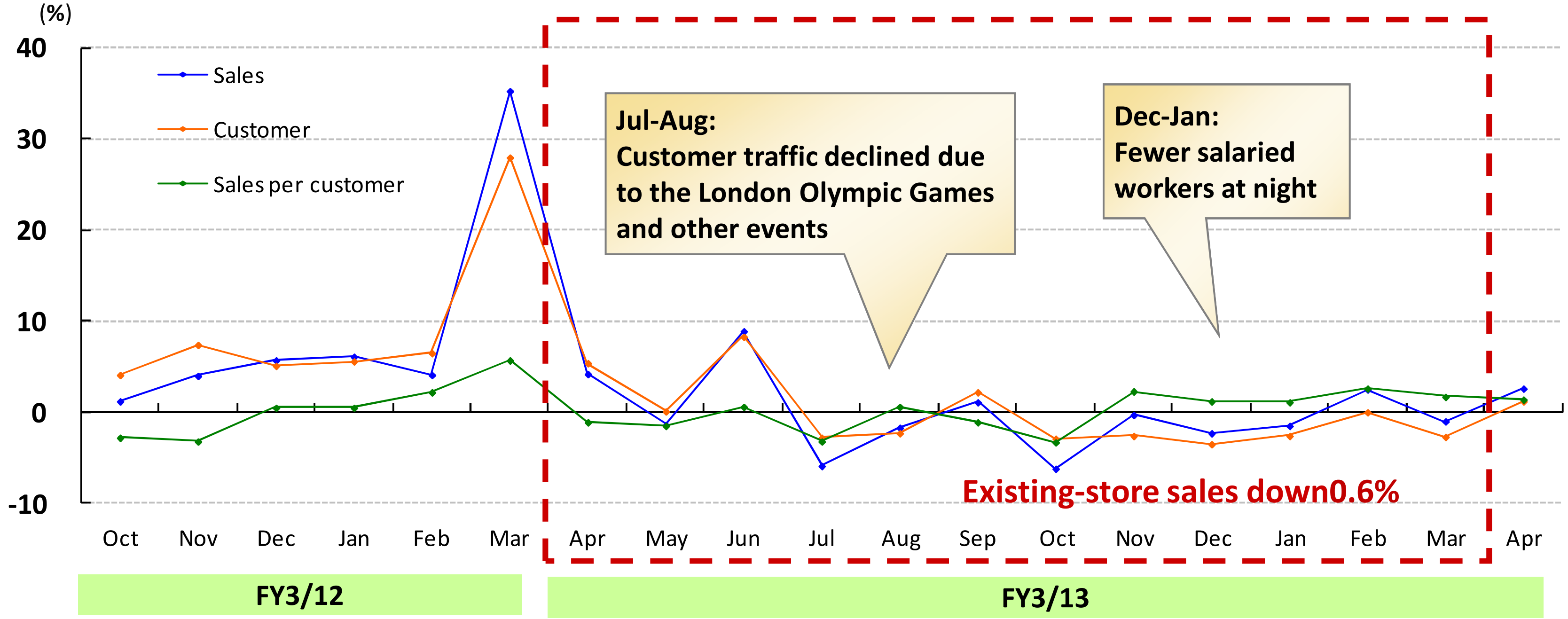
Operating profit up 11.6% YoY

- Gross profit margin: 20.9% (±0pt YoY)
- Cost control

Family room

Conditions at Existing Stores

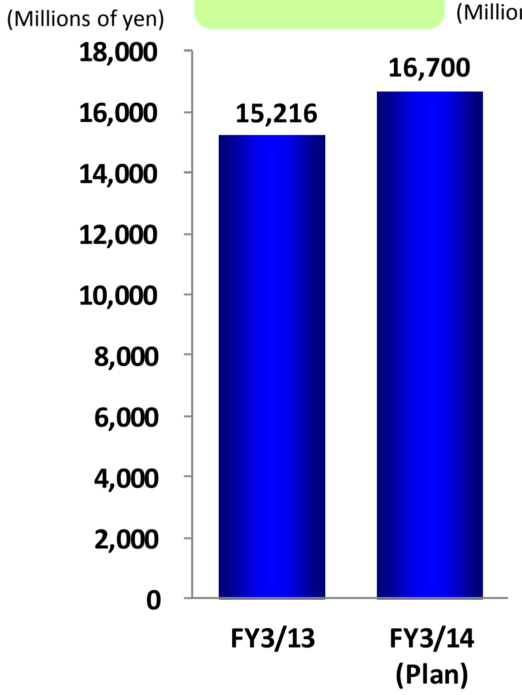
Monthly trend in sales growth

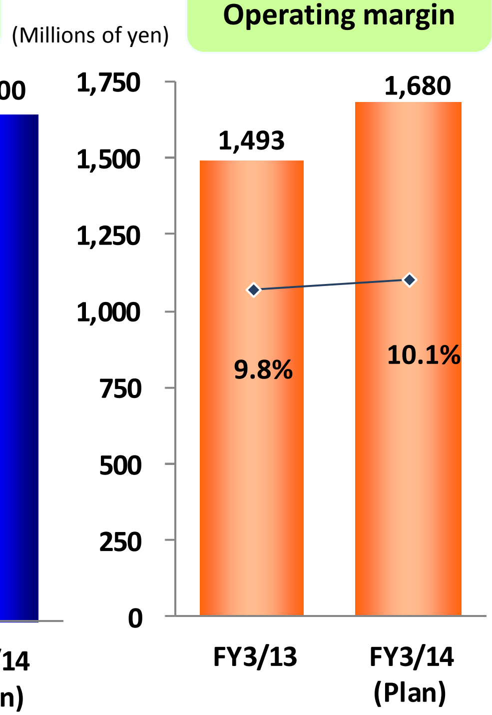


	Apr 2012	May 2012	Jun 2012	Jul 2012	Aug 2012	Sep 2012	Oct 2012	Nov 2012	Dec 2012	Jan 2013	Feb 2013	Mar 2013	Full year	Apr 2013
Existing-store sales (%)	+4.2	-1.4	+8.9	-5.9	-1.7	+1.1	-6.2	-0.3	-2.3	-1.5	+2.5	-1.0	-0.6	+2.6
No. of customers (%)	+5.4	+0.1	+8.3	-2.8	-2.3	+2.2	-2.9	-2.6	-3.5	-2.6	+0.0	-2.7	-0.5	+1.2
Sales per customer (%)	-1.1	-1.5	+0.6	-3.2	+0.6	-1.1	-3.3	+2.3	+1.2	+1.1	+2.6	+1.7	-0.1	+1.4
Deviation from average temperature (℃) (Tokyo)	-0.1	+0.7	-0.7	+0.6	+1.7	+2.4	+0.9	-0.6	-1.4	-0.6	-0.3	+2.7	-	+0.6

Karaoke Facility Operations: FY3/14 Earnings Forecast

Forecast sales and profit increase due to contributions from new store openings and maintaining sales at existing facilities





(Millions of yen)

	FY3/14 Forecast		
		YoY %	% to sales
Sales	16,700	109.7	100.0
Gross profit	3,650	114.7	21.9
SG&A expenses	1,970	116.7	11.8
Operating profit	1,680	112.5	10.1
Number of stores at period-end	158		

Sales up 9.7% YoY

- New store openings particularly in front of train stations: 15 (1H: 10, 2H: 5)
- Maintaining existing store sales
  - Change in existing-store sales (plan): ±0% YoY
  - Renovations (19 planned)
  - Conduct collaboration campaign with famous artists
  - Further improvement of food and drink menu

Operating profit up 12.5% YoY

- Absorption of higher expenses from new store openings and renovations

Facility Features: Facilities Based on a Clear Concept

Café Complex

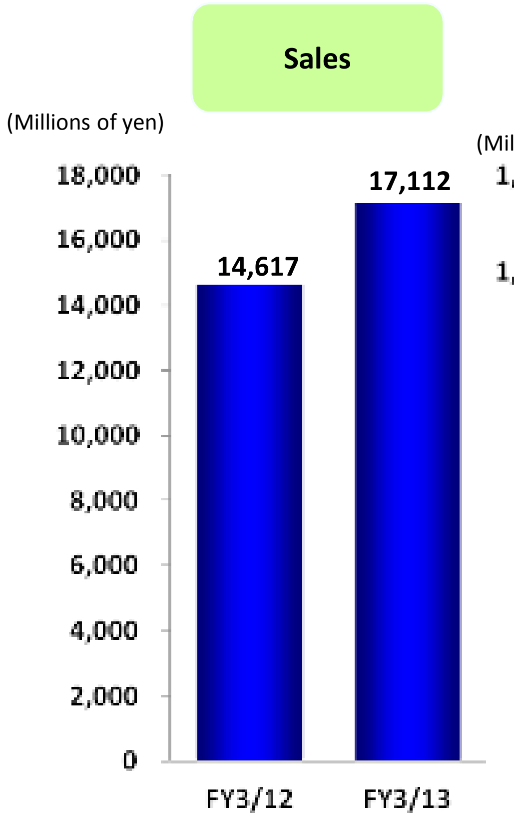
Extreme relaxation close at hand

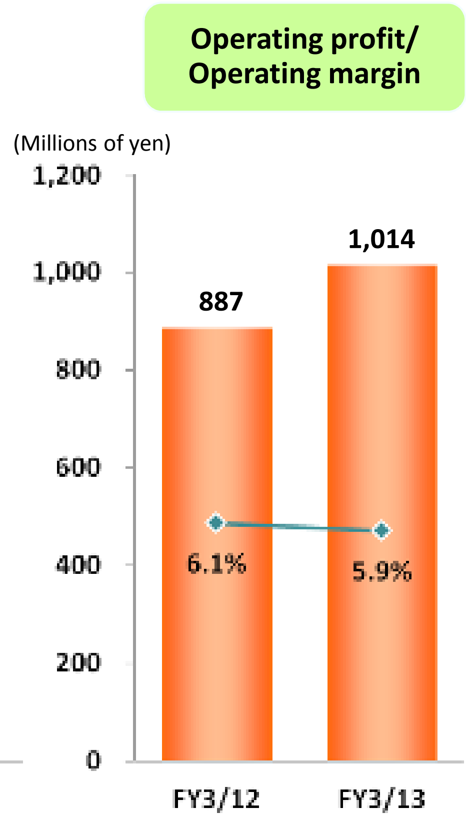
Café complex "KAIKATSU CLUB," which draws inspiration from the Asian resort island of Bali, is a "relaxation convenience store."
We provide "convenient" relaxation space readily accessible to customers.

Industry rank: No.1

"30th service industry comprehensive survey"
Nikkei MJ, November 7, 2012

Sales and profits increased due to higher sales at existing stores and contributions from new store openings





(Millions of yen)

	FY3/13		
		YoY %	% to sales
Sales	17,112	117.1	100.0
Gross profit	2,820	122.1	16.5
SG&A expenses	1,805	126.9	10.6
Operating profit	1,014	114.4	5.9
Number of stores at period-end	211		

Sales up 17.1% YoY

- New store openings: 40 (+20 YoY)
- Change in existing-store sales: +2.0%
  - Successful Renovations (15 facilities)
  - More customers thanks to addition of new amusement offerings
  - Strong food sales due to the introduction of limited-time-only menus, and morning and lunch menus

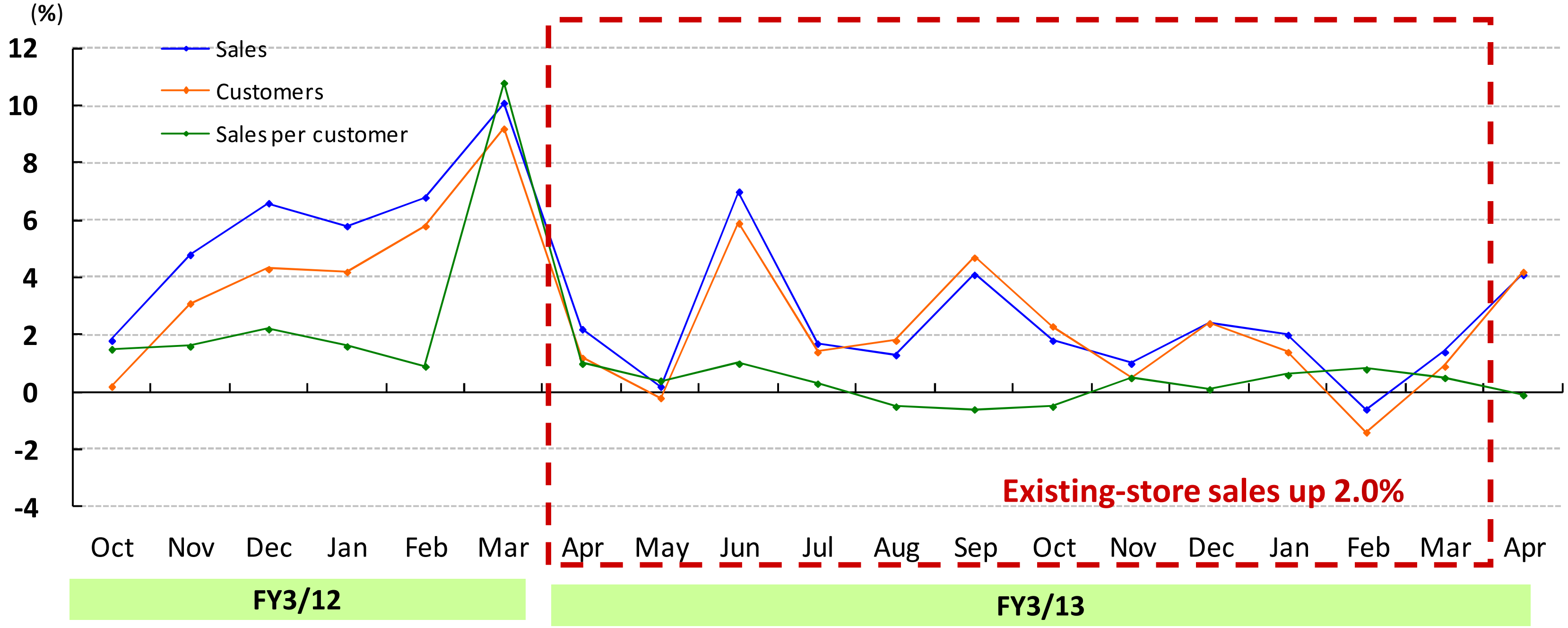
Operating profit up 14.4% YoY

- Higher sales from existing stores offset new store-opening expenses and renovation expenses

Online dart

Conditions at Existing Stores

Monthly trend in sales growth

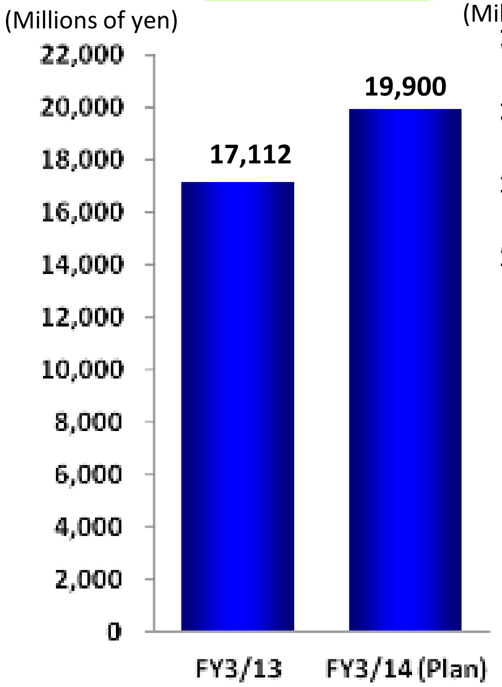


	Apr 2012	May 2012	Jun 2012	Jul 2012	Aug 2012	Sep 2012	Oct 2012	Nov 2012	Dec 2012	Jan 2013	Feb 2013	Mar 2013	Full year	Apr 2013
Existing-store sales (%)	+2.2	+0.2	+7.0	+1.7	+1.3	+4.1	+1.8	+1.0	+2.4	+2.0	-0.6	+1.4	+2.0	+4.1
No. of customers (%)	+1.2	-0.2	+5.9	+1.4	+1.8	+4.7	+2.3	+0.5	+2.4	+1.4	-1.4	+0.9	+1.8	+4.2
Sales per customer (%)	+1.0	+0.4	+1.0	+0.3	-0.5	-0.6	-0.5	+0.5	+0.1	+0.6	+0.8	+0.5	+0.3	-0.1
Deviation from average temperature (℃) (Tokyo)	-0.1	+0.7	-0.7	+0.6	+1.7	+2.4	+0.9	-0.6	-1.4	-0.6	-0.3	+2.7	-	+0.6

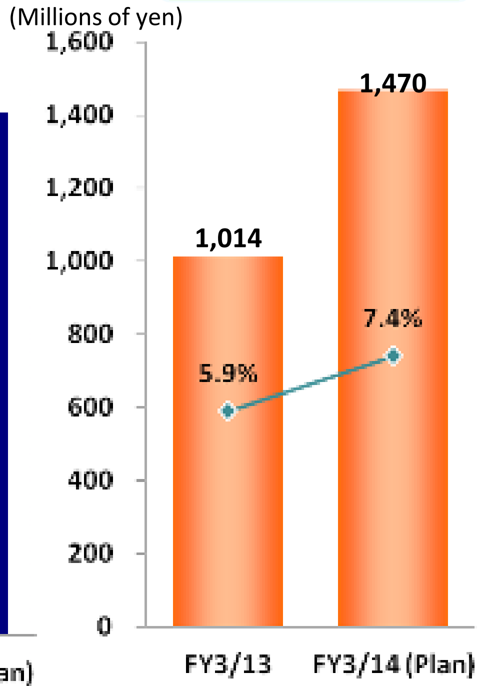
Café Complex Operations: FY3/14 Earnings Forecast

Forecast sales and profit increase due to contributions from new store openings and higher sales at existing facilities

Sales



Operating profit/ Operating margin



(Millions of yen)

	FY3/14 Forecast	
		YoY %	% to sales
Sales	19,900	116.3	100.0
Gross profit	3,357	119.0	16.9
SG&A expenses	1,887	104.5	9.5
Operating profit	1,470	144.8	7.4
Number of stores at period-end	236		

Sales up 16.3% YoY

- New store openings: 25 (1H: 15, 2H: 10)
- Revitalization of existing stores
  - Change in existing-store sales (plan): +1.0% YoY
  - Renovations (40 planned)
  - New hiring and training
  - Developing new contents

Operating profit up 44.8% YoY

- Absorption of higher expenses from new store openings and renovations

Ikebukuro Higashiguchi-ekimae Store (Opened April 18)

Supplementary Documents

Notes on pages 51, 53 and 54:
1. Net income per share: Net income divided by average number of common shares outstanding (excluding treasury stock).
2. All amounts are rounded down to million yen.
3. The total operating profit for each segment and operating profit do not match due to inter-segmental adjustments. Please see pages 12 and 18 for the difference.

FY3/13 Consolidated Business Results

(Millions of yen unless otherwise stated)

	FY3/12 Results	%	FY3/13 Plan	%	FY3/13 Results	%	YoY change	YoY %
Sales	146,591	100.0	157,270	100.0	160,589	100.0	13,997	109.5
Fashion	94,252	100.0	100,700	100.0	103,932	100.0	9,679	110.3
Anniversaire/Bridal	23,437	100.0	24,250	100.0	24,359	100.0	922	103.9
Karaoke	14,313	100.0	15,400	100.0	15,216	100.0	903	106.3
Café Complex	14,617	100.0	16,950	100.0	17,112	100.0	2,494	117.1
Gross profit	68,902	47.0	75,700	48.1	77,999	48.6	9,097	113.2
Fashion	57,216	60.7	61,990	61.6	64,109	61.7	6,893	112.0
Anniversaire/Bridal	5,900	25.2	7,300	30.1	7,400	30.4	1,500	125.4
Karaoke	2,995	20.9	3,195	20.7	3,181	20.9	186	106.2
Café Complex	2,310	15.8	2,710	16.0	2,820	16.5	509	122.1
SG&A expenses	55,135	37.6	59,800	38.0	60,921	37.9	5,786	110.5
Fashion	47,233	50.1	50,840	50.5	52,140	50.2	4,907	110.4
Anniversaire/Bridal	3,813	16.3	4,500	18.6	4,482	18.4	668	117.5
Karaoke	1,657	11.6	1,755	11.4	1,688	11.1	30	101.9
Café Complex	1,423	9.7	1,800	10.6	1,805	10.6	382	126.9
Operating profit	13,766	9.4	15,900	10.1	17,078	10.6	3,311	124.1
Fashion	9,982	10.6	11,150	11.1	11,968	11.5	1,986	119.9
Anniversaire/Bridal	2,086	8.9	2,800	11.5	2,917	12.0	831	139.9
Karaoke	1,338	9.4	1,440	9.4	1,493	9.8	155	111.6
Café Complex	887	6.1	910	5.4	1,014	5.9	127	114.4
Ordinary income	14,584	9.9	16,350	10.4	17,590	11.0	3,006	120.6
Net income	7,087	4.8	8,700	5.5	9,832	6.1	2,744	138.7
Net income per share (yen)	167.07	-	210.08	-	236.51	-	69.44	-
Shares outstanding at period-end (1,000 shares)	41,670	-	41,412	-	41,277	-	-393	-

FY3/13 Major Expenses

SG&A expenses

(Millions of yen unless otherwise stated)

	FY3/12 Results					FY3/13 Results									
	Total	Fashion	Anniversaire/ Bridal	Karaoke	Café Complex	Total	YoY %	Fashion	YoY %	Anniversaire/ Bridal	YoY %	Karaoke	YoY %	Café Complex	YoY %
Advertising expenses	**10,397**	**8,398**	**1,275**	**417**	**111**	**11,452**	**110.1**	**9,351**	**111.3**	**1,341**	**105.2**	**373**	**89.4**	**145**	**130.3**
Personnel expenses	**19,732**	**15,948**	**793**	**862**	**893**	**21,780**	**110.4**	**17,495**	**109.7**	**1,027**	**129.6**	**918**	**106.5**	**1,081**	**121.1**
Rents	**11,579**	**11,658**	**36**	**36**	**38**	**12,429**	**107.3**	**12,544**	**107.6**	**105**	**288.0**	**31**	**85.7**	**36**	**94.5**
Depreciation	**2,543**	**2,064**	**35**	**9**	**21**	**2,674**	**105.2**	**2,164**	**104.8**	**54**	**150.6**	**11**	**114.7**	**27**	**129.1**

Note: The sum of the business segment items does not match the total because the total includes expenses of AOKI Holdings Inc. and inter-segment eliminations.

Major expenses included in cost of sales

	FY3/12 Results			FY3/13 Results					
	Anniversaire/ Bridal	Karaoke	Café Complex	Anniversaire/ Bridal	YoY %	Karaoke	YoY %	Café Complex	YoY %
Personnel expenses	**4,235**	**3,231**	**3,858**	**4,233**	**100.0**	**3,442**	**106.5**	**4,467**	**115.8**
Rents	**1,752**	**2,775**	**2,543**	**1,726**	**98.5**	**2,881**	**103.8**	**2,944**	**115.8**
Depreciation	**1,042**	**1,179**	**979**	**1,025**	**98.4**	**1,354**	**114.8**	**1,332**	**136.1**

Note: The ANNIVERSAIRE/Bridal, Karaoke, and Café Complex businesses include the above-stated expenses in cost of sales, in addition to the SG&A expenses in the upper table.

First Half FY3/14 Consolidated Forecast

(Millions of yen unless otherwise stated)

		1H FY3/13 Results	%	1H FY3/14 Plan	%	YoY change	YoY %
Sales		67,425	100.0	73,290	100.0	5,864	108.7
	Fashion	40,227	100.0	43,400	100.0	3,172	107.9
	Anniversaire/Bridal	11,618	100.0	12,200	100.0	581	105.0
	Karaoke	7,175	100.0	7,800	100.0	624	108.7
	Café Complex	8,424	100.0	9,900	100.0	1,475	117.5
Gross profit		30,836	45.7	33,680	46.0	2,843	109.2
	Fashion	24,406	60.7	26,600	61.3	2,193	109.0
	Anniversaire/Bridal	3,353	28.9	3,530	28.9	176	105.2
	Karaoke	1,263	17.6	1,442	18.5	178	114.1
	Café Complex	1,571	18.7	1,878	19.0	306	119.5
SG&A expenses		27,753	41.2	31,180	42.5	3,426	112.3
	Fashion	23,347	58.0	26,340	60.7	2,992	112.8
	Anniversaire/Bridal	2,116	18.2	2,730	22.4	613	129.0
	Karaoke	841	11.7	972	12.5	130	115.4
	Café Complex	902	10.7	948	9.6	45	105.1
Operating profit		3,083	4.6	2,500	3.4	-583	81.1
	Fashion	1,058	2.6	260	0.6	-798	24.6
	Anniversaire/Bridal	1,237	10.7	800	6.6	-437	64.6
	Karaoke	421	5.9	470	6.0	48	111.6
	Café Complex	668	7.9	930	9.4	261	139.0
Ordinary income		3,263	4.8	2,950	4.0	-313	90.4
Net income		1,901	2.8	1,650	2.3	-251	86.8
Net income per share (yen)		45.63	-	39.97	-	-5.66	-
Shares outstanding at period-end (1,000 shares)		41,672	-	41,277	-	-395	-

FY3/14 Consolidated Forecast

(Millions of yen unless otherwise stated)

	FY3/13 Results	%	FY3/14 Plan	%	YoY change	YoY %
Sales	160,589	100.0	175,800	100.0	15,210	109.5
Fashion	103,932	100.0	112,500	100.0	8,567	108.2
Anniversaire/Bridal	24,359	100.0	26,700	100.0	2,340	109.6
Karaoke	15,216	100.0	16,700	100.0	1,483	109.7
Café Complex	17,112	100.0	19,900	100.0	2,787	116.3
Gross profit	77,999	48.6	85,175	48.4	7,175	109.2
Fashion	64,109	61.7	69,420	61.7	5,310	108.3
Anniversaire/Bridal	7,400	30.4	8,278	31.0	877	111.9
Karaoke	3,181	20.9	3,650	21.9	468	114.7
Café Complex	2,820	16.5	3,357	16.9	536	119.0
SG&A expenses	60,921	37.9	66,575	37.9	5,653	109.3
Fashion	52,140	50.2	56,670	50.4	4,529	108.7
Anniversaire/Bridal	4,482	18.4	5,728	21.5	1,245	127.8
Karaoke	1,688	11.1	1,970	11.8	281	116.7
Café Complex	1,805	10.6	1,887	9.5	81	104.5
Operating profit	17,078	10.6	18,600	10.6	1,521	108.9
Fashion	11,968	11.5	12,750	11.3	781	106.5
Anniversaire/Bridal	2,917	12.0	2,550	9.6	-367	87.4
Karaoke	1,493	9.8	1,680	10.1	186	112.5
Café Complex	1,014	5.9	1,470	7.4	455	144.8
Ordinary income	17,590	11.0	19,100	10.9	1,509	108.6
Net income	9,832	6.1	10,300	5.9	467	104.8
Net income per share (yen)	236.51	-	249.53	-	13.02	-
Shares outstanding at period-end (1,000 shares)	41,277	-	41,277	-	-	-

FY3/14 Major Expenses

SG&A expenses

(Millions of yen unless otherwise stated)

	FY3/13 Results					FY3/14 Plan									
	Total	Fashion	Anniversaire/ Bridal	Karaoke	Café Complex	Total		Fashion		Anniversaire/ Bridal		Karaoke		Café Complex	
							YoY %		YoY %		YoY %		YoY %		YoY %
Advertising expenses	11,452	9,351	1,341	373	145	12,104	105.7	9,728	104.0	1,718	128.1	410	109.9	148	102.0
Personnel expenses	21,780	17,495	1,027	918	1,081	24,686	113.3	19,898	113.7	1,352	131.5	1,011	110.1	1,150	106.3
Rents	12,429	12,544	105	31	36	13,674	110.0	13,710	109.3	202	192.3	27	89.3	33	92.1
Depreciation	2,674	2,164	54	11	27	2,734	102.2	1,697	78.4	78	145.9	44	405.6	24	89.4

Note: The sum of the business segment items does not match the total because the total includes expenses of AOKI Holdings Inc. and inter-segment eliminations.

Major expenses included in cost of sales

	FY3/13 Results			FY3/14 Plan					
	Anniversaire / Bridal	Karaoke	Café Complex	Anniversaire / Bridal		Karaoke		Café Complex	
					YoY %		YoY %		YoY %
Personnel expenses	4,233	3,442	4,467	4,586	108.3	3,775	109.7	5,148	115.2
Rents	1,726	2,881	2,944	1,775	102.8	3,215	111.6	3,480	118.2
Depreciation	1,025	1,354	1,332	1,104	107.7	1,299	95.9	1,342	100.8

Note: The ANNIVERSAIRE/Bridal, Karaoke, and Café Complex businesses include the above-stated expenses in cost of sales, in addition to the SG&A expenses in the upper table.

Reference: FY3/13 Fashion Business Performance

(1) Change in existing-store sales

(%)

	First half	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Second half	Full year
FY3/13	4.5	-4.8	14.8	0.0	3.5	5.3	13.3	6.0	5.4
FY3/12	0.2	1.3	-0.8	14.5	3.4	13.0	19.3	8.5	5.1

(2) Change in number of customers and sales per customer at existing stores

(%)

		First half	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Second half	Full year
Number of customers	FY3/13	1.0	-2.8	9.3	-0.3	-1.5	2.1	10.9	3.1	2.2
	FY3/12	-0.7	-5.9	-5.9	7.4	-1.4	4.4	12.8	1.3	0.4
Sales per customer	FY3/13	3.4	-2.0	5.1	0.3	5.1	3.1	2.2	2.9	3.2
	FY3/12	0.9	7.6	5.4	6.7	4.9	8.3	5.8	7.1	4.7

(3) Number of units sold and unit prices of business suits

		First half	YoY %	Second half	YoY %	Full year	YoY %
Number of units sold (in ten thousands)	FY3/13	53.7	104.4	95.1	105.3	148.7	105.0
	FY3/12	51.4	96.0	90.3	107.8	141.7	103.2
Unit price (thousands of yen)	FY3/13	22.9	101.8	24.2	101.7	23.9	101.7
	FY3/12	22.5	97.4	23.8	103.0	23.5	101.3

(4) Sales by category

(Millions of yen unless otherwise stated)

	FY3/12 Results	%	FY3/13 Results	%	YoY change	YoY %
Heavy clothing	46,010	48.8	49,018	47.2	3,007	106.5
Medium clothing	7,171	7.6	8,232	7.9	1,061	114.8
Light clothing	38,635	41.0	43,762	42.1	5,126	113.3
Other	2,434	2.6	2,916	2.8	481	119.8
Total	94,252	100.0	103,929	100.0	9,676	110.3

Definition: Heavy clothing: Suit, coat, formal wear
Medium clothing: Jacket, slacks
Light clothing: Casual wear, shirt and all other clothing and accessories

(5) Average total sales area

(Square meters)

FY3/12	FY3/13	YoY change	YoY %
284,782	293,400	8,618	103.0

(6) Store network by prefecture

(Number of stores)

	FY3/12			FY3/13									
	No. of stores at period-end			No. of stores opened			No. of stores closed			No. of stores at period-end			
	AOKI	ORIHICA	Total	AOKI	ORIHICA	Total	AOKI	ORIHICA	Total	AOKI	ORIHICA	Total	
Hokkaido	15		15	4		4	1		1	18		18	Hokkaido/
Iwate	2		2							2		2	Tohoku
Aomori				2		2				2		2	
Miyagi	6	3	9	1	1	2				7	4	11	41
Fukushima	6	1	7	1		1				7	1	8	
Ibaraki	15	5	20							15	5	20	Kanto
Tochigi	7	2	9	1		1	1		1	7	2	9	
Gunma	8		8	2		2				10		10	
Saitama	49	8	57		3	3				49	11	60	
Chiba	40	11	51	1	1	2	3		3	38	12	50	292
Tokyo	56	20	76	4	5	9	1		1	59	25	84	
Kanagawa	43	13	56	2	1	3				45	14	59	
Niigata	8	1	9							8	1	9	Koshinetsu/
Toyama	7		7							7		7	Hokuriku
Ishikawa	7		7							7		7	
Fukui	2		2							2		2	52
Yamanashi	6		6							6		6	
Nagano	21		21							21		21	
Gifu	7		7		1	1				7	1	8	Tokai
Shizuoka	17	2	19	3		3	3		3	17	2	19	
Aichi	47	9	56	1	2	3		1	1	48	10	58	95
Mie	10		10							10		10	
Shiga	4	1	5							4	1	5	Kinki/
Kyoto	2	1	3	1		1				3	1	4	Chugoku
Osaka	28	5	33	3	2	5				31	7	38	
Hyogo	10	6	16							10	6	16	71
Nara	2		2							2		2	
Hiroshima	3	3	6							3	3	6	
Fukuoka	9		9	2		2				11		11	Kyushu
Kumamoto	3		3	1		1				4		4	15
Total	440	91	531	29	16	45	9	1	10	460	106	566	566

Reference: FY3/14 Fashion Business Outlook

(1) Change in existing-store sales

(%)

	First half	Second half	Full year
FY3/14 (plan)	0.3	0.4	0.4
FY3/13	4.5	6.0	5.4

(2) Change in number of customers and sales per customer at existing stores

(%)

		First half	Second half	Full year
Number of customers	FY3/14 (plan)	0.7	-0.2	0.3
	FY3/13	1.0	3.1	2.2
Sales per customer	FY3/14 (plan)	-0.4	0.6	0.1
	FY3/13	3.4	2.9	3.2

(3) Sales plan by category

(Millions of yen unless otherwise stated)

	FY3/13 Results	%	FY3/14 Plan	%	YoY change	YoY %
Heavy clothing	49,018	47.2	51,550	45.8	2,531	105.2
Medium clothing	8,232	7.9	9,050	8.0	817	109.9
Light clothing	43,762	42.1	48,550	43.2	4,787	110.9
Other	2,916	2.8	3,350	3.0	433	114.9
Total	103,929	100.0	112,500	100.0	8,570	108.2

Reference: FY3/13 Entertainment Business Performance

(1) Karaoke facility operations: Change in existing-store sales, number of customers and sales per customer at existing stores

(%)

	First half	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Second half	Full year
Sales	0.5	-6.2	-0.3	-2.3	-1.5	2.5	-1.0	-1.6	-0.6
Number of customers	1.5	-2.9	-2.6	-3.5	-2.6	0.0	-2.7	-2.5	-0.5
Sales per customer	-0.9	-3.3	2.3	1.2	1.1	2.6	1.7	0.9	-0.1

(2) Karaoke facility operations: Percentage to existing-store sales

(%)

		FY3/12	FY3/13	YoY change
Existing stores	Room charges	52.2	52.2	-
	Food and beverage sales	46.8	47.0	+0.2pt
	Other sales	1.0	0.8	-0.2pt

(3) Café complex operations: Change in existing-store sales, number of customers and sales per customer at existing stores

(%)

	First half	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Second half	Full year
Sales	2.7	1.8	1.0	2.4	2.0	-0.6	1.4	1.4	2.0
Number of customers	2.4	2.3	0.5	2.4	1.4	-1.4	0.9	1.0	1.8
Sales per customer	0.2	-0.5	0.5	0.1	0.6	0.8	0.5	0.3	0.3

(4) Café complex operations: Percentage to existing-store sales

(%)

		FY3/12	FY3/13	YoY change
Existing stores	Booth sales	83.5	83.7	+0.2pt
	Food sales	13.4	13.6	+0.2pt
	Other sales	3.1	2.7	-0.4pt

(5) Store network by prefecture

(Number of stores)

	FY3/12			FY3/13									
	No. of stores at period-end			No. of stores opened			No. of stores closed			No. of stores at period-end			
	COTE D'AZUR	KAIKATSU CLUB	Total	COTE D'AZUR	KAIKATSU CLUB	Total	COTE D'AZUR	KAIKATSU CLUB	Total	COTE D'AZUR	KAIKATSU CLUB	Total	
Hokkaido					2	2					2	2	Hokkaido/
Iwate	1	3	4	1		1				2	3	5	Tohoku
Miyagi	5	4	9	1	1	2				6	5	11	
Akita	1		1		2	2				1	2	3	30
Yamagata	1	2	3		1	1				1	3	4	
Fukushima		3	3	1	1	2				1	4	5	
Ibaraki	4	8	12							4	8	12	Kanto
Tochigi	1	2	3		2	2				1	4	5	
Gunma	1	7	8							1	7	8	
Saitama	5	17	22		1	1				5	18	23	
Chiba	9	14	23	1	3	4				10	17	27	143
Tokyo	23	10	33	3		3				26	10	36	
Kanagawa	18	11	29	3		3				21	11	32	
Niigata	3	5	8		1	1				3	6	9	Koshinetsu/
Toyama	1	1	2							1	1	2	Hokuriku
Ishikawa	4	2	6	1	1	2				5	3	8	
Fukui	5		5							5		5	
Yamanashi	1	3	4							1	3	4	47
Nagano	13	6	19							13	6	19	
Gifu	1	3	4		2	2	1		1		5	5	Tokai
Shizuoka	5	7	12	1	1	2		1	1	6	7	13	
Aichi	9	19	28		3	3				9	22	31	57
Mie	3	6	9				1		1	2	6	8	
Shiga	2	1	3		2	2				2	3	5	Kinki/
Kyoto	3	6	9							3	6	9	Chugoku/Shikoku
Osaka	5	20	25							5	20	25	
Hyogo	5	8	13		3	3				5	11	16	
Nara	2	1	3							2	1	3	
Wakayama		1	1		1	1					2	2	
Shimane					1	1					1	1	74
Okayama	1		1	1	3	4				2	3	5	
Hiroshima		2	2		2	2					4	4	
Yamaguchi					1	1					1	1	
Kagawa					3	3					3	3	
Fukuoka					2	2					2	2	Kyushu
Kumamoto					1	1					1	1	3
Total	132	172	304	13	40	53	2	1	3	143	211	354	354

Reference: FY3/14 Entertainment Business Outlook

(1) Karaoke facility operations:
Change in existing-store sales, number of customers and sales per customer at existing stores

(%)

		First half	Second half	Full year
Sales	FY3/14 (Plan)	0.0	0.0	0.0
	FY3/13	0.5	-1.6	-0.6
Number of customers	FY3/14 (Plan)	0.0	0.0	0.0
	FY3/13	1.5	-2.5	-0.5
Sales per customer	FY3/14 (Plan)	0.0	0.0	0.0
	FY3/13	-0.9	0.9	-0.1

(2) Café complex operations :
Change in existing-store sales, number of customers and sales per customer at existing stores

(%)

		First half	Second half	Full year
Sales	FY3/14 (Plan)	0.7	1.2	1.0
	FY3/13	2.7	1.4	2.0
Number of customers	FY3/14 (Plan)	0.7	1.2	0.9
	FY3/13	2.4	1.0	1.8
Sales per customer	FY3/14 (Plan)	0.1	0.1	0.1
	FY3/13	0.2	0.3	0.3