AOKI Holdings

Performance Briefing

for the First Half of the Fiscal Year Ending March 31, 2014

November 22, 2013

AOKI Holdings Inc.

AOKI ORIHICA ANNIVERSAIRE COTE D'AZUR 快活CLUB 快活フィットネスCLUB

Contents

AOKI Group’s Business Portfolio Management

Business Portfolio Comprised of Three Segments

Fashion Business

Promoting the pleasure of dressing well
The AOKI Group's founding business. Proposes diverse fashion ideas for customers' working and after-hours activities, featuring the Group's suits, casual wear, and women's wear.

AOKI

Chain of primarily roadside stores, although we have recently strengthen store openings in central Tokyo and prefectures yet entered 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, train station buildings, and fashion buildings.
Offer new "business" and "business-to-casual" styles targeting men and women in their 20's to 30'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, shops, and café & restaurant for all ceremonious occasions. Located in the center of the fashionable Omotesando district. Well-known for hosting the weddings of the famous, has become one of the top brands 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.

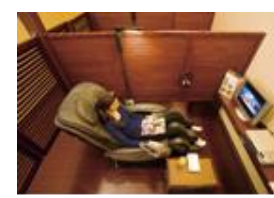
Entertainment Business

Offering entertainment and relaxation
Offers a welcoming environment with a wide lineup of services and a tasty menu aimed at helping customers unwind. Café complex KAIKATSU CLUB is an industry leader in this field.

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

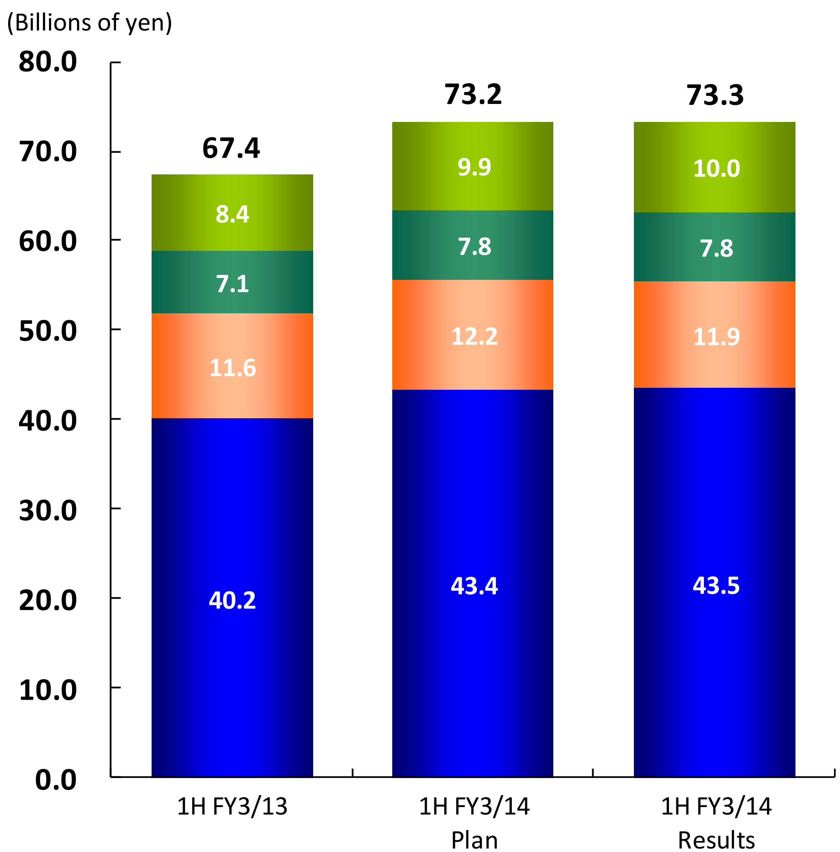
Café complex, modeled after the island of Bali, that provides a relaxing and rejuvenating environment for those who want to quietly rest or those who just want a change of pace. KAIKATSU CLUB in Kita-yamata, Yokohama, offers a fitness club, karaoke space, and simulated golf range.

First Half of FY3/14 Financial Highlights

Group sales and profits increased, and achieved record sales and operating profit in the first half

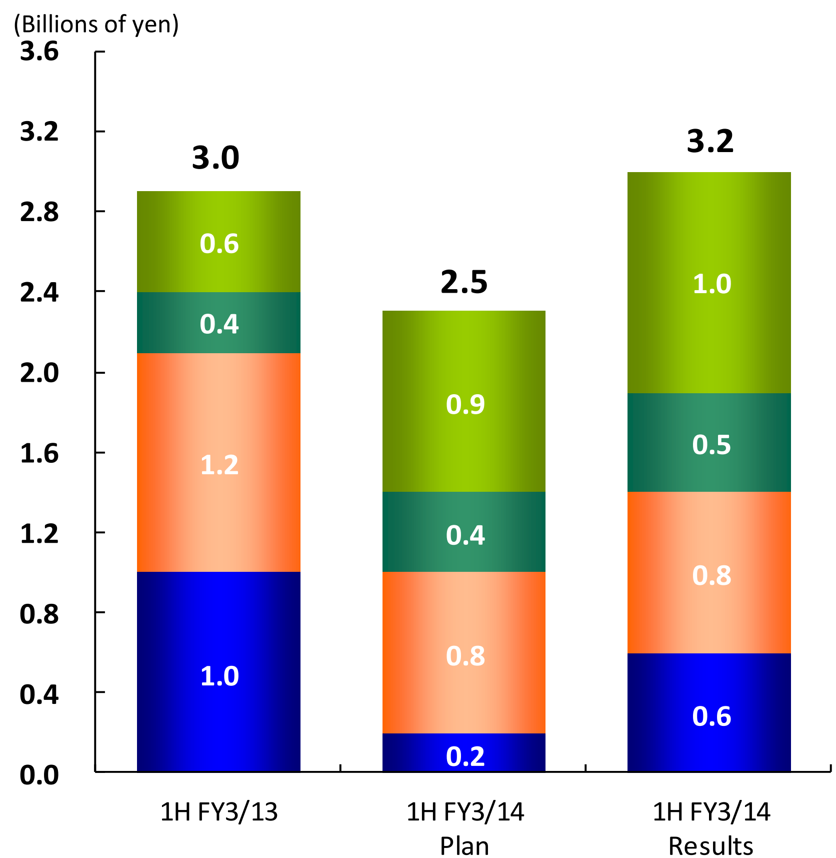
Sales

- Sales rose in all business segments



Operating Profit

- Profits rose in the Karaoke and Café Complex Businesses
- Profits fell in the Fashion and ANNIVERSAIRE/Bridal Businesses but much higher than projected

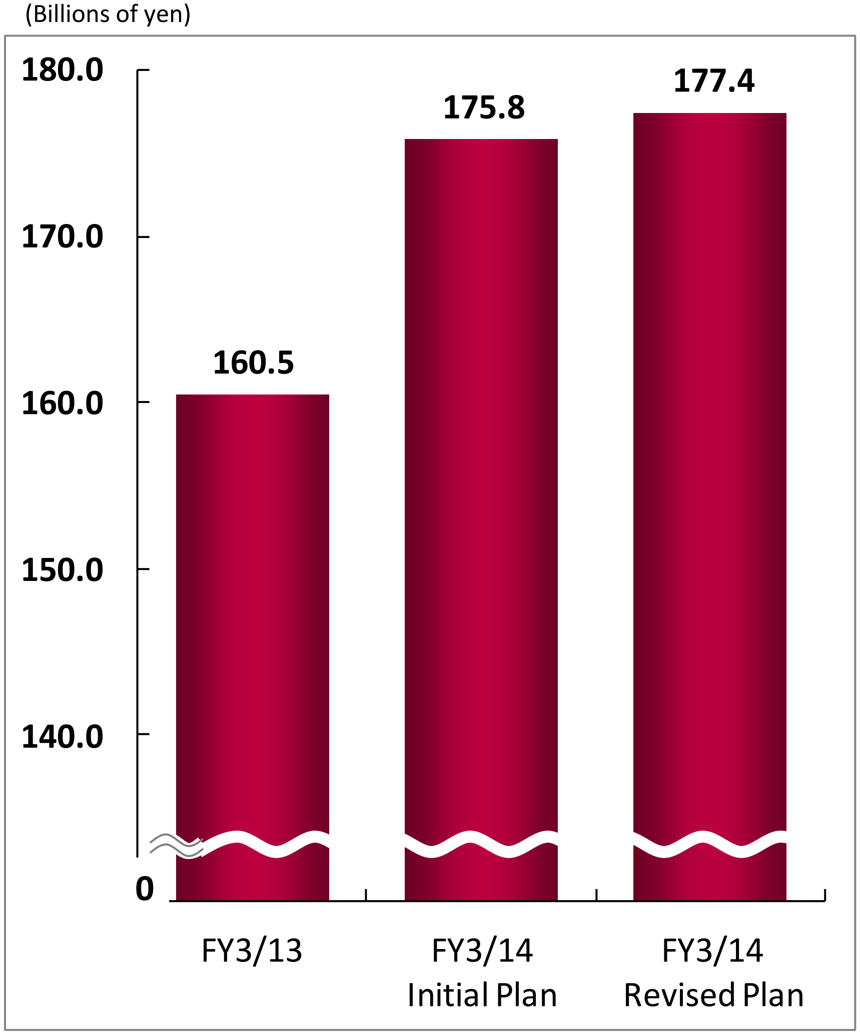


■ Fashion ■ Anniversaire and Bridal ■ Karaoke ■ Café Complex

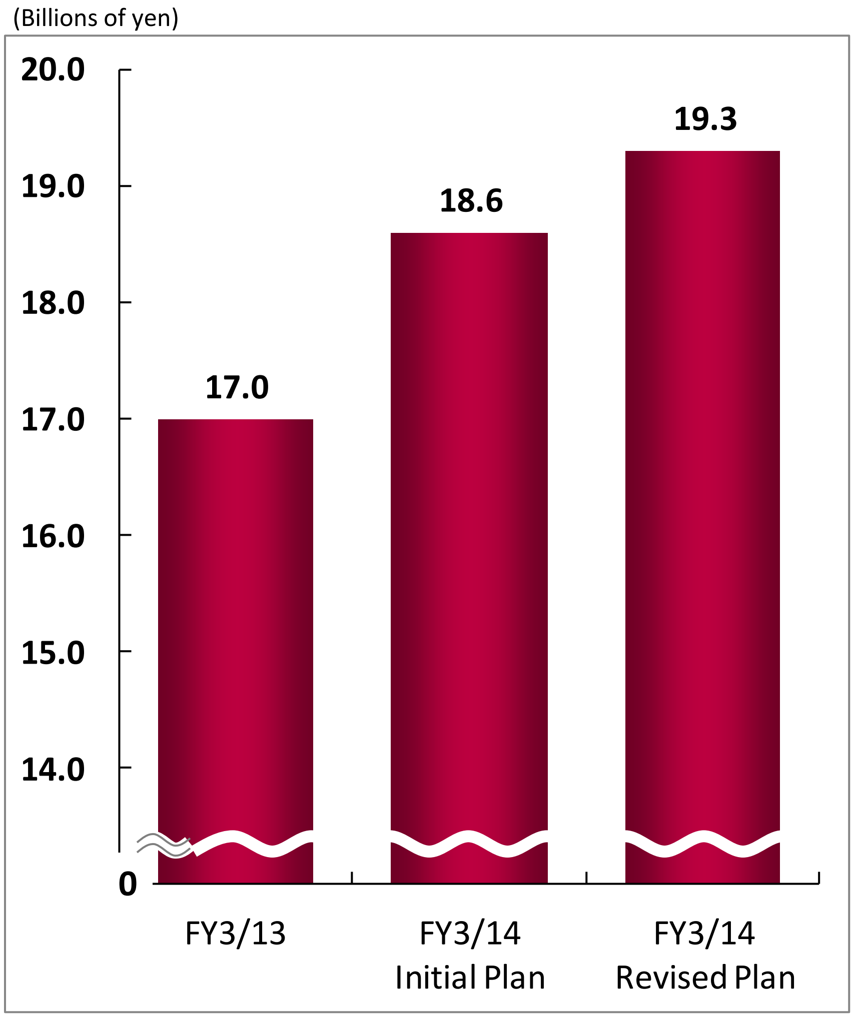
Business Portfolio Sustaining Growth

Group targeting record sales and operating profit, just as in FY3/13

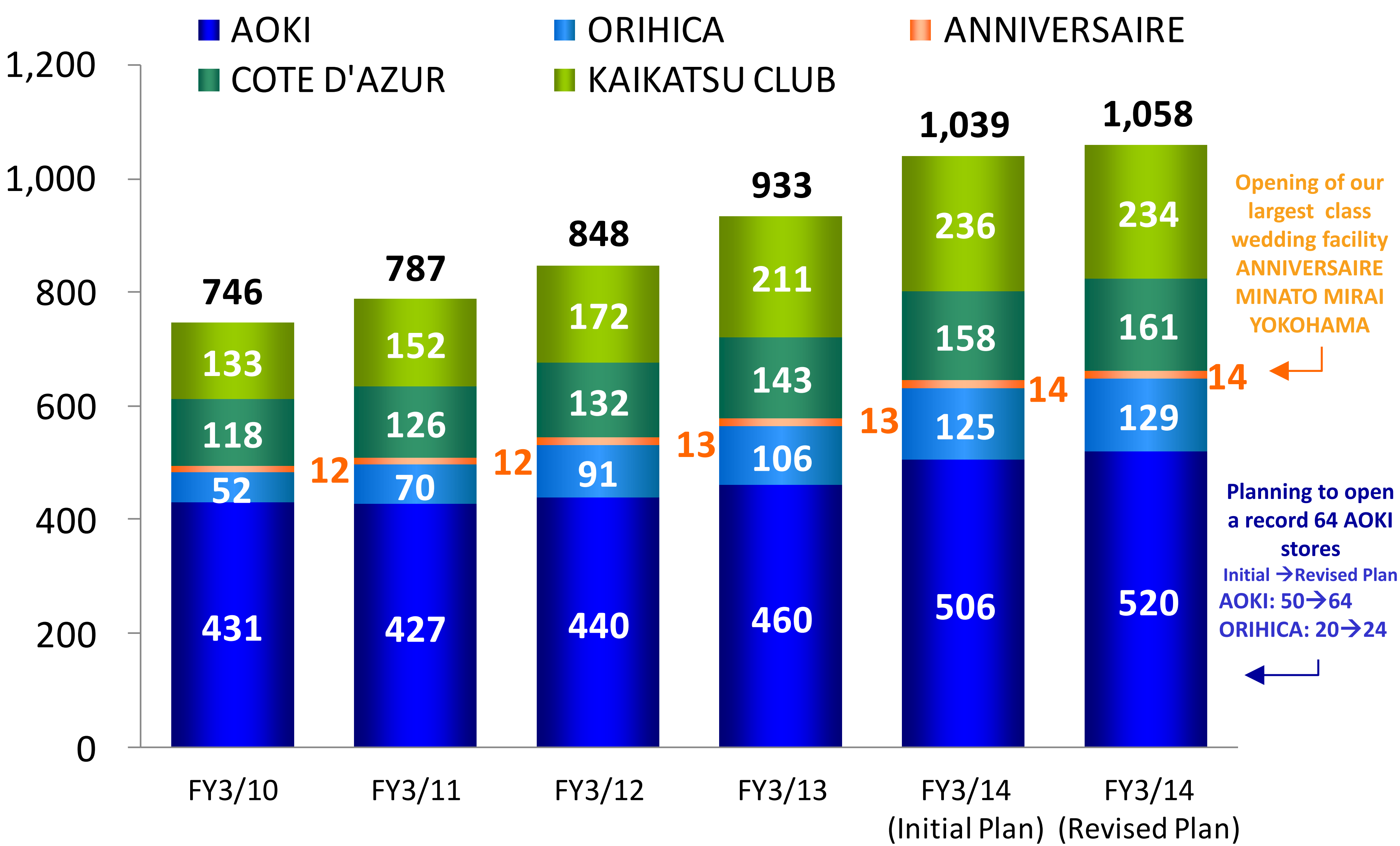
Sales



Operating Profit

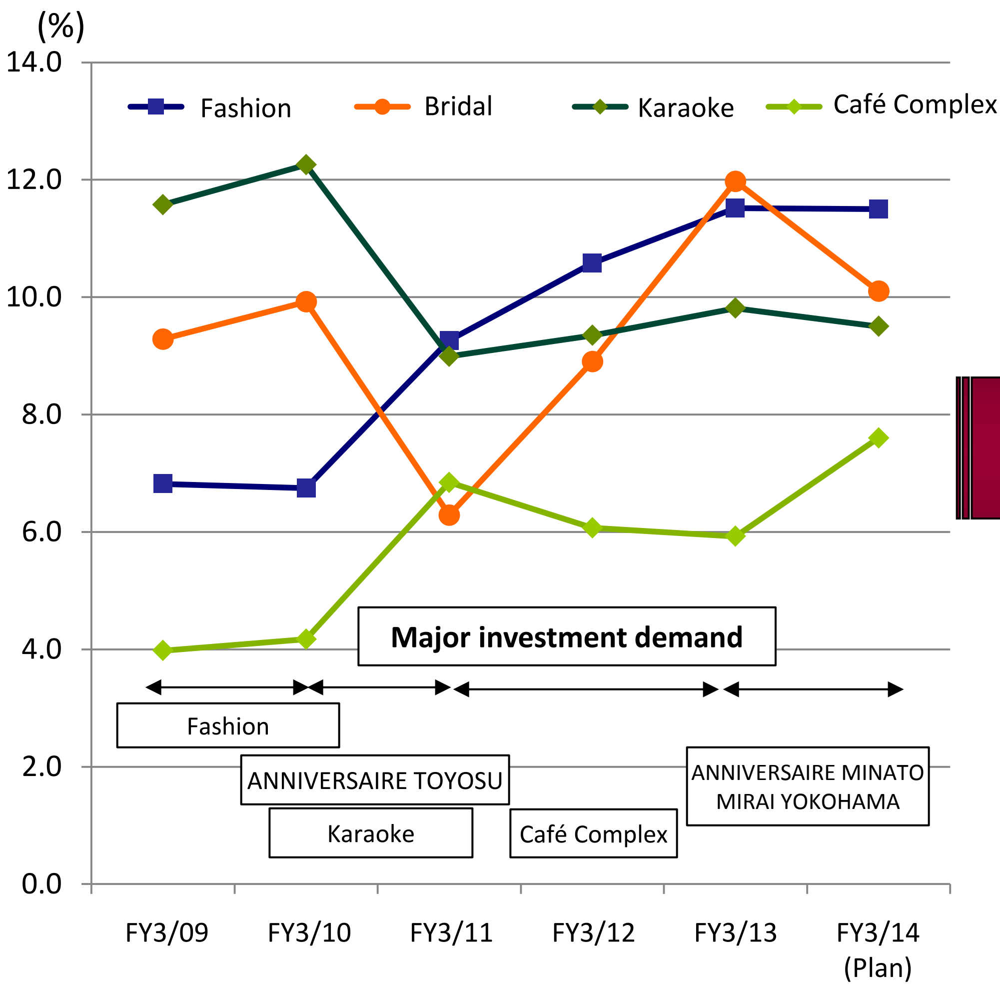


Revised the Store-opening Plans: Planning to Open a Group Record 130 Stores in FY3/14

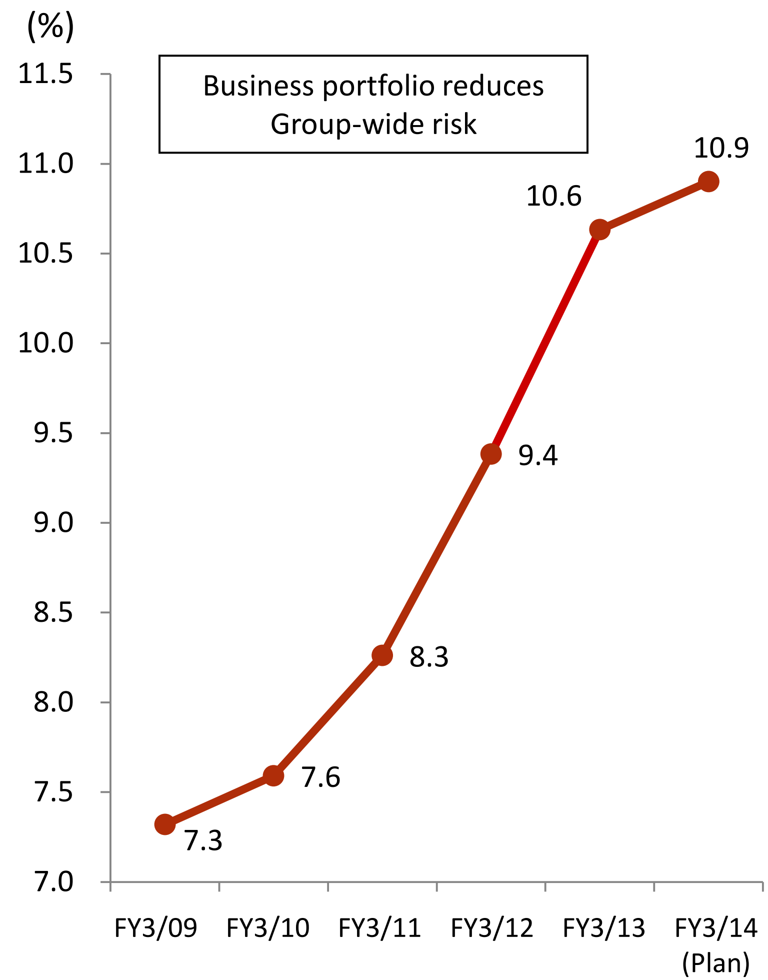


“Business Portfolio Management” Makes Risk-suppressed Growth Trajectory Possible

Operating margin in each business



Group-wide Operating margin



AOKI Group's Target Benchmarks

Likely to achieve certain medium-term management targets

FY3/13

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

FY3/14 Plan

Benchmark	Level
Operating margin	10.9%
ROA	9.7%
EPS	¥261.28

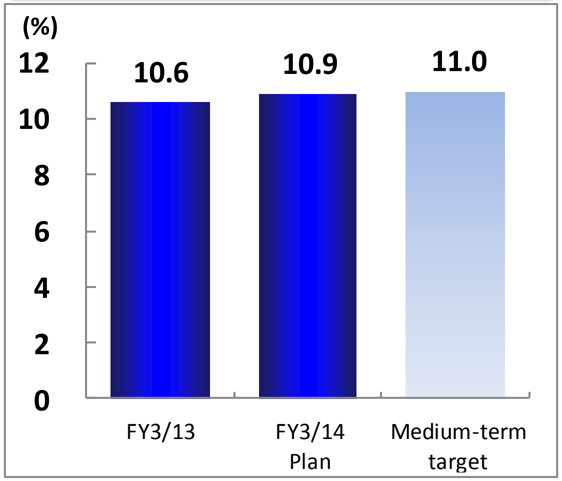
Medium-term Target

(Announced on May 11, 2012)

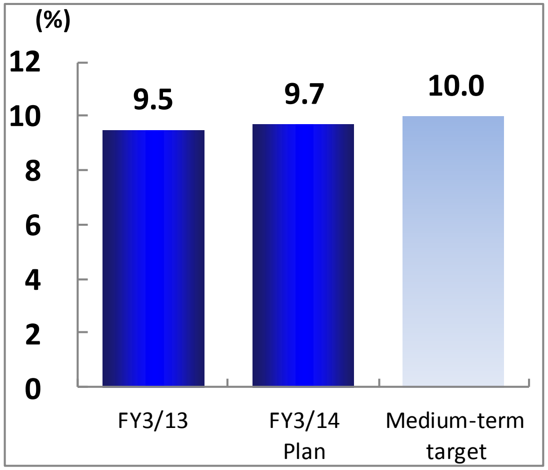
Benchmark	Level
Operating margin	11.0%
ROA	10.0%
EPS	¥250

ROA = (Ordinary income / Total assets) x 100 (%)
EPS (earnings per share) is calculated based on the number of shares before the stock split

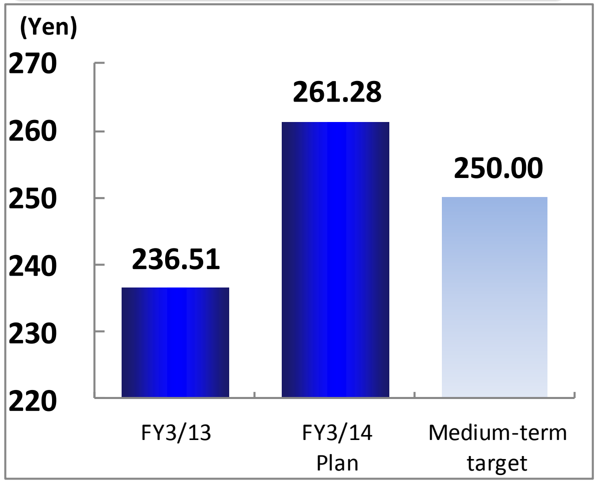
Operating Margin



ROA

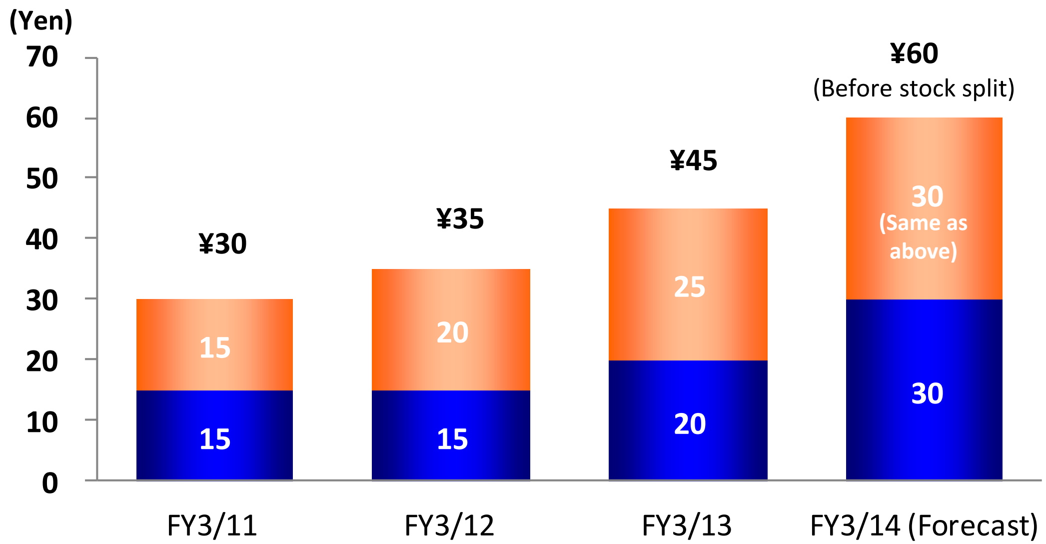


EPS



Dividends

We plan to boost our annual dividend for FY3/14 from ¥45 to ¥60 (before stock split)



	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 (Forecast)	60.0 (Forecast)

Note: FY3/14 forecast for year-end dividend is an estimate before the stock split. FY3/14 forecast for annual dividend represents total amount of actual dividend payments in 2Q-end and year-end dividend forecast.

Announcement of 1-to-2 stock split

In accordance with the resolution of the Board of Directors on November 13, 2013, the Company plans to conduct a 1-to-2 common stock split effective January 1, 2014. Accordingly, the Company plans to pay a year-end dividend of ¥15 per share, which will result in an annual dividend of ¥45 per share (there will be no effective change in amount before the stock split).

First Half of FY3/14 Review of Operations

Consolidated Profit and Loss

(Millions of yen)

Account/Period	1H FY3/13	1H FY3/14	Change	YoY %	Major components
Sales	67,425	73,381	5,956	108.8	Contributions from new stores and higher existing-store sales
Gross profit Gross profit margin	30,836 45.7%	33,874 46.2%	3,037 +0.5pt	109.9	Improvement in 0.5pt at Fashion Business
Selling, general and administrative expenses	27,753	30,601	2,847	110.3	Increases in store-opening expenses and personnel expenses at each business segment
Operating profit Operating margin	3,083 4.6%	3,272 4.5%	189 -0.1pt	106.2	Contributions from Karaoke and Café Complex Businesses
Non-operating profit	1,150	1,026	-124	89.2	
Non-operating expenses	970	650	-319	67.0	Decrease in loss on disposal of fixed assets related to relocation of company headquarters in the previous fiscal year
Ordinary income	3,263	3,648	385	111.8	
Extraordinary gains	185	5	-179	3.2	
Extraordinary losses	97	388	291	398.5	Mainly impairment losses
Net income	1,901	1,946	45	102.4	

◆Depreciation: ¥2,875 million (including lease assets of ¥837 million)
◆1H YoY existing-store sales: +0.2% for Fashion, +0.7% for Karaoke, +3.6% for Café Complex

Sales and Operating Profit by Business Segment

Sales by business segment

(Millions of yen)

Business segment	1H FY3/13	1H FY3/14	Change	YoY %	Major components
Total	**67,425**	**73,381**	**5,956**	**108.8**	
Fashion	**40,227**	**43,508**	**3,280**	**108.2**	Contributions from new stores
Anniversaire and Bridal	**11,618**	**11,954**	**336**	**102.9**	Increase in the number of couples married and higher average sales per couple
Entertainment (Total)	**15,600**	**17,913**	**2,313**	**114.8**	
(of which) Karaoke	**7,175**	**7,856**	**680**	**109.5**	Increase in existing-store sales and contributions from new stores
(of which) Café Complex	**8,424**	**10,057**	**1,633**	**119.4**	Increase in existing-store sales and contributions from new stores

Operating profit by business segment

(Millions of yen)

Business segment	1H FY3/13	1H FY3/14	Change	YoY %	Major components
Total	**3,083**	**3,272**	**189**	**106.2**	
Fashion	**1,058**	**626**	**-431**	**59.3**	Increases in store-opening expenses and personnel expenses
Anniversaire and Bridal	**1,237**	**892**	**-345**	**72.1**	Increase in opening preparation expenses
Entertainment (Total)	**1,090**	**1,583**	**493**	**145.2**	
(of which) Karaoke	**421**	**506**	**85**	**120.2**	Higher sales and cost control
(of which) Café Complex	**668**	**1,077**	**408**	**161.0**	Higher sales and cost control
Inter-segment transactions	**(302)**	**193**	**496**	**-**	Decrease in amortization of goodwill

Major Changes in Consolidated Balance Sheets

(Millions of yen)

Account/Period	FY3/13	1H FY3/14	Change	Major components
Current assets	58,267	50,063	-8,204	Decrease in accounts receivable-trade of ¥(5,242) million
Cash in hand and in banks	22,396	18,009	-4,386	Decreased due to capital investments and income taxes paid
Inventories	18,908	21,662	2,754	Increased due to openings of new stores, etc.
Fixed assets	135,396	140,890	5,494	
Tangible fixed assets	91,091	95,318	4,227	Increased due to openings of new stores, etc.
Intangible fixed assets	6,497	6,872	375	
Investments and other assets	37,807	38,699	892	
Total assets	193,664	190,954	-2,709	
Current liabilities	45,207	41,026	-4,181	Decrease in accrued income taxes of ¥(5,291) million
Accounts payable-trade	16,273	13,666	-2,607	Decreased due to seasonal factors
Current portion of long-term debt (including short-term)	8,698	14,896	6,200	Increase in short-term debt
Long-term liabilities	36,972	36,991	19	
Long-term debt	25,361	25,313	-48	
Total liabilities	82,179	78,017	-4,161	
Common stock	23,282	23,282	-	
Capital surplus	22,586	22,724	138	
Retained earnings	70,624	71,538	914	Increased due to net income and dividends from surplus
Treasury stock	(5,767)	(5,382)	384	
Unrealized gain on securities	680	773	93	
Stock acquisition rights	79	-	-79	
Total net assets	111,484	112,936	1,451	Increase in retained earnings
Total liabilities and net assets	193,664	190,954	-2,709	

Consolidated Statements of Cash Flows

(Millions of yen)

Account/Period	1H FY3/13	1H FY3/14	Change	Major components
Cash flows from operating activities	**(9)**	**(1,848)**	**-1,839**	Increase in income taxes paid: ¥(2,410) million
Cash flows from investing activities	**(7,224)**	**(7,204)**	**20**	
Cash flows from financing activities	**984**	**4,666**	**3,682**	Decrease in short-term debt: ¥(2,000) million Long-term debt: ¥5,000 million
Change in cash and cash equivalents	**(6,250)**	**(4,386)**	**1,863**	
Beginning balance	**23,108**	**22,396**	**-712**	
Ending balance	**16,858**	**18,009**	**1,151**	

Number of Stores Opened/Closed

(Millions of yen excluding number of stores)

Business segment	Stores/facilities	1H FY3/13			1H FY3/14		
		Number of Stores	Opened	Closed	Number of Stores	Opened	Closed
Fashion	AOKI	442	10	8	480	24	4
	ORIHICA	98	8	1	116	11	1
Anniversaire and Bridal	ANNIVERSAIRE	13	-	-	13	-	-
Karaoke	COTE D'AZUR	137	7	2	152	9	-
Café Complex	KAIKATSU CLUB, other*	190	19	1	220	9	-
Total		880	44	12	981	53	5
Capital expenditures		8,833			8,120		

* Includes KAIKATSU FITNESS CLUB

Capital expenditures:

1H FY3/14: Fashion 4,161 Anniversaire/Bridal 861 Karaoke 1,804 Café Complex 1,159

1H FY3/13: Fashion 2,912 Anniversaire/Bridal 2,029 Karaoke 1,173 Café Complex 2,023

FY3/14 Earnings Forecast

Consolidated Forecast

(Millions of yen)

Account/Period	FY3/13	FY3/14 (forecast)	Change	YoY %	Major Components
Sales	160,589	177,450	16,860	110.5	Contributions from new stores (130 stores) in each business segment
Gross profit Gross profit margin	77,999 48.6%	86,650 48.8%	8,650 +0.2pt	111.1	Improvement in 0.1pt at Fashion Business
Selling, general and administrative expenses	60,921	67,350	6,428	110.6	Increases in new store-opening expenses and personnel expenses in each business segment
Operating profit Operating margin	17,078 10.6%	19,300 10.9%	2,221 +0.3pt	113.0	
Non-operating profit	2,162	1,650	-512	76.3	Decrease in amortization of negative goodwill of ¥(346) million
Non-operating expenses	1,649	1,150	-499	69.7	Decrease in loss on disposal of fixed assets related to relocation of company headquarters in the previous fiscal year
Ordinary income	17,590	19,800	2,209	112.6	
Extraordinary gains	194	6	-188	3.1	
Extraordinary losses	1,166	1,600	433	137.2	Mainly impairment losses
Net income	9,832	10,850	1,017	110.4	

Assumptions

- Depreciation: ¥6,120 million (including lease assets of ¥1,771 million)
- YoY existing-store sales:
  Fashion: +1.7% for 2H, +1.1% for full year
  Karaoke: -0.9% for 2H, -0.1% for full year   Café Complex: 0.0% for 2H, +1.8% 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	177,450	16,860	110.5
Fashion	103,932	114,600	10,667	110.3
Anniversaire and Bridal	24,359	26,200	1,840	107.6
Entertainment (Total)	32,329	36,600	4,270	113.2
(of which) Karaoke	15,216	16,750	1,533	110.1
(of which) Café Complex	17,112	19,850	2,737	116.0

Operating profit by business segment

(Millions of yen)

Business segment	FY3/13	FY3/14 (forecast)	Change	YoY %
Total	17,078	19,300	2,221	113.0
Fashion	11,968	13,200	1,231	110.3
Anniversaire and Bridal	2,917	2,650	-267	90.8
Entertainment (Total)	2,508	3,150	641	125.6
(of which) Karaoke	1,493	1,590	96	106.5
(of which) Café Complex	1,014	1,560	545	153.7
Inter-segment transactions	(317)	300	617	-

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	520	64	4
	ORIHICA	106	16	1	129	24	1
Anniversaire and Bridal	ANNIVERSAIRE	13	-	-	14	1	-
Karaoke	COTE D'AZUR	143	13	2	161	18	-
Café Complex	KAIKATSU CLUB, other*	211	40	1	234	23	-
Total		933	98	13	1,058	130	5
Capital expenditures		16,922			21,820		

* Includes KAIKATSU FITNESS CLUB

Capital expenditures:

FY3/14 (forecast): Fashion 9,171 Anniversaire/Bridal 5,060 Karaoke 3,843 Café Complex 3,530

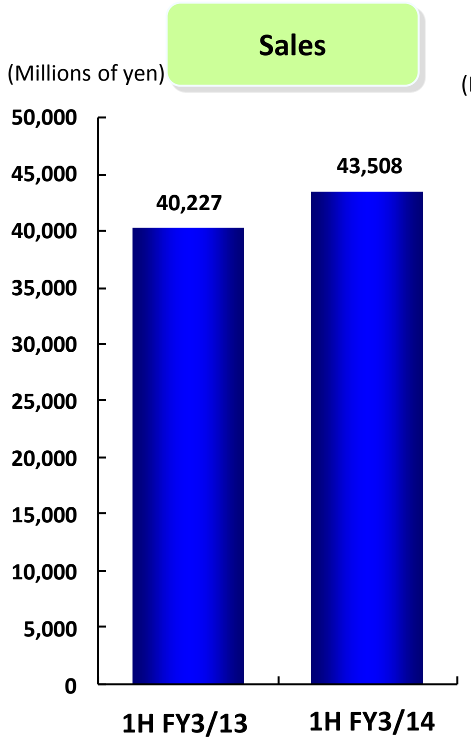
FY3/13: Fashion 5,909 Anniversaire/Bridal 4,447 Karaoke 2,140 Café Complex 3,705

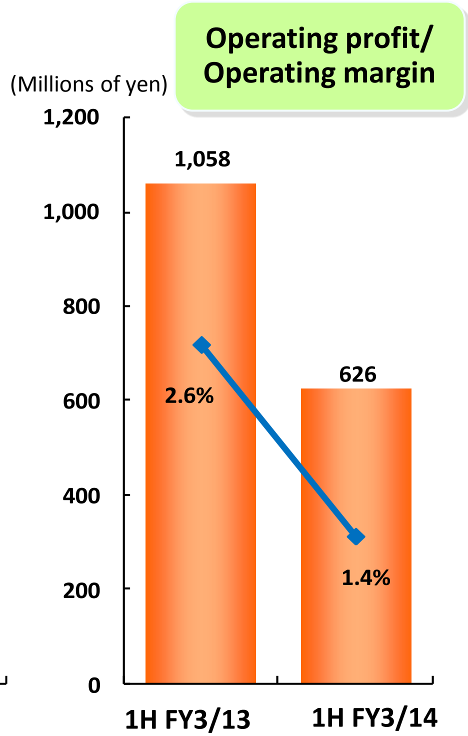
Fashion Business

FY3/14 First-half Performance and Full-year Forecast

Fashion Business: FY3/14 First-half Performance

Sales increased thanks to the contributions from newly opened stores, but profits declined due mainly to an increase in expenses for new store openings





(Millions of yen)

	1H FY3/14		
		YoY %	% to sales
Sales	43,508	108.2	100.0
Gross profit	26,621	109.1	61.2
SG&A expenses	25,994	111.3	59.7
Operating profit	626	59.3	1.4

Sales up 8.2% YoY

- Change in existing-store sales: +0.2%
  - Strong sales of Cool Biz jackets and dress shirts
  - Strong sales of ladies' products
- New store openings
  - AOKI: 24 (+14 YoY)
  - ORIHICA: 11 (+3 YoY)

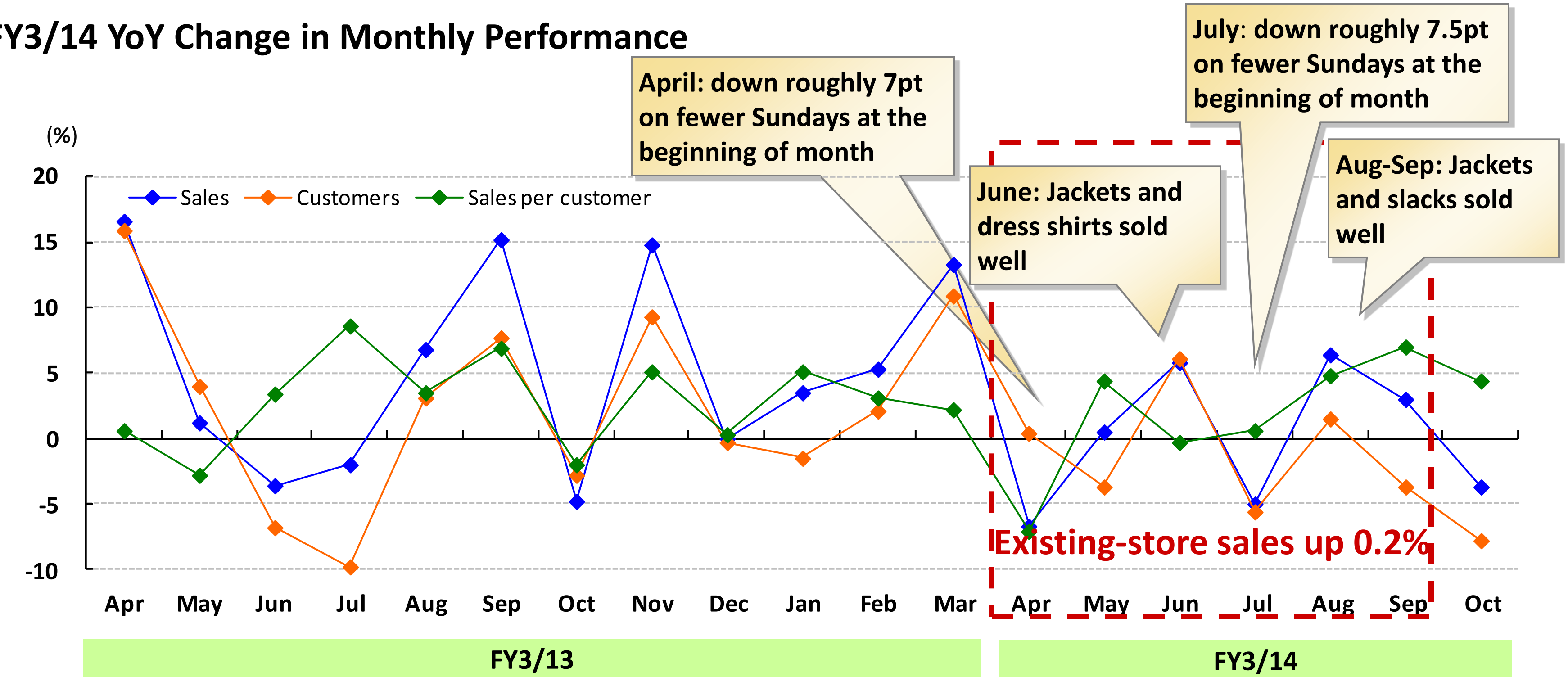
Operating profit down 40.7% YoY

- 0.5pt improvement in gross profit margin on higher average sales per suit and other factors
- Increase in SG&A expenses due to increases in expenses related to new store openings and leading personnel expenses for future store-openings: +11.3% YoY

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

Existing-store sales maintained year ago level thanks to the strong sales of jackets, dress shirts, and ladies' products

FY3/14 YoY Change in Monthly Performance



	Oct 2012	Nov 2012	Dec 2012	Jan 2013	Feb 2013	Mar 2013	Apr 2013	May 2013	Jun 2013	Jul 2013	Aug 2013	Sep 2013	First-half	Oct 2013
Existing-store sales (%)	-4.8	+14.8	+0.0	+3.5	+5.3	+13.3	-6.7	+0.5	+5.8	-5.0	+6.4	+3.0	+0.2	-3.7
No. of customers (%)	-2.8	+9.3	-0.3	-1.5	+2.1	+10.9	+0.4	-3.7	+6.1	-5.6	+1.5	-3.7	-0.5	-7.8
Sales per customer (%)	-2.0	+5.1	0.3	+5.1	+3.1	+2.2	-7.1	+4.4	-0.3	+0.6	+4.8	+7.0	+0.7	+4.4
Deviation from average temperature (℃) (Tokyo)	+0.9	-0.6	-1.4	-0.6	-0.3	+2.7	+0.6	+0.9	+0.8	+1.5	+1.8	+1.4	-	+1.3

AOKI: First-half Initiatives and Performance

New products to meet diversifying business wear needs, enriched lineup of Cool Biz products, and continued aggressive store openings

Initiatives and Performance

- Average sales per unit increased due to the strengthening of the lineup of functional Cool Biz suits

	1H results	YoY %
Average sales per suit (AOKI+ORIHICA all stores)	¥23,600	103.1%

- Jackets and slacks sold well thanks to the offering of “Ultra Cross Suits”

	YoY %
Jackets	About 118%
Slacks	About 108%

- Ladies’ products sold well due to the strengthening of product composition

	YoY %	Composition %
Ladies’ product	About 134%	9.0% (+1.9pt YoY)

- Aggressively opening new stores:
  Opened 24 stores, a total of 480 stores at end-Sep
  - Prefectures with no AOKI stores: opened 2 stores in Kagoshima prefecture

Premium Wash Suit

Heat Block Suit

Ultra Cross Suits

Ladies’ products collaborated with CanCam

Kagoshima-shinei Store

ORIHICA: First-half Initiatives and Performance

Upgraded our product composition and store environment, while continued to open new stores

Initiatives and Performance

- Jackets and slacks sold well due to the strengthening of proposals of mix-and-matching Cool Biz items

	YoY %
Jackets	About 180%
Slacks	About 130%

- New stores: Opened 11 stores, a total of 116 stores at end-Sep
  - Strengthen dominant strategy in Kansai and Hyogo area: Opened 3 stores in Kobe
  - Strengthen dominant strategy in Chukyo area: Opened 4 stores in Aichi, Gifu
  - Opened new stores in popular shopping centers: MARK IS MINATO MIRAI, MARK IS SHIZUOKA, AEON MALL, etc.

- Converted to a stylish store format targeting particular demographic
  - Converted into SOHO format: atré Kawasaki Store, Hiroshima PARCO Store

Proposal of Cool Biz

Kobe Harborland umie Store

atré Kawasaki Store

AOKI: Second-half Initiatives-1

Strengthen marketing and the lineup of core and ladies' products, and expand market share through aggressive new store openings

◆Strengthen functional suits, coats, and other core products

- Premium Stretch Suits: developed in collaboration with Shinshu University
  - Slim design + stretch material = comfortable fit
- Light, but warm coats
  - Weather Support Coats
  - Premium Heat Warm Coats
  - Wool coats, etc.
- Temperature-adjustable "Outlast Series": developed in collaboration with Itochu Corp.
  - Uses revolutionary "Outlast" materials developed for NASA that adjust the inner temperature of clothes comfortably, for Warm Biz items
  - Adopted for use in suits, jackets, coats, dress shirts, underwear, and socks

Premium Stretch Suit

Weather Support Coat

Outlast Shirt

Developing products to meet changing times and evolving fashions

AOKI: Second-half Initiatives-2

Strengthen marketing and the lineup of core and ladies' products, and expand market share through aggressive new store openings

◆Strengthen the ladies' products for a wide range of customers

➢ Ladies' suits: Strengthen lineup with following two styles

	Silhouette	Target customer segment
Feminine style	Slim	Young Recruit Freshers
Mannish style	Basic	Young-adult Career

➢ Ladies' formal wear:

Making proposals for a wide range of age groups from "young" to "adult"

- **Promote targeting career women by using new image character and new media**
- **Continuing collaboration with magazine CanCam**

Feminine

Mannish

Ladies' suit

Ladies' formal wear

AOKI: Second-half Initiatives-3

Strengthen marketing and the lineup of core and ladies' products, and expand market share through aggressive new store openings

◆ Aggressively opening new stores

- 2H: From a initially planned 27 stores to 40 stores
- Continue to open stores in prefectures that we have no presence in
  →Oct.: 3 stores in Akita
  Oct. and Nov.: 2 stores in Nagasaki

Estimates 520 stores at end-March

➤ Three store formats matching regional needs

Local region / Suburban

Standard store: 500m²

Fukuoka Meinohama Store

Near train stations / Shopping streets

Building tenant: 330m²

Ikebukuro Higashiguchi-ekimae Store

Shopping centers

In mall: 400m²

VIVAMALL Neyagawa Store

Open mall: 500m²

POWER MALL Ota Store

ORIHICA: Second-half Initiatives

Upgrade product composition and store environment, and continue to open new stores for dominance

- Upgrade product composition and store environment
  - Strengthen proposals of business-to-casual styles
    Strengthen lineup of jackets, slacks, cut-and-sewn, and knitted clothes
  - Adjust product composition to match frequency of customer visits

Business-to-casual style

Ladies' jacket-pants style

- Enrich the lineup of ladies' products to meet ORIHICA's customer profile
  - Propose separate types centered on jacket-pants style
  - Strengthen lineup of cut-and-sewn, and knitted clothes
  - Expand ladies' wear section in existing stores

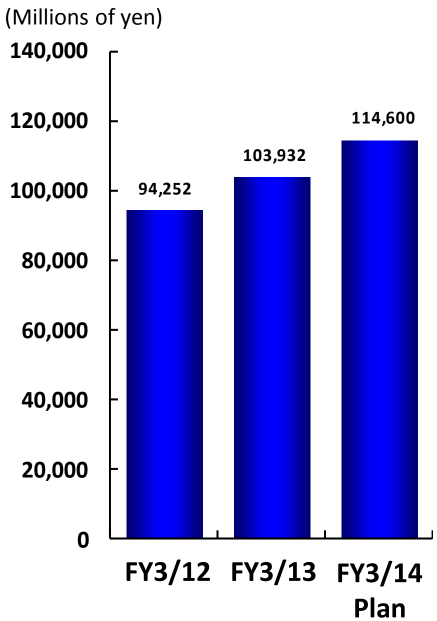
- Continue to open new stores to build dominance
  - 2H: From an initially planned 11 stores to 13 stores
  - Strengthen store openings and brand recognition in Kansai region
    DIAMOR Osaka Store (opened November 1, 2013)
    (Opened store in basement mall that connects directly with Osaka Station)

DIAMOR Osaka Store

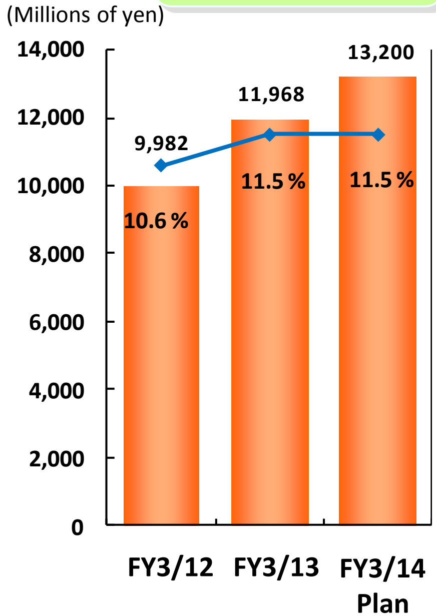
FY3/14 Full-year Earnings Forecast

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

Sales



Operating profit/ Operating margin



(Millions of yen)

	FY3/14 Forecast	YoY %	% to sales
Sales	114,600	110.3	100.0
Gross profit	70,810	110.5	61.8
SG&A expenses	57,610	110.5	50.3
Operating profit	13,200	110.3	11.5

Sales up 10.3% YoY

- New store openings: +18 vs. initial plan
  - AOKI: 64 (1H: 24, 2H: 40)
  - ORIHICA: 24 (1H: 11, 2H: 13)
- Existing-store sales in FY3/14: +1.1%
  - 1H results: +0.2% 2H plan: +1.7%

Operating profit up 10.3% YoY

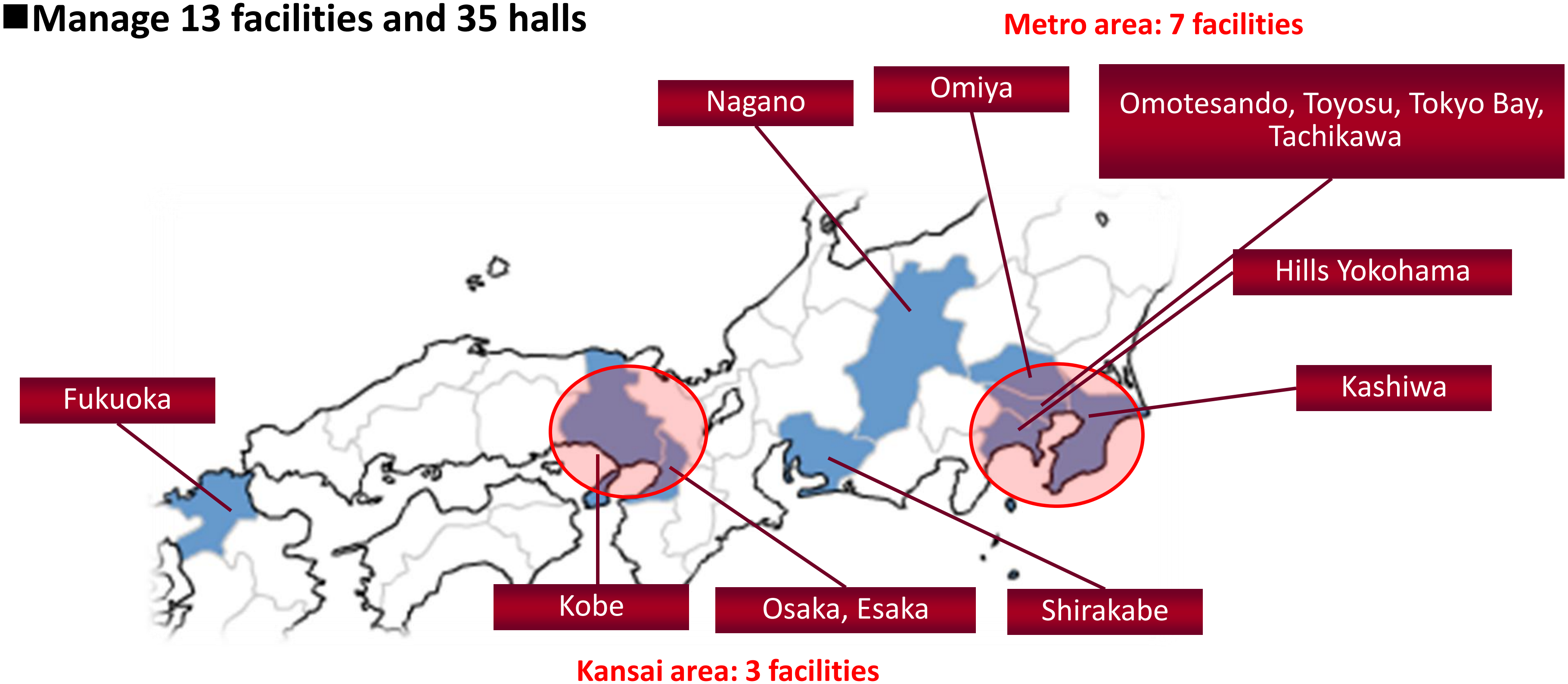
- Greater sales from existing stores and newly opened stores more than offset the increase in store-opening expenses
  - Gross profit margin: 61.8% (+0.1pt YoY)
  - SG&A expenses: +10.5% YoY

Anniversaire and Bridal Business

FY3/14 First-half Performance and Full-year Forecast

Provides "Anniversaire"-style Weddings Mainly in Major Cities

■Manage 13 facilities and 35 halls



■ Product proposals

Average price per couple at the Company:
4,313,000 yen (1H FY3/14)

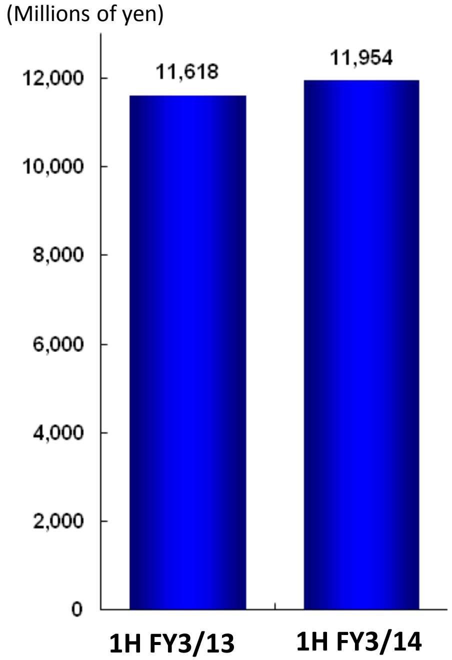
Average price per couple across industry:
3,404,000 yen
(Zexy Wedding Magazine Trend Survey 2013)

■ Industry position

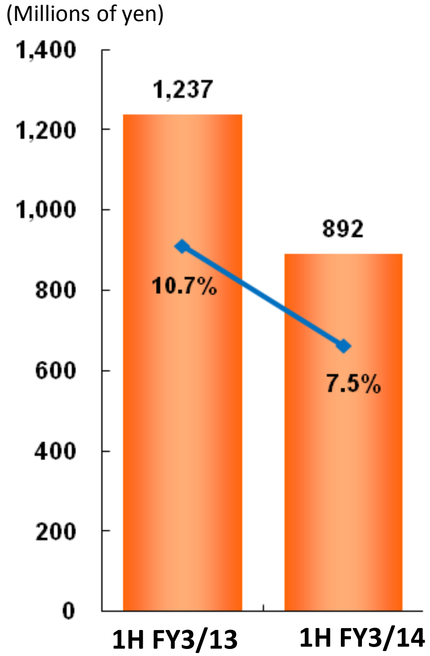
Wedding hall and consultation division sales:
No.4 in the industry
“31st Service Industry Comprehensive Survey"
Nikkei MJ, November 6, 2013

Sales rose due to an increases in the number of married couples and average sales per couple, but profits fell on higher start-up expenses for new facilities

Sales



Operating profit/
Operating margin



(Millions of yen)

	1H FY3/14		
		YoY %	% to sales
Sales	11,954	102.9	100.0
Gross profit	3,525	105.1	29.5
SG&A expenses	2,633	124.4	22.0
Operating profit	892	72.1	7.5

Sales up 2.9% YoY

- No. of couples married increased by 50 YoY
- Average sales per couple increased by ¥65,000 YoY

Operating profit down 27.9% YoY

- Gross profit margin: +0.4pt YoY
  - Expense efficiency improved on higher sales
- SG&A expenses: +24.4% YoY
  - ¥380 million in opening preparation expenses* for ANNIVERSAIRE MINATO MIRAI YOKOHAMA
  - Still above the plan due to cost control

• 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

	1H FY3/13	1H FY3/14	Change	YoY %
No. of facilities at period-end	13	13	-	-
No. of wedding/reception halls at period-end	35	35	-	-
No. of couples married	2,670	2,720	+50	101.9%
Capacity utilization ratio	65.8%	67.0%	+1.2pt	-
Average sales per couple (thousands of yen)	4,248	4,313	+65	101.5%

Reopened ANNIVERSAIRE CAFÉ & RESTAURANT following Refurbishment

■ **Completely upgraded the menu and interior of ANNIVERSAIRE CAFE which we then reopened as ANNIVERSAIRE CAFÉ & RESTAURANT on September 18**

- ◆ **Expanded food menu so guests can also enjoy dinner**
- ◆ **Added "Terrace Room" and "Library Room" to existing café space**

→ **Introduced new products to the ANNIVERSAIRE GIFT COLLECTION to strengthen collaboration with the CAFÉ & RESTAURANT**

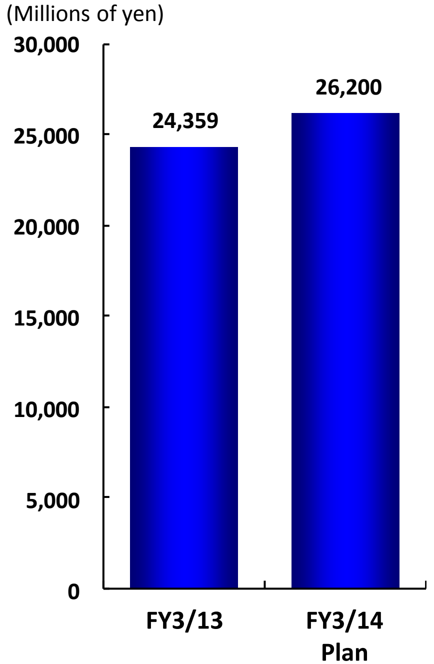
Outside image of ANNIVERSAIRE CAFÉ & RESTAURANT

"Library Room"

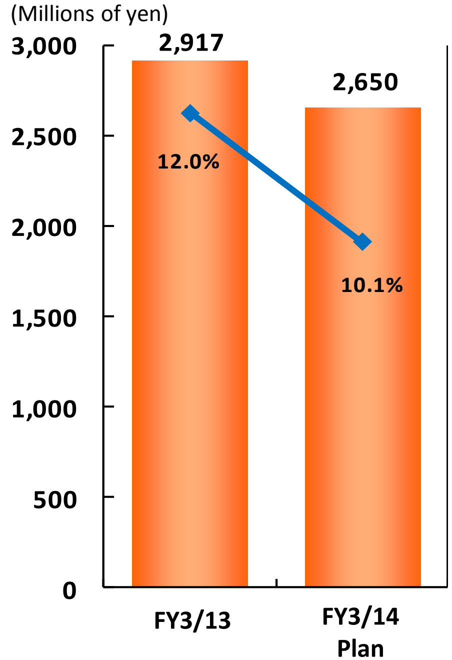
Pain Perdu (French toast)

Despite higher sales due to increases in the number of married couples and average sales per couple, we expect profit to fall YoY due to higher start-up expenses for new facilities

Sales



Operating profit/ Operating margin



(Millions of yen)

	FY3/14 Forecast		
		YoY %	% to sales
Sales	26,200	107.6	100.0
Gross profit	8,240	111.3	31.5
SG&A expenses	5,590	124.7	21.3
Operating profit	2,650	90.8	10.1

Sales up 7.6% YoY

- Opening of ANNIVERSAIRE MINATO MIRAI YOKOHAMA (February 2014)
- Strengthen existing-store sales

Operating profit down 9.2% 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)

Plan to Open Japan's Largest Class Wedding Facility in February 2014

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. ¥11.0 billion

Sales target: approx. ¥ 5.0 billion

Facility location

ANNIVERSAIRE CAFÉ

Entertainment Business

FY3/14 First-half Performance and Full-year Forecast

Facility Features: Facilities Based on a Clear Concept

Karaoke facilities

Relaxing space for tomorrow's dynamism

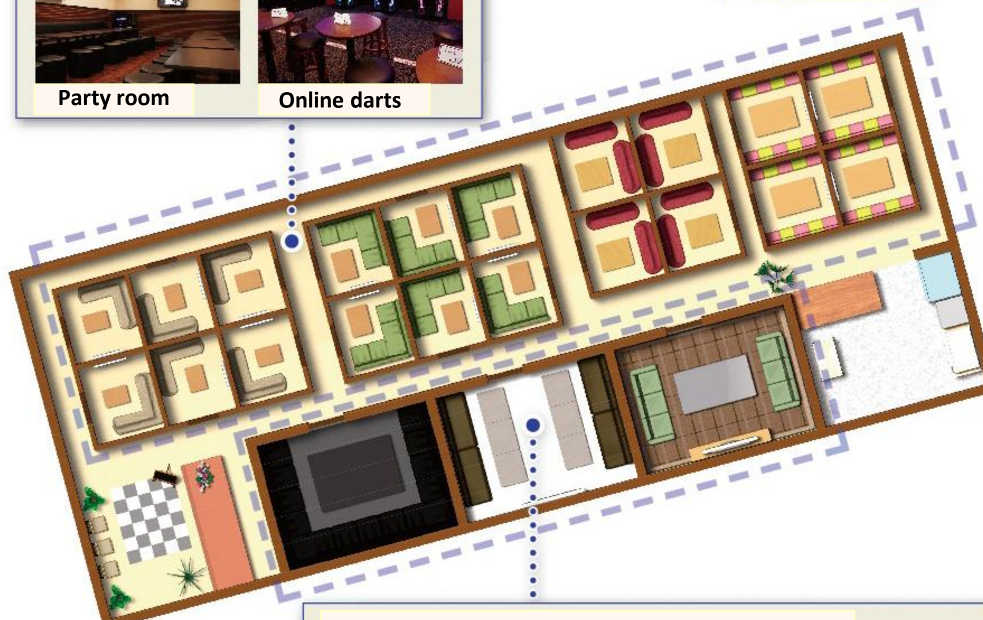
COTE D'AZUR, a karaoke and party facility that draws inspiration from the "paradise-on-earth" coastal region of the same name in southern France, provides a refreshing and relaxing atmosphere filled with song and conversation

Industry rank: No.5

“31st Service Industry Comprehensive Survey" Nikkei MJ, November 13, 2013

Various types of "communication space"

Regular room | Ladies’ room | Family room | Party room | Online darts

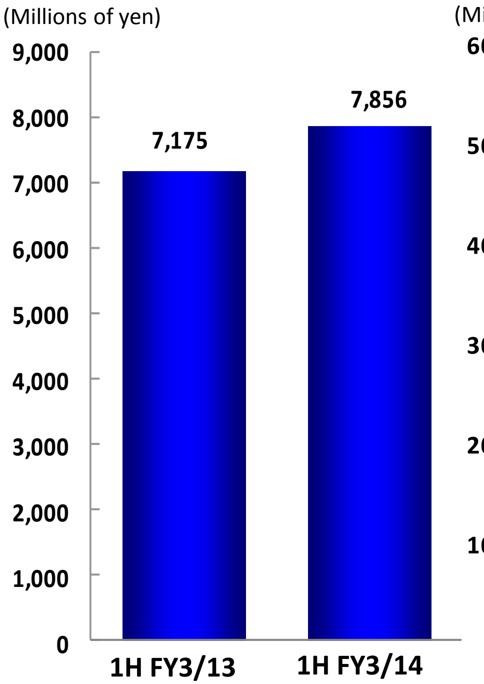


Special rooms equipped for extra needs

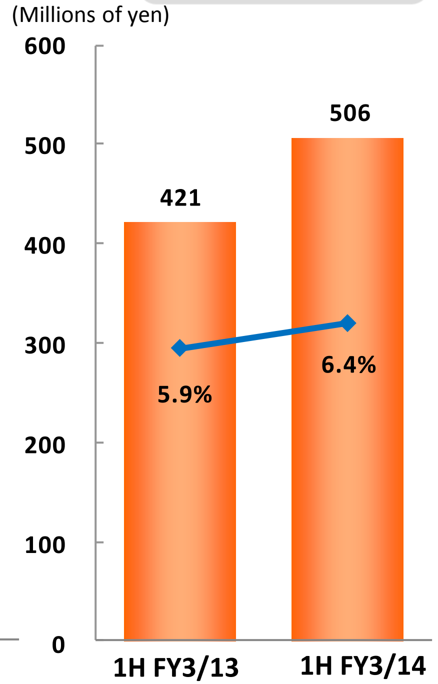
VIP room | Live room | Stage room

Sales and profits increased due to contributions from newly opened stores and higher sales at existing stores

Sales



Operating profit/
Operating margin



Sales up 9.5% YoY

- New store openings particularly in front of train stations: 9
- Store renovations: 16
  (Completely renovated: 15)
- Change in existing-store sales: +0.7%

Operating profit up 20.2% YoY

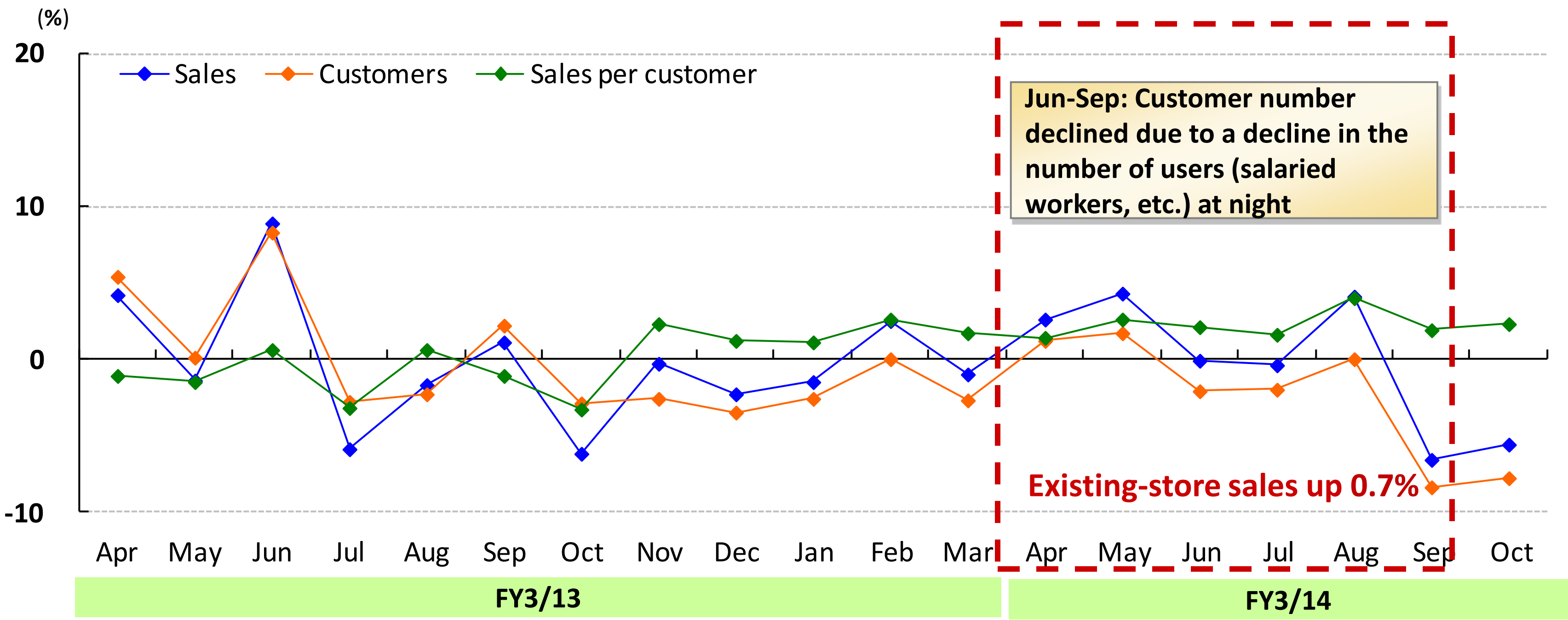
- Cost control
  - Gross profit margin: 18.8%
    (+1.2pt YoY)

(Millions of yen)

	1H FY3/14		
		YoY %	% to sales
Sales	7,856	109.5	100.0
Gross profit	1,474	116.7	18.8
SG&A expenses	968	115.0	12.3
Operating profit	506	120.2	6.4

Conditions at Existing Stores

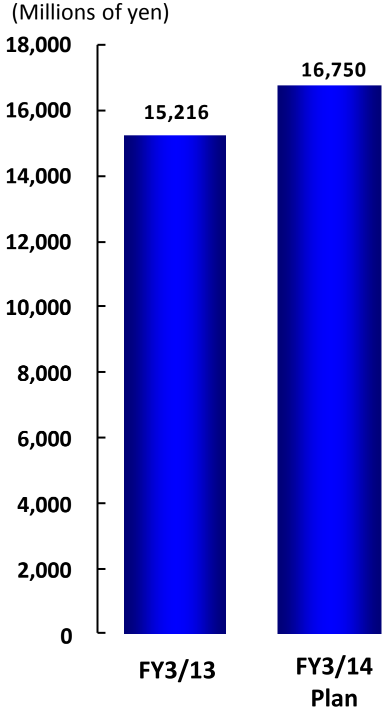
Monthly trend in sales growth



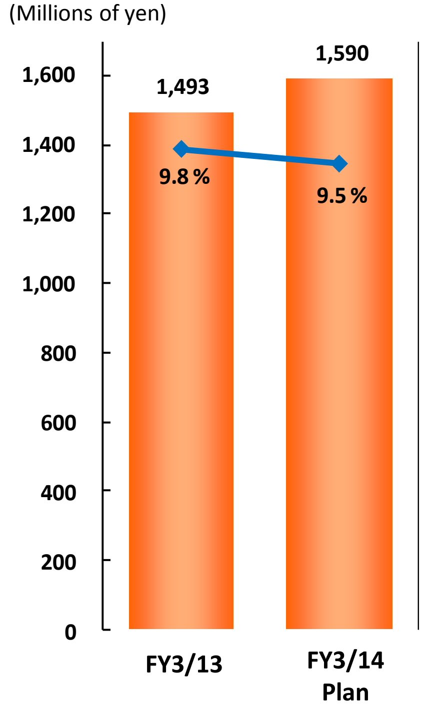
	Oct 2012	Nov 2012	Dec 2012	Jan 2013	Feb 2013	Mar 2013	Apr 2013	May 2013	Jun 2013	Jul 2013	Aug 2013	Sep 2013	First-half	Oct 2013
Existing-store sales (%)	-6.2	-0.3	-2.3	-1.5	+2.5	-1.0	+2.6	+4.3	-0.1	-0.4	+4.1	-6.6	+0.7	-5.6
No. of customers (%)	-2.9	-2.6	-3.5	-2.6	+0.0	-2.7	+1.2	+1.7	-2.1	-2.0	+0.0	-8.4	-1.6	-7.8
Sales per customer (%)	-3.3	+2.3	+1.2	+1.1	+2.6	+1.7	+1.4	+2.6	+2.1	+1.6	+4.0	+1.9	+2.4	+2.3
Deviation from average temperature (℃) (Tokyo)	+0.9	-0.6	-1.4	-0.6	-0.3	+2.7	+0.6	+0.9	+0.8	+1.5	+1.8	+1.4	-	+1.3

Forecast sales and profit increase due to contributions from new store openings and cost controls

Sales



Operating profit/ Operating margin



(Millions of yen)

	FY3/14 Forecast		
		YoY %	% to sales
Sales	16,750	110.1	100.0
Gross profit	3,600	113.1	21.5
SG&A expenses	2,010	119.1	12.0
Operating profit	1,590	106.5	9.5

Sales up 10.1% YoY

- New store openings: 18 (+3 vs. initial plan) (1H: 9, 2H: 9)
- Revitalization of existing facilities
  - Conduct collaboration campaign with popular characters and artists
  - Plan end-of-the-year/new year party courses and enrich food menus
  - Full-scale renovation: 19 (1H: 16, 2H: 3)
  - Existing-store sales in FY3/14: -0.1% (1H results: +0.7% 2H plan: -0.9%)

Operating profit up 6.5% YoY

- Improve gross profit margin due to cost controls
  - Gross profit margin: 21.5% (+0.6pt YoY)

Facility Features: Facilities Based on a Clear Concept

Café Complex

Extreme relaxation close at hand

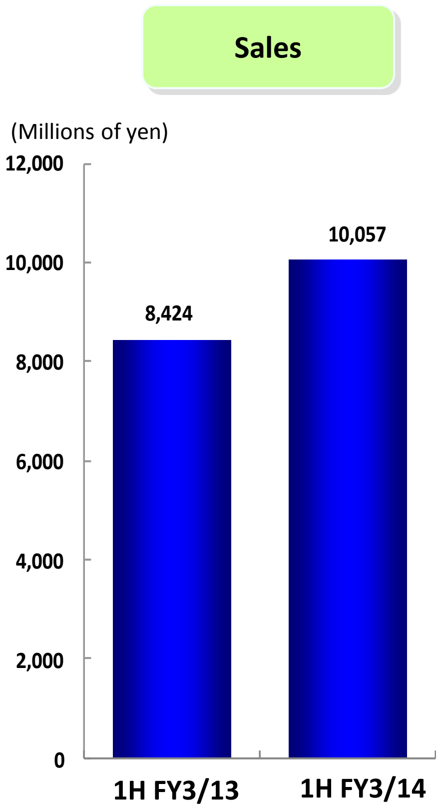
Café complex "KAIKATSU CLUB," which draws inspiration from the Asian resort island of Bali, is a "relaxation convenience store."

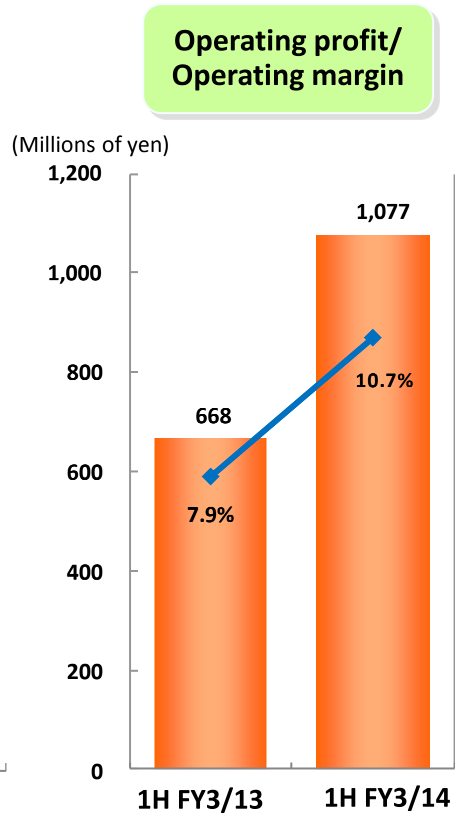
We provide "convenient" relaxation space readily accessible to customers.

Industry rank: No.1

“31st Service Industry Comprehensive Survey"
Nikkei MJ, November 13, 2013

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





(Millions of yen)

	1H FY3/14		
		YoY %	% to sales
Sales	10,057	119.4	100.0
Gross profit	2,008	127.8	20.0
SG&A expenses	931	103.3	9.3
Operating profit	1,077	161.0	10.7

Sales up 19.4% YoY

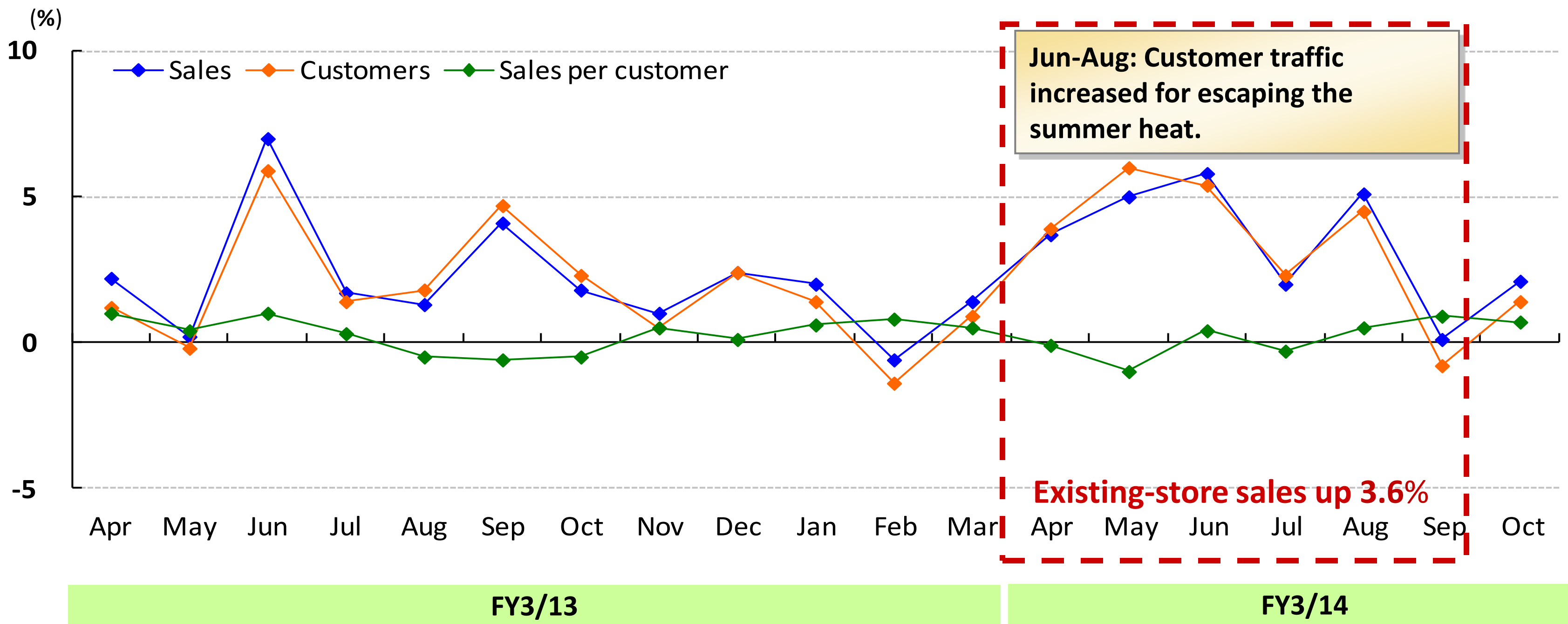
- New store openings: 9
- Renovations: 18
- Change in existing-store sales: +3.6%
  - Increase in customer traffic due to escaping the summer heat and other factors (+3.5%)

Operating profit up 61.0%

- Improvement in gross profit margin due to fewer store openings
  - Gross profit margin: 20.0% (+1.3pt YoY)
  - New store openings: 9 (-10 YoY; -6 vs. plan)

Conditions at Existing Stores

Monthly trend in sales growth

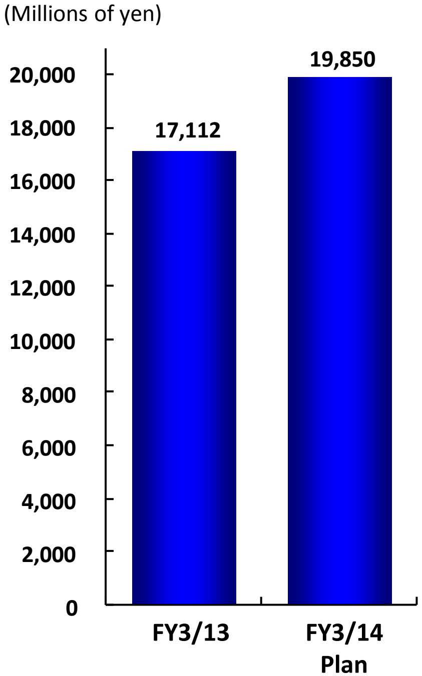


	Oct 2012	Nov 2012	Dec 2012	Jan 2013	Feb 2013	Mar 2013	Apr 2013	May 2013	Jun 2013	Jul 2013	Aug 2013	Sep 2013	First-half	Oct 2013
Existing-store sales (%)	+1.8	+1.0	+2.4	+2.0	-0.6	+1.4	+3.7	+5.0	+5.8	+2.0	+5.1	+0.1	+3.6	+2.1
No. of customers (%)	+2.3	+0.5	+2.4	+1.4	-1.4	+0.9	+3.9	+6.0	+5.4	+2.3	+4.5	-0.8	+3.5	+1.4
Sales per customer (%)	-0.5	+0.5	+0.1	+0.6	+0.8	+0.5	-0.1	-1.0	+0.4	-0.3	+0.5	+0.9	+0.1	+0.7
Deviation from average temperature (℃) (Tokyo)	+0.9	-0.6	-1.4	-0.6	-0.3	+2.7	+0.6	+0.9	+0.8	+1.5	+1.8	+1.4	-	+1.3

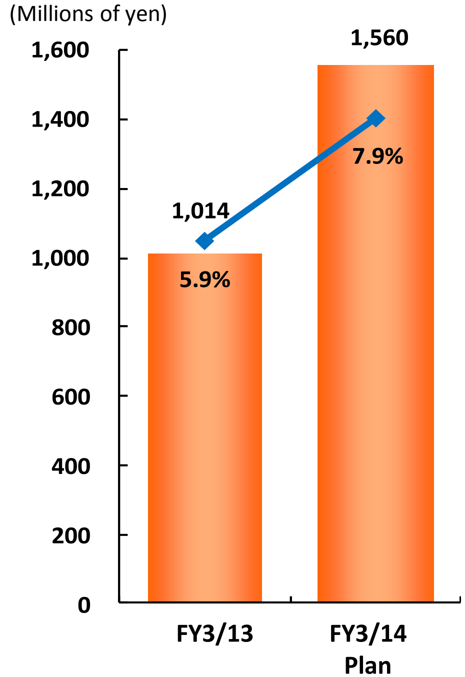
Café Complex Operations: FY3/14 Full-year Forecast

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

Sales



Operating profit/ Operating margin



■ Sales up 16.0% YoY

- ◆ New store openings: 23 (-2 vs. initial plan)
  1H: 9 2H: 14
- ◆ Existing-store sales in FY3/14: +1.8%
  (1H results: +3.6% 2H plan: +0.0%)

■ Operating profit up 53.7% YoY

- ◆ Improve gross profit margin due to cost controls and fewer store openings
  - ● Gross profit margin: 17.5% (+1.0pt YoY)

(Millions of yen)

	FY3/14 Forecast		
		YoY %	% to sales
Sales	19,850	116.0	100.0
Gross profit	3,470	123.0	17.5
SG&A expenses	1,910	105.8	9.6
Operating profit	1,560	153.7	7.9

Supplementary Documents

Notes on pages 48 and 50:

1. Net income per share: Net income divided by average number of 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 13 and 19 for the difference.

First Half of FY3/14 Consolidated Business Results

(Millions of yen unless otherwise stated)

	1H FY3/13 Results	%	1H FY3/14 Plan	%	1H FY3/14 Results	%	YoY change	YoY %
Sales	67,425	100.0	73,290	100.0	73,381	100.0	5,956	108.8
Fashion	40,227	100.0	43,400	100.0	43,508	100.0	3,280	108.2
Anniversaire/Bridal	11,618	100.0	12,200	100.0	11,954	100.0	336	102.9
Karaoke	7,175	100.0	7,800	100.0	7,856	100.0	680	109.5
Café Complex	8,424	100.0	9,900	100.0	10,057	100.0	1,633	119.4
Gross profit	30,836	45.7	33,680	46.0	33,874	46.2	3,037	109.9
Fashion	24,406	60.7	26,600	61.3	26,621	61.2	2,215	109.1
Anniversaire/Bridal	3,353	28.9	3,530	28.9	3,525	29.5	171	105.1
Karaoke	1,263	17.6	1,442	18.5	1,474	18.8	211	116.7
Café Complex	1,571	18.7	1,878	19.0	2,008	20.0	437	127.8
SG&A expenses	27,753	41.2	31,180	42.5	30,601	41.7	2,847	110.3
Fashion	23,347	58.0	26,340	60.7	25,994	59.7	2,646	111.3
Anniversaire/Bridal	2,116	18.2	2,730	22.4	2,633	22.0	516	124.4
Karaoke	841	11.7	972	12.5	968	12.3	126	115.0
Café Complex	902	10.7	948	9.6	931	9.3	29	103.3
Operating profit	3,083	4.6	2,500	2.5	3,272	4.5	189	106.2
Fashion	1,058	2.6	260	0.6	626	1.4	-431	59.3
Anniversaire/Bridal	1,237	10.7	800	6.6	892	7.5	-345	72.1
Karaoke	421	5.9	470	6.0	506	6.4	85	120.2
Café Complex	668	7.9	930	9.4	1,077	10.7	408	161.0
Ordinary income	3,263	4.8	2,950	4.0	3,648	5.0	385	111.8
Net income	1,901	2.8	1,650	2.3	1,946	2.7	45	102.4
Net income per share (yen)	45.63	-	39.97	-	46.92	-	1.29	-
Shares outstanding at period-end (1,000 shares)	41,672	-	41,569	-	41,568	-	-103	-

First Half of FY3/14 Major Expenses

SG&A expenses

(Millions of yen)

	1H FY3/13 Results					1H FY3/14 Results									
	Total	Fashion	Anniversaire/ Bridal	Karaoke	Café Complex	Total	YoY %	Fashion	YoY %	Anniversaire/ Bridal	YoY %	Karaoke	YoY %	Café Complex	YoY %
Advertising expenses	4,126	3,131	619	201	76	4,249	103.0	3,088	98.6	740	119.6	228	113.4	72	95.5
Personnel expenses	10,438	8,353	480	455	535	12,115	116.1	9,594	114.9	790	164.5	511	112.3	592	110.6
Rents	6,063	6,145	20	15	19	6,696	110.4	6,709	109.2	109	523.3	13	85.8	18	95.7
Depreciation	1,269	1,029	18	5	11	1,054	83.1	798	77.6	31	168.3	18	359.6	9	79.0

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.
The ANNIVERSAIRE/Bridal business includes expenses of ANNIVERSAIRE MINATO MIRAI YOKOHAMA.

Major expenses included in cost of sales

(Millions of yen)

	1H FY3/13 Results			1H FY3/14 Results					
	Anniversaire/ Bridal	Karaoke	Café Complex	Anniversaire/ Bridal	YoY %	Karaoke	YoY %	Café Complex	YoY %
Personnel expenses	2,116	1,669	2,148	2,165	102.3	1,847	110.7	2,567	119.5
Rents	857	1,425	1,403	877	102.3	1,546	108.5	1,648	117.4
Depreciation	505	646	612	514	101.7	624	96.5	630	102.9

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.

Full-year FY3/14 Consolidated Forecast

(Millions of yen unless otherwise stated)

	FY3/13	%	FY3/14 Plan	%	YoY change	YoY %
Sales	160,589	100.0	177,450	100.0	16,860	110.5
Fashion	103,932	100.0	114,600	100.0	10,667	110.3
Anniversaire/Bridal	24,359	100.0	26,200	100.0	1,840	107.6
Karaoke	15,216	100.0	16,750	100.0	1,533	110.1
Café Complex	17,112	100.0	19,850	100.0	2,737	116.0
Gross profit	77,999	48.6	86,650	48.8	8,650	111.1
Fashion	64,109	61.7	70,810	61.8	6,700	110.5
Anniversaire/Bridal	7,400	30.4	8,240	31.5	839	111.3
Karaoke	3,181	20.9	3,600	21.5	418	113.1
Café Complex	2,820	16.5	3,470	17.5	649	123.0
SG&A expenses	60,921	37.9	67,350	38.0	6,428	110.6
Fashion	52,140	50.2	57,610	50.3	5,469	110.5
Anniversaire/Bridal	4,482	18.4	5,590	21.3	1,107	124.7
Karaoke	1,688	11.1	2,010	12.0	321	119.1
Café Complex	1,805	10.6	1,910	9.6	104	105.8
Operating profit	17,078	10.6	19,300	10.9	2,221	113.0
Fashion	11,968	11.5	13,200	11.5	1,231	110.3
Anniversaire/Bridal	2,917	12.0	2,650	10.1	-267	90.8
Karaoke	1,493	9.8	1,590	9.5	96	106.5
Café Complex	1,014	5.9	1,560	7.9	545	153.7
Ordinary income	17,590	11.0	19,800	11.2	2,209	112.6
Net income	9,832	6.1	10,850	6.1	1,017	110.4
Net income per share (yen)	236.51	-	261.28	-	24.77	-
Shares outstanding at period-end (1,000 shares)	41,277	-	41,568	-	291	-

Full-year FY3/14 Major Expenses

SG&A expenses

(Millions of yen)

	FY3/13					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**	**12,203**	**106.6**	**9,874**	**105.6**	**1,527**	**113.8**	**430**	**115.2**	**148**	**102.0**
Personnel expenses	**21,780**	**17,495**	**1,027**	**918**	**1,081**	**24,765**	**113.7**	**19,764**	**113.0**	**1,502**	**146.1**	**1,053**	**114.6**	**1,171**	**108.2**
Rents	**12,429**	**12,544**	**105**	**31**	**36**	**13,660**	**109.9**	**13,717**	**109.3**	**196**	**185.8**	**28**	**89.9**	**35**	**95.1**
Depreciation	**2,674**	**2,164**	**54**	**11**	**27**	**2,270**	**84.9**	**1,713**	**79.1**	**75**	**138.7**	**42**	**379.4**	**21**	**76.3**

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.
The Anniversaire/Bridal business includes expenses of ANNIVERSAIRE MINATO MIRAI YOKOHAMA.

Major expenses included in cost of sales

(Millions of yen)

	FY3/13			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**	**96.0**	**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: First Half of FY3/14 Fashion Business Performance

(1) Change in existing-store sales

(%)

	Apr.	May	Jun.	Jul.	Aug.	Sep.	First half	Second half	Full year
FY3/14	-6.7	0.5	5.8	-5.0	6.4	3.0	0.2		
FY3/13	16.6	1.2	-3.6	-2.0	6.8	15.2	4.5	6.0	5.4

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

(%)

		Apr.	May	Jun.	Jul.	Aug.	Sep.	First half	Second half	Full year
Number of customers	FY3/14	0.4	-3.7	6.1	-5.6	1.5	-3.7	-0.5		
	FY3/13	15.9	4.0	-6.8	-9.8	3.1	7.7	1.0	3.1	2.2
Sales per customer	FY3/14	-7.1	4.4	-0.3	0.6	4.8	7.0	0.7		
	FY3/13	0.6	-2.8	3.4	8.6	3.5	6.9	3.4	2.9	3.2

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

		First half	YoY %	Second half	YoY %	Full year	YoY %
Number of units sold (in ten thousands)	FY3/14	52.0	97.0				
	FY3/13	53.7	104.4	95.1	105.3	148.7	105.0
Unit price (thousands of yen)	FY3/14	23.6	103.1				
	FY3/13	22.9	101.8	24.2	101.7	23.9	101.7

(4) Sales by category

(Millions of yen)

	1H FY3/13 Results	%	1H FY3/14 Results	%	YoY change	YoY %
Heavy clothing	17,394	43.3	17,710	40.7	316	101.8
Medium clothing	4,799	11.9	5,373	12.4	574	112.0
Light clothing	16,813	41.8	19,109	43.9	2,296	113.7
Other	1,219	3.0	1,314	3.0	94	107.7
Total	40,227	100.0	43,508	100.0	3,280	108.2

Definition:
- Heavy clothing: Suit, formal wear, coat
- Medium clothing: Jacket, slacks
- Light clothing: Shirt, tie, casual wear, clothing accessories, ladies' products, etc.
- Other: Alteration

(5) Average total sales area

(Square meters)

1H FY3/13	1H FY3/14	YoY change	YoY %
289,446	307,570	18,124	106.3

(6) Store network by prefecture

(Number of stores)

	FY3/13			1H FY3/14									
	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	18		18	3		3	1		1	20		20	Hokkaido
Aomori	2		2	1		1				3		3	Tohoku
Iwate	2		2	2		2				4		4	
Miyagi	7	4	11							7	4	11	46
Fukushima	7	1	8							7	1	8	
Ibaraki	15	5	20							15	5	20	Kanto
Tochigi	7	2	9	2		2				9	2	11	
Gunma	10		10							10		10	
Saitama	49	11	60	1	1	2				50	12	62	304
Chiba	38	12	50	1		1	1		1	38	12	50	
Tokyo	59	25	84	4		4				63	25	88	
Kanagawa	45	14	59	2	2	4				47	16	63	
Niigata	8	1	9							8	1	9	Koshinetsu/ Hokuriku
Toyama	7		7							7		7	
Ishikawa	7		7							7		7	
Fukui	2		2							2		2	
Yamanashi	6		6							6		6	52
Nagano	21		21							21		21	
Gifu	7	1	8		1	1				7	2	9	Tokai
Shizuoka	17	2	19		1	1				17	3	20	
Aichi	48	10	58		3	3				48	13	61	100
Mie	10		10	1		1	1		1	10		10	
Shiga	4	1	5							4	1	5	Kinki/ Chugoku
Kyoto	3	1	4							3	1	4	
Osaka	31	7	38							31	7	38	
Hyogo	10	6	16	1	3	4				11	9	20	75
Nara	2		2	2		2	1		1	3		3	
Hiroshima	3	3	6					1	1	3	2	5	
Fukuoka	11		11	2		2				13		13	Kyushu
Kumamoto	4		4							4		4	19
Kagoshima				2		2				2		2	
Total	460	106	566	24	11	35	4	1	5	480	116	596	596

Reference: FY3/14 Fashion Business Outlook

(1) Change in existing-store sales

(%)

	1H Results	2H	Full year
FY3/14 (plan)	0.2	1.7	1.1
FY3/13	4.5	6.0	5.4

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

(%)

		1H Results	2H	Full year
Number of customers	FY3/14 (plan)	-0.5	1.5	0.6
	FY3/13	1.0	3.1	2.2
Sales per customer	FY3/14 (plan)	0.7	0.2	0.5
	FY3/13	3.4	2.9	3.2

(3) Sales plan by category

(Millions of yen)

	FY3/13	%	FY3/14 Plan	%	YoY change	YoY %
Heavy clothing	49,020	47.2	51,460	44.9	2,439	105.0
Medium clothing	8,232	7.9	9,350	8.2	1,117	113.6
Light clothing	43,763	42.1	50,470	44.0	6,706	115.3
Other	2,916	2.8	3,320	2.9	403	113.8
Total	103,932	100.0	114,600	100.0	10,667	110.3

Definition: Heavy clothing: Suit, formal wear, coat
Medium clothing: Jacket, slacks
Light clothing: Shirt, tie, casual wear, clothing accessories, ladies' products, etc.
Other: Alteration

Reference: First Half of FY3/14 Entertainment Business Performance

(1) Karaoke facility operations: Change in existing-store sales

(%)

	Apr.	May	Jun.	Jul.	Aug.	Sep.	First half	Second half	Full year
FY3/14	2.6	4.3	-0.1	-0.4	4.1	-6.6	0.7		
FY3/13	4.2	-1.4	8.9	-5.9	-1.7	1.1	0.5	-1.6	-0.6

(2) Karaoke facility operations: Change in number of customers and sales per customer at existing stores

(%)

		Apr.	May	Jun.	Jul.	Aug.	Sep.	First half	Second half	Full year
Number of customers	FY3/14	1.2	1.7	-2.1	-2.0	0.0	-8.4	-1.6		
	FY3/13	5.4	0.1	8.3	-2.8	-2.3	2.2	1.5	-2.5	-0.5
Sales per customer	FY3/14	1.4	2.6	2.1	1.6	4.0	1.9	2.4		
	FY3/13	-1.1	-1.5	0.6	-3.2	0.6	-1.1	-0.9	0.9	-0.1

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

(%)

		1H FY3/13	1H FY3/14	YoY change
Existing stores	Room charges	52.8	53.5	+0.7pt
	Food and beverage sales	46.4	45.8	-0.6pt
	Other sales	0.8	0.7	-0.1pt

Reference: First Half of FY3/14 Entertainment Business Performance

(4) Café complex operations: Change in existing-store sales

(%)

	Apr.	May	Jun.	Jul.	Aug.	Sep.	First half	Second half	Full year
FY3/14	3.7	5.0	5.8	2.0	5.1	0.1	3.6		
FY3/13	2.2	0.2	7.0	1.7	1.3	4.1	2.7	1.4	2.0

(5) Café complex operations: Change in number of customers and sales per customer at existing stores

(%)

		Apr.	May	Jun.	Jul.	Aug.	Sep.	First half	Second half	Full year
Number of customers	FY3/14	3.9	6.0	5.4	2.3	4.5	-0.8	3.5		
	FY3/13	1.2	-0.2	5.9	1.4	1.8	4.7	2.4	1.0	1.8
Sales per customer	FY3/14	-0.1	-1.0	0.4	-0.3	0.5	0.9	0.1		
	FY3/13	1.0	0.4	1.0	0.3	-0.5	-0.6	0.2	0.3	0.3

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

(%)

		1H FY3/13	1H FY3/14	YoY change
Existing stores	Booth sales	83.7	84.1	+0.4pt
	Food sales	13.6	13.2	-0.4pt
	Other sales	2.7	2.7	0.0pt

(7) Store network by prefecture

(Number of stores)

	FY3/13			1H FY3/14									
	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	2	3	5							2	3	5	Tohoku
Miyagi	6	5	11							6	5	11	
Akita	1	2	3							1	2	3	
Yamagata	1	3	4							1	3	4	30
Fukushima	1	4	5							1	4	5	
Ibaraki	4	8	12							4	8	12	Kanto
Tochigi	1	4	5							1	4	5	
Gunma	1	7	8							1	7	8	
Saitama	5	18	23		1	1				5	19	24	
Chiba	10	17	27		2	2				10	19	29	152
Tokyo	26	10	36	2	2	4				28	12	40	
Kanagawa	21	11	32	1	1	2				22	12	34	
Niigata	3	6	9		1	1				3	7	10	Koshinetsu/
Toyama	1	1	2							1	1	2	Hokuriku
Ishikawa	5	3	8		1	1				5	4	9	
Fukui	5		5							5		5	
Yamanashi	1	3	4							1	3	4	49
Nagano	13	6	19							13	6	19	
Gifu		5	5								5	5	Tokai
Shizuoka	6	7	13							6	7	13	
Aichi	9	22	31	1		1				10	22	32	58
Mie	2	6	8							2	6	8	
Shiga	2	3	5							2	3	5	Kinki/
Kyoto	3	6	9		1	1				3	7	10	Chugoku/Shikoku
Osaka	5	20	25	2		2				7	20	27	
Hyogo	5	11	16	1		1				6	11	17	
Nara	2	1	3							2	1	3	
Wakayama		2	2								2	2	
Shimane		1	1								1	1	78
Okayama	2	3	5							2	3	5	
Hiroshima		4	4								4	4	
Yamaguchi		1	1								1	1	
Kagawa		3	3								3	3	
Fukuoka		2	2	2		2				2	2	4	Kyushu
Kumamoto		1	1								1	1	5
Total	143	211	354	9	9	18	0	0	0	152	220	372	372

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

(%)

		1H Results	2H	Full year
Sales	FY3/14 (Plan)	0.7	-0.9	-0.1
	FY3/13	0.5	-1.6	-0.6
Number of customers	FY3/14 (Plan)	-1.6	-2.4	-2.0
	FY3/13	1.5	-2.5	-0.5
Sales per customer	FY3/14 (Plan)	2.4	1.5	1.9
	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

(%)

		1H Results	2H	Full year
Sales	FY3/14 (Plan)	3.6	0.0	1.8
	FY3/13	2.7	1.4	2.0
Number of customers	FY3/14 (Plan)	3.5	0.2	1.9
	FY3/13	2.4	1.0	1.8
Sales per customer	FY3/14 (Plan)	0.1	-0.1	0.0
	FY3/13	0.2	0.3	0.3