Performance Briefing

for the First Half of the Fiscal Year Ending March 31, 2016

November 13, 2015

AOKI Holdings Inc.

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 focus on opening 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.

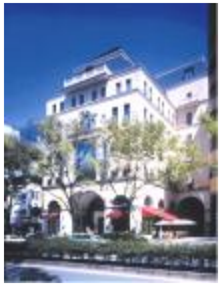
ORIHICA

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

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 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 14 such facilities nationwide. These facilities are our answer to customers who want a unique wedding that reflects their individuality. In February 2014, flagship MINATO MIRAI YOKOHAMA was opened.

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.

First Half of FY3/16 Financial Highlights

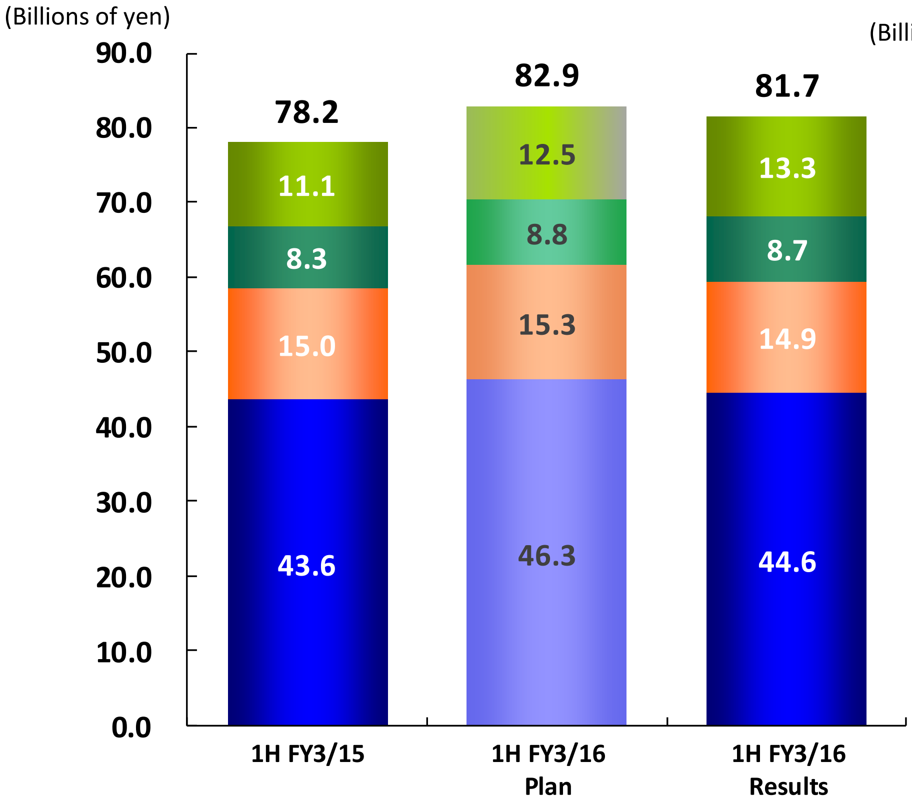
Record-high first half operating profit as sales and earnings increased due to new store openings and cost controls in all business segments

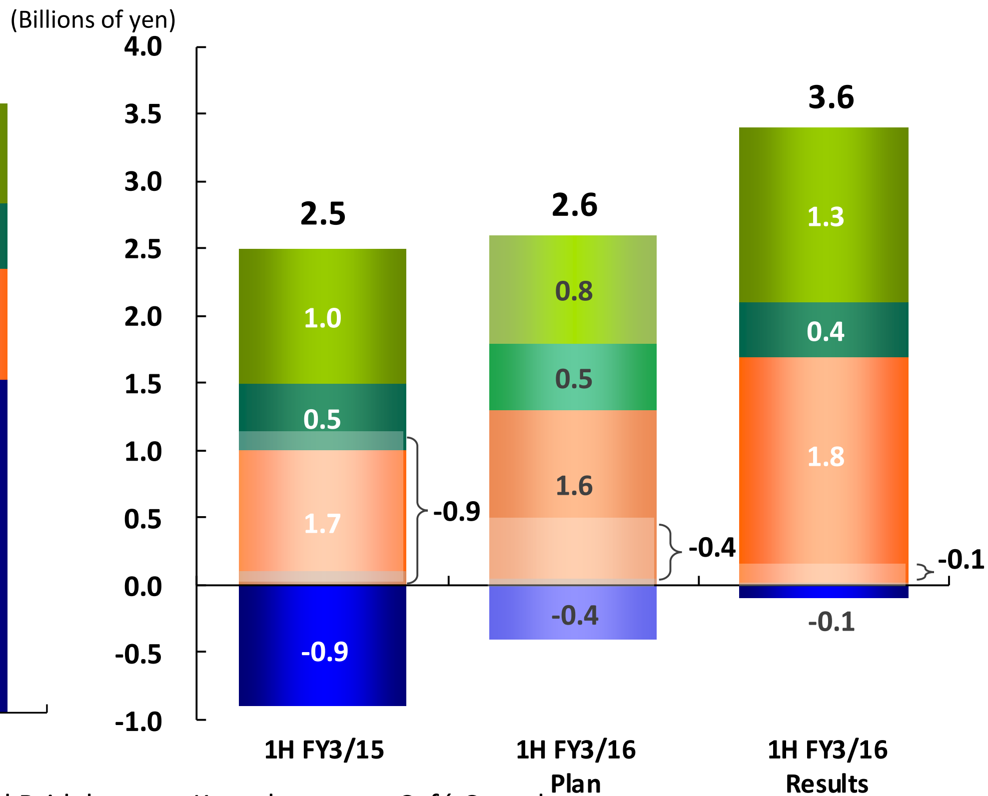
Sales

- Sales rose in the Fashion, Karaoke and Café Complex Businesses

Operating Profit

- Smaller loss in the Fashion Business
- Profits rose sharply in the ANNIVERSAIRE/Bridal and Café Complex Businesses
- Profits were weak in the Karaoke Business





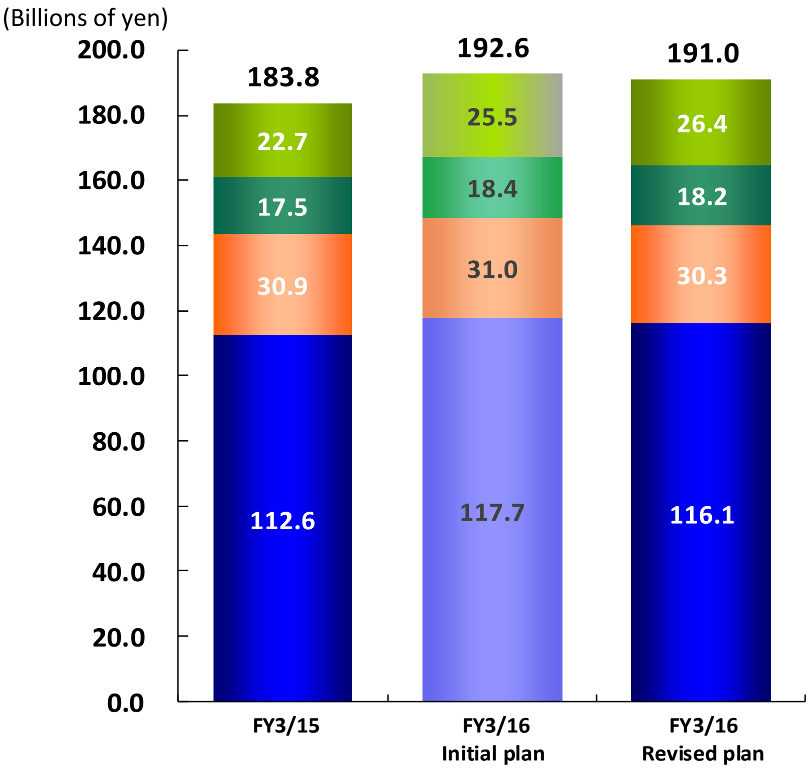
Fashion | Anniversaire and Bridal | Karaoke | Café Complex

FY3/16 Earnings Forecast

Forecast for consolidated sales and earnings by business segment has been revised based on the first-half performance

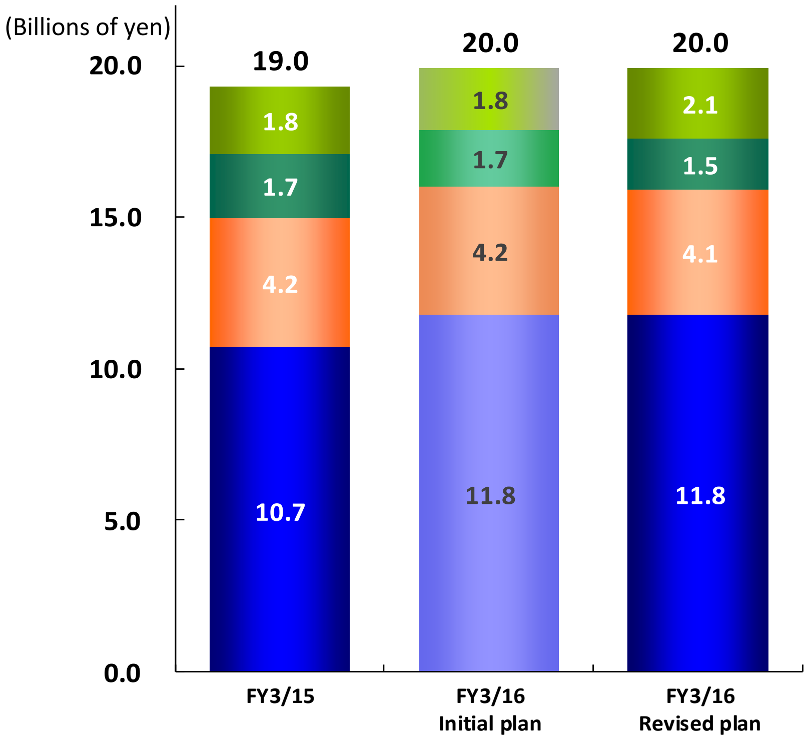
Sales

- Fashion: Decline in first half sales
- Anniversaire and Bridal: Revision in the number of couples marrying in the second half
- Karaoke: Revision in assumptions for existing-store sales
- Café Complex: Increase in facility openings (+6)



Operating Profit

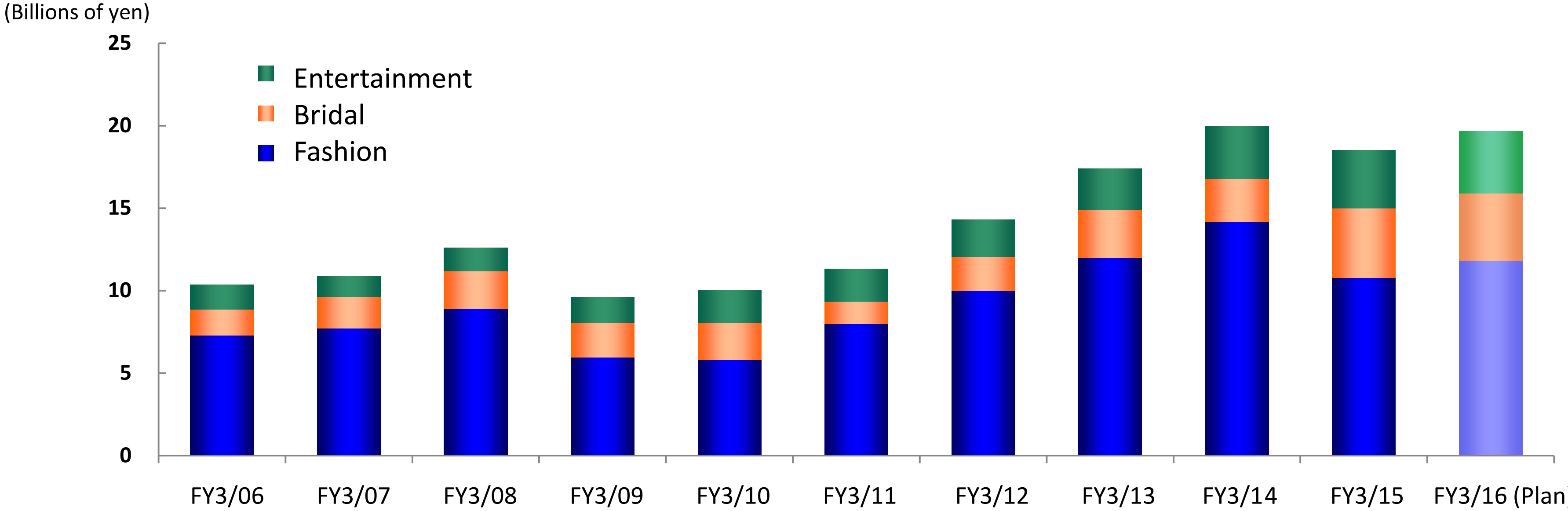
- Fashion: Revision in the gross profit plan
- Anniversaire and Bridal: Revision in the cost plan
- Karaoke: Cost plan is in line with initial plan
- Café Complex: Increase in new store-opening expenses



Fashion   Anniversaire and Bridal   Karaoke   Café Complex

Business Portfolio Supports Differing Business Cycles to Assure Stable and Sustained Growth

Operating Profits in Each Business Segment



Fashion

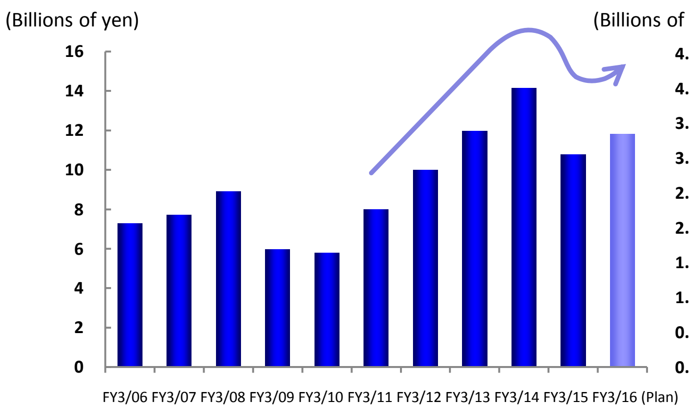
The largest source of earnings; steady growth of AOKI and ORIHICA earnings despite the maturity of Japan's fashion retail sector

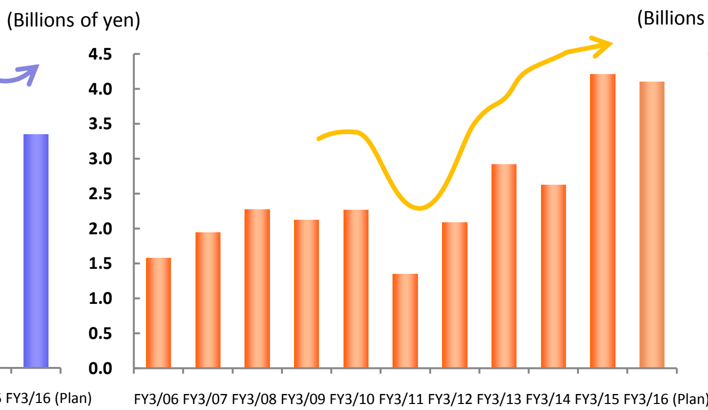
Bridal

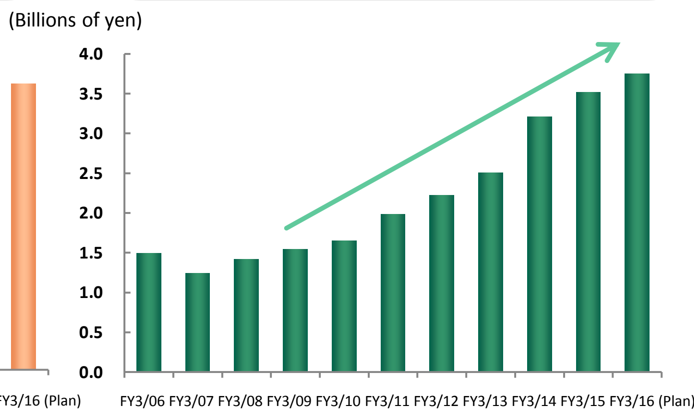
Big increase in earnings because of new wedding and reception facilities in prime locations

Entertainment

Good prospects for more strong growth in café complex earnings







Target Benchmarks

Aiming for the medium-term targets by establishing a base for consistent growth of the entire AOKI Group

FY3/15 Results

Benchmark	Level
Operating margin	10.4%
ROE	7.5%
EPS	¥111.70

FY3/16 Plan

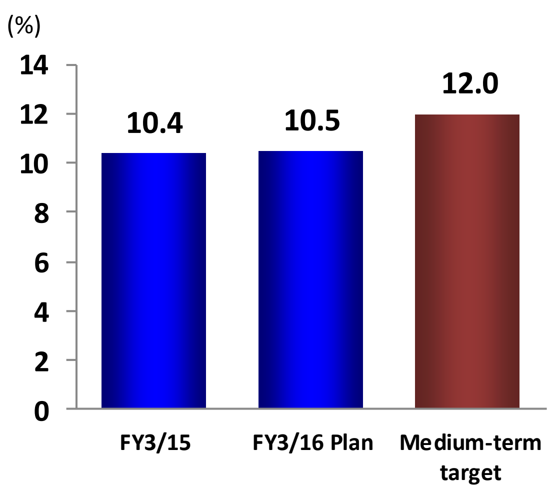
Benchmark	Level
Operating margin	10.5%
ROE	8.0%
EPS	¥125.09

Medium-term Target (established in May 2014)

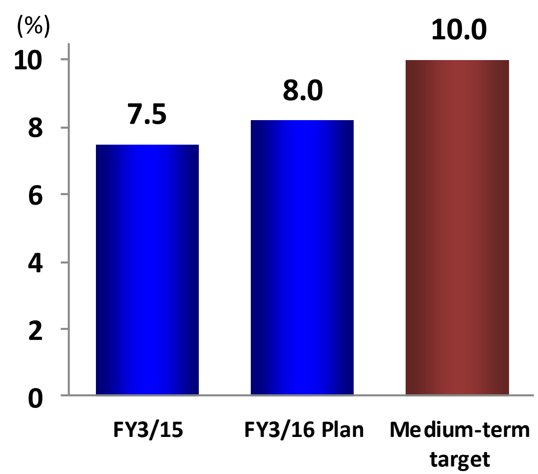
Benchmark	Level
Operating margin	12.0%
ROE	10.0%
EPS	¥180.00

ROE = (Profit attributable to owners of parent / Shareholders' equity) x 100 (%)

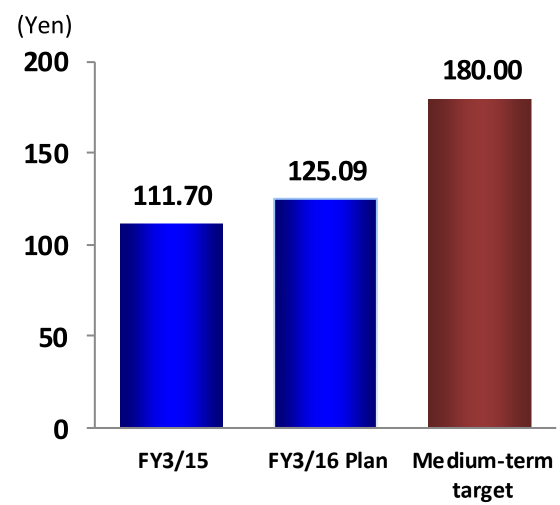
Operating Margin



ROE

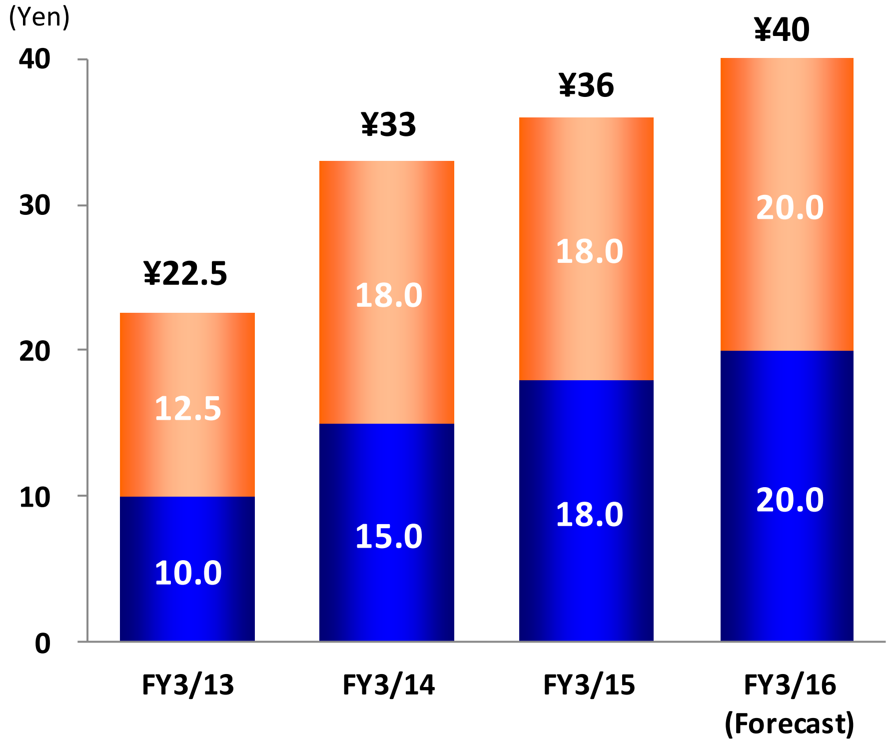


EPS



Shareholder Returns: Dividends, Repurchase and Retirement of Treasury Stocks

We plan to boost our annual dividend for FY3/16 from ¥36 to ¥40



	2Q-end	Year-end	Annual
FY3/13	10.0	12.5	22.5
FY3/14	15.0	18.0	33.0
FY3/15	18.0	18.0	36.0
FY3/16 (Forecast)	20.0	20.0 (Forecast)	40.0 (Forecast)

Numbers in the table are all adjusted for the 2-for-1 stock split on January 1, 2014

Based on a policy of stable dividends, we plan dividend returns targeting a dividend payout ratio of 30% for the time being

We repurchased 1.2 million shares of treasury stocks and retired half of these shares

Acquisition period: From May 11, 2015 to August 25, 2015
Total value of shares acquired: ¥1.9 billion
Date of retirement: September 30, 2015

First Half of FY3/16 Review of Operations

Consolidated Profit and Loss

(Millions of yen)

Account/Period	1H FY3/15	1H FY3/16	Change	YoY %	Major Components
Sales	78,213	81,704	3,491	104.5	Contributions from new stores
Gross profit Gross profit margin	34,567 44.2%	36,187 44.3%	1,620 +0.1pt	104.7	Increase in Fashion Business by 1.1pt
Selling, general and administrative expenses	32,052	32,505	453	101.4	
Operating profit Operating margin	2,515 3.2%	3,681 4.5%	1,166 +1.3pt	146.4	Cost control in all business segments and contribution from Café Complex Business
Non-operating profit	622	620	-2	99.6	
Non-operating expenses	633	681	47	107.6	
Ordinary income	2,504	3,620	1,116	144.6	
Extraordinary gains	-	-	-	-	
Extraordinary losses	417	347	-70	83.2	Impairment losses
Profit attributable to owners of parent	1,449	2,157	707	148.8	

- Depreciation: ¥3,803 million (including lease assets of ¥865 million)
- 1H YoY existing-store sales: -0.3% for Fashion, -0.6% for Karaoke, +6.7% for Café Complex

Sales and Operating Profit by Business Segment

Sales by business segment

(Millions of yen)

Business Segment	1H FY3/15	1H FY3/16	Change	YoY %	Major Components
Total	78,213	81,704	3,491	104.5	
Fashion	43,660	44,697	1,036	102.4	Contributions from new stores
Anniversaire and Bridal	15,090	14,978	-112	99.3	
Entertainment (Total)	19,479	22,052	2,573	113.2	
(of which) Karaoke	8,359	8,730	370	104.4	Contributions from new facilities
(of which) Café Complex	11,119	13,322	2,202	119.8	Contributions from new facilities and higher sales at existing facilities

Operating profit by business segment

(Millions of yen)

Business Segment	1H FY3/15	1H FY3/16	Change	YoY %	Major Components
Total	2,515	3,681	1,166	146.4	
Fashion	-969	-137	832	-	Improvement in gross profit margin and cost control
Anniversaire and Bridal	1,778	1,841	62	103.5	Cost control
Entertainment (Total)	1,610	1,834	224	113.9	
(of which) Karaoke	547	482	-64	88.2	Increase in renovation expenses
(of which) Café Complex	1,063	1,351	288	127.2	Higher sales at existing facilities
Inter-segment transactions	95	142	46	148.9	

Major Changes in Consolidated Balance Sheet

(Millions of yen)

Account/Period	FY3/15	1H FY3/16	Change	Major Components
Current assets	73,769	63,516	-10,253	Decreases in cash in hand and in banks, and in accounts receivable-trade due to seasonal factors, etc.
Cash in hand and in banks	29,226	22,292	-6,933	Decreased due to capital investments and payment of income taxes
Inventories	26,476	29,159	2,683	Increased due to openings of new stores, etc.
Fixed assets	156,396	157,854	1,457	
Tangible fixed assets	108,308	109,494	1,186	Increased due to openings of new stores, etc.
Intangible fixed assets	6,550	6,617	67	
Investments and other assets	41,538	41,741	203	
Total assets	230,166	221,370	-8,795	
Current liabilities	43,397	35,439	-7,957	Decreases in accounts payable-trade and accrued income taxes
Accounts payable-trade	19,867	14,546	-5,320	Decreased due to seasonal factors, etc.
Current portion of long-term debt (including short-term)	4,450	7,250	2,800	Short term debt of ¥3.0 billion
Long-term liabilities	47,093	47,667	573	
Long-term debt	35,325	35,300	-25	
Total liabilities	90,491	83,107	-7,384	
Common stock	23,282	23,282	-	
Capital surplus	28,757	27,833	-923	Decreased due to retirement of treasury stock
Retained earnings	86,658	87,174	516	
Treasury stock	-45	-1,026	-981	Purchase of treasury stock
Total accumulated other comprehensive income	1,021	998	-22	
Total net assets	139,675	138,263	-1,411	
Total liabilities and net assets	230,166	221,370	-8,795	

Consolidated Statement of Cash Flows

(Millions of yen)

Account/Period	1H FY3/15	1H FY3/16	Change	Major Components
Cash flows from operating activities	1,946	-2,113	-4,059	Increase in consumption taxes paid, etc.
Cash flows from investing activities	-9,587	-3,053	6,534	Decrease in acquisition of tangible fixed assets
Cash flows from financing activities	8,373	-1,767	-10,140	Short-term debt: ¥3.0 billion Decrease in long-term debt: ¥15.0 billion
Change in cash and cash equivalents	732	-6,933	-7,665	
Beginning balance	22,619	29,226	6,606	
Ending balance	23,351	22,292	-1,058	

Number of Stores Opened/Closed

(Millions of yen excluding number of stores)

Business Segment	Stores/Facilities	1H FY3/15			1H FY3/16		
		Number of Stores	Opened	Closed	Number of Stores	Opened	Closed
Fashion	AOKI	537	17	1	559	4	2
	ORIHICA	136	5	-	145	10	6
Anniversaire and Bridal	ANNIVERSAIRE	14	-	-	14	-	-
Karaoke	COTE D'AZUR	166	7	-	175	6	-
Café Complex	KAIKATSU CLUB, other*	245	17	-	281	21	-
Total		1,098	46	1	1,174	41	8
Capital Expenditures		10,973			5,412		

* Includes KAIKATSU FITNESS CLUB

(Millions of yen)

Capital Expenditures	1H FY3/15	1H FY3/16
Fashion	2,854	974
Anniversaire and Bridal	526	375
Karaoke	1,037	1,330
Café Complex	1,842	2,650
Consolidated Total	10,973	5,412

FY3/16 Earnings Forecast

Consolidated Forecast

(Millions of yen)

Account/Period	FY3/15	FY3/16 (Forecast)	Change	YoY %	Major Components
Sales	183,805	191,050	7,244	103.9	Contributions from new stores
Gross profit Gross profit margin	86,785 47.2%	90,160 47.2%	3,374 -	103.9	Increase in Fashion Business by 0.6pt
Selling, general and administrative expenses	67,757	70,160	2,402	103.5	Increase in new store-opening expenses and personal expenses in each business segment
Operating profit Operating margin	19,028 10.4%	20,000 10.5%	971 +0.1pt	105.1	Contributions from the Fashion and Café Complex Businesses
Non-operating profit	1,173	1,150	-23	98.0	
Non-operating expenses	1,287	1,250	-37	97.1	
Ordinary income	18,914	19,900	985	105.2	
Extraordinary gains	-	-	-	-	
Extraordinary losses	1,942	1,650	-292	85.0	Mainly impairment losses
Profit attributable to owners of parent	10,185	11,300	1,114	110.9	

Assumptions

- Depreciation: ¥7,800 million (including lease assets of ¥1,683 million)
- YoY existing-store sales:
  Fashion: +1.8% for 2H, +1.0% for full year
  Karaoke: -0.7% for 2H, -0.7% for full year　Café Complex: +1.7% for 2H, +4.2% for full year

Forecast for Sales and Operating Profit by Business Segment

Sales by business segment

(Millions of yen)

Business Segment		FY3/15	FY3/16 (Forecast)	Change	YoY %
Total		183,805	191,050	7,244	103.9
	Fashion	112,675	116,100	3,424	103.0
	Anniversaire and Bridal	30,917	30,300	-617	98.0
	Entertainment (Total)	40,237	44,680	4,442	111.0
	(of which) Karaoke	17,523	18,250	726	104.1
	(of which) Café Complex	22,714	26,430	3,715	116.4

Operating profit by business segment

(Millions of yen)

Business Segment		FY3/15	FY3/16 (Forecast)	Change	YoY %
Total		19,028	20,000	971	105.1
	Fashion	10,773	11,800	1,026	109.5
	Anniversaire and Bridal	4,205	4,100	-105	97.5
	Entertainment (Total)	3,518	3,750	231	106.6
	(of which) Karaoke	1,712	1,580	-132	92.3
	(of which) Café Complex	1,806	2,170	363	120.1
	Inter-segment Transactions	531	350	-181	65.9

Outlook for Store Openings/Closings

(Millions of yen excluding number of stores)

Business Segment	Stores/Facilities	FY3/15			FY3/16 (Forecast)		
		Number of Stores	Opened	Closed	Number of Stores	To be Opened	To be Closed
Fashion	AOKI	557	39	3	567	12	2
	ORIHICA	141	11	1	146	12	7
Anniversaire and Bridal	ANNIVERSAIRE	14	-	-	14	-	-
Karaoke	COTE D'AZUR	169	10	-	178	10	1
Café Complex	KAIKATSU CLUB, other*	260	32	-	295	36	1
Total		1,141	92	4	1,200	70	11
Capital Expenditures		16,068			11,100		

* Includes KAIKATSU FITNESS CLUB

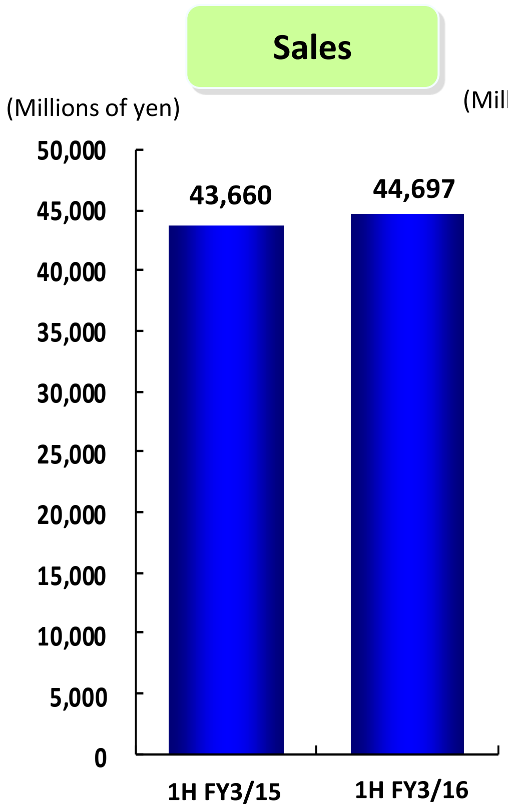
(Millions of yen)

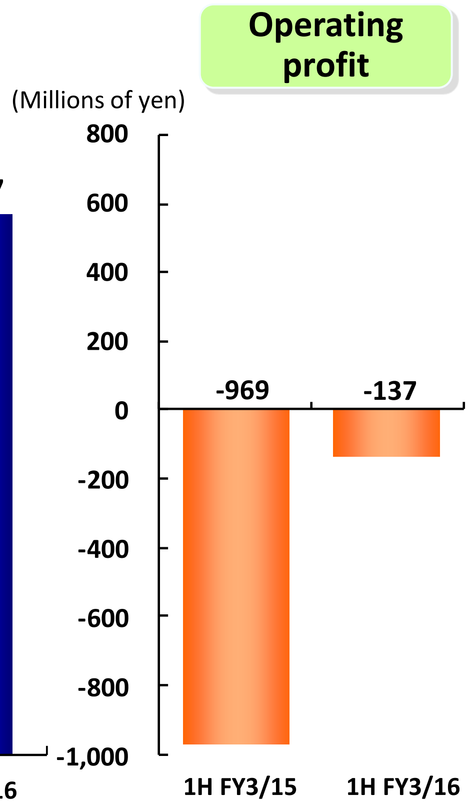
Capital Expenditures	FY3/15	FY3/16 (Initial forecast)	FY3/16 (Forecast)
Fashion	5,211	4,410	3,574
Anniversaire and Bridal	872	1,030	1,030
Karaoke	1,752	2,490	2,063
Café Complex	3,414	3,840	4,254
Consolidated Total	16,068	11,850	11,100

Fashion Business

FY3/16 First-half Performance and Full-year Forecast

New stores drive sales growth; operating profit up with improvements in gross profit and cost controls





(Millions of yen)

	1H FY3/16			1H FY3/15
		YoY %	% to sales	% to sales
Sales	44,697	102.4	100.0	100.0
Gross profit	27,461	104.3	61.4	60.3
SG&A expenses	27,599	101.1	61.7	62.5
Operating profit	-137	-	-	-

Sales up 2.4% YoY

- **New store openings**
  - **AOKI: 4**
    559 stores at the end of the first half (+22 YoY)
  - **ORIHICA: 10**
    145 stores at the end of the first half (+9 YoY)
- **Decrease in existing-store sales: -0.3%**

Operating profit up ¥832 million YoY

- **Gross profit margin: up 1.1 points**
  - Increase in average sales per item
- **SG&A expenses: up 1.1% YoY**
  - Increase in the number of stores; increases in land rents and depreciation related to new store openings
  - Achieved proper levels of expenses, mainly for supplies, personnel, and advertising and marketing

AOKI Nitori Mall Miyazaki Store


ORIHICA NAMBA PARKS T-terrace Store

Existing-store sales decreased as number of customers declined, although sales per customer increased due to the higher average sales per item

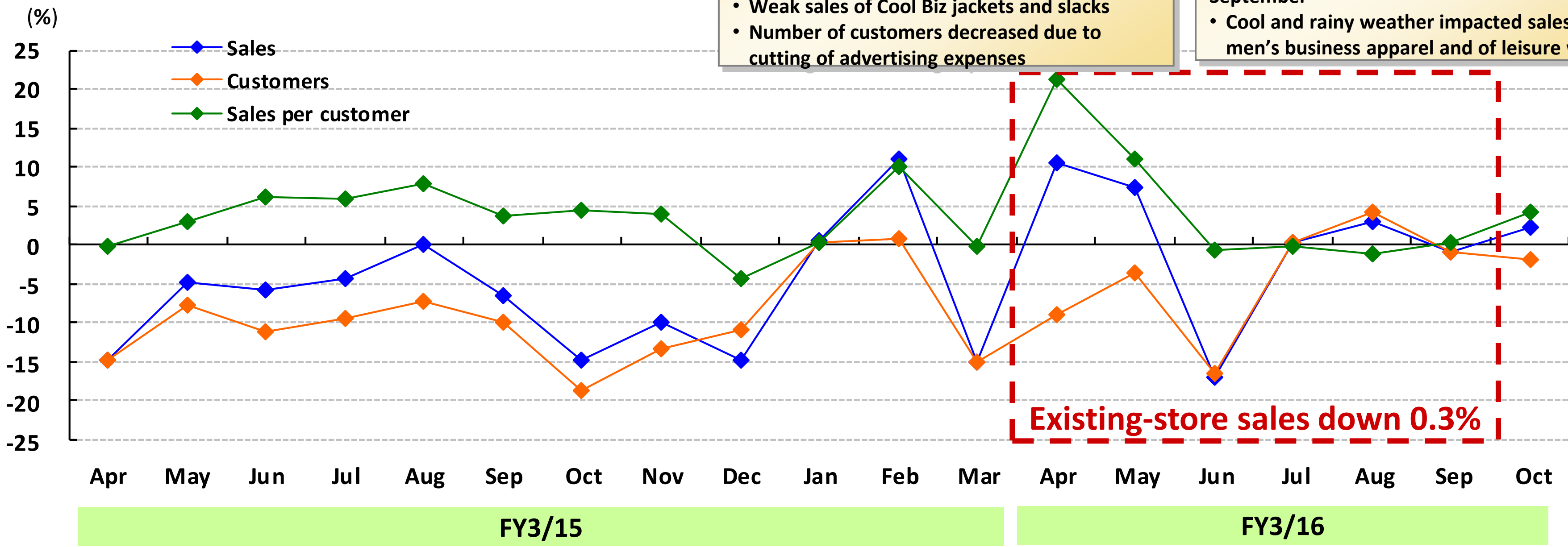
1Q
Existing-store sales: -1.0%
April—early May
- Strong sales of suits and formal wear, primarily the Washable Suits
- Firm sales to "recruitment" customers

Late May—June
- Bargain sales pushed back to July
- Weak sales of Cool Biz jackets and slacks
- Number of customers decreased due to cutting of advertising expenses

2Q
Existing-store sales: +0.7%
July—August
- Sales to "recruitment" customers remained strong
- Higher sales of ladies' apparel and formal wear

September
- Cool and rainy weather impacted sales of men's business apparel and of leisure wear

First Half of FY3/16 YoY Change in Monthly Performance



	Oct 2014	Nov 2014	Dec 2014	Jan 2015	Feb 2015	Mar 2015	Apr 2015	May 2015	Jun 2015	Jul 2015	Aug 2015	Sep 2015	First-half	Oct 2015
Existing-store sales (%)	-14.9	-9.8	-14.8	+0.5	+11.0	-15.0	+10.4	+7.3	-16.9	+0.2	+3.0	-0.8	-0.3	+2.3
No. of customers (%)	-18.6	-13.3	-10.8	+0.2	+0.8	-14.9	-9.0	-3.5	-16.4	+0.4	+4.3	-1.0	-5.9	-1.9
Sales per customer (%)	+4.5	+4.0	-4.4	+0.3	+10.1	-0.1	+21.3	+11.1	-0.6	-0.2	-1.2	+0.2	+5.9	+4.3
Deviation from average temperature (℃) (Tokyo)	+1.6	+2.1	-0.9	+0.6	0.0	+1.6	+0.6	+2.9	+0.7	+1.2	+0.3	-0.2	-	+0.9

Operating profit achieved the target – Profitability measures produced benefits

1 Existing-store sales per customer increased due to the upgraded stylist system and the recognition of "AOKI is your stylist" as the new corporate concept

	First-half
YoY change in existing-store sales per customer	**+5.9%**

Stylist badge

2 Increase in average sales per item by strengthening of high value-added products and royal brand products

	First-half	YoY %
Average sales per suit	**¥26,300**	**104.0%**

Royal brand products

3 Sales of women's apparel continued to increase due to a stronger merchandise lineup and sales promotion

	YoY %	Composition %	YoY pt
Women's apparel	**116.9%**	**13.8%**	**+1.6pt**
Women's formal wear	**116.0%**	**6.2%**	**+0.7pt**

4 Profitability measures produced benefits

- Improvement in the gross profit margin: +1.1pt YoY
- Cost control measures
  - Cut expenses by shifting store remodeling from Jul/Aug to Sep/Oct
  - Cut advertising expenses by reexamining and improving sales promotion activities
  - Reduce personal expenses through overtime reduction and working shift adjustments

Office casual wear for ladies

5 Sales at ORIHICA were strong

- Sales of business-to-casual categories increased, centered on jackets and slacks
- Women customers increased due to the expanded merchandise lineup including inner wear and accessories

Reinvigorate existing stores to match changes in the market: 1

1 Expand lineup of apparel with trendy fashions, styles and functions based on the theme of "fun to fashion"

◆Business

- More new ideas featuring the "trend colors" of Navy & Brown series and the popular "gilet (a sleeveless jacket) style"
- Larger lineup of apparel using high-quality European fabric
- More versions of Premium Wash Suits that can really be washed with no worries
- Increase sales of the ACTIVIST series that was developed jointly with Teijin Frontier
- Increase the lineup and new ideas for the personal order item

Navy & Brown collecrtion

◆Business-to-casual

- Larger selection of unconstructed jackets, which can be easily slipped on thanks to the tailoring expertise of a business suit shop
- New products that use collaboration with ORIHICA
- Start selling apparel in the Reversible Series

◆Women's apparel

- New ideas in the Raku-Raku Kirei Series of apparel that is easy to wear yet highly but very attractive
- Strengthen the lineup of formal wear for a broad range of ages
- In addition to woman's magazine CanCam, start collaboration with Oggi


Raku-Raku Kirei Series


Collaboration with ORIHICA

Reinvigorate existing stores to match changes in the market: 2

2 New TV commercials to firmly establish the AOKI brand

- Messages focused on merchandise: "Good clothes have a good story" commercial (firmly attached buttons version, arm hole version)

3 Establish identity as "AOKI is your stylist" to capture more regular customers

- Further refine skills at providing styling advice
  - Advance by starting with styling for customers looking for suits and formal wear
    → Total coordination ideas for apparel that matches each customer's life style, needs and wants
  - Reinforce the "customer first" spirit (build lifelong customer relationships)

A stylist gives a customer a recommendation

4 Renovations with different timing and purposes

- Revise layouts, merchandise racks and other aspects of stores to reflect changing customer preferences
  - Replace racks with items centered on jackets, slacks and women's apparel
  - Improve store atmosphere, such as by adding furniture for discussions and a kids' corner and improving rest rooms
  - Reexamine floor layouts at multi-level stores (use one floor for women's apparel, etc. – Akihabara Store and Fukuoka Tenjin Head Store)

Women's apparel floor at the Akihabara store

5 Open 12 stores during FY3/16 in carefully selected locations

- Second half: 8 stores (down two from the initial plan)

Improve recognition of the ORIHICA brand and attract new customers

1 New communication strategy

◆ORIHICA's first TV commercial

Theme: Navy & Black suit collection

Message: Freedom for business apparel

Features: Actor Tori Matsuzaka

- Improve recognition of the ORIHICA brand
- Goal is appealing to new customer segments

◆The first Pop Up Shop in the men's suits industry

Operates for a limited time only at the Futako Tamagawa Rise Shopping Center

- A new style and worldview for the ORIHICA brand
- A step toward opening stores at shopping centers and other locations with no ORIHICA presence

Navy & Black suit collection

The Futako Tamagawa Rise Pop Up Shop

2 Create more original merchandise

◆Started selling THE 3rd SUITS

- A new type of business apparel for a diverse array of business styles
- Combines the neat look of a suit with a light and airy sensation

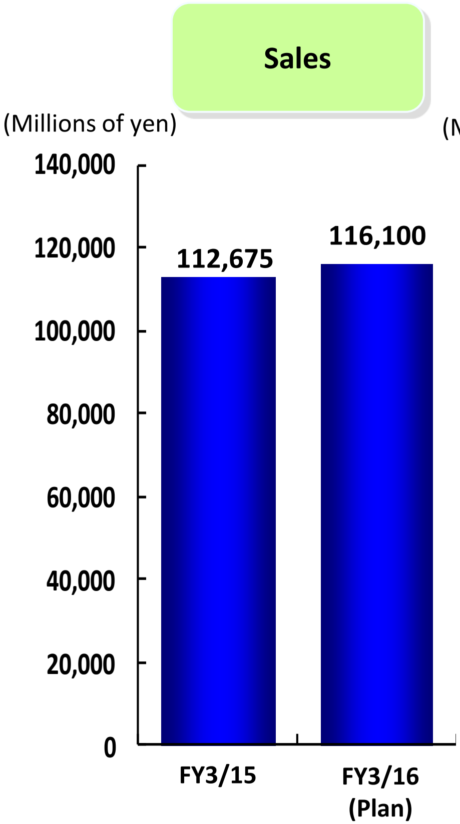
THE 3rd SUITS mix-and-match (1)

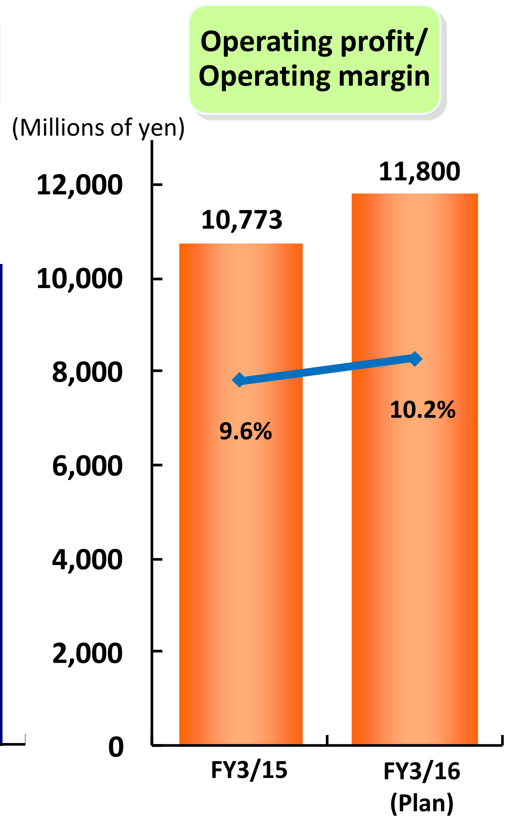
THE 3rd SUITS mix-and-match (2)

3 Open 12 stores during FY3/16 in carefully selected locations

◆Second half: 2 stores (up one from the initial plan)

Higher sales and profits due to contributions from new store openings, existing-store sales growth and a higher gross profit margin





(Millions of yen)

	FY3/16 Forecast		
		YoY %	% to sales
Sales	116,100	103.0	100.0
Gross profit	72,250	104.1	62.2
SG&A expenses	60,450	103.1	52.1
Operating profit	11,800	109.5	10.2

Sales up 3.0% YoY

- New store openings: 24 (-1 vs. initial plan)
  - AOKI: 12
    (1H results: 4, 2H plan: 8)
  - ORIHICA: 12
    (1H results: 10, 2H plan: 2)
- Change in existing-store sales (plan)
  - Full year: +1.0%
    (1H results: -0.3%, 2H plan: +1.8%)

Operating profit up 9.5% YoY

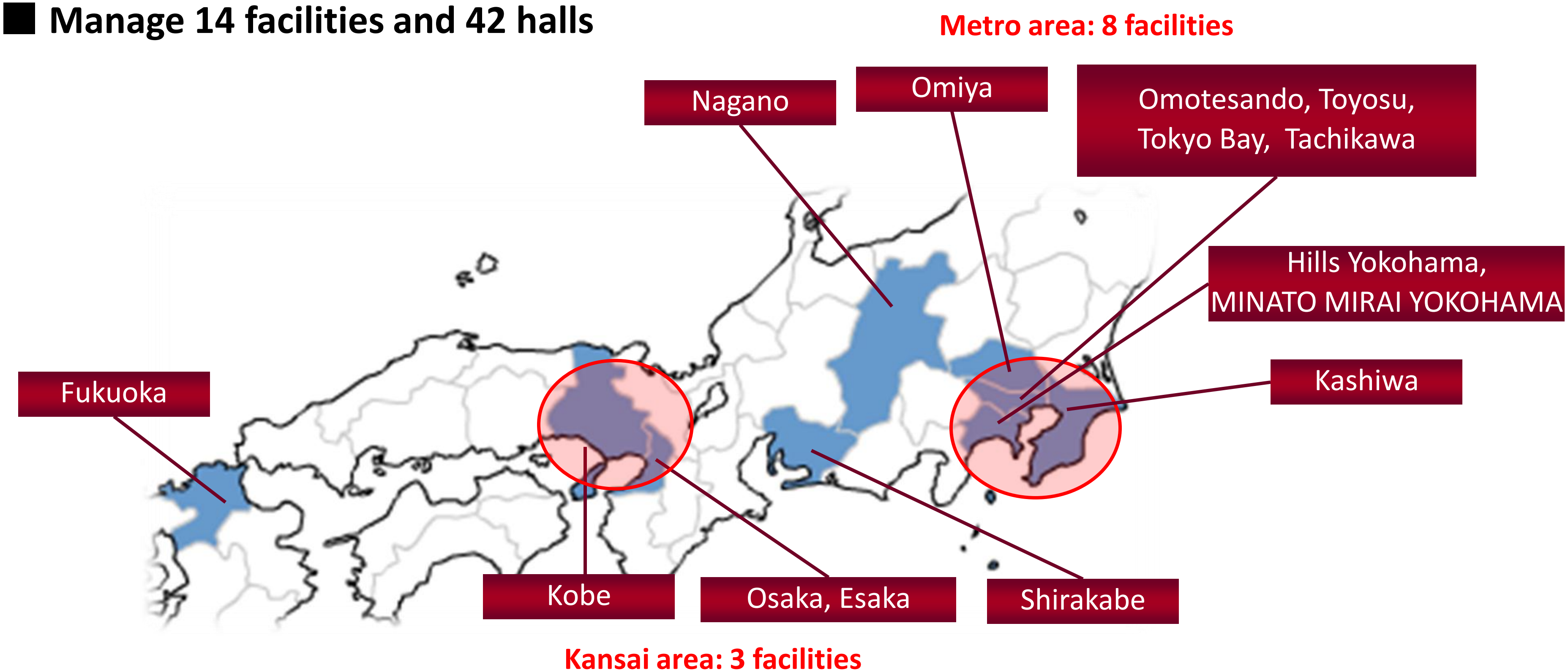
- Gross profit margin: +0.6pt YoY
- SG&A expenses: +3.1% YoY
  - Increases in land rents, depreciation and personnel expenses due to the growth in the number of stores

Anniversaire and Bridal Business

FY3/16 First-half Performance and Full-year Forecast

Provides "Anniversaire"-style weddings mainly in major cities

■ Manage 14 facilities and 42 halls



■ Product proposals

Average price per couple at the Company: 4,433,000 yen (1H FY3/16)

Average price per couple across industry: 3,266,000 yen

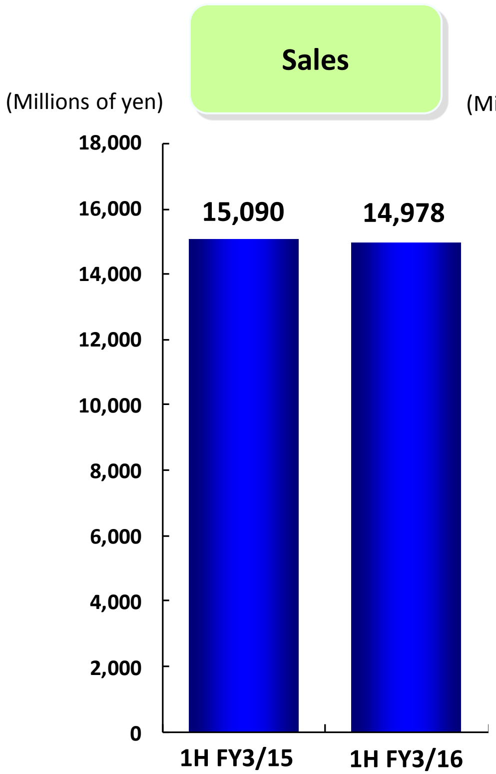
(Zexy Wedding Magazine Trend Survey 2015, excluding tax)

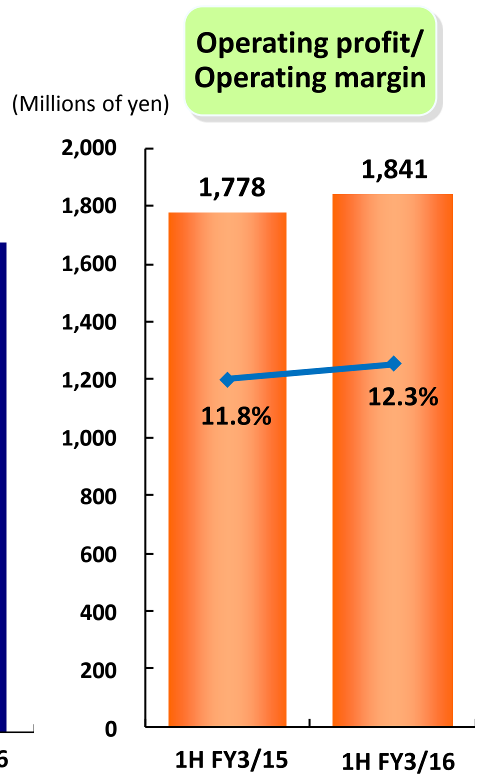
■ Industry position

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

"33rd Service Industry Comprehensive Survey"
Nikkei MJ, November 5, 2015

Sales declined as number of couples married and average sales per couple decreased, but profits rose due to cost controls





(Millions of yen)

	1H FY3/16		
		YoY %	% to sales
Sales	14,978	99.3	100.0
Gross profit	4,442	102.0	29.7
SG&A expenses	2,600	101.0	17.4
Operating profit	1,841	103.5	12.3

Sales down 0.7% YoY

- End of the start-up period contribution of ANNIVERSAIRE MINATO MIRAI YOKOHAMA
- No. of couples married decreased by 5 YoY
- Average sales per couple decreased by ¥15,000 YoY

Operating profit up 3.5% YoY

- Improvement in gross profit margin: up 0.9 point YoY
  - Reviewed renovation plans at all locations
  - Reduced personnel expenses (using people more efficiently)

At Anniversaire Kobe, the Chapel square was redesigned and a Pageant service was added

Performance benchmarks

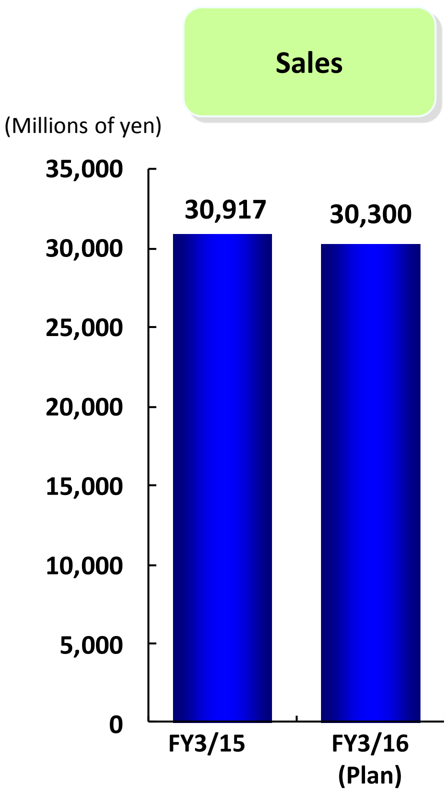
Total

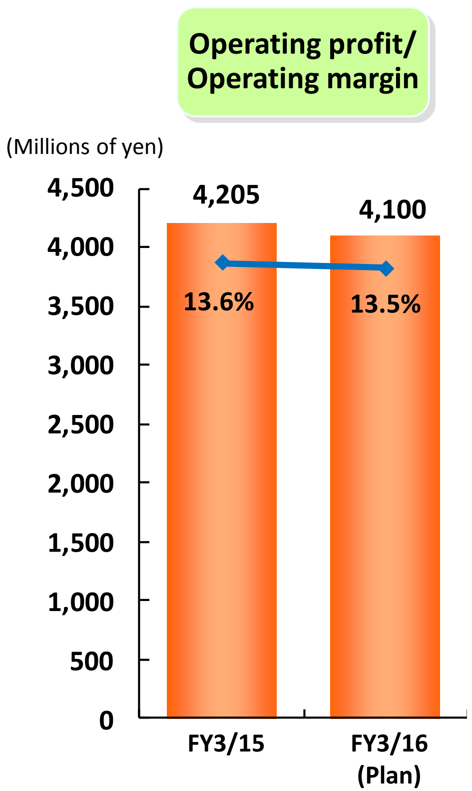
	1H FY3/15	1H FY3/16	Change	YoY %
No. of facilities at period-end	14	14	-	-
No. of wedding/reception halls at period-end	42	42	-	-
No. of couples married	3,315	3,310	-5	99.8%
Capacity utilization ratio	68.0%	65.7%	-2.3pt	96.6%
Average sales per couple (thousands of yen)	4,448	4,433	-15	99.7%

Existing facilities (except MINATO MIRAI YOKOHAMA)

	1H FY3/15	1H FY3/16	Change	YoY %
No. of couples married	2,547	2,553	+6	100.2%
Capacity utilization ratio	62.7%	60.8%	-1.9pt	97.0%
Average sales per couple (thousands of yen)	4,328	4,329	+1	100.0%

Forecast sales and profits decrease due to declining number of couples marrying





(Millions of yen)

	FY3/16 Forecast		
		YoY %	% to sales
Sales	30,300	98.0	100.0
Gross profit	9,200	98.8	30.4
SG&A expenses	5,100	99.8	16.8
Operating profit	4,100	97.5	13.5

Sales down 2.0% YoY

- No. of couples planned for marrying:
  6,580 (-175 couples YoY)
  (-140 couples vs. initial plan)
- Average sales per couple target:
  ¥4,508,000 (+¥34,000 YoY)
  (roughly flat vs. initial plan)
- Strengthen existing-store sales
  - Achieving higher ratio of successful contracts due to sharing of expertise on customer service
  - Sales promotion by clarifying the strength and concept of each store

Operating profit down 2.5% YoY

Forecast lower profits due to a decline in sales despite the improvement in gross profit margin and reduction in SG&A expenses

- Improvement in gross profit margin: up 0.3 point YoY
- Decrease in SG&A expenses (-0.2% YoY)

Launched Propose Planner service at all 14 locations to strengthen marriage proposal plan

Linking marriage proposals with ANNIVERSAIRE to create a new channel for attracting couples for wedding ceremonies

- Start of promotion: Friday, November 13, 2015
- Activities: Planners are assigned to all locations to assist in creating memorable marriage proposals; creates a new channel for contacting prospective wedding ceremony customers at the proposal stage
- Prices: Starts at ¥30,000 (without tax) *Price varies depending on the proposal plan

Entertainment Business

FY3/16 First-half Performance and Full-year Forecast

Facility features: Facilities based on a clear concept

Karaoke facilities

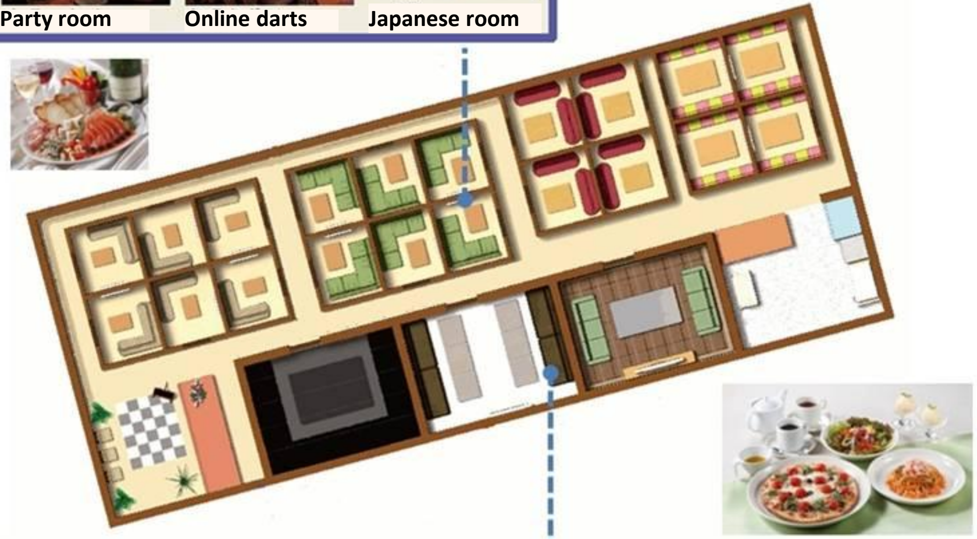
Relaxing space for tomorrow's dynamism

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

“33rd Service Industry Comprehensive Survey" Nikkei MJ, November 11, 2015

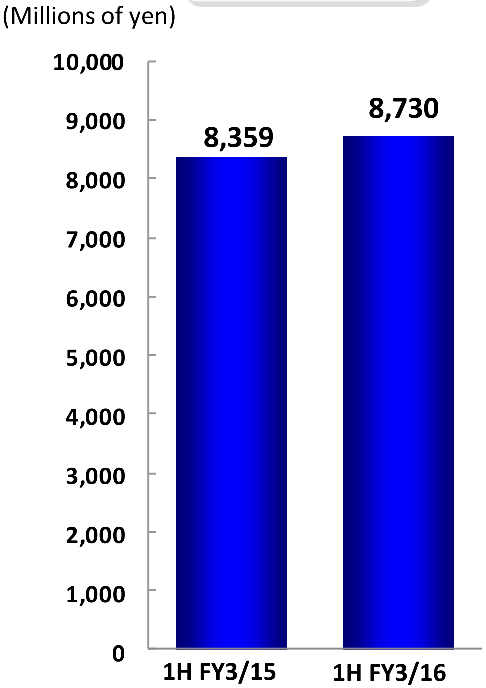
Various types of "communication space"



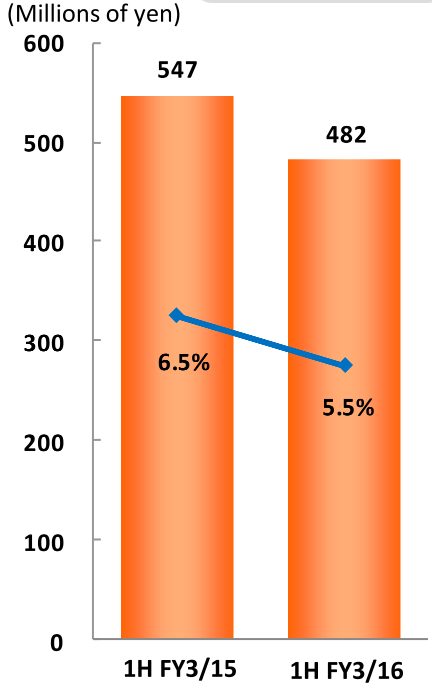
Special rooms equipped for extra needs

Sales increased due to contributions from newly opened stores but profits decreased by the lower existing-store sales and higher costs

Sales



Operating profit/ Operating margin



■ Sales up 4.4% YoY

- New store openings particularly in front of train stations: 6
- Store renovations: 17 (+8 facilities YoY)
- Increase in sales per customer at existing stores due to strengthening of seasonal menus: +1.6%

■ Operating profit down 11.8%

- Decrease in existing-store sales: -0.6%
- Gross profit margin: -1.4pt YoY
  Higher costs due to an increase in facilities for renovations

(Millions of yen)

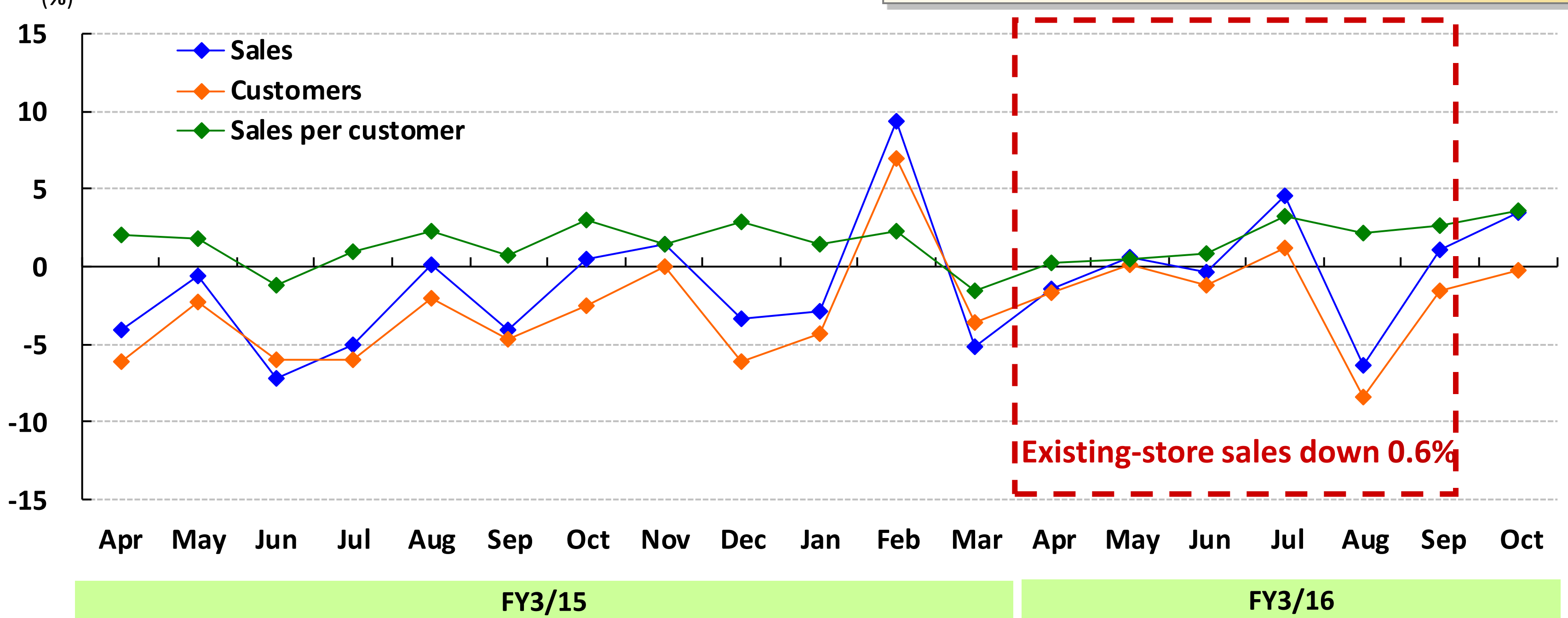
	1H FY3/16		
		YoY %	% to sales
Sales	8,730	104.4	100.0
Gross profit	1,445	96.2	16.6
SG&A expenses	962	100.8	11.0
Operating profit	482	88.2	5.5

Aqua Planet Room

Conditions at existing stores

Average sales per customer increased throughout the year due to the strengthening of the food menu, etc. However, customer number declined at suburban locations

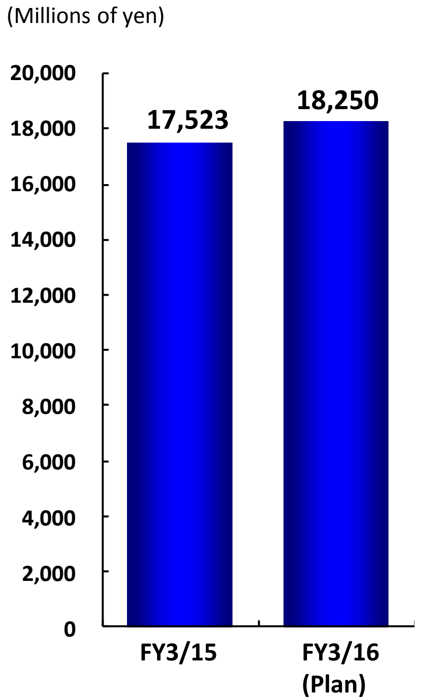
Monthly trend in sales growth



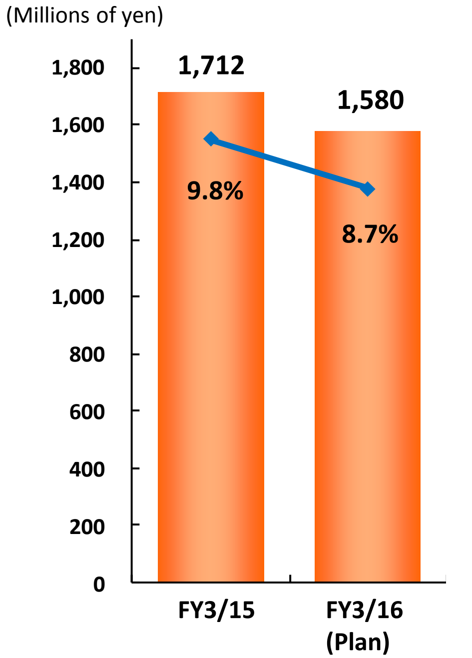
	Oct 2014	Nov 2014	Dec 2014	Jan 2015	Feb 2015	Mar 2015	Apr 2015	May 2015	Jun 2015	Jul 2015	Aug 2015	Sep 2015	First-half	Oct 2015
Existing-store sales (%)	+0.5	+1.5	-3.4	-2.9	+9.4	-5.2	-1.5	+0.6	-0.4	+4.6	-6.4	+1.1	-0.6	+3.5
No. of customers (%)	-2.5	0.0	-6.1	-4.3	+7.0	-3.6	-1.7	+0.1	-1.2	+1.2	-8.4	-1.6	-2.1	-0.2
Sales per customer (%)	+3.0	+1.5	+2.9	+1.5	+2.3	-1.6	+0.2	+0.5	+0.8	+3.3	+2.2	+2.7	+1.6	+3.6
Deviation from average temperature (℃) (Tokyo)	+1.6	+2.1	-0.9	+0.6	0.0	+1.6	+0.6	+2.9	+0.7	+1.2	+0.3	-0.2	-	+0.9

Forecast sales to increase due to contributions from newly opened stores but profits to decrease by the lower existing-store sales and higher costs

Sales



Operating profit/ Operating margin



(Millions of yen)

	FY3/16 Forecast		
		YoY %	% to sales
Sales	18,250	104.1	100.0
Gross profit	3,530	99.1	19.3
SG&A expenses	1,950	105.4	10.7
Operating profit	1,580	92.3	8.7

Sales up 4.1% YoY

- New store openings particularly in front of train stations: 10 (1H results: 6, 2H plan: 4)
- Revitalization of existing facilities
  - Plan end-of-the-year/new year party campaigns
  - Offering free Wi-Fi at Karaoke facilities
  - Introduction of the latest karaoke system
  - Further enrich food and drink menus

Operating profit down 7.7% YoY

- Change in existing-store sales (plan): -0.7% (1H results: -0.6%, 2H plan: -0.7%)

Facility features: Facilities based on a clear concept

Café Complex

Extreme relaxation close at hand

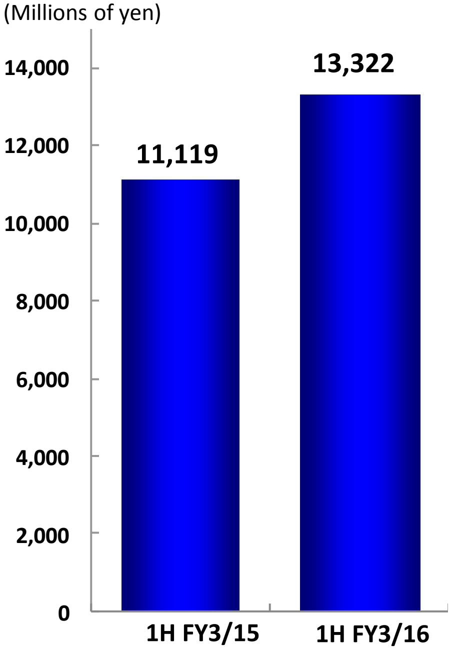
Café complex "KAIKATSU CLUB," which draws inspiration from the Asian resort island of Bali, is a "relaxation convenience store."
We provide "convenient" relaxation space readily accessible to customers.

Industry rank: No.1

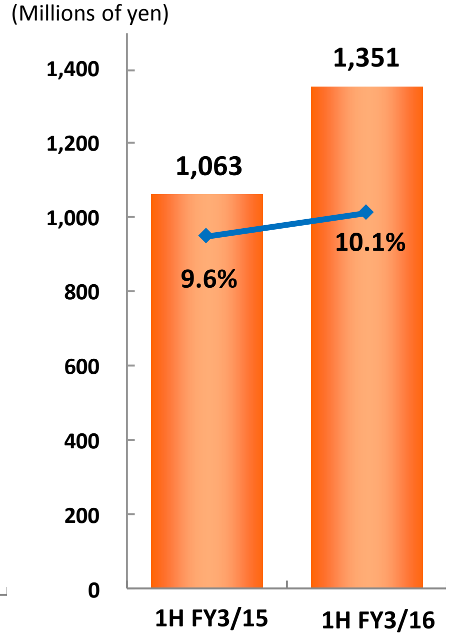
"33rd Service Industry Comprehensive Survey"
Nikkei MJ, November 11, 2015

Sales rose and profits also rose sharply due to contributions from newly opened stores and higher sales at existing locations

Sales



Operating profit/ Operating margin



(Millions of yen)

	1H FY3/16		
		YoY %	% to sales
Sales	13,322	119.8	100.0
Gross profit	2,596	121.2	19.5
SG&A expenses	1,244	115.3	9.3
Operating profit	1,351	127.2	10.1

Sales up 19.8% YoY

- New store openings: 21 (+4 YoY)
  - Prefectures where first facilities were opened: Saga
  - More store openings near railway stations
- Higher sales at existing facilities: +6.7%
  - Successful renovations (11 facilities) (Set up sections exclusively for women; added booths)
  - Further improvement of the food menu
  - Introduction of the latest high-spec PCs
  - All cafés have soft serve ice cream machines

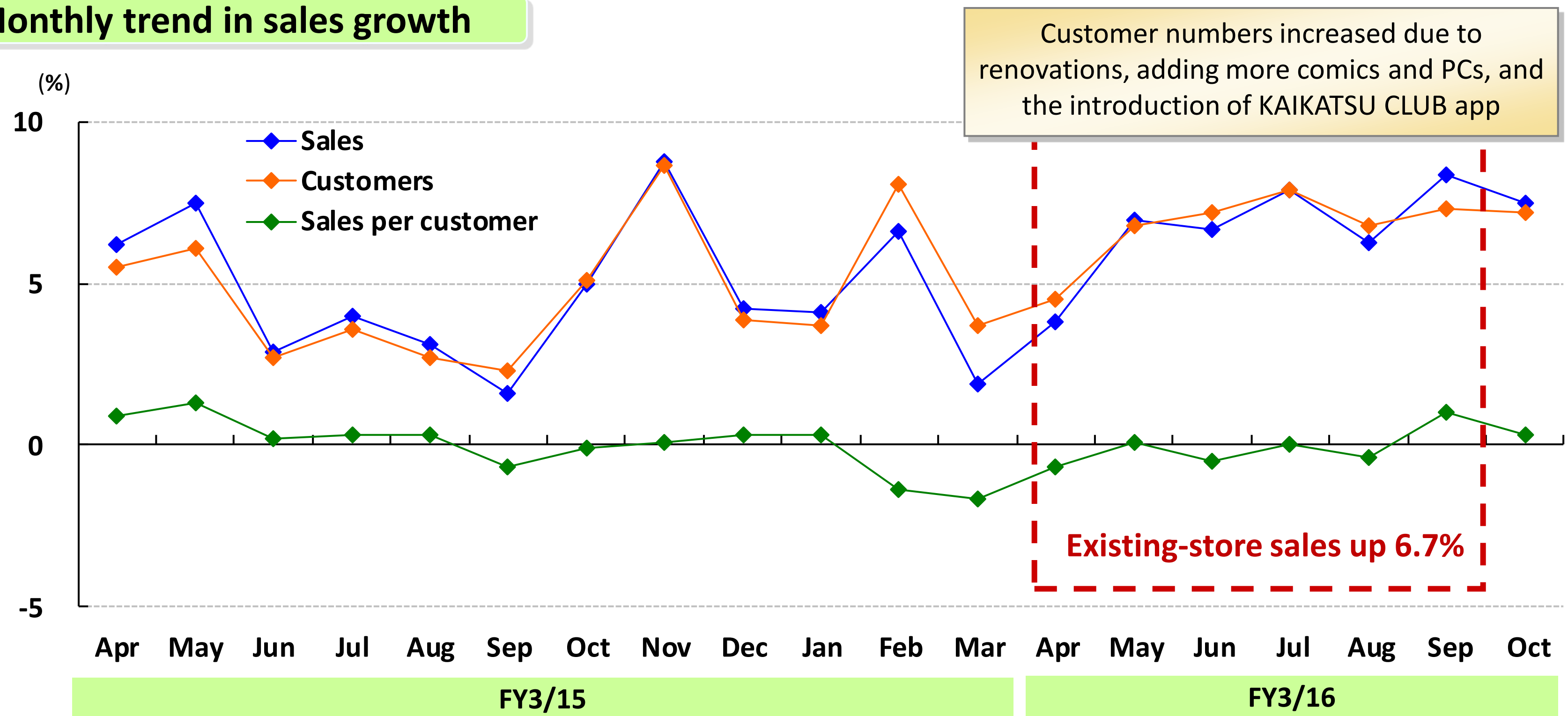
Operating profit up 27.2% YoY

- Higher expenses from new store openings were offset by strong existing store sales

Sections exclusively for women

Conditions at existing stores

Monthly trend in sales growth

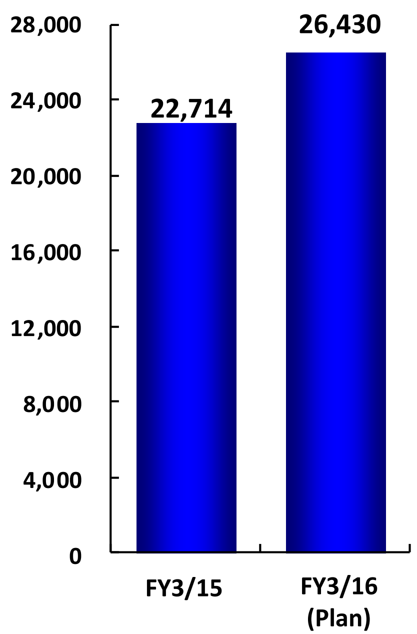


	Oct 2014	Nov 2014	Dec 2014	Jan 2015	Feb 2015	Mar 2015	Apr 2015	May 2015	Jun 2015	Jul 2015	Aug 2015	Sep 2015	First-half	Oct 2015
Existing-store sales (%)	+5.0	+8.8	+4.2	+4.1	+6.6	+1.9	+3.8	+6.9	+6.7	+7.9	+6.3	+8.4	+6.7	+7.5
No. of customers (%)	+5.1	+8.7	+3.9	+3.7	+8.1	+3.7	+4.5	+6.8	+7.2	+7.9	+6.8	+7.3	+6.8	+7.2
Sales per customer (%)	-0.1	+0.1	+0.3	+0.3	-1.4	-1.7	-0.7	+0.1	-0.5	+0.0	-0.4	+1.0	-0.1	+0.3
Deviation from average temperature (℃) (Tokyo)	+1.6	+2.1	-0.9	+0.6	0.0	+1.6	+0.6	+2.9	+0.7	+1.2	+0.3	-0.2	-	+0.9

Forecast higher sales and profits due to contributions from newly opened stores and higher sales at existing locations

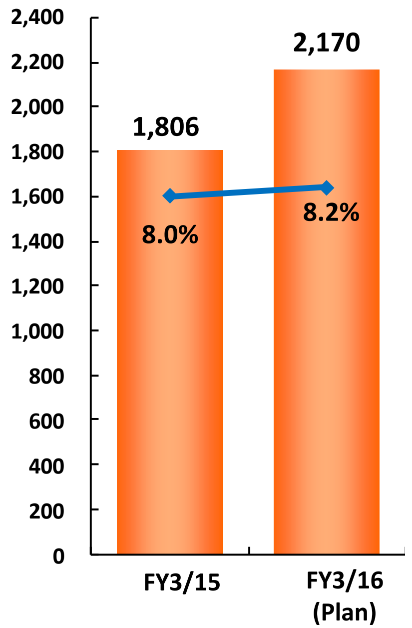
Sales

(Millions of yen)



Operating profit/ Operating margin

(Millions of yen)



(Millions of yen)

	FY3/16 Forecast		
		YoY %	% to sales
Sales	26,430	116.4	100.0
Gross profit	4,650	116.4	17.6
SG&A expenses	2,480	113.3	9.4
Operating profit	2,170	120.1	8.2

Sales up 16.4% YoY

- New store openings: 36
  (+4 YoY, +6 vs. initial plan)
  (1H results: 21, 2H plan: 15)
- Change in existing-store sales (plan):
  Full year: +4.2%
  (1H results: +6.7%, 2H plan: +1.7%)

Operating profit up 20.1% YoY

- Absorption of higher expenses from new store openings through an increase in existing-store sales

Sagamiono-ekimae Store
(Kanagawa, Opened in July 2015)

Supplementary Documents

Notes on pages 44 and 46:
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 12 and 18 for the difference.
4. Net income stated in the statement of income represents profit attributable to owners of parent.

First Half of FY3/16 Consolidated Business Results

(Millions of yen unless otherwise stated)

	1H FY3/15 Results	%	1H FY3/16 Plan	%	1H FY3/16 Results	%	YoY change	YoY %
Sales	78,213	100.0	82,980	100.0	81,704	100.0	3,491	104.5
Fashion	43,660	100.0	46,350	100.0	44,697	100.0	1,036	102.4
Anniversaire/Bridal	15,090	100.0	15,300	100.0	14,978	100.0	-112	99.3
Karaoke	8,359	100.0	8,800	100.0	8,730	100.0	370	104.4
Café Complex	11,119	100.0	12,550	100.0	13,322	100.0	2,202	119.8
Gross profit	34,567	44.2	36,710	44.2	36,187	44.3	1,620	104.7
Fashion	26,317	60.3	28,400	61.3	27,461	61.4	1,144	104.3
Anniversaire/Bridal	4,353	28.8	4,500	29.4	4,442	29.7	88	102.0
Karaoke	1,502	18.0	1,520	17.3	1,445	16.6	-56	96.2
Café Complex	2,142	19.3	2,040	16.3	2,596	19.5	453	121.2
SG&A expenses	32,052	41.0	34,060	41.0	32,505	39.8	453	101.4
Fashion	27,287	62.5	28,850	62.2	27,599	61.7	311	101.1
Anniversaire/Bridal	2,574	17.1	2,890	18.9	2,600	17.4	25	101.0
Karaoke	954	11.4	970	11.0	962	11.0	7	100.8
Café Complex	1,079	9.7	1,170	9.3	1,244	9.3	164	115.3
Operating profit	2,515	3.2	2,650	3.2	3,681	4.5	1,166	146.4
Fashion	-969	-	-450	-	-137	-	832	-
Anniversaire/Bridal	1,778	11.8	1,610	10.5	1,841	12.3	62	103.5
Karaoke	547	6.5	550	6.3	482	5.5	-64	88.2
Café Complex	1,063	9.6	870	6.9	1,351	10.1	288	127.2
Ordinary income	2,504	3.2	2,560	3.1	3,620	4.4	1,116	144.6
Net income	1,449	1.9	1,520	1.8	2,157	2.6	707	148.8
Net income per share (yen)	15.90	-	16.67	-	23.80	-	7.90	-
Shares outstanding at period-end (1,000 shares)	91,184	-	91,183	-	89,983	-	-1,201	-

First Half of FY3/16 Major Expenses

SG&A expenses

(Millions of yen unless otherwise stated)

	1H FY3/15 Results					1H FY3/16 Results									
	Total	Fashion	Anniversaire/ Bridal	Karaoke	Café Complex	Total		Fashion		Anniversaire/ Bridal		Karaoke		Café Complex	
							YoY %		YoY %		YoY %		YoY %		YoY %
Advertising expenses	**4,474**	**3,130**	**869**	**225**	**88**	**4,432**	**99.1**	**3,130**	**100.0**	**921**	**106.0**	**229**	**102.0**	**102**	**115.5**
Personnel expenses	**12,413**	**10,141**	**533**	**496**	**629**	**12,513**	**100.8**	**10,104**	**99.6**	**620**	**116.5**	**474**	**95.6**	**711**	**113.0**
Rents	**7,324**	**7,440**	**10**	**13**	**17**	**7,671**	**104.7**	**7,745**	**104.1**	**11**	**102.4**	**14**	**108.3**	**25**	**144.2**
Depreciation	**1,290**	**962**	**34**	**22**	**10**	**1,493**	**115.7**	**1,151**	**119.6**	**28**	**81.1**	**23**	**105.2**	**15**	**141.6**

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

(Millions of yen unless otherwise stated)

	1H FY3/15 Results			1H FY3/16 Results					
	Anniversaire/ Bridal	Karaoke	Café Complex	Anniversaire/ Bridal		Karaoke		Café Complex	
					YoY %		YoY %		YoY %
Personnel expenses	**2,837**	**1,994**	**2,851**	**2,622**	**92.4**	**2,146**	**107.6**	**3,521**	**123.5**
Rents	**965**	**1,760**	**1,835**	**965**	**100.0**	**1,883**	**107.0**	**2,196**	**119.7**
Depreciation	**814**	**656**	**701**	**801**	**98.4**	**645**	**98.3**	**792**	**113.0**

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 FY3/16 Consolidated Forecast

(Millions of yen unless otherwise stated)

	FY3/15	%	FY3/16 Initial plan	%	FY3/16 Revised plan	%	YoY change	YoY %
Sales	183,805	100.0	192,620	100.0	191,050	100.0	7,244	103.9
Fashion	112,675	100.0	117,700	100.0	116,100	100.0	3,424	103.0
Anniversaire/Bridal	30,917	100.0	31,000	100.0	30,300	100.0	-617	98.0
Karaoke	17,523	100.0	18,450	100.0	18,250	100.0	726	104.1
Café Complex	22,714	100.0	25,500	100.0	26,430	100.0	3,715	116.4
Gross profit	86,785	47.2	91,350	47.4	90,160	47.2	3,374	103.9
Fashion	69,409	61.6	73,450	62.4	72,250	62.2	2,840	104.1
Anniversaire/Bridal	9,314	30.1	9,500	30.6	9,200	30.4	-114	98.8
Karaoke	3,562	20.3	3,690	20.0	3,530	19.3	-32	99.1
Café Complex	3,994	17.6	4,180	16.4	4,650	17.6	655	116.4
SG&A expenses	67,757	36.9	71,350	37.0	70,160	36.7	2,402	103.5
Fashion	58,636	52.0	61,650	52.4	60,450	52.1	1,813	103.1
Anniversaire/Bridal	5,108	16.5	5,250	16.9	5,100	16.8	-8	99.8
Karaoke	1,850	10.6	1,960	10.6	1,950	10.7	99	105.4
Café Complex	2,188	9.6	2,310	9.1	2,480	9.4	291	113.3
Operating profit	19,028	10.4	20,000	10.4	20,000	10.5	971	105.1
Fashion	10,773	9.6	11,800	10.0	11,800	10.2	1,026	109.5
Anniversaire/Bridal	4,205	13.6	4,250	13.7	4,100	13.5	-105	97.5
Karaoke	1,712	9.8	1,730	9.4	1,580	8.7	-132	92.3
Café Complex	1,806	8.0	1,870	7.3	2,170	8.2	363	120.1
Ordinary income	18,914	10.3	19,900	10.3	19,900	10.4	985	105.2
Net income	10,185	5.5	11,300	5.9	11,300	5.9	1,114	110.9
Net income per share (yen)	111.70	-	123.93	-	125.09	-	13.39	-
Shares outstanding at period-end (1,000 shares)	91,183	-	91,183	-	89,983	-	-1,200	-

Full-year FY3/16 Major Expenses

SG&A expenses

(Millions of yen unless otherwise stated)

	FY3/15					FY3/16 Plan									
	Total	Fashion	Anniversaire/ Bridal	Karaoke	Café Complex	Total		Fashion		Anniversaire/ Bridal		Karaoke		Café Complex	
							YoY %		YoY %		YoY %		YoY %		YoY %
Advertising expenses	11,781	9,204	1,745	405	174	11,897	101.0	9,390	102.0	1,740	99.7	445	109.7	200	114.5
Personnel expenses	24,914	20,304	1,120	981	1,329	25,957	104.2	21,085	103.8	1,189	106.2	968	98.6	1,445	108.7
Rents	14,883	15,114	21	26	35	15,441	103.7	15,615	103.3	33	157.1	28	107.4	55	157.5
Depreciation	2,670	2,028	74	44	22	3,110	116.5	2,384	117.5	74	99.8	45	101.2	48	211.8

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

(Millions of yen unless otherwise stated)

	FY3/15			FY3/16 Plan					
	Anniversaire / Bridal	Karaoke	Café Complex	Anniversaire / Bridal		Karaoke		Café Complex	
					YoY %		YoY %		YoY %
Personnel expenses	5,488	4,139	5,936	5,047	92.0	4,369	105.6	7,184	121.0
Rents	1,931	3,574	3,844	1,953	101.2	3,704	103.6	4,219	109.7
Depreciation	1,626	1,299	1,439	1,640	100.9	1,265	97.3	1,646	114.4

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 FY3/16 Fashion Business Performance

(1) Change in existing-store sales

(%)

	Apr.	May	Jun.	1Q	Jul.	Aug.	Sep.	2Q	First half	Second half	Full year
FY3/16	10.4	7.3	-16.9	-1.0	0.2	3.0	-0.8	0.7	-0.3		
FY3/15	-14.9	-4.9	-5.7	-8.6	-4.2	0.0	-6.5	-3.8	-6.7	-9.2	-8.3

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

(%)

		Apr.	May	Jun.	1Q	Jul.	Aug.	Sep.	2Q	First half	Second half	Full year
Number of customers	FY3/16	-9.0	-3.5	-16.4	-9.9	0.4	4.3	-1.0	1.2	-5.9		
	FY3/15	-14.8	-7.7	-11.2	-11.4	-9.5	-7.3	-9.8	-8.9	-10.5	-11.2	-10.9
Sales per customer	FY3/16	21.3	11.1	-0.6	9.9	-0.2	-1.2	0.2	-0.5	5.9		
	FY3/15	-0.2	3.0	6.1	3.2	5.8	7.8	3.7	5.6	4.2	2.3	2.9

(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)	FY3/16	43.7	96.3				
	FY3/15	45.3	87.1	84.3	81.7	129.6	83.5
Unit price (thousands of yen)	FY3/16	26.3	104.0				
	FY3/15	25.3	107.2	27.1	108.4	26.6	107.7

Reference: First Half of FY3/16 Fashion Business Performance

(4) Sales by category

(Millions of yen unless otherwise stated)

	1H FY3/15 Results	%	1H FY3/16 Results	%	YoY change	YoY %
Heavy clothing	16,902	38.7	17,089	38.2	187	101.1
Medium clothing	5,339	12.2	5,048	11.3	-290	94.6
Light clothing	14,770	33.8	15,154	33.9	384	102.6
Ladies' clothing	5,290	12.2	6,185	13.8	894	116.9
Other	1,358	3.1	1,218	2.8	-139	89.7
Total	43,660	100.0	44,697	100.0	1,036	102.4

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

(5) Average total sales area

(Square meters)

1H FY3/15	1H FY3/16	YoY change	YoY %
338,509	352,139	13,629	104.0

(6) Store network by prefecture

(Number of stores)

1H FY3/16

	No. of stores opened / closed			No. of stores at period-end			
	AOKI	ORIHICA	Total	AOKI	ORIHICA	Total	
Hokkaido				24		24	Hokkaido/ Tohoku
Aomori				4		4	
Iwate				4		4	
Miyagi				8	4	12	
Akita				3		3	57
Yamagata				2		2	
Fukushima				7	1	8	
Ibaraki		/1	/1	15	3	18	Kanto
Tochigi				11	2	13	
Gunma				12		12	
Saitama		2/1	2/1	52	18	70	345
Chiba		1	1	42	15	57	
Tokyo	/1	2	2/1	70	30	100	
Kanagawa		1/1	1/1	55	20	75	
Niigata				10	2	12	Koshinetsu/ Hokuriku
Toyama				9		9	
Ishikawa				8		8	
Fukui				3		3	59
Yamanashi				6		6	
Nagano				21		21	

	No. of stores opened / closed			No. of stores at period-end			
	AOKI	ORIHICA	Total	AOKI	ORIHICA	Total	
Gifu		/1	/1	11	1	12	Tokai
Shizuoka	1/1	1	2/1	22	4	26	116
Aichi	1	/1	1/1	52	15	67	
Mie				11		11	
Shiga				5	2	7	Kinki/ Chugoku
Kyoto				5	1	6	
Osaka		2/1	2/1	32	13	45	
Hyogo				11	10	21	93
Nara				5	1	6	
Hiroshima		1	1	5	3	8	
Fukuoka				19		19	Kyushu
Nagasaki	1		1	3		3	
Kumamoto				6		6	34
Miyazaki	1		1	1		1	
Kagoshima				5		5	
Total	4/2	10/6	14/8	559	145	704	

Reference: FY3/16 Fashion Business Outlook

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

(%)

		First half	3Q	4Q	Second half	Full year
Sales	FY3/16 (1H results + 2H revised plan)	-0.3	2.3	1.4	1.8	1.0
	FY3/16 (initial plan)	2.8	2.1	1.2	1.6	2.1
	FY3/15	-6.7	-13.0	-6.1	-9.2	-8.3
Number of customers	FY3/16 (1H results + 2H revised plan)	-5.9	1.4	0.4	0.9	-2.2
	FY3/16 (initial plan)	-6.0	-4.0	-4.5	-4.2	-5.0
	FY3/15	-10.5	-14.1	-7.1	-11.2	-10.9
Sales per customer	FY3/16 (1H results + 2H revised plan)	5.9	1.0	1.0	0.9	3.3
	FY3/16 (initial plan)	9.3	6.3	6.0	6.1	7.5
	FY3/15	4.2	1.2	1.2	2.3	2.9

(2) Sales plan by category

(Millions of yen)

	FY3/15	%	FY3/16 Plan	%	YoY change	%
Heavy clothing	48,848	43.4	49,310	42.5	461	100.9
Medium clothing	9,038	8.0	8,580	7.4	-458	94.9
Light clothing	34,529	30.6	35,170	30.3	640	101.9
Ladies' clothing	17,115	15.2	19,940	17.2	2,824	116.5
Other	3,143	2.8	3,100	2.6	-43	98.6
Total	112,675	100.0	116,100	100.0	3,424	103.0

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

Reference: First Half of FY3/16 Entertainment Business Performance

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

(%)

	Apr.	May	Jun.	1Q	Jul.	Aug.	Sep.	2Q	First half	Second half	Full year
FY3/16	-1.5	0.6	-0.4	-0.4	4.6	-6.4	1.1	-0.8	-0.6		
FY3/15	-4.1	-0.6	-7.2	-3.9	-5.1	0.1	-4.1	-2.8	-3.3	-0.8	-2.0

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

(%)

		Apr.	May	Jun.	1Q	Jul.	Aug.	Sep.	2Q	First half	Second half	Full year
Number of customers	FY3/16	-1.7	0.1	-1.2	-0.9	1.2	-8.4	-1.6	-3.3	-2.1		
	FY3/15	-6.1	-2.3	-6.0	-4.8	-6.0	-2.1	-4.7	-4.2	-4.5	-2.1	-3.3
Sales per customer	FY3/16	0.2	0.5	0.8	0.5	3.3	2.2	2.7	2.6	1.6		
	FY3/15	2.2	1.8	-1.2	1.0	1.0	2.3	0.7	1.5	1.2	1.3	1.3

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

(%)

		1H FY3/15	1H FY3/16	YoY change
Existing stores	Room charges	53.3	53.1	-0.2pt
	Food and beverage sales	46.0	46.3	+0.3pt
	Other sales	0.7	0.6	-0.1pt

Reference: First Half of FY3/16 Entertainment Business Performance

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

(%)

	Apr.	May	Jun.	1Q	Jul.	Aug.	Sep.	2Q	First half	Second half	Full year
FY3/16	3.8	6.9	6.7	5.8	7.9	6.3	8.4	7.5	6.7		
FY3/15	6.6	7.5	2.9	5.7	4.0	3.1	1.6	2.9	4.2	5.0	4.6

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

(%)

		Apr.	May	Jun.	1Q	Jul.	Aug.	Sep.	2Q	First half	Second half	Full year
Number of customers	FY3/16	4.5	6.8	7.2	6.2	7.9	6.8	7.3	7.3	6.8		
	FY3/15	5.4	6.1	2.7	4.7	3.6	2.7	2.3	2.9	3.8	5.4	4.6
Sales per customer	FY3/16	-0.7	0.1	-0.5	-0.3	0.0	-0.4	1.0	0.2	-0.1		
	FY3/15	1.1	1.3	0.2	0.9	0.3	0.3	-0.7	0.0	0.4	-0.4	0.0

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

(%)

		1H FY3/15	1H FY3/16	YoY change
Existing stores	Booth sales	83.7	83.6	-0.1pt
	Food sale	14.0	14.6	+0.6pt
	Other sales	2.3	1.8	-0.5pt

(7) Store network by prefecture

(Number of stores)

	1H FY3/16						
	No. of stores opened / closed			No. of stores at period-end			
	COTE D'AZUR	KAIKATSU CLUB	Total	COTE D'AZUR	KAIKATSU CLUB	Total	
Hokkaido					4	4	Hokkaido/ Tohoku
Iwate		1	1	2	4	6	
Miyagi				6	5	11	37
Akita				1	3	4	
Yamagata		1	1	1	5	6	
Fukushima		1	1	1	5	6	
Ibaraki		1	1	4	11	15	Kanto
Tochigi				1	5	6	
Gunma				1	8	9	
Saitama				6	21	27	181
Chiba	1	1	2	11	22	33	
Tokyo	1		1	31	12	43	
Kanagawa	4	1	5	33	15	48	
Niigata		1	1	3	8	11	Koshinetsu/ Hokuriku
Toyama				2	2	4	
Ishikawa				5	4	9	
Fukui				6		6	54
Yamanashi				2	3	5	
Nagano				13	6	19	

	No. of stores opened / closed			No. of stores at period-end			
	COTE D'AZUR	KAIKATSU CLUB	Total	COTE D'AZUR	KAIKATSU CLUB	Total	
Gifu					7	7	Tokai
Shizuoka				8	8	16	
Aichi		1	1	10	25	35	67
Mie		1	1	2	7	9	
Shiga				2	3	5	Kinki/ Chugoku
Kyoto				3	7	10	
Osaka		1	1	8	22	30	
Hyogo		1	1	6	14	20	
Nara		2	2	2	3	5	
Wakayama					2	2	
Shimane					2	2	88
Okayama				2	6	8	
Hiroshima					4	4	
Yamaguchi					2	2	
Tokushima					2	2	Kyushu/ Shikoku
Kagawa					3	3	
Fukuoka		3	3	3	6	9	
Saga		2	2		2	2	
Nagasaki					2	2	
Kumamoto					5	5	29
Oita		1	1		2	2	
Miyazaki		2	2		3	3	
Kagoshima					1	1	
Total	6	21	27	175	281	456	

Reference: FY3/16 Entertainment Business Outlook

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

(%)

		First half	3Q	4Q	Second half	Full year
Sales	FY3/16 (1H results + 2H revised plan)	-0.6	-1.5	0.1	-0.7	-0.7
	FY3/16 (initial plan)	0.8	-0.1	1.4	0.6	0.7
	FY3/15	-3.3	-1.1	-0.6	-0.8	-2.0
Number of customers	FY3/16 (1H results + 2H revised plan)	-2.1	-2.7	-1.1	-2.0	-2.1
	FY3/16 (initial plan)	0.8	-0.1	1.4	0.6	0.7
	FY3/15	-4.5	-3.2	-1.0	-2.1	-3.3
Sales per customer	FY3/16 (1H results + 2H revised plan)	1.6	1.2	1.2	1.2	1.4
	FY3/16 (initial plan)	0.0	0.0	0.0	0.0	0.0
	FY3/15	1.2	2.2	0.4	1.3	1.3

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

(%)

		First half	3Q	4Q	Second half	Full year
Sales	FY3/16 (1H results + 2H revised plan)	6.7	1.8	1.7	1.7	4.2
	FY3/16 (initial plan)	0.6	0.6	1.3	1.0	0.8
	FY3/15	4.2	5.9	4.1	5.0	4.6
Number of customers	FY3/16 (1H results + 2H revised plan)	6.8	1.9	1.7	1.8	4.3
	FY3/16 (initial plan)	1.0	0.2	0.8	0.5	0.7
	FY3/15	3.8	5.8	5.0	5.4	4.6
Sales per customer	FY3/16 (1H results + 2H revised plan)	-0.1	-0.1	-0.1	-0.1	-0.1
	FY3/16 (initial plan)	0.4	0.5	0.5	0.5	0.0
	FY3/15	0.4	0.1	-0.9	-0.4	0.0