

Supplementary Materials

for the First Half of the Fiscal Year Ending March 31, 2023

November 10, 2022

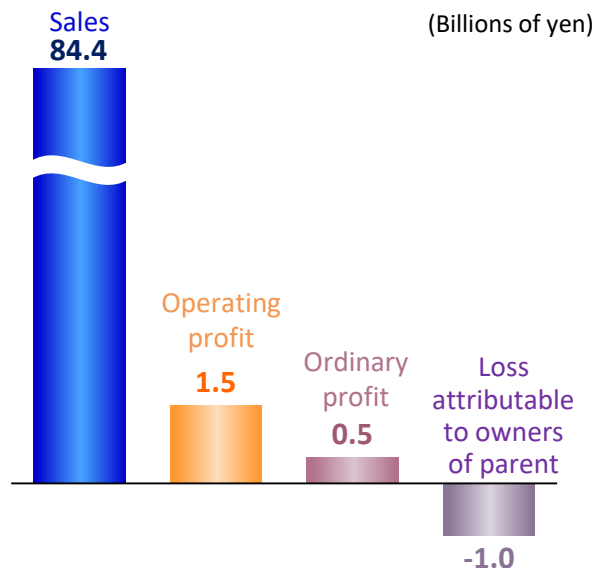
AOKI Holdings Inc.

1. All amounts are rounded down to the less than unit.
2. From the beginning of FY3/22, AOKI Holdings is applying the revenue recognition accounting standard. This standard is not retrospectively applied to all figures for FY3/19.
3. Acquisition of RUNSYSTEM Co., Ltd. as a subsidiary in June 2022. Reflected in results from the second quarter of FY3/23.
4. Net income(loss) per share: Net income(loss) divided by average number of shares outstanding(excluding treasury stock).

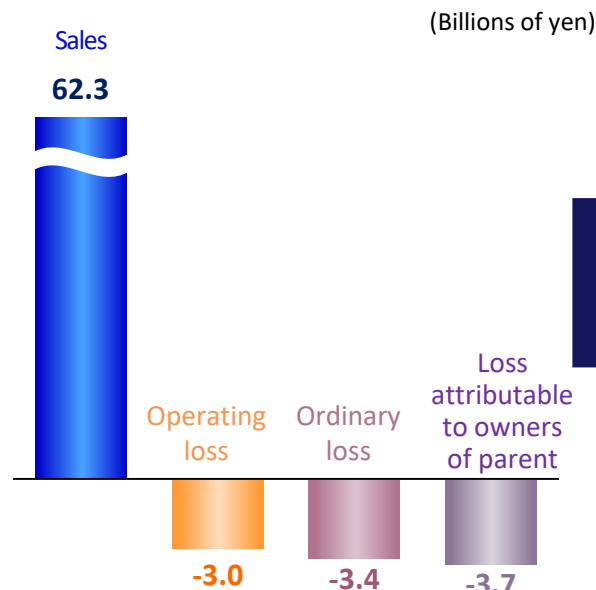
First Half of FY3/23 Results

Sales and earnings increased as the impact of the COVID-19 pandemic declined,
Operating Profit for the first time in three years,
Profit attributable to owners of parent for the first time in five years

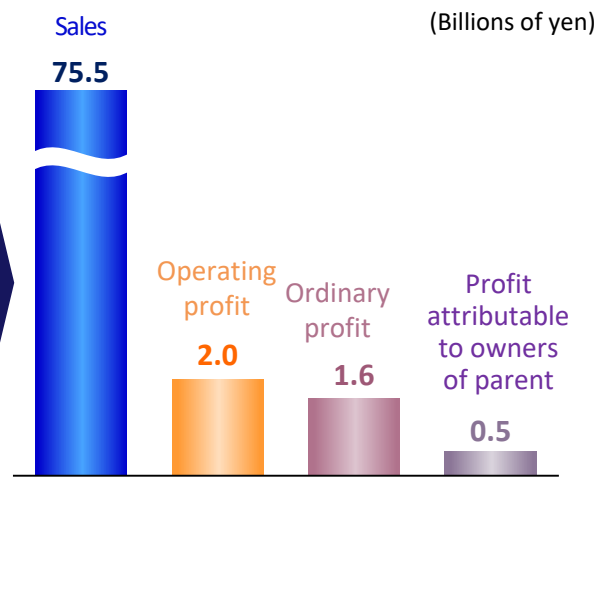
※Reference 1H FY3/19 Before the pandemic



1H FY3/22



1H FY3/23



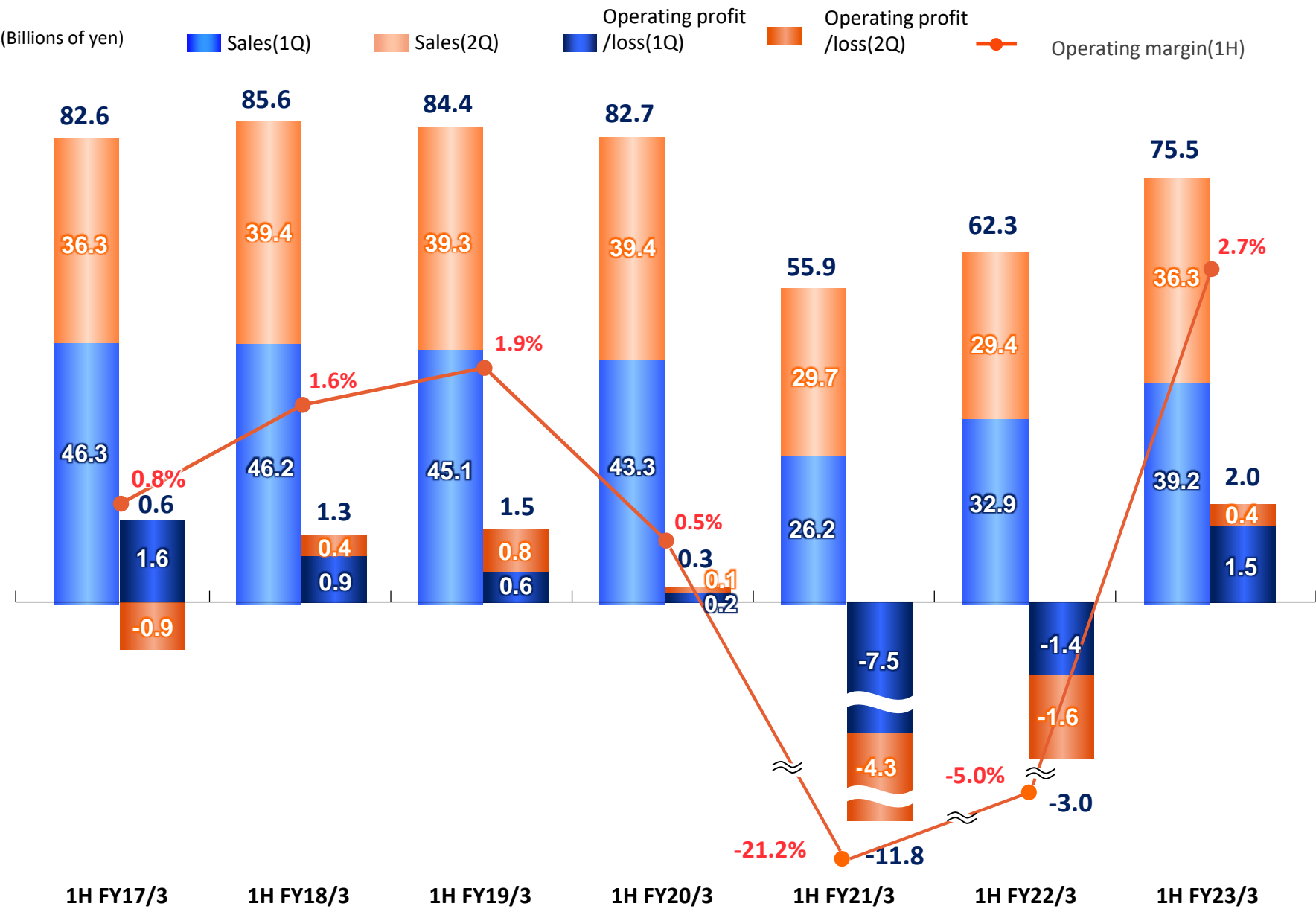
Business climate

- There was no declaration of a state of emergency or application of priority measures to prevent the spread of the virus.
- Despite the rapid spread of the disease since July, socioeconomic activities have returned to normal with no restrictions on movement.
- Rising raw material prices, yen's depreciation.

AOKI Group

- The number of customers increased in all businesses due to relaxation of movement restrictions.
- Acquisition of RUNSYSTEM Co., Ltd. as a subsidiary in June 2022. Reflected in results from the second quarter of FY3/23.
- The AOKI Group opened 26 stores and closed 30 stores for conversions to different formats or to improve operating efficiency.

Consolidated earnings trends for the first half from the FY3/17, to the FY3/23

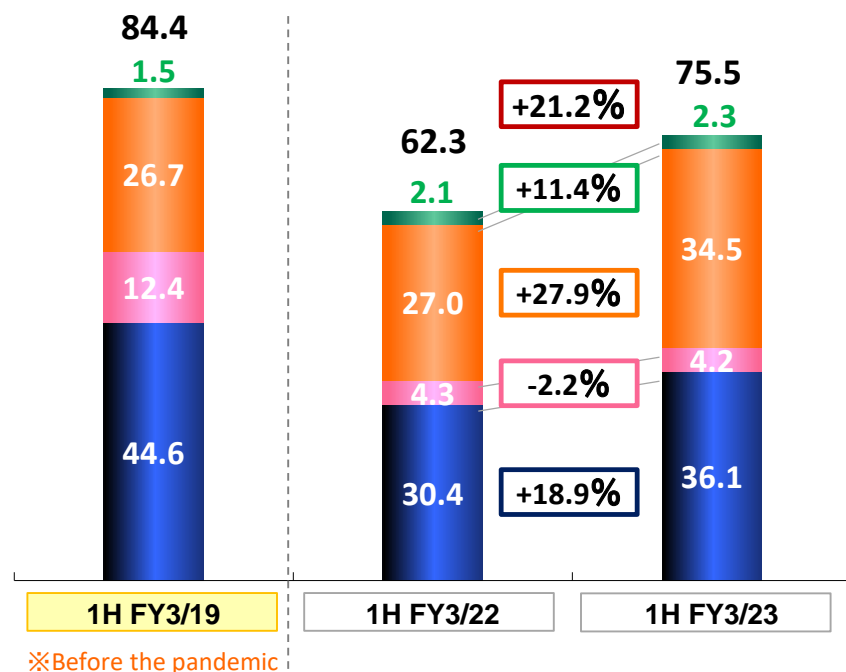


First Half of FY3/23 Results by Segment

Fashion	Sales and profit increased due to an increase in the number of customers due to the easing of movement restrictions and favorable sales of formal wear, ladies wear, and casual-related products.
Anniversaire and Bridal	Sales decreased because of decreased in the number of facilities, however earnings increased because of improved gross profit margin.
Entertainment	Sales and earnings increased because of new stores were opened and the impact of the pandemic decreased.

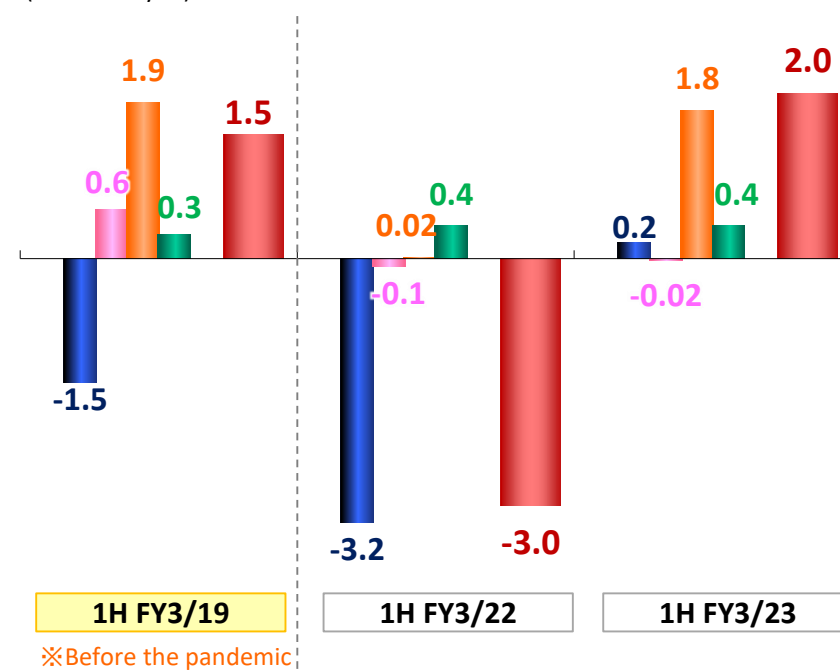
Sales

(Billions of yen)



Operating profit/loss

(Billions of yen)

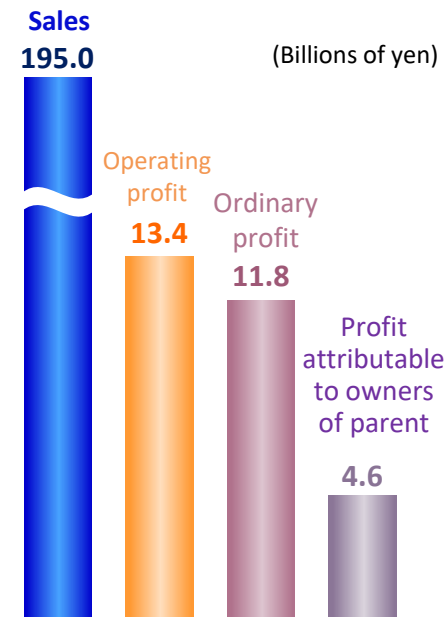


■ Fashion ■ Anniversaire/Bridal ■ Entertainment ■ Real Estate Leasing ■ Consolidated Total

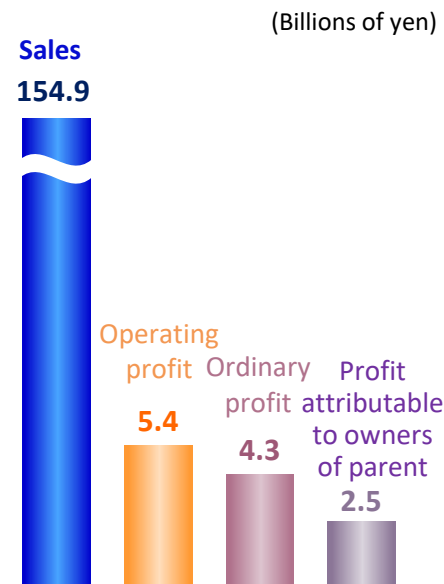
FY3/23 Consolidated Forecast

Revised initial forecast based on the first half of FY3/23 consolidated results

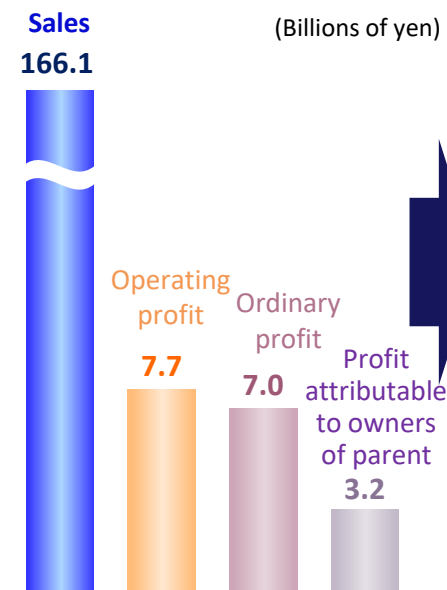
※Reference FY3/19
Before the pandemic



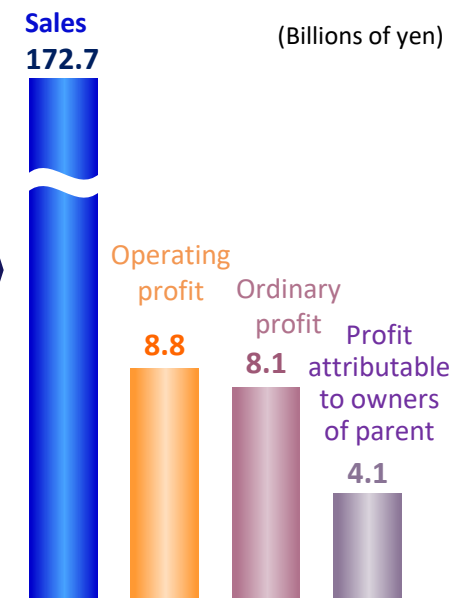
FY3/22



FY3/23 Initial forecast



FY3/23 Revised forecast



Business climate

- Although the spread of COVID-19 is trending downward, there are no restrictions on movement, socioeconomic activities are normalizing, and consumption is expected to recover.
- Start of nationwide travel support, regional economic revitalization
- Rising raw material prices, yen's depreciation

AOKI Group

- Implement various measures in response to increased demand for products and services of each business.
- Continue to provide products and services that match new life styles.
- The AOKI Group opened 30 stores and closed 57 stores for conversions to different formats or to improve operating efficiency.

Consolidated Profit and Loss

*1H FY3/19 : Before the pandemic

(Millions of yen)

Account/Period	1H FY3/19*	1H FY3/22	1H FY3/23	Change	YoY %	Major Components
Sales	84,476	62,382	75,595	13,212	121.2	Sales increased in fashion business and entertainment business without movement restrictions
Gross profit Gross profit margin	34,192 40.5%	21,044 33.7%	27,890 36.9%	6,845 +3.2pt	132.5	Gross profit margin Fashion : + 2.7pt Anniversaire and Bridal : +6.6pt Entertainment : +4.6pt
Selling, general and administrative expenses	32,628	24,139	25,873	1,733	107.2	Expenses increased due to higher sales, but SG&A ratio down by 4.5pt through cost controls
Operating profit(loss) Operating margin	1,563 1.9%	-3,094 —	2,017 2.7%	5,111 —	—	
Non-operating profit	193	117	168	50	143.1	
Non-operating expenses	1,223	459	509	49	110.9	
Ordinary profit(loss)	533	-3,436	1,676	5,112	—	
Extraordinary gains	35	484	254	-230	52.5	Decreases in subsidies for employment adjustment
Extraordinary losses	2,017	1,980	634	-1,345	32.1	Decreases in loss due to temporary closure
Profit(loss) attributable to owners of parent	-1,056	-3,776	586	4,363	—	
Net income(loss) per share (yen)	-12.22	-44.51	6.91	51.42	—	

◆ Depreciation: ¥4,577 million (including lease assets of ¥959 million)

◆ YoY existing-store sales: 22.4% for Fashion, 12.2% for Entertainment (9.6% for KAKATSU CLUB, 47.5% for COTE D'AZUR)

First Half of FY3/23 Results by Segment

(Millions of yen)

	1H FY3/19 Before the pandemic	%	1H FY3/22	%	1H FY3/23	%	YoY change	YoY %
Sales	84,476	100.0	62,382	100.0	75,595	100.0	13,212	121.2
Fashion	44,644	100.0	30,433	100.0	36,190	100.0	5,756	118.9
Anniversaire/Bridal	12,497	100.0	4,302	100.0	4,208	100.0	-93	97.8
Entertainment	26,788	100.0	27,010	100.0	34,555	100.0	7,545	127.9
Real Estate Leasing	1,538	100.0	2,120	100.0	2,362	100.0	241	111.4
Gross profit	34,192	40.5	21,044	33.7	27,890	36.9	6,845	132.5
Fashion	26,372	59.1	17,099	56.2	21,334	58.9	4,234	124.8
Anniversaire/Bridal	3,311	26.5	924	21.5	1,182	28.1	258	128.0
Entertainment	4,247	15.9	2,763	10.2	5,110	14.8	2,346	184.9
Real Estate Leasing	347	22.6	433	20.5	407	17.3	-26	93.9
SG&A expenses	32,628	38.6	24,139	38.7	25,873	34.2	1,733	107.2
Fashion	27,931	62.6	20,342	66.8	21,115	58.3	773	103.8
Anniversaire/Bridal	2,662	21.3	1,072	24.9	1,212	28.8	139	113.0
Entertainment	2,306	8.6	2,734	10.1	3,263	9.4	529	119.4
Operating profit (loss)	1,563	1.9	-3,094	—	2,017	2.7	5,111	—
Fashion	-1,558	—	-3,242	—	218	0.6	3,460	—
Anniversaire/Bridal	649	5.2	-148	—	-29	—	119	—
Entertainment	1,940	7.2	29	0.1	1,846	5.3	1,816	—
Real Estate Leasing	347	22.6	433	20.5	407	17.3	-26	93.9

*Entertainment includes results from the second quarter of FY3/23 of RUNSYSTEM

Consolidated Forecast

* FY3/19 : Before the pandemic

(Millions of yen)

Account/Period	FY3/19*	FY3/22	FY3/23 Initial forecast	FY3/23 Revised forecast	Change	YoY %	Major Components
Sales	195,054	154,916	166,100	172,700	17,783	111.5	Sales increased in all businesses
Gross profit Gross profit margin	83,673 42.9%	59,636 38.5%	64,770 39.0%	67,300 39.0%	7,663 +0.5pt	112.8	Gross profit margin Fashion : + 0.1pt Anniversaire and Bridal : +11.0pt Entertainment : +3.8pt
Selling, general and administrative expenses	70,182	54,193	57,070	58,500	4,306	107.9	Expenses increased due to higher sales, but SG&A ratio down by 1.1pt through cost controls
Operating profit Operating margin	13,491 6.9%	5,443 3.5%	7,700 4.6%	8,800 5.1%	3,356 +1.6pt	161.7	
Non-operating profit	388	269	240	300	30	111.5	
Non-operating expenses	1,988	1,351	940	950	-401	70.3	
Ordinary profit	11,890	4,360	7,000	8,150	3,789	186.9	
Extraordinary gains	215	5,962	200	330	-5,632	5.5	Decreases in gain on sale of noncurrent assets and subsidies for employment adjustment
Extraordinary losses	4,669	4,618	1,600	1,650	-2,968	35.7	Decreases in loss due to temporary closure and impairment loss
Profit attributable to owners of parent	4,602	2,563	3,250	4,100	1,536	159.9	
Net income per share (yen)	53.34	30.21	38.28	48.29	18.08	—	

◆ Depreciation: ¥9,390 million (including lease assets of ¥1,872 million)

◆ YoY existing-store sales: 8.3% for Fashion, 7.4% for Entertainment (5.6% for KAKATSU CLUB, 37.1% for COTE D'AZUR)

FY3/23 Forecast by Segment

(Millions of yen)

	FY3/19 Before the pandemic	%	FY3/22	%	FY3/23 Initial forecast	%	FY3/23 Revised forecast	%	YoY change	YoY %
Sales	195,054	100.0	154,916	100.0	166,100	100.0	172,700	100.0	17,783	111.5
Fashion	114,404	100.0	88,642	100.0	90,000	100.0	93,200	100.0	4,557	105.1
Anniversaire/Bridal	25,433	100.0	7,976	100.0	9,050	100.0	8,800	100.0	823	110.3
Entertainment	54,102	100.0	56,993	100.0	65,650	100.0	69,400	100.0	12,406	121.8
Real Estate Leasing	3,116	100.0	4,429	100.0	4,500	100.0	4,600	100.0	170	103.8
Gross profit	83,673	42.9	59,636	38.5	64,770	39.0	67,300	39.0	7,663	112.8
Fashion	67,748	59.2	51,503	58.1	52,600	58.4	54,250	58.2	2,746	105.3
Anniversaire/Bridal	7,136	28.1	1,623	20.3	2,860	31.6	2,755	31.3	1,131	169.7
Entertainment	8,275	15.3	6,002	10.5	8,870	13.5	9,910	14.3	3,907	165.1
Real Estate Leasing	638	20.5	883	19.9	750	16.7	700	15.2	-183	79.2
SG&A expenses	70,182	36.0	54,193	35.0	57,070	34.4	58,500	33.9	4,306	107.9
Fashion	60,485	52.9	46,707	52.7	47,100	52.3	47,850	51.3	1,142	102.4
Anniversaire/Bridal	4,966	19.5	2,204	27.6	2,560	28.3	2,455	27.9	250	111.4
Entertainment	5,092	9.4	5,412	9.5	6,870	10.5	7,580	10.9	2,167	140.0
Operating profit (loss)	13,491	6.9	5,443	3.5	7,700	4.6	8,800	5.1	3,356	161.7
Fashion	7,263	6.3	4,795	5.4	5,500	6.1	6,400	6.9	1,604	133.4
Anniversaire/Bridal	2,169	8.5	-580	—	300	3.3	300	3.4	880	—
Entertainment	3,182	5.9	590	1.0	2,000	3.0	2,330	3.4	1,739	394.9
Real Estate Leasing	638	20.5	883	19.9	750	16.7	700	15.2	-183	79.2

*Entertainment includes forecast from FY3/23 of RUNSYSTEM

Number of Stores Opened/Closed

(Number of stores)

Business Segment	Stores/Facilities		1H FY3/22			1H FY3/23		
			Opened	Closed	Number of Stores	Opened	Closed	Number of Stores
Fashion	AOKI		—	6	507	—	7	497
	ORIHICA		1	4	113	—	6	100
Anniversaire and Bridal	ANNIVERSAIRE		—	1	11	—	—	10
Entertainment	KAIKATSU CLUB		19	17	498	4	6	502
	COTE D'AZUR		—	4	113	—	8	105
	FIT24		18	—	64	20	—	111
	Jiyu Kukan and others	Directly managed				—	3	69
		FC				2	—	63
Total			38	32	1,306	26	30	1,457

(Millions of yen)

Capital Expenditures	Stores/Facilities	1H FY3/22	1H FY3/23	YoY %
Fashion	AOKI, ORIHICA	483	508	105.0
Anniversaire and Bridal	ANNIVERSAIRE	5	17	333.3
Entertainment	KAIKATSU CLUB, COTE D'AZUR, FiT24, Jiyu Kukan and others	3,434	2,414	70.3
Consolidated Total		4,104	3,189	77.7

(Millions of yen)

Depreciation	1H FY3/22	1H FY3/23	YoY %
Consolidated Total	4,649	4,577	98.5

Outlook for Number of Stores Openings/Closings

(Number of stores)

Business Segment	Stores/Facilities	FY3/22			FY3/23 (Forecast)		
					To be Opened	To be Closed	Number of Stores
Fashion	AOKI	1	10	504	—	7	497
	ORIHICA	1	11	106	—	9	97
Anniversaire and Bridal	ANNIVERSAIRE	—	2	10	—	—	10
Entertainment	KAIKATSU CLUB	29	21	504	4	13	495
	COTE D'AZUR	—	4	113	—	15	98
	FiT24	45	—	91	23	—	114
	Jiyu Kukan and others	Directly managed			1	9	64
		FC			2	4	59
Total		76	48	1,328	30	57	1,434

(Millions of yen)

Capital Expenditures	Stores/Facilities	FY3/22	FY3/23 (Forecast)	YoY %
Fashion	AOKI, ORIHICA	1,285	1,000	77.8
Anniversaire and Bridal	ANNIVERSAIRE	35	90	254.5
Entertainment	KAIKATSU CLUB, COTE D'AZUR, FiT24, Jiyu Kukan and others	6,004	4,538	75.6
Consolidated Total		7,452	6,028	80.9

(Millions of yen)

Depreciation	FY3/22	FY3/23 (Forecast)	YoY %
Consolidated Total	9,361	9,390	100.3

Reference: First Half of FY3/23 Fashion Business Performance

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

(%)

		1Q Results	2Q Results	First half Results	3Q Forecast	4Q Forecast	Second half Forecast	Full year Forecast
Sales	FY3/23(Results + Forecast)	23.1	21.5	22.4	3.6	-0.4	1.1	8.3
	Vs FY3/19*(Results + forecast)	-10.2	-9.9	-10.1	-11.4	-6.2	-8.3	-9.0
	FY3/22(Results)	-0.8	-10.5	-5.5	7.0	12.6	10.4	4.6
Number of customers	FY3/23(Results + Forecast)	14.7	16.7	15.5	1.6	-1.0	0.3	6.5
	FY3/22(Results)	-8.9	-23.5	-16.3	7.0	9.9	8.4	-3.1
Sales per customer	FY3/23(Results + Forecast)	7.4	4.2	6.0	2.0	0.5	0.8	1.6
	FY3/22(Results)	8.9	17.0	12.9	0.0	2.5	1.8	7.9

*FY3/19 : Before the pandemic

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

		First half	YoY %	Second half	YoY %	Full year	YoY %
Number of units sold (in thousands)	FY3/23	276	106.3				
	FY3/22	260	91.6	635	102.4	894	99.0
Unit price (thousands of yen)	FY3/23	25.5	108.1				
	FY3/22	23.6	111.3	23.7	100.4	23.7	103.9

Reference: First Half of FY3/23 Anniversaire and Bridal Business Performance

YoY change in the number of weddings and sales per couple at existing locations

		First half Results	YoY %	Second half Forecast	YoY %	Full year Forecast	YoY %
Number of weddings	FY3/23(Results + forecast)	1,314	105.4	1,405	138.8	2,719	120.4
	FY3/22(Results)	1,247	500.8	1,012	93.9	2,259	170.2
	Vs FY3/19*		66.8		68.5		67.7
	FY3/19(Results)	1,966		2,051		4,017	
Average sales per couple (thousands of yen)	FY3/23(Results + forecast)	3,714	105.8	3,827	102.0	3,773	104.2
	FY3/22(Results)	3,512	102.2	3,753	109.8	3,620	105.8
	Vs FY3/19*		91.8		94.3		93.1
	FY3/19(Results)	4,047		4,061		4,054	

Notes: 1. Existing locations : 10 facilities

2. Not include family weddings and photo weddings

3. Average sales per couple are wedding sales per couple and do not include cancellation fee. The revenue recognition accounting standard not applied.

*FY3/19 : Before the pandemic

Reference: First Half of FY3/23 Entertainment Business Performance

(1) Entertainment Business:

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

(%)

*Existing stores : KAIKATSU CLUB, COTE D'AZUR, FiT24

		1Q Results	2Q Results	First half Results	3Q Forecast	4Q Forecast	Second half Forecast	Full year Forecast
Sales	FY3/23(Results + Forecast)	13.6	11.0	12.2	-1.1	5.2	2.1	7.4
	Vs FY3/19*(Results + Forecast)	-6.1	-8.3	-7.2	-13.5	-10.0	-11.8	-9.6
	FY3/22(Results)	20.7	9.3	14.0	13.7	6.7	10.2	11.9
Number of customers	FY3/23(Results + Forecast)	11.1	7.4	9.1	-0.8	5.2	2.2	5.7
	FY3/22(Results)	23.1	7.6	13.8	6.4	5.0	5.7	9.3
Sales per customer	FY3/23(Results + Forecast)	3.3	4.1	3.7	-0.3	0.0	-0.2	1.9
	FY3/22(Results)	-1.9	1.6	0.1	6.9	1.6	4.3	2.4

Note : Number of customers and sales per customer do not include FiT24 fitness facilities which is monthly membership fee business

*FY3/19 : Before the pandemic

Reference: First Half of FY3/23 Entertainment Business Performance

(2) KAIKATSU CLUB:

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

(%)

		1Q Results	2Q Results	First half Results	3Q Forecast	4Q Forecast	Second half Forecast	Full year Forecast
Sales	FY3/23(Results+ Forecast)	10.0	9.3	9.6	-1.1	3.8	1.4	5.6
	Vs FY3/19*(Results + Forecast)	-3.8	-6.6	-5.3	-9.4	-9.1	-9.2	-7.1
	FY3/22(Results)	23.2	11.1	16.0	11.2	5.6	8.3	11.9
Number of customers	FY3/23(Results + Forecast)	9.3	6.7	7.9	-0.8	3.8	1.5	4.7
	FY3/22(Results)	24.2	8.2	14.6	5.0	5.1	5.0	9.5
Sales per customer	FY3/23(Results + Forecast)	1.5	3.2	2.4	-0.3	0.0	-0.1	1.2
	FY3/22(Results)	-0.8	2.7	1.2	5.9	0.5	3.1	2.2

Notes : 1.Sales include FiT24 sales

2. Number of customers and sales per customer do not include FiT24 fitness facilities which is monthly membership fee business

*FY3/19 : Before the pandemic

Reference: First Half of FY3/23 Entertainment Business Performance

(3) COTE D'AZUR:

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

(%)

		1Q Results	2Q Results	First half Results	3Q Forecast	4Q Forecast	Second half Forecast	Full year Forecast
Sales	FY3/23(Results + Forecast)	53.6	39.1	47.5	-1.1	45.9	18.2	37.1
	Vs FY3/19*(Results + Forecast)	-17.7	-21.8	-19.5	-21.4	-12.2	-17.1	-17.8
	FY3/22(Results)	-5.6	-10.6	-8.5	24.4	14.2	20.5	11.8
Number of customers	FY3/23(Results + Forecast)	31.0	19.0	25.9	0.0	48.1	22.3	24.7
	FY3/22(Results)	9.6	-0.7	3.5	14.5	3.8	9.7	7.9
Sales per customer	FY3/23(Results + Forecast)	17.2	17.0	17.2	-1.2	-1.5	-3.4	9.9
	FY3/22(Results)	-13.8	-10.0	-11.6	8.7	10.0	9.8	3.6

*FY3/19 : Before the pandemic