



# Performance Briefing

for the First Half of the Fiscal Year Ending March 31, 2012

November 25, 2011  
AOKI Holdings Inc.



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# **AOKI Group's Business Portfolio Management**

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# Business Portfolio Comprised of Three Segments

## Fashion Business

### "Pleasure of dressing well"

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

#### AOKI



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

#### ORIHICA



Chain of stores primarily in shopping centers. 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, and shops for all ceremonious occasions. Located in the center of the fashionable Omotesando district. Well-known for hosting the weddings of the famous, has become the top brand for weddings.

#### ANNIVERSAIRE



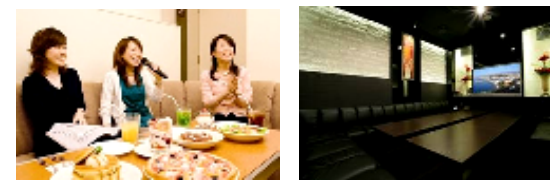
Guesthouse wedding facility with a European style chapel and garden filled with flowers and greenery. The Group operates 12 such facilities nationwide. These facilities are our answer to customers who want a unique wedding that reflects their individuality.

## Entertainment Business

### Offering entertainment and relaxation

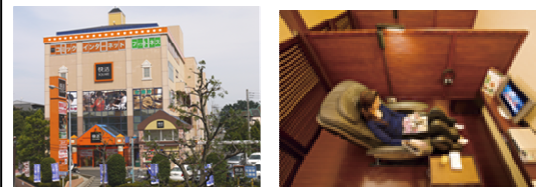
Provides customers opportunities for rest, relaxation and entertainment in a variety of welcoming environments. Café complex "Kaikatsu Club" boasts top sales in industry.

#### Karaoke Facility: COTE D'AZUR



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

#### Café Complex: KAIKATSU CLUB



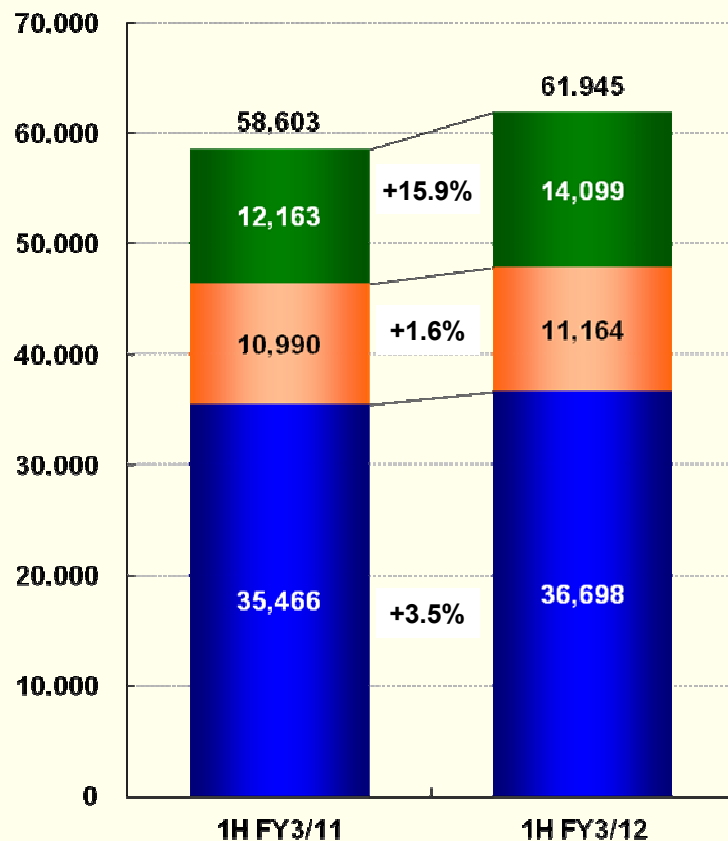
Café complex, modeled after the island of Bali, that provides a relaxing and rejuvenating environment for those who want to quietly rest or those who just want a change of pace. KAIKATSU CLUB in Kita-yamata, Yokohama, offers a fitness club, karaoke space, and simulated golf range.

# First Half of FY3/12 Financial Highlights

## First-half Sales

- Sales rose in all business segments, particularly Entertainment Business

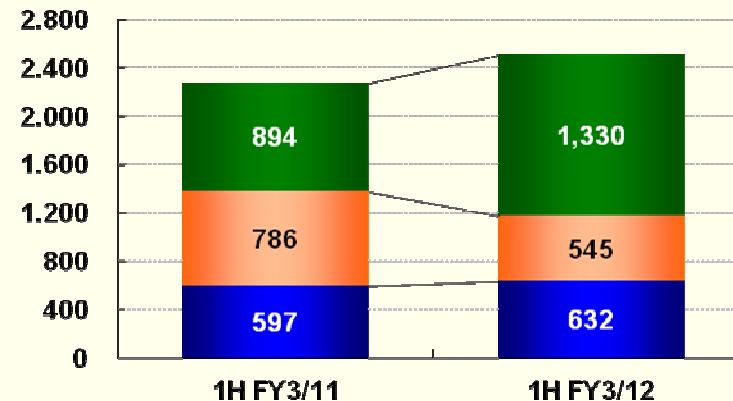
(Millions of yen)



## First-half Operating Profit

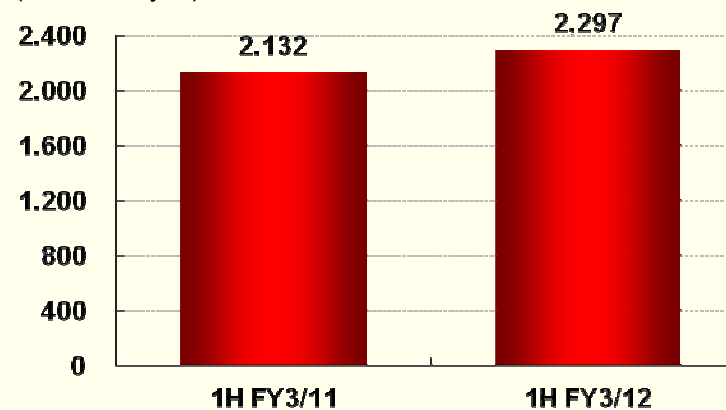
- The Entertainment Business made a large contribution to profits

(Millions of yen)



- Steady group-wide growth in operating profit

(Millions of yen)



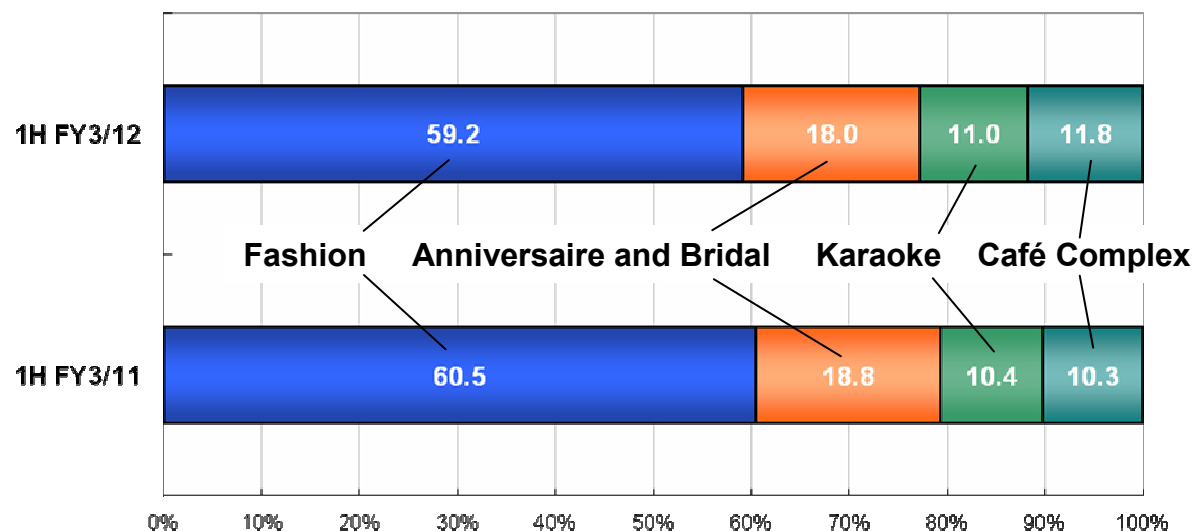
■ Fashion

■ Anniversaire and Bridal

■ Entertainment

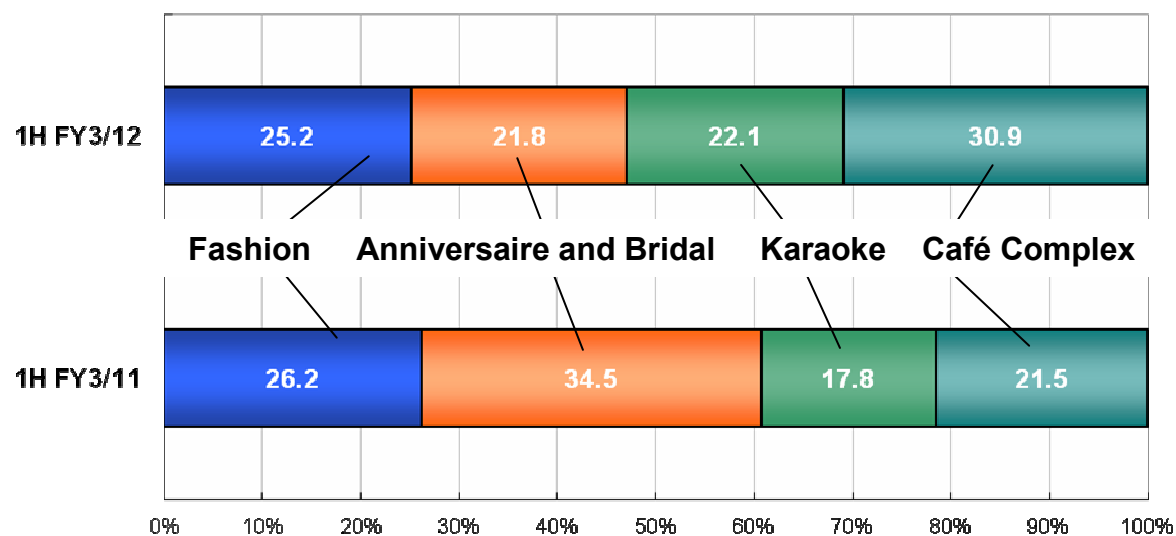
# Change in Breakdown of Business Portfolio

## Sales



Sharp sales growth in Karaoke and Café Complex businesses. Decline in proportion of sales from Fashion Business and Anniversaire & Bridal Business

## Operating Profit



The change was even more striking in operating profit (OP). (OP in the Fashion Business is weighted to 2H. 1H accounts for only about 1/4 of OP.)

\* The operating profit breakdown does not take into account inter-segment adjustments.

# **First Half of FY3/12 Review of Operations**

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# Consolidated Profit and Loss

(Millions of yen)

Account/Period	1H FY3/11	1H FY3/12	Change	YoY %	Major components
Sales	58,603	61,945	3,342	105.7	Increase in existing-store sales at the Fashion and Entertainment Businesses, and contributions from new stores in each business segment
Gross profit Gross profit margin	26,231 44.8%	27,349 44.2%	1,118 -0.6pt	104.3	Improvement in Entertainment Business, but a 0.2pt decline in Fashion Business and a 1.0pt decline in Bridal Business.
Selling, general and administrative expenses	24,098	25,052	953	104.0	Increase in store-opening expenses at each business segment
Operating profit Operating margin	2,132 3.6%	2,297 3.7%	164 +0.1pt	107.7	Contribution from the Entertainment Business
Non-operating profit	1,272	1,290	17	101.4	
Non-operating expenses	674	768	94	114.0	
Ordinary income	2,730	2,818	88	103.2	
Extraordinary gains	28	241	212	837.3	Increase in gain on reversal of stock acquisition rights of ¥241 million
Extraordinary losses	1,712	382	-1,329	22.4	Loss on adjustment for asset retirement obligation of ¥1,466 million in 1H FY3/11
Net income	446	1,537	1,091	344.5	

◆ Depreciation: ¥2,824 million (including lease assets of ¥544 million)

◆ 1H YoY existing-store sales: +0.2% for Fashion, +3.9% for Karaoke, +8.5% for Café Complex

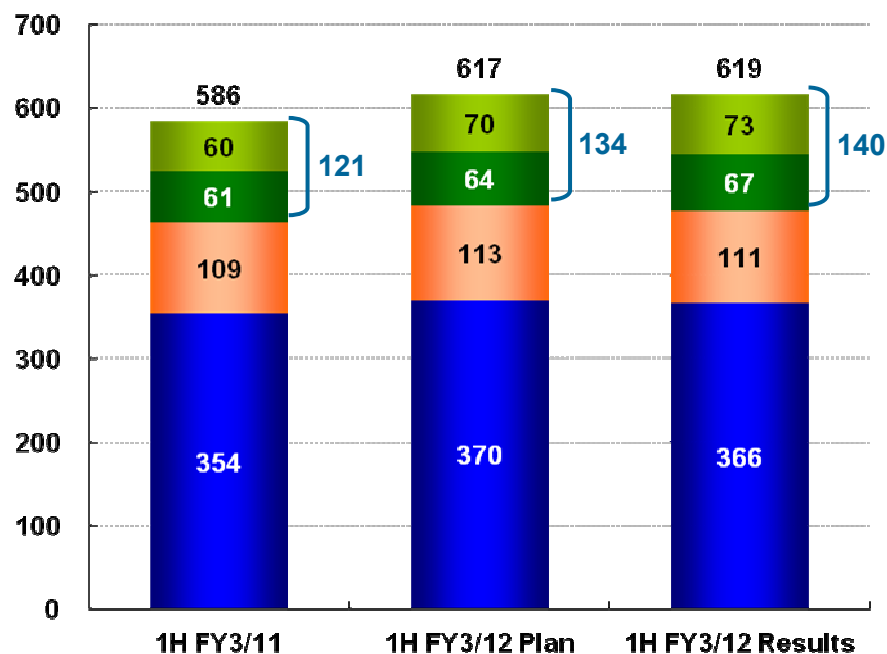


# First Half of FY3/12 Financial Highlights

Sales and profits rose due to contributions from new store openings in each business, and solid existing-store sales in the Fashion and Entertainment businesses

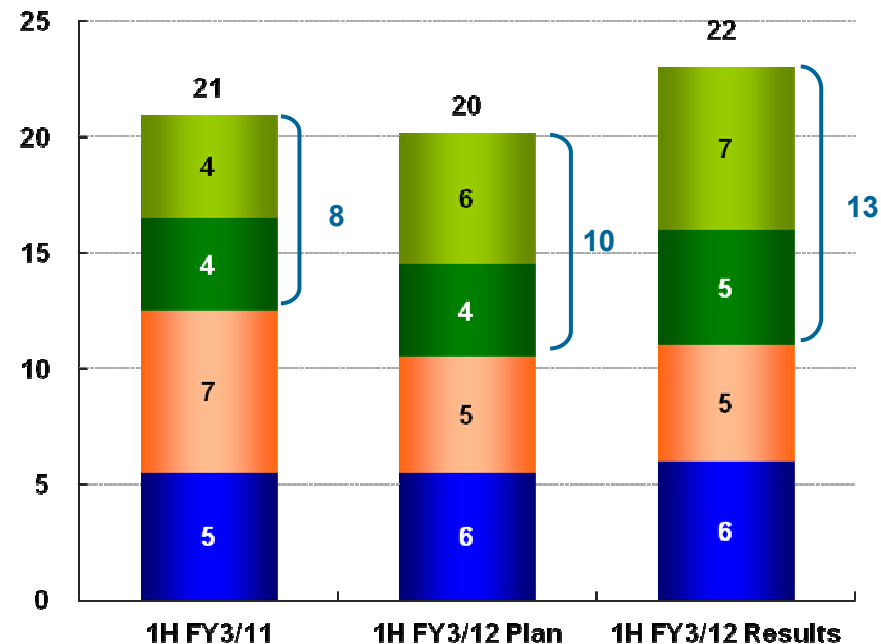
## Sales

(Hundred million yen)



## Operating Profit

(Hundred million yen)



## Entertainment

Fashion

Anniversaire and Bridal

Karaoke

Café Complex

# Sales and Operating Profit by Business Segment

## Sales by business segment

(Millions of yen)

Business segment	1H FY3/11	1H FY3/12	Change	YoY %	Major components
Total	58,603	61,945	3,342	105.7	
Fashion	35,466	36,698	1,231	103.5	Increase in existing store sales and contributions from new stores
Anniversaire and Bridal	10,990	11,164	174	101.6	Contribution of newly opened ANNIVERSAIRE TOYOSU
Entertainment (Total)	12,163	14,099	1,936	115.9	Increase in existing store sales and contributions from new stores
(of which) Karaoke	6,110	6,785	674	111.0	
(of which) Café Complex	6,052	7,314	1,262	120.9	

## Operating profit by business segment

(Millions of yen)

Business segment	1H FY3/11	1H FY3/12	Change	YoY %
Total	2,132	2,297	164	107.7
Fashion	597	632	34	105.9
Anniversaire and Bridal	786	545	-240	69.4
Entertainment (Total)	894	1,330	435	148.7
(of which) Karaoke	404	555	150	137.2
(of which) Café Complex	489	775	285	158.3
Inter-segment transactions	-145	-211	-65	-

# Major Changes in Consolidated Balance Sheets

(Millions of yen)

Account/Period	1H FY3/11	1H FY3/12	Change	Major components
Current assets	44,583	38,816	-5,766	Decrease in accounts receivable-trade, etc.
Cash in hand and in banks	18,249	13,270	-4,978	Decreases due to capital investments and income taxes paid, etc.
Inventories	15,279	17,063	1,783	Increase due to openings of new stores, etc.
Fixed assets	121,497	122,798	1,300	
Tangible fixed assets	81,494	82,488	994	Increase due to openings of new stores
Intangible fixed assets	4,021	4,239	217	
Investments and other assets	35,981	36,070	88	
Total assets	166,081	161,615	-4,465	
Current liabilities	31,524	29,058	-2,465	Decrease due to repayments of long-term debt and income taxes paid, etc.
Notes and accounts payable-trade	11,163	12,614	1,451	Increase due to seasonal factors
Long-term liabilities	35,121	32,465	-2,656	
Debt	23,575	20,863	-2,712	Decrease in long-term debt
Total liabilities	66,645	61,523	-5,122	
Common stock	23,282	23,282	-	
Capital surplus	24,788	24,788	0	
Retained earnings	57,987	58,885	897	
Treasury stock	-7,080	-7,080	-0	
Unrealized gain on securities	-198	-191	6	
Stock acquisition rights	655	408	-247	
Total net assets	99,435	100,091	656	Increase in retained earnings from net income, etc.
Total liabilities and net assets	166,081	161,615	-4,465	

# Consolidated Statements of Cash Flows

(Millions of yen)

Account/Period	1H FY3/11	1H FY3/12	Change	Major components
Cash flows from operating activities	3,242	3,245	2	Increase in net income before income taxes 1,630 Loss on adjustment for asset retirement obligation in 1H FY3/11 -1,466 Increase in inventories due to new store openings -1,056 Increase in accounts payable-trade 2,931 Decrease in other accounts payable-other -2,078
Cash flows from investing activities	-3,201	-3,542	-340	Net increase in trust beneficiary right -182
Cash flows from financing activities	1,108	-4,681	-5,789	Decrease in long-term debt in FY3/11 -13,000 Decrease in short-term debt repayment in FY3/11 6,000 Decrease in redemption of corporate bonds in FY3/11 670
Change in cash and cash equivalents	1,148	-4,978	-6,127	
Beginning balance	16,997	18,249	1,252	
Ending balance	18,146	13,270	-4,875	

# Number of Stores Opened/Closed

(Millions of yen excluding number of stores)

Segment	Stores/facilities	1H FY3/11			1H FY3/12		
		Number of Stores	Opened	Closed	Number of Stores	Opened	Closed
Fashion	AOKI	428	1	4	428	4	3
	ORIHICA	57	8	3	79	12	3
Anniversaire and Bridal	ANNIVERSAIRE	12	-	-	13	1	-
Karaoke	COTE D'AZUR	121	8	5	129	6	3
Café Complex	KAIKATSU CLUB, other*	142	9	-	161	9	-
Total		760	26	12	810	32	9
Capital expenditures		4,156			4,724		

\* Includes KAIKATSU FITNESS CLUB

## Capital expenditures:

1H FY3/12: Fashion 2,140 Anniversaire/Bridal 567 Karaoke 726 Café Complex 1,182

1H FY3/11: Fashion 1,178 Anniversaire/Bridal 795 Karaoke 1,027 Café Complex 1,020

# **FY3/12 Sales and Earnings Forecast**

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# Consolidated Forecast

(Millions of yen)

Account/Period	FY3/11	FY3/12 (forecast)	Change	YoY %	Major components
Sales	132,561	140,700	8,138	106.1	Increase in sales due to contributions from new stores at all businesses
Gross profit Gross profit margin	62,429 47.1%	64,540 45.9%	2,110 -1.2pt	103.4	Down 0.8pt due to an increase in procurement cost , etc. of the Fashion Business.
Selling, general and administrative expenses	51,476	53,040	1,563	103.0	Increase in new store-opening expenses at all businesses
Operating profit Operating margin	10,952 8.3%	11,500 8.2%	547 -0.1pt	105.0	
Non-operating profit	2,535	2,350	-185	92.7	
Non-operating expenses	1,430	1,450	19	101.4	
Ordinary income	12,057	12,400	342	102.8	
Extraordinary gains	31	241	210	771.0	Increase in gain on reversal of stock acquisition rights
Extraordinary losses	5,566	2,300	-3,266	41.3	Loss on adjustment for asset retirement obligations and loss on disaster in 1H FY3/11
Net income	3,575	5,500	1,924	153.8	

## Assumptions

- ◆ Depreciation: ¥6,030 million (including lease assets of ¥1,188 million)
- ◆ YoY existing-store sales: Fashion: -0.5% for 2H, -0.2% for full year  
Karaoke: +4.1% for 2H, +4.0% for full year; Café Complex : +1.3% for 2H, +4.9% for full year

# Forecast for Sales and Operating Profit by Business Segment

## Sales by business segment

(Millions of yen)

Business segment	FY3/11	FY3/12 (forecast)	Change	YoY %
Total	132,561	140,700	8,138	106.1
Fashion	86,193	89,000	2,806	103.3
Anniversaire and Bridal	21,375	23,320	1,944	109.1
Entertainment (Total)	25,019	28,400	3,380	113.5
(of which) Karaoke	12,657	14,000	1,342	110.6
(of which) Café Complex	12,361	14,400	2,038	116.5

## Operating profit by business segment

(Millions of yen)

Business segment	FY3/11	FY3/12 (forecast)	Change	YoY %
Total	10,952	11,500	547	105.0
Fashion	7,985	8,150	164	102.1
Anniversaire and Bridal	1,344	1,700	355	126.4
Entertainment (Total)	1,985	2,100	114	105.8
(of which) Karaoke	1,138	1,250	111	109.8
(of which) Café Complex	846	850	3	100.4
Inter-segment transactions	-362	-450	-87	-



# Outlook for Store Openings/Closings

(Millions of yen excluding number of stores)

Segment	Stores/facilities	FY3/11			FY3/12 (forecast)		
		Number of Stores	Opened	Closed	Number of Stores	To be opened	To be closed
Fashion	AOKI	427	4	8	439	15	3
	ORIHICA	70	21	3	91	24	3
Anniversaire and Bridal	ANNIVERSAIRE	12	-	-	13	1	-
Karaoke	COTE D'AZUR	126	16	8	132	9	3
Café Complex	KAIKATSU CLUB, other*	152	21	2	172	20	-
Total		787	62	21	847	69	9
Capital expenditures		12,429			9,350		

\* Includes KAIKATSU FITNESS CLUB

## Capital expenditures:

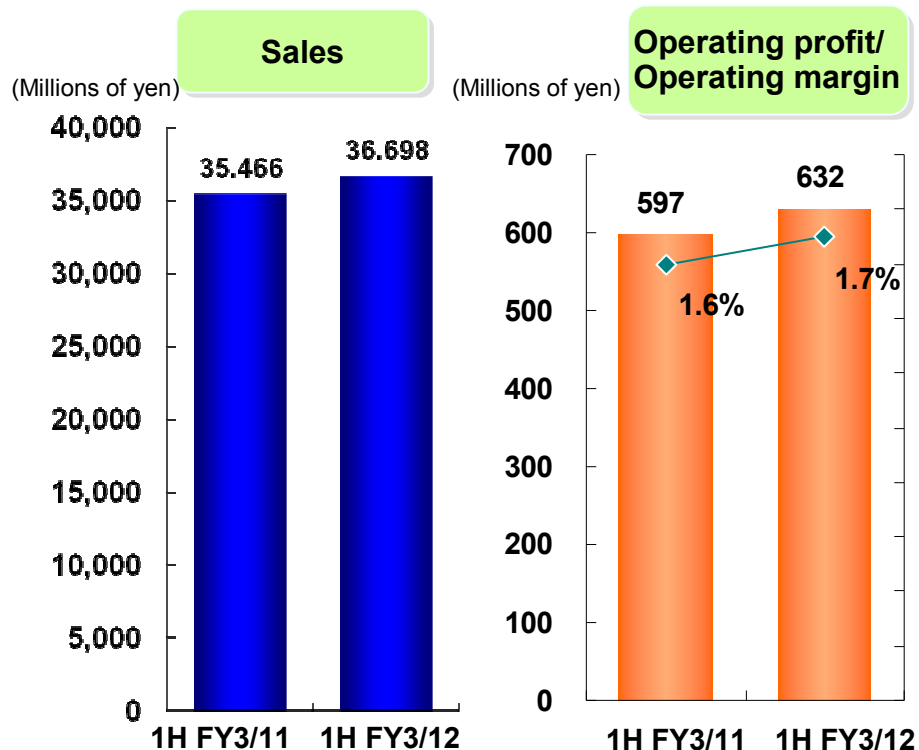
FY3/12 (forecast):	Fashion 4,050	Anniversaire/Bridal 1,087	Karaoke 1,445	Café Complex 2,618
FY3/11:	Fashion 2,319	Anniversaire/Bridal 2,514	Karaoke 2,672	Café Complex 2,052

# **Fashion Business**

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**FY3/12 First-half Performance and Full-year Forecast**

**Sales and profits rose due to strong demand for Cool Biz items at existing stores, and contributions from the opening of 16 new stores**



### ■ Sales up 3.5% YoY

- ◆ Change in existing-store sales: +0.2%
  - Strong sales of functional and Cool Biz products
  - Strong sales of ladies' wear
- ◆ New store openings
  - AOKI: 4
  - ORIHICA: 12

### ■ Operating profit up 5.9% YoY

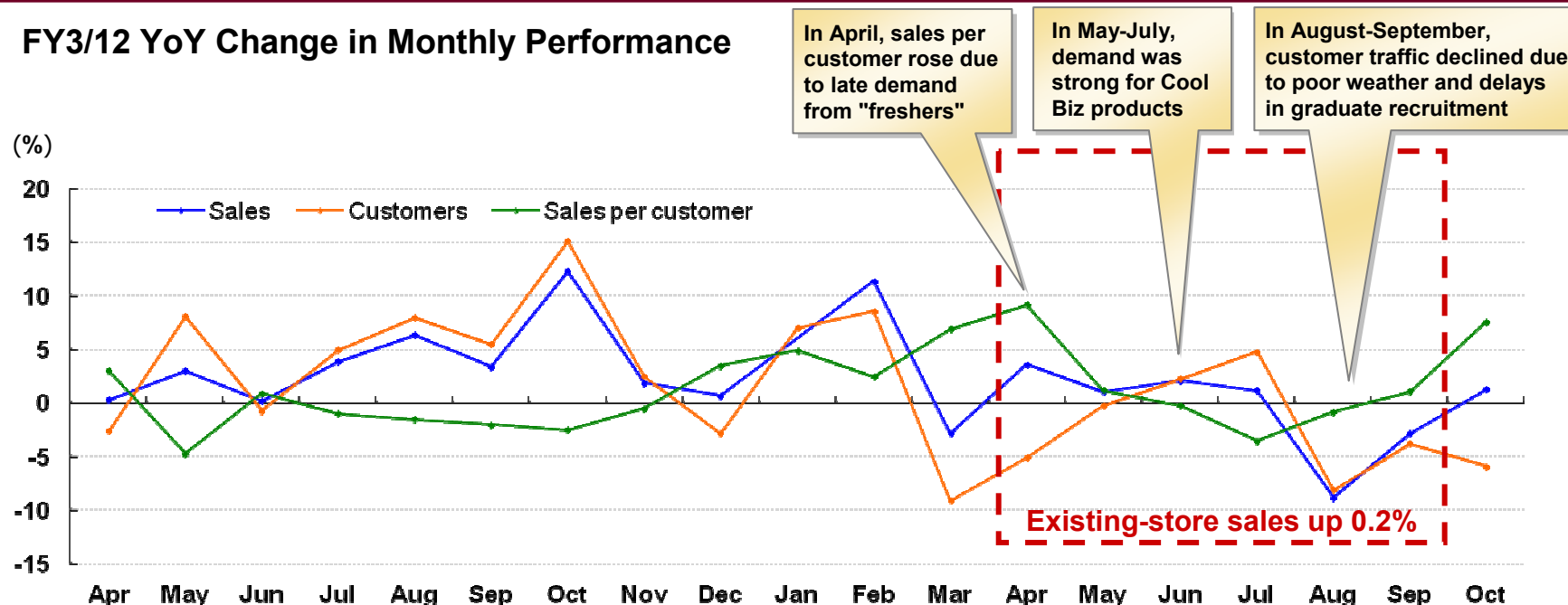
- ◆ Higher sales offset the decline in the gross profit margin and the increase in SG&A expenses due to new store openings
  - Gross profit margin down 0.2 points YoY to 59.7%
  - SG&A expenses up 2.9% YoY

		1H FY3/12	
		YoY %	% to sales
Sales	36,698	103.5	100.0
Gross profit	21,892	103.0	59.7
SG&A expenses	21,260	102.9	57.9
Operating profit	632	105.9	1.7

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

**Existing-store sales were solid as strong demand for Cool Biz products supported customer traffic, and sales per customer were stable**

**FY3/12 YoY Change in Monthly Performance**



	FY3/11							FY3/12						
	Oct 2010	Nov 2010	Dec 2010	Jan 2011	Feb 2011	Mar 2011	Apr 2011	May 2011	Jun 2011	Jul 2011	Aug 2011	Sep 2011	First-half	Oct 2011
Existing-store sales (%)	+12.3	+1.9	+0.7	+7.0	+11.4	-2.8	+3.6	+1.1	+2.1	+1.2	-8.8	-2.8	+0.2	+1.3
No. of customers (%)	+15.1	+2.5	-2.8	+4.9	+8.6	-9.1	-5.1	-0.2	+2.3	+4.8	-8.1	-3.8	-0.7	-5.9
Sales per customers (%)	-2.5	-0.5	+3.5	+2.0	+2.5	+6.9	+9.2	+1.2	-0.2	-3.5	-0.8	+1.1	+0.9	+7.6
Deviation from average temperature (°C) (Tokyo)	+0.7	+0.5	+1.5	-0.7	+0.9	-0.8	-0.1	-0.4	+0.7	+1.5	+0.1	+1.3	-	+1.0


## AOKI: First-half Initiatives and Performance-1

Existing-store sales rose due to success of core product-focused marketing strategy

### ■ Initiatives

- ◆ Strengthened Cool-Biz product proposals
  - Products
    - Enriched product lineup
      - “Premium Wash” series
      - “AOKI Air-cooled Shirts”
      - “Deodorant” series
    - Launched new products
      - “Premium Air Cool Suits”
      - “BIZ Knit Shirts”
  - Sales promotions
    - Made Cool Biz proposals via TV, inserts, and direct mail using young idol Kazuya Kamenashi

### ■ Performance

- ◆ Sales of Cool-Biz related products were strong
    - Shirts unit sales at existing stores in 1H: Up about 10% YoY
    - Slacks unit sales at existing stores in 1H: Up about 10% YoY
- 
- Medium and light clothing sales at existing stores in 1H: Up 6.2% YoY

% of sales at existing stores	1H FY3/11	1H FY3/12	YoY
Medium and light clothes (Jackets, slacks, shirts, casual wear, etc.)	49.6	52.8	+3.2pt

## AOKI: First-half Initiatives and Performance-2

### ■ Initiatives

#### ◆ Strengthened lineup of ladies' wear

- Line up of Cool-Biz related products
  - “Premium Wash Suits”
  - “Premium Air Cool Suits”
  - “Deodorant” series
- Strengthened lineup of ladies' formalwear



New market development  
Ladies' suits

#### ◆ New store format development

- Train station-front buildings in suburbs of central Tokyo
- Open-mall shopping centers
- New low-cost stores in suburbs

#### ◆ Power-conservation efforts

- Introduced LED lighting into 163 stores
- Raised AC setting from 26°C to 28°C
- Turned off some interior/exterior lights

### ■ Performance

#### ◆ Ladies' wear sales were strong due to the strengthened product lineup

- Ladies' wear sales at existing stores in 1H: Up about 40% YoY

% of sales at existing stores	1H FY3/11	1H FY3/12	YoY
Ladies' wear	4.2	5.8	+1.6pt

#### ◆ Opened four new stores

- Koenji Store
- Neyagawa VIVAMALL store
- One store each in Aichi and Hyogo prefectures



Left:  
Koenji Store  
Rights:  
Neyagawa VIVAMALL store

#### ◆ Utilities expenses: Down about 10% YoY

## ORIHICA: First-half Initiatives and Performance

### Expanded business by refining product composition and pro-actively opening new stores

#### ■ Initiatives

- ◆ Planned products and enriched lineup to meet greater demand for Cool Biz products
  - Product lineup to meet a wide range of customer ages (and sizes for suits and slacks)
  - Expanded ladies' products in step with rising number of female customers (increased composition of ladies' skirts, pants, and blouses)
- ◆ Pro-actively opened new stores
  - Opened 12 new stores particularly in Metropolitan Tokyo and its three border prefectures
  - Pro-actively opened new stores in train station buildings and fashion buildings

#### ■ Performance

- ◆ Existing-store sales in April-June rose as customers in their 40s, and those looking for Cool Biz products, increased from April

	Apr	May	Jun
Existing-store sales (%)	+6.4	+4.0	+2.6
No. of customers (%)	+0.1	+7.3	+6.0
Sales per customers (%)	+6.3	-3.1	-3.2

- ◆ Opened 12 new stores
  - Kanto (Chiba, Tokyo, Kanagawa, Tochigi): 8 Stores
  - Chukyo area and west (Aichi, Osaka, Hiroshima): 4 stores
  - Opened stores in train station buildings, train station-front buildings, and popular shopping centers  
(Chiba PARCO, JR Kinshi-cho TERMINA, etc.)

# AOKI: Second-half Initiatives-1

**Expand market share through "refinements to core product development and marketing" and "development of new store locations and building types" to enhance profitability**

◆ **Merchandise / sales promotions: develop core products to meet customer needs, strengthen proposals through new sales promotions**

● **Strengthen men's suits proposals**

- 3D Smart: Capture customers in 40s for "3D Smart" through use of actor-singer Noriyuki Higashiyama
- 3D Slim: Capture customers in 20s-30s for "3D Slim" through continued use of young idol Kazuya Kamenashi
- Implement market-targeted brand campaigns including "UK Fair," "Anniversaire," "Bellumore," "JS," etc.

● **Strengthen ladies' suits and formal wears proposals**

- Strengthen product composition through use of new designer, Ms Akiko Ogawa
- Strengthen sales promotions (Can Cam, Web, inserts, direct mail, etc.)

● **Strengthen "CAFE SOHO" proposals**

- Bolster "cross-coordinate brand" for fashionable mix-and-matching (business-casual style and out-on-the-town style)
- Refine marketing strategy

● **Expand Warm-Biz products**

- Propose "warmth," "comfort," and "fashion"

- Functional items: temperature regulating products, heat release / insulation undergarments
- Coordinated proposals: three-piece suits, sweaters, vests, etc.



"UK Fair" corner



CAFE SOHO  
"Out-on-the-town" style



Warm-Biz  
(BIZ style)



## AOKI: Second-half Initiatives-2

◆ Marketing, personnel, training: Strengthen marketing power through evolution of the stylist system

- Educate employees about products to meet the needs of the times
- Strengthen customer service for ladies' wear, medium and light clothing, and formalwear
- Train part-time stylists



◆ Store development: Accelerate store openings based on standard of "investment recovery within five years and operating margin over 10%"

- Increase store-opening target for 2H from 6 stores to 11 stores (annual target from 10 to 15)
- Train station-front buildings in suburbs near central Tokyo: Kichijyoji store, Nakano store
- Open-mall shopping centers: Higashi Osaka NITORI SC Store, Yokohama Okano SUMMIT SC Store, AEON TOWN Kosai SC Store
- New low-cost type stores in suburbs: Six stores (Saitama 2 stores, Aichi 2 stores, Yamanashi 1 store, Kumamoto 1 store)



(From left) Kichijyoji Store  
Higashi Osaka Nitori SC Store  
New low-cost type: Miyoshi Store  
(Aichi Pref.)

# ORIHICA: Second-half Initiatives

**Expand lineup of Warm Biz products, and continue to pro-actively open new stores while pursuing efficient management for a 100-store chain**

## ◆ Store development

- **Pro-actively open stores including in train station buildings and fashion buildings**
  - Increase store-opening target for 2H from 8 stores to 12 stores (annual target from 20 to 24)
  - Prioritize Tokyo and its three border prefectures (Kanagawa, Chiba, and Saitama), Nagoya, and Osaka
  - New areas: Shizuoka and Hiroshima
- **Examine and improve train station building stores and fashion building stores (sales floor space of around 60 *tsubo*)**

## ◆ Merchandise / sales promotions

- **Expand lineup of Warm Biz products for more casual business styles**
  - Strengthen proposals for mix-and-matching jackets and slacks (expand lineup of sweaters and vests)
  - Provide heat insulation undergarments and other functional products
- **Distribute "style proposal" brochures for customer service**

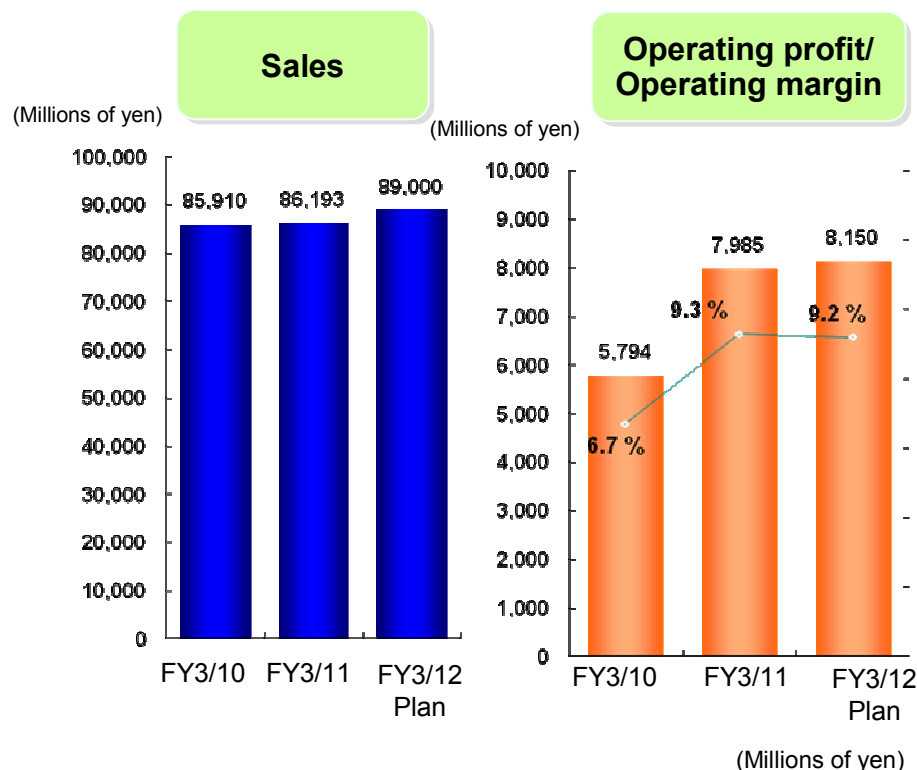
## ◆ Strengthen preparations for 100-store network in FY3/13 onward

- **Prepare environment so store staff can focus on customer service through store standardization efforts**
- **Develop employee training program**



# FY3/12 Full-year Earnings Forecast

**We forecast an increase in sales and profits due to contributions from new store openings and efficient use of expenses**



	FY3/12 Forecast		
		YoY %	% to sales
Sales	89,000	103.3	100.0
Gross profit	53,370	101.8	60.0
SG&A expenses	45,220	101.8	50.8
Operating profit	8,150	102.1	9.2

## Sales up 3.3% YoY

### ◆ New store openings

- AOKI: 15 (4 in 1H, 11 in 2H)
- ORIHICA: 24 (12 in 1H, 12 in 2H)

### ◆ Existing-store sales in FY3/12: -0.2%

- 1H: +0.2% 2H (plan): -0.5%

## Operating profit up 2.1% YoY

- ◆ Greater sales from new stores should offset the impact of lower gross profit margins and higher store-opening expenses

- Gross profit margin: 60.0% (FY3/11: 60.8%)
- SG&A expenses: 50.8% (FY3/11: 51.5%)

Decline in AOKI's SG&A expenses

Lower: Depreciation, utilities

Improved efficiency: sales promotion expenses, personnel expenses

# **Anniversaire and Bridal Business**

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**FY3/12 First-half Performance and Full-year Forecast**

# Share of Guesthouse Weddings Rising Every Year

## Market size

**Approximately ¥2 trillion**

**707,734 marriages annually multiply  
nationwide average sales per couple of ¥3.27 million**

2009 National Vital Statistics by Ministry of Health, Labor and Welfare  
Our estimate based on "Zexy Marriage Trend Survey 2011"

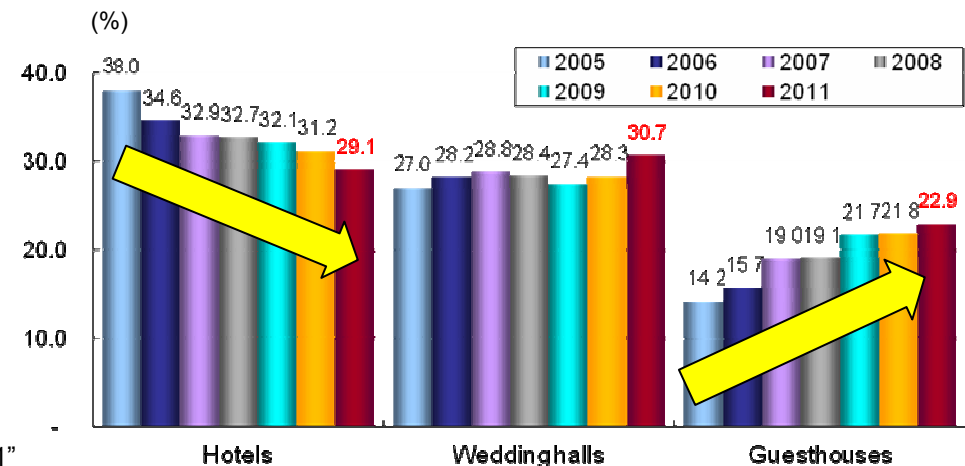


## Guesthouse weddings' share of total wedding market in Japan

Share of guesthouse weddings  
rising every year

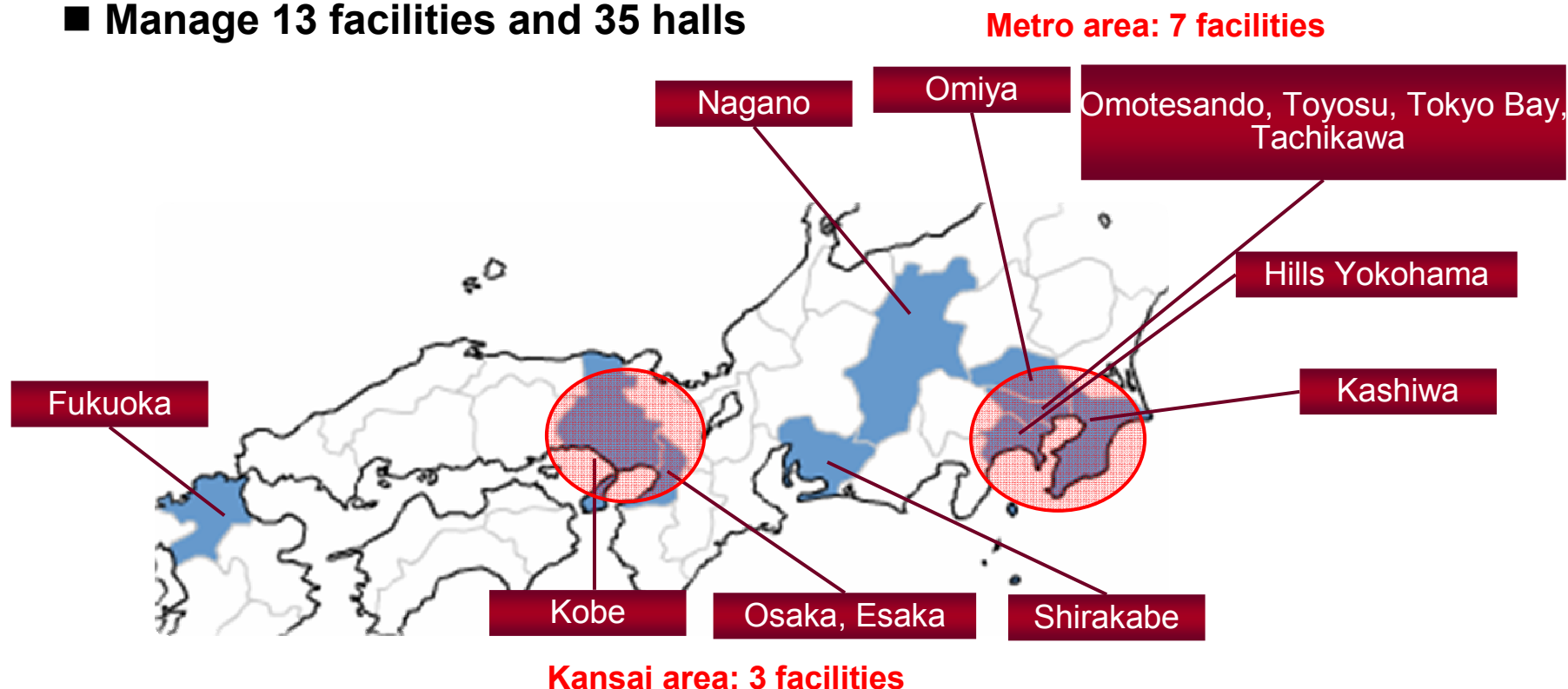
2005 14.2% → 2011 22.9%

Our estimate based on "Zexy Marriage Trend Survey 2011"



## Provides "Anniversaire"-style Weddings Mainly in Major Cities

### ■ Manage 13 facilities and 35 halls



### ■ Product proposals

**Average price per couple at the Company:**  
4,173,000 yen  
**Average price per couple across industry:**  
3,270,000 yen

Our estimate based on Zexy Trend Survey 2011

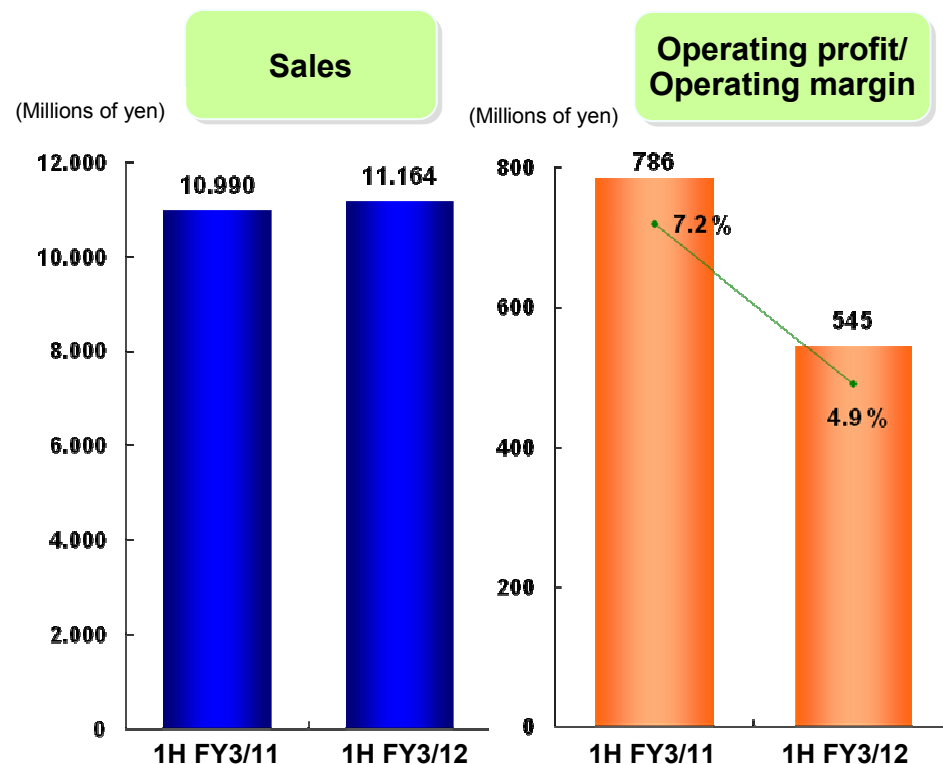
### ■ Industry position

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

“29th service industry comprehensive survey”  
Nikkei MJ, November 16, 2011

## Anniversaire and Bridal Business: First Half of FY3/12 Review of Operations

Sales increased due to the opening of ANNIVERSAIRE TOYOSU, but profits declined due to an increase in store-opening and renovation expenses, and the impact of the Great East Japan Earthquake



(Millions of yen)

	1H FY3/12		
		YoY %	% to sales
Sales	11,164	101.6	100.0
Gross profit	2,454	97.0	22.0
SG&A expenses	1,908	109.5	17.1
Operating profit	545	69.4	4.9

### ■ Sales up 1.6% YoY

- ◆ Contributions from opening of ANNIVERSAIRE TOYOSU in April
- ◆ Sales at existing facilities declined due to the impact of the Great East Japan Earthquake

### ■ Operating profit down 30.6% YoY

- ◆ Number of couples married in existing facilities: -310 couples YoY
- ◆ Gross profit margin down 1.0pt YoY
  - Expenses related to the opening of ANNIVERSAIRE TOYOSU (tableware and other fixtures, consumables)
  - Increase in expenses for renovation of six chapels and two reception halls
- ◆ SG&A expenses up 9.5% YoY
  - Increase due to new facility openings

## Performance Benchmarks

		1H FY3/11	1H FY3/12	Change	YoY %
No. of facilities at period-end		12	13	+1	108.3%
No. of wedding/reception halls at period-end		32	35	+3	109.4%
No. of couples married		2,637	2,612	-25	99.1%
Capacity utilization ratio		69.8%	63.2%	-6.6pt	-
Average sales per couple (thousands of yen)		4,048	4,173	+125	103.1%
Existing facilities	No. of couples married	2,637	2,327	-310	88.2%
	Capacity utilization ratio	69.8%	61.6%	-8.2pt	-
	Average sales per couple (thousands of yen)	4,048	4,074	+26	100.6%

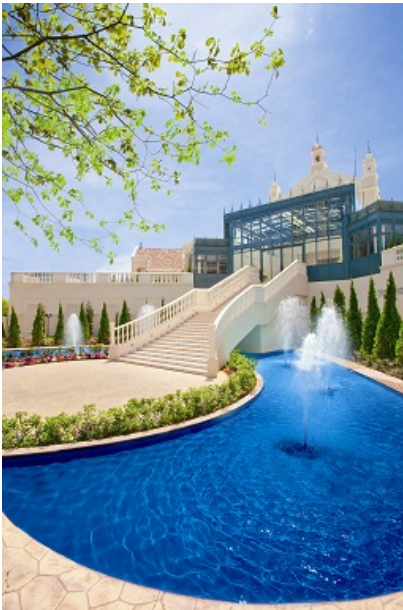
- ◆ ANNIVERSAIRE TOYOSU got off to a good start with 285 married couples and average sales per couple of ¥4,979,000
- ◆ The number of couples married at existing facilities declined by 310 YoY due to the impact of the Great East Japan Earthquake
- ◆ Average sales per couple at existing facilities increased by ¥26,000 YoY due to a rise in unit price of food and beverages



## Grand opening of "ANNIVERSAIRE TOYOSU"

### ■ Grand opening of "ANNIVERSAIRE TOYOSU" in April 2011

- ◆ Ideally located just a 5-minute train ride from Ginza, and a 3-minute walk from Toyosu Station
- ◆ Follows the wedding style of ANNIVERSAIRE OMOTESANDO with a independent chapel
- ◆ Flower shower at all-weather atrium, and lagoon fountain at bottom of staircase
- ◆ Three different style reception halls: VILLA PARIS, VILLA MONACO, and VILLA PROVENCE



Outside image



Chapel Anniversaire



Reception hall  
VILLA PARIS

## Measures to Strengthen Existing Facilities

### ■ We renovated existing facilities utilizing the Anniversaire brand

#### ◆ Chapel renovation

- Facilities: Tachikawa, Kobe, Osaka, Esaka, Fukuoka, Shirakabe
- Content: New blue virgin road, change in altar height, new lighting, new stained glass on side walls

#### ◆ Banquet renovation

- Facilities: Tokyo Bay, Omiya
- Content: Newly designed walls and ceilings, chairs and other furniture replaced



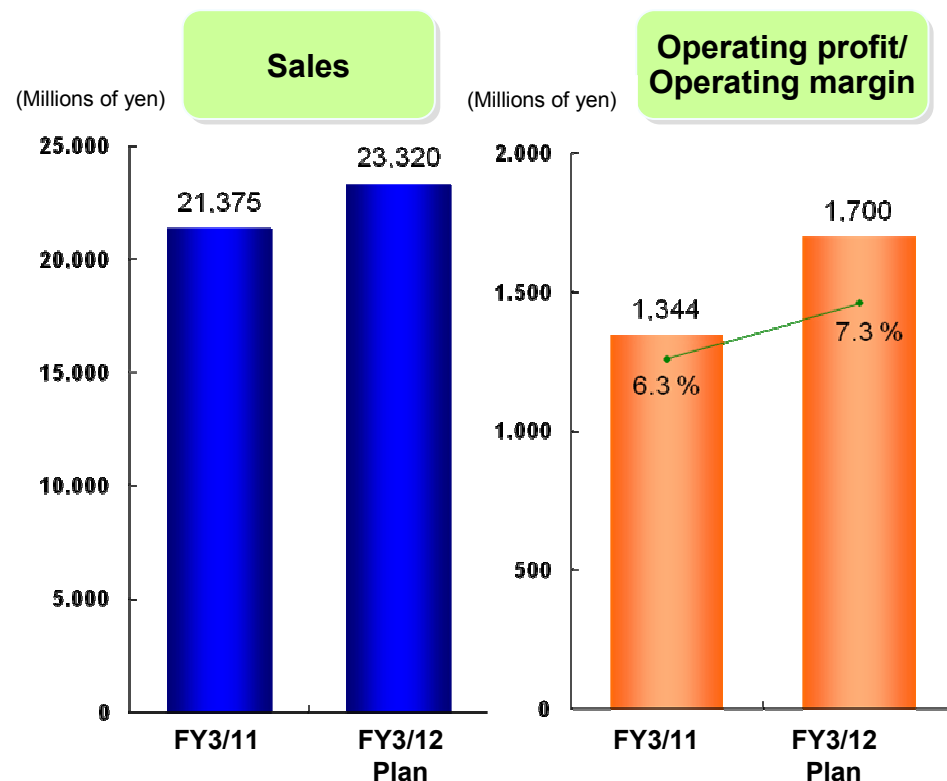
Chapel with newly installed blue virgin road



Tokyo Bay (English hall)

## Anniversaire and Bridal Business: FY3/12 Full-year Earnings Forecast

### Sales and profits up due to contributions from opening of ANNIVERSAIRE TOYOSU in April



#### ■ Sales up 9.1% YoY

##### ◆ Contributions of ANNIVERSAIRE TOYOSU

- Number of couples planned for marrying 5,400 (106.9% YoY)

##### ◆ Increase in average drink sales, and sales per couple, from the sharing of skilled staff know-how

- Average sales per couple target: ¥4,199,000 (102.5% YoY)

#### ■ Operating profit up 26.4% YoY

- ◆ Preparation expenses\* of ¥380 million for the opening of ANNIVERSAIRE TOYOSU, booked last fiscal year, will drop out this fiscal year

- ◆ Improvement in gross profit margin from introduction of original products, and measures to increase average sales per couple

(FY3/11: 23.0% to FY3/12: 24.0%)

	FY3/12 Forecast		
		YoY %	% to sales
Sales	23,320	109.1	100.0
Gross profit	5,600	114.0	24.0
SG&A expenses	3,900	109.3	16.7
Operating profit	1,700	126.4	7.3

\* We established an "opening preparation office" near the facility about ten months 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.

# **Entertainment Business**

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**FY3/12 First-half Performance and Full-year Forecast**



## Facility Features: Facilities Based on a Clear Concept

### Karaoke facilities

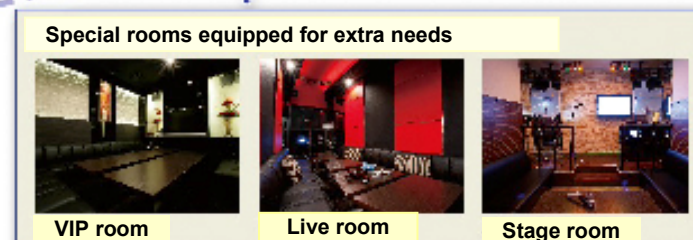
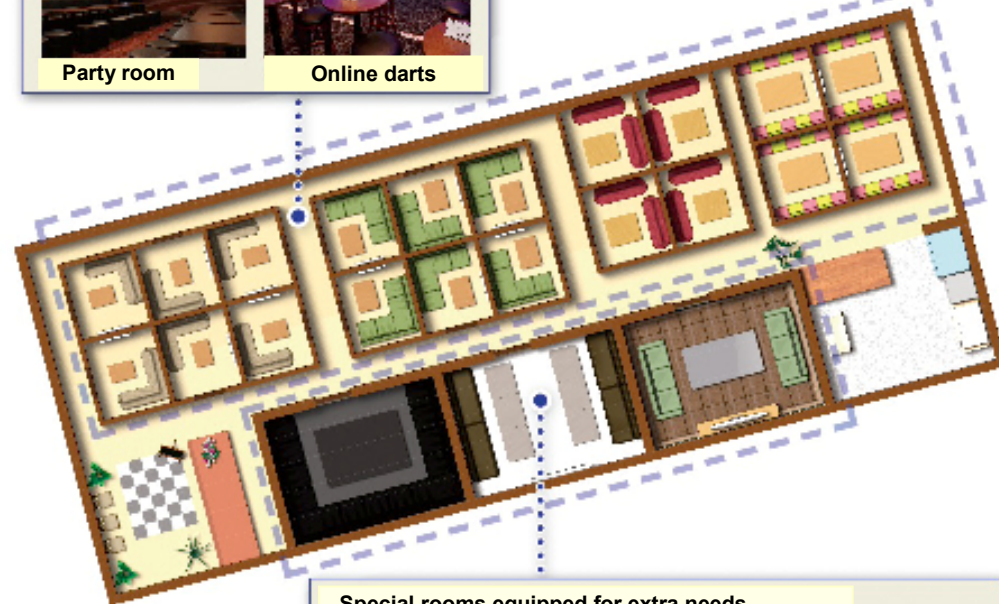
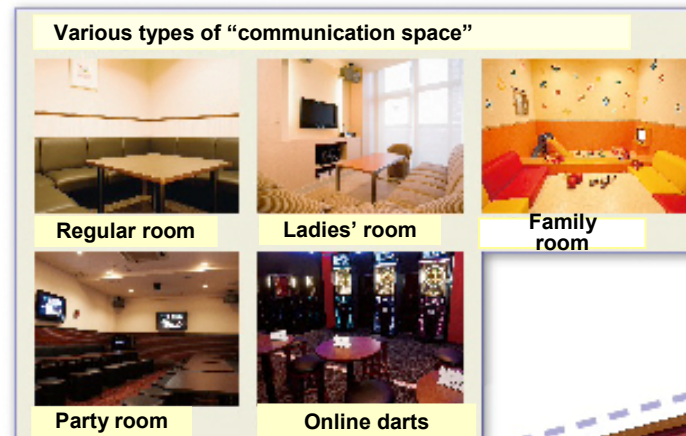


#### Relaxing space for tomorrow's dynamism

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

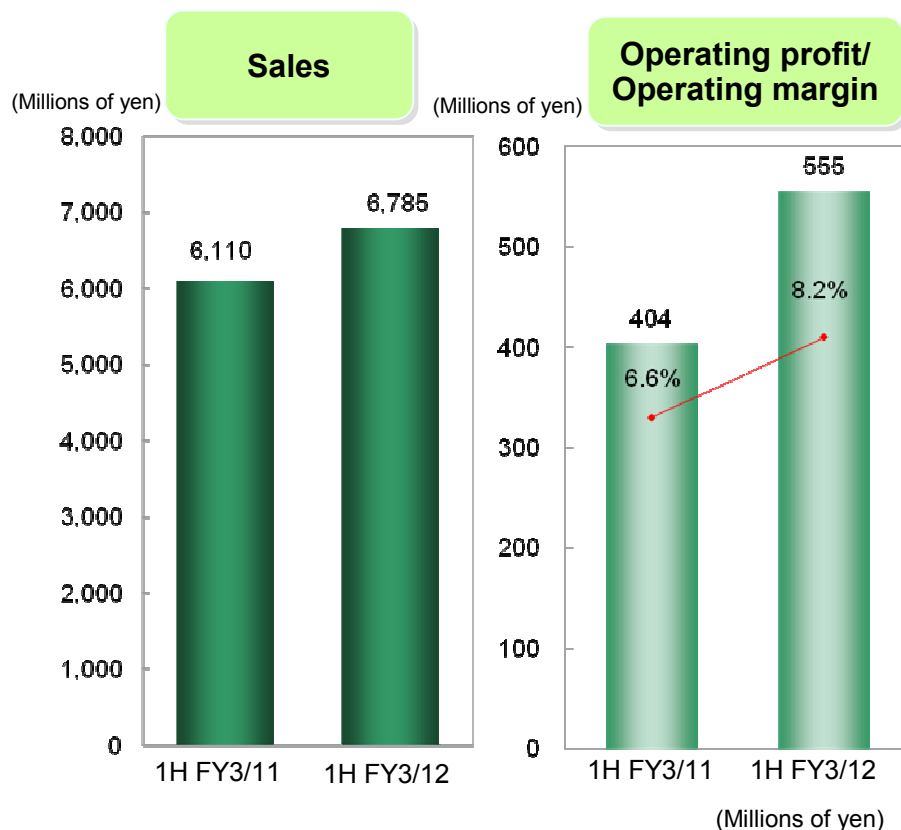
**Industry rank: No.5**

**"29th service industry comprehensive survey"**  
**Nikkei MJ, November 16, 2011**



## Karaoke Facility Operations: First Half of FY3/12 Review of Operations

Sales and profits increased due to a strong performance at existing stores supported by an increase in demand for local entertainment, and benefits from renovation and sales promotions



### ■ Sales up 11.0% YoY

- ◆ New store openings in front of train stations: 6
- ◆ Store renovations: 24
- ◆ Change in existing-store sales: +3.9%
  - Increase in customer traffic due to promotional campaigns (+5.6%)

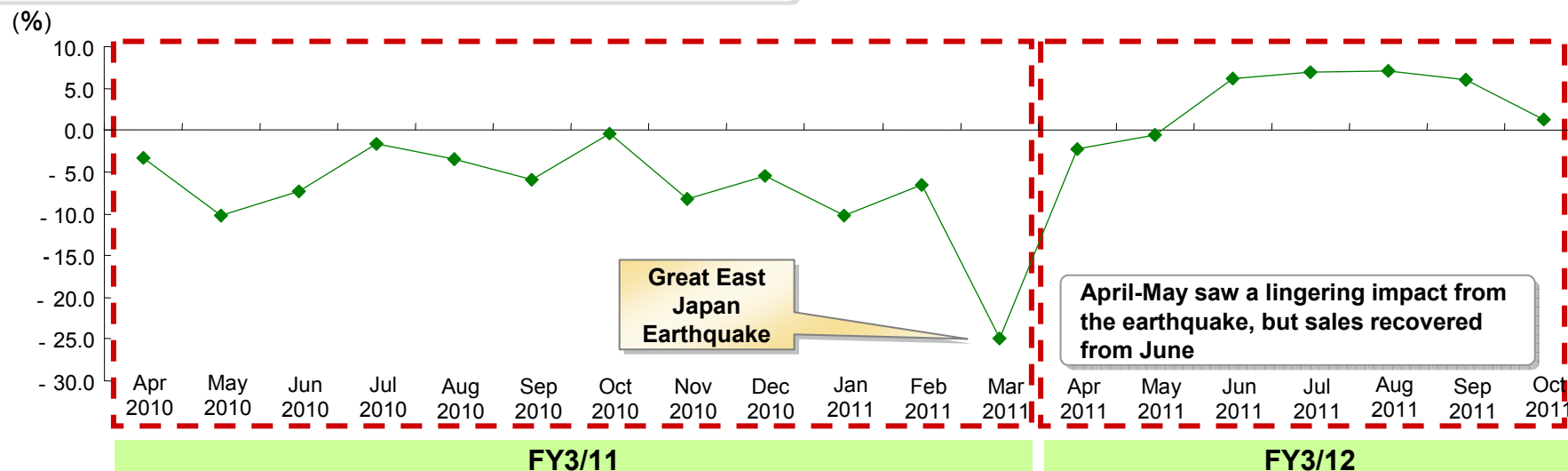
### ■ Operating profit up 37.2% YoY

- ◆ Higher sales from existing stores offset new store-opening expenses and renovation expenses
- ◆ Gross profit margin: 19.3% (+2.5pt YoY)

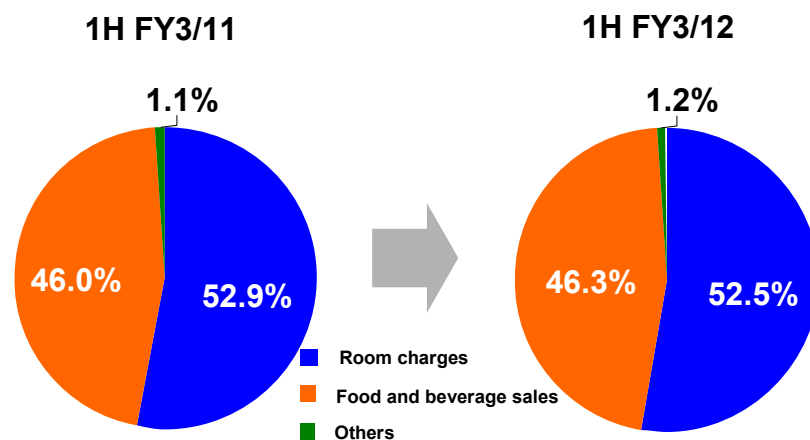
	1H FY3/12		
		YoY %	% to sales
Sales	6,785	111.0	100.0
Gross profit	1,309	127.3	19.3
SG&A expenses	754	120.8	11.1
Operating profit	555	137.2	8.2
Number of stores at period-end	129		

## Conditions at Existing Stores

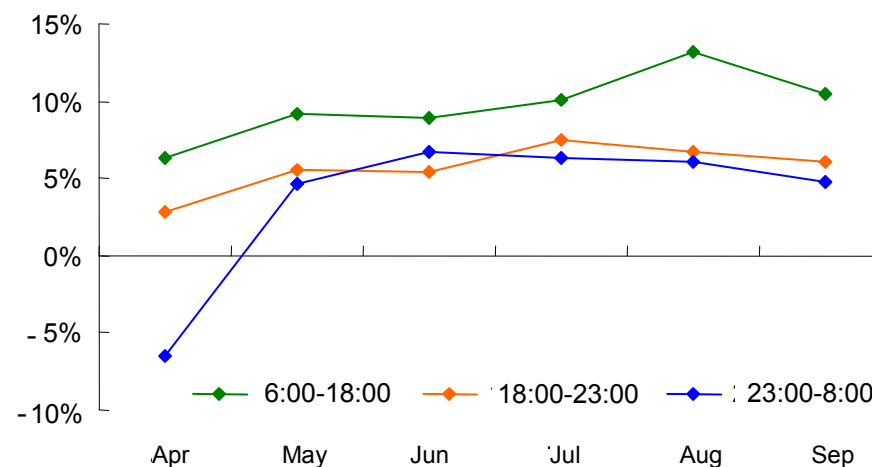
### Monthly trend in sales growth



### Composition of sales

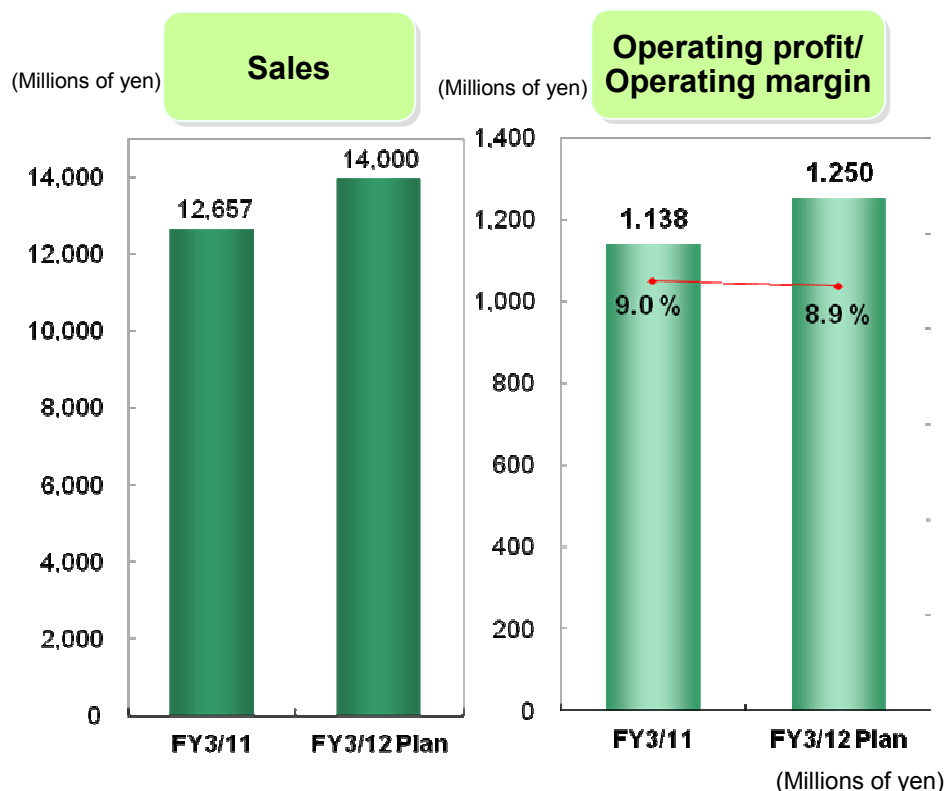


### Customer traffic growth by time of day



## Karaoke Facility Operations: FY3/12 Full-year Earnings Forecast

**We forecast an increase in sales and profits due to contributions from new store openings and a solid performance at existing stores**



### ■ Sales up 10.6% YoY

- ◆ New store openings particularly near train stations: 9 (1H: 6; 2H: 3)
- ◆ Revitalization of existing stores
  - Renovations (22 planned for 2H)
  - Collaboration with popular characters and artists
  - Introduction of new concepts (Pokemon room, multi-purpose, super stage room, etc.)

### ■ Operating profit up 9.8% YoY

- ◆ Increase in expenses due to new store openings and renovations
- ◆ Existing-store sales in FY3/12 : +4.0% (+3.9% for 1H, +4.1% for 2H Plan)

		FY3/12 Forecast	
		YoY %	% to sales
Sales	14,000	110.6	100.0
Gross profit	2,820	118.6	20.1
SG&A expenses	1,570	126.7	11.2
Operating profit	1,250	109.8	8.9
Number of stores at period-end	132		



## 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.

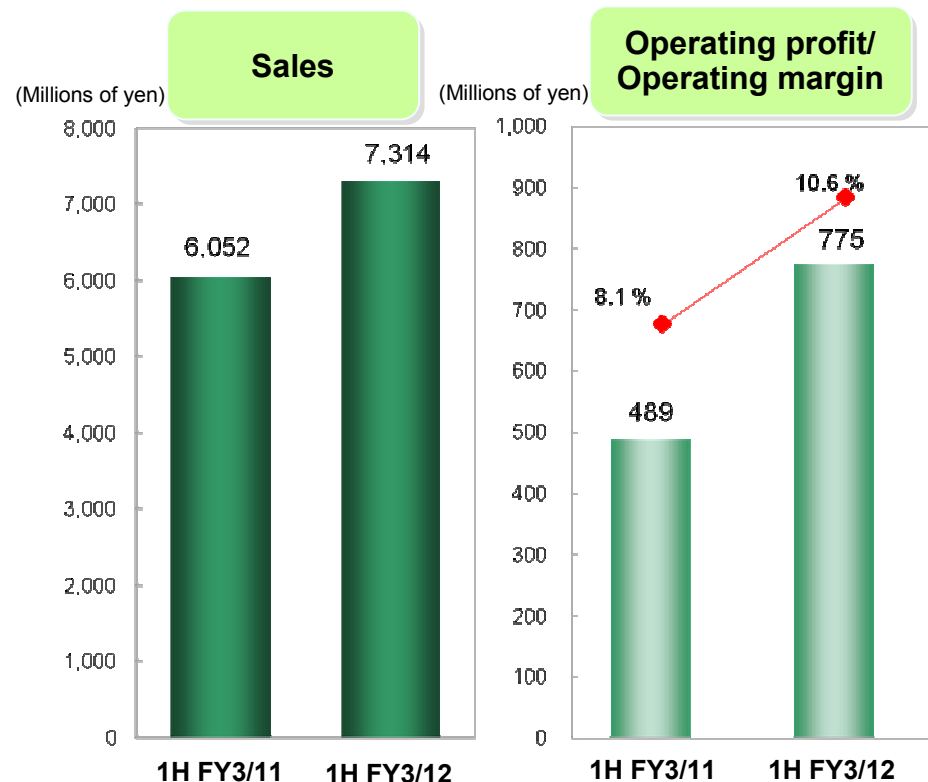
#### Industry rank: No.1

"29th service industry comprehensive survey"  
Nikkei MJ, November 16, 2011



## Café Complex Operations: First Half of FY3/12 Review of Operations

**Sales and profits up, despite increase in store-opening expenses, due to contributions from newly opened stores and higher sales at existing stores**



### ■ Sales up 20.9% YoY

- ◆ New store openings: 9
- ◆ Renovations: 19
- ◆ Existing-store sales up 8.5%
  - Increase in customer traffic due to repeat customers escaping the summer heat and visitors in the morning hours (+5.7%)
  - Increase in average sales per customer due to seasonal menu sales and introduction of new content (+2.6%)

### ■ Operating profit up 58.3% YoY

- ◆ Greater sales from existing stores more than offset the increase in store-opening and renovations expenses

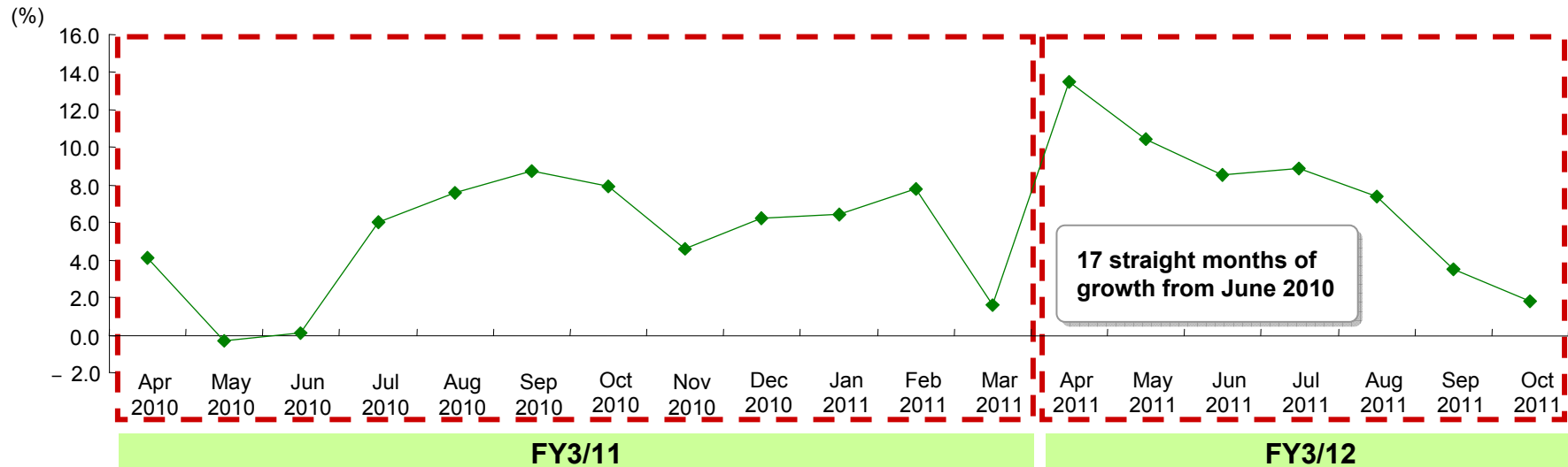
	1H FY3/12		
		YoY %	% to sales
Sales	7,314	120.9	100.0
Gross profit	1,454	134.1	19.9
SG&A expenses	678	114.2	9.3
Operating profit	775	158.3	10.6
Number of stores at period-end	161		



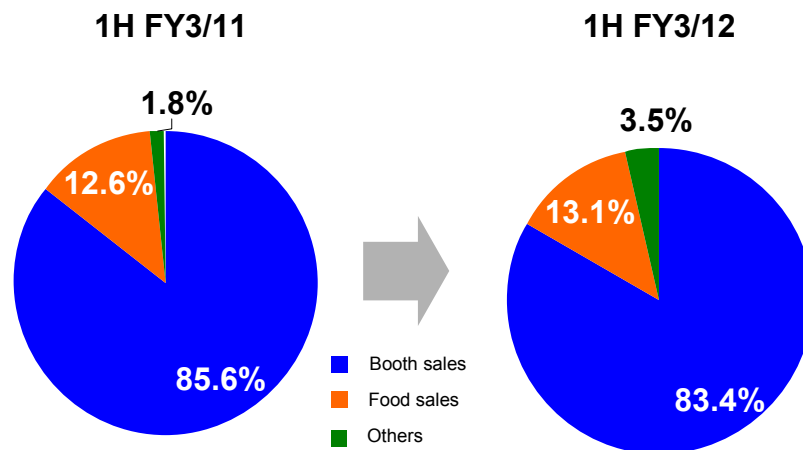
“Support East Japan Udon”

## Conditions at Existing Stores

### Monthly trend in sales growth

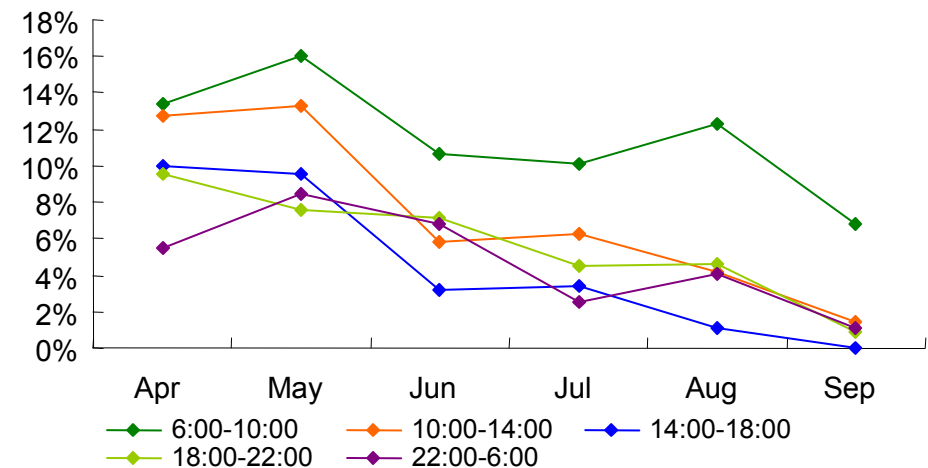


### Composition of sales



\* Results for the café complex operation

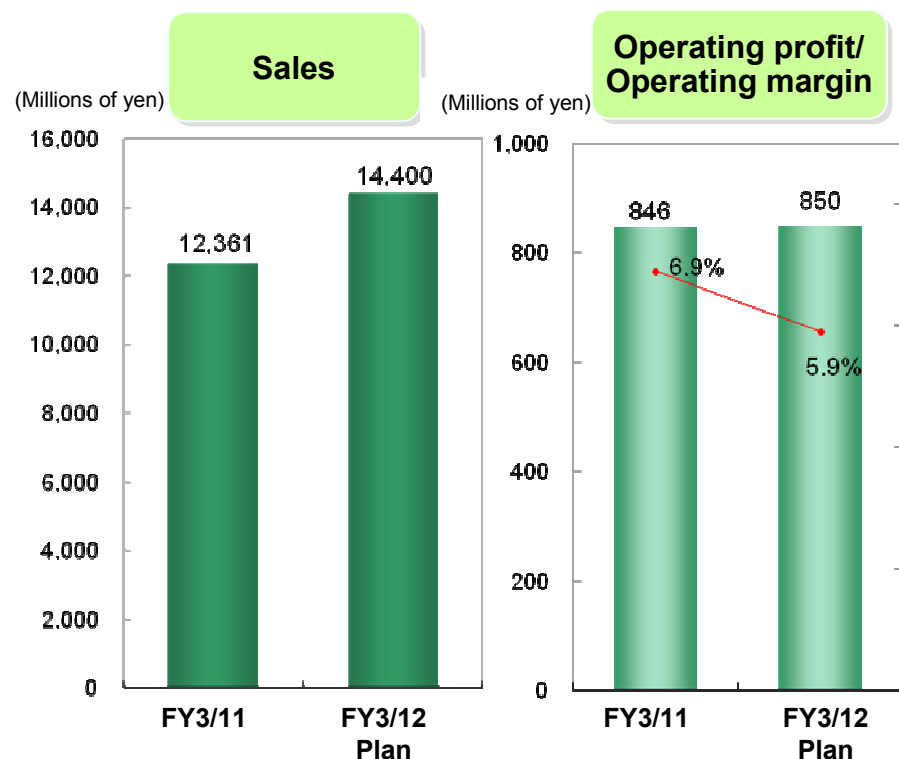
### Customer traffic growth by time of day



\* Results for the café complex operation

## Café Complex Operations: FY3/12 Full-year Earnings Forecast

Sales and profits up, despite increase in store-opening and renovation expenses, due to contributions from newly opened stores and higher sales at existing stores



### ■ Sales up 16.5% YoY

- ◆ New store openings: 20 (1H: 9, 2H: 11)
- ◆ Revitalization of existing stores
  - Renovations (19 stores planned)
- ◆ Existing-store sales in FY3/12: +4.9%
  - 1H: +8.5% 2H plan: +1.3%

### ■ Operating profit up 0.4% YoY

- ◆ Increase in expenses for new store openings and renovations

(Millions of yen)

		FY3/12 Forecast	
		YoY %	% to sales
Sales	14,400	116.5	100.0
Gross profit	2,250	110.2	15.6
SG&A expenses	1,400	117.1	9.7
Operating profit	850	100.4	5.9
Number of stores at period-end	172		

# Supplementary Documents

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Notes on page 46, 48:

1. Net income per share: Net income divided by average number of common shares outstanding (excluding treasury stock).
2. All amounts are rounded down to million yen.
3. The total operating profit for each segment and operating profit do not match due to inter-segmental adjustments. Please see p10 and P16 for the difference.

# First Half of FY3/12 Consolidated Business Results

(Millions of yen unless otherwise stated)

	1H FY3/11 Results	%	1H FY3/12 Plan	%	1H FY3/12 Results	%	YoY change	YoY %
<b>Sales</b>	58,603	100.0	61,720	100.0	61,945	100.0	3,342	105.7
<b>Fashion</b>	35,466	100.0	37,030	100.0	36,698	100.0	1,231	103.5
<b>Anniversaire/Bridal</b>	10,990	100.0	11,300	100.0	11,164	100.0	174	101.6
<b>Karaoke</b>	6,110	100.0	6,400	100.0	6,785	100.0	674	111.0
<b>Café Complex</b>	6,052	100.0	7,000	100.0	7,314	100.0	1,262	120.9
<b>Gross profit</b>	26,231	44.8	27,280	44.2	27,349	44.2	1,118	104.3
<b>Fashion</b>	21,248	59.9	22,150	59.8	21,892	59.7	643	103.0
<b>Anniversaire/Bridal</b>	2,528	23.0	2,440	21.6	2,454	22.0	-74	97.0
<b>Karaoke</b>	1,029	16.8	1,140	17.8	1,309	19.3	280	127.3
<b>Café Complex</b>	1,084	17.9	1,310	18.7	1,454	19.9	370	134.1
<b>SG&amp;A expenses</b>	24,098	41.1	25,280	41.0	25,052	40.4	953	104.0
<b>Fashion</b>	20,651	58.2	21,460	58.0	21,260	57.9	608	102.9
<b>Anniversaire/Bridal</b>	1,742	15.9	1,940	17.2	1,908	17.1	165	109.5
<b>Karaoke</b>	624	10.2	740	11.6	754	11.1	130	120.8
<b>Café Complex</b>	594	9.8	660	9.4	678	9.3	84	114.2
<b>Operating profit</b>	2,132	3.6	2,000	2.5	2,297	3.7	164	107.7
<b>Fashion</b>	597	1.7	690	1.9	632	1.7	34	105.9
<b>Anniversaire/Bridal</b>	786	7.2	500	4.4	545	4.9	-240	69.4
<b>Karaoke</b>	404	6.6	400	6.3	555	8.2	150	137.2
<b>Café Complex</b>	489	8.1	650	9.3	775	10.6	285	158.3
<b>Ordinary income</b>	2,730	4.7	2,400	3.9	2,818	4.6	88	103.2
<b>Net income</b>	446	0.8	1,250	2.0	1,537	2.5	1,091	344.5
<b>Net income per share (yen)</b>	10.46	-	29.29	-	36.04	-	25.58	-
<b>Shares outstanding at period-end (1,000 shares)</b>	42,672	-	42,671	-	42,671	-	-1	-

# First Half of FY3/12 Major Expenses

## SG&A Expenses

(Millions of yen unless otherwise stated)

	1H FY3/11 Results					1H FY3/12 Results									
	Total	Fashion	Anniversaire / Bridal	Karaoke	Café complex	Total		Fashion		Anniversaire/ Bridal		Karaoke		Café complex	
							YoY %		YoY %		YoY %		YoY %		YoY %
Advertising expenses	3,371	2,604	541	104	50	3,696	109.6	2,729	104.8	647	119.7	206	198.2	54	107.6
Personnel expenses	9,036	7,314	430	342	352	9,487	105.0	7,679	105.0	416	96.8	388	113.3	420	119.2
Rents	5,528	5,542	21	20	20	5,660	102.4	5,691	102.7	19	92.2	17	87.6	20	99.0
Depreciation	1,314	1,048	17	4	7	1,202	91.5	964	92.0	18	101.7	4	94.9	10	131.6

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

	1H FY3/11 Results			1H FY3/12 Results					
	Anniversaire/ Bridal	Karaoke	Café complex	Anniversaire/ Bridal		Karaoke		Café complex	
					YoY %		YoY %		YoY %
Personnel expenses	2,043	1,430	1,603	2,216	108.5	1,571	109.9	1,875	117.0
Rents	791	1,327	1,181	882	111.5	1,388	104.6	1,268	107.4
Depreciation	492	438	347	498	101.2	574	131.1	456	131.4

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.



# Full-year FY3/12 Consolidated Forecast

(Millions of yen unless otherwise stated)

	FY3/11 Results	%	FY3/12 Plan	%	YoY change	YoY %
<b>Sales</b>	<b>132,561</b>	<b>100.0</b>	<b>140,700</b>	<b>100.0</b>	<b>8,138</b>	<b>106.1</b>
Fashion	86,193	100.0	89,000	100.0	2,806	103.3
Anniversaire/Bridal	21,375	100.0	23,320	100.0	1,944	109.1
Karaoke	12,657	100.0	14,000	100.0	1,342	110.6
Café Complex	12,361	100.0	14,400	100.0	2,038	116.5
<b>Gross profit</b>	<b>62,429</b>	<b>47.1</b>	<b>64,540</b>	<b>45.9</b>	<b>2,110</b>	<b>103.4</b>
Fashion	52,416	60.8	53,370	60.0	953	101.8
Anniversaire/Bridal	4,911	23.0	5,600	24.0	688	114.0
Karaoke	2,377	18.8	2,820	20.1	442	118.6
Café Complex	2,042	16.5	2,250	15.6	207	110.2
<b>SG&amp;A expenses</b>	<b>51,476</b>	<b>38.8</b>	<b>53,040</b>	<b>37.7</b>	<b>1,563</b>	<b>103.0</b>
Fashion	44,430	51.5	45,220	50.8	789	101.8
Anniversaire/Bridal	3,566	16.7	3,900	16.7	333	109.3
Karaoke	1,238	9.8	1,570	11.2	331	126.7
Café Complex	1,195	9.7	1,400	9.7	204	117.1
<b>Operating profit</b>	<b>10,952</b>	<b>8.3</b>	<b>11,500</b>	<b>8.2</b>	<b>547</b>	<b>105.0</b>
Fashion	7,985	9.3	8,150	9.2	164	102.1
Anniversaire/Bridal	1,344	6.3	1,700	7.3	355	126.4
Karaoke	1,138	9.0	1,250	8.9	111	109.8
Café Complex	846	6.9	850	5.9	3	100.4
<b>Ordinary income</b>	<b>12,057</b>	<b>9.1</b>	<b>12,400</b>	<b>8.8</b>	<b>342</b>	<b>102.8</b>
<b>Net income</b>	<b>3,575</b>	<b>2.6</b>	<b>5,500</b>	<b>3.9</b>	<b>1,924</b>	<b>153.8</b>
<b>Earnings per share (Yen)</b>	<b>83.78</b>	<b>-</b>	<b>128.89</b>	<b>-</b>	<b>45.11</b>	<b>-</b>
<b>Shares outstanding at period-end (1,000 shares)</b>	<b>42,671</b>	<b>-</b>	<b>42,671</b>	<b>-</b>	<b>-1</b>	<b>-</b>



# Full-year FY3/12 Major Expenses

## SG&A Expenses

(Millions of yen unless otherwise stated)

	FY3/11 Results					FY3/12 Plan									
	Total	Fashion	Anniversaire / Bridal	Karaoke	Café complex	Total		Fashion		Anniversaire/ Bridal		Karaoke		Café complex	
							YoY %		YoY %		YoY %		YoY %		YoY %
Advertising expenses	8,911	7,394	1,149	206	98	9,567	107.4	7,575	102.4	1,330	115.8	404	196.1	111	113.
Personnel expenses	18,410	15,038	801	695	727	18,925	102.8	15,380	102.3	782	97.6	783	112.7	836	115.
Rents	11,155	11,182	16	39	39	11,560	103.6	11,610	103.8	16	100.0	36	92.3	39	100.
Depreciation	2,679	2,124	36	9	16	2,604	97.2	2,095	98.6	39	108.3	13	144.4	26	162.

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

## Major expenses included in cost of sales

	FY3/11 Results			FY3/12 Plan					
	Anniversaire/ Bridal	Karaoke	Café complex	Anniversaire/ Bridal		Karaoke		Café complex	
					YoY %		YoY %		YoY %
Personnel expenses	4,053	2,909	3,319	4,365	107.7	3,190	109.7	3,800	114.5
Rents	1,577	2,529	2,411	1,700	107.8	2,784	110.1	2,576	106.8
Depreciation	963	967	747	1,070	111.1	1,182	122.2	987	132.1

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

# Reference: First Half of FY3/12 Fashion Business Performance

## (1) Change in existing-store sales

(%)

	Apr.	May	Jun.	Jul.	Aug.	Sep.	First half	Second half	Full year
FY3/12	3.6	1.1	2.1	1.2	-8.8	-2.8	0.2		
FY3/11	0.3	3.0	0.2	3.9	6.4	3.4	2.2	4.0	3.3

## (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
Customers	FY3/12	-5.1	-0.2	2.3	4.8	-8.1	-3.8	-0.7		
	FY3/11	-2.6	8.1	-0.7	5.0	8.0	5.5	3.2	2.5	2.9
Sales per customer	FY3/12	9.2	1.2	-0.2	-3.5	-0.8	1.1	0.9		
	FY3/11	3.0	-4.7	0.9	-1.0	-1.5	-2.0	-1.0	1.5	0.5

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

		First half	YoY %	Second half	YoY %	Full year	YoY %
Number of units sold (in ten thousands)	FY3/12	51.4	96.0				
	FY3/11	53.5	99.9	83.8	101.7	137.3	101.0
Unit price (thousands of yen)	FY3/12	22.5	97.4				
	FY3/11	23.1	100.0	23.1	101.8	23.2	101.3

#### (4) Sales by category

(Millions of yen unless otherwise stated)

	1H FY3/11 Results	%	1H FY3/12 Results	%	YoY change	YoY %
Heavy clothing	17,150	48.4	16,417	44.7	-732	95.7
Medium clothing	3,813	10.8	4,054	11.1	241	106.3
Light clothing	13,530	38.1	15,226	41.5	1,695	112.5
Other	971	2.7	999	2.7	27	102.8
Total	35,466	100.0	36,698	100.0	1,231	103.5

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

#### (5) Average total sales area

(Square meters)

1H FY3/11	1H FY3/12	YoY change	YoY %
279,421	280,040	619	100.2

## (6) Store network by prefecture

(Number of stores)

	FY3/11			1H FY3/12									
	No. of stores at period-end			No. of stores opened			No. of stores closed			No. of stores at period-end			
	AOKI	ORIHICA	Total	AOKI	ORIHICA	Total	AOKI	ORIHICA	Total	AOKI	ORIHICA	Total	
Hokkaido	15		15							15		15	Hokkaido/ Tohoku 33
Iwate	2		2							2		2	
Miyagi	6	3	9							6	3	9	
Fukushima	6	1	7							6	1	7	
Ibaraki	15	3	18							15	3	18	Kanto 266
Tochigi	7	1	8		1	1				7	2	9	
Gunma	8		8							8		8	
Saitama	48	6	54				1		1	47	6	53	
Chiba	40	10	50		3	3		1	1	40	12	52	
Tokyo	53	18	71	1	2	3		2	2	54	18	72	
Kanagawa	42	10	52		2	2				42	12	54	
Niigata	8	1	9							8	1	9	
Toyama	7		7							7		7	Koshinetsu Hokuriku 51
Ishikawa	7		7							7		7	
Fukui	2		2							2		2	
Yamanashi	5		5							5		5	
Nagano	21		21							21		21	Tokai 84
Gifu	7		7							7		7	
Shizuoka	17		17				1		1	16		16	
Aichi	43	5	48	1	2	3				44	7	51	
Mie	10		10							10		10	Kinki/ Chugoku 62
Shiga	4	1	5							4	1	5	
Kyoto	2	1	3							2	1	3	
Osaka	26	4	30	1	1	2				27	5	32	
Hyogo	10	5	15	1		1	1		1	10	5	15	Kyushu 11
Nara	2		2							2		2	
Hiroshima	3	1	4		1	1				3	2	5	
Fukuoka	9		9							9		9	
Kumamoto	2		2							2		2	
Total	427	70	497	4	12	16	3	3	6	428	79	507	

# Reference: FY3/12 Fashion Business Outlook

## (1) Change in existing-store sales

(%)

	1H Results	2H	Full year
FY3/12 (plan)	0.2	-0.5	-0.2
FY3/11	2.2	4.0	3.3

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

(%)

		1H Results	2H	Full year
Customers	FY3/12 (plan)	-0.7	-0.5	-0.6
	FY3/11	3.2	2.5	2.9
Sales per customer	FY3/12 (plan)	0.9	0.0	0.4
	FY3/11	-1.0	1.5	0.5

## (3) Sales plan by category

(Millions of yen unless otherwise stated)

	FY3/11 Results	%	FY3/12 Plan	%	YoY change	YoY %
Heavy clothing	43,914	50.9	42,610	47.9	-1,304	97.0
Medium clothing	6,669	7.8	7,110	8.0	440	106.6
Light clothing	33,439	38.8	37,080	41.6	3,640	110.9
Other	2,170	2.5	2,200	2.5	29	101.4
Total	86,193	100.0	89,000	100.0	2,806	103.3

## Reference: First Half of FY3/12 Entertainment Business Performance

### (1) Karaoke facility operations:

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

(%)

	Apr.	May	Jun.	Jul.	Aug.	Sep.	1H
Sales	-2.2	-0.6	6.1	7.0	7.1	6.0	3.9
Number of customers	0.4	2.2	7.0	9.0	7.7	6.7	5.6
Sales per customer	-2.6	-2.8	-0.8	-1.8	-0.5	-0.7	-1.6

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

(%)

		1H FY3/11	1H FY3/12	YoY change
Existing stores	Room charges	52.9	52.5	-0.4pt
	Food and beverage sales	46.0	46.3	+0.3pt
	Other sales	1.1	1.2	+0.1pt

### (3) Café complex operations:

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

(%)

	Apr.	May	Jun.	Jul.	Aug.	Sep.	1H
Sales	13.5	10.4	8.5	8.9	7.4	3.5	8.5
Number of customers	10.5	8.6	5.9	6.0	3.4	1.1	5.7
Sales per customer	2.7	1.6	2.5	2.7	3.9	2.3	2.6

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

(%)

		1H FY3/11	1H FY3/12	YoY change
Existing stores	Booth sales	85.6	83.4	-2.2pt
	Food sales	12.6	13.1	+0.5pt
	Other sales	1.8	3.5	+1.7pt

## (5) Store network by prefecture

(Number of stores)

	FY3/11			1H FY3/12									
	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	
Iwate	1	3	4							1	3	4	Tohoku 17
Miyagi	5	4	9							5	4	9	
Akita	1		1							1		1	
Yamagata	2		2				1		1	1		1	
Fukushima		2	2								2	2	
Ibaraki	4	8	12							4	8	12	Kanto 124
Tochigi	1	1	2		1	1				1	2	3	
Gunma	1	5	6		2	2				1	7	8	
Saitama	5	16	21							5	16	21	
Chiba	9	14	23							9	14	23	
Tokyo	20	8	28	2		2	1		1	21	8	29	
Kanagawa	17	10	27	2		2	1		1	18	10	28	
Niigata	3	4	7		1	1				3	5	8	Koshinetsu Hokuriku 43
Toyama	1	1	2							1	1	2	
Ishikawa	4	1	5							4	1	5	
Fukui	5		5							5		5	
Yamanashi	1	3	4							1	3	4	
Nagano	13	6	19							13	6	19	
Gifu	1	2	3							1	2	3	
Shizuoka	4	7	11							4	7	11	Tokai 51
Aichi	8	16	24	1	3	4				9	19	28	
Mie	3	6	9							3	6	9	
Shiga	2	1	3							2	1	3	
Kyoto	3	5	8		1	1				3	6	9	Kinki/ Chugoku 55
Osaka	4	19	23	1	1	2				5	20	25	
Hyogo	5	8	13							5	8	13	
Nara	2	1	3							2	1	3	
Wakayama		1	1								1	1	
Okayama	1		1							1		1	
Total	126	152	278	6	9	15	3	0	3	129	161	290	



# Reference: FY3/12 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	FY3/12 (plan)	3.9	4.1	4.0
	FY3/11	-5.3	-9.4	-7.5
Number of customers	FY3/12 (plan)	5.6	5.7	5.6
	FY3/11	-5.1	-8.1	-6.6
Sales per customer	FY3/12 (plan)	-1.6	-1.5	-1.5
	FY3/11	-0.3	-1.5	-0.9

## (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	FY3/12 (plan)	8.5	1.3	4.9
	FY3/11	4.5	5.7	5.1
Number of customers	FY3/12 (plan)	5.7	-0.3	2.8
	FY3/11	2.6	4.0	3.3
Sales per customer	FY3/12 (plan)	2.6	1.6	2.1
	FY3/11	1.8	1.7	1.8