

**Summary of Consolidated Financial Results
for the First Quarter of the Fiscal Year Ending March 31, 2013
(Three Months Ended June 30, 2012)**

[Japanese GAAP]

Company name: AOKI Holdings Inc.

Listings: TSE/OSE, First Sections

Stock code: 8214

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Scheduled date of filing of Quarterly Report:

August 9, 2012

Scheduled date of payment of dividend:

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Preparation of supplementary materials for quarterly financial results:

None

Holding of quarterly financial results meeting:

None

Note: The original disclosure in Japanese was released on August 7, 2012 at 15:30 (GMT +9).

(All amounts are rounded down to the nearest million yen)

1. Consolidated Financial Results for the Three Months Ended June 30, 2012 (Apr. 1, 2012 – Jun. 30, 2012)

(1) Consolidated results of operations

(Percentages represent year-on-year changes)

	Sales		Operating profit		Ordinary income		Net income	
	Million yen	%	Million yen	%	Million yen	%	Million yen	%
Three months ended Jun. 30, 2012	38,459	8.4	3,163	15.3	3,446	16.6	2,022	12.6
Three months ended Jun. 30, 2011	35,481	7.1	2,742	28.9	2,956	22.6	1,795	321.6

Note: Comprehensive income (million yen) Three months ended Jun. 30, 2012: 1,814 (up 5.3%)
 Three months ended Jun. 30, 2011: 1,723 (up 429.8%)

	Net income per share	Diluted net income per share
	Yen	Yen
Three months ended Jun. 30, 2012	48.53	48.50
Three months ended Jun. 30, 2011	42.09	-

(2) Consolidated financial position

	Total assets	Net assets	Equity ratio
	Million yen	Million yen	%
As of Jun. 30, 2012	174,400	104,975	60.0
As of Mar. 31, 2012	176,779	103,994	58.6

Reference: Shareholders' equity (million yen) As of Jun. 30, 2012: 104,573 As of Mar. 31, 2012: 103,589

2. Dividends

	Dividend per share				
	1Q-end	2Q-end	3Q-end	Year-end	Total
	Yen	Yen	Yen	Yen	Yen
FY3/12	-	15.00	-	20.00	35.00
FY3/13	-	-	-	-	-
FY3/13 (forecasts)	-	20.00	-	20.00	40.00

Note: Revisions to the most recently announced dividend forecast: None

3. Consolidated Forecast for the Fiscal Year Ending March 31, 2013 (Apr. 1, 2012 – Mar. 31, 2013)

(Percentages represent year-on-year changes)

	Sales		Operating profit		Ordinary income		Net income		Net income per share
	Million yen	%	Million yen	%	Million yen	%	Million yen	%	Yen
First half	66,650	7.6	2,450	6.6	2,850	1.1	1,600	4.1	38.40
Full year	154,900	5.7	14,600	6.1	15,350	5.2	7,700	8.6	184.78

Note: Revisions to the most recently announced consolidated forecast: None

*** Notes**

(1) Changes in consolidated subsidiaries during the period: None

(2) Application of special accounting methods for presenting quarterly consolidated financial statements: None

(3) Changes in accounting policies and accounting-based estimates, and restatements

- | | |
|---|------|
| 1) Changes in accounting policies due to revisions in accounting standards, others: | Yes |
| 2) Changes in accounting policies other than 1) above: | None |
| 3) Changes in accounting-based estimates: | Yes |
| 4) Restatements: | None |

Note: Subject to “changes in accounting policies that are difficult to distinguish from changes in accounting-based estimates” since the Company has revised its depreciation method from the first quarter. Please refer to “2. Matters Related to Summary Information (Notes)” on page 3 of the attachments for further information.

(4) Number of shares outstanding (common shares)

1) Number of shares outstanding (including treasury stock) at end of period

As of Jun. 30, 2012:	46,624,752 shares	As of Mar. 31, 2012:	46,624,752 shares
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2) Number of shares of treasury stock at end of period

As of Jun. 30, 2012:	4,953,056 shares	As of Mar. 31, 2012:	4,954,568 shares
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3) Average number of shares outstanding during the period

Three months ended Jun. 30, 2012:	41,670,933 shares	Three months ended Jun. 30, 2011:	42,671,112 shares
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Note 1: Information regarding the implementation of quarterly review procedures

The current quarterly summary report is not subject to the quarterly review procedures based on the Financial Instruments and Exchange Law. At the time of disclosure, the review procedures for the quarterly consolidated financial statements have not been completed.

Note 2: Cautionary statement with respect to forecasts and other matters

Forecasts regarding future performance in these materials are based on assumptions judged to be valid and information available to the Company at the time the materials were created. These materials are not promises by the Company regarding future performance. Actual performance may differ significantly from these forecasts for a number of reasons. Please refer to “(3) Qualitative Information Regarding Consolidated Forecast” on page 3 of the attachments regarding preconditions or other related matters for the forecast shown above.

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1. Qualitative Information on Quarterly Consolidated Financial Performance

(1) Qualitative Information Regarding Consolidated Results of Operations

In the first quarter of the current fiscal year, the Japanese economy saw a gradual recovery supported by reconstruction demand in the wake of the Great East Japan Earthquake, but the outlook remained unclear due to Europe's debt problems and concerns of a slowdown in overseas economies. In the fashion business, efforts to conserve energy and the spread of Cool Biz fashion have had an impact on trends in customers' consumption.

In this uncertain environment, the AOKI Group implemented various measures in each business segment as discussed below and recorded increases both in sales and earnings. Sales increased 8.4% year-on-year to 38,459 million yen, operating profit increased 15.3% to 3,163 million yen, ordinary income increased 16.6% to 3,446 million yen, and net income increased 12.6% to 2,022 million yen.

Operating results by segment are as follows.

Fashion Business

AOKI, to meet growing demand for Cool Biz products, expanded its lineup of functional products including "Heat Block" series which reflect the sun's rays to hold down temperature rises within the suit, and "Premium Wash" series which continue to evolve each year. Also, AOKI advertised for "BIZ-TECH Pants," a series of slacks featuring a sharp silhouette and offering ease of movement, developed in collaboration with Shinshu University, on television. This was its first promotion of slacks using the famous actor-singer Noriyuki Higashiyama. AOKI also expanded its lineup of ladies' wear, and strengthened its business-casual CAFÉ SOHO brand. Regarding AOKI stores, we opened 10 new stores, and closed five including four for relocation purposes. As a result, the AOKI store network consisted of 445 stores at the end of the first quarter, up from 440 at the end of the previous fiscal year.

ORIHICA prepared for the realization of a 100-store network in FY3/13 by improving its store environments and strengthening its training programs, and by opening six new stores including the Nagoya PARCO Store, a new format with a chic and refined atmosphere. It also closed one store. As a result, the ORIHICA store network consisted of 96 stores at the end of the first quarter, up from 91 at the end of the previous fiscal year.

The benefits of new store openings, strong sales of suits and formalwear in April, and strong sales of Cool Biz jackets and slacks from May as well as ladies' wear, drove a 9.1% year-on-year increase in sales to 25,104 million yen, and a 7.4% year-on-year increase in operating profit to 2,165 million yen.

Anniversaire and Bridal Business

ANNIVERSAIRE INC., which runs guesthouse-style wedding and reception facilities, opened "ANNIVERSAIRE TOYOSU" in April 2011 and its sales remained strong. Also, owing to stronger sales of food and beverages, and the sharing of know-how by skilled staff, average sales per couple increased. Also, it continued to work to cut costs.

Thanks to an improvement in the gross profit margin on higher average sales per couple and cost cutting, sales increased 2.5% year-on-year to 6,127 million yen and operating profit increased sharply by 102.4% to 908 million yen.

Karaoke Facility Operations Business

In karaoke facility operations, under the management of VALIC Co., Ltd., we renovated 11 facilities and strengthened the grand menu, limited-time-only seasonal menus, and other food menus to revitalize sales at existing facilities. Also, we conducted campaigns in collaboration with popular characters, television stations, and music affiliates aiming to improve the brand's recognition and increase customer traffic. Regarding facilities, we opened four new facilities mostly close to train stations and closed two existing ones. As a result, our network of karaoke facilities was 134 at the end of the first quarter, up from 132 at the end of the previous fiscal year.

We saw benefits from the opening of new facilities, and sales at existing facilities were continuously strong. Sales increased 8.7% year-on-year to 3,390 million yen, and operating profit decreased 32.9% to 100 million yen due to an increase in refurbishing expenses.

Café Complex Operations Business

In café complexes operations, under the management of VALIC Co., Ltd., we refurbished 11 café complexes to improve their interior and exterior environments and expand amusement content, strengthened the food menu, and conducted various collaborative campaigns. Regarding the network of café complexes, we opened nine new café complexes and closed one existing facility, expanding the network to 180 at the end of the first quarter, up from 172 at the end of the previous fiscal year.

Sales increased 14.0% year-on-year to 3,848 million yen thanks to benefits from the opening of new café complexes and continuing strong sales at existing ones. Operating profit fell 64.1% to 84 million yen as expenses related to the opening of new café complexes increased.

(2) Qualitative Information Regarding Consolidated Financial Position

Balance sheet position

Assets

Total assets at the end of the first quarter under review decreased 2,379 million yen over the end of the previous fiscal year to 174,400 million yen.

Current assets decreased 3,609 million yen over the end of the previous fiscal year. Inventories increased 891 million yen mainly due to new store openings among other factors, and cash in hand and in banks declined 4,059 million yen mainly due to capital investments and the payment of income taxes. Fixed assets increased 1,229 million yen over the end of the previous fiscal year as tangible fixed assets increased 900 million yen due to new store openings and other items.

Liabilities

Current liabilities decreased 996 million yen over the end of the previous fiscal year. The accrued income taxes declined 3,044 million yen due to the payment of income taxes, while there was a 2,000 million yen increase in short-term debt. Long-term liabilities decreased 2,363 million yen over the end of previous fiscal year. This was mainly due to a decrease of long-term debt by 2,511 million yen, because the scheduled repayment and other items.

Net assets

Net assets increased 980 million yen over the end of the previous fiscal year, mainly due to an increase in retained earnings of 1,188 million yen from net income and other items.

(3) Qualitative Information Regarding Consolidated Forecast

Although results in each business are trending slightly above our forecasts, we maintain the consolidated forecasts we released on May 11, 2012 given the uncertain outlook for the second quarter onward.

2. Matters Related to Summary Information (Notes)

Changes in Accounting Policies and Accounting-based Estimates, and Restatements

Changes in accounting policies that are difficult to distinguish from changes in accounting-based estimates

Following tax law revisions, from the first quarter of the current fiscal year, the Company and its consolidated subsidiaries have changed the method of depreciation of tangible fixed assets acquired on or after April 1, 2012 in line with methods prescribed in the revised Corporation Tax Law.

The effect of this change was to increase operating profit, ordinary income, and net income before income taxes by 7 million yen each in the first quarter of the current fiscal year, compared with the previous method.

3. Quarterly Consolidated Financial Statements**(1) Consolidated Balance Sheets**

	(Millions of yen)	
	FY3/12 (As of Mar. 31, 2012)	First quarter of FY3/13 (As of Jun. 30, 2012)
Assets		
Current assets		
Cash in hand and in banks	23,108	19,049
Accounts receivable-trade	6,980	5,436
Inventories	16,058	16,949
Other current assets	6,788	7,889
Allowance for doubtful accounts	(11)	(10)
Total current assets	52,924	49,315
Fixed assets		
Tangible fixed assets		
Buildings and structures, net	41,775	42,260
Land	31,477	31,507
Other, net	9,803	10,186
Total tangible fixed assets	83,055	83,955
Intangible fixed assets	4,897	5,099
Investments and other assets		
Guarantee deposits	8,857	8,773
Leasehold deposit	17,146	17,348
Other investments and other assets	9,942	9,952
Allowance for doubtful accounts	(44)	(44)
Total investments and other assets	35,902	36,029
Total fixed assets	123,854	125,084
Total assets	176,779	174,400
Liabilities		
Current liabilities		
Accounts payable-trade	15,053	15,122
Short-term debt	-	2,000
Current portion of long-term debt	6,518	6,211
Accrued income taxes	3,760	716
Accrued bonuses for employees	1,786	720
Accrued bonuses for directors and statutory auditors	177	33
Other current liabilities	10,128	11,625
Total current liabilities	37,425	36,428
Long-term liabilities		
Long-term debt	24,057	21,545
Accrued retirement benefits for employees	722	757
Accrued retirement benefits for directors and statutory auditors	1,511	1,536
Accrued costs for customer point program	717	753
Asset retirement obligations	3,344	3,435
Negative goodwill	1,135	1,028
Other long-term liabilities	3,871	3,938
Total long-term liabilities	35,359	32,995
Total liabilities	72,784	69,424

	(Millions of yen)	
	FY3/12 (As of Mar. 31, 2012)	First quarter of FY3/13 (As of Jun. 30, 2012)
Net assets		
Shareholders' equity		
Common stock	23,282	23,282
Capital surplus	22,586	22,587
Retained earnings	63,252	64,440
Treasury stock	(5,532)	(5,530)
Total shareholders' equity	103,588	104,780
Accumulated other comprehensive income		
Unrealized gain on securities	1	(207)
Total accumulated other comprehensive income	1	(207)
Stock acquisition rights	405	402
Total net assets	103,994	104,975
Total liabilities and net assets	176,779	174,400

(2) Consolidated Statements of Income and Consolidated Statements of Comprehensive Income
Consolidated Statements of Income
(For the Three-month Period)

(Millions of yen)

	First three months of FY3/12 (Apr. 1, 2011 – Jun. 30, 2011)	First three months of FY3/13 (Apr. 1, 2012 – Jun. 30, 2012)
Sales	35,481	38,459
Cost of sales	19,146	20,277
Gross profit	16,334	18,182
Selling, general and administrative expenses	13,592	15,018
Operating profit	2,742	3,163
Non-operating profit		
Interest income	16	19
Dividend income	47	19
Rental income on real estate	221	199
Amortization of negative goodwill	243	243
Other	47	120
Total non-operating profit	576	602
Non-operating expenses		
Interest expenses	83	76
Expenses on sub-leased real estate	211	185
Other	68	57
Total non-operating expenses	362	319
Ordinary income	2,956	3,446
Extraordinary gains		
Gain on reversal of stock acquisition rights	241	-
Total extraordinary gains	241	-
Extraordinary losses		
Loss on cancellation of lease agreements	10	-
Loss on disposal of fixed assets	65	-
Impairment loss	78	29
Other	7	1
Total extraordinary losses	162	31
Net income before income taxes	3,035	3,414
Current income taxes	645	723
Deferred income taxes	593	669
Total income taxes	1,239	1,392
Income before minority interests	1,795	2,022
Net income	1,795	2,022

Consolidated Statements of Comprehensive Income
(For the Three-month Period)

(Millions of yen)

	First three months of FY3/12 (Apr. 1, 2011 – Jun. 30, 2011)	First three months of FY3/13 (Apr. 1, 2012 – Jun. 30, 2012)
Income before minority interests	1,795	2,022
Other comprehensive income		
Unrealized gain on securities	(72)	(208)
Total other comprehensive income	(72)	(208)
Comprehensive income	1,723	1,814
Comprehensive income attributable to		
Comprehensive income attributable to owners of the parent	1,723	1,814
Comprehensive income attributable to minority interests	-	-

(3) Going Concern Assumption

No reportable information.

(4) Segment and Other Information

First three months of FY3/12 (Apr. 1, 2011 – Jun. 30, 2011)

1) Information related to sales and profit/losses for each reportable segment

(Millions of yen)

	Reportable segment					Adjustment (Note 1)	Amounts shown on consolidated statements of income (Note 2)
	Fashion	Anniversaire and Bridal	Karaoke Facility Operations	Café Complex Operations	Total		
Sales							
External sales	23,017	5,971	3,117	3,374	35,481	-	35,481
Inter-segment sales and transfers	0	3	1	-	5	(5)	-
Total	23,018	5,974	3,118	3,374	35,486	(5)	35,481
Segment profit	2,015	448	149	233	2,847	(105)	2,742

Notes: 1. The -105 million yen adjustment to segment profit includes 796 million yen in elimination for inter-segment transactions, goodwill amortization of -133 million yen, and -768 million yen in company-wide costs that cannot be allocated to reportable segments. Company-wide costs mainly include administration expenses of the Company that cannot be attributed to any specific reportable segments.

2. Segment profit is adjusted to be consistent with operating profit on the consolidated statements of income.

2) Information related to impairment losses on fixed assets, or goodwill, etc. for each reportable segment

Material impairment losses related to fixed assets

In the Fashion Business segment, impairment losses were mainly recognized for stores set to be relocated for which there is little expectation of recovery; impairment losses of 54 million yen were booked in the first quarter of the current fiscal year.

First three months of FY3/13 (Apr. 1, 2012 – Jun. 30, 2012)

1) Information related to sales and profit/losses for each reportable segment

(Millions of yen)

	Reportable segment					Adjustment (Note 1)	Amounts shown on consolidated statements of income (Note 2)
	Fashion	Anniversaire and Bridal	Karaoke Facility Operations	Café Complex Operations	Total		
Sales							
External sales	25,104	6,118	3,387	3,848	38,459	-	38,459
Inter-segment sales and transfers	0	8	2	-	11	(11)	-
Total	25,104	6,127	3,390	3,848	38,471	(11)	38,459
Segment profit	2,165	908	100	84	3,258	(95)	3,163

Notes: 1. The -95 million yen adjustment to segment profit includes 829 million yen in elimination for inter-segment transactions, goodwill amortization of -133 million yen, and -791 million yen in company-wide costs that cannot be allocated to reportable segments. Company-wide costs mainly include administration expenses of the Company that cannot be attributed to any specific reportable segments.

2. Segment profit is adjusted to be consistent with operating profit on the consolidated statements of income.

2) Information related to impairment losses on fixed assets, or goodwill, etc. for each reportable segment

Material impairment losses related to fixed assets

In the Fashion Business segment, impairment losses were mainly recognized for stores set to be relocated for which there is little expectation of recovery; impairment losses of 26 million yen were booked in the first quarter of the current fiscal year.

3) Revisions to reportable segments

As noted in the section on “2. Matters Related to Summary Information (Notes), Changes in accounting policies that are difficult to distinguish from changes in accounting-based estimates,” following tax law revisions, from the first quarter of the current fiscal year, the Company has changed the method of depreciation of tangible fixed assets acquired on or after April 1, 2012 in line with methods prescribed in the revised Corporation Tax Law.

The effect of this change was to increase segment profits for the Fashion Business, the ANNIVERSAIRE and Bridal Business, the Karaoke Facility Operations Business, and the Café Complex Operations Business by 3 million yen, 0 million yen, 1 million yen, and 2 million yen, respectively in the first quarter of the current fiscal year, compared with the previous method.

(5) Significant Changes in Shareholders' Equity

No reportable information.

(6) Subsequent Events

No reportable information.

** This financial report is solely a translation of “Kessan Tanshin” (in Japanese, including attachments), which has been prepared in accordance with accounting principles and practices generally accepted in Japan, for the convenience of readers who prefer an English translation.*