

Summary of Financial Results for the First Quarter of the Fiscal Year Ending March 31, 2012 (Three Months Ended June 30, 2011)

[Japanese GAAP]

| | |
|---|--|
| Company name: AOKI Holdings Inc. | Listings: TSE/OSE, First Section |
| Stock code: 8214 | URL: http://www.aoki-hd.co.jp/ |
| Representative: Akihiro Aoki, President | |
| Contact: Haruo Tamura, Executive Vice President | Tel: +81-45-941-1388 |
| Scheduled date of filing of Quarterly Report: | August 11, 2011 |
| Scheduled date of payment of dividend: | - |
| Preparation of supplementary materials for quarterly financial results: | None |
| Holding of quarterly financial results meeting: | None |

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

1. Consolidated Financial Results for the Three Months Ended June 30, 2011 (Apr. 1, 2011 – Jun. 30, 2011)

(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, 2011 | 35,481 | 7.1 | 2,742 | 28.9 | 2,956 | 22.6 | 1,795 | 321.6 |
| Three months ended Jun. 30, 2010 | 33,116 | (1.8) | 2,127 | 15.1 | 2,412 | 15.7 | 425 | (53.4) |

Note: Comprehensive income (million yen) Three months ended Jun. 30, 2011: 1,723 (up 429.8%)
 Three months ended Jun. 30, 2010: 325 (n.a.)

| | Net income per share | Diluted net income per share |
|----------------------------------|----------------------|------------------------------|
| | Yen | Yen |
| Three months ended Jun. 30, 2011 | 42.09 | - |
| Three months ended Jun. 30, 2010 | 9.98 | - |

(2) Consolidated financial position

| | Total assets | Net assets | Equity ratio |
|---------------------|--------------|-------------|--------------|
| | Million yen | Million yen | % |
| As of Jun. 30, 2011 | 165,692 | 100,276 | 60.3 |
| As of Mar. 31, 2011 | 166,081 | 99,435 | 59.5 |

Reference: Shareholders' equity (million yen) Jun. 30, 2011: 99,862 Mar. 31, 2011: 98,779

2. Dividends

| | Dividend per share | | | | |
|--------------------|--------------------|--------|--------|----------|-------|
| | 1Q-end | 2Q-end | 3Q-end | Year-end | Total |
| | Yen | Yen | Yen | Yen | Yen |
| FY3/11 | - | 15.00 | - | 15.00 | 30.00 |
| FY3/12 | - | | | | |
| FY3/12 (forecasts) | | 15.00 | - | 15.00 | 30.00 |

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

3. Consolidated Forecast for the Fiscal Year Ending March 31, 2012 (Apr. 1, 2011 – Mar. 31, 2012)

(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 | 61,720 | 5.3 | 2,000 | (6.2) | 2,400 | (12.1) | 1,250 | 180.0 | 29.29 |
| Full year | 140,000 | 5.6 | 11,500 | 5.0 | 12,400 | 2.8 | 5,500 | 53.8 | 128.89 |

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

4. Others

(1) Changes in consolidated subsidiaries during the period (changes in scope of consolidation): None

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

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

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

(4) Number of shares outstanding (common shares)

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

| | | | |
|----------------|-------------------|----------------|-------------------|
| Jun. 30, 2011: | 49,124,752 shares | Mar. 31, 2011: | 49,124,752 shares |
|----------------|-------------------|----------------|-------------------|

2) Number of shares of treasury stock at end of period

| | | | |
|----------------|------------------|----------------|------------------|
| Jun. 30, 2011: | 6,453,796 shares | Mar. 31, 2011: | 6,453,431 shares |
|----------------|------------------|----------------|------------------|

3) Average number of shares outstanding during the period

| | | | |
|-----------------------------------|-------------------|-----------------------------------|-------------------|
| Three months ended Jun. 30, 2011: | 42,671,112 shares | Three months ended Jun. 30, 2010: | 42,672,764 shares |
|-----------------------------------|-------------------|-----------------------------------|-------------------|

* Indication of audit procedure implementation status

This summary report is not subject to the audit procedures based on the Financial Instruments and Exchange Law. At the time when this report is released, the audit procedures for quarterly consolidated financial statements have not been completed.

* 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. 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 attached documents regarding preconditions or other related matters for the forecast shown above.

Contents of Attachments

| | |
|---|---|
| 1. Qualitative Information on Quarterly Consolidated Financial Performance | 2 |
| (1) Qualitative Information Regarding Consolidated Results of Operations | 2 |
| (2) Qualitative Information Regarding Consolidated Financial Position | 3 |
| (3) Qualitative Information Regarding Consolidated Forecast | 3 |
| 2. Quarterly Consolidated Financial Statements | 4 |
| (1) Consolidated Balance Sheets | 4 |
| (2) Consolidated Statements of Income and Consolidated Statements of Comprehensive Income | 6 |
| Consolidated Statements of Income | 6 |
| Consolidated Statements of Comprehensive Income | 7 |
| (3) Going Concern Assumption | 8 |
| (4) Segment Information | 8 |
| (5) Significant Changes in Shareholders' Equity | 9 |
| (6) Subsequent Events | 9 |

1. Qualitative Information on Quarterly Consolidated Financial Performance

(1) Qualitative Information Regarding Consolidated Results of Operations

In the first quarter, the outlook for the Japanese economy was uncertain due to the impact of the Great East Japan Earthquake which struck on March 11, the nuclear power crisis, and power shortages. However, the retail industry did see consumption related to consumers' efforts to stay cool this summer while avoiding excessive use of air-conditioning to conserve energy.

In this uncertain environment, the AOKI Group implemented various measures in each business segment as discussed below. Sales increased 7.1% year-on-year to 35,481 million yen, operating profit increased 28.9% to 2,742 million yen, ordinary income increased 22.6% to 2,956 million yen, and net income increased 321.6% to 1,795 million yen.

Operating results by reportable segment:

Fashion Business

AOKI strengthened its proposals of Cool-Biz-style products by expanding its lineup of existing products "Premium Wash Suits," "Premium Air Cool Suits," "Air-cooled Shirts," and the "Deodorant Series," and by newly launching "BIZ Knit Shirts," a polo shirt ideally suited for the business scene. AOKI also expanded its lineup of ladies' wear and strengthened its business-casual style brand CAFE SOHO. Centered on these products, AOKI coordinated its sales promotions, visual merchandising, marketing, and product lineup to revitalize existing-store sales. Regarding AOKI stores, we opened 4 new stores and closed 2 stores. The AOKI store network consisted of 429 stores at the end of the first quarter, up from 427 at the end of the previous fiscal year.

As for ORIHICA, we focused on improving management efficiency in preparation for a 100-store network from the next fiscal year onward, and opened 7 new stores mainly in shopping centers and fashion buildings in greater Tokyo. As a result, the ORIHICA store network consisted of 77 stores at the end of the first quarter, up from 70 at the end of the previous fiscal year.

We saw benefits from new store openings, and existing-store sales were solid thanks to strong sales of Cool-Biz-related products. As a result, sales in the Fashion Business increased 5.7% year-on-year to 23,018 million yen, and operating profit rose 30.7% to 2,015 million yen.

Anniversaire and Bridal Business

ANNIVERSAIRE INC., which runs guesthouse-style wedding and reception facilities, opened "ANNIVERSAIRE TOYOSU" in April 2011. ANNIVERSAIRE TOYOSU is ideally located just a five-minute train ride from Ginza Station and a three-minute walk from Toyosu Station. Sales got off to a good start as the facility has proved popular with customers. The opening of ANNIVERSAIRE TOYOSU increased the network of facilities in this business from 12 at the end of the previous fiscal year to 13 at the end of the first quarter.

Thanks to the contribution of ANNIVERSAIRE TOYOSU, first-quarter sales in the ANNIVERSAIRE and Bridal Business rose 4.2% year-on-year to 5,974 million yen. However, operating profit declined 10.1% to 448 million yen due to a decline in the number of married couples at existing facilities and an increase in expenses related to the opening of ANNIVERSAIRE TOYOSU.

Karaoke Facility Operations Business

In karaoke facility operations, under the management of VALIC Co., Ltd., we focused on revitalizing sales at existing facilities by refurbishing 11 stores, introducing a grand menu and other new menus, localizing operations to find new corporate customers, and implementing sales promotions. Regarding facilities, we opened 4 new facilities mostly around train stations. We closed 1 existing facility. As a result, our network of karaoke facilities was 129 at the end of the first quarter, up from 126 at the end of the previous fiscal year.

We saw benefits from the opening of new facilities, and sales at existing facilities were solid as customers who had held back on discretionary spending after the earthquake began to spend again, and demand for close-to-home leisure activities increased. Sales in the Karaoke Facility Operations Business increased 8.1% year-on-year to 3,118 million yen, but operating profit increased 40.6% to 149 million yen.

Café Complex Operations Business

In café complex operations, under the management of VALIC Co., Ltd., we refurbished 12 café complexes, expanding amusement offerings and renovating interior and equipment. We also bolstered morning and lunch menus. Regarding the network of café complexes, we opened 5 new café complexes, expanding the network to 157 at the end of the first quarter, up from 152 at the end of the previous fiscal year.

As a result of these efforts, we saw benefits from the opening of new stores, and sales remained firm at existing facilities. Sales in the Café Complex Operations Business increased 23.6% year-on-year to 3,374 million yen, and operating profit surged 223.6% to 233 million yen.

(2) Qualitative Information Regarding Consolidated Financial Position

Assets

Total assets at the end of the first quarter under review decreased 388 million yen over the end of the previous fiscal year to 165,692 million yen.

Current assets declined 496 million yen over the end of the previous fiscal year. Inventories increased 408 million yen due to new store openings among other factors, and other current assets consisting mainly of prepaid expenses increased 919 million yen. However, cash in hand and in banks declined 1,656 million yen due to capital investments and the payment of income taxes. Fixed assets increased 108 million yen over the end of the previous fiscal year as tangible fixed assets increased 189 million yen due to new store openings.

Liabilities

Current liabilities increased 848 million yen over the end of the previous fiscal year. One of the main factors was a 3,075 million yen increase in notes and accounts payable-trade due to seasonal factors, while accrued income taxes declined 2,286 million yen due to the payment of income taxes. Long-term liabilities decreased 2,077 million yen over the end of previous fiscal year mainly due to the scheduled repayment of 2,118 million yen of long-term debt.

Net assets

Net assets increased 841 million yen over the end of the previous fiscal year, mainly due to an increase in retained earnings of 1,155 million yen from net income and other items.

(3) Qualitative Information Regarding Consolidated Forecast

On July 27, 2011, based on the first-quarter results, we announced an upward revision to the first-half and full-year consolidated forecasts that we had released on May 13, 2011 with the announcement of the previous fiscal year's results. The revisions to our full fiscal year forecasts, by segment, are as follows:

Forecast by business segment for the fiscal year ending March 31, 2012 (Millions of yen)

| | Fashion | Anniversaire and Bridal | Karaoke Facility Operations | Café Complex Operations | Consolidated |
|----------------|---------|-------------------------|-----------------------------|-------------------------|--------------|
| Sales | 88,900 | 23,620 | 13,450 | 14,050 | 140,000 |
| YoY change (%) | 103.1 | 110.5 | 106.3 | 113.7 | 105.6 |
| Segment profit | 8,150 | 1,700 | 1,170 | 930 | 11,500 |
| YoY change (%) | 102.1 | 126.4 | 102.8 | 109.8 | 105.0 |

Note: Segment profit is generally operating profit figures. Difference between total segment profits and consolidated operating profit implies adjustments for consolidation purposes.

2. Quarterly Consolidated Financial Statements

(1) Consolidated Balance Sheets

| | (Millions of yen) | |
|--|---|--|
| | FY3/11 Summary (As of Mar. 31, 2011) | First quarter of FY3/12 (As of Jun. 30, 2011) |
| Assets | | |
| Current assets | | |
| Cash in hand and in banks | 18,249 | 16,593 |
| Accounts receivable-trade | 5,243 | 5,076 |
| Inventories | 15,279 | 15,688 |
| Other current assets | 5,819 | 6,739 |
| Allowance for doubtful accounts | (9) | (10) |
| Total current assets | 44,583 | 44,086 |
| Fixed assets | | |
| Tangible fixed assets | | |
| Buildings and structures, net | 38,922 | 41,034 |
| Land | 31,513 | 31,513 |
| Other, net | 11,059 | 9,137 |
| Total tangible fixed assets | 81,494 | 81,684 |
| Intangible fixed assets | 4,021 | 4,154 |
| Investments and other assets | | |
| Guarantee deposits | 9,126 | 9,011 |
| Leasehold deposit | 16,524 | 16,544 |
| Other investments and other assets | 10,376 | 10,257 |
| Allowance for doubtful accounts | (45) | (45) |
| Total investments and other assets | 35,981 | 35,767 |
| Total fixed assets | 121,497 | 121,606 |
| Total assets | 166,081 | 165,692 |
| Liabilities | | |
| Current liabilities | | |
| Notes and accounts payable-trade | 11,163 | 14,239 |
| Current portion of long-term debt | 6,597 | 6,211 |
| Accrued income taxes | 2,942 | 656 |
| Accrued bonuses for employees | 1,430 | 667 |
| Accrued bonuses for directors and statutory auditors | 113 | 34 |
| Other current liabilities | 9,277 | 10,565 |
| Total current liabilities | 31,524 | 32,372 |
| Long-term liabilities | | |
| Long-term debt | 23,575 | 21,456 |
| Accrued retirement benefits for employees | 613 | 648 |
| Accrued retirement benefits for directors and statutory auditors | 1,408 | 1,418 |
| Accrued costs for customer point program | 681 | 702 |
| Asset retirement obligations | 3,001 | 3,160 |
| Negative goodwill | 1,556 | 1,451 |
| Other long-term liabilities | 4,284 | 4,205 |
| Total long-term liabilities | 35,121 | 33,043 |
| Total liabilities | 66,645 | 65,416 |

(Millions of yen)

| | FY3/11 Summary (As of Mar. 31, 2011) | First quarter of FY3/12 (As of Jun. 30, 2011) |
|--|---|--|
| Net assets | | |
| Shareholders' equity | | |
| Common stock | 23,282 | 23,282 |
| Capital surplus | 24,788 | 24,788 |
| Retained earnings | 57,987 | 59,143 |
| Treasury stock | (7,080) | (7,080) |
| Total shareholders' equity | 98,977 | 100,133 |
| Accumulated other comprehensive income | | |
| Unrealized gain on securities | (198) | (270) |
| Total accumulated other comprehensive income | (198) | (270) |
| Stock acquisition rights | 655 | 414 |
| Total net assets | 99,435 | 100,276 |
| Total liabilities and net assets | 166,081 | 165,692 |

(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 FY3/11 (Apr. 1, 2010 – Jun. 30, 2010) | First three months of FY3/12 (Apr. 1, 2011 – Jun. 30, 2011) |
|--|--|--|
| Sales | 33,116 | 35,481 |
| Cost of sales | 17,739 | 19,146 |
| Gross profit | 15,377 | 16,334 |
| Selling, general and administrative expenses | 13,249 | 13,592 |
| Operating profit | 2,127 | 2,742 |
| Non-operating profit | | |
| Interest income | 18 | 16 |
| Dividend income | 49 | 47 |
| Rental income on real estate | 230 | 221 |
| Amortization of negative goodwill | 243 | 243 |
| Other | 97 | 47 |
| Total non-operating profit | 638 | 576 |
| Non-operating expenses | | |
| Interest expenses | 85 | 83 |
| Expenses on sub-leased real estate | 232 | 211 |
| Other | 35 | 68 |
| Total non-operating expenses | 353 | 362 |
| Ordinary income | 2,412 | 2,956 |
| Extraordinary gains | | |
| Gain on reversal of stock acquisition rights | 2 | 241 |
| Other | 0 | - |
| Total extraordinary gains | 3 | 241 |
| Extraordinary losses | | |
| Loss on cancellation of lease agreements | - | 10 |
| Loss on disposal of fixed assets | 1 | 65 |
| Impairment loss | 53 | 78 |
| Loss on adjustment for changes of accounting standard for asset retirement obligations | 1,466 | - |
| Other | 0 | 7 |
| Total extraordinary losses | 1,522 | 162 |
| Net income before income taxes | 892 | 3,035 |
| Current income taxes | 634 | 645 |
| Deferred income taxes | (167) | 593 |
| Total income taxes | 466 | 1,239 |
| Income before minority interests | 425 | 1,795 |
| Net income | 425 | 1,795 |

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

(Millions of yen)

| | First three months of FY3/11 (Apr. 1, 2010 – Jun. 30, 2010) | First three months of FY3/12 (Apr. 1, 2011 – Jun. 30, 2011) |
|---|--|--|
| Income before minority interests | 425 | 1,795 |
| Other comprehensive income | | |
| Unrealized gain on securities | (100) | (72) |
| Total other comprehensive income | (100) | (72) |
| Comprehensive income | 325 | 1,723 |
| Comprehensive income attributable to | | |
| Comprehensive income attributable to owners of the parent | 325 | 1,723 |
| Comprehensive income attributable to minority interests | - | - |

(3) Going Concern Assumption

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

No reportable information.

(4) Segment Information

First three months of FY3/11 (Apr. 1, 2010 – Jun. 30, 2010)

1) Information related to sales, 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 | 21,773 | 5,726 | 2,885 | 2,731 | 33,116 | - | 33,116 |
| Inter-segment sales and transfers | 0 | 7 | - | - | 7 | (7) | - |
| Total | 21,773 | 5,734 | 2,885 | 2,731 | 33,124 | (7) | 33,116 |
| Segment profit | 1,542 | 499 | 106 | 72 | 2,220 | (92) | 2,127 |

Notes: 1. The negative adjustment of 92 million yen to segment profit includes 830 million yen in elimination for inter-segment transactions, -133 million yen in goodwill amortization, and -789 million yen in company-wide costs that are not allocated to reportable segments. Company-wide costs mainly include administration expenses of the Company that cannot be attributed to 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, impairment losses were mainly recognized for fixed assets including those associated with stores set to be closed and for which there is little expectation of recovery. Impairment loss of 53 million yen was booked in the first quarter of the current fiscal year.

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

1) Information related to sales, 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 negative adjustment of 105 million yen to segment profit includes 796 million yen in elimination for inter-segment transactions, -133 million yen in goodwill amortization, and -768 million yen in company-wide costs that are not allocated to reportable segments. Company-wide costs mainly include administration expenses of the Company that cannot be attributed to 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, impairment losses were mainly recognized for fixed assets including those associated with stores set to be moved and for which there is little expectation of recovery. Impairment loss of 54 million yen was booked in the first quarter of the current fiscal year.

(5) Significant Changes in Shareholders' Equity

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

No reportable information.

(6) Subsequent Events

No reportable information.

** This summary 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.*