

# **Financial Results Briefing for Q1/FY2017**

**January 31, 2017**

## **Appendix**

# Consolidated B/S

(Unit: millions of yen)

	As of December 31,2016	As of September 30,2016	Change		As of December 31,2016	As of September 30,2016	Change
Current assets	16,141	20,051	(3,910)	Liabilities	4,657	6,148	(1,490)
Cash and deposit	8,925	12,613	(3,687)	Accounts payable-trade	1,065	1,177	(111)
Notes and accounts receivable-trade	6,067	6,163	(96)	Account payable-other	2,256	2,290	(34)
Other	1,215	1,339	(124)	Income taxes payable	461	1,343	(882)
Allowance for doubtful accounts	(67)	(65)	(2)	Allowance for coin usage	177	188	(10)
				Other	696	1,148	(452)
Non-current assets	6,902	5,102	+1,799	Non-current liabilities	1,189	1,152	+37
Property, plant and equipment	179	179	+0	Net defined benefit liability	1,140	1,099	+41
Intangible fixed assets	2,607	2,504	+103	Other	49	53	(3)
Include software	2,552	2,462	+90	<b>Total liabilities</b>	<b>5,847</b>	<b>7,301</b>	<b>(1,453)</b>
Investments and other assets	4,115	2,419	+1,696	Capital stock	5,031	5,012	+19
Include investment securities	2,635	1,054	+1,580	Capital surplus	5,853	5,834	+19
				Retained earning	8,959	8,727	+232
				Treasury shares	(3,148)	(2,148)	(999)
				Accumulated other comprehensive income	(51)	(119)	+68
				Subscription rights to shares	138	132	+6
				Non-controlling interests	412	414	(2)
				Net assets	17,195	17,852	(657)
<b>Total assets</b>	<b>23,043</b>	<b>25,154</b>	<b>(2,110)</b>	<b>Total liabilities and net assets</b>	<b>23,043</b>	<b>25,154</b>	<b>(2,110)</b>

# Trends in Consolidated P/L

(Unit: millions of yen)

	FY2015				FY2016				FY2017
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
<b>Net sales</b>	8,209	8,410	8,261	8,579	8,547	8,447	7,924	7,924	7,637
<b>Cost of sales</b>	1,343	1,322	1,281	1,491	1,362	1,272	1,294	1,424	1,275
<b>Gross profit</b>	6,865	7,088	6,979	7,088	7,184	7,175	6,630	6,500	6,362
(Ratio)	83.6%	84.3%	84.5%	82.6%	84.1%	84.9%	83.7%	82.0%	83.3%
<b>Selling, general and administrative expenses</b>	5,532	6,313	5,559	6,371	6,062	5,807	4,734	5,530	5,213
<b>Operating income</b>	1,333	774	1,420	717	1,121	1,367	1,896	969	1,149
(Ratio)	16.2%	9.2%	17.2%	8.4%	13.1%	16.2%	23.9%	12.2%	15.0%
<b>Ordinary income</b>	1,315	719	1,405	704	1,117	1,317	1,894	981	1,125
(Ratio)	16.0%	8.5%	17.0%	8.2%	13.1%	15.6%	23.9%	12.4%	14.7%
<b>Profit attributable to owners of parent</b>	761	327	855	663	697	727	1,195	696	677
(Ratio)	9.3%	3.9%	10.4%	7.7%	8.2%	8.6%	15.1%	8.8%	8.9%

# Trends in Consolidated SG&A

(Unit: millions of yen)

	FY2015				FY2016				FY2017
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
<b>Total</b>	5,532	6,313	5,559	6,371	6,062	5,807	4,734	5,530	5,213
<b>Advertising expenses</b>	2,021	2,680	1,795	2,580	2,532	2,246	1,180	1,648	1,542
<b>Personnel expenses</b>	1,374	1,382	1,454	1,558	1,341	1,368	1,402	1,525	1,395
<b>Commission fee</b>	896	938	923	968	954	955	923	908	926
<b>Subcontract expenses</b>	350	331	344	299	374	384	314	382	402
<b>Depreciation</b>	353	341	314	309	298	303	316	354	374
<b>Other</b>	535	638	726	654	561	549	597	711	572

# Consolidated Earnings Forecast for FY2017

(Unit: millions of yen)

	FY2017 (Forecast)			FY2016 (Actual)			Change	
	Full-year	H1	H2	Full-year	H1	H2	Amount (Full-year)	Percentage (Full-year)
<b>Net sales</b>	32,000	15,500	16,500	32,844	16,994	15,849	(844)	(2.6%)
<b>Cost of sales</b>	5,800	2,800	3,000	5,353	2,635	2,718	+446	+8.3%
<b>Selling, general and administrative expenses</b>	22,140	10,970	11,170	22,135	11,870	10,265	+4	+0.0%
<b>Operating income</b>	4,060	1,730	2,330	5,355	2,489	2,866	(1,295)	(24.2%)
(Ratio)	12.7%	11.2%	14.1%	16.3%	14.6%	18.1%		
<b>Ordinary income</b>	4,000	1,700	2,300	5,310	2,434	2,876	(1,310)	(24.7%)
(Ratio)	12.5%	11.0%	13.9%	16.2%	14.3%	18.1%		
<b>Profit attributable to owners of parent</b>	2,500	1,100	1,400	3,317	1,425	1,892	(817)	(24.6%)
(Ratio)	7.8%	7.1%	8.5%	10.1%	8.4%	11.9%		