

# Information for Investors

(January 1, 2009 - June 30, 2009)

---



August 7, 2009  
Otsuka Kagu, Ltd.  
All Rights Reserved

# Contents

---

## 2009 Interim Results

1. Interim results
2. Breakdown of net sales
3. SG&A expenses
4. Non-operating income and expenses
5. Investment and depreciation
6. Number of employees
7. Interim net sales
8. Interim profits
9. Interim sales of imports by source
10. Interim store floor space and sales

## 2009 Forecasts

1. 2009 forecasts
2. Breakdown of net sales
3. SG&A expenses
4. Non-operating income and expenses
5. Investment and depreciation
6. Store
7. Number of employees
8. Full-year net sales
9. Full-year profits
10. Full-year sales of imports by source

# 2009 Interim Results

( January 1, 2009 - June 30, 2009 )

---



# 1. Interim results

(millions of yen,%)

	2008 Interim results	2009 Interim results	Y/Y	Y/YE
Net sales	35,347	29,895	(15.4)	(3.7)
Gross profit	18,522	15,728	(15.1)	(3.5)
%sales	52.4	52.6		
Operating income	1,407	(403)	—	—
%sales	4.0	(1.4)		
Ordinary income	1,541	(312)	—	—
%sales	4.4	(1.0)		
Net income	845	(708)	—	—
%sales	2.4	(2.4)		

\* Forecasts (YE) as of May,8,2009

## 2. Breakdown of net sales

(millions of yen,%)

	2008 Interim results	Number of stores*	2009 Interim results	Number of stores*	Y/Y	Y/YE
Kanto	22,798	11	19,365	11	(15.1)	(4.8)
Kansai	6,252	4	5,766	4	(7.8)	(2.1)
Tokai	2,416	2	2,091	2	(13.4)	(7.4)
Kyushu	2,208	2	1,971	1	(10.7)	7.3
Store sales total	33,675	19	29,195	18	(13.3)	(3.7)
Share	95.3		97.7			
Corporate sales	1,631		660		(59.5)	(0.9)
Share	4.6		2.2			
Others	40		39		(2.0)	2.3
Share	0.1		0.1			
<b>Total</b>	<b>35,347</b>		<b>29,895</b>		<b>(15.4)</b>	<b>(3.7)</b>
Share	100.0		100.0			

\* Forecasts (YE) as of May,8,2009 \*Number of stores as of June,30 (ref.p.6)

### 3. SG&A expenses

(millions of yen,%)

	2008 Interim results	%sales	2009 Interim results	%sales	Y/Y	Y/YE
Transportation	970	2.7	827	2.8	(14.8)	(3.9)
Advertising	2,522	7.1	1,892	6.3	(25.0)	(0.9)
Personnel	5,381	15.2	5,297	17.7	(1.6)	(0.3)
Rents	5,124	14.5	5,080	17.0	(0.9)	(0.9)
Administrative expenses	1,092	3.1	1,081	3.6	(0.9)	2.2
Others	2,023	5.7	1,952	6.5	(3.5)	(3.3)
<b>Total</b>	<b>17,115</b>	<b>48.4</b>	<b>16,132</b>	<b>54.0</b>	<b>(5.7)</b>	<b>(1.0)</b>

\* Forecasts (YE) as of May,8,2009

## 4. Non-operating income and expenses

(millions of yen,%)

	2008 Interim results	2009 Interim results	Y/Y
Income	139	99	(29.0)
Interest and dividend	80	72	(9.1)
Others	59	26	(56.0)
Expenses	4	7	61.8

— 2009 Interim results —

Extraordinary gain : None

Extraordinary loss :

Loss on valuation of inventories	470	million yen
Impairment loss	54	million yen
Loss on closing of stores	31	million yen

## 5. Investment and depreciation

(millions of yen)

	2008 Interim results		2009 Interim results	
Capital expenditure	64		212	
	System renewal	37	Store facilities, etc.	122
	Store refurbishments, etc.	12	System renewal	63
	Others	14	Others	27
Security Deposits	14		(267)	
	Warehouse (short-term)	14	Kobe SR, etc.	48
	Others	0	Kokura SR, etc.	(317)
			Others	1
Total	79		(54)	
Depreciation	146		134	

\* SR=Showroom



## 6. Number of employees

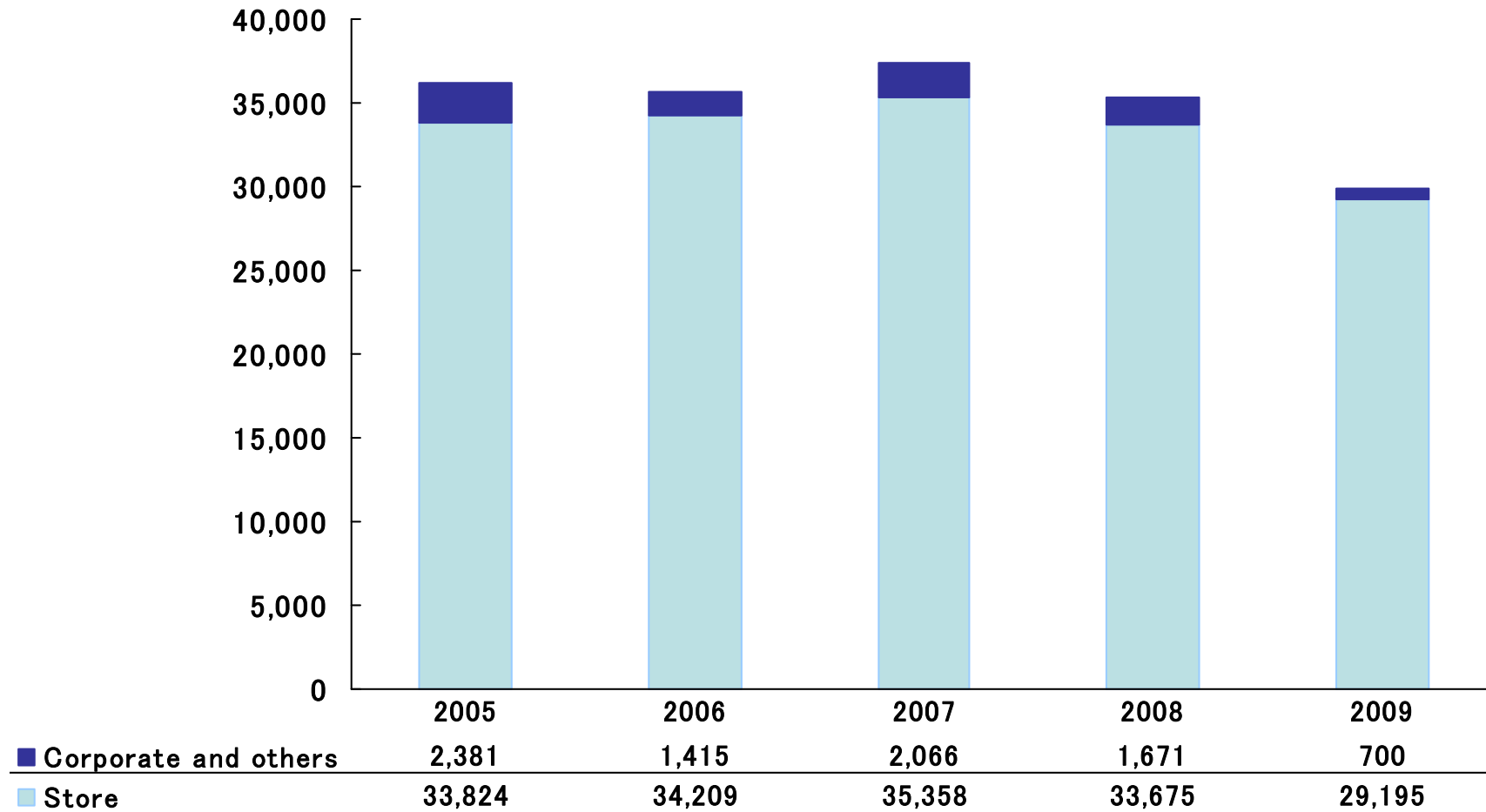
		As of June 30, 2008	As of June 30, 2009
	Showroom	1,359	1,302
	Total	1,838	1,791

\* not including the number of board member, corporate officer, and temporary worker

# 7. Interim net sales



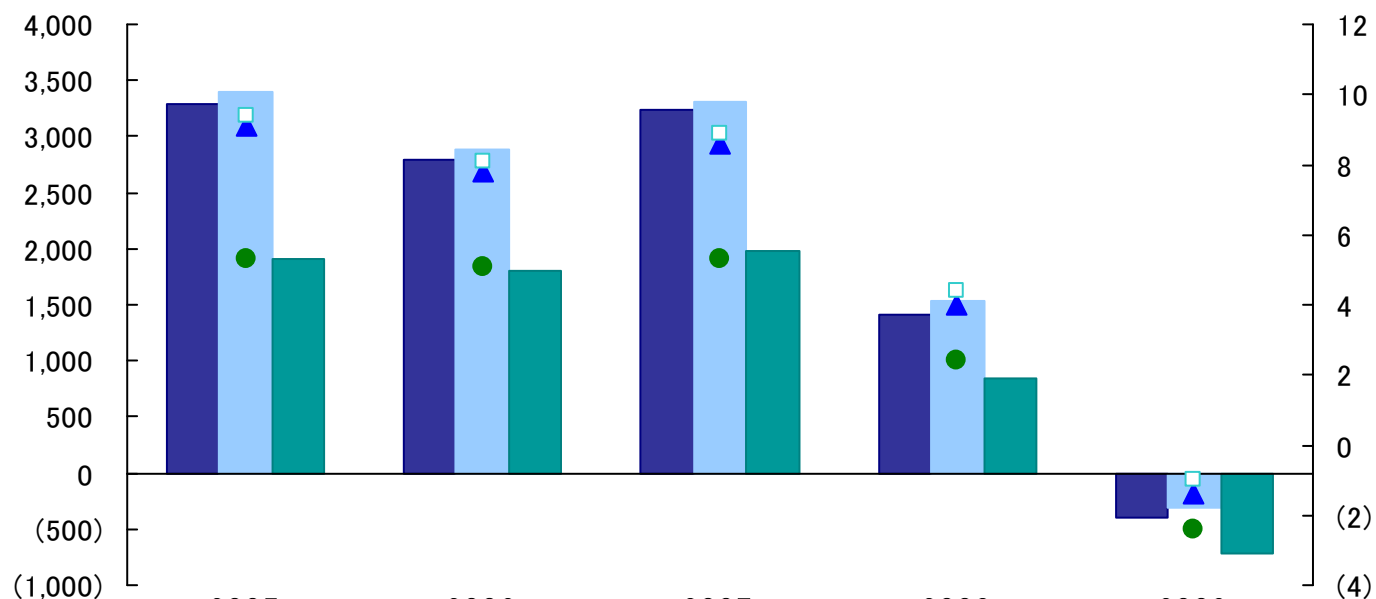
( millions of yen )



# 8. Interim profits

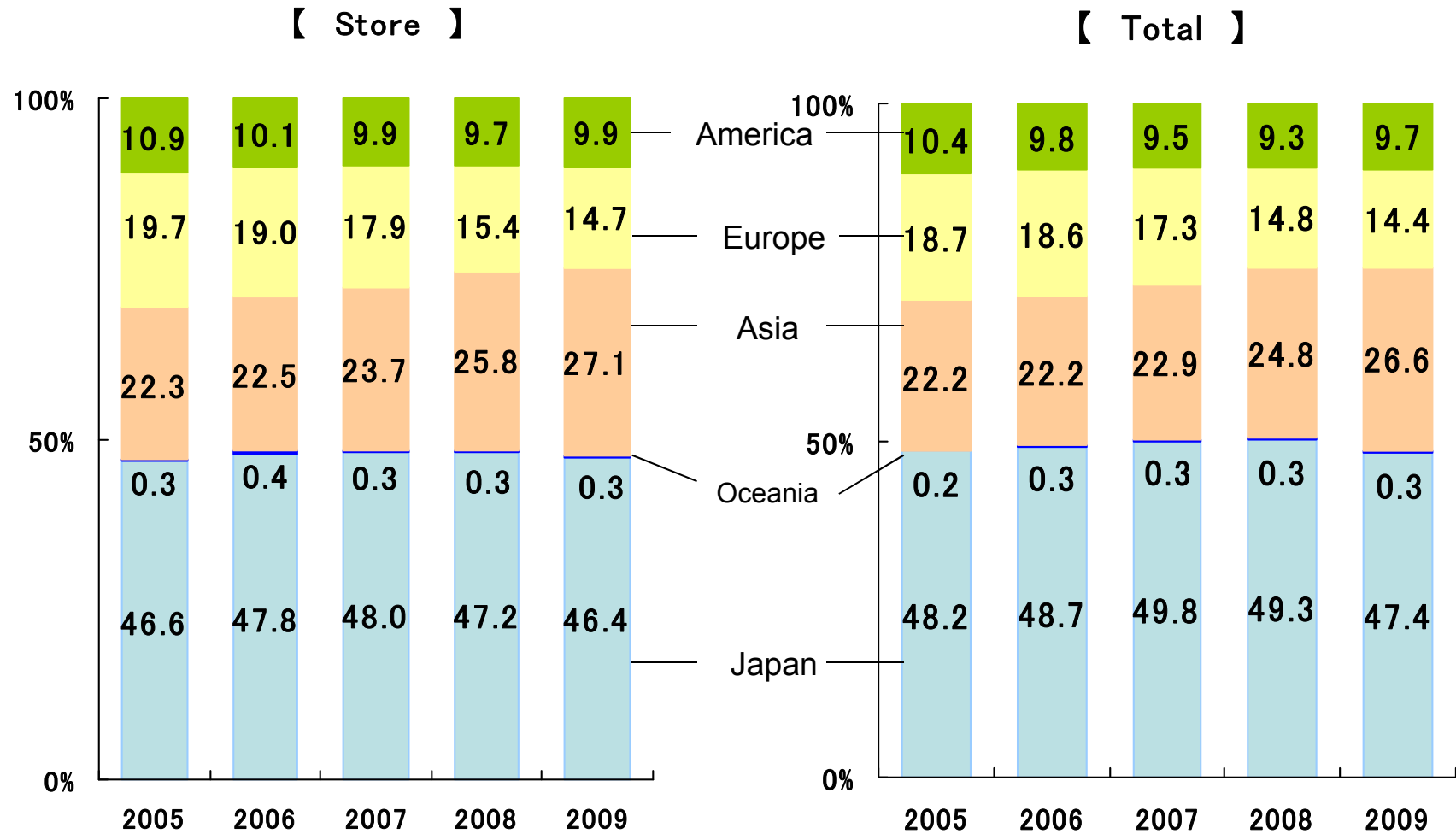
(millions of yen)

(%)

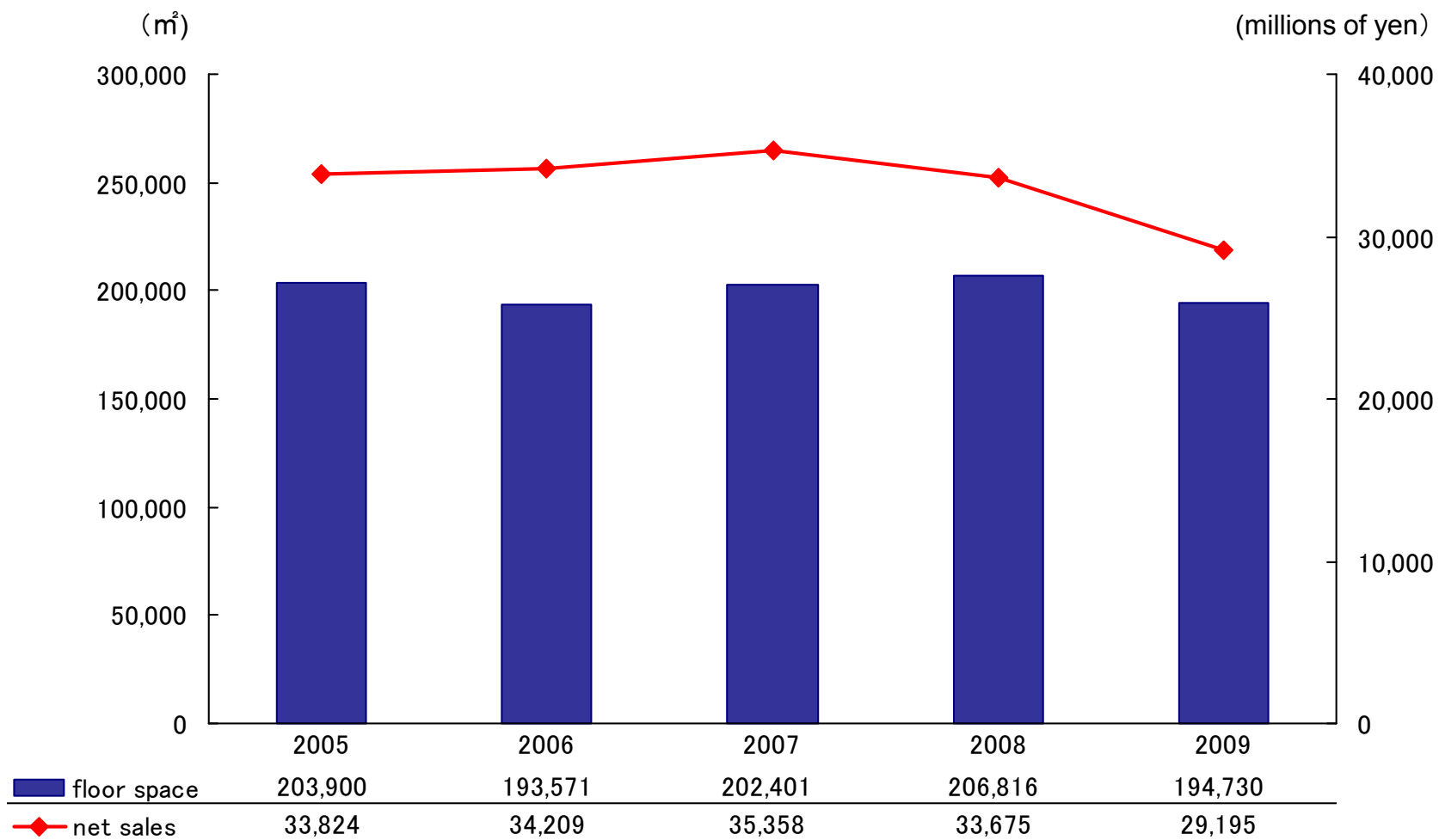


	2005	2006	2007	2008	2009
■ Operating income	3,294	2,788	3,230	1,407	(403)
□ Ordinary income	3,394	2,876	3,313	1,541	(312)
■ Net income	1,900	1,803	1,975	845	(708)
▲ Operating income ratio	9.1	7.8	8.6	4.0	(1.4)
□ Ordinary income ratio	9.4	8.1	8.9	4.4	(1.0)
● Net income ratio	5.3	5.1	5.3	2.4	(2.4)

# 9. Interim sales of imports by country of origin



# 10. Interim store floor space and store net sales



\* floor space is as of June,30

\* net sales = store net sales

	Store	Floor space (m <sup>2</sup> )	Note
1	Ariake Head Office showroom	30,714	
2	Osaka Nanko showroom	25,710	
3	Makuhari showroom	20,711	
4	Yokohama Minatomirai showroom	19,500	
5	Tama showroom	15,854	
6	Shinjuku showroom	13,602	
7	Nagoya Sakae showroom	11,178	
8	Kasukabe showroom	10,772	
9	Fukuoka showroom	9,628	
10	Umeda showroom	9,361	
11	Kobe showroom	8,566	Increased floor space on Feb.28,2009(6,602→8,566)
12	Koriyama showroom	4,834	closed on Sep.23,2009
13	Nagoya Hoshizaki showroom	4,670	
14	Yokohama outlet	4,189	
15	Nihonbashi showroom	3,045	
16	Tokorozawa showroom	1,537	
17	Modern Style Shop Yodoyabashi	475	
18	Poltrona frau Nihonbashi	384	
	(Kokura showroom)	(14,050)	closed on May.10,2009
	Total	194,730	as of Jun.30,2009

# 2009 Forecasts

---



# 1. 2009 Forecasts



(millions of yen,%)

	Second half				Full year			
	2008	2009 Forecasts			2008	2009 Forecasts		
	Results	Projection*	Revised	Y/Y	Results	Projection*	Revised	Y/Y
Net sales	31,456	30,743	28,169	(10.4)	66,803	61,772	58,065	(13.1)
Gross profits	16,707	16,740	15,158	(9.3)	35,230	33,036	30,886	(12.3)
%sales	53.1	54.5	53.8		52.7	53.5	53.2	
Operating income	(137)	29	(1,596)	—	1,269	37	(2,000)	—
%sales	(0.4)	0.1	(5.7)		1.9	0.1	(3.4)	
Ordinary income	(85)	60	(1,565)	—	1,456	148	(1,877)	—
%sales	(0.3)	0.2	(5.6)		2.2	0.2	(3.2)	
Net income	(1,375)	(249)	(759)	—	(530)	(493)	(1,468)	—
%sales	(4.4)	(0.8)	(2.7)		(0.8)	(0.8)	(2.5)	

\* as of May,8,2009



## 2. Breakdown of net sales



(millions of yen,%)

	Second half				Full year			
	2008 Results	2009 Forecasts Projection*	2009 Forecasts Revised	Y/Y	2008 Results	2009 Forecasts Projection*	2009 Forecasts Revised	Y/Y
Kanto	20,172	20,340	18,659	(7.5)	42,970	40,675	38,024	(11.5)
Kansai	5,917	5,917	5,496	(7.1)	12,169	11,809	11,263	(7.4)
Tokai	2,134	2,135	1,993	(6.6)	4,550	4,393	4,085	(10.2)
Kyushu	1,955	1,410	1,259	(35.6)	4,164	3,247	3,230	(22.4)
Store sales total	30,179	29,802	27,408	(9.2)	63,854	60,126	56,604	(11.4)
Share	95.9	96.9	97.3		95.6	97.3	97.5	
Corporate sales	1,235	900	720	(41.7)	2,867	1,566	1,380	(51.9)
Share	3.9	2.9	2.6		4.3	2.5	2.4	
Others	40	41	41	0.2	81	79	80	(0.9)
Share	0.1	0.1	0.1		0.1	0.1	0.1	
Total	31,456	30,743	28,169	(10.4)	66,803	61,772	58,065	(13.1)
Share	100.0	100.0	100.0		100.0	100.0	100.0	

\* as of May,8,2009

### 3. SG&A expenses



(millions of yen,%)

	Second half				Full year			
	2008 Results	2009 Forecasts		Y/Y	2008 Results	2009 Forecasts		Y/Y
		Projection*	Revised			Projection*	Revised	
Transportation	876	854	760	(13.2)	1,846	1,714	1,587	(14.4)
% sales	2.8	2.8	2.7		2.8	2.8	2.7	
Advertising	2,498	2,130	2,300	(8.0)	5,021	4,040	4,192	(16.5)
% sales	7.9	6.9	8.2		7.5	6.5	7.2	
Personnel	5,259	5,374	5,374	2.2	10,641	10,687	10,671	0.3
% sales	16.7	17.5	19.1		15.9	17.3	18.4	
Rents	5,117	5,056	4,982	(2.6)	10,241	10,183	10,063	(1.7)
% sales	16.3	16.4	17.7		15.3	16.5	17.3	
Administrative expenses	1,073	1,060	1,081	0.8	2,165	2,119	2,163	(0.1)
% sales	3.4	3.5	3.8		3.2	3.4	3.7	
Others	2,021	2,235	2,255	11.6	4,044	4,253	4,208	4.0
% sales	6.4	7.3	8.0		6.1	6.9	7.2	
<b>Total</b>	<b>16,845</b>	<b>16,711</b>	<b>16,754</b>	<b>(0.5)</b>	<b>33,960</b>	<b>32,998</b>	<b>32,886</b>	<b>(3.2)</b>
% sales	53.6	54.4	59.5		50.8	53.4	56.6	

\* Rents including \* as of May,8,2009

## 4. Non-operating income and expenses

(millions of yen,%)

	2008 Results	2009 Forecasts		Y/Y
		Second half	Full year	
Income	204	37	136	(33.6)
Interest and dividend	101	20	93	(7.4)
Others	103	17	42	(59.1)
Expenses	17	6	13	(23.7)

— 2009 forecasts —

Extraordinary gain : None

Extraordinary loss : Loss on closing of stores, etc. 30 million yen

## 5. Investment and depreciation

(millions of yen)

	Second half		Full year	
	2008 Results	2009 Forecasts	2008 Results	2009 Forecasts
Capital expenditure	92	205	156	418
	Store refurbishments	43	Sendai SR	187
	System renewal	37	System renewal	15
	Others	11	Others	2
Security deposit	291	182	306	(84)
	Store refurbishments	305	Sendai SR	289
	Others	(14)	Koriyama SR, etc	(106)
Total	384	388	463	334
Depreciation	158	146	304	281

\* SR=Showroom

## 6. Store

	Showroom	Dates	Note
Open	Sendai showroom (tentative name)	Late of October,2009	11,219m <sup>2</sup>
	Ginza (named undecided)	Around Autumn ,2010	Around 7,000m <sup>2</sup>
Close	Koriyama showroom	September 23,2009	4,834m <sup>2</sup> (opened on October, 2004)

## 7. Number of employees

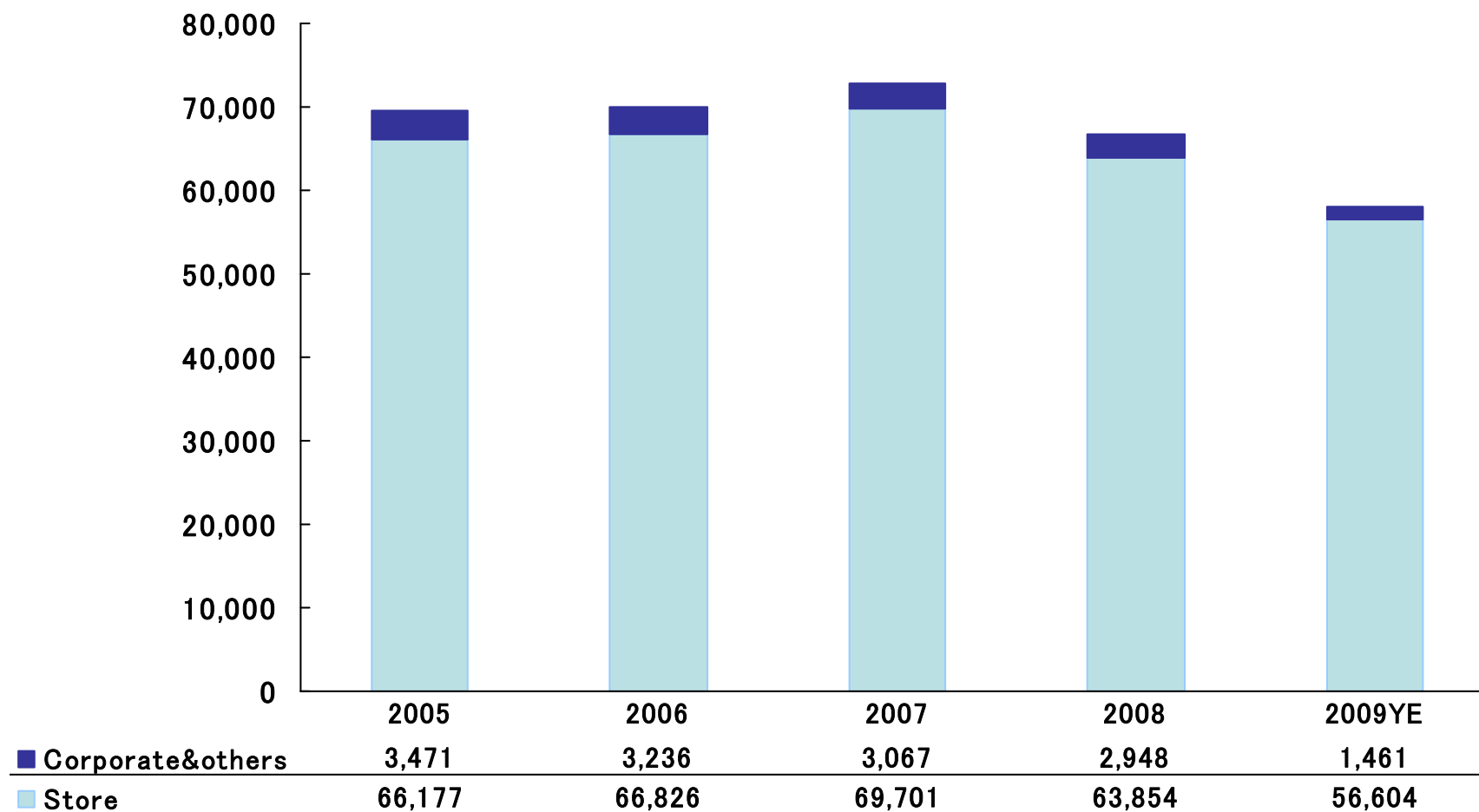
	2008 Results	2009 Forecasts
As of Dec.31	1,784	1,800
New graduate recruitment	144	67
Mid-career recruitment	6	To be determined according to the number of retired employees

\* not including the number of board member, corporate officer, and temporary worker

# 8. Full-year net sales



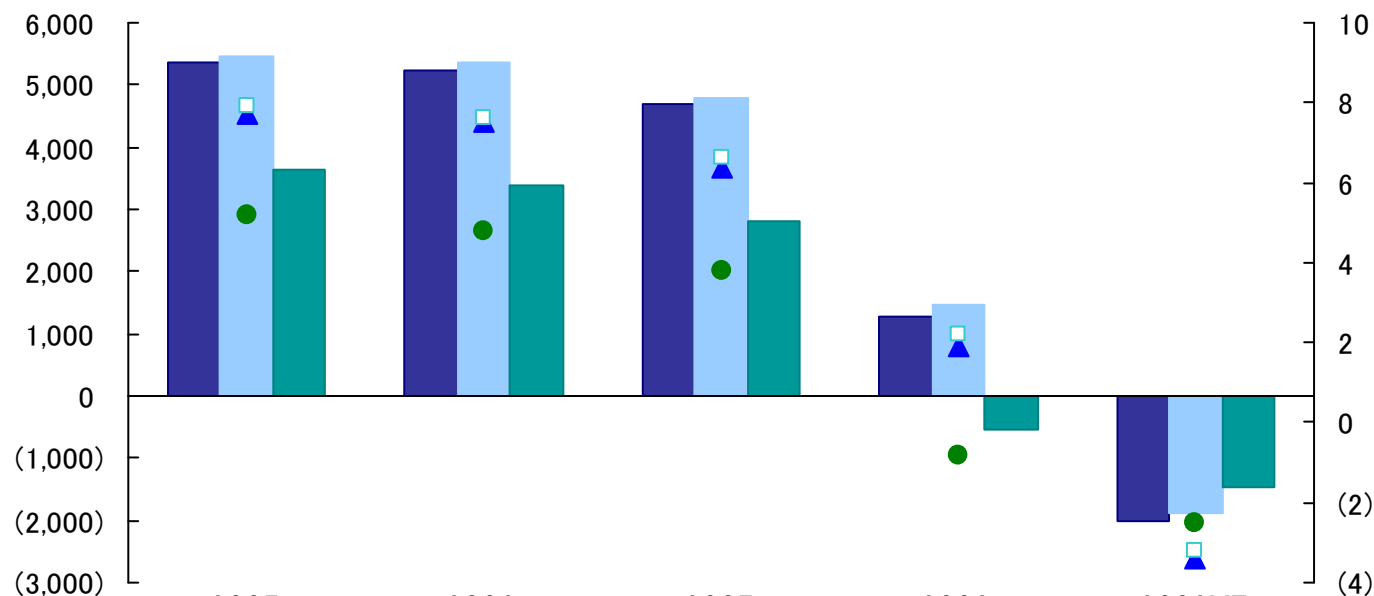
(millions of yen)



# 9. Full-year profits

(millions of yen)

(%)



	2005	2006	2007	2008	2009YE
■ Operating income	5,350	5,236	4,679	1,269	(2,000)
□ Ordinary income	5,471	5,350	4,780	1,456	(1,877)
■ Net income	3,649	3,397	2,799	(530)	(1,468)
▲ Operating income ratio	7.7	7.5	6.4	1.9	(3.4)
□ Ordinary income ratio	7.9	7.6	6.6	2.2	(3.2)
● Net income ratio	5.2	4.8	3.8	(0.8)	(2.5)

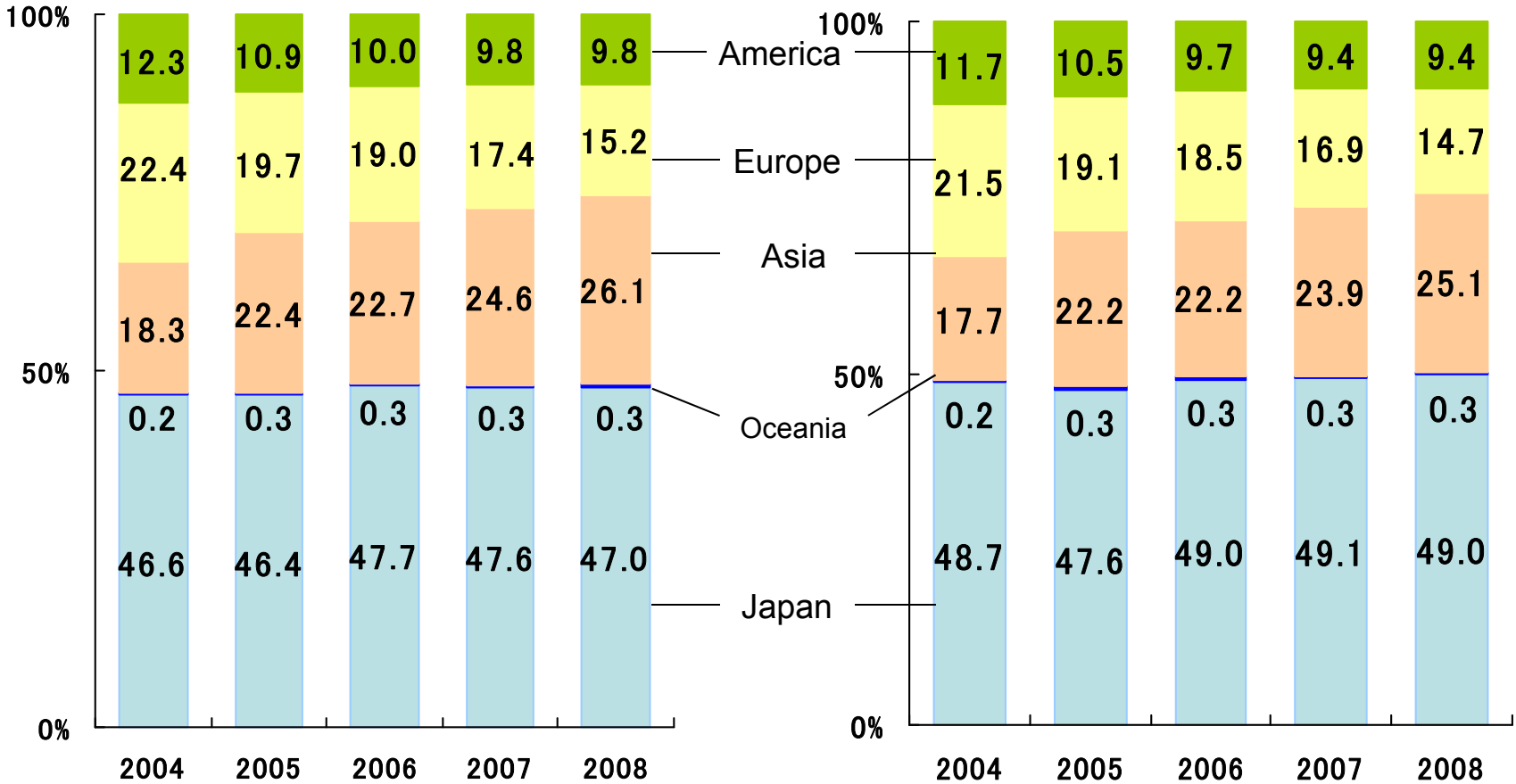


# 10. Full-year sales of imports by country of origin



【 Store 】

【 Total 】





These data have been prepared solely for the purpose of supplying information about settlement and our business.

These data are not, and should not be construed as, an offer solicitation for purchases of our securities.

These data were prepared based on information that were available on August 7, 2009.

The forecasts indicated in these data and actual results may differ from those forecasts depending on various factors.

The contents indicated here may be changed without a preliminary announcement.