Investors' Guide

Februrary-2014

Shimamura Co.,Ltd.

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Ⅰ. Shimamura Co., Ltd. (Consolidated)

1. Consolidated Financial Summary and Forecast

(1) Consolidated Profit and loss statement (Units : Millions of yen, %)

Subject	Feb-2013			Feb-2014			Aug-2014 Forecast			Feb-2015 Forecast		
	Amount	Comp ratio	YOY	Amount	Comp ratio	YOY	Amount	Comp ratio	YOY	Amount	Comp ratio	YOY
Net Sales	491,091	100.0	105.3	501,898	100.0	102.2	264,101	100.0	105.2	540,000	100.0	107.6
Shimamura	399,775	81.4	104.6	407,029	81.1	101.8	213,030	80.7	104.2	431,000	79.8	105.9
Avail	53,730	10.9	105.9	52,831	10.5	98.3	28,405	10.7	106.1	59,500	11.0	112.6
Birthday	23,582	4.8	115.5	26,772	5.3	113.5	14,160	5.4	113.1	31,000	5.8	115.8
Chambre	9,655	2.0	104.5	9,896	2.0	102.5	5,557	2.1	110.7	11,500	2.1	116.2
Divalo	607	0.1	118.2	786	0.2	129.4	448	0.2	118.1	1,000	0.2	127.1
CHINA TAIWAN	3,739	0.8	115.2	4,263	0.8	114.0	2,156	0.8	118.6	4,900	0.9	114.9
CHINA(Shanghai)	—	—	—	317	0.1	—	345	0.1	—	1,100	0.2	—
Cost of goods sold	330,404	67.3	105.1	339,735	67.7	102.8	177,463	67.2	104.7	361,698	67.0	106.5
Gross profit	160,686	32.7	105.6	162,162	32.3	100.9	86,638	32.8	106.1	178,301	33.0	110.0
Other operating income	1,006	0.2	105.2	1,003	0.2	99.7	506	0.2	98.9	1,001	0.2	99.8
Operating Gross Profit	161,693	32.9	105.6	163,166	32.5	100.9	87,145	33.0	106.1	179,303	33.2	109.9
SG & A expenses	116,138	23.6	106.4	121,297	24.2	104.4	63,652	24.1	105.9	128,586	23.8	106.0
Operating Profit	45,555	9.3	103.6	41,868	8.3	91.9	23,493	8.9	106.5	50,717	9.4	121.1
Non-operating income	2,167	0.4	136.4	2,204	0.5	101.7	1,040	0.4	94.4	1,610	0.3	73.0
Non-operating expenses	101	0.0	36.4	56	0.0	55.8	48	0.0	168.9	107	0.0	188.3
Ordinary Profit	47,620	9.7	105.2	44,016	8.8	92.4	24,485	9.3	105.9	52,220	9.7	118.6
Extraordinary profit	109	0.0	17.8	44	0.0	41.0	—	—	—	—	—	—
Extraordinary losses	342	0.1	13.9	292	0.1	85.3	150	0.1	134.8	500	0.1	170.9
Pretax profit	47,386	9.6	109.1	43,768	8.7	92.4	24,335	9.2	105.7	51,720	9.6	118.2
Tax	19,863	4.0	109.1	17,185	3.4	86.5	9,550	3.6	105.3	20,300	3.8	118.1
Net Profit	27,523	5.6	109.2	26,583	5.3	96.6	14,785	5.6	106.0	31,420	5.8	118.2

(2) Selling, General and Administrative Expenses (Units : Millions of yen, %)

Subject	Feb-2013			Feb-2014			Aug-2014 Forecast			Feb-2015 Forecast		
	Amount	Comp ratio	YOY	Amount	Comp ratio	YOY	Amount	Comp ratio	YOY	Amount	Comp ratio	YOY
Wages	45,983	9.4	104.0	47,631	9.5	103.6	24,886	9.4	105.4	50,400	9.3	105.8
Personal expenses	54,181	11.0	104.3	56,314	11.2	103.9	29,523	11.2	105.8	59,803	11.1	106.2
Advertising expenses	12,967	2.6	110.6	13,107	2.6	101.1	6,878	2.6	105.0	13,601	2.5	103.8
Selling expenses	16,370	3.3	111.7	16,766	3.3	102.4	8,762	3.3	105.6	17,587	3.2	104.9
Non-durable goods	1,415	0.3	124.4	1,387	0.3	98.0	774	0.3	100.5	1,414	0.3	102.0
Display total	766	0.2	136.5	1,173	0.2	153.2	1,067	0.4	178.5	1,585	0.3	135.1
Operating expenses	4,935	1.0	113.5	5,421	1.1	109.9	3,316	1.2	118.5	6,025	1.1	111.1
Rental expenses	25,242	5.1	106.8	26,518	5.3	105.1	13,732	5.2	105.0	27,966	5.2	105.5
Depreciation	5,047	1.0	100.7	5,092	1.0	100.9	2,448	0.9	98.9	5,176	1.0	101.7
Facilities cost	37,778	7.7	106.9	39,863	8.0	105.5	20,494	7.7	104.7	42,017	7.8	105.4
General expenses	2,836	0.6	98.3	2,931	0.6	103.3	1,556	0.6	102.1	3,152	0.6	107.6
SG & A expenses	116,138	23.6	106.4	121,297	24.2	104.4	63,652	24.1	105.9	128,586	23.8	106.0

(3) Consolidated quarterly Profit and loss statement (Units : Millions of yen, %)

Subject	May-2013			Aug-2013			Nov-2013			Feb-2014		
	Amount	Comp ratio	YOY	Amount	Comp ratio	YOY	Amount	Comp ratio	YOY	Amount	Comp ratio	YOY
Net Sales	120,170	100.0	103.8	130,933	100.0	104.1	125,160	100.0	100.8	125,634	100.0	100.2
Cost of goods sold	80,832	67.3	104.2	88,631	67.7	103.7	83,372	66.6	102.4	86,899	69.2	101.1
Gross profit	39,337	32.7	103.0	42,301	32.3	105.1	41,787	33.4	97.7	38,735	30.8	98.1
Other operatingincome	240	0.2	102.8	272	0.2	100.6	252	0.2	96.5	239	0.2	99.1
OperatingGross Profit	39,577	32.9	103.0	42,573	32.5	105.1	42,040	33.6	97.7	38,975	31.0	98.1
SG & A expenses	29,974	24.9	106.8	30,123	23.0	102.8	31,159	24.9	106.2	30,040	23.9	102.0
Operating Profit	9,602	8.0	92.7	12,450	9.5	111.1	10,880	8.7	79.4	8,934	7.1	86.9
Ordinary Profit	10,137	8.4	94.8	12,989	9.9	109.3	11,280	9.0	80.8	9,609	7.6	86.8
Net Profit	6,053	5.0	102.9	7,896	6.0	110.4	6,761	5.4	83.6	5,873	4.7	91.7

(4) Consolidated Balance Sheets （単位：百万円、%）

	Feb-2013			Aug-2013			Feb-2014		
	Amount	Comp ratio	YOY	Amount	Comp ratio	YOY	Amount	Comp ratio	YOY
Current assets	145,367	49.0	115.0	159,731	51.3	114.6	158,799	51.0	109.2
Noncurrent assets	151,363	51.0	100.1	151,421	48.7	100.3	152,367	49.0	100.7
Total assets	296,730	100.0	106.9	311,152	100.0	107.2	311,166	100.0	104.9
Current liabilities	38,625	13.0	95.6	41,748	13.4	93.5	33,474	10.7	86.7
Noncurrent liabilities	9,873	3.3	84.9	10,012	3.2	102.8	8,323	2.7	84.3
Total liabilities	48,499	16.3	93.2	51,760	16.6	95.2	41,798	13.4	86.2
Total shareholder's equity	247,744	83.5	109.9	258,342	83.0	109.6	268,106	86.2	108.2
Valuation difference	486	0.2	249.5	1,049	0.4	—	1,261	0.4	259.1
Total net assets	248,231	83.7	110.0	259,391	83.4	110.0	269,368	86.6	108.5
Total assets	296,730	100.0	106.9	311,152	100.0	107.2	311,166	100.0	104.9

(5) Consolidated Major Financial Indicators

	Feb-2010	Feb-2011	Feb-2012	Feb-2013	Feb-2014
Capital adequacy ratio	76.4%	79.4%	81.3%	83.7%	86.6%
ROE	12.2%	12.0%	11.7%	11.6%	10.3%
ROA	9.3%	9.4%	9.4%	9.6%	8.7%
Ordinary profit to total assets	16.3%	16.3%	16.9%	16.6%	14.5%
Total assets turnover ratio	1.83times	1.75times	1.74times	1.71times	1.65 回
Interest-bearing debt ratio	7.6%	5.9%	4.4%	2.6%	1.9%
Gross profit ratio	32.0%	32.6%	32.6%	32.7%	32.3%
SG & A expenses ratio	23.6%	23.7%	23.4%	23.6%	24.2%
Operating profit ratio	8.6%	9.1%	9.4%	9.3%	8.3%
Ordinary profit ratio	8.9%	9.3%	9.7%	9.7%	8.8%
Net assets per share	5,072.85yen	5,575.87yen	6,134.55yen	6,750.58yen	7,327.03yen
EPS	591.88yen	639.09yen	685.55yen	748.46yen	723.04yen

2. Number of Stores by Region

Store Type	Shimamura				Avail				Birthday				Chambre				Divalo				Shimamura Group			
Prefecture	2013 End	Open	Close	2014 End	2013 End	Open	Close	2014 End	2013 End	Open	Close	2014 End	2013 End	Open	Close	2014 End	2013 End	Open	Close	2014 End	2013 End	Open	Close	2014 End
Hokkaido	61	1		62	18	2		20	12			12	7	2		9					98	5		103
Aomori	23			23	6			6	2			2	4			4					35			35
Iwate	18	1		19	6			6	2			2	1			1					27	1		28
Miyagi	34			34	11			11	7			7	4			4					56			56
Akita	17			17	7			7	2			2									26			26
Yamagata	16			16	6			6	3			3	2			2					27			27
Fukushima	39			39	9			9	2			2	3			3					53			53
Hokkaido Tohoku Area	208	2		210	63	2		65	30			30	21	2		23	0			0	322	6		328
Ibaraki	55		1	54	14			14	10			10	3			3					82		1	81
Tochigi	34			34	9			9	7	1		8	6			6					56	1		57
Gunma	37			37	12			12	5			5	4			4					58			58
Saitama	101	1		102	26		1	25	10			10	5			5	1			1	143	1	1	143
Chiba	68	3		71	16			16	13	1		14	3			3	2			2	102	4		106
Tokyo	45	5		50	3			3	3	1		4	1			1	3			3	55	6		61
Kanagawa	45	3		48	8	1		9	2	1		3					3			3	58	5		63
Yamanashi	14			14	5			5	2			2	1			1					22			22
Nagano	40			40	9			9	4			4	3			3					56			56
Kanto Koshin Area	439	12	1	450	102	1	1	102	56	4		60	26			26	9			9	632	17	2	647
Niigata	36			36	11			11	5			5	2			2					54			54
Toyama	22			22	2	1		3	2			2									26	1		27
Ishikawa	18			18	2			2	2			2									22			22
Fukui	12			12	2			2	1	1		2									15	1		16
Hokuriku Area	88			88	17	1		18	10	1		11	2			2	0			0	117	2		119
Gifu	26			26						1		1									26	1		27
Shizuoka	39	1		40	6			6	1	1		2	3			3					49	2		51
Aichi	58	1		59	6	1		7	3			3									67	2		69
Mie	21			21	6			6	1			1	1			1					29			29
Tokai Area	144	2		146	18	1		19	5	2		7	4			4	0			0	171	5		176

Store Type	Shimamura				Avail				Birthday				Chambre				Divalo				Shimamura Group			
Prefecture	2013 End	Open	Close	2014 End	2013 End	Open	Close	2014 End	2013 End	Open	Close	2014 End	2013 End	Open	Close	2014 End	2013 End	Open	Close	2014 End	2013 End	Open	Close	2014 End
Shiga	18	1		19	2			2	2	1		3	1			1					23	2		25
Kyoto	13			13	2			2	1			1									16			16
Oosaka	30	5		35	9	1		10	2	2		4	2		1	1	1	1		2	44	9	1	52
Hyougo	34			34	7			7	2			2	1			1	1			1	45			45
Nara	14			14	6			6	1			1	3			3					24			24
Wakayama	14			14	1			1													15			15
Kinki Area	123	6		129	27	1		28	8	3		11	7		1	6	2	1		3	167	11	1	177
Tottori	7			7	2			2	2			2	2			2					13			13
Shimane	8			8	2			2					1			1					11			11
Okayama	22			22	4			4	2			2									28			28
Hiroshima	23			23	3			3	3			3	1			1	1			1	31			31
Yamaguchi	19	1		20	3	1		4									1			1	23	2		25
Chugoku Area	79	1		80	14	1		15	7			7	4			4	2			2	106	2		108
Tokushima	9			9	2			2					1			1					12			12
Kagawa	14			14	2			2	2			2	1			1					19			19
Ehime	16			16	4			4	1			1	2			2	1			1	24			24
Kochi	11			11	1			1													12			12
Shikoku Area	50			50	9			9	3			3	4			4	1			1	67			67
Fukuoka	42	1		43	9	1		10	8	1		9	1			1		1		1	60	4		64
Saga	12			12					1			1									13			13
Nagasaki	11			11	2			2	2			2	2			2					17			17
Kumamoto	21			21	1			1	2			2	1			1					25			25
Ooita	16			16	2			2	1			1	1			1					20			20
Miyazaki	16	1		17	2			2	1			1									19	1		20
Kagoshima	16	1		17	4			4	2			2	2			2					24	1		25
Okinawa	9			9	1	1		2	3			3									13	1		14
Kyusyu Okinawa Area	143	3		146	21	2		23	20	1		21	7			7	0	1		1	191	7		198
Japan Total	1,274	26	1	1,299	271	9	1	279	139	11		150	75	2	1	76	14	2		16	1,773	50	3	1,820
CHINA TAIWAN																					35	1		36
CHAINA(Shanghai)																						2		4
Total	1,274	26	1	1,299	271	9	1	279	139	11		150	75	2	1	76	14	2		16	1,808	53	3	1,860

3. Store operation

(1) Store openings

		Feb-2011	Feb-2012	Feb-2013	Feb-2014	Feb-2015 Forecast
Shimamura	New store openings	39	42	39	26	25
	Closures	1	5	2	1	1
	Renovation	24	8	11	66	105
	Scrap & rebuild	17	7	7	1	4
	Year-end total	1,200	1,237	1,274	1,299	1,323
Avail	New store openings	10	16	12	9	15
	Closures	0	0	1	1	2
	Scrap & rebuild	0	2	0	0	1
	Year-end total	244	260	271	279	292
Birthday	New store openings	9	8	13	11	20
	Closures	0	2	1	0	1
	Scrap & rebuild	0	0	0	0	0
	Year-end total	121	127	139	150	169
Chambre	New store openings	1	2	5	2	7
	Closures	1	1	0	1	1
	Scrap & rebuild	0	0	0	0	0
	Year-end total	69	70	75	76	82
Divalo	New store openings	2	1	1	2	3
	Closures	0	1	0	0	1
	Scrap & rebuild	0	0	0	0	0
	Year-end total	13	13	14	16	18
CHINA TAIWAN Shimamura	New store openings	4	4	2	1	3
	Closures	2	0	2	0	0
	Scrap & rebuild	0	0	0	0	0
	Year-end total	31	35	35	36	39
CHINA(Shanghai) Shimamura	New store openings	—	—	—	2	6
	Closures	—	—	—	0	0
	Scrap & rebuild	—	—	—	0	0
	Year-end total	—	—	—	4	10
Shimamura Group	New store openings	65	73	72	53	79
	Closures	4	9	6	3	6
	Scrap & rebuild	17	9	7	0	5
	Year-end total	1,678	1,742	1,808	1,860	1,933

(2) Retail Floor Space (Units : ㎡)

Store Type	Feb-2011	Feb-2012	Feb-2013	Feb-2014	Feb-2015 Forecast
Shimamura	1,244,483	1,283,920	1,324,273	1,351,404	1,376,600
Avail	241,729	256,827	268,585	276,420	289,200
Birthday	114,966	121,050	131,645	140,871	158,700
Chambre	66,307	67,350	72,225	73,466	79,500
Divalo	3,643	3,403	3,828	4,918	5,700
CHINA TAIWAN Shimamura	30,917	34,373	34,433	35,269	38,200
CHINA (Shanghai) Shimamura	—	—	—	3,492	8,700
Shimamura Group	1,702,045	1,766,923	1,834,989	1,885,840	1,956,600

4. Number of Employees

(Units : person、%)

		Feb-2012		Feb-2013		Feb-2014		Feb-2015 Forecast	
		Person	YOY	Person	YOY	Person	YOY	Person	YOY
Shimamura Non-consolidated	Full-time	2,148	102.6	2,211	102.9	2,265	102.4	2,330	102.9
	Part-time	10,658	103.0	11,167	104.8	11,427	102.3	11,830	103.5
	Total	12,806	102.9	13,378	104.5	13,692	102.3	14,160	103.4
Subsidiary	Full-time	70	114.8	72	102.9	93	129.2	105	112.9
	Part-time	226	122.2	233	103.1	291	124.9	355	122.0
	Total	296	120.3	305	103.0	384	125.9	460	119.8
Shimamura Group Total	Full-time	2,218	102.9	2,283	102.9	2,358	103.3	2,435	103.3
	Part-time	10,884	103.3	11,400	104.7	11,718	102.8	12,185	104.0
	Total	13,102	103.2	13,683	104.4	14,076	102.9	14,620	103.9

5. Capital Expenditures

(1) Shimamura Co,. Ltd.(Non-consolidated)

(Until : Millions of yen, %)

	Feb-2012	YOY	Feb-2013	YOY	Feb-2014	YOY	Feb-2015 Forecast	YOY
Buildings	5,465	144.3	5,164	94.5	4,275	82.8	9,300	217.5
Structures	500	121.2	651	130.1	516	79.2	700	135.6
Machine	2,339	—	51	2.2	4	8.0	2,000	—
Equipment	280	191.1	304	108.3	221	72.7	370	167.2
Land	500	—	586	117.1	2,706	—	1,000	36.9
Construction in progress	△2,136	—	△93	4.4	830	—	300	36.1
Tangible fixed assets	6,950	107.5	6,665	95.9	8,553	128.3	13,670	159.8
Deposits for rent	1,723	71.8	1,452	84.3	1,512	104.2	2,100	138.8
Lease deposits	40	152.4	41	103.6	29	71.6	30	100.5
Total capital expenditures	8,714	98.0	8,159	93.6	10,096	123.7	15,800	156.5
Depreciation	4,944	106.5	4,968	100.5	4,974	100.1	5,040	101.3

(2) Subsidiary

(Units : Millions of yen, %)

	Feb-2012	YOY	Feb-2013	YOY	Feb-2014	YOY	Feb-2015 Forecast	YOY
Total capital expenditures	114	54.6	127	112.0	204	160.3	500	244.2
Depreciation	66	96.9	79	118.1	117	148.2	135	115.5

(3) Shimamura Co,. Ltd.(consolidated)

(Units : Millions of yen, %)

	Feb-2012	YOY	Feb-2013	YOY	Feb-2014	YOY	Feb-2015 Forecast	YOY
Total capital expenditures	8,828	97.0	8,286	93.9	10,301	124.3	16,300	158.2
Depreciation	5,011	106.4	5,047	100.7	5,092	100.9	5,176	101.7

Ⅱ. Shimamura Co,. Ltd.(Non-consolidated)

1. Non-consolidated Financial Summary and Forecast

(1) Non-consolidated profit and loss statement

(Units : Millions of yen, %)

科　目	Feb-2013			Feb-2014			Aug-2014 Forecast			Feb-2015 Forecast		
	Amount	Comp ratio	YOY	Amount	Comp ratio	YOY	Amount	Comp ratio	YOY	Amount	Comp ratio	YOY
Net Sales	487,351	100.0	105.2	497,317	100.0	102.0	261,600	100.0	105.0	534,000	100.0	107.4
Cost of goods sold	327,992	67.3	105.1	336,820	67.7	102.7	175,883	67.2	104.6	357,960	67.0	106.3
Gross profit	159,359	32.7	105.5	160,496	32.3	100.7	85,716	32.8	105.9	176,040	33.0	109.7
Other operating income	1,003	0.2	105.1	1,000	0.2	99.7	505	0.2	99.1	999	0.2	99.9
Operating Gross Profit	160,362	32.9	105.5	161,496	32.5	100.7	86,222	33.0	105.8	177,039	33.2	109.6
SG & A expenses	114,845	23.6	106.3	119,345	24.0	103.9	62,522	23.9	105.6	126,039	23.6	105.6
Operating Profit	45,517	9.3	103.8	42,150	8.5	92.6	23,700	9.1	106.5	51,000	9.6	121.0
Non-operating income	2,164	0.5	135.5	2,094	0.4	96.8	1,025	0.4	93.3	1,560	0.2	74.5
Non-operating expenses	94	0.0	33.6	51	0.0	55.0	25	0.0	92.2	60	0.0	116.0
Ordinary Profit	47,588	9.8	105.4	44,193	8.9	92.9	24,700	9.4	105.9	52,500	9.8	118.8
Extraordinary profit	69	0.0	9.3	44	0.0	64.4	—	—	—	—	—	—
Extraordinary losses	342	0.1	13.9	292	0.1	85.4	150	0.1	134.8	500	0.1	171.1
Pretax profit	47,315	9.7	108.9	43,946	8.8	92.9	24,550	9.4	105.8	52,000	9.7	118.3
Tax	19,861	4.1	107.5	17,208	3.4	86.6	9,550	3.7	105.3	20,300	3.8	118.0
Net Profit	27,454	5.6	109.8	26,737	5.4	97.4	15,000	5.7	106.0	31,700	5.9	118.6

(2) Selling, General and Administrative Expenses

(Units : Millions of yen, %)

	Feb-2013			Feb-2014			Aug-2014 Forecast			Feb-2015 Forecast		
	Amount	Comp ratio	YOY	Amount	Comp ratio	YOY	Amount	Comp ratio	YOY	Amount	Comp ratio	YOY
Wages	45,543	9.3	103.8	47,027	9.5	103.3	24,573	9.4	105.3	49,700	9.3	105.7
Personal expenses	53,687	11.0	104.2	55,607	11.2	103.6	29,154	11.2	105.8	58,965	11.0	106.0
Advertising expenses	12,914	2.7	110.6	12,979	2.6	100.5	6,792	2.6	104.6	13,400	2.5	103.2
Selling expenses	16,261	3.4	111.5	16,522	3.3	101.6	8,605	3.3	104.9	17,218	3.2	104.2
Non-durable goods	1,411	0.3	124.8	1,374	0.3	97.4	768	0.3	100.6	1,400	0.3	101.8
Display total	751	0.2	138.9	1,140	0.2	151.8	1,025	0.4	176.4	1,500	0.3	131.6
Operating expenses	4,886	1.0	113.7	5,329	1.1	109.1	3,242	1.2	117.8	5,869	1.1	110.1
Rental expenses	24,836	5.1	106.6	25,949	5.2	104.5	13,394	5.1	104.5	27,189	5.1	104.8
Depreciation	4,968	1.0	100.5	4,974	1.0	100.1	2,385	0.9	98.4	5,040	0.9	101.3
Facilities cost	37,192	7.6	106.9	39,006	7.8	104.9	19,999	7.6	104.2	40,914	7.7	104.9
General expenses	2,816	0.6	98.1	2,879	0.6	102.2	1,520	0.6	101.5	3,071	0.6	106.7
SG & A expenses	114,845	23.6	106.3	119,345	24.0	103.9	62,522	23.9	105.6	126,039	23.6	105.6

2．Sales and Gross profit

(1) Monthly sales, customer numbers and per customer spending （Shimamura） (Units：%)

Feb-2014 1st half		Mar	Apr	May	1st quarter	Jun	Jul	Aug	2nd quarter	1st half
Net sales	Existing stores	106.8	101.8	94.9	100.4	109.3	98.8	96.2	101.3	100.8
	All stores	110.3	105.0	97.2	103.3	112.4	101.0	98.0	103.6	103.4
Customer numbers	All Stores	107.9	104.1	97.8	102.7	108.8	99.1	96.8	101.3	101.9
Spending per customers		102.2	100.9	99.4	100.6	103.3	101.9	101.2	102.2	101.5

Feb-2014 2nd half		Sep	Oct	Nov	3rd quarter	Dec	Jan	Feb	4th quarter	2nd half	Year total
Net sales	Existing stores	102.2	95.6	98.2	98.2	96.0	101.3	96.9	98.2	98.2	99.5
	All stores	104.4	97.4	100.3	100.2	98.1	103.3	98.9	100.2	100.2	101.8
Customer numbers	All Stores	100.3	95.9	98.2	97.9	96.6	101.3	96.4	98.3	98.1	100.0
Spending per customers		104.1	101.6	102.1	102.3	101.5	102.0	102.5	102.0	102.2	101.8

Feb-2013 1st half		Mar	Apr	May	1st quarter	Jun	Jul	Aug	2nd quarter	1st half
Net sales	Existing stores	113.6	100.7	107.4	106.4	98.8	93.6	109.9	100.1	103.0
	All stores	117.3	103.9	111.9	110.3	102.1	97.2	114.6	104.0	106.8
Customer numbers	All Stores	114.6	101.4	103.4	105.4	99.8	96.2	112.5	102.4	103.8
Spending per customers		102.3	102.5	108.3	104.6	102.3	101.0	101.8	101.5	103.0

Feb-2013 2nd half		Sep	Oct	Nov	3rd quarter	Dec	Jan	Feb	4th quarter	2nd half	Year total
Net sales	Existing stores	96.4	97.5	111.7	102.7	99.5	96.6	91.1	96.5	99.5	101.2
	All stores	99.6	100.6	115.3	106.0	102.3	99.5	93.6	99.2	102.5	104.6
Customer numbers	All Stores	99.5	99.8	109.4	103.2	102.3	99.3	94.0	99.0	101.1	102.4
Spending per customers		100.1	100.8	105.4	102.7	100.1	100.2	99.6	100.2	101.4	102.1

(2) Net sales, Customer numbers, Items purchased customer, Average spending per customer, Average price per item sold （Shimamura）

	Feb-2010		Feb-2011		Feb-2012		Feb-2013		Feb-2014	
	Amount	YOY	Amount	YOY	Amount	YOY	Amount	YOY	Amount	YOY
Net store sales(Millions of yen)	360,690	104.4	365,747	101.4	382,232	104.5	399,775	104.6	407,029	101.8
Customer of number(Thousands)	148,123	105.6	155,941	101.2	157,015	100.7	160,827	102.4	160,885	100.0
Items purchased customer	3.2	101.2	3.1	99.4	3.1	100.1	3.1	100.7	3.1	98.9
Average spending Per customer(Yen)	2,435	98.8	2,345	100.2	2,434	103.8	2,486	102.1	2,530	101.8
Average price per item sold(Yen)	746	97.7	752	100.8	780	103.6	791	101.4	814	102.9

(3) Monthly sales, customer numbers and per customer spending (Avail) (Units : %)

Feb-2014 1st half		Mar	Apr	May	1st quarter	Jun	Jul	Aug	2nd quarter	1st half
Net sales	Existing stores	102.7	99.8	90.5	97.2	101.4	100.1	96.5	99.2	98.2
	All stores	105.7	102.2	93.2	99.8	104.8	103.2	99.5	102.3	101.1
Customer numbers	All Stores	107.4	105.6	95.7	102.5	104.9	102.3	97.6	101.3	101.9
Spending per customers		98.4	96.8	97.4	97.4	99.9	100.9	101.9	101.0	99.2

Feb-2014 2nd half		Sep	Oct	Nov	3rd quarter	Dec	Jan	Feb	4th quarter	2nd half	Year total
Net sales	Existing stores	99.3	91.2	90.5	92.8	90.4	96.0	91.9	93.1	93.0	95.6
	All stores	102.7	93.8	94.3	96.1	92.6	98.0	94.1	95.2	95.7	98.3
Customer numbers	All Stores	97.6	93.0	92.3	94.0	90.4	96.0	92.2	93.1	93.6	97.8
Spending per customers		105.3	100.9	102.2	102.2	102.4	102.1	102.0	102.2	102.2	100.6

Feb-2013 1st half		Mar	Apr	May	1st quarter	Jun	Jul	Aug	2nd quarter	1st half
Net sales	Existing stores	123.4	105.1	111.9	112.3	101.5	96.1	108.0	101.8	106.8
	All stores	132.5	111.3	119.6	119.7	106.9	99.9	112.3	106.3	112.6
Customer numbers	All Stores	128.9	107.9	118.2	117.1	105.3	99.2	111.6	105.4	110.7
Spending per customers		102.8	103.1	101.2	102.2	101.6	100.7	100.6	100.8	101.7

Feb-2013 2nd half		Sep	Oct	Nov	3rd quarter	Dec	Jan	Feb	4th quarter	2nd half	Year total
Net sales	Existing stores	91.6	95.6	104.3	97.9	98.3	98.9	87.3	96.2	97.0	101.7
	All stores	94.9	98.3	106.3	100.5	101.6	102.7	90.6	99.7	100.1	105.9
Customer numbers	All Stores	99.9	99.8	103.7	101.2	103.4	103.1	92.3	100.6	100.9	105.6
Spending per customers		95.0	98.5	102.5	99.3	98.3	99.6	98.1	99.1	99.2	100.3

(4) Net sales, Customer numbers, Items purchased customer, Average spending per customer, Average price per item sold (Avail)

	Feb-2010		Feb-2011		Feb-2012		Feb-2013		Feb-2014	
	Amount	YOY	Amount	YOY	Amount	YOY	Amount	YOY	Amount	YOY
Net store sales(Millions of yen)	43,594	103.9	45,437	104.2	50,748	111.7	53,730	105.9	52,831	98.3
Customer of number(Thousands)	13,800	111.5	15,936	108.6	17,598	110.4	18,584	105.6	18,167	97.8
Items purchased customer	2.4	102.2	2.3	102.2	2.4	102.4	2.4	102.1	2.4	100.3
Average spending Per customer(Yen)	3,159	93.1	2,851	95.9	2,884	101.1	2,891	100.3	2,908	100.6
Average price per item sold(Yen)	1,310	91.2	1,230	93.8	1,214	98.7	1,192	98.2	1,196	100.3

(5) Sales and Gross profit Breakdown by Product Line (Units : Millions of yen, %)

	Feb-2012					Feb-2013					Feb-2014				
	Amount	YOY	Comp ratio	Margin	YOY	Amount	YOY	Comp ratio	Margin	YOY	Amount	YOY	Comp ratio	Margin	YOY
Woman's wear	119,693	105.2	31.3	30.8	△0.1	125,953	105.2	31.5	30.6	△0.2	125,726	99.8	30.9	29.9	△0.7
Underwear	101,819	105.5	26.6	35.8	0.0	104,648	102.8	26.2	35.6	△0.2	106,291	101.6	26.1	35.4	△0.2
Bedclothes	41,756	106.0	10.9	29.8	0.5	43,287	103.7	10.8	30.4	0.6	45,175	104.4	11.1	30.8	0.4
Men's wear	29,580	100.4	7.8	27.9	△1.4	30,965	104.7	7.8	29.4	1.5	32,312	104.4	7.9	29.4	0.0
Baby & Kid's	27,320	105.2	7.2	28.1	0.2	29,330	107.4	7.3	28.3	0.2	28,773	98.1	7.1	27.1	△1.2
Accessories	24,555	95.0	6.4	31.3	△0.1	25,537	104.0	6.4	31.0	△0.3	26,498	103.8	6.5	30.3	△0.7
Interior	20,963	106.3	5.5	31.0	△0.4	22,156	105.7	5.5	31.1	0.1	23,494	106.0	5.8	31.2	0.1
Shoes	16,543	109.4	4.3	32.4	0.6	17,895	108.2	4.5	32.6	0.2	18,756	104.8	4.6	32.1	△0.5
Shimamura	382,232	104.5	100.0	31.7	△0.1	399,775	104.6	100.0	31.7	0.0	407,029	101.8	100.0	31.4	△0.3
Woman's wear	18,767	110.1	37.0	38.7	0.1	19,694	104.9	36.7	38.5	△0.2	19,936	101.2	37.7	37.8	△0.7
Men's wear	13,732	114.0	27.1	36.8	△0.7	14,409	104.9	26.8	38.2	1.4	13,728	95.3	26.0	36.7	△1.5
Shoes	11,331	111.4	22.3	41.1	0.4	12,419	109.6	23.1	40.5	△0.6	12,244	98.6	23.2	40.3	△0.2
Underwear	5,674	113.5	11.2	37.0	△1.5	6,068	106.9	11.3	37.5	0.5	5,887	97.0	11.1	36.8	△0.7
Kid's wear	1,241	105.4	2.4	37.3	1.3	1,138	91.6	2.1	34.7	△2.6	1,033	90.8	2.0	33.2	△1.5
Avail	50,748	111.7	100.0	38.5	△0.2	53,730	105.9	100.0	38.7	0.2	52,831	98.3	100.0	37.9	△0.8
Birthday	20,419	121.1	-	31.2	1.8	23,582	115.5	-	31.9	0.7	26,772	113.5	-	31.5	△0.4
Chambre	9,242	108.8	-	40.2	2.0	9,655	104.5	-	40.9	0.7	9,896	102.5	-	40.0	△0.9
Divalo	514	111.8	-	33.5	0.4	607	118.2	-	34.4	0.9	786	129.4	-	30.0	△4.4
Total	463,157	106.0	-	32.6	0.1	487,351	105.2	-	32.7	0.1	497,317	102.0	-	32.3	△0.4

(6) New store sales trend (Shimamura)

	Feb-2010	YOY	Feb-2011	YOY	Feb-2012	YOY	Feb-2013	YOY	Feb-2014	YOY
New store sales	6,754,166	84.3	8,071,156	119.5	9,711,621	120.3	8,637,274	88.9	5,332,119	61.7
Month in operation	236	74.2	258	109.3	303	117.4	293	96.7	178	60.8
New store sales per month	28,619	113.5	31,284	109.3	32,052	102.5	29,479	92.0	29,956	101.6
New store openings	39	81.3	39	100.0	42	107.7	39	92.9	26	66.7

3. Sales by prefecture and Retail floor space (Shimamura)

(Units: Millions of yen, ㎡, %)

Prefecture	Net sales	YOY (%)	Retail Space	YOY (%)	Number stores	Market Share
Hokkaido	18,667	104.3	68,717	102.1	62	6.5
Aomori	6,825	102.2	23,811	100.0	23	13.2
Iwate	6,192	100.8	19,363	105.3	19	12.2
Miyagi	9,845	97.0	36,282	99.8	34	7.6
Akita	5,085	102.2	17,327	100.0	17	12.2
Yamagata	5,221	100.8	17,017	100.0	16	14.0
Fukushima	11,903	96.0	39,925	100.3	39	15.3
Hokkaido Tohoku area	63,741	100.5	222,442	101.1	210	9.5
Ibaraki	14,819	98.9	57,005	98.2	54	10.5
Tochigi	9,999	101.5	34,152	100.0	34	10.8
Gunma	10,260	100.5	38,714	100.0	37	11.2
Saitama	32,562	101.5	106,914	101.2	102	7.6
Chiba	21,349	101.9	75,605	104.6	71	7.9
Tokyo	18,157	110.9	43,947	113.7	50	1.9
Kanagawa	18,415	105.5	52,333	106.4	48	3.6
Yamanashi	4,089	99.4	14,362	100.0	14	10.2
Nagano	11,294	100.9	41,395	100.0	40	10.6
Kanto Koshin Area	140,948	102.7	464,427	102.6	450	5.3
Niigata	10,124	99.8	38,398	100.1	36	11.3
Toyama	5,316	100.0	21,661	100.0	22	10.2
Ishikawa	4,338	101.1	18,585	100.0	18	7.3
Fukui	3,267	99.7	11,604	99.8	12	10.6
Hokuriku area	23,047	100.1	90,248	100.0	88	10.0
Gifu	7,203	99.4	25,885	100.3	26	7.1
Shizuoka	15,203	101.5	41,891	102.5	40	7.8
Aichi	20,968	102.4	59,380	102.1	59	6.0
Mie	6,015	102.0	21,836	99.7	21	6.6
Tokai Area	49,210	101.6	148,992	101.5	146	6.7
Shiga	5,328	102.8	19,159	104.2	19	7.7
Kyoto	5,125	100.2	14,026	100.0	13	3.3

Prefecture	Net sales	YOY (%)	Retail Space	YOY (%)	Number stores	Market Share
Oosaka	14,489	111.9	38,247	116.8	35	3.0
Hyougo	11,956	101.3	35,778	100.0	34	4.0
Nara	4,038	98.9	13,861	100.0	14	5.1
Wakayama	4,197	102.9	13,763	100.0	14	8.9
Kinki area	45,136	104.5	134,834	104.9	129	4.0
Tottori	2,860	100.5	8,080	100.6	7	11.7
Shimane	2,279	99.2	8,294	99.9	8	8.1
Okayama	7,191	100.3	23,091	100.4	22	7.3
Hiroshima	7,309	96.9	24,377	100.0	23	4.4
Yamaguchi	5,578	102.6	20,799	105.5	20	9.0
Chugoku area	25,219	99.7	84,641	101.5	80	6.6
Tokushima	2,622	99.1	9,212	100.0	9	5.3
Kagawa	3,270	99.7	14,150	100.0	14	6.1
Ehime	4,721	100.7	16,759	99.9	16	6.1
Kochi	3,322	99.7	11,381	100.0	11	8.5
Shikoku Area	13,937	99.9	51,502	100.0	50	6.4
Fukuoka	13,451	101.6	47,878	102.4	43	5.2
Saga	3,382	97.3	11,983	99.9	12	8.7
Nagasaki	4,164	100.5	11,772	100.0	11	7.2
Kumamoto	6,791	100.7	20,443	100.0	21	7.8
Ooita	4,787	99.8	18,216	100.0	16	7.1
Miyazaki	4,990	101.9	17,858	105.8	17	9.1
Kagoshima	5,264	103.4	16,720	106.1	17	5.7
Okinawa	2,956	104.8	9,448	100.0	9	7.0
Kyusyu Okinawa Area	45,789	101.3	154,318	102.0	146	6.6
Shimamura	407,029	101.8	1,351,404	102.0	1,299	6.1
Avail	52,831	98.3	276,420	102.9	279	-
Birthday	26,772	113.5	140,871	107.0	150	-
Chamble	9,896	102.5	73,466	101.7	76	-
Divalo	786	129.4	4,918	128.5	16	-

Ⅲ. CHINA TAIWAN Shimamura

1. Financial Summary and Forecast

(1) Profit and loss statement

(Units : Millions of yen、%)

科目	Feb-2013			Feb-2014			Aug-2014 Forecast			Feb-2015 Forecast		
	Amount	Comp ratio	YOY	Amount	Comp ratio	YOY	Amount	Comp ratio	YOY	Amount	Comp ratio	YOY
Net Sales	3,739	100.0	115.2	4,263	100.0	114.0	2,156	100.0	118.6	4,900	100.0	114.9
Cost of goods sold	2,412	64.5	115.4	2,703	63.4	112.1	1,376	63.9	118.3	3,111	63.5	115.1
Operating Gross Profit	1,330	35.6	114.7	1,564	36.7	117.5	780	36.2	118.8	1,790	36.5	114.5
SG & A expenses	1,293	34.6	122.0	1,456	34.2	112.6	766	35.5	113.9	1,580	32.3	108.6
Operating Profit	37	1.0	37.8	108	2.5	286.0	14	0.6	—	210	4.3	194.2
Ordinary Profit	23	0.6	25.5	98	2.3	—	1	0.0	—	183	3.7	186.5
Net Profit	65	1.8	71.0	98	2.3	149.4	1	0.0	—	183	3.7	186.5

Exchange rates (1NT$)	3.17yen	3.38yen	3.50yen	3.50yen

(2) Profit and loss statement

(Units : Millions of NT$、%)

科目	Feb-2013			Feb-2014			Aug-2014 Forecast			Feb-2015 Forecast		
	Amount	Comp ratio	YOY	Amount	Comp ratio	YOY	Amount	Comp ratio	YOY	Amount	Comp ratio	YOY
Net Sales	1,179	100.0	98.1	1,261	100.0	106.9	616	100.0	110.4	1,400	100.0	110.0
Cost of goods sold	761	64.5	98.3	799	63.4	105.1	393	63.9	110.2	889	63.5	111.1
Operating Gross Profit	419	35.6	97.7	462	36.7	110.2	223	36.2	110.6	511	36.5	110.5
SG & A expenses	407	34.6	103.9	430	34.2	105.6	219	35.5	106.1	451	32.3	104.8
Operating Profit	11	1.0	32.2	31	2.5	268.3	4	0.6	—	60	4.3	187.5
Ordinary Profit	7	0.6	21.7	29	2.3	—	0	0.0	—	52	3.7	180.1
Net Profit	20	1.8	60.5	29	2.3	140.2	0	0.0	—	52	3.7	180.1

Ⅳ. CHINA （Shanghai）Shimamura

1．Financial Summary and Forecast

(1) Profit and loss statement

(Units：Millions of yen、%)

科目	Dec-2012			Dec-2013			Jun-2014 Forecast			Dec-2014 Forecast		
	Amount	Comp ratio	YOY	Amount	Comp ratio	YOY	Amount	Comp ratio	YOY	Amount	Comp ratio	YOY
Net Sales	－	－	－	317	100.0	－	345	100.0	－	1,100	100.0	－
Cost of goods sold	－	－	－	211	66.7	－	202	58.7	273.4	626	57.0	296.1
Operating Gross Profit	－	－	－	105	33.3	－	142	41.3	－	473	43.0	－
SG & A expenses	－	－	－	495	156.2	－	363	105.3	172.0	966	87.9	194.9
Operating Profit	－	－	－	△390	－	－	△221	－	122.5	△493	－	126.4
Ordinary Profit	－	－	－	△383	－	－	△216	－	118.5	△463	－	120.6
Net Profit	－	－	－	△363	－	－	△216	－	124.8	△463	－	127.4

Exchange rates (RMB)	－	17.65yen	17.00yen	17.00yen

(2) Profit and loss statement

(Units：Millions of RMB、%)

科目	Dec-2012			Dec-2013			Jun-2013 Forecast			Dec-2014 Forecast		
	Sales	Comp ratio	YOY	Sales	Comp ratio	YOY	Sales	Comp ratio	YOY	Sales	Comp ratio	YOY
Net Sales	－	－	－	17	100.0	－	20	100.0	－	64	100.0	－
Cost of goods sold	－	－	－	11	66.7	－	11	58.7	263.2	36	57.0	－
Operating Gross Profit	－	－	－	5	33.3	－	8	41.3	－	27	43.0	－
SG & A expenses	－	－	－	28	156.2	－	21	105.3	165.6	56	87.9	202.4
Operating Profit	－	－	－	△22	－	－	△13	－	117.9	△29	－	131.2
Ordinary Profit	－	－	－	△21	－	－	△12	－	114.1	△27	－	125.3
Net Profit	－	－	－	△20	－	－	△12	－	120.2	△27	－	132.3