



Credit Card Business

- The Company focused effort on the recruitment of Aoyama Card members and provided financial services in areas corresponding to customer lifestyles.
- The number of Aoyama Card members reached 3.50 million at the end of February 2008 (an increase of 0.21 million from the previous year).
- As a result, revenues from the credit card business in the year under review increased 0.6% year on year to ¥9,304 million, while operating income decreased 7.4% to ¥1,945 million.

Year	Sales	Operating income
2006	8,339	2,147
2007	9,246	2,100
2008	9,304	1,945

Commercial Printing Business

- Ascon placed priority on the cultivation of relationships with existing customers, reinforcement of efforts to win new customers, and profit-oriented selling.
- Nevertheless, price increases for printing stocks due to soaring raw material prices, a decline in unit prices of orders received, and a decrease in the number of orders for advertising and promotional materials affected the business results.
- As a result, sales from the commercial printing business in the year under review decreased 4.2% year on year to ¥10,040 million, and operating income decreased by 30.3% to ¥368 million.

Year	Sales	Operating income
2006	10,437	494
2007	10,485	529
2008	10,040	368

Sundry Sales Business

- This business involves the operation of Daiso & Aoyama 100 Yen Plaza shops on premises previously occupied by Yofuku-no-Aoyama or CALAJA stores or shared with Yofuku-no-Aoyama stores to achieve synergy. During the term 10 new stores were opened and 6 stores were closed, bringing the total number of stores to 146 at the end of February 2008 (an increase of 4 stores from the previous term).
- Despite efforts to achieve low-cost operations, sales from the sundry sales business in the year under review decreased 5.0% year on year to ¥19,205 million mainly owing to intensification of competition. Operating income decreased 27.2% to ¥433 million.

Year	Sales	Operating income
2006	20,549	571
2007	20,211	596
2008	19,205	433

Menswear Retail Business

- To increase market share, the Company opened a total of 21 new stores in the year under review: 14 Yofuku-no-Aoyama stores, 3 Plus A The Suit Aoyama stores, 2 The Suit Company stores, and 2 The Suit Company's Weekend stores.
- To respond to changes in the market, the Company relocated or rebuilt 24 Yofuku-no-Aoyama stores and 1 The Suit Company store and closed 6 inefficient stores.
- As a result, sales from the menswear retail business rose 1.3% year on year to ¥179,696 million, and operating income rose 6.0% to ¥20,404 million.

Year	Sales	Operating income
2006	167,133	17,912
2007	177,437	19,257
2008	179,696	20,404

Suit Business

- The number of suits sold increased to 2,751,000, exceeding by 3.6% the record-high of 2,656,000 suits sold in the previous year.
- The average unit selling price for suits increased 0.6% year on year to ¥24,981.
- To attract new customer segments, the Company launched Miss JUNKO, a new brand of women's wear, and HILTON TIME, a brand of high-grade suits designed for the children of baby boomers.
- As a result, sales from the suit business increased 3.3% year on year to ¥173,059 million.

CALAJA Business

- To bring about a recovery in business performance, the Company implemented measures to reactivate existing stores through such means as a merchandise review and events to attract customers.
- Nevertheless, mainly owing to the closing of 28 inefficient stores at the end of the previous term and unseasonable weather, sales of the CALAJA business fell 36.6% year on year to ¥6,251 million. The operating loss improved by ¥433 million year on year to ¥247 million.