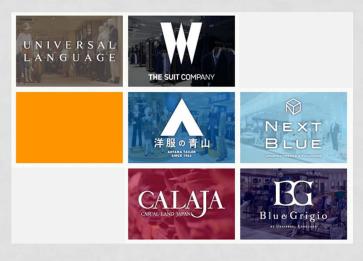
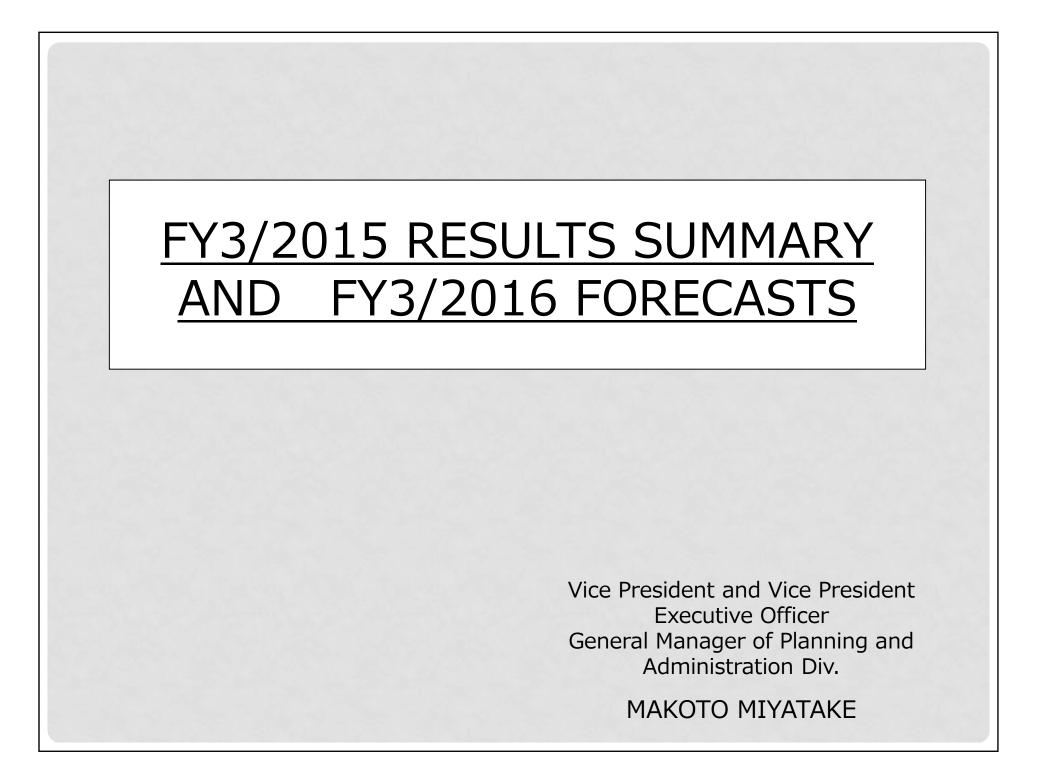
## AOYAMA TRADING CO., LTD. FY3/2015 RESULTS BRIEFING MATERIALS



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	Aoyama Trading Co., Ltd.



## **FY3/2015 CONSOLIDATED EARNINGS**

[¥ Million]

		Current Term FY3/2015	YoY Change	YoY(%)	Interim forecast change	main factor of YoY change
Net sales	222,139	221,712	-426	-0.2	-488	Bisiness Wear Business -4,171 Casual Wear Business +3,044
Gross profit	127,780	126,942	-837	-0.7	-658	<sales ratio="" yoy=""> Business Wear Business -0.2Pt</sales>
Expenses	105,189	107,914	2,725	2.6	-1,086	Bisiness Wear Business +1,000 Casual Wear Business +1,500 Business Wear
Operating income	22,590	19,028	-3,562	-15.8	428	Business Wear Business -4,330 Casual Wear Business +617 Gain on valuation of
Ordinary income	24,650	21,683	-2,966	-12.0	1,283	Gain on valuation of derivatives YoY +206 Foreign exchange gains YoY +469
Net income	12,962	12,807	-154	-1.2	1,707	Gain on sales of investment securitis +2,322
(Note) Amounts a	are rounded do	yen.		OE 5.4% ma Trading Co., Ltd.		

## ♦FY3/2015 CONSOLIDATED BALANCE SHEET ◆

【¥ Million】

		Previous fiscal year	Current Fiscal Year	YoY	MAIN FACTOR		
		March 31,2014	March 31,2015	CHANGE			
	OTAL SSET	352,733	350,752	-1,981			
	CURRENT ASSET	190,612	185,457	-5,155	cash and deposits+3,768, Merchandise and finished goods+5,162, Operating loans+2,240, Seculities-16,699		
	NON- CURRENT ASSET	161,981	165,086	3,104	Investment seculities-4,471, Property,plant and equipment+7,249		
	OTAL ABILITIE	108,502	112,683	4,180			
	CURRENT LIABILITIES	66,853	61,771	-5,081	Electronically recorded obligations-Trade+8,902, Short-term loans payable+1,000, Accounts payable other-6,230, Current portion of bonds-9,000		
	NON- CURRENT LIABILITIES	41,649	50,911	9,262	Bonds payable+9,000		
тот	AL NET ASSET	244,231	238,069	-6,162	Retained earnings+6,962, Treasury shares-13,218		
LIABILITIES AND ASSET		352,733	350,752	-1,981			
(N	lote) Amour	nts are rounde	ed down to th	e nearest	million yen.		
				4	Aoyama Trading Co., Lto		

### ♦FY3/2015 CONSOLIDATED STATEMENTS OF CASH FLOWS

【¥ Million】

	Previous fiscal year	Current fiscal year	BREAKDOWN
	March 31,2014	March 31,2015	
Operating activities C/F	10,840	18,136	Income before income taxes and minority interests+22,326, Depreciation+8,559, Loss(gain)on sales of investment securities-2,322, Increase(decrease)in operating loans receivable-2,240, Increase(decrease)in inventories-4,964, Increase(decrease)in accounts payable-other-5,759
Investing activities C/F	-17,117	8,456	Purchase and proceeds from sakes of short-term and long-term securities +26,694, Purchase of property,plant and equipment-16,717
Financing activities C/F	-6,028	-18,497	Purchase of treasury shares-13,962, Cash dividends paid-5,307
Effect of exchange rate change on cash and cash equivalents	-12,277	8,233	
The biginning of period	42,035	29,758	
The end of period	29,758	37,991	
(Note) Amount	ts are rounded	d down to the	nearest million yen.
			5 Aoyama Trading Co., Ltd.

## FY3/2015 SEGMENT PERFORMANCE

[¥ Million]

	T					- <b>-</b>		
	FY3/	2014	FY3/	FY3/2015		nge	YoY(%)	
	Net Sales	Operating income						
Business Wear Business	183,279	21,868	179,107	17,537	-4,171	-4,330	-2.3	-19.8
Casual Wear Business	9,625	-794	12,669	-177	3,044	617	31.6	_
Credit Card Business	3,604	557	3,851	790	246	233	6.8	41.9
Printing and Media Business	11,008	318	11,360	178	351	-140	3.2	-44.1
Sundry Sales Business	15,843	418	15,339	458	-503	39	-3.2	9.5
Others	2,671	129	3,434	172	763	43	28.6	33.3
Adjustments	-3,893	93	-4,052	68	-158	-25		-27.0
TOTAL	222,139	22,590	221,712	19,028	-426	-3,562	-0.2	-15.8

## **FY3/2015 PARENT EARNINGS**

[¥ Million]

	FY3/2014	I	FY3/2015	;	
	Results	Results	Change	YoY (%)	MAIN FACTOR
Net Sales	185,709	181,480	-4,229	-2.3	<ul> <li>Due to a reaction to a rush of demand before a consumption tax increase</li> </ul>
Business Wear Business	181,816	177,690	-4,126	-2.3	• Sales of exsting stores were -5.5% of the previous year (Premise -5.4% of previous year)
CasualWear/Reuse Business	3,893	3,790	-103	-2.6	
Gross Profit	111,358	108,405	-2,953	-2.7	
(Sales ratio)	(60.0 % )	(59.7 % )	(-0.3%)		
Business Wear Business	109,507	106,578	-2,929	-2.7	· Concerns over cost inflation due to a weakening yen etc
(Sales ratio)	(60.2 % )	(60.0 % )	(-0.2%)		
CasualWear/Reuse Business	1,851	1,826	-25	-1.3	
(Sales ratio)	(47.6 % )	(48.2 % )	(+ 0.6%)		
Selling,general and administrative expenses	90,295	91,303	1,008	1.1	
Business Wear Business	88,395	89,376	981	1.1	
CasualWear/Reuse Business	1,900	1,926	26	1.4	
Operating income	21,063	17,101	-3,962	-18.8	
Business Wear Business	21,112	17,201	-3,911	-18.5	
CasualWear/Reuse Business	-49	-100	-51		

## **FY3/2015 PARENT EARNINGS**

[¥ Million]

	FY3/2014	FY3/2015		;	
	Results	Results	Change	YoY (%)	MAIN FACTOR
Net Sales	185,709	181,480	-4,229	-2.3	• Due to a reaction to a rush of demand before a consumption tax increase
Business Wear Business	181,816	177,690	-4,126	-2.3	• Sales of exsting stores were -5.5% of the previous year (Premise -5.4% of previous year)
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Business Wear Business	109,507	106,578	-2,929	-2.7	• Concerns over cost inflation due to a weakening yen et
(Sales ratio)	(60.2 % )	(60.0 % )	<mark>(-0.2%)</mark>		
CasualWear/Reuse Business	1,851	1,826	-25	-1.3	
(Sales ratio)	(47.6 % )	(48.2 % )	(+ 0.6%)		
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CasualWear/Reuse Business	-49	-100	-51		

## **FY3/2015 PARENT EARNINGS**

				[¥ Million]	
	FY3/2014		FY3/2015	5	
	Result	Result	Change	YoY (%)	<business business="" wear=""></business>
Net sales	185,709	181,480	-4,229	-2.3	«Expenses»
Business wear Business	181,816	177,690	-4,126	-2.3	[YoY Change]
Casual Wear/Reuse Business	3,893	3,790	-103	-2.6	
Gross profit	111,358	108,405	-2,953	-2.7	$\bigcirc$ Personnel expenses +15¥ Million
(Sales ratio)	(60.0 % )	(59.7 % )	(-0.3%)		
Business wear Business	109,507	106,578	-2,929	-2.7	OAdvertising expenses -56¥ Million
(Sales ratio)	(60.2 % )	(60.0 % )	(-0.2%)		OUtilities expenses -72¥ Million
Casual Wear/Reuse Business	1,851	1,826	-25	-1.3	OComputer and internet
(Sales ratio)	(47.6 % )	(48.2 % )	(+ 0.6%)		administration costs
Selling,general and administrative expenses	90,295	91,303	1,008	1.1	-63¥ Millior
Business wear Business	88,395	89,376	981	1.1	<ul> <li>Rent expenses +752¥ Million</li> <li>Depreciation +533¥ Million</li> </ul>
Casual Wear/Reuse Business	1,900	1,926	26	1.4	
Operating income	21,063	17,101	-3,962	-18.8	
Business wear Business	21,112	17,201	-3,911	-18.5	The amount of expenses +981¥ Million
Casual Wear/Reuse Business	-49	-100	-51		

## ♦FY3/2016 CONSOLIDATED FORECAST ◆

[¥ Million]

	FY3/2015 Result	FY3/2016 Forecast	Change	YoY (%)	Premise
Net sales	221,712	237,200	15,488	7.0	Business Wear Business+8,893 Casual Wear Business+4,231
Gross profit	126,942	135,900	8,958	7.1	<sales of="" ratio="" yoy=""> Business Wear Business 100% of YoY</sales>
Expenses	107,914	115,200	7,286	6.8	Business Wear Business+3,700 Casual wear Business+2,600
Operating income	19,028	20,700	1,672	8.8	Business Wear Business+1,363 Casual Wear Business+627
Ordinary income	21,683	21,300	-383	-1.8	Loss on valuation of derivatives 420(Gain on valuation of derivatives 1,092 in the previous year)
Net income	12,807	12,300	-507	-4.0	
(Note) Amounts a	are rounded down t	ROE	Forecast 5.2%		
		Аоу	ama Trading Co., Ltd.		

## ♦FY3/2016 SEGMENT FORECAST ◆

[¥ Million]

	T		1		1		• •	
	FY3/	2015	FY3/2016		Cha	nge	YoY(%)	
	Net Sales	Operating income						
Business Wear Retail Business	179,107	17,537	188,000	18,900	8,893	1,363	5.0	7.8
Casual Wear Business	12,669	-177	16,900	450	4,231	627	33.4	_
Credit Card Business	3,851	790	4,000	850	149	60	3.8	7.5
Printing and Media Business	11,360	178	12,430	150	1,070	-28	9.4	-15.7
Sundry Sales Business	15,339	458	14,800	350	-539	-108	-3.5	-23.6
Others	3,434	172	4,900	0	1,466	-172	42.7	-
Adjustments	-4,052	68	-3,830	0	222	-68	_	_
TOTAL	221,712	19,028	237,200	20,700	15,488	1,672	7.0	8.8

## ◆FY3/2016 PARENT FORECAST◆

【¥ Million】

	FY3/2015	I	FY3/2016		Duamiaa
	Result	forecast	Change	YoY (%)	Premise
Net sales	181,480	190,000	8,520	4.7	
Business wear Business	177,690	186,370	8,680	4.9	<ul> <li>Sales premise of exsiting stores +3.1%</li> <li>(1H+6.3%, 2H+1.0%)</li> </ul>
Casual Wear/Reuse Business	3,790	3,630	-160	-4.2	
Gross profit	108,405	113,400	4,995	4.6	
(Sales ratio)	(59.7 %)	(59.7 %)	(0.0%)		
Business wear Business	106,578	111,570	4,992	4.7	$\cdot$ Sales ratio were about the same level year on yea
(Sales ratio)	(60.0 %)	(59.9 %)	(-0.1%)		
Casual Wear/Reuse Business	1,826	1,830	4	0.2	
(Sales ratio)	(48.2 %)	(50.4 %)	(+ 2.2%)		
Selling,general and administrative expenses	91,303	94,900	3,597	3.9	
Business wear Business	89,376	93,070	3,694	4.1	
Casual Wear/Reuse Business	1,926	1,830	-96	-5.0	
Operating income	17,101	18,500	1,399	8.2	
Business wear Business	17,201	18,500	1,299	7.6	
Casual Wear/Reuse Business	-100	0	100	-	
(Note)Amounts a	re rounded dow	n to the nearest	million yen.		
			12		Aoyama Trading Co., Ltd

## ♦FY3/2016 PARENT FORECAST ◆

[¥ Million]

	FY3/2015	/2015 <b>FY3/2016</b>			– Premise	
	Result	forecast	Change	YoY (%)	Freinise	
Net sales	181,480	190,000	8,520	4.7		
Business wear Business	177,690	186,370	8,680	4.9	<ul> <li>Sales premise of exsiting stores +3.1%</li> <li>(1H+6.3%, 2H+1.0%)</li> </ul>	
Casual Wear/Reuse Business	3,790	3,630	-160	-4.2		
Gross profit	108,405	113,400	4,995	4.6		
(Sales ratio)	(59.7 %)	(59.7 %)	(0.0%)			
Business wear Business	106,578	111,570	4,992	4.7	$\cdot$ Sales ratio were about the same level year on yea	
(Sales ratio)	(60.0 %)	(59.9 %)	(-0.1%)			
Casual Wear/Reuse Business	1,826	1,830	4	0.2		
(Sales ratio)	(48.2 %)	(50.4 %)	(+ 2.2%)			
Selling,general and administrative expenses	91,303	94,900	3,597	3.9		
Business wear Business	89,376	93,070	3,694	4.1		
Casual Wear/Reuse Business	1,926	1,830	-96	-5.0		
Operating income	17,101	18,500	1,399	8.2		
Business wear Business	17,201	18,500	1,299	7.6		
Casual Wear/Reuse Business	-100	0	100	-		
(Note)Amounts a	re rounded dow	n to the nearest	million yen.			
			13		Aoyama Trading Co., Ltd.	

## ♦FY3/2016 PARENT FORECAST ◆

				【¥ Million】	
	FY3/2015	F	Y3/2016		<business b<="" th="" wear=""></business>
	Result	forecast	Change	YoY (%)	«expenses»
Net sales	181,480	190,000	8,520	4.7	YoY Chang +3,694¥ Mil
Business wear Business	177,690	186,370	8,680	4.9	
Casual Wear/Reuse Business	3,790	3,630	-160	-4.2	OPersonnel exper
Gross profit	108,405	113,400	4,995	4.6	+79
(Sales ratio)	(59.7 %)	(59.7 %)	(0.0%)		OAdvertising exp
Business wear Business	106,578	111,570	4,992	4.7	+82
(Sales ratio)	(60.0 %)	(59.9 %)	(-0.1%)		OUtilities expense
Casual Wear/Reuse Business	1,826	1,830	4	0.2	+20
(Sales ratio)	(48.2 %)	(50.4 %)	(+ 2.2%)		OComputer and i
Selling,general and administrative expenses	91,303	94,900	3,597	3.9	administratio
Business wear Business	89,376	93,070	3,694	4.1	+ 513
Casual Wear/Reuse Business	1,926	1,830	-96	-5.0	ORent expenses
Operating income	17,101	18,500	1,399	8.2	+658
Business wear Business	17,201	18,500	1,299	7.6	ODepreciation
Casual Wear/Reuse Business	-100	0	100	-	+ 366
(Note)Amounts a	re rounded dow	n to the nearest	million yen.		
			14		Aoyama Tradir

Business> ge] llion

enses 6¥ Million penses 3¥ Million ses 0¥ Million internet on costs 3¥ Million 58¥ Million

6¥ Million

## SHAREHOLDER RETURNS



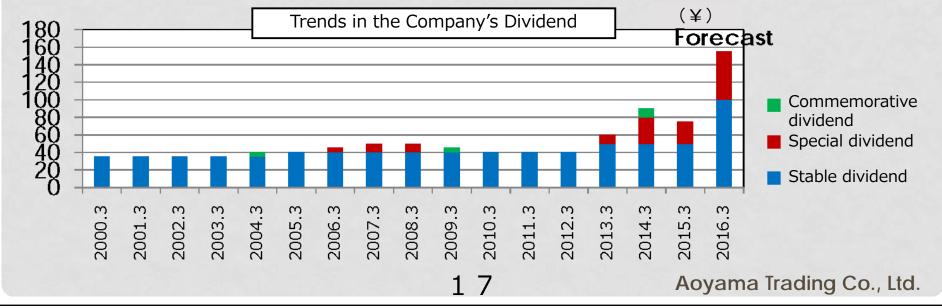
### ◆ SHAREHOLDER RETURNS ◆ ~ ADOPTING THE POLICY OF RETURN OF PROFITS TO SHAREHOLDERS~

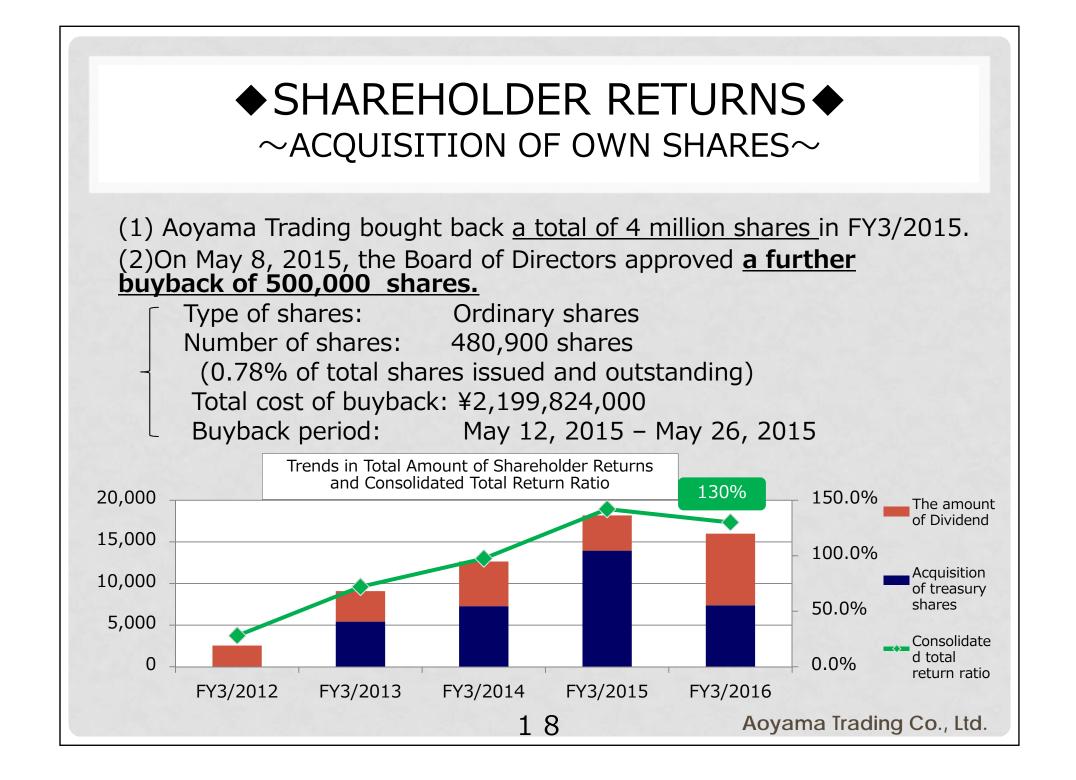
	Up to the current fiscal year (Fiscal 2014)	During the period of the medium- term management plan (From Fiscal 2015 to 2017)
(1) Policy of return of profits to shareholders	Not provided.	Consolidated total return ratio is targeted at 130%.
(i) Dividend policy	Payout ratio is to be maintained at 35% against the Company's non- consolidated net income calculated excluding special or extraordinary income and losses such as gain or loss on valuation of derivatives. Specifically, a steady ordinary dividend of ¥50 per share will be paid, and if the amount of dividend calculated based on the targeted payout ratio of 35% exceeds ¥50, the excess amount will be treated as performance-linked dividend and will be paid out as special dividend at the end of the fiscal year.	Payout ratio is to be targeted at 70% against the Company's consolidated net income. Specifically a steady ordinary dividend of ¥100 per share will be paid, and if the amount of dividend calculated based on the targeted payout ratio of 70% exceeds ¥100, the excess amount will be treated as performance- linked dividend and will be paid out as special dividend at the end of the fiscal year.
(ii) Policy of acquisition of own shares	Not provided.	The acquisition of own shares will be conducted targeting the amount derived by subtracting the total dividend amount from 130% of consolidated net income.
	16	Aoyama Trading Co., Ltd

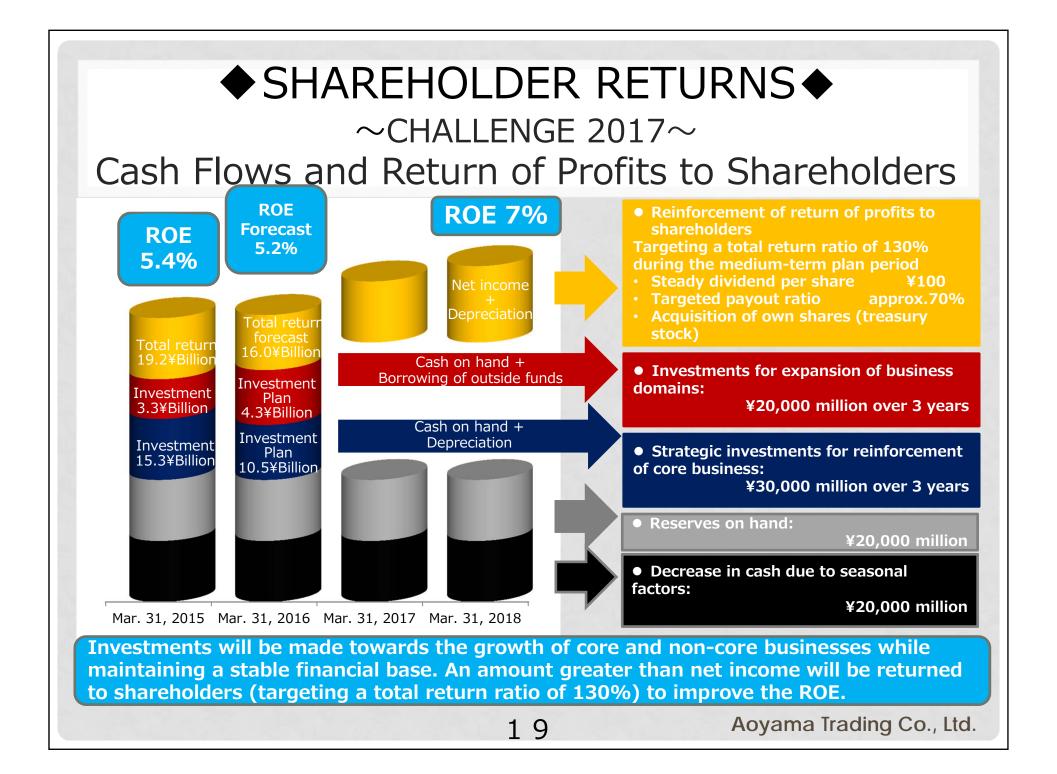
### ◆SHAREHOLDER RETURNS◆ ~DIVIDEND AND DIVIDEND FORECAST~

◇FY3/2015 dividend (Policy up to previous fiscal year) Full-year dividend of ¥75 per share (interim ¥25, year-end ¥50), including a special dividend of ¥25.

◇FY3/2016 dividend forecast (Policy for the next three years starting current fiscal year) Full-year dividend of ¥155 per share (interim ¥50, year-end ¥105), including a special dividend of ¥55.







# FY3/2015 REVIEW AND FY3/2016 STRATEGIES

President and CFO

Osamu Aoyama

# FY3/2015 REVIEW ~ SUMMARY ~



- <1Q> <u>Backlash to the last-minute demand ahead of the consumption tax hike (YoY: 92.1%)</u> Sales by the last-minute demand in the pervious year were estimated to be about ¥2.6 billion. In particular, there was large last-minute demand in heavy clothing such as suits and formal wear, and the backlash was more significant in the suburbs than the Tokyo metropolitan area.
- <2Q> <u>Downturn in consumer confidence after the consumption tax hike (YoY: 97.0%)</u> Although sales were expected to recover in 2Q, they struggled due to bad weather, etc. The trend of declining customers and increasing average sale per customer continued in 1Q and after, highlighting a significant downturn in consumer confidence due to the consumption tax hike.
- <3Q> <u>Downturn in consumer confidence demand for job-hunting suits until 4Q (YoY: 90.1%)</u> While the downturn in consumer confidence continued, sales of existing stores declined significantly. This decline was partly due to a decrease in sales of job-hunting suits, which is a consequence of a change in the time to start job hunting – from December to March.

<4Q> <u>Increase in demand for suits for job hunting students and new employees</u> (YoY: 98.7%)

Due to a change in the timing to start job hunting, the demand for job-hunting suits peaked in February with existing-store sales in February of 117.8% on a year-over-year basis. Although sales in March were expected to decline as they grew significantly in the previous year due to the last-minute demand, together with negative day factors, they fared better than expected.

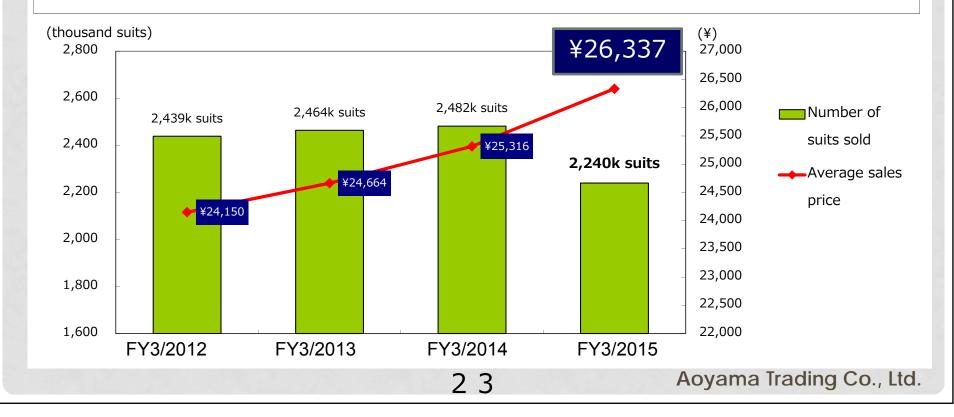
♦ FY3/2015 REVIEW
 ♦ NET SALES BY PRODUCT CATEGORY (SUIT BUSINESS)

Due to a reaction to a rush of demand before a consumption tax increase, suits and formalwear sales decreased. Regarding women's apparel, due to increase formalwear, As a result, sales remained brisk.

		FY3/2014		FY3/20	015	YoY Change	
		Amount	Share of total amount	Amount	Share of total amount	Amount	Growth
			%		%		%
	Suits/three-piece suits	62,918	34.6	59,073	33.2	-3,845	-6.1
	Jackets	6,009	3.3	5,846	3.3	-162	-2.7
Heavy clothing	Slacks	8,716	4.8	8,652	4.9	-64	-0.7
cioting	Coats	6,005	3.3	5,689	3.2	-315	-5.3
	Formalwear	22,088	12.2	20,909	11.8	-1,179	-5.3
	Subtotal	105,738	58.2	100,171	56.4	-5,566	-5.3
Light Casua Clothing Other	Shirt/Necktie etc	28,038	15.4	28,095	15.8	56	0.2
	Casualwear	7,839	4.3	7,371	4.1	-468	-6.0
	Other products	12,552	6.9	12,561	7.1	9	0.
	Subtotal	48,429	26.6	48,028	27.0	-401	-0.8
Wom	enswear	21,286	11.7	23,600	13.3	2,314	10.9
	ty point ursements	2,865	1.6	2,678	1.5	-186	-6.
Apparel adjustment services		3,496	1.9	3,211	1.8	-285	-8.2
Total		181,816	100.0	177,690	100.0	-4,126	-2.3
(Notes	s) 1." Other product 2.Women' s we	ts" include sh ar includes wo	noes, under omen's su	wear and sun its, formal w	dries. ear, shirt,	pumps, e	etc.
			22			ma Tradin	

# FY3/2015 REVIEW NO. OF SUITS SOLD AND AVERAGE SALES PRICE While the number of suits sold decreased, The average sales unit price improved sharply .

Sales of suits declined due to a downturn in consumer confidence as a result of the backlash to the lastminute demand in the previous year as well as the consumption tax hike and to a decline in sales of the second suit triggered by reviewing the discount sale. Meanwhile, the average sales unit price of suits improved significantly because the Company discontinued the cut price of a second suit for 1,000 yen and changed this to a second suit for half price and increased the percentage of high value-added products in order to absorb the higher costs due to the weaker yen.

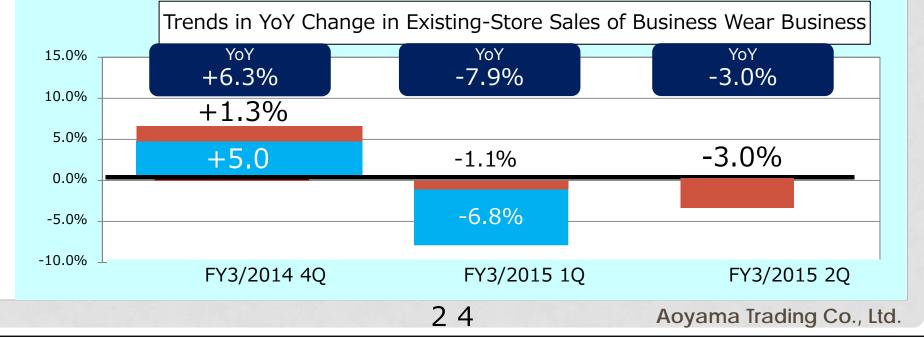


## ◆ FY3/2015 REVIEW ◆

### $\sim\!$ INFLUENCE OF INCREASE IN CONSUMER TAX $\sim$

## ◇Influence of consumption tax increase accounted for about -5% of -5.5% change of full-year existing-store sales.

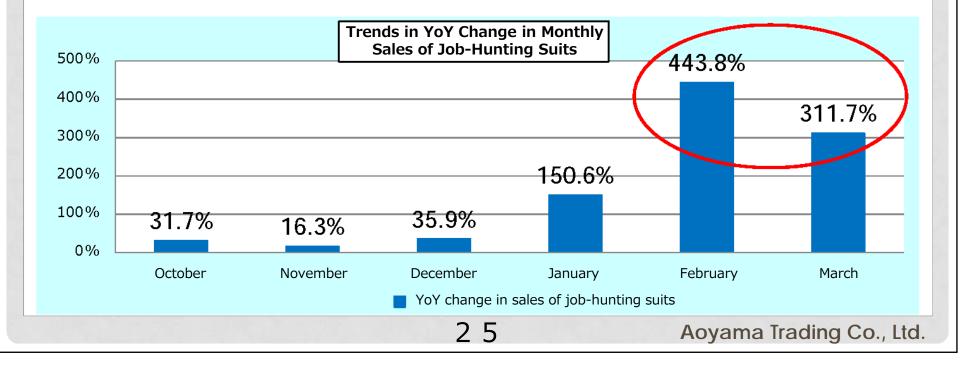
Existing-store sales of the Business Wear Business increased by 6.3% on a year-over-year basis in FY3/2014 4Q, and of that, the last-minute demand accounted for about 5%. In FY3/2015 1Q, sales declined by 7.9% (YoY) of which 6.8% was due to the backlash to the last-minute demand. The full-year influence was estimated to be about -3%. Sales continued to decline in 2Q and after due to a downturn in consumer confidence whose full-year influence was estimated to be about -2%.



# ♦ FY3/2015 REVIEW ◆ ~INFLUENCE OF CHANGE IN TIMING TO START JOB HUNTING ~

♦ Sales of job-hunting suits in the second half were 85% of those of the previous year with the full-year influence of about -0.5%.

Due to a change in the timing to start job hunting from December to March, the peak of sales of job-hunting suits shifted from November to February. To deal with the issue of securing sales staff as well as products, the Company hired temporary staffs and launched spring-summer season items early. However, as sales of seasonal items such as coats declined, sales of job-hunting suits in the second half remained 85% of those of the previous year. It was estimated that this accounted for about -0.5% of the full-year YoY change in existing-store sales of -5.5%.



# ♦ FY3/2015 REVIEW ♦~REVIEW OF EAGLE RETAILING CORPORATION(1)~

### ◇Full-year operating income greatly improved from the previous year.

In the current year, the Company opened 10 stores (5 in the first half and 5 in the second half) especially in SC which tend to be profitable. The number of stores at the end of the year was 18. Sales grew to about ¥9.4 billion although they were a little short of the plan.



As a result of implementing measures such as price review to deal with increased cost due to the weak yen, the gross profit rate improved by 1.8 points from the previous year but declined by 1.7 points compared to the plan. Meanwhile, as a result of reviewing expenses such as labor cost and logistics cost, operating loss improved by ¥652 million to ¥77 million from operating loss of ¥730 million in the previous year although it did not reach the operating income target of ¥60 million.

(Millions of yen)	FY3/2014 (Previous year)	FY3/2015 (Current year)	Change from previous year	% change from pervious year	Change from interim period forecast
Net sales	6,147	9,397	+3,250	152.9%	-352
Gross profit rate	52.9%	54.7%	+1.8	-	-1.7
Selling, general and administrative expenses	3,983	5,218	+1,235	131.0%	-218
Operating income	-730	-77	+652	-	-137

# FY3/2015 REVIEW ~REVIEW OF EAGLE RETAILING CORPORATION(2)~

### ◇Initiatives to address issues in interim period.

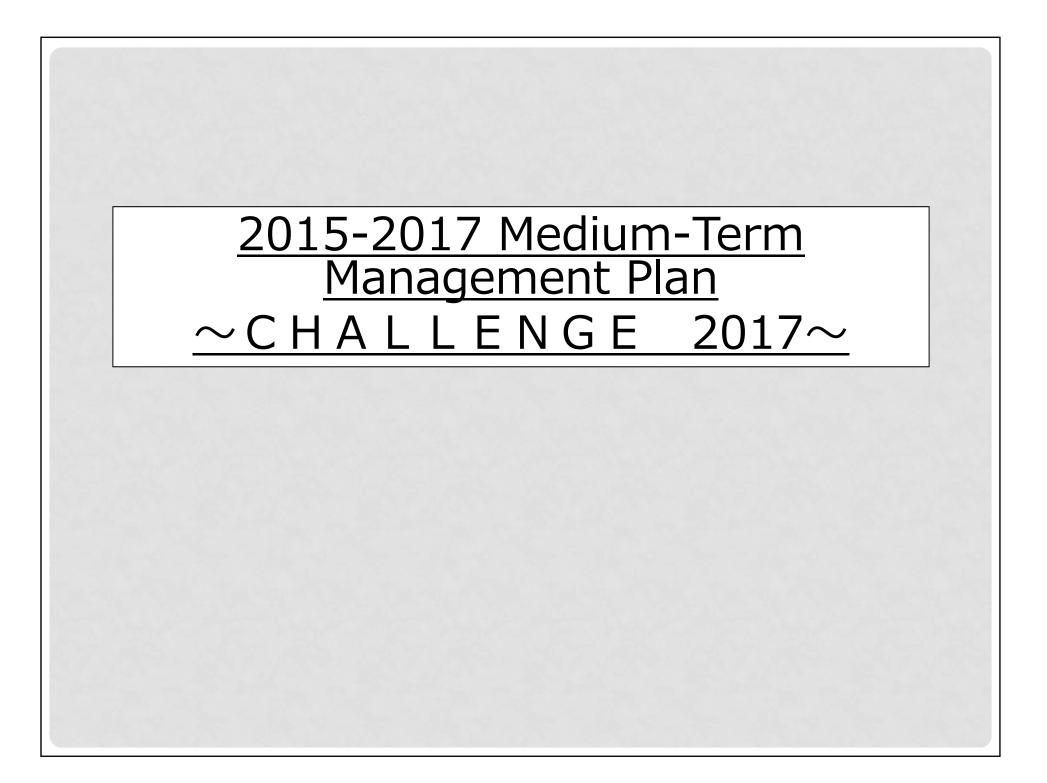
Issue	Initiative
Store opening strategy	The Company opened 10 stores especially in established SC in the suburbs as planned. By opening stores at a prime location in SC, new stores perform well in general with some exceptions.
Product strategy	Outerwear sales grew due to launch of down outerwear and increased outerwear items Eagle Retailing Corporation proposed to the US.
Sales promotion strategy	The Company conducted sales promotions focusing on TV commercials when opening stores in the suburbs. The Company also enhanced online sales promotions such as offering recommendations to raise brand awareness.
Gross profit	To deal with an increase in cost due to the weak yen, the Company reviewed prices and increased production in a country with tariff preferences such as Vietnam. As a result, the gross profit rate improved by 1.8 points from the previous year.
Expenses	The expense rate improved by 9.3 points from the previous year due to review of labor cost and reduction of logistics cost per item.

### ♦ Expansion of EC

EC sales gradually increased as a result of opening brick-and-mortar stores in the suburbs. They grew significantly from the previous year due to EC-only campaigns and sales promotions using LINE. The Company will enhance announcement of EC at brick-and-mortar stores and implement sales promotion activities focusing on mobile devices such as smartphones.

CAN EAGLE

**FITTERS** 



### From the First 50 Years to the Next 50 Years

### New Corporate Philosophy

Aiming to further contribute to society through retail and services to consumers based on sustainable growth

### New Management Vision

Expansion of "strengths" in the core business — No.1 approval rate among business persons

Management that engages stakeholders — Implementation of "improvements for sustainable growth"

Aoyama Trading Co., Ltd. celebrated the 50th anniversary of its founding in May 2014, and has set off on a new path towards the next 50 years. For the past 50 years we had been endeavoring to enhance our corporate value under the slogan of "offering better products at lower prices and contributing to society through the selling of clothing." For the next 50 years, we will devote ourselves to enhancing our corporate value in a sustainable manner and aim to further contribute to society. The new medium-term management plan represents the Company's resolve towards the next 50 years. Officers and employees of Aoyama Trading Co., Ltd. will concentrate their strengths to meet any and all challenges that the plan may entail.

## $\sim$ CHALLENGE 2017 $\sim$ Our Future Vision

### Expansion of "strengths" in the core business

Solidifying the No.1 approval rate among business persons

- Store openings with a focus on investment efficiency
- Enhancing the profitability of existing stores by reinforcing items other than suits, including shoes and shirts
- Expanding sales of womenswear, e-commerce (EC) and corporate uniforms, including new business development

#### **Proactive expansion of business domains**

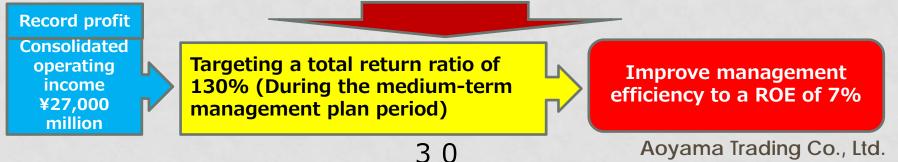
Building a "stable business portfolio"

- Expanding sales of American Eagle Outfitters business
- Expanding sales of overseas business and franchise (FC) business
- Expanding business domains through M&As

#### Management that engages stakeholders

Implementation of "improvements for sustainable growth"

- Enhancing governance structure
- Rebuilding personnel strategy including human resources development
- Expanding CSR activities



## FY3/2016 STRATEGIES



# ♦ FY3/2016 STRATEGIES ◆ ~OUTLOOK AND STRATEGIES BY SEGMENT~

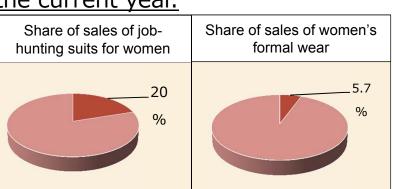
Segment	Outlook and Strategies for FY3/2016			
	Full-year existing-store sales are expected to be 103.1% of the previous year.			
	First half (106.3%): Assuming recovery in sales which declined as a result of the backlash to the			
Business Wear Business	last-minute demand in the previous year.			
	Second half (101.0%): Assuming increased sales due to responding to the round of demand for			
	job-hunting suits.			
Store opening and relocation	Plan to open 18 stores, focusing on locations near train stations as well as SC, and relocate 6			
Store opening and relocation	stores.			
Measures to enhance womenswear	Plan to develop sales environment, enhance sales promotions of womens' formal wear and expand			
Measures to enhance womenswear	the product line.			
Enhancement of corporate uniforms	Plan to expand coporate partnership and respond to demand for corporate uniforms.			
Demanding to interved demand	Plan to increase duty-free stores and develop sales environment such as creation of sales			
Responding to inbound demand	promotion materials for inside/outside stores and customer service tools.			
Enhancement of EC	Start the same-day finishing and same-day delivery service in April.			
	Full-year existing-store sales of Eagle Retailing Corporation are expected to be 103.8% of the			
Casual Wear Business	previous year. Plan to open 10 stores (5 in the first half and 5 in the second half).			
	Plan to close 11 underperforming stores of CALAJA in the current year.			
Credit Card Business				
Printing & Media Business	Proceed as planned in the medium-term management plan.			
Sundry Sales Business				
Other				
	Full-year existing-store sales of glob Co., Ltd. are expected to be 100.1% of the previoue year.			
Restaurant Business	Plan to open 9 stores (5 in the first half and 4 in the second half).			
	Of those, 2 stores will be "Yuzuan" (new restaurant).			
Reuse Business	Plan to open 4 stores (1 in the first half and 3 in the second half).			
	Aoyama Trading Co., Ltd.			

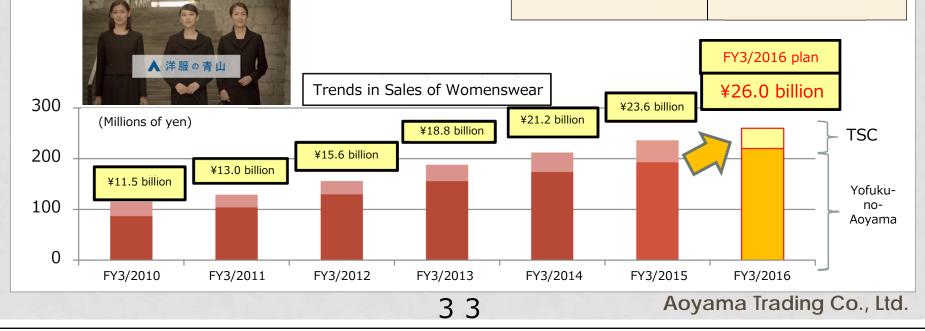
## ♦ FY3/2016 STRATEGIES ● ~WOMENSWEAR STRATEGIES~

♦ The Company plans to implement various measures to achieve the womenswear sales target of ¥26.0 billion in the current year.

<Measures for womenswear in the current year>

- (1) Enhancement of interaction between products, sales promotions and marketing based on needs for various occasions.
- (2) Expansion of the line and sales promotions of formal wear and suits for ceremonial occasions.
- (3) Expansion of sales floor and development of sales environment.
- (4) Consolidation of womenswear departments to the Tokyo Head Office.





# $\blacklozenge$ FY3/2016 STRATEGIES $\blacklozenge$ $\sim$ BUSINESS WEAR BUSINESS (TOPICS) $\sim$

### ◇The fourth item of "AOYAMA PRESTIGE TECHNOLOGY" is heat shield suits.

Since the second half of the previous year, under the slogan of "Evolution of Suits", the Company has enhanced development of high-function products to realize further evolution in manufacturing and <u>strengthened</u> <u>the appeal of functional products as "AOYAMA PRESTIGE TECHNOLOGY"</u> to communicate them to consumers in an easy-to-understand manner.

As the fourth item, the Company strengthened the appeal of suits with heat shield function as the strategic item from April. The Company selected Ryuji Imaichi of Sandaime J Soul Brothers and three members of EXILE Theatrical Company as the brand spokespeople.



[Ryuji Imaichi (center), from left, Sho Aoyagi, Kanta Sato and Nobuyuki Suzuki of EXILE Theatrical Company]

## STORE OPENING/CLOSURES AND PLANS



### ♦ STORE OPENING/CLOSURES AND PLANS ♦

(unit : store)

	EY3/2016 PLAN						
store opening	1H RESULT	2H RESULT	ANNUAL TOTAL	1H PLAN	2H PLAN	ANNUAL TOTAI	
Business wear business	19	18	37	6	12	18	
Yofuku-no-aoyama	9	12	21	4	7	1'	
NEXT BLUE	9	5	14	0	0	(	
TSC (including outletshops)	1	1	2	0	5	ļ	
UL (including outletshops)	0	0	0	2	0		
Casual wear business	5	5	10	5	5	1	
Levis store	0	0	0	0	0		
American eagle outfiters	5	5	10	5	5	1	
Sundry sales business	0	0	0	0	0		
Daiso & aoyama 100yen Plaza	0	0	0	0	0		
Others	2	2	4	6	7	1:	
Yakiniku King Restaurant	1	1	2	4	3		
yuzuan Restaurant	0	0	0	1	1		
2nd Street	0	1	1	0	3		
Jumble Store	1	0	1	1	0		
Consolidated Total	26	25	51	17	24	<b>4</b> '	
Store closures	1H RESULT	2H RESULT	ANNUAL TOTAL	1H PLAN	2H PLAN	ANNUAL TOTA	
Yofuku-no-aoyama	0	1	1	1	0		
Calaja	1	2	3	5	6	1	
2nd Street	0	1	1	0	0		
DAISO&AOYAMA 100YEN PLAZA	8	1	9	0	0	(	
Consolidated Total	9	5	14	6	6	1:	
(Note) 11unprofitable Calaja stores	plans to closure in	FY3/2016.					
3 6 Aoyama Trading Co., Lto							

## ♦STORE RELOCATION/RENOVATION AND AMOUNT OF CAPITAL INVESTMENT ◆

(unit : store,¥ Million)

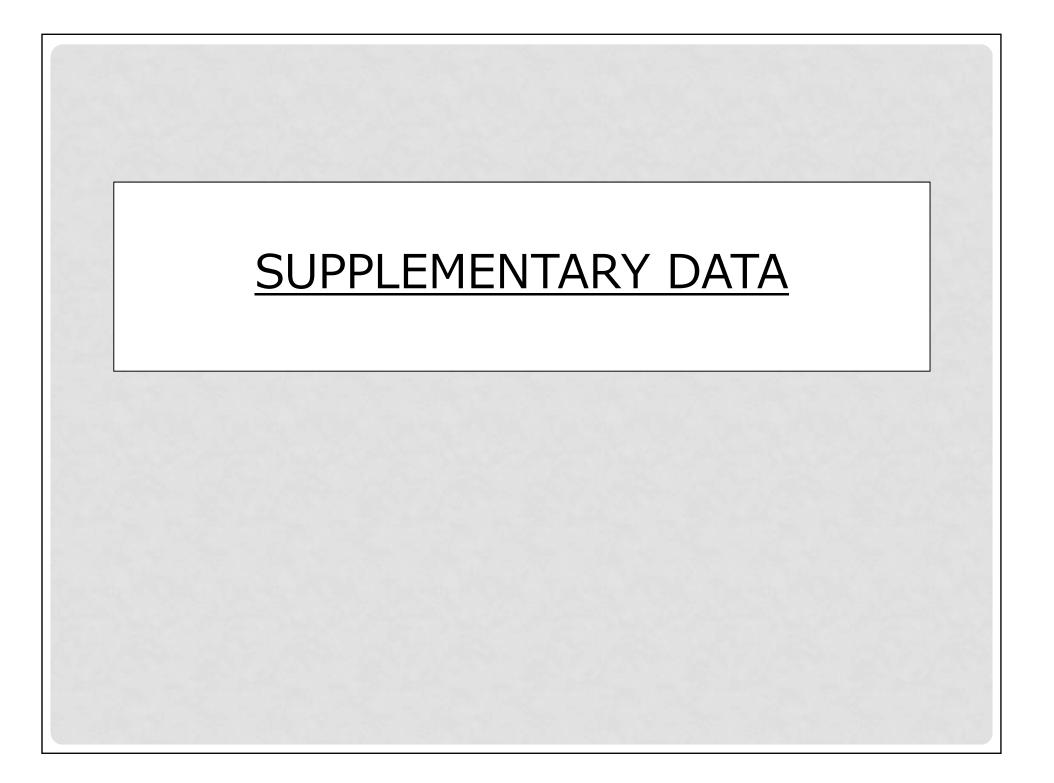
		FY3/2015		FY3/2016 PLAN				
Relocation	1H RESULT	2H RESULT	ANNUAL TOTAL	1H RESULT	2H RESULT	ANNUAL TOTAL		
Yofuku-no-aoyama	3	1 2	1 5	1	5	6		
TSC•UL	1	1	2	0	0	C		
<b>計</b>	4	13	17	1	5	6		
Renovation	1H RESULT	2H RESULT	ANNUAL TOTAL	1H RESULT	2H RESULT	ANNUAL TOTAL		
Yofuku-no-aoyama	109	0	109	120	0	120		
TSC•UL	7	0	7	5	0	5		
TOTAL	116	0	116	125	0	125		
Capital investment	1H RESULT	2H RESULT	ANNUAL TOTAL	1H RESULT	2H RESULT	ANNUAL TOTAL		
Business wear business	8,653	6,731	15,384	3,200	7,300	10,500		
Casual wear business	605	1,901	2,506	900	700	1,600		
Credit card business	3	17	20	10	10	20		
Commercial printing business	163	55	218	190	190	380		
Sundry sales business	29	25	54	50	50	100		
Others	0	410	410	900	1,300	2,200		
Consolidated TOTAL	9,453	9,139	18,592	5,250	9,550	14,800		

# RESPONSE TO CORPORATE GOVERNANCE CODE

#### RESPONSE TO CORPORATE GOVERNANCE CODE

Activities to Enhancing of corporate governance system  $\sim$ Implementation of activities which consider corporate governance code positively $\sim$ 

Major guideline	Activities					
1. Appointment of multiple outside directors	Plan for appointment in the current year					
2. Follow-up of the medium-term management plan by the Board of Directors	Disclosure of the progress semiannually					
3. Enhancement of information disclosure and communication with investors	Early mail-out and preparation of English version of convocation notice, implementation of IR overseas					
4. Review of the internal control system Revision of the "Basic Policy for Establishmen of Internal Control System"						
<b>3</b> 9 Aoyama Trading Co., Ltd.						



#### ♦FY3/2015 Consolidated Results and Interim Forecasts♦

(¥ million, %)

	1H FY	3/2014	1	1H FY3/2015		1H FY3/2016		
	Results	Sales ratio	Results	Sales ratio	YoY	Forecast	Sales ratio	YoY
Net sales	89,568	100.0	89,641	100.0	100.1	98,400	100.0	109.8
Business Wear Business	70,463		69,069		98.0	74,700		108.2
Womenswear	6,244	_	6,966	—	111.6	7,700		110.5
Casual Wear Business	4,586		5,646		123.1	8,000		141.7
Credit Card Business	1,813		1,938	—	106.9	2,000		103.2
Printing and Media Business	5,045		5,289		104.8	5,730		108.3
Sundry Sales Business	8,046		7,811		97.1	7,410		94.9
Others	1,223		1,616		132.2	2,080		128.7
Adjustment	-1,610		-1,729			-1,520		
Gross profit	51,022	57.0	50,562	56.4	-0.6	56,100	57.0	0.6
Selling, general and administrative expenses	47,387	52.9	48,915	54.6	103.2	53,500	54.4	109.4
Operating income	3,635	4.1	1,646	1.8	45.3	2,600	2.6	158.0
Ordinary income	4,611	5.1	2,648	3.0	57.4	2,900	2.9	109.
Interim net income	2,475	2.8	1,234	1.4	49.9	1,200	1.2	97.2
Interim net income per share	¥40.72	_	¥21.08			¥20.76		

(Notes) 1. Of existing segments, the "Menswear Retail Business" was changed to the "Business Wear Business" while the "Commercial Printing Business" was changed to the "Printing and Media Business" from FY3/2016.

2. Segment sales include transactions between Group businesses.

3. Sales in "Casual Wear Business" include the casual wear business of Aoyama Trading Co., Ltd., and Eagle Retailing Corporation.

4. Sales in "Others" include the reuse business of Aoyama Trading Co., Ltd., and glob Co., Ltd.

5. "YoY" is growth rates for all items except gross profit, which is YoY change in ratio to net sales.

6. "Interim net income per share" is calculated based on the average number of shares outstanding during the first half period (excluding treasury stock).

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#### ♦FY3/2015 Consolidated Results and Full-year Forecasts♦

(¥ million, %)

	FY3/	2014	FY3/2015			FY3/2016		
	Results	Sales ratio	Results	Sales ratio	YoY	Forecast	Sales ratio	YoY
Net sales	222,139	100.0	221,712	100.0	99.8	237,200	100.0	107.0
Business Wear Business	183,279		179,107	_	97.7	188,000	—	105.0
Womenswear	21,286		23,600		110.9	26,000		110.2
Casual Wear Business	9,625		12,669		131.6	16,900	—	133.4
Credit Card Business	3,604	_	3,851	_	106.8	4,000	—	103.8
Printing and Media Business	11,008		11,360		103.2	12,430		109.4
Sundry Sales Business	15,843	_	15,339	_	96.8	14,800	—	96.5
Others	2,671	_	3,434	_	128.6	4,900	—	142.7
Adjustment	-3,893		-4,052			-3,830	—	_
Gross profit	127,780	57.5	126,942	57.3	-0.2	135,900	57.3	0.0
Selling, general and administrative expenses	105,189	47.4	107,914	48.7	102.6	115,200	48.6	106.8
Operating income	22,590	10.2	19,028	8.6	84.2	20,700	8.7	108.8
Ordinary income	24,650	11.1	21,683	9.8	88.0	21,300	9.0	98.2
Net income	12,962	5.8	12,807	5.8	98.8	12,300	5.2	96.0
Net income per share	¥214.75		¥221.55			¥212.77		

(Notes) 1. Of existing segments, the "Menswear Retail Business" was changed to the "Business Wear Business" while the "Commercial Printing Business" was changed to the "Printing and Media Business" from FY3/2016.

2. Segment sales include transactions between Group businesses.

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5. "YoY" is growth rates for all items except gross profit, which is YoY change in ratio to net sales.

6. "Net income per share" is calculated based on the average number of shares outstanding during the period (excluding treasury stock).

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#### FY3/2015 Parent Results and Interim Forecasts

(¥ million, %)

	1H FY3	8/2014	1H FY3/2015		5	11	H FY3/2016	;
	Results	Sales ratio	Results	Sales ratio	YoY	Forecast	Sales ratio	YoY
Net sales	71,552	100.0	69,777	100.0	97.5	75,800	100.0	108.6
Business Wear Business	69,817	100.0	68,014	100.0	97.4	74,070	100.0	108.9
Casual Wear / Reuse Business	1,735	100.0	1,763	100.0	101.6	1,730	100.0	98.1
Gross profit	42,890	59.9	41,832	60.0	0.1	45,400	59.9	-0.1
Business Wear Business	42,068	60.3	40,976	60.2	-0.1	44,520	60.1	-0.1
Casual Wear / Reuse Business	822	47.4	856	48.5	1.1	880	50.9	2.4
Selling, general and administrative expenses	40,124	56.1	40,916	58.6	102.0	43,600	57.5	106.6
Business Wear Business	39,208	56.2	39,953	58.7	101.9	42,670	57.6	106.8
Casual Wear / Reuse Business	916	52.8	963	54.6	105.1	930	53.8	96.6
Operating income	2,765	3.9	916	1.3	33.1	1,800	2.4	196.4
Business Wear Business	2,859	4.1	1,023	1.5	35.8	1,850	2.5	180.8
Casual Wear / Reuse Business	-93	-5.4	-107	-6.1		-50	-2.9	
Non-operating income and expenses	1,405	2.0	1,404	2.0	99.9	600	0.8	42.7
Loss (gain) on valuation of derivatives	( 463)	( 0.6)	(346)	( 0.5)	(74.9)	(-210)	(-0.3)	(-)
Ordinary income	4,170	5.8	2,320	3.3	55.6	2,400	3.2	103.4
Other extraordinary loss (income)	-86	-0.1	-247	-0.4		-750	-1.0	
Interim net income	2,418	3.4	1,205	1.7	49.8	1,050	1.4	87.1
Interim net income per share	¥39.77		¥20.59			¥18.16		

(Notes) 1. The "Suits Business" was changed to the "Business Wear Business" from FY3/2016.

2. "YoY" is growth rates for all items except gross profit, which is YoY change in ratio to net sales.

3. "Interim net income per share" is calculated based on the average number of shares outstanding during the first half period (excluding treasury stock).

 "Loss (gain) on valuation of derivatives" under non-operating income/expenses is mainly related to coupon swap contracts. (FY3/2016 forecasts are based on the exchange rate as of end-FY3/2015, assuming no change in the US-Japan interest rate spread).

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#### ♦FY3/2015 Parent Results and Full-year Forecasts ♦

(¥ million, %)

	FY3/2	2014		FY3/2015			FY3/2016	
	Results	Sales ratio	Results	Sales ratio	YoY	Forecast	Sales ratio	YoY
Net sales	185,709	100.0	181,480	100.0	97.7	190,000	100.0	104.7
Business Wear Business	181,816	100.0	177,690	100.0	97.7	186,370	100.0	104.9
Casual Wear / Reuse Business	3,893	100.0	3,790	100.0	97.4	3,630	100.0	95.8
Gross profit	111,358	60.0	108,405	59.7	-0.3	113,400	59.7	0.0
Business Wear Business	109,507	60.2	106,578	60.0	-0.2	111,570	59.9	-0.1
Casual Wear / Reuse Business	1,851	47.5	1,826	48.2	0.7	1,830	50.4	2.2
Selling, general and administrative expenses	90,295	48.6	91,303	50.3	101.1	94,900	49.9	103.9
Business Wear Business	88,395	48.6	89,376	50.3	101.1	93,070	49.9	104.1
Casual Wear / Reuse Business	1,900	48.8	1,926	50.8	101.4	1,830	50.4	95.0
Operating income	21,063	11.3	17,101	9.4	81.2	18,500	9.7	108.2
Business Wear Business	21,112	11.6	17,201	9.7	81.5	18,500	9.9	107.6
Casual Wear / Reuse Business	-49	-1.3	-100	-2.6	_	0	0.0	_
Non-operating income and expenses	2,550	1.4	2,988	1.6	117.2	900	0.5	30.1
Loss (gain) on valuation of derivatives	( 885)	( 0.5)	( 1,092)	( 0.6)	( 123.3)	(-420)	(-0.2)	(—)
Ordinary income	23,613	12.7	20,089	11.1	85.1	19,400	10.2	96.6
Other extraordinary loss (income)	-877	-0.5	560	0.3	_	-2,000	-1.1	_
Net income	13,781	7.4	12,249	6.7	88.9	11,300	5.9	92.2
Net income per share	¥228.32		¥211.89		_	¥195.47		

(Notes) 1. The "Suits Business" was changed to the "Business Wear Business" from FY3/2016.

2. "YoY" is growth rates for all items except gross profit, which is YoY change in ratio to net sales.

3. "Net income per share" is calculated based on the average number of shares outstanding during the period (excluding treasury stock).

4. "Loss (gain) on valuation of derivatives" under non-operating income/expenses is mainly related to coupon swap contracts.

(FY3/2016 forecasts are based on the exchange rate as of end-FY3/2015, assuming no change in the US-Japan interest rate spread).

#### ♦FY3/2015 Main Operating Expenses (Business Wear Business) ◆

(Interim)

(¥ million, %)

							(+ 1	11111011, 707
	1H FY	3/2014	1	H FY3/201	5	1	H FY3/2010	6
	Results	Sales ratio	Results	Sales ratio	YoY	Forecast	Sales ratio	YoY
Personnel expenses	13,248	19.0	13,823	20.3	104.3	14,540	19.6	105.2
Loyalty point reimbursements	1,160	1.7	1,138	1.7	98.1	1,240	1.7	109.0
Provision for point card certificates	-69	-0.1	-184	-0.3	_	-180	-0.2	
Advertising expenses	5,250	7.5	4,928	7.2	93.9	5,000	6.8	101.5
Computer and internet administration costs	745	1.1	750	1.1	100.7	1,000	1.4	133.3
Rent expenses	9,254	13.3	9,612	14.1	103.9	9,940	13.4	103.4
Depreciation	2,977	4.3	3,189	4.7	107.1	3,430	4.6	107.6
(Full-year)							(¥ r	million, %)
	FY3/	2014		FY3/2015			FY3/2016	
	Results	Sales ratio	Results	Sales ratio	YoY	Forecast	Sales ratio	YoY
Personnel expenses	28,889	15.9	28,904	16.3	100.1	29,700	15.9	102.8
Loyalty point reimbursements	2,865	1.6	2,678	1.5	93.5	2,810	1.5	104.9
Provision for point card certificates	107	0.1	-43	- 0.0	- 40.1	-80	- 0.0	—
Advertising expenses	15,247	8.4	15,190	8.5	99.6	15,340	8.2	101.0
Computer and internet administration costs	1,671	0.9	1,607	0.9	96.2	2,120	1.1	131.9
Rent expenses	18,669	10.3	19,422	10.9	104.0	20,080	10.8	103.4
Depreciation	6,341	3.5	6,874	3.9	108.4	7,240	3.9	105.3
4 5 Aoyama Trading Co., Ltd.								

#### ♦FY3/2015 Parent Non-operating Income / Expenses ♦

						(¥million)
	FY3/2	2014	FY3/	2015	FY3/	2016
	Interim	Full-year	Interim	Full-year	Interim(Forecast)	Full-year(Forecast)
Interest and dividend income	702	996	665	922	420	640
Real estate rent	851	1,738	882	2,023	1,470	2,970
Gain on valuation of derivatives	463	885	346	1,092	0	0
Foreign exchange gains	114	340	274	668	250	500
Other	91	273	77	231	60	90
Total non-operating income	2,223	4,234	2,247	4,937	2,200	4,200
Interest expenses	61	126	20	41	20	40
Cost of real estate rent	742	1,529	816	1,888	1,360	2,820
Loss on valuation of derivatives	_	—	—		210	420
Foreign exchange losses	_	—	—		0	0
Other	15	27	6	19	10	20
Total non-operating income	818	1,684	843	1,949	1,600	3,300
Non-operating income and expenses	1,405	2,550	1,404	2,988	600	900
(Net financial income)	(641)	(870)	(645)	( 881)	( 400)	(600)

(Notes) 1. "Real estate rent" and "Cost of real estate rent" are compensating items.

"Gain on valuation of derivatives" and "Loss on valuation of derivatives" are mainly related to coupon swap contracts. For full-year forecasts, we use an end-FY3/2016 exchange rate of ¥120/\$, based on the exchange rate as of end-FY3/2015, assuming no change in the US-Japan interest rate spread.

Projected exchange rate at end-fiscal 2016:	¥120 (current forecast)	¥125 (weaker yen by ¥5)	¥115 (stronger yen by ¥5)
Fiscal 2016 H1 forecast	¥210 million valuation loss	¥125 million valuation loss	¥300 million valuation loss
Fiscal 2016 H2 forecast	¥210 million valuation loss	¥125 million valuation loss	¥300 million valuation loss
Fiscal 2016 full-year forecast	¥420 million valuation loss	¥250 million valuation loss	¥600 million valuation loss
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# FY3/2015 Per Unit Sales and Inventories (Business Wear Business)

	FY3/2013	FY3/2014	FY3/2015
No. of employees at year-end (parent)	3,417	3,442	3,517
No. of temporary employees	2,254	2,386	2,375
Total	5,671	5,828	5,892
Average number of active employees	5,484	5,767	5,942
(Of which, temporary employees)	(2,007)	(2,323)	(2,381)
Net sales per employee	31,174k	30,744k	29,156k
Average sales area in use	<b>510,584</b> m <sup>2</sup>	<b>517,584</b> m <sup>2</sup>	<b>547,006</b> m <sup>2</sup>
Net sales per m	335k	342k	316k
Average no. of stores in use	790.0	808.0	845.0
Net sales per store	216,408k	219,431k	205,028k
Year-end inventories per m	72k	75k	76k
Year-end inventories per store	46,319k	47,237k	49,229k

(Notes) 1. Company employees are directly employed personnel, the number of temporary employees is calculated based on an 8-hour working day per person.
 2. Net sales per unit are calculated based on net sales, excluding mail-order sales, sales in Taiwan and loyalty point reimbursements.

# OPERATING ENVIRONMENT : SUIT IMPORTS

Accelerating shift in suit manufacturing sites from China to Southeast Asia, particularly Indonesia Price of imported suits is rising due to the weak yen and surging labor costs Others are, mainly countries, Cambodia, Laos and Bangladesh, etc.

(thousand suits,%) Change in Unit 2013 2012 2014 Change in share Change in price import of global import unit price (Jan-Dec) (Jan-Dec) (Jan-Dec) **(¥)** volume China 6.816 6.712 6.217 -5.6 7.121 -7.4 +7.8Vietnam 1,114 1,149 1,178 +2.5+0.1+2.65,447 Myanmar +19.1+1.54,798 772 822 979 -2.5 Indonesia 289 677 +40.2+1.95.612 +12.9483 Italy -3.6 -0.1 60,870 +15.657 56 54 Others +33.76,641 -3.8 611 635 849 +2.1Total 9,659 9,857 9,954 +1.06,842 +5.05.876 6.515 6.842 Unit price(¥) \_ foreign exchange ¥80.1 ¥97.9 ¥106.4 +8.7(average)

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