

Analysis of present states and future prospects



Umeda shop (Osaka Japan)

ROUND ONE Corporation

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Tokyo Stock Exchange First Section,

Code Number: 4680

May 11. 2011

Summary of Consolidated Operating Results (Apr. 2010 ~ Mar.2011)



Figures less than indicated measurement unit are ignored.

		Unit	2009.4 - 2010.3 Term Actual	2010.4 - 2011.3 Term Actual	Differ
shops	Total shops	Shops	105	109	+4
	No of months total shops operation	Month	1,201	1,275	+74
Revenue & Expenditures	Bowling revenue	¥bn	30.7	31.0	+0.2
	Amusement revenue	¥bn	33.4	35.2	+1.8
	Karaoke revenue	¥bn	6.0	6.7	+0.6
	Spo-cha revenue	¥bn	8.9	8.7	(0.2)
	Other revenue	¥bn	2.9	2.6	(0.3)
	Total sales	¥bn	82.1	84.3	+2.1
	Operating profit	¥bn	12.0	11.4	(0.6)
	Ordinary profit	¥bn	7.8	6.9	(0.9)
	Ordinary income margin	%	9.6%	8.2%	(1.4)%
	Net income	¥bn	3.3	(12.60)	(16.0)

* Calculation of Net Income/Loss : Ordinary income ¥6.92 billion - Extraordinary loss ¥27.28 billion + Income tax adjustments ¥7.67 billion
= Net loss -¥12.67billion

Details of extraordinary loss

: Total costs of asset retirement obligations for previous years (¥3.17 billion), loss from change in unit opening plan (¥21.45 billion), impairment loss including change in unit operation mode (¥1.79 billion), loss from disaster damage (¥0.36 billion) and loss from retirement of fixed assets (incl. amusement infrastructures) (¥0.49 billion)

Analysis of Consolidated Operating Results



		Term (2010.4-2011.3) Plan	Term (2010.4-2011.3) Actual	Differ	Note
Revenue & Expenditures	Bowling revenue	31.3	31.0	(0.2)	<p>【 Major factors in the decrease from planned current profits (down 1.07 billion yen) 】</p> <p>Planned ordinary income for fiscal 2010. 8.0 bn</p> <ul style="list-style-type: none"> • Decrease in sales (0.19) bn • Increase in personnel expenses. (0.25)bn • Change in lease assets depreciation method (straight line method declining method) (0.50)bn • Decrease in other expenses (0.14)bn <p>Ordinary income for fiscal 2010 6.9 bn</p> <p>Depreciation method for certain lease assets was changed in fiscal 2010.</p> <p>【 Breakdown of extraordinary losses for the third quarter of fiscal 2010 】</p> <ul style="list-style-type: none"> • Losses from the change in shop opening plans 21.45bn • Impairment loss including change in unit operation mode 1.79bn • Expenses for asset retirement obligations 3.17bn • Loss from disaster damage 0.36bn • Losses on retirement of fixed assets (Amusement kits, etc.) 0.49bn
	Amusement revenue	35.1	35.2	+0.1	
	Karaoke revenue	6.7	6.7	+0.0	
	Spo-cha revenue	8.8	8.7	(0.0)	
	Other revenue	2.6	2.6	+0.0	
	Total sales	84.5	84.3	(0.1)	
	Cost of sales	69.7	71.0	+1.3	
	Gross margin	14.8	13.2	(1.5)	
	S.G.A. expenses	1.8	1.8	+0.0	
	Operating income	13.0	11.4	(1.5)	
	Non-operating profit	(5.0)	(4.4)	+0.5	
	Ordinary income	8.0	6.9	(1.0)	
	Ordinary income margin	9.5%	8.2%	(1.3)%	
	Extraordinary profit & loss	(26.5)	(27.2)	(0.7)	
Profit before tax	(18.5)	(20.3)	(1.8)		
Reserve for corporate tax	(7.0)	(7.6)	(0.6)		
Net income	(11.5)	(12.6)	(1.1)		

Quarterly Consolidated actual and plan of Fiscal 2011



April 2011 ~ March 2012

(Unit ¥bn / rounddown)

	Unit	1'st Q Plan	2'nd Q Plan	1Q-2Q Plan	3'rd Q Plan	4'th Q Plan	3Q-4Q Plan	Term Plan
Total sales	¥bn	21.3	23.0	44.4	20.5	23.0	43.6	88.0
Cost of sales	¥bn	17.7	18.8	36.5	18.7	18.5	37.2	73.7
Gross margin	¥bn	3.6	4.2	7.9	1.8	4.5	6.3	14.3
S.G.A. expenses	¥bn	0.4	0.4	0.9	0.4	0.4	0.9	1.8
Operating income	¥bn	3.1	3.8	7.0	1.3	4.1	5.4	12.5
Non-operating profit	¥bn	(1.2)	(1.1)	(2.3)	(1.1)	(1.1)	(2.2)	(4.5)
Ordinary income	¥bn	1.9	2.7	4.7	0.2	3.0	3.3	8.0
Ordinary income margin	%	8.9%	11.7%	10.6%	0.1%	13.0%	7.6%	9.1%
Extraordinary profit & loss	¥bn	(0.1)	(0.1)	(0.2)	(0.1)	(1.7)	(1.8)	(2.0)
Profit before tax	¥bn	1.8	2.6	4.5	0.1	1.3	1.5	6.0
Reserve for corporate tax	¥bn	0.8	1.1	2.0	0.0	0.5	0.6	2.7
Net income	¥bn	1.0	1.4	2.4	0.0	0.7	0.8	3.3

	Unit	1Q Plan	2Q Plan	1Q-2Q Plan	3Q Plan	4Q Plan	3Q-4Q Plan	Term Plan
Sales for existing shops compared to previous year	%	+3.1	+1.0	+2.0	(2.0)	(1.9)	(2.0)	±0.0

- Operational results in the fourth quarter tend to improve every year, due to increase in guest numbers during New Year holidays and spring recess.
- Extraordinary loss includes loss from retirement of amusement infrastructures (approx. ¥100 million in Q4) and impairment loss recorded in the fourth quarter (estimated amount equivalent to actual result in previous year)
- When sales and leaseback agreements for existing units are concluded, their impact on profit and loss and other financial results are promptly disclosed.

Consolidated plan for year ending March 2012

(1) New shops and P/L



Figures less than indicated measurement unit are ignored.

		Unit	Term 2011.3 Previous term (ACT)	Term 2012.3 Current term (PLAN)	Differ
shops	New shops opened	Shop	4	1	(3)
	No. of total shops	Shop	109	110	+1
	No. of months total shops operating	Month	1,275	1,314	+39
Revenue & Expenditures	Bowling	¥billion	31.0	32.3	+1.2
	Amusement	¥billion	35.2	36.4	+1.1
	Karaoke	¥billion	6.7	7.5	+0.7
	Spo-cha	¥billion	8.7	8.8	+0.0
	Others	¥billion	2.6	3.0	+0.3
	Total sales	¥billion	84.3	88.0	+3.6
	Operating income	¥billion	11.4	12.5	+1.0
	Ordinary income	¥billion	6.9	8.0	+1.0
Ordinary income margin	%	8.2%	9.1%	+0.9%	
Net income	¥billion	(12.6)	3.3	+15.9	

(Note) The plan for the year ending March 2012 includes the following extraordinary losses:

¥1.6 billion --- Impairment loss due to change in unit operation mode (including existing stores)

¥0.4 billion --- Loss from retirement of amusement kits (infrastructures) (This loss incurs each year. Amount recorded is estimate based on previous year's actual result.)

New unit opening in year ending March 2012 --- Gifu Unit (within MALera Gifu in Mitsuhashi, Motosu, Gifu Prefecture)

Consolidated plan for year ending March 2012

(2) Cash flow



Figures less than indicated measurement unit are ignored.

		Unit	Term 2011.3 Previous term (ACT)	Term 2012.3 Current term (Plan)
cash	Net income	¥billion	(12.6)	3.3
	Reserve for corporate tax	¥billion	(7.6)	2.7
	Dividend	¥billion	(1.7)	(2.0)
	Capital increase (including conversion of bonds with warrants into stock)	¥billion	8.1	
	Depreciation	¥billion	9.3	8.0
	Simplified cash flow	¥billion	(4.5)	12.0
	Investment on alleys	¥billion	(6.1)	(2.0)
	Increase in cash resulting from sales of existing units	¥billion		4.8
	Simplified free cash flow	¥billion	(10.6)	14.8
	Cash reserve	¥billion	22.7	25.9
	Interest-bearing liabilities	¥billion	136.1	124.5
	Net interest-bearing liabilities	¥billion	113.3	98.6

Items included in estimated capital investments for year ending March 2012

- Approx. ¥0.2 billion --- Umeda Unit (Opened March 2011; payment was made in April 2011)
- About ¥0.8 billion --- Sennichimae Unit (Namba, Chuo-ku, Osaka, to open in Spring 2012)
- About ¥1 billion --- Existing units (renovation of some units, purchase of amusement infrastructures (kits) and other investments)

Sales and leaseback agreements, including Machida Unit.

Number of shops, P/L status, and trend in sales for existing shops compared to previous year (consolidated)



Number of shops, P/L

	term 2006.3	term 2007.3	term 2008.3	term 2009.3	term 2010.3	term 2011.3	Term 2012.3 Plan
New shops opened	11	15	11	13	11	4	1
Existing shops closed	0	0	1	2	0	0	0
No. of total shops	58	73	83	94	105	109	110

(Unit ¥bn / rounddown)

Sales	50.2	65.8	77.9	77.9	82.1	84.3	88.0
Operating income	12.7	17.9	18.2	13.6	12.0	11.4	12.5
Ordinary income	13.4	16.3	15.9	9.7	7.8	6.9	8.0
Ordinary income margin	26.7%	24.9%	20.5%	12.6%	9.6%	8.2%	9.1%
Net income	11.9	9.7	9.1	3.9	3.3	(12.6)	3.3

Note: Figures for the year ending March 2006 are non-consolidated because consolidated financial statements were not prepared at the time.

(For the year ending March 2007 and thereafter, all figures are consolidated.)

Sales for existing shops compared to previous year

	term 2006.3	term 2007.3	term 2008.3	term 2009.3	term 2010.3	term 2011.3	Term 2012.3 Plan
Bowling	+19.4%	+7.1%	+1.4%	(6.5)%	(4.0)%	(3.7) %	(0.2) %
Amusement	+11.5%	+0.1%	(6.8)%	(10.8)%	(9.8)%	+0.0 %	(1.1) %
Karaoke	(4.5)%	+4.0%	(1.2)%	(7.3)%	(13.1)%	+3.4 %	+5.9 %
Spo-cha	-	-	(16.1)%	(9.8)%	(9.2)%	(4.5) %	+0.6 %
Others	(11.3)%	(9.2)%	+13.2%	+11.4%	(3.9)%	(14.5) %	(1.0) %
Total sales	+11.6%	+2.0%	(4.0)%	(8.5)%	(7.7)%	(2.2) %	±0.0 %

(Note) Comparison of existing store sales does not include the unit operating in the United States.

Loan refinancing and trend in assets, etc. (consolidated)



Loan refinancing

	Term 2009.3 (ACT)	Term 2010.3 (ACT)	Term 2011.3 (ACT)	Term 2012.3 (Plan)	Term 2013.3 (Plan)	Term 2014.3 (Plan)
Amount of loan refinancing during FY	About ¥11.0bn	About ¥12.8bn	About ¥15.9bn	About ¥27.1bn	About ¥14.2bn	About ¥22.7bn
Details	All outstanding loans refinanced	All outstanding loans refinanced	All outstanding loans refinanced	Almost completed mainly for existing loans	Negotiation scheduled, mainly with existing lenders	Negotiation scheduled, mainly with existing lenders

(Notes) (1) The refinancing amount above is for the entire Group (including consolidated subsidiaries).

(2) Of the total refinancing amount (¥27.1 billion) for the year ending March 2012, agreements for about ¥6 billion have been concluded with financial institutions.

(3) The total refinancing amount for the year ending March 2014 (¥22.7 billion) includes a syndicated loan (about ¥16.2 billion) formed by Sumitomo Mitsui Banking Corporation (as a main bank), the majority of which has been executed.

Assets

(Unit ¥bn / rounddown)

	Term 2007.3 (ACT)	Term 2008.3 (ACT)	Term 2009.3 (ACT)	Term 2010.3 (ACT)	Term 2011.3 (ACT)	Term 2012.3 (PLAN)
Total assets	166.3	176.3	216.0	251.2	252.1	241.8
Net assets	61.8	69.6	72.3	85.6	79.0	80.3
Net assets ratio	37.2%	39.5%	33.5%	34.1%	31.3%	33.2%
Cash reserve	28.8	22.9	21.5	30.8	22.7	25.9
Interest-bearing liabilities	93.9	98.5	117.9	138.8	136.1	124.5
Net interest-bearing liabilities	65.1	75.5	96.3	108.0	113.3	98.6

Lease obligation	25.8	26.8	27.1	25.9	28.4	27.0
Guarantee debts	3.1	40.9	41.9	31.8	8.2	8.2

Guaranteed debts ... Loans made by subsidiaries during development periods for which ROUND ONE Corporation assumes joint and several liability. These loans will be repaid after shop openings, etc. and, therefore, guaranteed debts will be eliminated. However, such loans are classified as interest-bearing debt because they are switched to long-term loans.

The plan for the year ending March 31, 2012, does not assume sales-and-leaseback arrangements for existing shops.

The guarantee debts (8.2 billion yen) in the plan for the year ending March 31, 2012, are scheduled to be terminated at the time of Sennichimae Shop's (OsakaJapan) opening, which is scheduled for spring 2012.

BS: Reduce interest-bearing debt

Use sale and leaseback transactions

Sale of existing store assets (land and buildings)
with a changeover to lease arrangements

Repayment of interest-bearing debt

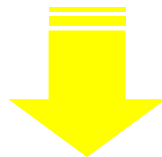
Around ¥20 billion per year

Contracted repayment amount

Around ¥10 billion per year

(Depreciation equivalent)

Annual repayment of around ¥30 billion in total



**Establish a virtually debt-free structure in about 5 years
(by March 31, 2016)**

Loss on sale if any incurred

Disadvantage

- Extraordinary losses cut into net income.
(Inter-period tax allocation has a positive impact
on cash flows.)
- Repayment may cause outflow of cash reserves.

Advantage

- Debt repayment reduces lease payments (interest
burden), and improvement in store revenues and
expenses increases operating income.

PL: Toward ordinary income of ¥20 bn.

Structure for realizing ordinary income of ¥20 bn. by March 31, 2016

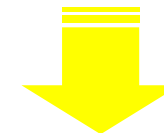
Finance lease payments automatically decrease.

The company has lease contracts for bowling
lanes, amusement equipment, karaoke equipment, etc.
The periods of these leases are each about 3 years (7
years for bowling lanes), and lease payments for
contracts renewed after initial lease periods are
reduced to about one-twelfth of their previous
amounts. As a result, lease payments from the 4th year
(37th month) are greatly decreased, even allowing for
additional investment, which automatically cuts
annual costs by about 100 million yen for stadium
shops and about 90 million yen for standard shops.

Reduction of expenses for lease payments
(equivalent to interest payments)

Current levels of store sales

Revenues from newly opened shops, including those
downtown



**Aim to create a structure to achieve ordinary
income of ¥20 billion in an early stage by March
31, 2016**

Measures taken for existing shops



Bowling

Collaboration project with anime/comics "One Piece"

Online bowling game "Gambare Bowling Bancho"

- ⇒ Gamer can choose "One Piece" characters in network bowling matches (Rou-Poke registered e-mail members only)
- * Conventional bancho (school gang leaders) characters can also be chosen

Gifts for gamers who throw a "Moonlight Strike" or bowlers who use the unit twice.

- ⇒ Gift of One Piece or Hello Kitty original goods

Club Member Card

- ⇒ Introduced One Piece and Hello Kitty collaboration cards



(Eiichiro Oda/ Shueisha, Fuji Television, and Toei Animation)

Network bowling match

Number of cardholders: About 2.6 million (As of April 30, 2011)

- ⇒The number is growing at a pace of 50,000 ~ 60,000 plus per month.

Measures taken for existing shops



Amusement

Collaboration project with anime/comics "One Piece"

Original Prize Bag



Medal Special Pack

⇒ One Piece gifts are given to guests who borrow medals after bowling, karaoke or Spo-cha.

Medal Super Draw

⇒ Guests who borrow medals worth ¥2,000 at one time can draw a lottery. Gift of One Piece goods or additional medals

Selected new game machines were introduced.

DRAGON BALL ZENKAI Battle Royal (Bandai Namco) and other selected machines

Karaoke

Collaboration project with anime/comics "One Piece"

One Piece Rooms

⇒ At each store, exteriors and interiors of one to two rooms were refurbished.



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Legend of Kira kira Kara-dol

⇒ One Piece characters can be chosen.



Free-Time Plan

⇒ Free log-in to Kirakira Kara-dol website

Measures taken for existing shops



Spo-cha, etc.

Introduction of on-line darts

- On-line games introduced (free play)
- New game machined installed

More comic books

A large number of new comic books were provided.

TV commercial films

Spo-cha version CF was intensively run.

Free shuttle bus service

Free shuttle bus runs every 30 minutes between nearest station and Round 1 unit.

Introduction in 7 shops on a trial basis

- Ageo, Asaka, Utsunomiya, Narashino, Iruma, Sakai Chuo-Kanjo, and Okayama-Senoo shops
- Effective moving advertisements



Sales promotion / Advertising

Cost reductions

Reduced TV CM and flyer cost by half

E-main member system "Rou Poke"

Registered members as of April 30, 2011:

Approx. 1.4 million members

⇒ Special offer information, discount coupons, short games and other communications were distributed. Support for smart phones initiated.

TV commercial films

Continued intensive running of CF during prime time.

Collaboration project with anime/comics "One Piece"

One Piece characters were actively used in sales promotion programs

⇒ Used frequently in bowling, amusement, karaoke and Spo-cha sales promotion goods. Mobile phone charms were renewed semi-monthly to new characters (Hello Kitty was also renewed semi-monthly).



Impact of Great East Japan Earthquake

Impact on units in Tohoku/Kanto areas

- Interiors and fixtures of 19 units were damaged by the earthquake. Since the damage was not serious, these units have gradually resumed operation.
- Four units (Morioka, Sendai Nigatake, Fukushima and Koriyama) were damaged more seriously than other units.

All these four units resumed normal operation at the end of April.

- Soon after resuming operation, the four units (Morioka, Sendai Nigatake, Fukushima and Koriyama) offered a free open day for people in the disaster-stricken areas.

Power-saving actions (applicable to 41 units in the service areas of Tohoku Electric and Tokyo Electric)

Air conditioning

- Automatic control and demand monitoring (monitoring of peak power) were installed for the air conditioning system.
- Electric fans were placed in units.
- Increased cleaning frequency of indoor unit, compressor units and filters.

Lighting

- Bulbs were replaced with LED bulbs or bulbs that used less power.
- Game machine lighting was switched to power-saving mode.

Other actions (implemented in some units)

- Some lights (Building exterior lighting, monitors for advertising, Instvisions, vending machines, game machine signboards and lighting within the unit) were turned off. Some escalators were stopped. Off-time was adopted for air conditioning.

⇒ Power consumption at applicable units will be reduced by about 15 to 20%.

New shops in the pipeline



Planned new shops for the year ending March 2012

Opening date	Shop name	Shop type	Location
Autumn , 2011	Gifu shop	Standard	Within mega shopping mall "MALera Gifu"

MALera Gifu, a mega shopping mall opened in April 2006, has some 240 stores operating on premises approx. 185,000 m2 in area (total floor area: 115,800 m2)

Planned new shops for the after April 2012

Opening date	Shop name / Location	Shop type
Spring, 2012	Sennichi-mae shop (Along Sennichimae Street, Namba, Chuo-ku, Osaka)	Stadium (include Spo-cha) / Downtown
Spring, 2012	Within the area of Tokyo's 23 Wards	Standard roadside (Within mega shopping mall)
Winter, 2012	Ikebukuro shop (Along Sunshine 60 Street, near east exit of Ikebukuro Station)	Standard / Downtown

[Notice]

- The company seeks to reinforce its financial structure by freezing the opening of new shops other than those listed above in principle. However, a new shop may be opened when a developer bears most of the initial investment costs, including those for interior decoration, and only if the shop is located in a large-scale metropolitan area shopping mall or the shop is expected to generate sufficient earnings.

Fiscal year ending March 31, 2012: Company-wide sales and year-on-year existing shop sales— results vs. plan



Company-wide sales—results vs. plan

Figures less than indicated measurement unit are ignored.

	Unit	1Q	2Q	1Q-2Q	3Q	4Q	3Q-4Q	Term
		Plan	Plan	Plan	Plan	Plan	Plan	Plan
Bowling	¥bn	7.9	8.2	16.2	7.2	8.8	16.1	32.3
Amusement	¥bn	8.7	9.6	18.4	9.0	8.9	18.0	36.4
Karaoke	¥bn	1.8	1.9	3.8	1.8	1.8	3.7	7.5
Spo-cha	¥bn	2.1	2.3	4.5	1.8	2.4	4.3	8.8
Others	¥bn	0.7	0.7	1.5	0.7	0.7	1.5	3.0
Total sales	¥bn	21.3	23.0	44.4	20.5	23.0	43.6	88.0

Year-on-year existing shop sales—results vs. plan

Rounded to first decimal place

	Unit	1Q	2Q	1Q-2Q	3Q	4Q	3Q-4Q	Term
		Plan	Plan	Plan	Plan	Plan	Plan	Plan
Bowling	%	+3.0	+2.2	+2.6	(3.1)	(2.8)	(2.9)	(0.2)
Amusement	%	+2.0	(1.4)	+0.2	(2.3)	(2.3)	(2.3)	(1.1)
Karaoke	%	+12.6	+8.1	+10.2	+1.9	+1.7	+1.8	+5.9
Spo-cha	%	+2.5	+2.4	+2.5	+1.4	(1.2)	(1.3)	+0.6
Others	%	(4.3)	(2.9)	(3.6)	+2.0	+1.7	+1.8	(1.0)
Total sales	%	+3.1	+1.0	+2.0	(2.0)	(1.9)	(2.0)	±0.0

Statistical snapshot of shops



Trend in number of shops

	No. of shop openings	No. of shop closings	Total No. of shops at the end of the term	Breakdown of total number of shops at end of term			
				Standard		Stadium	
				Downtown	Roadside	Downtown	Roadside
Year ending March 2004	45	4	41	7	34	-	-
Year ending March 2005	6	0	47	8	34	-	5
Year ending March 2006	11	0	58	8	34	-	16
Year ending March 2007	15	0	73	8	34	-	31
Year ending March 2008	11	a 1	83	8	34	-	41
Year ending March 2009	a 13	2	94	7	45	-	42
Year ending March 2010	11	0	105	7	55	-	43
Year ending March 2011	b 4	0	109	8	58	-	43
Year ending March 2012	1	0	110	8	59	-	43

a Fuji Shop closed in the year ending March 2008, and reopened at the same location in the next fiscal year after undergoing complete reconstruction.

b The four units opened during the year ended March 2011 include the unit in Los Angeles, U.S.A.

Number of shops by geographical area (as of end of April 2011)

Area	Hokkaido/ Tohoku	Hokuriku/ Koshinetsu	Kanto	Chubu/ Tokai	Kansai	Chugoku/ Shikoku	Kyushu/ Okinawa	U.S.A.	Total
No. of shops	10	4	32	13	30	8	11	1	109
Share	9.2%	3.7%	29.3%	11.9%	27.5%	7.3%	10.1%	1.0%	100.0%

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