## Anavysis of present states and fiture prospects



Diver City Tokyo Plaza shop (Tokyo Japan)

ROUND ONE Corporation
C. E.O. and President Masahiko Sugino

Tokyo Stock Exchange First Section, Code Number: 4680
August 8. 2012

Summary of Consolidated Operating Results
（Apr． 2012 ～June．2012）

|  |  | Unit | $\begin{aligned} & \text { Term 2011. 1’stQ } \\ & \text { (2011.4~2011.6) } \end{aligned}$ <br> Previous 1＇st Q Actual | $\begin{aligned} & \text { Term2012. 1'stQ } \\ & \text { (2012.4~2012.6) } \end{aligned}$ <br> Current 1＇st Q Actual | Differ |
| :---: | :---: | :---: | :---: | :---: | :---: |
| $\begin{aligned} & \text { n } \\ & \text { 人े } \\ & \text { in } \end{aligned}$ | Total shops | Shops | 109 | 112 | ＋3 |
|  | No．of months total shops operation | months | 327 | 334 | ＋7 |

\＃Figures less than indicated measurement unit are ignored．

| səఎnұ！puədxヨ æ ənиəлəу | Bowling revenue | ¥bn | 8.1 | 7.2 | （0．8） |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | Amusement revenue | ¥bn | 9.0 | 8.4 | （0．6） |
|  | Karaoke revenue | ¥bn | 1.9 | 1.8 | （0．0） |
|  | Spo－cha revenue | ¥bn | 2.2 | 2.3 | ＋0．1 |
|  | Other revenue | ¥bn | 0.7 | 0.7 | （0．0） |
|  | Total sales | ¥bn | 22.2 | 20.7 | （1．4） |
|  | Operating income | ¥bn | 4.3 | 2.2 | （2．1） |
|  | Ordinary income | ¥bn | 3.1 | 1.0 | （2．1） |
|  | Ordinary income margin | \％ | 14．3\％ | 4．9\％ | （9．4）\％ |
|  | Net income | ¥bn | 1.8 | 0.4 | （1．3） |

【 Calculation of Net Income】
\＃Figures less than indicated measurement unit are ignored．

| Term 2011．1＇st Q（2011．4～2011．6） |  | Term 2012．1＇st Q（2012．4～2012．6） |  |
| :---: | :---: | :---: | :---: |
| Ordinary income | $¥ 3.17$ bn | Ordinary income | ¥1．00bn |
| Extraordinary loss | $\boldsymbol{¥}(0.01)$ bn | Loss on store closing at ending lease period （ Mizuho Store：Running until 09／02／ 2012 ） | ¥ $\mathbf{( 0 . 2 4 ) ~}$ bn |
| I ncome tax adjustments | ¥ $\mathbf{( 1 . 3 3 ) ~} \mathrm{bn}$ | I ncome tax adjustments | ¥ $(0.32)$ bn |
| Net income | $¥ 1.82 \mathrm{bn}$ | Net income | $¥ 0.43 \mathrm{bn}$ |

## Analysis of Consolidated Operating Results


(Unit $¥ b n /$ rounddown )


## Quarterly Consolidated actual and plan of Fiscal 2012

## April 2012 ~ March 2013

(Unit ¥bn / rounddown )

|  | 1'st Q |  |  | 2'nd Q <br> Plan | $\begin{gathered} \text { 1Q-2Q } \\ \text { Plan } \end{gathered}$ | 3'rd Q <br> Plan | 4'th Q Plan | $\begin{gathered} \text { 3Q-4Q } \\ \text { Plan } \end{gathered}$ | Term <br> Plan |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Plan | Actual | Differ |  |  |  |  |  |  |
| Total sales | 21.1 | 20.7 | (0.4) | 23.5 | 44.7 | 20.3 | 24.9 | 45.3 | 90.0 |
| Cost of sales | 17.8 | 18.1 | +0.2 | 18.8 | 36.7 | 18.6 | 18.7 | 37.3 | 74.0 |
| Gross margin | 3.2 | 2.6 | (0.6) | 4.6 | 7.9 | 1.7 | 6.2 | 7.9 | 15.9 |
| S.G.A. expenses | 0.4 | 0.4 | (0.0) | 0.4 | 0.8 | 0.4 | 0.4 | 0.9 | 1.8 |
| Operating income | 2.8 | 2.2 | (0.6) | 4.2 | 7.1 | 1.2 | 5.7 | 7.0 | 14.1 |
| Non-operating profit | (1.0) | (1.1) | (0.1) | (1.0) | (2.1) | (0.9) | (1.0) | (2.0) | (4.1) |
| Ordinary income | 1.8 | 1.0 | (0.8) | 3.1 | 5.0 | 0.2 | 4.7 | 5.0 | 10.0 |
| Ordinary income margin | 8.6\% | 4.9\% | (3.7)\% | 13.5\% | 11.2\% | 1.1\% | 19.2\% | 11.0\% | 11.1\% |
| Extraordinary profit \& loss | (0.1) | (0.2) | (0.1) | (2.4) | (2.5) | (0.1) | (4.9) | (5.0) | (7.5) |
| Profit before tax | 1.7 | 0.7 | (0.9) | 0.7 | 2.5 | 0.1 | (0.1) | 0.0 | 2.5 |
| Reserve for corporate tax | (0.8) | (0.3) | +0.4 | (0.4) | (1.2) | (0.1) | (0.0) | (0.2) | (1.5) |
| Net income | 0.9 | 0.4 | (0.4) | 0.3 | 1.2 | (0.0) | (0.1) | (0.2) | 1.0 |
|  |  |  |  |  |  |  |  |  |  |
| Y on $Y$ existing shop sales (J apanese shop only) | (8.6)\% | (10.9)\% | (2.3)\% | (5.6)\% | (7.1)\% | (3.8)\% | (0.3)\% | (1.9)\% | (4.6)\% |

(Note)① Expenses related to the head office. (2) I nterest expense (mostly). (3) Breakdown: $¥ 7$ billion (Loss on sale-and-leaseback transactions), and $¥ 0.5$ billion (disposal of amusement substrates, etc.)

> Although the business performance for the first quarter was far above that expected, we have not changed our forecast for the second quarter onward. Therefore, the figures for the results for the first quarter and for the forecast for the second quarter onward do not always correspond to the forecast for the first half of the year or the fiscal year.

## If any sales-and-leaseback deal has been entered into for existing shops, we will disclose relevant information,including possible

 impact on our earnings, as needed.
## Consolidated plan for year ending March 2013 (1) New shops and P/ L

<No changes since announcement on May 11, 2012 except for the "New shops opened".>
\# Figures less than indicated measurement unit are ignored.

|  |  | Unit | Term 2012.3 (2011.4~2012.3) <br> Previous term (ACT) | Term 2013.3 (2012.4~2013.3) Current term (PLAN) | Differ |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 告 | New shops opened | Shop | 1 | ※(1) 4 (5-1) | $+3$ |
|  | No. of total shops | Shop | 110 | - 114 | +4 |
|  | [Breakdown] Own shops <br> Leased shops | Shop <br> Shop | $\begin{aligned} & 63 \\ & 47 \end{aligned}$ | 61 | (10) $+14$ |
|  | No. of months total shops operating | Month | 1,314 | 1,345 | +31 |
| səયnł̣puədxヨ æ әпиəләу | Bowling | ¥billion | 32.4 | 31.9 | (0.5) |
|  | Amusement | ¥billion | 36.4 | 35.9 | (0.4) |
|  | Karaoke | ¥billion | 8.2 | 8.3 | +0.1 |
|  | Spo-cha | ¥billion | 9.4 | 10.6 | +1.1 |
|  | Others | ¥billion | 3.0 | 3.1 | $+0.0$ |
|  | Total sales | ¥billion | 89.5 | 90.0 | $+0.4$ |
|  | Operating income | ¥billion | 16.0 | 14.1 | (1.9) |
|  | Ordinary income | ¥billion | 11.4 | 10.0 | (1.4) |
|  | Ordinary income margin | \% | 12.8\% | 11.1\% | (1.7)\% |
|  | Net income | ¥billion | 2.7 | 1.0 | (1.7) |

※(1) Shops to be newly opened or closed in the fiscal year ending on March 312013
J apan $\Rightarrow$ Open (3 shops) "Diver City Tokyo plaza", "Sennichimae", "I kebukuro" / Close(1shop) "Mizuho". U.S.A. $\Rightarrow$ Open (2shops) "Moreno Valley", "Lake wood" ※ (2) Net income calculation formula:
[Results for the fiscal year ended on March 31, 2012]
Ordinary income of $¥ 11.48$ billion - Loss on sale-and-leaseback transactions of $¥ 5.03$ billion - Impairment loss of $¥ 0.29$ billion - Effects of corporate income taxes of $¥ 3.36$ billion
$=$ Net income of $¥ \mathbf{2 . 7 8}$ billion
[Plan for the fiscal year ending on March 31, 2013]
Ordinary income of $¥ \mathbf{1 0 . 0}$ billion - Loss on sale-and-leaseback transactions of $¥ 7.0$ billion - Loss on disposal of other amusement substrates, etc. of $¥ 0.5$ billion - Effects of corporate income taxes of $¥ 1.5$ billion $=$ Net income of $¥ 1.0$ billion

## Consolidated plan for year ending March 2013 (2) Cash flow

<No changes since announcement on May 11, 2012 except for the "Estimated breakdown of capital expenditure for the fiscal year ending on March 31, 2013".> \# Figures less than indicated measurement unit are ignored.

|  |  | Unit | Term 2012.3(2011.4~2012.3) Previous term (ACT) | Term 2013.3 (2012.4~2013.3) Current term (PLAN) |
| :---: | :---: | :---: | :---: | :---: |
| $\begin{aligned} & \mathbf{0} \\ & \underset{\sim}{\mathbf{n}} \end{aligned}$ | Net income | ¥billion | 2.7 | 1.0 |
|  | Income tax adjustment (provision/ payment/ refund in total) | Fbillion | 4.1 | 1.0 |
|  | Non-cash loss on sale-and-leaseback transactions, etc. | ¥billion | 5.2 | 7.5 |
|  | Dividend | ¥billion | (1.9) | (1.9) |
|  | Depreciation (excluded lease depreciation) | ¥billion | 8.4 | 6.7 |
|  | Simplified cash flow | \#billion | 18.7 | 14.3 |
|  | I nvestment on alleys (excluded lease depreciation) | \#billion | (2.5) | ※(1) (2.9) |
|  | Increase in cash due to the sale of existing shops | \#billion | 22.4 | ※(2) 17.0 |
|  | I ncrease in cash due to the liquidation of deposits | \# $\boldsymbol{\text { billion }}$ | 1.5 | - |
|  | Simplified free cash flow | \#billion | 40.1 | 28.4 |
|  | Cash reserve | \# billion | 29.4 | 25.7 |
|  | Interest-bearing liabilities | \#billion | 110.9 | 78.7 |
|  | Net interest-bearing liabilities | \#billion | 81.4 | 52.9 |

※(1)Estimated breakdown of capital expenditure for the fiscal year ending on March 31, 2013

- About $¥ 1.6$ billion: New shops ( $¥ 1.0$ billion: $\mathbf{3}$ shops in J apan; $¥ 0.6$ billion: $\mathbf{2}$ shops in the U.S.)
- About $¥ 1.3$ billion: Existing shops (partial remodeling, purchase of amusement substrates (kits), etc.)
※(2)Factoring in the implementation of sale-and-leaseback transactions (about $\mathbf{1 0}$ shops)

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

R(8UND
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 | $\begin{gathered} \hline \text { term } 2013.3 \\ \text { Plan } \\ \hline \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| New shops opened | 11 | 15 | 11 | 13 | 11 | 4 | 1 | 5 |
| Existing shops closed | 0 | 0 | 1 | 2 | 0 | 0 | 0 | 1 |
| No. of total shops _ | _ _ _ 58 | 73 | 83 | 94 | 105 | 109 | 110 | 114 |
| [Breakdown] |  |  |  |  |  |  |  |  |
| Own shops | 29 | 42 | 49 | 61 | 69 | 69 | 63 | 53 |
| Leased shops | 29 | 31 | 34 | 33 | 36 | 40 | 47 | 61 |

(Note) The number of shops owned as of the end of March 2006 includes shops owned by the companies included in consolidation from the fiscal year ended on March 31, 2006 onward.

| Sales | 50.2 | 65.8 | 77.9 | 77.9 | 82.1 | 84.3 | 89.5 | 90.0 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Operating income | 12.7 | 17.9 | 18.2 | 13.6 | 12.0 | 11.4 | 16.0 | 14.1 |
| Ordinary income | 13.4 | 16.3 | 15.9 | 9.7 | 7.8 | 6.9 | 11.4 | 10.0 |
| Ordinary income margin | 26.7\% | 24.9\% | 20.5\% | 12.6\% | 9.6\% | 8.2\% | 12.8\% | 11.1\% |
| Net income | 11.9 | 9.7 | 9.1 | 3.9 | 3.3 | (12.6) | 2.7 | 1.0 |

(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 | term 2013.3 Plan |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Bowling | +19.4\% | +7.1\% | +1.4\% | (6.5) \% | (4.0) \% | (3.7) \% | +0.4 \% | (5.7)\% |
| Amusement | +11.5 \% | +0.1\% | (6.8) \% | (10.8) \% | (9.8) \% | +0.0 \% | (1.1) \% | (6.4)\% |
| Karaoke | (4.5) \% | +4.0 \% | (1.2) \% | (7.3) \% | (13.1) \% | +3.4 \% | +15.8 \% | (4.0)\% |
| Spo-cha | - | - | (16.1) \% | (9.8) \% | (9.2) \% | (4.5) \% | +7.5\% | +5.7\% |
| Others | (11.3) \% | (9.2) \% | +13.2 \% | +11.4 \% | (3.9) \% | (14.5) \% | +1.3\% | (4.0)\% |
| Total sales | +11.6 \% | +2.0 \% | (4.0) \% | (8.5) \% | (7.7) \% | (2.2) \% | +1.7\% | (4.6)\% |

(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 <br> (ACT) | Term 2010.3 <br> (ACT) | Term 2011.3 <br> (ACT) | $\begin{aligned} & \text { Term } 2012.3 \\ & \text { (ACT) } \end{aligned}$ | Term 2013.3 <br> (Plan) | $\begin{aligned} & \text { Term } 2014.3 \\ & \text { (Plan) } \end{aligned}$ | Term 2015.3 (Plan) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Amount of loan refinancing during FY | About $¥ 11.0$ bn | About $\boldsymbol{¥ 1 2 . 8}$ bn | About $¥ 15.9$ bn | About $\mathbf{¥ 3 0 . 8}$ bn | About $¥ 5.4$ bn | About $\mathbf{¥} \mathbf{2 4 . 0}$ bn | About $\ddagger 5.3 \mathrm{Bn}$ |
| Details | All outstanding loans refinanced | All outstanding loans refinanced | All outstanding loans refinanced | All outstanding loans refinanced | Conversion is mostly completed | 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) FY 2013 . Status of Conversion Value Transition of approx. $¥ 5.4$ billion $\Rightarrow$ Approx $¥ 5.1$ billion (Conversion has been completed), approx. $¥ 0.3$ billion (Plan to have repayment by On Hand Cash)
(3)The total refinancing amount for the year ending March 2014 ( $\mathbf{~} 24.0$ 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 / round down )

|  | $\begin{aligned} & \text { Term } 2007.3 \\ & \text { (ACT) } \end{aligned}$ | $\begin{aligned} & \text { Term } 2008.3 \\ & \text { (ACT) } \end{aligned}$ | $\begin{aligned} & \text { Term } 2009.3 \\ & \text { (ACT) } \end{aligned}$ | $\begin{aligned} & \text { Term } 2010.3 \\ & \text { (ACT) } \end{aligned}$ | $\begin{aligned} & \text { Term } 2011.3 \\ & \text { (ACT) } \end{aligned}$ | $\begin{aligned} & \text { Term } 2012.3 \\ & \text { (ACT) } \end{aligned}$ | $\begin{gathered} \text { Term } 2013.3 \\ \text { (Plan) } \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total assets | 166.3 | 176.3 | 216.0 | 251.2 | 252.1 | 228.2 | 196.8 |
| Net assets | 61.8 | 69.6 | 72.3 | 85.6 | 79.0 | 79.8 | 78.9 |
| Net assets ratio | 37.2\% | 39.5\% | 33.5\% | 34.1\% | 31.3\% | 35.0\% | 40.1\% |
| Cash reserve | 28.8 | 22.9 | 21.5 | 30.8 | 22.7 | 29.4 | 25.7 |
| Interest-bearing liabilities | 93.9 | 98.5 | 117.9 | 138.8 | 136.1 | 110.9 | 78.7 |
| Guarantee debts | 3.1 | 40.9 | 41.9 | 31.8 | 8.2 | - | - |
| Net interest-bearing liabilities | 68.2 | 116.5 | 138.3 | 139.8 | 121.6 | 81.4 | 52.9 |
|  |  |  |  |  |  |  |  |
| Lease obligation | 25.8 | 26.8 | 27.1 | 25.9 | 28.4 | 27.3 | 28.0 |

(Notes) (1) 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.
(2) The plan for the fiscal year ending on March 31, 2013 has incorporated a decrease in interest-bearing debt due to the planned and anticipated sale-and-leaseback transactions for existing shops.

## Reduction of interest-bearing debt (B/S)

Use of a sale-and-leaseback arrangement [sale of shop assets (land, buildings, etc.) to a purchaser who then leases them back to the seller]
Annual repayment of about $¥ 30$ billion: Scheduled payment of about $¥ 10$ billion + Repayment under a sale-and-leaseback arrangement of about $¥ 20$ billion
Transition to a debt-free structure by the end of the fiscal year ending on March 31, 2016
※Any loss on sale incurred while implementing a sale-and-leaseback transaction is treated as a special loss in accounting and reduces net income for the period (with some positive impact on cash flows due to tax effects). If cash provided by sales transactions is less than the balance of debt, it may cause a cash outlay.

(Unit $¥$ bn / round down)

|  | $\begin{gathered} \text { Term } 2007.3 \\ \text { (ACT) } \end{gathered}$ | $\begin{gathered} \text { Term } 2008.3 \\ \text { (ACT) } \\ \hline \end{gathered}$ | $\begin{aligned} & \text { Term } 2009.3 \\ & \text { (ACT) } \end{aligned}$ | $\begin{aligned} & \text { Term } 2010.3 \\ & \text { (ACT) } \end{aligned}$ | $\begin{aligned} & \text { Term } 2011.3 \\ & \text { (ACT) } \end{aligned}$ | $\begin{aligned} & \text { Term } 2012.3 \\ & \text { (ACT) } \end{aligned}$ | Term 2013.3 <br> (Plan) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Cash reserve | 28.8 | 22.9 | 21.5 | 30.8 | 22.7 | 29.4 | 25.7 |
| Interest-bearing liabilities | 93.9 | 98.5 | 117.9 | 138.8 | 136.1 | 110.9 | 78.7 |
| Guarantee debts | 3.1 | 40.9 | 41.9 | 31.8 | 8.2 | - | - |
| Net interest-bearing liabilities | 68.2 | 116.5 | 138.3 | 139.8 | 121.6 | 81.4 | 52.9 |

Achievement of ordinary income of $¥ 20$ billion (P/L)

- Toward achievement through improvement of existing shops' performance + opening new shops
- Improvement in existing shops' performance: Achievable if the score of existing shops' sales is improved to 107 in the fiscal year ending on March 31, 2016 at latest, assuming the score for the fiscal year ended on March 31, 2012 is 100.
Acceleration of earnings growth by opening shops in shopping malls in J apan and expanding business in the U.S.


## Bowling

## Score Match Challenge

If the score matches exact the same with the target, win a strap charm. (Target differs between "Guest or My Bowler", "Men or Female" and "J r. High School Student or Elementary School Student")

## S 2 times Visiting Present

- Accumulate 2 stamps by visiting the store and get free original goods.


B Bowling Competition/ Tournament

- Planning various competitions and contests.



## Additional Unlimited Bowling Package Campaign

O[Unlimited bowling + One game], [Unlimited Bowling + Unlimited Bowling] will be provided by discount price.
(Apply "Exclusive Offer" such as strap charm and free ticket of bowling)

## Amusement

## Adoption of Newest Types of Games

Ounslinger Stratos (SQUARE ENIX)

- Shooting motion game
$\Rightarrow 60 \%$ of the stores are installed.
Omaimai (SEGA)
- Music motion game
$\Rightarrow$ All stores in domestic are installed.
- Dark Escape (BANDAI NAMCO)
- Shooting motion game
$\Rightarrow$ Almost All stores in domestic are installed.
$\Delta$ Modification of Medal Membership System
(From August 1, 2012)
- Modification of points totalization terms in accordance with

Membership modification.
<Before>:1 Year $\Rightarrow$ <After>:1 Month
*Improve visiting frequency and unit price of customers.


## Karaoke

## - Adoption of Latest Types of Games in All stores

" J OYSOUND f1" (XI NG)

- 2012 J une Released. 200,000 Songs (Most largest number in the market) and 5 Screens Movie Play Function are I nstalled.
$\Rightarrow$ Every Stores I ncluding Karaoke Room Are Already Installed.


## Popular Character Room

OPopular Character as "ONE PIECE" and "HELLO KI TTY" are theme promoted to the rooms. (Depend on the stores)

## R®UND $\times$ Hello Kitty <br> ©'76, '12 SANRIO (L)



## Spo－cha

## FREE SHUTTLE BUS

－According to the popularity，expand the available stores
8 Stores $\Rightarrow 36$ Stores（Including Planning store）

## 【 Existing Operating 8 Stores】

| Utsunomiya | Niigata | Asaka | Ageo |
| :--- | :--- | :--- | :--- |
| Iruma | Sakai <br> chuokanjyo | Okayama <br> senoh | Kumamoto |

【 Newly Operating 28 Stores 】

| Asahikawa | Sapporo <br> kita21jyo | Sapporo <br> Shiroishi <br> Hondori | Hakodate |
| :--- | :--- | :--- | :--- |
| Akita | Saitama <br> Kurihashi | Ichikawa <br> Onidaka | Kawasaki <br> Daishi |
| Nagano | Hamamatsu | Nakagawa 1 <br> Gou－sen | Nagoya <br> Nishiharu |
| Handa | Toyohashi | Mie Kawagoe <br> IC | Kanazawa |
| Kyoto Fushimi | Wakayama | J yoto <br> Hanaten | Takatsuki |
| Hirakata | Takamatsu | Kokura | Hakata <br> Hammichibashi |
| Saga | Oita | Kagoshima <br> Usuki | Okinawa <br> Ginowan |

Note：Nakagawa 1 Gou－sen Strore will be operating from 10th AUG． 2012

## Sales promotion／Advertising

## Collaboration with NMB48

NMB48 members are casted on Round1 TV commercial．


## 【 Shuttle Bus Version 】



## New shops scheduled

## Planned new shops for the year ending March 2013.



| Opening date | Shop name / region | Shop type |
| :--- | :--- | :--- |
| April 19, 2012 | Diver City Tokyo Plaza Shop <br> (Aomi, Koto-ku, Tokyo: in front of Fuji Television <br> Headquarters building) | Stadium (including Spo-cha) / Roadside (on the <br> premises of the large-scale commercial <br> complex "Diver City Tokyo Plaza") |
| April 27,2012 | Sennichimae shop <br> (Along Sennichimae Street, Namba, Chuo-ku, Osaka) | Stadium (include Spo-cha) / Downtown |
| Late December 2012 | (Tentative name)I kebukuro shop <br> (Along Sunshine 60 Street, near east exit of <br> lkebukuro Station) | Standard / Downtown |

## U.S.A.

| Planned opening | Shop name / region | Shop type |
| :--- | :--- | :--- |
| September $\mathbf{2 0 1 2}$ | (Tentative name) Moreno Valley Shop / California | Standard, Roadside (Within mega shopping mall) |
| Spring in $\mathbf{2 0 1 3}$ | (Tentative name) Lakewood / California | Standard, Roadside (Within mega shopping mall) |

## (Notice]

- Open time and a store name may be changed by situations.
- Opening a shop may be stopped and changed without a preliminary announcement about an opening-a-shop plan store.
- 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.


## Opening of new shops in the U．S．A．

## $\star$ Present status of shop opening in the U．S．A．and future development

The first shop was opened in Puente Hills Mall in August 2010.
－Sales mix for the fiscal year ended on March 31， $2012 \Rightarrow$ amusement（57．2\％），bowling（ $\mathbf{2 0 . 8 \%}$ ），food and drink（ $\mathbf{1 5 . 5 \%}$ ），karaoke（ $\mathbf{4 . 0 \%}$ ），and others（ $2.5 \%$ ）【Existing shops and the schedule for opening new shops in the future】

|  | Scheduled time for opening | Name of shop／area | Type of shop |
| :---: | :--- | :--- | :--- |
| $\mathbf{1}$ | August 2010 | Puente Hills Mall Shop <br> （Los Angeles，California） | About a 30－minute drive east of downtown Los <br> Angeles <br> In Puente Hills Mall <br> http：／／www．puentehills－mall．com／ |
| $\mathbf{2}$ | September 2012 | Tentative name：Moreno Valley Shop <br> （Riverside，California） | Standard，roadside（in a large－scale mall） |
| $\mathbf{3}$ | Spring in 2013 | Tentative name：Lakewood Shop <br> （Lakewood，California） | Standard，roadside（in a large－scale mall） |

Planned capital expenditure for each shop ．．．．．About $¥ 0.5$ billion（including $¥ 0.2$ billion in finance lease）

## ＊Bowling market in Japan and the U．S．A．

|  | Japan | U．S．A． |
| :--- | :--- | :--- |
| Market size | About ¥82 billion | About \＄7 billion <br> （About $¥ 560$ billion at ¥80／US\＄） |
| Number of centers | About 900 centers <br> （mostly managed by <br> the private sector） | About 5，350 centers <br> （private：about 4，800；others <br> operated by armies，churches，etc．： <br> about 550） |
| Number of lanes | About 25，000 lanes | About 111，000 lanes |
| Bowling population <br> （number of people who bowl once <br> or more a year） | About 17．8 million | About 71 million |

（Estimates by the Company using the＂White Paper of Leisure 2011＂as a reference）
［Present status of the bowling market in the U．S．】
－About 400 shops are managed by the top two（Brunswick and AMF Bowling）， 50 are run by the second－tier companies，and most of the others are family－owned centers．
ORecession－proof，and maintaining stable growth over the last several years

While old－fashioned bowling centers have been closed year after year，complex shops with multiple items other than bowling （go－karts，arcade games，miniature golf，etc．）have been constructed at a pace of 20 to 50 shops a year．
－Much higher participation rate compared to the other leisure activities（golf，fishing，tennis，billiards，cycling，roller skating，ice skating，and marathon）
Use on a percentage basis by average and above－average income earners as a casual place for social interaction is increasing．

Fiscal year ending March 2013 Company-wide sales and year-onyear existing shop sales results vs. plan.

Company-wide sales—results vs. plan (consolidated)
(Unit $¥ b n /$ round down )

|  | Unit | 1Q | 2Q | 1'st half | 3Q | 4Q | 2'nd half | Term |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Actual | Plan | Plan | Plan | Plan | Plan | Plan |
| Bowling | ¥bn | 7.2 | 8.1 | 15.6 | 6.8 | 9.3 | 16.2 | 31.9 |
| Amusement | ¥bn | 8.4 | 9.6 | 18.1 | 8.5 | 9.2 | 17.8 | 35.9 |
| Karaoke | ¥bn | 1.8 | 2.1 | 4.0 | 2.0 | 2.3 | 4.3 | 8.3 |
| Spo-cha | ¥bn | 2.3 | 2.8 | 5.2 | 2.1 | 3.2 | 5.4 | 10.6 |
| Others | ¥bn | 0.7 | 0.8 | 1.6 | 0.7 | 0.8 | 1.5 | 3.1 |
| Total sales | ¥bn | 20.7 | 23.5 | 44.7 | 20.3 | 24.9 | 45.3 | 90.0 |



Although the business performance for the first quarter was far above that expected, we have not changed our forecast for the second quarter onward. Therefore, the figures for the results for the first quarter and for the forecast for the second quarter onward do not always correspond to the forecast for the first half of the year or the fiscal year.

Year-on-year existing shop sales-results vs. plan (The U.S.A. shop is excluded)




Plan
-14-

## 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 |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | J pn | Usa | J pn | Usa |  |
| ~Year ending March 2004 | 45 |  | ${ }^{(1)} 4$ |  | 41 |
| Year ending March 2005 | 6 |  |  |  | 47 |
| Year ending March 2006 | 11 |  |  |  | 58 |
| Year ending March 2007 | 15 |  |  |  | 73 |
| Year ending March 2008 | 11 |  | $\text { 整(2) } 1$ |  | 83 |
| Year ending March 2009 | (2) 13 |  | *(1) 2 |  | 94 |
| Year ending March 2010 | 11 |  |  |  | 105 |
| Year ending March 2011 | 3 | 1 |  |  | 109 |
| Year ending March 2012 | 1 |  |  |  | 110 |
| Year ending March 2013 (Plan) | 3 | 2 | ${ }^{\text {c(1) }} 1$ |  | 114 |


| Breakdown of total number of shops at end of term |  |  |  |  |
| ---: | ---: | ---: | ---: | ---: |
| J apan |  |  | U.S.A. |  |
| Standard |  | Stadium |  | Standard |
| Downtown | Roadside | Downtown | Roadside | Roadside |
| 7 | 34 | - | - | - |
| 8 | 34 | - | 5 | - |
| 8 | 34 | - | 16 | - |
| 8 | 34 | - | 31 | - |
| 8 | 34 | - | 41 | - |
| 7 | 45 | - | 42 | - |
| 7 | 55 | - | 43 | - |
| 8 | 57 | - | 43 | 1 |
| 8 | 58 | - | 43 | 1 |
| 9 | 57 | 1 | 44 | 3 |

※(1) Reason for closure of 6 shops (expiration of contract periods: 5; construction of new large shops in the neighborhood: 1 ; closure of trial shop (trial period: about 2 years): 1)
※(2) Fuji Shop closed in the year ending March 2008, and reopened at the same location in the next fiscal year after undergoing complete reconstruction.
Number of shops by geographical area (as of end of July 2012)

| Area | Hokkaido/ <br> Tohoku | Hokuriku/ Koshinetsu | Kanto | Chubu/ Tokai | Kansai | Chugoku/ Shikoku | Kyushu/ Okinawa | U.S.A. | Total |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| No. of shops | 10 | 4 | 33 | 14 | 31 | 8 | 11 | 1 | 112 |
| Share | 8.9\% | 3.6\% | 29.5\% | 12.5\% | 27.7\% | 7.1\% | 9.8\% | 0.9\% | 100.0\% |

## Notices and contact for inquiries regarding IR



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