

Summary of Business Result for the Third Quarter ended December 31, 2012

Date: February 4, 2013

Company name	BELLUNA CO., LTD.	Registered on the TSE1
Stock code	9997	URL http://www.belluna.co.jp
Representative person	Kiyoshi Yasuno, President and Representative Director	TEL (048) 771-7753
Contact person	Tomohiro Matsuda, Executive Officer and General Manager of Administration Division	
Date of filing Shihanki-Houkokusho	February 13, 2013	Date of payment of cash dividends -
Drawing up of support documentation for its business result for 3Q	: None	
Taking place of analyst meeting for 3Q presentation	: None (for analysts)	

1. Consolidated Business Results for the Third Quarter of FY March 2013 (April 1, 2012 – December 31, 2012)

(1) Results of Operations

(Note: Rounded down to ¥ Million)

FY	Net sales		Operating income		Ordinary income		Net income	
	¥ Million	%(YOY)	¥ Million	%(YOY)	¥ Million	%(YOY)	¥ Million	%(YOY)
3Q ended Dec. 2012	89,766	7.2	5,079	-6.2	5,960	17.9	3,545	37.2
3Q ended Dec. 2011	83,702	5.8	5,417	-4.1	5,056	-6.3	2,584	-35.7

(Note) Comprehensive income (Consolidated):

3,772 million yen for the Third Quarter of FY March 2013 (30.0%) 2,903 million yen for the Third Quarter of FY March 2012(-20.1%)

FY	Net income per share	Diluted net income per share
	¥	¥
3Q ended Dec. 2012	72.63	—
3Q ended Dec. 2011	51.86	48.84

(2) Financial Position

FY	Total assets	Net assets	Net assets excluding share subscription rights and minority interests to total assets	Net assets per share
	¥ Million	¥ Million	%	¥
As of December 2012	108,935	63,627	58.4	1,308.66
As of March 2012	99,174	60,805	61.3	1,241.73

(Note) Net assets excluding share subscription rights and minority interests (Consolidated):

63,627 million yen as of Dec. 31, 2012 60,805 million yen as of Mar. 31, 2012

2. Dividends

	Annual cash dividends per share				
	at 1st quarter end	at 2nd quarter end	at 3rd quarter end	at fiscal year end	Total
	yen	yen	yen	yen	Yen
FY ended Mar. 2012	-	7.50	-	7.50	15.00
FY ended Mar. 2013	-	7.50	-		
FY ending Mar. 2013 (forecast)				7.50	15.00

(Note) Revision in forecast of dividends: None

3. Forecast of Consolidated Financial Performance in FY March 2013 (April 1, 2012 - March 31, 2013)

FY	Net sales		Operating income		Ordinary income		Net income		Net income per share
	¥ Million	%(YOY)	¥ Million	%(YOY)	¥ Million	%(YOY)	¥ Million	%(YOY)	¥ Million
FY ending Mar. 2013	119,000	7.9	7,500	1.3	7,500	4.9	4,600	7.1	94.22

(Note) Revision in forecast of consolidated financial performance: None

※Notes

(1) Significant changes in scope of consolidation: None

(2) Simplified accounting method adopted: None

(3) Changes in accounting policies

1. Changes due to changes in accounting standard: Yes
2. Other changes: None
3. Change in accounting estimate: Yes
4. Re-statement: None

(4) Number of shares issued

1. Number of outstanding shares at the fiscal year end (including treasury shares):

56,592,274 shares as of Dec. 31, 2012 56,592,274 shares as of Mar. 31, 2012

2. Number of treasury shares at the fiscal year end:

7,972,199 shares as of Dec. 31, 2012 7,624,219 shares as of Mar. 31, 2012

3. Outstanding averaged number of shares:

48,822,141 shares as of Dec. 31, 2012 49,844,548 shares as of Dec. 31, 2011

[Reference] Sales by Business Segment

The Third Quarter of FY March 2012 (April 1, 2011 - Dec 31, 2011)

(Note: Rounded down to ¥ Million)

	General Mail Order	Specialty Mail Order	Solution	Finance	Property	Other
Net Sales	56,820	16,705	3,009	2,018	866	4,604
(1) Sales to customers	56,730	16,671	2,810	2,018	866	4,604
(2) Internal sales or transfers to/from segments	89	34	198	-	-	-
Operating income (or loss)	2,124	1,150	1,180	184	247	422

	Adjustments (Note1)	Consolidated total on profit and loss statements (Note2)
Net Sales	-323	83,702
(1) Sales to customers	-	83,702
(2) Internal sales or transfers to/from segments	-323	-
Segment Income	107	5,417

(Note)

1. Adjustments of segment income: 206 million yen for Elimination and corporate amount, and -98 million yen for depreciation for goodwill.
2. Operating income on profit and loss statements for 3Q was calculated from Segment Income and Adjustments.

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The Third Quarter of FY March 2013 (April 1, 2012- Dec 31, 2012)

(Note: Rounded down to ¥ Million)

	General Mail Order	Specialty Mail Order	Solution	Finance	Property	Other
Net Sales	60,304	17,876	2,888	2,185	1,612	5,229
(1) Sales to customers	60,201	17,876	2,662	2,185	1,612	5,229
(2) Internal sales or transfers to/from segments	102	0	226	-	-	-
Segment Income	1,791	1,398	1,192	-327	441	492

	Adjustments (Note1)	Consolidated total on profit and loss statements (Note2)
Net Sales	-329	89,766
(3) Sales to customers	-	89,766
(4) Internal sales or transfers to/from segments	-329	-
Segment Income	91	5,079

(Note)

1. Adjustments of segment income: 190 million yen for Elimination and corporate amount, and -98 million yen for depreciation for goodwill.
2. Operating income on profit and loss statements for 3Q was calculated from Segment Income and Adjustments.

(Note) The forecasts contained in this material reflect the judgment of the information which the Company obtains as of the time of the preparation this material, and the assumption which is deemed reasonable by the Company. The actual results may differ from the forecasts caused by some factors.

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