

Summary of Business Result for the First Quarter ended June 30, 2013

Date: August 2, 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	August 7, 2013	Date of payment of cash dividends -
Drawing up of support documentation for its business result for 1Q	: None	
Taking place of analyst meeting for 1Q presentation	: None	

1. Consolidated Business Results for the First Quarter of FY March 2014 (April 1, 2013 – June 30, 2013)

(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)
1Q ended Jun. 2013	37,069	16.8	2,257	6.5	2,465	2.8	1,560	-13.0
1Q ended Jun. 2012	31,749	16.8	2,120	10.3	2,398	44.8	1,792	89.4

(Note) Comprehensive income (Consolidated):

1,544 million yen for 1Q of FY March 2014 (-14.7%) 1,811 million yen for 1Q of FY March 2013(34.0%)

FY	Net income per share	Diluted net income per share
	¥	¥
1Q ended Jun. 2013	32.10	—
1Q ended Jun. 2012	36.62	—

(2) Financial Position

FY	Total assets	Net assets	Net assets excluding share subscription rights and minority interests to total assets
	¥ Million	¥ Million	%
As of June 2013	116,394	67,792	58.2
As of March 2013	115,079	66,612	57.9

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

67,792 million yen as of Jun. 30, 2013 66,612 million yen as of Mar. 31, 2013

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. 2013	-	7.50	-	7.50	15.00
FY ended Mar. 2014	-				
FY ending Mar. 2014 (forecast)		12.50	-	12.50	25.00

(Note) Revision in forecast of dividends: None

3. Forecast of Consolidated Financial Performance in FY March 2014 (April 1, 2013- March 31, 2014)

FY	Net sales		Operating income		Ordinary income		Net income		Net income per share
	¥ Million	%(YOY)	¥ Million	%(YOY)	¥ Million	%(YOY)	¥ Million	%(YOY)	¥ Million
2Q ended Sep. 2013 (accumulated)	63,000	16.1	3,200	47.2	3,400	34.1	2,200	20.3	45.25
FY ending Mar. 2014	130,000	10.3	9,500	34.2	10,000	12.2	6,500	10.7	133.69

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

4. Others

(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 : None

2. Other changes : None

3. Change in accounting estimate : None

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 Jun. 30, 2013 56,592,274 shares as of Mar. 31, 2013

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

7,972,451 shares as of Jun. 30, 2013 7,972,253 shares as of Mar. 31, 2013

3. Outstanding averaged number of shares:

48,619,917 shares as of Jun. 30, 2013 48,958,976 shares as of Jun. 30, 2012

[Reference] Sales by Business Segment

The First Quarter of FY March 2013 (April 1, 2012- June 30, 2012)

(Note: Rounded down to ¥ Million)

	General Mail Order	Specialty Mail Order	Retail store	Solution	Finance	Property
Net Sales	21,649	5,478	1,039	1,167	707	905
(1) Sales to customers	21,630	5,470	1,039	1,092	707	905
(2) Internal sales or transfers to/from segments	18	7	—	74	—	—
Segment Income	1,161	90	17	517	-67	295

	Other	Adjustments (Note1)	Consolidated total on profit and loss statements (Note2)
Net Sales	904	-103	31,749
(1) Sales to customers	902	—	31,749
(2) Internal sales or transfers to/from segments	1	-103	—
Segment Income	73	31	2,120

(Note)

- Adjustments of segment income: 63 million yen for Elimination and corporate amount, and -32 million yen for depreciation for goodwill.
- Operating income on profit and loss statements for 1Q was calculated from Segment Income and Adjustments.

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The First Quarter of FY March 2014 (April 1, 2013- June 30, 2013)

(Note: Rounded down to ¥ Million)

	General Mail Order	Specialty Mail Order	Retail store	Solution	Finance	Property
Net Sales	23,148	5,549	1,357	1,219	853	4,196
(1) Sales to customers	23,127	5,548	1,357	1,108	853	4,196
(2) Internal sales or transfers to/from segments	20	0	—	110	—	—
Segment Income	400	6	-43	515	176	1,131

	Other	Adjustments (Note1)	Consolidated total on profit and loss statements (Note2)
Net Sales	881	-136	37,069
(1) Sales to customers	877	—	37,069
(2) Internal sales or transfers to/from segments	4	-136	—
Segment Income	45	25	2,257

(Note)

1. Adjustments of segment income: 58 million yen for Elimination and corporate amount, and -32 million yen for depreciation for goodwill.
2. Operating income on profit and loss statements for 1Q 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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