Summary of Business Result for the First Quarter ended June 30, 2018

Date: July 31, 2018

(Note: Rounded down to ¥ Million)

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, Director and Executive Officer General Manager of Administration

Date of filing Shihanki-Houkokusho August 8, 2018 Date of payment of cash dividends

Drawing up of support documentation for its business result for 1Q : Yes

Taking place of analyst meeting for 1Q presentation : None

1. Consolidated Business Results for the First Quarter of FY March 2019 (April 1, 2018 – June 30, 2018)

(1) Results of Operations (cumulative)

FY Net sales Operating income Ordinary income Net income Million %(YOY) Million Million Million %(YOY) 1Q ended Jun. 2018 41,979 2.0 2,476 -13.7 4,517 27.4 2,866 -7.7 1Q ended Jun. 2017 41,153 2,870 19.0 3,544 3,105 10.6

(Note) Comprehensive income (Consolidated):

3,072 million yen for 1Q of FY March 2019 (-0.0%)

3,073 million yen for 1Q of FY March 2018(-%)

FY	Net income per share	Diluted net income per share
	¥	¥
1Q ended Jun. 2018	29.48	_
1Q ended Jun. 2017	31.94	_

(2) Financial Position

FY	Total assets	Net assets	Net assets excluding share subscription rights and minority interests to total assets
	¥ Million	¥ Million	%
As of Jun. 2018	207,405	96,108	45.7
As of Mar. 2018	195,946	93,058	47.1

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

94,757 million yen as of Jun. 30, 2018 92,344 million yen as of Mar. 31, 2018

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. 2018	_	6.25	_	6.25	12.50	
FY ended Mar. 2019	_					
FY ending Mar. 2019 (forecast)		7.50		7.50	15.00	

(Note) Revision in forecast of dividends: None

3. Forecast of Consolidated Financial Performance in FY March 2019 (April 1, 2018- March 31, 2019)

FY	Net sa	les	Operating	income	Ordinary	income	Net in	come	Net income per share
	¥ Million	%(YOY)	¥						
Sep. 2018 Interim	79,000	5.5	3,800	-10.2	4,100	-25.9	2,800	-35.4	28.80
FY ending Mar. 2019	180,000	11.3	15,000	15.3	15,500	17.0	10,500	8.6	107.99

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

4. Others

(1) Significant changes in scope of consolidation : Yes

Included a subsidiary: Sagami Group Holdings Co., Ltd.

(2) Simplified accounting method adopted : None

(3) Changes in accounting policies

1. Changes due to changes in accounting standard: None

2. Other changes : None

4. Re-statement : None

(4) Number of shares issued

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

97,236,456 shares as of Jun. 30, 2018 97,236,456 shares as of Mar. 31, 2018

: None

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

792 shares as of Jun. 30, 2018 740 shares as of Mar. 31, 2018

3. Outstanding averaged number of shares:

Change in accounting estimate

97,235,670 shares for 1Q of FY March 2019 (April 1, 2018 - June 30, 2018)

97,236,328 shares for 1Q of FY March 2018 (April 1, 2017 - June 30, 2017)



[Reference] Sales by Business Segment

The First Quarter of FY March 2018 (April 1, 2017 - June 30, 2017)

(Note: Rounded down to ¥ Million)

	General Mail Order	Specialty Mail Order	Retail store	Solution	Finance	Property
Net Sales	22,509	10,612	3,641	1,499	829	1,007
(1) Sales to customers	22,391	10,579	3,641	1,418	829	1,002
(2) Internal sales or transfers to/from segments	118	33	_	81	l	5
Segment Income / Loss	1,543	361	164	645	279	78

	Other	Adjustments (Note1)	Consolidated total on profit and loss statements (Note2)
Net Sales	1,304	-250	41,153
(1) Sales to customers (2) Internal sales or	1,292	_	41,153
transfers to/from segments	12	-250	_
Segment Income / Loss	-144	-59	2,870

(Note)

- Adjustments of segment income / loss: 72 million yen for Elimination and corporate amount, and -132 million yen for depreciation for goodwill.
- 2. Operating income on profit and loss statements for 1Q was calculated from Segment Income and Adjustments.

The First Quarter of FY March 2019 (April 1, 2018 - June 30, 2018)

(Note: Rounded down to ¥ Million)

	General Mail Order	Specialty Mail Order	Retail store	Solution	Finance	Property
Net Sales	22,650	11,179	3,498	1,453	910	1,210
(1) Sales to customers (2) Internal sales or transfers to/from segments	22,459 190	11,151 27	3,498	1,369 83	910 —	1,205 5
Segment Income / Loss	1,295	671	62	567	354	46

	Other	Adjustments (Note1)	Consolidated total on profit and loss statements (Note2)
Net Sales	1,401	-324	41,979
(1) Sales to customers	1,384	<u> </u>	41,979
(2) Internal sales or transfers to/from segments	16	-324	_
Segment Income / Loss	-170	-351	2,476

(Note)

- Adjustments of segment income / loss: -219million yen for Elimination and corporate amount, and -132 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.