# Presentation of Results for the Fiscal Year 

## Ended February 28, 2009

## ONWARD HOLDINGS CO.,LTD.

Kentaro Mizuno

President

# - Fiscal 2009 Consolidated Performance 

$>$ Fiscal 2009: Consolidated Statements of Income ..... P1
>Fiscal 2009: Consolidated Balance Sheets ..... P2
>Fiscal 2009: Performance by Geographic Area ..... P3
>Summary of Domestic Apparel-Related Business ..... P4
$>$ Summary of Overseas Apparel-Related Business ..... P5
>Progress under the Three-Year Medium-Term Management Plan ..... P6

- Fiscal 2010 Business Plan
>Fiscal 2010: Operating Plan ..... P7
>Fiscal 2010: Operating Plan by Geographic Area ..... P8
>Basic Management Policy ..... P9
>Policy for Strengthening Major Core Brands (Priority Measures) ..... P10
$>$ Policy for Strengthening Product Planning (Priority Measures) ..... P11
>New Brand Development (Priority Measures) ..... P12
$>$ Acceleration of Growth Strategy ..... P13-Principal Financial Indicators

ONWARD HOLDINGS CO., LTD.

## Fiscal 2009 Consolidated Performance

ONWARD HOLDINGS CO. LTD.

## Consolidated

|  | Fiscal 2009 | Fiscal 2008 | \% change |
| :---: | :---: | :---: | :---: |
| Net sales | 261,005 | 287,032 | $\Delta 26,027$ ( $\Delta 9.1 \%$ ) |
| Gross profit (Ratio) | $\begin{array}{r} 118,329 \\ (45.3 \%) \end{array}$ | $\begin{array}{r} 130,190 \\ (45.4 \%) \end{array}$ | $\begin{gathered} \Delta 11,861(\Delta 9.1 \%) \\ (\Delta 0.1 \%) \end{gathered}$ |
| $\begin{aligned} & \text { SG\&A } \\ & \text { (Ratio) } \end{aligned}$ | $\begin{array}{r} 109,245 \\ (41.9 \%) \end{array}$ | $\begin{array}{r} 111,562 \\ (38.9 \%) \end{array}$ | $\begin{gathered} \Delta 2,317 \quad(\Delta 2.1 \%) \\ (+3.0 \%) \end{gathered}$ |
| Operating income (Ratio) | $\begin{aligned} & 9,084 \\ & (3.5 \%) \end{aligned}$ | $\begin{array}{r} 18,628 \\ (6.5 \%) \end{array}$ | $\begin{gathered} \Delta 9,544(\Delta 51.2 \%) \\ (\Delta 3.0 \%) \end{gathered}$ |
| Ordinary income (Ratio) | $\begin{aligned} & 6,285 \\ & (2.4 \%) \end{aligned}$ | $\begin{array}{r} 24,128 \\ (8.4 \%) \end{array}$ | $\begin{gathered} \Delta 17,843(\Delta 74.0 \%) \\ (\Delta 6.0 \%) \end{gathered}$ |
| Extraordinary income (Ratio) | $\begin{array}{r} 924 \\ (0.4 \%) \end{array}$ | $\begin{aligned} & 7,422 \\ & (2.6 \%) \end{aligned}$ | $\underset{(\Delta 2.2 \%)}{\Delta 6,498(\searrow)}$ |
| $\begin{aligned} & \text { Extraordinary } \\ & \text { loss } \\ & \text { (Ratio) } \end{aligned}$ | $\begin{array}{r} 37,805 \\ (14.5 \%) \end{array}$ | $\begin{aligned} & 3,654 \\ & (1.3 \%) \end{aligned}$ | $\begin{gathered} +34,151 \quad(\nearrow) \\ (+13.2 \%) \end{gathered}$ |
| Net income (Ratio) | $\begin{array}{r} \Delta 30,895 \\ (\Delta 11.8 \%) \end{array}$ | $\begin{array}{r} 12,213 \\ (4.3 \%) \end{array}$ | $\underset{(\Delta 16.1 \%)}{\Delta 43,108 \quad(\searrow)}$ |

## Net Sales

In domestic businesses, reflecting the downturn in economic conditions, consumers became cautious as they sought to protect their living standards, and, especially in September 2008 and later, consumer confidence deteriorated rapidly. Market conditions in Onward's core department store distribution channel stagnated.

In overseas businesses, the decline in the value of the U.K. pound and euro had a major impact on performance.

## Gross Profit

Although sales declined due to market stagnation, production adjustments and inventory reduction made valuation losses on final inventories reduced, thus the decline in the gross profit ratio was kept to a minimum.

Selling, General and Administrative Expenses (SG\&A)
The efficiency of expenditure usage increased through selection and concentration, however, the substantial decline in sales caused the ratio of SG\&A to sales to rise.

## Operating Income

Among non-operating expenses, the Company reported foreign currency losses of $¥ 5.3$ billion related to the borrowings of overseas subsidiaries.

## Extraordinary Loss

As a result of the sharp decline in stock prices, the Company reported losses on its stockholdings of $¥ 22.6$ billion and losses due to impairment of goodwill amounting to $¥ 11.5$ billion.

ONWARD HOLDINGS CO, LTD.

## Consolidated

|  |  |  | (Unit: $¥$ millions) | Cash and Time Deposits |
| :---: | :---: | :---: | :---: | :---: |
|  | Fiscal 2009 | Fiscal 2008 | \% change |  |
| Total assets | 296,282 | 309,092 | -12,809 |  |
| Cash and time deposits | 23,415 | 36,849 | $\Delta 13,433$ | Inventories rose because of the consolidation of |
| Inventories | 33,758 | 33,233 | 525 |  |
| Total current assets | 98,945 | 112,519 | -13,573 | Tangible Fixed Assets |
| Total tangible fixed assets | 90,174 | 95,008 | -4,833 | Decline owing to depreciation |
| Total intangible fixed assets | 50,374 | 25,943 | 24,430 | tangible Fixed Assets |
| Total investments and other assets | 56,788 | 75,620 | -18,832 | Increase due to goodwill |
| Total fixed assets | 197,336 | 196,572 | 764 | Investments and Other Assets |
| Accounts and notes payable | 39,620 | 42,074 | $\Delta 2,454$ | Decline owing to valuation losses on investment securities |
| Short-term loans | 31,647 | 25,677 | 5,970 |  |
| Current liabilities | 92,368 | 93,320 | $\triangle 952$ | Current Liabilities Decrease in income taxes, etc., payable |
| Long-term liabilities | 45,496 | 18,132 | 27,363 |  |
| Total liabilities | 137,864 | 111,453 | 26,411 | Long-Term Liabilities Increase of $¥ 26.7$ billion in long-term |
| Total shareholders' equity | 178,023 | 213,625 | $\Delta 35,601$ |  |
| Total valuation and translation adjustments | $\Delta 21,156$ | -18,768 | $\Delta 2,388$ | Shareholders' Equity |
| Net assets | 158,418 | 197,639 | -39,221 | Decline in retained earnings |

## Fiscal 2009: Performance by Geographic Area



## Summary of Domestic Apparel-Related Business

ONWARD HOLDINGS CO, LTD

## Domestic: Sales of $¥ 241.8$ billion

## ONWARD KASHIYAMA

-Stagnation in the core department store apparel market because of the sudden deterioration in consumer confidence following the "Lehman Shock."
■"NIJYUSANKU" and "JIYUKU", our major core brands, attained certain results due to concentration of resources.

## ONWARD TRADING

Although uniform and sales promotion goods businesses were

"NIJYUSANKU" influenced in some areas because of the slump in the management environment in the second half, performance remained generally firm.

## CHACOTT

■Profits declined because of the drop in sales in mainstay directly operated stores.
Expansionary trend in cosmetics and online sales.

## BUS STOP

■Sales of core shops decreased because of the impact of the shrinkage in luxury market.
■Began a new sales approach, "MMIX," handling merchandise that realize highly fashionable design through collaboration with

"MMIX" launched in autumn/winter 2008 edgy designers in Japan and overseas and offering such high-quality goods at affordable prices.

## Europe: Sales of $¥ 27.0$ billion

## G|BO' CO Group

■As the growth engine for overseas business, we have continued to make necessary investments and pursue an expansionary strategy.
■Orders for fashion-related goods declined along with market stagnation in the latter half of the fiscal year.

## JOSEPH Group

■Establishment of a new managerial organization and creative team to implement the Company's new growth strategy.
■Although the retail business held firm in the first half of the fiscal year,

"JOSEPH" ’s Westbourne Grove store sales declined in the second half because of the worsening of market conditions.

## Asia: Sales of $¥ 5.9$ billion

## ONWARD FASHION TRADING (China)

-The growth rate in results for the second half slowed, but performance remained at the planned levels.

## United States: Sales of $¥ 3.2$ billion

J. PRESS INC.


- Profitability improved along with the concentration on the retail business
"rosebullet" brand apparel on display in and online sales.


## Onward Will Implement Active Operating Policies without Changes in Direction， Even in This Tough Environment

## Group Business Policy

（Group corporate expansion strategy ）
Expansion of business scale in each business domain
【Expansion of business domains】
M\＆A and overseas business strategy
（Realize synergjes among businesses）
Synergies among Group companies
in Japan and overseas
（Contribute to stakeholder value」
Return to shareholders，contifloution to society，
environmental preservation，hifh compliance standards

Fiscal 2011

| Net sales | Operating income <br> （Ratio） | Ordinary income <br> （Ratio） | Net income <br> （Ratio） | R O E E |
| :---: | :---: | :---: | :---: | :---: |

## Fiscal 2010 Business Plan

Consolidated

|  |  |  | (Unit: F million) | Net Sales <br> Based on the current status of sales, the Company is planning for net sales at $90 \%$ of the existing target. <br> Sales of $¥ 16.0$ billion will be added due to the consolidation of JIL SANDER and CREATIVE YOKO. <br> Gross Profit <br> The gross profit ratio will increase because of the implementation of measures to increase efficiency of sales activities and the consolidation of additional subsidiaries with high gross profit ratios. <br> SG\&A <br> Increase in new expenses of $¥ 8.8$ billion and increase in goodwill of $¥ 0.6$ billion. <br> Ordinary Income <br> Improvement in non-operating income because of smaller foreign currency loss compared with the previous fiscal year. |
| :---: | :---: | :---: | :---: | :---: |
|  | FY2010 (Planned) | FY2009 (Actual) | \% change |  |
|  |  |  |  |  |
| Net sales | 252,600 | 261,005 | $\Delta 8,405$ ( $\Delta 3.2 \%$ ) |  |
|  |  |  |  |  |
| Gross profit (Ratio) | $\begin{array}{r} 116,900 \\ (46.3 \%) \end{array}$ | $\begin{array}{r} 118,329 \\ (45.3 \%) \end{array}$ | $\begin{gathered} \Delta 1,429(\Delta 1.2 \%) \\ (1.0 \%) \end{gathered}$ |  |
| $\begin{aligned} & \text { SG\&A } \\ & \text { (Ratio) } \end{aligned}$ | $\begin{array}{r} 108,900 \\ (43.1 \%) \end{array}$ | $\begin{array}{r} 109,245 \\ (41.9 \%) \end{array}$ | $\begin{gathered} \Delta 345(\Delta 0.3 \%) \\ (1.2 \%) \end{gathered}$ |  |
| Operating income (Ratio) | $\begin{aligned} & 8,000 \\ & (3.2 \%) \end{aligned}$ | $\begin{aligned} & 9,084 \\ & (3.5 \%) \end{aligned}$ | $\begin{gathered} \Delta 1,084(\Delta 11.9 \%) \\ (\Delta 0.3 \%) \end{gathered}$ |  |
| Ordinary | 10,000 | 6,285 | +3,715 ( $59.1 \%$ ) |  |
| (Ratio) | (4.0\%) | (2.4\%) | (1.6\%) |  |
| Net income (Ratio) | $\begin{aligned} & 3,600 \\ & (1.4 \%) \end{aligned}$ | $\begin{array}{r} \Delta 30,895 \\ (\Delta 11.8 \%) \end{array}$ | $\underset{(13.2 \%)}{+34,495(\nearrow)}$ |  |

## By Geographic Area

|  | FY2010 (Planned) |  |  | FY2009 (Actual) |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Net Sales <br> Amounts (Change) | Operating Income Amounts (Change) |  | Net Sales <br> Amounts (Change) | Operating Income Amounts (Change) |  |
| Domestic businesses | 222,287 ( $\Delta 8.1 \%$ ) | $\begin{gathered} 9,197 \\ (4.1 \%) \end{gathered}$ | ( $\Delta 9.6 \%$ ) | 241,755 ( $\Delta 7.6 \%$ ) | $\begin{aligned} & 10,169 \\ & (4.2 \%) \end{aligned}$ | ( $\triangle 34.3 \%$ ) |
| Europe | 38,489 ( $42.4 \%$ ) | $\begin{array}{r} 186 \\ (0.5 \%) \end{array}$ | $(\pi)$ | 27,036 ( $\Delta 22.5 \%$ ) | $\begin{gathered} \Delta 64 \\ (\Delta 0.2 \%) \end{gathered}$ | $(\searrow)$ |
| Asia | 6,010 ( $2.2 \%$ ) | $\begin{array}{r} 374 \\ (6.2 \%) \end{array}$ | ( 10.7\%) | 5,878 ( $\Delta 6.9 \%$ ) | $\begin{array}{r} 338 \\ (5.8 \%) \end{array}$ | ( $\Delta 34.6 \%$ ) |
| United States | 3,192 ( $\pm 0$ ) | $\begin{aligned} & \Delta 297 \\ & (\Delta 9.3 \%) \end{aligned}$ | ( $\triangle$ ) | 3,191 ( $\Delta 26.0 \%$ ) | $\begin{aligned} & \Delta 615 \\ & (\Delta 19.3 \%) \end{aligned}$ | $(\pi)$ |
| Overseas businesses | 47,691 (32.1\%) | $\begin{gathered} 263 \\ (0.6 \%) \end{gathered}$ | ( $\triangle$ ) | 36,105 ( $\Delta 20.7 \%$ ) | $\begin{gathered} \Delta 341 \\ (\Delta 0.9 \%) \end{gathered}$ | $\Delta 1$ |
| Total before eliminations | 269,978 ( $\Delta 2.8 \%$ ) | $\begin{aligned} & 9,460 \\ & (3.5 \%) \end{aligned}$ | $(\Delta 3.7 \%)$ | 277,860 ( $\Delta 9.5 \%$ ) | $\begin{gathered} 9,828 \\ (3.5 \%) \end{gathered}$ | $(\Delta 46.4 \%)$ |

## Managerial Awareness of Current Conditions

Factors in External Environment


Factors in the Apparel Industry


## Further change in the structure of consumption

## ONWARD' s Mission

To offer highly fashionable, high-quality products that seem inexpensive compared to their value

## Basic Management Policy

Proceed with measures to improve management efficiency and aim for higher income, even in the tough environment

## Priority Measures

Expansion in sales of individual stores

- Concentrate resources in major core brands Strengthen capabilities for product planning that anticipates market needs
-Launch new brands that provide "something new"
- Accelerate growth strategy through M\&A and realization of synergies


## Thoroughly refurbish and polish our "major core brands" and establish them as brands with superiority and presence



## Become top brands supported by customers and retailers

## Fiscal 2009 Nationwide Department Store Buyers Award



## Keywords for Product Development

## Mode

Pursuit of contemporary fashion

Value for price
Value at the right price

Closer involvement than previously in production, such as development of materials

Create products that are fresh, attractive, and excite the customers
Example: Research from the materials stage
Materials are one key element in apparel making.
We will work to differentiate by creating offerings that other apparel company do not have.

## Autumn/winter 2008

<"JIYUKU" x Kurabo>
-Compressed jersey dresses

## Spring/summer 2009

<"JIYUKU" x TORAY>
-"Sillook duet- $\mu$ " Blouses
<"NIJYUSANKU" x Kurabo>
-Spima cotton gabardine spring coat
<Develop materials for several brands with spinning companies>


Knitwears, cut and sewns, etc.

## New Brand Development (Priority Measures)

ONWARD HOIDINCS CO ITD

## Offering Brands that Give a New Concept Responded to Consumers' Changing Sense of Values

## Department Stores

What do consumer want from

## Reliability

department stores?
What should department store brands be like?
Confidence
Back to the origins of brand development

- A high degree of originality drawing on the strengths of department stores and manufacturers, not available from other retail channels
- Pricing that has consumers feel that the items are relatively less expensive for their quality (=department store quality).

Free-standing stores

## Ladies' brands

Next-generation stores that attract attention with the new world view emerging from the United States

## "OPENING CEREMONY"

A new large-scale street side store will debut this fall. (About $2,000 \mathrm{~m}^{2}$ in floor space)

## Shopping centers

Development of brands based on the keywords of
"high sensitivity to fashion" and "value for price"

## Acceleration of Growth Strategy

ONWARD HOLDINGS CO, LTD.

## New Growth Strategies

## JOSEPH Group

-Actively implement new global strategies.

- Expand categories by widening ranges of fashion-related goods, and strengthen general product planning.
- Implemented major renewal of core street side stores-off to a good start >London Westbourne Grove store: Reopened after renovation on February 25, 2009.
(Sales up 41\% year on year in March)
 $>$ London Old Bond Street store: Reopened after renovation on March 13, 2009. (Sales up 9\% year on year in March)


## JIL SANDER

■Establish as a leading world luxury brand.
-Expand sales at individual stores and increase efficiency to raise profitability.
Realizing synergies

JOSEPH
JIL SANDER


## JOSEPH Group

-Expand production of shoes (from IRIS) and bags (from FRASSINETI).

## JIL SANDER

■Strengthen product lineup by expanding merchandise categories.
-Begin production of knitwear (from ERIKA), clothing (from CORPORATE), and bags (from FRASSINETI) from autumn/winter 2009.
-Begin production of shoes (from IRIS) from the spring/summer 2010.

## CREATIVE YOKO

-Begin consideration of collaboration with ONWARD's brands.

ONWARD HOLDINGS CO.,LTD.

## <Reference Materials> Principal Financial Indicators

(Unit: $¥$ million)

|  | First half (Actual) |  |  |  | Second half (Actual) |  |  |  | Full fiscal year (Actual) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{aligned} & \text { Fiscal } \\ & 2009 \end{aligned}$ | Fiscal 2008 | Change | \% <br> Change | $\begin{aligned} & \text { Fiscal } \\ & 2009 \end{aligned}$ | $\begin{gathered} \text { Fiscal } \\ 2008 \end{gathered}$ | Change | \% Change | $\begin{gathered} \text { Fiscal } \\ 2009 \end{gathered}$ | Fiscal $2008$ | Change | \% Change |
| Net sales | 132,469 | 140,836 | $\triangle 8,367$ | ( $\triangle 5.9 \%$ ) | 128,536 | 146,196 | $\Delta 17,660$ | ( $\triangle 12.1 \%$ ) | 261,005 | 287,032 | $\triangle 26,027$ | ( $\triangle 9.1 \%$ ) |
| Gross profit <br> (Ratio) | $\begin{array}{r} 59,916 \\ (45.2 \%) \end{array}$ | $\begin{gathered} 63,252 \\ (44.9 \%) \end{gathered}$ | $\begin{array}{r} \Delta 3,336 \\ (0.3 \%) \end{array}$ | ( $\triangle 5.3 \%$ ) | $\begin{array}{r} 58,413 \\ (45.4 \%) \end{array}$ | $\begin{array}{r} 66,938 \\ (45.8 \%) \end{array}$ | $\begin{gathered} \Delta 8,525 \\ (\Delta 0.4 \%) \end{gathered}$ | ( $\triangle 12.7 \%$ ) | $\begin{aligned} & \text { 118,329 } \\ & (45.3 \%) \end{aligned}$ | $\begin{aligned} & 130,190 \\ & (45.4 \%) \end{aligned}$ | $\begin{aligned} & \Delta 11,861 \\ & (\Delta 0.1 \%) \end{aligned}$ | ( $\triangle 9.1 \%$ ) |
| SG\&A <br> (Ratio) | $\begin{array}{r} 53,926 \\ (40.7 \%) \end{array}$ | $\begin{array}{r} 55,845 \\ (39.7 \%) \end{array}$ | $\begin{array}{r} \Delta 1,919 \\ (1.0 \%) \end{array}$ | ( $\triangle 3.4 \%$ ) | $\begin{array}{r} 55,319 \\ (43.0 \%) \end{array}$ | $\begin{array}{r} 55,717 \\ (38.1 \%) \end{array}$ | $\begin{gathered} \Delta 398 \\ (4.9 \%) \end{gathered}$ | ( $\triangle 0.7 \%$ ) | $\begin{aligned} & \text { 109,245 } \\ & \text { (41.9\%) } \end{aligned}$ | $\begin{aligned} & \text { 111,562 } \\ & \text { (38.9\%) } \end{aligned}$ | $\begin{array}{r} \Delta 2,317 \\ (3.0 \%) \end{array}$ | ( $\Delta 2.1 \%$ ) |
| Operating income (Ratio) | $\begin{array}{r} 5,990 \\ (4.5 \%) \end{array}$ | $\begin{gathered} 7,407 \\ (5.3 \%) \end{gathered}$ | $\begin{aligned} & \Delta 1,417 \\ & (\Delta 0.8 \%) \end{aligned}$ | ( $\triangle 19.1 \%$ ) | $\begin{array}{r} 3,094 \\ (2.4 \%) \end{array}$ | $\begin{aligned} & 11,221 \\ & (7.7 \%) \end{aligned}$ | $\begin{gathered} \Delta 8,127 \\ (\Delta 5.3 \%) \end{gathered}$ | ( $\triangle 72.4 \%$ ) | $\begin{array}{r} 9,084 \\ (3.5 \%) \end{array}$ | $\begin{aligned} & 18,628 \\ & (6.5 \%) \end{aligned}$ | $\begin{aligned} & \Delta 9,544 \\ & (\Delta 3.0 \%) \end{aligned}$ | ( $\triangle 51.2 \%$ ) |
| Ordinary income (Ratio) | $\begin{array}{r} 6,825 \\ (5.2 \%) \end{array}$ | $\begin{aligned} & 10,948 \\ & (7.8 \%) \end{aligned}$ | $\begin{gathered} \Delta 4,123 \\ (\Delta 2.6 \%) \end{gathered}$ | ( $\triangle 37.7 \%$ ) | $\begin{array}{r} \Delta 540 \\ (\Delta 0.4 \%) \end{array}$ | $\begin{aligned} & 13,180 \\ & \text { (9.0\%) } \end{aligned}$ | $\begin{aligned} & \Delta 13,720 \\ & (\Delta 9.4 \%) \end{aligned}$ | ( $\triangle$ ) | $\begin{array}{r} 6,285 \\ (2.4 \%) \end{array}$ | $\begin{aligned} & \text { 24,128 } \\ & \text { (8.4\%) } \end{aligned}$ | $\begin{array}{r} \Delta 17,843 \\ (\Delta 6.0 \%) \end{array}$ | ( $\triangle 74.0 \%$ ) |
| Net income (Ratio) | $\begin{array}{r} 2,497 \\ (1.9 \%) \end{array}$ | $\begin{aligned} & 6,357 \\ & (4.5 \%) \end{aligned}$ | $\begin{gathered} \Delta 3,860 \\ (\Delta 2.6 \%) \end{gathered}$ | ( $\triangle 60.7 \%$ ) | $\begin{gathered} \Delta 33,392 \\ (\triangle 26.0 \%) \end{gathered}$ | $\begin{array}{r} 5,856 \\ (4.0 \%) \end{array}$ | $\begin{aligned} & \Delta 39,248 \\ & (\triangle 30.0 \%) \end{aligned}$ | ( $\triangle$ ) | $\begin{gathered} \Delta 30,895 \\ (\triangle 11.8 \%) \end{gathered}$ | $\begin{aligned} & 12,213 \\ & (4.3 \%) \end{aligned}$ | $\left\|\begin{array}{l} \Delta 43,108 \\ (\Delta 16.1 \%) \end{array}\right\|$ | ( $\triangle$ |

(Unit: $¥$ million)

| (Unit: $¥$ millio |  |  |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | First half (Planned) |  |  |  | Second half (Planned) |  |  |  | Full fiscal year (Planned) |  |  |  |
|  | FY2010 <br> (Planned) | FY2009 <br> (Actual) | Change | \% Change | FY2010 (Planned) | FY2009 <br> (Actual) | Change | \% Change | FY2010 <br> (Planned) | FY2009 (Actual) | Change | Change |
| Net sales | 124,200 | 132,469 | $\Delta 8,269$ | ( $\triangle 6.2 \%$ ) | 128,400 | 128,536 | $\Delta 136$ | ( $\triangle 0.1 \%$ ) | 252,600 | 261,005 | $\Delta 8,405$ | ( $\triangle 3.2 \%$ ) |
| Gross profit <br> (Ratio) | $\begin{array}{r} 57,300 \\ (46.1 \%) \end{array}$ | $\begin{array}{r} 59,916 \\ (45.2 \%) \end{array}$ | $\begin{gathered} \Delta 2,616 \\ (0.9 \%) \end{gathered}$ | ( $\triangle 4.4 \%$ ) | $\begin{array}{r} 59,600 \\ (46.4 \%) \end{array}$ | $\begin{array}{r} 58,413 \\ (45.4 \%) \end{array}$ | $\begin{array}{r} 1,187 \\ (1.0 \%) \end{array}$ | (2.0\%) | $\begin{aligned} & 116,900 \\ & (46.3 \%) \end{aligned}$ | $\begin{aligned} & \text { 118,329 } \\ & (45.3 \%) \end{aligned}$ | $\begin{gathered} \Delta 1,429 \\ (1.0 \%) \end{gathered}$ | ( $\Delta 1.2 \%$ ) |
| $\begin{aligned} & \text { SG\&A } \\ & \text { (Ratio) } \end{aligned}$ | $\begin{array}{r} 54,300 \\ (43.7 \%) \end{array}$ | $\begin{array}{r} 53,926 \\ (40.7 \%) \end{array}$ | $\begin{array}{r} 374 \\ (3.0 \%) \end{array}$ | (0.7\%) | $\begin{array}{r} 54,600 \\ (42.5 \%) \end{array}$ | $\begin{array}{r} 55,319 \\ (43.0 \%) \end{array}$ | $\begin{gathered} \Delta 719 \\ (\Delta 0.5 \%) \end{gathered}$ | ( $\Delta 1.3 \%$ ) | $\begin{aligned} & \text { 108,900 } \\ & (43.1 \%) \end{aligned}$ | $\begin{aligned} & 109,245 \\ & (41.9 \%) \end{aligned}$ | $\begin{array}{r} \Delta 345 \\ (1.2 \%) \end{array}$ | ( $\triangle 0.3 \%$ ) |
| Operating income (Ratio) | $\begin{array}{r} 3,000 \\ (2.4 \%) \end{array}$ | $\begin{array}{r} 5,990 \\ (4.5 \%) \end{array}$ | $\begin{gathered} \Delta 2,990 \\ (\Delta 2.1 \%) \end{gathered}$ | ( $\triangle 49.9 \%$ ) | $\begin{array}{r} 5,000 \\ (3.9 \%) \end{array}$ | $\begin{array}{r} 3,094 \\ (2.4 \%) \end{array}$ | $\begin{array}{r} 1,906 \\ (1.5 \%) \end{array}$ | ( $\triangle$ ) | $\begin{array}{r} 8,000 \\ (3.2 \%) \end{array}$ | $\begin{array}{r} 9,084 \\ (3.5 \%) \end{array}$ | $\begin{aligned} & \Delta 1,084 \\ & (\Delta 0.3 \%) \end{aligned}$ | ( $\triangle 11.9 \%$ ) |
| Ordinary income (Ratio) | $\begin{array}{r} 3,800 \\ (3.1 \%) \end{array}$ | $\begin{array}{r} 6,825 \\ (5.2 \%) \end{array}$ | $\begin{gathered} \Delta 3,025 \\ (\Delta 2.1 \%) \end{gathered}$ | ( $\triangle 44.3 \%$ ) | $\begin{array}{r} 6,200 \\ (4.8 \%) \end{array}$ | $\begin{array}{r} \Delta 540 \\ (\Delta 0.4 \%) \end{array}$ | $\begin{array}{r} 6,740 \\ (5.2 \%) \end{array}$ | ( $\nearrow$ ) | $\begin{aligned} & 10,000 \\ & (4.0 \%) \end{aligned}$ | $\begin{array}{r} 6,285 \\ (2.4 \%) \end{array}$ | $\begin{array}{r} 3,715 \\ (1.6 \%) \end{array}$ | ( 59.1\%) |
| Net income <br> (Ratio) | $\begin{array}{r} 1,000 \\ (0.8 \%) \\ \hline \end{array}$ | $\begin{array}{r} 2,497 \\ (1.9 \%) \end{array}$ | $\begin{array}{r} \Delta 1,497 \\ (\Delta 1.1 \%) \end{array}$ | ( $\triangle 60.0 \%$ ) | $\begin{array}{r} 2,600 \\ (2.0 \%) \end{array}$ | $\begin{array}{r} \Delta 33,392 \\ (\triangle 26.0 \%) \end{array}$ | $\begin{gathered} 35,992 \\ (28.0 \%) \end{gathered}$ | ( $\triangle$ ) | $\begin{array}{r} 3,600 \\ (1.4 \%) \\ \hline \end{array}$ | $\begin{array}{r} \Delta 30,895 \\ (\triangle 11.8 \%) \end{array}$ | $\begin{array}{\|c} 34,495 \\ (13.2 \%) \\ \hline \end{array}$ | ( $\triangle$ ) |

## Results of Principal Consolidated Subsidiaries

ONWARD HOLDINGS CO, LTD.


| Operating Income> |  |  |  |  |  |  |  |  |  | (Unit: $¥$ million) |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | First half of FY 2009 (Actual) |  |  | Second half of FY 2009 (Actual) |  |  | Full fiscal 2009 (Actual) |  |  | Plans for full fiscal 2010 |  |  |
|  | Amount | change | \% | Amount | change | \% | Amount | change | \% | Amount | change | \% |
| ONWARD HOLDINGS+ ONWARD KASHIYAMA CO., LTD. | 4,067 | $\triangle 681$ | $\triangle 14.3 \%$ | 4,148 | $\triangle 4,880$ | $\triangle 54.1 \%$ | 8,215 | $\triangle 5,561$ | $\triangle 40.4 \%$ | 6,400 | $\triangle 1,815$ | $\triangle 22.1 \%$ |
| ONWARD TRADING CO., LTD | 822 | $\triangle 40$ | $\triangle 4.6 \%$ | 226 | $\triangle 83$ | $\triangle 26.9 \%$ | 1,048 | $\triangle 123$ | $\triangle 10.5 \%$ | 1,415 | +367 | 35.0\% |
| CHACOTT CO., LTD | 401 | $\triangle 23$ | $\triangle 5.4 \%$ | 206 | $\triangle 146$ | $\triangle 41.5 \%$ | 607 | $\triangle 169$ | $\triangle 21.8 \%$ | 588 | $\triangle 19$ | $\triangle 3.1 \%$ |
| ACROSS TRANSPORT CO., LTD. | 114 | + 46 | 67.6\% | 169 | +223 | $\pi$ | 283 | +269 | $\pi$ | 187 | $\triangle 96$ | $\triangle 33.9 \%$ |
| ONWARD CREATIVE CENTER CO., LTD. | $\triangle 49$ | $\triangle 135$ | $\searrow$ | $\triangle 53$ | $\triangle 19$ | $\pm$ | $\triangle 102$ | $\triangle 154$ | \} | $\triangle 14$ | +88 | $\pi$ |
| ONWARD RESORT Group | $\triangle 50$ | $\triangle 52$ | \} | $\triangle 145$ | $\triangle 122$ | $\triangle$ | $\triangle 195$ | $\triangle 174$ | $\triangle$ | $\triangle 21$ | +174 | $\nabla$ |
| JOSEPH Group | $\triangle 315$ | $\triangle 167$ | $\triangle$ | $\triangle 454$ | $\triangle 822$ | $\triangle$ | $\triangle 769$ | $\triangle 989$ | \} | $\triangle 251$ | +518 | $\checkmark$ |
| GIBO' CO. Group | 1,107 | $\triangle 188$ | $\triangle 14.5 \%$ | 490 | $\triangle 1,122$ | $\triangle 69.6 \%$ | 1,597 | $\triangle 1,310$ | $\triangle 45.1 \%$ | 1,339 | $\triangle 258$ | $\triangle 16.2 \%$ |



<Capital Investment>

|  | Fiscal <br> 2005 <br> (Actual) | Fiscal <br> 2006 <br> (Actual) | Fiscal <br> 2007 <br> (Actual) | Fiscal <br> 2008 <br> (Actual) | Fiscal <br> 2009 <br> (Actual) | Fiscal <br> (Planned) |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| Cons <br> (lidated | 9,076 | 8,053 | 10,506 | 9,566 | 3,719 | 5,200 |
| Non- <br> Cons <br> olidated | 8,280 | 7,238 | 8,046 | 5,255 | 2,470 | 3,000 |

< Depreciation >

|  | Fiscal <br> 2005 <br> (Actual) | Fiscal <br> 2006 <br> (Actual) | Fiscal <br> 2007 <br> $($ Actual) | Fiscal <br> 2008 <br> (Actual) | Fiscal <br> 2ctual) <br> (Actual) | Fiscal <br> 2010 <br> (Planned) |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| Cons <br> olidated | 7,041 | 7,053 | 6,697 | 7,340 | 5,986 | 6,100 |
| Non- <br> Cons <br> olidated | 5,353 | 5,542 | 4,890 | 5,109 | 4,639 | 4,500 |

## <Sales Floor Area>

|  |  | Fiscal 2005 (Actual) |  | Fiscal 2006 <br> (Actual) |  | Fiscal 2007 <br> (Actual) |  | Fiscal 2008 <br> (Actual) |  | Fiscal 2009 <br> (Actual) |  | Fiscal 2010 (Planned) |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Department stores | Sales ( $¥$ million) | 133,973 | 6.3\% | 139,376 | 4.0\% | 148,911 | 6.8\% | 148,608 | $\Delta 0.2 \%$ | 135,031 | $\triangle 9.1 \%$ | 120,000 | $\Delta 11.1 \%$ |
|  | Sales floor area <br> ( $\mathrm{m}^{2}$ ) | 175,000 | 10.8\% | 174,310 | $\Delta 0.4 \%$ | 182,480 | 4.7\% | 175,200 | $\triangle 4.0 \%$ | 173,500 | $\Delta 1.0 \%$ | 168,700 | $\Delta 2.8 \%$ |
| New Distribution channels | Sales ( $¥$ million) | 29,318 | 14.0\% | 30,064 | 2.5\% | 32,138 | 6.9\% | 33,263 | 3.5\% | 32,066 | $\Delta 3.6 \%$ | 30,190 | $\triangle 5.9 \%$ |
|  | Sales floor area $\left(m^{2}\right)$ | 87,470 | 19.1\% | 92,190 | 5.4\% | 95,830 | 3.9\% | 93,060 | $\triangle 2.9 \%$ | 92,400 | $\Delta 0.7 \%$ | 88,600 | $\Delta 4.1 \%$ |

## <Trends in Monthly Sales>

| $\begin{gathered} \text { Fiscal } \\ 2009 \end{gathered}$ | Mar. | Apr. | May | June | July | Aug. | First half | Sep. | Oct. | Nov. | Dec. | Jan. | Feb. | Secon d half | Total |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Men's | 12 | $\Delta 5$ | $\Delta 7$ | $\triangle 13$ | $\triangle 10$ | $\triangle 10$ | $\triangle 5$ | $\Delta 7$ | $\triangle 10$ | $\triangle 11$ | $\triangle 13$ | $\triangle 10$ | $\triangle 20$ | $\triangle 18$ | $\triangle 12$ |
| Women's | 6 | $\triangle 5$ | $\triangle 8$ | $\triangle 13$ | $\triangle 2$ | $\Delta 1$ | $\triangle 4$ | $\triangle 6$ | $\triangle 10$ | $\triangle 10$ | $\triangle 11$ | $\triangle 13$ | $\Delta 16$ | $\triangle 10$ | $\triangle 7$ |
| Children's | $\triangle 2$ | $\triangle 6$ | $\triangle 8$ | $\triangle 15$ | $\triangle 4$ | $\triangle 3$ | $\triangle 6$ | $\triangle 12$ | $\triangle 13$ | $\triangle 7$ | $\triangle 4$ | $\triangle 2$ | $\triangle 8$ | $\triangle 8$ | $\triangle 7$ |
| Kimonos | $\Delta 7$ | $\Delta 21$ | 14 | $\triangle 14$ | $\Delta 17$ | 2 | $\triangle 10$ | $\Delta 12$ | $\triangle 10$ | $\triangle 28$ | 3 | $\triangle 3$ | $\pm 0$ | $\triangle 4$ | $\triangle 8$ |
| Other | $\Delta 1$ | $\triangle 5$ | 2 | $\triangle 3$ | $\Delta 7$ | 8 | $\Delta 1$ | $\triangle 7$ | $\triangle 8$ | $\triangle 15$ | $\triangle 15$ | $\Delta 7$ | $\triangle 13$ | $\triangle 14$ | $\triangle 8$ |
| Total | 6 | $\triangle 5$ | $\triangle 7$ | $\triangle 13$ | $\triangle 5$ | $\Delta 1$ | $\triangle 4$ | $\triangle 6$ | $\Delta 10$ | $\triangle 10$ | $\triangle 11$ | $\triangle 12$ | $\triangle 16$ | $\triangle 12$ | $\triangle 8$ |

<By Apparel Type>

|  | First half of FY 2009 (Actual) |  | Second half of FY 2009 (Actual) |  | Full fiscal 2009 (Actual) |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Amount | \% change | Amount | \% change | Amount | \% change |
| Men's | 21,541 | $\triangle 5.4 \%$ | 22,845 | $\triangle 17.9 \%$ | 44,386 | $\triangle 12.3 \%$ |
| Women's | 61,017 | $\triangle 3.6 \%$ | 59,732 | $\Delta 10.4 \%$ | 120,749 | $\Delta 7.1 \%$ |
| Children's | 3,379 | $\triangle 6.3 \%$ | 3,771 | $\Delta 7.8 \%$ | 7,150 | $\Delta 7.1 \%$ |
| Kimonos | 1,686 | $\Delta 10.2 \%$ | 1,294 | $\triangle 4.4 \%$ | 2,980 | $\triangle 7.7 \%$ |
| Other | 2,879 | $\Delta 1.4 \%$ | 2,687 | $\triangle 13.8 \%$ | 5,566 | $\Delta 7.8 \%$ |
| Total | 90,502 | $\triangle 4.2 \%$ | 90,329 | $\Delta 12.4 \%$ | 180,831 | $\triangle 8.5 \%$ |

< By Distribution Channel $>$

|  | First half of FY 2009 (Actual) |  | Second half of FY 2009 (Actual) |  | Full fiscal 2009 (Actual) |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Amount | \% change | Amount | \% change | Amount | \% change |
| Department stores | 67,121 | $\triangle 4.6 \%$ | 67,910 | $\Delta 13.2 \%$ | 135,031 | $\triangle 9.1 \%$ |
| New distribution channels | 16,077 | 1.3\% | 15,989 | $\Delta 8.1 \%$ | 32,066 | $\triangle 3.6 \%$ |
| Specialty stores | 2,768 | $\triangle 9.1 \%$ | 2,718 | $\Delta 8.6 \%$ | 5,486 | $\Delta 8.8 \%$ |
| Chain stores | 1,067 | $\triangle 15.7 \%$ | 1,017 | $\Delta 23.6 \%$ | 2,084 | $\triangle 19.8 \%$ |
| Other | 3,469 | $\triangle 12.2 \%$ | 2,695 | $\Delta 13.2 \%$ | 6,164 | $\triangle 12.6 \%$ |
| Total | 90,502 | $\triangle 4.2 \%$ | 90,329 | $\Delta 12.4 \%$ | 180,831 | $\Delta 8.5 \%$ |



The information in this presentation is not a solicitation to purchase or sell Onward Holdings stock. Opinions, forecasts and other statements not based on historical facts represent the judgments of the company at the time this presentation was prepared. Onward Holdings makes no guarantee regarding the accuracy of the information in this presentation and may make revisions without prior notice. Onward Holdings and the providers of this information assume no responsibility whatsoever for any losses incurred in association with this information.

