

RETAIL SEGMENT

SHOP-IN

The Retail segment comprises the Shop-In chain of retail stores focused on cosmetic and beauty products. This is one of the main retail businesses being developed by the Tokyo Dome Group, with 38 stores operated nationwide as of January 31, 2009. The Retail segment's strategy aims to bolster the Shop-In brand and enhance profitability to increase the attractiveness of the business. In the fiscal year ended January 31, 2009, the Retail segment accounted for approximately 9 percent of overall Group sales.



The Shop-In store at LaQua in Tokyo Dome City

Sales by the Retail segment for the fiscal year under review totaled ¥7,890 million, a 2.7 percent decrease compared with the previous fiscal year. The average purchase amount per customer was ¥2,376 during the fiscal year, up 8.3 percent. Average monthly sales per *tsubo* (3.3 square meters) of store space was ¥407,000, down 2.4 percent.

We newly opened the Ikebukuro store during the fiscal year under review, the Yodoyabashi store was relocated and three stores underwent refurbishment—LaQua, Okayama and Tennoji. Since no stores were closed during the period, the store total rose

by one, to 38 stores. Overall, sales were robust, led particularly by existing stores in the Kansai Region. This positive trend was clearly discernible through the increase in the average purchase amount per customer. However, owing to operating downtime associated with relocation and refurbishment work, as well as store closures in the previous period, sales for the fiscal year under review declined.

Management of Shop-In is based on the Tokyo Dome Group's medium-to-long-term strategy to bolster the brand and enhance profitability, thereby increasing the attractiveness of the business. Specifically, the Shop-In

brand strategy aims to build a sophisticated, up-market image. The product strategy focuses on cosmetics, which account for 70 percent of sales. The store strategy emphasizes locations that will contribute to an enhanced brand image, prioritizes locations close to railway and subway stations serving at least 400,000 passengers per day, and opening stores that have an area of at least 100 square meters. In the fiscal year ending January 31, 2010, we plan to open three new stores, including Shop-In Namba Marui and Shop-In Omiya. One store closure is also planned, giving a projected total of 40 stores at the end of the fiscal year.

Sales, Average Purchase Amount per Customer, Monthly Sales per *Tsubo* and Number of Stores

	Fiscal year ended January 31, 2007	Fiscal year ended January 31, 2008	Fiscal year ended January 31, 2009
Sales (millions of yen)	¥7,721	¥8,107	¥7,890
Average purchase amount per customer (yen)	1,986	2,178	2,376
Monthly sales per <i>tsubo</i> (thousands of yen)	358	417	407
Number of stores	38	37	38

