

# Retail Segment

## Shop-In

The Retail segment comprises the Shop-In chain of retail stores selling select cosmetic and beauty products. Shop-In comprised 41 locations nationwide as of April 2010, offering a lineup of approximately 10,000 items brimming with new discoveries and surprises.



Shop-In store at LaQua inside Tokyo Dome City

### Sales, Average Spending per Customer, Monthly Sales per Tsubo and Number of Stores

	Fiscal year ended January 31, 2008	Fiscal year ended January 31, 2009	Fiscal year ended January 31, 2010
Sales (millions of yen)	¥8,107	¥7,890	<b>¥7,869</b>
Average spending per customer (yen)	2,178	2,376	<b>2,482</b>
Monthly sales per <i>tsubo</i> * (thousands of yen)	417	407	<b>393</b>
Number of stores	37	38	<b>39</b>

Note: One *tsubo* = 3.3 square meters.



The Retail segment posted sales of ¥7,869 million in the fiscal year ended January 31, 2010 (down 0.3 percent year on year). Average spending per customer amounted to ¥2,482 (up 4.4 percent), with average monthly sales per *tsubo* (3.3 square meters) of store space at ¥393,000 (down 3.4 percent).

We boosted revenue by opening three new stores during the subject fiscal year (the Namba Marui, Omiya, and Kawasaki BE stores), as well as posting strong sales at stores renovated during the previous fiscal year. However, sales declined overall as this positive trend was offset by the closure of the Mito and Nishikobe stores, and the temporary closure of four locations for renovation. The increase in average spending per customer was due to the removal of confectioneries from the product lineup.

For the fiscal year ending January 31, 2011, we aim to enhance the brand recognition of Shop-In as a store focused on cosmetics, and differentiate the chain from variety shop drugstores.

In new store development, we have already opened three new locations in the current fiscal year, and shut one store. Closing the Hiroshima store on February 21, 2010, we opened the Shinjuku MyLord location on February 18 and the Hiroshima ASSE store on March 5. In addition, on March 18, 2010 we launched the Temmabashi Keihan City Mall store, a different type of retail outlet opened in Temmabashi, Osaka. We have tailored the product lineup at this store for its location in a small area, comprising a selection of the bestselling items from other Shop-In stores, together with a broader range of convenience items.