

Financial Results for the 13th Period Ended August 2012 2nd Quarter (Dec 1 2011 to Feb 29 2012)

April 12 , 2012

Yume no Machi Souzou linkai Co.,Ltd.

Statements of Income

【Million of yen】

	Actual FY2012 2Q (11/12-12/02)	Actual FY2011 2Q (10/12-11/02)	FY2011 2Q to FY2012 2Q Changes(%)	Actual FY2012 1Q (11/09-11/11)	FY2012 1Q to FY2012 2Q Changes(%)
Net Sales	358	334	+6.9%	314	+13.6%
Operating Income	67	82	-18.8%	48	+37.9%
<i>Operating Income Ratio</i>	<i>18.7%</i>	<i>24.6%</i>	<i>-5.9Pts</i>	<i>15.4%</i>	<i>+3.3Pts</i>
Ordinary Income	67	83	-18.8%	49	+35.0%
<i>Ordinary Income Ratio</i>	<i>18.8%</i>	<i>24.7%</i>	<i>-6.0Pts</i>	<i>15.8%</i>	<i>+3.0Pts</i>
Net Income	40	48	-16.6%	27	+46.4%
<i>Net Income Ratio</i>	<i>11.1%</i>	<i>14.3%</i>	<i>-3.1pts</i>	<i>8.6%</i>	<i>+2.5pts</i>

Statements of Income

【Million of yen】

	Actual FY2012 1H (11/09-12/02)	Actual FY2011 1H (10/09-11/02)	FY2011 1H to FY2012 1H Changes(%)
Net Sales	672	624	+7.7%
Operating Income	115	130	-11.6%
<i>Operating Income Ratio</i>	<i>17.1%</i>	<i>20.8%</i>	<i>-3.7Pts</i>
Ordinary Income	116	131	-11.3%
<i>Ordinary Income Ratio</i>	<i>17.4%</i>	<i>21.1%</i>	<i>-3.7Pts</i>
Net Income	67	73	-8.4%
<i>Net Income Ratio</i>	<i>10.0%</i>	<i>11.7%</i>	<i>-1.7pts</i>

Breakdown of Sales

【Millions of yen】

	Actual FY2012 2Q (11/12-12/02)	Actual FY2011 2Q (10/12-11/02)	FY2011 2Q to FY2012 2Q Changes(%)	Actual FY2012 1Q (11/09-11/11)	FY2012 1Q to FY2012 2Q Changes(%)
Delivery Service	357	332	+7.1%	314	+13.2%
Basic Charge	67	63	+5.9%	66	+1.6%
Service Charge	225	217	+3.8%	193	+16.2%
Advertising Revenue	22	18	+15.4%	19	+10.5%
Others ※	43	34	+26.3%	35	+19.8%
Related Service	1	2	-30.8%	0	—
Total	358	334	+6.9%	314	+13.6%

※ : Admission fee、Internet Supermarket、Royalty Program sales

Breakdown of Sales

【Millions of yen】

	Actual FY2012 1H (11/09-12/02)	Actual FY2011 1H (10/09-11/02)	FY2011 1H to FY2012 1H Changes(%)
Delivery Service	671	620	+8.1%
Basic Charge	133	125	+6.2%
Service Charge	419	397	+5.4%
Advertising Revenue	41	36	+12.5%
Others ※	78	62	+27.2%
Related Service	1	4	-67.7%
Total	672	624	+7.7%

※ : Admission fee、Internet Supermarket、Royalty Program sales

Cost of Sales

Breakdown of Selling, general and administrative expenses

[Million of yen]

	Actual FY2012 2Q (11/12-12/02)	Actual FY2011 2Q (10/12-11/02)	FY2011 2Q to FY2012 2Q Changes(%)	Actual FY2012 1Q (11/09-11/11)	FY2012 1Q to FY2012 2Q Changes(%)
Cost of Sales	98	85	+15.6%	80	+20.9%
Cost of Sales Ratio	27.4 %	25.3%	+2.1Pts	25.7 %	+1.6Pts
SGA	193	167	+15.1%	185	+4.1%
SGA Ratio	54.0%	50.1%	+3.9Pts	58.9%	-4.9Pts
Personnel expenses	114	94	+20.9%	110	+2.9%
Advertisement expenses	33	30	+7.3%	25	+28.4%
Others	46	43	+8.1%	49	-5.7%

Cost of Sales

Breakdown of Selling, general and administrative expenses

【Million of yen】

	Actual FY2012 1H (11/09-12/02)	Actual FY2011 1H (10/09-11/02)	FY2011 1H to FY2012 1H Changes(%)
Cost of Sales	178	162	+9.8%
Cost of Sales Ratio	26.6%	26.1%	+0.5Pts
SGA	378	331	+14.1%
SGA Ratio	56.3%	53.1%	+3.2Pts
Personnel expenses	230	186	+23.7%
Advertisement expenses	58	57	+2.0%
Others	90	88	+2.0%

Disclaimer

This document contains statements which predict future events. These remarks were made based on information available to this company at the time this document was written. This does not guarantee the accuracy of this information. Please be aware that actual financial results may differ from the predictions made herein due to changes in a wide range of factors.

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