## Summary of Financial Results for the Third Quarter of Fiscal Year Ending March 31, 2018 (FY2017)

 (Nine Months Ended December 31, 2017)[Japanese GAAP]

Company name: Sanrio Company, Ltd.
Listed Stock Exchange: TSE 1st Section
Stock code: 8136 URL: http://www.sanrio.co.jp/english/corporate/ir/
Representative: Shintaro Tsuji, President and Chief Executive Officer
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Scheduled date of filing of Quarterly Report: February 14, 2018
Starting date of dividend payment: -
Preparation of supplementary materials for quarterly financial results: Yes
Holding of quarterly financial results meeting: None
Note: The original disclosure in Japanese was released on February 14, 2018 at 16:00 (GMT +9).
(All amounts are rounded down to the nearest million yen)

1. Consolidated Financial Results for the Third Quarter of FY2017 (April 1, 2017 - December 31, 2017)

| (1) Consolidated results of operations |
| :--- |
| \begin{tabular}{\|l|r|r|r|r|r|r|r|r|}
\hline
\end{tabular} |

Note: Comprehensive income (millions of yen)

$$
\begin{array}{lrl}
\text { Nine months ended Dec. 31, 2017: } & 3,896 & (-\%) \\
\text { Nine months ended Dec. 31, 2016: } & (77) & (-\%)
\end{array}
$$

|  | Net Profit per Share | Fully-Diluted Net <br> Profit per Share |
| :--- | ---: | :---: |
|  | Yen | Yen |
| Nine months ended Dec. 31, 2017 | 29.31 |  |
| Nine months ended Dec. 31, 2016 | 68.10 | - |

(2) Consolidated financial position

|  | Total Assets | Net Assets | Equity Ratio |
| :---: | :---: | :---: | :---: |
| As of Dec. 31, 2017 <br> As of Mar. 31, 2017 | Millions of yen | Millions of yen | \% |
|  | 96,972 | 50,166 | 51.5 |
|  | 101,312 | 53,058 | 52.2 |
| Reference: Sharehol | yen) As of Dec. 31 | 49,938 As | 1, 2017: 52,854 |

## 2. Dividends

|  | Dividend per Share |  |  |  |  |
| :--- | :---: | :---: | :---: | :---: | :---: |
|  | 1Q-end | 2Q-end | 3Q-end | Year-end | Total |
| FY2016 | Yen | Yen | Yen | Yen | Yen |
|  |  | - | 40.00 |  | - |
|  |  | - | 40.00 |  | 40.00 |
| FY2017 (forecast) |  |  |  |  | 80.00 |

Note: Revisions to the most recently announced dividend forecast: None

## 3. Consolidated Forecasts for FY2017 (April 1, 2017 - March 31, 2018)

(Percentages represent year-on-year changes)

|  | Sales |  | Operating Profit |  |  | Ordinary Profit |  |  | Net Profit Attributable <br> to Owners of Parent |  | Net Profit per <br> Share |
| :---: | ---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Full year | Millions of yen | $\%$ | Millions of yen | $\%$ | Millions of yen | $\%$ | Millions of yen | $\%$ | Yen |  |  |
|  | 59,300 | $(5.4)$ | 5,300 | $(23.2)$ | 5,900 | $(18.7)$ | 5,800 | $(10.4)$ | 68.36 |  |  |

Note: Revisions to the most recently announced consolidated forecasts: Yes

## * Notes

(1) Changes in consolidated subsidiaries during the period (changes in scope of consolidation): None

Newly added: - Excluded: -
(2) Application of special accounting methods for presenting quarterly consolidated financial statements: None
(3) Changes in accounting policies and accounting-based estimates, and restatements

1) Changes in accounting policies due to revisions in accounting standards, others: None
2) Changes in accounting policies other than 1 ) above: None
3) Changes in accounting-based estimates: None
4) Restatements: None
(4) Number of outstanding shares (common stock)
5) Number of outstanding shares at the end of the period (including treasury stock)

As of Dec. 31, 2017: 89,065,301 shares As of Mar. 31, 2017: 89,065,301 shares
2) Number of shares of treasury stock at the end of the period
As of Dec. 31, 2017: 4,218,473 shares As of Mar. 31, 2017: 4,218,168 shares
3) Average number of shares outstanding during the period

Nine months ended Dec. 31, 2017: 84,847,046 shares Nine months ended Dec. 31, 2016: 84,847,228 shares

Note 1: The current quarterly financial report is not subject to quarterly review procedures.
Note 2: Cautionary statement with respect to forward-looking statements and other special items
Forecasts regarding future performance in these materials are based on assumptions judged to be valid and information currently available to the Company. These materials are not promises by the Company regarding future performance. Actual results may differ significantly from these forecasts for a number of factors. Please refer to "1. Qualitative Information on Quarterly Consolidated Financial Performance, (3) Explanation of Consolidated Forecasts and Other Forward-looking Statements" on page 6 of the attachments for forecast assumptions and notes of caution for usage.

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## 1. Qualitative Information on Quarterly Consolidated Financial Performance

## (1) Explanation of Results of Operations

During the first nine months of the fiscal year under review (overseas: January 1 to September 30, 2017; within Japan: April 1 to December 31, 2017), the Asian market centered on China performed strongly while the European and the U.S. markets continued to struggle. In Japan, despite sluggish consumption in rural areas, store sales in the gift season were strong in metropolitan areas, supported by a recovery in demand from tourists visiting from overseas. In addition, theme parks and collaborations with other company's animated content did well. However, being unable to compensate for the protracted downturn in product license income in both the U.S. and European regions, sales fell $6.4 \%$ year-on-year to 44.1 billion yen, operating profit fell $27.5 \%$ to 4.3 billion yen and ordinary profit fell $25.7 \%$ to 4.7 billion yen. Net profit before income taxes fell $24.0 \%$ to 5.2 billion yen due to a 0.5 billion yen gain on the sale of investment securities. We accounted the amount of 1.1 billion yen as income taxes for prior periods combining local government taxes and additional taxes following the receipt of a supplementary tax assessment order from the Tokyo Regional Taxation Bureau (TRTB) as disclosed on December 15, 2017. As a result, net profit attributable to owners of parent fell $57.0 \%$ year-on-year to 2.4 billion yen. We will continue to assert the legitimacy of our position to the TRTB. The rate of decline in net profit before income taxes grew year-on-year due to factors including accounting of refund of income taxes of 1.1 billion yen following a request for correction against prior-year income in the same period of the previous fiscal year.

Since the accounting period for all overseas consolidated subsidiaries runs from January to December, first nine months under review for these subsidiaries covers the period from January to September 2017.

Reportable Segment
(100 millions of yen)

|  | First nine months of | Sales |  |  |  | Segment profit (operating profit) |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | FY2016 | FY2017 | Increase/ decrease | Change <br> (\%) | FY2016 | FY2017 | Increase/ decrease | Change <br> (\%) |
| Japan | Product sales/others | 274 | 266 | (8) | (3.0)\% | 46 | 31 | (14) | (31.8)\% |
|  | Royalties | 73 | 71 | (2) | (3.1)\% |  |  |  |  |
|  | Total | 348 | 337 | (10) | (3.0)\% |  |  |  |  |
| Europe | Product sales/others | 0 | 0 | (0) | (25.7)\% | (3) | (1) | 1 | - |
|  | Royalties | 22 | 15 | (7) | (33.4)\% |  |  |  |  |
|  | Total | 22 | 15 | (7) | (33.3)\% |  |  |  |  |
| North America | Product sales/others | 9 | 8 | (0) | (8.9)\% | (3) | (6) | (3) | - |
|  | Royalties | 20 | 13 | (7) | (37.7)\% |  |  |  |  |
|  | Total | 30 | 21 | (8) | (28.9)\% |  |  |  |  |
| Latin America | Product sales/others | 0 | 0 | 0 | 557.1\% | 1 | 0 | (1) | (62.5)\% |
|  | Royalties | 7 | 6 | (0) | (13.5)\% |  |  |  |  |
|  | Total | 7 | 6 | (0) | (11.8)\% |  |  |  |  |
| Asia | Product sales/others | 8 | 5 | (2) | (34.1)\% | 22 | 23 | 1 | 5.6\% |
|  | Royalties | 53 | 54 | 0 | 1.0\% |  |  |  |  |
|  | Total | 62 | 60 | (2) | (3.9)\% |  |  |  |  |
| Adjustment |  | - | - | - | - | (3) | (4) | (0) | - |
| Consolidated | Product sales/others | 292 | 280 | (12) | (4.1)\% | 60 | 43 | (16) | (27.5)\% |
|  | Royalties | 178 | 160 | (18) | (10.2)\% |  |  |  |  |
|  | Total | 471 | 441 | (30) | (6.4)\% |  |  |  |  |

Note: Regional subsidiaries overseas pay the amount of royalties commensurate as the cost of sales while the Japanese parent company (the copyright holder) calculates this income as sales. Because consolidated transactions are eliminated, however, these are not included in Japan's sales figures stated above (although included in segment profit (operating profit)).

Further, the above sales figures are "sales to customers," and the inter-segment sales, which are not limited to the above-mentioned royalties, are eliminated as internal transaction sales.
i. Japan: Sales fell $3.0 \%$ year-on-year to 33.7 billion yen and operating profit fell $31.8 \%$ to 3.1 billion yen

In Japan's retail industry, regional consumption remained sluggish while signs of recovery appeared in metropolitan areas, centered on the Kansai region, due to demand from tourists visiting from overseas and other factors. However, the decline in master license fees from subsidiaries, mainly in Europe and the United States, had a strong impact and led to a fall in both sales and profits for Japan as a whole.

In the domestic product sales business, the number of foreign tourists visiting Japan from overseas and the total sums spent both largely exceeded those for the previous first nine months. As a result, same-store sales (based on directly owned stores and directly operated shops within department stores) rose 5.9 percentage points year-on-year to $99.3 \%$. Among them, gift items such as cushion blankets and snow gloves were a hit. Moreover, at a store opened in Ikebukuro's P’PARCO for a limited period featuring our Company’s Show By Rock!! content, anime content initiatives proved so popular that customers lined up for new product releases on the sixth day of each month (Rock Day). Looking forward, we will strive to attract more customers and boost sales with topical initiatives including making proposals for gift seasons such as the Valentine's Day and White Day periods; participating in campaigns to attract foreign tourists aimed at Chinese New Year; preparing children for kindergarten and school entrance; and attracting customers through storefront events.
In the domestic licensing business, due to the impact of poor sales at volume retailers and other factors, pre-school and entrance items such as stationery performed poorly while Sanrio characters' wide deployment and new lines from G.U. CO., LTD. and others in the apparel category made a positive contribution. Animated content business such as I'm Doraemon and Fullmetal Alchemist also performed well. In addition to Kobayashi Pharmaceutical Co., Ltd.'s skin cream, Kao Corporation's Senior Liner, and Mister Donut's Halloween campaign, a Kentucky Fried Chicken campaign contract concluded for Cinnamoroll's 15th anniversary also contributed.

In the theme parks business, at Harmony Land in Oita Prefecture, despite recovery from the impact of the 2016 Kumamoto earthquake and a year-on-year rise of 24,000 in visitor numbers in the first half, third-quarter figures struggled due to the impact of two typhoons arriving over weekends in October and a cold snap in December. The cumulative effects of bad weather during Halloween, Christmas, and other event days had an especially strong impact. As a result, visitor numbers during the first nine months totaled 341,000 , a rise of 11,000 , or $3.6 \%$, year-on-year. Meanwhile, the unit price per customer stayed steady and operating profit and loss improved dramatically as expenses were reined in. Going forward, we will focus on character festivals in February and Easter events in March with the aim of increasing customer numbers.

At Sanrio Puroland in Tokyo’s Tama City, visitor numbers rose steadily. This was due to factors including Cinnamoroll's 15th anniversary event Cinnamoroll Fuwamoko Town, in which Shinagawa Monjiro appears at Sanrio Puroland only; additional illuminations at Puro Village in July; presenting the entire village performance of the Hello Kitty illumination show SPARKLE!!; extending weekday business hours by one hour during the Halloween period from September; performance effects from additional illuminations at the Christmas events; and the use of corporate tie-up events. As a result of these factors, visitor numbers rose 101,000 , or $11.1 \%$, year-on-year to $1,013,000$. Regarding operating profit or loss, increased revenue from higher sales led to a significant rise in profits despite an increase in personnel costs from the extension of opening hours and costs in areas including management consignment of the restaurant on the fourth floor, overseas website renewal, and advertising for social media websites.

In the domestic theme parks business overall, sales rose $5.2 \%$ year-on-year to 6.0 billion yen and operating profit improved by 200 million yen to 100 million yen.
ii. Europe: Sales fell $33.3 \%$ year-on-year to 1.5 billion yen and operating loss stood at 0.1 billion yen, an improvement of 0.1 billion yen.

In Europe, licensing income in each category, including the mainstay apparel and toys, has fallen sharply, although the contribution from new licensees in the household goods and stationery categories has limited the relative downturn. Going forward, we will focus on marketing activities by influencers and collaboration with other brands in the high price range to address the persistent downtrend.
iii. North America: Sales fell 28.9\% year-on-year to 2.1 billion yen and operating loss stood at 0.6 billion yen, a fall of 0.3 billion yen

In the United States, the product license situation remains severe. Brick-and-mortar stores lost ground to online retailers, and the shelf display space for Hello Kitty licensed products declined amid successive store closures. Under these circumstances, and despite a strong showing from cosmetics, medicines, and corporate promotional license sales, sales declined in many categories, with income halved in the mainstay categories of apparel and toys.
iv. Latin America: Sales fell 11.8\% year-on-year to 0.6 billion yen and operating profit fell $62.5 \%$ to 68 million yen

Sales fell as the core Mexican market performed poorly. License income fell for apparel, accessories, cosmetics products, bags, and shoes while stationery, baby goods, and home appliances fared better. Going forward, we are working to increase sales and profits through such means as collaboration between Sanrio characters, including Hello Kitty, and the popular Brazilian character "monica"; establishing YouTube channels for Latin America; and hosting events at shopping malls.
v. Asia: Sales fell $3.9 \%$ year-on-year to 6 billion yen and operating profit rose $5.6 \%$ to 2.3 billion yen

In Hong Kong and Southeast Asia, the retail market in Hong Kong and Macao continued to perform poorly in the difficult environment, but the buoyant Thai market compensated for this slump. By category, cosmetics products and corporate promotional licenses including convenience store campaigns with mixed characters sold well. In Thailand, the campaigns at convenience stores and promotions with a major manufacturer of daily necessities contributed greatly to sales. In Singapore, we are also expanding licensing provision to the new business category of taxi dispatch applications and working to improve character brand awareness. In the Hong Kong market, we are striving to maintain growth through topical planning of collaborations with skating rinks, licensee store decorations, promotion proposals, and development of the daily necessities market.

In South Korea, existing retail markets face difficulties due to encroachment from e-commerce and a falling consumption trend led by such factors as social unrest caused by geopolitical risks and a decline in foreign tourist numbers. Under such circumstances, the decline in game software and apparel was remarkable, but on the other hand, corporate promotional licenses performed well and showed signs of strategic strengthening. Moreover, the Rilu Rilu Fairilu animation proved well, and the toys and publications category items sold well. Going forward, we will also work to develop new fields such as apparel and medicine as we consider a contract for a 2 nd season of TV animation along with the release of the theater version.

In Taiwan, despite buoyant personal consumption from an improved employment situation, the product licensing environment remains harsh as the existing retail market shrinks due to a politically driven fall in the number of foreign tourists from mainland China and an expansion of cross-border e-commerce with China. By category, amid generally difficult conditions, food performed well including the contribution of a new contract with a cake shop chain. In the promotional licensing business, although results did not match the previous year's, good proposals were forthcoming including a Gudetama exhibition event, cosmetics promotion, and promotions with mixed-character designs for convenience stores.

In China, product licensing income from KT Licensing, Ltd. (KTL), where agreements were made with a leading miscellaneous goods chain and a major manufacturer of sanitary products, was a key driver of sales, including a threefold increase in the cosmetics products category. In addition, we developed children's apparel through a new contract with a leading Chinese sports brand, and apparel sales also rose sharply. Household goods and food also performed well. Regarding raising the ratios for topical characters other than Hello Kitty, new My Melody and Bad Badtz-Maru proposals for major licensees proved successful and doubled the sales composition ratio to 6\%.

## Reference:

Sales and operating profit by overseas subsidiaries (local currency basis: unconsolidated figures before consolidation eliminations)

| (Unit: thousand) | Sales |  |  | Operating profit |
| :---: | ---: | ---: | ---: | ---: |
|  | Royalties |  | Product sales |  |
| Germany (EUR) | 9,715 | 64 | 9,779 | $(492)$ |
| Year-on-year change (\%) | $(39.0)$ | $(63.3)$ | $(39.3)$ | - |
| Britain (GBP) | 3,724 | 369 | 4,094 | 250 |
| Year-on-year change (\%) | $(27.8)$ | 35.8 | $(24.7)$ | $(63.7)$ |
| North America (USD) | 11,640 | 7,507 | 19,148 | $(5,680)$ |
| Year-on-year change (\%) | $(39.0)$ | $(10.7)$ | $(30.3)$ | - |
| Brazil (BRL) | 17,516 | 426 | 17,943 | 1,934 |
| Year-on-year change (\%) | $(24.0)$ | 156.7 | $(22.7)$ | $(66.6)$ |
| Chile (CLP) | 21,280 | - | 21,280 | $(387)$ |
| Year-on-year change (\%) | $(37.9)$ | - | $(37.9)$ | - |
| Hong Kong (HKD) | 99,058 | 47,810 | 146,868 | 49,708 |
| Year-on-year change (\%) | 2.9 | $(20.7)$ | $(6.2)$ | 4.1 |
| Taiwan (NTD) | 254,410 | 56,651 | 311,062 | 98,109 |
| Year-on-year change (\%) | $(20.9)$ | 73.2 | $(12.3)$ | $(9.5)$ |
| South Korea (KRW) | $6,293,492$ | 222,814 | $6,516,306$ | $1,583,272$ |
| Year-on-year change (\%) | $(7.8)$ | $(69.7)$ | $(13.9)$ | $(7.1)$ |
| China (CNY) | 136,555 | 64,069 | 200,625 | 63,317 |
| Year-on-year change (\%) | 22.6 | $(2.3)$ | 13.4 | 21.9 |

## (2) Explanation of Financial Position

At the end of the third quarter of the current fiscal year, total assets stood at 96.9 billion yen, a decrease of 4.3 billion yen from the end of the previous fiscal year. The main decrease was 4.2 billion yen in cash and deposit.

Liabilities decreased 1.4 billion yen from the end of the previous fiscal year to 46.8 billion yen. The main decreases were 0.5 billion yen in interest-bearing debt (including current portion of corporate bonds to be redeemed), and 2.0 billion yen in net defined benefit liability. The main increase was 1.2 billion yen in trade notes and accounts payable. Net assets decreased 2.8 billion yen from the end of the previous fiscal year to 50.1 billion yen. There were increases of 0.4 billion yen in net unrealized gain on other securities, 0.4 billion yen in foreign currency translation adjustments and 0.4 billion yen in remeasurements of defined benefit plans, and net profit attributable to owners of parent of 2.4 billion yen, while there was a decrease of 6.7 billion yen in retained earnings due to dividend payments. The equity ratio was $51.5 \%$, down 0.7 percentage points from the end of the previous fiscal year.

## (3) Explanation of Consolidated Forecasts and Other Forward-looking Statements

In the domestic theme parks business, Sanrio Puroland in Tokyo's Tama City continued to perform well, with visitor numbers already surpassing one million in the current fiscal year, and demand from overseas visitors helped keep sales buoyant. Overseas, earnings improvement has been delayed due to a fall in licensing income in the European and U.S. regions, and licensing income from the European and U.S. subsidiaries is expected to be lower than planned in the fourth quarter.

Under these circumstances, on December 19, 2017, the U.S. subsidiary Sanrio, Inc., considering the property market and business environment, decided to utilize management resources and strengthen the financial structure by selling a head office building, storage and rental facility in South San Francisco City, California, U.S.A. and leasing back the parts used previously by the company for seven years, with a five-year extension (i.e. maximum 12 -year leasing.) We plan to post gain on sales of fixed assets of 4.5 billion yen as extraordinary gains for the fourth quarter consolidated accounting period in association with the sales of the assets. We will revise consolidated business forecasts as described in the front page, taking into consideration the impact of this case, performance trends, and other matters.

We plan to pay year-end dividend of 15 yen as announced on October 10, 2017.

Differences between the revised forecast and the full-year consolidated business forecasts announced on October 10, 2017 are as follows.

Full-year consolidated business forecasts for FY2017 (April 1, 2017 - March 31, 2018)

|  | Sales | Operating Profit | Ordinary Profit | Net Profit <br> Attributable to <br> Owners of Parent | Net Profit per <br> Share |
| :--- | ---: | ---: | ---: | ---: | ---: |
| Previous forecast (A) <br> (announced on Oct. 10, 2017) | Millions of yen | Millions of yen | Millions of yen | Millions of yen | Yen |
|  | 60,300 | 6,300 | 6,600 | 4,800 | 56.57 |
|  | 59,300 | 5,300 | 5,900 | 5,800 | 68.36 |
| Change (\%) | $(1,000)$ | $(1,000)$ | $(700)$ | 1,000 | - |
| (Reference) FY2016 results <br> (Fiscal year ended Mar. 31, 2017) | $(1.7)$ | $(15.9)$ | $(10.6)$ | 20.8 | - |

## Reference: Revision to the Non-consolidated Earnings Forecasts

In the fourth quarter, we expect to record a 2.7 billion yen dividend income from consolidated subsidiary Sanrio, Inc. Accordingly, the non-consolidated earnings forecasts are revised as follows.

Full-year non-consolidated business forecasts for FY2017 (April 1, 2017 - March 31, 2018)

|  | Sales | Ordinary Profit | Profit | Net Profit per Share |
| :--- | ---: | ---: | ---: | ---: |
| Previous forecast (A) <br> (announced on Oct. 10, 2017) | Millions of yen | Millions of yen | Millions of yen |  |
|  | 42,500 | 3,700 | 2,700 | 31.82 |
|  | 42,100 | 5,800 | 4,100 | 48.32 |
| Change (\%) | $(400)$ | 5,100 | 1,400 | - |
| (Reference) FY2016 results <br> (Fiscal year ended Mar. 31, 2017) | $(0.9)$ | 12,658 | 51.9 | - |

Reference: Overseas Sales and Profits for the Past Nine-month Periods by Area
(Millions of yen)

|  |  | Sales to customers |  |  |  |  | Operating profit |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{gathered} \text { Dec. } \\ 2015 \end{gathered}$ | $\begin{gathered} \text { Dec. } \\ 2016 \end{gathered}$ | Change <br> (\%) | $\begin{aligned} & \text { Dec. } \\ & 2017 \end{aligned}$ | Change <br> (\%) | $\begin{aligned} & \text { Dec. } \\ & 2015 \end{aligned}$ | $\begin{aligned} & \text { Dec. } \\ & 2016 \end{aligned}$ | Change (\%) | $\begin{aligned} & \text { Dec. } \\ & 2017 \end{aligned}$ | Change <br> (\%) |
| North America | U.S.A. | 4,417 | 3,018 | (31.7) | 2,145 | (28.9)\% | 89 | (328) | - | (637) |  |
| Latin <br> America | Brazil/Chile | 995 | 721 | (27.6) | 635 | (11.8)\% | 276 | 181 | (34.2)\% | 68 | (62.5)\% |
| Asia | Hong Kong | 2,796 | 2,443 | (12.6) | 2,162 | (11.5)\% | 841 | 858 | 2.1\% | 818 | (4.7)\% |
|  | Taiwan | 1,302 | 1,136 | (12.8) | 1,046 | (7.9)\% | 427 | 367 | (14.0)\% | 360 | (2.0)\% |
|  | South Korea | 844 | 715 | (15.3) | 639 | (10.7)\% | 228 | 161 | (29.2)\% | 156 | (3.5)\% |
|  | China | 1,922 | 1,981 | 3.1 | 2,185 | 10.3\% | 929 | 866 | (6.8)\% | 1,044 | 20.6\% |
|  | Subtotal | 6,867 | 6,277 | (8.6) | 6,034 | (3.9)\% | 2,426 | 2,254 | (7.1)\% | 2,379 | 5.6\% |
| Europe | Germany | 4,034 | 1,951 | (51.6) | 1,218 | (37.6)\% | 893 | (291) | - | (61) | - |
|  | Britain | 460 | 334 | (27.4) | 306 | (8.3)\% | 57 | (50) | - | (84) | - |
|  | Subtotal | 4,494 | 2,285 | (49.1) | 1,525 | (33.3)\% | 951 | (341) | - | (146) | - |
| Total |  | 16,774 | 12,302 | (26.7) | 10,340 | (15.9)\% | 3,743 | 1,766 | (52.8)\% | 1,663 | (5.8)\% |

## 2. Quarterly Consolidated Financial Statements and Notes

(1) Consolidated Balance Sheets

|  |  | Millions of yen) |
| :---: | :---: | :---: |
|  | $\begin{gathered} \hline \text { FY2016 } \\ \text { (As of Mar. 31, 2017) } \end{gathered}$ | Third quarter of FY2017 <br> (As of Dec. 31, 2017) |
| Assets |  |  |
| Current assets |  |  |
| Cash and deposit | 41,172 | 36,889 |
| Trade notes and accounts receivable | 7,698 | 8,110 |
| Merchandise and finished goods | 4,176 | 4,383 |
| Work in process | 16 | 37 |
| Raw materials and supplies | 114 | 161 |
| Other accounts receivable | 1,442 | 893 |
| Other | 1,867 | 1,881 |
| Allowance for doubtful accounts | (192) | (219) |
| Total current assets | 56,295 | 52,137 |
| Fixed assets |  |  |
| Tangible fixed assets |  |  |
| Buildings and structures, net | 6,692 | 6,385 |
| Land | 9,819 | 9,788 |
| Other, net | 2,027 | 1,906 |
| Total tangible fixed assets | 18,539 | 18,080 |
| Intangible fixed assets | 4,715 | 4,590 |
| Investments and other assets |  |  |
| Investment securities | 12,135 | 12,785 |
| Deferred tax assets | 3,619 | 3,349 |
| Other | 7,948 | 7,948 |
| Allowance for doubtful accounts | $(1,991)$ | $(1,958)$ |
| Total investments and other assets | 21,711 | 22,124 |
| Total fixed assets | 44,967 | 44,795 |
| Deferred assets | 49 | 39 |
| Total assets | 101,312 | 96,972 |
| Liabilities |  |  |
| Current liabilities |  |  |
| Trade notes and accounts payable | 3,911 | 5,173 |
| Short-term borrowings | 9,561 | 8,361 |
| Accrued income taxes | 919 | 1,147 |
| Allowance for bonuses | 501 | 168 |
| Reserve for adjustment of returned goods | 68 | 76 |
| Provision for shareholder benefit program | 58 | 26 |
| Provision for point card certificates | 97 | 94 |
| Other | 9,706 | 11,351 |
| Total current liabilities | 24,824 | 26,400 |
| Long-term liabilities |  |  |
| Corporate bonds | 5,170 | 3,469 |
| Long-term borrowings | 5,085 | 5,888 |
| Net defined benefit liability | 9,844 | 7,771 |
| Other | 3,330 | 3,276 |
| Total long-term liabilities | 23,429 | 20,405 |
| Total liabilities | 48,253 | 46,805 |

(Millions of yen)
Third quarter of FY2017
FY2016
(As of Mar. 31, 2017)
(As of Dec. 31, 2017)
Net assets
Shareholders' equity

| Capital | 10,000 | 10,000 |
| :--- | ---: | ---: |
| Capital surplus | 3,423 | 3,423 |
| Retained earnings | 55,638 | 51,337 |
| Treasury stock | $(11,789)$ | $(11,789)$ |
| Total shareholder's equity | 57,272 | 52,971 |

Accumulated other comprehensive income
Net unrealized gain (loss) on other securities
(106)

Deferred hedge gain (loss)
Foreign currency translation adjustments
Remeasurements of defined benefit plans
Total accumulated other comprehensive income
Non-controlling interests
Total net assets
Total liabilities and net assets

| $(106)$ | 327 |
| ---: | ---: |
| $(5)$ | $(2)$ |
| $(549)$ | $(82)$ |
| $(3,756)$ | $(3,274)$ |
| $(4,418)$ | $(3,032)$ |
| 204 | 228 |
| 53,058 | 50,166 |
| 101,312 | 96,972 |

(2) Consolidated Income Statements and Consolidated Comprehensive Income Statements

## Consolidated Income Statements

## (For the Nine-month Period)

|  |  | ons of yen) |
| :---: | :---: | :---: |
|  | First nine months of FY2016 (Apr. 1, 2016 - Dec. 31, 2016) | First nine months of FY2017 (Apr. 1, 2017 - Dec. 31, 2017) |
| Sales | 47,153 | 44,135 |
| Cost of sales | 16,378 | 15,368 |
| Gross profit | 30,775 | 28,767 |
| Reversal from reserve for adjustment of returned goods | 11 | 8 |
| Net gross profit on sales | 30,764 | 28,759 |
| Selling, general and administrative expenses | 24,751 | 24,399 |
| Operating profit | 6,012 | 4,359 |
| Non-operating profit |  |  |
| Interest income | 338 | 409 |
| Dividend income | 110 | 118 |
| Foreign exchange gains | - | 45 |
| Other | 220 | 156 |
| Total non-operating profit | 669 | 729 |
| Non-operating expenses |  |  |
| Interest expense | 160 | 127 |
| Foreign exchange loss | 32 | - |
| Commission fee | 91 | 100 |
| Compensation expenses | - | 92 |
| Other | 59 | 61 |
| Total non-operating expenses | 344 | 382 |
| Ordinary profit | 6,338 | 4,706 |
| Extraordinary gains |  |  |
| Gain on sales of fixed assets | 0 | 3 |
| Gain on sales of investment securities | 439 | 545 |
| Gain on reversal of subscription rights to shares | 162 | - |
| Total extraordinary gains | 602 | 548 |
| Extraordinary losses |  |  |
| Loss on disposal of fixed assets | 33 | 18 |
| Impairment loss | 24 | 17 |
| Other | 13 | - |
| Total extraordinary losses | 72 | 35 |
| Net profit before income taxes | 6,867 | 5,219 |
| Income taxes - current | 1,884 | 1,695 |
| Refund of income taxes | $(1,125)$ | - |
| Income taxes for prior periods | - | 1,176 |
| Income taxes - deferred | 299 | (170) |
| Total income taxes | 1,058 | 2,701 |
| Net profit | 5,809 | 2,518 |
| Net profit attributable to non-controlling interests | 31 | 31 |
| Net profit attributable to owners of parent | 5,778 | 2,486 |

## Consolidated Comprehensive Income Statements

## (For the Nine-month Period)

|  | (Millions of yen) |  |
| :---: | :---: | :---: |
|  | First nine months of FY2016 (Apr. 1, 2016 - Dec. 31, 2016) | First nine months of FY2017 (Apr. 1, 2017 - Dec. 31, 2017) |
| Net profit | 5,809 | 2,518 |
| Other comprehensive income |  |  |
| Net unrealized gain (loss) on other securities | 662 | 433 |
| Deferred hedge gain (loss) | 35 | 3 |
| Foreign currency translation adjustments | $(7,244)$ | 459 |
| Remeasurements of defined benefit plans, net of tax | 659 | 481 |
| Total other comprehensive income | $(5,887)$ | 1,378 |
| Comprehensive income | (77) | 3,896 |
| Comprehensive income attributable to |  |  |
| Comprehensive income attributable to owners of parent | (80) | 3,872 |
| Comprehensive income attributable to non-controlling interests | 3 | 24 |

## (3) Notes to Quarterly Consolidated Financial Statements

## Going Concern Assumption

Not applicable.

## Significant Changes in Shareholders' Equity

Not applicable.

## Segment and Other Information

I. First nine months of FY2016 (Apr. 1, 2016 - Dec. 31, 2016)

1. Information related to sales and profit or loss for each reportable segment
(Millions of yen)

|  | Reportable segment |  |  |  |  |  | Adjustment <br> (Note 1) | Amounts shown on consolidated income statements (Note 2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Japan | Europe | North America | Latin America | Asia | Total |  |  |
| Sales |  |  |  |  |  |  |  |  |
| Customers | 34,850 | 2,285 | 3,018 | 721 | 6,277 | 47,153 |  | 47,153 |
| (Royalty income) | ( 7,380) | 2,264) | ( 2,098) | 718) | ( 5,399) | 17,861) | ( -) | 17,861) |
| Inter-segment | 5,616 | 35 |  |  | 1,258 | 6,917 | $(6,917)$ |  |
| (Royalty income) | $(5,487)$ | ( 35) | ( -) | ( -) | ( 1) | 5,524) | ( (5,524)) | -) |
| Total | 40,467 | 2,321 | 3,022 | 724 | 7,535 | 54,070 | $(6,917)$ | 47,153 |
| Segment profit (loss) | 4,618 | (341) | (328) | 181 | 2,254 | 6,385 | (372) | 6,012 |

Notes: 1. The minus 372 million yen adjustment to segment profit (loss) is the sum of eliminations for inter-segment transactions and unallocated operating expenses that are mostly general and administrative expenses that cannot be assigned to any particular segment.
2. Segment profit (loss) is adjusted to be consistent with operating profit shown on the consolidated income statements.
2. Information related to impairment losses on fixed assets, goodwill, etc. for each reportable segment Detailed explanations are omitted due to immateriality of the amount.
II. First nine months of FY2017 (Apr. 1, 2017 - Dec. 31, 2017)

1. Information related to sales and profit or loss for each reportable segment
(Millions of yen)

|  | Reportable segment |  |  |  |  |  | Adjustment <br> (Note 1) | Amounts shown on consolidated income statements (Note 2) |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Japan | Europe | North America | Latin America | Asia | Total |  |  |
| Sales |  |  |  |  |  |  |  |  |
| Customers | 33,794 | 1,525 | 2,145 | 635 | 6,034 | 44,135 |  | 44,135 |
| (Royalty income) | $(7,150)$ | ( 1,508) | ( 1,307) | 621) | ( 5,456) | 16,044) | -) | 16,044) |
| Inter-segment | 4,517 | 19 | 4 | 1 | 1,334 | 5,876 | $(5,876)$ |  |
| (Royalty income) | $(4,357)$ | ( 19) | ( -) | ( -) | ( 0) | 4,376) | ( (4,376)) | -) |
| Total | 38,311 | 1,544 | 2,149 | 636 | 7,368 | 50,011 | $(5,876)$ | 44,135 |
| Segment profit (loss) | 3,149 | (146) | (637) | 68 | 2,379 | 4,812 | (452) | 4,359 |

Notes: 1. The minus 452 million yen adjustment to segment profit (loss) is the sum of eliminations for inter-segment transactions and unallocated operating expenses that are mostly general and administrative expenses that cannot be assigned to any particular segment.
2. Segment profit (loss) is adjusted to be consistent with operating profit shown on the consolidated income statements.
2. Information related to impairment losses on fixed assets, goodwill, etc. for each reportable segment Detailed explanations are omitted due to immateriality of the amount.

This financial report is solely a translation of "Kessan Tanshin" (in Japanese, including attachments), which has been prepared in accordance with accounting principles and practices generally accepted in Japan, for the convenience of readers who prefer an English translation.

