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**Bell-Park Co., Ltd.**

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**Notice of Revisions to Forecasts for Sales, Earnings and the Year-end Dividend**

Bell-Park Co., Ltd. has made the following revisions based on current results of operations to the forecasts for 2019 consolidated sales and earnings and the dividend for 2019 that were announced on February 12, 2019.

## 1. Revisions to the consolidated forecasts for 2019 (January 1, 2019 – December 31, 2019)

	Net sales	Operating income	Ordinary income	Profit attributable to owners of parent	Net income per share
	<i>Million yen</i>	<i>Million yen</i>	<i>Million yen</i>	<i>Million yen</i>	<i>Yen</i>
Previous forecast (A)	95,000	3,000	3,000	1,940	302.48
Revised forecast (B)	99,000	3,700	3,700	2,500	389.80
Increase/(decrease) (B – A)	4,000	700	700	560	-
Percentage change (%)	4.2%	23.3%	23.3%	28.9%	-
Ref: Previous results (2018)	98,088	3,229	3,256	2,115	329.83

## Reasons for revisions

Between January 2018 and September 2019, the number of authorized carrier shops operated by Bell-Park has increased by 45 (about 20%) due to acquisitions and other activities. Bell-Park operated 268 of these shops at the end of September 2019. Relocations, remodeling and other actions were taken as needed at newly acquired shops and these shops work closely with other nearby Bell-Park shops. Structural reforms included recruiting and training activities and measures for the best possible use of human resources. Another priority was building frameworks for acting an agent for the sale of electricity, credit cards and other items that were offered by communication carriers. Due to all of these activities, the number of mobile phones sold and renewal commissions\* were higher than planned. Other commissions have also increased because of the favorable evaluations by communications carriers of the performance of our shops. Overall, sales and earnings in the first nine months of 2019 are higher than planned.

The number of mobile phones sold started to decrease in October 2019 mainly because of the requirement for carriers to separate service charges and phone payments and the consumption tax hike. Despite this downturn, based on performance in the first nine months, we have raised the net sales 4.2% to 99,000 million yen, the operating income and ordinary income forecasts 23.3% to 3,700 million yen each, and the forecast for profit attributable to owners of parent 28.9% to 2,500 million yen.

## \*Renewal commissions

These commissions are received from carriers over a specific period in relation to service charges and other items involving new subscriptions or replacement handset.

2. Detail of revisions to dividend forecast for 2019

Record date	Dividend per share		
	2Q-end	Year-end	Annual (total)
	(Yen)	(Yen)	(Yen)
Previous forecast (announced on February 12, 2019)	38.00	38.00	76.00
Revised forecast	-	60.00	98.00
Dividend for 2019	38.00	-	-
Dividend for 2018	33.00	37.00	70.00

Reasons for revisions

Bell-Park positions the distribution of earnings to shareholders as one of its highest priorities and has established the fundamental policy of increasing the consolidated dividend payout ratio in stages to 30% for the dividend applicable to 2020. The plan was for a 25% payout ratio for 2019 and a 30% payout ratio for 2020.

Due to the revisions to the consolidated forecasts for 2019, the year-end dividend forecast has been revised from 38 yen to 60 yen, an increase of 22 yen, in accordance with the 25% payout ratio plan for 2019. As a result, Bell-Park plans to pay a dividend of 98 yen per share for 2019, which is 28 yen higher than the 70 yen dividend for 2018.

Note: Forecasts of future performance in this material are based on assumptions judged to be valid and information available to Bell-Park at the time the materials were prepared. Due to uncertainties inherent in the factors used to determine these forecasts, actual results may differ from these forecasts.