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Bell-Park Co., Ltd.

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Stock code: 9441

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Notice of Revisions to Consolidated Forecasts for the First Half of 2023

Bell-Park Co., Ltd. has made the following revisions based on current results of operations to the consolidated forecasts for the first half of 2023 (January 1, 2023 to June 30, 2023) that were announced on February 9, 2023.

1. Revisions to the consolidated forecasts for the first half of 2023 (January 1, 2023 – June 30, 2023)

	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)	51,000	2,200	2,200	1,400	72.76
Revised forecast (B)	57,800	2,450	2,480	1,700	88.35
Increase/(decrease) (B – A)	6,800	250	280	300	
Percentage change (%)	13.3%	11.4%	12.7%	21.4%	
Ref: Previous first half results (2022)	51,836	2,286	2,300	1,778	92.43

2. Reasons for revisions

As for the consolidated results of operations for the first half of 2023, net sales and each profit are expected to exceed the forecast due to the sales price per unit and the number of mobile phones sold exceeding the planned figures.

This was mainly due to higher handset prices due to the yen's depreciation and an increase in the number of mobile phones sold, mainly new subscriptions, resulting from aggressive sales promotion activities at shopping centers.

3. Consolidated forecasts for 2023

The full-year consolidated forecasts announced on February 9, 2023 remains unchanged due to the uncertain sales outlook for the second half of 2023, including new smartphone models expected to be launched in September 2023. In the event revisions to the consolidated forecasts become necessary, Bell-Park will make an announcement promptly. There are no revisions to the dividend forecast for 2023 at this time.

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