

## IR Monthly Update / May 2010

### 1. May 2010 Major Topics of CCC Group



- Announced on May 11<sup>th</sup> about consolidated results for FY Mar., 2010.
- Held the Results Conference for analysts and institutional investors on May 12<sup>th</sup>.



#### ➤ Alliance Consulting Business:

- A new service where consumers receive T-POINT when they buy Hitachi Consumer Electronics Co., Ltd.'s high vision TV, "Wooo," started on May 12th.
- Number of T-Members reached 35 million at the end of May, and the ratio of T-Members in the population in their 20's also reached over 60%.



#### ➤ Membership Service Business:

- Starting from the end of April, TSUTAYA DISCAS launched TV commercials to increase the number of members.
- Commemorating the starting of rental of a Korean drama DVD, which is rented exclusively at TSUTAYA, T-TRAVEL has put a 3-day-tour in Korea on sale.



#### ➤ TSUTAYA Business:

- Introduced TSUTAYA's original products, and promoted creating floor spaces with more lifestyle propositions for customers.
- Introduced Korean TV dramas and Hollywood pieces that was not released in Japanese theaters as TSUTAYA's exclusive rental DVD. Also, we are strengthening the "Movie Odyssey 2010" corner, which features 20<sup>th</sup> century's masterpieces.
- We opened 4 new TSUTAYA stores (closed 3 stores.)

### 2. Membership Growth (QE)

(Unit:million)

	Apr-10	May-10	Jun-10	Jul-10	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Mar-10
T Members	34.86	35.14											34.62
Dual Function (Credit) T Card Issuance	5.73	5.74											5.70
TSUTAYA DISCAS Members	0.922	0.962											0.901

### 3. T Card Member Indicators (during April 2010; QE)

- T Members with T Point transactions outside TSUTATA :17.67 million (up 26.3% year on year)
- T Card monthly transaction : 117.925 million (up 30.7% year on year)

### 4. Number of TSUTAYA Store Locations (as of May 31<sup>st</sup>, 2010)

- Counted 1,394 locations, 4 opened and 3 closed, since May, 2009.

## 5. Existing-Store Sales

(Figures are relative to the same month/quarter of the prior year)

	Monthly			By Quarter (last four quarters)			
	Apr-10	May-10	(May-09)	Q1-FY09	Q2-FY09	Q3-FY09	Q4-FY09
Rentals	95.7%	<b>88.9%</b>	(100.0%)	97.9%	98.0%	96.7%	93.3%
Video	94.2%	<b>85.5%</b>	(100.6%)	98.9%	97.4%	96.2%	90.2%
Music	99.6%	<b>101.5%</b>	(95.5%)	91.8%	98.5%	96.7%	104.1%
CD&DVD Sales	94.9%	<b>94.5%</b>	(75.5%)	71.1%	83.6%	92.4%	82.6%
Video	117.8%	<b>123.3%</b>	(67.8%)	68.9%	87.8%	97.2%	81.3%
Music	80.4%	<b>77.6%</b>	(80.7%)	72.3%	81.3%	89.4%	83.4%
Game Sales	108.6%	<b>107.1%</b>	(101.7%)	79.2%	133.0%	127.3%	113.4%
Publications Sales	106.5%	<b>101.1%</b>	(98.8%)	98.6%	97.0%	101.3%	103.0%
Used Sales	97.1%	<b>95.3%</b>	(104.5%)	101.7%	98.1%	96.6%	99.9%
Total	99.0%	<b>93.7%</b>	(95.3%)	91.2%	96.7%	99.1%	95.0%

### Brief Summary of May, 2010

- Music rentals maintained the firm tone, and DVD sales, Publications sales, and Game sales exceeded 100% year on year.

Despite the strong titles such as *Avatar*, and *Carl's Flying House*, video rentals as a whole was down 14.5%.

Although there were not much new CD titles released, the measure of "5 for ¥1,000" supported the rentals of old titles. Album CD rentals was up 7%. The whole rentals was up 1.5%, exceeding 100% for the first time since Feb. Including comic rentals, the whole rentals was down 11.1%.

Video sales was up 23.3%, marking the sales increase 2 months in a row. Music CD sales was down 22.4%. Game sales went up 7.1%. Publication sales was up 1.1%, exceeding 100% 3 months in a row.

Whole items sales of the existing-stores was down 6.3%.

## 6. Total System-Wide Sales

(Figures are relative to the same month/quarter of the prior year)

	Monthly			By Quarter (last four quarters)			
	Apr-10	May-10	(May-09)	Q1-FY09	Q2-FY09	Q3-FY09	Q4-FY09
Rentals	97.4%	<b>90.3%</b>	(103.1%)	100.7%	100.1%	98.6%	94.9%
Video	95.7%	<b>86.8%</b>	(103.5%)	101.6%	99.4%	98.0%	91.7%
Music	101.5%	<b>103.4%</b>	(98.3%)	94.5%	100.6%	98.6%	106.0%
CD&DVD Sales	89.7%	<b>88.4%</b>	(74.7%)	70.4%	83.1%	91.0%	79.6%
Video	110.8%	<b>114.7%</b>	(67.0%)	68.2%	87.5%	96.0%	78.2%
Music	76.3%	<b>72.8%</b>	(80.2%)	71.9%	81.0%	88.2%	80.5%
Game Sales	110.7%	<b>109.5%</b>	(107.6%)	83.9%	139.9%	135.1%	122.7%
Publications Sales	115.6%	<b>109.1%</b>	(103.8%)	103.4%	101.2%	110.2%	111.8%
Used Sales	101.0%	<b>99.0%</b>	(118.8%)	115.4%	110.8%	110.6%	115.3%
Total	101.3%	<b>95.6%</b>	(98.4%)	94.0%	99.2%	102.6%	98.1%

For further information, please access to our homepage: <http://www.ccc.co.jp/company/news/2010/>

**Culture Convenience Club Co., Ltd.**  
Corporate Planning