

Watabe Wedding Corporation

**Briefing Materials on Consolidated Results for
the First Three Months of Fiscal Year 2013**

I. Overview of Consolidated Results for the First Three Months of FY2013

Overview of Consolidated Results



(Millions of yen)

Item	1Q FY 2013 Actual	1Q FY 2012 Actual	Year on Year Change
Net sales	12,297	12,758	Down 3.6%
Gross profit	7,995	8,630	Down 7.4%
Gross profit ratio	65.0%	67.6%	Down 2.6pp
Selling, general and administrative expenses	8,188	8,143	Up 0.6%
SG&A ratio	66.6%	63.8%	Up 2.8pp
Operating income	-193	487	—
Operating income ratio	—	3.8%	—
Ordinary income	-254	493	—
Ordinary income ratio	—	—	—
Net income	-210	289	—

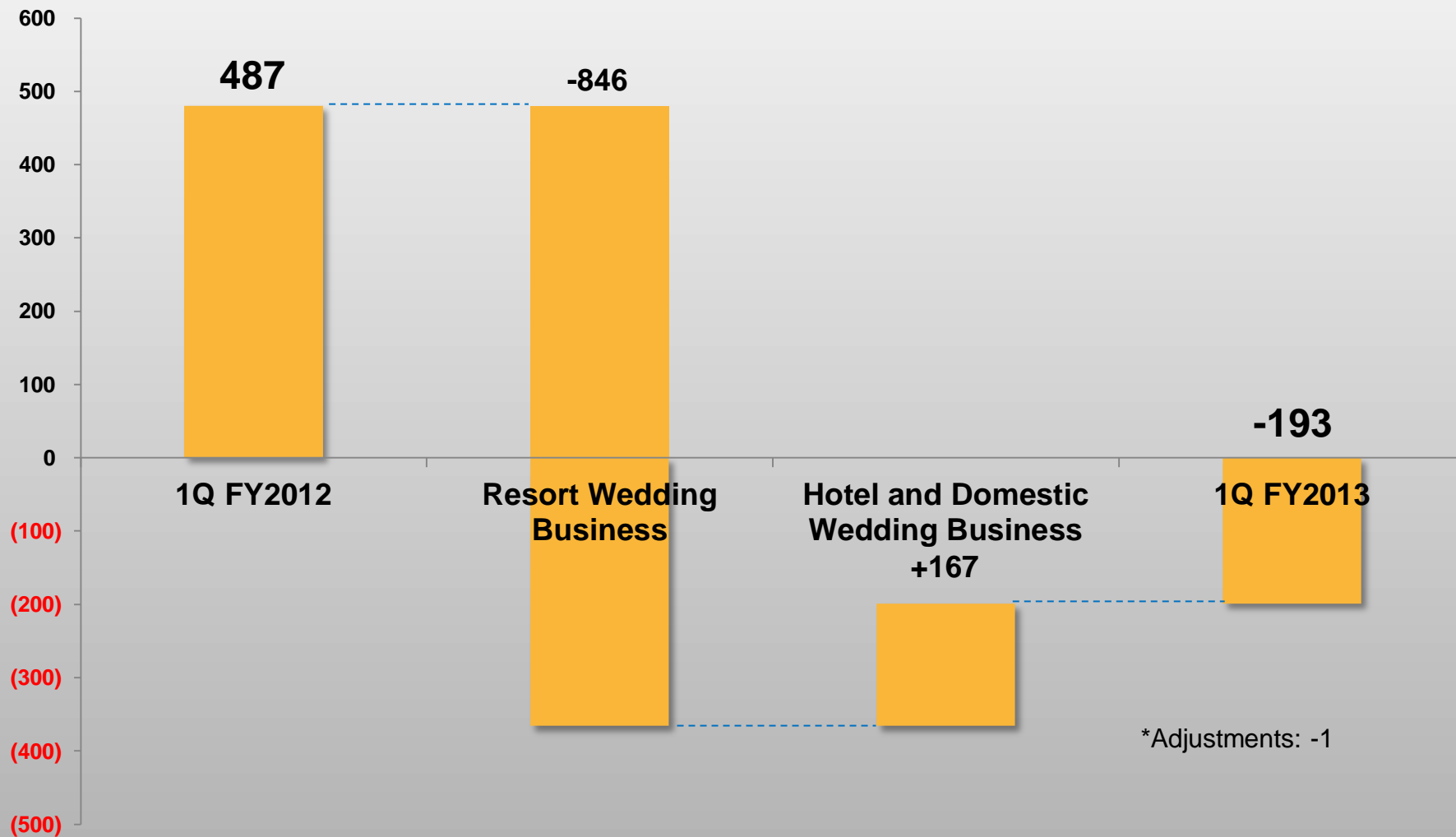
Net Sales Factor Analysis (Year on Year)

(Millions of yen)



Operating Income Factor Analysis (Year on Year)

(Millions of yen)



Overview by Business Segment

(Millions of yen)

Item	Consolidated							
			Resort Weddings		Hotels and Domestic Weddings		Adjustments	
	1Q FY2013	1Q FY2012	1Q FY2013	1Q FY2012	1Q FY2013	1Q FY2012	1Q FY2013	1Q FY2012
Net sales (Sales to customers)	12,297	12,758	4,880	5,205	7,416	7,552	—	—
Operating income	-193	487	-440	406	241	74	5	6
Operating income ratio	—	0.4%	—	0.8%	3%	1%	—	—

Balance Sheets (Consolidated)



(Millions of yen)	As of Mar. 31, 2013	As of June 30, 2012		As of Mar. 31, 2013	As of June 30, 2012
Total assets	26,348	25,791	Total liabilities	11,004	10,516
Total current assets	11,164	10,915	Current liabilities	8,625	7,602
Cash and deposits	6,407	5,780	Accounts payable-trade	2,009	2,024
Accounts receivable-trade	1,941	2,033	Short-term loans payable	900	650
Other	2,816	3,102	Advances received	2,012	2,134
Total noncurrent assets	15,182	14,876	Other	3,702	2,794
Property, plant and equipment	9,348	9,285	Noncurrent liabilities	2,378	2,915
Buildings and structures	5,178	5,034	Long-term loans payable	700	1,200
Other	4,170	4,252	Asset retirement obligations	573	568
Intangible assets	781	822	Other	1,105	1,146
Investments and other assets	5,053	4,769	Net assets	15,344	15,275
Guarantee deposits	3,275	2,997	Shareholders' equity	16,361	16,003
Other	1,778	1,772	Capital stock	4,176	4,176
			Capital surplus	4,038	4,038
			Retained earnings	8,147	7,789
			Valuation and translation adjustments	-1,092	-805
			Minority interests	75	77
			Total liabilities and net assets	26,348	25,791

II. Basic Policy for 1Q FY2013

Business Policy 1

Resort Wedding Business:
Offering a new style of resort wedding, *Rizokon*, and strengthening sales network

Business Policy 2

Hotel and Domestic Wedding Business:
Improving product marketability to attract prospective customers

Business Policy 3

Strategic Expansion in Asia:
Developing business schemes and boosting profitability

Products jointly developed with Hinano Yoshikawa, a fashion model and Hawaii Tourism Authority's romance goodwill ambassador

HAWAII WEDDING

celebrated by
Hinano Yoshikawa

The Hinano Yoshikawa original wedding plan and party plan are offered to couples at Ko Olina Chapel Place of Joy and Honu Kai Lani at Ko Olina Place of Welina, both hugely popular chapels operated by Watabe Wedding.



We created a wedding plan that perfectly reflects Hinano Yoshikawa's view of how a wedding at a resort should unfold.



Watabe Wedding
Celebrated by
Hinano Yoshikawa

ハワイ結婚のトレンドを先取りするリゾートウェディング
2013. July START!!

Hinano's Message
結婚は人生の大きな一歩です。幸せな人生を送るために、大切な人と一緒に歩きたいです。結婚は、お互いを尊重し、愛を育むこと。そして、一緒に成長すること。結婚は、幸せの始まりです。

Hawaii Wedding

ワタベウェディングお問い合わせセンター ☎0120-43-2141
www.wa-celebrated-hinano.com



New wedding style option *Rizokon Heart* adds value

式して、旅して、きちんとお披露目。



New style of wedding combining a resort wedding ceremony with a reception in Japan



Family Trip

Everyone rides into town on a trolley bus. From there, the group strolls to popular tourist spots and enjoys tropical juice. Lively conversation ensues at a relaxing sunset dinner.



Resort Weddings

The marriage ceremony is performed in a chapel in Hawaii under the loving gaze of family members. A party follows in a relaxing atmosphere highlighted by hula dancing.



Reception in Japan

After the resort wedding, couples can invite a long list of special people to the reception of their dreams. This is the place to tell everyone how much their love and support is appreciated.

Illustrator Noritake creates concept for second wedding style plan

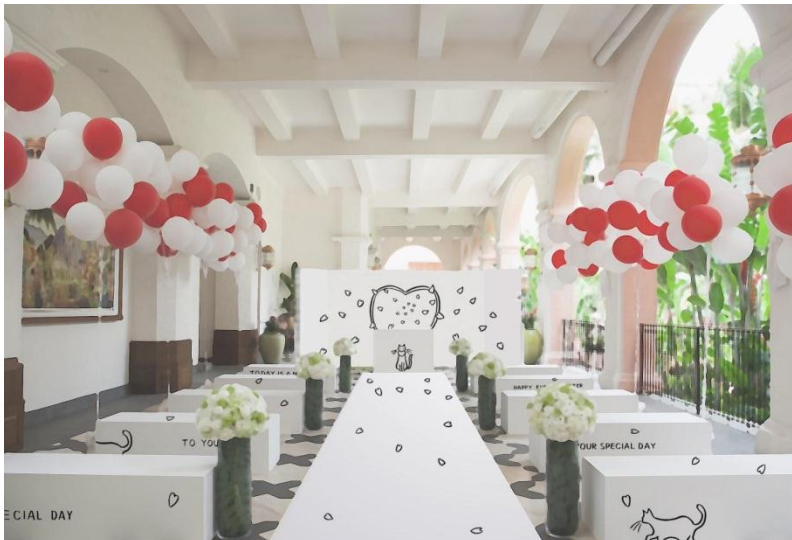
Art Decoration

The White Box



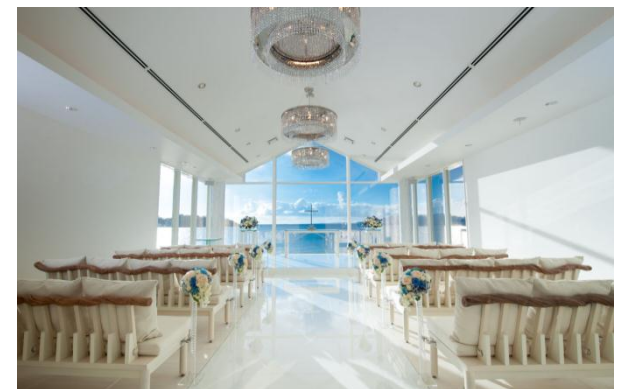
Second wedding plan launched at The Royal Hawaiian, from the collection of luxury resorts, affectionately known as the “Pink Palace of the Pacific”

Began sales of Concept Wedding — The White Box, a collaborative effort with Noritake, a world renowned Japanese illustrator



Marine Bijou, a new chapel in Okinawa, opens

We opened a new chapel on Kise Beach, a naturally formed stretch of beautiful coastline on the west side of the main island of Okinawa.



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Business Policy 2

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Improving product marketability to attract prospective customers

Business Policy 3

Strategic Expansion in Asia:
Developing business schemes and boosting profitability

Meguro Gajoen

Seasonal events

Sales of the 85th anniversary wedding plan

Promoting events/services utilizing facilities

Ikebana exhibition



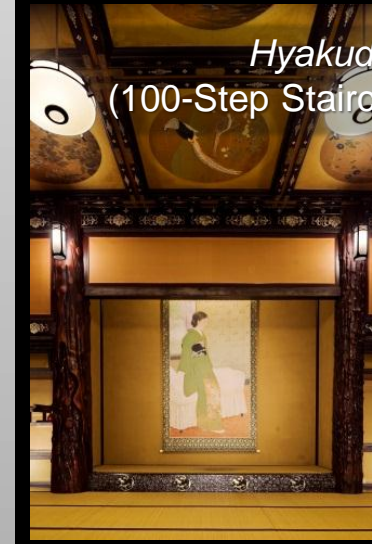
Concerts in the chapel



Wedding plan with special options during 85th anniversary



Hyakudan Kaidan (100-Step Staircase) tours



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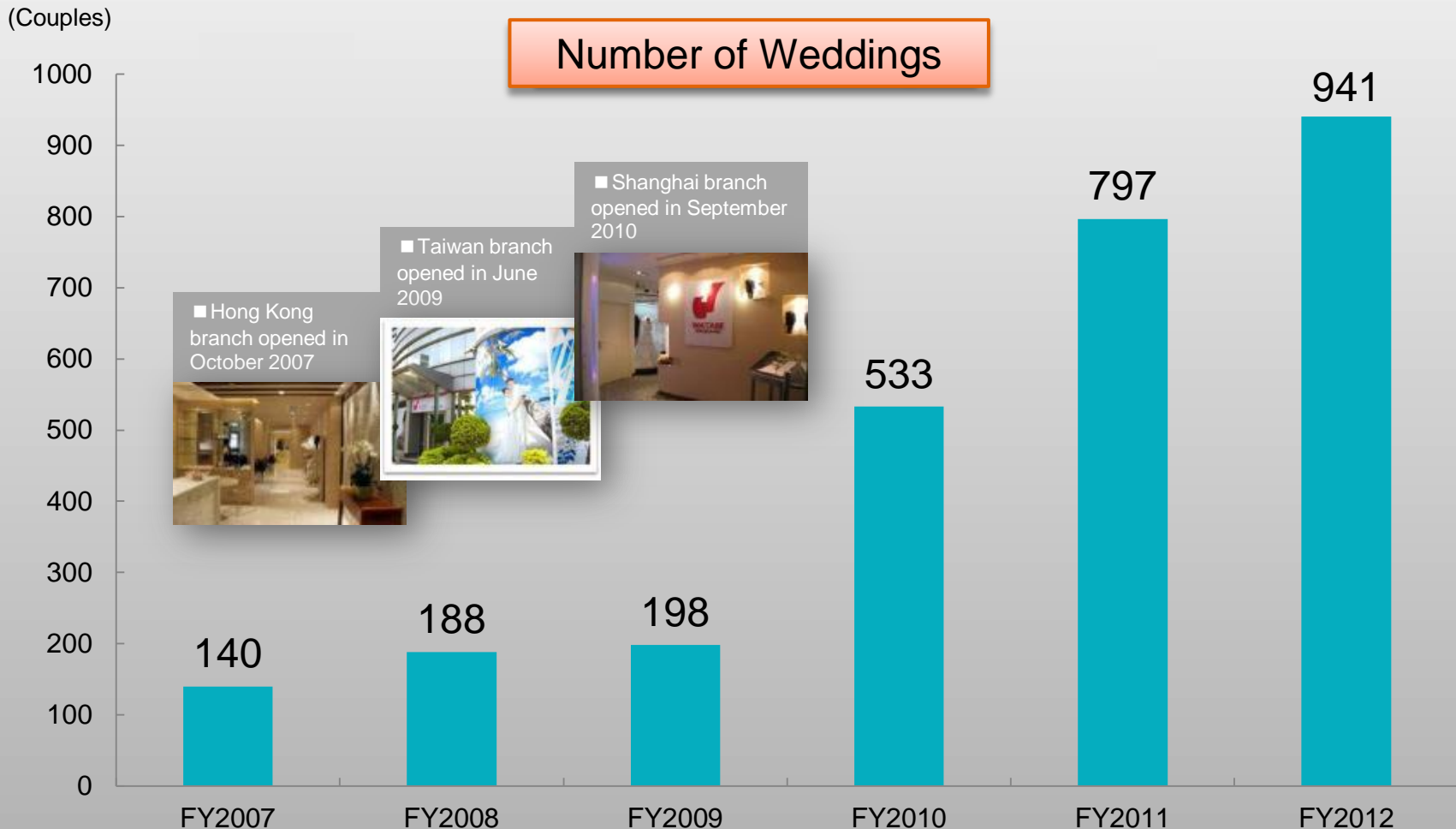
Business Policy 2

Hotel and Domestic Wedding Business:
Improving product marketability to attract prospective customers

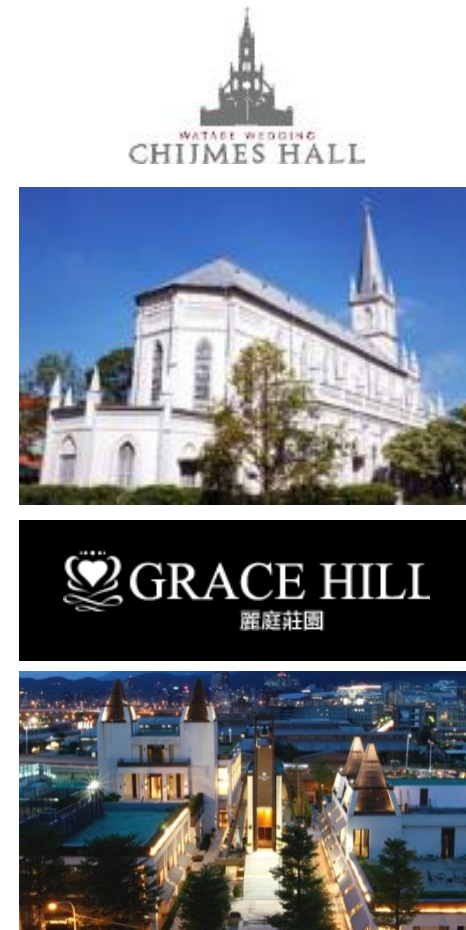
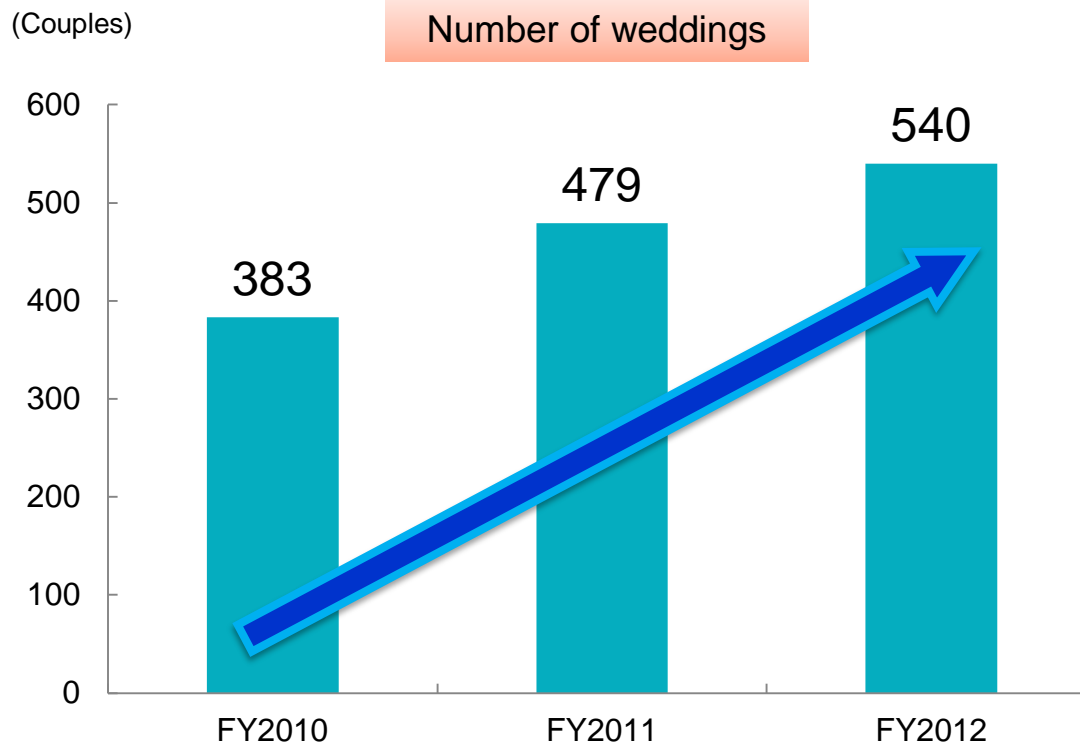
Business Policy 3

Strategic Expansion in Asia:
Developing business schemes and boosting profitability

Resort wedding sales up across Asia



Local wedding sales up across Asia



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