

**Credit Saison (8253) Announces Financial Results for April – December 2012**

Ordinary Income Increases 5.6% to ¥41.0 billion,  
and Quarterly Net Income Increases 21.9% to ¥26.1 billion

During the April to December of fiscal 2012, card business continued its success from the first half of the year in expanding the number of card holders with high frequency in usage by collaboration with affiliated retail shops and recruiting promotions via the Internet. In addition, to the effect of the continued measures to promote card usage in shopping, the transaction volume has been growing steadily. The Company has also continued its diversification of revenue sources as a non-bank financial business through strengthening partnerships with sales affiliates in the lease business, and in the credit guarantee business, by expanding the partnerships with regional financial institutions. On the other hand, by enforcing a vigorous credit management, the trend of it's index has been improving and the credit related cost has been steadily reducing. As a result, the Company's cumulative consolidated accounts for the April to December of fiscal 2012 showed operating revenues of ¥183.9 billion, down 4.0% year-on-year, ordinary income of ¥41.0 billion, up 5.6% year-on-year, and quarterly net income of ¥26.1 billion, up 21.9% year-on-year.

The consolidated performance and summary for the October to December of fiscal 2012 are as follows.

1. Business Overview

(1) Credit Services Business

Card application via Internet in the WEB branch that was set up in fiscal 2012 with the objective of strengthening customer base to expand the transaction volume increased steadily and, as in the case of Saison American Express<sup>®</sup> Card, card memberships with high utilization, high unit purchases and high revenues has been growing. In addition, as a result of strengthening the operating organization at Seiyu (WalMart) stores and promoting collaboration with retailers such as implementation of new membership special services at Parco, the new card issuance increased 35.4% over the same cumulative period of the previous fiscal year to 2.52 million cards. In the shopping business, as a follow up to Ikebukuro, regional vitalization promotion in collaboration with department stores, specialty retailers and mass retailers in Sapporo and Fukuoka areas and O2O (online to offline) program with Yahoo Co., Ltd. card vitalization plan was implemented and, as a result, shopping transactions volume grew 4.0% over the same cumulative period of the previous fiscal year to ¥2,657.6 billion. Further, as a measure to strengthen revenues using the Internet, focusing on the point site "Eikyufumetsu.com", net member was strengthened to 8.17 million, an increase by 17.4% from the end of the previous fiscal year and utilization has been boosted by raising the name value through TV commercials and the like and strengthening the search functions inside the products and travel sites. In cash advances, despite lingering

effects from the revision of the Money-Lending Business Control and Regulation Law, since December the single month transaction volume showed positive year on year increase due to increase in new customer usage and has begun to show signs of recovery. As a result of these endeavors, in the overall credit services business, the operating revenue recorded ¥143.7 billion, a 4.5% decline over the same cumulative period of the previous fiscal year.

## (2) Lease Business

In addition to the strengthening in staffing in the sales organizations measures to strengthen sales with customers were implemented and steps have been taken to expand affiliated sales stores. As a result lease transaction volume expanded 11.6% over the same cumulative period of the previous fiscal year to ¥78.1 billion.

## (3) Finance Business

In the credit guarantee business, by entering into affiliation with 28 new regional financial institutions and expanding the number of affiliated partners to 333, close collaboration with the partners in product and development support and in management, the balance of credit guarantee increased 13.7% over the end of the previous fiscal year closing to ¥191.8 billion.

In the long term fixed rate mortgage loan, “Flat 35”, associated with the amendments made to the program last April, transactions in “Flat 35 PLUS” (combined loan product) that was introduced in response to customer need are increasing steadily.

As a result, the overall finance business operating revenue rose 10.9% against the same cumulative period of the previous fiscal year to ¥12.8billion.

## (4) Real Estate Related Business

With the business restructuring of the consolidated subsidiary, Atrium Co., Ltd., by reclassification into continuing businesses and withdrawal business, each business is progressing as planned.

## 2. Overview of Ordinary Income and Quarterly Net Income

With the increasing soundness in credits due to strengthening of credit management and slowing down claims handled by lawyers and other third parties, the credit related losses declined by 21.8% over the same cumulative period of the previous fiscal year to ¥17.8 billion and, together with enhanced cost efficiencies in other expenses, the operating expenses declined 4.3% against the same cumulative period of the previous fiscal year to ¥150.7 billion.

With the steady progress made in the performance of the joint-venture card company, the ordinary income was ¥41 billion, a 5.6% increase over the same cumulative period of the previous fiscal year.

As a result of the above, the quarterly net income improved 21.9% over the same cumulative period of the previous fiscal year to ¥26.1 billion.

◆Non-consolidated Results from April 1 to December 31, 2012

( ) year on year

(1)New card members acquired	:	2,520,000	(Up 34.5%)
(2)New cards issued	:	1,880,000	(Up 31.5%)
(3)Total card members	:	24,790,000	( Net increase from end of the previous period 40,000)
(4)Active card members	:	13,450,000	( Net increase from end of the previous period 460,000)
(5)Active ratio	:	54.3%	( Net increase from end of the previous period 1.8%)
(6)Shopping transactions Volume	:	¥2,657.6 billion	(Up 4.0%)
(7)Shopping revolving credit balance	:	¥262.8 billion	(Down 0.7%)
(8)Card advance transaction volume	:	¥195.9 billion	(Down 3.8%)
(9) Card cash advance balance	:	¥245.5 billion	(Down 18.8%)
(10) Operating revenue	:	¥153.7 billion	(Down 3.2%)
(11)Ordinary income	:	¥31.9 billion	(Up 1.4%)
(12)Net income	:	¥19.4 billion	(Up 15.1%)