



Management Report FY2010

May 17, 2011

FY2010 Financial Report

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This report contains forward-looking statements that reflect our plans and expectation. These forward-looking statements are not guarantees of future performance and known and unknown risks, uncertainties and other factors that may cause our actual results, performance, achievements or financial position to be materially different from any future results, performance, achievements or financial position expressed or implied by these forward-looking statements.

Main Topics for FY2010

- ◇ Start of management of Akagi Nature Park (April)
- ◇ Announcement of strengthening of partnership ties with American Express (June)
- ◇ Full enforcement of Money Lending and Business Controle and Regulation Law on June, 18 (June)
- ◇ Entry into prepaid card business with issuance of UNIQLO Online Gift Card (August)
- ◇ Lift of limitations regarding services of eikyufumetsu.com to include all people over 16 (September)
- ◇ Contract about comprehensive business alliance with Seven & i Holdings signed (September)
- ◇ Product renewal to commemorate our exceeding 1 million customers for “Super Value Plus”, a dedicated card member insurance service for small amounts (October)
- ◇ Creation of affiliated Wal-Mart Card - a new card co-branded with the Wal-Mart Group (September)
- ★ Acquired JPN Holdings and Kinder Nursery Corporation (November)
- ◇ Start test demonstrations of NFC using smartphones (January)

- 1. Financial Results**
- 2. Results by Business Segment**
- 3. Contributions by Consolidated Companies**
- 4. Main Indices (Non-Consolidated)**
- 5. Credit Risk Trends / Trends in Interest Repayment**
- 6. Financial Indices**
- 7. Dividends**

1. Operating Results

(¥ billion)

		FY2009	YoY(%)	FY2010	YoY(%)	FY2011 (Estimate)	YoY(%)
Consolidated	Operating revenues	306.8	93.8	285.7	93.1	261.0	91.4
	Ordinary income	39.1	126.3	33.7	86.3	30.0	88.9
	Net income	18.6	—	12.8	68.7	17.0	132.5
	Earnings per share (¥)	10.2	—	6.9	67.6	9.2	133.3

Non-consolidated	Operating revenues	257.9	95.2	239.6	92.9	216.0	90.1
	Ordinary income	33.7	104.9	28.7	85.0	23.0	80.1
	Net income	16.1	—	7.5	47.1	13.0	171.1

2. Results by Business Segment

(¥ billion)

	Operating revenues			Operating income (loss)		
	FY2009	FY2010	YoY(%)	FY2009	FY2010	YoY(%)
Credit Service	250.1	230.8	92.3	25.6	15.9	62.3
Lease	12.5	14.4	114.9	2.1	5.0	236.7
Finance	16.8	15.5	92.6	5.0	6.7	135.6
Real Estate-related	15.0	12.3	82.0	1.8	(2.1)	—
Entertainment	14.6	13.9	95.2	1.7	1.7	100.4
Total	309.2	287.1	92.9	36.4	27.3	85.3
Inter-segment Transactions	(2.3)	(1.4)	—	(0.1)	0	—
Consolidated	306.8	285.7	93.1	36.1	27.3	85.7



3. Contribution to Consolidated Results

Ordinary income: Difference between consolidated and non-consolidated figures

Contribution to consolidated results

	Non-consolidated	Consolidated	Difference
Ordinary income	¥28.7 billion	¥33.7 billion	¥5.0 billion

Major equity-method affiliates	Contribution to ordinary income
Atrium Group ・Atrium Co., Ltd.(liquidation of real estate) ・Atrium Servicing Co., Ltd. (servicing business) ・AIC (liquidation of real estate)	(¥1.1) billion
Saison Fundex Group ・Saison Fundex Corp. (loans) ・House Planning Co., Ltd. (real estate)	¥0.8 billion
Concerto Inc. (entertainment business)	¥2.7 billion
JPN Holdings Co., Ltd. (servicing business)	¥0.3 billion

Major equity-method affiliates	Contribution to ordinary income
Idemitsu Credit Co., Ltd. (credit card business)	¥820 million
Resona Card Co., Ltd. (credit card business)	¥640 million
Saison Information Systems Co., Ltd. (information processing)	¥450 million
UC Card Co., Ltd. (credit card business)	¥190 million

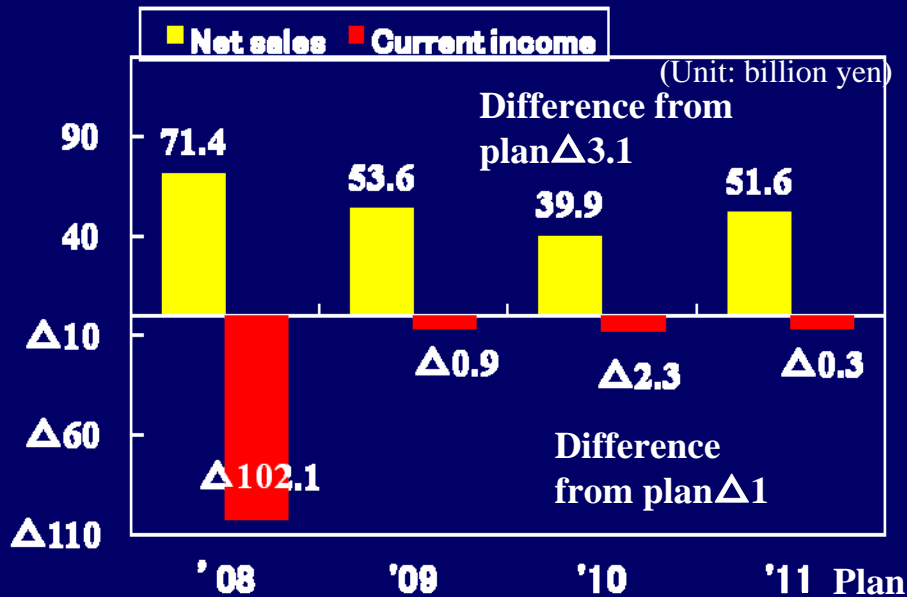
(Reference) Progress of Atrium Reorganization Plan

The 5-year reorganization plan is proceeding as planned

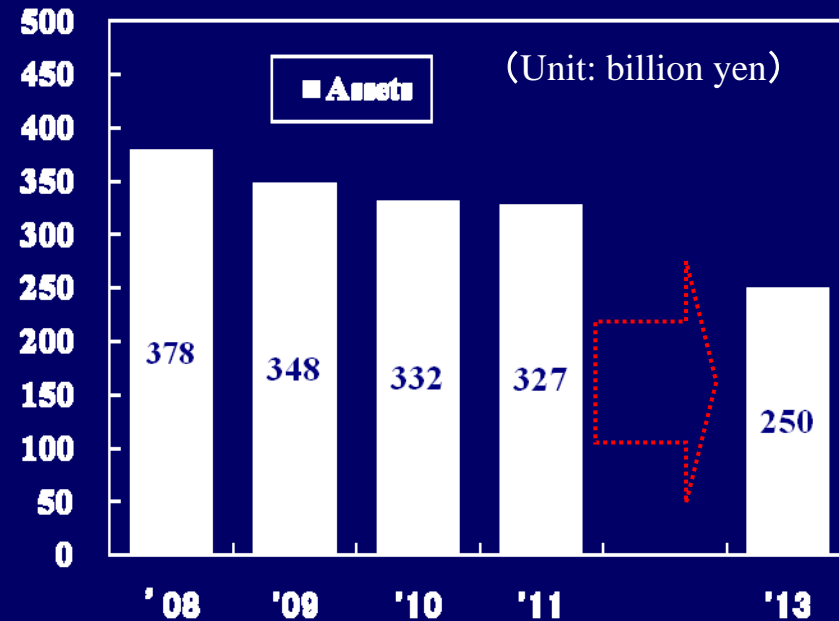
Measures taken in previous fiscal year

- Recorded a profit of 1.1 billion yen on the sale of a portion of our large housing (book value of 6 billion yen)
- Enhanced new purchases of favorable small housing, steadily reforming asset portfolio

Assets reduction/plan for and results of operating performance



Real estate exposure (Inventories + claims – for- compensation + liability guarantee)





4. Main Indicators (Non-consolidated)

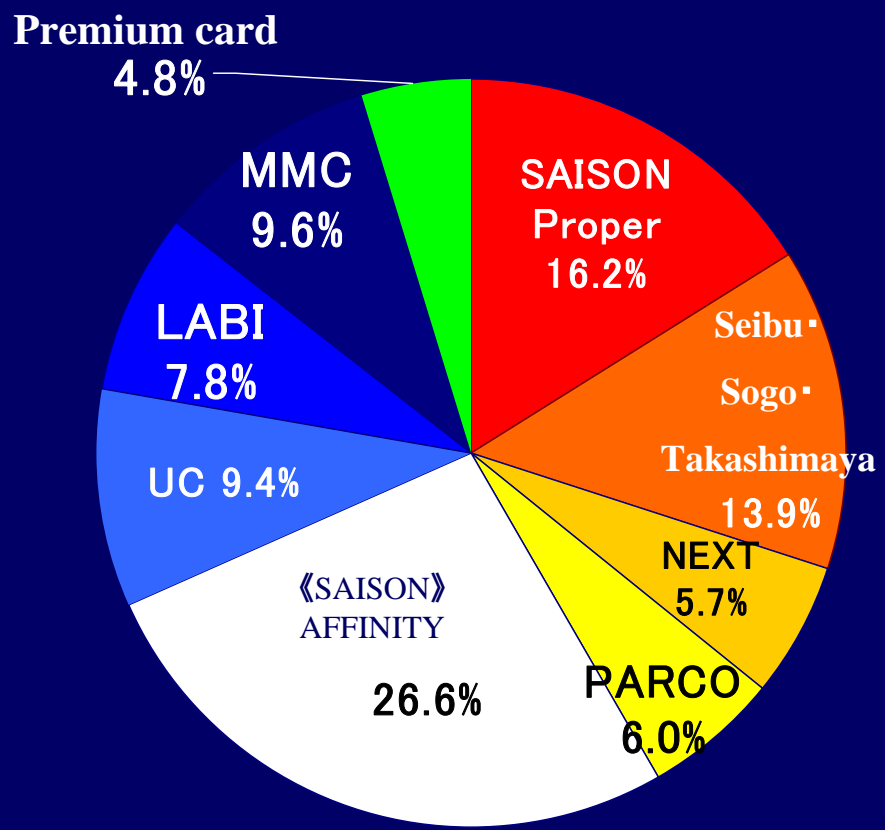
	FY2009		FY2010		FY2011	
		YoY (%)		YoY (%)	(Estimate)	YoY (%)
New applications (millions)	3.05	104.1	2.57	84.3	2.80	108.9
New card issued (millions)	2.59	102.9	2.12	81.9	2.30	110.6
Total cardholders (millions)	28.29 (+0.72)	102.6	28.34 (+0.05)	100.2	25.80 (Δ2.54)	91.0
Active cardholders (millions)	14.33 (+0.42)	103.0	14.70 (+0.37)	102.6	13.40 (Δ1.30)	91.2
Transaction volume (¥ billion)	4,449.0	95.5	4,324.8	97.2	3,919.0	90.6
Card shopping	3,844.6	98.8	3,953.4	102.8	3,660.0	92.6
Cash advances	604.3	79.0	371.4	61.5	259.0	69.7

(Unit: million cards, million people, ¥ billion) Figures in parentheses are changes from the previous year

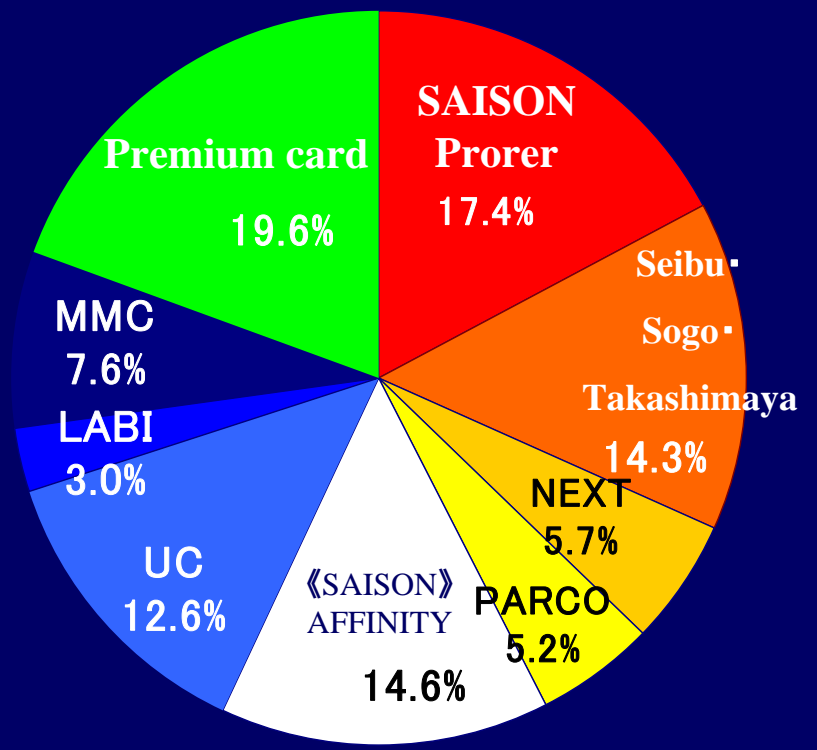
☐☐☐ (Reference) Share of Cards

The transaction volume per card for premium cards is 4 times that of the other cards.

【Share of Total Cardholders】



【Share of Shopping Transaction Volume】



※”Premium Card” includes Saison/UC gold, platinum and AMEX blue, gold and platinum cards.



5. Credit Risk

(%)

	Delinquency of over 90 days		Write-off rate	
		Y-o-Y		Y-o-Y
Consolidated	3.40	(0.14)	3.55	+0.35
Credit Card	3.32	(0.26)	4.36	+0.52
Card Shopping	2.38	(0.15)	2.24	+0.14
Cash advances	5.41	+0.02	9.15	+2.35

※Delinquency rate: Percentage of total receivables 90days or more past due date

※Write off rate : Percentage of total receivables written off during the term

(¥ billion)

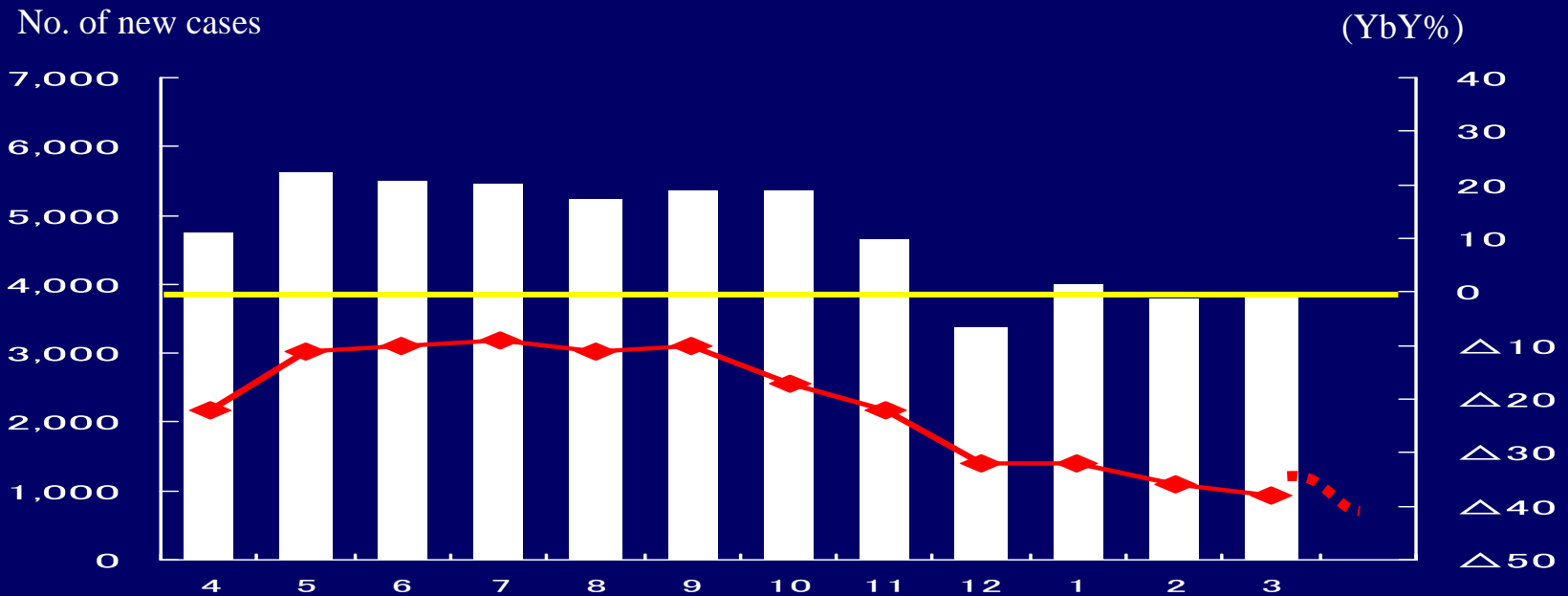
	Consolidated		Non-consolidated	
		Y-o-Y		Y-o-Y
Credit Cost	66.2	(1.1)	59.7	(1.7)
Interest Repayment Cost	18.4	+9.3	17.4	+8.8
Allowance for doubtful accounts	123.5	(2.9)	85.9	(0.1)
Provision for loss on interest repayment	35.1	(0.4)	32.4	+0.1

Forecast for claims handled by lawyers

Number of cases of the first half calmed down and dropped to about 30% to 40% from the previous year

Trends: Expect further decline
Risk: For possible influence by the Tohoku Earthquake, provision was made for loss on interest repayments.

■ Trends in new interest repayment of claims handled by lawyers



An additional 3 billion yen provision was conservatively made against the risk of future generation of loss on interest repayments due to the Earthquake.

Credit cost/Provision for loss on interest repayment

In the last fiscal year, an additional 11 billion yen provision was made against loss on repayments.

Credit cost results and estimate

(¥ billion)

Credit Cost	Results	Full Year Estimate	
			Difference
Interest Repayment Cost	59.7	45.0	(14.7)
	6.4+11.0 =17.4	4.8	(12.6)

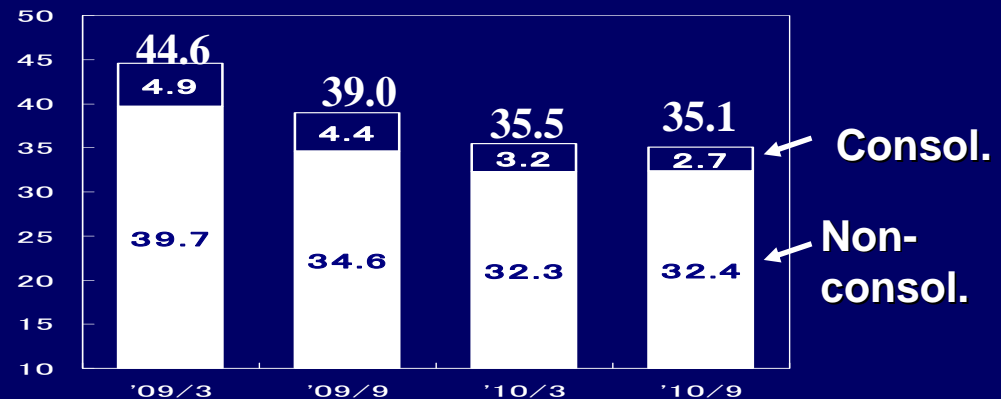
Factors of credit cost reduction

- Proper screening
- Strengthen collection
- Reduction of claims handled by lawyers
- Reduction of cash advances balance

Trend of provision for loss on interest repayment

(¥ billion)

Results	Non-Consol.	Consol.
Reversal	(17.3)	(18.8)
Provsion	+17.4	+18.4
Balance increase	+0.01	(0.04)





6. Financial Indices

	Consolidated		Non-consolidated	
		Y-o-Y		Y-o-Y
Shareholders' equity	345.2	+6.3	320.3	+0.6
Total Assets	2,231.2	(142.9)	2,097.7	(102.7)
Shareholders' equity ratio	15.5%	+1.2%	15.3%	+0.8%
※ ROE	6.0%	(1.1%)	5.4%	(1.1%)
※ ROA	1.5%	(0.1%)	1.3%	(0.2%)

※1 ROE is calculated to assume that return is based on ordinary income (excluding extraordinary income/loss) with corporate tax deducted at the rate of 40%.

※2 ROA is calculated that ordinary income is divided by total asset.



7. Dividends

	FY2009	FY2010	FY2011 (Estimate)
Dividend per share	¥30	¥30	¥30
Total cash dividend	¥5.4 billion	¥5.5 billion	¥5.5 billion
Payout ratio (consolidated)	29.3%	42.9%	32.4%



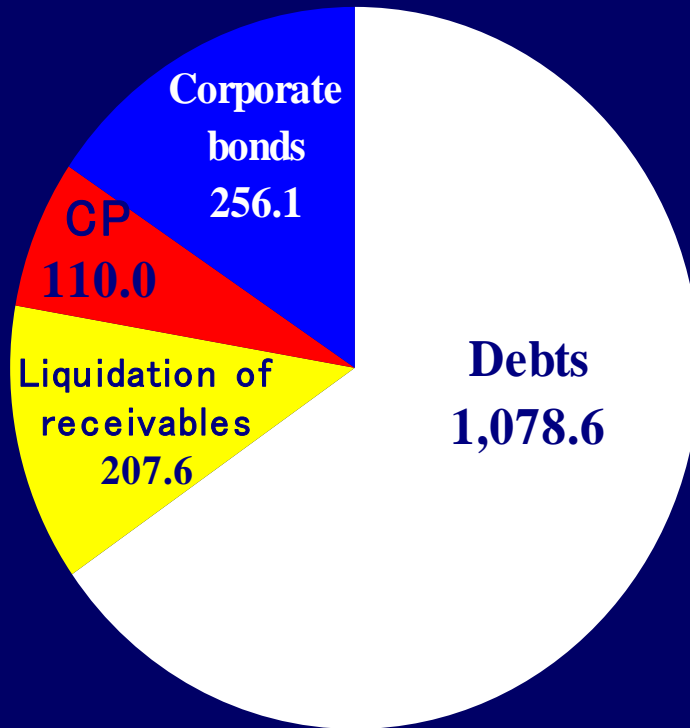
(Reference) Fund Structure

(Unit: billion yen)

【Consolidated】

Total Balance:

1,652.3



Long Term Ratio: :78%

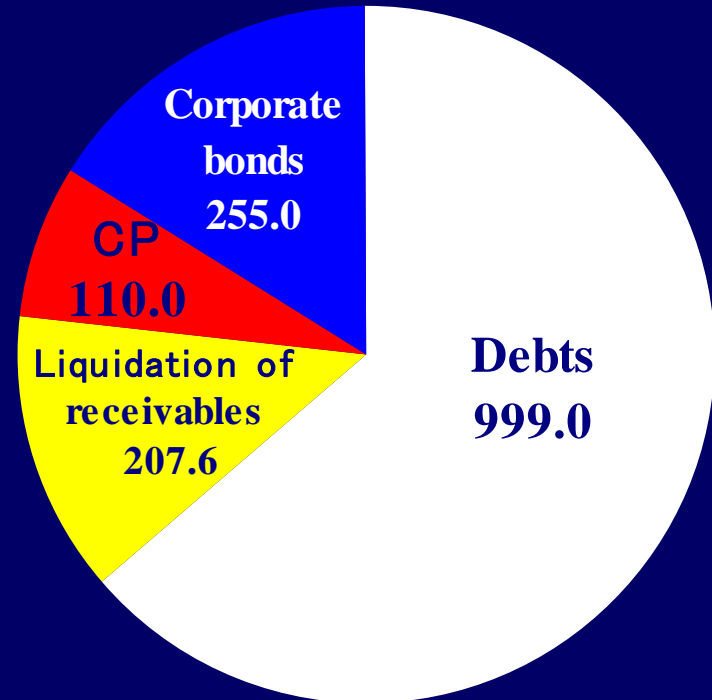
【 Rating 】

R&I A+

【Non-consolidated】

Total Balance:

1,571.6



Long Term Ratio :78% Fixed Ratio: 66%

Factors influencing performance in this fiscal year ①

- Cash advance trends (including influence of split of 7CS)

Although influence due to total lending restrictions remains, we shall seek to recover a favorable debt balance in the midterm

■ Plan for cash advance service transaction volume, balance, income

- Acquisition of new outstanding customers
- Reduction of customers subject to total lending restrictions
- Encourage increased usage by existing customers

【Transaction volume】

371.4



FY2010

Difference from previous FY Δ 112.4
Y-o-Y 70%



FY2011 Plan

【Balance】

396.5



FY2010

Difference from previous FY 96.5
Y-o-Y 76%



FY1011 Plan



FY2015 Goal

【Income】

69.5



FY2010

Difference from previous FY 22.2
Y-o-Y 68%



FY2011 Plan



FY2015 Goal



Subject of 7CS split

(Unit: billion yen)

Factors influencing performance in this fiscal year ②

- Split of 7CS card business

Influence during previous fiscal year (single year) estimated conservatively, forecast for profit recovery in future

■ Influence on operation

New cards issued (million)	0.14
Total cardholders (million)	3
Shopping transaction volume (¥ billion)	660
Cash advances transaction volume (¥ billion)	29
Shopping revolving balance (¥ billion)	37
Cash advances balance (¥ billion)	21

■ Influence on income (Unit: billion yen)

Shopping income	(17)
Cash advance income	(4)
Total negative influence①	(21)
Processing income	6
Operation expenses (including financial costs)	8
Total positive influence②	14
Operating income ①+②	(7)
Equity in investment income	1
Capital gain from sales of 7CS stocks	7
Tax	(5)
Current income	(4)

Factors influencing performance in this fiscal year

- Split of 7CS card business

Seeking substantial increase in profit

(Units: million cards/ billion yen)

	Previous FY	Influence of split	Influence of split after deductions
New cards issued	2.12	(0.14)	1.98
Shopping transaction volume	3,953.4	(660)	3,293.4
Cash advance transaction volume	371.4	(29)	342.4
Shopping revolving balance	299.9	(37)	262.9
Cash advance balance	396.5	(21)	375.5

Current FY plan	Compared to previous FY
2.3	116.1
3,660.0	111.1
259.0	75.6
276.0	105.0
300.0	79.9

Operating revenue	239.6	(15)	224.6
Operating expenses	214.1	(8)	206.1
Ordinary income	28.7	(7)	21.7

216.0	96.2
195.5	94.9
23.0	106.0

Factors influencing performance in this fiscal year ③

- Influence of the earthquake

The influence of the earthquake was conservatively allocated to the previous FY, thereby reducing influence on performance in the current FY

■ Measures completed in FY2010 (previous FY)

- | | |
|-----------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| ① Operating receivables | Estimate conservatively for risk of receivables held by members in the Tohoku area.
Allocation of 9.5 billion yen |
| ② Fixed assets, etc. | Estimate conservatively of costs for restoration to pre-quake condition, etc.
Allocation of 400 million yen |
| ③ Interest repayment claims | Assume temporary increase. Allocation of additional 3 billion yen provision |

■ Influence on performance in FY2011 (current FY)

- ① Shopping : Despite influence on transaction volume in the first period, there is a recovery trend and influence will be limited throughout entire FY
- ② Cash advance : Possibility that the recovery of balances may be delayed by 3 to 6 months



Management Strategies

I . Prospects for the Card Market

II . Credit Saison Business Strategy

~ Midterm Management Vision ~

III . FY2011 Priority Strategies

IV . Corporate Social Responsibility

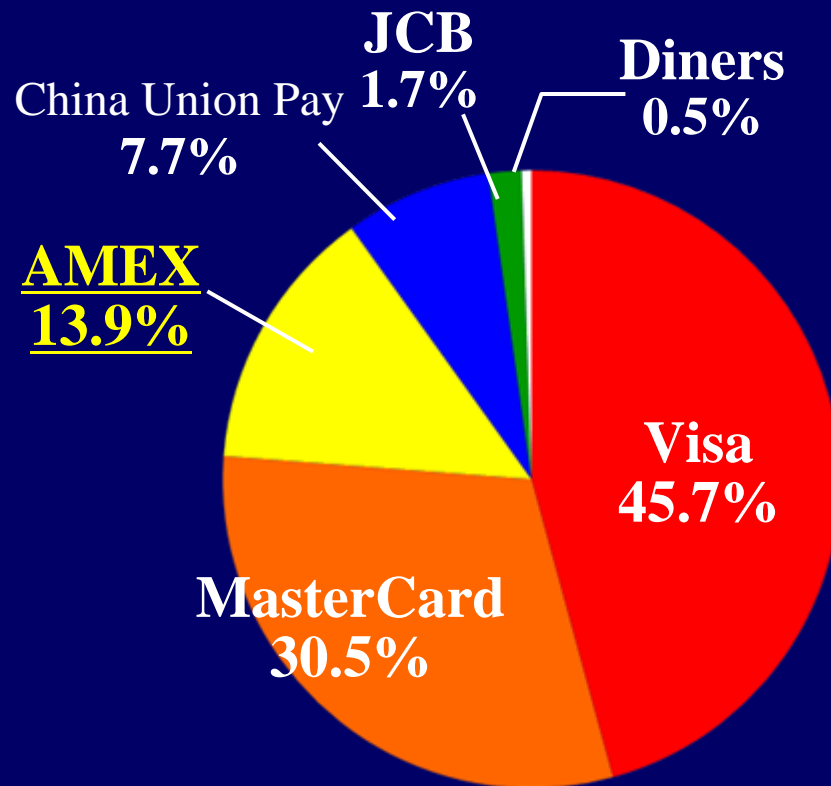
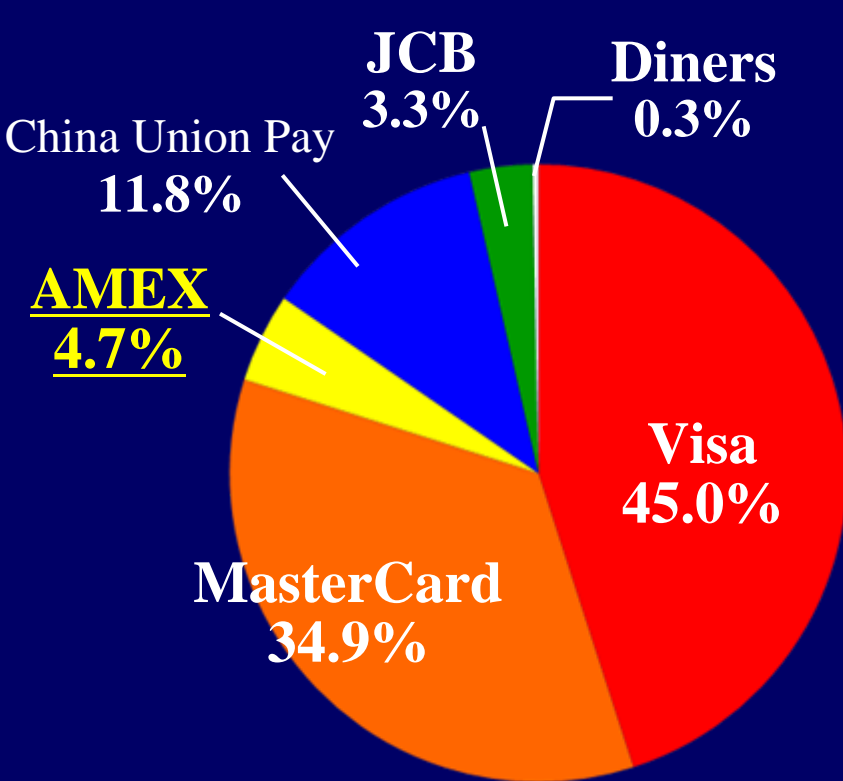
I . Overview of card market

(1) Brand share in global market

[FY2010]

Card members

Card shopping transaction volume



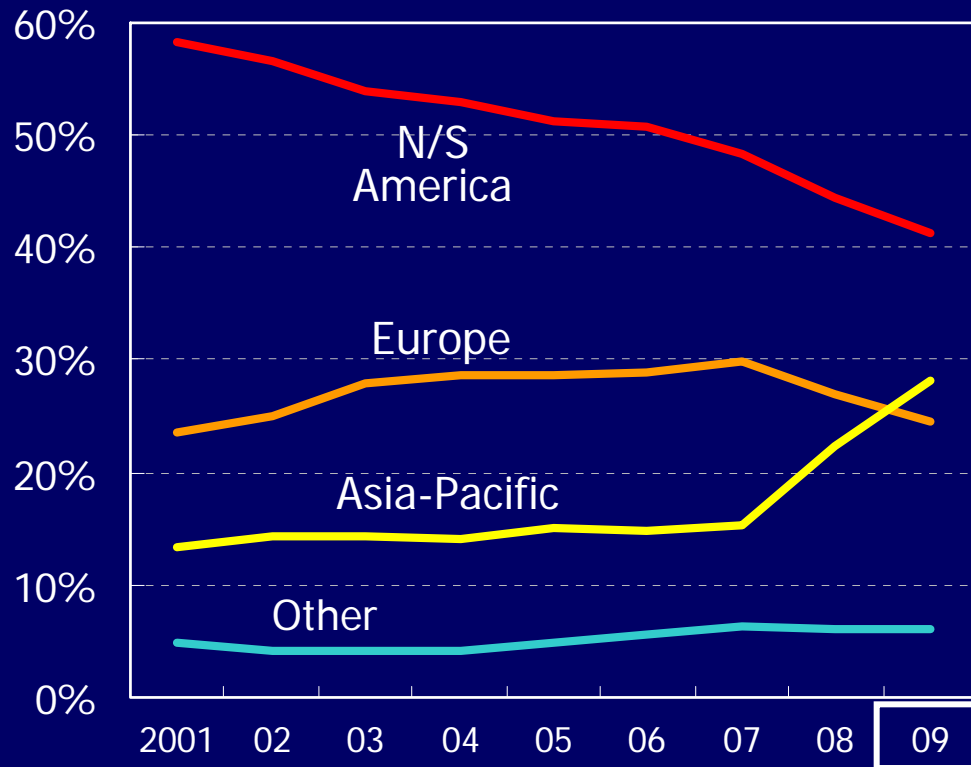
(Unit: Dollars)	Visa	Master	AMEX	Union Pay	JCB	Diners	Average
Usage amount per member	2,638	2,267	7,710	1,686	1,359	4,417	2,597

※Source: NILSON REPORT (Credit card only)

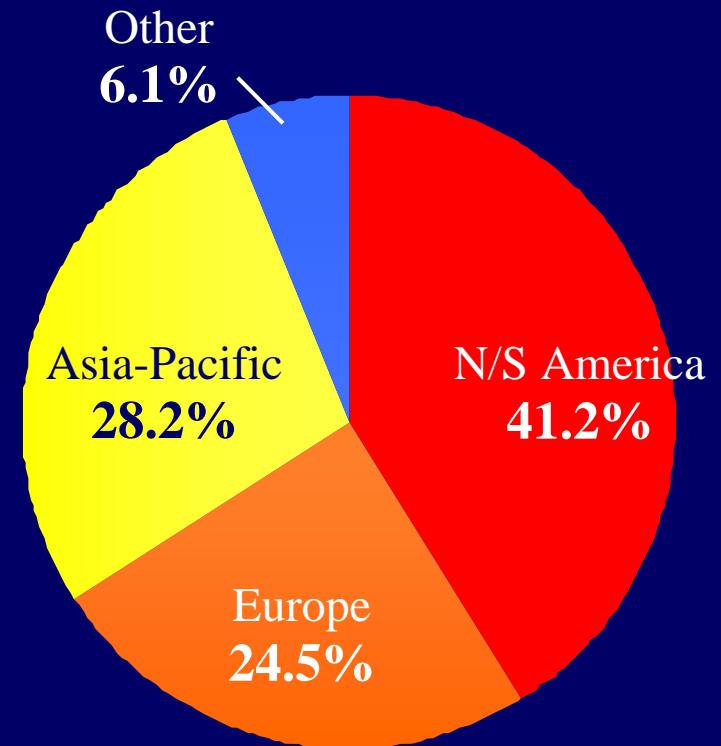


(2) Changes in transaction volume by area

Changes in transaction volume by area



FY 2009 transaction volume by area



(From FY2008 Union Pay has been added to Asia-Pacific.)

※Source: NILSON REPORT

※Values for credit cards/debit cards for international brands (Visa, MasterCard, AMEX, China Union Pay, JCB, Diners)

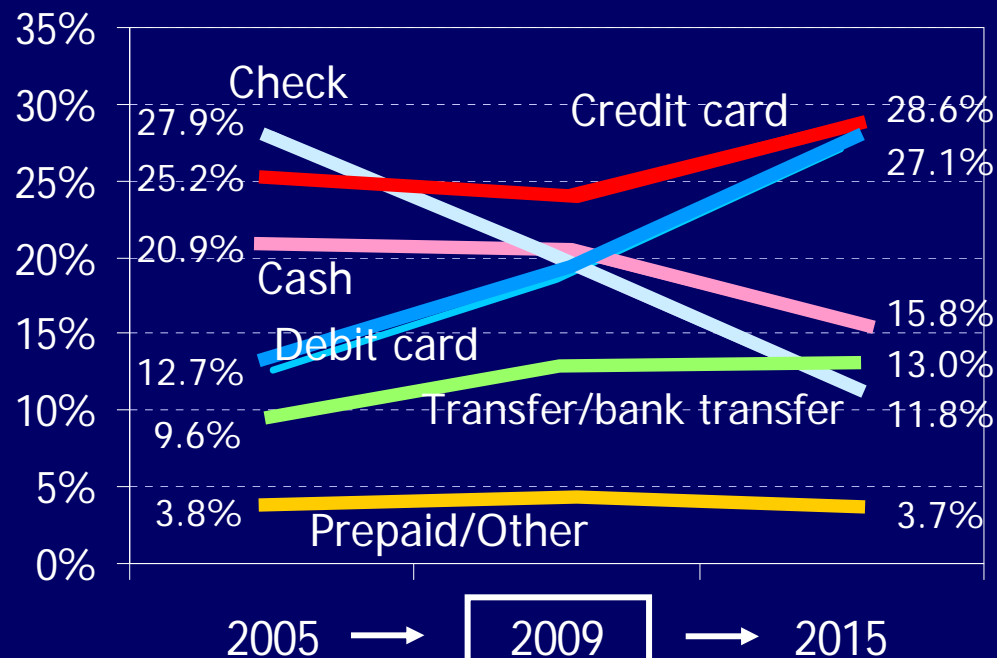
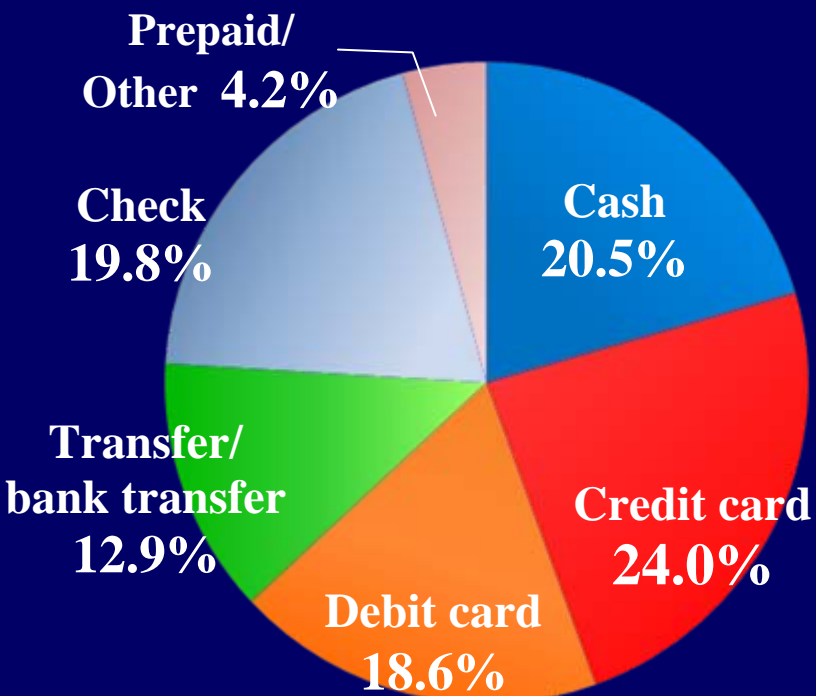
(3) Changes and forecasts for settlement methods in America

< 2009 >

※Source: NILSON REPORT

7.6 trillion dollars

Changes and forecasts for settlement method share

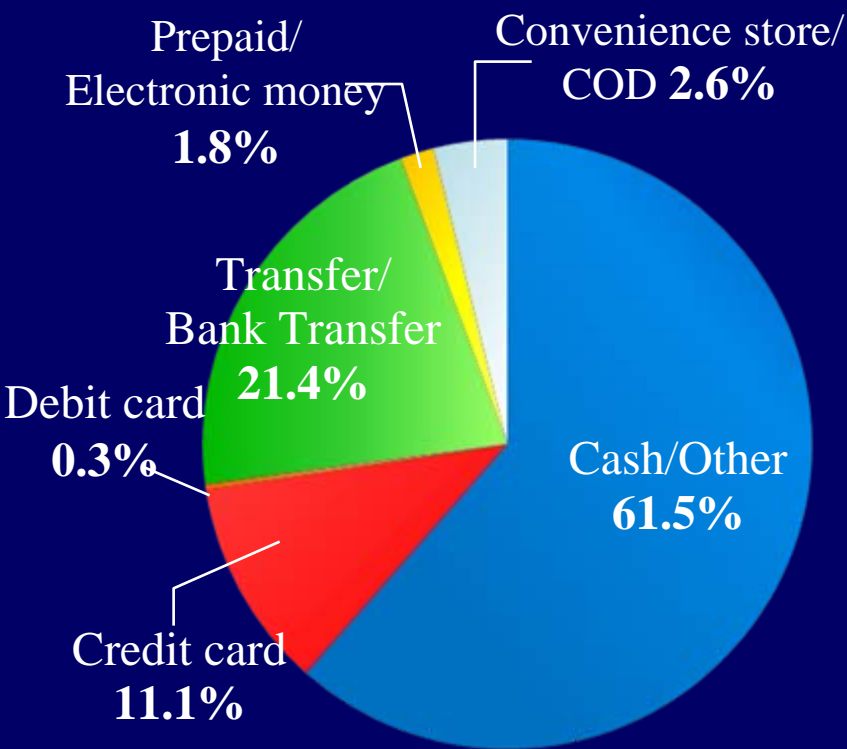


- Although checks and credit cards were well-established, debit cards are spreading as an alternative to checks
- Due to increased internet transactions, there is an increase in online settlement using credit cards and debit cards. There is decreased usage of paper-based settlement methods such as checks and cash.

(4) Current status of settlement methods in Japan

< 2009 >

280.3 trillion yen (nominal)



Amount of currency circulating for major countries (as of the end of 2009)

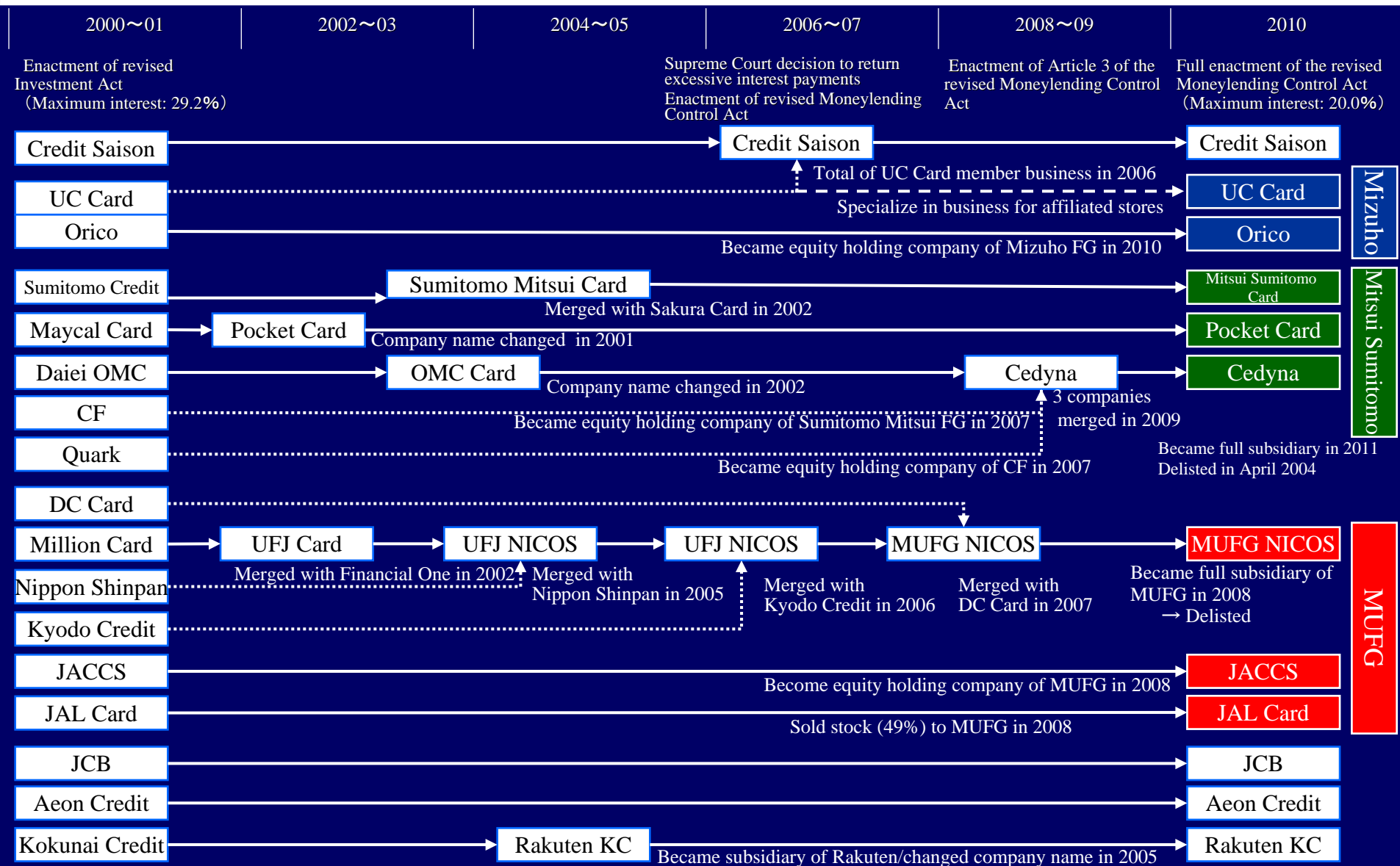
※Conversion rate (end of 2009) : 1 dollar = 92.43 yen

	Amount of currency circulating		Circulation amount per citizen		Card settlement ratio
	billion dollars	1 trillion yen	Dollars	10,000 yen	
Japan	925.1	85.5	7,255	67.1	11.1%
America	928.2	85.8	3,021	27.9	24.0%
Europe	1,194.6	110.4	3,630	33.6	—
Korea	31.9	2.9	654	6.0	52.6%

※Source: Tabulated by our company based on information from Cabinet Office, Ministry of Economy, METI, NCB New Payment Report, Abeam Consulting, financial documents of convenience stores, Nomura Research Institute, BIS

- Japan has always been known as a cash society. The amount of currency circulating per citizen is the greatest among advanced countries.
- Compared to the West, Japan has widespread use of automatic salary transfers and direct account withdrawal for utilities, as well as plentiful ATM facilities. Convenient withdrawal/deposit of cash and convenient cash payment has contributed to the creation of a cash society.

(5) Changes in domestic credit card industry



Trends in the consumer finance industry

Acquired Aiful/Life in 2001 Promise became equity holding company of MUFG in 2004 Promise acquired Sanyo Shinpan as a subsidiary in 2007 Aiful: ADR dispute resolution in 2009

Sanyo Shinpan acquires Pocket Card in 2001 Acom becomes equity holding company of MUFG in 2004 Acom becomes consolidated subsidiary of MUFG in 2008 Takefuji applies for Corporate Rehabilitation Act in 2010

(5) Reorganization of the Domestic Credit Card Industry

Mizuho FG

Orico
Orico

Aeon Credit

Credit Saison

SAISON CARD INTERNATIONAL

UC

出光 Idemitsu Credit

高松 Takashimaya credit

ヤマダ YAMADA ヤマダ Financial

静岡銀行 SAISON Card

DAIWA HOUSE Daiwa House Financial

YMFG YM Saison

セブンイレブン SOGO SEIBU SevenCS Card

Resona HD

RESONA Resona Card

Seven Card Service

Sumitomo Mitsui FG

三井住友カード Mitsui Sumitomo Card

Cedyna

ゆうちょ銀行 Japan Post Bank

JCB

スロミス Promise

ORIX ORIX Credit

三洋信販 Sanyo Shinpan

アットローン At-loan

ポケットカード Pocket Card

NTT DoCoMo

Rakuten

Edy

JR Group

view card

Suica

ICOCA Kitaca

TOICA SUGOCA

VISATOUCH

QUICKPAY

PASMO

Mitsubishi UFJ FG

三菱UFJニコス Mitsubishi UFJ NICOS

JA CARD

JACCS Jaccs

JALCARD JAL Card

アコム Acom

CASHONE CASHONE

mobit mobit

Others

TOYOTA FINANCIAL SERVICES Toyota F

Aplus

citi City Card

Life CARD Life

Sony Finance Sony F

レイク Lake

Diners Club

アイフル Aiful

EPOS CARD Epos Card

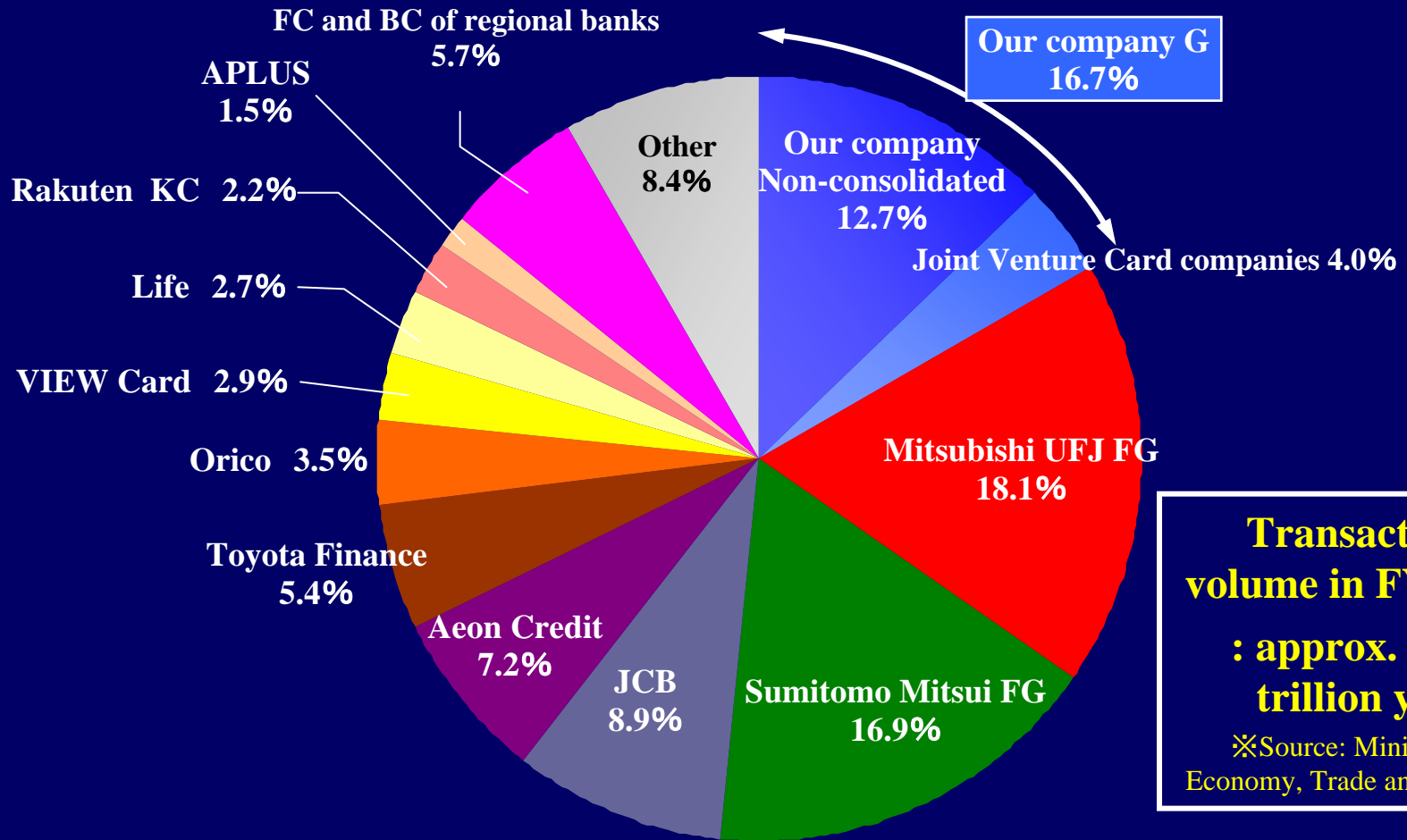
NOLOAN Shinki

ディック Dick

武富士 Takefuji

(Reference) Domestic market share (shopping transaction volume)

■ Card shopping transaction volume (issuer base) [2009 fiscal year]



※Calculated by our company's independent estimation methods on the basis of each company's officially announced calculations, etc.

※As a rule numbers are given for each company on non-consolidated basis (excluding overseas card members); both FC and BC of all brand companies (more than 120) are calculated as "FC and BC of regional banks"

※Investment destinations of our company: Idemitsu Credit, Resona Card (a part of the Saison brand), Takashimaya Credit, Shizuoka Bank Saison Card, Daiwa House Group

II. Credit Saison Business Strategy ~ Midterm Management Vision ~

- (1) Generate innovation in the card industry
- (2) Pursue customer benefits (convenience, status, perks)
- (3) Respond to shareholder expectations
- (4) Contribute to the competitive advantage and sales expansion of affiliated corporations
- (5) Contribute to the recovery of consumer spending and to the growth of the Japanese economy
- (6) Realize the aspirations of everyone working at our company

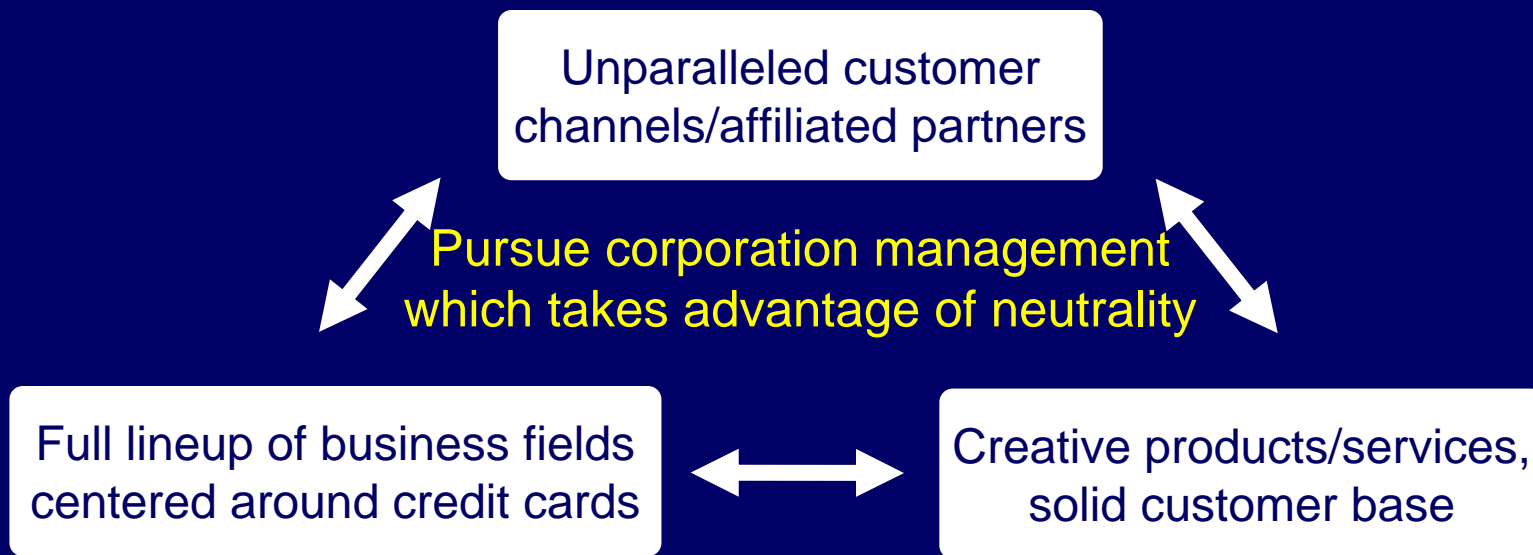


Based on changing environmental risks such as laws and regulations, we shall construct a “multi-financial system” which only exists in the card industry



Bring down the cash market and perform as the leading company in the cashless settlement market

(2)Credit Saison Business Strategy ~Corporation Management~



[Strategic advantages of our company]



We shall clearly define our management strategy as “corporate management” which fully utilizes strategic advantages that we have acquired through past business, and we shall become a leader in all fields

(1) Expansion of top-line income

- ① Create card development channels by using the **NEW SAISON AMERICAN EXPRESS CARD** as a strategic advantage
- ② Establish the No. 1 unparalleled system for card development in the industry
- ③ Set card development goal budgets for all employees and organizations

(2) Create innovation through the combination of web and customer base

- ① Increase overall business efficiency by utilizing web and IT
- ② Through expansion of internet members, establish a fee business model based on **Eikyufumetsu.com**
- ③ Cultivate marketing/advertising business which utilizes customer information (card purchase history, research information)

(3) Efficient allocation of management resources

- ① Increase efficiency of group assets and capital; rational reallocation of group management resources
- ② Clarify strategic investment business and take dynamic response
- ③ Through increased income of affiliated companies, maximize consolidate corporate value

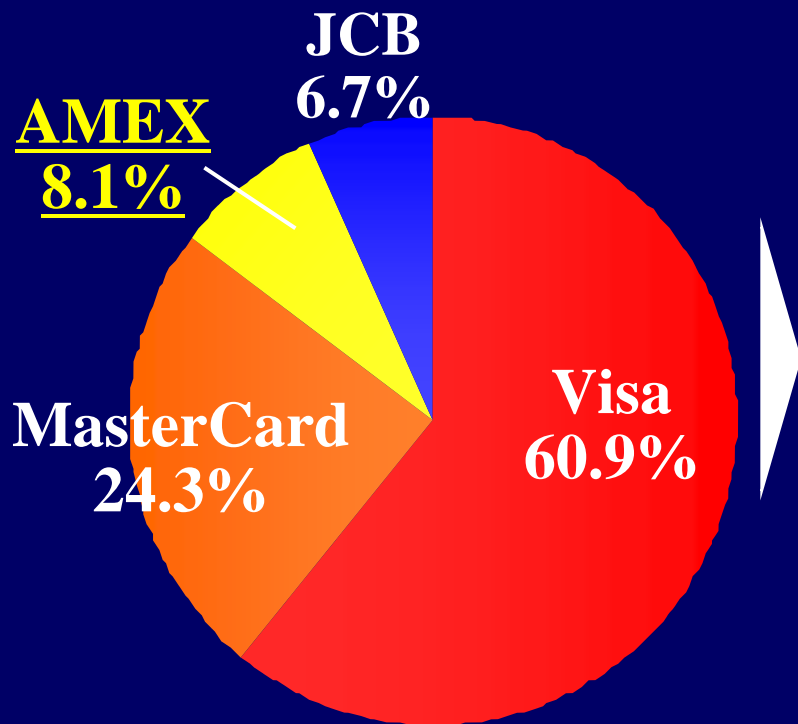


**Bring down the cash market and perform as the leading company
in the cashless settlement market**

III. Priority Strategy(1) ~ Saison American Express® Card

■ Shopping transactions for our company by international brand

【April 2010 to February 2011】



Expand AMEX brand share by collaborating with corporations that possess a high affinity with the Saison American Express® Card

Seek an AMEX share of 30% within our company's future shopping transactions
 FY2014 Goal: Reach 1 trillion yen

AMEX brand boasting high card utilization

	Visa	Master	AMEX	JCB	Other	Total
Utilization (FY2009)	54.3 %	47.5 %	64.3 %	48.8 %	5.2 %	51.2 %

Saison Platinum American Express® Card



Annual fee:
21,000 yen
(including tax)

Permanently usable points (1,000 yen = one point / indefinite term):
2 times in foreign countries / 1.5 times in Japan
Concierge service: operating 24 hours 365 days a year
Priority pass: free registration (usual annual fee is 399 U.S. \$)
Free baggage delivery service: offered for both ways★
Premium golf service: 10,500 yen annual fee★
Preferential treatment: Premium hotel privilege★/ entree / SELECTS
Travel service bases (more than 140 countries): available
On-line protection: reimbursement provided

Saison Gold American Express® Card



Annual fee:
10,500 yen
(including tax)

Permanently usable points (1,000 yen = one point / indefinite term):
2 times in foreign countries / 1.5 times in Japan
Priority pass: registration system (separate expenses to be paid)★
Free baggage delivery service: offered for both ways★
Preferential treatment: SELECTS
Travel service bases (more than 140 countries): available
On-line protection: reimbursement provided

Saison Blue American Express® Card



Annual fee:
3,150 yen
(including tax)

Permanently usable points (1,000 yen = one point / indefinite term):
2 times in foreign countries
Free baggage delivery service: offered for both ways★
Preferential treatment: SELECTS
Travel service bases (more than 140 countries): available
On-line protection: reimbursement provided

Saison Pearl American Express® Card



Annual fee: 1,050 yen
(including tax)
First year is free of charge;
after the 2nd year it is
free of charge with conditions.

Annual fee: if used at least once a year, the subsequent year is free of charge
Permanently usable points (1,000 yen = one point / indefinite term):
2 times in foreign countries
Preferential treatment: SELECTS
Travel service bases (more than 140 countries): available
On-line protection: reimbursement provided★



Priority Strategy(2) Net Business

Expand fee business through cultivation of existing business and development of new business

■ Cultivation of existing businesses (expand transaction volume of eikyufumetsu.com)

*From September 2010, open to individuals who are not card members and perform renewal as an affiliate site

- Expansion of net members through partnerships with prominent internet corporations (DeNA, Gree, etc.)
- Enhancement of services other than internet shopping

Start new services such as cooperative coupon purchasing (from December) and purchasing of brand items/overseas auctions (from January)

- Increase convenience of eikyufumetsu.com by providing a toolbar for internet members

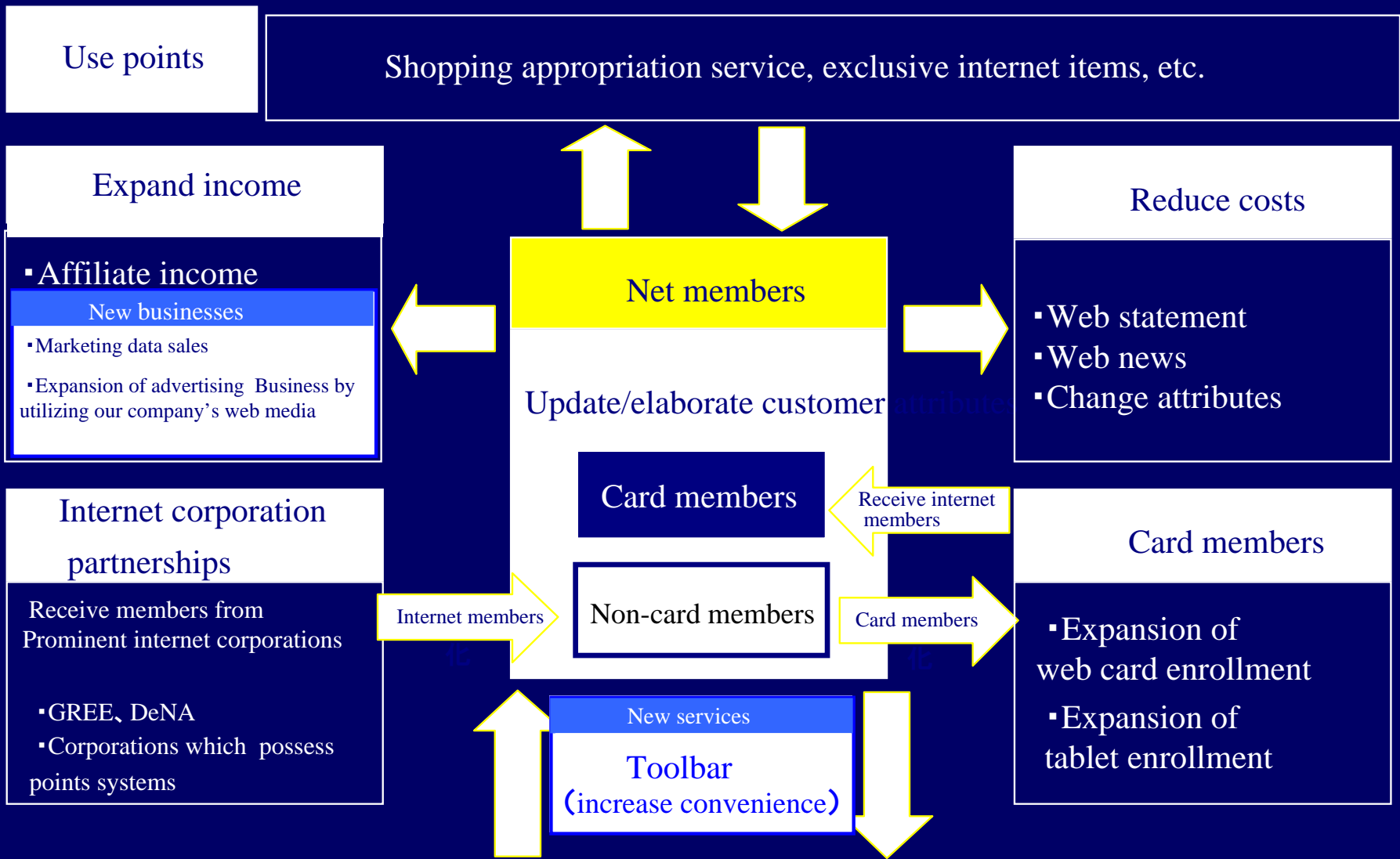
■ Development of new business (cultivation of customer information business)

- Marketing sales which utilizes a sophisticated history of customer attributes, behavior and purchasing history
- Advertising business which utilizes web media such as usage statements with extremely high rate of viewing by internet members

FY2011
Target

- Number of net members: 8 million
(compared to previous year: 143.6%; members in FY2010: 5.57 million)
- eikyufumetsu.com transaction volume: 44 billion yen
(compared to previous year: 120.5%; balance in FY2010: 36.5 billion)
- Contribution margin: 2.7 billion yen
(compared to previous year: 168.8%; margin in FY2010: 1.6 billion)

[Reference] Diagram of Internet Business



Accumulate points
(eikyufumetsu.com)



Accumulate through coupons

Accumulate Through searches





Priority Strategy (3) Finance Business

Financing business : Strengthen income by expanding Flat 35

■ Expanding Flat 35

- Target of new loans in FY2011: 3,500 (compared to previous year: 175%); Target of transaction volume: 89.1 billion yen (compared to previous year: 161%)
- Strengthen relations with existing partners and institutions; embed agent system

■ Promote financing business

- Accumulate financial balance through relations with arrangers (example: nonrecourse loans)
- Promote real estate collateral loans as funds for the purchase of property by real estate companies

Credit guarantee business : approach for guarantee services to sole proprietorships

■ Measures to fulfill the business capital needs of sole proprietorships

- Through the revision of the Money Lending and Business Control and Regulation Law, active promotion of non-collateral business loans by regional financial institutions
- Based on screening know-how accumulated by our company, expand insurance subjects to include sole proprietorships. As a result of relationships with partners, acquired 49 new partners in FY2010.
- Goal for new partners in FY2011: 40 (number of partners in FY2010: 265; insurance balance: 157 billion yen)



Priority Strategy(4) Increase robustness of business structure

Establish industry's No.1 credit management/collection system

■ Suppress risk by promptly responding to environmental changes such as laws/regulations

Implement credit strategy which responds to trends such as the post-quake economic environment, consumer spending and government measures for small and mid-sized corporations

■ Decrease risk unit by strengthening development management and debt collection

By granting an appropriate usage limit, focus on achieving sound debt through thorough credit management which maintains a balance between income and risk.

FY2011 Plan: Credit cost of 45 billion yen

(decrease of 13 billion yen compared to previous year)

Reform of system operation

■ Improve added-value expense ratio

- Improve administrative efficiency by using web/IT
- Reduce system costs by utilizing IT and revising administrative flow with a focus on next-generation systems
- Improve profitability by implementing measures which focus strongly on cost vs.benefit

Approximately 24,000 people (240% increase compared to previous year) visited the park from April to November. Visits to the park were concentrated in peak periods such as spring, when a large number of flowers bloom, late September, when tiger butterflies can be seen, and late October to early November, when autumn leaves are beautiful.

Our company seeks to increase recognition for the park among card members and the general public. We have taken measures such as advertising joint tours with travel companies. There has been a steady increase in the number of visitors from Gunma Prefecture.

The middle-aged and elderly compose the majority of tour visitors. Also, on holidays, there are many families with young children in kindergarten and elementary school.

● Number of Park Visitors

Open 152 days per year
(Fri., Sat., Sun. Mon. and holidays)



Total visitors from Apr. to Nov: 23,894

Apr.	1,482	(82/day)
May	9,132	} (415/day)
Jun.	2,002	
Jul.	2,094	(116/day)
Aug.	1,816	(86/day)
Sep.	1,286	(68/day)
Oct.	1,862	(98/day)
Nov.	4,310	(227/day)



- Make appeal for becoming Saison UC Card members
- Accept donations using eikyufumets.com points
- Sales of RHS goods, etc. (from October)
- Cooperate with travel companies to hold bus tours
- Hold CSR activities and events for cooperating corporations
- Mutual sending of customers through tie-up with community
- Use the park for field trips of nursery schools, kindergartens and elementary schools

Based on trends in visitors during the previous year, we have changed the days on which the park is open to spring, summer and autumn. This schedule is in conjunction with peak periods in nature, and will allow more people to enjoy beautiful and rich nature.

Cooperation from participating corporations will be increased from the previous year. We shall seek to increase the number of visitors by deepening partnerships with municipal government, educational institutions and corporations.

● Operation Schedule

Open 155 days in the year (increase of 3 days from last year)

○Open: Spring: April 8th (Fri.) to June 5th (Sun.) Many flowers bloom during this period

Summer: July 16th (Sat.) to August 28th (Sun.)

Autumn: September 10th (Sat.) to November 20th (Sun.)

*Open Sat./Sun. only during October

○Admission: Adults 1,000 yen; Children: 300 yen (discounts set); Annual Passport: 3000 yen

○Visitors: Goal of 35,000 (147% increase compared to previous year)

● Official Sponsors

※as of April



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