## Company Profile / Information for Shareholders

## Company Profile (As of March 31, 2012) Corporate name PC DEPOT CORPORATION

Corporate name PC DEPOT CORPORATION

Business outline Direct and franchise managem.

Business outline Direct and franchise management of PC DEPOT, a comprehensive store specializing in PCs and

networks, and PC DEPOT PC Clinics which provide

PC repairs and technical services 3-1-9, Shinyokohama kohoku-ku,

Yokohama-shi, Kanagawa 222-0033 Japan

Phone number:045-472-7795(Japan)

Date of establishmentAugust 1994Date of stock exchange listingsOctober 1999Capital¥1,601,190,000Number of employees656 (consolidate

Head office

Consolidated subsidiaries

656 (consolidated) ejworks Corporation

BB Marketing Corp. (\*1)
PC DEPOT KYUSYU CORPORATION (\*2)

※1 As of October 1, 2011, the company merged with PC DEPOT Corporation. (absorption-type merger)

X2 Changed name to PC DEPOT STORES CORPORATION on April 1, 2012.

### Board Members (As of June 26, 2012)

President and Chief Executive Officer Takahisa Noiima Senior Managing Director Shiqehiko Sakai Managing Director Mitsuyoshi Hae Kenshi Hamamatsu Director Takayuki Shimano Director Director Hideki Saito **Outside Director** Hidehiro Takayama **Outside Director** Hideaki Izawa **Outside Director** Atsuomi Obavashi Standing Corporate Auditor Eizo Akashi **Outside Auditor** Kunihiko Yamamoto Outside Auditor Kazuo Yamamoto

#### **Business Fiscal Year**

From April 1 to March 31 of the following year

#### Ordinary General Shareholders' Meeting

June annually

## Settlement Date of Shareholders to Whom Dividends of Retained Earnings Are Paid

September 30 and March 31

Record dates other than the above are determined through resolution of the Board of Directors.

#### Method of Public Notification

Public notifications are made by electronic means

(URL:http://www.pcdepot.co.jp). However, in the event of problems preventing electronic announcements due to an accident or other unavoidable cause, details will be published in the Nikkei newspaper.

#### Administrator of Shareholder Registry / Special Account Management Institution

Mitsubishi UFJ Trust and Banking Corporation 1-4-5 Marunouchi, Chivoda-ku, Tokyo 100-8212, Japan

#### Contact info

Mitsubishi UFJ Trust and Banking Corporation

Corporate Agency Department

7-10-11 Higashisuna, Koto-ku, Tokyo 137-8081, Japan

Tel: 0120-232-711 (toll free)

 As share certificates have been digitized, please contact the securities firm at which you have an account, in order to revise your shareholder's address, etc.





## Investor's Guide

Financial Results for Fiscal Year 2011 (April 1, 2011 to March 31, 2012)



PC DEPOT CORPORATION

New stores

[Consolidated]

Net sales

Operating income

Ordinary profit

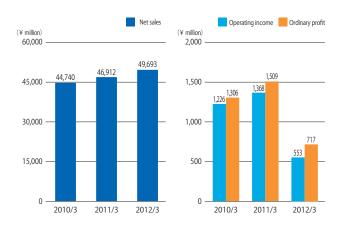
(year-to-year comparison 105.9%)

billion yen (year-to-year comparison 40.5%)

billion yen (year-to-year comparison 47.5%)

- Sales increased and profits declined in the fiscal year ended on March 31, 2012
- Opened 11 PC DEPOT stores (directly managed by the Company and subsidiaries)
- Opened 16 directly managed PC DEPOT PC Clinics
- Service sales increased 32.5% year on year
- Gross profit was up 8.2% year on year
- SG&A expenses increased 15.7% year on year due to the growth in the number of stores
- Launched support services for game machines such as PlayStation®3, etc.
- Started provision of high-speed "LTE data communication"

## Trends in consolidated earnings



### PC DEPOT new stores

#### PC DEPOT Tama New Town store (Opened April 29, 2011)



Opening hours: 10:15 ~ 20:00 Address: 2-37-2 Bessho, Hachio ji-shi, Tokyo Telephone number: 042-653-3822

#### PC DEPOT Maebashi Minami Interchange store (Opened August 12, 2011)



Opening hours: 10:15 ~ 20:00 Address: 46-1 Niiborimachi, Maebashi-shi, Gunma-ken

Telephone number: 027-287-4911

#### PC DEPOT Odawara Higashi Interchange store (Opened June 24, 2011)



Opening hours:  $10:15 \sim 20:00$ Address: 401-2 Aza Tanakamae, lizumi, Odawasa-shi, Kanagawa-ken Telephone number: 0465-39-1210

#### PC DEPOT Tsukuba Kenkyu-gakuen store (Opened November 25, 2011)



Operating hours: 10:15 ~ 20:00 Address : 515-4, Karima, Tsukuba-shi, Ibaraki-ken

Telephone number: 029-860-6755

#### PC DEPOT stores opened to cover the operations of former franchised stores

Hachinohe-Niida store (Aomori), Morioka-Senboku store (Iwate), Kitakami store (Iwate), Fukushima-Nishi store (Fukushima), Okazaki-Hane store (Aichi), Handa Interchange store (Aichi), Ichinomiya-Meigi By-Pass store (Aichi)

### **New PC DEPOT PC Clinic stores**

PC Clinic K's Denki Midori store PC Clinic K's Denki Oyama store PC Clinic K's Denki Ashikaga store PC Clinic K's Denki Tomioka store PC Clinic K's Denki Ichiharagoi store PC Clinic K's Denki Toride store PC Clinic K's Denki Hitachinaka store PC Clinic K's Denki Satte store PC Clinic K's Denki Feel Fujioka store PC Clinic K's Denki Yotsukaido store PC Clinic K's Denki Sosa store PC Clinic K's Denki Asahi store PC Clinic K's Denki Yoshikawa store PC Clinic K's Denki Nishikasai store

PC Clinic K's Denki Narita Head store

Opened on May 28, 2011 Opened on June 30, 2011 Opened on July 14, 2011 Opened on July 23, 2011 Opened on September 1, 2011 Opened on September 22, 2011 Opened on October 13, 2011 Opened on November 10, 2011 Opened on November 17, 2011 Opened on November 17, 2011 Opened on November 23, 2011 Opened on December 1, 2011 Opened on February 23, 2012 Opened on March 15, 2012

Opened on April 29, 2011

Opened on April 29, 2011

www.pcdepot.co.jp/shop

PC Clinic K's Denki Oyumino store

PC DEPOT store information

Search

## To Our Shareholders

Working to improve the safety of PCs, the Internet, and data



## Fiscal year ended on March 31, 2012: Growth in service sales and number of service bases

I would like to express our gratitude for your loyal patronage.

Here is an overview of results for the fiscal year ended on March 31, 2012. Sales increased and profits declined in the fiscal year under review. Performance was affected by the Great East Japan Earthquake and a decline in consumer confidence following Japan's shift to terrestrial digital broadcasting. In addition, competition among personal computer companies became even more heated in the fourth quarter. There were also declines in sales and gross profit for products related to specialized parts caused by the difficulty of procuring hard disks and other products because of flooding in Thailand. Despite this difficult operating environment, service sales were much higher due to a larger number of stores and other factors. Backed by the 32.5% increase in service sales, total sales increased to 49.6 billion yen.

We continued to open many new stores as in the previous fiscal year with the primary goal of strengthening the store network in the Kanto region. During the fiscal year under review, we opened 20 directly operated stores. There were four new PC DEPOT stores, which are comprehensive stores specializing in personal computers and networks, and 16 new PC DEPOT PC Clinics, which are located inside the stores of large retailers, repair personal computers and provide technical services and support. In addition, in the fourth quarter, six stores were opened and one store was relocated and enlarged for the purpose of covering the operations of former franchised stores. Including stores at subsidiaries, there was a big increase in the total number of stores. At the end of March 2012, there were 119 PC DEPOT stores and PC DEPOT PC Clinics. Consequently, due to the decrease in the gross profit on products and to higher selling, general and administrative expenses associated with growth in the number of stores, profits were lower than one year earlier.

## Fiscal year ending on March 31, 2013: Goal is sales of 55 billion yen

In the fiscal year ending on March 31, 2013, we believe that there are only limited prospects for growth in sales throughout the year. We anticipate a certain amount of sales from products associated with the London Olympics, the upcoming launch of Windows 8, and the increasing popularity of smartphones and tablet computers. On the other hand, we also expect that many consumers will postpone purchases until Windows 8 is released.

We will continue to expand our lineup of Internet devices and be a source of services that emphasize safety and securely. In addition, we are dedicated to improving the quality and breadth of our services. For example, we will offer proposals for new ways to use Internet devices and provide the environments for these devices, such as by configuring these devices for customers. Another goal is improving the satisfaction of our current Premium Service subscribers while achieving low-cost operations by further enhancing the support system for these subscribers.

## Maximize earnings and build a sound foundation by fully utilizing existing stores

We plan to open five or six PC DEPOT stores during the fiscal year ending on March 31, 2013. We are using a flexible approach for PC DEPOT PC Clinic. This includes a new format being tested in Okinawa in which stores are opened independently.

We will continue to take steps to energize existing stores during the fiscal year ending on March 31, 2013. At new stores as well, we want to be a source of solutions for as many personal computer and Internet users as possible who have problems. Our objective is to earn profits by operating stores that can consistently provide high-quality services.

For the fiscal year ending on March 31, 2013, we are planning on sales of 55 billion yen, operating income of 680 million yen, ordinary income of 800 million yen and net income of 440 million yen.

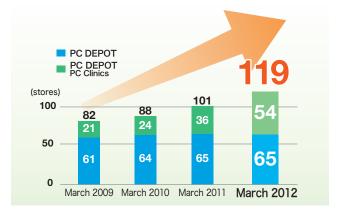
In closing, I ask for your continued support.

June 2012

Takahisa Nojima, President and Chief Executive Officer

## **Expanding the number of stores**

We opened more stores in order to solve customers' problems in today's digital society





## PC DEPOT



The company mainly offers PCs and products that can be connected to the Internet. The company has PC Clinics in stores, and offers personal computer repairs and technical service/support.









#### PC DEPOT PC Clinics



Independent PC Clinic. Currently expanding in-store PC Clinics for major electronics retailers (K's Denki).

## Faster growth at PC Clinic



We believe our mission is to "eliminate the digital divide" of the information society.

PC Clinic will play a central role in fulfilling this mission. Our clinics will be a source of the best possible services for customers by installing more memory, connecting and setting up peripherals, diagnosing problems, and providing other forms of assistance.

# Have a problem? You can count on us.



- I'm worried about settings after I replace my PC.
- My PC has no virus protection.
- I want to shield my children from harmful websites.
- I want to use my PC in another room.
- I want to wireless link for my TV.
- I want to put my data in my new PC.
- I want to back up my data.
- I want to transfer my phonebook to my smartphone.
- I want to play online games.
- I want to see school and vacation videos any time I want.
- I want to keep photos and diaries on my PC.

### www.pcdepot.co.jp/cm\_g

PC DEPOT comprehensive repair support

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#### Consolidated balance sheets

(¥ million, %)	FY2010 (as of March 31, 2011)	FY2011 (as of March 31, 2012)	Change
Assets			
Current assets	11,678	14,185	2,507
Fixed assets	8,050	9,052	1,002
Total assets	19,728	23,238	3,510
Liabilities			
Current liabilities	6,448	9,225	2,777
Long-term liabilities	3,746	4,449	703
Total liabilities	10,195	13,674	3,479
Total net assets	9,533	9,563	30
Total liabilities and net assets	19,728	23,238	3,510

Note: Figures below ¥1 million are rounded down.

#### **Point**

[Assets] Current assets and property, plant and equipment increased mainly due to the new store openings.

**[Liabilities]** Accounts payable-trade and loans increased mainly due to the investment in new stores.

#### Consolidated statements of income

(¥ million, %)	FY2010 (ended March 31, 2011)	FY2011 (ended March 31, 2012)	Change
Net sales	46,912	49,693	5.9
Gross profit	13,639	14,756	8.2
Selling, general and administrative expenses	12,271	14,202	15.7
Operating income	1,368	553	△ 59.5
Ordinary profit	1,509	717	△ 52.5
Net income before income tax	(es 1,328	624	△ 53.0
Net income	737	280	△ 62.0

Note: Figures below ¥1 million are rounded down, and percentages are rounded to one decimal place.

#### **Point**

[Net sales] Increased due to an increase in the number of stores and higher service sales.

**[SG&A expenses]** Personnel and advertising expenses increased year on year resulting from the opening of 20 new stores of PC DEPOT and PC DEPOT PC Clinics, and six new stores covering the operations of former franchised stores.

#### Consolidated statements of cash flows

(¥ million)	FY2010 (ended March 31, 2011)	FY2011 (ended March 31, 2012)	Change
Cash flow from operating activities	1,121	△ 635	△ 1,756
Cash flow from investing activities	△1,440	△ 2,537	△ 1,097
Cash flow from financing activities	1,070	2,751	1,681
Cash and cash equivalents at end of year	r 2,505	2,083	△ 422

Note: Figures below ¥1 million are rounded down.

#### **Point**

[Cash flow from operating activities] Although there was an increase in income taxes paid and an increase in notes and accounts payable-trade, net cash used in operating activities was 635 million yen mainly due to a decrease in income before income taxes.

[Cash flow from investing activities] Net cash used in investing activities was 2,537 million yen primarily due to the purchase of noncurrent assets.

[Cash flow from financing activities] Although there was a repayment of short-term loans payable, net cash provided by financing activities was 2,751 million yen mainly due to an increase in loans.

## Sales by product

(¥ million, %)	FY2010 (ended March 31, 2011)	FY2011 (ended March 31, 2012)	Change
PC	11,155	12,502	2.1
Peripherals	13,219	10,573	△ 20.0
Accessories and supplies	5,225	5,009	△ 4.1
Software	1,328	1,255	△ 5.5
Office automation equipment, used goods, and others	4,643	6,577	41.7
Total sales of products	35,572	35,918	1.0
Income from royalties	522	372	△ 28.7
Income from technical service and commissions	8,726	11,559	32.5
Total PC sales business	44,822	47,850	6.8
Internet-related busines	s 2,090	1,842	△ 11.9
Total	46,912	49,693	5.9

Note: Figures below ¥1 million are rounded down, and percentages are rounded to one decimal place.

#### **Point**

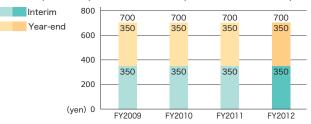
[Technical service and commissions] With the strengthening of the store network in the Kanto region, there was a steady increase in technical service/support and "Premium Service" subscribers.

**[PC]** Both sales volume and amount of sales were strong due to the reinforced lineup of high performance PCs equipped with Blu-ray function and ultrabooks.

#### Dividend performance

Our basic policy is to keep returning profit to shareholders stably with aconsolidated payout ratio of about 20%, considering the fortification offinancial systems and the enrichment of internal reserves.

We set dividends as of the end of the second quarter of the fiscal yearended March 2012 at 350 yen, and the year-end dividends at 350 yen (annual dividends at 700 yen).



#### Shareholders benefits

Every year we present registered shareholders owning four or more shares as of March 31 with shareholder vouchers that can be used for purchases at our stores under the following conditions.



These complementary tickets for shareholders can be used at PC DEPOT stores, PC DEPOT PC Clinic counters, and PC DEPOT Internet Shops.

Number	οf	shares	held	Benefits

4 shares or more ·····	Complementary ticket for shareholders equivalent to 1,000 yen
10 shares or more · · · · ·	• Complementary ticket for shareholders equivalent to 2,000 yen
50 shares or more ····	Complementary ticket for shareholders equivalent to 10,000 yen
100 shares or more ····	Complementary ticket for shareholders equivalent to 20,000 yen
400 shares or more ····	Complementary ticket for shareholders equivalent to 50,000 yen
1,000 shares or more ····	Complementary ticket for shareholders equivalent to 70,000 yen

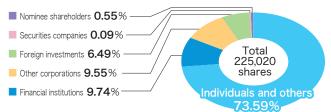
#### Status of shares (as of March 31, 2012)

Total number of shares authorized to be issued · · · · · · · ·	890,000 shares
Total number of shares outstanding · · · · · · · · · · · · · · · · · · ·	225,020 shares
Number of shareholders · · · · · · · · · · · · · · · · · · ·	· 3,210 persons

### Major shareholders

Name of shareholder	Number of shares held (shares)	ratio (%)
Takahisa Nojima	93,315	41.46
K'S HOLDINGS CORPORATION	14,404	6.40
Mellon Bank, N.A. Treaty Client Omnibus	8,000	3.55
Mizuho Bank, Ltd.	7,880	3.50
The Nomura Trust and Banking Co., Ltd. (investment account	) 5,179	2.31
TRUST & CUSTODY SERVICES BANK, LTD. (TRUST ACCOUNT	5,000	2.22
Kinuyo Nojima	4,845	2.15
CREDIT SUISSE AG ZURICH	3,042	1.35
PCD Employee Holding Company	2,549	1.13
Yoshiko Nojima	2,400	1.06

## Composition of shareholders



## Investor Relations website

## http://www.pcdepot.co.jp/co\_ir/index.html

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- · IR Library
- · Monthly data
- From the president to investors
- · Share Information

The "Q&A with top management" page answers questions about our strategies and businesses every month.

#### PC DEPOT IR Email Transmission

Currently accepting registration at our IR website. Registered users will be sent emails with new information related to investor relations at our company. Registration is free. The company provides brief corporate information via CP (Corporate Profile)

Also accessible from our mobile phone website.

http://pcdepot-net.com/





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http://www.pcdepot.co.jp