

# Company Profile / Information for Shareholders

## Company Profile (As of March 31, 2011)

Corporate name	PC DEPOT CORPORATION
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
Head office	3-1-9, Shinyokohama kohoku-ku, Yokohama-shi, Kanagawa 222-0033 Japan Phone number:045-472-7795(Japan)
Date of establishment	August 1994
Date of stock exchange listings	October 1999
Capital	¥1,601,190,000
Number of employees	533 (consolidated)
Consolidated subsidiaries	ejworks Corporation BB Marketing Corp. PC DEPOT KYUSYU CORPORATION

## Board Members (As of June 23, 2011)

President and Chief Executive Officer	Takahisa Nojima
Senior Managing Director	Shigehiko Sakai
Director	Kenshi Hamamatsu
Director	Mitsuyoshi Hae
Director	Takayuki Shimano
Outside Director	Hidehiro Takayama
Outside Director	Hideaki Izawa
Outside Director	Atsumi Obayashi
Standing Corporate Auditor	Eizo Akashi
Outside Auditor	Masao Onoda
Outside Auditor	Kunihiko 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, Chiyoda-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 2010

(April 1, 2010 to March 31, 2011)



PC DEPOT CORPORATION

**JASDAQ**  
Securities Code : 7618

# Highlights of the fiscal year ended March 2011

[Consolidated]

Net sales

**46.9** billion yen  
(year-to-year comparison 104.9%)

Operating income

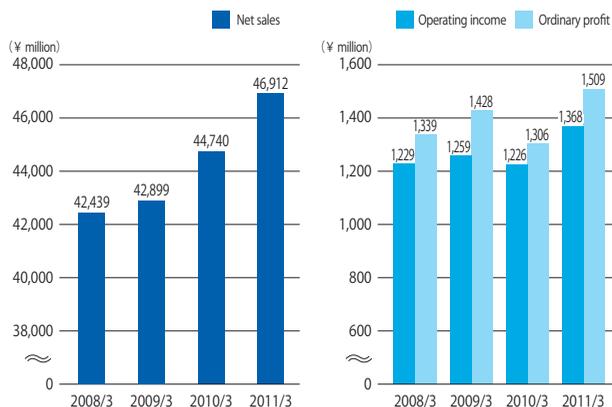
**1.3** billion yen  
(year-to-year comparison 111.6%)

Ordinary profit

**1.5** billion yen  
(year-to-year comparison 115.6%)

- Opened two PC DEPOT stores, including franchises there are now 65 stores
- Opened 13 PC DEPOT PC Clinics, including franchises there are now 36 counters
- Restarted directly managed PC DEPOT PC Clinics
- 1.8 billion yen increase in sales of the service section
- Deployment of the "VISION CENTER" large-size TV sales area in PC DEPOT stores
- Launch of full scale sales of Smartphones
- Launch of full scale technical services and support for Smartphones
- Started comprehensive dubbing services for VHS video tapes, etc.
- Incurred limited material damage/no human casualties by the East Japan Earthquake.

## Trends in consolidated earnings



# Store List

As of March 2011

**101** stores

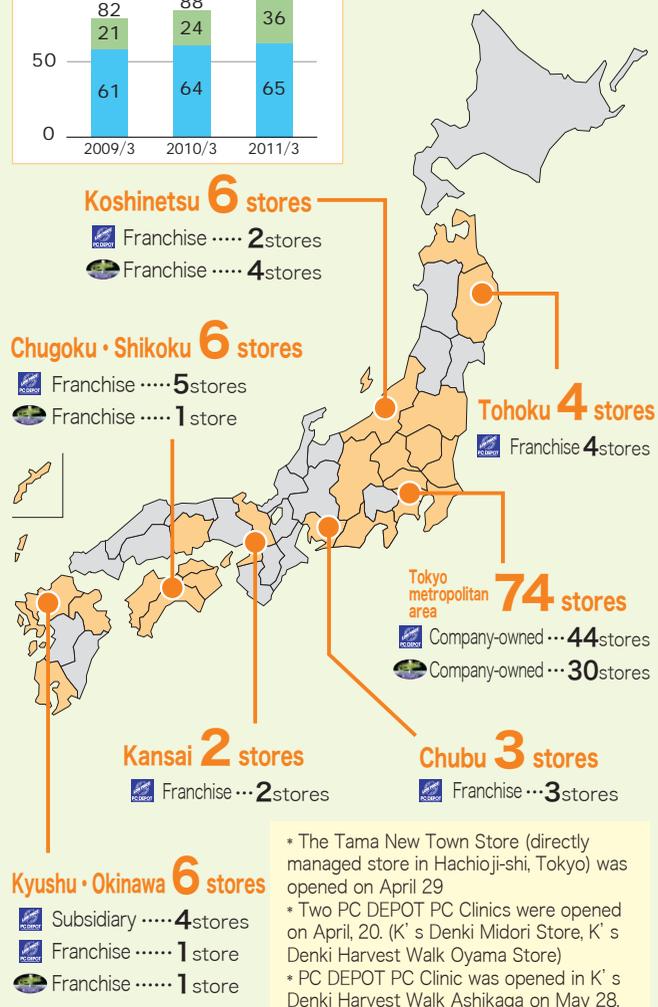
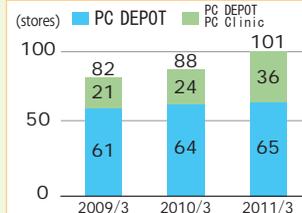


Company-owned ... 44  
Subsidiary ..... 4  
Franchise ..... 17



Company-owned ... 30  
Franchise ..... 6

Variation in the number of stores



\* The Tama New Town Store (directly managed store in Hachioji-shi, Tokyo) was opened on April 29  
 \* Two PC DEPOT PC Clinics were opened on April, 20. (K's Denki Midori Store, K's Denki Harvest Walk Oyama Store)  
 \* PC DEPOT PC Clinic was opened in K's Denki Harvest Walk Ashikaga on May 28.

For further information on stores, please see our homepage "Shop Information."

<http://www.pcdepot.co.jp/shop/index.html>

# To Our Shareholders

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



## Reached the highest level ever for earnings

First and foremost, I would like to express our gratitude for your loyal patronage. We would also like to extend our deepest sympathies and condolences to all shareholders who suffered tragic losses in the East Japan Earthquake this March.

There was an increase in both sales and profits in the fiscal year ended March 2011. Both the number of products sold and prices have been quite favorable following the release of a large number of new products such as high-performance appliances capable of receiving digital terrestrial television broadcasting, iPads, and other tablet PCs. Sales from services such as support performed nearly as planned due to the steady increase in technical service support including PC repairs and the number of new members joining "Premium Service" (monthly-membership maintenance services). However, despite lower than projected results caused by the relatively small number of PC DEPOT products applicable under the governmental Eco Point System economic policy (compared to volume electronics retailers) and the frequently problematic new Intel (U.S.) CPUs that resulted in suspension, not to mention the temporary decrease in the number of customers visiting shops due to the influence of the East Japan Earthquake, we still managed to reach the highest level ever for earnings.

## Strengthening the range of products that can be connected to the Internet

As the penetration rate of PCs has increased, PCs are now used on a daily basis. Also, along with an increase in new products such as the Smartphone and Table PC, customer needs are diversifying.

As a comprehensive PC and networking retailer, our company is broadening the range of our Internet devices (products that can be connected to the Internet) in order to provide [IT solutions] to all PC and Internet device users. The company has steadily been establishing

"VISION CENTER" sales areas for large-sized TV sets starting from June 2010 and has been broadening the sale of Smartphones. The product lineup outside of PCs widened this past year, and the expansion of technical services and support for these products is also being targeted at the same time.

## Increase services and the support base

The company operates both "PC DEPOT" stores and "PC DEPOT PC Clinics" within volume electronics retailers. The company has accelerated store openings by restarting the directly managed PC DEPOT PC Clinic counters from September 2010 and opening 13 new stores during the third quarter. The total number of PC DEPOT and PC DEPOT PC Clinic stores expanded to 101 stores as of the end of March 2011.

The company will accelerate the openings of these two stores, aiming at a further expansion of our shop network that shall enable us to help solve technical problems of even more PC and Internet users.

## Planning net sales of 50 billion yen for the full fiscal year ending March 2012

With the acceleration of store openings, broadening the range of Internet devices, continuous expansion of technical services and support, and enhancement of the Premium Service support system on the sales front, the company plans net sales of 50 billion yen and ordinary income of 1,750 million yen for the full fiscal year ending March 2012.

We would appreciate your further support and encouragement from now on.

June 2011

Takahisa Nojima, President and Chief Executive Officer

## Challenge for the fiscal year ending March 2012

Further expansion of the PC DEPOT and PC DEPOT PC Clinic store network.

- Continual opening of large-sized PC DEPOT stores
- Full-scale opening of directly managed PC DEPOT PC Clinics



5 PC DEPOT stores are scheduled to be opened



More than 20 PC DEPOT PC Clinics are scheduled to be opened

The company will expand its services and support base



Consolidated earnings forecasts for the fiscal year ending March 2012

Net sales	50 billion yen
Operating income	1.65 billion yen
Ordinary profit	1.75 billion yen

PC DEPOT is evolving from a comprehensive PC retailer to a comprehensive PC and networking retailer.

In addition to PCs, the company is expanding the range of products that can be connected to the Internet

### Large-sized TV sets



Stores with the "VISION CENTER" sales area for large-sized TV sets  
45 directly managed PC DEPOT stores and 3 franchise stores

Stores that sell Smartphones

all directly managed PC DEPOT stores, all franchise stores

Stores that sell Tablet PCs

all directly managed PC DEPOT stores, all franchise stores \* iPads are sold in 21 directly managed PC DEPOT stores.

### Smartphones



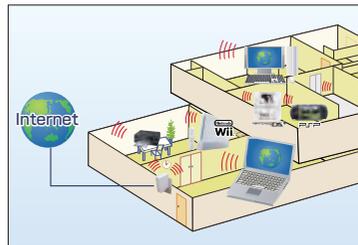
### Tablet PCs



Let us handle your wireless Internet connection for game machines.

Household products are becoming wireless and connectable to the Internet. In addition to PCs, the company also provides wireless Internet settings for devices that can be connected to the Internet such as game devices and TVs, etc. We are working hard to improve network environments in homes.

Our "Premium Service" (monthly-membership maintenance services) provides continuous support including wireless Internet settings for existing game devices and devices that have been traded-in and purchased in addition to maintenance and safety measures for PCs.



As a comprehensive PC and networking retailer, we will work to expand products and technical services in the future and improve the safety of PCs, the Internet, data, and networking in local areas.

## Support for the East Japan Earthquake

We are providing emergency repairs for and prioritizing the repairs of personal computers damaged in the East Japan Earthquake disaster.

As support for the restoration of personal computers and Internet connections, which together constitute the very lifeline of life, PC DEPOT stores in Eastern Japan are providing emergency repairs for and prioritizing the repairs of personal computers and displays damaged in the East Japan Earthquake disaster.

In addition, members of our "Premium Service" (monthly-membership maintenance services) residing in regions significantly damaged by the earthquake in particular are being offered partial exemptions from the monthly service fee, etc.

We are working on energy efficient operations in consideration of the electrical power situation this summer.

Each store will implement power saving measures according to the environment and situation in each of their respective areas.

Following the earthquake, some stores continually turned off their signs and lights, etc. This summer, we will also attempt to save more energy by setting the air conditioning to 28 degrees Celsius and installing fans in stores in order to reduce power by more than the government-stipulated 15% during peak periods.

Since we may not be able to offer a comfortable store environment, we will be handing out "Uchiwa-paper fans" to our customers.

The company has made a donation for the East Japan Earthquake

The collective thoughts of our employees and support as a company group were brought together in a financial contribution to Disaster Relief for the East Japan Earthquake of the Central Community Chest of Japan (Red Feather Community Chest).

# Consolidated Financial Statements

## Consolidated balance sheets (Overview)

	FY2009 (as of March 31, 2010)	FY2010 (as of March 31, 2011)	Change
(¥ million, %)			
<b>Assets</b>			
Current assets	10,511	11,678	1,167
Fixed assets	7,442	8,050	608
<b>Total assets</b>	<b>17,954</b>	<b>19,728</b>	1,774
<b>Liabilities</b>			
Current liabilities	6,472	6,448	(24)
Long-term liabilities	2,743	3,746	1,003
<b>Total liabilities</b>	<b>9,216</b>	<b>10,195</b>	979
<b>Total net assets</b>	<b>8,738</b>	<b>9,533</b>	795
<b>Total liabilities and net assets</b>	<b>17,954</b>	<b>19,728</b>	1,774

Note: Figures below ¥1 million are rounded down.

### Points

**[Assets]** As a result of an increase in new store openings, there was an increase in property, plants, and equipment.

**[Liabilities]** As a result of investment in new store openings, there was an increase in long-term loans payable.

## Consolidated statements of income (Overview)

	FY2009 (ended March 31, 2010)	FY2010 (ended March 31, 2011)	Change
(¥ million, %)			
<b>Net sales</b>	44,740	46,912	4.9
<b>Gross profit</b>	11,557	13,639	18.0
<b>Selling, general and administrative expenses</b>	10,331	12,271	18.8
<b>Operating income</b>	1,226	1,368	11.6
<b>Ordinary profit</b>	1,306	1,509	15.6
<b>Net income before income taxes</b>	1,265	1,328	5.0
<b>Net income</b>	676	737	9.0

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

### Points

**[Sales]** Increased due to the sales of Internet devices, increase in service sales.

**[Ordinary income]** Reached the highest level ever for earnings as a result of the opening of PC DEPOT PC Clinics, distribution center operations, and the establishment of sales areas for large-sized TV sets.

## Consolidated statements of cash flows (Overview)

	FY2009 (ended March 31, 2010)	FY2010 (ended March 31, 2011)	Change
(¥ million)			
<b>Cash flow from operating activities</b>	182	1,121	939
<b>Cash flow from investing activities</b>	(1,561)	(1,440)	121
<b>Cash flow from financing activities</b>	1,330	1,070	(260)
<b>Cash and cash equivalents at end of year</b>	<b>1,753</b>	<b>2,505</b>	752

Note: Figures below ¥1 million are rounded down.

### Points

**[Cash flow from operating activities]** Although there was an income tax payment, and a decrease in notes and accounts payable, cash flow increased by 1,121 million yen coming from net income for the year before taxes, etc.

**[Cash flow from investment activities]** Decreased by 1,140 million yen resulting from the purchase of noncurrent assets.

**[Cash flow from financing activities]** Increased by 1,070 million yen because of proceeds from the sales of treasury stock, and an increase of loans.

## Sales by product

	FY2009 (ended March 31, 2010)	FY2010 (ended March 31, 2011)	Change
(¥ million, %)			
PC	10,787	11,155	3.4
Monitor	1,372	1,130	(17.6)
Printer	936	828	(11.5)
Peripherals	12,367	11,260	(8.9)
Accessories and supplies	5,197	5,225	0.5
Software	1,526	1,328	(13.0)
Office automation equipment, used goods, and others	2,837	4,643	63.7
<b>Total sales of products</b>	<b>35,025</b>	<b>35,572</b>	1.6
Income from royalties	559	522	(6.5)
Income from technical service and commissions	6,868	8,726	27.1
<b>Total PC sales business</b>	<b>42,452</b>	<b>44,822</b>	<b>5.6</b>
<b>Internet-related business</b>	<b>2,287</b>	<b>2,090</b>	<b>(8.6)</b>
<b>Total</b>	<b>44,740</b>	<b>46,912</b>	<b>4.9</b>

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

### Points

**[PC]** The number of units and monetary amount performed well with the release of new products such as high-performance appliances capable of receiving digital terrestrial television broadcasting, and tablet PCs.

**[Technical service and commissions]** With a steady increase in members of maintenance and technical services and support for PCs, and the "Premium Service" (monthly-membership maintenance services), for the most part, technical service and commissions yielded results as planned.

# Share Information

## 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.

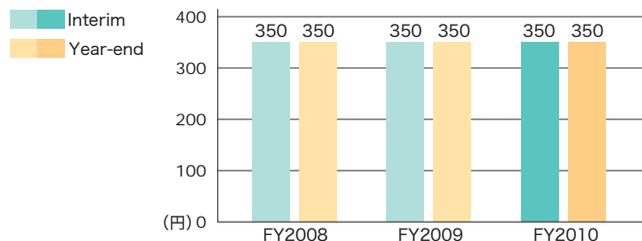


Number of shares held	Benefits
4 shares or more	Complementary ticket for shareholders equivalent to 1,000 yen
10 shares or more	Complementary ticket for shareholders equivalent to 2,000 yen
50 shares or more	Complementary ticket for shareholders equivalent to 10,000 yen
100 shares or more	Complementary 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

## Dividend performance

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

We set dividends as of the end of the second quarter of the fiscal year ended March 2011 at 350 yen, and the year-end dividends at 350 yen (annual dividends at 700 yen).



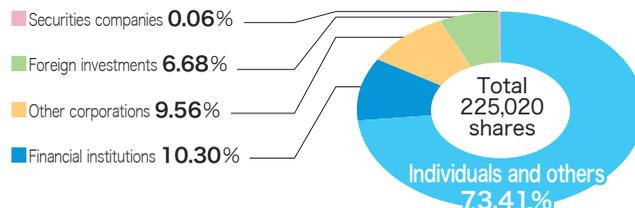
## Status of shares (as of March 31, 2011)

Total number of shares authorized to be issued	890,000 persons
Total number of shares outstanding	225,020 persons
Number of shareholders	3,191 persons

## Major shareholders

Name of shareholder	Number of shares held (shares)	Voting rights ratio (%)
Takahisa Nojima	93,103	41.37
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)	5,452	2.42
TRUST & CUSTODY SERVICES BANK, LTD. (TRUST ACCOUNT)	5,000	2.22
Kinuyo Nojima	4,845	2.15
AAGCS N.V. RE TREATY ACCOUNT (TAXABLE)	3,042	1.35
Yoshiko Nojima	2,400	1.06
GOLDMAN SACHS INTERNATIONAL	2,341	1.04

## Composition of shareholders



## Website Guide



We update corporate information, IR information, and store information in a timely manner.

<http://www.pcdepot.co.jp>



### Store Information

- Information on Individual Stores
- New Handouts
- Customer Support



### Corporate Information/ Investors Relations

- 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.

The company provides brief corporate information via CP (Corporate Profile)

Also accessible from our mobile phone website.

<http://pcdepot-net.com/>

