

# DATA BOOK

1 March 2004~28 February 2005

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**POINT INC.**

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

## 1. Financial Summary and Forecast

(Unit:¥millions)

	2/2001			2/2002			2/2003			2/2004			2/2005		
	amount	str%	YtoY	amount	str%	YtoY	amount	str%	YtoY	amount	str%	YtoY	amount	str%	YtoY
Net sales	12,148	100.0	12.4	15,603	100.0	28.4	20,679	100.0	32.5	27,860	100.0	34.7	37,795	100.0	35.7
Gross profit	6,039	49.7	18.3	8,473	54.3	40.3	11,649	56.3	37.5	16,043	57.6	37.7	22,813	60.4	42.2
SG&A expenses	5,219	43.0	17.2	6,535	41.9	25.2	8,790	42.5	34.5	11,745	42.2	33.6	15,309	40.5	30.3
Operating income	820	6.8	26.1	1,937	12.4	136.2	2,859	13.8	47.6	4,298	15.4	50.3	7,503	19.9	74.6
Recurring income	774	6.4	30.2	1,930	12.4	149.4	2,808	13.6	45.5	4,256	15.3	51.6	7,494	19.8	76.1
Net income	363	3.0	51.9	728	4.7	100.7	1,538	7.4	111.1	2,256	8.1	46.7	4,089	10.8	81.2
Capital stock	449	-	49.5	457	-	1.7	1,383	-	202.5	2,446	-	76.9	2,614	-	6.9
Number of shares issued	3,669	-	2215.5	3,727	-	1.6	8,531	-	128.9	14,178	-	66.2	25,891	-	82.6
Total assets	6,330	-	12.0	7,821	-	23.6	12,260	-	56.7	17,777	-	45.0	23,196	-	30.5
Equity	1,848	-	55.3	2,545	-	37.7	5,864	-	130.4	10,034	-	71.1	13,532	-	34.9
Capital expenditures	533	-	57.4	517	-	△ 3.1	1,810	-	250.1	1,329	-	△ 26.6	1,468	-	10.5
Depreciation expenses	84	0.7	△ 3.8	99	0.6	18.6	126	0.6	26.9	212	0.8	67.4	237	0.6	12.0
Cash flows from operating activities	465	-	-	1,731	-	-	2,235	-	-	3,772	-	-	6,238	-	-
Cash flows from investing activities	△ 554	-	-	△ 328	-	-	△ 1,705	-	-	△ 1,366	-	-	△ 799	-	-
Cash flows from financing activities	234	-	-	△ 602	-	-	1,942	-	-	1,534	-	-	△ 833	-	-
Cash and cash equivalents at end of year	721	-	25.2	1,521	-	111.0	3,993	-	162.4	7,934	-	98.7	12,539	-	58.0
Number of Stores	84	-	12	114	-	30	151	-	37	205	-	54	246	-	41
Total floor space(m <sup>2</sup> )	16,876	-	1,983	19,072	-	2,196	22,908	-	3,836	33,667	-	10,759	40,778	-	7,111
Number of employees(full-time)	271	-	41	328	-	57	427	-	99	557	-	130	683	-	126
Number of employees(part-time)	219	-	45	305	-	86	459	-	154	638	-	179	938	-	300

Notes 1. Number of shares issued is end of the fiscal year.

2. Number of part-time employees is converted into a regular working hours per day(8 hours)

## 2. Sales Breakdown by Brand Category

### Sales by Business units

(Unit:¥millions)

	2/2001			2/2002			2/2003			2/2004			2/2005		
	amount	str%	YtoY	amount	str%	YtoY	amount	str%	YtoY	amount	str%	YtoY	amount	str%	YtoY
RAGEBLUE	3,218	26.5	△ 6.0	2,072	13.3	△ 35.6	1,691	8.2	△ 18.4	2,015	7.3	19.2	2,531	6.8	25.6
GLOBAL WORK	2,734	22.5	8.0	3,309	21.2	21.1	4,448	21.5	34.4	6,646	24.1	49.4	10,653	28.5	60.3
LOWRYS FARM	4,777	39.3	22.7	7,750	49.7	62.2	11,156	53.9	43.9	14,829	53.7	32.9	18,288	48.9	23.3
JEANASIS	-	-	-	-	-	-	426	2.1	-	1,356	4.9	218.3	2,410	6.4	77.7
HEATHER	-	-	-	330	2.1	-	1,036	5.0	213.9	1,080	3.9	4.2	1,546	4.1	43.2
HARE	-	-	-	151	1.0	0.0	154	0.7	2.0	396	1.4	157.7	890	2.4	124.3
AGREA	-	-	-	-	-	-	-	-	-	167	0.6	-	208	0.6	24.7
NINE BLOCKS	666	5.5	298.8	832	5.3	25.0	799	3.9	△ 4.0	885	3.2	10.7	850	2.3	△ 4.0
ENUFIROH	683	5.6	-	1,155	7.4	117.7	965	4.7	△ 16.5	238	0.9	△ 75.3	-	-	-
OTHERS	65	0.6	12.1	1	0.0	△ 97.8	0	0.0	△ 56.4	2	0.0	33.6	5	0.0	152.0
<b>Total</b>	<b>12,143</b>	<b>100.0</b>	<b>12.3</b>	<b>15,603</b>	<b>100.0</b>	<b>28.5</b>	<b>20,679</b>	<b>100.0</b>	<b>32.5</b>	<b>27,619</b>	<b>100.0</b>	<b>33.6</b>	<b>37,386</b>	<b>100.0</b>	<b>35.4</b>

Note: Others includes wholesale business.

### Sales of Store Brand by Business units

(Unit:¥millions)

	2/2001			2/2002			2/2003			2/2004			2/2004		
	amount	str%	YtoY	amount	str%	YtoY	amount	str%	YtoY	amount	str%	YtoY	amount	str%	YtoY
RAGEBLUE	1,582	49.2	-	1,626	78.5	29.3	1,591	94.1	15.6	1,936	96.1	2.0	2,519	99.5	3.4
GLOBAL WORK	2,410	88.1	23.6	3,154	95.3	7.2	4,423	99.4	4.1	6,586	99.1	△ 0.3	10,613	99.6	0.5
LOWRYS FARM	4,603	96.4	3.3	7,592	98.0	1.6	11,041	99.0	1.0	14,799	99.8	0.8	18,261	99.9	0.1
JEANASIS	-	-	-	-	-	-	381	89.4	-	1,151	84.9	△ 4.5	2,309	95.8	10.9
HEATHER	-	-	-	-	-	-	1,019	98.4	3.5	1,076	99.6	1.2	1,541	99.6	0.0
HARE	-	-	-	313	94.8	-	136	88.3	3.5	383	96.8	8.5	874	98.2	1.4
AGREA	-	-	-	-	-	-	-	-	-	118	70.6	-	173	83.5	12.9
NINE BLOCKS	138	20.7	0.4	225	27.0	6.3	428	53.6	26.5	625	70.6	17.0	413	48.6	△ 22.0
ENUFIROH	164	24.0	0.0	830	71.9	47.8	891	92.3	20.5	231	97.0	4.7	-	-	-
OTHERS	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Total</b>	<b>8,897</b>	<b>73.3</b>	<b>11.4</b>	<b>13,870</b>	<b>88.9</b>	<b>15.6</b>	<b>19,912</b>	<b>96.3</b>	<b>7.4</b>	<b>26,906</b>	<b>97.4</b>	<b>1.1</b>	<b>36,711</b>	<b>98.2</b>	<b>0.8</b>

### 3. Sales Breakdown by Goods Category

#### Sales by Goods Category

(Unit:¥millions)

	2/2001			2/2002			2/2003			2/2004			2/2005		
	amount	str%	YtoY	amount	str%	YtoY	amount	str%	YtoY	amount	str%	YtoY	amount	str%	YtoY
Men's bottoms	973	8.0	0.5	859	5.5	△ 11.7	717	3.5	△ 16.5	891	3.2	24.3	1,185	3.2	32.9
Men's tops	3,002	24.7	4.5	2,925	18.7	△ 2.6	2,918	14.1	△ 0.2	3,907	14.1	33.9	5,257	14.1	34.6
Men's Subtotal	3,975	32.7	3.5	3,784	24.3	△ 4.8	3,635	17.6	△ 3.9	4,798	17.4	32.0	6,443	17.2	34.3
Lady's bottoms	1,914	15.8	9.9	2,769	17.7	44.7	3,622	17.5	30.8	4,437	16.1	22.5	6,448	17.2	45.3
Lady's tops	3,668	30.2	28.3	5,970	38.3	62.8	9,977	48.3	67.1	14,191	51.4	42.2	18,278	48.9	28.8
Lady's Subtotal	5,582	46.0	7.9	8,739	56.0	56.6	13,599	65.8	55.6	18,628	67.4	37.0	24,727	66.1	32.7
Miscellaneous * others	2,586	21.3	12.1	3,077	19.7	22.0	3,442	16.6	11.9	4,193	15.2	21.8	6,215	16.6	48.2
<b>Total</b>	12,143	100.0	12.4	15,603	100.0	28.5	20,679	100.0	32.5	27,619	100.0	33.6	37,836	100.0	35.4

#### Sales of Store Brand by Goods Category

(Unit:¥millions)

	2/2001			2/2002			2/2003			2/2004			2/2005		
	amount	str%	YtoY	amount	str%	YtoY	amount	str%	YtoY	amount	str%	YtoY	amount	str%	YtoY
Men's bottoms	530	54.5	19.3	715	83.2	28.8	698	97.4	14.1	874	98.0	0.6	1,168	98.6	0.6
Men's tops	1,864	62.1	7.8	2,481	84.8	22.7	2,829	96.9	12.1	3,867	99.0	2.1	5,156	98.1	△ 0.9
Men's Subtotal	2,394	60.2	10.7	3,196	84.5	24.2	3,527	97.0	12.6	4,741	98.8	1.8	6,324	98.2	△ 0.6
Lady's bottoms	1,757	91.8	1.7	2,643	95.4	3.7	3,569	98.5	3.1	4,382	98.8	0.3	6,408	99.4	0.6
Lady's tops	3,485	95.0	1.1	5,645	94.6	△ 0.5	9,629	96.5	2.0	13,932	98.2	1.7	17,987	98.4	0.2
Lady's Subtotal	5,242	93.9	1.5	8,288	94.8	0.9	13,198	97.1	2.2	18,314	98.3	1.2	24,396	98.7	0.4
Miscellaneous * others	1,261	50.0	27.2	2,383	77.4	27.4	3,185	92.5	15.1	3,851	91.8	△ 0.7	5,989	96.4	4.6
<b>Total</b>	8,897	73.3	11.4	13,870	88.9	15.6	19,912	96.3	7.4	26,906	97.4	1.1	36,711	98.2	0.8

**4. Number of stores opened/closed by Brand Category**

	2/2002			2/2003			2/2004				2/2005			
	Opened	Closed	YE	Opened	Closed	YE	Opened	Closed	Changed	YE	Opened	Closed	Changed	YE
RAGEBLUE	-	2	11	2	2	11	4	3	2	14	4	1	1	18
GLOBAL WORK	4	1	19	10	1	28	24	1	-	51	23	4	-	70
LOWRYSFARM	17	-	57	14	2	69	12	-	-	81	14	3	-	92
JEANASIS	-	-	-	9	-	9	11	1	-	19	4	-	-	23
HEATHER	7	-	7	11	2	16	4	3	-1	16	3	-	-	19
HARE	4	1	3	-	-	3	1	1	3	6	3	-	-	9
AGREA	-	-	-	-	-	-	4	1	1	4	-	2	-1	1
NINEBLOCKS	-	1	5	3	1	7	-	-	-	7	1	-	-	8
ENUFIROH	3	-	12	-	4	8	-	3	-5	-	-	-	-	-
<b>Total</b>	<b>35</b>	<b>5</b>	<b>114</b>	<b>49</b>	<b>12</b>	<b>151</b>	<b>60</b>	<b>13</b>	<b>-</b>	<b>198</b>	<b>52</b>	<b>10</b>	<b>-</b>	<b>240</b>

**5. Sales.Number of customers and Ave.spending per customer(Compared with same month of previous year)**

**2/2005**

(Unit: %)

		1st half									2nd half									Full-term
		1st quarter			2nd quarter			3rd quarter			4th quarter									
		Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb							
Sales	Total	122.3	137.2	141.6	133.5	130.4	142.5	140.3	137.9	135.7	138.5	139.9	126.1	134.6	137.8	143.3	114.7	135.6	135.1	135.4
	Existing Stores	97.6	109.0	111.4	106.1	100.8	115.0	110.8	109.2	107.6	111.3	115.6	102.9	109.7	113.5	118.6	95.5	112.4	111.1	109.5
Customers	Total	131.0	146.7	149.8	142.5	136.8	146.5	132.6	140.0	141.1	136.8	138.0	127.0	133.9	144.0	145.8	108.5	137.3	135.7	138.4
	Existing Stores	106.2	117.9	119.2	114.6	107.1	120.5	106.0	113.0	113.7	110.2	114.6	103.7	109.5	119.2	120.4	91.3	114.2	112.0	112.9
Spending	Total	93.4	93.6	94.5	93.7	95.3	97.3	105.9	98.5	96.2	101.3	101.4	99.3	100.5	95.7	98.3	105.7	98.8	99.5	97.8
	Existing Stores	91.9	92.4	93.5	92.5	94.2	95.4	104.6	96.6	94.6	101.0	100.9	99.2	100.2	95.2	98.5	104.7	98.4	99.2	97.0

**2/2004**

(Unit: %)

		1st half									2nd half									Full-term
		1st quarter			2nd quarter			3rd quarter			4th quarter									
		Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb							
Sales	Total	130.1	135.5	145.9	148.2	132.9	129.2	136.7	122.3	126.2	135.1	127.1	138.1	138.5	131.0	133.5				
	Existing Stores	103.5	106.9	115.7	115.9	103.6	100.2	107.6	100.9	102.8	110.0	101.2	115.4	107.7	106.6	107.1				
Customers	Total	130.3	137.1	149.1	152.5	137.2	134.9	139.8	125.7	127.9	141.7	128.9	150.6	158.1	138.1	138.9				
	Existing Stores	103.7	108.1	118.8	119.6	107.0	105.5	110.1	104.4	104.3	115.7	102.5	125.0	125.3	112.7	111.4				
Spending	Total	99.9	98.8	97.9	97.2	96.9	95.7	97.8	97.3	98.6	95.3	98.6	91.7	87.6	94.8	96.1				
	Existing Stores	99.8	98.9	97.4	96.9	96.8	95.0	97.7	96.7	98.6	95.1	98.7	92.3	85.9	94.6	96.1				

## 6. Major Financial Data(Non-consolidated)

	Unit	Memo	2001/2	2002/2	2/2003	2/2004	2/2005
1	%	Return on total assets Average of 2years	12.8	27.3	27.8	28.3	36.5
2	%	Return on equity(ROE) Average of 2years	23.7	33.5	36.5	28.4	34.7
3	%	Net income to Total assets(ROA) Average of 2years	6.0	10.3	15.3	15.0	19.9
4	%	Gross profit ratio	49.6	54.2	56.2	57.4	60.2
5	%	SG&A expenses ratio	43.0	41.9	42.5	42.0	40.3
6	%	Shareholders' equity ratio	29.1	32.4	47.8	56.4	58.4
7	times	Total assets turnover	2.0	2.2	2.1	1.8	1.8
8	¥	Earning per share (EPS) Number of shares of common stock(YE)	108.93	196.16	193.32	163.32	156.08
9	¥	Book value per share (BPS) Number of shares of common stock(YE)	499.64	679.12	684.76	701.45	521.86
10	¥	Dividends per share (DPS) Number of shares of common stock(YE)	8.00	11.00	18.00	20.00	20.00

Notes 1. One common stock(1stock:¥1,000) was splitted in 20 stocks(1stock:¥50)as of July 4 2000.

2. One common stock was splitted in 2 stocks as of April 19 2002.

3. One common stock was splitted in 1.5 stocks as of April 18 2003.

4. One common stock was splitted in 1.2 stocks as of April 20 2004.

5. One common stock was splitted in 1.5 stocks as of August 20 2004.

## 7. Selling, General and Administrative Expenses(Non-consolidated)

(Unit:¥millions)

	2/2001			2/2002			2/2003			2/2004			2/2005		
	amount	str%	YtoY	amount	str%	YtoY	amount	str%	YtoY	amount	str%	YtoY	amount	str%	YtoY
Advertising and promoting costs	206	1.7	36.1	310	2.0	50.3	394	1.9	27.1	519	1.9	31.8	<b>676</b>	<b>1.8</b>	<b>30.1</b>
Personal expenses	1,922	15.8	18.9	2,409	15.4	25.3	3,088	14.9	28.2	4,136	15.0	34.0	<b>5,102</b>	<b>13.6</b>	<b>23.3</b>
Rent	1,753	14.4	15.6	2,230	14.3	27.2	3,196	15.5	43.3	4,188	15.2	31.1	<b>5,618</b>	<b>15.0</b>	<b>34.1</b>
Lease	329	2.7	8.3	348	2.2	6.0	456	2.2	30.8	631	2.3	38.5	<b>888</b>	<b>2.4</b>	<b>40.8</b>
Depreciation	83	0.7	△ 4.8	99	0.6	19.5	127	0.6	28.0	200	0.7	58.7	<b>228</b>	<b>0.6</b>	<b>13.9</b>
Others	927	7.6	19.1	1,140	7.3	23.0	1,528	7.4	34.0	1,918	6.9	25.6	<b>2,564</b>	<b>6.9</b>	<b>33.7</b>
<b>Total</b>	<b>5,219</b>	<b>43.0</b>	<b>17.2</b>	<b>6,536</b>	<b>41.9</b>	<b>25.2</b>	<b>8,788</b>	<b>42.5</b>	<b>34.5</b>	<b>11,596</b>	<b>42.0</b>	<b>32.0</b>	<b>15,079</b>	<b>40.3</b>	<b>30.0</b>