

## Monthly Business Report in June, 2009

### 【Sales】

		Circle K Sunkus	
		Month	Year-to-date
Existing-stores	Average daily sales per store (thousand yen)	486	482
	Y-on-y (%)	-6.1	0.0
	Average number of daily customer per store	866	841
	Y-on-y (%)	-1.8	2.3
	Average purchase per customer (yen)	562	573
	Y-on-y (%)	-4.3	-2.3
Total chain stores	Y-on-y sales (%)	-5.1	1.0
	Average daily sales per store (thousand yen)	484	480
	Y-on-y (%)	-5.0	1.1

(Note) The figures shown in the sales table exclude area franchisers.

### 【Stores at the end of the month】

		Circle K Sunkus	
		Month	Year-to-date
Stores at Circle K Sunkus (Company-owned and franchised)	opened	17	64
	closed	19	76
	total	4,927	
Stores at 13 area franchisers	opened	6	22
	closed	3	14
	total	1,235	
Stores at Circle K Sunkus (Subtotal)		6,162	
99 ICHIBA stores	opened	3	6
	closed	0	3
	total	64	
Grand total number of stores		6,226	

### 【Overview】

In June 2009, Circle K Sunkus worked to revitalize weekend sales spaces in stores by changing product release days for new rice dishes and *Cherie Dolce* original desserts from Tuesdays to Thursdays. However, a full year has passed since the deployment of taspo card (age verifying IC card for age verifying cigarette vending machines) systems in the secondary deployment regions of Kansai, Chubu and Hokuriku. Consequently, existing store sales in June declined 6.1% year on year.

**【 Product Details】**(Note) Percentage figures in the following paragraphs represent year-on-year comparisons of sales per store.

- In June, Circle K Sunkus continued to post weak overall rice dish sales mainly due to lackluster consumption. As mentioned above, the Company worked to revitalize sales spaces in stores, particularly over weekends when more customers visit stores, by changing the product release days for new items. These efforts resulted in higher weekend sales year on year, along with significant growth in sales of directly wrapped rice balls, following the adoption from June 25 of rounder packaging that is easier for customers to grasp. Going forward, Circle K Sunkus will continue working to enhance its product appeal, including that of existing products, while conducting sales campaigns spotlighting weekends. The overriding goal is to boost overall sales of rice dishes.
- Overall salad sales rose by a sharp 18% year on year. This was mainly due to steady sales of new salad choices launched in May, including brisk sales of Japanese-style processed salads, as well as strong customer acceptance, particularly among women, of *Furu Furu* Style (“shake-and-eat”) salads, which are shaken before eaten to allow the salad and dressing contents to mix. Countertop fast food sales grew 4% year on year, thanks to further installation of in-store fryers in June. On the other hand, sales decreased for chilled noodles due to unsettled weather. Processed noodle sales were also down year on year, reflecting strong pasta sales in the previous year.
- In June, ice cream sales rose 4% year on year owing to steady growth in sales of original ice cream products. Overall service category sales were also higher year on year, mainly due to steady sales from the *Net Preca* service, despite weak ticket sales reflecting strong concert ticket sales in the previous year. On the other hand, soft drink sales were down from the previous year, despite steady growth in sales of zero-calorie and sugar-free carbonated soft drinks. Sales of processed food and general merchandise were also lackluster. Tobacco sales declined 1% year on year.

**【 Please Note 】**

**June 1 and 5, 2009 : Circle K Sunkus Signs Comprehensive Partnership and Cooperation Agreements With Iwate and Okayama Prefectures**

⇒ Circle K Sunkus signed Comprehensive Partnership and Cooperation Agreements with Iwate and Okayama prefectures on June 1, and June 5, respectively.

**June 1, 2009 : Circle K Sunkus Commences Sales of Consumer Healthcare Products Following the Full Enforcement of the Amended Pharmaceuticals Affairs Law**

⇒ Following the full enforcement of Japan’s amended Pharmaceuticals Affairs Law from June 1, 2009, Circle K Sunkus commenced sales of over-the-counter pharmaceuticals (consumer healthcare products) at the Company-owned Sunkus Tamachi Higashi-Guchi Store. Through sales at this Company-owned store, Circle K Sunkus will gather and analyze data on customer needs and product lineups to explore new possibilities for selling consumer healthcare products going forward.

**June 23, 2009 : Circle K Sunkus Launches “Bank Time” ATM Services at Stores in Miyagi and Fukushima Prefectures**

⇒ Circle K Sunkus has successively launched “Bank Time” ATM services at stores in Miyagi and Fukushima prefectures from June 30 and July 9, respectively. Resona Bank, Ltd. is the principal bank for “Bank Time” ATM services.