

## Monthly Business Report in May, 2009

### 【Sales】

		Circle K Sunkus	
		Month	Year-to-date
Existing-stores	Average daily sales per store (thousand yen)	480	481
	Y-on-y (%)	0.4	2.2
	Average number of daily customer per store	836	834
	Y-on-y (%)	2.3	4.0
	Average purchase per customer (yen)	574	577
	Y-on-y (%)	-1.9	-1.7
Total chain stores	Y-on-y sales (%)	1.5	3.2
	Average daily sales per store (thousand yen)	478	479
	Y-on-y (%)	1.6	3.2

(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	23	47
	closed	16	57
	total	4,929	
Stores at 13 area franchisers	opened	5	16
	closed	2	11
	total	1,232	
Stores at Circle K Sunkus (Subtotal)		6,161	
99 ICHIBA stores	opened	2	3
	closed	0	3
	total	61	
Grand total number of stores		6,222	

### 【Overview】

In May 2009, Circle K Sunkus launched new salad choices based on the slogan “Making Vegetables Part of Everyday Life.” In addition, the Company conducted the *Karada Ni Ii Shukan Fair* (Healthy Habits Fair) covering salads and *THINK BODY* products. Overall salad sales in May rose sharply year on year, thanks to a strong start by the new salad choices. These included *Furu Furu Style* (“shake-and-eat”) salads, which are shaken before eaten to allow the salad and dressing contents to mix, and *Maze Maze Style* (“stir-and-eat”) salads, which provide a balanced intake of a microwave-heated staple food and fresh vegetables. Tobacco sales remained strong in May due to the taspo card effect. As a result, existing store sales in May rose 0.4% year on year.

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

- In May 2009, Circle K Sunkus launched the second product in the 500 yen *Genki Ouen Bento* series of high-quality boxed lunches offered at a value-priced 380 yen, as in the previous month. Boxed lunch sales improved on the previous month, mainly the result of growing market recognition of the *Genki Ouen Bento* series. However, overall rice dish sales declined year on year due to weak rice ball and sushi sales in addition to boxed lunch sales. Going forward, Circle K Sunkus aims to boost customer footfall by offering value-priced products such as the *Genki Ouen Bento* series and small boxed lunches. In addition, the Company will work to achieve sustained improvement in overall rice dish sales by raising average spending per customer through the launch of premium boxed lunches.
- Salad sales rose by a sharp 7% year on year, due to the launch of the aforementioned new salad choices. Higher sales of the *rubetta* pasta series were also posted mainly because of a discount campaign for combined purchases of pasta with fresh salads. In the *Cherie Dolce* dessert series, Circle K Sunkus saw strong performances by new products developed from entirely new perspectives, such as “drinkable” sweets and mini-sweets (120 yen) that cater to customers who want only bite-sized portions. As a result, *Cherie Dolce* sales increased year on year. *Oishii Pan Seikatsu* original baked goods also saw brisk sales of new products, such as *Butter Croissant* (100 yen), which features improved Danish pastry dough and a more crispy texture. However, this was unable to lift overall *Oishii Pan Seikatsu* sales in year-on-year terms.
- In May, face mask sales rose substantially due to the outbreak of the new influenza strain. Overall service category sales were also higher year on year, mainly due to steady sales from the *Net Preca* service. Ice cream sales increased 3% year on year due to a *KARUWAZA Discount* campaign and brisk new product sales. Tobacco also continued to sell strongly. On the other hand, sales of soft drinks, processed food and certain other products were lackluster.

## **【 Please Note 】**

### **May 8, 2009 : Circle K Sunkus Distributes Original Reusable Shopping Bags Made From Recycled Former Store Uniforms Free of Charge**

⇒ From 10:00am on May 14, Circle K Sunkus has been distributing original reusable shopping bags free of charge to customers by request at stores nationwide (excluding certain stores). These shopping bags were made from recycled former store uniforms that were in use until June 2008. This marks the first time in the industry that a convenience store operator has recycled uniforms into reusable shopping bags for customers.

### **May 19, 2009 : Circle K Sunkus Launches “Bank Time” ATM Services at Stores in Ishikawa and Fukui Prefectures**

⇒ Circle K Sunkus has successively launched “Bank Time” ATM services at stores in Ishikawa Prefecture from May 25 and will do so at stores in Fukui Prefecture from June 17. The Hokuriku Bank, Ltd. and Resona Bank, Ltd. are the principal banks for “Bank Time” ATM services in these regions.

### **May 22 and 27, 2009 : Circle K Sunkus Signs Comprehensive Partnership and Cooperation Agreements With Aichi and Akita Prefectures**

⇒ Circle K Sunkus signed Comprehensive Partnership and Cooperation Agreements with Aichi and Akita prefectures on May 22 and May 27, respectively.