

## Monthly Business Report in April, 2010

### 【Sales】

		Circle K Sunkus	
		Month	Year-to-date
Existing-stores	Average daily sales per store (thousand yen)	459	458
	Y-on-y (%)	-6.1	-6.1
	Average number of daily customer per store	810	802
	Y-on-y (%)	-5.0	-4.5
	Average purchase per customer (yen)	567	571
	Y-on-y (%)	-1.0	-1.5
Total chain stores	Y-on-y sales (%)	-4.6	-4.6
	Average daily sales per store (thousand yen)	455	454
	Y-on-y (%)	-5.3	-5.2

(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	27	37
	closed	17	39
	total	4,956	
Stores at 13 area franchisers	opened	8	15
	closed	3	16
	total	1,260	
Stores at Circle K Sunkus (Subtotal)		6,216	
99 ICHIBA stores	opened	0	2
	closed	0	6
	total	64	
Grand total number of stores		6,280	

### 【Overview】

In April 2010, Circle K Sunkus augmented the current selection of *Cherie Dolce* chilled desserts and *Cherie Dolce α* (*Cherie Dolce Alpha*) room-temperature baked and semi-fresh (*hannamagashi*) confectionery with the launch of a new lineup of chilled beverages. The goal is to further enhance *Cherie Dolce*'s brand power. In addition, overall countertop fast food sales increased substantially year on year thanks to steady growth in sales of a new steamed bread brand called *Musuko to Musume*, which was launched at the end of March. In April, with few hours of sunlight leading to generally low temperatures across Japan, Circle K Sunkus reported weak sales of products susceptible to the effects of temperature. Overall, existing store sales in April decreased 6.1% year on year. Nevertheless, the decrease was held to mostly the same level as in the previous month.

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

- Circle K Sunkus recorded steady sales of the *Honmusubi* series of high-value-added rice balls launched in April. Circle K Sunkus continued to record strong sales in April of the *Otegoro Bento* series of boxed lunches addressing customer preferences for low prices. However, these positive developments were unable to bring about a general improvement in sales, leading to a decrease in overall rice dish sales year on year.
- The *Oishii Pan Seikatsu* original baked goods brand saw higher sales year on year, supported by strong sales of new products such as *Kokuto Pancake Yon Mai Iri* (Brown Sugar Pancakes (four-slice package); 110 yen), a tie-up product with a movie. In the *Cherie Dolce* dessert selection, *Tenshi No Creamy Chiffon* (Angel's Creamy Chiffon Cake; 230 yen), made with *Tenshi No Cream* (Angel's Cream), set a new record for the highest daily sales in the history of the *Cherie Dolce* brand, becoming a best-selling product. In addition, the abovementioned chilled beverage series made a strong start, with chilled beverage sales increasing since the beginning of May. On the other hand, sales of chilled noodles and baked goods were lackluster due to adverse weather conditions.
- Sales of the *Cherie Dolce a* series of room-temperature baked and semi-fresh (*hannamagashi*) confectionery continued to increase substantially in April in year-on-year terms. Overall service category sales also increased year on year due to strong sales of tickets to sports events such as professional baseball games as well as brisk sales from the *Net Preca* service. On the other hand, Circle K Sunkus reported weak sales of beverages and ice cream due to the impact of low temperatures. General merchandise and tobacco sales also decreased year on year.

## **【 Please Note 】**

### **April 16, 2010 : Circle K Sunkus Launches the *Honmusubi* High-Value-Added Rice Balls Series**

⇒ Circle K Sunkus has fully relaunched its series of high-value-added rice balls by changing its brand name for rice balls to *Honmusubi* and revamping rice, fillings and price range. Notably, *Honmusubi* rice balls are made from Miyagi Prefecture's eco-friendly Hitomebore rice, which is cultivated using reduced pesticides and chemical fertilizers.

### **April 27, 2010 : Circle K Sunkus Unveils the New *Shodai Shari No Ginji* Sushi Series**

⇒ On May 11, Circle K Sunkus launched a new series of sushi proudly called *Shodai Shari No Ginji*. Based on the concept of providing delicious *shari*, or sushi rice, Circle K Sunkus has developed rice with a texture that causes it to easily break apart when eaten. This was achieved by seasoning rice with sushi vinegar blended with an optimally balanced mix of rice vinegar and sake lee vinegar. The product packaging employs eco-friendly packaging materials, consisting of 30% biomass plastic made from plant resources. From May 11 to May 31, Circle K Sunkus is conducting the *Shin Sushi Matsuri Campaign* (New Sushi Festival Campaign) in which customers can win extravagant prizes by lottery.

### **April 28, 2010 : Circle K Sunkus Expands Installation Area for Charging Stations for Electric Vehicles to Kanagawa Prefecture**

⇒ From December 2009, Circle K Sunkus has begun installing charging stations at stores to provide a new social infrastructure utilizing store locations. On May 10, the Company expanded the installation area for charging stations to 4 stores in Kanagawa Prefecture, continuing on from installations in Aichi Prefecture. In March, Circle K Sunkus deployed 3 Plug-in Hybrid Vehicles (PHVs) for use as company cars by Kanagawa Prefecture-based store supervisors visiting stores.