

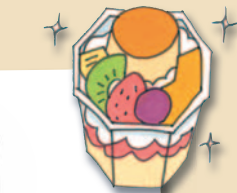
Embracing Change to Reinvent Convenience Stores



Cherie Dolce

Cherie Dolce

Cherie Dolce, "my favorite dessert," is a premium original dessert brand that transcends what is offered by conventional convenience stores. Since its launch in November 2007, Cherie Dolce has been well received by numerous customers, and is growing into a hallmark Circle K Sunkus product brand. By settling for nothing less than the quality on offer at specialty pastry and confectionery shops, we make it enjoyable (WAKU WAKU) for customers to choose from a range of the very best desserts.



Original Baked Goods Brand Magokoro Jikomi Oishii Pan Seikatsu

In May 2007, Circle K Sunkus' lineup of original baked goods was reborn under a new brand. The concept is to offer an attractive lineup of baked goods that recasts Circle K and Sunkus as neighborhood bakeries indispensable to daily life. The lineup is very popular with customers, featuring both reasonably priced and high-value-added products. To meet the expectations and anticipation (WAKU WAKU) of our customers, we are focused on offering a lineup rich in variety by using seasonal ingredients and through other means, and ensuring the highest standard of quality.



食事とからだの
ベストバランス



THINK BODY Project

This unique Circle K Sunkus project gives customers an opportunity to think about their health and offers support in this respect. In addition to providing convenience, we also propose ways for customers to obtain a balanced diet through convenience-store boxed lunches and advice on simple exercise routines. THINK BODY products are offered in a variety of product categories.



Expanding ATM Services

To encourage customers to visit our shops more frequently and bolster services, Circle K Sunkus is working to install ATMs in more stores. Following the Chukyo and Kanto regions, we had rolled out ATMs at approximately 840 Kansai region stores by July 2008. With this move, we have now installed ATMs at "just over" 60% of the Circle K Sunkus Group's stores. Through these initiatives, we will continuously pursue higher customer satisfaction as part of efforts to make Circle K and Sunkus the convenience stores of choice for our customers.

PROFILE

Established through a merger in September 2004, Circle K Sunkus Co., Ltd.'s main business is the management of stores and franchise business in respect to the Circle K and Sunkus convenience store chains. Circle K Sunkus is the fourth largest convenience store operator in Japan's convenience store industry, with total store sales at Circle K Sunkus proper, including area franchisers, of almost ¥1 trillion and a combined network of more than 6,000 Circle K and Sunkus stores. Going forward, we will take on various challenges in order to make our customers' lives more convenient and enjoyable in a variety of lifestyle contexts, with the aim of creating truly exciting convenience stores.

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Cautionary Statement With Respect to Forward-looking Statements

Statements in this annual report include forward-looking statements about the future performance of Circle K Sunkus Co., Ltd. that are based on assumptions and beliefs in light of information currently available. Accordingly, these statements involve certain risks and uncertainties.