

Supplementary Materials for the Financial Results of the Fiscal Year Ended February 28, 2017





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#### **REFERENCE DOCUMENTS:**

NON-CONSOLIDATED MATERIAL



#### **COMPANY OVERVIEW**

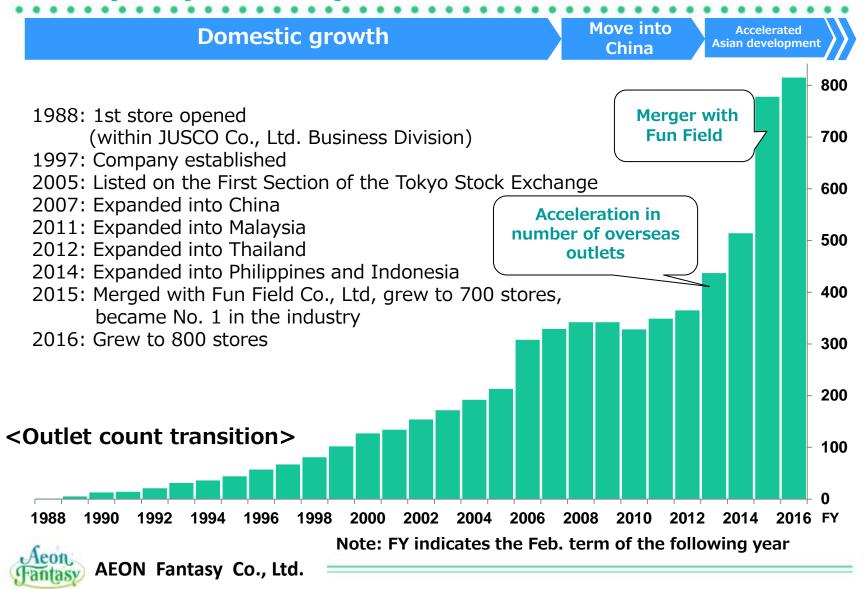


#### **Company Overview**

- 1) Company Name: AEON Fantasy Co., Ltd.
- 2) Location: 1-5-1 Nakase, Mihama-ku, Chiba-shi, Chiba
- 3) Established: Feb. 14, 1997
- 4) Capital: 1.747 billion yen
- 5) Shareholders: AEON Co., Ltd. (65.5%), other (34.5%)
- 6) Market: First Section of the Tokyo Stock Exchange
- 7) Business: Operates amusement facilities and indoor playgrounds within shopping centers



#### **Company History**



### NUMBER ONE COMPANY IN THE AMUSEMENT FACILITY OPERATIONS INDUSTRY

Positi on	Company Name	Actual Sales (FY 2015)
1st	AEON Fantasy	58.8 bil. yen
2nd	Company A	43.7 bil. yen
3rd	Company B	38.0 bil. yen
4th	Company C	36.5 bil. yen
5th	Company D	14.7 bil. yen
6th	Company E	14.4 bil. yen

<sup>\*</sup>Sales for each company indicate amusement facility sales on a consolidated basis including overseas



# 2016 FISCAL YEAR OVERVIEW OF CONSOLIDATED CLOSING



#### 2016 Fiscal Year Consolidated Results

- Sales reached a record high. Solid business at existing domestic outlets combined with merger synergies and new overseas outlets to produce a YoY revenue increase of 10.6%.
- Operating profit, ordinary profit and net profit also increased significantly.

2016 Fiscal Year (March 1, 2016 to Feb. 28, 2017)

(Unit: Million yen)

	2015 Fiscal Year (prev. term)	2016 Fiscal Year (current term)	% change from prev. term
Sales	58,831	65,058	+10.6%
Gross profit	6,544	7,977	+21.9%
Operating profit	2,748	3,769	+37.2%
Ordinary profit	2,630	3,498	+33.0%
Current net profit attributable to parent company shareholders	1,480	1,697	+14.7%
Current net profit per share	¥76.70	¥86.18	¥9.48 increase



#### **2016 Fiscal Year Segment Information**

(Unit: Million yen)

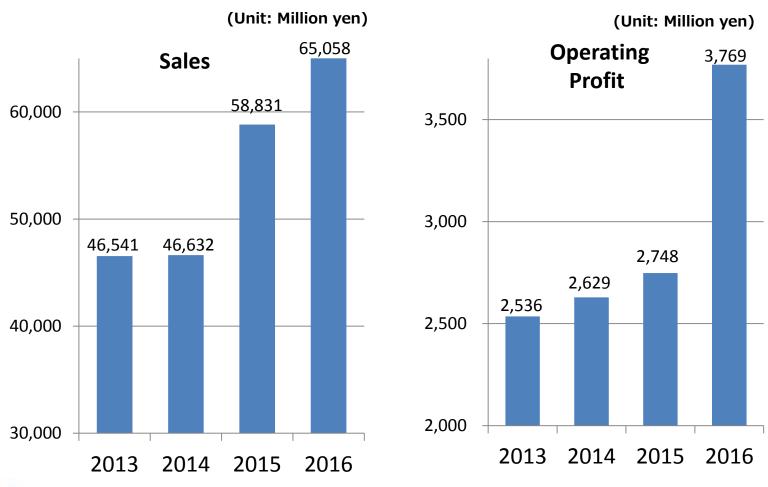
			Overseas	Consolidation			
	Domestic	China	ASEAN	ASEAN Total		Consolidated Total	
Sales	54,575 ( +9.4%)	7,175 (+11.7%)	3,325 (+26.4%)	10,501 (+16.0%)	<b>△17 (–)</b>	65,058 (+10.6%)	
Operating Profit	3,686 (+1,003)	198 (+12)	△115 (+5)	82 (+17)	0 (–)	3,769 (+1,021)	



For sales, the figure in brackets is the YoY % change For operating profit, figures in brackets are the YoY change expressed as an absolute amount

#### **Consolidated Business Performance Trends**

■ Increase of Sales and Profit were achieved for the Third Consecutive Term.



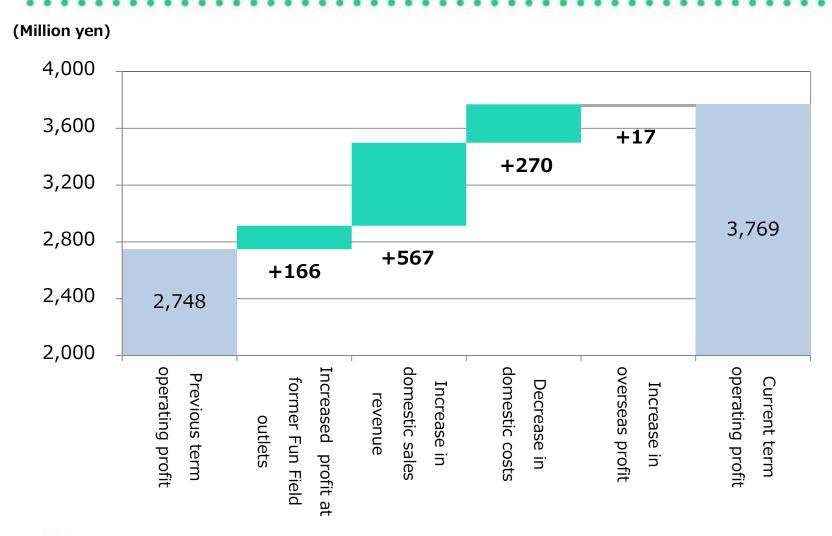


#### **2016 Fiscal Year Topics**

Increased consolidated sales and profit	Sales reached a record high. As a result of solid performance from existing domestic outlets, the synergies from the merger in June 2015, and aggressive expansion overseas, both sales and profit exceeded projections.
Increased Overseas business sales and profit	In China, the operating profit is profitable and an increase in sales and profit was achieved for the second consecutive year. Profitability was also achieved for the first time in the Philippines, where business started in 2014, and in Indonesia, where business started in 2015.
Former Fun Field stores are contributing to profitability	All outlets have completed the active initiatives to revise/abolish amusement machines in addition to switching over to the Molly Fantasy and Palo brands. Operating profit during the period was 305 million yen (a difference of 166 million yen compared with the same period of the prior year).
Shifting to online promotions	The approach focusing on promotions through in-store events switched to a greater emphasis on online promotions with stronger SNS marketing, the launch of an app for members, and the use of sites such as YouTube. This also contributed to improved sales.



#### **Operating Profit: Increase/Decrease Analysis by Factor (2016 Fiscal Year)**





#### **Consolidated Balance Sheet**

2016 Fiscal Year (the end of Feb., 2017)

(Unit: Million yen)

	Feb. 29,2	2016	Feb. 28,	Change from	
	Amount	%	Amount	%	start of period
Liquid assets	8,716	21.2%	11,259	26.0%	+2,543
Fixed assets	32,324	78.8%	32,069	74.0%	△255
Total assets	41,040	100.0%	43,328	100.0%	+2,288
Liquid liabilities	11,131	27.1%	11,000	25.4%	Δ130
Fixed liabilities	5,164	12.6%	6,707	15.5%	+1,543
Total liabilities	16,296	39.7%	17,708	40.9%	+1,412
Total net assets	24,744	60.3%	25,619	59.1%	+875
Total liabilities and net assets	41,040	100.0%	43,328	100.0%	+2,288



#### **Consolidated Cash Flow Statement**

2016 Fiscal Year (March 1, 2016 to Feb. 28, 2017)

(Un	it:	Mill	lion	yen)

	2015 Fiscal Year	2016 Fiscal Year	Change from beginning of period
Cash flow from business activity	8,156	10,349	+2,192
Net profit before tax and other adjustments	2,453	3,160	+707
Depreciation costs	6,202	6,593	+391
Income taxes paid	△1,978	△429	+1,549
Cash flow from investment activity	△12,571	Δ7,660	+4,910
Expenses incurred from acquiring tangible fixed assets	△11,966	△7,669	+4,297
Cash flow from financing activity	4,285	112	△4,172
Net change in short-term borrowings	△295	Δ1,378	△1,082
Net change in long-term borrowings	5,148	2,106	△3,042
Dividend payments	△567	△590	Δ23
Change in cash and cash equivalents	△173	2,717	+3,020
Cash and cash equivalent balance at term start	3,369	3,724	+355
Increase in cash and cash equivalents following merger	658	0	△658
Cash and cash equivalent balance at term end	3,724	6,442	+2,717



#### Number of Outlets (at End of Feb. 2017)

	Mollyfantasy	kidzooona	other *1	total
Japan	435	5	41 (2)	481 (2)
China	126 (4)	34	5	165 (4)
Malaysia	49	21	7	77
Thailand	25	22	1	48
Philippines	0	26	0	26
Indonesia	1	7	0	8
Vietnam	4 (4)	4 (4)	0	8 (8)
Cambodia	1 (1)	1 (1)	0	2 (2)
Overseas total	206 (9)	115 (5)	13	334 (14)
Total	641 (9)	120 (5)	54 (2)	815 (16)

Note 1: Other domestic stores are PALO (29) and others (12).

<sup>2:</sup> Numbers in parentheses are included in the total, and are the number of franchise stores, etc. (including business collaboration contracts, business consignment contracts, and licensing contracts).

# 2016 FISCAL YEAR OVERVIEW OF FOCUS EFFORTS

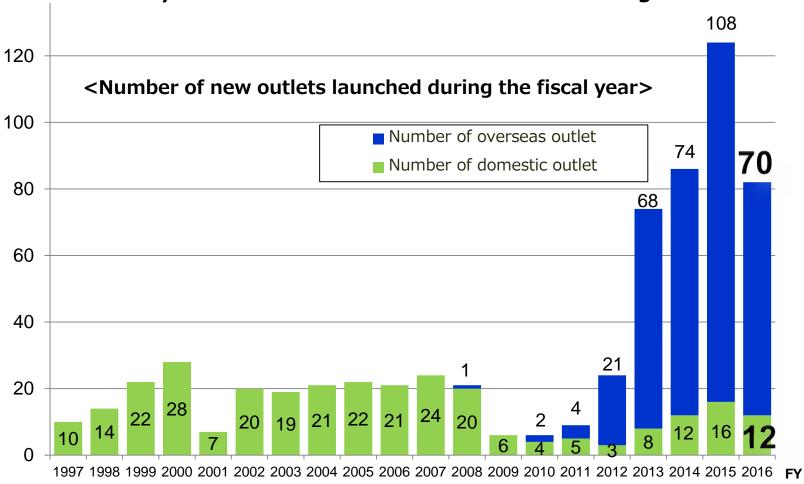






#### **New Outlets**

■ 82 carefully chosen new outlets were launched during FY 2016

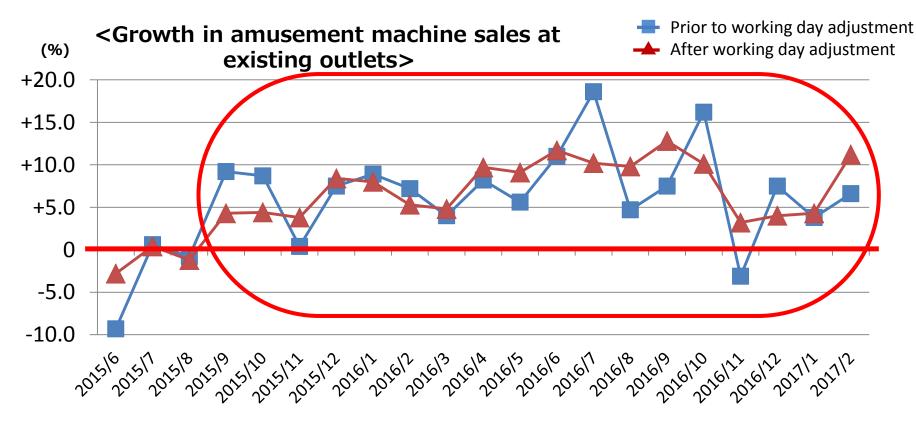


Note: FY indicates the Feb. term of the following year



#### **Growth in Domestic Sales of Amusement Machines**

■ 18 months have passed since growth in sales of amusement machines by existing outlets became positive. The situation remains positive (annual sales for the existing outlets has increased +7.2% from the previous year)







#### **Recovery in Domestic Product Sales**

- The growth rate in product sales for existing outlets was positive in September for the first time in 31 months.
- The growth rate for products as an existing outlets during the second half of the year was+7.3%.



\* The growth rate for existing outlets does not reflect the contribution of former Fun Field outlets



#### Initiatives at Former Fun Field outlets in Japan

■ Contributing to consolidated figures on an operating profit basis

<Operating profit at former Fun Field outlets>

	1 <sup>st</sup> half	2 <sup>nd</sup> half	annual			
FY 2016	196	109	3 0 5			
FY 2015	100	3 9	139			
Difference	+96	+ 7 0	+166			

#### **Implementation items**

- Shift to Molly Fantasy and PALO brand
- Implementation of outlet refurbishment
- Inproving freshness as a result of revision or abolition of amusement machines



(Unit: Million yen)

#### **Shifting to Online Promotions**

- Moving away from the current in-store event-based promotions
- Shifting to online promotions
  - Stronger SNS-based marketing (Facebook, Twitter, Instagram)
  - Launch of members-only app











#### **Using WAON point**

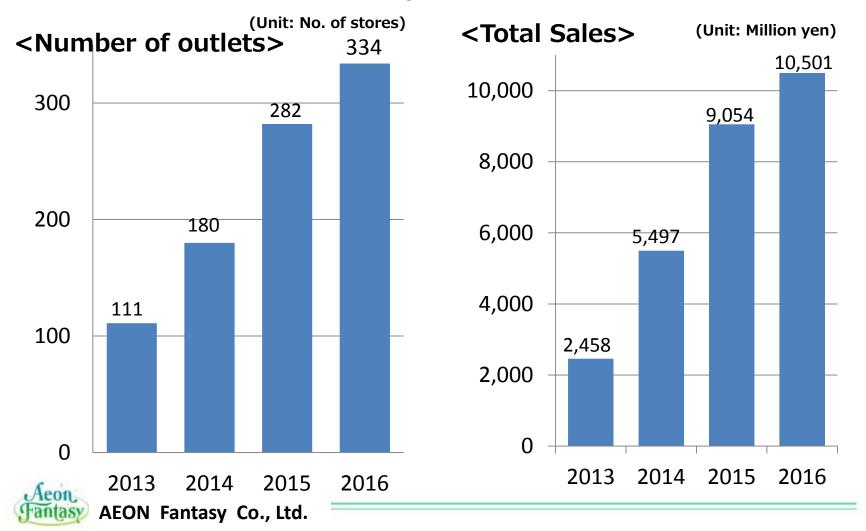
- From October, all outlets launched the WAON point granting system for customers using a dedicated terminal
- WAON point can be exchanged for medals
- Cumulative total 630,000 customers has accessed





#### **Overseas Business Performance**

■ In three years, the number of outlets has increased by three times and their total sales has increased by 4.3 times



#### **Overseas Business Performance**

■ Business in the Philippines was launched in 2014. Business in Indonesia was launched in 2015. Both of these businesses are now profitable.

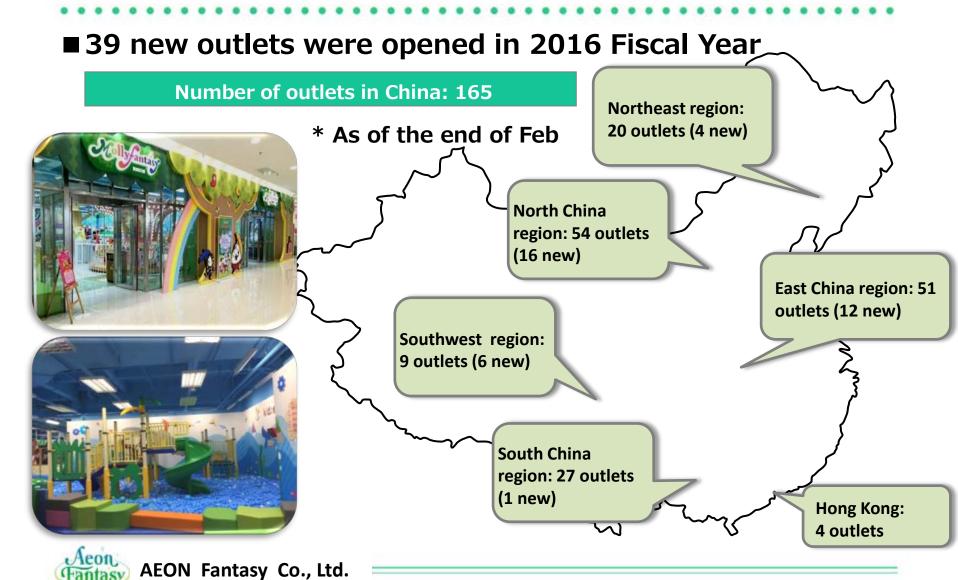
(Unit: Million yen,%)

#### <Performance by Country>

	China		Malaysia		Thailand		Philippines		Indonesia	
	FY	FY	FY	FY	FY	FY	FY	FY	FY	FY
	2015	2016	2015	2016	2015	2016	2015	2016	2015	2016
Growth rate at existing outlets		+0.3	-	+7.4		△5.0		Δ10.0	l	_
Total sales	6,423	7,175	1,569	1,728	634	668	310	685	115	242
store profit	910	877	312	340	△42	∆143	38	95	20	69
SGA	725	678	165	177	90	96	87	93	58	68
Operating profit	185	198	147	162	Δ132	△240	△49	2	△38	1

<sup>\*</sup> In China, in May 2016, their transition from sales tax to value-added tax was applied to the service industry. This resulted in a decline in sales revenue of approximately 6% but the impact on profitability was positive as there was an an even larger decrease in sales tax (which is recorded as an expense). If the impact of these changes is taken into account then the actual growth rate that existing sources 5.2%.

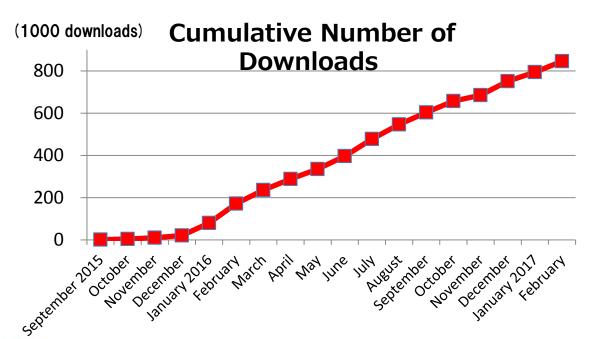
#### **Expansion of Business in China**





#### **Increased Number of Members' Only App Users in China**

- Introducing to all outlets, the members' only app system linked to prepaid card.
- The prepaid card can be charged using the members-only app.
- More than 40% of all sales in China is generated via the members only app.
- The total number of members as of the end of February is 846,000.







#### **Award from China Chain Store & Franchise Association**

- The China Chain Store and Franchise Association presented AEON Fantasy with an award for innovation and improving the customer experience at the 2016 Retail Innovation Awards Ceremony (November 2016).
- The award was in recognition of the success of the members'-only app.



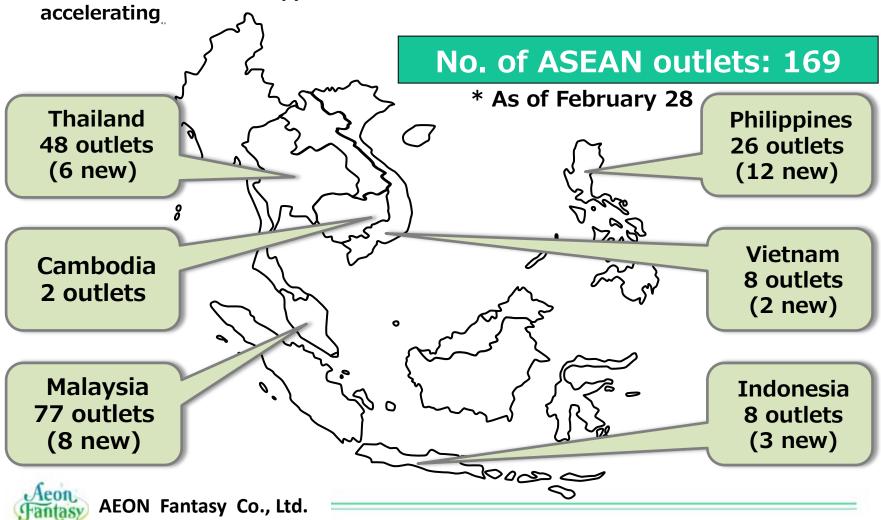




#### **Expansion of Business in ASEAN**

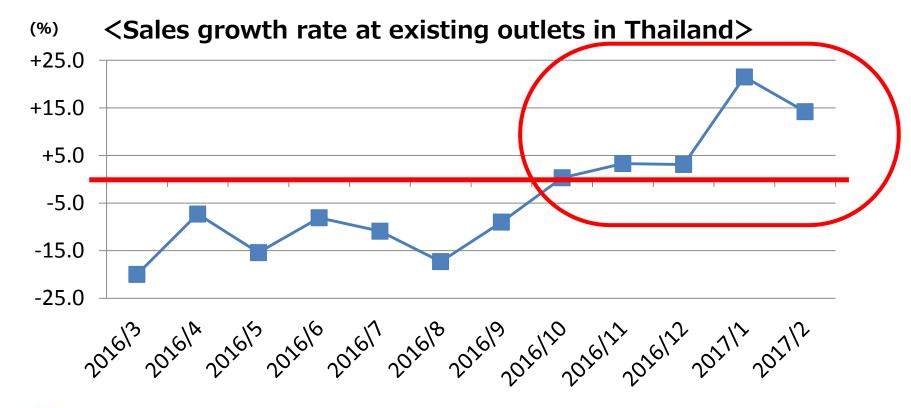
■ 31 new outlets were opened during the Fiscal Year 2016

■ The business in the Philippines was launched in 2014 at the number of outlets is accelerating



#### **Improvements to Existing Outlets in Thailand**

- The "Active Model outlets" was successful during the first half of the fiscal year and this know-how was rolled out to other outlets.
- From October, positive growth at existing outlets was achieved for five consecutive months.





#### **Expansion of FANPEKKA**

- FANPEKKA is a themed indoor play area. The first outlet in Malaysia was opened in November, with the first outlet in Thailand following in December.
- **■** During FY 2016, four new outlets were opened, bringing the total to 6.







# 2017 FISCAL YEAR CONSOLIDATED RESULTS FORECAST



#### **Consolidated Results Forecast for FY 2017**

(Unit: Million yen, %)

	FY 2016 results	FY 2017 forecast	YoY (%)
Sales	65,058	69,000	+6.1
Operating profit	3,769	4,200	+11.4
Ordinary profit	3,498	3,900	+11.5
Net profit attributable to parent company shareholders	1,697	1,900	+11.9
Current net profit per share	¥86.18	¥96.45	¥10.27 increase
Dividend per share	¥31	¥32	+¥1



### Consolidated Results Forecast Assumptions (Segment Information)

(Unit: Million yen)

			Overseas				
Domest	Domestic	China	ASEAN	Total	Consolidated adjustment	Consolidated total	
Sales	<b>55,000</b> (+0.8%)	<b>10,000</b> (+39.4%)	<b>4,400</b> (+32.3)	<b>14,400</b> (+37.1%)	△ <b>400</b> (—)	<b>69,000</b> (+6.1%)	
Operating Profit	<b>3,900</b> (+213)	<b>300</b> (+101)	<b>0</b> (+115)	<b>300</b> (+217)	<b>0</b> (—)	<b>4,200</b> (+430)	

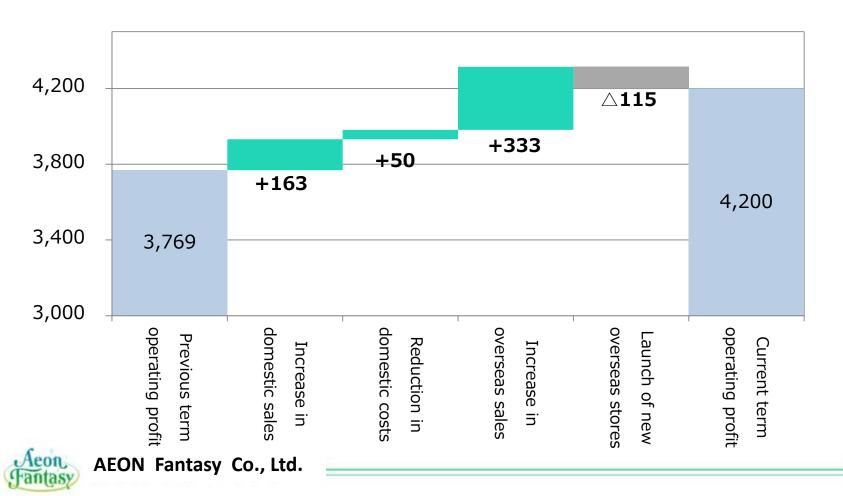


For total sales, the figure in brackets is the YoY % change For operating profit, the figure in brackets is the YoY change expressed as an absolute amount

# Consolidated Results Forecast Assumptions (Factors Affecting Profit)

#### <Principal Assumptions>

(Million yen) Overseas: Existing outlet sales of 105%, 100 new outlets per year Domestic: Existing outlet sales of 102%, 10 new outlets per year



THIS EARNINGS FORECAST WAS CREATED BASED ON INFORMATION THAT COULD BE OBTAINED AS OF THE DATE THIS MATERIAL WAS PUBLISHED. ACTUAL RESULTS MAY VARY FROM THE FORECAST BASED ON A VARIETY OF FACTORS.



# NON-CONSOLIDATED MATERIAL



#### 2016 Fiscal Year Results (Non-consolidated)

(Unit: Million yen)

	2016 Feb. term (prev. term)	2017 Feb. term (current term)	% change from prev. term
Sales	49,871	54,575	+9.4%
<b>Gross profit</b>	5,398	6,753	+25.1%
SGA expenses	2,714	3,066	+13.0%
Operating profit	2,683	3,686	+37.4%
Non-operating profit and loss	53	△64	_
Ordinarily profit	2,736	3,622	+32.4%
Pretax current net profit	2,315	2,533	+9.4%
Current net profit	1,384	1,116	△19.3%



#### **Accounting Sales Details (Non-consolidated)**

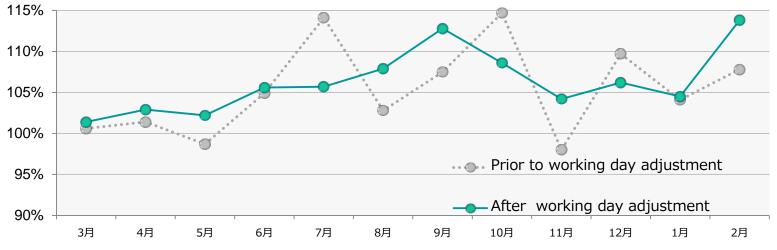
(Unit: Million yen)

	2016 Fis	cal Year	Vs. prev.	Vs.	
	Results	Composition ratio	term	existing	
Amusement machines	44,137	81.1%	111.7%	107.2%	
Products (product sales)	9,935	18.2%	102.0%	96.9%	
Consignment	147	0.3%	105.2%	_	
Play facility- related total	54,220	99.6%	109.8%	105.0%	
Other	354	0.4%	75.8%	_	
Total sales	54,575	100.0%	109.4%	105.2%	



# Monthly Transition of Existing Outlet Sales YoY (Non-consolidated)

FY2016 1Q to 2Q	March	April	May	June	July	August
Prior to working day adjustment	100.6%	101.4%	98.7%	104.9%	114.1%	102.8%
After working day adjustment	101.4%	102.9%	102.2%	105.6%	105.7%	107.9%
FY2016 3Q to 4Q	September	October	November	December	January	February
Prior to working	107.5%	444.70/	00.00/	400.70/	404.40/	407.00/
day adjustment	107.5%	114.7%	98.0%	109.7%	104.1%	107.8%



<sup>\*</sup> Former Fun Field stores not reflected in existing store YoY.



# Sales Trends by Division (Non-consolidated)

Reference

(Unit: %)

	1Q		2Q		3Q		4Q	
	Sales composition ratio	Vs. existing						
Timed play equipment	4.4	105.6	4.6	103.8	4.5	102.4	4.1	93.8
Physical sensation	9.4	82.3	8.7	90.3	8.6	93.7	8.0	93.4
Cards	15.9	82.6	16.0	94.8	18.4	108.9	16.4	107.6
Medals	24.9	97.6	26.3	104.2	24.4	100.2	25.2	105.2
Prizes	39.8	116.3	39.6	121.5	39.6	113.4	41.9	109.0
Stickers	4.3	88.1	3.4	94.1	3.1	91.2	2.7	86.9
Capsule toys	1.1	109.2	1.0	93.0	1.0	100.9	1.3	120.7
Total Sales	100.0	99.0	100.0	106.6	100.0	105.8	100.0	105.5



\* Former Fun Field store numbers are reflected in growth vs. existing by division

## Profit Transition by Quarter (Non-consolidated)

Reference

(Unit: Million yen, %)

	2017 Feb. term 1Q	Change (%)	2Q	Change (%)	3Q	Change (%)	4Q	Change (%)
Sales	12,883	+27.4	14,634	+6.0	12,551	+4.6	14,505	+4.0
Sales cost	11,621	+26.9	12,630	+4.5	11,400	0.0	12,168	+2.9
Gross profit	1,262	+32.1	2,004	+16.4	1,150	+92.1	2,336	+10.1
SGA expenses	763	+27.4	739	+4.2	725	Δ0.7	838	+24.1
Operating profit	498	+40.0	1,264	+25.0	425	_	1,498	+3.6
Non-operating profit and loss	Δ16	_	3	_	7	_	△59	_
Ordinary profit	482	Δ16.7	1,268	+99.6	432	_	1,438	Δ13.9
Extraordinary profit/loss	△459	_	Δ10	_	△58	_	560	+128.1
Pretax profit	23	△95.8	1,258	+176.6	373	_	878	△38.3
Corporate tax, etc.	223	△35.7	458	+415.4	199	_	536	+6.3
Current net profit	Δ199	_	800	+118.6	174	_	341	Δ62.8



#### **Balance Sheet (non-consolidated)**

Reference

(Unit: Million yen)

	<b>2015</b> Fis	cal Year	2016 Fisc	Change	
	Amount	Compositio n ratio	Amount	Compositio n ratio	from beginning of period
Liquid assets	6,339	19.4%	7,885	23.9%	+1,546
Fixed assets	26,367	80.6%	25,126	76.1%	Δ1,241
Total assets	32,706	100.0%	33,011	100.0%	+304
Liquid liabilities	7,098	21.7%	6,835	20.7%	Δ263
Fixed liabilities	370	1.1%	399	1.2%	+28
Total liabilities	7,469	22.8%	7,234	21.9%	△234
Total net assets	25,237	77.2%	25,776	78.1%	+539
Total liabilities and net assets	32,706	100.0%	33,011	100.0%	+304

