

Appendix



Mar 2010 Quarterly Results by Segment

(million yen)

Quarterly Results		Q1				Q2				Q3			
		Mar 2009	Mar 2010	Diff.	Prior Yr Comp	Mar 2009	Mar 2010	Diff.	Prior Yr Comp	Mar 2009	Mar 2010	Diff.	Prior Yr Comp
TSUTAYA Corporate Sales	Net Sales	16,602	13,989	(2,612)	(84%)	17,024	15,598	(1,425)	(92%)	17,289	15,881	(1,408)	(92%)
	Op. Income	(223)	(764)	(540)	(-)	20	(371)	(392)	(-)	28	(211)	(240)	(-)
	Margin	(1.3%)	(5.5%)	(4.1pt)	-	0.1%	(2.4%)	(2.5pt)	-	0.2%	(1.3%)	(1.5pt)	-
TSUTAYA Franchising	Net Sales	26,159	24,586	(1,572)	(94%)	26,767	26,168	(599)	(98%)	26,580	23,727	(2,852)	(89%)
	Op. Income	4,272	3,995	(276)	(94%)	4,846	4,440	(405)	(92%)	4,666	3,737	(928)	(80%)
	Margin	16.3%	16.3%	(0.1pt)	-	18.1%	17.0%	(1.1pt)	-	17.6%	15.8%	(1.8pt)	-
Alliance Consulting	Net Sales	2,609	2,842	+233	(109%)	2,140	2,928	+788	(137%)	2,386	2,810	+423	(118%)
	Op. Income	802	861	+59	(107%)	771	917	+146	(119%)	599	943	+343	(157%)
	Margin	30.7%	30.3%	(0.4pt)	-	36.0%	31.3%	(4.7pt)	-	25.1%	33.6%	+8.4pt	-
Membership Service	Net Sales	4,546	4,774	+227	(105%)	4,629	5,207	+577	(112%)	5,053	5,455	+402	(108%)
	Op. Income	(7)	(28)	(20)	(-)	(146)	(160)	(13)	(-)	269	514	+244	(191%)
	Margin	(0.2%)	(0.6%)	(0.4pt)	-	(3.2%)	(3.1%)	+0.1pt	-	5.3%	9.4%	+4.1pt	-
Others	Net Sales	6,756	778	(5,978)	(12%)	6,849	662	(6,187)	(10%)	2,764	647	(2,117)	(23%)
	Op. Income	(230)	96	+327	(-)	215	22	(192)	(10%)	(25)	41	+67	(-)
	Margin	(3.4%)	12.4%	+15.9pt	-	3.1%	3.4%	+0.2pt	-	(0.9%)	6.4%	+7.3pt	-
Corporate Elim.	Op. Income	(1,336)	(1,421)	(84)	(-)	(1,414)	(1,160)	+254	(-)	(1,436)	(1,292)	+143	(-)
CCC Group Consolidated	Net Sales	56,675	46,972	(9,703)	(83%)	57,411	50,565	(6,846)	(88%)	54,074	48,521	(5,552)	(90%)
	Op. Income	3,275	2,738	(536)	(84%)	4,291	3,688	(602)	(86%)	4,101	3,731	(369)	(91%)
	Margin	5.8%	5.8%	+0.1pt	-	7.5%	7.3%	(0.2pt)	-	7.6%	7.7%	+0.1pt	-



Mar 2010 Third Quarter Cumulative Operating Results by Segment

Third Quarter Cumulative

(million yen)

	TSUTAYA Corporate Sales	TSUTAYA Franchising	Alliance Consulting	Membership Services	Others	Corporate Eliminations	CCC Group Consolidated	
Net Sales	FY08 Q3 Cum. Actual	50,916	79,507	7,136	14,229	16,371	-	168,161
	FY09 Q3 Cum. Actual	45,469	74,482	8,582	15,436	2,088	-	146,059
	Difference	(5,446)	(5,025)	+1,445	+1,207	(14,282)		(22,101)
	Prior Yr Comp	(89%)	(94%)	(120%)	(108%)	(13%)		(87%)
Operating Income	FY08 Q3 Cum. Actual	(175)	13,784	2,172	115	(41)	(4,187)	11,667
	FY09 Q3 Cum. Actual	(1,348)	12,173	2,721	325	160	(3,874)	10,158
	Difference	(1,173)	(1,610)	+549	+210	+202	+313	(1,508)
	Prior Yr Comp	(-)	(88%)	(125%)	(283%)	(-)	(-)	(87%)

Existing –store losses
(1,121M)

Ad/promotion expenses Increase (497M)
Decline in royalties, proxy handling fees (240M)
Decline in PPT biz (156M)

Gross income up for loyalty & recommendation +279M
Credit Card Biz +99M

DISCAS +699M
Website redesign (197M)
Decline in electronic video delivery biz (80M)



Year Ending Mar 2010 Cumulative Third Quarter Performance:

Main Factors Affecting Operating Income Compared to Period in Prior Year

Cum. Third Quarter				(million yen)
Prior Year Comps		Positives		Negatives
Corporate Store/ Franchise	CP (Korean Content) Business income up	+ 175		Existing corporate-store income (loss) (1,121)
				Increased advertising, sales promo expenses (497)
				Decline in royalties, proxy handling fees (240)
				PPT business income decline (156)
				Supplies, fixtures gross income decline (101)
Alliance Consulting	Gross income up for Loyalty/Recommendation	+ 279		<i>Esquire</i> magazine business cessation loss (88)
	Decrease in advertising, promotion expenses	+ 155		
	Income growth for Credit Card business	+ 99		
Membership Services	DISCAS business growth	+ 699		Website redesign, system overhead increase (197)
				Mobile content business income decline (197)
Other	Improved P&L for Digital Hollywood	+ 210		Electronic video delivery income (loss) (80)
	DigitalScape no longer consolidated	+ 146		Equity method applied to IMJ (41)
		Sub Total	+1,763	Sub Total (2,718)
		Total		(955)



Mar 2010 Third Quarter Operating Results by Segment

Third Quarter

(million yen)

		TSUTAYA Corporate Sales	TSUTAYA Franchising	Alliance Consulting	Membership Services	Others	Corporate Eliminations	CCC Group Consolidated
Net Sales	FY08 3rd Quarter Actual	17,289	26,580	2,386	5,053	2,764	-	54,074
	FY09 3rd Quarter Actual	15,881	23,727	2,810	5,455	647	-	48,521
	Difference	(1,408)	(2,852)	+423	+402	(2,117)		(5,552)
	Prior Yr Comp	(92%)	(89%)	(118%)	(108%)	(23%)		(90%)
Operating Income	FY08 3rd Quarter Actual	28	4,666	599	269	(25)	(1,436)	4,101
	FY09 3rd Quarter Actual	(211)	3,737	943	514	41	(1,292)	3,731
	Difference	(240)	(928)	+343	+244	+67	+143	(369)
	Prior Yr Comp	(-)	(80%)	(157%)	(191%)	(-)	(-)	(91%)

Existing-store losses (401M)
Sumiya's profit improvement +100M

Ad/promotion expenses Increase (283M)
PPT biz. profit decline (229M)
Top Partners as equity method affiliate (188M)

Ad/promotion expenses decrease +154M
Loyalty/Recommendation +91M
Credit card biz +41M

DISCAS biz +290M
Mobile contents biz (29M)



Year Ending Mar 2010 Third Quarter (Oct-Dec) Business Performance
 Main Factors Affecting Operating Income Compared to Prior Yr Q3 (3 Months)

Q3 (Oct-Dec)
 Prior Year Comp

(million yen)

Positives

Negatives

Corporate Store/ Franchise	Sumiya income (loss) improvement	+100	Existing corporate-store income (loss)	(401)
	Proxy handling fee increase	+82	Increased advertising, sales promo expenses	(283)
Alliance Consulting			PPT business income	(229)
	Decrease in advertising, promotion exp.	+154	Top Partners as equity method affiliate	(188)
	Gross income up for Loyalty/Recommendation	+91	Royalty income decline	(51)
Membership Services	Income growth for Credit Card business	+41		
	DISCAS business growth	+290	Mobile content business income decline	(29)
Other	Electronic video delivery P&L improves	+52		
	Improved P&L for Digital Hollywood	+39		
	Sub Total	+849	Sub Total	(1,181)

Total

(332)



Key Parameter Performance Trends for CCC Group

	08 Dec 2008	09 Dec 2009	Difference
T Members	31.37 million	33.95 million	+2.58 million (+8.2%)
TSUTAYA store count	1,369	1,393	+24
Existing store sales prior yr. comp (cum.) ^{*1}	96.8 %	95.8 %	
System-wide sales prior yr. comp (cum.) ^{*2}	102.6 %	98.7 %	
TOL membership ^{*3}	14.31 million	14.99 million	+0.68 million (+4.8%)
DISCAS membership	568,000	849,000	+280,000 (+49.3%)
Active members with dual-function cards	5.17 million	5.60 million	+0.43 million (+8.3%)
Point alliance partners	51	66	+15

*1, 2 New reference comp for existing-store sales and system-wide sales.

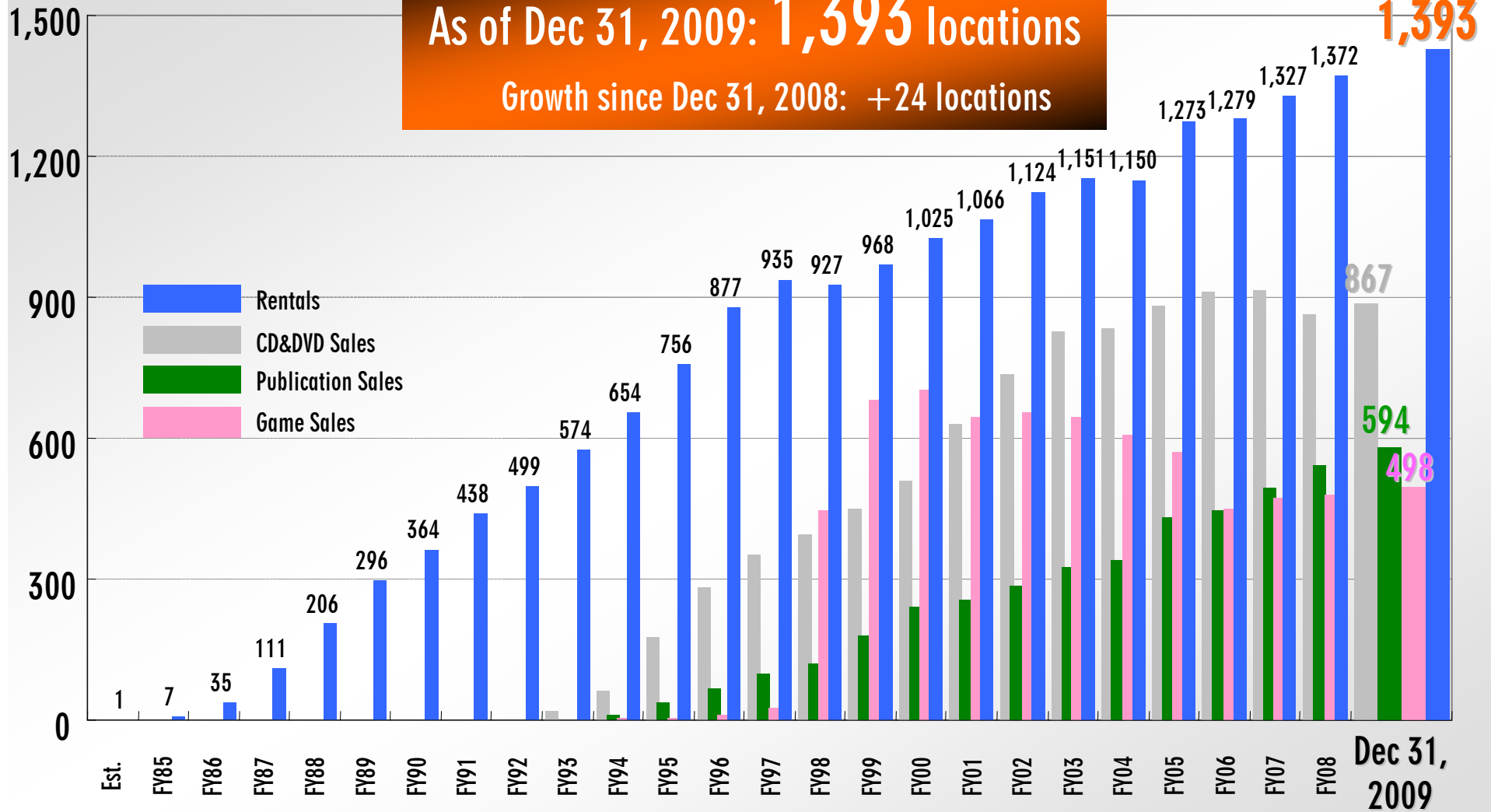
*3 New reference comp for TOL members.

**T Card members, DISCAS members, store count
represent growth in business revenue base**



TSUTAYA Store Counts (No. of Stores)

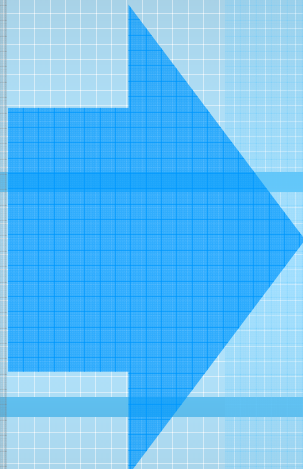
As of Dec 31, 2009: 1,393 locations
 Growth since Dec 31, 2008: +24 locations





Third Quarter Cumulative Store Openings and Total Retail Floor Space
 Total Retail Floor Space increased 3.0% over 12 months

	FY 08		FY 09	
	Closed	Opened	Closed	Opened
Store Count	40	82	33	54
Average Selling Space	510 _{m²}	1,000 _{m²}	630 _{m²}	880 _{m²}
Gross Selling Space	20,350 _{m²}	81,350 _{m²}	20,700 _{m²}	47,600 _{m²}



Reference
 As of Dec 31, 2009
 Aggregate Selling Space **1,171,500_{m²}**

vs. Dec 31, 2008
+34,300_{m²}
up 3.0%

*Includes increase and decrease associated with remodeling
 *Some sales space comprises non-franchise category merchandise



Video Rental PPT Product Sales Ratios

Fiscal Year Average

39.6%

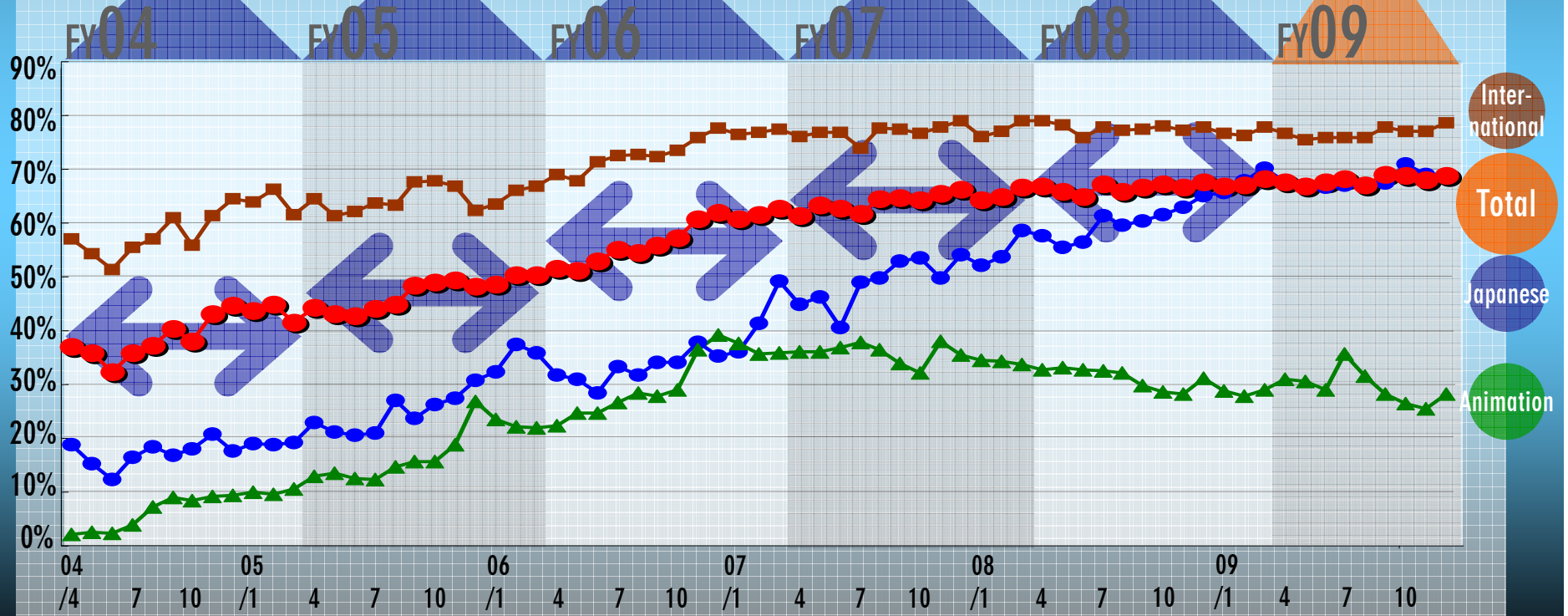
47.0%

57.2%

64.2%

66.8%

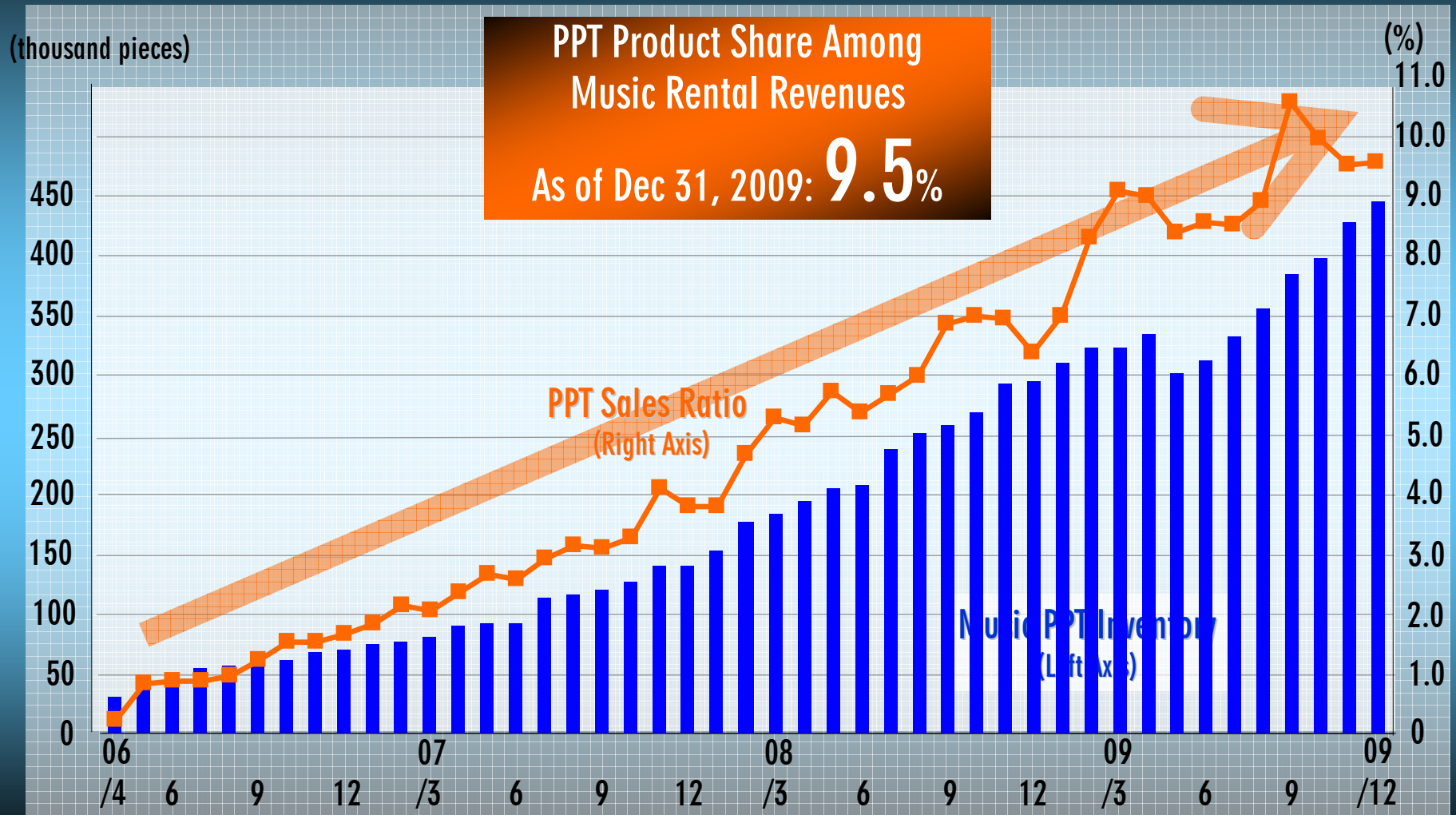
Mar '10
Q1-Q3 Avg.
68.0%



PPT rental revenue share of Japanese titles rises



Music Rental PPT Product Sales Ratios



Reinforcement of "Premier Age" target titles



Year Ending Mar 2010 3rd Q Cumulative Capital Equipment Expenditures

(million yen)

Capitalized Item	FY08 Q3 Cum.	FY09 Q3 Cum.	Difference
Buildings (Including under construction)	895	588	(307)
Lands (Including security deposits)	484	94	(390)
Equipment, furnishings, machinery, transp	859	528	(331)
Software (Including under development)	2,986	2,887	(99)
Copyright (Including fee allowance)	149	396	+247
Leased assets	5,540	58	(5,482)
Goodwill	62	2	(59)
Consolidation Adjustment	0	0	(0)
Total	10,975	4,553	(6,422)
Total (Excluding Leased Assets)	5,435	4,495	(940)

*Changes in accounting principles for lease transactions have led to accounting for leased assets on the balance sheet from the last fiscal period.
Leased assets of ¥5,515 million were recorded under capex.



Business Segment Changes Companies Constituting Segments and Business Descriptions

Mar 31, 2009: Scope of Consolidation

Business Segment/Company	
Store Operation Business	
• TSUTAYA Stores Holdings Co., Ltd.	❖
• TSUTAYA Stores Co., Ltd.	❖
• Sumiya Co., Ltd.	
■ Newco One Co., Ltd.	
Franchise Operation Business	
• TSUTAYA Co., Ltd.	❖
• TSUTAYA WonderGoo Co., Ltd.	
Product Operation Business	
• Rentrak Japan Co., Ltd.	❖
• Blowout Japan Co., Ltd.	❖
• BM.3 Corporation	❖
• Culture Publishers Co., Ltd.	❖
• Esquire Magazine Japan Co., Ltd.	
• Top Partners Co., Ltd.	
• Book-ing, Inc. (current Fukkan.com)	
• TSUTAYA USA, Inc.	
■ MPD Co., Ltd.	
■ TC Entertainment Co., Ltd.	
Internet-Related Business	
• TSUTAYA Online Co., Ltd.	❖
■ Yume no Machi Souzou linkai, Co. Ltd.	
Card Operation Business	
• T Card & Marketing Co., Ltd.	❖
Marketing Solution Business	
• CCC Communications Co., Ltd.	❖
• Digital Hollywood Co., Ltd.	
• DigitalScape Co., Ltd.	
■ IMJ Corporation	
Corporate	
Parent Company	
• CCC Casting Co., Ltd.	❖
• CCC Lifestyle Institute Co., Ltd.	❖
• TSUTAYA Holdings Co., Ltd.	❖

Mar 2010 Third Quarter Scope of Consolidation

Business Segment/Company	Business Description	ref) Changes from Mar 2009
TSUTAYA Corporate Stores Business		
Culture Convenience Club Co., Ltd.	Store operations	Former "Store Operation Business"
• Sumiya Co., Ltd.		
■ Newco One Co., Ltd.		
TSUTAYA Franchising Business		
Culture Convenience Club Co., Ltd.	TSUTAYA franchising PPT operations Product manufacture, sales, distribution	Former Franchise Operation and Product Operation Businesses
• TSUTAYA WonderGoo Co., Ltd.		
• Esquire Magazine Japan Co., Ltd.		
• Top Partners Co., Ltd.		
■ MPD Co., Ltd.		
■ TC Entertainment Co., Ltd.		
■ VCJ Corporation		
Alliance Consulting Business		
Culture Convenience Club Co., Ltd.	Point loyalty operations Affiliated credit card issuance Marketing and advertising	Former Card Operation Business *Includes former TSUTAYA online advertising operations
• T Point Co., Ltd.		
Membership Services Business		
Culture Convenience Club Co., Ltd.	Home delivery rentals Mobile content Online shopping operations Video/music electronic delivery	Former Internet-Related Business **Includes T Mall operations of former Card Operation Business
• Fukkan.com		
■ Kakaku.com, Inc.		
■ Yume no Machi Souzou linkai, Co. Ltd.		
Other		
• Digital Hollywood Co., Ltd.	School operations University and graduate school	Former Marketing Solution Business
■ IMJ Corporation		
Corporate		
Culture Convenience Club Co., Ltd.	Managerial and administrative staff	Back-office departments of each company consolidated upon consolidation of companies
• TSUTAYA USA, Inc.		

LEGEND

- Consolidated subsidiary
- Equity method affiliate
- ❖ Companies consolidated into Culture Convenience Club Co., Ltd., effective Mar 31, 2009, through business assignment, merger, absorption, and dissolution

- 1) For the income in each business segment, the sales and expenses of the staff departments are allocated in proportion to the benefit received from their functions (for former Store Operation and Franchise Operation businesses).
- 2) TSUTAYA Store Operations Business is erased, and prior year performance is eliminated.
- 3) Business consignment from former Franchise Operation for Internet promotions booked as sales by former Internet-Related Operation is erased, and prior year performance is eliminated.



**Year Ending Mar. 31, 2010
Third Quarter Financial Results Presentation**

February 10, 2010

Culture Convenience Club Co., Ltd. (4756)

Among the content provided herein, details that are not historical fact consist of future forecasts based on the outlook and plans made for the future by CCC. These future forecasts include elements of risk and uncertainty. Actual results and performance may differ from the outlook provided.