

Appendix



Year Ending Mar 2010: Full-Year Operating Income Plan by Segment

Mar 2010
Full Year Plan

(million yen)

	TSUTAYA Corporate Sales	TSUTAYA Franchising	Alliance Consulting	Membership Services	Others	Corporate Eliminations	CCC Group Consolidated	
Net Sales	FY08 Full Year Actual	67,638	104,964	9,892	19,144	19,049	-	220,688
	FY09 Full Year Plan	57,800	101,500	12,000	21,000	2,700	-	195,000
	Difference	(9,838)	(3,464)	+2,107	+1,855	(16,349)		(25,688)
	Prior Yr Comp	(85%)	(97%)	(121%)	(110%)	(14%)		(88%)
Operating Income	FY08 Full Year Actual	(285)	18,501	2,887	51	(118)	(5,785)	15,249
	FY09 Full Year Plan	(1,800)	17,500	3,800	100	100	(5,200)	14,500
	Difference	(1,514)	(1,001)	+912	+48	+218	+585	(749)
	Prior Yr Comp	(-)	(95%)	(132%)	(196%)	(-)	(-)	(95%)

*Figures for results of the year ended Mar 2009 under new business segments are unaudited, and may undergo changes at the time of closing each quarter.

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Mar 2010 Second Quarter:

Ordinary Income Down 15.3%, Net Income Down 83.8%

(million yen)

Second Quarter (Jul-Sep)	Mar 2008 (Jul-Sep)	Mar 2009 (Jul-Sep)	Mar 2010 (Jul-Sep)	Difference	Prior Yr Comp
Net Sales	60,908	57,411	50,565	(6,846)	88.1%
Operating Income	4,316	4,291	3,688	(602)	86.0%
Ordinary Income	4,529	4,556	3,857	(698)	84.7%
Net Income	1,104	2,435	394	(2,040)	16.2%
EBITDA (Reference)	5,797	5,578	4,979	(598)	89.3%

*EBITDA = Operating Income + Depreciation and Amortization

Year Ending Mar 2010: 2nd Quarter Operating Results by Segment

Mar 2010
Second Quarter

(million yen)

		TSUTAYA Corporate Sales	TSUTAYA Franchising	Alliance Consulting	Membership Services	Others	Corporate Eliminations	CCC Group Consolidated
Net Sales	FY08 2nd Quarter Actual	17,024	26,767	2,140	4,629	6,849	-	57,411
	FY09 2nd Quarter Actual	15,598	26,168	2,928	5,207	662	-	50,565
	Difference	(1,425)	(599)	+788	+577	(6,187)		(6,846)
	Prior Yr Comp	(92%)	(98%)	(137%)	(112%)	(10%)		(85%)
Operating Income	FY08 2nd Quarter Actual	20	4,846	771	(146)	215	(1,414)	4,291
	FY09 2nd Quarter Actual	(371)	4,440	917	(160)	22	(1,160)	3,688
	Difference	(392)	(405)	+146	(13)	(192)	+254	(602)
	Prior Yr Comp	(-)	(92%)	(119%)	(-)	(10%)	(-)	(85%)

Existing-store losses
(428M)
Sumiya's profit losses
(59M)

Increase in advertising costs
(251M)
Decline in proxy ordering fees
(214M)
Store-opening related loss
(21M)

GP growth in point biz &
recommendation biz
+117M
Credit Card Biz +20M

Growth in DISCAS biz
+175M
Decline in mobile contents
biz (99M)

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Year Ending Mar 2010 Second Quarter (July-September) Performance:
Main Factors Affecting Operating Income Compared to Prior Yr Q2 (3 Months)

Q2 (Jul-Sep)
Prior Year Comp

(million yen)

Positives

Negatives

Corporate Store/ Franchise	Income up with PPT business efficiencies	+41	Existing corporate-store income (loss)	(428)
	Loss mitigation of <i>Esquire</i> Magazine	+28	Sumiya income (loss)	(59)
	Increased royalty, ad co-op income	+25	Increased advertising, sales promo expenses	(251)
Alliance Consulting	Gross income up for Loyalty/Recommendation	+117	New store-related revenues decline	(21)
	Income growth for Credit Card	+20	Fees payable rise with systems upgrade	(152)
Membership Services	DISCAS business growth	+175	Mobile content business income declines	(99)
			Electronic video delivery income (loss)	(46)
Other	Improved P&L for Digital Hollywood	+86	IMJ becomes equity method affiliate	(231)
SUB TOTAL		+492	SUB TOTAL	(1,287)

Total

(795)

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Key Parameter Performance Trends for CCC Group

	08 Sep 2008	09 Sep 2009	Difference
 T Card members	30.75 million	33.41 million	+2.67 million (+8.7%)
 TSUTAYA store count	1,352	1,380	+28
 Existing store sales prior yr. comp (cum.) ^{*1}	97.3 %	94.1 %	
 System-wide sales prior yr. comp (cum.) ^{*2}	103.9 %	96.6 %	
 TOL members ^{*3}	13.95 million	15.06 million	+1.11 million (+8.0%)
 DISCAS members	537,000	797,000	+260,000 (+48.5%)
 Active members with dual-function cards	5.11 million	5.50 million	+0.38 million (+7.5%)
 Point alliance partners	49	56	+7

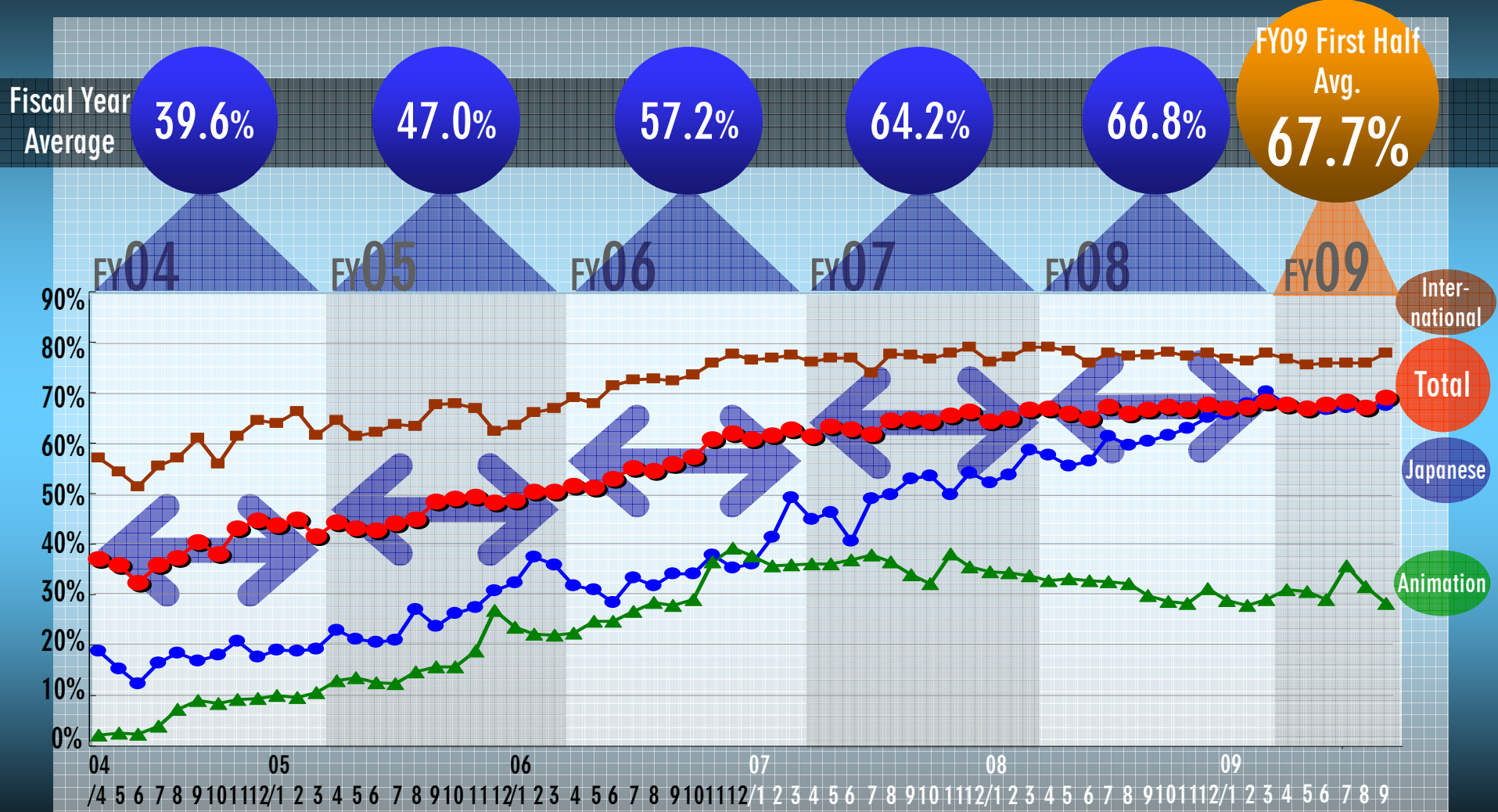
*1, 2 New reference comp for existing-store sales and system-wide sales.

*3 New reference comp for TOL members.

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



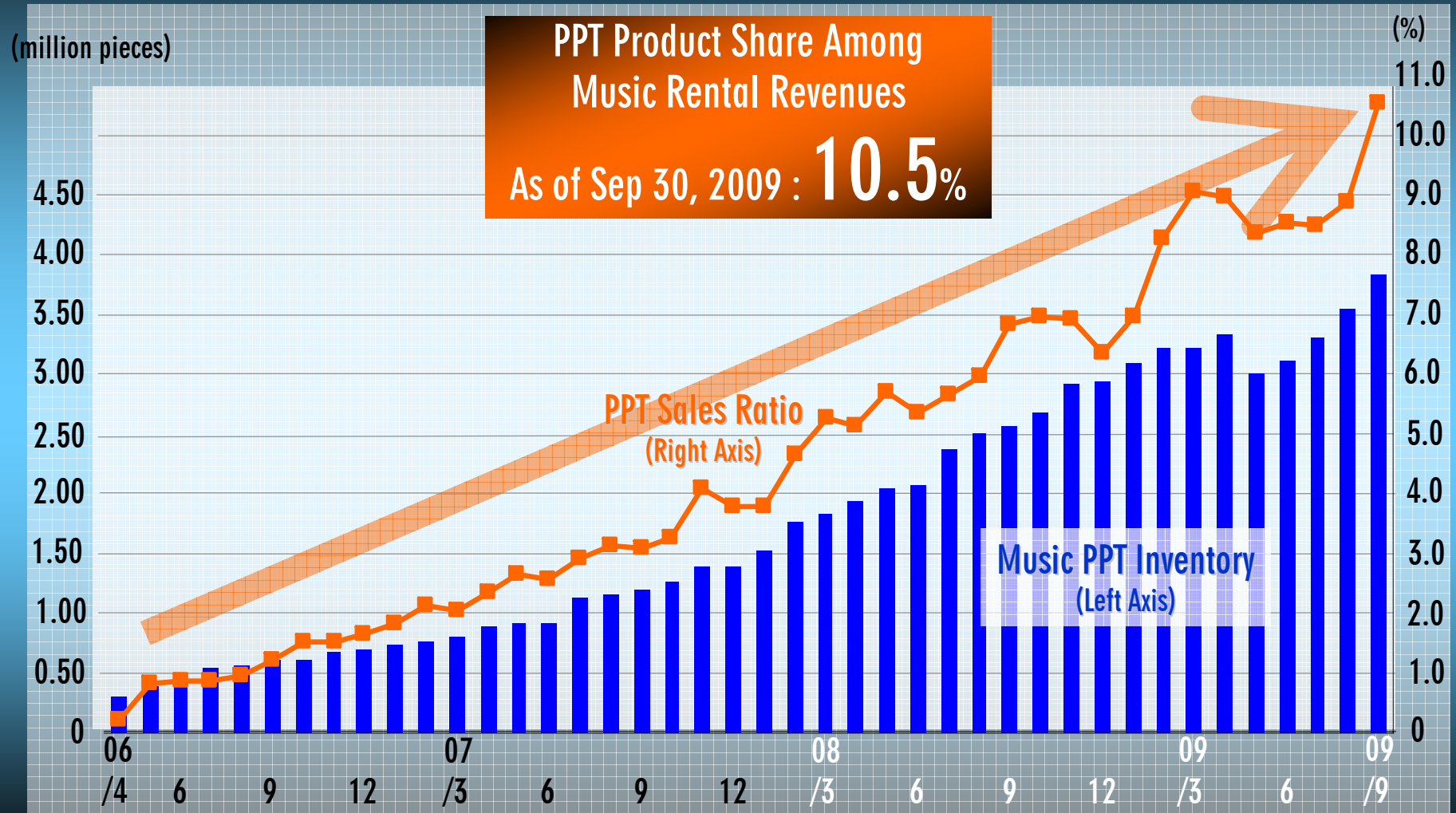
Video Rental PPT Product Sales Ratios



PPT rental revenue share increase of Japanese titles push up total share



Music Rental PPT Product Sales Ratios



Addition of the long-selling titles
Led the share to the 10% level




Second Quarter Cumulative Performance: Delay in TSUTAYA Business Plans

	FY09 Q2 Cum. Plan	FY09 Q2 Cum. Actual	Difference
Store Openings	52 locations	30 locations	(22) locations
Net Store Increase	32 stores	8 stores	(24) stores
Existing-Store prior yr comps	98.1 %	94.1 %	(4.0) pt
Rentals	101.6 %	97.9 %	(3.7) pt
CD & DVD sales	90.1 %	77.3 %	(12.8) pt
Publication sales	99.4 %	97.8 %	(1.6) pt
Game sales	99.1 %	106.5 %	+7.4 pt
Used sales	98.0 %	99.8 %	+1.8 pt
System-wide prior yr comps	101.0 %	96.6 %	(4.4) pt
PPT shimpents	1,664	1,922	115.5 %
PPT share of rental revenues	67.5 %	67.7 %	+0.2 Pt



Second Quarter Cumulative Performance:
Healthy Increase in Membership Growth

	FY09 Annual Plan	FY09 Q2 Cum.	Progress to Annual plan
 T Members	+2.98 million	+1.39 million	46.7 %
 Dual Function T Card Holders	+270,000	+220,000	80.9 %
 TOL membership	+1.17 million	+0.23 million	19.8 %
 DISCAS membership	+220,000	+147,000	66.7 %



Year Ended Mar 2010 2nd Q Cumulative Capital Equipment Expenditures

(Unit: million yen)

Capitalized Item	FY08 Q2 Cum.	FY09 Q2 Cum.	Difference
Buildings (Including under construction)	800	340	(459)
Lands (Including security deposits)	461	52	(409)
Equipment, furnishings, machinery, transp	763	403	(361)
Software (Including under development)	1,927	2,132	+205
Copyright (Including fee allowance)	149	110	(39)
Leased assets	5,515		(5,515)
Goodwill	36	2	(34)
Consolidation Adjustment	0		(0)
Total	9,653	3,040	(6,612)
Total (Excluding Leased Assets)	4,137	3,040	(1,097)

*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.



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

November 6, 2009

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.