

YONDOSHI HOLDINGS INC.
First Section, Tokyo Stock Exchange (8008)

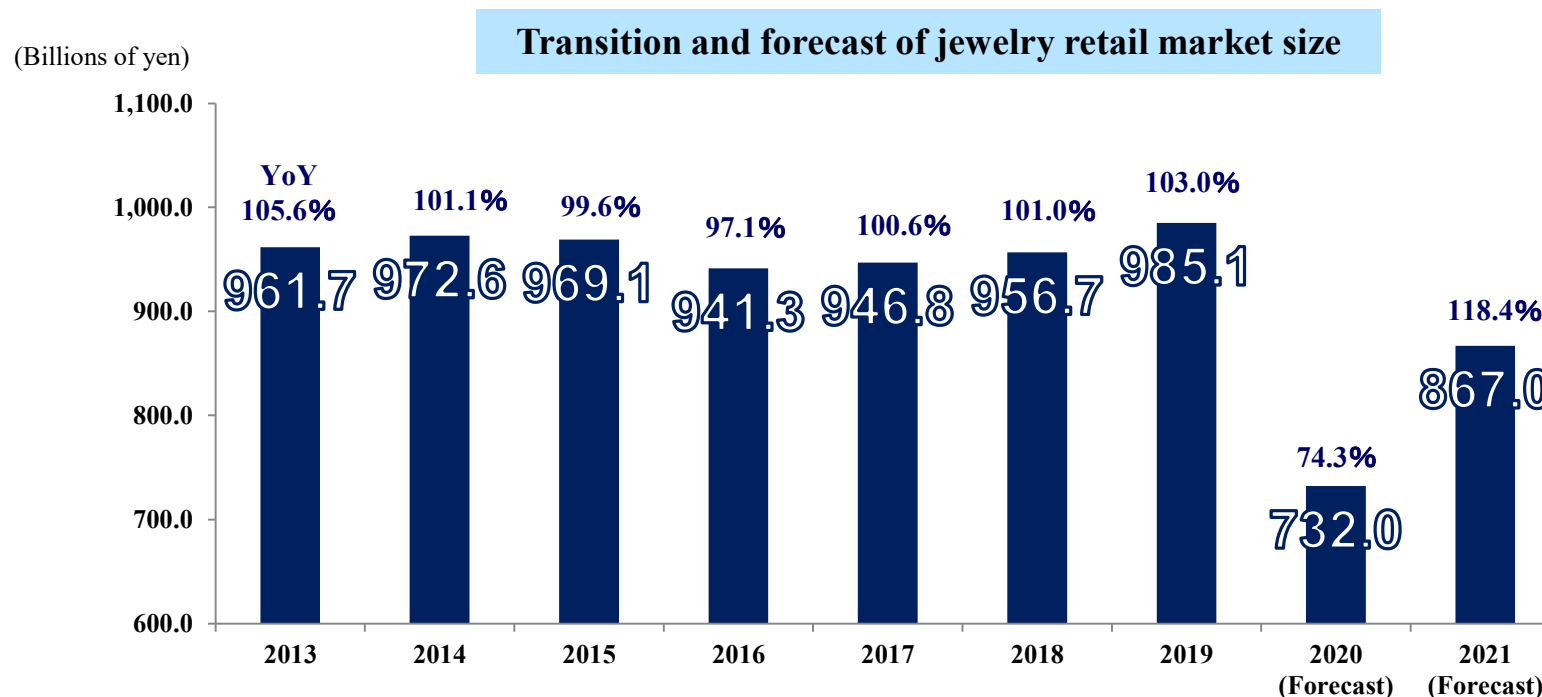
Reference Materials

October 12, 2020

1. Jewelry Market Trends

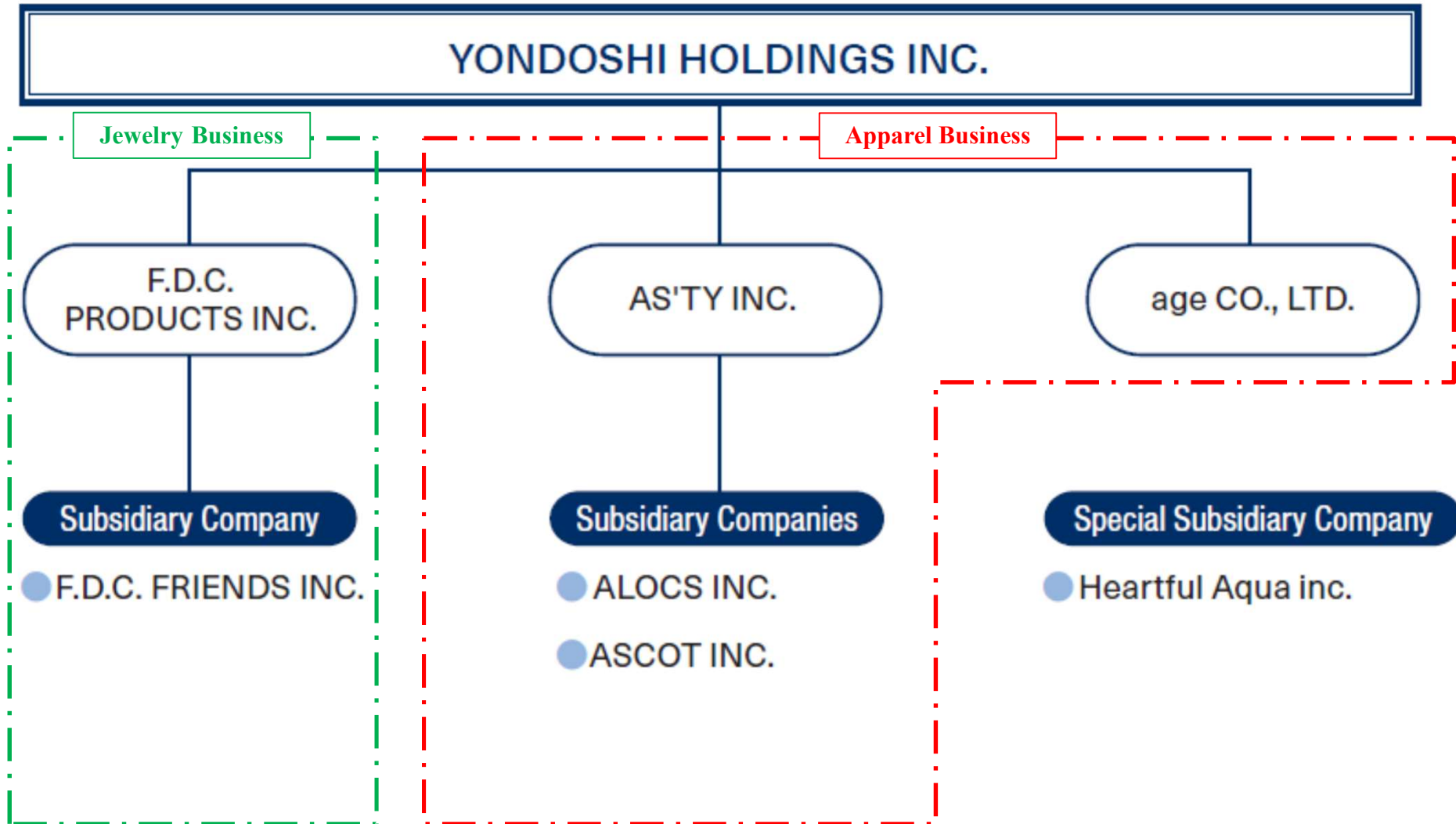
Projecting a year-on-year downturn of 25.7%, to ¥732 billion in 2020

- ◆ Despite a nominal year-on-year increase of 3%, to ¥985.1 billion, scale of the market climbed for a third consecutive year in 2019
- ◆ While the number of visitors to brick and mortar stores declined over the peak Christmas period, purchases through online channels were marked in 2019
- ◆ Taking into consideration the many small and medium-sized businesses in the jewelry market, difficult to ignore the direct damage caused by the burden of carrying inventories and restraints on operations attributable to COVID-19; market trends deteriorating to levels that exceed the Lehman shock



Source: Summary of the “Jewelry Market in Japan: Key Research Findings 2020” posted on the Institute’s homepage.

2. YONDOSHI HOLDINGS Group Organization



3. Net Sales by Business (Consolidated)

(Millions of yen, %)	1H FY 2019 (2019/8)			1H FY 2020 (2020/8)		
	Actual results	Share (%)	YoY(%)	Actual results	Share (%)	YoY(%)
Jewelry business domain (*1)	12,671	57.8	-3.3	8,534	47.5	-32.6
Apparel business domain (*1)	9,254	42.2	+3.0	9,446	52.5	+2.1
(The AS'TY Group) (*2)	5,530	53.7	-2.9	5,017	49.2	-9.3
(age) (*2)	4,776	46.3	+6.1	5,174	50.8	+8.3
Total	21,925	100.0	-0.8	17,980	100.0	-18.0

(*1. Net sales to external customers)

(*2. Figures are before accounting for intersegment net sales and transfers; the Apparel Business composition ratio is calculated using the simple sum)

4. Overview of Capital Investment as well as Depreciation and Amortization (Consolidated)

		1H FY 2019 (2019/8)	1H FY 2020 (2020/8)		(Reference) FY 2019 (2020/2)
		Amount (Millions of yen) Actual results	Amount (Millions of yen) Actual results	YoY (%)	Amount (Millions of yen) Actual results
Jewelry Business	Capital investment	248	207	-16.5	645
	Depreciation and amortization	299	302	+1.0	890
Apparel Business	Capital investment	144	190	+31.9	202
	Depreciation and amortization	167	166	-0.6	330

5. Overview of Employees (Consolidated)

	1H FY2019 (2019/8)	1H FY2020 (2020/8)
Regular employees (The number in a parenthesis represent female employees) (Persons)	1,841 (1,575)	1,398 (1,195)
Part-timers (Persons)	935	907
Total (Persons)	2,776	2,305
Ratio of female employees (%)	85.6	85.5

* Ratio of female employees excluding part-time employees.

6. Jewelry Business: Sales by Brand and Product

(Millions of yen, %)	1H FY2019 (2019/8)		FY2019 (2020/2)		1H FY2020 (2020/8)	
	Actual results	YoY	Actual results	YoY	Actual results	YoY (%)
4°C Total *	8,410	-0.7	18,248	-4.4	5,457	-35.1
(4°C Jewelry)	(5,704)	-	(12,815)	-	(3,726)	-
(4°C BRIDAL specialty store)	(2,705)	-	(5,433)	-	(1,731)	-
Canal Produced by 4°C	2,025	-2.3	4,163	-14.1	1,349	-33.4
EAU DOUCE4°C	238	-18.1	520	-14.8	136	-42.9
MAISON JEWELL	192	-11.4	387	-19.5	106	-44.5
Luria 4°C	599	-27.8	1,087	-34.6	106	-82.2
EC Business	660	+1.4	1,692	-0.9	890	+34.8
Overseas•Advance Sales•Other	547	-4.7	890	-0.1	490	-10.4
Total	12,671	-3.3	26,987	-7.9	8,534	-32.6

*1 The figures for 4°C Total represent the sums of the figures for 4°C and 4°C BRIDAL

7. Jewelry Business: Number of Customers and Average Spending per Customer by Brand and Product

Existing stores YoY (%)	FY 2019 (2020/2)		1H FY2020 (2020/8)	
	Number of customers	Average spending per customer	Number of customers	Average spending per customer
4°C Jewelry	-1.1	+1.8	-29.0	-3.7
4°C BRIDAL	+4.0	-0.6	-33.3	-1.2
Canal4°C	-1.6	+1.7	-38.6	+1.2
EAU DOUCE4°C	-13.2	-1.7	-36.7	-5.2

8. Jewelry Business : Sales by Store Channel

	1H FY2019 (2019/8)	1H FY2020 (2020/8)		
	Actual results (Millions of yen)	Actual results (Millions of yen)	YoY (%)	Share (%)
Roadside stores	135	59	-55.9	0.7
Bridal stores	2,510	1,607	-36.0	18.8
Fashion buildings	3,660	2,181	-40.4	25.6
Department stores	5,160	3,308	-35.9	38.8
EC Business	660	890	+34.8	10.4
Overseas•Advance Sales•Other	547	490	-10.4	5.7
Total	12,671	8,534	-32.6	100.0

We kindly request that you direct all inquiries regarding this document and investor relations in general to the following point of contact:

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