

Summary of Financial Results for the Third Quarter of Fiscal Year 2016 (Nine Months Ended September 30, 2016)

[Japanese GAAP]

October 28, 2016

Company name: **SENSHUKAI CO.,LTD.** Stock exchange: Tokyo Stock Exchange, First Section
 Stock code: 8165 URL: <http://www.senshukai.co.jp>
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Scheduled date of filing of Quarterly Report: November 11, 2016

Scheduled date of payment of dividend: -

Preparation of supplementary materials for quarterly financial results: None

Holding of quarterly financial results meeting: None

(All amounts are rounded down to the nearest millions of yen)

1. Consolidated Financial Results for the 3rd Quarter of 2016 (January 1, 2016 – September 30, 2016)

(1) Consolidated operating results (cumulative)

(Percentages represent changes from the same period of the previous fiscal year)

	Net sales		Operating income		Ordinary income		Profit attributable to owners of parent	
	Millions of yen	%	Millions of yen	%	Millions of yen	%	Millions of yen	%
3Q 2016	93,057	(3.3)	(838)	-	(185)	-	144	-
3Q 2015	96,191	(5.8)	(2,621)	-	(1,337)	-	(1,516)	-

Note: Comprehensive income (millions of yen) 3Q 2016: (4,164) (- %) 3Q 2015: (2,201) (- %)

	Net income per share	Diluted net income per share
	Yen	Yen
3Q 2016	2.78	2.46
3Q 2015	(31.53)	-

(2) Consolidated financial position

	Total assets	Net assets	Equity ratio	Net assets per share
	Millions of yen	Millions of yen	%	Yen
3Q 2016	100,218	48,987	48.8	940.63
Fiscal Year 2015	105,352	53,705	51.0	1,028.17

Reference: Shareholders' equity (millions of yen) 3Q 2016: 48,938

Fiscal Year 2015: 53,678

2. Dividends

	Dividend per share				
	1Q-end	2Q-end	3Q-end	Year-end	Total
	Yen	Yen	Yen	Yen	Yen
Fiscal Year 2015	-	4.00	-	4.00	8.00
Fiscal Year 2016	-	4.00	-	-	-
Fiscal Year 2016 (forecasts)	-	-	-	4.00	8.00

Note: Revision to the most recently announced dividend forecast: None

3. Consolidated Outlook for Fiscal Year 2016 (January 1, 2016 – December 31, 2016)

(Percentages represent changes from the same period of the previous fiscal year)

	Net sales		Operating income		Ordinary income		Profit attributable to owners of parent		Net income per share
	Millions of yen	%	Millions of yen	%	Millions of yen	%	Millions of yen	%	Yen
Full Year 2016	133,700	(0.5)	1,300	-	1,750	-	750	-	14.40

Note: Revision to the most recently announced consolidated outlook: None

*** Notes**

(1) Changes in significant subsidiaries during the period (changes in specified subsidiaries resulting in changes in scope of consolidation): None

Newly added: -

Excluded: -

(2) Application of special accounting methods for presenting quarterly consolidated financial statements: Yes

Note: Please refer to “2. Matters Related to Summary Information (Notes), (2) Application of Special Accounting Methods for Presenting Quarterly Consolidated Financial Statements” on page 3 for further information.

(3) Changes in accounting policies and accounting-based estimates, and restatements

1) Changes in accounting policies due to revisions in accounting standards, others: Yes

2) Changes in accounting policies other than 1) above: None

3) Changes in accounting-based estimates: None

4) Restatements: None

Note: Please refer to “2. Matters Related to Summary Information (Notes), (3) Changes in Accounting Policies and Accounting-based Estimates, and Restatements” on page 3 for further information.

(4) Number of shares outstanding (common shares)

1) Number of shares outstanding at the end of the period (including treasury shares)

3Q 2016:	52,230,393 shares	Fiscal Year 2015:	52,230,393 shares
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2) Number of treasury shares at the end of the period

3Q 2016:	203,399 shares	Fiscal Year 2015:	23,256 shares
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3) Average number of shares outstanding during the period

3Q 2016:	52,119,496 shares	3Q 2015:	48,099,833 shares
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Note: The Senshukai stock held by the trust that is recorded as treasury shares under shareholders' equity is included in the number of treasury shares at the end of 3Q (third quarter) 2016, and is deducted from the number of shares that is used to calculate the average number of shares outstanding during 3Q (cumulative third quarter) 2016.

* Disclosure regarding the implementation of quarterly review procedures

This quarterly financial report is not subject to quarterly review procedures based on the Financial Instruments and Exchange Act. Thus, at the time of its disclosure, the quarterly financial statement review procedures based on the Financial Instruments and Exchange Act have not been completed.

* Cautionary statement with respect to forward-looking statements

The above projections are based on information available at the time of release of this report. Actual results could differ significantly from these projections due to a variety of factors. For further details regarding the projections, please refer to page 3, “1. Qualitative Information on Quarterly Consolidated Financial Performance, (3) Explanation of Consolidated Forecasts and Other Forward-looking Statements.”

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1. Qualitative Information on Quarterly Consolidated Financial Performance

(1) Explanation of Results of Operations

In the cumulative third quarter (January 1, 2016 to September 30, 2016) of the current fiscal year, the Japanese economy followed a moderate improvement trend in corporate earnings and the employment situation. However, the economic outlook remains uncertain because of a possible economic slowdown in China and other emerging countries and concerns over the global economy due to the effects of Brexit. Regarding the retailing industry, consumers remained budget-minded and price conscious, taking a defensive stance toward spending. As a result, personal consumption on the whole was sluggish and lacked strength.

The Senshukai Group is currently in the third year of the medium- to long-term management plan “Innovate for Smiles 2018” that covers the five-year period ending in 2018. All group companies are focusing their energy on achieving the goals of this plan.

Net sales in the cumulative third quarter decreased 3.3% year-over-year to 93,057 million yen. This was mainly because of sluggish sales of apparel and fashion accessories which account for relatively large percentages of total sales in our mainstay mail-order business.

Operating loss was 838 million yen compared with a loss of 2,621 million yen in the same period of the previous fiscal year. Improvement in the gross profit margin and the reduction in selling, general and administrative expenses fell short of offsetting the impact on earnings caused by lower sales. Ordinary loss was 185 million yen compared with a loss of 1,337 million yen in the same period of the previous fiscal year. The increase was mainly due to the share of profit of Watabe Wedding Corporation, which was included as an affiliate accounted for using the equity method from the previous fiscal year. Profit attributable to owners of parent was 144 million yen compared with a loss of 1,516 million yen in the same period of the previous fiscal year.

Overview by segment

(Mail-order Business)

Consolidated sales in the mail-order business, centered on the catalog and the Internet businesses, decreased 5.7% year-over-year to 77,582 million yen in the cumulative third quarter. There was an operating loss of 913 million yen compared with a loss of 2,873 million yen in the same period of the previous fiscal year.

(Bridal Business)

Consolidated sales in the bridal business, centered on the house wedding business, increased 10.1% year-over-year to 11,250 million yen in the cumulative third quarter. There was an operating loss of 361 million yen compared with operating loss of 38 million yen in the same period of the previous fiscal year.

(Corporates Business)

Consolidated sales in the corporates business, which provides products and services to corporations, increased 11.8% year-over-year to 3,479 million yen, and operating income increased 50.5% to 395 million yen.

(Others)

Consolidated sales in other businesses, which provides services business (primarily insurance and credit card services) and childcare business, increased 27.0% year-over-year to 745 million yen, and operating income increased 41.6% to 30 million yen.

(2) Explanation of Financial Position

(Balance sheet position)

Assets totaled 100,218 million yen at the end of the third quarter of the current fiscal year, a decrease of 5,133 million yen from the end of the previous fiscal year.

Current assets decreased 2,433 million yen to 49,513 million yen. The main factors were decreases of 3,908 million yen in cash and deposits and 2,914 million yen in accounts receivable-other, while there was an increase of 4,294 million yen in merchandise and finished goods. Non-current assets decreased 2,699 million yen to 50,705 million yen. The factors were decreases of 1,336 million yen in property, plant and equipment, 743 million yen in intangible assets and 619 million yen in investments and other assets.

Current liabilities decreased 1,325 million yen to 30,084 million yen. The main factors were decreases of 2,279 million yen in electronically recorded obligations-operating, 455 million yen in other, and 450 million yen in current portion of bonds, while there was an increase of 2,124 million yen in accounts payable-trade. Non-current liabilities increased 910 million yen to 21,146 million yen. The main factors were increases of 619 million yen in other and 285 million yen in long-term loans payable.

Net assets decreased 4,718 million yen to 48,987 million yen. The main factors were decreases of 3,720 million yen in deferred gains or losses on hedges, 353 million yen in revaluation reserve for land, and 341 million yen in valuation difference on available-for-sale securities. Consequently, the equity ratio was 48.8%.

(3) Explanation of Consolidated Forecasts and Other Forward-looking Statements

Senshukai currently maintains its consolidated outlook for the current fiscal year (January 1, 2016 to December 31, 2016) that was revised and released on July 22, 2016.

2. Matters Related to Summary Information (Notes)**(1) Changes in Significant Subsidiaries during the Period**

Not applicable.

(2) Application of Special Accounting Methods for Presenting Quarterly Consolidated Financial Statements

(Calculation of tax expense)

The tax expenses are calculated by first reasonably estimating the effective tax rate after the application of tax effect accounting with respect to profit before income taxes for the fiscal year in which the quarter under review falls, and multiplying that rate by the profit before income taxes for the quarter under review. However, the Company uses legally stipulated effective tax rates to calculate tax expenses for cases in which using estimated tax rates gives a noticeably irrational result.

(3) Changes in Accounting Policies and Accounting-based Estimates, and Restatements

(Application of the Accounting Standard for Business Combinations, etc.)

The Company has applied the “Accounting Standard for Business Combinations” (Accounting Standards Board of Japan (ASBJ) Statement No. 21, September 13, 2013), “Accounting Standard for Consolidated Financial Statements” (ASBJ Statement No. 22, September 13, 2013), “Accounting Standard for Business Divestitures” (ASBJ Statement No. 7, September 13, 2013), etc. from the first quarter. Accordingly, difference arising from changes in the Company’s ownership interests in subsidiaries in cases where control is retained is recognized in capital surplus, and acquisition-related costs in connection with business combinations are recognized as expenses in the fiscal year in which they arise. Regarding business combinations that take place on or after the beginning of the first quarter, the Company has revised the method to reflect reviewed allocation of the acquisition costs arising from determination of the provisional accounting treatment on the quarterly consolidated financial statements to which the date of the business combination belongs. In addition, the presentation of net income and other items has been revised, and the minority interests item has been renamed non-controlling interests. For consistency with

these changes, the consolidated financial statements for the cumulative third quarter of the previous fiscal year and the previous fiscal year have been revised.

The Company has adopted these accounting standards, etc. from the beginning of the first quarter, in accordance with the transitional accounting treatments set forth in Article 58-2 (4) of the Accounting Standard for Business Combinations, Article 44-5 (4) of the Accounting Standard for Consolidated Financial Statements, and Article 57-4 (4) of the Accounting Standard for Business Divestitures.

The application of these standards has no effect on earnings.

(Application of Practical Solution on a Change in Depreciation Method due to Tax Reform 2016)

Following the change in the Corporation Tax Act, the Company has applied the “Practical Solution on a Change in Depreciation Method due to Tax Reform 2016” (ASBJ Practical Issues Task Force (PITF) No. 32, June 17, 2016) from the second quarter of the current fiscal year, and changed the depreciation method for equipment attached to buildings and structures acquired on or after April 1, 2016, from the declining-balance method to the straight-line method.

The effect of this change on earnings is insignificant.

3. Quarterly Consolidated Financial Statements**(1) Quarterly Consolidated Balance Sheet**

(Millions of yen)

	Fiscal Year 2015 (As of Dec. 31, 2015)	3Q 2016 (As of Sep. 30, 2016)
Assets		
Current assets		
Cash and deposits	14,303	10,394
Notes and accounts receivable-trade	4,046	4,402
Merchandise and finished goods	18,025	22,320
Accounts receivable-other	9,781	6,867
Other	6,013	5,736
Allowance for doubtful accounts	(222)	(207)
Total current assets	51,947	49,513
Non-current assets		
Property, plant and equipment		
Buildings and structures, net	16,052	16,771
Land	12,091	11,427
Other, net	3,826	2,434
Total property, plant and equipment	31,970	30,633
Intangible assets		
Goodwill	2,243	2,081
Other	2,853	2,271
Total intangible assets	5,097	4,353
Investments and other assets		
Investment securities	9,877	9,260
Other	6,726	6,723
Allowance for doubtful accounts	(265)	(265)
Total investments and other assets	16,337	15,718
Total non-current assets	53,404	50,705
Total assets	105,352	100,218

	(Millions of yen)	
	Fiscal Year 2015 (As of Dec. 31, 2015)	3Q 2016 (As of Sep. 30, 2016)
Liabilities		
Current liabilities		
Electronically recorded obligations-operating	11,084	8,805
Accounts payable-trade	5,346	7,471
Short-term loans payable	2,111	1,817
Current portion of bonds	450	-
Income taxes payable	121	176
Provision for sales promotion expenses	402	377
Other	11,892	11,436
Total current liabilities	31,410	30,084
Non-current liabilities		
Bonds with subscription rights to shares	7,000	7,000
Long-term loans payable	9,181	9,467
Net defined benefit liability	93	98
Other	3,961	4,581
Total non-current liabilities	20,236	21,146
Total liabilities	51,647	51,231
Net assets		
Shareholders' equity		
Capital stock	22,304	22,304
Capital surplus	23,860	23,860
Retained earnings	11,009	11,109
Treasury shares	(15)	(151)
Total shareholders' equity	57,159	57,123
Accumulated other comprehensive income		
Valuation difference on available-for-sale securities	1,756	1,415
Deferred gains or losses on hedges	1,282	(2,438)
Revaluation reserve for land	(6,629)	(6,983)
Foreign currency translation adjustment	110	(155)
Remeasurements of defined benefit plans	(1)	(23)
Total accumulated other comprehensive income	(3,481)	(8,185)
Non-controlling interests	27	49
Total net assets	53,705	48,987
Total liabilities and net assets	105,352	100,218

(2) Quarterly Consolidated Statement of Income and Quarterly Consolidated Statement of Comprehensive Income**(Quarterly Consolidated Statement of Income)****(For the Nine-month Period)**

(Millions of yen)

	3Q 2015 (Jan. 1, 2015 – Sep. 30, 2015)	3Q 2016 (Jan. 1, 2016 – Sep. 30, 2016)
Net sales	96,191	93,057
Cost of sales	51,605	48,688
Gross profit	44,586	44,369
Selling, general and administrative expenses	47,207	45,208
Operating loss	(2,621)	(838)
Non-operating income		
Interest income	79	21
Dividend income	76	79
Share of profit of entities accounted for using equity method	1,211	427
Gain on adjustment of account payable	208	237
Other	229	205
Total non-operating income	1,805	970
Non-operating expenses		
Interest expenses	143	118
Other	377	199
Total non-operating expenses	521	318
Ordinary loss	(1,337)	(185)
Extraordinary income		
Gain on sales of non-current assets	17	0
Gain on sales of investment securities	23	392
Subsidy income	150	-
Total extraordinary income	190	393
Extraordinary losses		
Loss on sales and retirement of non-current assets	29	29
Loss on reduction of non-current assets	148	-
Impairment loss	126	-
Total extraordinary losses	304	29
Profit (loss) before income taxes	(1,451)	178
Income taxes	84	11
Profit (loss)	(1,535)	166
Profit (loss) attributable to non-controlling interests	(19)	21
Profit (loss) attributable to owners of parent	(1,516)	144

(Quarterly Consolidated Statement of Comprehensive Income)
(For the Nine-month Period)

(Millions of yen)

	3Q 2015 (Jan. 1, 2015 – Sep. 30, 2015)	3Q 2016 (Jan. 1, 2016 – Sep. 30, 2016)
Profit (loss)	(1,535)	166
Other comprehensive income		
Valuation difference on available-for-sale securities	482	(328)
Deferred gains or losses on hedges	(1,187)	(3,569)
Revaluation reserve for land	53	18
Foreign currency translation adjustment	(12)	(74)
Share of other comprehensive income of entities accounted for using equity method	(1)	(377)
Total other comprehensive income	<u>(665)</u>	<u>(4,330)</u>
Comprehensive income	<u>(2,201)</u>	<u>(4,164)</u>
Comprehensive income attributable to		
Comprehensive income attributable to owners of parent	(2,181)	(4,186)
Comprehensive income attributable to non-controlling interests	(19)	21

(3) Notes to Quarterly Consolidated Financial Statements**(Going Concern Assumption)**

Not applicable.

(Significant Changes in Shareholders' Equity)

Not applicable.

(Segment and Other Information)

I 3Q 2015 (Jan. 1, 2015 – Sep. 30, 2015)

1. Information related to sales and profit or loss for each reportable segment

(Millions of yen)

	Reportable segment				Others (Note 1)	Total	Adjustment (Note 2)	Amounts shown on quarterly consolidated statement of income (Note 3)
	Mail-order business	Bridal business	Corporates business	Sub-total				
Net sales								
Sales to customers	82,274	10,219	3,111	95,605	586	96,191	-	96,191
Inter-segment sales or transfers	615	-	111	727	0	728	(728)	-
Total	82,889	10,219	3,223	96,332	587	96,920	(728)	96,191
Segment profit (loss)	(2,873)	(38)	262	(2,649)	21	(2,627)	6	(2,621)

Notes: 1. Others represent the businesses which are not included in any of the three reportable segments and consist mainly of the services business primarily offering insurance and credit card services, and childcare business.

2. The 6 million yen adjustment to segment profit (loss) comprises elimination for inter-segment transactions.

3. Segment profit (loss) is adjusted to be consistent with operating loss shown on the quarterly consolidated statement of income.

2. Information related to impairment of non-current assets, goodwill, etc. for each reportable segment

No major events or changes occurred.

II 3Q 2016 (Jan. 1, 2016 – Sep. 30, 2016)

1. Information related to sales and profit or loss for each reportable segment

(Millions of yen)

	Reportable segment				Others (Note 1)	Total	Adjustment (Note 2)	Amounts shown on quarterly consolidated statement of income (Note 3)
	Mail-order business	Bridal business	Corporates business	Sub-total				
Net sales								
Sales to customers	77,582	11,250	3,479	92,312	745	93,057	-	93,057
Inter-segment sales or transfers	683	-	82	765	0	766	(766)	-
Total	78,265	11,250	3,561	93,078	745	93,824	(766)	93,057
Segment profit (loss)	(913)	(361)	395	(879)	30	(849)	10	(838)

Notes: 1. Others represent the businesses which are not included in any of the three reportable segments and consist mainly of the services business primarily offering insurance and credit card services, and childcare business.

2. The 10 million yen adjustment to segment profit (loss) comprises elimination for inter-segment transactions.

3. Segment profit (loss) is adjusted to be consistent with operating loss shown on the quarterly consolidated statement of income.

2. Information related to impairment of non-current assets, goodwill, etc. for each reportable segment

No major events or changes occurred.

* This financial report is solely a translation of summary of "Kessan Tanshin" (in Japanese, including attachments), which has been prepared in accordance with accounting principles and practices generally accepted in Japan, for the convenience of readers who prefer an English translation.