

# 今後の展望および施策

Mid-term Outlook and Principal Business Measures

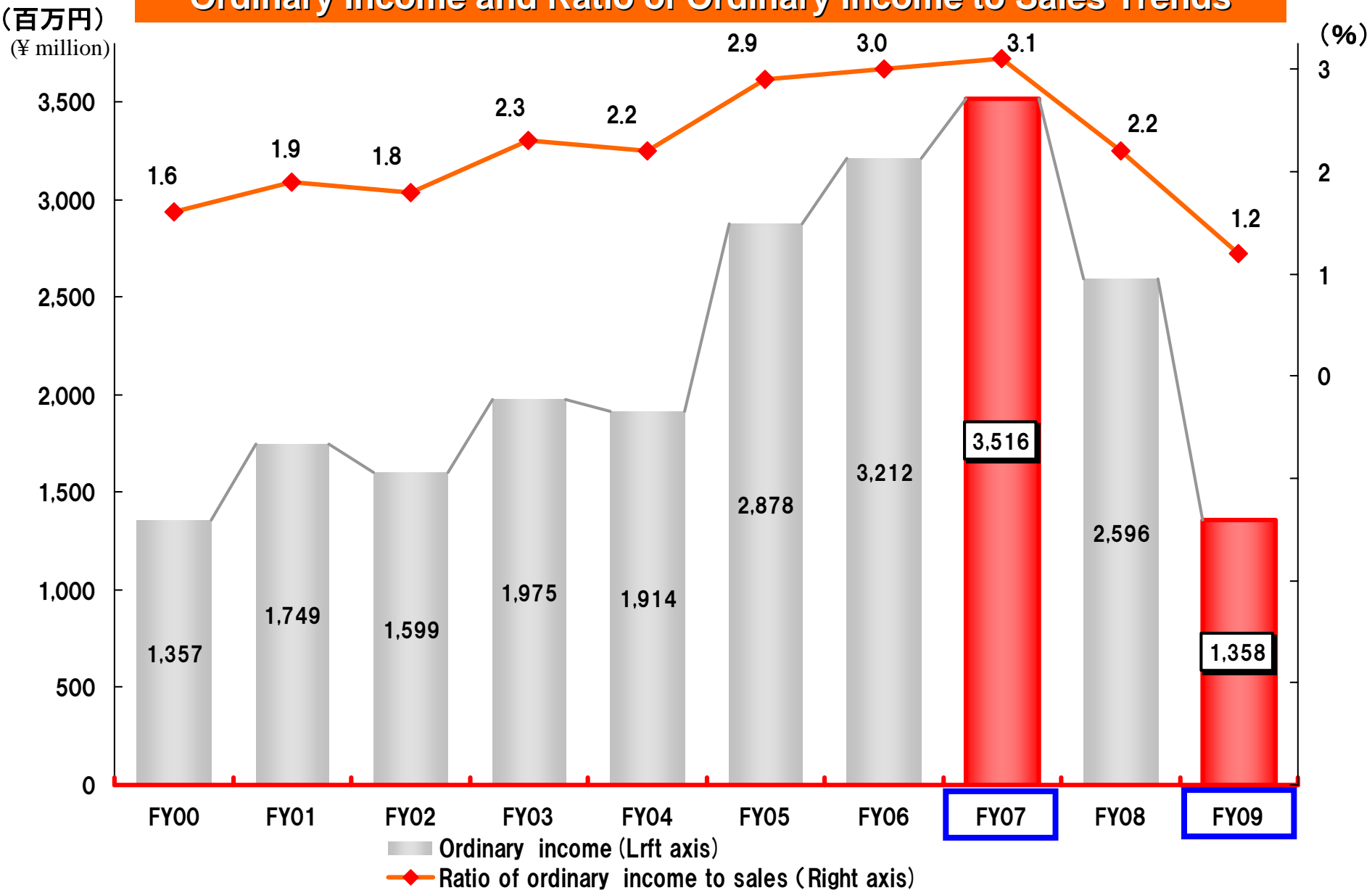


# II. 今後の展望および施策

Mid-term Outlook and Principal Business Measures



## Ordinary Income and Ratio of Ordinary Income to Sales Trends



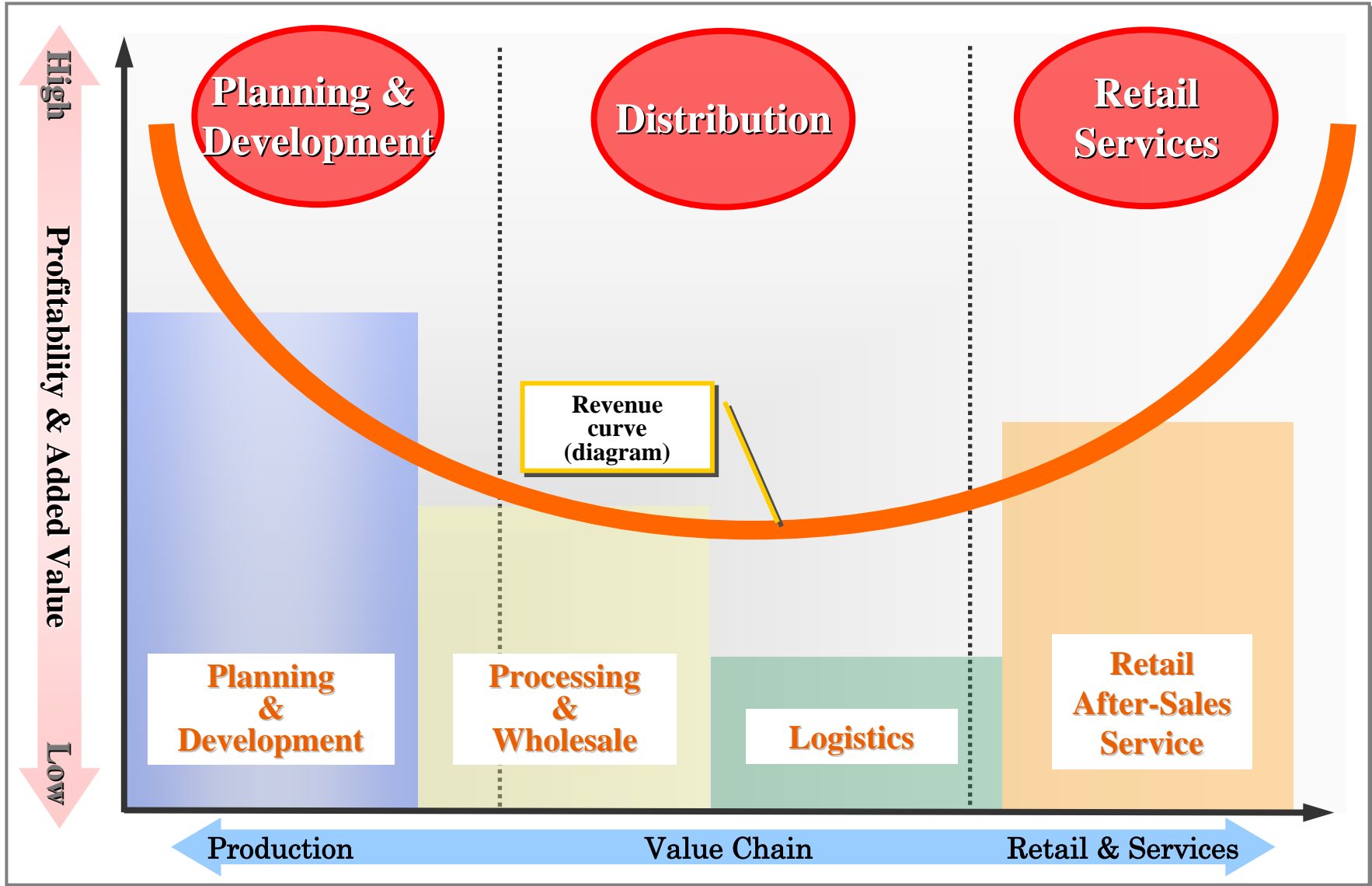
### Principal Factors and Issues Regarding Deteriorating Results as Viewed from the Business Side

- Contraction in JAL Group-related business
- Intensified competition for airport shop business

# II. 今後の展望および施策

Mid-term Outlook and Principal Business Measures

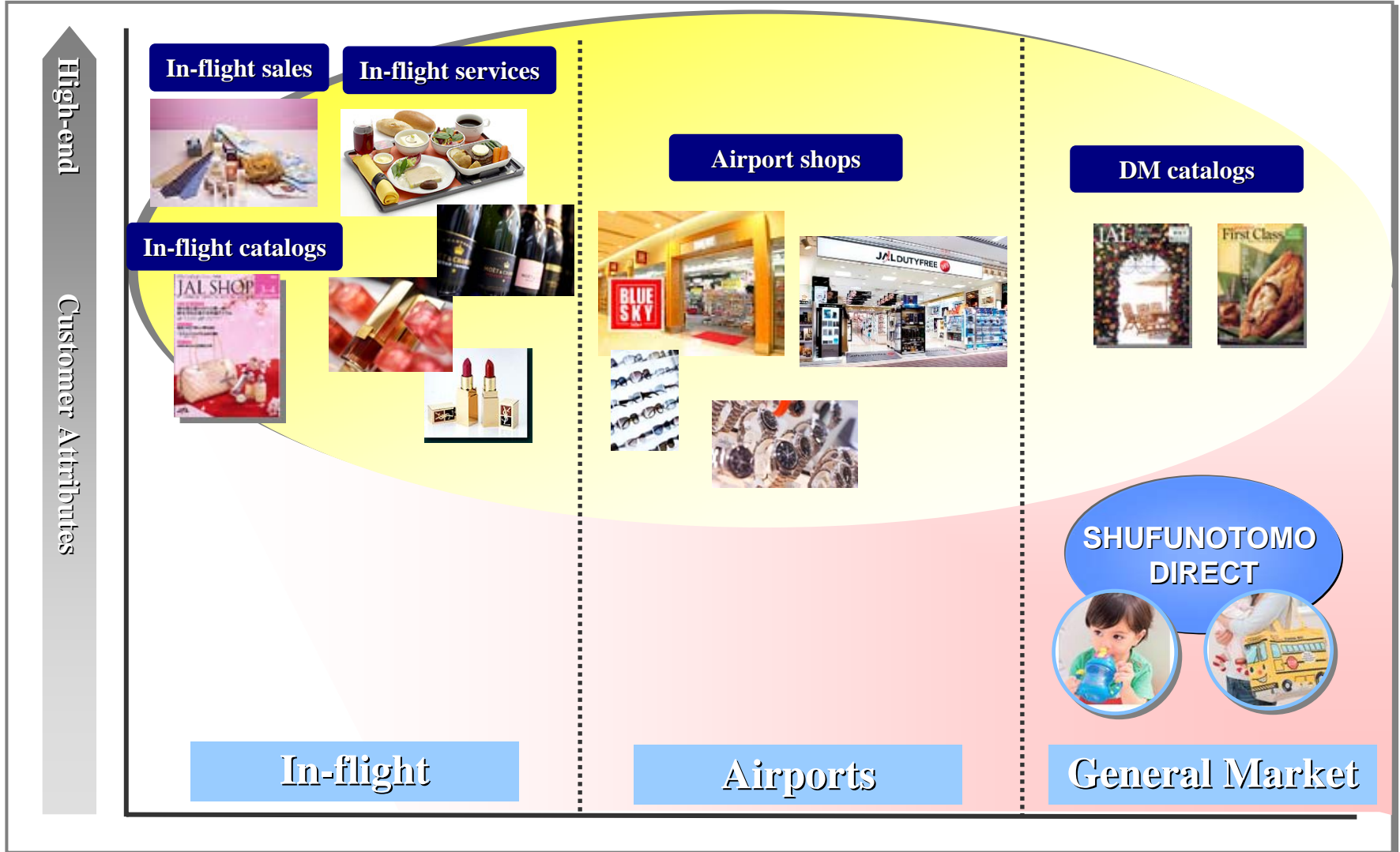
Moving and shifting into business areas offering superior added value



# II. 今後の展望および施策

Mid-term Outlook and Principal Business Measures

## JALUX Group Customer & Market Base (Diagram)

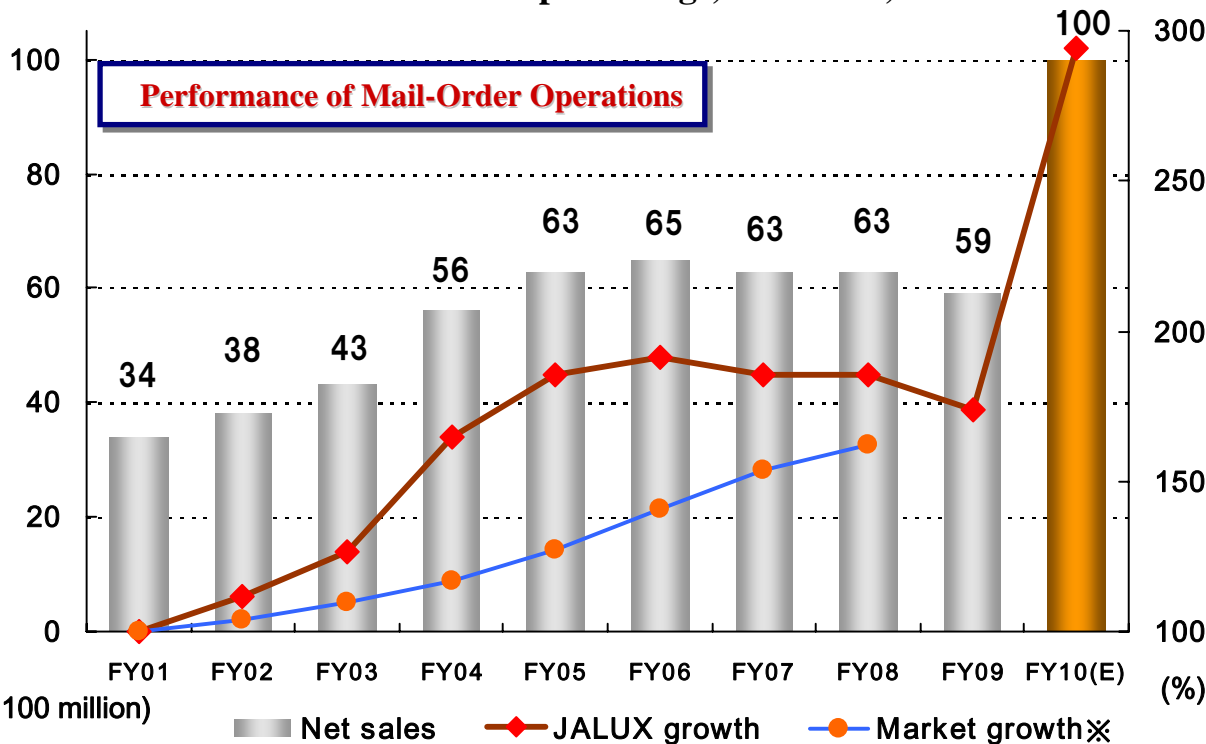


# II. 今後の展望および施策

Mid-term Outlook and Principal Business Measures

## New Subsidiary “Shufunotomo Direct Co., Ltd.”

- Founded** : March 1999, division separated from Shufunotomoshia mail-order business
- Capital** : ¥430 million
- Sales** : ¥4,621 million (period ending March 2009)
- Employees** : 40
- Participating** : JALUX 51.2%, Shufunotomoshia 31.5%, Dai Nippon Printing Co., Companies Ltd. 6.7%, Kadokawa Group Holdings, Inc. 6.7%, etc.



※(社)日本通信販売協会 (JADMA)

# II. 今後の展望および施策

Mid-term Outlook and Principal Business Measures

1990s

2000s

2008

History of product planning and development

**BLUE SKY**  
Jalux

Planned and developed in Hokkaido

Royce chocolate



Sky Sweets series

Festivalo sweet potato cake



Helped to popularize soraben

Michiko's grilled Wakasa mackerel sushi



Sky Sweets series

Hanabatake Farm melt-in-the-mouth caramel



# Ⅱ. 今後の展望および施策

## Mid-term Outlook and Principal Business Measures

(Million yen)

