

11/12 Financial Results Briefing Meeting For First Half

June 1, 2012

Koichi Nishikawa, President

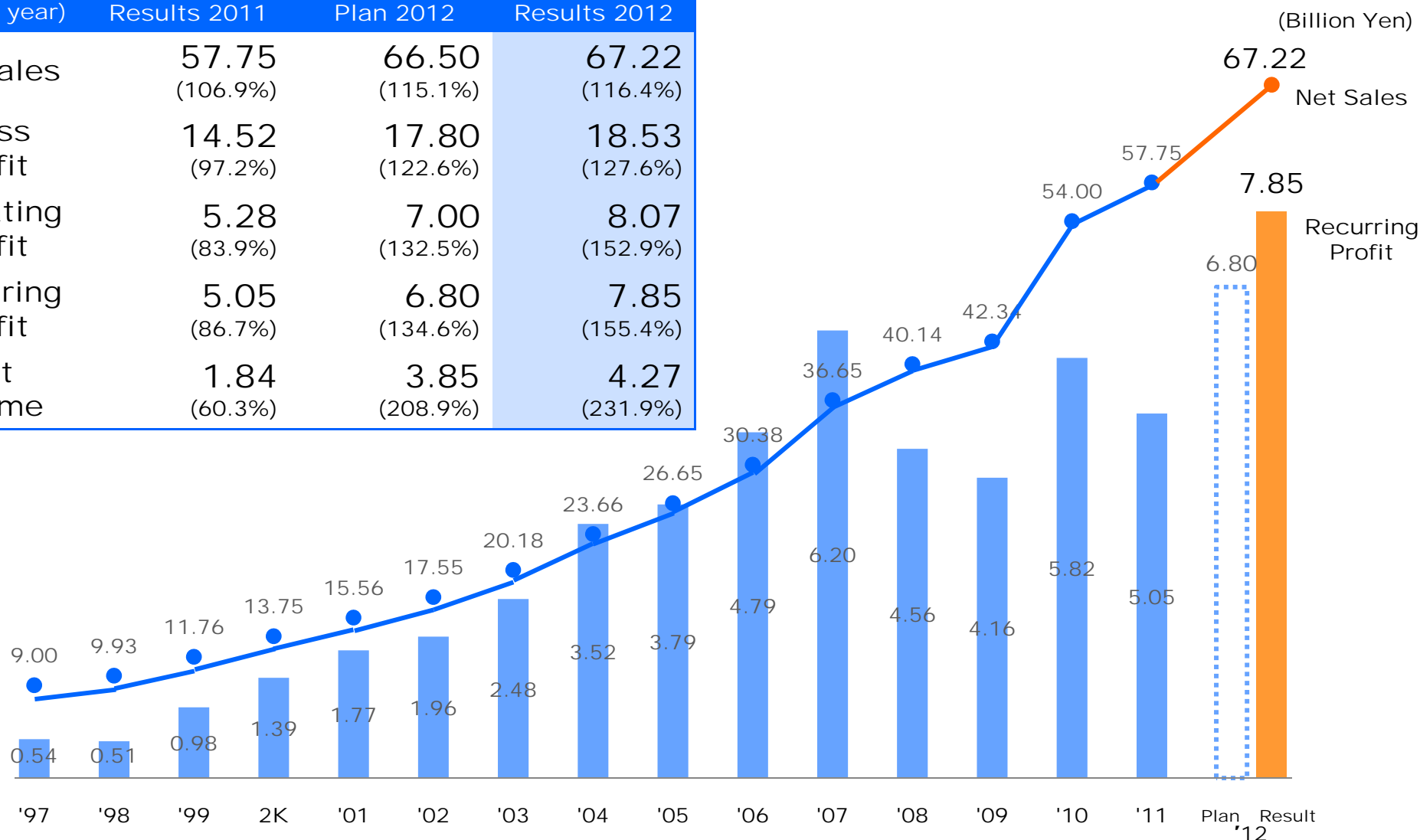
Park24 Co., Ltd.



Financial Highlights for the First Half of October 2012 Term

Both net sales and profit far exceeded projections to reach record highs

Billion yen (year on year)	1st Half Results 2011	1st Half Plan 2012	1st Half Results 2012
Net Sales	57.75 (106.9%)	66.50 (115.1%)	67.22 (116.4%)
Gross Profit	14.52 (97.2%)	17.80 (122.6%)	18.53 (127.6%)
Operating Profit	5.28 (83.9%)	7.00 (132.5%)	8.07 (152.9%)
Recurring Profit	5.05 (86.7%)	6.80 (134.6%)	7.85 (155.4%)
Net Income	1.84 (60.3%)	3.85 (208.9%)	4.27 (231.9%)

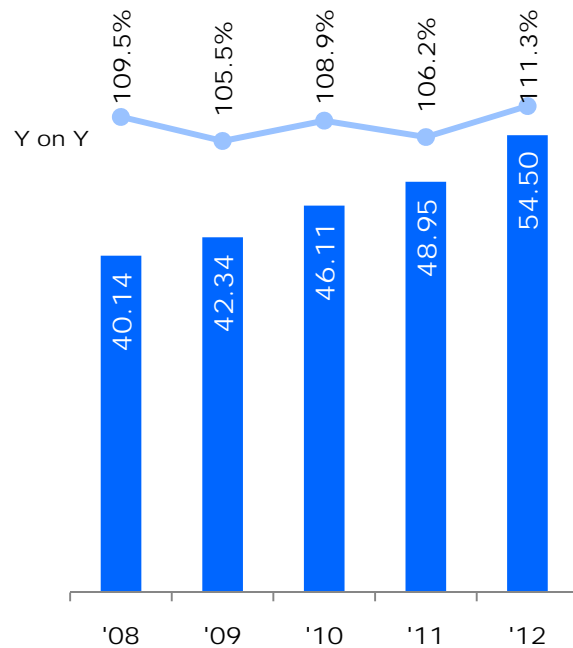


Results for the First Half of October 2012 Term

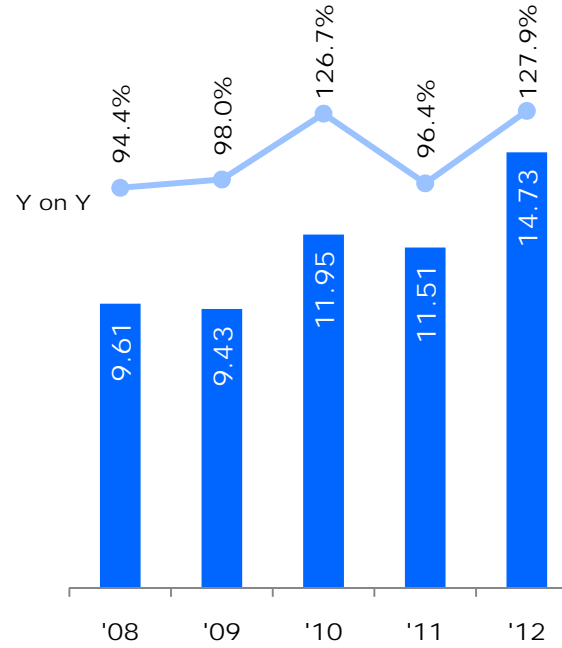
Parking business: Both net sales and profit were the highest ever

Billion yen (year on year)	1st Half Results 2011	1st Half Plan 2012	1st Half Results 2012
Net Sales	48.95 (106.2%)	54.10 (110.5%)	54.50 (111.3%)
Gross Profit	11.51 (96.4%)	14.00 (121.6%)	14.73 (127.9%)
Gross Profit Margin	23.5% (-2.4pt)	25.9% (+2.3pt)	27.0% (+3.5pt)

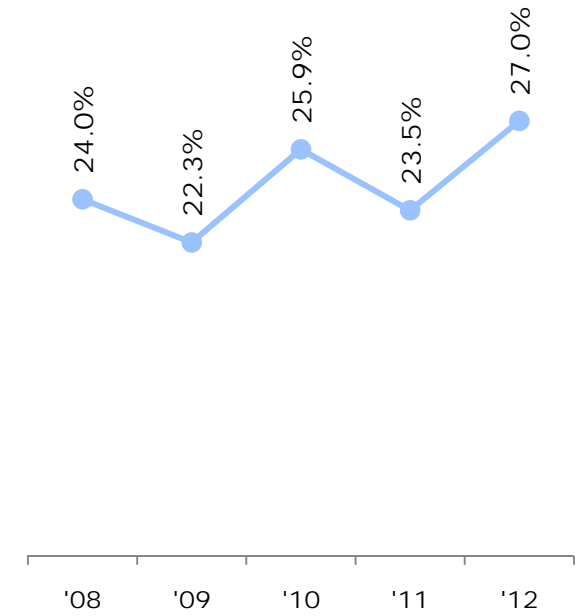
Net Sales (billion yen)



Gross Profit (billion yen)

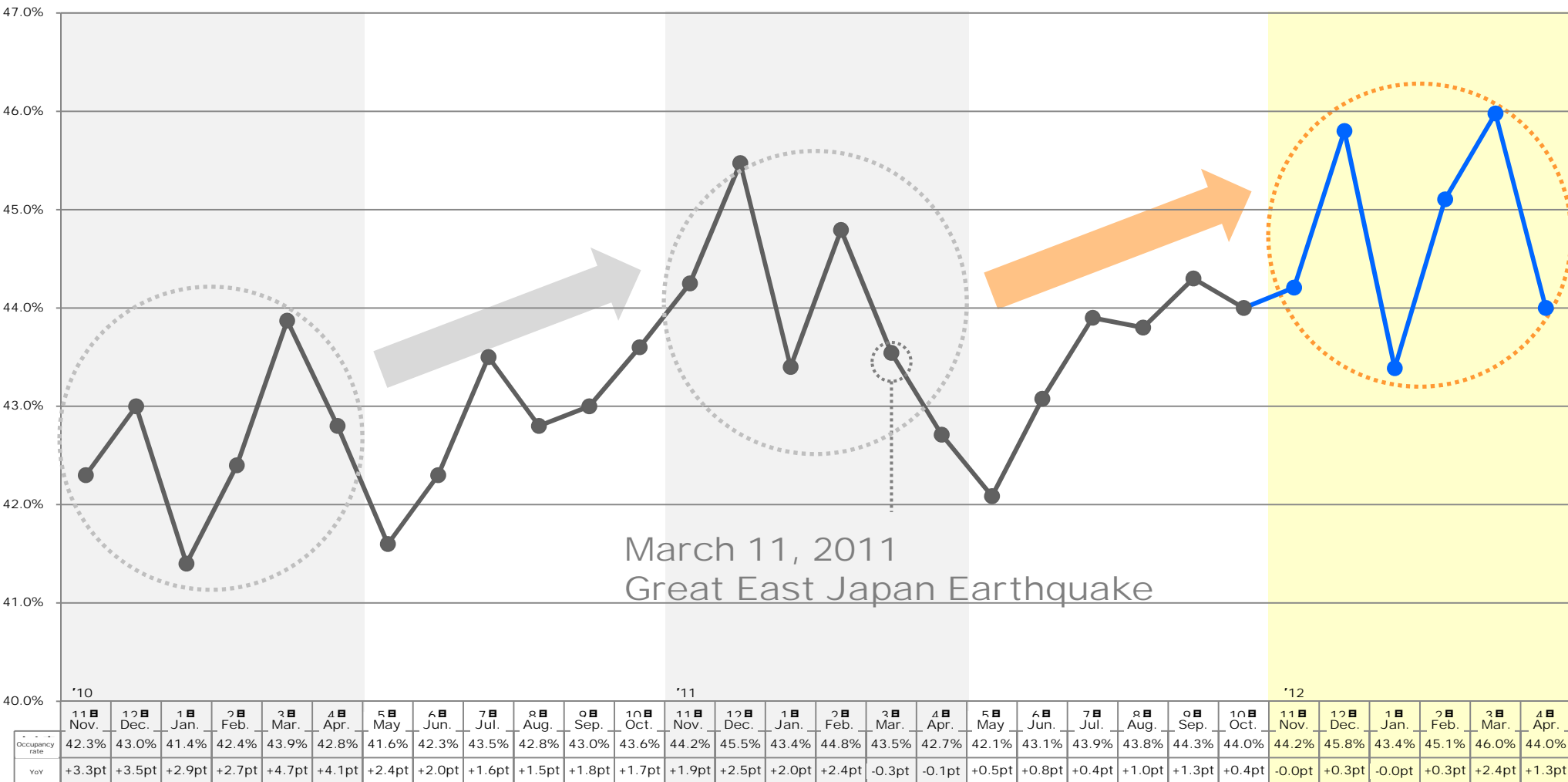


Gross Profit Margin (%)



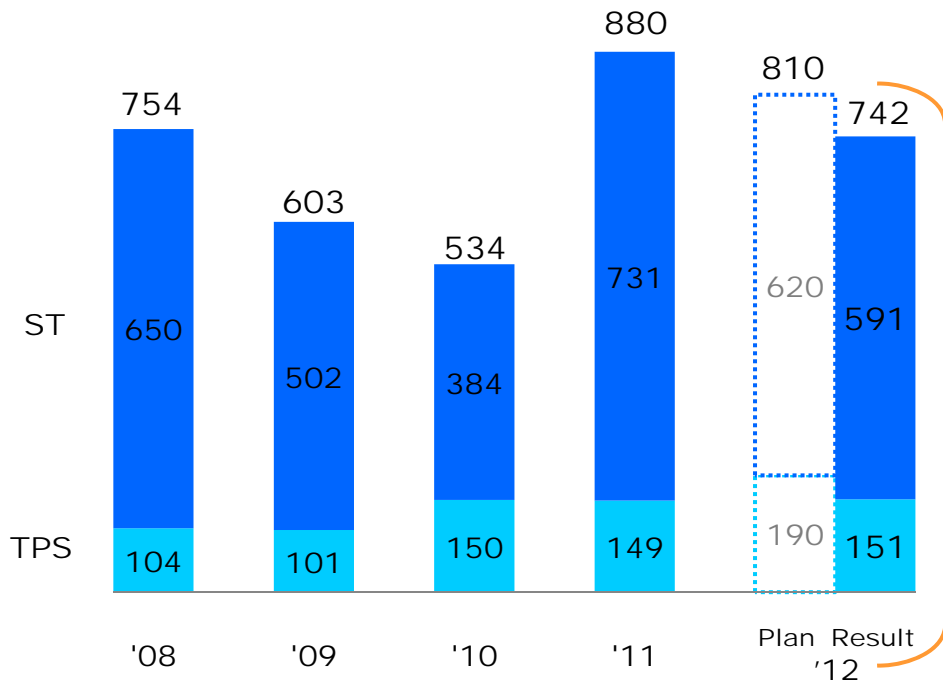
Parking business: ST occupancy rate gradually increased

ST Occupancy Rate



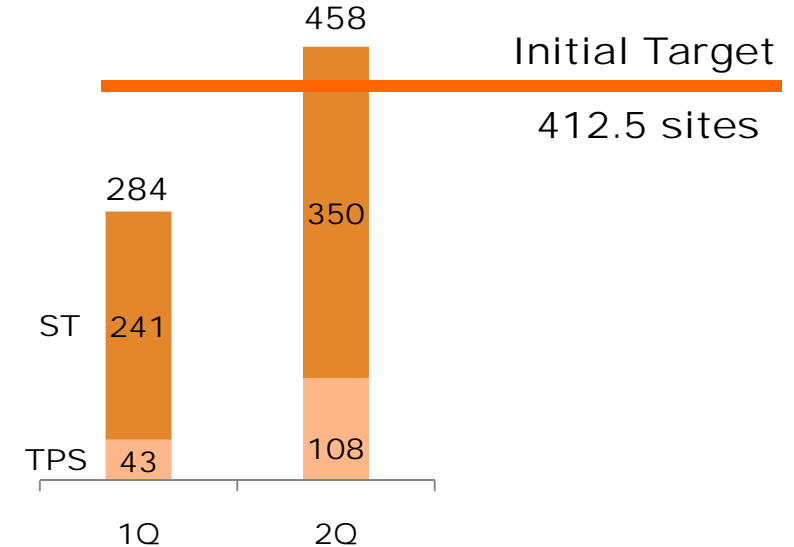
Parking business: Number of new parking sites exceeded Second Quarter plan despite failure to meet planned First Quarter target

The number of new parking sites



	1st Half Results 2011	1st Half Plan 2012	1st Half Results 2012
Total	880	810	742
ST	731	620	591
TPS	149	190	151

Quarterly number of new parking sites



Achieved full-year plan of 1,650 sites on the basis of new sites in Second Quarter

Parking Business: Sites Opened in the First Half

Visitor parking of Sakyo-ku
General Government Office
(Kyoto city/ Kyoto pref.)



TPS, 53 spaces (opened Mar.2012)

Hibiya Parking
(East Nippon Expressway Co.
Ltd./Tokyo pref.)



TPS, 465 spaces (opened Apr.2012)

Visitor parking of Yamashina-ku
General Government Office
(Kyoto city/Kyoto pref.)



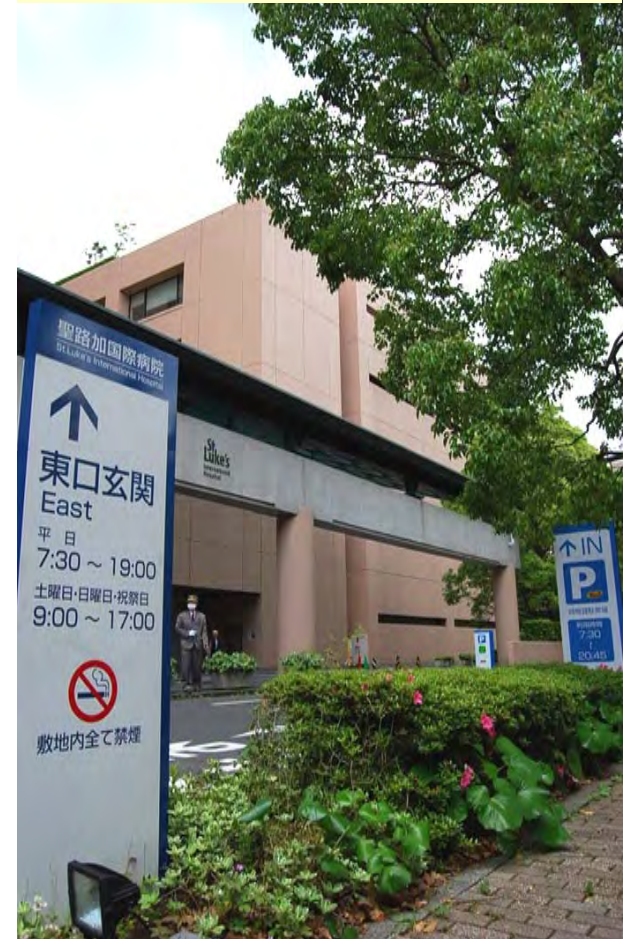
TPS, 39 spaces(opened Mar.2012)

Tokyo Skytree Town
(Tobu Railway Co., Ltd./Tokyo pref.)



Facility management, 919 spaces
(Pre-opening was held on Mar.2012)

St. Luke's International Hospital
(St. Luke's Service Center/Tokyo pref.)



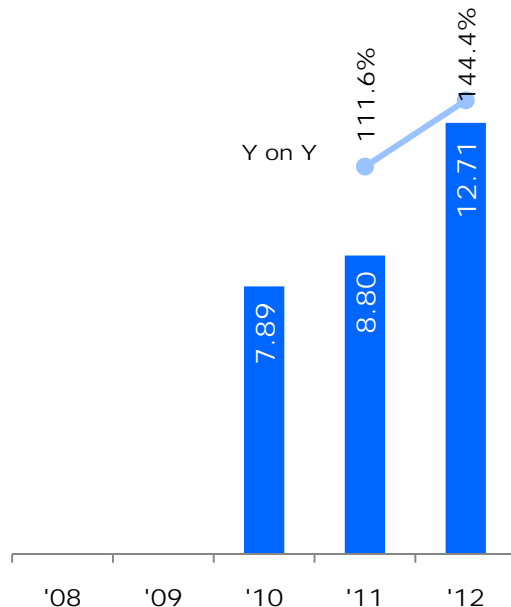
TPS, 146 spaces(opened Apr.2012)

Results for the First Half of October 2012 Term

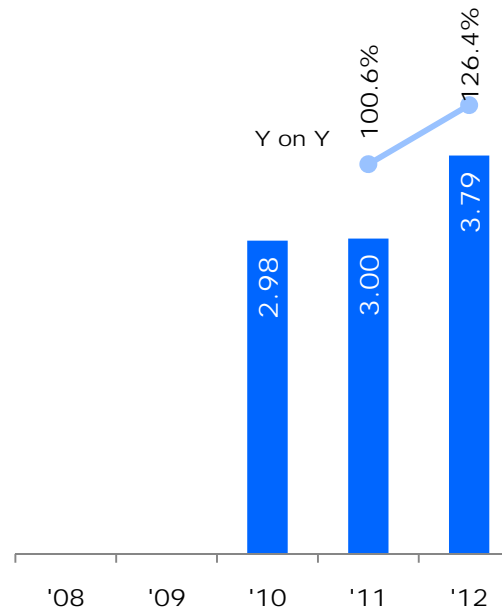
Mobility Business : Net sales increased by business expansion of each service, and Rescue network corporation consolidated in full-fiscal-year.

Billion yen (year on year)	1 st Half Results 2011	1 st Half Plan 2012	1 st Half Results 2012
Net Sales	8.80 (111.6%)	12.40 (140.8%)	12.71 (144.4%)
Gross Profit	3.00 (100.6%)	3.80 (126.5%)	3.79 (126.4%)
Gross Profit Margin	34.1% -3.8pt	30.6% -3.5pt	29.9% (-4.2pt)

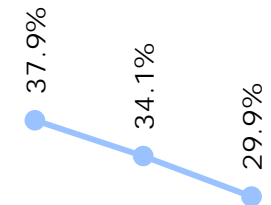
Net Sales (billion yen)



Gross Profit (billion yen)



Gross Profit Margin (%)



* Mobility Business was consolidated in the 2nd half of FY 2009

Results for the First Half of October 2012 Term

Mazda Car Rental: Steady growth in networks, successful measures to increase utilization

Network expansion

Increase the number of stores

Stores opened in the First half: 30

New store regions: Tohoku, Kanto, Kinki, etc.

Stores as of end of April: 461



(Hiroshima pref.)



(Kanagawa pref.)

Increased utilization

Strengthen approach to companies

Strong sales to nonlife insurance companies

Year-on-year increase in sales to companies in the first half: 118.2%

Strengthen campaigns

Campaigns that match area characteristics

Y-o-y increase in individual sales in the first half: 118.7%

Mazda Car Rental
Home page
Campaign site

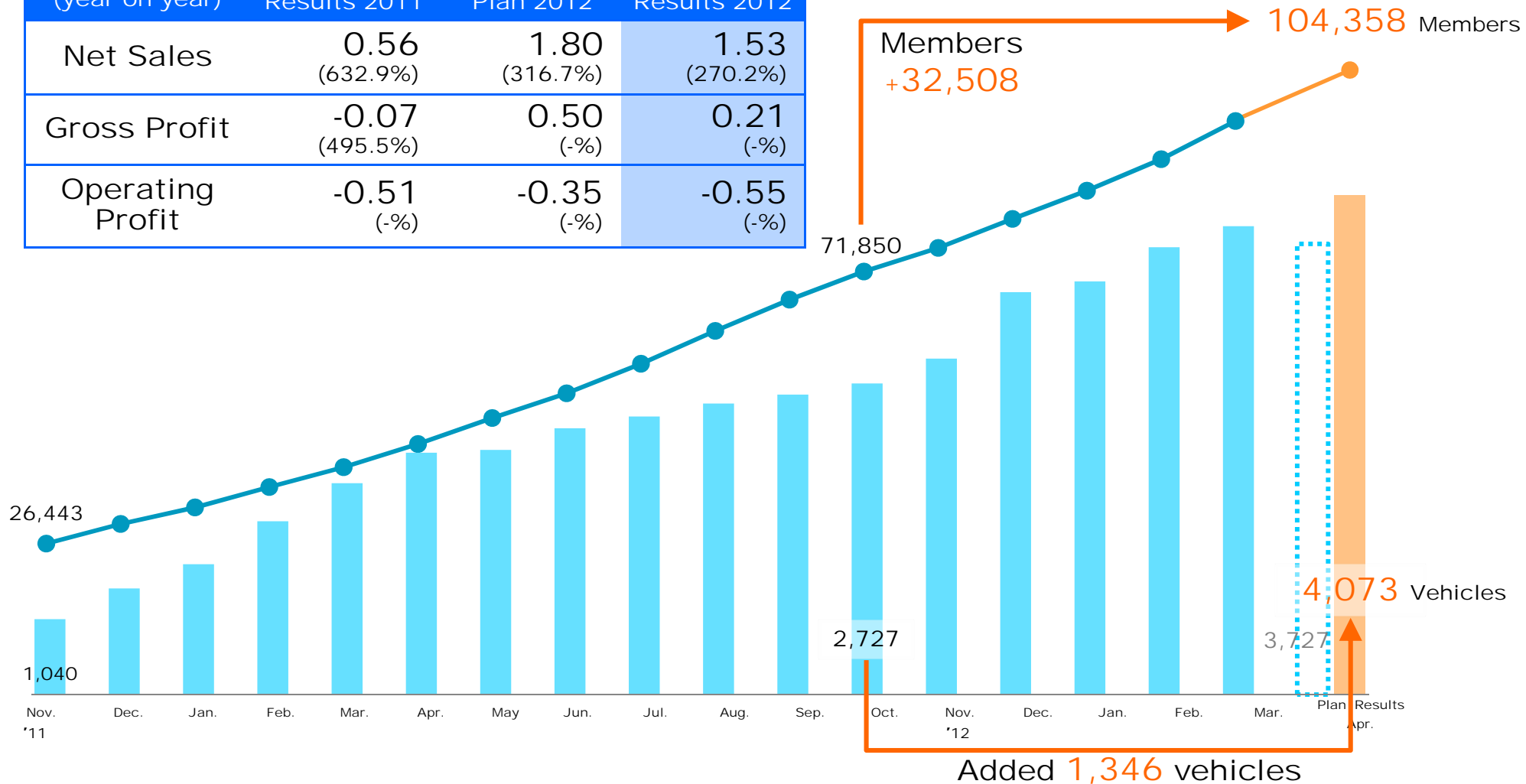


Results for the First Half of October 2012 Term



Times PLUS(Carsharing Service) :The number of vehicles exceeded the plan by 346 vehicles and membership steadily increased despite failure to reach target sales and profit

Billion yen (year on year)	1st Half Results 2011	1st Half Plan 2012	1st Half Results 2012
Net Sales	0.56 (632.9%)	1.80 (316.7%)	1.53 (270.2%)
Gross Profit	-0.07 (495.5%)	0.50 (-%)	0.21 (-%)
Operating Profit	-0.51 (-%)	-0.35 (-%)	-0.55 (-%)



Times PLUS : Topics

Business Expansion

Increased the number of vehicles

+

Expanded operating area

Opened new stations in 4 prefectures

(Tochigi, Shizuoka, Mie, Miyazaki)

Currently operate in 20 Prefectures

(Hokkaido, Miyagi, Saitama, Chiba, Tokyo, Kanagawa, Aichi, Shiga, Kyoto, Osaka, Hyogo, Nara, Wakayama, Hiroshima, Fukuoka, Okinawa)



Increase members

Strengthen approach to companies

Divide the corporate sales team between the East and West

Y-o-y changes in the number of corporate members **156.6%**
(145.2% of all members at the end of previous year)

Increase utilization

Improved reservation system

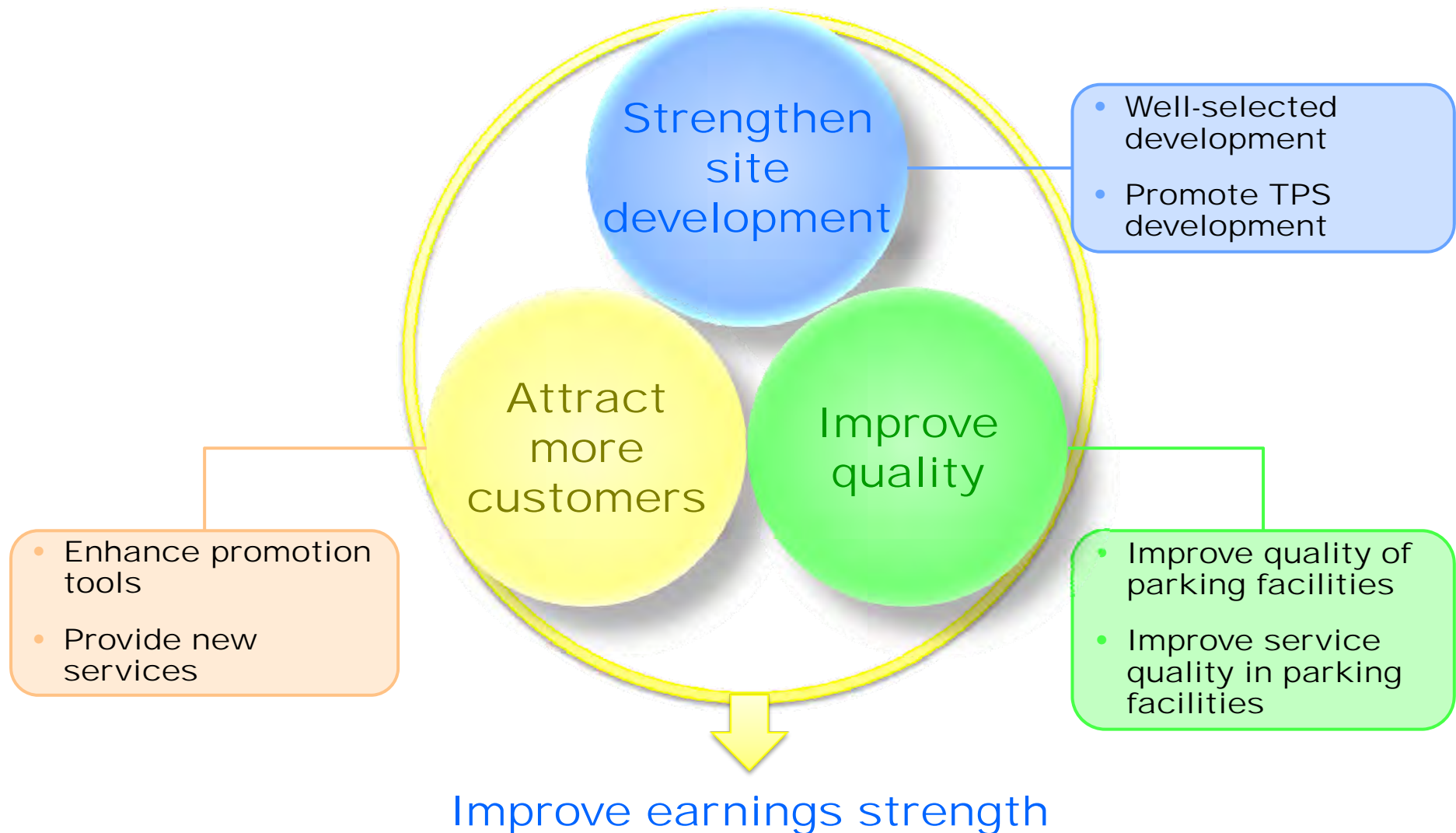


Modified to allow online cancellation waiting at all vehicles



Reduced opportunity loss

Parking Business: Basic strategy



Parking Business: Strengthen site development

TPS development: strengthen sales based on targets

Strengthen site development

Attract more customers

Improve quality

Place an exclusive team of medical corporation

Strengthen approach to railway companies

Steady progress in target industries

Hospitals

Railroads

1st half results

Total development: 15 sites 1,203 spaces

- St. Luke's International Hospital (Tokyo pref. 146 spaces)
- Uji Tokushukai Hospital (Kyoto pref. 191 spaces)
- Kawaguchi Kogyo General Hospital (Saitama pref. 53 spaces)
- Akashi Medical Center (Hyogo pref. 184 spaces)

Uji Tokushukai Hospital



1st half results

Tokyo Opera City building, New National Theatre (Tokyo pref. 400 spaces)

Parking management for large and well-known facilities steadily increased



Key Initiatives for the Second Half of the Term Ending October 2012



Parking Business: Attract more customers/Improve quality

Strengthen site development

Attract More customers
Improve quality

Enhance promotion tools

Make Times Map informative



A booklet indicating the locations of Times Parking sites and information on neighboring commercial facilities published with the cooperation of the Japan Tourism Agency and local companies

Improve quality of parking facilities

Open and maintain clean and safe parking sites



Provide new services

Start providing valet parking and car wash service



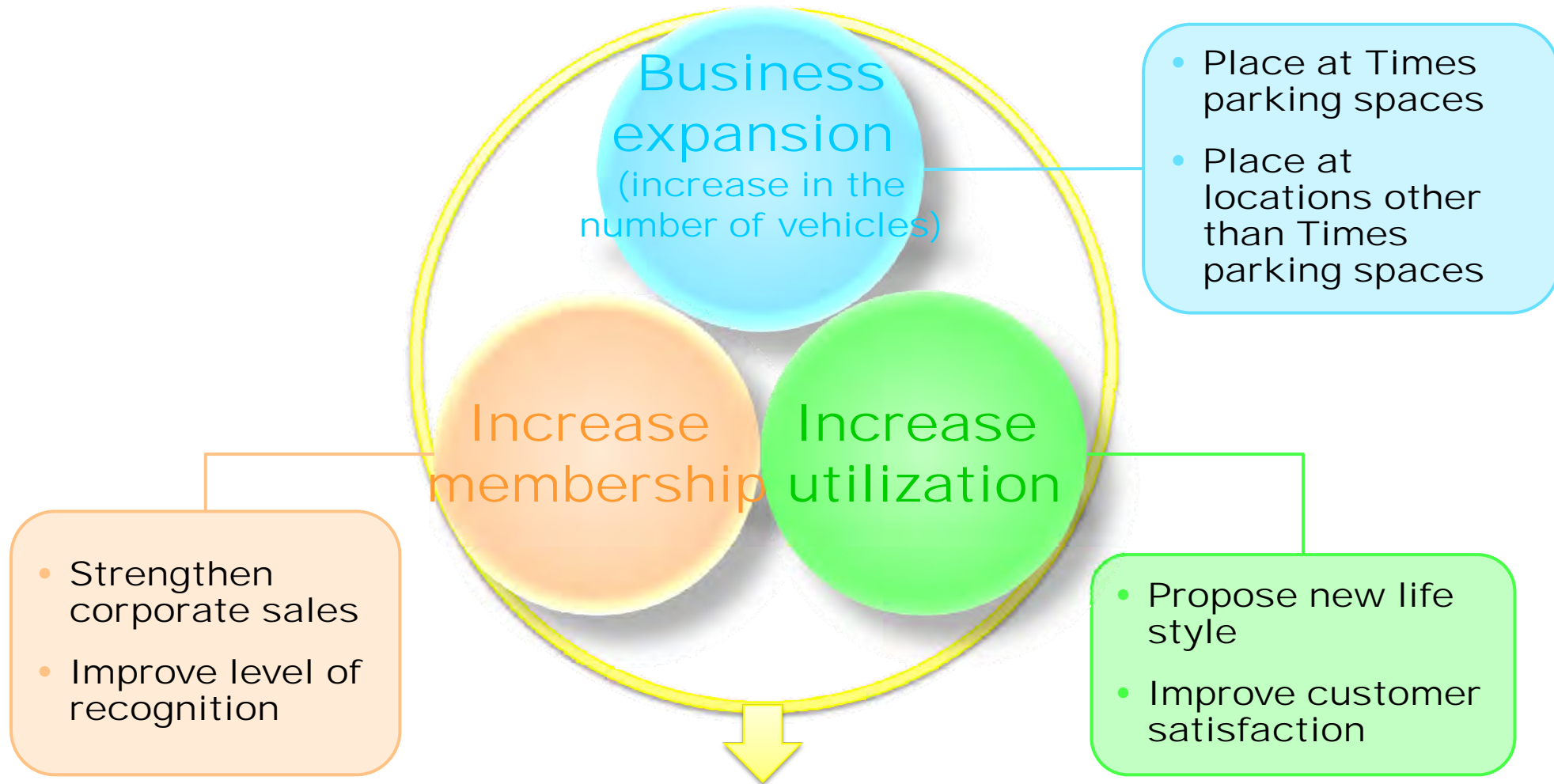
Improve service quality

Develop customer-care staff in parking facilities



Educate employees on dealing with customers at parking spaces under manned management.

Times PLUS : Basic strategy



Create a market and establish a business

Key Initiatives for the Second Half of the Term Ending October 2012

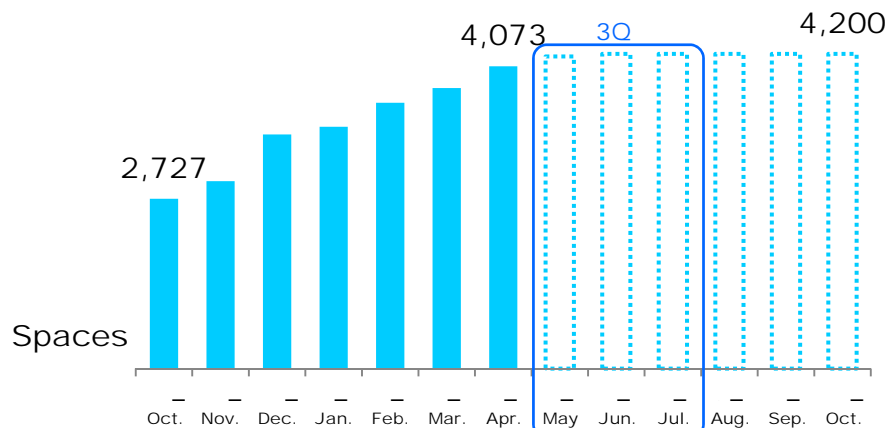
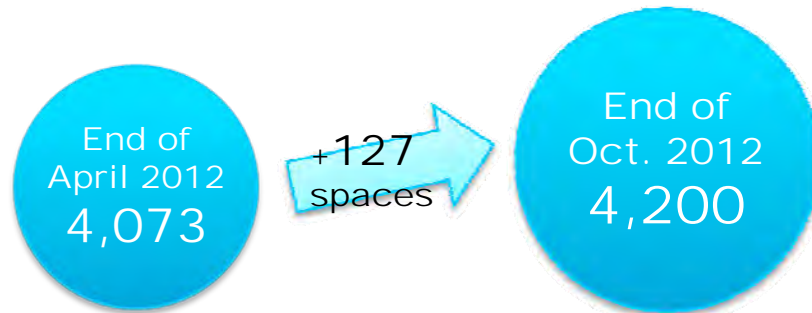


Times PLUS: Business growth

Increase in the number of parking spaces

Full-year plan: 4,200

Full-year plan expected to be achieved in the third quarter



Strengthen collaboration with other industries

Collaboration with local governments, public organizations, etc.

Introduce Times PLUS at locations other than Times parking spaces



1st half results

- Sakai City (Osaka pref. 5stations 5vehicles)
- Ikeda City (Osaka pref. 12stations 15vehicles)
- Rental homes of Urban Renaissance Agency (24stations 26vehicles)

Electric vehicle carsharing
Sakai, Osaka pref.



Key Initiatives for the Second Half of the Term Ending October 2012

Times PLUS: **increase in membership** / **Increase utilization**

Business expansion

Increase members Increase utilization

Strengthen corporate sales

Strengthen corporate sales in each industry

Joint promotion with automakers

Activities with BMW Japan underway

Publish on websites of BMW Japan



Hold events (Fukuoka)



Improve level of recognition

Propose new life style

Promote "Odekake (Outing) Program"

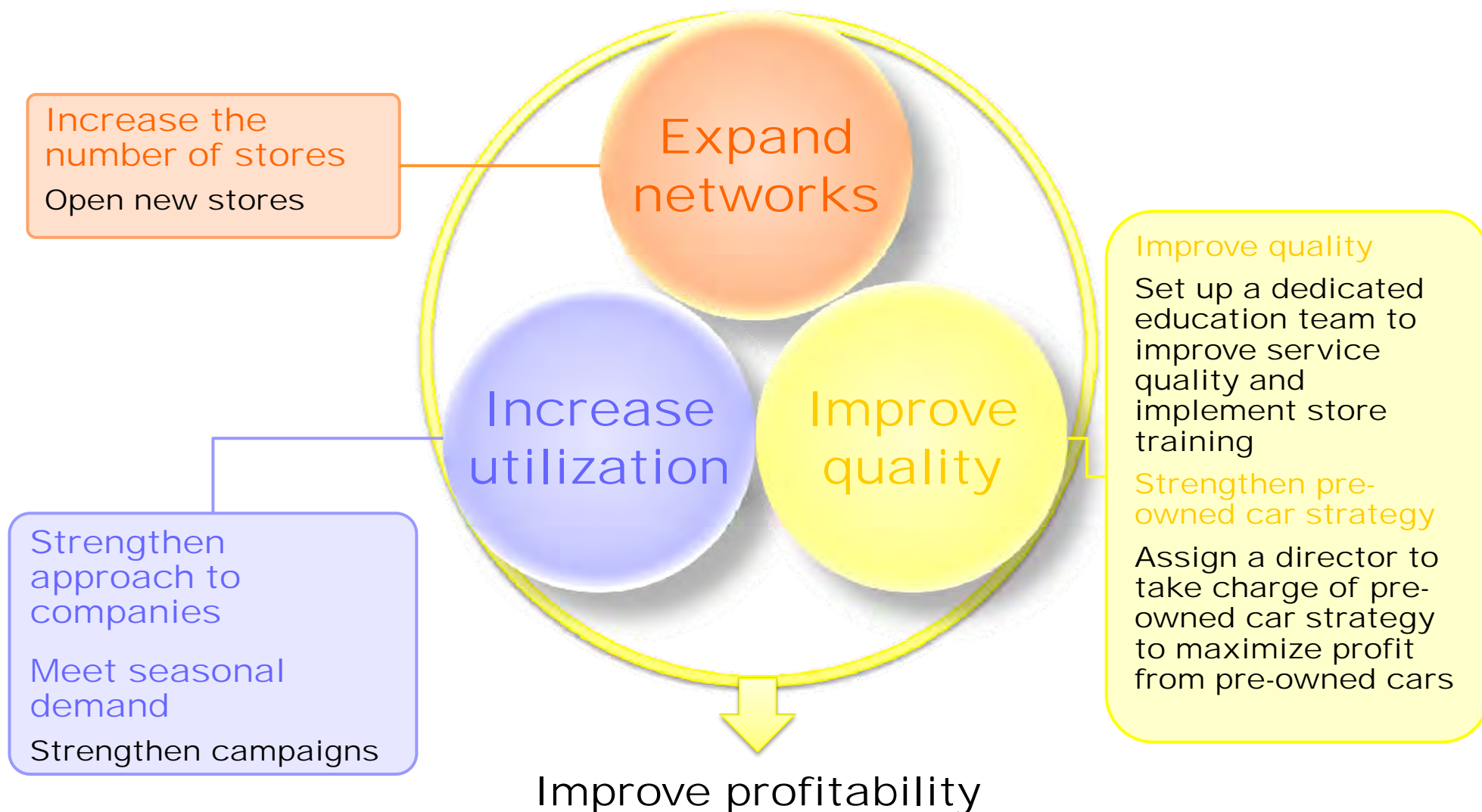
A program that offers discount on use of facilities with the users of Time PLUS



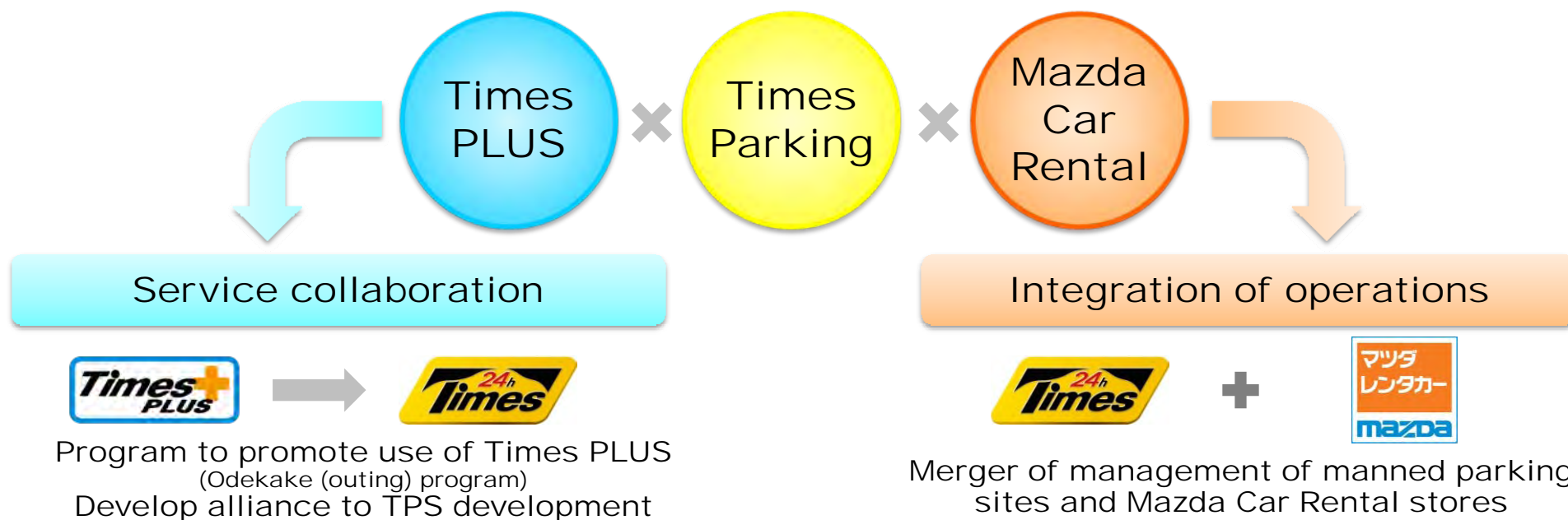
Increase alliances by strengthening sales activities, including TPS

Create opportunities to use Times PLUS

Mazda Car Rental: Basic strategy



Group Synergy for the Term Ending October 2012



Times Utopia Takara



(TPS 371spaces/ Aichi pref.)

Times APA Villa Hotel Akasaka-Mitsuke



(TPS 15 spaces/ Tokyo pref.)

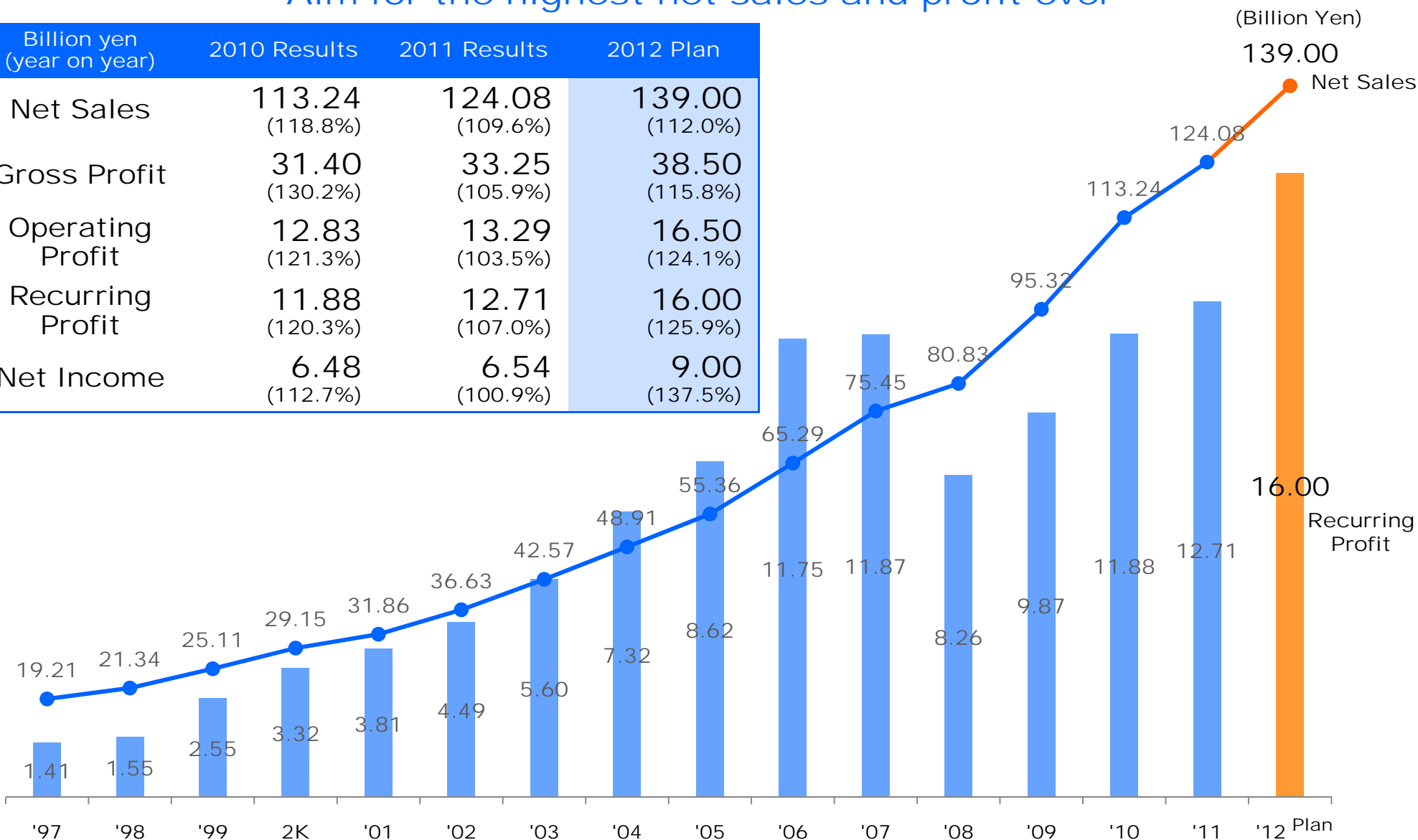
Mazda Car Rental Akasaka



Forecast of the Term Ending October 2012

Aim for the highest net sales and profit ever

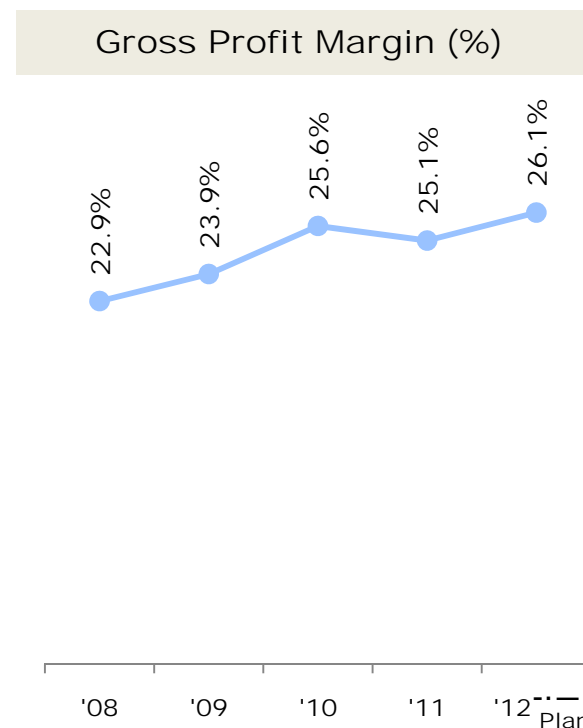
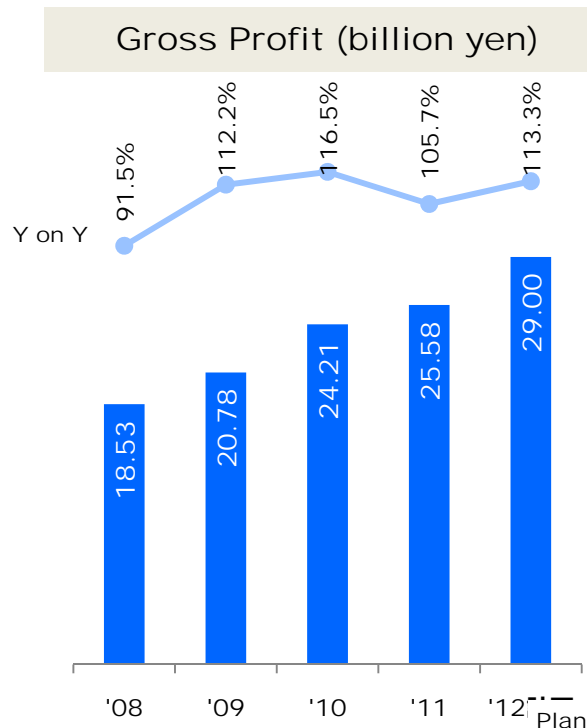
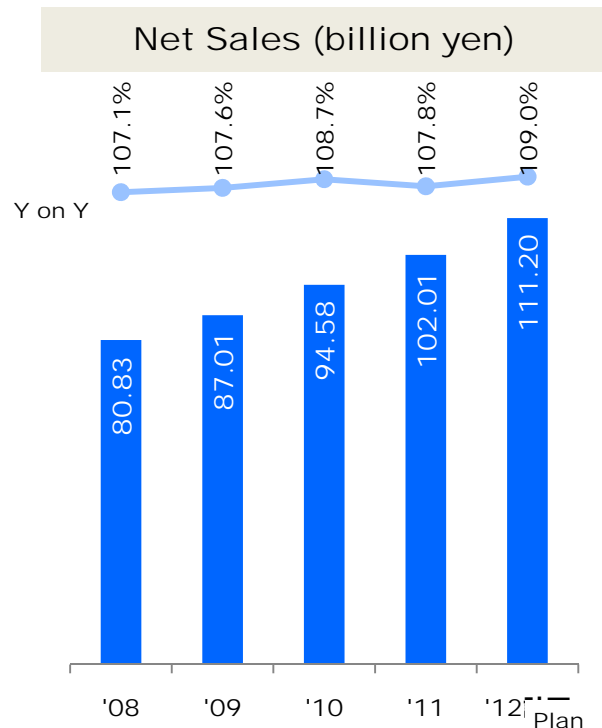
Billion yen (year on year)	2010 Results	2011 Results	2012 Plan
Net Sales	113.24 (118.8%)	124.08 (109.6%)	139.00 (112.0%)
Gross Profit	31.40 (130.2%)	33.25 (105.9%)	38.50 (115.8%)
Operating Profit	12.83 (121.3%)	13.29 (103.5%)	16.50 (124.1%)
Recurring Profit	11.88 (120.3%)	12.71 (107.0%)	16.00 (125.9%)
Net Income	6.48 (112.7%)	6.54 (100.9%)	9.00 (137.5%)



Forecast of the Term Ending October 2012

Parking Business: Aim for the highest net sales and profit ever

Billion yen (year on year)	2010 Results	2011 Results	2012 Plan
Net Sales	94.58 (108.7%)	102.01 (107.8%)	111.20 (109.0%)
Gross Profit	24.21 (116.5%)	25.58 (105.7%)	29.00 (113.3%)
Gross Profit Margin	25.6% (+1.7pt)	25.1% (-0.5pt)	26.1% (+1.0pt)



Forecast of the Term Ending October 2012

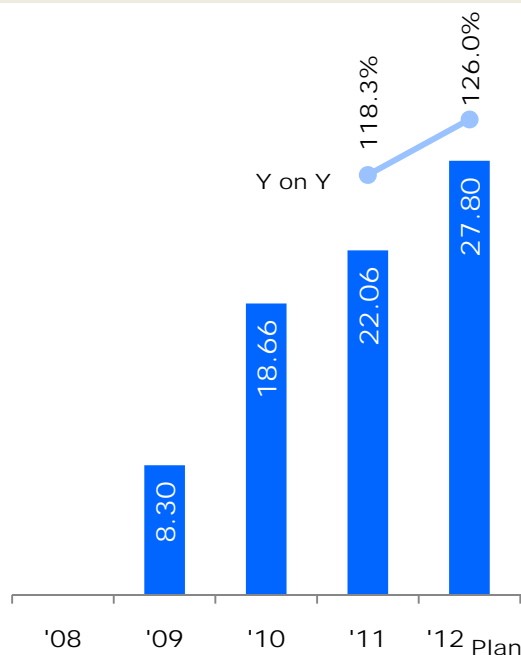
Mobility Business: Aim for the highest net sales and profit ever

Billion yen (year on year)	2010 Results	2011 Results	2012 Plan
Net Sales	18.66 (-%)	22.06 (118.3%)	27.80 (126.0%)
Gross Profit	7.19 (-%)	7.66 (106.6)	9.50 (123.9%)
Gross Profit Margin	38.5% (-pt)	34.7% (-3.8pt)	34.2% (-0.6pt)

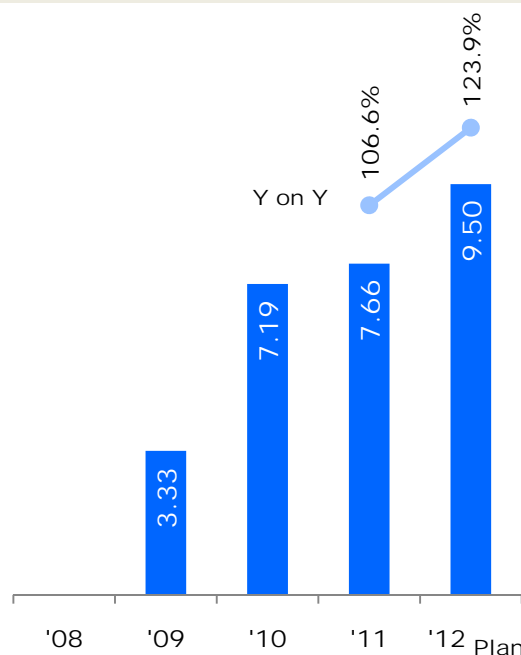
Proportion of Times PLUS

Billion yen (year on year)	2010 Results	2011 Results	2012 Plan
Net Sales	0.28 (-%)	1.68 (600.0%)	4.50 (267.9%)
Gross Profit	-0.13 (-%)	0.12 (-%)	1.80 (1,500.0%)
Operating Profit	-0.50 (-%)	-0.85 (-%)	0.0 (-%)

Net Sales (billion yen)



Gross Profit (billion yen)



Gross Profit Margin (%)

