

October 2012 Financial Results Briefing

December 14, 2012

Koichi Nishikawa, President

Park24 Co., Ltd.



2012-2014 Medium-Term Management Plan Policy

Expand the Times network to create a comfortable automobile society

Forecast for Term Ending October 2014

Consolidated net sales **¥180 billion**

Consolidated recurring profit **¥24 billion**

Times Parking **14,000 sites**

500,000 spaces

Times PLUS **10,000 vehicles**

Car Rental **29,000 vehicles**

Term ended October 2012

**The period that will serve to be the starting point for
achieving the Medium-Term Management Plan**

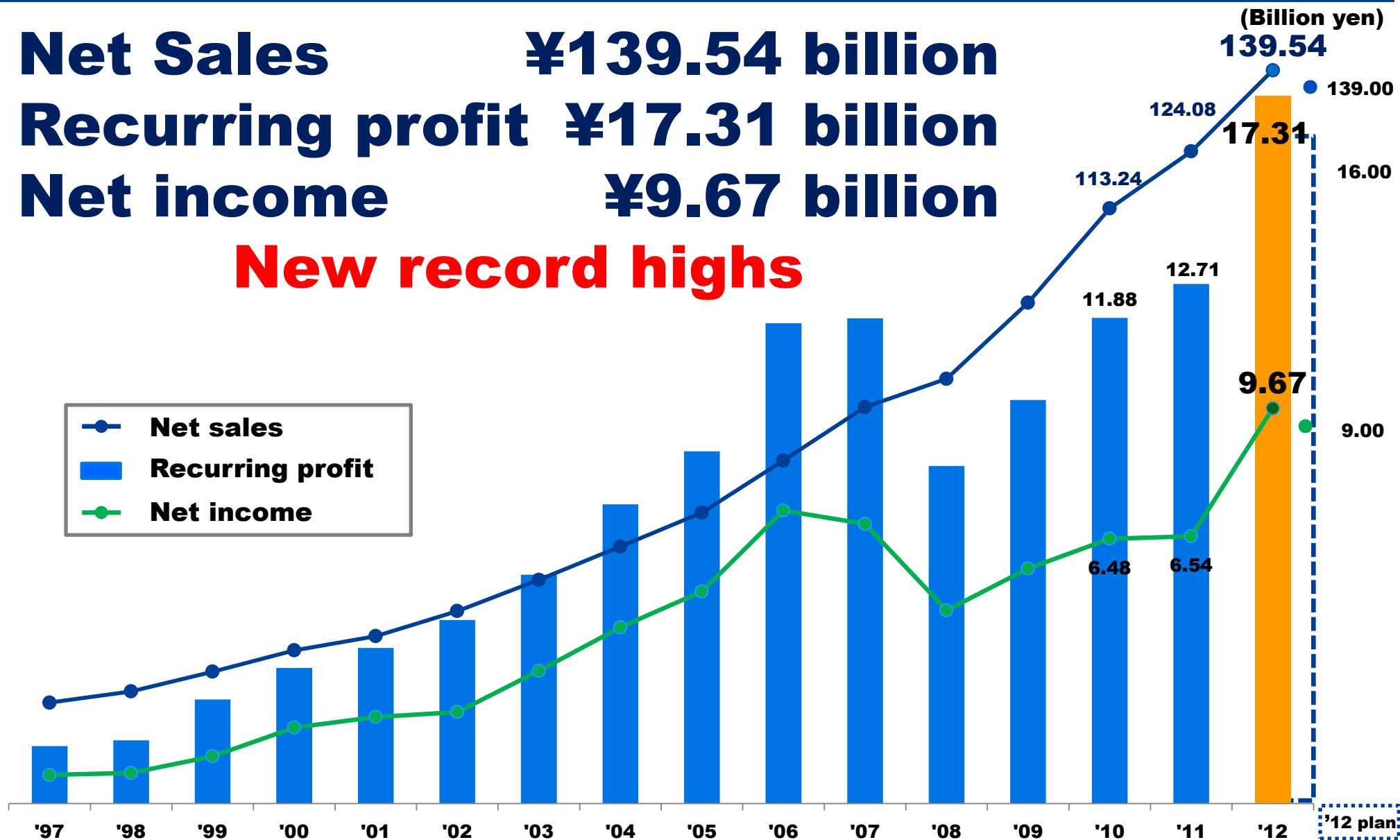
Consolidated Results for Term Ended October 2012

Net Sales **¥139.54 billion**

Recurring profit **¥17.31 billion**

Net income **¥9.67 billion**

New record highs

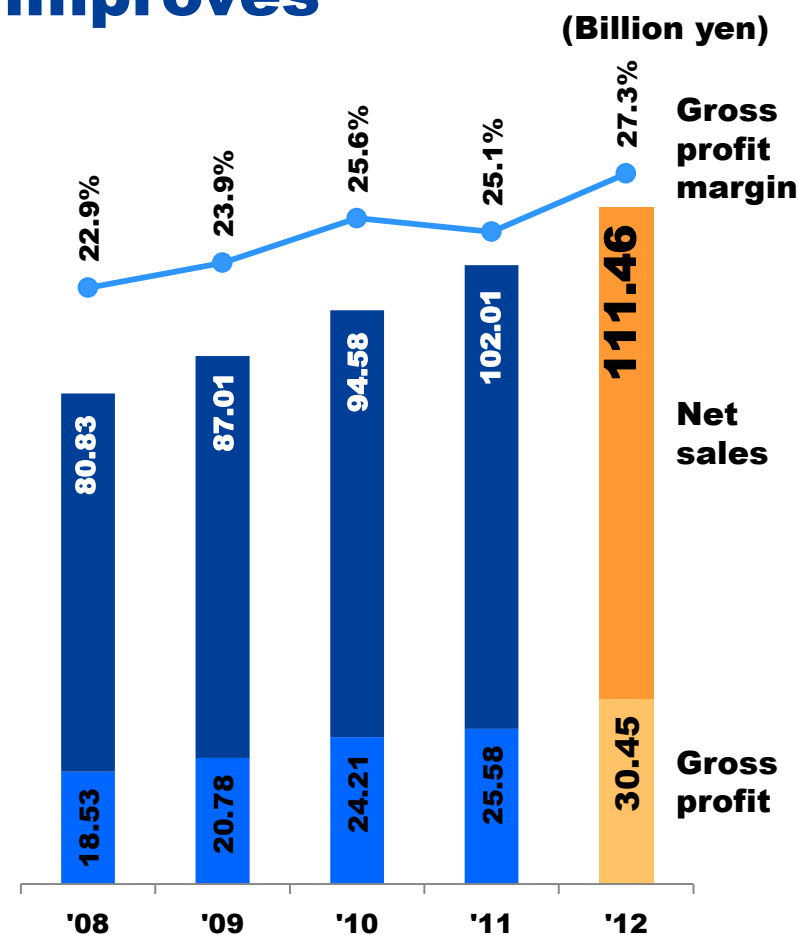


Results of Term Ended October 2012:

Parking Business

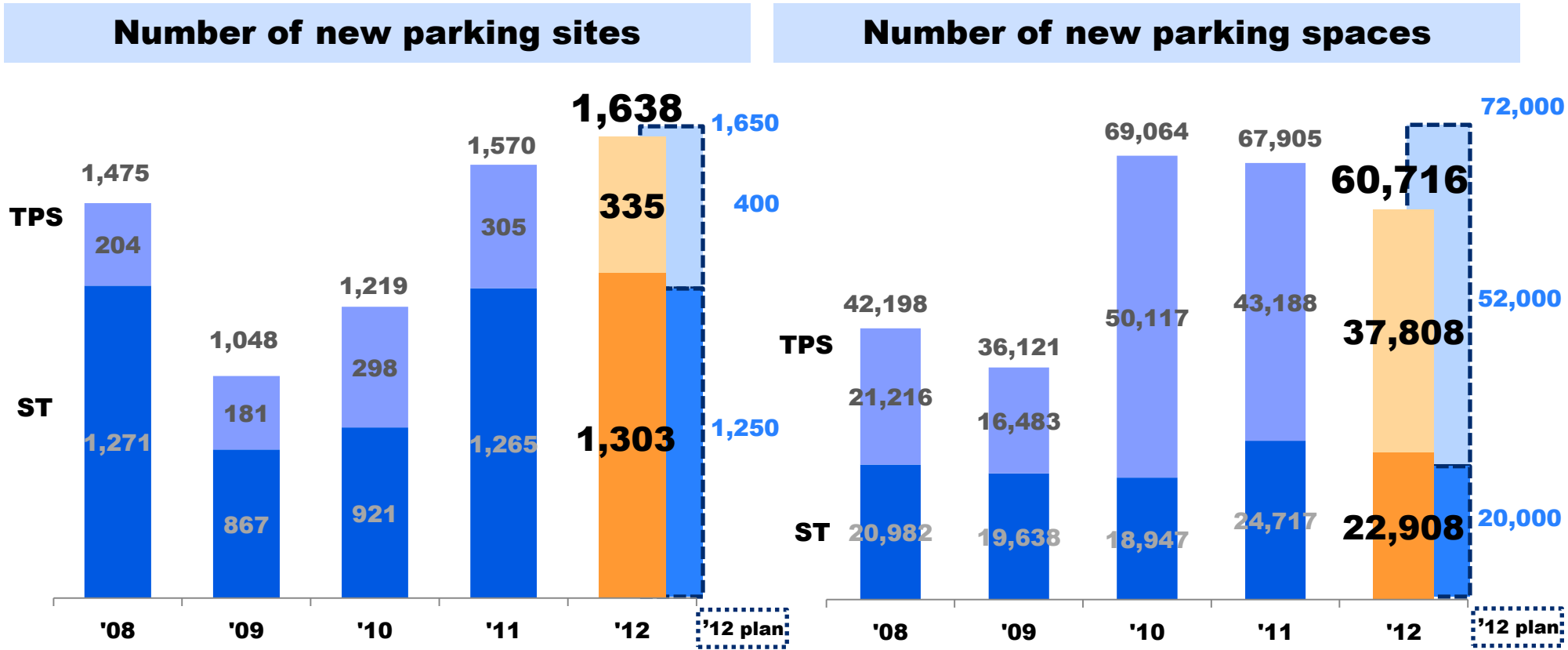
Increase in revenue and profit continues
Gross profit margin improves

Billion yen (year on year)	2011 results	2012 plan	2012 results
Net sales	102.01 (107.8%)	111.20 (109.0%)	111.46 (109.3%)
Gross profit	25.58 (105.7%)	29.00 (113.3%)	30.45 (119.0%)
Gross profit margin	25.1% (-0.5pt)	26.1% (+1.0pt)	27.3% (+2.2pt)



Results of Term Ended October 2012: New Parking Sites for Parking Business

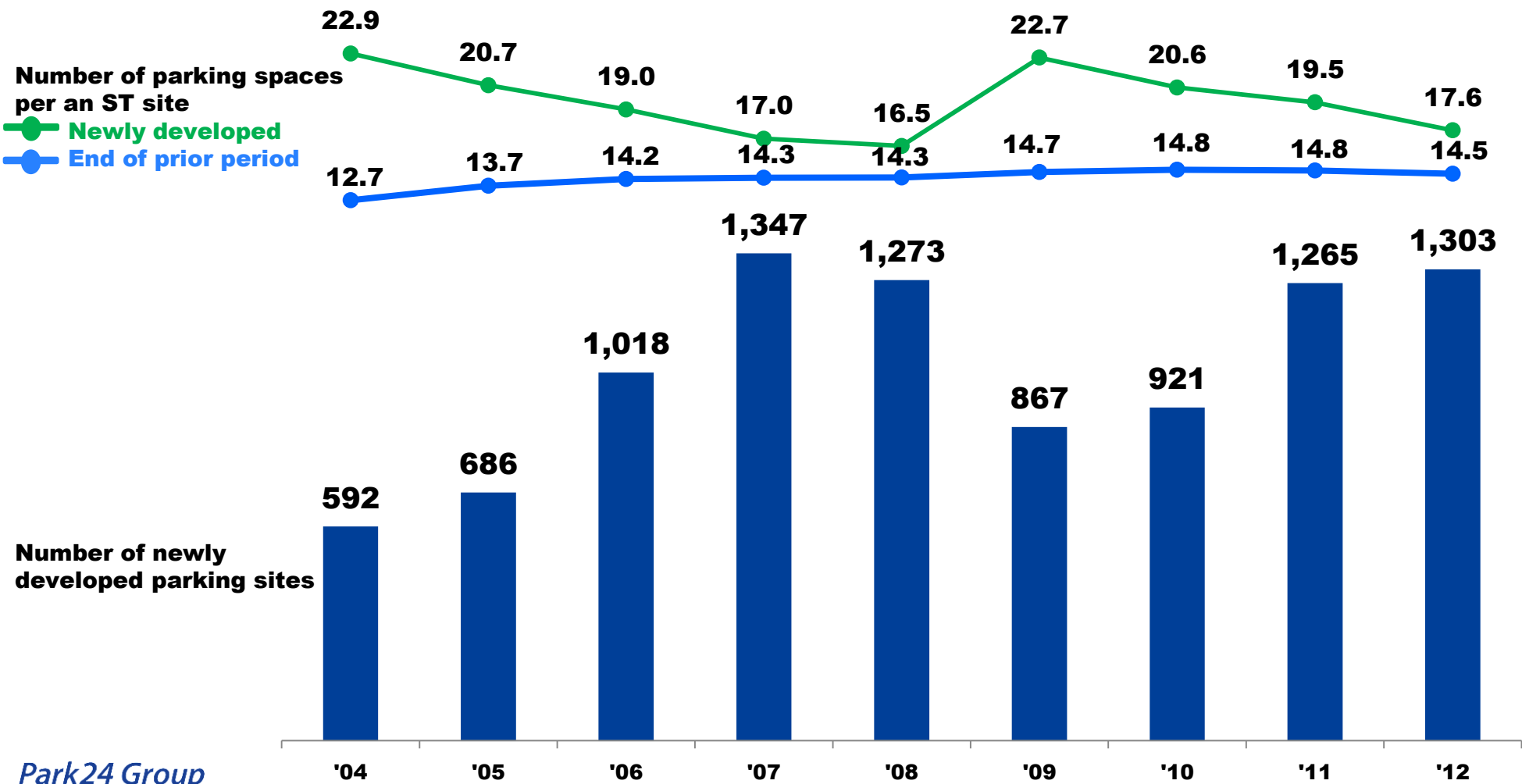
Record number of new parking sites



Results of Term Ended October 2012:

Parking Business Topics

Sturdy increase in number of new ST parking sites
Improved convenience by establishing
small-scale parking sites at numerous locations



Results of Term Ended October 2012:

Parking Business Topics

Focus on development through corporate sales

Public sites



▲ Parking site in Sakurabashi, Osaka (200 vehicles)

Started managing Ministry of Land, Infrastructure, Transport and Tourism parking sites that accommodate 2,495 vehicles at 14 locations

Postal service sites



▲ Parking site at Mizonokuchi central postal service station (5 vehicles)

Started business tie-up with Japan Post Co., Ltd.

Results of Term Ended October 2012:

Mobility Business

Mobility Business

Car rental service Car sharing service Road service

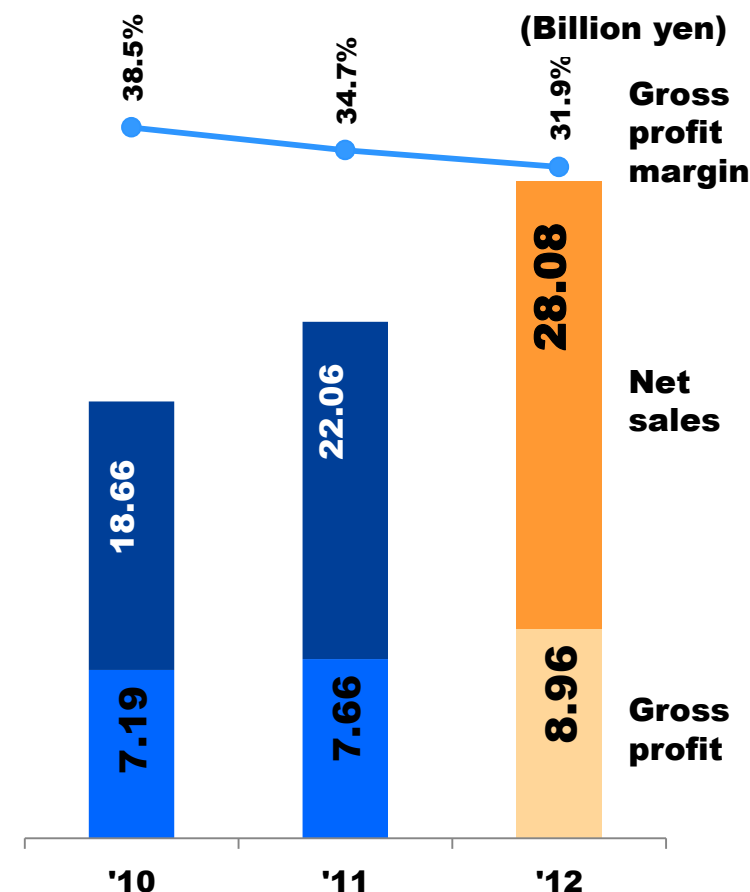


Mazda car rental

Times PLUS

Car Rescue PLUS

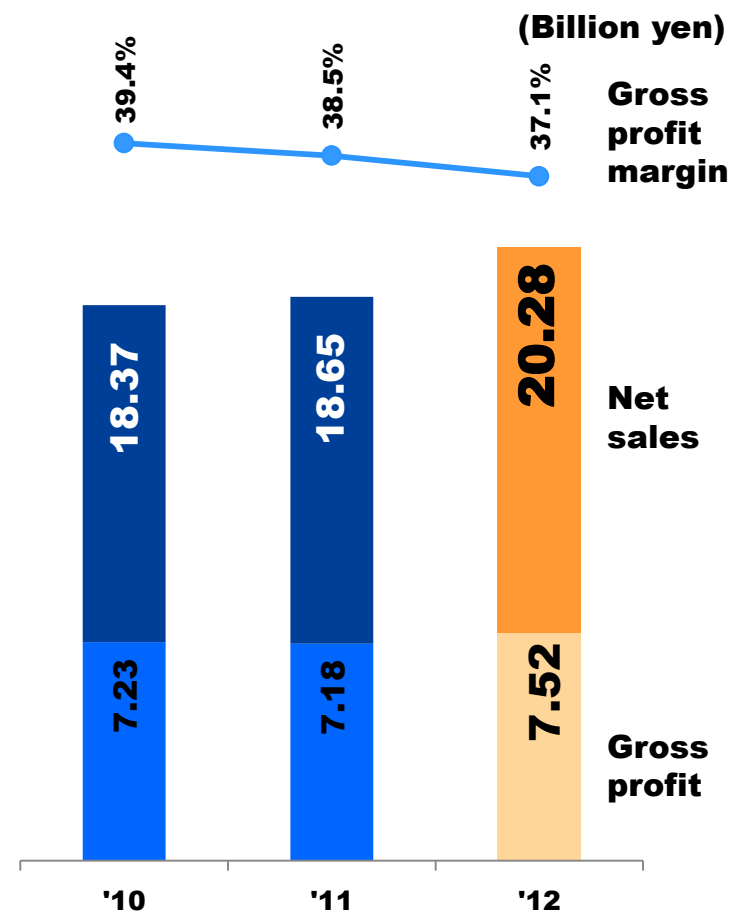
Billion yen (year on year)	2011 results	2012 plan	2012 results
Net sales	22.06 (118.3%)	27.80 (126.0%)	28.08 (127.3%)
Gross profit	7.66 (106.6%)	9.50 (123.9%)	8.96 (117.0%)
Gross profit margin	34.7% (-3.8pt)	34.2% (-0.6pt)	31.9% (-2.8pt)



Results of Term Ended October 2012:

Car rental

Billion yen (year on year)	2011 results	2012 plan	2012 results
Net sales	18.65 (101.5%)	19.55 (104.8%)	20.28 (108.8%)
Gross profit	7.18 (99.2%)	7.00 (97.4%)	7.52 (104.7%)
Gross profit margin	38.5% (△0.9pt)	35.8% (△2.7pt)	37.1% (△1.4pt)



Results of Term Ended October 2012:

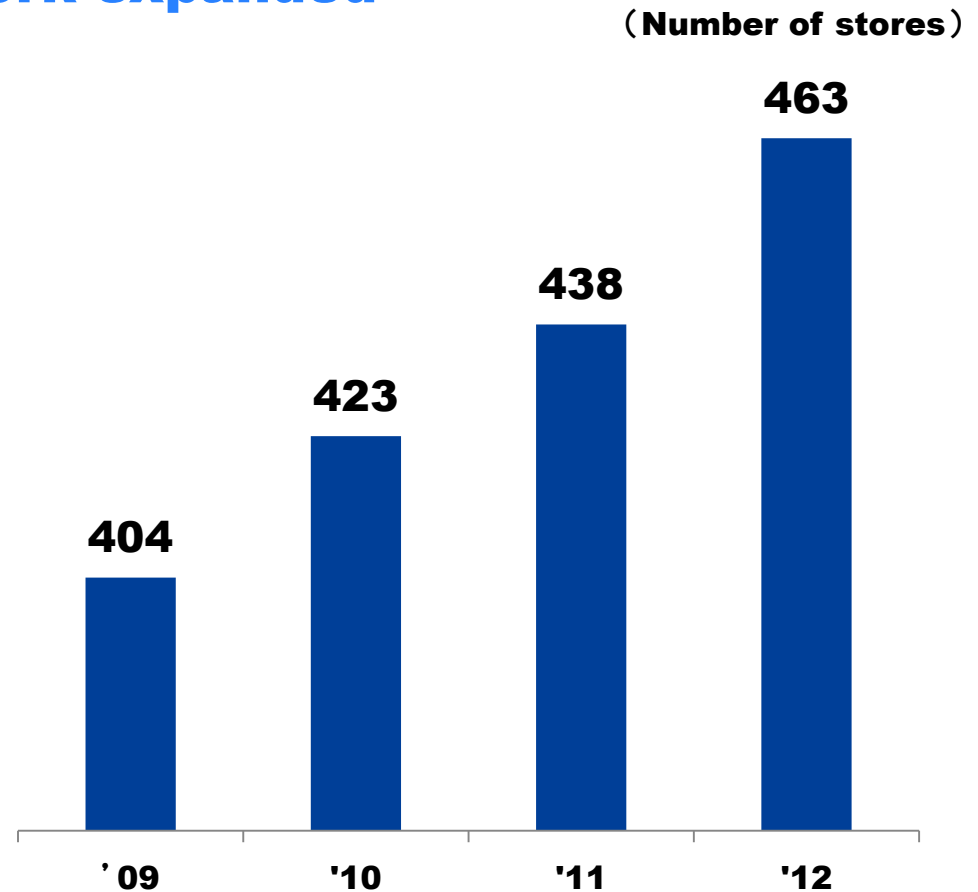
Car Rental Topics

Store network expanded

Total number of stores
From 438 to 463



▲ Store in Morioka-Higashisenboku
(opened on July 1)

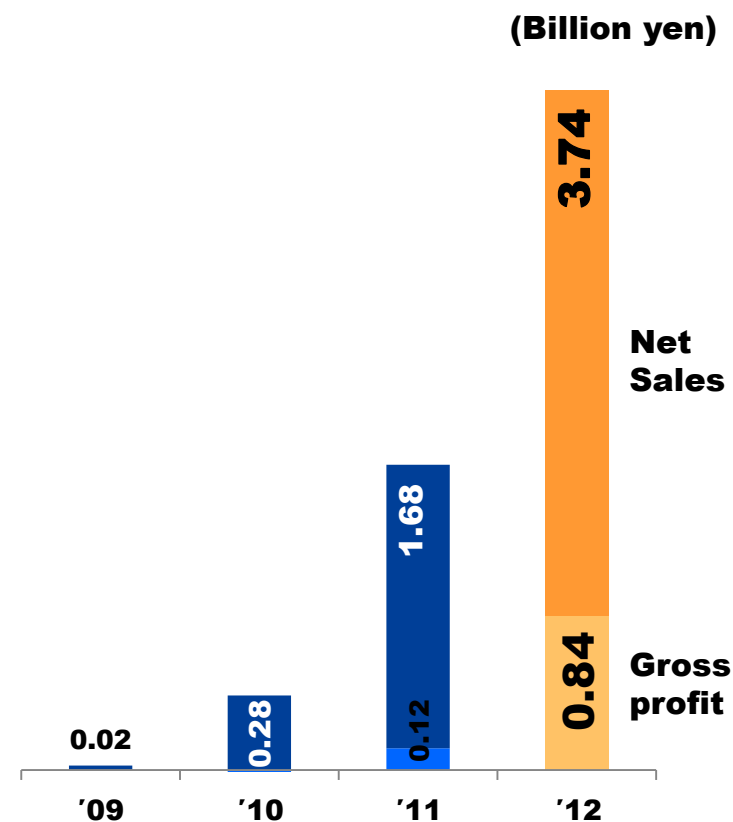


Results of Term Ended October 2012:

Times PLUS Business

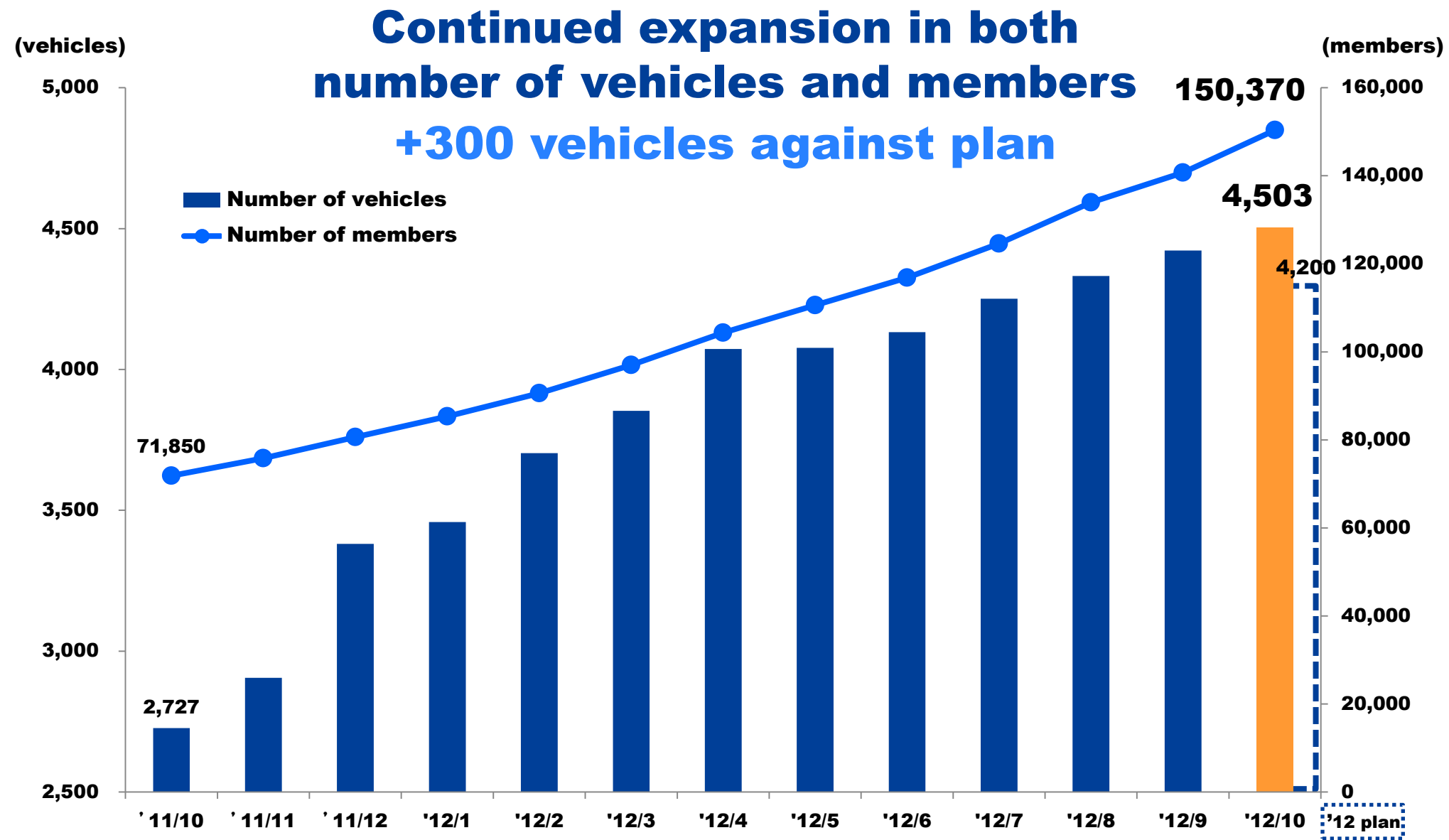
**Major growth in net sales
but both net sales and profit below plan**

Billion yen (year on year)	2011 results	2012 plan	2012 results
Net sales	1.68 (600.0%)	4.50 (267.9%)	3.74 (222.3%)
Gross profit	0.12 (-%)	1.80 (1,500%)	0.84 (704.4%)
Operating profit	-0.85 (-%)	0.00 (-%)	-0.82 (-%)



*Mobility Business has been consolidated since the 2nd half of FY2009.

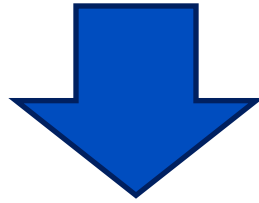
Results of Term Ended October 2012: Times PLUS Results





Forecast for Term Ending October 2013

2012-2014 Medium-Term Management Plan Policy
**Expand the Times network to
create a comfortable automobile society**



2013 Business Policy

**Further reinforcement
of profit base
Merge group services**

Parking Business

**Building tenacious development
capability and profit base**

Reinforce focused regional development

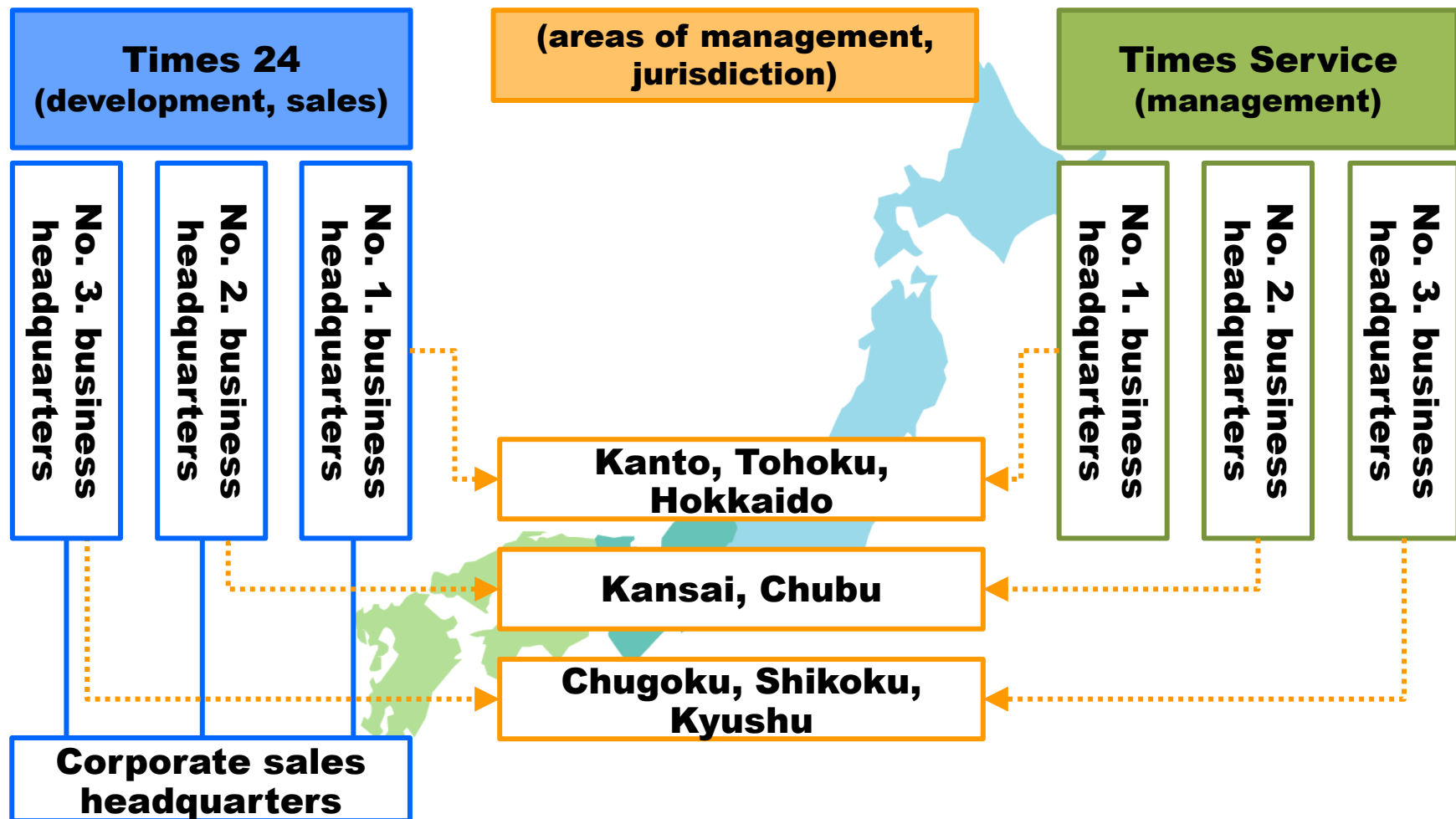
**Reinforce focused regional development,
reinforce business tie-ups,
improve quality of each service**

Further reinforcement of corporate sales

Establish corporate sales headquarters

Forecast for Term Ending October 2013: Parking Business Reinforce Profit Base

**Reinforce focused regional sales
resulting from organizational change**



Merging of group services

Standardized brand for services

**Consolidate all group services
as a Times service**

**Become a standardized brand
from the customer's perspective**

**Membership strategy:
Launch new membership service**

Integration of membership services

Forecast for Term Ending October 2013:

Merge Group Services

New line-up of service brands

Company name change (starting November 1, 2012)



Rescue Network Co., Ltd.



Times Rescue Co., Ltd.

Change in service brand (starting April 1, 2013)



Times PLUS



Times Car PLUS



Mazda Car Rental



Times Car RENTAL

Forecast for Term Ending October 2013:

Merging of Group Services

Membership strategy: Launch new membership service
Increase opportunity to accumulate, use Times points

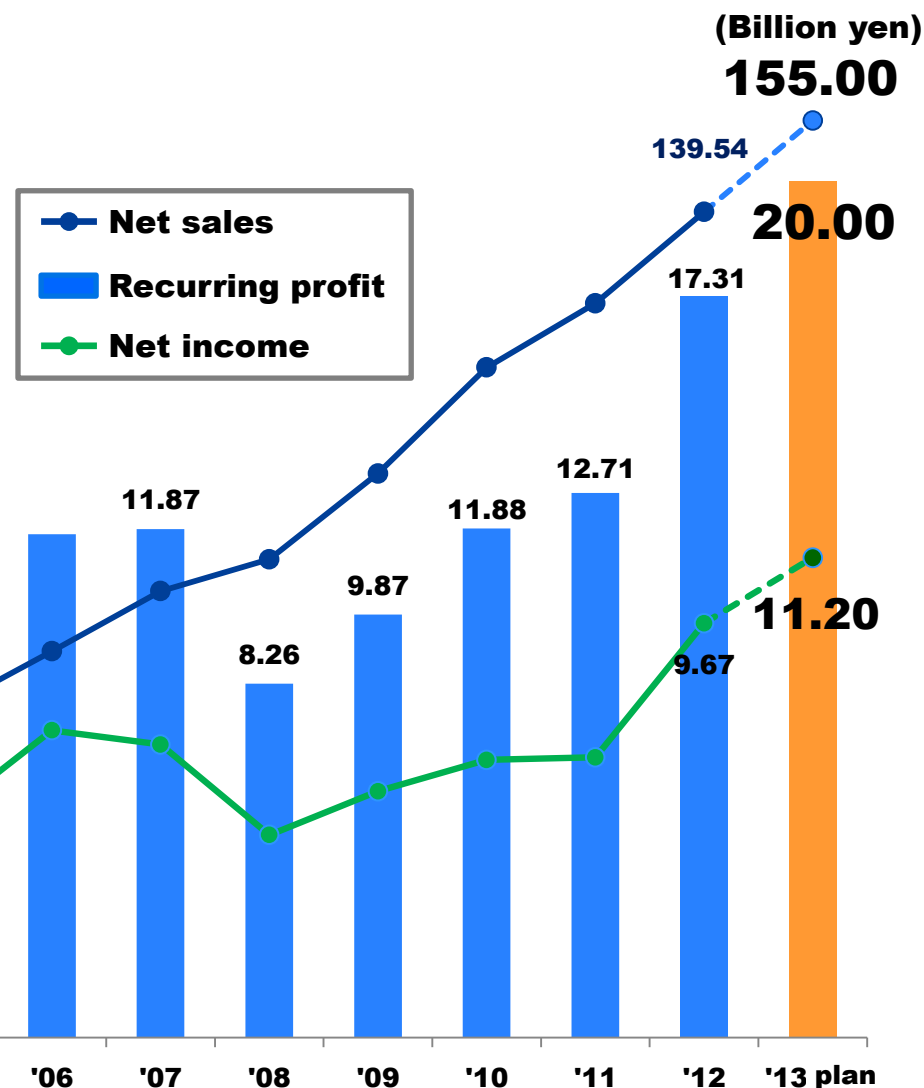


Start premium membership service
Times points tripled at all times,
preferential rate for car rental service, etc.

Forecast for Term Ending October 2013: Earnings

Recurring profit to continue increase for five terms in a row

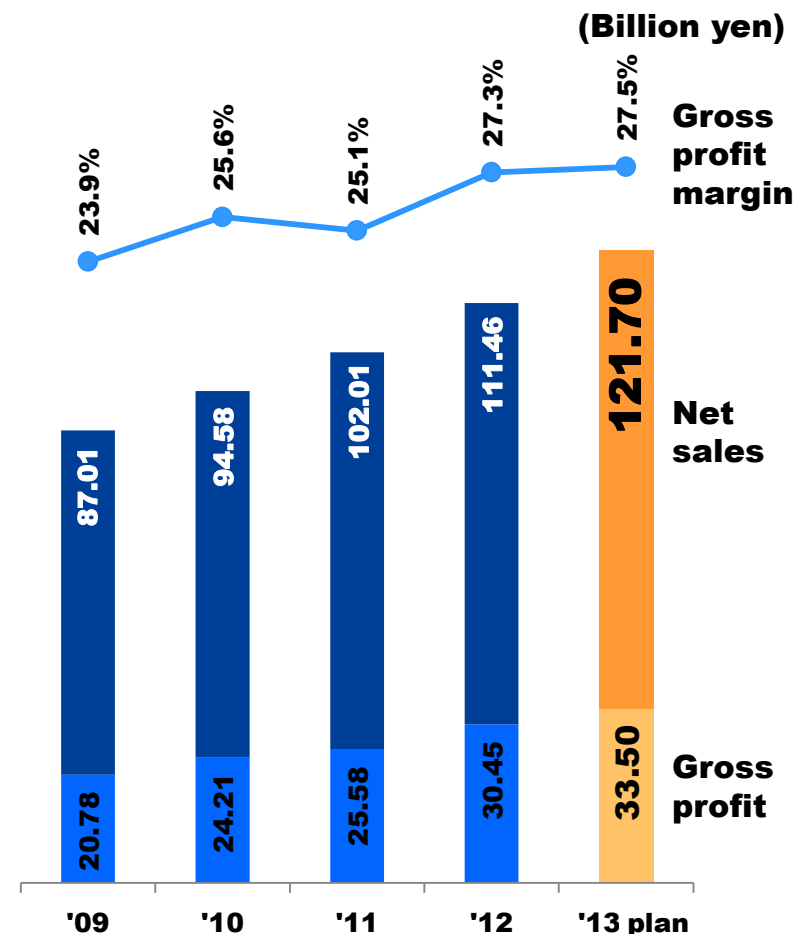
Billion yen (year on year)	2011 results	2012 results	2013 plan
Net sales	124.08 (109.6%)	139.54 (112.5%)	155.00 (111.1%)
Gross profit	33.25 (105.9%)	39.42 (118.5%)	44.70 (113.4%)
Operating profit	13.29 (103.5%)	17.80 (134.0%)	20.50 (115.1%)
Recurring profit	12.71 (107.0%)	17.31 (136.2%)	20.00 (115.5%)
Net income	6.54 (100.9%)	9.67 (147.7%)	11.20 (115.8%)



Forecast for Term Ending October 2013: Parking Business

Steady build-up in net sales, profit

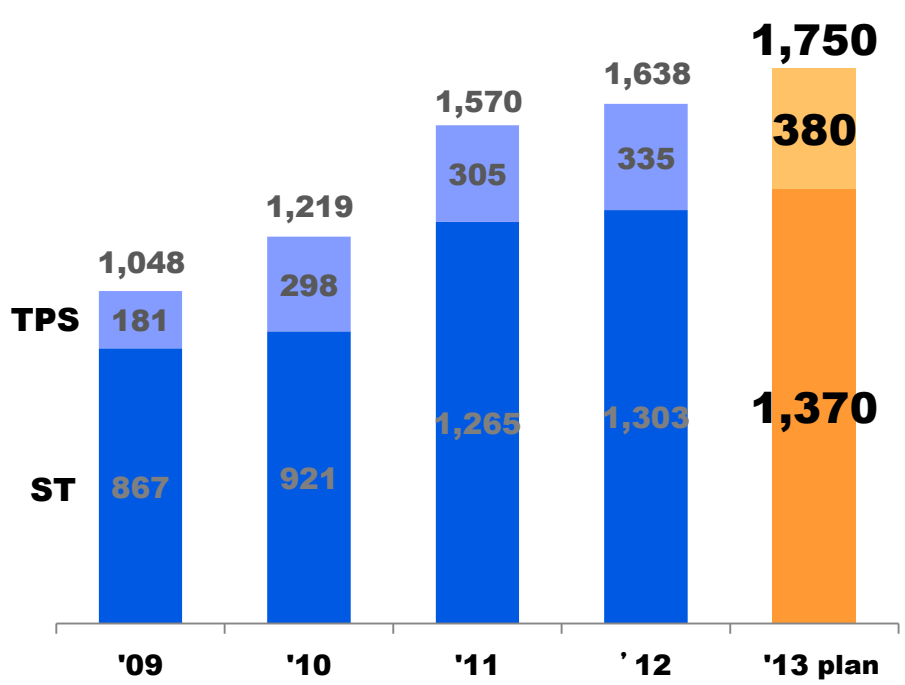
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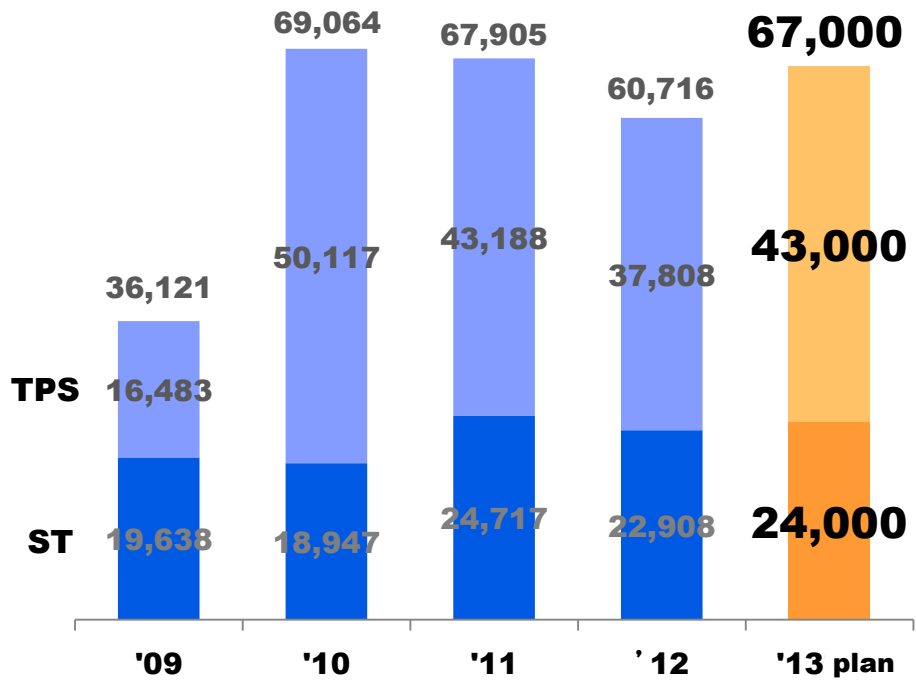
Forecast for Term Ending October 2013: Parking Business Development

**Aiming at record highs
for the number of parking sites and spaces
Increasing the number of TPS sites**

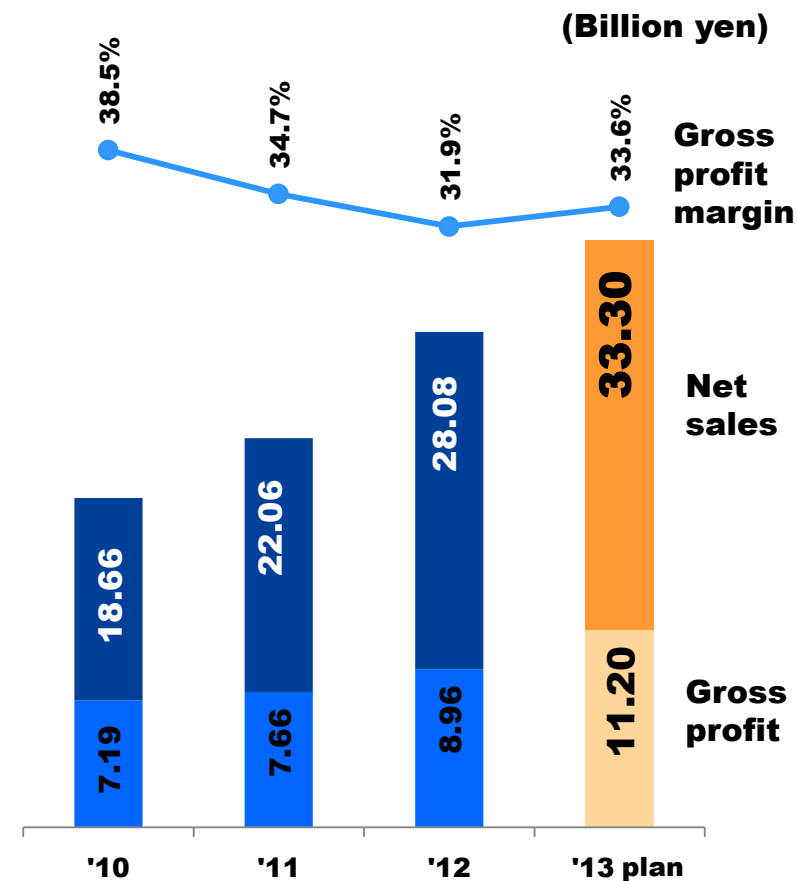
Number of parking sites



Number of parking spaces

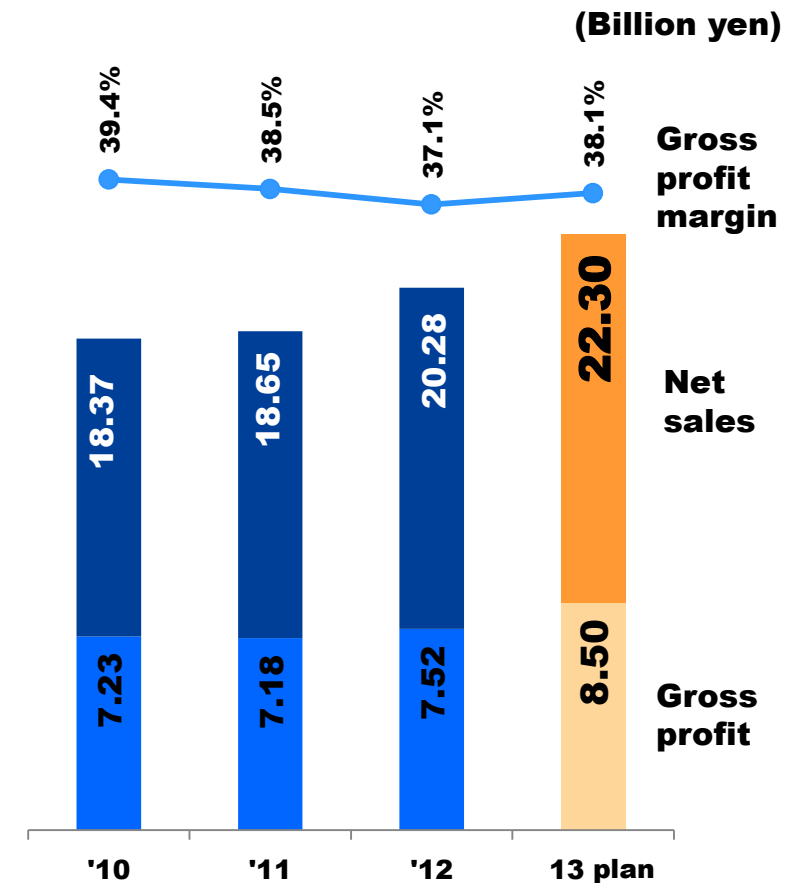


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Forecast for Term Ending October 2013: Car rental Business

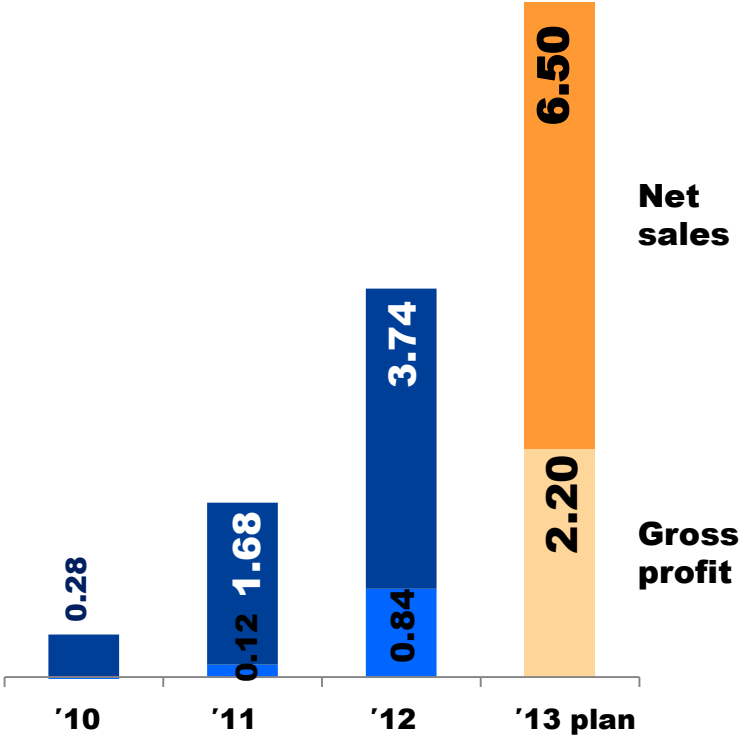
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Gross profit margin	38.5% (Δ0.9pt)	37.1% (Δ1.4pt)	38.1% (+1.0pt)



Aiming at breaking-even operating results for the term

(Billion yen)

Billion yen (year on year)	2011 results	2012 results	2013 plan
Net sales	1.68 (600.0%)	3.74 (222.3%)	6.50 (173.7%)
Gross profit	0.12 (-%)	0.84 (704.4%)	2.20 (259.9%)
Operating profit	-0.85 (-%)	-0.82 (-%)	0.00 (-%)



Forecast for Term Ending October 2013:

Times PLUS Items to Be Implemented

Improve operations

Continue work on capturing corporate members

- Increase in percentage of corporate members
November 2011 25%



October 2012 31%

- Reinforce sales to existing corporate members

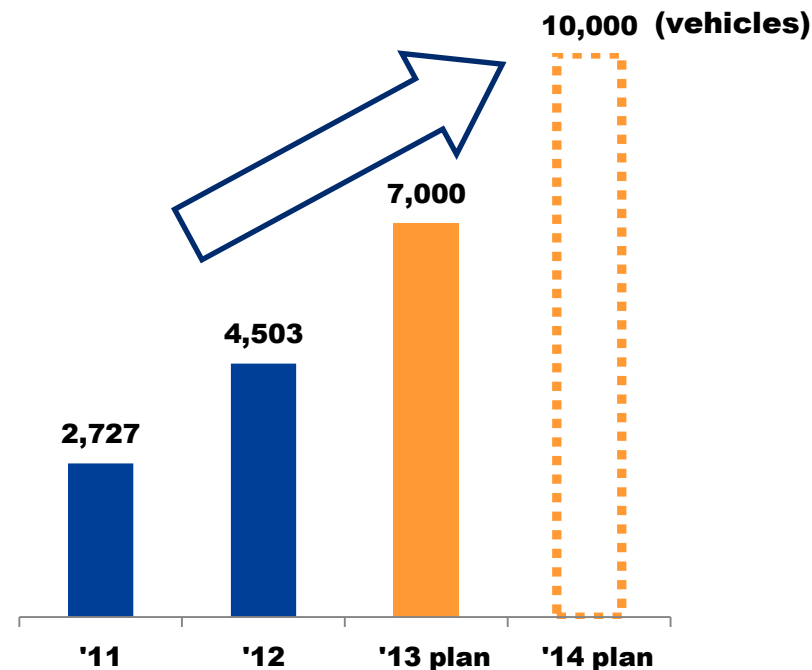
Expand membership entry promotion from one branch to all of them

Meticulous follow-up in order to improve the active rate

Scale expansion

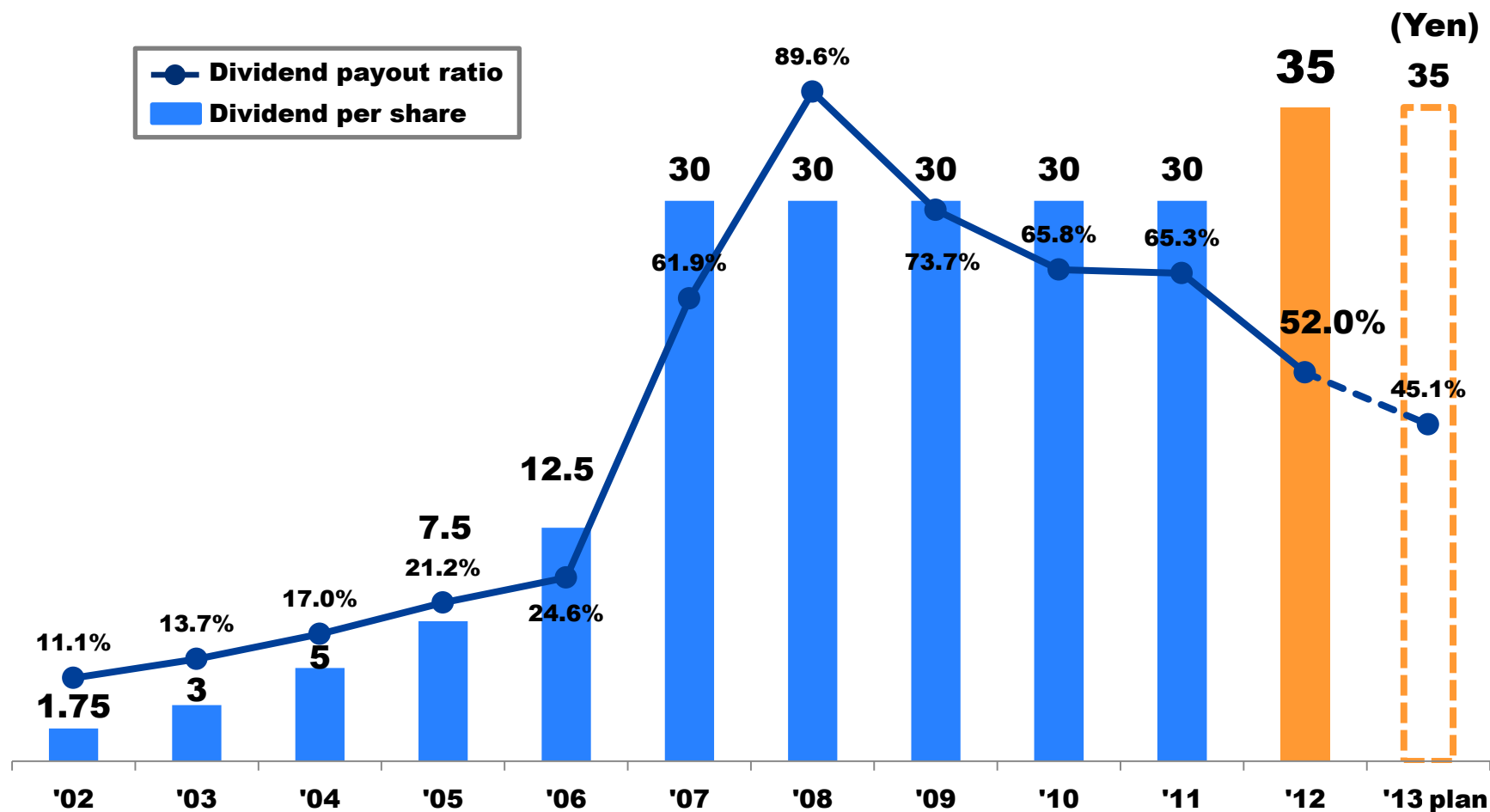
Set up 2,500 vehicles this term

To 7,000 in term ending October 2013,



Dividend for term ended October 2012

Increase in dividend by 35 yen per share



* Dividends above reflect the amount after stock split

* Scheduled to be discussed at the 28th Ordinary Shareholders Meeting to be held in January 2013