

Business segment information:

(1) Industry segments

Sales and operating profit:

(In Millions of yen , rounded down)

2001/4/1 ~ 2001/9/30

	Social communication gifts	Theme parks	Other	Combined	Corporate expenses and eliminations	Consolidated
Sales:						
Customers	¥50,365	¥4,956	¥2,191	¥57,513	¥-	¥57,513
Intersegment	953	297	6	1,257	(1,257)	-
Total	51,319	5,253	2,197	58,770	(1,257)	57,513
Operating expenses	47,883	5,866	2,219	55,969	(984)	54,985
Operating profit (loss)	¥3,436	(¥612)	(¥22)	¥2,800	(¥272)	¥2,528

(In Millions of yen , rounded down)

2000/4/1 ~ 2000/9/30

	Social communication gifts	Theme parks	Other	Combined	Corporate expenses and eliminations	Consolidated
Sales:						
Customers	¥52,341	¥5,586	¥2,456	¥60,383	¥-	¥60,383
Intersegment	1,101	270	5	1,377	(1,377)	-
Total	53,442	5,856	2,461	61,761	(1,377)	60,383
Operating expenses	48,275	6,493	2,409	57,178	(996)	56,182
Operating profit (loss)	¥5,166	(¥636)	¥52	¥4,582	(¥381)	¥4,201

(In Millions of yen , rounded down)

2000/4/1 ~ 2001/3/31

	Social communication gifts	Theme parks	Other	Combined	Corporate expenses and eliminations	Consolidated
Sales:						
Customers	¥122,500	¥9,595	¥4,772	¥136,867	¥-	¥136,867
Intersegment	1,932	614	12	2,558	(2,558)	-
Total	124,432	10,209	4,784	139,425	(2,558)	136,867
Operating expenses	110,703	12,077	4,763	127,543	(1,771)	125,772
Operating profit (loss)	¥13,729	(¥1,868)	¥21	¥11,882	(¥787)	¥11,095

(2) Geographic areas

Sales and operating profit:

(In Millions of yen , rounded down)

2001/4/1 ~ 2001/9/30

	Japan	North America	Other	Combined	Corporate expenses and eliminations	Consolidated
Sales:						
Customers	¥50,920	¥5,942	¥650	¥57,513	–	¥57,513
Intersegment	2,942	5	1,016	3,964	(3,964)	–
Total	53,863	5,948	1,666	61,477	(3,964)	57,513
Operating expenses	51,199	5,759	1,506	58,465	(3,480)	54,985
Operating profit (loss)	¥2,663	¥188	¥159	¥3,011	(¥483)	¥2,528

(In Millions of yen , rounded down)

2000/4/1 ~ 2000/9/30

	Japan	Other	Combined	Corporate expenses and eliminations	Consolidated
Sales:					
Customers	¥54,702	¥5,680	¥60,383	–	¥60,383
Intersegment	3,535	599	4,135	(4,135)	–
Total	58,238	6,280	64,519	(4,135)	60,383
Operating expenses	53,646	6,120	59,766	(3,584)	56,182
Operating profit (loss)	¥4,592	¥160	¥4,753	(¥551)	¥4,201

(In Millions of yen , rounded down)

2000/4/1 ~ 2001/3/31

	Japan	Other	Combined	Corporate expenses and eliminations	Consolidated
Sales:					
Customers	¥124,792	¥12,075	¥136,867	–	¥136,867
Intersegment	5,214	1,083	6,297	(6,297)	–
Total	130,006	13,158	143,164	(6,297)	136,867
Operating expenses	118,361	12,823	131,183	(5,411)	125,772
Operating profit (loss)	¥11,646	¥335	¥11,981	(¥886)	¥11,095