

FY ending April 2013

Briefing on Tenpos-busters

Food Business Producers

『Breakwater to protect small restaurant operations
Against major chains』

JASDAQ (Code: 2751)



Company information

Name	Tenpos-busters Co., Ltd	
Established	March 31, 1997	
Capital	509 million yen (as of April 2013)	Currently
CEO	Shinobu Hirano	No Debt
Sales	16.22 billion yen (as of April 2013: Consolidated)	
Profit	1.365 billion yen (as of April 2013: Consolidated)	
Ratio	Equity ratio : 62.0% Current ratio : 279.08% Quick ratio : 45.85%	
Profile	<ul style="list-style-type: none">▪ Discounting brand new with profits from sales of recycled kitchenware & equipment▪ Has grown to be 10 billion yen business in 10 years▪ To be 50 billion business, transforming itself to be Food Business Producers (FBP)▪ FBP provides location information, financing assistance, interior layout works and etc.▪ Training seminars for restaurant staff, IPO support, HR development and FC operations	
Head-office	Higashi Kamata2-30-17, Ota-ku, Tokyo	

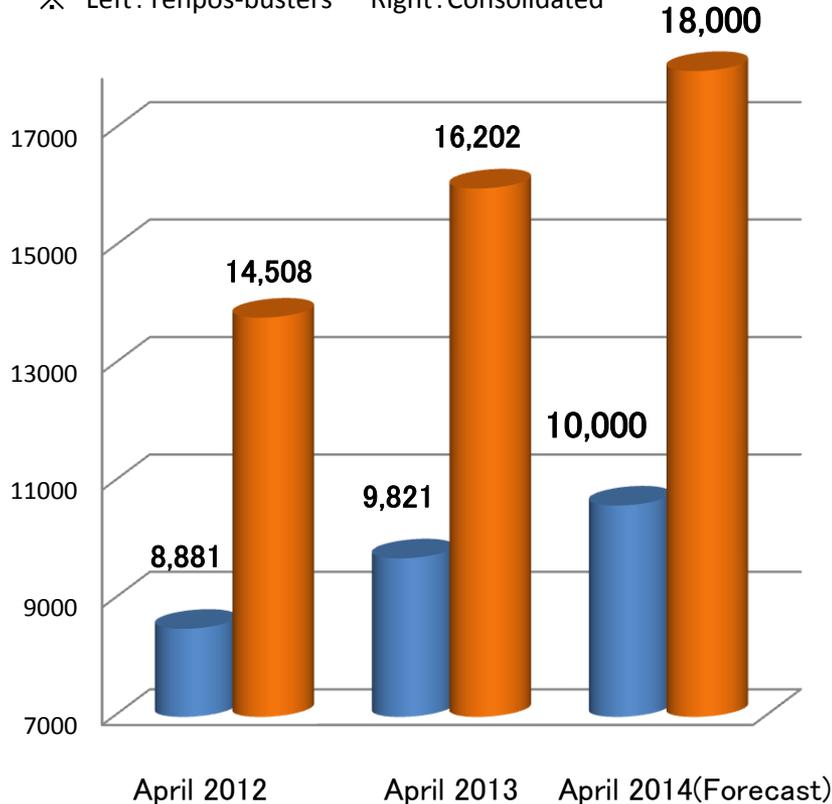
Sales & Ord. profit

Tenpos-busters & Consolidated

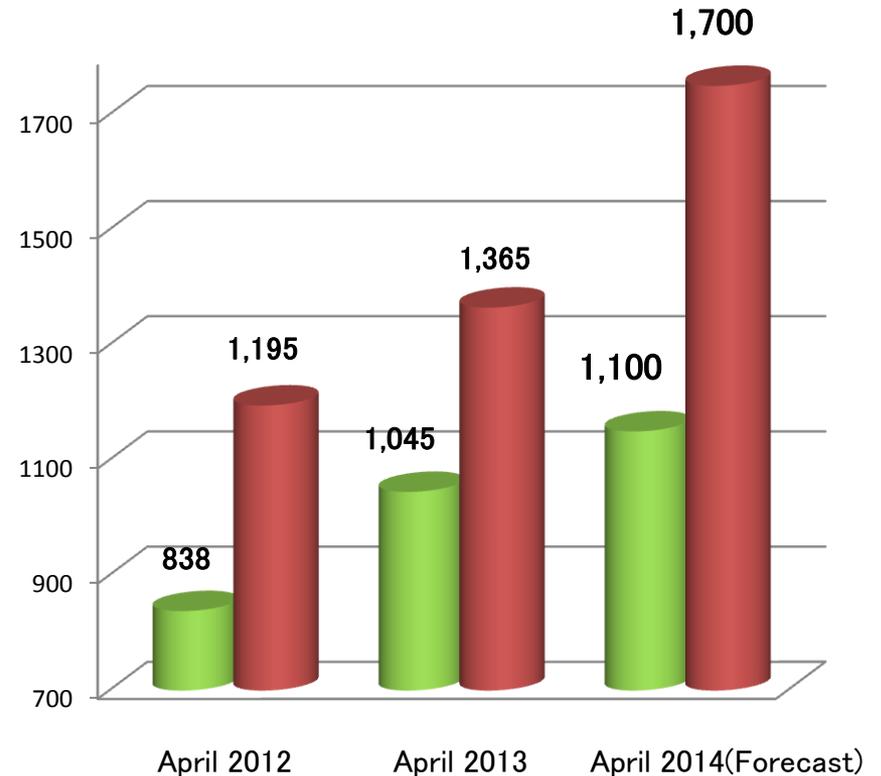
Sales

Million yen

※ Left: Tenpos-busters Right: Consolidated



Ord. profit



From the profitable store sales, Tenpos-busters expands to FBP business providing information and service. FC operations by “Asakuma” a well-known steakhouse chain is another business expansion based on FBP knowhow.

Sales expansion of PB items

Newly introduced PB items sold **2.4%** of all brand new items as of May 2012, and sold **9.2%** at the end of FY, expanding dramatically.

Targets

- **PB1000 items**

New PB items such as freezers and refrigerated showcases, in addition to furniture and kitchenware, are sure to improve lineup of PB items and profitability of sales.

- Share of PB items of all sales \Rightarrow **20%** \Rightarrow **40%**
Increase of PB items, mostly imported items sure to improve profitability.

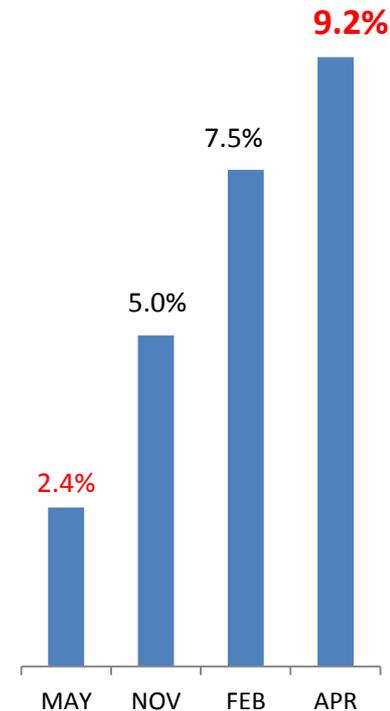
PB and recycled items, two main sales items

- Upgraded sales channels

Internet sales, wholesaling, local city stores



PB sales share of all new items sales



Store sales II

Complete membership

By introducing new POS system in February, Tenpos further improved its client list and information management such as the client email addresses.



- Information on promotional 40 items are to be addressed to 100,000 clients so that visiting clients are drastically increased.
- Improved client management system makes it possible to meet client needs by learning past purchase records of the clients.

Quick fledging of part-timers and sales consulting by the full time staff

※Share of part-timers is 49.8%
As of May 2013

Introduction of new POS system improves efficiency by automatic ordering and squeezed inventory with its possible part-timer share of 70%.

Part-timers do the store jobs, attend clients and issue orders based on commodity catalog.

New retirement allowance system and productivity based salary stimulate staff to work.

Individual consultation helps starters to work up business plans and concept making as well as financing.

FBP Business I

Studio tenpos (Interior design & works)

Let us go for major chains !

Working for major chains enables us to accumulate knowhow on discounted interior works which consequently enables us to operate with profit in its works for smaller clients, making the best of Imported materials and etc.

In parallel with expansion of Asakuma and Tokyo Chikarameshi, It opens branches in Sapporo, Nagoya, Osaka and Fukuoka for sales.



Tenpos-IT

IT equip. sales

■ ASP sales for small restaurant operators

Original ipadOES development

Major 7 branches have digital signage equipment to display images vocally of discounted ASP for sales.

■ Sales promotion services

- Menu book production
- Poster & flyer production
- Mail order promotion



FBP Business II

Tenpos-F & M

Finance and machinery

※Tenpos-finance was reorganized into Tenpos-F&M as of May 2013.

No deposit system

Credit card commission sales resultant from card terminal expansion and sales from sub-leasing of terminals not requiring deposit are revenue sources of Tenpos-F&M. which helps new restaurant operators in starting business with smaller initial investment and giving Tenpos-F&M business opportunity to provide them interior works and equipment sales.

Pressure cookers

It starts rental business of pressure cookers which shorten cooking hours of pork soup from 10 hours to 3 hours, lessens gas rates by half and reduce operating costs by 70,000 yen.

Collaborating with the real estate business partner (Tenpos-restaurant planning), Tenpos-F&M provides clients with overall business from location information to operational knowhow.

Non-duct roasters

Tenpos-F&M sells non-duct roasters which produces no smoke and requiring no duct construction reducing costs by half. Naturally it has no causes for neighboring complaints

Tenpos.com

IT related business

- **Listing recycled items of all Tenpos stores**
- **Search Engine Optimization (SEO) for the recycled item purchasing site**
- **Tenpos has established its overwhelming position in kitchenware & equipment market by completing its web-site listing recycled items of all its stores for which no IT competitors could be the match.**
- **In the kitchenware & equipment market, 10 IT companies are estimated to have revenue of 3 billion yen.**
 - ⇒ **Tenpos' internet revenue from brand new items in April increased by 126% as the result of newly established pricing survey system of the competitors' web-sites.**
- **SEO has been introduced to meet Algorithm changes by the major search engines.**
 - ⇒ **The average inquiries has been increased to 120 in February, 150 in march and 160 in April from monthly average of 100 in the past.**
- **SEO of keywords such as recycled kitchenware & equipment has been applied.**
 - ⇒ **Has Succeeded in being constantly listed in the up-front. Further SEO to be targeted.**

**Tenpos intends to increase internet mail order revenue by 15% by the end of next FY by introducing mail order site and recruiting sites on smartphone media.
Overall internet revenue is targeted to be doubled in the coming FY.**

Tenpos-restaurant planning(TTK)

**Real estate agency
business**

Being Tenpos group company, recycling kitchenware and etc. TTK receives information on failed restaurants. It intends to be “Information & Service” company in addition to its original store sales, providing clients with such real estate information as well as interior design and works, consultation including concept making and business planning.

Franchisee contracting

Currently, TTK assists 24 Franchise chains (FC) such as Asakuma and Sanko Marketing Foods in their chain operations.

Making the best of its knowhow, TTK assists restaurant operators in development and setting up of new FCs.



Opening assistance

10 nation-wide branches of TTK assist good local restaurant operators to start their business in Tokyo, while it supports Tokyo based operators to expand into other areas.

In May, TTK started its new site to assist FC development.

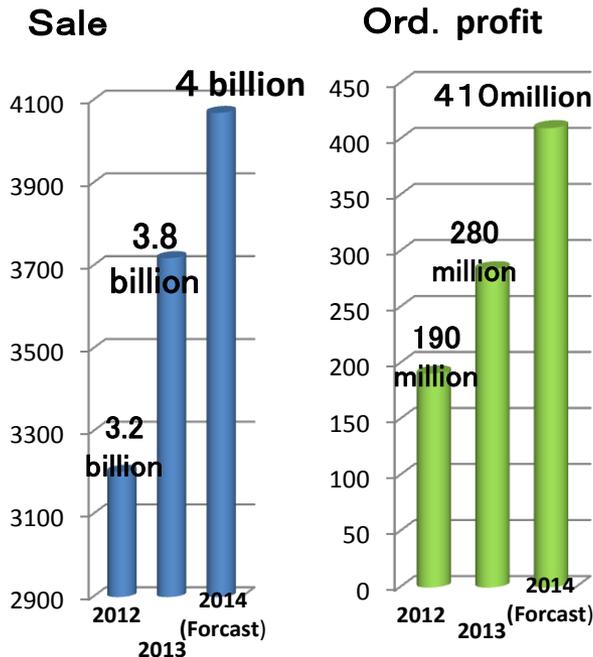
TTK approaches those potential clients who had not contacts with TTK and Tenpos group in the past,

Restaurant Operations

Restaurant Operations

Asakuma

It operates 5 brands of restaurant such as Italian (ASAKUMA KITCHEN), Pot dishes (Asakuma-pot dishes), Food court outlet (enjoy kitchen Asakuma) mostly in Tokai and Kanto Areas. It intends to increase the number to 17 including RC and FC restaurants.



Once with 120 restaurant, being one of the leading restaurant chains such as Royal Host and Skylark, Asakuma went down the slope to have only 28 at its difficult time. But now reborn under the new management, it revived itself to have 36 outlets.

Expansion M&A

To make further growth, it expand its business fields by means of M&A of beef featuring restaurants.

“Bistro Manucanbis” to be soon open in Osaka as the first of its kind in Kansai district, is also a training facility to bring up new restaurant operators.

Tenpos-busters assists such new operators in every possible ways for their success.

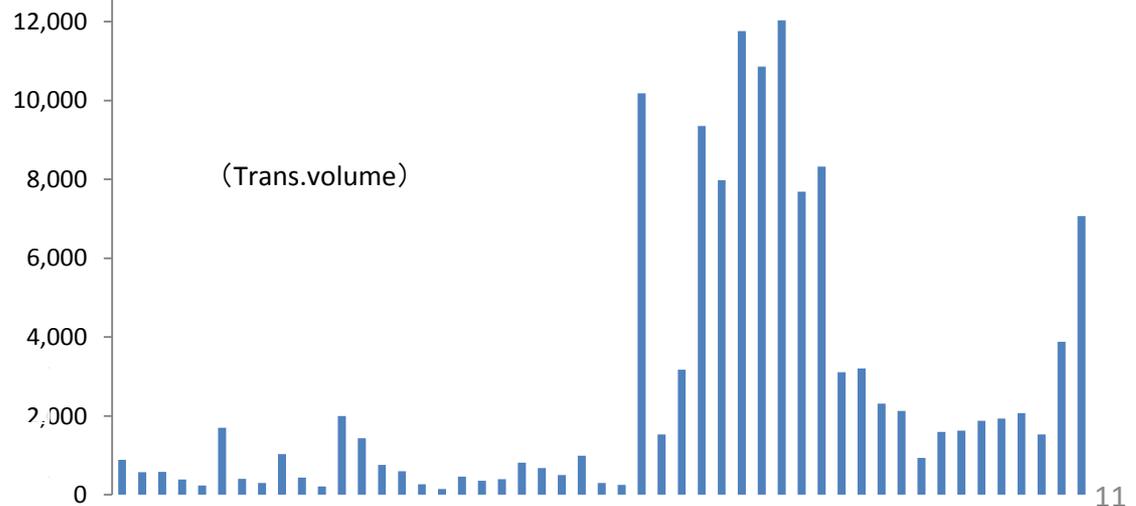
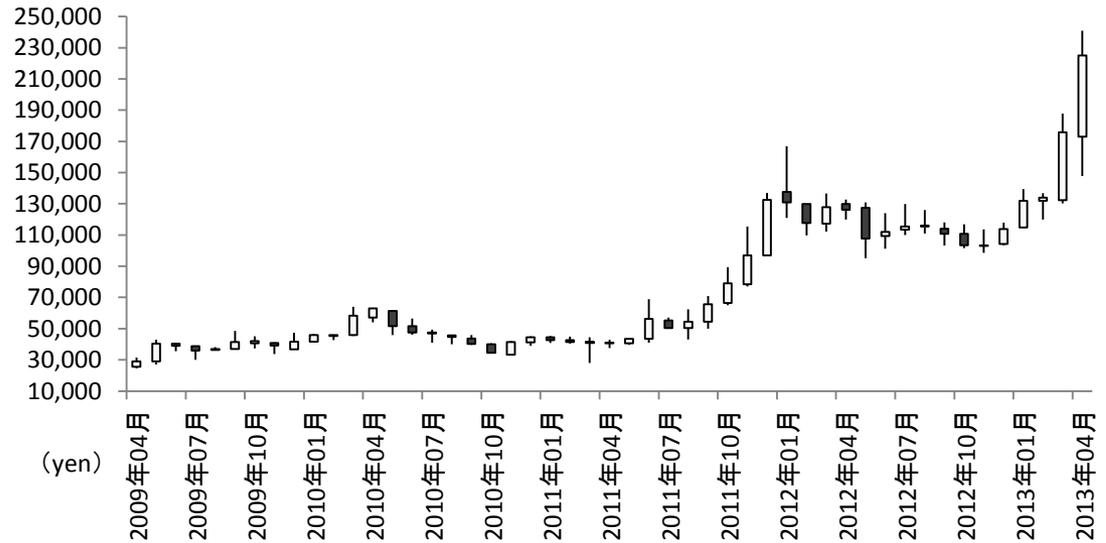
Once being difficult to open up lines of credit, Tenpos now operates with no debt.

Stock prices

Indices (Apr. 30)	
Price	225,000yen
Total present value	10,736 m. yen
Issued shares	47,716 shares
PER	11.83
Profit per share	19,010.11 yen
PBR	2.35
Asset per share	95,647.85 yen
Dividend/Price	0.48%
Dividend per share	1,100 yen
End of FY	April 30, 2013
Equity ratio	62.20%
Profit/equity	22.1%
Profit/total asset	23.9%

Number of shareholders
 End of APR 2013 | 1, 667

Prices in past 4 years



Tenpos-busters (number of stores 36RCs 9Purchasing centers 6FCs)

N. Japan: Sapporo Shiraishi ▪ Sapporo Nishino ▪ Susukino ▪ Koriyama ▪ Sendai ▪ Niigata ▪ Niigata center

Kanto: KawaguchiAB ▪ KawaguchiC ▪ Hatagaya ▪ Omiya ▪ Shinjuku ▪ Ikebukuro ▪ Tachikawa ▪ Makuhari ▪ Chiba ▪ Kashiwa ▪ KawaguchiD ▪ Sinjuku center ▪ Chiba center

Kanagawa: Kawasaki ▪ Yokohama ▪ Shonan ▪ Sagamihara ▪ Totsuka center

Tokai: Ichinomiya ▪ Kasugai ▪ Nagaya Nishi ▪ Chikusa ▪ Nagaya Nakagawa ▪ Hamamatsu ▪ Ichinomiya center

Kansai: Namba ▪ Higashi Osaka ▪ Nishinomiya ▪ Kyoto ▪ Osaka center

W. Japan: Hiroshima Nishi ▪ Matsuyama ▪ Fukuoka ▪ Kokura ▪ Kumamoto ▪ Naha ▪ Fukuoka center ▪ Kumamoto center

【FC】 Toyama FC ▪ Kanazawa FC ▪ Fukui FC ▪ Kurashiki FC ▪ Takamatsu FC ▪ Wakayama FC

Asakuma RC: Kanto district 11 locations Tokai▪Chubu district 21 locations

FC: Kanto district 3 locations Tokai▪Chubu district 1 location

Tenpos restaurant planning 10 branches Studio tenpos 4 branches (all branches located in Tenpos-busters stores)

Notes to this information

- Except for historic data, all information given here are based on forecast and estimates made by the management under certain assumption and therefore include some risks and uncertainty.
- This is prepared for providing shareholders and investors with information on the company's management policy, plans and financial situation. This is not intended to solicit their investment, and which should be made entirely on their own decision and judgement.
- We are not held responsible for any errors or misprints thereof which are made in spite of our best efforts.

For further information, please contact
Tenpos-busters Co., Ltd Administration Oikawa
oikawa@tenpos.co.jp
TEL: 03-3736-0319
FAX: 03-5744-0910