News Release Dated October 31, 2014

Company: AOKI Holdings Inc.
Representative: Akihiro Aoki, President
Stock code: 8214, TSE First Section
Contact: Haruo Tamura, Executive Vice President
Tel: +81-45-941-1388

Revisions to Consolidated Forecasts for the First Half of the Fiscal Year Ending March 31, 2015

AOKI Holdings Inc. has revised its first-half consolidated forecasts for the fiscal year ending March 31, 2015 that was announced on May 9, 2014.

1. Revisions to consolidated first-half forecasts for the fiscal year ending March 31, 2015 (April 1, 2014 – September 30, 2014)

	Sales	Operating profit	Ordinary income	Net income	Net income per share
	(Million yen)	(Million yen)	(Million yen)	(Million yen)	(Yen)
Previous forecast (A)	80,530	3,100	3,050	1,300	14.26
Revised forecast (B)	78,200	2,500	2,500	1,450	15.90
Change (B - A)	(2,330)	(600)	(550)	150	
Percentage change (%)	(2.9)	(19.4)	(18.0)	11.5	
(Reference) Previous first half (ended September 30, 2013)	73,381	3,272	3,648	1,946	23.46

Note: There was a 2-for-1 common stock split on January 1, 2014. Net income per share has been calculated as if this stock split had taken place at the beginning of the fiscal year ended March 31, 2014.

2. Reasons for revisions

(1) As shown in the above table, sales are likely to fall short of our previous forecast. The slowdown in the Fashion Business following the spike in demand as consumers rushed to make purchases prior to the consumption tax hike exceeded expectations and affected sales.

(2) Despite cost control initiatives at Aoki Group companies, operating profit and ordinary income are also likely to fall short of our previous forecast because of lower sales.

(3) Although the ordinary income forecast has been decreased, net income is expected to exceed our previous forecast because of several factors, including lower than estimated tax expenses.

We are currently examining the full-year earnings forecasts based on the current economic trend, market environment and other items, and plan to announce these forecasts when first-half results are released on November 7, 2014 (Friday).

Note: Above forecasts are based on judgments made in accordance with information available to management at the time this release was prepared, and actual results may differ substantially from these forecasts for a number of reasons.