

News Release Dated February 7, 2013

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

## Revisions to Full-year Earnings Forecasts and Year-end Dividend Forecasts for the Fiscal Year Ending March 31, 2013

AOKI Holdings Inc. has reviewed current trends in its performance and revised its full-year earnings forecasts and the year-end dividend forecasts for the fiscal year ending March 31, 2013 that were announced on November 8, 2012.

### 1. Revisions to consolidated full-year forecasts for the fiscal year ending March 31, 2013 (April 1, 2012 – March 31, 2013)

	Sales	Operating profit	Ordinary income	Net income	Net income per share
	(Million yen)	(Million yen)	(Million yen)	(Million yen)	(Yen)
Previous forecast (A)	155,830	15,200	15,700	8,250	197.98
<b>Revised forecast (B)</b>	<b>157,270</b>	<b>15,900</b>	<b>16,350</b>	<b>8,700</b>	<b>210.08</b>
Change (B - A)	1,440	700	650	450	
Percentage change (%)	0.9	4.6	4.1	5.5	
(Reference)					
Previous fiscal year (ended March 31, 2012)	146,591	13,766	14,584	7,087	167.07

#### Reasons for revisions

- (1) Sales in the current fiscal year are likely to exceed our previous forecast, and reach a record high, due to strong sales in the Fashion Business, particularly in November which was unusually cold, of hybrid suits, our core product lineup which emphasizes both design and sewing technology, and coats and warm clothes; also, sales of ladies' wear remained strong.
- (2) Operating profit, ordinary income, and net income in the current fiscal year are also likely to exceed our previous forecasts and reach record high levels as they reached record highs in the first nine months of the fiscal year reflecting higher sales.

### 2. Revisions to dividend forecasts

	Dividend per share				
	1Q-end	2Q-end	3Q-end	Year-end	Total
	(Yen)	(Yen)	(Yen)	(Yen)	(Yen)
Previous forecast (Announced on November 8, 2012)	-	20.00	-	20.00	40.00
<b>Revised forecast</b>				<b>25.00</b>	<b>45.00</b>
Current fiscal year (ending March 31, 2013)	-	20.00	-		
Previous fiscal year (ended March 31, 2012)	-	15.00	-	20.00	35.00

**Reasons for revisions**

We consider distributing profits to be an important management theme, and our basic policy is to maintain stable dividends while taking into consideration factors such as future business development, financial structure strengthening, and the payout ratio.

Our performance in the fiscal year ending March 31, 2013 is expected to exceed our previous forecast and reach new records. Due to this outlook and our basic policy regarding dividends, we have decided to raise the year-end dividend by 5 yen per share to 25 yen per share. The dividend increase is also an expression of our appreciation for the continuing support of shareholders. As a result, the total dividend, including the 20 yen per share interim dividend, for the fiscal year that ending on March 31, 2013 will be 45 yen per share.

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.