

Supplementary Materials: Results for the First Quarter of the Fiscal Year Ending March 31, 2010

Quarterly Consolidated Statements of Income (Actual/Previous First Quarter)

(Millions of yen)

Items	First Quarter of FY2009 (April 1, 2008 to June 30, 2008)		First Quarter of FY2010 (April 1, 2009 to June 30, 2009)		Year-on-year change (decrease)	
	Amount	(%)	Amount	(%)	Amount	(%)
<b>I. Net sales</b>	<b>80,680</b>	<b>100.0</b>	<b>77,138</b>	<b>100.0</b>	<b>(3,541)</b>	<b>(4.4)</b>
Theme Park Segment	64,891	80.4	58,849	76.3	(6,042)	(9.3)
Hotel Business Segment	7,899	9.8	9,512	12.3	1,613	20.4
Retail Business Segment	3,460	4.3	3,340	4.3	(120)	(3.5)
Other Business Segment	4,429	5.5	5,435	7.1	1,006	22.7
<b>II. Cost of sales</b>	<b>62,767</b>	<b>77.8</b>	<b>62,072</b>	<b>80.5</b>	<b>(695)</b>	<b>(1.1)</b>
Personnel expenses	14,629		14,912		282	
Other expenses	37,684		37,061		(623)	
Depreciation and amortization	10,453		10,099		(354)	
<b>Gross profit</b>	<b>17,912</b>	<b>22.2</b>	<b>15,065</b>	<b>19.5</b>	<b>(2,846)</b>	<b>(15.9)</b>
<b>III. Selling, general and administrative expenses</b>	<b>13,573</b>	<b>16.8</b>	<b>13,925</b>	<b>18.0</b>	<b>352</b>	<b>2.6</b>
Personnel expenses	4,995		5,451		455	
Other expenses	7,417		6,585		(831)	
Depreciation and amortization	1,159		1,888		728	
<b>Operating income</b>	<b>4,339</b>	<b>5.4</b>	<b>1,140</b>	<b>1.5</b>	<b>(3,198)</b>	<b>(73.7)</b>
Theme Park Segment	4,837	6.0	850	1.1	(3,987)	(82.4)
Hotel Business Segment	304	0.4	662	0.9	358	117.8
Retail Business Segment	(343)	(0.4)	(187)	(0.3)	156	—
Other Business Segment (Elimination and Corporate)	(394)	(0.5)	(238)	(0.3)	156	—
	(65)	(0.1)	52	0.1	117	—
<b>IV. Non-operating income</b>	<b>570</b>	<b>0.7</b>	<b>504</b>	<b>0.6</b>	<b>(65)</b>	<b>(11.5)</b>
<b>V. Non-operating expenses</b>	<b>900</b>	<b>1.1</b>	<b>764</b>	<b>1.0</b>	<b>(136)</b>	<b>(15.1)</b>
<b>Ordinary income</b>	<b>4,009</b>	<b>5.0</b>	<b>881</b>	<b>1.1</b>	<b>(3,127)</b>	<b>(78.0)</b>
<b>Income before income taxes and minority interests</b>	<b>4,009</b>	<b>5.0</b>	<b>881</b>	<b>1.1</b>	<b>(3,127)</b>	<b>(78.0)</b>
Income taxes	1,966	2.5	421	0.5	(1,544)	(78.6)
Minority interests in loss	(12)	(0.0)	(0)	(0.0)	12	—
<b>Net income</b>	<b>2,055</b>	<b>2.5</b>	<b>460</b>	<b>0.6</b>	<b>(1,595)</b>	<b>(77.6)</b>

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(Reference) Projections: Quarterly Consolidated Statements of Income  
(Forecast/Previous Cumulative Second Quarter)

(Millions of yen)

Items	First half of the fiscal year ended March 31, 2009 (April 1, 2008 to Sept. 30, 2008)		Forecast: First half of the fiscal year ending March 31, 2010 (April 1, 2009 to Sept. 30, 2009)		Year-on-year change (decrease)	
	Amount	(%)	Amount	(%)	Amount	(%)
<b>Net sales</b>	<b>181,077</b>	<b>100.0</b>	<b>179,280</b>	<b>100.0</b>	<b>(1,797)</b>	<b>(1.0)</b>
Theme Park Segment	142,546	78.7	133,270	74.3	(9,276)	(6.5)
Hotel Business Segment	21,082	11.7	25,060	14.0	3,977	18.9
Retail Business Segment	7,316	4.0	7,750	4.3	433	5.9
Other Business Segment	10,131	5.6	13,200	7.4	3,068	30.3
<b>Operating income</b>	<b>16,362</b>	<b>9.0</b>	<b>14,160</b>	<b>7.9</b>	<b>(2,202)</b>	<b>(13.5)</b>
Theme Park Segment	15,664	8.6	8,880	5.0	(6,784)	(43.3)
Hotel Business Segment	1,861	1.0	5,280	2.9	3,418	183.6
Retail Business Segment	(423)	(0.2)	(170)	(0.1)	253	—
Other Business Segment	(778)	(0.4)	120	0.1	898	—
<b>Ordinary income</b>	<b>15,884</b>	<b>8.8</b>	<b>13,560</b>	<b>7.6</b>	<b>(2,324)</b>	<b>(14.6)</b>
<b>Net income</b>	<b>8,806</b>	<b>4.9</b>	<b>8,990</b>	<b>5.0</b>	<b>183</b>	<b>2.1</b>

Quarterly Consolidated Statements of Income (Actual/Previous First Quarter)

[A. ¥3.5 Billion (4.4%) Decrease in Net Sales]

Items	(Millions of yen)		
	1Q of FY09	1Q of FY10	Change from Prev. 1Q
<b>(1) Net Sales</b>			
<b>① Theme Park Segment</b>	64,891	58,849	(6,042)
Attractions and shows	29,362	26,822	(2,540)
Merchandise	22,582	19,856	(2,726)
Food and beverages	12,571	11,694	(876)
Others	374	475	101
<b>② Hotel Business Segment</b>	7,899	9,512	1,613
Tokyo Disneyland Hotel *1	3	2,816	2,812
Tokyo DisneySea Hotel MiraCosta	3,737	3,251	(486)
Disney Ambassador Hotel	3,263	2,733	(529)
Palm & Fountain Terrace Hotel	894	712	(182)
<b>③ Retail Business Segment</b>	3,460	3,340	(120)
<b>④ Other Business Segment</b>	4,429	5,435	1,006
IKSPIARI	2,137	2,126	(11)
Theatre *2	3	1,327	1,324
Monorail	711	609	(102)
Employee cafeterias	586	580	(5)
Others	990	792	(198)

\*1: Grand opening on July 8, 2008 \*2: Grand opening on October 1, 2008

(2) Theme Park Information

Items	Change from Prev. 1Q
Attendance	Decreased
Net sales per guest	Essentially unchanged
Ticket receipts	Essentially unchanged
Merchandise	Decreased
Food and beverages	Increased

(3) Hotel Occupancy Rates

Items	Change from Prev. 1Q
Tokyo Disneyland Hotel	—
Tokyo DisneySea Hotel MiraCosta	Decreased
Disney Ambassador Hotel	Decreased
Palm & Fountain Terrace Hotel	Decreased

(4) The Disney Store Information

Items	Change from Prev. 1Q
Net sales from existing stores	Decreased
Number of stores	4/1/08 53 stores → 6/30/08 52 stores 4/1/09 57 stores → 6/30/09 58 stores

[B. ¥3.1 Billion (73.7%) Decrease in Operating Income]

(Millions of yen)

Items	1Q of FY09	1Q of FY10	Change from Prev. 1Q	Primary reasons for changes
⑤ Theme Park Segment	4,837	850	(3,987)	• Decrease in net sales • Disposal expenses related to the 25th Anniversary: (¥500 million)
⑥ Hotel Business Segment	304	662	358	• Decrease in occupancy rates • Increase due to full-year operation of Tokyo Disneyland Hotel • Decrease in preparation expenses before the opening of Tokyo Disneyland Hotel: ¥900 million
⑦ Retail Business Segment	(343)	(187)	156	• Decrease in fixed expenses including store personnel expenses
⑧ Other Business Segment	(394)	(238)	156	• Decrease in preparation expenses before the opening of Cirque du Soleil Theatre Tokyo: ¥300 million

[Overview]

1. First Quarter Results

(1) Compared with the first quarter of the previous fiscal year

- Net sales and operating income in the Theme Park Segment decreased due to factors including disposal expenses related to the 25th Anniversary as well as a decrease in theme park attendance which reflected the fact that it was the year after Tokyo Disney Resort 25th Anniversary, among other factors. (Net sales per guest at theme parks remained strong with the amount of sales essentially unchanged from the same period of the previous fiscal year.)
- Net sales and operating income in the Hotel Business Segment increased as a result of full-year operation of Tokyo Disneyland Hotel despite a decrease in the occupancy rate of each hotel which reflected the fact that it was the year after Tokyo Disney Resort 25th Anniversary, among other factors. (Average unit price for the guest rooms was essentially unchanged from the same period of the previous fiscal year.)

(2) Compared with the projected business results

- Although net sales per guest were slightly above our projections, net sales and operating income in the Theme Park Segment decreased due to factors including a decrease in theme park attendance which reflected the influence of bad weather especially during the weekends and long holidays, cancellations by group guests and a decrease in the number of overseas travelers visiting Japan, both of the latter of which were due to an outbreak of novel influenza A (H1N1).
- Net sales and operating income in the Hotel Business Segment decreased as the occupancy rate of each hotel was below our projections as a result of factors including the influence of novel influenza as well as a deflationary environment, which was much worse than anticipated.
- Results for the Retail Business Segment and Other Business Segment were as projected at the beginning of the period.

2. Projections for Consolidated Cumulative Second Quarter and Full-Year Business Results

- As shown above, results for the first quarter were below our performance projections. However, we are not currently changing our consolidated cumulative second quarter and full-year projections, considering the fact that the second quarter and after will fall in a high attendance period for the theme parks, among other factors.