



HAPPINET CORPORATION

Stock Listing :Tokyo Stock Exchange  
Code Number :7552

# Fiscal Year 2012 First Half Results Briefing

November 22, 2012



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# First Half of FY2012 Financial Results

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**Hideo Asatsu**  
Board Director, CFO  
Senior Managing Director

# Change of business results



		1st half of FY2008	1st half of FY2009	1st half of FY2010	1st half of FY2011	1st half of FY2012	FY2009	FY2010	FY2011
Net Sales	¥ million	76,052	89,829	85,090	88,508	76,211	194,246	190,891	198,021
Operating income	¥ million	1,226	930	1,240	2,316	1,007	2,327	2,855	4,855
Ordinary income	¥ million	1,365	1,059	1,314	2,422	1,072	2,513	3,013	5,032
Net income	¥ million	618	657	712	1,526	709	1,179	1,376	2,458
Comprehensive income	¥ million	—	—	468	1,413	698	—	1,179	2,402
Net assets	¥ million	18,539	18,445	19,364	21,053	22,136	18,962	19,802	21,795
Total assets	¥ million	45,770	49,953	49,339	50,392	51,003	49,050	48,507	54,323
Book Value per share	¥	1,590.76	1,646.64	1,713.41	939.25	987.05	1,692.76	1,767.34	972.13
Net income per share	¥	52.69	57.95	63.63	68.14	31.68	104.60	122.56	109.73
Dividends per share (Interim dividends)	¥	(15.00)	(15.00)	(15.00)	(22.50)	(11.25)	30.00 (15.00)	30.00 (15.00)	38.75 (22.50)
Nb. of employees	People	868	978	932	913	935	945	923	916

Notes: 1. Consolidated sales figures do not include consumption tax.

2. HAPPINET Corporation acquired shares of WINT CORPORATION on March 10, 2009, making it a subsidiary.

3. The visual and music business of Happinet Corporation are transferred to WINT CORPORATION, and which is renamed Happinet Pictures and Music Corporation on April 1, 2011.

4. A stock split in which two shares were issued for each outstanding common share December 1, 2011, the effective date was carried out. Book Value per share and Net income per share of 1<sup>st</sup> half of FY2011 was estimated by taking into account the effect of the stock split.

Interim dividends of FY2011 was described by the figure before the stock split..

5. Dividends per share of FY2011 Included a memorial dividends ¥5

# Consolidated results for first half of FY2012 Profit & loss statement

(¥million; rounded down, %)

	1st half of FY2011			1st half of FY2012		
		% of total	YoY		% of total	YoY
Net sales	88,508	100.0	4.0	76,211	100.0	-13.9
Cost of sales	76,634	86.6	2.6	66,019	86.6	-13.9
Gross profit	11,874	13.4	14.1	10,192	13.4	-14.2
SG&A expenses	9,557	10.8	4.3	9,185	12.1	-3.9
Personnel	3,356	3.8	4.9	3,361	4.4	0.1
Contract personnel costs	743	0.8	-4.9	752	1.0	1.2
Depreciation and amortization	346	0.4	-9.9	322	0.4	-7.1
Depreciation and amortization of goodwill	169	0.2	-24.2	168	0.2	-0.2
Operating income	2,316	2.6	86.8	1,007	1.3	-56.5
Non-operating income	111	0.1	14.2	70	0.1	-36.9
interest and dividends received	21	0.0	-26.4	17	0.0	-18.9
Other	89	0.1	32.0	52	0.1	-41.4
Non-operating expenses	5	0.0	-75.9	5	0.0	-7.4
interest paid	2	0.0	-78.1	2	0.0	-1.1
Other	2	0.0	-73.4	2	0.0	-13.0
Ordinary income	2,422	2.7	84.2	1,072	1.4	-55.7
Extraordinary gains	3	0.0	-90.5	5	0.0	75.2
Extraordinary losses	41	0.0	-48.0	55	0.1	35.3
Net income before income taxes	2,384	2.7	87.5	1,022	1.3	-57.1
Income taxes	857	1.0	53.5	312	0.4	-63.5
Net income before Minority interests	1,527	1.7	-	710	0.9	-53.5
Minority interests	0	0.0	-	0	0.0	-32.3
Net income	1,526	1.7	114.2	709	0.9	-53.5

\*Including stock clearance of ¥707m in 1st half of FY 2012 and ¥691m in 1st half of FY2011

Net income per share (¥)	※ 68.14	-	-	31.68	-	-53.5
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A stock split in which two shares were issued for each outstanding common share on December 1, 2011 was carried out. Therefore, supposing that the stock split was carried out at the beginning of the period of the Fiscal Year ended March 31, 2011, Net income was estimated

No. of employees at the end of period* (people)	913	-	-2.0	935	-	2.4
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\*The number of employees includes employees temporarily transferred from other companies and contract employees, but excludes employees temporarily transferred to other companies and temporary employees.

Capital expenditures	75	-	1.8	97	-	29.8
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# Consolidated results for first half of FY2012 Profit & loss statement

## ① Change by business segment

### ■ Net sales

(¥ millions; rounded down, %)

	1st half of FY2011			1st half of FY2012			FY2011		
		% of total	YoY		% of total	YoY		% of total	YoY
Toy business	34,092	38.5	12.2	32,410	42.5	-4.9	77,313	39.0	11.9
Visual and Music business	26,702	30.2	-2.9	20,711	27.2	-22.4	55,719	28.1	-3.5
Video-game business	16,492	18.6	-11.8	13,127	17.2	-20.4	42,704	21.6	-8.1
Amusement business	11,220	12.7	32.0	9,962	13.1	-11.2	22,282	11.3	26.8
Total	88,508	100.0	4.0	76,211	100.0	-13.9	198,021	100.0	3.7

### ■ Segment income

(¥ millions; rounded down, %)

	1st half of FY2011			1st half of FY2012			FY2011		
		% of total	YoY		% of total	YoY		% of total	YoY
Toy business	1,249	53.9	45.2	833	82.7	-33.3	3,009	62.0	29.6
Visual and Music business	338	14.6	323.1	107	10.7	-68.2	448	9.2	-
Video-game business	404	17.5	-1.6	98	9.7	-75.8	936	19.3	-19.0
Amusement business	989	42.7	96.9	605	60.1	-38.8	1,801	37.1	34.3
Eliminations and corporate	-664	-28.7	-	-637	-63.2	-	-1,341	-27.6	-
Total	2,316	100.0	86.8	1,007	100.0	-56.5	4,855	100.0	70.0

# Consolidated results for first half of FY2012 Profit & loss statement

## ② Sales by channel

(¥ 100millions: rounded down. %)

	1st half of FY2011			1st half of FY2012			FY2011		
		% of total	YoY		% of total	YoY		% of total	YoY
Specialty stores*	284	32.1	-3.6	259	34.1	-8.7	625	31.6	-4.2
General merchandise store	169	19.2	11.7	153	20.1	-9.8	403	20.4	9.7
Convenience stores	118	13.4	24.5	109	14.4	-7.6	263	13.3	23.4
E-commerce	124	14.0	17.5	82	10.8	-33.6	250	12.7	3.8
Suburban stores	83	9.5	6.3	75	9.9	-9.9	193	9.7	4.3
Wholesalers	76	8.7	-12.1	61	8.0	-20.0	152	7.7	-1.6
Department stores	5	0.6	-12.3	4	0.6	-16.4	12	0.6	-9.0
Other	22	2.5	-27.2	15	2.1	-29.8	79	4.0	-0.2
Total	885	100.0	4.0	762	100.0	-13.9	1,980	100.0	3.7

\*Including consumer electronics and camera stores.

## ③ Main business summary

### ■ Toy business

(¥ 100millions; rounded down, %)

	1st half of FY2011			1st half of FY2012			FY2011		
		% of total	YoY		% of total	YoY		% of total	YoY
Bandai Co., Ltd.	179	52.7	13.3	164	50.6	-8.8	423	54.8	13.1
Tomy Co., Ltd.	29	8.6	-19.6	23	7.3	-19.7	63	8.1	-10.2
Happinet originals	9	2.9	38.5	11	3.4	11.7	22	2.9	53.7
Other manufacturers	121	35.8	20.1	125	38.7	2.9	264	34.2	14.1
<b>Total</b>	<b>340</b>	<b>100.0</b>	<b>12.2</b>	<b>324</b>	<b>100.0</b>	<b>-4.9</b>	<b>773</b>	<b>100.0</b>	<b>11.9</b>

### ■ Visual and Music business

(¥100millions; rounded down, %)

	1st half of FY2011			1st half of FY2012			FY2011		
		% of total	YoY		% of total	YoY		% of total	YoY
Wholesale	152	57.3	0.2	116	56.1	-24.0	336	60.4	-2.2
Exclusive titles	33	12.6	10.8	25	12.4	-23.6	59	10.7	1.0
Visual	186	69.9	1.9	141	68.5	-23.9	396	71.1	-1.8
Music	80	30.1	-12.6	65	31.5	-18.9	161	28.9	-7.6
<b>Total</b>	<b>267</b>	<b>100.0</b>	<b>-2.9</b>	<b>207</b>	<b>100.0</b>	<b>-22.4</b>	<b>557</b>	<b>100.0</b>	<b>-3.5</b>



# Consolidated results for first half of FY2012 Profit & loss statement

## Sales by video game platform

(¥ 100millions; rounded down, %)

	1st half of FY2011			1st half of FY2012			FY2011		
		% of total	YoY		% of total	YoY		% of total	YoY
PlayStation3 (PS3)	26	16.3	14.6	18	14.1	-31.1	67	15.9	22.3
PlayStation Portable (PSP)	53	32.4	68.4	20	15.9	-61.0	103	24.2	-11.2
PlayStation Vita (PSVita)	—	—	—	5	4.3	—	19	4.5	—
Wii	11	7.1	-44.1	10	8.0	-10.0	32	7.7	-30.2
Nintendo 3DS	18	11.2	—	42	32.7	133.3	87	20.6	262.0
Nintendo DS	8	4.9	-81.3	9	7.0	12.9	16	3.9	-78.0
Other	46	28.1	-30.9	23	18.0	-49.1	99	23.2	-31.9
<b>Total</b>	<b>164</b>	<b>100.0</b>	<b>-11.8</b>	<b>131</b>	<b>100.0</b>	<b>-20.4</b>	<b>427</b>	<b>100.0</b>	<b>-8.1</b>

## Breakdown of PlayStation sales and sales volume

(¥ 100millions; rounded down, %)

		1st half of FY2011			1st half of FY2012			FY2011		
			% of total	YoY		% of total	YoY		% of total	YoY
PS3	hardware units (ten-thousand)	5	6.7	-45.1	3	8.0	-32.8	14	7.6	-41.4
	software	1			1			5		
	accessories	20	25.8	77.8	14	31.3	-32.0	51	27.0	89.5
PSP	hardware units (ten-thousand)	0	0.9	-61.8	-	1.8	5.3	1	1.0	-49.2
	software	14	18.3	55.8	4	10.8	-66.8	28	15.1	-5.0
	accessories	9			3			18		
PSVita	software	37	47.1	74.9	15	34.9	-58.4	72	38.2	-13.3
	hardware units (ten-thousand)	0	1.2	37.7	-	0.6	-72.6	1	0.9	-19.0
	accessories	—	—	—	2	6.2	—	13	6.8	—
	software	—	—	—	1			5		
	accessories	—	—	—	2	5.6	—	3	1.8	—
		—	—	—	0	0.8	—	2	1.6	—

# Consolidated results for first half of FY2012 Balanced sheet



(¥ millions; rounded down)

	1st half of FY2011	FY2011	1st half of FY2012	Change
<b>( Assets )</b>				
Cash and deposits	10,109	12,359	10,512	-1,846
Accounts and notes receivable	23,655	26,755	23,398	-3,356
Inventories	6,880	6,168	8,405	2,236
Advances	822	634	1,048	413
Deferred tax assets	870	926	924	-1
Other	1,236	1,493	1,095	-398
Allowance for doubtful accounts	-75	-69	-66	3
<b>Current assets</b>	<b>43,500</b>	<b>48,269</b>	<b>45,318</b>	<b>-2,950</b>
Tangible fixed assets	1,461	1,392	1,353	-39
Buildings and structures	430	408	388	-20
Land	617	617	617	-
Other	413	365	347	-18
Intangible fixed assets	2,749	1,715	1,331	-383
Goodwill	707	539	370	-168
Other	2,041	1,176	961	-214
Investments and other assets	2,680	2,946	2,999	53
Investment securities	1,352	1,419	1,367	-52
Guarantees paid	680	678	682	4
Deferred tax assets	515	711	786	75
Other	299	309	294	-14
Allowance for doubtful account	-167	-173	-132	41
<b>Fixed assets</b>	<b>6,891</b>	<b>6,054</b>	<b>5,685</b>	<b>-369</b>
<b>Total assets</b>	<b>50,392</b>	<b>54,323</b>	<b>51,003</b>	<b>-3,319</b>

# Consolidated results for first half of FY2012 Balanced sheet



(¥ millions; rounded down)

	1st half of FY2011	FY2011	1st half of FY2012	Change
<b>(Liabilities)</b>				
Accounts and notes payable	21,518	23,042	21,541	-1,501
Deferred payments	2,927	3,351	3,127	-223
Income tax payable	804	1,605	376	-1,228
Bonus reserve	236	472	261	-211
Other	921	1,145	632	-512
<b>Current liabilities</b>	<b>26,408</b>	<b>29,617</b>	<b>25,939</b>	<b>-3,678</b>
Reserve for retirement benefits	1,697	1,780	1,828	48
Guarantee deposited	1,037	1,008	990	-18
Deferred tax liabilities	5	3	3	-0
Negative goodwill	33	19	5	-14
Other	155	96	99	2
<b>Fixed liabilities</b>	<b>2,930</b>	<b>2,909</b>	<b>2,927</b>	<b>18</b>
<b>Total liabilities</b>	<b>29,338</b>	<b>32,527</b>	<b>28,867</b>	<b>-3,659</b>
<b>(Net assets)</b>				
Capital	2,751	2,751	2,751	-
Capital reserve	2,775	2,775	2,775	-
Retained earnings	16,534	17,213	17,559	345
Treasury share	-1,091	-1,091	-1,091	0
<b>Total shareholders' equity</b>	<b>20,969</b>	<b>21,649</b>	<b>21,994</b>	<b>345</b>
Net unrealized gain on securities	72	128	118	-9
Deferred gains or losses on hedges	-1	0	-1	-1
<b>Total valuation and translation adjustments</b>	<b>71</b>	<b>128</b>	<b>117</b>	<b>-11</b>
Subscription rights to shares	11	17	22	5
Minority interests	0	1	1	0
<b>Total Net assets</b>	<b>21,053</b>	<b>21,795</b>	<b>22,136</b>	<b>340</b>
<b>Total liabilities and net assets</b>	<b>50,392</b>	<b>54,323</b>	<b>51,003</b>	<b>-3,319</b>
<b>Book Value per share (¥)</b>	<b>※ 939.25</b>	<b>972.13</b>	<b>987.05</b>	<b>14.92</b>

A stock split in which two shares were issued for each outstanding common share on December 1, 2011 was carried out. Therefore, supposing that the stock split was carried out at the beginning of the period of the Fiscal Year ended March 31, 2011, Net income was estimated.

# Consolidated results for first half of FY2012 Cash-flow statement



(¥ millions; rounded down)

	1st half of FY2011	1st half of FY2012	Change
<b>Cash flows from operating activities</b>	<b>2,124</b>	<b>-1,306</b>	<b>-3,431</b>
Net income before income taxes	2,384	1,022	-1,361
Depreciation and amortization	346	323	-22
Change in trade receivables	-441	3,357	3,798
Change in inventories	-444	-2,236	-1,791
Change in trade payables	1,314	-1,501	-2,815
Change in other receivables	68	443	375
Change in other payables	-244	-163	81
Other	179	-959	-1,138
Payment of income taxes	-1,036	-1,593	-556
<b>Cash flows from investing activities</b>	<b>-64</b>	<b>-173</b>	<b>-108</b>
Payments for purchase of tangible and intangible fixed assets	-111	-142	-31
Proceeds from sale of tangible and intangible fixed assets	32	1	-31
Payments for purchase of investment securities	-4	-4	0
Proceeds from sales of investment securities	2	6	4
Other	16	-34	-50
<b>Cash flows from financing activities</b>	<b>-170</b>	<b>-364</b>	<b>-194</b>
Payments of dividends	-168	-363	-195
Proceeds from sale of treasury share	-	0	0
Payments for purchase of treasury share	-0	-	0
Other	-1	-1	0
<b>Effect of exchange rate changes of cash and equivalent</b>	<b>-0</b>	<b>-1</b>	<b>-0</b>
<b>Change in cash and equivalents</b>	<b>1,888</b>	<b>-1,846</b>	<b>-3,734</b>
<b>Cash and equivalents at the beginning of the period</b>	<b>8,220</b>	<b>12,359</b>	<b>4,138</b>
<b>Cash and equivalents at the end of the period</b>	<b>10,109</b>	<b>10,512</b>	<b>403</b>

# FY2012 First-Half Results Summary and Second-Half Measures

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**Kazuhiko Note**  
**President and COO**

# FY2012 First-Half Results Summary

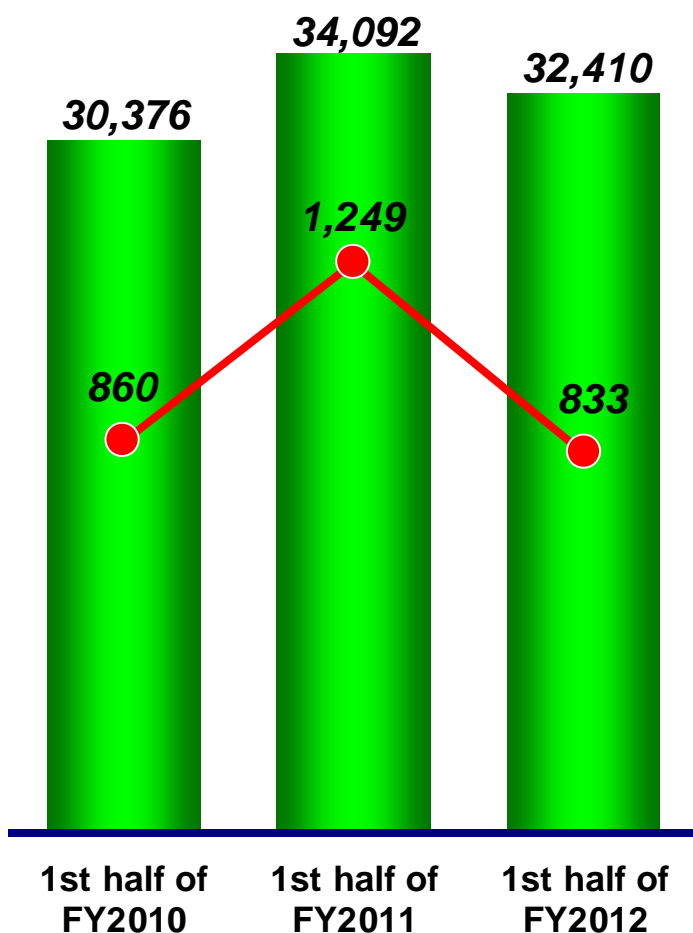


(¥ millions; rounded down, %)

	1 <sup>st</sup> half of FY2011	1 <sup>st</sup> half of FY2012	YoY
Net Sales	88,508	76,211	△13.9
Operating income	2,316	1,007	△56.5
Ordinary income	2,422	1,072	△55.7
Net income	1,526	709	△53.5

## Toy Business

■ Net sales    ●— Segment income (million yen)



Total net sales and segment income in the toy business were down year on year, despite a fine start by toys featuring *Kamen Rider Wizard* in Bandai's new character products.

	1 <sup>st</sup> half of FY2010	1 <sup>st</sup> half of FY2011	1 <sup>st</sup> half of FY2012
Segment income	0.86 billion yen	1.24 billion yen	0.83 billion yen
Clearance amounts	0.36 billion yen	0.31 billion yen	0.29 billion yen
Inventory amounts	3.4 billion yen	3.0 billion yen	3.2 billion yen
Inventory turnover rate	21.7	25.7	23.2

## Toy Business



**Kamen Rider Wizard Transformation Belt  
DX Wizardriver**



**Tamagotchi P's**  
(Released November 23, 2012)



**Juusen Battle Monsuno**

**Expand sales of popular products in  
run-up to year end**



**Bakubaku Balloon**



**Battle Tracker**



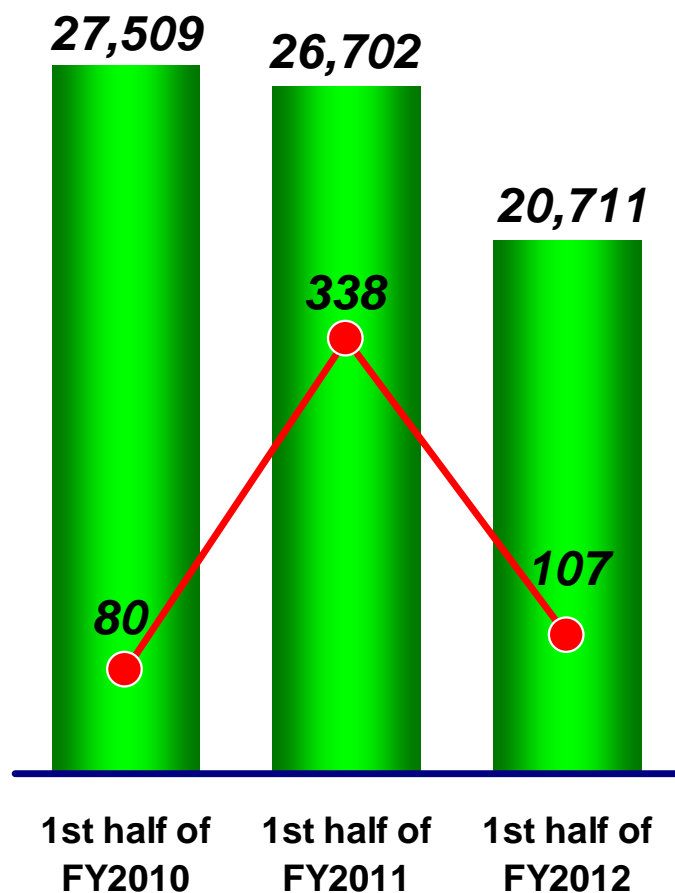
**Domino World**

**Also focus on original products  
exclusively distributed by Happinet**



## Visual and Music Business

■ Net sales ● Segment income (million yen)



Amid the stagnation of the package market caused by growth in online content distribution, the Group also struggled.

Segment income was also weak in the absence of any noteworthy hits in highly profitable co-produced titles or titles exclusively distributed by Happinet.

	1 <sup>st</sup> Half of FY2010	1 <sup>st</sup> half of FY2011	1 <sup>st</sup> half of FY2012
Segment income	0.08 billion yen	0.33 billion yen	0.1 billion yen
Rejection rate	9.1%	6.3%	5.2%
Inventory amounts	3.4 billion yen	2.1 billion yen	2.2 billion yen
Inventory turnover rate	17.4	22.3	19.9

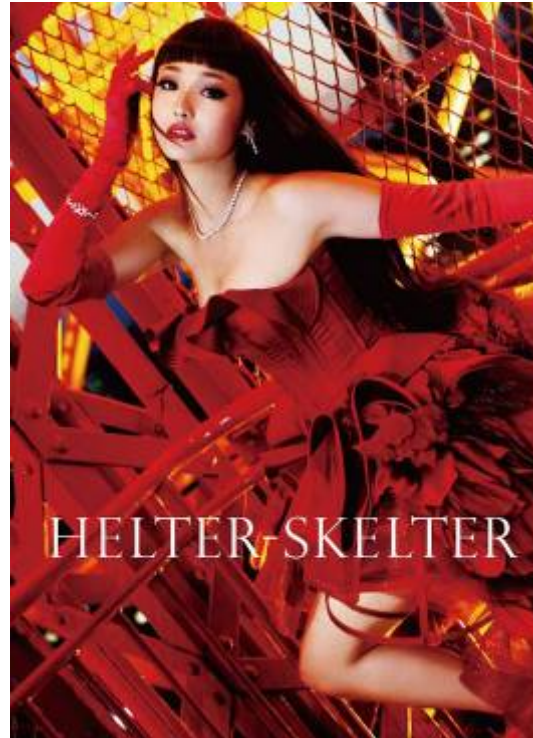
## Visual and Music Business

### Co-Produced Titles



### Nobo no Shiro

Audience ranking: **Went to No. 1 on release date**  
 \* **Audience:** around 409,000 people  
 \* **Box office revenues:** around 500 million yen in first three days of opening



### Helter Skelter

Box office revenues **Topped 2.0 billion yen**  
 Audience **Topped 1.5 million**  
**DVD due to be released** on December 21, 2012



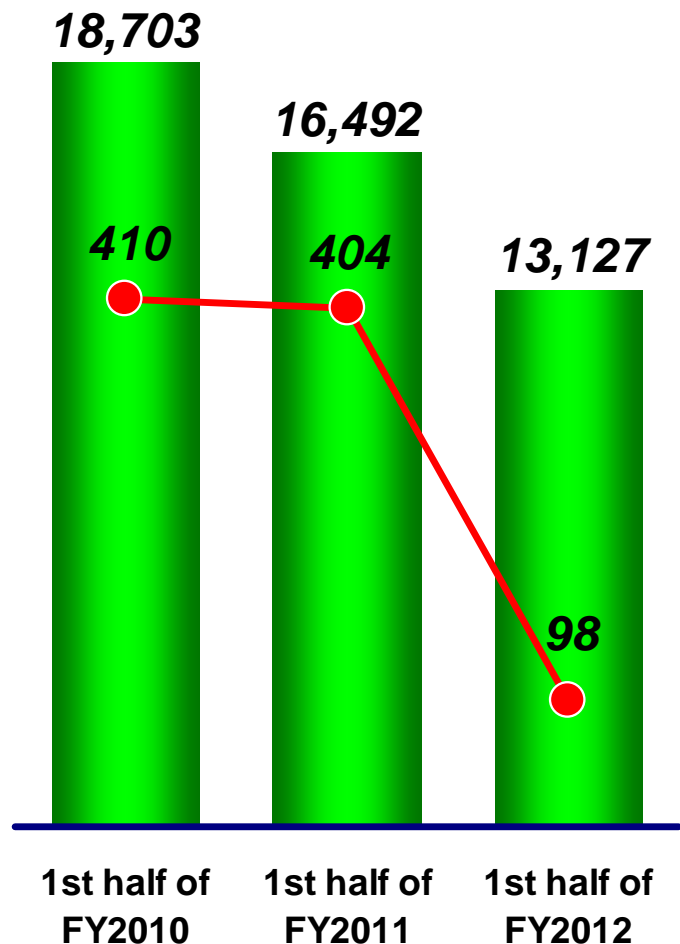
### Oha-girl Chu!Chu!Chu!

Oricon ranking  
 (Daily ranking) **Debut at No. 4**  
**2nd CD released** November 20, 2012

**Strengthen sales of co-produced titles and original titles distributed exclusively by Happinet.**

## Video-Game Business

■ Net sales —●— Segment income (million yen)



Despite the release of the Nintendo 3DS LL portable game console in July 2012 and the emergence of some hit products, the Group's performance remained weak.

## Video-Game Business



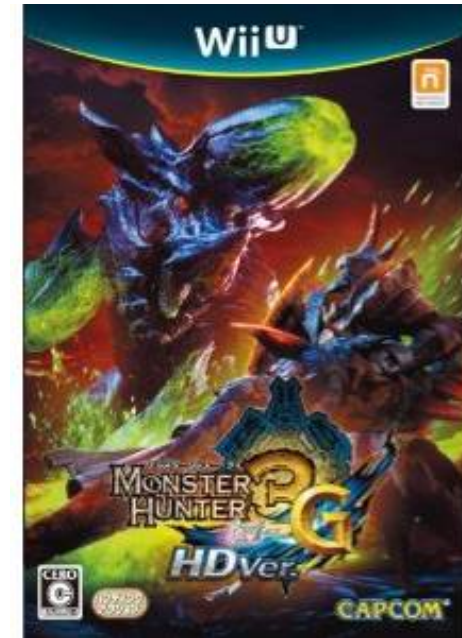
**Due for release December 8, 2012**

**Basic Set**

**RRP: 26,250 yen (includes tax)**

**Premium Set**

**RRP: 31,500 yen (includes tax)**

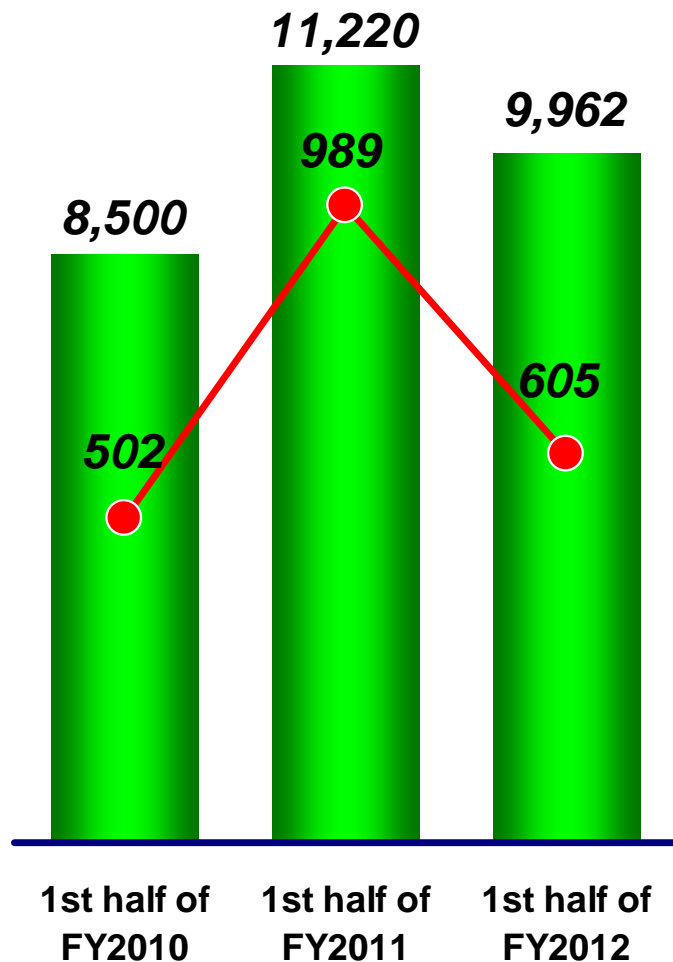


**Expansion and improvement of software released to coincide with launch of game console**

**Use launch of new game console as opportunity to revitalize market**

## Amusement Business

■ Net sales ● Segment income (million yen)



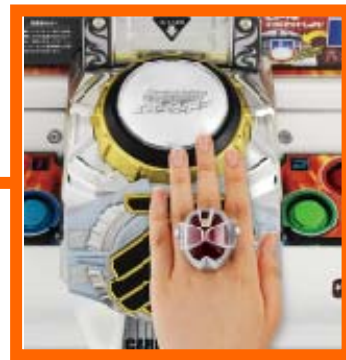
Results were down from year-ago levels in the absence of any products that surpassed last year's levels in toy vending machine products or kids card games. Segment income also struggled, reflecting inventory clearance among other factors.

	1 <sup>st</sup> half of FY2010	1 <sup>st</sup> half of FY2011	1 <sup>st</sup> half of FY2012
Segment income	0.5 billion yen	0.98 billion yen	0.6 billion yen
Clearance amounts	0.44 billion yen	0.12 billion yen	0.35 billion yen
Inventory amounts	0.8 billion yen	1.3 billion yen	1.7 billion yen
Inventory turnover rate	18.2	18.2	12.7

## Amusement Business



Kamen Rider Ganbaride



Aikatsu!



Sell digital card games linked with anime and toys

# FY2012 Full Year Projection

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**Kazuhiko Note**  
**President and COO**

# FY2012 Full Year Projection



(¥ millions; rounded down, %)

	FY2011	FY2012	YoY
Net Sales	198,021	170,000	-14.2
Operating income	4,855	2,900	-40.3
Ordinary income	5,032	3,000	-40.4
Net income	2,458	1,800	-26.8



# FY2012 Full Year Projection



## ■ Sales projection by business segment

(¥ millions; rounded down, %)

	FY2011			FY2012		
		% of total	YoY		% of total	YoY
Toy business	77,313	39.0%	11.9%	70,000	41.2%	-9.5%
Visual and Music business	55,719	28.1%	-3.5%	48,000	28.2%	-13.9%
Video-game business	42,704	21.6%	-8.1%	33,000	19.4%	-22.7%
Amusement business	22,282	11.3%	26.8%	19,000	11.2%	-14.7%
Total	198,021	100.0%	3.7%	170,000	100.0%	-14.2%

## ■ Income projection by business segment

(¥ millions; rounded down, %)

	FY2011			FY2012		
		% of total	YoY		% of total	YoY
Toy business	3,009	62.0%	29.6%	2,400	82.8%	-20.2%
Visual and Music business	448	9.2%	—	450	15.5%	0.4%
Video-game business	936	19.3%	-19.0%	500	17.3%	-46.6%
Amusement business	1,801	37.1%	34.3%	900	31.0%	-50.0%
Eliminations and corporate	-1,341	-27.6%	—	-1,350	-46.6%	—
Total	4,855	100.0%	70.0%	2,900	100.0%	-40.3%

# Future Strategies for Each business

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**Kazuhiko Note**  
President and COO

## Toy Business

Try out new business schemes

## Visual and Music Business

### Visual

Expand titles managed by Happinet, and actively acquire all rights

### Music

Increase artists signed exclusively to Happinet and distributed exclusively by Happinet

\* Oha-girl Chu!Chu!Chu! Debut at No. 4 on Oricon daily charts

## Video-Game Business

- Aim to become a game package publisher
- Achieve full-scale entry to the social games market

## Amusement Business

Introduce POS system for capsule toy vending machines

## Video-Game Business



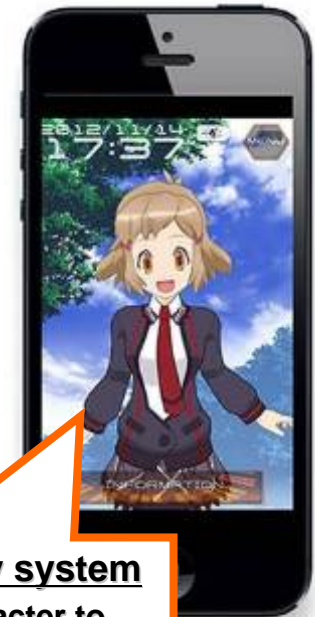
- ◆ Aired on TV Anime, TOKYO MX, Kids Station, etc.
- ◆ Comic released by Kadokawa Shoten (already one volume)
- ◆ Features magnificent cast of voice actors, including Nana Mizuki, Minami Takayama and Ayahi Takagaki

### Happinet plans to release iPhone game application

- **Application name** CharaApp! Senki Zessho Symphogear
- **Genre** Character communication application

### Future schedule

- \* From December 2012  
On-demand distribution of character & voice pack
- \* Spring 2013  
Release of Rhythm Action Game
- \* 2013  
Airing of second season of anime



**Applies high sensitivity system**  
Users tap or slide the character to enjoy a variety of voices and actions.

Plan to release five social game titles from December through next fiscal year

# Introduction of POS System to Capsule Toy Vending Machines

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**Tetsuo Ishikawa**

Vice President and CIO

President of Happinet Vending Service Corporation

## From analogue to digital!

**Achieving the previously unachievable!**

**Reform capsule operations !**

Comprehend sales status before touring retail outlets!

**Significantly enhance MD capability!**

Create industry's first real-time sales data acquisition function!

**Eliminate inventory losses!**

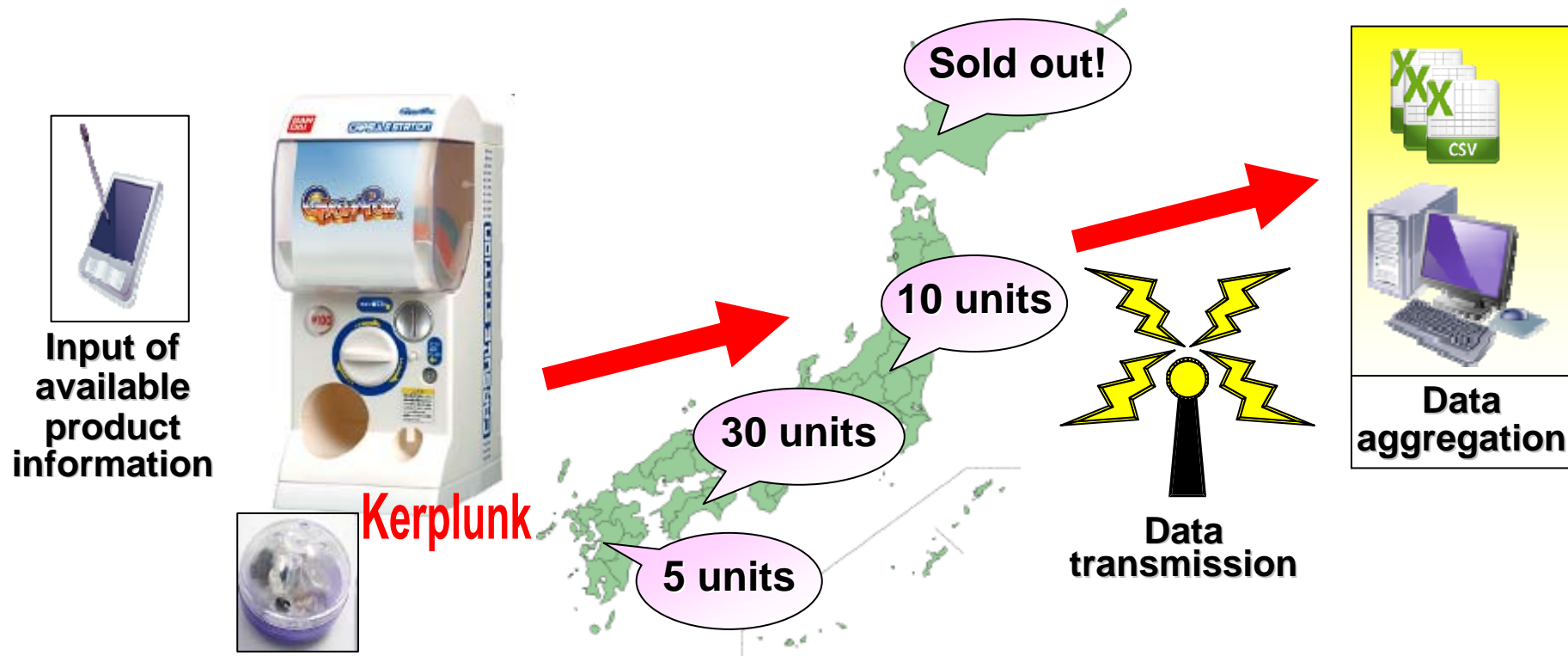
Comprehend the difference between theoretical inventory and actual inventory comprehensively!

**Strengthen consumer appeal!**

Disclose real-time product line-up on dedicated website!

## Sales data acquisition

Create real-time sales data acquisition system!



Comprehension of when, where, what and how many sold = **Creation of HVS-style POS**

## Strengthen consumer appeal

Plan to create original website with consumer appeal



The screenshot shows a website layout for 'Capsule Toy Vending Machines'. At the top, there's a header with the title 'カプセル探し隊' (Capsule Search Team) and a navigation bar. Below the header, there's a main content area with a search bar and a list of products. Each product card includes a 'Now Printing' button, a price, and a date. A blue oval highlights the text 'Enhance customer satisfaction & the “buying for a purpose” element'.

Original site currently under construction

Examining [publishing real-time product information](#) linked with this mechanism

Enhance customer satisfaction & the “buying for a purpose” element



*Happinet*

