

Non-Consolidated Financial Results for the Year Ended December 2003

Company name: Bell-Park Co., Ltd.
 Code number: 9441
 Stock exchange on which the shares are listed: JASDAQ
 Company domicile: Tokyo, Japan
 URL: <http://www.bellpark.co.jp>
 President & CEO: Takeru Nishikawa
 Contact: Hiroshi Ishikawa, Director, General Manager, Administration Division
 Tel: +81-(0) 3-3288-5211

Date of board meeting for approving financial results: February 19, 2004

The Company has a system of interim dividend payment.

Annual meeting of shareholders: March 26, 2004

The Company does not employ a unit stock system.

1. Financial Results for the Year Ended December 2003 (January 1, 2003 – December 31, 2003)

(1) Results of Operations

Yen in millions, rounded down

	Net sales		Operating income		Ordinary income	
	Million yen	YoY change %	Million yen	YoY change %	Million yen	YoY change %
Year ended Dec. 2003	13,596	(0.9)	623	(8.3)	621	(12.4)
Year ended Dec. 2002	13,721	(7.0)	680	53.4	710	47.0

	Net income		Net income per share (basic)	Net income per share (diluted)
	Million yen	YoY change %	Yen	Yen
Year ended Dec. 2003	341	840.5	15,753.77	15,681.13
Year ended Dec. 2002	36	(77.4)	1,718.88	-

	Return on equity	Ratio of ordinary income to total assets	Ratio of ordinary income to net sales
	%	%	%
Year ended Dec. 2003	10.4	11.9	4.6
Year ended Dec. 2002	1.2	14.0	5.2

Notes:

1. Weighted average number of shares outstanding
 Year ended Dec. 2003: 21,580.15 shares
 Year ended Dec. 2002: 21,152.59 shares
2. Changes in accounting principles applied: Yes
3. The percentages shown for net sales, operating income, ordinary income, and net income represent changes from the same period in the previous fiscal year.
4. Diluted net income per share for the year ended Dec. 2002 is not presented since the Company has no outstanding bonds with warrants or convertible bonds and stock options issued by the Company were not in the money.

(2) Dividends

	Annual dividend per share			Aggregate dividend (Annual)	Payout ratio	Dividend rate for shareholders' equity
	Interim	Year end				
	Yen	Yen	Yen	Million yen	%	%
Year ended Dec. 2003	5,000.00	-	5,000.00	106	31.2	3.1
Year ended Dec. 2002	2,500.00	-	2,500.00	52	145.4	1.7

(3) Financial Position

	Total assets	Shareholders' equity	Shareholders' equity ratio	Shareholders' equity per share
	Million yen	Million yen	%	Yen
As of Dec. 31, 2003	5,380	3,395	63.1	158,793.73
As of Dec. 31, 2002	5,048	3,150	62.4	148,925.36

Notes:

1. Number of shares outstanding at end of year
As of Dec. 31, 2003: 21,882.06 shares
As of Dec. 31, 2002: 21,156.06 shares
2. Treasury stock at end of year
As of Dec. 31, 2003: 509.5 shares
As of Dec. 31, 2002: 3.5 shares

2. Forecast for the Year Ending December 2004 (Jan. 1, 2004 – Dec. 31, 2004)

	Net sales	Ordinary income	Net income	Dividend per share		
				Interim	Year-end	Annual
	Million yen	Million yen	Million yen	Yen	Yen	Yen
Interim	6,500	280	140	-	-	-
Full Year	13,000	650	320	-	1,000.00	1,000.00

Reference: Estimated net income per common share for the year ending December 2004: ¥4,990.82

Estimated net income per common share is calculated based on the estimated average number of shares outstanding during the year.

Forward Looking Statements

Forecasts regarding future performance in these materials are based estimates and judgments of the Company's management made in accordance with information available at the time this report was prepared. Forecasts therefore embody risks and uncertainties. Actual results may differ significantly from these forecasts for a number of factors. Readers are advised to refer to Supplementary Information in Consolidated Financial Results (Page 7) for details on business forecasts, and assumptions and other relevant factors on which they are based.

7. Non-Consolidated Financial Statements

(1) Non-Consolidated Balance Sheets

Account	FY 2002 (As of December 31, 2002)		FY 2003 (As of December 31, 2003)	
	Thousand yen	%	Thousand yen	%
Assets				
I. Current assets				
1. Cash on hand and in banks	1,778,273		2,058,117	
2. Accounts receivable - trade	289,306		235,535	
3. Accounts receivable - other	1,241,406		1,179,403	
4. Merchandise	372,608		797,349	
5. Supplies	796		331	
6. Prepaid expenses	27,965		33,913	
7. Short-term loans receivable	564		324	
8. Accounts receivable – non-trade	-		185,073	
9. Deferred tax assets	33,494		83,808	
10. Other current assets	24,976		704	
11. Allowance for doubtful accounts	(2,671)		(187)	
Total current assets	3,766,718	74.6	4,574,374	85.0
II. Fixed assets				
1. Property, plant and equipment				
(1) Buildings	213,843		160,131	
Accumulated depreciation	35,953	177,889	48,041	112,089
(2) Structures	-		2,195	
Accumulated depreciation	-	-	37	2,157
(3) Furniture and fixtures	51,974		56,082	
Accumulated depreciation	30,162	21,812	37,355	18,726
(3) Land		57,900		-
Total property, plant and equipment		257,602		132,972
2. Intangible assets				
(1) Trademarks		870		757
(2) Software		2,963		2,030
(3) Others		4,412		4,151
Total intangible assets		8,246		6,940
3. Investments and other assets				
(1) Investment securities		30,000		-
(2) Investments in affiliates		121,070		35,816
(3) Long-term prepaid expenses		9,309		19,821
(4) Deposits		9,606		7,336
(5) Membership rights		136,812		137,922
(6) Leasehold deposits		359,619		382,007
(7) Deferred tax assets		337,850		54,242
(8) Long-term loans receivable		3,807		3,483
(9) Others		8,162		27,826
(10) Allowance for doubtful accounts		(720)		(1,770)
Total investments and other assets		1,015,517	20.1	666,685
Total fixed assets		1,281,366	25.4	806,599
Total assets		5,048,084	100.0	5,380,973

Account	Fiscal year	FY 2002 (As of December 31, 2002)		FY 2003 (As of December 31, 2003)	
		Thousand yen	%	Thousand yen	%
		Liabilities			
I. Current liabilities					
1. Accounts payable - trade		912,461		1,328,678	
2. Accounts payable - other		311,188		213,605	
3. Accounts payable - non-trade		103,214		91,599	
4. Accrued income taxes		226,310		-	
5. Accrued consumption taxes		54,194		2,024	
6. Accrued expenses		80,589		77,999	
7. Deposits received		129,618		164,537	
8. Reserve for employees' bonuses		11,934		23,879	
9. Reserve for loss on short-term contract cancellations		-		12,597	
10. Other current liabilities		1,533		2,979	
Total current liabilities		1,831,045	36.3	1,917,901	35.6
II. Long-term liabilities					
1. Liability for employees' retirement benefits		8,823		9,985	
2. Accrued directors' severance benefits		37,896		41,969	
3. Others		20,166		15,288	
Total long-term liabilities		66,886	1.3	67,242	1.3
Total liabilities		1,897,932	37.6	1,985,144	36.9
Shareholders' equity					
I. Common stock	#1	1,074,301	21.2	1,074,301	20.0
II. Capital surplus					
1. Additional paid-in capital		1,492,892		1,528,708	
Total capital surplus		1,492,892	29.6	1,528,708	28.4
III. Retained earnings					
1. Legal reserve		8,078		8,078	
2. Unappropriated retained earnings at end of year		575,729		854,317	
Total retained earnings		583,807	11.6	862,395	16.0
IV. Treasury stock	#2	(848)	0.0	(69,576)	(1.3)
Total shareholders' equity		3,150,152	62.4	3,395,828	63.1
Liabilities and shareholders' equity		5,048,084	100.0	5,380,973	100.0

(2) Non-Consolidated Statements of Income

Account	Fiscal year	FY 2002 (Jan. 1 - Dec. 31, 2002)			FY 2003 (Jan. 1 - Dec. 31, 2003)		
		Thousand yen		Vs.net sales	Thousand yen		Vs.net sales
I. Net sales							
1. Merchandise sales		4,138,214			3,478,827		
2. Commissions received		9,583,685	13,721,899	100.0	10,117,287	13,596,114	100.0
II. Cost of goods sold							
1. Inventories - beginning of year		459,534			372,608		
2. Purchases		7,954,648			9,198,485		
Total		8,414,183			9,571,093		
3. Inventories - end of year		372,608			797,349		
Net		8,041,575			8,773,744		
4. Commissions paid		3,191,066	11,232,641	81.9	2,172,962	10,946,706	80.5
Gross profit			2,489,258	18.1		2,649,407	19.5
III. SG&A expenses	#1		1,808,497	13.1		2,025,464	14.9
Operating income			680,760	5.0		623,943	4.6
IV. Non-operating income							
1. Interest income	#2	2,481			871		
2. Outsourcing service revenue	#2	10,000			-		
3. New store opening subsidy		11,599			-		
4. Income from rentals		4,931			2,278		
5. Other income		3,303	32,315	0.2	4,168	7,318	0.1
V. Non-operating expenses							
1. Interest expense		1,593			1,603		
2. Loss on foreign exchange		-			5,004		
3. New stock issue expenses		815			-		
4. Provision of allowance for doubtful accounts		-			1,050		
5. Other losses		335	2,744	0.0	1,653	9,311	0.1
Ordinary income			710,332	5.2		621,950	4.6
VI. Extraordinary income							
1. Prior year income adjustments	#3	24,720			-		
2. Gain on sale of fixed assets	#4	-			13,190		
3. Gain on sale of investment securities		8,532			-		
4. Others		211	33,464	0.2	-	13,190	0.0
VII. Extraordinary loss							
1. Loss on removal of fixed assets	#5	10,640			10,461		
2. Loss on sale of investment securities		18,745			-		
3. Loss on revaluation of investment securities		-			30,000		
4. Loss on liquidation of affiliates	#6	607,232			-		
5. Others		7,398	644,016	4.7	3,312	43,773	0.3
Net income before income taxes			99,780	0.7		591,366	4.3

Fiscal year Account	FY 2002 (Jan. 1 - Dec. 31, 2002)			FY 2003 (Jan. 1 - Dec. 31, 2003)		
	Thousand yen		Vs.net sales	Thousand yen		Vs.net sales
Income taxes - current	375,673			16,104		
Income taxes - deferred	(312,252)	63,421	0.5	233,293	249,398	1.8
Net income		36,358	0.2		341,968	2.5
Retained earnings brought forward		539,370			512,348	
Unappropriated retained earnings at end of year		575,729			854,317	

(3) Non-Consolidated Statement of Appropriations

Fiscal year Account	FY 2002 Approved at annual meeting of shareholders on March 27, 2003		FY 2003 Subject to approval at annual meeting of shareholders on March 26, 2004	
	Thousand yen		Thousand yen	
I. Unappropriated retained earnings at end of year		575,729		854,317
II. Appropriations				
1. Cash dividends	52,881		106,862	
2. Directors' bonuses	10,500	63,381	2,000	108,862
III. Retained earnings carried forward to the next year		512,348		745,454

This financial report is solely a translation of summary of "Kessan Tanshin" (in Japanese, including attachments), which has been prepared in accordance with generally accepted accounting principles in Japan, for the convenience of readers who prefer an English translation.