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Bell-Park Co., Ltd.

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Stock code: 9441

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Notice of Revisions to Consolidated Forecasts for the First Half of 2021

Bell-Park Co., Ltd. has made the following revisions based on current results of operations to the consolidated forecasts for the first half of 2021 (January 1, 2021 to June 30, 2021) that were announced on February 10, 2021.

1. Revisions to the consolidated forecasts for the first half of 2021 (January 1, 2021 – June 30, 2021)

	Net sales	Operating income	Ordinary income	Profit attributable to owners of parent	Net income per share
	<i>Million yen</i>	<i>Million yen</i>	<i>Million yen</i>	<i>Million yen</i>	<i>Yen</i>
Previous forecast (A)	45,000	2,300	2,300	1,500	233.88
Revised forecast (B)	56,000	3,500	3,450	2,340	364.85
Increase/(decrease) (B – A)	11,000	1,200	1,150	840	-
Percentage change (%)	24.4%	52.2%	50.0%	56.0%	-
Ref: Previous first half results (2020)	47,406	3,421	3,430	2,368	369.30

2. Reasons for revisions

During the first half of 2021, mobile carriers in Japan started to add new service plans with lower rates in response to requests by the Japanese government to lower the cost of using a mobile phone. One example is service plans exclusively for online applications. Due to these new plans, the number of customers at Bell-Park shops has been higher than expected as people visit shops for information about changing their current service plans. As a result, the sales volume of mobile phones and other items at the Bell-Park Group has been higher than planned and sales and earnings at all levels are expected to be more than planned.

There are no revisions to the forecast for 2021 because of the increasing number of COVID-19 Delta variant infections and other reasons for uncertainty about the business climate in the second half of 2021. An announcement will be made promptly if there is a need to revise the 2021 forecast.

Note: Forecasts of future performance in this document are based on assumptions judged to be valid and information available to Bell-Park at the time this document was prepared. Due to uncertainties inherent in the factors used to determine these forecasts, actual results may differ from these forecasts.