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**Bell-Park Co., Ltd.**

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### Notice of Revisions to Consolidated Forecasts for the First Half of 2020

Bell-Park Co., Ltd. has made the following revisions based on current results of operations to the consolidated forecasts for the first half of 2020 (January 1, 2020 to June 30, 2020) that were announced on February 12, 2020.

#### 1. Revisions to the consolidated forecasts for the first half of 2020 (January 1, 2020 – June 30, 2020)

	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)	47,000	2,350	2,350	1,570	244.79
Revised forecast (B)	47,000	3,400	3,400	2,350	366.41
Increase/(decrease) (B – A)	-	1,050	1,050	780	-
Percentage change (%)	-	44.7%	44.7%	49.7%	-
Ref: Previous first half results (2019)	51,378	2,364	2,380	1,601	249.67

#### 2. Reasons for revisions

During the first quarter of 2020 (January 1, 2020 to March 31, 2020), the Bell-Park Group encouraged 3G customers to change to a 4G service because of the termination of 3G operations. Due to customers moving to a 4G service and the popularity of the student discount, the sales volume of mobile phones and other items was higher than planned.

Beginning in the last week of March 2020, carrier shops operated by the Bell-Park Group in shopping centers and other retail facilities temporarily closed because of the spread of COVID-19. Carrier shops in other locations reduced operating hours. Following the declaration of a state of emergency on April 7, restrictions were imposed on the number of customers served at one time by shops in order to prevent crowding, in accordance with the policies of the communications carriers. In addition, customers who visited shops received information about procedures that can be performed online. Due to this situation, the number of mobile phones and other items sold in April and May was far below the plan. In June, which was after the state of emergency ended, the sales volume was far above the plan mainly because of a rebound in activity after the downturn in April and May.

The monthly sales volume of mobile phones and other items during the first half of 2020 (January 1, 2020 to June 30, 2020) was at times far above or below the plan due to the spread of COVID-19. The overall sales volume was slightly below the plan. Despite this decline, first half sales were in line with the plan and the gross profit was higher than planned. This performance was attributable mainly to higher than planned commissions because of strong sales of fiber-optic communication services, which have a high gross profit margin, and the strong performance of cashless payment processing and other services.

Selling, general and administrative expenses were held down by a number of factors. Sales promotion expenses were less than planned because of restrictions imposed on discounts for phones by amendments to the Telecommunications Business Act. In addition, many people in administrative departments started working at home to prevent the spread of COVID-19. Meetings, training programs,

recruiting activities and other activities were moved to the internet, which rapidly improved the efficiency of business operations. Due to these measures, travel expenses, overtime expenses and other expenses were below the plan for the first half.

As a result, we expect the first-half sales of 47,000 million yen, which are the same as the previous forecast, operating income of 3,400 million yen, up 44.7% from one year earlier, ordinary income of 3,400 million yen, up 44.7%, and profit attributable to owners of parent of 2,350 million yen, up 49.7%.

### 3. Consolidated forecasts for 2020

Although first half consolidated results of operations are expected to be higher than planned, there is no change in the earnings and dividend forecasts for 2020 that were announced in the “Consolidated Financial Results for the Fiscal Year Ended December 31, 2019” on February 12, 2020. There are uncertainties about the duration of the COVID-19 crisis, as is currently demonstrated by an upturn in the number of infections in major markets of the Bell-Park Group. Phone sales volume may fall significantly if people voluntarily stay home, another state of emergency is declared or other negative events involving COVID-19 occur.

Bell-Park will continue to monitor the effects of COVID-19 on sales and earnings. An announcement will be made promptly if there is a need to revise the forecasts.

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