

FACT SHEET

Year Ended March 31, 2010

PROTO CORPORATION

Securities Code: 4298

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Corporate Name

PROTO CORPORATION

Founded

October 1, 1977

Established

June 1, 1979

Common Stock

¥1,824,620 thousand

Shares Outstanding

10,470,000

Head Offices

<NAGOYA> 1-23-14, Aoi, Naka-ku, Nagoya 460-0006, Japan

<TOKYO> 2-22-2, Hongo, Bunkyo-ku, Tokyo 113-0033, Japan

Branch Offices

Sapporo, Sendai, Kita-Kanto, Tokyo, Nagano, Hamamatsu, Nagoya, Hokuriku, Osaka, Hiroshima, Fukuoka, Kumamoto (53 Sales Outlets Nationwide/2 Head Offices, 12 Branch Offices, 39 Sales Offices)

Fiscal Year-end

March 31

Board of Directors and Statutory Auditors

Chairman and Chief Executive Officer: Hiroichi Yokoyama

President and Chief Operating Officer: Tatsuzo Irikawa

Vice President: Minoru Saito

Managing Director: Motohisa Yokoyama

Managing Director: Fujio Iimura

Managing Director: Atsuya Okimura

Director: Susumu Kuramoto

Director: Kenji Kamiya

Director: Mitsuhiro Munehira

Director: Toru Shiraki

Director: Shigeyoshi Shimizu

Standing Statutory Auditor: Kenichi Mizuno

Statutory Auditor: Wataru Shiomi

Statutory Auditor: Yoshio Arima

Number of Employees

Consolidated: 798 (Parent: 618)

Stock Exchange Listing

JASDAQ (Listed on September 12, 2001)

URL

<http://www.proto-g.co.jp/>

Subsidiary (As of May 1, 2010)

REPAIR-TECH INC.

MARS FLAG Corporation

PROTO DATA CENTER

Goo Auto Inc.

SYSTEM-ONE Corporation

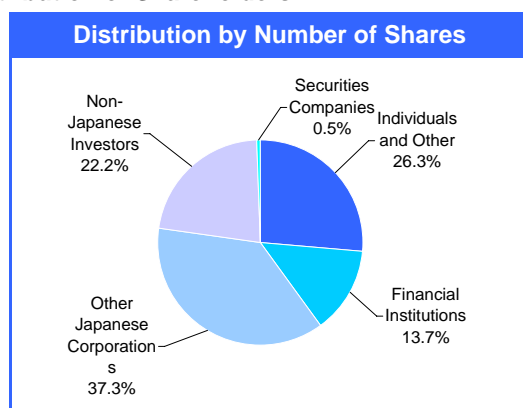
Medical CUBIC Co., Ltd

Bike Bros. Inc.

PROTO (SHANGHAI) ADVERTISING CO., LTD

PROTO (SHANGHAI) BROKERAGE CO., LTD

Distribution of Shareholders



Major Shareholders

Shareholder	Number of Shares Held (Thousand)	Ownership(%)
(1) Mugen Corporation	3,403	32.50
(2) Hiroichi Yokoyama	750	7.16
(3) Japan Trustee Services Bank, Ltd. (Trust Account)	746	7.12
(4) BNP Paribas Securities Services Singapore/BP2S Sydney/Jasdec/Australian Residents	553	5.28
(5) Yoshihiro Yokoyama	486	4.64
(6) Northern Trust Co. (AVFC) Sub A/C American Clients	214	2.05
(7) The Master Trust Bank of Japan, Ltd. (Trust Account)	190	1.81
(8) Mellon Bank ABN Amro Global Custody N.V.	186	1.77
(9) Mellon Bank, N.A. as Agent for Its Client Mellon Omnibus US Pension	173	1.65
(10) Minoru Saito	169	1.62

Corporate History

October, 1977	"Used Vehicle Tsushin" (now "Goo") launched
June, 1979	Project Eight Corporation (now PROTO Corporation) established
August, 1985	"Auction Information Weekly" launched
October, 1992	"Used Vehicle Tsushin" name changed to "Goo"
December, 1992	"Goo Osaka Edition" launched, marking start of nationwide expansion
October, 1995	"Goo Tokyo Metropolitan Area Edition" launched
April, 1996	"Data Line" used car data search system developed, marking launch of information service
October, 1996	Used vehicle information search site "Goo-net" marks start of online information service
October, 1999	"Blue Book" guide to used vehicle prices launched
October, 1999	Starts providing automobile-related information as an official i-Mode site in collaboration with NTT DOCOMO
August, 2001	"Goo Bike" information magazine launched
March, 2002	"Goo Parts" car parts information magazine launched
August, 2002	"Vee SCHOOL" launched, marking entry to cultural-related information business
August, 2006	"Goo-net Auction" launched as a C-to-B used vehicle trading service
October, 2006	"Oasis Navi" launched as online information search site for nursing homes
July, 2007	"Kaigo Kyujin Navi" launched as recruiting/outplacement information service for nursing, medical, and welfare facilities
February, 2009	"Nurse Agent" launched as outplacement information service for nursing
June, 2009	"Goo Auto Exchange" launched as a used car trading service for Overseas buyers and Japanese car dealers (Redesigned as "Goo-net Exchange" in March 2010)

Financial Highlights (Consolidated) For the years ended March 31

Financial Highlights

(Thousands of Yen)

	2007	2008	2009	2010	2011(Est)
Net Sales	21,238,785	22,893,978	23,657,565	25,682,321	30,100,000
Operating Income	2,988,772	3,771,517	5,384,741	6,098,600	6,720,000
Ordinary Income	3,136,853	3,837,768	5,400,297	6,165,870	6,782,535
Net Income	1,766,081	1,838,008	3,187,129	3,529,683	3,886,367
Net Assets	11,305,128	12,434,185	14,865,078	17,700,776	-
Total Assets	17,924,093	19,023,424	21,608,731	24,223,151	-
Common Stock	1,824,620	1,824,620	1,824,620	1,824,620	1,824,620
Shares Outstanding at Year-End	10,470,000	10,470,000	10,470,000	10,470,000	10,470,000
Number of Employees	650	685	716	798	969

Per Share Data

(Yen)

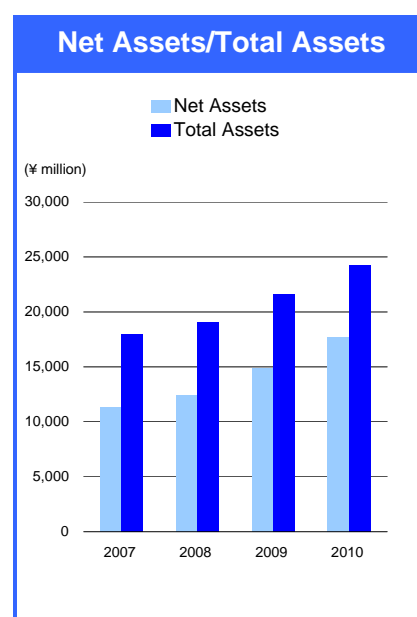
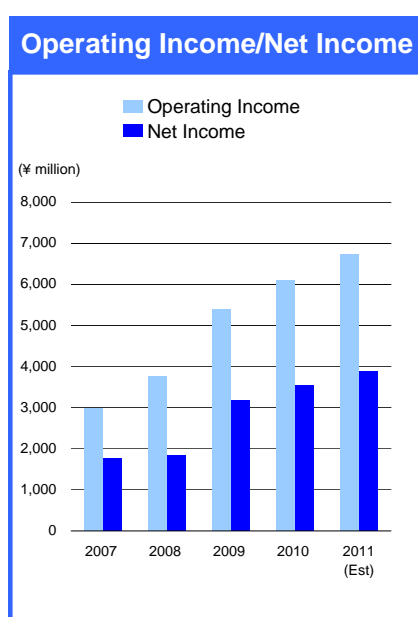
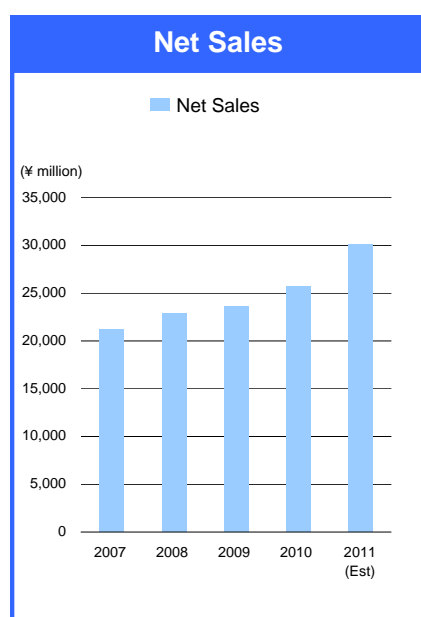
	2007	2008	2009	2010	2011(Est)
Earnings Per Share (EPS)	168.78	175.69	304.67	337.43	371.54
Book-value Per Share (BPS)	1,042.41	1,176.24	1,413.52	1,683.60	-
Annual Cash Dividends	30	50	70	70	75

Profitability Index

	2007	2008	2009	2010	2011(Est)
Operating Income Ratio	14.1%	16.5%	22.8%	23.7%	22.3%
Return on Equity (ROE)*1	17.2%	15.8%	23.5%	21.8%	-
Return on Asset (ROA)*2	18.4%	20.8%	26.6%	26.9%	-

*1 ROE:Net Income/Equity Capital

*2 ROA:Ordinary Income/Net Asset



Consolidated Balance Sheets

As of March 31

	(Thousands of Yen)		
	2008	2009	2010
<Assets>			
Current Assets			
Cash	9,135,447	9,257,401	11,275,189
Notes and accounts receivable	2,739,587	2,395,830	2,456,728
Goods and merchandise	25,153	13,440	17,078
Goods in process	12,143	45,518	55,931
Raw material and inventory goods	7,094	10,418	3,318
Deferred tax assets	96,918	141,898	162,512
Other current assets	282,247	175,469	216,252
Allowance for doubtful accounts	(3,223)	(1,884)	(2,709)
Total Current Assets	12,295,370	12,038,093	14,184,301
Fixed Assets			
Tangible Fixed Assets			
Buildings and structures	1,782,191	3,341,275	3,160,598
Land	2,174,459	3,900,031	3,900,031
Other tangible fixed assets	255,829	77,103	73,599
Total Tangible Fixed Assets	4,212,480	7,318,411	7,134,229
Intangible Fixed Assets			
Goodwill	72,996	132,531	658,944
Other intangible fixed assets	189,185	161,442	211,667
Total Intangible Fixed Assets	262,181	293,973	870,612
Investments and Other Assets			
Investments in securities	588,689	438,254	555,969
Deferred tax assets	383,685	493,608	508,417
Other investments	1,307,264	1,055,711	1,061,657
Allowance for doubtful accounts	(26,246)	(29,320)	(92,037)
Total Investments and Other Assets	2,253,392	1,958,253	2,034,007
Total Fixed Assets	6,728,054	9,570,637	10,038,849
Total Assets	19,023,424	21,608,731	24,223,151

Consolidated Balance Sheets

As of March 31

(Thousands of Yen)

	2008	2009	2010
<Liabilities>			
Current Liabilities			
Notes and accounts payable-trade	1,744,157	727,180	755,423
Current portion of long-term borrowings	-	-	59,027
Accrued expenses	906,533	1,239,363	1,151,576
Accrued income taxes	980,655	1,245,439	1,466,687
Advances received	1,987,442	2,121,637	1,902,090
Allowance for sales returns	54,224	51,357	51,607
Allowance for bonus payable	36,378	35,440	44,075
Other current liabilities	286,541	747,009	432,043
Total Current Liabilities	5,995,932	6,167,427	5,862,531
Long-Term Liabilities			
Long-term borrowings	-	-	101,964
Allowance for employee' retirement benefits	27,049	-	491
Allowance for directors' retirement benefits	191,858	194,600	212,900
Negative goodwill	33,067	41,465	31,691
Other long-term liabilities	341,331	340,159	312,796
Total Long-Term Liabilities	593,306	576,224	659,843
Total Liabilities	6,589,239	6,743,652	6,522,374
<Net Assets>			
Shareholders' Equity			
Common stock	1,824,620	1,824,620	1,824,620
Capital surplus	2,011,536	2,011,623	2,011,736
Retained Earnings	8,439,991	10,999,460	13,796,905
Treasury stock	(10,385)	(11,778)	(12,916)
Total Shareholders' Equity	12,265,761	14,823,925	17,620,346
Valuation and Translation Adjustments			
Unrealized losses on other securities, net of tax	6,154	(27,143)	(5,573)
Foreign exchange adjustment account	32,952	(10,412)	(3,843)
Total Valuation and Translation Adjustments	39,106	(37,556)	(9,416)
Minority Interests	129,317	78,708	89,847
Total Net Assets	12,434,185	14,865,078	17,700,776
Total Liabilities and Net Assets	19,023,424	21,608,731	24,223,151

Consolidated Statements of Income

For the years ended March 31

	(Thousands of Yen)		
	2008	2009	2010
Net Sales	22,893,978	23,657,565	25,682,321
Cost of Sales	9,964,422	9,067,679	10,272,804
Gross Profit	12,929,556	14,589,886	15,409,516
Reversal of allowance for sales returns	45,638	54,224	51,357
Provision for allowance for sales returns	54,224	51,357	51,607
Adjusted Gross Profit	12,920,970	14,592,753	15,409,266
Selling, General and Administrative Expenses			
Salaries for directors and employees	3,687,881	3,852,335	4,236,619
Provision for allowance for directors' retirement benefits	15,434	15,087	18,300
Provision for allowance for bonus payable	25,653	25,951	28,550
Advertising	1,652,429	1,682,071	1,332,730
Provision for allowance for doubtful accounts	10,209	20,594	20,628
Amortization of goodwill	77,156	36,167	91,722
Others	3,680,688	3,575,804	3,582,115
Total Selling, General and Administrative Expenses	9,149,452	9,208,011	9,310,666
Operating Income	3,771,517	5,384,741	6,098,600
Non-Operating Income			
Interest income	6,064	11,104	13,545
Dividend received	15,368	14,085	5,235
Income from sales of used paper	25,078	31,903	12,712
Amortization of negative goodwill	-	7,403	9,773
Gain on investments in anonymous association	10,760	17,820	25,650
Other income	38,468	12,710	22,811
Total Non-Operating Income	95,739	95,027	89,727
Non-Operating Expenses			
Interest expenses of loans	271	-	2,034
Investment losses of business association	21,597	76,433	16,742
Other expenses	7,620	3,036	3,680
Total Non-Operating Expenses	29,488	79,470	22,457
Ordinary Income	3,837,768	5,400,297	6,165,870
Extraordinary Income			
Gains from sales of fixed assets	316	67	2,196
Gains from sales of securities	-	13,328	3,160
Gains from the prior-term adjustments	-	50,649	-
Other extraordinary income	90,869	-	-
Total Extraordinary Income	91,186	64,045	5,356
Extraordinary Losses			
Losses from sales of fixed assets	12,572	1,423	24
Losses from disposals of fixed assets	56,410	52,698	35,411
Impairment losses	-	52,440	-
Losses from write-down of securities	186,764	152,775	77,001
Losses from sales of securities	-	-	6,322
Losses from sales of shares in affiliates	-	35,509	-
Provision of allowance for doubtful accounts	-	-	50,649
Other expenses	8,420	33,799	3,743
Total Extraordinary Losses	264,167	328,647	173,152
Income before Income Taxes	3,664,786	5,135,695	5,998,074
Income Taxes	1,753,911	2,131,858	2,495,609
Adjustment of Corporate Income Tax	62,283	(133,757)	(38,357)
Total Taxes	1,816,194	1,998,101	2,457,251
Minority Interest in Earnings (Losses)	10,583	(49,536)	11,138
Net Income	1,838,008	3,187,129	3,529,683

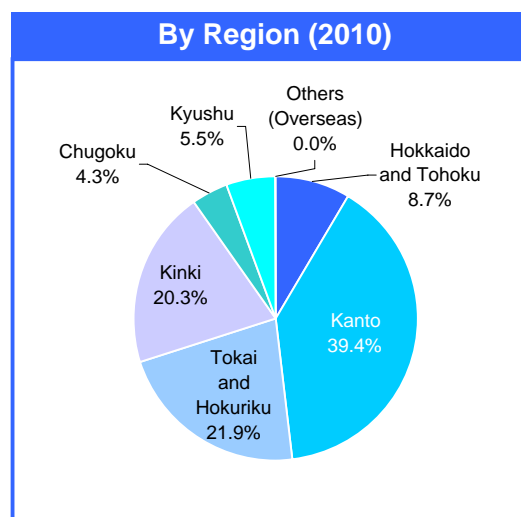
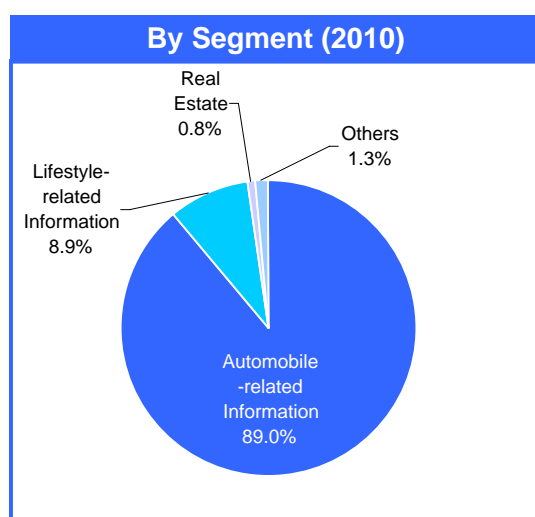
Consolidated Statements of Cash Flows For the years ended March 31

	(Thousands of Yen)		
	2008	2009	2010
Cash Flows from Operating Activities	2,321,062	3,750,071	4,005,837
Cash Flows from Investing Activities	(474,785)	(2,949,230)	(1,141,484)
Cash Flows from Financing Activities	(437,635)	(624,407)	(773,129)
Effect of Exchange Rate Changes	6,871	(54,479)	8,799
Net Increase in Cash and Cash Equivalents	1,415,513	121,953	2,100,022
Cash and Cash Equivalents at Beginning of Year	7,569,934	8,985,447	9,107,401
Cash and Cash Equivalents at End of Year	8,985,447	9,107,401	11,207,424
Capital Expenditures (Tangible/intangible fixed assets)	166,883	3,555,774	320,974
Depreciation (Including amortization of goodwill)	230,195	218,325	347,466

Sales Breakdown Information

By Segment	(Thousands of Yen)		
	2008	2009	2010
Automobile-related Information	21,546,114	21,889,838	22,858,313
Information Registration Fees	18,400,445	18,872,375	19,039,726
Information Sales	3,145,669	3,017,463	3,818,586
Lifestyle-related Information	882,076	1,345,402	2,286,212
Real Estate	174,673	194,816	205,784
Others	291,112	227,507	332,010
Total	22,893,978	23,657,565	25,682,321

By Region	(Thousands of Yen)		
	2008	2009	2010
Hokkaido and Tohoku	1,788,265	1,850,959	2,226,186
Kanto	8,398,288	9,045,528	10,125,433
Tokai and Hokuriku	5,819,980	5,685,479	5,617,941
Kinki	4,694,877	4,734,238	5,201,737
Chugoku	918,429	972,744	1,097,472
Kyushu	1,163,350	1,310,545	1,404,831
Others(Overseas)	110,786	58,068	8,717
Total	22,893,978	23,657,565	25,682,321



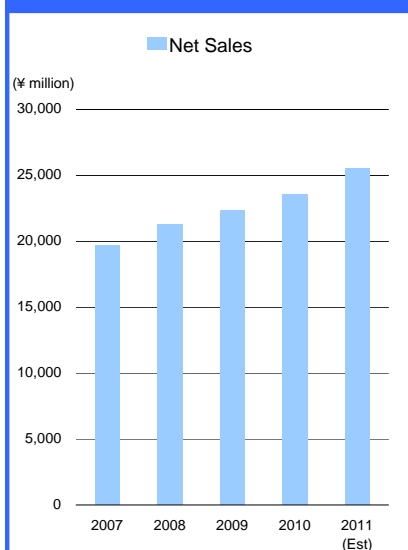
Financial Highlights (Non-Consolidated)

For the years ended March 31

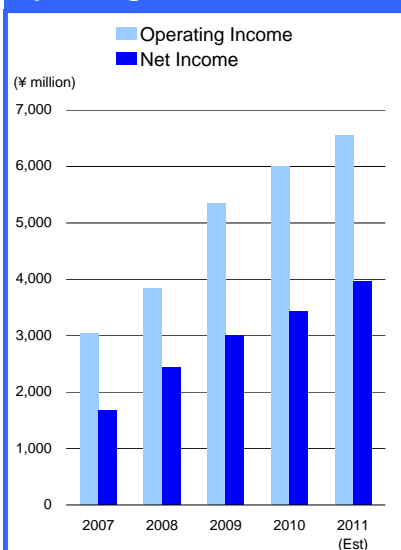
(Thousands of Yen)

	2007	2008	2009	2010	2011(Est)
Net Sales	19,657,320	21,273,359	22,328,662	23,577,767	25,534,000
Operating Income	3,040,309	3,829,771	5,351,077	6,010,084	6,556,000
Ordinary Income	3,153,844	3,897,249	5,361,578	6,113,519	6,666,000
Net Income	1,680,747	2,429,452	3,007,682	3,436,440	3,969,263
Net Assets	10,964,627	12,950,564	15,295,984	18,019,850	-
Total Assets	15,219,691	17,041,396	20,225,356	22,703,039	-
Common Stock	1,824,620	1,824,620	1,824,620	1,824,620	1,824,620
Shares Outstanding at Year-End	10,470,000	10,470,000	10,470,000	10,470,000	10,470,000
Number of Employees	544	577	607	618	670

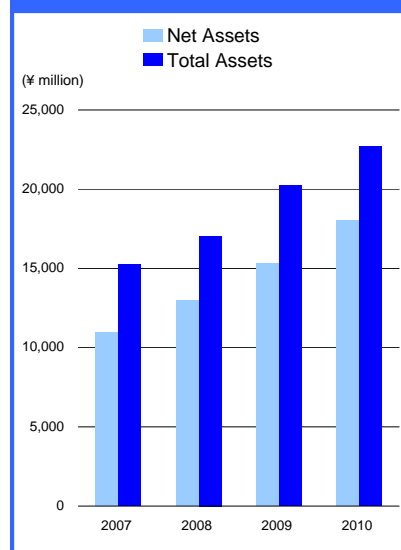
Net Sales



Operating Income/Net Income



Net Assets/Total Assets



Non-Consolidated Balance Sheets

As of March 31

(Thousands of Yen)

	2008	2009	2010
<Assets>			
Current Assets			
Cash	6,982,150	6,919,684	9,243,079
Notes receivable	93,990	69,657	63,901
Accounts receivable	1,799,036	2,177,404	2,160,272
Goods and merchandise	300	3,491	667
Goods in process	2,666	17,194	13,285
Raw material and inventory goods	6,273	7,377	1,720
Prepaid expenses	104,475	138,690	133,401
Deferred tax assets	96,542	141,898	135,941
Other current assets	154,810	39,425	61,392
Allowance for doubtful accounts	(848)	(1,015)	(2,555)
Total Current Assets	9,239,398	9,513,808	11,826,106
Fixed Assets			
Tangible Fixed Assets			
Buildings	1,394,630	2,906,859	2,744,554
Structures	26,367	108,825	103,331
Vehicles and automotive equipment	12,549	8,508	11,462
Tools, furniture and fixtures	45,890	55,047	44,907
Land	1,922,671	3,648,243	3,648,243
Construction in progress	130,000	-	-
Total Tangible Fixed Assets	3,532,109	6,727,484	6,552,499
Intangible Fixed Assets			
Goodwill	10,400	132,330	260,727
Trademark rights	140	60	-
Software	54,568	78,408	87,163
Telephone rights	22,369	23,818	23,818
Total Intangible Fixed Assets	87,478	234,617	371,709
Investments and Other Assets			
Investments in securities	588,689	438,254	255,088
Shares in affiliates	1,507,226	1,321,255	1,797,303
Investments in capital	20	168,232	168,232
Investments in affiliates	500,000	281,300	164,200
Long-term loans receivable in affiliates	-	-	55,000
Bankrupt credit	10,699	15,611	27,807
Long-term prepaid expenses	13,557	23,515	15,757
Lease deposits and guarantee money	144,219	141,506	126,718
Long-term time deposits	900,000	600,000	600,000
Deferred tax assets	521,306	720,415	766,006
Other investments	19,981	68,067	68,167
Allowance for doubtful accounts	(23,290)	(28,711)	(91,556)
Total Investments and Other Assets	4,182,408	3,749,445	3,952,724
Total Fixed Assets	7,801,997	10,711,548	10,876,933
Total Assets	17,041,396	20,225,356	22,703,039

Non-Consolidated Balance Sheets

As of March 31

(Thousands of Yen)

	2008	2009	2010
<Liabilities>			
Current Liabilities			
Notes payable-trade	488,685	-	-
Accounts payable-trade	678,716	825,614	805,259
Accounts payable-other	2,708	480,009	12,746
Accrued expenses	765,849	958,746	879,120
Accrued income taxes	938,109	1,241,833	1,425,655
Accrued consumption taxes	125,550	52,048	200,368
Advances received	647,318	601,609	607,859
Deposits received	129,953	162,919	164,267
Allowance for sales returns	54,224	51,357	51,607
Other current liabilities	678	131	300
Total Current Liabilities	3,831,793	4,374,270	4,147,184
Long-Term Liabilities			
Long-term accrued amount payable	-	264,352	238,702
Allowance for directors' retirement benefits	166,000	175,000	190,700
Negative goodwill	33,067	41,465	31,691
Other long-term liabilities	59,970	74,284	74,910
Total Long-Term Liabilities	259,037	555,102	536,004
Total Liabilities	4,090,831	4,929,372	4,683,189
<Net Assets>			
Shareholders' Equity			
Common stock	1,824,620	1,824,620	1,824,620
Capital surplus			
Capital reserve	2,011,536	2,011,536	2,011,536
Other capital surplus	-	87	200
Total capital surplus	2,011,536	2,011,623	2,011,736
Retained earnings			
Appropriation of retained earnings	254,155	254,155	254,155
Other retained earnings			
General reserve	6,500,000	8,500,000	10,800,000
Retained earnings brought forward	2,364,485	2,744,507	3,148,709
Total retained earnings	9,118,640	11,498,662	14,202,864
Treasury stock	(10,385)	(11,778)	(12,916)
Total Shareholders' Equity	12,944,410	15,323,127	18,026,305
Valuation and Translation Adjustments			
Unrealized losses on other securities, net of tax	6,154	(27,143)	(6,454)
Total Valuation and Translation Adjustments	6,154	(27,143)	(6,454)
Total Net Assets	12,950,564	15,295,984	18,019,850
Total Liabilities and Net Assets	17,041,396	20,225,356	22,703,039

Non-Consolidated Statements of Income

For the years ended March 31

	(Thousands of Yen)		
	2008	2009	2010
Net Sales	21,273,359	22,328,662	23,577,767
Cost of Sales			
Opening inventory of goods	821	300	3,491
Product cost for the term	9,438,653	8,660,358	9,307,476
Total	9,439,475	8,660,659	9,310,967
Ending inventory of goods	300	3,491	667
Cost of Sales of goods	9,439,174	8,657,167	9,310,300
Opening inventory of merchandise	-	-	-
Purchases of merchandise for the term	219,756	262,347	302,644
Total	219,756	262,347	302,644
Ending inventory of merchandise	-	-	-
Cost of sales of merchandise	219,756	262,347	302,644
Other calculation transfer	80,627	60,121	66,755
Total Cost of Sales	9,578,303	8,859,393	9,546,189
Gross Profit	11,695,055	13,469,268	14,031,578
Reversal of Allowance for Sales Returns	45,638	54,224	51,357
Provision for Allowance for Sales Returns	54,224	51,357	51,607
Adjusted Gross Profit	11,686,469	13,472,135	14,031,328
Selling, General and Administrative Expenses			
Salaries for directors	264,558	307,587	306,301
Salaries and bonuses for employees	2,881,190	3,099,895	3,316,360
Provision for allowance for directors' retirement benefits	12,100	13,700	15,700
Legal welfare expenses	369,650	406,422	438,217
Advertising	1,630,976	1,659,024	1,301,125
Provision for allowance for doubtful accounts	8,924	13,168	26,120
Sales promotion	402,824	360,361	313,407
Payable commission	348,075	371,394	342,943
Depreciation	59,897	69,434	90,360
Amortization of goodwill	2,600	11,084	46,714
Others	1,875,900	1,808,984	1,823,994
Total Selling, General and Administrative Expenses	7,856,698	8,121,057	8,021,243
Operating Income	3,829,771	5,351,077	6,010,084
Non-Operating Income			
Interest income	3,790	9,451	6,239
Dividend received	40,782	14,085	56,435
Income from sales of used paper	25,078	31,903	12,712
Gain on investments in anonymous association	-	14,580	25,650
Amortization of negative goodwill	-	7,403	9,773
Other income	20,455	10,464	10,081
Total Non-Operating Income	90,106	87,888	120,892
Non-Operating Expenses			
Investment losses of business association	21,597	76,433	16,742
Other expenses	1,031	954	714
Total Non-Operating Expenses	22,628	77,388	17,457
Ordinary Income	3,897,249	5,361,578	6,113,519

Non-Consolidated Statements of Income

For the years ended March 31

	(Thousands of Yen)		
	2008	2009	2010
Extraordinary Income			
Gains from sales of fixed assets	316	67	2,226
Gains from sales of securities	-	13,328	3,160
Gains from sales of shares in affiliates	84,884	-	-
Gains from the prior-term adjustments	-	50,649	-
Gains from extinctions of embracing shares	355,320	108,444	-
Total Extraordinary Income	440,521	172,489	5,387
Extraordinary Losses			
Losses from sales of fixed assets	12,572	-	-
Losses from disposals of fixed assets	25,580	15,805	26,483
Impairment losses	-	7,551	-
Losses from write-down of securities	186,764	152,775	77,001
Losses from sales of securities	-	-	6,322
Losses from write-down of shares in affiliates	134,937	101,212	-
Losses from sales of shares in affiliates	-	85,128	-
Losses from write-down of investments in affiliates	-	253,700	117,100
Provision of allowance for doubtful accounts	-	-	50,649
Other expenses	6,470	2,966	3,654
Total Extraordinary Losses	366,325	619,139	281,211
Income before Income Taxes	3,971,446	4,914,928	5,837,695
Income Taxes	1,591,800	2,129,000	2,455,000
Adjustment of Corporate Income Tax	(49,806)	(221,754)	(53,745)
Total Taxes	1,541,994	1,907,246	2,401,255
Net Income	2,429,452	3,007,682	3,436,440

(Reference Data) Consolidated Quarterly Financial Summary

Summary of Statements of Income					For the years ended March 31				(Thousands of Yen)
	2009				2010				
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	
Net Sales	5,797,198	5,971,154	5,908,351	5,980,860	6,019,913	6,300,087	6,615,825	6,746,494	
Auto-related Information	5,455,526	5,574,496	5,422,011	5,437,802	5,480,678	5,638,100	5,824,636	5,914,897	
Information Registration Fees	4,686,510	4,875,818	4,633,363	4,676,682	4,660,691	4,796,599	4,651,083	4,931,352	
Information Sales	769,016	698,677	788,648	761,120	819,986	841,500	1,173,553	983,545	
Lifestyle-related Information	247,931	296,536	364,920	436,014	414,696	529,620	658,655	683,240	
Real Estate	43,826	50,652	50,459	49,877	51,431	51,743	52,518	50,090	
Others	49,914	49,467	70,960	57,165	73,107	80,623	80,013	98,265	
Cost of Sales	2,192,657	2,265,986	2,272,666	2,333,502	2,315,482	2,506,723	2,754,010	2,696,837	
Gross Profit	3,604,541	3,705,168	3,635,684	3,647,357	3,704,430	3,793,364	3,861,814	4,049,656	
Selling, General and Administrative Expenses	2,103,254	2,154,425	2,217,921	2,732,410	2,225,227	2,168,885	2,277,391	2,639,162	
Advertising	313,834	321,608	409,802	636,825	305,092	271,456	278,397	477,783	
Others	1,789,420	1,832,816	1,808,118	2,095,584	1,920,134	1,897,428	1,998,993	2,161,378	
Operating Income	1,501,287	1,550,743	1,417,763	914,947	1,479,203	1,624,478	1,584,423	1,410,494	
Non-Operating Income	30,538	18,194	22,700	23,593	23,573	15,407	24,143	26,603	
Non-Operating Expenses	14,865	24,125	6,999	33,479	323	7,391	3,638	11,105	
Ordinary Income	1,516,960	1,544,812	1,433,464	905,060	1,502,454	1,632,494	1,604,928	1,425,992	
Extraordinary Income	13,328	50,649	-	67	-	3,160	-	2,196	
Extraordinary Loss	20,231	2,458	157,976	147,981	7,408	21,926	82,470	61,346	
Income before Income Taxes	1,510,058	1,593,002	1,275,487	757,146	1,495,045	1,613,728	1,522,458	1,366,842	
Net Income	906,540	929,527	875,031	476,030	892,806	959,855	889,254	787,767	

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