

WILLPLUS

4Q FY2018

From Jul.2017 to Jun.2018

**Financial Results
Presentation**

**Financial Results Presentation Materials
for the Fiscal Year Ended June 30, 2018**

WILLPLUS Holdings Corporation

(First Section of the Tokyo Stock Exchange: 3538)



APPENDIX

A close-up, low-angle shot of a dark-colored car's front end. The focus is on the headlights and the grille. The headlights are illuminated with a bright blue light. The grille features vertical slats. The car's hood and bumper are visible in the foreground. The background is dark and out of focus.

Corporate Outline and History

Corporate Outline



- Trade name WILLPLUS Holdings Corporation
- Representative Takaaki Naruse, President and Representative Director
- Established October 25, 2007
- Head office Shiba Mita Mori Building 8th Floor, 5-13-15 Shiba, Minato-ku, Tokyo, Japan
- Capital ¥193 million (as of June 30, 2018)
- Listed stock exchange First Section, Tokyo Stock Exchange (Securities code: 3538)

WILLPLUS Holdings Corporation

CHECKER MOTORS CORPORATION

Capital: ¥50 million

Importers: FCA JAPAN Limited
Jaguar Land Rover Japan Limited

Number of 14 (as of June 30, 2018) dealerships:

Brands carried



Willplus Motoren Corporation

Capital: ¥50 million

Importers: BMW Japan Corporation

Number of 7 (as of June 30, 2018) dealerships:

Brands carried



Teio Auto Corporation

Capital: ¥30 million

Importers: Volvo Car Japan Limited

Number of 5 (as of June 30, 2018) dealerships:

Brands carried



Willplus Eins Corporation

Capital: ¥10 million

Importers: Porsche Japan KK

Number of dealerships: -

Brands carried

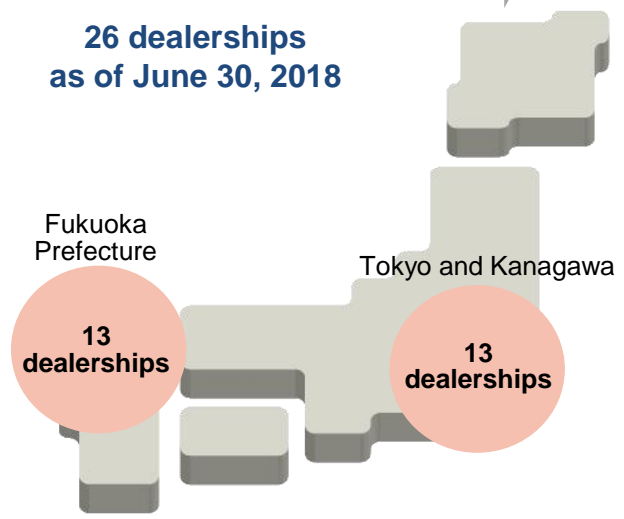
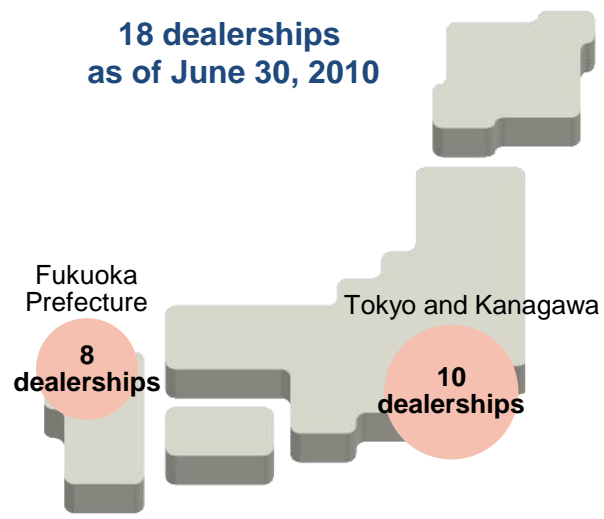


PORSCHE
(planned for January, 2019)

Corporate History



<p>July 2008 Made CHECKER MOTORS CORPORATION a subsidiary ⇒Entered the Kanto area in earnest ⇒Began carrying the FIAT and Alfa Romeo brands</p>	<p>April 2014 Made Teio Auto Corporation a subsidiary ⇒Began carrying the VOLVO brand</p>	<p>April 2018 Took over the business of Jaguar/Land Rover Shonan ⇒Began carrying the Jaguar/Land Rover brands</p>
<p>July 2009 Took over two directly operated dealerships from Chrysler Japan Co., Ltd.</p>	<p>May 2017 Took over the business of VOLVO Cars Odawara</p>	
<p>September 2009 Willplus Motoren Corporation. took over the business of five BMW/MINI dealerships ⇒Began carrying the BMW and MINI brands</p>	<p>November 2017 Established Willplus Eins Corporation ⇒Scheduled to begin carrying the PORSCHE brand in January 2019</p>	



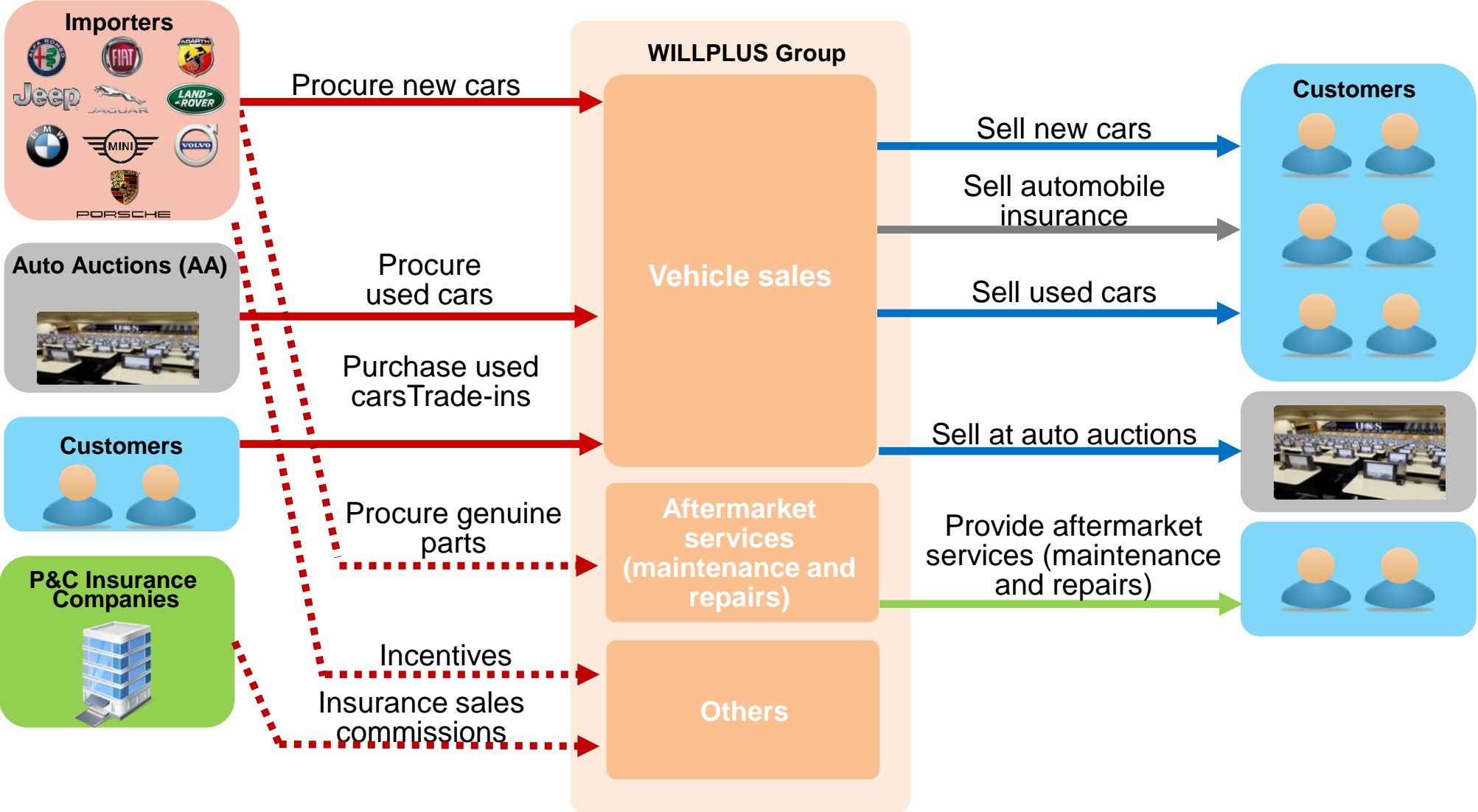


Description of Business

OX66 DJS

Description of Business

Engaged in new cars, used cars, auto auction sales, vehicle maintenance and other services





Jeep JEEP

Number of registered vehicles in Japan in 2017

10,102 vehicles*¹ (Domestic share 3.30%)*²

Sales price range

¥2.79 million to ¥12.30 million

Compass



Alfa Romeo

**Number of registered vehicles
in Japan in 2017**

1,838 vehicles*¹ (Domestic share 0.60%)*²

Sales price range

¥3.29 million to ¥11.39 million

Giulia



FIAT

**Number of registered vehicles
in Japan in 2017**

6,523 vehicles*¹ (Domestic share 2.13%)*²

Sales price range

¥1.85 million to ¥3.43 million

500



ABARTH

**Number of registered vehicles
in Japan in 2017**

2,286 vehicles*¹ (Domestic share 0.75%)*²

Sales price range

¥2.99 million to ¥4.37 million

124 Spider

*1 Source: Prepared by WILLPLUS Holdings based on reports issued by the Japan Automobile Importers Association

*2 Domestic share: The ratio of the total number of these registered vehicles in Japan to the number of foreign-branded registered vehicles in the Japanese market.



BMW

**Number of registered vehicles
in Japan in 2017**

Sales price range

52,527 vehicles*¹ (Domestic share 17.16%)*² ¥3.17 million to ¥25.20 million

BMW 5 Series Sedan



MINI

**Number of registered vehicles
in Japan in 2017**

Sales price range

25,427 vehicles*¹ (Domestic share 8.31%)*² ¥2.38 million to ¥5.62 million

MINI CROSSOVER



*1 Source: Prepared by WILLPLUS Holdings based on reports issued by the Japan Automobile Importers Association.

*2 Domestic share: Domestic share: The ratio of the total number of these registered vehicles in Japan to the number of foreign-branded registered vehicles in the Japanese market.



VOLVO

**Number of registered vehicles
in Japan in 2017**

16,120 vehicles*¹ (Domestic share 5.27%)*²

Sales price range

¥2.99 million to ¥12.99 million

XC60

*1 Source: Prepared by WILLPLUS Holdings based on reports issued by the Japan Automobile Importers Association.

*2 Domestic share: Domestic share: The ratio of the total number of these registered vehicles in Japan to the number of foreign-branded registered vehicles in the Japanese market.



JAGUAR

**Number of registered vehicles
in Japan in 2017**

2,614 vehicles*¹ (Domestic share 0.85%)*²

Sales price range

¥4.51 million to ¥21.81 million

XF



LAND ROVER

ABOVE & BEYOND

**Number of registered vehicles
in Japan in 2017**

3,619 vehicles *¹ (Domestic share 1.18%)*²

Sales price range

¥4.43 million to ¥31.08 million

RANGE ROVER VELAR

*1 Source: Prepared by WILLPLUS Holdings based on reports issued by the Japan Automobile Importers Association.

*2 Domestic share: Domestic share: The ratio of the total number of these registered vehicles in Japan to the number of foreign-branded registered vehicles in the Japanese market.



PORSCHE

PORSCHE

Number of registered vehicles in Japan in 2017

6,923 vehicles^{*1} (Domestic share 2.26%)^{*2}

Sales price range

¥6.73 million to ¥36.56 million

911

*1 Source: Prepared by WILLPLUS Holdings based on reports issued by the Japan Automobile Importers Association.

*2 Domestic share: Domestic share: The ratio of the total number of these registered vehicles in Japan to the number of foreign-branded registered vehicles in the Japanese market.



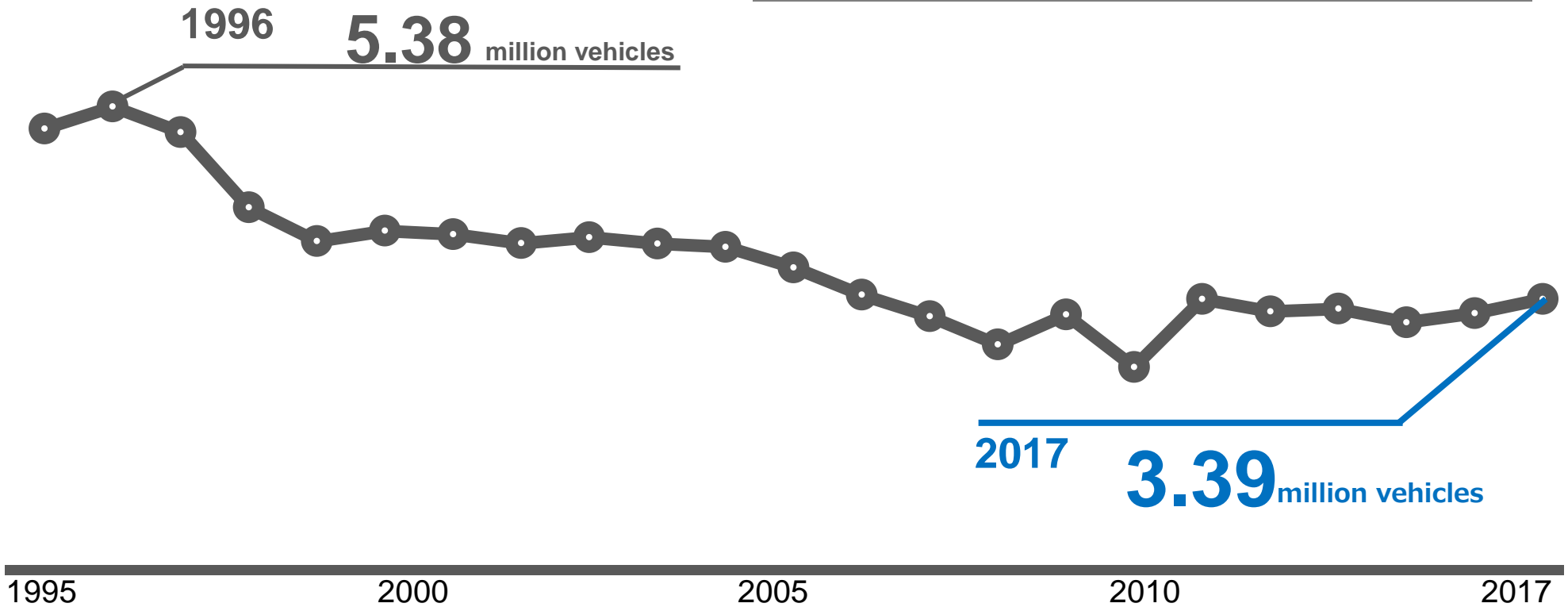
Market Trends

Japan's Automobile Market

A declining trend in the number of new motor vehicle registrations in Japan

- Aging society with fewer children
- Lengthening periods of vehicle ownership due to improved vehicle performance
- Changes in consumption styles and preferences

Trend in the number of new motor vehicle registrations in Japan (excluding kei minicars)



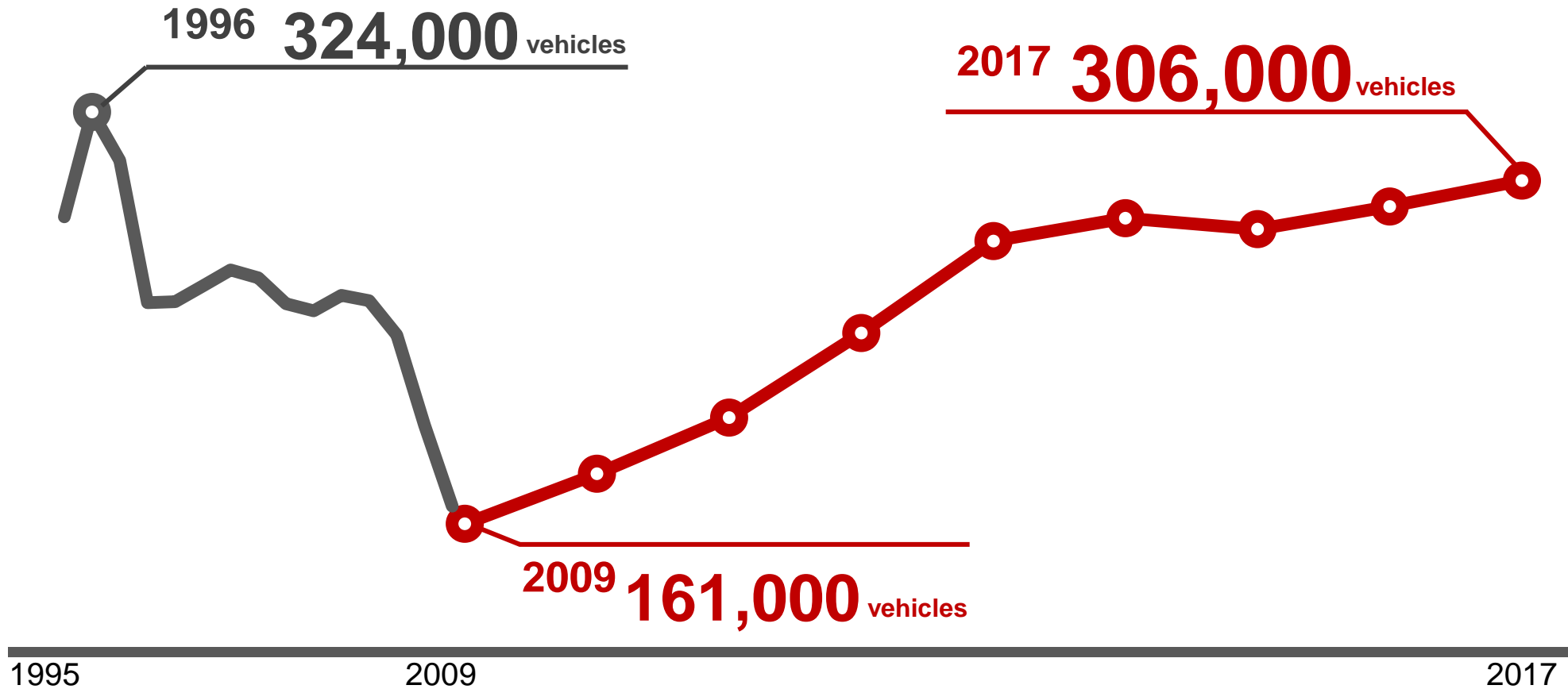
Source: Prepared by WILLPLUS Holdings based on reports issued by the Japan Automobile Dealers Association

Japan's Market for Imported Vehicles

Growth trend in Japan's market for imported vehicles

- The number of new motor vehicle registrations has continuously increased since the Lehman Brothers bankruptcy.

Number of new motor vehicle registrations for foreign branded imported vehicles

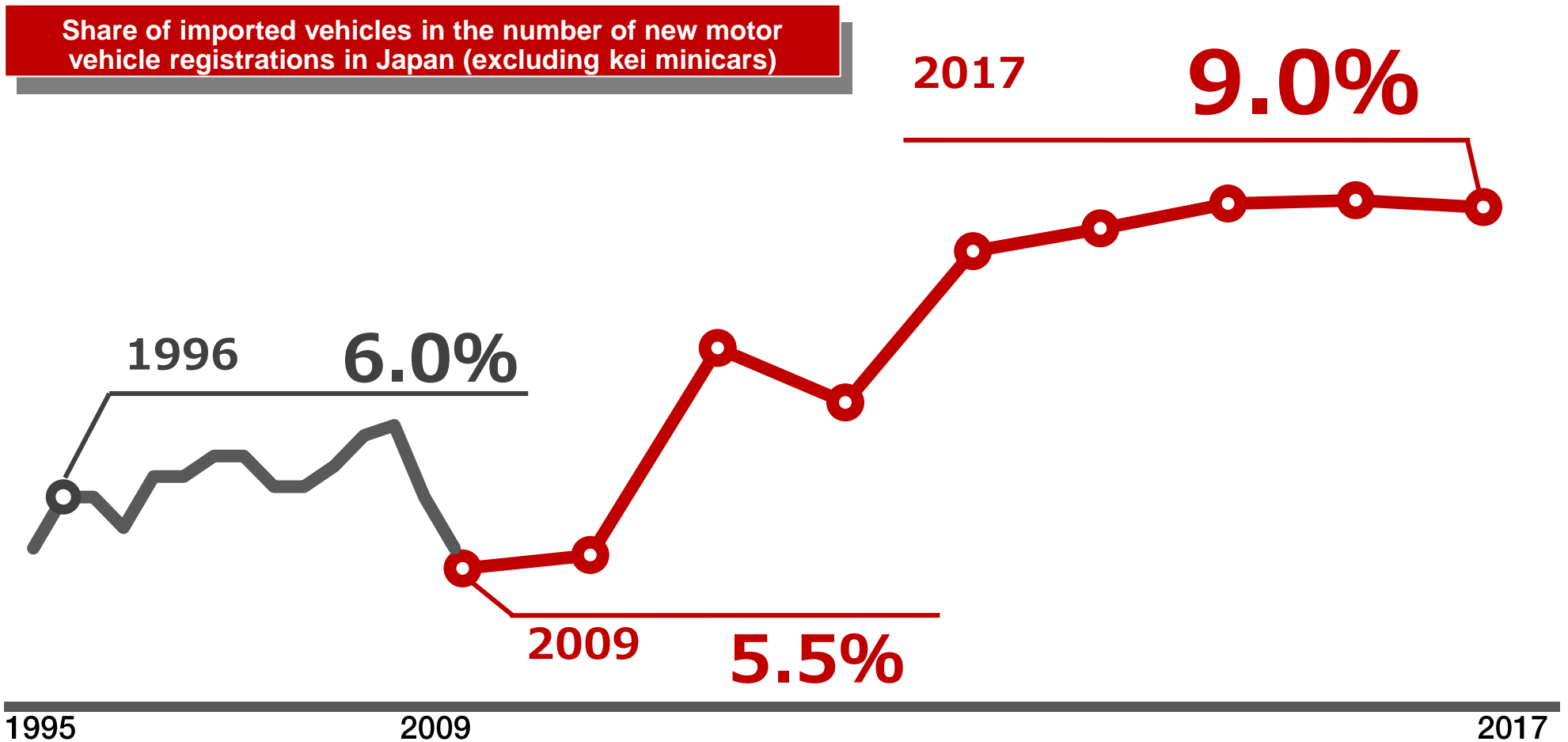


Source: Prepared by WILLPLUS Holdings based on reports issued by the Japan Automobile Dealers Association

Awareness of Business Environment (Domestic Market Share)

The share of imported vehicles in the domestic passenger vehicle market (excluding kei minicars) has remained at 9%.

Share of imported vehicles in the number of new motor vehicle registrations in Japan (excluding kei minicars)



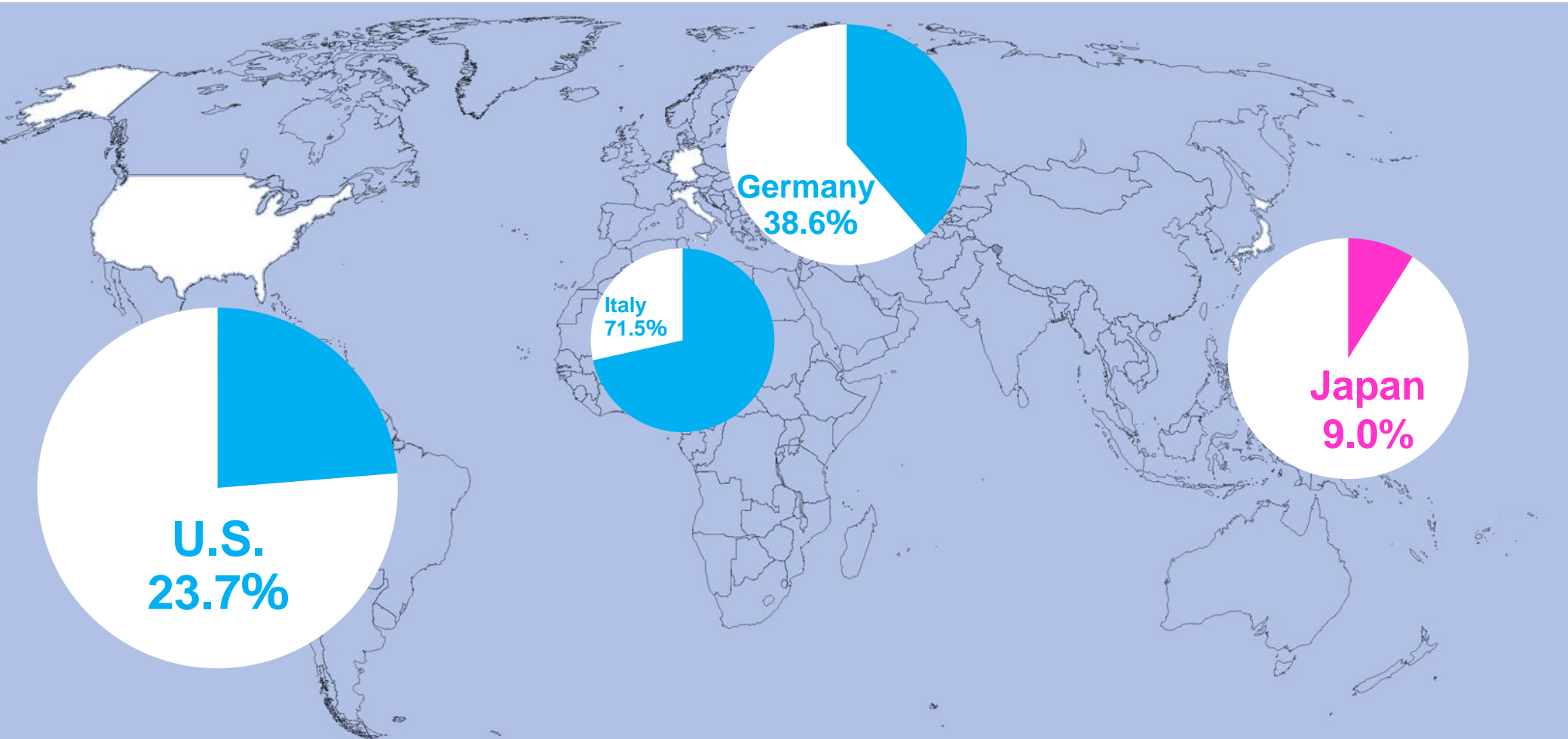
Source: Prepared by WILLPLUS Holdings based on reports issued by the Japan Automobile Dealers Association

Awareness of Business Environment (Growth in Domestic Market Share)

The market share of imported vehicles in Japan is growing, but it is still lower than in various other countries.



The share of imported vehicles in Germany 38.6%, while Germany also carries the following brands:



Key Points for Expanding the Market Share of Imported Vehicles

Manufacturers of imported vehicles are actively promoting measures to expand market share.

- Introduce attractive products in terms of environmental technologies (hybrid vehicles, EVs, PHVs, and diesel vehicles), design and other attributes.
- Expanding the lineup to offer a wider range of products, including low-priced models and small to large-sized vehicles
- Expanding the lineup to offer a wider range of products, including low-priced models and small to large-sized vehicles



XC90 T8

- VOLVO's first plug-in hybrid model
- Balancing power and low fuel consumption



BMW i3

- Full electric drive
- Balancing driving and environmental performance



FIAT500

- Manufacturer's suggested retail price
From ¥1.85 million

Key Points for Expanding the Market Share of Imported Vehicles

Main factor behind the increase in the cost of imported vehicles = **non-tariff barriers**

- New certification procedures in Japan
- Measures to address regulations such as the Radio Act and exhaust emissions



Potential easing of regulations due to import agreements

Removal of non-tariff barriers

- Prices of imported vehicles will decrease



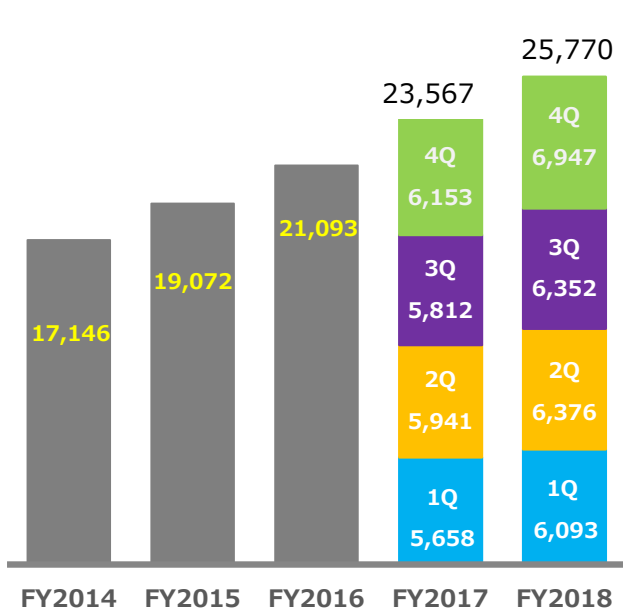
Increased market share of imported vehicles



Financial and Stock Price Data

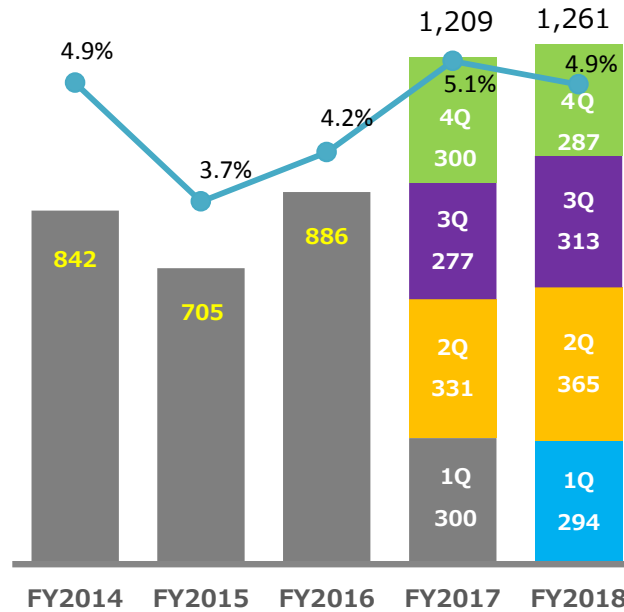
Trend in net sales

(Millions of yen)

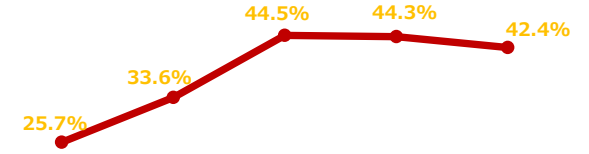


Trend in operating profit and operating profit margin

(Millions of yen)



Equity to total assets



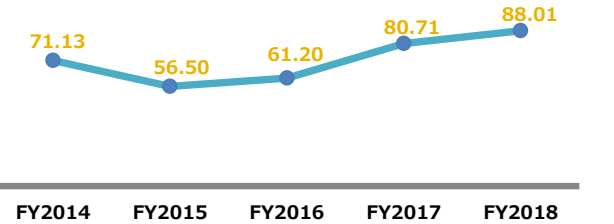
FY2014 FY2015 FY2016 FY2017 FY2018

Earnings per share

(Yen)

(Retrospectively adjusted for stock split)

(Excluding diluted shares)



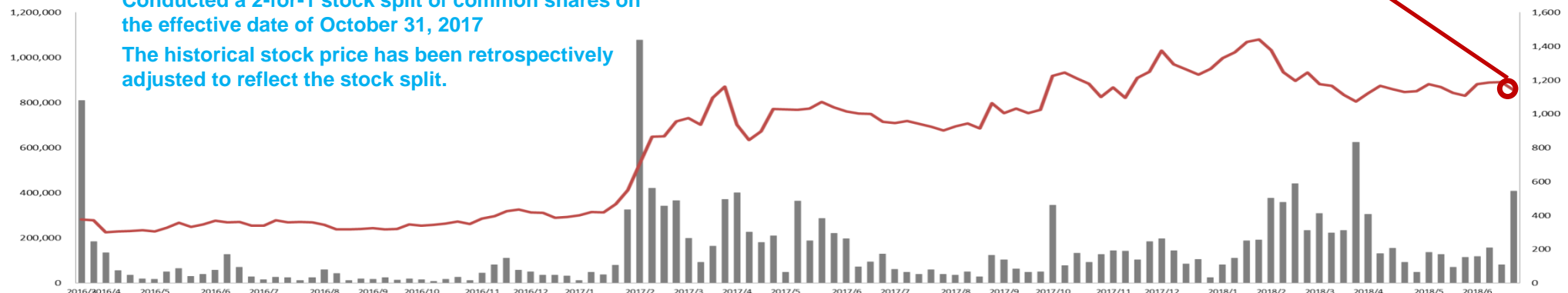
Trend in stock price and volume

(Volume: shares)

Conducted a 2-for-1 stock split of common shares on the effective date of October 31, 2017
The historical stock price has been retrospectively adjusted to reflect the stock split.

Closing price on June 29, 2018: ¥1,141
Market capitalization: ¥11.0 billion

(Stock price: yen)



Disclaimer and Contact Information



+More pleasure for your future

We will continuously tackle the challenge of presenting customers with lifestyle proposals featuring imported cars, thereby contributing to the happiness of everyone we serve.

These presentation materials contain forward-looking statements such as the forecasts of the Company (including consolidated subsidiaries).

The forward-looking statements concerning plans, forecasts, strategies and other matters in these presentation materials are based on the judgments and assumptions of management reflecting information currently available to the Company. In light of the uncertainties inherent in these judgments and assumptions and the possibility of changes in future business management and internal and external conditions, the Company's actual financial results could differ materially from those forward-looking statements. In addition, information on companies and other entities other than the Company and the WILLPLUS Holdings Group are derived from published information and related sources. Accordingly, the Company cannot guarantee the accuracy of this information.

For investor-relations inquiries, please contact: Planning Section,

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