



**Financial Results Presentation Materials  
for the Second Quarter  
of the Fiscal Year Ending June 30, 2019  
(From July 1 to December 31, 2018)**

**WILLPLUS Holdings Corporation**  
(First Section of the Tokyo Stock Exchange: 3538)

# APPENDIX

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# CORPORATE OUTLINE AND HISTORY

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- Trade name WILLPLUS Holdings Corporation
- Representative Takaaki Naruse, President
- Established October 25, 2007
- Head office Shiba Mita Mori Building 8th Floor, 5-13-15 Shiba, Minato-ku, Tokyo, Japan
- Capital ¥197 million (as of December 31, 2018)
- Listed stock First Section, Tokyo Stock Exchange (Securities code: 3538)  
e x c h a n g e

## WILLPLUS Holdings Corporation

### CHECKER MOTORS CORPORATION

Capital: ¥50 million

Importers: FCA JAPAN Limited  
Jaguar Land Rover Japan Limited

Number of 14 (as of December 31, 2018)  
dealership:

Brands carried



### Willplus Motoren Corporation

Capital: ¥50 million

Importers: BMW Japan Corporation

Number of 7 (as of December 31, 2018)  
dealerships:

Brands carried



### Teio Auto Corporation

Capital: ¥30 million

Importers: Volvo Car Japan Limited

Number of 5 (as of December 31, 2018)  
dealership:

Brands carried



### Willplus Eins Corporation

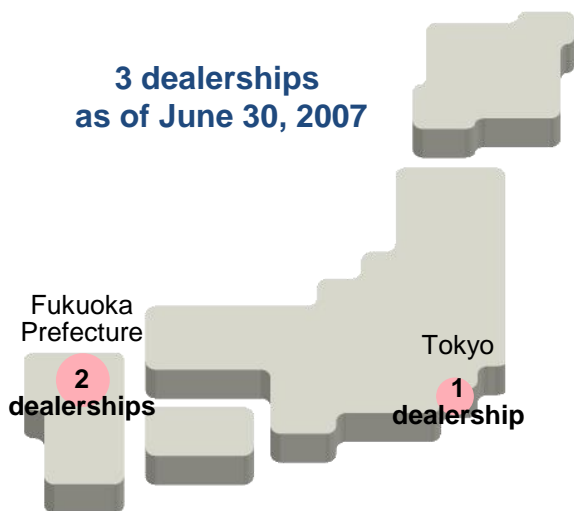
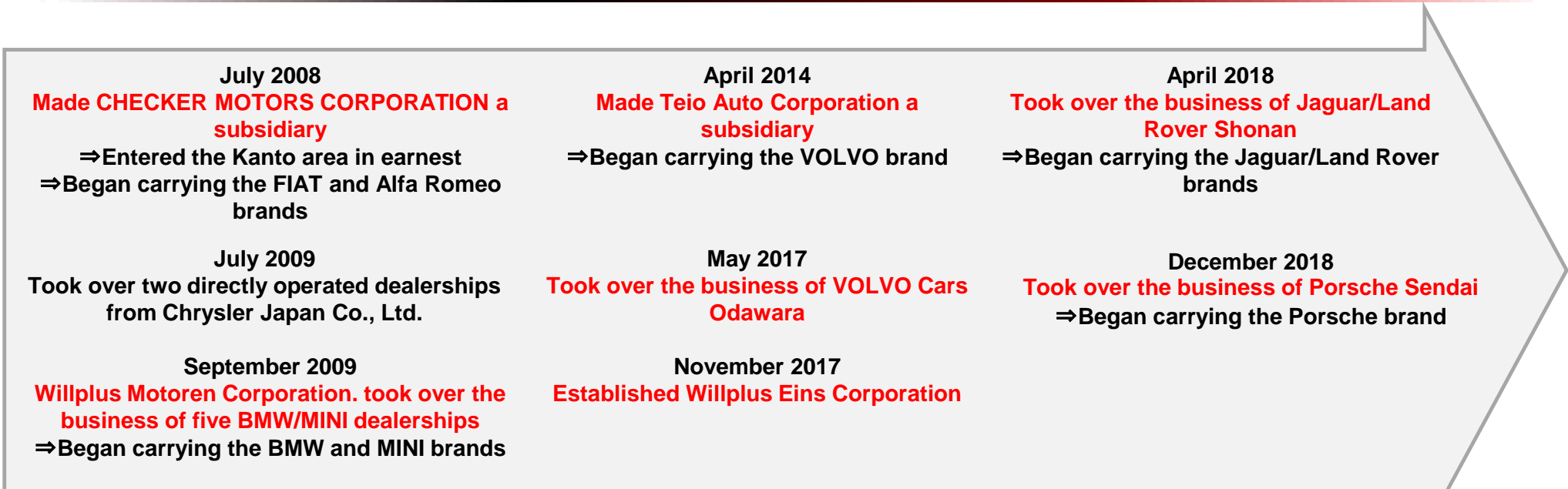
Capital: ¥10 million

Importers: Porsche Japan KK

Number of 1 (as of December 31, 2018)  
dealership:

Brands carried



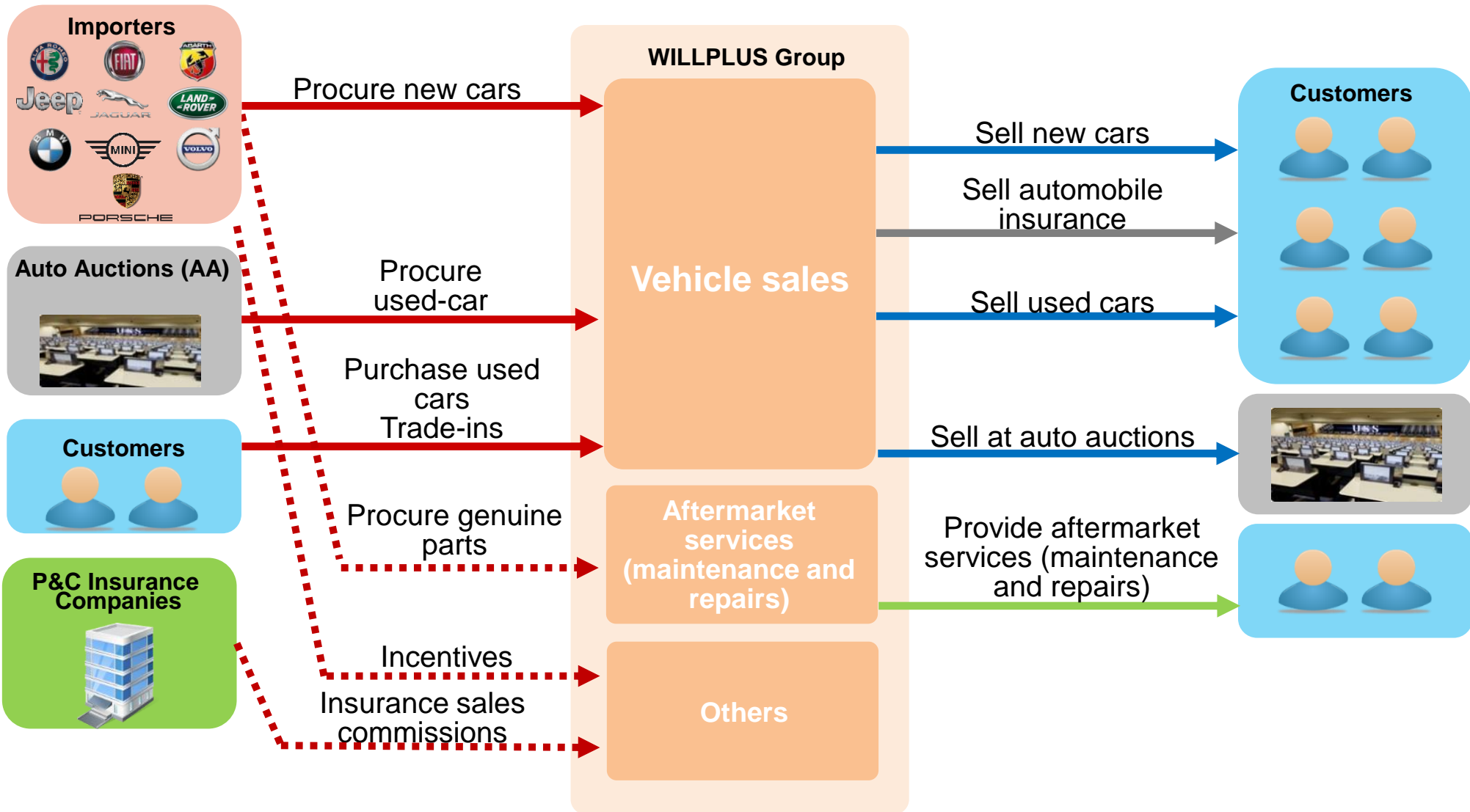


# DESCRIPTION OF BUSINESS

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# Description of Business

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



## Jeep JEEP

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**Number of registered vehicles  
in Japan in 2018**

11,438 vehicles\*<sup>1</sup> (Domestic share 3.70%)\*<sup>2</sup>

**Sales price range**

¥2.79 million to ¥12.30 million

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## Wrangler



\*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.





## Alfa Romeo



**Number of registered vehicles  
in Japan in 2018**

2,510 vehicles\*<sup>1</sup> (Domestic share 0.81%)\*<sup>2</sup>

**Sales price range**

¥3.76 million to ¥11.67 million

### STELVIO



## FIAT



**Number of registered vehicles  
in Japan in 2018**

6,014 vehicles\*<sup>1</sup> (Domestic share 1.94%)\*<sup>2</sup>

**Sales price range**

¥1.85 million to ¥3.43 million

### 500



## ABARTH



**Number of registered vehicles  
in Japan in 2018**

2,352 vehicles\*<sup>1</sup> (Domestic share 0.76%)\*<sup>2</sup>

**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 2018**

**Sales price range**

50,982 vehicles\*<sup>1</sup> (Domestic share 16.48%)\*<sup>2</sup> ¥3.20 million to ¥25.23 million

### BMW 5 Series Sedan



## MINI

**Number of registered vehicles  
in Japan in 2018**

**Sales price range**

25,984 vehicles\*<sup>1</sup> (Domestic share 8.40%)\*<sup>2</sup> ¥2.38 million to ¥5.79 million

### MINI 3 DOOR

\*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.



## VOLVO

**Number of registered vehicles  
in Japan in 2018**

17,805 vehicles\*<sup>1</sup> (Domestic share 5.75%)\*<sup>2</sup>

**Sales price range**

¥2.99 million to ¥13.09 million

**XC40**

\*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.




## JAGUAR

**Number of registered vehicles  
in Japan in 2018**

3,260 vehicles\*<sup>1</sup> (Domestic share 1.05%)\*<sup>2</sup>

**Sales price range**

¥4.43 million to ¥21.81 million

**XF**



## LAND ROVER

ABOVE & BEYOND

**Number of registered vehicles  
in Japan in 2018**

3,972 vehicles \*<sup>1</sup> (Domestic share 1.28%)\*<sup>2</sup>

**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: 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 2018**

7,166 vehicles<sup>\*1</sup> (Domestic share 2.32%)<sup>\*2</sup>

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

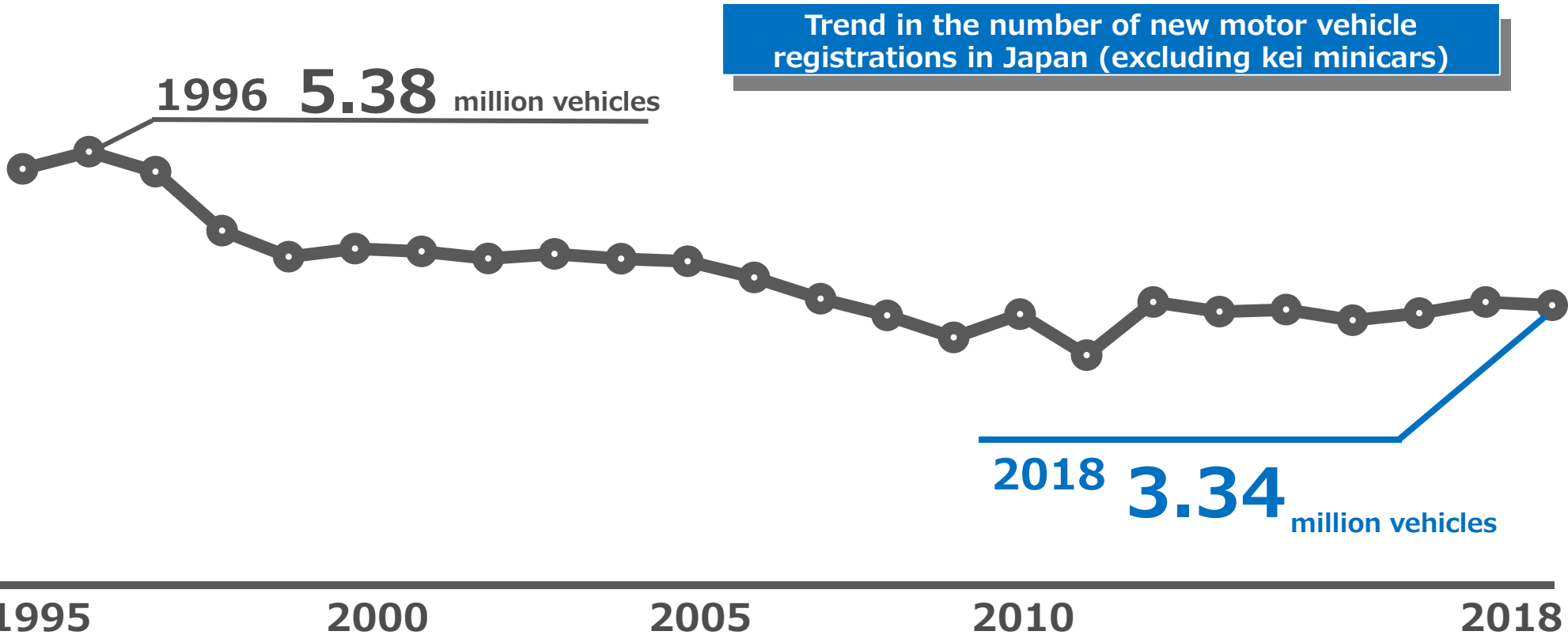
# MARKET TRENDS

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# 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



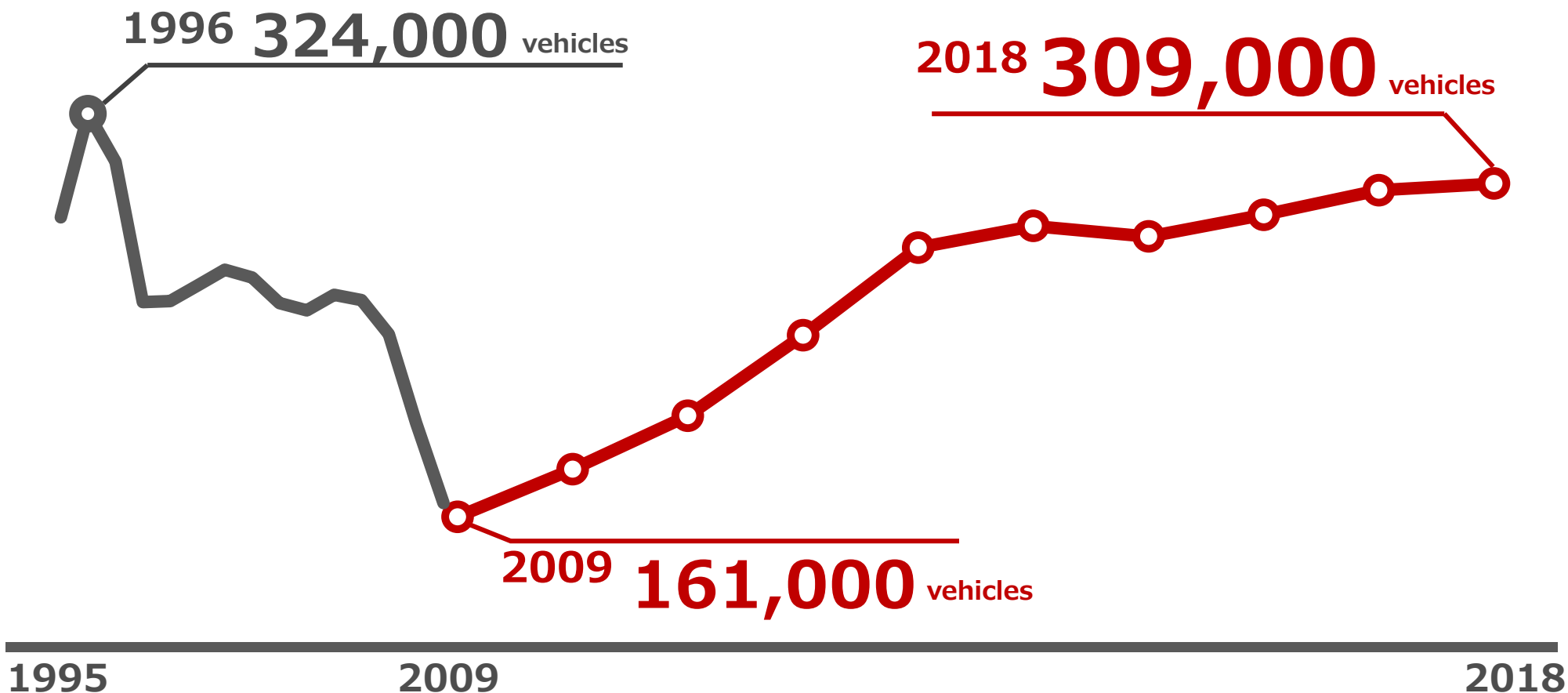
Source: Prepared by WILLPLUS Holdings based on reports issued by the Japan Automobile Dealers Association.

# 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



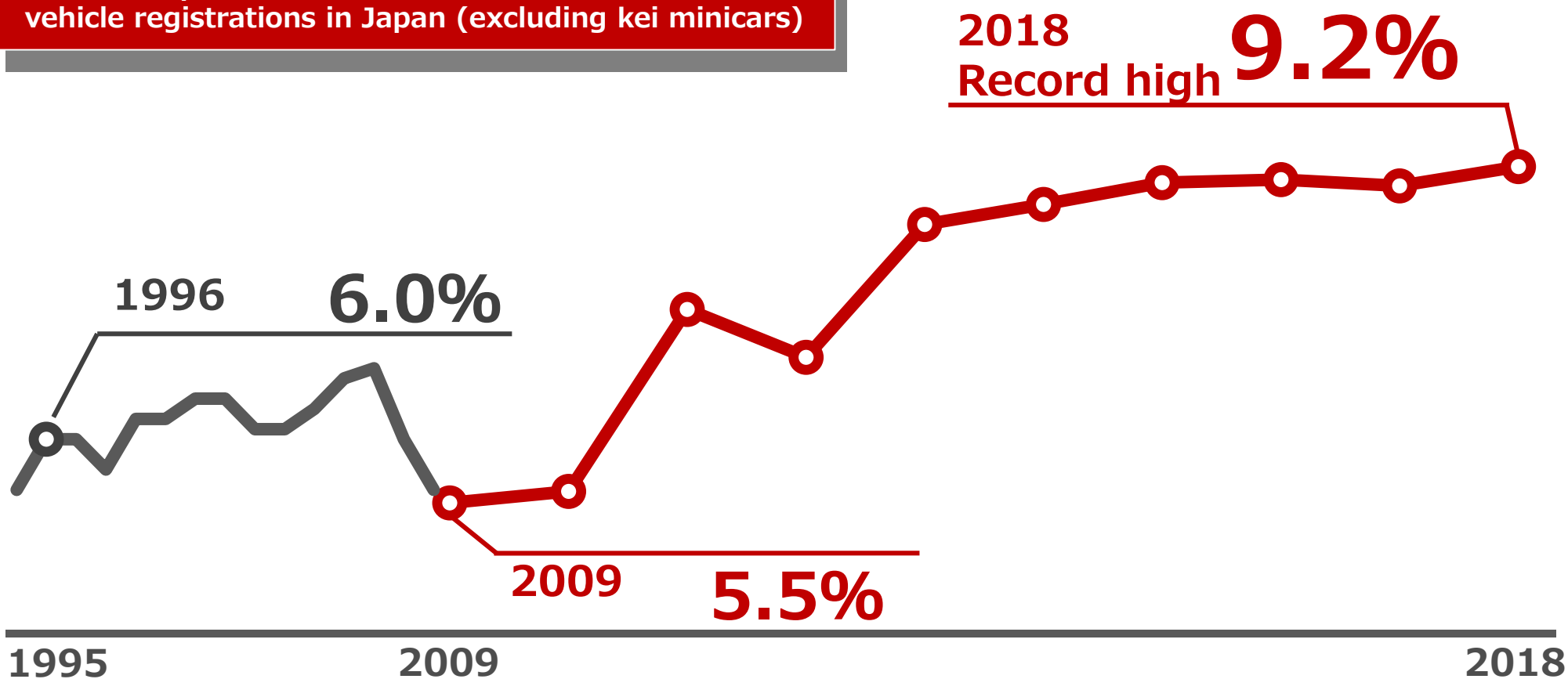
Source: Prepared by WILLPLUS Holdings based on reports issued by the Japan Automobile Dealers Association.



# Japan's Market for Imported Vehicles

The share of imported vehicles in the domestic passenger vehicle market (excluding kei minicars) has reached a record high.

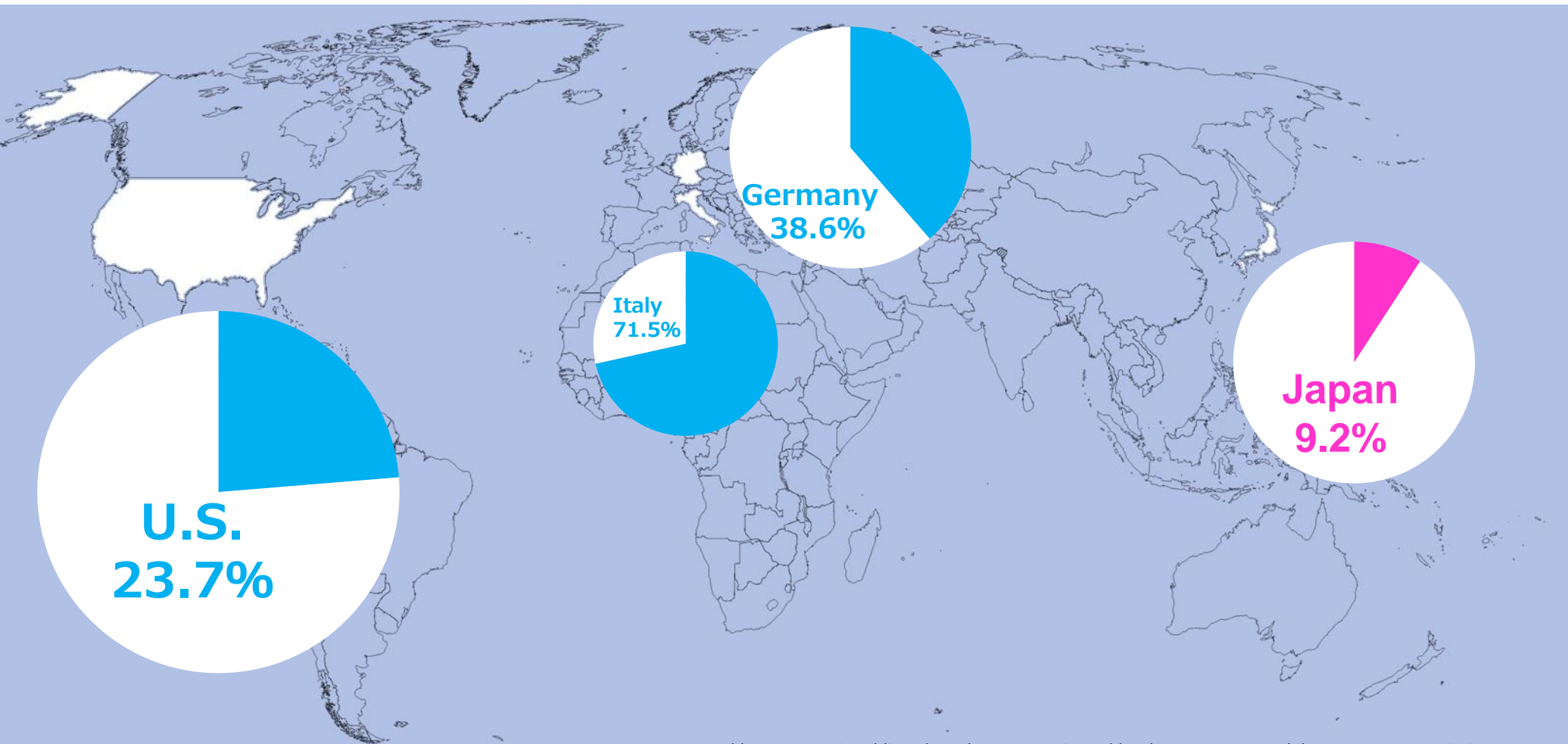
Share of imported vehicles in the number of new motor vehicle registrations in Japan (excluding kei minicars)



# Expand Market Share of Imported Vehicles in Japan

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

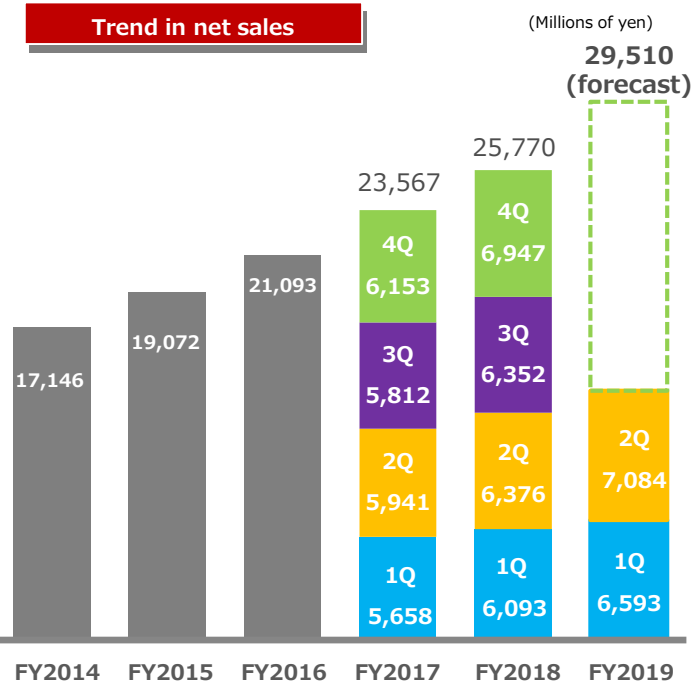
- The share of imported vehicles in Germany 38.6%, while Germany also carries the following brands:



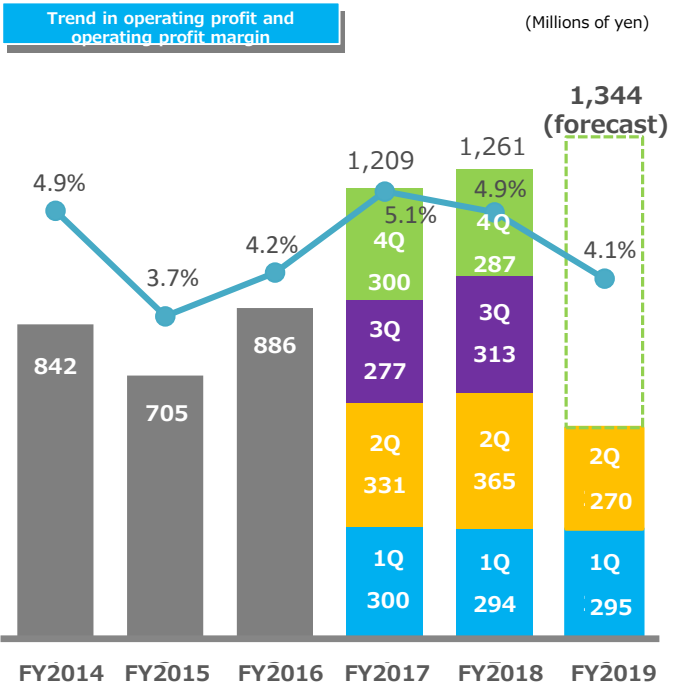
Source: Prepared by WILLPLUS Holdings based on reports issued by the Japan Automobile Importers Association.

# Financial and Stock Price Data

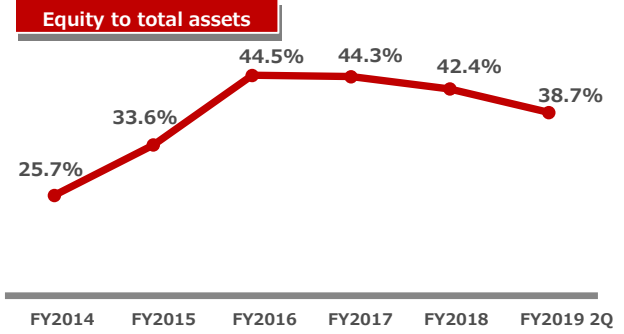
## Trend in net sales



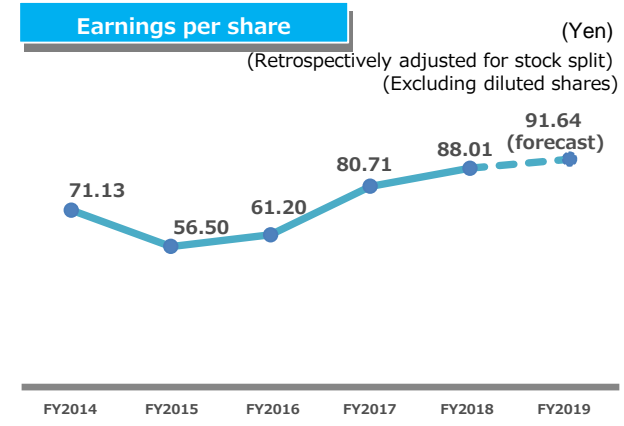
## Trend in operating profit and operating profit margin



## Equity to total assets



## Earnings per share

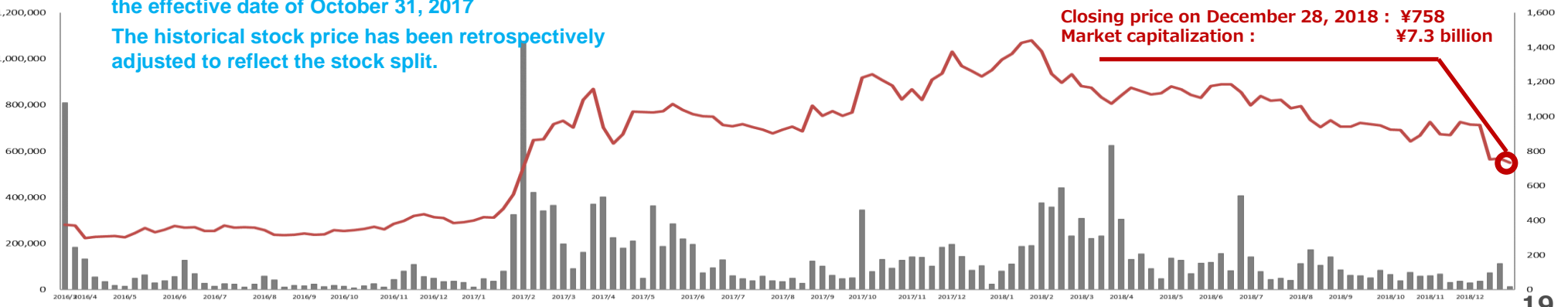


## Trend in stock price and volume

(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.



## +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.

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