

*(Translation)*

**BRIEF STATEMENT OF FINANCIAL RESULTS  
FOR THE SIX MONTHS ENDED AUGUST 31, 2010 [Japanese GAAP] (NON-CONSOLIDATED)**

OCTOBER 13, 2010

Company Name:	POCKET CARD CO., LTD.
Listed Exchange:	Tokyo Stock Exchange (First Section)
Code No.:	8519
URL:	<a href="http://www.pocketcard.co.jp/">http://www.pocketcard.co.jp/</a>
Representative Director:	Keiichi Watanabe President
Contact Person:	Hideyuki Ochiai, General Manager of Corporate Communication Dept. Tel: +81-3-5441-3450 E-mail: <a href="mailto:koho@pocketcard.co.jp">koho@pocketcard.co.jp</a>
Date of Quartary Securiteis Report Filing:	OCTOBER 15, 2010
Date of Dividend Payment:	NOVEMBER 12, 2010
The additional materials of the Financial Results for the Second Quarter :	Yes
The briefing session of the Financial Results for the Second Quarter :	Yes

This document (unaudited) is an English translation of the original Japanese Financial Statements made public on October 13, 2010.

In the event of any discrepancy between this translated document and the original Japanese document, the original Japanese document shall prevail.

Brief Statements of Financial Results for the Six months ended August 31, 2010 include forward-looking statements about the future performance of POCKET CARD CO.,LTD. that are based on assumptions and beliefs in light of information currently available, and involve certain risk and uncertainties.

(Translation)

Note: Figures in these statements, which have been prepared in accordance with accounting principles generally accepted in Japan, were rounded down to the nearest million yen.

## 1. FINANCIAL HIGHLIGHTS FOR THE SIX MONTHS ENDED AUGUST 31, 2010

### (1) RESULTS OF OPERATIONS

The following percentages for operating revenues, operating income, ordinary income and net income represent ratio of change from those in prior year.

	Operating Revenues	Change from Prior Year	Operating Income	Change from Prior Year	Ordinary Income	Change from Prior Year
	(Millions of Yen)	(%)	(Millions of Yen)	(%)	(Millions of Yen)	(%)
Six Months Ended August 31:						
2010	18,271	—	790	—	794	—
2009	—	—	—	—	—	—

	Net Income	Change from Prior Year	Net Income per Share	Diluted Net Income per Share
	(Millions of Yen)	(%)	(Yen)	(Yen)
Six Months Ended August 31:				
2010	831	—	14.04	—
2009	—	—	—	—

Note: We can not provide year-to-year comparison regarding six months ended August 31, 2010 because the business result in the last fiscal year was the consolidated.

### (2) FINANCIAL POSITION

	Total Assets	Net Assets	Net Worth Ratio	Net Assets per Share
	(Millions of Yen)	(Millions of Yen)	(%)	(Yen)
As of August 31, 2010	196,237	45,907	23.4	775.46
Year Ended February 28, 2010	199,880	45,328	22.7	765.68

(REFERENCE) Net Worth:

As of August 31, 2010: ¥45,907 million

As of February 28, 2010: ¥45,328 million

## 2. DIVIDENDS

•Cash Dividends	Annual Dividends per Share (Yen)				
	1Q	2Q	3Q	Year End	Total
For the year ended February 28, 2010 (actual)	—	4.25	—	4.25	8.50
For the year ended February 28, 2011 (actual)	—	4.25			
For the year ended February 28, 2011 (forecast)			—	4.25	8.50

Note: There are no revisions to the previous forecast that was announced on April 13, 2010.

(Translation)

### 3. FORECAST OF OPERATIONS FOR THE YEAR ENDING FEBRUARY 28, 2011

	Operating Revenues	Change from Prior Year	Operating Income	Change from Prior Year	Ordinary Income	Change from Prior Year
	(Millions of Yen)	(%)	(Millions of Yen)	(%)	(Millions of Yen)	(%)
Annual	36,200	(2.7)	2,200	—	2,200	—

	Net Income	Change from Prior Year	Net Income per Share
	(Millions of Yen)	(%)	(Yen)
Annual	1,400	—	23.65

Note: There are no revisions to the previous forecast that was announced on April 13, 2010.

### 4. OTHER INFORMATION

(1) Adoption of simplified accounting practices and particular accounting practices used for the preparation of quarterly financial statements :None

(2) Changes of accounting policies:

- i Changes with Reform of Accounting Standards: None
- ii Changes with Other Than Those Above: None

(3) NUMBER OF COMMON STOCK ISSUED:

i Total Number of Shares Issued (Including Treasury Stock):

As of August 31, 2010: 60,270,444 shares

As of February 28, 2010: 60,270,444 shares

ii Total Number of Treasury Stock:

As of August 31, 2010: 1,070,728 shares

As of February 28, 2010: 1,070,392 shares

iii Weighted-average number of outstanding shares

Six months ended August 31, 2010: 59,199,843 shares

Six months ended August 31, 2009: 59,200,481 shares

#### Information Regarding the Quarterly Review Procedures

At the time of disclosure of this report, the procedures for review of quarterly non-consolidated financial statements, pursuant to the "Financial Instruments and Exchange Act" of Japan, have not completed.

(Translation)

## 1. COMPARATIVE NON-CONSOLIDATED BALANCE SHEETS

Note: Figures in these statements, which have been prepared in accordance with accounting principles generally accepted in Japan, were rounded down to the nearest million yen.

Item	August 31, 2010	February 28, 2010
	Amount (Millions of Yen)	Amount (Millions of Yen)
<b>I CURRENT ASSETS</b>		
Cash and cash equivalents	8,892	7,692
Installment shopping receivable	64,653	60,200
Cashing loans receivable	116,365	125,739
Other	17,282	16,637
Allowance for possible credit losses	(19,599)	(19,216)
Total current assets	187,595	191,054
<b>II FIXED ASSETS</b>		
<b>Tangible fixed assets</b>		
Buildings and structures, net	72	76
Office equipment, net	156	174
Total tangible fixed assets	228	250
<b>Intangible fixed assets</b>		
Software	3,766	3,877
Other	39	39
Total intangible fixed assets	3,806	3,916
<b>Investments and other assets</b>		
Investments in securities	249	248
Other	4,377	4,432
Allowance for possible credit losses	(20)	(20)
Total investments and other assets	4,606	4,660
Total fixed assets	8,641	8,826
<b>TOTAL ASSETS</b>	196,237	199,880

(Translation)

Item	August 31, 2010	February 28, 2010
	Amount (Millions of Yen)	Amount (Millions of Yen)
<b>I CURRENT LIABILITIES</b>		
Accounts payable trade	9,174	8,952
Short-term borrowings	42,763	41,430
Long-term debt due within one year	14,757	26,513
Commercial paper	29,500	11,700
Bonds due within one year	10,000	19,100
Accrued income taxes	458	8
Accrued bonus	118	129
Allowance for credit card point redemption	535	690
Allowance for possible guarantee losses	1,765	1,541
Other	2,254	3,000
Total current liabilities	111,326	113,064
<b>II NON-CURRENT LIABILITIES</b>		
Long-term debt	10,043	12,129
Long-term borrowing from securitization of installment receivables	22,000	22,000
Liabilities for employees' retirement benefits	270	268
Allowance for refundable excess interest	6,653	7,040
Other	36	50
Total non-current liabilities	39,003	41,488
<b>TOTAL LIABILITES</b>	150,329	154,552
<b>I OWNERS' EQUITY</b>		
Paid-in-capital	11,268	11,268
Capital surplus	12,729	12,730
Earned surplus	23,206	22,626
Treasury stock	(1,299)	(1,299)
Total owners' equity	45,904	45,325
<b>II VALUATION AND TRANSLATION ADJUSTMENTS</b>		
Valuation difference on available-for-sale securities	2	2
Total valuation and translation adjustments	2	2
<b>TOTAL NET ASSETS</b>	45,907	45,328
<b>TOTAL LIABILITES AND NET ASSETS</b>	196,237	199,880

(Translation)

2. NON-CONSOLIDATED STATEMENTS OF OPERATION

Item	Six Months Ended August 31, 2010
	Amount (Millions of Yen)
<b>OPERATING REVENUES</b>	
Financing fees on installment shopping	4,766
Interest income on installment loans	10,512
Other operating revenues	2,992
Total operating revenues	18,271
<b>OPERATING EXPENSES</b>	
Selling, general and administrative expenses	
Commissions	1,739
Provision for credit card point redemption	231
Provision for possible credit losses	5,284
Provision for possible guarantee losses	1,024
Provision for refundable excess interest	582
Salaries and bonuses	1,163
Provision for bonuses	118
Other	5,632
Total selling, general and administrative expenses	15,775
Interest expense and other finance charges	
Interest expense	970
Other finance charges	734
Total interest expense and other finance charges	1,705
Total operating expenses	17,480
<b>Operating income</b>	790
<b>NON-OPERATING INCOME</b>	10
<b>NON-OPERATING EXPENSES</b>	5
<b>Ordinary income</b>	794
<b>EXTRAORDINARY INCOME</b>	
Gain on extinguishment of tie-in shares	378
Other	2
Total extraordinary income	380
<b>EXTRAORDINARY LOSSES</b>	
Loss on sales and disposal of property and equipment	23
Impairment loss on fixed assets	3
Total extraordinary losses	27
<b>INCOME BEFORE INCOME TAXES</b>	1,148
<b>INCOME TAXES (CURRENT)</b>	413
<b>INCOME TAXES (DEFERRED)</b>	(96)
<b>TOTAL INCOME TAXES</b>	316
<b>NET INCOME</b>	831

(Translation)

(REFERENCE) BUSINESS RESULTS

Item	Six Months Ended August 31, 2009	Six Months Ended August 31, 2010	Year Ended February 28, 2010
Volume of New Contracts (millions of yen)	172,814	166,090	343,403
Shopping	135,048	140,473	273,941
Cashing	35,553	24,107	65,301
Others	2,211	1,509	4,160
Operating Revenue (millions of yen)	19,070	18,271	37,532
Shopping	4,207	4,766	8,657
Cashing	12,611	10,512	24,018
Arrangement	1,670	2,294	3,718
Others	581	697	1,137
Outstanding Balance (millions of yen)	205,689	197,219	201,840
Shopping (A)	72,711	80,853	76,100
Cashing (B)	132,922	116,365	125,718
Agency services	54	—	20
Credit Expenses (millions of yen) (C)	6,159	5,586	11,942
Ratio of Credit Expenses to Outstanding Balance of Finance Receivables (%) (C / (A + B))	5.99	5.67	5.92
Number of Card Holders (thousands of holders)	3,830	3,530	3,753

Notes: 1. We have started to provide the quarter financial statements from 1Q of February, 2011 due to the merger with Pocket Direct Co., Ltd., which was our consolidated company, at 1Q of February, 2011. Therefore, we have provided values in the consolidated business result of the previous 2Q & year.

2. The figure for “outstanding balance” includes the off-balance sheet pools of Installment shopping receivables in securitization (¥15,300 million as of August 31, 2009, ¥16,200 million as of August 31, 2010 and ¥15,900 million as of February 28, 2010, respectively).

3. Other than those presented above, guarantees and similar items of alliance credit loans to consumer outstanding in connection with in integrated financial services are August 31, 2009, August 31, 2010 and February 28, 2010 were ¥35,122 million, ¥46,804 million, ¥40,181, respectively.

4. The ratio of credit expenses to financing receivables represents the modulated rate for one-year basis.