

VT HOLDINGS CO., LTD.

(TOKYO: 7593) Consolidated

Publisher: KCR Inc.	Telephone number +81-6-6965-6100	Supervision analyst	Yojiro Kindaichi

Basic
Information

Date of Announcement	Zip Code			Address		Telephone I	Number
04-Oct-19	460-0003	3-10-	-32, Nishik	i, Naka-ku, Nagoya, <i>A</i>	Aichi	+81-52-20	3-9500
[Established]	Mar−83	[Industry]	Retail	[Fiscal Year End]	Mar. 31		
[Representative]	Kazuho Takahashi	[Date of Birth]	18-Jan-53	[Officer Responsible for Disclosure]	Managing [Director Ichiro`	Yamauchi
[Complimentary Goods for Shareholders]	YES	_	YEN(estimate)	[Trading Unit (share)]	100	[Market Value (million yen)]	52,170
[Dividend Yield]	4.6	%		[Interim Dividends]	YES		
[Shareholder Yield]	_	%		[Up/Down Ratio (high price)]	-49.8	[PER Estimate]	10.9
[Real Yield]	4.6	%		[Up/Down Ratio (low price)]	28.5	[PBR (x)]	1.39

Company **Features**

VT Holdings Co, Ltd specializes in the automobile dealer business focusing on Honda and Nissan. The company adopts a growth strategy through M&A activities and stock-type business model.

Settlement of Accounts Information

	Net Sales	Ordinary Inc	ome	Earnings	Dividends per	Ordinary
Settlement Period	(Growth Rate)	(Growth Rat	(Growth Rate)		Share	Income
	(JPY 1 Million)	(JPY 1 Millio	n)	(JPY)	(JPY)	Margin
FY3/16	146,468	7,603		34.8	18.0	5.2%
FY3/17	169,560 1	15.8% 7,937	4.4%	37.6	17.0	4.7%
FY3/18	202 ,133 1	19.2% 7,173	-9.6%	32.0	18.0	3.5%
FY3/19	218,634 8	8.2% 6,385	-11.0%	22.8	20.0	2.9%
FY3/20* KCR	22 7,379 4	4.0% 8,186	28.2%	44.6	20.0	3.6%
FY3/21* KCR	250 ,117 1	10.0% 10,005	22.2%	53.4	20.0	4.0%

*KCR Estimate

Investment Opinion

Overall Rating

+2 BUY



Target Share Price

670 YEN

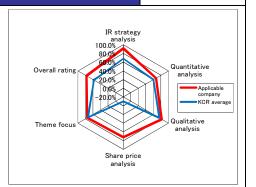


One-year chart

Current Share Price

437 YEN

KCR Inc. assigns an overall rating of +2 (BUY) to VT Holdings Co., Ltd. (TOKYO: 7593) and continues its buy recommendation (which is given to a share whose price is expected to outperform the current one by 10% within a year).KCR Inc. made the overall rating decision considering that the company is rated 7.0% above the KCR average in quantitative analysis and 5.8% above average in qualitative analysis. The company's share price has been hovering 82.2% below the average price while the company's IR strategy is 23.3% above average. Meanwhile, the company's theme focus is 2.0% above average. Considering that the company's overall rating is 19.8% above average, KCR Inc. sets a target price of 670 yen.



	IR strategy analysis	Quantitative analysis	Qualitative analysis	Share price analysis	Theme focus	Overall rating
Applicable company	91.3%	67.0%	81.7%	72.0%	75.0%	77.0%
KCR average	68.0%	60.0%	75.9%	-10.2%	73.0%	57.2%
Difference	23.3%	7.0%	5.8%	82.2%	2.0%	19.8%

04-Oct-19

VT HOLDINGS CO., LTD.

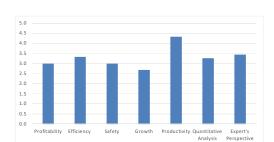
[Stock Code] [Industry] [Market Oision] [Fiscal Year End] [Share Price] 437 YEN [Market Value] 52,170 million yet 7593 Retail TOKYO Mar. 31 [Company Features] VT Holdings Co, Ltd specializes in the automobile dealer business focusing on Honda and Nissan. The company adopts a growth strategy through M&A activities and stock-type business model.

52,170 million yer

(TOKYO: 7593) Consolidated

Overall Rating +2 BUY

Last Rating +2 BUY 590 Reference Stock Price











	(JPY)	
	(11.1	/	
1,400			
1,200			
1,000			
800			
600			
400			
200			
0			

			Share pr	ice rating		l		Reference Stock Prices						
							Overall Rating							
Quantitative	Analysis Rat	ing					***	Chart & Th	neme focus					
Profitability	Efficiency	Safety	Growth	Productivity	Quantitativ e Analysis	Expert's Perspective	3.4	Evaluation Index	4 Index Overall Rating Evalua Inde		10			
***	***	***	***	***	***	***	Evaluation Index	75.0%			Index			
3.0	3.3	3.0	2.7	4.3	3.3	3.4	67.0%	70.0%			10 /			
Qualitative A	nalysis Ratir	g					67.0%			***	/ / / .	J 70		
Overall rat	ing			81. 7%	****									
Strategy ra	ting			79. 7%	****		Consistency	100.0%	****	Cost leadership strategy	75.0%	****		
Threat of n	ew entrant	S		73.8%	****		Important point	80.0%	****	Differentiation strategy	72. 7%	****		
Intensity o	f competit	ive rivalry		54.4%	***		Planning ability	80.0%	****	Concentration strategy	87.5%	****		
Threat of s	ubstitute	products or se	rvices	100.0%	****		Purposefulness	100.0%	****	Cost leadership strategy risk	80.0%	****		
Bargaining	power of c	ustomers	•	61.1%	****	•	Top Management	97.1%	****	Differentiation strategy risk	66. 7%	****		
						Company analysis	95.8%	****	Concentration strategy risk	100.0%	****			

Overall Rating ****

Share price rating	(Peer compa	ny estimate)	(Peer compa	any estimate)	(JASDA	Q es	
Theoretical Stock Price	PSR Ap	proach	PER	&PBR	PER&PE ★★★ -20.6%		
****	***	+ **	**	** *			
-69.9%	-79	9.0%	-7	9.8%			
Reference Stock Prices	35%zone	50%zone	100%zone	150%zone	200%zone		
(JPY)	590	656	874	1,093	1,311		
Reference Market Value	20%zone	50%zone	100%zone	200%zone			
(JPY 1 Million)	62,603.4	78,254.3	104,339.0	156,508.5	-		
Viewpoint			of validity:1ve	ar			

IR Strategy Analysis	Total	Evaluation
+++++	Score	Index
* * * * * *	274	91.3%

The KCR overall rating report summarizes the results of IR strategy, quantitative, qualitative and share price analyses, gives a total evaluation index percentage to companies by taking their overall scores, balance, share price charts and theme focus into consideration, and finally rates companies on a scale of 1 to 5. KCR Inc. sets target share prices of companies in an investment opinion report.

VI	iewpoint X: The term of	f validity: Tyear		
	Rating	Total Evaluation Index		
+	1 Strong Buy	80%~100%~	Upside potential is 20% or more within a year.	****
+	2 Buy	60%~80%	Upside potential is 10% or more within a year.	***
+	3 Neutral	40%~60%	Upside potential is less than 10% or downside is less than 10% within a year	***
+	4 Sell	20%~40%	Downside potential is 20% or more within a year	**
+	5 Strong Sell	~0%~20%	Downside potential is 11% or more within a year	*

VT HOLDINGS CO., LTD. (TOKYO: 7593) Consolidated



Report Summary

Growing with the Aim of Becoming One of the World's Best Megadealers. In the First Quarter, Profits Reached Record Highs, and the Inclusion of Keeper Technical Laboratory Co., Ltd. as an Equity-method Affiliated Contributed to **Bottom-line Profit.**

VT Holdings Co., Ltd. is an auto dealership holding company located in Aichi Prefecture, comprising as of March 31, 2019, consolidated subsidiaries numbered 42 and equity-method affiliates totaled four. The company's auto dealership business is made up of Honda dealerships, Nissan dealerships, import car dealerships, auto importers and overseas car dealerships and the company continue to grow as a global auto dealer through M&A. VT Holdings is positioned to proactively pursue M&A in overseas markets and intends to achieve its target of ¥500.0 billion in consolidated net sales at an early stage.

During the period under review, VT Holdings posted record-high income, recording consolidated net sales of JPY53,723 million (down 1.2% YoY), operating profit of JPY1,868 million (up 26.3% YoY), ordinary profit of JPY1,624 million (up 22.6% YoY) and profit attributable to owners of parent of JPY961 million (up 12.1% YoY).

The August 6, 2019 acquisition of KOYO jidosha. inc was a newsworthy topic following the settlement of accounts for the period under review. KOYO jidosha is operating authorized dealerships for Volkswagen (3) and Audi (2) in the cities of Kitami, Asahikawa and Sapporo in Hokkaido. On September 20, the company announced a capital and business alliance (conversion to an equity-method affiliate) with KeePer Technical Laboratory Co., Ltd. KeePer, listed on the First Section of the Tokyo Stock Exchange, develops, manufactures, and sells car coatings and chemicals and machinery for washing vehicles. The company acquired approximately 20% of KeePer's shares, which is expected to contribute to bottom-line profit.

VT Holdings' business growth model has three major strategies. The first is an M&A strategy, which the company has aggressively carried out. The second is a high base profit cover ratio. The third is a recurring-revenue business model. In terms of profits, the company is focused on services rather than new car sales, with approximately 40% of gross profit coming from the service division. Their entry into car sharing services will be the core of the car rental business. The rental car business is expanding characterized by a high level of gross profit margins around 40%.

In the fiscal year ending March 31, 2020, the Japanese government is planning to raise the consumption tax rate. Domestic automobile sales are likely to see a temporary demand surge ahead of the tax hike, falling off and causing the market to shrink once the higher taxes are in place. These fluctuations make the future difficult to forecast. Nevertheless, the Company will continue to concentrate on expanding new car sales, improving customer satisfaction, improving core sales and profits in the used-car and service segments, and striving to expand operations through M&A. For the fiscal year ending March 31, 2020, the company forecasts consolidated net sales of JPY225.0 billion, operating profit of JPY8.3 billion, profit before tax of JPY8.0 billion and profit attributable to owners of parent of JPY4.7 billion. Consolidated performance forecasts for the fiscal year ending March 31, 2020, are calculated in accordance with IFRS rather than conventional Japanese accounting standards.

VT Holdings is proactive in its shareholder return initiatives, with a target consolidated dividend payout ratio of 40%. In addition to a high dividend yield over 4%, the company is also expected to engage in aggressive share buybacks. VT Holdings has a shareholder benefit plan in place.

KCR expects VT Holdings to grow steadily toward its goal of becoming a global mega dealer. We assign an overall rating of +2 (BUY) and maintain our buy recommendation with a target share price of JPY670.



Ongoing Growth through M&A as a Global Auto Dealer

Company Profile and History

VT Holdings Co., Ltd., is an auto dealership holding company located in Aichi Prefecture, comprising as of March 31, 2019, consolidated subsidiaries numbered 42 and equity-method affiliates totaled four. Operations in the auto dealership business mainly involve sales of new and second-hand cars and auto repair at its Honda dealerships, Nissan dealerships, import car dealerships, auto importers and overseas car dealerships. Car-related business accounts for 95% of net sales, with housing-related business making up the remaining 5%.

VT Holdings' core growth strategy is M&A. Operations within the car-related business break down into the new car, used car, service, rental car and export segments. In addition to expanding its operations in Japan through M&A activities, recently the company has been aggressively developing its business through overseas M&A. Overseas business has grown to account for 38.15% of net sales, in such countries as the United Kingdom, Spain, Australia and South Africa.

In addition to auto dealer businesses, VT Holdings operates Trust Co., Ltd. (3347, listed on the 2nd section of TSE), a subsidiary engaged in used car exports and whose subsidiary, J-net, is engaged in the rental car and lease business. The company also owns MG Home Co., Ltd. (8891, listed on the 2nd section of TSE), which markets condominiums mainly in the Tokai area.

Business Model Built on Three Strategies

Features and Strengths

VT Holdings' business growth model has three major strategies. The first is an M&A strategy, which the company has aggressively carried out since its stock listing. The second is a high base profit cover ratio. The third is a recurring-revenue business model. The company aims to rapidly achieve high growth and stable profit with these three strategies.

The source of VT Holdings' growth is its M&A strategy. In recent years, the company has been raising its performance by actively acquiring overseas car dealers and improving its profit constitution. The company's rapid monetization of acquired companies is one characteristic of this strategy. Base profit cover ratio is expressed by gross profit made from all sales, with the exception of new car sales, divided by SGA. This ratio expresses the degree to which profit from divisions excluding new cars can cover SG&A expenses. If the ratio exceeds 100%, companies do not fall into the red even if no new cars are sold. The average ratio of VT Holdings' main dealers in the fiscal year ended March 31, 2018 was 96.0 % (with six primary dealers accounting for 45% of the group's sales). The company now expects to achieve a ratio of around 100% due to the impact of a change in the method of recording sales of "maintenance pack" services: from recording sales in a lump sum at the time of sale to recording sales as services are provided. With improvements in service-related revenue, the company is expanding the segment's recurring-revenue business model, wherein the source of earnings derives from the number of cars owned, rather than from new car sales.

VT HOLDINGS CO., LTD. (TOKYO: 7593) Consolidated



Latest Performance

In the First Quarter, Profits Reached Record Highs

During the first three months of the consolidated fiscal year ending March 31, 2020, the volume of new cars sold domestically rose 2.8% year on year, thanks to steady performance in both registered and reported vehicles. In the core automotive business, domestic results were relatively strong due to favorable sales of new Honda models, Nissan vehicles equipped with e-POWER, electric vehicles and new light vehicle models. Overseas, European subsidiaries have been primarily impacted by worldwide harmonized light vehicles test procedures (WLTP; international testing procedures for gas emissions and fuel consumption) since the final half of the consolidated fiscal year ended March 31, 2019. As a result, the Group's total of new and second-hand cars sold in the period under review was 24,670, down 533 (2.1%) year on year. Meanwhile, performance was favorable in the housing-related business as the Company received orders for condominium construction projects.

During the period under review, VT Holdings posted record-high income, recording consolidated net sales of JPY53,723 million (down 1.2% YoY), operating profit of JPY1,868 million (up 26.3% YoY), ordinary profit of JPY1,824 million (up 22.6% YoY) and profit attributable to owners of parent of JPY961 million (up 12.1% YoY). In the automotive business, sales were JPY50,113 million (down 6.8% YoY) and operating profit was JPY1,400 million (up 1.5% YoY). In the new car segment of the automotive business, the number of new cars sold groupwide domestically and internationally was 11,523 (up 3.5% YoY). However, both sales and income decreased slightly due to a higher share of light cars sold and the Company's prioritization of efforts aimed at increasing the number of cars sold, which brought income per new vehicle sold. In the used car segment, the number of second-hand cars sold for the entire Group was 13,147 (down 6.5% YoY), with declines in both sales and income. In the service segment, both existing and newly consolidated subsidiaries concentrated on boosting orders for routine and officially mandated checks, repairs and commission revenue. Despite these efforts, both sales and income dropped slightly year on year. In the rent-a-car segment, sales and income both rose year on year thanks to solid operations at new and existing agencies alike. Sales in the housing-related business were JPY3,562 million (up 549.9% YoY) and operating profit was JPY353 million (versus operating loss of JPY66 million in the first three months of the previous fiscal year).

Future Outlook

Company Forecasts Higher Sales and Profit, Plans Switch to IFRS and The Inclusion of Keeper Technical Laboratory Co., Ltd. as an Equity-method Affiliated Contributed to Bottom-line Profit.

The August 6, 2019 acquisition of KOYO jidosha. inc was a newsworthy topic following the settlement of accounts for the period under review. KOYO jidosha is operating authorized dealerships for Volkswagen (3) and Audi (2) in the cities of Kitami, Asahikawa and Sapporo in Hokkaido. On September 20, the company announced a capital and business alliance (conversion to an equity-method affiliate) with KeePer Technical Laboratory Co., Ltd. KeePer, listed on the First Section of the Tokyo Stock Exchange, develops, manufactures, and sells car coatings and chemicals and machinery for washing vehicles. The company acquired approximately 20% of KeePer's shares, which is expected to contribute to bottom-line profit

acquired approximately 20% of KeePer's shares, which is expected to contribute to bottom-line profit. In the fiscal year ending March 31, 2020, the Japanese government is planning to raise the consumption tax rate. Domestic automobile sales are likely to see a temporary demand surge ahead of the tax hike, falling off and causing the market to shrink once the higher taxes are in place. These fluctuations make the future difficult to forecast. Nevertheless, the Company will continue to concentrate on expanding new car sales, improving customer satisfaction, improving core sales and profits in the used-car and service segments, and striving to expand operations through M&A. For the fiscal year ending March 31, 2020, the company forecasts consolidated net sales of JPY225.0 billion, operating profit of JPY8.3 billion, profit before tax of JPY8.0 billion and profit attributable to owners of parent of JPY4.7 billion. Consolidated performance forecasts for the fiscal year ending March 31, 2020, are calculated in accordance with IFRS rather than conventional Japanese accounting standards.



Market Environment

Concentrating on Highly Profitable Services, Rental Car Business Focused on Car Sharing Services

VT Holdings' basic strategy involves expanding through ongoing M&A, including the aggressive purchase of car dealers overseas, and growing earnings through profit structure improvements in Japan and overseas. Subsidiaries in Japan and overseas promote store openings to the extent possible and pursue sales growth.

Although registration of new and used cars in Japan are trending downward over the long-term, domestic car ownership and the number of years of ownership are increasing (up 18% since 2001). For VT Holdings, the Service Division has the highest profit margins, thus increasing service revenue by increasing the number of vehicles handled will raise profit overall.

Furthermore, in recent years, the concept of Mobility as a Service (MaaS), involving the use but not the ownership of cars, has been spreading throughout the automobile industry. An increasing number of services enable those who do not own a car to pay for the use of one amid growing momentum toward car sharing and other arrangements. VT Holdings sub-subsidiary J-net, with its core business in rental cars and car leasing, plans to enter the car sharing market, which may lead to a merger of the rental car and car sharing businesses in the future. In terms of rental car bases, the company has approximately 140 car dealers and 151 stores, some car rentals are available 24 hours a day. Services have been launched enabling users to rent cars at night using a smartphone.



[Source for figure : KCR, based on VT Holdings materials]

Medium-term Management Plan

Aiming for Growth and Consolidated Net Sales of ¥500 Billion

VT Holdings has not announced a medium-term management plan. This is because the company's business model is based on an M&A strategy for growth, thus there are a significant number of unknown elements. However, the company is positioned to proactively pursue M&A in overseas markets and intends to achieve its target of ¥500.0 billion in consolidated net sales at an early stage.

In recent years, VT Holdings has pursued various M&A strategies every year. At the same time, the company aims to achieve high earnings efficiency with management targets focused on steady growth through business scale expansion and a stable financial foundation.

President's Biography

Growing Sales to Reach 31 Times Since Listing

Kazuho Takahashi, the current president, representative director, and founder of VT Holdings Co., Ltd., was born on January 18, 1953. In 1972, he started working for Aichi Hino Motors Co., Ltd. In 1978, he left his previous company and founded a used car sales company. In 1983, he founded VT Holdings as its president to start an auto dealer business. Since the company's public listing in 1998, the business has expanded through aggressive M&A. Net sales for the fiscal year ending on March 31, 2019 reach 31 times since they were at the time of the company's listing.



IR Strategy and Shareholder Return

Expecting Dividend Payout Ratio Above 40%, Full-Year Dividend of ¥20

VT Holdings' IR activities were rated on a scale of one to five as follows: 5 in IR offline score, 5 in IR online score, 3 in IR tool score, 5 in IR fair disclosure score, and 5 in IR strategy score, totaling 91.3% with a general rating of 274 points. (See page 19: KCR-IR Strategy Analysis Report.) This indicates that the company conducts IR activities at a significantly high level and attaches importance to measures targeting shareholders and investors. The company is also proactive in its shareholder return initiatives and plans to continue providing stable dividends with a target consolidated dividend payout ratio 40% or higher. For the fiscal year ending March 31, 2020, the company is planning to provide a regular full-year dividend of ¥20 per share.

Quantitative **Analysis**

Particularly Strong Productivity Per Employee

VT Holdings specializes in managing auto dealers and believes that it is advisable to conduct comparatively analyze its finances and stock prices with those of other companies that also employ M&A strategies as a growth model. In conducting VT Holdings' financial analysis, KCR Inc., chose to compare the company with IDOM Inc. (7599, listed on the 1st section of TSE) in the auto-related industry and two enterprises that employ M&A strategies for growth. Nidec Corporation (6594, listed on the 1st section of TSE) and Colowide Co., Ltd. (7616, listed on the 1st section of TSE). VT Holdings' productivity is particularly strong. (See p. 10: KCR-Qualitative Analysis Report)

Qualitative **Analysis**

Extremely Strategic with High Barriers to Entry

Unlike manufacturers, the auto dealer industry is not subject to technical innovation risks and is unlikely to disappear in the future. According to unique judgment scores by KCR Inc., based on Michael Porter's theory of competitive advantage, VT Holdings was rated 65.1%, average, in the industry environment analysis and 78.4%, exceptionally high, in the strategic model analysis. The future risk of VT Holdings' business model was 82.2%, exceptionally low, and the company's qualitative overall rating was 81.7 with its strategy level judged as exceptionally high. (See p. 9: KCR-Qualitative Analysis Report)

Share Price Analysis

Comprehensive Theoretical Stock Price of ¥1,562

According to a theoretical share price valuation carried out by KCR, VT Holdings' shares are undervalued at ¥1,617, which is below the theoretical price, calculated by a comparable peer company analysis, and also undervalued at ¥1,452, given the average theoretical stock price. Moreover, they are undervalued at ¥2,083, given the average PSR valuation of similar companies, undervalued at ¥2,174, given the average EPS & PBR valuation of similar companies, overvalued at ¥550, given the average EPS & PBR valuation of the market, and the company's shares are judged undervalued at ¥1,562, given

average valuation of the four. Therefore, the company's current share price, ¥437, is undervalued (See p. 8: KCR-Share Price Analysis Report)

Dook-value Per Share	421	YEN					
Share price/PSR	0.61	(X)				Comparable Peer	r Company Analysis
PER	96.56	(X)				Average	1,617.31
PBR	4.95	(X)				Maximum	2,468.62
Stock Yield	1.04%	i				Minimum	1,274.78
				Share Price*	EPS*	BPS*	Calculated Price
	Α	В	С	5,564	159.4	1,324	1,346
	Α	В		7,305	228.4	1,776	1,275
	Α		С	8,117	237.2	1,803	1,380
		В	С	1,271	13	394	2,469

his report is intended to provide information as reference for investment decisions, and not intended to solicit investmer Although figures and opinions in the report are based on data obtained from sources deemed reliable. KCR Inc. does not uarantee their accuracy. KCR will assume no responsibility for any loss and damage caused by using part or all of these naterials. Investors are advised to make investment decisions based on their own judgment and responsibility. Opinions and orecasts described in the report were made as of its preparation date, and we do not make any guarantees about their ccuracy and completeness. In addition, these opinions and forecasts may be changed in the future without prior notice. KCI eserves all rights concerning the contents. Copying or reproducing the contents without prior approval is prohibited.

Viewpoint	
****	Considerably Undervalued
***	Undervalued
***	Standard
**	Overvalued
*	Considerably Overvalued

Retail

Transaction Number 7593KB191004 04-Oct-19

Qualitative Rating

(TOKYO: 7593) Consolidated ****

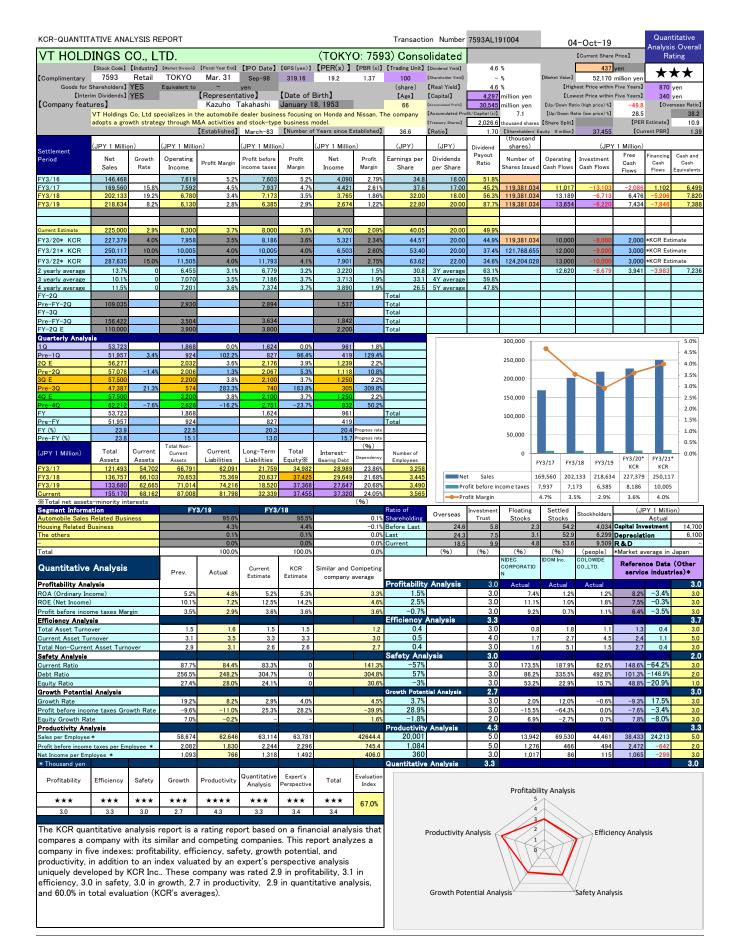
VT HOLDINGS CO., LTD. [Stock Code] 7593 [Industry] [Market Division] [Fiscal Year End]

【Representative】 Kazuho Takahashi TOKYO Mar. 31 Kazuho Takahashi

VT Holdings Co, Ltd specializes in the automobile dealer business focusing on Honda and Nissan. The company adopts a growth strategy through [Company Features] M&A activities and stock-type business model.

egy rating		79. 7% ★★★★	Consistency	100.0% ★★★★★	Cost leadership s	trategy	75.0%	****
t of new entrants		73. 8% ★★★★	Important point		Differentiation s			***
ity of competitive rival	rv	54. 4% ★★★	Planning ability		Concentration str			****
of substitute products or		100.0% ★★★★★	Purposefulness		Cost leadership s			****
ining power of custome		61. 1% ★★★★	Top Management		Differentiation s		66. 7% 7	****
ining power of supplie	rs	64. 3% ★★★★	Company analysis	95.8% ★★★★★	Concentration str	ategy risk	100.0%	****
	determine	s the competitive intensity a	and therefore	■Strategic type				
rter five forces analysis	attractive	ness of an industry		analysis	determines a strati	egic model and judges its I	balance	
ry environment analysis	65.1%	KCR Average	64.0%	Strategic model analysis	78.4%	KCR Average	78.9%	
	bile dealer i		01.07	Otrategic inoder analysis	70.170	NON / Wordgo	70.0%	
L Sector Automot			10	1		I amount united in the findings		-
	Economies					Lowest price in the industr	У	5
		fferentiation	0			Low-cost structure		5
	Capital req		5			Gross margin ratio		5
Threat of New	Switching of	costs of suppliers	10			Capital investment		5
Entrants	Access to	distribution channels	10			Process technology		10
	Cost advar	ntages independent of scale	4		Cost leadership	Distribution costs		10
		ntal and legal barriers	10		strategy	Financial power		5
	Expected r		10			Financing capability		5
Subtotal 80		74%	59			System completeness		10
	Number of	rival companies	10			Cost control and system		10
	Growth spe		5			Authority and responsibilitie	00	10
		ixed and stock costs	10				es	10
					T 100	Contingency fee system		
Intensity of	Differentiat		0		Total 120	75%		90
competitive rivalry	Customer		10					
	Expansion	of supply capacity	5					
		eous strategy	0			Product design		0
	Fruit of str	ategic results	5]		Brand image		10
	Exit barrier	rs .	4]		Technology		0
Subtotal 90		54%	49			Product features		10
Threat of substitute	High profit	company of Gulliver	10	1	Difference	Customer service		10
products or services		with same performance	10	1	Differentiation	Distribution network		10
Subtotal 20	Eon prioce	100%	20		strategy	Marketing capabilities		10
Subtotal 20	Force down		10			R&D capabilities		0
			10	•			-	10
		potential customers				Experience level		
Bargaining power		e of customer costs	0			Imagination		10
		tion(buyer needs)	5			Talent matching system		10
of customers		ching costs	0		Total 110	73%		80
(buyers)	Wealthines		5					
		ntegration possibility	10					
	Essentiality		10			Investment in specific targe		10
	Buyer infor	rmation availability	5		Concentration	Investment in specific prod	lucts	10
Subtotal 90		61%	55		strategy	Investment in specific area	IS	5
	Oligopolizat	tion	5			Investment in specific segn	ments	10
	Possibility of	substitutes and products' changes	10		Total 40	88%		35
	Importance	of customers	10					
Bargaining power	Essentiality		0	Future inspection	analyzes risks for f	uture threats		
of suppliers		rival companies	5	Risk analysis	82.2%	KCR Average	61.4%	
	INGILIDE OF			Mak analysis	02.2/0	NON Average		
	Cupplier ou							
		of forward integration	10			Tono contract of the contract		10
Cubartal 70		of forward integration	10 5			Innovation possibility by other c	ompanies	10
Subtotal 70		of forward integration 64%	10 5 45		Cost leadership	Price reduction by rivals	ompanies	10
Subtotal 70 Total 350		of forward integration	10 5			Price reduction by rivals Product improvement	ompanies	10 10
Total 350	Possibility	of forward integration 64% 65%	10 5 45 228		Cost leadership strategy risk	Price reduction by rivals Product improvement Marketing improvement	ompanies	10 10 10
Total 350 ategy check analyzes	Possibility the strateg	of forward integration 64% 65% gic level from the following fo	10 5 45 228 ur viewpoints		strategy risk	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects	ompanies	10 10 10 0
Total 350 ategy check analyzes gement 90.0%	Possibility the strateg	of forward integration 64% 65%	10 5 45 228 ur viewpoints			Price reduction by rivals Product improvement Marketing improvement	companies	10 10 10
Total 350 ategy check analyzes gement 90.0%	Possibility the strateg	of forward integration 64% 65% gic level from the following fo	10 5 45 228 ur viewpoints		strategy risk	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects	companies	10 10 10 0
Total 350 ategy check analyzes gement 90.0%	Possibility the strateg	of forward integration 64% 65% gic level from the following fo	10 5 45 228 ur viewpoints		strategy risk	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects	companies	10 10 10 0
Total 350 ategy check analyzes gement 90.0% analysis	Possibility the strateg	of forward integration 64% 65% cic level from the following fo KCR Average 91.1%	10 5 45 228 ur viewpoints		strategy risk Total 50	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80%		10 10 10 0
Total 350 ategy check analyzes gement 90.0% ce analysis Consistency	the strateg	of forward integration 64% 65% tic level from the following fo KCR Average 91.1% and management environments and business strategies	10 5 45 228 ur viewpoints		strategy risk Total 50 Differentiation	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name	products	10 10 10 0 40
Total 350 ategy check analyzes gement 90.0% analysis	Possibility the strateg External ar Corporate: Managemen	of forward integration 64% 65% itic level from the following fo KCR Average 91.1% and management environments and business strategies nt strategy and functions	10 5 45 228 ur viewpoints 5		strategy risk Total 50	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need	products	10 10 10 0 40
Total 350 ategy check analyzes gement 90.0% ce analysis Consistency	Possibility the strateg External ar Corporate a Managemen Managemen	of forward integration 64% 65% tic level from the following fo KCR Average 91.1% and management environments and business strategies nt strategy and functions nt functions	10 5 45 228 ur viewpoints 10 10 10		Total 50 Differentiation strategy risk	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need Imitation	products	10 10 10 0 40 0 10
Total 350 ategy check analyzes gement 90.0% ie analysis Consistency analysis	Possibility the strateg External ar Corporate a Managemen Managemen	of forward integration 64% 65% gic level from the following for KCR Average 91.1% and management environments and business strategies nt strategy and functions nt functions and future	10 5 45 228 ur viewpoints 10 10 10 10		strategy risk Total 50 Differentiation	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need	products	10 10 10 0 40
Total 350 ategy check analyzes gement 90.0% ce analysis Consistency	Possibility the strateg External ar Corporate a Managemen Managemen	of forward integration 64% 65% tic level from the following fo KCR Average 91.1% and management environments and business strategies nt strategy and functions nt functions	10 5 45 228 ur viewpoints 10 10 10		Total 50 Differentiation strategy risk	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need Imitation	products	10 10 10 0 40 0 10
Total 350 ategy check analyzes gement 90.0% be analysis Consistency analysis	the strateg	of forward integration 64% 65% sic level from the following for KCR Average 91.1% and management environments and business strategies nt strategy and functions nt functions and future 100%	10 5 45 228 ur viewpoints 10 10 10 10 10 50		Total 50 Differentiation strategy risk Total 30	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need Imitation 67%	products	10 10 10 0 40 0 10 10 20
Total 350 ategy check analyzes gement 90.0% ie analysis Consistency analysis	the strateg	of forward integration 64% 65% cic level from the following for KCR Average 91.1% and management environments and business strategies nt strategy and functions nt functions and future 100%	10 5 45 228 ur viewpoints 10 10 10 10 10 10		Total 50 Differentiation strategy risk	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need Imitation 67% End of cost advantages	products	10 10 10 0 40 0 10 10 20
Total 350 ategy check analyzes gement 90.0% ie analysis Consistency analysis	External ar Corporate : Managemei Short term	of forward integration 64% 65% itic level from the following fo KCR Average 91.1% and management environments and business strategies nt strategy and functions nt functions and future 100% lomain, market & products usiness resources	10 5 45 228 ur viewpoints 10 10 10 10 10 10 10		Total 50 Differentiation strategy risk Total 30 Concentration	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need Imitation 67% End of cost advantages End of specific needs	e products	10 10 10 0 40 0 10 10 20
Total 350 ategy check analyzes gement 90.0% analysis Consistency analysis Total 50 Important point	External ar Corporate: Managemer Managemer Short term Business d Dynamic bu Static busin	of forward integration 64% 65% itic level from the following for KCR Average 91.1% and management environments and business strategies nt strategy and functions nt functions and future 100% lomain, market & products usiness resources	10 5 45 228 ur viewpoints 10 10 10 10 10 10 10 10 10		Total 50 Differentiation strategy risk Total 30 Concentration strategy risk	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need Imitation 67% End of cost advantages End of specific needs Subdivision of specific targ	e products	10 10 10 0 40 0 10 10 20
Total 350 ategy check analyzes 90.0h e analysis Consistency analysis Total 50	Possibility the stratege External ar Corporate and Managemei Short term Business d Dynamic bi Static busin Company's	of forward integration 64% 65% itic level from the following for KCR Average 91.1% and management environments and business strategies nt strategy and functions nt functions and future 100% lomain, market & products usiness resources	10 5 45 228 ur viewpoints 10 10 10 10 10 10 10 10 10 10		Total 50 Differentiation strategy risk Total 30 Concentration	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need Imitation 67% End of cost advantages End of specific needs	e products	10 10 10 0 40 0 10 10 20
Total 350 ategy check analyzes 90.0h e analysis Consistency analysis Total 50 Important point analysis	External ar Corporate: Managemer Managemer Short term Business d Dynamic bu Static busin	of forward integration 64% 65% itic level from the following for KCR Average 91.1% and management environments and business strategies int strategy and functions int functions and future 100% itomain, market & products usiness resources strength	10 5 45 228 ur viewpoints 10 10 10 10 10 10 10 10 10 10 10 10 10		Total 50 Differentiation strategy risk Total 30 Concentration strategy risk	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need Imitation 67% End of cost advantages End of specific needs Subdivision of specific targ	e products	10 10 10 0 40 0 10 10 20
Total 350 ategy check analyzes ement 90.0% of analysis Consistency analysis Total 50 Important point	Possibility the stratege External ar Corporate and Managemei Short term Business d Dynamic bi Static busin Company's	of forward integration 64% 65% itic level from the following for KCR Average 91.1% and management environments and business strategies nt strategy and functions nt functions and future 100% lomain, market & products usiness resources	10 5 45 228 ur viewpoints 10 10 10 10 10 10 10 10 10 10		Total 50 Differentiation strategy risk Total 30 Concentration strategy risk Total 30	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need Imitation 67% End of cost advantages End of specific needs Subdivision of specific targ 100%	e products Is	10 10 10 0 40 0 10 10 20
Total 350 itegy check analyzes ement 90.0h e analysis Consistency analysis Total 50 Important point analysis	Possibility the stratege External ar Corporate and Managemei Short term Business d Dynamic bi Static busin Company's	of forward integration 64% 65% itic level from the following for KCR Average 91.1% and management environments and business strategies int strategy and functions int functions and future 100% itomain, market & products usiness resources strength	10 5 45 228 ur viewpoints 10 10 10 10 10 10 10 10 10 10 10 10 10	■ Other qualitative	Total 50 Differentiation strategy risk Total 30 Concentration strategy risk Total 30	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need Imitation 67% End of cost advantages End of specific needs Subdivision of specific targ	e products Is	10 10 10 0 40 0 10 10 20
Total 350 ategy check analyzes 90.0h ce analysis Consistency analysis Total 50 Important point analysis	Possibility the stratege External ar Corporate a Managemer Short term Business d Dynamic bi Static busic Company's Narrowing	of forward integration 64% 65% cic level from the following for KCR Average 91.1% and management environments and business strategies nt strategy and functions nt functions and future 100% domain, market & products usiness resources strength 80%	10 5 45 228 ur viewpoints 10 10 10 10 10 10 10 10 10 10	■ Other qualitative 96.4%	Total 50 Differentiation strategy risk Total 30 Concentration strategy risk Total 30 factors check of	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need Imitation 67% End of cost advantages End of specific needs Subdivision of specific targ 100%	e products Is	10 10 10 0 40 0 10 10 20
Total 350 ategy check analyzes 90.0h are analysis Consistency analysis Total 50 Important point analysis Total 50	Possibility the strates External are Corporate Managemei Managemei Short term Business d Dynamic bu Static busii Company's Narrowing	of forward integration 64% 65% itic level from the following for KCR Average 91.1% and management environments and business strategies not strategy and functions in functions and future 100% lomain, market & products usiness resources strength 80%	10 5 45 228 ur viewpoints 10 10 10 10 10 10 10 10 10 10 10 10 10		Total 50 Differentiation strategy risk Total 30 Concentration strategy risk Total 30	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need Imitation 67% End of cost advantages End of specific needs Subdivision of specific targ 100%	e products Is	10 10 10 0 40 0 10 10 20
Total 350 ategy check analyzes 90.0h te analysis Consistency analysis Total 50 Important point analysis Total 50 Planning ability	Possibility the stratege External ar Corporate i Managemei Managemei Short term Business d Dynamic bi Static busi Company's Narrowing	of forward integration 64% 65% itic level from the following for KCR Average 91.1% and management environments and business strategies nt strategy and functions nt functions and future 100% lomain, market & products usiness resources strength 80%	10 5 45 228 ur viewpoints 10 10 10 10 10 10 10 10 10 10 10 10 10		Differentiation strategy risk Total 30 Concentration strategy risk Total 30 Concentration strategy risk Total 30 factors check of KCR Ave	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need Imitation 67% End of cost advantages End of specific needs Subdivision of specific targ 100% her different factors from trage 91.2%	e products Is	10 10 10 0 40 0 10 10 20 10 10 10 10 20
Total 350 ategy check analyzes 90.0h are analysis Consistency analysis Total 50 Important point analysis Total 50	Possibility the stratege External ar Corporate a Managemer Managemer Short term Business d Dynamic bi Static busin Company's Narrowing Goal achieve Planning fro Short-term	of forward integration 64% 65% icic level from the following for KCR Average 91.1% and management environments and business strategies nt strategy and functions nt functions and future 100% domain, market & products usiness resources strength 80%	10 5 45 228 ur viewpoints 10 10 10 10 10 10 10 10 10 10 10 10 50 10 10 10 10 10 10 10 10 10 10 10 10 10		Total 50 Differentiation strategy risk Total 30 Concentration strategy risk Total 30 factors check of KCR Ave Top management	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need Imitation 67% End of cost advantages End of specific needs Subdivision of specific targ 100% her different factors from prage 91.2% Management stance	e products Is	10 10 10 0 40 0 10 10 20 10 10 30 10 10 10 10 10 10 10 10 10 10 10 10 10
Total 350 ategy check analyzes 90.0h te analysis Consistency analysis Total 50 Important point analysis Total 50 Planning ability	Possibility the strates External ar Corporate : Managemei Managemei Short term Business d Oynamic bi Static busi Company's Narrowing Goal achiev Planning fr Short-term Downward	of forward integration 64% 65% icic level from the following for KCR Average 91.1% and management environments and business strategies not strategy and functions not functions and future 100% lomain, market & products usiness resources ness resources strength 80% vement om long-term viewpoints and long term planning revision	10 5 45 228 228 228 228 228 228 228 228 228 22		Differentiation strategy risk Total 30 Concentration strategy risk Total 30 Concentration strategy risk Total 30 factors check of KCR Ave	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need Imitation 67% End of cost advantages End of specific needs Subdivision of specific targ 100% her different factors from trage 91.2%	e products Is	10 10 10 0 40 0 10 10 20 10 10 10 10 20
Total 350 ategy check analyzes 90.0h e analysis Consistency analysis Total 50 Important point analysis Total 50 Planning ability analysis	Possibility the stratege External ar Corporate a Managemer Managemer Short term Business d Dynamic bi Static busin Company's Narrowing Goal achieve Planning fro Short-term	of forward integration 64% 65% icic level from the following for KCR Average 91.1% and management environments and business strategies nt strategy and functions nt functions and future 100% lomain, market & products usiness resources strength 80% vement om long-term viewpoints a nad long term planning revision	10 5 45 228 ur viewpoints 10 10 10 10 10 10 10 10 10 10 10 10 10		Total 50 Differentiation strategy risk Total 30 Concentration strategy risk Total 30 factors check of KCR Ave Top management Total 170	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need Imitation 67% End of cost advantages End of specific needs Subdivision of specific targ 100% her different factors from rage 91.2% Management stance 97%	e products is	10 10 10 0 40 0 10 10 10 10 10 10 10 10 10 10 10 10
Total 350 ategy check analyzes ement 90.0h e analysis Consistency analysis Total 50 Important point analysis Total 50 Planning ability	Possibility the strates External ar Corporate : Managemei Managemei Short term Business d Oynamic bi Static busi Company's Narrowing Goal achiev Planning fr Short-term Downward	of forward integration 64% 65% icic level from the following for KCR Average 91.1% and management environments and business strategies not strategy and functions not functions and future 100% lomain, market & products usiness resources ness resources strength 80% vement om long-term viewpoints and long term planning revision	10 5 45 228 228 228 228 228 228 228 228 228 22		Total 50 Differentiation strategy risk Total 30 Concentration strategy risk Total 30 Concentration strategy risk Total 30 factors check of KCR Ave Top management Total 170 Company analysis	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need Imitation 67% End of cost advantages End of specific needs Subdivision of specific targ 100% her different factors from prage 91.2% Management stance 97% Head office, corporate cultivariation in the companies of the companies o	e products is	10 10 10 0 40 0 10 10 10 10 10 10 10 10 10 10 10 10
Total 350 analyzes ement 90.0h e analysis Consistency analysis Total 50 Important point analysis Total 50 Planning ability analysis	External ar Corporate i Managemei Managemei Managemei Short term Business d Dynamic bu Statio busi Statio busi Statio busi Company's Narrowing Goal achiev Planning fin Short-term Downward Planning fie	of forward integration 64% 65% icic level from the following for KCR Average 91.1% and management environments and business strategies and functions and future 100% lomain, market & products usiness resources strength 80% vement om long-term viewpoints and long term planning revision exibility 80%	10 5 45 228 228 228 228 228 228 228 228 228 22		Total 50 Differentiation strategy risk Total 30 Concentration strategy risk Total 30 factors check of KCR Ave Top management Total 170	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need Imitation 67% End of cost advantages End of specific needs Subdivision of specific targ 100% her different factors from rage 91.2% Management stance 97%	e products is	10 10 10 0 40 0 10 10 10 10 10 10 10 10 10 10 10 10
Total 350 ategy check analyzes 90.0h e analysis Consistency analysis Total 50 Important point analysis Total 50 Planning ability analysis	Possibility the strategy External ar Corporate and Management Management Management Management Short term Business d Dynamic bit Static busin Company's Narrowing Goal achiet Planning fr Short-term Downward Planning fit Strategic d Strategic d	of forward integration 64% 65% cic level from the following for KCR Average 91.1% and management environments and business strategies nt strategy and functions nt functions 100% domain, market & products usiness resources strength 80% vement om long-term viewpoints an and long term planning revision exibility 80%	10 5 45 228 ur viewpoints 10 10 10 10 10 10 10 10 10 10 10 10 10		Total 50 Differentiation strategy risk Total 30 Concentration strategy risk Total 30 Concentration strategy risk Total 30 factors check of KCR Ave Top management Total 170 Company analysis	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need Imitation 67% End of cost advantages End of specific needs Subdivision of specific targ 100% her different factors from prage 91.2% Management stance 97% Head office, corporate cultivariation in the companies of the companies o	e products is	10 10 10 0 40 0 10 10 10 10 10 10 10 10 10 10 10 10
Total 350 ategy check analyzes 90.0h e analysis Consistency analysis Total 50 Important point analysis Total 50 Planning ability analysis Total 50	Possibility the strategy External ar Corporate and Management Management Management Management Short term Business d Dynamic bit Static busin Company's Narrowing Goal achiet Planning fr Short-term Downward Planning fit Strategic d Strategic d	of forward integration 64% 65% icic level from the following for KCR Average 91.1% and management environments and business strategies and functions and future 100% lomain, market & products usiness resources strength 80% vement om long-term viewpoints and long term planning revision exibility 80%	10 5 45 228 ur viewpoints 10 10 10 10 10 10 10 10 10 10 10 10 10	96.4%	Total 50 Differentiation strategy risk Total 30 Concentration strategy risk Total 30 Concentration strategy risk Total 30 factors check of KCR Ave Top management Total 170 Company analysis Total 120	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need Imitation 67% End of cost advantages End of specific needs Subdivision of specific targ 100% her different factors from trage 91.2% Management stance 97% Head office, corporate cult 96%	e products is	10 10 10 0 40 0 10 10 10 10 10 10 10 10 10 10 10 11 10 10
Total 350 ategy check analyzes 90.08 Consistency analysis Total 50 Important point analysis Total 50 Planning ability analysis Total 50 Purposefulness	External ar Corporate Managemei Managemei Managemei Short term Business d Dynamic bi Static busii Company's Narrowing Goal achiev Planning fit Short term Downward Planning fit Strategic d Company od	of forward integration 64% 65% cic level from the following for KCR Average 91.1% and management environments and business strategies nt strategy and functions nt functions 100% domain, market & products usiness resources strength 80% vement om long-term viewpoints an and long term planning revision exibility 80%	10 5 45 228 228 228 228 228 228 228 228 228 22	96.4%	Total 50 Differentiation strategy risk Total 30 Concentration strategy risk Total 30 Concentration strategy risk Total 30 factors check of KCR Ave Top management Total 170 Company analysis Total 120	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need Imitation 67% End of cost advantages End of specific needs Subdivision of specific targ 100% her different factors from prage 91.2% Management stance 97% Head office, corporate cultivariation in the companies of the companies o	e products is	10 10 10 0 40 10 10 10 10 10 10 10 10 10 10 10 10 10
Total 350 ategy check analyzes 90.0h te analysis Consistency analysis Total 50 Important point analysis Total 50 Planning ability analysis Total 50	Possibility the stratege External ar Corporate i Managemei Managemei Short term Business d Dynamic bi Statio busil Company's Narrowing Goal achiet Planning fri Short-term Downward Planning file Strategic d Company pol	of forward integration 64% 65% itic level from the following for KCR Average 91.1% and management environments and business strategies int strategy and functions int functions and future 100% lomain, market & products usiness resources strength 80% vement om long-term viewpoints and and long term planning revision exibility 80% lomain, market & products usiness resources strength 80% vement om long-term viewpoints and only term planning revision exibility 80% lomain long term planning revision exibility 80%	10 5 45 228 228 228 228 228 228 228 228 228 22	96.4% The KCR qualitative a	Differentiation strategy risk Total 50 Differentiation strategy risk Total 30 Concentration strategy risk Total 30 factors check of KCR Ave Top management Total 170 Company analysis Total 120 malysis report conver	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need Imitation 67% End of cost advantages End of specific needs Subdivision of specific targ 100% her different factors from trage 91.2% Management stance 97% Head office, corporate cult 96%	products is the strate	10 10 10 0 40 0 10 10 10 10 10 10 10 10 10 10 10 10
Total 350 ategy check analyzes 90.08 Consistency analysis Total 50 Important point analysis Total 50 Planning ability analysis Total 50 Purposefulness	Possibility the stratege External ar Corporate and Management Ma	of forward integration 64% 65% cic level from the following for KCR Average 91.1% and management environments and business strategies int strategy and functions int functions and future 100% clomain, market & products usiness resources strength 80% vement om long-term viewpoints in and long term planning revision exibility 80% company purposes in sand management philosophy & CSR company purposes in and management strategies	10 5 45 228 ur viewpoints 10 10 10 10 10 10 10 10 10 10 10 10 10	96.4% The KCR qualitative a matrix analysis using	Total 50 Differentiation strategy risk Total 30 Concentration strategy risk Total 30 Concentration strategy risk Total 30 factors check of KCR Ave Top management Total 170 Company analysis Total 120 malysis report conver	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need Imitation 67% End of cost advantages End of specific needs Subdivision of specific targ 100% Her different factors from prage 91.2% Management stance 97% Head office, corporate culting 100% ts qualitative information to to scores assessed by KCR Ir	e products is the strate	10 10 10 0 40 10 10 10 10 10 10 10 10 10 10 10 10 10
Total 350 ategy check analyzes 90.0h be analysis Consistency analysis Total 50 Important point analysis Total 50 Planning ability analysis Total 50 Purposefulness analysis	Possibility the stratege External ar Corporate and Management Ma	of forward integration 64% 65% itic level from the following for KCR Average 91.1% and management environments and business strategies int strategy and functions int functions and future 100% lomain, market & products usiness resources strength 80% vement om long-term viewpoints in and long-term viewpoints in and long term planning revision exibility 80% lomain in market & products usiness resources strength 80% vement om long-term viewpoints in and long-term planning revision exibility 80% lomain in and long term planning revision exibility 80% lomain management philosophy & CSR ompany purposes mand management strategies ims and employees	10 5 45 228 228 228 228 228 228 228 228 228 22	96.4% The KCR qualitative a matrix analysis using competitiveness of a	Total 50 Differentiation strategy risk Total 30 Concentration strategy risk Total 30 Concentration strategy risk Total 30 Company analysis Total 170 Company analysis Total 120 analysis report convert 132 unique judgemen company based on M	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need Imitation 67% End of cost advantages End of specific needs Subdivision of specific targ 100% her different factors from trage 91.2% Management stance 97% Head office, corporate cult 96% ts qualitative information to ts cores assessed by KCR Ir ichael Porter's theory of con	the strate	10 10 10 0 40 0 10 10 10 10 10 10 10 10 10 10 10 10
Total 350 ategy check analyzes 90.0h ce analysis Consistency analysis Total 50 Important point analysis Total 50 Planning ability analysis Total 50 Purposefulness analysis Total 50	Possibility the stratege External ar Corporate and Management Ma	of forward integration 64% 65% cic level from the following for KCR Average 91.1% and management environments and business strategies int strategy and functions int functions and future 100% clomain, market & products usiness resources strength 80% vement om long-term viewpoints in and long term planning revision exibility 80% company purposes in sand management philosophy & CSR company purposes in and management strategies	10 5 45 228 ur viewpoints 10 10 10 10 10 10 10 10 10 10 10 10 10	96.4% The KCR qualitative a matrix analysis using competitiveness of a The more starts are a	Total 50 Differentiation strategy risk Total 30 Concentration strategy risk Total 30 Concentration strategy risk Total 30 factors check of KCR Ave Top management Total 170 Company analysis Total 120 analysis report conver 132 unique judgemen company based on M given, the higher the e	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need Imitation 67% End of cost advantages End of specific needs Subdivision of specific targ 100% her different factors from rage 91.2% Management stance 97% Head office, corporate cult 96% ts qualitative information to t scores assessed by KCR Ir cichael Porter's theory of con propetitiveness is. This anal	the strate	10 10 10 0 40 0 10 10 10 10 10 10 30 10 11 10 10 10 10 30 egies 165 165 115 115 ough a estates
Total 350 ategy check analyzes 90.0h on one analysis Consistency analysis Total 50 Important point analysis Total 50 Planning ability analysis Total 50 Purposefulness analysis Total 50 One of the control of	Possibility the stratege External ar Corporate and Management Short term Business d Dynamic but Static business Company's Narrowing Goal achiev Planning freshort-term Downward Planning fit Strategic d Company and Compa	of forward integration 64% 65% itic level from the following for KCR Average 91.1% and management environments and business strategies int strategy and functions int functions and future 100% lomain, market & products usiness resources strength 80% vement om long-term viewpoints in and long-term viewpoints in and long term planning revision exibility 80% lomain in market & products usiness resources strength 80% vement om long-term viewpoints in and long-term planning revision exibility 80% lomain in and long term planning revision exibility 80% lomain management philosophy & CSR ompany purposes mand management strategies ims and employees	10 5 45 228 228 228 228 228 228 228 228 228 22	The KCR qualitative a matrix analysis using competitiveness of a function of a control of a cont	Total 50 Differentiation strategy risk Total 30 Concentration strategy risk Total 30 Concentration strategy risk Total 30 factors check of KCR Ave Top management Total 170 Company analysis Total 120 company analysis Total 120 company based on M given, the higher the company, which does n	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need Imitation 67% End of cost advantages End of specific needs Subdivision of specific targ 100% Management factors from prage 91.2% Head office, corporate cult 96% ts qualitative information to t scores assessed by KCR Ir ichael Porter's theory of con competitiveness is. This anal ot appear in a quantitative ar	e products is ets the strate	10 10 10 0 40 0 10 10 10 10 10 10 10 10 10 10 10 10
Total 350 ategy check analyzes 90.0h on the analysis Consistency analysis Total 50 Important point analysis Total 50 Planning ability analysis Total 50 Purposefulness analysis Total 50 Strategic level	Possibility the strates External ar Corporate : Managemei Managemei Managemei Short term Business d Dynamic bi Static busi Company's Narrowing Goal achiev Planning fit Short-term Downward Planning fit Strategic d Company polystage of cc Company ai Company ai	of forward integration 64% 65% icic level from the following for KCR Average 91.1% and management environments and business strategies not strategy and functions in functions in and future 100% Iomain, market & products usiness resources strength 80% vement om long-term viewpoints in and long term planning revision exibility 80% lomain, market & products usiness resources strength 80% vement om long-term viewpoints in and long term planning revision exibility 80% lomain ligy, management philosophy & CSR ompany purposes ma and management strategies imps and employees 100%	10 5 45 228 228 228 228 228 228 228 228 228 22	The KCR qualitative a matrix analysis using competitiveness of a The more starts are inture outlook of a company was rated a	Total 50 Differentiation strategy risk Total 30 Concentration strategy risk Total 30 Concentration strategy risk Total 30 factors check of KCR Ave Top management Total 170 Company analysis Total 120 company unique judgement company based on M given, the higher the empany, which does n s follows: 64.0% in a in s follows: 64.0% in a in s follows: 64.0% in a in second control of the c	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need Imitation 67% End of cost advantages End of specific needs Subdivision of specific targ 100% her different factors from trage 91.2% Management stance 97% Head office, corporate cult 96% ts qualitative information to ts cores assessed by KCR Ir ichael Porter's theory of con competitiveness is. This anal of appear in a quantitative an idustry environment analysis	the strate	10 10 10 0 40 0 10 10 10 10 10 10 10 10 10 10 10 10
Total 350 ategy check analyzes 90.0h e analysis Consistency analysis Total 50 Important point analysis Total 50 Planning ability analysis Total 50 Purposefulness analysis Total 50 Strategic level exceptionally strat	Possibility the stratege External ar Corporate in Managemein Managemein Managemein Short term Business d Dynamic bit Static busin Static busin Static busin Static busin Static busin Gompany's Narrowing Goal achiet Planning fit Short-term Downward Planning fit Strategic d Company so Stage of Company ai C	of forward integration 64% 65% itic level from the following for KCR Average 91.1% and management environments and business strategies and strategy and functions in functions and future 100% lomain, market & products usiness resources strength 80% vement om long-term viewpoints and long term planning revision exibility 80% lomain liev, management philosophy & CSR ompany purposes ims and management strategies ims and employees 100%	10 5 45 228 228 228 228 228 228 228 228 228 22	The KCR qualitative a matrix analysis using competitiveness of a The more starts are in future outlook of a company was rated a strategic model analy	Total 50 Differentiation strategy risk Total 30 Concentration strategy risk Total 30 Concentration strategy risk Total 30 factors check of KCR Ave Top management Total 170 Company analysis Total 120 company based on M given, the higher the company, which does n a risk of 100 wisk of 100	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need Imitation 67% End of cost advantages End of specific needs Subdivision of specific targ 100% Management factors from rage 91.2% Management stance 97% Its qualitative information to t scores assessed by KCR Ir ichael Porter's theory of con competitiveness is. This anal ot appear in a quantitative ar idustry environment analysis slysis, 91.1%, in a management	the strate the st	10 10 10 0 40 0 10 10 10 10 10 10 10 10 10 10 10 10
Total 350 ategy check analyzes 90.0h are analysis Consistency analysis Total 50 Important point analysis Total 50 Planning ability analysis Total 50 Purposefulness analysis Strategio level stoeptional ly strate Considerably strate	Possibility the stratege External ar Corporate in Managemein Managemein Managemein Short term Business d Dynamic bit Static busin Static busin Static busin Static busin Static busin Gompany's Narrowing Goal achiet Planning fit Short-term Downward Planning fit Strategic d Company so Stage of Company ai C	of forward integration 64% 65% 10 level from the following for KCR Average 91.1% 11 management environments and business strategies int strategy and functions int functions and future 100% 10 main, market & products usiness resources strength 80% 10 management environments and future 100% 10 management environments 10 managements 10 managem	10 5 45 228 228 228 228 228 228 228 228 228 22	The KCR qualitative a matrix analysis using competitiveness of a The more starts are in future outlook of a company was rated a strategic model analy	Total 50 Differentiation strategy risk Total 30 Concentration strategy risk Total 30 Concentration strategy risk Total 30 factors check of KCR Ave Top management Total 170 Company analysis Total 120 company based on M given, the higher the company, which does n a risk of 100 wisk of 100	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need Imitation 67% End of cost advantages End of specific needs Subdivision of specific targ 100% her different factors from trage 91.2% Management stance 97% Head office, corporate cult 96% ts qualitative information to ts cores assessed by KCR Ir ichael Porter's theory of con competitiveness is. This anal of appear in a quantitative an idustry environment analysis	the strate the st	10 10 10 0 40 0 10 10 10 10 10 10 10 10 10 10 10 10
Total 350 ategy check analyzes 90.0h ategy check analyzes 90.0h are analysis Consistency analysis Total 50 Important point analysis Total 50 Planning ability analysis Total 50 Purposefulness analysis Total 50 Strategic level exceptionally strategory of the strategic level strategic str	External ar Corporate : Managemei Managemei Managemei Short term Business d Dynamic bi Static busi Company's Narrowing Goal achiev Planning fit Short-term Downward Planning fit Company polytopany ai Company a	of forward integration 64% 65% icic level from the following for KCR Average 91.1% and management environments and business strategies int strategy and functions in trunctions and future 100% Iomain, market & products usiness resources strength 80% verient for the following following for the following follo	10 5 45 228 228 228 228 228 228 228 228 228 22	The KCR qualitative a matrix analysis using competitiveness of a The more starts are in future outlook of a company was rated a strategic model analy	Total 50 Differentiation strategy risk Total 30 Concentration strategy risk Total 30 Concentration strategy risk Total 30 factors check of KCR Ave Top management Total 170 Company analysis Total 120 company based on M given, the higher the company, which does n a risk of 100 wisk of 100	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need Imitation 67% End of cost advantages End of specific needs Subdivision of specific targ 100% Management factors from rage 91.2% Management stance 97% Its qualitative information to t scores assessed by KCR Ir ichael Porter's theory of con competitiveness is. This anal ot appear in a quantitative ar idustry environment analysis slysis, 91.1%, in a management	the strate the st	10 10 10 0 40 0 10 10 10 10 10 10 10 10 10 10 10 10
Total 350 ategy check analyzes 90.0h are analysis Consistency analysis Total 50 Important point analysis Total 50 Planning ability analysis Total 50 Purposefulness analysis Strategio level streeptional ly strate Considerably strate Considerably strate	External ar Corporate : Managemei Managemei Managemei Short term Business d Dynamic bi Static busi Company's Narrowing Goal achiev Planning fit Short-term Downward Planning fit Company polytopany ai Company a	of forward integration 64% 65% 10 level from the following for KCR Average 91.1% 11 management environments and business strategies int strategy and functions int functions and future 100% 10 main, market & products usiness resources strength 80% 10 management environments and future 100% 10 management environments 10 managements 10 managem	10 5 45 228 228 228 228 228 228 228 228 228 22	The KCR qualitative a matrix analysis using competitiveness of a The more starts are in future outlook of a company was rated a strategic model analy	Total 50 Differentiation strategy risk Total 30 Concentration strategy risk Total 30 Concentration strategy risk Total 30 factors check of KCR Ave Top management Total 170 Company analysis Total 120 company based on M given, the higher the company, which does n a risk of 100 wisk of 100	Price reduction by rivals Product improvement Marketing improvement Cost inflation effects 80% Other companies' brand-name Changes of customer need Imitation 67% End of cost advantages End of specific needs Subdivision of specific targ 100% Management factors from rage 91.2% Management stance 97% Its qualitative information to t scores assessed by KCR Ir ichael Porter's theory of con competitiveness is. This anal ot appear in a quantitative ar idustry environment analysis slysis, 91.1%, in a management	the strate the st	10 10 10 0 40 0 10 10 10 10 10 10 10 10 10 10 10 10

This report is intended to provide information as reference for investment decisions, and not intended to solicit investment. Although figures and opinions in the report are based on data obtained from sources deemed reliable, KCR Inc. does not guarantee their accuracy, KCR will assume no responsibility for any loss and damage caused by using part or all of these materials. Investors are advised to make investment decisions based on their own judgment and responsibility. Opinions and forecasts described in the report were made as of its preparation date, and we do not make any guarantees about their accuracy and completeness. In addition, these opinions and forecasts may be changed in the future without prior notice. KCR reserves all rights concerning the contents. Copying or reproducing the contents without prior approval is prohibited.



KCR-EXPERT'S PERSPECTIVE ANALYSIS REPORT

7593TS191004

This report details three expert evaluations. With 16 items from expert's perspectives, it analyzes whether or not a company's shares are undervalued and whether or not the company is worth investing for a



VT HOLDINGS CO., LTD.

(TOKYO: 7593) Consolidated

04-Oct-19

Total Score 13.1

Fiscal Year End Mar. 31 3-10-32, Nishiki, Naka-ku, Nagoya, Aichi Address

Zip Code

460-0003

Telephone Number +81-52-203-9500

Kazuho Takahashi

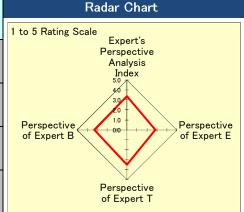
KCR Average

VT Holdings Co, Ltd specializes in the automobile dealer business focusing on Honda and Nissan. The company [Company Feature] adopts a growth strategy through M&A activities and stock-type business model.

■Main Basic Data							mpany plan. Asset is current.
Capital (JPY 1 Million)	Accumulated Profit (JPY 1 Million)	Current Share Price (YEN)	Shareholders' Equity (JPY 1 Million)	Number of Shares Issued (thousand shares)	BPS (YEN)	Operational Cash flows (JPY 1 Million)	Investment Cash flows (JPY 1 Million)
4,297	30,545	437	37,455	119,381.0	319	13,654	-6,220
Total Assets (JPY 1 Million)	Interest- Bearing Debt (JPY 1 Million)	Dividends Per Share (YEN)	Dividend Payout Ratio	Established	Highest Price within Five Years (YEN)	Lowest Price within Five Years (YEN)	Up/Down Ratio (High Price)(%)
155,170	37,320	20	49.9%	March-83	870	340	-49.8
*Net Sales (JPY 1 Million)	*Operating Income (JPY 1 Million)	*Profit before income taxes (JPY 1 Million)	*Net Income (JPY 1 Million)	*EPS (YEN)	*ROE (Net Income)	*ROA (Ordinary Income)	Equity Ratio
225,000	8,300	8,000	4,700	40.05	12.5%	5.2%	24.1%

= 10.11	11 D 11					* Estimate	
Accumulated Profit/Capital (x)	PBR (x)	*PER (x)	Dependence of Interest- Bearing Debt	Dividend Yield	Number of Years since Established	Up/Down Ratio (Low Price)(%)	Free Cash Flows (JPY 1 Million)
7.1	1.4	10.9	24.1%	4.6	37	28.5	7,434
5.0	3.0	3.0	2.0	5.0	5.0	5.0	5.0
Profit before income taxese Margin	Industry	Simple Share Price (YEN)	Number of Shares Issued (thousand shares)	Market Value (JPY 1 Million)	Negative News	EPS	ROE
3.6%	Retail	43.7	1,193,810	52,170	Increases both in sales and profits	Increasing trend	12.5%
0.0	3.0	5.0	2.0	1.0	1.0	5.0	5.0

Expert's Perspectives	Score	Rating	KCR Average
Perspective of Expert E	2.9	***	2.9
Perspective of Expert T	3.5	****	3.1
Perspective of Expert B	3.3	***	2.9
Expert's Perspective Analysis Index	3.4	***	3.2

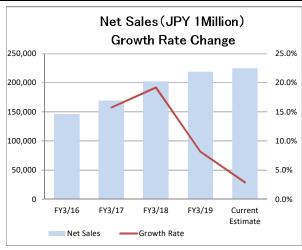


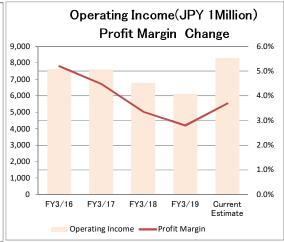
Please note that there is no relation three masters that really exist

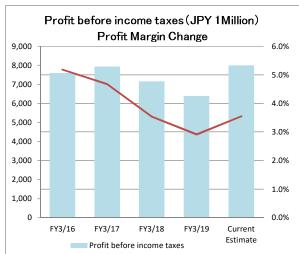
Rating	Score	
****	4.5~5.0	Europe E
***	3.5~4.4	Expert E
***	2.5~3.4	Format T
**	1.5~2.4	Expert T
*	0~1~1.4	Consort D
		Expert B

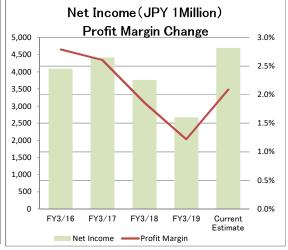
An investor who was once a company employee and later built assets of 3 billion yen through stock investments. This expert tends to place importance on low-price stock An investor who built assets of 300 billion yen as an individual investor. This expert tends to place importance on medium-to-long term investment and receiving dividends An internationally well-known investor who earned 5 trillion yen through stock investment. This expert tends to place importance on value investing and revenue

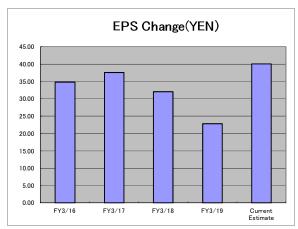
VT HOLDINGS	VT HOLDINGS CO., LTD.					(TOKY)	D: 7593)	Conso	lidated	
Elemental Analysis	Net Sales	Growth Rate	Operating Income	Profit Margin	Profit before income taxes	Profit Margin	Net Income	Profit Margin	EPS	Dividends per Share
FY3/16	146,468		7,619	5.2%	7,603	5.2%	4,090	2.8%	34.77	18.0
FY3/17	169,560	15.8%	7,592	4.5%	7,937	4.7%	4,421	2.6%	37.58	17.0
FY3/18	202,133	19.2%	6,780	3.4%	7,173	3.5%	3,765	1.9%	32.00	18.0
FY3/19	218,634	8.2%	6,130	2.8%	6,385	2.9%	2,674	1.2%	22.80	20.0
Current Estimate	225,000	2.9%	8,300	3.7%	8,000	3.6%	4,700	2.1%	40.05	20.0

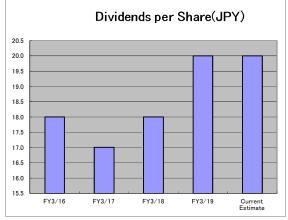




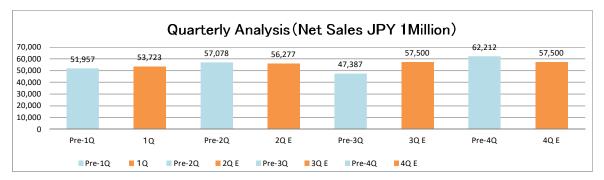


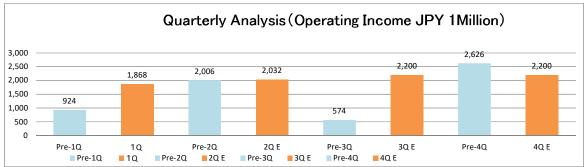


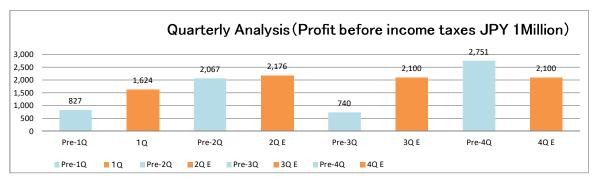


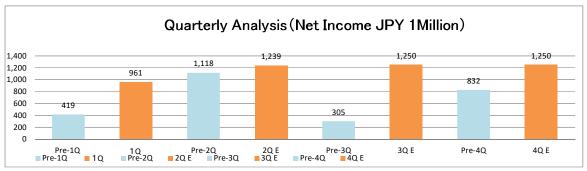


VT HOLDINGS CO., LTD.							(TOKYO: 7593) Consolidated			
Quarterly Analysis	Net Sales	Growth Rate	Operating Income	Profit Margin	Profit before income taxes	Profit Margin	Net Income	Profit Margin		
Pre-1Q	51,957	3.4%	924	1.8%	827	1.6%	419	0.8%		
1Q	53,723	0.0%	1,868	3.5%	1,624	3.0%	961	1.8%		
Pre-2Q	57,078	-1.4%	2,006	3.5%	2,067	3.6%	1,118	2.0%		
2Q E	56,277	0.0%	2,032	3.6%	2,176	3.9%	1,239	2.2%		
Pre-3Q	47,387	21.3%	574	1.2%	740	1.6%	305	0.6%		
3Q E	57,500	0.0%	2,200	3.8%	2,100	3.7%	1,250	2.2%		
Pre-4Q	62,212	-7.6%	2,626	4.2%	2,751	4.4%	832	1.3%		
4Q E	57,500	0.0%	2,200	3.8%	2,100	3.7%	1,250	2.2%		



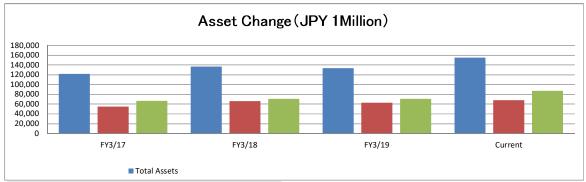


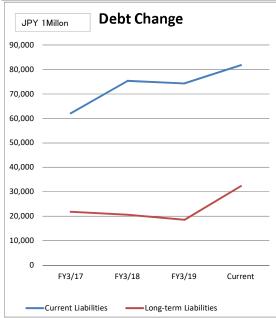


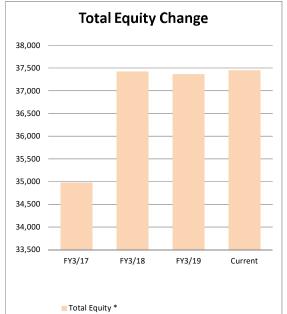


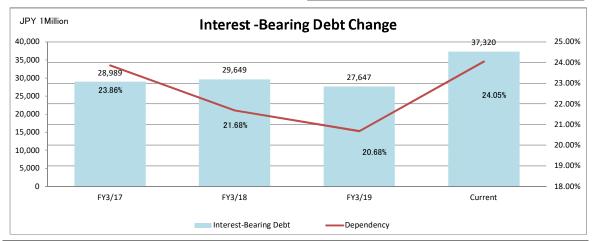
VT HOLDINGS CO	VT HOLDINGS CO., LTD.						(TOKYO: 7593) Consolidated			
	Total	Current	Current	Current	Long-	Total	Interest-	Dependenc	Number of	
Asset Analysis	Assets	Assets	Assets	Liabilities	term	Equity *	Bearing Debt	У	Employees	
FY3/17	121,493	54,702	66,791	62,091	21,759	34,982	28,989	23.86%	3,258	
FY3/18	136,757	66,103	70,653	75,369	20,637	37,425	29,649	21.68%	3,445	
FY3/19	133,680	62,665	71,014	74,216	18,520	37,368	27,647	20.68%	3,490	
Current	155,170	68,162	87,008	81,798	32,339	37,455	37,320	24.05%	3,565	

*Total net assets - Minority interests









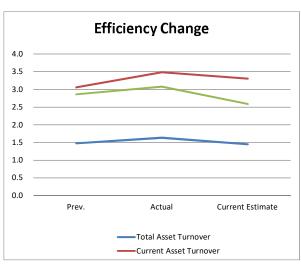
VT HOLDINGS CO., LTD.

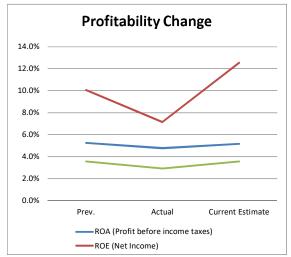
(TOKYO: 7593) Consolidated

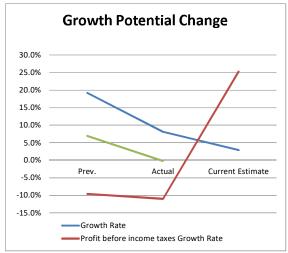
Financing Index Analysis			
Profitability Analysis	Prev.	Actual	Current Estimate
ROA (Profit before income taxes)	5.2%	4.8%	5.2%
ROE (Net Income)	10.1%	7.2%	12.5%
Profit before income taxes Margin	3.5%	2.9%	3.6%
Efficiency Analysis	Prev.	Actual	Current Estimate
Total Asset Turnover	1.5	1.6	1.5
Current Asset Turnover	3.1	3.5	3.3
Total Non-Current Asset Turnover	2.9	3.1	2.6
Safety Analysis	Prev.	Actual	Current Estimate
Current Ratio	87.7%	84.4%	83.3%
Debt Ratio	256.5%	248.2%	304.7%
Equity Ratio	27.4%	28.0%	24.1%
Growth Potential Analysis	Prev.	Actual	Current Estimate
Growth Rate	19.2%	8.2%	2.9%
Profit before income taxes Growth Rate	-9.6%	-11.0%	25.3%
Equity Growth Rate	7.0%	-0.2%	
Productivity Analysis	Prev.	Actual	Current Estimate
Sales per Employee *	58,674	62,646	63,114
Profit before income taxes per Employee *	2,082	1,830	2,244
Net Income per Employee *	1,093	766	1,318

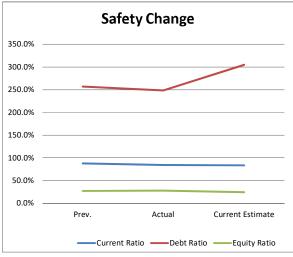
^{*}Thousand yen

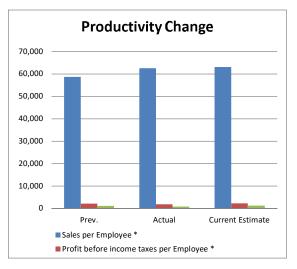
^{*}The assets are calculated, using the most recent value.





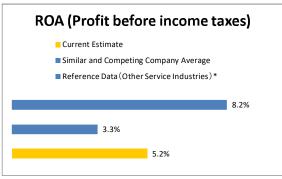


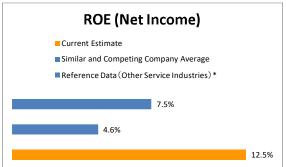




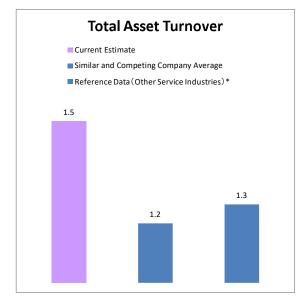
(TOKYO: 7593) Consolidated VT HOLDINGS CO., LTD. Similar and Reference Data Current Competing Profitability Analysis (Other Service Three Similar and Competing Companies Estimate Company Average 8.2% NIDEC CORPORATION ROA (Profit before income taxes) 3.3% (TSE First Section 6594) Consolidated ROE (Net Income) 4.6% 12.5% 7.5% IDOM Inc. (TSE First Section 7599) Consolidated Profit before income taxes Margin 3.6% 6.4% COLOWIDE CO.,LTD. (TSE First Section 7616) Consolidated

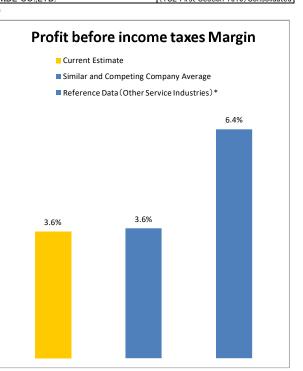
Market average in Japan

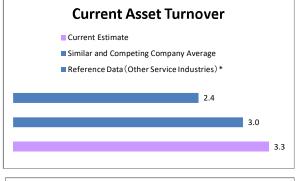


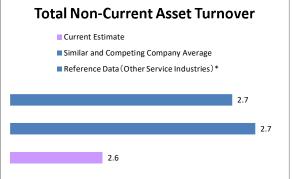


Efficiency Analysis	Current Estimate	Similar and Competing Company	Reference Data (Other Service
Total Asset Turnover	1.5	1.2	1.3
Current Asset Turnover	3.3	3.0	2.4
Total Non-Current Asset Turne	2.6	2.7	2.7

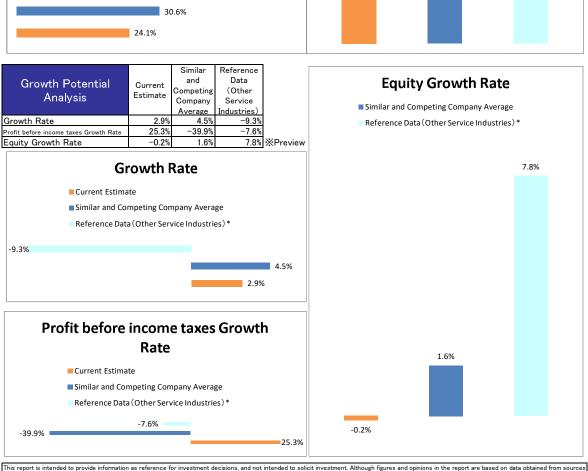








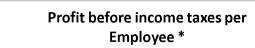
04-Oct-19 VT HOLDINGS CO., LTD. (TOKYO: 7593) Consolidated Similar Reference Safety Analysis **Current Ratio** Estimate Competing (Other Company Service 83.3 141.3% 148.6% ■ Current Estimate Debt Ratio 304.7% 304.8% 101.3% ■ Similar and Competing Company Average **Equity Ratio** 30.6% 48.8% *Market average in Japan Reference Data (Other Service Industries) * **Debt Ratio** 148.6% Current Estimate 141.3% ■ Similar and Competing Company Average Reference Data (Other Service Industries) * 101.3% 304.8% 304.7% 83.3% **Equity Ratio** ■ Current Estimate ■ Similar and Competing Company Average Reference Data (Other Service Industries) *



VT HOLDINGS CO., LTD.

(TOKYO: 7593) Consolidated

	Similar	Reference	
Current	and	Data	
Estimate	Competing		
	Company	Service	
63,114	42,644	38,433	
2,244	745	2,472	
1,318	406	1,065	
	63,114 2,244	Current Estimate Competing Company 63,114 42,644 2,244 745	



Current Estimate

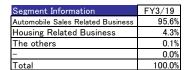
■ Similar and Competing Company Average

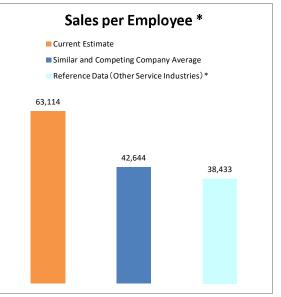
45 2,2442,472

Net Income per Employee * Current Estimate Similar and Competing Company Average Reference Data (Other Service Industries) *

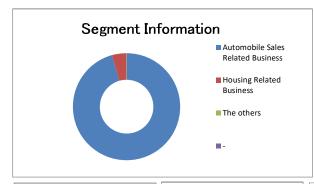
1.065

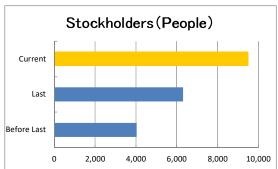
1,318

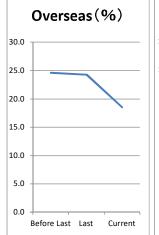


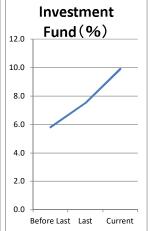


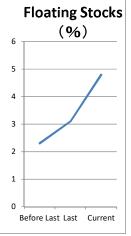
Ratio of Shareholding								
	(%)	(%)	(%)	(%)	(people)			
	Overseas	Investment Trust	Floating Stocks	Settled Stocks	Stockholders			
Before Last	24.6	5.8	2.3	54.2	4,034			
Last	24.3	7.5	3.1	52.9	6,299			
Current	185	9.9	4.8	53.6	9 509			

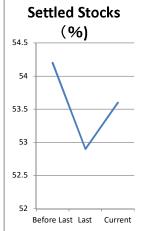














KCR-IR STRATEGY ANALYSIS REPORT Transaction Number 7593IR191004 04-Oct-19

VT HOLDINGS CO., LTD.

(TOKYO: 7593) Consolidated

Reference Data Point

7593

Retail

TOKYO Mar. 31

[Stock Code] [Industry] [Market Division] [Fiscal Year End] [Zip Code] [Telephone Number]

[Address] [Company Features]

Investor Relations Strategy Analysis

3-10-32, Nishiki, Naka-ku, Nagoya, Aichi Kazuho Takahashi

460-0003 +81-52-203-9500

[Established] Mar-83

[Contact] Managing Director Ichiro Yamauchi
[Share Price] 437 yen

VT Holdings Co, Ltd specializes in the automobile dealer business focusing on Honda and Nissan. The company adopts a growth strategy

through M&A activities and stock-type business model.

VT HOLDINGS CO., LTD.

IR Overall Rating

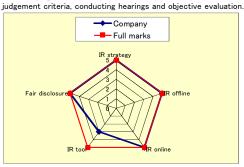
1	ΙR	activities	(10	nointe	١

1. In activities (10 points)	00.00/	10	10
	89.3%	10	10
2. IR system (10 points)			
IR Dedicated department		10	8
General affairs department	24.0%	4	U
Planning department	23.0%	8	
Public relations department	17.0%	3	
Finance department	17.0%	5	
Accounting department		3	
President's office		6	
The others		2	
The suite		_	
3. Management philosophy and operating style (50 points)			
Does top management perform IR activities?	83.6%	50	50
YES		10	10
Activities			
Top management participates in briefing sessions for investor	81.8%	10	10
Top management gives individual interviews to analysts	67.6%	30	30
, , , , , , , , , , , , , , , , , , , ,			
4. IR communication (80 points)		80	70
Financial settlement briefings	77.7%	10	10
Individual interviews	32.6%	10	10
Overseas briefing sessions	15.9%	10	0
For whom the above activities are conducted?			
Analysts and institutional investors	37.7%	10	10
Individual investors	13.4%	10	10
Is disclosure made fairly?	Priority point	20	20
IR roadshows	50.0%	10	10
5. IR tools (20 points)		30	20
Stockholder communication materials	89.6%	10	10
English materials (annual reports etc.)	42.8%	20	10
6. IR website (100 points)	97.5%	100	96
Is there a web page that clearly states IR?	79.4%	10	10
Top message	45.9%	10	10
Annual securities reports	42.0%	10	10
Statement of accounts	41.5%	10	10
Monthly reports, stockholder communication materials & hando	36.2%	10	6
IR calendar	28.5%	10	10
IR videos	23.8%	10	10
E-mail magazines about IR	19.5%	10	10
FAQ	14.6%	10	10
English IR web page	19.4%	10	10
7. IR effect measurement (10 points)			0
Conducting	84.3%	10	10
8. IR annual expenses (10 points)			0
More than 5 million yen	24.0%	10	10

More than 5 million yen

300 XIn carrying out this analysis, KCR Inc. places importance on fair disclosure and uses its unique

274



		KCR Average	200.7	Viewpoint
General rating	91.3%	66.5%	Very good 270∼	****
IR strategy	96.0%	64.0%	Good 230∼	***
IR offline	91.7%	66.9%	Standard 180~	***
IR online	96.0%	67.8%	Below Standard 130∼	**
IR tool	66.7%	45.5%	Inferior 80∼	*
Fair disclosure	100.0%	64.7%	Problematic 0~	_

The KCR IR analysis report analyzes and evaluates IR activities of the company covered from 5 viewpoints: IR offline, IR online, IR tool, IR website and IR strategy. KCR Inc. rates the company's IR activities, believing that strategic IR activities have big effects on its stock performance.



STOCKS

- '+1 Strong Buy' recommendation indicates that upside potential is 20% or more within a year.
- '+2 Buy' recommendation indicates that upside potential is 10% or more within a year.
- '+3 Neutral' recommendation indicates that upside potential is less than 10% or downside potential is less than 10% within a year.
- '+4 Sell' recommendation indicates that downside potential is 10% or more within a year
- '+5 Strong Sell' recommendation indicates that downside potential is 20% or more within a year.

Rating change (Changed) = KCR alters its rating and target share prices due to changes in account settlement, market conditions, economic environment,

Rating of 'Suspended' (Suspended) = KCR suspends its rating and target share prices temporarily due to laws and ordinances, and company rules. 'Not rated' or 'No rating' = Companies that are labelled as 'Not rated' or shown as 'No rating' are not covered by regular KCR research.

★★★★ = 'Strong Buy' recommendation

★★★='Buy' recommendation

★★★ = 'Neutral' recommendation

★★ = 'Sell' recommendation

★ = 'Strong Sell' recommendation

SECTORS

'Bullish' rating means most stocks in the sector have (or the weighted average recommendation of the stocks under coverage is) a positive absolute recommendation. Neutral rating means most stocks in the sector have (or the weighted average recommendation of the stocks under coverage is) a neutral absolute recommendation. 'Bearish rating means most stocks in the sector have (or the weighted average recommendation of the stocks under coverage is) a negative absolute recommendation

Viewpoint	※The term	of validity: 1 year		
	Rating	Total evaluation index		
+1	Strong Buy	80%~100%~	Upside potential is 20% or more within a year.	****
+2	Buy	60%~80%	Upside potential is 10% or more within a year.	***
+3	Neutral	40%~60%	Upside potential is less than 10% or downside is less than 10% within a year	***
+4	Sell	20%~40%	DownsideUpside potential is 20% or more within a year	**
+5	Strong Sell	~0%~20%	DownsideUpside potentia is 11% or more within a year	*

KCR's Target Prices

Individual stocks are rated according to a potential room for a stock price to rise or fall to a target price defined as "(target price – current price)/current price" due to certain discretion of the management. In many cases, a target price becomes equal to fair investment value calculated as potential valuation 12 months out, that is, calculated by the combination of the discounted cash flow (DCF) method and other valuation techniques. When an analyst mentions a target price of a company in a report, the target price is based on the analyst's earnings forecast of the company. An actual stock price may not reach the target price due to the performance of the company and risk factors such as a market and an economic environment related to the company.

The target prices and ratings are those as of issue dates of reports of the companies. Therefore, the target prices and ratings are not necessarily those of issue date of this report. Please see the latest reports.

No target price or rating is presented for stocks not included in the KCR's continuous follow coverage.

Note that a reference target price in a report is different from a target price that an analyst expects.

Analyst'sTestimony

The analysts whose names are on the cover guarantee that all the views in the report accurately reflect the analysts' views on all the stocks and all the companies that issued the stocks in the report.

Furthermore, the analysts whose names are on the cover guarantee that their rewards are never affected at any time by their recommendations and views presented directly or indirectly in the report, and there is no relationship with any consulting projects that KCR group businesses handled.

Disclosure on Conflict of Interes

KCR provides IR consultation and IR support services to businesses on an onerous contract basis. Visit http://www.ir-channel.jp/event/ for businesses to which KCR provided/is providing the services. Should you need information on our services, please contact our administration section (Tel. 06-6965-6100) of the research department.

KCR, our group business, an officer thereof, or an employee thereof may carry out trading or consignment trading of the financial product in this material. As of the issue date of this report, the analysts whose names are on the cover did not hold the financial product of the stock that this report deals with. As of the issue date of this report, Kitahama Capital Asset Management Co., Ltd. (Director General of Kinki Finance Bureau (Financial instruments business) No. 66) (Japan Investment Advisors Association membership number 022–00252), which is a KCR group-affiliated investment advisory company, did not hold the financial product of the stock that this report deals with. As of the issue date of this report, Kitahama IR Fund No. 1, of which Kitahama Capital Asset Management Co., Ltd. is an unlimited liability partner, did not hold the financial product of the stock that this report deals with. As of the issue date of this report, Kitahama IR Fund No. 2, of which Kitahama Capital Asset Management Co., Ltd. is an unlimited liability partner, did not hold the financial product of the stock that this report deals with. As of the issue date of this report, Kitahama IR Fund No. 3, of which Kitahama Capital Asset Management Co., Ltd. is an unlimited liability partner, did not hold the financial product of the stock that this report deals with.

This report is intended to provide information as reference for investment decisions, and not intended to solicit investment. Although figures and opinions in the report are based on data obtained from sources deemed reliable, KCR Inc. does not guarantee their accuracy. KCR will assume no responsibility for any loss and damage caused by using part or all of these materials. Investors are advised to make investment decisions based or their own judgment and responsibility. Opinions and forecasts and forecasts may be changed in the future without prior notice. KCR reserves all rights concerning the contents. Copying or reproducing the contents without prior approval is prohibited.