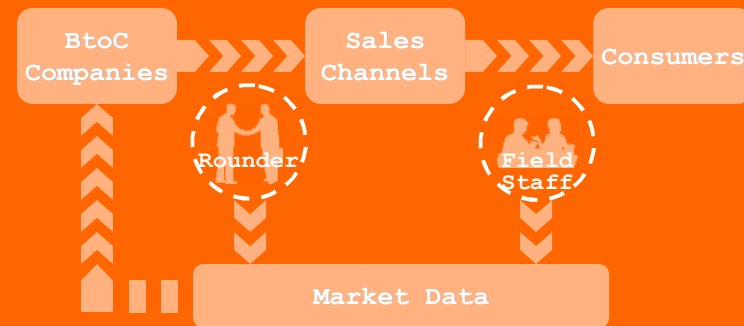


Retail Support Outsourcing

BACKS GROUP

www.backs.co.jp



Corporate Overview

Backs Group Inc.

June, 2011



[4306] JASDAQ

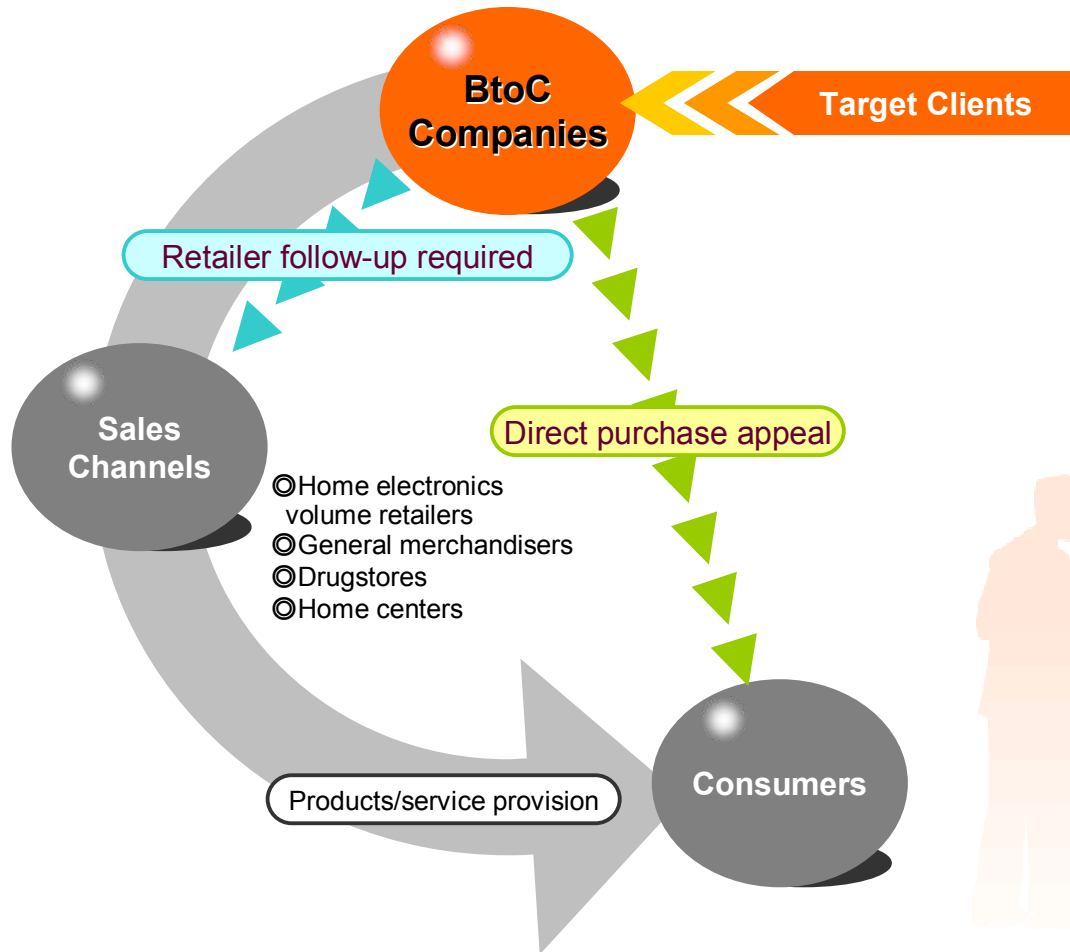
Corporate Profile

Corporate Name	Backs Group Inc.
Established	April 14, 1989
IPO date	JASDAQ September 19, 2001 (Code 4306)
Representative	Tsutomu Okada, President
Business activities	Retail support outsourcing for business-to-consumer (BtoC) companies
Office locations	Through its network of 25 locations across Japan (as of March 31, 2011)
Capital	¥406,970,000 (as of March 31, 2011)
Number of Employees	240 (regular and junior employees; as of March 31, 2011)
Active staff (monthly average)	4,765 (Contract employees:2,115 Part-time employees:2,651) (as of March 31, 2011)
Subsidiaries	Smart Communications, Inc. JB to B, Inc. Backs China, Inc.
URL	http://www.backs.co.jp/english/

Target Clients

Major Business-to-Consumer Companies

Companies providing products and services to end users via a sales channel



Major BtoC Companies

All BtoC companies providing sales and services via a sales channel

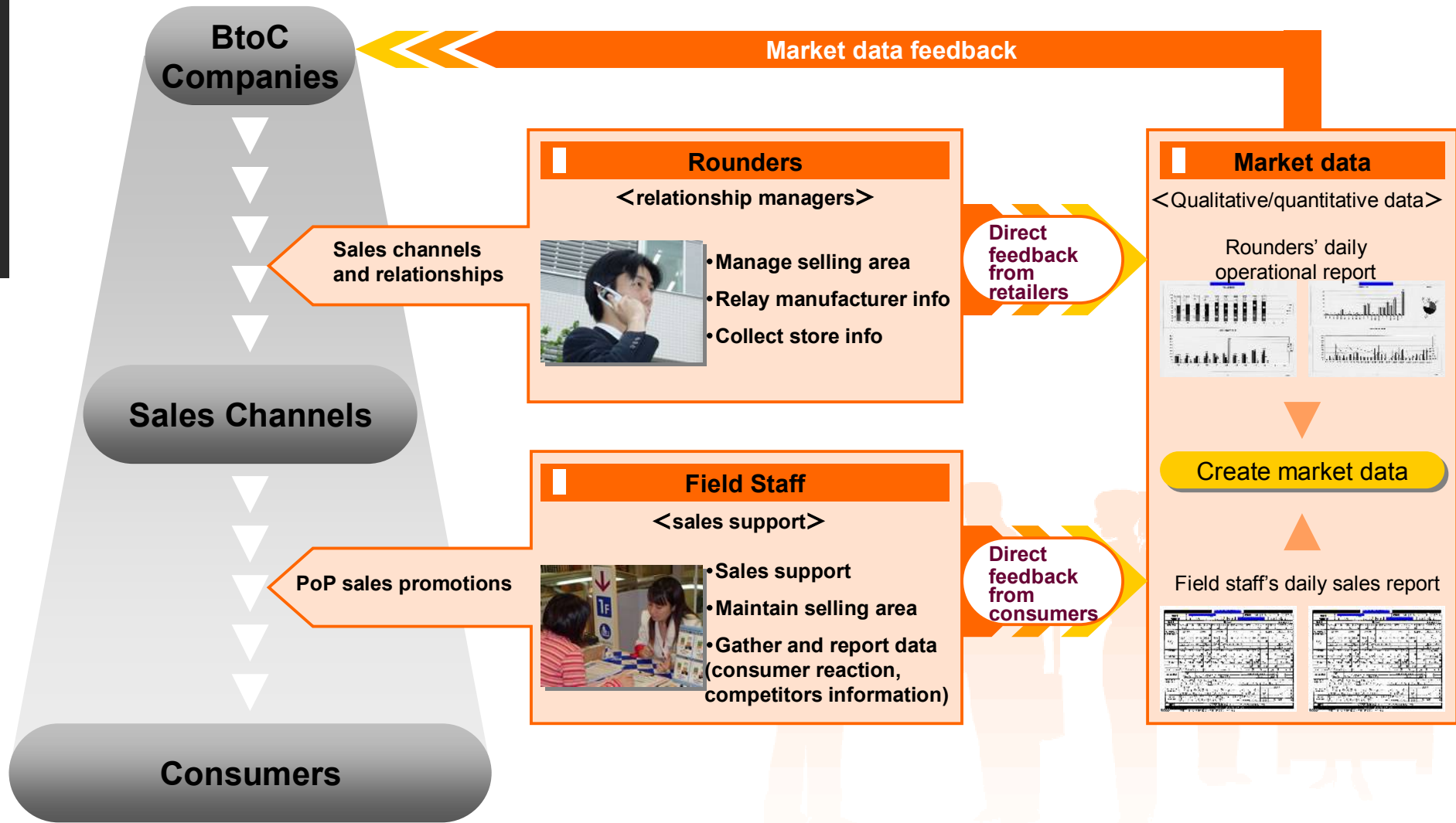
Companies requiring a large-scale marketing and sales system to cope with sales channel

Companies with material aids needed to provide detailed explanations to customers

Products needing explanations

Highly sophisticated products	Contract services	Trial products
<p>Electronic camera</p> <p>Computers</p> <p>DVD</p>	<p>Card</p> <p>Mobile phones</p> <p>Broadband</p>	<p>Alcohol beverages</p> <p>Dairy items</p>

Business Content: Retail Support Outsourcing



Clients List

Sales by Customer Segment

FY2011

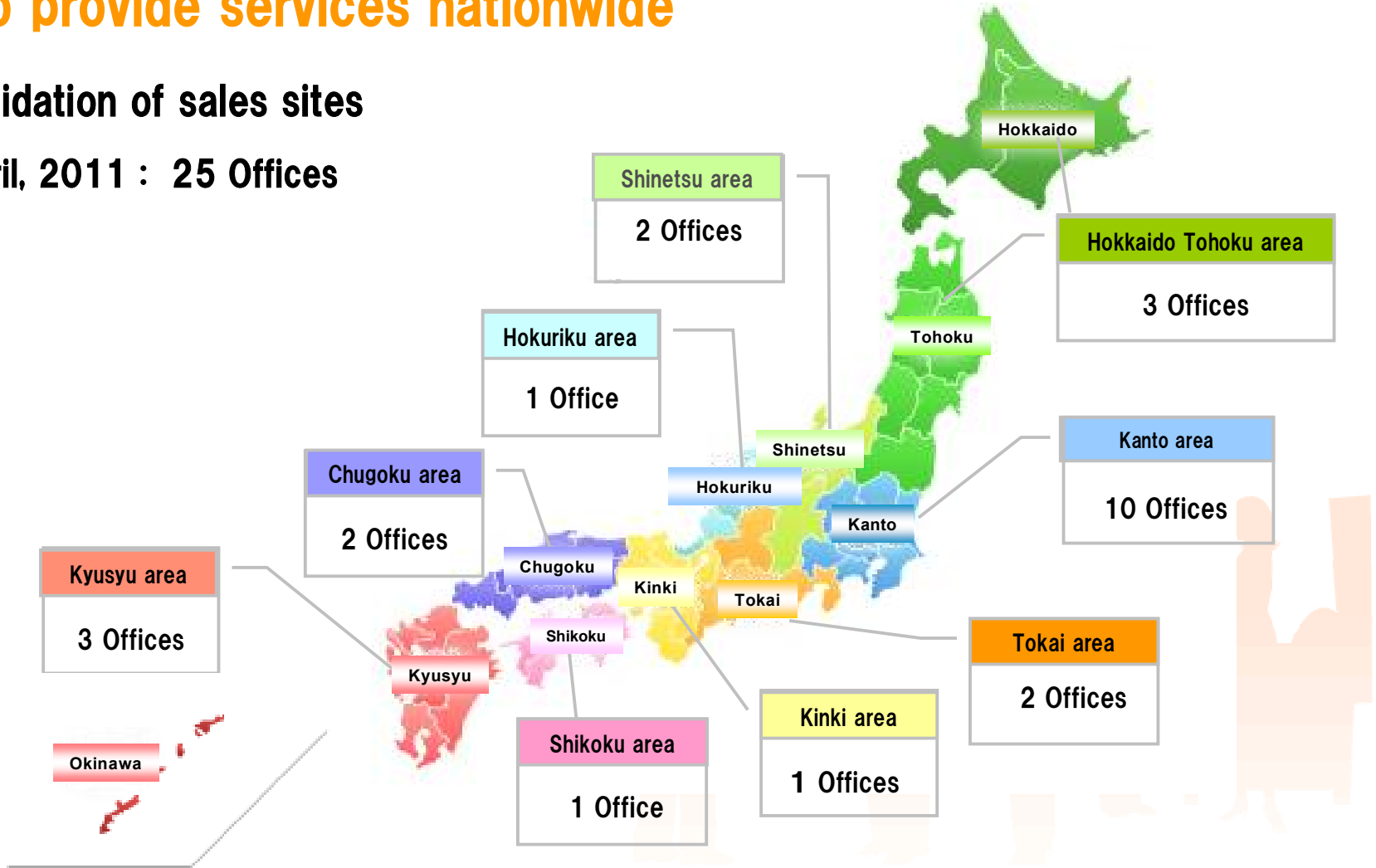
【Unit:Million of yen】 Sales (Share) Major Business Sector	Mobile Telecom	Digital Electronics	Financial Services	New Sectors
	6,728	3,290	424	2,046
	(53.9%)	(26.3%)	(3.4%)	(16.4%)
				Consumer goods

Office locations

Able to provide services nationwide

● Consolidation of sales sites

As of April, 2011 : 25 Offices



“Orange collar” work

sales, and other work that require customer interaction as “orange collar” work
 ⇒ orange collar is the type of position that requires high level of interpersonal communication skill



No. of staff	FY2011		
	FY2009	FY2010	FY2011
Active staff (monthly average)	5,690	4,559	4,765
(Contract employees)	1,735	1,873	2,115
(Part-time employees)	3,955	2,686	2,651
Registered staff	95,889	109,544	123,324
(Y on Y)	+24,483	+13,655	+13,780

Strengths

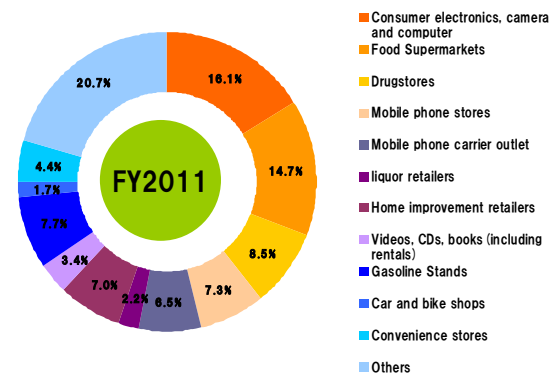
Operational execution know-how: Become familiar with sales store operations and execute smooth operational management

⇒ Create database of operational execution know-how from successful cases

FY2011

Total number of stores we have supported

24,566 stores



Office locations: Through its network of 25 locations across Japan (as of March 31, 2011)
 ⇒ The listed company being able to provide a nationwide retail support outsourcing service

Specialize in marketing and sales:
 Supply large number of “orange collar staff” suited to marketing and sales

Merits of Outsourcing Over Temporary Staffing

Merits of Outsourcing

	Outsourcing	Temporary Staffing
Large supply of staff suited to marketing and sales	◎	○
Operational management control of on-site functions •Relation between general and store management	◎	×
Excellent sales channel measures •Familiarity with culture of each channel	◎	×
Gathers daily operational reports from staff •Feedback from retailers/customers	◎	×
Manages staff motivation	◎	×
Manages staff employment	◎	×

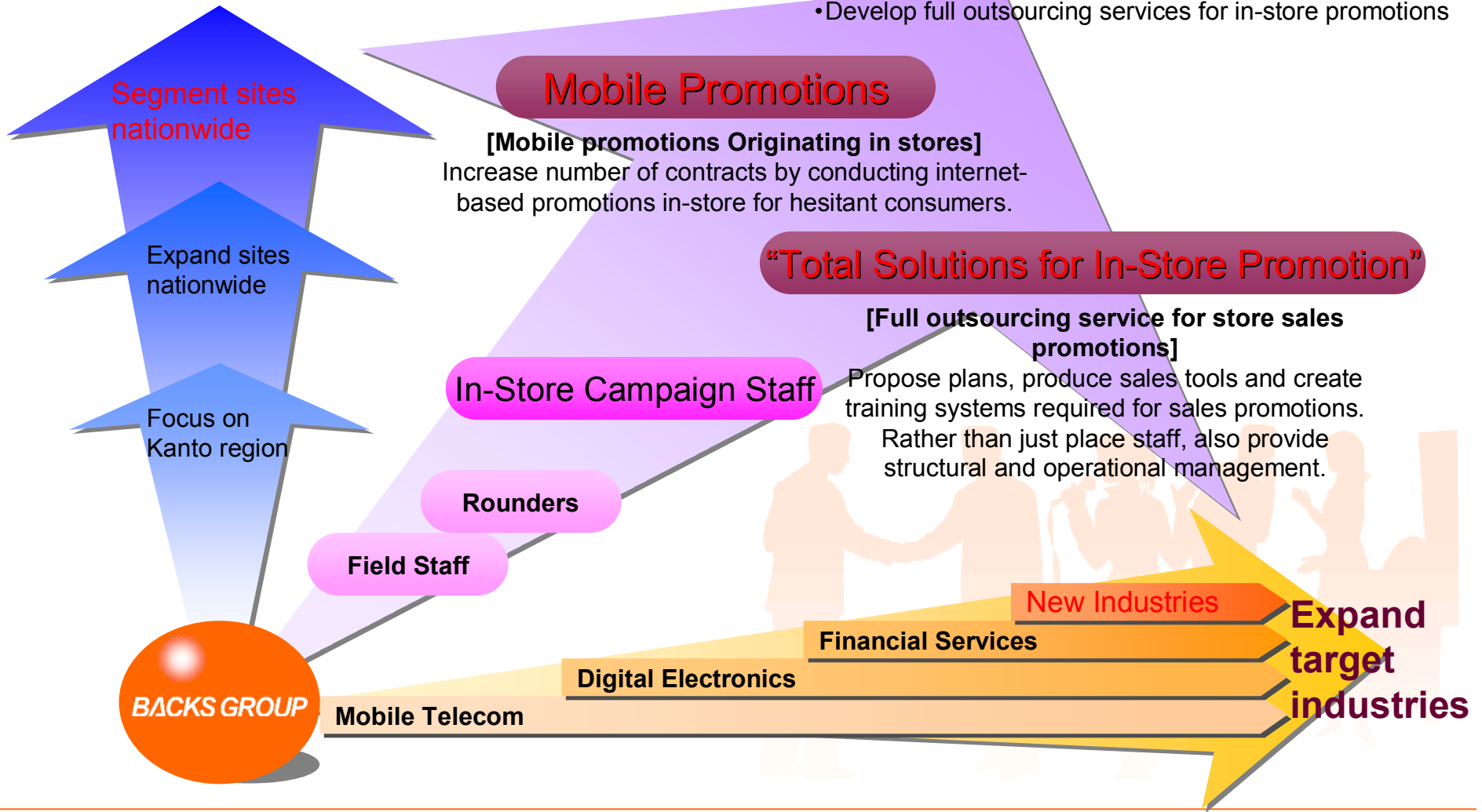
Growth Strategy: Become a “One to One Sales Promotion” Company

Expand service area

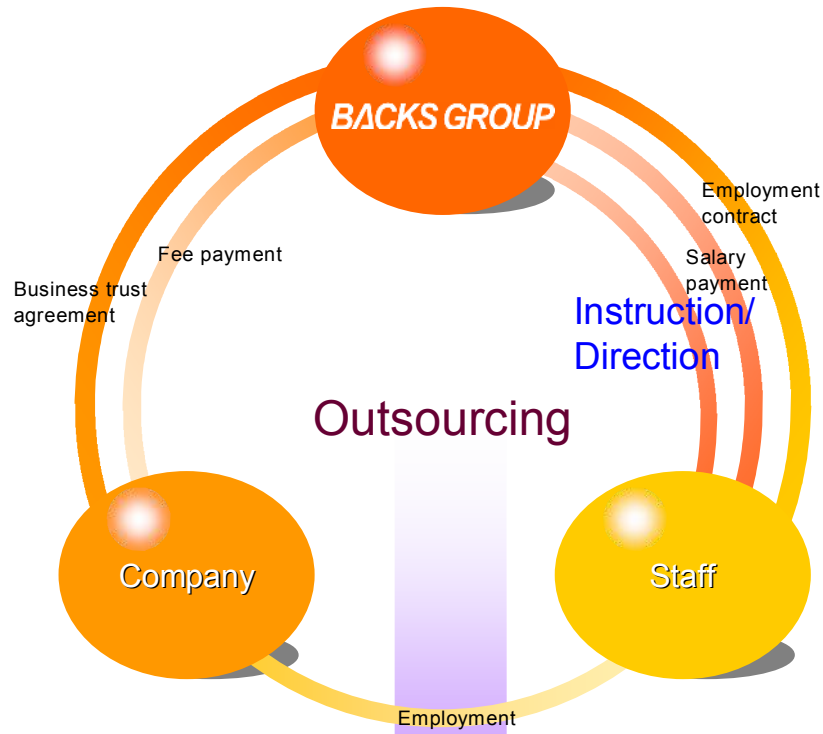
24 sites nationwide (as of March 2007)

Enhance service lineup

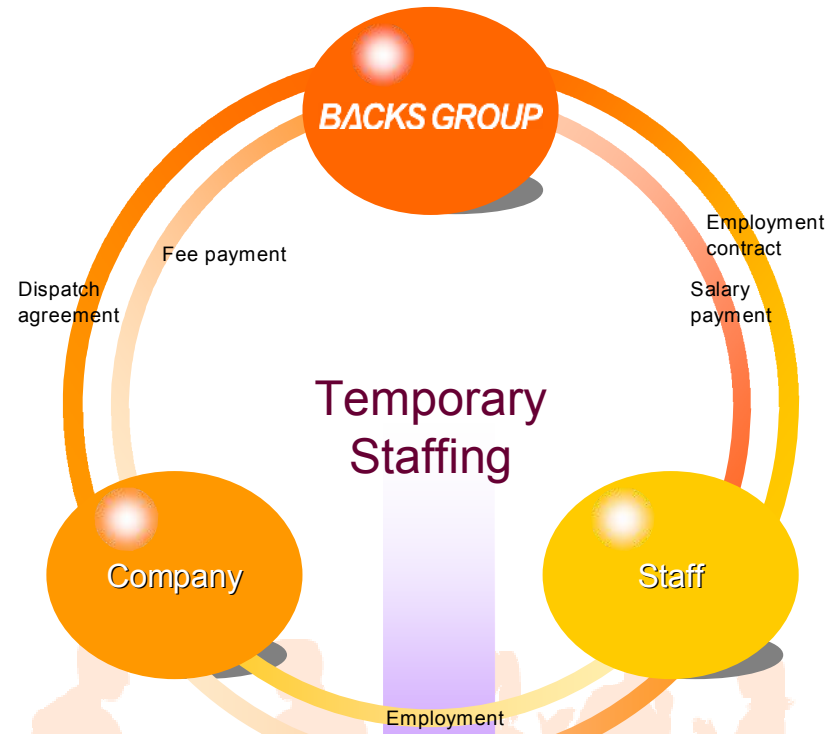
- Develop and provide profitable services
- Develop full outsourcing services for in-store promotions



Supplementary Material: Difference between Outsourcing and Temporary Staffing



- Outsourcing Services Provided**
- ◎ Staff recruitment/training
 - ◎ Instruct, direct and manage staff
 - ◎ Execution of commissioned work
- etc.



- Temporary Staffing Services Provided**
- ◎ Supply temporary staff
 - ※ Instruction and direction from the dispatch office is not possible in accordance with the Worker Dispatch Law

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