



ALBA PARTNERS, INC.

*Analysis on Regulatory
Impact*
2008



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*Regulatory Impacts in the
Past
2004~2007*

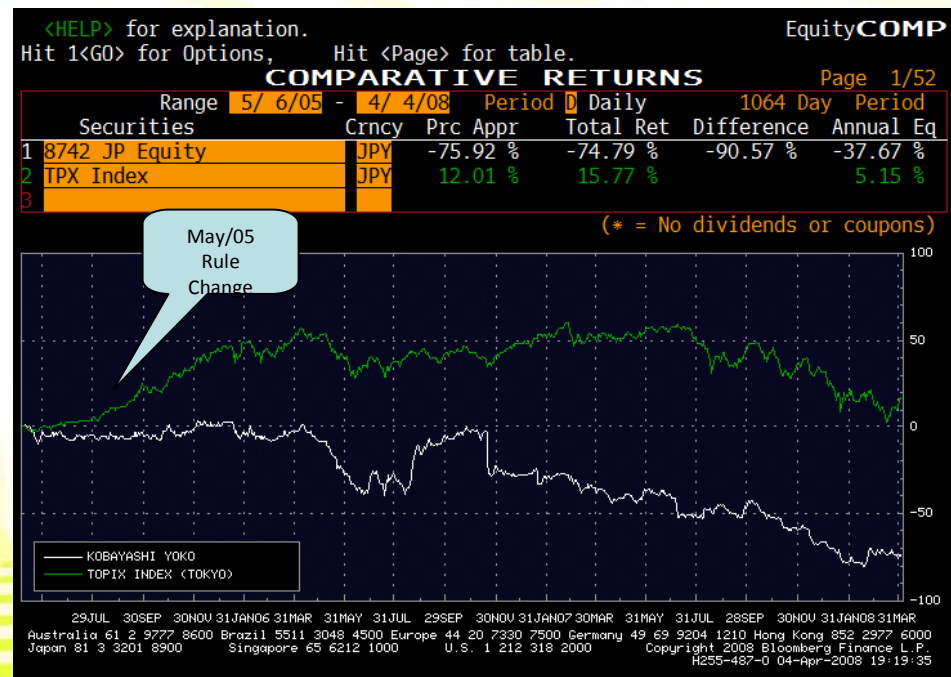


Amendment on Commodities Exchange Act

- Submitted on 11/11/2004
- Came into force in 05/2005
 - Regulation on Commodities Exchange affected companies dealing with commodities and futures.

Sufferers

8742 Kobayashi Yoko
8746 Daiichi Commodities
8747 Yutaka Shoji
8749 Ace Koeki



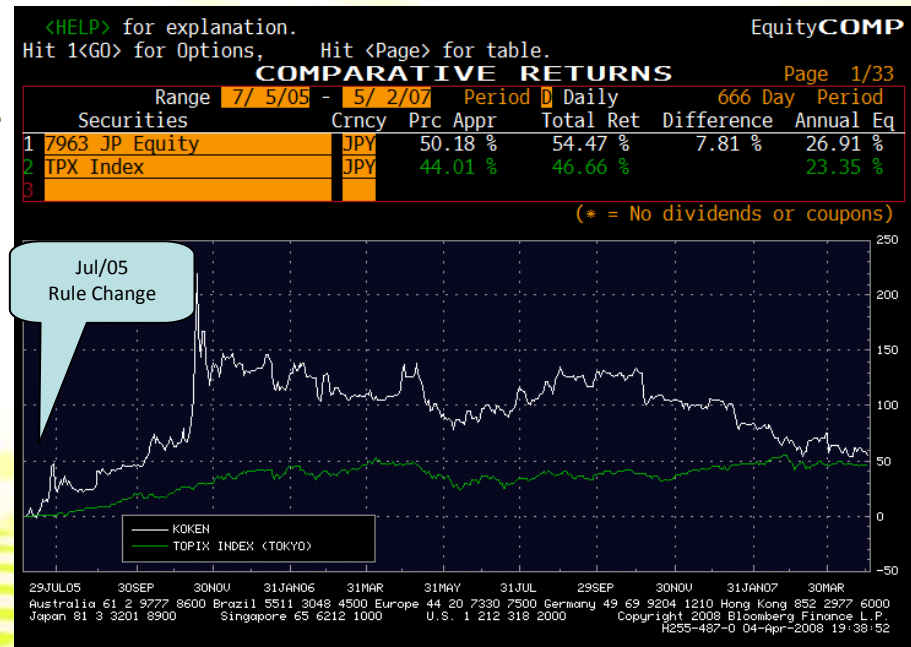
8742 Kobayashi Yoko



Regulations on Asbestos

- Came into force on 03/27/2006
 - Koken, manufacturer of masks to prevent construction workers from breathing asbestos powders, eventually benefited from the change.

**Beneficiary
7963 Koken**



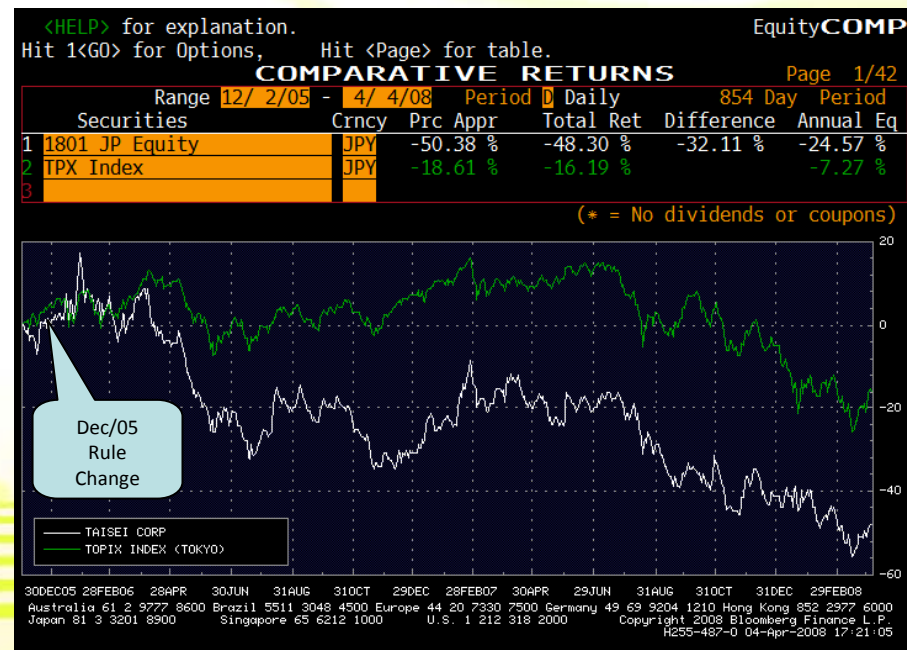
7963 Koken

Regulation on "Bid-Rigging" for Construction Companies



- Submitted on 01/04/2006
- Came into force on 12/15/2006
 - Regulation further strengthened to enforce bid-rigging on public civil engineering orders.
 - Construction companies from big to small suffered.

Sufferers
 1801 Taisei
 1802 Obayashi
 1812Kajima



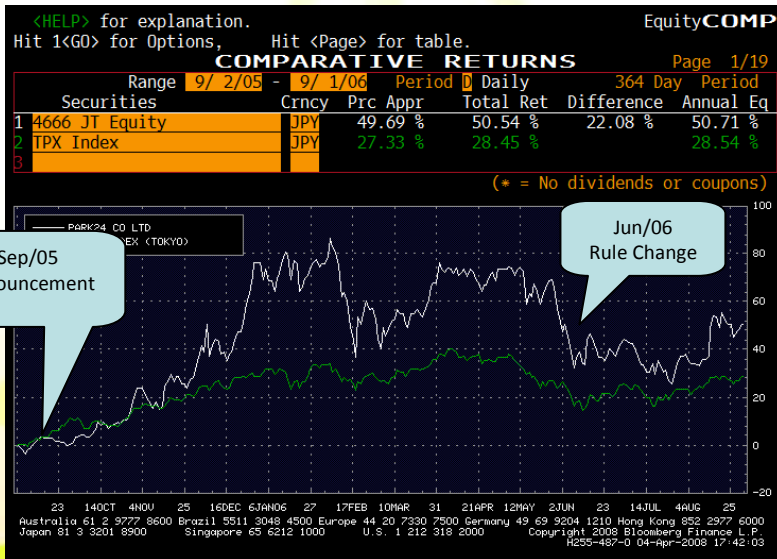


Amendment of Road Traffic Act

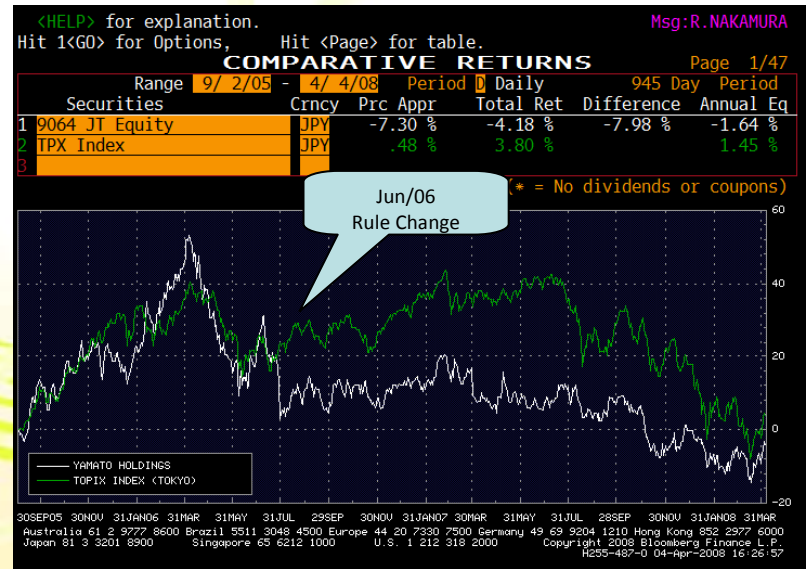
- Submitted in 09/2005
- Came into force on 09/19/2007
 - Street parking strictly prohibited after the amendment.
 - Parking space developers benefited while parcel deliveries and trucking companies suffered.

Beneficiaries
 4666 PARK24
 2353 Nippon Parking Development

Sufferers
 9369 KRS
 9064 Yamato Holdings



4666 PARK24



9064 Yamato Holdings



Money Lending Business Law

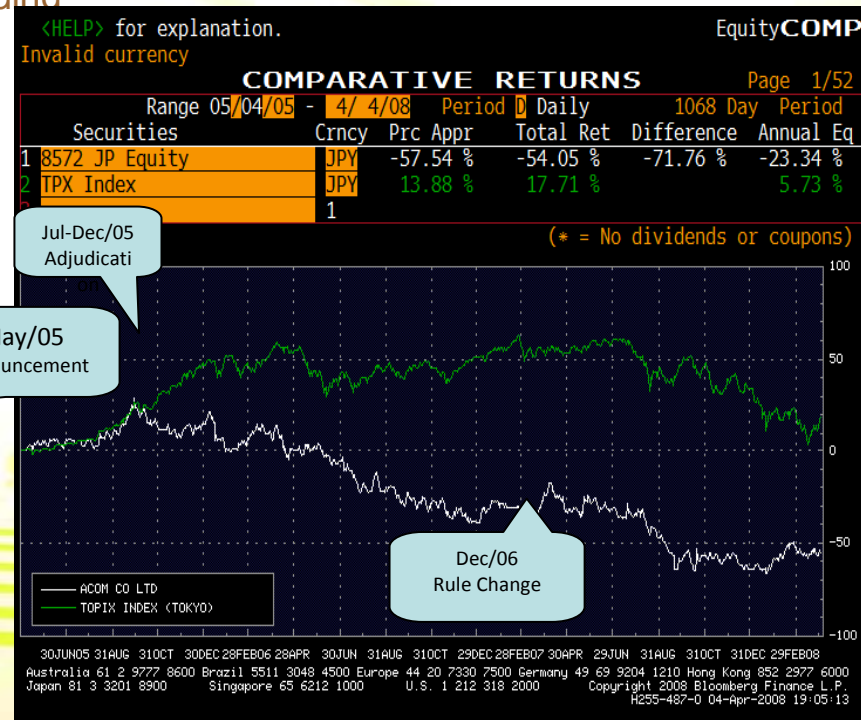
- Submitted on 12/19/2006
- Came into force on 01/01/2007
 - New cap for lending rate was set to 20%, down from previous 29.2%.
 - Another law setting cap for total lending amount will also be enacted in 2010.
 - Consumer Finance and Credit Card companies suffered.

Sufferers ~Consumer Finance

8564 Takefuji
8672 ACOM
8515 Aiful
8574 Promise

Sufferers ~Credit Card Cos

8258 OMC Card
8253 Credit Saison



8672 ACOM
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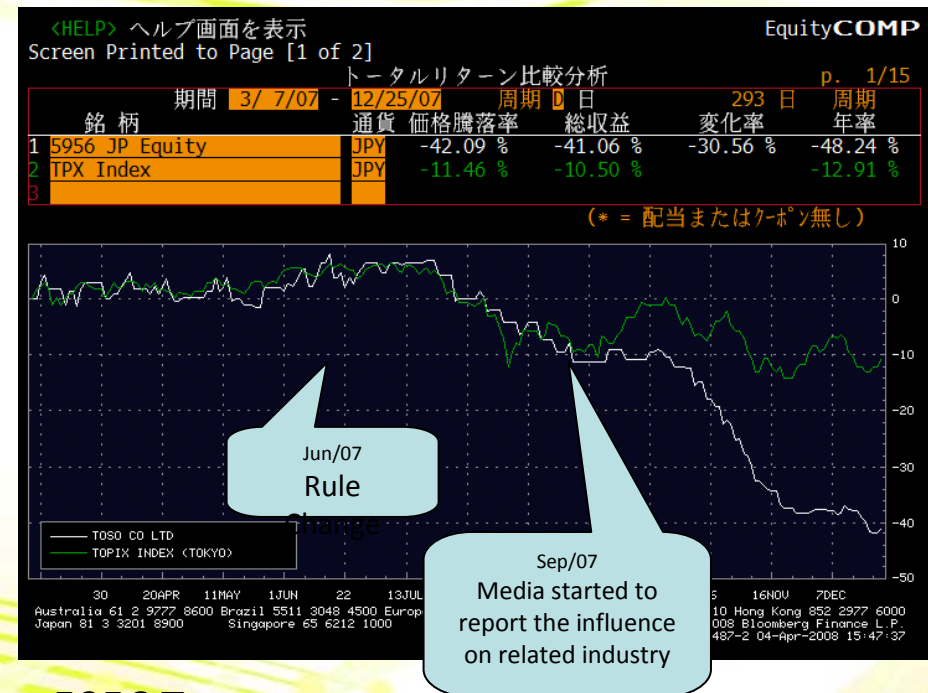


Amended Standard Construction Act

- Submitted on 12/20/2006
- Came into force on 06/20/2007
 - Application got intricate, forcing the major construction projects to be postponed.
 - Sufferers include condo developers (8840), housing builders (1722, 1911), and housing material providers (5956, 5929, 4204).

Sufferers

8840 Daikyo
 1722 Misawa Home
 1911 Sumitomo Forestry
 5956 Toso
 5929 Sanwa HD
 4204 Sekisui Chemical



5956 Toso

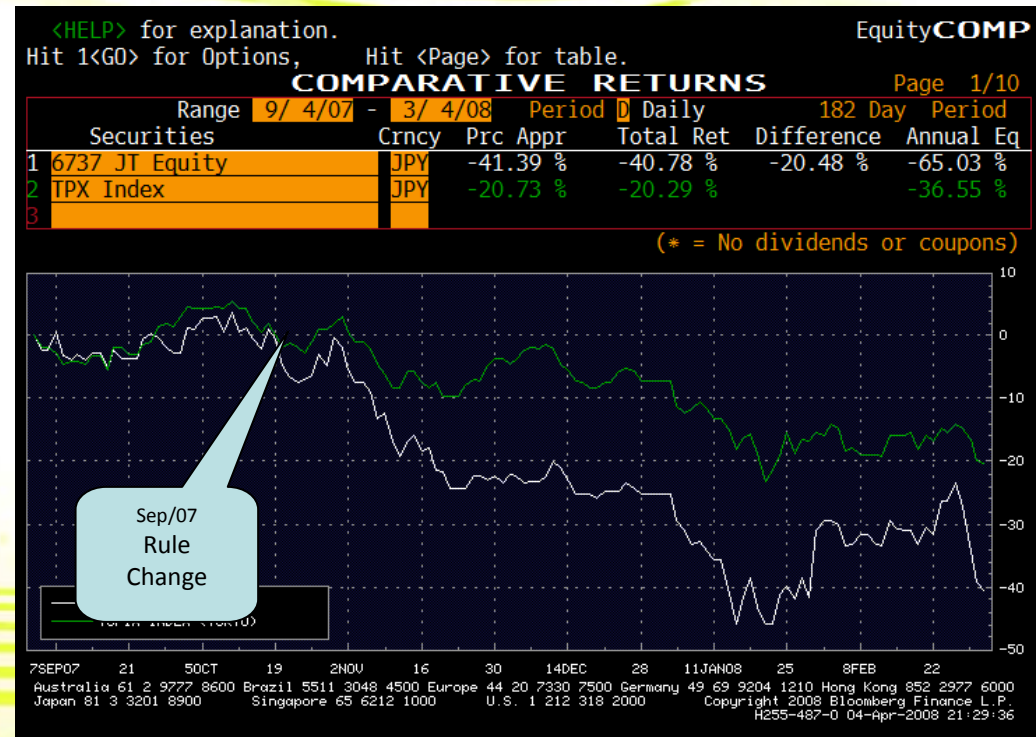


Regulation on High-Speculative Pachislo

- Submitted on 05/01/2006
- Came into force on 09/30/2007
 - High speculative Pachislo machines were prohibited by Sep/07.
 - Prohibit entrance of customers under 18
=> moms w/ babies disappeared.
 - Sufferers include Pachislo machine manufacturers (6460), device providers (6737, 6645, 7591).

Sufferers

6460 SEGA SAMMY
6737 EIZO NANA0
6645 Omron
7591 Excel



6460 SEGA SAMMY

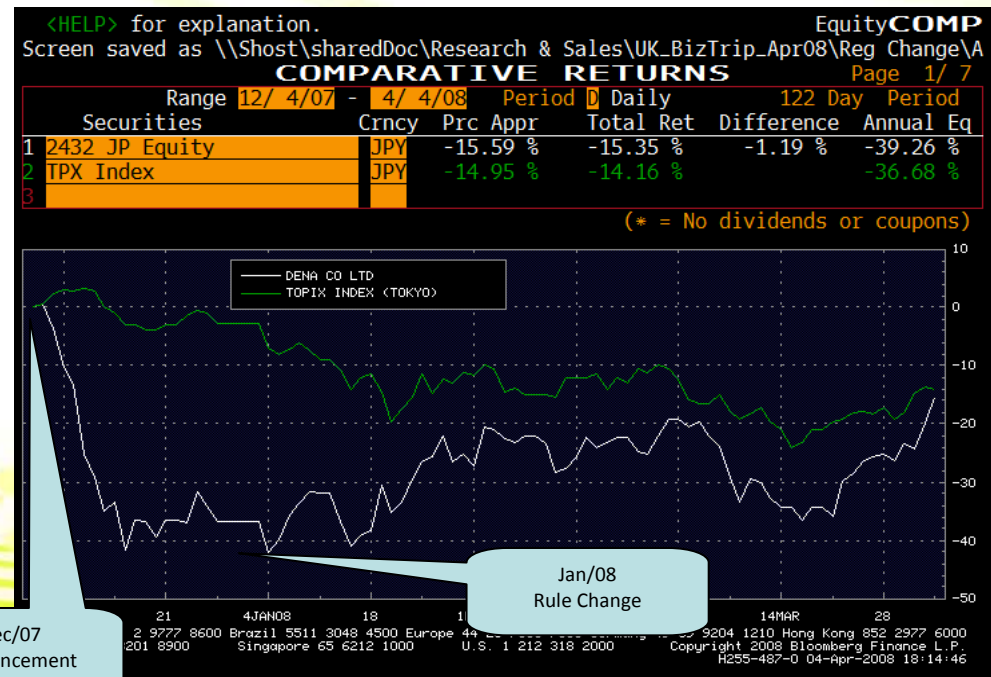
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"Filtering" on Mobile Web Access

- Announced on 12/10/2007
- Implemented on 01/12/2008
 - Mobile phone contents providers with message board pages and chat function had been put on black list for under 18 years old.
 - Sufferers were these contents providers (2432, 2121, 2323).

Sufferers
 2432 DeNA
 2121 MIXI
 2323 FonFun



2432 DeNA
 Alba Partners, Inc.



*Regulations going
forward...*



Specified Business Transaction Law

- Submitted on 03/07/2008
- Summary:
 - The law will be set to prevent aggressive sales activities on specific high price transactions.
 - Among six specific transaction categories listed in the law, “Specified Continuous Compensation for Services” shall have influence on below companies .

【English Conversation Schools】

2133 GABA CORPORATION
2496 ALC PRESS
4319 TAC
4344 SOURCENEXT

【Esthetic Clinic】

4357 La Parler
4916 Noevir
4918 IVY COSMETICS

【Cram School】

9789 Eikoh
3446 ZENKEN HOLDINGS

【Jewels and Garment】

8248 Nissen Holdings
2437 SHINWA ART
AUCTION
9937 Cecile

【Credit Loan】

8584 JACCS
8589 APLUS

【Internet and EC】

4755 Rakuten
3071 Stream



Amendment on Installment Sales Law

- Submitted on 03/07/2008
- Summary:
 - The law is to prevent aggressive sales activities on specific high price transactions, same as Specified Biz Transaction Law.
 - Regulation on credit loan companies providing installment payment method to consumers will be tightened.
 - Credit record reference is to be made mandatory.
 - Direct sufferers are credit loan companies below, but those industries selling high-end goods are also potential sufferers.

Potential Sufferers

8258 OMC Card
8253 Credit Saison
8584 JACCS
8589 APLUS
2437 SHINWA ART AUCTION



New Law and Agency for "Visit Japan Campaign"

- Submitted on 01/29/2008
- Summary:
 - The law is aiming at increasing the number of overseas tourists visiting Japan and expanding income from related businesses.
 - Companies below are potential beneficiaries: accommodation (9723), amusement facility (4661 operating Tokyo Disney Land), owner of commercial facilities in airport terminal (9706), major department store (3099).

Potential Beneficiaries

9723 Kyoto Hotel
4661 Oriental Land
9706 Japan Airport Terminal
3099 Isetan Mitsukoshi HD

Amendment on Disease Prevention Law related to Influenza

- Submitted on 02/05/2008
- Summary:
 - The law will add H5N1 Bird Flu in “specified disease” list.
 - Supplement investing will be made on infrastructures such as quarantines, prophylactics, and medical equipments.
 - Companies below have R&D facilities for bird flu medicines (4518, 4549) or planning to start selling preventive medical equipments (texture for masks etc. 3105, 9833) for bird flu.

Potential Beneficiaries
4518 Toyama Chemical
4549 EIKEN CHEMICAL
3105 NISSHINBO INDUSTRIES
9833 ELK CORPORATION



Amendment on Bio Fuel related Laws

- Submitted on 02/15/2008
- Summary:
 - The law will provide supplementary budget to both bio material producers and bio fuel producers
 - Potential beneficiaries include fuel producers (2405, 5012 planning to start), providers of bio fuel related products (6858, 5401) and the one w/ R&D facility (2503).
 - Potential sufferers are makers of food and beverage who suffer from material

Potential Beneficiaries

2405 FUJIKOH COMPANY
5012 Tonen General Sekiyu
2503 Kirin Holdings Company
6858 ONO SOKKI
5401 NIPPON STEEL
7004 Hitachi Zosen

Potential Sufferers

2809 Q. P. Corporation
2813 Wakou Shokuhin



Amendment on Pharmaceutical Law

- Rule change gradually from 04/2007, drastic change planned in 2009
- Summary:
 - The law is set for deregulation on OTC drug sellers --from drug stores to other retailers.
 - Some GMS and super markets (8267, 8270) have announced new entrance to the market while traditional drugstores are likely to suffer (3088, 7649).

Potential Beneficiaries

8267 Aeon
8270 Uny

Potential Sufferers

3088 Matsumotokiyoshi HD
7649 Sugi Pharmacy