



Ateam Inc. (Securities Code: 3662)

Business Report

Fiscal Year 2013 (Ended July 31, 2013)

Date: September 13, 2013

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(Reference)

Ateam Group Corporate Profile

Results for A.T.brides Inc., an Ateam subsidiary founded in April 2013, are included in the Lifestyle Support Division figures in this business report.



1. Notice Concerning Establishment of Three New Subsidiaries

Subsidiary Establishment Summary

❑ New subsidiaries of Ateam Inc., Hikkoshi Samurai Inc., A.T.Support Inc., and Ateam Lifestyle Inc. were established on August 22, 2013

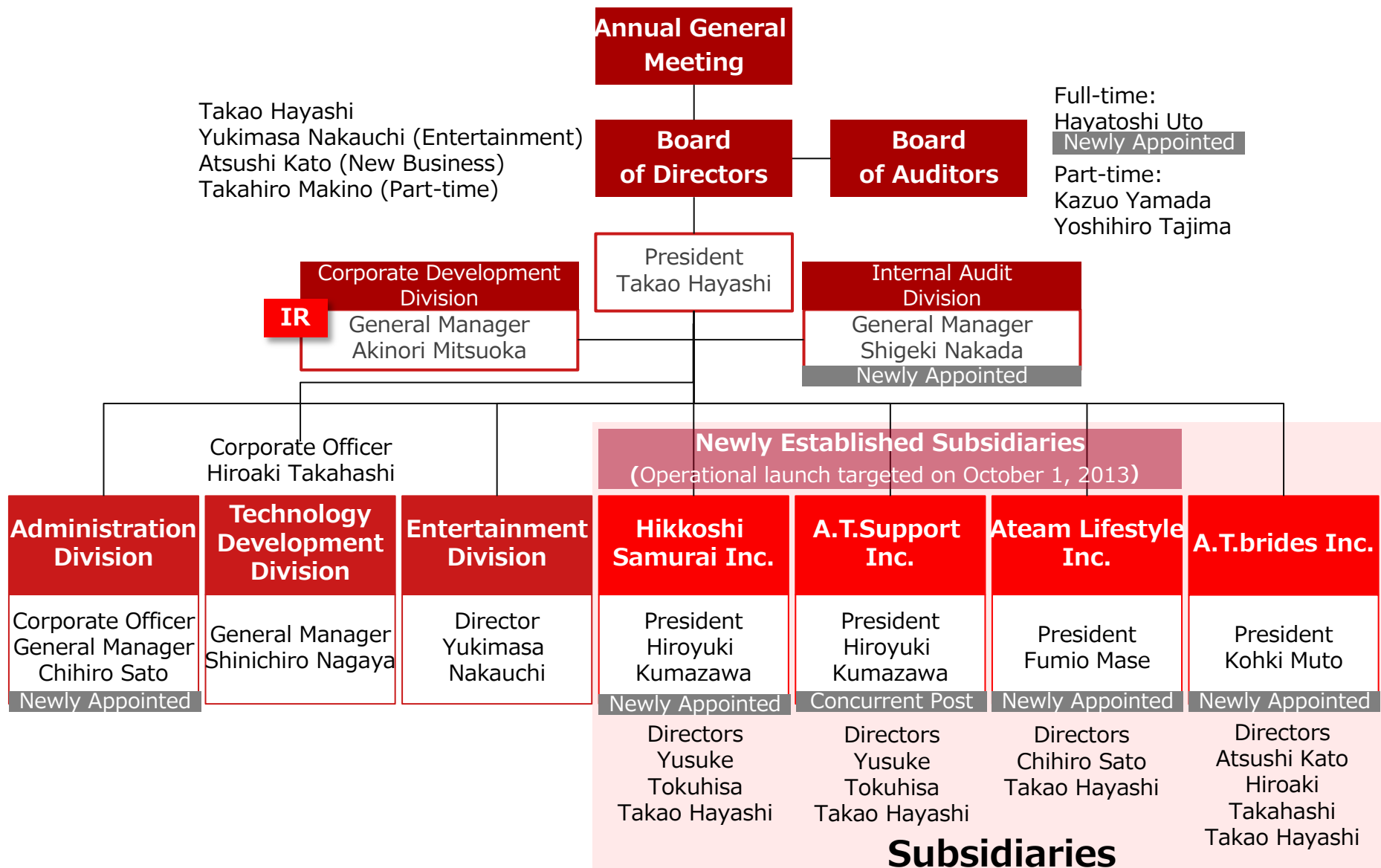
❑ Objectives of Establishment

- Streamlining of management decisions
 - ✓ Delegation of authority to top manager of each division
- Increase individuals with experience as a company representative, strengthen group management system

❑ Obligations Assumed

Company Name	Obligations	Future Outlook
Hikkoshi Samurai Inc.	Moving company comparison	Focus on promotion and market penetration of the Hikkoshi Samurai brand
A.T.Support Inc.	Telephone marketing	Expand telephone marketing to areas beyond moving-related services
Ateam Lifestyle Inc.	Used car online appraisal	Develop new services in addition to the Navikuru used car appraisal service

Organizational Structure from October 30, 2013



Overview of Subsidiaries

- Establishment of the new subsidiaries will have no effect on day-to-day operations and direct effect on performance will be minimal

Name	Hikkoshi Samurai Inc.	A.T.Support Inc.	Ateam Lifestyle Inc.	A.T.brides Inc.
Representative	Hiroyuki Kumazawa	Hiroyuki Kumazawa	Fumio Mase	Kohki Muto
Lines of business	Moving company comparison	Telephone marketing	Online car appraisal	Bridal
Capital	JPY50 million *Additional paid-in capital: JPY50 million	10 million	JPY50 million *Additional paid-in capital: JPY50 million	JPY30 million *Additional paid-in capital: JPY30 million
Headquarters location	Nagoya City, Aichi, Japan			Nagoya City, Aichi, Japan
Established	August 22, 2013			February 22, 2013
Major shareholders and shareholding ratio	Ateam Inc. 100%			Ateam Inc. 100%
Operational launch	(target date) October 1, 2013			April 1, 2013

Personal History of New Subsidiary Representatives



Hiroyuki Kumazawa

**President of
Hikkoshi Samurai Inc.**

President of A.T.Support Inc.

- Born in May 1977
- Graduated from Chuo Koto Gakuin
- Chubu Setsubi Co., Ltd
- Ateam Inc.



Fumio Mase

**President of
Ateam Lifestyle Inc.**

- Born in Jan 1984
- Graduated from Kanazawa University
- Nikko Cordial Securities Inc.
- Ateam Inc.



Kohki Muto

President of A.T.brides Inc.

- Born in July 1983
- Graduated from Aichi University
- Proto Corporation
- Ateam Inc.



2. Report on Fiscal Year 2013 (Ended July 31, 2013)

Fiscal Year 2013 Consolidated Result Topics

Overall

Record Yearly Revenue and Profit Achieved

- Revenue: JPY 10,989 million (Y on Y: 172.3%)
 - Operating Income : JPY 1,717 million (Y on Y: 160.4%)
-

Entertainment

Large Increase in Revenue and Profit

- Dark Summoner and titles produced in collaboration with GREE, Inc. provided steady revenue and profit throughout the fiscal year
 - Release of one new title delayed into Fiscal Year 2014, but horse raising and racing title “Derby Impact” was released in FY 2013 Q4 and contributed revenue and profit
-

Lifestyle Support

All Services Showing Steady Growth

- Hikkoshi Samurai and Navikuru maintain top market shares
- Bridal business split into subsidiary on April 2013, growing favorably

Fiscal Year 2013 Consolidated Result Summary

- Revenue Was in Line With Forecasts, Profit Slightly Below Forecasts
- Record Revenue and Profit Post Large Increases Over Previous Fiscal Year, Record Revenue and Profit Achieved

Unit: Millions JPY		Fiscal Year 2012		Fiscal Year 2013 (Ended July 31, 2013)				
		Yearly	Ratio	Yearly	Ratio	Y on Y	Forecast (as of July 16)	% of forecast
Revenue	Total	6,379	100.0%	10,989	100.0%	172.3%	11,000	99.9%
	Entertainment	3,278	51.4%	6,632	60.4%	202.3%	-	-
	Lifestyle Support	3,100	48.6%	4,357	39.6%	140.5%	-	-
Operating income		1,070	16.8%	1,717	15.6%	160.4%	1,802	95.3%
Ordinary income		1,047	16.4%	1,718	15.6%	164.0%	1,802	95.4%
Net income		590	9.3%	1,042	9.5%	176.4%	1,050	99.2%

Fiscal Year 2013 4th Quarter Topics

Overall

Both Revenue and Profit Increased Y on Y

- Revenue: JPY 2,615 million (Y on Y: 120.4%)
 - Operating Income: JPY 381 million (Y on Y: 122.0%)
-

Entertainment

Both Revenue and Profit Increased Y on Y

- Revenue from existing titles decreased Q on Q slightly, but revenue generated by Derby Impact was favorable, led to an overall division revenue increase
 - Advertising costs of new titles anticipated on Q3 would fall into FY 2014, advertising costs resulting in Q4 being below expectations and profits increased
-

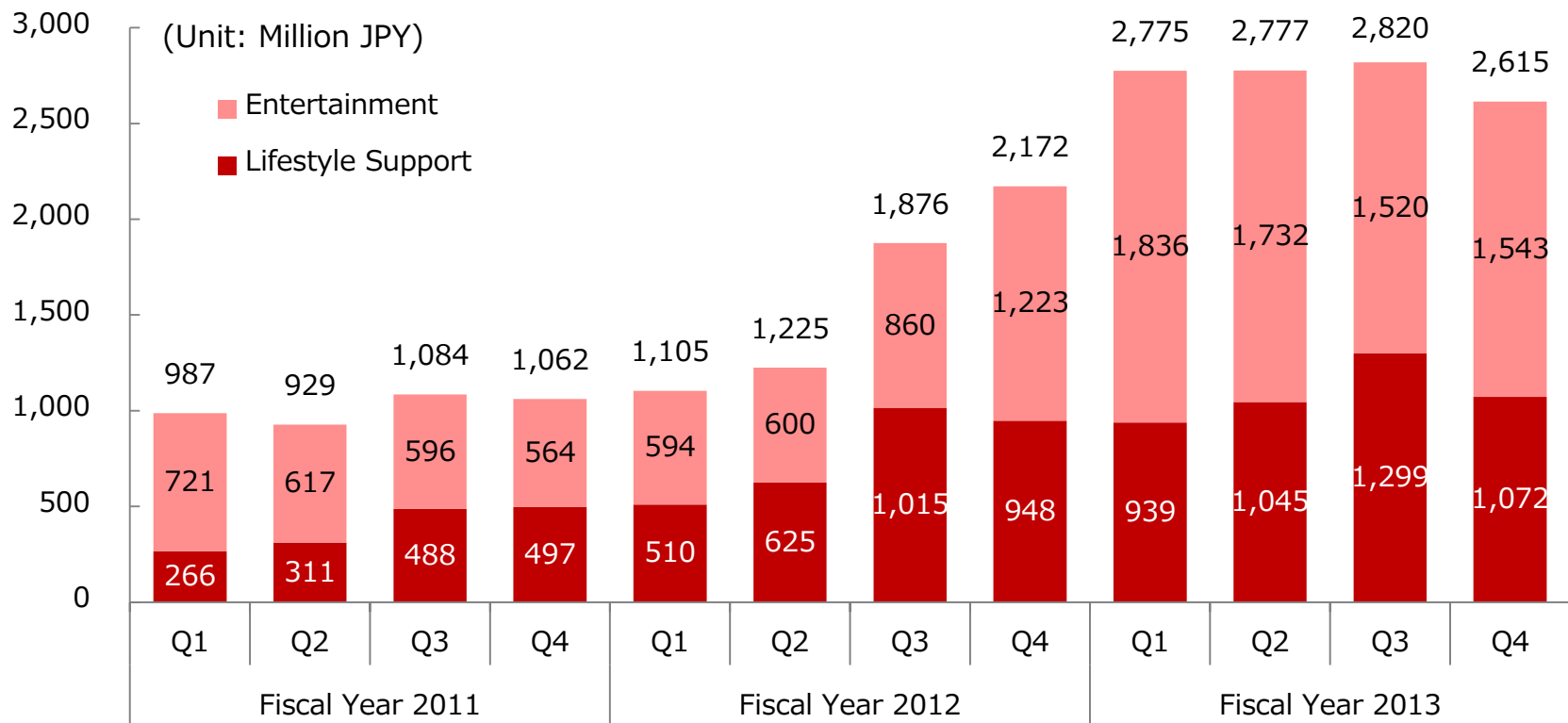
Lifestyle Support

Exited Peak Business Period, Decreased Q on Q, Increased Y on Y

- Launched a new service, “merci,” produce of after-wedding parties
- Hikkoshi Samurai and Navikuru maintain top market shares

Latest Quarterly Revenue Trend

- Lifestyle Support Division Exited Peak Business Period, Decreased Q on Q



Quarterly Trend of Management Indexes

- ❑ Advertising Expenses Decreased While Labor Costs, Recruitment Expenses, Subcontractor Expenses, and Server Maintenance Fees Rose
 - 3 months of Labor Costs of new recruits from April included in quarterly labor costs
 - Subcontractor expenses and server costs increased due to new title releases

Unit: Million yen	Fiscal Year 2012 (Ended July 31, 2012)				Fiscal Year 2013 (Ended July 31, 2013)			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Revenue	1,105	1,225	1,876	2,172	2,775	2,777	2,820	2,615
Operating Income	146	204	400	312	669	308	356	381
Advertising Expenses	314	409	702	905	933	1,238	1,240	898
Labor Costs, Recruitment Expenses	352	352	415	419	445	515	535	586
Mobile Device Fees, Payment Commissions	94	108	161	259	406	416	387	391
Subcontractor Expenses, Server Maintenance Fees	52	43	56	98	104	110	127	185
Office Rental Fees	45	46	47	50	76	81	89	90
Number of Employees (Unit: People)	261	262	288	300	343	386	462	482

*Number of Employees includes directors, regular employees, contracted employees, and part-time workers of all subsidiaries.

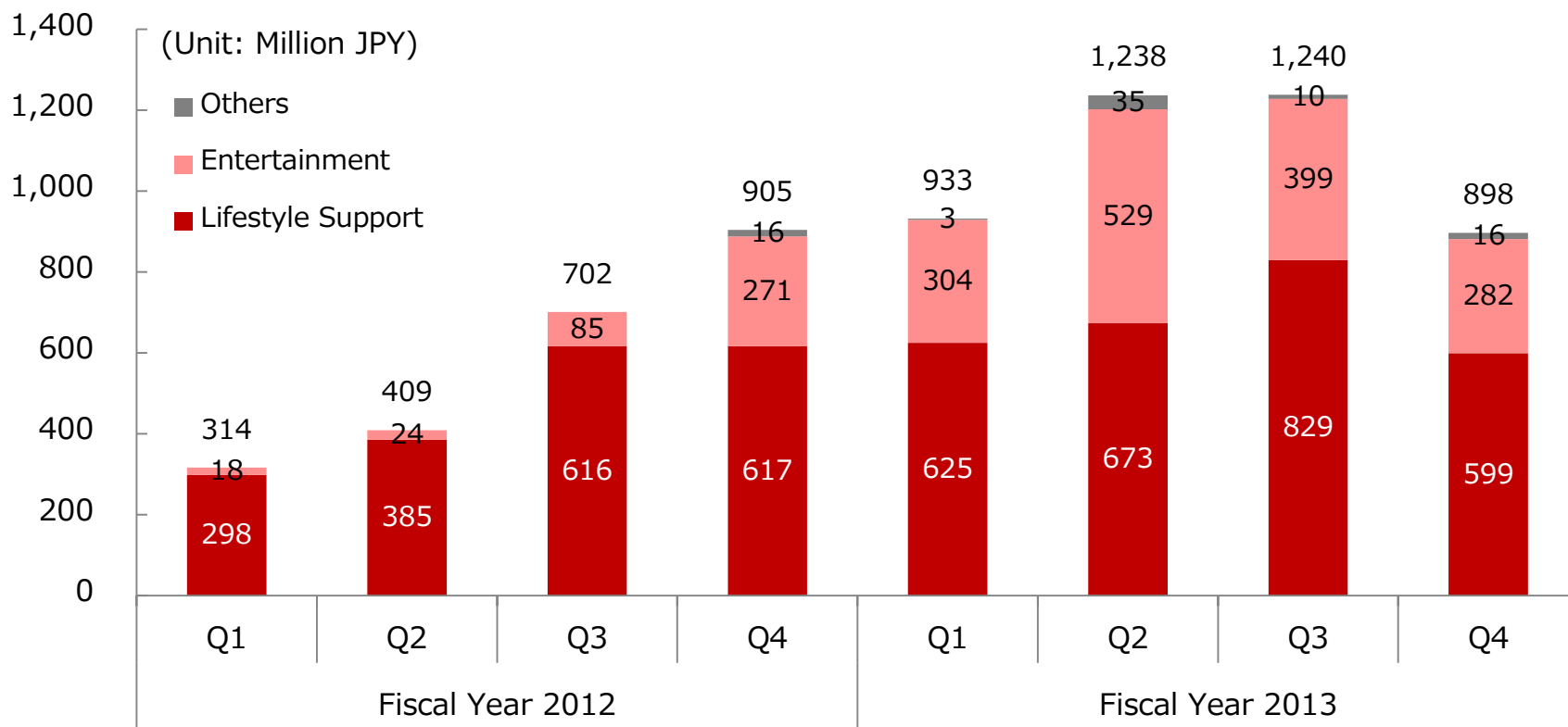
Advertising Expense Trends Classified by Division

Entertainment

Advertising Expenses Reduced

Lifestyle Support

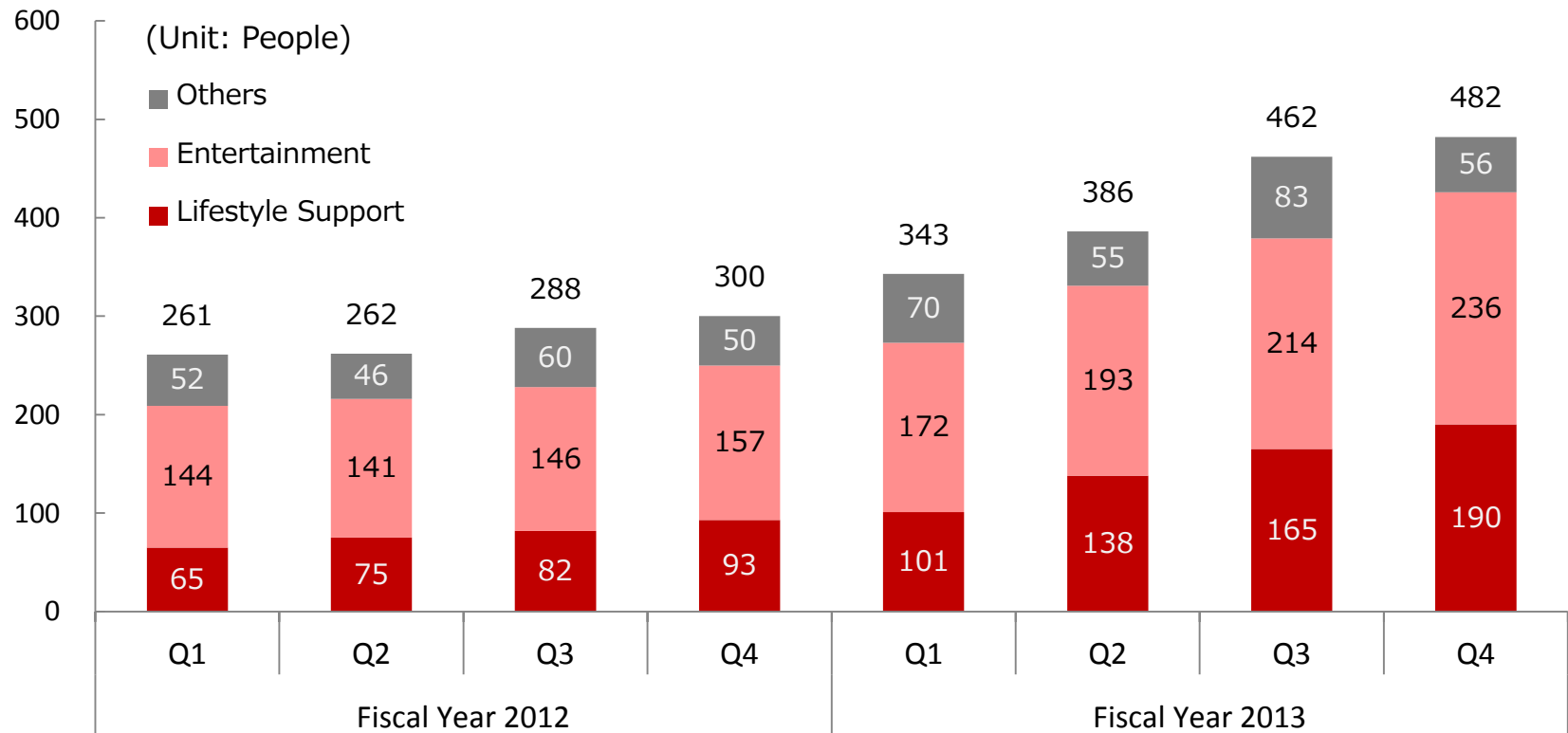
Exited Peak Business Period, Advertising Expenses Reduced



Note: Others =Administration Div., Technology Development Div., & other Divisions

Number of Employees Classified by Division

- ❑ Recruits of New Graduates and Ateam Camp Graduates Tentatively Assigned to Common Divisions Were Assigned to Other Divisions
- ❑ Mid-Career Recruitment Continued
 - Many part-time workers were hired due to the internalization of telephone marketing



Note: Others = Administration Div., Technology Development Div., & other Divisions

Balance Sheet

- ❑ Net Assets Increased With Profit
- ❑ Intangible Fixed Assets Increasing Due to Large Titles Released by Entertainment Division
- ❑ Debt-Free Operations Continue

Unit: Million JPY	Fiscal year 2012 (Ended July 31, 2012)	Fiscal Year 2013 (Ended July 31, 2013)	Unit: million yen	Fiscal year 2012 (Ended July 31, 2012)	Fiscal Year 2013 (Ended July 31, 2013)
Current assets	2,709	3,760	Current liabilities	1,153	1,136
Cash equivalent	1,339	1,944	Fixed liabilities	0	0
Accounts receivable	1,227	1,232	Total liabilities	1,153	1,136
Fixed assets	443	881	Interest-bearing liabilities	100	0
Tangible assets	45	102	Shareholder's equity	1,999	3,500
Intangible assets (software)	120	410	Total net asset value	1,999	3,505
Total assets	3,153	4,641	Liabilities and net assets	3,153	4,641

Dividends

- ❑ Special Dividend and Commemorative Dividend were Distributed at the end of FY2013 Q2, and An additional Dividend is also Planned to be Distributed
- ❑ Dividends for Fiscal Year 2014 are Undecided, but We are Aiming for Similar Payout Ratio to Fiscal Year 2013

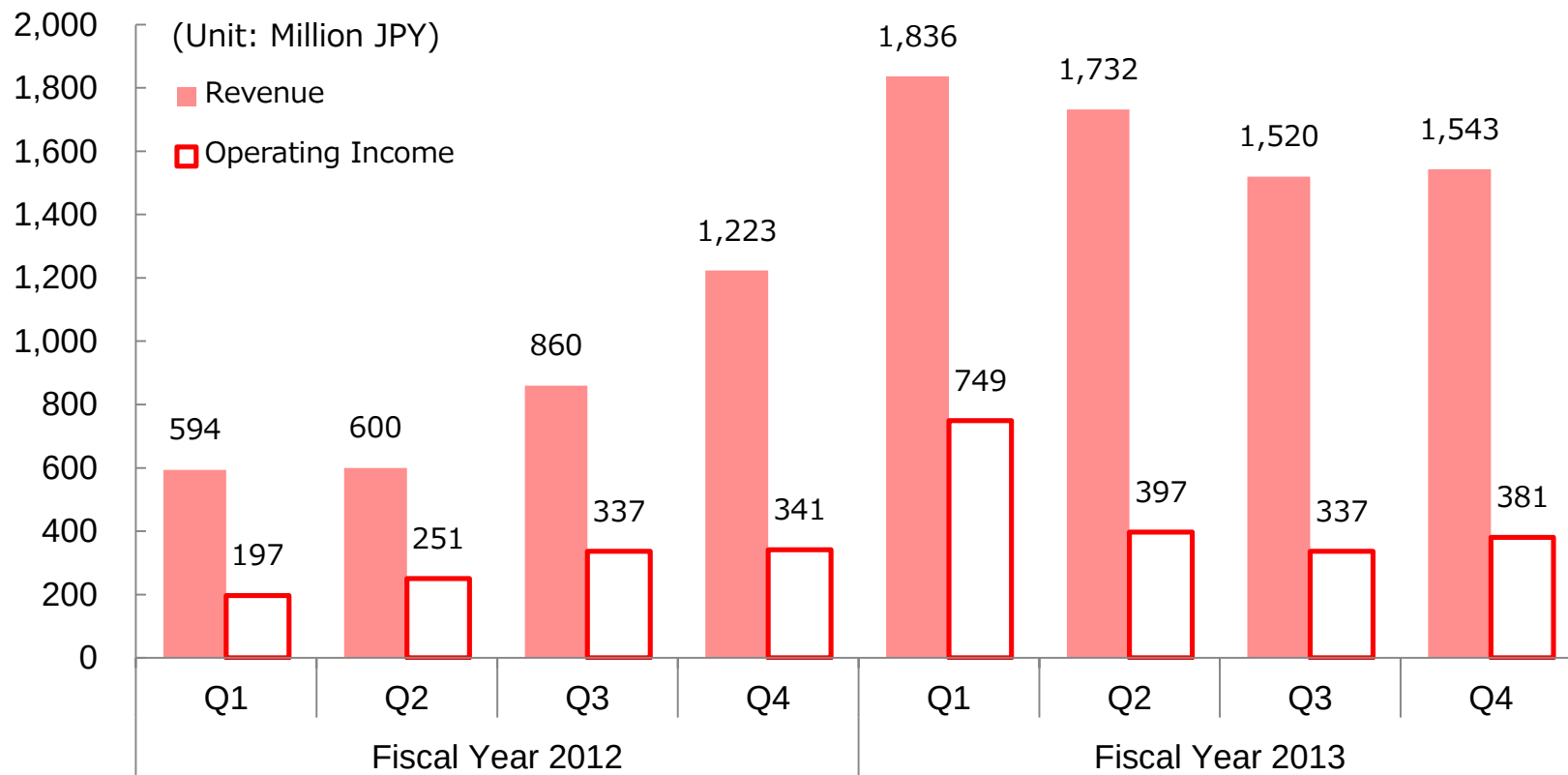
	Fiscal Year 2012 (Ended July 31, 2013) Dividends	Fiscal Year 2013 Dividends		Fiscal Year 2013 (Ended July 31, 2013) Forecast
		Mid-Year	Year End	
Date of right allotment	-	April 4, 2013	October 11, 2013	Pending
Dividend per share	-	JPY11.22 (Special dividend JPY10) (Commemorative dividend JPY1.22)	JPY10 (Normal dividend JPY10)	Pending
Total dividend amount	-	JPY203,531,100		Pending
Payout ratio (annual total)	-	19.53%		Pending



3. Major Business Activities – Entertainment Division

Entertainment Division Quarterly Revenue and Profit Trends

- Revenue From Existing Titles Declined, But Contributions From New Titles Led to Higher Revenue and Profit both Y on Y and Q on Q



Entertainment Division Topics - FY 2013 Q4

New Titles



- Released for Android devices on May 23, for iOS devices on May 24, in-app purchases launched June 4, 2013
- Maintaining a stable ranking on the Japanese App Store and Google Play
- Improvements underway now
- War of Legions which originally planned for Q4 release, held pre-registration on Q4
- Released worldwide for iOS devices on August 8

Existing Titles

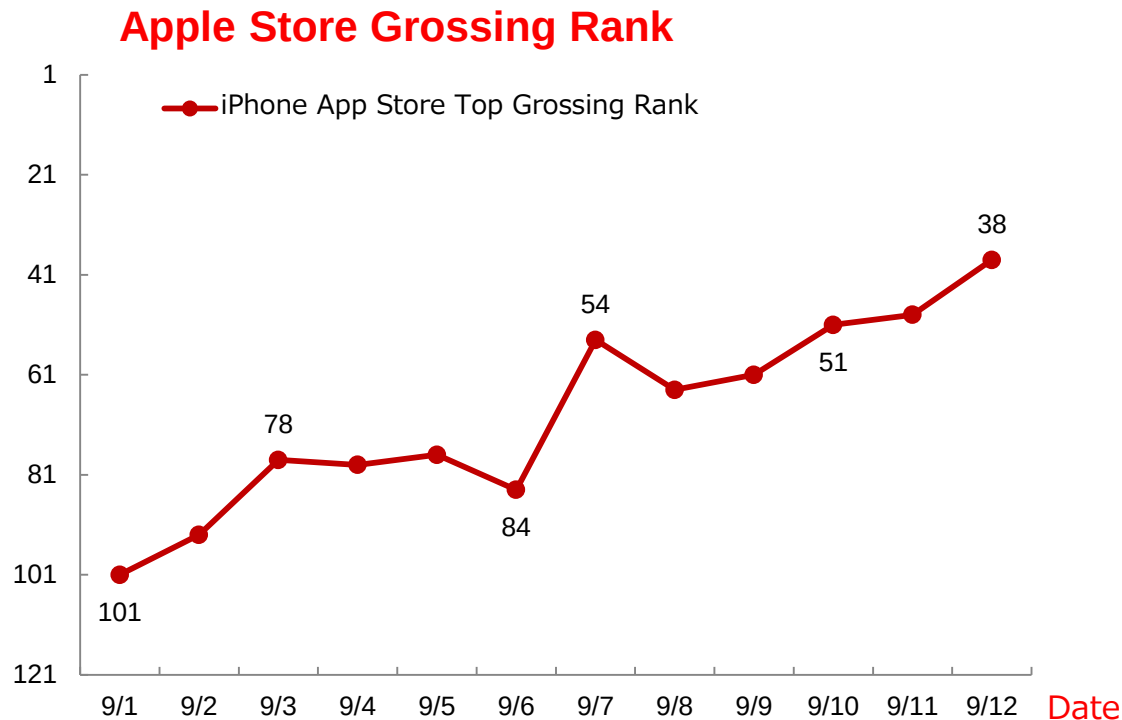


Feature Phone
Contents

- Reached 7 million download milestone in June 2013
- Revenue lower than previous quarter
- Revenue continuing to decline

Recent War of Legions Ranking Performance

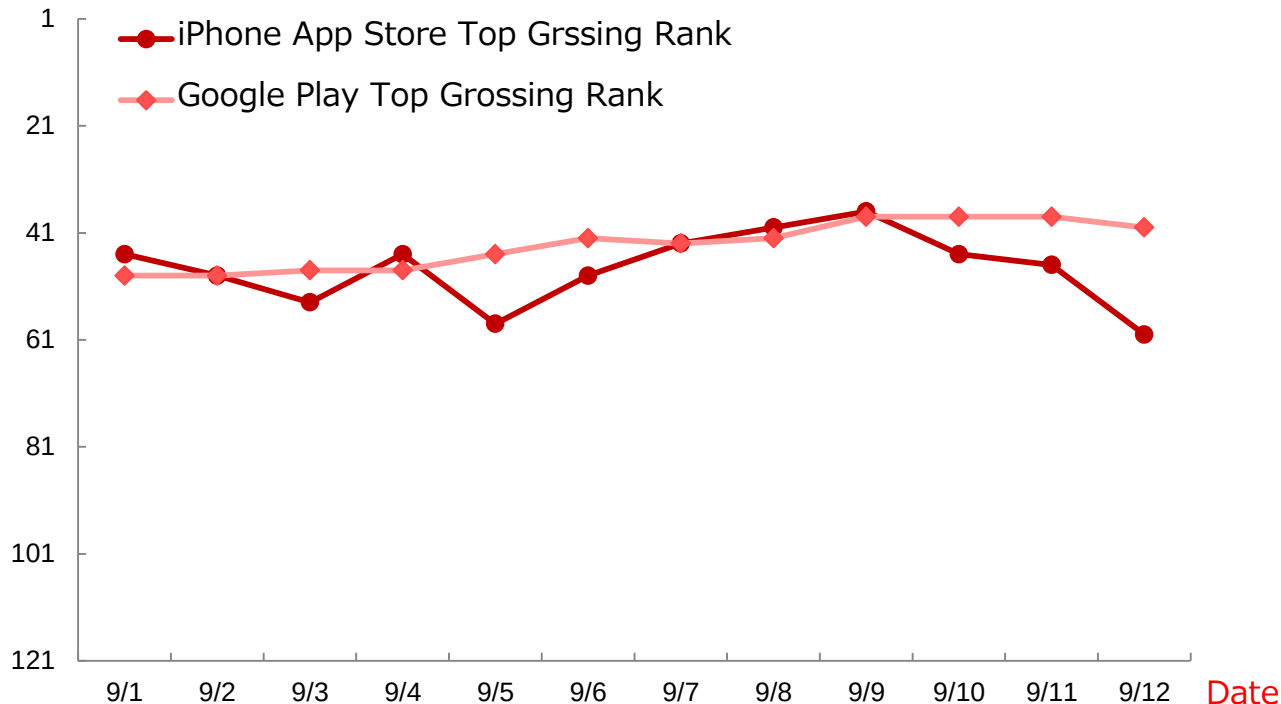
- ❑ War of Legions Grossing Rank in iPhone's App Store (Japan) has been Steadily Increasing Since September
 - Release in 150 countries worldwide, the English version has reached a top 100 ranking in 11 different countries
 - Android version is expected to be released this autumn



Recent Derby Impact Ranking Performance

- Since In-App Purchase Launch in June, Maintaining Top Spot in App Store and Google Play Top Grossing Rankings

App Store/Google Play Top Grossing Rank



Fiscal Year 2014 Plans - Entertainment Division

- ❑ Maintain Balance Between Supporting Existing Titles and Developing New Titles

Nurturing Existing Titles

Step up Globalization

- Add support for many languages in addition to English and Korean
- Engage in marketing in various countries

Continue Operation of Titles Produced in Collaboration with GREE, Inc.

Development of New Titles

Plans to Release 2-4 New Titles during the Fiscal Year

- Q1 and Q2 focus on supporting existing titles, move to release major titles in Q3 and Q4

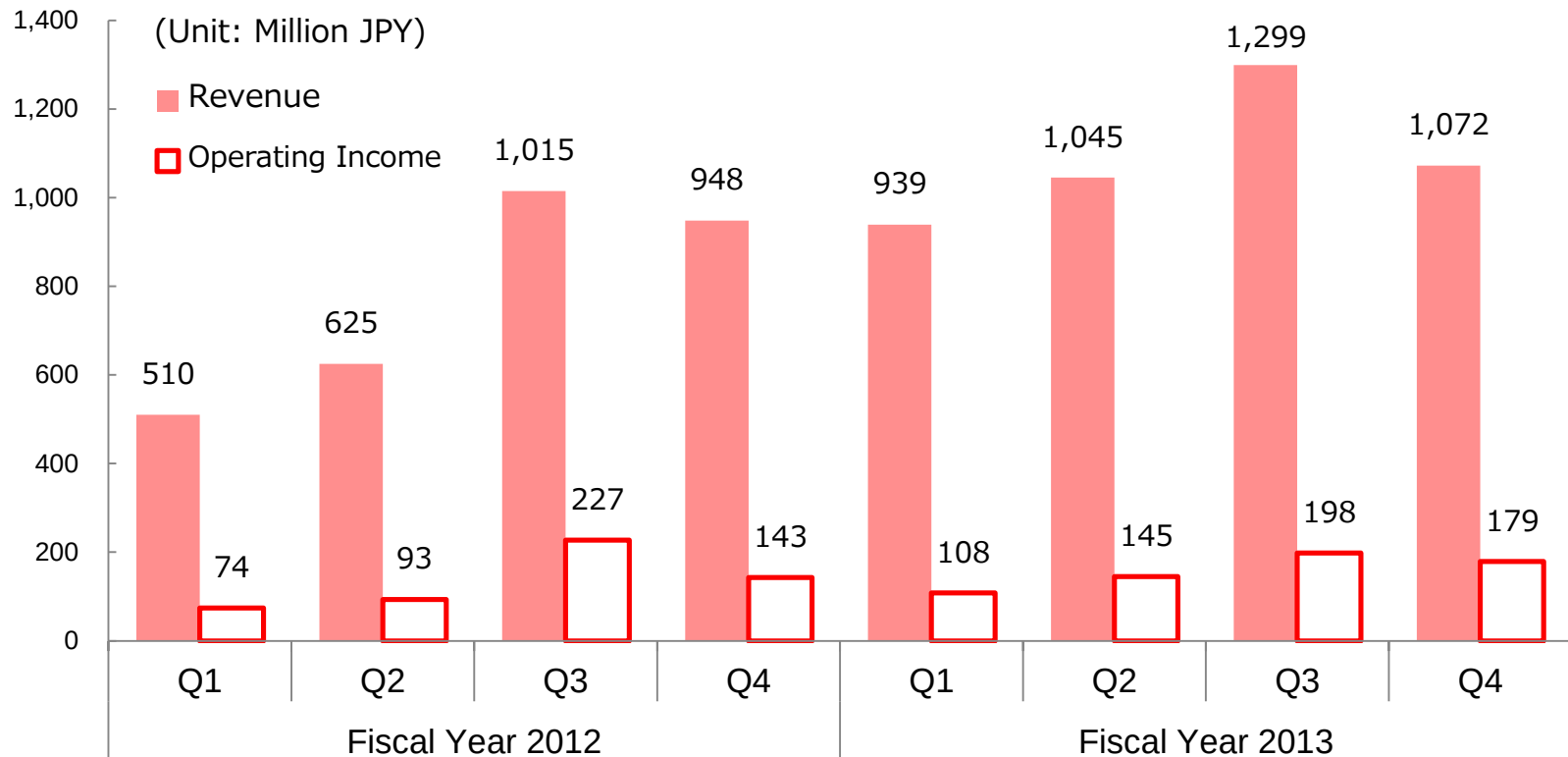
Plan and Develop Games Aimed at Global Markets



4. Major Business Activities – Lifestyle Support Division

Lifestyle Support Division Quarterly Revenue and Profit Trends

- Hikkoshi Samurai and Navikuru Exited Peak Business Period, Revenue Decreased Q on Q
- Revenue and Profit Increased Y on Y, Maintaining Favorable Growth



Lifestyle Support Division Topics - FY 2013 Q4

▣ Progress Made in Efforts to Increase Revenue



Hikkoshi Samurai

- Good : Internal call center opened, introduces various services needed when moving to generate more profit
- Bad : Stiff competition with major companies affecting profit



Navikuru

- Good : Newly opened car purchase site growing favorably
- Bad : Efforts focused on improvement of usability and customer support, inhibited customer acquisition



A.T.brides

- Good : Preparing new services for FY 2014 Q1 launch
- Good : After-wedding party producing service “merci” launched on June 4, 2013



LaLune

- Good : Maintaining steady member numbers
- Good : Surpassed 1.3million registered members

Fiscal Year 2014 Plans - Lifestyle Support Division

□ Aiming to Operate Subsidiaries and Expand into Peripheral Services to Increase Steady Revenue in Fiscal Year 2014



- Maintain top market share among moving company comparison sites, move to incorporate other moving-related services to meet market and internet user demand
- Increase services related to moving in order to boost revenue and profit
- Further increase Hikkoshi Samurai brand recognition



- Expand car appraisal service, car purchasing and selling sites
- Investigate possible new services



- Increase market share of Sugukon Navi
- Stabilize revenue from new services
- Expand into new regions of Japan

*La Lune has been incorporated into the Entertainment Division from Fiscal Year 2014

New Bridal Services

- ❑ Several New Wedding-Related Services Launched to Satisfy Consumer Needs and Increase Revenue

Service Name	Launch	Service Outline	Recent Status
 merci ～ありがとうを開ける日～	Jun 4, 2013	After-wedding party producing service	Began service in the Tokai region of Japan. Receiving steady business. Currently focusing on brand imaging, plan to gradually expand service to other regions.
 はじめて保険ナビ (Hajimete Hoken Navi)	Aug 1, 2013	Insurance agency for those purchasing insurance for the first time	Realized tie-ups with seven large partners, introducing service to Sugukon Navi customers.
 楓 KAEDE 賢く、お得に、式場選び	Sep 2, 2013	Wedding chapel information site for couples looking to plan a high-quality wedding in under six months	Focus on online advertising at service launch, aiming to procure customers not acquired by Sugukon Navi.
 Brides Desk ブライズ デスク	Aug 20, 2013	Brick-and-mortar shops that handle all A.T.brides services	Locations introduce customers to Sugukon Navi, KAEDE, Merci, and Hajimete Hoken Navi services.



5. Outlook for Fiscal Year 2014 (Ending July 31, 2014)

Basis for Result Forecasts

Entertainment

Existing Titles

- Forecasts made based on current and past market trends

New Titles

- Aiming to release new titles in the second half of Fiscal Year 2014, revenue and profit forecasts based on logical presumptions which can be estimated reasonably at this point

Lifestyle Support

Hikkoshi Samurai, Navikuru

- Currently maintaining top market share, increased revenue predicted due to growth from rising internet user numbers and expansion into peripheral markets

New Services

- Many elements undecided at this point, but revenue and profit forecasts based on logical presumptions

Consolidated Forecasts for Fiscal Year 2014

- ❑ Forecasts for Mid-year and Annual Results of FY2014 (Ending July 31, 2013) are As Follows

Unit: Million JPY	Fiscal Year 2013 (Ended July 31, 2013) Result		Fiscal Year 2014 (Ending July 31, 2014) Forecast			
	Yearly	Ratio	Mid-Year	Yearly	Ratio	Y on Y
Revenue	10,989	100.0%	6,200	15,000	100.0%	136.4%
Operating income	1,717	15.6%	520	2,400	16.0%	139.7%
Ordinary income	1,718	15.6%	520	2,400	16.0%	139.6%
Net income	1,042	9.5%	307	1,410	9.4%	135.3%

Fiscal Year 2014 – Q1 Result Expectations

- For the 1st quarter of Fiscal Year 2014, when compared to the previous quarter, we are expecting an increase in sales; however profits are expected to decrease due to marketing costs related to newly released titles.

	Effect on Results	Fiscal Year 2013 Q4	Fiscal Year 2014 Q1
Revenue Increase	Derby Impact Revenue and profit contributions	Game monetization began in June, resulting in 2 months of revenue contribution.	Game monetization will contribute 3 months worth of revenue.
	War of Legions Revenue and profit contributions	Game was not yet released, resulting in no revenue contribution.	Game monetization to begin on 8/22, resulting in over 2 months of revenue contribution.
Cost Increase	War of Legions Investment in marketing costs	Conducted regular marketing activities.	Planning to invest millions in marketing efforts.



6. Medium- and Long-Term Outlook

Balancing Stability and Growth Between Two Divisions

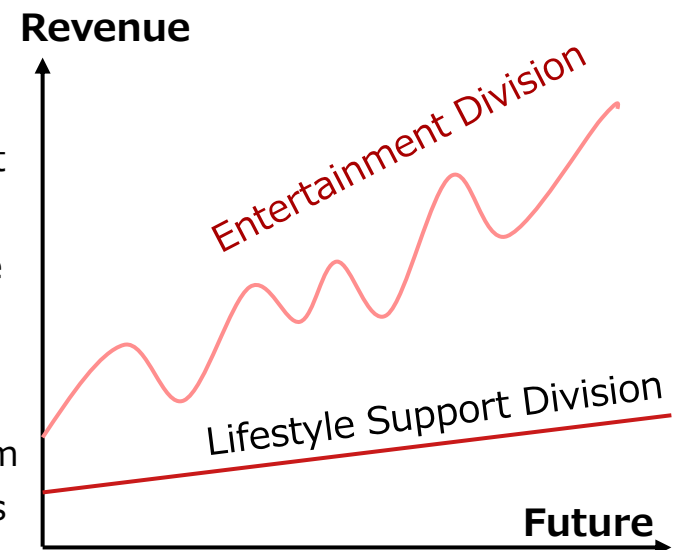
- ❑ Running Two Divisions with Different Focuses to Achieve Balanced Financial Stability and High Business Growth and To Grow For The Next 100 Years

Entertainment

- While blockbuster titles can generate massive profits, they require continuous updating to keep them appealing to users
- Able to provide a common title all over the world based on the common technical specifications of smartphones

Lifestyle Support

- Stable and continuous improvement in profits is expected if these services spread further and become household names
- Enrich new services one after another so that people can use them in various stages of their entire lives



Medium- and Long-term Business Outlook

(Figures Listed Are Goals)

Entertainment

We Plan, Develop, and Operate from Japan, but will Provide Our Services to Countries All Over the Globe

- In addition to North America, we will target large European markets and Asian areas including Korea and China

We Aim to Develop Applications that Achieve Monthly Revenue Over JPY1 billion Worldwide

- Achieve yearly revenue in the tens of billions of yen, with income from countries all over the world
 - Gain more than 50% of revenue from the English version of our titles
-

Lifestyle Support

Generate Yearly Revenue JPY2 billion to 5 billion from each of Our Existing Main Services

- JPY10 billion to 20 billion annual revenue from these services

Develop and Grow New Services and Consumer Websites

New Business

While Maintaining the Success of the Two Divisions, We Hope to Venture into Various New Businesses Henceforth to Create New Revenue Sources and Further Enrich Consumer Lives



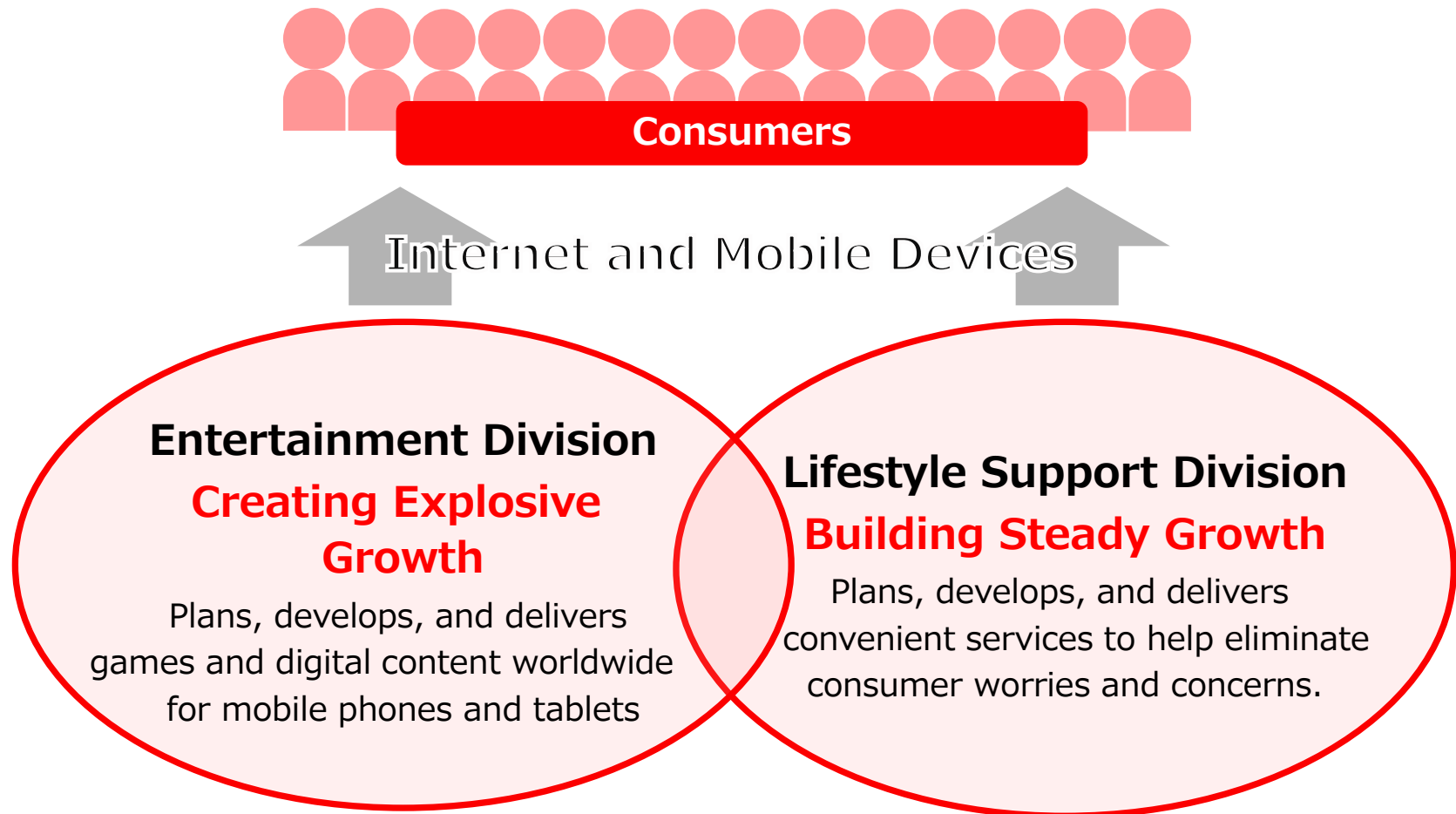
(Reference)

Ateam Group Corporate Profile

www.a-tm.co.jp/en/ir/

Two Business Divisions

We provide a variety of services to consumers via the internet and mobile devices

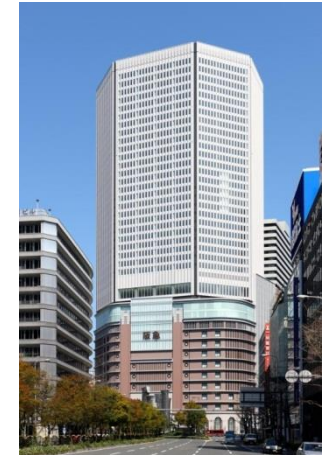


Corporate Profile (as of July 31, 2013)

Company Name	Ateam Inc.
Stocks Listed on	Section 1 of the Tokyo Stock Exchange (Code: 3662)
Head Office	32F and 36F of Nagoya Lucent Tower
Osaka Studio	26F of Umeda Hankyu Bldg. Office Tower
Incorporated on	February 29, 2000
Account Settled in	July
Affiliated Banks	The Bank of Tokyo Mitsubishi UFJ Nagoya Main Office Sumitomo Mitsui Banking Corporation Nagoya Ekimae Branch
Auditor	Deloitte Touche Tohmatsu (DTT)
Group Company	A.T.brides Inc. Hikkoshi Samurai Inc. Ateam Lifestyle Inc. A.T.Support Inc.
Net Sales	JPY10,989,901thousand (FY2013, ended July 31, 2013)
Ordinary Income	JPY1,718,881thousand (FY2013, ended July 31, 2013)
Employees	482 (Directors, part-time employees included)



Nagoya Lucent Tower



Umeda Hankyu Bldg.



Nagoya Lucent Tower 32F Workspace

Corporate Philosophy

**A Company
Where People
Enjoy Working**

**To Grow
For The Next
100 Years**

Sense and Technology That Enable Us to Offer Enjoyment and Satisfaction

- We will continue to make every effort to provide products and services to satisfy users of all of our products and services

A Company Where All Staff Can Work Together Happily

- We aim to create a bright, pleasant environment where people can find joy in their work. We strive to be a company that brings happiness to our employees, their families, and all our business partners

A Company That Is Supported by All And Is Constantly Growing

- We will fulfill our responsibilities as a member of a global society and we aim to be a company beloved and supported by all

Corporate Philosophy (Continued)

**A Company
Where People
Enjoy Working**

To be an indispensable part of life
To both our employees and society
as a whole

To Increase Profits
To return these profits to our employees,
shareholders, and society

**To be able to make those close to
us happy**

**To Grow
For The Next
100 Years**

**A company that permanently
remains prominent and
relevant worldwide**

Personal History of Takao Hayashi, President



Dec. 18, 1971

Born in Toki City, Gifu Prefecture

Dec. 1982

Started computer programming

March 1987

Graduated from Tajimi Junior High School

April 1987 -

Managed a private preparatory school and involved in part-time jobs of various types

June 1997

Started 'Ateam' as an unincorporated enterprise

Feb. 29, 2000

Established Ateam Inc.

Personal History of Directors



Yukimasa Nakauchi

**Director, General Manager
of Entertainment Division**

- Born in August 1975
- Graduated from Keio University
- GMO Internet, Inc.
- GMO Entertainment, Inc. (President and CEO)
- GMO Games, Inc. (CEO)
- Increws Co., Ltd. (COO)
- Ateam Inc.



Atsushi Kato

**Director, Venture Business
Planning and Management**

Director of A.T.brides Inc.,

- Born in April 1981
- Graduated from Graduate School of Kyoto University
- Chukyo TV Broadcasting Co., Ltd
- Ateam Inc.



Takahiro Makino

Director

- Born in June 1968
- Graduated from Nagoya University
- Information Services International-Dentsu, Ltd.
- Microsoft Corporation
- INSPIRE Corporation
- Wingtop Corporation. (CEO)
- Ateam Inc.

Note: Titles based on organizational structure from October 30, 2013

Personal History of Corporate Officers

Chihiro Sato

**Corporate Officer, General Manager
of Administration Division**

- February 5, 1970
- Graduated from Aichi University
- THE GIFU SHINKIN BANK
- Nippon Ichi software Inc. (Director)
- Ateam Inc.

Hiroaki Takahashi

Corporate Officer, Technology

Director at A.T.brides Inc.,

- Born in November 1974
- Completed Masters in the Department of Information and Computer Science at Keio University
- Nomura Research Institute, Ltd.
- NEXT Co., Ltd.
- Ateam Inc.

Note: Titles based on organizational structure from October 30, 2013

Personal History of Auditors

Hayatoshi Uto

Auditor

- Born in March 1968
- Graduated from Chuo University
- Sinto Kogio, Ltd.
- Bufffalo of Melco Group
- Ateam Inc.

Kazuo Yamada

CPA/Tax Attorney, Part-Time Auditor

- Born in February 1963
- Graduated from Tsukuba University
- Sega Corporation
- Tokai & Co.
- Registered as CPA and a Tax Attorney
- Yamada Kazuo Accounting Office

Yoshihiro Tajima

Attorney, Part-Time Auditor

- Born in March 1939
- Graduated from Chuo University
- Registered as an Attorney
- Vice-Chairman of the Nagoya Attorneys Association
- Law Offices of Tajima & Mizutani
- Current Auditor of Hyojito Co., Ltd., Giken. and Yoshitake, Inc.

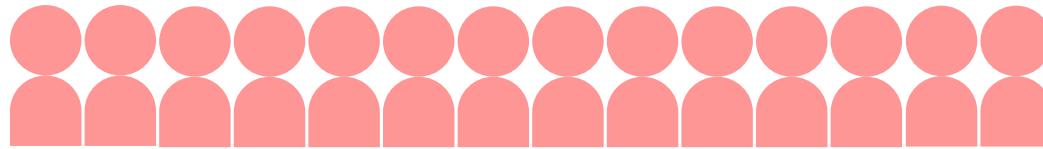
Note: Titles based on organizational structure from October 30, 2013

History

Aug 2013	Established Hikkoshi Samurai Inc., Ateam Lifestyle Inc., A.T.Support Inc. as subsidiaries of Ateam Inc.
Feb 2013	Established A.T.brides Inc. as a subsidiary of Ateam Inc.
Nov 2012	Relisted in Section 1 of TSE (relisted 233 days after TSE Mothers listing – the fastest relisting ever)
Sep 2012	Opened a studio in Osaka as a development site in the area
Apr 2012	Listed in TSE (Tokyo Stock Exchange) Mothers
Aug 2011	Development collaboration with GREE, Inc.
Jul 2010	• Launch of LaLune (women's health consultation service website)
Aug 2009	Release of Ateam's first social application
Oct 2008	• Launch of Sugukon Navi (short-notice wedding hall search, reservation, and information service) • Release of Ateam's first app for smartphones
Sep 2007	Launch of Navikuru (online car appraisal site)
Feb 2007	Headquarters transferred to Nagoya Lucent Tower
Sep 2006	Release of Eternal Zone (BREW). The first KDDI, Inc. EZweb MMORPG
Jun 2006	Launch of Hikkoshi Samurai (Moving company comparison site), the first service of what is now Ateam's Lifestyle Support Division
Nov 2004	Organizational change to joint stock corporation
Dec 2003	Opened a public website for mobile phones as the first service provided by what is now Ateam's Entertainment Division
Feb 2000	Ateam Ltd. Establish in Tajimi, Gifu Prefecture
Jun 1997	Takao Hayashi gets his first freelance software development contract in Toki City, Gifu

Entertainment Division Outline

Online Person-to-Person Connection



Social Applications

GREE
Mobage
mixi

Smartphone/Mobile Applications

iPhone
Android
Tablets

Feature Phone Content

KDDI
NTT DOCOMO
Softbank Mobile

Planning, developing, and operating games and digital entertainment content for mobile devices and tablets

Social and Smartphone Applications

- Dark Summoner (monster battle game)
- War of Legions (real-time fantasy guild Battle game)
- Derby Impact (3D horse raising and racing game)
- Mahjong – Rising –
- Eternal Zone (mobile MMORPG)
- [+]HOME (smartphone customization app)
- Good Night's Sleep Alarm (sleeping support content)
- Two titles produced in collaboration with GREE, Inc.



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Dark Summoner



Mahjong -Rising-



[+]HOME

War of Legions



❑ Hotly-Anticipated Epic Fantasy Battle RPG

- Global Real-Time Guild Battles to Smartphone Devices for the First Time Ever!



- Set in a fantasy world rich with ancient civilization touches Battle
- System utilizing monster and warrior characters

- Battles held between player-created guilds

Derby Impact



3DHorse Raising and Racing Game “Derby Impact”



- Race scenes rendered in full 3D



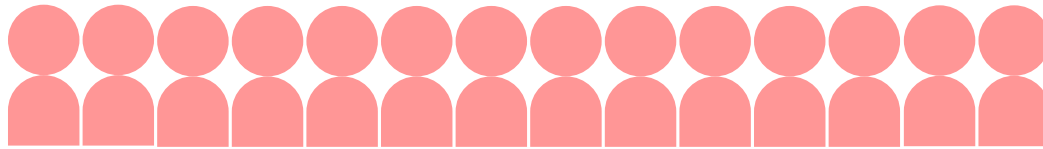
- Features many famous horses, jockeys, and races



- Real-time player-versus-player races held every five minutes

Lifestyle Support Division Outline

Eliminating Consumer Concerns



Hikkoshi Samurai

Moving Company
Estimate Comparison
Site

Navikuru

Easy Car Appraisal
Site

Sugukon Navi

Short-Notice Wedding
Hall Search,
Reservation, and
Information

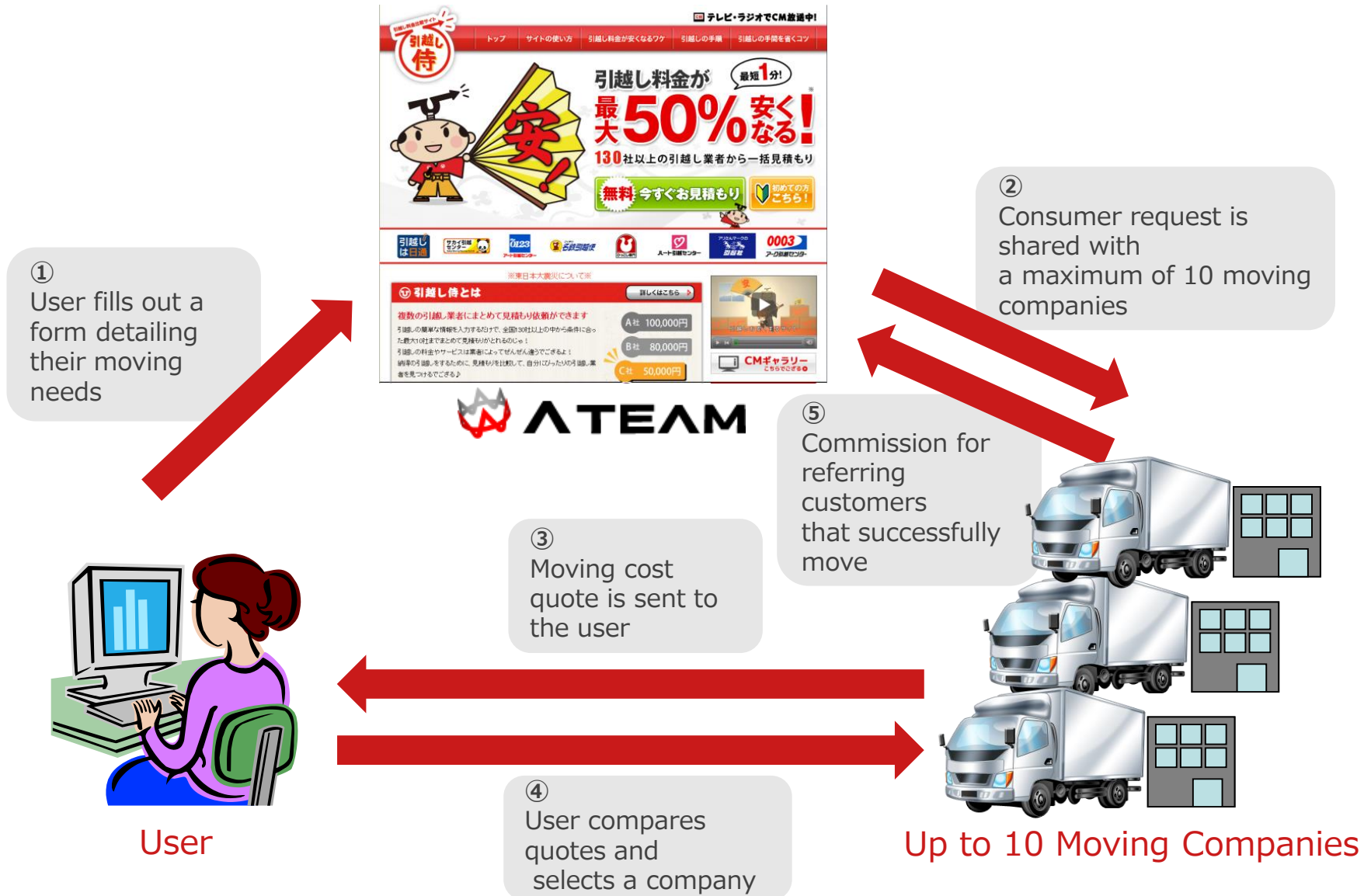
**Planning, developing, and operating comparison and
information websites
related to daily lives of consumers**

Hikkoshi Samurai

- ❑ Users Can Receive Quotations From Up to 10 Moving Companies by Filling Out a Form Detailing Their Moving Requirements
 - Form requires only current address, destination, desired move date, cargo amount
 - Income streams include commission for referring potential customers to a moving company and bonuses for successful contracts
- ❑ Working With Over 200 Moving Companies Throughout Japan (as of July, 2013)
- ❑ Expanding Channels of Connecting People With Other Services Often Required when Moving (e.g. Internet Service Providers)
 - Introduce several companies that provide services customers may use immediately before or after moving
- ❑ Promoting the Hikkoshi Samurai Brand Name



Hikkoshi Samurai Business Model



Navikuru

- ❑ Users Can Receive Quotations from Up to 10 Used Car Dealers by Filling Out a Form Detailing Their Vehicle
 - Form requires only basic information such as make, model, year, mileage, etc.
 - Income streams include commissions for referring potential customers to dealers
- ❑ Tie-ups With Used Car Dealers From All Over Japan
 - Strong relationships with members of Japan Automobile Distribution Research Institute (JADRI)

査定だけでももちろんOK!
簡単&無料 一括査定をスタート!!

>> ナビクル (なびくる) の公式サイトへ

あなたの車一括査定!

車両情報入力

メーカー名	トヨタ	必須
車種名	ヴォクシー	必須
年式	2005年	必須
走行距離	5~6万キロ	必須

今すぐ32秒で査定

Sugukon Navi (Now part of A.T.brides Inc.)

❑ Short-Notice Wedding Halls Search, Reservation, and Information Site

すぐ婚navi

- Major incomes include advertising fees to the site, commissions for referring potential customers to wedding halls, and commissions for successful contracting

❑ Tie-ups With Wedding Halls in Japan's Kanto, Kansai, Kyushu, and Tokai Areas, as Well as Several Overseas



❑ 13 Sugukon Navi Wedding Desks Opened Nationally

- 3 in Kanto area, 3 in Tokai area, 1 in Shizuoka, 5 in Kansai area, 1 in Kyushu area (as of September 13, 2013)

❑ Introduces Consumers to Various Services Related to Weddings Including Dress

Shopping, Ring Selection, After-Party Venue Booking, and More



Notes on Forecasts and Projections

These materials contain statements made based on current conditions, assumptions of future conditions, and internal forecasts. Unforeseen events may cause actual results to differ from content printed in these materials.

Such risks and uncertainties include general trade and market status, interest rate and exchange rate fluctuations, and the general economic status of Japanese and overseas markets.

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