First-quarter for FYE March 31, 2015
Presentation Material

July 31, 2014

e-Seikatsu Co., Ltd.

TSE Mothers 3796

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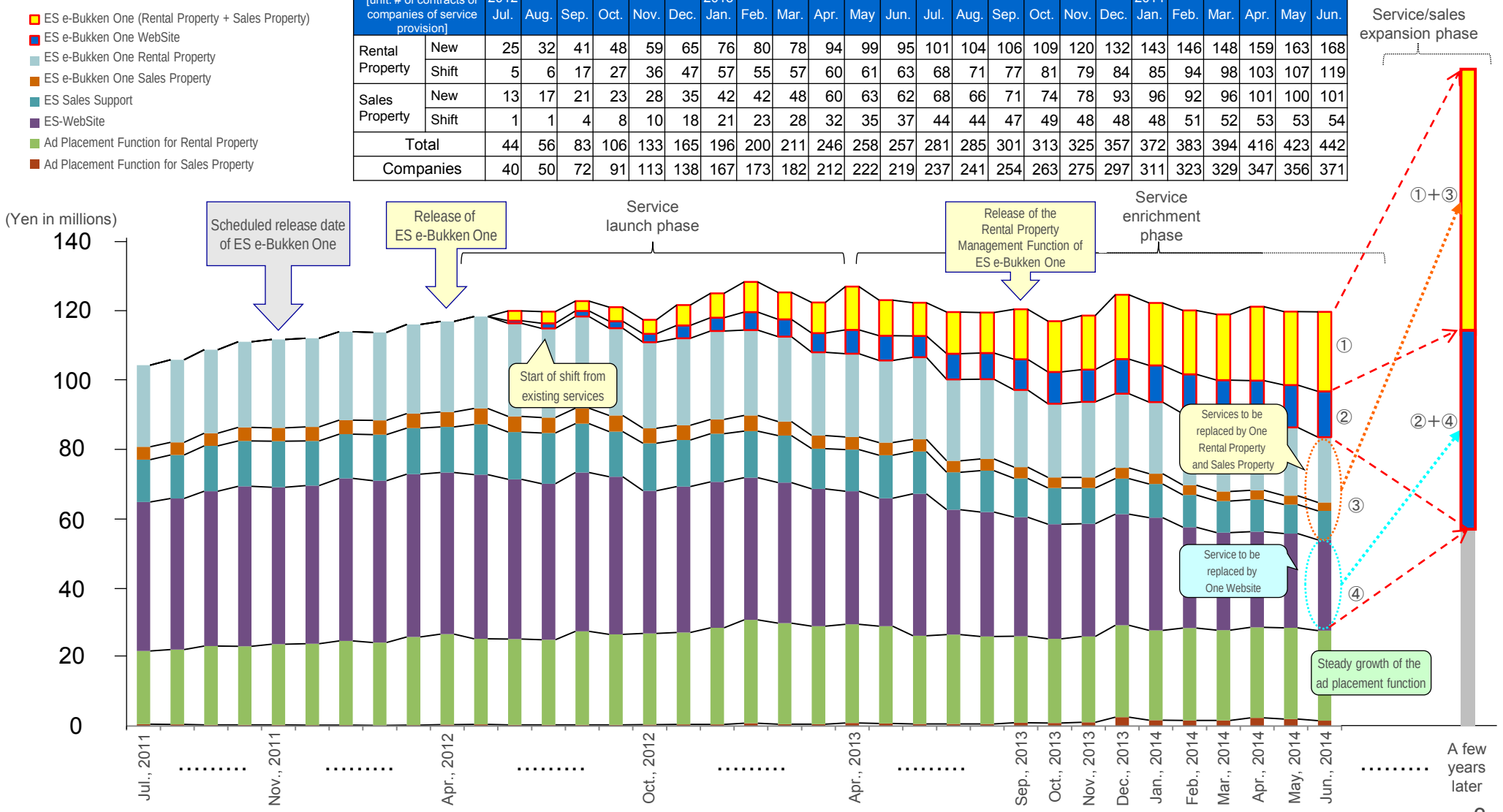
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1. Summary of First-quarter Results for FYE March 31, 2015

“ES e-Bukken One” is Becoming Our Core Cloud Computing Service

Sales are growing, while the new core service “ES e-Bukken One” is replacing existing services

ES e-Bukken One [unit: # of contracts or companies of service provision]		2012 Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	2013 Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	2014 Jan.	Feb.	Mar.	Apr.	May	Jun.
Rental Property	New	25	32	41	48	59	65	76	80	78	94	99	95	101	104	106	109	120	132	143	146	148	159	163	168
	Shift	5	6	17	27	36	47	57	55	57	60	61	63	68	71	77	81	79	84	85	94	98	103	107	119
Sales Property	New	13	17	21	23	28	35	42	42	48	60	63	62	68	66	71	74	78	93	96	92	96	101	100	101
	Shift	1	1	4	8	10	18	21	23	28	32	35	37	44	44	47	49	48	48	48	51	52	53	53	54
Total		44	56	83	106	133	165	196	200	211	246	258	257	281	285	301	313	325	357	372	383	394	416	423	442
Companies		40	50	72	91	113	138	167	173	182	212	222	219	237	241	254	263	275	297	311	323	329	347	356	371



Highlights

Although sales decreased from the same quarter of the previous year, profit increased.

- Consolidated sales: 450 million yen (FY2014 1Q 454 million yen, YOY change -4 million yen, -1.0%)
  - ・Cloud Service revenue: 418 million yen (FY2014 1Q 432 million yen YOY change -13 million yen -3.1%)
  - ・Including **monthly recurring revenue of Turnkey services: 367 million yen (FY2014 1Q 377 million yen, YOY change -10 million yen, -2.9%)**
- Consolidated operating income: 19 million yen (FY2014 1Q 8 million yen, YOY change +10 million yen +119.8%)
- Net income: 11 million yen (FY2014 1Q -1 million yen, YOY change +12 million yen)

Sales of our “Cloud Service” are steady, while System Development also contributes to sales increase.

- Focus on new client acquisitions as well as up-selling to existing Cloud Service clients. Solid growth in monthly ARPU.
  - ・Monthly ARPU: approx. 106,900 yen/company ※as of the end of Jun. 2014
    FY2014 1Q approx. 103,500 yen/company ※as of the end of Jun. 2013

Strengthening and enriching functions, including “Rental property management function” of “ES e-Bukken One”.

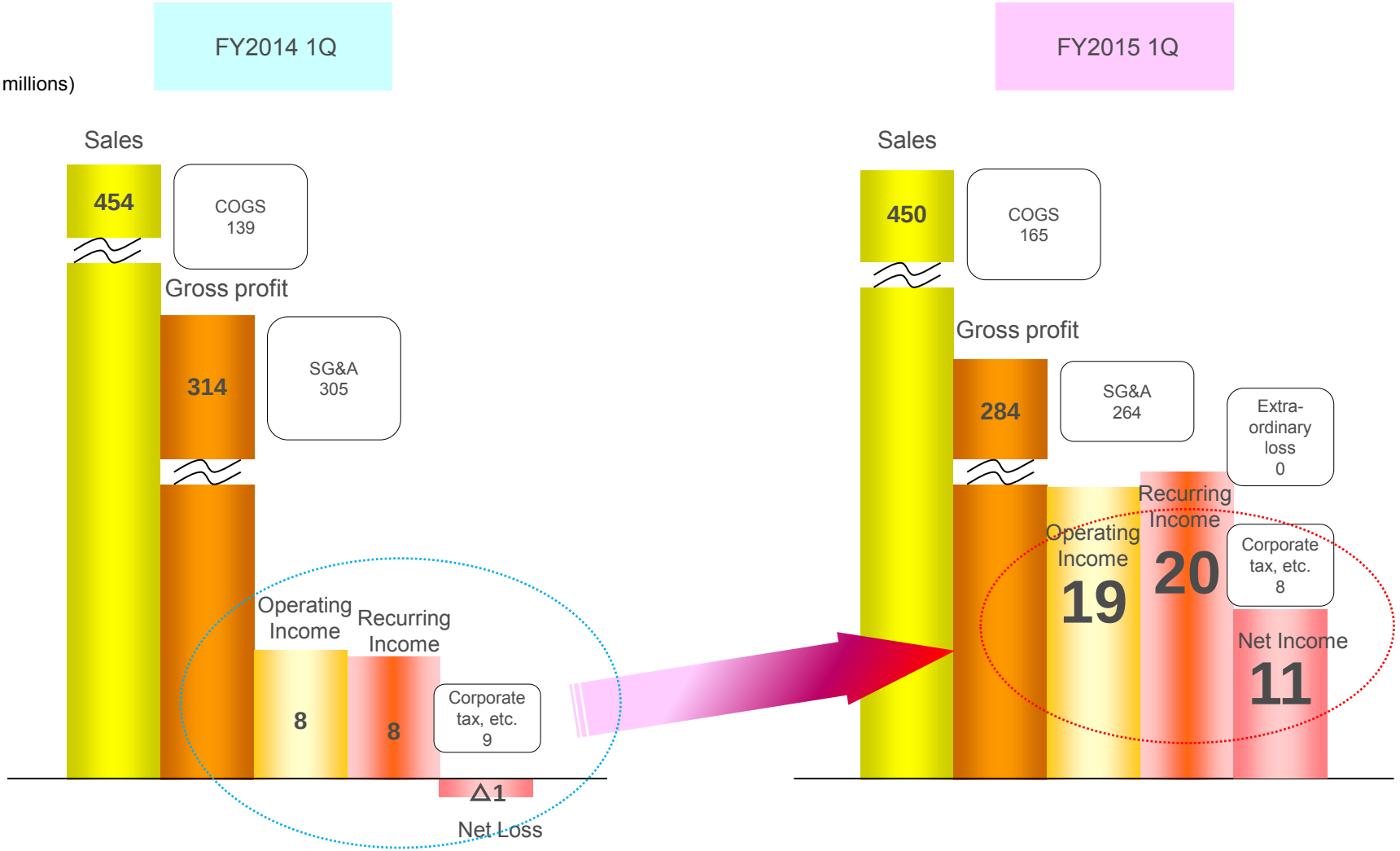
- Additional functions were added to “ES e-Bukken One Sales Property” and “ES e-Bukken One Website” to meet the requests of customers.
- Additional version of “Rental Property Management Function” and “Smart Convert” were released, to start full-scale sales activities.

＊Cloud Service revenue figures have not been adjusted for internal transactions.
＊Figures rounded down to the nearest million yen.
＊Ratios rounded to the nearest decimal place.

Consolidated Income Statement

Profits increased through cost management

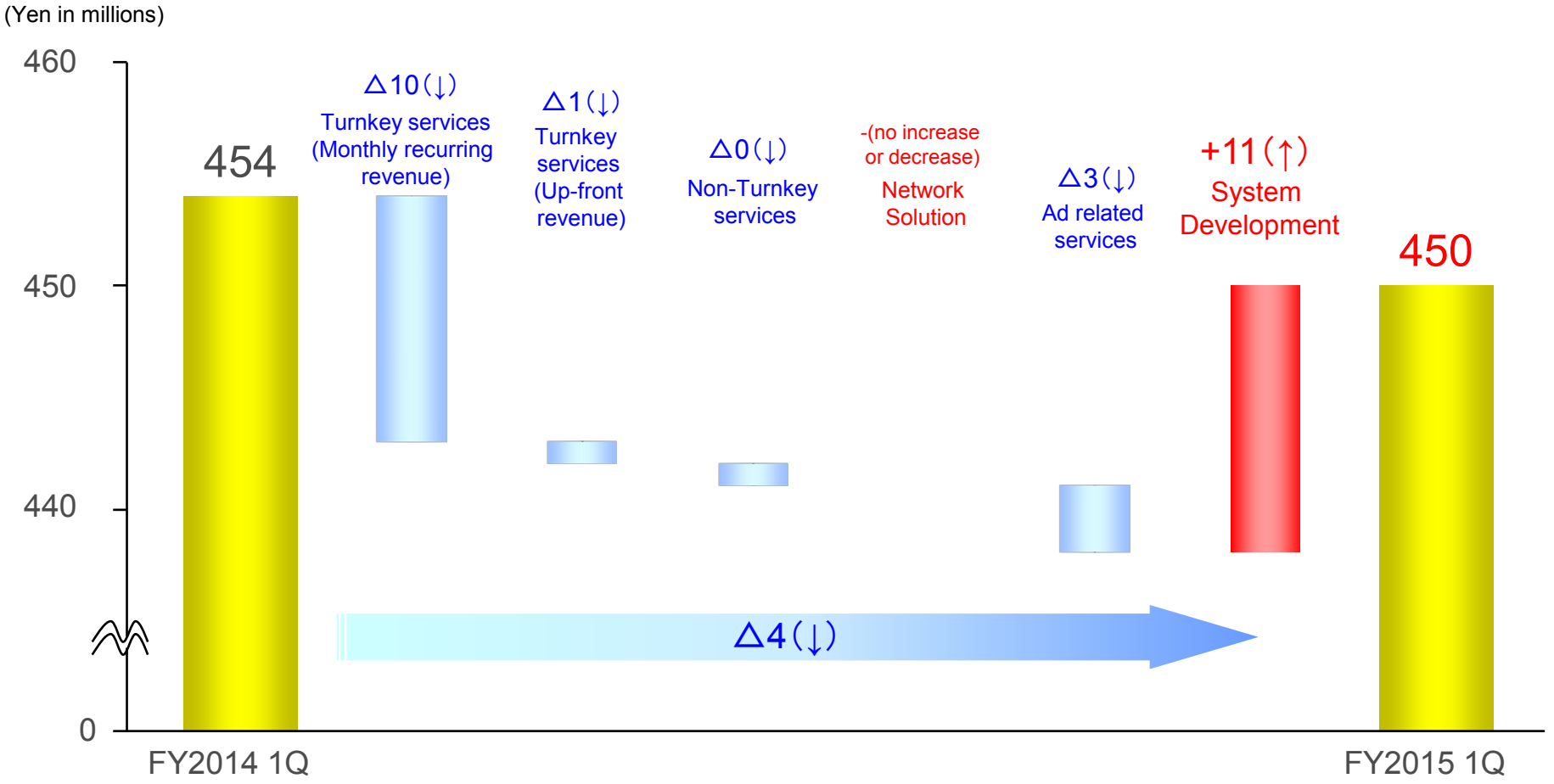
(Yen in millions)



∗ Figures rounded down to the nearest million yen.
∗ '0' indicates an amount less than one million yen.

Cloud Solution Business：Revenue Growth by Product

Revenue from System Development increased



∗ Cloud Solution Business sales figures have not been adjusted for internal transactions.
∗ '-' indicates zero yen, '0' indicates an amount less than one million yen.
∗ Figures rounded down to the nearest million yen.

Cloud Solution Business : Revenues by Product

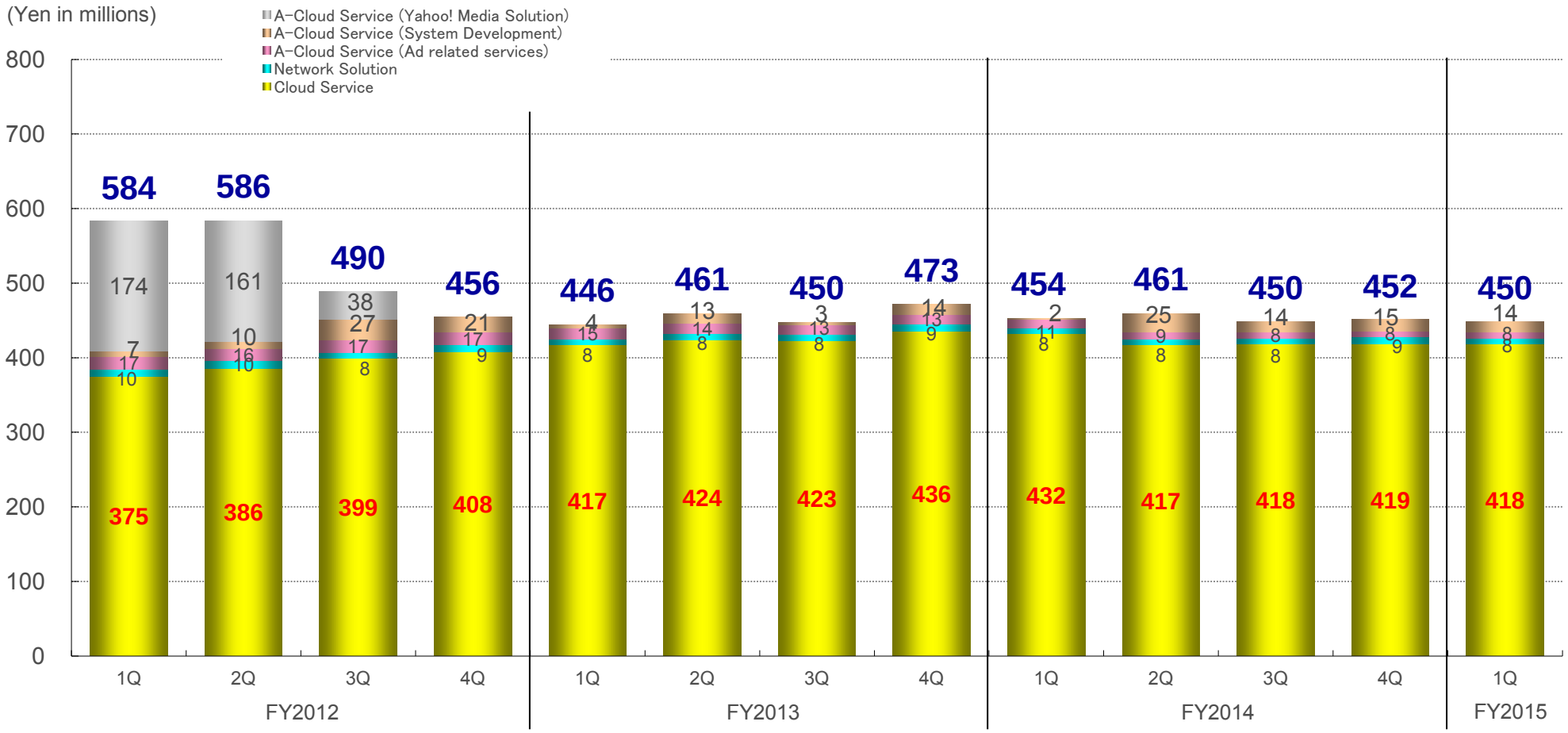
Item (Yen in millions)	Apr.-Jun. 2013	Apr.-Jun. 2014	YOY change	YOY change (%)
Cloud Service	432	418	△13	△3.1%
Turnkey services *	389	376	△12	△3.2%
Up-front revenue	11	9	△1	△13.7%
Monthly recurring revenue	377	367	△10	△2.9%
Non-turnkey services *	42	41	△0	△2.2%
Network Solution	8	8	—	0.0%
Advanced-Cloud Service	13	22	8	63.7%
Ad related services	11	8	△3	△27.4%
System Development	2	14	11	425.9%
Total	454	450	△4	△1.0%

* Turnkey services ・・・・・・・・・・ Suite of standard system applications with up-front and monthly recurring revenue.
Non-turnkey services ・・・・・・・・ Customized system applications with one-time and monthly recurring revenue.

∗ Cloud Solution Business sales figures have not been adjusted for internal transactions.
∗ '-' indicates zero yen, '0' indicates an amount less than one million yen.
∗ Figures rounded down to the nearest million yen.

Cloud Solution Business : Sales Category Breakdown

Stable “Cloud Service” revenue



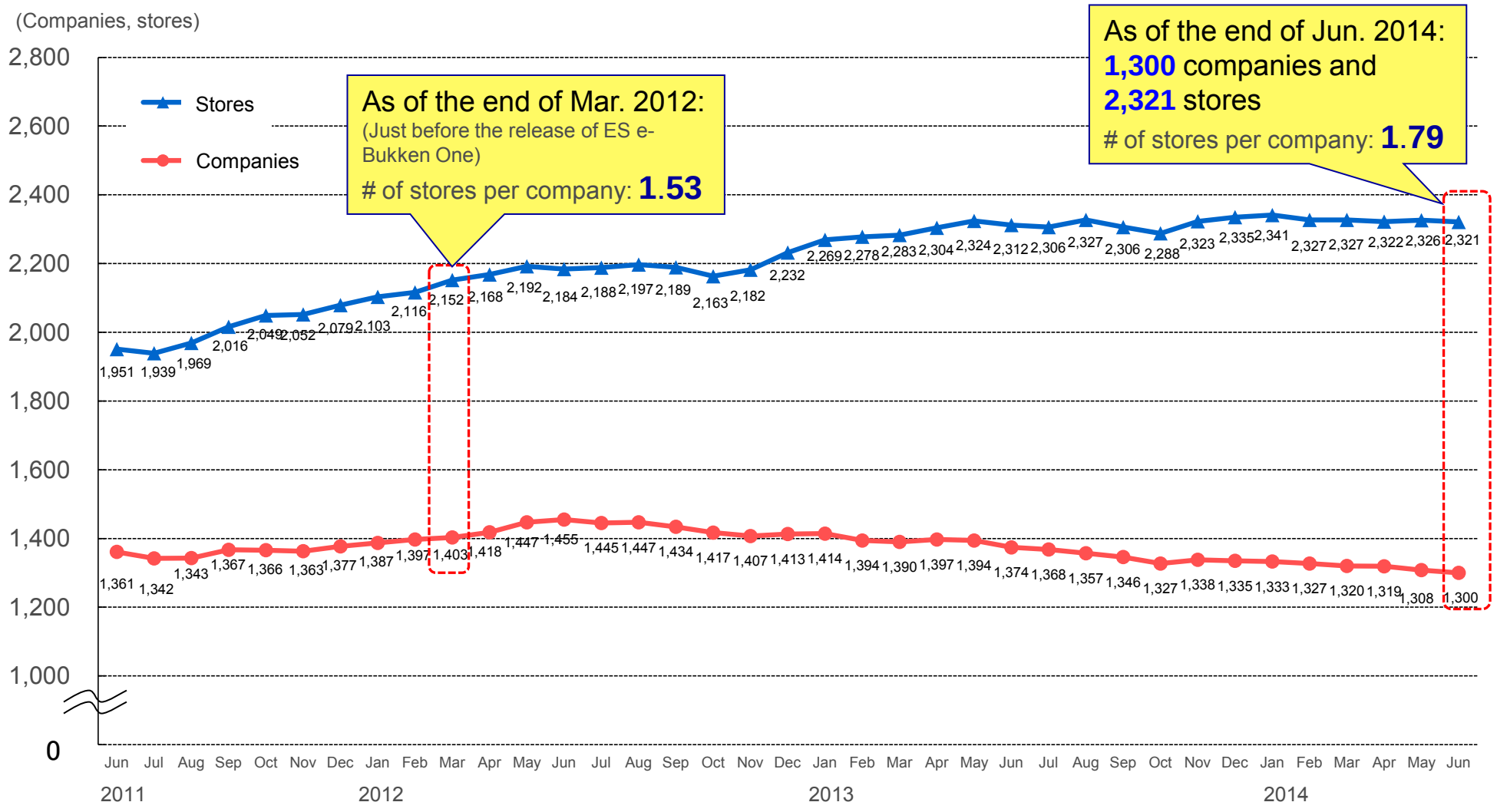
∗ Advanced-Cloud Service (Yahoo! Media Solution) sales were concluded in FY2012 3Q (at the end of November, 2011).

∗ Cloud Solution Business sales figures have not been adjusted for internal transactions.

∗ Figures rounded down to the nearest million yen.

Number of Cloud Service Clients

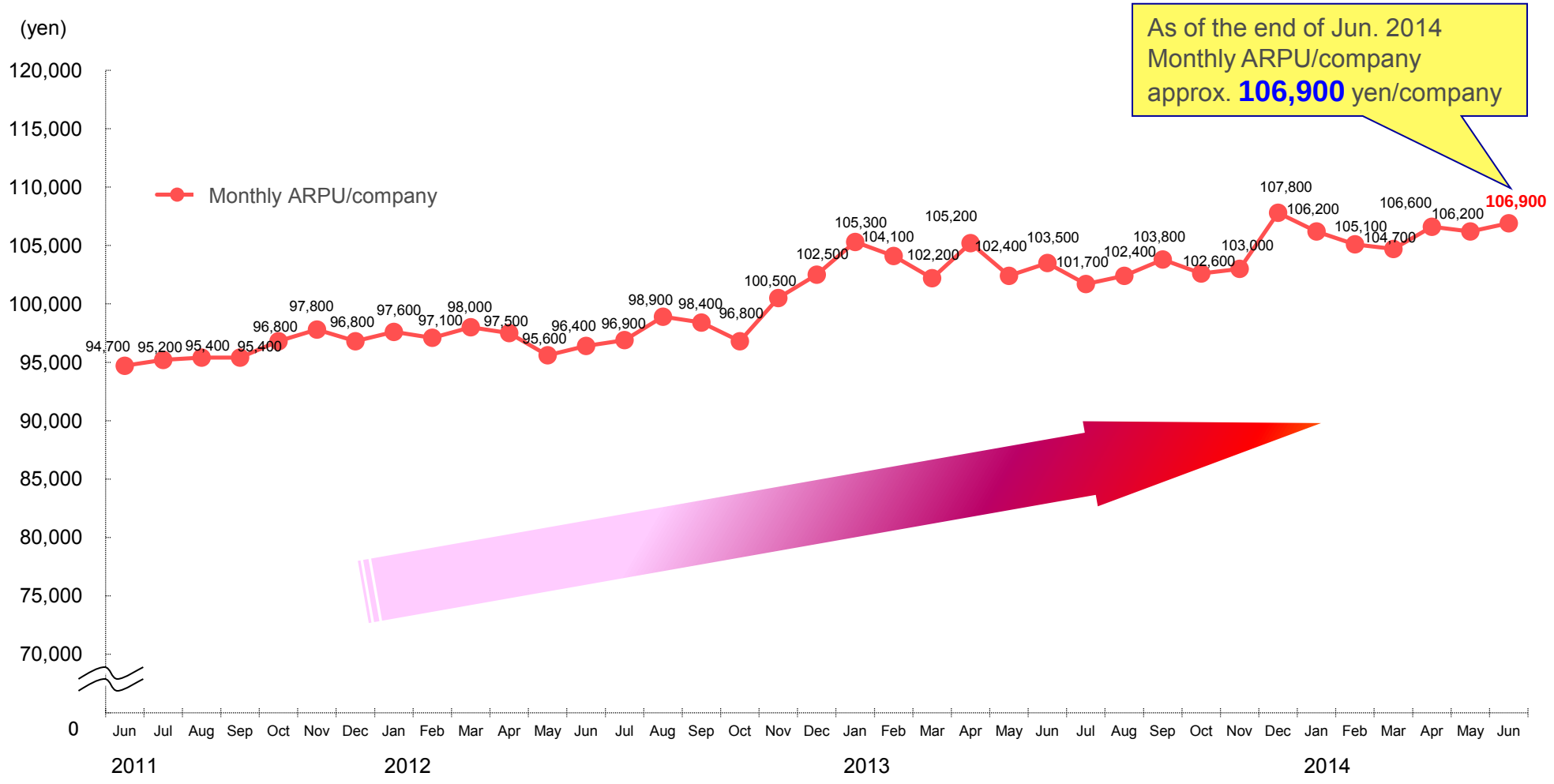
Number of stores per company is expanding with the release of “ES e-Bukken One”



* As for ES e-Bukken One, contracts are concluded and fees are charged for individual corporations. As for the number of stores, the total number of stores used and registered by clients (real estate companies) was counted.

Cloud Service : Monthly ARPU

Steady increase in monthly ARPU

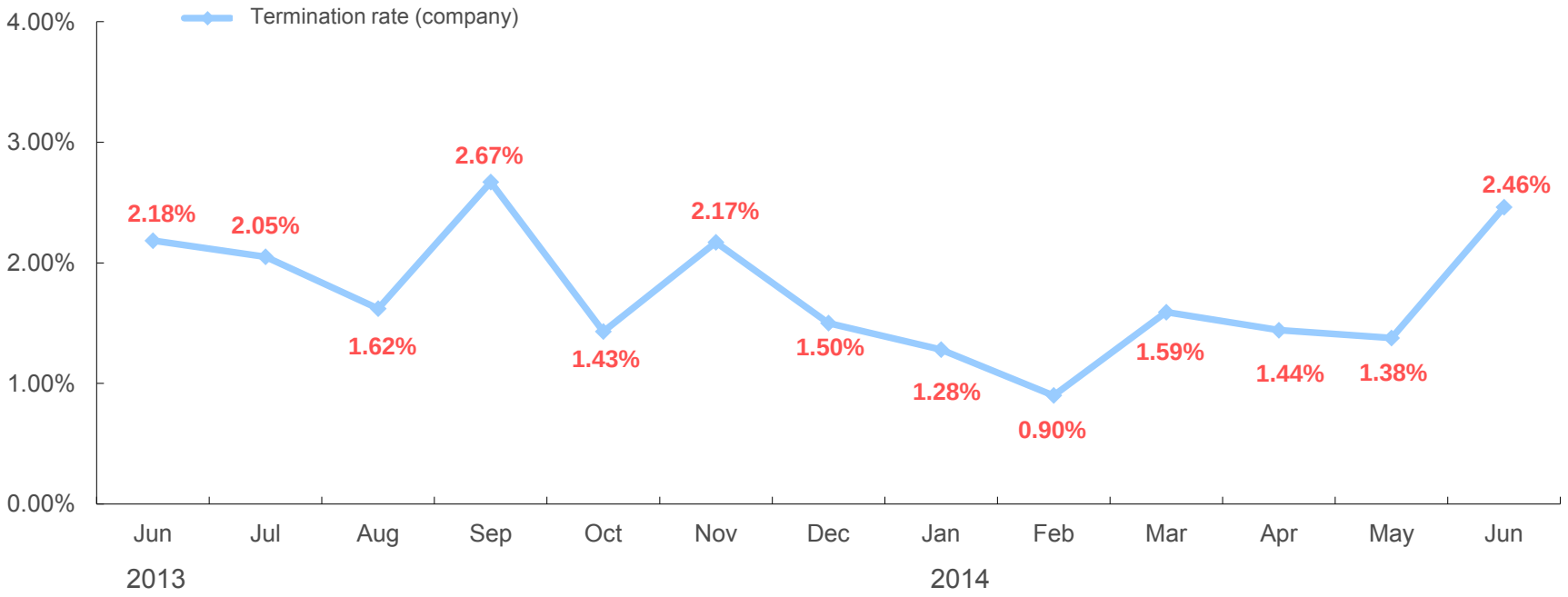


∗ Monthly ARPU = $\frac{\text{Cloud Service revenue in a given month}}{\text{The number of companies 'Billed Clients' in a given month}}$

∗ Figures rounded down to the nearest hundred yen.

Cloud Service : Client Termination Rate

Continuous efforts to enhance client satisfaction, leading to higher retention

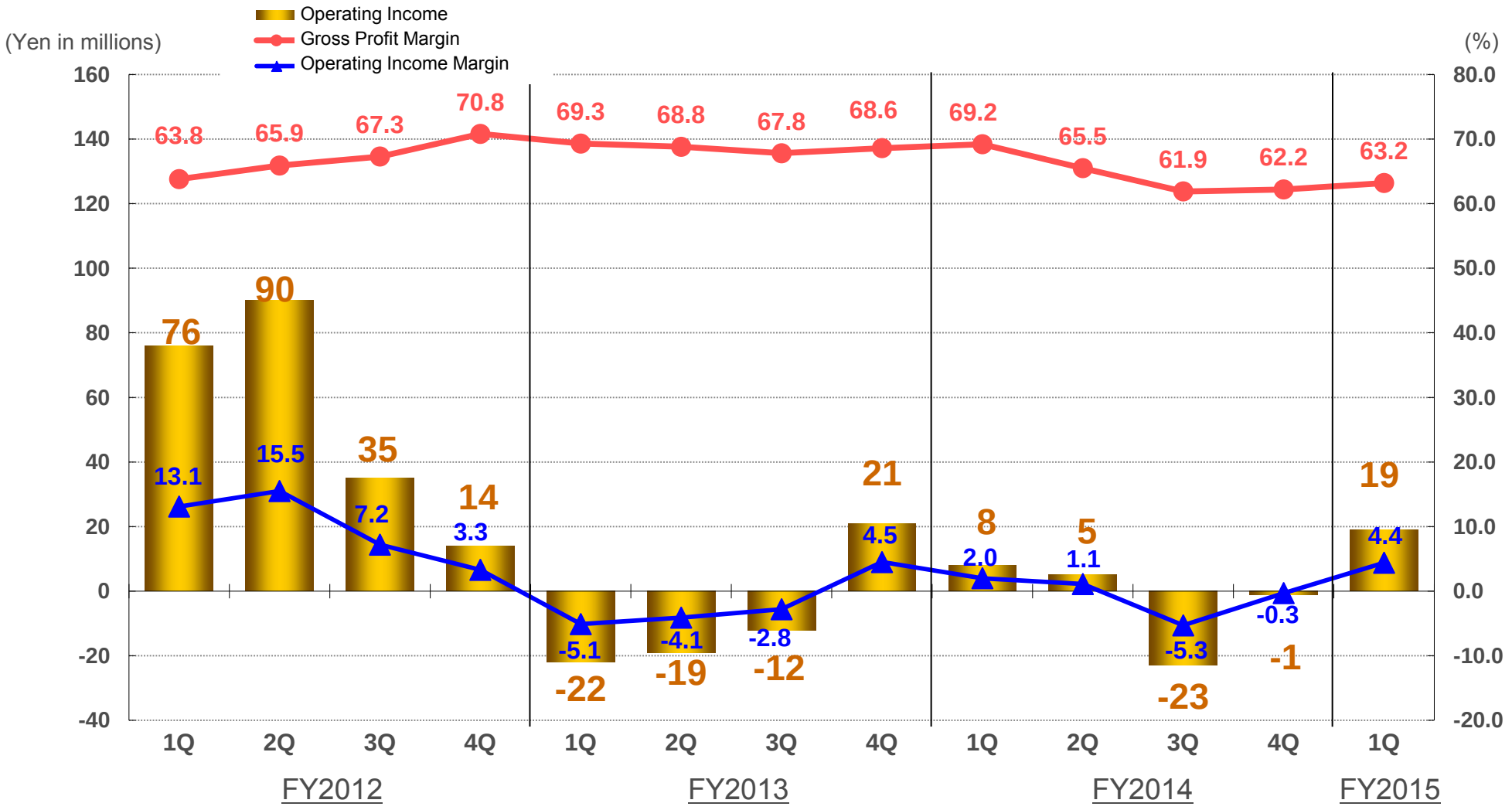


(companies)

	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Ave.
# of companies	30	28	22	36	19	29	20	17	12	21	19	18	32	23.3
Termination Rate	2.18%	2.05%	1.62%	2.67%	1.43%	2.17%	1.50%	1.28%	0.90%	1.59%	1.44%	1.38%	2.46%	—

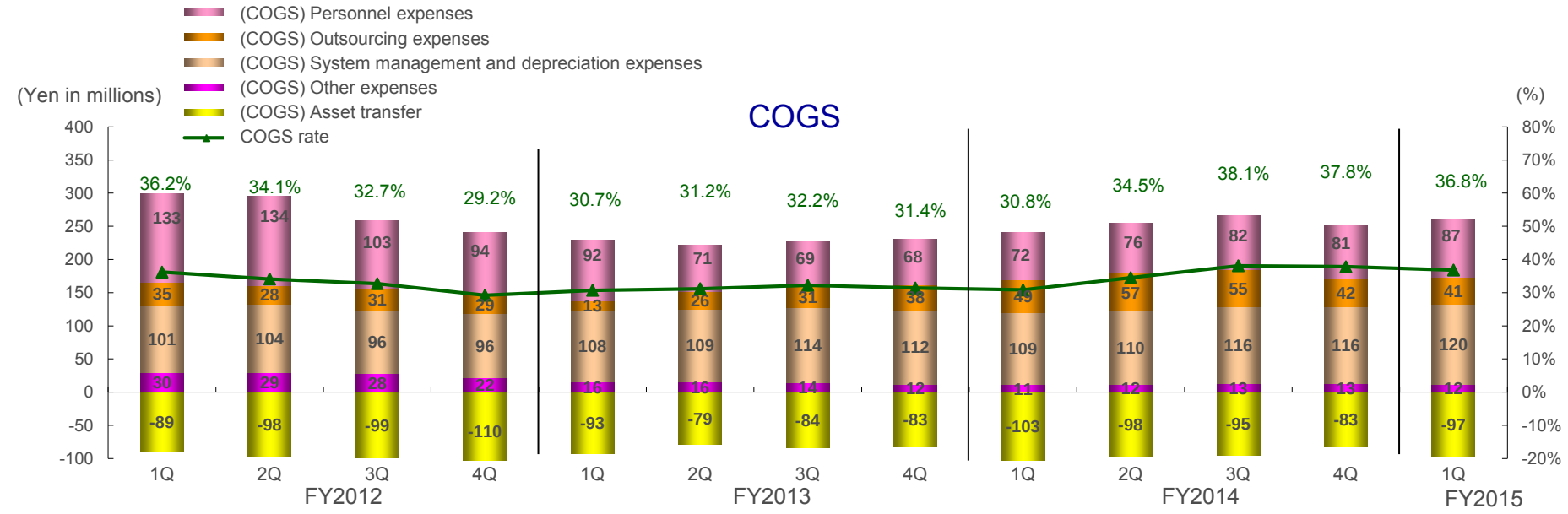
∗ Termination Rate = $\frac{\text{\# of companies withdrawing in a given month}}{\text{\# of companies in a given month}}$

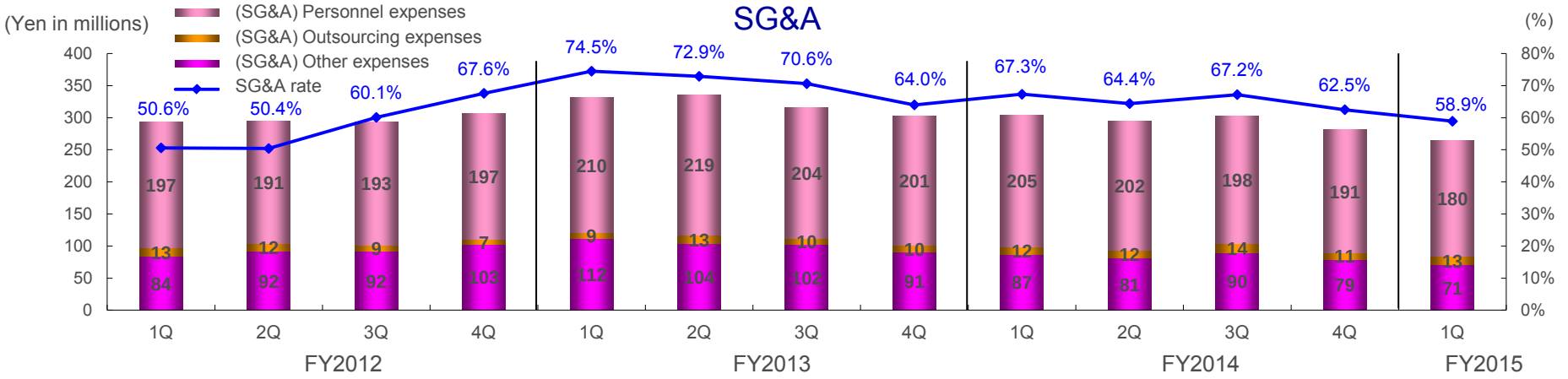
Consolidated Operating Income



∗ Figures rounded down to the nearest million yen.

Consolidated COGS/SG&A

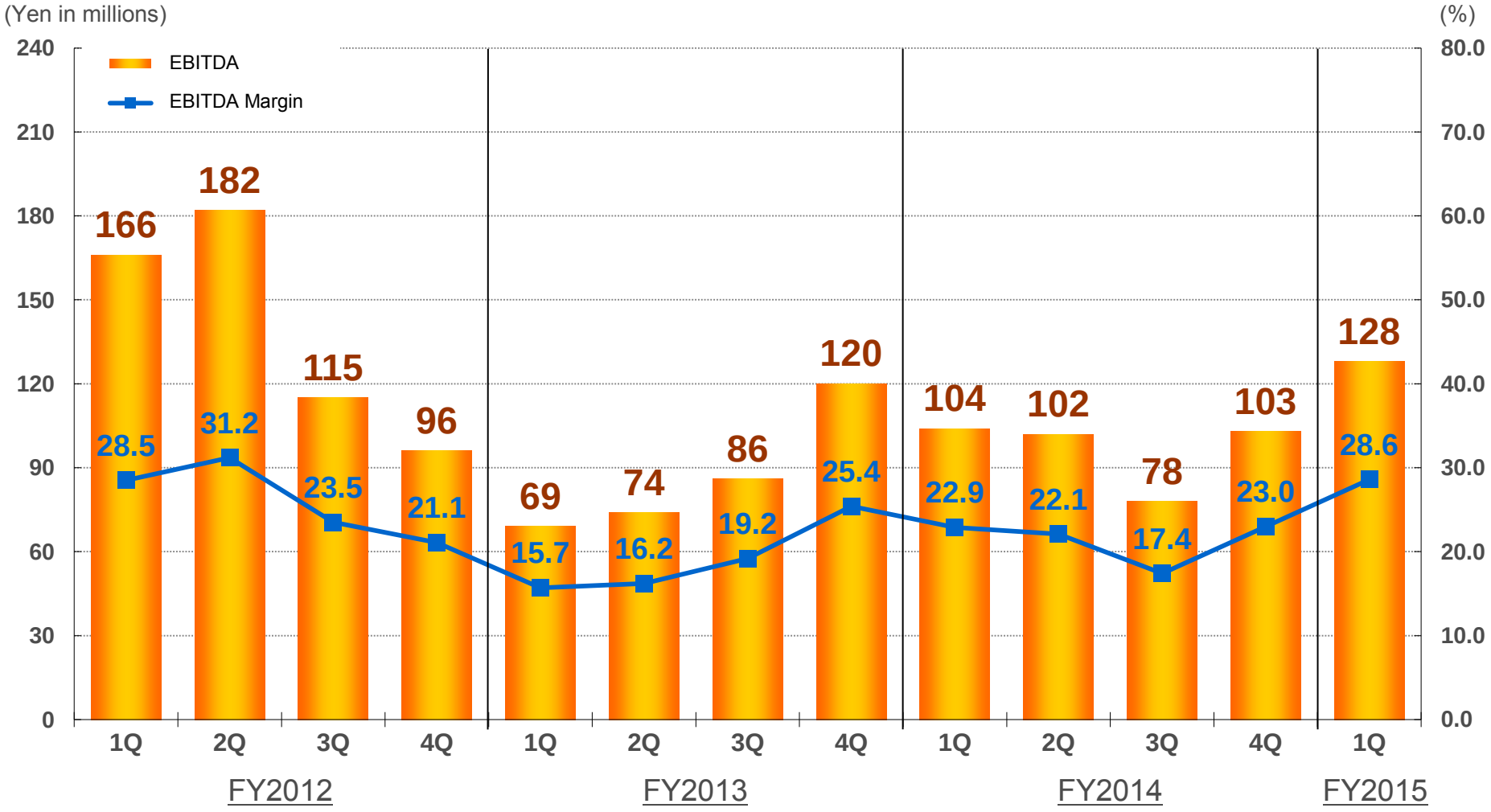




* (COGS) Outsourcing expenses: Outsourcing expenses, temporary recruitment expenses, procurement expenses, system usage expenses, etc.
  (COGS) Asset transfer: Inventory assets(goods in process), portion allowances for software under development listed under COGS
* (SG&A) Outsourcing expenses: Advertising expenses, recruitment related expenses, consultant fees, payment commission, etc.
* Figures rounded down to the nearest million yen.

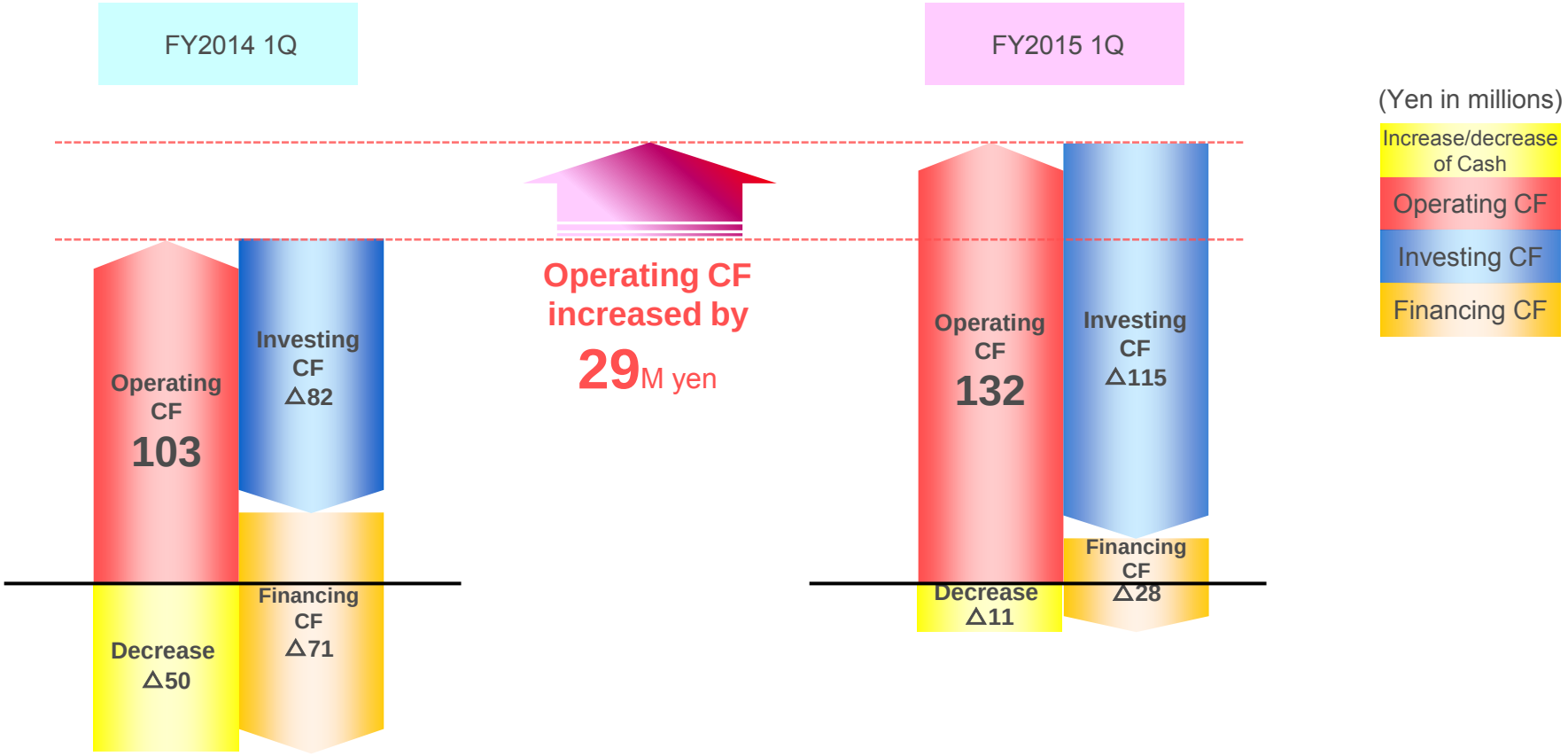
Consolidated EBITDA

Stable and growing EBITDA (operating income + depreciation)



∗ Figures rounded down to the nearest million yen.

Consolidated Cash Flow

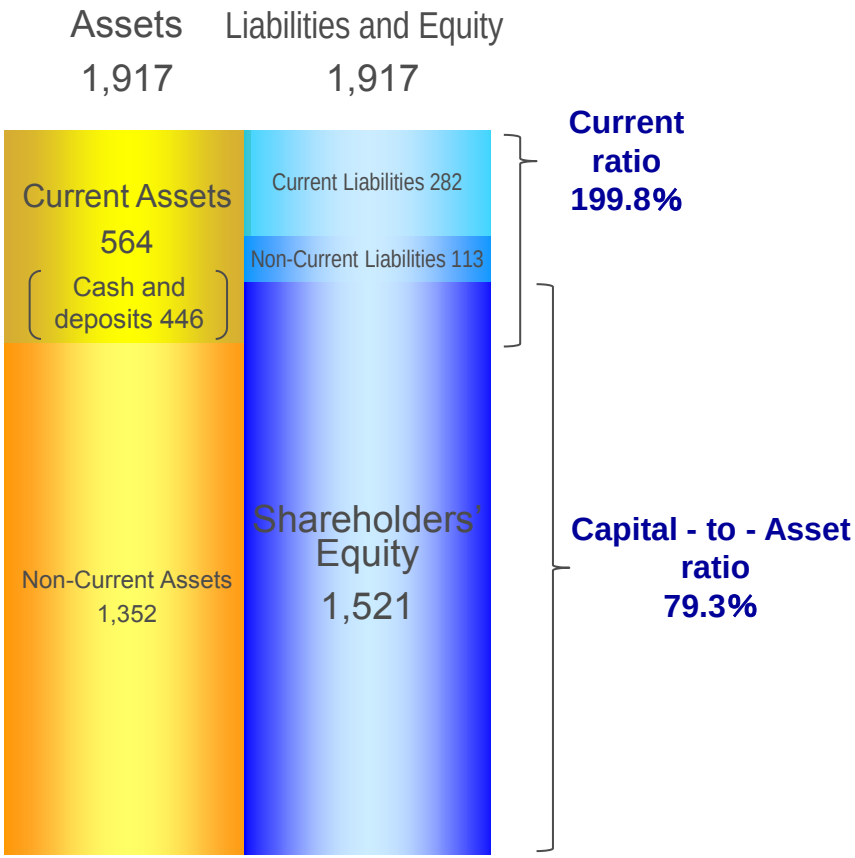


<Key Points>					
Operating Activities	① Income before tax + depreciation expenses	FY2014 1Q	104M yen	FY2015 1Q	129M yen
	② Payment of corporate tax, etc.	FY2014 1Q	△3M yen	FY2015 1Q	△25M yen
Investing Activities	③ Expenses due to in-house software development	FY2014 1Q	△98M yen	FY2015 1Q	△100M yen
	④ Expenses due to the purchase of assets (HW/SW)	FY2014 1Q	△10M yen	FY2015 1Q	△4M yen
Financing Activities	⑤ Payment of year-end dividend	FY2014 1Q	△64M yen	FY2015 1Q	△17M yen
	⑥ Expenses due to repayment of lease obligations	FY2014 1Q	△8M yen	FY2015 1Q	△10M yen

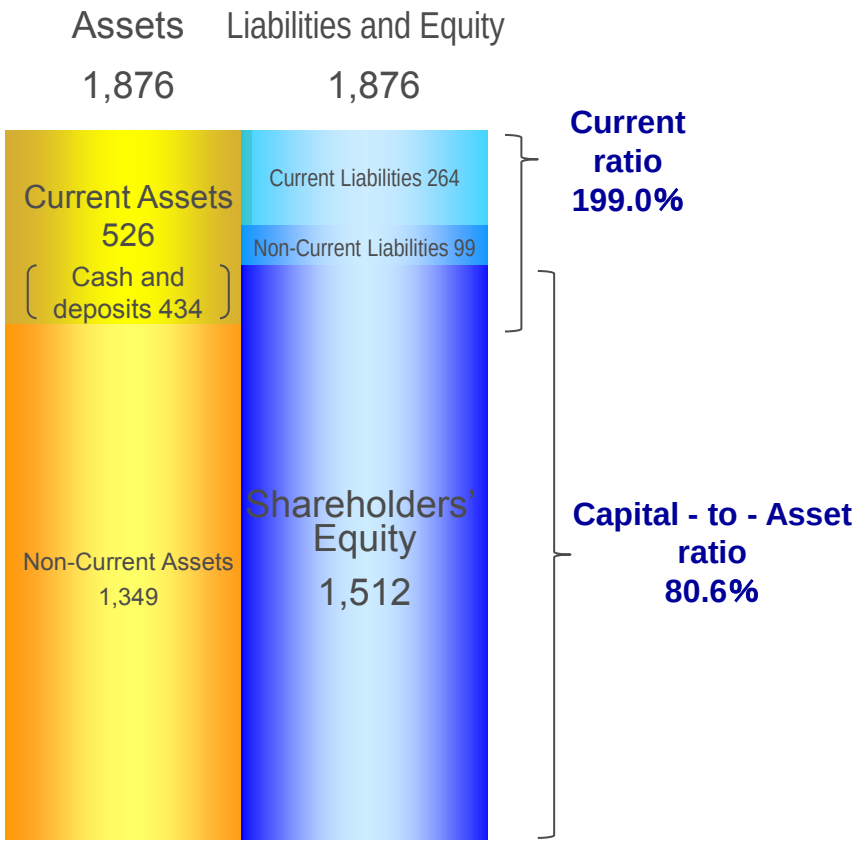
∗ Figures rounded down to the nearest million yen.
∗ '0' indicates an amount less than one million yen.

Consolidated Balance Sheet

Financially sound



As of the end of March, 2014



As of the end of June, 2014

∗ Figures rounded down to the nearest million yen.

2. Business Forecast

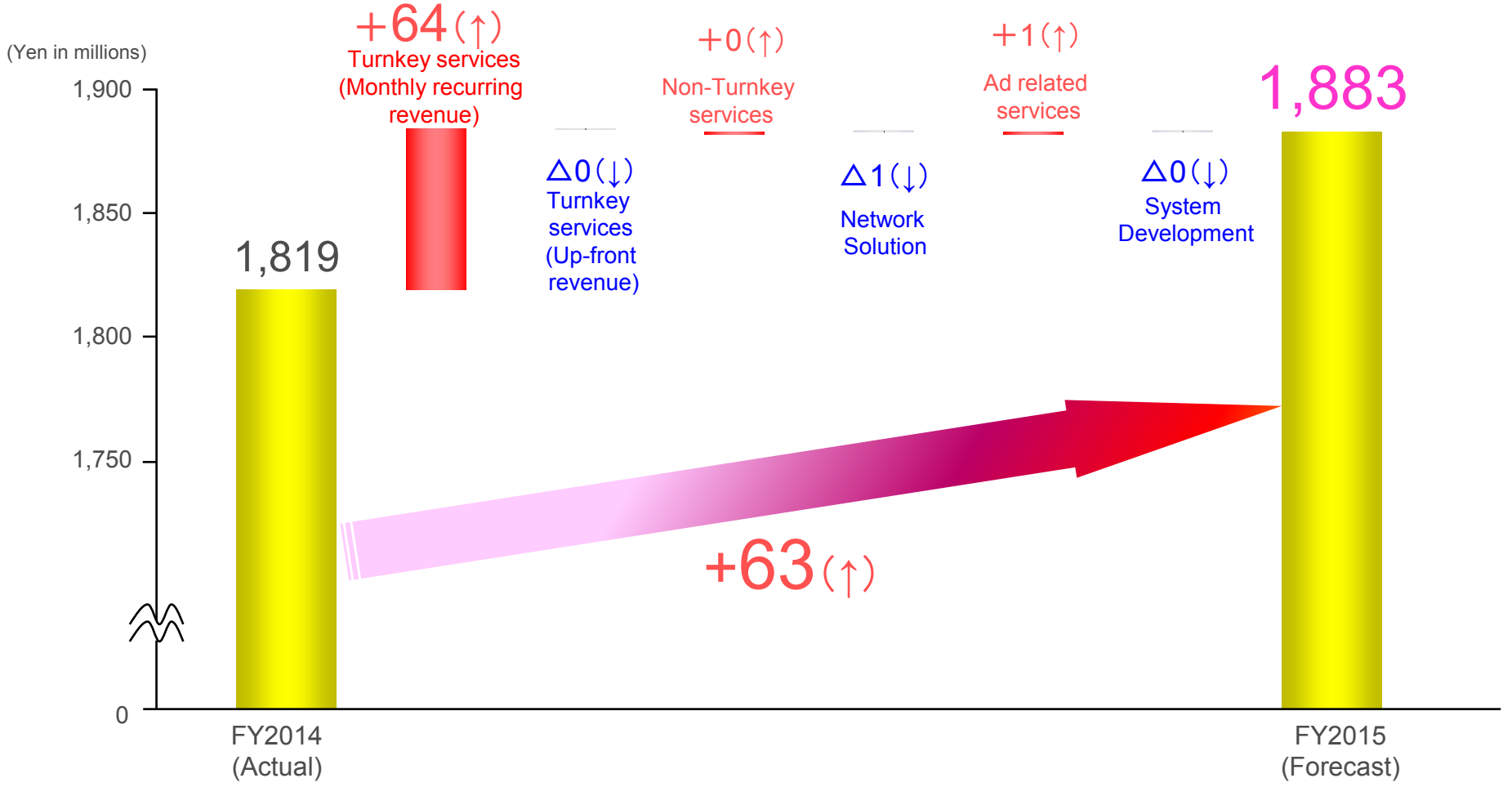
Business Forecast and Dividend Forecast

(Yen in millions)	Mid-term Forecast FY2015	Full-term Forecast FY2015	First-quarter Results FY2015	Progress Rate as % of Full-term Forecast	(Reference) Full-term Results FY2014
Sales	918	1,882	450	23.9%	1,820
Operating Income	7	33	19	59.4%	△11
Recurring Income	7	32	20	63.2%	△9
Net Income	3	12	11	92.7%	△36

	Dividend per share
Full-year dividend (forecast) (FYE March 2015)	3yen
Full-year dividend (actual) (FYE March 2014)	3yen

* Forecast figures are based on information available at the time of this announcement.
  Actual results may differ materially from the forecast figures.
* Figures rounded down to the nearest million yen.

Cloud Solution Business : Revenue Growth by Product



<Key Points>

Further promoting “ES e-Bukken One,“ our ”turnkey services (monthly recurring revenue)” revenue is expected to increase by about 64 million yen YOY, and the total sales of the cloud solution business are estimated to increase by about 63 million yen.

* Cloud Solution Business sales figures have not been adjusted for internal transactions.
* Figures rounded down to the nearest million yen.

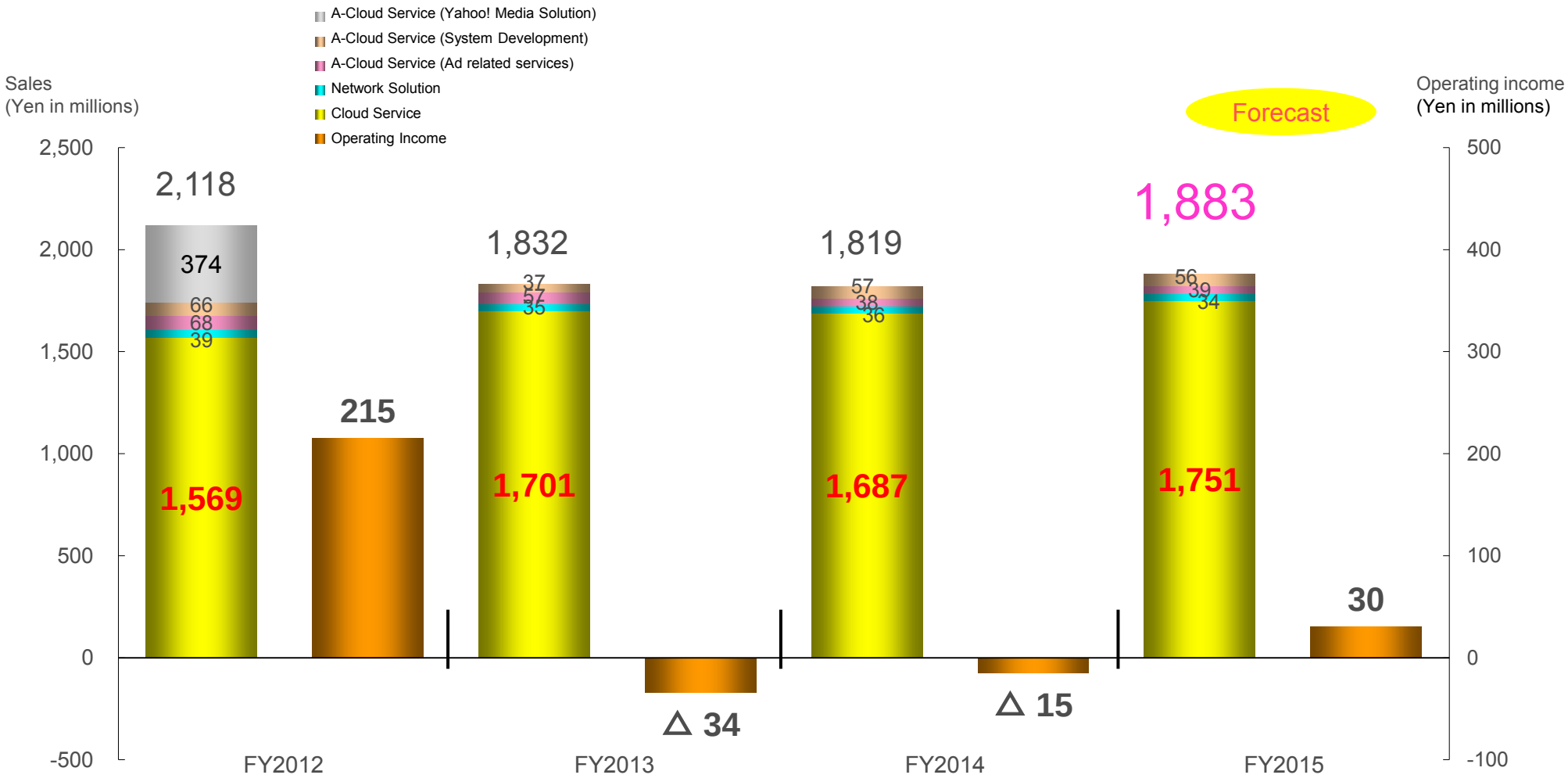
Cloud Solution Business : Full-term Revenue Forecast Breakdown

Item (Yen in millions)	FY2015 Forecast	First-quarter Results FY2015	Progress Rate as % of Forecast	(Reference) Full-term Results FY2014
Cloud Service	1,751	418	23.9%	1,687
Turnkey services *	1,583	376	23.8%	1,519
Up-front revenue	38	9	25.3%	39
Monthly recurring revenue	1,544	367	23.8%	1,479
Non-turnkey services *	168	41	24.8%	168
Network Solution	34	8	25.0%	36
Advanced-Cloud Service	96	22	23.5%	95
Ad related services	39	8	20.4%	38
System Development	56	14	25.7%	57
Total	1,883	450	23.9%	1,819

* Turnkey services ・・・・・・・ Suite of standard system applications with up-front and monthly recurring revenue.
  Non-turnkey services ・・・ Customized system applications with one-time and monthly recurring revenue.

* Forecast figures are based on information available at the time of this announcement.
  Actual results may differ materially from the forecast figures.
* Cloud Solution Business sales figures have not been adjusted for internal transactions.
* Figures rounded down to the nearest million yen.

Cloud Solution Business : Revenue and Operating Income Forecast



∗ “Yahoo! Media Solution” operations were concluded in FY2012 (at the end of November, 2011).
∗ Cloud Solution Business sales figures have not been adjusted for internal transactions.
∗ Figures rounded down to the nearest million yen.

3. Business Overview

New features for “ES e-Bukken One” to follow



＊ We plan to have existing customers upgrade to “ES e-Bukken One” as offered.

＊ Development and product launch schedule subject to change.

Outline of "ES e-Bukken One"

"ES e-Bukken One" is the one-stop-solution which covers every aspect of the business of real estate industry

At the center of your daily business activities!

"One Network"



Partnering real estate companies



Rental Property Products

いい物件One 賃貸

- Manage property, client, and contract data
- Output various forms
- Manage sales and prospective sales
- Manage client interactions
- File management/sharing
- Schedule management
- Internal approval function
- Sending and receiving of messages

賃貸管理機能

- Manage rental properties
- Track meter readings, charges for each property
- Manage contract renewals
- Manage repairment records
- Integration with guaranty companies
- Income and expenditure reporting
- Budget management

Property Sales Products

いい物件One 売買

- Manage property, client, and contract data
- Output various forms
- Manage sales and prospective sales
- Various reporting of prospective buyers
- Create floor plans and fliers
- File management/sharing
- Schedule management
- Internal approval function
- Sending and receiving of messages

いい物件One 分譲 (Plan)

- Manage property and client data by project
- Budget management by term
- Manage client requests, lottery drawings, and contracts (loan agreements, delivery, etc.)
- Sales management

Your Company's site

いい物件One ウェブサイト

[My page]

- Client specific recommendations
- Client communication
- Sophisticated property search
- File management

Clients looking to rent or buy



Customer (consumer)

Real estate portal sites

YAHOO! JAPAN 不動産 / suumo / いい部屋ネット

(and many more)

Clients looking for tenants or buyers

[My page] (Plan)

- Comprehensive property management reporting
- Reports on current offers
- Client communication
- File management



Property Owner

“ES e-Bukken One” for Supporting Real Estate Businesses



All businesses of real estate can be started from this window!
“Search and registration” window



You can grasp necessary info at a glance!
“Dashboard”
that can be customized

Real Estate Businesses to Be Evolved with “ES e-Bukken One”

いい生活

Information on real estate, customers, and contracts can be associated and managed together

Real estate information about lease, sale, purchase, and management can be managed with an integrated database

Mounted with the standard functions for customer management and business support for realty



It is possible to develop an original website linked to real estate information with the full CMS function

To support the distribution of real estate data among real estate companies that cooperate with one another

The freshness of information is managed together with the function to post in the major Internet media at once precisely

＊ Some functions can be used in the trial version.
＊ The function to post at once is an option.

Topics for the 1Q: Expansion of the “Lease Management Function”

Lease brokerage and agency businesses

To receive requests for solicitation

I want to lend

・To store transaction records

To advertise real estate

Solicitation for rental

・To post ads in their website
・To insert ads into the websites exclusively for dealers
・To insert ads into portal sites
・To print flyers
・Inter-dealer distribution
・To produce room layouts
・Management of surrounding facilities

- いい物件One ウェブサイト
- B2B 賃貸
- スマートOneコンバート

To respond to feedbacks

I want to rent

・To deal with inquiries
・To automatically save feedbacks
・To manage the records of approaches to customers
・To produce rent estimates

To newly conclude lease contracts

Lease contracts

・Application forms
・Leaflets for explaining important items and contracts
・Settlement notes
・Transaction ledgers
・Progress management
・Storage of electronic files

■ Merits of conducting all tasks with a single system

つなぐ、不動産クラウド。
いい物件One

Contract update

Lease contracts

To update lease contracts

・Explanation of contract update
・Update settlement notes
・Record management
・Progress management
・To store electronic files

Contract cancellation

Lease contracts

To cancel lease contracts

・To receive requests for cancellation
・Cancellation settlement notes, restoration to the original state
・Record management
・Progress management
・To store electronic files

Rent collection

Rent management

To collect rents, etc.

・Money transfer to bank accounts
・Cooperation with factoring firms
・Cooperation with guarantee firms
・Management of reminders
・To charge variable expenses

To send money to outsourcers

・To offset expenses
・To conduct payments on behalf of payers
・Guarantee against delinquency
・A variety of methods for calculating remunerations
・Allocation to several owners
・Sublease indemnification management
・To produce comprehensive data of wire transfer

To report to outsourcers

・To liberalize the design for the statements of incomes and expenditures
・Plan to develop webpages that can be personalized by individual clients

Operation and coordination

To conclude and update contracts for management entrustment

Management entrustment

・Sublease
・To undertake operation
・Full-time management
・Real estate owned by companies

To deal with inquiries, including requests for repair

Transactions

・Inquiries from occupants
・Inquiries from owners
・Record of communications with governmental offices, etc.
・Management of orders for repair received and placed
・To store electronic files

To manage keys

Keys

Business administration

To manage sales, deposits and withdrawals

- Deposits and withdrawals
- Sales
- Journal Entry

To manage tasks

- Schedule
- ToDo
- Approval

スマートOneコンバート

Just press a single button to post data at once!
Compatible portal sites for real estate have been increased!

あっ、ここに住もう！ SUUMO スーモ suumo.jp
ネクスト社のポータルサイト
at home
YAHOO! JAPAN 不動産
CHINTAI
お部屋さがしは いい部屋ネット
マイナビ賃貸
HOME AD PARK
スマイティ
O-uccino
祝い金がもらえる賃貸情報サイト キャッシュバック賃貸
お部屋さがしの自遊席 スタッフレスショップ
door 賃貸
ホームメイト

*Random order

＊ Through the release of “Smart One Convert,” it became possible to post data into the sites in the lower 2 rows. The other sites are covered by the existing service.

We achieved centralized information management and operational efficiency



http://www.yshome.jp/

YS-HOME Co., Ltd.

"We used to spend too much time and too many staff to update and manage real estate property information. It also took us a lot of time and effort to make contract documents.
We also had difficulties sharing information among stores and between the head office and stores.
e-Seikatsu provided the ideal solution, and we can now operate our business more smoothly and efficiently."

Utilized services and key benefits

- いい物件One 賃貸
- いい物件One ウェブサイト
- 物件情報の一括入稿サービス

- ☑ **Dramatic reduction in time to enter data** into the real estate portal site.
- ☑ **Reduction in time to make** contract-related documents.
- ☑ **Enhanced operational efficiency** via information sharing among stores and departments.
- ☑ **Increased inquiries** from Web Site.

We achieved successful information sharing among our many stores



http://www.apple-co.jp/

Apple Real Estate Co., Ltd.

"Our major issue was not being able to share information,
especially property information, among stores, as the number of stores increase and our sales area expand.
To verify bank account activity, we also used to cross check deposits and withdrawals and manually update and reconcile the bank books.
In order to solve these issues, we migrated from our existing system to e-Seikatsu, and we are very satisfied."

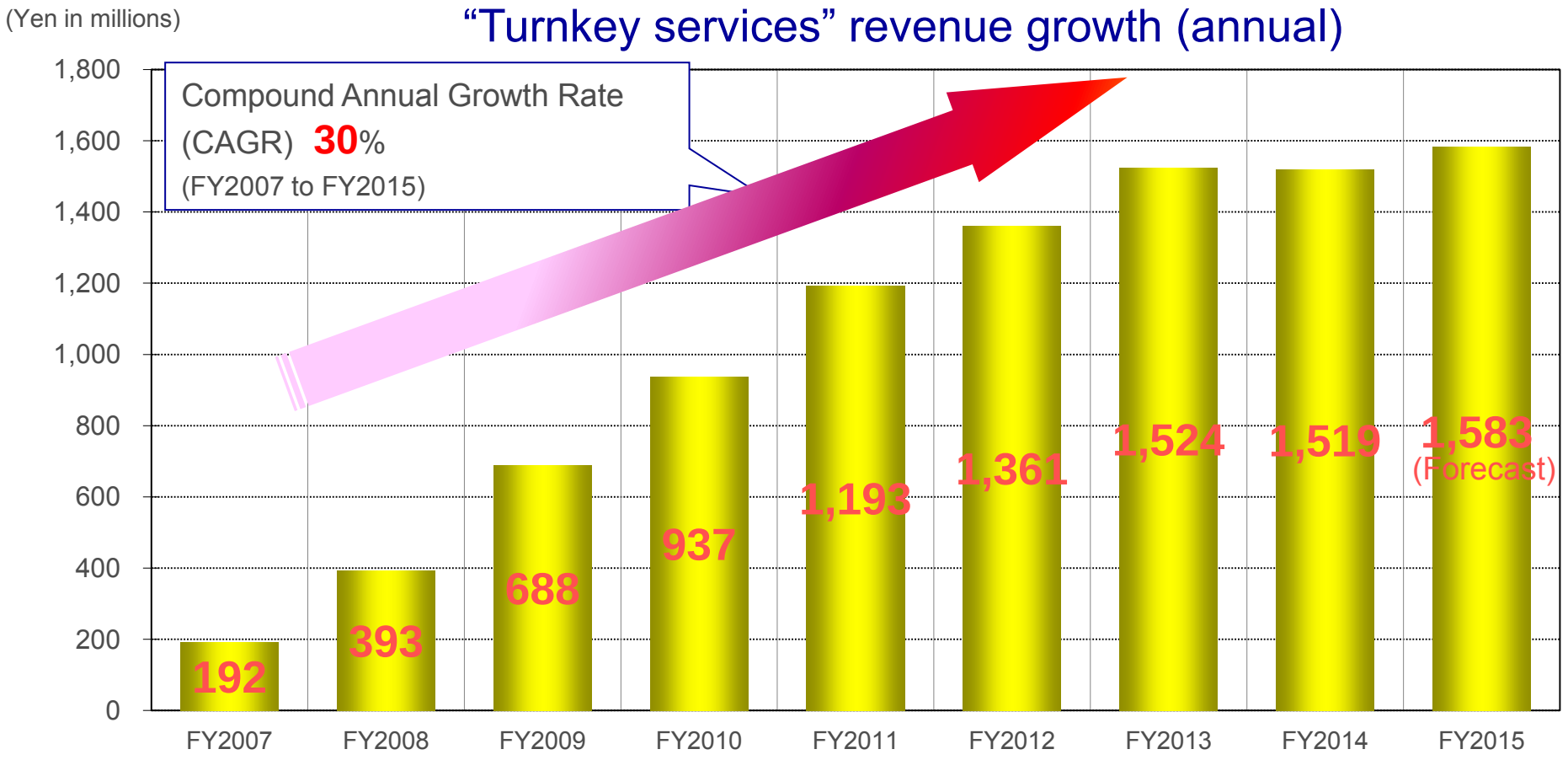
Utilized services and key benefits

いい物件One 賃貸
いい物件One ウェブサイト
物件情報の一括入稿サービス

- ☑ **Enhanced operational efficiency** via real estate property information sharing.
- ☑ **Simplified sales management work** by using a transaction ledger.
- ☑ **Saved troublesome deposit management work by integrating with** firm banking system.
- ☑ **Smooth transfer from the old system** thanks to free-style format.

Growth Potential of Cloud Service (Turnkey services)

"Turnkey services" has great growth potential and is at the core of our Cloud Solution Business



* "Turnkey services" is a suite of standard system applications with up-front and monthly recurring revenue.
* Compound Annual Growth Rate (CAGR) is the average growth rate over a period of several years.
* Figures are rounded down to the nearest million yen. The ratio is calculated per yen and rounded.
* Forecast figures are based on information available at the time of this announcement and are subject to change.

We Aim to Increase the Number of Clients to 5,000

Expand and grow our client base

To keep increasing clients by providing better support

Enhance sales and operation efficiency

To increase ARPU by providing additional values and lengthen the period of use by upgrading services

Future growth

To create market place for real estate information in our platform

We will become an information infrastructure platform company for real estate industry.

Mile stone/ Target indicators

Number of clients : 5,000 companies　ARPU > ¥100,000/month　Gross profit margin > 70%

4. Appendix

Financial Data

Business Outline

Financial Data

Consolidated Income Statement

(Yen in millions)	FY2013				FY2014				FY2015			
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
Sales	446	461	450	473	454	461	451	452	450			
Gross Profit	309	317	305	324	314	302	279	281	284			
Gross Profit Margin	69.3%	68.8%	67.8%	68.6%	69.2%	65.5%	61.9%	62.2%	63.2%			
Operating Income	△22	△19	△12	21	8	5	△23	△1	19			
Operating Income Margin	△5.1%	△4.1%	△2.8%	4.5%	2.0%	1.1%	△5.3%	△0.3%	4.4%			
Recurring Income	△22	△18	△13	21	8	6	△23	△1	20			
Recurring Income Margin	△5.0%	△4.0%	△2.9%	4.5%	1.9%	1.5%	△5.3%	△0.3%	4.5%			
Extraordinary Income	—	—	—	—	—	—	—	—	—			
Extraordinary Loss	—	7	1	1	—	0	4	3	0			
Quarter Net Income	△21	△22	△17	2	△1	△1	△25	△8	11			
Net Income Margin	△4.7%	△4.9%	△3.8%	0.4%	△0.3%	△0.4%	△5.7%	△1.8%	2.5%			

∗ Quarterly figures are not audited (cumulative figures are audited).

∗ '-' indicates zero yen, '0' indicates an amount less than one million yen.

∗ Figures are rounded down to the nearest million yen.

Consolidated Balance Sheet

(Yen in millions)	FY2013				FY2014				FY2015			
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
Current Assets Total	709	699	670	691	635	619	573	564	526			
Non-Current Assets Total	1,350	1,357	1,333	1,324	1,311	1,329	1,339	1,352	1,349			
Assets Total	2,060	2,057	2,003	2,016	1,947	1,949	1,912	1,917	1,876			
Current Liabilities Total	263	270	243	264	274	288	274	282	264			
Non-Current Liabilities Total	124	137	128	117	115	105	107	113	99			
Liabilities Total	388	408	371	381	390	394	382	395	364			
Net Assets Total	1,671	1,649	1,631	1,634	1,556	1,555	1,529	1,521	1,512			
Liabilities & Net Assets Total	2,060	2,057	2,003	2,016	1,947	1,949	1,912	1,917	1,876			

＊Figures are rounded down to the nearest million yen.

Consolidated Cash Flow Statement

(Yen in millions)	FY2013				FY2014				FY2015			
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
CF from Operating Activities	75	107	17	120	103	154	63	70	132			
CF from Investing Activities	△100	△80	△74	△88	△82	△109	△95	△100	△115			
CF from Financing Activities	△69	△18	△7	△7	△71	△21	△8	△9	△28			
Net increase in cash and cash equivalents (△decrease)	△94	8	△63	24	△50	23	△40	△39	△11			
Cash and Cash Equivalents (end of term)	583	592	528	553	502	526	485	446	434			

＊ Quarterly cash flow figures are not audited (cumulative period cash flow figures are audited).

＊ '-' indicates zero yen, '0' indicates an amount less than one million yen.

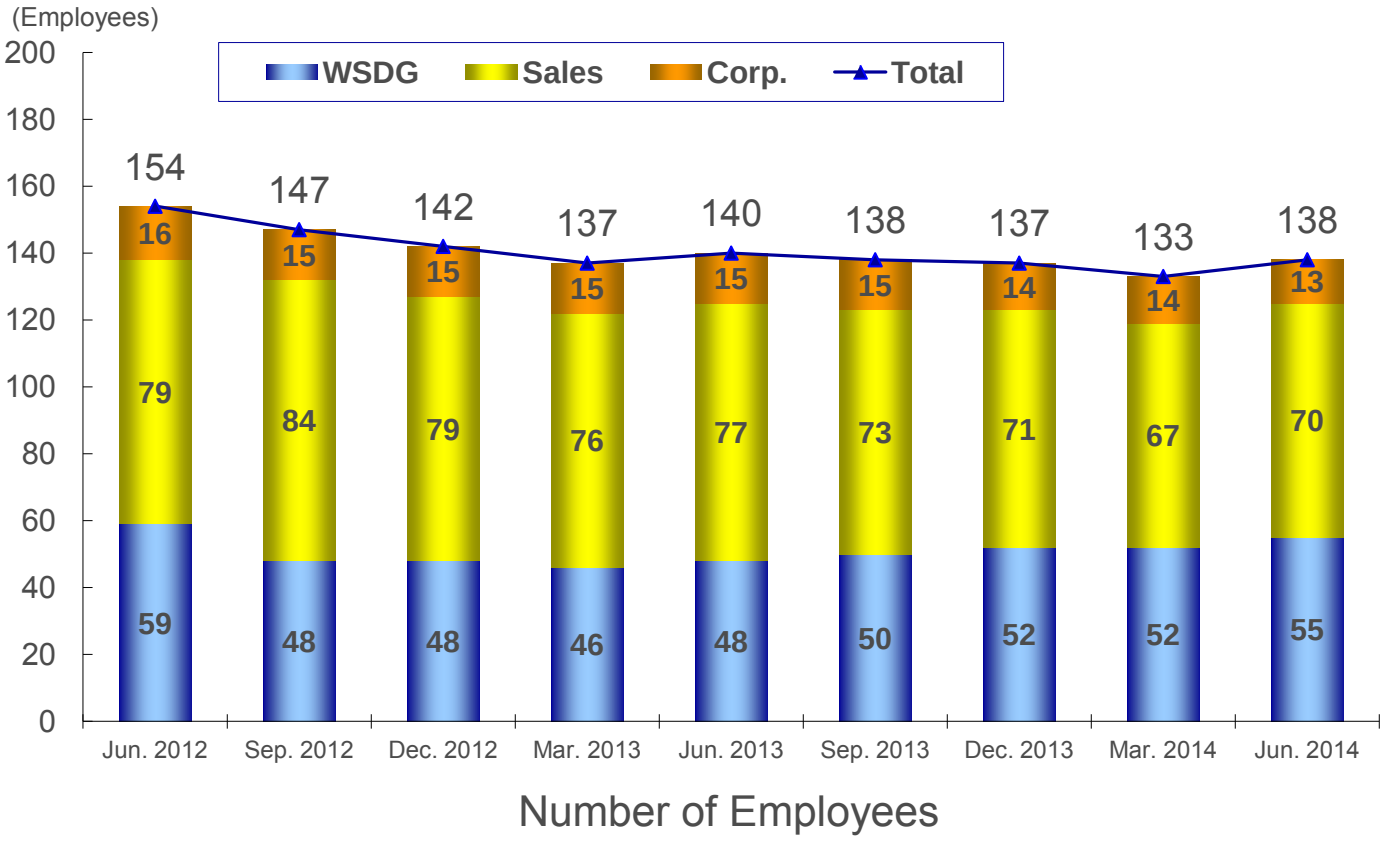
＊ Figures are rounded down to the nearest million yen.

Cloud Solution Business

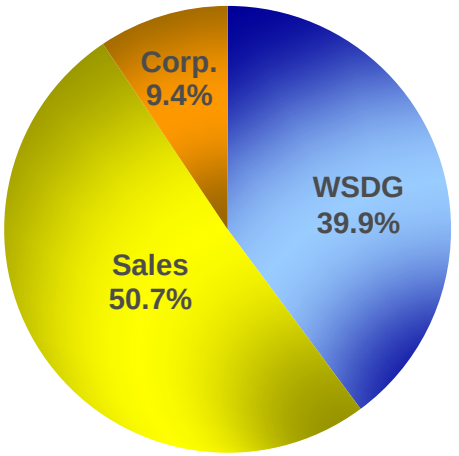
	FY2013				FY2014				FY2015			
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
Cloud Service	417	424	423	436	432	417	418	419	418			
Turnkey services	371	379	380	393	389	375	376	377	376			
Up-front revenue	10	13	15	11	11	10	12	6	9			
Monthly recurring revenue	360	366	364	381	377	365	364	371	367			
Non-turnkey services	45	44	43	43	42	42	41	41	41			
Network Solution	8	8	8	9	8	8	8	9	8			
Advanced-Cloud Service	20	28	17	27	13	34	23	23	22			
Ad related services	15	14	13	13	11	9	8	8	8			
System Development	4	13	3	14	2	25	14	15	14			
Sales Total	446	461	450	473	454	461	450	452	450			
COGS	136	143	145	148	139	158	171	171	165			
SG & A	332	336	318	303	306	297	305	283	265			
Cost Total	469	480	463	452	446	456	476	454	431			
Operating Income	△23	△19	△13	21	8	4	△26	△2	18			
Recurring Income	△22	△18	△13	21	8	6	△26	△2	19			
Number of Cloud Service clients (Companies)	1,455	1,434	1,413	1,390	1,374	1,346	1,335	1,320	1,300			
Number of employees (Non-consolidated)	154	147	142	137	140	138	137	133	138			

* Turnkey services ・・・・・・・ Suite of standard system applications with up-front and monthly recurring revenue.
  Non-turnkey services ・・・ Customized system applications with one-time and monthly recurring revenue.
* Quarterly income figures are not audited (cumulative figures are audited).
* Cloud Solution Business sales figures have not been adjusted for internal transactions.
* Figures are rounded down to the nearest million yen.

Number of Employees



Number of Employees



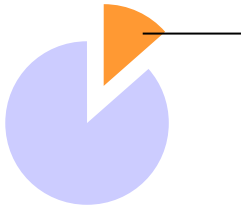
Breakdown by Division (June,2014)

* Excluding directors, advisors, and part-time workers.
* Head count for quality control personnel transferred from WSDG to Sales (reflected from Sep. 2012 figures).
* WSDG: Web Solution Development Group, Sales: Sales & Sales Planning Group, Corp.: Corporate staff

Business Outline

Focused on the Large Real Estate Industry

The real estate industry represents 13.6% (2012) of GDP (416 trillion yen (nominal))



Real estate industry
13.6%
(56 trillion yen)

Source: National Accounts for 2012 (GDP by economic activity)

Total real estate assets equals 1,690 trillion yen (2012)

Residential
339 trillion yen



Non-residential 207 trillion yen



Land 1,143 trillion yen

Source: National Accounts for 2012 (National assets)



Number of homes
60.63 million units

Source: The 2013 Housing and Land Survey, Ministry of Internal Affairs and Communications Statistics Bureau (preliminary)



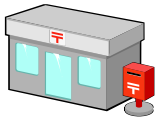
There are 122,100 real estate agencies (as of the end of Mar. 2014)

Source: Real Estate Transaction Improvement Organization

much more than…



Convenience stores
49,930 stores (March 2014)



Post offices
24,224 offices (As of the end of Mar 2014)

Source: JFA Convenience Store (monthly statistic report)
Source: Japan Post Network Co., Ltd.

The number of potential clients is enormous.

The Real Estate Industry is an “Information Industry”

Utilizing a database is essential to succeed!

A database that can manage the information on property, customers, and contracts together is essential.



Diversified consumer needs!

In order to satisfy a variety of preferences of consumers, it is essential to glean comprehensive information on real estate.

The first contact point with consumers is not stores, but the Internet!

It is indispensable to respond to consumers’ needs for collecting information that changed due to the Internet.



Use of mobile devices has become mainstream!

It is indispensable to make our services compatible with mobile terminals, such as smartphones and tablets.



Real estate info is the most suitable to databases, among commercial ones!

The real estate industry is evolving from the “paper”-dominated to the “IT”-dominated.

“Cloud Service” is Ideal for the Real Estate Industry



Benefits of Cloud Services (Shift from the age of buying systems to the age of renting systems)

- No need for initial investment in servers, etc.
- Short lead time.
- No need to update (the latest version is always available).
- Saved data is safe and secure (security systems).
- Ideal part of BCP (Business Continuity Planning).

Real estate companies are scattered nationwide.

The industry is not oligopolistic, but small and medium-sized firms are dominant.

Work flow can be united into some patterns.

Master info (such as addresses and railroad names) is frequently updated.

Cloud services specializing in real estate businesses are anticipated!

To pursue a single (large) field and offer “indispensable” systems for business

Our development staff who are versed in real estate businesses develop systems (accumulating know-how)

Direct sales force = tight relationship with clients, deep industry knowledge

Stock Business = Stable source of monthly recurring revenue based on ongoing contracts

Obtained the certificates of international standards in order to improve our service level and customer satisfaction further

No bank borrowing and financially sound

Housing as an essential part of our daily life, our mission is

“To improve the level of satisfaction for all participants of the real estate market.”

In order to fulfill this mission, we move forward with the following vision:

“As the leading provider of cloud services supporting the daily business activities of real estate companies, we will contribute to the growth and development of a more effective real estate market by providing the necessary IT infrastructure and becoming the leading force for a more active distribution of information.”

Obtained “ISO/IEC20000-1:2005” (international standards)

- 「ISO/IEC27001:2005」(International standard of information security management system)
  (Registered in August, 2006)
- 「ISO/IEC20000-1:2005」(International standard of IT service management system)
  (Registered in October, 2009)

Higher customer satisfaction with high quality services

Outline of ITSMS (ISO/IEC20000-1:2005) Registration

Company Name	: e-Seikatsu Co., Ltd.
Registration number	: JMAQA-T001
Applicable standard	: ISO/IEC20000-1:2005
Range of registration	: Cloud Service for the real estate industry (Excluding individual client system development business.)
Registrar	: Japan Management Association
Registration date	: October 15, 2009
Registration revision date	: August 9, 2012

Business and Revenue Breakdown

Business	Service Category	Element Type	Contract Type	Revenue Recognition	Service and Revenue Details
Cloud Solution Business	Cloud Service	Stock (MRR)	Annual	Monthly amount	**System usage fees for cloud service** Turnkey services Operation services of customized solutions (resulting from A-cloud system development work)
	Network Solution	Stock (MRR)	Annual	Monthly amount	**System operation and management fees.** Operating and managing our various systems utilizing client assets (i.e. operating on HW and SW owned by clients).
	Advanced-Cloud Service (Ad related services)	Stock (MRR)	Quarterly	Monthly amount	**Advertisement sales commission.** Monthly commission on「Yahoo! Real Estate」listing service sales. ※Recognized revenue is NET (not GROSS) ※Based on quarterly contracts (ending Mar., Jun., Sep., Dec.)
	Advanced-Cloud Service (System Development)	Flow	From time to time	% of Completion / One time	**System development revenue.** Mostly client customization work done on our turnkey solution systems.
Related Business	Others (Real estate Brokerage)	Flow / Stock	From time to time / Annual	One time / Monthly amount	**Real estate brokerage fees (rental property/sales property) and related fees (supporting employees search for homes).** ※Business operated by e-Seikatsu Fudosan Co. Ltd. (100% owned subsidiary)

Company Profile

Established :	January 21, 2000
Paid-in capital :	628,411,540 yen (As of the end of June 2014)
Listing :	Mothers section of the Tokyo Stock Exchange (Code: 3796)
Relationship banks :	The Bank of Tokyo-Mitsubishi UFJ, Ltd., Mizuho Bank, Ltd., Resona Bank, Ltd., Sumitomo Mitsui Banking Corporation, Mitsubishi UFJ Trust and Banking Corporation, Sumitomo Mitsui Trust Bank, Limited
# of employees :	138 (As of the end of June 2014)



Directors :	Kiyotaka Nakamura (President & CEO)	Akira Hirano (Standing Corporate Auditor)
	Zenichi Maeno (Executive Vice President & Co-CEO)	Masahito Omachi (Corporate Auditor)
	Hiroyuki Shiokawa (Executive Vice President & CFO)	Shinichi Shamoto (Corporate Auditor)
	Hiroyoshi Kitazawa (Executive Vice President & COO)	Masayasu Takahara (Corporate Auditor)
	Akira Matsuzaki (Director, CTO)	

Audit Firm :	The Kisaragi Accounting Office
Offices :	(Headquarters) 2-32, Minamiazabu 5-chome, Minato-ku, Tokyo
	(Osaka office) GRAND FRONT OSAKA TOWER A, 4-20 Ofukacho, Kita-ku, Osaka
	(Fukuoka office) 11-17, Tenjin 1-chome, Chuo-ku, Fukuoka-shi, Fukuoka
	(Nagoya office) 4-3, Nishiki 2-chome, Naka-ku, Nagoya-shi, Aichi



The real estate industry will evolve with cloud services.

Statements made at the meeting or included in this document that are not historical facts are forward looking statements about the future performance of e-Seikatsu Co., Ltd.
You are cautioned that a number of factors could cause actual results to differ materially from those discussed in the forward looking statements.