e-Seikatsu Co., Ltd.



FY2009 Second-quarter Results

TSE Mothers 3796 November, 2008



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.

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Summary of Second-quarter Results for FYE March 31, 2009

Summary of 2Q Results FYE March 2009 (1) Highlights



- Steady increase in quarterly revenue and operating profit
 - ≥ 2Q Revenue (cumulative) ⇒ 1,060 million yen (2Q 2008: 893M yen, YOY +166M yen, +18.7%)
 - ≥ 2Q Operating profit (cumulative) ⇒ 65 million yen (2Q 2008: -58M yen, YOY +123M yen)
- Steady increase in revenue from stock-type business (sum of the revenue from ASP Service, Network Solution, Yahoo! Media Solution, and Ad related service)
 - ≥ 2Q Revenue (cumulative) ⇒ 946 million yen (2Q 2008:741M yen, YOY +205M yen, +27.7%)
- Further strengthening of sales force to support continued growth
 - ≥ 20+ new recruits assigned to sales in April, 2008 ⇒ all new recruits are getting up to speed
 - Nagoya Office opened July 1, 2008 ⇒ growing client base in the Chukyo area
- Accelerated launching of new ASP Service products, helping to speed up the rate of new client acquisition and increase Monthly ARPU
 - Release of <u>E-bukken</u> (property sales DB system), <u>ES-Management</u> (rental property management system), <u>ES-SFA</u> (sales force automation tools) in FY2009
- Consolidated results starting this Second-quarter
 - Fully owned subsidiary **E-Seikatsu Fudousan** established July, 2008
 - ⇒ a licensed real estate brokerage company with a mission to serve as a showcase for our ASP Service products

Summary of 2Q Results FYE March 2009 (2) Sales



ASP Solution Business 1,060M yen (+166M yen, 18.7% YOY increase)

ASP Service

517M yen (+173M yen, 50.6% YOY increase)

Client base (application basis)

1,604 companies / 2,194 stores (as of Sep. 2008)

Net Increase of 135 companies (276 stores) from FYE March 2008

Monthly ARPU

Approx. 58,800 yen/co. for the single month of Sep. 2008 (approx. 53,900 yen/co. for the single month of Sep. 2007)

Network Solution

40M yen (\triangle 20M yen, 33.7% YOY decrease)

Advanced ASP Service

502M yen (13M yen, 2.7% YOY increase)

- Steady stream of orders for Yahoo! Media Solution (Newly Built Homes Data Entry & Submission) business 337M yen (+39M yen, 13.2% YOY increase)
- Steady stream of orders for advertising related services (commission revenue, etc.) 52M yen (+12M yen, 31.7% YOY increase)
- Revenue from system development for large clients, etc.

113M yen (△38M yen, 25.4% YOY decrease)

Summary of 2Q Results FYE March 2009 (3) Revenue YOY Comparison



ASP Solution Business

	(Million yen)		2Q 2008 Results ②	YOY Change (1)-(2))	YOY Change %
Stock Elements	ASP Service	517	343	173	50.6%
% 1	Network Solution	40	60	△20	△33.7%
	A-ASP Service (Yahoo! Media Solution)	337	297	39	13.2%
	A-ASP Service (Ad related services)	52	39	12	31.7%
	Total	946	741	205	27.7%
Flow Elements ※2	A-ASP Service (System Development)	113	152	Δ38	△25.4%
	Total	1,060	893	166	18.7%

**1 Stock elements: Elements that bring in a stable level of monthly revenue based on ongoing contracts. Monthly revenue growth drivers are 1) increase in the number of clients and/or 2) contract ARPU increase. Our stock business allows for a steady growth of revenue by accumulating contracts.

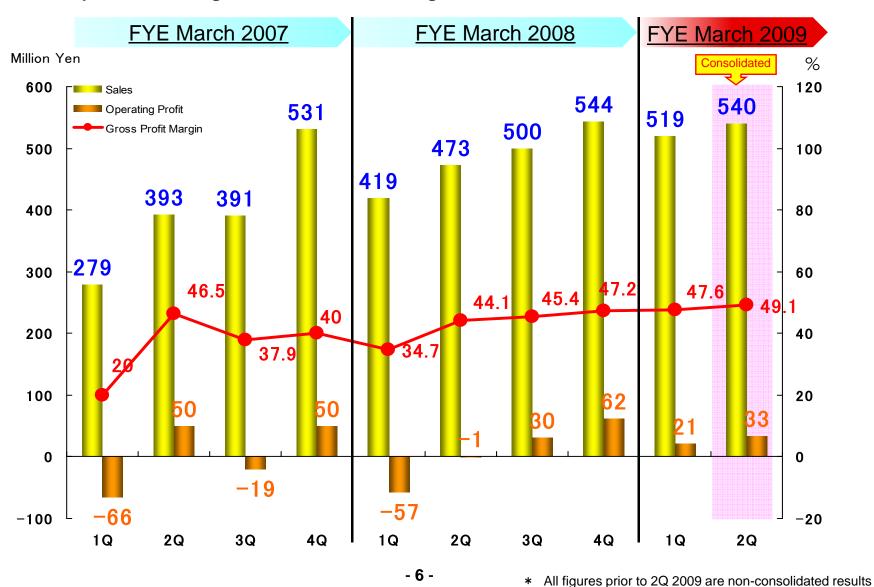
%2 Flow elements: One time revenue based on delivery on each contract. Revenue increase depends on the number of contracts and contract amount,

therefore, business results will fluctuate from quarter to quarter.

Summary of 2Q Results FYE March 2009 (4) Quarterly results YOY Comparison



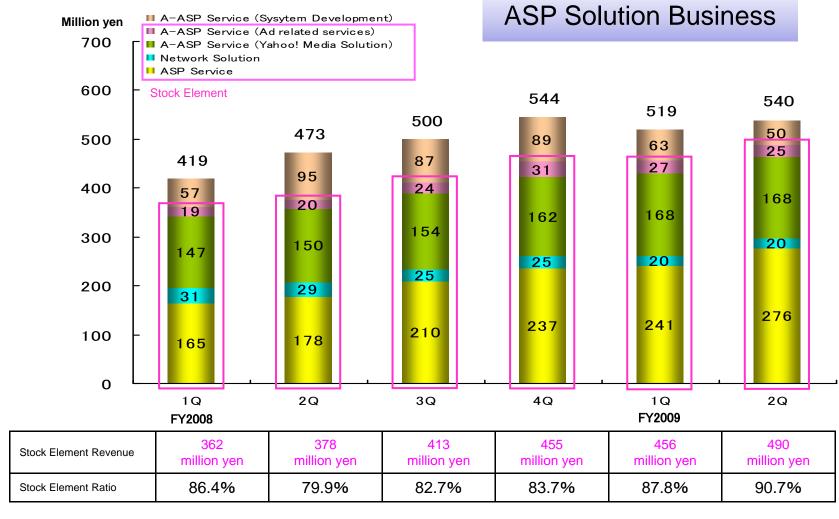
Steadily increasing Gross Profit Margin



Summary of 2Q Results FYE March 2009 (5) Sales Category Breakdown



Steadily increasing Stock Element Revenue



^{*} Stock element:

Elements that bring in a stable level of monthly revenue based on ongoing contracts. Monthly revenue growth drivers are 1) increase in the number of clients and/or 2) contract ARPU increase. Our stock business allows for a steady growth of revenue by accumulating contracts.

Stock Business Revenue = ASP Service + Network Solution + Yahoo! Media Solution + Advertising related services

Summary of 2Q Results FYE March 2009 (6) Consolidated Income Statement (YOY change)



(Million yen)	Apr Sep. 2007	Apr Sep. 2008	YOY Change	YOY Change %
Sales	893	1,060	166	18.6%
Gross profit	354	512	157	44.5%
Gross profit margin	39.7%	48.4%	_	_
Operating profit	△58	54	113	_
Operating profit margin	△6.5%	5.2%	_	1
Recurring profit	△56	56	112	-
Recurring profit margin	△6.3%	5.3%	_	-
Extraordinary gain	32	I	_	1
Extraordinary loss	1.1	0.3	Δ0.8	△75.5%
Net income	Δ21	20	42	_
Net income margin	△2.4%	2.0%	_	_

Key Points

- Profits improved due to operation efficiency.
- Extraordinary loss due to disposal of fixed assets.

Summary of 2Q Results FYE March 2009 (7) Consolidated Balance Sheet (YOY change)



(Million yen)	Sep. 2007	Sep. 2008	YOY Change
Cash and Deposits	574	688	114
Other Current Assets	344	333	Δ11
PP&E	774	861	87
Assets Total	1,693	1,883	190
Current Liability	233	338	104
Non-Current Liability	33	66	32
Net assets Capital-Asset ratio	1,426 84.2%	1,479 78.5%	53 -
Liability and Net Assets total	1,693	1,883	190

Key Points

- Increase in PP&E due to additional in-house software development.
- Non-Current Liability increase due to increase in security money from clients.
 We continue to be debt free.

Summary of 2Q Results FYE March 2009 (8) Consolidated Cash Flow Statement (YOY change)



(Million yen)	Apr Sep. 2007	Apr Sep. 2008
CF from business activity	100	273
CF from investment activity	△85	Δ161
CF from financing activity	2	1
Increase of Cash and Cash Equivalents (△decrease)	17	112
Cash and Cash Equivalents (end of term)	574	688

Key Points

Business Activity

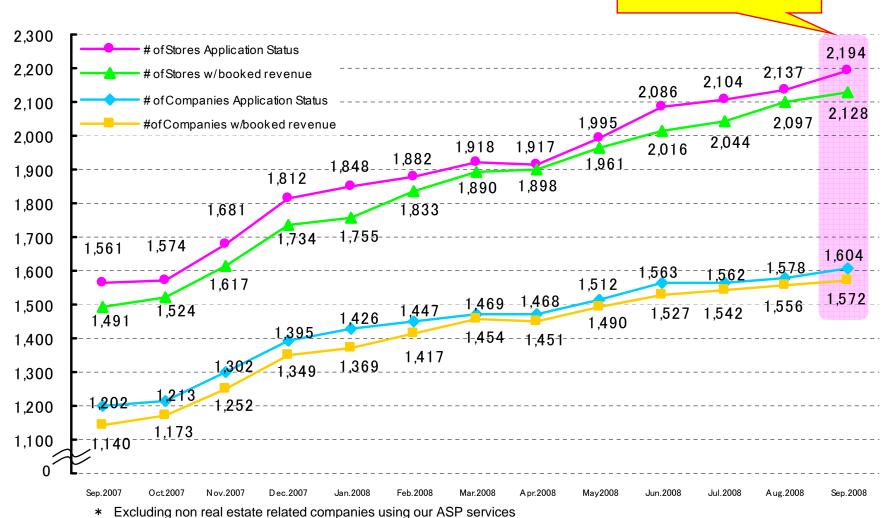
- Strong improvement in profit before taxes: 2Q FY2008 \triangle 24Million yen / 2Q FY2009 66Million yen Investment Activity
- Extraordinary gain related to the sale of investment securities: 2Q FY2008 33Million yen / 2Q FY2009 NA
- In-house software development: 2Q FY2008 92Million yen / 2Q FY2009 103 Million yen
- Purchase of assets: 2Q FY2008 6Million yen / 2Q FY2009 35Million yen
- Planned investment in tangible and intangible assets for FY2009 total 222Million yen (148Million yen invested (approx. 66%) as of 2Q FY2009)

Summary of 2Q Results FYE March 2009 (9) Number of ASP Service Clients



Increasing client base

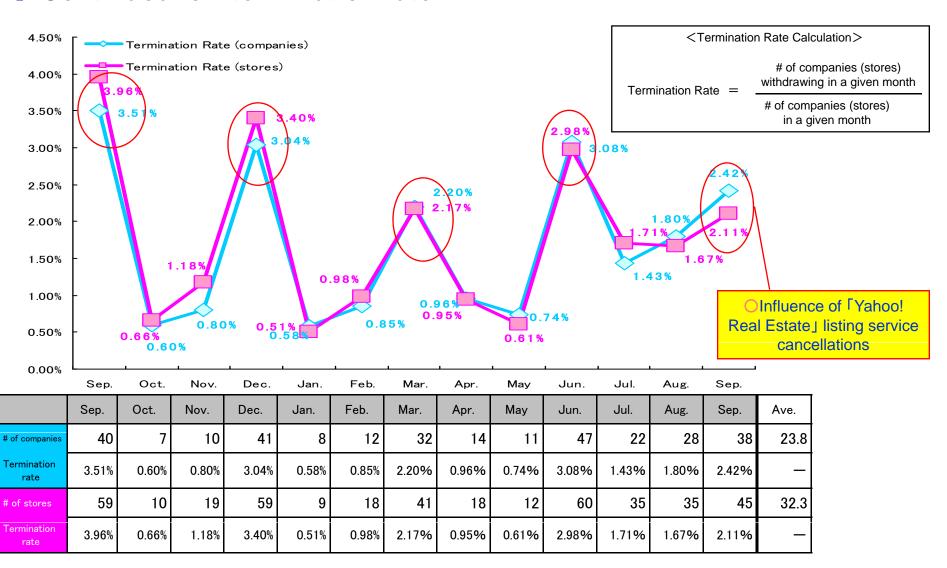
1,604 companies (2,194 stores)



Summary of 2Q Results FYE March 2009 (10) ASP Service Client Termination Rate



Continued low termination rate





Generating Free Cashflow

- Increased revenue and gross profit margin
- Managing credit risk by incorporating advanced payment and security money policies for our ASP services
- Debt free
- Investment in the development of ASP Service products within cash flow from business activity

Financially Sound

Current Ratio: 302.3%

Capital Ratio: 78.5%



Summary of 2Q Results FYE March 2009 (12) Resolution to purchase Treasury Stock



- Resolution passed to purchase treasury stock (Nov. 5, 2008)
- Maximum number of shares: 2,500 shares
- Maximum amount: 100Million yen
- Purchase period: Nov. 6, 2008 to Jun. 30, 2009

Previous resolution to purchase treasury stock (Jan. 31, 2008)

- Maximum number of shares: 2,000 shares
- Maximum amount: 100Million yen
- Purchase period: Feb. 1, 2008 to Sep. 30, 2008
- Actual number of shares purchased: 532 shares
- Total purchased amount 25,291,750yen
- Shares outstanding as of Oct. 31, 2008: 67,469 shares



FYE March 2009 Forecast

Summary of 2Q Results FYE March 2009 (1) Results vs. Forecast (Non-consolidated)



(Million yen)	FY2009 2Q Results (①)	FY2009 2Q Forecast (revised) (2)	Difference = 1 - 2
Sales	1,060	1,019 ~ 1,044	41 ~ 16
Operating Profit	65	△40~△16	81 ~ 105
Recurring Profit	66	△40~△16	82 ~ 106
Net Income	31	△23~△9	40~54

[※] FY2009 Second-quarter Forecast revision announced on Oct. 27, 2008

X Sales: Sales results for ASP Solution Business as a whole beats forecast

^{*} Costs: Costs reduced due to operation efficiency

Summary of 2Q Results FYE March 2009 (2) Results vs. Forecast (Non-consolidated)





ASP Solution Business

(Million yen)		FY2009 2Q Results (①)	FY2009 2Q Forecast (revised) (②)	Difference = 1 - 2	% Change = 1 / 2
Stock Elements	ASP Service	517	567 ~ 583	△65 ~ △49	88.8% ~91.3%
% 1	Network Solution	40	38	2	105.4%
	A-ASP Service (Yahoo! Media Solution)	337	298	39	113.1%
	A-ASP Service (Ad related services)	52	41	11	127.6%
	Total	946	944 ~ 960	△13 ~2	98.6% ~100.3%
Flow Elements %2	A-ASP Service (System Development)	113	75 ∼ 84	29 ~38	135.2% ~151.4%
Y4 Out I do not	Total	1,060	1,019 ~ 1,044	16 ~41	101.6% ~104.1%

^{**1} Stock elements: Elements that bring in a stable level of monthly revenue based on ongoing contracts. Monthly revenue growth drivers are 1) increase in the number of clients and/or 2) contract ARPU increase. Our stock business allows for a steady growth of revenue by accumulating contracts.

therefore, business results will fluctuate from quarter to quarter. - 17 -

^{*2} Flow elements: One time revenue based on delivery on each contract. Revenue increase depends on the number of contracts and contract amount,

Forecast for FYE March 2009 (1) (Non-consolidated)



(Million yen)	FY2009 Forecast (①)	FY2008 Results (②)	Difference = 1 - 2	% Change = 1 / 2
Sales	2,253 ~2,344	1,937	315 ~406	16.3% ~21.0%
Operating Profit	109 ~ 196	34	74 ~161	214.6% ~465.7%
Recurring Profit	109 ~196	39	69 ~156	179.5% ~402.5%
Net Income	62 ~ 111	33	28 ~77	86.2% ~233.4%

[💥] We are disclosing FY2009 Forecast figures as a range mostly due to the effects of the following variables;

^{1.} Actual sales results will markedly vary with the changing size of our sales force (which substantially increased in April, 2008).

^{2.} The actual number of A-ASP service (client system development) deals may vary.

Forecast for FYE March 2009 (2) (Non-consolidated)





(Million yen)		FY2009 FY2008 Forecast (1) Results (2)		Difference = 1 - 2	% Change = 1 / 2
Stock Elements	ASP Service	1,298~1,368	790	507 ~ 577	64,1% ~73.0%
% 1	Network Solution	77	110	△33	△30.4%
	A-ASP Service (Yahoo! Media Solution)	600	613	Δ13	△2.3%
	A-ASP Service (Ad related services)	89	94	Δ5	△5.9%
	Total	2,064 ~ 2,134	1,610	453 ~523	28.2% ~32.5%
Flow Elements ※2	A-ASP Service (System Development)	189 ~ 210	327	△138 ~ △117	△42.3% ~△35.9%
Total		2,253 ~ 2,344	1,937	315 ~406	16.3% ~21.0%

**1 Stock elements: Elements that bring in a stable level of monthly revenue based on ongoing contracts. Monthly revenue growth drivers are 1) increase in the number of clients and/or 2) contract ARPU increase. Our stock business allows for a steady growth of revenue by accumulating contracts.

*2 Flow elements: One time revenue based on delivery on each contract. Revenue increase depends on the number of contracts and contract amount,

therefore, business results will fluctuate from quarter to quarter. - 19 -

<Income Statement>



(Million yen)	Consolidated FY2009 Forecast(1)	Non-consolidated FY2008 Results(②)	Difference = 1 - 2	% Change = 1) / 2
Sales	2,255 ~ 2,346	1,937	316 ~407	16.3% ~21.0%
Operating Profit	93 ~ 180	34	57 ~144	167.0% ~418.0%
Recurring Profit	93 ~180	39	53 ~140	137.2% ~360.2%
Net Income	46 ~ 95	33	12 ~61	36.6% ~183.8%

[※] We are disclosing Consolidated FY2009 Forecast figures as a range mostly due to the effects of the following variables;

- 1. Actual sales results will markedly vary with the changing size of our sales force (which substantially increased in April, 2008).
- 2. The actual number of A-ASP service (client system development) deals may vary.

[※] FY2008 figures are Non-consolidated



Our Business Strategy & Outlook

Business Strategy & Outlook (1) Our Business Strategy



Expand and grow our client base

- Continue to focus on new client acquisition and increase the number of clients
- Strengthen our national sales coverage
- Provide a wider range of products to meet the demands of a broader range of clients
- Accelerate sales through new sales channels

Improve sales and operation efficiency

- Increase ARPU through up-selling efforts
- Shorten client acquisition lead time and improve cost control
- Improve product development efficiencies by utilizing development components

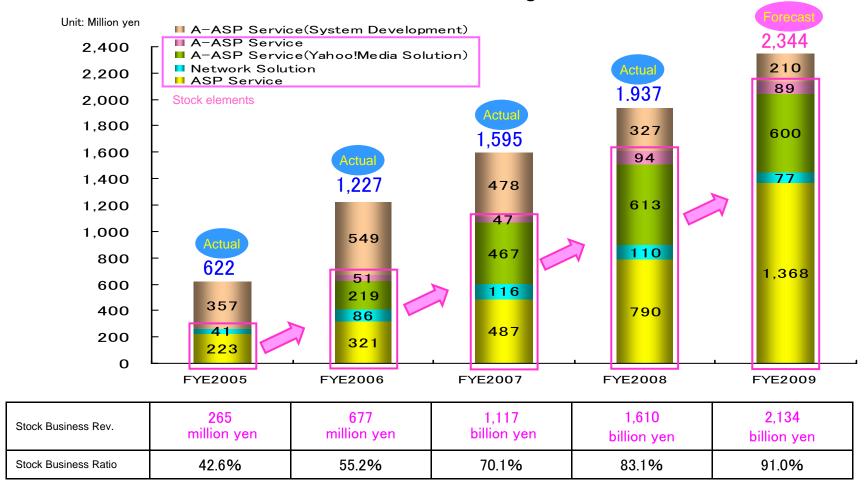
I Future growth

- We aim to become the de facto standard one-stop-solution for the real estate industry
- As we become the real estate industry DB platform, we can realize a market place for all real estate data and information

Business Strategy & Outlook (2) Sales Figures



Stock Business Revenue at the core of our sales growth



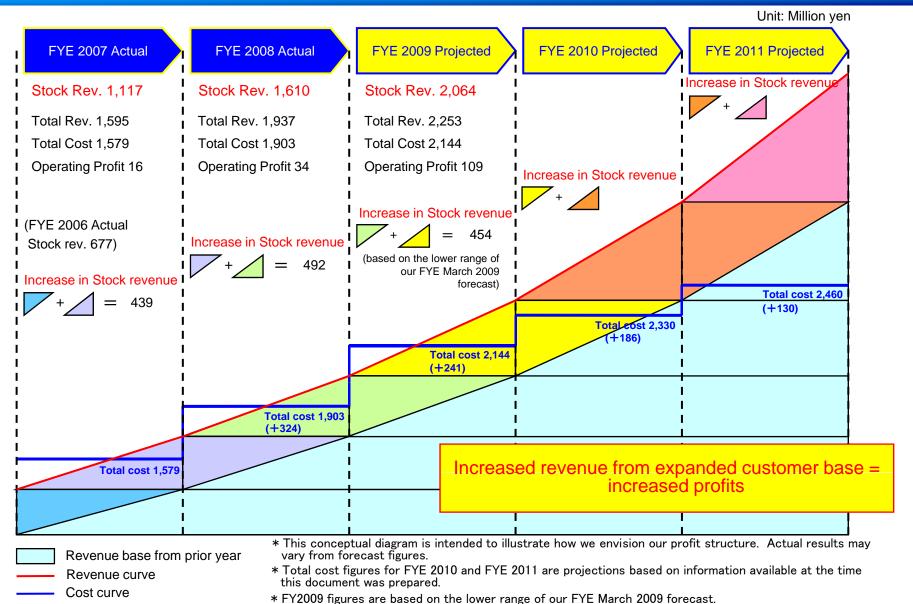
^{*} Stock Business Revenue = ASP Service + Network Solution + Yahoo! Media Solution + Advertising related services

^{*} FY2009 figures are based on the upper range of our FYE March 2009 forecast.

Business Strategy & Outlook (3) Solution Business Profit Structure (Conceptual Diagram)

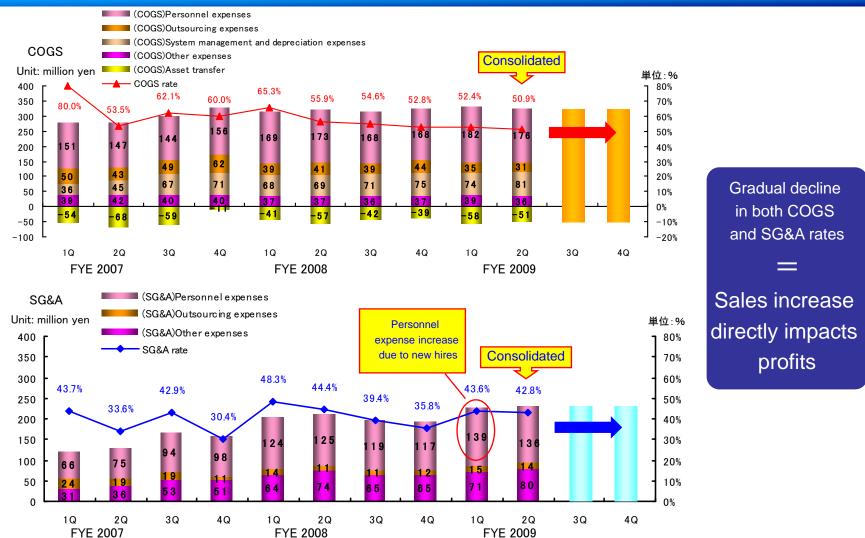






Business Strategy & Outlook (4) Quarterly COGS/SG&A





* (SG&A) Outsourcing expenses: (COGS) Outsourcing expenses: (COGS) Asset transfer: Advertising expenses, recruitment related expenses, consultant fees, payment commission, etc.

Outsourcing expenses, temporary recruitment expenses, procurement expenses, system usage expenses, etc. Inventory assets (goods in process), portion of allowances for software under development listed under COGS

Business Strategy & Outlook (5) Competitive Advantage



- Stock Business = Stable source of revenue based on ongoing contracts
 - Steady growth of revenue by accumulating contracts
 - Stable cost base
- Early promoter of SaaS model
 - SaaS delivery approach best matches the fragmented real estate industry
 - Promoting best practices for the real estate industry through our ASP services
- Direct sales force = tight relationship with clients, deep industry knowledge
 - Our products accurately reflect industry-wide client needs
 - Deep industry knowledge allows for the development of first-of-a-kind products
- I Entirely in-house development
 - Accumulated knowledge of industry practices and key data characteristics
 - Shorter time to market of our products
- Debt free and financially sound
 - Investment in the development of ASP Service products within cash flow from business activities
 - Managing credit risk by incorporating advanced payment and security money policies for our ASP services

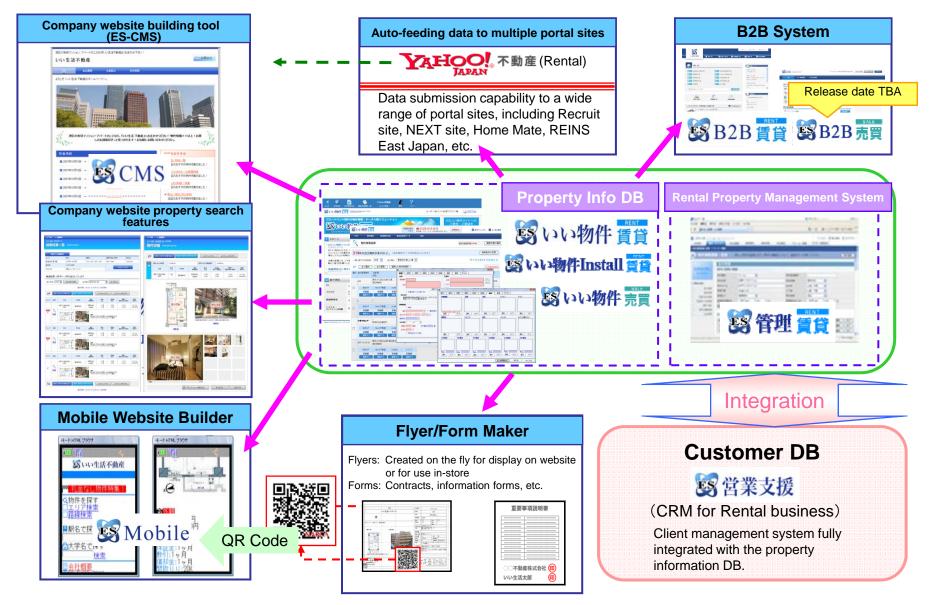


Appendix

- 1 Business Overview
- 2 Financial Data
- 3 Company Profile

Overview of our Turnkey Solutions (The power of integrated information management)





Typical Client Usage Pattern



Example

One real estate company (operating one store) using our basic property information database service, taking advantage of our property search features on their website and mobile site. Web and mobile sites easily self managed using our CMS tools.

ASP Service	Contents	Initial charge (before tax)	Monthly charge (before tax)
e-Bukken LITE (managing up to 250 properties)	Basic features enabling database management of property information. Monthly charge varies depending on the maximum number of properties to be entered in the database.	20,000 yen	4,000 yen
Optional Service ① Basic set up of company website	Integrating the property information database with the company website to display vacant properties. This optional service is required in order to use the other optional search and preference display features.	10,000 yen	3,000 yen
Optional Service ② Train line search on company website	Search feature enabling users to search and narrow down vacant properties based on train line and stations.	5,000 yen	3,000 yen
Optional Service ③ Area search on company website	Search feature enabling users to search and narrow down vacant properties by specific area.	5,000 yen	3,000 yen
Optional Service 4 List features on company website (up to five)	List feature creates various lists based on a specific criteria (i.e. pets allowed, new properties, within five minutes walk of station, automatic locks, etc.).	8,000 yen	4,000 yen
Optional Service 5 Data submission (listing on one portal site)	Submission of data to a specified portal site. (It is required that the client have a separate listing contract with the relevant portal site.)	50,000 yen	10,000 yen
ES-CMS	Easy to use website builder for anyone with basic computer skills. No prior knowledge of HTML, etc. required.	47,000 yen	9,000 yen
ES-Mobile	Easy to use mobile site builder for anyone with basic computer skills (including QR Code generator).	20,000 yen	10,000 yen
Total		165,000 yen	46,000 yen

^{*} A separate listing contract and charges are required for listing on Yahoo! Real Estate.

2Q Results for FYE March 2009 Income Statement (Quarterly basis)



(Million yen)		FY2	007		FY2008				FY2009			
(Willion yell)	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
Sales	279	393	391	531	419	473	500	544	519	540		
Gross Profit Gross Profit Margin	55 20.0%	182 46.5%	148 37.9%	212 40.0%	145 34.7%	209 44.1%	227 45.4%	257 47.2%	247 47.6%	265 49.1%		
Operating Profit Operating Profit Margin	Δ66 Δ23.7 %	50 12.9%	Δ19 Δ5.0 %	50 9.6 %	Δ57 Δ13.6%	Δ1 Δ0.2%	30 6.1%	62 6.1%	21 4.0%	33 6.2%		
Recurring Profit Recurring Profit Margin	Δ65 Δ23.5 %	50 12.8%	Δ19 Δ5.0 %	51 9.6%	Δ55 Δ13.3%	Δ0 Δ0.1%	30 6.2%	64 11.9%	21 4.1%	34 6.4%		
Extraordinary Income	7	8	0	90	32	-	_	_	_	-		
Extraordinary Loss	_	3	17	_	0	0	2	_	0	_		
Quarter Net Income Net Income Margin	Δ36 Δ13.1%	32 8.2%	∆25 ∆6.6%	91 17.2%	Δ16 Δ4.0%	∆ 4 ∆0.9%	15 3.0%	39 7.2%	8 1.7%	12 2.2%		

^{*} FY2007 1Q to FY2009 1Q figures are non-consolidated, FY2009 2Q figures are consolidated

2Q Results for FYE March 2009 Balance Sheet (Quarterly basis)



(Millian yan)		FY2	007		FY2008				FY2009			
(Million yen)	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
Current Assets Total	955	877	835	956	923	918	926	952	881	1,021		
Non-Current Assets Total	562	682	727	764	740	774	782	798	851	861		
Assets Total	1,518	1,559	1,562	1,720	1,664	1,693	1,708	1,750	1,732	1,883		
Current Liability Total	179	183	195	233	204	233	222	242	212	338		
Non-Current Liability Total	1	1	16	26	29	33	43	50	53	66		
Liability Total	179	184	211	259	234	267	267	293	265	404		
Net Assets Total	1,339	1,374	1,350	1,460	1,429	1,426	1,442	1,457	1,466	1,479		
Liability & Net Assets Total	1,518	1,559	1,562	1,720	1,664	1,693	1,708	1,750	1,732	1,883		

^{*} FY2007 1Q to FY2009 1Q figures are non-consolidated, FY2009 2Q figures are consolidated

2Q Results for FYE March 2009 Cash Flow Statement (Quarterly basis)



(Million yen)	FYE March 2007					FYE Mai	ch 2008		FYE March 2009				
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	
CF from business activity	△111	Δ5	18	78	52	48	24	123	39	233			
CF from investment activity	∆51	∆167	∆87	∆19	Δ10	∆74	∆49	Δ72	Δ91	∆69			
CF from financing activity	_	3	2	2	2	0	1	Δ24	0	0			
Increase of Cash and Cash Equivalents (∆decrease)	Δ162	∆169	Δ67	99	43	Δ26	Δ24	26	Δ51	164			
Cash and Cash Equivalents (end of term)	693	524	456	556	600	574	549	575	524	688			

^{*} FY2007 1Q to FY2009 1Q figures are non-consolidated, FY2009 2Q figures are consolidated

^{*} Each quarterly cash flow figures have not been audited

2Q Results for FYE March 2009 Other Data (Quarterly basis)

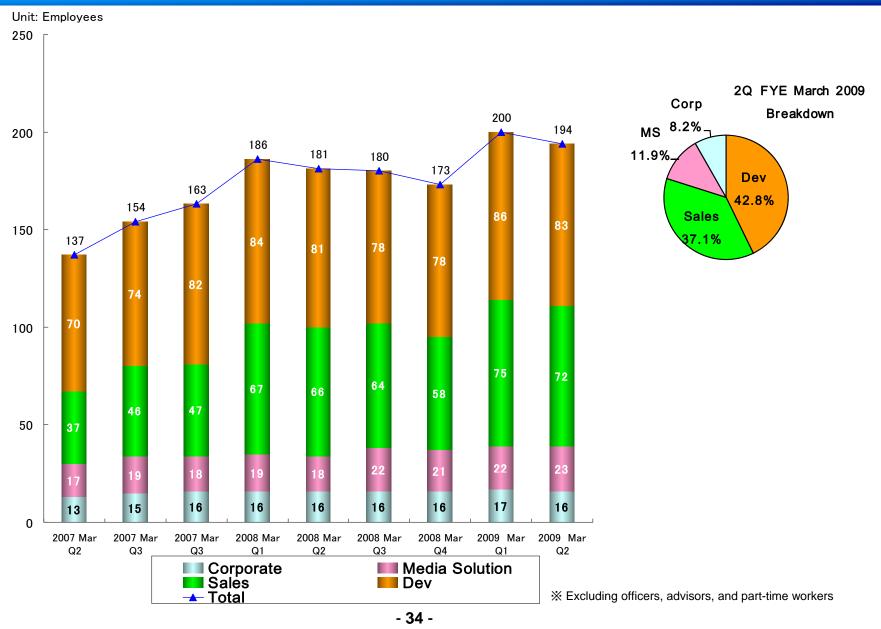


	FY2007					FY2	800		FY2009			
(Million yen)	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
ASP Service	99	107	131	148	165	178	210	236	241	276		
Advanced ASP Service	152	257	230	351	223	266	264	282	258	243		
Network Solution	27	27	29	31	31	29	24	25	20	20		
Sales Total	279	393	391	531	419	473	500	544	519	540		
cogs	223	210	242	319	274	264	272	287	272	275		
SG&A	121	132	167	161	202	210	196	194	226	220		
Cost Total	345	342	410	480	477	474	469	481	498	495		
Operating Profit	∆66	50	∆19	50	Δ57	Δ1	30	62	21	44		
Recurring Profit	∆65	50	∆19	51	∆55	ΔΟ	30	64	21	45		
Number of ASP Service clients •Companies •Stores	352	417	700 944	885 1,176	977 1,281	1,140 1,491	1,349 1,730	1,454 1,890	1,527 2,016	1,572 2,128		
Number of Employees (Non- consolidated)	125	137	154	163	186	181	180	173	200	194		

^{*} FY2007 1Q to FY2009 1Q figures are non-consolidated

Summary of 2Q Results: Number of Employees (Non-consolidated)





Company Profile



Established: January 21, 2000

Paid-in capital: 614 million 60 thousand 461 yen (As of the end of September 2008)

Listing: Mothers section of the Tokyo Stock Exchange (Code: 3796)

Relationship banks: The Bank of Tokyo-Mitsubishi UFJ, Ltd., Resona Bank, Ltd., Mitsubishi UFJ Trust and Banking

Corporation, The Sumitomo Trust & Banking Co., Ltd., Sumitomo Mitsui Banking Corporation

of employees: 194 (As of the end of September 2008)

Officers: President & CEO Kiyotaka Nakamura

Executive Vice President & Co-CEO Zenichi Maeno

Executive Vice President & CFO Hiroyuki Shiokawa

Executive Vice President & COO Hiroyoshi Kitazawa

Senior Managing Director & CIO Yoshiaki Kuno

External Director Hiroyasu Otabe (Yahoo Japan Corporation)

Standing Corporate Auditor Akira Hirano

Corporate Auditor Masahito Omachi

Corporate Auditor Shinichi Shamoto

Corporate Auditor Masayasu Takahara

Audit Corporation: The Kisaragi Accounting Office

Headquarters: 2-32, Minamiazabu 5-chome, Minato-ku, Tokyo Osaka office: 4-16, Dojimahama 1-chome, 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

Corporate Site (Japanese only)

http://www.e-seikatsu.info/

English presentations are available at

http://www.e-seikatsu.info/IR/english/investorRelations.html