

FY2010 Second-quarter Results

TSE Mothers 3796

November, 2009



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.

- 1 Summary of Second-quarter Results for FYE March 31, 2010
- 2 Forecast for FYE March 31, 2010
- 3 Our Business Strategy
- 4 Appendix
 - (1) Financial Data
 - (2) Our Business & Service Overview

1

Summary of 2nd-quarter Results for FYE March 31, 2010

① Highlights

Growth in revenue and operating profit from ASP Solution Business

- 2Q Revenue 1,098 million yen (FY2009 2Q 1,060million yen, YOY +37 million yen, +3.6%)
- 2Q Operating profit 107 million yen (FY2009 2Q 65 million yen, YOY +42 million yen, +64.3%)

Rising revenue from stock-type business

(sum of the revenue from ASP Service, Network Solution, Yahoo! Media Solution, and Ad related service)

- 2Q Stock element Revenue 1,025 million yen (FY2009 2Q 946 million yen, YOY +78 million yen, +8.3%)
- 2Q Stock element ratio 93.4% (FY2009 2Q 89.3%)

Further enhancement of sales efforts to promote continued growth

- Conducted 74 free seminars throughout Japan from Apr. - Sep. 2009 in order to efficiently generate leads

Launching of new ASP Service products and additional features for existing products

- Release of ES-SFA (sales force automation tools for property sales business) in Sep. 2009
- Release of Integrated Client Home Page Tool in Oct. 2009

* ASP Solution Business sales figures have not been adjusted for internal transactions

* Figures rounded down to the nearest million yen

Summary of 2Q Results FYE March 2010

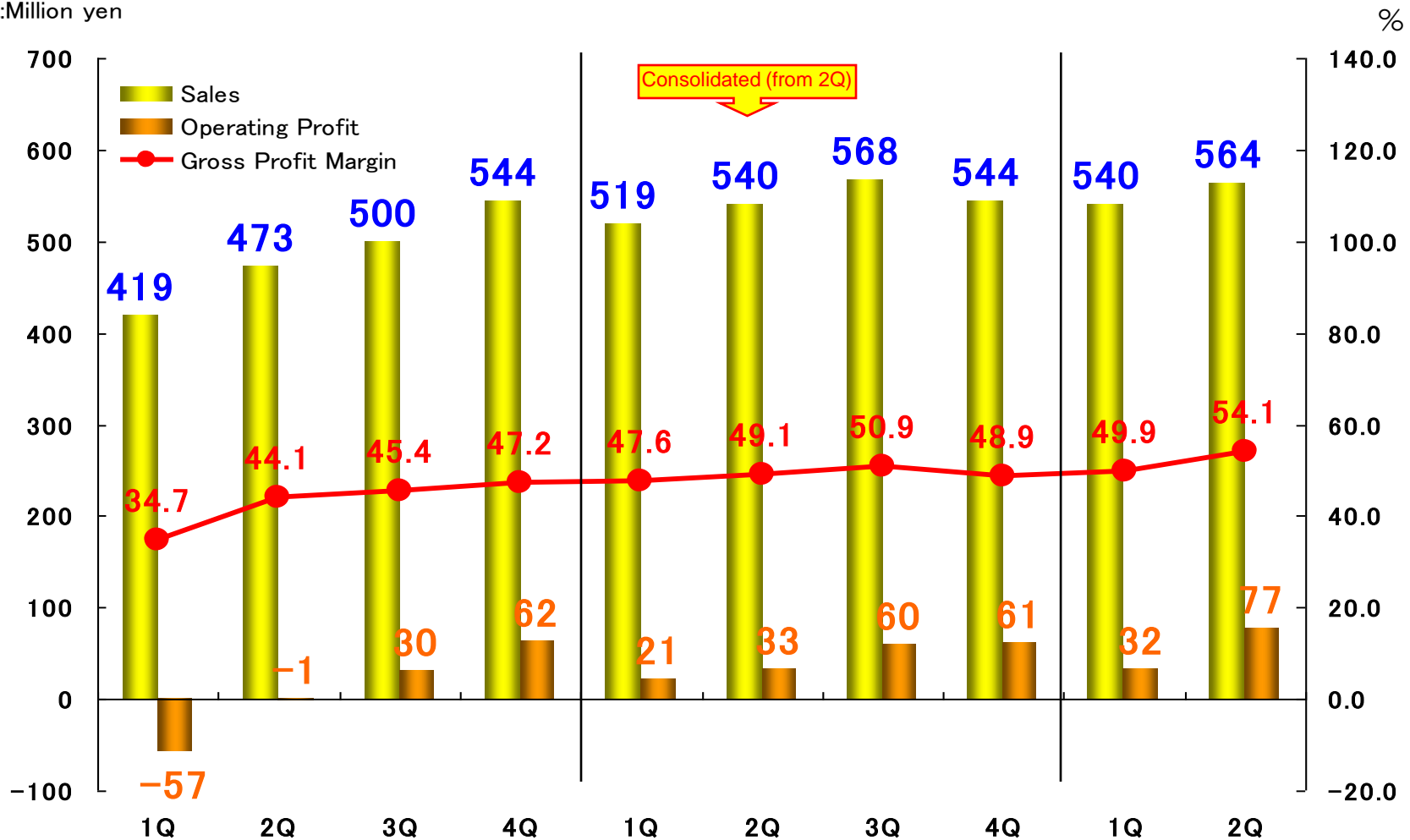
② Consolidated Quarterly Results YOY Comparison

FYE March 2008

FYE March 2009

FYE March 2010

Unit: Million yen

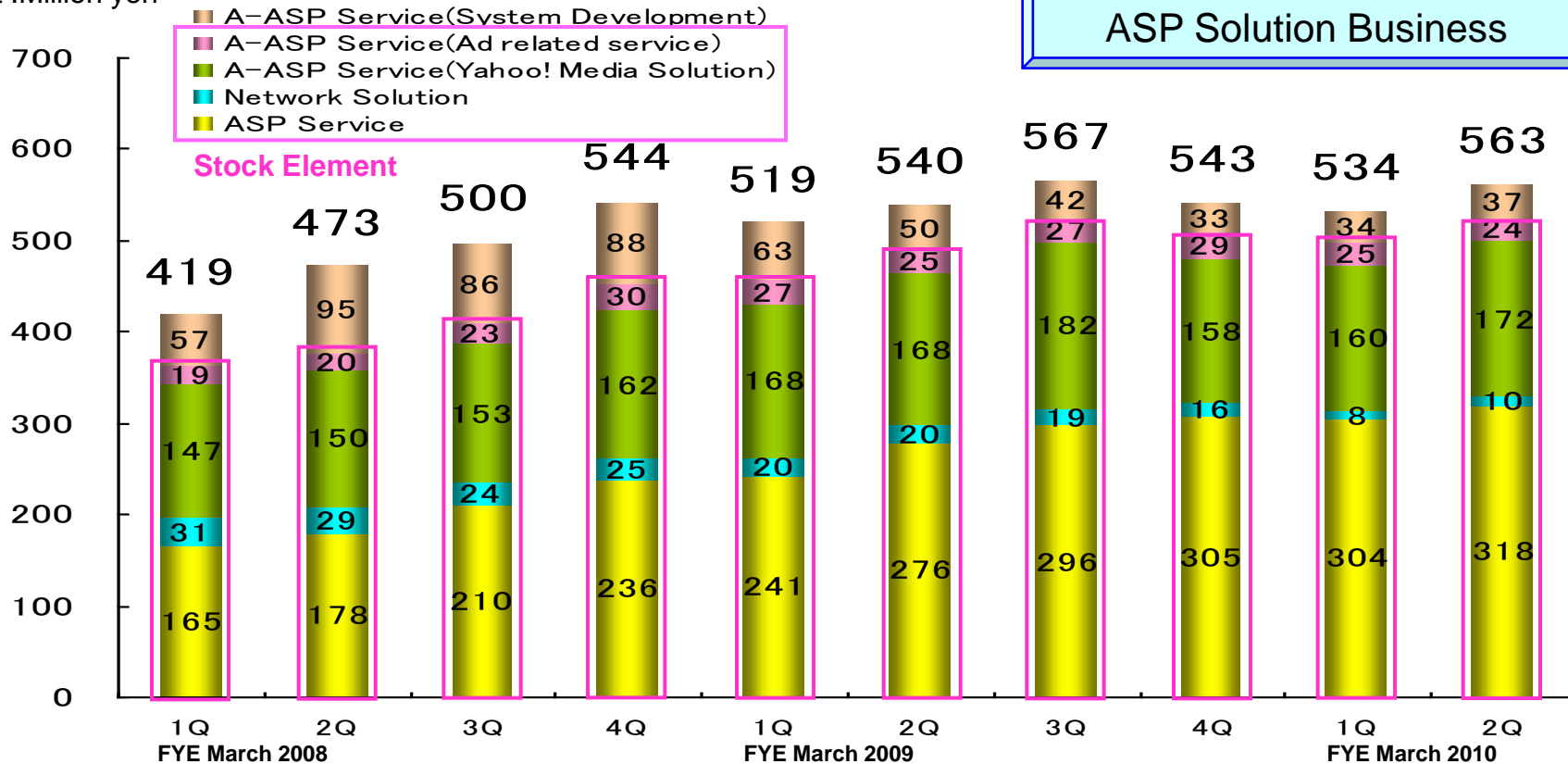


* FY 2008 and FY 2009 1Q figures are non-consolidated results

* Figures rounded down to the nearest million yen

③ Sales Category Breakdown

Unit : Million yen



Stock Element Revenue	362 Million yen	378 Million yen	413 Million yen	455 Million yen	456 Million yen	490 Million yen	525 Million yen	510 Million yen	499 Million yen	525 Million yen
Stock Element Ratio	86.4%	79.9%	82.7%	83.7%	87.8%	90.7%	92.6%	93.8%	93.5%	93.3%

* Stock element: Elements that bring in a stable level of monthly revenue based on ongoing contracts.

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

* ASP Solution Business sales figures have not been adjusted for internal transactions

* FY 2008 and FY 2009 1Q figures are non-consolidated results

* Figures rounded down to the nearest million yen

④ Consolidated Income Statement (YOY change)

(Million yen)	Apr.-Sep. 2008 (①)	Apr.-Sep. 2009 (②)	YOY Change (②-①)	YOY Change %
Sales	1,060	1,104	44	4.2%
Gross profit	512	574	61	12.0%
Gross profit margin	48.4%	52.0%		
Operating profit	54	109	54	99.6%
Operating profit margin	5.2%	9.9%		
Recurring profit	56	110	53	96.2%
Recurring profit margin	5.3%	10.0%		
Extraordinary gain	—	—	—	—
Extraordinary loss	0	16	15	5,420.7%
Net income	20	45	24	117.2%
Net income margin	2.0%	4.1%		

<Key Points>

- ① Operating profit and recurring profit improved due to a rise in sales as well as an increase in operation efficiency.
- ② Extraordinary loss due to disposal of fixed assets and provision for reserve for claims in bankruptcy and reorganization.

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

* Figures rounded down to the nearest million yen

⑤ ASP Solution Business Revenue YOY Comparison

(Million yen)	Item	Apr.-Sep. 2008 (①)	Apr.-Sep. 2009 (②)	Difference (②-①)	Change %
Stock Elements	ASP Service ※	517	622	105	20.4%
	Network Solution	40	18	△21	△53.1%
	A-ASP Service (Yahoo! Media Solution)	337	333	△3	△0.9%
	A-ASP Service (Ad related services)	52	49	△2	△4.5%
	Subtotal	946	1,025	78	8.3%
Flow Elements	A-ASP Service (System Development)	113	72	△40	△35.8%
Grand total		1,060	1,098	37	3.6%

<Key Points>

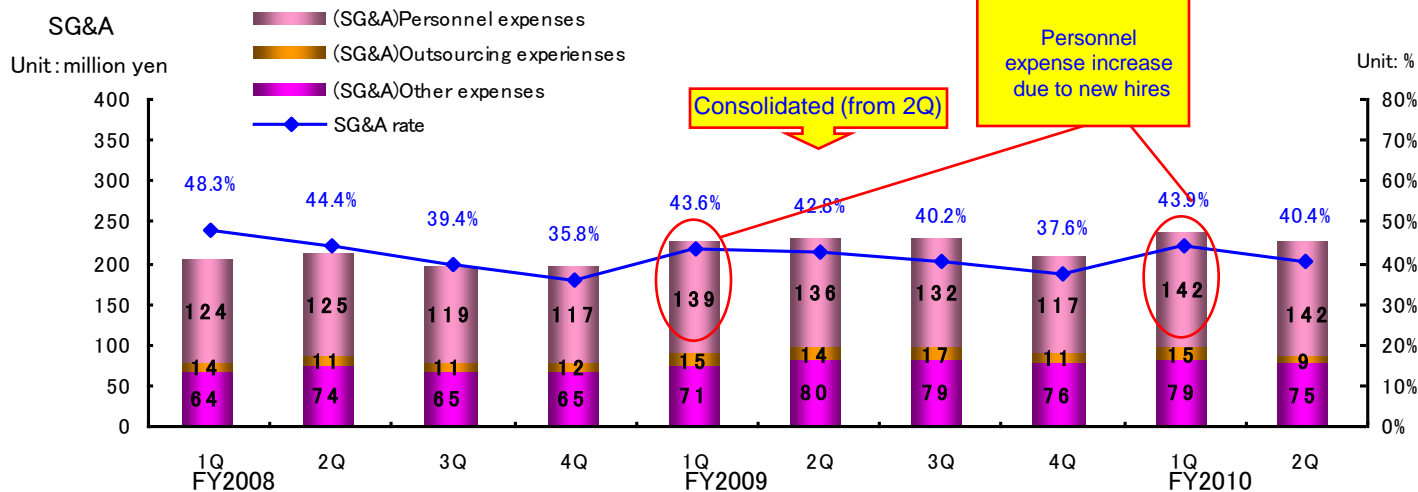
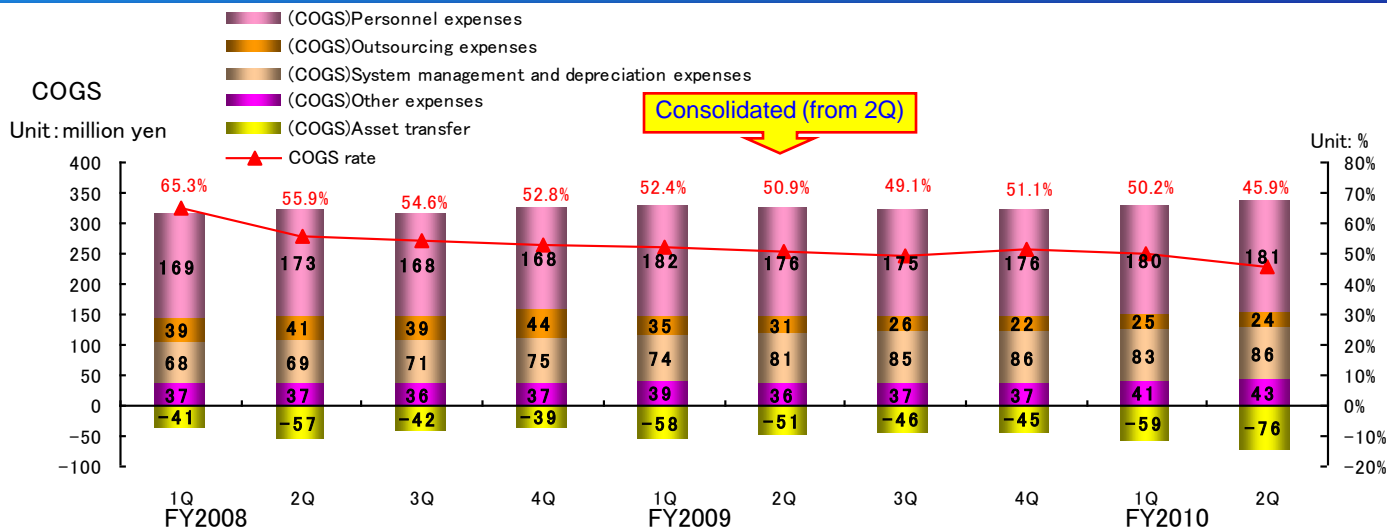
- ① Continued increase in ASP Service revenue more than covers for the decline in other revenue items.
- ②※ Client base (Application Status as of Sep.) 1,677 co. / 2,624 stores (1,604 co. / 2,194 stores 2Q FY2009, YOY +73 co. / +430 stores)
- ③※ Monthly ARPU (as of Sep.) Approx. 65,300yen/co., approx. 41,900yen/store (approx. 58,800yen/co., approx. 43,400yen/store for the single month of Sep. 2008)

* ASP Solution Business sales figures have not been adjusted for internal transactions

* Figures rounded down to the nearest million yen

Summary of 2Q Results FYE March 2010

⑥ Quarterly 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 of allowances for software under development listed under COGS
- (SG&A) Outsourcing expenses: Advertising expenses, recruitment related expenses, consultant fees, payment commission, etc.

* Figures are rounded down to the nearest million yen

⑦ Consolidated Balance Sheet (YOY change)

(Million yen)	Mar.2009 (①)	Sep.2009 (②)	Change (②-①)
Cash and Deposits	738	620	△118
Other Current Assets	338	281	△57
PP&E	878	982	104
Assets Total	1,955	1,884	△70
Current Liability	336	285	△51
Non-Current Liability	80	79	△1
Net assets	1,538	1,520	△18
Capital-Asset ratio	78.7%	80.7%	
Liability and Net Assets total	1,955	1,884	△70

<Key Points>

- ① Cash & Deposits and Current Liability decreased due to payment of various taxes (FY2009 corporate tax and consumption tax) and payment of dividend, etc.
- ② PP&E increase due to additional in-house software development and strategic investments to revamp corporate IT system.
- ③ Net assets decreased due to payment of dividend and purchase of treasury stock.

* Figures rounded down to the nearest million yen

⑧ Consolidated Cash Flow Statement (YOY change)

(Million yen)	Apr.-Sep.2008	Apr.-Sep.2009
CF from Operating Activities	273	140
CF from Investing Activities	△161	△214
CF from Financing Activities	1	△44
Net increase in cash and cash equivalents (△decrease)	112	△118
Cash and Cash Equivalents (end of term)	688	620

<Key Points>

Operating Activities	① Payment of corporate tax, etc.	FY2009 2Q	7M yen	FY2010 2Q	90M yen
	② Pretax profit+depreciation expenses	FY2009 2Q	154M yen	FY2010 2Q	210M yen
Investing Activities	③ In-house software development	FY2009 2Q	103M yen	FY2010 2Q	141M yen
	④ Purchase of assets (HW/SW)	FY2009 2Q	35M yen	FY2010 2Q	83M yen
Financing Activities	⑤ Payment of year-end dividend	FY2009 2Q	0 yen	FY2010 2Q	32M yen
	⑥ Purchase of treasury stock	FY2009 2Q	0.1M yen	FY2010 2Q	12M yen

* Figures rounded down to the nearest million yen

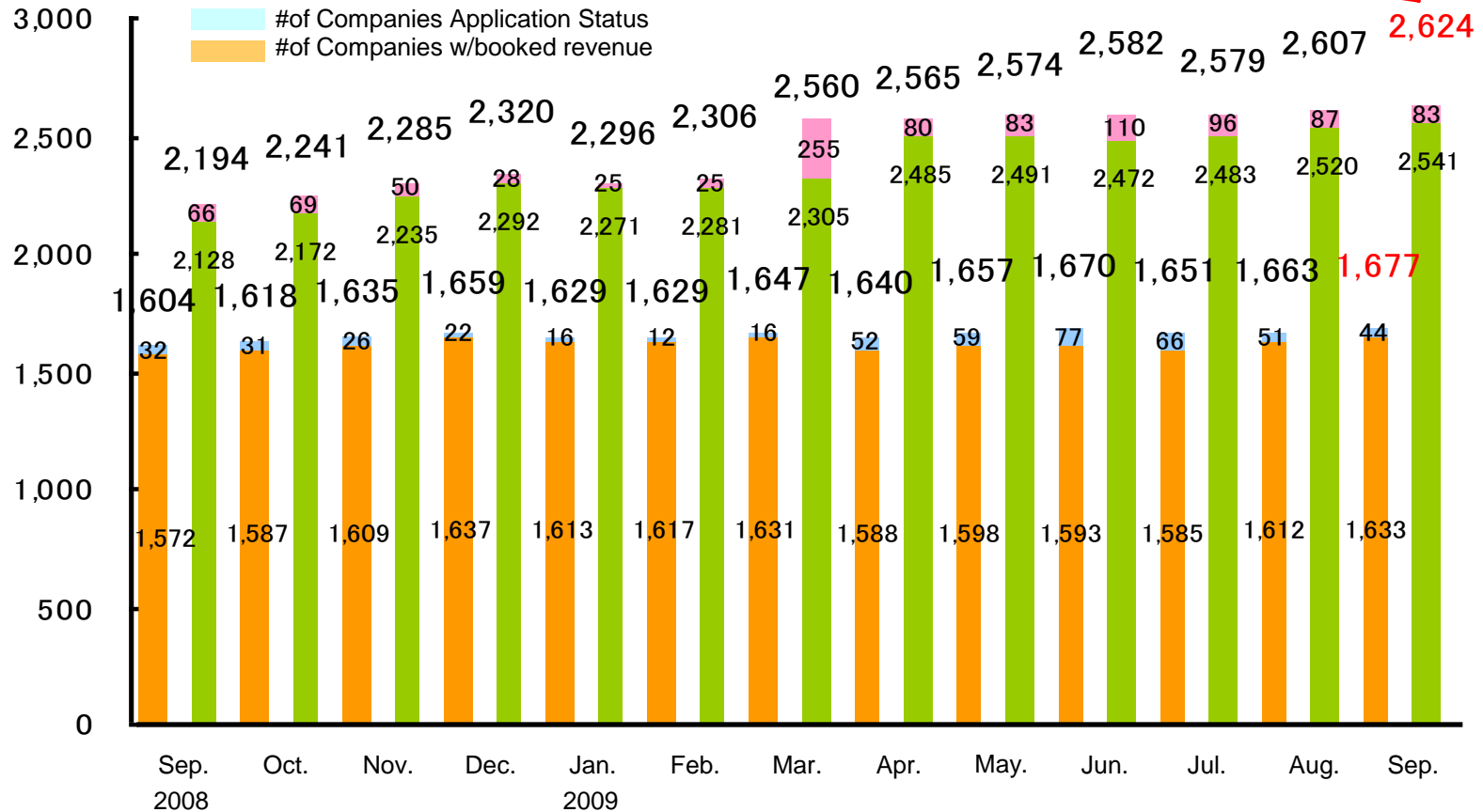
⑨ Number of ASP Service Clients

Increasing client base

As of end of September 2009:
1,677 companies (2,624 stores)

Unit: companies, stores

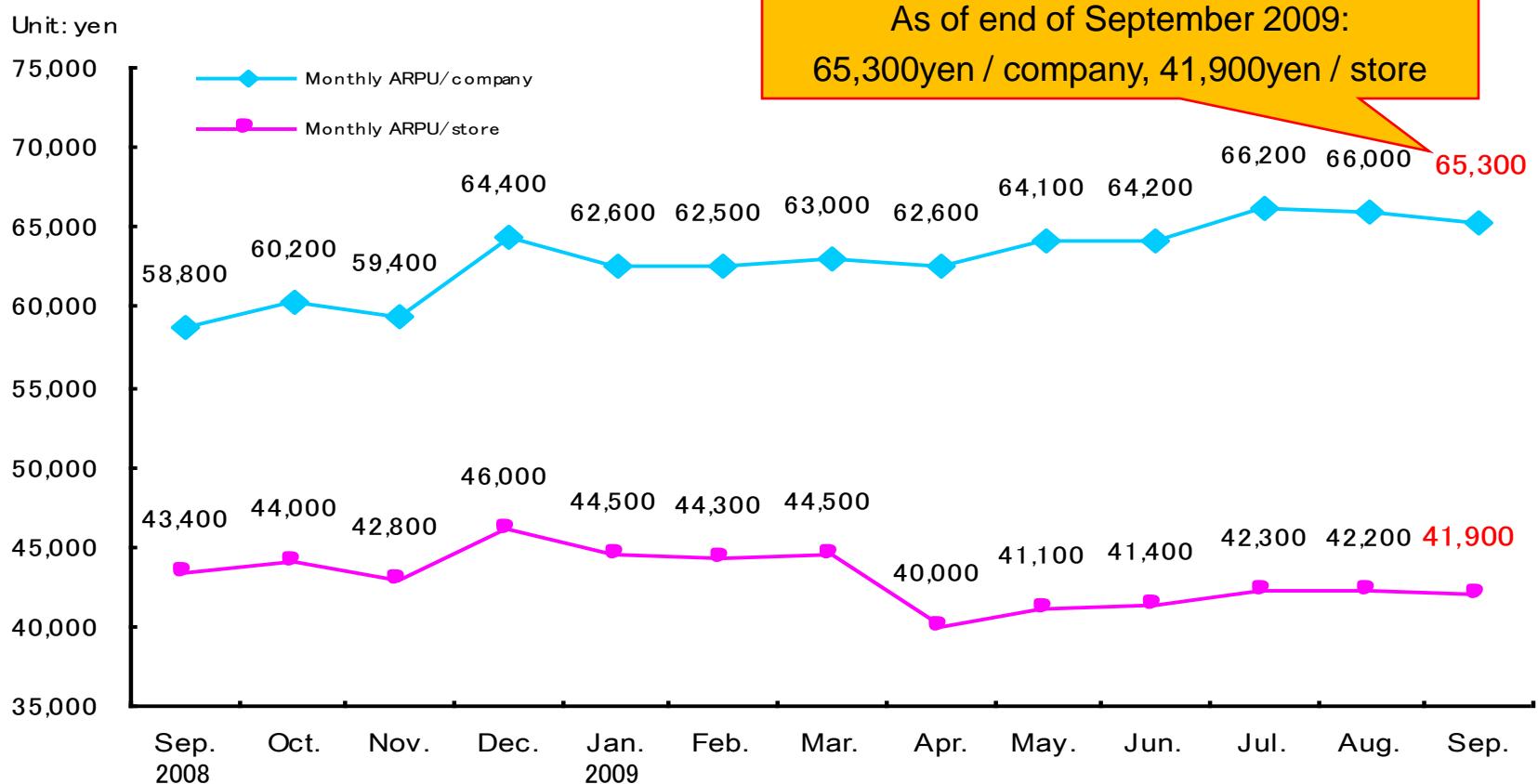
- #of Stores Application Status
- #of Stores w/booked revenue
- #of Companies Application Status
- #of Companies w/booked revenue



* Excluding non real estate related companies using our ASP services

⑩ ASP Service Monthly ARPU

Stable monthly ARPU



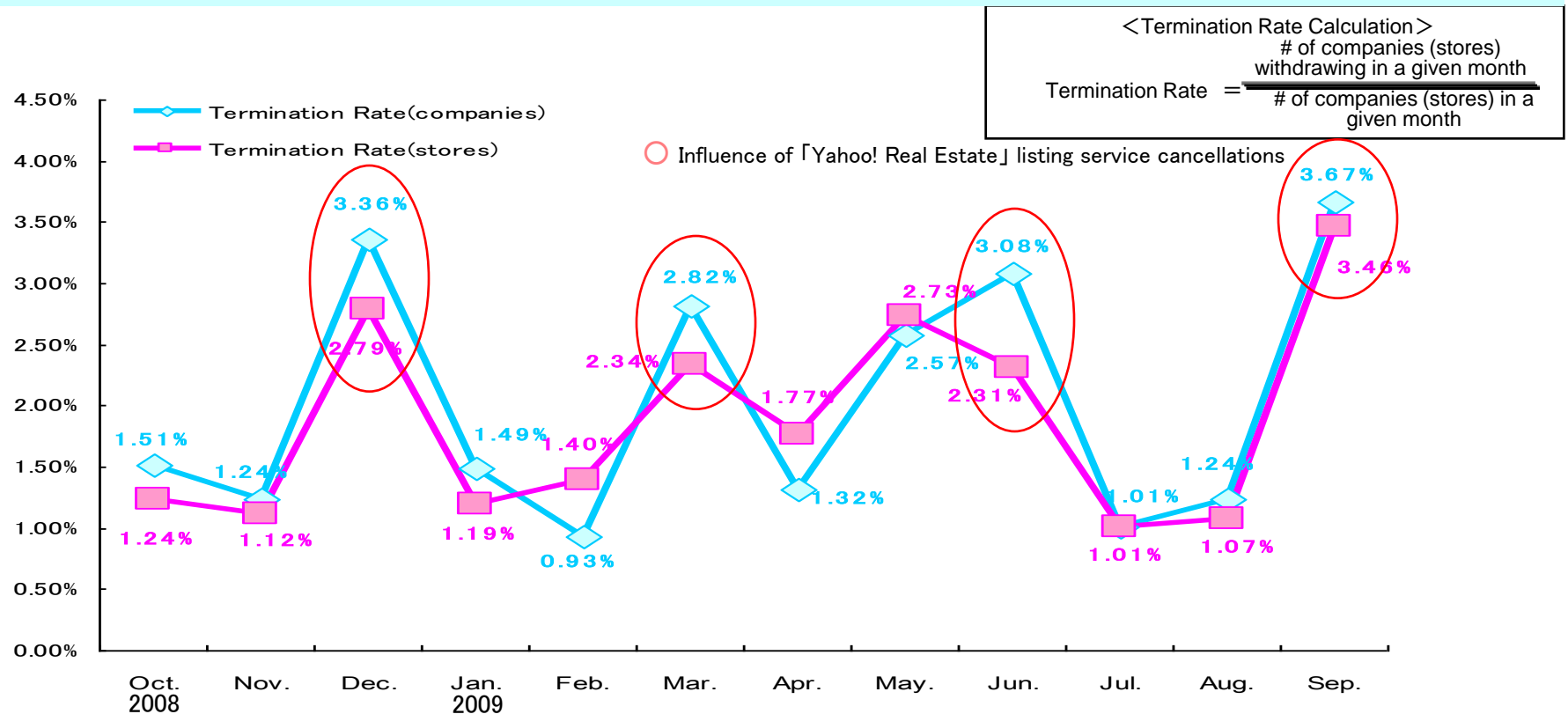
Monthly ARPU	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May.	Jun.	Jul.	Aug.	Sep.
per Company	58,800	60,200	59,400	64,400	62,600	62,500	63,000	62,600	64,100	64,200	66,200	66,000	65,300
per Store	43,400	44,000	42,800	46,000	44,500	44,300	44,500	44,000	41,100	41,400	42,300	42,200	41,900

* Excluding non real estate related companies using our ASP services
* Figures rounded down to the nearest hundred yen

Unit: yen

⑪ ASP Service Client Termination Rate

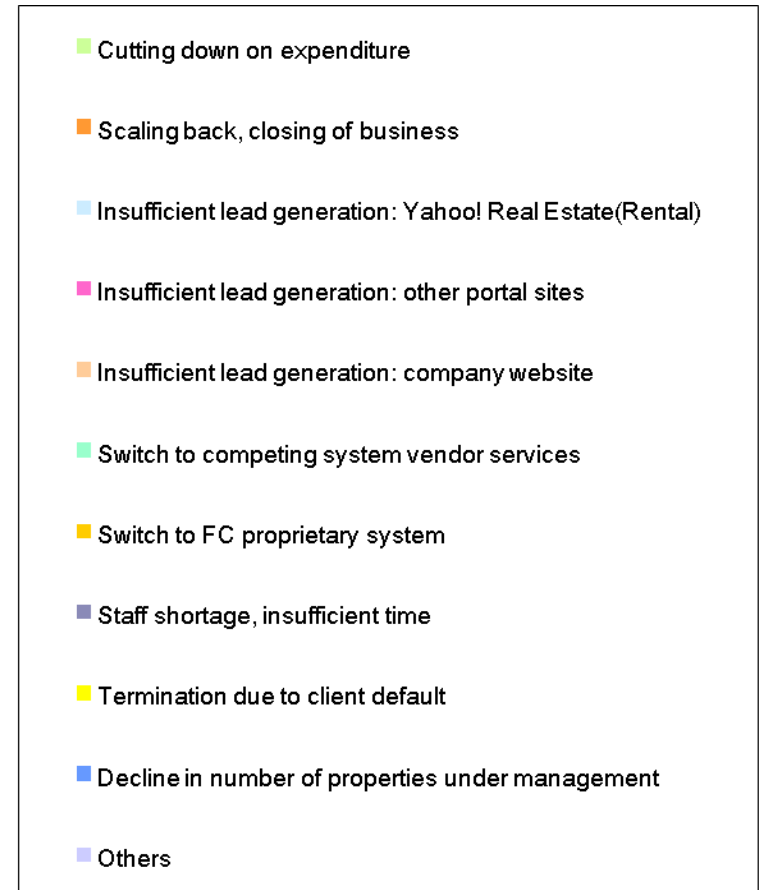
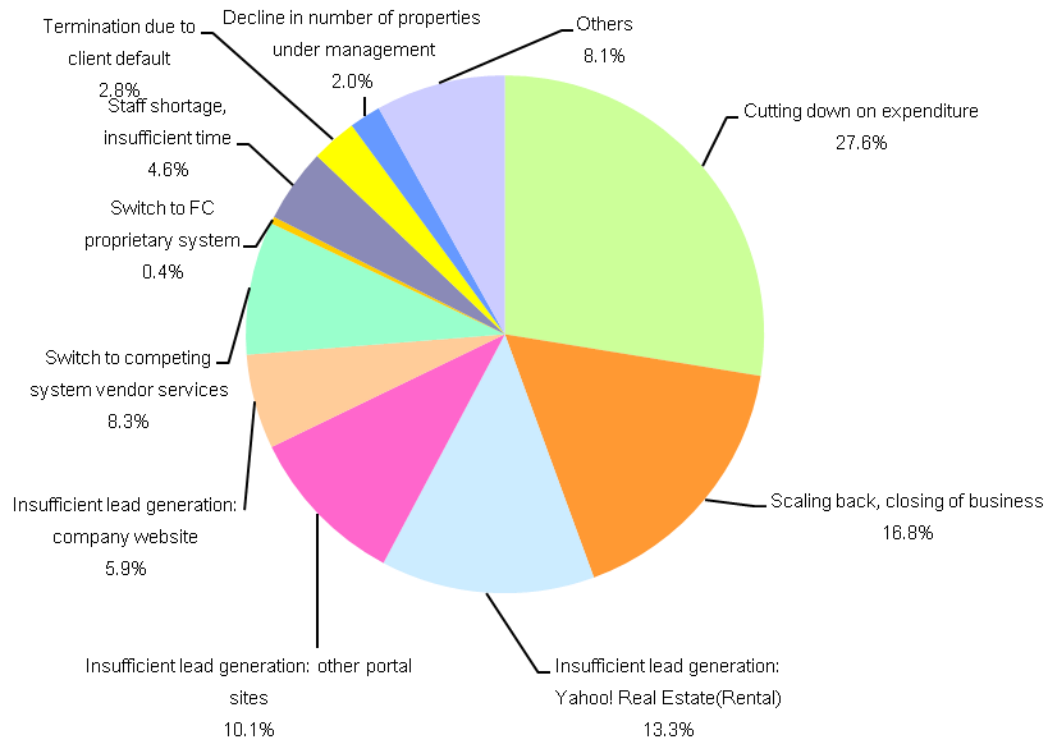
Continued low termination rate



	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May.	Jun.	Jul.	Aug.	Sep.	Ave.
# of companies	24	20	55	24	15	46	21	41	49	16	20	60	32.6
Termination rate	1.51%	1.24%	3.36%	1.49%	0.93%	2.82%	1.32%	2.57%	3.08%	1.01%	1.24%	3.67%	—
# of stores	27	25	64	27	32	54	44	68	57	25	27	88	44.8
Termination rate	1.24%	1.12%	2.79%	1.19%	1.40%	2.34%	1.77%	2.73%	2.31%	1.01%	1.07%	3.46%	—

⑫ Reasons for ASP Service Client Termination

45% of all ASP Service client terminations due to scaling back of business, closing of business, cutting down on expenditure.



* Period covering Jan. 2009 - Aug. 2009.

* "Termination" includes partial termination as well as termination of all services.

⑬ Purchase of Treasury Stock

Treasury stock purchased in FY2010 (as of September 30, 2009)

Total number of shares purchased: 790 shares

- ▶ June 23, 2009 520shares
- ▶ August 3, 2009 ~ June 30, 2010 270shares

Total purchase amount: 30,806,210yen

- ▶ June 23, 2009 18,729,360yen
- ▶ August 3, 2009 ~ June 30, 2010 12,076,850yen

Total treasury stock purchased as of September 30, 2009 (cumulative)

Total number of shares purchased: 1,533 shares

Total purchase amount: 63,957,660yen

Shares outstanding (excluding treasury stock) as of September 30, 2009: 66,564shares

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FYE March 2010 Forecast

① Consolidated Full-term Forecast

(Million yen)	Full-term Forecast	2Q Results	Progress Rate to FY2010 Forecast	Full-term Results (FY2009)
Sales	2,400 ~2,500	1,104	44.2% ~46.0%	2,173
Operating Profit	250 ~350	109	31.2% ~43.7%	176
Recurring Profit	250 ~350	110	31.4% ~44.0%	178
Net Income	120 ~170	45	26.7% ~37.9%	87

※ There are no changes from the full-term forecast figures disclosed on May 12, 2009

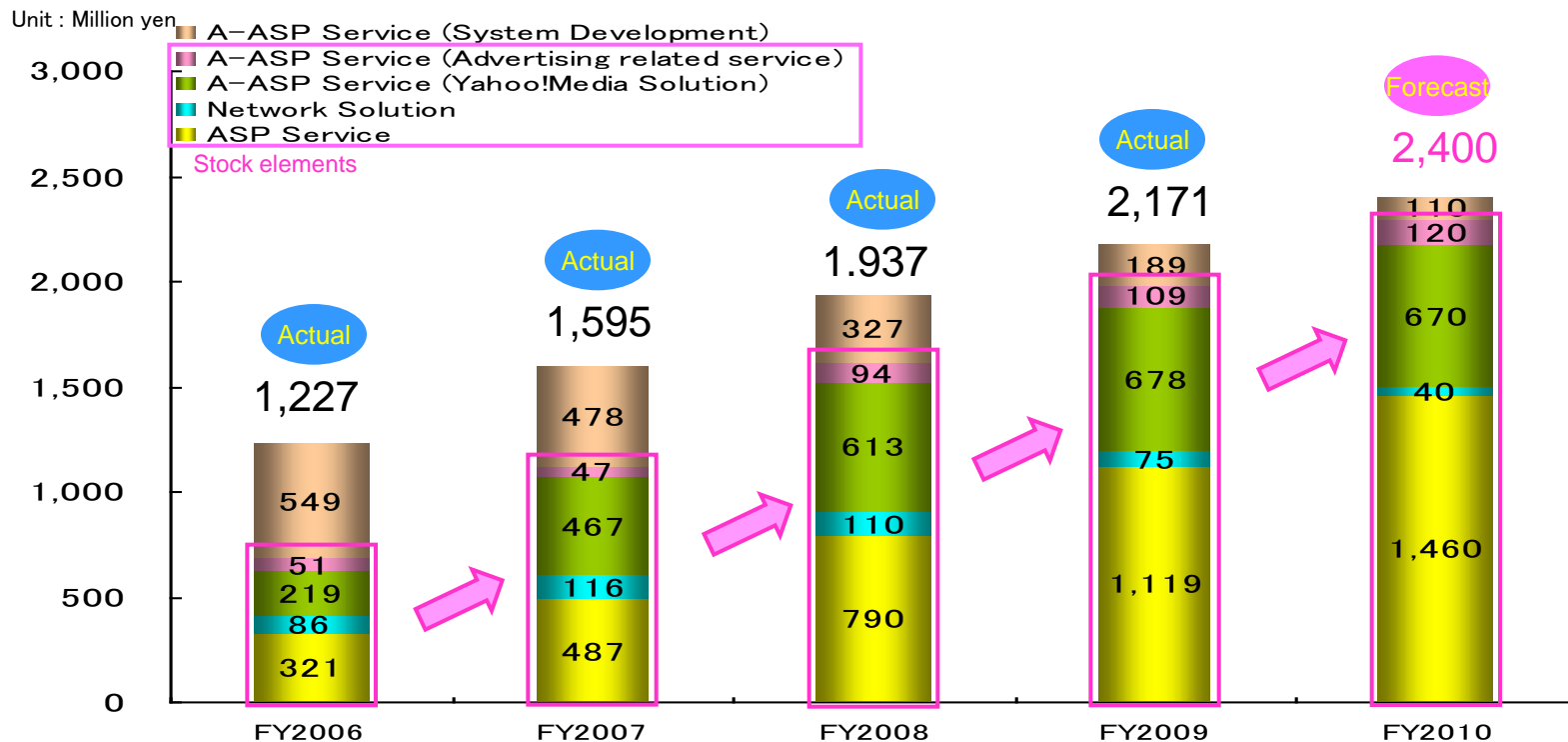
※ We are disclosing Consolidated FY2010 Forecast figures as a range mostly due to the effects of the following variables;

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

※ Actual results may differ materially from the forecast figures

② Sales figures of ASP Solution Business

Stock Element Revenue at the core of sales growth



Stock Element Rev.	677 Million yen	1,117 Million yen	1,610 Million yen	1,982 Million yen	2,290 Million yen
Stock Element Ratio	55.2%	70.1%	83.1%	91.3%	95.4%

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

* ASP Solution Business sales figures have not been adjusted for internal transactions

* FY2010 figures are based on the lower range of our FYE March 2010 forecast

* Figures rounded down to the nearest million yen

③ Sales figures of ASP Solution Business

(Million yen)	Item	Full-term Forecast	2Q Results	Progress Rate to FY2010 Forecast	Full-term Result (FY2009)
Stock Elements ※1	ASP Service	1,460 ~1,530	622	40.7% ~42.7%	1,119
	Network Solution	40	18	46.9%	75
	A-ASP Service (Yahoo! Media Solution)	670	333	49.8%	678
	A-ASP Service (Ad related services)	120	49	41.6%	109
	Subtotal	2,290 ~2,360	1,025	43.4% ~44.8%	1,982
Flow Elements ※2	A-ASP Service (System Development)	110 ~140	72	52.1% ~66.2%	189
	Grand total	2,400 ~2,500	1,098	43.9% ~45.8%	2,171

※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

※3 ASP Solution Business sales figures have not been adjusted for internal transactions

※4 Figures rounded down to the nearest million yen

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Our Business Strategy

① ASP Service Product development road map

Providing a wider range of products to meet the demands of a broader range of clients

【Our Turnkey Solutions】

2009

2010

Client HP Solutions

いい物件 賃貸
自社HPオプション

いい物件 売買
自社HPオプション

ES WebSite **NEW!**

ES CMS

ES Mobile

Integrated Client
HP Tool Release

API

SEO
enhancement

Top Page
CMS

Integrated
HP Tool

Integrated DB Solutions

いい物件Install 賃貸

いい物件 賃貸

ES 管理 賃貸

ES 営業支援 賃貸

ES 顧客管理 売買 **NEW!**

いい物件 売買

New
"REINS"
data
submission
feature

ATH
Data
sub-
mission
feature

HMM
Data
sub-
mission
feature

ADP
Data
sub-
mission
feature

From Maker Plus

"My Page" feature

Lead generation
metrics feature

CRM(for property sales
business)Release

Integrated Tool
(for property
sales business)

Integrated
Realtor
Tool
Release

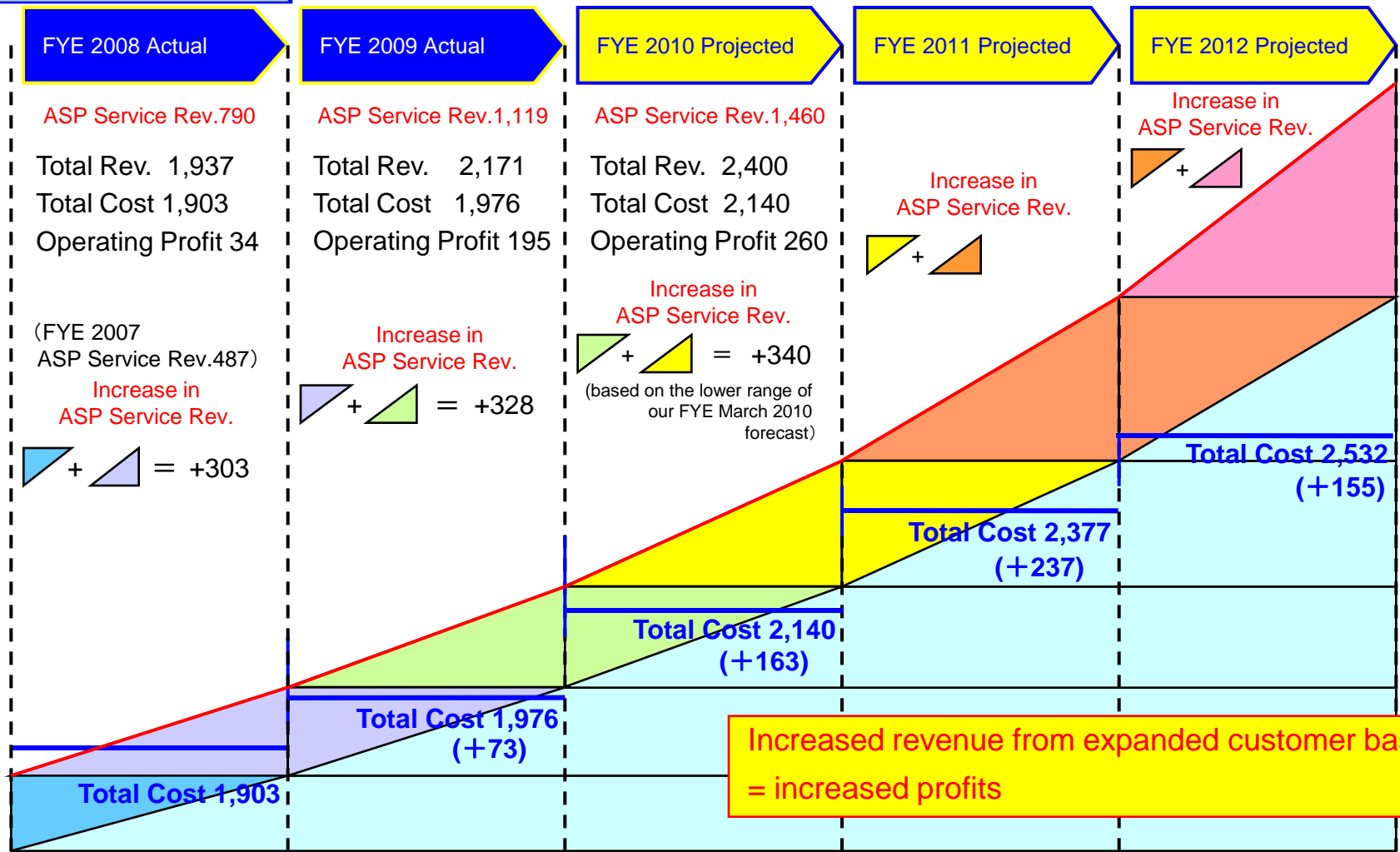
※ HP is abbreviation of "Homepage"

※ Development and product launch schedule subject to change

② Profit Structure (Conceptual Diagram)

ASP Solution Business

Unit: Million yen (Figures rounded down to the nearest million yen)



Revue base from prior year
— Revenue curve
— Total cost curve

※ This conceptual diagram is intended to illustrate how we envision our profit structure. Actual results may vary from forecast figures.
 ※ Total cost figures for FYE 2011 and beyond are projections based on information available at the time this document was prepared.
 ※ FY2010 figures are based on the lower range of our FYE March 2010 forecast.
 ※ Total Cost = COGS + SG&A, figures in () indicate YOY change.

ITSMS (ISO/IEC20000-1:2005(JIS Q 20000-1:2007)) represents a framework for achieving our fundamental goals as an IT Service provider

- ▶ 「ISO/IEC27001:2005」(International standard of information security management system)
※Registered in June, 2007
- ▶ 「ISO/IEC20000-1:2005」 (International standard of IT service management system)
※Registered in October, 2009

Further improve the reliability and quality of our services, as well as strengthen information security

Consistently deliver effective and easy-to-use IT services which meet the needs of our clients

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	: ASP Service for the real estate industry (Excluding individual client system development business and Media Solution Dept. business.)
Registrar	: Japan Management Association
Registration date	: October 15, 2009



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Appendix

- ① Financial Data
- ② Our Business & Service Overview

① Financial Data

① Income Statement (Quarterly basis)

(Million yen)	FY2008				FY2009				FY2010			
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
Sales	419	473	500	544	519	540	568	544	540	564		
Gross Profit	145	209	227	257	247	265	289	266	269	305		
Gross Profit Margin	34.7%	44.1%	45.4%	47.2%	47.6%	49.1%	50.9%	48.9%	49.9%	54.1%		
Operating Profit	△57	△1	30	62	21	33	60	61	32	77		
Operating Profit Margin	△13.6%	△0.2%	6.1%	6.1%	4.0%	6.2%	10.7%	11.2%	6.0%	13.7%		
Recurring Profit	△55	△0	30	64	21	34	60	61	32	77		
Recurring Profit Margin	△13.3%	△0.1%	6.2%	11.9%	4.1%	6.4%	10.7%	11.2%	6.1%	13.7%		
Extraordinary Income	32	—	—	—	—	—	—	18	—	—		
Extraordinary Loss	0	0	2	—	0	—	—	7	13	2		
Quarter Net Income	△16	△4	15	39	8	12	29	37	5	39		
Net Income Margin	△4.0%	△0.9%	3.0%	7.2%	1.7%	2.2%	5.1%	6.9%	1.1%	7.0%		

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

* FY2008 1Q to FY2009 1Q figures are non-consolidated, figures for FY2009 2Q and beyond are consolidated

* Figures are rounded down to the nearest million yen

② Balance Sheet (Quarterly basis)

(Million yen)	FY2008				FY2009				FY2010			
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
Current Assets Total	923	918	926	952	881	1,021	955	1,077	916	902		
Non-Current Assets Total	740	774	782	798	851	861	889	878	930	982		
Assets Total	1,664	1,693	1,708	1,750	1,732	1,883	1,844	1,955	1,847	1,884		
Current Liability Total	204	233	222	242	212	338	270	336	273	285		
Non-Current Liability Total	29	33	43	50	53	66	74	80	80	79		
Liability Total	234	267	267	293	265	404	344	417	354	364		
Net Assets Total	1,429	1,426	1,442	1,457	1,466	1,479	1,500	1,538	1,492	1,520		
Liability & Net Assets Total	1,664	1,693	1,708	1,750	1,732	1,883	1,844	1,955	1,847	1,884		

* '0' indicates an amount less than one million yen

* FY2008 1Q to FY2009 1Q figures are non-consolidated, figures for FY2009 2Q and beyond are consolidated

* Figures are rounded down to the nearest million yen

③ Cash Flow Statement (Quarterly basis)

(Million yen)	FY2008				FY2009				FY2010			
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
CF from Operating Activities	52	48	24	123	39	233	17	180	0	140		
CF from Investing Activities	△10	△74	△49	△72	△91	△69	△85	△54	△74	△139		
CF from Financing Activities	2	0	1	△24	0	0	△7	—	△26	△17		
Net increase in cash and cash equivalents (△decrease)	43	△26	△24	26	△51	164	△76	126	△101	△17		
Cash and Cash Equivalents (end of term)	600	574	549	575	524	688	612	738	637	620		

- * FY2008 1Q to FY2009 1Q figures are non-consolidated, figures for FY2009 2Q and beyond are consolidated
- * Quarterly cash flow figures are not audited (cumulative period cash flow figures are audited)
- * '—' indicates zero yen
- * Figures are rounded down to the nearest million yen

④ Other Data (Quarterly basis)

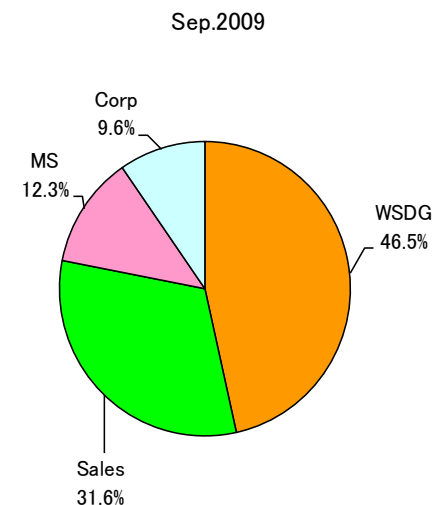
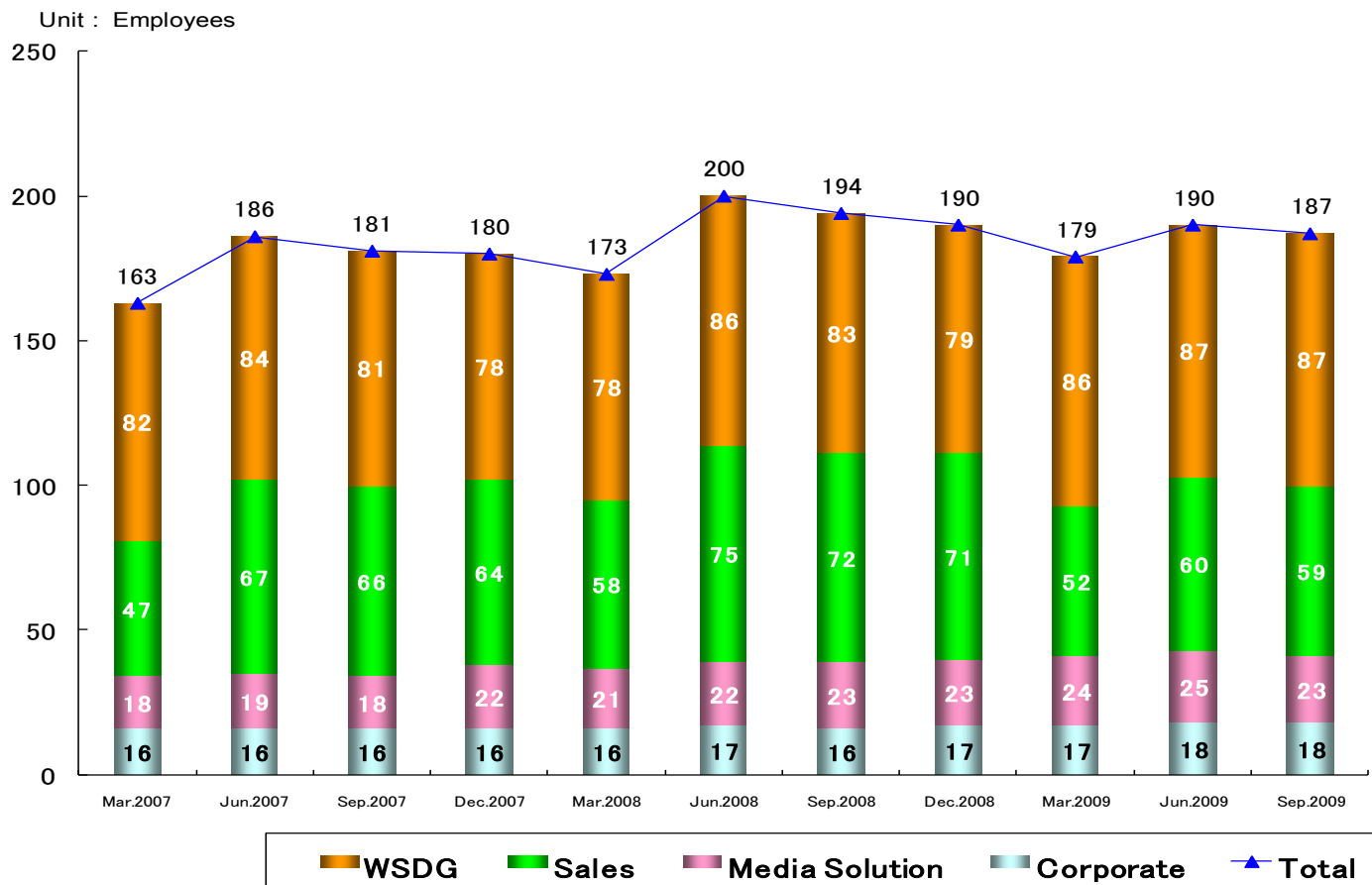
ASP Solution Service

(Million yen)		FY2008				FY2009				FY2010			
		1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
	ASP Service	165	178	210	236	241	276	296	305	304	318		
	Advanced ASP Service	223	266	264	282	258	243	251	221	221	235		
	Network Solution	31	29	24	25	20	20	19	16	8	10		
Sales Total		419	473	500	544	519	540	567	543	534	563		
	COGS	274	264	272	287	272	275	279	278	270	258		
	SG & A	202	210	196	194	226	220	222	202	232	228		
Cost Total		477	474	469	481	498	495	501	480	503	487		
Operating Profit		△57	△1	30	62	21	44	66	62	31	76		
Recurring Profit		△55	△0	30	64	21	45	66	62	32	76		
Number of ASP Service clients		977	1,140	1,349	1,454	1,527	1,572	1,637	1,631	1,593	1,633		
	•Companies												
	•Stores	1,281	1,491	1,730	1,890	2,016	2,128	2,292	2,305	2,472	2,541		
Number of employees (Non-consolidated)		186	181	180	173	200	194	190	179	190	187		

* FY2008 1Q to FY2009 1Q figures are non-consolidated

* Figures are rounded down to the nearest million yen

⑤ Number of Employees (Non-consolidated)



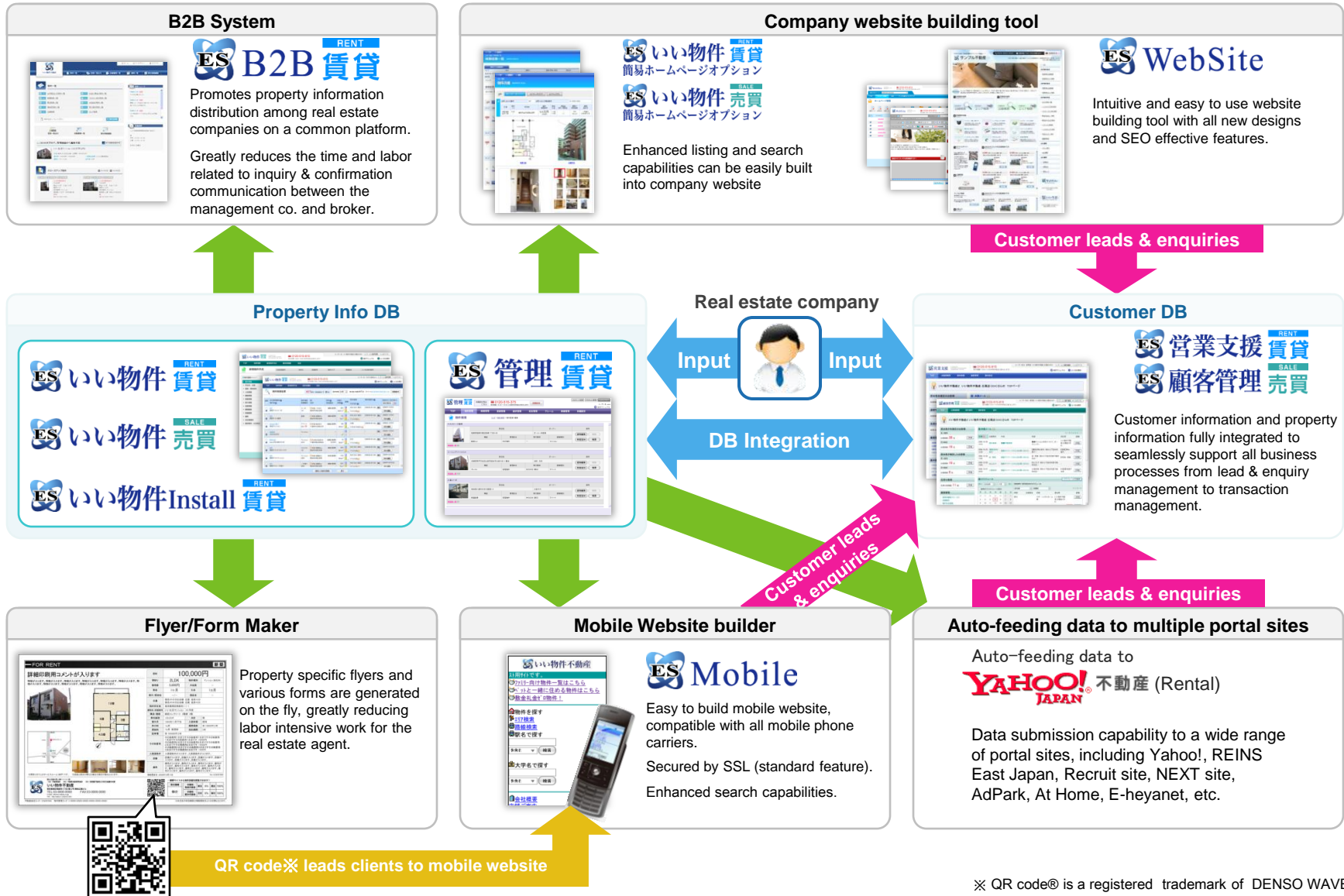
※ Excluding directors, advisors, and part-time workers

※ WSDG: Web Solution Development Group, Sales: excluding MS, MS: Media Solution, Corp: Corporate staff

※ Head count for Strategic Planning Dept. transferred from Sales to WSDG (reflected in March 2009 figures)

② Our Business & Service Overview

① Overview of our Turnkey Solutions



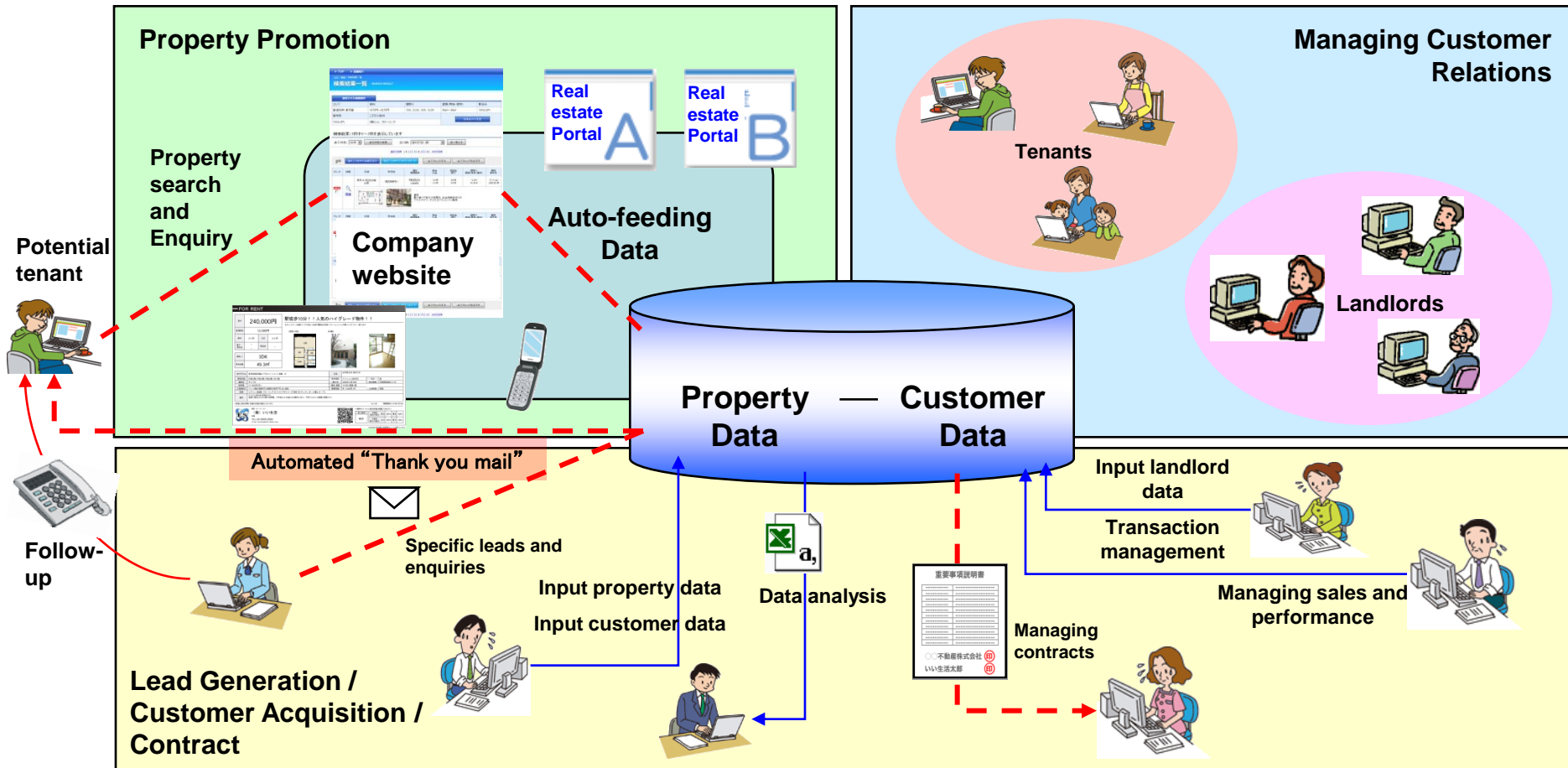
※ QR code® is a registered trademark of DENSO WAVE Inc.

② The power of integrated information management

◆ Our end-to-end integrated DB solution: from property promotion to property management

The robust property information database together with the fully integrated customer database are at the core of our suite of easy-to-use turnkey solutions.

【Empowering our clients】



Easy to build company website with all new designs and SEO effective features

Subscription rate

Initial charge
88,000yen~

Monthly charge
34,000yen~

「ES-WebSite」なら自社HPの作成・運用からSEOまで!

**デザイン性に優れたHPが
低コストで実現**

お金をかけられないからといって、デザインをあきらめる必要はありません。数100サイトの制作実績に基づき、不動産HP制作のプロがデザインしたテンプレートをそのまま使用することができます。

**マニュアルが要らないほど
直感的な操作**

ES-WebSiteは、ページ編集機能の直感的な操作にこだわりました。テキストや画像、Flashをドラッグ&ドロップで自由に配置できるので、HTML等の専門知識は不要です。

**SEOに強い構造で自社HPの
集客力アップ**

SEO対策済みのシステムなので、物件情報をたくさん登録するほどSEOが強化され、自社HPへの入口も増える構造となっています。結果として、自社HPの集客力アップが期待できます。

SEOによる集客アップのイメージ

※検索順位を保証するものではありません。

TOPページが上位表示



物件詳細ページが上位表示



Detailed information and actual client cases can be viewed below!

<http://www.es-ws.jp/>

ES WebSite の豊富な機能で業務をスピーディに!!

マニュアルが要らないほど直感的な操作

一般的なCMSとは違い、テキストや画像、Flashをドラッグ&ドロップで自由に配置できます。デザインテンプレートをベースに、オリジナリティの高いデザインを作り上げることも可能となります。



簡単にデザイン編集できます。

例えばこんなデザイン変更も思いのまま



オリジナル
デザインの
HP構築可

物件情報ページの
自由な
カスタマイズも可能

※物件情報ページのカスタマイズには、別途WEB制作会社等の作業費が発生します。

豊富な機能一覧

- HPデザインテンプレート
- TOPメイン画像テンプレート
- TOPメインFlashテンプレート
- 見たままページ編集
- HTML編集
- スタイルシート編集
- 全物件一覧表示
- おすすめ・特集一覧プラン10
- おすすめ物件表示
- 周辺地図表示
- お問合せ設置 (SSL標準装備)
- メニュー管理
- ファイルのアップロード、削除
- 検索エンジン向け サイトマップ自動生成
- アクセス解析用コードの埋め込み
- データバックアップ
- データ復元
- WEBホスティング
- DNSホスティング
- サブドメイン
- <オプション>
- 詳細印刷機能(サイト側)
- おすすめ・特集一覧プラン
- 初期セットアップ
- 月額固定型SEOパック
- 独自ドメイン

“Instantly” match the “right” property to prospective clients !

Subscription rate / store

Initial charge
100,000yen~

Monthly charge
40,000yen~

業界特化型「売買仲介業務向けソリューション」

情報の一元管理で 営業効率UP マッチングメール、マイページで 歩留まりUP データ取得で 反響・営業分析

これまでの対応履歴が保持されるので、顧客ごとに適切な営業方法を選択できます。成約後も、引渡まで顧客ステータスを管理できるため、業務効率のアップが見込まれます。

顧客ごとにマイページが作成され、未公開物件の紹介などを行うことが可能です。登録された希望条件に合致する物件を自動的にマイページに配信する機能も実装し、見込み客の追客漏れを防止します。

媒体別の反響データを取得でき、広告効果の測定が容易になります。さらに、追客状況の確認ができ、営業マンごとの現在の見込み、成約、引渡待ちなどのステータスが一目瞭然です。

売買仲介業務を広範囲にカバーしたシステム

Detailed information and actual client cases can be viewed below !

<http://es-crm.com/>

ES 顧客管理 売買 SALE の豊富な機能で業務をスピーディに!!

「営業の追客漏れが多くて困っている」「お客様の情報が色々なところに記載されていて、どれを見たらいいかわからない」「効果的に未公開物件を紹介したい」…こんなお悩みはございませんか？ ES顧客管理売買は、売買業務のあらゆるシーンを想定した豊富な機能と使いやすさで、貴社の営業効率を飛躍的に向上させます！

未公開物件紹介機能

HPや媒体に掲載していない物件を、マイページ内だけで紹介することが可能です。「ここにしかない情報」をアピールし、再度マイページに來訪してもらう確率を高めます。



自動返信メール機能

お問い合わせがあった際に、自動的にお客様にメールを返信いたします。お問い合わせの直後に返信を行うことで機会損失を低減することができ、さらに、そのメールを使ってお客様をマイページに引き込むことでより正確なお客様のニーズを取得することが可能となります。



希望条件マッチングメール配信機能

希望条件に合致する物件が登録された際、自動的にお客様にメールを送信し、マイページに誘導します。見込み客の追客漏れを防止し、売上アップを実現します。



契約情報登録機能

顧客ごとの詳細な契約情報を登録し、引渡までの進捗管理を行うことができます。契約データをCSVで出力することもでき、契約書の作成や手数料収入の計算など様々な場面で活用することができます。



反響・営業情報分析機能

媒体別の反響が確認可能です。反響数だけでなく、媒体別の成約数も集計可能であり、様々な分析が可能となっています。



※イメージは2009年9月現在のものであり、変更されることがございます。

⑤ Our 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 (ASP, SaaS)

- 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 quickly and accurately reflect industry-wide client needs
- Deep industry knowledge allows for the development of first-of-a-kind products
- Our Support Center provides telephone and email support to our clients 7days a week

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

- Strong financial base unaffected by volatile financial markets
- Managing credit risk by incorporating advanced payment and security money policies for our ASP services

⑥ Focus on the real estate industry

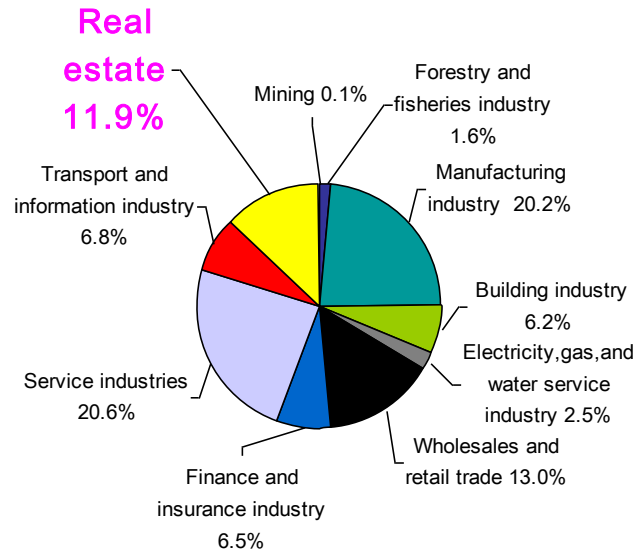
- One of the largest industries in Japan
- The industry has been relatively slow in embracing IT
- Strong demand for a standardized property information DB

Our main targets are real estate agents in the following business:

- Rental property brokerage
- Rental property management
- Sales property brokerage

➤ GDP breakdown by industry sector

GDP of all industries (nominal): ¥515 trillion (2007)



Source: National Accounts (GDP by kind of economic activity) for 2007

➤ Total national real estate assets

¥1,757 trillion (2007)

Land: ¥1,253 trillion

Homes: ¥251 trillion

Buildings: ¥252 trillion
(excluding homes)

69% of real assets

(excluding financial assets)

20% of gross national assets

Source: National Accounts (Assets for the nation) for 2007

➤ Number of real estate agents

129,991 (as of the end of March 2008)

Corporations: 106,441 (Minister License 2,319 / Governor License 104,122)

Individuals: 23,550 (Minister License 2 / Governor License 23,548)

Source: Ministry of Land, Infrastructure, and Transportation

⑦ Business and Revenue Breakdown

Business	Service Category	Element Type	Contract Type	Revenue Recognition	Service and Revenue Details
ASP Solution Business	ASP Service	Stock	Annual	Monthly amount	System usage fees (ASP/SaaS model). Covering both our turnkey solutions as well as customized solutions (resulting from A-ASP system development work). ※Clients: 1,677co., 2,624stores (application status as of Sep. 2009) ※Monthly ARPU: approx. 65,300yen/co., approx. 41,900円yen/store (for the single month of Sep. 2009)
	Network Solution	Stock	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).
	A-ASP Service (Yahoo! Media Solution)	Stock	Annual	Monthly amount	System operation fees. Operation of the “newly built property” data submission business for 「Yahoo! Real Estate」. ※Revenue consists of fixed and measured rate components
	A-ASP Service (Ad related Services)	Stock	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.)
	A-ASP 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	Real estate Brokerage	Flow	From time to time	One time	Real estate brokerage fees (rental property/sales property). Business operated by e-Seikatsu Fudosan Co. Ltd. (100% owned subsidiary)

⑧ Company Profile

Established :	January 21, 2000
Paid-in capital :	614 million 660 thousand 488 yen (As of the end of September 2009)
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 :	187 (As of the end of September 2009)
Officers :	President & CEO Kiyotaka Nakamura Executive Vice President & Co-CEO Zenichi Maeno Executive Vice President & CFO Hiroyuki Shiokawa Executive Vice President & COO Hiroyoshi Kitazawa Managing Director & CIO Yoshiaki Kuno 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>