

FY2010 Third-quarter Results

TSE Mothers 3796
January, 2010



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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3 Our Business Strategy

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(1) Financial Data

(2) Our Business & Service Overview

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Summary of 3rd-quarter Results for FYE March 31, 2010

① Highlights

Growth in revenue and operating profit from ASP Solution Business

- ▶ 3Q Revenue 1,658 million yen (FY2009 3Q 1,628million yen, YOY +29 million yen, +1.8%)
- ▶ 3Q Operating profit 183 million yen (FY2009 3Q 132 million yen, YOY +51 million yen, +38.5%)

Rising revenue from stock-type business

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

- ▶ 3Q Stock element Revenue 1,561 million yen (FY2009 3Q 1,472 million yen, YOY +89 million yen, +6.1%)
- ▶ 3Q Stock element ratio 94.2% (FY2009 3Q 90.4%)

Further enhancement of sales efforts to promote continued growth

- ▶ Conducted 105 free seminars throughout Japan from Apr. - Dec. 2009 in order to efficiently generate leads

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

- ▶ Release of Integrated Client Home Page Tool “ES-WebSite” 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 3Q Results FYE March 2010

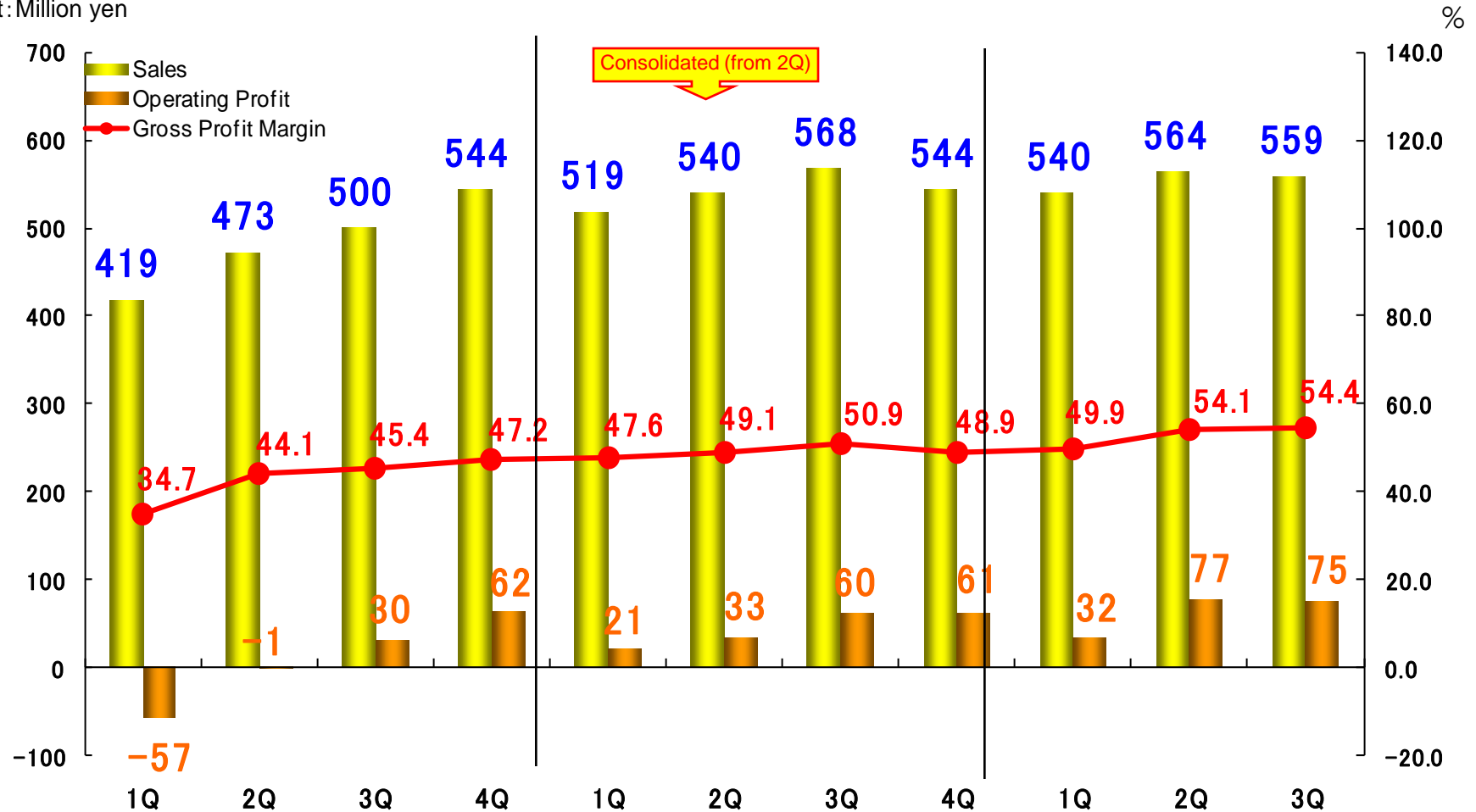
② Consolidated Quarterly Results YOY Comparison

FYE March 2008

FYE March 2009

FYE March 2010

Unit: Million yen



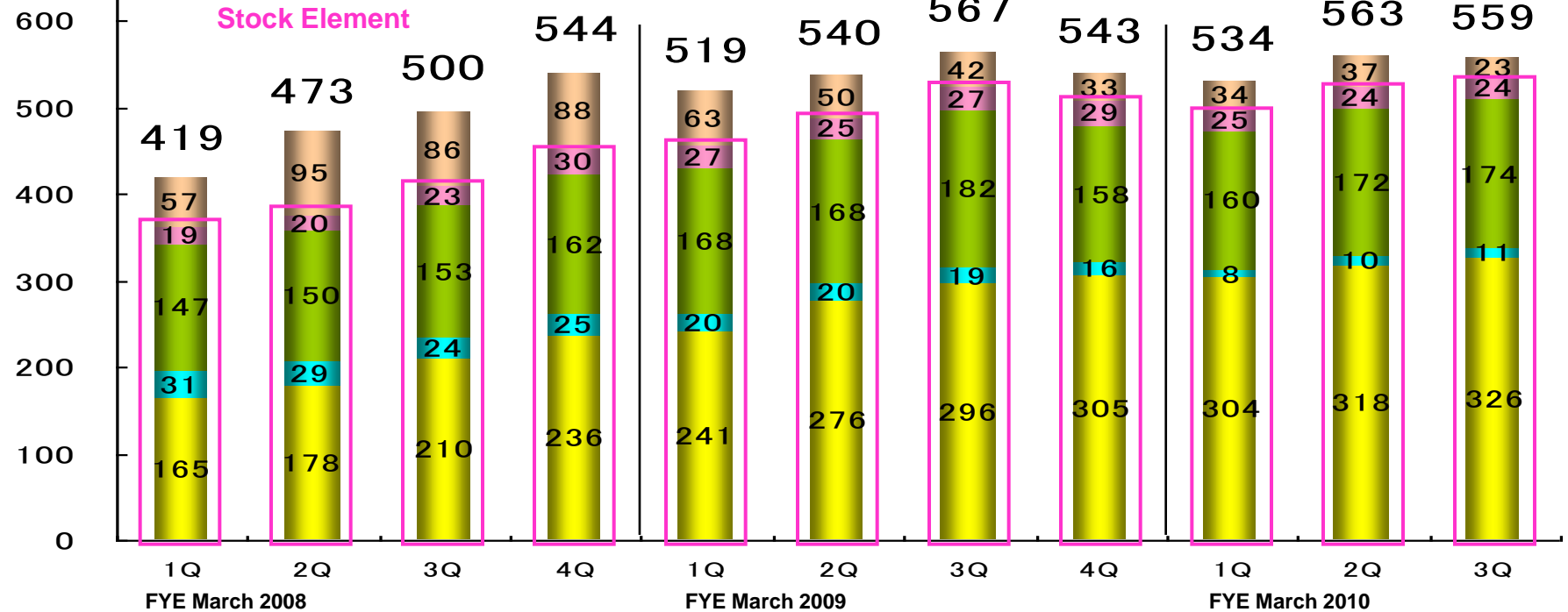
* FY 2008 and FY 2009 1Q figures are non-consolidated results
 * Figures rounded down to the nearest million yen

③ Sales Category Breakdown

Unit : Million yen

ASP Solution Business

- A-ASP Service(System Development)
- A-ASP Service(Ad related service)
- A-ASP Service(Yahoo!Media Solution)
- Network Solution
- ASP Service



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	536 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%	95.8%

* 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.-Dec. 2008 (①)	Apr.-Dec. 2009 (②)	YOY Change (②-①)	YOY Change %
Sales	1,628	1,663	34	2.1%
Gross profit	802	878	76	9.5%
Gross profit margin	49.3%	52.8%		
Operating profit	115	185	69	60.1%
Operating profit margin	7.1%	11.1%		
Recurring profit	116	185	68	58.6%
Recurring profit margin	7.2%	11.2%		
Extraordinary gain	-	-	0	0.0%
Extraordinary loss	0	16	16	5,589.1%
Net income	50	83	33	66.3%
Net income margin	3.1%	5.0%		

<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

Summary of 3Q Results FYE March 2010

⑤ ASP Solution Business Revenue YOY Comparison

(Million yen)	Item	Apr.-Dec. 2008 (①)	Apr.-Dec. 2009 (②)	Difference (②-①)	Change %
Stock Elements	ASP Service ※	814	949	135	16.6%
	Network Solution	59	29	△29	△49.6%
	A-ASP Service (Yahoo! Media Solution)	519	508	△10	△2.1%
	A-ASP Service (Ad related services)	80	74	△5	△6.9%
	Subtotal	1,472	1,561	89	6.1%
Flow Elements	A-ASP Service (System Development)	155	96	△59	△38.2%
Grand total		1,628	1,658	29	1.8%

<Key Points>

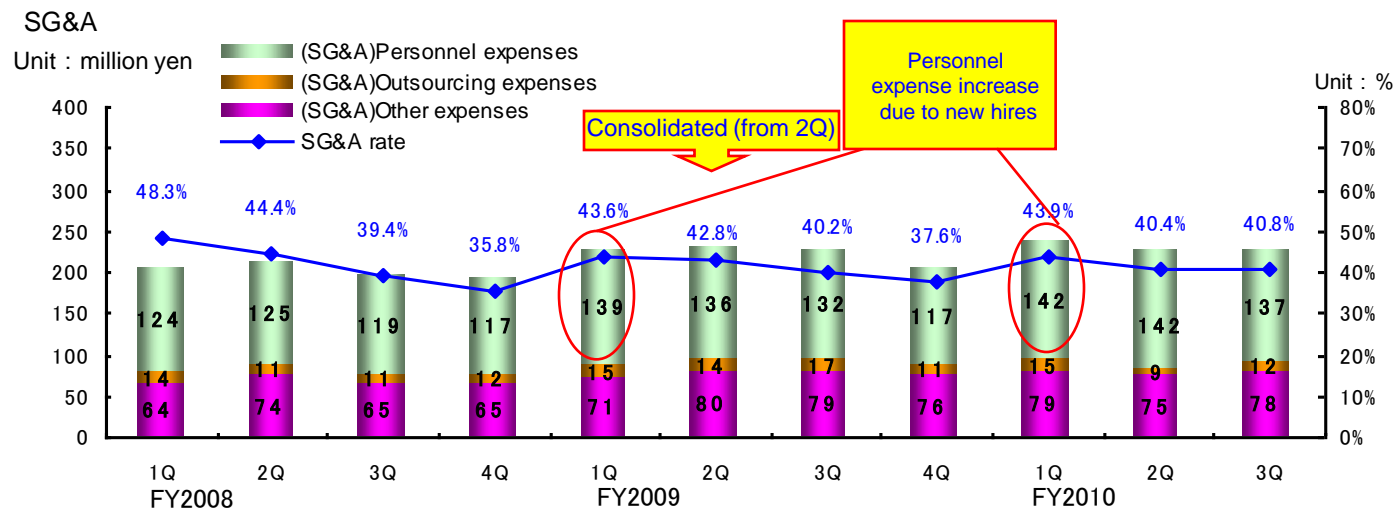
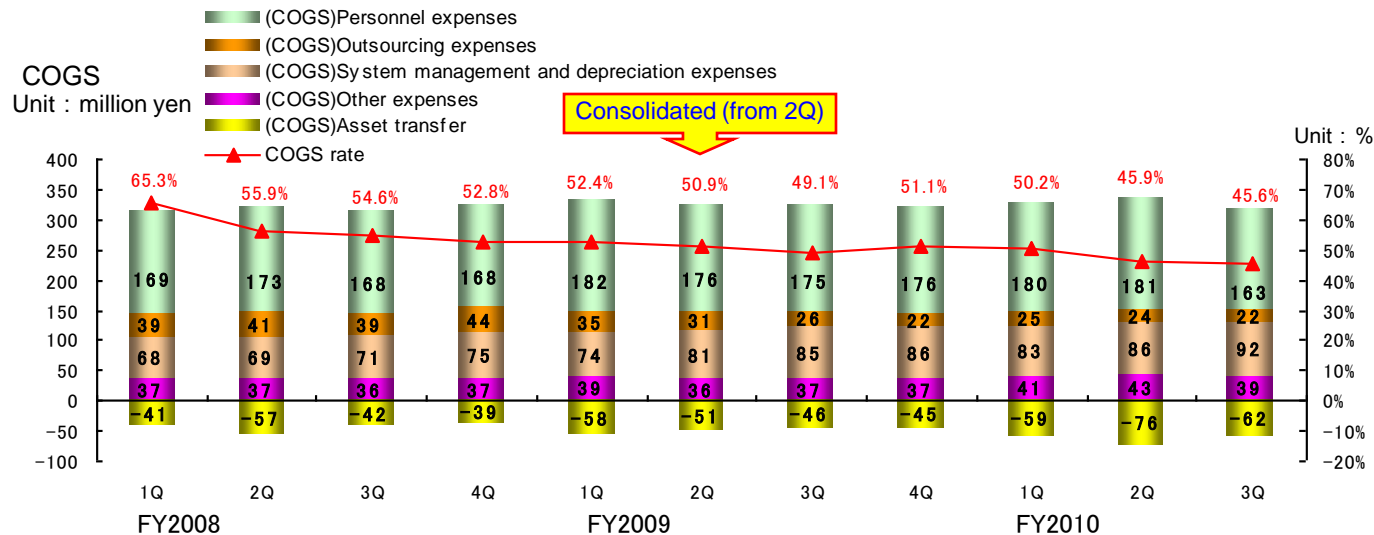
- ① Continued increase in ASP Service revenue more than covers for the decline in other revenue items.
- ②※ Client base (Application Status as of Dec.) 1,671 co. / 2,608 stores (1,659 co. / 2,320 stores 3Q FY2009, YOY +12 co. / +288 stores)
- ③※ Monthly ARPU (as of Dec.) Approx. 68,100yen/co., approx. 43,600yen/store (approx. 64,400yen/co., approx. 46,000yen/store for the single month of Dec. 2008)

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

* Figures rounded down to the nearest million yen

Summary of 3Q 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)	Dec.2009 (②)	Change (②-①)
Cash and Deposits	738	564	△174
Other Current Assets	338	272	△66
PP&E	878	1,023	145
Assets Total	1,955	1,859	△95
Current Liability	336	248	△88
Non-Current Liability	80	75	△5
Net assets	1,538	1,535	△2
Capital-Asset ratio	78.7%	82.6%	
Liability and Net Assets total	1,955	1,859	△95

<Key Points>

- ① Cash & Deposits and Current Liability decreased due to payment of various taxes (FY2009 corporate tax and consumption tax), interim tax payment, and payment of dividend, bonus, etc.
- ② PP&E increase due to additional in-house software development and strategic investments to revamp corporate IT system.
- ③ Net assets decreased slightly 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.-Dec.2008	Apr.-Dec.2009
CF from Operating Activities	290	202
CF from Investing Activities	△247	△310
CF from Financing Activities	△6	△66
Net increase in cash and cash equivalents (△decrease)	36	△174
Cash and Cash Equivalents (end of term)	612	564

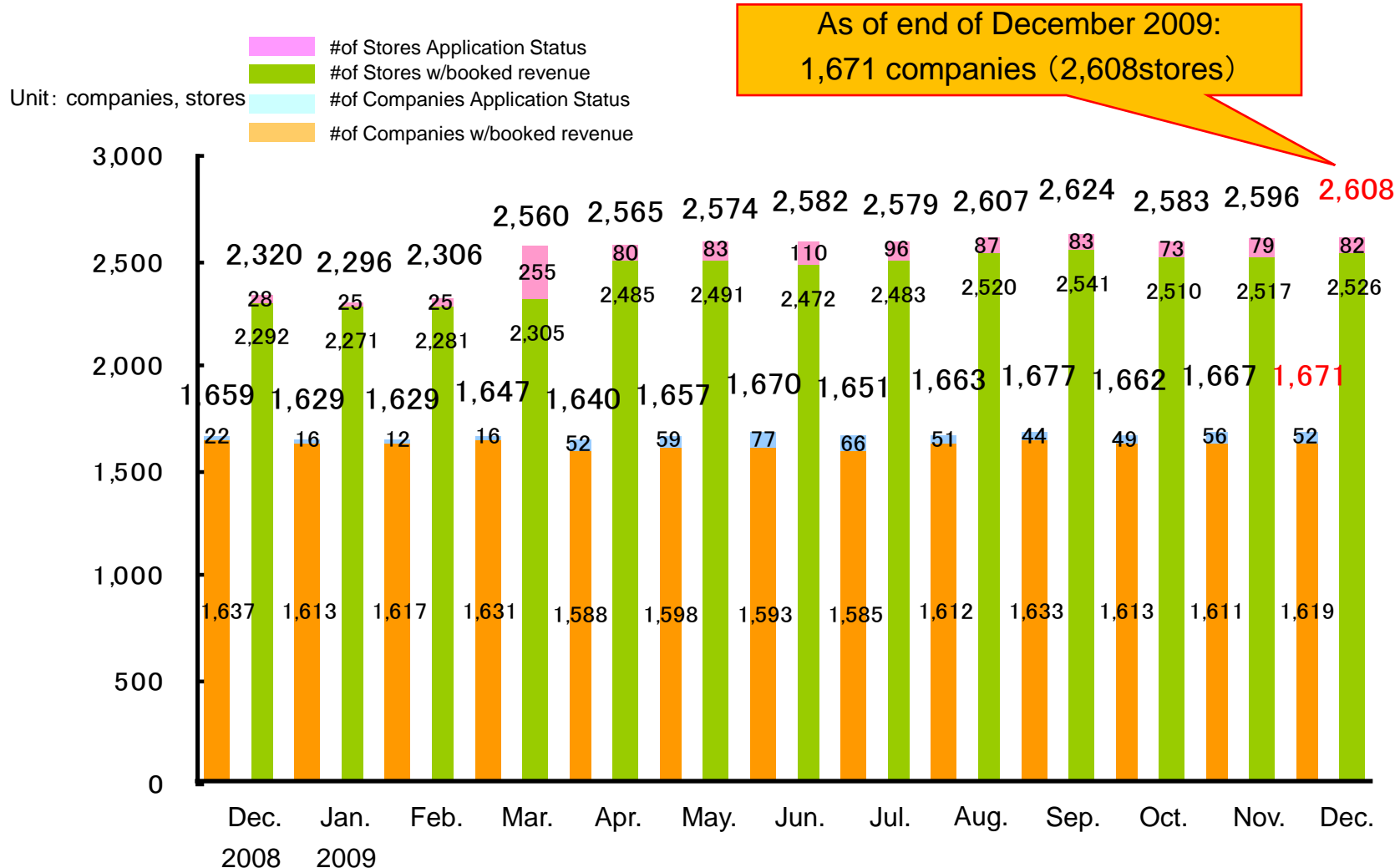
<Key Points>

Operating Activities	① Payment of corporate tax, etc.	FY2009 3Q	25M yen	FY2010 3Q	145M yen
	② Pretax profit + depreciation expenses	FY2009 3Q	272M yen	FY2010 3Q	351M yen
Investing Activities	③ In-house software development	FY2009 3Q	149M yen	FY2010 3Q	206M yen
	④ Purchase of assets (HW/SW)	FY2009 3Q	41M yen	FY2010 3Q	108M yen
Financing Activities	⑤ Payment of year-end dividend	FY2009 3Q	0 yen	FY2010 3Q	33M yen
	⑥ Purchase of treasury stock	FY2009 3Q	8M yen	FY2010 3Q	34M yen

* Figures rounded down to the nearest million yen

⑨ Number of ASP Service Clients

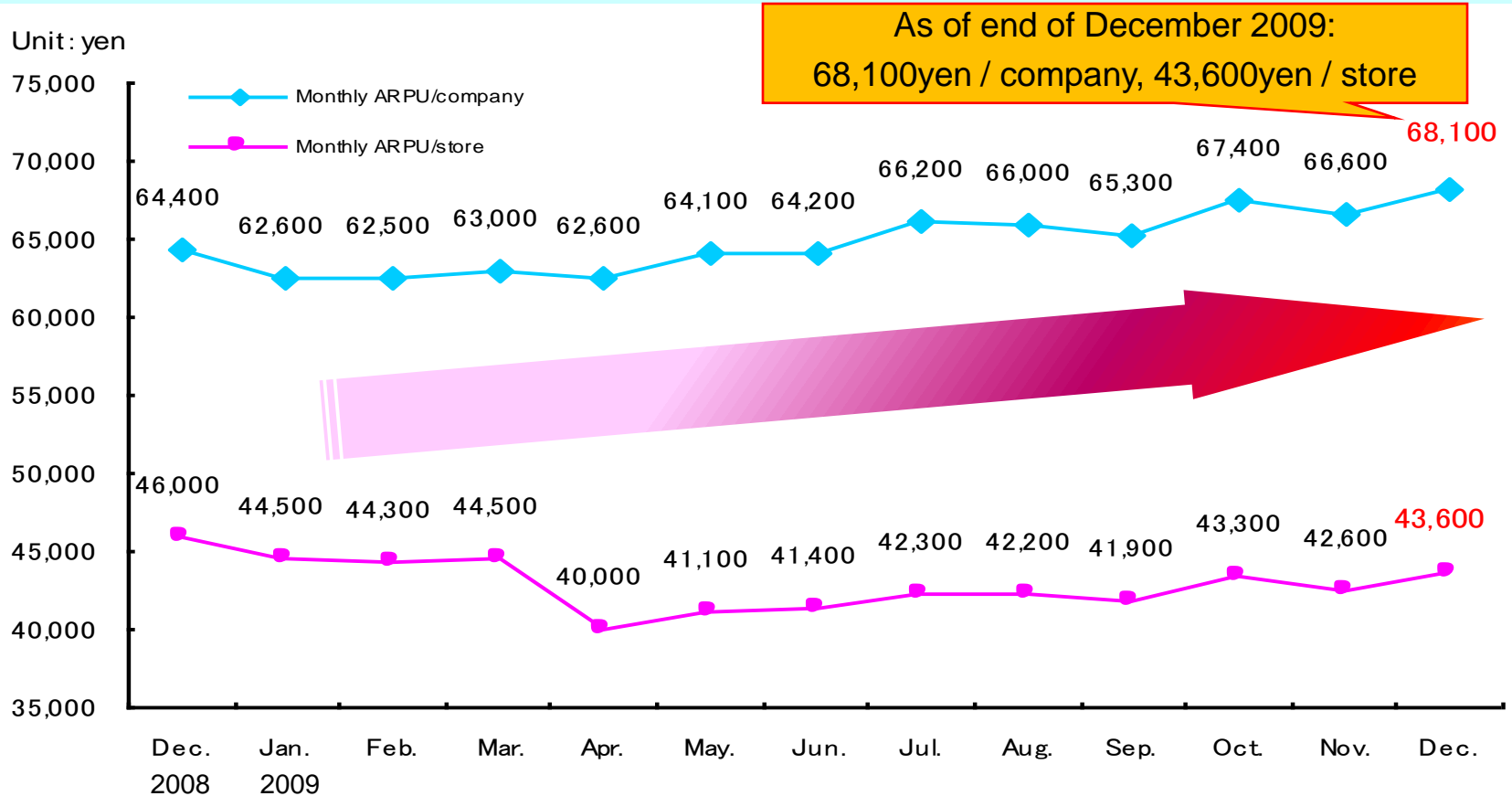
Increasing client base



* Excluding non real estate related companies using our ASP services

⑩ ASP Service Monthly ARPU

Stable monthly ARPU (especially per company)



Monthly ARPU	Dec.	Jan.	Feb.	Mar.	Apr.	May.	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
per company	64,400	62,600	62,500	63,000	62,600	64,100	64,200	66,200	66,000	65,300	67,400	66,600	68,100
per store	46,000	44,500	44,300	44,500	40,000	41,100	41,400	42,300	42,200	41,900	43,300	42,600	43,600

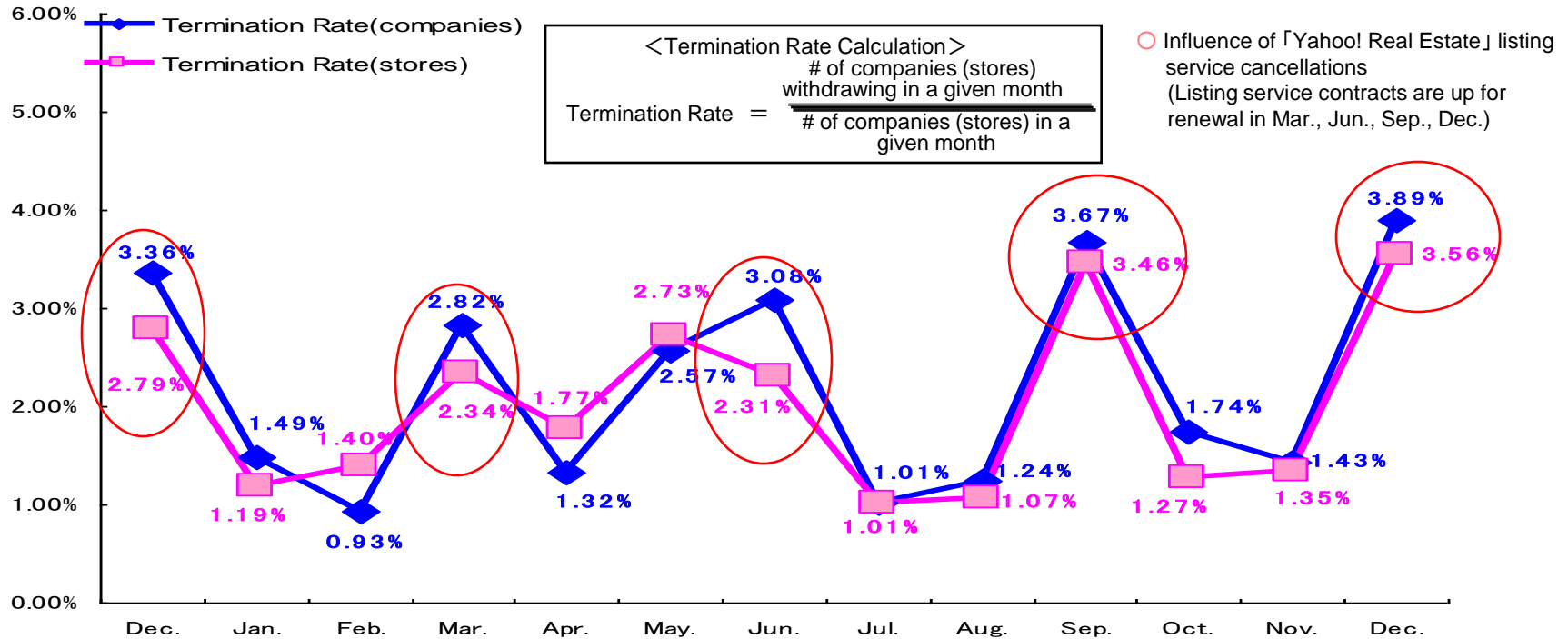
* Excluding non real estate related companies using our ASP services

* Figures rounded down to the nearest hundred yen

Unit:yen

⑪ ASP Service Client Termination Rate

Continued low termination rate



	Dec.	Jan.	Feb.	Mar.	Apr.	May.	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Ave.
# of companies	55	24	15	46	21	41	49	16	20	60	28	23	63	33.8
Termination rate	3.36%	1.49%	0.93%	2.82%	1.32%	2.57%	3.08%	1.01%	1.24%	3.67%	1.74%	1.43%	3.89%	—
# of stores	64	27	32	54	44	68	57	25	27	88	32	34	90	48.2
Termination rate	2.79%	1.19%	1.40%	2.34%	1.77%	2.73%	2.31%	1.01%	1.07%	3.46%	1.27%	1.35%	3.56%	—

⑫ Purchase of Treasury Stock

Treasury stock purchased in FY2010 (as of December 31, 2009)

Total number of shares purchased: 1,401 shares

- ▶ June 23, 2009 520shares
- ▶ August 3, 2009 ~ June 30, 2010 881shares

Total purchase amount: 53,129,710yen

- ▶ June 23, 2009 18,729,360yen
- ▶ August 3, 2009 ~ June 30, 2010 34,400,350yen

Total treasury stock purchased as of December 31, 2009 (cumulative)

Total number of shares purchased: 2,144 shares

Total purchase amount: 86,281,160yen

Shares outstanding (excluding treasury stock) as of December 31, 2009: 66,007shares

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FYE March 2010 Forecast

① (Consolidated) Forecast Revision (announced Jan. 29, 2010)

Revision of consolidated forecast for FY2010 full-term as announced on Jan. 29, 2010

<Revision of consolidated forecast for FY2010>

	Previous Forecast (A)	Revised Forecast (B)	Difference (B-A)	Change (%)	(Reference) FY2009 Full-term Results
Sales (Million yen)	2,400 ~2,500	2,226	△174 ~△274	△7.3 ~△11.0	2,173
Operating Profit (Million yen)	250 ~350	250	0 ~△100	0.0 ~△28.6	176
Recurring Profit (Million yen)	250 ~350	250	0 ~△100	0.0 ~△28.6	178
Net Income (Million yen)	120 ~170	120	0 ~△50	0.0 ~△29.4	87
Net Income Per Share	yen sen 1,782.74 ~2,525.55	yen sen 1,796.06	—	—	yen sen 1,300.09

※ Reason for the revision of forecast :

Our ASP Service client base, revenue, and operating profit continues to increase, however, we expect sales to be slightly below our original target. We expect profits to be within the original forecast range as a result of cost reduction from improving efficiency.

* Forecast figures are based on information available at the time of announcement.

Actual results may differ materially from the forecast figures.

② (Non-consolidated) Forecast Revision (announced Jan. 29, 2010)

Revision of non-consolidated forecast for FY2010 full-term as announced on Jan. 29, 2010

< Revision of non-consolidated forecast for FY2010 >

	Previous Forecast (A)	Revised Forecast (B)	Difference (B-A)	Change (%)	(Reference) FY2009 Full-term Results
Sales (Million yen)	2,400 ~2,500	2,220	△180 ~△280	△7.5 ~△11.2	2,171
Operating Profit (Million yen)	260 ~360	250	△10 ~△110	△3.8 ~△30.6	195
Recurring Profit (Million yen)	260 ~360	250	△10 ~△110	△3.8 ~△30.6	196
Net Income (Million yen)	130 ~180	120	△10 ~△60	△7.7 ~△33.3	84
Net Income Per Share	yen sen 1,945.74 ~2,694.10	yen sen 1,796.06	—	—	yen sen 1,246.67

※ Reason for the revision of forecast :
Same as revision of consolidated forecast.

* Forecast figures are based on information available at the time of announcement.
Actual results may differ materially from the forecast figures.

FYE March 2010 Forecast

③ (Consolidated) Forecast

(Million yen)	Full-term Forecast	3Q Results	Progress Rate to FY2010 Forecast	Full-term Results (FY2009)
Sales	2,226	1,663	74.7%	2,173
Operating Profit	250	185	74.1%	176
Recurring Profit	250	185	74.2%	178
Net Income	120	83	69.3%	87

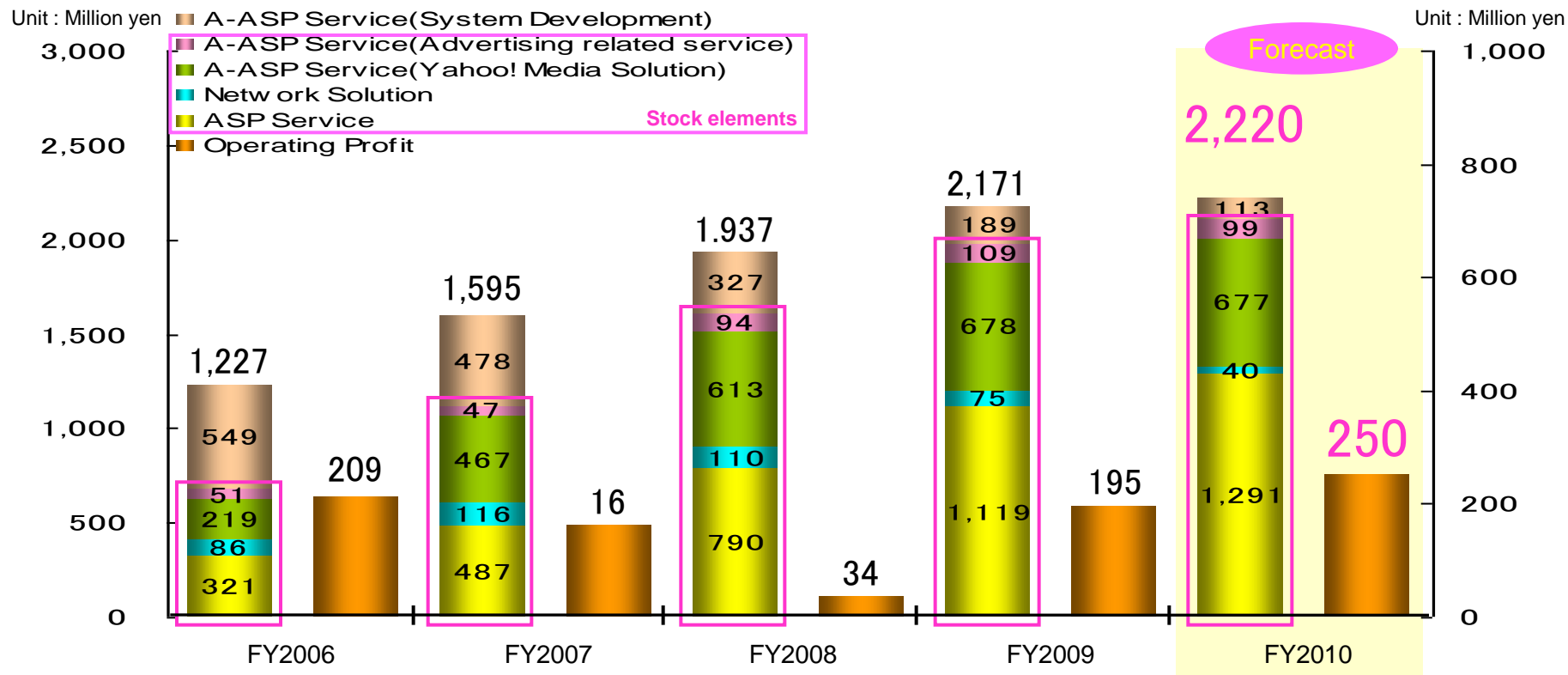
	Dividend per share
Full-year dividend (forecast) (FYE Mar. 2010)	750 yen
Full-year dividend (actual) (FYE Mar. 2009)	500 yen

※ Full-year dividend per share forecast unchanged.

* Forecast for FY2010 as revised Jan. 29, 2010.

* Forecast figures are based on information available at the time of announcement.
Actual results may differ materially from the forecast figures.

Stock Element Revenue at the core of sales growth



Stock Element Revenue	677 Million yen	1,117 Million yen	1,610 Million yen	1,982 Million yen	2,107 Million yen
Stock Element Ratio	55.2%	70.1%	83.1%	91.3%	94.9%

* 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

* Figures rounded down to the nearest million yen

⑤ Sales figures of ASP Solution Business

(Million yen)	Item	Full-term Forecast	3Q Results	Progress Rate to FY2010 Forecast	Full-term Results (FY2009)
Stock Elements	ASP Service	1,291	949	73.5%	1,119
	Network Solution	40	29	74.6%	75
	A-ASP Service (Yahoo! Media Solution)	677	508	75.1%	678
	A-ASP Service (Ad related services)	99	74	75.3%	109
	Subtotal	2,107	1,561	74.1%	1,982
Flow Elements	A-ASP Service (System Development)	113	96	85.1%	189
Grand total		2,220	1,658	74.7%	2,171

* 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

* 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

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

* 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

Form 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

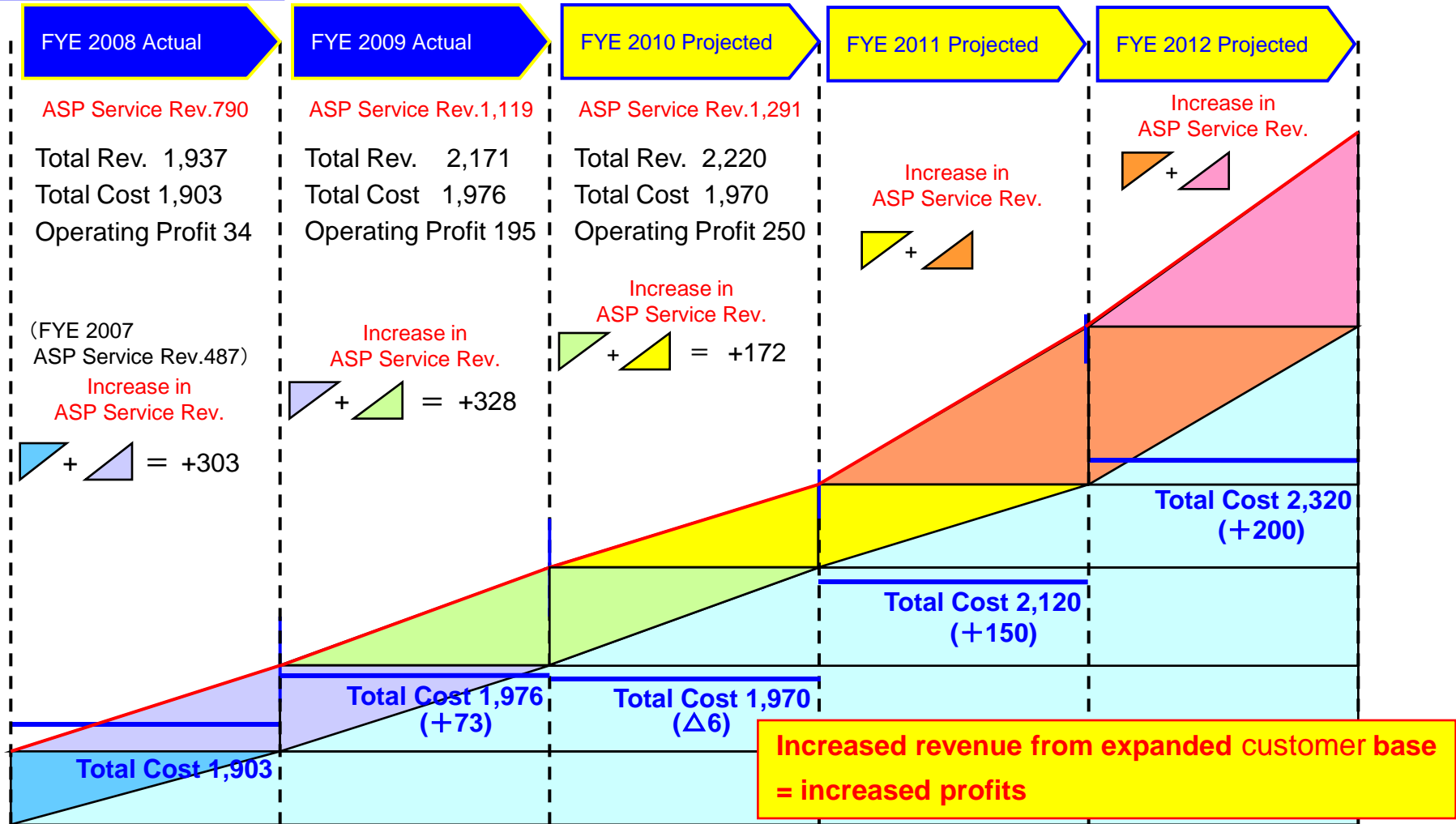
* HP is abbreviation of "Homepage"

* 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.

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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	559	
Gross Profit	145	209	227	257	247	265	289	266	269	305	304	
Gross Profit Margin	34.7%	44.1%	45.4%	47.2%	47.6%	49.1%	50.9%	48.9%	49.9%	54.1%	54.4%	
Operating Profit	△57	△1	30	62	21	33	60	61	32	77	75	
Operating Profit Margin	△13.6%	△0.2%	6.1%	6.1%	4.0%	6.2%	10.7%	11.2%	6.0%	13.7%	13.6%	
Recurring Profit	△55	△0	30	64	21	34	60	61	32	77	75	
Recurring Profit Margin	△13.3%	△0.1%	6.2%	11.9%	4.1%	6.4%	10.7%	11.2%	6.1%	13.7%	13.5%	
Extraordinary Income	32	—	—	—	—	—	—	18	—	—	—	
Extraordinary Loss	0	0	2	—	0	—	—	7	13	2	0	
Quarter Net Income	△16	△4	15	39	8	12	29	37	5	39	37	
Net Income Margin	△4.0%	△0.9%	3.0%	7.2%	1.7%	2.2%	5.1%	6.9%	1.1%	7.0%	6.7%	

* '-' 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	836	
Non-Current Assets Total	740	774	782	798	851	861	889	878	930	982	1,023	
Assets Total	1,664	1,693	1,708	1,750	1,732	1,883	1,844	1,955	1,847	1,884	1,859	
Current Liability Total	204	233	222	242	212	338	270	336	273	285	248	
Non-Current Liability Total	29	33	43	50	53	66	74	80	80	79	75	
Liability Total	234	267	267	293	265	404	344	417	354	364	323	
Net Assets Total	1,429	1,426	1,442	1,457	1,466	1,479	1,500	1,538	1,492	1,520	1,535	
Liability & Net Assets Total	1,664	1,693	1,708	1,750	1,732	1,883	1,844	1,955	1,847	1,884	1,859	

* '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	62	
CF from Investing Activities	△10	△74	△49	△72	△91	△69	△85	△54	△74	△139	△96	
CF from Financing Activities	2	0	1	△24	0	0	△7	—	△26	△17	△22	
Net increase in cash and cash equivalents (△decrease)	43	△26	△24	26	△51	164	△76	126	△101	△17	△56	
Cash and Cash Equivalents (end of term)	600	574	549	575	524	688	612	738	637	620	564	

- * 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 Business

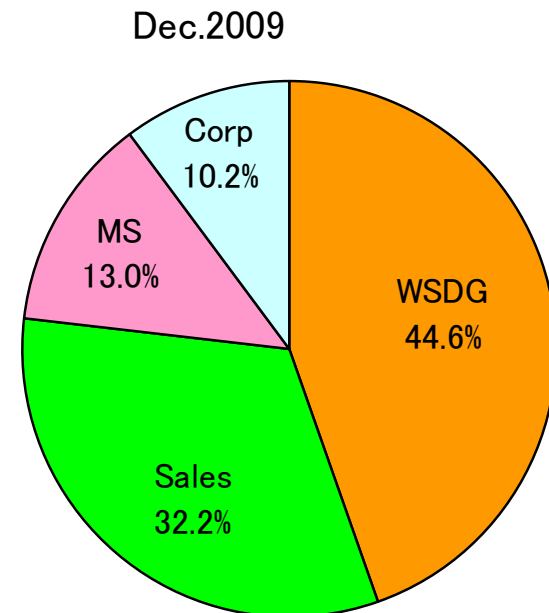
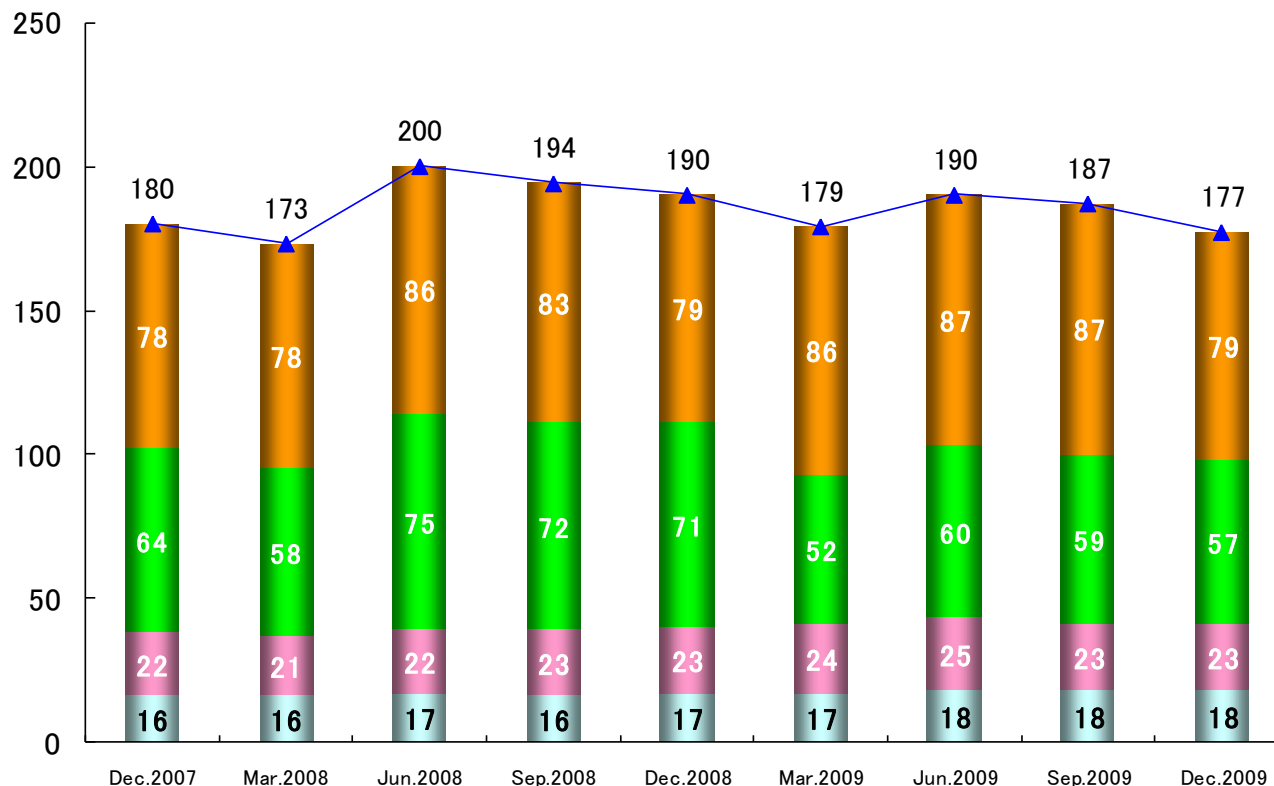
(Million yen)		FY2008				FY2009				FY2010			
		1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
	ASP Service	165	178	210	236	241	276	296	305	304	318	326	
	Advanced ASP Service	223	266	264	282	258	243	251	221	221	235	222	
	Network Solution	31	29	24	25	20	20	19	16	8	10	11	
Sales Total		419	473	500	544	519	540	567	543	534	563	559	
	COGS	274	264	272	287	272	275	279	278	270	258	255	
	SG & A	202	210	196	194	226	220	222	202	232	228	229	
Cost Total		477	474	469	481	498	495	501	480	503	487	484	
Operating Profit		△57	△1	30	62	21	44	66	62	31	76	75	
Recurring Profit		△55	△0	30	64	21	45	66	62	32	76	75	
Number of ASP Service clients		977	1,140	1,349	1,454	1,527	1,572	1,637	1,631	1,593	1,633	1,619	
	•Companies												
	•Stores	1,281	1,491	1,730	1,890	2,016	2,128	2,292	2,305	2,472	2,541	2,526	
Number of employees (Non-consolidated)		186	181	180	173	200	194	190	179	190	187	177	

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

* Figures are rounded down to the nearest million yen

⑤ Number of Employees (Non-consolidated)

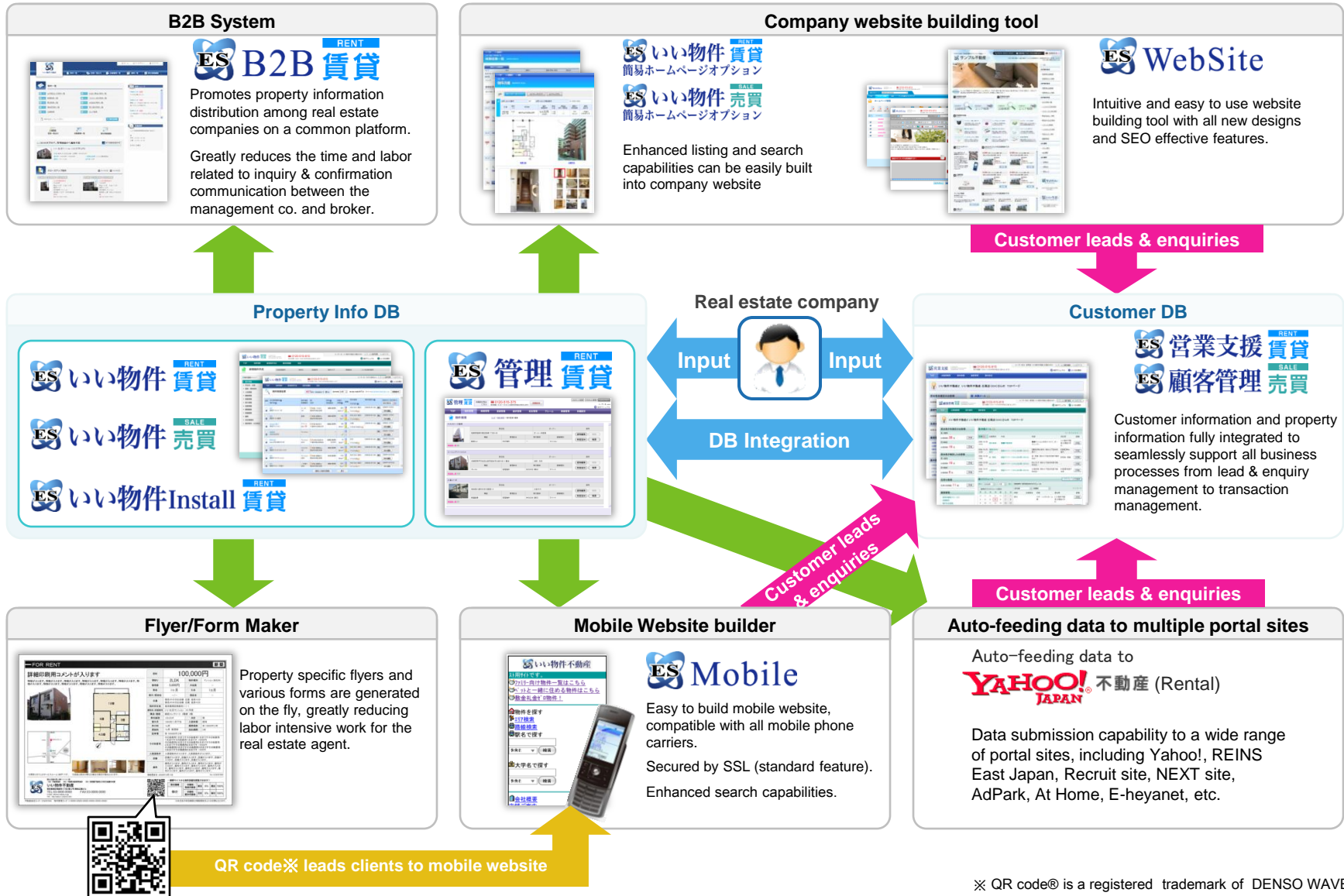
Unit: Employees



- * 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 from March 2009 figures)
- * Head count for Product Planning transferred from WSDG to Sales (reflected in Dec. 2009 figures)

(2) Our Business & Service Overview

① Overview of our Turnkey Solutions



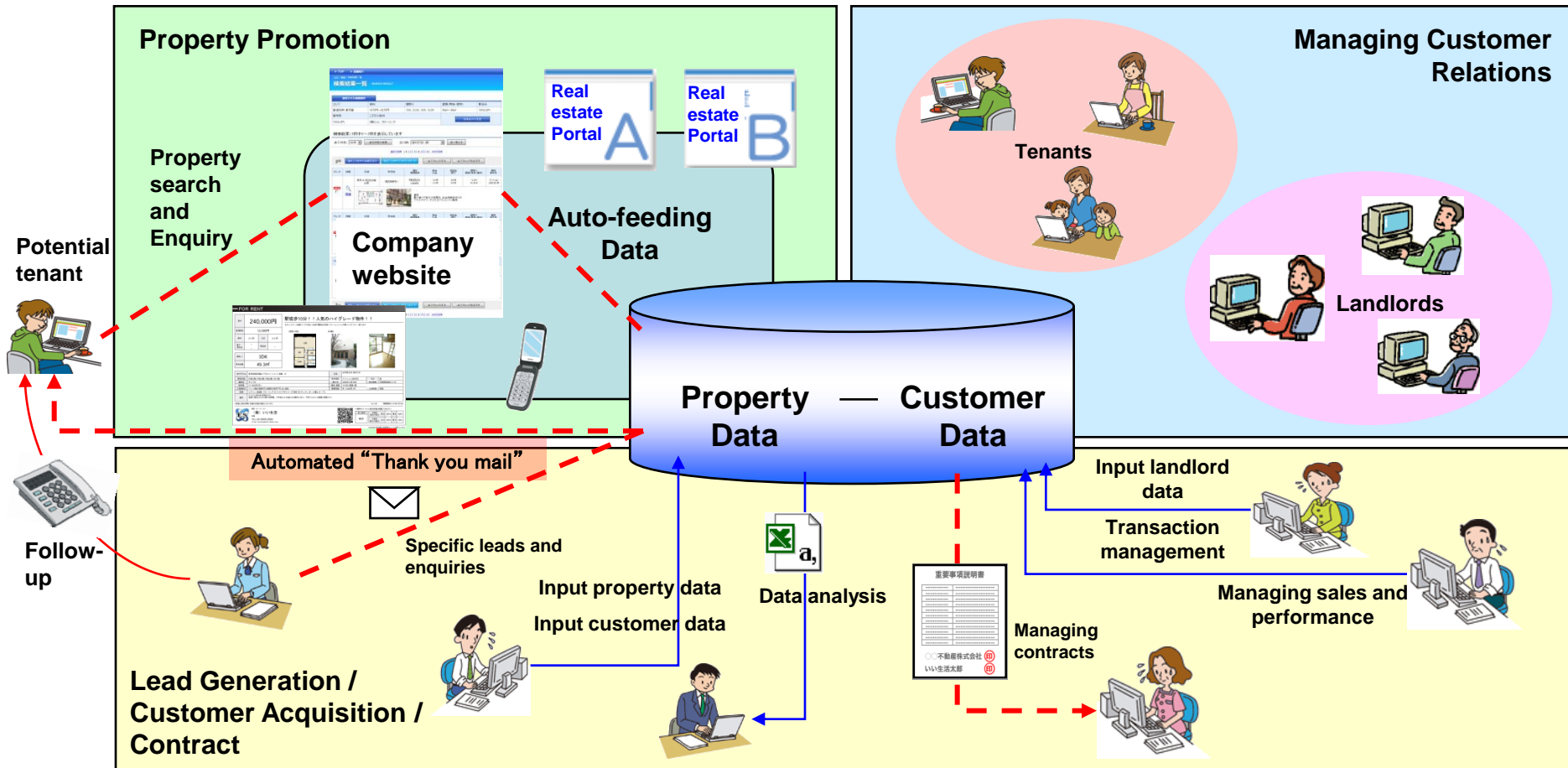
※ QR code® is a registered trademark of DENSO WAVE Inc.

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
88,000 yen~

Monthly charge
34,000 yen~

「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」

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



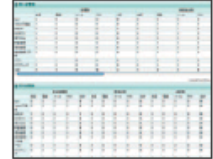
契約情報登録機能

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 ITSMS Certification

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



⑦ Focus on the real estate industry

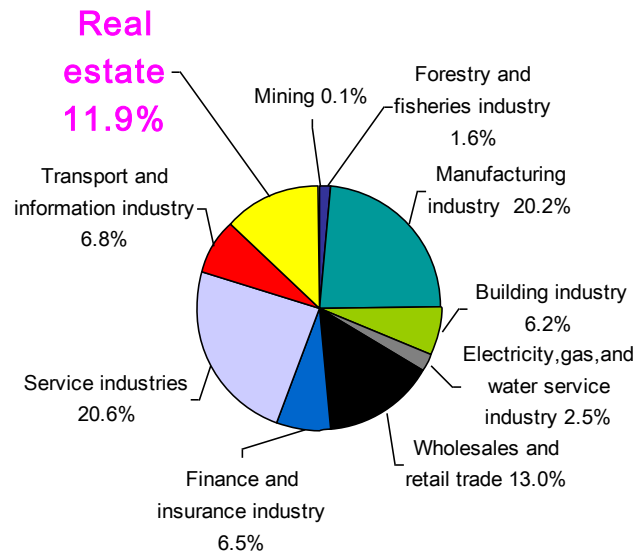
- One of the largest industries in Japan
- The industry has been relatively slow in embracing IT
- Strong demand for a standardized property information DB

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

69% of real assets

Homes: ¥251 trillion

(excluding financial assets)

Buildings: ¥252 trillion
(excluding homes)

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

⑧ 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: 1,671 co., 2,608 stores (application status as of Dec. 2009) ※Monthly ARPU: approx. 68,100yen/co., approx. 43,600yen/store (for the single month of Dec. 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)

⑨ Company Profile

Established :	January 21, 2000
Paid-in capital :	614 million 810 thousand 500 yen (As of the end of December 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, Mizuho Bank, Ltd.
# of employees :	177 (As of the end of December 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>