

FY2012 Third-quarter Results

TSE Mothers 3796

February 7, 2012



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-SeikatsuCo., 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 Third-quarter Results for FYE March 31, 2012
- 2 Forecast for FYE March 31, 2012
- 3 Our Business Strategy
- 4 Appendix
 - (1) Financial Data
 - (2) Our Business & Service Overview

1

Summary of Third-quarter Results for FYE March 31, 2012

Generating consolidated profits constantly and steadily despite reduced sales

- ▶ Sales: 1,662 million yen (FY2011 3Q 1,768 million yen, YOY change -106 million yen, -6.0%, FY2010 3Q 1,663 million yen)
- ▶ Operating profit: 203 million yen (FY2011 3Q 295 million yen, YOY change -91 million yen, -31.2%, FY2010 3Q 185 million yen)
- ▶ Quarterly net income: 93 million yen (FY2011 3Q 155 million yen, YOY change -62 million yen, -40.0%, FY2010 3Q 83 million yen)

“Cloud Service” is main driver of revenue increase

- ▶ Cloud Service revenue: 1,161 million yen (FY2011 3Q 1,067 million yen, YOY change +93 million yen, +8.8%)
- ▶ Including monthly net sales of Turnkey services: 979 million yen (FY2011 3Q 813 million yen, YOY change +165 million yen, +20.3%)

Further enhancement of sales efforts to promote continued growth

- ▶ Focus on up-selling to existing clients as well as achieving higher monthly revenue per new client
 - Monthly ARPU: approx. 96,800 yen/company, approx. 64,100 yen/store ※as of the end of Dec. 2011
 - Monthly ARPU of new clients: approx. 62,500 yen/company (excluding initial charge) ※ period covering Apr. to Dec. 2011
 - Monthly ARPU of discontinuing clients: approx. 47,500 yen/company) ※ period covering Apr. to Dec. 2011
- ▶ Gaining traction from premarketing efforts ahead of our new product release

Development towards full integration and service upgrade, new product release scheduled in 2012

- ▶ “Integrated Realtor Tool” (“ES e-Bukken One”) – full integration of our current Cloud Service products with enhanced functions, for a seamless end-to-end solution

* 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.

Summary of Third-quarter Results FYE March 2012

② Consolidated Income Statement (YOY change)

(Million yen)	Apr.-Dec. 2010	Apr.-Dec. 2011	YOY change	YOY change (%)
Sales	1,768	1,662	△106	△6.0%
Gross profit	1,047	1,089	42	4.0%
Gross profit margin	59.3%	65.6%		
Operating profit	295	203	△91	△31.2%
Operating profit margin	16.7%	12.2%		
Recurring profit	295	209	△85	△29.1%
Recurring profit margin	16.7%	12.6%		
Extraordinary profit	1	-	△1	△100.0%
Extraordinary loss	3	19	16	478.7%
Quarterly net income	155	93	△62	△40.0%
Net income margin	8.8%	5.6%		

<Key Points>

- ① Cloud Service revenue continues to show steady growth, while total sales decreased by approximately 106 million yen due to the conclusion of Yahoo! Media Solution operations at the end of November.
- ② Customer support staff (in April 2011) and some of the Yahoo! Media Solution staff (in December 2011) have been transferred within our organization (from Development to Sales), consequently, the relevant personnel expenses, etc. are allocated to SG&A. Hence, Gross profit and SG&A increased year over year. Operating profit decreased.
- ③ The contract with Yahoo! regarding Yahoo! Media Solution service was not renewed, and accordingly, Yahoo! Media Solution operations was shut down at the end of November. Approximately 19 million yen in business liquidation losses was recorded as Extraordinary loss.

* Figures rounded down to the nearest million yen.

Summary of Third-quarter Results FYE March 2012

③ Cloud Solution Business Revenue (YOY change)

Item (Million yen)	Apr.-Dec. 2010 (①)	Apr.-Dec. 2011 (②)	Difference (② - ①)	Change (%)
Cloud Service	1,067	1,161	93	8.8%
Turnkey services *	874	1,002	128	14.6%
Up-front revenue	60	23	△37	△61.8%
Monthly recurring revenue	813	979	165	20.3%
Non-turnkey services *	192	158	△34	△17.7%
Network Solution	30	29	△1	△5.1%
Advanced-Cloud Service	670	471	△199	△29.7%
Ad related services	62	51	△10	△17.4%
System Development	57	45	△12	△21.5%
Yahoo! Media Solution	550	374	△176	△32.0%
Total	1,768	1,661	△107	△6.1%

<Key Points>

- ① Continued increase in Cloud Service revenue (Turnkey services monthly recurring revenue) covers most of the decline in other revenue items.
- ② Revenue from “Yahoo! Media Solution” operations is included up to the end of November 2011.
 (“Yahoo! Media Solution” operations has concluded and no further revenue will be posted)

* 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.

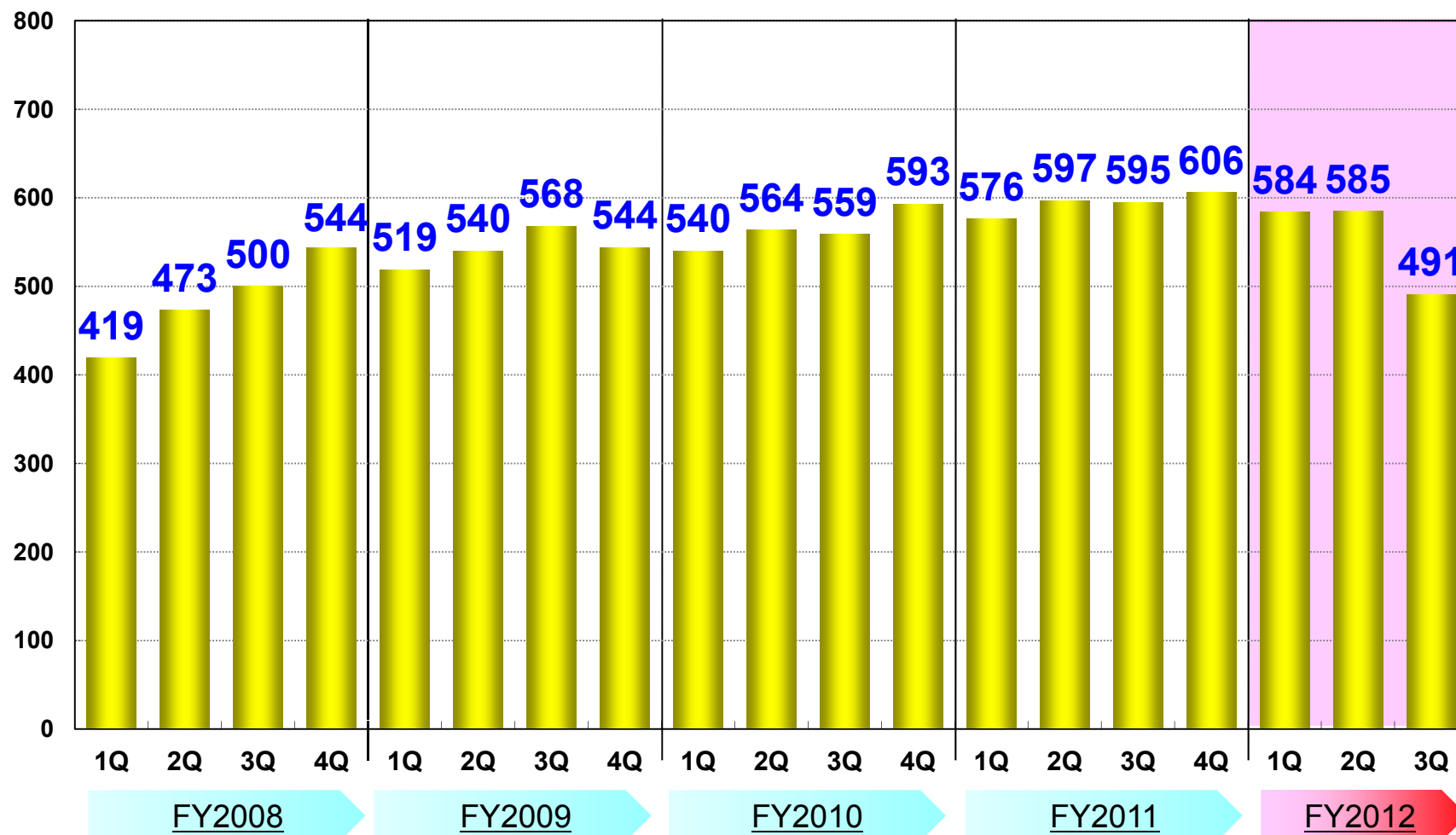
* Cloud Solution Business sales figures have not been adjusted for internal transactions.

* Figures rounded down to the nearest million yen.

Summary of Third-quarter Results FYE March 2012

④ Consolidated Quarterly Sales YOY Comparison

Unit: Million yen

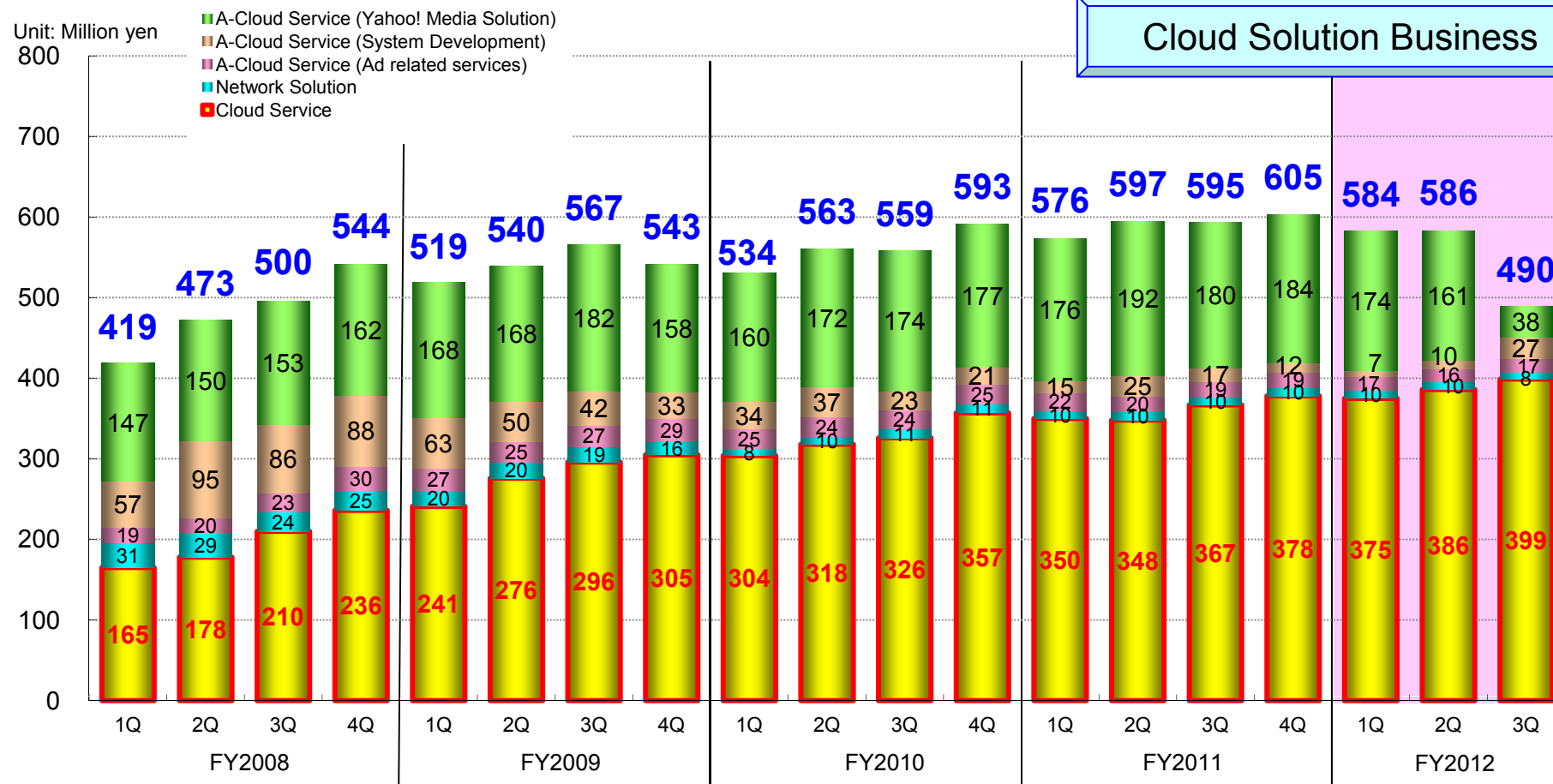


* Advanced-Cloud Service (Yahoo! Media Solution) operations were concluded at the end of November, 2011.

* Figures from FY2008 to FY2009 1Q are non-consolidated results. Figures for FY2009 2Q and beyond are consolidated results.

* Figures rounded down to the nearest million yen.

Increasing “Cloud Service” revenue



* Advanced-Cloud Service (Yahoo! Media Solution) operations were concluded at the end of November, 2011.

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

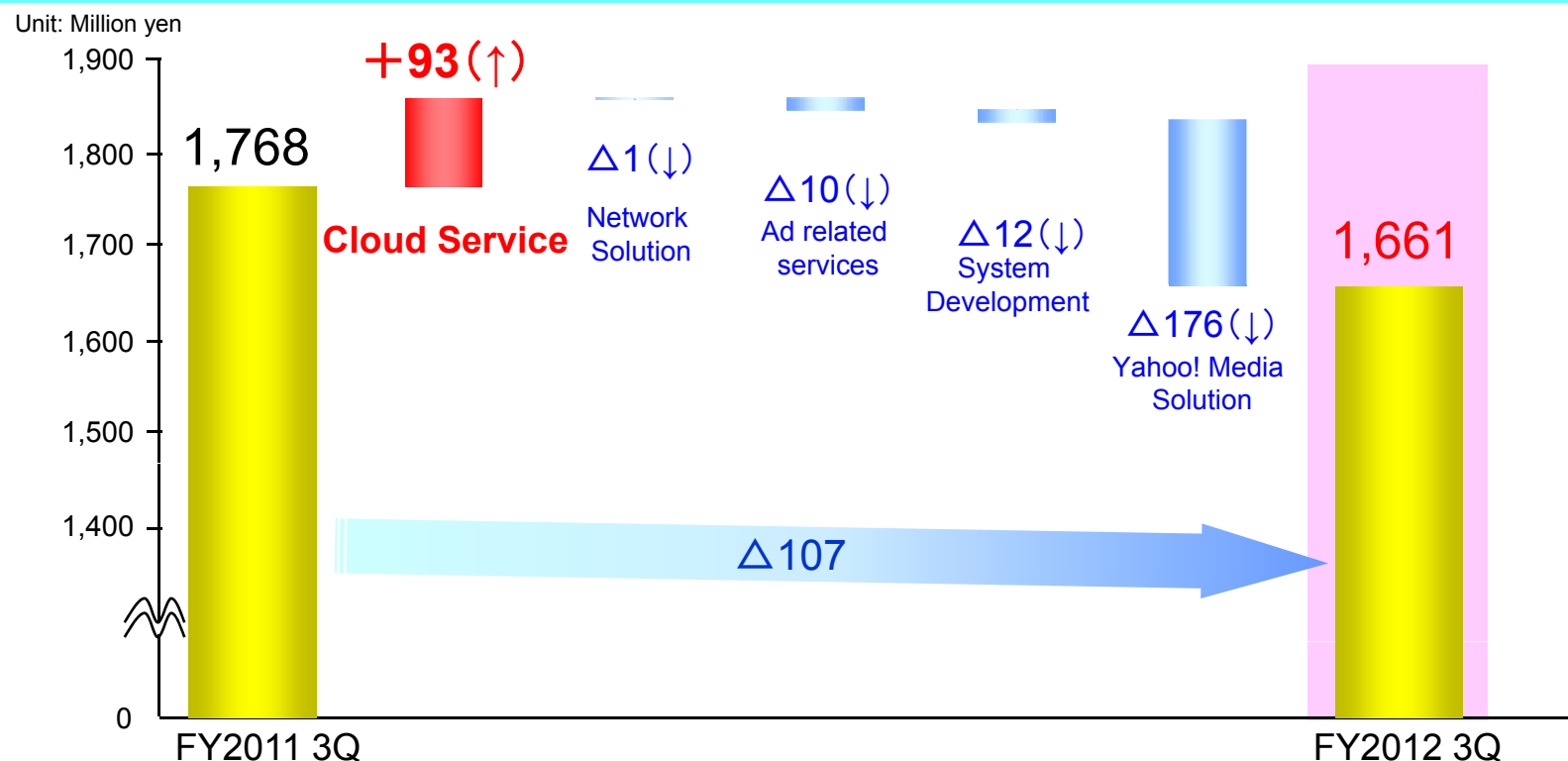
* Figures from FY2008 to FY2009 1Q are non-consolidated results. Figures for FY2009 2Q and beyond are consolidated results.

* Figures rounded down to the nearest million yen.

Summary of Third-quarter Results FYE March 2012

⑥ Cloud Solution Business Change in Revenue Breakdown

“Cloud Service” is showing strong growth



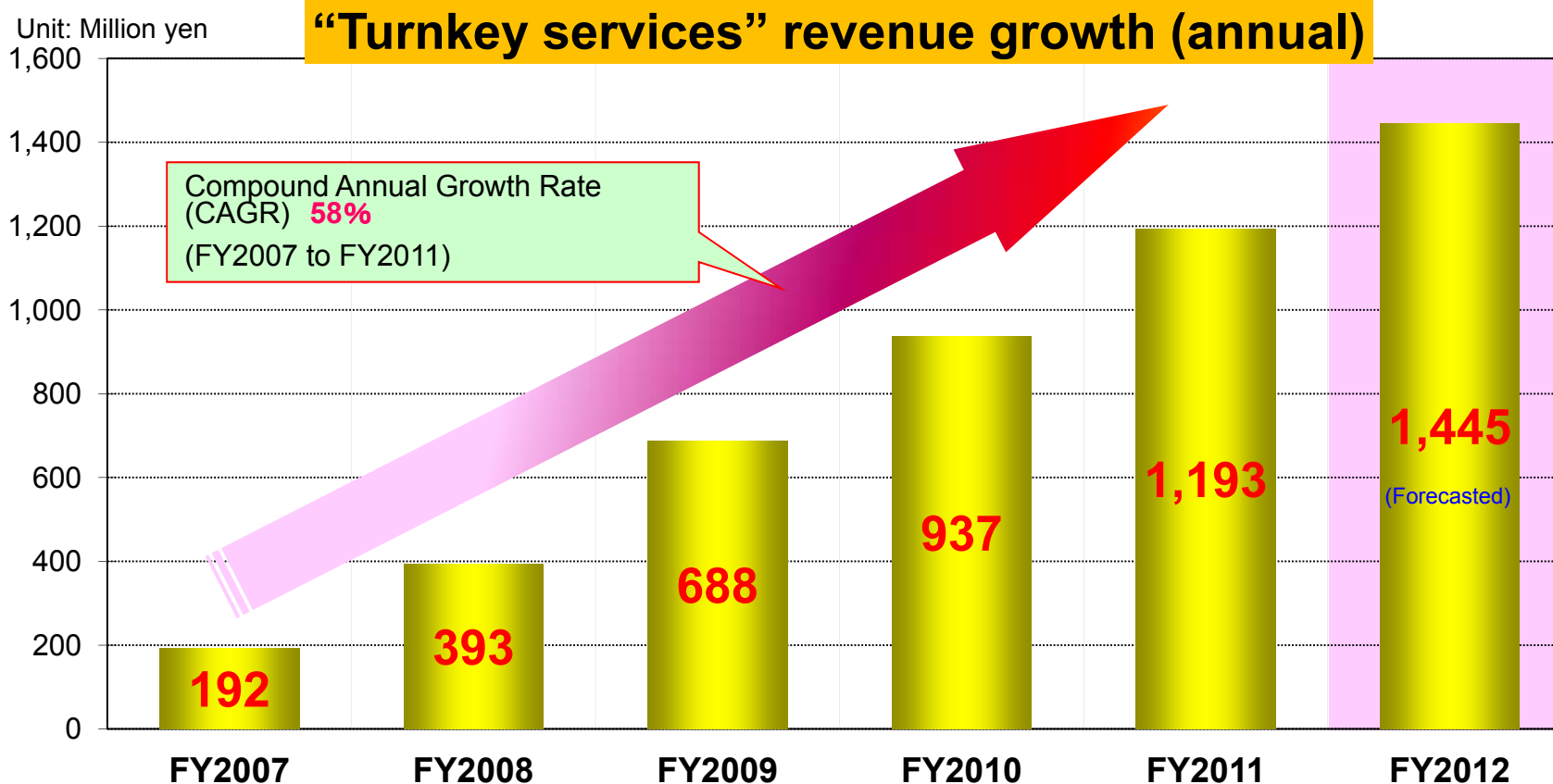
<Key Points>

- ① Overall “Cloud Service” revenue increased by 93 million yen YOY. The change in revenue breakdown is as follows: +165 million yen YOY for Turnkey services monthly recurring revenue, Δ37 million yen YOY for Turnkey services upfront revenue (due partly to the impact of initial-cost discount campaigns), Δ34 million yen YOY for non-Turnkey services revenue.
- ② “Yahoo! Media Solution” revenue decreased due to the conclusion of Yahoo! Media Solution operations at the end of November.
- ③ “System Development” revenue decreased due to conscientious effort to be more selective in taking on new development intensive deals.

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

* Figures rounded down to the nearest million yen.

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

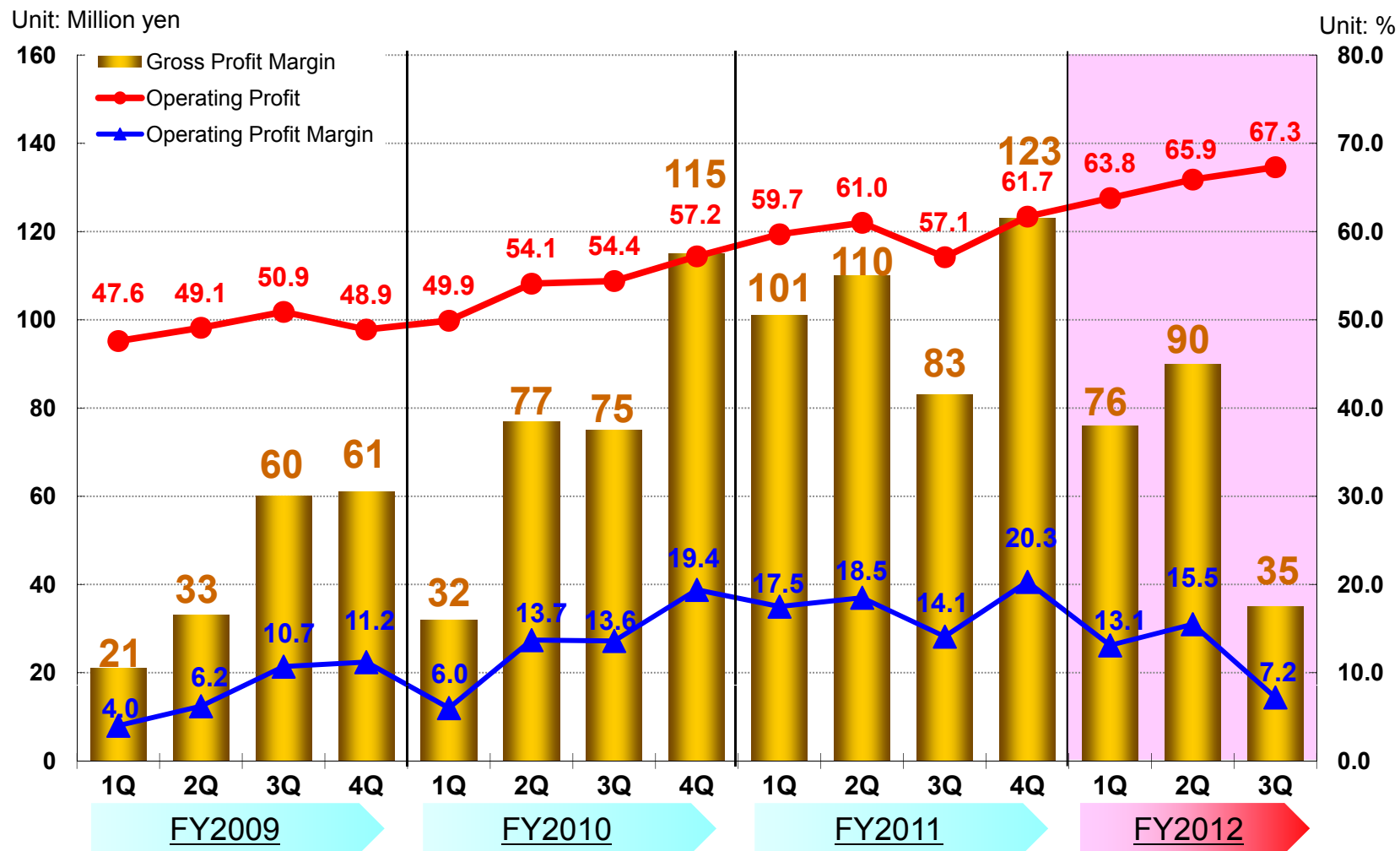


- * Cloud Service = Turnkey services (upfront + monthly recurring revenue) + Non-Turnkey services
 - “Turnkey services” is a suite of standard system applications with up-front and monthly recurring revenue.
 - “Non-Turnkey” services are customized system applications with one-time and monthly recurring 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 to the nearest percent.
- * Forecast figures are based on information available at the time of this announcement and are subject to change.

Summary of Third-quarter Results FYE March 2012

⑧ Consolidated Quarterly Results YOY Comparison

Stable operating profit despite decline in “Yahoo! Media Solution” revenue



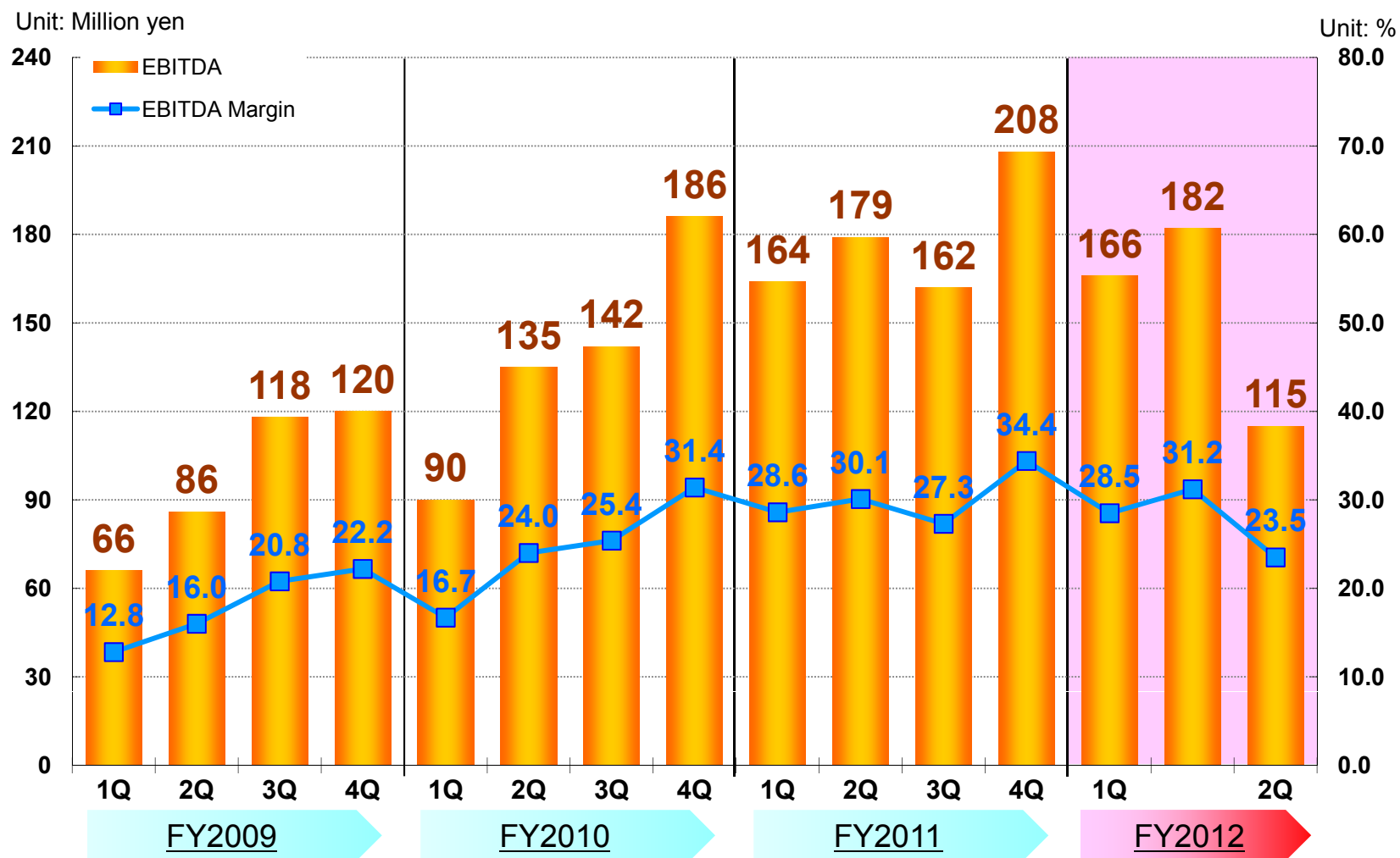
* FY2009 1Q figures are non-consolidated results. Figures for FY2009 2Q and beyond are consolidated results.

* Figures rounded down to the nearest million yen.

Summary of Third-quarter Results FYE March 2012

⑨ Quarterly EBITDA (consolidated)

Stable EBITDA (operating profit + depreciation) and ability to generate cash



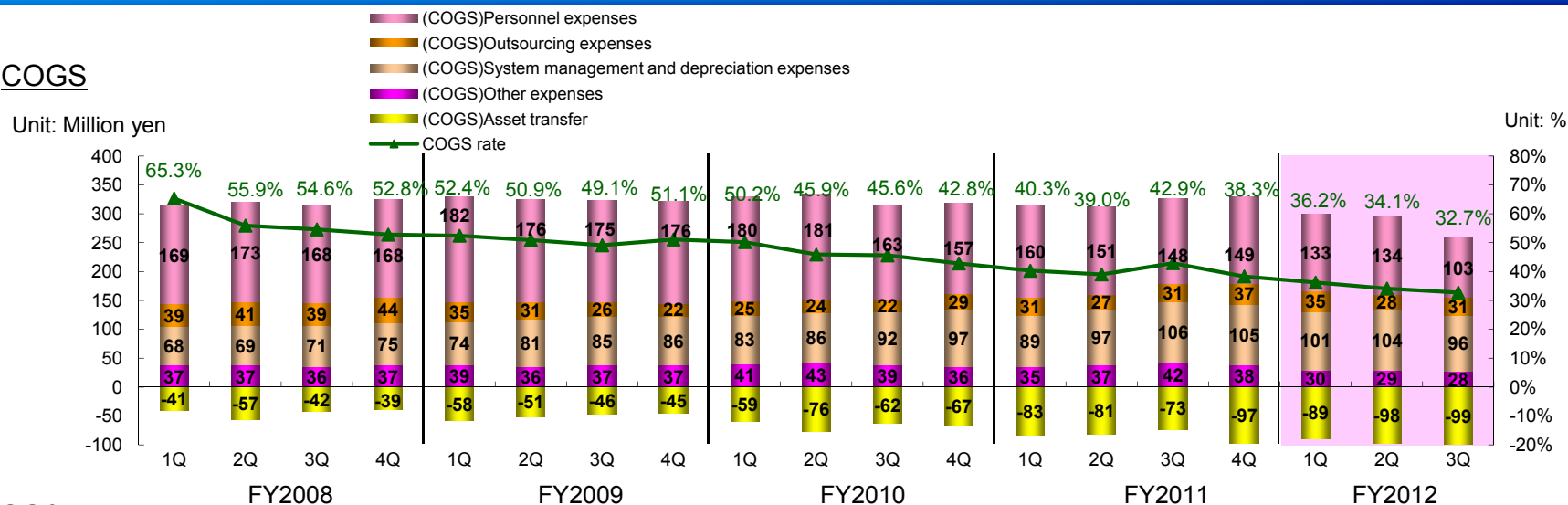
* FY2009 1Q figures are non-consolidated results. Figures for FY2009 2Q and beyond are consolidated results.

* Figures rounded down to the nearest million yen.

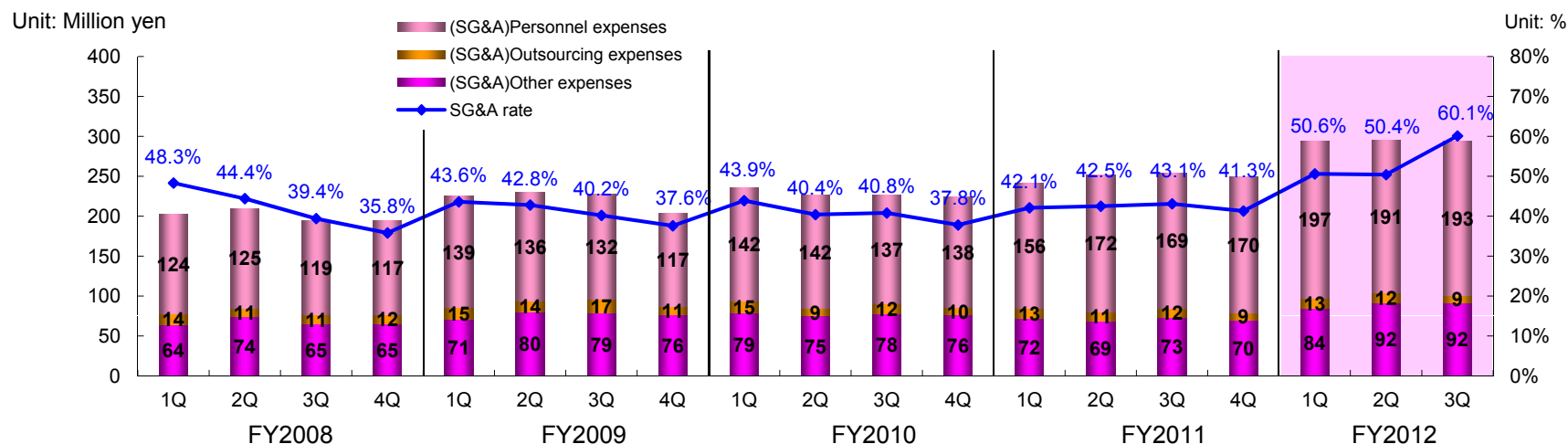
Summary of Third-quarter Results FYE March 2012

⑩ Quarterly COGS/SG&A

COGS



SG&A



* Figures from FY2008 to FY2009 1Q are non-consolidated results. Figures for FY2009 2Q and beyond are consolidated results.
 * (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.

Summary of Third-quarter Results FYE March 2012
 ① Consolidated Balance Sheet (change from FYE Mar. 2011)

(Million yen)	Mar. 2011	Dec. 2011	Change
Cash and Deposits	723	661	△62
Other Current Assets	276	159	△117
PP&E	1,185	1,298	113
Assets Total	2,185	2,119	△66
Current Liability	387	230	△157
Non-Current Liability	55	123	68
Net assets	1,742	1,765	22
Capital-Asset ratio	79.7%	83.3%	
Liability and Net Assets total	2,185	2,119	△66

<Key Points>

- ① Cash & Deposits and Current Liability decreased due mainly to payment of various taxes (FY2011 and FY2012 1st half interim corporate tax, consumption tax, etc.), payment of bonuses, and payment of dividend, etc.
- ② Accounts Receivable (Other Current Assets) decreased due mainly to collection of accounts receivable concerning the revenue from “Yahoo! Media Solution” operations which concluded in November 2011.
- ③ Server equipment were leased to reinforce our datacenter facility, accordingly, lease asset and lease liability were allocated to PP&E and Non-Current Liability, respectively.
- ④ Due mainly to quarterly net income of 93 million yen and a dividend payment of 67 million yen, net assets increased by approximately 22 million yen.

* Figures rounded down to the nearest million yen.

Summary of Third-quarter Results FYE March 2012

⑫ Consolidated Cash Flow Statement (YOY change)

(Million yen)	Apr.-Dec. 2010	Apr.-Dec. 2011
CF from Operating Activities	350	306
CF from Investing Activities	△329	△289
CF from Financing Activities	△49	△78
Net Increase in Cash and Cash Equivalents (△decrease)	△27	△62
Cash and Cash Equivalents (end of term)	596	661

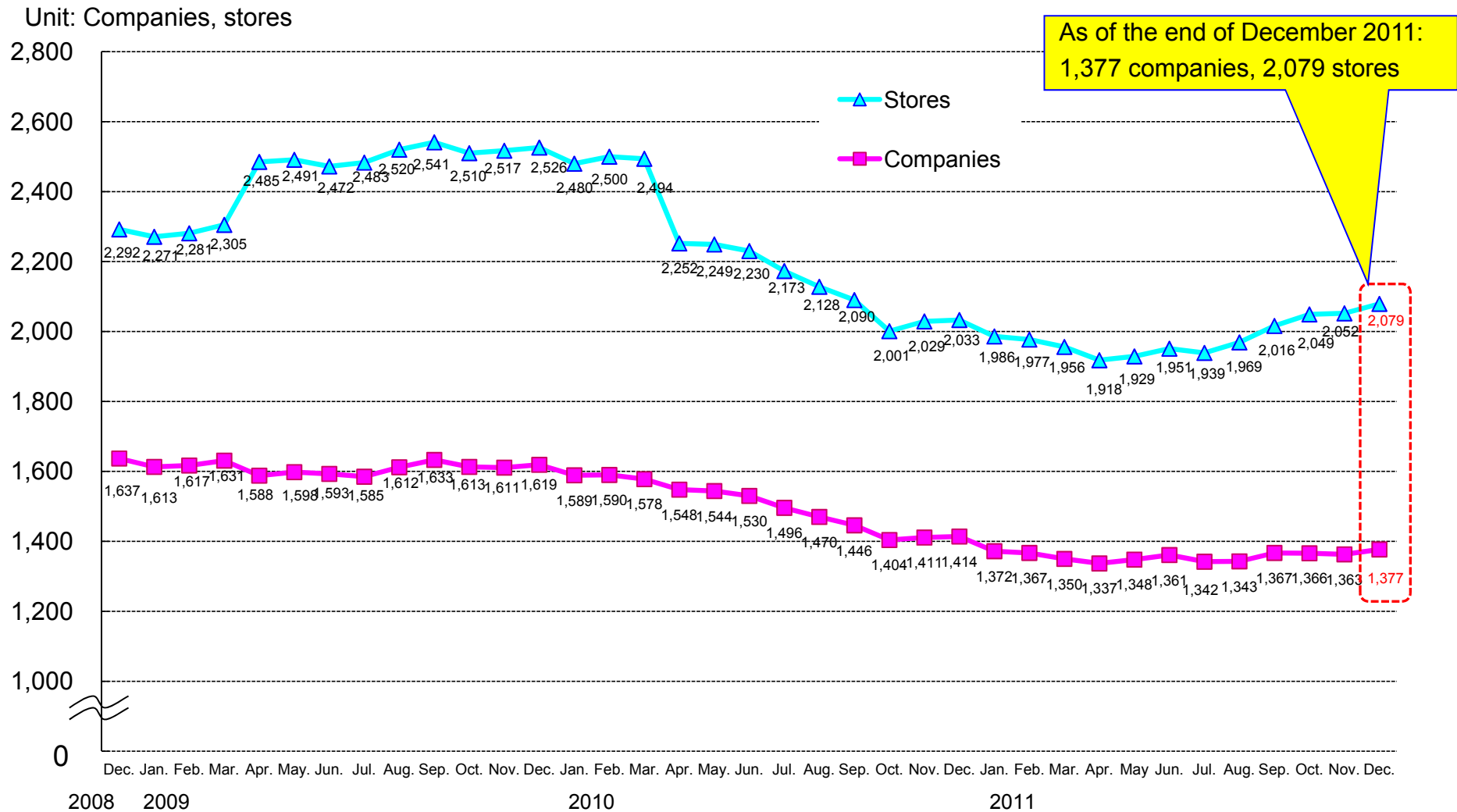
<Key Points>			
Operating Activities	① Income before tax + depreciation expenses	FY2011 3Q 506M yen	FY2012 3Q 451M yen
	② Payment of corporate tax, etc.	FY2011 3Q 151M yen	FY2012 3Q 227M yen
Investing Activities	③ Expenses due to in-house software development	FY2011 3Q 237M yen	FY2012 3Q 285M yen
	④ Expenses due to the purchase of assets (HW/SW)	FY2011 3Q 93M yen	FY2012 3Q 25M yen
	⑤ Income from the redemption of deposits/guarantee money	FY2011 3Q 1M yen	FY2012 3Q 26M yen
Financing Activities	⑥ Payment of year-end dividend	FY2011 3Q 51M yen	FY2012 3Q 67M yen

* Figures rounded down to the nearest million yen.

Summary of Third-quarter Results FYE March 2012

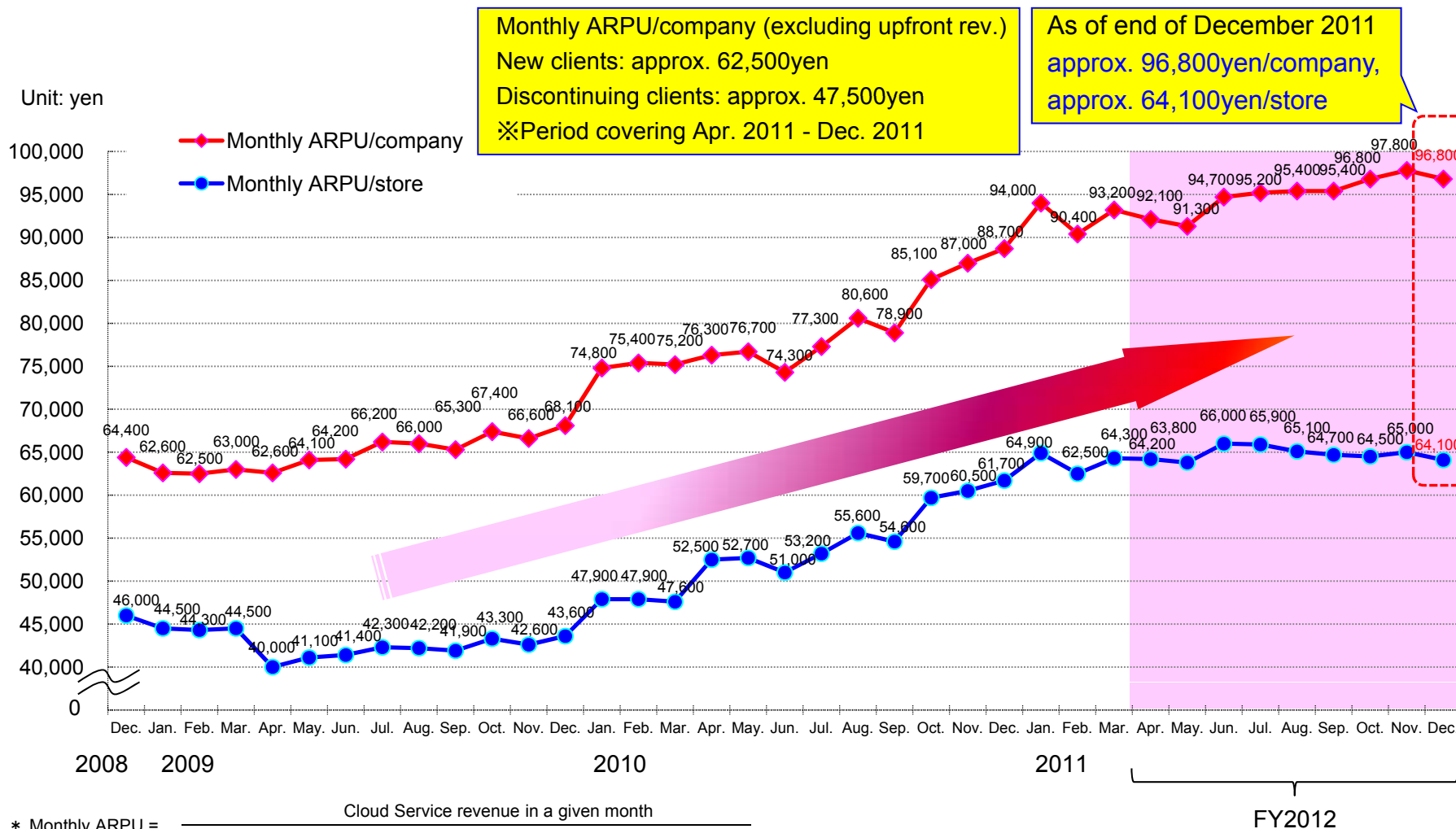
⑬ Number of Cloud Service Clients

Growth through a balance of up-selling as well as new client acquisition



* Excluding non real estate related companies using our Cloud Services

Resulting in a steady increase in monthly ARPU



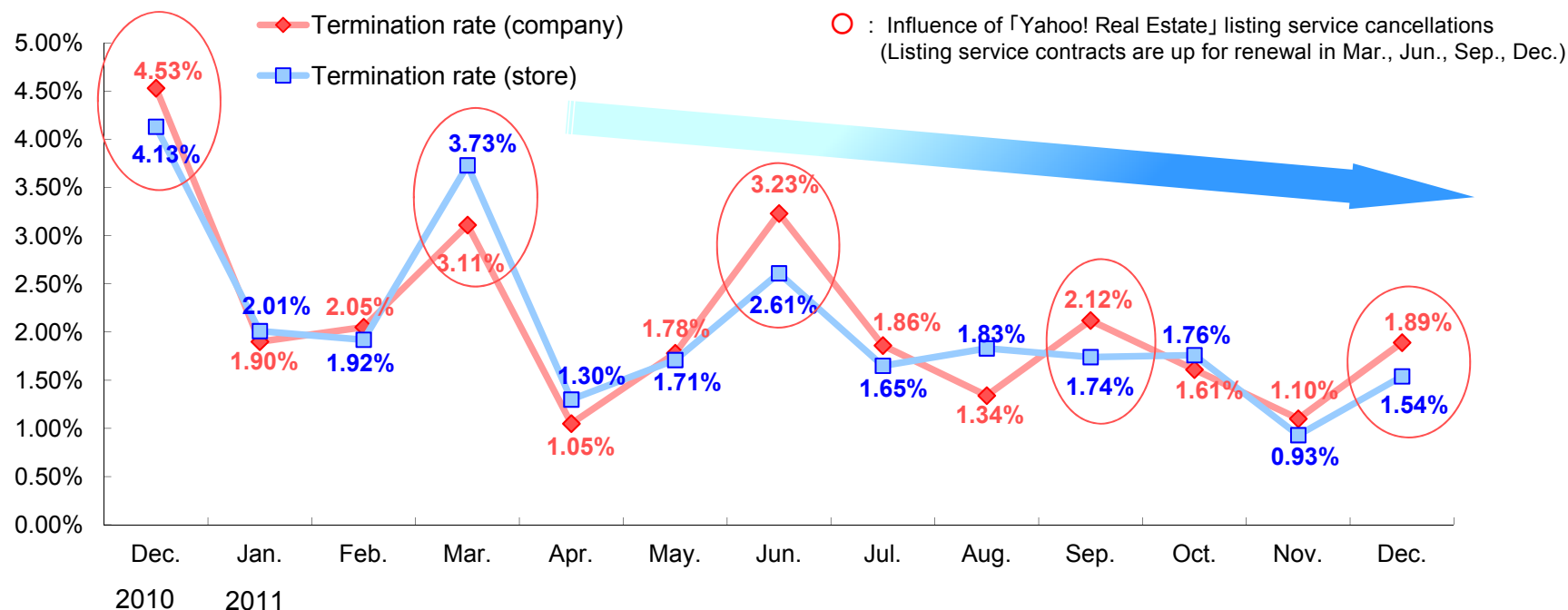
* Monthly ARPU = $\frac{\text{Cloud Service revenue in a given month}}{\text{The number of companies (stores) 'Billed Clients' in a given month (excluding non real estate related companies using our Cloud services)}}$

* Figures rounded down to the nearest hundred yen.

Summary of Third-quarter Results FYE March 2012

⑮ Cloud Service Client Termination Rate

Increased efforts to improve client satisfaction, leading to higher retention



	Dec.	Jan.	Feb.	Mar.	Apr.	May.	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Ave.
# of companies	64	26	28	42	14	24	44	25	18	29	22	15	26	29.0
Termination Rate	4.53%	1.90%	2.05%	3.11%	1.05%	1.78%	3.23%	1.86%	1.34%	2.12%	1.61%	1.10%	1.89%	—
# of Stores	84	40	38	73	25	33	51	32	36	35	36	19	32	41.1
Termination Rate	4.13%	2.01%	1.92%	3.73%	1.30%	1.71%	2.61%	1.65%	1.83%	1.74%	1.76%	0.93%	1.54%	—

* Termination Rate = $\frac{\text{\# of companies (stores) withdrawing in a given month}}{\text{\# of companies (stores) in a given month}}$

Treasury stock purchased (Period covering Apr. 1, 2011 to Dec. 31, 2011)

Total number of shares purchased: 178 shares

Total purchase amount: 4,473,180 yen

Total treasury stock purchased as of Dec. 31, 2011 (cumulative)

Total number of shares purchased: 3,791 shares

Total purchase amount: 138,519,390 yen

Ratio of total shares outstanding (71,475 shares): 5.30%

Shares outstanding (excluding treasury stock): 67,684 shares

2 FYE March 2012 Forecast

FYE March 2012 Forecast

① Consolidated Full-term Forecast

(Million yen)	Full-term Forecast	Third-quarter Results	Progress Rate as % of Full-term Forecast	Full-term Results FY2011
Sales	2,200	1,662	75.5%	2,374
Operating Profit	235	203	86.4%	418
Recurring Profit	235	209	89.1%	418
Net Income	110	93	84.8%	223
		Dividend per share		
Full-year dividend (forecast) (FYE March 2012)		1,100yen		
Full-year dividend (actual) (FYE March 2011)		1,000yen		

* The Full-term Forecast figures shown above remains unchanged as announced on August 23rd, 2011. Full-year dividend forecast shown above also remains unchanged as announced on May 12th, 2011. All 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.

FYE March 2012 Forecast

② Cloud Solution Business Revenue Forecast

Item (Unit: million yen)	Full-term Forecast	Third-quarter Results	Progress Rate as % of Forecast
Cloud Service	1,634	1,161	71.1%
Network Solution	41	29	71.5%
Advanced-Cloud Service	525	471	89.8%
Ad related services	73	51	70.6%
System Development	69	45	65.8%
Yahoo! Media Solution	383	374	97.7%
Grand total	2,200	1,661	75.5%

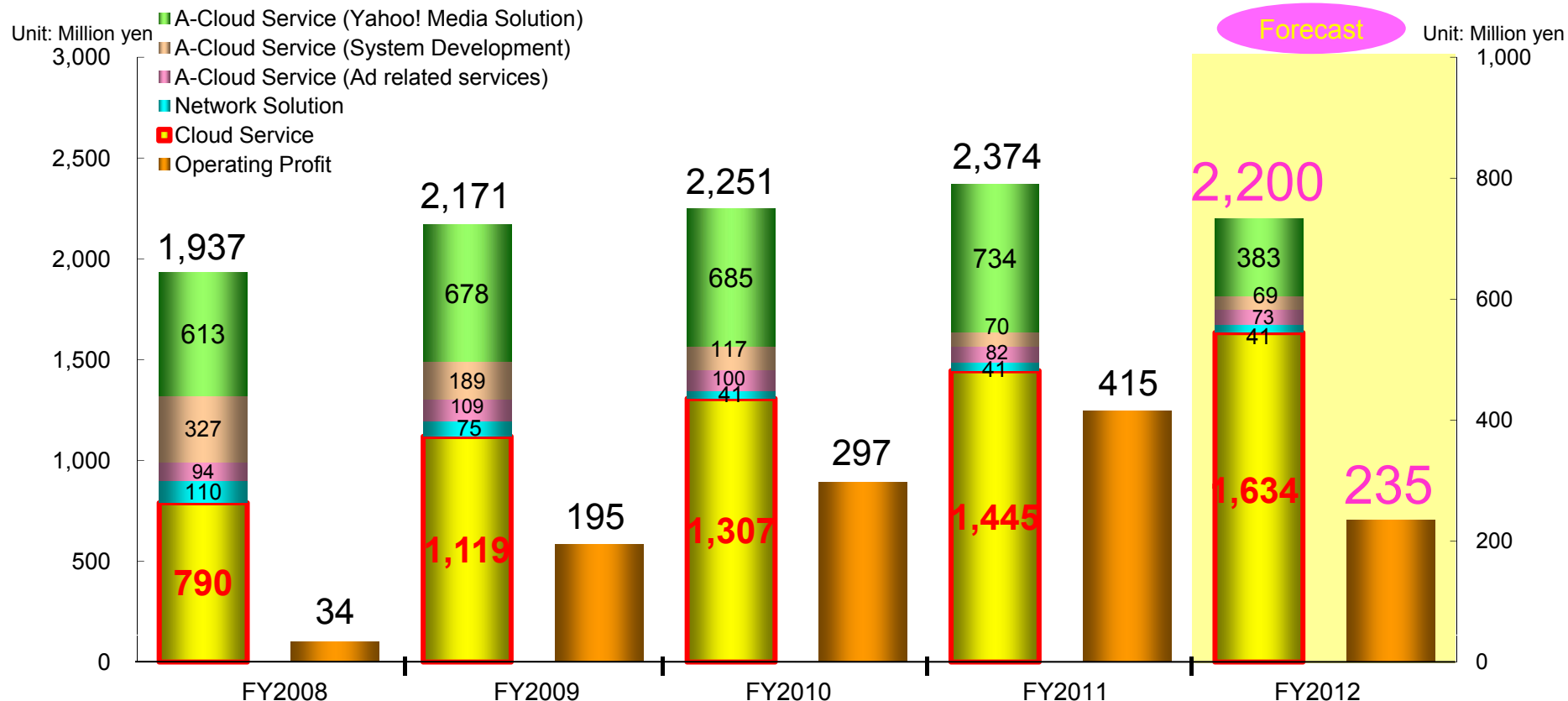
* The Full-term Forecast figures shown above remain unchanged as announced on August 23rd, 2011. Forecast figures are based on information available at the time of this announcement. Actual results may differ materially from the forecast figures.

* "Yahoo! Media Solution" operations concluded at the end of November.

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

* Figures rounded down to the nearest million yen.

Further increase in Cloud Service (Turnkey services) to cover decline in other revenue items while generating strong profits



- * "Yahoo! Media Solution" operations concluded at the end of November and is reflected in FY2012 Forecast figures.
- * Cloud Solution Business sales figures have not been adjusted for internal transactions.
- * Figures rounded down to the nearest million yen.

3

Our Business Strategy

Our Business Strategy

① Cloud Service development road map

Full integration of our Cloud Service for a seamless and comprehensive end-to-end solution

【Our Turnkey services】

2011

2012

Client HP Solutions

ES いい物件 賃貸
RENT
自社HPオプション

ES いい物件 売買
SALE
自社HPオプション

ES WebSite

ES Mobile

Smartphone compatibility

Social plugins for various social networking services

Multi-device and multi-screen compatibility (PCs, smartphones, mobile phones, tablet terminals, etc.)

New services

NEW !

ES いい物件 One
ウェブサイト

“ES e-Bukken One”
Website

Release

Map search feature, Investment Property DB

Rich client enhancement

Intergraded DB Solutions

ES いい物件 Install 賃貸
RENT

ES いい物件 賃貸
RENT

ES 管理 賃貸
RENT

ES いい物件 売買
SALE

ES 営業支援 賃貸
RENT

ES 顧客管理 売買
SALE

Data import feature

Integration with insurance co. systems, CSV output

Data submission feature to “R” site

CSV output feature and other enhancements

Multiple store feature enhancement

NEW !

ES つなぐ、不動産クラウド、
いい物件 One

“ES e-Bukken One”

Release

* HP is abbreviation for “Homepage.”

* Development and product launch schedule subject to change.

Introducing our new integrated Cloud Service... “ES e-Bukken One”

Real estate cloud, connected and social.

 **いい物件** *One*

Our Business Strategy

③ “ES e-Bukken One” Preview

Strong attendance and interest at our “ES e-Bukken One” preview exhibits



Rental Housing Fair 2011
Tokyo exhibition



Rental Housing Fair 2011
Osaka exhibition



Rental Housing Fair 2011
Nagoya exhibition



Rental Property Management
Seminar 2011 in Sendai



“Like” us on Facebook for the latest information and news about our company’s activities.

<https://www.facebook.com/e.seikatsu>



“ES e-Bukken One” a revolutionary cloud service dedicated to the real estate industry

Further improvement in operability and convenience by integrating and improving existing product groups.

Social networking features to connect real estate companies with end users as well as other real estate companies.

Simplified pricing schedule with provisions for a “free” plan (0 yen but limited functions) to greatly expand user base and accelerate client acquisition.

Further promote our Cloud Solution "Turnkey services"

Expand and grow our client base

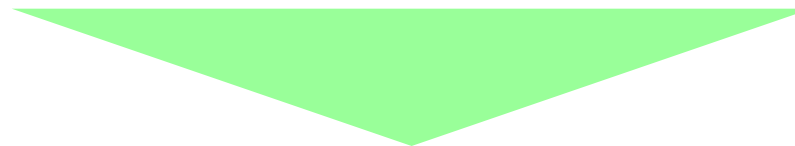
- ▶ Continue to focus on new client acquisition as well as improving client support and follow-up marketing efforts.

Improve sales and operation efficiency

- ▶ Increase ARPU through up-selling, further improvement of operation efficiency, and achieve longer client retention by improving the reliability and quality of our services, etc.

Future growth

- ▶ We aim to become the de facto standard one-stop-solution for the real estate industry, effectively creating a marketplace for all real estate data and information.



We aim to become the leading "cloud computing" company for the real estate industry

4 Appendix

(1) Financial Data

(2) Our Business & Service Overview

(1) Financial Data

① Income Statement (Quarterly basis)

(Million yen)	FY2010				FY2011				FY2012			
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
Sales	540	564	559	593	576	597	595	606	584	585	491	
Gross Profit	269	305	304	339	343	364	339	374	372	386	330	
Gross Profit Margin	49.9%	54.1%	54.4%	57.2%	59.7%	61.0%	57.1%	61.7%	63.8%	65.9%	67.3%	
Operating Profit	32	77	75	115	101	110	83	123	76	90	35	
Operating Profit Margin	6.0%	13.7%	13.6%	19.4%	17.5%	18.5%	14.1%	20.3%	13.1%	15.5%	7.2%	
Recurring Profit	32	77	75	115	101	110	83	123	77	91	41	
Recurring Profit Margin	6.1%	13.7%	13.5%	19.4%	17.6%	18.5%	14.1%	20.4%	13.2%	15.6%	8.4%	
Extraordinary Income	—	—	—	—	—	0	1	0	—	—	—	
Extraordinary Loss	13	2	0	△0	3	0	0	2	—	20	△0	
Quarter Net Income	5	39	37	65	51	60	43	67	40	36	17	
Net Income Margin	1.1%	7.0%	6.7%	11.0%	8.9%	10.1%	7.3%	11.1%	6.9%	6.2%	3.5%	

* Quarterly figures for FY2012 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.

② Balance Sheet (Quarterly basis)

(Million yen)	FY2010				FY2011				FY2012			
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
Current Assets Total	916	902	836	915	826	899	868	1,000	858	951	821	
Non-Current Assets Total	930	982	1,023	1,035	1,073	1,116	1,151	1,185	1,202	1,277	1,298	
Assets Total	1,847	1,884	1,859	1,950	1,899	2,015	2,020	2,185	2,061	2,228	2,119	
Current Liability Total	273	285	248	304	258	328	284	387	260	348	230	
Non-Current Liability Total	80	79	75	74	69	62	58	55	85	129	123	
Liability Total	354	364	323	379	328	391	342	443	346	477	353	
Net Assets Total	1,492	1,520	1,535	1,571	1,571	1,624	1,677	1,742	1,715	1,751	1,765	
Liability & Net Assets Total	1,847	1,884	1,859	1,950	1,899	2,015	2,020	2,185	2,061	2,228	2,119	

* Figures are rounded down to the nearest million yen.

③ Cash Flow Statement (Quarterly basis)

(Million yen)	FY2010				FY2011				FY2012			
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
CF from Operating Activities	0	140	62	190	69	173	107	228	8	223	74	
CF from Investing Activities	△74	△139	△96	△100	△101	△112	△115	△99	△84	△103	△101	
CF from Financing Activities	△26	△17	△22	△29	△41	△16	9	△2	△56	△15	△6	
Net increase in cash and cash equivalents (△decrease)	△101	△17	△56	60	△74	44	1	126	△132	103	△33	
Cash and Cash Equivalents (end of term)	637	620	564	624	550	595	596	723	590	694	661	

* 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.

④ Other Data (Quarterly basis)

Cloud Solution Business

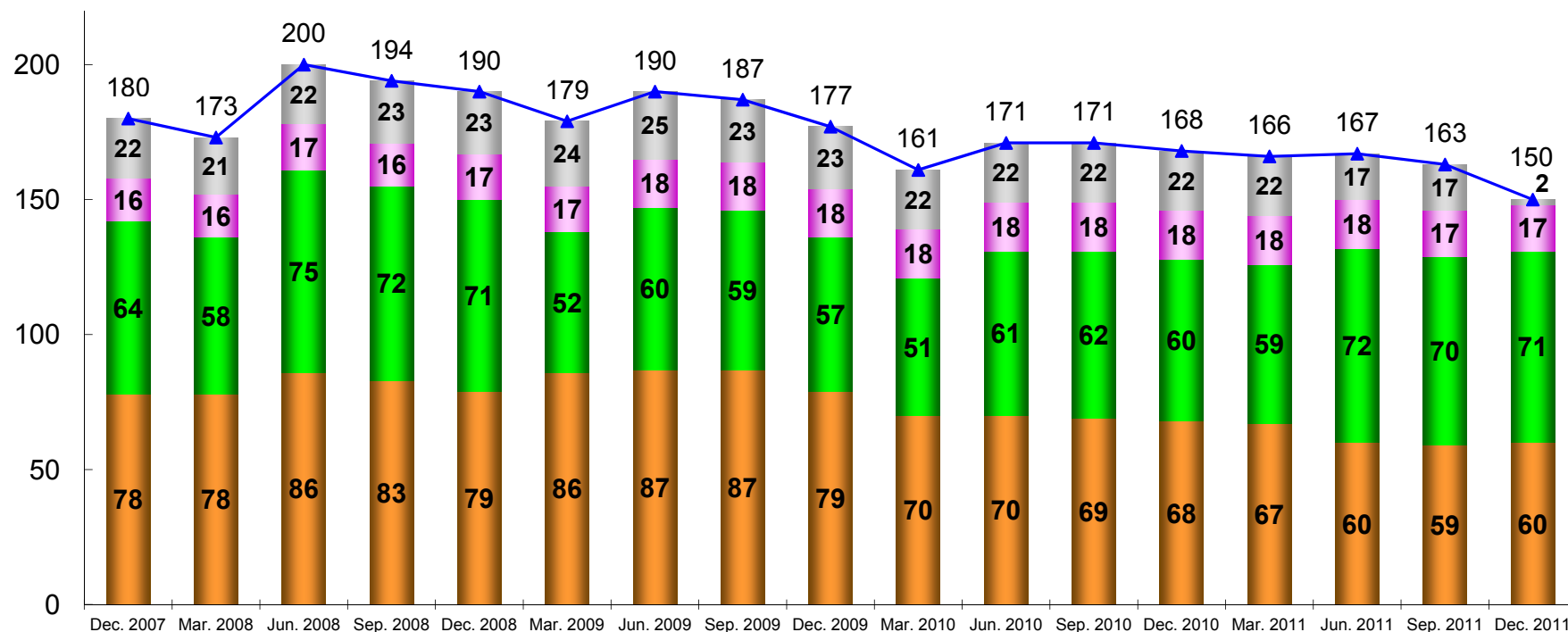
		FY2010				FY2011				FY2012				
		1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	
Cloud Service	Cloud Service	304	318	326	357	350	348	367	378	375	386	399		
	Turnkey services	Turnkey services	204	223	239	269	279	287	307	319	319	333	349	
		Up-front revenue	15	22	20	25	19	20	20	18	7	6	9	
		Monthly recurring revenue	189	201	218	244	260	267	286	300	312	326	340	
	Non-turnkey services	100	94	87	87	70	61	60	59	55	53	49		
Network Solution	8	10	11	11	10	10	10	10	10	10	8			
Advanced-Cloud Service	Advanced-Cloud Service	221	235	222	224	215	238	217	216	199	189	82		
	Ad related services	25	24	24	25	22	20	19	19	17	16	17		
	System Development	34	37	23	21	15	25	17	12	7	10	27		
	Yahoo! Media Solution	160	172	174	177	176	192	180	184	174	161	38		
Sales Total	534	563	559	593	576	597	595	605	584	586	490			
COGS	COGS	270	258	255	254	232	232	255	232	211	199	160		
	SG & A	232	228	229	225	243	254	256	251	296	295	295		
Cost Total	503	487	484	479	475	475	512	483	508	495	456			
Operating Profit	31	76	75	114	100	109	83	121	76	90	34			
Recurring Profit	32	76	75	114	101	110	83	122	77	91	40			
Number of Cloud Service clients	Number of Cloud Service clients													
	·Companies	1,593	1,633	1,619	1,578	1,530	1,446	1,414	1,350	1,361	1,367	1,377		
·Stores	2,472	2,541	2,526	2,494	2,230	2,090	2,033	1,956	1,951	2,016	2,079			
Number of employees (Non-consolidated)	190	187	177	161	171	171	168	166	167	163	150			

* 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.

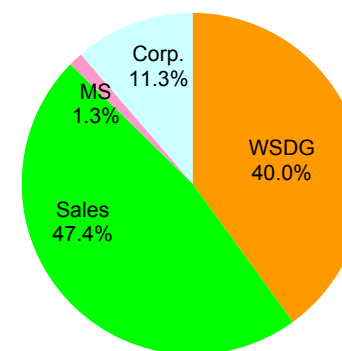
- * Quarterly income figures for FY2012 are not audited (cumulative figures are audited).
- * "Yahoo! Media Solution" operations concluded at the end of November 2011.
- * Cloud Solution Business sales figures have not been adjusted for internal transactions.
- * Figures are rounded down to the nearest million yen.

⑤ Number of Employees (Non-consolidated)

Unit: Employees



- * Excluding directors, advisors, and part-time workers.
- * 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 from Dec. 2009 figures).
- * Head count for Operation Support transferred from WSDG to Sales (Customer Support) (reflected from Jun. 2011 figures).
- * WSDG: Web Solution Development Group, Sales: excluding MS, MS: Media Solution, Corp: Corporate staff



Dec. 31, 2011

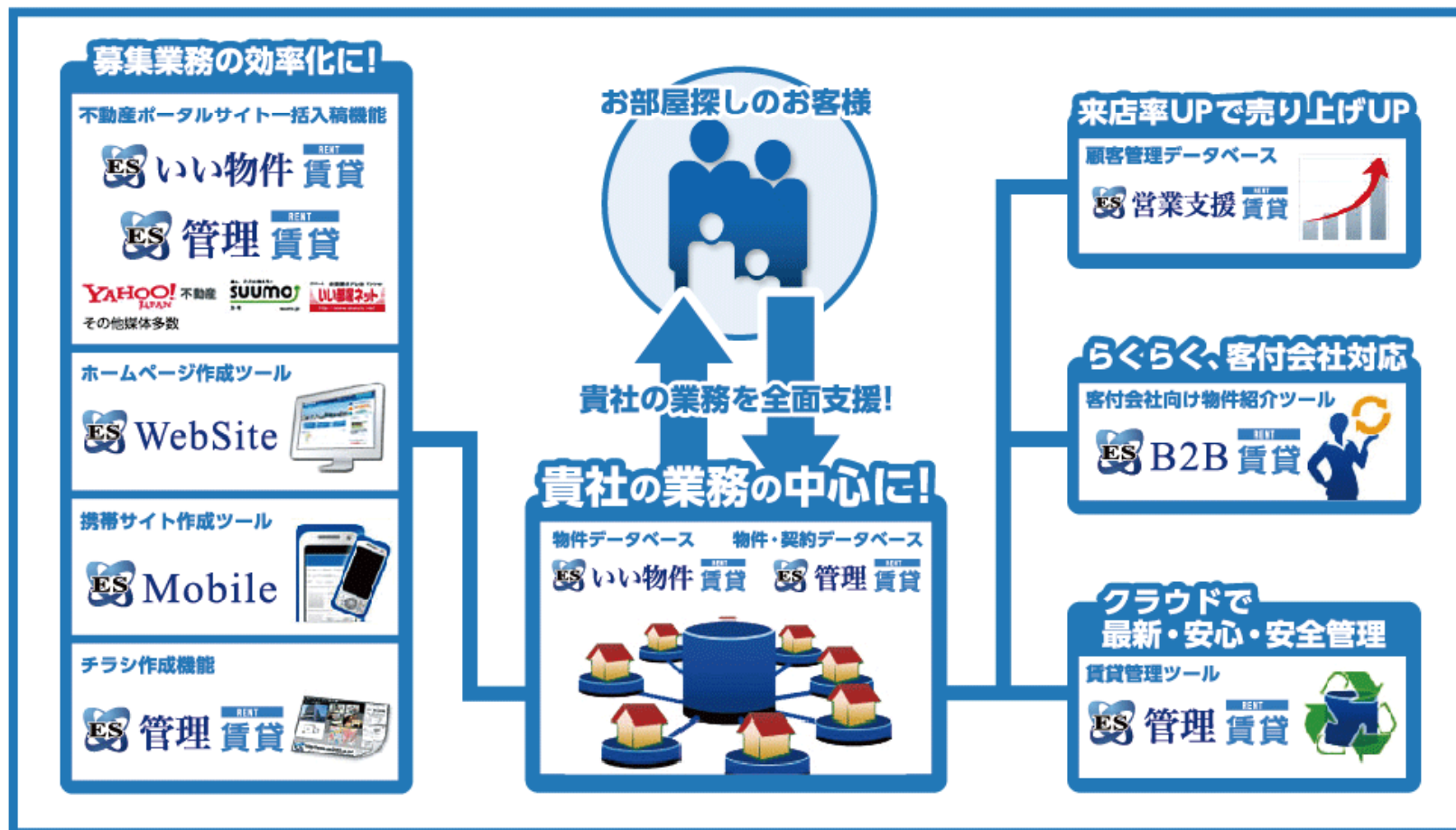
(2) Our Business & Service Overview

① Overview of our Cloud Services: Rental Property System

Our end-to-end integrated DB solution: from property promotion and customer acquisition to property management

不動産賃貸業に携わる全ての方を後方支援します！

賃貸仲介業務から賃貸管理業務まで、不動産賃貸業に携わる全ての方を後方支援する、いい生活のサービスラインナップ！



② Overview of our Cloud Services: For Sale Property

Our end-to-end integrated DB solution: from property promotion and customer acquisition to CRM

不動産売買業における業務効率化・成約率UPを後方支援します！

不動産売買業務に携わる皆様の業務を後方支援する、いい生活のサービスラインナップ！



③ Our Competitive Advantage

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

Early promoter of Cloud model

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

Entirely in-house development

IT Service Management System Certification (ISO/IEC27001:2005 and ISO/IEC20000 -1:2005) for continuous improvement of our service level and customer satisfaction

No bank borrowing and financially sound

④ IT Service Management System Certification

Achieving a higher level of client satisfaction through service quality

- ▶ 「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	: Cloud 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
Registration revision date	: August 18, 2011

⑤ 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 (Cloud model). Covering both our turnkey services as well as customized solutions (resulting from A-Cloud system development work). ※Client: 1,377co., 2,079stores (Subscribed Clients as of Dec. 2011) ※Monthly ARPU: approx. 96,800yen/co., approx. 64,100 yen/store (for the single month of Dec.)
	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 (Yahoo! Media Solution) *	Stock (MRR)	Annual	Monthly amount	System operation fees. Operation of the “new housing” property data processing, entry, and posting business for Yahoo! Real Estate. ※Revenue consists of fixed and measured rate components
	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)

* “Yahoo! Media Solution” operations concluded at the end of November 2011.

⑥ Company Profile

Established :	January 21, 2000
Paid-in capital :	624 million 711 thousand 244 yen (As of the end of December 2011)
Listing :	Mothers section of the Tokyo Stock Exchange (Code: 3796)
Relationship banks :	Resona Bank, Ltd., Mitsubishi UFJ Trust and Banking Corporation, The Sumitomo Trust & Banking Co., Ltd., The Bank of Tokyo-Mitsubishi UFJ, Ltd., Sumitomo Mitsui Banking Corporation, Mizuho Bank, Ltd.
# of employees :	150 (As of the end of December 2011)
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>

Products and Services Site (Japanese only)

<http://www.es-service.net/>

“Like” us on Facebook for the latest information and news about our company’s activities.

<https://www.facebook.com/e.seikatsu>

