



First-quarter for FYE March 31, 2016
Presentation Material

July 30, 2015
e-Seikatsu Co., Ltd.
TSE Mothers 3796

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1. Summary of First-quarter Results for FYE March 31, 2016

Sales increased from the same quarter of the previous year.

- Consolidated sales: 457 million yen (FY2015 1Q 450 million yen, YOY change +7 million yen, +1.7%)
 - Cloud Service revenue: 441 million yen (FY2015 1Q 418 million yen, YOY change +22 million yen, +5.4%)
 - Including **monthly recurring revenue of Turnkey services: 389 million yen (FY2015 1Q 367 million yen, YOY change +22 million yen, +6.0%)**
- Consolidated operating income: 2 million yen (FY2015 1Q 19 million yen, YOY change -17 million yen, -88.7%)
 - The factors in expense increase include depreciation expenses such as additional development, etc. and personnel expenses due to the increase in the number of staff.
- Net income: -1 million yen (FY2015 1Q 11 million yen, YOY change -13 million yen)

Sales of our “Cloud Service” are steady. A record high has been renewed.

- Focus on new client acquisitions as well as up-selling to existing clients. Solid growth in monthly ARPU.
 - Monthly ARPU: approx. 119,000 yen/company ※as of the end of Jun. 2015
FY2015 1Q approx. 106,900 yen/company ※as of the end of Jun. 2014

The functions of “ES e-Bukken One” were upgraded and enriched, and the shift from existing services was promoted.

- The additional functions for “Smart One Convert” and “Rental Property”, “Management”, “Sales”, and “Website” of “ES e-Bukken One” are developed to enrich services.

* Cloud Service revenue figures have not been adjusted for internal transactions.

* Figures rounded down to the nearest million yen.

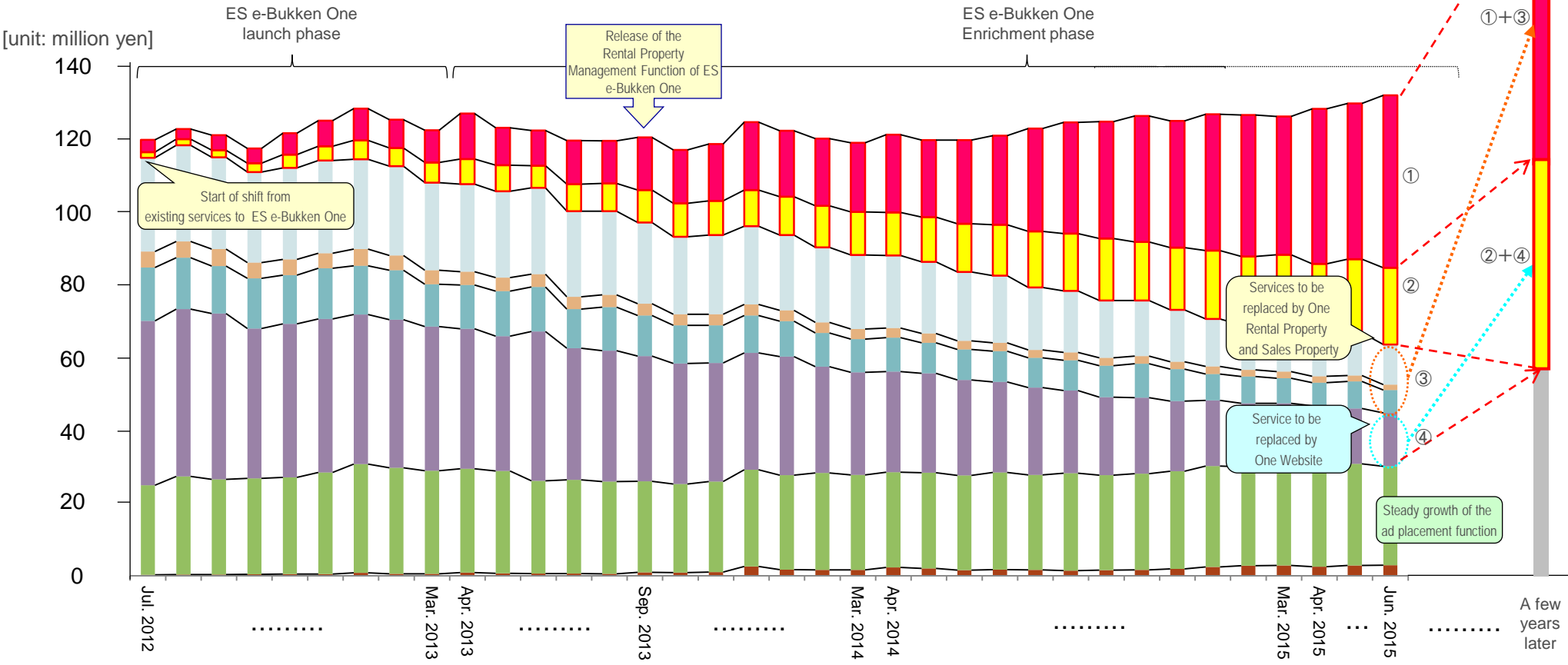
* Ratios rounded to the nearest decimal place.

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



- ES e-Bukken One (Rental Property + Sales Property)
- ES e-Bukken One WebSite
- ES e-Bukken One Rental Property
- ES e-Bukken One Sales Property
- ES Sales Support
- ES-WebSite
- Ad Placement Function for Rental Property
- Ad Placement Function for Sales Property

Breakdown of Cloud Computing Service (Turnkey services) Sales

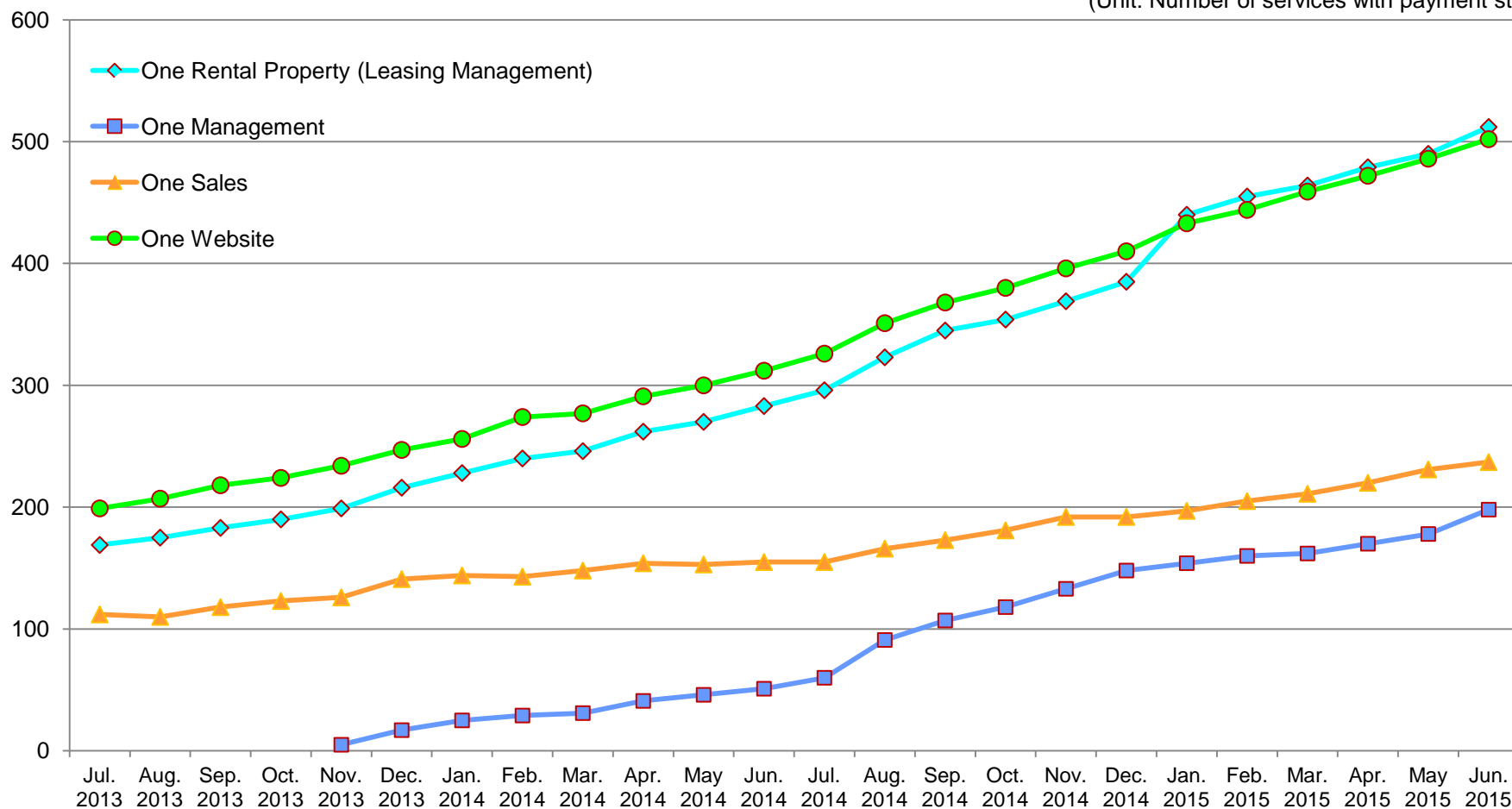


* Each sales breakdown category is the total of initial and monthly fees.

The Number of Licenses Provided is Increasing Steadily

Transition of Number of Licenses by Service

(Unit: Number of services with payment started)



* The number means the sum of the number of new contracts and the number of shifts from existing services.

* The above value does not include the number of charge-free licenses.

* The total number of "One Rental (management option)," "One Rental (full-time management)," and "One Rental (rent management)" is expressed by "One Management."

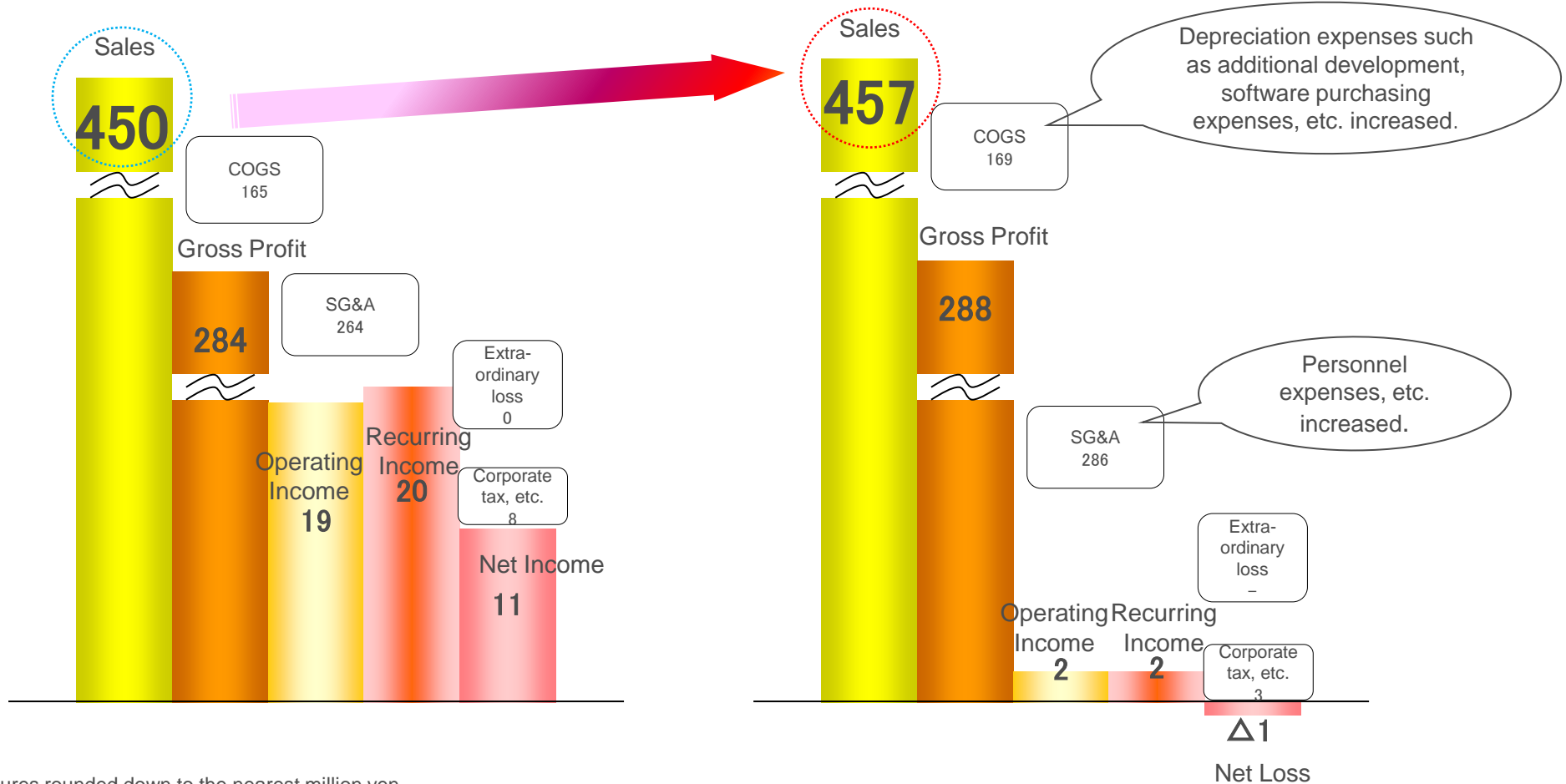
Increased Sales Compared to the Same Period of the Previous Year

Income Statement (Consolidated)

Unit: Million yen

FY2015 1Q
(1Q of previous term)

FY2016 1Q
(1Q of current term)

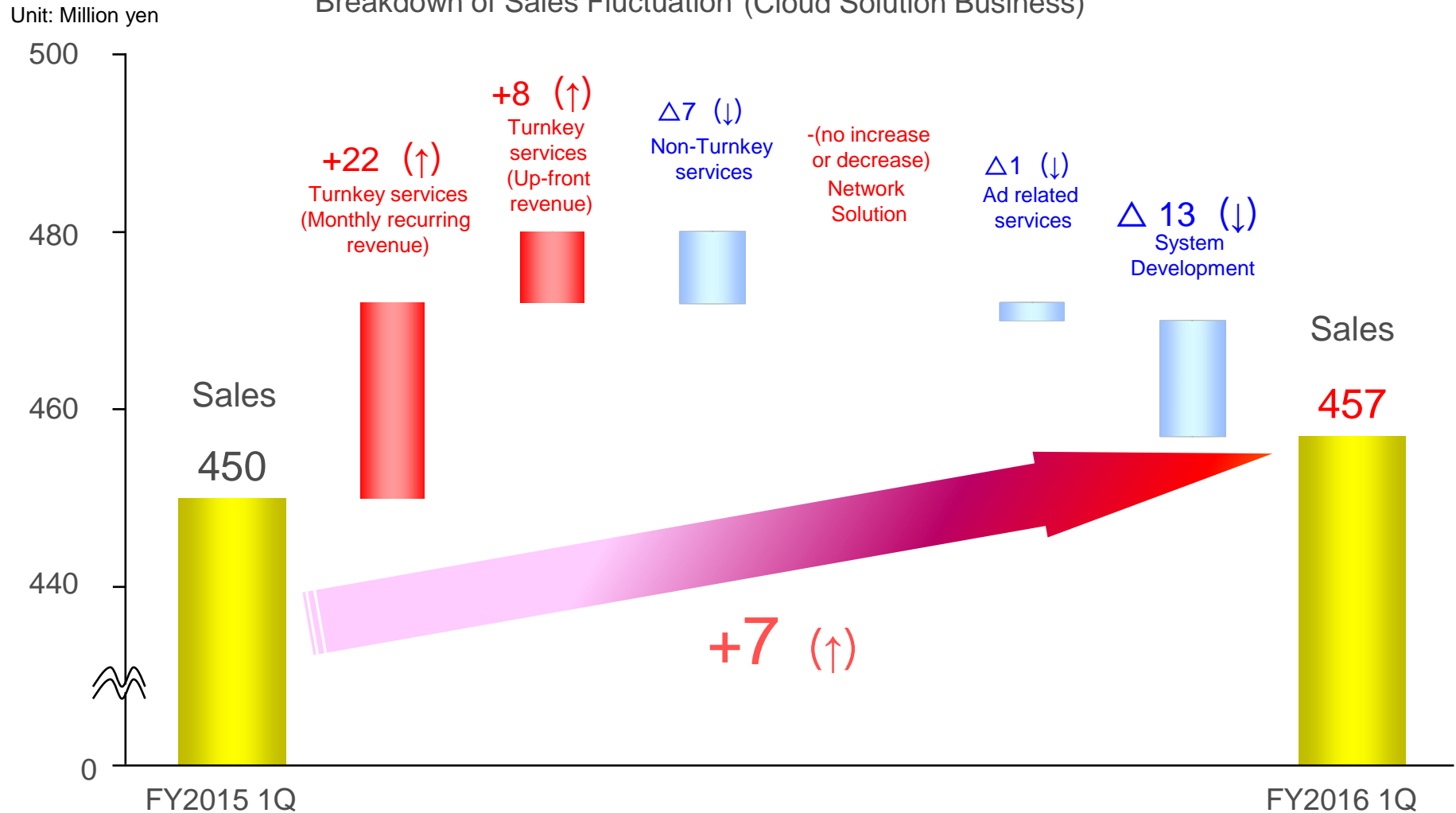


* Figures rounded down to the nearest million yen.

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

Increase in Revenue Mainly due to Turnkey Services (Monthly recurring revenue)

Breakdown of Sales Fluctuation (Cloud Solution Business)



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

Cloud Solution Business Revenues by Product

Item (Million yen)	Apr.-Jun. FY2014	Apr.-Jun. FY2015	YOY change	YOY change (%)
Cloud Service	418	441	22	5.4%
Turnkey services *	376	407	30	8.2%
Up-front revenue	9	18	8	88.4%
Monthly recurring revenue	367	389	22	6.0%
Non-turnkey services *	41	33	△7	△19.1%
Network Solution	8	8	—	0.0%
Advanced-Cloud Service	22	7	△15	△66.5%
Ad related services	8	6	△1	△24.2%
System Development	14	1	△13	△89.7%
Total	450	457	7	1.7%

* Turnkey services Suite of standard system applications with up-front and monthly recurring revenue.

Non-turnkey services Customized system applications with one-time and monthly recurring revenue.

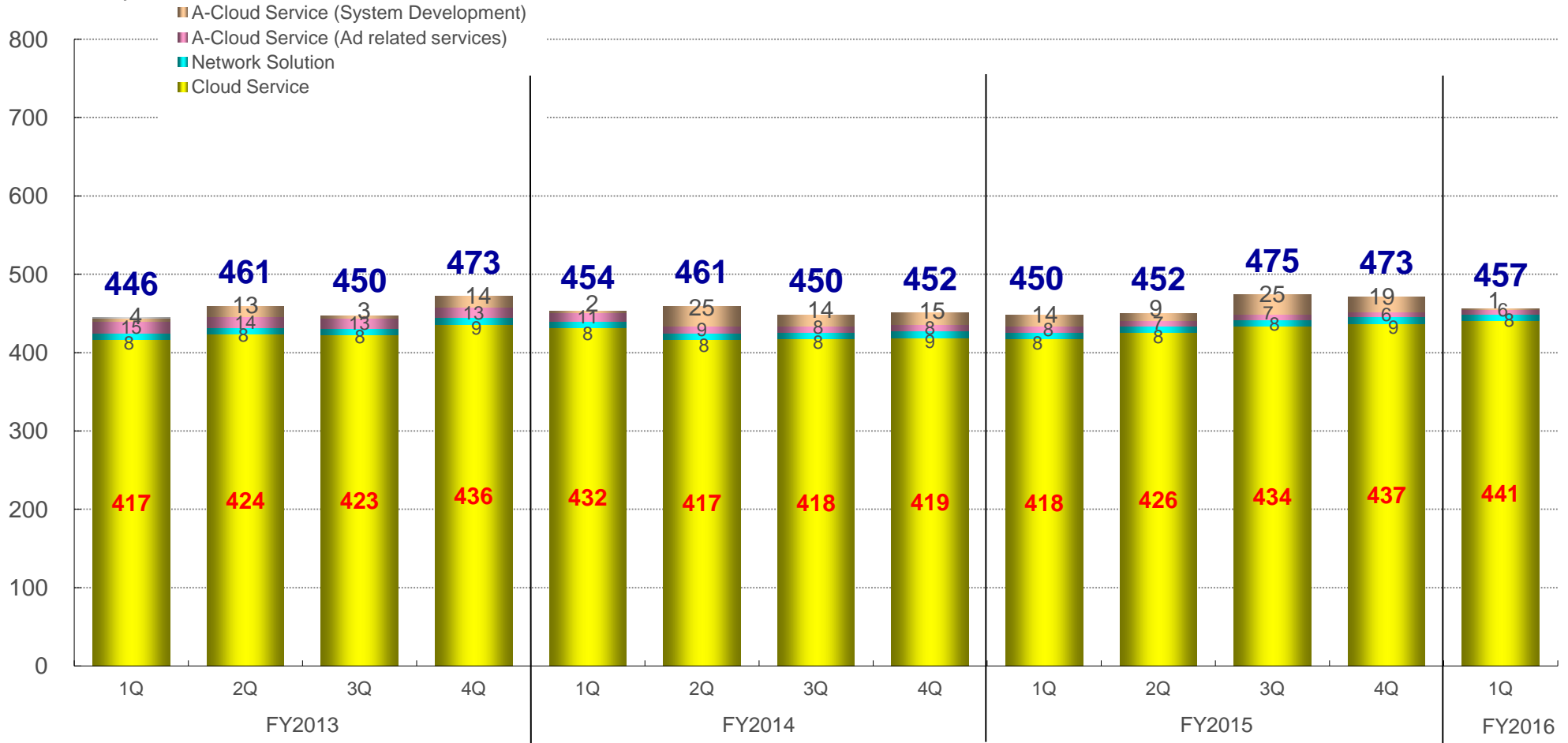
* Cloud Solution Business sales figures have not been adjusted for internal transactions.

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

* Figures rounded down to the nearest million yen.

Transition of Sales by Item (Cloud Solution Business)

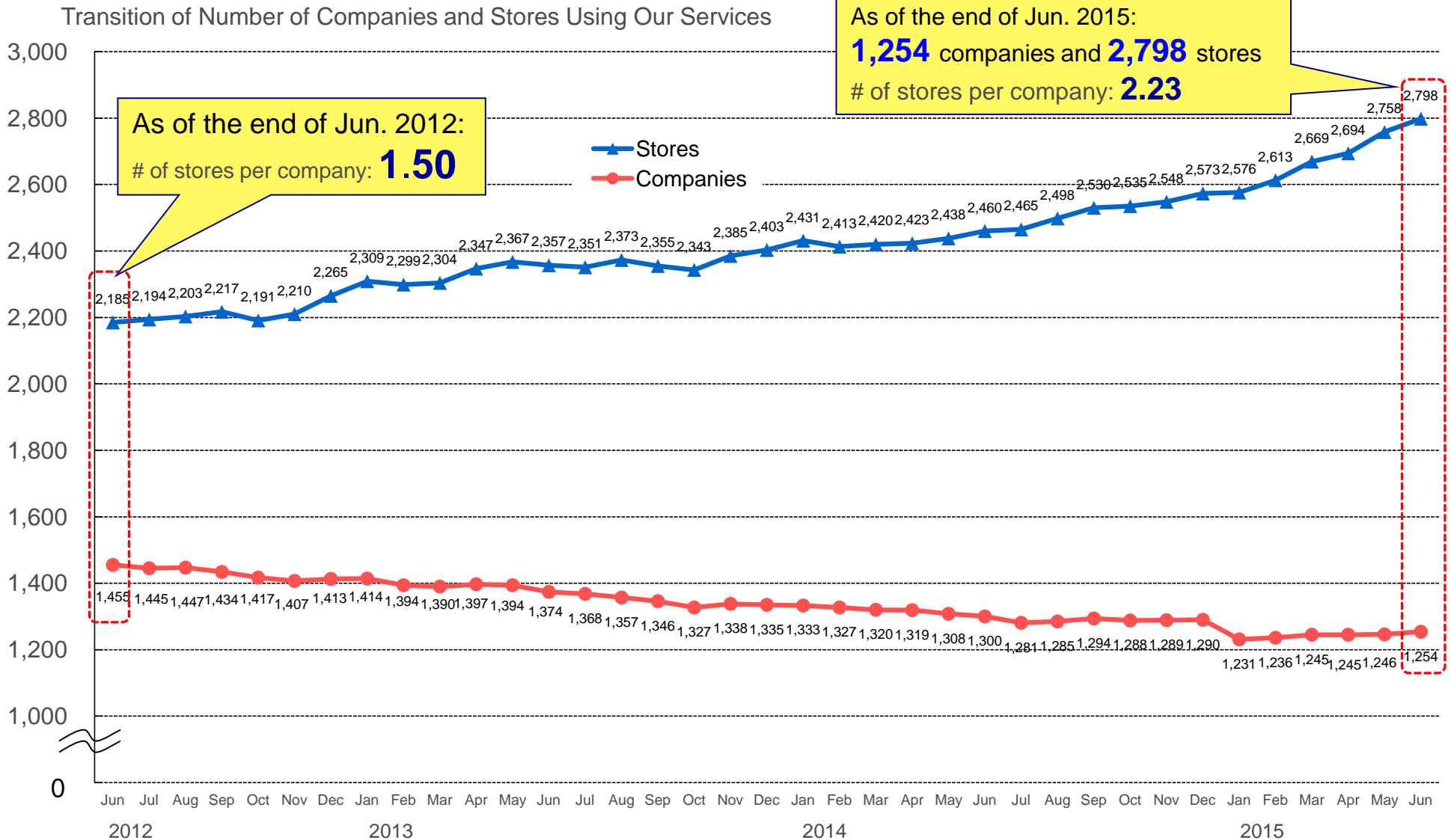
Unit: Million yen



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

* Figures rounded down to the nearest million yen.

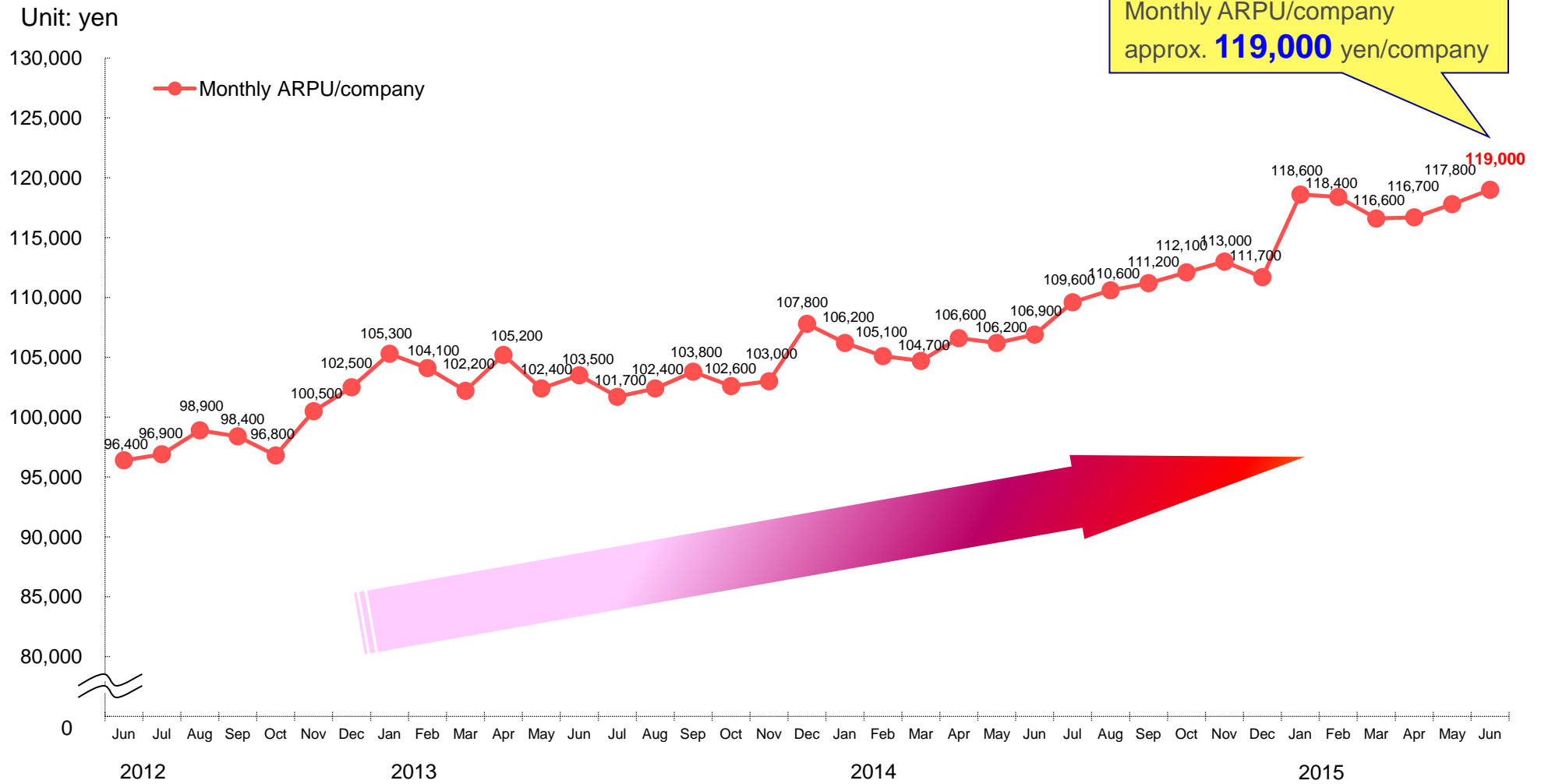
Number of Stores per Company (Clients Having Multiple Stores) is Expanding



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

Resulting in a Steady Increase in Monthly ARPU

Transition of Monthly ARPU



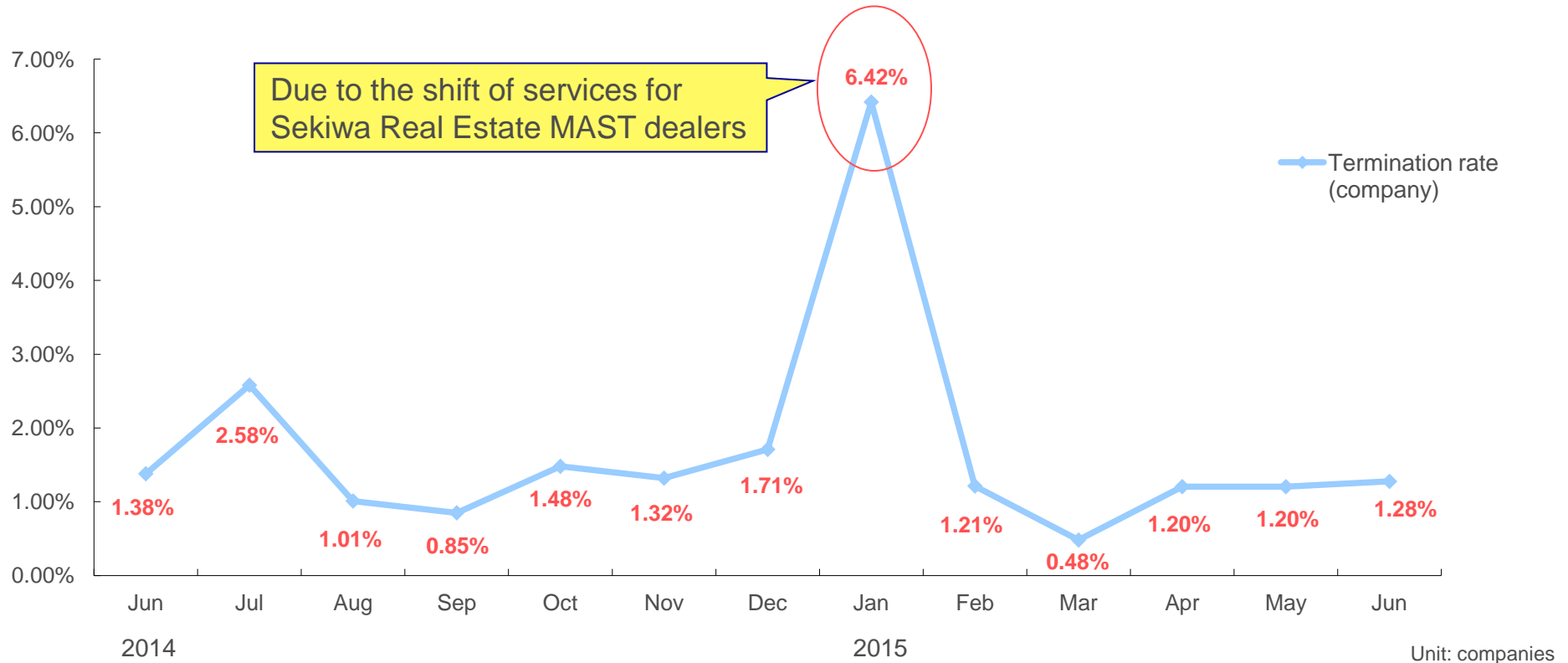
Cloud Service revenue in a given month

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

* Figures rounded down to the nearest hundred yen.

The Quality of Support Systems and Services was Enhanced, for Raising Customer Retention Rate.

Transition of Termination Rate



Unit: companies

	Jun.	Jul.	Aug	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Ave.
# of companies	18	33	13	11	19	17	22	79	15	6	15	15	16	21.5
Termination Rate	1.38%	2.58%	1.01%	0.85%	1.48%	1.32%	1.71%	6.42%	1.21%	0.48%	1.20%	1.20%	1.28%	—

* Termination rate is obtained by dividing the number of companies that have cancelled our service in each month by the number of companies whom we have charged.

* "# of companies" means the number of companies that have cancelled our service and are no longer charged in the month concerned.

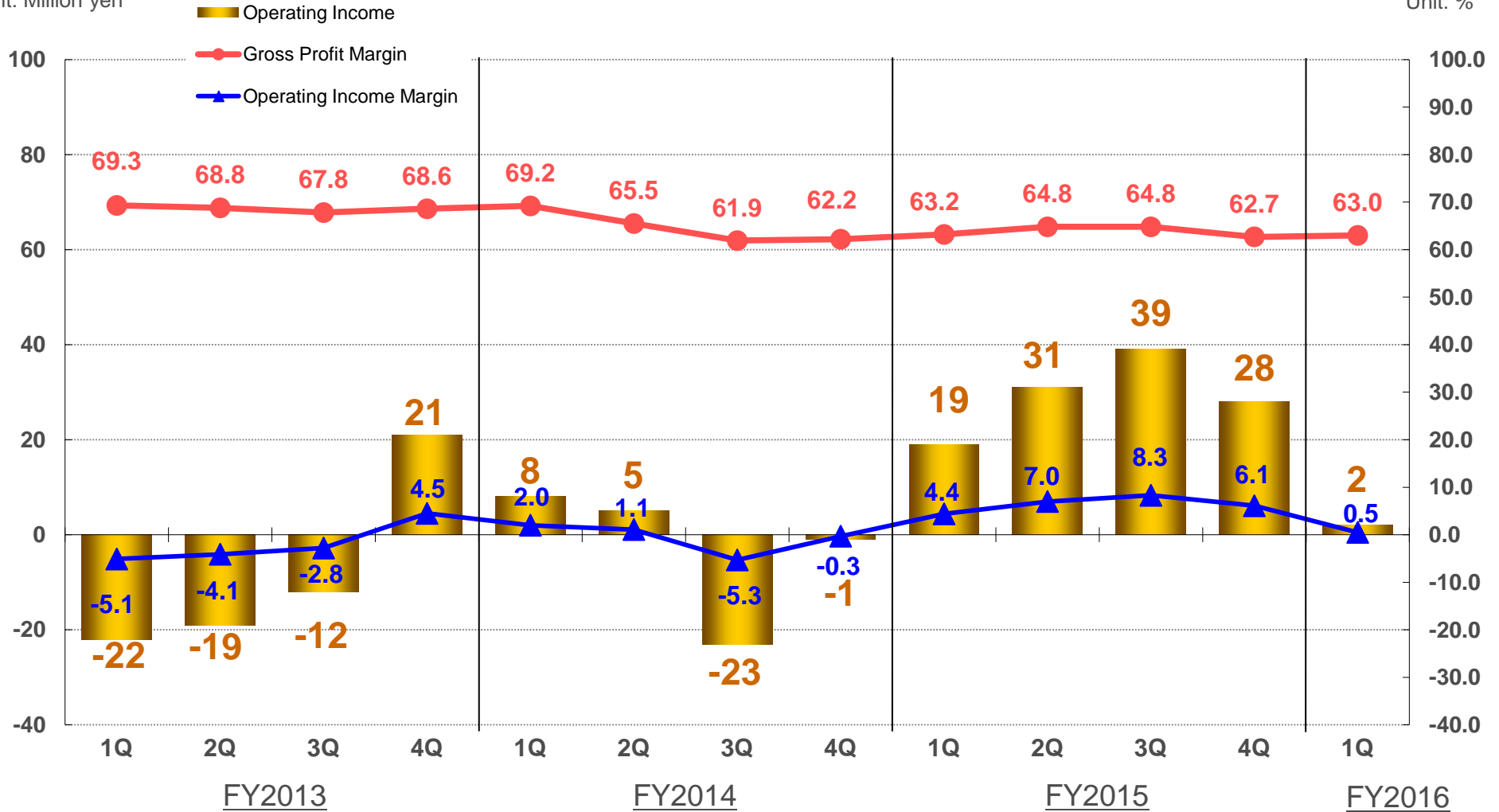
* Sekiwa Real Estate MAST dealers had used our existing service for posting real estate information in Sekiwa Real Estate's website. As we started offering the same kind of function through "ES e-Bukken One" in January 2015, we changed or shifted services for dealers when they demanded. On the other hand, 45 corporations did not choose to keep using our service, and the service for them was terminated or cancelled. Accordingly, the monthly number of cancellations increased temporarily.

A Surplus in Operating Income will be Maintained with an Aim of Increasing Income after 2Q.

Transition of Operating Income (Consolidated)

Unit: Million yen

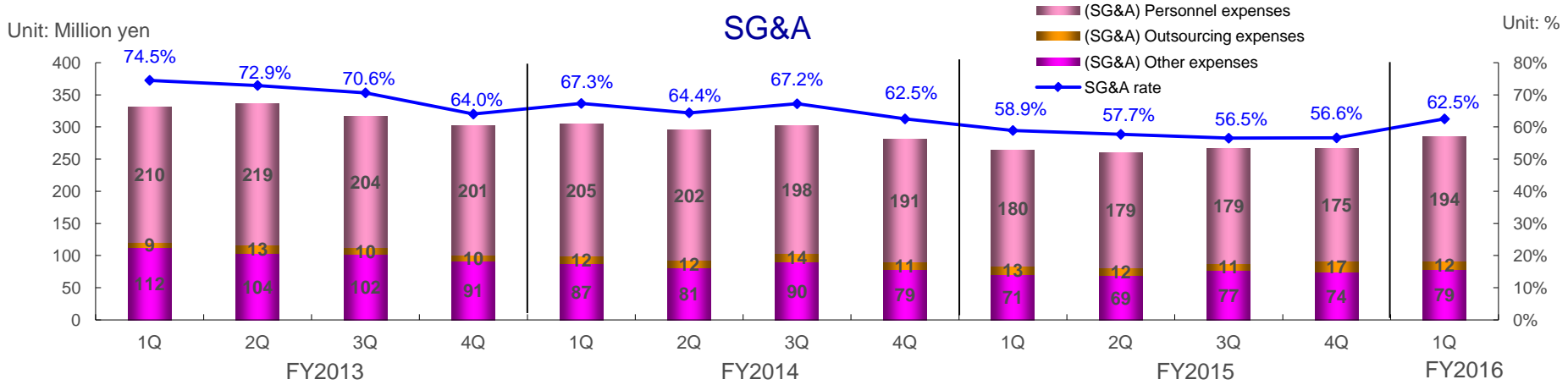
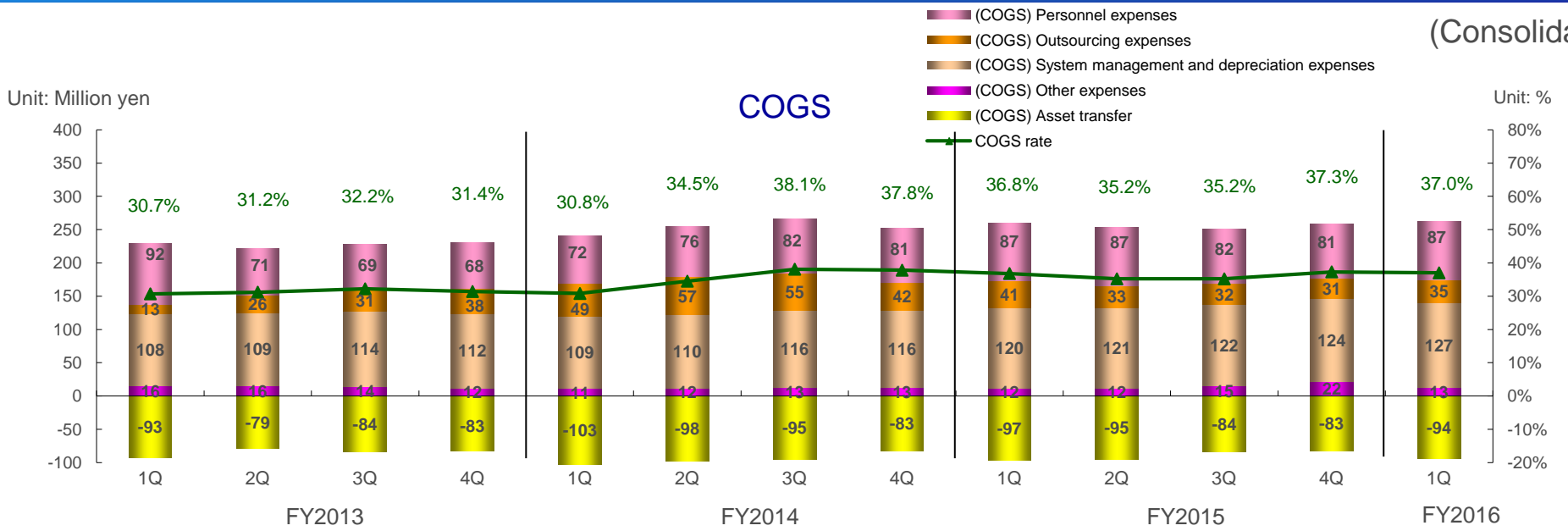
Unit: %



* Figures rounded down to the nearest million yen.

Personnel Expenses in SG&A Cost Increased, following Staff Reinforcement

(Consolidated)

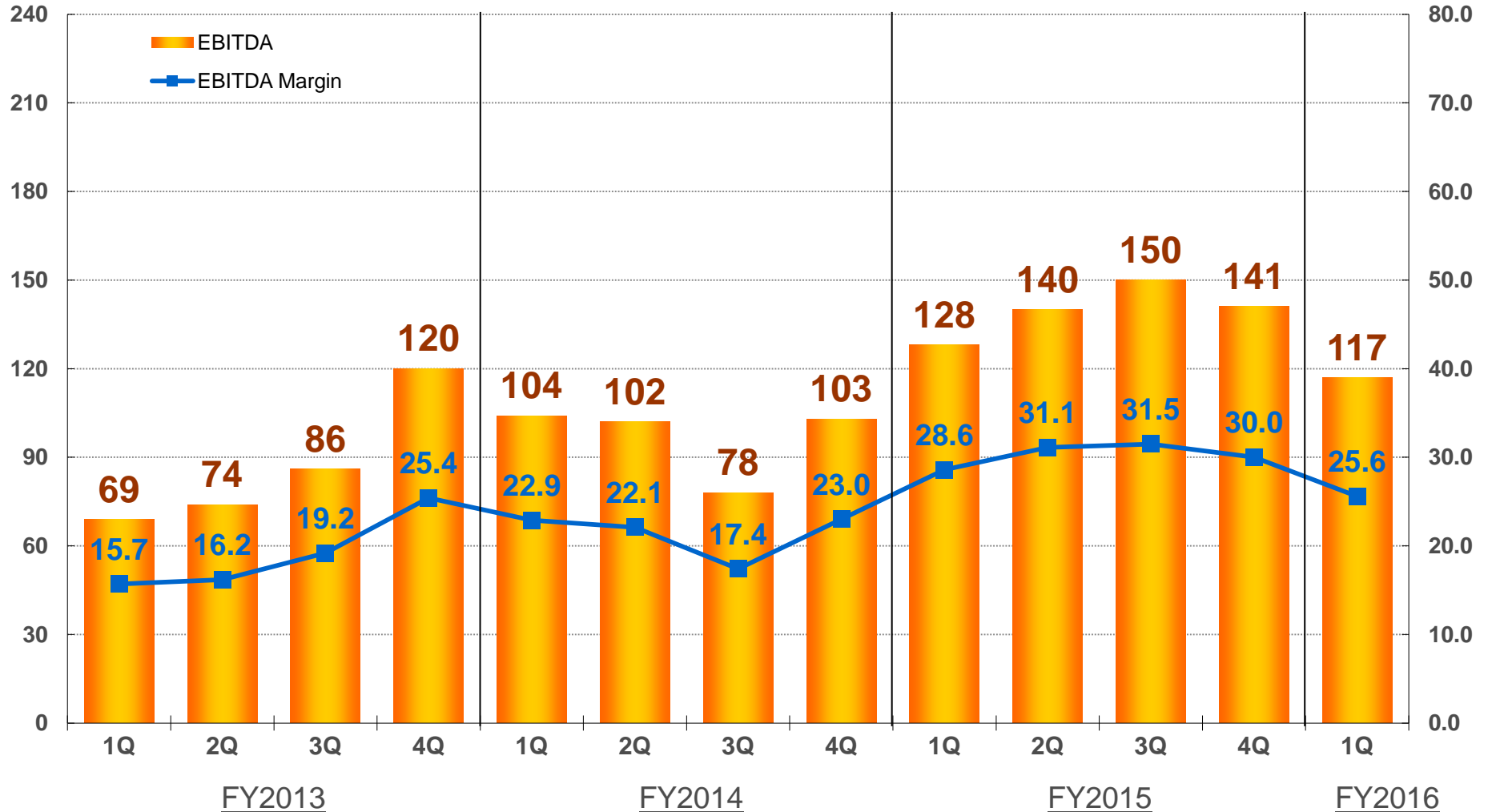


* (COGS) Outsourcing expenses: Outsourcing expenses, temporary recruitment expenses, procurement expenses, system usage expenses, etc.
 (COGS) Asset transfer: Inventory assets(goods in process), portion allowances for software under development listed under COGS
 * (SG&A) Outsourcing expenses: Advertising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

Transition of EBITDA (Consolidated)

Unit: Million yen

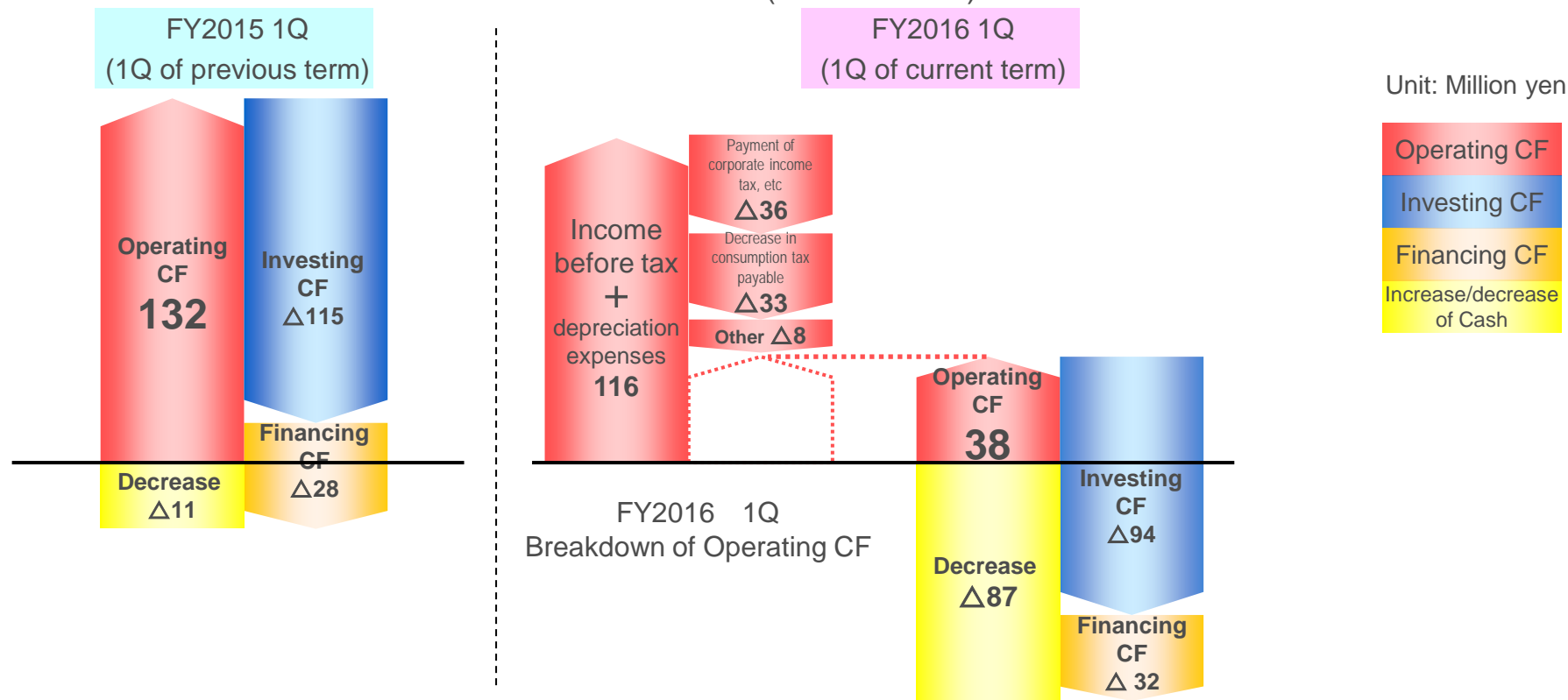
Unit: %



* Figures rounded down to the nearest million yen.

Increase in Corporate income Tax, etc and Consumption Tax

Cash Flow Statement (Consolidated)



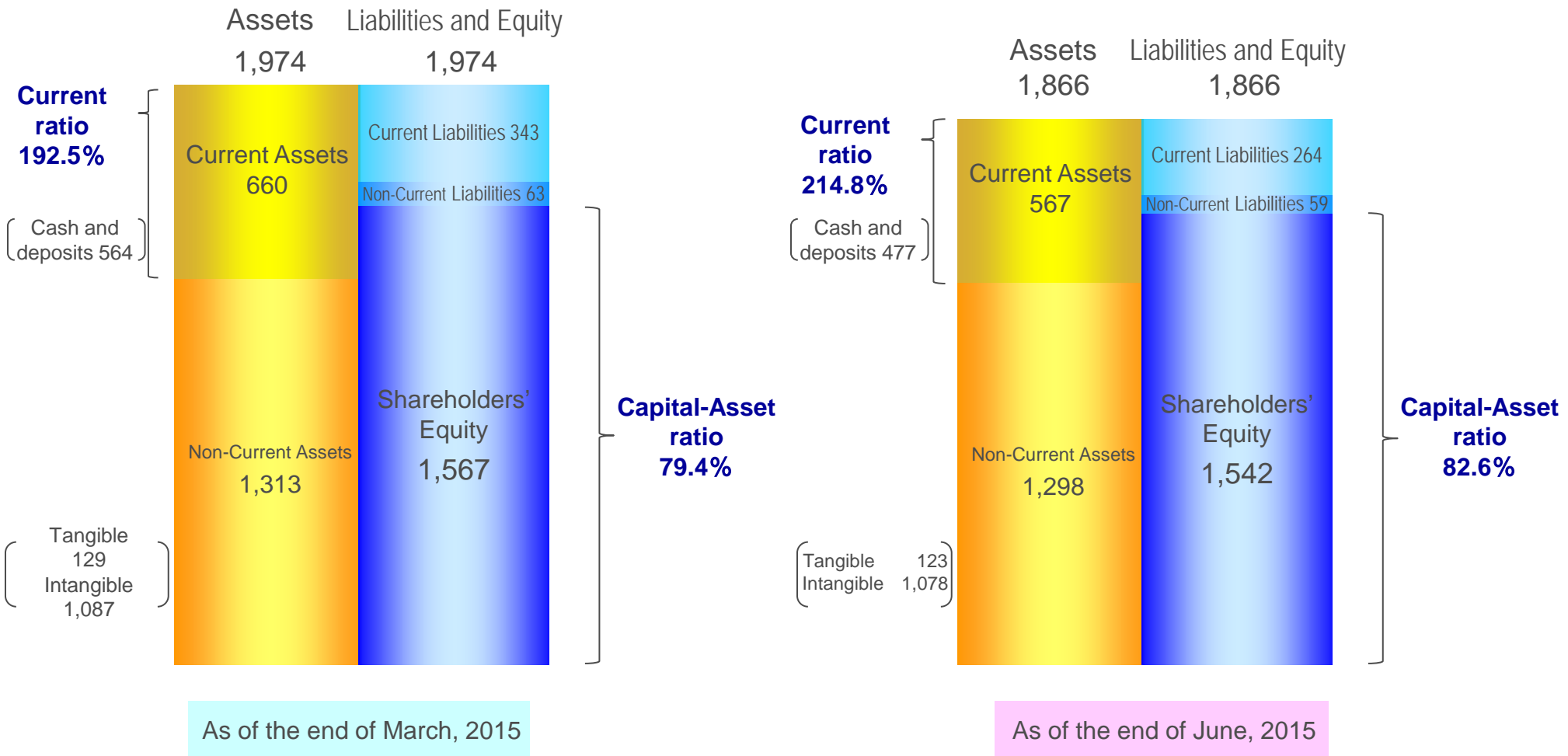
<Key Points>

Operating Activities	① Income before tax + depreciation expenses	FY2014 1Q	129M yen	FY2015 1Q	116M yen
	② Payment of corporate income tax, etc (△)	FY2014 1Q	△25M yen	FY2015 1Q	△36M yen
	③ Increase in consumption tax payable (△ Decrease)	FY2014 1Q	10M yen	FY2015 1Q	△33M yen
Investing Activities	④ Expenses due to in-house software development (△)	FY2014 1Q	△100M yen	FY2015 1Q	△91M yen
	⑤ Expenses due to the purchase of assets (HW/SW) (△)	FY2014 1Q	△4M yen	FY2015 1Q	△2M yen
Financing Activities	⑥ Payment of year-end dividend (△)	FY2014 1Q	△17M yen	FY2015 1Q	△21M yen
	⑦ Expenses due to repayment of lease obligations (△)	FY2014 1Q	△10M yen	FY2015 1Q	△10M yen

* Figures rounded down to the nearest million yen.

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

Consolidated Balance Sheet YOY Comparison



* Figures rounded down to the nearest million yen.

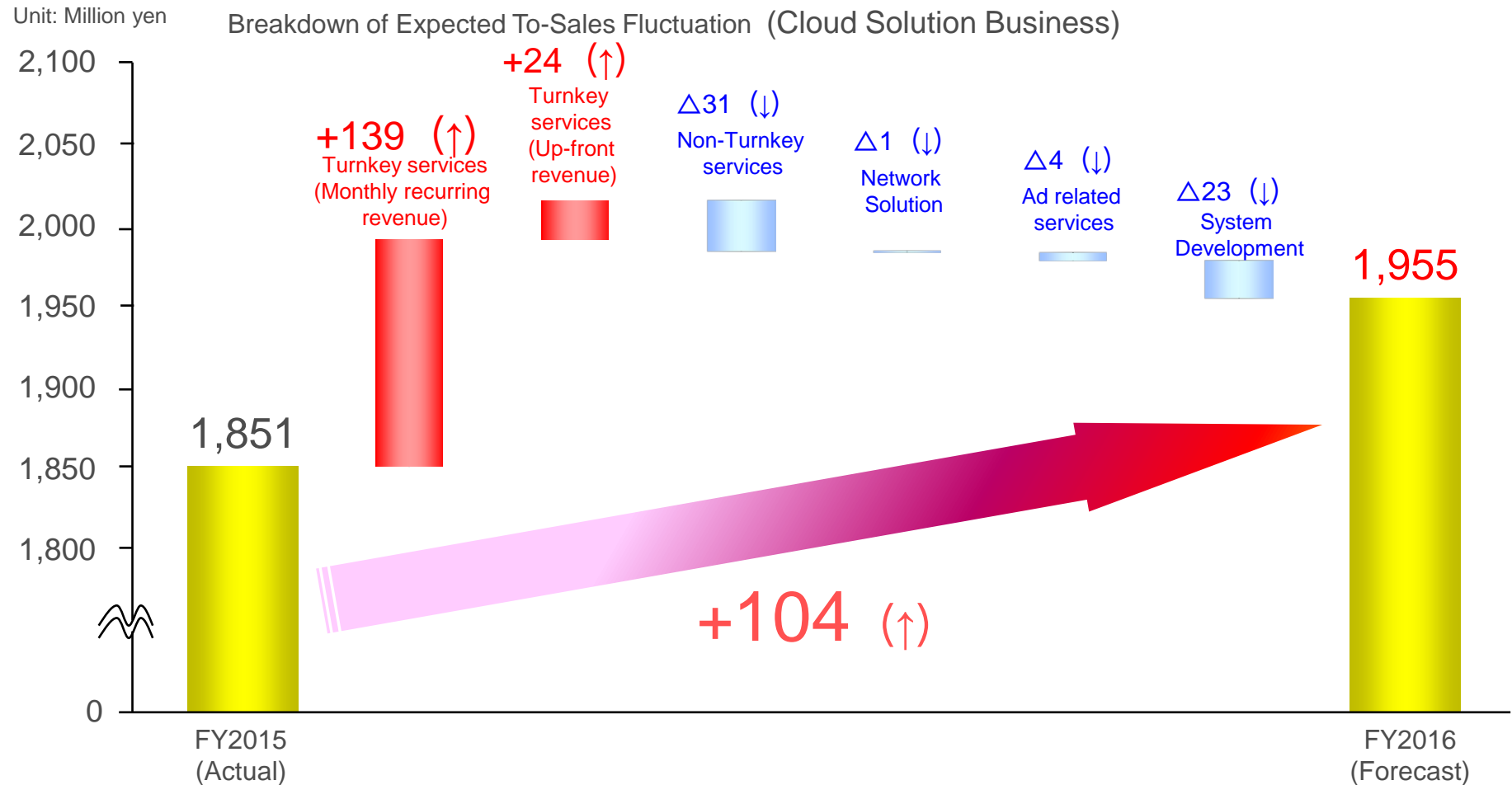
2. Business Forecast

(Million yen)	Mid-term Forecast FY2016	Full-term Forecast FY2016 (①)	First-quarter Results FY2016	Progress Rate as % of Forecast	(Reference) Full-term Results FY2015
Sales	946	1,955	457	23.4%	1,851
Operating Income	29	130	2	1.7%	119
Recurring Income	28	128	2	1.6%	120
Net Income	16	74	▲1	—	66

	Dividend per share
Full-term dividend (forecast) (FYE March 2016)	4.00yen
Full-term dividend (actual) (FYE March 2015)	3.50yen

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

Cloud Service (Turnkey Services) Keeps Contributing.



<Key Points>

Further promoting “ES e-Bukken One,” our “turnkey services (monthly recurring revenue)” revenue is expected to increase by about 139 million yen YOY, and the total sales of the cloud solution business are estimated to increase by about 104 million yen.

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

* Figures rounded down to the nearest million yen.

Cloud Solution Business Revenue Forecast Breakdown

Item (Unit: million yen)	FY2016 Forecast	First-quarter Results FY2016	Progress Rate as % of Forecast	(Reference) Full-term Results FY2015
Cloud Service	1,850	441	23.9%	1,717
Turnkey services *	1,715	407	23.8%	1,551
Up-front revenue	82	18	22.5%	57
Monthly recurring revenue	1,633	389	23.8%	1,493
Non-turnkey services *	134	33	25.2%	165
Network Solution	34	8	25.0%	35
Advanced-Cloud Service	70	7	10.7%	98
Ad related services	25	6	23.7%	30
System Development	45	1	3.3%	68
Total	1,955	457	23.4%	1,851

* 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.

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

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

* Figures rounded down to the nearest million yen.

3. Business Overview

New Options and Features for “ES e-Bukken One” to Follow

Development Roadmap

2015

2016



Enhancement of performance and functions

Acceleration of the shift from existing services



Enhancement of the function to approach customers

Owner's My page function

Strengthening of the function to get data of other companies

Improvement of the contract info function



Enhancement of the appraisal function

Strengthening of the function to get data of other companies

Enhancement of the function to approach customers

Enhancement of the linkage with media

Sales-in-Lot Function



Enhancement of the featuring function

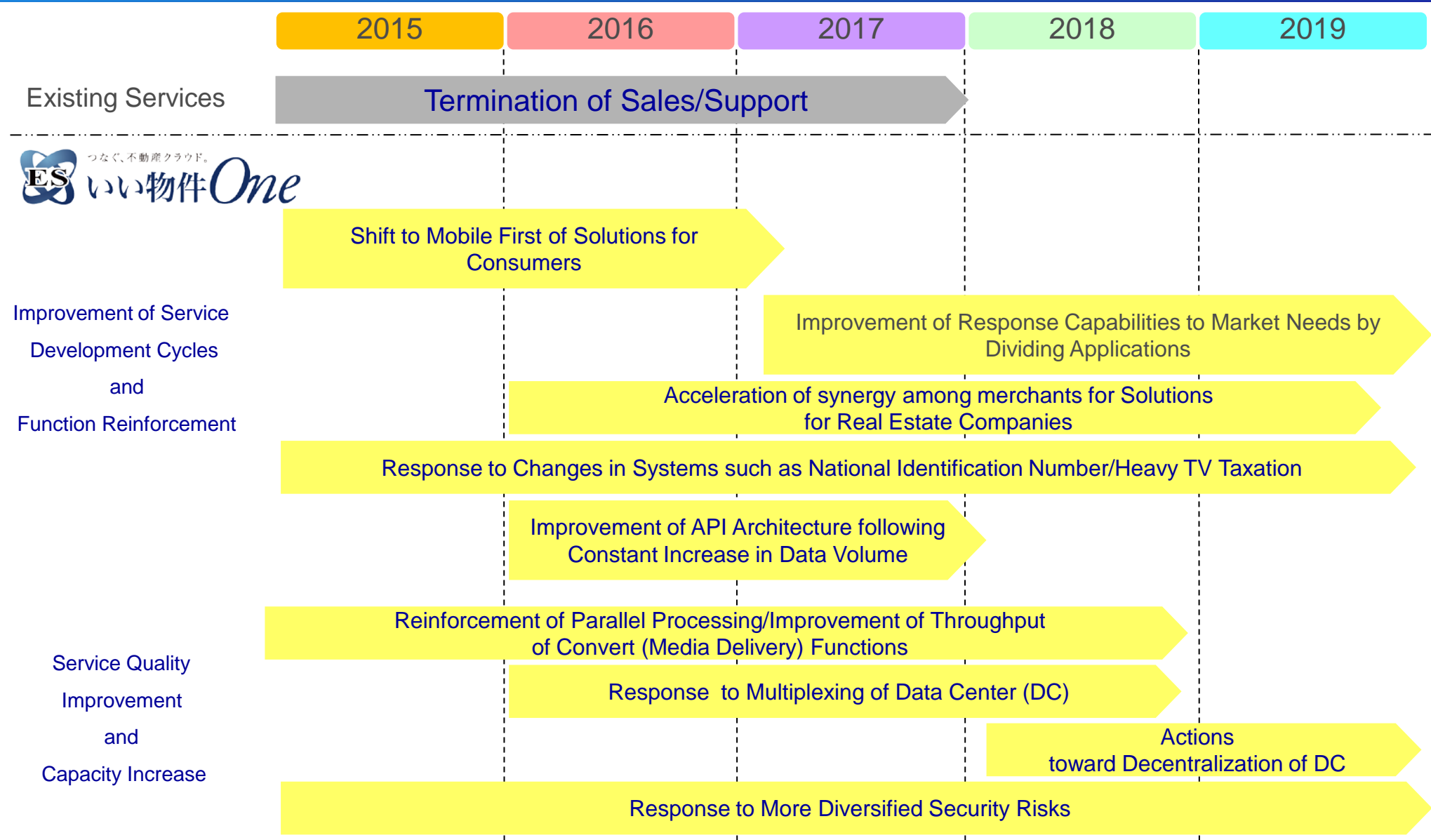
Enhancement of the compatibility with smartphones

Enhancement of the real estate search function and the SEO strategies

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

* Development and product launch schedule subject to change.

Outlook for Future Service Development Systems



*The above schedule is a plan at the present moment and is subject to change.



**All businesses of real estate
can be started from this window!**



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

Soliciting, Rent Management, and Repair Management are all Fully Covered (Lease)

Soliciting ①

Lease brokerage and agency businesses

To receive requests for solicitation

- To store transaction records

To advertise real estate

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

To respond to feedbacks

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

Contracts ②

To newly conclude lease contracts

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

Merits of conducting all tasks with a single system



All tasks are covered by Cloud!

Contract update To update lease contracts

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

Contract cancellation To cancel lease contracts

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

Rent collection To collect rents, etc.

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

To send money to outsourcers

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

To report to outsourcers

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

Operation and coordination To conclude and update contracts for management entrustment

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

To deal with inquiries, including requests for repair

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

To manage keys

Business administration

To manage sales, deposits and withdrawals

- Deposits and withdrawals
- Sales
- Journalization

To manage tasks

- Schedule
- ToDo
- Approval

Payment ③

Repair ④

Hosted by e-Seikatsu Co., Ltd. | Seminar to Support Real Estate World



Admission Free

One of the leading experts of the real estate world will be invited to hold this special seminar.
There are seldom chances like this. Come and join us!

“Review Meeting regarding How to Explain Important Matters Using IT”
A seminar is held by Lawyer Norikazu Kumagai, who is a committee member!

Date

Monday, June 29, 2015,
13:30 – 15:30 (Reception starts at 13:00)

Location

TKP Shinagawa Conference Center
Conference Room 8D
1 min. walk from Takanawa Exit, JR Shinagawa Station



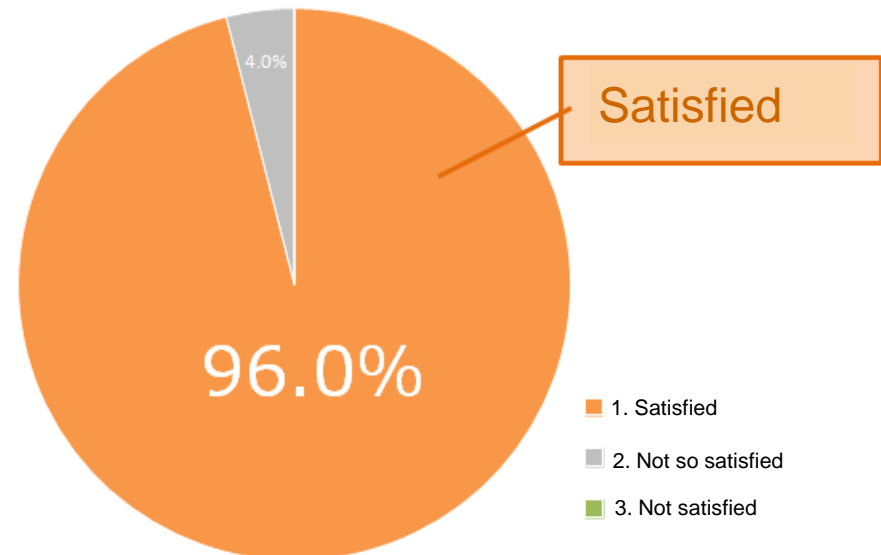
Feedback from Participants

A lot of feedback was given by the participants, and we would like to introduce some of them.



Questionnaire Results for “IT Re-explanation Seminar”

Q. Are you satisfied with this seminar?



Expand and grow our client base

To keep increasing clients by enriching the systems for the support for installation and clients

Improve sales and operation efficiency

To increase the average spending per client by improving additional values and lengthen the period of use by upgrading services

Future growth

To create information and commercial distribution in our platform (market place).



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

Mile stone/ Target indicators

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

4. Appendix

Financial Data

Business Outline

Financial Data

“ES e-Bukken One” License and User Numbers

(Unit: Number of services with payment started, companies)

ES e-Bukken One		2013						2014											2015						
		Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	Jun.
Rental Property (Leasing Management)	New	101	104	106	109	120	132	143	146	148	159	163	167	172	182	195	194	202	212	221	223	230	237	241	251
	Shift	68	71	77	81	79	84	85	94	98	103	107	116	124	141	150	160	167	173	219	232	234	242	249	261
Rental Property (Leasing Management) Total		169	175	183	190	199	216	228	240	246	262	270	283	296	323	345	354	369	385	440	455	464	479	490	512
One Management	New	-	-	0	0	5	10	18	20	20	25	29	29	33	43	52	57	64	73	78	80	80	88	92	104
	Shift	-	-	0	0	0	7	7	9	11	16	17	22	27	48	55	61	69	75	76	80	82	82	86	94
One Management Total		-	-	0	0	5	17	25	29	31	41	46	51	60	91	107	118	133	148	154	160	162	170	178	198
One Sales	New	68	66	71	74	78	93	96	92	96	101	100	101	101	107	111	118	126	125	128	131	134	140	148	153
	Shift	44	44	47	49	48	48	48	51	52	53	53	54	54	59	62	63	66	67	69	74	77	80	83	84
One Sales Total		112	110	118	123	126	141	144	143	148	154	153	155	155	166	173	181	192	192	197	205	211	220	231	237
Website	New	116	120	124	128	141	152	159	165	166	179	184	187	194	203	211	212	221	229	239	239	250	256	265	272
	Shift	83	87	94	96	93	95	97	109	111	112	116	125	132	148	157	168	175	181	194	205	209	216	221	230
Website Total		199	207	218	224	234	247	256	274	277	291	300	312	326	351	368	380	396	410	433	444	459	472	486	502
Companies		237	241	254	263	275	297	311	323	329	347	356	371	384	420	445	462	483	503	564	589	600	623	643	669

* “Shifts” are transfers from other services to the “ES e-Bukken One” service.

* Free accounts are not included in the above numbers.

* The total number of “One Rental (management option),” “One Rental (full-time management),” and “One Rental (rent management)” is expressed by “One Management.”

(Million yen)	FY2014				FY2015				FY2016			
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
Sales	454	461	451	452	450	452	476	473	457			
Gross Profit	314	302	279	281	284	292	308	296	288			
Gross Profit Margin	69.2%	65.5%	61.9%	62.2%	63.2%	64.8%	64.8%	62.7%	63.0%			
Operating Income	8	5	△23	△1	19	31	39	28	2			
Operating Income Margin	2.0%	1.1%	△5.3%	△0.3%	4.4%	7.0%	8.3%	6.1%	0.5%			
Recurring Income	8	6	△23	△1	20	32	38	29	2			
Recurring Income Margin	1.9%	1.5%	△5.3%	△0.3%	4.5%	7.1%	8.2%	6.2%	0.4%			
Extraordinary Income	—	—	—	—	—	—	—	—	—			
Extraordinary Loss	—	0	4	3	0	0	0	0	—			
Quarter Net Income	△1	△1	△25	△8	11	17	22	15	△1			
Net Income Margin	△0.3%	△0.4%	△5.7%	△1.8%	2.5%	3.9%	4.7%	3.3%	△0.3%			

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

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

* Figures are rounded down to the nearest million yen.

(Million yen)	FY2014				FY2015				FY2016			
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
Current Assets Total	635	619	573	564	526	578	613	660	567			
Non-Current Assets Total	1,311	1,329	1,339	1,352	1,349	1,335	1,333	1,313	1,298			
Assets Total	1,947	1,949	1,912	1,917	1,876	1,913	1,947	1,974	1,866			
Current Liabilities Total	274	288	274	282	264	293	319	343	264			
Non-Current Liabilities Total	115	105	107	113	99	90	75	63	59			
Liabilities Total	390	394	382	395	364	383	395	406	324			
Net Assets Total	1,556	1,555	1,529	1,521	1,512	1,529	1,552	1,567	1,542			
Liabilities & Net Assets Total	1,947	1,949	1,912	1,917	1,876	1,913	1,947	1,974	1,866			

* Figures are rounded down to the nearest million yen.

(Million yen)	FY2014				FY2015				FY2016			
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
CF from Operating Activities	103	154	63	70	132	162	145	145	38			
CF from Investing Activities	△82	△109	△95	△100	△115	△88	△97	△103	△94			
CF from Financing Activities	△71	△21	△8	△9	△28	△13	△10	△10	△32			
Net increase in cash and cash equivalents (△decrease)	△50	23	△40	△39	△11	60	37	31	△87			
Cash and Cash Equivalents (end of term)	502	526	485	446	434	495	533	564	477			

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

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

* Figures are rounded down to the nearest million yen.

Cloud Solution Business

		FY2014				FY2015				FY2016			
		1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
Cloud Service	Cloud Service	432	417	418	419	418	426	434	437	441			
	Turnkey services	389	375	376	377	376	384	393	396	407			
	Up-front revenue	11	10	12	6	9	14	18	15	18			
	Monthly recurring revenue	377	365	364	371	367	370	374	381	389			
	Non-turnkey services	42	42	41	41	41	41	41	41	33			
Network Solution	8	8	8	9	8	8	8	9	8				
Advanced-Cloud Service	Advanced-Cloud Service	13	34	23	23	22	17	32	25	7			
	Ad related services	11	9	8	8	8	7	7	6	6			
	System Development	2	25	14	15	14	9	25	19	1			
Sales Total	454	461	450	452	450	452	475	473	457				
COGS	COGS	139	158	171	171	165	159	167	176	169			
	SG & A	306	297	305	283	265	261	269	268	286			
Cost Total	446	456	476	454	431	421	437	445	456				
Operating Income	8	4	△26	△2	18	31	38	28	1				
Recurring Income	8	6	△26	△2	19	31	37	28	1				
Number of Cloud Service clients (Companies)	1,374	1,346	1,335	1,320	1,300	1,294	1,290	1,245	1,254				
Number of employees (Non-consolidated)	140	138	137	133	138	140	134	131	146				

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

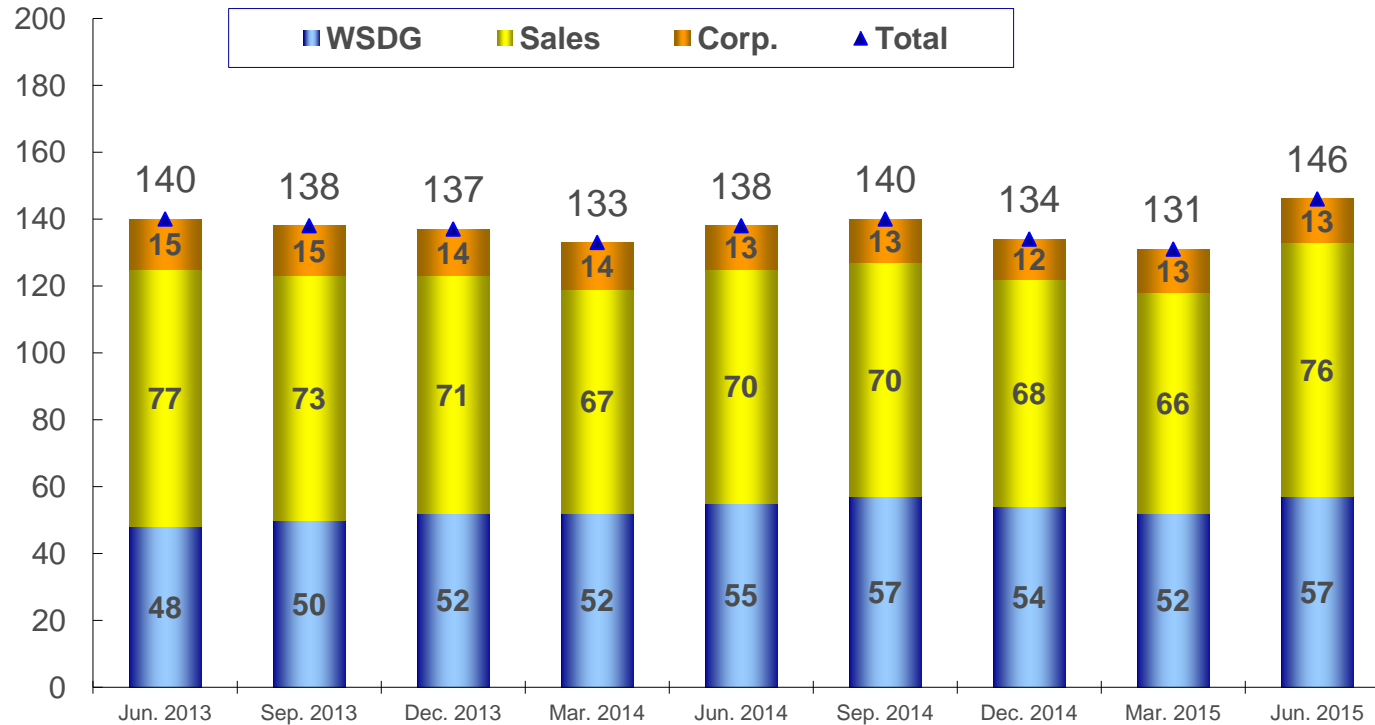
* Quarterly income figures are not audited (cumulative figures are audited).

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

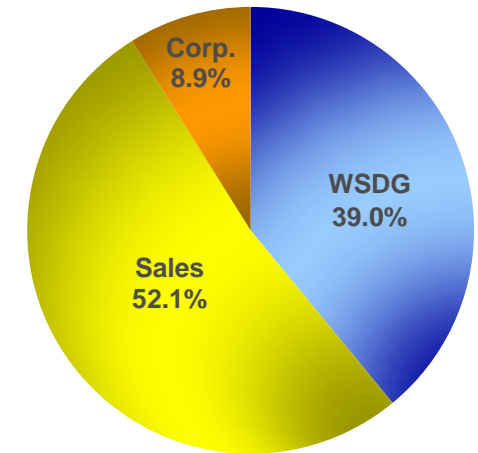
* Figures are rounded down to the nearest million yen.

Number of Employees

Unit: Employees



Number of Employees



Breakdown by Division
(June, 2015)

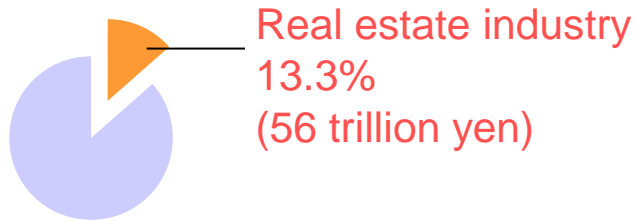
* Excluding directors, advisors, and part-time workers.

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

Business Outline

Focused on the Large Real Estate Industry

The real estate industry represents **13.3%**
(2013) of GDP (422 trillion yen (nominal))



Source: National Accounts for 2013 (GDP by economic activity)

Total real estate assets equals **1,681 trillion yen**
(2013)

Residential
349 trillion yen



Non-residential **211 trillion yen**



Land 1,120 trillion yen

Source: National Accounts for 2013 (National assets)



Number of homes
60.63 million units

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



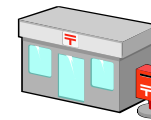
There are **122,685 real estate agencies**
(as of the end of Mar. 2015)

Source: Real Estate Transaction Improvement Organization



much more than...

Convenience stores
52,397 stores (March 2015)



Post offices
24,182 offices (As of the end of Mar 2015)

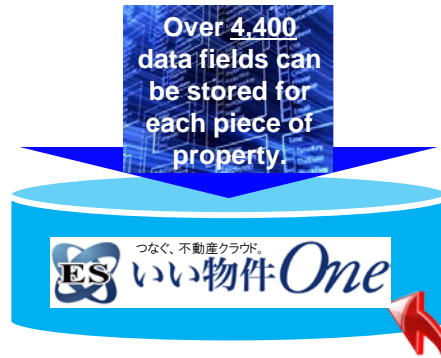
Source: JFA Convenience Store (monthly statistic report)
Source: Japan Post Network Co., Ltd.

**The number of potential clients
is enormous.**

The Real Estate Industry is an “Information Industry”

Utilizing a **database** is **essential** to succeed!

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




Diversified consumer needs!

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

Preferences 🔍 検索

- Pets allowed
- Open kitchen
- Designer
- School district
- Balcony
- Wood Flooring



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

It is indispensable to distribute fresh information through the Internet.



Use of **mobile devices** has become mainstream!

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

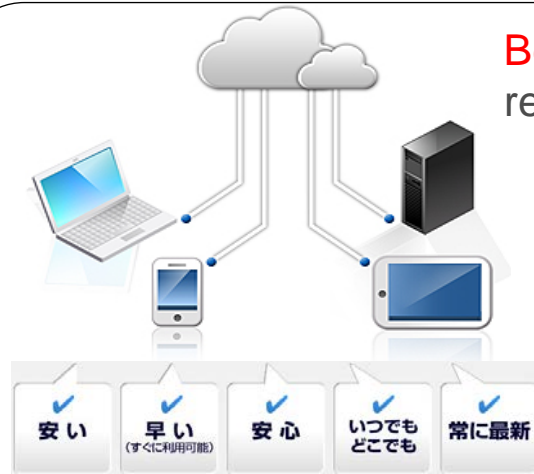


Real estate info is **the most suitable to databases**, among commercial ones!



Large Demand for More “**Safe**” and “**User-Friendly**” Databases

“Cloud Service” is Ideal for the Real Estate Industry



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

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

Real estate firms are scattered nationwide.

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

Work flow can be united into some patterns.

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

Cloud services specializing in real estate businesses are anticipated!

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

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

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

“To become indispensable information infrastructure for the real estate market, collecting all kinds of information on real estate.”

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

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

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

Swift cycle of “grasping needs → planning → development”

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

No bank borrowing and financially sound

Obtained “ISO/IEC20000-1:2011” (international standards) for improving our service level.

- ▶ 「ISO/IEC27001:2013」 (International standard of information security management system)
(Initial certification in August, 2006)
- ▶ 「ISO/IEC20000-1:2011」 (International standard of IT service management system)
(Initial certification in October, 2009)

Certified under the “Information Disclosure Certification Systems for Safety and Reliability of Cloud Services”

The Company’s “ES e-Bukken One” cloud service received certification under the “Information Disclosure Certification Systems for Safety and Reliability of Cloud Services” for disclosing information according to the guidelines released by the Ministry of Internal Affairs and Communications.

☆ Certification Date: December 16, 2014

☆ Certification Period: December 16, 2014 to December 18, 2016



0183-1412

(* “Information Disclosure Certification Systems for Safety and Reliability of Cloud Services”

The “Information Disclosure Certification Systems for Safety and Reliability of Cloud Services” was made by ASPIC (ASP/SaaS/Cloud Consortium) and FMMC (Foundation for MultiMedia Communications) following guidelines released by the Ministry of Internal Affairs and Communications. This certification system certifies that the necessary safety and reliability information is being disclosed and specific conditions met, to ensure companies and organizations considering cloud services can properly compare, evaluate and select providers and services.

Higher customer satisfaction with high quality services

Business and Revenue Breakdown

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

Company Profile

Established : January 21, 2000

Paid-in capital : 628 million 411 thousand 540 yen (As of the end of June 2015)

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

Relationship banks : The Bank of Tokyo-Mitsubishi UFJ, Ltd., Mizuho Bank, Ltd., Resona Bank, Ltd., Sumitomo Mitsui Banking Corporation, Sumitomo Mitsui Trust Bank, Limited, Mitsubishi UFJ Trust and Banking Corporation

of employees : 146 (As of the end of June 2015)



Governance System : Company with Audit Committee (from June 26, 2015)

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

Audit Corporation : The Kisaragi Audit Corporation

Offices :

(Headquarters) 2-32, Minamiazabu 5-chome, Minato-ku, Tokyo

(Osaka office) GRAND FRONT OSAKA TOWER A, 4-20 Ofukacho, Kita-ku, Osaka

(Fukuoka office) 11-17, Tenjin 1-chome, Chuo-ku, Fukuoka-shi, Fukuoka

(Nagoya office) 4-3, Nishiki 2-chome, Naka-ku, Nagoya-shi, Aichi



The real estate industry will grow with cloud services.

Statements made at the meeting or included in this document that are not historical facts are forward looking statements about the future performance of e-Seikatsu Co., Ltd.

You are cautioned that a number of factors could cause actual results to differ materially from those discussed in the forward looking statements.