

# **■ Contents**



# **■ Company Data**

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# **■** Financial Data

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# **Company Data**

# Overview



| [ Name ]                        | en-japan inc.  |
|---------------------------------|--|
| [ Establishment ]               | January 14, 2000   |
| [ Representative ]              | Michikatsu Ochi (Chairman) / Takatsugu Suzuki (President)  |
| [ Headquarters ]                | Shinjuku I-land Tower, 6-5-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo  |
| [ Total Stockholder's Equity ]  | JPY 14,064 million (as of end of Dec. 2009)  |
| [Stock Listing]                 | Nippon New Market "Hercules"   |
| [Fiscal Year ]                  | January 1 – December 31  |
| 【 Number of<br>Employees 】      | 634 (as of end of Dec. 2009)   |
| [ Number of Outstanding Shares] | 245,624 (as of end of Dec. 2009)   |
| [ Business Description ]        | <ul><li>(1) Internet job recruitment service</li><li>(2) Consultation on recruitment, employee education and personnel evaluation system</li></ul> |

# **■** History



| 1995 | Feb | Established Digital Media division in Nihon Brain Center Co., Ltd.  |
|------|-----|---|
|      | Jul | Set up the new graduate and mid-career recruitment site, [en] employment net  |
| 2000 | Jan | Spun off Digital Media division of Nihon Brain Center Co., Ltd. Established en-japan inc.   |
|      | Feb | Set up the collective site for job placement agencies, [en] Career Change Consultant  |
|      | Jul | Set up collective temporary staff services site, [en] Temporary Placement Info for the Tokyo metropolitan area  |
| 2001 | Jun | Listed on NASDAQ Japan Market of Osaka Securities Exchange  |
| 2002 | Aug | Started first video service in the industry   |
| 2003 | Oct | en-japan wins court case recognizing copyrights of its contents, an industry first!   |
| 2004 | Jun | Integrated Nihon Brain Center Co., Ltd.'s new graduate recruitment, education and evaluation business   |
| 2005 | Feb | Opened a dedicated site to casual positions that can be upgraded to full-time positions, [en] Part-time Jobs Plus   |
| 2006 | Jul | We invest in "Talent (Beijing) Alliance Technology Development, a Chinese Internet job site company, our first step in our overseas business expansion strategy |
| 2007 | Jul | [en] Career Change Info was selected as the No.1 site for the overall rating in "Career Change Job Site Survey 2007."   |
|      | Nov | Renewed the [en] Temporary Placement Info site.   |
| 2008 | Feb | Launched "[en] Part-time Jobs" a site which offers comprehensive information on part-time jobs.   |
|      | May | "[en] Career Change Info Mobile " Released.   |
|      | Jul | [en] Career Change Info was selected as the No.1 site for the overall rating in "Career Change Job Site Survey 2008."   |
|      |     | [en] Temporary Placement Info was Selected as No.1 as to User Satisfaction in the part time worker survey 3times in a row.                                      |
| 2009 | Feb | We form a business alliance with REVIC Global Co., Ltd.   |
|      | Mar | We form a capital tie-up with Relo Holdings, Inc.   |
|      | Jul | We form a business alliance with Wilson Learning Worldwide  |
|      |     | Opened NTT DoCoMo's official fee-based mobile site "Working Mobile"   |
|      |     | We form a capital and business alliance with Pharma Network Co., Ltd.   |
|      | Sep | We form a capital and business alliance with Lacras Corporation for launch of SaaS-type Personnel Outsourcing<br>Business.                                      |
|      | Oct | Began pre-launch activities for "[en] College" corporate members-only business training course.   |
|      | Dec | We launched a wedding hall information site<br>"[en] Green Wedding"   |

## **■ Stock Information**



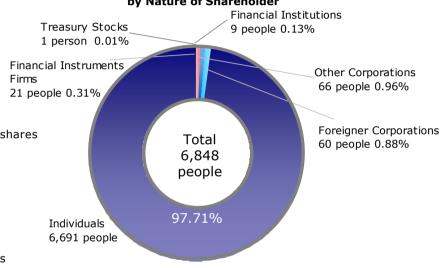
(shares) 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 1,375 6,500 19,500 118.115 238,909 240,490 242,956 245,338 241.812 245,624

Stock Information Shares outstanding at fiscal year-end (including treasury stock) Average number of shares 237,478 240,908 1,154 5,053 17,719 117,130 239,341 242,231 238,167 233,828 outstanding during the period

#### ■Number of Shares Categorized by Nature of **Shareholder (Shareholding Ratio)**

### Treasury Stocks Financial Institutions 12,500shares 9,167shares(3.73%) (5.09%)Financial Instruments Firms 801shares (0.33%) Other Corporations 71,741shares Total (29.21%)245,624 shares Individuals 102,892shares (41.89%)Foreigner Corporations 48,523shares (19.75%)

#### ■Number of Shareholders Categorized by Nature of Shareholder



(shares)

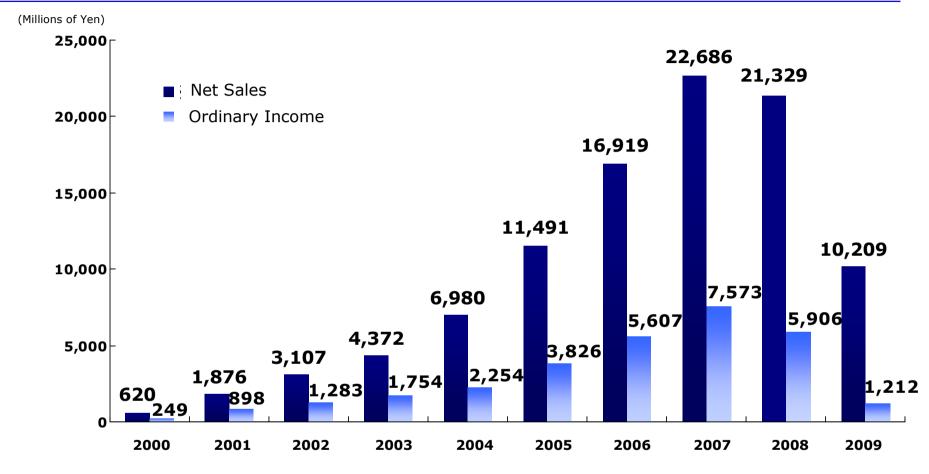
| Number of Shares Categorized by<br>Nature of Shareholder (Shareholding<br>Ratio) | 2000        | 2001          | 2002           | 2003           | 2004            | 2005            | 2006           | 2007           | 2008            | 2009            |
|--|-------------|---------------|----------------|----------------|-----------------|-----------------|----------------|----------------|-----------------|-----------------|
| Financial Institutions   | 20(1.45%)   | 764(11.75%)   | 3,002(15.40%)  | 15,750(13.33%) | 39,779(16.65%)  | 33,575(13.96%)  | 34,171(14.13%) | 20,598(8.48%)  | 6,285(2.56%)    | 9,167(3.73%)    |
| Financial Instruments Firms  | -           | 3(0.05%)      | 27(0.14%)      | 158(0.13%)     | 310(0.13%)      | 474(0.20%)      | 1,776(0.74%)   | 2,188(0.90%)   | 1,145(0.47%)    | 801(0.33%)      |
| Other Corporations   | 367(26.69%) | 1,528(23.51%) | 4,403(22.58%)  | 25,768(21.82%) | 53,075(22.22%)  | 59,641(24.80%)  | 72,929(30.16%) | 72,622(29.89%) | 72,507(29.55%)  | 71,741(29.21%)  |
| Foreigner Corporations   | -           | 191(2.94%)    | 1,071(5.49%)   | 9,920(8.4%)    | 29,533(12.36%)  | 39,573(16.45%)  | 38,312(15.84%) | 51,300(21.11%) | 48,369(19.72%)  | 48,523(19.75%)  |
| Individuals  | 988(71.85%) | 4,014(61.75%) | 10,997(56.39%) | 66,519(56.32%) | 116,212(48.64%) | 107,227(44.59%) | 94,624(39.13%) | 96,248(39.62%) | 110,032(44.85%) | 102,892(41.89%) |
| Treasury Stocks  | -           | _             | _              | _              | _               | _               | _              | -              | 7,000(2.85%)    | 12,500(5.09%)   |
| Total  | 1,375       | 6,500         | 19,500         | 118,115        | 238,909         | 240,490         | 241,812        | 242,956        | 245,338         | 245,624         |
| •  |             |               |                |                |                 |                 |                |                | -               | (people)        |

| Number of Shareholders Categorized by Nature of Shareholder | 2000 | 2001 | 2002  | 2003  | 2004  | 2005  | 2006  | 2007  | 2008  | 2009  |
|---|------|------|-------|-------|-------|-------|-------|-------|-------|-------|
| Financial Institutions                                      | 2    | 9    | 13    | 14    | 16    | 15    | 16    | 17    | 12    | 9     |
| Financial Instruments Firms                                 | -    | 1    | 1     | 9     | 12    | 10    | 23    | 27    | 18    | 21    |
| Other Corporations  | 7    | 10   | 26    | 54    | 37    | 57    | 77    | 67    | 73    | 66    |
| Foreigner Corporations                                      | _    | 4    | 9     | 23    | 47    | 79    | 87    | 87    | 67    | 60    |
| Individuals   | 15   | 110  | 1,503 | 3,693 | 3,644 | 5,103 | 6,652 | 6,806 | 8,127 | 6,691 |
| Treasury Stocks   | _    | _    | _     | -     | _     | _     | _     | _     | 1     | 1     |
| Total   | 24   | 134  | 1,552 | 3,793 |       |       | 6,855 |       |       | 6,848 |

# **E**inancial Data

# **■** Financial Results



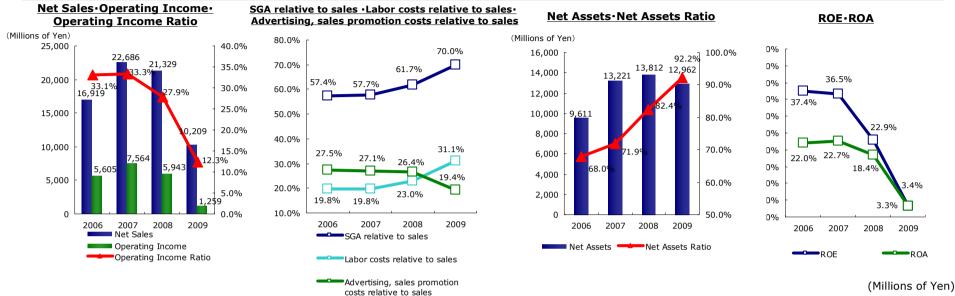


(Millions of Yen)

|                 | 2000 | 2001  | 2002  | 2003  | 2004  | 2005   | 2006   | 2007   | 2008   | 2009   |
|-----------------|------|-------|-------|-------|-------|--------|--------|--------|--------|--------|
| Net Sales       | 620  | 1,876 | 3,107 | 4,372 | 6,980 | 11,491 | 16,919 | 22,686 | 21,329 | 10,209 |
| Ordinary Income | 249  | 898   | 1,283 | 1,754 | 2,254 | 3,826  | 5,607  | 7,573  | 5,906  | 1,212  |

# **■** Key Financial Results

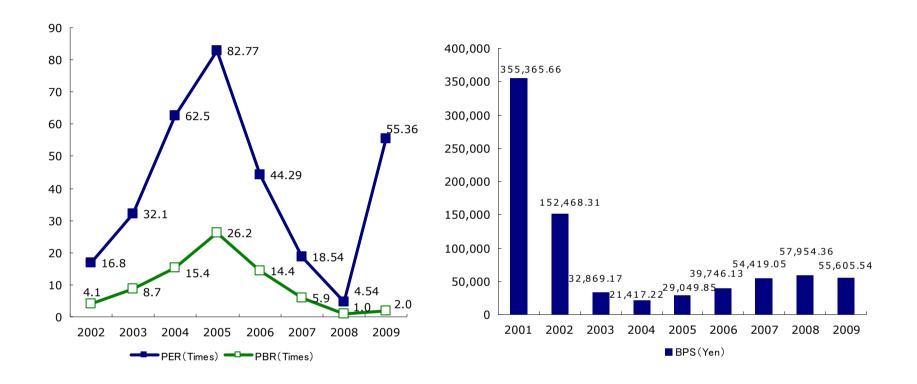




|  |       |        |       |        | costs rei | ative to s | aies  |        |       |         |        |        |        |        |        |        |        |         |        |         |
|--|-------|--------|-------|--------|-----------|------------|-------|--------|-------|---------|--------|--------|--------|--------|--------|--------|--------|---------|--------|---------|
| Main management indexes                              | 2000  | change | 2001  | change | 2002      | change     | 2003  | change | 2004  | change  | 2005   | change | 2006   | change | 2007   | change | 2008   | change  | 2009   | change  |
| Net Sales  | 620   |        | 1,876 | 202.6% | 3,107     | 65.6%      | 4,372 | 40.7%  | 6,980 | 59.7%   | 11,491 | 64.6%  | 16,919 | 47.2%  | 22,686 | 34.1%  | 21,329 | -6.0%   | 10,209 | -52.1%  |
| Sales amount gross profit ratio                      | 98.3% | _      | 98.6% | 0.3pt  | 98.2%     | -0.4pt     | 95.3% | -2.9pt | 91.8% | -3.5pt  | 90.5%  | -1.3pt | 90.5%  | 0.0pt  | 91.0%  | 0.5pt  | 89.5%  | -1.5pt  | 82.3%  | -7.2%   |
| Sales, General and Administrative Expenses           | 355   | _      | 917   | 158.3% | 1,747     | 90.5%      | 2,418 | 38.4%  | 4,163 | 72.2%   | 6,603  | 58.6%  | 9,710  | 47.1%  | 13,088 | 34.8%  | 13,155 | 0.5%    | 7,144  | -45.7%  |
| SGA relative to sales                                | 57.3% | _      | 48.9% | -8.4pt | 56.2%     | 7.3pt      | 55.3% | -0.9pt | 59.6% | 4.3pt   | 57.5%  | -2.1pt | 57.4%  | -0.1pt | 57.7%  | 0.3pt  | 61.7%  | 4.0pt   | 70.0%  | 8.3pt   |
| Labor costs relative to sales                        | 18.3% | _      | 16.1% | -2.2pt | 15.0%     | -1.1pt     | 14.5% | -0.5pt | 17.7% | 3.2pt   | 17.5%  | -0.2pt | 19.8%  | 2.3pt  | 19.8%  | 0.0pt  | 23.0%  | 3.2pt   | 31.1%  | 8.1pt   |
| Advertising, sales promotion costs relative to sales | 22.1% | _      | 22.8% | 0.7pt  | 22.8%     | 0.0pt      | 25.8% | 3.0pt  | 29.9% | 4.1pt   | 29.4%  | -0.5pt | 27.5%  | -1.9pt | 27.1%  | -0.4pt | 26.4%  | 0.7pt   | 19.4%  | -7.0pt  |
| Operating Income                                     | 254   | _      | 933   | 267.3% | 1,305     | 39.9%      | 1,749 | 34.0%  | 2,245 | 28.4%   | 3,791  | 68.9%  | 5,605  | 47.9%  | 7,564  | 35.0%  | 5,943  | -21.4%  | 1,259  | -78.8%  |
| Operating income ratio                               | 41.0% | _      | 49.7% | 8.7pt  | 42.0%     | -7.7pt     | 40.0% | -2.0pt | 32.2% | -7.8pt  | 33.0%  | 0.8pt  | 33.1%  | 0.1pt  | 33.3%  | 0.2pt  | 27.9%  | -5.4pt  | 12.3%  | -15.6pt |
| Ordinary Income                                      | 249   | _      | 898   | 260.6% | 1,283     | 42.9%      | 1,754 | 36.7%  | 2,254 | 28.5%   | 3,826  | 69.7%  | 5,607  | 46.5%  | 7,573  | 35.1%  | 5,906  | -22.0%  | 1,212  | -79.5%  |
| Ordinary Income ratio                                | 40.2% | _      | 47.8% | 7.6pt  | 41.3%     | -6.5pt     | 40.1% | -1.2pt | 32.3% | -7.8pt  | 33.3%  | 1.0pt  | 33.1%  | -0.2pt | 33.4%  | 0.3pt  | 27.7%  | -5.7pt  | 11.9%  | -15.8pt |
| Net Income   | 132   | _      | 464   | 251.5% | 663       | 42.9%      | 1,038 | 56.6%  | 1,253 | 20.7%   | 2,203  | 75.8%  | 3,105  | 40.9%  | 4,168  | 34.2%  | 3,090  | -25.9%  | 459    | -85.1%  |
| Net Income ratio                                     | 21.4% | _      | 24.7% | 3.3pt  | 21.3%     | -3.4pt     | 23.8% | 2.5pt  | 18.0% | -5.8pt  | 19.2%  | 1.2pt  | 18.4%  | -0.8pt | 18.4%  | 0.0pt  | 14.5%  | -3.9pt  | 4.5%   | -10.0pt |
| Total Assets   | 957   | _      | 2,772 | 189.7% | 3,712     | 33.9%      | 4,710 | 26.9%  | 7,067 | 50.0%   | 9,949  | 40.8%  | 14,129 | 42.0%  | 18,382 | 30.1%  | 16,769 | -8.8%   | 14,064 | -16.1%  |
| ROA  | 13.8% | _      | 16.7% | 2.9pt  | 17.9%     | 1.2pt      | 22.0% | 4.1pt  | 17.7% | -4.3pt  | 22.1%  | 4.4pt  | 22.0%  | -0.1pt | 22.7%  | 0.7pt  | 18.4%  | -4.3pt  | 3.3%   | -15.1pt |
| ROI  | 50.7% | _      | 48.2% | -2.5pt | 39.6%     | -8.6pt     | 41.7% | 2.1pt  | 38.3% | -3.4pt  | 45.0%  | 6.7pt  | 46.6%  | 1.6pt  | 46.6%  | 0.0pt  | 33.6%  | -13.0pt | 7.9%   | -25.7pt |
| Net Assets (Owners' Equity)                          | 717   | _      | 2,309 | 222.0% | 2,973     | 28.8%      | 3,882 | 30.6%  | 5,116 | 31.8%   | 6,986  | 36.6%  | 9,611  | 37.6%  | 13,221 | 37.6%  | 13,812 | 4.5%    | 12,962 | -6.2pt  |
| Net Asset Ratio                                      | 74.9% | _      | 83.3% | 8.4pt  | 80.1%     | -3.2pt     | 82.4% | 2.3pt  | 72.4% | -10.0pt | 70.2%  | -2.2pt | 68.0%  | -2.2pt | 71.9%  | 3.9pt  | 82.4%  | 10.5pt  | 92.2%  | 9.8pt   |
| ROE  | 18.5% | _      | 30.7% | 12.2pt | 25.1%     | -5.6pt     | 30.3% | 5.2pt  | 27.9% | -2.4pt  | 36.4%  | 8.5pt  | 37.4%  | 1.0pt  | 36.5%  | -0.9pt | 22.9%  | -13.6pt | 3.4%   | -19.5pt |
| Employee   | 38    | _      | 72    | 89.5%  | 103       | 43.1%      | 179   | 73.8%  | 374   | 108.9%  | 538    | 43.9%  | 879    | 63.4%  | 1,138  | 29.5%  | 1,094  | -3.9%   | 634    | -42.0%  |

# **■ Policy on Valuation**

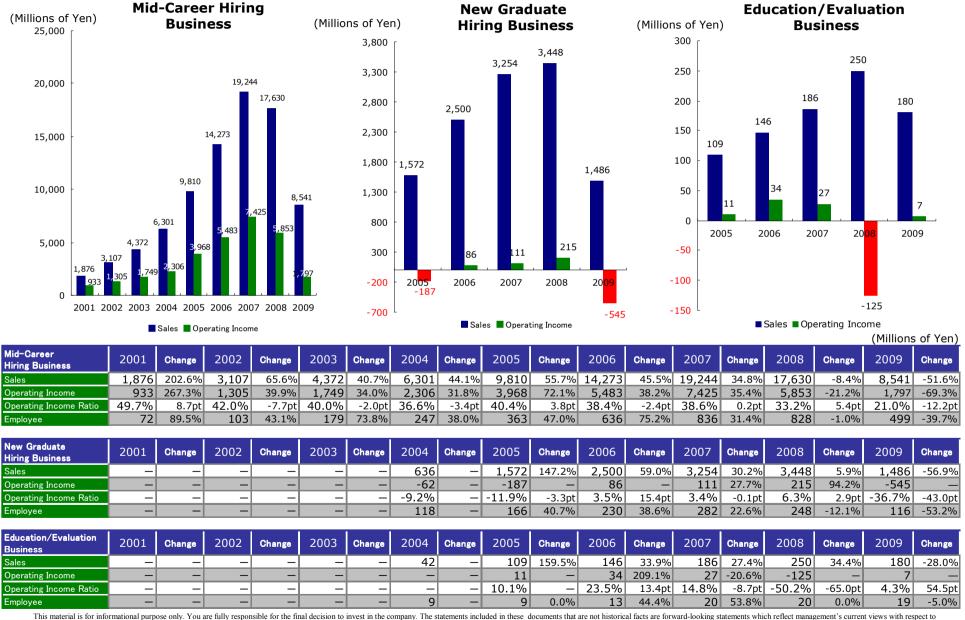




|                   | 2000       | 2001       | 2002       | 2003      | 2004      | 2005      | 2006      | 2007      | 2008      | 2009      |
|-------------------|------------|------------|------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| BPS(Yen)          | 521,884.91 | 355,365.66 | 152,468.31 | 32,869.17 | 21,417.22 | 29,049.85 | 39,746.13 | 54,419.05 | 57,954.36 | 55,605.54 |
| EPS(Yen)          | 114,897.53 | 91,883.04  | 37,431.87  | 8,868.57  | 5,277.44  | 9,205.85  | 12,892.66 | 17,209.57 | 12,977.66 | 1,965.24  |
| Dividends (Yen)   | _          | -          | 10,000     | 2,500     | 1,500     | 2,300     | 3,100     | 4,100     | 4,100     | 800       |
| Payout Ratio(%)   | _          | -          | 26.7       | 28.2      | 28.4      | 25.0      | 24.0      | 23.8      | 31.6      | 40.7      |
| Stock Price (Yen) | _          | 829,000    | 630,000    | 285,000   | 330,000   | 762,000   | 571,000   | 319,000   | 58,900    | 108,800   |
| PER (Times)       | _          | 9.0        | 16.8       | 32.1      | 62.5      | 82.77     | 44.29     | 18.54     | 4.54      | 55.36     |
| PBR(Times)        | _          | 2.3        | 4.1        | 8.7       | 15.4      | 26.2      | 14.4      | 5.9       | 1.0       | 2.0       |

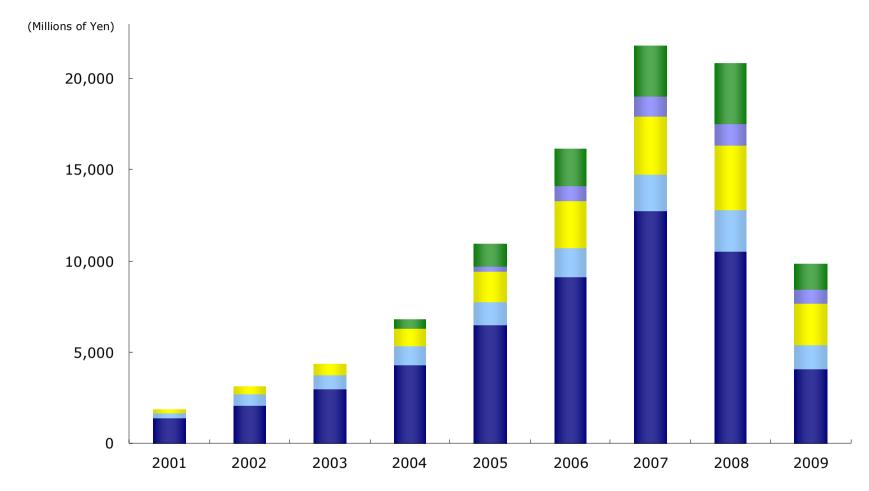
# **■** Financial Results for Each of Segments





## **■** Financial Results for Each of Websites





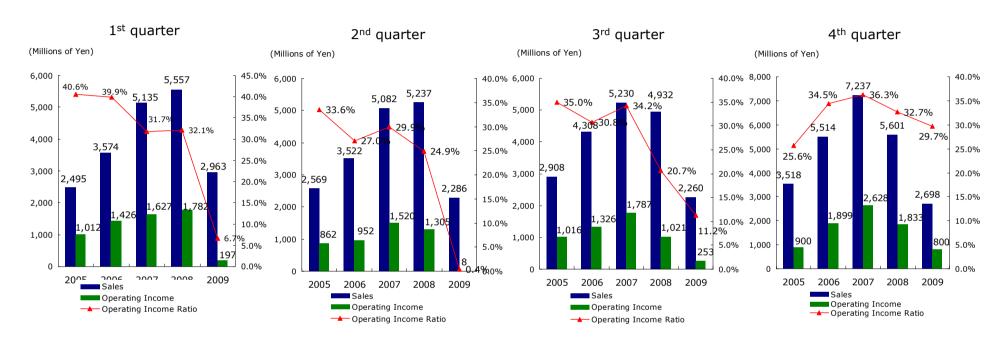
■ [en] Career Change Info ■ [en] Career Change Consultant ■ [en] Temporary Placement Info ■ [en] Part-Time Jobs ■ [en] Job Info for Students

(Millions of Yen)

| Sales                         | 2001  | Change | 2002  | Change | 2003  | Change | 2004  | Change | 2005  | Change | 2006  | Change | 2007   | Change | 2008   | Change | 2009  | Change |
|-------------------------------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|-------|--------|--------|--------|--------|--------|-------|--------|
| [en] Career Change Info       | 1,406 | 188.1% | 2,094 | 48.9%  | 2,960 | 41.4%  | 4,307 | 45.5%  | 6,520 | 51.4%  | 9,174 | 40.7%  | 12,737 | 38.8%  | 10,558 | -17.1% | 4,066 | -61.5% |
| [en] Career Change Consultant | 291   | 185.3% | 636   | 118.6% | 807   | 26.9%  | 1,010 | 25.2%  | 1,208 | 19.6%  | 1,557 | 28.9%  | 2,042  | 31.1%  | 2,248  | 10.1%  | 1,346 | -40.1% |
| [en] Temporary Placement Info | 179   | 517.2% | 376   | 110.1% | 605   | 60.9%  | 982   | 62.3%  | 1,694 | 72.5%  | 2,556 | 50.9%  | 3,181  | 24.5%  | 3,568  | 12.2%  | 2,304 | -35.4% |
| [en] Part-Time Jobs           | _     | _      | -1    | -1     | _     | _      | _     | _      | 299   | -      | 838   | 180.3% | 1,105  | 31.9%  | 1,165  | 5.4%   | 746   | -36.0% |
| [en] Job Info for Students    |       | _      |       | _      |       | _      | 500   | _      | 1,254 | 150.8% | 2,051 | 63.6%  | 2,751  | 34.1%  | 3,328  | 21.0%  | 1,396 | -58.0% |

# **■ Quarterly Financial Results**





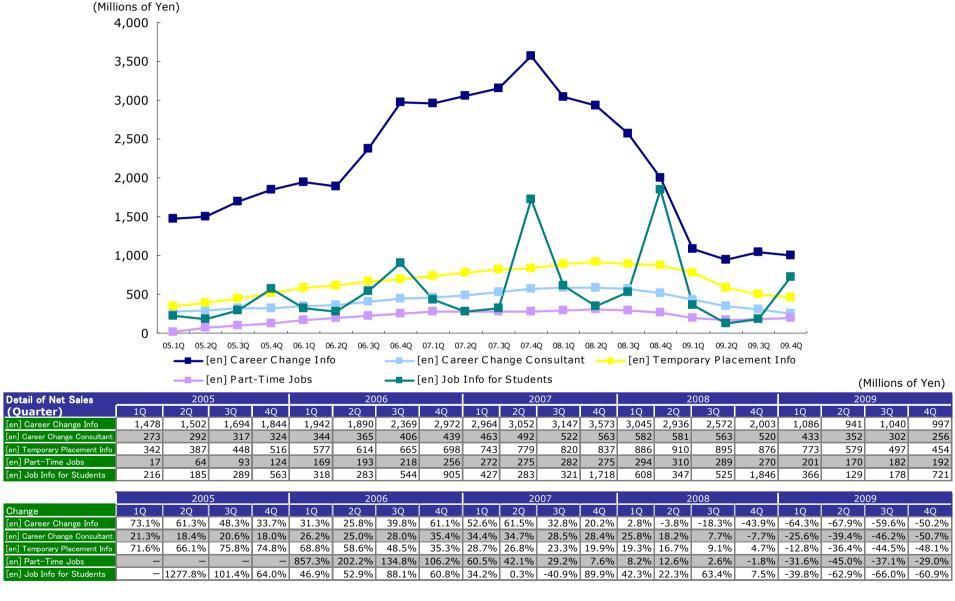
#### (Millions of Yen)

| Quarter Segment                     | 2005  |       |       |       |       | 200   | )6    |       |       | 20    | 07    |       |       | 20    | 800   |       |       | 200   | )9    |       |
|-------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Performance                         | 1Q    | 2Q    | 3Q    | 4Q    |
| Sales                               | 2,495 | 2,569 | 2,908 | 3,518 | 3,574 | 3,522 | 4,308 | 5,514 | 5,135 | 5,082 | 5,230 | 7,237 | 5,557 | 5,237 | 4,932 | 5,601 | 2,963 | 2,286 | 2,260 | 2,698 |
| Operating Income                    | 1,012 | 862   | 1,016 | 900   | 1,426 | 952   | 1,326 | 1,899 | 1,627 | 1,520 | 1,787 | 2,628 | 1,782 | 1,305 | 1,021 | 1,833 | 197   | 8     | 253   | 800   |
| Operating Income Ratio              | 40.6% | 33.6% | 35.0% | 25.6% | 39.9% | 27.0% | 30.8% | 34.5% | 31.7% | 29.9% | 34.2% | 36.3% | 32.1% | 24.9% | 20.7% | 32.7% | 6.7%  | 0.4%  | 11.2% | 29.7% |
| Ordinary Income                     | 1,012 | 871   | 1,026 | 915   | 1,429 | 932   | 1,338 | 1,906 | 1,634 | 1,538 | 1,782 | 2,618 | 1,763 | 1,311 | 1,039 | 1,791 | 186   | 10    | 232   | 757   |
| Income before Taxes and Adjustments | 1,012 | 856   | 951   | 990   | 1,423 | 926   | 1,338 | 1,902 | 1,630 | 1,533 | 1,774 | 2,389 | 1,754 | 765   | 1,039 | 1,777 | 186   | -291  | 132   | 758   |
| Net Income                          | 576   | 414   | 528   | 683   | 794   | 449   | 879   | 982   | 907   | 803   | 1,059 | 1,397 | 998   | 469   | 588   | 1,035 | 110   | -197  | 77    | 469   |

|                                     |       | 200    | 5     |       | 2006  |       |       |        |       | 20    | 07    |       |       | 2      | 800    |        |        | 20     | 09     |        |
|-------------------------------------|-------|--------|-------|-------|-------|-------|-------|--------|-------|-------|-------|-------|-------|--------|--------|--------|--------|--------|--------|--------|
| Change                              | 1Q    | 2Q     | 3Q    | 4Q    | 1Q    | 2Q    | 3Q    | 4Q     | 1Q    | 2Q    | 3Q    | 4Q    | 1Q    | 2Q     | 3Q     | 4Q     | 1Q     | 2Q     | 3Q     | 4Q     |
| Sales                               | 95.1% | 76.1%  | 56.2% | 47.8% | 43.2% | 37.1% | 48.1% | 56.7%  | 43.7% | 44.3% | 21.4% | 31.2% | 8.2%  | 3.1%   | -5.7%  | -22.6% | -46.7% | -56.3% | -54.2% | -51.8% |
| Operating Income                    | 85.7% | 148.2% | 71.9% | 18.3% | 40.9% | 10.5% | 30.5% | 111.0% | 14.1% | 59.6% | 34.8% | 38.3% | 9.5%  | -14.1% | -42.9% | -30.3% | -88.9% | -99.4% | -75.1% | -56.3% |
| Ordinary Income                     | 85.5% | 149.7% | 72.8% | 19.6% | 41.1% | 7.0%  | 30.5% | 108.3% | 14.4% | 64.9% | 33.1% | 37.3% | 7.9%  | -14.8% | -41.7% | -31.6% | -89.4% | -99.2% | -77.6% | -56.3% |
| Income before Taxes and Adjustments | 85.5% | 145.3% | 60.2% | 29.4% | 40.5% | 8.1%  | 40.7% | 92.2%  | 14.5% | 65.5% | 32.5% | 25.6% | 7.6%  | -50.1% | -41.4% | -25.6% | -89.4% | -      | -87.3% | -57.4% |
| Net Income                          | 78.0% | 107.9% | 52.2% | 78.6% | 37.9% | 8.4%  | 66.4% | 43.6%  | 14.2% | 78.8% | 20.5% | 42.3% | 10.0% | -41.6% | -44.5% | -6.6%  | -89.0% | -      | -86.8% | -54.7% |

# ■ Quarterly Financial Results for Each of Websites





# **■** Balance Sheets



(Thousand of Yen)

| (4                                   | 2000     | 2001      | 2002      | 2002      | 2004       | 2005       | 2006       | 2007        | <u> </u>   | and or ren)      |
|--------------------------------------|----------|-----------|-----------|-----------|------------|------------|------------|-------------|------------|------------------|
| (Assets)                             | 2000     | 2001      | 2002      | 2003      | 2004       | 2005       | 2006       | 2007        | 2008       | 2009             |
| Cash and Dansits                     | 758,651  | 2,328,370 | 2,562,642 | 3,310,300 | 4,569,364  | 5,565,531  | 6,173,772  | 8,003,825   | 8,657,204  | 6,214,449        |
| Cash and Deposits                    | 3,843    | 2,320,370 | 3,201     | 3,632     | 14,633     | 10,433     | 16,853     | 13,044      | 14,537     |                  |
| Notes Receivable Accounts Receivable | 137,798  | 276,022   | 467,759   | 523,264   | 990,165    | 1,473,310  | 2,275,791  | 2,639,824   | 2,016,797  | 4,452<br>975,941 |
| Inventory                            | 137,796  | 270,022   | 407,739   | 523,204   | 8,810      | 10,738     | 13,630     | 13,176      | 11,133     | 9,125            |
| Prepaid Expense                      | 3,089    | 9,433     | 19,237    | 15,302    | 50,869     | 163,666    | 224,044    | 246,081     | 295,050    | 159,437          |
| Deferred Tax Assets                  | 10,991   | 19,018    | 31,464    | 42,115    | 92,489     | 136,135    | 302,362    | 407,713     | 245,776    | 21,509           |
| Other                                | 695      | 326       | 42,394    | 2,382     | 11,112     | 25,546     | 31,598     | 23,014      | 45,228     | 1,335,421        |
| Reserve for Bad Debt                 | -1,086   | -5,363    | -7,126    | -7,133    | -10,593    | -16,626    | -33,772    | -21,849     | -48,520    | -13,844          |
| Total Current Assets                 | 913,983  | 2,627,807 | 3,119,574 | 3,889,866 | 5,726,851  | 7,368,735  | 9,004,281  |             |            | 8,706,494        |
| Fixed Assets                         | 313/303  | 2/02//00/ | 3/113/3/  | 3/333/333 | 37. 237032 | , ,555, 55 | 3/00 1/202 | 11/02 :/025 | 11/20//20/ | 37. 337.13.      |
| Tangible Fixed Assets                |          |           |           |           |            |            |            |             |            |                  |
| Buildings                            | -        | -         | -         | -         | -          | 119,856    | 110,705    | 146,307     | 161,139    | 108,141          |
| Building additional equipment        | 6,401    | 5,224     | 36,687    | 34,014    | 89,796     | -          | _          | _           | _          | _                |
| Structures                           | -        | -         | -         | -         | -          | -1         | -          | -           | 5,425      | _                |
| Equipment and Fixtures               | 5,360    | 13,090    | 71,074    | 176,642   | 195,017    | 597,749    | 515,356    | 505,003     | 376,782    | 407,550          |
| Lease Assets                         |          |           |           |           |            |            |            |             |            | 26,077           |
| Construction in Progress             | -        | -         | -         | -         | -          | 38,637     | 33,775     | 11,287      | 212,513    | _                |
| Total Tangible Fixed Assets          | 11,761   | 18,314    | 107,762   | 210,656   | 284,814    | 756,243    | 659,837    | 662,598     | 755,859    | 541,769          |
| Intangible Fixed Assets              |          |           |           |           |            |            |            |             |            |                  |
| Trademarks                           | -        | 338       | 1,983     | 2,051     | 2,140      | 3,090      | 4,165      | 5,831       | 5,390      | 4,823            |
| Software                             | 7,235    | 14,498    | 39,622    | 67,535    | 73,381     | 160,584    | 644,478    | 964,816     | 940,044    | 1,019,809        |
| Software under Development           | _        | -         | -         | -         | 95,287     | 142,195    | 199,591    | 115,736     | 142,795    | 54,532           |
| Telephone Subscription Rights        | 92       | 230       | 259       | 259       | 1,351      | 1,351      | 1,351      | 1,351       | 1,351      | 1,351            |
| Total Intangible Fixed Assets        | 7,327    | 15,066    | 41,864    | 69,846    | 172,161    | 307,222    | 849,587    | 1,087,735   | 1,089,581  | 1,080,517        |
| Investments and Other Assets         |          |           |           |           |            |            |            |             |            |                  |
| Investment Securities                |          | -         | _         | 76,800    | 82,400     | 25,000     | 340,019    | 730,885     | 625,575    | 1,154,030        |
| Stock in Affiliates                  |          |           |           |           |            |            | 571,594    | 571,594     | 30,000     | 520,968          |
| Claims in Bankruptcy                 | -        | -         | _         | -         | -          | -          | -          | 24,678      | 38,765     | 25,585           |
| Long-Term Prepaid Expense            | -        | -         | _         |           | _          | 271,338    | 195,039    | 131,764     | 48,123     | 8,278            |
| Deferred Tax Assets                  | 3,317    | 6,692     | 15,230    | 1,072     | 43,038     | 91,749     | 94,294     | 191,028     | 439,702    | 332,359          |
| Long-Term Deposits                   | _        | -         | 150,000   | 150,000   | 150,000    | 384,140    | 1,388,220  | 2,578,300   | 1,350,000  | 1,350,000        |
| Insurance Reserve                    | - 24 442 | 55,526    | 218,004   | 242,549   | 408,175    | 413,235    | 422,090    | 430,332     | 438,999    | -                |
| Deposit and Guarantees               | 21,443   | 48,863    | 60,038    | 69,692    | 199,930    | 331,890    | 604,378    | 672,996     | 712,598    | 338,954          |
| Other Dad Dah                        | -        | -         | -         | -         | -          |            |            | 24.670      | 41,930     | 31,086           |
| Reserve for Bad Debt                 | 24.762   | - 111 003 | 442.272   | -<br>-    | 002.545    | 1 517 255  | 2.645.627  | -24,678     | -38,765    | -25,585          |
| Total Investments and Other Assets   | 24,760   | 111,082   | 443,272   | 540,115   | 883,545    | 1,517,355  | 3,615,637  | 5,306,901   | 3,686,929  | 3,735,678        |
| Total Fixed Assets                   | 43,850   | 144,464   | 592,900   | 820,618   | 1,340,520  | 2,580,821  | 5,125,062  | 7,057,235   | 5,532,371  | 5,357,965        |
| Total Assets                         | 957,833  | 2,772,271 | 3,712,474 | 4,710,485 | 7,067,372  |            |            |             | 16,769,578 |                  |

## Balance Sheets



(Thousand of Yen)

(Liabilities) 2004 2005 2008 2009 2000 2001 2002 2003 2006 2007 Current Liabilities Accounts Pavable 588 62.730 72.564 131.022 38.226 761 6.530 2.907 12.542 79.979 Payments Due 68.562 141,246 268,624 322,316 705.511 1.023.714 1,459,616 1.484.451 1.014.703 552,473 Lease Liabilities 12,190 Accrued Expense 11.485 17,631 30,216 65,381 160.319 69,748 309,229 215,929 185.749 82,955 Corporate Taxes Payable 130.988 244.037 372,685 342,065 701.065 1,174,419 1,848,360 2,086,839 663.740 Consumption Taxes Payable 17,619 46,082 39.014 53.825 95,459 123,675 228,573 232,919 124,229 Advances Received 8.232 4.715 26.880 239.138 364.860 327.737 451.322 11.875 577.837 266,257 Deposits 2,594 8,094 10,206 14,056 34,299 42,831 79,122 129,124 128,455 54,105 Reserve for Bonuses 100,350 147.992 345,539 234,892 78,969 Reserve for Director Bonuses 8,800 6,300 22.737 Other 190 710 2.266 1.029 28.841 9.124 1.104 Total Current Liabilities 240,242 462,394 739,342 828.143 1,950,604 2.963.360 4.518.254 5,160,631 2.956.853 1.086.282 ong-term Liabilities Lease Liabilities 15,191 Total Long-term Liabilities 15,191 Total Liabilities 240,242 462,394 739,342 828,143 1.950.604 2.963.360 4.518.254 5.160.631 2.956.853 1.101.473 2003 2006 (Capital) 2000 2001 2002 2004 2005 2007 2008 2009 Capital 322,500 747,500 747,500 770,729 783,002 806,379 Capital surplus reserves 262,500 965,500 965,500 Capital reserves Capital surplus reserves 1,249,573 1,272,950 Total capital reserves 988,729 1,249,573 1,272,950 Other surplus funds Unappropriated earnings 132,591 596,876 1,260,132 Total other surplus funds 132.591 596.876 1.260.132 Retained earnings Unappropriated reserves Contingent reserves 2,000,000 Unappropriated earnings 2,103,907 3.061.894 2,906,867 Total retained earnings 2,103,907 3,061,894 4,906,867 Net unrealized gains on securities and other holdings 18.976 22,296 Total shareholder's equity 717.591 2,309,876 2.973.132 3.882.341 5.116.767 6.986.197 Total liabilities and shareholders' equity 957,833 9.949.557 2.772.271 3.712.474 4.710.485 7.067.372 (Net Assets) 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 Owners' Equity Paid-In Capital 841,221 932,780 965,246 968,495 Capital Surplus Capital Legal Reserve 1,307,790 1,399,348 1,431,811 1,435,060 Total Capital Surplus 1,307,790 1,399,348 1,431,811 1,435,060 Other Retained Earnings General Reserve 2,000,000 2,000,000 2,000,000 2,000,000 Retained Earnings Brought Forward 5,459,685 8,878,759 10,973,491 10,455,834 7.459.685 10.878.759 12.973.491 12,455,834 **Total Retained Earnings** Treasury Stock -1,553,757 -2,038,386 Total Owners' Equity 9,608,697 13,210,889 13,816,792 12,821,003 Valuation and Translation Adjustments Valuation Differences on Other Investment Securities 2.393 10.545 -4,066 141,982 Total Valuation and Translation Adjustments 2.393 10,545 -4.066 141.982 **Total Net Assets** 9,611,090 13,221,434 13,812,725 12,962,986 Total Liabilities and Net Assets 14.129.344 18.382.065 16.769.578 14.064.460

### Profit and loss statements

Loss on Sale of Fixed Assets

Loss on Disposal of Fixed Assets

Extraordinary Retirement Payments

Corporate, Resident and Enterprise Taxes

Total Corporate and Other Taxes

Corporate Tax Adjustment

Unappropriated earnings

249,271

130,988

-14,308

132,591

132,591

898,094

445.212

-11,402

464,285

132,591

596,876

1,283,294

641.023

-20,984

663,255

596,876

1,260,132

Office Relocation Expense

Costs related to Lawsuit Valuation Loss on Stock in Affiliates 2000

2001

2002



(Thousand of Yen)

2008

2009

578

124,206

85,095

11.971

29,999

24,263

236,184

785,413

94,514

231,369

459,529

Income Statements 21,329,443 620,652 1,876,910 3.107.491 4,372,559 6,980,678 11,491,772 16,919,926 22,686,137 10,209,242 Net Sales Cost of Sales 10,274 25,378 54,520 572,105 1.097.051 2.033.507 2,230,907 1.804.517 204,668 1.604.439 Gross Income 610,377 1,851,532 3.052.971 4.167.890 6.408.573 10.394.720 15.315.487 20.652.629 19.098.536 8,404,725 Sales, General and Administrative Expens Advertising & Promotions Expense 137,048 428,244 707,295 1.107.395 2.056.354 3.304.991 4.551.332 6.062.752 5.586.559 1.934.944 Executive Salaries 10,200 26,700 47,320 47,320 49,980 55,905 57,000 57,000 80,316 59,600 Employee Salaries 64.849 170.599 273.090 435,120 877.946 1,382,170 2,179,810 2.904.748 3.283.736 2,502,551 Bonuses 28,206 49,136 65,060 67,531 152,701 210,941 538,155 668,914 690,552 99,265 Reserve for Bonuses 85,488 126,311 298,551 204,552 78,005 役員賞与引当金繰入額 8,800 6,300 Legal Fringe Benefits 7.796 24,990 38,563 65,936 117.722 210,989 357,882 443.187 524,736 343,600 Commission Expense 26,235 47,634 92.911 63,683 114,206 175.893 264,005 308,241 393,066 304,863 Rent 12,271 31,754 50,729 135,187 224,950 344,714 477,882 837,165 907,683 781,311 100.385 Commissions on Payments 197,749 203,905 115.034 88,020 126,843 121.026 79,884 11.523 23,365 47,184 32,026 32,199 51,473 100,178 163.078 163,888 180.096 Depreciation Expense Reserve for Bad Debt 3.028 4.831 5.122 2.967 3.909 6.032 17.741 19.514 50.908 15.900 54,930 110.582 222,540 256,984 418.217 686,379 930.524 1.191.815 1.148.238 Other 764,963 254,467 933,691 1,305,402 1.749.830 2,245,350 3,791,720 5,605,476 7.564.516 5.943.271 1,259,737 Operating Income Non-Operating Income 14.218 23,486 Interest Received 657 1,171 1,179 1.091 7,880 27,916 36,307 20 Dividends Received 800 18,500 4,021 6,758 959 2.255 1,151 95 Commissions Received 3.593 Foreign exchange gains 4,288 18,537 1.254 11.376 11.250 15.034 17,284 Miscellaneous Income 27 64 684 1,864 4,840 Non-Operating Expenses New share issuance fees 2.544 14,366 3,646 2,120 1,179 Fixed asset liquidation loss 2,700 390 500 450 Interest Expense 95 20,387 Foreign Exchange Loss 10,527 14,324 1,969 Loss on LLP Investment 14,015 13,831 53,689 73,051 Contribution for Hiring of Elderly and Handica 7,600 7,800 8,750 Loss on Termination of Lease Agreemen 27,088 Miscellaneous Expense 1,541 12 7,647 707 12,719 3,991 249,271 898,094 1,283,294 1.754.294 2,254,671 3,826,122 5,607,055 7,573,073 5,906,282 1,212,905 Ordinary Income Extraordinary Income A loan loss reserve return case Fixed assets sale gain Refund from Cancellation of Insurance 84,807 Gain on Transfer of Business 6,281 Securities liquidation profit 81,308 Extraordinary Loss

2004

2003

2005

66.171

29,976

3,811,282

1.685.000

2,203,336

2,906,867

-77,053

703.531

11.404

4,633

5,591,017

2,655,487

-170,414

3,105,944

2006

2007

17,117

50.105

16,727

11.954

49,999

99,959

7,327,216

3.366.205

-207 680

4,168,691

21.619

6,838

527,154

19,979

5,336,961

2.322.818

3,090,851

-76,708

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2,254,671

1,096,015

1,253,275

1,808,619

3,061,894

-94,618

10.348

1,743,945

1,038,775

1,065,132

2,103,907

714,687

-9,516

# **■** Cash flow statements



(Thousand of Yen)

| Statements of Cash Flows                                       | 2000     | 2001     | 2002      | 2003      | 2004      | 2005       | 2006       | 2007       | 2008        | 2009       |
|--|----------|----------|-----------|-----------|-----------|------------|------------|------------|-------------|------------|
| Cash Flows from Operating Activities                           |          | <u> </u> | •         | •         |           |            |            |            |             |            |
| Income before Taxes and Adjustments                            | 249,271  | 898,094  | 1,283,294 | 1,743,945 | 2,254,671 | 3,811,282  | 5,591,017  | 7,327,216  | 5,336,961   | 785,413    |
| Depreciation Expense   | 11,523   | 23,365   | 47,184    | 97,451    | 223,585   | 381,625    | 481,635    | 653,802    | 794,754     | 868,738    |
| Decrease loss  | -        | -        | -1        | -         | -         | -          | -          | 99,959     | -           | _          |
| Change in Reserve for Bad Debt (Decrease: —)                   | 1,086    | 4,277    | 1,762     | 7         | 3,459     | 6,032      | 17,146     | 12,755     | 40,757      | -47,856    |
| Change in Reserve for Bonuses (Decrease: -)                    | -        | -        | -         | -         | -         | 100,350    | 47,641     | 197,547    | -110,647    | -155,922   |
| Change in Reserve for Director Bonuses (Decrease: -)           | -        | -        | -         | -         | -         | -          | 8,800      | -2,500     | -6,300      | -          |
| Interest Received  | -20      | -657     | -1,171    | -1,179    | -1,091    | -7,880     | -14,218    | -27,916    | -36,307     | -23,486    |
| Dividends Received   |          | -        | -         | _         | -800      | -          | -          | -          | -           | -18,500    |
| Foreign Exchange Loss/Gain (Gain: —)                           | _        | -        | -         | -         | -         | -18,537    | -4,288     | 10,527     | 14,324      | 1,969      |
| Loss/Gain on LLP Investment (Gain: —)                          | _        | -        | -         | -         | -         | -          | 14,015     | 13,831     | 53,689      | 73,051     |
| Investment securities sale gain                                | -        | -        | -         | -         | -         | -81,308    | -          | -          | -           | _          |
| Valuation Loss on Investment Securities (Gain: -)              | _        | -        | -         | -         | -         | -          | -          | 49,999     | 19,979      | 24,263     |
| Valuation Loss on Stock in Affiliates                          | -        | -        | -         | -         | -         | -          | -          | -          | 527,154     | 29,999     |
| Gain on Sale of Fixed Assets                                   | -        | -        | -         | -         | _         | -          | _          | -6         | _           | _          |
| Loss on Sale of Fixed Assets                                   | -        | -        | -         | -         | -         | -          | -          | 17,117     | 8           | 578        |
| Loss on Disposal of Fixed Assets                               | 2,700    | 390      | 500       | 10,348    | -         | 66,621     | 11,404     | 50,105     | 21,619      | 124,206    |
| The insurance cancellation of a contract is disadvantageous    | -        | -        | 20,387    | _         | -         | -          | -          | -          |             |            |
| Gain on Transfer of Business Extraordinary Retirement Payments | _        | _        | _         | _         | _         | _          | _          | _          | -6,281<br>— | 236,184    |
| Insurance refund   | -        | -        | _         | -         | -         | -          | -          | -          | -           | -84,807    |
| Change in Accounts Receivable (Increase: -)                    | -141,641 | -134,380 | -194,938  | -55,935   | -337,946  | -478,945   | -808,900   | -360,223   | 621,533     | 1,050,940  |
| Change in Accounts Payable (Decrease: -)                       | 761      | -173     | 5,942     | -3,622    | -2,126    | 50,187     | 17,249     | -7,415     | 58,458      | -92,796    |
| Change in Payments Due (Decrease: -)                           | 62,099   | 71,801   | 47,872    | -16       | 297,486   | 317,669    | 305,895    | 141,705    | -467,161    | -518,382   |
| Change in Other Current Assets (Increase: —)                   | -3,785   | -5,974   | -51,872   | 43,945    | -14,927   | -390,420   | 11,237     | -7,758     | -70,355     | -120,470   |
| Change in Other Current Liabilities (Decrease: -)              | 39,930   | 36,592   | 14,979    | 69,351    | 322,340   | 103,511    | 385,837    | 207,596    | -223,339    | -531,269   |
| Change in Other Fixed Assets (Increase: —)                     |          |          |           | _         |           |            |            | 38,596     | 69,107      | 53,054     |
| Subtotal   | 221,924  | 893,335  | 1,173,939 | 1,904,296 | 2,744,652 | 3,860,190  | 6,064,474  | 8,414,939  | 6,637,956   | 1,654,908  |
| Interest and Dividends Received                                | 20       | 657      | 1,171     | 1,179     | 1,891     | 5,490      | 8,267      | 22,718     | 32,434      | 45,542     |
| Corporate Taxes Paid   | -        | -332,162 | -512,374  | -745,308  | -737,014  | -1,244,497 | -1,996,023 | -3,143,891 | -3,733,585  | -1,769,552 |
| Extraordinary Retirement Payments                              | -        | -        | -1        | -         | -         | -          | -          | -          | -           | -236,184   |
| Cash Flows from Operating Activities                           | 221,944  | 561,830  | 662,736   | 1,160,167 | 2,009,528 | 2,621,183  | 4,076,717  | 5,293,767  | 2,936,805   | -305,285   |

# **■** Cash flow statement



(Thousand of Yen)

|   | 2000    | 2001      | 2002      | 2003      | 2004      | 2005       | 2006       | 2007       | 2008       | 2009       |
|---|---------|-----------|-----------|-----------|-----------|------------|------------|------------|------------|------------|
| Cash Flows from Investing Activities                    |         |           |           |           |           |            |            |            |            |            |
| The expenditure by the deposit of the fixed deposit     | -       | -         | -150,000  | -         | -         | -215,760   | -1,000,000 | -1,200,000 | -          | _          |
| Cash from Redemption of Time Deposits                   | _       | -         | -         | _         | -         | -          | -          | -          | 228,300    | 1,000,000  |
| Cash used for Purchase of Investment Securities         | _       | -         | -         | -44,800   | _         | -25,000    | -325,000   | -469,950   | -30,000    | -387,500   |
| Cash Provided from Sale of Investment Securities        | _       | -         | -         | _         | -         | 126,108    | -          | 29,000     | 37,000     | 8,018      |
| Cash used for Purchase of Stock in Affiliates           | -       | -         | -         | -         | -         | -          | -571,594   | -          | -30,000    | -520,968   |
| Cash used for Purchase of Tangible Fixed Assets         | -9,673  | -10,519   | -32,546   | -145,688  | -91,371   | -713,803   | -152,257   | -362,879   | -323,464   | -123,323   |
| Cash Provided from Sale of Tangible Fixed Assets        | -       | -         | -         | -         | -         | -          | -          | 15,300     | 8          | 20         |
| Cash used for Purchase of Intangible Fixed Assets       | -17,176 | -26,645   | -51,878   | -39,476   | -183,174  | -341,026   | -658,367   | -833,617   | -620,409   | -561,010   |
| Cash used for Deposit Guarantees                        | -21,443 | -27,419   | -11,174   | -9,654    | -44,464   | -246,436   | -283,177   | -90,819    | -39,674    | -30,651    |
| Cash Provided from Return of Deposit and Guarantees     | -       | -         | -         | _         | 303       | 114,476    | 10,689     | 22,201     | 71         | 404,296    |
| Cash used for Accumulation of Insurance Reserve         | -       | -55,526   | -249,276  | -24,979   | -162,063  | -8,647     | -8,921     | -8,666     | -8,666     | -1,391     |
| Cash Provided from Cancellation of Insurance Reserve    | _       | -         | 66,411    | _         | -         | -          | 691        | 424        | -          | 525,198    |
| Cash used for Loan Extensions                           | _       | -         | -         | _         | _         | -4,099     | -          | -1,020     | -3,190     | _          |
| Cash Provided from Loan Repayments                      | -       | -         | -         | -         | -         | -          | 1,065      | 978        | 1,481      | 15,906     |
| Cash Flows from Investing Activities                    | -48,293 | -120,111  | -428,464  | -264,599  | -480,770  | -1,314,189 | -2,986,871 | -2,899,046 | -788,544   | 328,593    |
| Cash Flows from Financing Activities                    |         |           |           |           |           |            |            |            |            |            |
| Cash Provided by Issuance of Stock                      | 585,000 | 1,128,000 | -         | 46,458    | 24,545    | 46,754     | 69,682     | 183,117    | 64,928     | 6,497      |
| Cash used for Purchase of Treasury Stock                | _       | -         | -         | _         | -         | -          | -          | -          | -1,553,757 | -484,629   |
| Cash used for Dividend Payments                         | _       | -         | -         | -194,368  | -294,240  | -357,738   | -551,495   | -747,178   | -994,238   | -974,085   |
| Cash used for Repayment of Lease Obligations            | -       | -         | -         | -         | -         | -          | -          | -          | -          | -13,847    |
| Cash Flows from Financing Activities                    | 585,000 | 1,128,000 | -         | -147,909  | -269,694  | -310,984   | -481,813   | -564,060   | -2,483,066 | -1,466,064 |
| Translation Adjustment for Cash and Cash Equivalents    | -       | -         | -         | -         | -         | 157        | 208        | -607       | -11,814    | 1          |
| Net Increase in Cash and Cash Equivalents (Decrease: —) | 758,651 | 1,569,719 | 234,271   | 747,658   | 1,259,063 | 996,167    | 608,241    | 1,830,052  | -346,620   | -1,442,755 |
| Cash and Cash Equivalents, Beginning of Period          | -       | 758,651   | 2,328,370 | 2,562,642 | 3,310,300 | 4,569,364  | 5,565,531  | 6,173,772  | 8,003,825  | 7,657,204  |
| Cash and Cash Equivalents, End of Period                | 758,651 | 2,328,370 | 2,562,642 | 3,310,300 | 4,569,364 | 5,565,531  | 6,173,772  | 8,003,825  | 7,657,204  | 6,214,449  |