## FY12/ 08

## Earnings Announcement Meeting

February 13, 2009
en-japan inc.
(Stock Code:4849)

## ＜Important Note＞

Change in Website Sales Classification


In the past，Sales of＂Hiring Outsourcing Products＂under the＂Mid－Career Hiring Business＂and＂New Graduate Hiring Business＂included in＂Other＂category under the＂Mid－Career Hiring Business＂and＂New Graduate Hiring Business＂ each with sales of＂test＂．However，these＂Hiring Outsourcing Products＂are strongly tied to the site＇s products． Accordingly，Sales of＂Mid－Career Hiring Outsourcing Products＂will be included in＂［en］Career Change Info＂site sales and Sales of＂New Graduate Hiring Outsourcing Products＂will be included in＂［en］Job Info for Students＂site sales beginning this period．

In addition，Beginning this period，＂［en］高校生（koukousei）＂revenues will be recorded in＂Education／Evaluation
Business，Other．＂

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# - FY12/ 08 Operating Results Summary <br> 4 

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FY12/ 08

## Operating Results Summary

## FY12/ 08 Operating Results Highlights and Topics

## Operating Results Highlights

<Market Environment>The economy entered a serious recession during the second half of the fiscal year, with many employers reducing workforce levels and/ or rescinding job offers to new graduates.
<Net Sales> $¥ 21.32$ billion ( $-6.0 \%$ )
A major deceleration during the second half of the fiscal year resulted in a year-on-year non-consolidated decrease of 5.7\% for Q3 and 22.6\% for Q4.
<Ordinary Income> $¥ 5.90$ billion ( $-22.0 \%$ )
Despite cuts in Advertising \& Sales Promotion and other expenses, the company was not able to offset revenue declines, resulting in reduced income.

$-5-$

## FY12/ 08 Income Statement (Companywide)

FY12/ 07

|  | (million yen) | \% of sales | \% Yoy change | (million yen) | \% of sales | $\begin{aligned} & \text { \% Yoy } \\ & \text { change } \end{aligned}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net Sales | 22,686 | 100.0\% | 34.1\% | 21,329 | 100.0\% | -6.0\% |
| Cost of Sales | 2,033 | 9.0\% | 26.7\% | 2,230 | 10.5\% | 9.7\% |
| Personnel | 824 | 3.6\% | 30.3\% | 813 | 3.8\% | -1.4\% |
| Other | 1,209 | 5.3\% | 24.4\% | 1,417 | 6.6\% | 17.3\% |
| Gross Profit | 20,652 | 91.0\% | 34.8\% | 19,098 | 89.5\% | -7.5\% |
| SGA(Sales, general \&administrative) | 13,088 | 57.7\% | 34.8\% | 13,155 | 61.7\% | 0.5\% |
| Personnel | 4,494 | 19.8\% | 33.9\% | 4,914 | 23.0\% | 9.3\% |
| Advertising, sales promotion | 6,140 | 27.1\% | 32.2\% | 5,636 | 26.4\% | -8.2\% |
| Other | 2,454 | 10.8\% | 43.7\% | 2,604 | 12.2\% | 6.2\% |
| Operating income | 7,564 | 33.3\% | 34.9\% | 5,943 | 27.9\% | -21.4\% |
| Ordinary income | 7,573 | 33.4\% | 35.1\% | 5,906 | 27.7\% | -22.0\% |
| Net income | 4,168 | 18.4\% | 34.2\% | 3,090 | 14.5\% | -25.9\% |

## FY12/ 08 Transition of Quarter Performance

While the first half surpassed FY12/ 08 figures, the Company struggled during the second half, suffering the effects of the recession



## Ordinary income

## FY12/ 08 Revised Plan vs. Actual



Ordinary income

Ordinary income overperformed revised plans by $¥ 0.1$ billion ( $+1.8 \%$ )

FY12/ 08

|  | FY12/ 07 |  |  | FY12/ 08 |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | (million yen) | \% of sales | $\begin{aligned} & \text { \% YOY } \\ & \text { change } \end{aligned}$ | (million yen) | \% of sales | \% Yoy change |
| Net Sales | 19,244 | 100.0\% | 34.8\% | 17,630 | 100.0\% | -8.4\% |
| Cost of Sales | 1,251 | 6.5\% | 21.8\% | 1,424 | 8.1\% | 13.9\% |
| Gross Profit | 17,993 | 93.5\% | 35.8\% | 16,206 | 91.9\% | -9.9\% |
| SGA(Sales, general \&administrative) | 10,567 | 54.9\% | 36.1\% | 10,352 | 58.7\% | -2.0\% |
| Personnel | 3,280 | 17.0\% | 37.8\% | 3,580 | 20.3\% | 9.1\% |
| Advertising, sales promotion | 5,455 | 28.4\% | 32.8\% | 4,870 | 27.6\% | -10.7\% |
| Other | 1,832 | 9.5\% | 43.9\% | 1,901 | 10.8\% | 3.8\% |
| Operating income | 7,425 | 38.6\% | 35.4\% | 5,853 | 33.2\% | -21.2\% |
| Ordinary income | 7,434 | 38.6\% | 35.5\% | 5,816 | 33.0\% | -21.8\% |
| - Mid-Career Hiring Business: |  |  | [en] Career Change Info, [en] Career Change Consultant, [en] Temporary Placement Info, [en] Part-time Jobs, other mid-career hiring related |  |  |  |
| -10- |  |  |  |  |  |  |


|  | FY12/ 07 |  |  | FY12/ 08 |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | (million yen) | \% of sales | \% YOY change | (million yen) | \% of sales | \% YOY change |
| Net Sales | 3,254 | 100.0\% | 30.2\% | 3,448 | 100.0\% | 5.9\% |
| Cost of Sales | 762 | 23.4\% | 36.1\% | 743 | 21.6\% | -2.5\% |
| Gross Profit | 2,492 | 76.6\% | 28.5\% | 2,704 | 78.4\% | 8.5\% |
| SGA(Sales,general \&administrative) | 2,381 | 73.2\% | 28.6\% | 2,489 | 72.2\% | 4.5\% |
| Personnel | 1,119 | 34.4\% | 23.6\% | 1,167 | 33.9\% | 4.4\% |
| Advertising, sales promotion | 683 | 21.0\% | 27.6\% | 715 | 20.7\% | 4.6\% |
| Other | 579 | 17.8\% | 40.5\% | 605 | 17.6\% | 4.7\% |
| Operating income | 111 | 3.4\% | 27.7\% | 215 | 6.3\% | 94.2\% |
| Ordinary income | 111 | 3.4\% | 27.7\% | 215 | 6.3\% | 94.2\% |

- New Graduate Hiring Business: [en] Job Info for Students, other new graduate hiring related
※Including［en］高校生（koukousei）in FY12／08

|  | FY12／ 07 |  |  | FY12／ 08 |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | （million yen） | $\% \text { of }$ <br> sales | \％YOY change | （million yen） | \％of sales | \％YOY change |
| Net Sales | 186 | 100．0\％ | 27．5\％ | 250 | 100．0\％ | 34．2\％ |
| Cost of Sales | 20 | 10．8\％ | 22．5\％ | 63 | 25．2\％ | 214．2\％ |
| Gross Profit | 166 | 89．2\％ | 28．2\％ | 187 | 74．8\％ | 12．5\％ |
| SGA（Sales，general \＆administrative） | 139 | 74．5\％ | 45．4\％ | 313 | 124．9\％ | 125．2\％ |
| Personnel | 95 | 51．1\％ | 33．9\％ | 166 | 66．4\％ | 74．3\％ |
| Advertising， sales promotion | 1 | 0．6\％ | 1691．8\％ | 50 | 20．0\％ | 4493．0\％ |
| Other | 43 | 23．1\％ | 79．2\％ | 96 | 38．5\％ | 127．2\％ |
| Operating income | 27 | 14．8\％ | －19．8\％ | － 125 | －50．2\％ | －555．5\％ |
| Ordinary income | 27 | 14．8\％ | －19．8\％ | －125 | －50．2\％ | －555．5\％ |

# FY12/ 09 <br> Earnings Projection Assumptions <br> -Market Trends- 

## Market Trends - Mid-Career Employment Market (1)

The effective job-offers-to-applicants-ratio for 2008 experienced a year-on-year drop of 0.16 points, while the unemployment rate increased by 0.1 points. Since July 2008, the number of employment advertisements has continued to show a year-on-year decline.



## Market Trends - Mid-Career Employment Market (2)

(As of November 2008) Since May 2008, companies reporting plans to "I ncrease" hiring for mid-career (full-time) and temporary workers has continued to decline. Meanwhile, companies reporting plans to "Decrease" hiring have increased.

Companies have adopted a cautious stance to hiring both full-time and temporary workers; expectations are low that the mid-career employment market will recover during 2009.


## Market Trends - New Graduate Employment Market

(As of November 2008) The ratio of companies reporting plans to "I ncrease" hiring new college graduates are half that of the prior year
(As of January 2009) Among clients and others, we have seen a move to revise 2010 new graduate hiring plans.
With the uncertain economic future, we expect an increase in the number of companies reducing hiring plans.

Change in number of planned new graduate hires vs. prior year (November 2008 survey)


[^0]Change in number of new graduate hires for 2010
(Jan 2009 Survey; $n=507$ )


Survey Overview
Respondents: Companies registered with [en] J ob Info for Students
Survey Period: Jan 13, 2009 to J an 20, 2009
Survey Method: E-mail invitation to online survey

FY12/ 09 Operating Projections

## FY12/ 09 Operating Projections (Companywide)

FY12/ 08

|  | (million yen) | \% of sales | $\begin{aligned} & \text { \% yoy } \\ & \text { change } \end{aligned}$ | (million yen) | \% of sales | \% YOY |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Net Sales | 21,329 | 100.0\% | -6.0\% | 14,800 | 100.0\% | -30.6\% |
| Cost of Sales | 2,230 | 10.5\% | 9.7\% | 2,088 | 14.1\% | -6.4\% |
| Personnel | 813 | 3.8\% | -1.4\% | 706 | 4.8\% | -13.1\% |
| Other | 1,417 | 6.6\% | 17.3\% | 1,381 | 9.3\% | -2.5\% |
| Gross Profit | 19,098 | 89.5\% | -7.5\% | 12,711 | 85.9\% | -33.4\% |
| SGA(Sales, general \&administrative) | 13,155 | 61.7\% | 0.5\% | 10,711 | 72.4\% | -18.6\% |
| Personnel | 4,914 | 23.0\% | 9.3\% | 4,454 | 30.1\% | -9.4\% |
| Advertising, sales promotion | 5,636 | 26.4\% | -8.2\% | 3,588 | 24.2\% | -36.3\% |
| Other | 2,604 | 12.2\% | 6.2\% | 2,667 | 18.0\% | 2.5\% |
| Operating income | 5,943 | 27.9\% | -21.4\% | 2,000 | 13.5\% | -66.3\% |
| Ordinary income | 5,906 | 27.7\% | -22.0\% | 2,000 | 13.5\% | -66.1\% |
| Net income | 3,090 | 14.5\% | -25.9\% | 1,060 | 7.2\% |  |

[^1]
## FY12／ 08 vs．FY12／ 09 －1st Half•2nd Half

Costs Expected to Lead during First Half
［Net Sales】


【 Ordinary Income】


[^2]
## FY12/ 08 Actual vs. FY12/ 09 Projection

$¥ 21.32$
billion

Work consignment costs
$\cdots-\neq 0.19 \mathrm{bn}$ etc.
billion
[en] Career Change Info
[en] Career Change Consultant [en] Temporary Placement Info [en] Part-time Jobs
[en] Job Info for Students
Expenses rise $\mathbf{1 6 . 8 \%}$ YOY to $\mathbf{¥ 2 . 5 8 b n}$. Personnel costs
$\cdots-\neq 0.56 \mathrm{bn}$
Advertising, Sales promotion costs $\cdots-\neq 2.04$ bn
Event costs
$\cdots-\neq 0.22 \mathrm{bn}$
Sales decrease $\mathbf{3 0 . 6} \%$ YOY to $¥ 6.52 \mathrm{bn}$.
$\cdots-\neq 4.82 \mathrm{bn}$
$\cdots+\neq 0.44 \mathrm{bn}$
$\cdots+\neq 0.26 \mathrm{bn}$
$\cdots+\neq 0.01 \mathrm{bn}$
$\cdots+\neq 0.89 \mathrm{bn}$

$$
¥ 14.8
$$

billion


## Ordinary income

## ¥ $¥ 5.9$ <br> billion

Ordinary income decrease 66.1\% YOY to $¥ 3.9$ bn.
FY12/ 08
FY12/ 09

| (million yen) | Mid Career Hiring Business |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | FY12/ 08 | $\begin{aligned} & \text { \% Yoy } \\ & \text { Change } \end{aligned}$ | FY12/09 | \% Yoy Change |
| Net Sales | 17,630 | -8.4\% | 12,022 | -31.8\% |
| Ordinary Income | 5,816 | -21.8\% | 2,441 | -58.0\% |
| $\begin{aligned} & \text { Ordnary income } \\ & \text { rate( } \% \text { ) } \\ & \hline \end{aligned}$ | 33.0\% |  | 20.3\% |  |
| The Number of Employees | 826 |  | 680 |  |
| (million yen) | New Graduate Hiring Business |  |  |  |
|  | FY12/08 | $\begin{gathered} \text { \% Yoy } \\ \text { Change } \end{gathered}$ | FY12/09 | \% Yoy Change |
| Net Sales | 3,448 | 5.9\% | 2,550 | -26.0\% |
| Ordinary Income | 215 | 94.2\% | -460 | -313.4\% |
| Ordnary inc ome rate(\%) | 6.3\% |  | -18.1\% |  |
| The Number of Employees | 248 |  | 205 |  |


| (million yen) | Education/Evaluation Business |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | FY12/ 08 | \% YOY Change | FY12/ 09 | \% YOY Change |
| Net Sales | 204 | 9.5\% | 228 | 11.4\% |
| Ordinary Income | 39 | 42.7\% | 19 | -51.1\% |
| Ordnary income rate(\%) | 19.3\% |  | 8.5\% |  |
| The Number of Employees | 20 |  | 25 |  |

FY12/ 08 Overview of Earnings by Website and

FY12/ 09 Strategies by Website

## [en] Career Change Info

## Sales Trend

* FY12/ 8(Former Classification) 10,488
(million yen)


## 12,737



The number of registered users (At the end of December)

2,360,000
UP450,000 (23.6\%)

## FY12/ 08 Overview

> Corporate hiring plans have experienced sharp decline since Q3; Net Sales have experienced $17.1 \%$ year-on-year decrease to $¥ 10.55$ billion.
> Introduction of low-priced products have reduced average unit price; however, corporate share has increased.
> Site relaunch has provided better user support; strong growth in number of members.

## FY12/ 09 Policies

> Given the expected market contraction, the Company will enhance measures toward continued market share expansion.
> During Q1, the Company will engage in the promotion of products to spur continued ad placements by existing customers.
> Launch a stand-alone service for mobile devices to capture new customers.

## [en] Career Change Consultant

## Sales Trend



| The number of registered users <br> (At the end of December) | $\mathbf{4 8 4 , 0 0 0}$ | UP810,000 <br> $(20.1 \%)$ |
| :--- | :--- | ---: |

## FY12/ 08 Overview

> Entering Q4, the dramatic fall-off in customers and ad placements prevented the Company from achieving revised plan; however, sales of optional products progressed well, reaching ¥2.24 billion, or a 10.1\% year-on-year increase.
$>$ The poor earnings of staffing agencies (part of our customer base) contributed to lower longterm ad placements.
> An increase in applicants has resulted in record per-company applications.

## FY12/ 09 Policies

> Strengthen sales promotions for products that will encourage long-term ad placements from existing customers.
> I mprove corporate customer support for more effective use of our websites.

## [en] Temporary Placement Info

Sales Trend


> | $\begin{array}{l}\text { The number of registered users } \\ \text { (At the end of December) }\end{array}$ | $\mathbf{5 5 0 , 0 0 0}$ | $\begin{array}{r}\text { UP117,000 } \\ (27.0 \%)\end{array}$ |
| :--- | ---: | ---: |

## FY12/ 08 Overview

> The poor earnings of staffing agencies (part of our customer base) prevented the Company from achieving revised plan; however, efforts to expand sales to major customers were effective, resulting in a total of $¥ \mathbf{3 . 5 6}$ billion, or a $\mathbf{1 2 . 2 \%}$ year-on-year increase.
> Average business locations listing ads during Q4 were up 5.1\% year-on-year.
> Average unit price during Q4 was essentially unchanged, down 0.6\% year-on-year.

## FY12/ 09 Policies

> We will focus more on product offerings to major customers to continue sales growth in this segment.
> We will make greater efforts to sell products hat will encourage long-term ad placements by existing customers.
$-25-$

## Sales Trend



$$
\begin{array}{|l|l|r}
\hline \begin{array}{l}
\text { The number of registered users } \\
\text { (At the end of December) }
\end{array} & \mathbf{3 1 3 , 0 0 0} & \begin{array}{r}
\text { UP125,000 } \\
(66.5 \%)
\end{array}
\end{array}
$$

## FY12/ 08 Overview

> A fall-off in employment has resulted in difficulties for the full-time employment offering. Despite the inability to reach plan, we have worked hard to expand customers for our parttime offering, resulting in a 5.4\% year-on-year growth at $¥ 1.16$ billion.
> The "pay anytime" section of the part-time offering was well received, resulting in favorable sales.

## FY12/ 09 Policies

> We will strengthen parallel sales of full- and part-time offerings, creating a sales structure that can easily adapt to customer needs.
> We will create new sections to cultivate new customers.

## [en] Job I nfo for Students

Sales Trend
※ FY12/ 8(Former Classification) Net sales:2,985 Others:462
(million yen)


The number of registered users (At the end of December)
392,000

## FY12/ 08 Overview

> The market for new graduates cooled off after Q4, preventing the Company from reaching plan; however, an increase in new and repeat customers resulted in a 5.9\% year-on-year growth at $¥ 3.44$ billion.
> The site "grand opening" saw a record 314,000 members, and the member base has continued to progress favorably.

## FY12/ 09 Policies

> Early sales activities for March 2011 graduate site.
> Strengthen job-finding support for students as part of greater member-creation focus.

Strategies for Existing/ New Business Growth

## Strategies for Existing/ New Business Growth

## Business Growth based on Our I dentity

Support "A Fulfilling Life through Work" and "Company Growth through the Employment and Capitalization of Human Assets"

## Existing Business

Strengthen Existing Products/ Services


New Business
Utilize Company assets to develop new business

| - Customers in various industries/sizes |
| :--- |
| - Member base in excess of 2 million |

- Overwhelming recognition as a mid-career employment website
- Development expertise that has created the No. 1 website in the industry
- Education consulting linked to employment

BtoB Services

## BtoC Services

Be the Company that is trusted most by all working people

Return to Shareholders

## Return to Shareholders

## Basic Policy regarding Profit Distribution

The Company utilizes retained earnings for future growth and to maximize corporate value. Our basic policy is to return profits to our shareholders as appropriate, conducting dividend payouts targeting 30\%, depending on fiscal period earnings.

| FY12/ 08 | FY12/ 09 |
| :---: | :---: |
| - Dividends Projection $\mathbf{¥ 4 , 1 0 0}$ | - Dividends Projection $¥ 1,300$ |
| - Reacquisition |  |
| Number of shares to be reacquired | Reacquisition (Projection) <br> Number of shares to be reacquired |
| 7,000shares | Up to 5,500 shares |
| Total cost of shares reacquired | Total cost of shares reacquired Up to $¥ 0.5$ billion |
| ¥1.554billion |  |
|  | - The gross shareholder return ratio |
| - The gross shareholder return ratio | (Projection) $77.2 \%$ |
| 81.9\% |  |

## en Appendix

| 【 Name】 | en－japan inc． |
| :---: | :---: |
| 【 Establishment】 | J anuary 14， 2000 |
| 【 Representative】 | Michikatsu Ochi（Chairman）／Takatsugu Suzuki（President） |
| 【 Headquarters】 | Shinjuku I－Iand Tower，6－5－1 Nishi－Shinjuku，Shinjuku－ku，Tokyo |
| 【 Total Stockholder＇s Equity 】 | J PY 965 million（as of end of Dec 2008） |
| 【Stock Listing】 | Nippon New Market＂Hercules＂ |
| 【Fiscal Year】 | J anuary 1 －December 31 |
| 【 Number of Employees 】 | 1，094（as of end of Dec 2008） |
| 【 Number of Outstanding Shares】 | 245，338（as of end of Dec 2008） |
| 【 Business Description】 | （1）I nternet job recruitment service <br> （2）Consultation on recruitment，employee education and personnel evaluation system |

## Business Model



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Our Main Business Contents - Sites We Operate


FY12/ 07

FY12/ 08


## Labor costs relative sales and Advertising, sales promotion costs

33.0\%
$\rightarrow$ Labor costs relative to sales $\quad \square$ Advertising, sales promotion costs relative to sales Ordinary Income rate

|  | 06.2Q | 06.3Q | 06.4Q | 07.1Q | 07.2Q | 07.3Q | 07.4Q | 08.1Q | 08.2Q | 08.3Q | 08.4Q |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Ordinary Income (million yen) | 933 | 1,338 | 1,907 | 1,634 | 1,538 | 1,782 | 2,619 | 1,763 | 1,311 | 1,039 | 1,791 |
| Ordinary I ncome rate | 26.5\% | 31.1\% | 34.6\% | 31.8\% | 30.3\% | 34.1\% | 36.2\% | 31.7\% | 25.0\% | 21.1\% | 32.0\% |
| Labor costs (million yen | 1,038 | 1,042 | 1,262 | 1,024 | 1,319 | 1,370 | 1,603 | 1,358 | 1,464 | 1,490 | 1,414 |
| Labor costs relative to sales | 29.5\% | 24.2\% | 22.9\% | 19.9\% | 26.0\% | 26.2\% | 22.2\% | 24.4\% | 28.0\% | 30.2\% | 25.2\% |
| Advertising, sales promotion costs (million yen) | 925 | 1,297 | 1,496 | 1,622 | 1,285 | 1,268 | 1,964 | 1,449 | 1,479 | 1,420 | 1,286 |
| Advertising, sales promotion costs relative to sales | 26.3\% | 30.1\% | 27.1\% | 31.6\% | 25.3\% | 24.2\% | 27.1\% | 26.1\% | 28.2\% | 28.8\% | 23.0\% |

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## FY12／ 08 Term Segment performance



Net Sales
（million yen）

Ordinary
Income （million yen）

## 

※08．12期は，［en］高校生を含む


## Transition of Quarter Segment Performance



Net Sales （million yen）

Ordinary


## 

※Including［en］高校生（koukousei）in FY12／08


## ©

## ■ en-japan inc. I R Corporate Planning Department

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## Cautionary Statement

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the content, or for any actions taken in reliance thereon. The content is subject to change without notice hereon.


[^0]:    Survey Overview
    Respondents: Companies registered with [en] Job Info for Students Survey Period: Nov 4, 2008 to Nov 18, 2008 Survey Method: E-mail invitation to online survey

[^1]:    $-18-$

[^2]:    $-19-$

