FY12/10

1st Quarter Earnings Review



May 12th, 2010 en-japan Inc.



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# FY12/10 1<sup>st</sup> Quarter Operating Results Summary

#### FY12/10 1st Quarter Operating Results Highlights and Topics



#### Operating Results Highlights

<Market environment> No real recovery in HR employment needs, despite improvements in the unemployment rate/jobs-to-applicants ratio

<Net sales> 1st Quarter: ¥2.11 billion (-28.5%)

All websites experienced lower year-on-year revenues. Only the Education/ Evaluation Business, including "[en] (membership business education seminar; launched in January 2010), experienced increased revenues.

<Operating income> 1st Quarter: ¥326 million (+64.9%)

Significant profit growth due to impact of expense reductions continued from prior period.

\*\*( )is YOY

#### **Topics After 1st Quarter**

- > Started sales for "FINE" (total HR support system) (http://fine-enjapan.jp)
- "[en] Green Wedding" (wedding hall information website) grand opening; info for more than 120 wedding halls included
- China business Sales:8,565mn yuan(¥116 million) Up 111.1% yoy Ordinary Income:2,413 mn yuan(¥32 million) Up 876.1% yoy

★The exchange rate of 3/31 2010 points in time: I calculate for 1 yuan =13.62 yen

Revised 1st Half outlook (See page 12 for details)

# 

#### FY12/10 1st Quarter Income Statement (Companywide)



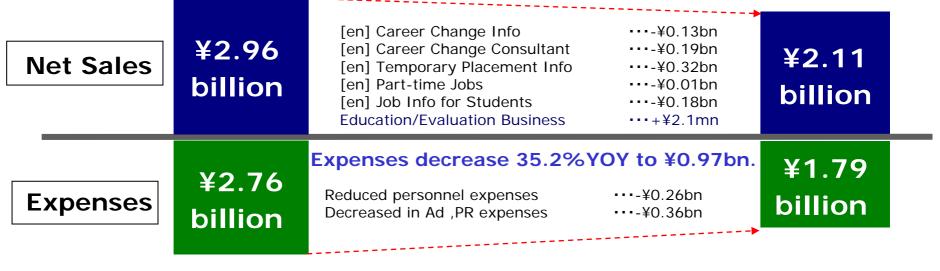
	FY2009 (09.Jan-Mar)				Y2010 .Jan-Mar)	
	(million yen)	% of sales	% YOY change	(million yen)	% of sales	% YOY change
Net Sales	2,963	100.0%	-46.7%	2,118	100.0%	-28.5%
Cost of Sales	548	18.5%	-1.5%	403	19.1%	-26.4%
Personnel	136	4.6%	-28.6%	67	3.2%	-50.7%
Other	412	13.9%	12.7%	336	15.9%	-18.3%
<b>Gross Profit</b>	2,414	81.5%	-51.7%	1,714	80.9%	-29.0%
SGA(Sales,general &administrative)	2,216	74.8%	-31.1%	1,388	65.5%	-37.4%
Personnel	918	31.0%	-21.3%	718	33.9%	-21.7%
Advertising, sales promotion	696	23.5%	-51.9%	336	15.9%	-51.7%
Other	601	20.3%	0.1%	333	15.7%	-44.6%
Operating income	197	6.7%	-88.9%	326	15.4%	64.9%
Ordinary income	186	6.3%	-89.4%	304	14.4%	63.3%
Net income	110	3.7%	-89.0%	148	7.0%	34.3%

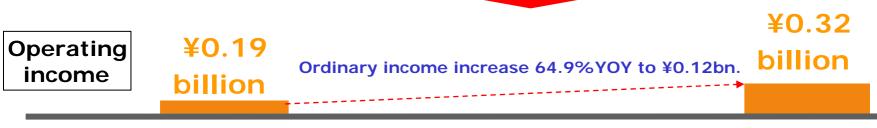
# FY12/10 1st Quarter Operating Results Changing Factor (Companywide)



(Yen)

#### Net Sales decrease 28.5%YOY to ¥0.84bn.





FY12/09 Q1 FY12/10 Q1



	FY2009 (09.Jan-Mar)			FY2010 (10.Jan-Mar)		
	(million yen)	% of sales	% YOY change	(million yen)	% of sales	% YOY change
Net Sales	2,519	100.0%	-47.9%	1,852	100.0%	-26.5%
Cost of Sales	279	11.1%	-17.5%	210	11.3%	-24.9%
Gross Profit	2,239	88.9%	-50.2%	1,642	88.7%	-26.7%
SGA(Sales,general &administrative)	1,760	69.9%	-32.5%	1,092	59.0%	-38.0%
Personnel	676	26.9%	-18.8%	549	29.7%	-18.8%
Advertising, sales promotion	634	25.2%	-52.3%	293	15.9%	-53.7%
Other	448	17.8%	2.0%	248	13.4%	-44.5%
Operating income	479	19.0%	-74.7%	550	29.7%	14.9%

 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



	FY2009 (09.Jan-Mar)			FY2010 (10.Jan-Mar)		
	(million yen)	% of sales	% YOY change	(million yen)	% of sales	% YOY change
Net Sales	407	100.0%	-38.2%	227	100.0%	-44.2%
Cost of Sales	263	64.8%	31.6%	151	66.8%	-42.5%
<b>Gross Profit</b>	143	35.2%	-68.7%	75	33.2%	-47.4%
SGA(Sales,general &administrative)	417	102.5%	-22.2%	187	82.4%	-55.2%
Personnel	219	53.8%	-24.5%	121	53.6%	-44.4%
Advertising, sales promotion	61	15.1%	-43.3%	6	2.7%	-90.1%
Other	137	33.7%	-0.9%	59	26.1%	-56.7%
Operating income	-274	-67.3%	_	-111	-49.2%	_

 New Graduate Hiring Business: [en] Job Info for Students, other new graduate hiring related



	FY2009 (09.Jan-Mar)			FY2010 (10.Jan-Mar)		
	(million yen)	% of sales	% YOY change	(million yen)	% of sales	% YOY change
Net Sales	36	100.0%	-37.0%	38	100.0%	5.7%
Cost of Sales	5	14.4%	-35.9%	12	32.2%	136.8%
Gross Profit	31	85.6%	-37.2%	26	67.8%	-16.2%
SGA(Sales,general &administrative)	38	104.7%	-13.4%	48	124.5%	25.9%
Personnel	22	60.7%	-26.1%	27	70.4%	22.8%
Advertising, sales promotion	0	1.6%	75.7%	3	9.9%	566.8%
Other	15	42.4%	12.0%	17	44.2%	10.3%
Operating income	-7	-19.1%	_	-22	-56.7%	_



	FY2009 (09.Jan-Mar)				FY2010 ).Jan-Ma	r)
	(million yen)	% of sales	% YOY change	(million yen)	% of sales	% YOY change
Net Sales	_	-	-	0	-	-
Cost of Sales	_	-	-	29	-	-
Gross Profit	_	-	-	-29	-	-
SGA(Sales,general &administrative)	-	-	-	60	-	-
Personnel	_	-	-	20	-	-
Advertising, sales promotion	-	-	-	32	-	-
Other	-	-	-	7	-	-
Operating income	-	-	-	-90	-	-

• Other Business: [en] Green Wedding , FINE



#### FY12/10

# Revision of 1<sup>st</sup> Half Operating Results Projections and Full Year Operating Results Projections



X May 12, 2010 announcement

	FY12/10 H1 Revised Projection (A)	FY12/10 H1 Initial Projection (B)	Net Increase- decrease (A)-(B)	Increase- decrease rate (A)/(B)-1	% YOY change
Net Sales	4,249	4,249	0	0.0%	-19.1%
Cost of Sales	819	838	-19	-2.3%	-14.9%
Personnel	135	137	-2	-1.5%	-36.0%
Other	684	700	-16	-2.3%	-9.0%
Gross Profit	3,429	3,411	18	0.5%	-20.0%
SGA(Sales,general &administrative)	3,078	3,226	-148	-4.6%	-24.6%
Personnel	1,461	1,463	-2	-0.1%	-17.2%
Advertising, sales promotion	894	973	-79	-8.1%	-23.4%
Other	722	788	-66	-8.4%	-37.2%
Operating income	351	189	162	85.7%	70.7%
Ordinary income	353	197	156	79.2%	79.0%
Net income	176	81	95	117.3%	-

# FY12/10 Full Year Operating Results Projections (Companywide)



February 9, 2010 announcement

	FY12/10 Full Year Projection	% of Sales	% YOY Change
Net Sales	9,480	100.0%	-7.1%
Cost of Sales	1,654	17.4%	-8.3%
Personnel	307	3.2%	-18.1%
Other	1,346	14.2%	-5.8%
Gross Profit	7,825	82.6%	-6.9%
SGA(Sales,general &administrative)	6,375	67.3%	-10.8%
Personnel	2,974	31.4%	-6.4%
Advertising, sales promotion	1,907	20.1%	-3.6%
Other	1,494	15.8%	-24.9%
Operating income	1,450	15.3%	15.1%
Ordinary income	1,470	15.5%	21.2%
Net income	830	8.8%	80.6%



	FY12/10 H1 Revised Projection	% YOY change	FY12/10 H2 Revised Projection	% YOY change
Net Sales	4,249	-19.1%	5,230	5.5%
Cost of Sales	819	-14.9%	834	-0.8%
Personnel	135	-36.0%	172	5.0%
Other	684	-9.0%	662	-2.2%
Gross Profit	3,429	-20.0%	4,396	6.8%
SGA(Sales,general &administrative)	3,078	-24.6%	3,297	7.6%
Personnel	1,461	-17.2%	1,512	7.0%
Advertising, sales promotion	894	-23.4%	1,013	24.8%
Other	722	-37.2%	771	-7.9%
Operating income	351	70.7%	1,098	4.2%
Ordinary income	353	79.0%	1,109	9.2%
Net income	176	-	654	19.7%

#### FY12/10 Full Year Operating Results Projections – (segment)



	Mid Career Hiring Business							
	FY12/10 Q1 Results	FY12/10 H1 Initial Projection (A)	FY12/10 H1 Revised Projection (B)	Increase- decrease rate (B)/(A)-1	FY12/10 Full Year Projection	% YOY Change		
Net Sales	1,852	3,853	3,853	0.0%	8,040	-5.9%		
Operating Income	550	925	1,098	18.7%	2,415	35.0%		
Operating income rate(%)	29.7%	24.0%	28.5%		30.0%			
The Number of Employees	478				470			

	New Graduate Hiring Business								
	FY12/10 Q1 Results	FY12/10 H1 Initial Projection (A)	FY12/10 H1 Revised Projection (B)	Increase- decrease rate (B)/(A)-1	FY12/10 Full Year Projection	% YOY Change			
Net Sales	227	270	270	0.0%	1,065	-56.9%			
Operating Income	-111	-545	-475	_	-495	-			
Operating income rate(%)	-49.1%	-201.9%	-175.9%		-46.5%				
The Number of Employees	109				105				

	Education/Evaluation Business								
	FY12/10 Q1 Results	FY12/10 H1 Initial Projection (A)	FY12/10 H1 Revised Projection (B)	Increase- decrease rate (B)/(A)-1	FY12/10 Full Year Projection	% YOY Change			
Net Sales	38	118	118	0.0%	280	55.0%			
Operating Income	-22	-20	-15	_	25	4.3%			
Operating income rate(%)	-56.7%	-16.9%	-12.7%		8.9%				
The Number of Employees	22				24				

	Other Buisiness					
	FY12/10 Q1 Results	FY12/10 H1 Initial Projection (A)	FY12/10 H1 Revised Projection (B)	Increase- decrease rate (B)/(A)-1	FY12/10 Full Year Projection	% YOY Change
Net Sales	О	7	7	0.0%	90	-
Operating Income	-90	-180	-260	_	-490	-
Operating income rate(%)	-	-2571.4%	-3714.3%		-544.4%	
The Number of Employees	9				11	

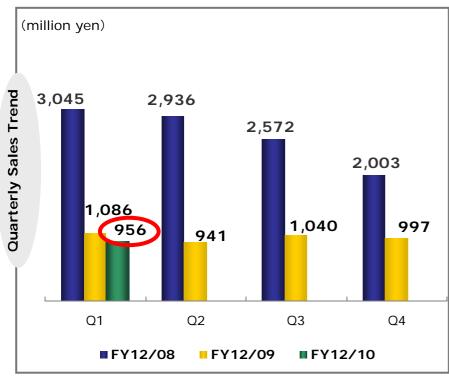


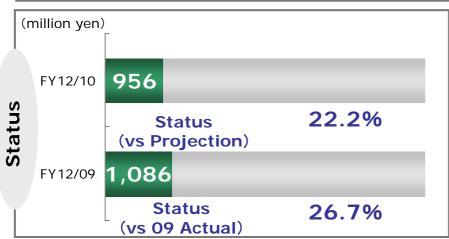
# FY12/10 1st Quarter

## **Summary of Site Information**

#### [en] Career Change Info







	Sales (million yen)		
FY12/10 Q1	FY12/09 Q1	%YOY change	FY12/10 Projection
956	1,086	-12.0%	4,300

The number of	2 / 20 000	Up 240,000
registered users (At the end of March)	2,680,000	(+9.8%)

#### FY12/10 1st Quarter Overview

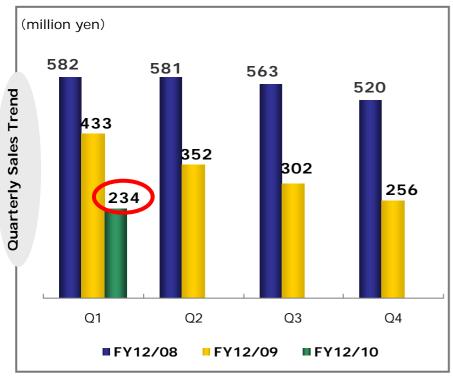
- Some companies are beginning to hire to make up for staffing shortages, sensing that the economy is rebounding. However, increased competition resulted in net sales of 950 million yen (12.0% year-on-year decrease).
- > Average monthly insertions were up 7.1% year-onyear; first year-on-year increase since 4Q FY12/07.

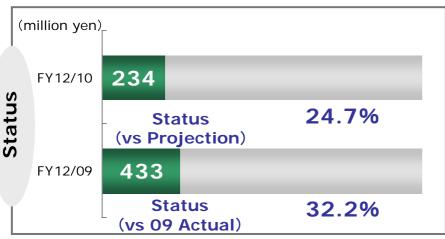
#### Policies from FY12/10 2<sup>nd</sup> Quarter

- ➤ Introduce new products to increase new customer acquisition.
- More ongoing/comprehensive customer/user followup to improve customer retention.

#### [en] Career Change Consultant







Sales (million yen)			
FY12/10 Q1	FY12/09 Q1	%YOY change	FY12/10 Projection
234	433	-45.9%	950

The number of registered users (At the end of March)	580,000	Up 70,000 (+13.7%)
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#### FY12/10 1st Quarter Overview

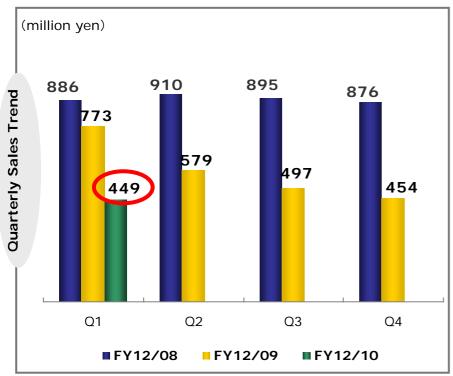
- Continued declines in placement contracts and numerous shut-downs/withdrawals by job placement agencies. As a result, net sales amounted to 234 million yen, a 45.9% year-on-year decline.
- Average insertion unit price experienced significant year-on-year decrease (-22.4%); however, decline has narrowed compared to prior quarter (-2.7% vs. 4Q FY12/09).

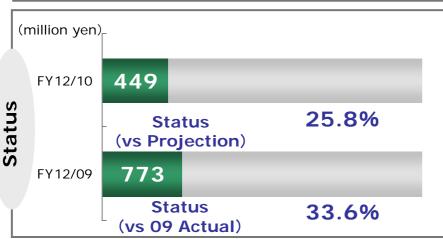
#### Policies from FY12/10 2<sup>nd</sup> Quarter

- Strengthen support to win more contracts from placement agencies; improve recurring insertion rates.
- Continue (from prior year) to propose products matching the needs of placement agencies to maintain/expand number of advertising clients.

#### [en] Temporary Placement Info







Sales(million yen)			
FY12/10 Q1	FY12/09 Q1	%YOY change	FY12/10 Projection
449	773	-41.9%	1,740

The number of registered users (At the end of March)	660,000	Up 90,000 (+15.8%)
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#### FY12/10 1st Quarter Overview

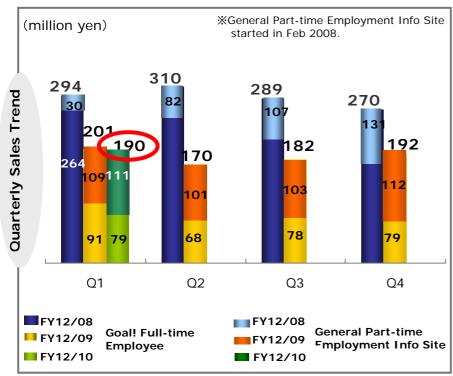
- ➤ No real recovery in temporary staffing needs, despite an increase in the number of staffing contracts in February and March due to seasonal factors. Net sales amounted to 449 million yen, a 41.9% year-on-year decrease.
- ➤ As a result of careful client follow-up to eliminate missed insertion order opportunities, the number of advertisers increased vs. the prior quarter for the first time in eight quarters, since 2Q FY12/08.

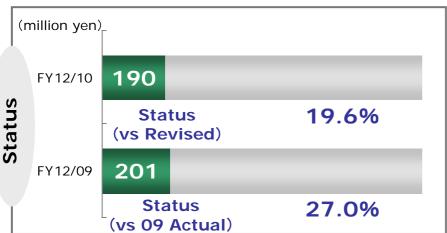
#### Policies from FY12/10 2nd Quarter

- ➤ Increase opportunities for interaction with clients to maintain advertiser levels and insertion unit prices.
- Propose usage of [en] College to temporary staffing companies as a way to increase sales.

#### [en] Part-time Jobs







	Sales(million yen)		
FY12/10 Q1	FY12/09 Q1	%YOY change	FY12/10 Projection
190	201	-5.5%	970

The number of registered users (At the end of March)	440,000	Up 108,000 (+31.9%)
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#### FY12/10 1st Quarter Overview

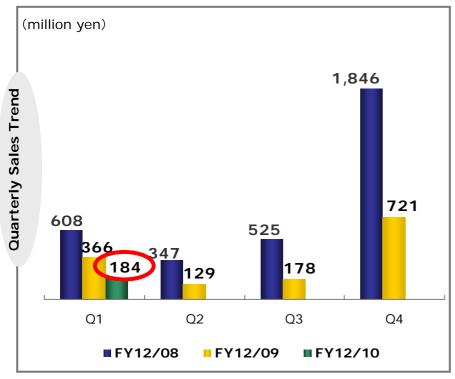
- No major shifts in part-time hiring; however, net sales decreased 5.5% year-on-year to 190 million yen due to price competition.
- ➤ Growth trend since 2Q FY12/09. General part-time job listings increased 143.0% year-on-year, and 25.8% compared to prior quarter.

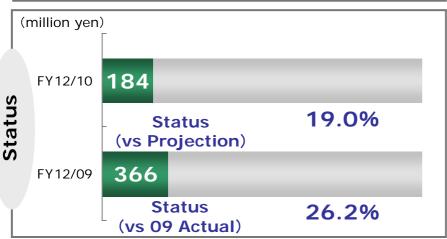
#### Policies from FY12/10 2<sup>nd</sup> Quarter

- > Stronger client targeting; more efficient sales activities.
- Develop stronger product lineup matching client needs.

#### [en] Job Info for Students







	Sales(million yen)			
FY12/10 Q1	FY12/09 Q1	%YOY change	FY12/10 Projection	
184	366	-49.8%	970	

The number of registered users (At the end of March)	240,000	Down 191,000 (-43.6%)
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#### FY12/10 1st Quarter Overview

- After the start of 2010, some companies decided to hire new graduates, but an overall cautious attitude continued. The number of companies advertising between January and March 2010 fell by 28 (-17.0%) compared to the same period in the prior year.
- ➢ Relatively few companies decided to hire new graduates, and aggressive price competition drove insertion unit prices down. As a result, net sales amounted to 184 million yen, a 49.8% year-on-year decrease.

#### Policies from FY12/10 2nd Quarter

- Enhance distinctiveness of products and differentiation with competitors to increase orders for website tailored to 2012 graduates.
- > Stronger promotions for greater brand awareness and conceptual understanding for website.



### **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.

FY10/12		
	<ul><li>Dividends Projection</li></ul>	¥1,070
	- Dividends i rojection	41,070
	<ul><li>Payout ratio (projection)</li></ul>	30.1%

(FY09/12 result)

● Dividends ¥800 ( <u>Payout ratio 40.7%</u> )

Breakdown: Year-End Dividends ¥600
 Commemorative Dividends ¥200
 (10<sup>th</sup> Anniversary Establishment)

Reacquisition

Number of shares to be reacquired 5,500shares

Total cost of shares reacquired ¥484million <u>The gross shareholder return ratio</u> 146.0%

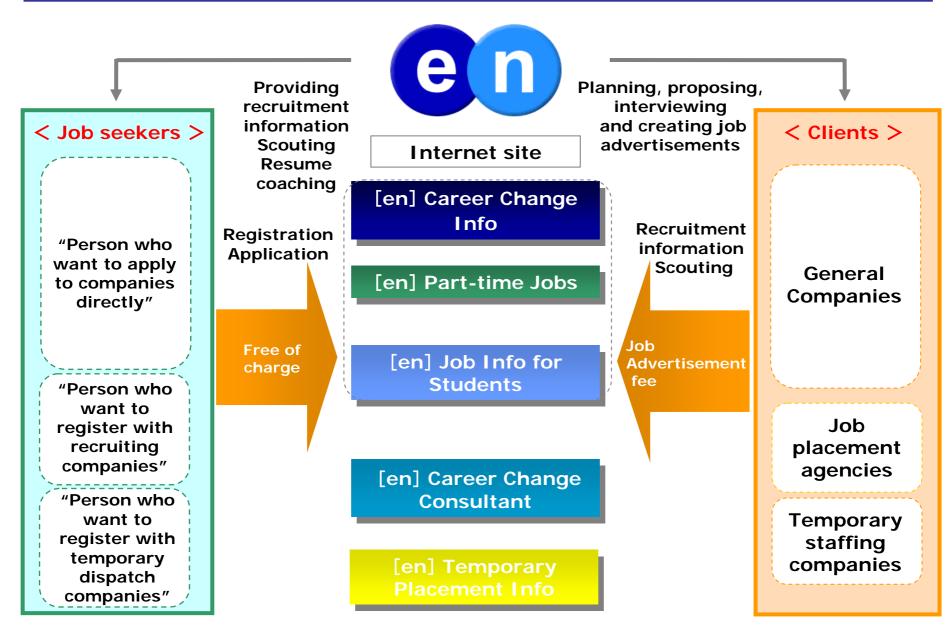


#### **Overview**



【 Name 】	en-japan inc.				
【 Establishment 】	January 14, 2000				
[ Representatives ]	Michikatsu Ochi (Chairman) / Takatsugu Suzuki (President)				
【 Headquarters 】	Shinjuku I-land Tower, 6-5-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo				
【 Total Stockholder's Equity 】	JPY 12,782 million (as of end of Mar. 2010)				
[Stock Listing ]	Nippon New Market "Hercules"				
[Fiscal Year]	January 1 – December 31				
【 Number of Employees 】	618 (as of end of Mar. 2010)				
[ Number of Outstanding Shares]	245,646 (as of end of Mar. 2010)				
【Business Description】	<ul> <li>(1) Internet job recruitment service</li> <li>(2) Consultation on recruitment, employee education and personnel evaluation system</li> <li>(3) Sales of personnel systems and personnel outsourcing services</li> <li>(4) Operation of online media offering comprehensive wedding facilities information</li> </ul>				
	_3F_				



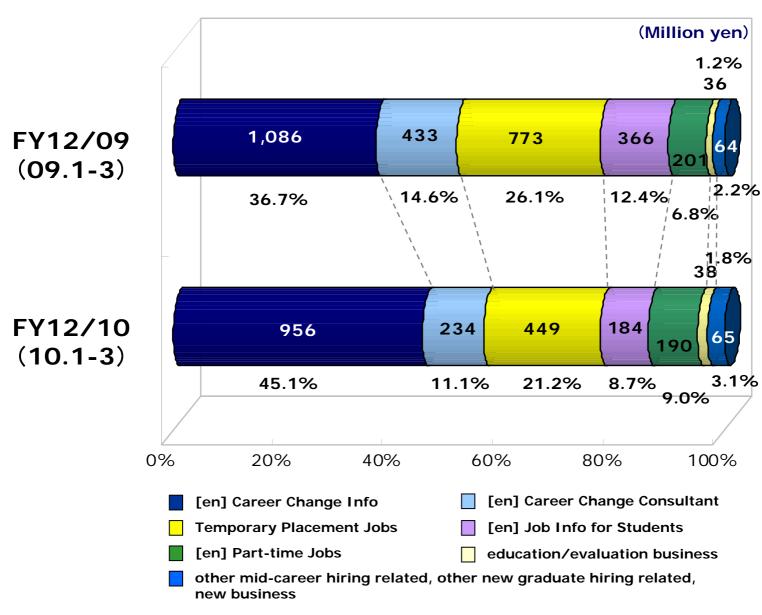


#### **Our Main Business Contents - Sites We Operate**



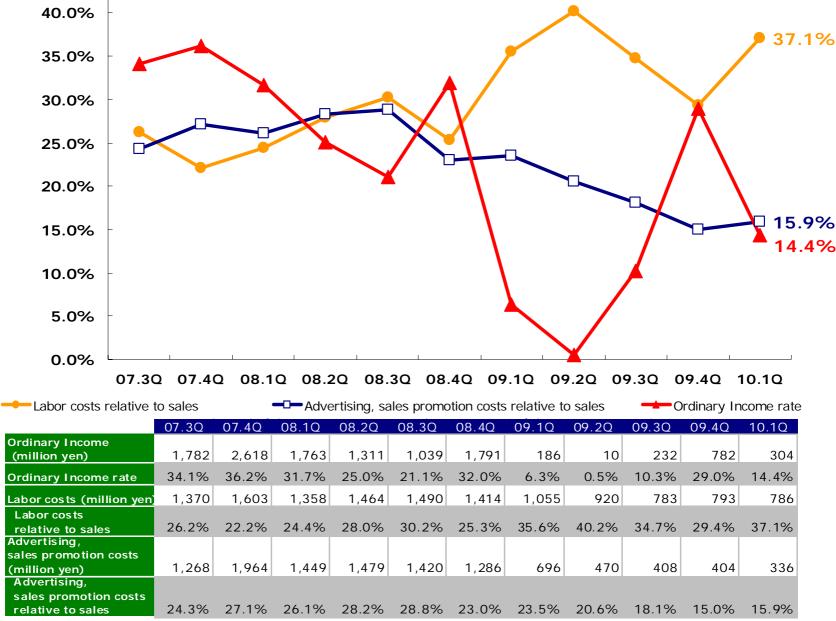
	Site Brand	Sha- re	Contents	Characteristics	Users	Clients
Mid-career Hiring Business	[en] Career Change Info [en]社会人の転職情報	40 %	Site for Comprehens ive Career Change Info	No.2 in industry  All information is provided through our reporting and photographing of each company  Straightforward,detailed Career Change Info from perspective of job seekers  All information has video(only en-japan)	70% are in their 20s-mid-30s     70% are male     All occupations	General Companies
	[en] Career Change Consultant [en] 転職コンサルタント	13 %	Collective site for job placement agencies	No.1 in industry Information on job placement agencies and their Career Change Info 5-level evaluation of job placement agencies(first in industry) High End Job Corner opened	60% are in their late 26-40     80% are male	Job placement agencies
	[en] Temporary Placement Info <mark>[en]派遣@お仕事情報</mark>	23 %	Collective site for temporary staffing companies	No.2 in industry  Temporary staffing company information and their Career Change Info Unique search category "Insistence INDEX"	80% are in their 20s-mid 30s     80% are female	Temporary staffing companies
	[en] Part-time Jobs 7 [en]本気のアルバイト %	_	Site for Comprehens ive Part-	General Part-Time Employment Info Site (2/25 Open!)  • First Membership Part-Time employment site in the industry  • Companies award points based on work performance  • Mini-bonuses awarded based on points earned	High school student     University students     Part-timers	contractor Temporary staffing companies General Companies
		time worker Career Change Info	Site for part-time jobs that offer the potential to be hired as full-time employees [Goal! Full-time Employee]  #1 site in part-time Career Change Info Volume with unique content  Clear merits from potential of full-time employment oppotunites	80% are in their 20s- mid 30s     70% are Part-timers and NEETs	General Companies	
New-Graduate Business	[en] Job Info for Students [in]学生の就職情報	14 %	Site for student employment information	Unique job and company research type-site  Largest Japanese site with largest volume and highest quality of job infomation  Same characteristics as [en]Career Change Info  "Professional Work Research,"a unique service of enjapan	University students     Graduate students     Junior college students	General Companies





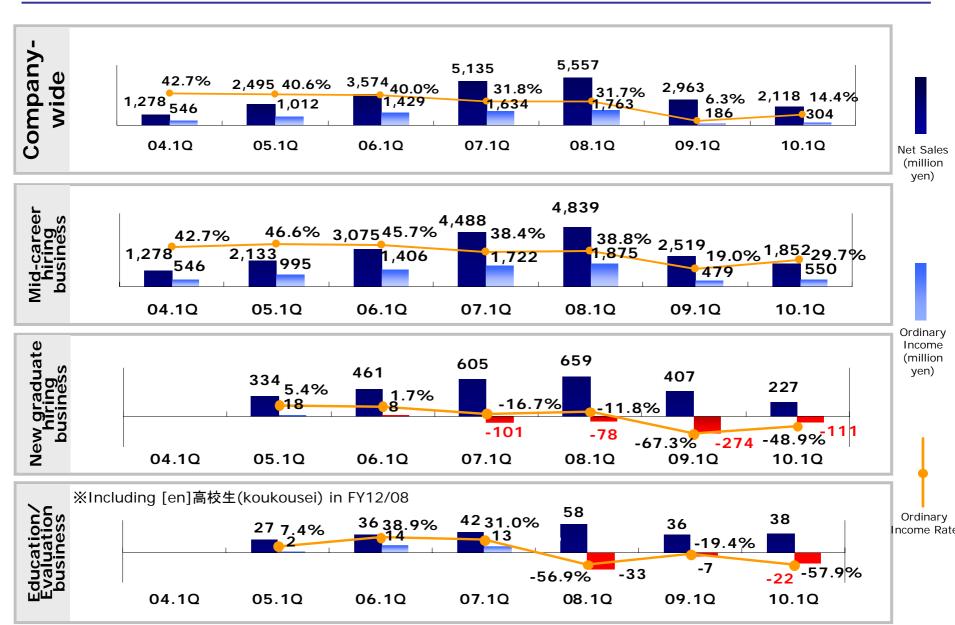
#### Labor costs relative sales and Advertising, sales promotion costs





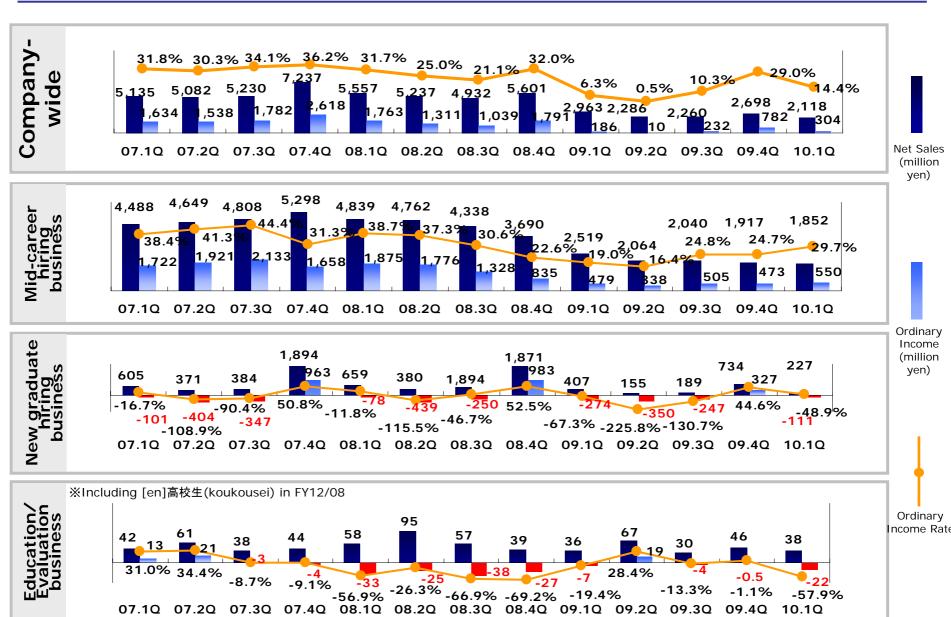
#### 1st Quarter Term Segment performance





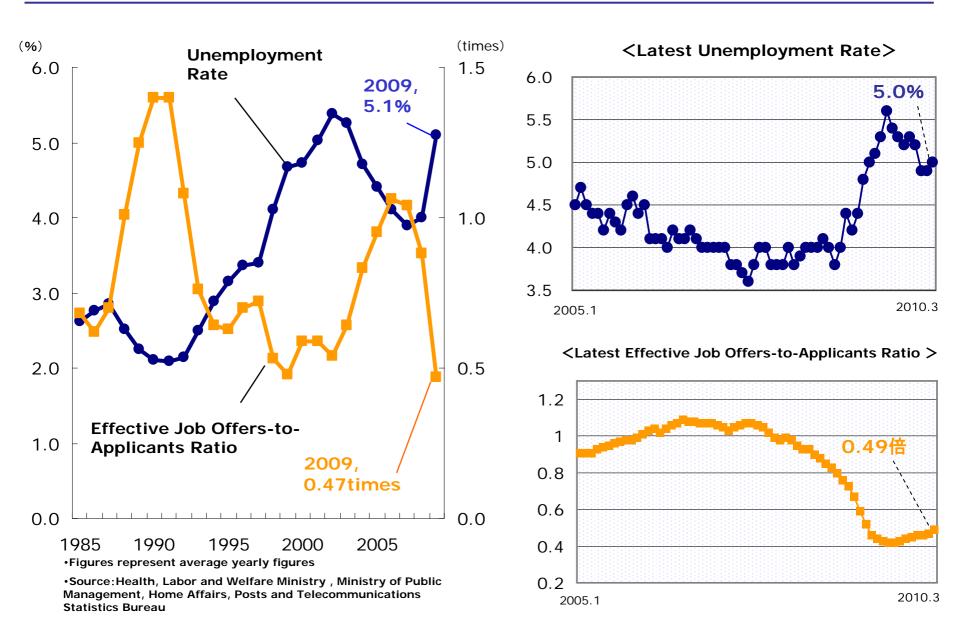
#### **Transition of Quarter Segment Performance**





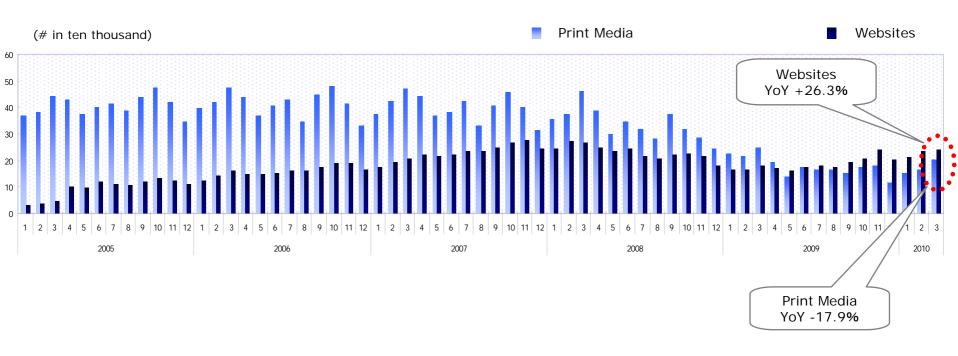
#### Effective Job Offers-to-Applicants Ratio ,Unemployment





#### **Job Advertising Market Trends**





Source: Association of Job Information of Japan "Job Advertisement Numbers" (Mar. 2010) 
\* Survey Participants: 62 major domestic employment magazines, free newspapers, and employment websites. 
(64 firms prior to Mar. 2007; 66 firms between Apr. 2007 and Mar. 2008; 64 firms between Apr. 2008 and Mar. 2009; 62 firms after Apr. 2009)



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#### **Cautionary Statement**

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