# FY12/ 10 1 ${ }^{\text {st }}$ Quarter Earnings Review 

May 12th, 2010 en-japan Inc.

- FY12/ $101^{\text {st }}$ Quarter Operating Results Summary
- FY12/ 10

Revision of $1^{\text {st }}$ Half Operating Results Projections and
P 11 Full Year Operating Results Projections

- FY12/ $10 \mathbf{1}^{\text {st }}$ Quarter Summary of Site I nformation

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## FY12/ $101^{\text {st }}$ Quarter

## Operating Results Summary

## FY12/ $101^{\text {st }}$ 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> $1^{\text {st }}$ Quarter: $\mathbf{¥ 2 . 1 1}$ billion (-28.5\%)
All websites experienced lower year-on-year revenues. Only the Education/ Evaluation Business, including "[en] ( membership business education seminar; launched in J anuary 2010), experienced increased revenues.
<Operating income> $1^{\text {st }}$ Quarter: $¥ 326$ million ( $+64.9 \%$ )
Significant profit growth due to impact of expense reductions continued from prior period.

## Topics After $1^{\text {st }}$ Quarter

> Started sales for "FI NE" (total HR support system) ( http:/ / fineenjapan.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: $\mathbf{2 , 4 1 3} \mathbf{m n}$ yuan( $¥ 32$ million) Up 876.1\% yoy ※The exchange rate of $3 / 312010$ points in time: 1 calculate for 1 yuan =13.62 yen
$>$ Revised $1^{\text {st }}$ Half outlook (See page 12 for details)

## "[en] Green Wedding" had its grand opening

## © (


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|  | $\begin{gathered} \text { FY2009 } \\ \text { (09.J an-Mar) } \end{gathered}$ |  |  | FY2010(10.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\% |
| Gross Profit | 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\% |

Net Sales decrease $\mathbf{2 8 . 5 \%}$ YOY to $¥ 0.84$ bn.
Net Sales

Expenses


| [en] Career Change Info | $\cdots \not \approx 0.13 \mathrm{bn}$ |
| :--- | :---: |
| [en] Career Change Consultant | $\cdots \neq 0.19 \mathrm{bn}$ |
| [en] Temporary Placement Info | $\cdots \neq 0.32 \mathrm{bn}$ |
| [en] Part-time J obs | $\cdots \neq 0.01 \mathrm{bn}$ |
| [en] Job Info for Students | $\cdots \cdots \neq 0.18 \mathrm{bn}$ |
| Education/Evaluation Business | $\cdots+\neq 2.1 \mathrm{mn}$ |

Expenses decrease $\mathbf{3 5 . 2 \%}$ YOY to $¥ 0.97 \mathrm{bn}$. $¥ 1.79$
Reduced personnel expenses
Decreased in Ad ,PR expenses
$\cdots-\neq 0.26 \mathrm{bn}$
$\cdots-\neq 0.36 \mathrm{bn}$
¥2.11 billion

|  | $\begin{gathered} \text { FY2009 } \\ \text { (09.J an-Mar) } \end{gathered}$ |  |  | $\begin{gathered} \text { FY2010 } \\ \text { (10.J an-Mar) } \end{gathered}$ |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | (million yen) | \% of sales | $\begin{aligned} & \text { \% you } \\ & \text { change } \end{aligned}$ | (million yen) | \% of sales | $\begin{aligned} & \text { \% Yoy } \\ & \text { change } \end{aligned}$ |
| 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

|  | $\begin{gathered} \text { FY2009 } \\ \text { (09.J an-Mar) } \end{gathered}$ |  |  | $\begin{gathered} \text { FY2010 } \\ \text { (10.J an-Mar) } \end{gathered}$ |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | (million yen) | \% of sales | \% YOY | $\begin{gathered} \text { (million } \\ \text { yen) } \end{gathered}$ | \% 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\% |
| Gross Profit | 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

|  | $\begin{gathered} \text { FY2009 } \\ \text { (09.J an-Mar) } \end{gathered}$ |  |  | $\begin{gathered} \text { FY2010 } \\ \text { (10.J an-Mar) } \end{gathered}$ |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | (million yen) | \% of sales | \% Yoy change | $\begin{aligned} & \text { (million } \\ & \text { yen) } \end{aligned}$ | \% 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\% | - |


|  | $\begin{gathered} \text { FY2009 } \\ \text { (09.Jan-Mar) } \end{gathered}$ |  |  | $\begin{gathered} \text { FY2010 } \\ \text { (10.Jan-Mar) } \end{gathered}$ |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | (million yen) | \% of sales | $\begin{aligned} & \text { \% Yoy } \\ & \text { change } \end{aligned}$ | $\begin{aligned} & \text { (million } \\ & \text { yen) } \end{aligned}$ | $\begin{aligned} & \% \text { of } \\ & \text { sales } \end{aligned}$ | $\begin{aligned} & \text { \% Yoy } \\ & \text { change } \end{aligned}$ |
| 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
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## FY12/ 10

Revision of $1^{\text {st }}$ Half Operating Results Projections and
Full Year
Operating Results Projections
※ May 12, 2010 announcement
(million yen)

|  | $\begin{gathered} \text { FY12/ } 10 \text { H1 } \\ \text { Revised } \\ \text { Projection (A) } \end{gathered}$ | $\begin{gathered} \text { FY12/ } 10 \text { H1 } \\ \text { Initial } \\ \text { Projection (B) } \end{gathered}$ | Net Increasedecrease (A)-(B) | Increasedecrease rate <br> (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\% |  |

(million yen)

|  | FY12/ 10 <br> Full Year <br> 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 <br> Revised <br> Projection | \% YOY <br> change | FY12/ 10 H2 <br> Revised <br> Projection | \% YoY <br> change |
| :--- | ---: | ---: | ---: | ---: |
| Net Sales | $\mathbf{4 , 2 4 9}$ | $-19.1 \%$ | $\mathbf{5 , 2 3 0}$ | $5.5 \%$ |
| Cost of Sales | $\mathbf{8 1 9}$ | $-14.9 \%$ | $\mathbf{8 3 4}$ | $-0.8 \%$ |
| Personnel | $\mathbf{1 3 5}$ | $-36.0 \%$ | $\mathbf{1 7 2}$ | $5.0 \%$ |
| Other | $\mathbf{6 8 4}$ | $-9.0 \%$ | $\mathbf{6 6 2}$ | $-2.2 \%$ |
| Gross Profit | $\mathbf{3 , 4 2 9}$ | $-20.0 \%$ | $\mathbf{4 , 3 9 6}$ | $6.8 \%$ |
| SGA(Sales,general <br> \&administrative) | $\mathbf{3 , 0 7 8}$ | $-24.6 \%$ | $\mathbf{3 , 2 9 7}$ | $7.6 \%$ |
| Personnel | $\mathbf{1 , 4 6 1}$ | $-17.2 \%$ | $\mathbf{1 , 5 1 2}$ | $7.0 \%$ |
| Advertising, <br> sales promotion | $\mathbf{8 9 4}$ | $-23.4 \%$ | $\mathbf{1 , 0 1 3}$ | $24.8 \%$ |
| Other | $\mathbf{7 2 2}$ | $-37.2 \%$ | $\mathbf{7 7 1}$ | $-7.9 \%$ |
| Operating income | $\mathbf{3 5 1}$ | $70.7 \%$ | $\mathbf{1 , 0 9 8}$ | $4.2 \%$ |
| Ordinary income | $\mathbf{3 5 3}$ | $79.0 \%$ | $\mathbf{1 , 1 0 9}$ | $9.2 \%$ |
| Net income | $\mathbf{1 7 6}$ |  | $\mathbf{6 5 4}$ | $19.7 \%$ |


|  | Mid Career Hiring Business |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { FY12/ } 10 \text { Q1 } \\ \text { Results } \end{gathered}$ | $\begin{gathered} \hline \text { FY12/ } 10 \mathrm{H1} \\ \text { Initial } \\ \text { Projection (A) } \\ \hline \end{gathered}$ | $\begin{gathered} \text { FY12/ } 10 \mathrm{H1} \\ \text { Revised } \\ \text { Projection (B) } \\ \hline \end{gathered}$ | I ncreasedecrease rate <br> (B)/(A)-1 | $\begin{aligned} & \text { FY12/ } 10 \\ & \text { Full Year } \\ & \text { Projection } \\ & \hline \end{aligned}$ | \% 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 |  |  |  |  |  |
|  | $\begin{gathered} \text { FY12/ } 10 \text { Q1 } \\ \text { Results } \end{gathered}$ | $\begin{gathered} \text { FY12/ } 10 \text { H1 } \\ \text { Initial } \\ \text { Projection (A) } \end{gathered}$ | $\begin{gathered} \text { FY12/ } 10 \mathrm{H1} \\ \text { Revised } \\ \text { Projection (B) } \end{gathered}$ | Increasedecrease rate (B)/ (A)-1 | FY12/ 10 <br> Full Year Projection | \% YOY <br> 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


[^0]FY12/ $101^{\text {st }}$ Quarter

## Summary of Site I nformation

## [en] Career Change Info




| Sales(million yen) |  |  |  |
| :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { FY12/ } 10 \\ \text { Q1 } \end{gathered}$ | $\begin{gathered} \text { FY12/ } 09 \\ \text { Q1 } \end{gathered}$ | $\begin{aligned} & \text { \% YOY } \\ & \text { change } \end{aligned}$ | FY12/ 10 <br> Projection |
| 956 | 1,086 | -12. | 4,300 |
| The number of registered users (At the end of March) |  | ,000 | $\begin{array}{r} \text { Up 240,000 } \\ (+9.8 \%) \end{array}$ |

## FY12/ 10 1st $^{\text {st }}$ 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 $^{\text {nd }}$ Quarter

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

## [en] Career Change Consultant




FY12/ 10 1st $^{\text {st }}$ Quarter Overview
> Continued declines in placement contracts and numerous shut-downs/ withdrawals by job placement agencies. As a result, net sales amounted to $\mathbf{2 3 4}$ 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/ $102^{\text {nd }}$ 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



| (million yen) |  |  |  |
| :---: | :---: | :---: | :---: |
| $\begin{aligned} & n \\ & \sum_{0} \\ & \text { U } \end{aligned}$ | FY12/10 | 449 |  |
|  |  | Status (vs Projection) | 25.8\% |
|  | FY12/09 | 773 |  |
|  |  | Status (vs 09 Actual) | 33.6\% |


| Sales(million yen) |  |  |  |
| :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { FY12/ } 10 \\ \text { Q1 } \end{gathered}$ | $\begin{gathered} \text { FY12/ } 09 \\ \text { Q1 } \end{gathered}$ | \% YOY <br> change | $\begin{aligned} & \text { FY12/ } 10 \\ & \text { Projection } \end{aligned}$ |
| 449 | 773 | -41.9\% | 1,740 |
| The number of registered users (At the end of March) | 660,000 |  | $\begin{aligned} & \text { Up 90,000 } \\ & (+15.8 \%) \end{aligned}$ |

## FY12/ 10 1st $^{\text {st }}$ 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 2 $^{\text {nd }}$ 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.

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## [en] Part-time J obs




| Sales(million yen) |  |  |  |
| :---: | :---: | :---: | :---: |
| $\begin{gathered} \text { FY12/ } 10 \\ \text { Q1 } \end{gathered}$ | $\begin{gathered} \text { FY12/ } 09 \\ \text { Q1 } \end{gathered}$ | \% YOY <br> change | $\text { FY12/ } 10$ <br> Projection |
| 190 | 201 | -5.5\% | 970 |
| The number of registered users (At the end of March) | 440,000 |  | $\begin{array}{r} \text { Up 108,000 } \\ (+31.9 \%) \end{array}$ |

## FY12/ 10 1st $^{\text {st }}$ 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 2nd $^{\text {nd }}$ Quarter

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

## [en] J ob I nfo for Students




## FY12/ 10 1st $^{\text {st }}$ 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 J anuary 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 2 $^{\text {nd }}$ Quarter

> Enhance distinctiveness of products and differentiation with competitors to increase orders for website tailored to $\mathbf{2 0 1 2}$ 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

- Dividends Projection $\mathbf{¥ 1 , 0 7 0}$
- Payout ratio (projection) 30.1\%


## (FY09/ 12 result)

- Dividends
- Breakdown:Year-End Dividends
¥800 ( Payout ratio 40.7\% ) $¥ 600$
Commemorative Dividends $\quad \mathbf{¥ 2 0 0}$
(10 ${ }^{\text {th }}$ Anniversary Establishment)
- Reacquisition

Number of shares to be reacquired Total cost of shares reacquired

5,500shares
$¥ 484$ million The gross shareholder return ratio 146.0\%

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## e $\cap$ Appendix

【 Name】 en－japan inc．
【 Establishment】 J anuary 14， 2000
【 Representatives】 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 $\mathbf{1 2 , 7 8 2}$ million（as of end of Mar．2010）

【Stock Listing】 لNippon New Market＂Hercules＂
【Fiscal Year】 J anuary 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
（1）I nternet job recruitment service
Description】
（2）Consultation on recruitment，employee education and personnel evaluation system
（3）Sales of personnel systems and personnel outsourcing services
（4）Operation of online media offering comprehensive wedding facilities information

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## Business Model



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Our Main Business Contents－Sites We Operate

|  | Site Brand | Sha－ re | Contents | Characteristics | Users | Clients |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Mid－career Hiring Business | ［en］Career Change Info ［en］社会人の転嘎情報 | $\begin{aligned} & 40 \\ & \% \end{aligned}$ | Site for <br> Comprehens ive <br> Career Change Info | No． 2 in industry <br> －All information is provided through our reporting and photographing of each company <br> －Straightforward，detailed Career Change Info from perspective of job seekers <br> －All information has video（only en－japan） | －70\％are in their 20s－ mid－30s <br> －70\％are male <br> －All occupations | General Companies |
|  | ［en］Career Change Consultant ［en］䡉職コソサルタソト | $\begin{aligned} & 13 \\ & \% \end{aligned}$ | Collective site for job placement agencies | No． 1 in industry <br> －Information on job placement agencies and their Career Change Info <br> －5－level evaluation of job placement agencies（first in industry） <br> －High End J ob Corner opened | －60\％are in their late 26－40 <br> －80\％are male | J ob placement agencies |
|  | ［en］Temporary Placement Info [en]派遣の本仕事情報 | $\begin{aligned} & 23 \\ & \% \end{aligned}$ | Collective site for temporary staffing companies | No． 2 in industry <br> －Temporary staffing company information and their Career Change Info <br> －Unique search category＂I nsistence I NDEX＂ | －80\％are in their 20s－ mid 30s <br> －80\％are female | Temporary staffing companies |
|  | ［en］Part－time J obs ［en］本気のアルノケト | $\begin{gathered} 7 \\ \% \end{gathered}$ | Site for Comprehens ive Part－ time worker Career Change Info | General Part－Time Employment Info Site（2／ 25 Open！） <br> －First Membership Part－Time employment site in the industry <br> －Companies award points based on work performance <br> －Mini－bonuses awarded based on points earned | －High school student <br> －University students <br> －Part－timers | contractor <br> Temporary staffing companies General Companies |
|  |  |  |  | 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 <br> －Clear merits from potential of full－time employment oppotunites | －80\％are in their 20s－ mid 30s <br> －70\％are Part－timers and NEETs | General Companies |
|  | ［en］Job Info for Students [ën]学生の就職情報 | $\begin{aligned} & 14 \\ & \% \end{aligned}$ | Site for student employment information | Unique job and company research type－site <br> －Largest J apanese site with largest volume and highest quality of job infomation <br> －Same characteristics as［en］Career Change Info <br> －＂Professional Work Research，＂a unique service of en－ japan | －University students <br> －Graduate students <br> －Junior college students | General Companies |



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


$\leadsto$ Labor costs relative to sales $\quad \square-$ Advertising, sales promotion costs relative to sales $\quad \square$ Ordinary Income rate

|  | 07.3 Q | 07.4 Q | 08.1 Q | 08.2 Q | 08.3 Q | 08.4 Q | 09.1 Q | 09.2 Q | 09.3 Q | 09.4 Q | 10.1 Q |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: | ---: |
| Ordinary Income <br> (million yen) | 1,782 | 2,618 | 1,763 | 1,311 | 1,039 | 1,791 | 186 | 10 | 232 | 782 | 304 |
| Ordinary Income rate | $34.1 \%$ | $36.2 \%$ | $31.7 \%$ | $25.0 \%$ | $21.1 \%$ | $32.0 \%$ | $6.3 \%$ | $0.5 \%$ | $10.3 \%$ | $29.0 \%$ | $14.4 \%$ |
| Labor costs (million yen | 1,370 | 1,603 | 1,358 | 1,464 | 1,490 | 1,414 | 1,055 | 920 | 783 | 793 | 786 |
| Labor costs <br> relative to sales | $26.2 \%$ | $22.2 \%$ | $24.4 \%$ | $28.0 \%$ | $30.2 \%$ | $25.3 \%$ | $35.6 \%$ | $40.2 \%$ | $34.7 \%$ | $29.4 \%$ | $37.1 \%$ |
| Advertising, <br> sales promotion costs <br> (million yen) | 1,268 | 1,964 | 1,449 | 1,479 | 1,420 | 1,286 | 696 | 470 | 408 | 404 | 336 |
| Advertising, <br> sales promotion costs <br> relative to sales | $24.3 \%$ | $27.1 \%$ | $26.1 \%$ | $28.2 \%$ | $28.8 \%$ | $23.0 \%$ | $23.5 \%$ | $20.6 \%$ | $18.1 \%$ | $15.0 \%$ | $15.9 \%$ |

## 1st Quarter Term Segment performance



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## Transition of Quarter Segment Performance


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


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## Effective J ob Offers-to-Applicants Ratio ,Unemployment



## J ob Advertising Market Trends

(\# in ten thousand)

- Websites


Source: Association of Job Information of J apan "J ob 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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