

Corporate Presentation

2008 Q1-Q3 Financial Results

Chairman & CEO

Brian Nelson

ValueCommerce /

November 4, 2008

2008 Q1-Q3 Financial Results

2008 Q1-Q3 (Jan. to Sep.) Highlights

- 1. Higher sales but lower margin and OP because of increased cost of revenues**
 - Top Line 5,020 mn (Y/Y growth 15.8%)
 - GP 1,858 mn (Y/Y reduction 2.1%)
 - OP 79 mn (Y/Y reduction 44.4%)
 - GP margin 37.0% (GP margin Q1-Q3 '07, 43.8%)
 - OP margin 1.6% (OP margin Q1-Q3 '07, 3.3%)

- 2. Revenue growth attributable to expansions in Consulting & Sozon**
 - Consulting service 2,405 mn (Y/Y growth 21.5%)
 - Sozon 834 mn (Y/Y growth 41.3%)

- 3. Affiliate ad networks bolstered**
 - Media partners surpassed 64K in Q3 '08
 - Affiliate TXs grow at a steady pace
 - Gross merchandise value (Jan. to Sep.) 71.4bn (Y/Y growth 12.9%)

- 4. Services progressed, new services began**
 - Number of products in the Web Service database exceeded 25mn
 - Movalue affiliate service for mobile phone sites launched (Oct.)
 - Performance Recommender launched

- 5. Recruiting activities to bolster sales and technology forces**
 - Hired a total of 265 people at the end of September 2008 (increase of 56 Y/Y)
 - Active recruiting activities ceased after Q3 '08

- 6. Net loss generated by a reversal of DTA (in the interim period)**
 - Pretax income 34mn
 - Income tax (including adjustments) 120mn
 - Net loss 84mn

2008 Q1-Q3 Consolidated Financial Results (Jan. to Sep.)

(JPY millions)

| | Q1-Q3 '08 | As % of revenues | Q1-Q3 '07 | As % of revenues | Y/Y |
|--|-----------|------------------|-----------|------------------|--------|
| Revenues | 5,020 | - | 4,335 | - | 115.8% |
| Cost of revenues | 3,161 | 63.0% | 2,437 | 56.2% | 129.7% |
| Gross profit | 1,858 | 37.0% | 1,898 | 43.8% | 97.9% |
| SGA expenses | 1,779 | 35.4% | 1,755 | 40.5% | 101.4% |
| Operating income | 79 | 1.6% | 142 | 3.3% | 55.6% |
| Recurring income | 34 | 0.7% | 158 | 3.7% | 22.1% |
| Pretax income | 34 | 0.7% | 155 | 3.6% | 22.6% |
| Taxes (including adjustments income taxes) | 120 | 2.4% | 194 | 4.5% | - |
| Minority interest | (1) | - | (5) | - | - |
| Net loss | (84) | (1.7%) | (34) | (0.8%) | - |

- ❑ Revenues increased, but operating income fell because of a rise in the cost of revenues, including expenses for advertising placement for partners. SGA expenses remained level from a year ago.
- ❑ Non OP expenses of 55mn because of exchange loss in Sozon and loss from equity method investment in JP21.
- ❑ Net loss of 84mn resulting from a reversal of DTA and adjustments to income taxes of 116mn. (in the interim period)

Revenues by Service (Jan. to Sep.)

(JPY millions)

| | Q1-Q3 '08 | As % of revenues | Q1-Q3 '07 | As % of revenues | Y/Y |
|-------------------------|-----------|------------------|-----------|------------------|--------|
| Consulting Service | 2,405 | 47.9% | 1,979 | 40.7% | 121.5% |
| ASP Service | 1,780 | 35.5% | 1,765 | 45.7% | 100.9% |
| Sozon (Int'l SEM & SEO) | 834 | 16.6% | 591 | 13.6% | 141.3% |
| Total | 5,020 | 100.0% | 4,335 | 100.0% | 115.8% |

- ❑ Consulting service & Sozon gain upward momentum.
- ❑ ASP service remains flat.

Consolidated Cash Flows

(JPY millions)

| | Q1-Q3 '08 | Q1-Q3 '07 | Y/Y changes | Factors |
|-----------------------------------|--------------|-----------|-------------|---|
| C/F from Operating activities | 104 | 330 | (226) | Increase in account receivable, decrease in deposit received & in account payable |
| C/F from Investing activities | (117) | (135) | +18 | Acquisition of fixed assets, acquisition and redemption of investment securities |
| C/F from Financial activities | 4 | 17 | (13) | Issue of new shares through the exercise of stock warrants |
| Free cash flow | (13) | 195 | (208) | |
| Net changes in cash flows | (10) | 212 | (222) | |
| Cash & equiv. beginning of period | 2,820 | 3,064 | (244) | |
| Cash & equiv. end of period | 2,810 | 3,276 | (466) | |

Consolidated Balance Sheet

(JPY millions)

| | Q3 '08 (2008/09/30) | Q3 '07 (2007/09/30) | Change | End of 2007 (2007/12/31) | Change | Factors |
|------------------------|------------------------|------------------------|--------|-----------------------------|--------|---|
| Current assets | 3,827 | 4,345 | (518) | 3,875 | (48) | Decrease because of a reversal of DTA |
| Cash and deposits | 2,810 | 3,276 | (466) | 2,820 | (10) | Decline in cash and deposits |
| Noncurrent assets | 1,027 | 698 | +329 | 1,058 | (31) | From Q3 '07: Acquisition of investment securities From end of '07: Redemption of investment securities |
| Total assets | 4,854 | 5,044 | (190) | 4,934 | (80) | |
| Current liabilities | 999 | 1,136 | (137) | 982 | +17 | From Q3 '07: Decrease in deposits received |
| Noncurrent liabilities | 200 | 221 | (21) | 218 | (18) | Decrease in guaranteed deposits received |
| Owners equity | 3,655 | 3,686 | (31) | 3,733 | (78) | |

2008 Q3 (Jul. to Sep.) Consolidated Financial Results

(JPY millions)

| | Q3 '08 | As % of revenues | Q3 '07 | As % of revenues | Q/Q | Q2 '08 | As % of revenues | Changes from previous Q |
|--|--------|------------------|--------|------------------|--------|--------|------------------|-------------------------|
| Revenues | 1,665 | - | 1,640 | - | 101.5% | 1,648 | - | 101.0% |
| Cost of revenues | 1,058 | 63.5% | 993 | 60.5% | 109.5% | 1,038 | 63.0% | 101.9% |
| Gross profit | 607 | 36.5% | 647 | 39.5% | 93.8% | 609 | 37.0% | 99.6% |
| SGA expenses | 598 | 36.0% | 576 | 35.1% | 104.1% | 601 | 36.5% | 99.6% |
| Operating income | 8 | 0.5% | 72 | 4.4% | 11.8% | 8 | 0.5% | 100.2% |
| Recurring income | (2) | (0.1%) | 79 | 4.8% | - | (3) | (0.2%) | 63.8% |
| Pretax income | (2) | (0.1%) | 94 | 5.7% | - | (4) | (0.3%) | 57.3% |
| Taxes (including adjustments income taxes) | 1 | - | 2 | 0.1% | - | 117 | - | - |
| Net income/loss | (3) | (0.2%) | 94 | 5.7% | - | (121) | (7.4%) | - |

- Although revenues rose slightly from a year ago and the previous quarter, gross profit fell because the cost rate remained high.
- A period of hiring a large number of employees was concluded. SGA expenses remained level from the previous quarter.

Revenues by Service (Jul. to Sep.)

(JPY millions)

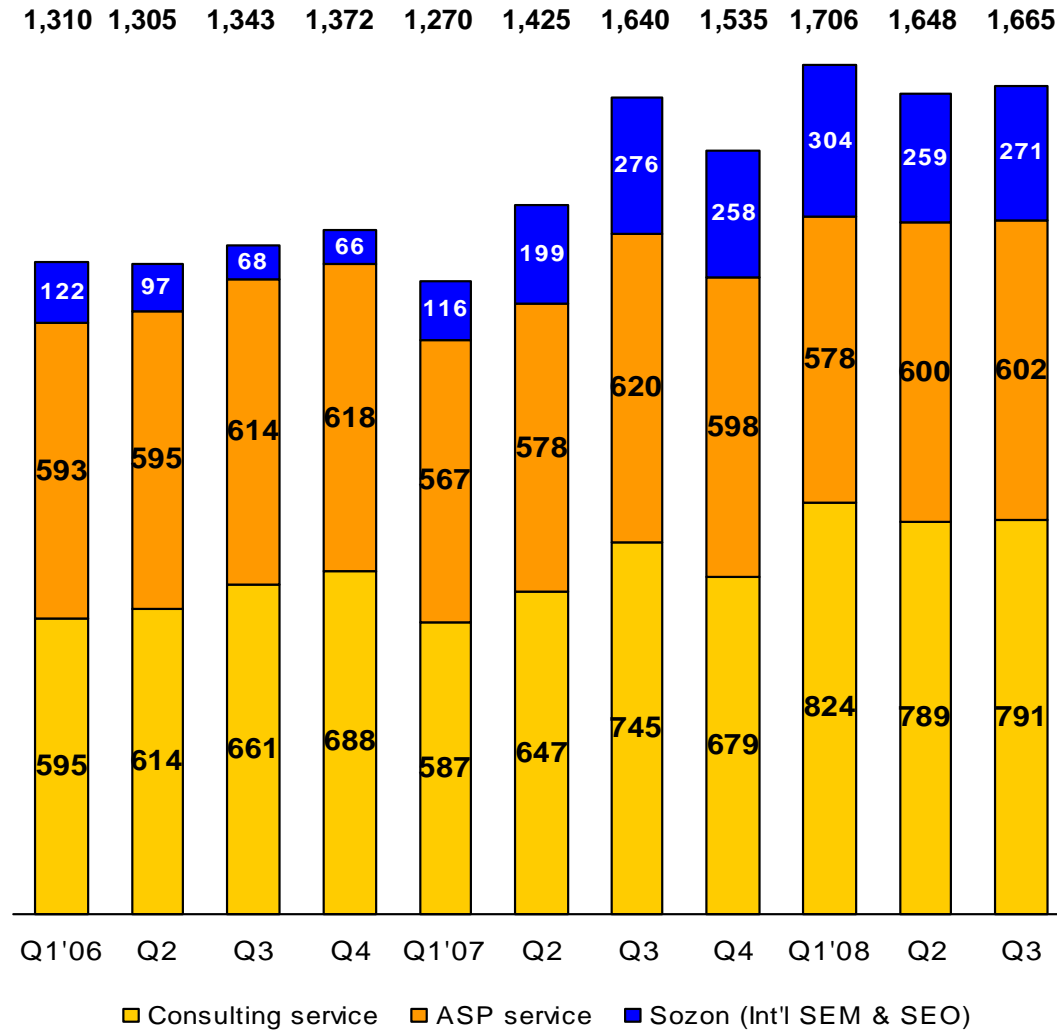
| | Q3 '08 | As % of revenues | Q3 '07 | As % of revenues | Q/Q | Q2 '08 | As % of revenues | Changes from previous Q |
|-------------------------|--------|------------------|--------|------------------|--------|--------|------------------|-------------------------|
| Consulting Service | 791 | 47.5% | 745 | 45.4% | 106.3% | 789 | 47.9% | 100.3% |
| ASP Service | 602 | 36.2% | 620 | 37.8% | 97.1% | 600 | 36.4% | 100.3% |
| Sozon (Int'l SEM & SEO) | 271 | 16.3% | 276 | 16.8% | 98.6% | 259 | 15.7% | 105.0% |
| Total | 1,665 | 100.0% | 1,640 | 100.0% | 101.5% | 1,648 | 100.0% | 101.0% |

- ❑ Revenues rose in Consulting Service and remained level in Sozon from a year ago.
- ❑ Revenues increased in Sozon and moved sideways in Consulting Service and ASP Service from the previous quarter.

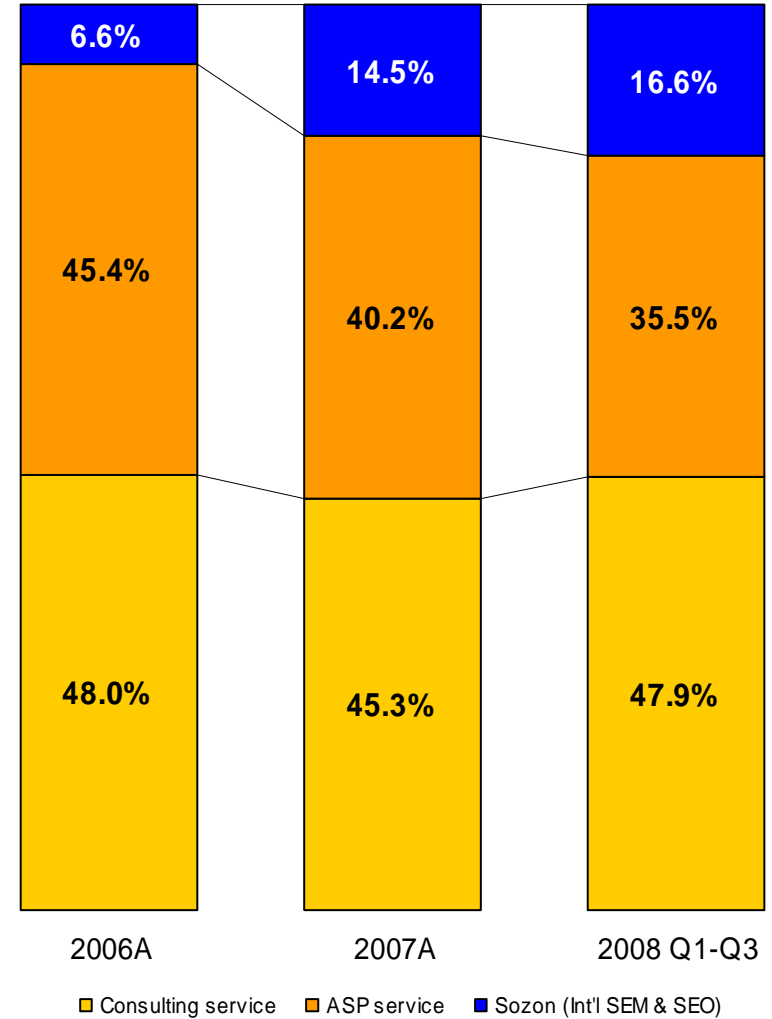
Historical Revenue Trend by Service

Quarterly actual sales

(JPY millions)

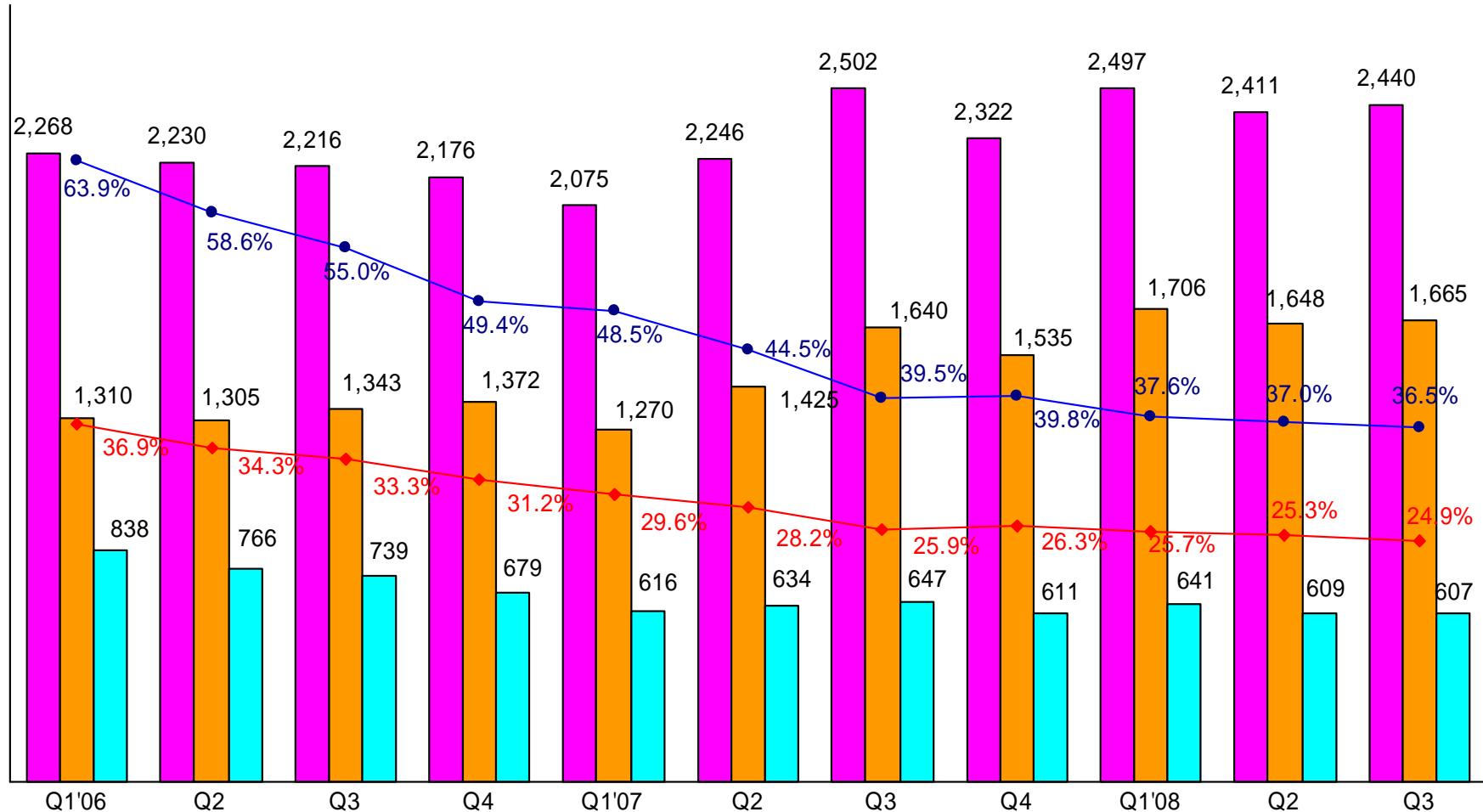







Ratio



Revenue, G/P, and G/P Ratio Historical Trend

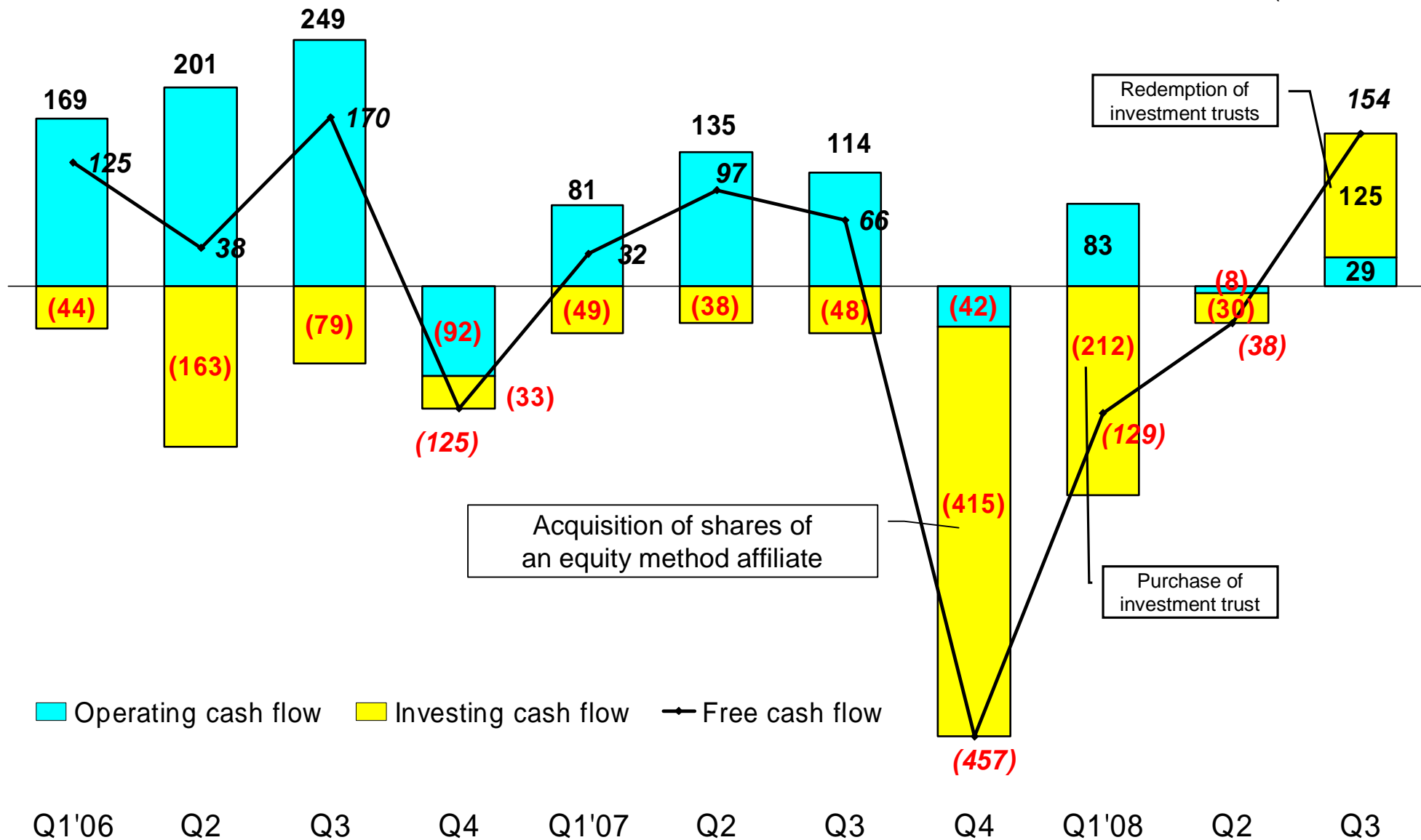
(JPY millions)



| | | | | | | | | | | | |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
|  Gross Revenues | 2,268 | 2,230 | 2,216 | 2,176 | 2,075 | 2,246 | 2,502 | 2,322 | 2,497 | 2,411 | 2,440 |
|  Net Revenues | 1,310 | 1,305 | 1,343 | 1,372 | 1,270 | 1,425 | 1,640 | 1,535 | 1,706 | 1,648 | 1,665 |
|  Gross Profit | 838 | 766 | 739 | 679 | 616 | 634 | 647 | 611 | 641 | 609 | 607 |
|  G margin (gross) | 36.9% | 34.3% | 33.3% | 31.2% | 29.6% | 28.2% | 25.9% | 26.3% | 25.7% | 25.3% | 24.9% |
|  G margin (net) | 63.9% | 58.6% | 55.0% | 49.4% | 48.5% | 44.5% | 39.5% | 39.8% | 37.6% | 37.0% | 36.5% |

Historical Trend in Consolidated Cash Flows

(JPY millions)



■ Operating cash flow
 ■ Investing cash flow
 — Free cash flow

Costs and Expenses 1)

(JPY millions)

| | 2008 1Q-3Q | As % of revenues | 2007 1Q-3Q | As % of revenues | Y/Y |
|-----------------------------------|--------------|------------------|--------------|------------------|---------------|
| Cost of revenues | 3,161 | 63.0% | 2,437 | 56.2% | 129.7% |
| Consulting service | 1,728 | 34.4% | 1,330 | 30.7% | 130.0% |
| Media buying cost * | 379 | 7.6% | 265 | 6.1% | 143.0% |
| COR in Sozon | 750 | 14.9% | 538 | 12.4% | 139.4% |
| Others | 303 | 6.0% | 304 | 7.0% | 99.8% |
| SGA Expenses | 1,779 | 35.4% | 1,755 | 40.5% | 101.4% |
| Headcount cost | 1,190 | 23.7% | 1,086 | 25.0% | 109.6% |
| Total Headcount | 265 | - | 209 | - | +56 |
| Others | 588 | 11.7% | 669 | 15.4% | 87.9% |
| Total Costs & Expenses | 4,941 | 98.4% | 4,192 | 96.7% | 117.8% |

- ❑ COR increased proportionally with top line growth, Y/Y growth 29.7%.
- ❑ The number of employees increased by 56 from a year ago. Personnel cost rose 9.6%, reflecting the active hiring of sales and technology personnel.
- ❑ However, total SGA expenses remained level from a year ago because of a fall in expenses for the outsourcing of technology operations.

Costs and Expenses 2)

(JPY millions)

| | Q3'08 | As % of revenues | Q3'07 | As % of revenues | Q/Q | Q2'08 | As % of revenues | Changes from previous Q |
|-----------------------------------|-------|------------------|-------|------------------|--------|-------|------------------|-------------------------|
| Cost of revenues | 1,058 | 63.5% | 993 | 60.5% | 106.6% | 1,038 | 63.0% | 101.9% |
| Consulting service | 562 | 33.8% | 515 | 31.3% | 109.5% | 571 | 34.6% | 98.5% |
| Media buying cost * | 133 | 8.0% | 113 | 6.9% | 117.8% | 136 | 8.3% | 98.4% |
| COR in Sozon | 250 | 15.0% | 262 | 15.9% | 95.6% | 228 | 13.8% | 109.6% |
| Others | 111 | 6.7% | 103 | 6.3% | 107.8% | 103 | 6.3% | 108.0% |
| SGA expenses | 598 | 36.0% | 576 | 35.1% | 104.1% | 601 | 36.5% | 99.6% |
| Headcount cost | 407 | 24.5% | 366 | 22.2% | 111.8% | 407 | 24.7% | 100.0% |
| Total Headcount | 265 | - | 209 | - | +56 | 257 | - | +8 |
| Others | 191 | 11.5% | 210 | 12.9% | 90.7% | 193 | 11.7% | 98.9% |
| Total Costs & Expenses | 1,656 | 99.5% | 1,569 | 95.6% | 105.6% | 1,639 | 99.5% | 101.0% |

- ❑ Consulting service
- ❑ Media buying cost
- ❑ Sozon
- ❑ SGA expenses

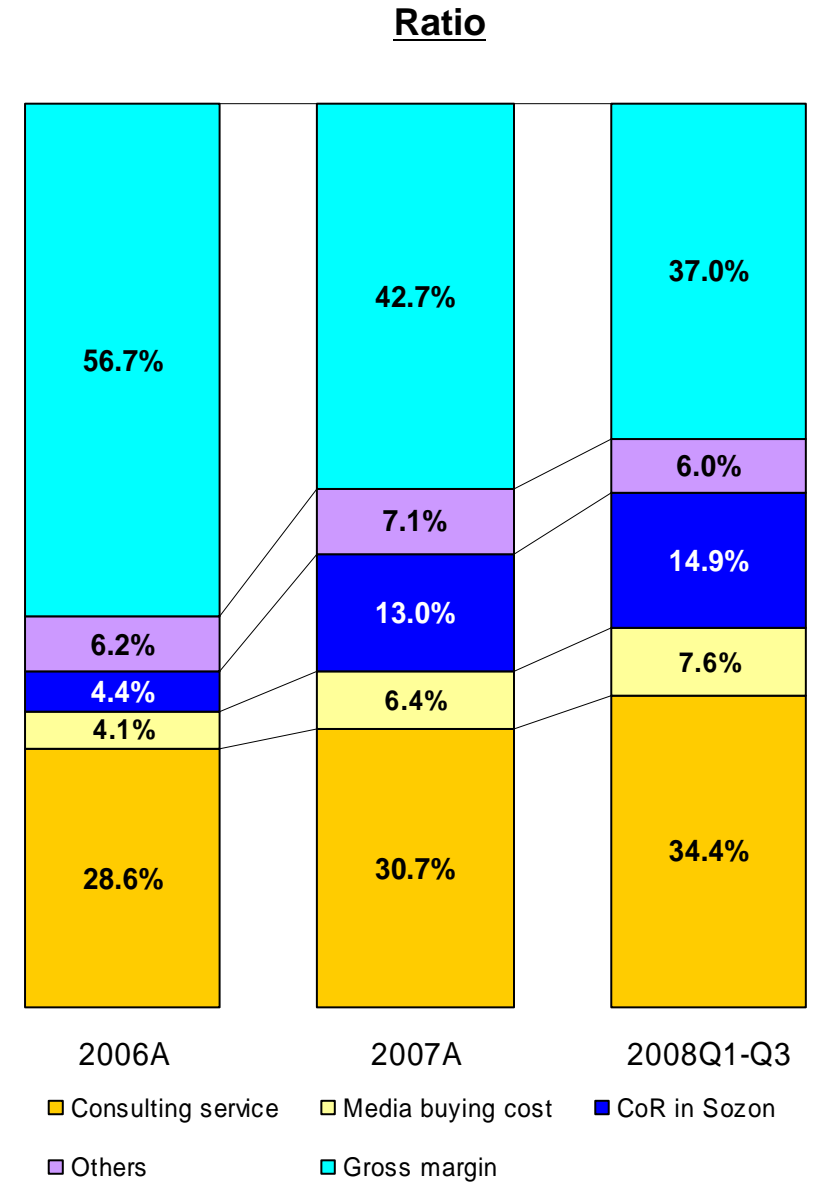
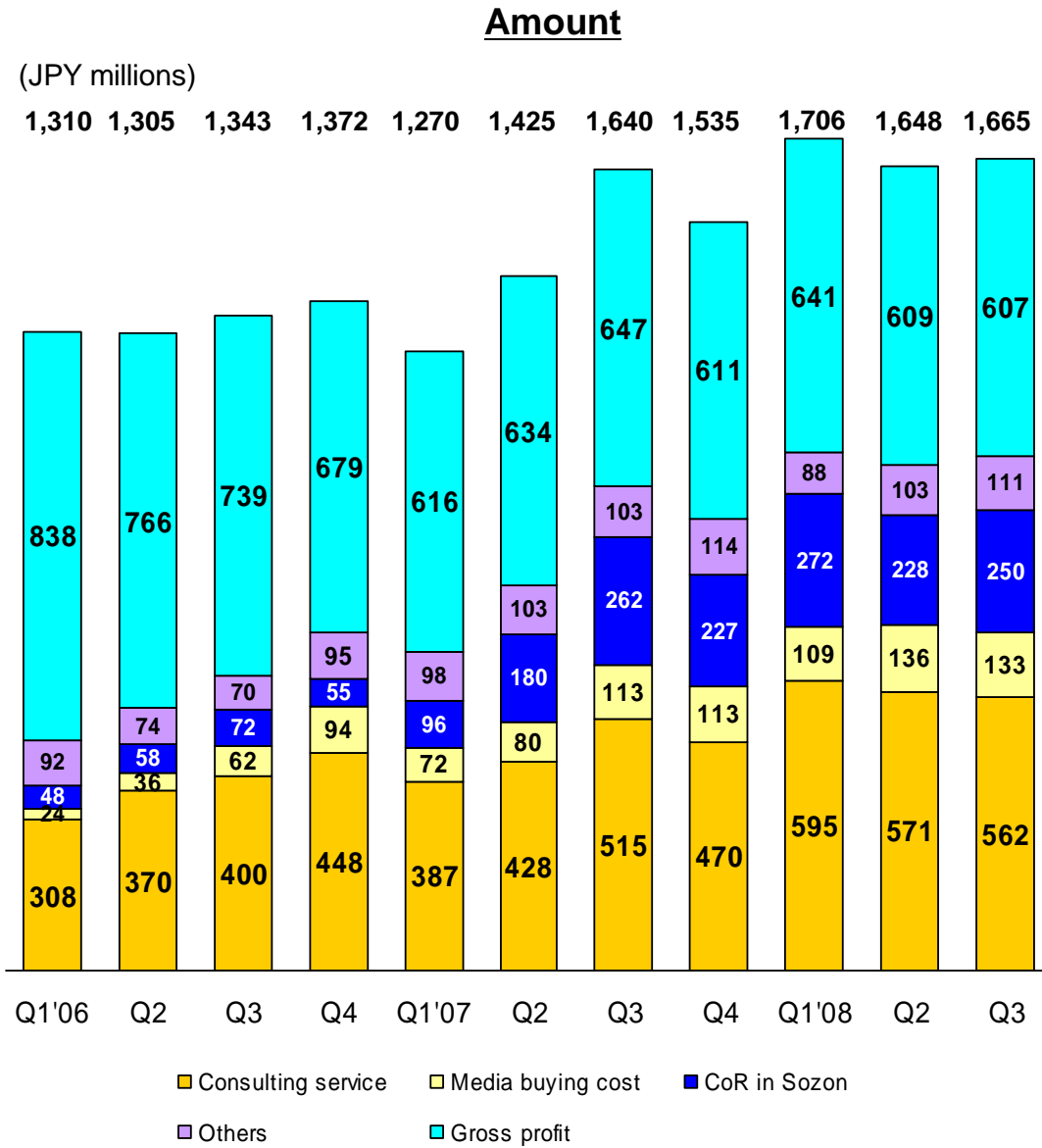
Rise in payments to media partners following sales growth.

Cost increase resulting from expansion in listing ad projects handled.

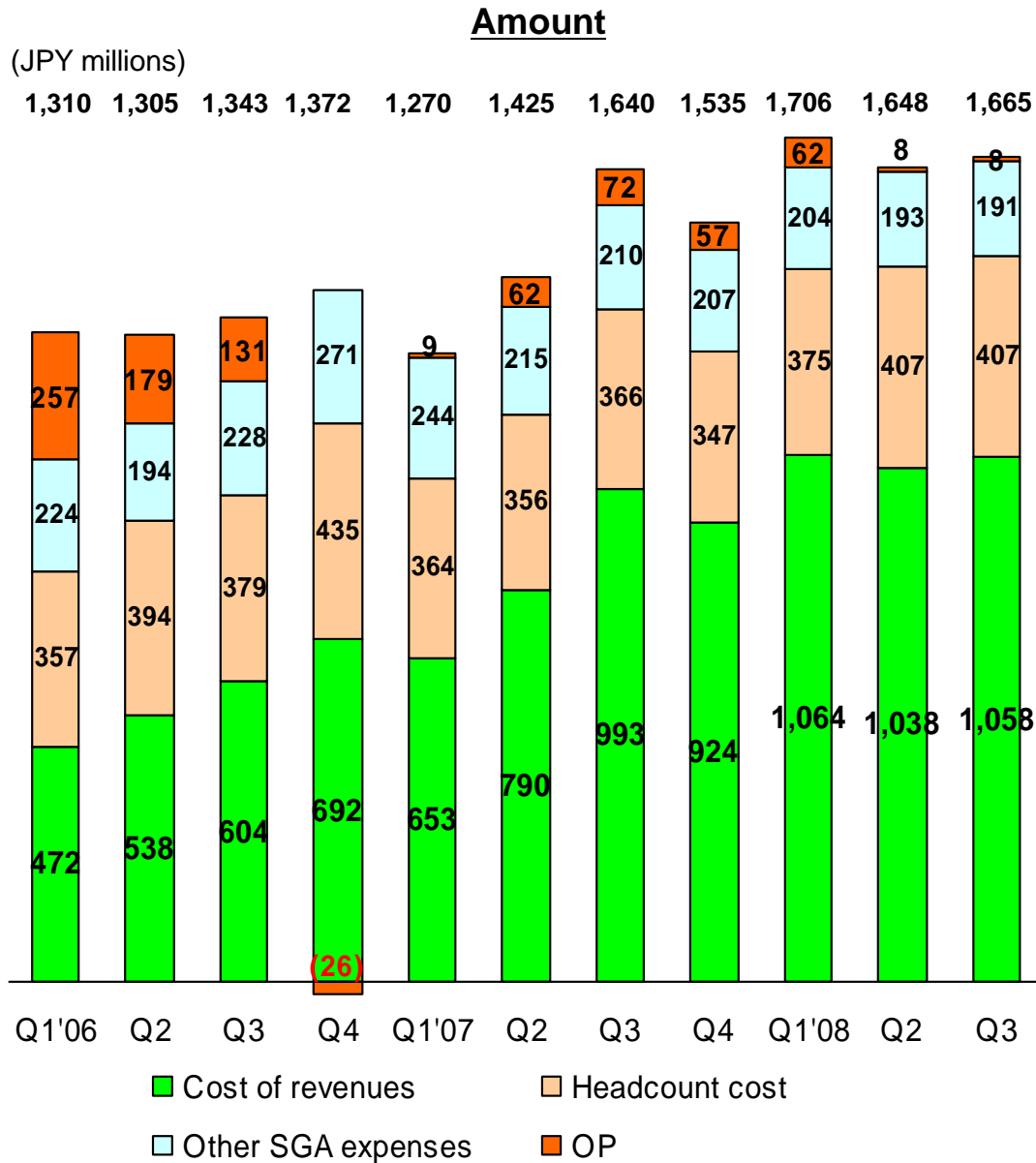
Cost increase resulting from expansion in Int'l listing ad projects handled.

Rose from a year ago mainly because of an increase in personnel costs due to active hiring, but remained level from the previous quarter.

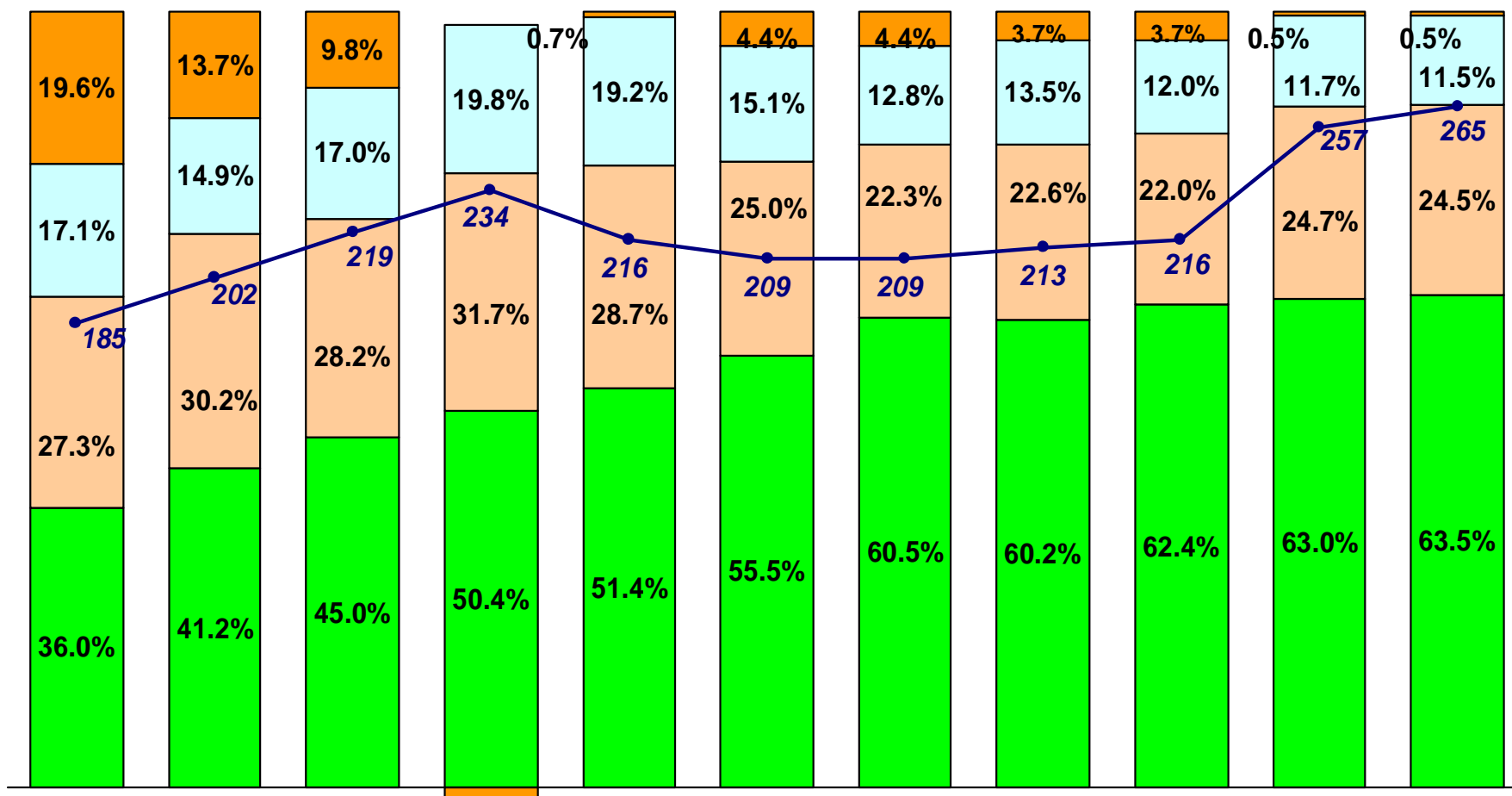
Revenues B/D 1) – Historical Trend in COR & GP Structure



Revenues B/D 2) – Historical Trend in Costs & Expenses, and OP Structure



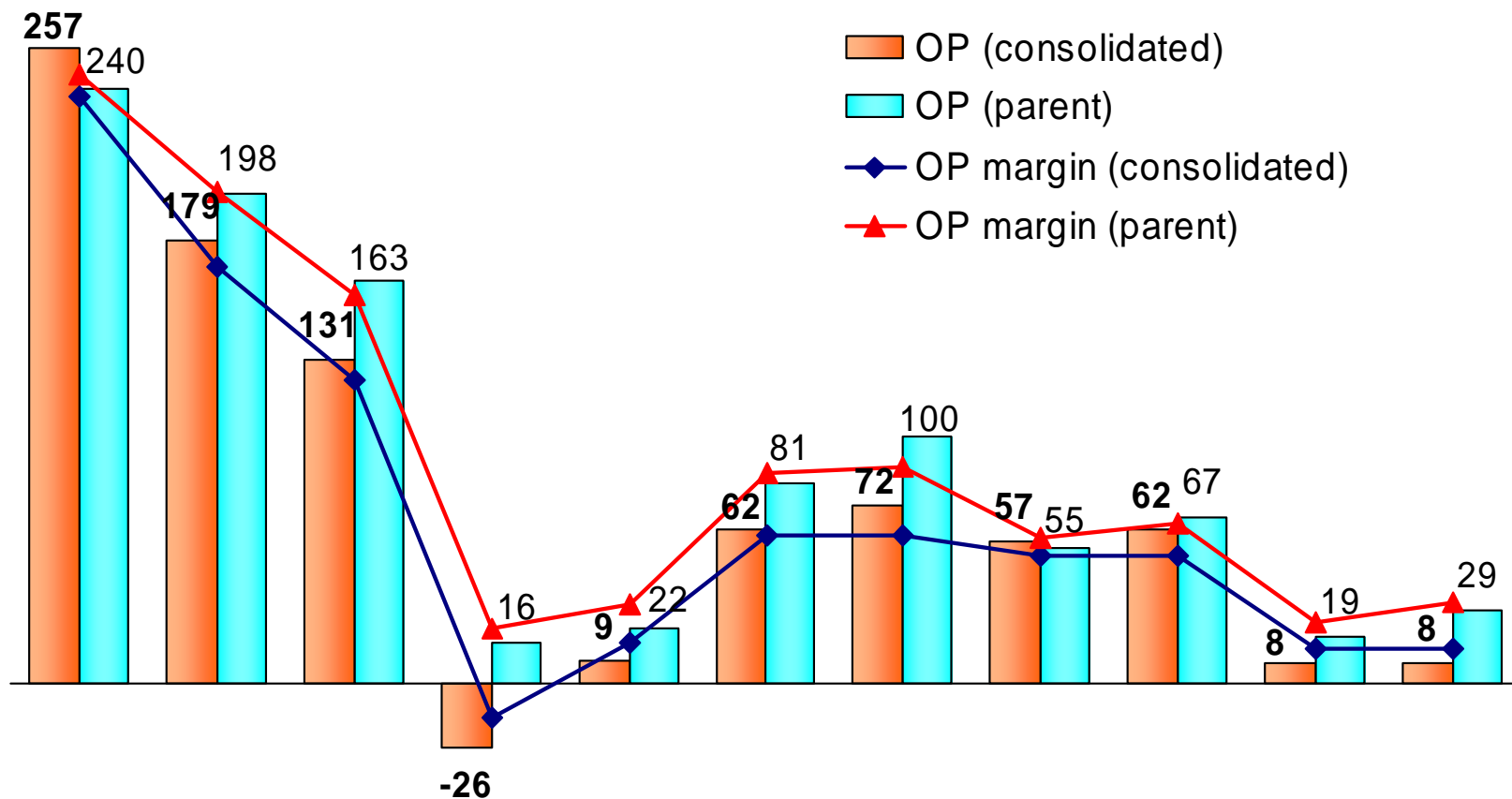
Revenues B/D 3) – Quarterly Trend



| | Q1'06 | Q2 | Q3 | Q4 | Q1'07 | Q2 | Q3 | Q4 | Q1'08 | Q2 | Q3 |
|---------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| OP margin | 19.6% | 13.7% | 9.8% | -1.9% | 0.7% | 4.4% | 4.4% | 3.7% | 3.7% | 0.5% | 0.5% |
| Other SGAs | 17.1% | 14.9% | 17.0% | 19.8% | 19.2% | 15.1% | 12.8% | 13.5% | 12.0% | 11.7% | 11.5% |
| Headcount | 27.3% | 30.2% | 28.2% | 31.7% | 28.7% | 25.0% | 22.3% | 22.6% | 22.0% | 24.7% | 24.5% |
| CoR | 36.0% | 41.2% | 45.0% | 50.4% | 51.4% | 55.5% | 60.5% | 60.2% | 62.4% | 63.0% | 63.5% |
| ttl Headcount | 185 | 202 | 219 | 234 | 216 | 209 | 209 | 213 | 216 | 257 | 265 |

OP & OP Margin Trend

(JPY millions)

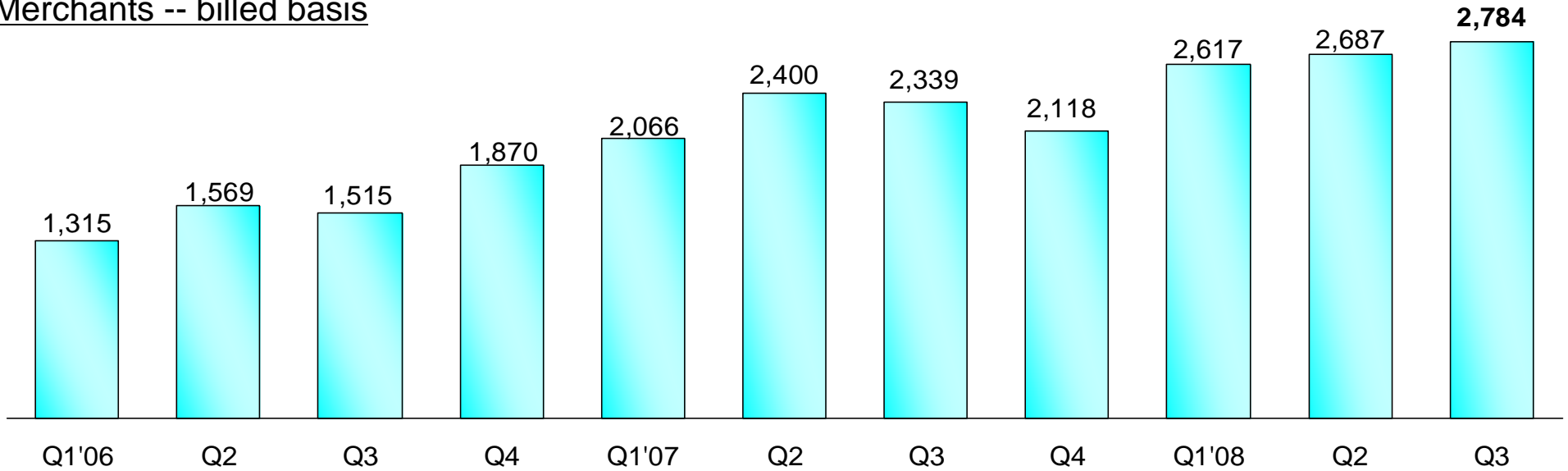


| | Q1'06 | Q2 | Q3 | Q4 | Q1'07 | Q2 | Q3 | Q4 | Q1'08 | Q2 | Q3 |
|--------------------------|-------|-------|-------|-------|-------|------|------|------|-------|------|------|
| OP (consolidated) | 257 | 179 | 131 | -26 | 9 | 62 | 72 | 57 | 62 | 8 | 8 |
| OP (parent) | 240 | 198 | 163 | 16 | 22 | 81 | 100 | 55 | 67 | 19 | 29 |
| OP margin (consolidated) | 19.6% | 13.7% | 9.8% | -1.9% | 0.7% | 4.4% | 4.4% | 3.7% | 3.7% | 0.5% | 0.5% |
| OP margin (parent) | 20.4% | 16.3% | 12.7% | 1.2% | 2.0% | 6.6% | 6.8% | 4.3% | 4.8% | 1.4% | 2.1% |

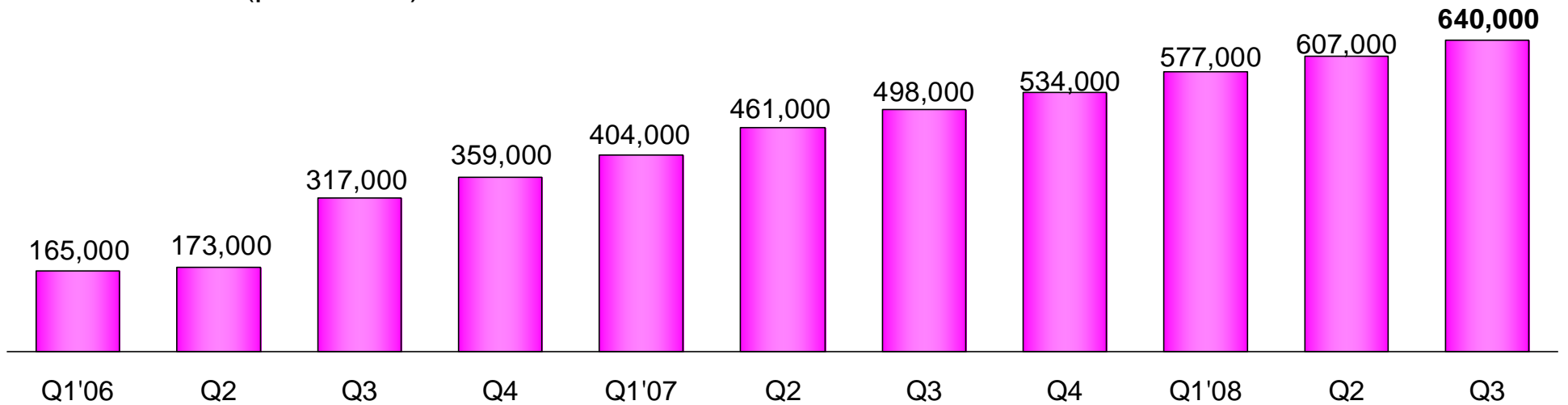
Business Review

Merchants & Media Partners Growth Trend

Merchants -- billed basis

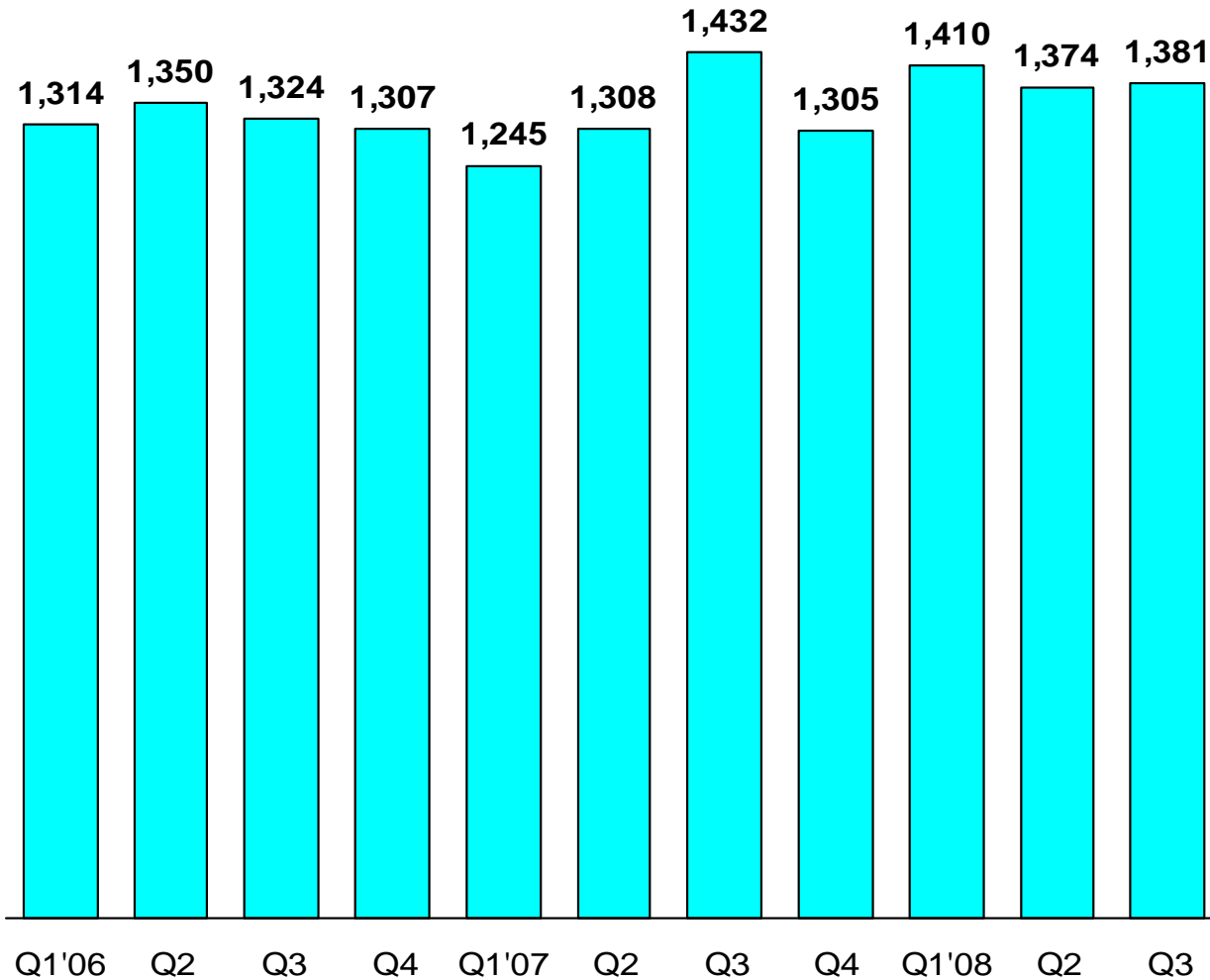


Media Partners (publishers)



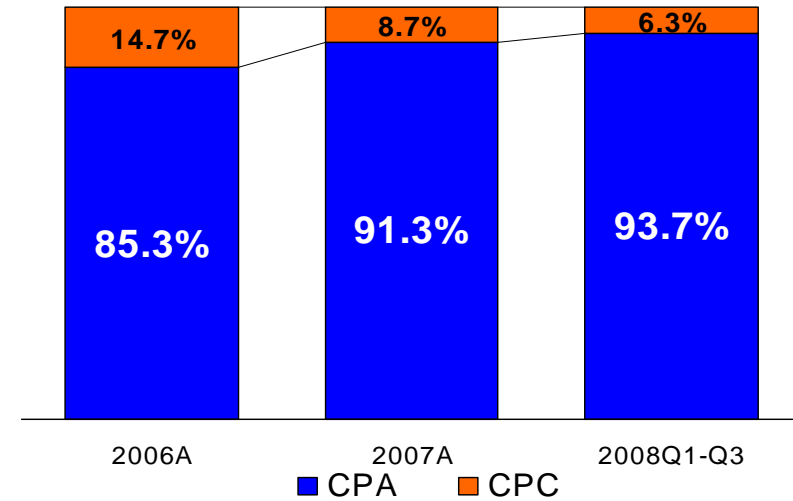
Partner Payments Related Indices

Partner Payments (JPY millions)

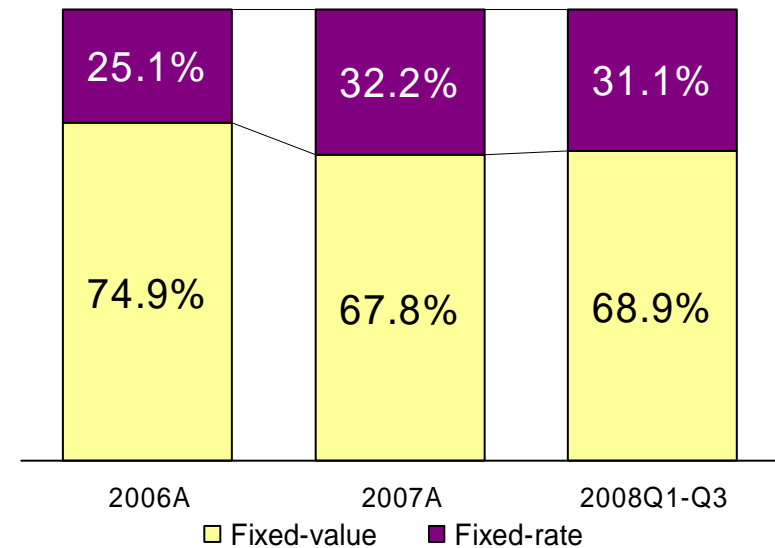


Partner payments refer to compensation paid to media partners confirmed on a quarterly basis. The figures represent total payments for the ASP service and for the consulting service.

CPA · CPC distribution

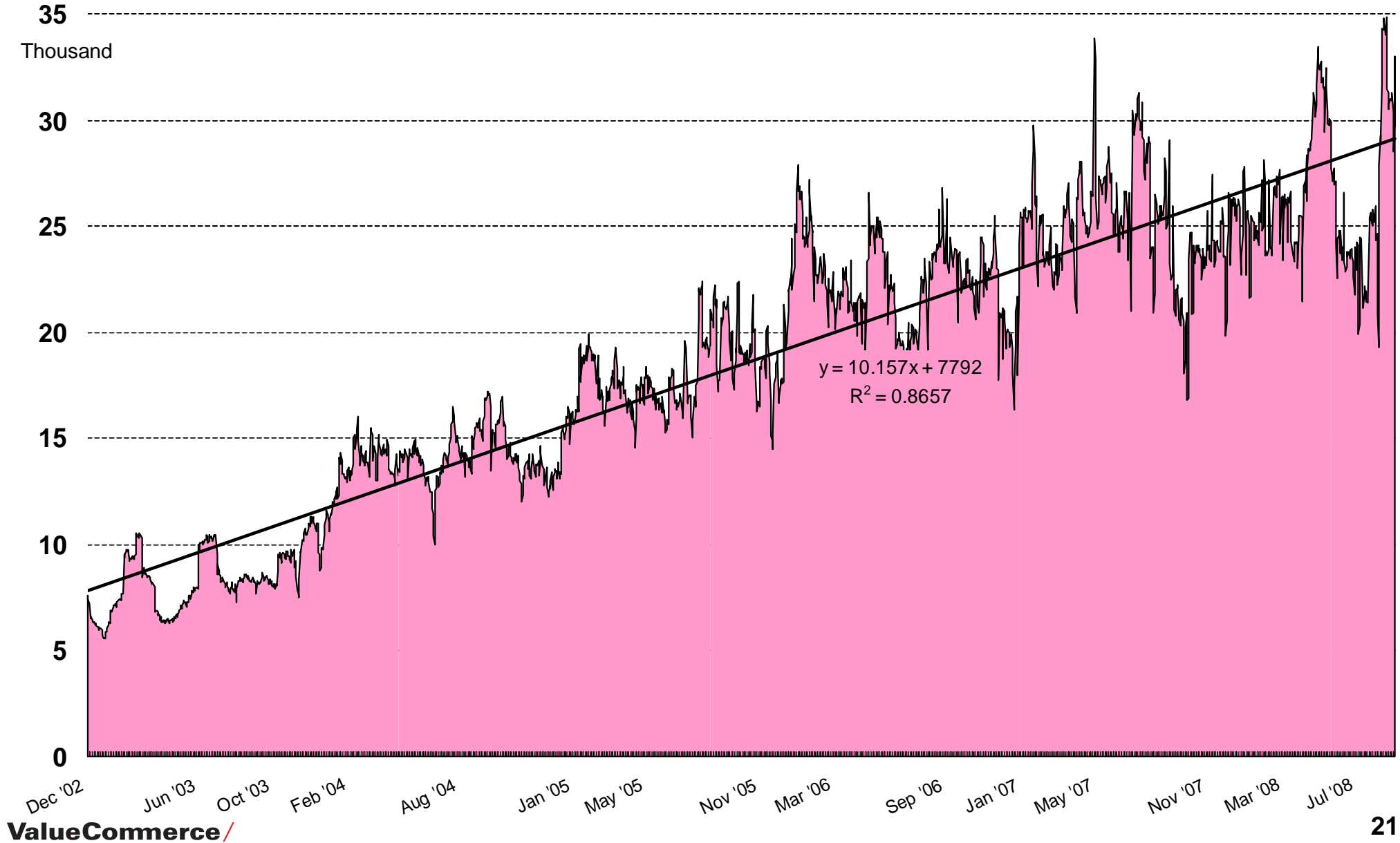


Fixed-value/fixed-rate distribution



Daily Transactions Number Trend

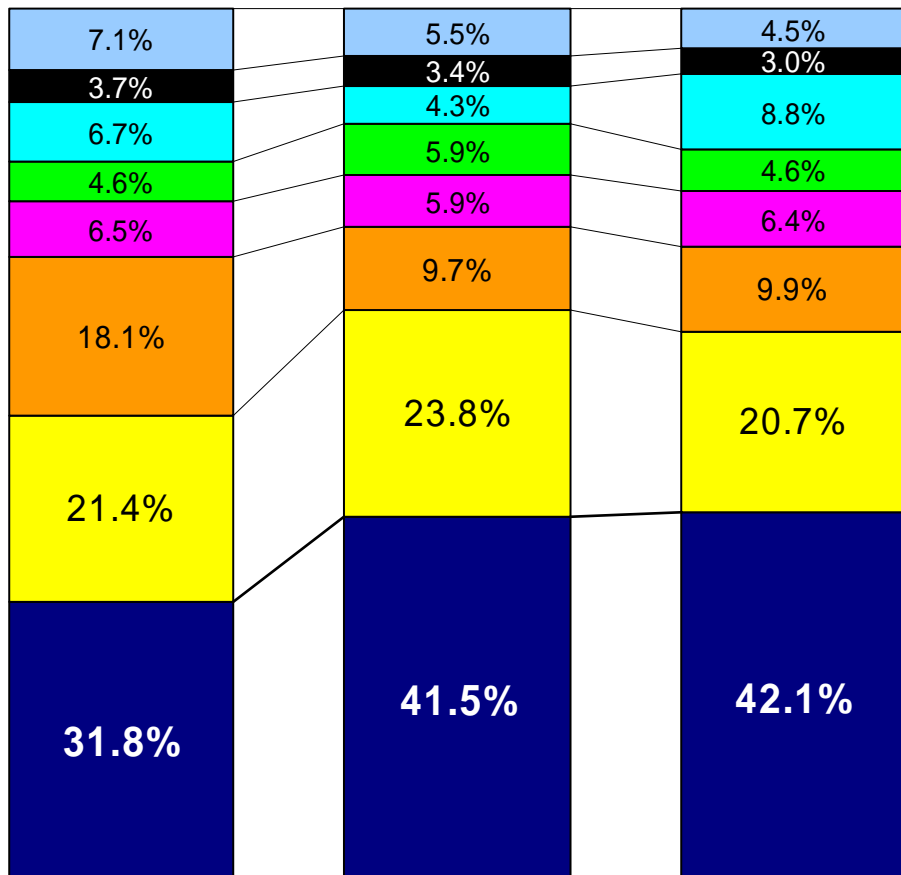
Overall, TXs grew steadily. TXs relating to shopping and travel increased in September.



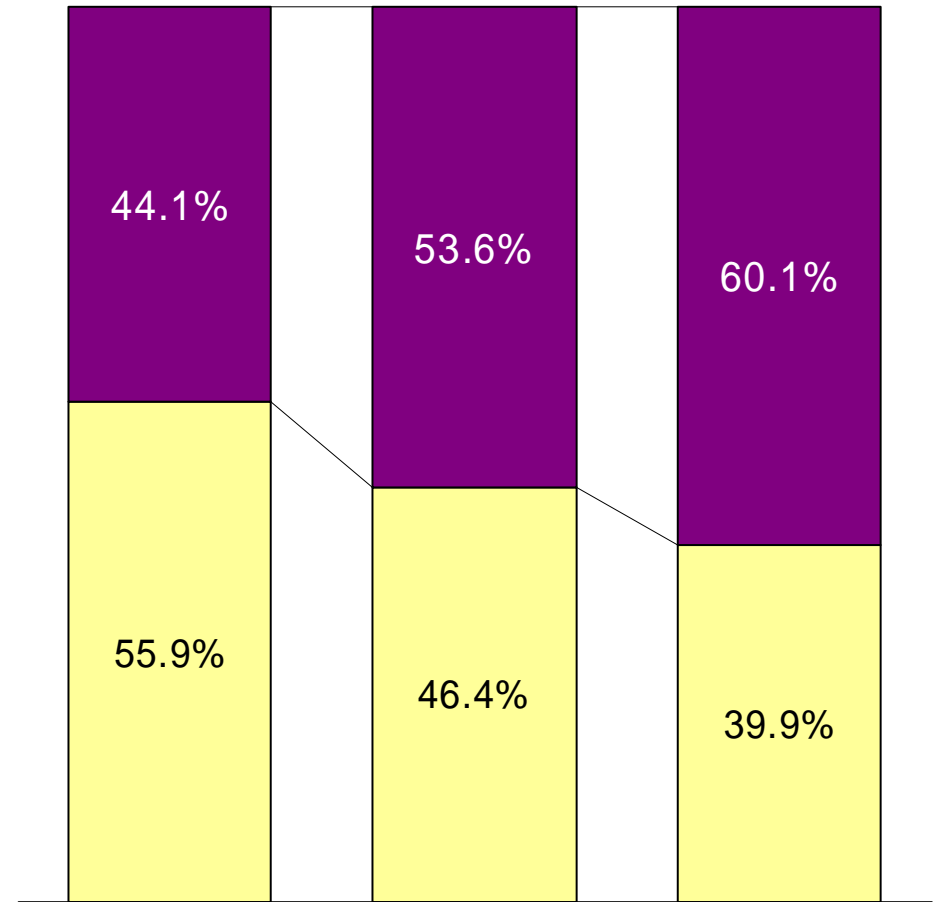
Transactions Related Indices

The contribution of shopping TXs (fixed-rate TXs) is greater. Travel/lifestyle and business/job TXs are rebounding. The number of finance TXs increased.

B/D by category



B/D by Fixed-value/Fixed-rate distribution

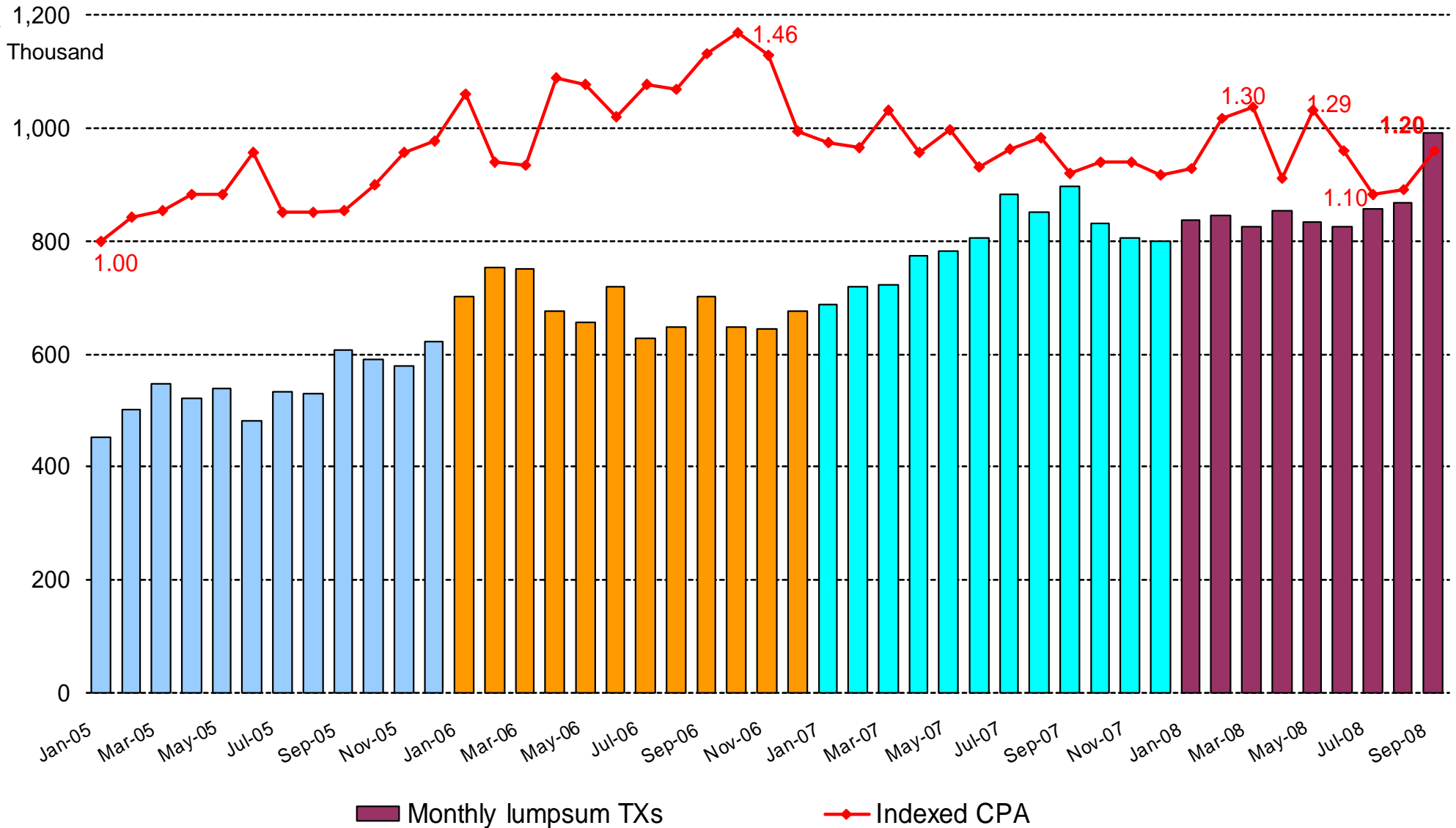


■ Online service
 ■ Travel/Lifestyle
 ■ Entertainment
 ■ Business/Job
■ Computer
 ■ Finance
 ■ Communications
 ■ Others

■ Fixed-value
 ■ Fixed-rate

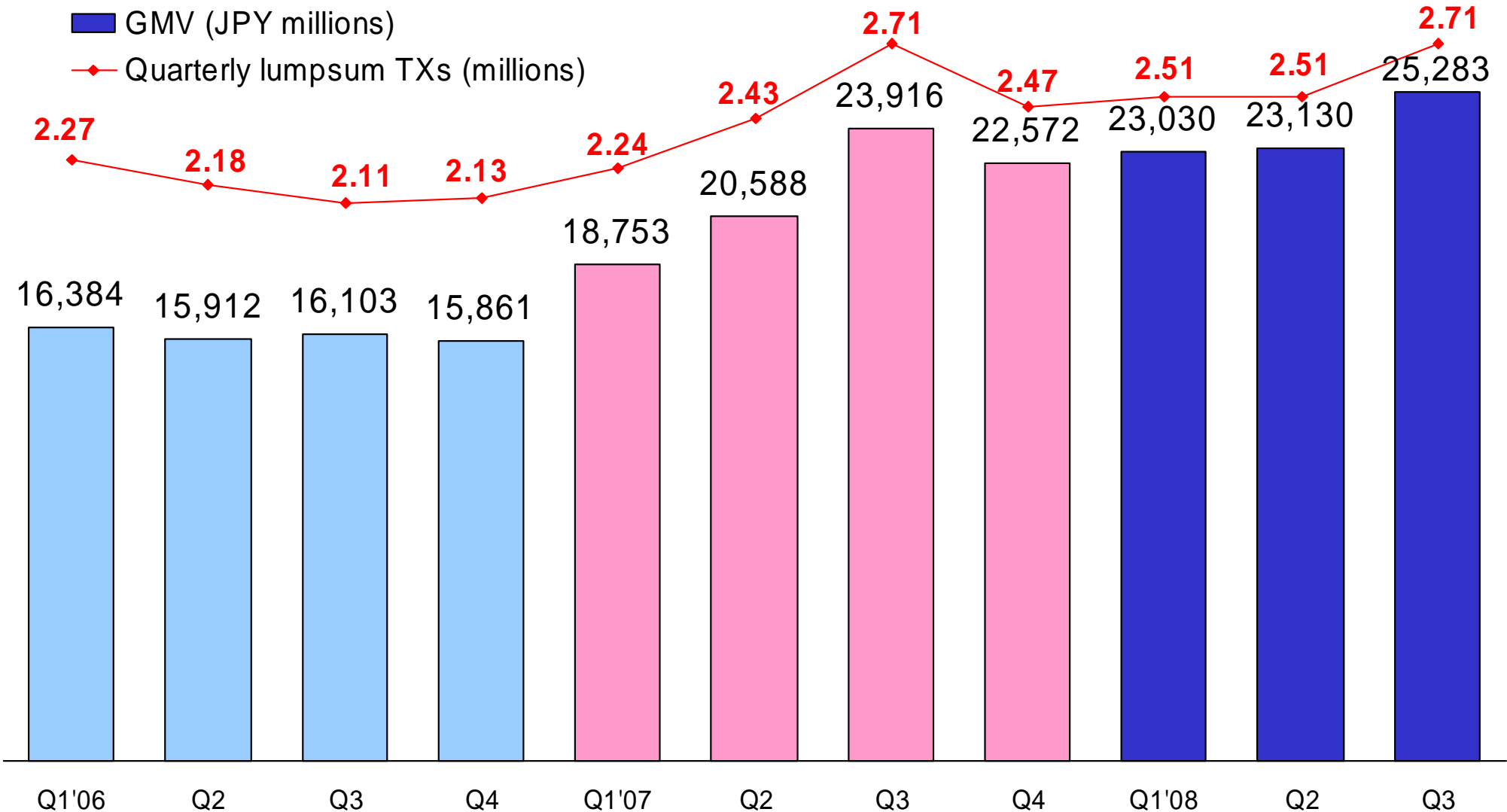
CPA (Index) & Transactions – Historical Correlation

Diagram shows monthly data since 2005. The number of transactions represents the real value while the CPA index reflects an average of all categories, with an index value normalized on January 1, 2005.



Gross Merchandise Volume Growth & Correlation with TXs

The merchandise volume, especially in relation to travel and shopping TXs, increased in Q3 in tandem with a rise in the number of TXs.



* GMV refers to the amount of purchases on shopping and goods sales sites and the amount of transactions on travel sites, both on PC and mobile phone platforms. It does not cover pay-per-lead transactions including those for requesting materials, membership subscriptions and quotations.

Merchants B/D in Revenues by Category

Figures represent the ratio on parent basis. Finance contribution nears 40% whereas consumer finance slightly edged down.

| | Q1 '06 | Q2 | Q3 | Q4 | Q1 '07 | Q2 | Q3 | Q4 | Q1 '08 | Q2 | Q3 |
|-----------------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|----------------|
| Finance | 33.8% | 36.1% | 36.7% | 36.5% | 34.2% | 35.0% | 33.2% | 38.0% | 39.7% | 39.2% | 38.2% |
| (Consumer Finance *1) | (24.5%) | (24.3%) | (31.5%) | (31.3%) | (28.8%) | (27.7%) | (26.9%) | (30.0%) | (31.2%) | (28.6%) | (25.6%) |
| (Consumer Finance *2) | (73.9%) | (82.9%) | (87.3%) | (86.7%) | (84.5%) | (78.2%) | (81.1%) | (78.9%) | (78.6%) | (73.0%) | (67.1%) |
| Online Service | 13.9% | 13.8% | 12.0% | 13.1% | 15.9% | 18.8% | 20.1% | 14.5% | 13.9% | 13.2% | 11.8% |
| Travel/Lifestyle | 9.2% | 10.0% | 10.3% | 13.0% | 15.1% | 15.0% | 16.2% | 15.3% | 13.4% | 15.7% | 18.4% |
| Business/Job | 10.2% | 8.3% | 8.6% | 9.0% | 9.7% | 9.7% | 7.8% | 9.6% | 9.3% | 8.6% | 8.7% |
| Computer | 4.7% | 4.3% | 4.7% | 5.5% | 6.2% | 5.0% | 7.4% | 6.7% | 9.0% | 8.6% | 8.1% |
| Communications | 6.3% | 6.9% | 6.7% | 3.9% | 4.4% | 4.9% | 4.8% | 5.1% | 4.5% | 5.1% | 4.7% |
| Entertainment | 5.4% | 6.0% | 4.4% | 5.0% | 4.1% | 3.6% | 3.2% | 3.5% | 3.8% | 4.1% | 3.6% |
| Education | 6.2% | 7.8% | 9.4% | 7.1% | 4.2% | 3.1% | 2.9% | 2.4% | 2.1% | 1.2% | 1.4% |
| Health/Beauty | 5.8% | 4.0% | 3.7% | 3.1% | 2.7% | 2.7% | 2.4% | 2.3% | 2.3% | 2.6% | 3.5% |
| Automobile | 3.9% | 2.0% | 2.4% | 2.1% | 3.2% | 2.0% | 1.7% | 1.7% | 1.9% | 1.4% | 1.4% |
| Others | 0.6% | 0.8% | 1.1% | 1.7% | 0.3% | 0.2% | 0.3% | 0.9% | 0.1% | 0.3% | 0.2% |

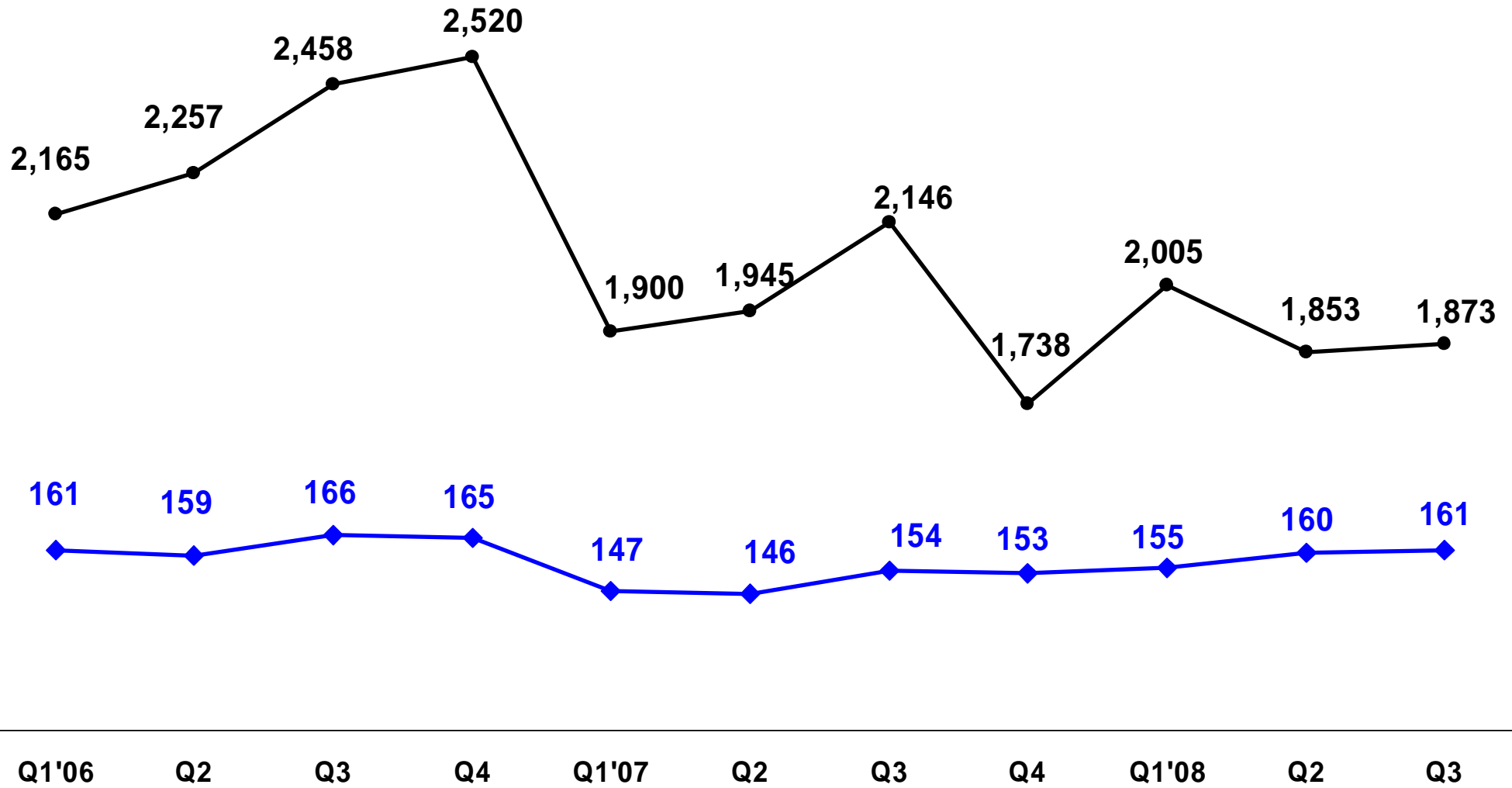
(*1) refers to the percentage of revenues in consumer finance out of entire parent revenues. (*2) refers to the one out of finance sector.

Revenue per Client by Service

JPY K

◆ ASP service revenue per client

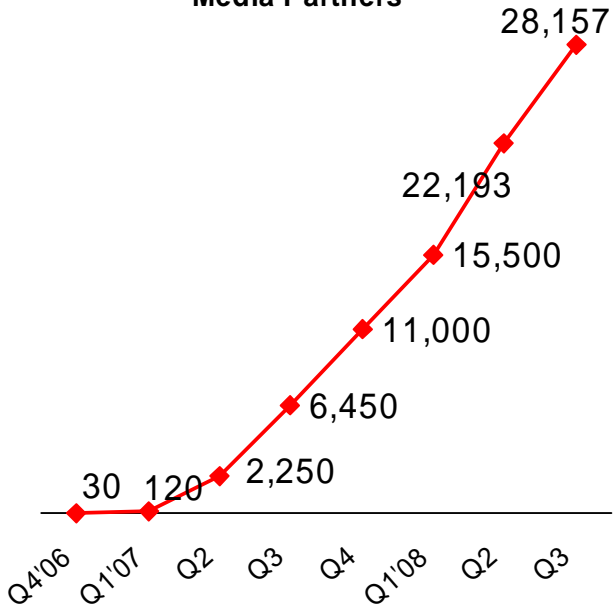
● Consulting service revenue per client



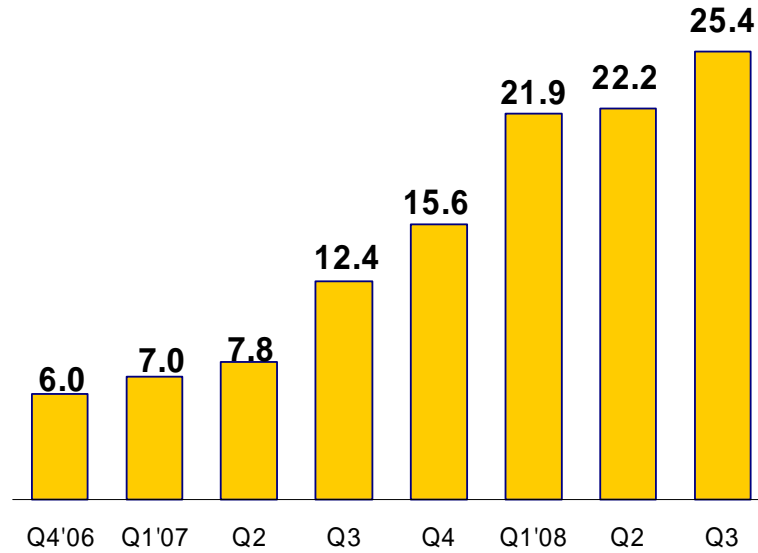
ValueCommerce Web Service

The number of products in the database increased steadily to reach 25mn.

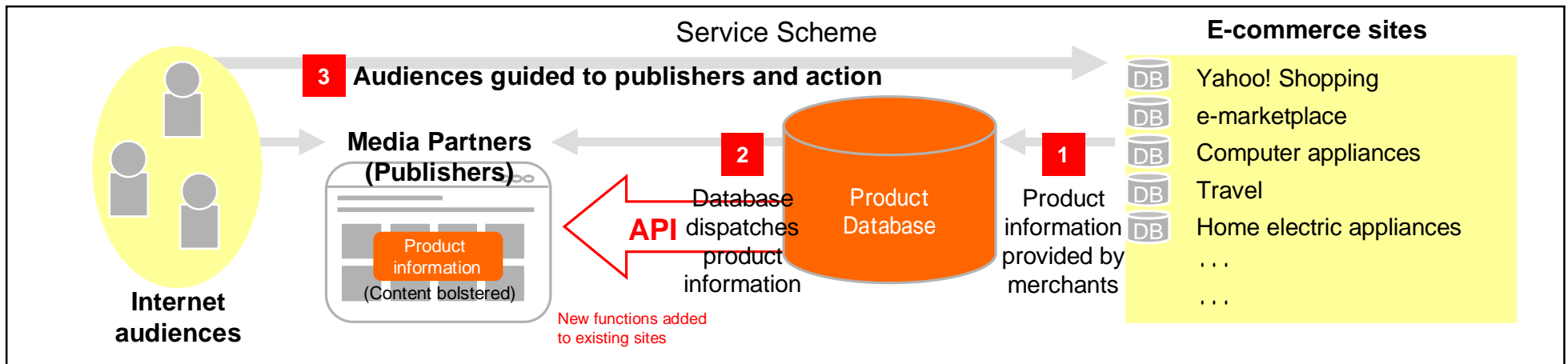
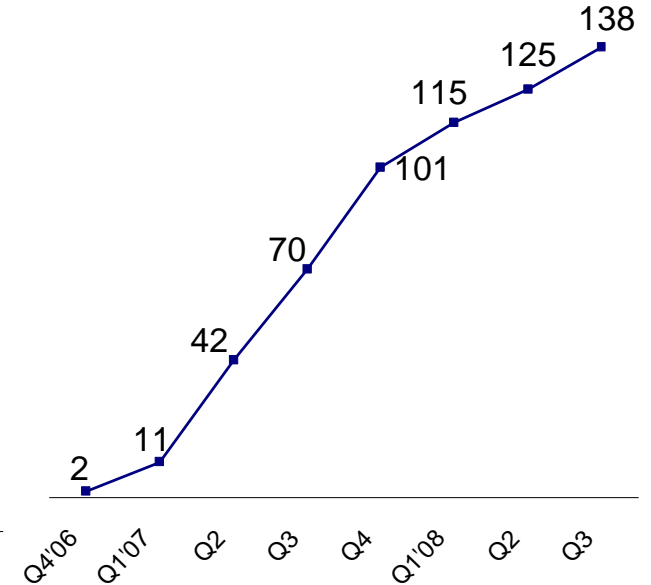
Media Partners



Product Number (millions)



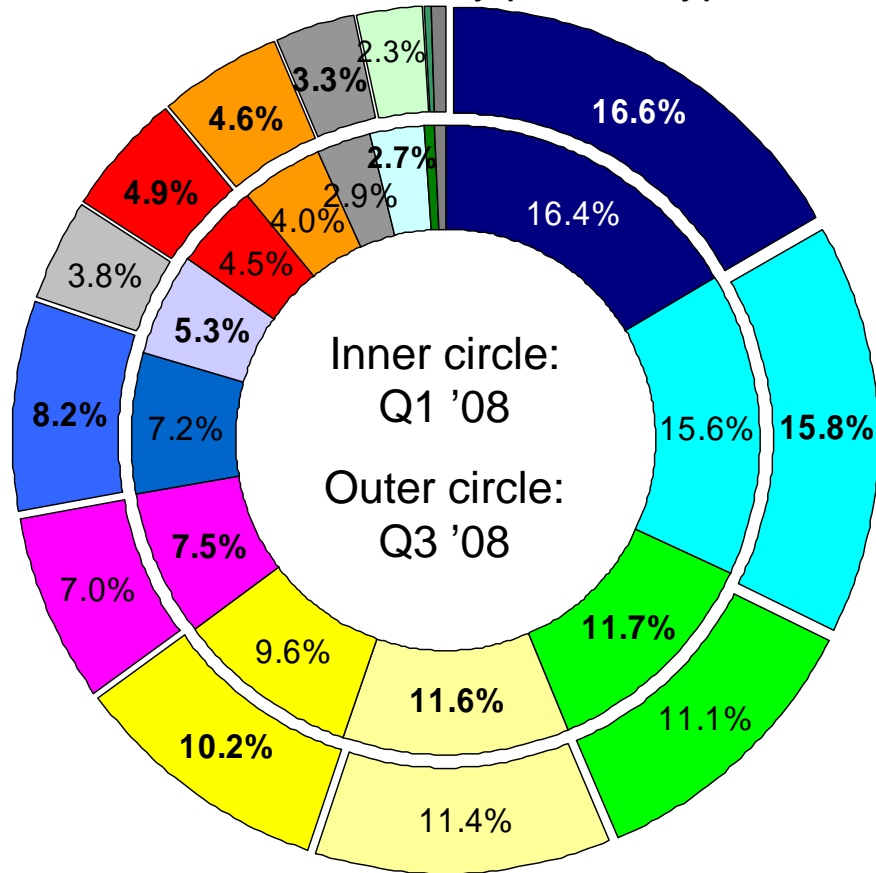
Number of e-commerce sites



API stands for Application Program Interface. The product search API enables users to search product information on e-commerce sites. Using this API, media partners search products to easily retrieve product names, descriptions, prices, images, partner payment information and banner URLs and to place affiliate banners on their own media.

Achievements of ValueCommerce Web Service Product Database

Breakdown of products registered in the database by product type



- Books
- Music & CD
- Lifestyle & interior
- Fashion accessories
- Leisure & outdoor recreation
- Beauty & health
- Games & toys
- Computers
- Home electronics
- DVD
- Business & stationery
- Food & drink
- Baby & kid
- Others

Top 20 key words used to search for products (in September 2008)

| | Key word | Number of searches | Key word category |
|----|-------------|--------------------|------------------------------|
| 1 | 東方神起 | 310,958 | Music & CD |
| 2 | リュック | 131,613 | Fashion accessories |
| 3 | ラブ | 106,598 | Music & CD and Books |
| 4 | PSP最新作 | 89,380 | Games & toys |
| 5 | お買い得 | 88,560 | |
| 6 | Wiiアクション | 80,161 | Games & toys |
| 7 | DSシミュレーション | 79,695 | Games & toys |
| 8 | 折りたたみ自転車 | 60,471 | Leisure & outdoor recreation |
| 9 | DS RPG | 58,800 | Games & toys |
| 10 | %OFF お試し | 58,412 | |
| 11 | 水着 | 57,130 | Fashion accessories |
| 12 | XBOX360 最新作 | 54,660 | Games & toys |
| 13 | mirotic | 53,146 | Music & CD |
| 14 | シャツ | 49,151 | Fashion accessories |
| 15 | ダイエット | 48,672 | Beauty & health |
| 16 | 液晶 | 48,240 | Home electronics |
| 17 | Tシャツ | 47,643 | Fashion accessories |
| 18 | %OFF 限定 | 47,450 | |
| 19 | フルフェイスヘルメット | 45,321 | Leisure & outdoor recreation |
| 20 | ワンピース | 43,401 | Fashion accessories |

Mobile Affiliate Service “Movalue” Launched

ValueCommerce, which pioneered a mobile affiliate service for three carriers in 2002, launched a service specializing in affiliate marketing for mobile phone sites in October 2008. The name of the service is Movalue.

Background

- Growth is expected in the use of mobile phones to access the Internet because of the introduction of 3G mobile systems and low package charges provided by carriers.
- E-commerce through mobile phones is expanding.
- Opportunities for sales promotion are created through synergy between the Web and mobile equipment.

Features of the service

- Support for links to individual products, which is effective for product promotion
- Separate reward settings for specific media and specific product groups
- Setting budget limits
- Support for checking unique users
- Control screen accessible to both PCs and mobile phones, and well-developed reporting functions
- Ability for the same advertising tag to be used by all three carriers



Network including existing platform

- Number of e-commerce sites (billed basis): 133 sites
- Number of media: 27,956 sites

Charges for the service

Initial cost: ¥50,000
Monthly service charge: ¥40,000
Commission for the Company:
30% of performance-based rewards

Banner for mobile phones only

Fixed text



Performance-Based Recommendation Service “Performance Recommender”

- Recommendation:** A system whereby products and content that meet each user’s needs are displayed based on the user’s logs. “People who bought (viewed) this product also viewed these products.”
- Scheme:** The recommendation service uses the recommendation system of ALBERT Inc. We have combined the recommendation system with our tracking system and are selling the combined service as Performance Recommender to e-commerce sites.
- Purpose:** The purpose of the service is for e-commerce sites to improve conversions (achieve results) and continue affiliate marketing services.
- Features:** Performance-based rewards will be paid in accordance with purchases through Performance Recommender. Easy implementation (log storage and the display of recommendations will be carried out only if a java script is added to the source code of the web page). Well-developed management functions (including registration of a recommendation level for each product, confirmation of the number of impressions (recommendations) and clicks, and automatic ranking of new products)
- Price:** Initial introduction charge of ¥200,000, fixed monthly charge of ¥50,000 (no initial introduction or fixed monthly charge during the campaign which runs until February 2009), and performance-based rewards (4% of the price of the product purchased through Performance Recommender).

この商品をチェックした人はこんな商品もチェックします。
▶注目度ランキングをみる
▶まとめて比較する!

- 1位 ビクター Everio GZ-MG576 ¥87,500
- 2位 キヤノン VHS DC50 ¥58,800
- 3位 日立 Wooo DZ-HS403 ¥83,800

In the case of new products

この商品とよく一緒にチェックされている商品はこちらです。
▶この商品とよく一緒にチェックされる商品を見る
▶まとめて比較する!

- 1位 ビクター Everio GZ-MG555 ¥69,600
- 2位 キヤノン VHS DC50 ¥55,200
- 3位 ビクター Everio GZ-MG576 ¥79,800

The message “People who viewed this product also viewed these products” will be automatically displayed.

For new products whose logs do not contain many records, rankings by category will be displayed automatically.

2008 Outlook & Strategies for the rest of the year

2008 Full Year Earnings Outlook Amendment

(JPY millions)

| (Consolidated) | Results in Q1-Q3 | Full-year outlook (revised on November 4) | Progress | Full-year outlook (August 1) |
|-----------------------|------------------|--|----------|---------------------------------|
| Revenues | 5,020 | 6,700 | 74.9% | 6,500~6,900 |
| Operating Income | 79 | 40 | - | (72)~52 |
| Recurring Income | 34 | (21) | - | (120)~3 |
| Net Income (Loss) | (84) | (123) | - | (220)~(96) |
| (Parent) | Results in Q1-Q3 | Full-year outlook (revised on November 4) | Progress | Full-year outlook (August 1) |
| Revenues | 4,192 | 5,600 | 74.8% | 5,400~5,700 |
| Operating Income | 112 | 88 | - | (43)~73 |
| Recurring Income | 121 | 99 | - | (33)~84 |
| Net Income (Loss) | 1 | (4) | - | (130)~(12) |

(Reason for the revision)

- Revenues are expected to be within the range announced on August 1.
- We expect consolidated operating income to be ¥40mn after reviewing headcount costs and SGA expenses.
- The recurring loss of ¥21mn includes a loss from equity method investment in JP21 and exchange loss in Sozon.
- The net loss of ¥123mn includes the effect of income tax adjustments in association with a reversal of DTA in the interim period. Since we have not determined the treatment of tax effects based on estimated future income taxes for the next term, we calculated tax effects based on the estimated income taxes at this time.

Strategic Initiatives for the Rest of 2008

Consulting Service

- Obtain major e-commerce clients
- Bolster promotions in the year-end demand season
- Improve CPA by carrying out conversions and expanding sales of Performance Recommender
- Focus on keeping prime and individual media
- Boost sales power for financial customers and stabilize revenues

Alliance with Yahoo Japan

- Launch affiliate marketing for all products of Yahoo Japan Auctions
- Sales in the Store Match service hit an all-time high in September

Mobile

- Launch a new mobile affiliate platform named Movalue
- Strengthen tie-ups with advertising agencies specializing in mobile media

ValueCommerce Web Service

- Further monetization through expanding GMV
- Functional development in product database

Cost Control

- Bolster cost control across the board

Quarterly Trend in Financial Results and Cash Flows (Consolidated) (JPY millions)

| | Q1'06 | Q2 | Q3 | Q4 | Q1'07 | Q2 | Q3 | Q4 | Q1'08 | Q2 | Q3' 08 |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|
| Revenues (gross) | 2,268 | 2,230 | 2,216 | 2,176 | 2,075 | 2,246 | 2,502 | 2,322 | 2,497 | 2,411 | 2,440 |
| Revenues (net) | 1,310 | 1,305 | 1,343 | 1,372 | 1,270 | 1,425 | 1,640 | 1,535 | 1,706 | 1,648 | 1,665 |
| ASP Service | 593 | 595 | 614 | 618 | 567 | 578 | 620 | 598 | 578 | 600 | 602 |
| Consulting Service | 595 | 614 | 661 | 688 | 587 | 647 | 745 | 679 | 824 | 789 | 791 |
| Sozon (Int'l SEM & SEO) | 122 | 97 | 68 | 66 | 116 | 199 | 276 | 258 | 304 | 259 | 271 |
| Cost of Revenues (COR) (-) | 472 | 538 | 604 | 692 | 653 | 791 | 993 | 924 | 1,064 | 1,038 | 1,058 |
| Consulting Service COR | 308 | 370 | 400 | 448 | 387 | 428 | 515 | 470 | 595 | 571 | 562 |
| Media Buying Cost (Listing Ads) | 24 | 36 | 62 | 94 | 72 | 80 | 113 | 113 | 109 | 136 | 133 |
| COR in Sozon | 48 | 58 | 72 | 55 | 96 | 180 | 262 | 227 | 272 | 228 | 250 |
| Other COR (Indirect COR) | 92 | 74 | 70 | 95 | 98 | 103 | 103 | 114 | 88 | 103 | 111 |
| Gross profit | 838 | 766 | 739 | 679 | 616 | 634 | 647 | 611 | 641 | 609 | 607 |
| SGA expenses (-) | 581 | 588 | 607 | 706 | 608 | 571 | 576 | 554 | 579 | 601 | 598 |
| Headcount cost | 357 | 394 | 379 | 435 | 364 | 356 | 366 | 347 | 375 | 407 | 407 |
| Other SGA expenses | 224 | 194 | 228 | 271 | 244 | 215 | 210 | 207 | 204 | 193 | 191 |
| Operating income | 257 | 179 | 131 | (26) | 9 | 62 | 72 | 57 | 62 | 8 | 8 |
| Recurring income | 260 | 161 | 107 | (22) | 13 | 66 | 78 | 56 | 41 | (3) | (2) |
| Extraordinary income/loss (net) | 4 | (14) | - | (255) | 4 | (23) | 15 | (17) | - | (1) | - |
| Pretax income | 265 | 147 | 107 | (278) | 17 | 43 | 93 | 39 | 41 | (4) | (2) |
| Taxes (including adjustments income taxes) | 15 | 2 | (11) | (311) | 1 | 189 | (1) | (7) | 1 | 117 | 1 |
| Net income/loss | 250 | 145 | 118 | 33 | 17 | (146) | 94 | 46 | 40 | (121) | (3) |
| Cash flow from operating activities | 169 | 201 | 249 | (92) | 81 | 135 | 114 | (42) | 83 | (8) | 29 |
| Free cash flow | 125 | 38 | 170 | (125) | 32 | 97 | 66 | (457) | (129) | (38) | 154 |

This presentation contains financial outlooks and other statements on future results. They are based on information currently available and on certain assumptions that we deem reasonable. Actual results in the future may differ materially from projections due to various factors.