



FY2017 1st Quarter
Financial Results

May 15, 2017
Livesense Inc.
(TSE1: 6054)

Agenda

- 1 Financial Results
- 2 Business Overview & FY2017 Initiatives
- 3 Appendix

1. Financial Results

Executive Summary

| Net sales increased in all segments. Up 8.6% YoY. Profits decreased with increased ad spend but all segments now profitable.

- **Net Sales** ¥1,394 million (+¥110 million +8.6%)
- **Operating Income** ¥54 million (-¥99 million -64.4%)

| Jobsense sales down due to impact of lower priced job posts resulting from prioritization of acquiring job posts. Sales for new media increased with monetization progressing

- Jobsense prioritized acquisition of job posts for expansion and optimization of user matching. Sales down 6.1% YoY due to impact of lower priced posts
- Monetization measures for Syukatsu Kaigi and Tenshoku Draft progressed, resulting in substantial increase in both sales
- Real Estate Information Media and E Commerce both had increased sales. Turned profitable

| Full-year financial forecast for 1H has been revised upward in light of 1Q results and progress on investment.

- Net sales ¥3,000 million (unchanged), operating income ¥200 million (revise upward: +¥240 million)
- In addition to careful examination of some investments, multiple media grew more efficiently than anticipated

1Q FY2017 Financial Results Overview

| Net sales increased. Profits down, but progress greater than anticipated.

(Millions of JPY)

	FY2016 1Q	FY2017 1Q	YoY
Net Sales	1,284	1,394	+8.6%
Operating Income	154	54	-64.4%
Operating Margin(%)	12.0%	3.9%	-8.1pt
Ordinary Income	156	81	-47.7%
Net income	97	60	-38.0%

Revised Financial Forecasts

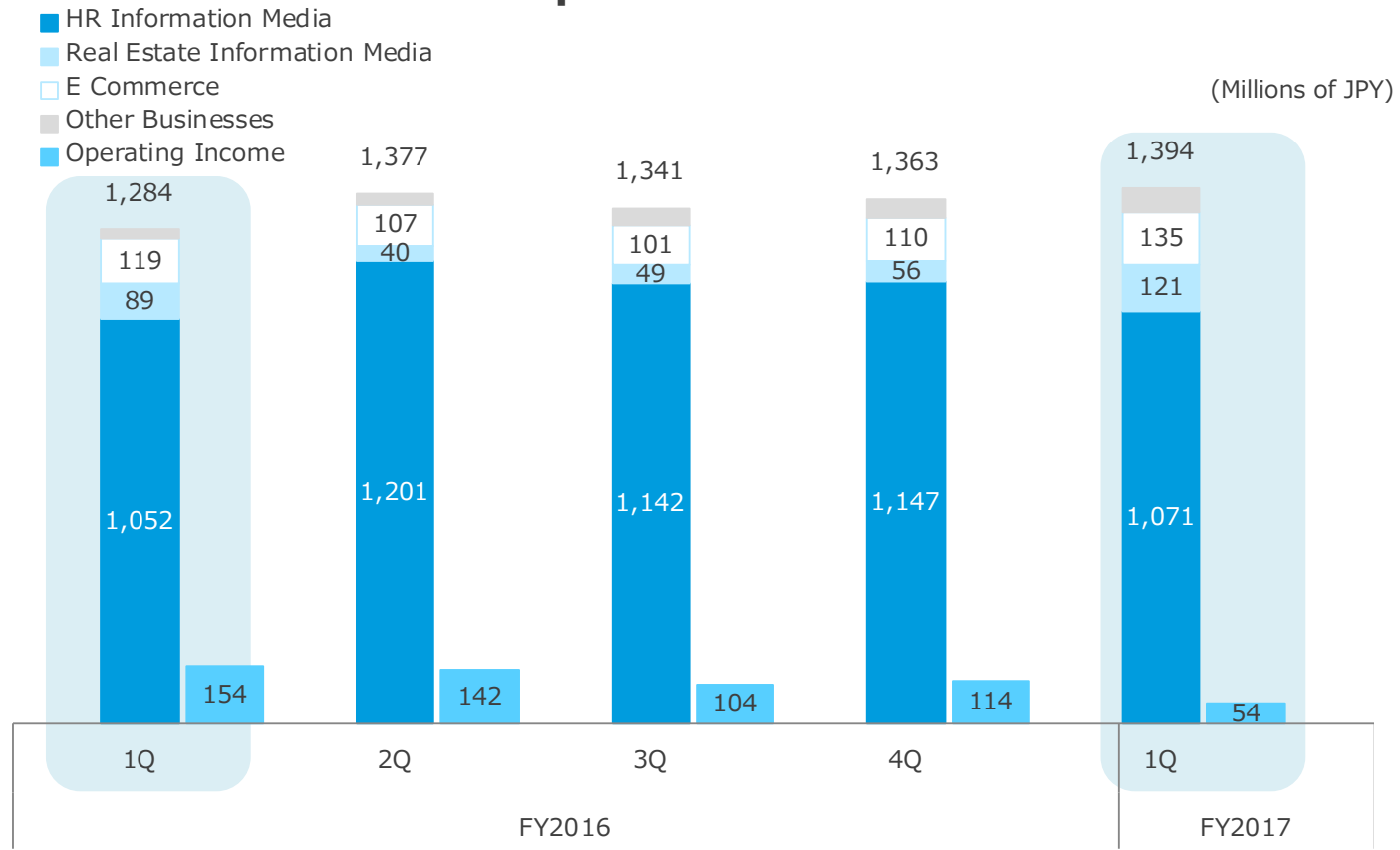
- Operating income estimates revised upward, with a careful review of investments, and multiple media growing more efficiently than anticipated.

(Millions of JPY)

	1H FY2016 Results	1H FY2017 Previous Forecasts	1H FY2017 Revised Forecasts	FY2017 1Q Cumulative	Progress Rate
Net sales	2,661	3,000	3,000	1,394	46.5%
Operating income	296	- 40	200	54	27.4%

Net Sales and Operating Income

- | Sales up in all segments, 8.6% YoY.
- | Profits decreased 64.4% YoY due to increased advertising investment and increased personnel costs.

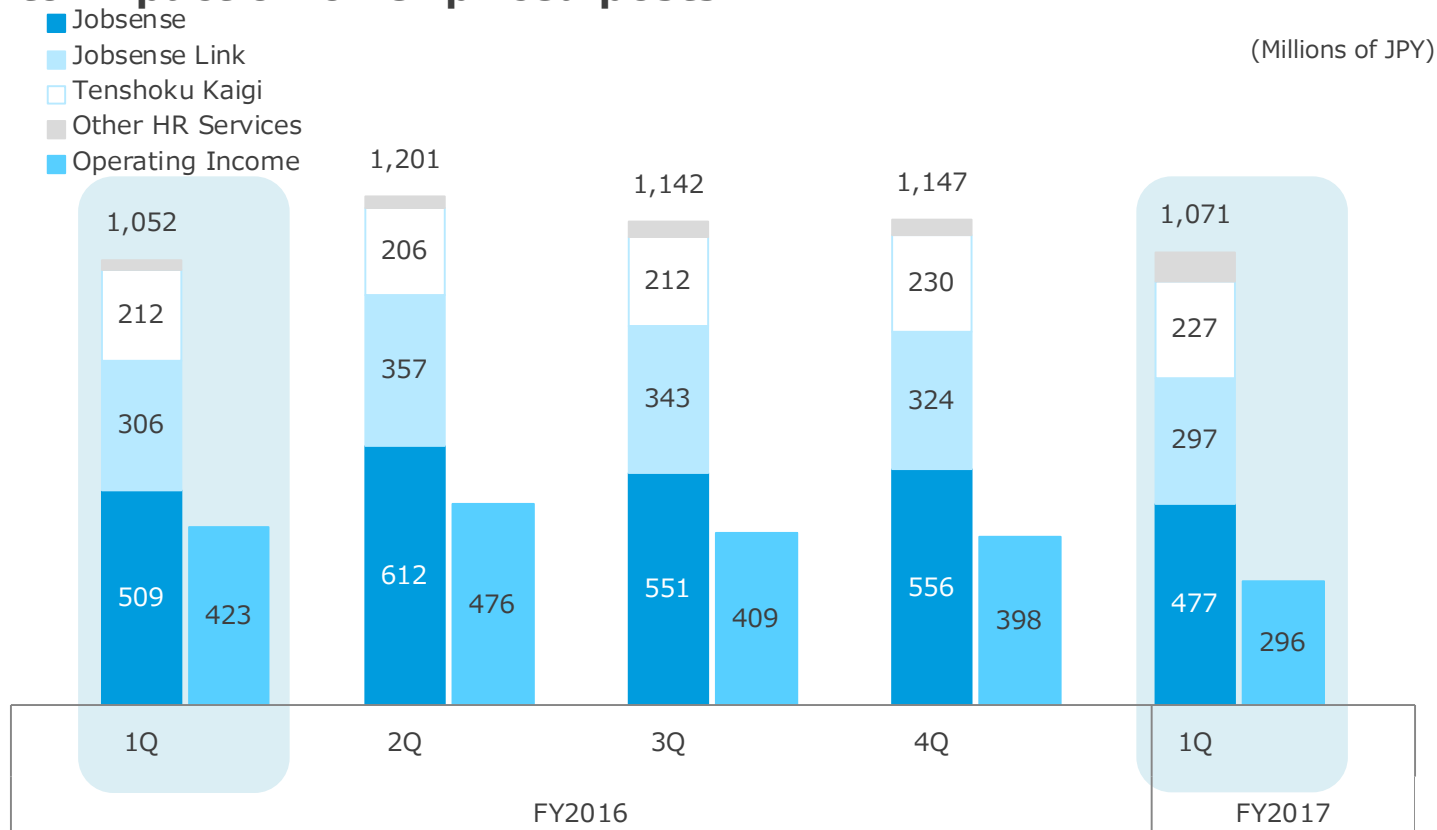


Note: IESHIL categorized under Real Estate Information Media as of 2Q/16.
1Q/16 results changed to reflect this (same applies hereinafter).

Segment Net Sales and Operating Income

- HR Information Media

- Monetization measures for Tenshoku Kaigi and Syukatsu Kaigi progressed. Segment net sales increased 1.9% YoY.
- Jobsense sales prioritized acquisition of job posts. Sales down 6.1% YoY due to impact of lower priced posts.



Segment Net Sales and Operating Income - Real Estate Information Media

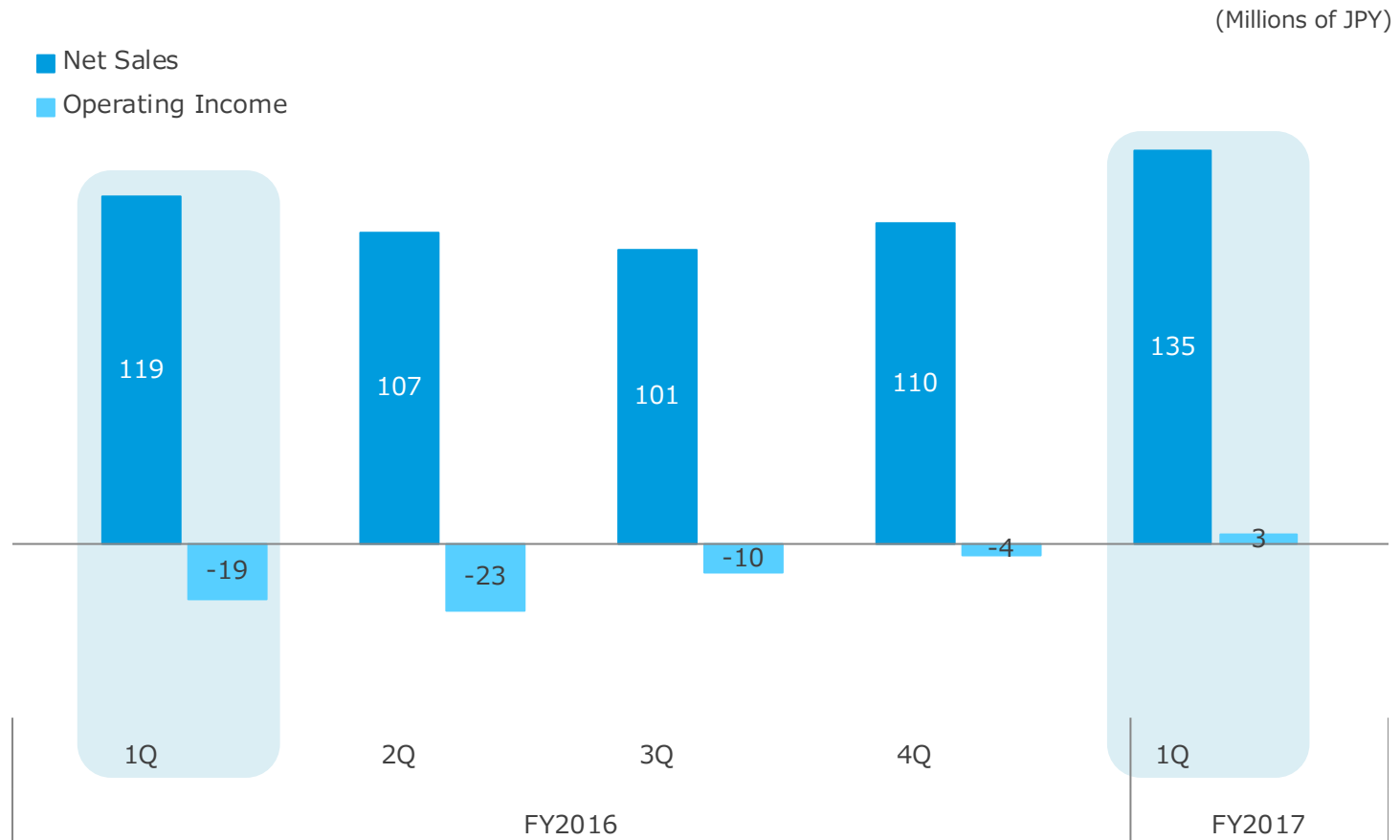
Sales increased and turned profitable with an increase in DOOR Chintai real estate postings and IESHIL monetization progressing.



Segment Net Sales and Operating Income

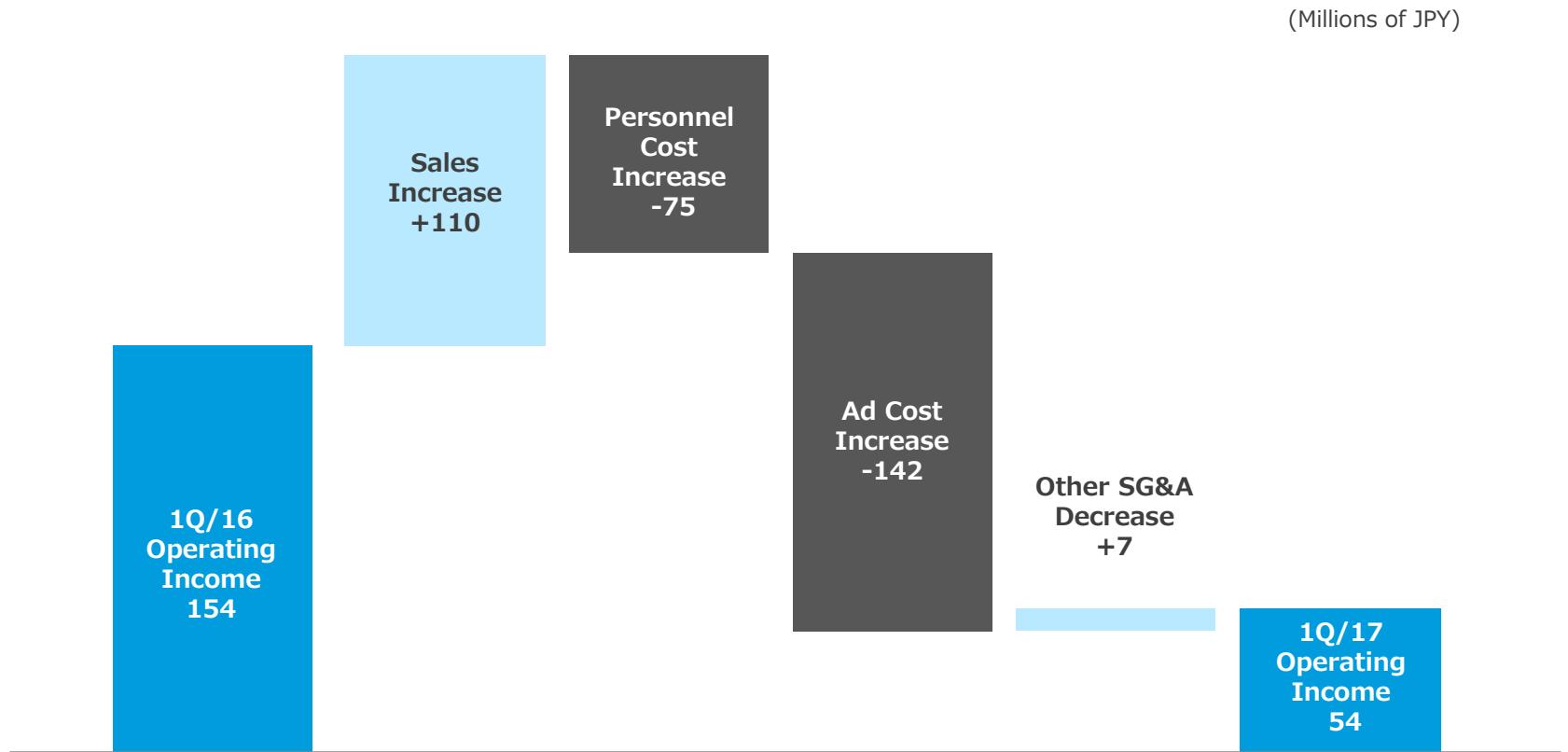
- E Commerce

Although later than initially anticipated, web marketing knowledge sharing with waja progressed. Introduction of new services also successful, resulting in increased sales and turning a profit.



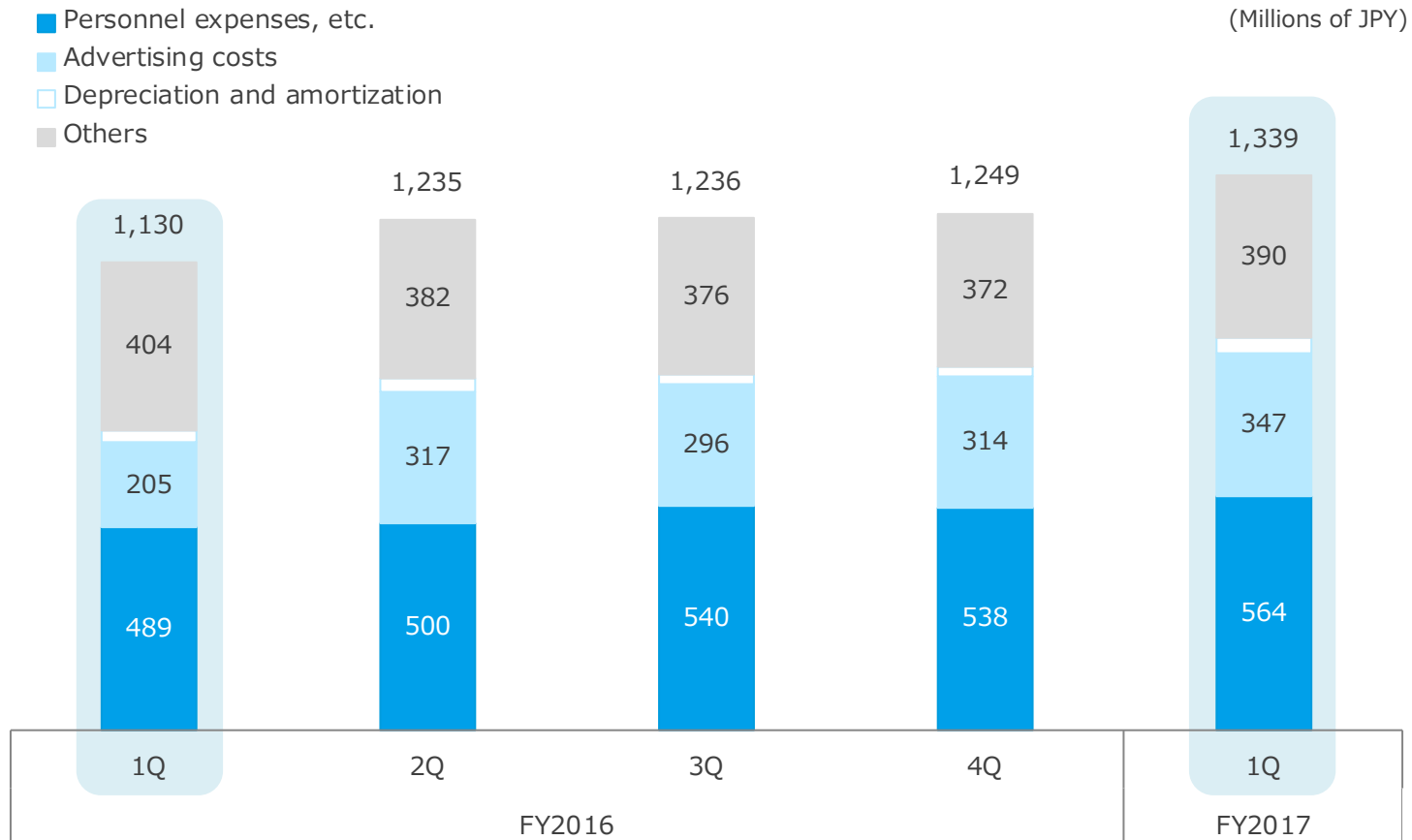
Operating Income - YoY Comparison

Profits decreased 64.4% YoY due to increased ad spend and personnel.



Sales Costs











- Personnel costs increased 15.4 % YoY due to increase in personnel.
- Advertising costs increased 69.4% YoY due in part to impact of previous year's reduction of advertising costs.



Note: Depreciation and amortization includes goodwill amortization

2. Business Overview & FY2017 Initiatives

Segments and Core Media

Human Resources	   	Success fee-based part-time job posting site Success fee-based full-time job posting site Employer review Site New graduate employment support service
Real Estate	 	Success fee-based real estate posting site Real estate information service
EC		Overseas fashion EC site
Others	  	Medical Information Site Competitive bidding-type career service BtoB service comparison/order information site

Business Strategy for FY2017 and Progress

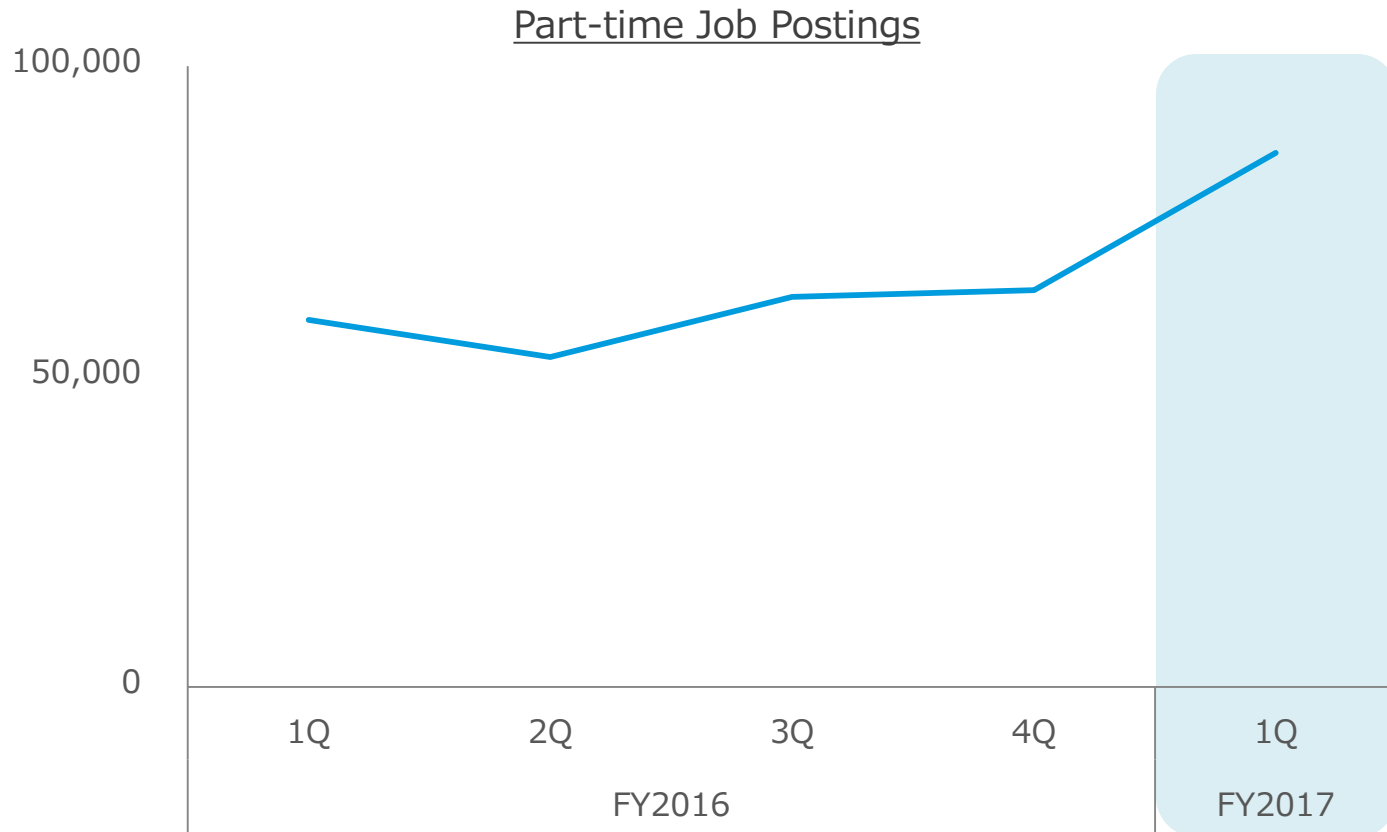
Human Resources	Jobsense	<ul style="list-style-type: none">• Steady progress on acquisition of job posts• Increased users, and recommendation measures rolled out. Better matches provided to job applicants looking for part-time jobs
	Jobsense Link	<ul style="list-style-type: none">• Content for job seekers expanded, including iPhone app and new JOBSHIL media• Miyazaki Office functions expanded, including job applicant telephone support, marketing and follow-up with recruiting companies
	Tenshoku Kaigi	<ul style="list-style-type: none">• “Tenshoku Kaigi BUSINESS” services for enterprises expanded• Full-scale roll-out of career services begun leveraging reviews
	Syukatsu Kaigi	<ul style="list-style-type: none">• 2018 new grad registration increasing fast• Further content expansion to improve site value planned as well as monetization

Business Strategy for FY2017 and Progress

Real Estate	DOOR Chintai IESHIL	<ul style="list-style-type: none"> Accelerate site improvement cycle, improve KPI and accumulate know-how Results trending positively with increase in property listings Provide information based on user needs and increase matching with real estate agencies
EC	waja (consolidated subsidiary)	<ul style="list-style-type: none"> Customer satisfaction and profitability up as a result of introducing "anshin guarantee*" Improved conversion resulting from enhanced e-mail marketing <p>* Optional service providing five guarantees (same day shipping guarantee, return guarantee, brand guarantee, inspection guarantee and customs guarantee) in exchange for "anshin guarantee" fee</p>
Others	New Businesses	<ul style="list-style-type: none"> Chiryō Note: Gather patient experiences based on CGM and Q&A to establish business model Continue to focus on gathering patient experiences Tenshoku Draft: First transportation advertising Tenshoku Draft to be held for designers to expand into other job categories imitsu: Continue to increase value of key categories Customer acquisition such as SEO is steady. Continue to focus efforts

Topics: Increase in Job Postings (Jobsense)

- Actively acquire postings to provide better matches for job seekers.
- Aim to increase user acquisition and average unit prices in as well as further acquisition of postings.



*Average part-time job postings on Jobsense during period (excluding contract employee postings)

Topics: Increased Content for Job Seekers (Jobsense Link)

Increased content for job seekers, including release of iPhone app and new JOBSHIL media.

iPhone App Screenshot



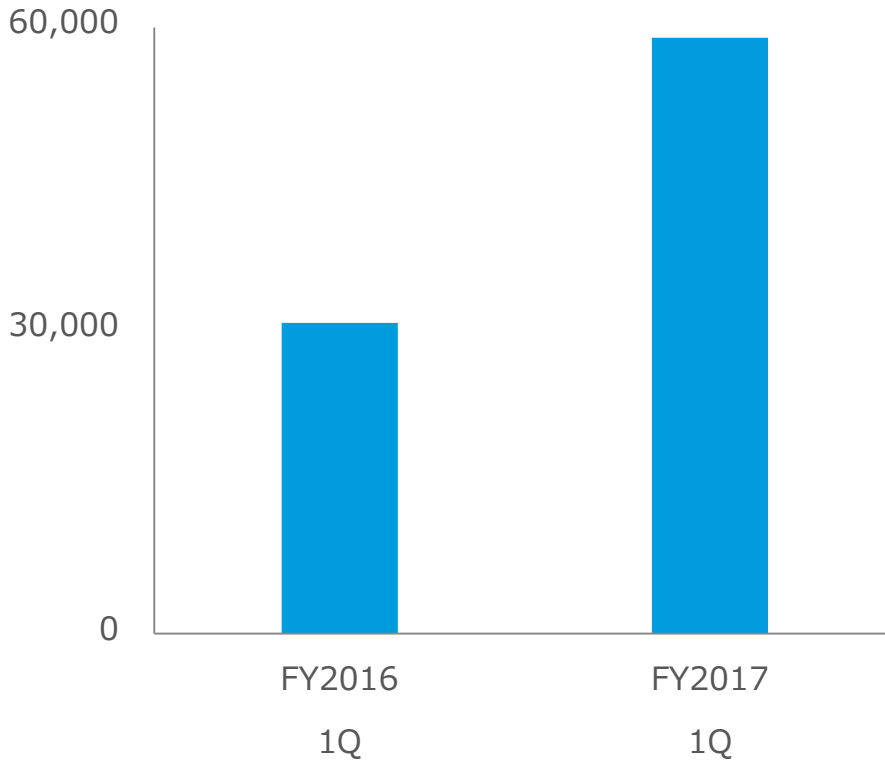
“JOBSHIL” Site Screenshot



Topics: Increased Use by New Graduate Job Seekers (Syukatsu Kaigi)

Registered users increasing at 2x previous year's pace.

New Registered Users



Site Screenshot



Topics: Appeal to New Users (Tenshoku Draft)

- Gaining recognition among web engineers, primarily through reviews.
- Further expand user base through transportation advertising, roll-out to designers, etc.

Transportation Advertising



Q. JVM上で実行できるのはどれ?

A B
C D

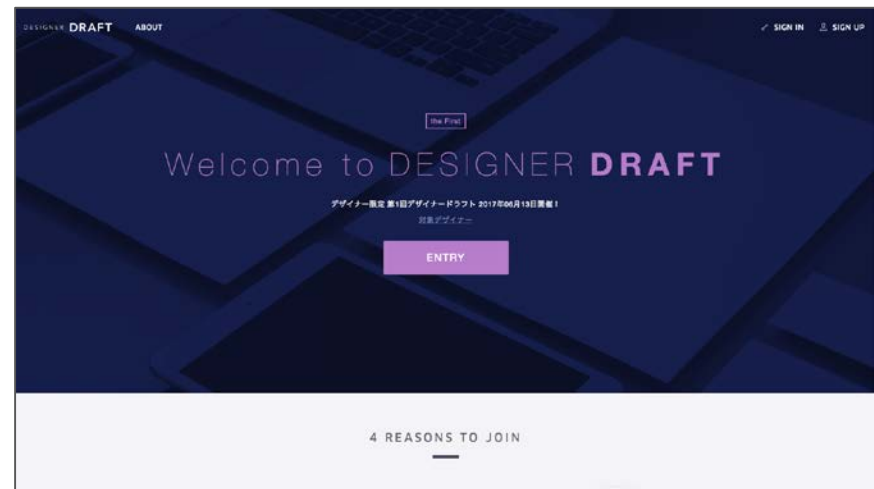
参加者募集中!!

大事なことから話をしよう。まずは年収から。
転職DRAFTはITエンジニア向けの転職サイトです。企業があなたを競争入札し、最初に年収と仕事内容を表示します。その上であなたも選考に進むか判断できます。また、どの企業がどんな人を知っているかを公開されているので、情報漏れがわかります。

転職DRAFT
<https://job-draft.jp>

LIVESENSE

“Designer Draft” to be Held



DESIGNER DRAFT ABOUT SIGN IN SIGN UP

the First

Welcome to DESIGNER DRAFT

デザイナー限定 第1回デザイナードラフト 2017年06月19日開催!
対象デザイナー

ENTRY

4 REASONS TO JOIN



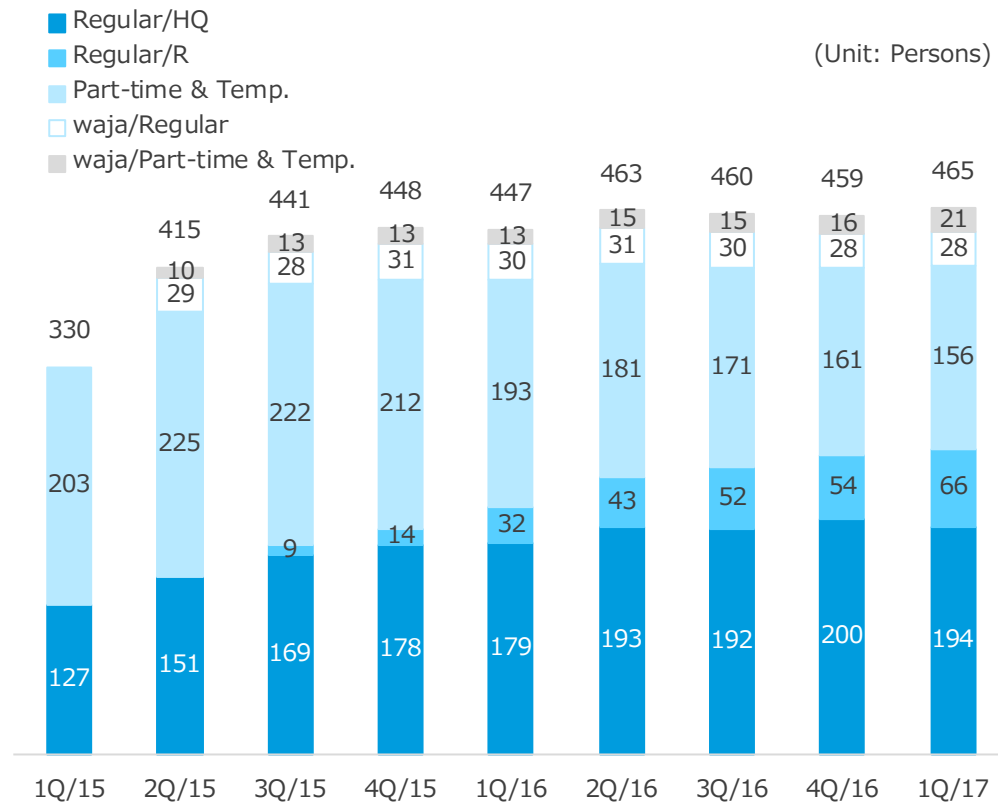
LIVESENSE

Invent the next common

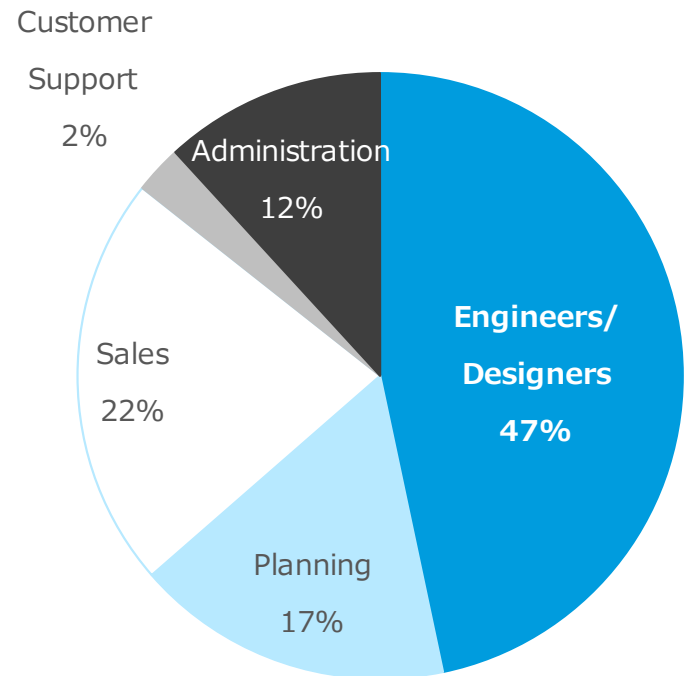
3. Appendix

Employees

No. of Employees (Consolidated)



Breakdown of Full-time Employees



- *Change job categories from this year
- *Non-consolidated, head office full-time employees only
- *Local full-time employees primarily in charge of customer support and sales

Record of Recent Major Publicity Events

Apr. 19, 2017	Interview of representative posted in Shukan Diamond
Apr. 5, 2017	Interview of representative posted in Miyazaki Nichinichi Shimbun
Apr. 1, 2017	Representative appeared as a commentator on Miyazaki Broadcasting's program "Hodo Live Tokoton"
Mar. 30, 2017	IESHIL Advisor real estate information service introduced by CNET
Mar. 26, 2017	Special interview of representative shown on Nippon TV's special program "Sunday Value Otona no Wide Show"
Mar. 22, 2017	IESHIL real estate information service covered by Yomiuri Shimbun
Mar. 22, 2017	Interview of head of Real Estate Unit posted in the Remodeling Business Journal
Mar. 9, 2017	Interview of representative posted in Asahi Shimbun
Mar. 7, 2017	Interview of female engineer posted in Nikkei WOMAN Working Mothers Special
Feb. 6, 2017	Special interview of representative shown on Nippon TV's program "ZIP!"
Feb. 3, 2017	IESHIL real estate information service covered by Nihon Keizai Shimbun
Jan. 24, 2017	iPhone app for Jobsense Link career change employment information site covered by Itmedia
Jan. 24, 2017	iPhone app for Jobsense Link career change employment information site covered by K-tai Watch
Jan. 18, 2017	Interview of representative posted on Itmedia Executive
Jan. 9, 2017	Interview of representative posted in Nikkei Business
Jan. 2, 2017	IESHIL real estate information service covered by Building Management Weekly
Dec. 20, 2016	Interview of representative posted in guidebook for Japan Chamber of Commerce and Industry's Official Business Skill Test in Book-keeping
Nov. 4, 2016	IT engineer career change website Tenshoku Draft covered by ITpro (Nikkei Computer)
Nov. 1, 2016	Interview of female engineer posted on RBB TODAY

Corporate Profile

Company Name	Livesense Inc.
CEO/Founder	Taichi Murakami
Business Philosophy	Happiness Begetting Happiness.
Corporate Vision	Invent the next common.
Established	February 8, 2006
Date listed	TSE 1st Section : October 1, 2012 TSE Mothers : December 7, 2011
Number of Employees (Non-Consolidated)	Full-Time: 254 (As of December 31, 2016)



LIVESENSE

Invent the next common

Livesense Inc. (below, the Company) has prepared this material to provide current information about the Company. The Company prepared this material using generally known information about social and economic conditions and certain assumptions that we deemed to be reasonable. The information found in this material is subject to change without notice due to changes in business conditions or for other reasons. This material contains forward-looking statements, which are based on current expectations, forecasts and assumptions that involve risks. These forward looking statements contain uncertainties, and actual results may differ substantially from these statements. These risks and uncertainties include general industry and market conditions as well as general Japanese and international economic conditions such as changes in interest rates and exchange rates. The Company has no obligation to update or correct the forward-looking statements contained in this material, regardless of any new information, future events, etc. In light of the above, investors are advised to use their own judgment when making investments.