

September 18, 2013

Livesense Inc.
Taichi Murakami
President and Representative Director

Livesense to Underwrite Third-Party Allocation of Shares by Aratana Inc.

Livesense Inc. (HQ: Shinagawa, Tokyo, president and representative director: Taichi Murakami, TSE 1st Section: 6054) hereby announces that the company will accept a third-party allocation of shares conducted by Aratana Inc. (president and representative director: Shinji Hamauzu, HQ: Miyazaki, Miyazaki Prefecture, hereinafter “Aratana”).

At Livesense, we apply web marketing technology and internet service development capabilities toward the planning and design, system development and operation, marketing, etc., of primarily affiliate marketing model-based employment information and real estate information sites, all of which are produced completely in-house. We also are working aggressively on the development of new businesses such as discussion sites.

Aratana embraces a management philosophy of “creating jobs for 1,000 people in Miyazaki.” Centered on a core competence of technology to produce internet shops and the technology to support the management of those shops, Aratana provides services to help customer businesses succeed. Founded in 2007, Aratana has since provided their services to over 3,000 companies and continues to achieve stable growth.

In light of the future growth potential of Aratana, a non-listed company, Livesense has decided to underwrite a portion (19,600,000 yen) of the third-party allocation of shares newly issued by Aratana.

Embracing a vision of, “Invent the Next Common,” Livesense has remained dedicated to internal development of services and has accumulated know-how related to service development. Moving forward, not only will we continue to develop and expand services internally, but also by investing in and cultivating promising businesses, we will work to strengthen the operations of Livesense and this investment business as we look to create the new “Next Common.”

Inquiries

Livesense Inc. PR/IR Representative

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[Details of Third-Party Allocation of Shares]

1. Summary of venture business (as of September 18, 2013)

- | | |
|----------------------------|---|
| (1) Business name | Aratana Inc. |
| (2) Representative | Shinji Hamauzu, representative director and president |
| (3) Location | 5 th floor, Miyazaki Green Sphere Ichibankan, 1-10 Nishikicho,
Miyazaki-shi, Miyazaki |
| (4) Business details | Production, management services, photography services for internet shops,
provision of internet shop-related applications, etc. |
| (5) Established | May 1, 2007 |
| (6) Capital | 282,735,000 yen |
| (7) Accounting month | April |
| (8) No. of employees | 95 (including contract and part-time workers) |
| (9) Issued shares | 4,919 shares |
| (10) Major shareholders | Shinji Hamauzu, Aratana Inc. representative director and president
Minoru Yamamoto, Aratana Inc. managing director
JAFCO, Co., Ltd. |
| (11) Relation to Livesense | No particular business transactions or personal relations. |

2. Future outlook

The impact of this investment on FY2013 Livesense earnings is minor and there will be no revision to earnings forecasts announced on July 11, 2013.

■ About Livesense, Inc. (URL: <http://en.livesense.co.jp/>)

- Address 5th Floor, Shin-meguro Tokyu Building, 2-25-2 Kamiosaki, Shinagawa-ku, Tokyo
- Established February 8, 2006
- Capital 221,647,000 yen (as of August 31, 2013)
- Representative Taichi Murakami, president and representative director
- Business details Internet media operations

Utilizing the advantages of the “affiliate marketing” business model, Livesense operates internet media that includes the employment information sites “Jobsense (<http://j-sen.jp/>),” “Jobsense Link (<http://job.j-sen.jp/>),” and “Jobsense Haken (<http://haken.j-sen.jp/>)” as well as the real estate information media site “Door Chintai (<http://chintai.door.ac/>).” As a new business development, in December 2011 we launched the career change discussion site “Tenshoku Kaigi (<http://jobtalk.jp/>).” Livesense strengths include web marketing technology founded in SEO (search engine optimization) and a service development structure based on in-house system design and marketing.

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