

### FY2013 Financial Results

February 14, 2014 Livesense Inc. (TSE : 6054) Concerning FY2013 earnings and plan for FY2014



Medium-term (5-year) business plan



Reference Materials



## 1-1 FY2013 Highlights

## Increased revenue and profit compared to previous year, nearly on track with corporate plan

- Net sales JPY 4,256 million (up 88.0% year-on-year)
- Operating income JPY 1,584 million (up 40.1% year-on-year)

# Number of corporate customers total 41,820 and growing steadily

- 14,824 more than end of 4Q12 and 2,038 more than end of 3Q13
- Marketing in regions with low usage levels and promotion of use among existing corporate customers

# Distribution of information concerning changes in prices for service provision nearly complete

- The application of new prices to new corporate customers by JOBSENSE (since June) and JOBSENSE Link (since April) as well as notification to existing corporate customers was mostly completed in 3Q.
- Promote increases in customer traffic through continuous Web promotion
  - Use SEO + Web promotion to focus on generating greater customer traffic and expand medium-term share

## Announcement of medium-term (5-year) business plan

• Aim for net sales of 40 billion yen and operating income of 12 billion yen in FY2018.

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Increased revenue and profit compared to previous year, nearly on track with corporate plan

(Thousands of IDV)

	(Thousands of JPY)		
	FY2012	FY2013	YoY
Sales	2,264,042	4,256,153	+88.0%
Sales Cost	244,382	359,940	+47.3%
	10.8%	8.5%	(2.3%)
Gross Margin	2,019,660	3,896,213	+92.9%
	89.2%	91.5%	+2.3%
SG&A Expenses	888,816	2,311,734	+160.1%
	39.3%	54.3%	+15.1%
Operating Income	1,130,844	1,584,478	+40.1%
	49.9%	37.2%	(12.7%)
Ordinary Income	1,113,611	1,585,828	+42.4%
	49.2%	37.3%	(11.9%)
Net Pretax Profit	1,109,582	1,572,898	+41.8%
	49.0%	37.0%	(12.1%)
Net profit	597,846	983,830	+64.6%
	26.4%	23.1%	(3.3%)

Sales Cost : The amount of "monetary gifts" that we pay grows as our scale of business expands. (+ JPY 75 million)

SG&A : Increases of advertising costs (+ JPY 831 million) resulting from web promotions and personnel expenses, etc. (+ JPY 313 million) due to business expansion.

## Although revenue increased year on year, profit decreased due to increase in expenses

(Thousands of IPV)

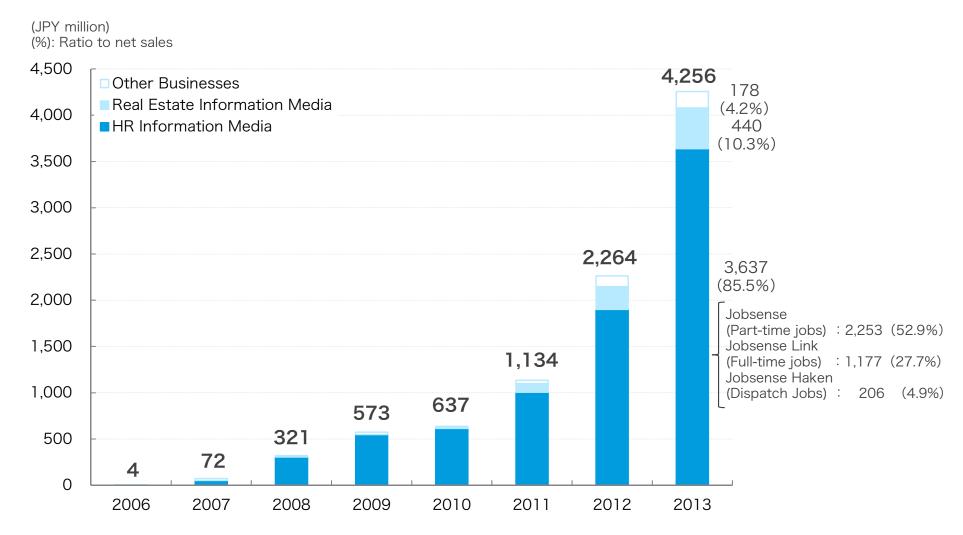
	(Thousands of JPY)		
	4Q12	4Q13	YoY
Sales	670,204	1,066,929	+59.2%
Sales Cost	63,139	87,415	+38.4%
	9.4%	8.2%	(1.2%)
Gross Margin	607,065	979,514	+61.4%
	90.6%	91.8%	+1.2%
SG&A Expenses	238,711	684,966	+186.9%
	35.6%	64.2%	+28.6%
Operating Income	368,353	294,547	(20.0%)
	55.0%	27.6%	(27.4%)
Ordinary Income	354,549	294,698	(16.9%)
	52.9%	27.6%	(25.3%)
Current Net Pretax Profit	350,521	285,568	(18.5%)
	52.3%	26.8%	(25.5%)
Current net profit	189,665	259,758	+37.0%
	28.3%	24.3%	(4.0%)

Sales Cost : The amount of "monetary gifts" that we pay grows as our scale of business expands. (+ JPY 13 million)

SG&A : Increases of advertising costs (+ JPY 274 million) resulting from web promotions and personnel expenses, etc. (+ JPY 101 million) due to business expansion.

#### 1-3 Trends in Net Sales

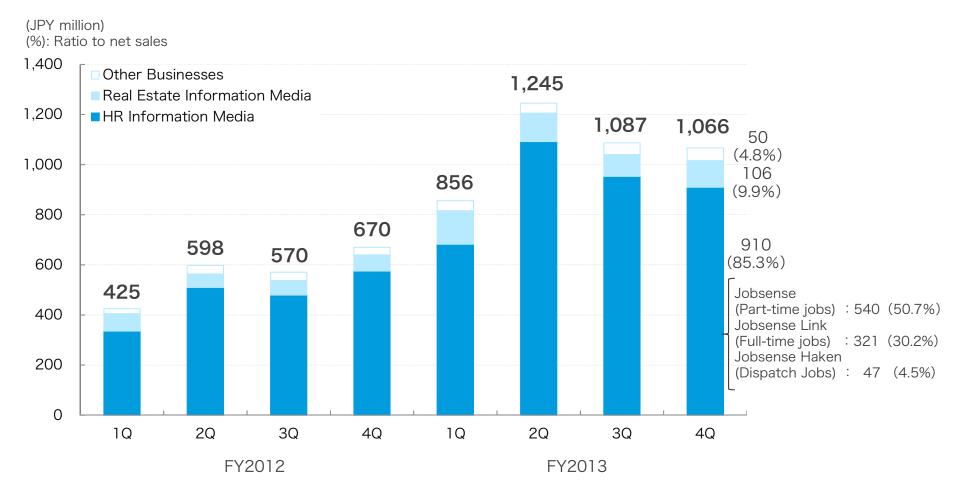
## Year on year, HR sales increased 91.4% and real estate sales increased 79.0% to achieve significant increase in revenue



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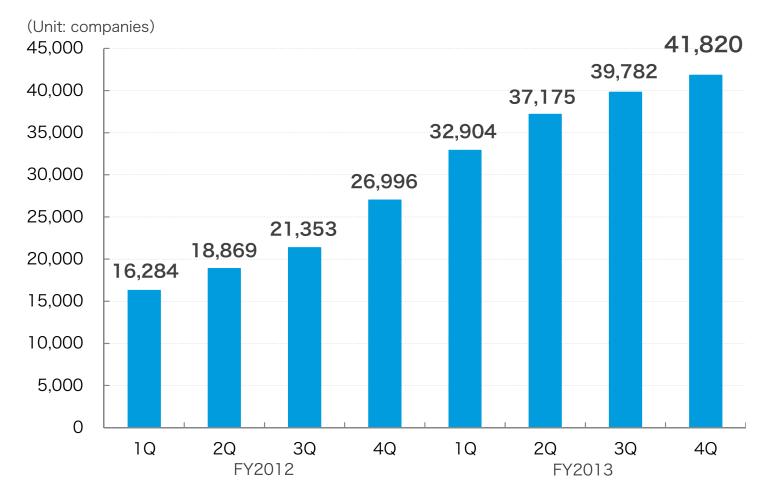
#### 1-3 Trends in Net Sales (Quarter)

#### Although revenue from HR sales increased 58.3% year on year, in a comparison of the third quarter, earnings fell slightly below expectations to result in a minor decline



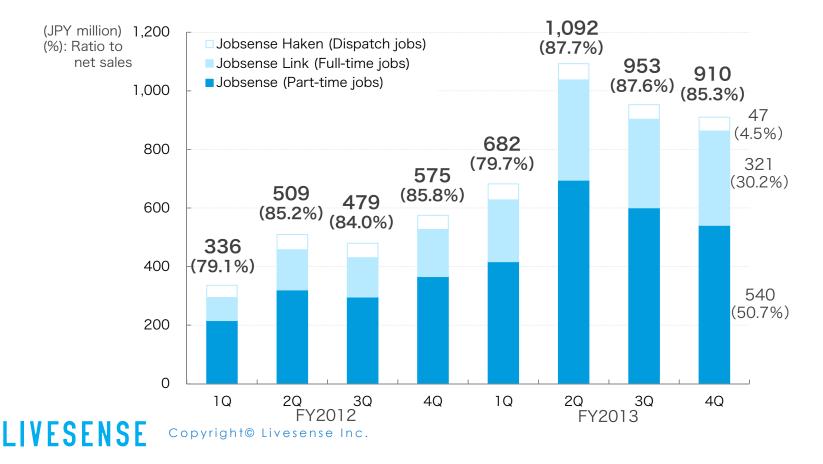
#### 1-4 Cumulative number of companies implementing service

The number of corporate customers continued to grow despite any negative effects of the change to prices for major services



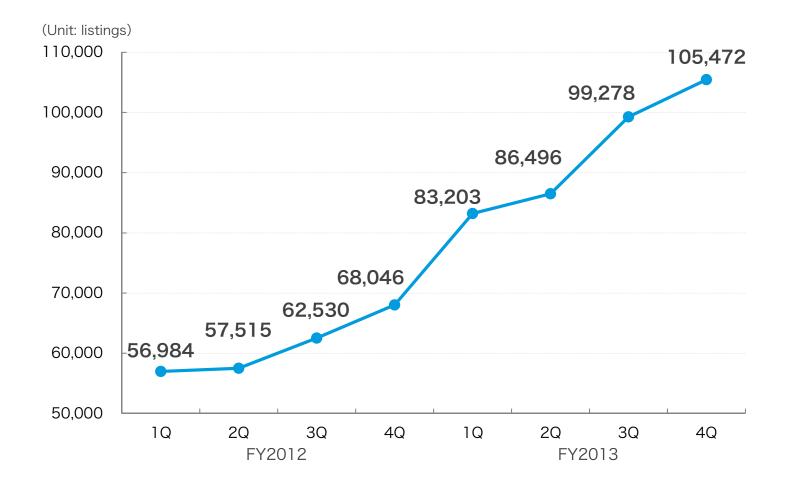
#### 1-5 State of the HR Information Media Business (Sales)

- During the second half of 4Q, despite an increase in job offerings from corporations, there was a latent lack of job applicants (users), which resulted in net sales falling below expectations
- Distribution of information concerning changes in prices for service provision is mostly complete and largely progressing according to plan



#### 1-5 State of the HR Information Media Business (No. of information)

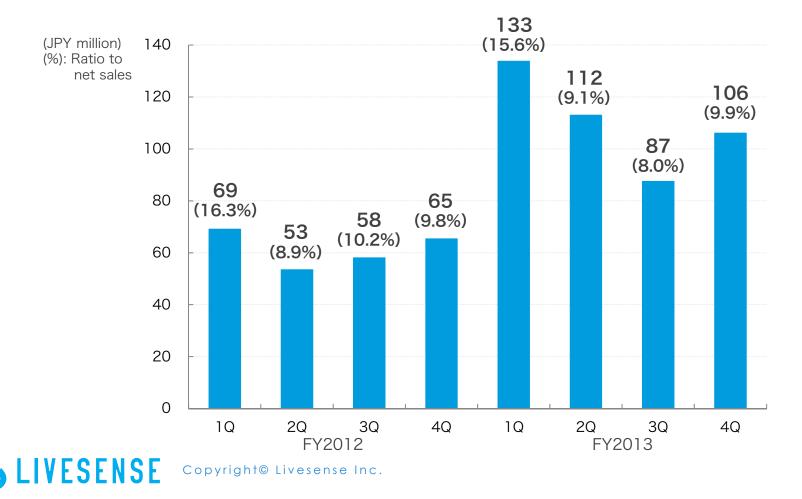
The number of listings grew steadily due to marketing in regions with low usage levels and promotion of use among existing corporate customers



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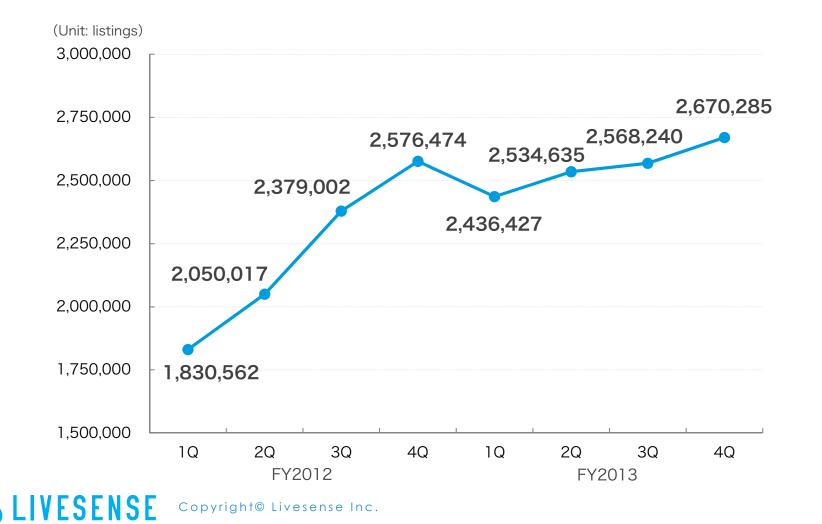
#### 1-6 State of the Real Estate Information Media Business (Sales)

User traffic development measures such as the complete renovation of our smartphone website (completed in October 1) gradually have begun to produce results and resulted in an increase in net sales compared to 3Q. However, net sales were still slightly below expectations



#### 1-6 State of the Real Estate Information Media Business (No. of information)

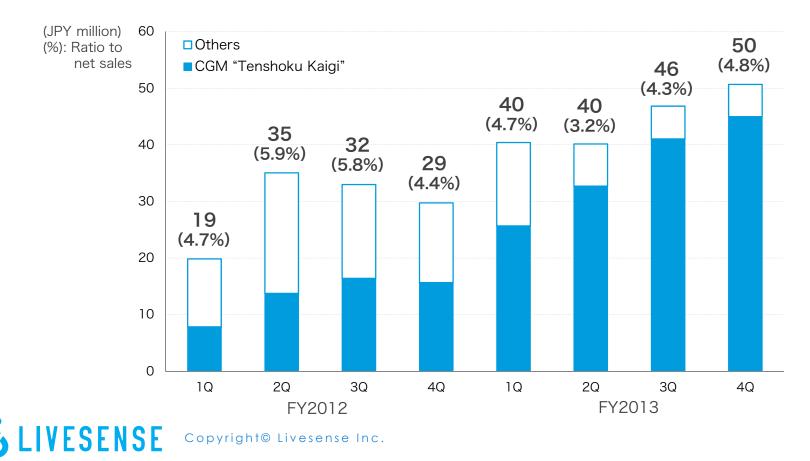
During 4Q, we began listing properties from Pitat House and are continuing with other preparations ahead of 1Q next fiscal year, which is a particularly busy season



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#### 1-7 State of Other Businesses

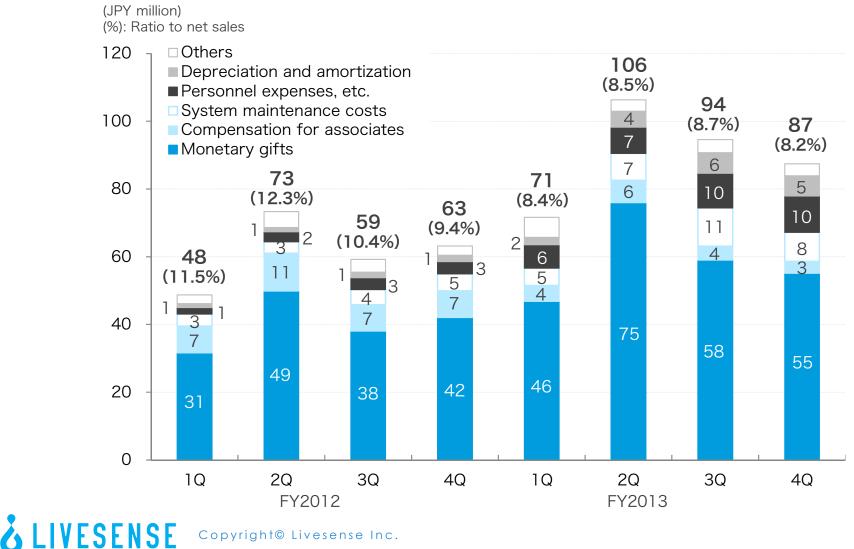
Tenshoku Kaigi has seen continued growth in member numbers and the number of discussion threads Net sales are increasing steadily due to increases in the number of member referrals to major employment information services, enhanced profitability measures, and continuous site functionality improvements.



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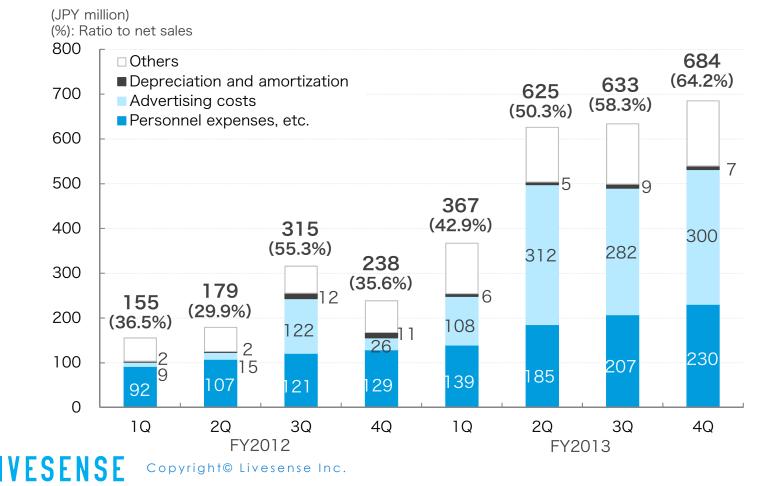
#### 1-8 Trends in Sales Costs

#### Hiring monetary gifts decreased compared to 3Q due to HR sales scale link



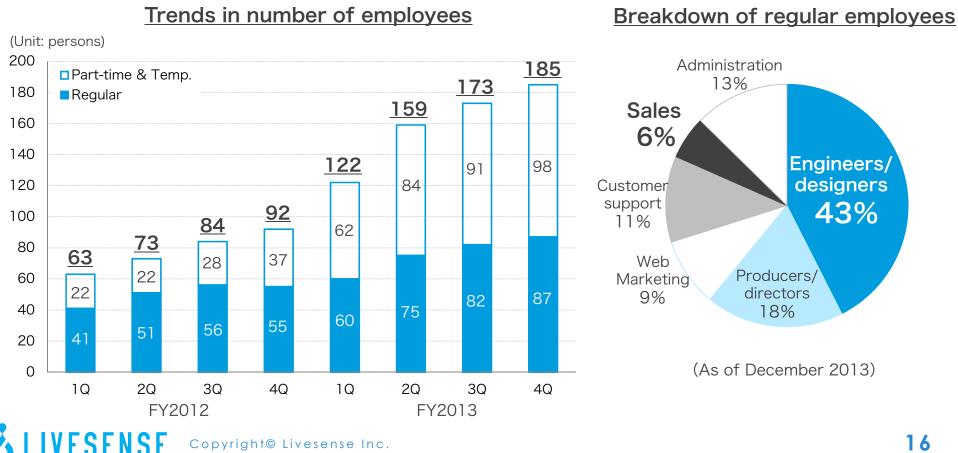
#### 1-9 Trends in SG&A Expenses

Personnel expenses continued to grow in line with the increase in the number of employees Advertising costs increased slightly compared to 3Q due to continued Web promotion aimed at increasing job applicants and user traffic



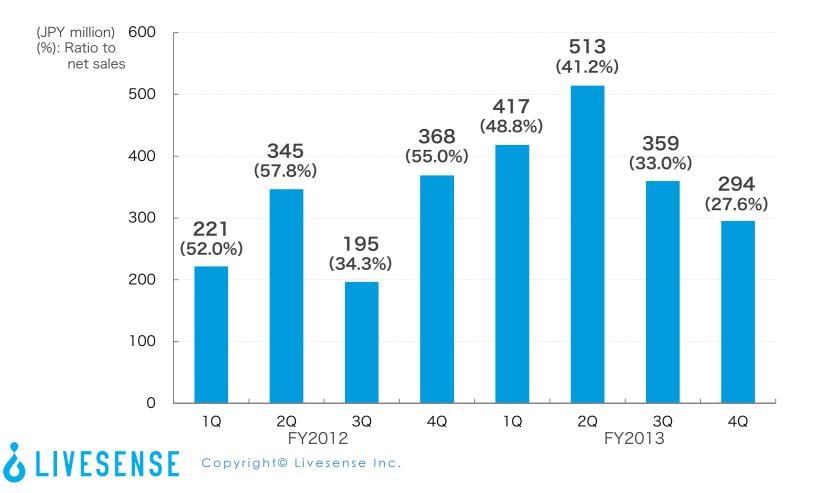
#### 1-9 Trends in SG&A Expenses

We will maintain our focus on efficient business operations while continuing to hire in order to increase the speed of business development During 4Q, we hired five full-time employees and seven part-time and temporary employees who handle customer calls, etc.



#### 1-10 Trends in Operating Income

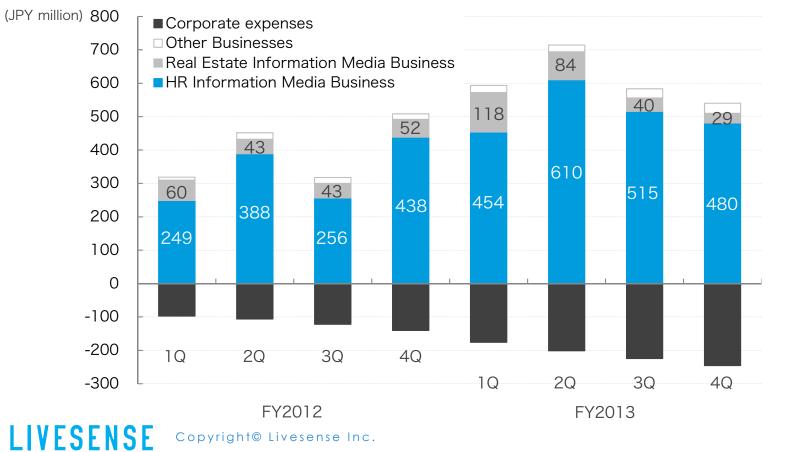
4Q saw net sales fall below expectations while advertising costs and personnel expenses increased, which resulted in a decline in 4Q operating income Per employee operating income during FY2013 was maintained at a very high level, exceeding 18 million yen.



#### 1-10 Trends in Operating Income

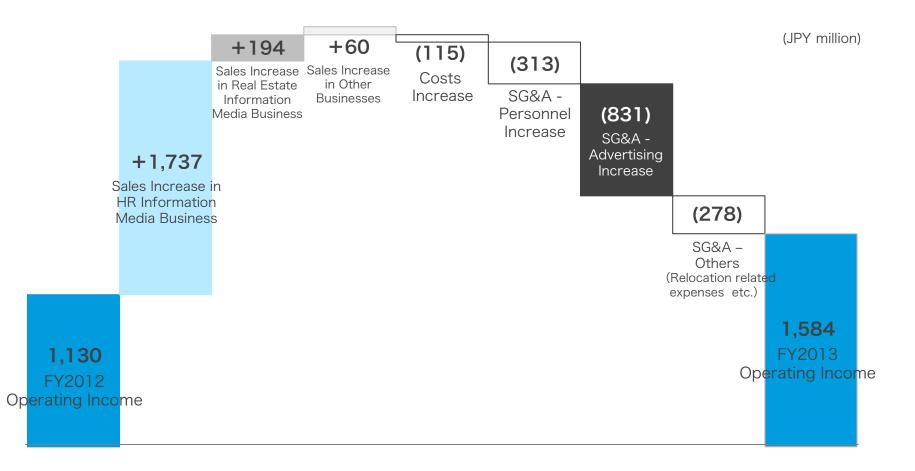
In line with the decrease in net sales, 4Q recruitment profit decreased compared to 3Q

4Q real estate profit decreased compared to 3Q due to Web promotion initiatives and structural changes implemented in preparation for the particularly busy season expected beginning 1Q next fiscal year



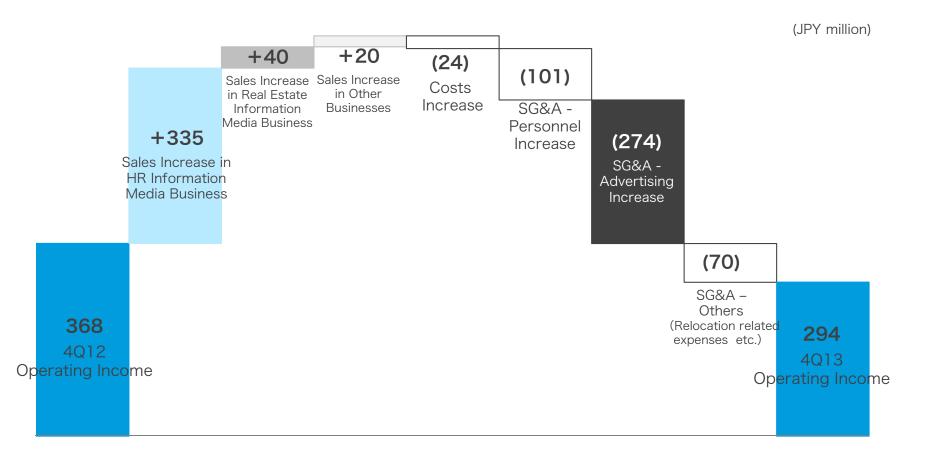
#### 1-10 Trends in Operating Income (YoY comparison)

The increase in net sales mainly from the HR information media business absorbed the increase in expenses and contributed greatly to a 40.1% year-on-year increase in operating income



#### 1-10 Trends in Operating Income (YoY comparison / Quarter)

While net sales increased in all businesses, these increases were not enough to fully absorb the increase in expenses and 4Q operating income decreased 20.0% year on year.





#### 1-11 FY2014 Plan

- FY2014 will be a year during which we solidify our foundation for medium-term growth (forward-looking investments)
- We will enhance promotions (TV CM, Web Ads, etc.) aimed at increasing share in our existing HR and real estate businesses while also using site functionality improvements and service quality improvements to increase matching efficiency
- We are planning to make approximately 70 new hires, mainly engineers, as we place our medium-term focus on the aggressive development of new businesses.

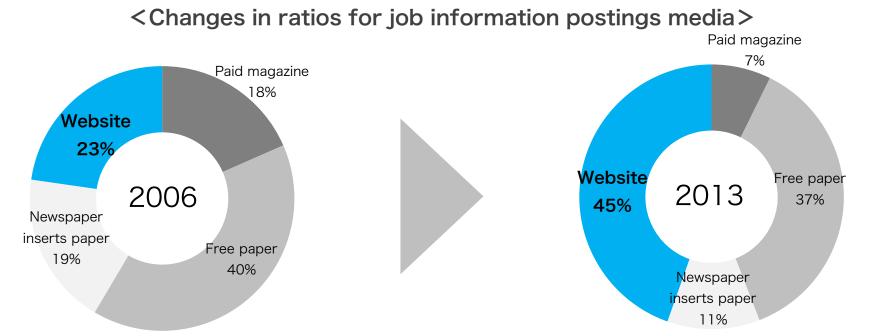
	FY2013	FY2014	
	Results	Forecast	(YoY)
Sales	4,256,153	6,649,679	56.2%
Operating Income	1,584,478	1,950,301	23.1%
operating meetine	37.2%	29.3%	-
Ordinary Income	1,585,828	1,950,735	23.0%
or and y meenie	37.3%	29.3%	-
Net Profit	983,830	1,219,514	24.0%
Nethront	23.1%	18.3%	-
EPS (JPY)	35.58	43.95	23.5%

(Thousands of JPY)

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#### 2-1 Reviewing the period from our founding through 2013 (market)

The job information postings medium shifted from the paperbased medium to websites
In the eight years from our founding, Livesense has established and normalized the affiliate marketing model for internet employment information services



In 2006, the year of our founding, the primary medium of the job information postings market was paper and the fee-based listing business model was standard practice

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In 2013, the primary medium of the job information

websites represented nearly half of all postings and

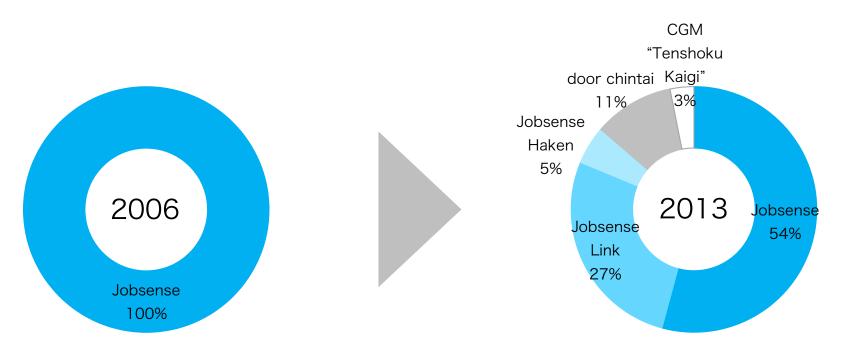
the affiliate marketing model gradually had become

postings market had shifted to a point where

more commonplace.

#### 2-1 Reviewing the period from our founding through 2013 (Our business)

- We started with the part-time job information site Jobsense and steadily expanded our business domains
- Net sales gradually diversified throughout services as the stabilization of our profit base continued

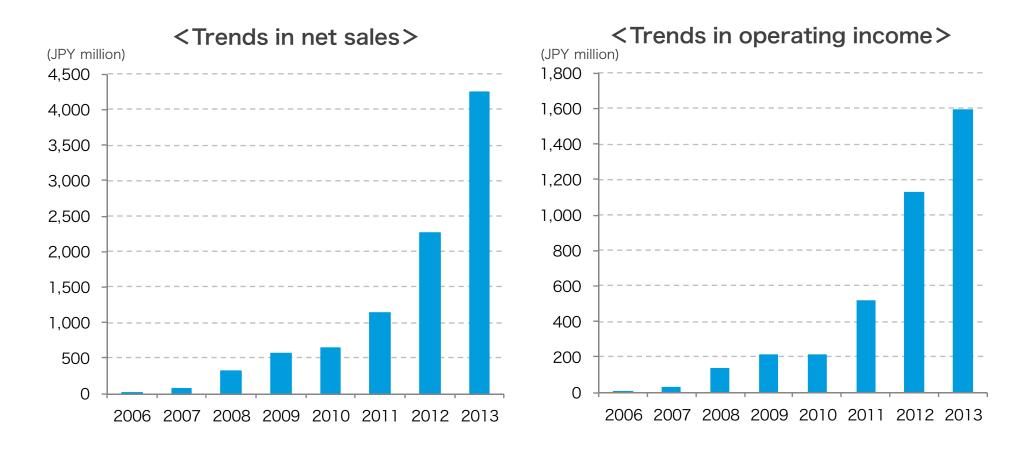


<Changes in net sales composition by service>



#### 2-1 Reviewing the period from our founding through 2013 (Our results)

During the eight-year period from our founding through 2013, net sales grew by a factor of 958 and operating income increased by a factor of 12,663



#### 2-2 Business environment affecting our company (new business)

While carefully evaluating trends in the internet service market we will progress aggressively to develop new market segments

Trends in internet service markets (our perspective)

Existing industry structure / rebuilding operations

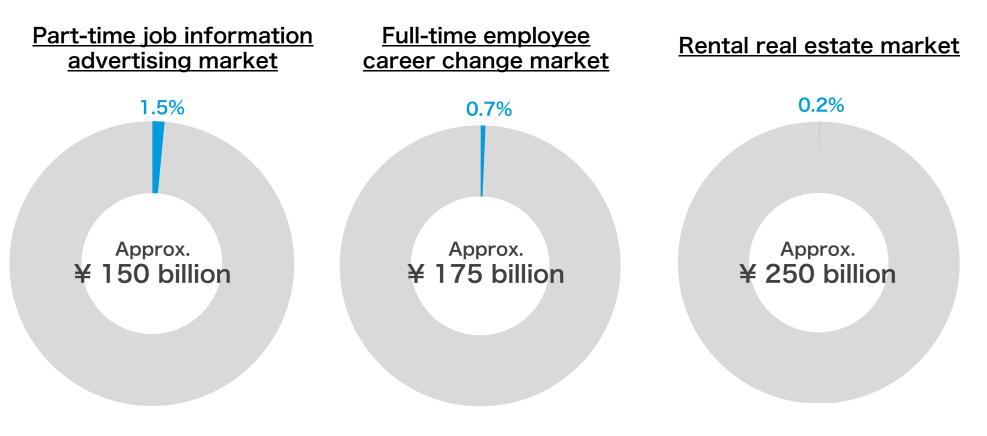
- Realization of user-oriented services
- Optimization of services to adapt to spread of smartphones, etc.

**Progression of globalization** 



#### 2-2 Business environment affecting our company (existing business)

Despite the existence of various business models, based on the sheer scale of the market in terms of net sales, we believe our share of the market is relatively small and that there is still significant room for growth



(Note) Market scale data figures are estimated based on our research.

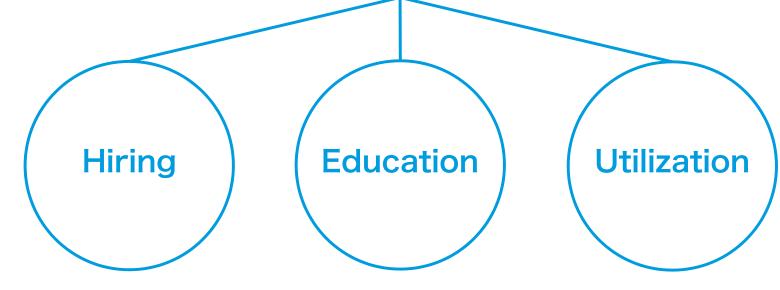
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#### 2-2 Current major issues

Progressing with organizational enhancements aimed at resolving issues

Expanding the scale of existing businesses - Becoming "the next common"

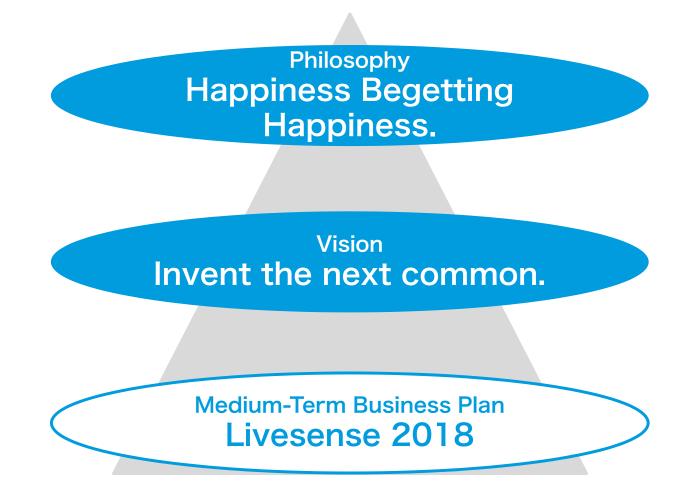
Development in new business segments
 Creating "the new next common"





#### 2-3 Fundamental policies of the Medium-Term Business Plan

The medium-term business plan outlines clear objectives toward achieving our management philosophy and our corporate vision





#### 2-3 Fundamental policies of the Medium-Term Business Plan

About "the next common" envisioned by Livesense (Our approach to business)

Business able to contribute to social development and problem resolution

Business loved by many people for all time

Business in which Livesense can become No. 1

Business able to achieve sales of 50 billion yen in a 10year span



-5-year period through 2018-

Striving to be a company that invents "the next common,"

Backed by proprietary business development capabilities We will diversify our business and strive to evolve into a company able to provide value to be people on a global scale



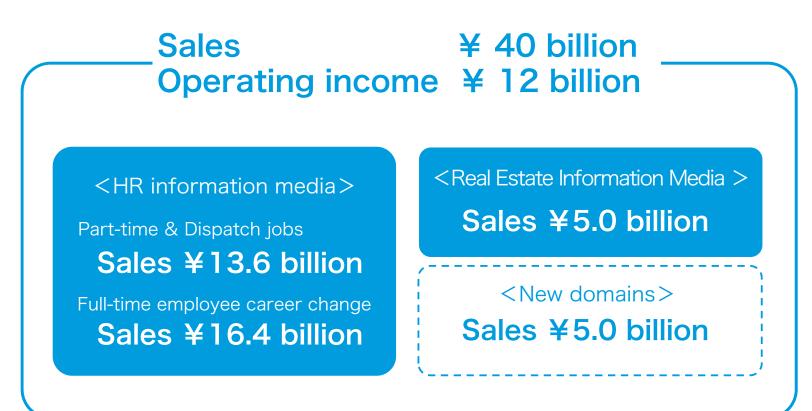
#### 2-3 Fundamental policies of the Medium-Term Business Plan

Continue with infrastructure enhancements and aggressive investments need to achieve long-term growth

	FY2014	FY2015	FY2016~2018
Policies	Business infrastructure enhancements	Business portfolio enhancements	Higher profitability
Vital measures	<business topics=""> Existing business: enhance user traffic development capabilities <organization topics=""> Increased hiring, organizational development, personnel development</organization></business>	<business topics=""> Existing business: expanding business domains New domains: development of multiple businesses, test runs, begin overseas expansion</business>	<business topics=""> Existing business: expanding business scope New domains: full-scale expansion of business, profit stabilization</business>
Investments	Existing business: M&A in related domains New domains: market research, planting seeds	New domains: internal development, investments, partnerships, M&A, overseas expansion	Recovery through profit stabilization

#### 2-4 Earnings goals for FY2018

In 5-year period, aim "add another zero" to profit scale



→ Issue commercial stock options that can be executed with achievement of earnings goals

#### 2-4 Growth strategy for goal achievement (existing business)

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Reinforcement of major measures and distinction in our services to expand share and expand business segments by breaking into related domains in order to become "the next common" in the HR and real estate markets

Number of hires Number of inquiries

<Measures to increase hiring rates>

• Strengthen customer support

#### Hire and inquiry fees (success fees)

 Unit price improvement by providing additional services

#### Number of job applications

Measures to increase application submission rates and inquiry rates>

- Increase number of listings
- Improve site functions

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#### Number of site users

- <Measures to improve ability to attract customers>
- Improve web marketing, mass promotion

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**Expansion** into related

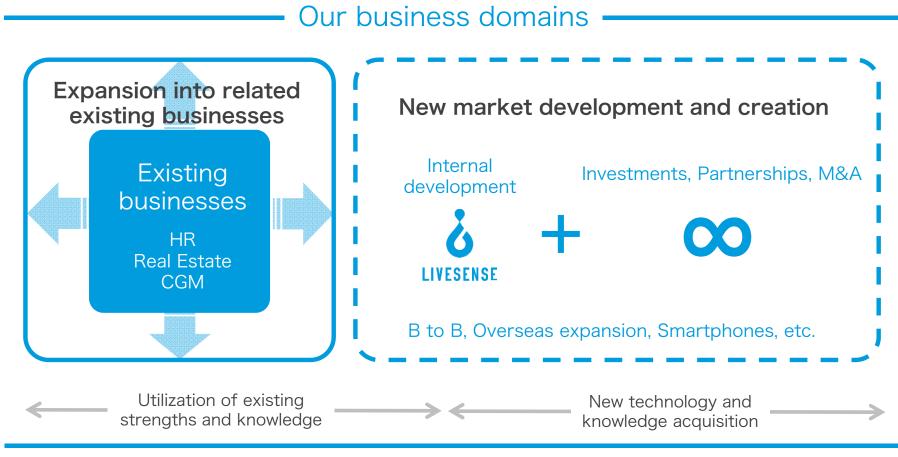
existing businesses

(including M&A)

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#### 2-4 Growth strategy for goal achievement (new domains)

In addition to internal development, we will use aggressive business investments, including capitalization, business partnerships, and M&A to create "the next common" and enhance our profit infrastructure



#### 3-1 Balance Sheet Statement

	(Thousands of JPY)		
	FY2012	FY2013	YoY
Current assets	2,002,084	3,035,601	+51.6%
Cash and deposits	1,685,906	2,541,453	+50.7%
Accounts receivable	272,761	437,560	+60.4%
Fixed assets	216,457	347,595	+60.6%
Tangible fixed assets	25,741	116,787	+353.7%
Intangible fixed assets	12,803	32,504	+153.9%
Investments and other assets	177,912	198,303	+11.5%
Total assets	2,218,541	3,383,196	+52.5%
Current liabilities	558,598	726,115	+30.0%
Accounts payable	46,395	201,225	+333.7%
Income taxes payable	425,000	385,611	(9.3%)
Fixed liabilities	-	-	-
Total liabilities	558,598	726,115	+30.0%
Shareholders' equity	1,651,507	2,638,521	+59.8%
Capital	219,930	221,901	+0.9%
Capital reserve	204,930	206,901	+1.0%
Accumulated earnings	1,226,647	2,210,478	+80.2%
Stock warrants	8,436	18,559	+120.0%
Total net assets	1,659,943	2,657,081	+60.1%

FY2012	FY2013	YoY
791,379	1,018,990	+28.8%
33,212	46,073	+38.7%
-	9,872	-
2,261	3,827	+69.3%
8,436	10,123	+20.0%
4,028	3,056	(24.1%)
(128,048)	(171,550)	+34.0%
15,805	152,866	+867.2%
28,003	14,763	(47.3%)
(324,667)	(646,415)	+99.1%
-	(2,501)	-
(143,168)	(166,626)	+16.4%
(11,292)	(123,657)	+995.1%
-	(21,100)	-
(8,696)	(37,413)	+330.2%
(126,139)	(19,468)	(84.6%)
_	42,300	-
(21,929)	3,183	(114.5%)
	791,379 33,212 2,261 2,261 8,436 4,028 (128,048) 15,805 28,003 (324,667) (324,667) (143,168) (11,292) - (8,696) (126,139)	FY2012FY2013791,3791,018,990033,21246,07333,21246,0734,079,8722,2613,8278,43610,1234,0283,056(128,048)(171,550)15,805152,86628,00314,763(324,667)(646,415)(143,168)(123,657)(143,168)(123,657)(11,292)(123,657)(11,293)(123,657)(8,696)(37,413)(126,139)(19,468)(126,139)(19,468)-42,300

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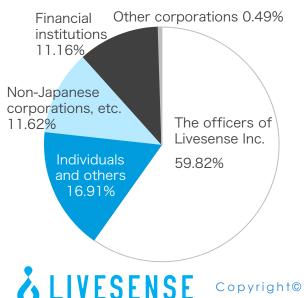
#### 3-3 Record of Recent Major Publicity Events

2014.01.30Tokyo Mayokara (TV Tokyo)2014.01.27Nihon Keizai Shimbun morning edition2014.01.27Magazine PRESIDENT (on sale Dec. 27)2014.01.20Shukan Jutaku Shimbun2014.01.31Zenkoku Chintai Jutaku Shimbun2014.01.03SANKEI Shimbun2013.12.29Gacchiri Monday (TBS)2013.12.26Nikkei top leaders (on sale Dec. 26)2013.12.11TV Future heritage (TBS)2013.12.23SANKEI Shimbun2013.12.24Magazine Ascii cloud Jan. issue2013.11.25AERA Nov. 25 edition2013.11.21Magazine Ascii cloud Jan. issue2013.11.01AerA Nov. 1 edition2013.11.01Monthly magazine business concept Dec. issue2013.10.07Magazine Shukan Economist (on sale Oct. 7)2013.08.16Magazine DIME Oct. edition2013.07.27Tokyo Shimbun2013.07.22Shukan Toyo Keizai July 22 issue2013.07.22Shukan Toyo Keizai July 22 issue2013.07.23Shukan Jutaku Shimbun2013.07.24Magazine PRESIDENT (on sale July 22)2013.07.25Shukan Jutaku Shimbun2013.07.26Shukan Jutaku Shimbun2013.07.27Zenkoku Chintai Jutaku Shimbun2013.07.24Magazine PRESIDENT (on sale July 24)2013.07.25Shukan Jutaku Shimbun2013.07.26Shukan Jutaku Shimbun2013.07.27Zenkoku Chintai Jutaku Shimbun2013.07.28ShuKEI Shimbun2013.07.29Shukan Jutaku Shimbun2013.05.10Magazine THE21 June issue (on sale May 10) <th></th> <th></th>		
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	2013.05.10	Magazine MEN'S NON-NO June issue (on sale May 10)
2013.05.01 NIKKEI plus 10 (BS-Japan)	2013.05.10	Magazine THE21 June issue (on sale May 10)
	2013.05.01	NIKKEI plus 10 (BS-Japan)

#### 3-4 Stock Information (As of December 2013)

#### • Trends in our stock price

- Lowest listed price : JPY 223
   (Dec. 7, 2011)
- Highest listed price : JPY 3,255
   (Jul. 2, 2013)
- Average volume : 143,209 stock/day (Jul. – Dec. 2013)
- Issued shares : 13,874,400 (27,748,800 / as of Jan. 2014)
- Shareholders : 5,520
- % of Shares by category





#### • Major Shareholders

Name	Shares owned	%
Taichi Murakami (CEO)	6,886,200	49.63
Daisuke Katsura (Director)	1,349,000	9.72
The Master Trust Bank of Japan, Ltd. (Trust Account)	416,000	2.99
Japan Trustee Services Bank, Ltd. (Trust Account)	328,600	2.36
MSCO CUSTOMER SECURITIES	252,140	1.81
Kentaro Yoshida (Employee)	220,000	1.58
The Chase Manhattan Bank 385036	185,600	1.33
JAPAN SECURITIES FINANCE CO., LTD.	162,800	1.17
BBH for FSP Technology	118,400	0.85
Bank of New York GCM Client Accounts E ILM	113,800	0.82

#### 3-5 Company Profile (As of December 2013)

Company Name	Livesense Inc.	
Business Objective	Internet Media Management Business	
Address	5th Floor, Shin-meguro Tokyu Building, 2-25-2 Kamiosaki, Shinagawa-ku, Tokyo	
Established	February 8, 2006	
President	Taichi Murakami	
Management Team	Managing Director Daisuke Katsura Yuichi Iwasaki Statutory Auditors Junichi Ehara Misao Akutsu Mitsuru Ozaki	
Capital	JPY221 million	
Business Results	FY2013 Sales : JPY 4,256 million, OP: JPY 1,584 million	
Number of Employees	Full-time : 87, Part-time & Temp. : 98	
Fiscal Term	December	
Date listed	October 1, 2012 (TSE 1st Section) December 7, 2011 (TSE Mothers)	
Auditing Firm	Deloitte Touche Tohmatsu LLC	

# **S**LIVESENSE

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.