

July 11, 2013

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## Notice of Revision of Earnings Forecasts

Livesense Inc. today announced that it has revised its first half and full-year earnings forecasts for the Fiscal Year Ending December 31, 2013 from its original forecasts announced on February 14, 2013, in light of its recent business performance.

### 1. Revision of FY2013 first half (Jan. 1, 2013 - Sep. 30, 2013) earnings forecast

(JPY millions)

	Sales	Operating Income	Ordinary Income	Net Profit	EPS (JPY)
Original Forecast (A)	1,528	707	707	389	28.26
Revised Forecast (B)	2,101	930	931	520	37.74
Difference (B-A)	573	223	224	130	
Difference (%)	37.5	31.6	31.7	33.6	
(For Reference) Results for FY2012 first half	1,023	566	566	309	22.41

### 2. Revision of FY2013 full-year (Jan. 1, 2013 - Dec. 31, 2013) earnings forecast

(JPY millions)

	Sales	Operating Income	Ordinary Income	Net Profit	EPS (JPY)
Original Forecast (A)	3,307	1,509	1,510	834	60.50
Revised Forecast (B)	4,182	1,517	1,518	872	63.23
Difference (B-A)	875	8	8	37	
Difference (%)	26.5	0.5	0.6	4.5	
(For Reference) Results for FY2012	2,264	1,130	1,113	597	43.32

### 3. Reasons for Revision

We have newly started a web promotion from this fiscal year ending December 31, 2013. The aim is to expand sales and market share over the medium and long term in existing business areas by facilitating more employee hiring. The promotion focuses mainly on our part-time employment information site “JOBSENSE (<http://j-sen.jp/>)” and our career change employment information site “JOBSENSE Link (<http://job.j-sen.jp/>)”.

Due to uncertainty over the success of a web promotion, in the original forecast conservative assumptions were made for the promotion budget (advertising costs) and the resulting sales increase. However, since the results were greater than the initial estimates, we launched an active promotion within the advertising budget, starting in the middle of this first half. Consequently, the sales forecasts for the first half of the year ending December 31, 2013 and the full year were revised upward.

In addition to the increase in advertising costs, other costs were recorded in the form of personnel related expenses such as staff to respond to corporate customers, and expenses for office space to accommodate the larger number of employees (plan to rent additional office space in the building near our headquarters building starting in this fourth quarter). Consequently, the profits forecast for the first half of the year ending December 31, 2013 and the full year were revised.

The change in prices for service provision for “JOBSENSE” and “JOBSENSE Link” are going ahead almost as planned. Specifically, the new prices are being applied to new contract customers as of June 2013 for JOBSSENSE, and as of April 2013 for JOBSSENSE Link. Therefore, in the second half of 2013, the prices will be progressively applied to contract customers.

We will continue to expand its market share by maintaining its effective promotion activities, through utilization of increased revenues from the change in prices for service provision. It will also improve the match rate and site usability based on stronger site functions and service enhancements.

(Note)

The above forecasts in this release are based on information currently available at the time of announcement and the actual results may differ from the forecasts due to various factors.