



FY2018 1st Quarter
Financial Results

May 15, 2018
Livesense Inc.
(TSE1: 6054)

Agenda

- 1 Financial Results
- 2 Business Overview & FY2018 Initiatives
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1. Financial Results

Executive Summary for the 1st Quarter

Net sales increased in all segments. Up 25.1% YoY.

Operating income up 43.3% YoY, due to increased income from real estate services.

- **Net sales** ¥1,744 million (YoY +¥349 million +25.1%)
- **Operating income** ¥78 million (YoY +¥23 million +43.3%)

Sales up in all media. Successful expansion of customer attraction, etc. through expansion of Tenshoku Kaigi business and refining of advertising management.

- Net sales increased for both Tenshoku Kaigi BUSINESS and lead generation service
- Advertising led to expansion of customer attraction for DOOR Chintai and Tenshoku Navi. Greatly contributed to investment capital
- After last year's re-branding, focus in Machbaito has been on increasing name recognition and improving user experience. Reflection in performance is expected to take some time

Advertising investment expanded for both customer attraction and name recognition. Additional investment considered for accelerating growth.

- Advertising costs up 60.9% YoY due to aggressive investment in web advertising during particularly busy seasons
- Two consolidated subsidiaries established, and sales launched
- 1Q results exceeding plan, 1H results be expected to surpass initial forecast. Considered measures to accelerate growth, including moving up investment, etc

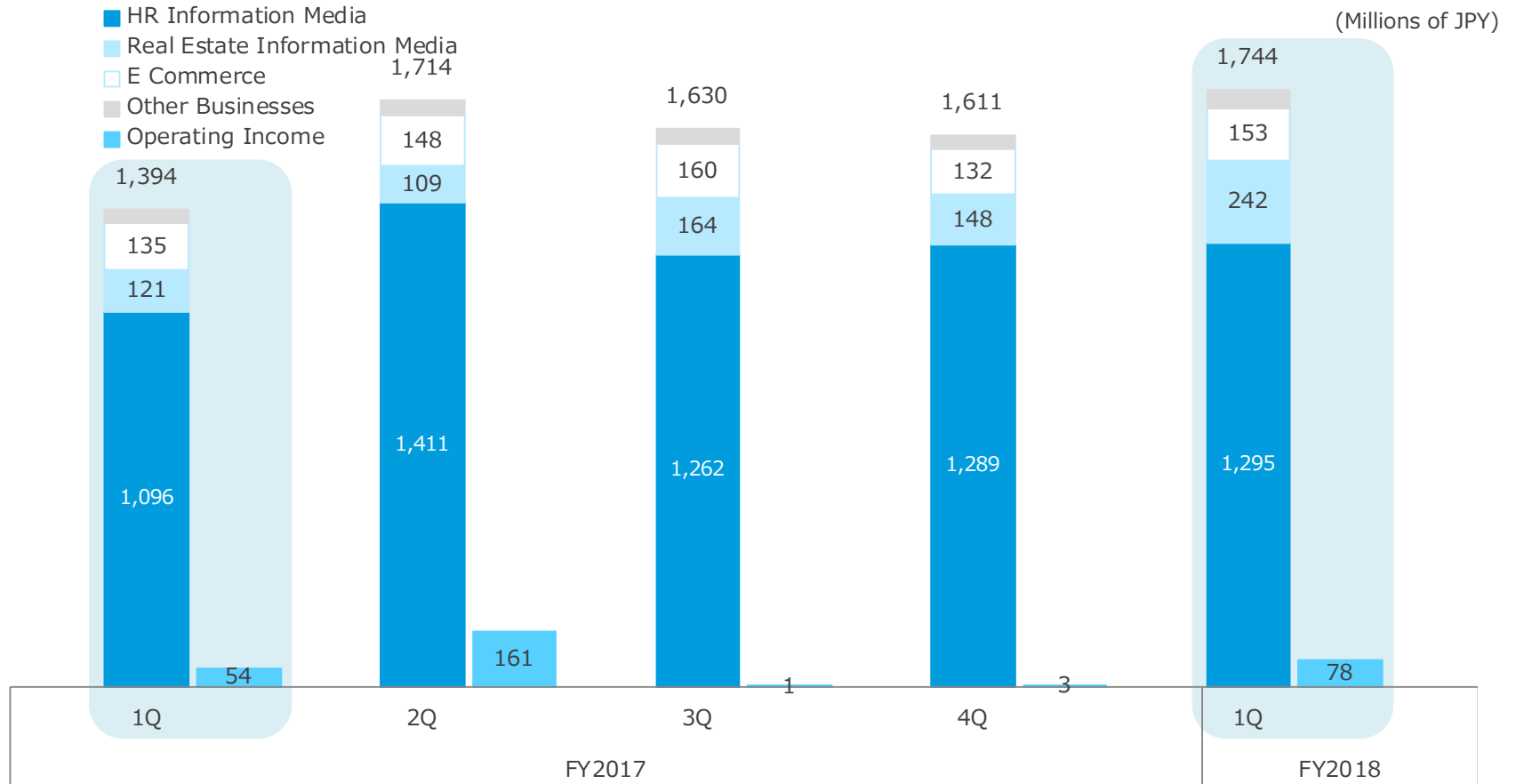
Quarterly Financial Results Overview

(Millions of JPY)

	FY2017 1Q	FY2018 1Q	YoY
Net Sales	1,394	1,744	+25.1%
Operating Income	54	78	+43.3%
Operating Margin(%)	3.9%	4.5%	+0.6pt
Ordinary Income	81	106	+29.9%
Net income	60	78	+30.7%

Net Sales and Operating Income

- Net sales increased in all segments. Up 25.1% YoY.
- Income up 43.3% YoY due to increased income in real estate segment, etc.

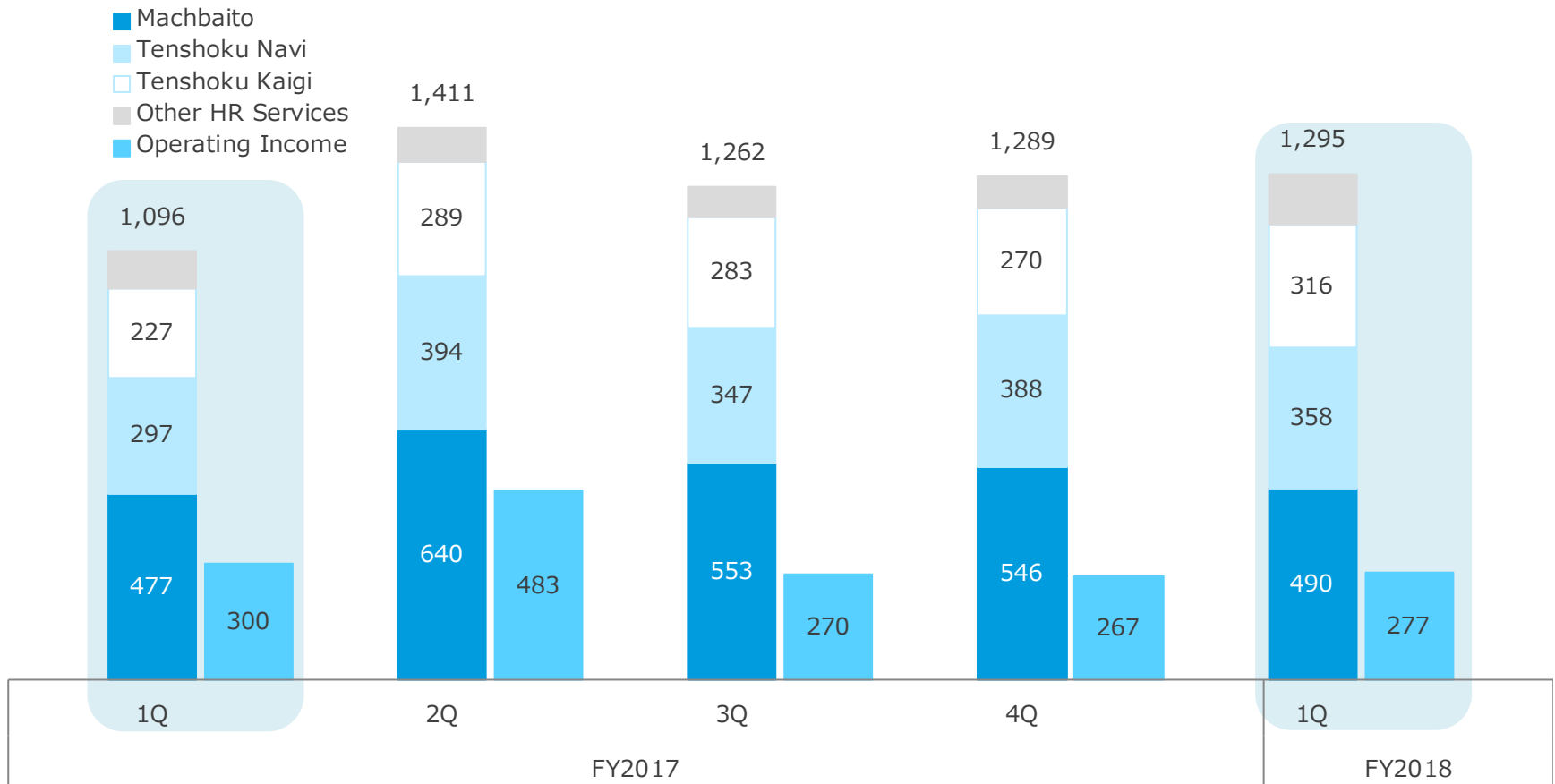


*Tenshoku Draft categorized under HR Information Media as of 1Q/18. Past results changed to reflect this (same applies hereinafter).

Segment Net Sales and Operating Income - HR Information Media

- Tenshoku Kaigi and Tenshoku Navi sales up substantially. Segment sales up 18.1% YoY.
- Focus in Machbaito has been on increasing name recognition and improving user experience. Net sales up slightly YoY.

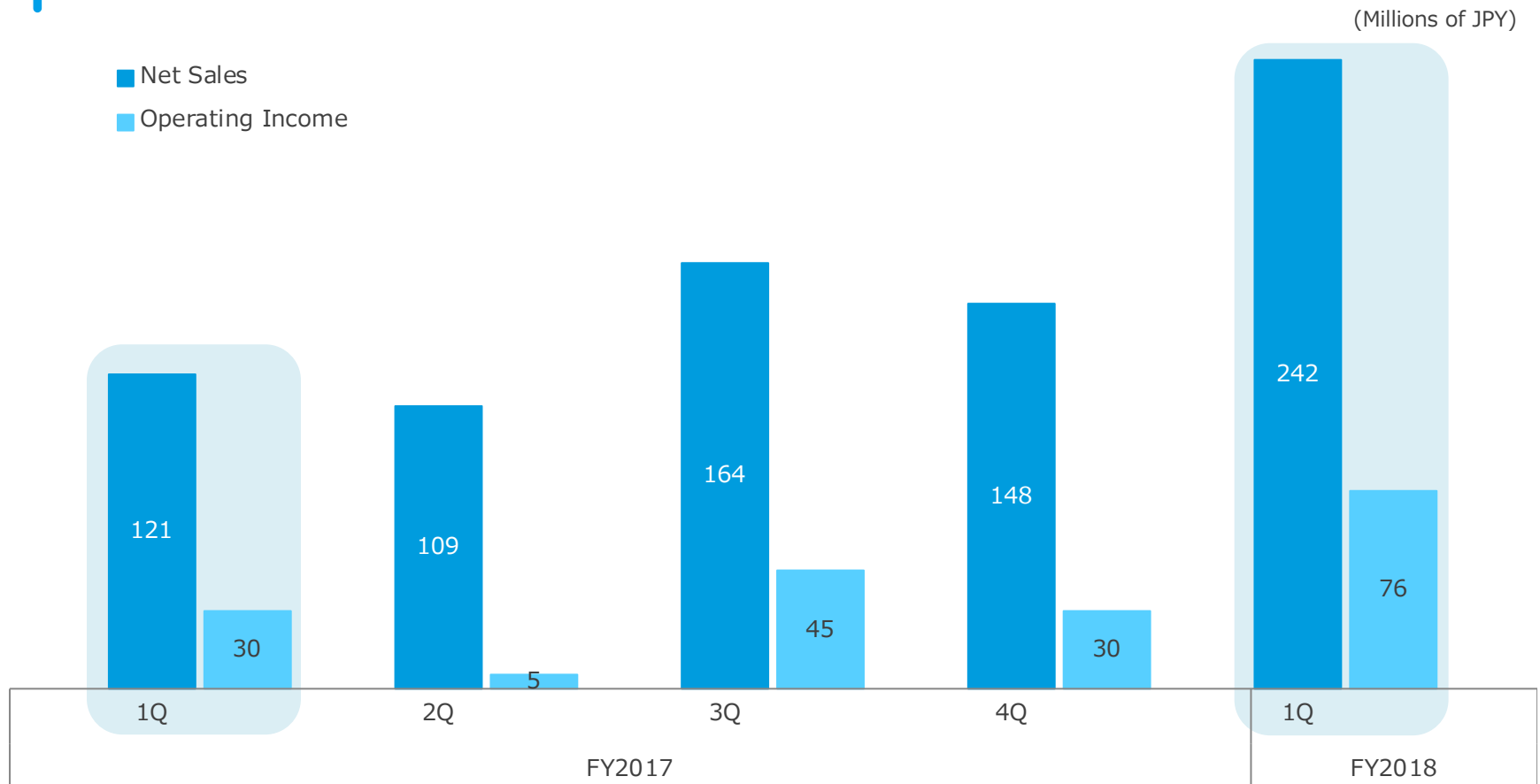
(Millions of JPY)



Segment Net Sales and Operating Income -Real Estate Information Media

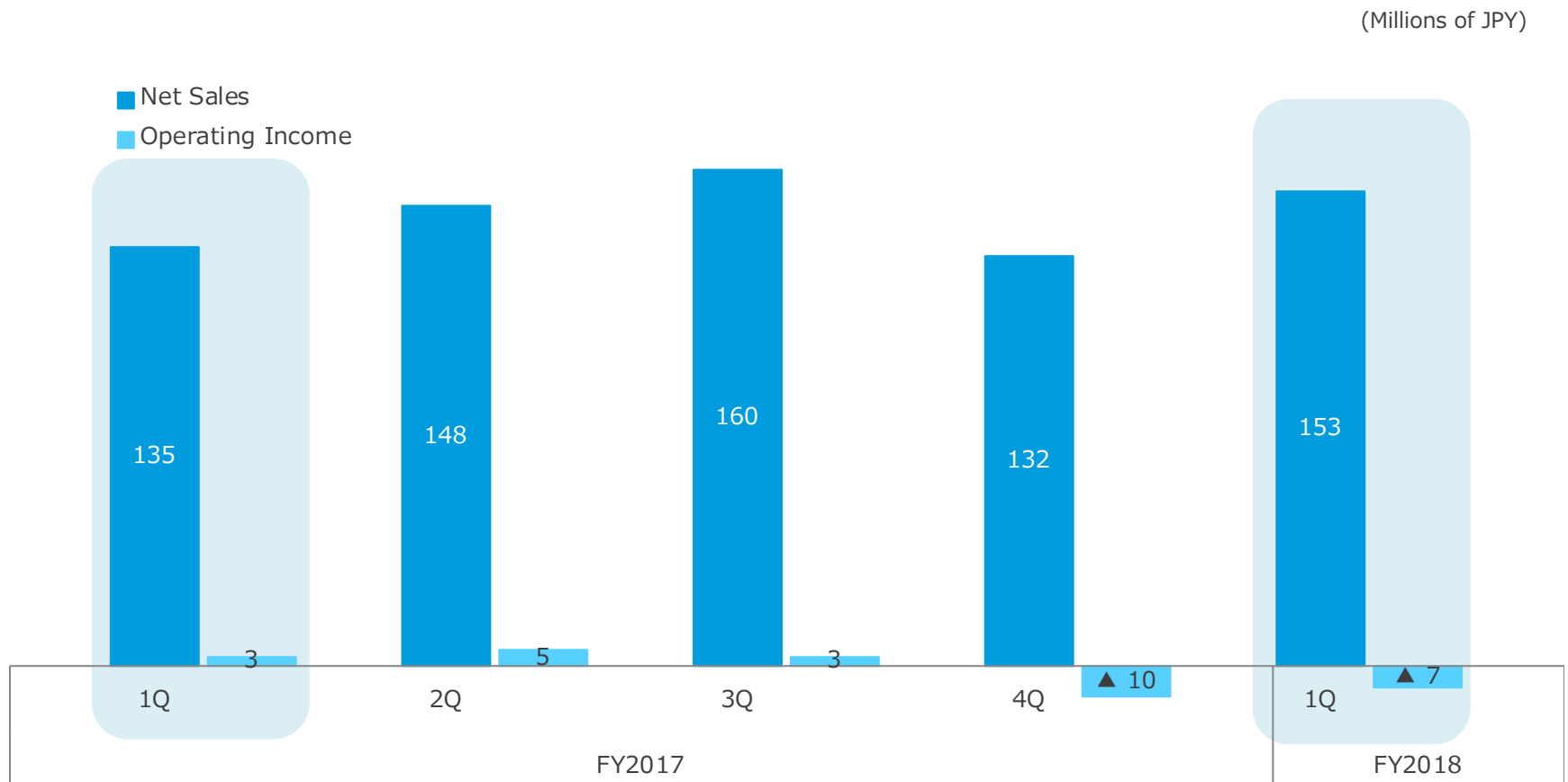
Priority in DOOR Chintai has been placed on sales and profits, with enhanced measures for customer attraction, including web advertising, etc. Customer attraction increased during particularly busy seasons for substantial increase in sales and profits.

PHIL LIFE launched Sumai no Mikata face-to-face advisory service.



Segment Net Sales and Operating Income -E-Commerce

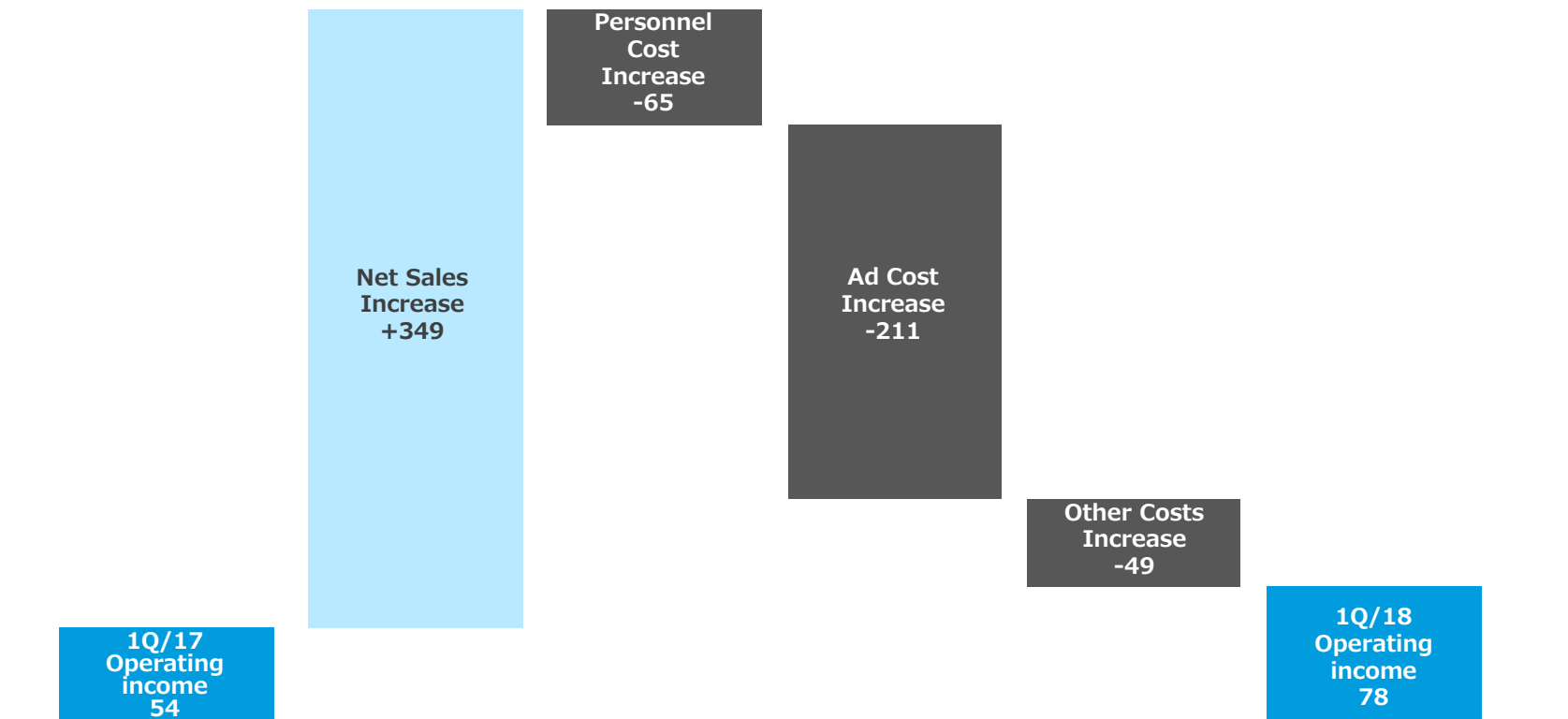
- Sales up 12.9% YoY due to waja efforts to improve inflow and conversion.
- Investment made in development to enhance proprietary fulfillment system.



Operating Income -YoY Comparison

Net sales increasing steadily. Advertising costs up, but mostly for web advertising.

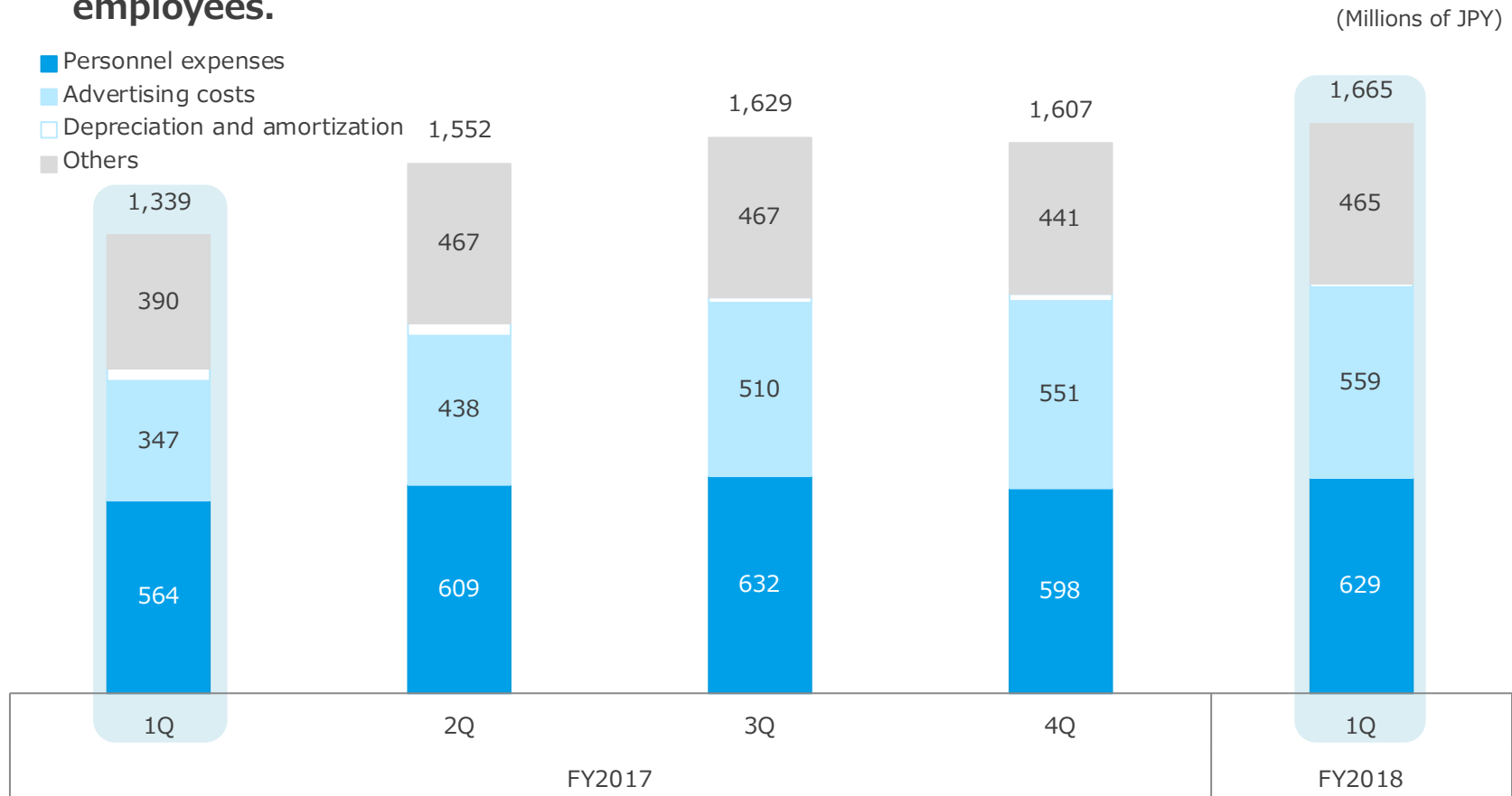
(Millions of JPY)



Operating Expenses









Advertising costs up 60.9% YoY due to aggressive investment in web advertising during particularly busy seasons.

Personnel costs up 11.6% YoY due to increase in new graduates and other full-time employees.



2. Business Overview & FY2018 Initiatives

Segments and Core Media

Human Resources	 Machbaito: Success fee-based part-time job posting site
	 Tenshoku Kaigi: Employer review Site
	 Tenshoku Navi: Success fee-based full-time job posting site
	 Syukatsu Kaigi: New graduate employment support service
	 Tenshoku Draft: Competitive bidding-type career service
Real Estate	 DOOR Chintai: Success fee-based real estate posting site
	 IESHIL: Real estate information service
EC	 waja: Overseas fashion EC site
Others	 Chiryō Note: Medical Information Site
	 imitsu: BtoB service comparison/order information site

Business Strategy for FY2018 and Progress

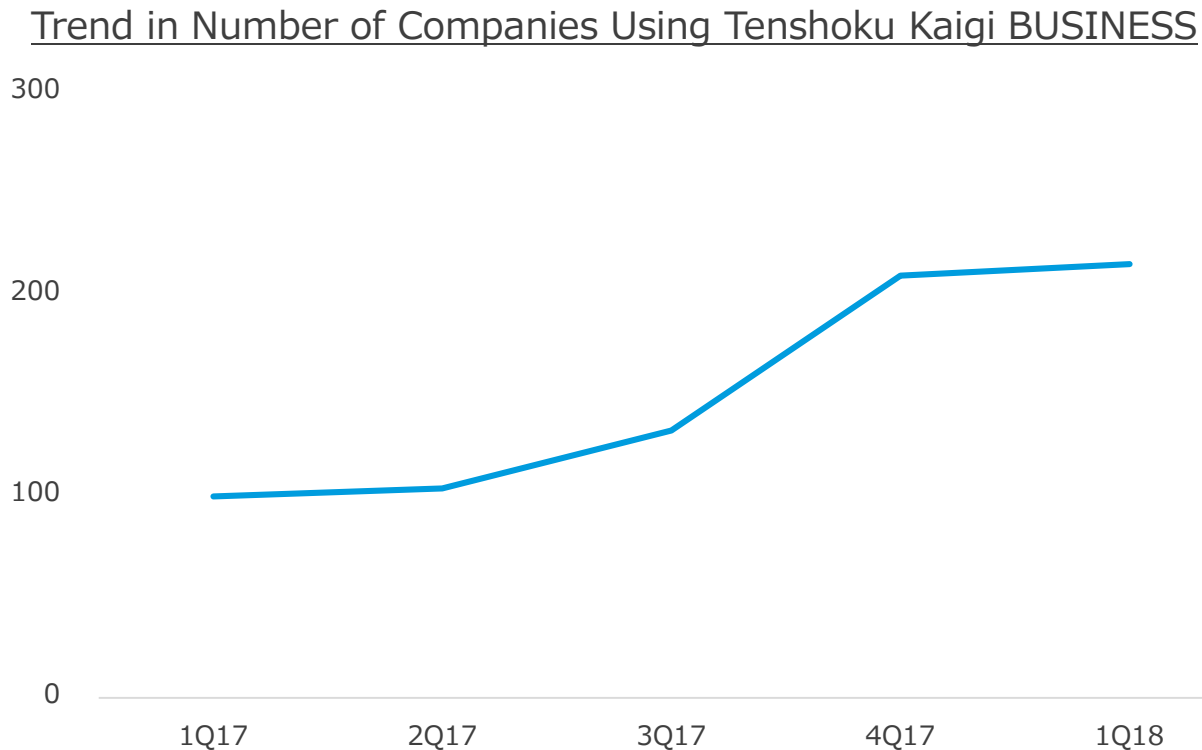
Human Resources	<ul style="list-style-type: none"> • Machbaito 	<ul style="list-style-type: none"> • Promote improved user experience by making “right away” service concept • Conduct “singularity diagnosis” promotion to increase name recognition
	<ul style="list-style-type: none"> • Tenshoku Kaigi • Tenshoku Navi 	<ul style="list-style-type: none"> • With Tenshoku Kaigi, full-scale roll-out of career services utilizing reviews • Launch Livesense Connect. Promote development of corporate sales infrastructure and education of sales personnel to further expand “Tenshoku Kaigi BUSINESS” • Expand Tenshoku Navi customer attraction through aggressive investment in web advertising
	<ul style="list-style-type: none"> • Syukatsu Kaigi 	<ul style="list-style-type: none"> • Launch “Syukatsu Kaigi Recruiting” success fee-based service. Currently in use by approx. 400 companies • Launch provision of original functions for determining “degree of match with corporate culture” and “level of difficulty of screening”
	<ul style="list-style-type: none"> • Tenshoku Draft 	<ul style="list-style-type: none"> • Change “Tenshoku Draft” bimonthly. Participating companies also steadily increase • Hold the 2nd “Designer Draft” and “Web Expert Draft”

Business Strategy for FY2018 and Progress

Real Estate Information	<ul style="list-style-type: none">• DOOR Chintai• IESHIL	<ul style="list-style-type: none">• Increase DOOR Chintai income by aggressively investing in web advertising during particularly busy seasons• Promote improvement of IESHIL site value by expanding data and content• Launch PHIL LIFE. Strengthen face-to-face information provision and matching functions
EC	<ul style="list-style-type: none">• waja	<ul style="list-style-type: none">• Invest in development to enhance proprietary fulfillment system• Strengthen customer attraction through web marketing
Others	<ul style="list-style-type: none">• New businesses	<ul style="list-style-type: none">• Train product managers through launch of small-scale media• Aim to expand use of services and establish position in current new businesses by re-designing user value and business expansion process

Topics: Expansion of Tenshoku Kaigi BUSINESS (Tenshoku Kaigi)

- | **Established Livesense Connect.
Worked to expand Tenshoku Kaigi BUSINESS through it.**
- | **Promoted development of corporate sales infrastructure and education of sales personnel this quarter.**



*Presented as a comparison with 1Q/17 as 100

Topics: Launch of “Syukatsu Kaigi Recruiting” Service (Syukatsu Kaigi)

Success fee-based “Syukatsu Kaigi Recruiting” service launched in December. Currently in use by approx. 400 companies.

Screenshots

就活会議
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☎ 0120-033-710

成果報酬型ナビサイト

就活生の約3人に1人が利用 × リスクなし × 初期費用・オプション費用なし 採用コスト30万円*のみ
*社数限定(通常価格40万円)

メディア掲載実績

- TBS[News23]
- 日本テレビ[ZIP]
- フジテレビ[THE NEWS a]
- テレビ東京[ワールドビジネスサテライト]
- 日経新聞
- 読売新聞
- 週刊東洋経済
- 週刊現代
- AERA

新しい採用チャネル 就活会議の3つの特徴

- 1 1人あたりの採用コストがリスクなしで30万円*!
初期費用・オプション費用ゼロ
成功報酬は入社まで保証
*社数限定(通常価格40万円)
- 2 ターゲット学生の集客を独自DMで効率化
採用競合企業の選考中学生群にまとめてアプローチ可
- 3 他社の採用手法が学生レポートで調査可能
学生から集めた、10,000字のインターン・本選考レポートが約5,000枚閲覧可能

TOP 説明会特集 口コミ インターン ES

株式会社リブセンス
こんな会社です

会社について 強み・課題 向いている人

MESSAGE
「あたりまえを、発明しよう。」

説明会、インターンの参加者募集 中！受付状況を確認しましょう

LIVESENSE

リブセンス
★★★★★ 4.1 説明会・インターン情報 (1件)

Topics: Launch of “Function for Determining ‘Degree of Match’ between New Grads and Companies” (Syukatsu Kaigi)

- Degree of match with corporate culture and level of difficulty of screening are determined based on new grads’ intentions and company review data from Tenshoku Kaigi. Supports efficient job hunting without mismatches by allowing new grads to find “companies that are a good fit”.
- Initiative based on real data engineering, a topic of focus at company-wide.

Illustration of Function for Determining Degree of Match



Topics: Launch of Sumai no Mikata (PHIL LIFE)

- Established PHIL LIFE as a joint venture with Starts Corporation Inc. Rolled out “Sumai no Mikata” face-to-face advisory service.
- Providing face-to-face support, for which there is strong demand, on top of online support. Work to expand user base.

Sumai no Mikata





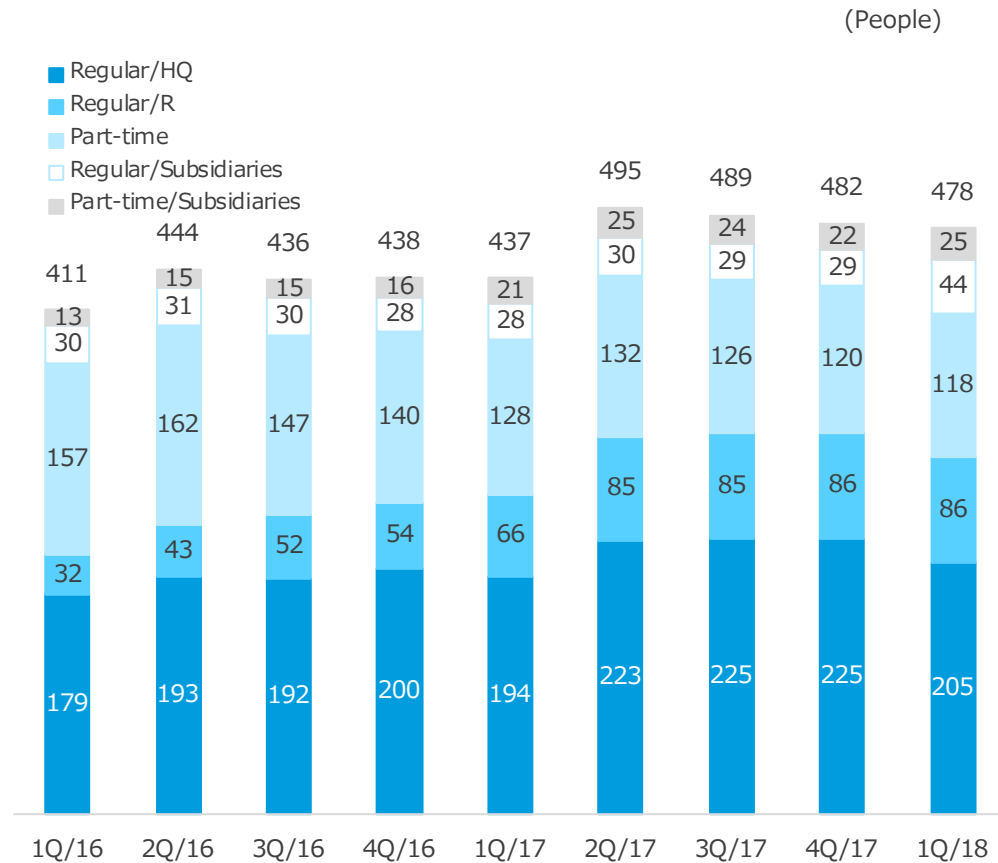
LIVESENSE

Invent the next common

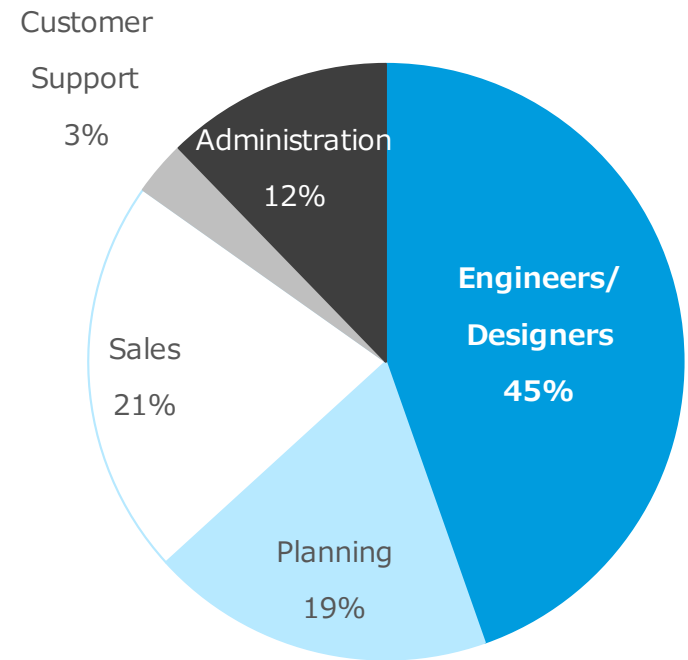
3. Appendix

Employees

No. of Employees (Consolidated)



Breakdown of Full-time Employees



*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. 23, 2018	IESHIL real estate information service covered by risktaisaku.com
Apr. 20, 2018	Interview of head of Real Estate Unit posted on Cnet Japan
Apr. 18, 2018	Tenshoku Navi full-time job posting site covered by Koureisha Jutaku Shimibun
Apr. 11, 2018	Real estate tech media SUMAVE representative appeared for interview on NHK BS1's "Kokusai Hodo 2018"
Apr. 4, 2018	Syukatsu Kaigi covered by Nikkei MJ
Apr. 2, 2018	Company employee appeared for interview on NHK's "Asaichi"
Apr. 2, 2018	Interview of PHIL LIFE representative posted in Zenkoku Chintai Jutaku Shimibun
Mar. 29, 2018	Interview of representative posted in Nikkei Sangyo Shimibun
Mar. 27, 2018	Interview of PHIL LIFE representative posted in Jutaku Shimpo
Mar. 25, 2018	Machbaito part-time employment service promotion covered by Nikkei Digital Marketing (print version)
Mar. 6, 2018	Interview of PHIL LIFE representative posted in Kentsu Shimibun
Mar. 1, 2018	Machbaito part-time employment service promotion covered by Nikkei Digital Marketing (online version)
Feb. 28, 2018	Interview of representative posted in Kigyoka Club
Feb. 23, 2018	Representative covered in Nihon Keizai Shimibun's special feature, "Kigyoka Sokeisen" (Waseda-Keio entrepreneur rivalry)
Feb. 20, 2018	Article on establishment of PHIL LIFE posted in The Remodeling Business Journal
Feb. 20, 2018	Livesense covered in Nihon Keizai Shimibun's ranking of increases in number of employees at medium-sized listed companies
Jan. 23, 2018	Article on establishment of PHIL LIFE posted in Kentsu Shimibun
Jan. 2, 2018	Article on establishment of PHIL LIFE posted in Jutaku Shimpo

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: 291 (as of March 31, 2018)
Consolidated Subsidiaries	Waja Co., Ltd. / LIVESENSE CONNECT Inc. / PHIL LIFE Inc.



LIVESENSE

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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.