



January 31, 2013

Company name: OPT, Inc.  
(Stock Code:2389)  
Representative: Noboru Hachimine  
Founder, President and CEO  
Contact: Yoshitada Ishibashi  
Managing Director and CFO  
Phone: +81-3-5745-3611

## Earnings Forecast for Fiscal Year ending December 31, 2013

OPT, Inc. hereby presents its consolidated earnings forecast for the fiscal year ending December 31, 2013 (January 1, 2013 to December 31, 2013) announced in “Flash Report for the Fiscal Year ended December 31, 2012 [Japan GAAP] (on a consolidated basis)” on January 31, 2013.

### 1. Consolidated Earnings Forecast for Fiscal Year ending December 31, 2013 (January 1, 2013 to December 31, 2013)

(% represents year-on-year change)

		Net sales		Operating income		Ordinary income		Net income	
		Millions of yen	%	Millions of yen	%	Millions of yen	%	Millions of yen	%
<b>Announced on Jan. 31, 2013</b>	Full-year	74,000	(6.2)	1,850	22.8	1,850	36.4	850	2.3

### 2. Qualitative Information regarding Consolidated Earnings Forecast

The size of the market for online advertising, a major business domain of the OPT Group, was ¥806.2 billion in 2011, second in size only to television as an advertising medium (based on announcement by DENTSU INC.). Moreover, the online advertising market is expected to experience even further growth due to the increasing variety of internet devices and the spread of social media resulting from the rapid proliferation of mobile devices such as smartphones, tablets, and other devices.

In this environment, OPT's Advertising & Solution Business will continue its solid growth, and further profit growth is expected in the monetized Database Business. Meanwhile, we plan to select and focus our resources in the Social &

Consumer Business and the Overseas Business, and improve profitability.

In addition, the review of our media buying function that we conducted as a result of a change in our business alliance with Dentsu, which was announced on January 31, 2013 in “Changes to Business Alliance with Dentsu”, will contribute to an almost ¥17.0 billion net sales decrease in the current fiscal year. However, we are certain this will not have a material impact on profits because it will be confined to decreasing media buying agency commissions. Despite these circumstances, we expect further growth in advertising for smartphones and other areas in our mainstay Advertising & Solution Business, as well as in the Database Business, therefore, our consolidated earnings forecast for the fiscal year ending December 31, 2013 is net sales of ¥74,000 million, operating income of ¥1,850 million, ordinary income of ¥1,850 million, and net income of ¥850 million.

### **3. Change in Method of Announcing Consolidated Earnings Forecasts**

In the past, OPT had announced its consolidated earnings forecast every six months. However, in response to market changes in our mainstay Advertising & Solution Business and Database Business, we are planning to invest aggressively in the current fiscal year to raise corporate value over the medium to long term. Therefore, we have made a change and will only announce a full-year earnings forecast because, at present, a reasonable estimate of the consolidated earnings forecast is difficult to make for each six-month period.

Note: The above forecasts were prepared based on information available at the time they were announced. Actual results may differ from this forecast due to various uncertainties. Therefore, readers are advised to refrain from making investment decisions based solely on this document.