



**October,30,2015**  
**3rd Quarter, Business Results for the**  
**Fiscal Year Ending December 31, 2015**

1. Q3 Summary of Consolidated Financial Results by Segment
2. Marketing Business
3. Q3 Summary of Consolidated Financial Results
4. Progress of Earnings Forecast
5. Reference Materials

\* Unstated amounts are rounded down to the nearest one million yen unit, and percentages are rounded to the nearest unit.

## Sustained improvement in the profitability of the Marketing Business

### Consolidated

Revenue : **15,747** (YoY+2.5%)  
Operating Income : **219** (YoY+82.1%)

### Marketing Business

Revenue : **15,441** (YoY+2.2%)  
Operating Income : **496** (YoY+66.5%)

Gross Profit Margin continue best record  
19.3% YoY+0.7P  
Operating Income Margin YoY+1.2P

### Investment and Value Creation Business

Revenue : **1**      Operating Loss : **38**

### Overseas Business

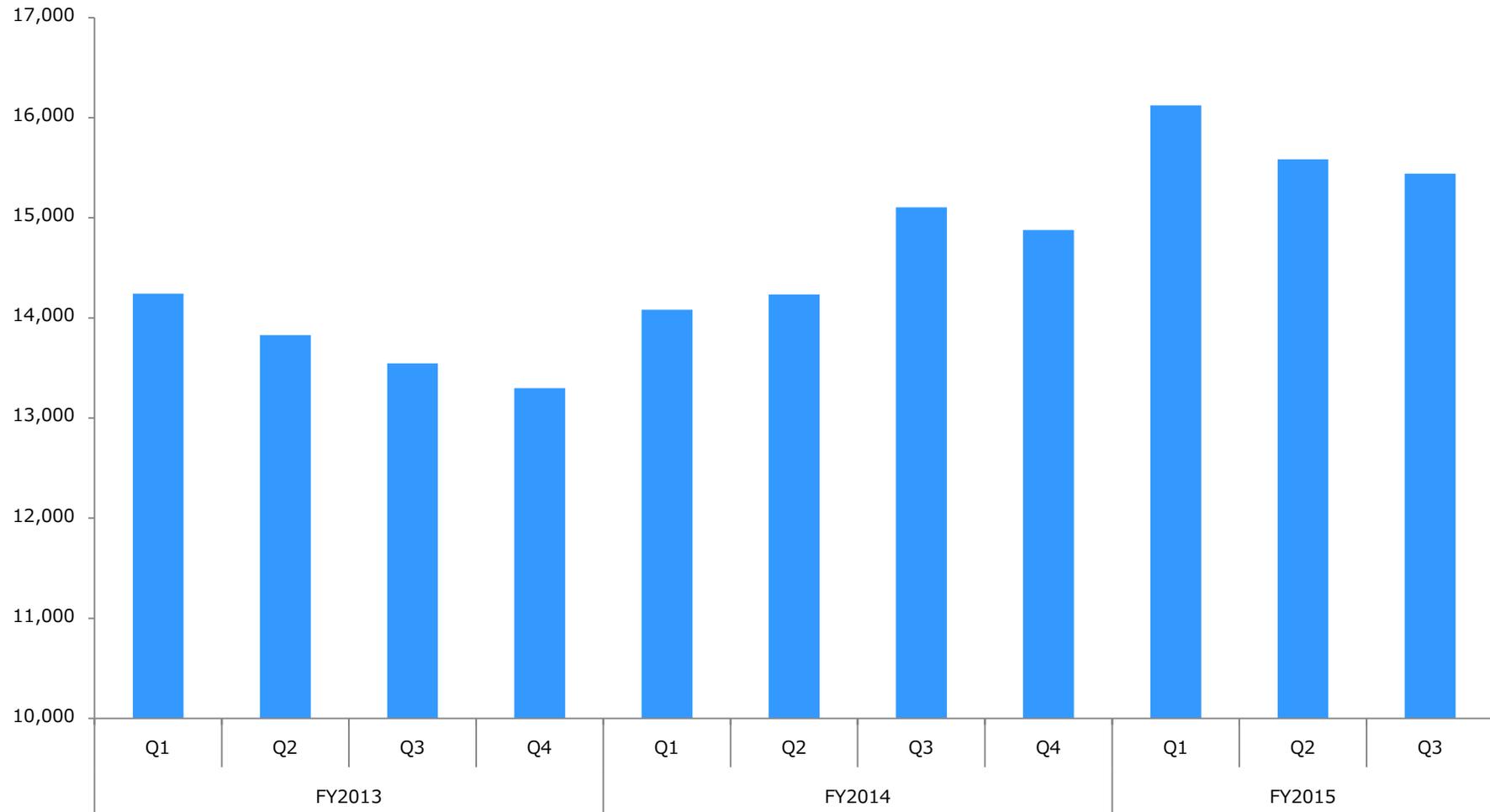
Revenue : **372**      Operating Loss : **34**

## 2. Marketing Business

## 2. Marketing Business

Revenue

YoY+2.2%



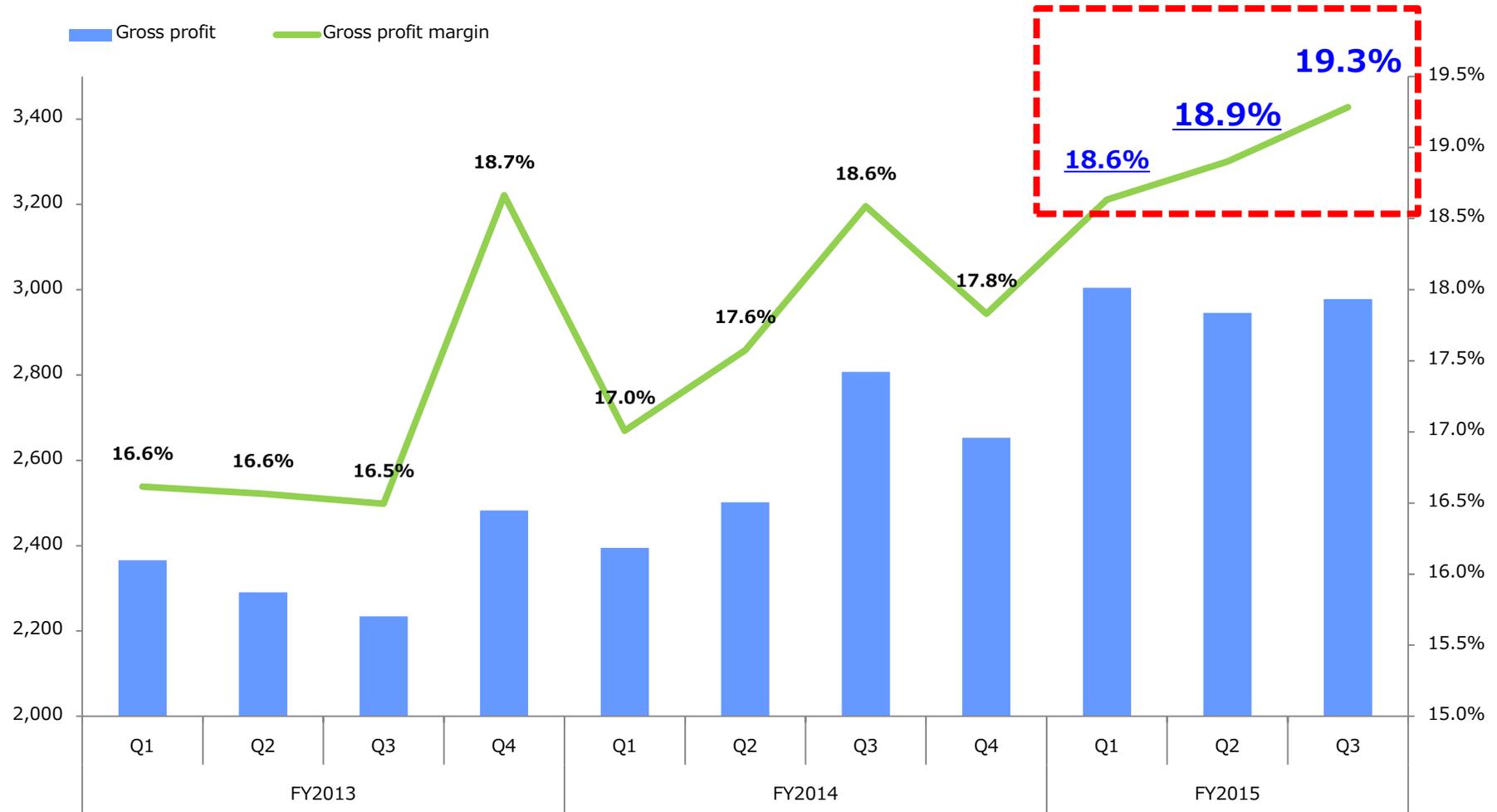
※Result of FY2013Q1,excluding Business alliance with Dentsu.

## 2. Marketing Business

Gross Profit/Gross Profit margin

**Gross Profit YOY+6.1%**  
**Gross Profit margin YOY+ 0.7P**

**Gross Profit continue best record**

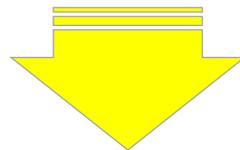


※Result of FY2013Q1,excluding Business alliance with Dentsu.

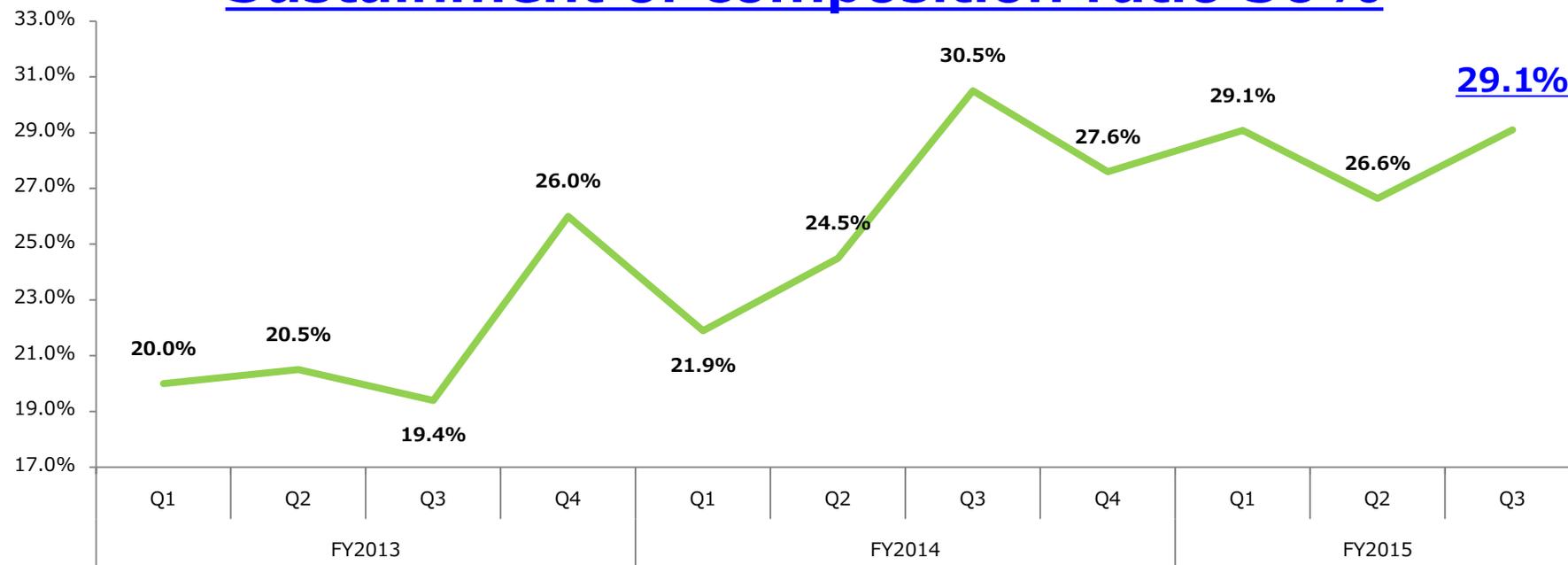
## 2. Marketing Business

Gross Profit Composition Ratio of PB products

**– Consolidated Gross Profit  
Composition Ratio of PB Products –  
Toward a future target of 30%**



**Sustainment of composition ratio 30%**



※Result of FY2013Q1, excluding Business alliance with Dentsu.

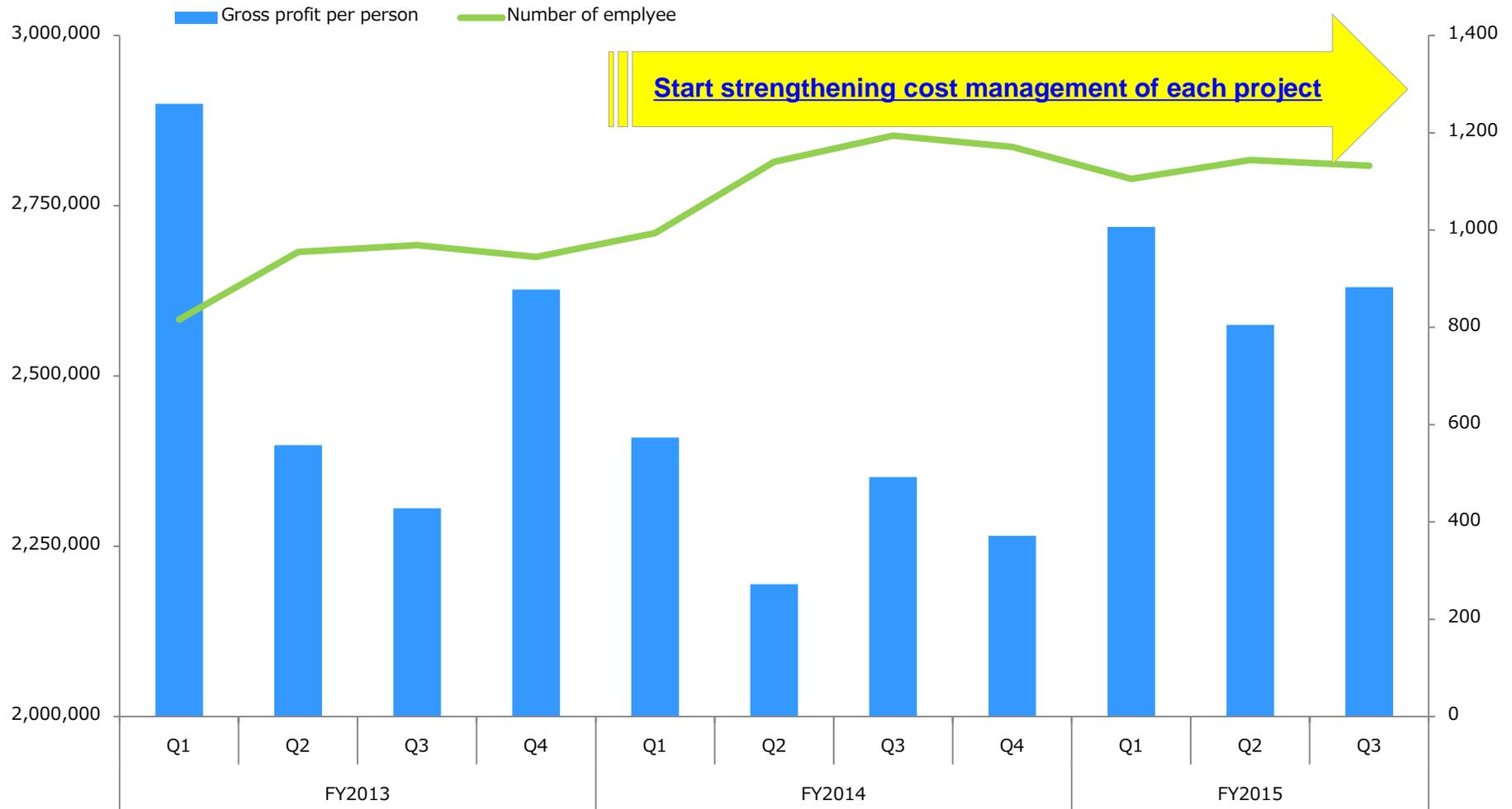
# 2. Marketing Business

Gross profit per person/  
Number of employee

**YoY+11.9%**

(Unit : yen)

(Unit : person)

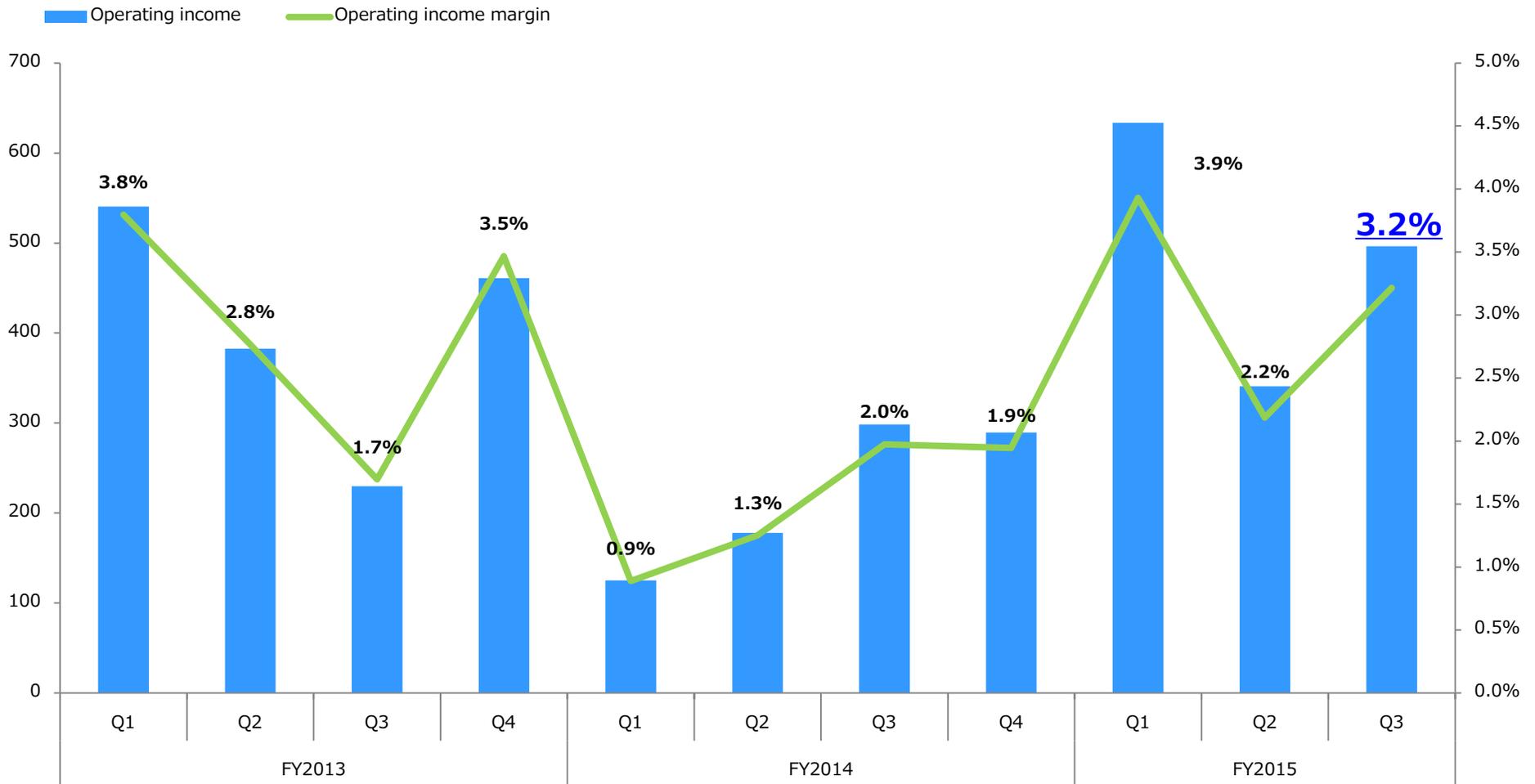


※Result of FY2013Q1,excluding Business alliance with Dentsu.

## 2. Marketing Business

Operating income/Operating income margin

**Operating income YoY+66.5%**  
**Operating income margin YoY+1.2P**



※Result of FY2013Q1,excluding Business alliance with Dentsu.

# 3.Q3 Summary of Consolidated Financial Results

### 3. Q2 Summary of Consolidated Financial Results

	FY2014Q3	FY2015Q2	FY2015Q3		
	Results	Results	Results	YoY	
Revenue	16,145	16,278	15,747	(398)	(2.5%)
Gross profit	3,232	3,441	3,186	(45)	(1.4%)
SGA	3,111	2,986	2,966	(144)	(4.7%)
EBITDA	429	723	489	+60	+14.0
Operating income	120	454	219	+98	+82.1%
Gross profit margin	20.0%	21.1%	20.2%	+0.2P	—
Operating income margin	0.8%	2.8%	1.4%	+0.6P	—
Ordinary income	110	377	34	(75)	(68.7%)
Net income	(111)	53	67	+178	Return to profit

### 3. Q2 Summary of Consolidated Financial Results

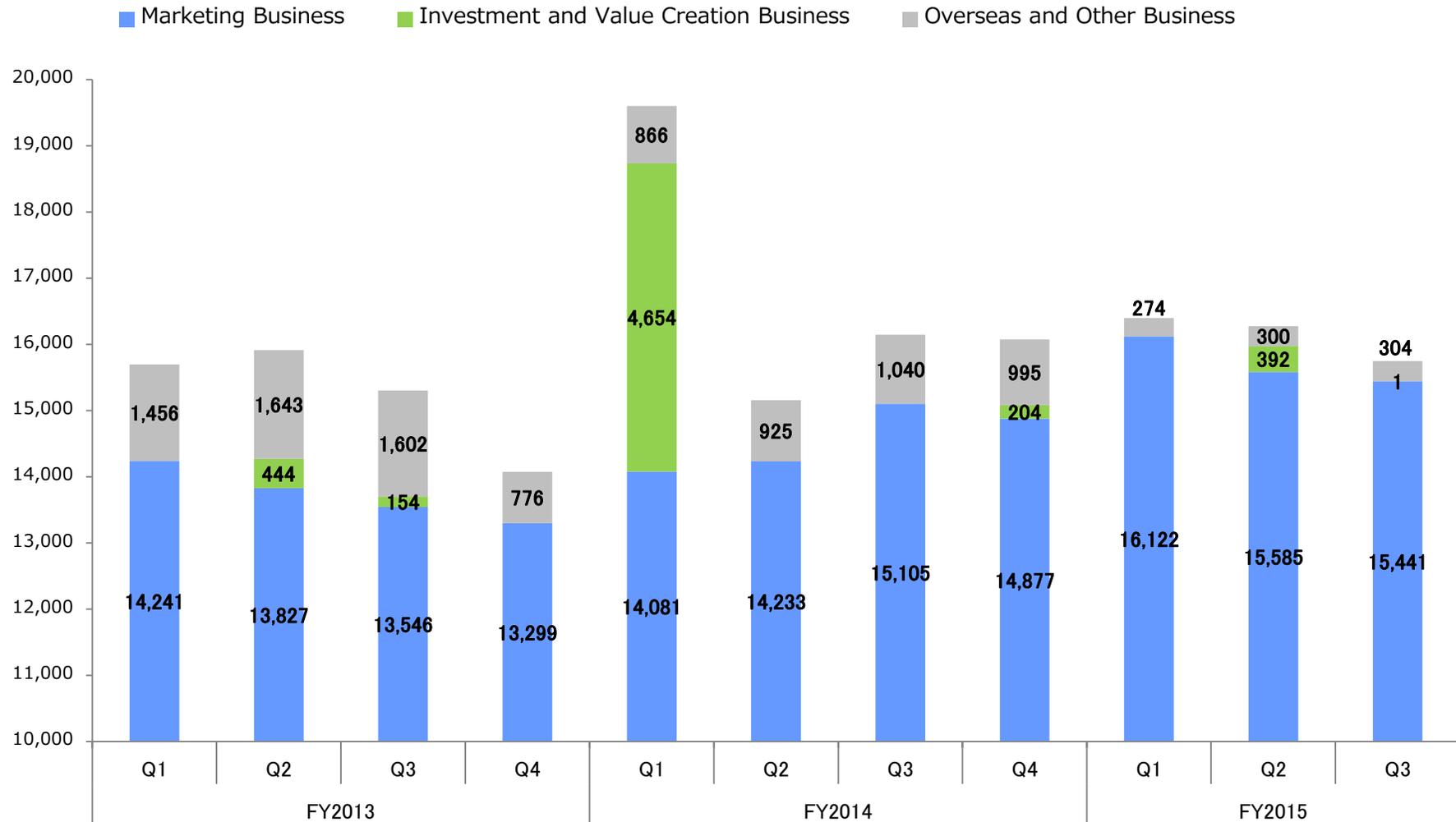
#### Consolidated Quarterly Revenue and Operating Income (Loss) by Segment

		FY2013				FY2014				FY2015			YoY
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	
Marketing Business	Revenue	14,241	13,827	13,546	13,299	14,081	14,233	15,105	14,877	16,122	15,585	15,441	+2.2%
	Operating Income	540	382	229	461	125	178	298	289	633	340	496	+66.5%
Investment and Value Creation Business	Revenue	0	444	154	0	4,654	0	0	204	0	392	1	—
	Operating Income	0	224	60	(11)	4,482	(15)	(31)	(60)	(55)	310	(38)	—
Overseas Business	Revenue	948	1,149	1,079	311	349	416	503	480	309	358	372	(25.9%)
	Operating Income	(52)	(46)	(54)	(12)	(46)	(70)	(2)	0	(29)	(10)	(34)	—
Others	Revenue	507	494	676	465	516	508	537	514	(34)	(57)	(68)	—
	Operating Income	(177)	(91)	(136)	(178)	(173)	(216)	(144)	(143)	(183)	(186)	(204)	—
Total	Revenue	15,697	15,915	15,303	14,075	19,602	15,158	16,145	16,077	16,397	16,278	15,747	(2.5%)
	Operating Income	311	469	100	258	4,388	(123)	120	86	363	454	219	+82.1%

※Result of FY2013Q1,excluding Business alliance with Dentsu.

# 3. Q2 Summary of Consolidated Financial Results

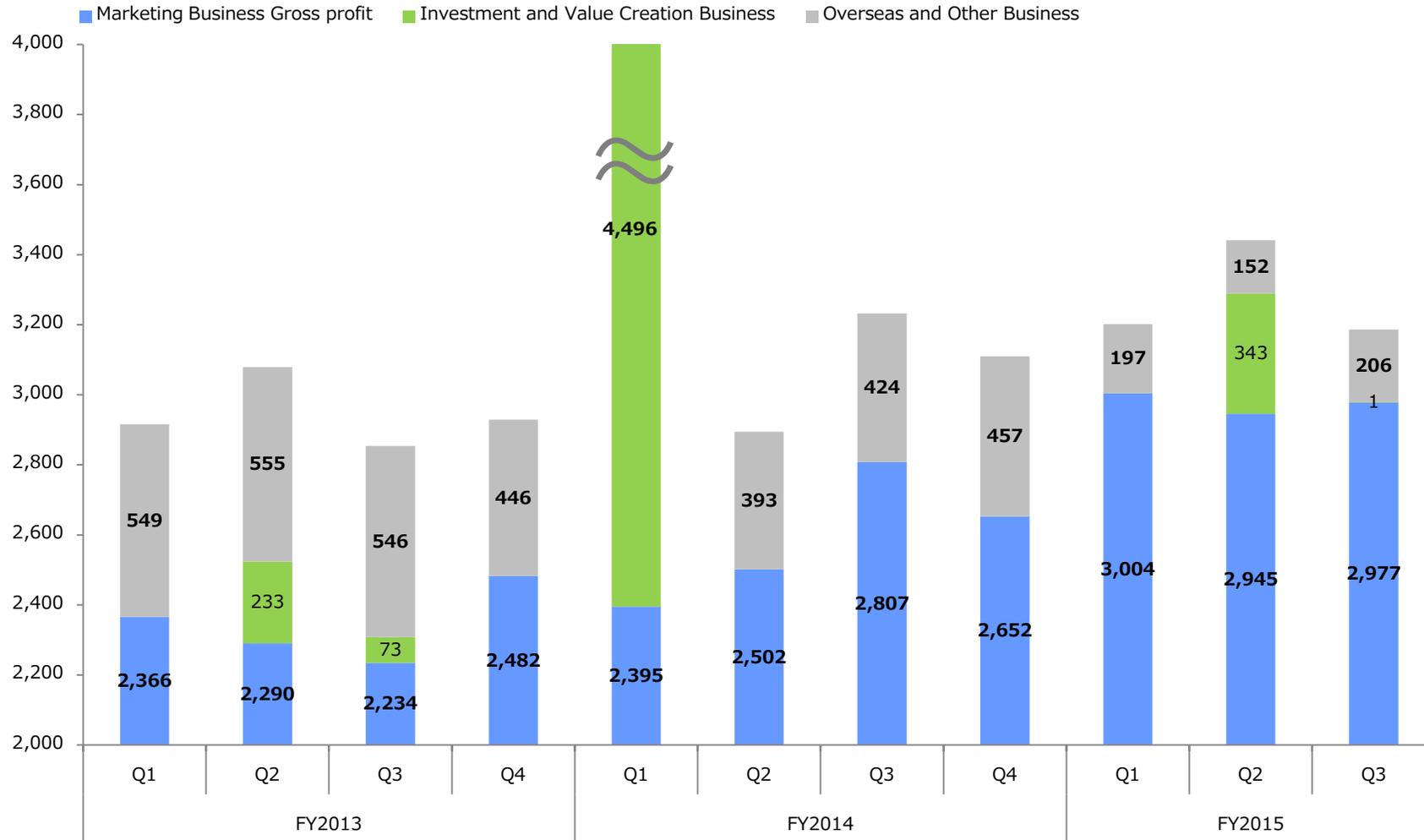
## Revenue



※Result of FY2013Q1,excluding Business alliance with Dentsu.

# 3. Q2 Summary of Consolidated Financial Results

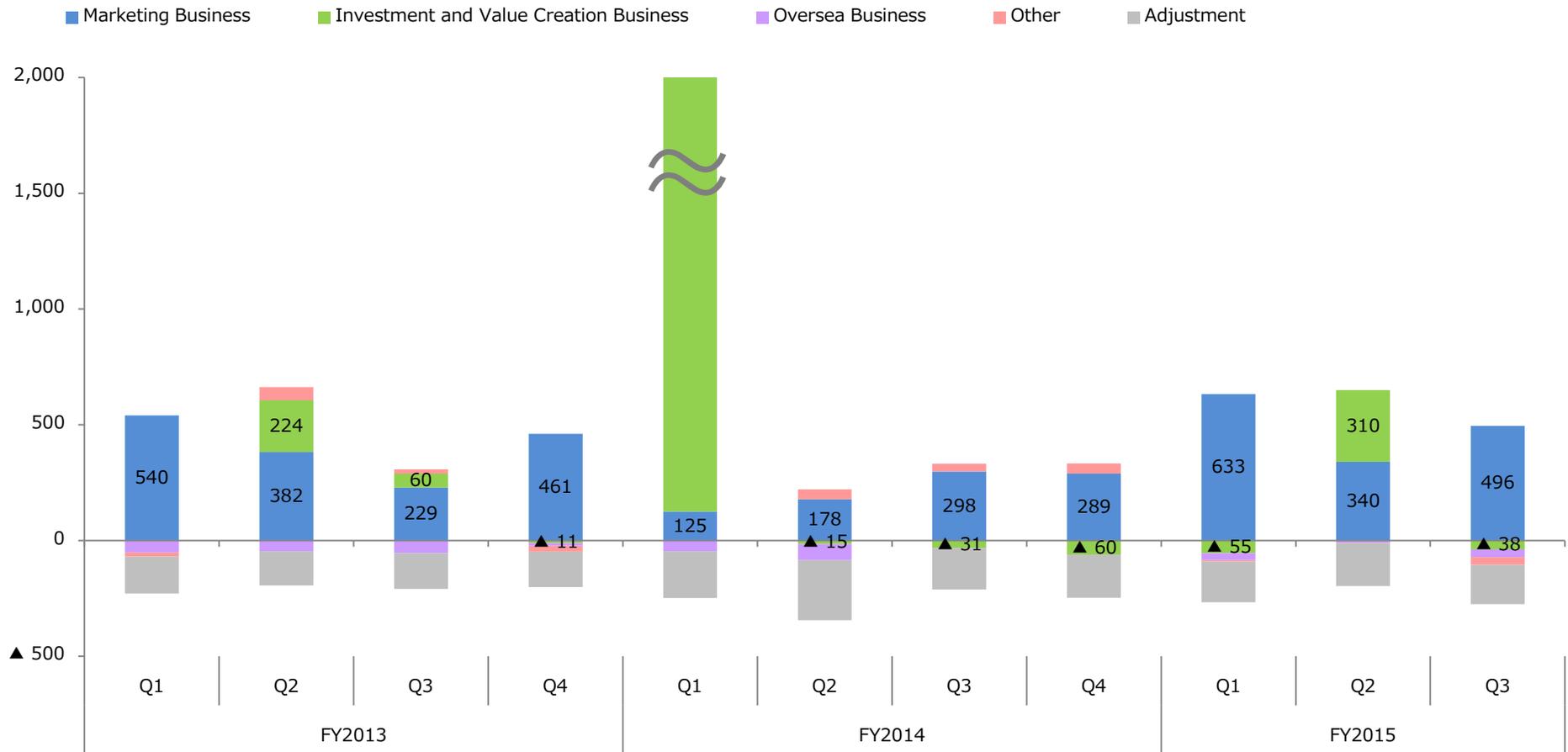
## Gross profit



※Result of FY2013Q1,excluding Business alliance with Dentsu.

# 3. Q2 Summary of Consolidated Financial Results

## Operating income by Segment

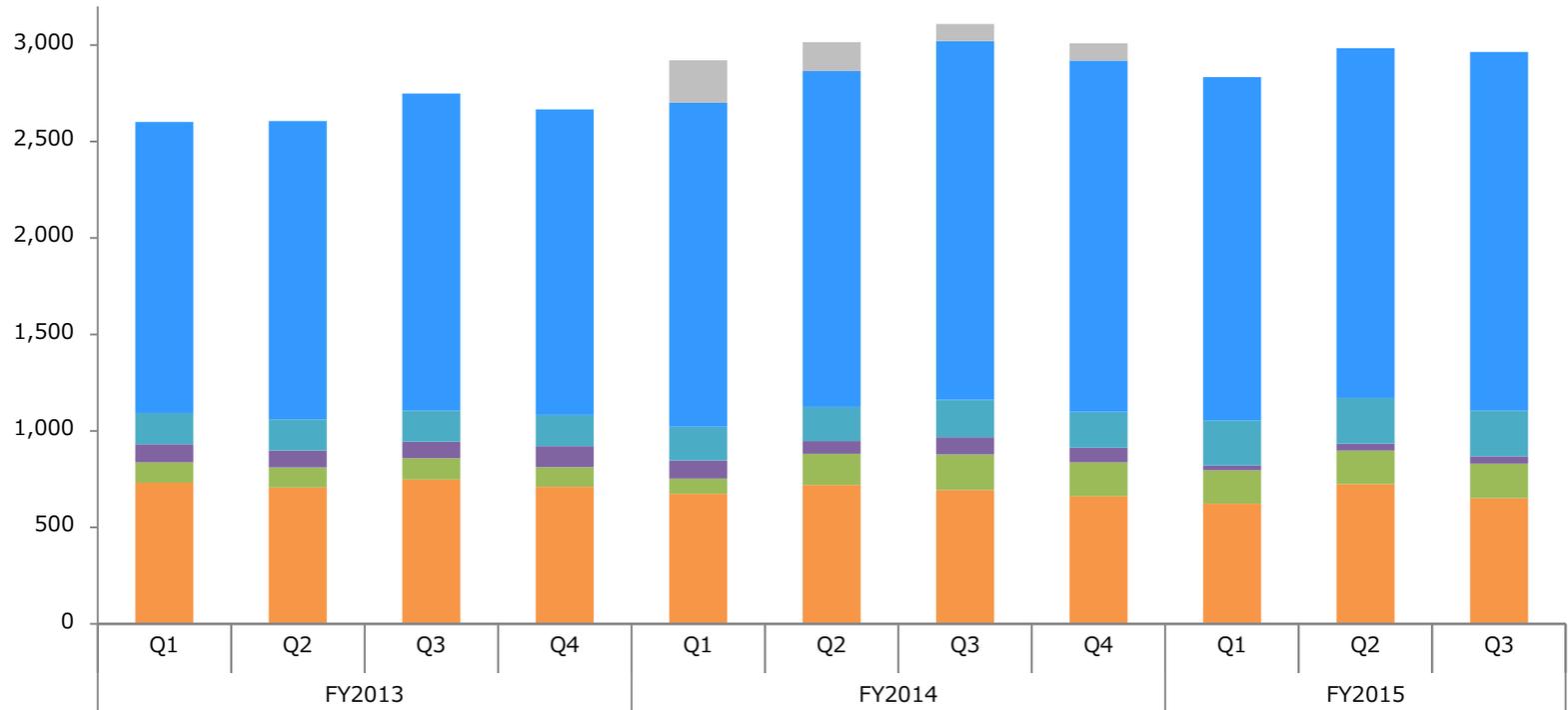


<b>Total Operating Income</b>	<b>311</b>	<b>469</b>	<b>100</b>	<b>258</b>	<b>4,388</b>	<b>(123)</b>	<b>120</b>	<b>86</b>	<b>363</b>	<b>454</b>	<b>219</b>
<b>Total Operating Income Excluding Investment and Value Creation Business</b>	<b>311</b>	<b>245</b>	<b>40</b>	<b>270</b>	<b>(94)</b>	<b>(108)</b>	<b>151</b>	<b>146</b>	<b>419</b>	<b>143</b>	<b>257</b>

※Result of FY2013Q1,excluding Business alliance with Dentsu.

### 3. Q2 Summary of Consolidated Financial Results

#### SGA Costs

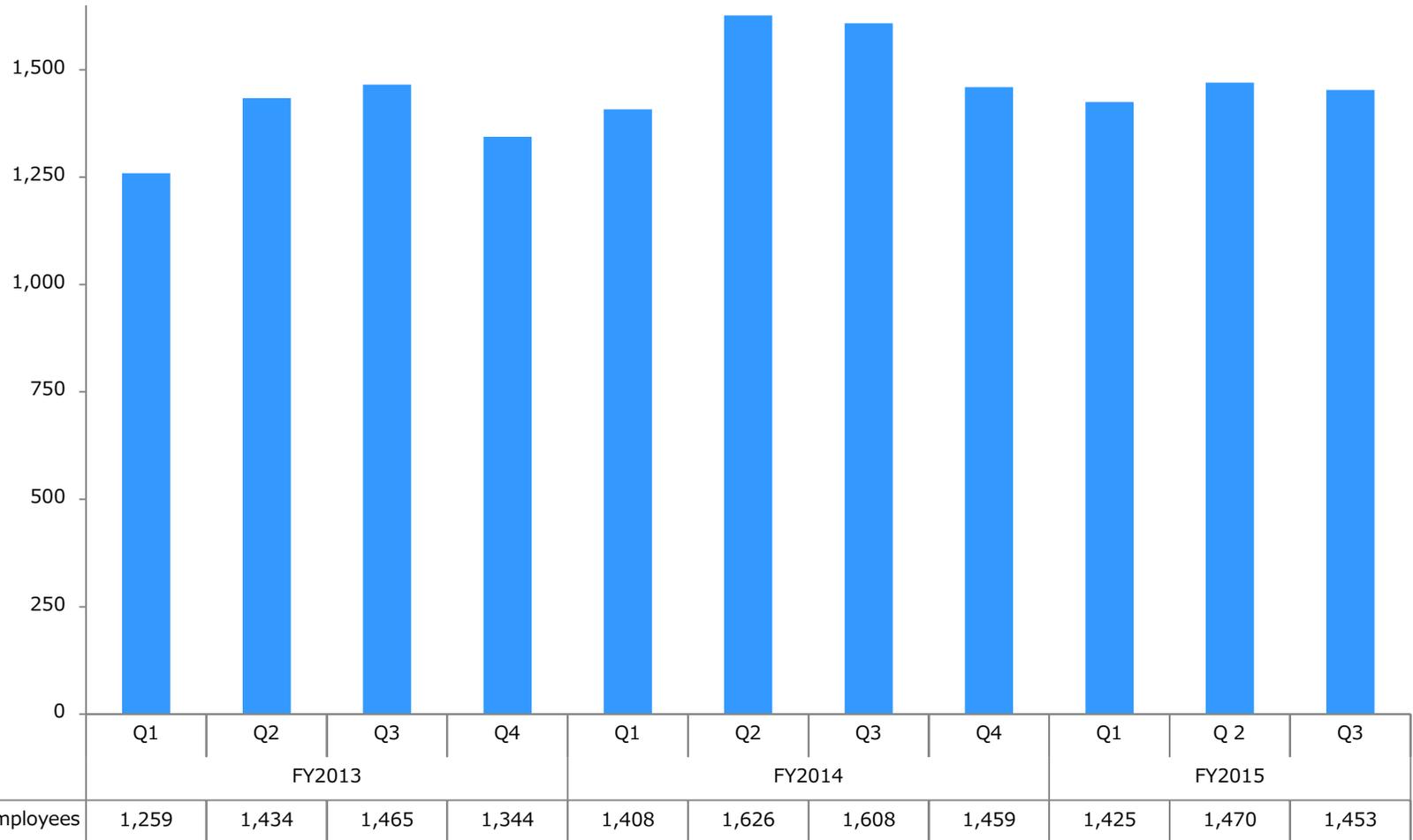


Total SGA	2,604	2,609	2,753	2,669	2,924	3,017	3,111	3,011	2,836	2,986	2,966
■ Earning Incentives(non-consolidated basis)					221	150	90	90			
■ Personal expenses	1,509	1,546	1,644	1,585	1,679	1,741	1,857	1,820	1,779	1,815	1,858
■ Rents	161	161	161	161	173	177	195	186	234	235	238
■ Advertising expenses	94	88	86	109	95	65	88	75	25	37	37
■ Depreciation and amortization	105	103	110	102	78	161	184	176	172	174	180
■ Others	732	708	749	711	675	721	695	662	624	724	651

# 3. Q2 Summary of Consolidated Financial Results

## Number of Employees

※Excluding temporary staff and dispatch workers



### 3. Q2 Summary of Consolidated Financial Results

#### Consolidated Balance Sheets

	FY2014	FY2015 Q1	FY2015 Q2	FY2015 Q3	End of FY2014 Comparison
<b>Current assets</b>	26,839	26,111	27,329	27,627	+788
<b>Noncurrent Assets</b>	12,596	11,874	11,633	11,231	(1,365)
<b>Total assets</b>	39,436	37,985	38,962	38,859	(577)
<b>Current liabilities</b>	14,193	12,986	14,177	13,885	(308)
<b>Noncurrent liabilities</b>	7,539	7,590	7,308	7,102	(437)
<b>Total liabilities</b>	21,732	20,577	21,486	20,987	(745)
<b>Total net assets</b>	17,703	17,408	17,476	17,871	+168
<b>Total liabilities and net assets</b>	39,436	37,985	38,962	38,859	(577)

## 4. Progress of Earnings Forecast

## 4. Progress of Earnings Forecast

### Progressing as planned

	July,30 Forecast	Q1-3 (Cumulative)	Progress
Revenue	70,000	48,423	69.2%
EBITDA	2,650	1,841	69.5%
Operating income	1,500	1,037	69.1%
Ordinary income	900	699	77.7%
Net income	300	240	80.0%

# 5. Reference Materials

## 5. Reference Materials

### Composition of Non-Consolidated Revenue by Business Category

	FY2013				FY2014				FY2015		
Business Category	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3
Finance	31%	31%	32%	31%	30%	31%	27%	30%	31%	30%	32%
Real Estate	16%	13%	12%	12%	14%	11%	10%	11%	13%	10%	11%
Human Resources & Education	10%	9%	8%	10%	11%	12%	11%	11%	14%	13%	11%
Cosmetics	15%	21%	16%	16%	14%	15%	15%	13%	9%	15%	13%
Information & E-Commerce	6%	5%	10%	11%	11%	11%	10%	11%	11%	8%	11%
Other	22%	21%	22%	20%	20%	20%	27%	24%	22%	24%	22%
<b>Total</b>	<b>100%</b>										

# 5. Reference Materials

Changes in the Scope of Consolidation  
(As of 2015 3Q-End)

## Marketing Business



## Investment and Value Creation Business



OPT Ventures  
Japan Fund 1

## Overseas Business



## Other



## 5. Reference Materials

### Major Group Companies (As of 2015 3Q-End)

Name	Business	Ownership	Consolidation Status
OPT, Inc. 	Marketing business	100.00%	Consolidated subsidiary
CLASSIFIED 	Planning and sales of classifieds	66.01%	Consolidated subsidiary
Crossfinitly 	SEO and media consulting business	90.00%	Consolidated subsidiary
SOLDOUT 	Advertising agency for mid-sized and venture companies	100.00%	Consolidated subsidiary
s1o interactive 	Trading desk business	100.00%	Consolidated subsidiary
SkillUp Video Technologies 	Digital contents platform business	90.00%	Consolidated subsidiary
ConnectOM 	Omni-channel solution business	100.00%	Consolidated subsidiary
Search LIFE 	Internet advertising operation business	(80.00%)	Consolidated subsidiary
Writeup. Co., Ltd 	Internet-related business	40.00%	Consolidated subsidiary
DIGIMIHO Co., Ltd 	Web marketing consulting and communication media business	45.45%	Consolidated subsidiary
Grooover, Inc. 	Native Ad and media business (incl. consulting) of smart device	100.00%	Consolidated subsidiary
Platform ID 	Database business	51.00%	Consolidated subsidiary
eMFORCE 	Internet advertising agency in South Korea	92.82%	Consolidated subsidiary
OPT America 	Consulting, investment, and alliance business in the US	100.00%	Consolidated subsidiary
OPT Ventures, Inc. 	VC business, investment business, public offering advisory business, management information service, other	100.00%	Consolidated subsidiary

**OPT Holding Inc.  
TSE 1st Section 2389  
<http://www.opt.ne.jp/holding/>**

**For all IR-related inquiries including requests for interviews, please contact the  
Group Management Planning Office as follows:  
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<Notice>

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