



**July, 29, 2016**  
**2nd Quarter, Business Results for the**  
**Fiscal Year Ending December 31, 2016**

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



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**FY2016Q2**

**Summary of Consolidated  
Financial Results**

<p style="text-align: center;"><b>Total</b></p>	<p>Revenue : <b>16,802</b> YoY <u>+3.2%</u>                  Operating income : <b>274</b> YoY (39.7%)                  Ordinary income : <b>240</b> YoY (36.3%)                  Net income : <b>94</b> YoY <u>+78.2%</u></p>		
<p style="text-align: center;"><b>Marketing Business</b></p>	<p> <span style="color: blue;">□</span> <u>Operating income YoY+36.1%</u>  <span style="color: blue;">□</span> <u>Increase in ads for smartphone</u>                  Revenue : <b>16,405</b> YoY <u>+5.3%</u>                  Gross profit : <b>3,145</b> YoY <u>+6.8%</u>                  Operating income : <b>463</b> YoY <u>+36.1%</u>                  Gross profit margin : <b>19.2%</b> YoY <u>+0.3p</u>                  Operating income margin : <b>2.8%</b> YoY <u>+0.6p</u> </p>		
<p style="text-align: center;"><b>Investment and Value Creation Business</b></p>	<p>Revenue : <b>38</b>                  Operating loss : <b>34</b></p>	<p style="text-align: center;"><b>Overseas Business</b></p>	<p>Revenue : <b>355</b>                  Operating loss : <b>62</b></p>

**[Consolidated]** Net income YoY+78.2%

	FY2015 Q2	FY2016 Q2	YoY
Revenue	16,278	16,802	+3.2 %
Gross profit	3,441	3,408	(0.9%)
SGA	2,986	3,134	+5.0%
EBITDA	723	520	(28.0%)
Operating income	454	274	(39.7%)
Ordinary income	377	240	(36.3%)
Net income	53	94	+78.2%
Gross profit margin	21.1%	20.3%	(0.8p)
Operating income margin	2.8%	1.6%	(1.2p)
Net income margin	0.3%	0.6%	+0.3p

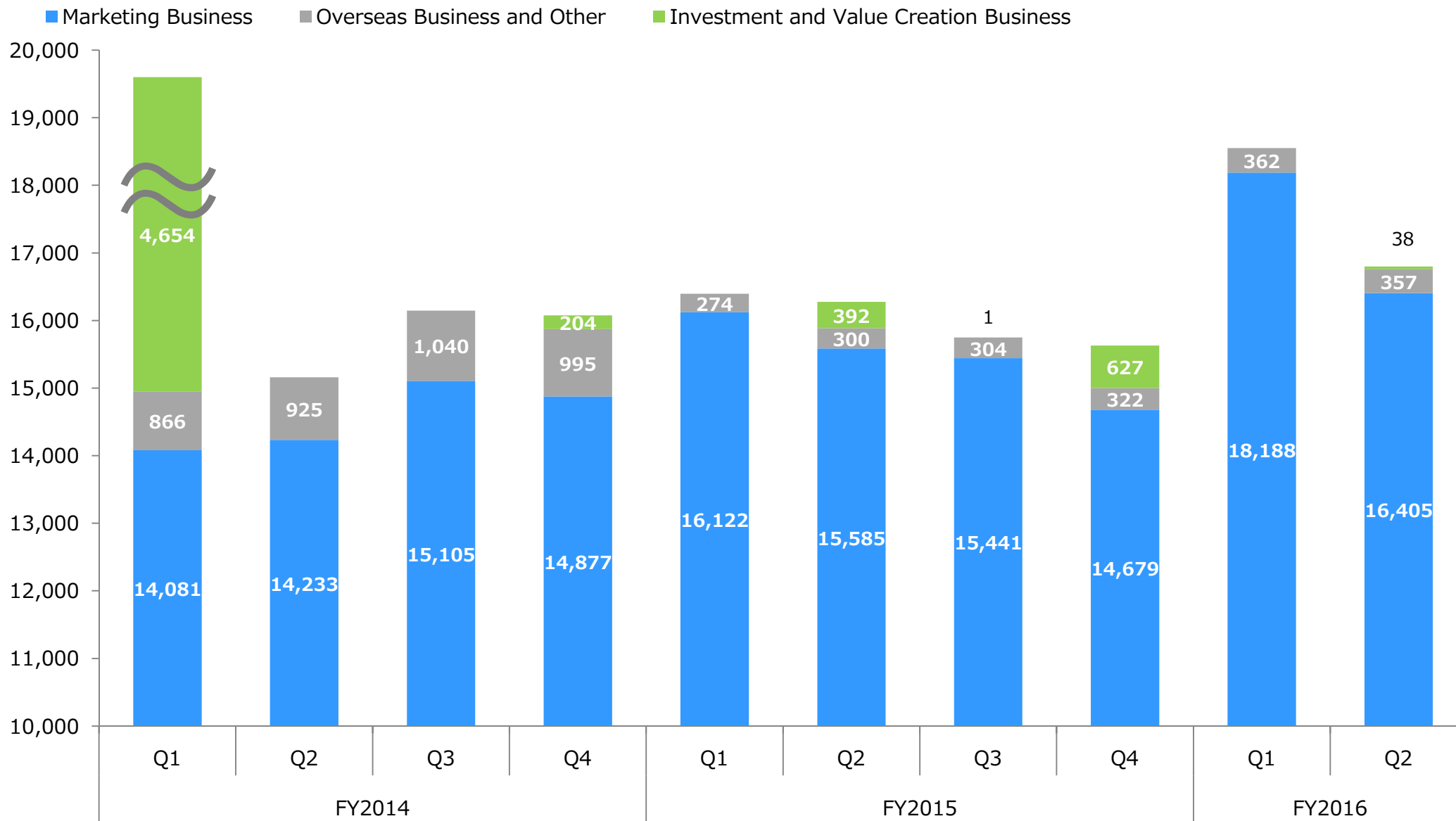
**[Result excluding the Investment and Value Creation Business]**  
**Operating income YoY Approx 2.2times**

	FY2015 Q2	FY2016 Q2	YoY
Revenue	15,886	16,763	+5.5%
Gross profit	3,097	3,396	+9.6%
SGA	2,954	3,087	+4.5%
EBITDA	412	555	+34.8%
Operating income	143	308	Approx. 2.2times
Gross profit margin	19.5%	20.3%	+0.8 p
Operating income margin	0.9%	1.8%	+0.9 p

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

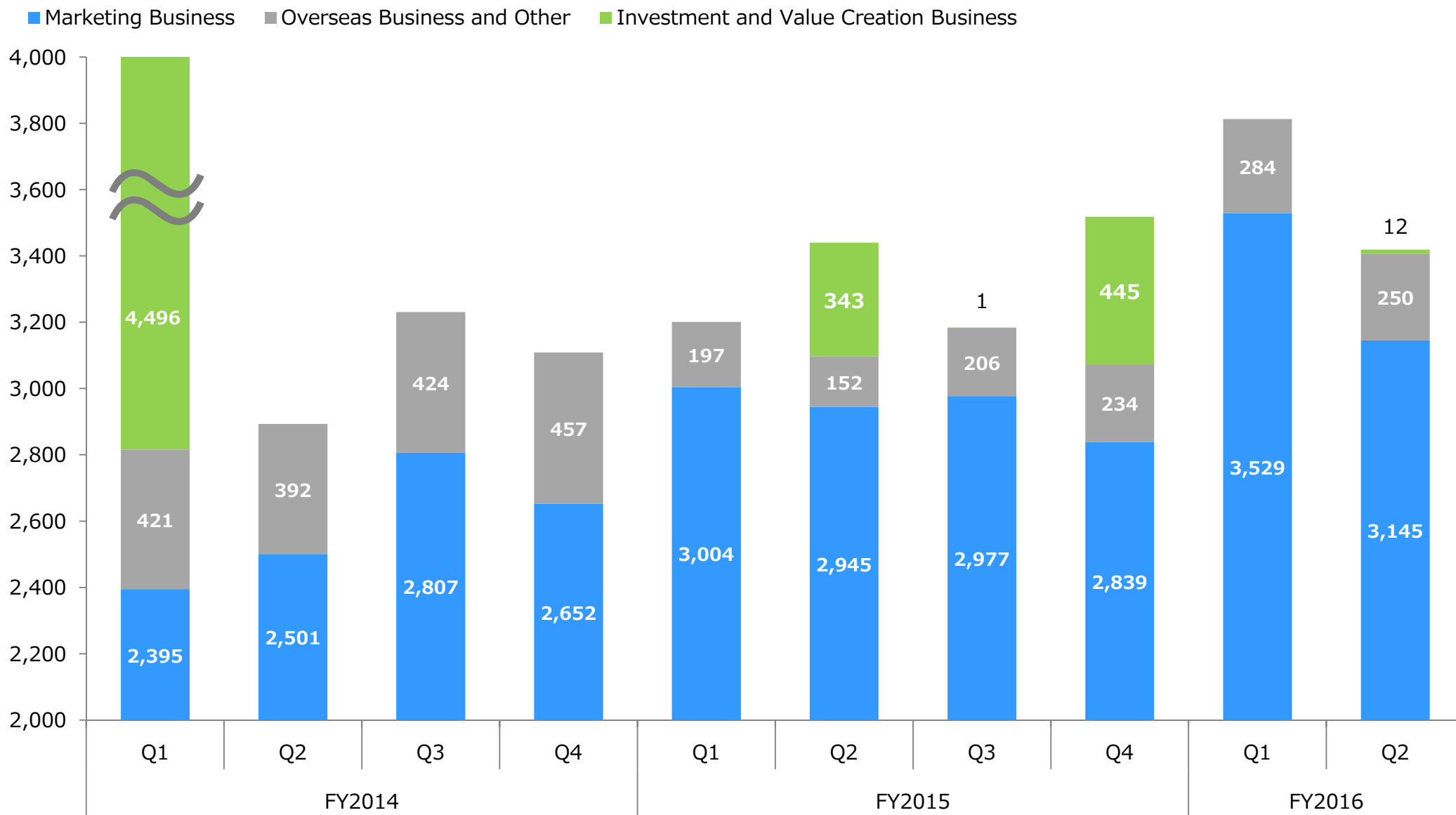
		FY2014				FY2015				FY2016		
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	YoY
<b>Marketing Business</b>	Revenue	14,081	14,233	15,105	14,877	16,122	15,585	15,441	14,679	18,188	16,405	+5.3%
	Operating income	125	178	298	289	633	340	496	345	1,052	463	+36.1%
<b>Investment and Value Creation Business</b>	Revenue	4,654	0	0	204	0	392	1	627	0	38	(90.1%)
	Operating income	4,482	(15)	(31)	(60)	(55)	310	(38)	392	(46)	(34)	—
<b>Overseas Business</b>	Revenue	349	416	503	480	309	358	372	383	363	355	(0.9%)
	Operating income	(46)	(70)	(2)	0	(29)	(10)	(34)	(15)	(16)	(62)	—
<b>Other</b>	Revenue	516	508	537	514	(34)	(57)	(68)	(61)	0	2	—
	Operating income	(173)	(216)	(144)	(143)	(183)	(186)	(204)	(139)	(100)	(92)	—
<b>Total</b>	Revenue	19,602	15,158	16,145	16,077	16,397	16,278	15,747	15,628	18,551	16,802	+3.2%
	Operating income	4,388	(123)	120	86	363	454	219	583	889	274	(39.7%)

## [Revenue]

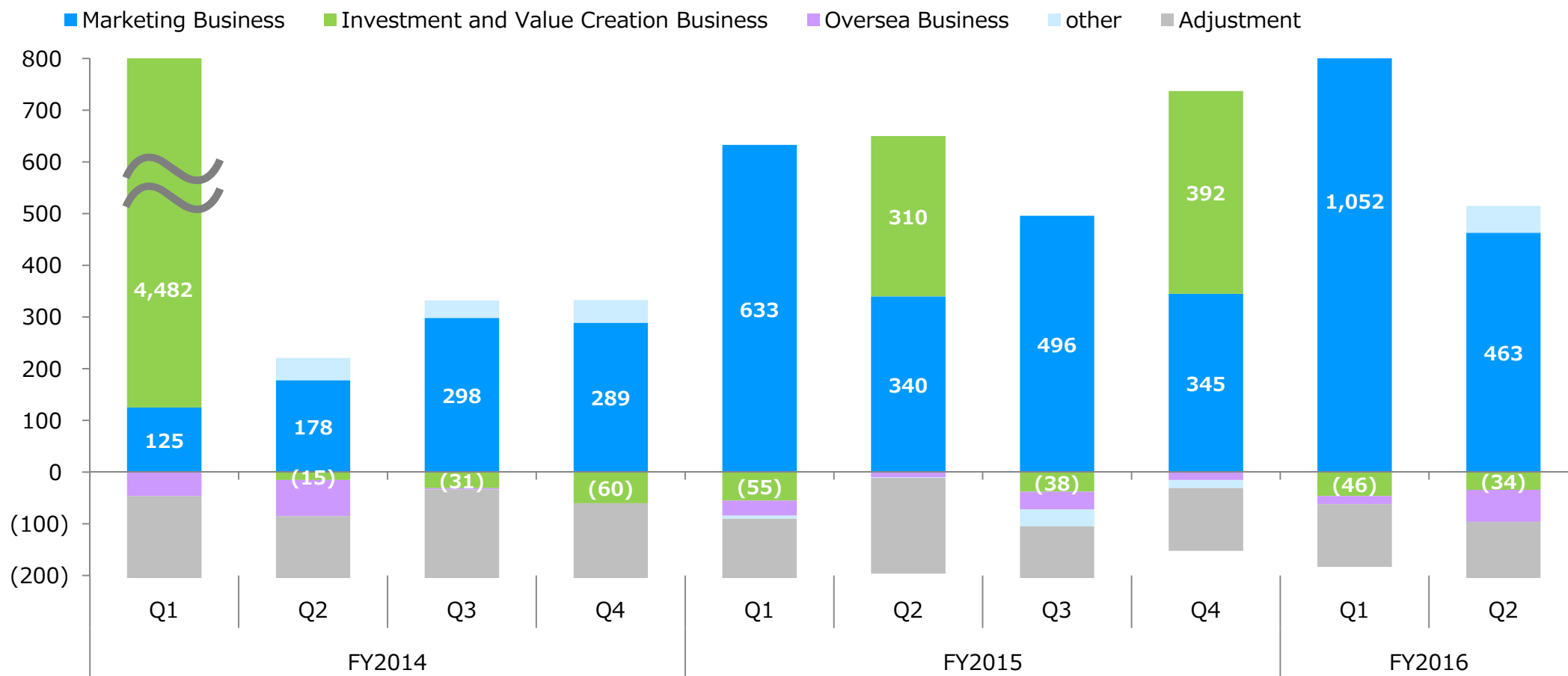




## [Gross profit by segment]

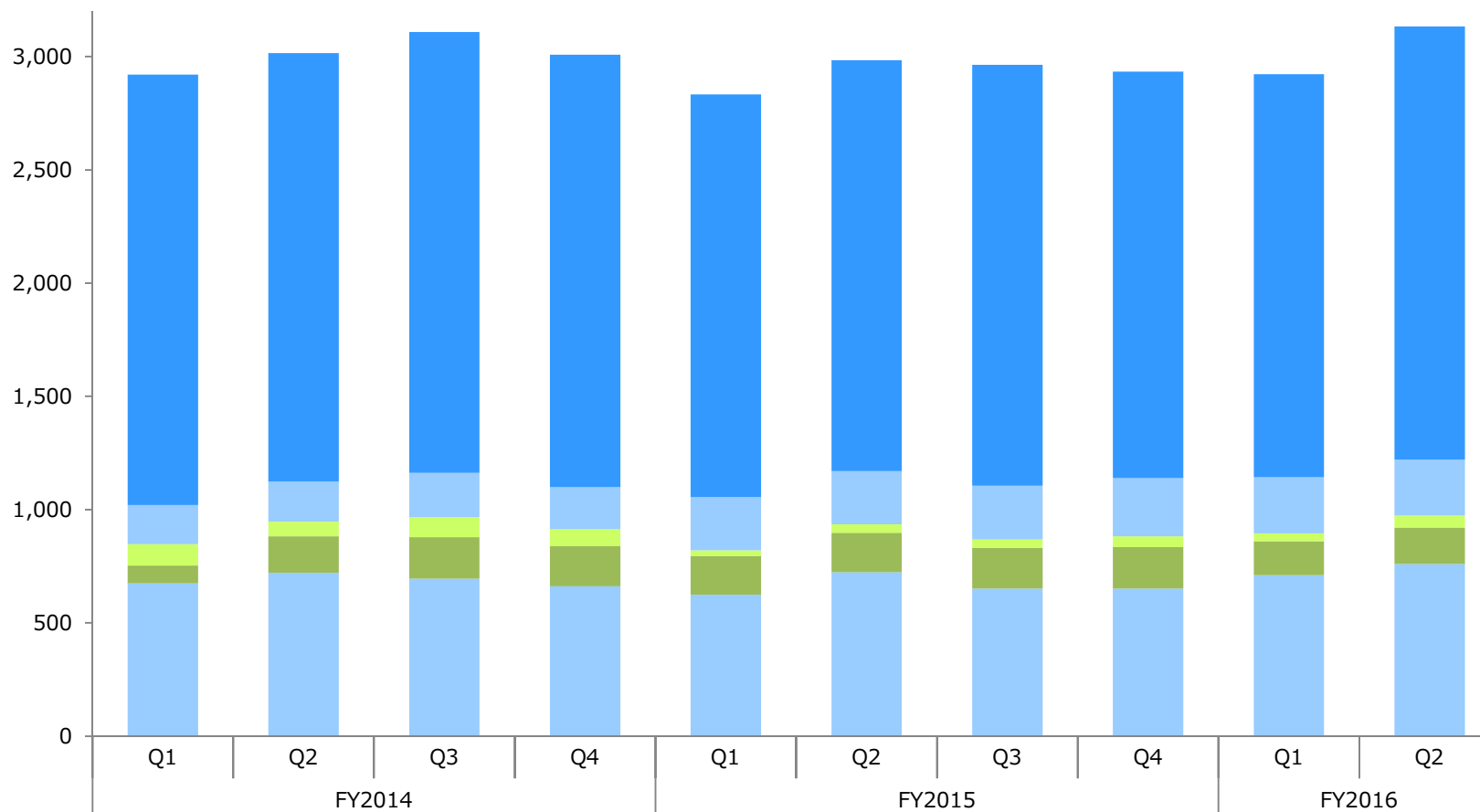


## [Operating income by segment]



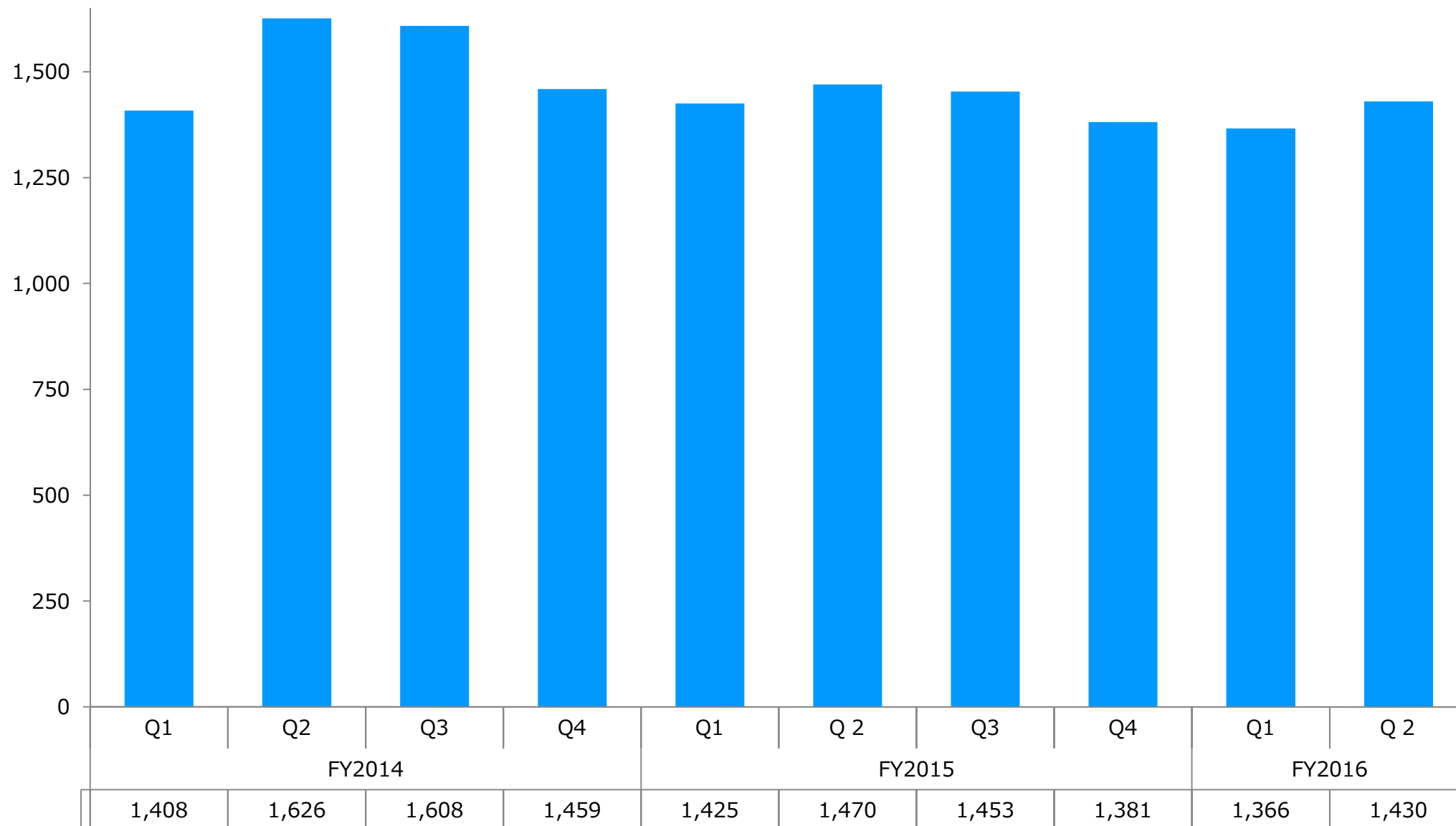
Total operating income	4,388	(123)	120	86	363	454	219	583	889	274
Total Operating Income Excluding Investment and Value Creation Business	(94)	(108)	151	146	419	143	257	190	935	308

## [SGA costs]



	FY2014				FY2015				FY2016	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Total SGA	2,924	3,017	3,111	3,011	2,836	2,986	2,966	2,937	2,924	3,134
Personal expences	1,900	1,891	1,947	1,910	1,779	1,815	1,858	1,795	1,780	1,913
Rents	173	177	195	186	234	235	238	257	248	246
Advertising expences	95	65	88	75	25	37	37	47	35	53
Depreciation and amortization	78	161	184	176	172	174	180	183	149	161
Oters	675	721	695	662	624	724	651	652	711	760

**[Number of employees]**



※Excluding temporary staff and dispatch workers



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**Marketing Business**

- ✓ OPT Inc., a operating company drove the sales.
- ✓ Product and customer portfolio management successfully worked out and new client development is progressing well.

**Products**

- Increase in the volume of smartphone advertising transactions handled

**Clients**

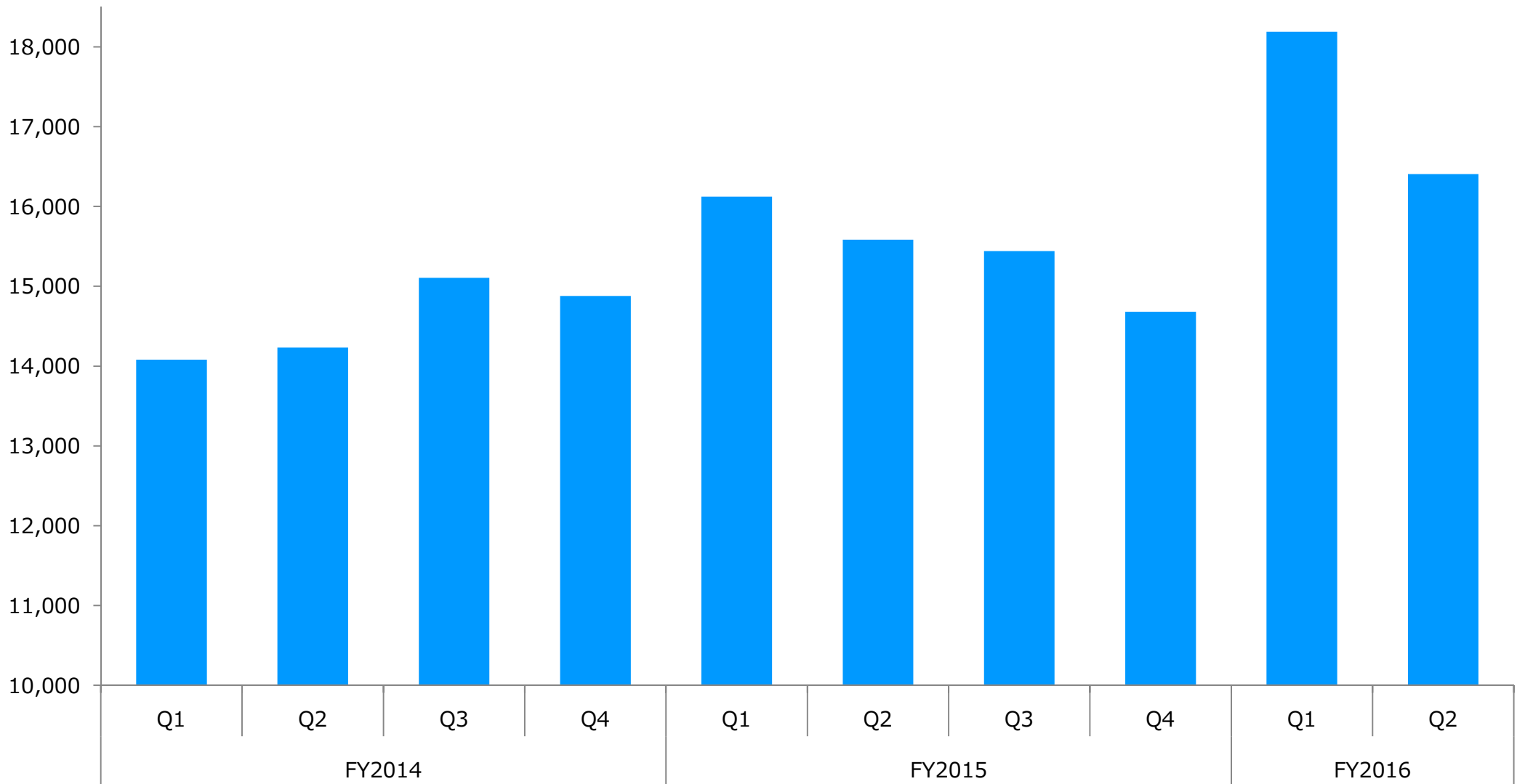
- Robust trends in cultivating new clients

**Profitability**

- Improvement in profitability

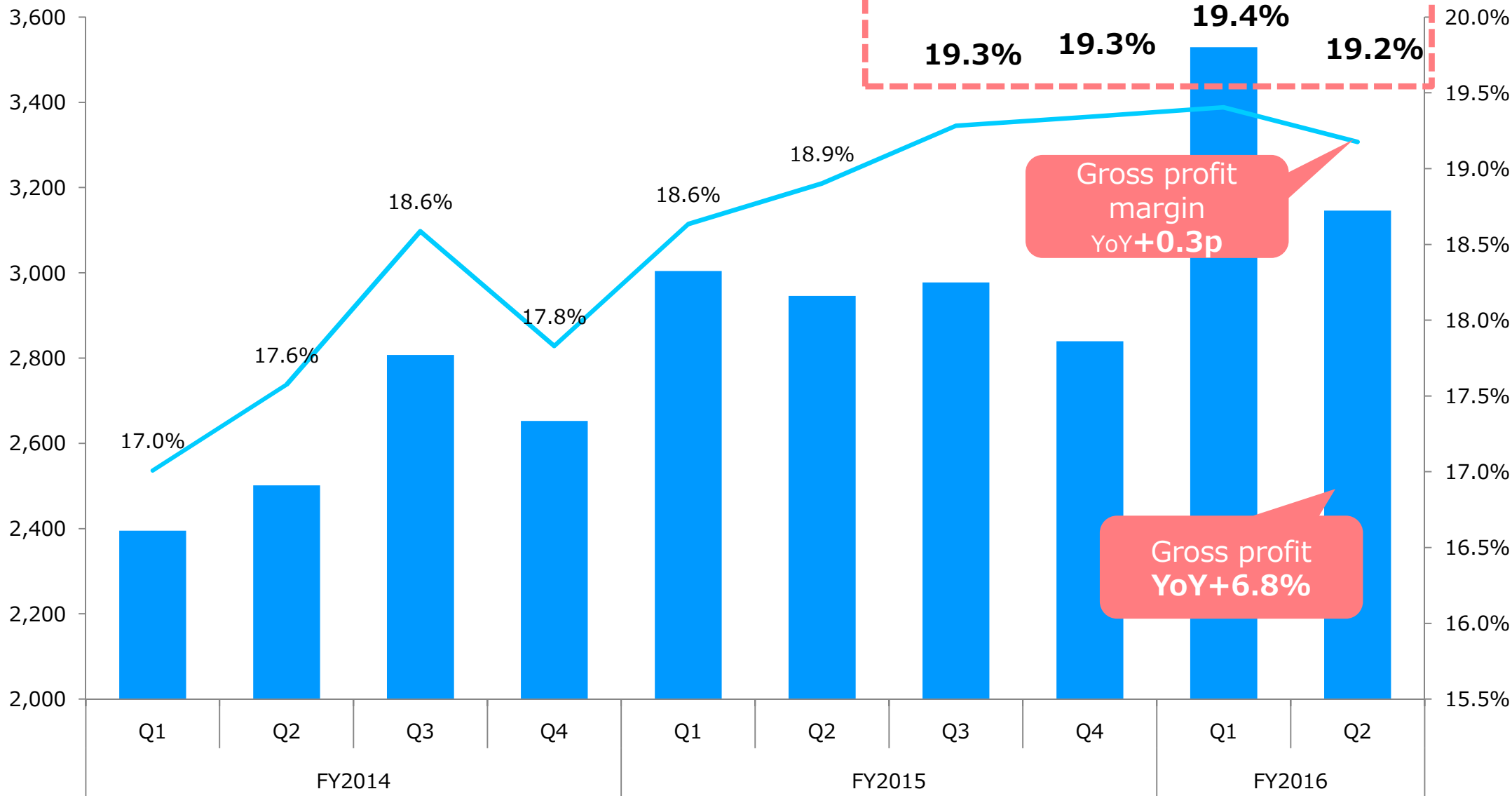
## [Revenue]

Increase in the volume of smartphone advertising transactions handled.



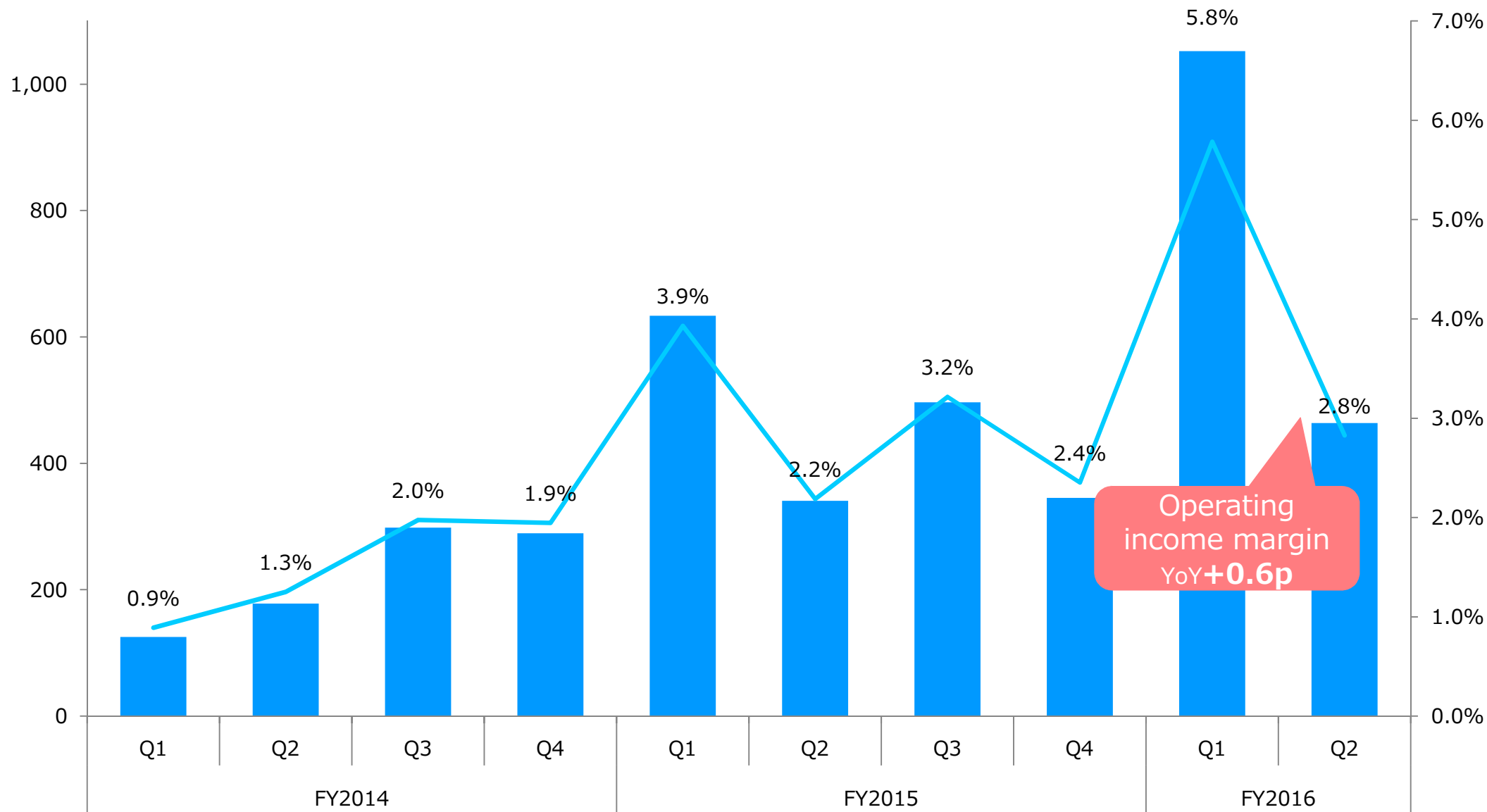
# [Gross profit/Gross profit margin]

Stable transition in profitability





## [Operating income / Operating income margin]

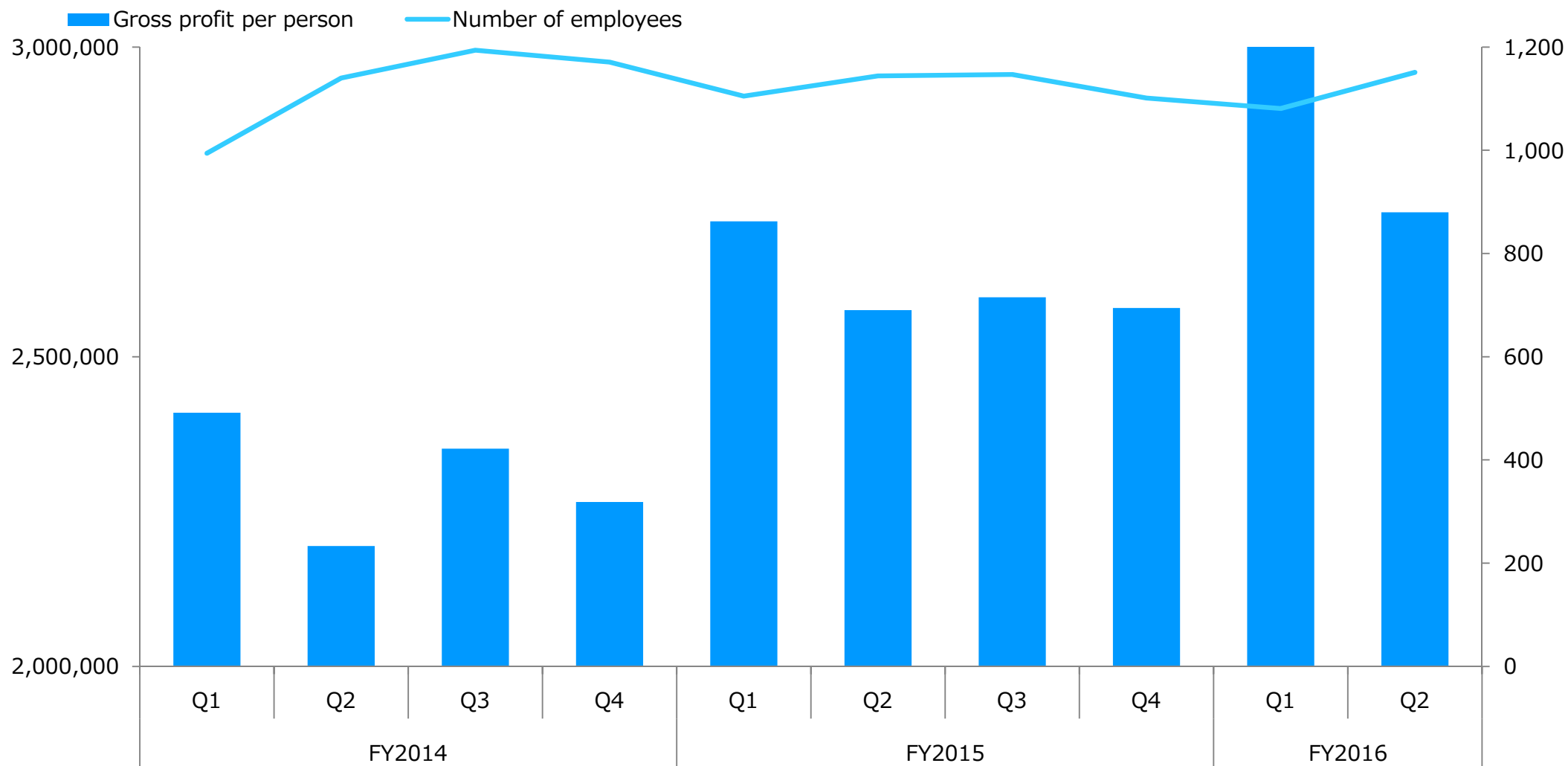


# [Gross profit per person / Number of employee]

Gross profit per person YoY+6.1%

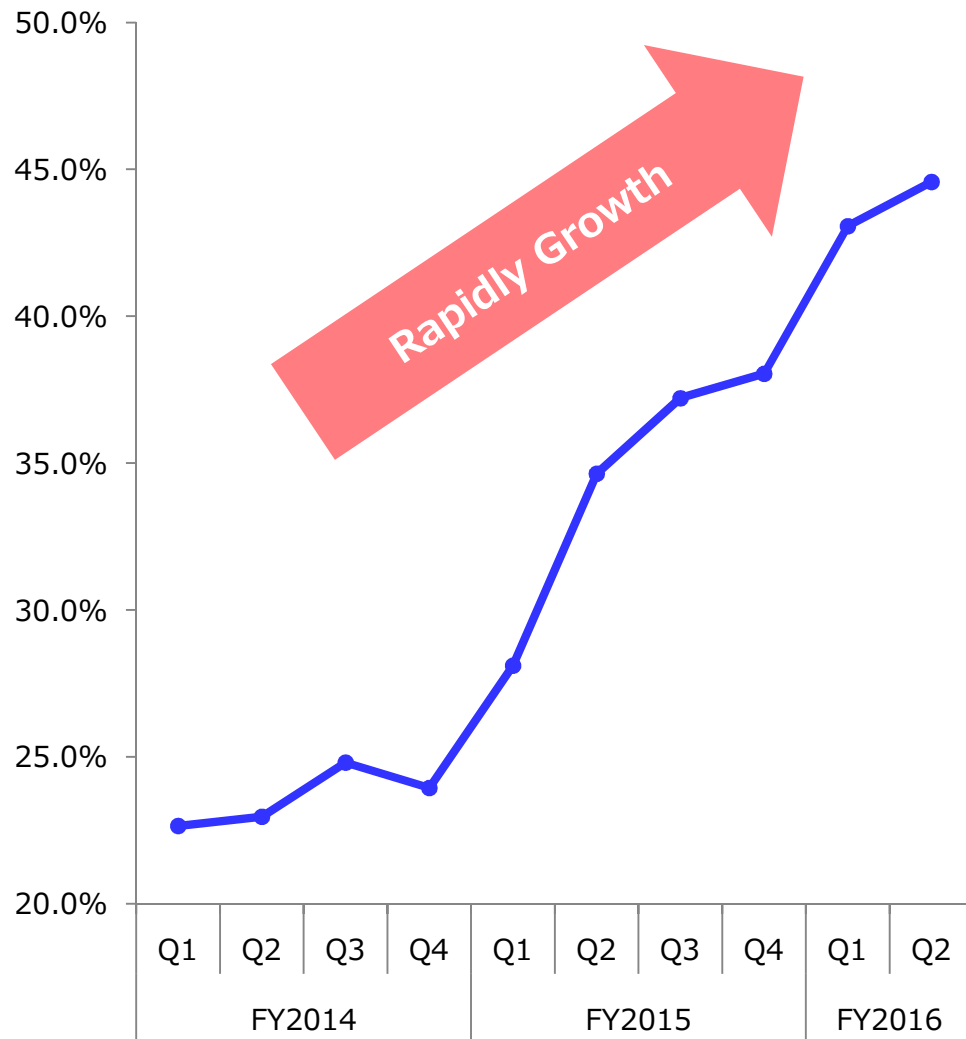
(Unit : Yen)

(Unit : person)



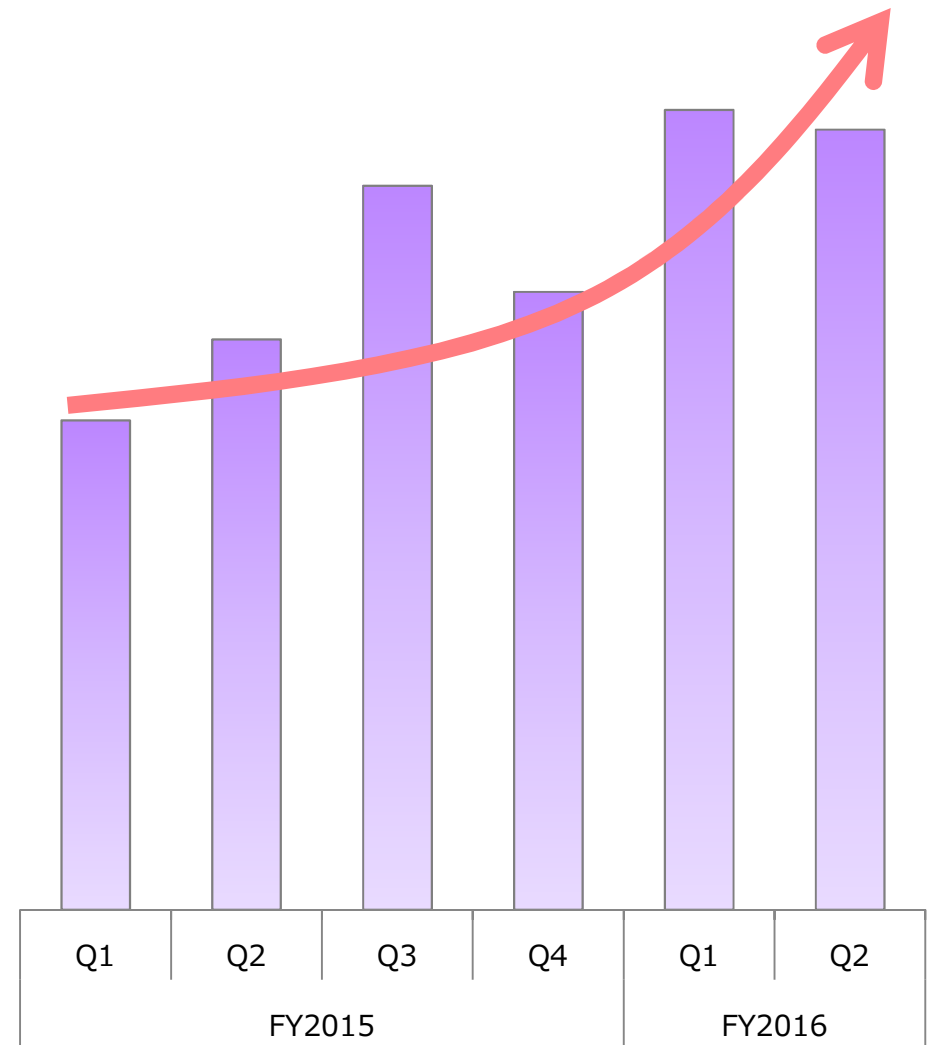
### [Smartphone ads share]

YoY Approx. **+30%**

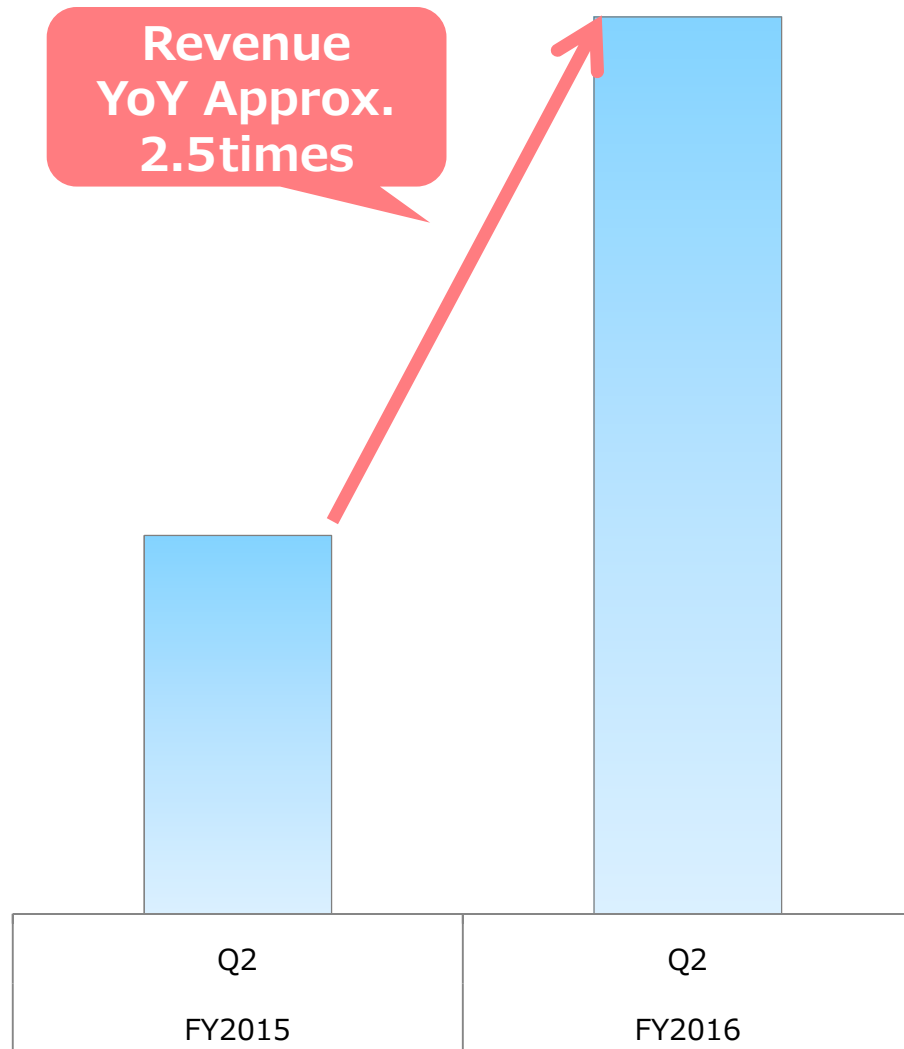


### [Movie ads]

YoY Approx. **+40%**

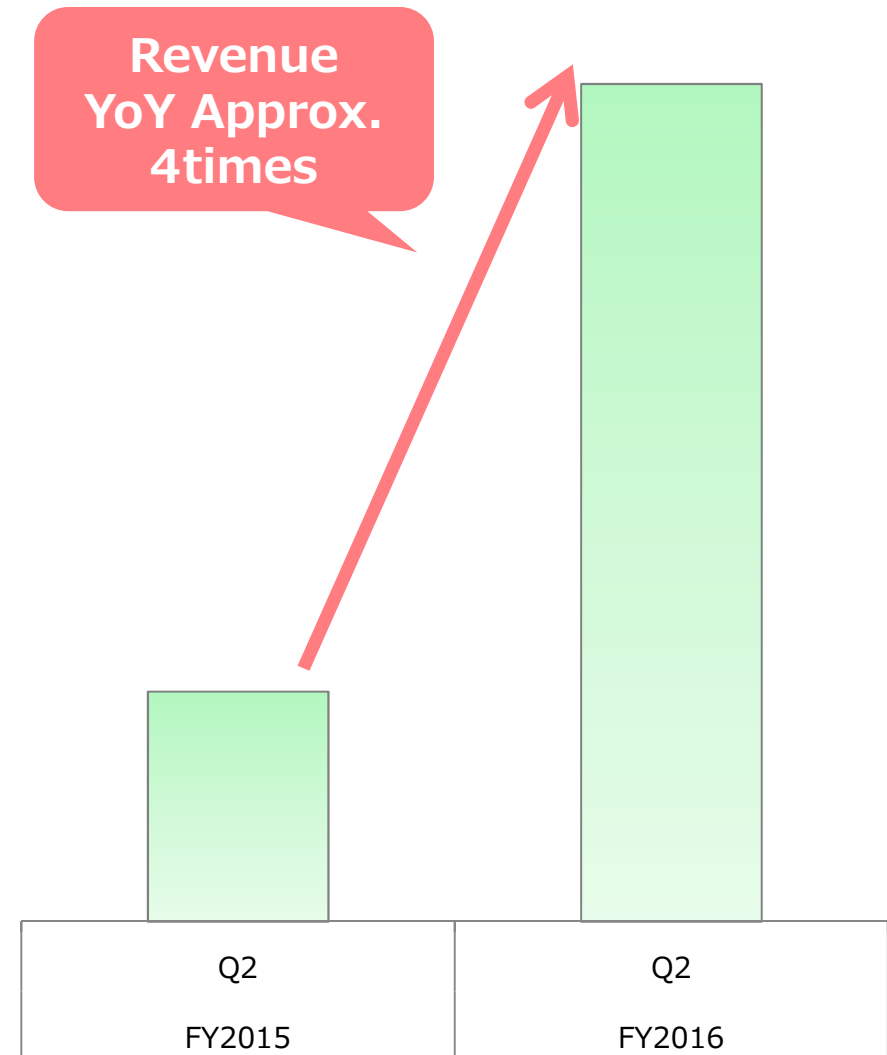


[Infeed ads]



[LINE]

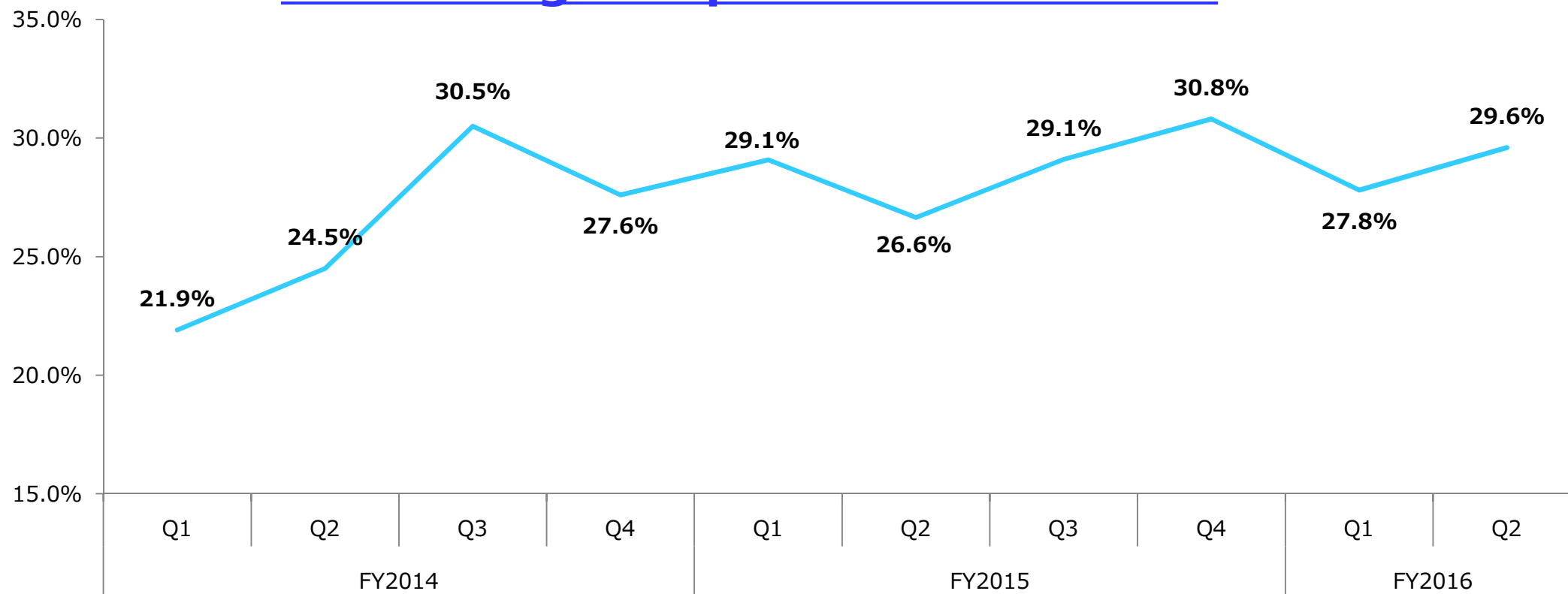
“LINE Ads Platform” handling start



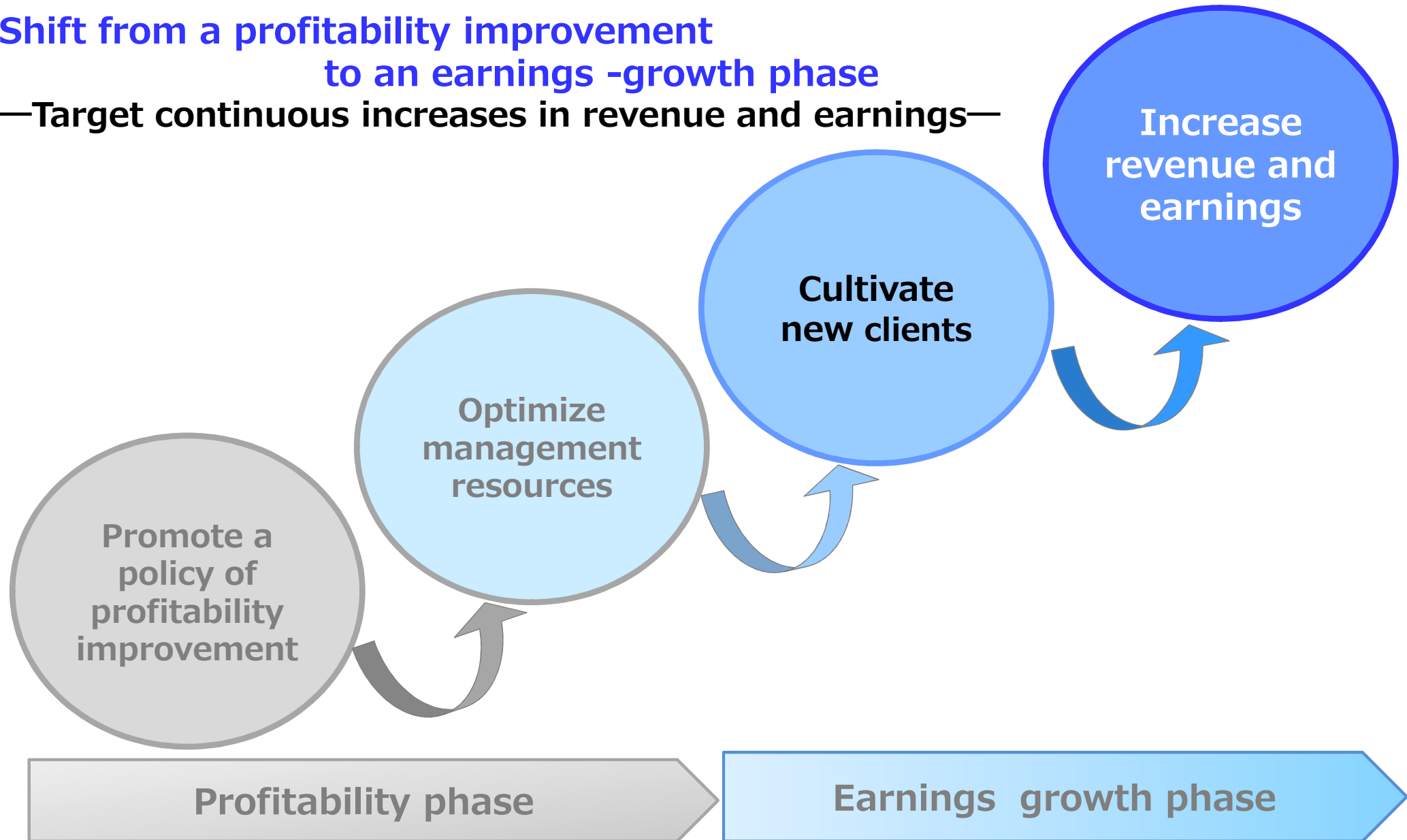
**[Gross profit composition ratio of PB products]**

**– Consolidated gross profit composition ratio of PB products –  
Toward a future target of 30%**

**Sustaining composition ratio 30%**



**Shift from a profitability improvement  
to an earnings -growth phase**  
**—Target continuous increases in revenue and earnings—**





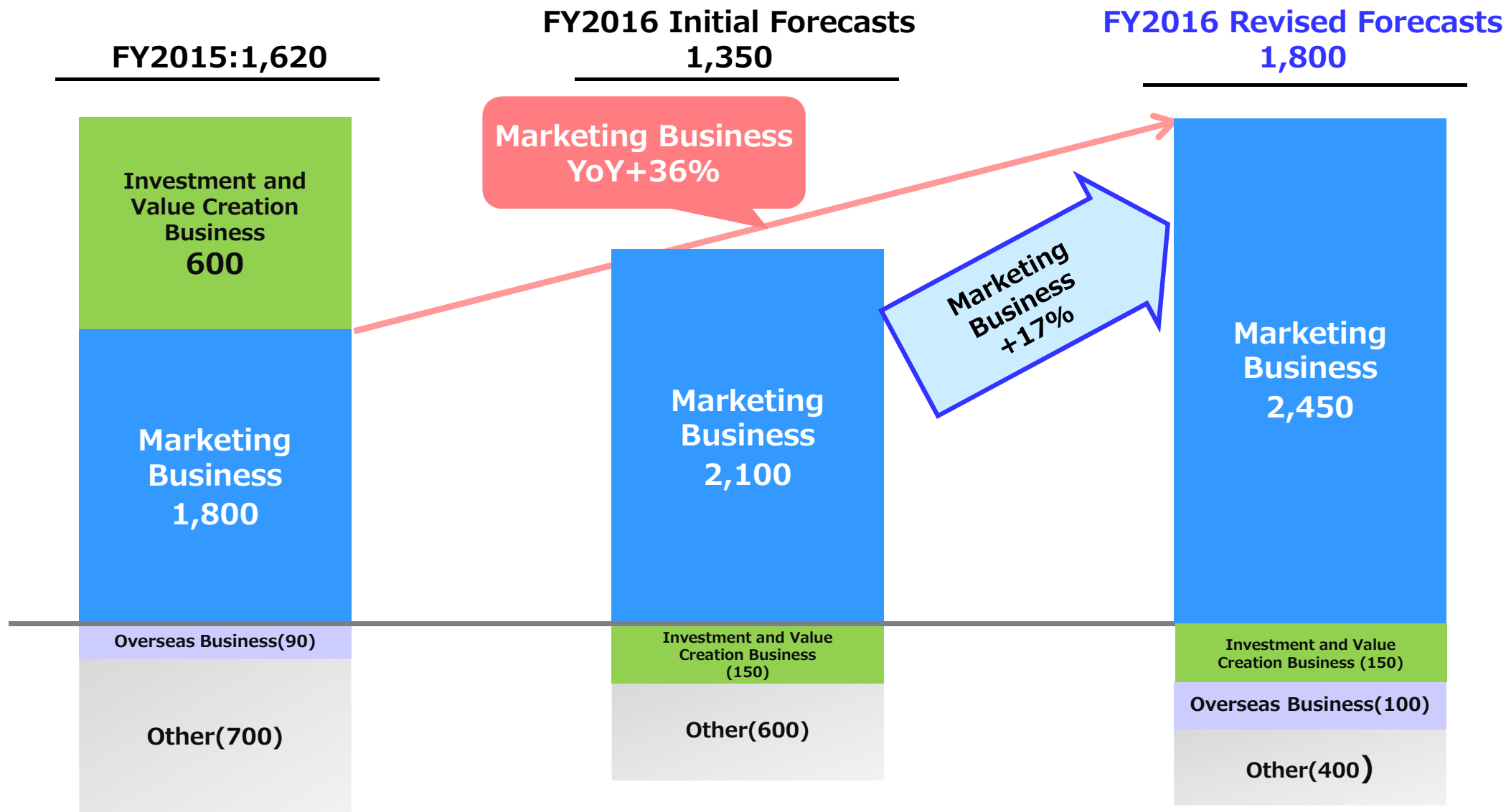
## Raised forecast FY2016 for good performance

- Considering large campaign order received in marketing business
- Gain in extraordinary income for sales of investment securities

	<b>FY2016 Initial Forecast</b>	<b>FY2016 Revised Forecast</b>	<b>Difference</b>		<b>YoY</b>
<b>Revenue</b>	<b>66,000</b>	<b>67,000</b>	<b>+1,000</b>	<b>+1.5%</b>	<b>+4.6%</b>
<b>EBITDA</b>	<b>2,250</b>	<b>2,700</b>	<b>+450</b>	<b>+20.0%</b>	<b>+0.4%</b>
<b>Operating income</b>	<b>1,350</b>	<b>1,800</b>	<b>+450</b>	<b>+33.3%</b>	<b>+11.1%</b>
<b>Ordinary income</b>	<b>1,000</b>	<b>1,300</b>	<b>+300</b>	<b>+30.0%</b>	<b>+9.1%</b>
<b>Net income</b>	<b>270</b>	<b>500</b>	<b>+230</b>	<b>+85.2%</b>	<b>+87.1%</b>



■ **Breakdown of Operating income**



**[Progress of revised forecast]**

	<b>FY2016 Revised Forecast</b>	<b>FY2016 H1 Result</b>	<b>Progress</b>
<b>Revenue</b>	<b>67,000</b>	<b>35,353</b>	<b>52.8%</b>
<b>EBITDA</b>	<b>2,700</b>	<b>1,643</b>	<b>60.9%</b>
<b>Operating income</b>	<b>1,800</b>	<b>1,163</b>	<b>64.6%</b>
<b>Ordinary income</b>	<b>1,300</b>	<b>1,058</b>	<b>81.4%</b>
<b>Net income</b>	<b>500</b>	<b>275</b>	<b>55.0%</b>

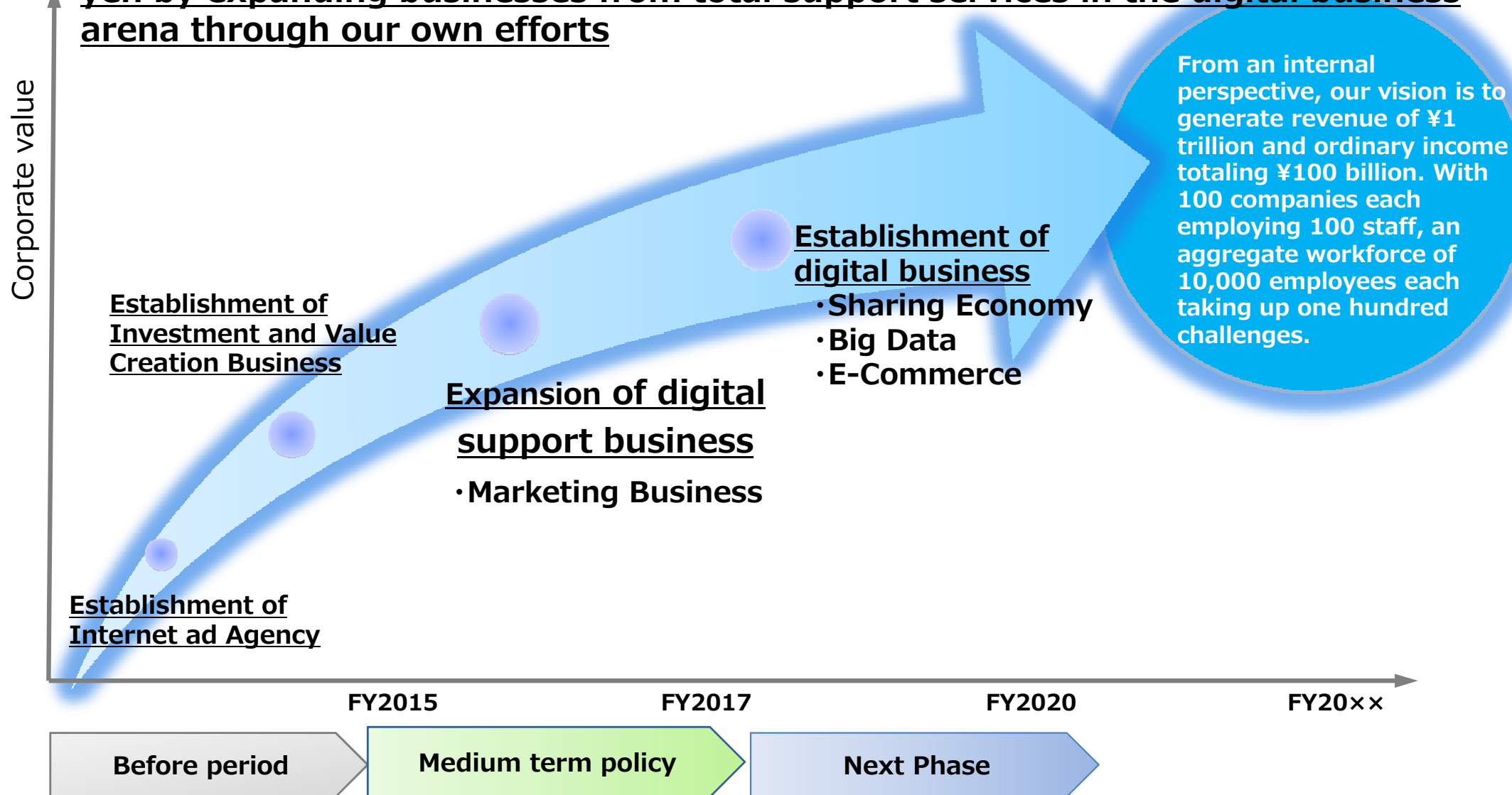


# 4

## Reference Materials 1

“Road map & Medium and long term strategy”

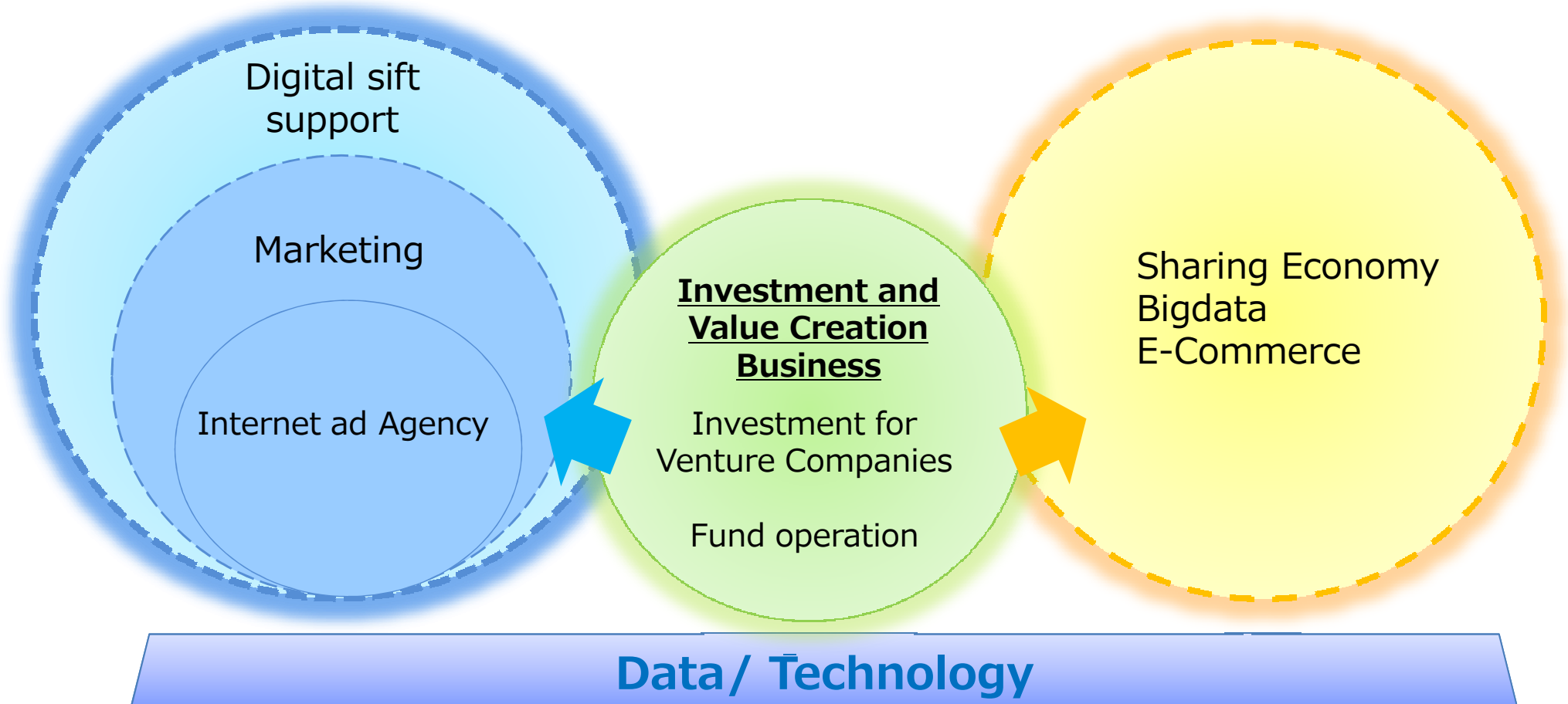
**■ Aim to achieve net sales of 1,000 billion yen and ordinary income of 100 billion yen by expanding businesses from total support services in the digital business arena through our own efforts**



■ Leverage the Group's assets based on the infrastructure of data/technologies and create the digital support business and digital business

## Digital support Business

## Digital Business



A large, bold, blue number '5' is positioned on the left side of the slide. The background features a world map where the continents are filled with a dense collection of small, light-blue icons representing various fields such as business, education, technology, and science. The text 'Reference Materials 2' is centered over the map.

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## Reference Materials 2

## Composition of OPT Revenue by Business Category


Business Category	FY2014				FY2015				FY2016	
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Finance	30%	31%	27%	30%	31%	30%	32%	32%	26%	<b>27%</b>
Real Estate	14%	11%	10%	11%	13%	10%	11%	11%	12%	<b>11%</b>
Human Resources & Education	11%	12%	11%	11%	14%	13%	11%	13%	18%	<b>12%</b>
Cosmetics	14%	15%	15%	13%	9%	15%	13%	13%	12%	<b>16%</b>
Information & E-Commerce	11%	11%	10%	11%	11%	8%	11%	9%	11%	<b>10%</b>
Other	20%	20%	27%	24%	22%	24%	22%	22%	21%	<b>24%</b>
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	<b>100%</b>

Changes in the Scope of Consolidation(As of FY2016 Q2-End)

**Marketing Business**



**Investment and Value Creation Business**

**Overseas Business**


















	
	

**Other**

	
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## Major consolidated Companies (As of FY2016 Q2-End)

Name	Business	Ownership	Status
OPT, Inc. 	Marketing business	100.00%	Consolidated subsidiary
CLASSIFIED 	Planning and sales of classifieds	66.01%	Consolidated subsidiary
Crossfinity 	SEO and media consulting business	90.00%	Consolidated subsidiary
SOLDOUT 	Advertising agency for mid-sized and venture companies	66.60%	Consolidated subsidiary
s1o interactive 	Trading desk business	100.00%	Consolidated subsidiary
SkillUp Video Technologies 	Digital contents platform business	92.50%	Consolidated subsidiary
ConnectOM 	Omni-channel solution business	100.00%	Consolidated subsidiary
Search LIFE 	Internet advertising operation business	(53.28%)	Consolidated subsidiary
Writeup. Co., Ltd 	Internet-related business	40.00%	Consolidated subsidiary
Groover, Inc. 	Native Ad and media business (incl. consulting) of smart device	100.00%	Consolidated subsidiary
TechLoCo, Inc. 	Marketing technology proposal business for mid-, small- and medium-sized as well as growth companies	(66.66%)	Consolidated subsidiary
Growth Gear Co.,Ltd 	Human resource support services business for mid-, small- and medium-sized as well as growth companies	(66.66%)	Consolidated subsidiary
Platform ID 	Database business	51.00%	Consolidated subsidiary
eMFORCE 	Internet advertising agency in South Korea	92.82%	Consolidated subsidiary
OPTSEA 	Marketing business and Investment business in Taiwan, Hong Kong and South East Asia	94.19%	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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