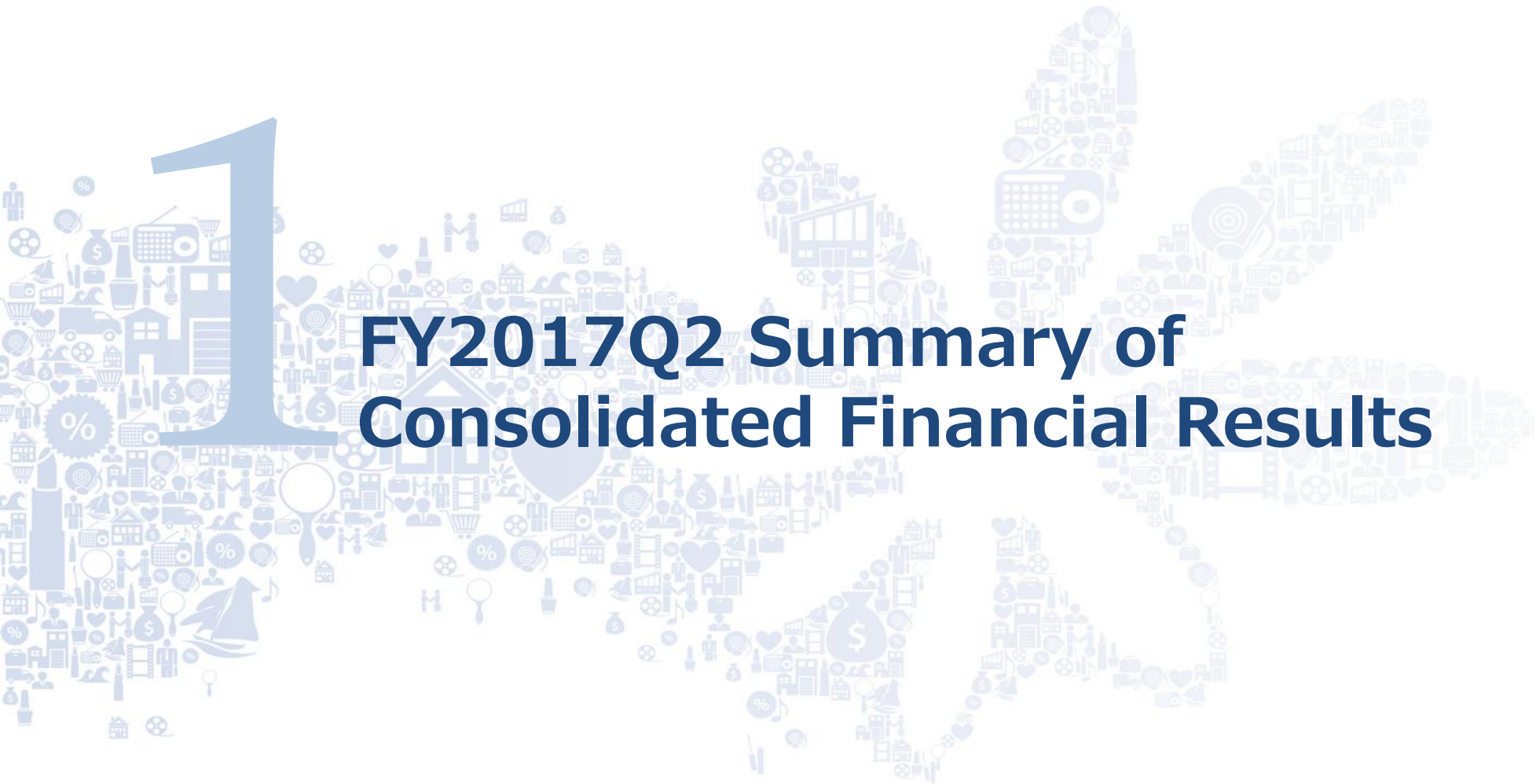




August, 10, 2017  
2nd Quarter, Business Results for the  
Fiscal Year Ending December 31, 2017

- 1 FY2017Q2 Summary of Consolidated Financial Results**
- 2 FY2017Q2 Summary of Marketing Business**
- 3 FY2017 Progress of Earnings Forecast**
- 4 Valuation of Derivatives**
- 5 Subsidiary SoldOut, Inc. listed on TSE Mothers**
- 6 Reference Materials**

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



# **FY2017Q2 Summary of Consolidated Financial Results**

Consolidated

- **Q2 revenue reached a new high 19billions of yen, YoY +13.7%**
- **Increase prior investment for acceleration of growth**

Marketing  
Business

- **Strong growth in new customer development**
- **Sold out group keep strong growing in small and regional area**

**[Consolidated] Revenue YoY+13.7%, Operating income YoY+25.9%**

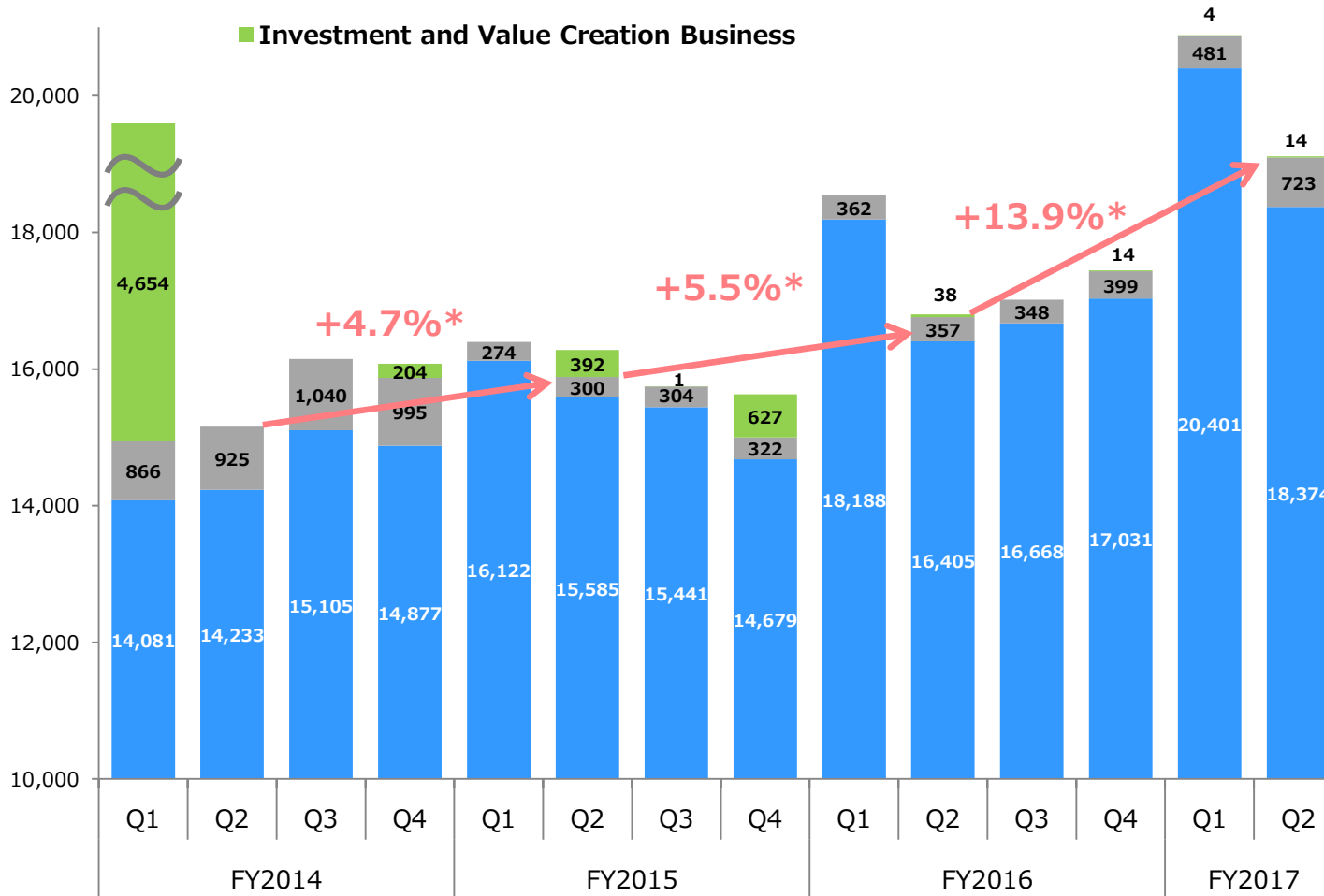
	FY2016Q2	FY2017Q2	YoY
Revenue	16,802	19,112	+13.7%
Gross profit	3,408	3,902	+14.5%
SGA	3,134	3,557	+13.5%
EBITDA	520	620	+19.2%
Operating income	274	345	+25.9%
Ordinary income	240	461	+92.1%
Net income	94	147	+56.4%
Gross profit Margin	20.3%	20.4%	+0.1p
Operating income margin	1.6%	1.8%	+0.2p
Net income margin	0.6%	0.8%	+0.2p
Basic net income per share	10.65	34.81	+24.16yen
Diluted net income per share	10.60	34.62	+24.02yen

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

		FY2015				FY2016				FY2017		
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	YoY
Marketing Business	Revenue	16,122	15,585	15,441	14,679	18,188	16,405	16,668	17,031	20,401	18,374	+12.0%
	Operating income	633	340	496	345	1,052	463	437	713	1,288	515	+11.2%
Investment and Value Creation Business	Revenue	0	392	1	627	0	38	0	14	4	14	(63.2%)
	Operating income	(55)	310	(38)	392	(46)	(34)	(53)	(44)	(72)	(61)	-
Overseas Business	Revenue	309	358	372	383	363	355	354	407	480	751	2.1times
	Operating income	(29)	(10)	(34)	(15)	(16)	(62)	(31)	14	11	(29)	-
Other	Revenue	(34)	(57)	(68)	(61)	0	2	(5)	(8)	1	(27)	-
	Operating income	(183)	(186)	(204)	(139)	(100)	(92)	(145)	(136)	(134)	(80)	-
Total	Revenue	16,397	16,278	15,747	15,628	18,551	16,802	17,017	17,444	20,886	19,112	+13.7%
	Operating income	363	454	219	583	889	274	208	547	1,093	345	+25.9%

[Revenue]

- Marketing Business
- Overseas Business and Other
- Investment and Value Creation Business

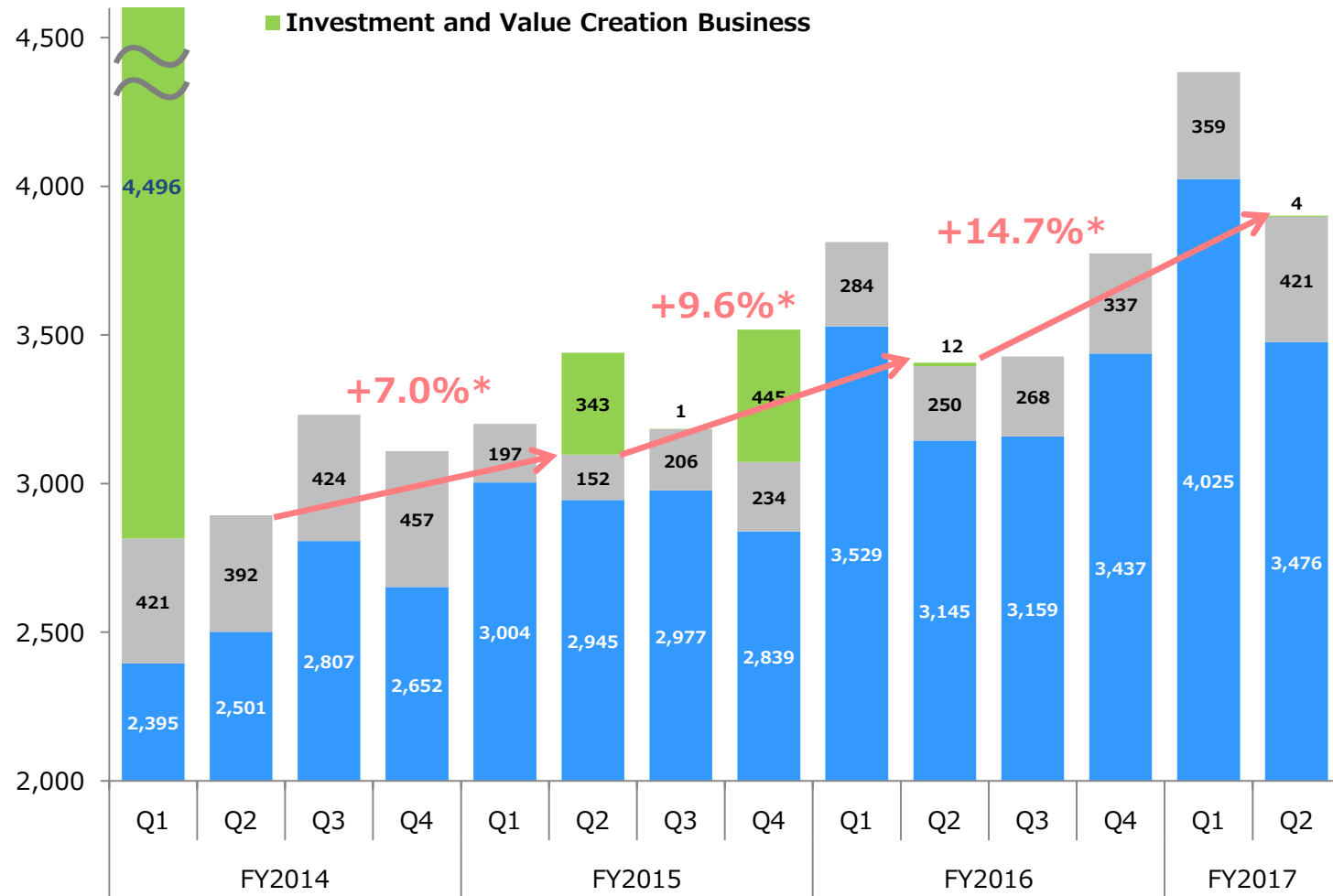


**Enhanced  
revenue  
YoY +13.9%**  
(Excluding Investment and Value Creation Business)

\*Excluding Investment and Value Creation Business

[Gross profit by segment]

- Marketing Business
- Overseas Business and Other
- Investment and Value Creation Business



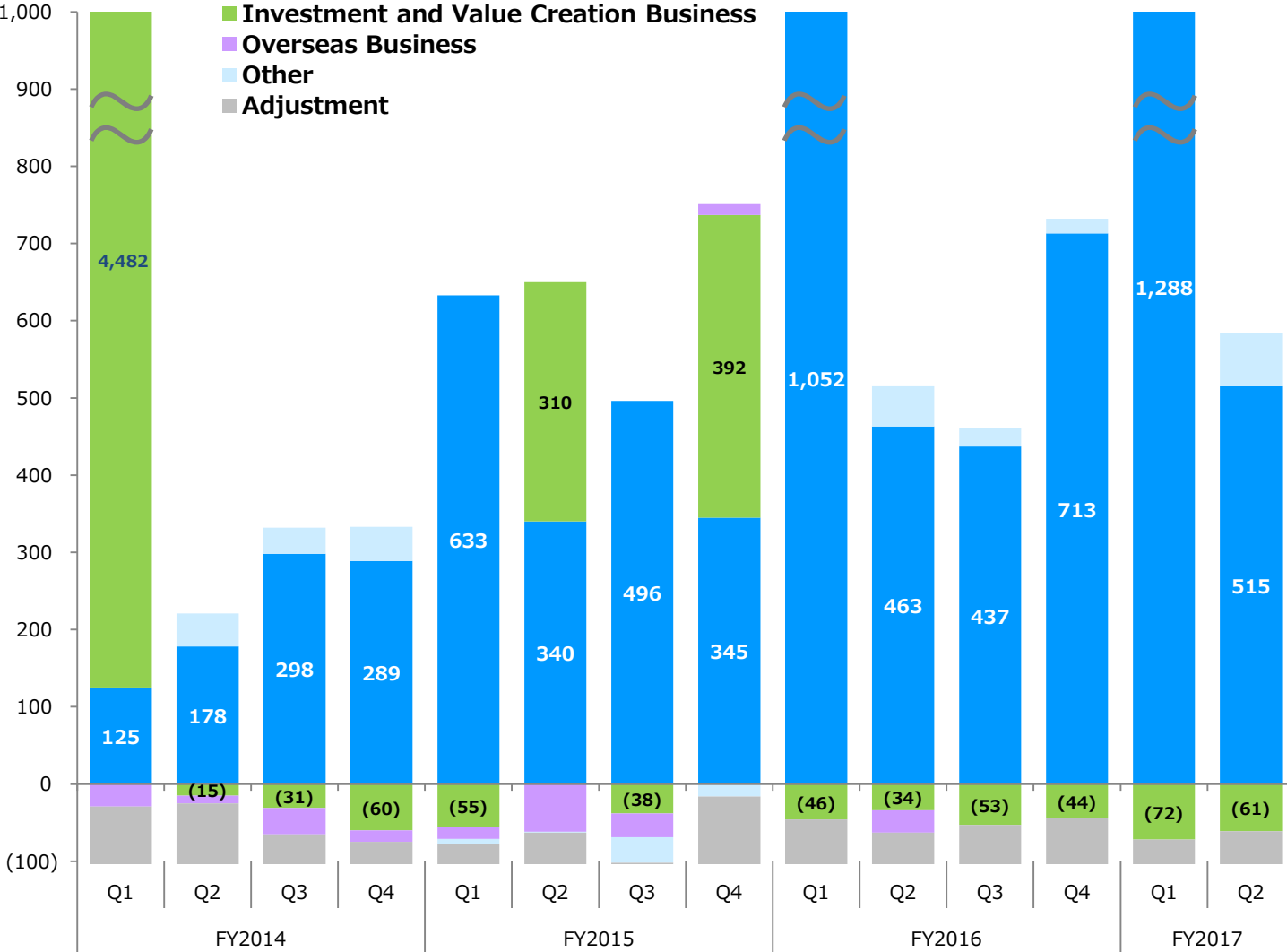
**Substantial increase**  
**YoY +14.7%**  
 (Excluding Investment and Value Creation Business)

\*Excluding Investment and Value Creation Business



[Operating income by segment]

- Marketing Business
- Investment and Value Creation Business
- Overseas Business
- Other
- Adjustment



**Steadily  
Growth**

**YoY +25.9%**

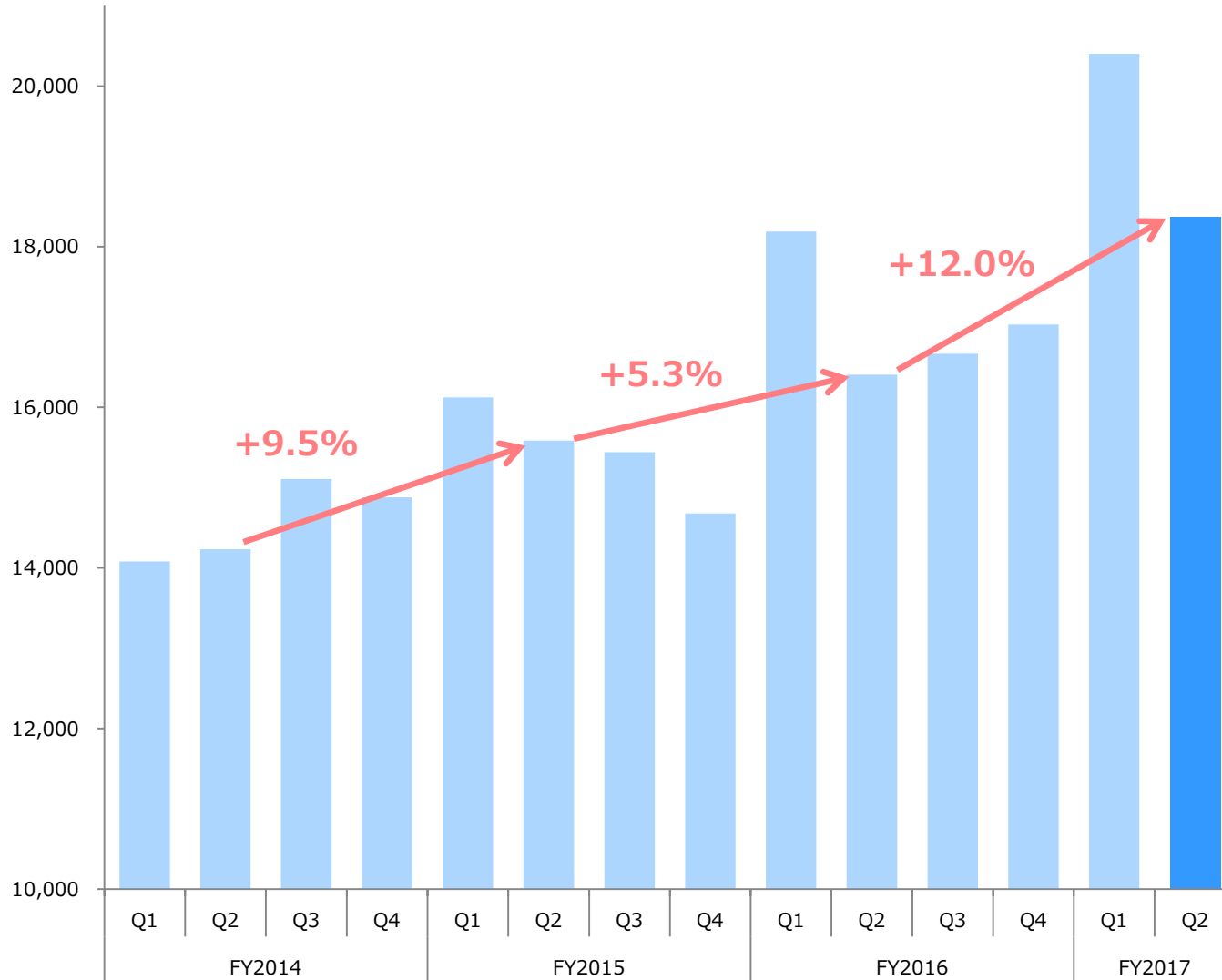
✓ Increase prior investment for acceleration of growth



**FY2017Q2**

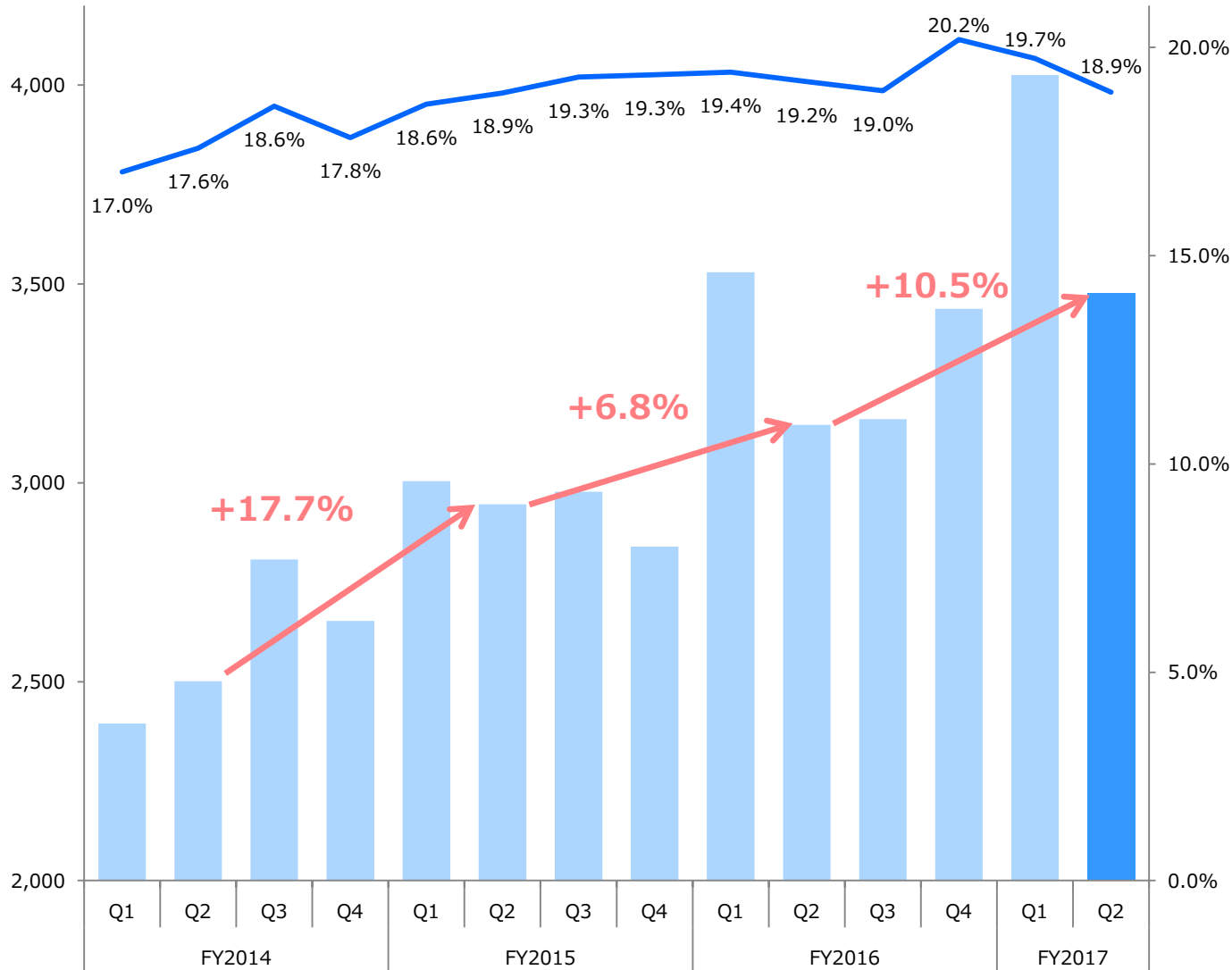
**Summary of Marketing Business**

[Revenue]



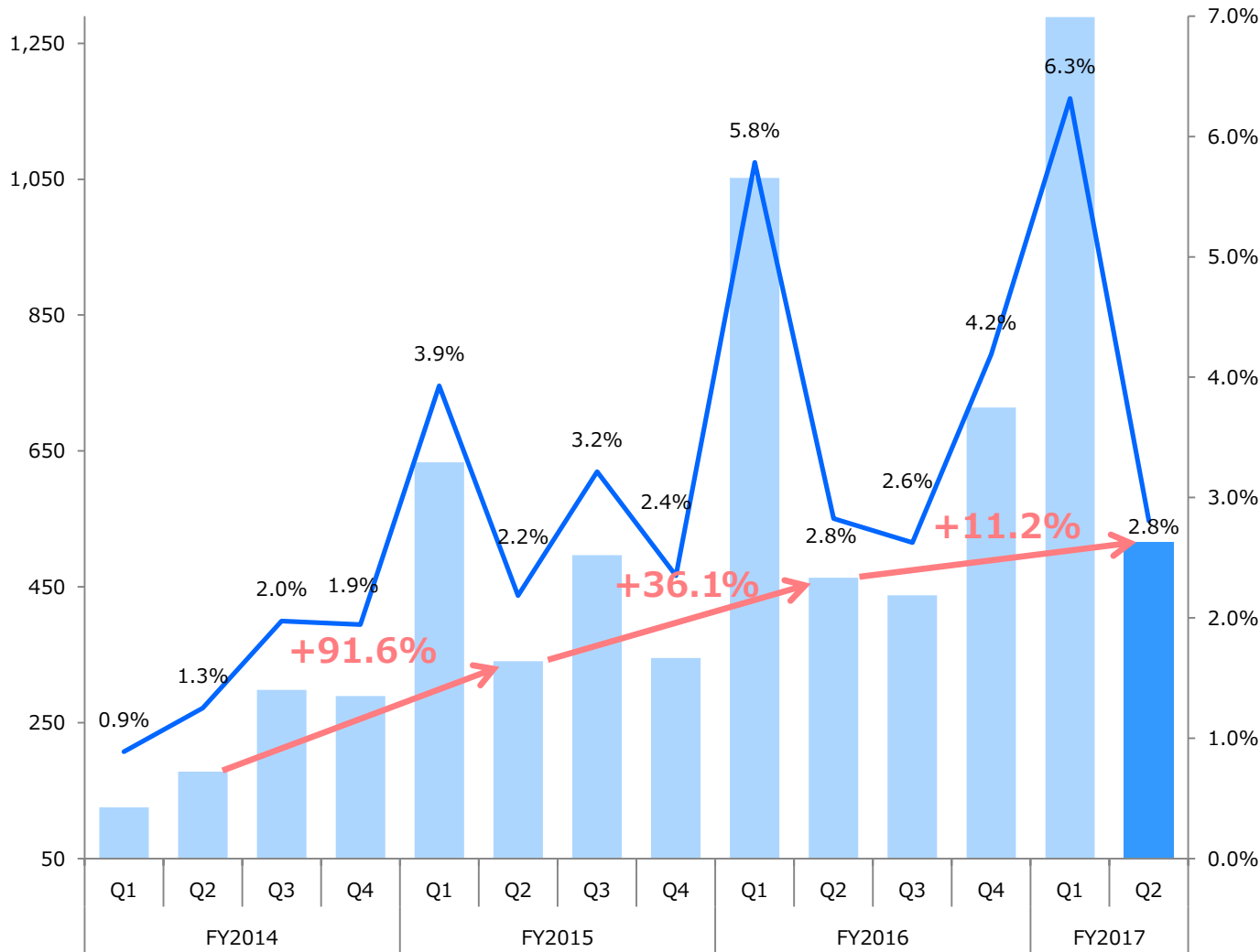
**Enhanced  
revenue share  
YoY +12.0%**

**[Gross profit/Gross profit margin]**



**Gross profit  
YoY +10.5%**

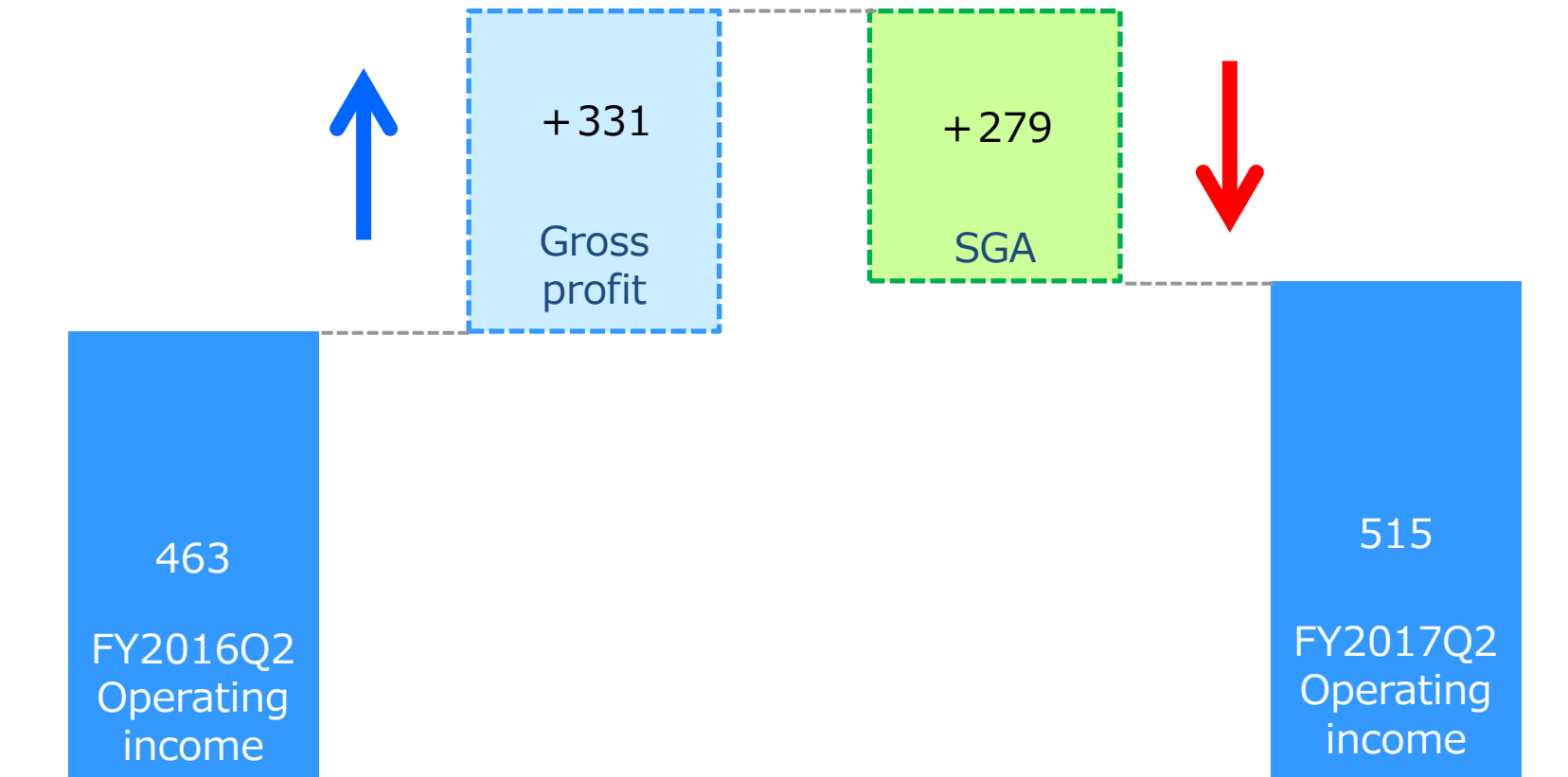
## [Operating income / Operating income margin]



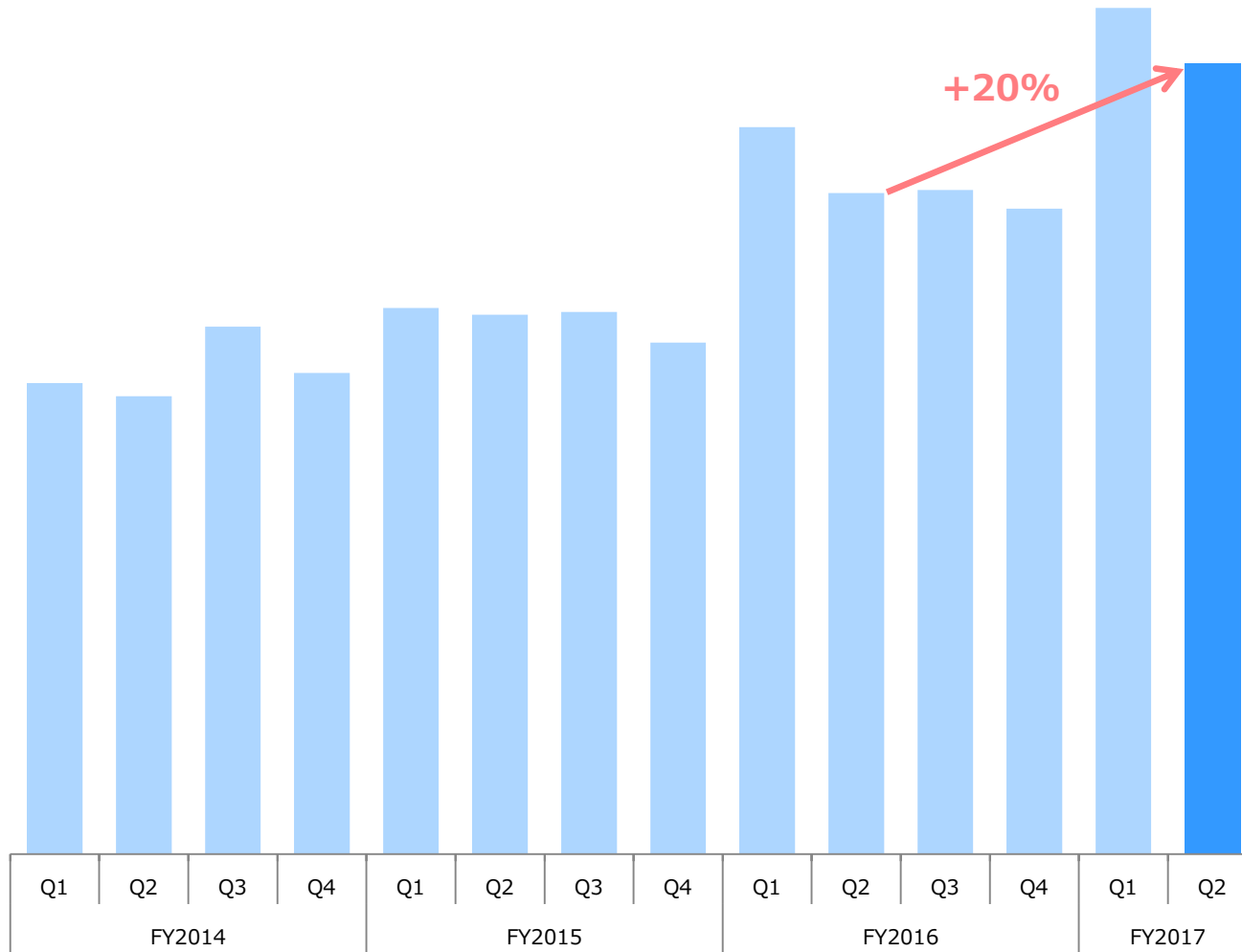
**Operating income**  
**YoY +11.2%**

✓ Increase prior investment for acceleration of growth

[Operating income detail] ✓Gross profit increase with business growing  
✓Accelerate prior investment



[Ad-network ads revenue]

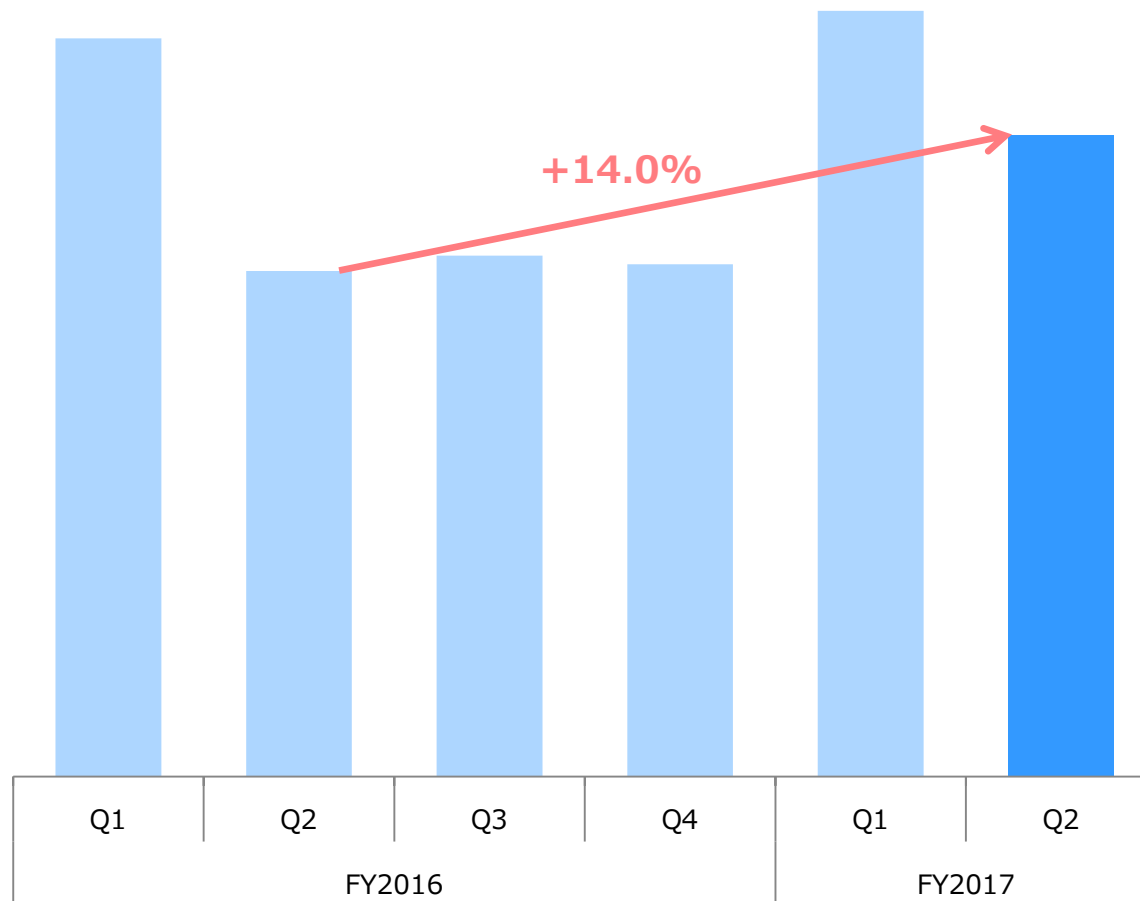


**Enhanced revenue share**  
YoY **+20%**

- ✓ Enhanced revenue of Google Display network and Criteo
- ✓ We get Five stars of Criteo Certified Partners



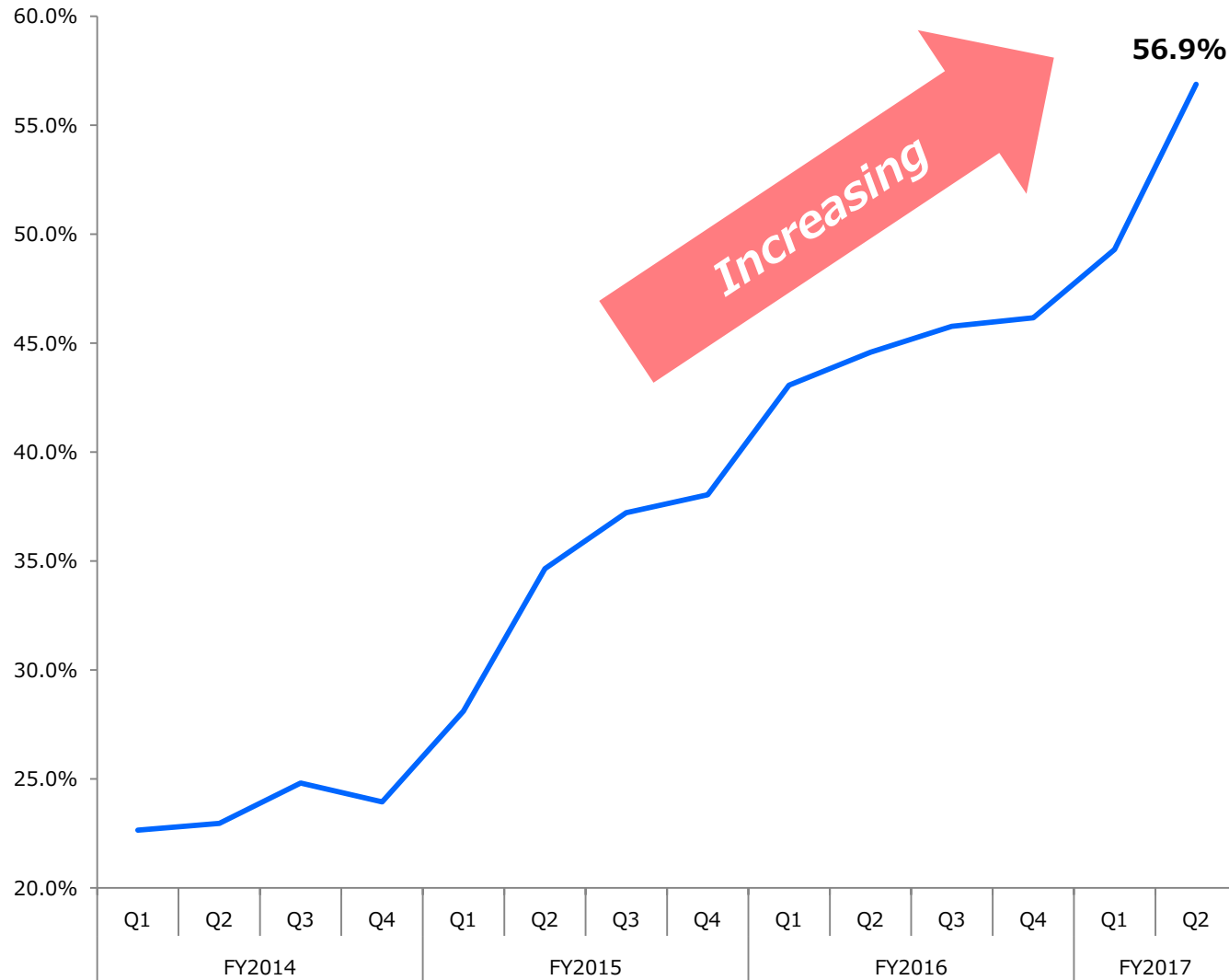
[Search ads revenue]



**Keep  
growing  
YoY +14.0%**



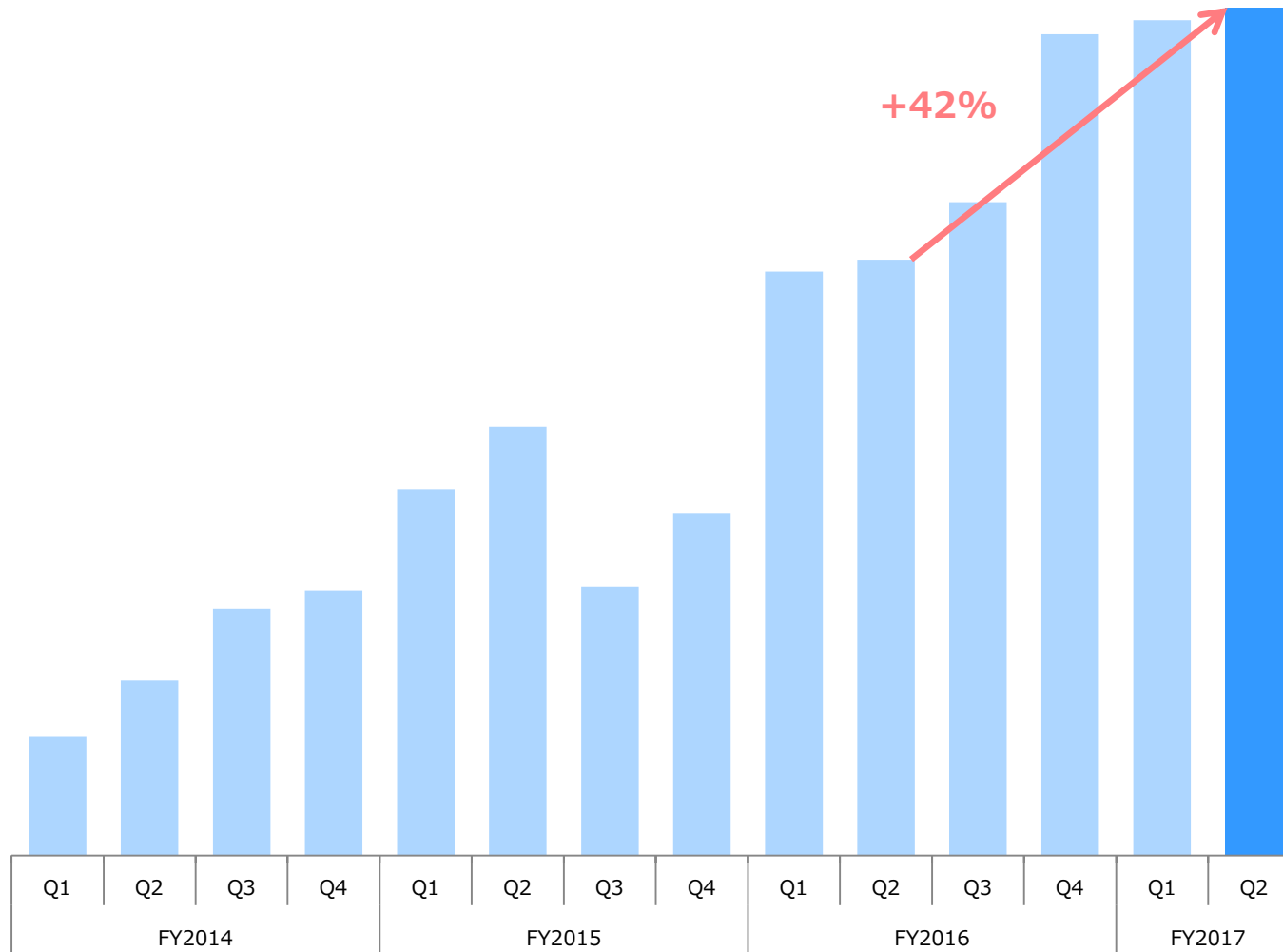
[Smartphone ads share]



**Keep  
increasing  
YoY +13.8%**

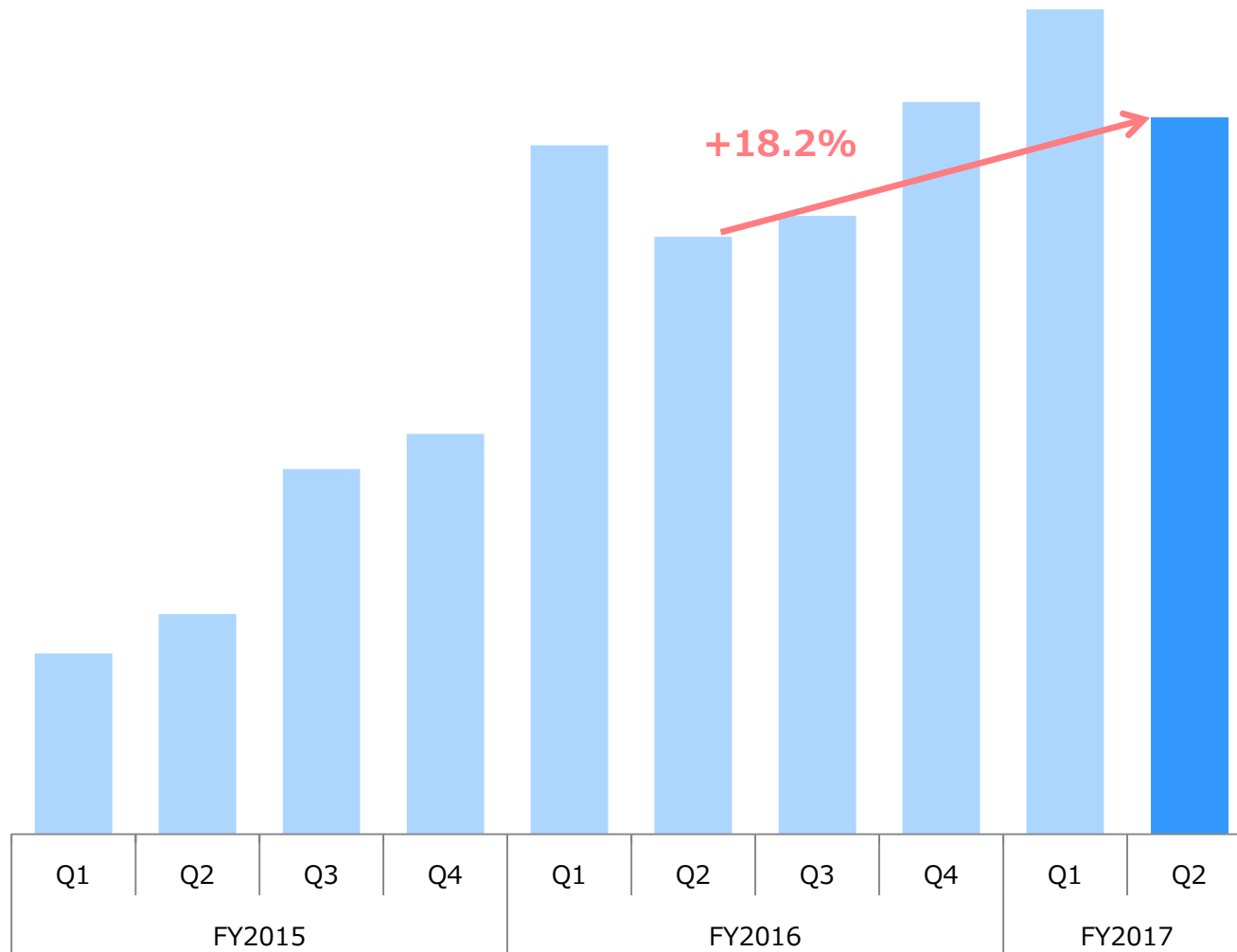
✓ Share 50% over

[Social ads revenue]



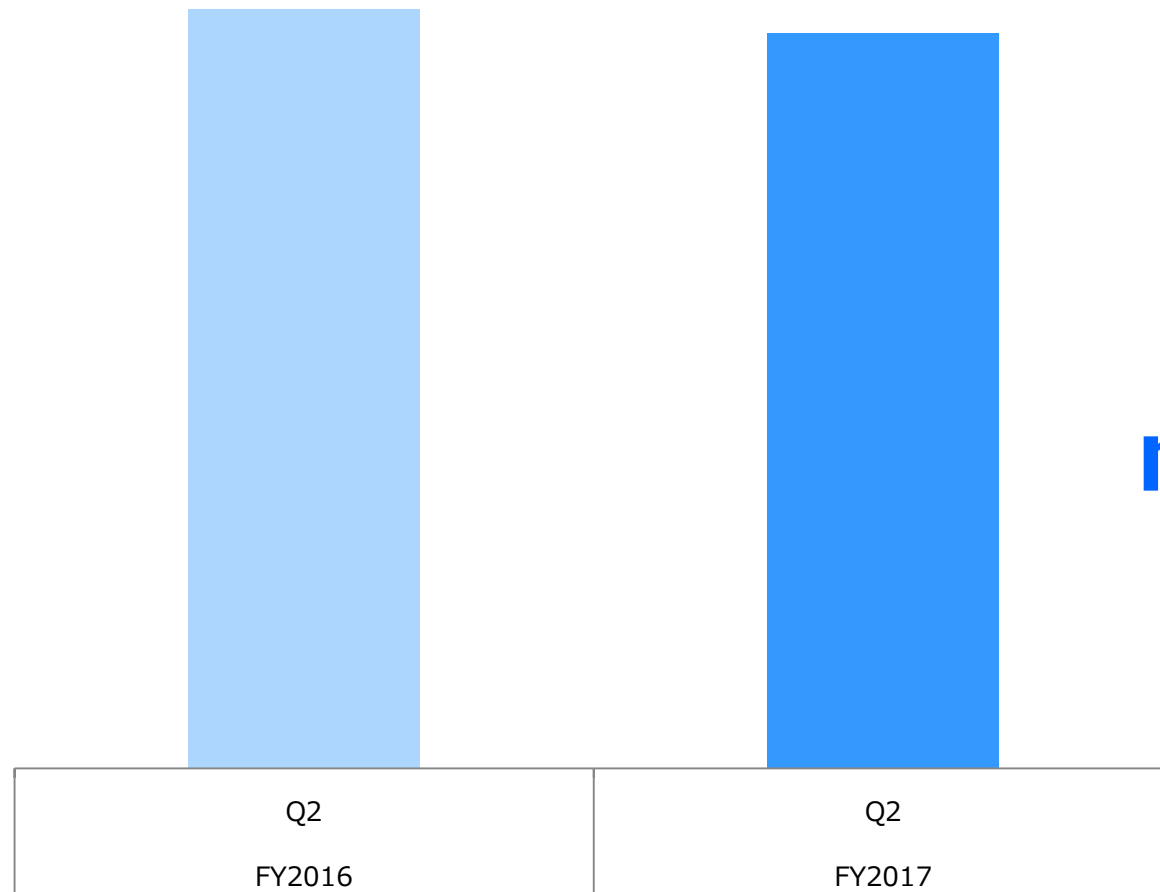
**Enhanced  
revenue  
YoY +42%**  
✓ Facebook ads increase

[Infeed ads revenue]



**Continuously  
growing  
YoY +18.2%**

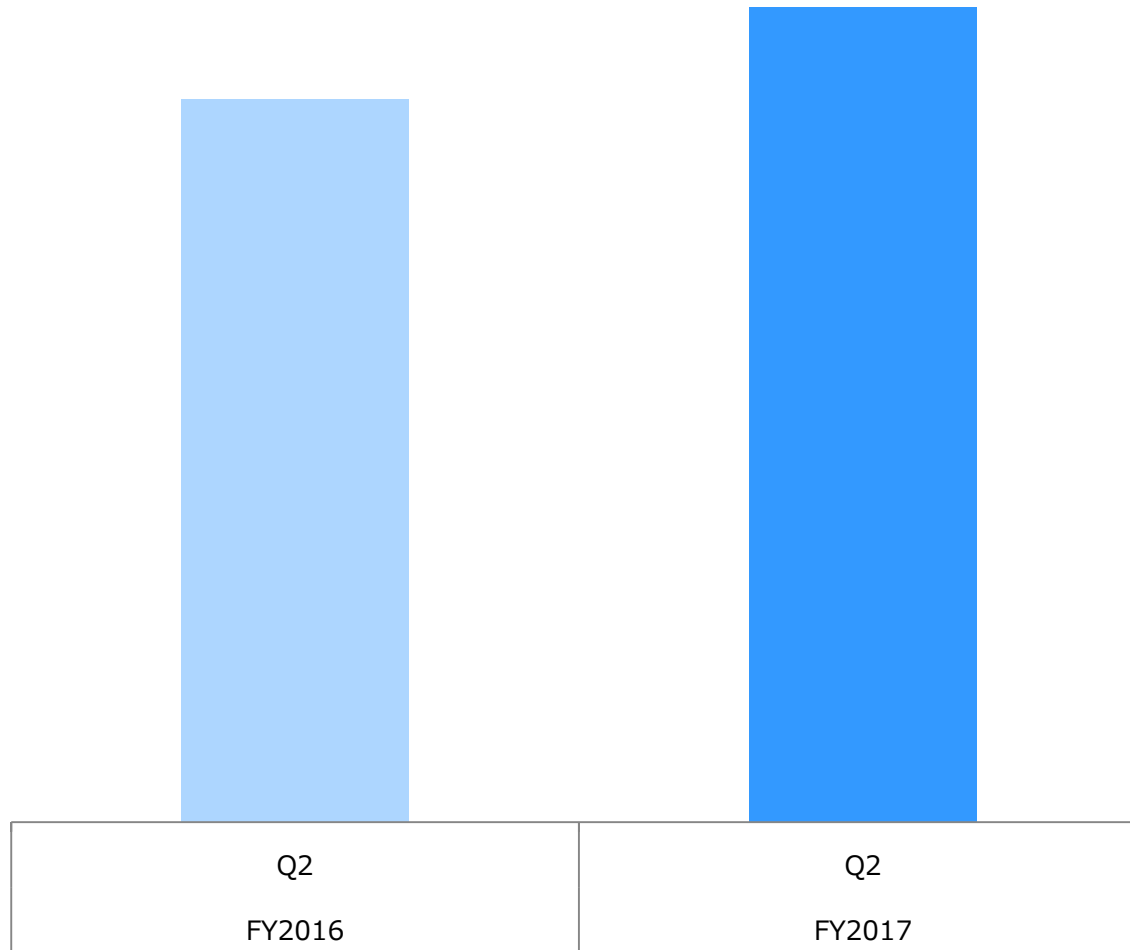
[Movie ads revenue]



Enhanced investment  
**Strengthen  
organization  
for create  
movie contents**

- ✓ Open own movie studio
- ✓ Enhanced adopt movie creators

[LINE revenue]



YoY + **12.9%**

✓ OPT is certified "GOLD partner"  
in LINE business connect partner  
award program





# **FY2017 Progress of Earnings Forecast**

	<b>FY2017 Forecasts</b>	<b>FY2017 H1</b>	<b>Progress</b>
<b>Revenue</b>	<b>80,000</b>	<b>39,999</b>	<b>50.0%</b>
<b>EBITDA</b>	<b>3,350</b>	<b>1,972</b>	<b>58.9%</b>
<b>Operating income</b>	<b>2,400</b>	<b>1,438</b>	<b>59.9%</b>
<b>Ordinary income</b>	<b>1,750</b>	<b>1,642</b>	<b>93.8%</b>
<b>Net income</b>	<b>1,000</b>	<b>814</b>	<b>81.4%</b>

\*Forecasts exclude gain (loss) on sales of operational investment securities and gain(loss) on valuation of Derivatives.



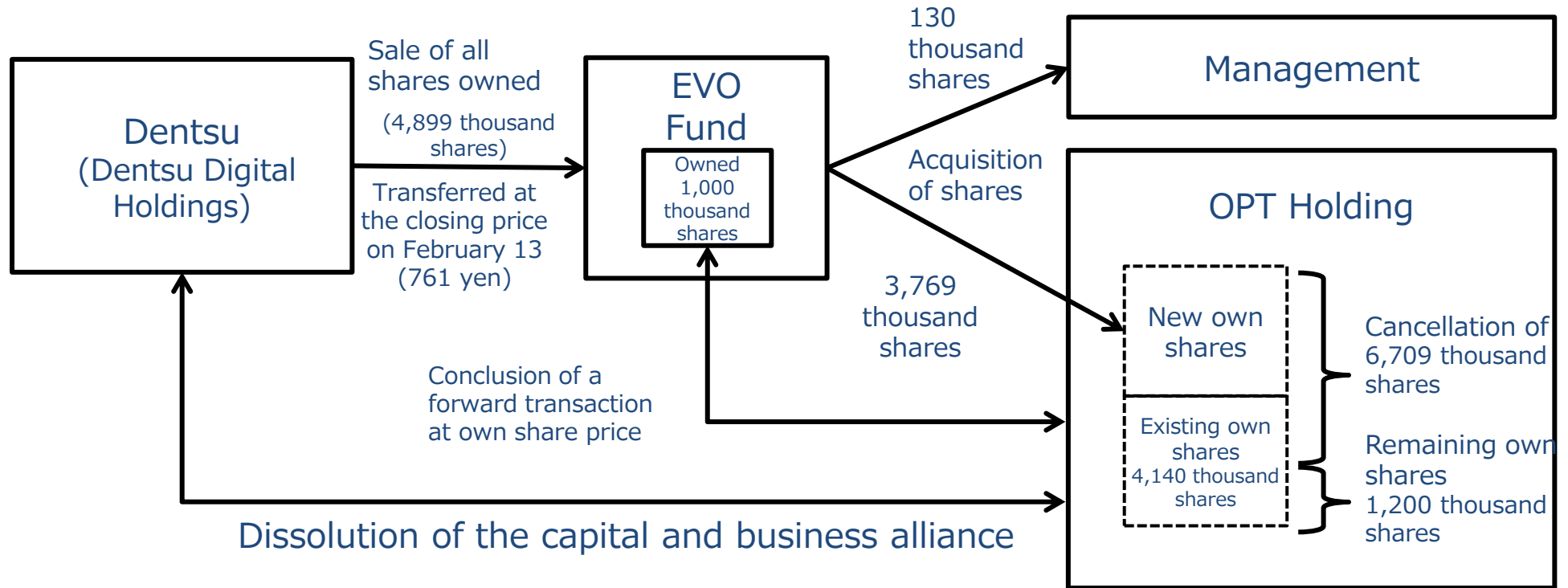
# Valuation of Derivatives



■ Background

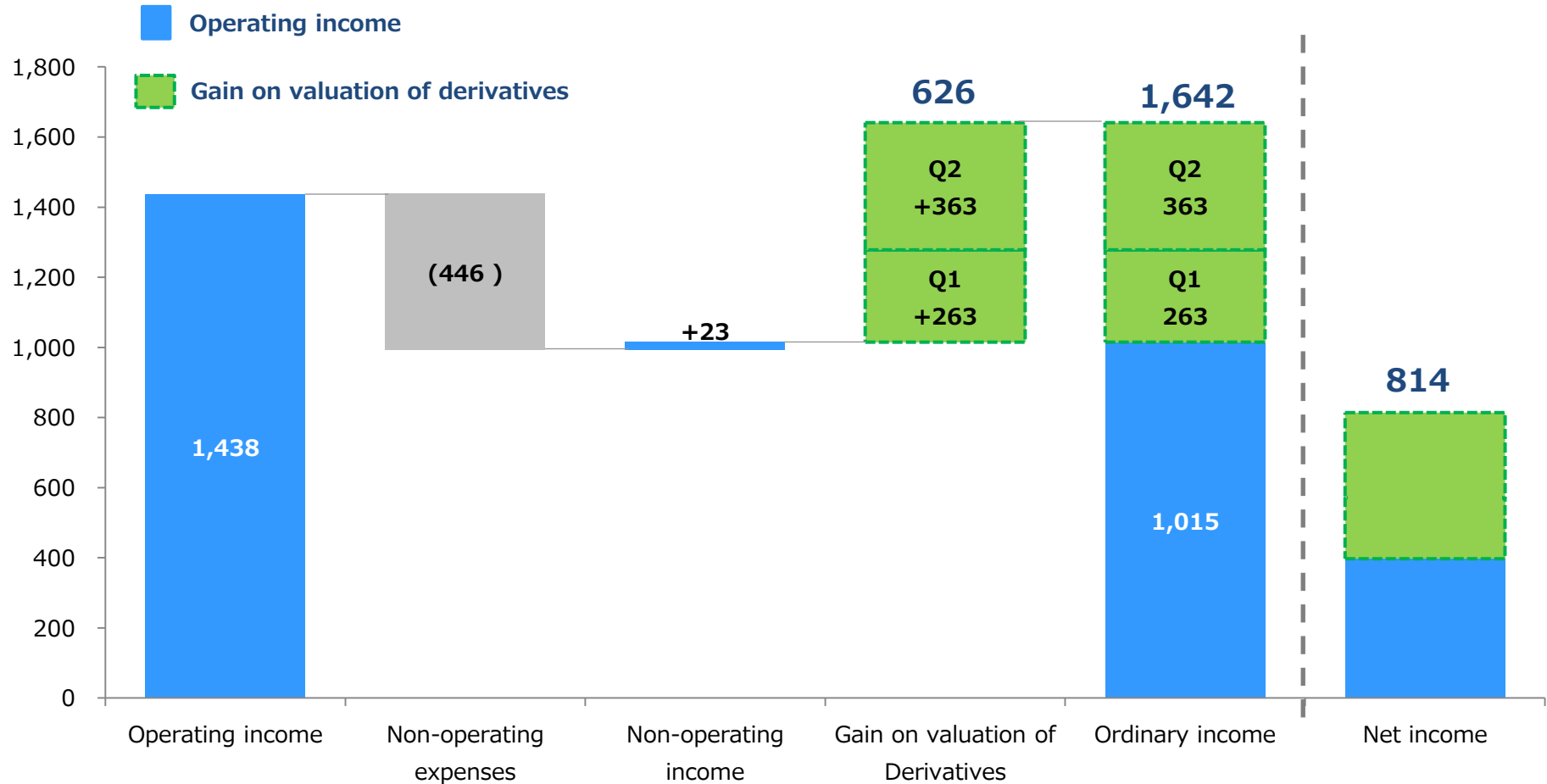
Both parties agreed to dissolve the alliance because they decided that they had achieved certain results for the purpose of capital and business alliance and made changes in the environment for the Internet advertising business.

■ Overview of releases published on February 13 and 14



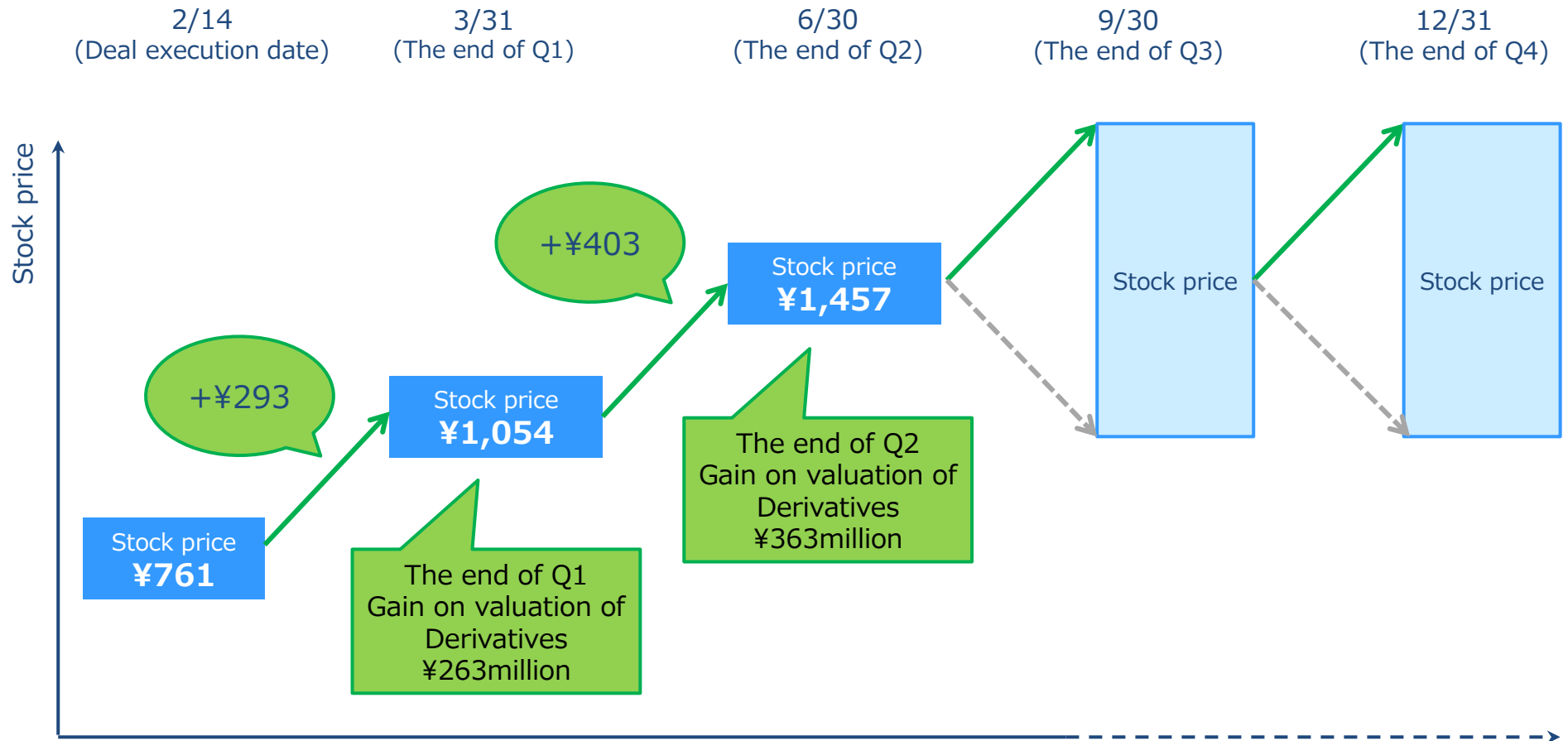
# Gain on valuation of derivatives

[Ordinary income detail]



# Calculate our stock price at the end of quarter

\* Due to high uncertainty, it is not included in the forecast



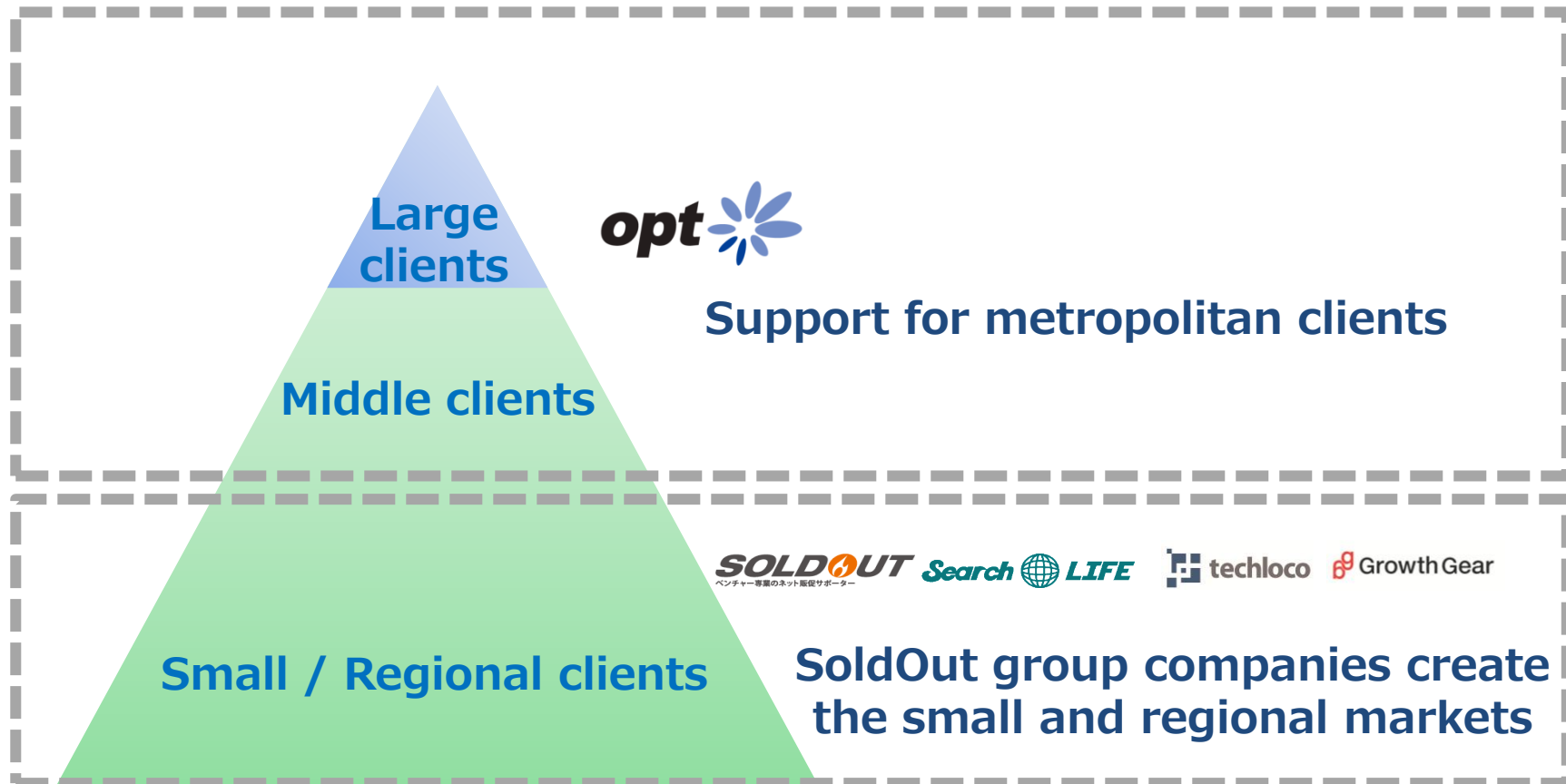


**5**

**Subsidiary SoldOut, Inc.  
listed on TSE Mothers**

**Date :2017/7/12**  
**Code : 6553**

- ✓ To raise the name recognition, create small and regional markets and accelerate growth.
- ✓ Aim for No.1 company in small and regional area.

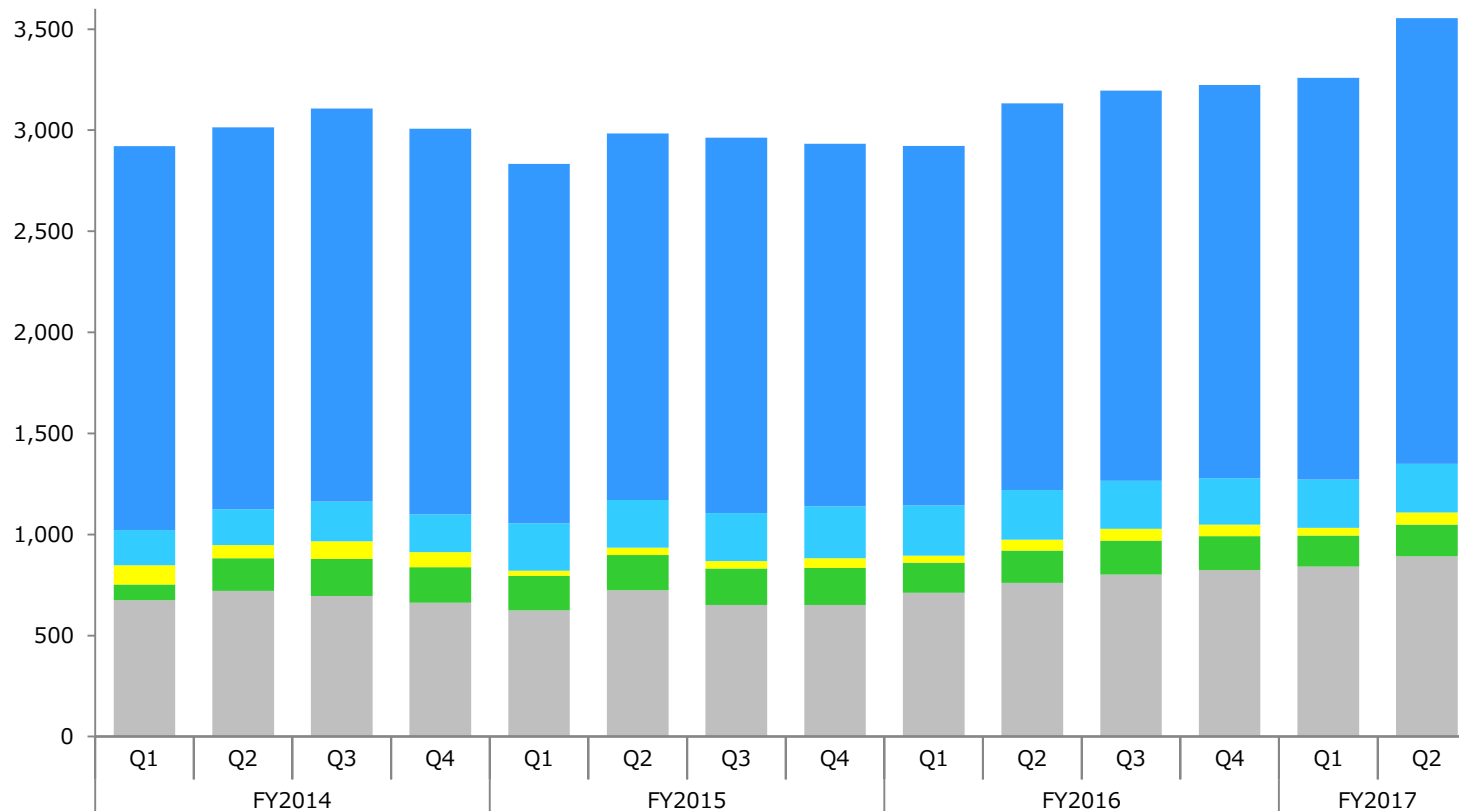


# 7

## Reference Materials

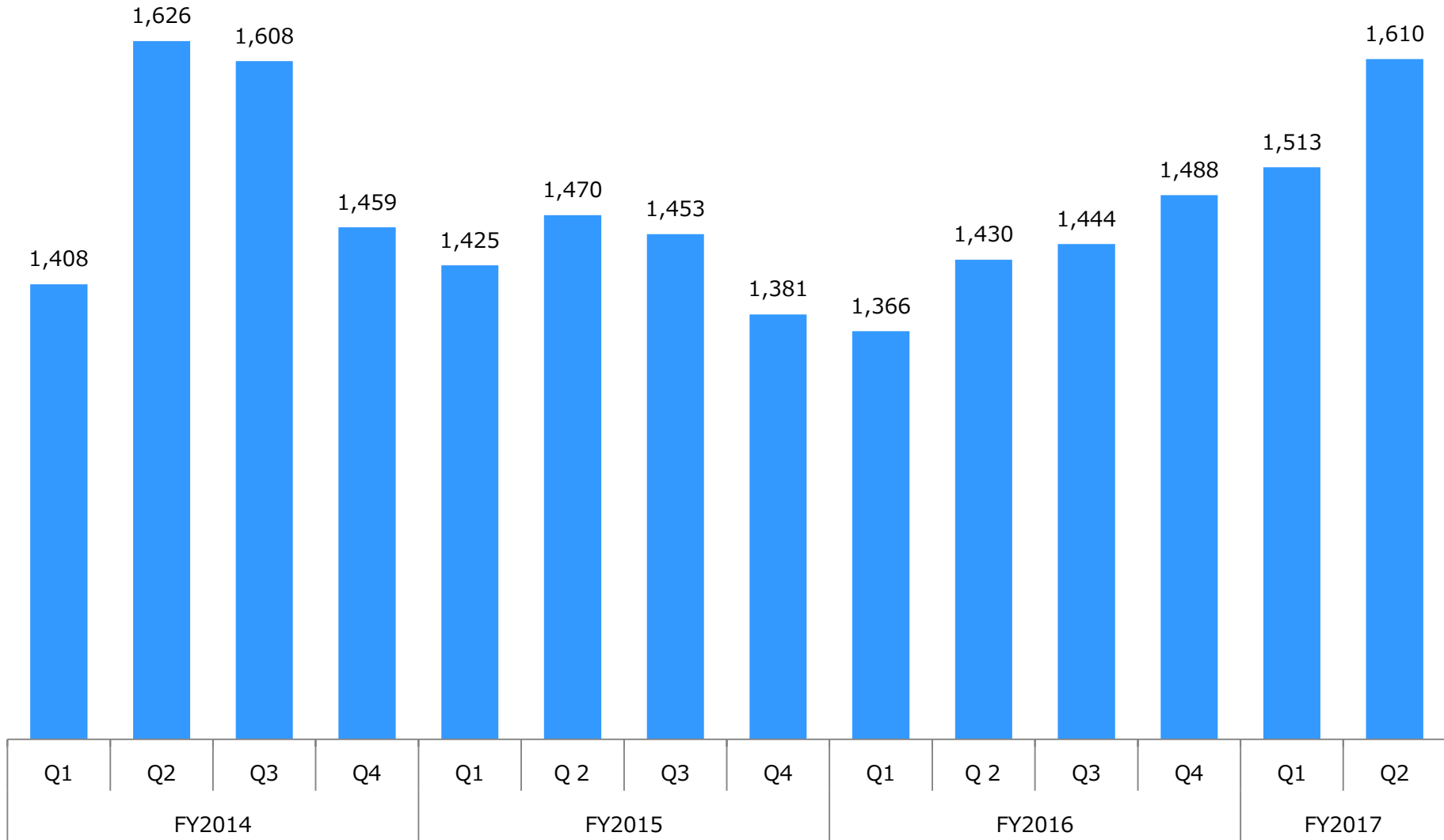


## [SGA costs]



Total SGA	2,924	3,017	3,111	3,011	2,836	2,986	2,966	2,937	2,924	3,134	3,200	3,226	3,262	3,557
Personal expenses	1,900	1,891	1,947	1,910	1,779	1,815	1,858	1,795	1,780	1,913	1,932	1,946	1,988	2,205
Rents	173	177	195	186	234	235	238	257	248	246	237	230	240	241
Advertising expenses	95	65	88	75	25	37	37	47	35	53	59	56	38	61
Depreciation and amortization	78	161	184	176	172	174	180	183	149	161	167	168	153	156
Others	675	721	695	662	624	724	651	652	711	760	802	824	841	892

[Number of employees]



※Excluding temporary staff and dispatch workers



Segment	Name	Business
Marketing Business	OPT, Inc. 	Marketing business
	CLASSIFIED 	Planning and sales of classifieds
	Crossfinity 	SEO and media consulting business
	SOLDOUT  <small>ベンチャー専業のネット販促ポーター</small>	Advertising agency for mid-sized and venture companies
	s1o interactive 	Trading desk business
	SkillUp Video Technologies 	Digital contents platform business
	ConnectOM 	Omni-channel solution business
	Search LIFE 	Internet advertising operation business
	Writeup. Co., Ltd 	Internet-related business
	Grooover, Inc. 	Native Ad and media business (incl. consulting) of smart device
	TechLoCo, Inc. 	Marketing technology proposal business for mid-, small- and medium-sized as well as growth companies
	Growth Gear Co.,Ltd 	Human resource support services business for mid-, small- and medium-sized as well as growth companies
	Platform ID 	Database business
brainy 	Advertising revenue optimization support by publisher	
Overseas Business	eMFORCE 	Internet advertising agency in South Korea
	grasia 	Marketing business for overseas
	TOKYO GETS 	Entertainment business in Japan and overseas
Investment and Value Creation Business	OPT Ventures, Inc. 	Consulting, investment, and alliance business in the US
	OPT WORKS 	Provide training and recruitment services for data scientists



**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:  
TEL: +81-3-5745-3611 Mail: [ir\\_info@opt.ne.jp](mailto:ir_info@opt.ne.jp)

<Notice>

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