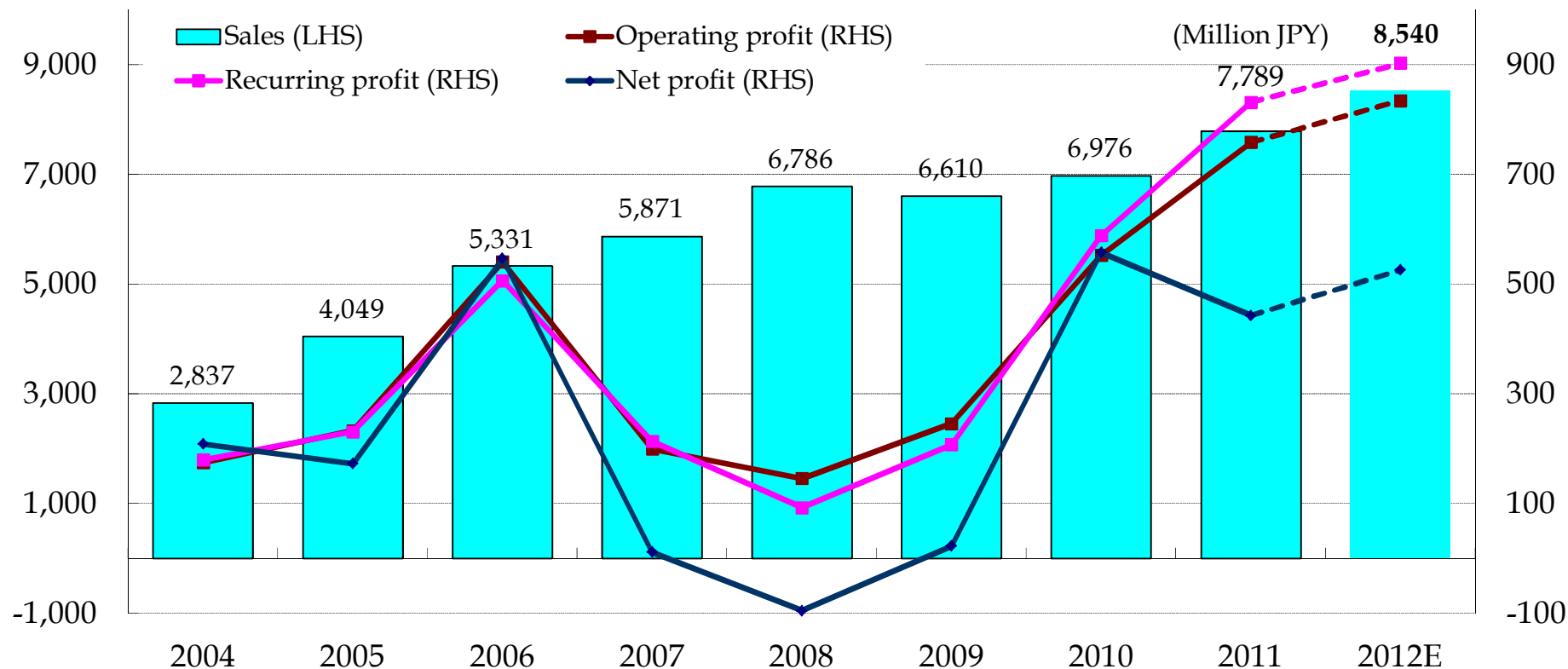




# Financials

# Historical Financial Highlights (Consolidated)

Bottomline's plunge in FY2011 was attributable to imposed corporate tax and some extraordinary losses.



(Million JPY)	2004	2005	2006	2007	2008	2009	2010	2011	2012E
Sales	2,837	4,049	5,331	5,871	6,786	6,610	6,976	7,789	8,540
Operating profit	175	233	541	200	146	246	553	759	835
Recurring profit	180	231	507	214	93	208	589	832	903
Net profit	209	173	547	12	(95)	23	558	443	526
Basic EPS	¥2,742.05	¥2,093.64	¥6,169.09	¥66.48	(¥502.66)	¥121.08	¥2,915.75	¥2,299.13	¥2,723.05

# 2011 Full-Year Consolidated Financial Results Overview

Consecutive 3-year higher sales were achieved. It was decided to close the development center in the Philippines in Q4'11, and extraordinary losses of net JPY 135 million were posted, including severance benefits to ex-management team in Q1'11 and the liquidation of overseas subsidiaries in Q3'11. (Million JPY)

	FY2011			FY2010	
		As % of sales	Y/Y Growth		As % of sales
Sales	7,789	-	11.6%	6,976	-
Cost of sales	4,798	61.6%	14.0%	4,207	60.3%
Gross Profit	2,990	38.4%	8.0%	2,769	39.7%
SG&A Expenses	2,230	28.6%	0.7%	2,215	31.8%
Operating Profit	759	9.8%	37.2%	553	7.9%
Recurring Profit	832	10.7%	41.3%	589	8.4%
Extraordinary Gains/Losses	(123)	(1.6%)	-	0	-
Pretax Profit	709	9.1%	20.4%	589	8.4%
Tax Provision	265	3.4%	-	30	0.4%
Net Profit	443	5.7%	(20.5%)	558	8.0%
Basic EPS	¥2,299.13	-	-	¥2,915.75	-

## Sales by Service

Sales in Consulting services and Storematch services gained double-digit growth. Sales in ASP services remained flat, but this was mainly due to a fall in sales in optional SEM services. Commissions, the core of ASP services, increased steadily.

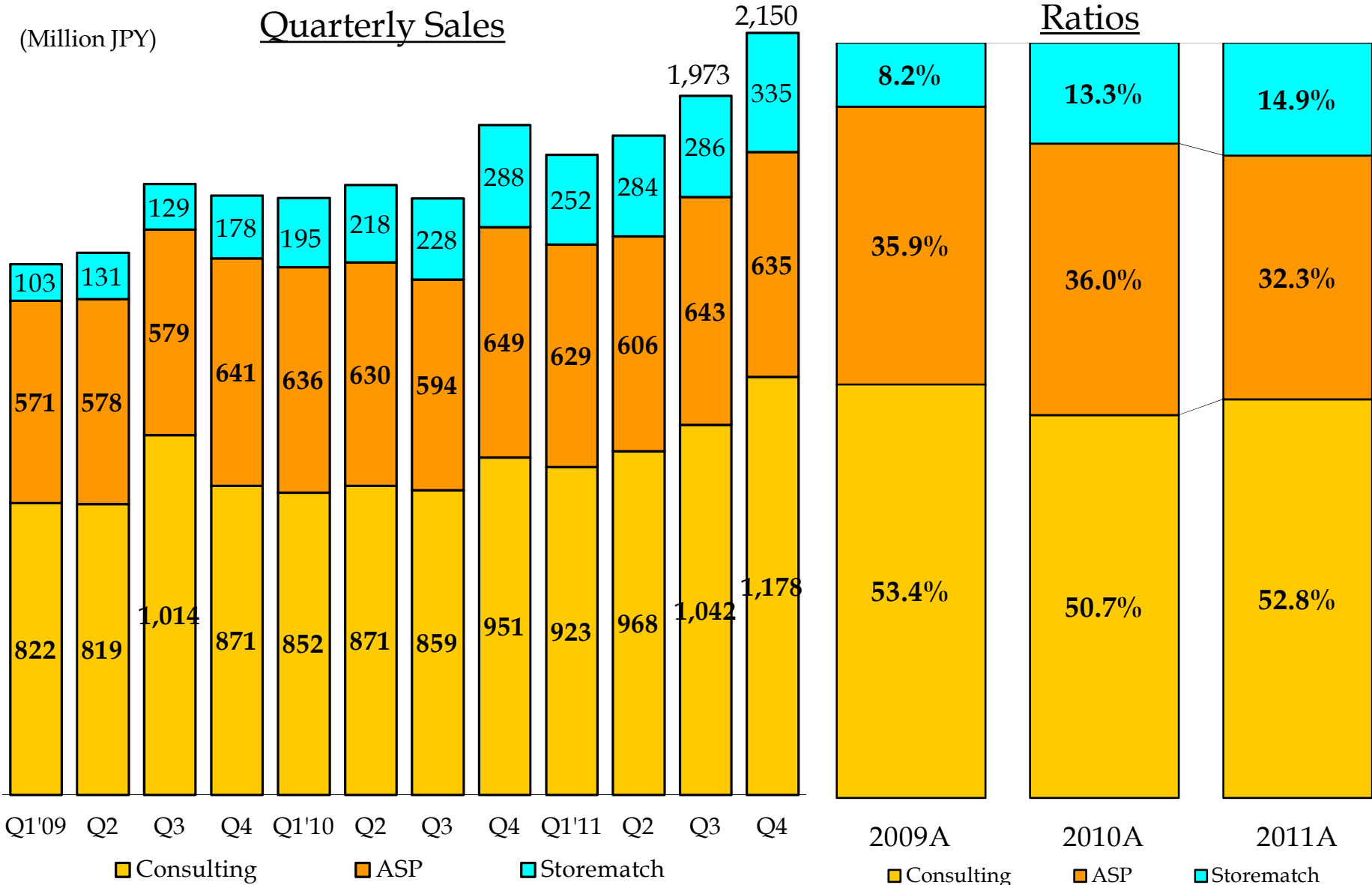
(Million JPY)

	FY2011			FY2010	
		As % of sales	Y/Y Growth		As % of sales
ASP services	2,514	32.3%	0.2%	2,510	36.0%
Consulting services	4,113	52.8%	16.4%	3,534	50.7%
Storematch services	1,159	14.9%	24.5%	931	13.3%
Total	7,789	-	11.6%	6,976	-

- Storematch services: Ad distribution service for store merchants in Yahoo Shopping.

# Quarterly Sales by Service

Quarterly sales reached JPY 2B for the first time.



# Category Breakdown in Sales

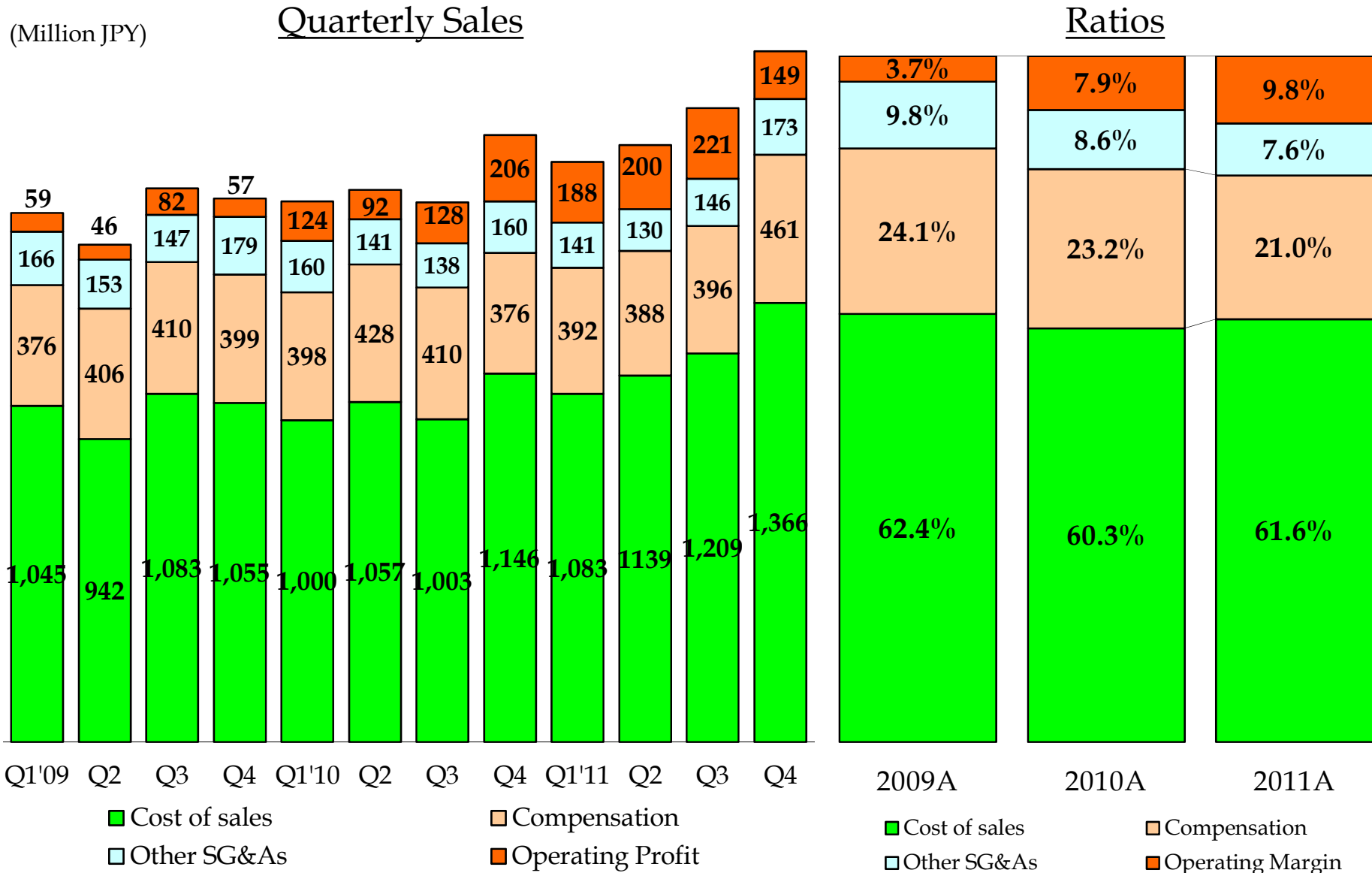
Sales remained strong in three categories of finance, online service & shopping (commodities sales), and travel / lifestyle.

—	FY2008				FY2009				FY2010				FY2011			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Finance	39.7%	39.2%	38.2%	41.1%	38.3%	38.8%	42.9%	34.1%	35.8%	31.2%	27.3%	32.7%	33.9%	34.3%	33.6%	37.2%
Online Services & Shopping	13.9%	13.2%	11.8%	9.9%	14.5%	13.6%	14.1%	18.3%	18.8%	17.6%	28.3%	21.3%	21.8%	19.3%	20.9%	21.4%
Travel / Lifestyle	13.4%	15.7%	18.4%	14.9%	14.8%	17.0%	18.0%	17.5%	17.0%	20.3%	17.9%	20.2%	20.1%	21.5%	19.8%	17.5%
Business / Jobs	9.3%	8.6%	8.7%	9.3%	8.3%	7.8%	5.6%	6.6%	7.1%	8.7%	6.9%	3.2%	3.3%	3.5%	3.5%	3.7%
Computers	9.0%	8.6%	8.1%	9.2%	8.9%	8.0%	8.0%	10.7%	8.4%	10.2%	8.8%	10.9%	9.1%	9.0%	9.7%	8.9%
Communications	4.5%	5.1%	4.7%	4.5%	4.2%	3.6%	2.3%	2.0%	2.6%	2.0%	2.4%	1.7%	1.7%	1.5%	1.3%	1.1%
Entertainment	3.8%	4.1%	3.6%	3.8%	3.2%	3.1%	2.0%	3.2%	2.8%	2.6%	1.9%	2.0%	2.3%	2.5%	2.3%	2.2%
Education	2.1%	1.2%	1.4%	1.4%	1.4%	1.4%	1.1%	1.2%	1.2%	1.1%	1.0%	1.0%	1.1%	1.0%	1.0%	1.0%
Health / Beauty	2.3%	2.6%	3.5%	3.6%	4.1%	4.9%	5.2%	5.5%	5.5%	5.2%	4.5%	6.5%	6.1%	6.9%	7.3%	6.5%
Automobiles	1.9%	1.4%	1.4%	1.1%	1.2%	0.8%	0.8%	0.9%	0.7%	0.6%	1.0%	0.5%	0.6%	0.5%	0.6%	0.5%
Others	0.1%	0.3%	0.2%	1.2%	1.1%	1.0%	-	-	-	0.6%	-	-	-	-	-	-
Five primary areas	85.3%	85.3%	85.2%	84.4%	84.8%	85.2%	88.6%	87.2%	87.1%	88.0%	89.2%	88.3%	88.2%	87.6%	87.4%	88.7%

Five primary areas are: Finance, Online Services & Shopping, Travel / Lifestyle, Business / Jobs, and Computers.

# Cost and Profit Structure - Improved Profitability

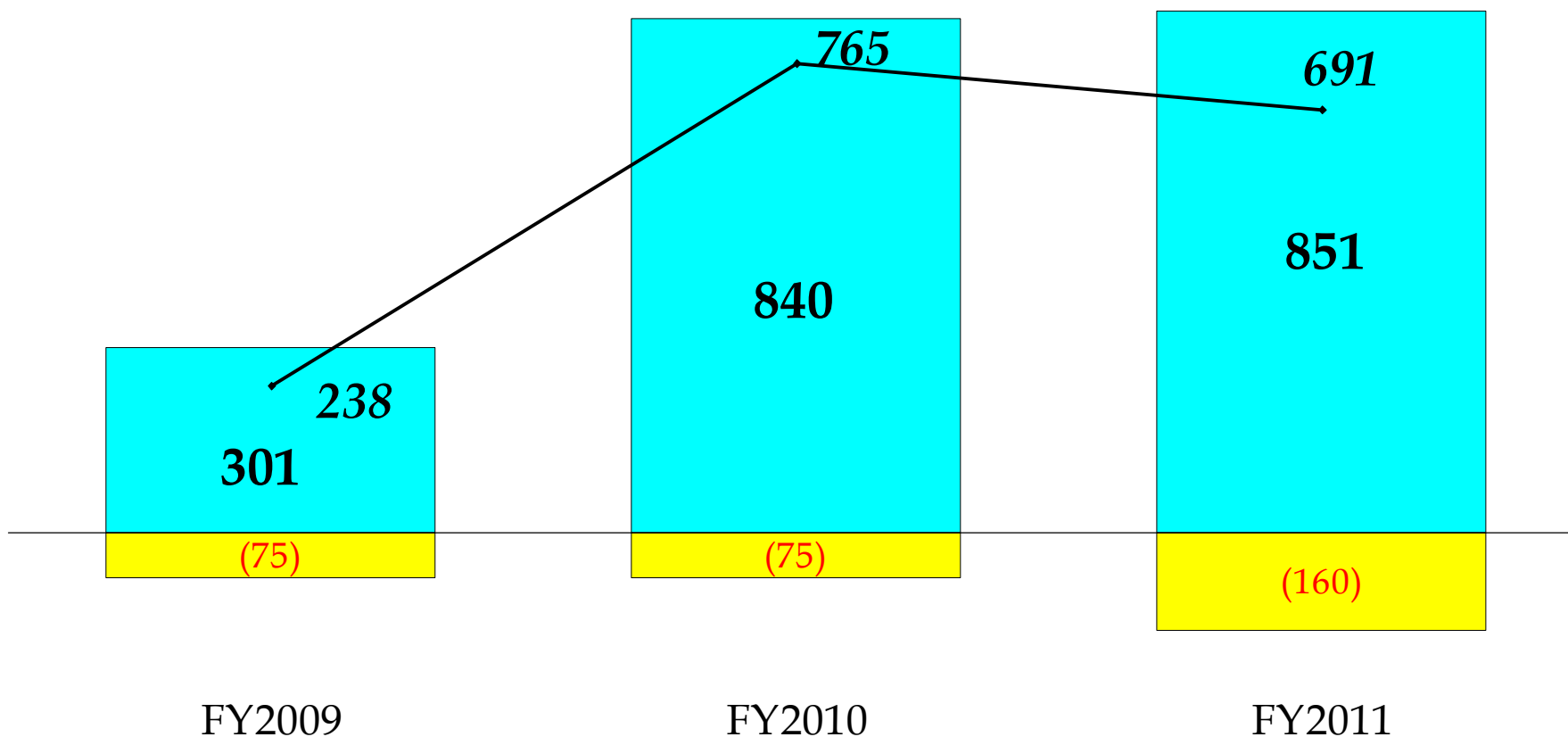
Operating margin reached approximately 10% for the full year.



# Consolidated Cash Flows

We've gained positive incremental cashflows.

(Million JPY)



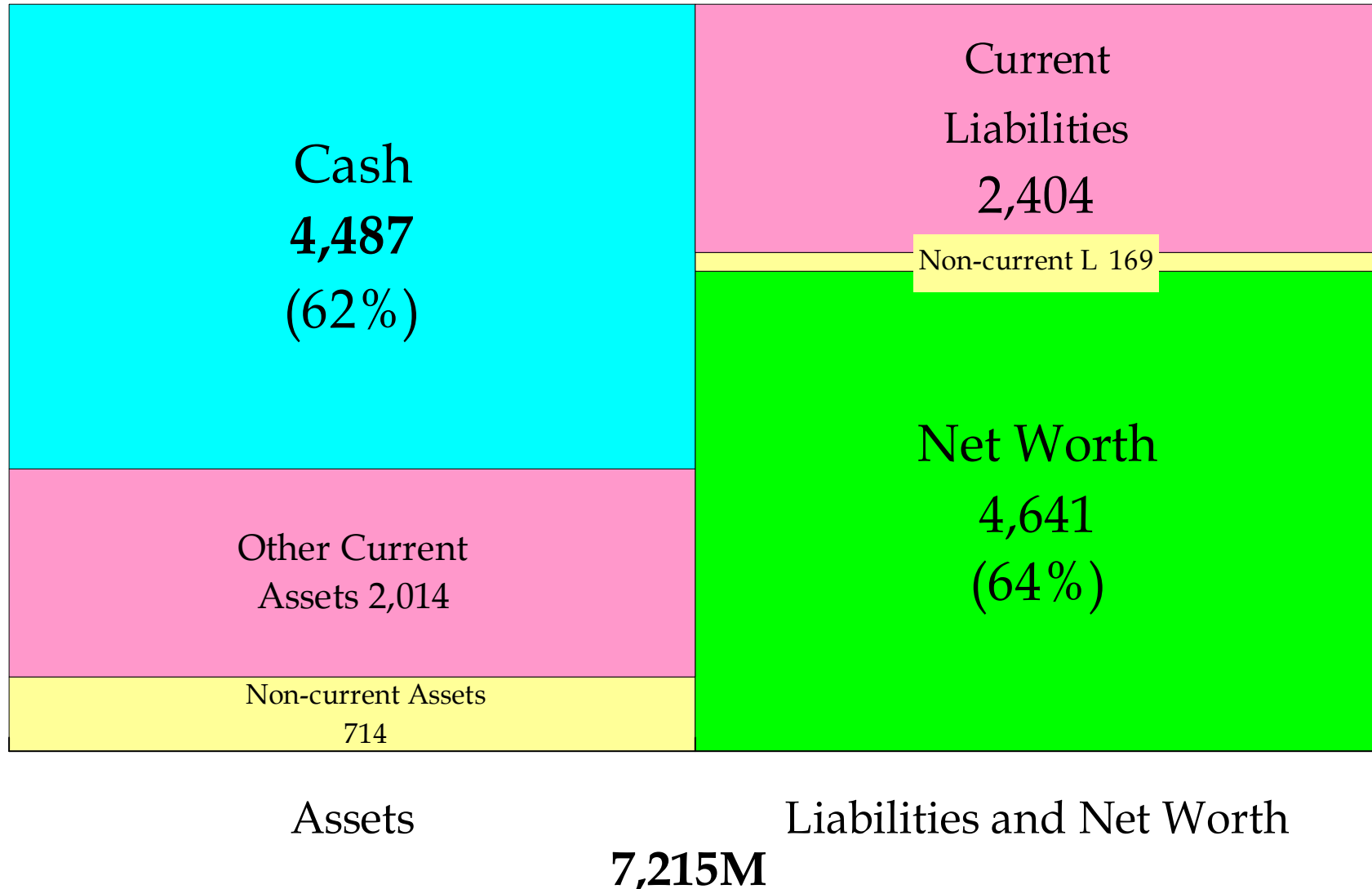
■ Cashflow from Operating activities ■ Cashflow from Investing activities

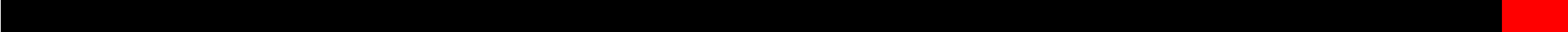
→ *Free Cashflow*

# Consolidated Balance Sheet (as of Dec 31, 2011)

Positive incremental cash inflows results in robust financial position:  
higher cash position and higher net worth.

(Million JPY)





# Earnings Outlook for FY 2012 and Dividend Policy

# 2012 Consolidated Earnings Outlook

(Million JPY)

	Interim (Jan-Jun)			Full Year		
	2011 Interim Results	Interim Outlook	Y/Y Change	2011 Full-Year Results	Full-Year Outlook	Y/Y Change
Sales	3,665	4,108	12.1%	7,789	8,540	9.6%
Operating Profit	388	369	(5.1%)	759	835	9.9%
Recurring Profit	414	401	(3.3%)	832	903	8.5%
Net Profit	199	220	10.2%	443	526	18.5%
Basic EPS	¥1,034.21	¥1,138.92	-	¥2,299.13	¥2,723.05	-

## Key assumptions

- Sales growth will outperform market growth (3.8%).
- The cost of sales ratio will remain almost in line with the year-ago level.
- SG&A expenses will increase approximately JPY 180 million Y/Y.
- We will post extraordinary losses of approximately JPY 22 million associated with the closure of the development center in Manila in the first half.

## Dividend Policy: Expected Dividends for FY 2012

	DPS		Lump-sum dividends	Payout	Dividend on equity
	Interim dividend	Year-end dividend			
FY 2010	-	¥293	¥56 million	10.0%	1.4%
FY 2011	-	¥750	¥144 million	32.6%	3.3%
FY 2012 (forecast)	¥250	¥500	-	27.5%	-

- ❑ Changed the dividend policy in November 2011 and set the target consolidated payout ratio at 30% or higher.
- ❑ Plan to pay the year-end dividend of JPY 750 in FY 2011.
- ❑ Estimate to pay the interim dividend in 2012, maintaining DPS of JPY 750 combined with a year-end dividend in FY2012. Whereas its computed payout 27.5% won't reach the target, we'll determine the final dividends, taking performance into account.