

# **FACT SHEET**

6 Months Ended September 30, 2009

# **PROTO CORPORATION**

Securities Code: 4298

# CONTENTS

Corporate Data	2
Stock Information	3
Corporate History	3
Financial Highlights (Consolidated)	4
Financial Highlights	4
Per Share Data	4
Profitability Index	4
Consolidated Balance Sheets	5
Consolidated Statements of Income	7
Consolidated Statements of Cash Flows	8
Sales Breakdown Information	8
By Segment	8
By Region	8
Financial Highlights (Non-Consolidated)	9
Non-Consolidated Balance Sheets	10
Non-Consolidated Statements of Income	12

#### **Corporate Name**

PROTO CORPORATION

#### **Founded**

October 1, 1977

#### **Established**

June 1, 1979

#### **Common Stock**

¥1,824,620 thousand

#### **Shares Outstanding**

10,470,000

#### **Head Offices**

<NAGOYA>23-14, Aoi, 1-chome, Naka-ku, Nagoya 460-0006, Japan

<TOKYO>22-2, Hongo, 2-chome, Bunkyo-ku, Tokyo 113-0033, Japan

#### **Branch Offices**

Sapporo, Sendai, Kita-Kanto, Tokyo, Hamamatsu, Hokuriku, Nagoya, Osaka, Hiroshima, Fukuoka, Kumamoto (50 Sales Outlets Nationwide/2 Head Offices, 11 Branch Offices, 37 Sales Offices)

#### **Fiscal Year-end**

March 31

#### **Board of Directors and Statutory Auditors**

Chairman and Chief Executive Officer: Hiroichi Yokoyama

President and Chief Operating Officer: Tatsuzo Irikawa

Vice President:Minoru Saito

Managing Director: Motohisa Yokoyama

Managing Director: Fujio limura

Managing Director: Atsuya Okimura

Director:Susumu Kuramoto

Director: Mitsuhiro Munehira

Director:Toru Shiraki

Director:Shigeyoshi Shimizu

Director: Kenji Kamiya

Standing Statutory Auditor: Kenichi Mizuno

Statutory Auditor: Wataru Shiomi

Statutory Auditor: Yoshio Arima

#### **Number of Employees**

Consolidated:743 (Parent:639)

#### **Stock Exchange Listing**

JASDAQ (Listed on September 12, 2001)

#### **URL**

http://www.proto-g.co.jp/

#### Subsidiary (As of October 1, 2009)

REPAIR-TECH INC.

MARS FLAG Corporation

PROTO DATA CENTER

GOO AUTO EXCHANGE INC.

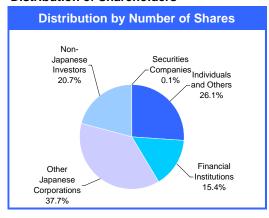
SYSTEM-ONE Corporation

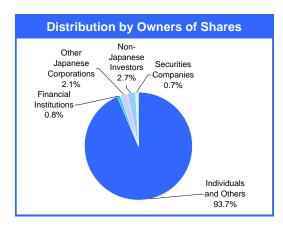
Medical CUBIC CO., LTD

PROTO (SHANGHAI) ADVERTISING CO., LTD

PROTO (SHANGHAI) BROKERAGE CO., LTD

#### **Distribution of Shareholders**





#### **Major Shareholders**

Shareholder	Number of Shares Held (Thousand)	Ownership(%)
(1) Mugen Corporation	3,403	32.50
(2) Japan Trustee Services Bank, Ltd. (Trust Account)	878	8.38
(3) Hiroichi Yokoyama	750	7.16
(4) JPMCB Omnibus US Pension Treaty Jasdec 380052	487	4.65
(5) Yoshihiro Yokoyama	486	4.64
(6) CBHK Gogent Hunterhall GL Ethic	307	2.93
(7) Mellon Bank ABN Amro Global Custody N.V.	265	2.53
(8) The Master Trust Bank of Japan, Ltd. (Trust Account)	207	1.97
(9) Mellon Bank, N.A. as Agent for Its Client Mellon Omnibus US Pension	196	1.87
(10) Minoru Saito	169	1.61

## **Corporate History**

October, 1977	"Used Vehicle Tsushin" (now "Goo") launched
June, 1979	Project Eight Corporation (now PROTO Corporation) established
August, 1985	"Auction Information Weekly" launched
October, 1992	"Used Vehicle Tsushin" name changed to "Goo"
December, 1992	"Goo Osaka Edition" launched, marking start of nationwide expansion
October, 1995	"Goo Tokyo Metropolitan Area Edition" launched
April, 1996	"Data Line" used car data search system developed, marking launch of information service
October, 1996	Used vehicle information search site "Goo-net" marks start of online information service
October, 1999	"Blue Book" guide to used vehicle prices launched
October, 1999	Starts providing automobile-related information as an official i-Mode site in collaboration with
	NTT DOCOMO
August, 2001	"Goo Bike" information magazine launched
March, 2002	"Goo Parts" car parts information magazine launched
August, 2002	"Vee SCHOOL" launched, marking entry to cultural-related information business
August, 2006	"Goo-net Auction" launched as a C-to-B used vehicle trading service
October, 2006	"Oasis Navi" launched as online information search site for nursing homes
July, 2007	"Kaigo Kyujin Navi" launched as recruiting/outplacement information service for nursing,
	medical, and welfare facilities
February, 2009	"Nurse Agent" launched as outplacement information service for nursing
June, 2009	"Goo Auto Exchange" launched as a used car trading service for Overseas buyers and
	Japanese car dealers

## **Financial Highlights (Consolidated)**

#### **Financial Highlights** \*For the years ended March 31 (Thousands of Yen) 2008/4-9 2008\* 2009\* 2007/4-9 2009/4-9 **Net Sales** 22,893,978 23,657,565 11,345,414 11,768,353 12,320,001 Operating Income 3,771,517 5,384,741 1,904,179 3,052,030 3,103,682 Ordinary Income 3,837,768 5,400,297 1,929,350 3,061,772 3,134,948 Net Income 1,838,008 3,187,129 938,720 1,836,068 1,852,662 Net Assets (As of September 30) 12,434,185 14,865,078 12,060,599 13,938,940 16,381,807 Total Assets (As of September 30) 19,023,424 21,608,731 22,859,770 18,960,021 21,014,363 Common Stock (As of September 30) 1,824,620 1,824,620 1,824,620 1,824,620 1,824,620 Shares Outstanding (As of September 30) 10,470,000 10,470,000 10,470,000 10,470,000 10,470,000 Number of Employees (As of September 30) 685 650 685 716 743

**Per Share Data** 

\*For the years ended March 31

(Yen)

	2008*	2009*	2007/4-9	2008/4-9	2009/4-9
Earnings Per Share (EPS)	175.69	304.67	89.73	175.52	177.11
Book-value Per Share (BPS)	1,176.24	1,413.52	1,115.59	1,322.46	1,557.78
Annual Cash Dividends	50	70	25	35	35

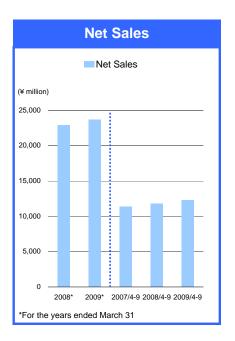
#### **Profitability Index**

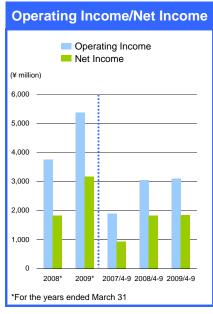
\*For the years ended March 31

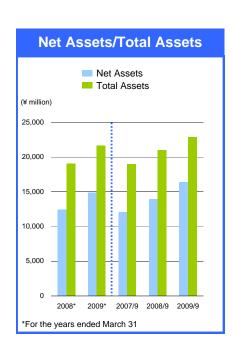
	2008*	2009*	2007/4-9	2008/4-9	2009/4-9
Operating Income Ratio	16.5%	22.8%	16.8%	25.9%	25.2%
Return on Equity (ROE)*1	15.8%	23.5%	-	-	-
Return on Asset (ROA) *2	20.8%	26.6%	-	-	-

<sup>\*1</sup> ROE:Net Income/Equity Capital

<sup>\*2</sup> ROA:Ordinary Income/Net Asset







## **Consolidated Balance Sheets**

		(~	Thousands of Yen)
	2007/9	2008/9	2009/9
<assets></assets>			
Current Assets			
Cash	8,853,784	10,504,304	9,716,801
Notes and accounts receivable-trade	2,792,279	2,262,340	2,401,352
Finished goods and merchandise	34,342	14,044	6,314
Work in process	21,696	20,349	59,685
Raw materials and supplies	9,984	4,427	3,828
Deferred tax assets	146,137	305,572	315,167
Other current assets	275,778	314,312	355,894
Allowance for doubtful accounts	(4,251)	(1,654)	(1,125)
Total Current Assets	12,129,751	13,423,696	12,857,919
Fixed Assets			
Tangible Fixed Assets			
Buildings and structures	1,821,633	1,885,698	3,237,628
Land	2,174,459	3,138,392	3,900,031
Other tangible fixed assets	145,137	119,294	64,890
Total Tangible Fixed Assets	4,141,230	5,143,385	7,202,551
Intangible Fixed Assets			
Goodwill	89,123	58,794	122,575
Other intangible fixed assets	177,612	166,582	173,346
Total Intangible Fixed Assets	266,735	225,377	295,922
Investments and Other Assets			
Investments in securities	828,247	484,221	724,695
Deferred tax assets	339,160	429,644	481,700
Other investments	1,280,603	1,333,275	1,328,453
Allowance for doubtful accounts	(25,707)	(25,235)	(31,471)
Total Investments and Other Assets	2,422,303	2,221,905	2,503,377
Total Fixed Assets	6,830,269	7,590,667	10,001,851
Total Assets	18,960,021	21,014,363	22,859,770

## **Consolidated Balance Sheets**

Cliabilities>         Current Liabilities           Notes and accounts payable-trade         1,793,439         1,226,215         750,565           Accrued expenses         1,261,633         1,246,981         1,376,748           Accrued income taxes         989,158         1,550,338         1,434,221           Advances received         2,002,575         2,155,839         2,026,263           Allowance for sales returns         47,558         53,621         46,065           Allowance for bonus payable         30,011         37,266         33,234           Other current liabilities         215,558         214,187         243,223           Total Current Liabilities         1,589         -         -           Allowance for employee' retirement benefits         1,589         -         -           Allowance for employee' retirement benefits         1,589         -         -           Allowance for employee' retirement benefits         184,333         186,825         202,975           Negative goodwill         -         29,760         36,578           Other long-term Liabilities         346,711         344,152         328,088           Total Liabilities         559,486         590,974         567,642           Total Liabilities				(Thousands of Yen)
Current Liabilities         1,793,439         1,226,215         750,565           Accrued expenses         1,261,633         1,246,981         1,376,748           Accrued income taxes         989,158         1,550,338         1,434,221           Advances received         2,002,575         2,155,839         2,026,626           Allowance for bonus payable         30,011         37,266         33,234           Other current liabilities         215,558         214,187         243,223           Total Current Liabilities         1,589         5,910,320           Comg-Term Liabilities         1,589         6,844,449         5,910,320           Allowance for employee' retirement benefits         26,852         30,236         6,           Allowance for directors' retirement benefits         1,889         6,29,75         6,7           Allowance for directors' retirement benefits         1,889         7,0         6,2           Allowance for directors' retirement benefits         1,889         7,0         6,2           Other long-term liabilities         1,84,333         186,825         202,975           Negative goodwill         7,0         29,760         36,578           Other long-term Liabilities         346,711         344,152         32,808		2007/9	2008/9	2009/9
Notes and accounts payable-trade         1,793,439         1,226,215         750,565           Accrued expenses         1,261,633         1,246,981         1,376,748           Accrued income taxes         989,158         1,550,338         1,434,221           Advances received         2,002,575         2,155,839         2,026,263           Allowance for sales returns         47,558         53,621         46,065           Allowance for bonus payable         30,011         37,266         33,234           Other current liabilities         215,558         214,187         243,223           Total Current Liabilities         6,339,935         6,484,449         5,910,320           Long-Term Liabilities         1,589         -         -           Allowance for employee' retirement benefits         26,852         30,236         -           Allowance for directors' retirement benefits         184,333         186,825         20,29,75           Other long-term liabilities         346,711         344,152         328,088           Total Long-Term Liabilities         346,711         344,152         328,088           Total Liabilities         559,486         590,974         567,642           Total Liabilities         2,011,536         2,011,537 <td< td=""><td><liabilities></liabilities></td><td></td><td></td><td></td></td<>	<liabilities></liabilities>			
Accrued expenses         1,261,633         1,246,981         1,376,748           Accrued income taxes         989,158         1,550,338         1,434,221           Advances received         2,002,575         2,155,839         2,026,263           Allowance for sales returns         47,558         53,621         46,065           Allowance for bonus payable         30,011         37,266         33,234           Other current liabilities         6,339,935         6,484,449         25,1032           Total Current Liabilities         6,339,935         6,484,449         5,910,320           Long-Term Liabilities         1,589         -         -           Allowance for employee' retirement benefits         26,852         30,236         -           Allowance for directors' retirement benefits         184,333         186,825         202,975           Negative goodwill         2,9760         36,578           Other long-term Liabilities         346,711         344,152         328,088           Total Labilities         559,486         590,974         567,622           Allowance for directors' retirement benefits         346,711         344,152         328,088           Total Liabilities         1,824,620         59,486         590,974         567,	Current Liabilities			
Accrued income taxes         989,158         1,550,338         1,434,221           Advances received         2,002,575         2,155,839         2,026,263           Allowance for sales returns         47,558         53,621         46,065           Allowance for bonus payable         30,011         37,266         33,234           Other current liabilities         215,558         214,187         243,223           Total Current Liabilities         6,339,935         6,484,449         5,910,320           Long-Term Liabilities         1,589         -         -           Deferred tax liabilities         1,589         -         -           Allowance for employee' retirement benefits         26,852         30,236         -           Allowance for directors' retirement benefits         184,333         186,825         202,975           Negative goodwill         -         29,760         36,578           Other long-term liabilities         346,711         344,152         328,088           Total Liabilities         559,486         590,974         567,642           Total Liabilities         6,899,421         7,075,423         6,477,962           Net Assets>         5         346,711         344,620         1,824,620	Notes and accounts payable-trade	1,793,439	1,226,215	750,565
Advances received         2,002,575         2,155,839         2,026,263           Allowance for sales returns         47,558         53,621         46,065           Allowance for bonus payable         30,011         37,266         33,234           Other current liabilities         215,558         214,187         243,223           Total Current Liabilities         6,339,935         6,484,449         5,910,320           Long-Term Liabilities         1,589         -         -         -           Allowance for employee' retirement benefits         26,852         30,236         -         -           Allowance for directors' retirement benefits         184,333         186,825         202,975         -           Allowance for directors' retirement benefits         346,711         344,152         328,088         -         -         29,760         36,578         -         -         29,760         36,578         -         -         -         -         29,760         36,578         -	Accrued expenses	1,261,633	1,246,981	1,376,748
Allowance for sales returns       47,558       53,621       46,065         Allowance for bonus payable       30,011       37,266       32,234         Other current liabilities       215,558       214,187       243,223         Total Current Liabilities       6,339,935       6,484,449       5,910,320         Long-Term Liabilities       3,589       -       -       -         Allowance for employee' retirement benefits       26,852       30,236       -       -         Allowance for directors' retirement benefits       184,333       186,825       202,975         Negative goodwill       -       29,760       36,578         Other long-term liabilities       346,711       344,152       328,088         Total Long-Term Liabilities       559,486       590,974       567,642         Net Assets>         Shareholders' Equity       2,011,536       2,011,536       2,011,536         Capital surplus       2,011,536       2,011,536       2,011,736         Other surplus       7,802,245       10,014,529       12,485,999         Treasury stock       8,954       11,356       12,513         Total Shareholders' Equity       11,629,446       13,839,380       16,309,842         Valuation	Accrued income taxes	989,158	1,550,338	1,434,221
Allowance for bonus payable         30,011         37,266         33,234           Other current liabilities         215,558         214,187         243,223           Total Current Liabilities         6,339,935         6,484,449         5,910,320           Long-Term Liabilities         1,589         -         -           Deferred tax liabilities         1,589         -         -           Allowance for employee' retirement benefits         26,852         30,236         -           Allowance for directors' retirement benefits         184,333         186,825         202,975           Negative goodwill         -         29,760         36,578           Other long-term liabilities         346,711         344,152         328,088           Total Long-Term Liabilities         559,486         590,974         567,642           Total Liabilities         6,899,421         7,075,423         6,477,962           Net Assets>         Shareholders' Equity         2,011,536         2,011,537         2,011,736           Capital surplus         2,011,536         2,011,536         16,39,942           Total Shareholders' Equity         1,629,446         13,839,380         16,309,842           Valuation and Translation Adjustments         (12,693)         (2	Advances received	2,002,575	2,155,839	2,026,263
Other current liabilities         215,558         214,187         243,223           Total Current Liabilities         6,339,935         6,484,449         5,910,320           Long-Term Liabilities         3,589         -         -           Deferred tax liabilities         1,589         -         -           Allowance for employee' retirement benefits         26,852         30,236         -           Allowance for directors' retirement benefits         184,333         186,825         202,975           Negative goodwill         -         29,760         36,578           Other long-term liabilities         346,711         344,152         328,088           Total Long-Term Liabilities         559,486         590,974         567,642           Total Liabilities         6,899,421         7,075,423         6,477,962           Negative goodwill         -         29,760         36,788           Total Liabilities         6,899,421         7,075,423         6,477,962           Negative goodwill         -         1,824,620         1,824,620         1,824,620           Total Liabilities         1,824,620         1,824,620         1,824,620         1,824,620         1,824,620         1,824,620         1,824,620         1,824,620         1,82	Allowance for sales returns	47,558	53,621	46,065
Total Current Liabilities         6,339,935         6,484,449         5,910,320           Long-Term Liabilities         1,589         -         -         -           Allowance for employee' retirement benefits         26,852         30,236         -         -           Allowance for directors' retirement benefits         184,333         186,825         202,975         Negative goodwill         -         29,760         36,578         Other long-term liabilities         346,711         344,152         328,088         Total Long-Term Liabilities         559,486         590,974         567,642         567,642         Total Liabilities         6,899,421         7,075,423         6,477,962         4,7962	Allowance for bonus payable	30,011	37,266	33,234
Long-Term Liabilities         1,589         -         -           Deferred tax liabilities         1,589         -         -           Allowance for employee' retirement benefits         26,852         30,236         -           Allowance for directors' retirement benefits         184,333         186,825         202,975           Negative goodwill         -         29,760         36,578           Other long-term liabilities         346,711         344,152         328,088           Total Long-Term Liabilities         559,486         590,974         567,642           Total Long-Term Liabilities         6,899,421         7,075,423         6,477,962           Net Assets>         8         590,974         567,642           Total Liabilities         1,824,620         1,824,620         6,477,962           Net Assets>         2         1,824,620	Other current liabilities	215,558	214,187	243,223
Deferred tax liabilities         1,589         -         -           Allowance for employee' retirement benefits         26,852         30,236         -           Allowance for directors' retirement benefits         184,333         186,825         202,975           Negative goodwill         -         29,760         36,578           Other long-term liabilities         346,711         344,152         328,088           Total Long-Term Liabilities         559,486         590,974         567,682           Total Liabilities         6,899,421         7,075,423         6,477,962           Net Assets>         8         590,974         567,682           Total Liabilities         5,899,421         7,075,423         6,477,962           Net Assets>         8         590,974         567,682           Total Liabilities         1,824,620         1,824,620         1,824,620           Common stock         1,824,620         1,824,620         1,824,620           Capital surplus         7,802,245         10,014,529         12,485,999           Treasury stock         (8,954)         (11,356)         (12,513)           Total Shareholders' Equity         11,629,446         13,839,380         16,309,842           Valuation and Transl	Total Current Liabilities	6,339,935	6,484,449	5,910,320
Allowance for employee' retirement benefits         26,852         30,236         -           Allowance for directors' retirement benefits         184,333         186,825         202,975           Negative goodwill         -         29,760         36,578           Other long-term liabilities         346,711         344,152         328,088           Total Long-Term Liabilities         559,486         590,974         567,642           Total Liabilities         6,899,421         7,075,423         6,477,962           Net Assets>         Shareholders' Equity         324,620         1,824,620	Long-Term Liabilities			
Allowance for directors' retirement benefits       184,333       186,825       202,975         Negative goodwill       -       29,760       36,578         Other long-term liabilities       346,711       344,152       328,088         Total Long-Term Liabilities       559,486       590,974       567,642         Total Liabilities       6,899,421       7,075,423       6,477,962 <net assets="">       **Net Assets**       **Net Assets**       **Net Assets**         Shareholders' Equity       1,824,620       1,824,620       1,824,620         Capital surplus       2,011,536       2,011,587       2,011,736         Other surplus       7,802,245       10,014,529       12,485,999         Treasury stock       (8,954)       (11,356)       (12,513)         Total Shareholders' Equity       11,629,446       13,839,380       16,309,842         Valuation and Translation Adjustments       (12,693)       (27,918)       (18,458)         Foreign exchange adjustment account       54,235       22,572       3,674         Total Valuation and Translation Adjustments       41,541       (5,346)       (14,783)         Minority Interests       389,611       104,906       86,748         Total Net Assets       12,060,599</net>	Deferred tax liabilities	1,589	-	-
Negative goodwill         -         29,760         36,578           Other long-term liabilities         346,711         344,152         328,088           Total Long-Term Liabilities         559,486         590,974         567,642           Total Liabilities         6,899,421         7,075,423         6,477,962 <net assets="">         Shareholders' Equity         559,486         1,824,620         1,824,620         1,824,620         1,824,620         1,824,620         1,824,620         1,824,620         1,824,620         1,824,620         1,824,620         2,011,536         2,011,537         2,011,736         0,014,529         12,485,999         12,485,999         12,485,999         10,014,529         12,485,999         12,485,999         10,014,529         12,485,999         10,014,529         12,485,999         10,014,529         12,485,999         16,309,842         10,014,529         12,485,999         10,014,529         12,485,999         16,309,842         10,014,529         13,839,380         16,309,842         10,014,529         11,531         10,014,529         11,531         10,309,842         10,014,529         12,513         10,014,529         12,630,842         10,014,529         12,630,842         10,014,529         12,630,842         10,014,529         12,631,842         10,014,529</net>	Allowance for employee' retirement benefits	26,852	30,236	-
Other long-term liabilities         346,711         344,152         328,088           Total Long-Term Liabilities         559,486         590,974         567,642           Total Liabilities         6,899,421         7,075,423         6,477,962           < Net Assets>         Shareholders' Equity           Common stock         1,824,620         1,824,620         1,824,620           Capital surplus         2,011,536         2,011,587         2,011,736           Other surplus         7,802,245         10,014,529         12,485,999           Treasury stock         (8,954)         (11,356)         (12,513)           Total Shareholders' Equity         11,629,446         13,839,380         16,309,842           Valuation and Translation Adjustments         (12,693)         (27,918)         (18,458)           Foreign exchange adjustment account         54,235         22,572         3,674           Total Valuation and Translation Adjustments         41,541         (5,346)         (14,783)           Minority Interests         389,611         104,906         86,748           Total Net Assets         12,060,599         13,938,940         16,381,807	Allowance for directors' retirement benefits	184,333	186,825	202,975
Total Long-Term Liabilities         559,486         590,974         567,642           Total Liabilities         6,899,421         7,075,423         6,477,962           Net Assets>         Shareholders' Equity           Common stock         1,824,620         1,824,620         1,824,620           Capital surplus         2,011,536         2,011,587         2,011,736           Other surplus         7,802,245         10,014,529         12,485,999           Treasury stock         (8,954)         (11,356)         (12,513)           Total Shareholders' Equity         11,629,446         13,839,380         16,309,842           Valuation and Translation Adjustments         Unrealized losses on other securities, net of tax         (12,693)         (27,918)         (18,458)           Foreign exchange adjustment account         54,235         22,572         3,674           Total Valuation and Translation Adjustments         41,541         (5,346)         (14,783)           Minority Interests         389,611         104,906         86,748           Total Net Assets         12,060,599         13,938,940         16,381,807	Negative goodwill	-	29,760	36,578
Total Liabilities         6,899,421         7,075,423         6,477,962           ✓Net Assets>         Shareholders' Equity           Common stock         1,824,620         1,824,620         1,824,620           Capital surplus         2,011,536         2,011,587         2,011,736           Other surplus         7,802,245         10,014,529         12,485,999           Treasury stock         (8,954)         (11,356)         (12,513)           Total Shareholders' Equity         11,629,446         13,839,380         16,309,842           Valuation and Translation Adjustments         (12,693)         (27,918)         (18,458)           Foreign exchange adjustment account         54,235         22,572         3,674           Total Valuation and Translation Adjustments         41,541         (5,346)         (14,783)           Minority Interests         389,611         104,906         86,748           Total Net Assets         12,060,599         13,938,940         16,381,807	Other long-term liabilities	346,711	344,152	328,088
Net Assets>         Shareholders' Equity         Common stock       1,824,620       1,824,620       1,824,620         Capital surplus       2,011,536       2,011,587       2,011,736         Other surplus       7,802,245       10,014,529       12,485,999         Treasury stock       (8,954)       (11,356)       (12,513)         Total Shareholders' Equity       11,629,446       13,839,380       16,309,842         Valuation and Translation Adjustments         Unrealized losses on other securities, net of tax       (12,693)       (27,918)       (18,458)         Foreign exchange adjustment account       54,235       22,572       3,674         Total Valuation and Translation Adjustments       41,541       (5,346)       (14,783)         Minority Interests       389,611       104,906       86,748         Total Net Assets       12,060,599       13,938,940       16,381,807	Total Long-Term Liabilities	559,486	590,974	567,642
Shareholders' Equity           Common stock         1,824,620         1,824,620         1,824,620           Capital surplus         2,011,536         2,011,587         2,011,736           Other surplus         7,802,245         10,014,529         12,485,999           Treasury stock         (8,954)         (11,356)         (12,513)           Total Shareholders' Equity         11,629,446         13,839,380         16,309,842           Valuation and Translation Adjustments         (12,693)         (27,918)         (18,458)           Foreign exchange adjustment account         54,235         22,572         3,674           Total Valuation and Translation Adjustments         41,541         (5,346)         (14,783)           Minority Interests         389,611         104,906         86,748           Total Net Assets         12,060,599         13,938,940         16,381,807	Total Liabilities	6,899,421	7,075,423	6,477,962
Common stock       1,824,620       1,824,620       1,824,620       1,824,620         Capital surplus       2,011,536       2,011,587       2,011,736         Other surplus       7,802,245       10,014,529       12,485,999         Treasury stock       (8,954)       (11,356)       (12,513)         Total Shareholders' Equity       11,629,446       13,839,380       16,309,842         Valuation and Translation Adjustments       (12,693)       (27,918)       (18,458)         Foreign exchange adjustment account       54,235       22,572       3,674         Total Valuation and Translation Adjustments       41,541       (5,346)       (14,783)         Minority Interests       389,611       104,906       86,748         Total Net Assets       12,060,599       13,938,940       16,381,807	<net assets=""></net>			
Capital surplus       2,011,536       2,011,587       2,011,736         Other surplus       7,802,245       10,014,529       12,485,999         Treasury stock       (8,954)       (11,356)       (12,513)         Total Shareholders' Equity       11,629,446       13,839,380       16,309,842         Valuation and Translation Adjustments       Unrealized losses on other securities, net of tax       (12,693)       (27,918)       (18,458)         Foreign exchange adjustment account       54,235       22,572       3,674         Total Valuation and Translation Adjustments       41,541       (5,346)       (14,783)         Minority Interests       389,611       104,906       86,748         Total Net Assets       12,060,599       13,938,940       16,381,807	Shareholders' Equity			
Other surplus         7,802,245         10,014,529         12,485,999           Treasury stock         (8,954)         (11,356)         (12,513)           Total Shareholders' Equity         11,629,446         13,839,380         16,309,842           Valuation and Translation Adjustments         Unrealized losses on other securities, net of tax         (12,693)         (27,918)         (18,458)           Foreign exchange adjustment account         54,235         22,572         3,674           Total Valuation and Translation Adjustments         41,541         (5,346)         (14,783)           Minority Interests         389,611         104,906         86,748           Total Net Assets         12,060,599         13,938,940         16,381,807	Common stock	1,824,620	1,824,620	1,824,620
Treasury stock         (8,954)         (11,356)         (12,513)           Total Shareholders' Equity         11,629,446         13,839,380         16,309,842           Valuation and Translation Adjustments         Unrealized losses on other securities, net of tax         (12,693)         (27,918)         (18,458)           Foreign exchange adjustment account         54,235         22,572         3,674           Total Valuation and Translation Adjustments         41,541         (5,346)         (14,783)           Minority Interests         389,611         104,906         86,748           Total Net Assets         12,060,599         13,938,940         16,381,807	Capital surplus	2,011,536	2,011,587	2,011,736
Total Shareholders' Equity         11,629,446         13,839,380         16,309,842           Valuation and Translation Adjustments         Unrealized losses on other securities, net of tax         (12,693)         (27,918)         (18,458)           Foreign exchange adjustment account         54,235         22,572         3,674           Total Valuation and Translation Adjustments         41,541         (5,346)         (14,783)           Minority Interests         389,611         104,906         86,748           Total Net Assets         12,060,599         13,938,940         16,381,807	Other surplus	7,802,245	10,014,529	12,485,999
Valuation and Translation Adjustments         Unrealized losses on other securities, net of tax       (12,693)       (27,918)       (18,458)         Foreign exchange adjustment account       54,235       22,572       3,674         Total Valuation and Translation Adjustments       41,541       (5,346)       (14,783)         Minority Interests       389,611       104,906       86,748         Total Net Assets       12,060,599       13,938,940       16,381,807	Treasury stock	(8,954)	(11,356)	(12,513)
Unrealized losses on other securities, net of tax       (12,693)       (27,918)       (18,458)         Foreign exchange adjustment account       54,235       22,572       3,674         Total Valuation and Translation Adjustments       41,541       (5,346)       (14,783)         Minority Interests       389,611       104,906       86,748         Total Net Assets       12,060,599       13,938,940       16,381,807	Total Shareholders' Equity	11,629,446	13,839,380	16,309,842
Foreign exchange adjustment account         54,235         22,572         3,674           Total Valuation and Translation Adjustments         41,541         (5,346)         (14,783)           Minority Interests         389,611         104,906         86,748           Total Net Assets         12,060,599         13,938,940         16,381,807	Valuation and Translation Adjustments			
Total Valuation and Translation Adjustments         41,541         (5,346)         (14,783)           Minority Interests         389,611         104,906         86,748           Total Net Assets         12,060,599         13,938,940         16,381,807	Unrealized losses on other securities, net of tax	(12,693)	(27,918)	(18,458)
Minority Interests         389,611         104,906         86,748           Total Net Assets         12,060,599         13,938,940         16,381,807	Foreign exchange adjustment account	54,235	22,572	3,674
Total Net Assets 12,060,599 13,938,940 16,381,807	Total Valuation and Translation Adjustments	41,541	(5,346)	(14,783)
	Minority Interests	389,611	104,906	86,748
Total Liabilities and Net Assets 18,960,021 21,014,363 22,859,770	Total Net Assets	12,060,599	13,938,940	16,381,807
	Total Liabilities and Net Assets	18,960,021	21,014,363	22,859,770

# **Consolidated Statements of Income**

			(Thousands of Yen)
	2007/4-9	2008/4-9	2009/4-9
Net Sales	11,345,414	11,768,353	12,320,001
Cost of Sales	5,044,519	4,459,246	4,827,498
Reversal of allowance for sales returns	45,638	54,224	51,357
Provision for allowance for sales returns	47,558	53,621	46,065
Gross Profit	6,298,975	7,309,710	7,497,794
Selling, General and Administrative Expenses			
Salaries for directors and employees	1,865,029	1,854,575	2,012,025
Provision for allowance for directors' retirement benefits	7,733	7,312	8,375
Provision for allowance for bonus payable	22,348	25,245	22,468
Advertising	606,154	635,442	576,549
Provision for allowance for doubtful accounts	5,492	5,888	9,155
Amortization of goodwill	63,019	14,201	15,079
Others	1,825,017	1,715,013	1,750,459
Total Selling, General and Administrative Expenses	4,394,795	4,257,679	4,394,112
Operating Income	1,904,179	3,052,030	3,103,682
Non-Operating Income			
Interest income	2,903	5,813	3,863
Dividend received	7,852	8,556	3,206
Amortization of negative goodwill	· <u>-</u>	3,306	4,886
Income from sales of used paper	10,945	17,340	, -
Gain on investments in anonymous association	4,732	-	12,064
Other income	15,826	13,716	14,959
Total Non-Operating Income	42,259	48,733	38,980
Non-Operating Expenses	,	,	,
Foreign exchange losses	6,220	-	-
Investment losses of business association	8,471	37,691	4,500
Other expenses	2,396	1,299	3,213
Total Non-Operating Expenses	17,087	38,990	7,714
Ordinary Income	1,929,350	3,061,772	3,134,948
Extraordinary Income			
Gains from sales of fixed assets	-	-	-
Gains from sales of securities	_	13,328	3,160
Gains from sales of shares in affiliates	89,043	<i>,</i>	
Gains from the prior-term adjustments	<u>-</u>	50,649	-
Other extraordinary income	1,855	-	-
Total Extraordinary Income	90,899	63,977	3,160
Extraordinary Losses	,	,	,
Losses on valuation of inventories	_	2,966	-
Losses from sales of fixed assets	12,572	-	-
Losses from disposals of fixed assets	25,269	19,052	21,904
Losses from write-down of securities	-	516	4,000
Allowance for directors' retirement benefits	_	154	-
Other expenses	170	-	3,430
Total Extraordinary Losses	38,012	22,689	29,335
Income before Income Taxes	1,982,238	3,103,060	3,108,774
Income Taxes	970,874	1,524,107	1,415,356
Adjustment of Corporate Income Tax	70,470	-232,929	-167,285
Total Taxes	1,041,344	1,291,177	1,248,071
Minority Interest in Earnings/Losses	2,173	-24,185	8,040
Net Income	938,720	1,836,068	1,852,662
	000,720	1,000,000	1,002,002

### **Consolidated Statements of Cash Flows**

			(Thousands of Yen)
	2007/4-9	2008/4-9	2009/4-9
Cash Flows from Operating Activities	1,322,502	2,692,463	1,892,433
Cash Flows from Investing Activities	(40,972)	(1,045,382)	(1,000,240)
Cash Flows from Financing Activities	(174,490)	(262,185)	(366,414)
Effect of Exchange Rate Changes	26,810	(16,037)	13,317
Net Increase in Cash and Cash Equivalents	1,133,850	1,368,856	539,095
Cash and Cash Equivalents at Beginning of Year	7,569,934	8,985,447	9,107,401
Cash and Cash Equivalents at End of Year	8,703,784	10,354,304	9,646,496
Capital Expenditures	70,504	1,051,563	48,970
Depreciation	111,953	96,948	136,859

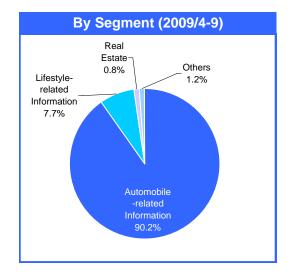
### **Sales Breakdown Information**

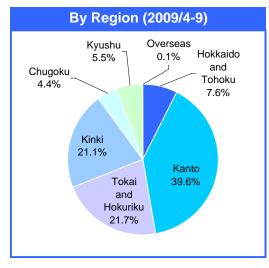
By Segment			(Thousands of Yen)
	2007/4-9	2008/4-9	2009/4-9
Automobile-related Information	10,693,176	11,030,023	11,118,778
Information Registration Fees	9,109,066	9,562,328	9,457,291
Information Sales	1,584,110	1,467,694	1,661,487
Lifestyle-related Information	425,698	544,467	944,316
Real Estate	88,235	94,479	103,174
Others	138,303	99,382	153,731
Total	11,345,414	11,768,353	12,320,001

 By Region
 (Thousands of Yen)

 2007/4-9
 2008/4-9
 2009/4-9

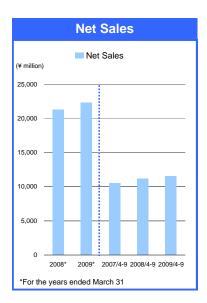
	2001/10	2000/10	2000/10
Hokkaido and Tohoku	913,663	930,187	939,703
Kanto	4,102,625	4,495,711	4,876,855
Tokai and Hokuriku	2,911,573	2,844,450	2,671,701
Kinki	2,330,148	2,340,269	2,598,757
Chugoku	456,485	473,739	546,910
Kyushu	575,427	650,540	674,286
Overseas	55,491	33,454	11,786
Total	11,345,414	11,768,353	12,320,001

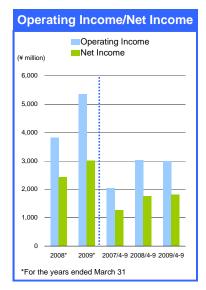


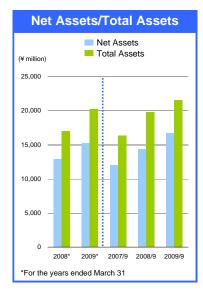


# **Financial Highlights (Non-Consolidated)**

	*For the years ended March 31			(Th	ousands of Yen)
	2008*	2009*	2007/4-9	2008/4-9	2009/4-9
Net Sales	21,273,359	22,328,662	10,539,842	11,147,641	11,565,338
Operating Income	3,829,771	5,351,077	2,049,035	3,035,935	2,999,112
Ordinary Income	3,897,249	5,361,578	2,095,475	3,040,562	3,077,033
Net Income	2,429,452	3,007,682	1,260,503	1,756,665	1,804,174
Net Assets (As of September 30)	12,950,564	15,295,984	12,025,742	14,410,708	16,742,098
Total Assets (As of September 30)	17,041,396	20,225,356	16,372,397	19,800,896	21,586,141
Common Stock (As of September 30)	1,824,620	1,824,620	1,824,620	1,824,620	1,824,620
Shares Outstanding (As of September 30)	10,470,000	10,470,000	10,470,000	10,470,000	10,470,000
Number of Employees (As of September 30)	577	607	569	590	639







# **Non-Consolidated Balance Sheets**

		(	Thousands of Yen)
	2007/9	2008/9	2009/9
<assets></assets>			
Current Assets			
Cash	6,040,716	8,635,862	7,827,756
Notes receivable-trade	99,551	82,007	65,491
Accounts receivable-trade	1,835,202	2,052,940	2,194,364
Finished goods and merchandise	631	279	1,850
Work in process	20,293	3,979	16,730
Raw materials and supplies	6,740	2,374	1,951
Prepaid expenses	84,045	92,351	92,967
Deferred tax assets	139,060	298,272	315,167
Other current assets	148,711	197,923	239,797
Allowance for doubtful accounts	(1,579)	(997)	(1,125)
Total Current Assets	8,373,373	11,364,994	10,754,951
Fixed Assets			
Tangible Fixed Assets			
Buildings	1,420,512	1,509,087	2,827,692
Structures	28,298	24,702	91,991
Vehicles and automotive equipment	14,968	10,615	7,050
Tools, furniture and fixtures	42,554	55,889	45,275
Land	1,922,671	2,886,604	3,648,243
Construction in progress	-	-	-
Total Tangible Fixed Assets	3,429,005	4,486,899	6,620,253
Intangible Fixed Assets			
Goodwill	12,133	9,100	117,728
Trademark rights	180	100	20
Software	33,226	52,261	69,695
Telephone rights	22,009	23,818	23,818
Total Intangible Fixed Assets	67,550	85,280	211,263
Investments and Other Assets			
Investments in securities	828,247	479,126	424,695
Shares in affiliates	1,694,744	1,208,226	1,321,255
Investments in capital	30	168,232	168,232
Investments in affiliates	500,000	246,300	281,300
Bankrupt credit	8,909	10,577	17,843
Long-term prepaid expenses	13,914	15,433	18,737
Lease deposits and guarantee money	109,594	133,932	121,877
Long-term time deposits	900,000	900,000	900,000
Deferred tax assets	448,592	670,165	708,507
Other investments	20,021	55,404	68,167
Allowance for doubtful accounts	(21,585)	(23,677)	(30,943)
Total Investments and Other Assets	4,502,469	3,863,721	3,999,672
Total Fixed Assets	7,999,024	8,435,901	10,831,189
Total Assets	16,372,397	19,800,896	21,586,141

# **Non-Consolidated Balance Sheets**

<liabilities> Current Liabilities  Notes payable-trade 489,027 542,715</liabilities>	847,561 5,097 1,200,278 1,430,869
Current Liabilities  Notes payable-trade 489,027 542,715	5,097 1,200,278
Notes payable-trade 489,027 542,715	5,097 1,200,278
	5,097 1,200,278
	5,097 1,200,278
Accounts payable-trade 715,894 771,531	1,200,278
Accounts payable-other 2,879 2,972	
Accrued expenses 1,112,169 1,120,580	1,430,869
Accrued income taxes 909,959 1,548,793	
Accrued consumption taxes 96,661 115,463	140,714
Advances received 670,232 636,789	565,497
Deposits received 81,191 56,997	62,445
Allowance for sales returns 47,558 53,621	46,065
Other current liabilities 244 184	19
Total Current Liabilities 4,125,817 4,849,648	4,298,548
Long-Term Liabilities	
Allowance for directors' retirement benefits 159,950 168,150	182,450
Negative goodwill - 29,760	36,578
Other long-term liabilities 60,888 342,629	326,465
Total Long-Term Liabilities 220,838 540,539	545,494
<b>Total Liabilities</b> 4,346,655 5,390,187	4,844,042
<net assets=""></net>	
Shareholders' Equity	
Common stock 1,824,620 1,824,620	1,824,620
Capital surplus	
Capital reserve 2,011,536 2,011,536	2,011,536
Other capital surplus - 51	200
Total capital surplus 2,011,536 2,011,587	2,011,736
Retained earnings	
Appropriation of retained earnings 254,155 254,155	254,155
Other retained earnings	
General reserve 6,500,000 8,500,000	10,800,000
Retained earnings brought forward 1,457,079 1,859,619	1,882,558
Total retained earnings 8,211,234 10,613,774	12,936,713
Treasury stock (8,954) (11,356)	(12,513)
Total Shareholders' Equity 12,038,435 14,438,626	16,760,557
Valuation and Translation Adjustments	
Unrealized losses on other securities, net of tax (12,693) (27,918)	(18,458)
Total Valuation and Translation Adjustments (12,693) (27,918)	(18,458)
<b>Total Net Assets</b> 12,025,742 14,410,708	16,742,098
Total Liabilities and Net Assets 16,372,397 19,800,896	21,586,141

# **Non-Consolidated Statements of Income**

	2007/4-9	2008/4-9	Thousands of Yen
Net Sales	10,539,842	11,147,641	11,565,338
Cost of Sales	, ,	, ,	
Opening inventory of finished goods	821	300	3,491
Product cost for the term	4,741,785	4,305,905	4,554,448
Total	4,742,607	4,306,205	4,557,940
Ending inventory of finished goods	631	279	1,850
Cost of Sales of finished goods	4,741,975	4,305,926	4,556,089
Opening inventory of merchandise	-	-	1,000,000
Purchases of merchandise for the term	114,033	116,679	135,995
Total	114,033	116,679	135,995
Ending inventory of merchandise	114,000	110,073	100,000
Cost of sales of merchandise	114,033	116,679	135,995
Other calculation transfer	40,374	31,577	32,314
Total Cost of Sales	4,815,634	4,391,028	4,659,771
Reversal of Allowance for Sales Returns			
	45,638	54,224	51,357
Provision for Allowance for Sales Returns  Gross Profit	47,558	53,621	46,065
	5,722,287	6,757,215	6,910,858
Selling, General and Administrative Expenses	400,400	450,000	454.400
Salaries for directors	133,460	152,622	151,186
Salaries and bonuses for employees	1,445,328	1,485,706	1,640,573
Provision for allowance for directors' retirement benefits	6,050	6,850	7,450
Advertising	593,369	621,946	560,515
Provision for allowance for doubtful accounts	5,131	5,567	10,029
Sales promotion	186,803	167,916	153,868
Payable commission	179,938	188,672	176,884
Depreciation	29,829	29,119	44,53
Amortization of goodwill	866	1,300	14,601
Others	1,092,475	1,061,578	1,152,105
Total Selling, General and Administrative Expenses	3,673,252	3,721,279	3,911,746
Operating Income	2,049,035	3,035,935	2,999,112
Non-Operating Income			
Interest income	1,740	4,942	1,703
Dividend received	33,266	8,556	54,406
Income from sales of used paper	10,945	17,340	6,999
Insurance refunds	2,842	-	
Gain on investments in anonymous association	-	5,403	12,064
Amortization of negative goodwill	-	3,306	4,886
Other income	6,737	2,848	2,995
Total Non-Operating Income	55,531	42,397	83,056
Non-Operating Expenses			
Investment losses of business association	8,471	37,691	4,500
Other expenses	620	78	635
Total Non-Operating Expenses	9,091	37,769	5,135
Total Ordinary Income	2,095,475	3,040,562	3,077,033

# **Non-Consolidated Statements of Income**

			(Thousands of Yen)
	2007/4-9	2008/4-9	2009/4-9
Extraordinary Income			
Gains from sales of fixed assets	-	-	30
Gains from sales of securities	-	13,328	3,160
Gains from sales of shares in affiliates	84,884	-	-
Gains from the prior-term adjustments	-	50,649	-
Gains from extinctions of embracing shares	-	108,444	-
Other extraordinary income	-	-	-
Total Extraordinary Income	84,884	172,422	3,191
Extraordinary Losses			
Losses from sales of fixed assets	12,572	-	-
Losses from disposals of fixed assets	25,269	3,477	21,904
Losses from write-down of securities	-	516	4,000
Losses from write-down of shares in affiliates	-	-	-
Losses from sales of shares in affiliates	-	-	-
Losses from write-down of investments in affiliates	-	253,700	-
Impairment losses	-	-	-
Losses on dissolution of lease	-	-	3,430
Other expenses	170	2,966	-
Total Extraordinary Losses	38,012	260,659	29,335
Income before Income Taxes	2,142,348	2,952,325	3,050,889
Income Taxes	894,000	1,523,000	1,414,000
Adjustment of Corporate Income Tax	(12,155)	(327,340)	(167,285)
Total Taxes	881,845	1,195,660	1,246,715
Net Income	1,260,503	1,756,665	1,804,174

For further information, Please contact:
PROTO CORPORATION
Corporate Planning Department
TEL +81-(0)52-934-1519

FAX +81-(0)52-934-1750 URL http://www.proto-g.co.jp/