

Fact Sheet

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PROTO CORPORATION

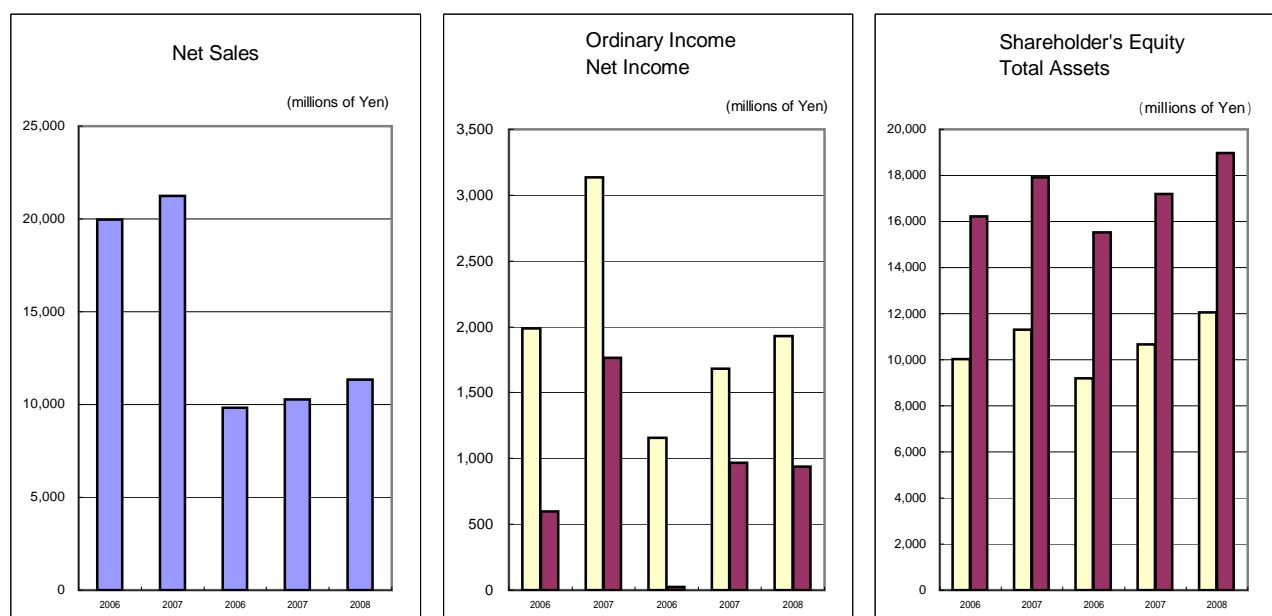
Code 4298 (JQ)

Corporate Data

As of October 1, 2007

Corporate Name	PROTO CORPORATION
Founded	October 1, 1977
Established	June 1, 1979
Common Stock	¥1,824,620 thousand (as of September 30, 2007)
Head Office	1-23-14, Aoi, Naka-ku, Nagoya 460-0006, Japan TEL 052-934-2000 FAX 052-930-4400
Branch Offices	Sapporo, Sendai, Kita-Kanto, Tokyo, Hamamatsu, Nagoya, Osaka, Hiroshima, Fukuoka, Kumamoto Total of 10 Branch 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 Director: Susumu Kuramoto Director: Fujio Iimura Director: Atsuya Okimura Director: Kenji Kamiya Director: Mitsuhiro Munehira Director: Toru Shiraki Standing Statutory Auditor: Kenichi Mizuno Statutory Auditor: Wataru Shiomi Statutory Auditor: Yoshio Arima
Number of Employees	569 (as of September 30, 2007)
Main Banks	The Bank of Tokyo-Mitsubishi UFJ, Ltd., The Sizuoka Bank, Ltd., The Mizuho Bank, Ltd.
Stock Exchange Listing	JASDAQ (Listed on September 12, 2001)
Wholly Owned Subsidiary	PROTO LINK Corporation (Data gathering for and editing/production of information magazines; advertising agency business; distribution of printing-use paper)
Consolidated Subsidiary	MPEC Corporation (Intermediary EC business for automobile sales)
Consolidated Subsidiary	REPAIR-TECH INC. (Publisher of information magazines for automobile repair industry; development/sale of automobile repair estimation software)
Consolidated Subsidiary	MARS FLAG Corporation (Design/creation of Internet-related systems)
Wholly Owned Subsidiary	PROTO (Shanghai) ADVERTISING CO., LTD (Market research covering automobile- and Internet-related markets)
Wholly Owned Subsidiary	PROTO DATA CENTER (Data processing service of information-database)
Consolidated Subsidiary	JPEX Partners Inc. (Development/production/circulation of software; investor in company engaged in same)
Sub-Subsidiary	BOMUL.com (Administration of software download website; development/sale of software)
For further information please contact	PROTO CORPORATION Corporate Planning Department TEL + 81-52-934-1519 FAX + 81-52-934-1750 http://www.proto-g.co.jp

Financial Highlights (Consolidated)



(thousands of Yen)

Fiscal Year Ended March 31	(Fiscal First Half of the Year Ended September 30)	2006.3	2007.3	2005.9	2006.9	2007.9
Net Sales (thousands of Yen)		19,952,511	21,238,785	9,811,925	10,277,224	11,345,414
Ordinary (thousands of Yen)		1,987,622	3,136,853	1,154,900	1,681,750	1,929,350
Net Income (thousands of Yen)		598,118	1,766,081	24,611	965,995	938,720
Shareholder's Equity (thousands of Yen)		10,030,829	11,305,128	9,190,285	10,661,085	12,060,599
Total Assets (thousands of Yen)		16,218,762	17,924,093	15,523,399	17,204,433	18,960,021
Common Stock (thousands of Yen)		1,824,620	1,824,620	1,824,620	1,824,620	1,824,620
Shares Outstanding at Year-End / Halfyear-End		8,725,000	10,470,000	8,725,000	8,725,000	10,470,000
Total Employees		622	650	594	646	681

Sales Breakdown Information (The First Half Of the Year)

(thousands of Yen)

Fiscal Year Ended March 31	(Fiscal First Half of the Year Ended September 30)	2006.3	2007.3	2005.9	2006.9	2007.9
Autos-Related Information		19,070,662	20,138,485	9,376,221	9,807,364	10,693,176
Information Registration Fees		16,296,145	17,359,568	7,995,902	8,434,859	9,109,066
Information Sales		2,774,516	2,778,917	1,380,318	1,372,504	1,584,110
Living-Related Information		580,758	675,853	273,925	270,463	425,698
Real Estate		174,015	160,644	91,163	79,842	88,235
Others		127,075	263,801	70,615	119,554	138,303
Total		19,952,511	21,238,785	9,811,925	10,277,224	11,345,414

Consolidated Balance Sheets (The First Half of the Year)

(thousands of Yen)

As of September 30	2005.9	2006.9	2007.9
(Assets)			
Current Assets			
Cash	4,800,578	6,897,349	8,853,784
Notes and Accounts Receivable-Trade	2,469,038	2,678,906	2,792,279
Inventory Assets	92,169	137,907	66,023
Other Current Assets	339,128	420,584	421,915
Allowance for Doubtful Accounts	-4,227	-2,578	-4,251
Total Current Assets	7,696,687	10,132,169	12,129,751
Fixed Assets			
Tangible Fixed Assets			
Buildings and Structures	2,016,993	1,907,959	1,821,633
Land	2,245,399	2,174,459	2,174,459
Other Tangible Fixed Assets	139,442	177,572	145,137
Total Tangible Fixed Assets	4,401,835	4,259,991	4,141,230
Intangible Fixed Assets			
Consolidation Adjustments Account	258,453	210,052	89,123
Other Intangible Fixed Assets	240,010	217,563	177,612
Total Intangible Fixed Assets	498,464	427,616	266,735
Investments and Other Assets			
Investments in securities	1,444,598	669,248	828,247
Long-term Time Deposits	900,000	900,000	900,000
Other Investments	615,335	839,929	719,764
Allowance for Doubtful Accou	-33,521	-24,521	-25,707
Total Investments and Other Assets	2,926,411	2,384,655	2,422,303
Total Fixed Assets	7,826,712	7,072,263	6,830,269
Total Assets	15,523,399	17,204,433	18,960,021
(Liabilities)			
Current Liabilities			
Notes and Accounts Payable-Trade	1,801,134	1,829,218	1,793,439
Short-term Borrowings	-	6,491	-
Current Portion of Long-Term Borrowings	14,000	-	-
Accrued Expenses	1,152,639	1,062,294	1,261,633
Accrued Income Taxes	622,184	978,765	989,158
Advances Received	1,827,349	1,809,964	2,002,575
Allowance for Sales Returns	43,922	46,166	47,558
Allowance for Bonus Payable	30,556	30,620	30,011
Other Current Liabilities	162,764	196,510	215,558
Total Current Liabilities	5,654,551	5,960,031	6,339,935
Long-Term Liabilities			
Long-Term Borrowings	37,000	-	-
Allowance for Employee' Retirement Benefits	24,321	24,544	26,852
Allowance for Directors' Retirement Benefits	202,640	175,352	184,333
Other Long-Term Liabilities	414,601	383,419	348,300
Total Long-Term Liabilities	678,562	583,316	559,486
Total Liabilities	6,333,114	6,543,347	6,899,421
(Shareholders' Equity)			
Common Stock	1,824,620	1,824,620	1,824,620
Capital Surplus	2,011,536	2,011,536	2,011,536
Other Surplus	4,999,506	6,351,173	7,802,245
Treasury Stock	-4,503	-4,623	-8,954
Total Shareholders' Equity	8,831,159	10,182,705	11,629,446
Unrealized Losses on Other Securities, Net of Tax	202,992	55,695	-12,693
Foreign Exchange Adjustment Account	-216	-3,656	54,235
Minority Interests	156,350	426,340	389,611
Total Net Assets	9,190,285	10,661,085	12,060,599
Total Liabilities and Shareholders' Equity	15,523,399	17,204,433	18,960,021

Consolidated Statements of Income (The First Half of the Year)

(thousands of Yen)

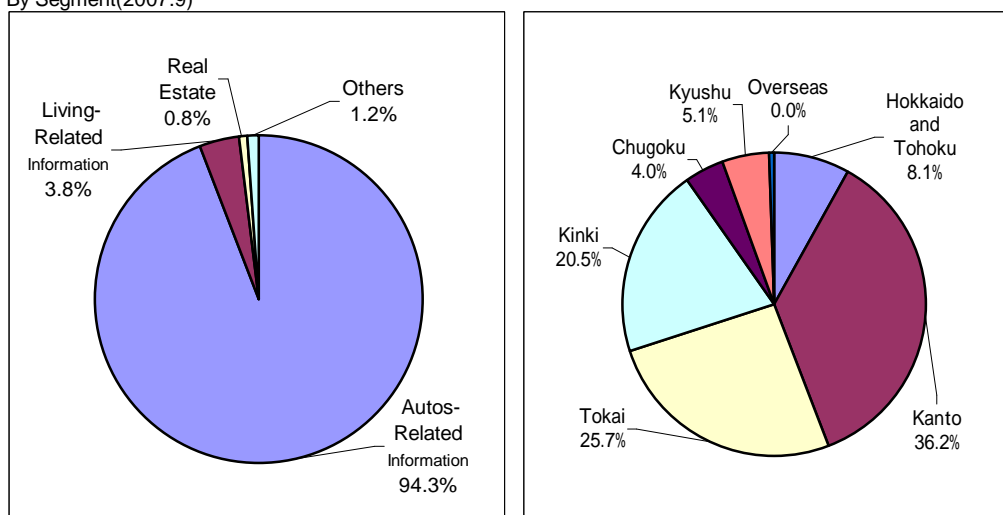
As of September 30	2005.9	2006.9	2007.9
Net Sales	9,811,925	10,277,224	11,345,414
Cost of Sales	4,706,123	4,622,019	5,044,519
Reversal of Allowance for Sales Returns	51,942	47,292	45,638
Provision for Allowance for Sales Returns	43,922	46,166	47,558
Gross Profit	5,113,822	5,656,331	6,298,975
Selling, General and Administrative Expenses	3,945,055	4,021,175	4,394,795
Salaries for Directors and Employees	1,758,979	1,762,300	1,865,029
Provision for Allowance for Directors' Retirement Benefits	7,700	6,670	7,733
Provision for Allowance for Bonus Payable	23,863	25,055	22,348
Advertising	354,094	449,327	606,154
Provision for Allowance for Doubtful Accounts	14,782	3,781	5,492
Allowance for Depreciation on Consolidation Adjustment Account	56,363	62,122	62,153
Others	1,729,272	1,711,916	1,825,884
Operating Income	1,168,766	1,635,155	1,904,179
Non-Operating Income	26,906	66,694	42,259
Dividend Received	4,868	11,235	7,852
Insurance Refunds	-	20,187	2,842
Income from Sales of Used Paper	3,554	5,398	10,945
Gain on investments in Anonymous Association	7,926	17,564	4,732
Other Income	10,557	12,308	15,887
Non-Operating Expenses	40,772	20,100	17,087
Exchange Loss	139	-	6,220
Investment Losses of Business Association	39,036	15,432	8,471
Other Expenses	1,597	4,667	2,396
Ordinary Income	1,154,900	1,681,750	1,929,350
Extraordinary Income	16,899	375,859	90,899
Gains from Sales of Fixed Assets	11	363	-
Gains from Sales of Securities	-	297,512	-
Gains from Sales of Shares in Affiliates	-	35,781	89,043
Gains from the Prior-term Adjustments	-	42,202	-
Other Income	16,887	-	1,855
Extraordinary Losses	661,940	314,266	38,012
Losses from Sales of Fixed Assets	-	-	12,572
Losses on Disposals of Fixed Assets	35,934	9,517	25,269
Losses from Write-Down of Securities	2,610	304,524	-
Other Expenses	623,395	225	170
Income before Income Taxes	509,859	1,743,343	1,982,238
Income Taxes	606,386	958,881	970,874
Adjustment of Corporate Income Tax	-145,628	-157,228	70,470
Minority Interest in Earnings / Losses	24,489	-24,306	2,173
Net Income	24,611	965,995	938,720

Consolidated Cash Flows (The First Half of the Year)

	(thousands of Yen)		
As of September 30	2005.9	2006.9	2007.9
Cash flows from operating activities	1,238,027	1,153,841	1,322,502
Net Cash Provided by Operating Activities			
Cash flows from investing activities	-489,165	355,253	-40,972
Net Cash Used in Investing Activities			
Cash flows from financing activities	-142,296	-167,360	-174,490
Net Cash Provided by (Used in) Financing Activities			
Effect of Exchange Rate Changes	1,519	-10,339	26,810
Net Increase in Cash and Cash Equivalents	608,085	1,331,394	1,133,850
Cash and Cash Equivalents at Beginning of Year	4,010,392	5,413,854	7,569,934
Cash and Cash Equivalents at End of Year	4,618,478	6,745,249	8,703,784
Capital Expenditures	39,776	58,164	37,422
Depreciation	75,870	84,520	79,110

Sales Breakdown Information (The First Half of the Year)

By Segment(2007.9)



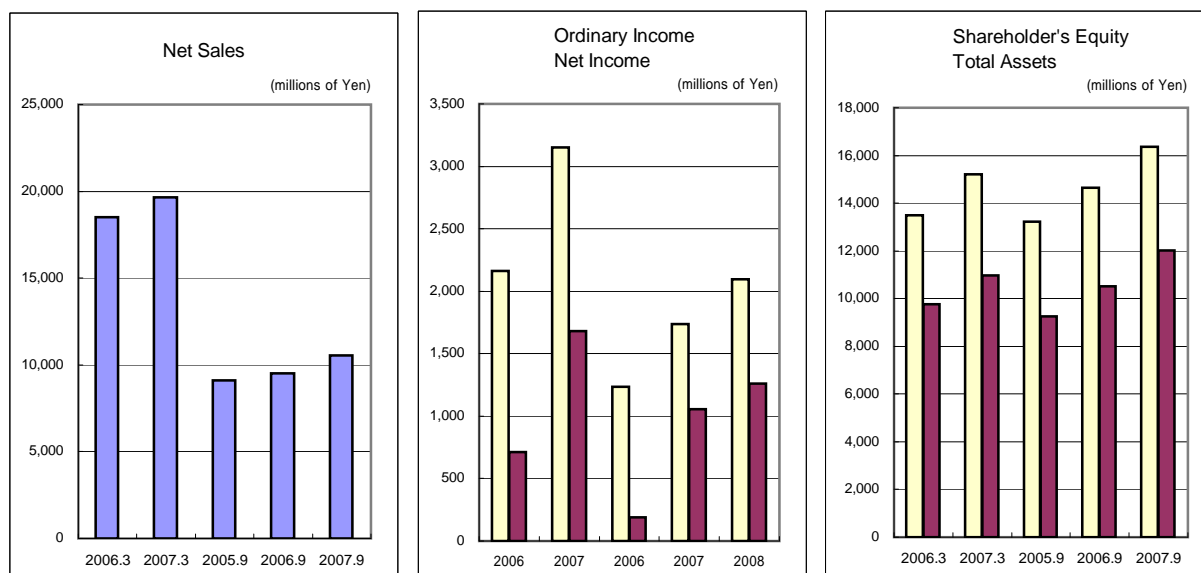
By Segment(2007.9)

	(thousands of Yen)		
By Segment(2007.9)	2005.9	2006.9	2007.9
Autos-Related Information	9,376,221	9,807,364	10,693,176
Information Registration Fees	7,995,902	8,434,859	9,109,066
Information Sales	1,380,318	1,372,504	1,584,110
Living-Related Information	273,925	270,463	425,698
Real Estate	91,163	79,842	88,235
Others	70,615	119,554	138,303
Total	9,811,925	10,277,224	11,345,414

By Region(2007.9)

	(thousands of Yen)		
By Region(2007.9)	2005.9	2006.9	2007.9
Hokkaido and Tohoku	807,960	820,461	913,663
Kanto	3,297,705	3,479,837	4,102,625
Tokai	2,648,181	2,730,415	2,911,573
Kinki	2,052,986	2,177,517	2,330,148
Chugoku	414,816	417,259	456,485
Kyushu	590,229	596,156	575,427
Overseas	44	55,575	55,491
Total	9,811,925	10,277,224	11,345,414

Financial Highlights (Non-Consolidated)



	(thousands of Yen)					
Fiscal Year Ended March 31	(Fiscal First Half of the Year Ended September 30)	2006.3	2007.3	2005.9	2006.9	2007.9
Net Sales (thousands of Yen)		18,492,257	19,657,320	9,113,749	9,505,167	10,539,842
Ordinary (thousands of Yen)		2,164,947	3,153,844	1,234,192	1,737,162	2,095,475
Net Income (thousands of Yen)		714,569	1,680,747	192,037	1,057,453	1,260,503
Shareholder's Equity (thousands of Yen)		9,759,858	10,964,627	9,265,667	10,502,399	12,025,742
Total Assets (thousands of Yen)		13,501,089	15,219,691	13,218,396	14,656,375	16,372,397
Common Stock (thousands of Yen)		1,824,620	1,824,620	1,824,620	1,824,620	1,824,620
Shares Outstanding at Year-End / Halfyear-End		8,725,000	10,470,000	8,725,000	8,725,000	10,470,000
Total Employees		504	544	495	527	569

Non-Consolidated Balance Sheets (The First Half of the Year)

(thousands of Yen)

As of September 30	2005.9	2006.9	2007.9
(Assets)			
Current Assets			
Cash	3,637,248	4,857,310	6,040,716
Notes Receivable-Trade	79,987	97,105	99,551
Accounts Receivable-Trade	1,594,151	1,739,189	1,835,202
Finished Goods and Merchandise	378	129	631
Work in Process	16,907	18,843	20,293
Supplies	13,489	6,700	6,740
Prepaid Express	99,113	104,972	84,045
Deferred Tax Assets	110,742	129,742	139,060
Other Current Assets	103,495	150,301	148,711
Allowance for Doubtful Accounts	-953	-1,329	-1,579
Total Current Assets	5,654,561	7,102,965	8,373,373
Fixed Assets			
Tangible Fixed Assets			
Buildings	1,554,728	1,488,852	1,420,512
Structures	40,238	34,779	28,298
Vehicles and Automotive Equipment	5,281	3,516	14,968
Tools , Furniture and Fixtures	51,777	54,880	42,554
Land	1,942,611	1,922,671	1,922,671
Total Tangible Fixed Assets	3,594,638	3,504,699	3,429,005
Intangible Fixed Assets			
Good Will	1,166	-	12,133
Trademark Rights	340	260	180
Software	42,387	49,612	33,226
Telephone Rights	22,009	22,009	22,009
Other Intangible Fixed Assets	20,214	-	-
Total Intangible Fixed Assets	86,118	71,882	67,550
Investments and Other Assets			
Investments in Securities	1,444,598	669,248	828,247
Investments in Affiliates	1,293,564	1,468,345	1,694,744
Investments in Capital	20	30	30
Investments in affiliates	30,000	500,000	500,000
Bankrupt Credit	3,995	4,240	8,909
Long-term Prepaid Expenses	19,416	14,923	13,914
Lease Deposits and Guarantee Money	115,113	129,772	109,594
Long-term Time Deposits	900,000	900,000	900,000
Deferred Tax Assets	74,547	288,789	448,592
Other Investments	18,728	18,616	20,021
Allowance for Doubtful Accounts	-16,905	-17,138	-21,585
Total Investments and Other Assets	3,883,078	3,976,826	4,502,469
Total Fixed Assets	7,563,835	7,553,409	7,999,024
Total Assets	13,218,396	14,656,375	16,372,397
(Liabilities)			
Current Liabilities			
Notes Payable-Trade	518,826	513,587	489,027
Accounts Payable-Trade	683,974	697,195	715,894
Accounts Payable-others	5,275	5,592	2,879
Accrued Expenses	1,051,095	956,095	1,112,169
Accrued Income Taxes	576,449	911,131	909,959
Accrued Consumption Taxes	80,828	84,398	96,661
Advances Received	705,343	656,395	670,232
Deposits Received	45,757	74,532	81,191
Allowance for Sales Returns	43,922	46,166	47,558
Other Current Liabilities	747	130	244
Total Current Liabilities	3,712,220	3,945,224	4,125,817
Long-Term Liabilities			
Allowance for Directors' Retirement Benefits	182,910	151,950	159,950
Other Long-Term Liabilities	57,598	56,800	60,888
Total Long-Term Liabilities	240,508	208,750	220,838
Total Liabilities	3,952,729	4,153,975	4,346,655
(Shareholders' Equity)			
Shareholders' Equity			
Common Stock	1,824,620	1,824,620	1,824,620
Capital Surplus	2,011,536	2,011,536	2,011,536
Retained Earnings			
Appropriation of Retained Earnings	254,155	254,155	254,155
General Reserve	4,630,000	5,200,000	6,500,000
Retained Earnings Brought Forward + Net Income	346,867	1,161,017	1,457,079
Total Retained Earnings	5,231,022	6,615,172	8,211,234
Treasury Stock	-4,503	-4,623	-8,954
Total Shareholders' Equity	9,062,675	10,446,705	12,038,436
Unrealized Losses on Other Securities, Net of Tax	202,992	55,695	-12,693
Total Net Assets	9,265,667	10,502,399	12,025,742
Total Liabilities and Shareholders' Equity	13,218,396	14,656,375	16,372,397

Non-Consolidated Statements of Income (The First Half of the Year)

(thousands of Yen)

As of September 30	2005.9	2006.9	2007.9
Net Sales	9,113,749	9,505,167	10,539,842
Cost of Sales	4,631,108	4,488,525	4,815,634
Reversal of Allowance for Sales Returns	51,942	47,292	45,638
Provision for Allowance for Sales Returns	43,922	46,166	47,558
Gross Profit	4,490,661	5,017,768	5,722,287
Selling, General and Administrative Expenses	3,244,408	3,329,720	3,673,252
Salaries for Directors	141,436	131,016	133,460
Salaries for Employees	1,358,850	1,332,754	1,445,328
Provision for Allowance for Directors' Retirement Benefits	7,250	6,250	6,050
Advertising	336,674	437,595	593,369
Provision for Allowance for Doubtful Accounts	-	2,664	5,131
Sales Promotion	147,711	151,318	186,803
Payable Commission	185,404	181,642	179,938
Depreciation	34,187	30,067	29,829
Others	1,032,895	1,056,412	1,093,341
Operating Income	1,246,252	1,688,047	2,049,035
Non-Operating Income	27,109	65,806	55,531
Interest Income	2,511	3,304	1,740
Insurance Refunds	-	20,187	2,842
Income from Sales of Used Paper	3,554	5,398	10,945
Other Income	21,044	36,916	40,004
Non-Operating Expenses	39,168	16,691	9,091
Investment Losses of Business Association	39,036	15,432	8,471
Other Expenses	132	1,258	620
Ordinary Income	1,234,192	1,737,162	2,095,475
Extraordinary Income	77	358,554	84,884
Gains from Sales of Shares in Affiliates	-	27,720	84,884
Other Income	77	330,834	-
Extraordinary Losses	623,667	304,623	38,012
Losses from Sales of Fixed Assets	-	-	12,572
Losses on Disposals of Fixed Assets	35,934	99	25,269
Other Expenses	587,732	304,524	170
Income before Income Taxes	610,602	1,791,093	2,142,348
Income Taxes	562,600	894,000	894,000
Adjustment of Corporate Income Tax	-144,035	-160,360	-12,155
Net Income	192,037	1,057,453	1,260,503