

PROTO CORPORATION (4298:JP)
<Appendix>

November 4,2015

Corporate Profile

Corporate Name	PROTO CORPORATION
Founded	October 1, 1977
Established	June 1, 1979
Common Stock	1,824,620 thousand yen (As of September 30, 2015)
Shares Outstanding	20,940,000 shares (As of September 30, 2015)
Head Offices	23-14, Aoi 1-chome, Naka-ku, Nagoya 460-0006, Japan 22-2, Hongo 2-chome, Bunkyo-ku, Tokyo 113-0033, Japan
Branch Offices	Sapporo, Sendai, Takasaki, Nagano, Hamamatsu, Nagoya, Kanazawa, Osaka, Hiroshima, Matsuyama, Fukuoka, Kumamoto (57 Sales Outlets Nationwide)
Fiscal Year-end	March 31
Number of Employees	Consolidated: 1,497 (As of September 30, 2015) Parent: 670 (As of September 30, 2015)
Stock Exchange Listing	Tokyo Stock Exchange JASDAQ Standard (Listed on September 12, 2001)
Subsidiary	<ol style="list-style-type: none">1. PROTO-RIOS INC. (Full subsidiary since October 2002)2. PROTO DATA CENTER (Full subsidiary, established in April 2007)3. PROTO MEDICAL CARE (Full subsidiary since October 2009)4. Bike Bros. Inc. (Full subsidiary since April 2010)5. CAR CREDO Co., Ltd. (Full subsidiary, established in February 2012)6. Kings Auto Co., Ltd. (Full subsidiary since April 2012)7. AUTOWAY Co., Ltd. (Full subsidiary since April 2013)8. iSolutions Co., Ltd. (Full subsidiary since October 2014)9. TIRE WORLD KAN BEST CO., LTD. (Full subsidiary since April 2015)10. PROTO MALAYSIA Sdn. Bhd. (Full subsidiary since September 2011)11. PROTO (TAIWAN) CO., LTD. (Full subsidiary, established in December 2011)12. CAR CREDO MALAYSIA SDN. BHD. (Full subsidiary, established in September 2015)13. SMT Media Pte. Ltd . * (Full subsidiary since September 2011)14. PT. PROTO INDONESIA * (Full subsidiary, established in December 2012) (As of October 31, 2015)



Our magazine was first issued in 1977

*The companies are currently under liquidation.

Introduction of PROTO Group

Automobile-related Information (Domestic)



To offer automobile-related & lifestyle-related information



Sales of imported tires and wheels



Sales of the tires, wheels
(Share acquisition in April 2015)



Export and sales of used cars



Mail-order services for motorbike Parts, the operation of the online shop specializing in motorbikes, and the publication of motorbike magazines



Development and sales of software for automobile maintenance, repair



To offer car inspection services, including "Goo-inspection"

Automobile-related Information (Overseas)



To offer automobile-related information (Malaysia)



To offer automobile-related information (Taiwan)

Lifestyle-related Information · Other Business



To offer the services of introducing and dispatching personnel in the fields of medicine, nursing care, and welfare, and information services



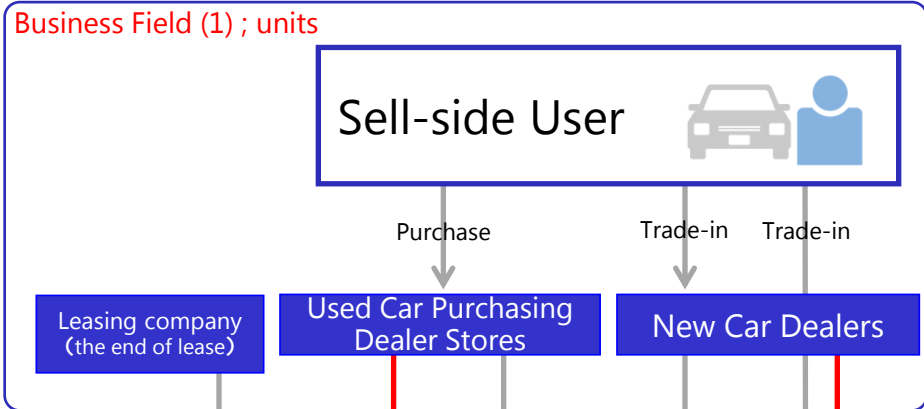
Business process outsourcing (BPO) business, including data inputting/
To offer automobile-related & lifestyle-related information



Design, development, and sales of website systems

Used Car Distribution Flowchart and Major Products and Services of our Corporate Group

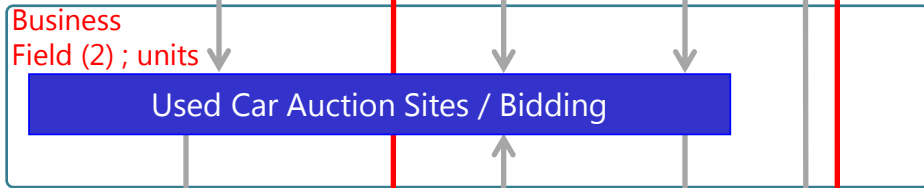
■ We will cover all aspects of used car distribution industry from the upper to lower stage, and promote the development and provision of products and services that meet customers' needs.



Business Field (1)

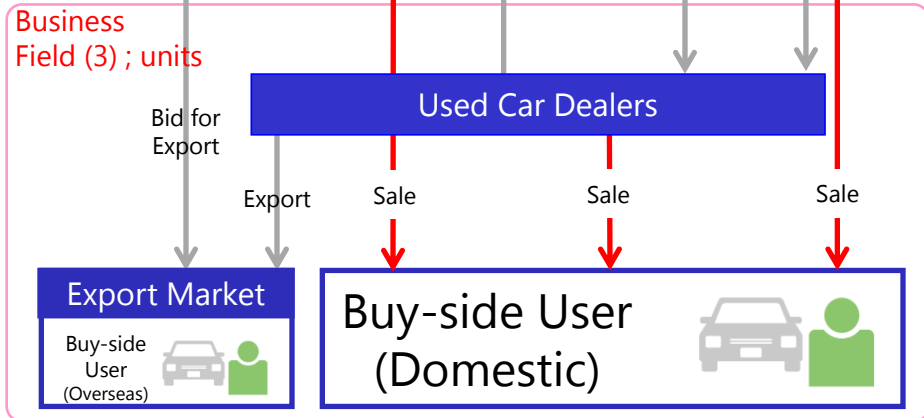
Data Line PRO, Basic Price Data for Automobile Manufacturers
To offer the data on final bidding prices and retail prices, etc.

Data Line Assessment, e-satei
To offer the system for appraising used cars for corporations



Business Field (2)

Goo-net Automobile Distribution, Automobile Distribution Journal
The trend of the distribution market is informed via websites and paper sheets to automobile-related firms.



Business Field (3)

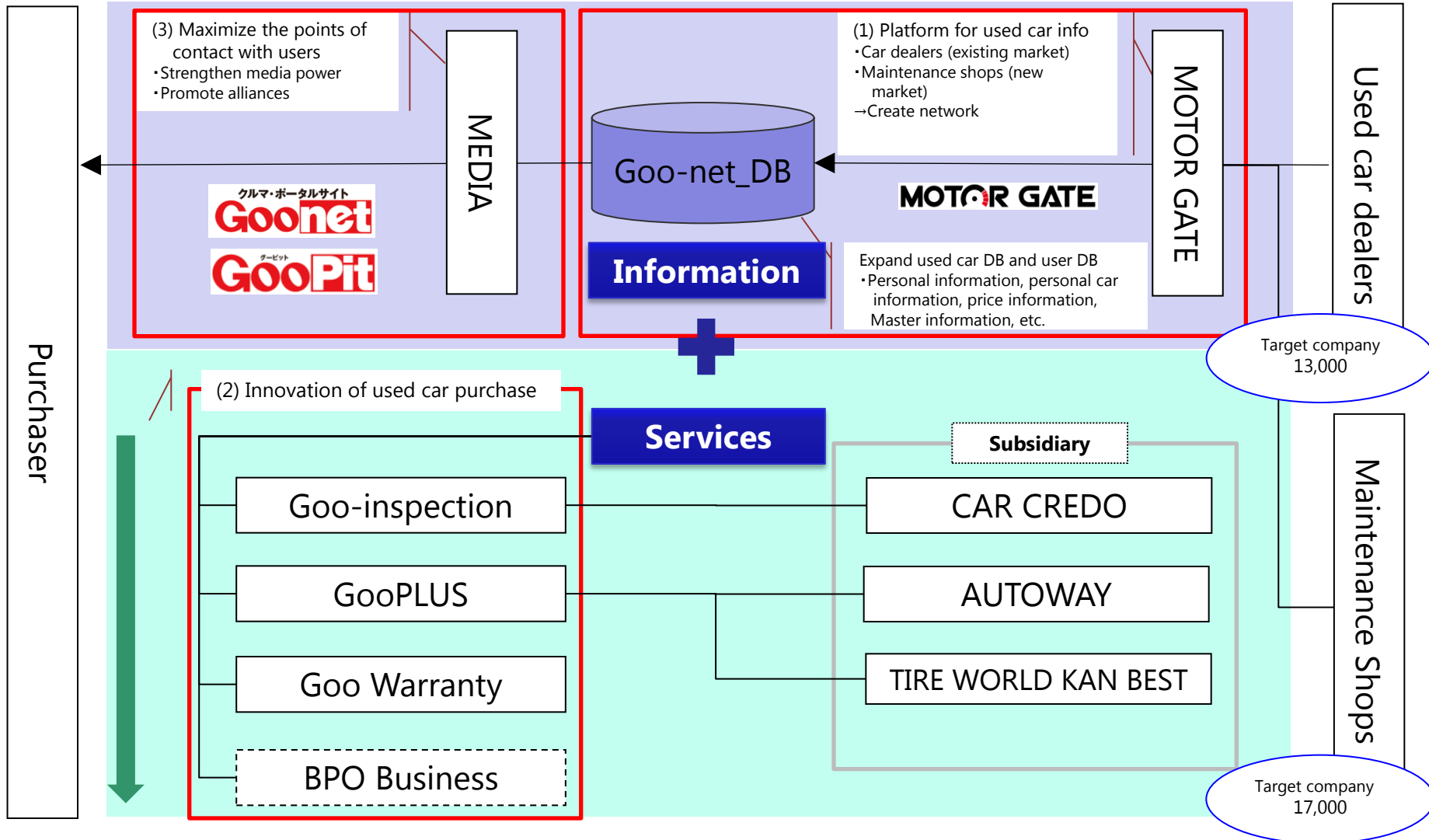
Goo Series (Information magazines, PC, Smartphone)
To search favorite cars and estimate their prices

MOTOR GATE (platform for dealers)
Sales, Stock, client, and customer management tools utilizing the platform for dealers, etc.

Goo-inspection
Addition of the information on the appraisal by the third-party institution

GooAUTO, Goo-net Exchange
To assist exporters and dealers in the export of used cars

Automobile-related Info : Business Outline



We plan to create the Japan's largest network of used car dealers and maintenance shops, and establish the "Goo" brand through producing and providing private-brand products and services.

Business Process of Goo Series

Magazine Business

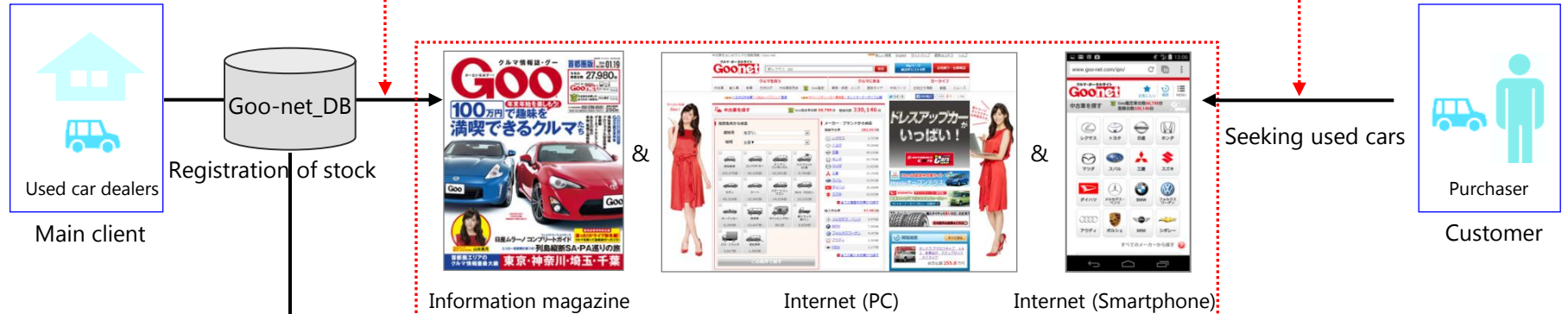
Information registration fees (1)

Charging system: Ad fee per page

*Basic ad fee (package of information magazines, PCs, and Smartphones)

Information service fees

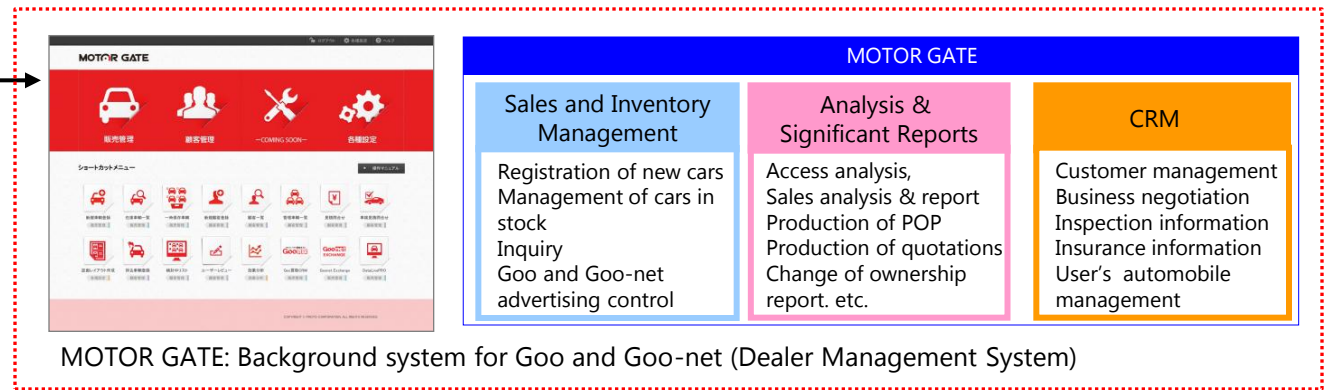
Sale of information magazine



Example: Goo Tokyo Metropolitan Version

Ad fee per page: about 43,000 yen (If a one-page ad is inserted twice a month, the basic ad fee is about 86,000 yen.)

*Average purchase price: about 210,000 yen (result for FY March 2015)



IT Business (1)

Information registration fees (2)

Fee for Internet option products, such as Goo-net (MOTOR GATE)

Outline of Goo-inspection

■ By promoting Goo-inspection, we will develop an environment in which users can select automobiles without anxiety while trusting it

Goo-inspection (Vehicles with appraisal results)



Disclosure of car conditions

Goo鑑定の概要と図解(一例)

Outline and schematic diagram of Goo-inspection (one example)



Goo鑑定3つのポイント

Goo鑑定のポイント ①

第三者の鑑定師がチェック!

第三者機関の日本自動車鑑定協会 (JAAA) の鑑定師が中古車を鑑定。プロが一台一台チェックします。

公正!

Goo鑑定のポイント ②

外装・内装・機関・修復歴について評価

外装・内装・機関・修復歴の4項目について鑑定を行っています。見た目からでは判断がつかない箇所も入念にチェックしています。

納得!

Goo鑑定のポイント ③

鑑定証付き

鑑定した外装、内装、機関、修復歴のそれぞれについて評価を定めます。もちろん故障があれば鑑定証は発行されません。

分かりやすい!



ステップ ① Goo鑑定車一覧ページ



一覧ページで、Goo鑑定付きの車両には、Goo鑑定車の表示がされています。

ステップ ② Goo鑑定車詳細ページ



詳細ページからはGoo鑑定証 (サンプル) を見ることができます。

ステップ ③ Goo鑑定証ページ



Outline of GooPLUS

■ By promoting GooPLUS, we will develop an environment in which users can select automobiles without anxiety while trusting it

GooPLUS

気になる7つのパーツが新品!

GooPLUS

エンジンオイル
エンジンを長持ちさせるには、エンジンオイルの交換は大切です。

バッテリー
エアコン・ヘッドライトの使用など、意外と酷使しています。

Deodorizer
消臭
光触媒を使った消臭剤で車内清掃。気になるウイルスや菌も徹底分解で安心。

Air filter
エアコンフィルター
エアコンのニオイもスッキリ! 長期間交換しないと燃費悪化や風量低下を招きます。

Tire
タイヤ
走る、曲がる、止まる。安全走行にはタイヤ点検は大切です。

Oil filter
オイルフィルター
エンジンの内部をキレイに保つには、定期的な交換を!

Floor mat
フロアマット
足元スッキリで快適ドライブ!

Goo鑑定車3つのポイント

- 中古車の状態を第三者機関のプロの鑑定師がチェック!
- 中古車の状態を隅々まで確認し、外装・内装・機関・修復歴を評価!
- 鑑定済のクルマには状態がわかる鑑定書が付きまます!

Goo-inspection Car + **Consumable package** = **GooPLUS Car**

The operation of the nationwide version of "GooPit," the website specializing in car maintenance, started.

With the nationwide version of "GooPit," we entered the car maintenance field on a full-scale basis. (The service began on Jan. 30, 2015.)

Top page of GooPit



Detail pages of GooPit



Advantages of GooPit

- Media power and number of client firms
 - The expertise nurtured through Goo-net is utilized in the car maintenance field.
 - About 3,900 shops belong to GooPit (As of September 30, 2015).
- Quality of information
 - Only accredited and designated maintenance shops can belong to GooPit, and the numbers of Class 1 and Class 2 mechanics can be seen.
 - The features and prices of maintenance shops are described as much as possible.
 - In addition to the achievements, images, movies, etc. of member shops, we adopted "reviews on maintenance shops."
- Sales capability
 - Maintenance shop follow-up system with the nationwide sales network
 - Direct sales activities by sales staff versed in the field

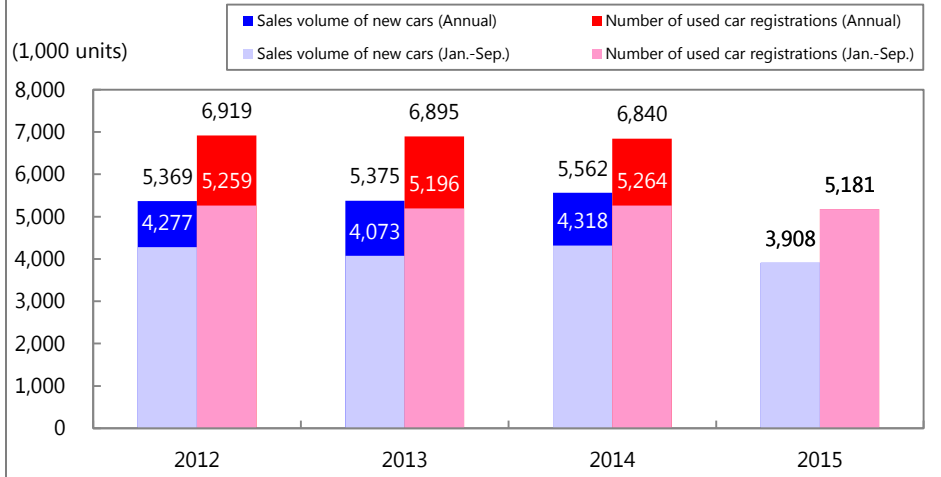
Store menu, achievements, etc.



Business models

- Website specializing in car maintenance
 - Advertisement fee: fixed monthly charge model
- Other optional services, such as MOTOR GATE call
 - Commission charge: Pay-as-you-go model

Trends in the Sales Volume of New Cars and the Number of Used Car Registrations (Calendar Years)



Source: Data from Japan Auto Dealers Association and Japan Mini Vehicles Association

Sales Volume of New Cars

The sales volume of new cars for 2014 (Jan.-Dec.) was 5.56 million (103.5% of the value for the same period of the previous year).

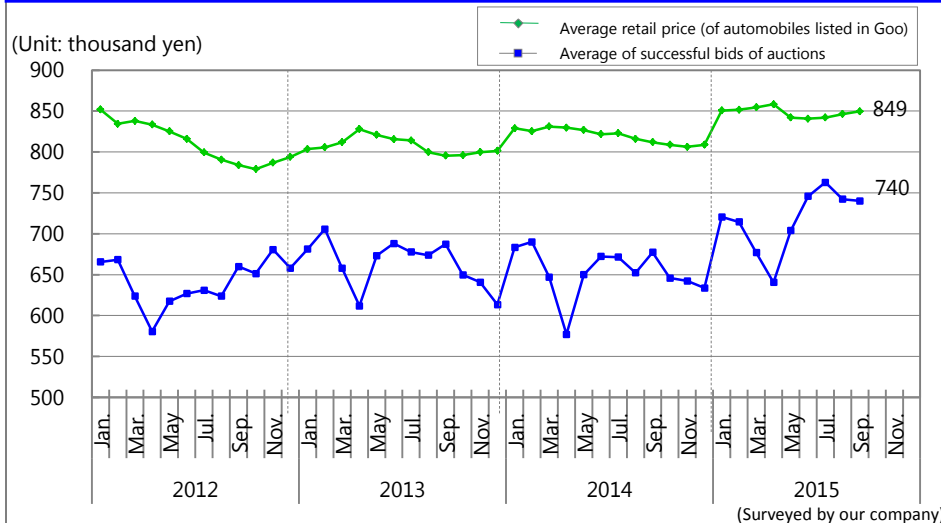
The sales volume of new cars for 2015 (Jan.-Sep.) was 3.90 million (90.5% of the value for the same period of the previous year).

Number of Used Car Registrations

The number of used cars registered in 2014 (Jan.-Dec.) was 6.84 million (99.2% of the value for the same period of the previous year).

The number of used cars registered in 2015 (Jan.-Sep.) was 5.18 million (98.4% of the value for the same period of the previous year).

Variations in Retail and Wholesale Prices of Used Cars



(Surveyed by our company)

Variations in Average Retail and Wholesale Prices of Used Cars

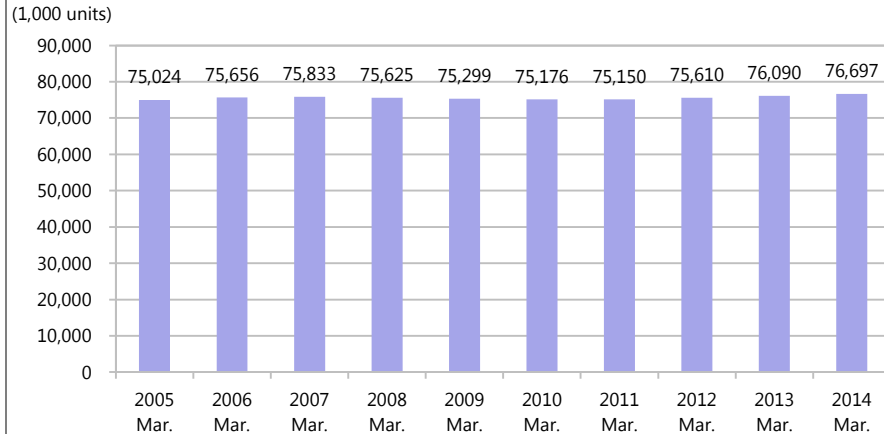
After the end of the Eco-Car Subsidy, the average retail price is around 800,000 yen.

As for average wholesale price, it is around 650,000 yen. it bottomed out in April 2014 and began to rise.

【For reference: Eco-car Subsidy】

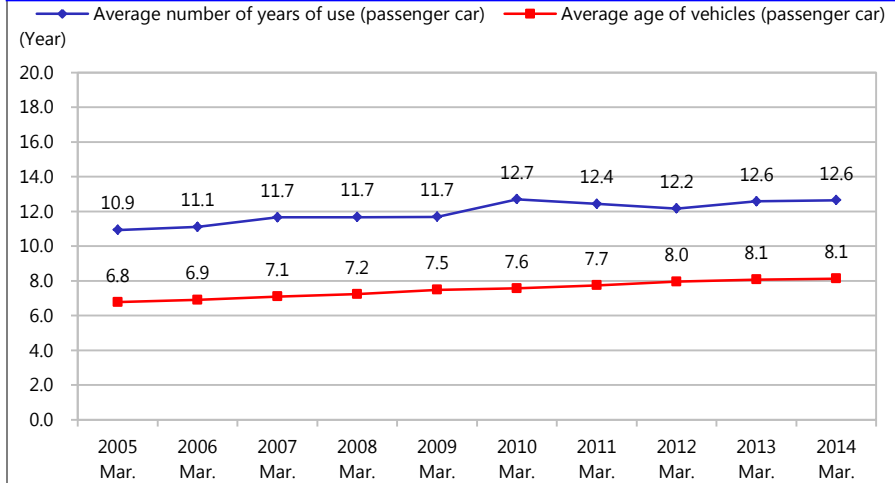
1. First phase: Eco-car Subsidy
April 10, 2009 to September 7, 2010: a budget of 583.7 billion yen with Scrap Incentive
2. Second phase: Eco-car Subsidy
December 20, 2011 to September 21, 2012: a budget of 300 billion yen without Scrap Incentive

Trends in the number of automobiles owned



Source: Automobile Inspection & Registration Information Association

Variations in average number of years of use and age of vehicles



Source: Automobile Inspection & Registration Information Association

Variation in the number of car maintenance shops (accredited and designated shops)



Source: Ministry of Land, Infrastructure, Transport and Tourism

Variation in the number of automobiles owned

The number of automobiles held is around 76 million.

Variations in average number of years of use and age of vehicles

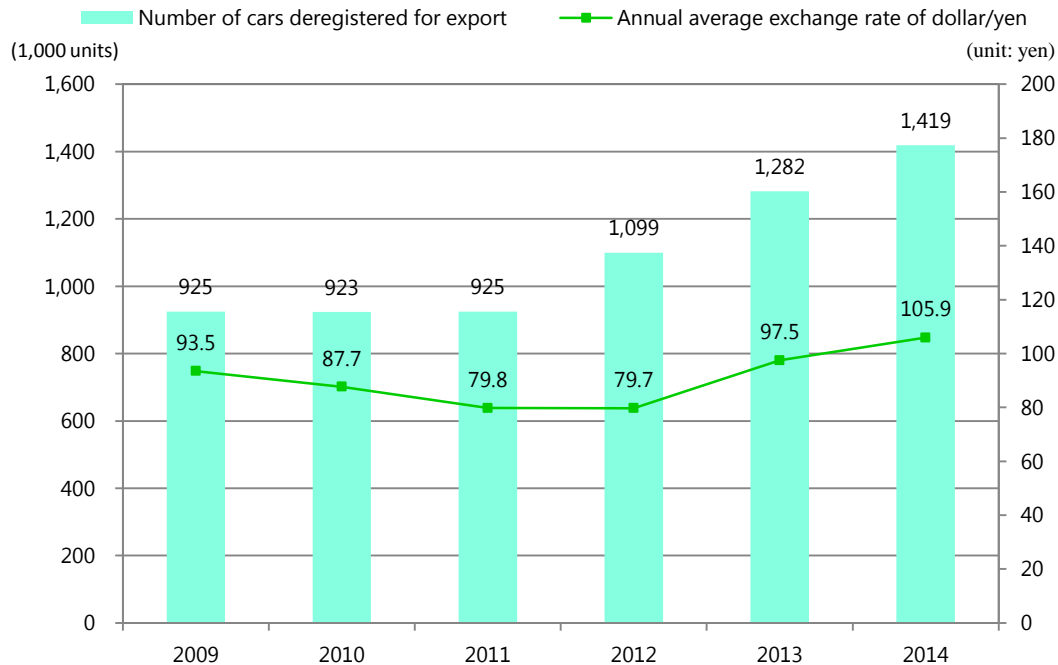
Average number of years of use and age of vehicles are increasing.

Variation in the number of car maintenance shops

The number of car maintenance shops (accredited and designated shops) is slightly increasing. (maintenance shops, dealers, car accessory stores, gas stations, etc.)

Japanese Car Market Trend(Used car export field)

Trend in the used car export field



Source: Japan Auto Dealers Association

Volume of export of used cars to each country in 2014

Rank	Country	Number of cars (thousand units)
1	MYANMAR	160
2	RUSSIA	128
3	U.A.E	112
4	NEW ZEALAND	110
5	CHILE	73
6	KENYA	67
7	SOUTH AFRICA	53
8	KYRGYZ	48
9	GEORGIA	38
10	PAKISTAN	38

Source: Japan Used Motor Vehicle Exporters Association

Variation in the number of cars deregistered for export

Thanks to the yen depreciation, the number of cars deregistered for export is increasing, although there are some effects of the import regulations in each country, etc.

Variation in the number of cars exported to each country

The export volume of used cars to the top 5 countries accounts for over 40%.

Future Outlook

The IR information in this document includes a future outlook.

Such information other than the past events may be influenced by the risk and uncertainty due to the competition, market, and systems in the field of our company's business. As a result, the outlook based on the assumption and estimation with available information may be different from actual results and performance in the future. We would appreciate your understanding.

For Inquiries

PROTO CORPORATION

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