



Financial Results for the Three Months Ended June 2014 (April 1, 2014 to June 30, 2014)

July 31, 2014
PROTO CORPORATION (4298)

Financial Data (Consolidated)

Shares outstanding (million)	20.9
Market capitalization (¥ billion, June 2014)	31.3
DPS (¥, FY March 2015, Forecast)	38.0
EPS (¥, FY March 2014, Forecast)	156.37
BPS (¥, March 2014)	1,280.38
ROE (% , FY March 2014, Net income basis)	10.5
ROA (% , FY March 2014, Ordinary income basis)	12.7
Equity ratio (% , March 2014)	59.6
Potential share dilution (million)	-
Foreign ownership (% , June 2014)	24.2

Major Shareholders

	(Thousands)
1) Mugen Corporation	6,807 (32.50%)
2) JPMCC Client Safekeeping Account	1,186 (5.66%)
3) Hiroichi Yokoyama	840 (4.01%)
4) JP Morgan Chase Bank 385632	568 (2.71%)
5) BBH for Fidelity Low-Priced Stock Fund(Principal All Sector Subportfolio)	500 (2.38%)
6) Japan Trustee Services Bank, Ltd. (Trust Account)	498 (2.38%)
7) PROTO CORPORATION	494 (2.36%)
8) Yoshihiro Yokoyama	404 (1.92%)
9) Clearstream Banking SA	384 (1.83%)
10) Minoru Saito	340 (1.62%)

(As of June 30, 2014)

Consolidated Statements of Income (1)



Status of Consolidated Income

(Unit: million yen)

	Apr-Jun 2013		Apr-Jun 2014				YoY change		Achievement rate	
	Results (A)	% of Net sales	Forecast (B)	% of Net sales	Results (C)	% of Net sales	(C)-(A)	%	(C)-(B)	%
Net Sales	13,808	100.0%	13,269	100.0%	(1) 12,200	100.0%	(1,608)	88.4%	(1,069)	91.9%
Cost of Sales	8,459	61.3%	7,980	60.1%	7,087	58.1%	(1,371)	83.8%	(892)	88.8%
Gross Profit	5,349	38.7%	5,289	39.9%	5,112	41.9%	(236)	95.6%	(176)	96.7%
SG&A Expenses	4,022	29.1%	4,184	31.5%	3,855	31.6%	(167)	95.8%	(328)	92.1%
EBITDA	1,718	12.4%	1,554	11.7%	1,694	13.9%	(25)	98.5%	140	109.0%
Operating Income	1,326	9.6%	1,105	8.3%	1,257	10.3%	(69)	94.8%	151	113.7%
Ordinary Income	1,398	10.1%	1,123	8.5%	1,305	10.7%	(92)	93.4%	182	116.3%
Net Income	761	5.5%	649	4.9%	(2) 973	8.0%	212	127.8%	324	150.1%

* EBITDA is calculated based on "operating income + depreciation + amortization of goodwill".

Status of SG & A Expenses

(Unit: million yen)

	Apr-Jun 2013		Apr-Jun 2014				YoY change		Achievement rate	
	Results (A)	% of Net sales	Forecast (B)	% of Net sales	Results (C)	% of Net sales	(C)-(A)	%	(C)-(B)	%
SG&A Expenses	4,022	29.1%	4,184	31.5%	3,855	31.6%	(167)	95.8%	(328)	92.1%
Employment Cost	1,777	12.9%	1,873	14.1%	1,797	14.7%	20	101.1%	(75)	96.0%
Advertising Cost	673	4.9%	680	5.1%	606	5.0%	(66)	90.2%	(73)	89.2%
Other Expenses	1,571	11.4%	1,630	12.3%	1,450	11.9%	(121)	92.3%	(179)	89.0%
Number of Employees	1,284	-	1,396	-	1,340	-	56	104.4%	(56)	96.0%

Point (1)

Net Sales: Especially in the automobile-related information field, the used car export volume of Kings Auto Co., Ltd. was 110.2% compared with the same period of the previous year, but luxury car export volume declined. Accordingly, the sales of Kings Auto decreased. In addition, in the wake of the consumption tax hike, the sales volume of tires of AUTOWAY Co., Ltd., which sells imported tires, decreased, and so the sales of the entire corporate group decreased by 1,608 million yen (88.4% compared with the same period of the previous year). The ratio of sales to the target value for the entire corporate group was 91.9%, mainly because the sales volume of tires of AUTOWAY Co., Ltd. was smaller than the target value.

Point (2)

Net Income: The net income of the entire corporate group increased by 212 million yen (127.8% compared with the same period of the previous year), because the liquidation of the subsidiary PROTO SINGAPORE generated an income of 214 million yen,.

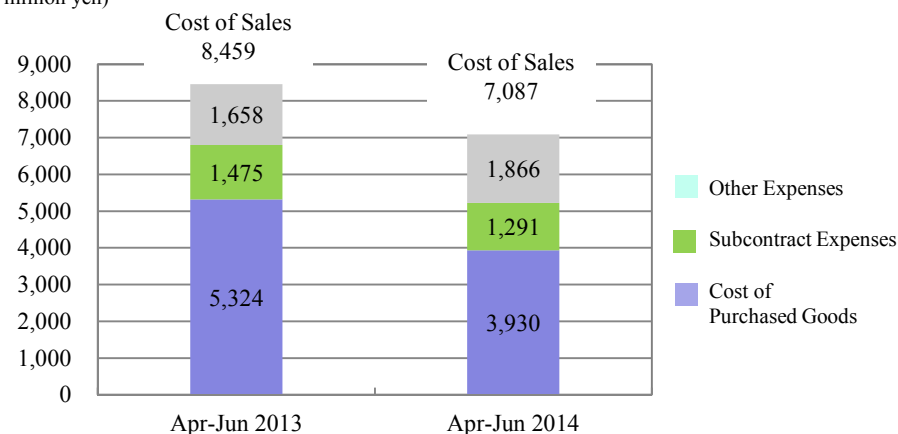
Consolidated Statements of Income (2)



Operating Results (Apr-Jun 2014)

Changes in Cost of Sales

(Unit: million yen)

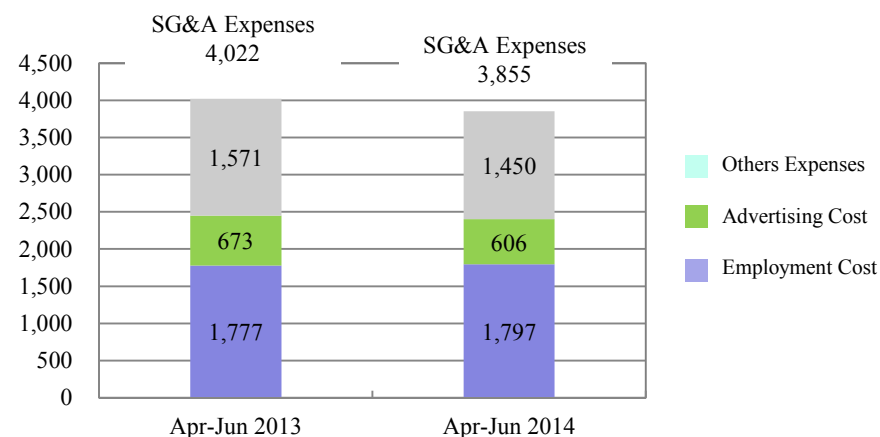


Cost of Sales

The cost of purchased goods for the entire corporate group decreased by 1,393 million yen (73.8% compared with the same period of the previous year), due mainly to the decreases in the costs of sales for Kings Auto Co., Ltd. (down 809 million yen) and AUTOWAY Co., Ltd. (down 347 million yen). The subcontract expenses for the entire corporate group decreased by 184 million yen (87.5% compared with the same period of the previous year), mainly because the outsourcing expense for the Internet ad agency business (withdrawn at the end of Mar. 2014) of PROTO CORPORATION became lower. Other expenses for the entire corporate group increased by 207 million yen (112.5% compared with the same period of the previous year), mainly because the number of employees of PROTO MEDICAL CARE increased. As a result, the ratio of cost of sales to that for the same period of the previous year was 83.8% (sales cost ratio decreased by 3.2%). The ratio of cost of sales to the target value for the entire group was 88.8%, mainly because the sales volume of tires of AUTOWAY Co., Ltd. was smaller than the target value.

Changes in SG&A Expenses

(Unit: million yen)



SG&A Expenses

The employment cost for the entire corporate group increased by 20 million yen (101.1% compared with the same period of the previous year), mainly because the number of employees of PROTO-RIOS INC. increased. The advertising cost for the entire corporate group decreased by 66 million yen (90.2% compared with the same period of the previous year), mainly because AUTOWAY Co., Ltd. attempted to streamline website promotion. Other expenses for the entire corporate group decreased by 121 million yen (92.3% compared with the same period of the previous year), mainly because AUTOWAY Co., Ltd. reduced outsourcing costs and commissions, as sales declined. As a result, the ratio of SG&A expenses to that in the same period of the previous year was 95.8% (SG&A ratio increased by 2.5%). The ratio of SG&A expenses to the target value for the entire corporate group was 92.1%, because the SG&A expenses of AUTOWAY Co., Ltd. and the employment cost of PROTO CORPORATION were lower than the target values.

Operating Results by Segment (1)



Sales

(Unit: million yen)

	Apr-Jun 2013		Apr-Jun 2014			
	Results (A)	Composition ratio	Forecast (B)	Composition ratio	Results (C)	Composition ratio
Automobile-related	12,723	92.1%	12,231	92.2%	11,145	91.4%
Info Registration Fee	5,038	36.5%	5,062	38.1%	5,025	41.2%
Information Service Fee	7,685	55.7%	7,169	54.0%	6,119	50.2%
Lifestyle-related	828	6.0%	822	6.2%	823	6.7%
Real Estate	41	0.3%	35	0.3%	40	0.3%
Other Business	215	1.6%	180	1.4%	191	1.6%
Total	13,808	100.0%	13,269	100.0%	12,200	100.0%

YoY change		Achievement rate	
(C)-(A)	%	(C)-(B)	%
(1,578)	87.6%	(1,086)	91.1%
(12)	99.7%	(36)	99.3%
(1,565)	79.6%	(1,049)	85.4%
(4)	99.4%	1	100.1%
(0)	98.4%	4	113.3%
(24)	88.8%	10	106.0%
(1,608)	88.4%	(1,069)	91.9%

1) Info Registration Fee: Advertising in information magazines and Internet media, etc.

2) Information Service Fee: Selling information magazines, providing contents, used car export support service and EC (sales of imported tires, parts for motorcycles), etc.

Operating Income

(Unit: million yen)

	Apr-Jun 2013		Apr-Jun 2014			
	Results (A)	Profit ratio	Forecast (B)	Profit ratio	Results (C)	Profit ratio
Automobile-related	1,752	13.8%	1,536	12.6%	1,619	14.5%
Lifestyle-related	37	4.6%	45	5.5%	73	9.0%
Real Estate	23	57.2%	(6)	-	22	55.1%
Other Business	(58)	-	(6)	-	(39)	-
Management Division	(428)	-	(463)	-	(419)	-
Total	1,326	9.6%	1,105	8.3%	1,257	10.3%

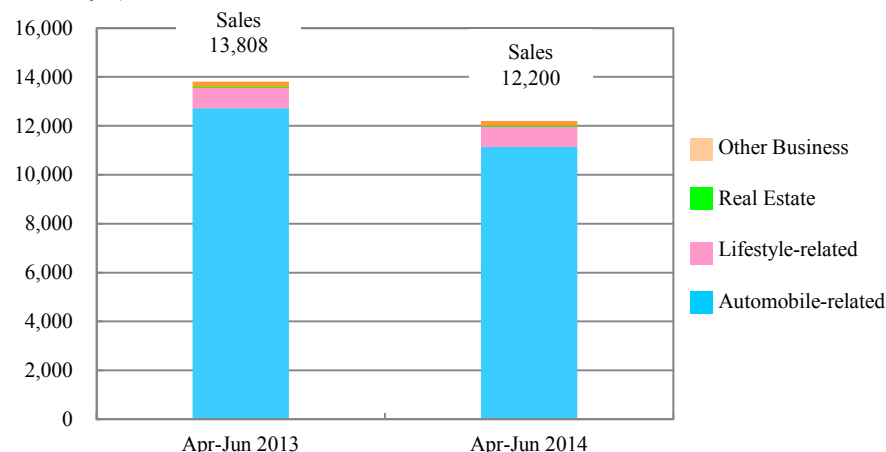
YoY change		Achievement rate	
(C)-(A)	%	(C)-(B)	%
(132)	92.4%	83	105.4%
36	196.0%	28	162.8%
(1)	94.9%	28	-
18	-	(32)	-
9	-	44	-
(69)	94.8%	151	113.7%

Operating Results by Segment (2)



Changes in Sales by Segment

(Unit: million yen)



Automobile-related Information

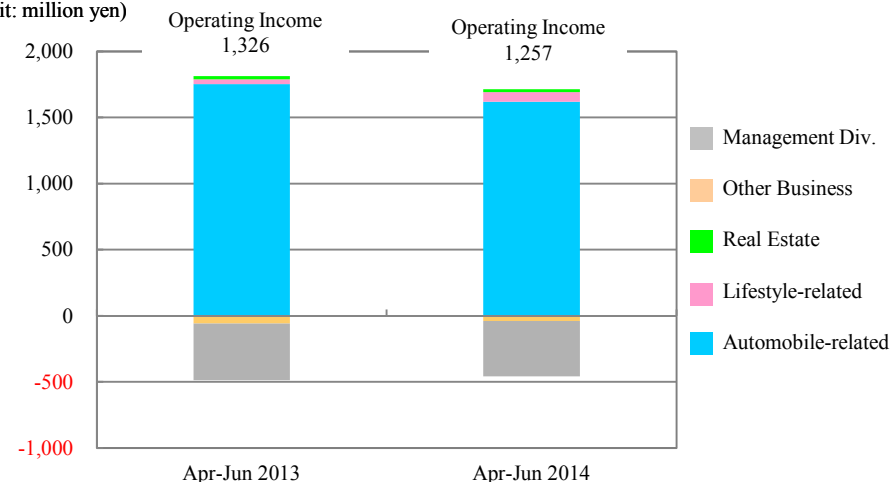
In the first quarter, the business environment of used car dealers was severe, in the wake of the consumption tax hike. The sales from information registration and posting decreased by 12 million yen (99.7% compared with the same period of the previous year), because the advertisement sales of PROTO MALAYSIA declined, although the performance of the Goo Series was favorable thanks to the promotion of "MOTOR GATE". The sales from information provision decreased by 1,565 million yen (79.6%), as the sales of Kings Auto Co., Ltd. dropped by 820 million yen (66.7%) due to the decline in the export volume of used luxury cars, and the EC sales (of imported tires) of AUTOWAY Co., Ltd. decreased by 582 million yen (81.3%) in the wake of the consumption tax hike. Operating income decreased by 132 million yen (92.4%), mainly because the EC sales of AUTOWAY Co., Ltd. and the advertisement sales of PROTO MALAYSIA dropped and PROTO CORPORATION conducted prior investments in the new businesses "GooPLUS" and "GooPit".

Lifestyle-related Information

PROTO MEDICAL CARE saw increases in sales and income, as its advertisement business in the fields of medicine, nursing care, and welfare and its welfare equipment rental business, etc. were healthy. However, the sales of the lifestyle-related information business decreased by 4 million yen (99.4% compared with the same period of the previous year), partly because sales decreased by 157 million yen due to the withdrawal of the Internet ad agency business of PROTO CORPORATION in Mar. 2014. On the other hand, operating income increased by 36 million yen (196.0%), because the performance of PROTO MEDICAL CARE was healthy and unprofitable businesses were discontinued.

Changes in Operating Income by Segment

(Unit: million yen)



Other Business

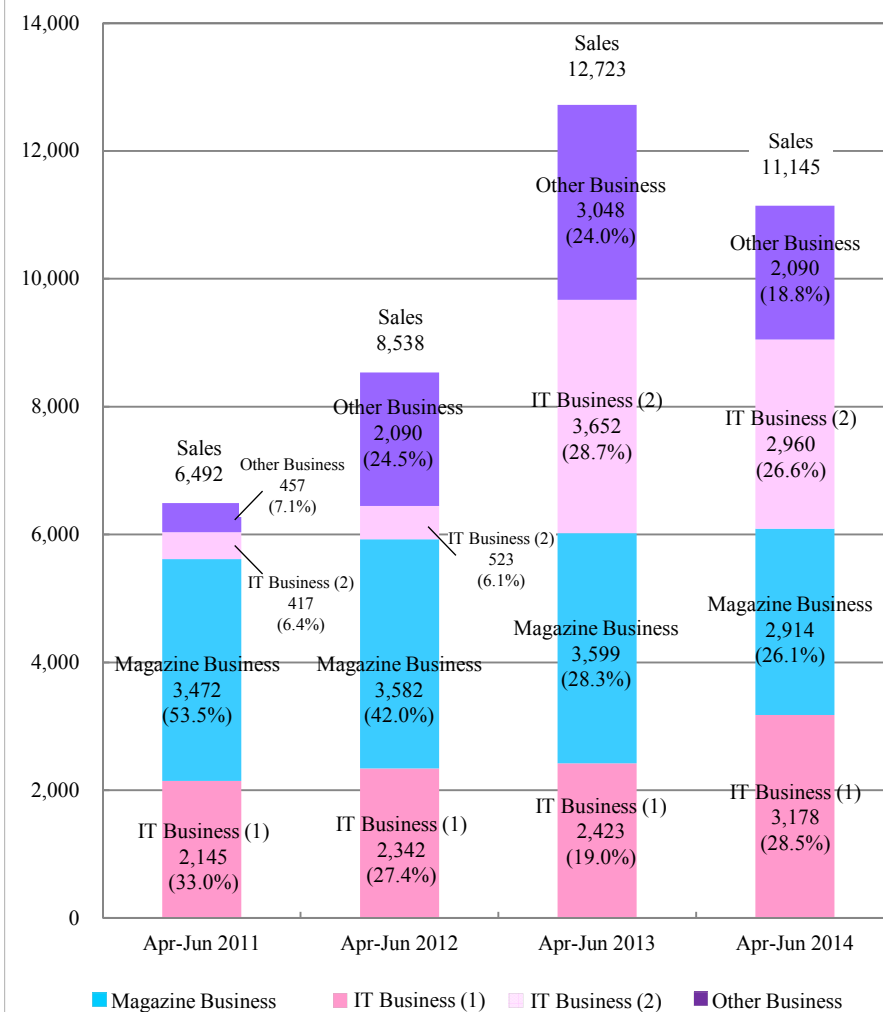
The sales of PROTO CORPORATION decreased by 24 million yen (88.8% compared with the same period of the previous year), because its social game business was terminated in Dec. 2013. There was an operating loss of 39 million yen (a loss of 58 million yen for the same period of the previous year), partly because unprofitable businesses were discontinued.

Operating Results of Automobile-related Information (1)



Changes in Automobile-related Sales by Product Classification

(Unit: million yen) *Parentheses represent composition ratios.



Magazine Business

The total sales of the magazine business decreased by 685 million yen (81.0% compared with the same period of the previous year), mainly because the charging system of the Goo Series was changed in some areas (shifting from the magazine business to the IT business) in the current term.

IT Business (1) (MOTOR GATE usage fee, B to B data service etc.)

The sales of the IT business (1) increased by 755 million yen (131.2% compared with the same period of the previous year), because the charging system of the Goo Series was changed as mentioned above, the number of client firms increased thanks to the promotion of “MOTOR GATE” and PROTO-RIOS INC. promoted the business support system.

IT Business (2) (EC)

The sales of the IT business (2) decreased by 691 million yen (81.1% compared with the same period of the previous year), mainly because the sales volume of tires to corporations of AUTOWAY Co., Ltd., which sells imported tires, was smaller than that for the previous year, in the wake of the consumption tax hike.

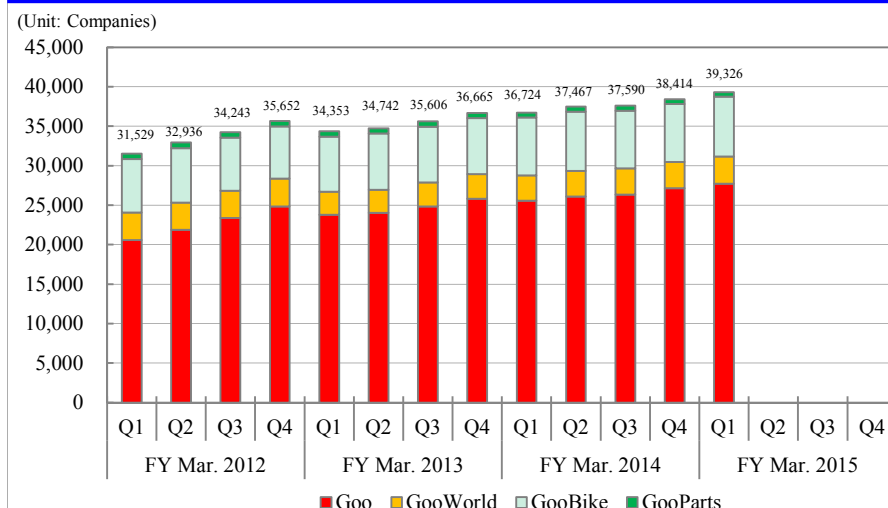
Other Business (Goo-inspection and Service of supporting the export of used cars etc.)

The sales of other businesses decreased by 957 million yen (68.6% compared with the same period of the previous year), mainly because the used car export business of Kings Auto Co., Ltd. witnessed a decline in the export volume of luxury cars and PROTO CORPORATION withdrew its Goo purchase business.

Operating Results of Automobile-related Information (2)



Changes in Quarterly Totals of Business Partners for Goo Series



Changes in Quarterly Totals of Business Partners for Goo Series

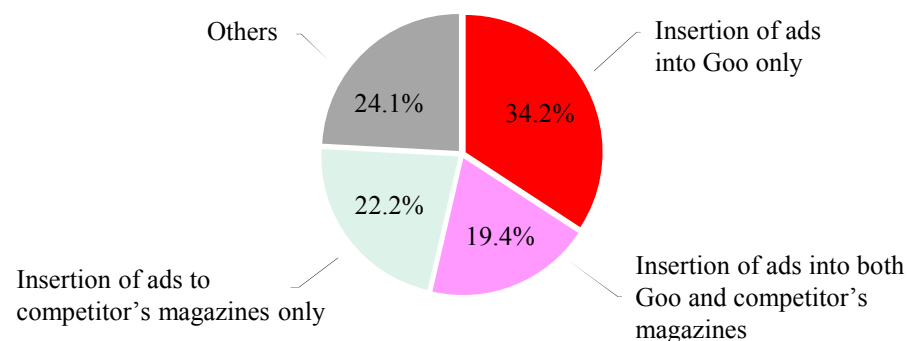
The accumulated business partners for the entire Goo Series during the first quarter (April to June) increased to 107.1% compared with the same period of the previous year.

Because of the increase in the number of small retails, the average unit price per month during the first quarter (April to June) was 93.7% compared with the same period of the previous year.

Situation of Market Share (Compared with Competitors)

As for our market share, the companies that use Goo only increased by 0.2 points from the end of the previous term, and the companies that use Goo and competitors' magazines decreased by 1.9 points. Namely, the companies that use Goo decreased by 1.7% as a whole. The share of the companies that insert their ads into competitors' magazines only decreased by 1.5 points.

Situation of Market Share (Compared with Competitors)



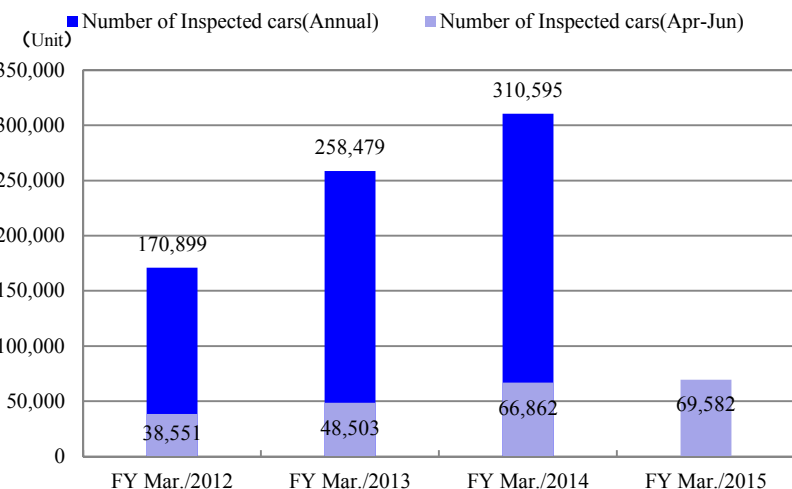
* Competitor's magazine: Car Sensor (Mj Magazine in Shikoku, Crossroad in Okinawa)

* The numerical value has totaled for the entire area.

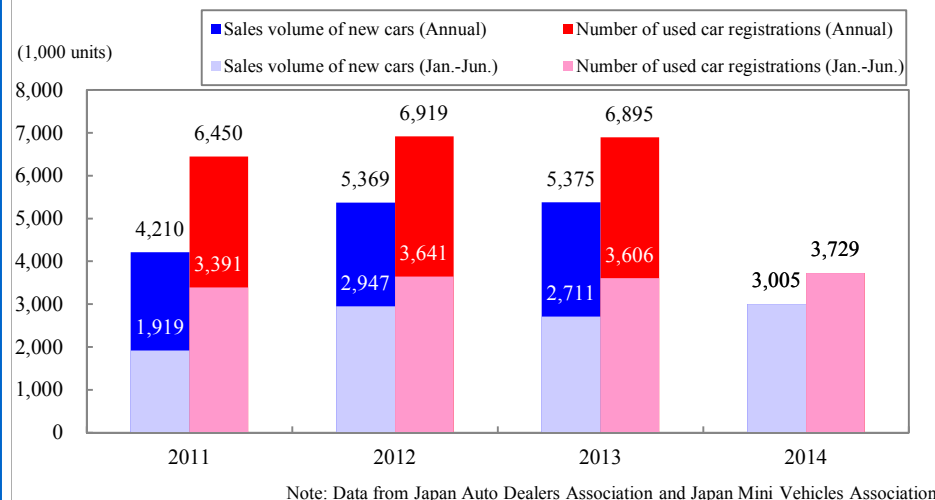
* Method for counting client companies: To count the number of dealers that inserted their ads into information magazines.

(Surveyed by our company in June 2014)

Changes in Goo-inspection



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



Sales Volume of New Cars

The sales volume of new cars for 2013 (Jan-Dec) was 5.37 million (100.1% of the value for the same period of the previous year).

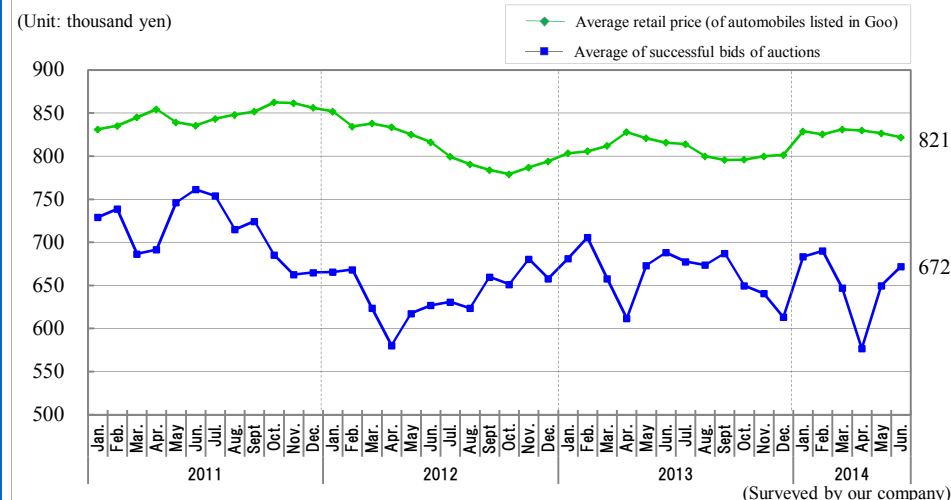
The sales volume of new cars for 2014 (Jan-Jun) was 3.00 million (110.8% of the value for the same period of the previous year).

Number of Used Car Registrations

The number of used cars registered in 2013 (Jan-Dec) was 6.89 million (99.7% of the value for the same period of the previous year).

The number of used cars registered in 2014 (Jan-Jun) was 3.72 million (103.4% of the value for the same period of the previous year).

Variations in Retail and Wholesale Prices of Used Cars



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.

【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

Consolidated Balance Sheet



(Unit: million yen)

	FY Mar. 2014 (As of March 31, 2014)		FY Mar. 2015 (As of June 30, 2014)		Increase/Decrease (B) - (A)	
	(A)	Composition ratio	(B)	Composition ratio		
Current Assets	22,815	52.0%	21,120	50.6%	(1)	(1,694)
Fixed Assets	21,091	48.0%	20,638	49.4%	(2)	(453)
Current Liabilities	13,174	30.0%	11,100	26.6%	(3)	(2,074)
Long-term Liabilities	4,554	10.4%	4,150	9.9%	(4)	(404)
Net Assets	26,177	59.6%	26,507	63.5%		330
Total Assets	43,907	-	41,759	-		(2,148)

Point (1) Decrease in Current Assets (1,694 million yen decrease from the end of the term ended March 2014)

Current assets decreased by 1,694 million yen from the end of the previous consolidated fiscal year, mainly because cash and deposits decreased because of the repayment of loans and the payment of accrued income tax, etc., and inventory assets decreased through the rationalization of product stocks of AUTOWAY Co., Ltd.

Point (2) Decrease in Fixed Assets (453million yen decrease from the end of the term ended March 2014)

Fixed assets decreased by 453 million yen from the end of the previous consolidated fiscal year, mainly because depreciation and goodwill amortization were posted.

Point (3) Decrease in Current Liabilities (2,074 million yen decrease from the end of the term ended March 2014)

Current liabilities decreased by 2,074 million yen from the end of the previous consolidated fiscal year, mainly because accrued income tax, etc. became lower after the payment of income tax, etc. and short-term loans, etc. were repaid by AUTOWAY Co., Ltd. and Kings Auto Co., Ltd.

Point (4) Decrease in Long-term Liabilities (404 million yen decrease from the end of the term ended March 2014)

Long-Term liabilities decreased by 404 million yen from the end of the previous consolidated fiscal year, because long-term loans were repaid by AUTOWAY Co., Ltd. and Kings Auto Co., Ltd.

Consolidated Statements of Cash Flows



(Unit: million yen)

	FY March 2014 (Apr-Jun 2013)	FY March 2015 (Apr-Jun 2014)	Increase/Decrease	(Reference) FY March 2014
Cash Flows from Operating Activities	(105)	(1) 1,667	1,772	4,235
Cash Flows from Investing Activities	(4,538)	(2) (122)	4,416	(5,294)
Cash Flows from Financing Activities	(290)	(3) (2,046)	(1,756)	(2,720)
Cash and Cash Equivalents at End of Term	9,830	10,604	774	11,097

Investment Amount (Tangible/intangible fixed assets*)	4,437	86	(4,351)	5,715
Depreciation (Tangible/intangible fixed assets)	164	209	45	819
Amortization of Goodwill	228	227	(0)	928

* The investment amount includes the amount to acquire tangible/intangible fixed assets as well as goodwill.

Point (1) Cash Flows from Operating Activities

There was an income of 1,667 million yen, mainly because 1,525 million yen was recorded for income before income taxes, there was a cost of 437 million yen that was not actually paid, including depreciation and goodwill amortization, inventory assets decreased by 640 million yen due to the inventory rationalization of AUTOWAY Co., Ltd. and Kings Auto Co., Ltd., accounts receivable declined 489 million yen, while 1,575 million yen was paid for income tax, etc.

Point (2) Cash Flows from Investing Activities

There was an expenditure of 122 million yen, mainly because 33 million yen was paid for business transfer and 84 million yen was paid for the acquisition of fixed assets.

Point (3) Cash Flows from Financing Activities

There was an expenditure of 2,046 million yen, mainly because short-term and long-term loans decreased by 1,674 million yen and 372 million yen was paid for term-end dividends for the previous term.

Earnings Forecast Summary

* The earnings forecast is a value announced on May 12, 2014.

Numerical Targets



- We promote business expansion by considering the growth potential of sales and operating profit and the improvement in ROE as the most important indicators.

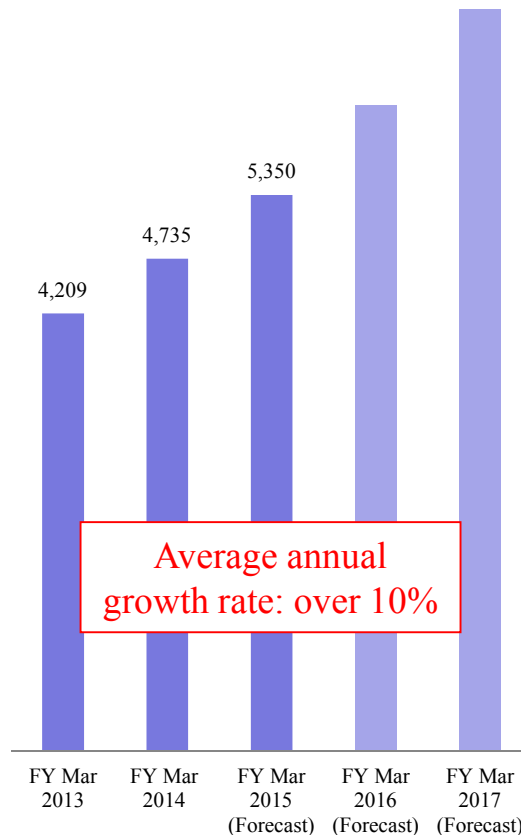
Growth of Net Sales

Net Sales (Unit: million yen)



Growth of Operating Income

Operating Income (Unit: million yen)



Profitability/Investment Efficiency

ROE



Reference: Transition of EBITDA and Adjusted Net Income



(Unit: million yen)

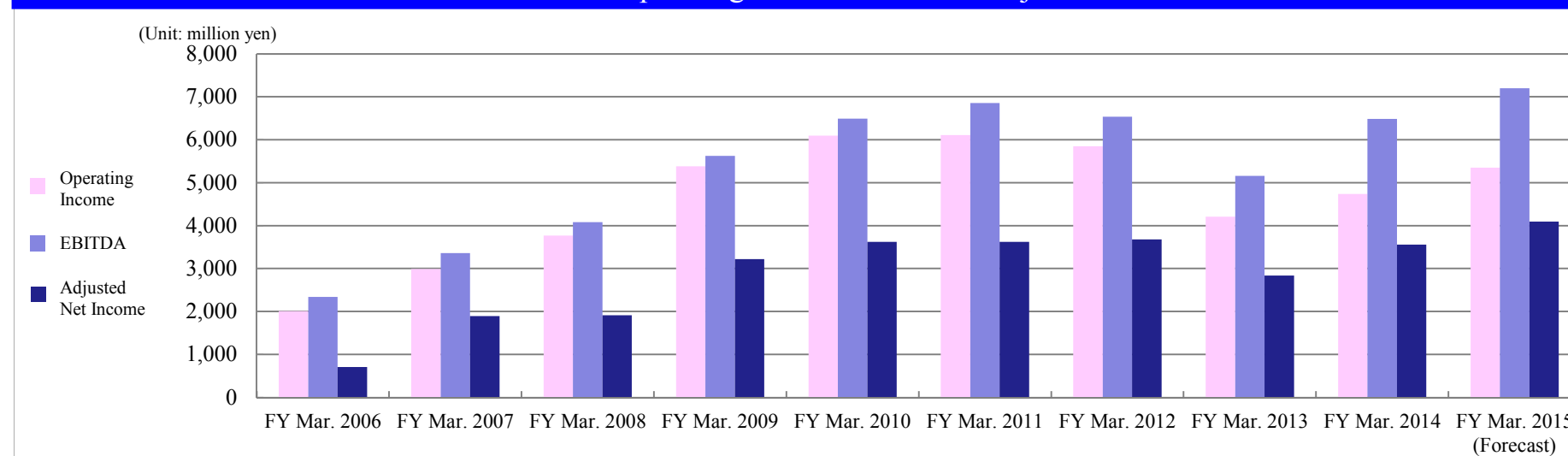
	FY Mar. 2006	FY Mar. 2007	FY Mar. 2008	FY Mar. 2009	FY Mar. 2010	FY Mar. 2011	FY Mar. 2012	FY Mar. 2013	FY Mar. 2014	FY Mar. 2015 (Forecast) *3
Net Sales	19,952	21,238	22,893	23,657	25,682	28,779	30,582	38,287	54,761	56,940
Operating Income	2,010	2,988	3,771	5,384	6,098	6,111	5,846	4,209	4,735	5,350
Net Income	598	1,766	1,838	3,187	3,529	3,197	3,275	2,290	2,627	3,197
EBITDA*1	2,337	3,360	4,078	5,628	6,490	6,856	6,540	5,161	6,483	7,201
Adjusted Net Income*2	707	1,890	1,915	3,223	3,621	3,620	3,680	2,836	3,555	4,095
Depreciation	217	247	230	207	299	322	288	404	819	952
Amortization of Goodwill	109	124	77	36	91	422	405	546	928	898

*1 EBITDA was calculated with the equation: operating income + depreciation + amortization of goodwill

*2 Adjusted Net Income was calculated with the equation: net income + amortization of goodwill.

*3 The earnings forecast is a value announced on May 12, 2014.

Annual Transition of Operating Income/EBITDA/Adjusted Net Income



Reference: Consolidated Quarterly Earnings Forecast for the Year Ending March 2015



(Unit: million yen)

	FY March 2013 (Results)					FY March 2014 (Results)					FY March 2015 (Forecast)				
	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Q4	Total
Net Sales	9,599	9,600	9,420	9,667	38,287	13,808	13,915	13,796	13,240	54,761	13,269	13,551	15,067	15,051	56,940
Cost of Sales	5,007	5,093	5,029	5,505	20,636	8,459	8,717	8,468	7,870	33,514	7,980	8,059	9,275	9,070	34,386
Gross Profit	4,591	4,507	4,390	4,161	17,650	5,349	5,198	5,328	5,370	21,246	5,289	5,491	5,792	5,980	22,554
SG&A Expenses	3,006	3,124	3,171	4,138	13,440	4,022	4,068	4,163	4,256	16,510	4,184	4,146	4,368	4,504	17,204
Operating Income	1,585	1,382	1,218	23	4,209	1,326	1,130	1,165	1,114	4,735	1,105	1,344	1,424	1,475	5,350
Ordinary Income	1,602	1,450	1,263	54	4,371	1,398	1,213	1,266	1,131	5,009	1,123	1,361	1,446	1,498	5,430
Net Income	1,082	657	670	(120)	2,290	761	551	712	601	2,627	649	795	856	895	3,197


* Cost of sales includes reversal of allowance for sales returns and provision

	FY March 2013 (Results)					FY March 2014 (Results)					FY March 2015 (Forecast)				
	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Q4	Total
Net Sales	9,599	9,600	9,420	9,667	38,287	13,808	13,915	13,796	13,240	54,761	13,269	13,551	15,067	15,051	56,940
Automobile-related	8,538	8,256	8,214	8,677	33,687	12,723	12,680	12,618	12,115	50,138	12,231	12,400	13,814	13,668	52,114
Info Registration Fee	4,934	5,082	5,324	5,072	20,413	5,038	5,192	5,261	5,251	20,744	5,062	5,477	5,496	5,786	21,822
Info Service Fee	3,604	3,174	2,890	3,605	13,273	7,685	7,488	7,356	6,864	29,394	7,169	6,923	8,317	7,882	30,292
Lifestyle-related	925	1,175	980	755	3,837	828	942	896	873	3,541	822	882	919	1,042	3,665
Real Estate	42	40	41	39	163	41	43	43	39	167	35	36	35	36	144
Other Business	91	127	183	195	597	215	248	237	211	913	180	232	298	303	1,014
Operating Income	1,585	1,382	1,218	23	4,209	1,326	1,130	1,165	1,114	4,735	1,105	1,344	1,424	1,475	5,350
Automobile-related	1,932	1,787	1,719	476	5,916	1,752	1,473	1,559	1,432	6,217	1,536	1,688	1,764	1,767	6,756
Lifestyle-related	52	58	32	(12)	131	37	81	52	76	248	45	98	106	159	409
Real Estate	24	21	23	16	85	23	22	21	2	69	(6)	21	22	24	62
Other Business	(55)	(73)	(121)	(73)	(323)	(58)	(40)	(45)	2	(140)	(6)	7	(25)	(23)	(48)
Management Division	(369)	(411)	(435)	(383)	(1,599)	(428)	(407)	(424)	(398)	(1,659)	(463)	(471)	(443)	(451)	(1,830)

Appendix

Corporate Profile



Corporate Name	PROTO CORPORATION	
Founded	October 1, 1977	
Established	June 1, 1979	
Common Stock	1,824,620 thousand yen (As of June 30, 2014)	
Shares Outstanding	20,940,000 shares (As of June 30, 2014)	
Head Offices	23-14, Aoi 1-chome, Naka-ku, Nagoya 460-0006, Japan 22-2 , Hongo 2-chome, Bunkyo-ku, Tokyo 113-0033, Japan	 <p>Our magazine was first issued in 1977</p>
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: 1,340 (As of June 30, 2014) Parent: 679 (As of June 30, 2014)	
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. PROTO MALAYSIA Sdn. Bhd. (Full subsidiary since September 2011) 9. SMT Media Pte. Ltd . * (Full subsidiary since September 2011) 10. PROTO (TAIWAN) CO., LTD. (Full subsidiary, established in December 2011) 11. PT. PROTO INDONESIA * (Full subsidiary, established in December 2012) <p>(As of July 31, 2014) *Account currently being settled</p>	

Outline of Goo-inspection



- Enrich the services that will make users feel secure and trust us, and differentiate our services from competitors'.

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

公正!
☑ 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。プロがグレーディングレポート (鑑定書) を一台一台に発行します。

Goo 鑑定のポイント ②

納得!
☑ 最大344項目のチェック

じつは最大344項目の多岐にわたる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。

Goo 鑑定のポイント ③

分かりやすい!
☑ 鑑定書付き

鑑定項目は外装、内装、機関、修復歴の4つに大別し、それぞれについて評価を定めます。もちろん改ざんがあれば鑑定書は発行されません。



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 鑑定車の表示がしています。

ステップ ② Goo 鑑定車詳細ページ



詳細ページからはGoo 鑑定書 (サンプル) を見ることができます。

ステップ ③ Goo 鑑定書ページ



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

- Enrich the services that will make users feel secure and trust us, and differentiate our services from competitors'.

GooPLUS

気になる7つのパーツが新品!

グープラス

GooPLUS

Goo鑑定

Goo鑑定車3つのポイント

- 1.中古車の状態を第三者機関のプロの鑑定師がチェック!
- 2.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!
- 3.鑑定済のクルマには状態がわかる鑑定書が付きます!

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。

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。

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

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。

フロアマット
足元スッキリで快適ドライブ!

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!



不安を解決! GooPLUS (グープラス)なら信頼・納得のGoo鑑定車に
気になる7つのパーツが新品!

GooPLUSとは?

プロの鑑定師が中古車の車検状態を鑑定した“Goo鑑定車”に、さらに中古車を購入する際に気になる7つのパーツが、全て新品で付いてくるお得なパッケージです。対象パーツは全て新品で、すぐに交換の心配がないから安心してお乗り頂けます。
もちろん価格は車輦本体価格に含まれているので安心です!!

GooPLUS (Goo-inspection + Consumable package)

Improvement in safety and comfort of used cars

Improvement in order-signing rate

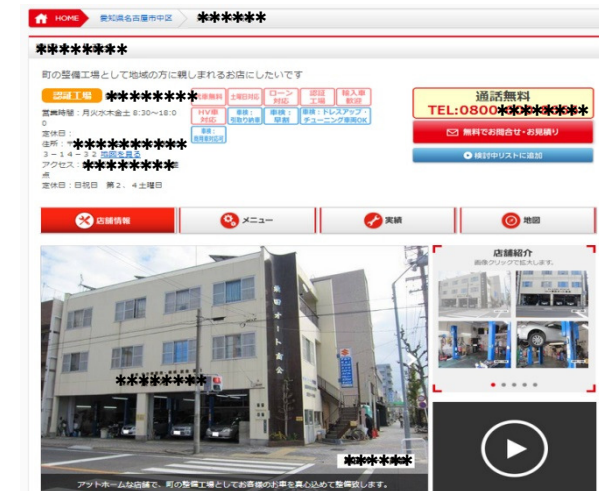
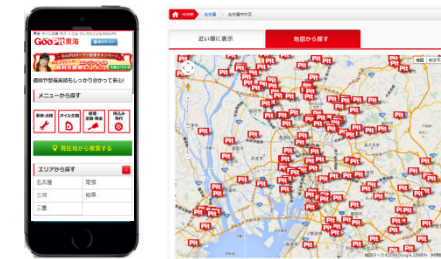
By promoting GooPLUS, we will develop an environment in which users can select automobiles without anxiety while trusting it

Outline of GooPit



- To increase the contact points with users in car life, by offering the service for searching maintenance shops

GooPit(for retrieving car maintenance shops for car inspection, repair, and maintenance, and check)



The website was opened in 3 prefectures in Tokai (Aichi, Mie, and Gifu), on Dec. 20, 2013. Advertisement model in which we receive ad fees from member car maintenance shops

To try to enter the car maintenance field with GooPit, and increase the number of clients

- 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) ; units



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) ; units

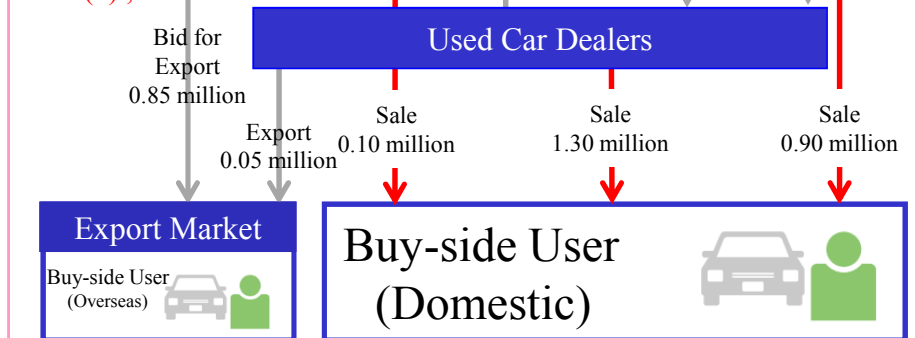


Business Field (2)

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) ; units



Business Field (3)

Goo Series (PC, mobile, information magazines)

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

Goo-net Exchange

To assist dealers in the export of used cars

※Note: The graphic was compiled by PROTO based on data in Yano Research Institute, Ltd., "Used Car Distribution Industry 2012" (Used car distribution flowchart for 2011)

※ The procurement and sales volumes of markets and used car dealers exclude those for stock replacement. * The data of the automobile dismantling market is excluded.

Business Process of Goo Series



Magazine Business

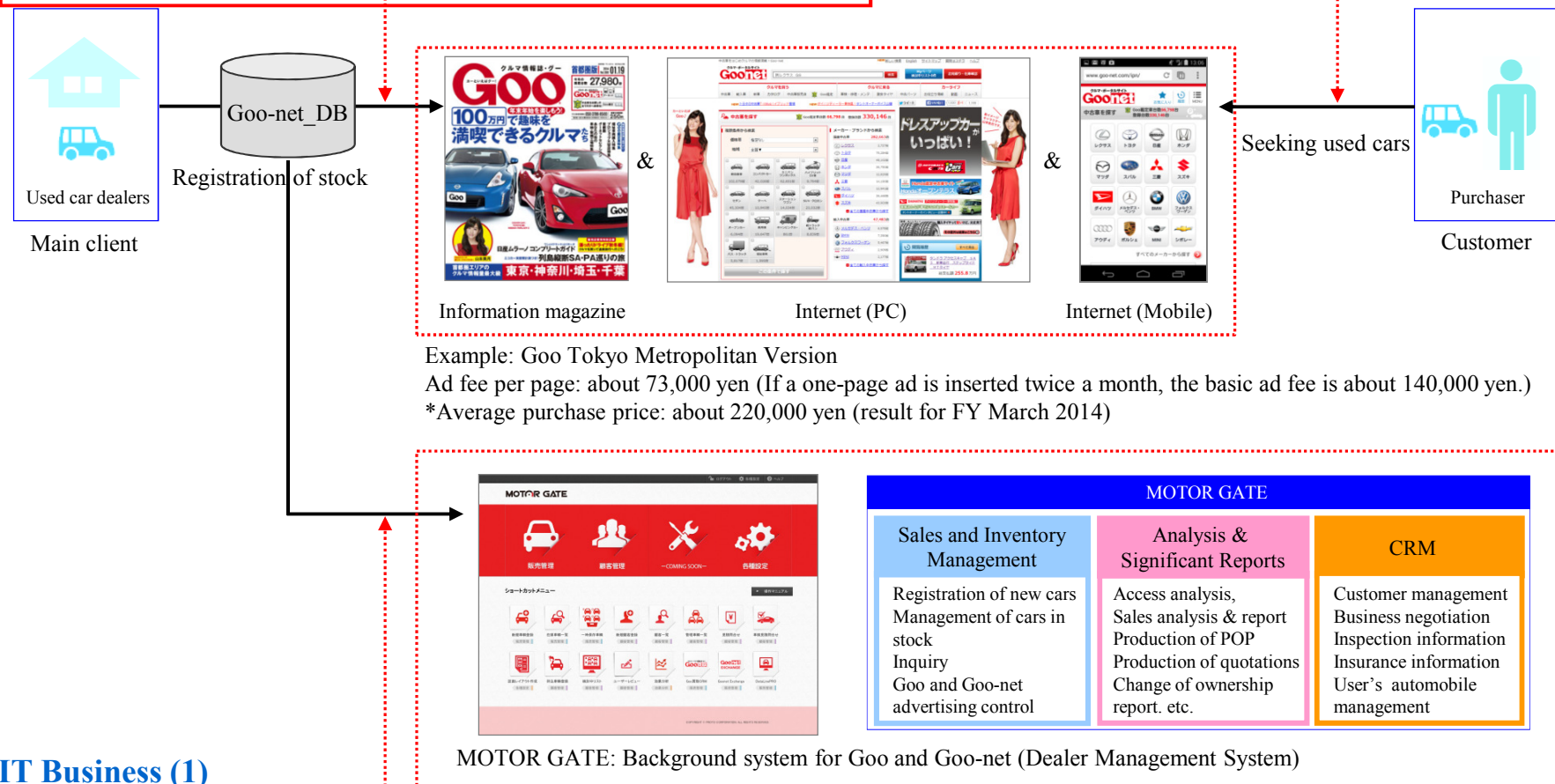
Information registration fees (1)

Charging system: Ad fee per page

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

Information service fees

Sale of information magazine



IT Business (1)

Information registration fees (2)

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

* Amounts of money described in this material are rounded down to million yen.

■ 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

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