

Financial Results for the Three Months Ended June 2013 (April 1, 2013 to June 30, 2013)



July 31, 2013
PROTO CORPORATION (4298)

Financial Data (Consolidated)

Shares outstanding (million)	20.9
Market capitalization (¥ billion, June 2013)	26.8
DPS (¥, FY March 2014, Forecast)	37.5
EPS (¥, FY March 2014, Forecast)	126.65
BPS (¥, March 2013)	1,154.20
ROE (% , FY March 2013, Net income basis)	9.9
ROA (% , FY March 2013, Ordinary income basis)	13.8
Equity ratio (% , March 2013)	68.2
Potential share dilution (million)	-
Foreign ownership (% , June 2013)	24.2

Major Shareholders

	(Thousands)
1) Mugen Corporation	6,807 (32.50%)
2) JPMCC Client Safekeeping Account	877 (4.18%)
3) Hiroichi Yokoyama	840 (4.01%)
4) Japan Trustee Services Bank, Ltd. (Trust Account)	617 (2.94%)
5) The Chase Manhattan Bank, N.A. London Secs Lending Omnibus Account	522 (2.49%)
6) PROTO CORPORATION	494 (2.36%)
7) Yoshihiro Yokoyama	408 (1.94%)
8) Northern Trust Co. (AVFC) Sub Account American Clients	367 (1.75%)
9) MSCO Customer Securities	347 (1.65%)
10) Minoru Saito	340 (1.62%)

(As of June 30, 2013)

Consolidated Statements of Income



(Unit: million yen)

	Apr-Jun 2012		Apr-Jun 2013			
	Results (A)	% of Net sales	Forecast (B)	% of Net sales	Results (C)	% of Net sales
Net Sales	9,599	100.0%	13,385	100.0%	(1) 13,808	100.0%
Cost of Sales	5,007	52.2%	8,258	61.7%	(2) 8,459	61.3%
Gross Profit	4,591	47.8%	5,126	38.3%	5,349	38.7%
SG&A Expenses	3,006	31.3%	4,224	31.6%	(3) 4,022	29.1%
EBITDA	1,811	18.9%	1,322	9.9%	1,718	12.4%
Operating Income	1,585	16.5%	902	6.7%	1,326	9.6%
Ordinary Income	1,602	16.7%	949	7.1%	1,398	10.1%
Net Income	1,082	11.3%	472	3.5%	761	5.5%

YoY change	Achievement rate		
(C)-(A)	%	(C)-(B)	%
4,209	143.8%	423	103.2%
3,451	168.9%	200	102.4%
757	116.5%	222	104.3%
1,016	133.8%	(201)	95.2%
(92)	94.9%	395	130.0%
(258)	83.7%	424	147.0%
(204)	87.3%	449	147.3%
(320)	70.4%	289	161.2%

	Apr-Jun 2012		Apr-Jun 2013			
	Results (A)	% of Net sales	Forecast (B)	% of Net sales	Results (C)	% of Net sales
SG&A Expenses	3,006	31.3%	4,224	31.6%	4,022	29.1%
Employment Cost	1,456	15.2%	1,847	13.8%	1,777	12.9%
Advertising Cost	604	6.3%	749	5.6%	673	4.9%
Other Expenses	945	9.8%	1,627	12.2%	1,571	11.4%
Number of Employment	1,027	-	1,338	-	1,284	-

YoY change	Achievement rate		
(C)-(A)	%	(C)-(B)	%
1,016	133.8%	(201)	95.2%
321	122.1%	(69)	96.2%
68	111.4%	(76)	89.8%
626	166.2%	(55)	96.6%
257	125.0%	(54)	96.0%

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

Point (1) Net Sales: As compared with the same period of the previous year, net sales of the entire group increased by 4,209 million yen (143.8% compared with the same period of the previous year) because of sales increase from Automobile-related Information business and Other business.

Furthermore, as compared with the plan, the sales of the entire group were 103.2% because the sales of Kings Auto Co., Ltd., which deals with exporting used cars, were more than planned.

Point (2) Cost of Sales: Because of acquisition of AUTOWAY Co., Ltd. (April 2013), which sells the imported tires for automobiles, and increase in sales of Kings Auto Co., Ltd., the cost of sales was 168.9% as compared with the same period the previous year (cost rate: 9.1 point increase).

Furthermore, as compared with the plan, cost of sales of the entire group was 102.4% because the cost of sales of Kings Auto Co., Ltd. was more than planned.

Point (3) SG & A Expenses: Mainly because of increase in the number of employees associated with increase of consolidated subsidiaries, personnel expenses and other expenses increased. Consequently, the SG&A expenses was 133.8% as compared with the same period of the previous year (SG&A expenses rate: 2.2 point decrease).

Furthermore, as compared with the plan, the SG&A expenses of the entire group was 95.2%, mainly because the cost of PROTO CORPORATION was below the plan.

Operating Results by Segment (1)



Sales

(Unit: million yen)

	Apr-Jun 2012		Apr-Jun 2013				YoY change		Achievement rate	
	Results (A)	Composition ratio	Forecast (B)	Composition ratio	Results (C)	Composition ratio	(C)-(A)	%	(C)-(B)	%
Automobile-related	8,538	89.0%	12,115	90.5%	12,723	92.1%	4,184	149.0%	608	105.0%
Info Registration Fee	4,934	51.4%	5,009	37.4%	5,038	36.5%	104	102.1%	29	100.6%
Information Service Fee	3,604	37.5%	7,105	53.1%	7,685	55.7%	4,080	213.2%	579	108.2%
Lifestyle-related	925	9.6%	1,042	7.8%	828	6.0%	(97)	89.4%	(214)	79.4%
Real Estate	42	0.4%	37	0.3%	41	0.3%	(1)	95.8%	3	109.0%
Other Business	91	1.0%	189	1.4%	215	1.6%	123	235.2%	25	113.4%
Total	9,599	100.0%	13,385	100.0%	13,808	100.0%	4,209	143.8%	423	103.2%

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 motorbikes), etc.

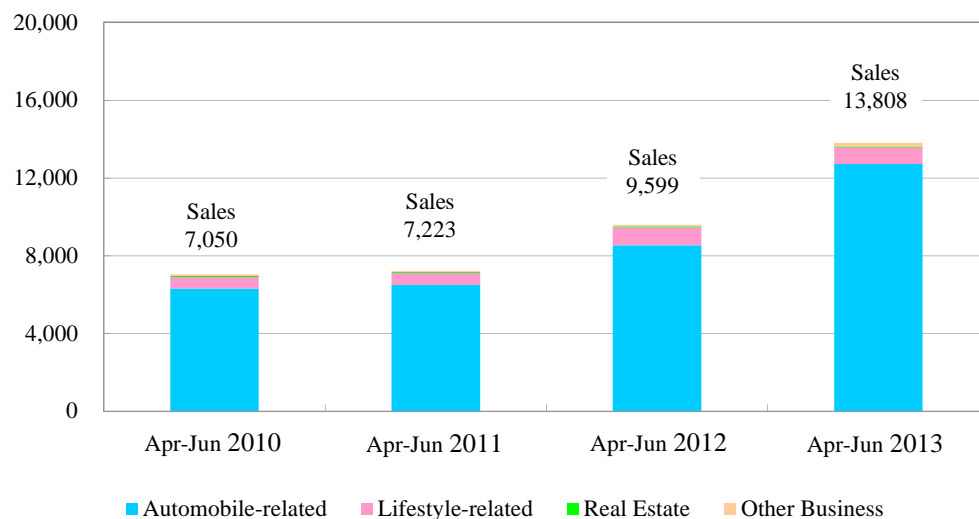
Operating Income

(Unit: million yen)

	Apr-Jun 2012		Apr-Jun 2013				YoY change		Achievement rate	
	Results (A)	Profit ratio	Forecast (B)	Profit ratio	Results (C)	Profit ratio	(C)-(A)	%	(C)-(B)	%
Automobile-related	1,932	22.6%	1,393	11.5%	1,752	13.8%	(180)	90.7%	358	125.7%
Lifestyle-related	52	5.7%	22	2.2%	37	4.6%	(14)	71.6%	14	164.2%
Real Estate	24	56.4%	20	54.5%	23	57.2%	(0)	97.2%	2	114.4%
Other Business	(55)	-	(62)	-	(58)	-	(2)	-	4	-
Management Division	(369)	-	(472)	-	(428)	-	(59)	-	43	-
Total	1,585	16.5%	902	6.7%	1,326	9.6%	(258)	83.7%	424	147.0%

Changes in Sales by Segment

(Unit: million yen)



Automobile-related Information

The sales of the magazine business were almost the same level as the previous year (100.5% as compared with the same period of the previous year). However, as for the IT business, the sales increased to 212.0% compared with the same period of the previous year, mainly because the sales of EC (i.e. imported tires sales) increased as a result of acquisition of AUTOWAY Co., Ltd. (April 2013) and the sales of IT products of PROTO CORPORATION and PROTO-RIOS INC. have expanded. As for other businesses, as the expansion of businesses of Kings Auto Co., Ltd., which deals with exporting used cars, and Goo-inspection showed steady increase. As a result, the sales increased to 145.8% compared with the same period of the previous year, and the sales of the entire Automobile-related Information segment increased by 4,184 million yen (149.0% compared with the same period of the previous year).

Furthermore, operating income decreased by 180 million yen (90.7% compared with the same period of the previous year), because personnel expenses and amortization of goodwill, etc. increased.

Lifestyle-related Information

The advertising business in medical, nursing and welfare fields as well as sales and rental of care-giving products business by PROTO MEDICAL CARE showed a steady increase. However, sales of the Internet advertising agency business by PROTO CORPORATION had decreased. Consequently, the total sales of the Lifestyle-related Information business decreased by 97 million yen (89.4% compared with the same period of the previous year).

Operating income decreased by 14 million yen (71.6% compared with the same period of the previous year), because of additional personnel expenses and advertising costs to enhance recognition of Real Estate Information business, which was launched by PROTO DATA CENTER in November 2012.

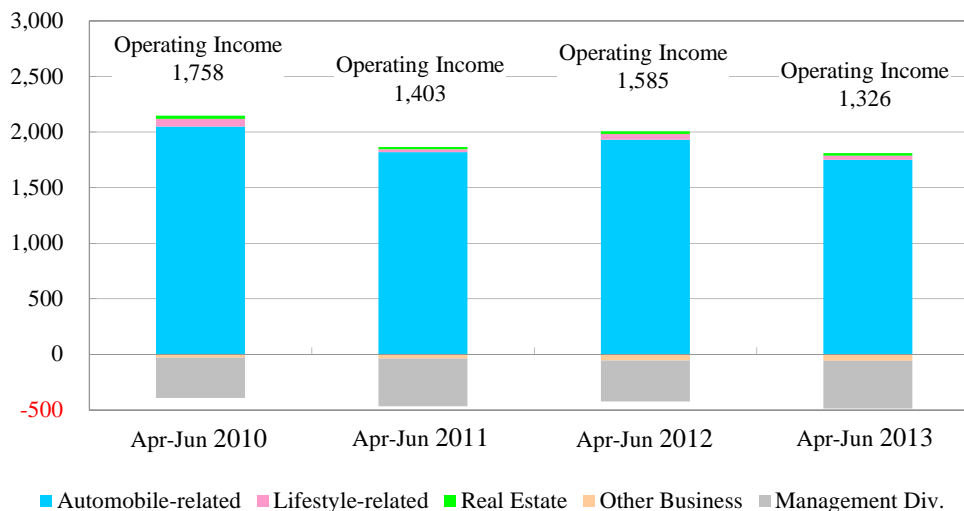
Other Business

Net sales of other business increased by 123 million yen (235.2% compared with the same period of the previous year), mainly because the number of orders in the BPO business of PROTO DATA CENTER increased.

Furthermore, there was an operating loss of 58 million yen (operating loss of 55 million during the same period of the previous year) due to expenses for social game development, etc.

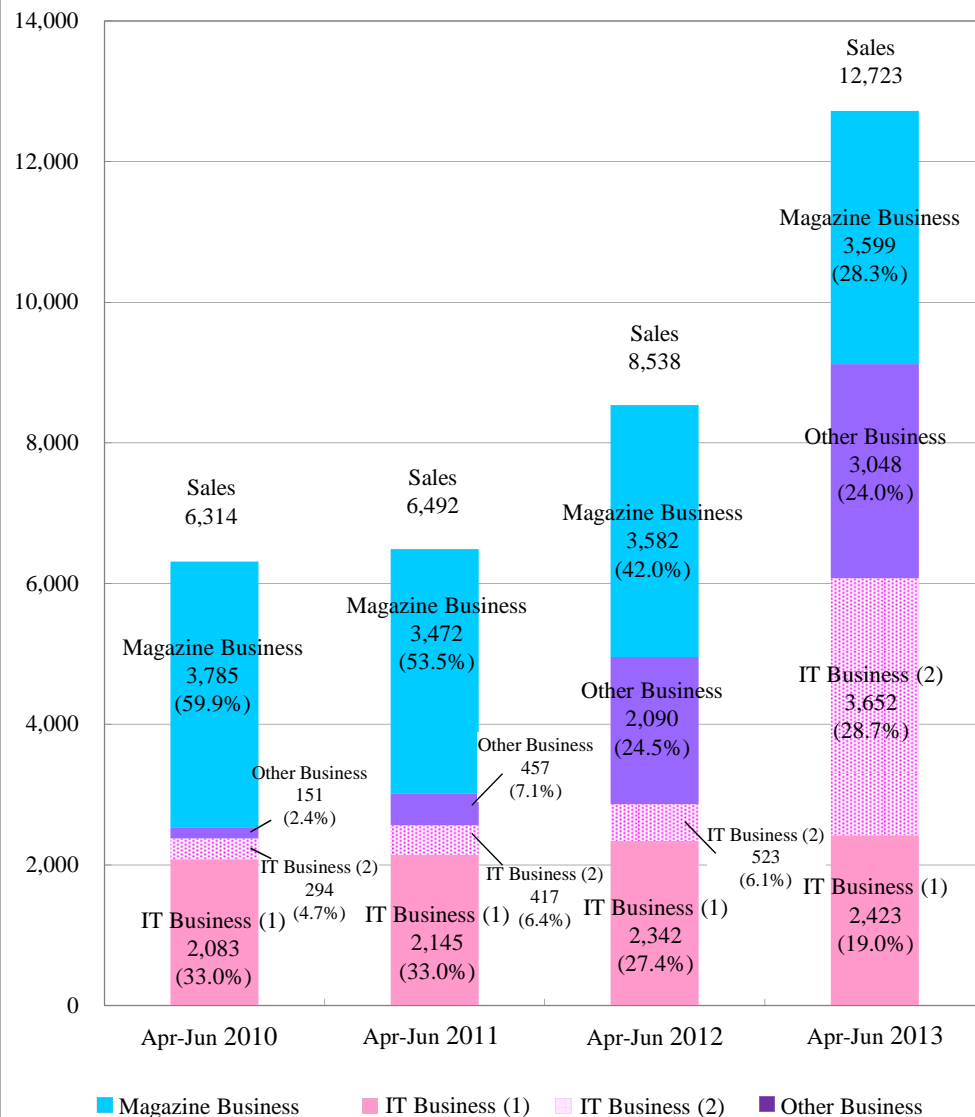
Changes in Operating Income by Segment

(Unit: million yen)



Changes in Automobile-related Sales by Product Classification

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



Magazine Business

For the current quarter, we tried to increase the number of business partners for Goo Series through expansion of the sales of Goo-inspection etc., while the demand for used cars showed a gradual recovery trend.

The amount of advertisement on Goo Series was slightly below the plan during the term between April and June. However, due to contribution from the automobile information media business that PROTO (TAIWAN) CO., LTD. took over in January 2013, the sales of the entire magazine business increased to 17 million yen (100.5% from the same period of the previous year).

IT Business (1) (Option products such as Goo-net, B to B data service etc.)

We conducted the sales promotion for the Internet option products of the Goo Series, and PROTO-RIOS INC. promoted business support systems. Consequently, the sales of the IT business (1) increased by 81 million yen (103.5% compared with the same period of the previous year).

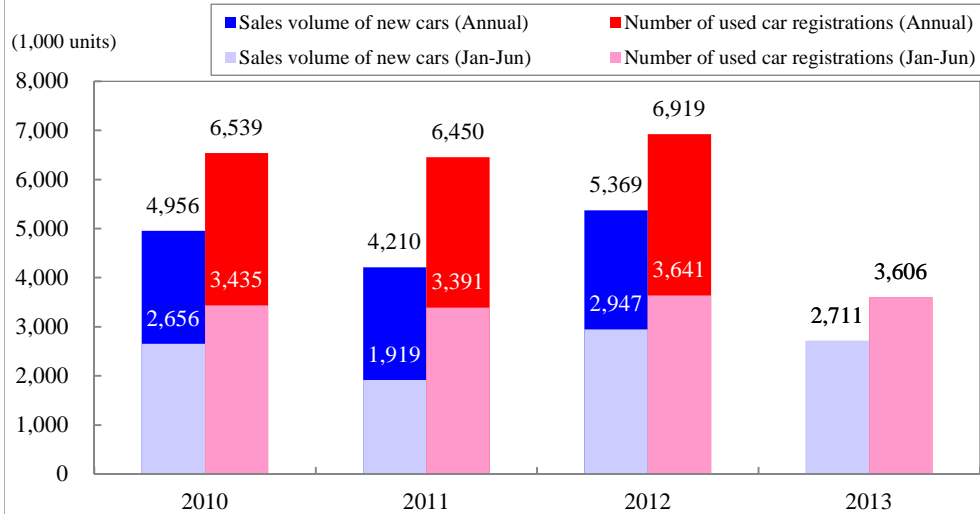
IT Business (2) (EC)

We acquired AUTOWAY Co., Ltd., which deals with imported tires sales, and also tried to expand the e-commerce of motorbike goods and parts of Bike Bros. Inc. Consequently, the sales of the IT business (2) increased by 3,128 million yen (697.4% compared with the same period of the previous year).

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

Net sales of other businesses increased by 957 million yen (145.8% compared with the same period of the previous year), as the used car export business of Kings Auto Co., Ltd. showed steady increase, and also because the number of Goo-inspection increased due to strong promotion.

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



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

Sales Volume of New Cars

The sales volume of new cars for 2012 (Jan-Dec) was 5.36 million (127.5% of the value for the same period of the previous year), due to the effects of the Eco-car Subsidy, etc.

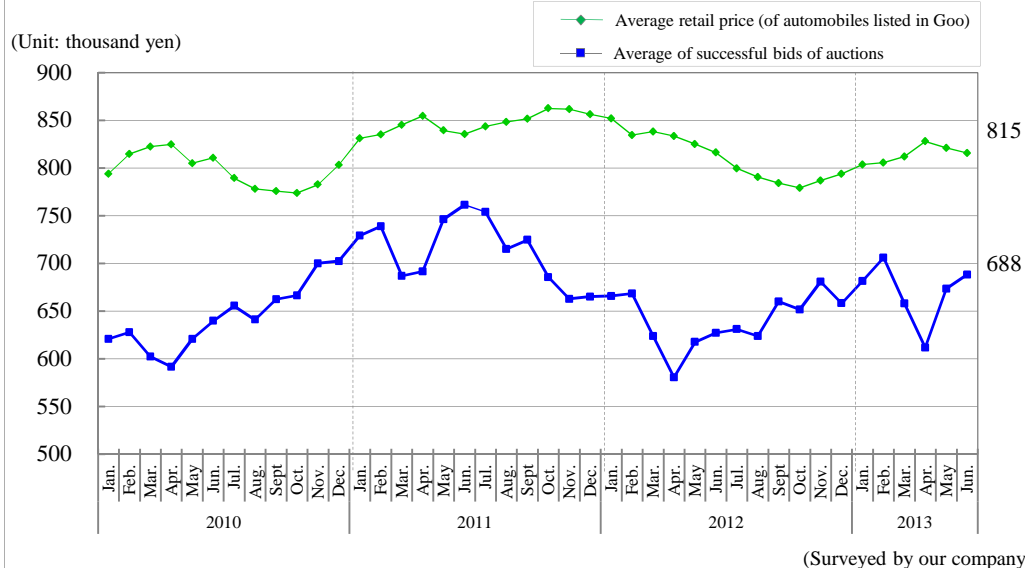
The sales volume of new cars for 2013 (Jan-Jun) was 2.71 million (92.0% of the value for the same period of the previous year).

Number of Used Car Registrations

The number of used vehicles registered in 2012 (Jan-Dec) was 6.91 million (107.3% of the value for the same period of the previous year).

The number of used vehicles registered in 2013 (Jan-Jun) was 3.60 million (99.0% 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

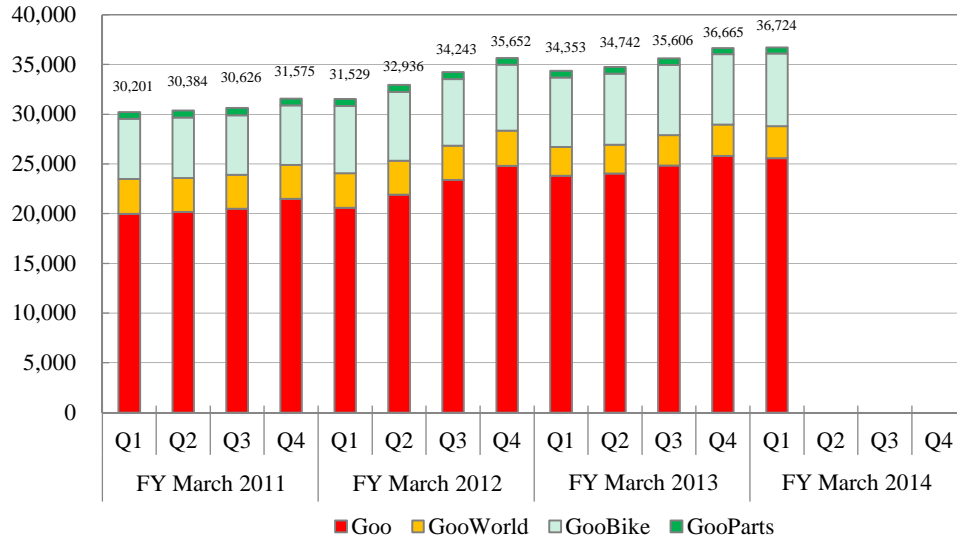
After the end of Eco-car Subsidy, the average retail prices have begun to rise gradually. Although the average wholesale price had been declining since June 2011, it bottomed out in April 2012 and began to rise. Although it fell once in April 2013, it is sharply increasing after May.

【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

Changes in Quarterly Totals of Business Partners for Goo Series

(Unit: Companies)



After the end of Eco-car Subsidy last year, the demand for used car has been steadily increasing. Under this circumstance, the accumulated business partners for the entire Goo Series during the first quarter (April to June) increased to 106.9% compared with the same period of the previous year.

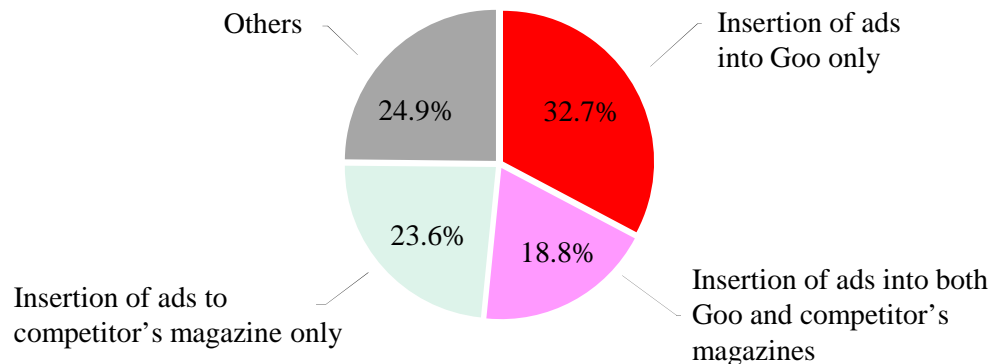
Because of the increase in the number of small retails, the average unit price per month during the first quarter (April to June) was 98.1% compared with the same period of the previous year.



The number of the member shops of Goo-inspection was 6,272 IDs as of the end of June 2013 (137.2% of the value for June of the previous year).

【For reference: Number as of the end of March 2013: 5,997 IDs】

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 2013)

(Unit: million yen)

	FY Mar. 2013 (As of March 31, 2013)		FY Mar. 2014 (As of June 30, 2013)		Increase/Decrease (B) - (A)	
	(A)	Composition ratio	(B)	Composition ratio		
Current Assets	20,686	59.4%	22,113	51.0%	(1)	1,427
Fixed Assets	14,155	40.6%	21,256	49.0%	(2)	7,101
Current Liabilities	8,578	24.6%	12,140	28.0%	(3)	3,561
Long-term Liabilities	2,514	7.2%	7,178	16.6%	(4)	4,664
Net Assets	23,748	68.2%	24,051	55.5%		302
Total Assets	34,841	-	43,370	-		8,528

Point (1) Increase in Current Assets (1,427 million yen increase from the end of the term ended March 2013)

Current assets increased 1,427 million yen compared with the end of the previous consolidated fiscal year, associated with the increase in inventory assets of AUTOWAY Co., Ltd. that became our subsidiary, although there was a decrease in cash and deposits due to the payment for acquiring their stocks.

Point (2) Increase in Fixed Assets (7,101 million yen increase from the end of the term ended March 2013)

Fixed assets increased 7,101 million yen compared with the end of the previous consolidated fiscal year, mainly because the goodwill from a new subsidiary AUTOWAY Co., Ltd. was included in the statement, and also the land and buildings increased as AUTOWAY Co., Ltd. became a subsidiary.

Point (3) Increase in Current Liabilities (3,561 million yen increase from the end of the term ended March 2013)

Current liabilities increased 3,561 million yen from the end of the previous consolidated fiscal year, mainly because short-term debts, etc. increased as AUTOWAY Co., Ltd. became a subsidiary.

Point (4) Increase in Long-term Liabilities (4,664 million yen increase from the end of the term ended March 2013)

Long-Term liabilities increased 4,664 million yen compared with the end of the previous consolidated fiscal year, due to the increase of long-term borrowings associated with acquisition of AUTOWAY Co., Ltd.

(Unit: million yen)

	FY Mar. 2013 (Apr-Jun 2012)	FY Mar. 2014 (Apr-Jun 2013)	Increase/Decrease	(Reference) FY Mar. 2013
Cash Flows from Operating Activities	1,142	(1) (105)	(1,247)	2,917
Cash Flows from Investing Activities	82	(2) (4,538)	(4,620)	(1,203)
Cash Flows from Financing Activities	(442)	(3) (290)	152	1,187
Cash and Cash Equivalents at End of Term	12,312	9,830	(2,481)	14,640
Investment Amount (Tangible/intangible fixed assets*)	1,303	4,345	3,042	2,831
Depreciation (Tangible/intangible fixed assets)	91	164	72	404
Amortization of Goodwill	136	228	91	546

* 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 expenditure of 105 million yen mainly because there was an increase of inventory assets from AUTOWAY Co., Ltd., as well as payment for corporate income tax, etc., although 1,399 million yen was recorded for income before income taxes.

Point (2) Cash Flows from Investing Activities

There was an expenditure of 4,538 million yen mainly because of an expenditure of 3,215 million yen due to acquisition of stocks of AUTOWAY Co., Ltd. and an expenditure of 610 million yen, as PROTO (TAIWAN) CO., LTD. took over a new business.

Point (3) Cash Flows from Financing Activities

There was an expenditure of 290 million yen mainly due to divided payment of 373 million yen.

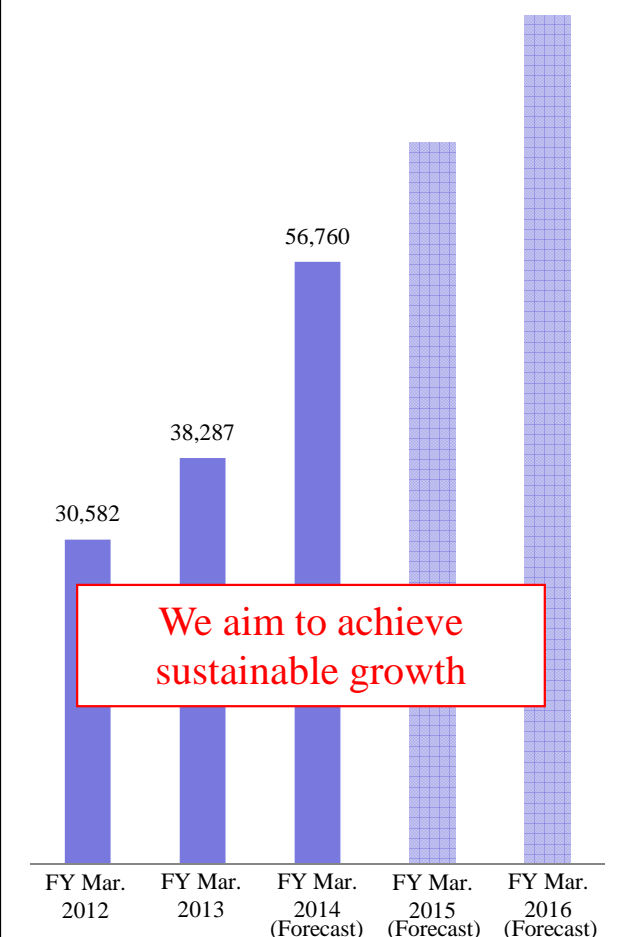
Earnings Forecast Summary

* The earnings forecast is a value announced on May 10, 2013.

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

Growth of Net Sales

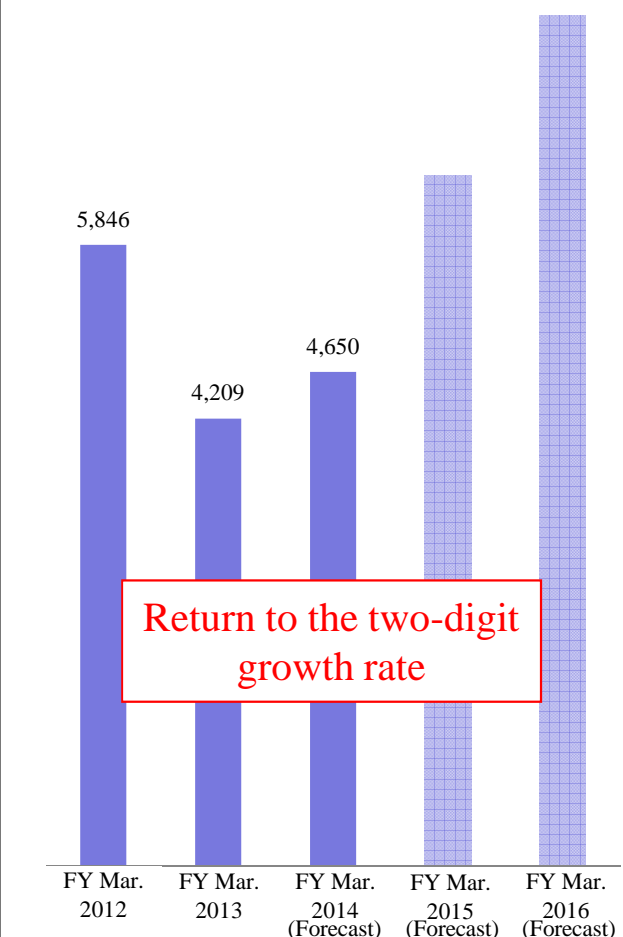
Net Sales (Unit: million yen)



We aim to achieve sustainable growth

Growth of Operating Income

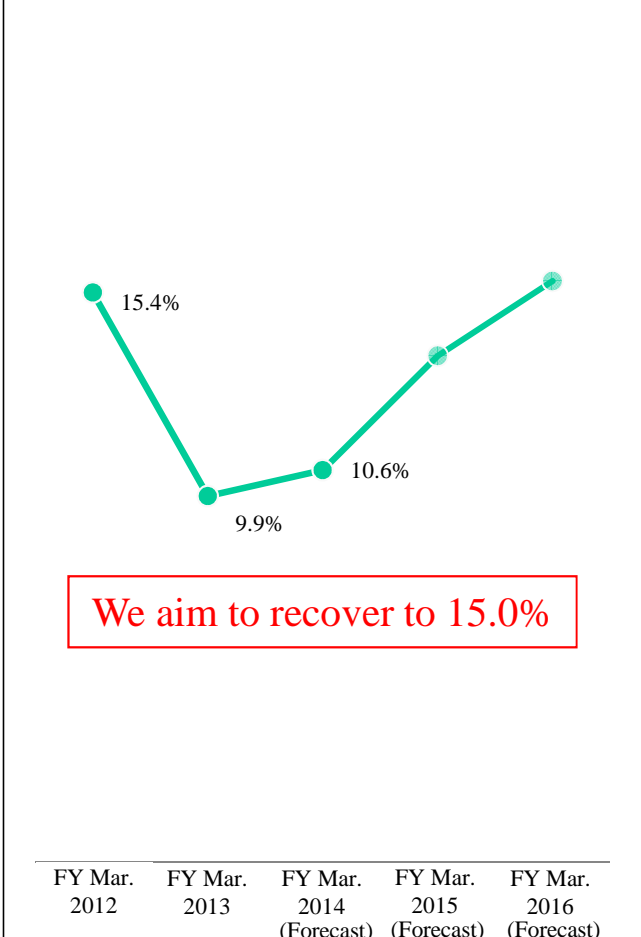
Operating Income (Unit: million yen)



Return to the two-digit growth rate

Profitability/Investment Efficiency

ROE



We aim to recover to 15.0%

* The earnings forecast is a value announced on May 10, 2013.

(Unit: million yen)

	FY March 2012 (Results)					FY March 2013 (Results)					FY March 2014 (Forecast)				
	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Q4	Total
Net Sales	7,223	7,501	7,975	7,880	30,582	9,599	9,600	9,420	9,667	38,287	13,385	13,204	15,268	14,901	56,760
Cost of Sales	3,010	3,270	3,500	3,502	13,283	5,007	5,093	5,029	5,505	20,636	8,258	7,947	9,543	9,344	35,104
Gross Profit	4,213	4,230	4,475	4,378	17,298	4,591	4,507	4,390	4,161	17,650	5,126	5,256	5,724	5,548	21,656
SG&A Expenses	2,810	2,758	2,770	3,112	11,451	3,006	3,124	3,171	4,138	13,440	4,224	4,137	4,219	4,424	17,006
Operating Income	1,403	1,472	1,705	1,265	5,846	1,585	1,382	1,218	23	4,209	902	1,118	1,505	1,123	4,650
Ordinary Income	1,437	1,458	1,739	1,367	6,002	1,602	1,450	1,263	54	4,371	949	1,162	1,547	1,161	4,821
Net Income	827	815	945	687	3,275	1,082	657	670	(120)	2,290	472	634	857	641	2,606

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

	FY March 2012 (Results)					FY March 2013 (Results)					FY March 2014 (Forecast)				
	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Q4	Total
Net Sales	7,223	7,501	7,975	7,880	30,582	9,599	9,600	9,420	9,667	38,287	13,385	13,204	15,268	14,901	56,760
Automobile-related	6,492	6,506	6,852	6,852	26,704	8,538	8,256	8,214	8,677	33,687	12,115	11,745	13,690	13,134	50,685
Info Registration Fee	4,756	4,826	5,166	5,082	19,830	4,934	5,082	5,324	5,072	20,413	5,009	5,212	5,393	5,302	20,918
Info Service Fee	1,736	1,680	1,686	1,770	6,873	3,604	3,174	2,890	3,605	13,273	7,105	6,532	8,296	7,832	29,767
Lifestyle-related	640	907	1,010	911	3,470	925	1,175	980	755	3,837	1,042	1,168	1,257	1,454	4,922
Real Estate	41	41	42	41	166	42	40	41	39	163	37	39	36	26	139
Other Business	49	45	70	75	240	91	127	183	195	597	189	251	284	286	1,012
Operating Income	1,403	1,472	1,705	1,265	5,846	1,585	1,382	1,218	23	4,209	902	1,118	1,505	1,123	4,650
Automobile-related	1,820	1,823	2,045	1,583	7,272	1,932	1,787	1,719	476	5,916	1,393	1,498	1,861	1,430	6,184
Lifestyle-related	27	40	73	86	228	52	58	32	(12)	131	22	75	87	141	327
Real Estate	20	19	21	22	83	24	21	23	16	85	20	19	19	19	78
Other Business	(38)	(48)	(34)	(27)	(149)	(55)	(73)	(121)	(73)	(323)	(62)	(21)	(6)	(5)	(95)
Management Division	(427)	(362)	(400)	(399)	(1,589)	(369)	(411)	(435)	(383)	(1,599)	(472)	(453)	(457)	(461)	(1,844)

* The earnings forecast is a value announced on May 10, 2013.

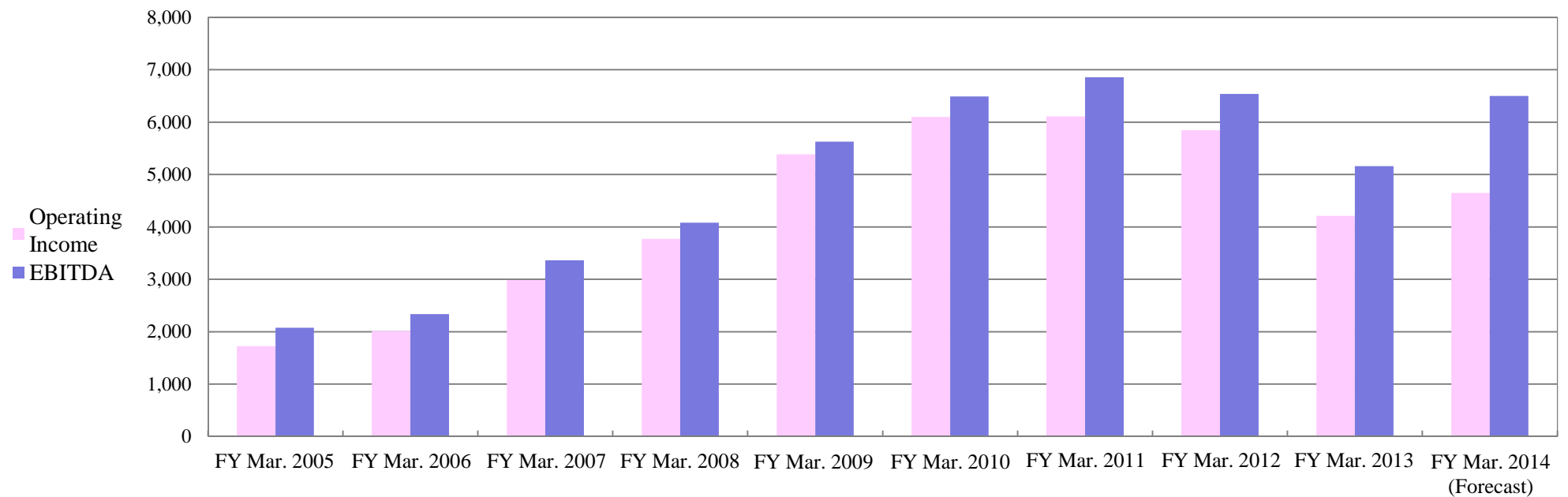
(Unit: million yen)

	FY Mar. 2005	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 (Forecast)
Net Sales	19,778	19,952	21,238	22,893	23,657	25,682	28,779	30,582	38,287	56,760
Operating Income	1,725	2,010	2,988	3,771	5,384	6,098	6,111	5,846	4,209	4,650
EBITDA*	2,075	2,337	3,360	4,078	5,628	6,490	6,856	6,540	5,161	6,499
Depreciation	237	217	247	230	207	299	322	288	404	891
Amortization of Goodwill	112	109	124	77	36	91	422	405	546	957

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

Annual Transition of Operating Income/EBITDA

(Unit: million yen)



* The earnings forecast is a value announced on May 10, 2013.

Appendix

Corporate Name
Founded
Established
Common Stock
Shares Outstanding
Head Offices
Branch Offices
Fiscal Year-end
Number of Employees
Stock Exchange Listing
Subsidiary

PROTO CORPORATION

October 1, 1977

June 1, 1979

1,824,620 thousand yen (As of March 31, 2013)

20,940,000 shares (As of March 31, 2013)

23-14, Aoi 1-chome, Naka-ku, Nagoya 460-0006, Japan
22-2 , Hongo 2-chome, Bunkyo-ku, Tokyo 113-0033, Japan

Sapporo, Sendai, Takasaki, Tokyo, Nagano, Hamamatsu, Nagoya, Kanazawa, Osaka, Hiroshima, Matsuyama, Fukuoka, Kumamoto (58 Sales Outlets Nationwide)

March 31

Consolidated: 1,284 (As of June 30, 2013)
Parent: 732 (As of June 30, 2013)

Tokyo Stock Exchange JASDAQ Standard (Listed on September 12, 2001)

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. Fujiyama Service Co., Ltd. (Full subsidiary since April 2013)
9. PROTO MALAYSIA Sdn. Bhd. (Full subsidiary since September 2011)
10. MTM Interactive Sdn. Bhd. *1 (Full subsidiary since September 2011)
11. SMT Media Pte. Ltd. (Full subsidiary since September 2011)
12. PROTO (TAIWAN) CO., LTD. (Full subsidiary, established in December 2011)
13. PROTO SINGAPORE Pte. Ltd. (Full subsidiary, established in May 2012)
14. PT. PROTO INDONESIA (Full subsidiary, established in December 2012)

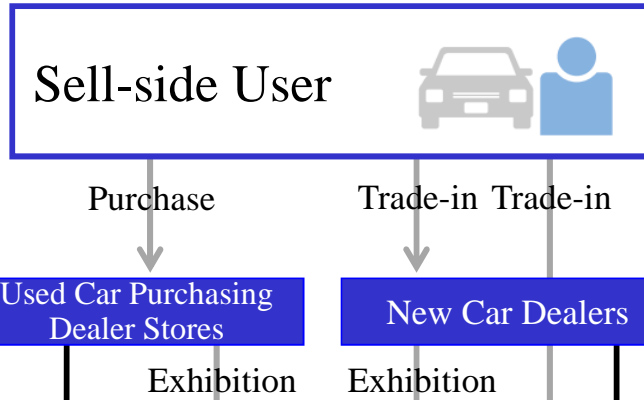
(As of July 1, 2013) *1. Account currently being settled



Our magazine was first issued in 1977

■ 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)



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

Goo-purchasing

Providing a place where used car dealerships purchase the cars that are put up by the users in the auction style.

Business Field (2)

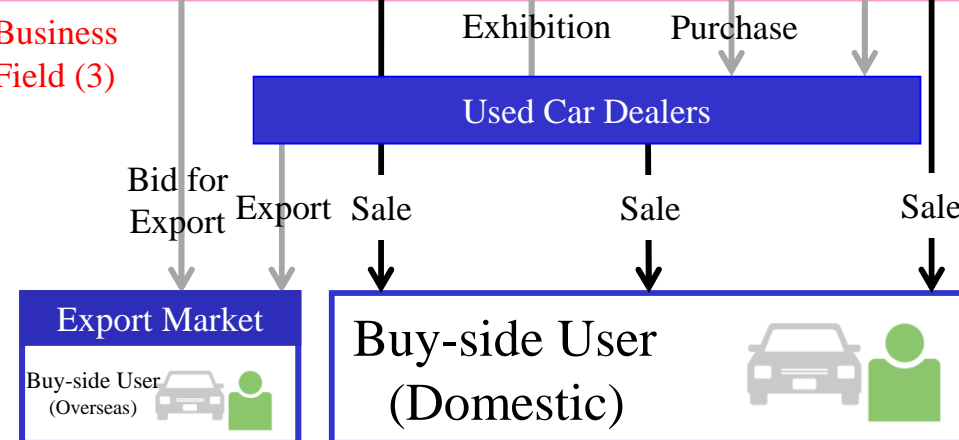


Business Field (2)

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)



Business Field (3)

Goo Series (PC, mobile, information magazines)

To search favorite cars and estimate their prices

SA (platform for dealers), QE, GCS

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

Information registration fees (1)

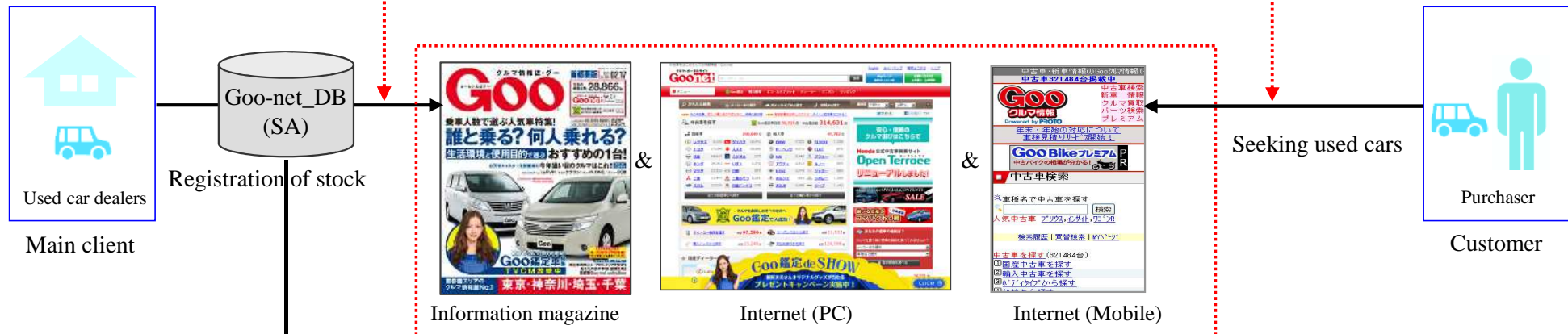
Charging system: Ad fee per page

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

Information service fees

Sale of information magazine

Mobile device charging



Example: Goo Tokyo Metropolitan Version

Ad fee per page: about 78,000 yen (If a one-page ad is inserted twice a month, the basic ad fee is about 150,000 yen.)

*Average purchase price: 230,000 yen (result for FY March 2013)

Sales Assistant (SA) (Improvement of functions by adding the package)

<p>Sales Assistant (SA) Car management and effect measurement</p> <p>Listed car management Access analysis Quote/inquiry</p>	<p>Quick Entry (QE) Inventory management and layout production</p> <p>Registration of new cars Management of cars in stock Auction operation Layout for car description</p>	<p>Goo Navi Customer Service (GCS) Business assistance</p> <p>Production of quotations Production of POP Client/customer management DM producing function Automatic quote reply</p>
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Sales Assistant (SA): Background system for Goo and Goo-net (ASP tool)

Information registration fees (2)

Fee for Internet option products, such as Goo-net (Quotation inquiry service, QE, GCS, etc.)

* Rubric: Paid product (service)

* The amount of money described in this material rounds down and displays one million yen or less.

■ 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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