A vertical decorative bar on the left side of the slide, consisting of a series of thin, light blue vertical lines. Overlaid on these lines are three solid-colored rectangular segments: a blue segment at the top, a green segment in the middle, and a dark blue segment at the bottom.

Financial Results

for the Nine Months Ended December 2012

(April 1, 2012 to December 31, 2012)



January 31, 2013
PROTO CORPORATION (4298)

Financial Data (consolidated)

Shares outstanding (million, Dec. 2012)	20.9
Market capitalization (¥ billion, Dec. 2012)	31.3
DPS (¥, FY Mar. 2013, Forecast)	*1 -
EPS (¥, FY Mar. 2013, Forecast)	*2 144.84
BPS (¥, Mar. 2012)	*3 1,078.86
ROE (% , FY Mar. 2012, Net income basis)	15.4
ROA (% , FY Mar. 2012, Ordinary income basis)	21.9
Equity ratio (% , Mar. 2012)	79.0
Potential share dilution (million)	-
Foreign ownership (% , Dec. 2012)	28.7

Major Shareholders

	(Thousands)
1) Mugen Corporation	6,807 (32.50%)
2) Hiroichi Yokoyama	1,040 (4.96%)
3) Japan Trustee Services Bank, Ltd. (Trust Account)	898 (4.29%)
4) Yoshihiro Yokoyama	608 (2.90%)
5) MSCO Customer Securities	536 (2.56%)
6) The Chase Manhattan Bank, N.A. London Secs Lending Omnibus Account	536 (2.56%)
7) J.P. Morgan Clearing Corp-Sec	498 (2.37%)
8) Northern Trust Co. (AVFC) Sub Account American Clients	446 (2.12%)
9) The Bank of New York Mellon as Agent BNYM AS EA Dutch Pension Omnibus 140016	350 (1.67%)
10) Minoru Saito	340 (1.62%)

(As of December 31, 2012)

* We implemented a two for one stock split as of October 1, 2012.

*1. The interim dividend is 37.5 yen (before the split) and the projected year-end dividend is 18.75 yen (after the split).

There is no substantive change from the annual dividend projection that was announced on May 11, 2012.

*2. EPS was calculated on the assumption that the said stock split was implemented at the beginning of the current consolidated fiscal year.

For EPS, we used the planned figure that was announced on October 29, 2012.

*3. We calculated BPS on the assumption that the said stock split was implemented at the beginning of the previous consolidated fiscal year.

Consolidated Statements of Income (1)



■ Status of Consolidated Income

(Unit: million yen)

	Apr-Dec 2011		Apr-Dec 2012				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	22,701	100.0%	28,926	100.0%	(1) 28,619	100.0%	5,918	126.1%	(306)	98.9%
Cost of Sales	9,781	43.1%	15,130	52.3%	(2) 15,130	52.9%	5,349	154.7%	0	100.0%
Gross Profit	12,920	56.9%	13,795	47.7%	13,489	47.1%	568	104.4%	(306)	97.8%
SG&A Expenses	8,339	36.7%	9,658	33.4%	(3) 9,302	32.5%	963	111.6%	(355)	96.3%
Operating Income	4,581	20.2%	4,137	14.3%	(4) 4,186	14.6%	(394)	91.4%	48	101.2%
Ordinary Income	4,634	20.4%	4,260	14.7%	4,317	15.1%	(317)	93.2%	56	101.3%
Net Income	2,588	11.4%	2,419	8.4%	2,410	8.4%	(177)	93.2%	(8)	99.6%

1) Cost of sales includes reversal of allowance for sales returns and provision.

2) The earnings forecast for the period April to December 2012 is a value announced on October 29, 2012.

■ Status of SG & A Expenses

(Unit: million yen)

	Apr-Dec 2011		Apr-Dec 2012				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	8,339	36.7%	9,658	33.4%	9,302	32.5%	963	111.6%	(355)	96.3%
Employment Cost	4,080	18.0%	4,493	15.5%	4,433	15.5%	353	108.7%	(59)	98.7%
Advertising Cost	1,695	7.5%	2,075	7.2%	1,752	6.1%	56	103.4%	(323)	84.4%
Other Expenses	2,563	11.3%	3,089	10.7%	3,116	10.9%	553	121.6%	27	100.9%
Number of Employment	944	-	1,097	-	1,069	-	125	113.2%	(28)	97.4%

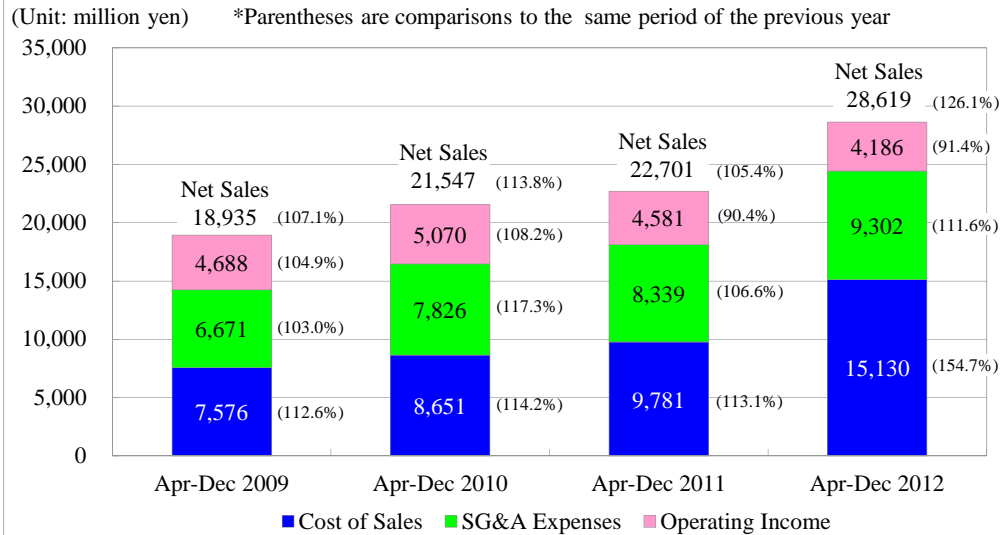
1) Advertising and related costs is the total of advertising costs and merchandising costs.

2) The number of employees is as of the end of December.

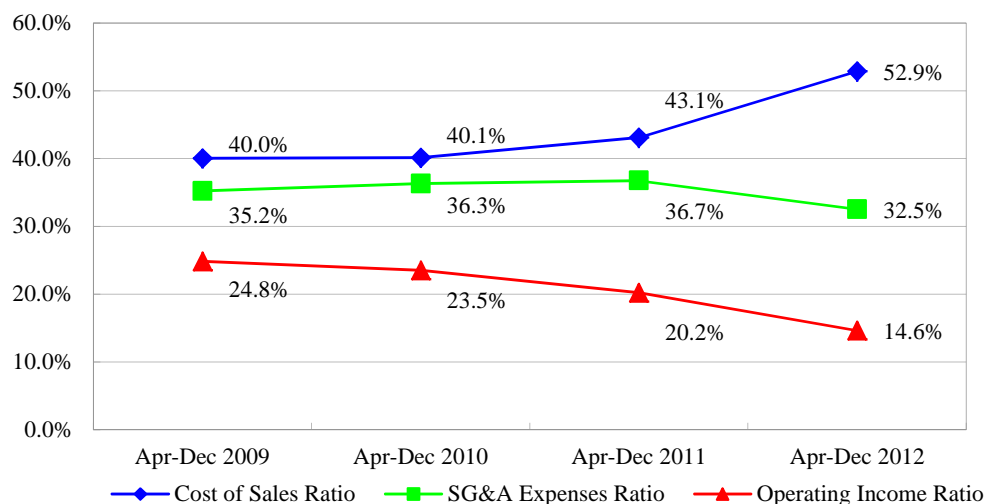
3) The earnings forecast for the period April to December 2012 is a value announced on October 29, 2012.

Performance Overview for the Period April to December 2012

Changes in Performance



Changes of Individual Indicators



Point (1) Net Sales

Sales increased from the same period of the previous year in all business segments, except for the Real Estate segment. The total sales of the Group increased 5,918 million yen (126.1% compared with the same period of the previous year). On the other hand, its ratio to the planned value was 98.9%, mainly because the sales of Kings Auto Co., Ltd., which exports used cars (a subsidiary from April 2012), were lower than the planned value.

Point (2) Cost of Sales

As King's Auto Co., Ltd. became a subsidiary, and the sales of the Internet advertising agency business of PROTO CORPORATION and the e-commerce of motorbike parts of BikeBros Inc. increased, the cost of sales was 154.7% compared with the same period of the previous year (cost rate: 9.8 point increase). Furthermore, although the cost of sales of Kings Auto Co., Ltd was lower than the planned value, the ratio to the planned value as the Group was 100.0%, because the cost of sales in Goo Series and Internet advertising agency business exceeded the planned values.

Point (3) SG&A Expenses

As the number of employees increased due to the increase of consolidated subsidiaries, personnel expenses, etc. augmented. Consequently, SG&A expenses was 111.6% of the same period of the previous year (SG&A rate: 4.2% decrease).

On the other hand, its ratio to the planned value was 96.3%, mainly because the personnel expenses and advertising costs in PROTO CORPORATION were lower than the planned value.

Point (4) Operating Income

Net income was 91.4% compared with the same period of the previous year because personnel and other expenses increased. The ratio to the planned value was 101.2%.

Operating Results by Segment (1)



Net Sales

(Unit: million yen)

	Apr-Dec 2011		Apr-Dec 2012			
	Results (A)	% of Net sales	Forecast (B)	% of Net sales	Results (C)	% of Net sales
Automobile-related	19,851	87.4%	25,377	87.7%	25,010	87.4%
Info Registration Fee	14,748	65.0%	15,248	52.7%	15,341	53.6%
Information Service Fee	5,103	22.5%	10,129	35.0%	9,668	33.8%
Lifestyle-related	2,558	11.3%	3,133	10.8%	3,082	10.8%
Real Estate	125	0.6%	126	0.4%	124	0.4%
Others	165	0.7%	288	1.0%	402	1.4%
Total	22,701	100.0%	28,926	100.0%	28,619	100.0%

YoY Change		Achievement rate	
(C) - (A)	%	(C) - (B)	%
5,158	126.0%	(367)	98.6%
592	104.0%	92	100.6%
4,565	189.5%	(460)	95.5%
523	120.4%	(51)	98.4%
(0)	99.6%	(2)	98.4%
237	243.6%	114	139.6%
5,918	126.1%	(306)	98.9%

- 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 etc.
- 3) The earnings forecast for the period April to December 2012 is a value announced on October 29, 2012.

Operating Income

(Unit: million yen)

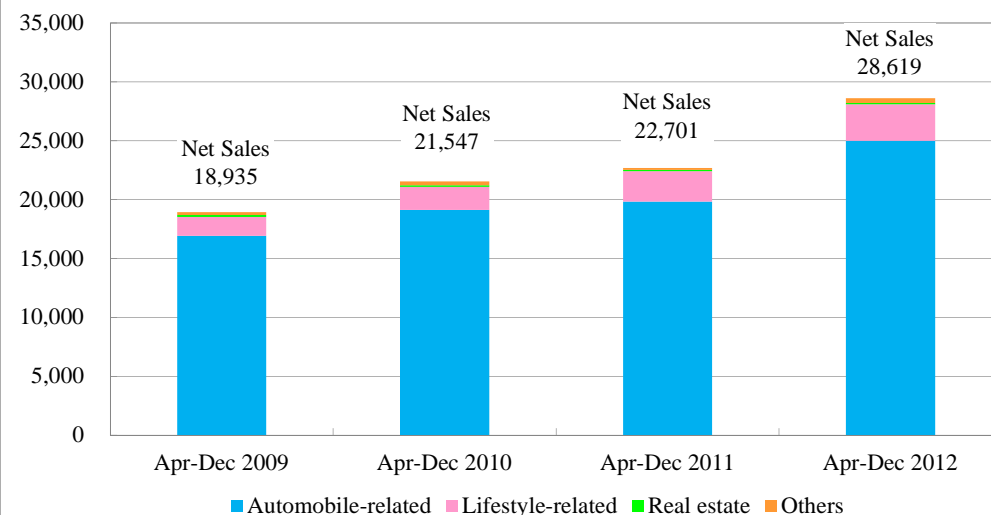
	Apr-Dec 2011		Apr-Dec 2012			
	Results (A)	% of Net sales	Forecast (B)	% of Net sales	Results (C)	% of Net sales
Automobile-related	5,689	28.7%	5,287	20.8%	5,439	21.7%
Lifestyle-related	141	5.5%	222	7.1%	143	4.6%
Real Estate	61	49.0%	66	52.4%	69	55.4%
Others	(122)	-	(261)	-	(249)	-
Management Division	(1,190)	-	(1,177)	-	(1,215)	-
Total	4,581	20.2%	4,137	14.3%	4,186	14.6%

YoY Change		Achievement rate	
(C) - (A)	%	(C) - (B)	%
(250)	95.6%	151	102.9%
1	100.9%	(79)	64.3%
7	112.7%	2	104.0%
(127)	-	11	-
(25)	-	(38)	-
(394)	91.4%	48	101.2%

- 1) The earnings forecast for the period April to December 2012 is a value announced on October 29, 2012.

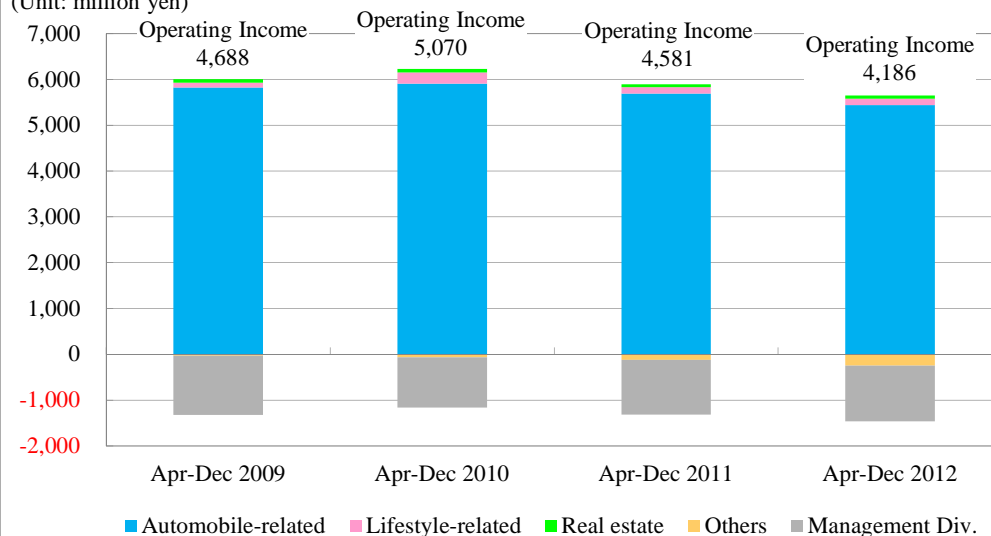
Changes in Sales by Segment

(Unit: million yen)



Changes in Operating Income by Segment

(Unit: million yen)



Automobile-related Information

As PROTO MALAYSIA Sdn. Bhd. became a subsidiary on Sept. 2, 2011, the sales of the information magazine business increased to 104.1% compared with the same period of the previous year.

The sales of the IT business increased to 153.2% compared with the same period of the previous year, as the sales of IT products of PROTO CORPORATION have expanded and King's Auto Co., Ltd., which exports used cars, became a subsidiary. The total sales of the automobile-related information business increased 5,158 million yen (126.0% compared with the same period of the previous year).

Operating income decreased 250 million yen (95.6% compared with the same period of the previous year), as personnel expenses and depreciation of goodwill, etc. increased.

Lifestyle-related Information

The advertising business in medical, nursing and welfare fields as well as mail-order business for social welfare facilities by PROTO MEDICAL CARE showed a steady increase.

Furthermore, the Internet advertising agency business was healthy. Consequently, the total sales of the lifestyle-related information business increased 523 million yen (120.4% compared with the same period of the previous year).

Operating income increased only 1 million yen (100.9% compared with the same period of the previous year), as the personnel expenses augmented due to business expansion.

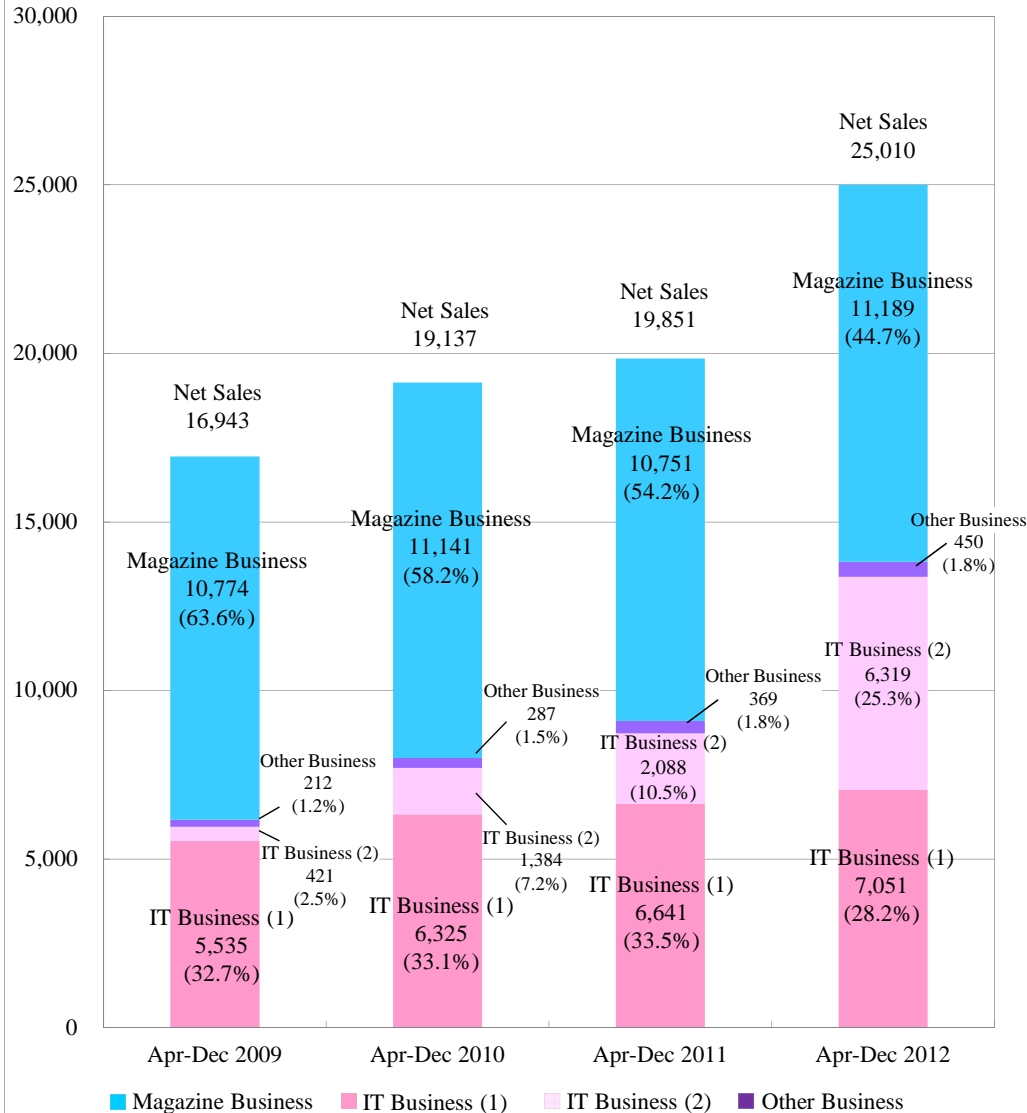
Others

Sales increased 237 million yen (243.6% compared with the same period of the previous year), mainly because the number of orders in the BPO business of PROTO DATA CENTER increased.

On the other hand, there was an operating loss of 249 million yen (operating loss of 122 million during the same period of the previous year) due to expenses for social game development, etc.

Changes in Automobile-related Sales by Product Classification

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



Magazine Business

For the first half, the demand for used cars declined, while the sales of new cars showed a steady increase because of the Eco-car Subsidiary (ended on September 21, 2012). For the second half, we tried to increase the number of business partners for Goo Series through expansion of the sales of Goo Inspection, while the demand for used cars showed a gradual recovery trend. Under this circumstance, although the number of ad submissions to the Goo Series made only little increase in the period of April to June, it exceeded the planned value after July.

The sales of the information magazine business increased 437 million yen (104.1% compared with the same period of the previous year) mainly because PROTO MALAYSIA Sdn. Bhd. became a subsidiary.

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 Data Line PRO, which is a tool for supporting the sale of automobiles, and PROTO-RIOS INC. promoted business support systems. Consequently, the sales of the IT business (1) increased 409 million yen (106.2% compared with the same period of the previous year).

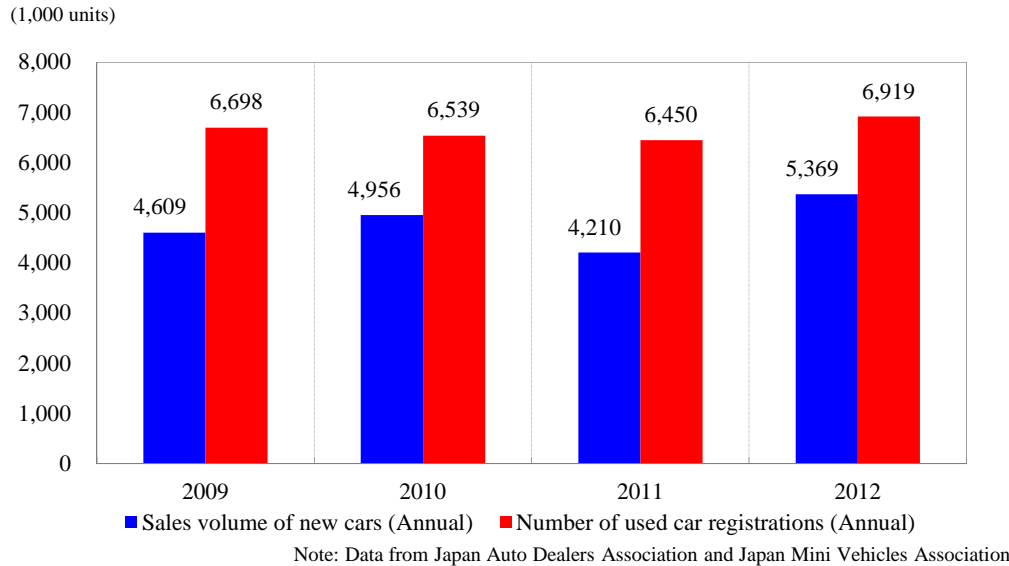
IT Business (2) (EC, Service of supporting the export of used cars etc.)

King's Auto Co., Ltd. became a subsidiary, and the e-commerce of motorbike parts of BikeBros Inc. was expanded. Consequently, the sales of the IT business (2) increased 4,230 million yen (302.6% compared with the same period of the previous year).

Other Business (Goo Inspection, etc.)

As we actively promoted Goo Inspection targeting the clients of the Goo Series and then the number of graded cars increased, the sales of other businesses increased 80 million yen (121.8% compared with the same period of the previous year).

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



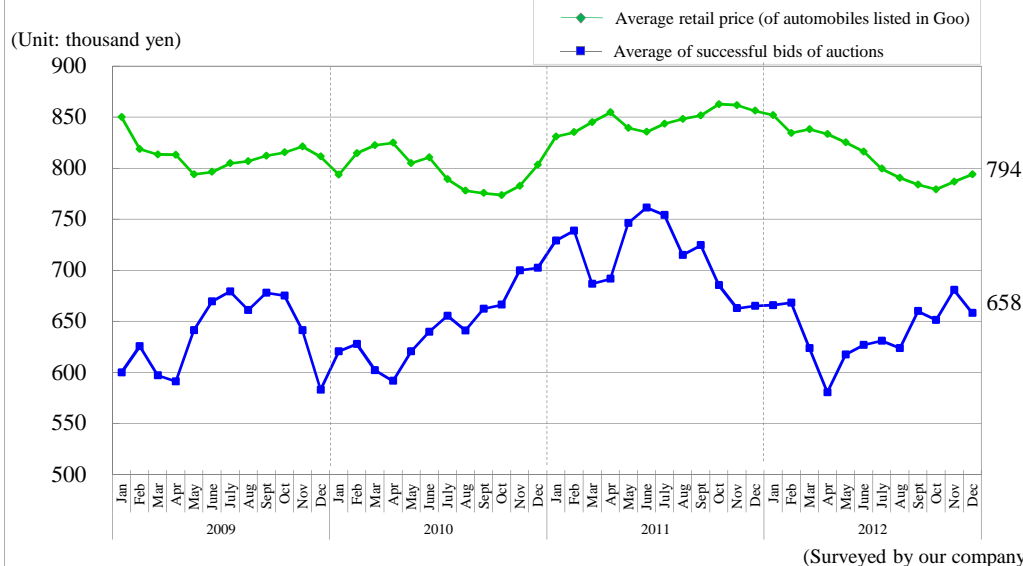
Sales Volume of New Cars

The sales volume of new cars for 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.

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).

Variations in Retail and Wholesale Prices of Used Cars



Variations in Average Retail and Wholesale Prices of Used Cars

The average retail price shows signs of having bottomed out after the end of the Eco-car Subsidy.

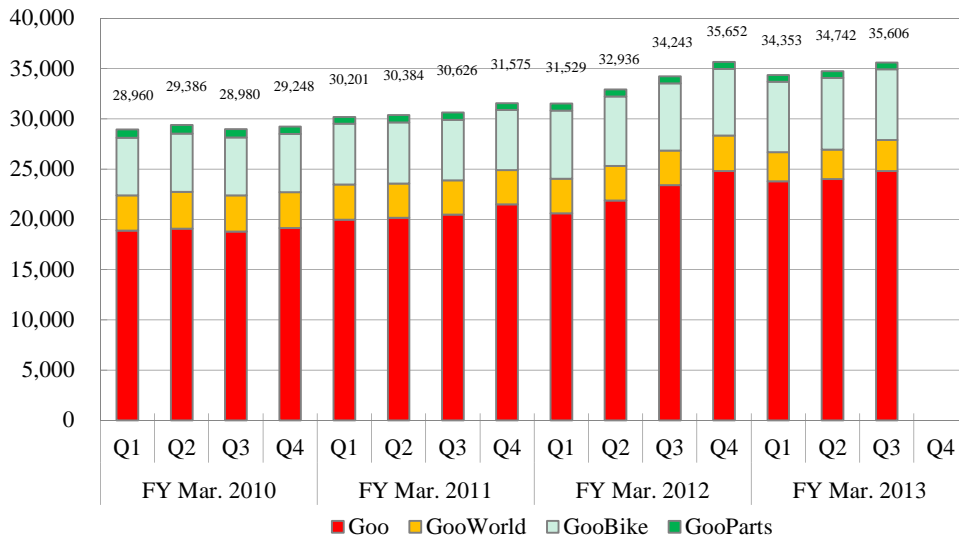
Average wholesale price had decreased since June 2011, and bottomed out in April 2012.

【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 (present)
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)



Although the demand for used cars declined due to the effect of the Eco-car Subsidy and the business environment surrounding used car dealers became severe, the cumulative number of client companies of the Goo Series for the first to third quarter (April to December) was 106.1% of the value for the same period of the previous year.

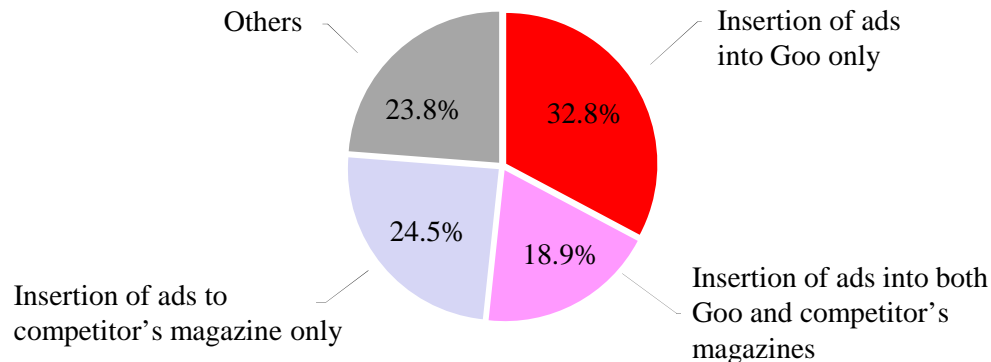
The monthly average value of transactions for the first to third quarter (April to December) was 97.6% of the value for the same period of the previous year, as new areas were cultivated and the number of smaller dealers increased.



The number of the member shops of Goo Inspection was 5,668 IDs as of the end of December 2012 (145.7% of the value for December of the previous year).

【For reference: Number as of the end of March 2012: 4,234 IDs】

Situation of Market Share (Compared with Competitors)



【Regarding the change of the method for calculating market share】

Previously, reference values for only major cities in each area were used for market share, but market share is calculated for the entire area from this term.

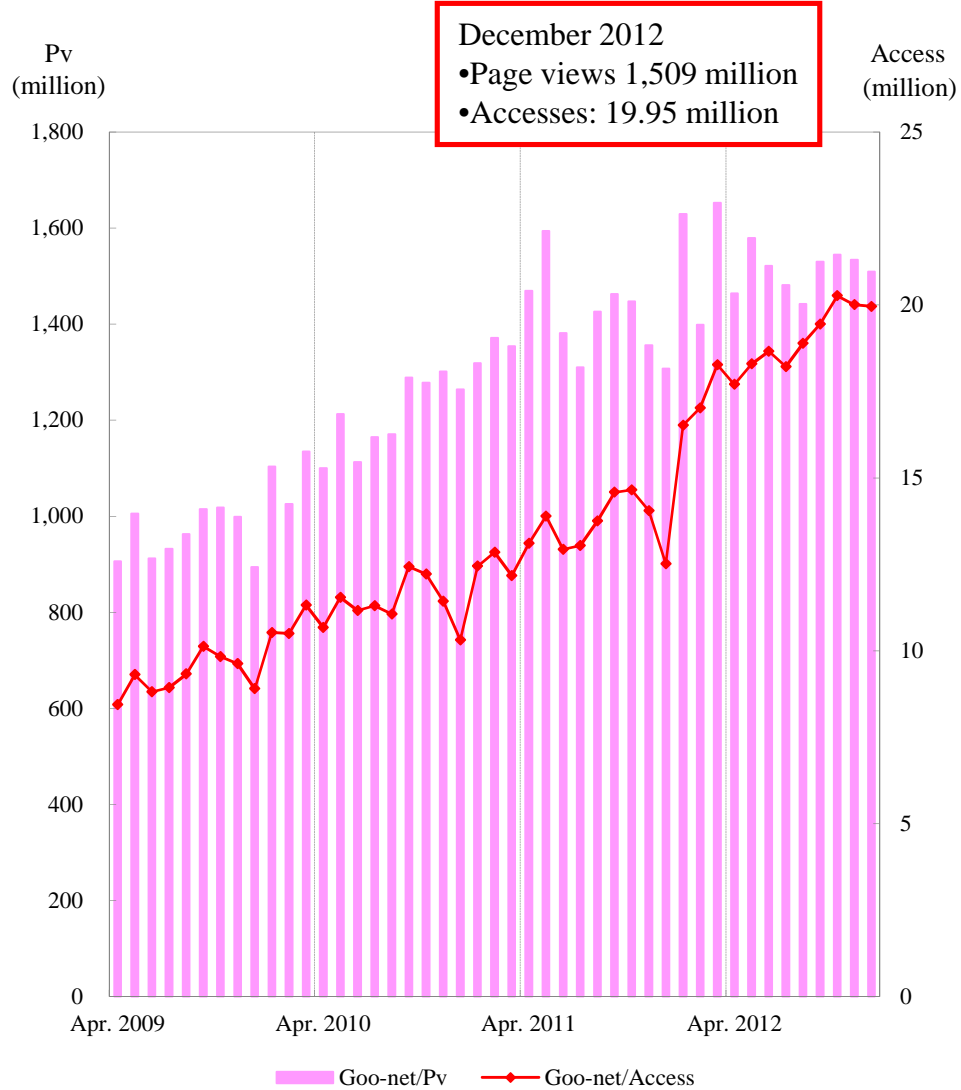
* Competitor's magazine: Car Sensor (Mj Magazine in Shikoku, Crossroad in Okinawa)

* The numerical value has totaled for the entire area.

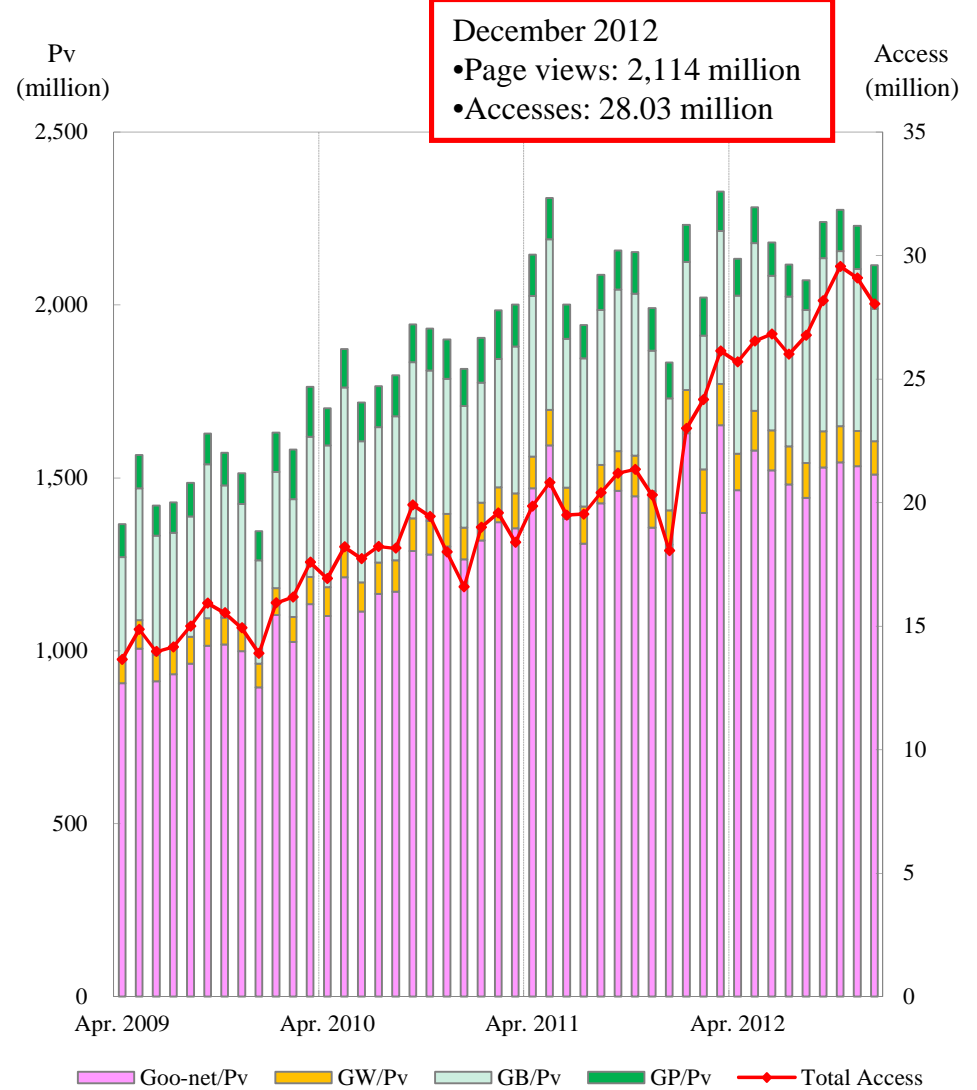
* Method for counting client companies: To count the number of dealers that inserted their ads into information magazines.

(Surveyed by our company in December 2012)

Car Portal Site "Goo-net" (PC + Smartphone)



Total of Goo Series (PC + Smartphone)



(Unit: million yen)

	FY Mar. 2012 (As of Mar. 31, 2012)		FY Mar. 2013 (As of Dec. 31, 2012)		Increase/Decrease (B) - (A)	
	(A)	Composition ratio	(B)	Composition ratio		
Current Assets	15,855	55.5%	18,582	57.5%	(1)	2,727
Fixed Assets	12,729	44.5%	13,743	42.5%	(2)	1,014
Current Liabilities	5,573	19.5%	7,322	22.7%	(3)	1,748
Long-term Liabilities	441	1.5%	1,064	3.3%		622
Net Assets	22,569	79.0%	23,940	74.1%	(4)	1,370
Total Assets	28,585	-	32,326	-		3,741

Point (1) Increase in Current Assets (2,727 million yen increase from the end of the term ended March 2012)

Current assets increased 2,727 million yen from the end of the previous consolidated fiscal year, because although there were payments for share acquisition of King's Auto Co., Ltd. as well as payment for accrued income tax, etc., we obtained the operating cash flow that exceeded these payments.

Point (2) Increase in Fixed Assets (1,014 million yen increase from the end of the term ended March 2012)

Fixed assets increased 1,014 million yen from the end of the previous consolidated fiscal year, mainly because of the goodwill amortization due to the reorganization of King's Auto Co., Ltd. into a subsidiary, etc.

Point (3) Increase in Current Liabilities (1,748 million yen increase from the end of the term ended March 2012)

Current liabilities increased 1,748 million yen from the end of the previous consolidated fiscal year, mainly because short-term debts, etc. increased as King's Auto Co., Ltd. became a subsidiary.

Point (4) Increase in Net Assets (1,370 million yen increase from the end of the term ended March 2012)

Net assets increased 1,370 million yen from the end of the previous consolidated fiscal year, because retained earnings increased although there was a dividend payment of 836 million yen.

(Unit: million yen)

	Apr-Dec 2011	Apr-Dec 2012	Increase/Decrease	(Reference) FY Mar. 2012
Cash Flows from Operating Activities	2,355	(1) 3,207	852	3,556
Cash Flows from Investing Activities	(3,500)	(2) (603)	2,897	(3,606)
Cash Flows from Financing Activities	(887)	(3) (1,346)	(458)	(907)
Cash and Cash Equivalents at End of Term	10,434	12,830	2,395	11,524
Investment Amount (Tangible/intangible fixed assets*)	3,534	2,172	(1,361)	3,634
Depreciation (Tangible/intangible fixed assets)	212	290	77	288
Amortization of Goodwill	278	409	130	405

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

Point (1) Cash Flows from Operating Activities

Although 2,149 million yen was paid mainly for corporate income tax, etc., there was an income of 3,207 million yen, because income before income taxes of 3,976 million yen was recorded.

Point (2) Cash Flows from Investing Activities

Although 1,157 million yen was paid for acquiring fixed assets, there was a payment of 603 million yen as the net increase in cash and cash equivalents was 479 million yen due to the reorganization of King's Auto Co., Ltd. into a subsidiary.

Point (3) Cash Flows from Financing Activities

There was an expenditure of 1,346 million yen as a result of payment of 824 million yen as dividend, payment of 243 million yen to acquire own shares, and repayment of debt of 278 million yen to King's Auto Co., Ltd.

Consolidated Quarterly Financial Results



(Unit: million yen)

	FY March 2011 (Results)					FY March 2012 (Results)					FY March 2013 (Results)		
	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3
Net Sales	7,050	7,075	7,422	7,232	28,779	7,223	7,501	7,975	7,880	30,582	9,599	9,600	9,420
Cost of Sales	2,733	2,884	3,033	3,061	11,712	3,010	3,270	3,500	3,502	13,283	5,007	5,093	5,029
Gross Profit	4,317	4,190	4,388	4,170	17,067	4,213	4,230	4,475	4,378	17,298	4,591	4,507	4,390
SG&A Expenses	2,559	2,592	2,674	3,129	10,955	2,810	2,758	2,770	3,112	11,451	3,006	3,124	3,171
Operating Income	1,758	1,598	1,714	1,041	6,111	1,403	1,472	1,705	1,265	5,846	1,585	1,382	1,218
Ordinary Income	1,782	1,610	1,909	1,072	6,375	1,437	1,458	1,739	1,367	6,002	1,602	1,450	1,263
Net Income	1,051	891	1,080	173	3,197	827	815	945	687	3,275	1,082	657	670

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

	FY March 2011 (Results)					FY March 2012 (Results)					FY March 2013 (Results)		
	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3
Net Sales	7,050	7,075	7,422	7,232	28,779	7,223	7,501	7,975	7,880	30,582	9,599	9,600	9,420
Automobile-related	6,314	6,276	6,546	6,428	25,566	6,492	6,506	6,852	6,852	26,704	8,538	8,256	8,214
Info Registraion Fee	5,000	4,863	5,059	4,907	19,831	4,756	4,826	5,166	5,082	19,830	4,934	5,082	5,324
Info Service Fee	1,314	1,412	1,487	1,521	5,735	1,736	1,680	1,686	1,770	6,873	3,604	3,174	2,890
Lifestyle-related	599	644	701	671	2,616	640	907	1,010	911	3,470	925	1,175	980
Real Estate	48	46	44	42	181	41	41	42	41	166	42	40	41
Others	87	108	129	89	415	49	45	70	75	240	91	127	183
Operating Income	1,758	1,598	1,714	1,041	6,111	1,403	1,472	1,705	1,265	5,846	1,585	1,382	1,218
Automobile-related	2,049	1,869	1,991	1,370	7,281	1,820	1,823	2,045	1,583	7,272	1,932	1,787	1,719
Lifestyle-related	69	79	90	61	301	27	40	73	86	228	52	58	32
Real Estate	29	26	25	23	104	20	19	21	22	83	24	21	23
Others	(27)	(26)	(8)	(28)	(91)	(38)	(48)	(34)	(27)	(149)	(55)	(73)	(121)
Management Division	(363)	(351)	(384)	(385)	(1,484)	(427)	(362)	(400)	(399)	(1,589)	(369)	(411)	(435)

■ Status of Stock Repurchases

■ Total number and value of shares repurchased as of December 31, 2012

- (1) Total number of shares repurchased: 174,000 shares
- (2) Aggregate repurchased amount: 243,178,500 yen

(Reference)

■ Details of the resolution at the Board of Directors meeting held on October 29, 2012

- (1) Class of shares to be repurchased: Common stock
- (2) Total number of shares to be repurchased: Up to 400 thousand shares
(Ratio to the number of outstanding shares: 1.91%)
- (3) Aggregate repurchase amount: Up to 500 million yen
- (4) Period for repurchases: November 1, 2012 to March 22, 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 December 31, 2012)

20,940,000 shares (As of December 31, 2012)

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 business sites nationwide)

March 31

Consolidated: 1,069 (As of December 31, 2012)
Parent: 688 (As of December 31, 2012)

Osaka 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. PROTO MALAYSIA Sdn. Bhd. *1 (Full subsidiary since September, 2011)
8. MTM Interactive Sdn. Bhd. *2 *3 (Full subsidiary since September, 2011)
9. SMT Media Pte. Ltd. *3 (Full subsidiary since September, 2011)
10. PROTO (TAIWAN) CO., LTD. (Full subsidiary, established in December, 2011)
11. PROTO SINGAPORE Pte. Ltd. (Full subsidiary, established in May, 2012)
12. PT. PROTO INDONESIA *4 (Full subsidiary, established in December, 2012)

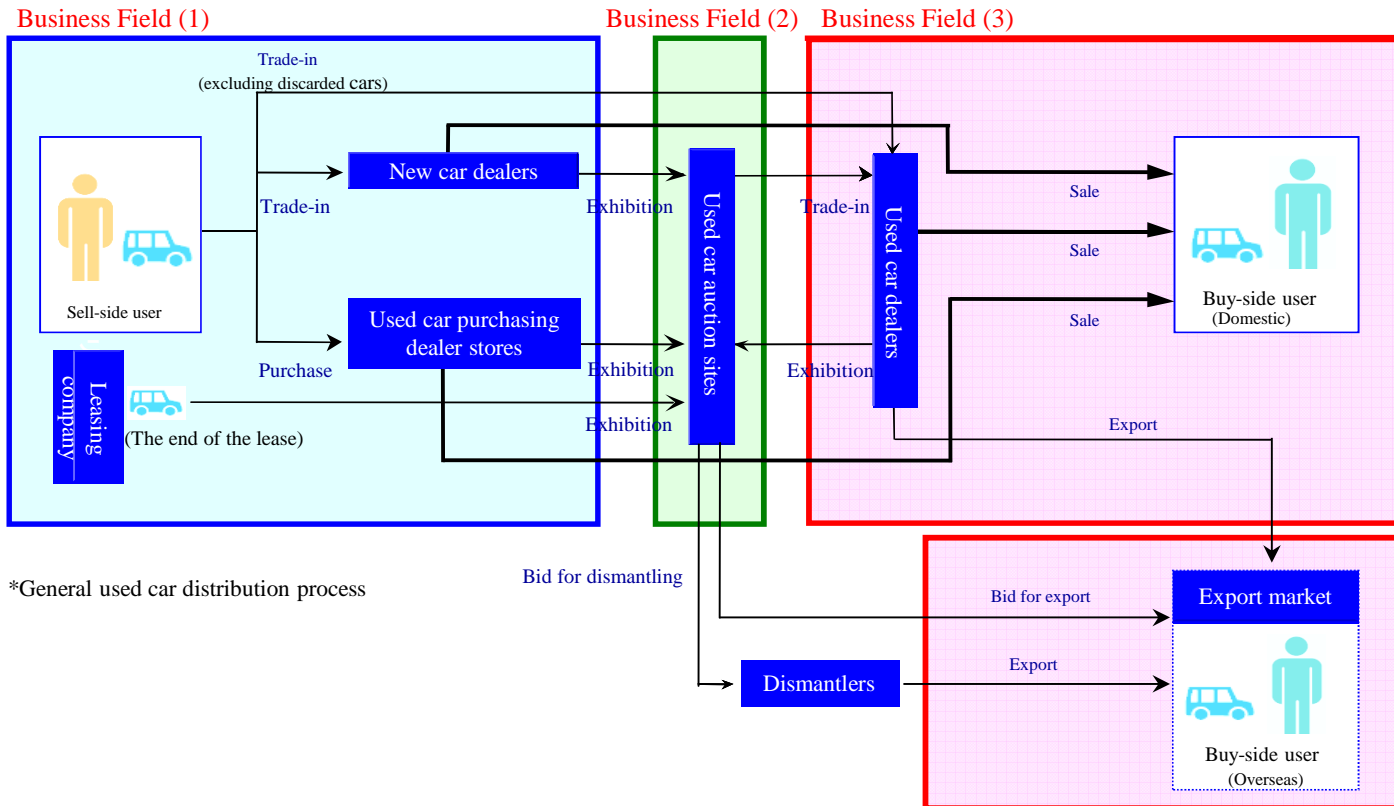
*1 Firm name changed as of February 27, 2012. (Former name: MTM Multimedia Sdn. Bhd) *2 Account currently being settled.
*3 The company is a subsidiary of PROTO MALAYSIA Sdn. Bhd.
*4 The company is a subsidiary of PROTO SINGAPORE Pte. Ltd. and PROTO MALAYSIA Sdn Bhd.

(As of December 31, 2012)



Our magazine was first issued in 1977

- We promote the development and provision of products and services according to the needs from clients and users.
 - ⇒ **“Comprehensive management support”** for assisting dealers in procuring and selling, etc. comprehensively.



*General used car distribution process

<Business Field (3)>

[Products and services for clients and users]

- 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
- Reviews on dealers by users (Goo-net)**
Evaluation of dealers posted by users who purchased car
- Goo-net Exchange**
To assist dealers in the export of used cars

< Business Field (1) >

[Products and services for clients]	[Products and services for clients]	[Products and services for clients and users]
Data Line PRO, Auction Information Weekly and 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 Purchase Providing a place where used car dealerships purchase the cars that are put up by the users in the auction style.

< Business Field (2) >

[Products and services for clients]

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

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 84,000 yen (If a one-page ad is inserted twice a month, the basic ad fee is about 170,000 yen.)

*Average purchase price: 240,000 yen (result for FY Mar. 2012)

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)

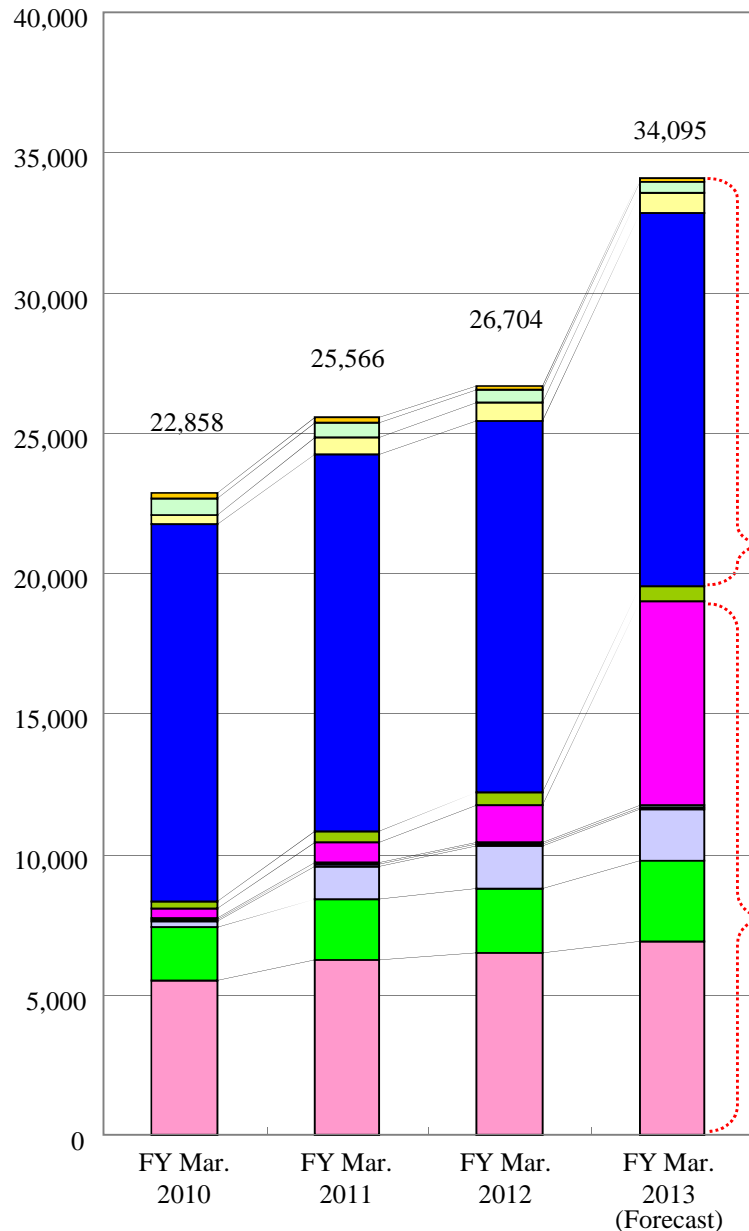
Information registration fees (2)

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

* Rubric: Paid product (service)

Reference: Changes in Automobile-related Sales by Product Classification

(Unit: million yen)



《 Magazine 》



Used car information magazine: Goo



Imported car information magazine: GooWORLD



Bike information magazine: GooBike



Car parts information magazine: GooParts

《 Internet site 》



Used car information search site: Goo-net

《 Mobile site 》



Used car information search mobile site: Goo Car Info

《 Magazine Business 》

- B to B fee for advertising in data book
- B to B subscription fee of data book
- Sale of information magazines
- Basic advertisement fee (Package of PC, mobile phone, and information magazines)

《 Other Business 》

- Goo Inspection etc.

《 IT Business 》

- B to B automobile sale (Service of supporting the export of used cars of Kings Auto and Goo Auto etc.)
- Mobile charges (Goo Car Info etc.)
- EC (to B)
- EC (to C)
- B to B fee for data provision (Data Line, quotation system of PROTO-RIOS INC. etc.)
- Internet option products, such as Goo-net (Quotation inquiry service, QE, GCS, etc.)

* The earnings forecast for the year ending March 2013 is a value announced on October 29, 2012.

* Goo Inspection, etc. is considered a separate product category as of this period. (Previously, it was included in the B to B fee for data provision)

* 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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