

A large, semi-transparent blue globe graphic is positioned on the left side of the slide, partially overlapping the vertical blue bar. It shows a grid of latitude and longitude lines and the outlines of continents.

Financial Results

for the Three Months Ended June 2011

(April 1, 2011 to June 30, 2011)

July 28, 2011
PROTO CORPORATION (4298)

Financial data (consolidated)

Shares outstanding (million)	10.4
Market capitalization (¥ billion, Jun/11)	29.2
DPS (¥, Mar/11)	75.0
EPS (¥, Mar/11)	305.7
BPS (¥, Mar/11)	1,915.3
ROE (% , Mar/11, Net income basis)	17.0
ROA (% , Mar/11, Ordinary income basis)	25.3
Equity ratio (% , Mar/11)	76.6
Potential share dilution (million)	-
Foreign ownership (% , Jun/11)	29.3

Major Shareholders

	(Thousands)
1) Mugen Corporation	3,403 (32.50%)
2) Japan Trustee Services Bank, Ltd. (Trust Account)	570 (5.45%)
3) Hiroichi Yokoyama	520 (4.96%)
4) The Chase Manhattan Bank, N.A. London	446 (4.26%)
5) Yoshihiro Yokoyama	330 (3.15%)
6) Northern Trust Co. (AVFC) Sub Account American Clients	228 (2.17%)
7) The Chase Manhattan Bank, N.A. London Secs Lending Omnibus Account	213 (2.03%)
8) Morgan Stanley & Co. LLC	177 (1.69%)
9) Mellon Bank ABN Amro Global Custody N.V.	175 (1.67%)
10) Minoru Saito	169 (1.62%)

(As of June 30, 2011)

Status of Consolidated Income

(Unit: million yen)

	Apr.-Jun. 2010		Apr.-Jun. 2011			
	Results (A)	% of Net sales	Forecast (B)	% of Net sales	Results (C)	% of Net sales
Net sales	7,050	100.0%	7,004	100.0%	① 7,223	100.0%
Cost of Sales	2,733	38.8%	2,882	41.1%	② 3,010	41.7%
Gross Profit	4,317	61.2%	4,121	58.9%	4,213	58.3%
SG&A Expenses	2,559	36.3%	2,966	42.4%	③ 2,810	38.9%
Operating Income	1,758	24.9%	1,155	16.5%	④ 1,403	19.4%
Ordinary Income	1,782	25.3%	1,152	16.4%	1,437	19.9%
Net Income	1,051	14.9%	618	8.8%	827	11.5%

YoY Change		Achievement rate	
(C)-(A)	%	(C)-(B)	%
173	102.5%	219	103.1%
277	110.1%	128	104.4%
(103)	97.6%	91	102.2%
251	109.8%	(156)	94.7%
(354)	79.8%	247	121.5%
(345)	80.6%	284	124.7%
(224)	78.7%	209	133.8%

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

Status of Selling, General and Administrative Expenses

(Unit: million yen)

	Apr.-Jun. 2010		Apr.-Jun. 2011			
	Results (A)	% of Net sales	Forecast (B)	% of Net sales	Results (C)	% of Net sales
SG&A Expenses	2,559	36.3%	2,966	42.4%	2,810	38.9%
Employment Cost	1,377	19.5%	1,420	20.3%	1,371	19.0%
Advertising Cost	363	5.2%	570	8.2%	558	7.7%
Other Expenses	818	11.6%	975	13.9%	879	12.2%
Number of Employment	923	-	901	-	886	-

YoY Change		Achievement rate	
(C)-(A)	%	(C)-(B)	%
251	109.8%	(156)	94.7%
(5)	99.6%	(48)	96.6%
194	153.6%	(12)	97.8%
61	107.5%	(95)	90.2%
(37)	96.0%	(15)	98.3%

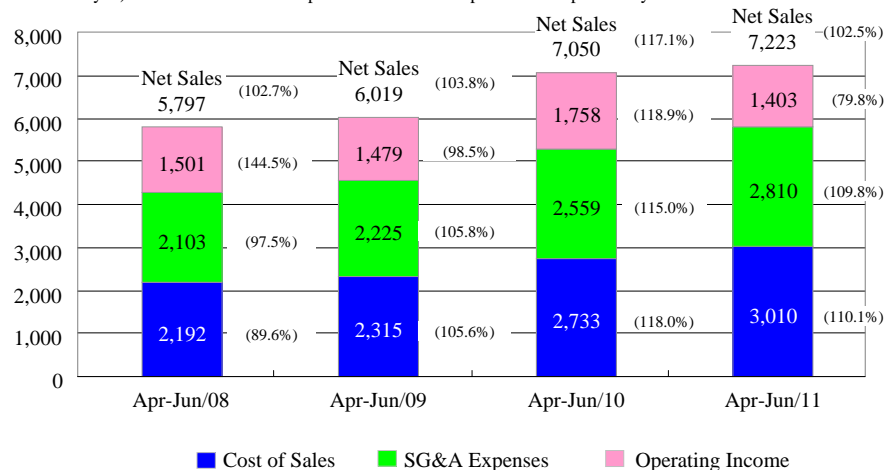
1) Advertising and related costs is the total of advertising costs and merchandising costs

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

Performance Overview for the Three Months Ended Jun. 2011

Changes in Performance

(Unit: million yen) *Parentheses are comparisons to the same period of the previous year



Point ① Sales

The total sales of our main segments, namely the automobile-related information segment and the lifestyle-related information segment, have increased compared with the same period of the previous year. As a result, the sales of the entire group increased by 173 million yen (102.5% compared to the same period of the previous year).

As compared with projections, the sales were 103.1%, slightly higher than the plan.

Point ② Cost of Sales

The cost of sales was 110.1% (cost rate: 2.9 point increase) compared with the same period of the previous year. This was due to an increase in the purchase of goods as a result of positive sales of motorcycle goods and parts by Bike Bros. Inc. (100% affiliate) and the increased sales of used car export support services by Goo Auto Inc. (100% affiliate).

As compared with projections, the cost of sales was slightly over because the purchase of goods by Bike Bros. Inc and Goo Auto Inc. exceeded the plan.

Point ③ SG&A Expenses

SG&A expenses were 109.8% compared with the same period of the previous year (SG&A rate: 2.6 point increase) because of strengthening the Internet promotion of, mainly, Goo-net, as well as generation of M&A related costs in line with business expansion in the ASEAN market.

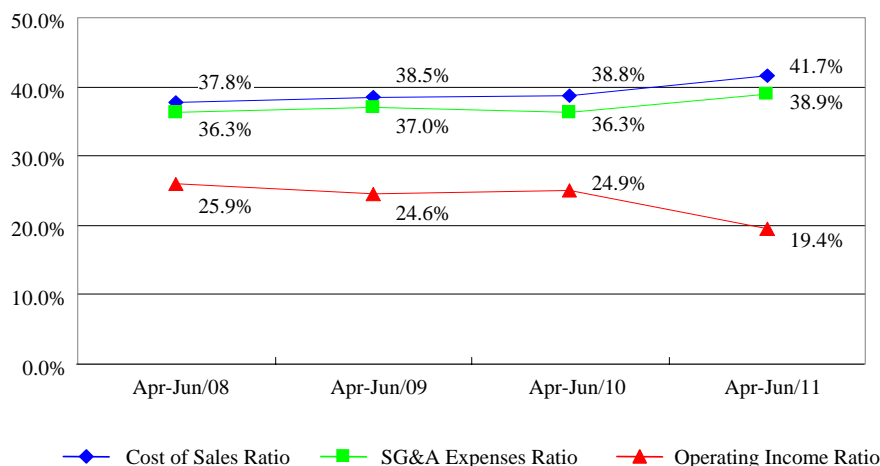
As compared with projections, SG&A expenses were 94.7%, slightly lower than the plan, as a result of through control of cost.

Point ④ Operating Income

The operating income was 79.8% compared with the same period of the previous year, due to reduction in the sales and profit in the information magazine business as a result of the Great East Japan Earthquake and the changes of environment in the used car sales industry as well as increase in SG&A expenses as described above.

As compared with projections, the operating income was 121.5% higher than the plan.

Changes in Individual Indicators



Segment Information (1)



Sales

(Unit: million yen)

	Apr.-Jun. 2010		Apr.-Jun. 2011			
	Results (A)	% of Net sales	Forecast (B)	% of Net sales	Results (C)	% of Net sales
Automobile-related	6,314	89.6%	6,309	90.1%	6,492	89.8%
Info Registration Fee	5,000	70.9%	4,781	68.3%	4,756	65.8%
Info Service Fee	1,314	18.6%	1,528	21.8%	1,736	24.0%
Lifestyle-related	599	8.5%	573	8.2%	640	8.9%
Real Estate	48	0.7%	40	0.6%	41	0.6%
Others	87	1.2%	79	1.1%	49	0.7%
Total	7,050	100.0%	7,004	100.0%	7,223	100.0%

YoY Change		Achievement rate	
(C) - (A)	%	(C) - (B)	%
177	102.8%	183	102.9%
(243)	95.1%	(24)	99.5%
421	132.1%	208	113.6%
40	106.8%	66	111.6%
(6)	85.7%	0	101.1%
(38)	56.3%	(30)	61.7%
173	102.5%	219	103.1%

1) Information Registration Fee: Advertising fees for information magazines and internet media, etc.

2) Information Service Fee: Fees from selling information magazines, providing content, etc

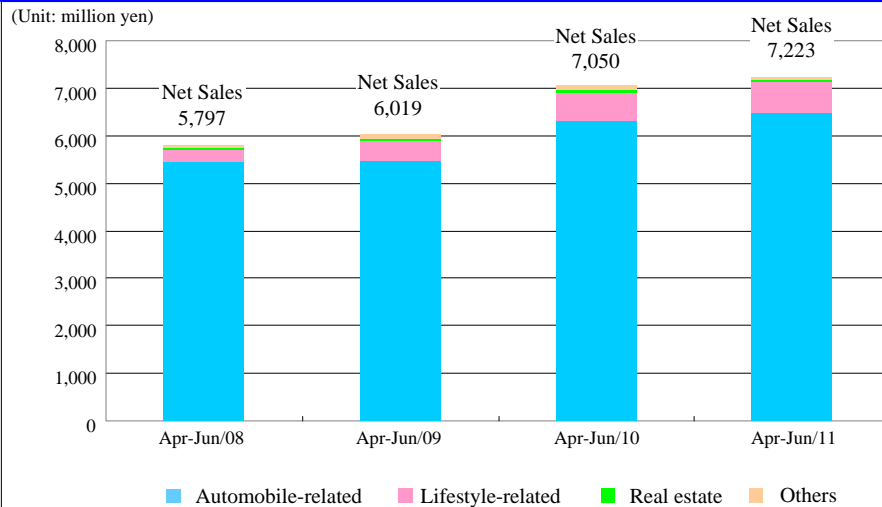
Operating Income

(Unit: million yen)

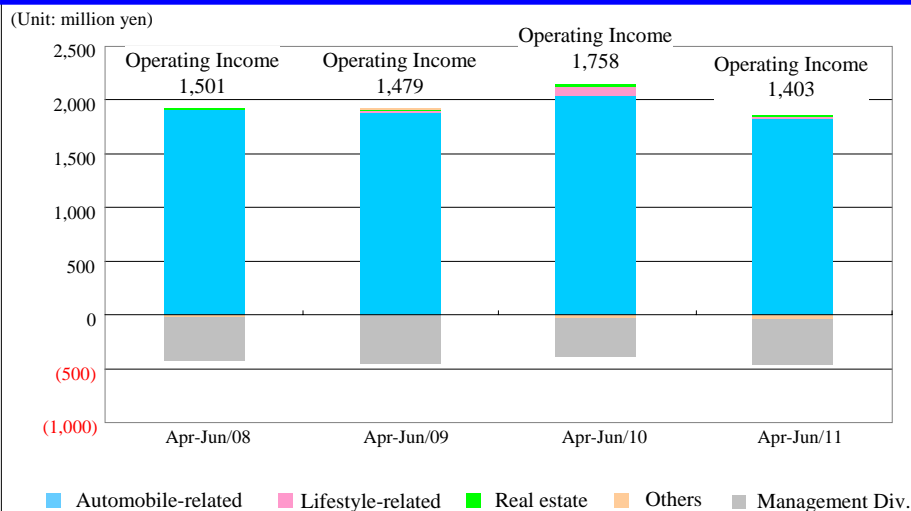
	Apr.-Jun. 2010		Apr.-Jun. 2011			
	Results (A)	% of Net sales	Forecast (B)	% of Net sales	Results (C)	% of Net sales
Automobile-related	2,049	32.5%	1,662	26.3%	1,820	28.0%
Lifestyle-related	69	11.6%	(18)	-	27	4.3%
Real Estate	29	61.6%	24	59.4%	20	50.6%
Others	(27)	-	(32)	-	(38)	-
Management Division	(363)	-	(480)	-	(427)	-
Total	1,758	24.9%	1,155	16.5%	1,403	19.4%

YoY Change		Achievement rate	
(C) - (A)	%	(C) - (B)	%
(229)	88.8%	158	109.5%
(41)	39.9%	46	-
(8)	70.4%	(3)	86.2%
(10)	-	(6)	-
(64)	-	52	-
(354)	79.8%	247	121.5%

Changes in Sales by Segment



Changes in Operating Income by Segment



Automobile-related Information

The used car supply to the used car market continued to be limited due to the influence of the Great East Japan Earthquake, and all stores experienced a reduction in inventory quantities. Under these circumstances, although we strived to expand the number of business partners for the Goo series by expanding Goo-approved cars service, the total sales of information magazine business was 91.7% compared with the same period of the previous year. On the other hand, the sales of the IT business was 119.4% compared with the same period of the previous year as a result of positive sales of motorcycle goods and parts and increased sales of used vehicle export support services. As a result, the total sales of the automobile-related information segment increased by 177 million yen (102.8% of the same period of the previous year). The operating income of this segment has been reduced by 229 million yen (88.8% of the same period of the previous year) as a result of reduction in the operating income mainly in the information magazine business as well as strengthening net promotion such as Goo-net.

Lifestyle-related Information

In the medical, nursing-care and welfare business, we had been striving to strengthen our staff agency service, with improving the business efficiency by focusing our products and service on PROTO MEDICAL CARE (100% subsidiary). Simultaneously, we continued our effort to expand our business partners for “VeeSCHOOL”, an information site for classes, and “Oikura”, a recycling information site. As a result, the sales of the lifestyle-related information segment increased by 40 million yen (106.8% of the same period of the previous year). The operating income of this segment has decreased by 41 million yen (39.9% of the same period of the previous year) as a result of increase in the cost of human resources as a result of business expansion as well as increase in promotion cost for PROTO MEDICAL CARE.

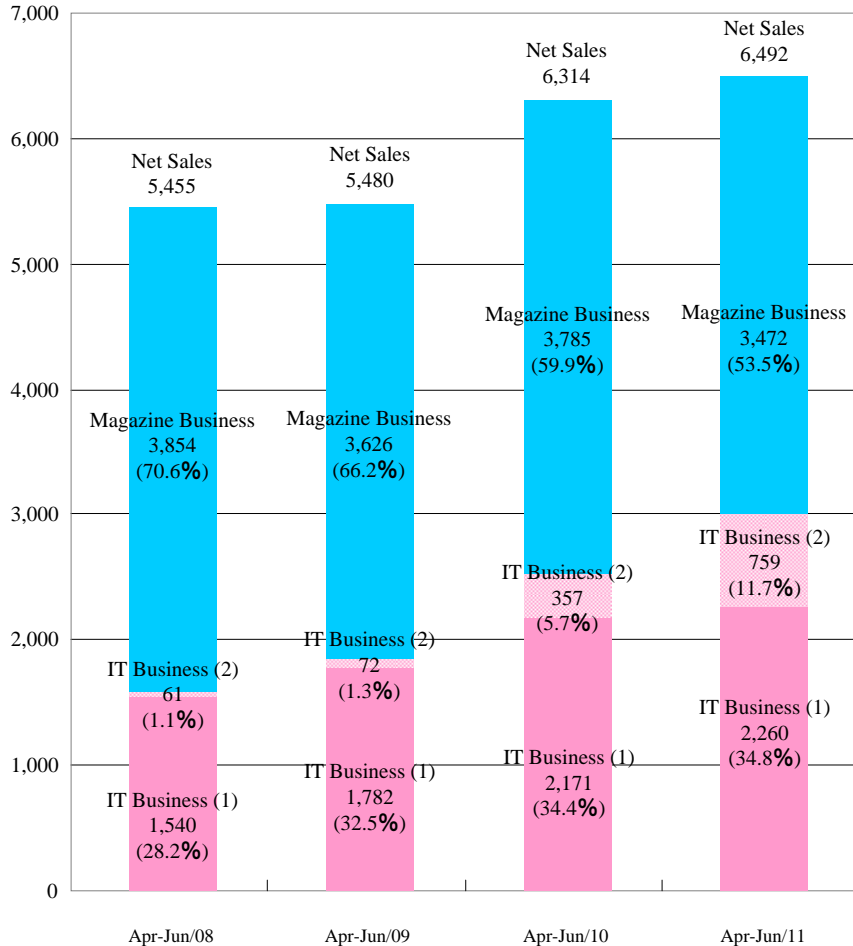
Others

Although the BPO business at PROTO DATA CENTER has shown steady increase in the number of business partners, the sales has decreased by 38 million yen (56.3% of the same period of the previous year) due to sale of MARS FLAG Corporation (March, 2011).

The operating income of this segment has resulted in the loss of 38 million yen (it was a loss of 27 million yen during the same period of the previous year), as a result of increase in operating cost for PROTO DATA CENTER.

Changes in Automobile-related Sales by Product Classification

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



Magazine Business

Due to the Great East Japan Earthquake, we suspended the publication of “Goo Tohoku edition week 1 and 3” and “GooBike Tohoku edition”, both of which were issued in April.

We also suspended the publication of a motorcycle information magazine, “BikeBros.”, which has been issued by Bike Bros. Inc. since April this year. Furthermore, business environment for used car dealers remains severe. Because all dealers are faced with difficulties of securing their inventory, the number of advertisements in the Goo series is declining in some areas.

As a result, sales of the magazine business declined by 312 million yen compared with the same period of the previous year (91.7% of the same period of the previous year).

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

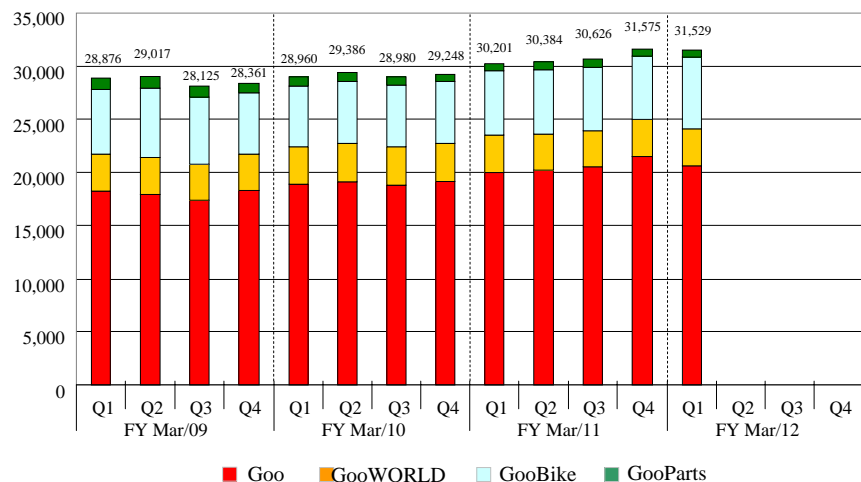
As a result of expansion of optional services related to internet (mediation service for quotations, QE etc.) and expansion of the business support system of Repair-Tech Inc, the net sales of the IT Business (1) increased by 89 million yen compared with the same period of the previous year (104.1% of the same period of the previous year).

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

As a result of positive sales of motorcycle goods and parts at Bike Bros. Inc. and used car export support services at Goo Auto Inc., the net sales of the IT Business (2) increased by 401 million yen compared with the same period of the previous year (212.3% of the same period of the previous year).

Changes in Quarterly Totals of Business Partners for Goo Series

(Unit: Companies)



Even under the severe business environment for the used car industry, the total number of used car dealers for the Goo series for the first quarter (April to June) has increased to 104.4% of the same period of the previous year.

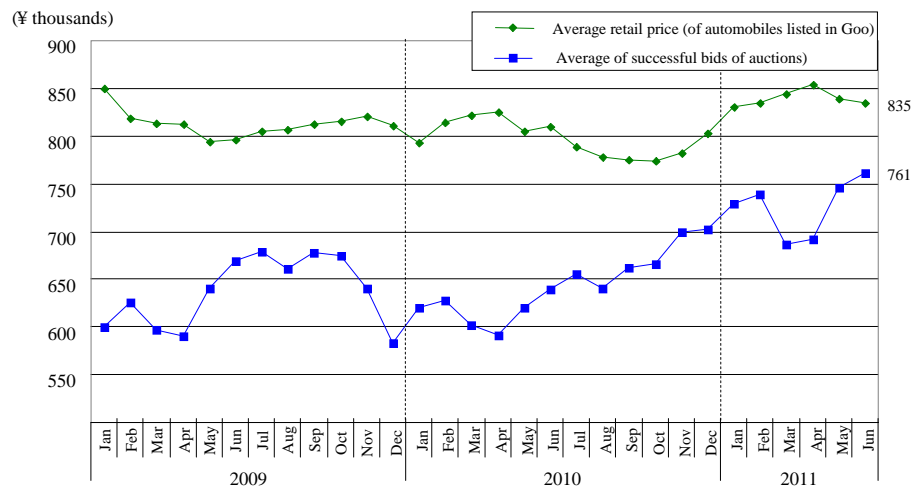
The average trade unit price during the first quarter (April to June) was down to 93.6% of the same period of the previous year as a result of an increase in the number of small-scale dealers and suspension of the publication of “Goo Tohoku edition week 1 and 3” and “GooBike Tohoku edition”, which were issued in April 2011.



The number of stores involved in for the “Goo-approved Cars” service is 3,329 IDs as of the end of Jun. 2011 (190.2% of the value in the same month of the previous year).

*Reference: Number of stores as of the end of Mar. 2011: 3,072 ID

Variations in retail and wholesale prices of used cars



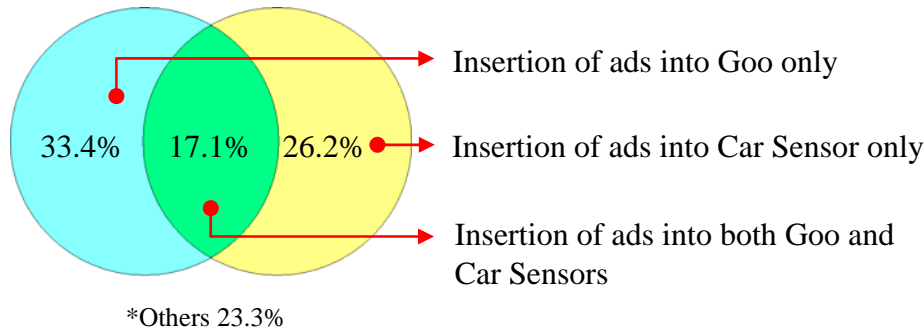
[Number of quote requests in Goo-net]

The number of requests for the quote in Goo-net (PC & mobile) for the first quarter (Apr. to Jun.) was 411,270 (110.5 % of the same period of the previous year).

[Variations in retail and wholesale prices of used cars]

The average wholesale price became upward trend again after April. The average retail price was early 800,000 yen level and showed steady trend.

Situation of Market Share (Compared with Competitors)



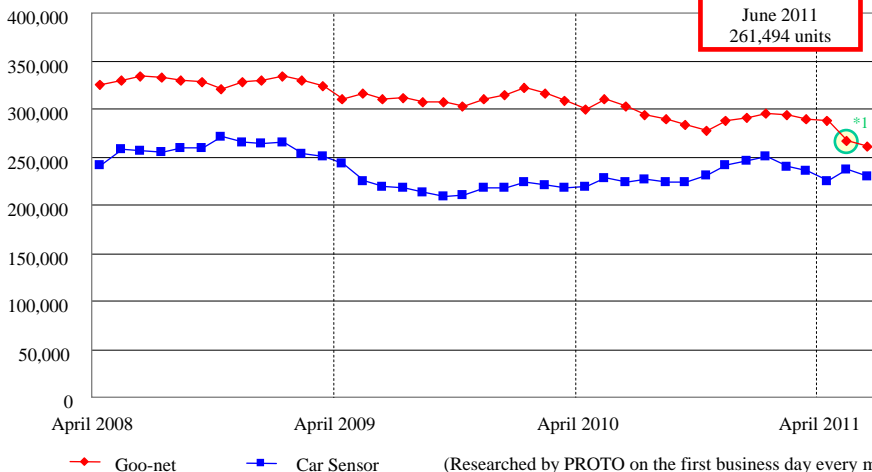
* Major cities in each area were targeted to obtain the numerical values.

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

(Researched by PROTO in Jun. 2011)

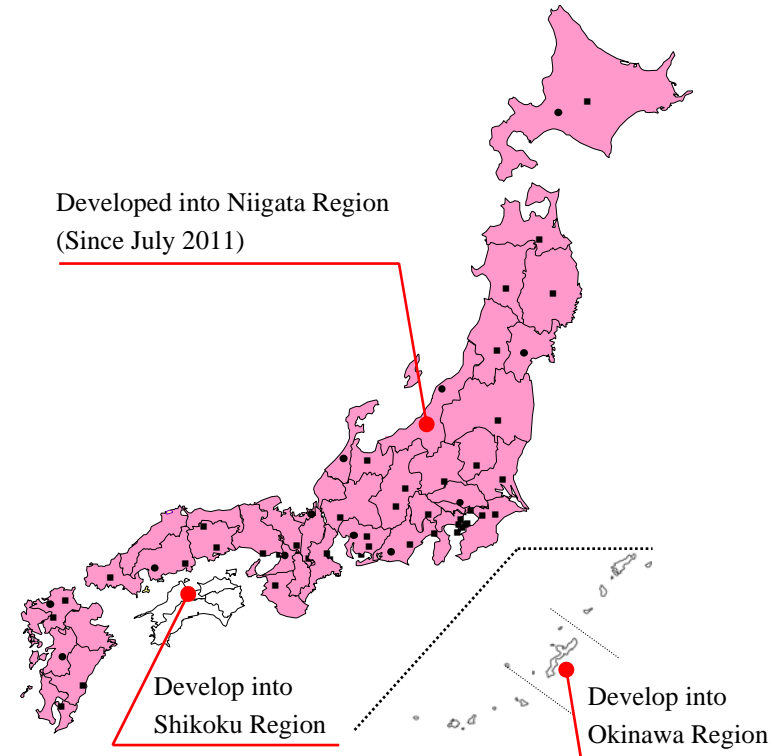
Changes in Numbers of Used Automobiles Listed on Main Sites

(Unit: Number of Cars)



(Researched by PROTO on the first business day every month)

[Publication area of Goo]

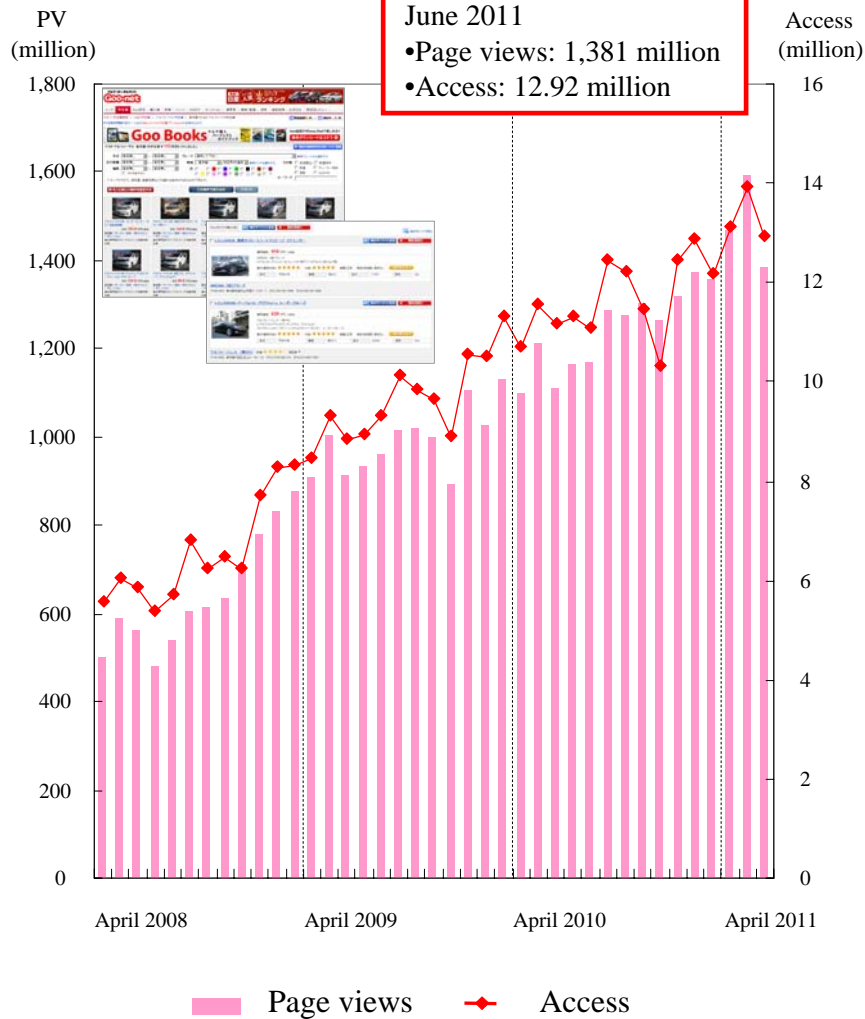


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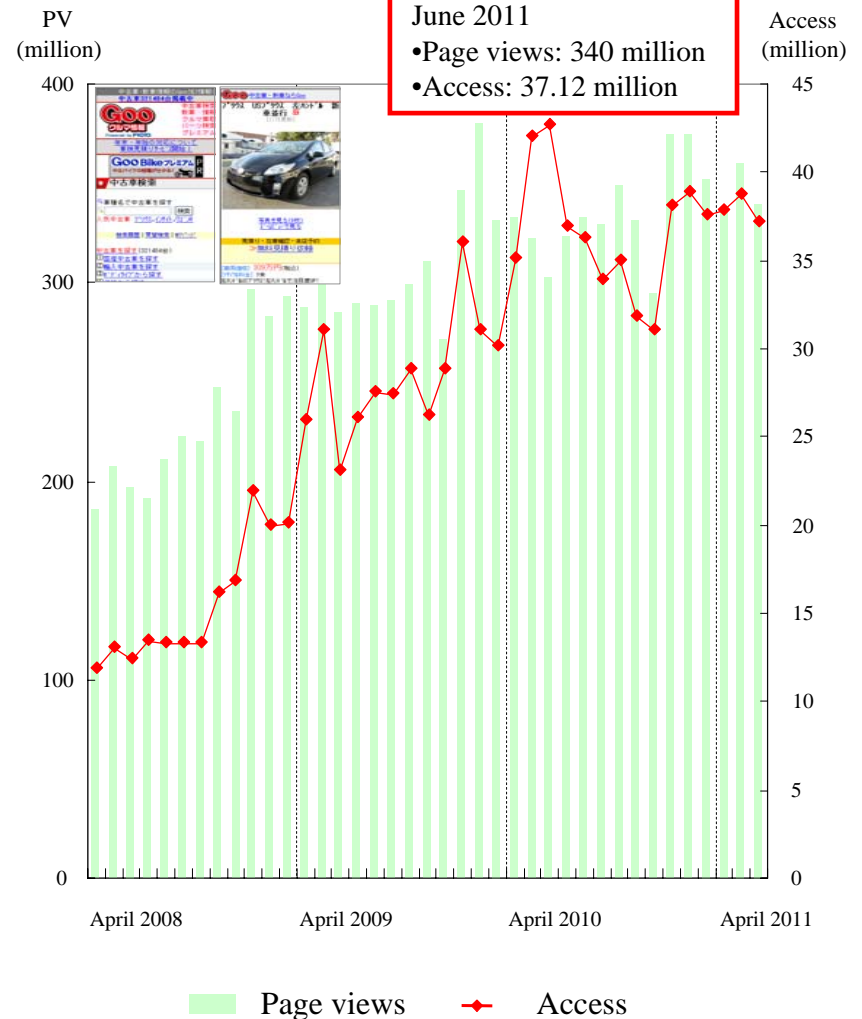
The Goo coverage has been expanded to Niigata, Shikoku, and Okinawa. Although the information of some of these areas are temporary not included in the Goo after April this year, the number of user cars in the car portal site “Goo-net” is still leading our competitors (according to our own research).

* The number of used vehicle listings for “Car Sensor (run by Recruit)” is the total of “Car Sensor-net” and “D-Ucar.net” since March 2008.

Car Portal Site "Goo-net" (PC)



"Goo Car Information" (Mobile)



(Unit: million yen)

	FY March 2011 (As of Mar. 31, 2010)		FY March 2012 (As of Jun. 30, 2011)		Increase/Decrease (B) - (A)	
	(A)	Composition ratio	(B)	Composition ratio		
Current Assets	16,061	61.4%	15,905	60.8%	①	(155)
Fixed Assets	10,102	38.6%	10,265	39.2%	②	163
Current Liabilities	5,639	21.6%	5,219	19.9%	③	(419)
Long-term Liabilities	489	1.9%	465	1.8%		(24)
Net Assets	20,034	76.6%	20,486	78.3%	④	451
Total Assets	26,163	-	26,171	-		7

Point ① Decrease of Current Assets (March 2011 period, 155 million yen decrease from previous period)

There was a decrease of 155 million yen compared with the end of the previous consolidated fiscal year, because the cash and deposits have declined as a result of payment for the acquisition of tangible fixed asset associated with the reconstruction of the office building in Osaka, payment for accepting the “Heart Page” business, and payment for the accrued income taxes.

Point ② Increase of Fixed Assets (March 2011 period, 163 million yen increase from previous period)

There was an increase of 163 million yen compared with the end of the previous consolidated fiscal year, as a result of, mainly, increase in tangible fixed asset associated with the reconstruction of the office building in Osaka and adding goodwill associated with the reception of the “Heart Page” business.

Point ③ Decrease of Current Liabilities (March 2011 period, 419million yen decrease from previous period)

There was a decrease of 419 million yen compared with the end of the previous consolidated fiscal year, mainly as a result of the reduction in the accrued income taxes.

Point ④ Increase of Net Assets (March 2011 period, 451 million yen increase from previous period)

There was an increase of 451 million yen compared with the end of the previous consolidated fiscal year, as a result of an increase in the retained earnings after posting quarterly net profit, despite the payment of dividends (392 million yen).

(Unit: million yen)

	Apr.-Jun. 2010	Apr.-Jun. 2011	Increase/Decrease	(Reference) FY Mar. 2011
Cash Flows from Operating Activities	153	① 163	9	3,896
Cash Flows from Investing Activities	(1,018)	② (303)	715	(1,625)
Cash Flows from Financing Activities	(338)	③ (390)	(51)	(996)
Cash and Cash Equivalents at End of Term	10,003	11,946	1,942	12,476
Capital Expenditure (tangible/intangible fixed assets)	389	342	(46)	881
Depreciation (Including amortization of goodwill)	131	116	(14)	538

Point ① Cash Flows from Operating Activities

The total revenue came to 163 million yen as a result of posting 1,438 million yen of net income before income tax, even though 1,324 million yen was spent mainly for the payment of income tax for the previous consolidated fiscal year.

Point ② Cash Flows from Investing Activities

The total expenses came to 303 million yen due to expenditure of 223 million yen for the acquisition of tangible fixed assets and 100 million yen for payment for acquisition of business.

Point ③ Cash Flows from Financing Activities

The total expenses came to 390 million yen due to payment of 367 million yen as dividend at the end of the preceding fiscal year.

Reference: Consolidated Quarterly Earnings Forecast for FY March 2012



(Unit: million yen)


	FY March 2010 (Results)					FY March 2011 (Results)					FY March 2012 (Forecast)				
	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Q4	Total
Net Sales	6,019	6,300	6,615	6,746	25,682	7,050	7,075	7,422	7,232	28,779	7,004	7,599	8,162	8,234	31,000
Cost of Sales	2,315	2,506	2,754	2,696	10,273	2,733	2,884	3,033	3,061	11,712	2,882	3,230	3,345	3,363	12,821
Gross Profit	3,704	3,793	3,861	4,049	15,409	4,317	4,190	4,388	4,170	17,067	4,121	4,369	4,817	4,870	18,178
SG&A Expenses	2,225	2,168	2,277	2,639	9,310	2,559	2,592	2,674	3,129	10,955	2,966	3,039	2,861	3,011	11,878
Operating Income	1,479	1,624	1,584	1,410	6,098	1,758	1,598	1,714	1,041	6,111	1,155	1,329	1,956	1,858	6,300
Ordinary Income	1,502	1,632	1,604	1,425	6,165	1,782	1,610	1,909	1,072	6,375	1,152	1,336	1,963	1,866	6,318
Net Income	892	959	889	787	3,529	1,051	891	1,080	173	3,197	618	771	1,163	1,111	3,663

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

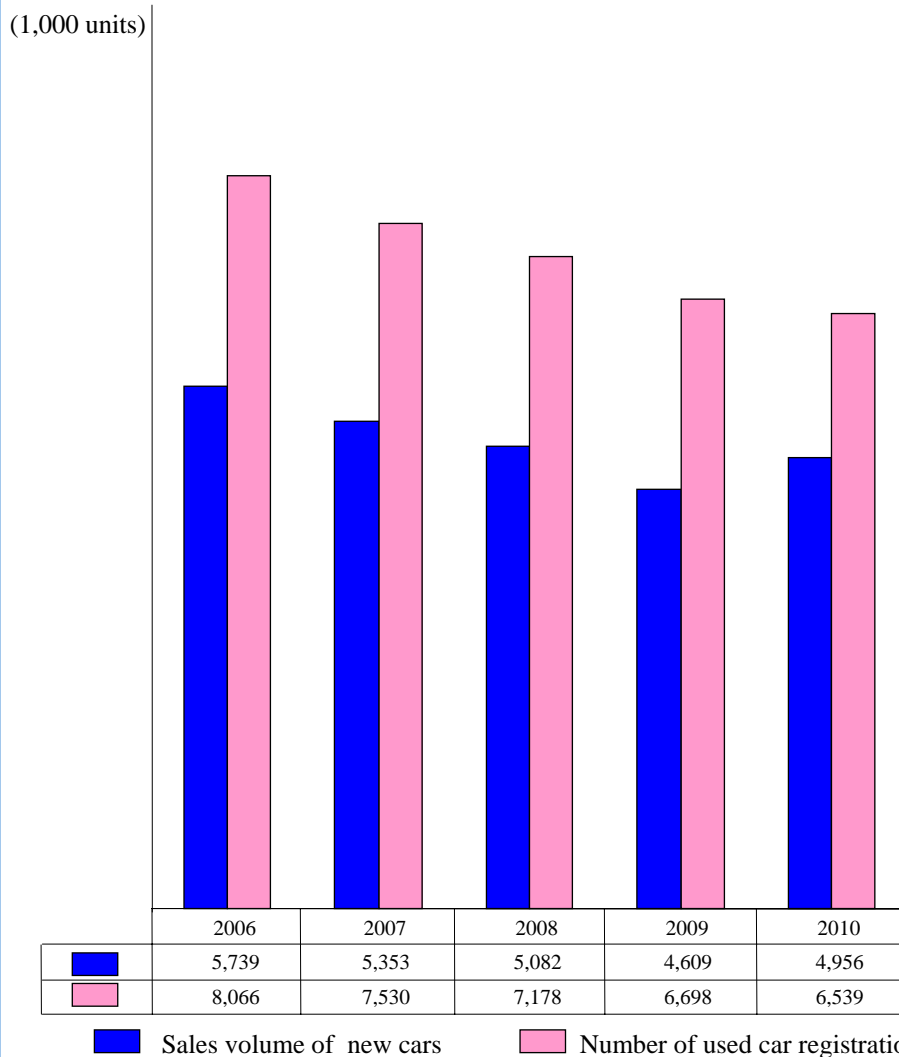
	FY March 2010 (Results)					FY March 2011 (Results)					FY March 2012 (Forecast)				
	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Q4	Total	Q1	Q2	Q3	Q4	Total
Net Sales	6,019	6,300	6,615	6,746	25,682	7,050	7,075	7,422	7,232	28,779	7,004	7,599	8,162	8,234	31,000
Automobile-related	5,480	5,638	5,824	5,914	22,858	6,314	6,276	6,546	6,428	25,566	6,309	6,539	6,980	6,883	26,713
Info Registraion Fee	4,660	4,796	4,651	4,931	19,039	5,000	4,863	5,059	4,907	19,831	4,781	4,992	5,211	5,124	20,110
Info Service Fee	819	841	1,173	983	3,818	1,314	1,412	1,487	1,521	5,735	1,528	1,546	1,769	1,759	6,603
Lifestyle-related	414	529	658	683	2,286	599	644	701	671	2,616	573	888	994	1,151	3,608
Real Estate	51	51	52	50	205	48	46	44	42	181	40	40	40	40	163
Others	73	80	80	98	332	87	108	129	89	415	79	130	146	157	514
Operating Income	1,479	1,624	1,584	1,410	6,098	1,758	1,598	1,714	1,041	6,111	1,155	1,329	1,956	1,858	6,300
Automobile-related	1,892	1,991	1,940	1,766	7,590	2,049	1,869	1,991	1,370	7,281	1,662	1,758	2,176	1,988	7,585
Lifestyle-related	3	52	48	58	162	69	79	90	61	301	(18)	37	128	211	358
Real Estate	26	26	28	25	105	29	26	25	23	104	24	24	25	25	99
Others	10	(20)	(22)	(2)	(35)	(27)	(26)	(8)	(28)	(91)	(32)	(5)	2	7	(27)
Management Division	(453)	(424)	(409)	(437)	(1,725)	(363)	(351)	(384)	(385)	(1,484)	(480)	(485)	(376)	(373)	(1,716)

* The figures for the fiscal year ending March 2012 (Q1, Q2, Q3, Q4, and full year) are the expected figures as announced on May 12, 2011.

Appendix

Corporate Name	PROTO CORPORATION	
Founded	Oct. 1, 1977	
Established	Jun. 1, 1979	
Common Stock	¥1,824,620 thousand (as of March 31, 2011)	
Shares Outstanding	10,470,000 (as of March 31, 2011)	
Head Offices	23-14, Aoi 1-chome, Naka-ku, Nagoya 460-0006, Japan 22-2, Hongo 2-chome, Bunkyo-ku, Tokyo 113-0033, Japan	Our magazine was first issued in 1977
Branch Offices	Sapporo, Sendai, Takasaki, Tokyo, Nagano, Hamamatsu, Nagoya, Kanazawa, Osaka, Hiroshima, Matsuyama, Fukuoka, Kumamoto (56 Sales Outlets Nationwide/2 Head Offices, 13 Branch Offices, 41 Sales Offices)	
Fiscal Year-end	March 31	
Number of Employees	Consolidated : 875 (as of March 31, 2011) (Parent : 640)	
Stock Exchange Listing	Osaka Stock Exchange JASDAQ Standard (listed on September 12, 2001)	
Subsidiary	<ol style="list-style-type: none"> 1. REPAIR-TECH INC. (Full subsidiary since October, 2002) 2. PROTO DATA CENTER (Full subsidiary, established in April, 2007) 3. Goo Auto Inc. (Full subsidiary, established in January, 2009) 4. SYSTEM-ONE Corporation (Full subsidiary since October, 2009) 5. PROTO MEDICAL CARE * (Full subsidiary since October, 2009) 6. Bike Bros. Inc. (Full subsidiary since April, 2010) 7. PROTO (SHANGHAI) ADVERTISING CO., LTD (Full subsidiary, established in September, 2004) 	
	*Corporate name was changed from Medical CUBIC Co., Ltd. on May 1, 2011	

■ Trends in the sales volume of new cars and the number of used car registrations (calendar years)



As customers own automobiles for a longer period of time (longer cycle of repurchasing cars), the sales volume of new cars and the number of used car registrations are decreasing.

Sales volume of new cars:

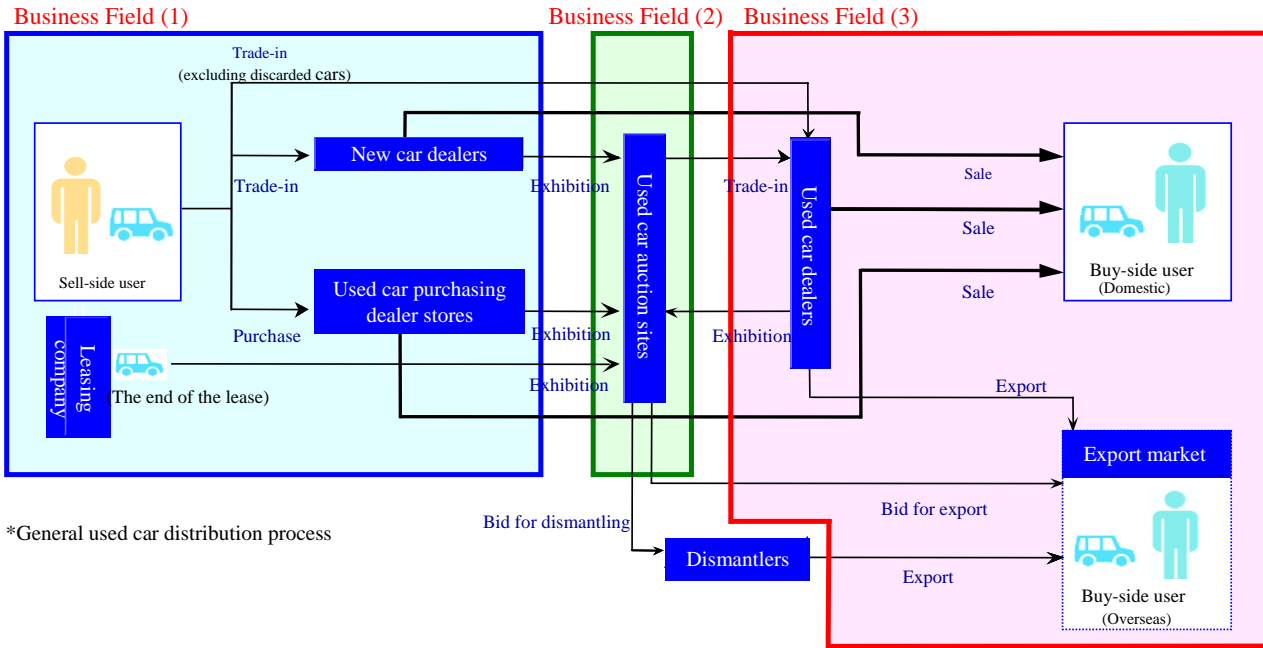
Due to the effects of “the tax system for popularizing environmentally friendly cars (eco-car tax reduction)” and “the subsidy for popularizing environmentally friendly cars (eco-car subsidy),” the sales volume of new cars increased from Sep. 2009, but started decreasing in Oct. 2010, as the eco-car subsidy ended.

Number of used car registrations:

As the eco-car subsidy ended, the demand for used cars recovered gently from Sep. 2010, but the shortage of used cars is lingering due to the scrap incentive.

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

- 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-approved Cars
Addition of the information on the appraisal by the third-party institution

Goo Warranty
Used car repair warranty for up to 3 years

Goo Raku
Provision of the used-car fixed amount credit

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]

Data Line, Auction Information Weekly and basic price data for automobile manufacturers
To offer the data on final bidding prices and retail prices, etc.

[Products and services for clients]

e-satei
To offer the system for appraising used cars for corporations

[Products and services for clients and users]

Goo-net Auction
Goo-net Car purchasing/charge-free simultaneous appraisal service
With the charge-free simultaneous appraisal service, it is possible to compare the purchase prices of up to 10 firms.

< 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 and posting fees (1)

Charging system: Ad fee per page

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

Information provision fee

Sale of information magazine

Mobile device charging



Example: Goo Tokyo Metropolitan Version

Ad fee per page: about 85,000 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. 2011)

Sales Assistant (SA): Background system for Goo and Goo-net (ASP tool)

Sales Assistant (SA) (Improvement of functions by adding the package)		
Sales Assistant (SA) Car management and effect measurement Listed car management Access analysis Quote/inquiry	Quick Entry (QE) Inventory management and layout production Registration of new cars Management of cars in stock Auction operation Layout for car description	Goo Navi Customer Service (GCS) Business assistance Production of quotations Production of POP Client/customer management DM producing function Automatic quote reply

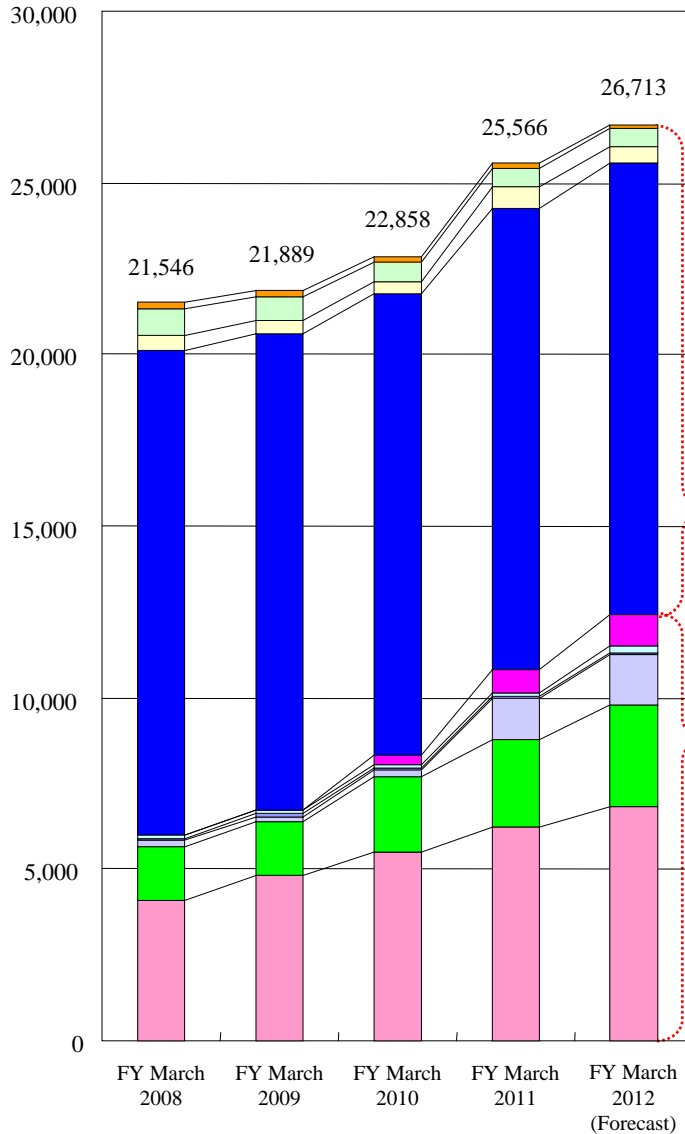
Information registration and posting fees (2)

Internet options of Goo-net (HNP quoting service, QE, GCS, etc.)

* Rubric: Paid product (service)

Reference: Changes in Automobile-related Sales by Product Classification

(Unit: million yen)



< Magazine >



< Internet site >



< Mobile site >



< Magazine Business >

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

< IT business >

- BtoB automobile sale (Service of supporting the export of used cars of Goo Auto Inc.)
- Mobile charges (e.g. Goo Car Info)
- EC(to B)
- EC(to C)
- BtoB fee for data provision (Goo-approved Cars, Goo Warranty, Data Line, quotation system of REPAIR-TECH INC.)
- Internet option products, such as Goo-net (quotation agency service, QE, GCS, etc.)

* The figure for the fiscal year ending March 2012 is the expected figure as announced on May 12, 2011.

* 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

PROTO CORPORATION

23-14, Aoi 1-chome, Naka-ku, Nagoya, Japan

TEL +81-52-934-1519 FAX +81-52-934-1750

<http://www.proto-g.co.jp/>

4298ir@proto-g.co.jp

IR staff: Suzuki, Corporate planning department