Financial Results for the Nine Months Ended December 2017 (April 1,2017 to December 31,2017)

PROTO CORPORATION January 31, 2018



| Financial Data (Consolidated) | | | | |
|--|----------|--|--|--|
| | | | | |
| Shares outstanding (million) | 20.9 | | | |
| Market capitalization (¥ billion, December 2017) | 33.8 | | | |
| DPS (¥, FY March 2018, Forecast) | 50.0 | | | |
| EPS (¥, FY March 2018, Forecast) | 105.69 | | | |
| BPS (¥, FY March 2017) | 1,316.22 | | | |
| ROE (%, FY March 2017, Net income basis) | 5.8 | | | |
| ROA (%, FY March 2017, Ordinary income basis) | 7.0 | | | |
| Equity ratio (%, March 2017) | 63.0 | | | |
| Potential share dilution (million) | - | | | |
| Foreign ownership (%, December 2017) | 30.60 | | | |
| | | | | |

| Major Shareholders | | | | |
|--|----------------|--|--|--|
| | (Thousands) | | | |
| 1) Mugen Corporation | 6,807 (32.50%) | | | |
| 2) JPLLC CLIENT SAFEKEEPING ACCOUNT | 1,323 (6.31%) | | | |
| 3) The Master Trust Bank of Japan, Ltd. (Trust Account) | 985 (4.70%) | | | |
| 4) PROTO CORPORATION | 881 (4.20%) | | | |
| 5) BNYM NON-TREATY DTT | 688 (3.28%) | | | |
| 6) JP MORGAN CHASE BANK 385632 | 568 (2.71%) | | | |
| 7) CLEARSTREAM BANKING S.A | 512 (2.44%) | | | |
| 8) Hiroichi Yokoyama | 440 (2.10%) | | | |
| 9) Yoshihiro Yokoyama | 377 (1.80%) | | | |
| 10) Takemi Masuda | 313 (1.49%) | | | |
| | | | | |

(As of December 31, 2017)

Q3/FY March 2018 : Operating Results (1)

| Consolidated Statements of | Q3/FY20: | 17 March | | Q3/FY20 | 18 March | |
|-------------------------------|------------|-------------|-------------|-------------|------------|-------------|
| Income [unit: million yen] | Results(a) | Sales ratio | Forecast(b) | Sales ratio | Results(c) | Sales ratio |
| Net Sales | 42,390 | 100.0% | 46,817 | 100.0% | 46,788 | 100.0% |
| Gross Profit | 16,372 | 38.6% | 17,620 | 37.6% | 17,539 | 37.5% |
| EBITDA | 3,804 | 9.0% | 4,285 | 9.2% | 4,367 | 9.3% |
| Operating Income | 2,503 | 5.9% | 2,958 | 6.3% | 3,068 | 6.6% |
| Ordinary Income | 2,567 | 6.1% | 3,116 | 6.7% | 3,243 | 6.9% |
| Net Income | 1,459 | 3.4% | 1,648 | 3.5% | 1,639 | 3.5% |
| Net Income per Share(Yen) | 72.66 | - | 82.03 | - | 81.73 | - |

| YoY | | Achieven | nent rate |
|---------|--------|----------|-----------|
| (c)-(a) | % | (c)-(b) | % |
| 4,397 | 110.4% | (29) | 99.9% |
| 1,166 | 107.1% | (81) | 99.5% |
| 562 | 114.8% | 81 | 101.9% |
| 564 | 122.6% | 109 | 103.7% |
| 675 | 126.3% | 126 | 104.1% |
| 179 | 112.3% | (9) | 99.4% |
| 9.07 | 112.5% | (0.30) | 99.6% |

| [unit: million yen] | Q3/FY2017 March Q3/FY2018 Mai | | | L8 March | irch | |
|---------------------|-------------------------------|-------------|-------------|-------------|------------|-------------|
| [unit. minion yen] | Results(a) | Sales ratio | Forecast(b) | Sales ratio | Results(c) | Sales ratio |
| SG&A Expenses | 13,869 | 32.7% | 14,662 | 31.3% | 14,471 | 30.9% |
| Employment Cost | 6,002 | 14.2% | 6,061 | 12.9% | 6,013 | 12.9% |
| Advertising Cost | 2,740 | 6.5% | 3,313 | 7.1% | 3,079 | 6.6% |
| Other Expenses | 5,125 | 12.1% | 5,288 | 11.3% | 5,377 | 11.5% |

| Yo | YoY | | nent rate |
|---------|--------|---------|-----------|
| (c)-(a) | % | (c)-(b) | % |
| 601 | 104.3% | (191) | 98.7% |
| 10 | 100.2% | (47) | 99.2% |
| 338 | 112.4% | (233) | 93.0% |
| 252 | 104.9% | 89 | 101.7% |

Sales Sales increased due to the healthy growth of sales of goods (tires and wheels).

Operating Income Operating income increased mostly due to the healthy growth of sales of goods (tires and wheels) and structural reform of the Goo-series.

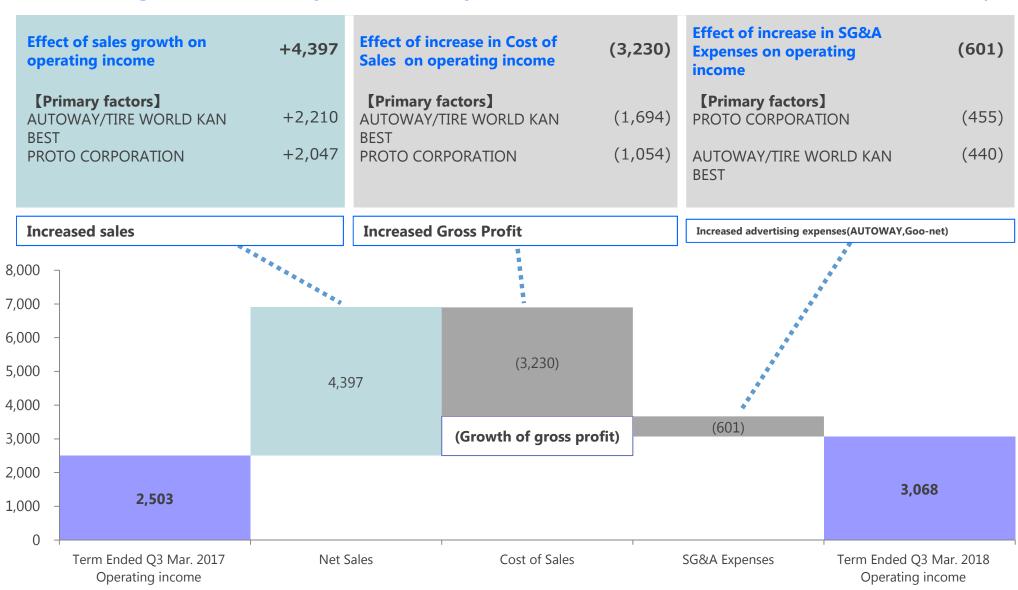
Net Income Although we incurred an extraordinary loss of 336 million yen from the agricultural business in the other segment, profit increased due to the above mentioned factor.

^{**}The planned values for the term ended Q3 Mar. 2018 were announced on October 30, 2017. (The same)

^{*}EBITDA was calculated with the equation: operating income + depreciation + amortization of goodwill

Q3/FY March 2018 : Operating Results (2)

■ Operating Income – Analysis of Primary Factors for Increase and Decrease (Unit: million yen)



Q3/FY March 2018: Operating Results by Segment

| Net Sales | Q3/FY201 | 7 March | | Q3/FY20 | 18 March | |
|--------------------------|------------|-------------|-------------|-------------|------------|-------------|
| [unit: million yen] | Results(a) | Sales ratio | Forecast(b) | Sales ratio | Results(c) | Sales ratio |
| Automobile-related | 38,188 | 90.1% | 42,241 | 90.2% | 42,339 | 90.5% |
| Ad-related | 15,775 | 37.2% | 16,278 | 34.8% | 16,163 | 34.5% |
| Information and services | 3,644 | 8.6% | 3,703 | 7.9% | 3,697 | 7.9% |
| Sales of goods | 18,768 | 44.3% | 22,259 | 47.5% | 22,478 | 48.0% |
| Lifestyle-related | 3,137 | 7.4% | 3,320 | 7.1% | 3,277 | 7.0% |
| Real Estate | 138 | 0.3% | 150 | 0.3% | 159 | 0.3% |
| Other Business | 925 | 2.2% | 1,104 | 2.4% | 1,012 | 2.2% |
| Total | 42,390 | 100.0% | 46,817 | 100.0% | 46,788 | 100.0% |

| Yo | YoY | | nent rate |
|---------|--------|---------|-----------|
| (c)-(a) | % | (c)-(b) | % |
| 4,151 | 110.9% | 98 | 100.2% |
| 388 | 102.5% | (114) | 99.3% |
| 52 | 101.4% | (6) | 99.8% |
| 3,709 | 119.8% | 218 | 101.0% |
| 139 | 104.4% | (43) | 98.7% |
| 20 | 114.6% | 8 | 105.7% |
| 86 | 109.4% | (92) | 91.6% |
| 4,397 | 110.4% | (29) | 99.9% |

| Operating Income | Q3/FY2017 | Q3/FY2017 March | | Q3/FY20 | L8 March | |
|---------------------|------------|------------------|-------------|------------------|------------|------------------|
| [unit: million yen] | Results(a) | Profit margin | Forecast(b) | Profit margin | Results(c) | Profit margin |
| Automobile-related | 3,317 | 8.7% | 3,872 | 9.2% | 3,988 | 9.4% |
| Lifestyle-related | 411 | 13.1% | 333 | 10.1% | 308 | 9.4% |
| Real Estate | 109 | 78.6% | 129 | 86.0% | 135 | 84.9% |
| Other Business | (81) | - | (83) | - | (73) | - |
| Management Division | (1,252) | - | (1,293) | - | (1,291) | - |
| Total | 2,503 | 5.9% | 2,958 | 6.3% | 3,068 | 6.6% |

| Yo | YoY | | nent rate |
|---------|--------|---------|-----------|
| (c)-(a) | % | (c)-(b) | % |
| 671 | 120.2% | 116 | 103.0% |
| (102) | 75.1% | (25) | 92.5% |
| 25 | 123.8% | 5 | 104.4% |
| 8 | - | 10 | - |
| (38) | - | 1 | - |
| 564 | 122.6% | 109 | 103.7% |

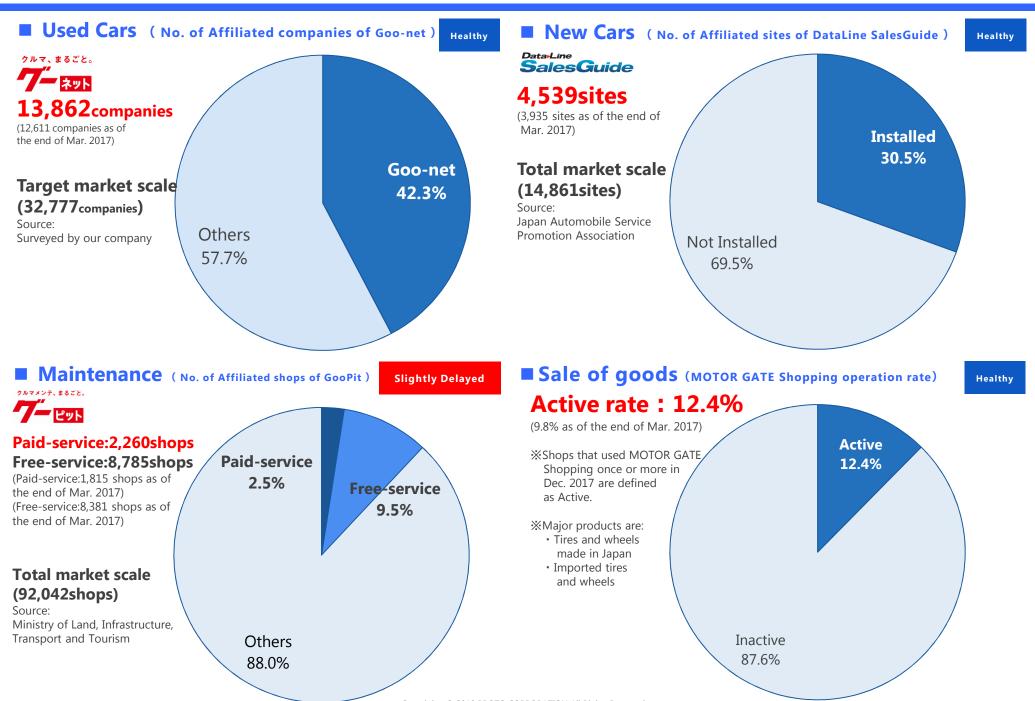
Automobile-related information

Profit increased mostly due to the increase in sales of goods (tires and wheels) and the effect of structural reform of the ad-related business of Goo-series. *For details of each segment, please refer to P.19.

Lifestyle-related information

Profit decreased due to the increase in sales personnel costs to expand the area of the welfare equipment rental business.

KPI progress of core business(as of December 2017)



Q3/FY March 2018 : Consolidated Balance Sheet

| [unit million von] | As of Marc | :h 31, 2017 | As of December 31, 2017 | | |
|-----------------------|------------|-------------|-------------------------|--------|--|
| [unit: million yen] | Results(a) | Ratio | Results(b) | Ratio | |
| Current Assets | 23,731 | 56.6% | 28,099 | 60.3% | |
| Fixed Assets | 18,203 | 43.4% | 18,473 | 39.7% | |
| Current Liabilities | 12,627 | 30.1% | 17,045 | 36.6% | |
| Long-term Liabilities | 2,905 | 6.9% | 2,419 | 5.2% | |
| Net Assets | 26,401 | 63.0% | 27,107 | 58.2% | |
| Total Assets | 41,934 | 100.0% | 46,572 | 100.0% | |

| Increase/ | Increase/Decrease | | | | |
|-----------|-------------------|--|--|--|--|
| (b)-(a) | % | | | | |
| 4,368 | 118.4% | | | | |
| 270 | 101.5% | | | | |
| 4,417 | 135.0% | | | | |
| (486) | 83.3% | | | | |
| 706 | 102.7% | | | | |
| 4,638 | 111.1% | | | | |

| [unit: million yen] | As of Marc | h 31, 2017 | As of December 31, 2017 | | |
|---------------------------|------------|------------|-------------------------|-------|--|
| tunit. minon yenj | Results(a) | Ratio | Results(b) | Ratio | |
| Cash and cash equivalents | 12,784 | 30.5% | 15,970 | 34.3% | |
| Interest-bearing debt | 6,679 | 15.9% | 9,171 | 19.7% | |
| Net cash | 6,105 | 14.6% | 6,799 | 14.6% | |

| Increa | Increase/Decrease | | | | | | | |
|---------|-------------------|--------|--|--|--|--|--|--|
| (b)-(a) | | % | | | | | | |
| 3,3 | 186 | 124.9% | | | | | | |
| 2,4 | 491 | 137.3% | | | | | | |
| (| 694 | 111.4% | | | | | | |

Current Assets Main factor for increasing was cash and deposits rising by 3,186 million yen (primarily via borrowings).

Fixed Assets Main factor for increasing was the acquisition of fixed assets, including a distribution center for tires (mainly for TIRE WORLD KAN BEST)

Current Liabilities Main factor for increasing was short-term debt increasing by 3,000 million yen (primarily within PROTO CORPORATION).

Long-term Liabilities Main factor for decreasing was long-term debt dropping by 428 million yen (primarily within AUTOWAY).

Q3/FY March 2018: Consolidated Statements of Cash Flows

| [| Q3/FY2017 March | Q3/FY2018 March |
|--|-----------------|-----------------|
| [unit: million yen] | Results(a) | Results(b) |
| Cash Flows from Operating Activities | 2,883 | 3,367 |
| Cash Flows from Investing Activities | (1,062) | (1,682) |
| Cash Flows from Financing Activities | (225) | 1,502 |
| Cash and Cash Equivalents at End of Term | 12,834 | 15,579 |

| YoY | |
|---------|-------|
| (b)-(a) | |
| | 483 |
| | (619) |
| | 1,728 |
| | 2,744 |
| | |

| funit, million von | Q3/FY2017 March | Q3/FY2018 March | |
|---|-----------------|-----------------|--|
| [unit: million yen] | Results(a) | Results(b) | |
| Investment Amount (Tangible/intangible fixed assets) | 1,053 | 1,862 | |
| Depreciation (Tangible/intangible fixed assets) | 821 | 824 | |
| Amortization of Goodwill | 479 | 474 | |

| YoY | |
|---------|-----|
| (b)-(a) | |
| | 808 |
| | 2 |
| | (5) |

Cash Flows from Operating Activities

Cash Flows from Investing Activities

Cash flows from financing activities

There was an income of 3,367 million yen, mainly due to net income before taxes and other adjustments at 2,829 million yen, depreciation free from spending, goodwill amortization and impairment loss adding up to 1,634 million yen.

There was an expenditure of 1,682 million yen, mainly due to spending 1,523 million yen to acquire fixed assets, including a distribution center for tire.

There was an income of 1,502 million yen, mainly due to increasing short-term borrowing of 3,000 million yen.

Vision "Comprehensive support for car life"

Vision Comprehensive support for car life

Business strategy

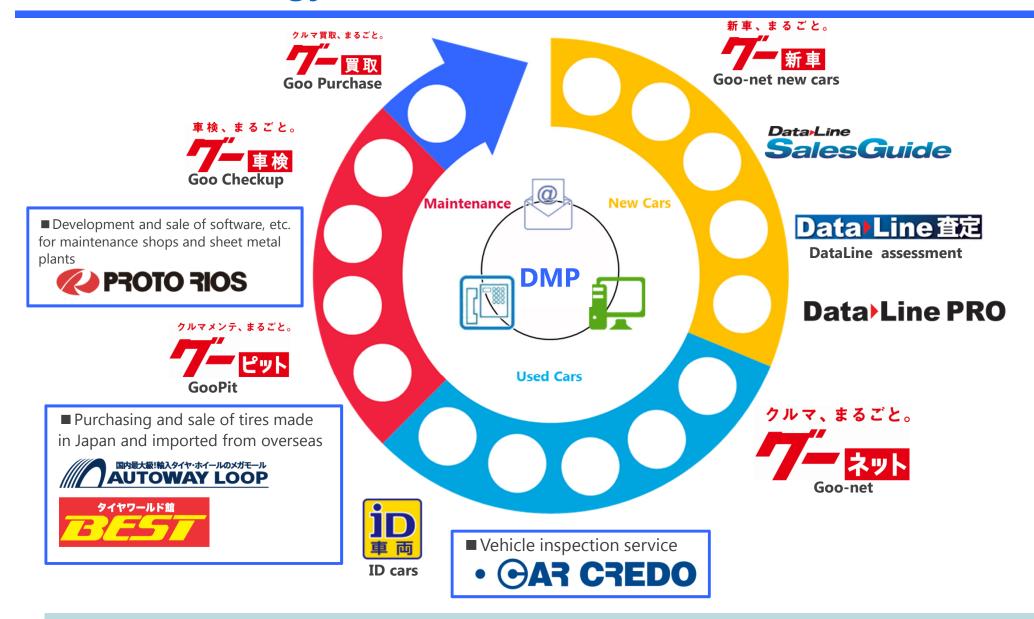
Creation of Goo Life Time Value
To organically combine the activities in the business
domains of new and used cars and maintenance

Current situation

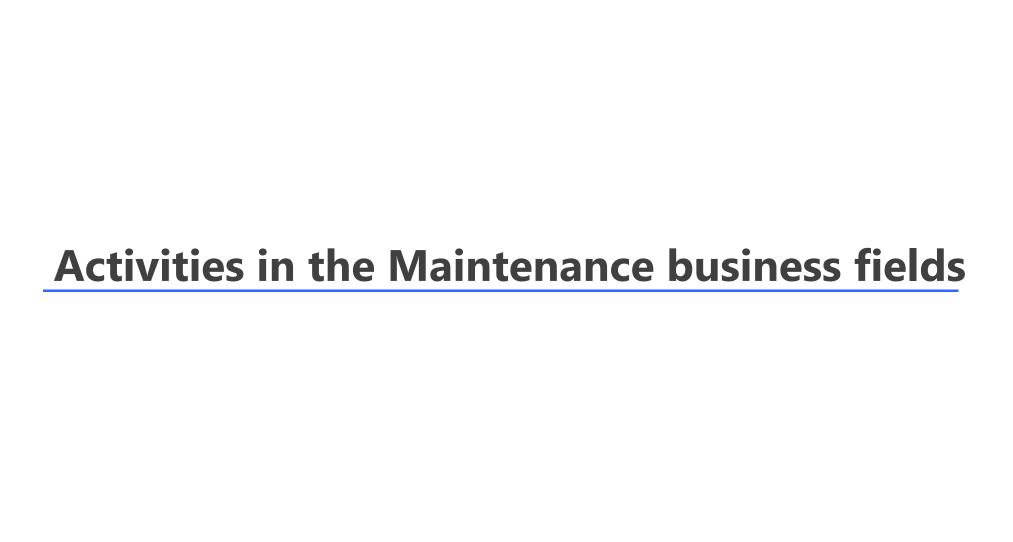
We have increased business partners in each of the business domains of new and used cars and maintenance, and have been offering products and services.

To develop a system for comprehensively supporting the car life of each user

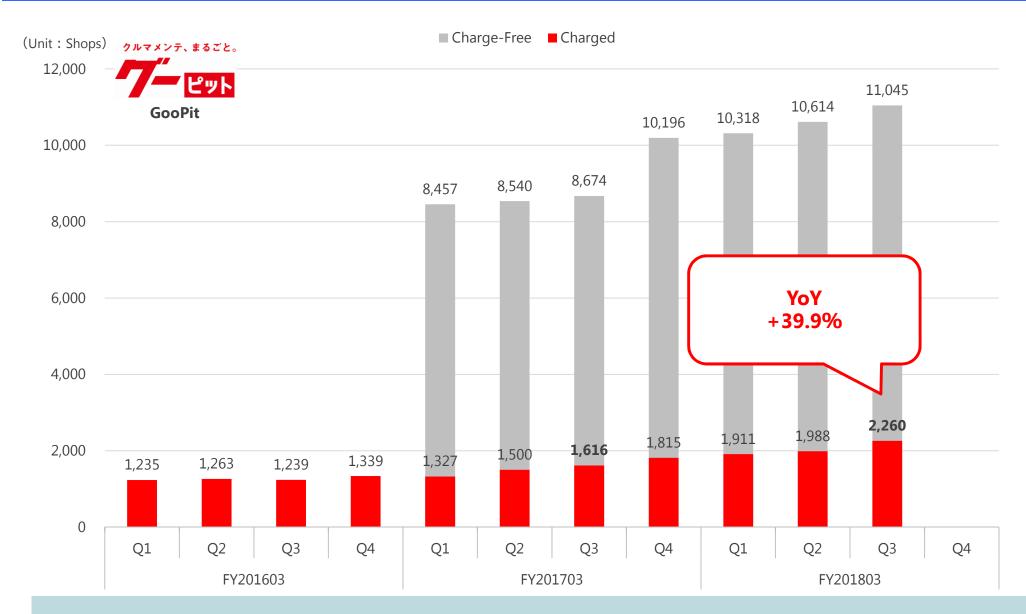
Business strategy "Creation of Goo Life Time Value"



We aim to become a company with top-class products and services in each of the new-car, used-car, and maintenance business fields to lead both the region and the industry, and strive to raise the value of our company's brand.

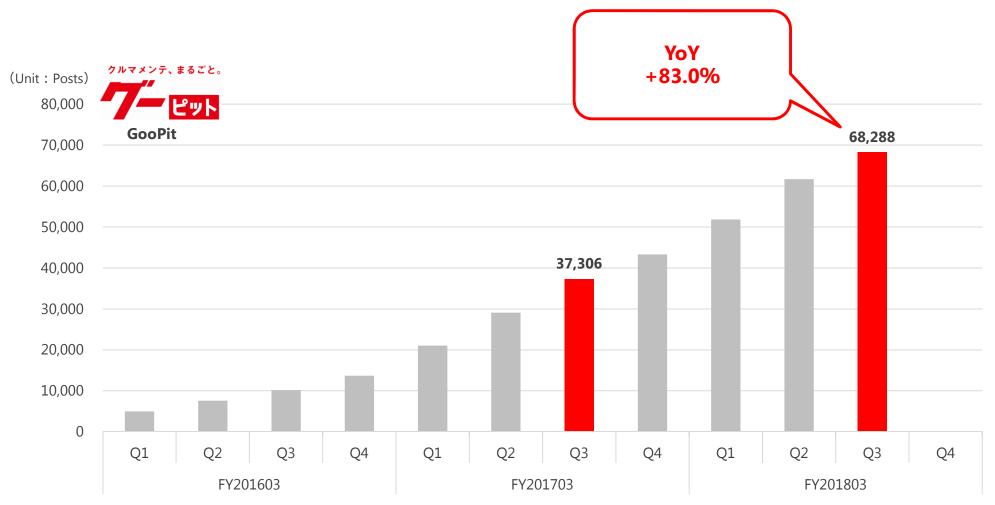


Variation in the number of Affiliated shops of GooPit



UU of GooPit is steadily increasing(YoY + 70.7%), Improvement of sales method increases number of charged shops (YoY + 39.9%).

Cumulative number of posts about actual work at maintenance shops



X Cumulative number of posts about actual work at maintenance shops: Cumulative number of reviews on GooPit about actual work

Contents enhancement: actual work at maintenance shop's contents greatly increased

The situation of trial operation of Goo Checkup etc.

Number of deliveries of Goo Checkup



As a result of reviewing service flows and strengthening alliances including "Rakuten-Shaken", the number of delivered vehicles increased, to +454.7% of the same quarter of the previous year.

Number of deliveries of GooPit auto parts installation service (tire installation etc.)

Delivering group synergies and strengthening alliances including "Amazon.co.jp", the number of deliveries of tire installation services increased, **to +887.4% of the same quarter of the previous year.**

To accelerate the development of Goo Checkup and GooPit auto parts installation service as a core service in the maintenance business field

Appendix

Future trend of the market surrounding our company

| Domain | Trend |
|----------------------|---|
| New car dealers | [Background] As the sales of new cars are sluggish, we are working towards establishing new revenue bases, and making continued efforts towards pit services, used car sales, etc. through new car dealers. [Future trends] •Listing trade-in cars on our website to reel in new customers •Enter the field of used car sales, maintenance, inspection, sale of parts etc., in order to secure revenue. |
| Used car dealers | [Background] Vehicle procurement, including auctions and trade-ins, is becoming more competitive, and used car sales involving dealers and stores that buy up stock etc. is also becoming more competitive. [Future trends] •In order to differentiate ourselves from dealers, appeal with the "feeling of a good purchase" (price margin) •Build continuous relations with existing customers to move towards a stock business model. |
| Maintenance shops | [Background] Increase of market entrants from other lines of business, and intensification of competition in maintenance and warehousing. [Future trends] •Promote the provision of added value in vehicle maintenance. •Promote the subscription to a "maintenance package" to ensure stability in maintenance and warehousing. •Advance maintenance support for next generation automobiles. |

Segment details

| Segment details | | | | | | | | |
|--|---|--|--|--|--|--|--|--|
| ■ Automobile-related(Main Product) | 7- 7- MOTOR GATE | | | | | | | |
| ■ Ad-related | ■ Ad-related Goo-net GooPit GooBike | | | | | | | |
| Used Cars Internet option product such as Goo-net (MOTOR GATE,GooPurchase,etc) | Mostly occupied by the monthly fees of MOTOR GATE and advertisement income through Goo-net. | | | | | | | |
| Used Cars Basic advertisement fee (Web,Magazine), Sale of information magazines | • Used car dealers (Japan): Market share in terms of the number of business partners is 42.3% (13,862 companies). | | | | | | | |
| Mainten ance Internet option product such as Goopit | • Maintenance shops (Japan): Market share in terms of the number of business partners is 12.0% (11,045 shops). | | | | | | | |
| ■ Information and services | ■ Information and services Sales Guide Goo Checkup | | | | | | | |
| PROTO CORPORATION (DataLine SalesGuide, DataLine) | Sales are mainly from monthly fees of DataLine for new car dealers and maintenance metal coating system. | | | | | | | |
| Used Cars PROTO CORPORATION (Goo-inspection, Goo Warranty) | • New car dealers (Japan): Market share in terms of the number of business partners is 30.5% (4,539 locations). | | | | | | | |
| PROTO CORPORATION (Goo Checkup) | | | | | | | | |
| PROTO-RIOS(Quotation system for maintenance shops) | | | | | | | | |
| ■ Sale of goods | ■ Sale of goods Autoway Loop | | | | | | | |
| AUTOWAY and TIRE WORLD KAN BEST (EC:Tires and Wheels) Kings Auto(Export of used cars), Bike Bros(EC:Bike parts) PROTO CORPORATION(Sale of goods) | Sales are mainly from the e-commerce sales of tires and wheels and importing used cars. • MOTOR GATE active shopping rate: 12.4% | | | | | | | |
| ■ Lifestyle-related が発電メルトペラ お介護求人ナビ | Sales are mainly from advertisement income related to nursing and welfare and rental sales of welfare equipment. | | | | | | | |
| PROTO MEDICAL CARE(Sales of ads, rental welfare goods, etc) | rental sales of welfare equipment. | | | | | | | |
| PROTO CORPORATION (Information of culture lesson, reuse, etc) | | | | | | | | |
| ■ Real Estate PROTO CORPORATION (Income from the rental of real estate) | Sales are mostly from rent income of the non-operational floors of our own building. | | | | | | | |
| ■ Other Business PROTO SOLUTION (Business Process Outsourcing, etc) AUTOWAY (Solar power generation) PROTO CORPORATION (Agricultural business) | Sales are mostly from the BPO business. | | | | | | | |

Outline of our major services by business domain

<Used car dealer>

| Name of service | Service contents | Client | User |
|--------------------------|---|-----------------|---------------------------------|
| Goo-net | Used cars search site | Used car dealer | Users who want to buy a vehicle |
| MOTOR GATE | Background system for Goo-net | Used car dealer | Used car dealer |
| ID cars (Goo-inspection) | Information disclosure service on the conditions of used cars | Used car dealer | Users who want to buy a vehicle |

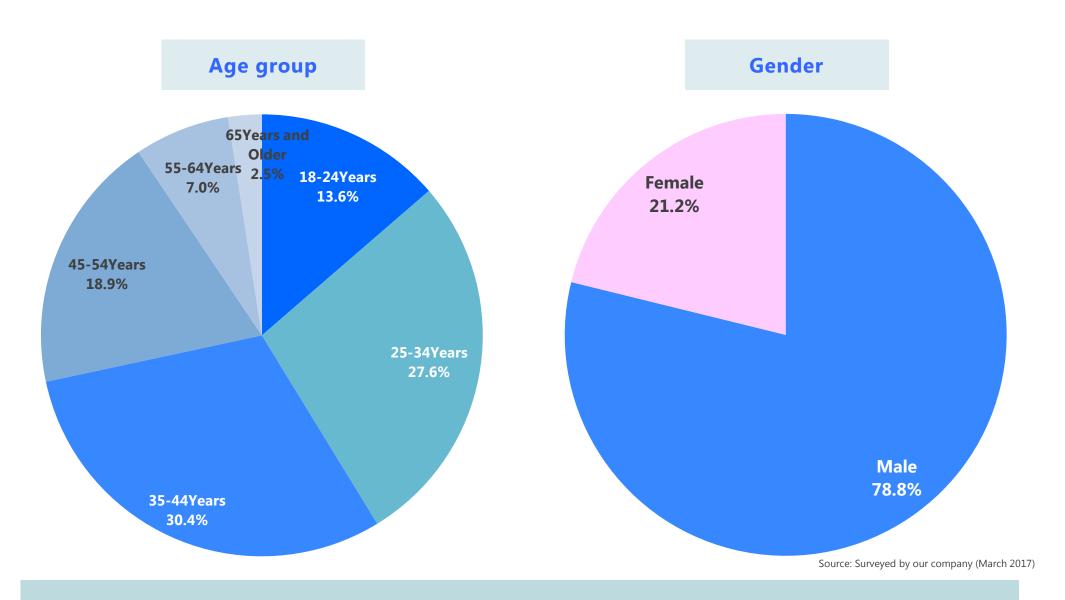
<Maintenance shop>

| Name of service | Service contents | Client | User |
|-----------------|---|-------------------------|-------------------------|
| GooPit | Maintenance shop search site | Maintenance shop | Users who own a vehicle |
| Goo Checkup | Customers sending service for car checkup | Users who own a vehicle | Users who own a vehicle |

<New car dealer>

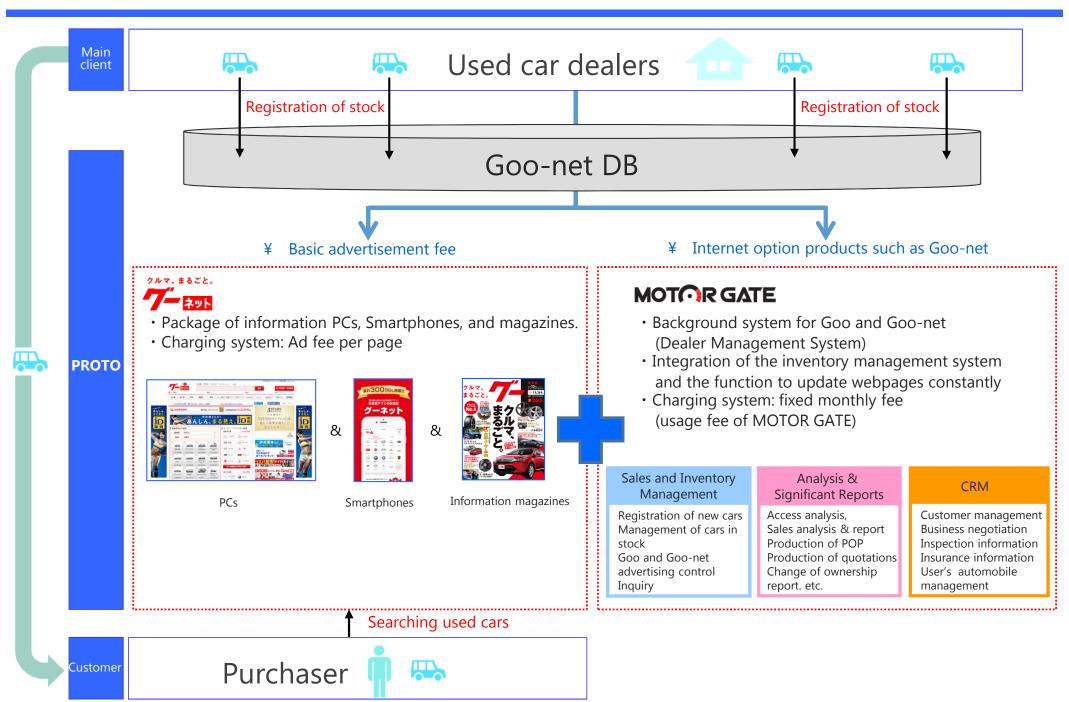
| Name of service | Service contents | Client | User |
|---------------------|--------------------------|----------------|----------------|
| DataLine SalesGuide | New car negotiation tool | New car dealer | New car dealer |

Attributes of Goo-net users



Goo-net is used by a broad range of age groups who have a driver's license.

Used car dealers: Business model of Goo and MOTOR GATE



Used car dealers: Business model of Goo-Inspection

Main client

PROTO

(CAR

CREDO





Used car dealers







- · Charging system: Charged per vehicle
- We started the service nationwide from Oct., 2008.

✓フロントガラスの飛び石などによる キズをチェック・ チェックし、修理跡や 波うちが無いかを確認 ✓ハンドルやダッシュボード、 メーター類のチェック 同時に異臭やシートの汚れ 破れなども確認 ✓エンジンルームのオイルや 冷却水の漏れのチェックに加え ✓アイドリング時や アクセル時に 外装のキズや カラカラ音などの 塗装の状態を マフラーの状態を確認 ✓トランスミッションの 異常音の有無や排気を 変速ショックの確認 ✓骨格の修復歴を確認 √ホイールのキズや タイヤの溝をチェック

Goo-inspection Three points

1.Used cars are inspected based on the criteria of Japan automobile appraisal association (JAAA), a third party organization.

2.Inspection are performed for exterior, interior, engine, and repair history.

3.Evaluation results of exterior, interior, engine, and repair history are set and then disclosed.



Searching used cars

Customer







Our efforts: the release of vehicle condition information

- Differentiation from competing media: Improvement of order placing rate through the disclosure of vehicle status info
- → Launch of the new service "ID Cars" on Aug. 18, 2016





No. of cars with car evaluation results: 149,265



Without car evaluation results

Goo-inspected

cars



Vehicle status info has been available in Goo-net since before.

Manufacturercertified used



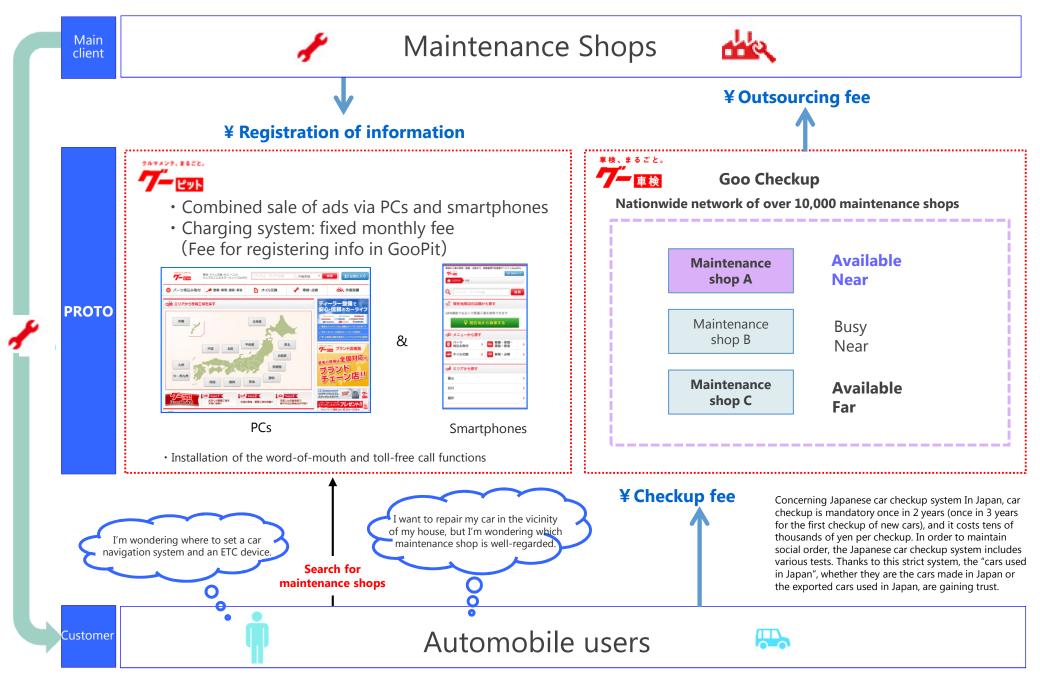
Vehicle status info became available in Goo-net.

*For reference: No. of cars whose status info has been disclosed by competing media: 36,244

(as of January 26, 2018)

To dispel users' worries about used cars, and develop an environment in which they can purchase used cars without any worry.

Maintenance Shops: Business model of GooPit and Goo Checkup



New car dealers: Business model of DataLine SalesGuide







New car dealers







¥ Usage fee of DataLine SalesGuide

Sales Guide

- · Charging system: fixed monthly fee
- We promote the replacement to new car by presenting a rough estimate of both the current value and future value of a car during the negotiation with user.





Cost comparison suggestion function Future forecast graph function (future price)





POP function for replacement



Replacement simulation function



Customer

PROTO

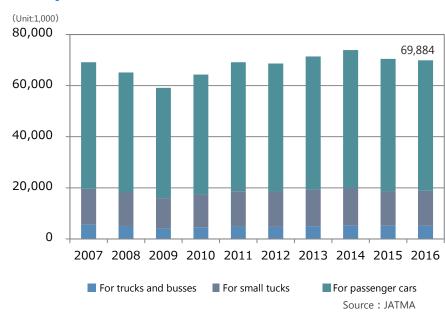
Automobile users





Sale of goods: Overview of the Domestic Tire Market

■ Number of replacement tires sold in Japan (four-wheel)



1.Stable market where about 70 million wheels are sold per year.

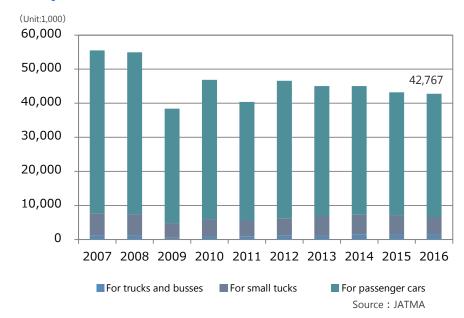
High correlation with the number of cars owned.

2.Retail market with segmented players Car goods store, Used car dealer, SS, etc.

3.It is expected to shift to e-commerce.

Shift to e-commerce will be accelerated as a result of improved installation process.

■ Number of tires for new cars sold in Japan (four-wheel)



1.On a gradual downward trend.

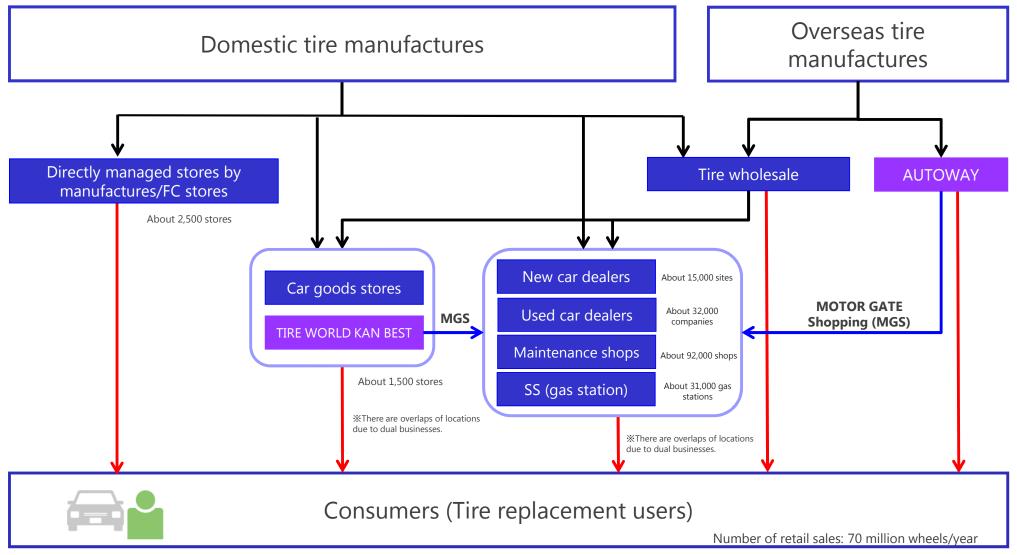
High correlation with the number of new cars sold.

2.Direct business between car manufactures and tire manufactures.

Use of tires for new cars contributes to enhancing branding power.

Replacement tires market in Japan showed steady growth in tandem with the number of cars owned.

Sale of goods: Distribution structure of the replacement tire market in Japan



(as of September 2017) < Research by PROTO CORPORATION.>

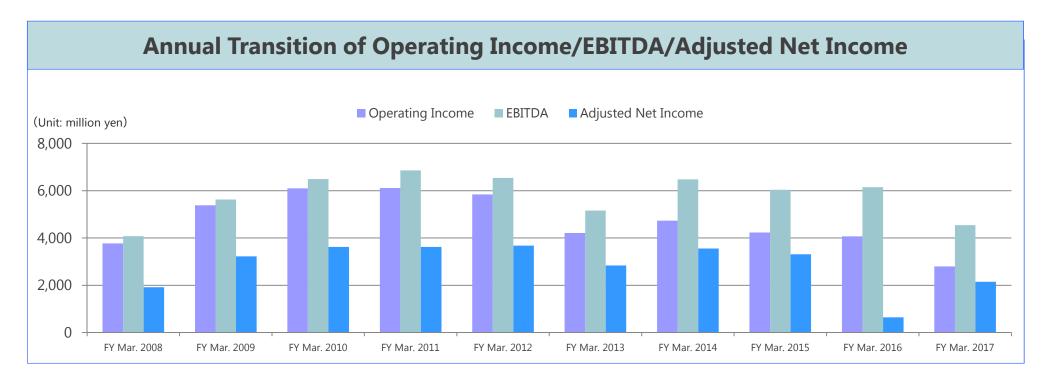
Vertical integration of manufactures progressed, and the scale of retails is relatively small.

Operating Results 10-year Summary

| [unit: million yen] | FY2008 March Results | FY2009 March Results | FY2010 March Results | FY2011 March Results | FY2012 March Results | FY2013 March Results | FY2014 March Results | FY2015 March Results | FY2016 March Results | FY2017 March Results |
|--------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Net Sales | 22,893 | 23,657 | 25,682 | 28,779 | 30,582 | 38,287 | 54,761 | 48,602 | 54,297 | 56,717 |
| Operating Income | 3,771 | 5,384 | 6,098 | 6,111 | 5,846 | 4,209 | 4,735 | 4,233 | 4,071 | 2,795 |
| Net Income | 1,838 | 3,187 | 3,529 | 3,197 | 3,275 | 2,290 | 2,627 | 2,381 | (390) | 1,506 |
| EBITDA*1 | 4,078 | 5,628 | 6,490 | 6,856 | 6,540 | 5,161 | 6,483 | 6,039 | 6,149 | 4,546 |
| Adjusted Net Income*2 | 1,915 | 3,223 | 3,621 | 3,620 | 3,680 | 2,836 | 3,555 | 3,308 | 641 | 2,145 |
| Depreciation | 230 | 207 | 299 | 322 | 288 | 404 | 819 | 879 | 1,046 | 1,112 |
| Amortization of Goodwill | 77 | 36 | 91 | 422 | 405 | 546 | 928 | 926 | 1,032 | 638 |

^{*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



Operating Results 10-year Summary(Segment)

| Sales [unit: million yen] | FY2008 March Results | FY2009 March Results | FY2010 March Results | FY2011 March Results | FY2012 March Results | FY2013 March Results | FY2014 March Results | FY2015 March Results | FY2016 March Results | FY2017 March Results |
|------------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Automobile-related | 21,546 | 21,889 | 22,858 | 25,566 | 26,704 | 33,687 | 50,138 | 44,056 | 49,486 | 51,025 |
| Ad-related | 18,919 | 19,419 | 19,511 | 20,558 | 20,579 | 21,163 | 21,412 | 21,593 | 21,006 | 21,231 |
| Information and services | 2,339 | 2,232 | 2,818 | 3,083 | 3,312 | 3,749 | 4,464 | 4,546 | 5,087 | 4,893 |
| Sales of goods | 287 | 237 | 528 | 1,923 | 2,813 | 8,774 | 24,262 | 17,915 | 23,392 | 24,899 |
| Lifestyle-related | 882 | 1,345 | 2,286 | 2,616 | 3,470 | 3,837 | 3,541 | 3,393 | 3,466 | 4,236 |
| Real Estate | 174 | 194 | 205 | 181 | 166 | 163 | 167 | 164 | 162 | 187 |
| Other Business | 291 | 227 | 332 | 415 | 240 | 597 | 913 | 988 | 1,182 | 1,268 |
| Total | 22,893 | 23,657 | 25,682 | 28,779 | 30,582 | 38,287 | 54,761 | 48,602 | 54,297 | 56,717 |

| Operating Income [unit: million yen] | FY2008 March Results | FY2009 March Results | FY2010 March Results | FY2011 March Results | FY2012 March Results | FY2013 March Results | FY2014 March Results | FY2015 March Results | FY2016 March Results | FY2017 March Results |
|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| Automobile-related | 5,573 | 7,034 | 7,590 | 7,281 | 7,272 | 5,916 | 6,217 | 5,624 | 5,277 | 3,939 |
| Lifestyle-related | (24) | 62 | 162 | 301 | 228 | 131 | 248 | 338 | 307 | 478 |
| Real Estate | 71 | 70 | 105 | 104 | 83 | 85 | 69 | 96 | 109 | 147 |
| Other Business | (123) | (80) | (35) | (91) | (149) | (323) | (140) | (94) | (66) | (136) |
| Management Division | (1,725) | (1,701) | (1,725) | (1,484) | (1,589) | (1,599) | (1,659) | (1,732) | (1,554) | (1,633) |
| Total | 3,771 | 5,384 | 6,098 | 6,111 | 5,846 | 4,209 | 4,735 | 4,233 | 4,071 | 2,795 |

Corporate Profile

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, 2017)

20,940,000 shares (As of December 31, 2017)

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, Nagano, Hamamatsu, Nagoya, Kanazawa, Osaka, Hiroshima, Matsuyama,

Fukuoka, Kumamoto (56 Sales Outlets Nationwide)

March 31

Consolidated: 1,612 (As of December 31, 2017)

Parent: 637 (As of December 31, 2017)

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

- 1. AUTOWAY Co., Ltd. (Full subsidiary since April 2013)
- 2. TIRE WORLD KAN BEST CO., LTD. (Full subsidiary since April 2015)
- 3. Bike Bros. Inc. (Full subsidiary since April 2010)
- 4. Kings Auto Co., Ltd. (Full subsidiary since April 2012)
- 5. PROTO-RIOS INC. (Full subsidiary since October 2002)
- 6. CAR CREDO Co., Ltd. (Full subsidiary, established in February 2012)
- 7. CAR BRICKS Co., Ltd. (Shareholder ratio 66%, established in May 2017)
- 8. PROTO MEDICAL CARE (Full subsidiary since October 2009)
- 9. MARUFUJI (Full subsidiary since January 2016)
- 10. SILVER HEART (Full subsidiary since January 2016)
- 11. PROTO SOLUTION Co., Ltd. (Full subsidiary, established in April 2007)
- 12. OKINAWA CALL STAFF SERVICE Co., LTD (Full subsidiary since October 2017)
- 13. PROTO MALAYSIA Sdn. Bhd. (Full subsidiary since September 2011)
- 14. PROTO (TAIWAN) CO., LTD. (Full subsidiary, established in December 2011)
- 15. CAR CREDO MALAYSIA SDN. BHD. (Full subsidiary, established in August 2015)

(As of December 31, 2017)



Our magazine was first issued in 1977

* 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

PROTO CORPORATION

IR staff: Suzuki, Corporate planning department

Takabayashi, Corporate planning department

Tel: +81-52-934-1519

Mail: 4298ir@proto-g.co.jp