

**Financial Results for the Three Months Ended June 2018
(April 1,2018 to June 30,2018)**

PROTO CORPORATION
July 31, 2018



Financial Data (Consolidated)

Shares outstanding (million)	20.9
Market capitalization (¥ billion, June 2018)	30.3
DPS (¥, FY March 2019, Forecast)	50.0
EPS (¥, FY March 2019, Forecast)	134.61
BPS (¥, FY March 2018)	1,293.62
ROE (% , FY March 2018, Net income basis)	2.0
ROA (% , FY March 2018, Ordinary income basis)	8.7
Equity ratio (% , March 2018)	58.5
Potential share dilution (million)	-
Foreign ownership (% , June 2018)	30.83

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)	1,006 (4.80%)
4) PROTO CORPORATION	881 (4.20%)
5) BNYM NON-TREATY DTT	692 (3.30%)
6) JP MORGAN CHASE BANK 385632	568 (2.71%)
7) CLEARSTREAM BANKING S.A	522 (2.49%)
8) Hiroichi Yokoyama	440 (2.10%)
9) Yoshihiro Yokoyama	377 (1.80%)
10) STATE STREET BANK AND TRUST COMPANY	374 (1.78%)

(As of June 30, 2018)

Q1/FY March 2019: Operating Results (1)

Consolidated Statements of Income [unit: million yen]	Q1/FY March 2018		Q1/FY March 2019			
	Results(a)	Sales ratio	Forecast(b)	Sales ratio	Results(c)	Sales ratio
Net Sales	14,978	100.0%	14,868	100.0%	15,816	100.0%
Gross Profit	5,706	38.1%	5,773	38.8%	5,900	37.3%
EBITDA	1,559	10.4%	1,199	8.1%	1,626	10.3%
Operating Income	1,126	7.5%	830	5.6%	1,263	8.0%
Ordinary Income	1,178	7.9%	839	5.6%	1,421	9.0%
Net Income	670	4.5%	519	3.5%	914	5.8%
Net Income per Share(Yen)	33.45	-	25.90	-	45.61	-

YoY change		Achievement rate	
(c)-(a)	%	(c)-(b)	%
838	105.6%	948	106.4%
194	103.4%	127	102.2%
67	104.3%	427	135.7%
137	112.2%	433	152.3%
242	120.6%	581	169.3%
243	136.4%	395	176.1%
12.16	136.4%	19.71	176.1%

※The forecast for the term ended Mar. 2019 were announced on May 11, 2018. (The same)

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

[unit: million yen]	Q1/FY March 2018		Q1/FY March 2019			
	Results(a)	Sales ratio	Forecast(b)	Sales ratio	Results(c)	Sales ratio
SG&A Expenses	4,580	30.6%	4,943	33.2%	4,637	29.3%
Employment Cost	2,014	13.5%	2,110	14.2%	1,996	12.6%
Advertising Cost	856	5.7%	987	6.6%	908	5.7%
Other Expenses	1,709	11.4%	1,845	12.4%	1,732	11.0%

YoY change		Achievement rate	
(c)-(a)	%	(c)-(b)	%
56	101.2%	(305)	93.8%
(18)	99.1%	(114)	94.6%
51	106.1%	(78)	92.0%
23	101.4%	(112)	93.9%

Net Sales

Sales grew, mainly due to the healthy performance of information and services (such as DataLine SalesGuide) and the sales of goods (such as the export of used cars).

Operating Income

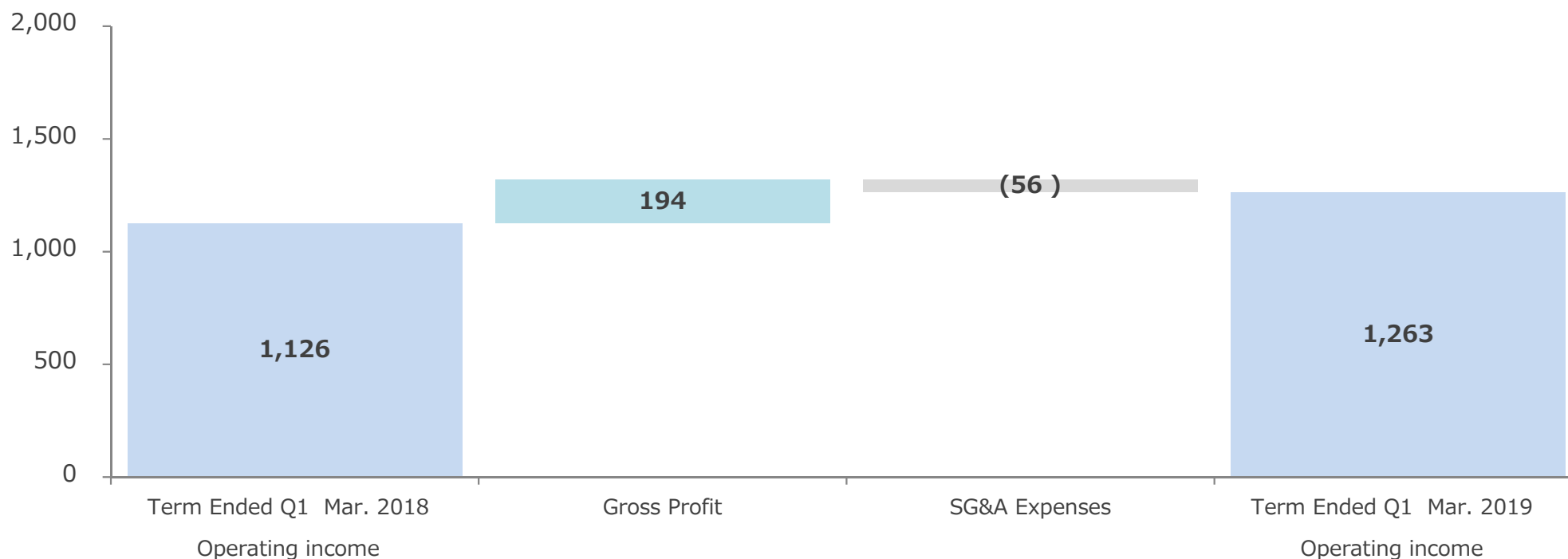
Profits increased, mainly due to cost reduction efforts from the business restructuring of PROTO CORPORATION and group companies.

Q1/FY March 2019: Operating Results (2)

■ Operating Income – Analysis of Primary Factors for Increase and Decrease

(Unit: million yen)

Primary Gross Profit Factors	+194	Primary SG&A Factors	(56)	Operating Income Increase and Decrease	+137
PROTO CORPORATION	+295	PROTO CORPORATION	(237)	PROTO CORPORATION	+58
Kings Auto	+32	Kings Auto	+18	Kings Auto	+50
AUTOWAY	+18	AUTOWAY	(82)	AUTOWAY	(64)
TIRE WORLD KAN BEST	(82)	TIRE WORLD KAN BEST	+76	TIRE WORLD KAN BEST	(6)
PROTO-RIOS	(6)	PROTO-RIOS	+59	PROTO-RIOS	+53
		Amortization of Goodwill	+47	Amortization of Goodwill	+47
<p>Mainly the increase in the revenue and the improvement of the profitability of PROTO CORPORATION contributed to an increase in profits.</p>		<p>Increased advertising expenses</p>		<p>Mainly an improvement in the profitability of group companies contributed to an increase in profits.</p>	



Q1/FY March 2019: Operating Results by Segment(1)

Net Sales [unit: million yen]	Q1/FY March 2018		Q1/FY March 2019			
	Results(a)	Sales ratio	Forecast(b)	Sales ratio	Results(c)	Sales ratio
Automobile-related	13,521	90.3%	13,356	89.8%	14,303	90.4%
Ad-related	5,280	35.3%	5,238	35.2%	5,187	32.8%
Information and services	1,214	8.1%	1,141	7.9%	1,255	7.9%
Sales of goods	7,025	46.9%	6,976	46.9%	7,860	49.7%
Lifestyle-related	1,092	7.3%	1,097	7.4%	1,085	6.9%
Real Estate	49	0.3%	48	0.3%	48	0.3%
Other Business	315	2.1%	366	2.5%	379	2.4%
Total	14,978	100.0%	14,868	100.0%	15,816	100.0%

YoY change		Achievement rate	
(c)-(a)	%	(c)-(b)	%
781	105.8%	946	107.1%
(93)	98.2%	(51)	99.0%
40	103.4%	114	110.0%
834	111.9%	884	112.7%
(7)	99.3%	(11)	98.9%
(0)	98.5%	0	101.6%
64	120.5%	13	103.7%
838	105.6%	948	106.4%

Operating Income [unit: million yen]	Q1/FY March 2018		Q1/FY March 2019			
	Results(a)	Profit margin	Forecast(b)	Profit margin	Results(c)	Profit margin
Automobile-related	1,406	10.4%	1,204	9.0%	1,554	10.9%
Lifestyle-related	105	9.7%	24	2.2%	71	6.6%
Real Estate	42	85.2%	40	84.4%	48	100.3%
Other Business	(20)	-	(4)	-	11	3.0%
Management Division	(406)	-	(435)	-	(422)	-
Total	1,126	7.5%	830	5.6%	1,263	8.0%

YoY change		Achievement rate	
(c)-(a)	%	(c)-(b)	%
148	110.6%	349	129.1%
(34)	67.7%	47	294.6%
6	116.0%	8	120.6%
32	-	15	-
(15)	-	12	-
137	112.2%	433	152.3%

Q1/FY March 2019: Operating Results by Segment(2)

Segment details

■ Automobile-related(Main Product)

■ Ad-related

MOTOR GATE



Used Cars

Internet option product such as Goo-net (MOTOR GATE,GooPurchase,etc)

Used Cars

Basic advertisement fee (Web,Magazine), Sale of information magazines

Maintenance

Internet option product such as GooPit

■ Information and services



New Cars

PROTO CORPORATION (DataLine SalesGuide,DataLine)

Used Cars

PROTO CORPORATION (Goo-inspection, Goo Warranty)

Maintenance

PROTO CORPORATION (Goo Checkup)

Maintenance

PROTO-RIOS(Quotation system for maintenance shops)

■ Sale of goods



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 grew (105.8%, year on year), and profit grew (110.6%, year on year).

■ Ad-related

Mainly as the low-profit sales of information magazines and leaflets decreased, sales were 98.2% of those in the previous year. On the other hand, there has been a steady expansion in the number of companies that Goo-net (MOTOR GATE) is doing business with and the number of maintenance shops that GooPit is doing business with (paid).

■ Information and services

As sales from PROTO CORPORATION's DataLine SalesGuide rose from the previous year, sales were 103.4% of those in the previous year. On the other hand, the sales of systems for maintenance shops of PROTO-RIOS declined slightly from the previous year.

■ Sale of goods

As the sales of used car export by Kings Auto and the sales of tires and wheels by AUTOWAY grew from the previous year, sales were 111.9% of those in the previous year.

■ Lifestyle-related



PROTO MEDICAL CARE(Sales of ads, rental welfare goods, etc)

PROTO CORPORATION (Information of culture lesson, reuse, etc)

Sales dropped (99.3% year on year), and profit dropped (67.7% year on year).

Mainly because, in the nursing, medical, and welfare fields, PROTO MEDICAL CARE increased sales staff and enhanced sales promotion, sales were 99.3% of those in the previous year and operating income was 67.7% of that in the previous year.

■ Real Estate

PROTO CORPORATION (Income from the rental of real estate)

Sales dropped (98.5% year on year), and profit grew (116.0% year on year).

■ Other Business

PROTO SOLUTION (Business Process Outsourcing, etc)
OKINAWA CALL STAFF SERVICE (Temporary staffing,etc)
AUTOWAY (Solar power generation)
PROTO CORPORATION (Agricultural business)

Sales grew (120.5%), and profit returned to profitability.

Mainly due to an improvement in the profit and loss of the agricultural business as well as a contribution of OKINAWA CALL STAFF SERVICE which became a subsidiary in Oct. 2017, sales were 120.5% of those in the previous year and operating income was 11 million yen.

Q1/FY March 2019: Consolidated Balance Sheet

[unit: million yen]	As of March 31, 2018		As of June 30, 2018		Increase/Decrease	
	Results(a)	Ratio	Results(b)	Ratio	(b)-(a)	%
Current Assets	27,675	62.3%	26,519	61.4%	(1,155)	95.8%
Fixed Assets	16,718	37.7%	16,693	38.6%	(24)	99.9%
Current Liabilities	16,143	36.4%	14,667	33.9%	(1,476)	90.9%
Long-term Liabilities	2,272	5.1%	2,152	5.0%	(120)	94.7%
Net Assets	25,977	58.5%	26,393	61.1%	416	101.6%
Total Assets	44,393	100.0%	43,213	100.0%	(1,180)	97.3%

[unit: million yen]	As of March 31, 2018		As of June 30, 2018		Increase/Decrease	
	Results(a)	Ratio	Results(b)	Ratio	(b)-(a)	%
Cash and cash equivalents	16,120	36.3%	15,633	36.2%	(487)	97.0%
Interest-bearing debt	8,590	19.4%	7,614	17.6%	(975)	88.6%
Net cash	7,530	17.0%	8,018	18.6%	488	106.5%

Current Assets

The main factors for decreasing were cash and cash deposits dropping by 487 million yen and notes and accounts receivable dropping by 479 million yen.

Fixed Assets

The main factor for decreasing was the posting of depreciation and goodwill amortization.

Current Liabilities

The main factor for decreasing was short-term debts dropping by 855 million yen (including current portion of long-term debts).

Long-term Liabilities

The main factor for decreasing was long-term debts dropping by 119 million yen.

Q1/FY March 2019: Consolidated Statements of Cash Flows

[unit: million yen]	Q1/FY2018 March	Q1/FY2019 March	YoY
	Results(a)	Results(b)	(b)-(a)
Cash Flows from Operating Activities	1,066	1,304	238
Cash Flows from Investing Activities	(162)	(315)	(153)
Cash Flows from Financing Activities	(414)	(1,481)	(1,066)
Cash and Cash Equivalents at End of Term	12,869	15,242	2,372

[unit: million yen]	Q1/FY2018 March	Q1/FY2019 March	YoY
	Results(a)	Results(b)	(b)-(a)
Investment Amount (Tangible/intangible fixed assets*)	201	330	129
Depreciation (Tangible/intangible fixed assets)	275	252	(22)
Amortization of Goodwill	157	110	(47)

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

Cash Flows from Operating Activities

There was an income of 1,304 million yen, mainly due to net income before taxes and other adjustments at 1,417 million yen, depreciation free from spending, goodwill amortization and impairment loss adding up to 363 million yen.

Cash Flows from Investing Activities

There was an expenditure of 315 million yen, mainly due to 319 million yen being used for the acquisition of fixed assets.

Cash Flows from Financing Activities

There was an expenditure of 1,481 million yen mainly due to a repayment of debts of 975 million yen and a payment of dividends of 492 million yen.

KPI progress of core business(as of June 2018)

■ Used Cars(No. of Affiliated companies of Goo-net)

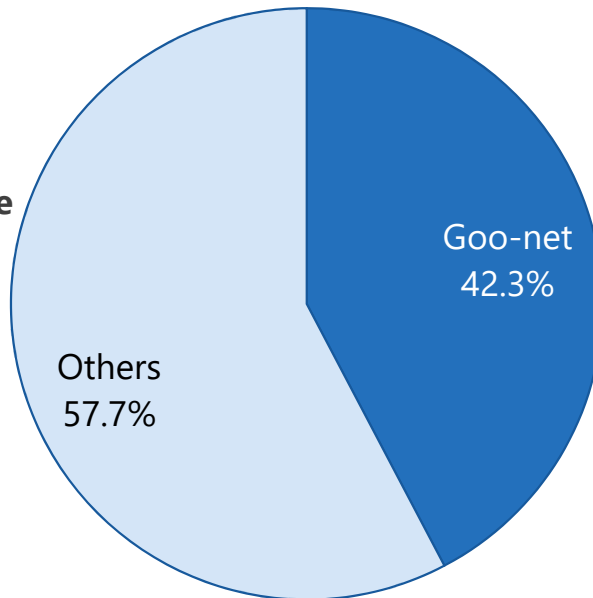
クルマ、まるごと。



14,070 companies

Target market scale
(33,267 companies)

Source:
Surveyed by our company



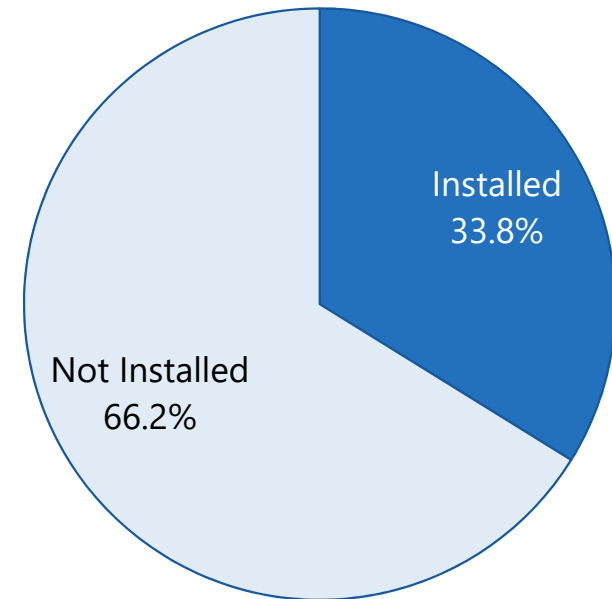
■ New Cars(No. of Affiliated sites of DataLine SalesGuide)



4,993 sites

Total market scale
(14,759 sites)

Source:
Japan Automobile Service
Promotion Association



■ Maintenance(No. of Affiliated shops of GooPit)

クルマメンテ、まるごと。

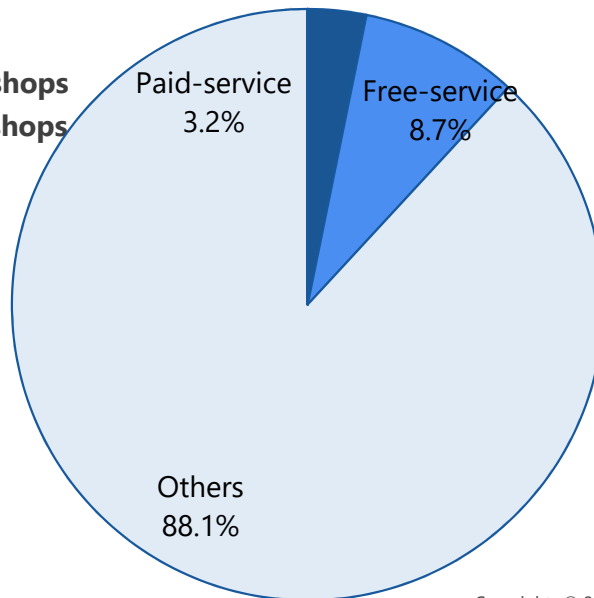


Paid-service:2,942shops

Free-service:7,982shops

Total market scale
(92,044shops)

Source:
Ministry of Land, Infrastructure,
Transport and Tourism

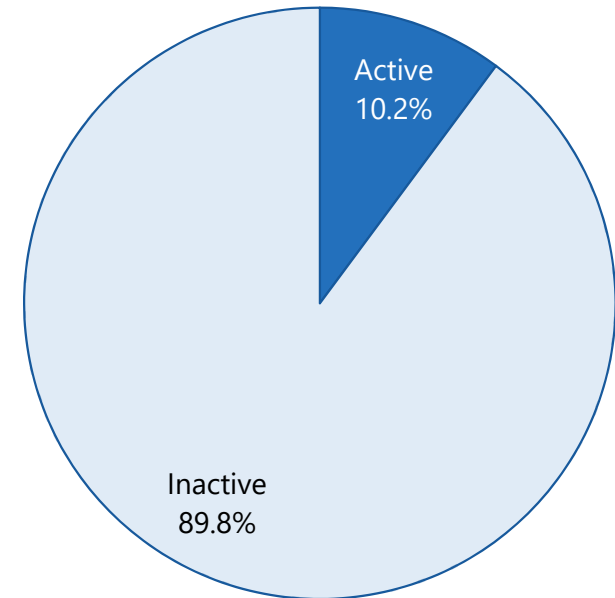


■ Sale of goods (MOTOR GATE Shopping operation rate)

Active rate :
10.2%

※Shops that used MOTOR GATE
Shopping once or more in
June 2018 are defined
as Active.

※Major products are:
・ Tires and wheels
made in Japan
・ Imported tires
and wheels



Trend of Group Companies (Results in Q1)

■ AUTOWAY

There was the recoil from a rush demand accompanying an increase in prices in the first quarter of the previous year. But we enhanced sales promotion activities, and sales were 109% of those in the same quarter of the previous year, gross profit was 102% of those in the same quarter of the previous year, and operating income was 77% of those in the same quarter of the previous year.

■ TIRE WORLD KAN BEST

As there was the recoil from a rush demand accompanying an increase in prices in the first quarter of the previous year, we strived to rationalize selling prices of domestically produced tires and curb SG&A expenses from the previous year. But sales were 88% of those in the same quarter of the previous year, gross profit was 78% of those in the same quarter of the previous year, and operating income was a deficit of 23 million yen (a deficit of 16 million yen in the same quarter of the previous year).

■ Kings Auto

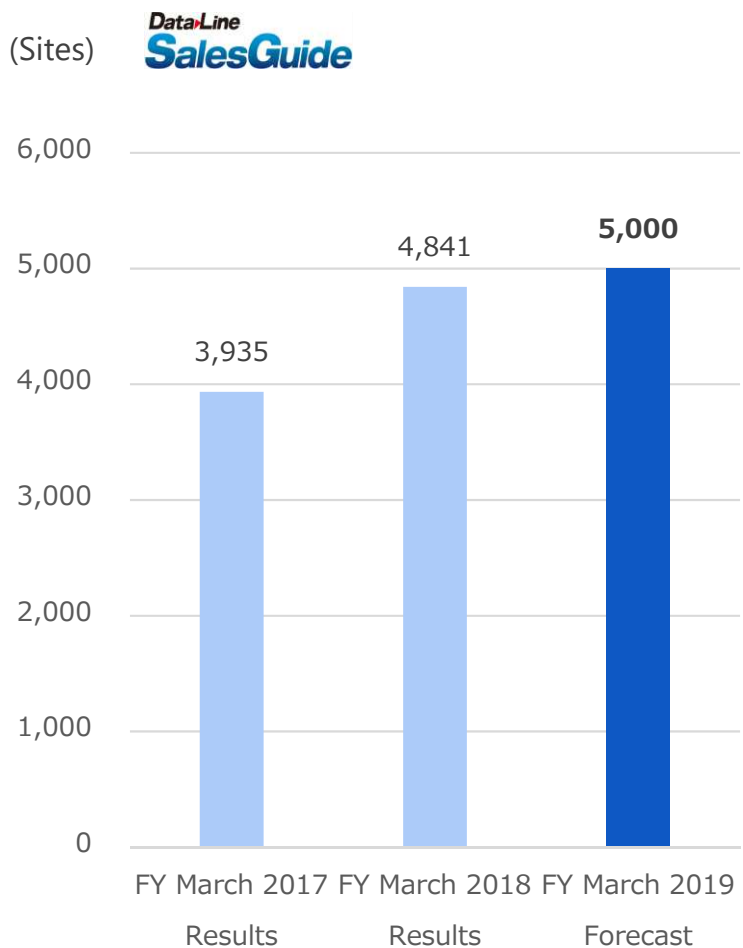
As we have concentrated on the export of used cars to Hong Kong and Sri Lanka, where we are reforming the management system and improving the conditions for transactions since the beginning of the period, sales were 120% of those in the same quarter of the previous year, gross profit was 183% of those in the same quarter of the previous year, and operating income moved into the black(a deficit of 37 million yen in the same quarter of the previous year).

■ PROTO-RIOS

As we have strived to reform the management system, optimize the staffing system, and curb SG&A expenses from the beginning of the period, gross profit was 98% of those in the same quarter of the previous year, and operating income was 301% of those in the same quarter of the previous year, although sales were 95% of those in the same quarter of the previous year.

TOPICS: New functions of DataLine SalesGuide released in the new car field

■ No. of Affiliated sites of DataLine SalesGuide



■ Function to produce a proposal for replacement to new cars (released in June 2018)

最新の安全技術搭載車にお乗り換えませんか?

HONDA
The Power of Dreams

オデッセイ
2019年式
アットワーク

山田 太郎様
乗換提案書

東京本社
Tel 03-5812-8200 店舗：川崎 幸生
2018.6.6

10年間1台のクルマに乗り換えた場合

10年間で2台に乗り換えた場合

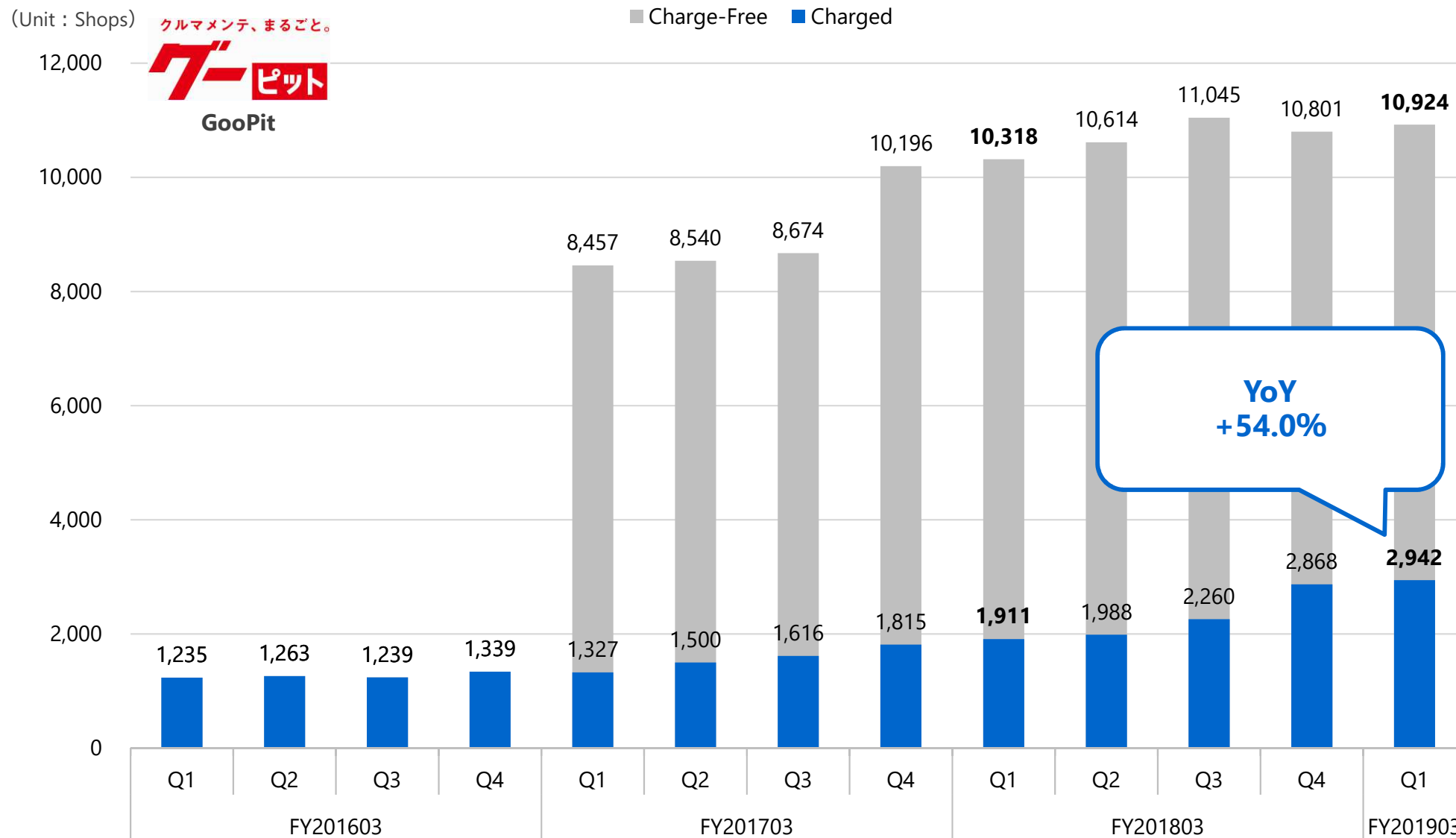
どちらのカーライフが魅力的ですか?

3年先までの下取り価格を予測

+472,000円の想定差額にて、お乗り換えできるかも!?

Improvement of the rate of operation through the introduction of the function to produce a proposal for replacement to new cars to affiliated sites of DataLine SalesGuide

For reference: Variation in the number of Affiliated shops of GooPit

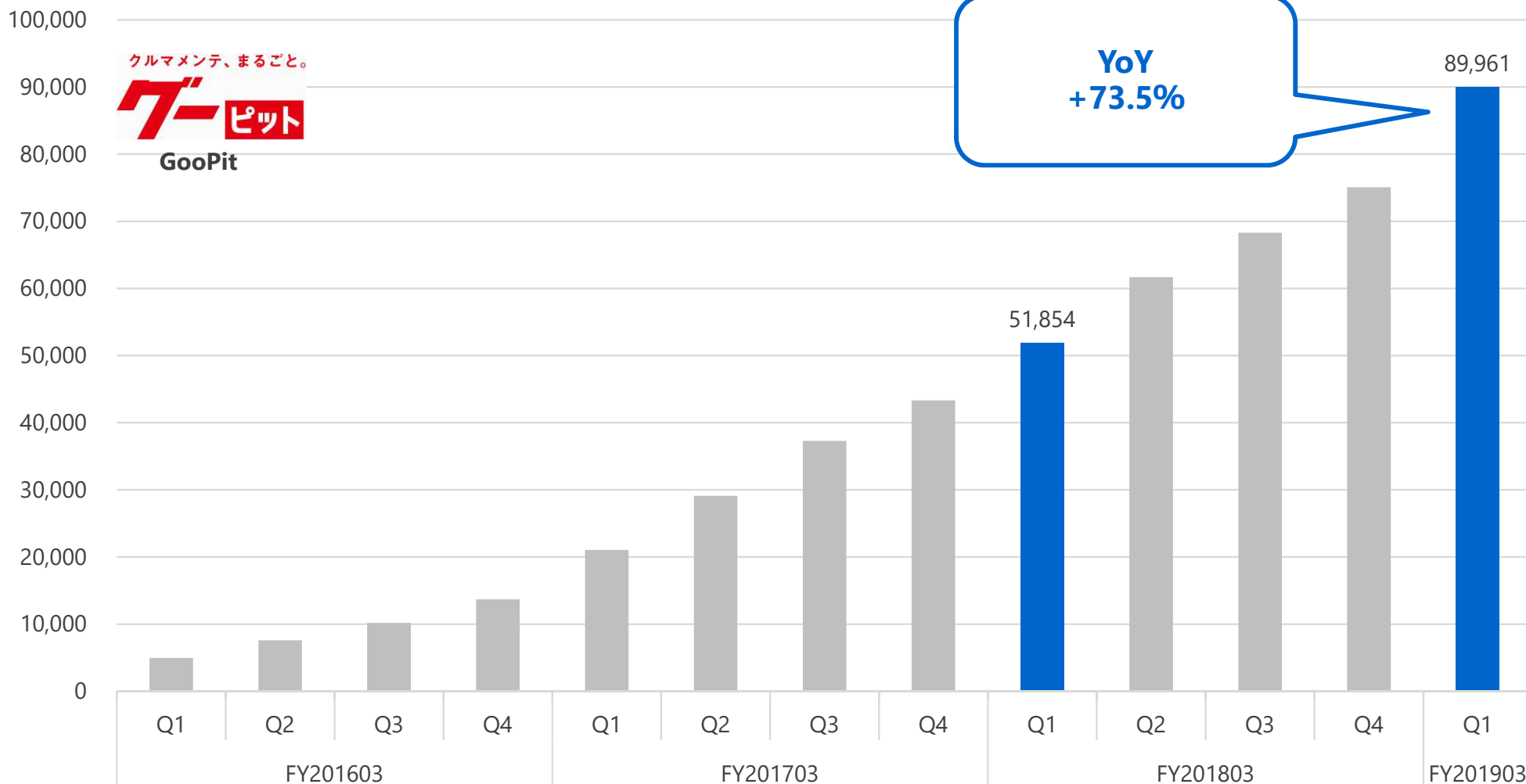


**UU of GooPit is steadily increasing,
Improvement of sales method increases number of charged shops (YoY + 54.0%).**

For reference: Enrichment of GooPit content

Cumulative number of posted work records of GooPit-affiliated maintenance shops

(Unit : Posts)



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

Enrichment of the major content of GooPit (maintenance records)

Appendix

3-year mid-term business plan (Profit/loss)

■ Revised 3-year mid-term business plan (announced on May 11, 2018)

(Unit: million yen)

Business Plan	FY March 2016 Results	FY March 2017 Results	FY March 2018 Results	FY March 2019 Forecast
Net Sales	54,297	56,717	62,111	62,370
Operating Income	4,071	2,795	3,674	4,100
Net Income	(390)	1,506	519	2,700
ROE	(1.5%)	5.8%	2.0%	10.1%

■ Prioritized items in the term ending Mar. 2019

- To establish a sure position in each business domain
- To reform the business structure for expanding revenue

FY March 2019: Consolidated Earnings Forecast

Consolidated Statements of Income [unit: million yen]	FY March 2018		FY March 2019		YoY change	
	Results(a)	Sales ratio	Forecast(b)	Sales ratio	(b)-(a)	%
Net Sales	62,111	100.0%	62,370	100.0%	258	100.4%
Gross Profit	23,142	37.3%	24,622	39.5%	1,479	106.4%
EBITDA *	5,396	8.7%	5,500	8.8%	104	101.9%
Operating Income	3,674	5.9%	4,100	6.6%	425	111.6%
Ordinary Income	3,735	6.0%	4,125	6.6%	389	110.4%
Net Income	519	0.8%	2,700	4.3%	2,180	519.9%
Net Income per Share (Yen)	25.89	-	134.61	-	108.72	519.9%

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

[unit: million yen]	FY March 2018		FY March 2019		YoY change	
	Results(a)	Sales ratio	Forecast(b)	Sales ratio	(b)-(a)	%
SG&A Expenses	19,467	31.3%	20,522	32.9%	1,054	105.4%
Employment Cost	8,066	13.0%	8,515	13.7%	449	105.6%
Advertising Cost	4,295	6.9%	4,537	7.3%	242	105.6%
Other Expenses	7,106	11.4%	7,468	12.0%	361	105.1%

FY March 2019: Consolidated Earnings Forecast (Segment)

Sales [unit: million yen]	FY March 2018		FY March 2019		YoY change	
	Results(a)	Sales ratio	Forecast(b)	Sales ratio	(b)-(a)	%
Automobile-related	56,100	90.3%	56,010	89.8%	(90)	99.8%
Ad-related	21,618	34.8%	21,724	34.8%	106	100.5%
Information and services	5,053	8.1%	4,745	7.6%	(307)	93.9%
Sale of goods	29,429	47.4%	29,540	47.4%	111	100.4%
Lifestyle-related	4,370	7.0%	4,504	7.2%	134	103.1%
Real Estate	213	0.3%	193	0.3%	(20)	90.5%
Other Business	1,426	2.3%	1,661	2.7%	234	116.4%
Total	62,111	100.0%	62,370	100.0%	258	100.4%

Operating Income [unit: million yen]	FY March 2018		FY March 2019		YoY change	
	Results(a)	Profit margin	Forecast(b)	Profit margin	(b)-(a)	%
Automobile-related	4,933	8.8%	5,484	9.8%	550	111.2%
Lifestyle-related	370	8.5%	130	2.9%	(240)	35.1%
Real Estate	170	79.8%	162	84.1%	(7)	95.4%
Other Business	(71)	-	28	1.7%	100	-
Management Division	(1,728)	-	(1,706)	-	21	-
Total	3,674	5.9%	4,100	6.6%	425	111.6%

Vision “Comprehensive support for car life”

Vision
Comprehensive support for car life

To be commenced
in the term ending
Mar. 2020

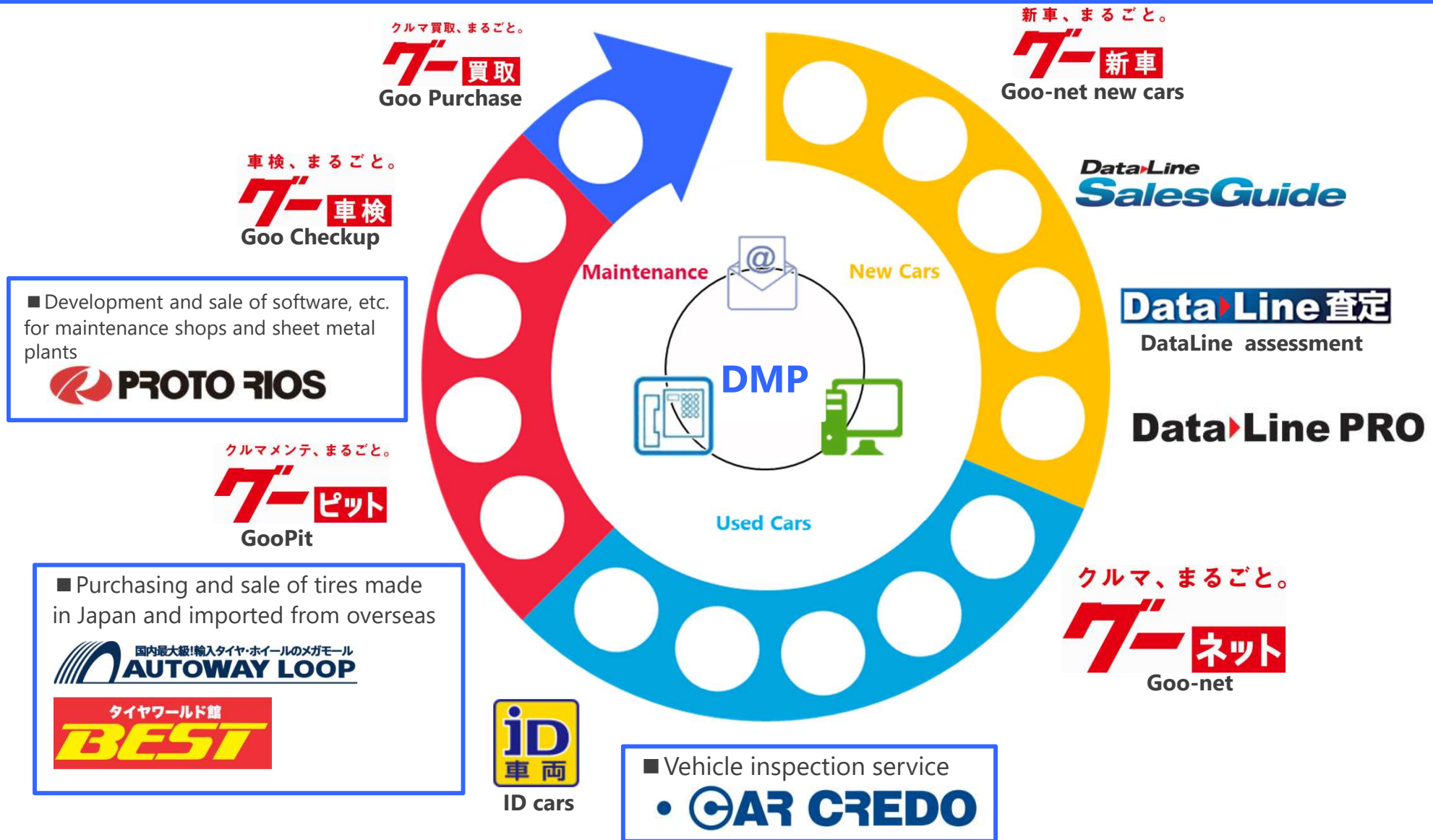
Business strategy
Creation of Goo Life Time Value
To organically combine the activities in the business domains
of new and used cars and maintenance

Term ending Mar. 2019
to
Term ended Mar. 2017

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 establish a sure position in each business domain

Business strategy “Creation of Goo Life Time Value”



We will actualize comprehensive support for car users by organically combining Goo-net, GooPit, and Goo-net new cars.

Prioritized items in the term ending Mar. 2019

1. Used car domain

→ Improvement in profitability

- To increase affiliated shops of Goo-net
- To reform the cost structure
(To improve productivity by reducing the cost for paper media and utilizing CRM)

2. New car domain

→ Enhancement of growth potential

- To increase dealers that have installed DataLine SalesGuide
- To enhance the support for the business administration of new car dealers (the upgrade of DataLine SalesGuide, the strengthening of Goo-net new cars, etc.)

3. Maintenance domain

→ Enhancement of growth potential

- To increase fee-charging affiliated shops of GooPit
- To establish infrastructure for sending car users
(increase of affiliated shops for attracting customers and shops that could accept customers)

4. Domain of sale of goods

(Export of tires and used cars)

→ Improvement of profitability

- Tires: To increase sales volume with MOTOR GATE Shopping
- Export of used cars: To improve profitability by revising transaction conditions

To reform the business structure for expanding revenue

Regarding profit sharing with shareholders

■ Policy for profit sharing with shareholders

We will make efforts to return profits to shareholders while comprehensively considering continuous, stable dividends, the enrichment of internal reserve for the future growth, etc. We will use the internal reserve effectively by investing in existing and new businesses, for further fortifying the management foundation and expanding the business scale.

■ Cash Dividends per Share

[unit: yen]	FY March 2016 Results	FY March 2017 Results	FY March 2018 Results	FY March 2019 Forecast
2 nd Quarter	19.00	25.00	25.00	25.00
Year-End	20.00	25.00	25.00	25.00
Annual	39.00	50.00	50.00	50.00

Taking continuous and stable dividends into consideration

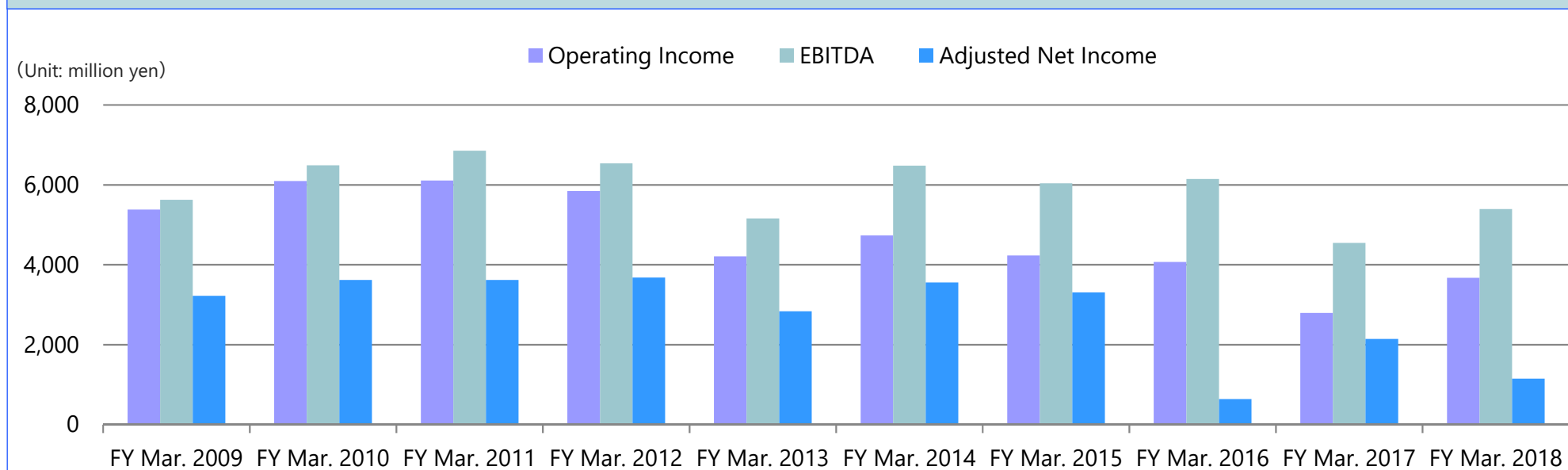
Operating Results 10-year Summary

[unit: million yen]	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	FY2018 March Results
Net Sales	23,657	25,682	28,779	30,582	38,287	54,761	48,602	54,297	56,717	62,111
Operating Income	5,384	6,098	6,111	5,846	4,209	4,735	4,233	4,071	2,795	3,674
Net Income	3,187	3,529	3,197	3,275	2,290	2,627	2,381	(390)	1,506	519
EBITDA*1	5,628	6,490	6,856	6,540	5,161	6,483	6,039	6,149	4,547	5,396
Adjusted Net Income*2	3,223	3,621	3,620	3,680	2,836	3,555	3,308	641	2,145	1,151
Depreciation	207	299	322	288	404	819	879	1,046	1,113	1,089
Amortization of Goodwill	36	91	422	405	546	928	926	1,032	638	632

*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

Annual Transition of Operating Income/EBITDA/Adjusted Net Income



Operating Results 10-year Summary(Segment)

Sales [unit: million yen]	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	FY2018 March Results
Automobile-related	21,889	22,858	25,566	26,704	33,687	50,138	44,056	49,486	51,025	56,100
Ad-related	19,419	19,511	20,558	20,579	21,163	21,412	21,593	21,006	21,231	21,618
Information and services	2,232	2,818	3,083	3,312	3,749	4,464	4,546	5,087	4,893	5,053
Sales of goods	237	528	1,923	2,813	8,774	24,262	17,915	23,392	24,899	29,429
Lifestyle-related	1,345	2,286	2,616	3,470	3,837	3,541	3,393	3,466	4,236	4,370
Real Estate	194	205	181	166	163	167	164	162	187	213
Other Business	227	332	415	240	597	913	988	1,182	1,268	1,426
Total	23,657	25,682	28,779	30,582	38,287	54,761	48,602	54,297	56,717	62,111

Operating Income [unit: million yen]	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	FY2018 March Results
Automobile-related	7,034	7,590	7,281	7,272	5,916	6,217	5,624	5,277	3,939	4,933
Lifestyle-related	62	162	301	228	131	248	338	307	478	370
Real Estate	70	105	104	83	85	69	96	109	147	170
Other Business	(80)	(35)	(91)	(149)	(323)	(140)	(94)	(66)	(136)	(71)
Management Division	(1,701)	(1,725)	(1,484)	(1,589)	(1,599)	(1,659)	(1,732)	(1,554)	(1,633)	(1,728)
Total	5,384	6,098	6,111	5,846	4,209	4,735	4,233	4,071	2,795	3,674

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

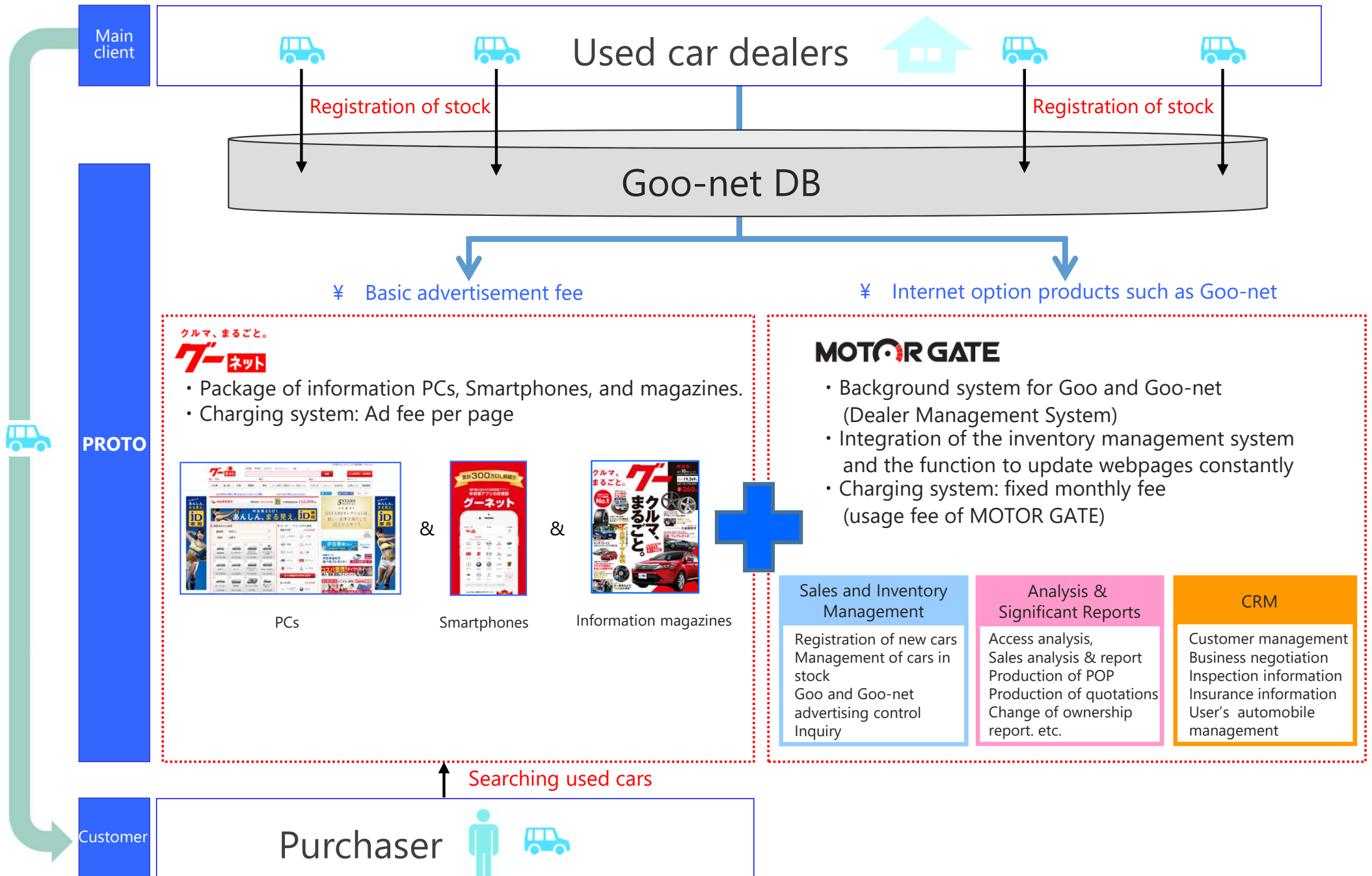
<Maintenance shop>

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

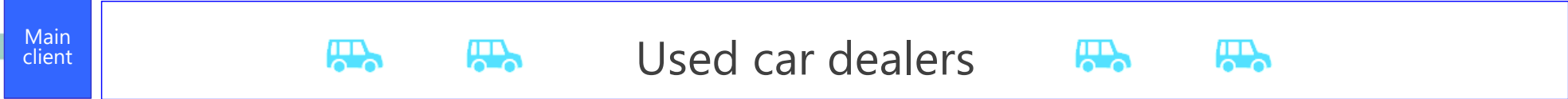
<New car dealer>

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

Used car dealers: Business model of Goo and MOTOR GATE



Used car dealers: Business model of Goo-Inspection



↓
¥ Inspection fee

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



Goo鑑定の概要と図解 (一例)



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.



PROTO (CAR CREDO)

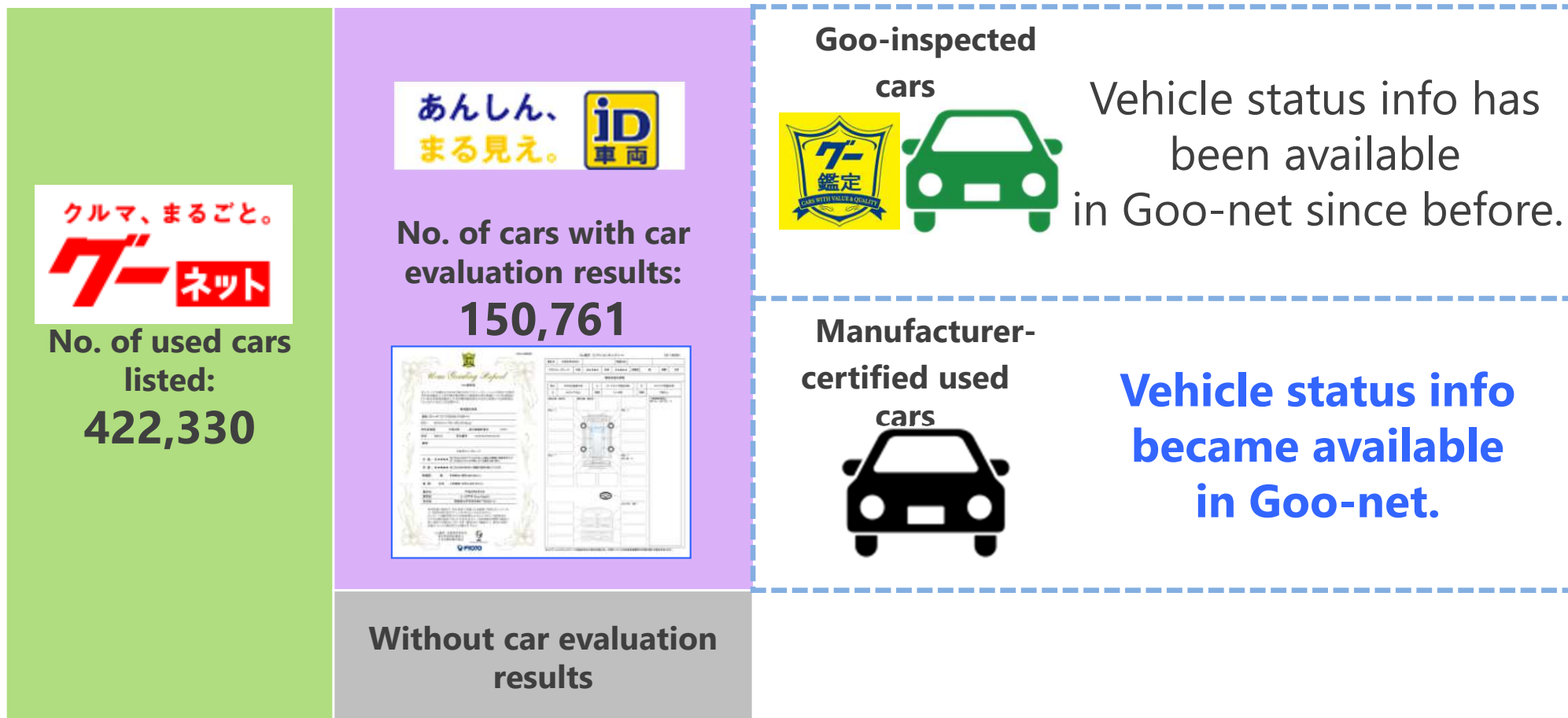
↑ Searching used cars



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

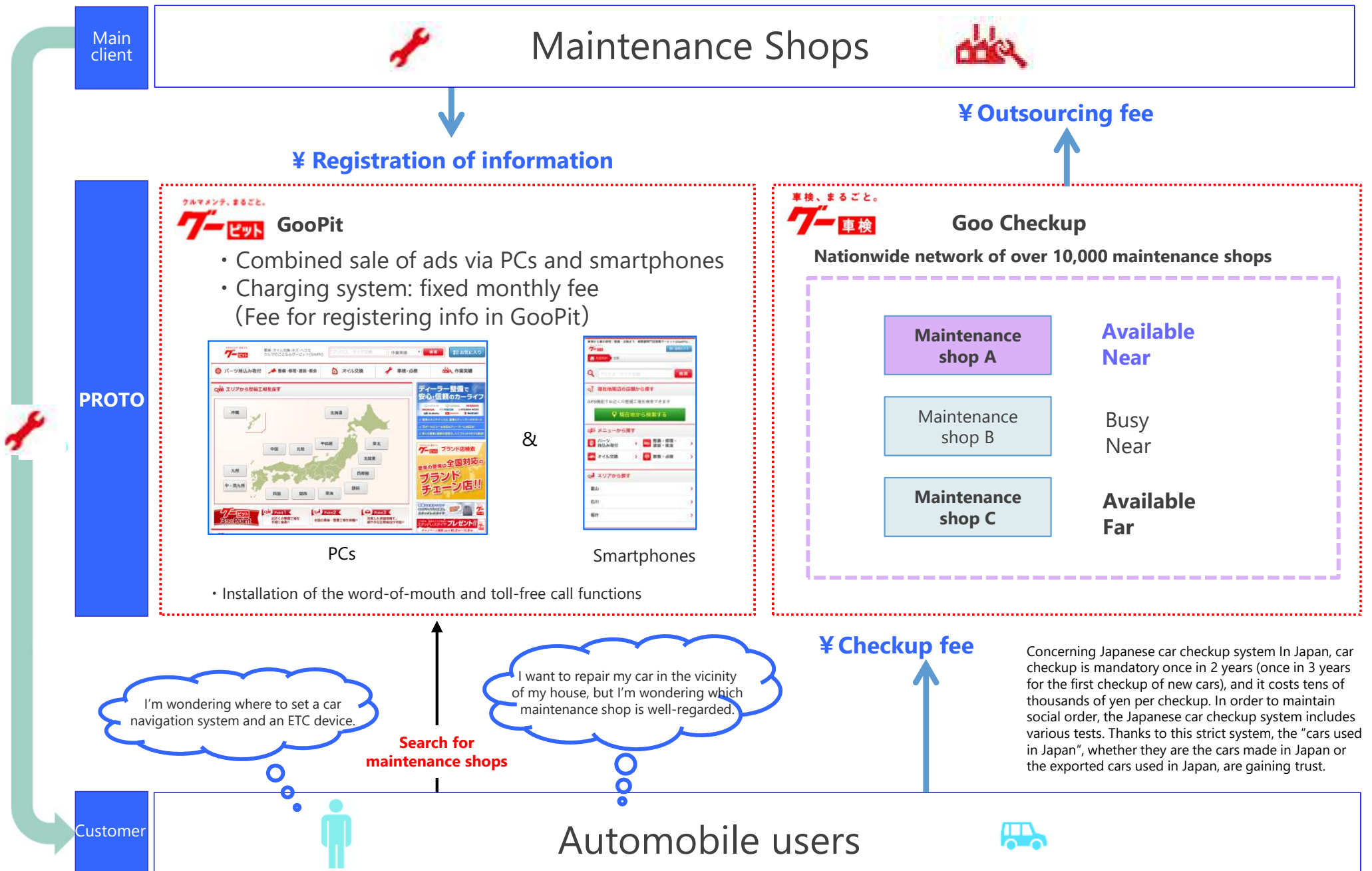


※For reference: No. of cars whose status info has been disclosed by competing media: 39,907

(as of July 24, 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

Main client



New car dealers



¥ Usage fee of DataLine SalesGuide

DataLine SalesGuide

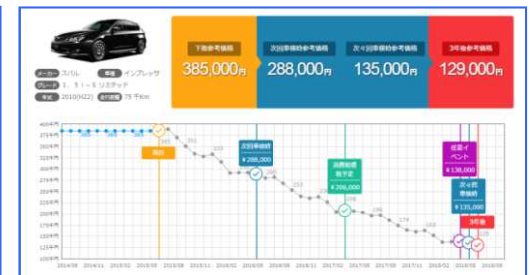
- Charging system: fixed monthly fee
- We promote the replacement to new car by presenting a rough estimate of both the current value and future value of a car during the negotiation with user.



Cost comparison suggestion function



Future forecast graph function (future price)



POP function for replacement



Replacement simulation function



PROTO

Customer

Automobile users



Corporate Profile

Corporate Name	PROTO CORPORATION
Founded	October 1, 1977
Established	June 1, 1979
Common Stock	1,824,620 thousand yen (As of June 30, 2018)
Shares Outstanding	20,940,000 shares (As of June 30, 2018)
Head Offices	23-14, Aoi 1-chome, Naka-ku, Nagoya 460-0006, Japan 22-2 , Hongo 2-chome, Bunkyo-ku, Tokyo 113-0033, Japan
Branch Offices	Sapporo, Sendai, Takasaki, Nagano, Hamamatsu, Nagoya, Kanazawa, Osaka, Hiroshima, Matsuyama, Fukuoka, Kumamoto (56 Sales Outlets Nationwide)
Fiscal Year-end	March 31
Number of Employees	Consolidated: 1,593 (As of June 30, 2018) Parent: 615 (As of June 30, 2018)
Stock Exchange Listing	Tokyo Stock Exchange JASDAQ Standard (Listed on September 12, 2001)
Subsidiary	<ol style="list-style-type: none"> 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 June 30, 2018)



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