# **USEN** Corporation

# Summary of Second Quarter of Fiscal Year Ending August 2015

March 31, 2015

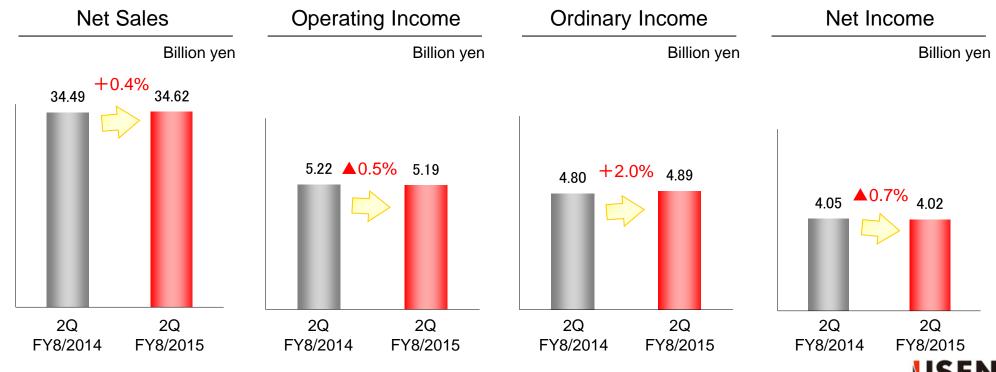
# **Contents**

1.	Results of Operations	•••••	P2
2.	Financial Indicators		P7
3.	Operating Highlights		P12
4.	Second Quarter Topics		P18
5.	Disclaimer		P21



## || Results of Operations || Second Quarter Financial Highlights

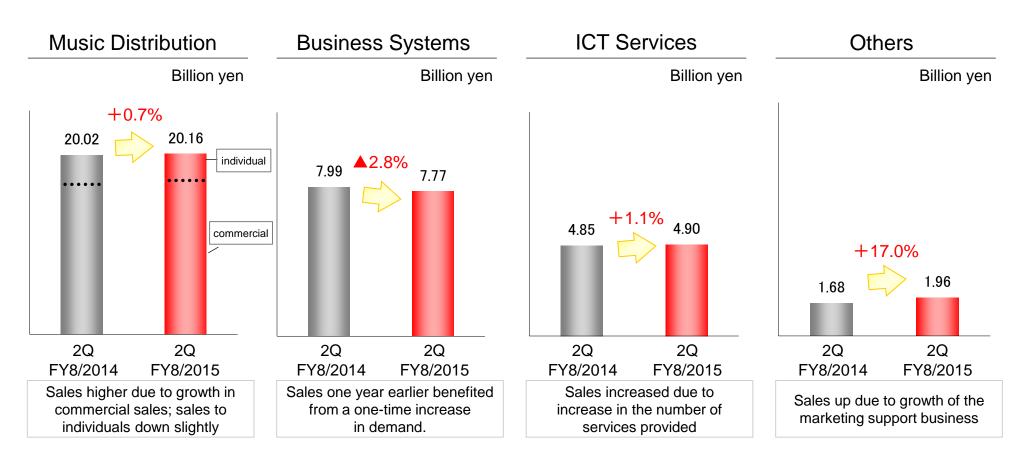
- First half sales were higher than one year earlier as growth in sales in the music distribution and others segments offset a small decrease in business systems sales.
- Operating income decreased slightly because of expenses for activities that included measures aimed at growth in the future. Ordinary income increased as interest expenses declined along with debt, but a decrease in extraordinary gains resulted in a small decline in net income.



<sup>\*</sup> Monetary amounts are not rounded; percentages are rounded to the nearest tenth.

### | Results of Operations | Second Quarter Financial Highlights

### **Business Segment Sales**



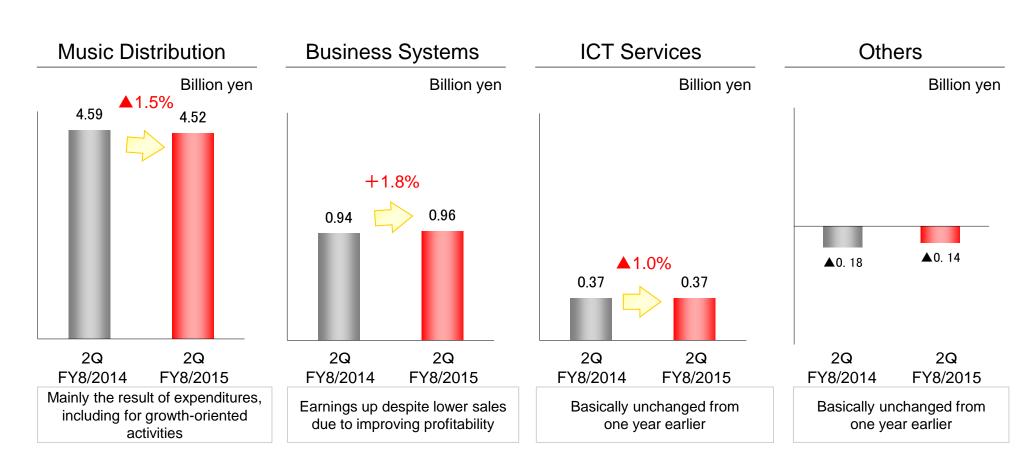
(Ref.) USEN uses commercial sales and consumer sales as one of its performance indicators.

- \* In FY8/2014, there was a sales deduction of ¥50 million for inter-segment transactions.
- \* In FY8/2015, there was a sales deduction of ¥180 million for inter-segment transactions.



## || Results of Operations || Second Quarter Financial Highlights

### **Business Segment Operating Income**



<sup>\*</sup> In FY8/2014, there was an operating income deduction of ¥520 million for inter-segment transactions.



<sup>\*</sup> In FY8/2015, there was an operating income deduction of ¥520 million for inter-segment transactions.

### | Results of Operations | Second Quarter Performance vs. Forecast

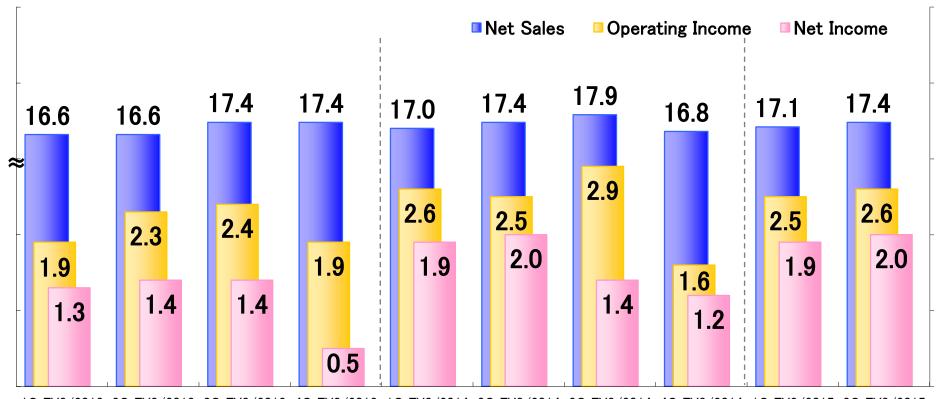
Billion yen	FY Forecast (A)	2Q Actual (B)	Progress (B÷A)
Net Sales	70.00	34.62	49.5%
Operating Income	8.60	5.19	60.4%
Ordinary Income	8.00	4.89	61.2%
Net Income	6.00	4.02	67.2%

Sales were generally as expected but earnings were higher than the forecast at all levels in second quarter.



### | Results of Operations | Quarterly Consolidated Performance

Billion yen



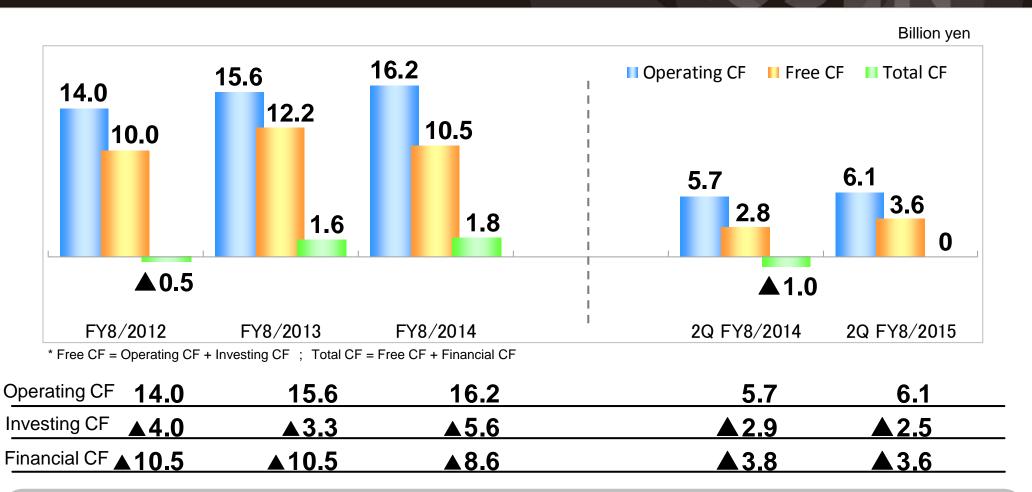
1Q FY8/2013 2Q FY8/2013 3Q FY8/2013 4Q FY8/2013 1Q FY8/2014 2Q FY8/2014 3Q FY8/2014 4Q FY8/2014 1Q FY8/2015 2Q FY8/2015

Second quarter sales, operating income, and net income increased from previous quarter, but about the same as one year earlier.



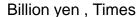
<sup>\*</sup> All figures are not rounded.

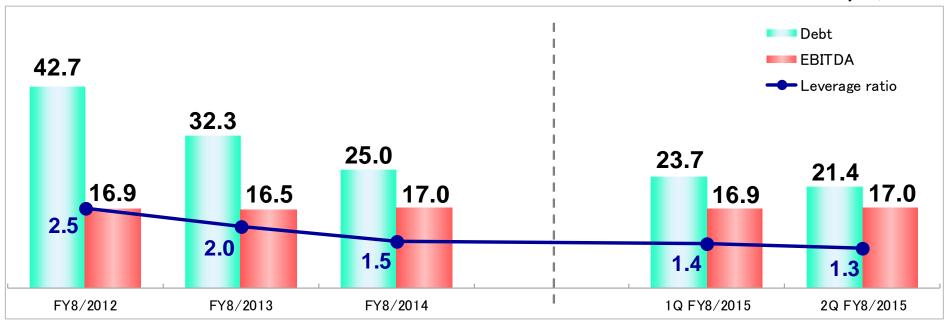
### || Financial Indicators || Cash Flows



Free cash flows increased ¥800 million as operating cash flows increased ¥400 million and investing cash out flows decreased. Cash used in financing activities, including loan repayments, was down slightly. The result was a ¥1,000 million increase in total cash flows from one year earlier.

# || Financial Indicators || Leverage Ratio





<sup>\*</sup> EBITDA = Operating income + Depreciation + Depreciation of goodwill

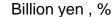
EBITDA was steady, remaining about the same as one year earlier. The leverage ratio decreased to 1.3 times as debt continued to decline.

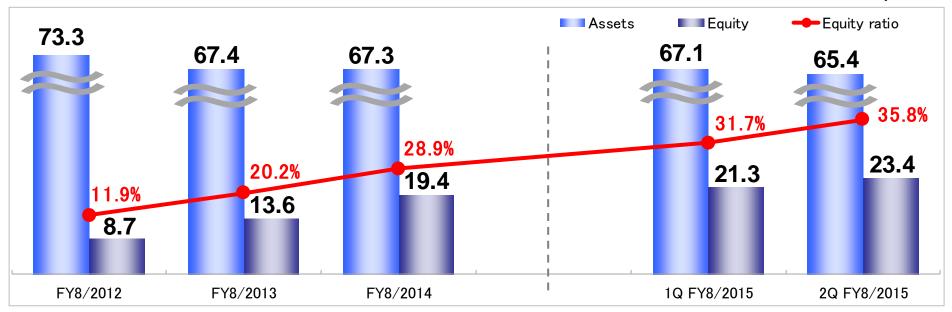


<sup>\*</sup> EBITDA is for the most recent 12-month period

<sup>\*</sup> Leverage ratio = Debt / EBITDA for past 12 months

# || Financial Indicators || Equity Ratio





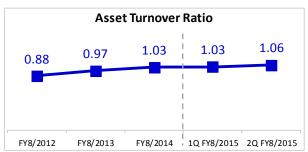
<sup>\*</sup> Equity = Net assets – Stock acquisition rights

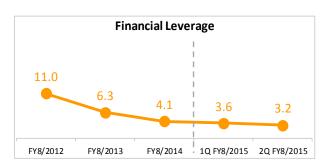
Total assets were down ¥1.7 billion from the end of the first quarter because depreciation (including the goodwill) was more than capital expenditures. In addition, equity increased because of second quarter net income of about ¥2 billion. The result was an equity ratio of 35.8%.

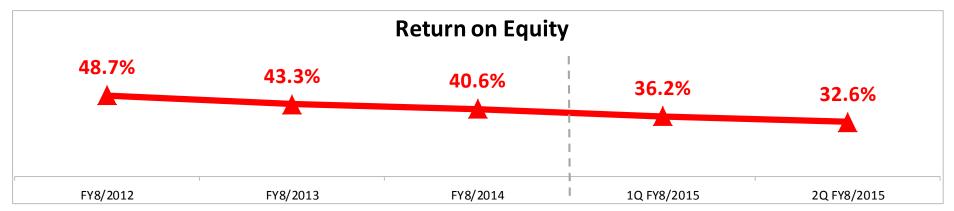


### || Financial Indicators || Return on Equity









<sup>\*</sup> Return on equity (ROE) = Net income/Sales ratio x Asset turnover ratio x Financial leverage

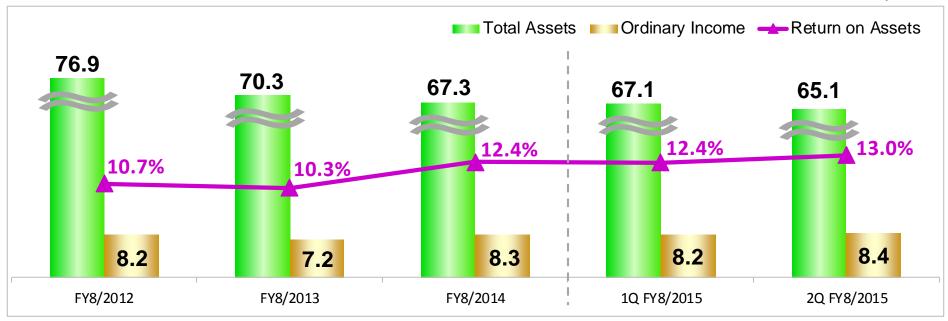
The net income/sales ratio and asset turnover ratio remained high in the first half.

The ROE was also high, although there was a small decrease caused by a decline in financial leverage (improvement in financial soundness) as debt was lowered.

<sup>\*</sup> Sales and net income are for the last 12-month period and assets and equity are the averages of the amounts at the ends of the current and previous FY

### || Financial Indicators || Return on Assets

Billion yen, %



- \* Ordinary income return on assets (ROA) = Ordinary income / Average FY assets x 100
- \* Ordinary income is for the last 12-month period.
- \* Assets are the average of the amounts at the ends of the current and previous FY.

Ordinary income is steady and the ROA is improving slightly because of total assets decreasing.



### | Operating Highlights (Music Distribution) | A New Supplementary Service



Launch of "Kokoro no Clinic", a mental health ASP service, on February 5, 2015

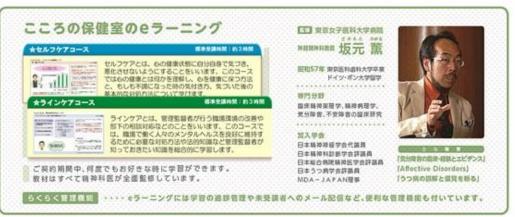
Sound Design for OFFICE (http://www.usen.com/sound\_design/), which USEN started in February 2013, meets the needs of companies for using music to improve workplace environments for helping workers maintain a healthy mental balance. In Japan, the requirement for workforce stress checks is expected to increase awareness of

In Japan, the requirement for workforce stress checks is expected to increase awareness of the importance of mental health. USEN's new ASP service is a comprehensive service that covers everything from the stress checks mandated by the amended Industrial Safety and Health Act to e-learning and organizational diagnosis activities.





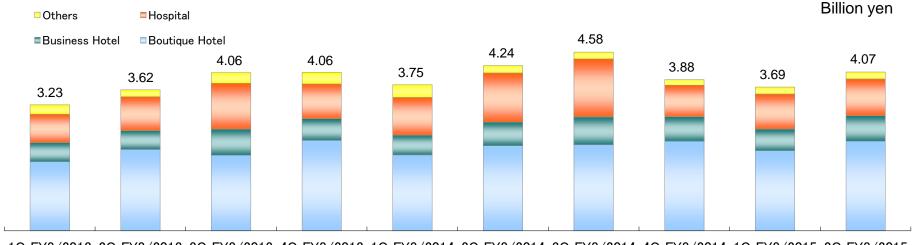




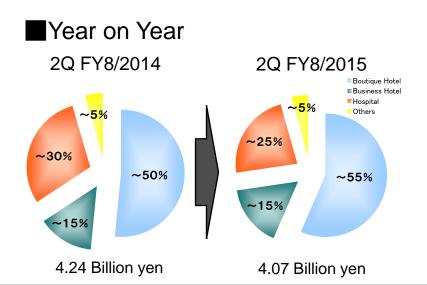


# | Operating Highlights (Business Systems) | Sales Composition

### Quarterly Sales



1Q FY8/2013 2Q FY8/2013 3Q FY8/2013 4Q FY8/2013 1Q FY8/2014 2Q FY8/2014 3Q FY8/2014 4Q FY8/2014 1Q FY8/2015 2Q FY8/2015



# OSecond quarter sales in all three major sectors were higher than in the first quarter.

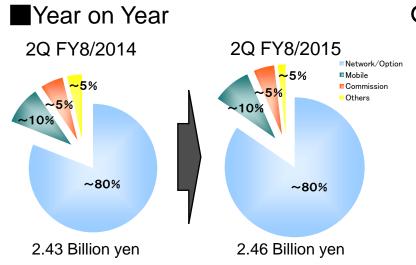
- As in prior years, second quarter sales were higher in all three major sectors.
- Small decrease in segment sales from one year ago because of one-time increase in demand in the second quarter, mainly in the hospital sector.
- Hotel sectors sales increased from one year ago.



## | Operating Highlights (ICT Services) | Sales Composition

#### Quarterly Sales Billion ven Others Commission ■ Mobile ■ Network/Option 2.48 2.46 2.41 2.46 2.43 2.40 2.43 2.38 2.31 2.30

1Q FY8/2013 2Q FY8/2013 3Q FY8/2013 4Q FY8/2013 1Q FY8/2014 2Q FY8/2014 3Q FY8/2014 4Q FY8/2014 1Q FY8/2015 2Q FY8/2015

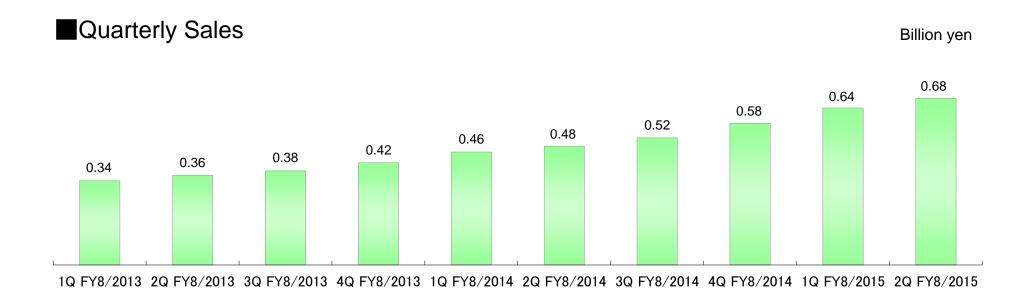


### OSales higher following the first quarter decline.

- Segment sales increased mainly because of steady growth in the core network/option services category.
- Small declines in commission and mobile sales.
- Competition remains intense, but aiming for more growth in sales by adding services and products, chiefly involving the cloud, to enlarge the line-up.



### | Operating Highlights (Others) | Marketing Support Sales Performance



### OCurrent service line-up is performing well, focusing on increasing added value.

USEN's "*Hitosara*" gourmet website is performing well and sales of services bundled with those of other companies were strong. To offer more added-value services, focusing on services for inbound tourists (see next page), SNS tie-ups, services for specific activities, and services for businesses other than the restaurant sector.



# | Operating Highlights (Others) | New service of Sales Support Segment



On February 2, 2015, USEN started "SAVOR JAPAN", an English-language gourmet website for foreigners who visit Japan. The website supplies information about 2,000 chefs in Japan, including their best-known cuisine.



#### Website Features

#### 1, A focus on areas and food categories that most interest foreigners

The website has a searching method that makes it easy for foreigners to locate restaurants in places they are likely to visit (sightseeing areas, etc.) and the types of food they are likely to seek.

#### 2. Original articles and other information

"SAVOR JAPAN" is full of original information, including English-language translations, about subjects that interest foreigners visiting Japan. For example, foreigners can use the website to locate restaurants with a sunken heat table or that serve early-spring Japanese vegetables.

#### 3. Confidence from seeing who prepares meals

"SAVOR JAPAN" includes the information about chefs that is posted on USEN's "Hitosara" gourmet website. Information is translated into English and arranged for the convenience of foreigners who are interested in the culture of Japanese cuisine and want to learn more about the people who prepare these meals.

#### 4. Restaurant amenity icons for easy use by foreigners

Search result and restaurant pages include icons for eight restaurant amenities that interest foreigners: English-language menu, English-speaking employees, free Wi-Fi, karaoke, late-night operation, no smoking, acceptance of special requests about food, and availability of forks and knives.



### | Operating Highlights (Others) | New service



Launch of "Dental Concierge", a service for dentists, on December 1, 2014

Helps dentists attract people efficiently by combining a dentist search portal site and a reservation tool designed specifically for dental offices

A support service for dentists, a market sector with a very high background music utilization rate

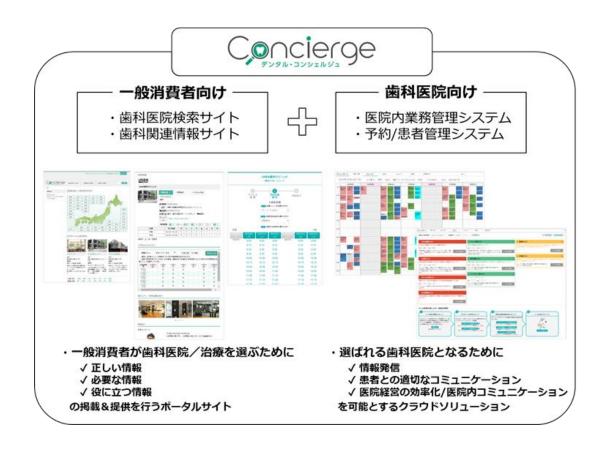
#### For dental offices

A portal site for locating dental offices that can be used from a PC or smartphone and a reservation management tool created for dentists

#### For the public

"Dental Concierge" makes it easy to find information for about 68,000 dental offices throughout Japan, including addresses, nearby stations and other items.

People can quickly locate a dentist near their home, workplace, school or other place.





### | Second Quarter Topics |

>> Music Distribution

December 2014 Announcement of USEN Music Distribution 2014 ranking

>> Marketing Support ("Hitosara")

February 2015 The "Hitosara x Table for Two" Meal Donation Program

The number of meals for children in Africa and Asia funded by this campaign is now more than 50,000.



### | Second Quarter Topics | Music Distribution



### December 9, 2014 – Announcement of USEN 2014 Music Ranking

The winning song in the J-POP category was "Let It Go, Ari-no-mama-de" by Takako Matsu and the winning song in the Western music category was "Happy" by Pharrell Williams. Winners received plaques from USEN president Kimimasa Tamura (far right in photo below)





### | Second Quarter Topics | "Hitosara" Gourmet Website



January 31, 2015 – Meals for needy children in Africa and Asia funded by "Hitosara x Table for Two" topped 50,000

"Hitosara x Table for Two", a meal donation program linked to USEN's "Hitosara" gourmet website, surpassed 50,000 meals at the end of January. "Hitosara" is the first gourmet website that has a charitable donation program in which reservations made using the site generate donations. USEN remains dedicated to using this program to support activities in Africa and Asia for feeding children in need.





## || Disclaimer ||

This presentation was prepared by using numbers and other data that are believed to be reliable. However, USEN makes no guarantee that this information is accurate or complete.

Statements about USEN's plans, strategies and other items that are not historical facts are forward-looking statements that are based on the judgments of management using currently available information. Actual results of operations may differ from these statements for a number of reasons.

This presentation was prepared solely for the purpose of providing information that can be helpful for making investment decisions. No information in this presentation is provided for the purpose of soliciting an investment.

