

SEPTENI HOLDINGS Determines FY9/12 Dividend

SEPTENI HOLDINGS CO., LTD. (Stock code: 4293), a leading Internet advertising and related services provider, announces that it has determined the amount of dividends to be paid from retained earnings to shareholders, effective as of September 30, 2012, during its Board of Directors' meeting held on November 29, 2012. The determination of dividends is made in accordance with Article 459, Paragraph 1 of the Japanese Company Act and the articles of incorporation of the Company. Details of the dividends are provided below.

1. Reasoning for the Determination of Dividends

The yearend dividend of JPY1,000 per share for fiscal year September 2012 has been determined in accordance with SEPTENI's basic policy for return of profits to shareholders that seeks to maintain a dividend payout ratio of approximately 15% or a minimum annual dividend of JPY1,000 per share.

2. Dividend Details

	Determination	Most Recent Estimate (August 1, 2012)	FY9/11 (Reference)
Reference date	September 30, 2012	September 30, 2012	September 30, 2011
Dividend per share	JPY1,000	JPY1,000	JPY1,000
Total dividend payment	JPY125.8 million	—	JPY125.8 million
Effective payment date	December 6, 2012	—	December 6, 2011
Source of dividend	Retained earnings	—	Retained earnings

(Reference) Annual Dividend Details

Reference date	Dividend Per Share				
	1Q End	2Q End	3Q End	Year End	Total
FY9/12	—	—	—	JPY1,000	JPY 1,000
FY9/11	—	—	—	JPY 1,000	JPY 1,000