

SEPTENI HOLDINGS Announces FY9/13 Consolidated Earnings and Dividend Payment Estimates

SEPTENI HOLDINGS announced consolidated earnings and dividend payment estimates for the fiscal year September 2013 based upon recent earnings trends.

1. Fiscal Year September 2013 Consolidated Earnings Estimates (October 1, 2012 to September 30, 2013)

	Sales	Operating Income	Ordinary Income	Net Income	EPS
	Million Yen	Million Yen	Million Yen	Million Yen	Yen
Previous estimates	—	—	—	—	—
Current estimates	45,810	1,574	1,712	1,190	9,444.52
Year-Over-Year Change (%)	10.8	3.0	4.5	75.7	—
FY9/12 Results	41,358	1,527	1,638	677	5,381.15

2. Fiscal Year September 2013 Dividend Estimates

	Full Year Dividend (Yen)				
	1Q End	2Q End	3Q End	Term End	Total
Previous estimates	—	—	—	—	—
Current estimates				1,400	1,400
FY9/13 Actual	—	—	—		
FY9/12 Actual	—	—	—	1,000	1,000

3. Reasons for Consolidated Earnings and Dividend Estimates Announcement

Arriving at rational and accurate earnings estimates for the SEPTENI Group at an early stage is difficult because of the rapid changes within the Internet business environment. Consequently the Company has chosen to announce earnings estimates for only the quarter immediately following the term for which actual results have been announced.

In accordance with this policy, SEPTENI announced its full year earnings estimates for fiscal year September 2013 based on earnings trends observed during the third quarter and recent business conditions. At the same time, SEPTENI announced its dividend payment estimate based on its full year earnings estimates. This estimate is based on its dividend payout ratio target of 15% and basic policy of paying a minimum of JPY1,000 per share.*

*As a result of the 1:200 stock split, the minimum shall be changed to 5 yen from fiscal year September 2014.

<Note>

The estimates cited above are based on the best information available at the time of their creation, and actual results may differ due to various unforeseen factors.