

**AXEL MARK INC., A SEPTENI HOLDINGS Group Company,  
Announces Revision to Its Earnings Estimates**

SEPTENI HOLDINGS CO., LTD. announces that its consolidated subsidiary AXEL MARK INC. has made revisions to its first half and full year fiscal year September 2012 earnings estimates that were originally announced on November 4, 2011. The details have been released below. Furthermore, SEPTENI HOLDINGS also announces that it has revised its first quarter of fiscal year September 2012 earnings estimates. For further details, please refer to the announcement titled “SEPTENI HOLDINGS Announces Revision to First Quarter Fiscal Year September 2012 Consolidated Earnings Estimates and Booking of Extraordinary Loss.”

**January 25, 2012**

**AXEL MARK INC. Changes its Earnings Estimate Disclosure Policy,  
Revises Its Consolidated Earnings Estimate**

AXEL MARK INC. announces that it has decided to make changes to its earnings estimate disclosure policy as part of its ongoing efforts to quickly provide investors with accurate earnings information. Along with details of this change, AXEL MARK also announces revisions to its first half and full year earnings estimates for the fiscal year September 2012 originally announced on November 4, 2011.

**1. Changes in Earnings Estimate Disclosure Policy**

Our group's operations are comprised of the three main businesses of "social games," "contents," and "advertising." In particular, we are concentrating efforts upon the social games business due to its strong future growth potential. The social games related market is changing rapidly and its scale is growing quickly, which makes forecasting future growth rates difficult. Furthermore the ability to produce hit products also has a profound impact upon earnings. The contents and advertising businesses are subject to similar issues, with the rapid diffusion of smartphones making forecasting of user numbers and advertising demand difficult. Therefore there is a potential for large fluctuations in earnings given that much of our services are still provided to conventional cellular telephones. In light of the above conditions, we have determined that making accurate half and full year earnings estimates has become difficult and will change its earnings disclosure policy to one where earnings estimates are announced from quarter to quarter.

In the future, we will announce earnings estimates for the quarter immediately following the term for which actual earnings results are announced.

**2. Revision of Earnings Estimates**

(1) First Half of Fiscal Year September 2012 Consolidated Earnings Estimates (From October 1, 2011 to March 31, 2012)

	Sales	Operating Income	Ordinary Income	Net Income	EPS
Previous Estimates (A)	Million Yen 1,658	Million Yen 18	Million Yen 16	Million Yen 13	Yen 289.28
Revised Estimates (B)	1,844	138	138	137	3,048.58
Divergence (B - A)	186	120	122	124	-
Divergence (%)	11.2	666.7	762.5	953.8	-

(2) Fiscal Year September 2012 Consolidated Earnings Estimates (From October 1, 2011 to September 30, 2012)

	Sales	Operating Income	Ordinary Income	Net Income	EPS
Previous Estimates (A)	Million Yen 3,453	Million Yen 100	Million Yen 96	Million Yen 92	Yen 2,047.22
Revised Estimates (B)	-	-	-	-	-
Divergence (B - A)	-	-	-	-	-
Divergence (%)	-	-	-	-	-

### (3) Reasons for the Earnings Estimate Revisions

#### <First Half of Fiscal Year September 2012 Consolidated Earnings>

In social games business, the major title of “Kingdom Chronicle” is experiencing stronger than expected growth in sales. Furthermore improvement in marketing activities resulting from a merger is expected to contribute to larger than expected reductions in selling, general and administrative costs. Consequently earnings are expected to exceed outstanding estimates.

#### <Fiscal Year September 2012 Consolidated Earnings>

As described above, because making accurate half and full year earnings estimates has become difficult, we have decided to retract full year consolidated earnings estimates announced on November 4, 2011.

### 3. Disclosure of Quarterly Earnings Estimates

#### (1) First Quarter of Fiscal Year September 2012 Earnings Estimates (From October 1, 2011 to December 31, 2011)

Quarterly earnings estimates are disclosed due to “1. Changes in Earnings Estimate Disclosure Policy” as above.

Sales:	JPY924 million
Operating Income:	JPY74 million
Ordinary Income:	JPY76 million
Net Income:	JPY75 million

#### (Notes)

1. The estimates provided above are based on the best information available at the time of their creation and do not take into account various unforeseen factors. Therefore actual earnings may differ from the estimates cited above.
2. First quarter of fiscal year September 2012 consolidated earnings estimates are based on the best information available at the time of their creation, but are not subject to the review by accounting auditors.

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