

SEPTENI Books Extraordinary Loss

SEPTENI HOLDINGS CO., LTD. (Stock code: 4293, Tokyo, Japan), a leading Internet advertising and related services provider, announced that its consolidated financial results for the first half of the fiscal year September 2012, including the booking of an extraordinary loss, as described below.

1. Details of the Extraordinary Loss

SEPTENI has revalued its goodwill related to the commerce business—a non-core business for the SEPTENI Group—in line with recent business trends and the uncertainty of the operating environment. SEPTENI accordingly has judged it unlikely that performance in this business category will recover as initially expected. Taking a conservative view, therefore, SEPTENI has treated the entire amount of goodwill related to this business as impaired, booking an impairment accounting loss of ¥130 million in its consolidated financial results for the first half of the fiscal year September 2012.

2. Impact on Operating Performance

The above-mentioned extraordinary loss is reflected in the consolidated financial statements contained in the Summary of Consolidated Business Results for the 2nd Quarter of fiscal Year September 2012, announced today.