

*December 18, 2012*

**SEPTENI HOLDEINGS Announces Consolidated Earnings Forecast  
for the First Quarter of the Fiscal Year September 2013**

SEPTENI HOLDINGS CO., LTD., announces its consolidated earnings forecast for the first quarter of the fiscal year September 2013, taking into consideration its recent earnings trend.

1. Earnings Forecast for the First Quarter of the Fiscal Year September 2013

(From October 1, 2012, to December 31, 2012)

(Millions of yen)

|  | Net Sales     | Operating Income | Ordinary Income | Net Income |
|--|---------------|------------------|-----------------|------------|
| Previous forecast  | —             | —                | —               | —          |
| <b>Current forecast</b>  | <b>10,700</b> | <b>200</b>       | <b>230</b>      | <b>120</b> |
| Year-on-year change (%)  | 10.2          | -45.4            | -43.6           | -6.6       |
| First Quarter of Previous Fiscal Year<br>(First Quarter of Fiscal Year September 2012) | 9,710         | 366              | 407             | 128        |

2. Background for the Consolidated Earnings forecast

As SEPTENI's mainstream Internet Marketing Business remains robust, we anticipate a year-on-year increase in segment sales and income.

In the Media Contents Business, SEPTENI expects to release four new social games during the quarter, some of which have been already released including "ARAD SENKI SG." However, as these titles were all released during or after the late November, we expect their contribution to sales to first become fully apparent from the second quarter. Since game development expenses have been booked up front, we expect this segment to generate an operating loss for the first quarter.

For these reasons, for the first quarter we anticipate consolidated net sales of ¥10,700 million, operating income of ¥200 million, ordinary income of ¥230 million and net income of ¥120 million.

In the social games business, we expect to release four new titles in the second quarter. Accordingly, we continue aggressive expansion of this business and anticipate early monetization in line.

< Note >

The estimates provided above are based on the best information available as of the time of this announcement and do not take into account various unforeseen factors. Actual performance may differ from the forecast figures indicated above.