



Ateam Inc. (Securities Code: 3662)

Business Report

Q3 FY2014 (Ended April 30, 2014)

Date: June 13, 2014

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(Reference)

Ateam Group Corporate Profile

- * From Q3 FY2013, Ateam Group releases consolidated financial statements.
- * Ateam's wholly owned subsidiaries A.T.brides Inc., Hikkoshi Samurai Inc., Ateam Lifestyle Inc., and A.T.Support Inc., which were spun off through demerger, are included in consolidated financial statements and are therefore incorporated into figures and comparisons on balance sheets in these materials.
- * Ateam NHN Entertainment Corporation, the new joint venture company established on January 23, 2014, is accounted for using the equity method of accounting.



1. Report on Q3 FY2014 (Ended April 30, 2014)

Q3 FY2014 Consolidated Result Topics

Overall

Both Revenue and Profit Up Y/Y and Q/Q, Achieved Record Revenue

- Revenue: JPY 3,309 million (Y/Y: 117.3%)
- Operating Income: JPY 534 million (Y/Y: 149.8%)

Entertainment

Both Revenue and Profit Up Y/Y, Revenue Down but Profit Up Q/Q

- Globally aimed title War of Legions revenue up Q/Q
- Dark Summoner revenue slightly up Q/Q, profit ratio remains high
- Derby Impact and Mahjong –Rising– continuing to trend favorably

Lifestyle Support

Both Revenue and Profit Up Y/Y and Q/Q, Achieved Record Revenue and Profit

- Record quarterly revenue achieved due to peak moving season and Sugukon Navi business rush ahead of consumption tax increase
- Navikuru revenue trending well during peak moving season thanks to many consumers purchasing vehicles when they relocate

Q3 FY2014 Consolidated Financial Result

- Both Revenue and Profit Up Y/Y and Q/Q in Q3, Record Revenue Achieved
- Lifestyle Support Division Revenue Surpassed Entertainment Division Revenue, Up 34% Y/Y and 21% Q/Q

Unit: Million JPY		FY2014		FY2013	Y/Y	FY2014	Q/Q
		Q3	% of revenue	Q3		Q2	
Revenue	Total	3,309	100%	2,820	117.3%	3,085	107.3%
	Entertainment	1,562	47.2%	1,520	102.7%	1,650	94.7%
	Lifestyle Support	1,747	52.8%	1,299	134.4%	1,435	121.7%
Operating income		534	16.1%	356	149.8%	369	144.7%
Ordinary income		541	16.3%	360	150.2%	379	142.4%
Net income		326	9.9%	222	146.4%	209	155.5%

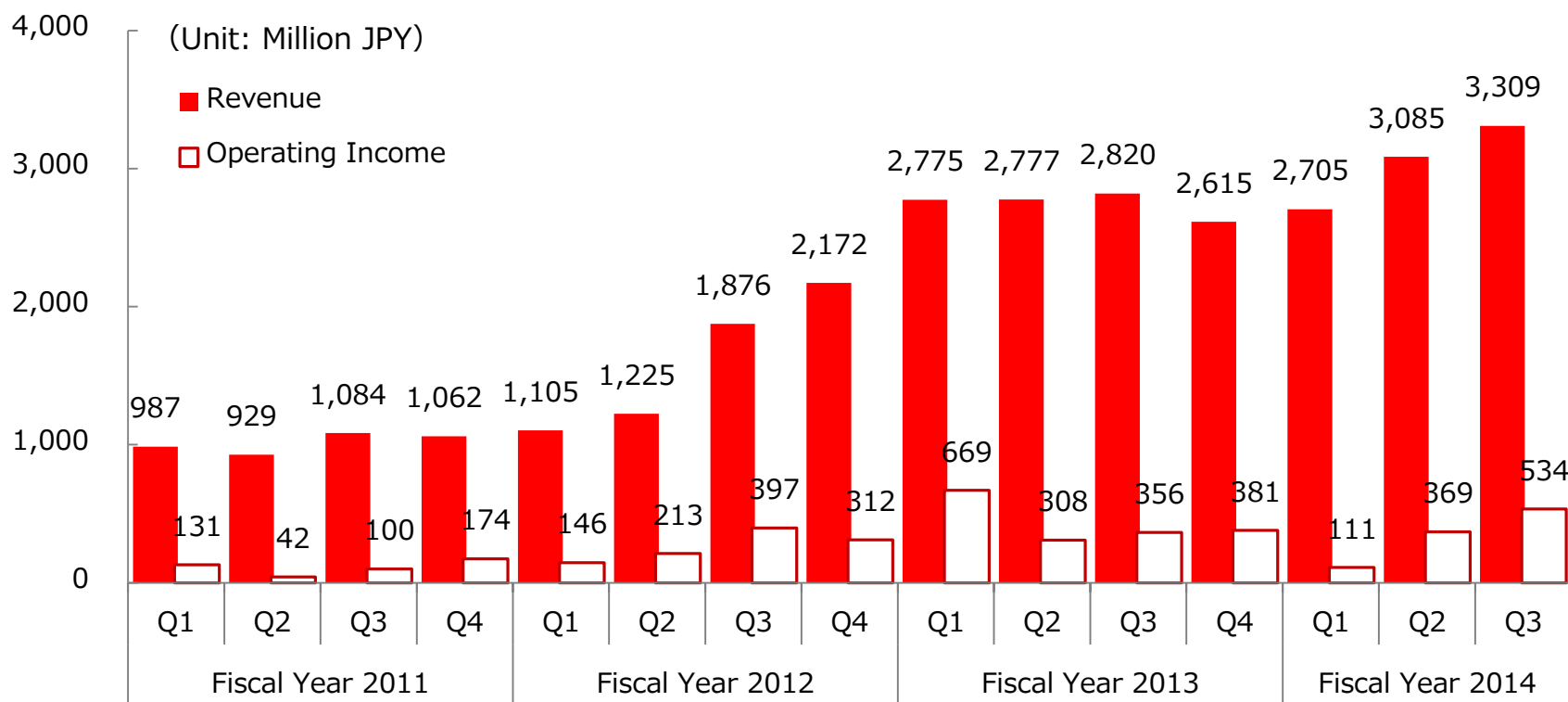
Q3 FY2014 Nine-Month Financial Result

- ❑ Nine-month Revenue Up but Profit Down Y/Y
- ❑ Full Year Forecast Progressing as Projected in Adjusted Forecasts Announced March 14, 2014

Unit: Million JPY		FY2014		FY2013	Y/Y	FY2014	Q/Q
		Q3	% of revenue	Q3		Q2	
Revenue	Total	3,309	100%	2,820	117.3%	3,085	107.3%
	Entertainment	1,562	47.2%	1,520	102.7%	1,650	94.7%
	Lifestyle Support	1,747	52.8%	1,299	134.4%	1,435	121.7%
Operating income		534	16.1%	356	149.8%	369	144.7%
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Net income		326	9.9%	222	146.4%	209	155.5%

Quarterly Revenue & Operating Income Trend

- Lifestyle Support Business Achieved Record Revenue Thanks to Peak Business Period
- Increased Revenue in Lifestyle Support Business Led to Rise in Profit
- Profit Rebounding in Entertainment Division Due to Continuing Cost-Cutting Measures



Quarterly Trend of Management Indexes

- Continuing Efforts to Reduce Subcontractor Expenses, Making Investments for Business Expansion

Unit: Million JPY	FY2012 (Ended July 31, 2012)				FY2013 (Ended July 31, 2013)				FY2014		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3
Revenue	1,105	1,225	1,876	2,172	2,775	2,777	2,820	2,615	2,705	3,085	3,309
Operating income	146	213	397	312	669	308	356	381	111	369	534
Advertising expenses	314	409	702	905	933	1,238	1,240	898	1,029	1,123	1,213
Labor costs, recruitment expenses	352	352	415	419	445	515	535	586	647	650	649
Mobile device fees, commissions	94	108	161	259	406	416	387	391	356	434	461
Subcontractor expenses, server maintenance fees	52	43	56	98	104	110	127	185	276	236	153
Office rental fees	45	46	47	50	76	81	89	90	102	107	108
Employees (Unit: People)	261	262	288	300	334	374	417	446	485	502	538

*Number of employees includes directors, auditors, full-time employees, contract employees, and part-time workers of all Ateam Group companies

*Starting Q1 FY2013, the number of part-time employees is calculated in FTE (Full-Time Equivalent)

Expense Overview

- ❑ Cutting Costs in Entertainment Division, Increased Investments in Lifestyle Support Business For Peak Business Period and New Services

Unit: Million JPY		Q3 FY2014		Q2 FY2014		Expense Details
		Amt.	% of Revenue	Amt.	Q/Q	
Advertising expenses	Ent.	145	4.4%	245	-41.0%	Continuing advertising in line with revenue, executing cost-cutting measures
	Lifestyle	1,054	31.9%	865	+21.8%	Increased due to Navikuru and Sugukon Navi rushes, Hikkoshi Samurai's peak business period. Invested in cashing service advertisement.
Labor costs, recruitment expenses	Ent.	320	9.7%	318	+0.6%	—
	Lifestyle	220	6.7%	222	-0.7%	—
Mobile device fees, payment commissions	Ent.	372	11.3%	379	-1.9%	Reduced due to decreased revenue
	Lifestyle	69	2.1%	37	+86.7%	Air conditioner installation consignment fees increased due to peak moving season
Subcontractor expenses, server maintenance fees	Ent.	139	4.2%	217	-36.0%	3 months of reductions in subcontractor expenses for Dark Rebirth and War of Legions reflected
	Lifestyle	6	0.2%	7	-14.2%	—
Office rental fees	Ent.	44	1.3%	42	+4.9%	—
	Lifestyle	59	1.8%	58	+0.4%	—
Others	Ent.	77	2.3%	88	-12.2%	Expenses reduced due to development costs of new titles accounted for assets
	Lifestyle	75	2.3%	52	+44.8%	Cost of goods sold for "cyma" increased

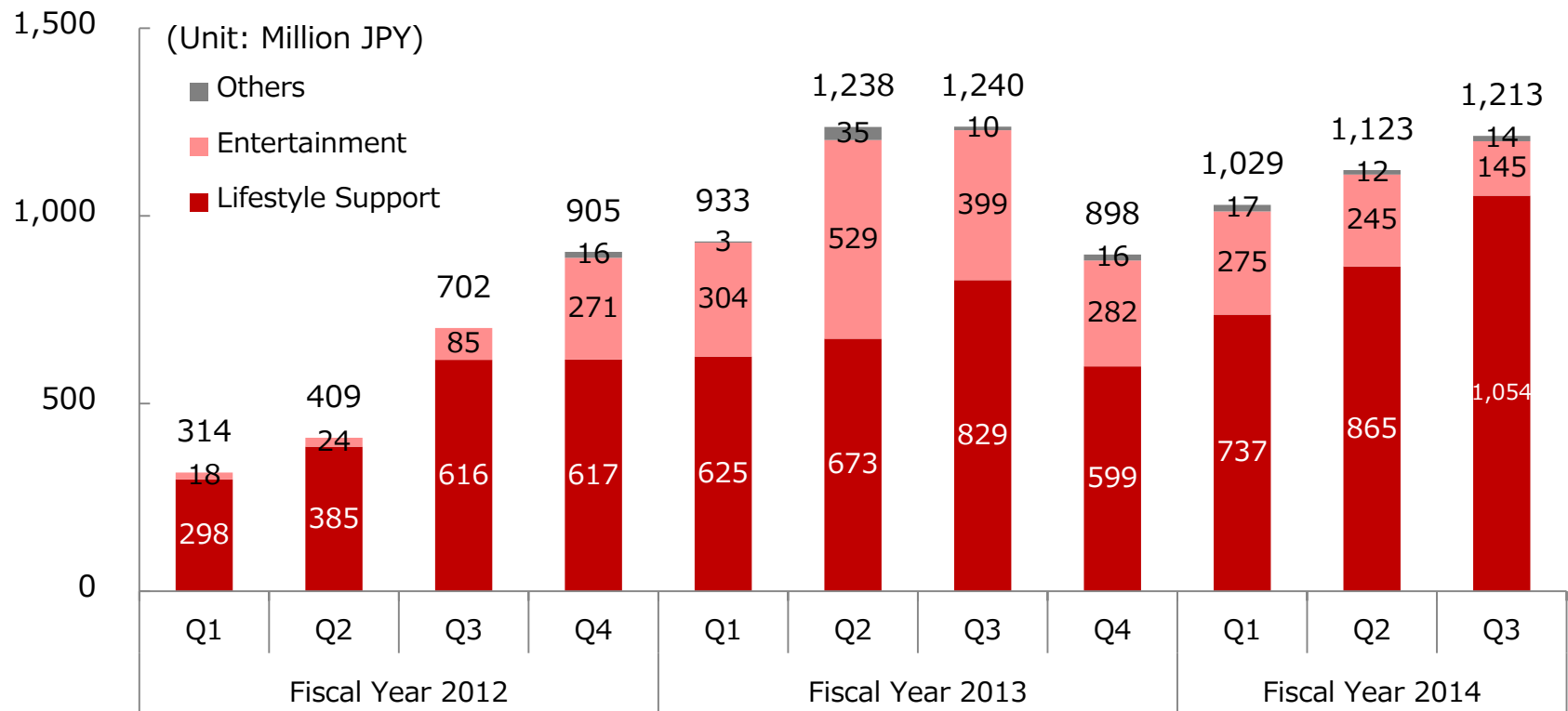
Advertising Expense Trends Classified by Division

Entertainment

- ❑ Cut Costs, Revised Promotional Costs for Various Titles Based on Analysis of Key Performance Figures

Lifestyle Support

- ❑ Expenses Rose Due to Increased Advertising for Hikkoshi Samurai's Peak Business Period, Navikuru and Sugukon Navi's Business Rush Ahead of April's Consumption Tax Increase, and Promotion of New Services

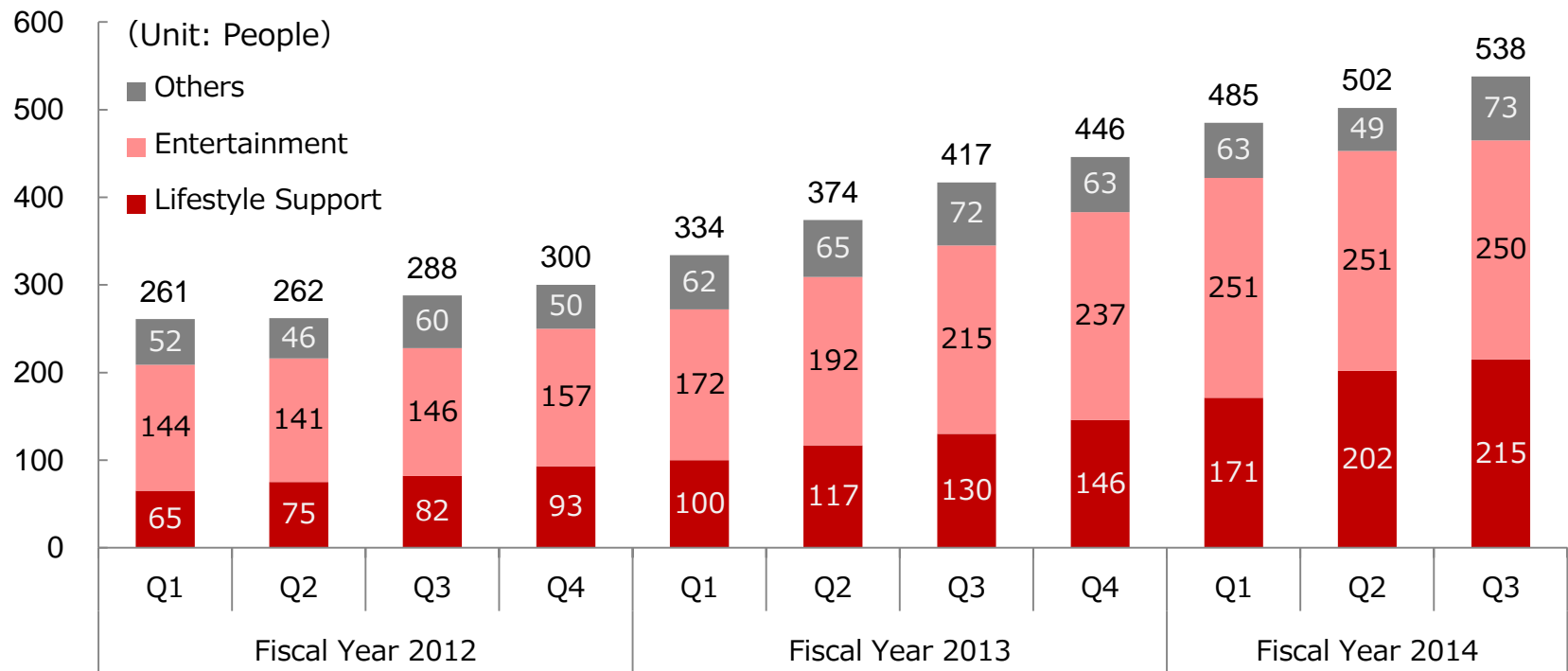


*Others = Administration Division, Technology Development Division, and other divisions

Number of Employees Classified by Division

34 University Graduates Hired in April

- 27 hired in Ateam Inc. (included in “Others” figure below), 7 hired in subsidiary companies (included in “Lifestyle Support” figure below)
- New graduates will be assigned to departments after completing training



*Number of employees includes directors, auditors, full-time employees, contract employees, and part-time workers of all Ateam Group companies

*Starting Q1 FY2013, the number of part-time employees is calculated in FTE (Full-Time Equivalent)

*Others = Administration Division, Technology Development Division, and other divisions

Balance Sheet

- ❑ Current Assets Increased Due to Addition of Inventories
- ❑ Depreciation Seen, But Software Assets Increased From New Titles Currently Under Development
- ❑ Despite the Decrease in Shareholder's Equity Due to the Payment of Surplus Dividends (Interim Dividends), Overall Shareholder's Equity Rose Thanks to Retained Earnings

Unit: Million JPY	End of Q3 FY2014	End of Q2 FY2014	Unit: Million JPY	End of Q3 FY2014	End of Q2 FY2014
Current assets	3,627	3,493	Current liabilities	1,085	1,134
Cash equivalent	1,552	1,633	Fixed liabilities	0	0
Accounts receivable	1,488	1,410	Total liabilities	1,085	1,134
Fixed assets	1,421	1,345	Interest-bearing liabilities	0	0
Tangible assets	121	118	Shareholder's equity	3,912	3,675
Intangible assets (software)	368	358	Total net asset value	3,963	3,704
Total assets	5,048	4,838	Liabilities and net assets	5,048	4,838

Dividends

- FY2014 Year-End Dividend Distribution is Pending; Aiming to Distribute Similar Dividend Ratio to FY2013

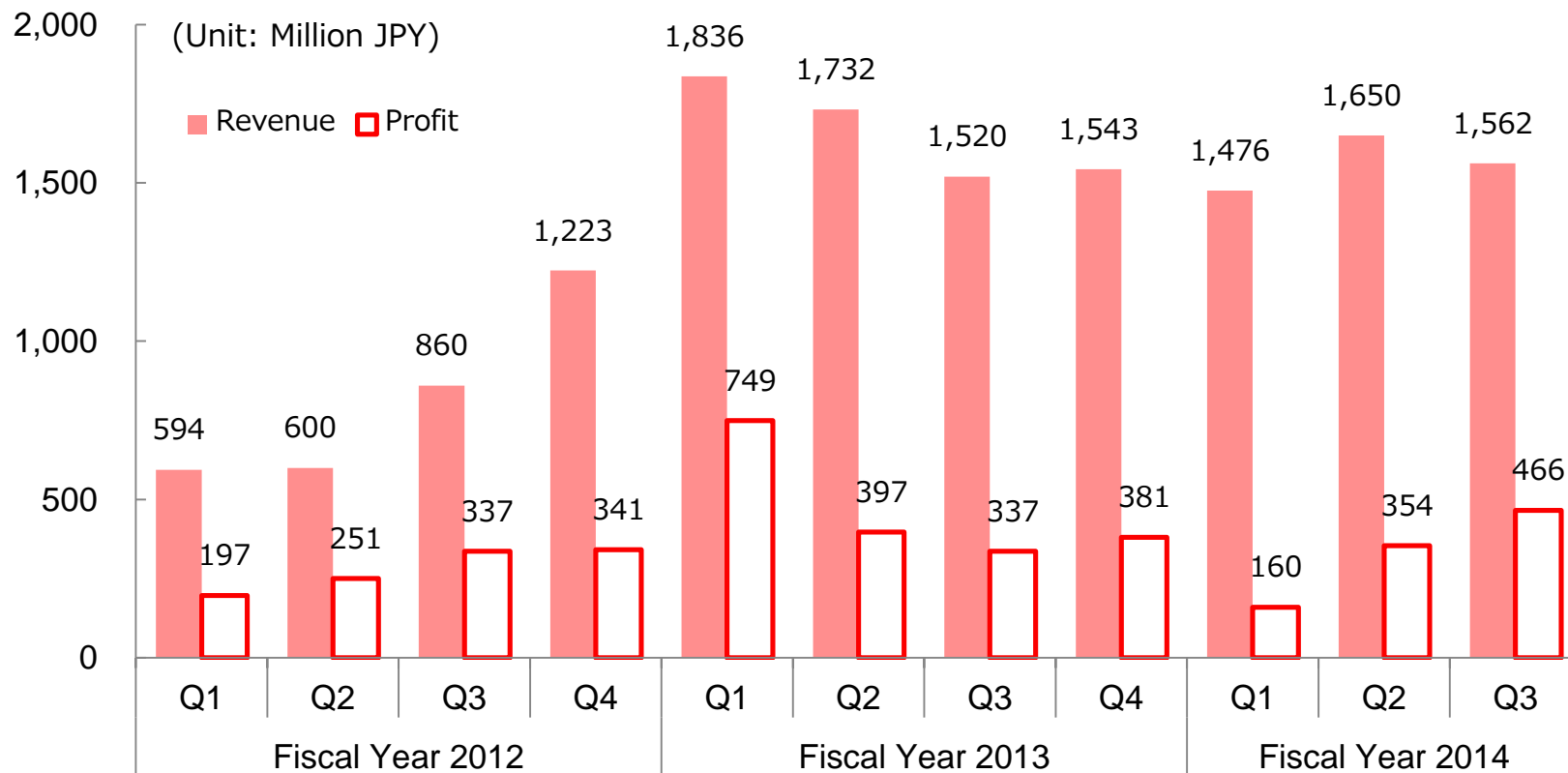
	FY2012 (Ended July 31, 2012)	FY2013 (Ended July 31, 2013) Dividends		FY2014 (Ending July 31, 2014) Dividends	
		Interim	Year End	Interim	Year End
Date of right allotment	--	January 31, 2013	July 31, 2013	January 31, 2014	Pending
Date of dividend distribution	--	April 4, 2013	October 11, 2013	April 4, 2014	Pending
Dividend per share	--	JPY 11.22 (Special dividend JPY 10) (Commemorative dividend JPY 1.22)	JPY 10 (Ordinary dividend JPY 10)	JPY 10 (Ordinary dividend JPY 10)	Pending
Total dividend amount	--	JPY 203,531,000		JPY 9,623,600	Pending
Payout ratio (annual total)	--	19.53%		Pending	



2. Major Business Activities – Entertainment Division

Entertainment Division Quarterly Revenue and Profit Trends

- Revenue and Profit Up Y/Y, Revenue Down but Profit Up Q/Q
 - Existing titles War of Legions, Dark Summoner, and Derby Impact trending well, total revenue from these three main titles slightly up Q/Q
- Decreased Q/Q Revenue Mainly Seasonal, Caused by Downturn After Year-End/New Year In-game Events



Entertainment Division Topics – Q3 FY2014

Games



- Continuing to contribute over JPY 100 million in monthly sales, revenue up Q/Q



- Continuing to contribute over JPY 100 million in monthly sales
- Released on South Korean Google Play™ and iTunes App Store on February 13. Published locally by capital alliance partner NHN Entertainment Corporation



- Continuing to contribute over JPY 100 million in monthly sales. Rebound seen from downward sales trend, revenue slightly up Q/Q

Tools and Media



Lalune

- Women's health application "Lalune" has topped 100 million monthly page views on smartphones

Entertainment Division – Progress in Q4

Games



- Real-time guild battle RPG War of Legions set for release in Hong Kong, Taiwan, and Macau. Exclusive license agreement signed with Forgame Holdings Limited



- Celebrated one-year anniversary with large-scale campaign
- “Golden Week” campaign held late April/early May, one-year anniversary campaign began May 23. Both campaigns contributed favorable sales
- Surpassed 2.5 million download milestone on June 13

Tools and Media



Lalune

- Women’s health application “Lalune” surpassed the 2 million download milestone on May 1
- Revenue from advertisements trending favorably



3 minute workout

- 3 minute workout, the newest addition to the ZeroApp series which has achieved over 5 million total downloads, released on the iTunes App Store and Google Play™

Strategies for Various Platforms (Reprinted)

- ❑ We Plan to Balance Development Between Applications for the Messenger Platforms, Applications for SNS Platforms, and Applications for the App Store/Google Play

Messenger Platforms

- Enter the market through joint venture company Ateam NHN Entertainment, produce titles for messenger platforms such as LINE

SNS Platforms

- Continue and strengthen collaboration with GREE, Inc.

App Store/ Google Play

- Shift away from browser-based games and towards games that run natively on devices, strengthen releases

Status of Initiatives for Various Platforms

Messenger Platform Titles

- Development underway
 - The number of titles released, their release dates, etc. rely upon inspections and decisions made by publisher NHN Entertainment Corporation and platform operators
-

SNS Platform Titles

- Titles created in collaboration with GREE, Inc.
 - "AKB48 Stage Fighter" continuing focus on operation
 - "NARUTO Shinobi Masters" terminated service on April 17, 2014
-

App Store / Google Play Titles

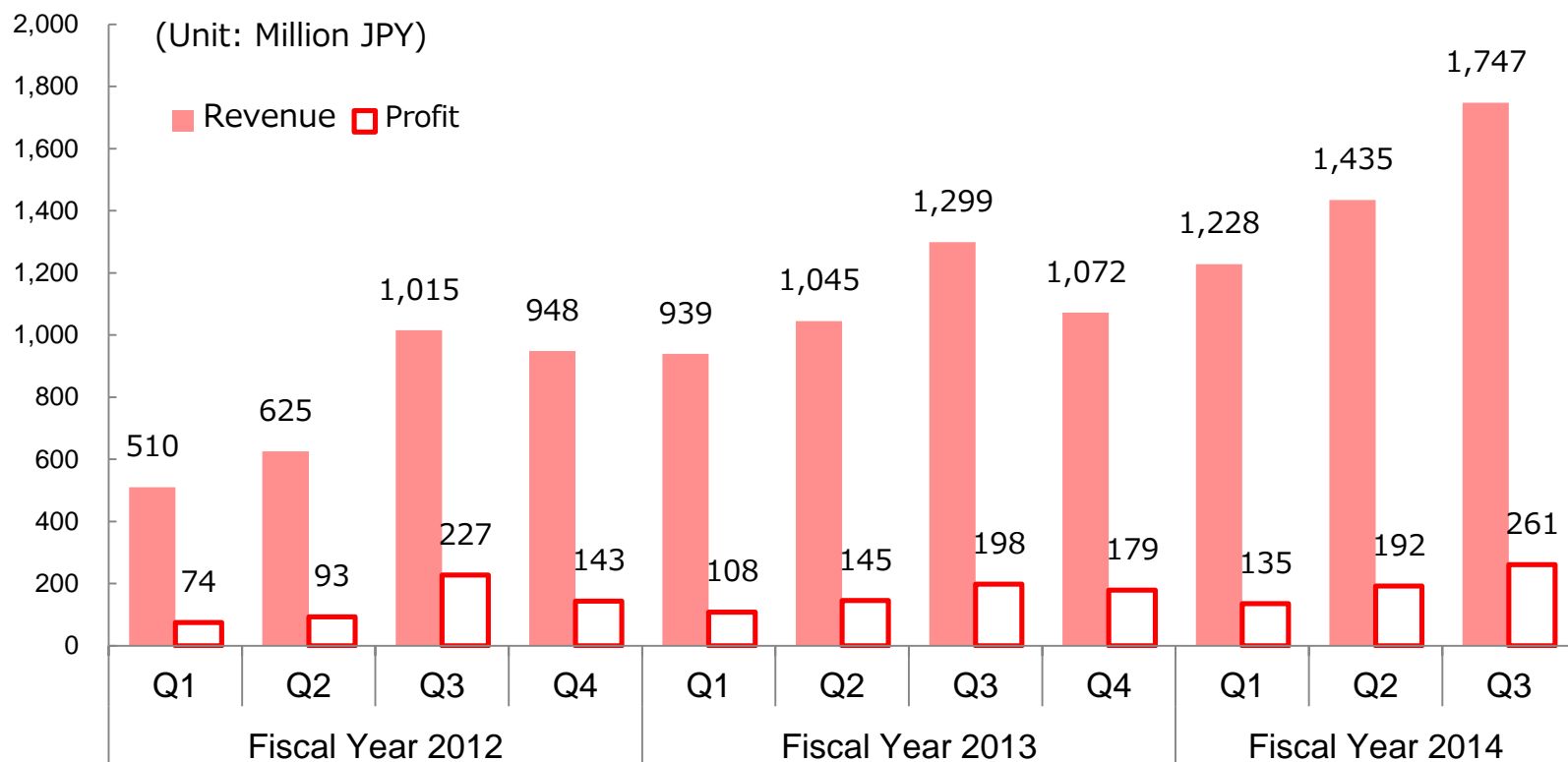
- Currently developing games that run natively on user devices, casual games, tools, and media applications
-



3. Major Business Activities – Lifestyle Support Division

Lifestyle Support Division Quarterly Revenue and Profit Trends

- Both Revenue and Profit Increased Y/Y, Q/Q
- Record Quarterly Revenue and Profit Achieved



Lifestyle Support Division Topics – Q3 FY2014

Moving Services

Hikkoshi Samurai



Moving company
search service

- Good: Maintaining top-class market share
- Good: Moving trucks were in short supply during peak moving period, causing business rush to extend into late April. This created high sales trends throughout the quarter and record quarterly revenue
- Good: Cost per customer acquisition continuing to fall, large rebound seen in profit

Automobile Services

Navikuru



Online used car
appraisal service

- Good: Maintaining top-class market share
- Good: Early-quarter business rush seen ahead of April's consumption tax increase and peak moving period led to continuing rise in used car transactions, favorable revenue trend
- Bad: Decrease in transactions seen after April's consumption tax increase, leading to a shrink in profit

Bridal Services

Sugukon Navi



Short-notice wedding hall
booking service



Presented by すく婚navi

- Good: February's Kansai region bridal event was well received by wedding halls
- Good: April's consumption tax increase caused rush in business, leading to large increase in contract result rewards and favorable profits
- Good: Released "Bride's Diary", a web page for real customers that successfully planned and held their ideal wedding in 180 days or less to share their stories

Lifestyle Support Division – Progress in Q4

Moving Services

Hikkoshi Samurai



- Good: Internet searches for key moving-related phrases return the Hikkoshi Samurai website as a top result
- Good: Peak moving period ended, business continuing in line with average. No large decrease in business seen after April's consumption tax increase

Automobile Services

Navikuru



Online used car appraisal service

- Bad: Peak business period came earlier than most years due to April's consumption tax increase. Decline in transactions seen from April on

Bridal Business

Sugukon Navi



Short-notice wedding hall
booking service

- Good: Contract result rewards favorable during May peak business period
- Good: Online customer acquisition continuing well
- Good: Plans to increase brides desks in Tokai region

FY2014 Plans - Lifestyle Support Division (Reprinted)

□ Aiming to Operate Subsidiaries and Expand into Peripheral Services to Increase Steady Revenue in Fiscal Year 2014



- Maintain top market share among moving company comparison sites, move to incorporate other moving-related services to meet market and internet user demand
- Increase services related to moving in order to boost revenue and profit
- Further increase Hikkoshi Samurai brand recognition



- Expand car appraisal service, car purchasing and selling sites
- Investigate possible new services



- Increase market share of Sugukon Navi
- Stabilize revenue from new services
- Expand into new regions of Japan



4. Outlook for FY2014 (Ending July 31, 2014)

Consolidated Forecasts for FY2014

- There are no revisions to the adjusted forecasts published March 14, 2014

Unit: Million JPY	FY2013 (Ended July 31, 2013)		FY2014 (Ending July 31, 2014)			
	Annual result	% of revenue	Interim Result	Full year forecasts	% of revenue	Y/Y
Revenue	10,989	100.0%	5,790	12,500	100.0%	113.7%
Operating income	1,717	15.6%	480	1,500	12.0%	87.4%
Ordinary income	1,718	15.6%	492	1,500	12.0%	87.3%
Net income	1,042	9.5%	266	883	7.1%	84.8%

Notes on FY2014 Cumulative Result Forecast

- ❑ Operating Various Services While Assessing Risks to Revenue and Profit
- ❑ No Large Growth Seen in the Entertainment Business, But Stable Operation Carried Out With Reliable Growth in Lifestyle Support Businesses

Entertainment

● Release of New Titles Expected to Be Pushed to FY2015

- After re-examining resources and strategies for various platforms, some titles planned for release this fiscal year have been canceled, others delayed to FY2015
- Titles for messenger platforms under development, frequent status updates and progress reports shared with publisher and platform operators

(Revenue and profit from new titles was not included in the adjusted forecasts released March 14, and has no effect on projections)

Lifestyle Support

● Management Focus on Maintaining Profit

- Revenue trending slightly below plan due to downturn after business rush ahead of April's tax increase, but operations adjusted to maintain profit line
- However, proactive investments were made into online bicycle vendor "cyma" and card loan/cashing search site "Navi Navi Cashing"



5. Medium- and Long-Term Outlook

Balancing Stability and Growth Between Two Divisions

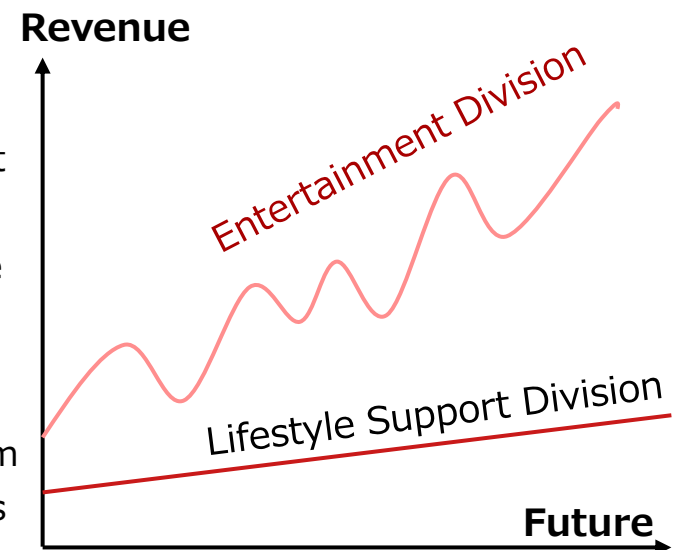
- ❑ Running Two Divisions with Different Focuses to Achieve Balanced Financial Stability and High Business Growth For The Next 100 Years

Entertainment

- While blockbuster titles can generate massive profits, they require continuous updating to keep them appealing to users
- Able to provide a common title all over the world based on the common technical specifications of smartphones

Lifestyle Support

- Stable and continuous improvement in profits is expected if these services spread further and become household names
- Enrich new services one after another so that people can use them in various stages of their entire lives



Medium- and Long-term Business Outlook

(Figures Listed Are Goals)

Entertainment

We Plan, Develop, and Operate from Japan, but will Provide Our Services to Countries All Over the Globe

- In addition to North America, we will target large European markets and Asian areas including Korea and China

We Aim to Develop Applications that Achieve Monthly Revenue Over JPY 1 billion Worldwide

- Achieve yearly revenue in the tens of billions of yen, with income from countries all over the world
 - Gain more than 50% of revenue from overseas
-

Lifestyle Support

Generate Yearly Revenue of JPY 2 billion to 5 billion from each of Our Existing Main Services

- JPY 10 billion to 20 billion total annual revenue from these services

Develop and Grow New Services and Consumer Websites

New Business

While Maintaining the Success of the Two Divisions, We Hope to Venture into Various New Businesses Henceforth to Create New Revenue Sources and Further Enrich Consumer Lives



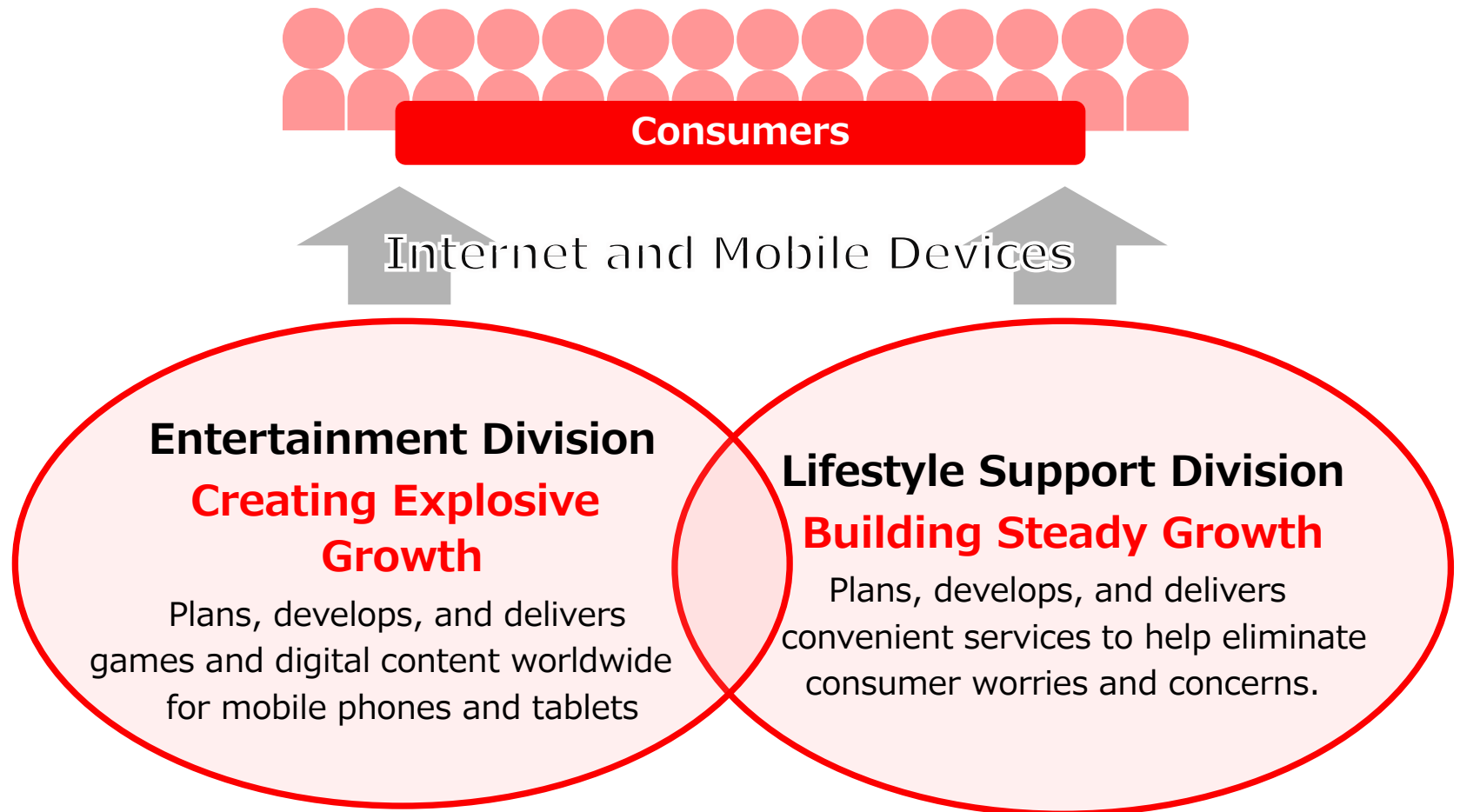
(Reference)

Ateam Group Profile

www.a-tm.co.jp/en/ir/

Two Business Divisions

We provide a variety of services to consumers via the internet and mobile devices



Corporate Profile (as of April 30, 2014)

Company Name	Ateam Inc.
Stocks Listed on	Section 1 of the Tokyo Stock Exchange (Code: 3662)
Head Office	32F and 36F of Nagoya Lucent Tower
Osaka Studio	26F of Umeda Hankyu Bldg. Office Tower
Incorporated on	February 29, 2000
Account Settled in	July
Affiliated Banks	The Bank of Tokyo Mitsubishi UFJ Nagoya Main Office SMBC Nagoya Ekimae Branch
Auditor	Deloitte Touche Tohmatsu (DTT)
Group Companies (Fully owned subsidiaries)	A.T.brides Inc. Hikkoshi Samurai Inc. Ateam Lifestyle Inc. A.T.Support Inc.
Group Companies (Equity-method affiliate)	Ateam NHN Entertainment Inc.
Consolidated Revenue	JPY 10,989 million (FY2013, ended July 31, 2013)
Consolidated Ordinary Income	JPY 1,718 million (FY2013, ended July 31, 2013)
Consolidated Employees	463 (part-time employees excluded), 10 Directors



Nagoya Lucent Tower



Umeda Hankyu Bldg.



Workspace

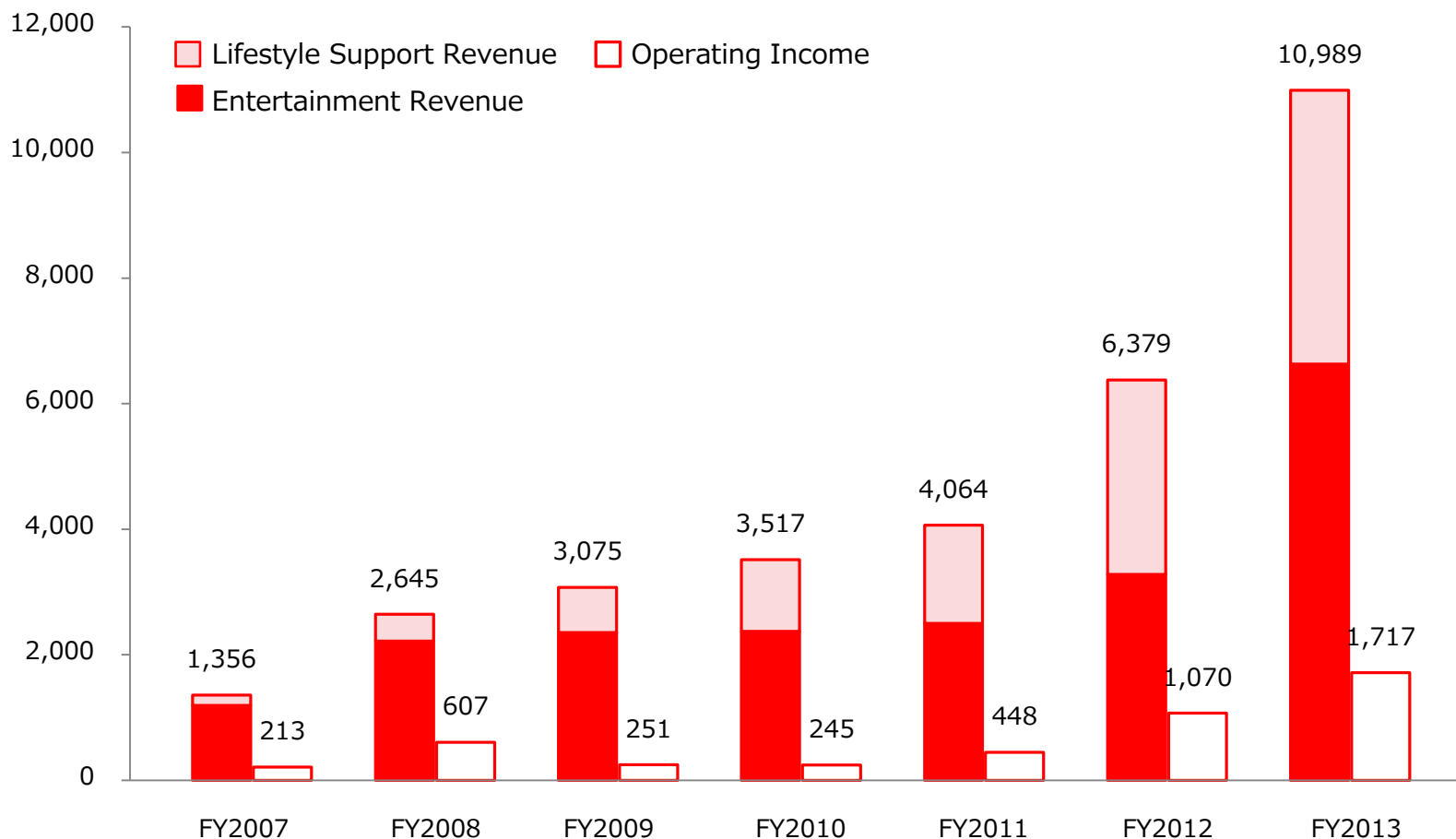


Osaka Studio



Performance Trend

(Unit: Million JPY)



Corporate Philosophy

**A Company
Where People
Enjoy Working**

**To Grow
For The Next
100 Years**

Sense and Technology That Enable Us to Offer Enjoyment and Satisfaction

- We will continue to make every effort to provide products and services to satisfy users of all of our products and services

A Company Where All Staff Can Work Together Happily

- We aim to create a bright, pleasant environment where people can find joy in their work. We strive to be a company that brings happiness to our employees, their families, and all our business partners

A Company That Is Supported by All And Is Constantly Growing

- We will fulfill our responsibilities as a member of a global society and we aim to be a company beloved and supported by all

Corporate Philosophy (Continued)

**A Company
Where People
Enjoy Working**

To be an indispensable part of life
To both our employees and society
as a whole

To Increase Profits
To return these profits to our employees,
shareholders, and society

**To be able to make those close to
us happy**

**To Grow
For The Next
100 Years**

**A company that permanently
remains prominent and
relevant worldwide**

Personal History of Takao Hayashi, President



Dec. 18, 1971

Born in Toki City, Gifu Prefecture

Dec. 1982

Started computer programming

March 1987

Graduated from Tajimi Junior High School

April 1987 -

Managed a private preparatory school and involved in part-time jobs of various types

June 1997

Started Ateam as an unincorporated enterprise

Feb. 29, 2000

Established Ateam Inc.

Personal History of Directors



Yukimasa Nakauchi

**Director, General Manager
of Entertainment Division**

**President of Ateam NHN
Entertainment Corporation**

- Born in August 1975
- Graduated from Keio University
- GMO Internet, Inc.
- GMO Entertainment, Inc. (President and CEO)
- GMO Games, Inc. (CEO)
- Increws Co., Ltd. (COO)
- Ateam Inc.



Atsushi Kato

**Director, General Manager of
Venture Business Planning &
Development Division**

Director of A.T.brides Inc.

- Born in April 1981
- Graduated from Graduate School of Kyoto University
- Chukyo TV Broadcasting Co., Ltd
- Ateam Inc.



Takahiro Makino

Director

- Born in June 1968
- Graduated from Nagoya University
- Information Services International-Dentsu, Ltd.
- Microsoft Corporation
- INSPIRE Corporation
- Wingtop Corporation (CEO)
- Ateam Inc.

Personal History of Corporate Officers

Hiroaki Takahashi

Corporate Officer, Technology

Director at A.T.brides Inc.

- Born in November 1974
- Completed Masters in the Department of Information and Computer Science at Keio University
- Nomura Research Institute, Ltd.
- NEXT Co., Ltd.
- Ateam Inc.

Hiroyuki Kumazawa

**President of
Hikkoshi Samurai Inc.**

President of A.T.Support Inc.

- Born in May 1977
- Graduated from Chuo Koto Gakuin
- Chubu Setsubi Co., Ltd
- Ateam Inc.

Chihiro Sato

**Corporate Officer,
General Manager
of Administration Division**

Director at Ateam Lifestyle Inc.

- Born in February 1970
- Graduated from Aichi University
- THE GIFU SHINKIN BANK
- Nippon Ichi Software Inc. (Director)
- Ateam Inc.

Personal History of Corporate Officers

Fumio Mase

Corporate Officer

**President of
Ateam Lifestyle Inc.**

**Director at
A.T.brides Inc.**

- Born in January 1984
- Graduated from Kanazawa University
- Nikko Cordial Securities Inc.
- Ateam Inc.

Brady Mehagan

Corporate Officer

**General Manager of
Global Business Department**

- Born in May 1980
- Graduated from Lakehead University
- IPE Academy
- Intelligent Systems Co., Ltd.
- Ateam Inc.

Personal History of Audit & Supervisory Board Members

Hayatoshi Uto

Audit & Supervisory Board Member

Auditor at A.T.brides Inc.

Auditor at Ateam Lifestyle Inc.

Auditor at A.T.Support Inc.

- Born in March 1968
- Graduated from Chuo University
- Sinto Kogio, Ltd.
- Buffalo of Melco Group
- Ateam Inc.

Kazuo Yamada

CPA/Tax Attorney, Part-Time Auditor

- Born in February 1963
- Graduated from Tsukuba University
- Sega Corporation
- Tokai & Co.
- Registered as CPA and a Tax Attorney
- Yamada Kazuo Accounting Office

Yoshihiro Tajima

Attorney, Part-Time Auditor

- Born in March 1939
- Graduated from Chuo University
- Registered as an Attorney
- Vice-Chairman of the Nagoya Attorneys Association
- Law Offices of Tajima & Mizutani
- Current Auditor of Hyojito Co., Ltd., Giken. and Yoshitake, Inc.

Personal History of Subsidiary Representatives



Hiroyuki Kumazawa

**President of
Hikkoshi Samurai Inc.**

President of A.T.Support Inc.

- Born in May 1977
- Graduated from Chuo Koto Gakuin
- Chubu Setsubi Co., Ltd
- Ateam Inc.



Fumio Mase

**President of
Ateam Lifestyle Inc.**

- Born in January 1984
- Graduated from Kanazawa University
- Nikko Cordial Securities Inc.
- Ateam Inc.



Eriko Ohsaki

President of A.T.brides Inc.

- Born in September 1984
- Graduated from Aichi Mizuho University
- j-Project Corporation
- Development and Operation of an Internet Shop as a Personal Business
- Ateam Inc.

History

Jan 2014	Established Joint Venture Company Ateam NHN Entertainment Corporation with NHN Entertainment Corporation
Dec 2013	Development collaboration with NHN Entertainment Corporation
Aug 2013	Established Hikkoshi Samurai Inc., Ateam Lifestyle Inc., A.T.Support Inc. as subsidiaries of Ateam Inc.
Feb 2013	Established A.T.brides Inc. as a subsidiary of Ateam Inc.
Nov 2012	Relisted in Section 1 of TSE (relisted 233 days after TSE Mothers listing – the fastest relisting ever)
Sep 2012	Opened a studio in Osaka as a development site in the area
Apr 2012	Listed in TSE (Tokyo Stock Exchange) Mothers
Aug 2011	Development collaboration with GREE, Inc.
Jul 2010	• Launch of Lalune (women's health consultation service website)
Aug 2009	Release of Ateam's first social application
Oct 2008	• Launch of Sugukon Navi (short-notice wedding hall search, reservation, and information service) • Release of Ateam's first app for smartphones
Sep 2007	Launch of Navikuru (online car appraisal site)
Feb 2007	Headquarters transferred to Nagoya Lucent Tower
Sep 2006	Release of Eternal Zone (BREW). The first KDDI, Inc. EZweb MMORPG
Jun 2006	Launch of Hikkoshi Samurai (Moving company comparison site), the first service of what is now Ateam's Lifestyle Support Division
Nov 2004	Organizational change to joint stock corporation
Dec 2003	Opened a public website for mobile phones as the first service provided by what is now Ateam's Entertainment Division
Feb 2000	Ateam Ltd. Establish in Tajimi, Gifu Prefecture
Jun 1997	Takao Hayashi gets his first freelance software development contract in Toki City, Gifu

NHN Entertainment Corporation Outline (for reference)

□ Company Information

Company Name	NHN Entertainment Corporation
Location	NHN Ent. Play Museum, 629 Sampyeong-dong, Bundang-gu, Seongnam-si, Gyeonggi-do, 463-400, Korea
Representative	Chung Ujin, CEO
Date of establishment	August 1, 2013
Securities code	181710 (Korean Stock Exchange (KSE))

□ LINE GAMES

Developed in-house



LINE POP



LINE FISH ISLAND



LINE JELLY



LINE Dozer
(Subsidiary Title)

Published



LINE Birzzle Friends

□ Kakao GAMES

Developed in-house



FISH Friends
for Kakao



TEAM9 for Kakao



Wooparoo Mountain
for Kakao

Published



Pokopang for Kakao



WARA! Combini
for Kakao



Guardian Stone
for Kakao

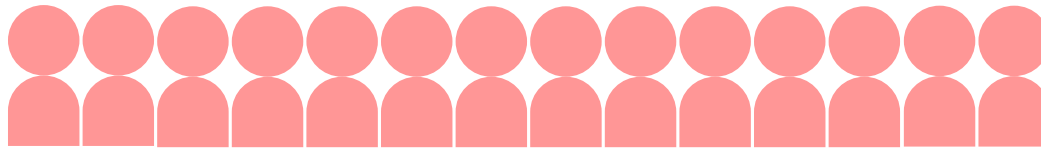
Outline of Joint Venture Company (for reference)



Company Name	Ateam NHN Entertainment Corporation
Location	Nagoya Lucent Tower, 6-1 Ushijima-cho, Nishi-ku, Nagoya 451-6036, Japan (Same as Ateam headquarters)
Representative	Yukimasa Nakauchi, President (Executive Director & Entertainment Division General Manager of Ateam)
Directors	Takao Hayashi (President of Ateam) Chung Ujin (CEO of NHN Entertainment) Choi HyungKew (Director of NHN Entertainment)
Audit & Supervisory Board Member	Ahn HyunShik (CFO of NHN Entertainment)
Business Description	Planning and development of game titles, centering on smartphone messenger platforms
Capital	JPY300 million *Include Additional paid-in capital: JPY150 million
Date of Establishment	January 23, 2014
Ratio of Share Holding	Ateam: 50% NHN Entertainment: 50%
End of Fiscal Year	July 31
Operational Launch	January 23, 2014

Entertainment Division Outline

Online Person-to-Person Connection



Social Applications

GREE
Mobage
mixi

Smartphone/Mobile Applications

iPhone
Android
Tablets

Feature Phone Content

KDDI
NTT DOCOMO
Softbank Mobile

Planning, developing, and operating games and digital entertainment content for mobile devices and tablets

Major Social and Smartphone Applications

Games



Mahjong -Rising-



War of Legions



Derby Impact



Dark Summoner

Titles produced in collaboration with GREE, Inc.



AKB48 Stage Fighter

© AKS
© GREE, Inc./Ateam
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Feature Phone Content



Million Versus



Eternal Zone

Tools and Media

Women's Health



Lalune

Smartphone Customization



[+]HOME



[+]icon

ZeroApp Series



3 minute
workout



Eye
Training 3D



Quick Calorie
Control



Good Night's
Sleep Alarm

War of Legions



❑ Epic Fantasy Battle RPG

- Brought Global Real-Time Guild Battles to Smartphone Devices for the First Time Ever



- Set in a fantasy world rich with ancient civilization touches
- Battle System utilizing monster and warrior characters
- Battles held between player-created guilds

Derby Impact



▣ 3D Horse Raising and Racing Game



- Race scenes rendered in full 3D
- Features many famous horses, jockeys, and races
- Real-time player-versus-player races held every five minutes

Dark Summoner



❑ Dark Fantasy Monster Battle Game

- Dark fantasy-themed global online monster battle game



- Over 3,000 original monster illustrations created by many famous artists
- Reached #1 top grossing rank on Japanese iPhone App Store
- Reached #1 top grossing rank on US Google Play

Mahjong –Rising–

❑ Free 3D Mahjong Game



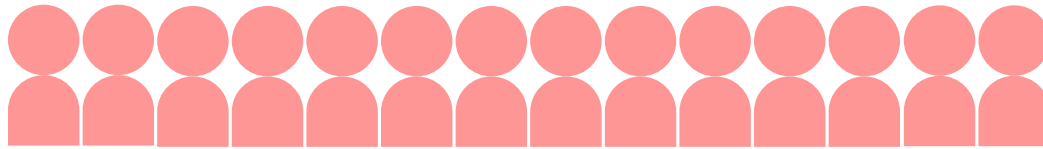
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- Extremely popular mahjong application featuring high-quality 3D graphics and computer opponents with top-notch artificial intelligence
- Playable offline versus computer-controlled opponents and online versus opponents from all over Japan
- Grading and ranking systems allow players to easily experience the mahjong world

Lifestyle Support Division Outline

Eliminating Consumer Concerns



Hikkoshi Samurai

Moving Company
Estimate Comparison
Site

Navikuru

Easy Car Appraisal
Site

Sugukon Navi

Short-Notice Wedding
Hall Search,
Reservation, and
Information

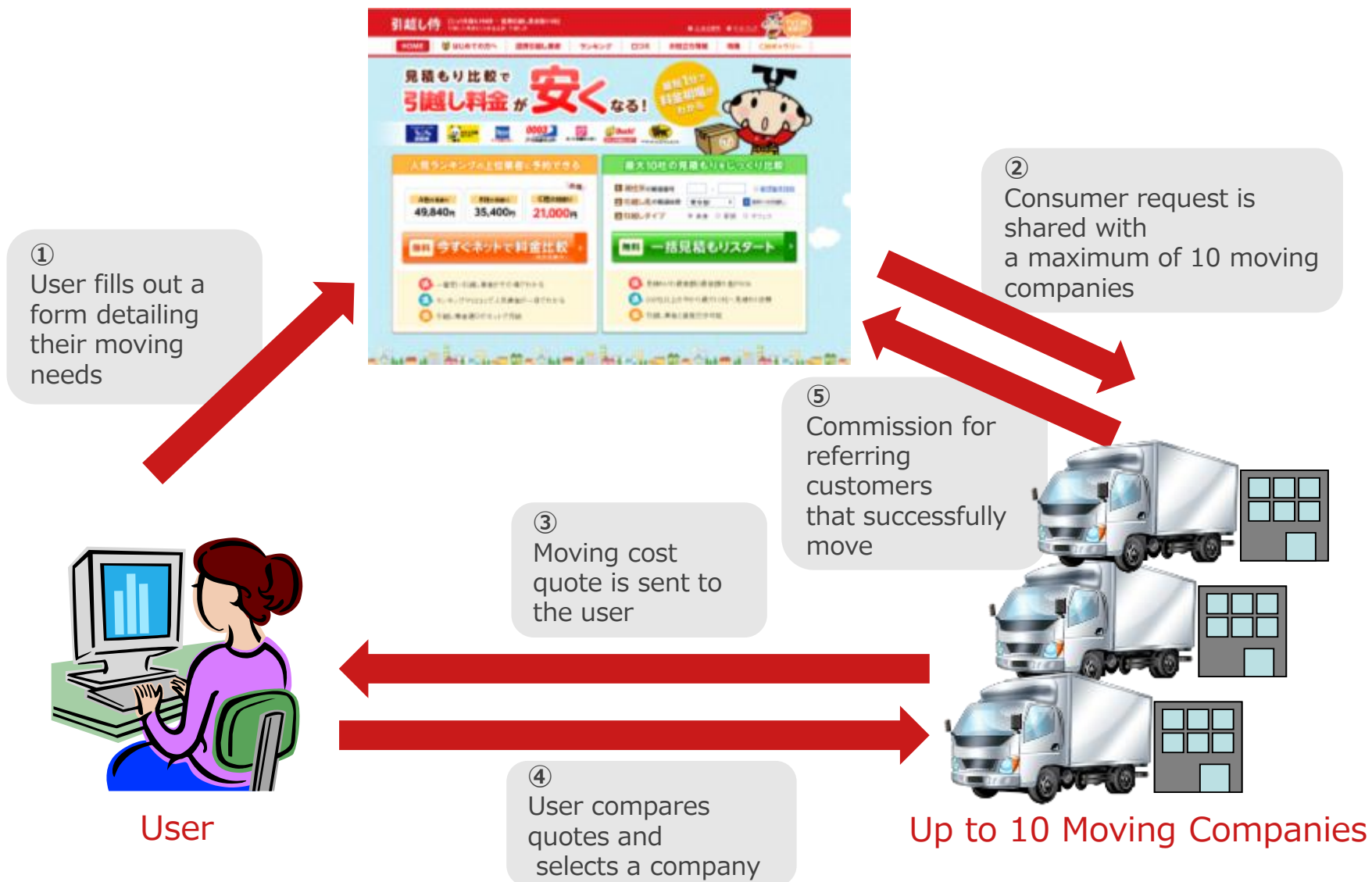
**Planning, developing, and operating comparison and
information websites related to daily lives of consumers**

Hikkoshi Samurai (Operated by Hikkoshi Samurai Inc.)

- ❑ Users Can Receive Quotations From Up to 10 Moving Companies by Filling Out a Form Detailing Their Moving Requirements
 - Form requires only current address, destination, desired move date, cargo amount
 - Income streams include commission for referring potential customers to a moving company and bonuses for successful contracts
- ❑ Working With Over 200 Moving Companies Throughout Japan (as of June, 2014)
- ❑ Expanding Channels of Connecting People With Other Services Often Required when Moving (e.g. Internet Service Providers)
 - Introduce several companies that provide services customers may use immediately before or after moving
- ❑ Promoting the Hikkoshi Samurai Brand Name



Moving Company Estimate Comparison Site Business Model



Navikuru (Operated by Ateam Lifestyle Support Inc.)

- ❑ Users Can Receive Quotations from Up to 10 Used Car Dealers by Filling Out a Form Detailing Their Vehicle
 - Form requires only basic information such as make, model, year, mileage, etc.
 - Income streams include commissions for referring potential customers to dealers
- ❑ Tie-ups With Used Car Dealers From All Over Japan
 - Strong relationships with members of Japan Automobile Distribution Research Institute (JADRI)

The banner features the Navikuru logo at the top left. The main text reads: 'かんたん入力32秒でできる♪ 最大10社の見積り比較 安心&無料の一括査定!!'. Below this, there are three steps: STEP01 (かんたん入力), STEP02 (最大10社への無料一括査定), and STEP03 (納付の最高価格で売却). A white car is shown in the center. On the right, there are three price bubbles: 'A社の査定額 180万円', 'B社の査定額 160万円', and 'C社の査定額 150万円'. At the bottom, there is a large orange button that says '今すぐ!! 無料査定をスタート!!'.

>>ナビクル（なびくる）の公式サイトへ

あなたの車一括査定!

車両情報入力

メーカー名	トヨタ	必須
車種名	ヴォクシー	必須
年式	2005年	必須
走行距離	5~6万キロ	必須

今すぐ32秒で査定

Sugukon Navi (Operated by A.T.brides Inc.)

❑ Short-Notice Wedding Halls Search, Reservation, and Information Site

すく婚navi

- Major incomes include advertising fees to the site, commissions for referring potential customers to wedding halls, and commissions for successful contracting

❑ Tie-ups With Wedding Halls in Japan's Tohoku, Kanto, Tokai, Kansai, Kyushu, and Chugoku Areas, as Well as Several Overseas

❑ 14 Brides Desks Opened Nationally

- 3 in Kanto area, 3 in Tokai area, 2 in Shizuoka, 5 in Kansai area, 1 in Kyushu area (as of June, 2014)

❑ Introduces Consumers to Various Services Related to Weddings Including Dress

Shopping, Ring Selection, After-Party Venue Booking, and More



Notes on Forecasts and Projections

These materials contain statements made based on current conditions, assumptions of future conditions, and internal forecasts. Unforeseen events may cause actual results to differ from content printed in these materials.

Such risks and uncertainties include general trade and market status, interest rate and exchange rate fluctuations, and the general economic status of Japanese and overseas markets.

Ateam Inc. is not responsible for updating or modifying the forecasts contained in these materials, even in the event that such unforeseen events occur in the future.



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