



Ateam Inc. (Securities Code: 3662)

Business Report

Q3 FY2015 (Ended April 30, 2015)

Date: June 12, 2015

[www.a-tm.co.jp/en/ir/](http://www.a-tm.co.jp/en/ir/)

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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 joint venture company established on January 23, 2014, is accounted for using the equity method of accounting.



## 1. Notice

[www.a-tm.co.jp/en/ir/](http://www.a-tm.co.jp/en/ir/)

# Notice

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## Dissolution of Capital Alliance and Liquidation of Joint Venture with NHN Entertainment

- No titles released through messenger platforms
  - In response to changes in the market environment and internal strategy, both companies re-examined their business investment plans
  - Relationship between Ateam and NHN Entertainment will continue even after the dissolution and liquidation are complete
- 

## Acquisition of Treasury Shares

- Total number and type of shares to be acquired: 580,000 common shares  
Total acquisition cost: JPY 2.0 billion (upper limit)
- 

## Revision of Consolidated Financial Forecast and Dividend Forecast

- Revised FY2015 full-year revenue forecast to JPY 15.5 billion (up JPY 0.5 billion, Y/Y 128.8%), operating income forecast to JPY 2.0 billion (up JPY 0.3 billion, Y/Y 137.7%)
  - Year-end dividend forecast revised to JPY 7.5 per share\*
- 

\* The company carried out a 2-for-1 split of its common stock on May 1, 2015 as the effective date. The revised forecast for year-end dividend per share is based on the post-stock-split. On a pre-stock-split basis, the year-end dividend forecast per share would be 15 yen, representing an effective 5 yen increase per share year-on-year.

# Notice of Opening of Tokyo Studio

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- ❑ In addition to Nagoya and Osaka, a Tokyo studio will be opened in order to strengthen smartphone and tablet native game development and operation with an ultimate goal of further overall growth in the future



Image of Shinagawa East One Tower

- Location: 8F, East One Tower, 2-16-1, Konan, Minato-ku, Tokyo, Japan
- Nearest station: JR Shinagawa Station
- Office area: 660m<sup>2</sup>
- Start of business: August 2015 (target date)
- Recruitment plan: 60-80 new staff  
(within FY2016)



## 2. Report on Q3 FY2015 (Ended April 30, 2015)

# Q3 FY2015 Consolidated Result Summary

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## Overall

Both Revenue & Profit Up Y/Y & Q/Q, Record Quarterly Revenue Achieved

- Revenue: JPY 4,407 million (Y/Y 133.2%, Q/Q 120.6%)
- Operating income: JPY 618 million (Y/Y 115.7%, Q/Q 115.7%)

## Entertainment

Existing Titles' Stable Performance and New Title Income Led to Rise in Revenue & Profit Y/Y & Q/Q, Record Quarterly Revenue

- Unison League **sales achieved record high in April**
- New title Three Kingdoms Smash! released in addition to existing titles' stable performance, **Entertainment monthly revenue jumped in April from JPY 0.5 billion to JPY 0.7 billion**

## Lifestyle Support

Both Revenue & Profit Up Y/Y & Q/Q, Record Quarterly Revenue Achieved

- Hikkoshi Samurai, Navikuru, and cyma in peak business season, **record quarterly revenue achieved**
- NaviNavi Cashing user base growing, **revenue grew significantly**

# Q3 FY2015 Consolidated Financial Results

- ❑ Record Quarterly Revenue Achieved in Both Divisions
- ❑ Both Revenue & Profit Up Y/Y, Q/Q
  - Entertainment revenue up 31.3% Y/Y, up 11.1% Q/Q
  - Lifestyle Support revenue up 34.9% Y/Y, up 30.3% Q/Q

Unit: Million JPY		FY2015		FY2014	Y/Y	FY2015	Q/Q
		Q3	Ratio	Q3		Q2	
Revenue	Total	4,407	100.0%	3,309	133.2%	3,656	120.6%
	Entertainment	2,051	46.5%	1,562	131.3%	1,847	111.1%
	Lifestyle Support	2,356	53.5%	1,747	134.9%	1,808	130.3%
Operating income		618	14.0%	534	115.7%	534	115.7%
Ordinary income		650	14.8%	541	120.2%	565	115.0%
Net income		401	9.1%	326	123.0%	353	113.5%



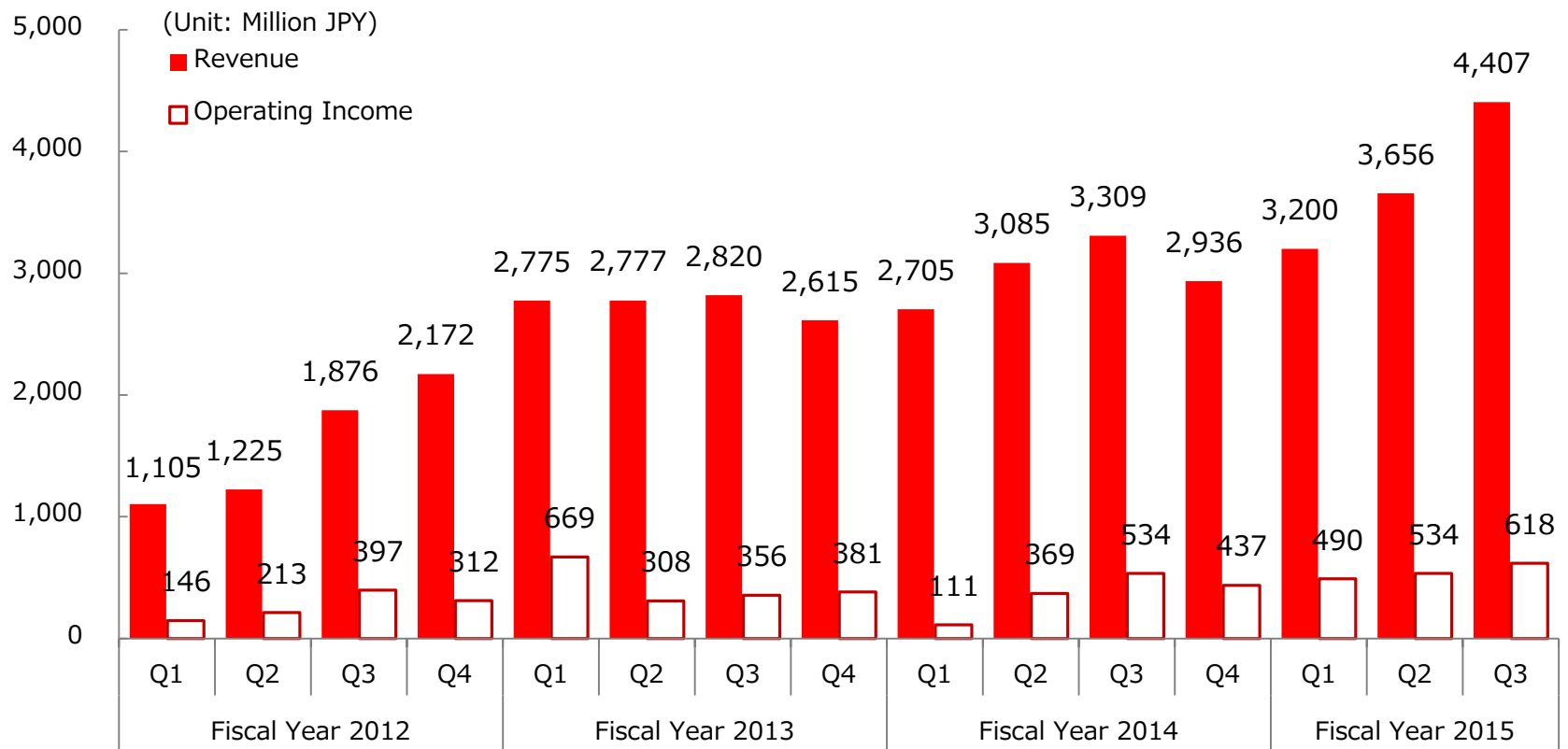
# Q3 FY2015 Nine-month Financial Results

- ❑ Both Revenue & Profit Up Y/Y
- ❑ Revenue and Profit Exceeded Initial Forecasts, Performance Forecasts Revised
- See page 26 for details on consolidated forecast revisions

Unit: Million JPY		FY2015		FY2014	Y/Y	FY2015	% of forecast	FY2015
		Nine months result	% of revenue	Nine months result		Full Year forecast (Jun 12 forecast)		Previous forecast (Sep 12 forecast)
Revenue	Total	11,264	100.0%	9,099	123.8%	15,500	72.7%	15,000
	Entertainment	5,449	48.4%	4,688	116.2%	-	-	-
	Lifestyle Support	5,815	51.6%	4,411	131.8%	-	-	-
Operating income		1,642	14.6%	1,014	161.9%	2,000	82.1%	1,700
Ordinary income		1,711	15.2%	1,033	165.6%	2,000	85.6%	1,700
Net income		1,083	9.6%	592	182.8%	1,200	90.3%	1,080

# Quarterly Revenue and Operating Income Trends

- Both Revenue & Profit Up Y/Y, Q/Q
- Both Divisions Performed Well, Record Quarterly Revenue Achieved



# Quarterly Trend of Major Management Indexes

## ❑ Invested in Promotion which Increased Advertising Expenses

Unit: Million JPY	FY2013 (ended July 31, 2013)				FY2014 (ended July 31, 2014)				FY2015		
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3
Revenue	2,775	2,777	2,820	2,615	2,705	3,085	3,309	2,936	3,200	<b>3,656</b>	<b>4,407</b>
Operating income	669	308	356	381	111	369	534	437	490	<b>534</b>	<b>618</b>
Advertising expenses	933	1,238	1,240	898	1,029	1,123	1,213	912	1,132	<b>1,439</b>	<b>1,903</b>
Labor costs, recruitment expenses	445	515	535	586	647	650	649	691	684	<b>682</b>	<b>695</b>
Mobile device fees, commissions	406	416	387	391	356	434	461	484	484	<b>559</b>	<b>671</b>
Subcontractor expenses, server maintenance fees	104	110	127	185	276	236	153	159	162	<b>190</b>	<b>197</b>
Office rental fees	76	81	89	90	102	107	108	100	110	<b>105</b>	<b>105</b>
Employees (unit: people)	334	374	417	446	485	502	538	541	531	<b>533</b>	<b>533</b>

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

\*The number of part-time employees is calculated in FTE (Full-Time Equivalent).

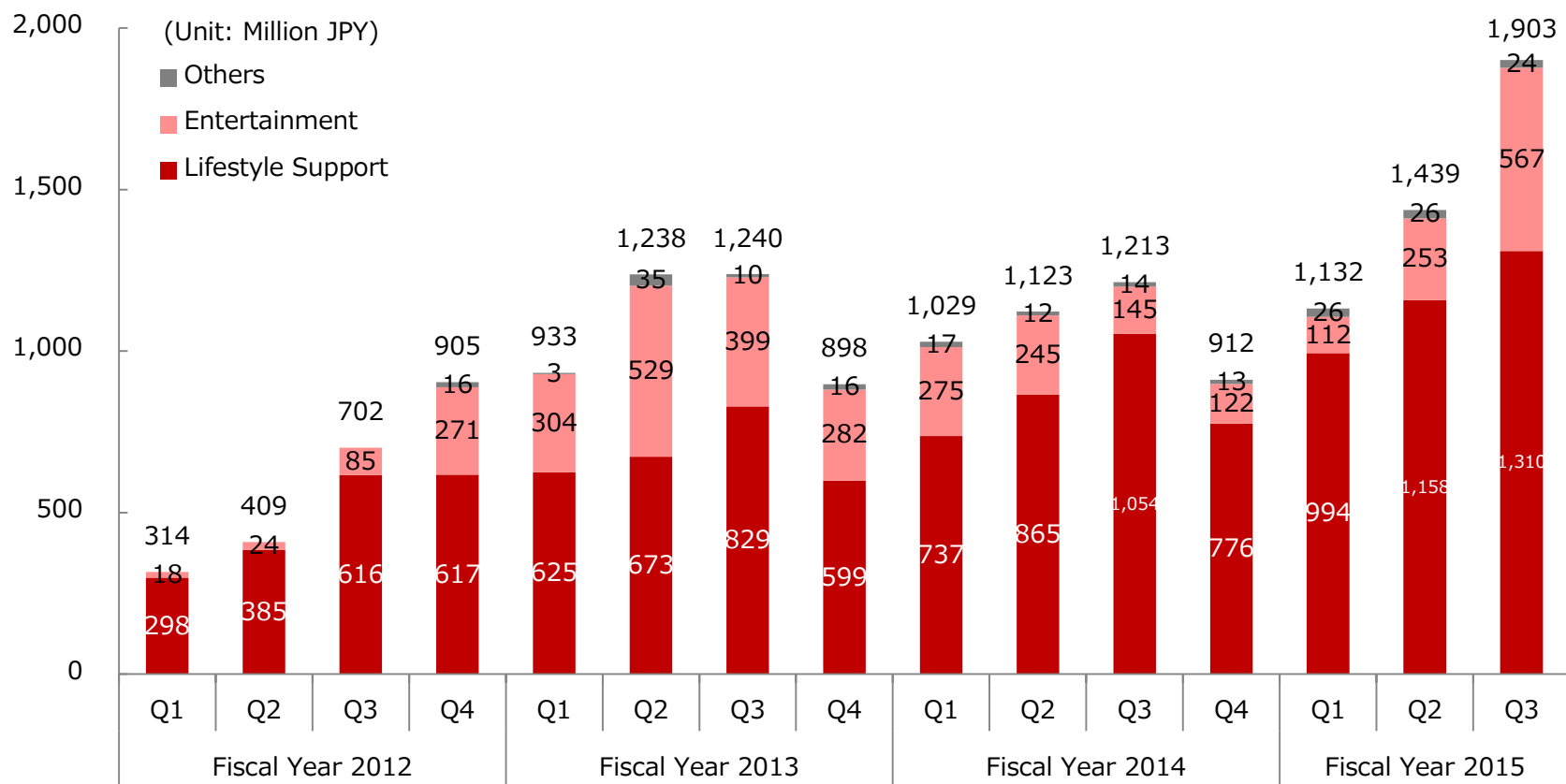
# Expense Overview

- Entertainment Division Aired Unison League TV Commercial, Lifestyle Support Division Advertised for Peak Business Season

Unit: Million JPY		FY2015 Q3		FY2015 Q2	Q/Q	Expense Details
		Amt.	% of Revenue	Amt.		
Advertising expenses	Ent.	567	12.9%	253	+123.6%	Greatly increased due to Unison League television commercial
	Lifestyle	1,310	29.7%	1,158	+13.1%	Increased due to peak business season promotion
Labor & recruitment costs	Ent.	324	7.4%	323	+0.3%	-
	Lifestyle	248	5.6%	243	+2.2%	-
Mobile device fees, payment commissions	Ent.	557	12.6%	474	+17.5%	Increased due to rising smartphone game revenue
	Lifestyle	98	2.2%	69	+42.3%	Subcontracting fees of moving-related services and cyma bicycle shipping fees increased due to seasonal factors
Subcontractor and server maintenance fees	Ent.	182	4.1%	175	+4.2%	Increased due to release of new smartphone game
	Lifestyle	9	0.2%	8	+11.8%	-
Office rental fees	Ent.	41	0.9%	41	-0.5%	-
	Lifestyle	57	1.3%	57	-0.3%	-
Other	Ent.	63	1.4%	38	+64.9%	Increased due to development expense rise
	Lifestyle	116	2.7%	85	+37.1%	Increased due to rising bicycle purchases

# Advertising Expense Trends Classified by Division

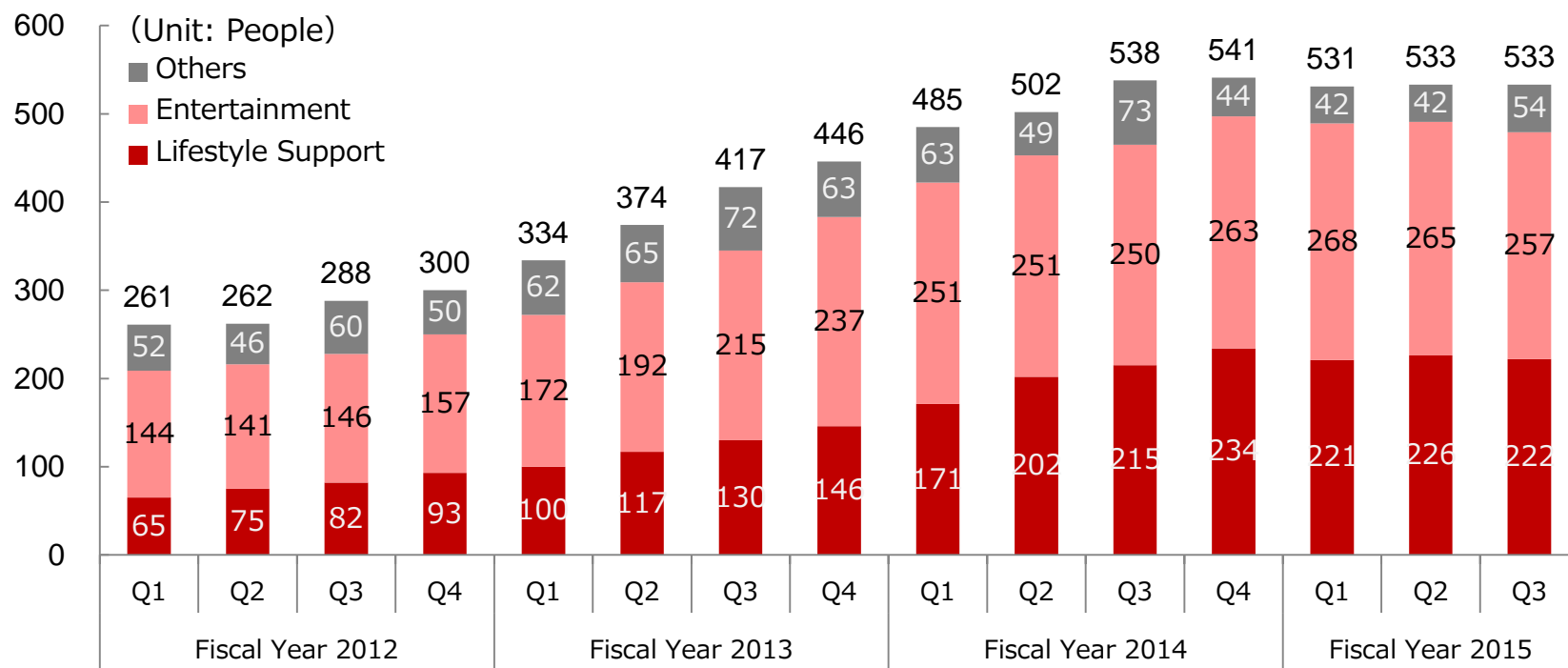
- Advertising Expenses Greatly Increased Due to Airing of Unison League TV Commercial (from Apr 17 to May 21)
- Expenses Further Increased Due to Peak Business Season Promotion



# Number of Employees Classified by Division

## 14 New University Graduates Hired in April

- 10 hired in Ateam Inc. (included in "Others" figure below), 4 hired in subsidiary companies (included in "Lifestyle Support" figure below)
- New graduates were assigned to departments on June 1 after completing training



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

\*The number of part-time employees is calculated in FTE (Full-Time Equivalent).

# Balance Sheet

- ❑ Increase in Retained Earnings Caused Rise in Net Assets
- ❑ Current Liabilities Increased Due to Rise in Accounts Payable and Income Tax Payable

Unit: Million JPY	Q3 FY2015	Q2 FY2015	Unit: Million JPY	Q3 FY2015	Q2 FY2015
Current assets	<b>5,600</b>	4,951	Current liabilities	<b>2,048</b>	1,664
Cash and cash equivalents	<b>2,617</b>	1,991	Fixed liabilities	<b>0</b>	0
Accounts receivable	<b>1,858</b>	1,726	Total liabilities	<b>2,048</b>	1,664
Fixed assets	<b>1,590</b>	1,533	Interest-bearing liabilities	<b>0</b>	0
Tangible assets	<b>119</b>	116	Shareholder's equity	<b>5,023</b>	4,717
Intangible assets (software)	<b>532</b>	492	Total net asset value	<b>5,142</b>	4,819
Total assets	<b>7,190</b>	6,484	Liabilities and net assets	<b>7,190</b>	6,484

# Dividends

## ❑ Year-end Dividend Forecast Revised to JPY 7.5 per share

- The company carried out a 2-for-1 split of its common stock on May 1, 2015 as the effective date. The revised forecast for year-end dividend per share is based on the post-stock-split. On a pre-stock-split basis, the year-end dividend forecast per share would be 15 yen, representing an effective 5 yen increase per share year-on-year.

## ❑ Aiming for Payout Ratio of 20% Subject to Full Year Performance

	FY2014 (Ended July 31, 2014)		FY2015 (Ended July 31, 2015)		
	Interim	Year-end	Interim	Year-end (after stock split)	Year-end (before stock split, for reference)
Date of right allotment	Jan 31, 2014	Jul 31, 2014	Jan 31, 2015	Jul 31, 2014	
Date of distribution	April 4, 2014	Oct 14, 2014	April 3, 2015	Oct 13, 2014 (planned)	
Dividend per share	JPY 10.0	JPY 10.0	JPY 10.0	JPY 7.5	JPY 15.0
Total dividend amount	JPY 192,982,000		JPY 96,830,000	-	
Payout ratio (full year)	23.88%		-		



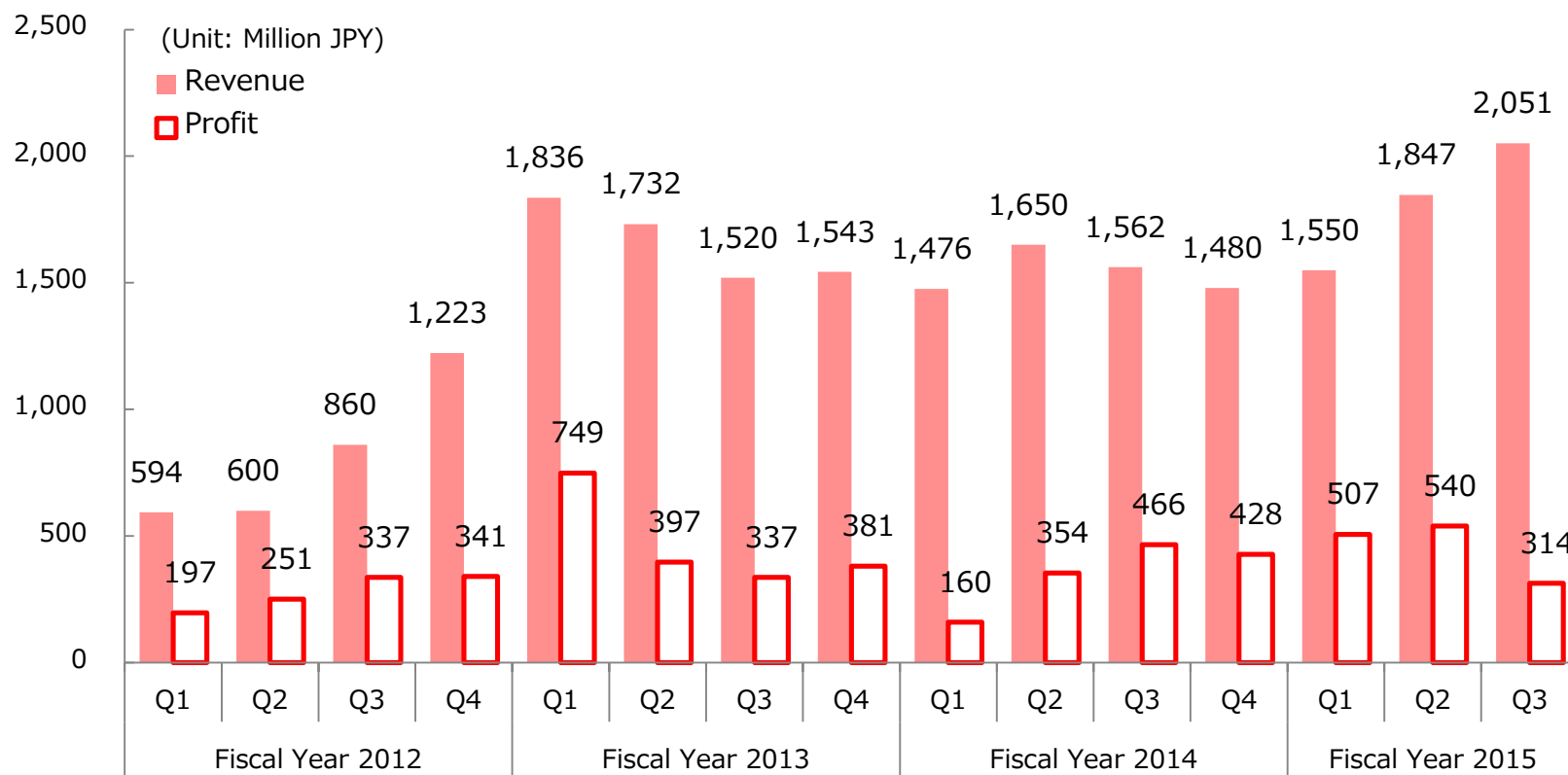


### 3. Major Business Activities – Entertainment Division

# Entertainment Division Quarterly Revenue & Profit Trends

## Revenue Up but Profit Down Y/Y & Q/Q

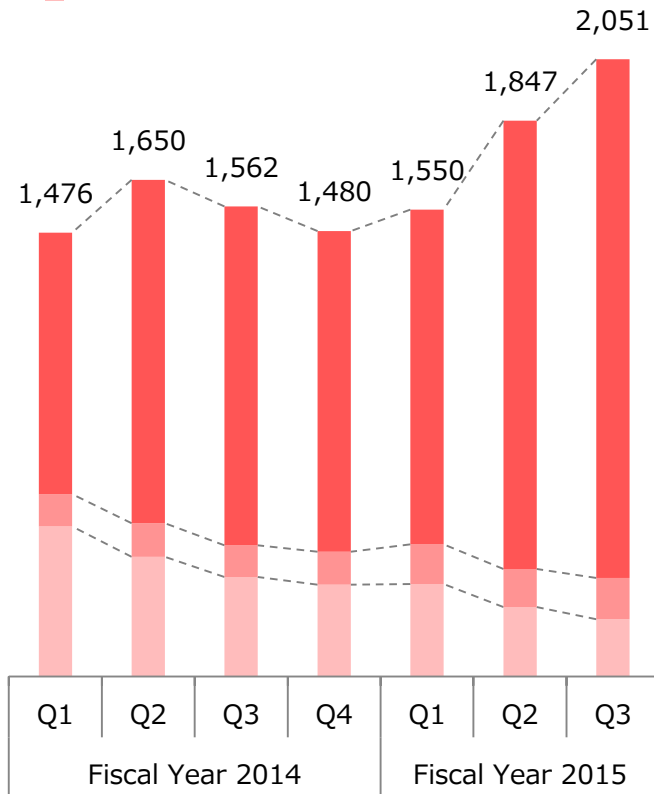
- Revenue up due to newly released Three Kingdoms Smash! in addition to Unison League's positive performance
- Increased investments into advertising resulted in lower profit, but expected to lead to larger growth and returns in the next fiscal year and beyond



# Entertainment Division – Q3 Activities

(Unit: Million JPY)

- Ateam Native Games
- Tools & Media Apps
- Others



## Ateam Native Games

Up Y/Y, Up Q/Q



Unison League TV commercial aired 4/17-5/21. Revenue and other KPI trending well.



\*Images from Unison League TV commercial



Three Kingdoms Smash! released 3/26, achieved 500,000 downloads within six days. Surpassed 1 million downloads on 4/16.



Derby Impact surpassed 4.5 million downloads on 3/25, maintaining JPY 100 million in monthly revenue

## Tools & Media Apps

Up Y/Y, Up Q/Q

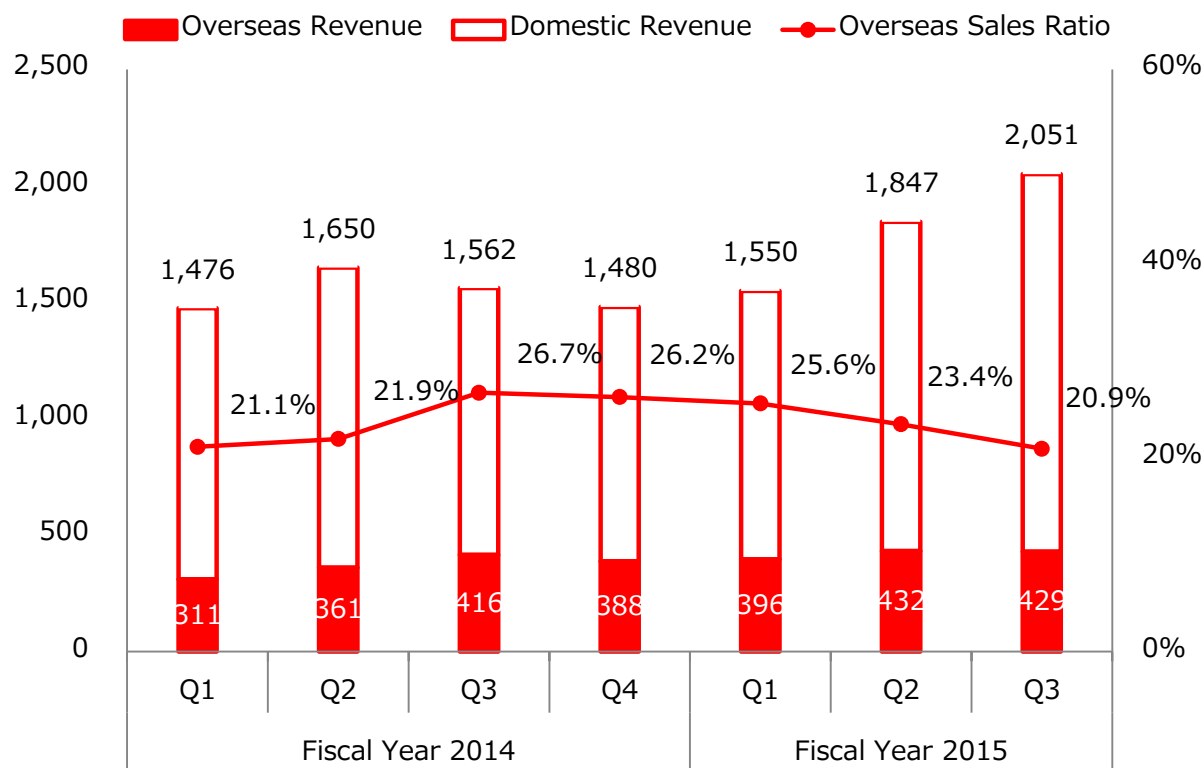


Advertisement revenue increased from ZeroApp series applications, which have achieved over 5 million total downloads

# Entertainment Division Overseas Revenue Quarterly Trends

- ❑ Overseas Revenue Up Y/Y but Slightly Down Q/Q
- ❑ Overseas Sales Ratio Down Y/Y, Q/Q as Unison League and Three Kingdoms Smash! were available in Japan only as of April 30, 2015

(Unit: Million JPY)



# Entertainment Division – Q4 Topics

## Ateam Native Games



- English version released on 5/14 in 127 countries' App Store and Google Play™
- Japanese version began collaboration with Japanese anime "Attack on Titan" on 5/21
- Surpassed 1.5 million downloads on 5/27
- Exclusive license agreement entered in June with Taiwanese IWPLAY to publish Unison League in Taiwan, Hong Kong, and Macau
- Top grossing ranks as of 6/10:  
App Store: 16, Google Play: 33 \*



- Derby Impact surpassed 4.5 million downloads, celebrating two year anniversary with in-game campaign
- Television commercial will air in Kanto, Chukyo, and Kansai regions from 5/23 to 6/7



\* Source: AppAnnie.com, Daily Ranks -> Grossing -> Japan -> Overall

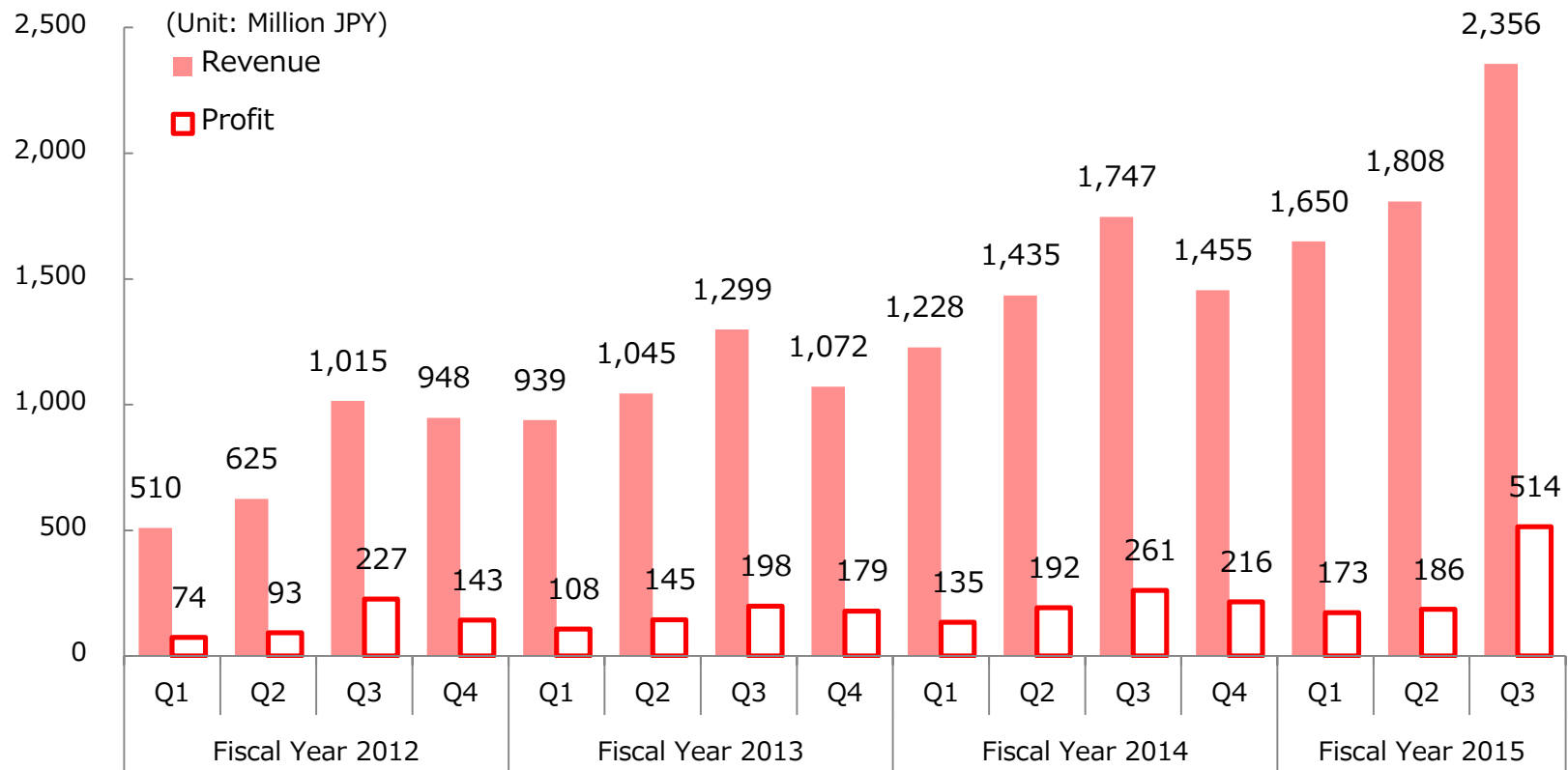


#### 4. Major Business Activities – Lifestyle Support Businesses

# Lifestyle Support Division Quarterly Revenue & Profit Trends

## Both Revenue & Profit Up Y/Y & Q/Q, Record Quarterly Revenue Achieved

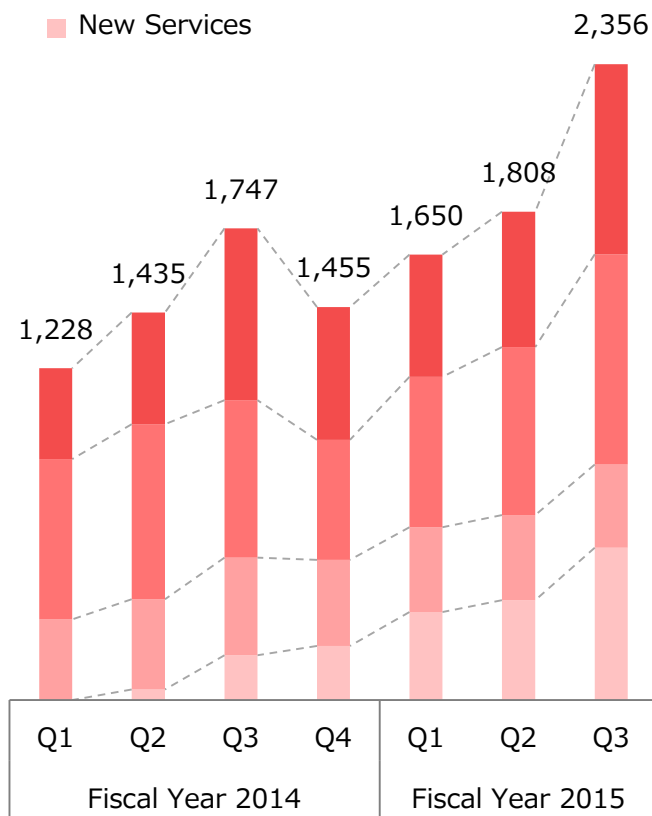
- Y/Y revenue increase due to Lifestyle Support growth continuing at around 30% Y/Y
- Q/Q increase due to peak business season of Navikuru, Hikkoshi Samurai, and cyma



# Lifestyle Support Division – Q3 Activities

(Unit: Million JPY)

- Hikkoshi Samurai
- Navikuru
- Sugukon Navi
- New Services



## Hikkoshi Samurai

Up Y/Y, Up Q/Q



- Record quarterly revenue achieved
- User base and market share growing

## Navikuru

Down Y/Y, Up Q/Q



- Record quarterly revenue achieved
- Maintaining top-class market share
- Online automobile rating service "Kuruvia" launched on 3/13

## Sugukon Navi

Down Y/Y, Flat Q/Q



- Airing of TV commercial continued, brand recognition rose
- Bridal event held in Kyoto, promotion for business peak season carried out

## New Services

Up Y/Y, Up Q/Q



- NaviNavi Cashing user base growing, trending favorably



- Bicycle sales rising due to peak business season



# Lifestyle Support Division – Q4 Topics

## Hikkoshi Samurai



- “Hikkoshi Samurai” brand recognition rose

## Navikuru



- Acquisitions remained near peak business period levels even after peak business period (December – February) ended
- User reviews increasing on automobile rating service “Kuruvia”

## Sugukon Navi



- Continued investments in TV commercial aimed at strengthening branding
- Registered Sugukon Navi users and Wedding Desk visitors increased year-on-year base after airing TV commercial

## New Services



- NaviNavi Cashing user base increased, trending favorably



- Expanded storage space and staff structuring in response to increasing bicycle sales



## 5. FY2015 (Ending July 31, 2015) Full Year Forecasts

# FY2015 Consolidated Forecasts

- Forecasts for FY2015 Revised to JPY 15.5 Billion in Revenue (Y/Y: 128.8%), JPY 2.0 Billion in Operating Income (Y/Y: 137.7%)

Unit: Million JPY	FY2014		FY2015 (Ending July 31, 2015)				
	Interim result	Annual result	Interim result	Full year forecasts	% of revenue	Y/Y	% of full year forecast
Revenue	5,790	12,036	<b>6,857</b>	<b>15,500</b>	<b>100.0%</b>	<b>128.8%</b>	<b>72.7%</b>
Operating income	480	1,452	<b>1,024</b>	<b>2,000</b>	<b>12.9%</b>	<b>137.7%</b>	<b>82.1%</b>
Ordinary income	492	1,470	<b>1,060</b>	<b>2,000</b>	<b>12.9%</b>	<b>136.0%</b>	<b>85.6%</b>
Net income	266	807	<b>682</b>	<b>1,200</b>	<b>7.7%</b>	<b>148.5%</b>	<b>90.3%</b>

# Notes on FY2015 Consolidated Forecasts

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- ▣ Forecasts Revised Considering Past Financial Results, KPI Trends, Plus Future Investment Strategy

## Entertainment

- Factored in Existing Title Revenue at Current Levels, New Titles' Costs Only
  - Contributions from existing titles including Unison League and Three Kingdoms Smash! factored in along current revenue and KPI lines
  - Release timing and revenue contribution estimates of titles scheduled for release this fiscal year still unreliable, incorporated operation costs but no revenue into forecast revisions

## Lifestyle Support

- Performance Predictions Made Within Reasonable Range
  - Revenue and profit forecasts take into consideration each service's recent performance, KPI, seasonal fluctuations, and planned investments into structuring

\*As the English and traditional Chinese versions of Unison League are only available for a short part of the fiscal year, only their costs and conservative revenue contributions were factored into above forecasts. Performance may deviate from forecasts subject to future developments of these titles.



## 6. Medium- and Long-Term Outlook

# Balancing Stability and Growth Between Two Divisions

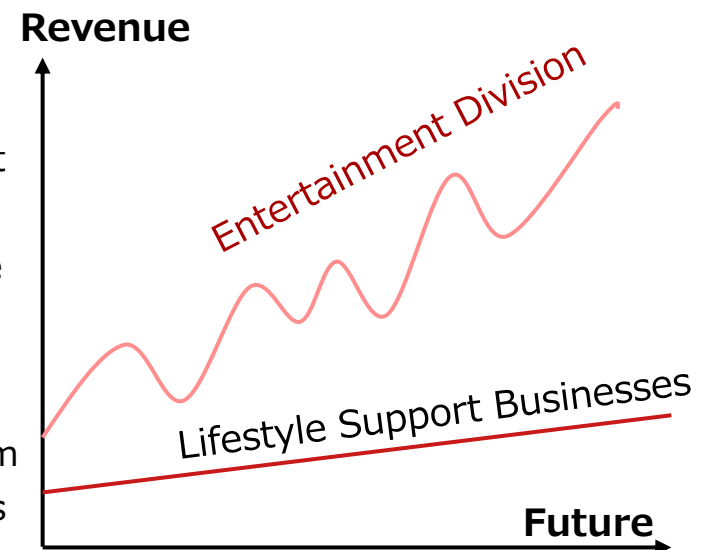
- ❑ Running Two Divisions with Different Focuses to Achieve Balanced Financial Stability and High Business Growth For The Next 100 Years

## 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 South 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 5 Businesses

- JPY 20 billion to 30 billion total annual revenue from these services

Develop and Grow New Services

## New Businesses

While Maintaining the Success of the Entertainment Division and Lifestyle Support Businesses, We Hope to Venture into Various New Businesses Henceforth to Create New Revenue Sources



(Reference)

Ateam Group Corporate Profile

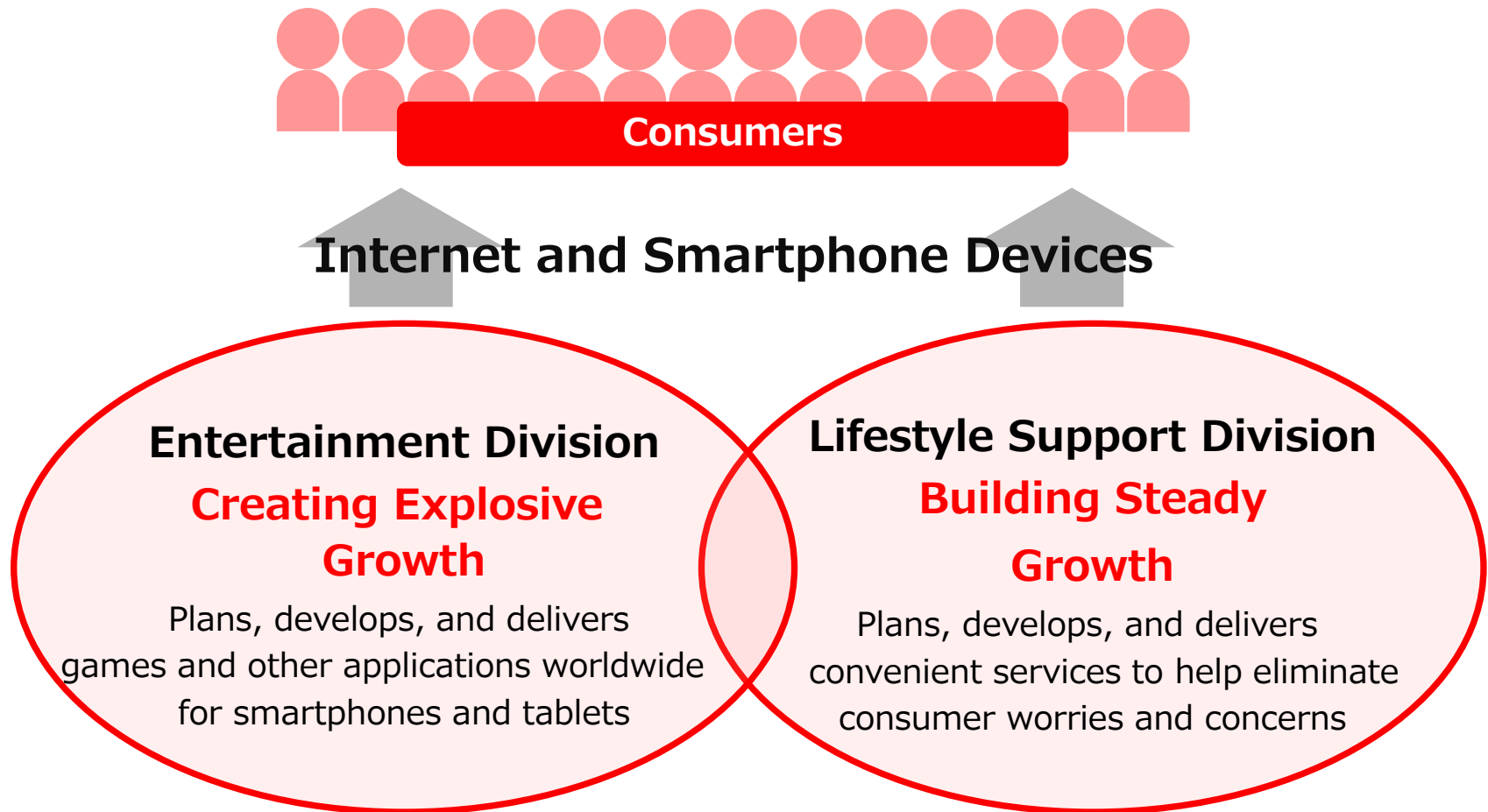
[www.a-tm.co.jp/en/ir/](http://www.a-tm.co.jp/en/ir/)



# Two Business Divisions

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



# Corporate Profile (as of April 30, 2015)

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 Corporation
Consolidated Revenue	JPY 12,036 million (FY2014, ended July 31, 2014)
Consolidated Ordinary Income	JPY 1,470 million (FY2014, ended July 31, 2014)
Number of Employees	467 (part-time employees excluded), 10 Directors



Nagoya Lucent Tower



Umeda Hankyu Bldg.



Workspace

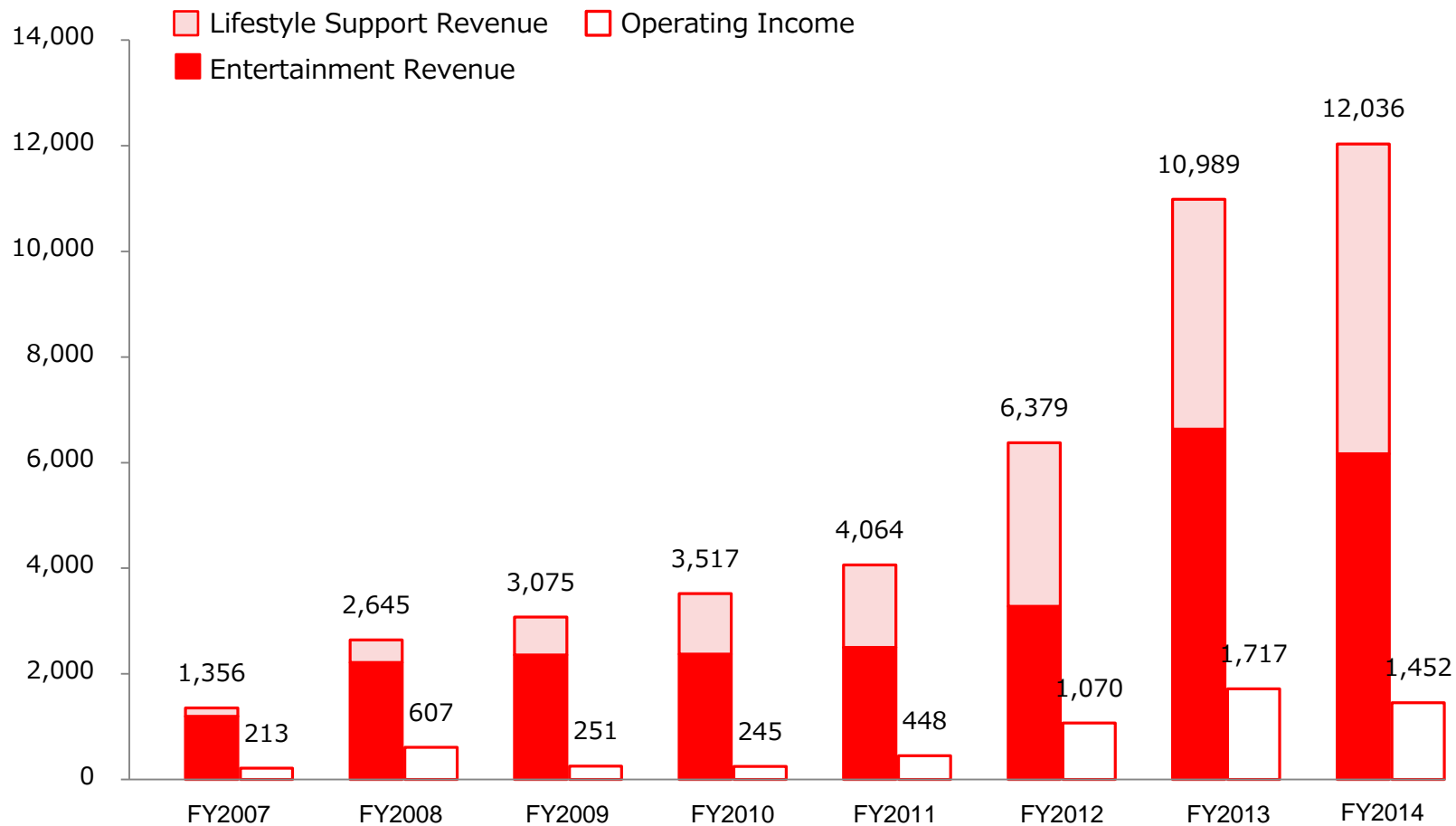


Osaka Studio



# Performance Trend

(Unit: Million JPY)



# Corporate Philosophy

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**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 the upmost quality in our products and services to satisfy all of our users

## **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

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**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

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**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

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## Hiroaki Takahashi

**Corporate Officer, Technology**

- 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

**Corporate Officer**

**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.**

**Director at A.T.brides 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

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## Fumio Mase

**Corporate Officer**

**President of  
Ateam Lifestyle Inc.**

**Director at  
A.T.Support 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

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## 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

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**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
- Developed and operated an online shop as a personal business
- Ateam Inc.

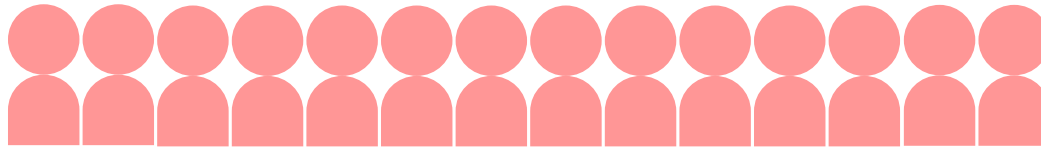
# History

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

# Entertainment Division Outline

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Online Person-to-Person Connection



App Store/Google Play

**Game Applications**

App Store/Google Play

**Tool & Media  
Applications**

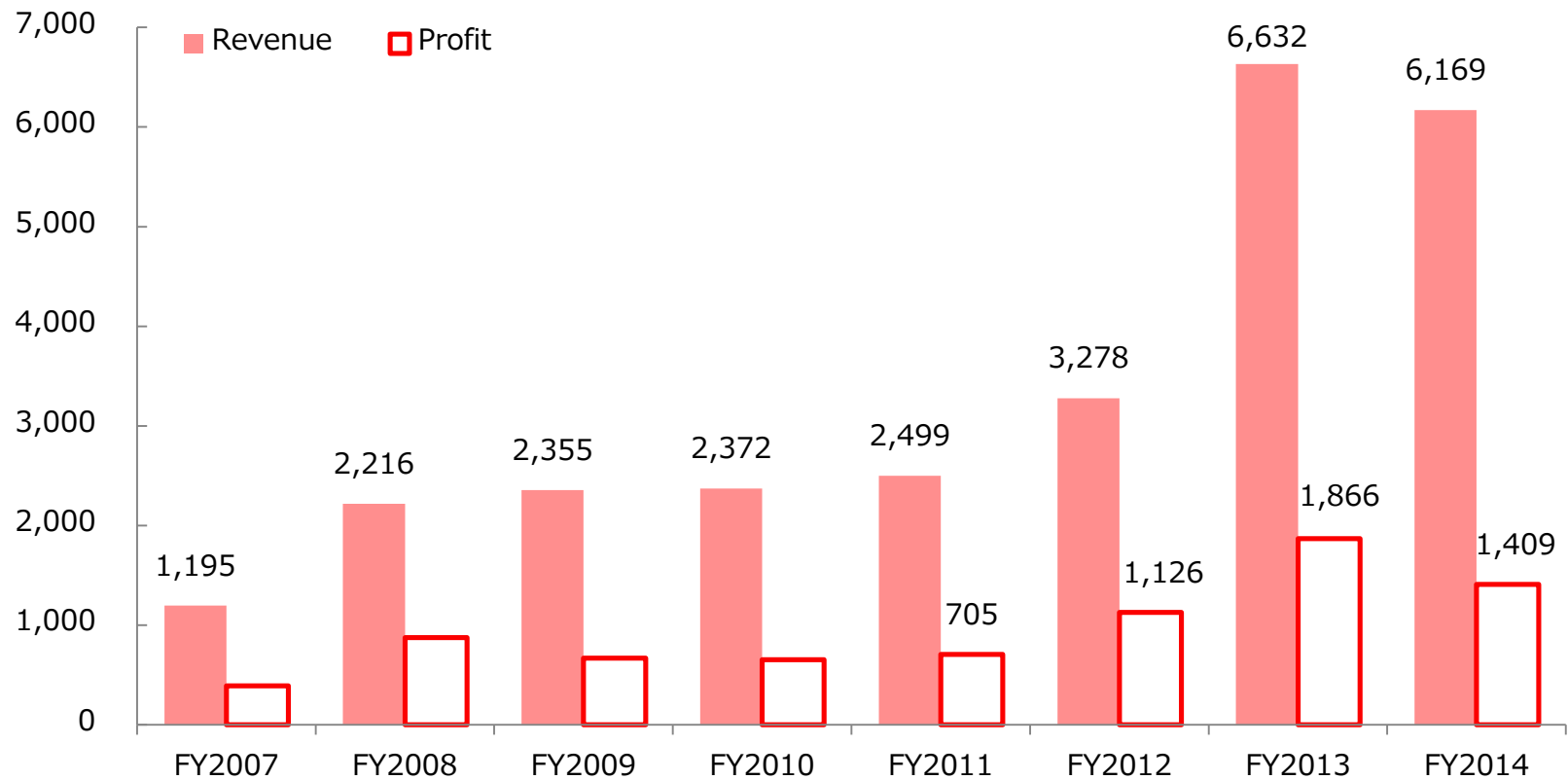
SNS Platform

**Collaboration with  
GREE Inc.**

**Planning, developing, and operating games and  
tool & media applications for smartphones and tablets**

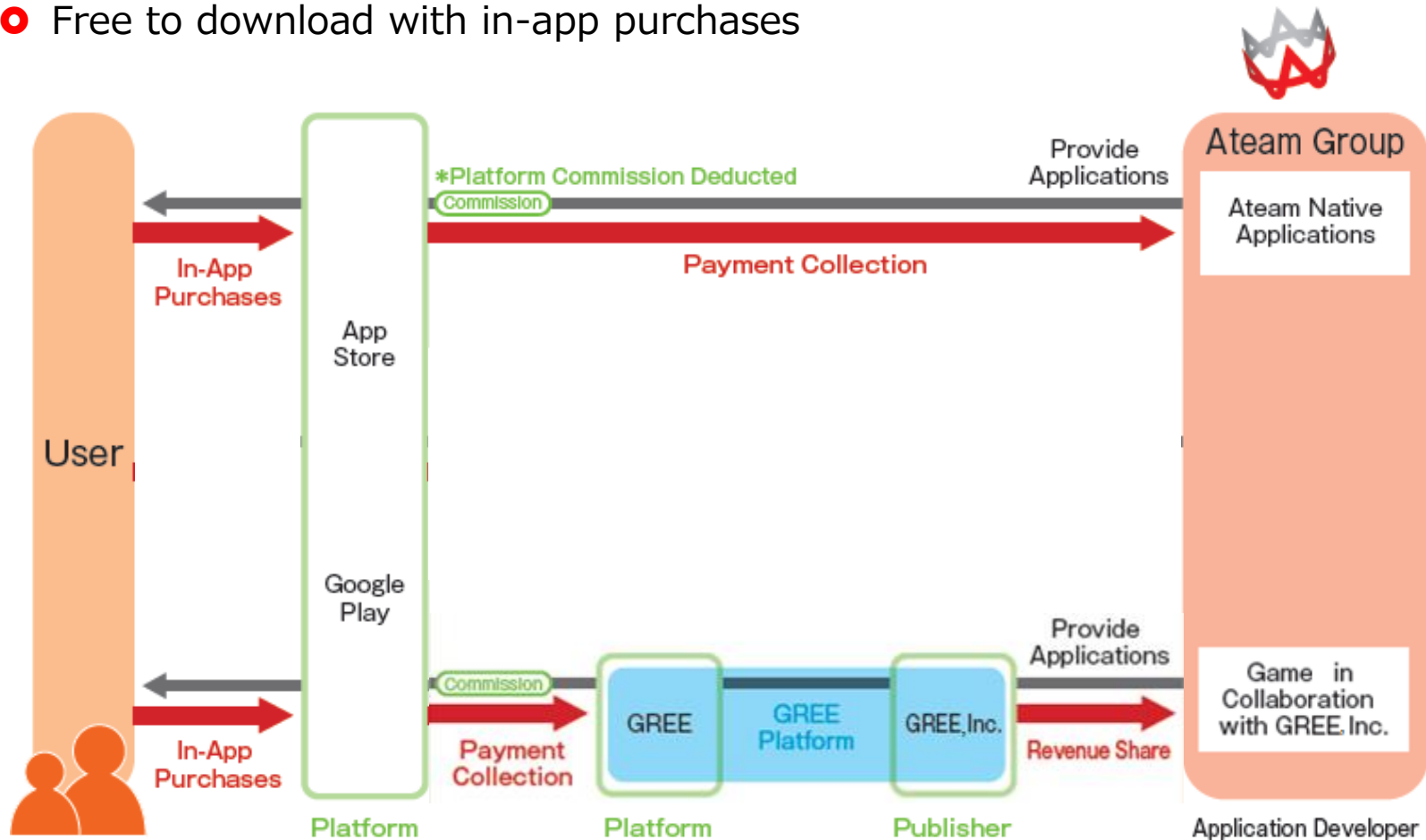
# Entertainment Division Performance Trends

(Unit: Million JPY)



# Entertainment Division Business Model

- Develop and publish smartphone and tablet applications
- Free to download with in-app purchases



# Major Social and Smartphone Applications

## Games

### Action



Three Kingdoms  
Smash!

### RPG



Unison League



War of Legions



Dark Summoner

### Simulation



Derby Impact

### Puzzle



Pongo Combo

### Mahjong



Mahjong Rising  
Fist of the North Star  
©Buronson, Tetsuo Hara/NSP 1983  
Copyright License Certificate GB-403



Mahjong -Rising-  
©Ishimori Production Inc./Toei

Game produced in  
collaboration with GREE, Inc.



AKB48 Stage Fighter  
© AKS  
© GREE, Inc./Ateam  
Copyright (Japan Only)

### Feature Phone Games



Eternal Zone



Million Versus

## Tools & Media

### Women's Health



Lalune

### Smartphone Customization



[+]HOME



[+]icon

### ZeroApp Series



Good Night's  
Sleep Alarm



Quick Calorie  
Control



Eye  
Training 3D



3 minute  
workout



Fast  
Flashcards



# Three Kingdoms Smash!

NEW



- ❑ Exhilarating Action Battle Game  
Set in Three Kingdoms Era!



- Simple slingshot-style controls!
- Over-the top attack animations!
- Real-time online battles!
- Ranked PVP system fuels thrilling battle system!

# Unison League



## ❑ Unleash Special Attacks With Your Friends!

A New Kind of Real-Time RPG



- Powerful real-time battles featuring up to 10 vs 10 action
- Charge through Quests in groups of up to 5 people!
- Talk strategy or taunt your opponents! Robust in-game chat features!
- Unlimited replay value! Many ways to earn new weapons and armor!



# War of Legions



- ❑ Epic Fantasy Battle RPG with Global Guild Battles!



- 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 for Both Horse and Horse Racing Fans!



- 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 That Took the World by Storm!

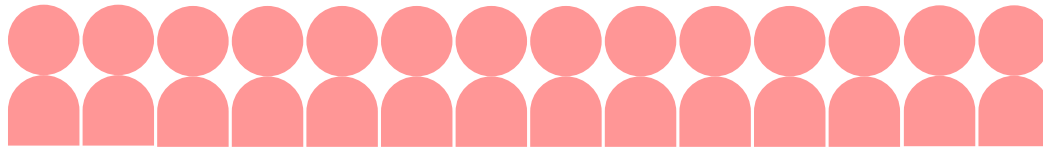


- Over 4,000 original monster illustrations created by many famous artists
- Reached #1 top grossing rank on Japanese iPhone App Store
- Reached #1 top grossing rank on US Google Play

# Lifestyle Support Division Outline

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## Eliminating Consumer Concerns



### Hikkoshi Samurai

Moving Company  
Estimate Comparison  
Site

### Navikuru

Easy Car Appraisal  
Site

### Sugukon Navi

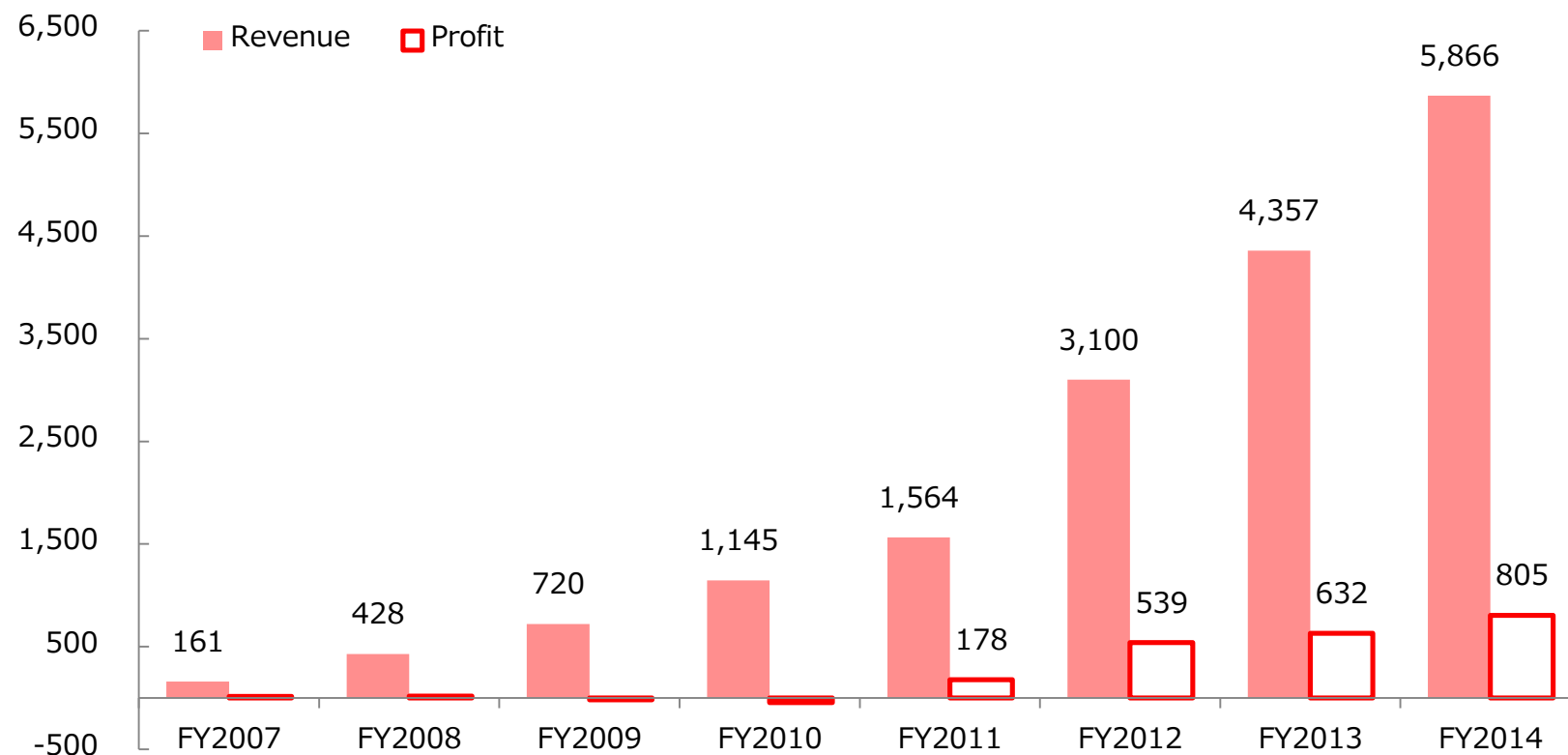
Short-Notice Wedding  
Hall Search,  
Reservation, and  
Information

etc.

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

# Lifestyle Support Division Performance Trends

(Unit: Million JPY)

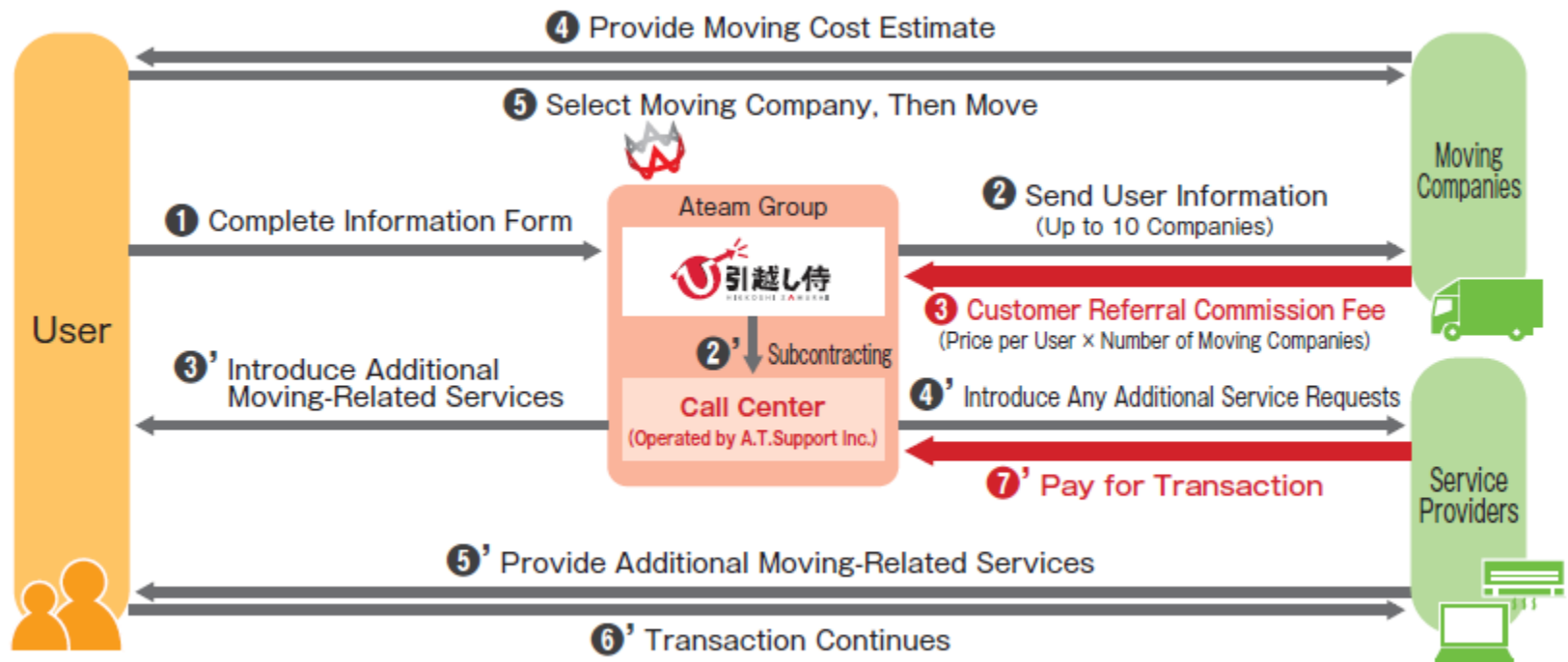


# Hikkoshi Samurai Business Model



## 引越し侍

- Users can receive up to 10 quotations from moving companies by filling out a form detailing moving needs
- Offers peripheral moving-related services



- Provides additional moving-related services
- Market share leader
- Used by 1 in 6 people relocating

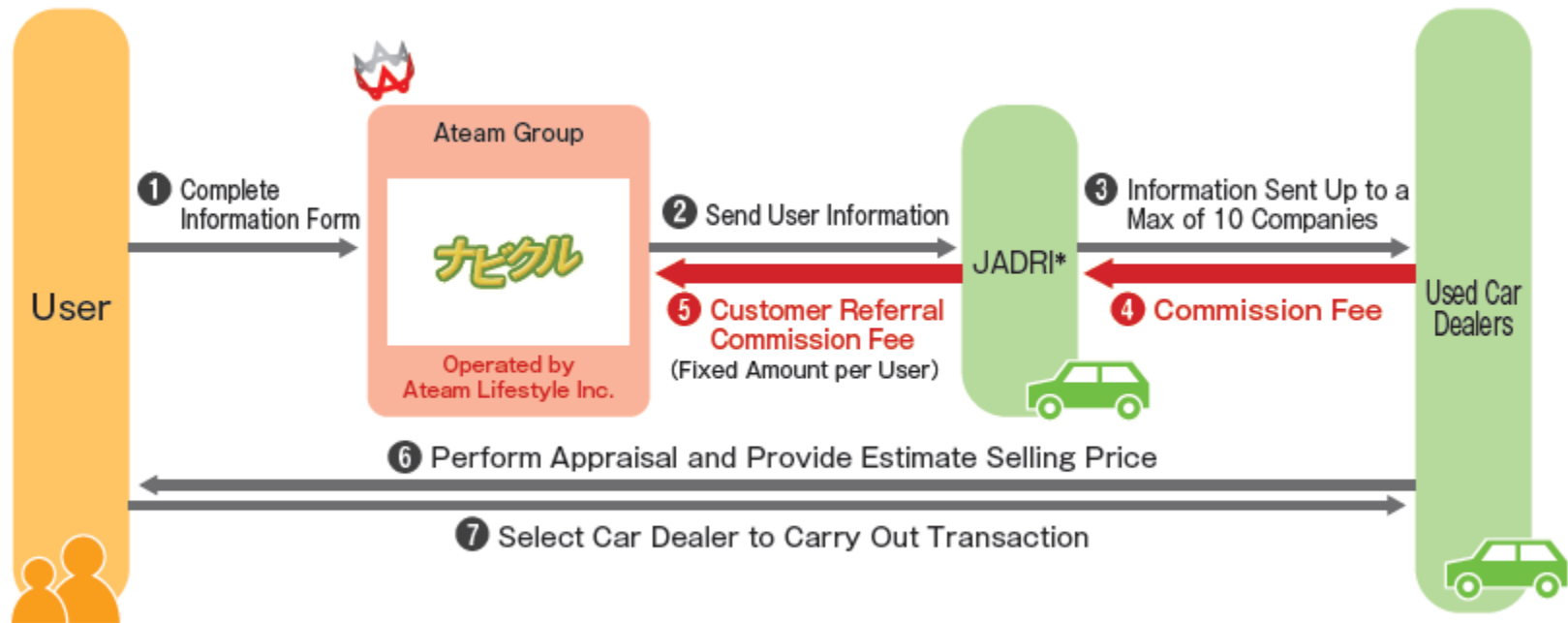
Operated by subsidiary Hikkoshi Samurai Inc.



# Navikuru Business Model



- Comparison service that provides used car appraisals
- In partnership with carefully chosen top used card dealers



\*JADRI: Japan Automobile Distribution Research Institute

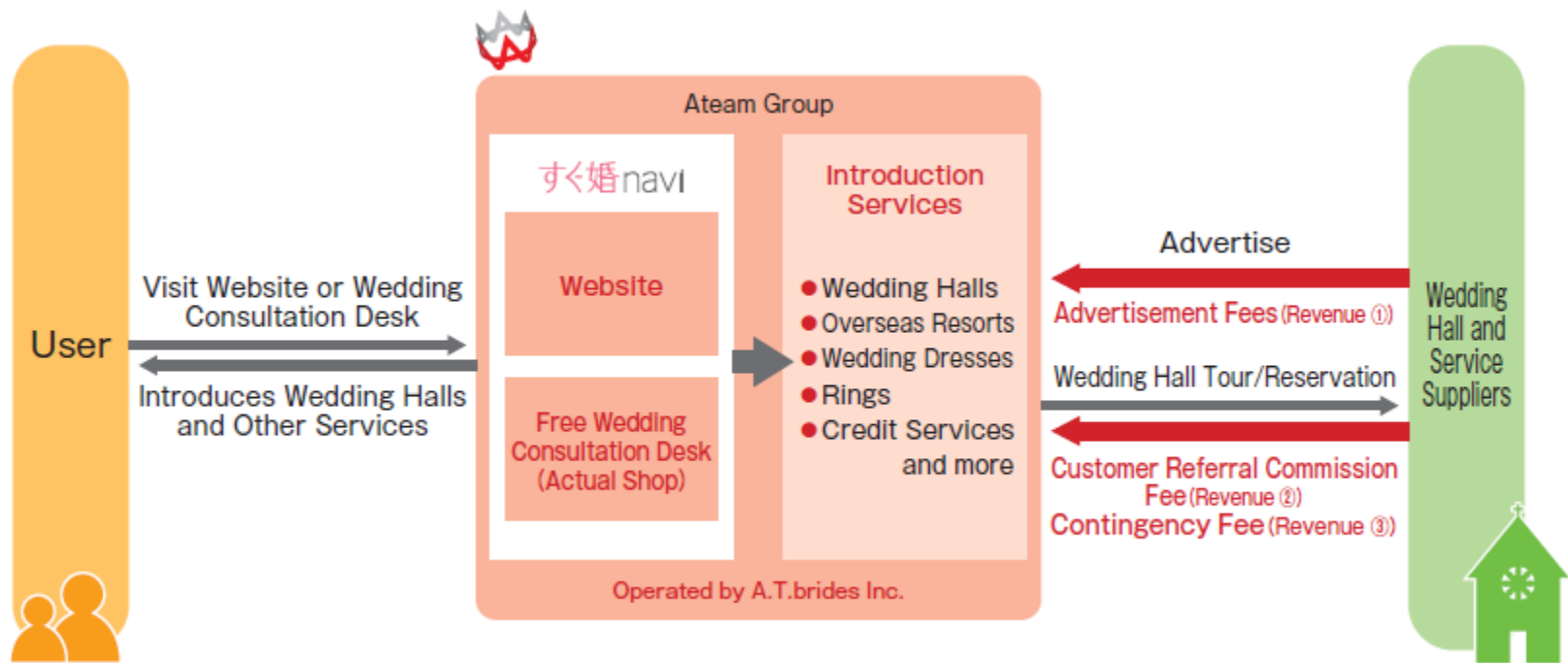
- Easy process that takes only 32 seconds
- Market share leader

Operated by subsidiary Ateam Lifestyle Inc.

# Sugukon Navi Business Model

すく婚navi

- Information site to match users with wedding halls
- Wedding consulting desks (actual shops) in the Kanto, Tokai, Kansai, and Kyushu areas



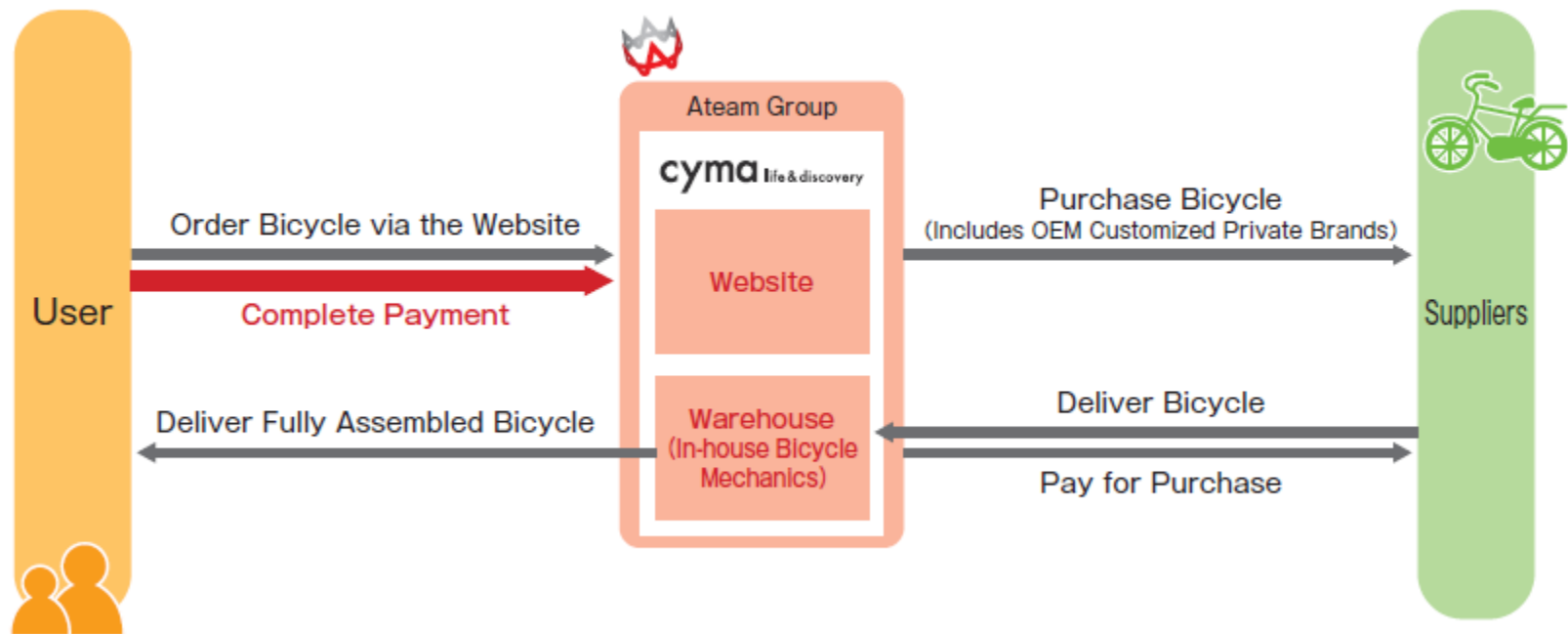
- Provides special-value wedding plans
- Professional wedding advisors available at Wedding Desks

Operated by subsidiary A.T.brides Inc.

# cyma Business Model

**cyma** life&discovery

- Service that provides bicycles directly to your door
- Round-the-clock support 365 days a year



- In-house bicycle mechanics
- Broad selection
- Product stock held in-house to allow speedy delivery

Operated by Ateam Inc.

# Notes on Forecasts and Projections

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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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