



April 10, 2018

To whom it may concern

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(Code : 6048 TSE1)

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Financial Overview for the Second Quarter of FY08/18

DesignOne Japan, Inc. announces its financial overview for the second quarter of the fiscal year ending August 2018 (Sep. 1, 2017 – Aug. 31, 2018) as follows.

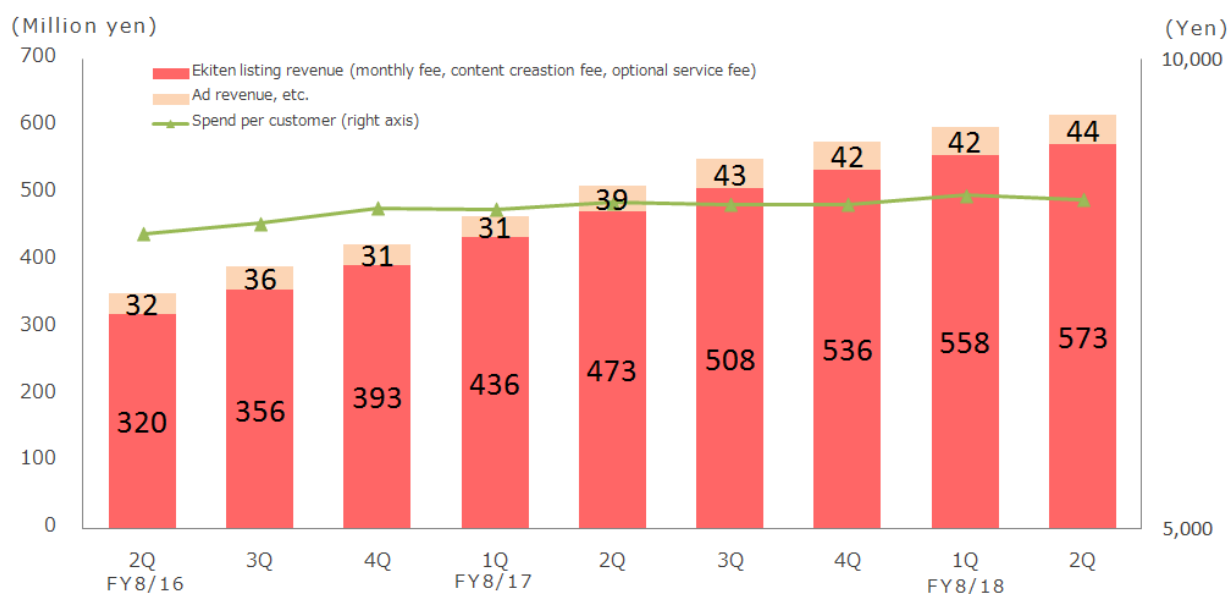
1. In 2Q, both net sales (617 million yen) and operating income (196 million yen) recorded all-time highs

Quarterly sales achieved an all-time high of 617 million yen, increased by 2.9% from the first quarter.

This was thanks to the growth in the number of paid listing stores and option-using stores.

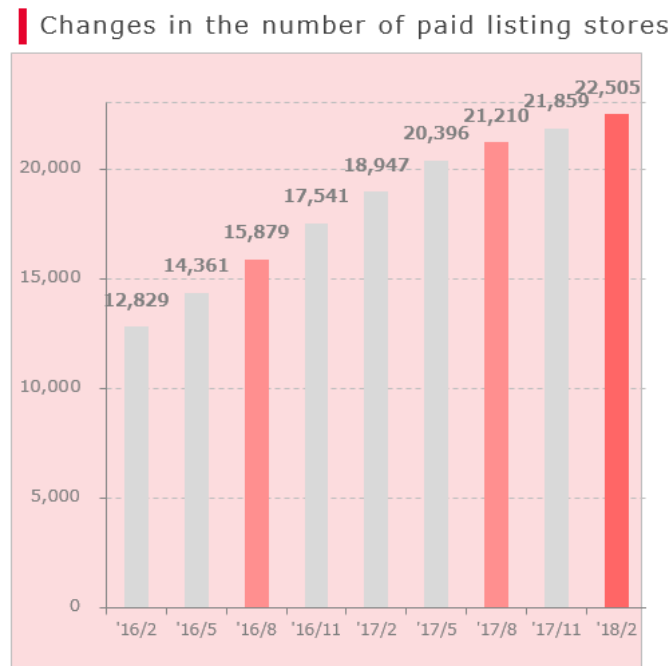
In addition, operating income also recorded an all-time high of 196 million yen, increased by 31.9% from the first quarter. The main reason was an increase in net sales and a decrease in the headquarter relocation-related expenses.

Breakdown of quarterly sales



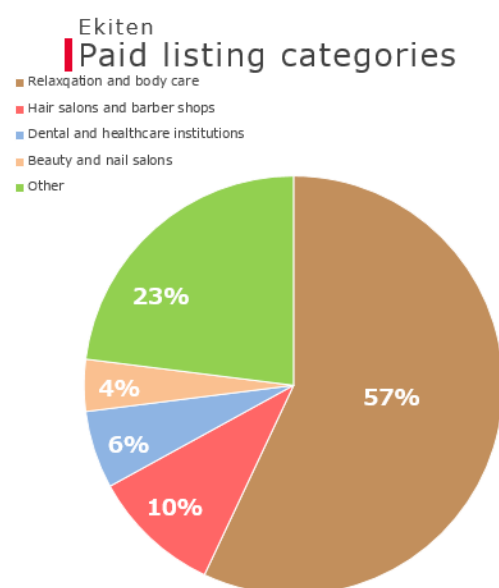
2. Number of paid listing stores increased by 646 in 2Q

While the number of cancellations of paid listing plan has been decreasing, we are examining various promotional plans to increase the number of new users. However, as the measures will show its effects from the third quarter onward, the pace of increase in the number of paid listing stores (increased by 646) was the same level as in the first quarter. As a result, the total number of paid listing stores was 22,505.



3. Consistently increasing the breadth of coverage of paid listing store categories

The media capabilities of the “Ekiten” business continued to increase along with growth in the number of paid listing stores and free listing stores. As a result, the company has steadily cultivated more stores other than the mainstay relaxation category.



*As of end-Feb. 2018

Composition of quarterly new orders by category

