

*This is an English translation of the official Japanese document provided by Ateam Inc.



Ateam Inc. (Securities Code: 3662)

Business Report

Q1 FY2014 (Ended October 31, 2013)

Date: December 12, 2013

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

Table of Contents

1. Notice
2. Report on Q1 FY2014 (Ended October 31, 2013)
3. Major Business Activities – Entertainment Division
4. Major Business Activities – Lifestyle Support Division
5. Outlook for FY2014 (Ending July 31, 2014)
6. Medium- and Long-Term Outlook

(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.
- * Lalune underwent a segment change to the Entertainment Division beginning FY2014.



1. Notice

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

President of A.T.brides Inc. Personal History

- On December 12, Eriko Osaki Became President of A.T.brides Inc.



Eriko Ohsaki

President of A.T.brides Inc.

Personal History

- Born in September 1984
- Graduated from Aichi Mizuho University
- j-Project Corporation
- Development and operation of an internet shop as a personal business

History at Ateam

- Jul. 2007: Entered Ateam Inc.
- Mar. 2010: Founding member of Bridal Division
- Sep. 2012: Became Bridal Division block manager of Tokai region
- Apr. 2013: Became project manager of A.T.brides Inc. Planning and Sales Department
- Jul. 2013 Became head of Tokai region Planning and Sales Department
- Sep. 2013: Became head of Media Division and editor in chief of Sugukon Navi
- Dec. 2013: Appointed president of A.T.brides Inc.

Notice

❑ On 12/6, Ateam Entered Into Both a Corporate Alliance Contract and Joint Company Venture Agreement with NHN Entertainment Corporation

❑ Agreement Outline

- NHN Entertainment acquired 290,000 common shares (3.02% of total shares issued) of Ateam
- Ateam and NHN Entertainment will form a fifty-fifty joint venture company that will focus on the collaborative planning, development, and operation of smartphone game titles for online messenger platforms such as LINE and KakaoTalk. The joint venture company is scheduled to be established in January 2014

❑ Venture Company Outline

Company Name	To be determined
Location	Nagoya Lucent Tower, 6-1 Ushijima-cho, Nishi-ku, Nagoya (Same as Ateam headquarters)
Representative	Yukimasa Nakauchi, President (Ateam Executive Director & Entertainment Division General Manager)
Capital	JPY 300 million (Includes additional paid-in capital: JPY 150 million)
Ratio of share holding	Ateam: 50% NHN Entertainment: 50%
Date of establishment	January 2014 (target date)
End of fiscal year	July 31



2. Report on Q1 FY2014 (Ended October 31, 2013)

Q1 FY2014 Consolidated Result Topics

Overall

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

- Revenue: JPY 2,705 million (Y/Y: 97.5%)
- Operating Income: JPY 111 million (Y/Y: 16.6%)

Entertainment

Revenue Down Y/Y, Up Q/Q

- New game War of Legions released globally for iOS and Android
- Dark Summoner sales decreasing, but Derby Impact and War of Legions contributed to revenue and profit

Lifestyle Support

All Services Trending Well, Revenue Up Y/Y and Q/Q

- Hikkoshi Samurai and Navikuru maintain top market shares
- Navikuru expanded due to a coming increase in consumption tax leading to many new car sales, plus seasonal sales increase
- Promotion(Aug to Nov) of Sugukon Navi was successful, with increases seen in the number of online reservations and visitors to Brides Desk locations

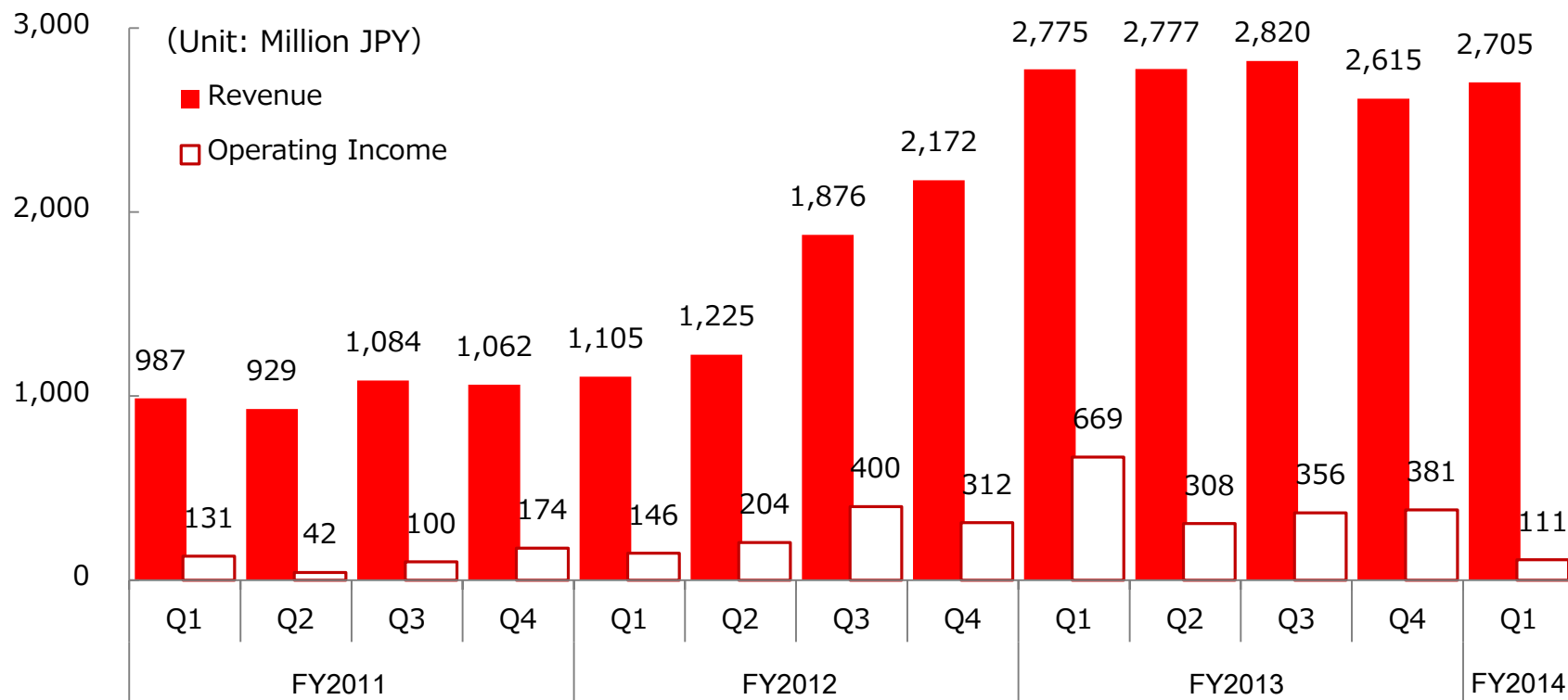
Q1 FY2014 Consolidated Financial Result

- Revenue in Line With Forecasts, Profit Slightly Higher Than Forecasted
- Revenue and Profit Down Y/Y, Revenue Up but Profit Down Q/Q

Unit: Million JPY		FY2014		FY2013		FY2013		FY2014	
		Q1	Ratio	Q1	Y/Y	Q4	Q/Q	Forecast (as of Sep. 13, 2013)	% of forecast
Revenue	Total	2,705	100.0%	2,775	97.5%	2,615	103.4%	15,000	18.0%
	Entertainment	1,476	54.6%	1,836	80.4%	1,543	95.7%	-	-
	Lifestyle Support	1,228	45.4%	939	130.9%	1,072	114.5%	-	-
Operating income		111	4.1%	669	16.6%	381	29.1%	2,400	4.6%
Ordinary income		112	4.2%	670	16.8%	377	29.8%	2,400	4.7%
Net income		56	2.1%	400	14.1%	226	25.0%	1,410	4.0%

Quarterly Revenue & Operating Income Trend

- Quarterly Revenue Recovering Thanks to Contributions from New Title War of Legions and Increasing Revenue from Lifestyle Support Division Services
- Profit Reduction Caused in Part by Investment into Promotion of New and Existing Services in Both Divisions



Quarterly Trend of Management Indexes

- Expenses Increased in Nearly All Fields Due to Investments Aimed at Future Expansion of Divisions

Unit: Million JPY	FY2012 (Ended July 31, 2012)				FY2013 (Ended July 31, 2013)				FY2014
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
Revenue	1,105	1,225	1,876	2,172	2,775	2,777	2,820	2,615	2,705
Operating income	146	204	400	312	669	308	356	381	111
Advertising expenses	314	409	702	905	933	1,238	1,240	898	1,029
Labor costs, recruitment expenses	352	352	415	419	445	515	535	586	647
Mobile device fees, payment commissions	94	108	161	259	406	416	387	391	356
Subcontractor expenses, server maintenance fees	52	43	56	98	104	110	127	185	276
Office rental fees	45	46	47	50	76	81	89	90	102
Employees (Unit: People)	261	262	288	300	334	374	417	446	485

*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 using the following formula:
 Total hours worked by all part-time employees ÷ (work days in the quarter x 8 hours per day)

Expense Overview

- Promotional Costs of New Titles and Other Investments Lead to Increased Expenses in Most Areas

Unit: Million JPY		Q1 FY2014		Q4 FY2013		Expense Details
		Amount	% of revenue	Last quarter	Q/Q	
Advertising expenses	Ent.	275	10.2%	282	-2.5%	Focus shifted from Dark Summoner to new titles
	Lifestyle	737	27.2%	599	+23.0%	Navikuru and bridal businesses in seasonal peak, expenses increased
Labor costs, recruitment expenses	Ent.	332	12.3%	286	+15.8%	Increased due to added personnel, distribution of bonuses and stock options, and Lalune's segment change
	Lifestyle	194	7.2%	183	+6.4%	Personnel increased mainly in call center
Mobile device fees, payment commissions	Ent.	314	11.6%	356	-11.8%	Decrease in fees due to less revenue
	Lifestyle	21	0.8%	15	+39.8%	-
Subcontractor expenses, server maintenance fees	Ent.	263	9.8%	176	+49.6%	Increase due to release of Dark Rebirth and War of Legions
	Lifestyle	8	0.3%	5	+59.4%	-
Office rental fees	Ent.	40	1.5%	36	+12.7%	Increased due to Lalune's segment change
	Lifestyle	54	2.0%	44	+22.4%	New Brides Desk opened in Kansai region, new costs from relocation and expansion of A.T.Support
Others	Ent.	89	3.3%	23	+283.8%	Increased due to royalties paid for Dark Rebirth and War of Legions, inclusion of depreciation costs in calculations
	Lifestyle	60	2.2%	45	+34.4%	Increase in consumable goods due to relocation of Brides Desk and A.T.Support

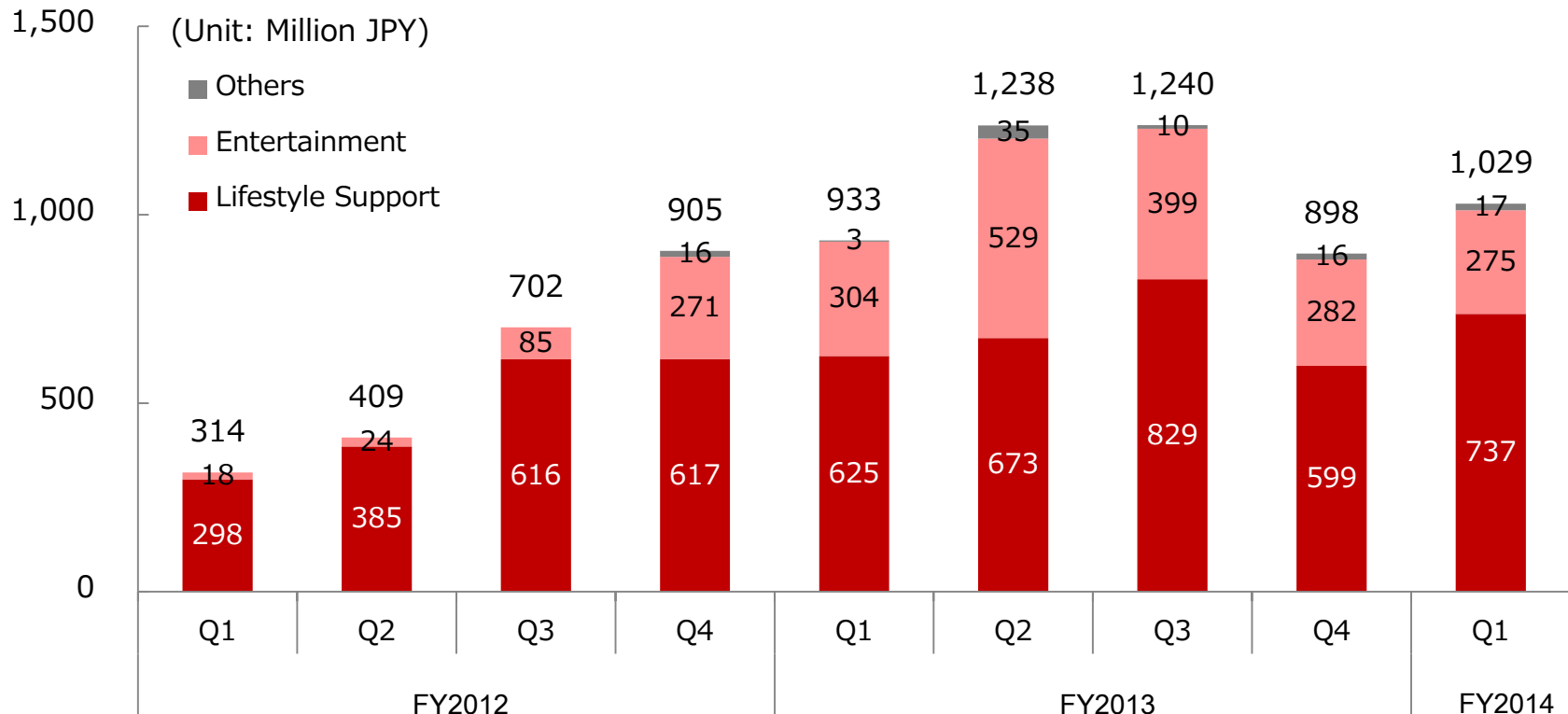
Advertising Expense Trends Classified by Division

Entertainment

- War of Legions Promotional Costs Limited to iOS Release Period, Most of Android Release Promotional Costs Were Shifted to November Resulting in Lower-Than-Expected Expenses for the Quarter

Lifestyle Support

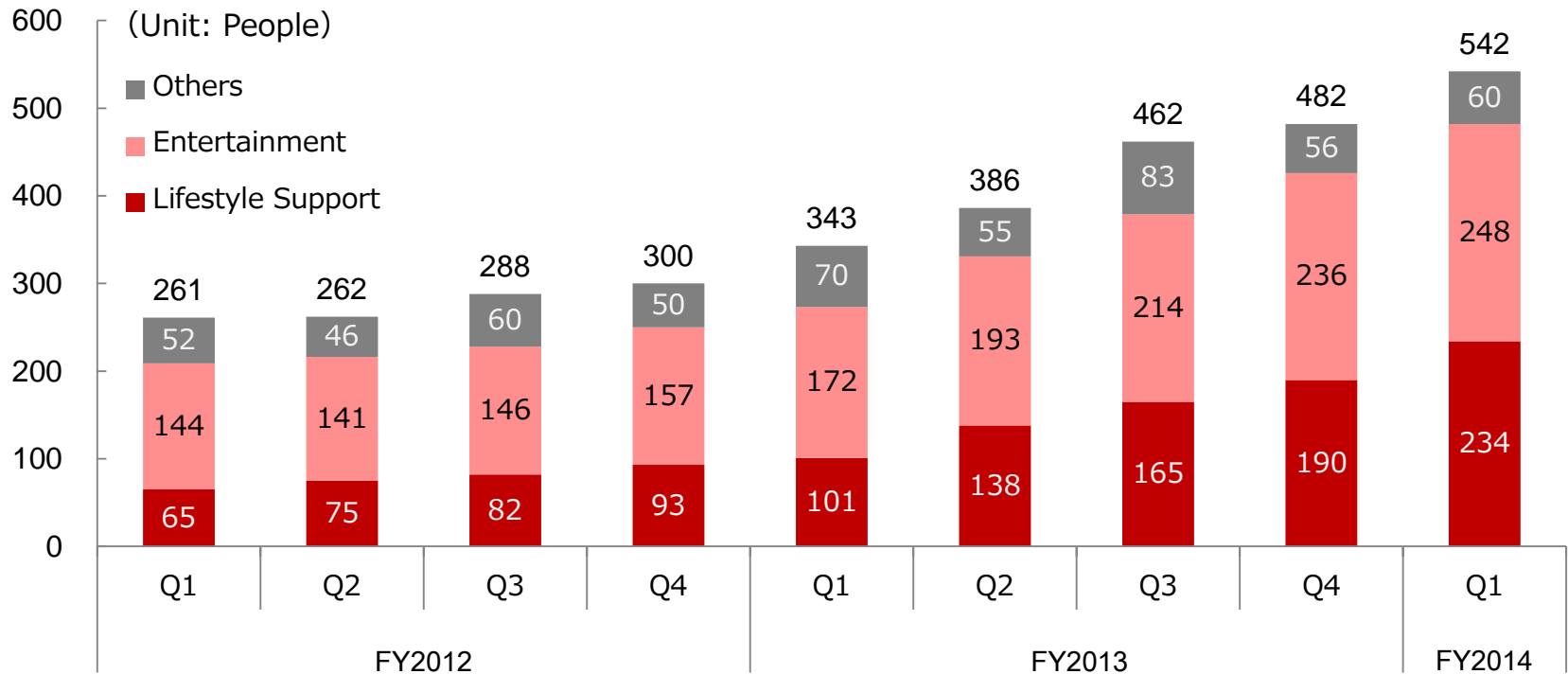
- Navikuru and Sugukon Navi Promotional Costs Increased Q/Q



*Others = Administration Div., Technology Development Div., & other Divisions

Number of Employees Classified by Division

- ❑ Continuing Mid-Career Recruitment in Both Divisions
- ❑ Many New Part-Time Workers Hired in Lifestyle Support Division
 - Special hiring rose due to recruitment of telemarketing and wedding after-party producing service “merci”

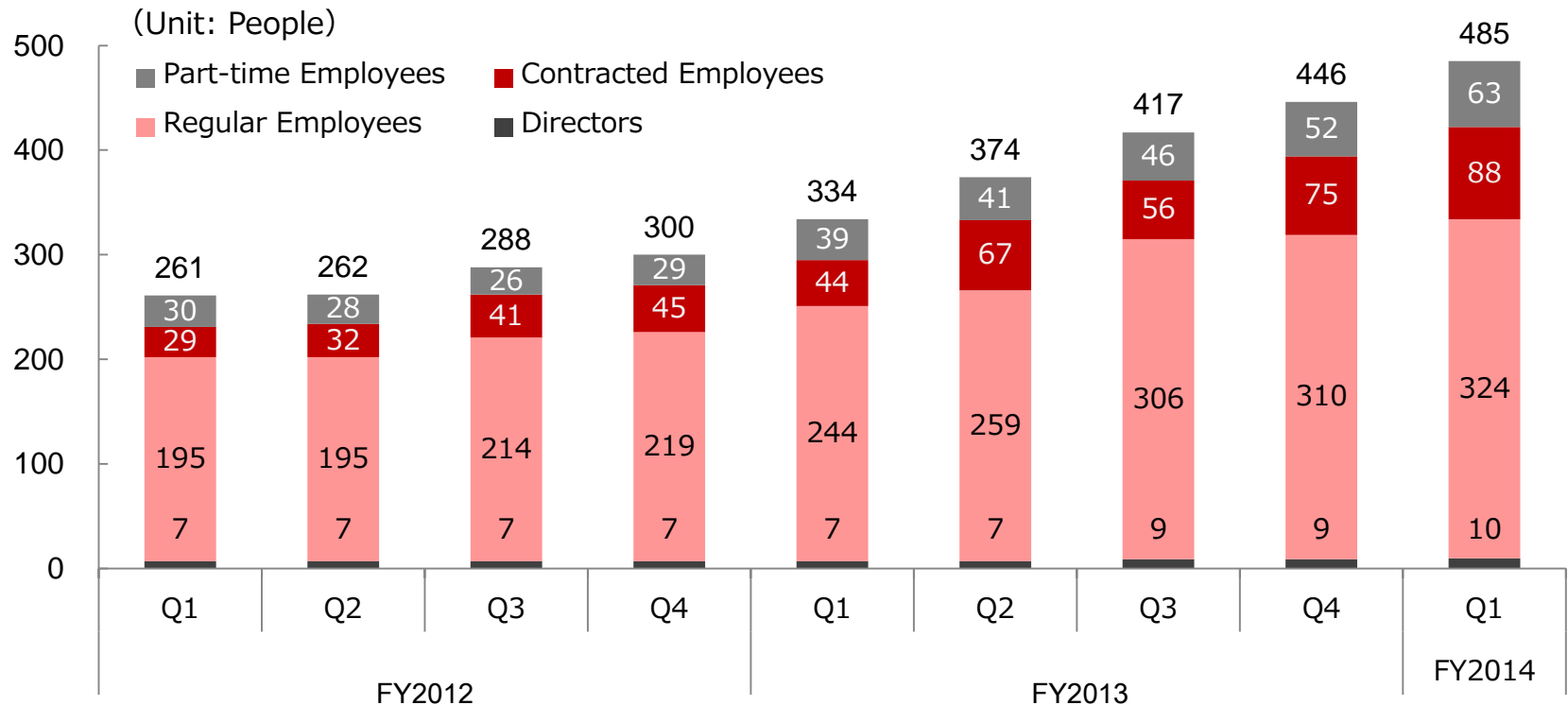


*Number of employees includes directors, auditors, full-time employees, contract employees, and part-time workers of all Ateam Group companies

*Others = Administration Div., Technology Development Div., & other Divisions

Personnel Structure Trend

- From Q2 FY2013, the Number of Part-Time Workers that Work Less than 8 Hours a Day Rose Rapidly in Lifestyle Support Division and Call Center
- Selectively Hiring Several Regular Employees Each Month



*Starting this fiscal year, the number of part-time employees is calculated using the following formula:
 $\text{total hours worked by all part-time employees} \div (\text{work days in the quarter} \times 8 \text{ hours per day})$

*Number of directors includes those affiliated with subsidiaries not accounted for in employee counts

Balance Sheet

- ❑ Current Liabilities Decreased Due to Accounts Payable and Payment of Corporation Tax
- ❑ Retained Earnings Increased, but Shareholder's Equity Decreased Due to Distribution of Dividends

Unit: Million JPY	End of Q1 FY2014	End of FY2013	Unit: Million JPY	End of Q1 FY2014	End of FY2013
Current assets	3,306	3,760	Current liabilities	758	1,136
Cash equivalent	1,480	1,944	Fixed liabilities	0	0
Accounts receivable	1,301	1,232	Total liabilities	758	1,136
Fixed assets	933	881	Interest-bearing liabilities	0	0
Tangible assets	123	102	Shareholder's equity	3,461	3,500
Intangible assets (software)	417	410	Total net asset value	3,481	3,505
Total assets	4,240	4,641	Liabilities and net assets	4,240	4,641

Dividends (Reprinted)

- Dividend Distribution for FY2014 Is Pending; Aiming to Distribute Dividends Similar to FY2013

(No adjustments from information issued on September 13, 2013)

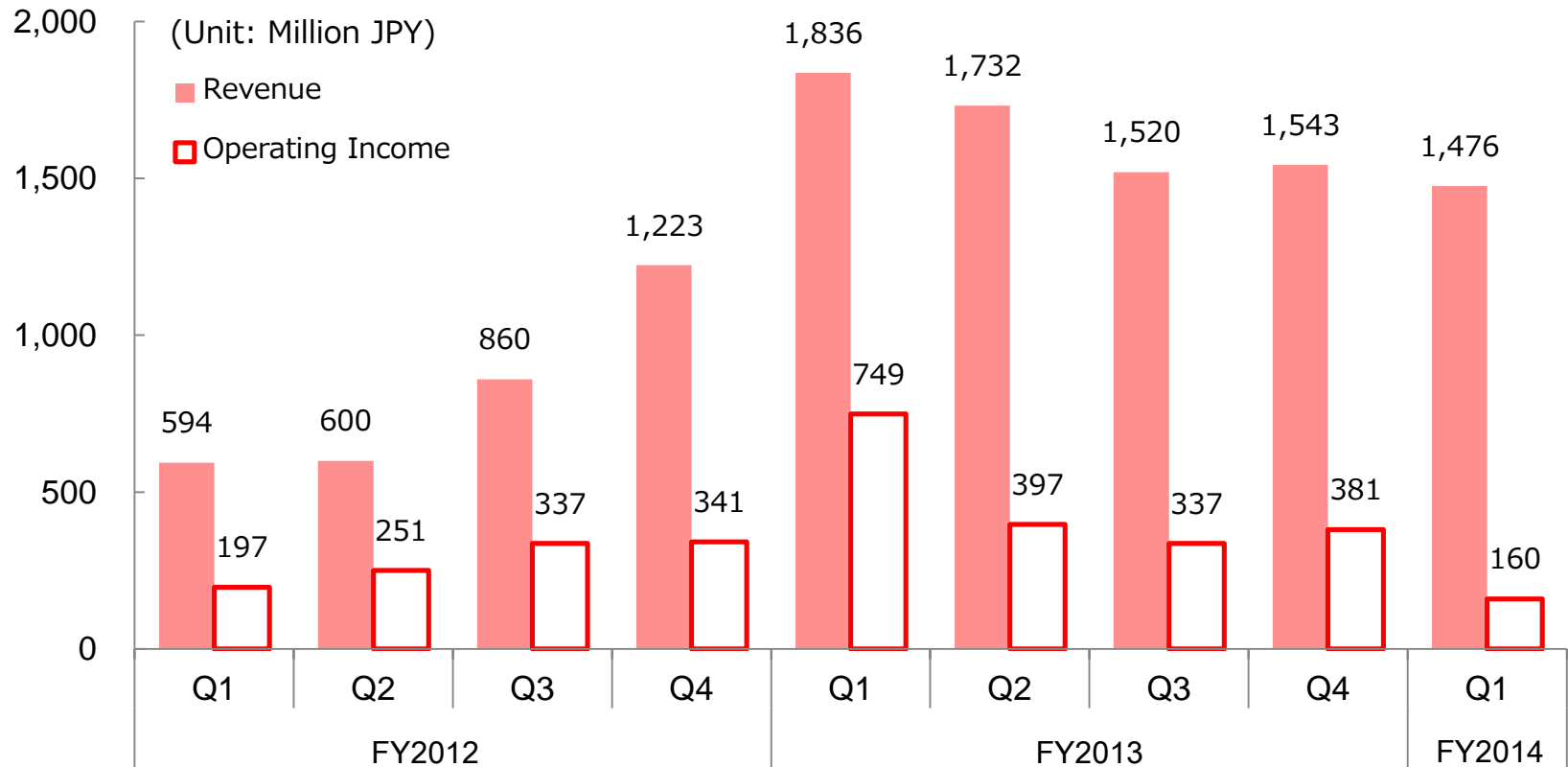
	FY2012 (Ended July 31, 2013) Dividends	FY2013 Dividends		FY2013 (Ended July 31, 2013) Forecast
		Mid-Year	Year End	
Date of right allotment	--	January 31, 2013	July 31, 2013	--
Date of dividend distribution	--	April 4, 2013	October 11, 2013	Pending
Dividend per share	--	JPY 11.22 (Special dividend JPY 10) (Commemorative dividend JPY 1.22)	JPY 10 (Normal dividend JPY 10)	Pending
Total dividend amount	--	JPY 203,531,100		Pending
Payout ratio (annual total)	--	19.53%		Pending



3. Major Business Activities – Entertainment Division

Entertainment Division Quarterly Revenue and Profit Trends

- Profit and Revenue Down Y/Y and Q/Q Due to Decreased Revenue from Existing Titles; Real Contributions from New Title War of Legions Will Be Reflected from Q2 FY2014



Entertainment Division Topics – Q1 FY2013

Games



- Released globally for iOS on August 8, for Android on October 22



- Succeeding Dark Summoner, has grown to JPY 100 million in monthly revenue



- Work to decrease download times completed
- Revenue remains sluggish

Tools and Media



- iPhone app to create original icons, broke 1 million download milestone on September 12



Eye Training 3D

- ZeroApp series apps broke the 3 million total download mark on October 16
- New iOS and Android title Eye Training 3D allows users to enjoyably train their eyesight using 3D images

Entertainment Division – Progress in Q2

Games



Mahjong -Rising-

- Fist of the North Star mode released on November 12 for iOS and Android 3D mahjong title Mahjong -Rising-, which has been downloaded over 5 million times to date



- Topped 1 million total downloads on November 22
- Grown to JPY 100 million in monthly sales



- Derby Impact quiz show was broadcast November 23 on NICONICO LIVE Broadcast: GINZA, a popular live stream website
- Monthly sales continuing around JPY 100 million

Tools and Media



[+]HOME

- Push into Asian markets by [+]HOME, a free smartphone customization app that broke 1.5 million downloads on December 2, began with the release of Korean and Chinese versions



- On December 10, released major update to iPhone icon creation application [+]icon, adding social networking features including the ability to upload and share user-created icons and wallpapers

FY2014 Plans - Entertainment Division (Reprinted)

- ❑ Maintain Balance Between Supporting Existing Titles and Developing New Titles

Nurturing Existing Titles

Step Up Globalization

- Add support for many languages in addition to English and Korean
- Engage in marketing in various countries

Continue Operation of Titles Produced in Collaboration with GREE, Inc.

Development of New Titles

Plans to Release 2-4 New Titles During the Fiscal Year

- Q1 and Q2 focus on supporting existing titles, move to release titles in Q3 and Q4

Plan and Develop Games Aimed at Global Markets

Reflections on Q1 FY2014

- ❑ Recognized That New Efforts Are Required in Addition to Existing Methods

Current Conditions

Yet to produce a massive hit title

- Derby Impact and War of Legions achieving JPY 100 million in monthly revenue, but Dark Summoner's revenue is dropping and Dark Rebirth is underperforming

Market Status

Large changes in market trends

- Market shifting from browser-based games to full native games
- Increasing awareness and interest in applications for LINE and other messenger platforms

Strategies for Various Platforms

- 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 the joint venture company with major market player 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

NHN Entertainment Corporation Outline

□ 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	Lee Eun-Sang, President
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



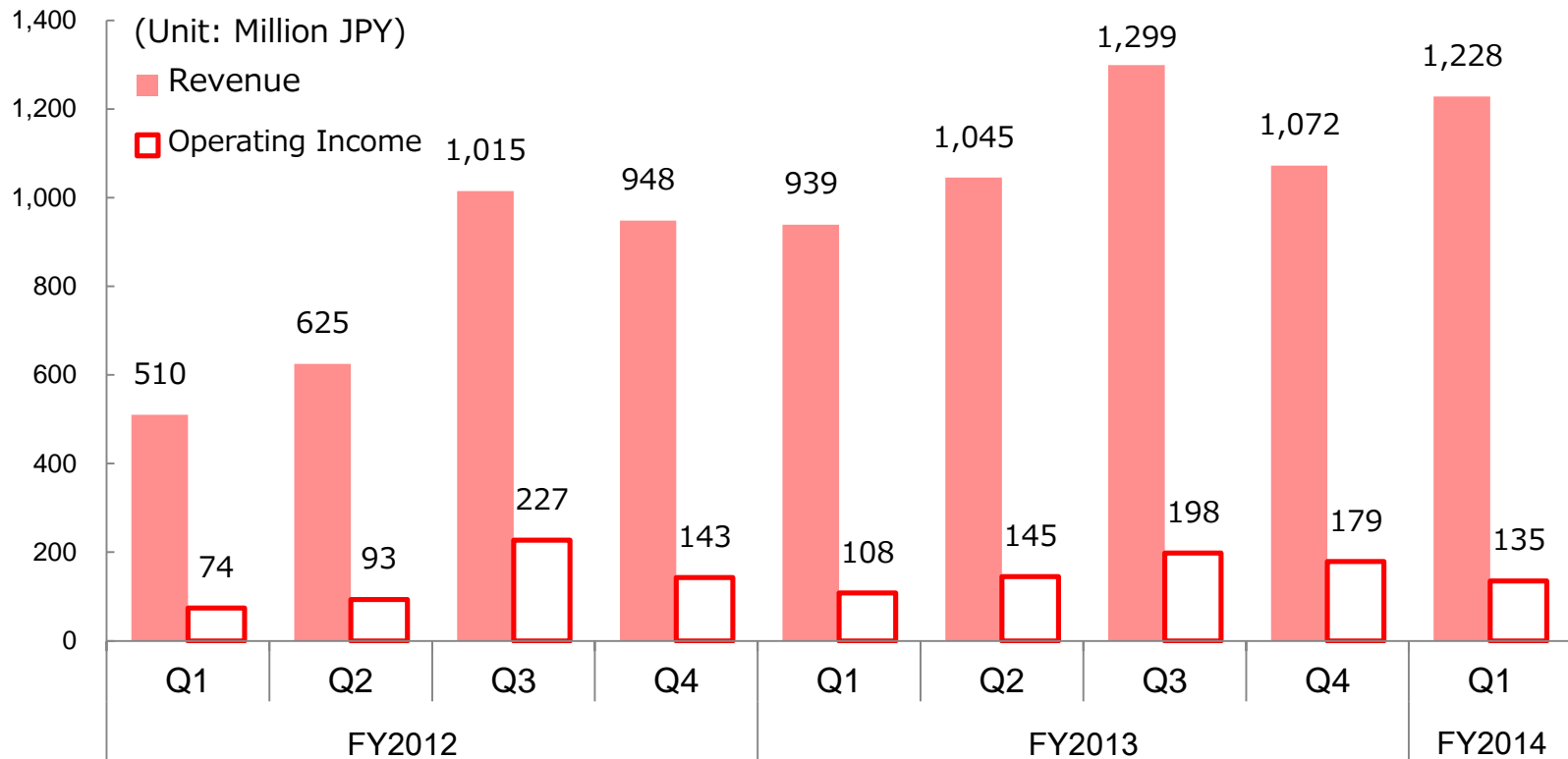
Exciting Game Party for Kakao



4. Major Business Activities – Lifestyle Support Division

Lifestyle Support Division Quarterly Revenue and Profit Trends

□ Revenue and Profit Increased Y/Y, Maintaining Favorable Growth



Lifestyle Support Division Topics – Q1 FY2014

Moving Services



Moving company search service

- Good: Maintaining a top market share, customer referrals trending favorably
- Bad: Profits reduced due to drop in SEO, and sudden jump in cost for acquiring customers caused by increased market competition

Automobile Services



Online used car appraisal service

- Good: Maintaining a top market share
- Good: Customer referrals increasing in seasonal peak (Aug-Sep)
- Good: Sales of new cars and appraisals increasing in advance of coming consumption tax increase

Bridal Services



Short-notice wedding hall
booking service



After-party producing service

- Good: Record number of visitor reservations after August promotion
- Good: September bridal event held in Tokai region, record 2,000+ attendees; lead to record September and quarterly revenue
- Good: Wedding after-party planning service “merci” performing well

Lifestyle Support Division – Progress in Q2

Moving Services



Moving company search service

- Good: On November 5, launched online booking service
- Good: Focusing on building base framework of call center in order to further increase future revenue

Automobile Services



Online used car appraisal service

- Good: October-November traditionally off-season, but decreases smaller than normal as many rush to buy new cars in advance of consumption tax increase

Bridal Services



After-party producing service



Short-notice wedding hall booking service

- Good: Wedding, after-party, and resort booking services united under merci brand on November 6
- Good: Wedding after-party planning service merci continues to receive more orders than expected
- Good: Record revenue from contingency fees achieved in November

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



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

Basis for Result Forecasts (Reprinted)

Entertainment

Existing Titles

- Forecasts made based on current and past market trends

New Titles

- Aiming to release new titles in the second half of FY2014, revenue and profit forecasts based on logical presumptions which can be estimated reasonably at this point

Lifestyle Support

Hikkoshi Samurai, Navikuru

- Currently maintaining top market share, increased revenue predicted due to growth from rising internet user numbers and expansion into peripheral markets

New Services

- Many elements undecided at this point, but revenue and profit forecasts based on logical presumptions

Consolidated Forecasts for FY2014 (Reprinted)

- ❑ No Adjustments from Forecasts Announced September 13, 2013
- ❑ Excerpt from “FY2013 Q4 Consolidated Financial Results (Japan GAAP)”

Unit: Million JPY	FY2013 (Ended July 31, 2013) Result		FY2014 (Ending July 31, 2014) Forecast			
	Yearly	Ratio	Mid-Year	Yearly	Ratio	YoY
Revenue	10,989	100.0%	6,200	15,000	100.0%	136.4%
Operating income	1,717	15.6%	520	2,400	16.0%	139.7%
Ordinary income	1,718	15.6%	520	2,400	16.0%	139.6%
Net income	1,042	9.5%	307	1,410	9.4%	135.3%

Medium-Term Outlook

- Some Points Vary from Original Division Plans, But as Company-Wide Effects Are Minor, No Adjustments Have Been Made to Business Forecasts at This Point

Deviations From Original Division Plans

Revenue

-Q1- Compared to Plans

- Navikuru sales favorable
- Revenue from Entertainment Division titles decreasing

-Q2- Progress Thus Far

- Lifestyle Support Division Trending Favorably
- Entertainment Division titles underachieving

Costs

- Promotional budget for War of Legions' Android release not entirely spent

- Increased investments into new Lifestyle Support Division services



6. Medium- and Long-Term Outlook

Balancing Stability and Growth Between Two Divisions

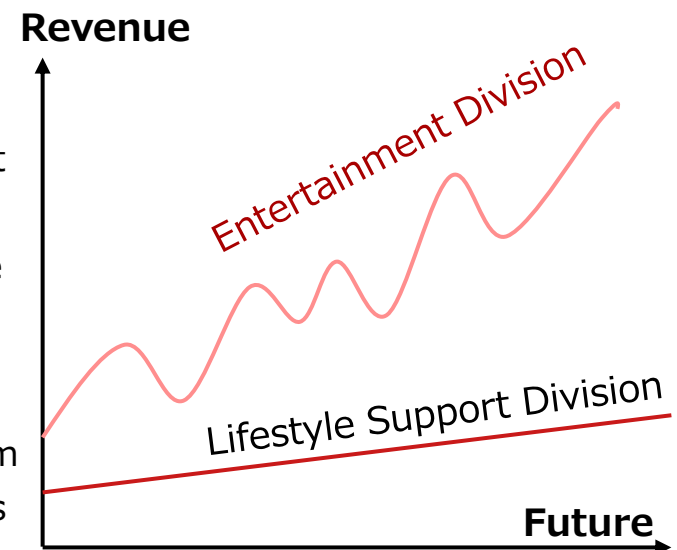
- Running Two Divisions with Different Focuses to Achieve Balanced Financial Stability and High Business Growth and To Grow For The Next 100 Years

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

- JPY 10 billion to 20 billion 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



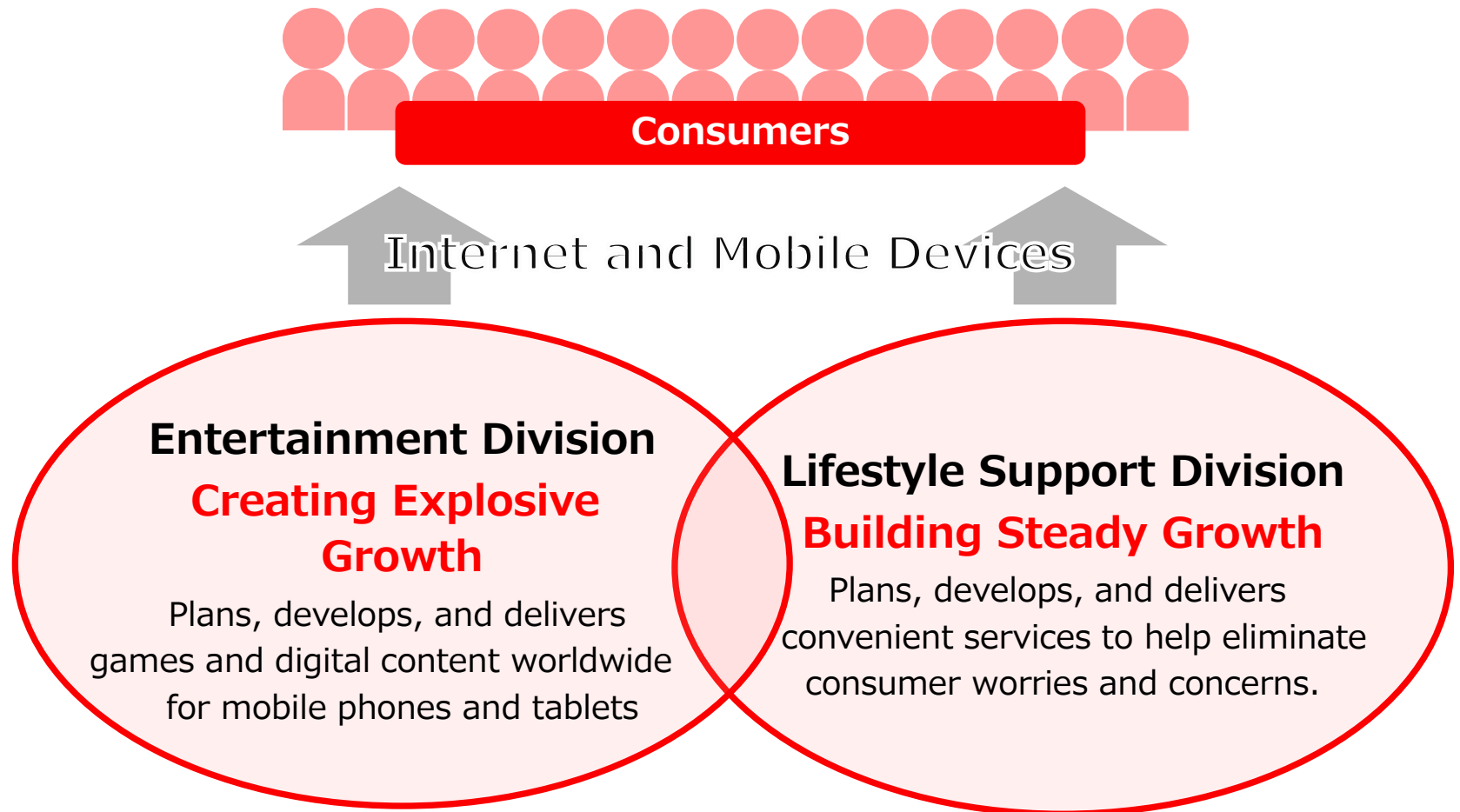
(Reference)

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 October 31, 2013)

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 Sumitomo Mitsui Banking Corporation Nagoya Ekimae Branch
Auditor	Deloitte Touche Tohmatsu (DTT)
Group Company	A.T.brides Inc. Hikkoshi Samurai Inc. Ateam Lifestyle Inc. A.T.Support 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	412 (part-time employees excluded), 10 Directors



Nagoya Lucent Tower



Umeda Hankyu Bldg.



Workspace



Osaka Studio



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**

- 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, Venture Business
Planning and Management**

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

- 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.

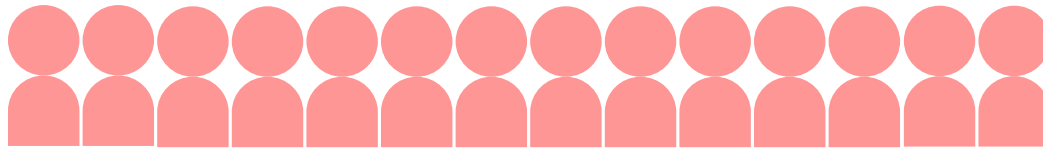
- Born in September 1984
- Graduated from Aichi Mizuho University
- j-Project Corporation
- Development and Operation of an Internet Shop as a Personal Business
- Ateam Inc.

History

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

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

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
Copyright (Japan Only)



NARUTO Shinobi Masters

©K S/S・T・P
©G・A
Copyright (Japan Only)

Feature Phone Content



Million Versus



Eternal Zone

Tools and Media

Womens' Health Services



urara



Lalune

Smartphone Customization



[+]HOME



[+]icon

ZeroApp Series



Eye
Training 3D



Quick Calorie
Control



Good Night's
Sleep Alarm

War of Legions



❑ Epic Fantasy Battle RPG

- 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



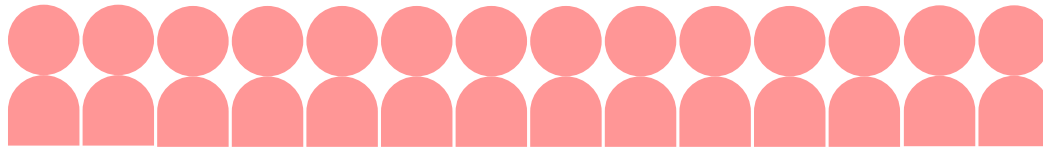
- Features many famous horses, jockeys, and races



- Real-time player-versus-player races held every five minutes

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

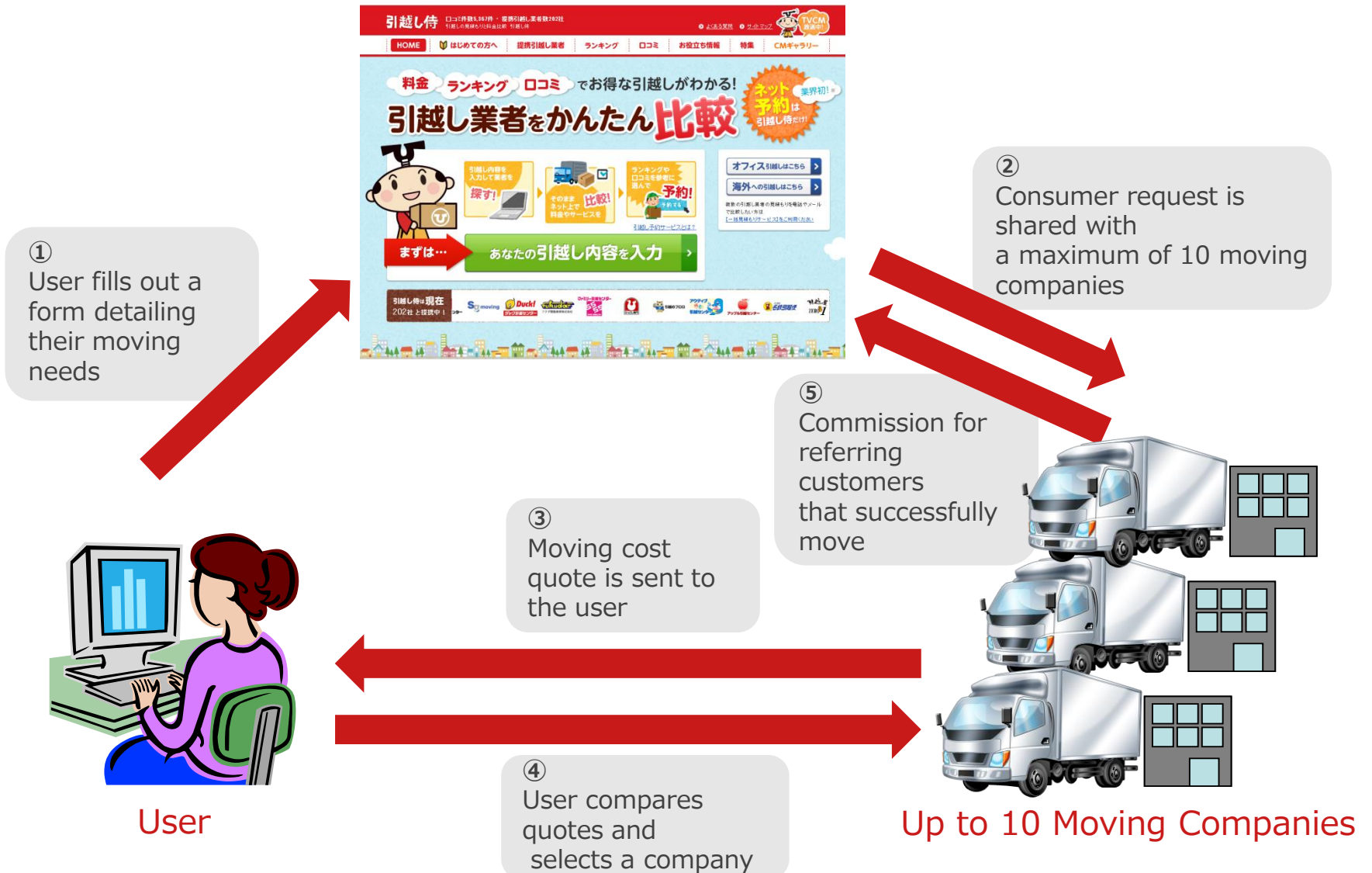
**Planning, developing, and operating comparison and
information websites
related to daily lives of consumers**

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 December, 2013)
- ❑ 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



Hikkoshi Samurai 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)

簡単査定済みのサイトです

車買取査定・車売るなら取りよれお得なサイトで!

ナビクル (navikuru.com) でおトクに査定!!

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!!

A社の査定額 180万円

B社の査定額 150万円

C社の査定額 160万円

STEP.01 32秒のかんたん入力!

STEP.02 最大10社への無料一括査定!

STEP.03 納得の最高価格で売却!

簡単無料査定をここからスタート!!

査定だけでももちろんOK!
簡単&無料一括査定をスタート!!

>>ナビクル (ナビくる) 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 Kanto, Kansai, Kyushu, and Tokai 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 December 12, 2013)

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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