



Broadleaf Co., Ltd.

(Securities Code: 3673 / TSE 1st)

3Q FY12/2013 Business Results Briefing



October 31, 2013

Overview of FY12/2013 Results and Forecasts



Summary of FY12/2013 Results and Forecasts



□ 3Q (9 mo.) FY12/2013: Business Application Software and Network Service performed well

YOY: Outperformed significantly in both Net Sales and Profits

VS. Plan: Performed almost in line with the plan

□ Full-year forecasts: No revision from the initial forecasts

Unit: million yen

	FY12/2013 3Q(9mo.) Results	FY12/2012 3Q(9mo.) Results	YOY		FY12/2013 Full Year Forecasts
			Amount	%	
Net Sales	12,629	11,188	1,441	12.9%	17,851
Operating Income	2,124	1,135	989	87.1%	4,042
Ordinary Income	2,033	1,071	962	89.7%	3,952
Net Income	982	337	645	190.8%	2,089

Summary of FY12/2013 Results

□ 3Q (3 months)

YOY: Outperformed significantly in both Net Sales and Profits

Unit: million yen

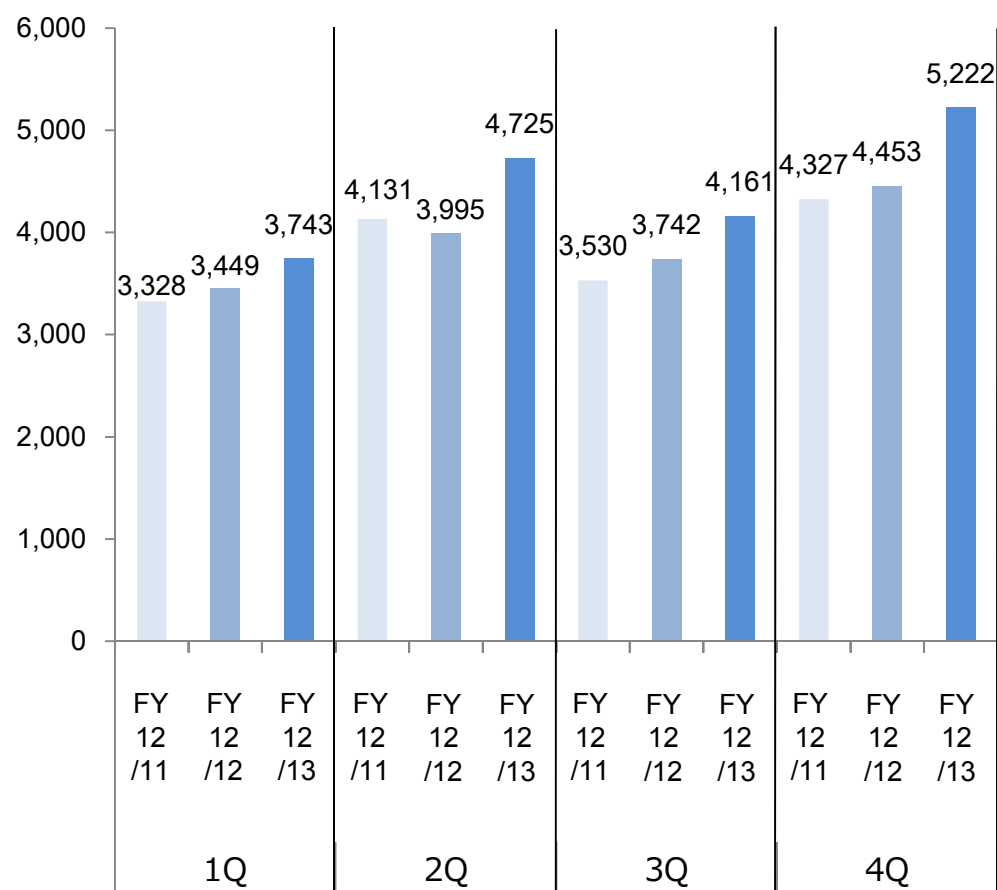
	FY12/2013 3Q(3mo.) Results	FY12/2012 3Q(3mo.) Results	YOY	
			Amount	%
Net Sales	4,161	3,742	419	11.2%
Operating Income	585	423	162	38.4%
Ordinary Income	570	411	159	38.5%
Net Income	254	99	155	155.8%

Transition of Results by Quarter

□ Automotive Aftermarket ⇒ Business with more emphasis on 4Q (especially in December)

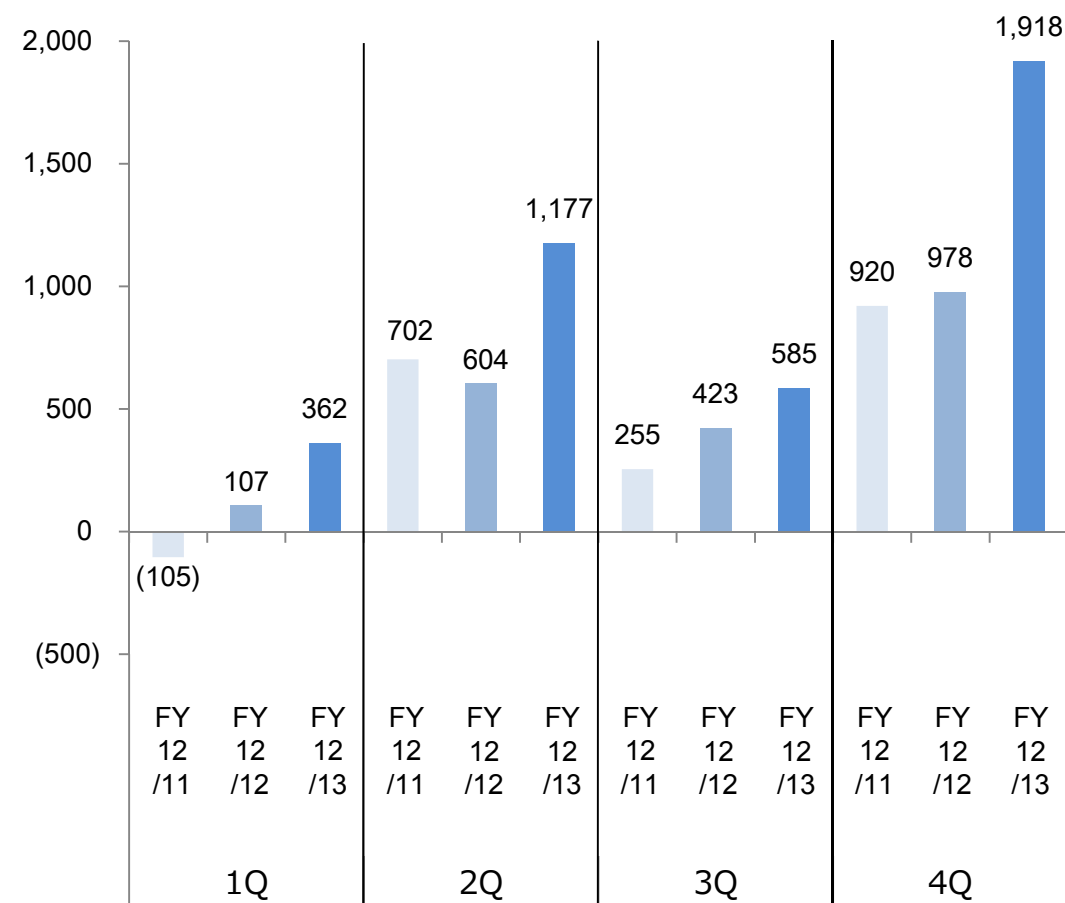
Net Sales

Unit: million yen



Operating Income

Unit: million yen



Sales Trends by Category

Unit: million yen

	FY12/2011		FY12/2012		FY12/2013
	3Q(9mo.)	Full Year	3Q(9mo.)	Full Year	3Q(9mo.)
Business Application Software	8,277	11,645	8,013	11,353	9,170
System Support	935	1,258	951	1,279	958
Maintenance	420	570	448	603	459
Supply	514	688	503	676	499
Network Service	1,776	2,412	2,223	3,008	2,500

□ Business Application Software:

Net sales increased due to demand for the renewal of lease contracts (6 years).

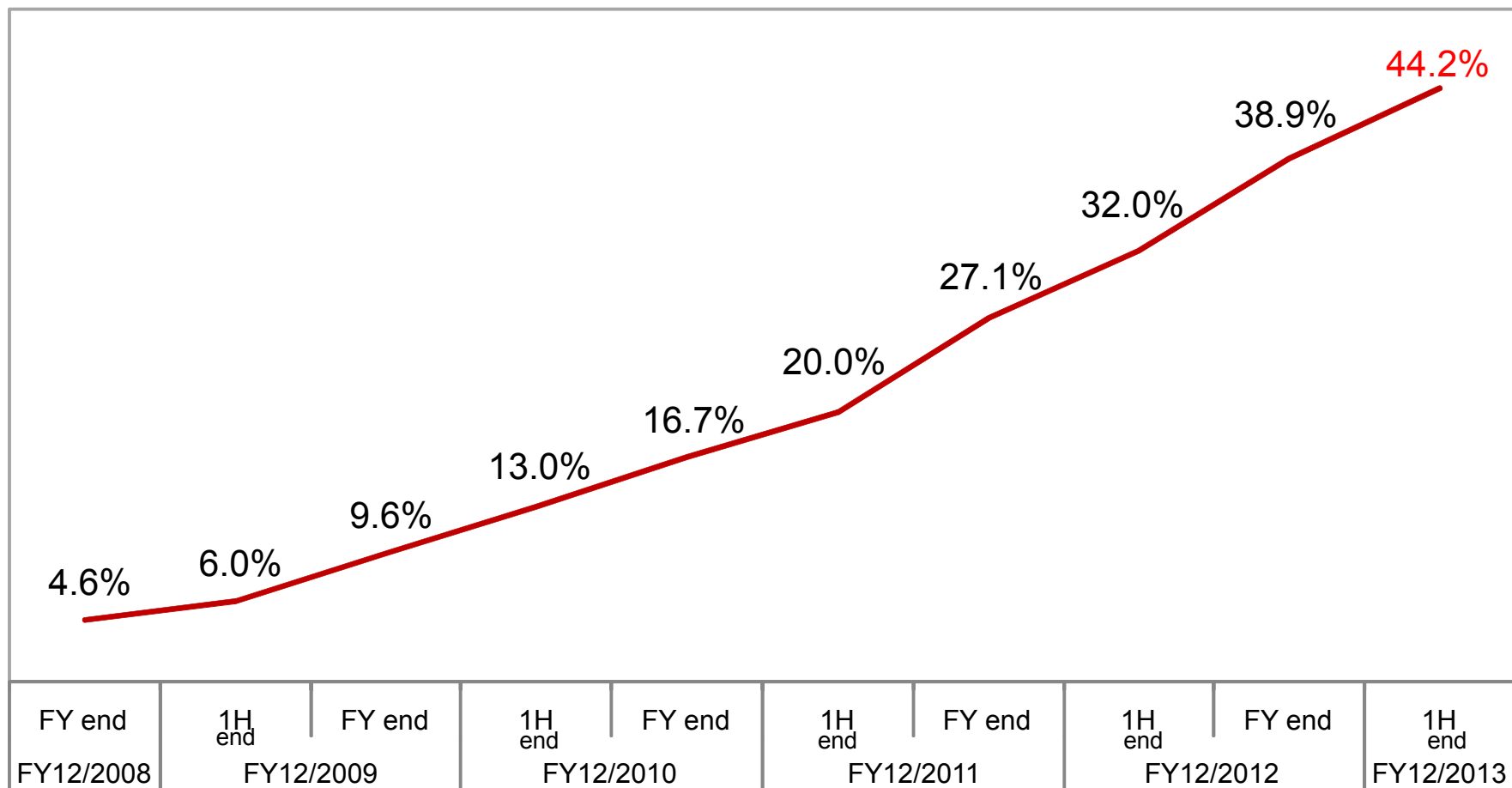
□ System Support: Both maintenance and supply remained firm.

□ Network Service: Stock-type services expanded along with the rising proportion of network-type licenses.

Changes in the Proportion of Network-type Licenses

- The proportion of network-type systems, which serve as the infrastructure of our Network Service, has been increasing steadily.

Proportion of licenses of network-type systems in the sales of Business Application Software



Balance Sheets at the End of 3Q FY12/2013

□ Achieving stronger balance sheets Unit: million yen

	FY12/2013 3Q Results	FY12/2012 Results	Increase/ decrease
Current assets	11,837	8,761	3,076
Cash and deposits	7,384	3,604	3,780
Noncurrent assets	13,159	13,857	△ 698
Property, plant and equipment	502	520	△ 18
Intangible assets	11,916	12,475	△ 559
Goodwill	10,866	11,368	△ 502
Software	1,049	1,107	△ 58
Investments and other assets	740	860	△ 120
Total assets	24,997	22,619	2,378
Current liabilities	5,024	5,169	△ 145
Loans payable	1,500	1,500	0
Noncurrent assets	947	2,431	△ 1,484
Long-term loans payable	750	2,250	△ 1,500
Total liabilities	5,972	7,600	△ 1,628
Total net assets	19,024	15,018	4,006
Total liabilities and net assets	24,997	22,619	2,378

Cash and deposits

- Increased with the issuing of new shares at the time of listing
- Increased with the posting of incomes

Goodwill

- Goodwill arising at the time of MBO amortized steadily (Amortized over 20 years since FY12/2010)

Loans payable

- Repaid steadily

Topics



Advanced Auto After Business Consortium

Advanced Auto After Business Consortium (established on September 19, 2013)

Objective: Exploring new business areas and opportunities in the auto after market

Members: LOTAS CLUB, BS-summit, AUTOBACS SEVEN CO., LTD.

PIONEER CORPORATION, NTT DOCOMO, INC.

Tokio Marine & Nichido Fire Insurance Co., Ltd. , Broadleaf Co., Ltd.

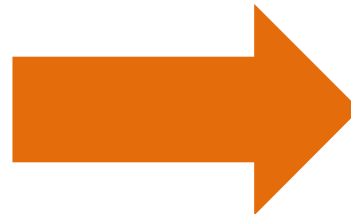


Establishment event at Tokyo in September 2013



Logo of *Car-unselor in Your Town*

Content services
provided by this
consortium



Strengthening our
“*Car-unselor in Your Town*”
marketing strategy

Reference



Summary of FY12/2013 Results and Forecasts



Unit: million yen

	3Q (9mo.) FY12/2012 Results	3Q(9mo.) FY12/2013 Results	FY12/2012 Full year results	FY12/2013 Full year forecasts
Net Sales	11,188	12,629	15,641	17,851
Business Application Software	8,013	9,170	11,353	12,982
System Support	951	958	1,279	1,386
Network Service	2,223	2,500	3,008	3,482
Cost of Sales	3,395	3,388	4,616	4,247
Gross Profit	7,793	9,241	11,025	13,604
SG&A Expenses	6,657	7,116	8,911	9,561
(Amortization of goodwill)	502	502	668	668
Operating Income	1,135	2,124	2,114	4,042
Ordinary Income	1,071	2,033	2,035	3,952
Net Income	337	982	815	2,089
EPS (¥)	15.04	40.14	36.30	83.95
Return on equity (ROE)	-	-	5.6%	11.9%
EBITDA*	1,998	3,125	3,522	5,489

* EBITDA = Operating Income + Depreciation + Amortization of goodwill

Forward-looking statements contained in this material such as results forecasts and future prospects are forecasts and estimates made by Broadleaf based on information available at the time of the preparation of the material, and are subject to potential risks and uncertainties. Please note that actual results may differ from the statements contained in this material due to various factors.

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