



**OPT, Inc.** JASDAQ(2389)

**Leading Interactive Agencies in Japan**

The opinions and forecasts contained within this document are based on the judgments of OPT, Inc., at the time the document was prepared. No guarantee is made as to the accuracy of this information. Opinions and forecasts may differ significantly from actual performance and results due to changes in a variety of factors.

# Company Profile

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Company name:	OPT, Inc. (JASDAQ 2389)
Business:	e-Marketing
Head office:	Chiyoda-ku, Tokyo
Founded in :	1994
Stated capital:	¥7. 595 billion (As of Dec2009)
Sales volume	¥54.4 billion *Consolidated (As of Dec 2009)
Employees:	798, exclude persons of temporary transfer and employees of consolidated subsidiaries (As of Dec 2009)
Management team:	Noboru Hachimine , Representative director & CEO Tomohito Ebine , Director & Chairperson Atsushi Nouchi , Director Masato Takamori , Director Yoshitada Ishibashi, Director & CFO Yukio Yamaguchi , Director Toshiya Oyama , Outside director

# What we do

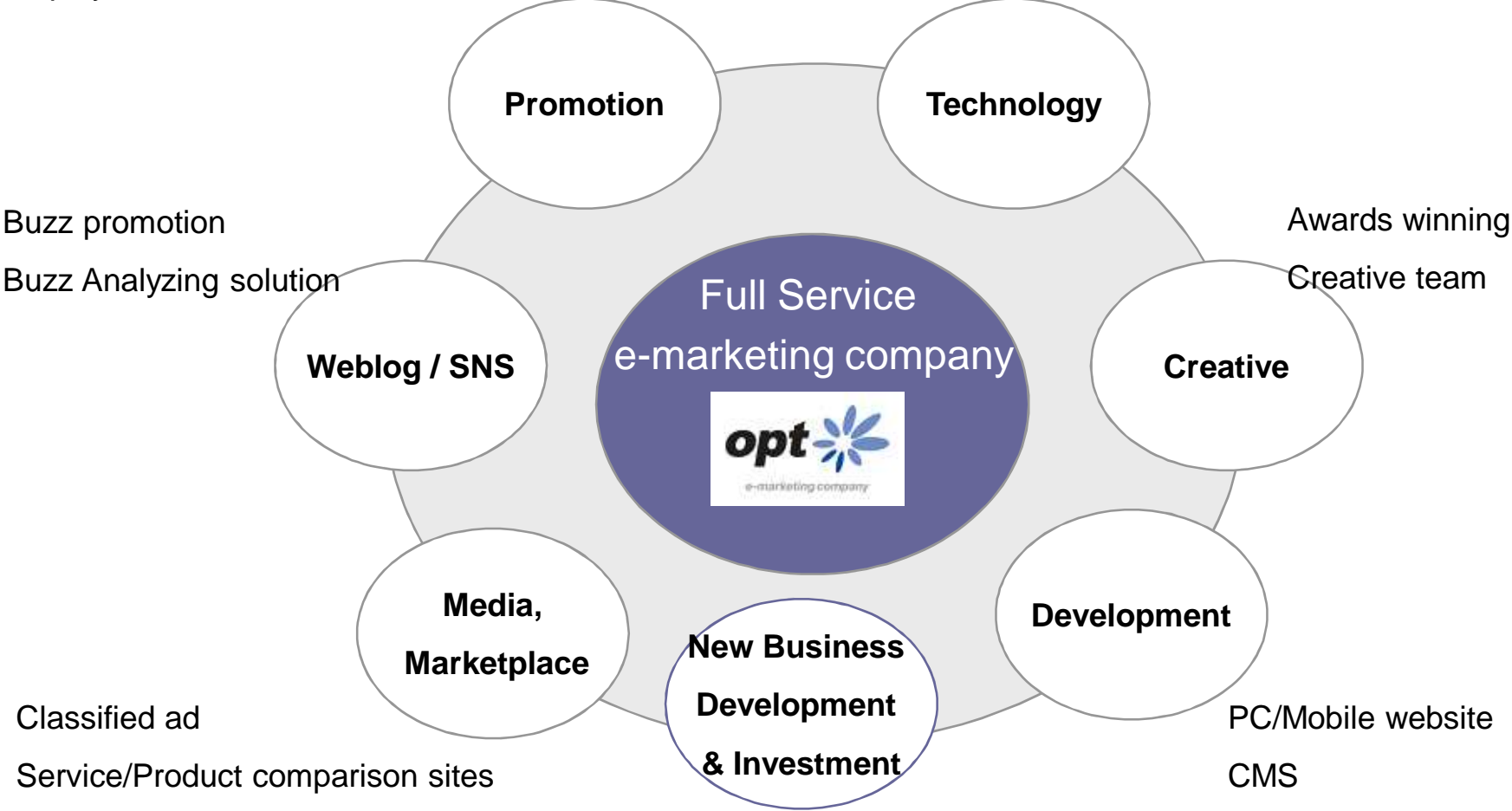
## OPT maximizes clients' e-marketing ROI

Concept Making, Media Planning / buying

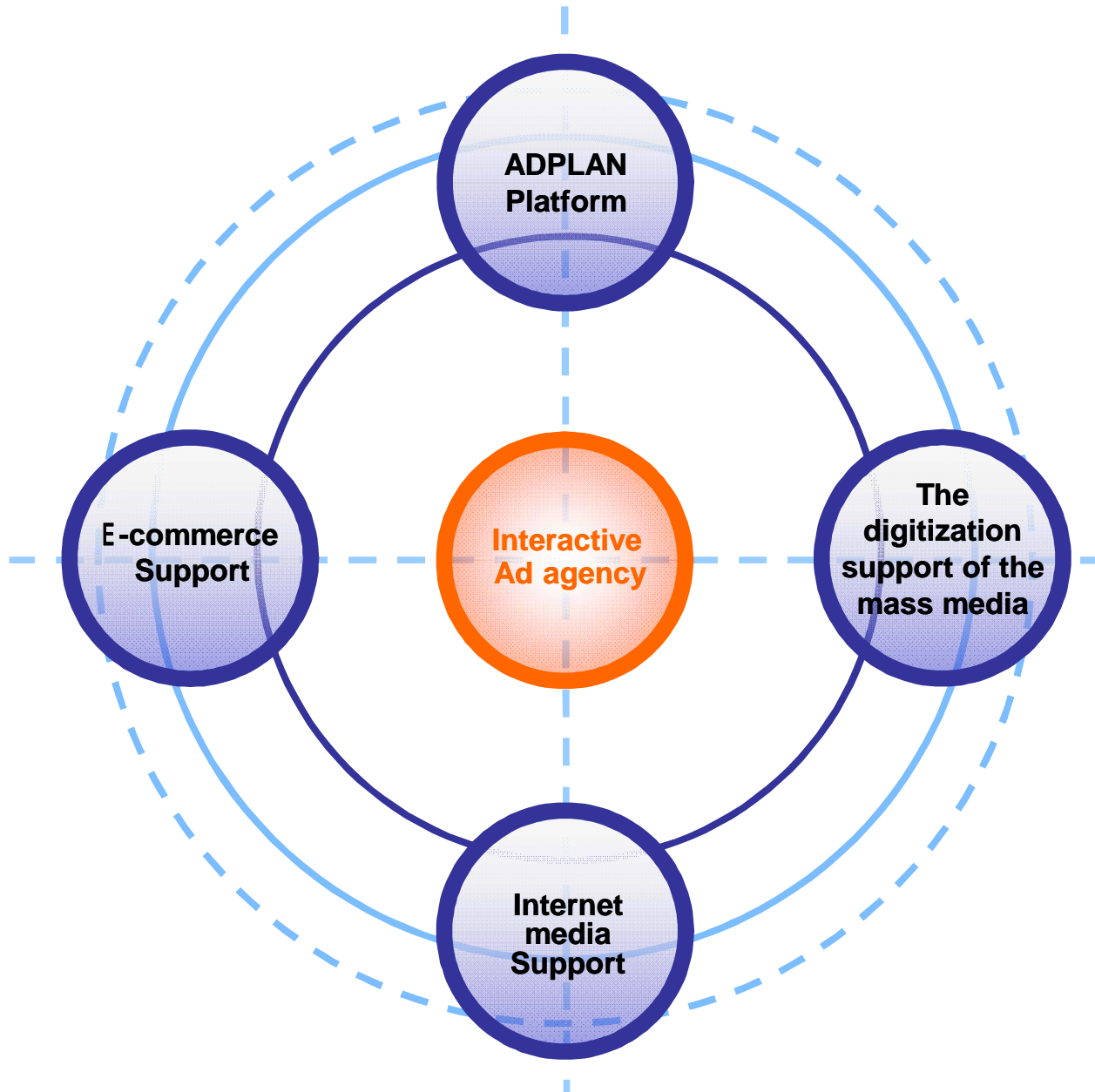
Display Ad, Video/ Rich Media Ad, Mobile, SEM / SEO

Performance measurement "ADPLAN"








Online Ad delivery tool "ADPLAN DS"



# New fields of e-marketing business development



# Overview of Main Group Companies

Company	Type of Business	Ownership	Consolidated Status as of Dec, 2009
 CLASSIFIED	Online classified ad. Reseller of Yahoo! Real Estate Information.	66.0%	Consolidated Subsidiary
 Crossfinity	SEO (Search Engine Optimization) Services	66.7%	Consolidated Subsidiary
 hotto link	Weblog / Buzz Analyzing Solutions	59.6%	Consolidated Subsidiary
 eMFORCE The Task Force of eMarketing	Online ad agency in Korea	88.5%	Consolidated Subsidiary
 TRADE SAFE	EC Trustmark service	54.0%	Consolidated Subsidiary
 Mobile Factory	Content business	40.8%	Consolidated Subsidiary
 SOLDOUT	Advertising agency, specialized in a medium or small size advertisers	100.0%	Consolidated Subsidiary
Other Group companies	MediaRights, Searchlife, Contents one , OPT Beijing, etc		

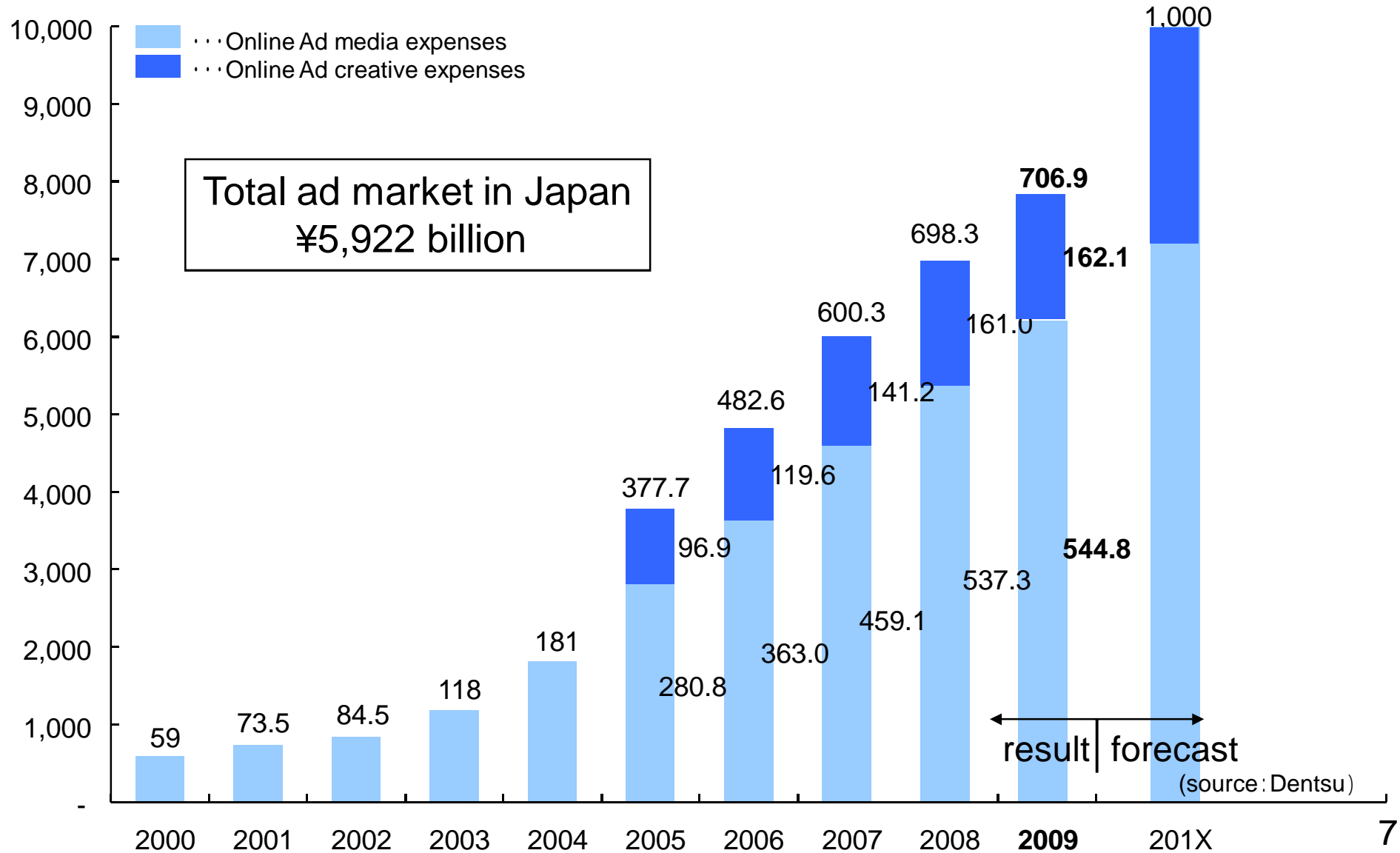
# Overseas business

Countries	Company name	Type of Business
Korea	 <i>The Task Force of eMarketing</i> <a href="http://www.emforce.co.kr/">http://www.emforce.co.kr/</a>	Full-service Interactive ad agency
China	 <b>OPT Beijing</b> Information Technology <a href="http://www.optchina.cn/">http://www.optchina.cn/</a>	Website development

# Online Ad Market in Japan

(¥ billion)

Online ad market has grown to 11.9% of total ad market in Japan



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# OPT Products and solutions overview

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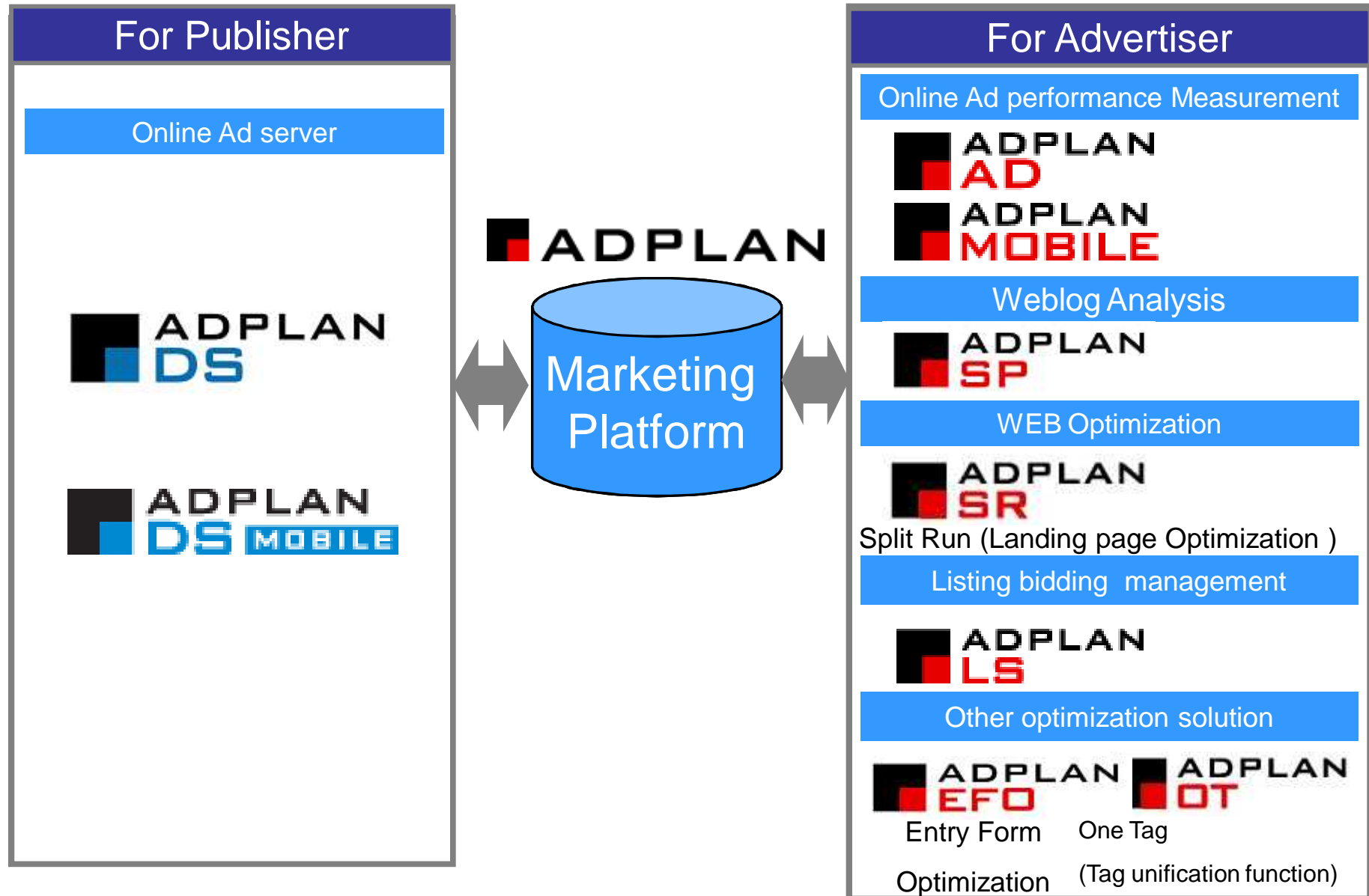
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**ADPLAN**  
**Series**

# OPT Marketing Platform for Publisher and Advertiser



More than 200 Users (Publisher)

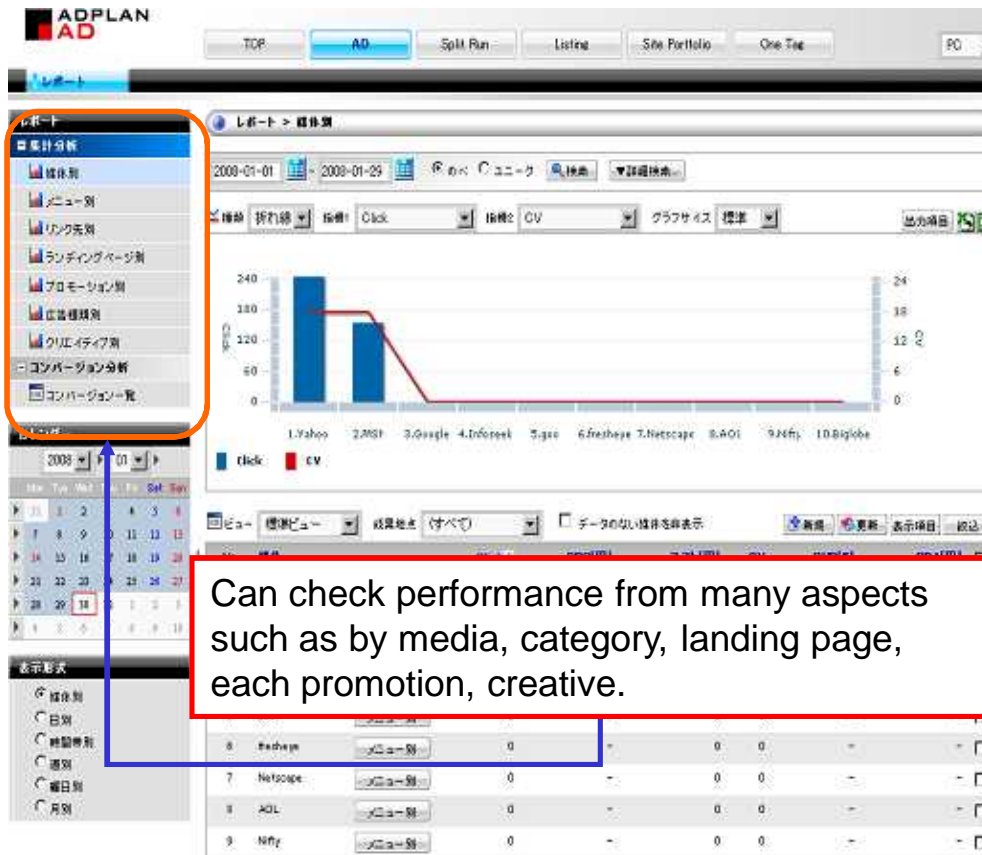
More than 1500 Users (Advertisers) 10

# ADPLAN Dashboard

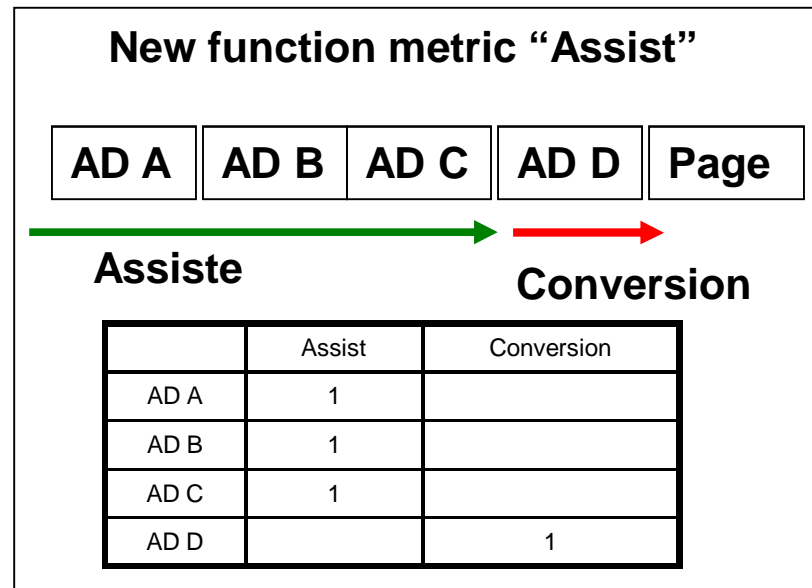


User-friendly interface.

Most of options and performance metrics can be checked from one simple-integrated dashboard.



- Real time measurement
- Measurement metrics  
Impression, Click, CTR, CPC, CPM, ROAS, Sales, Interval between Click-CV, Assist, Post impression etc
- Many reporting options
- Can be Integration with clients database



# Listing bidding management

Manage bidding and T&D from same screen.  
Many measurement, analysis and reporting function

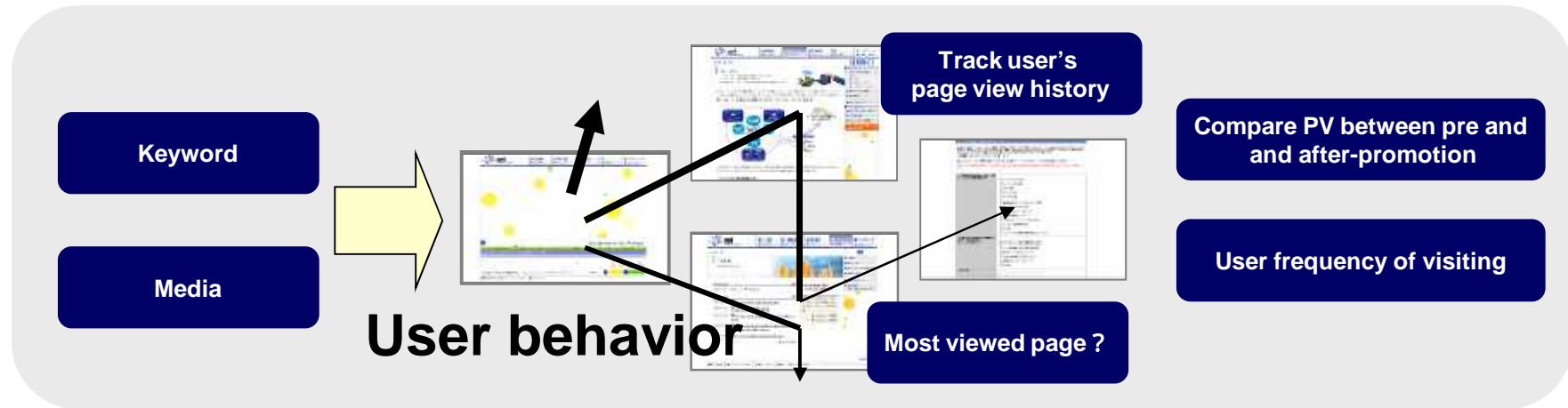


Operator



The screenshot displays the ADPLAN LISTING web interface. On the left, there is a navigation menu with options like 'レポート' (Reports) and '登録' (Registration). The main area shows a 'レポート' (Report) section with a date range of 2008-01-01 to 2008-01-22. Below this, there are charts and data tables. A blue box highlights a section with the text 'Register & Change bidding and T&D,' and an arrow pointing to a form area. Another blue box highlights a table titled 'ABCD Analysis Category'.

Category	Acquisition	CPA
A	YES	Average > actual
B	YES	Average < actual
C	NO	Average < cost
D	NO	Average > cost



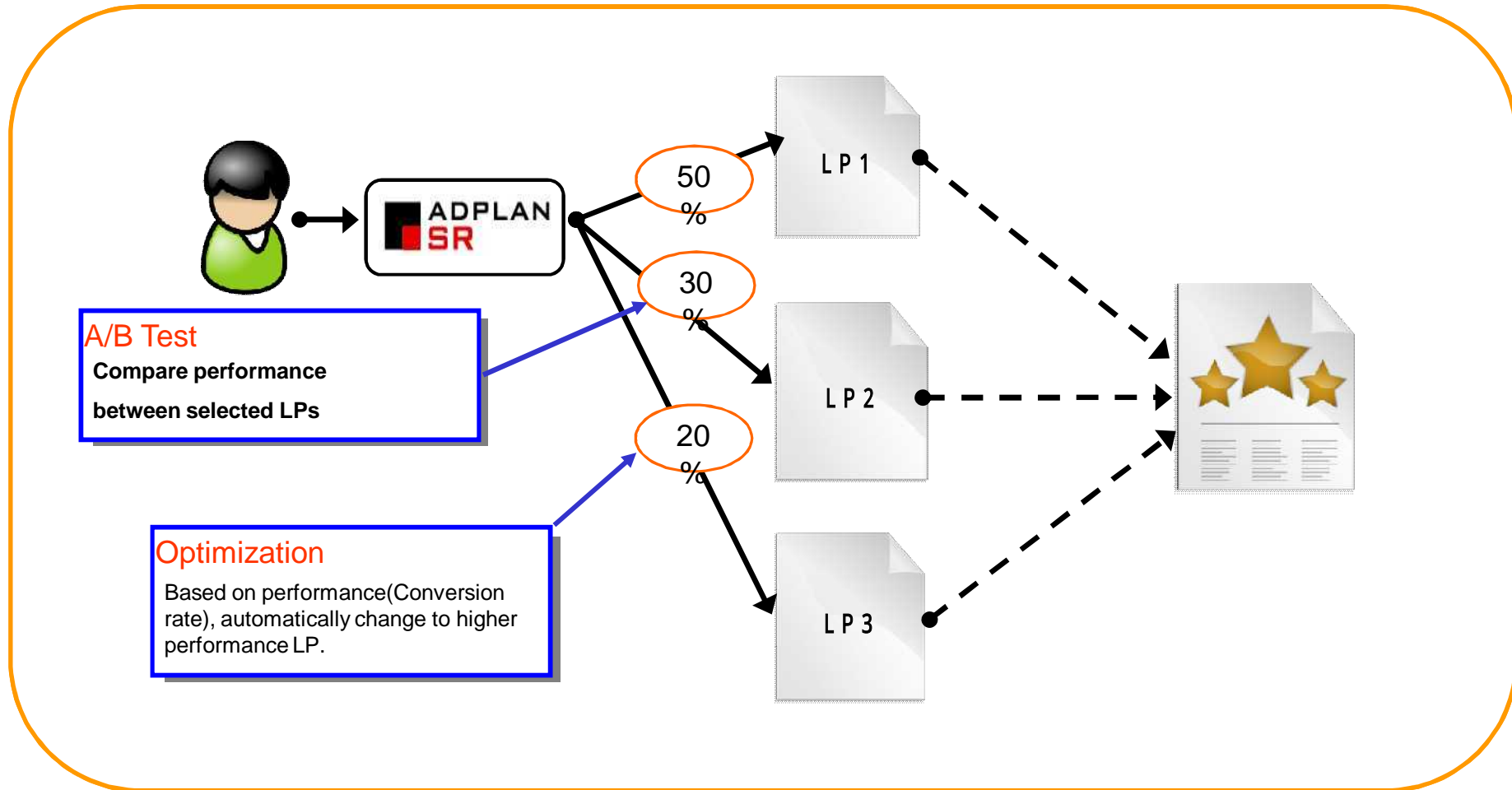
Easy-to-use interface .  
Automatic analysis and reporting.

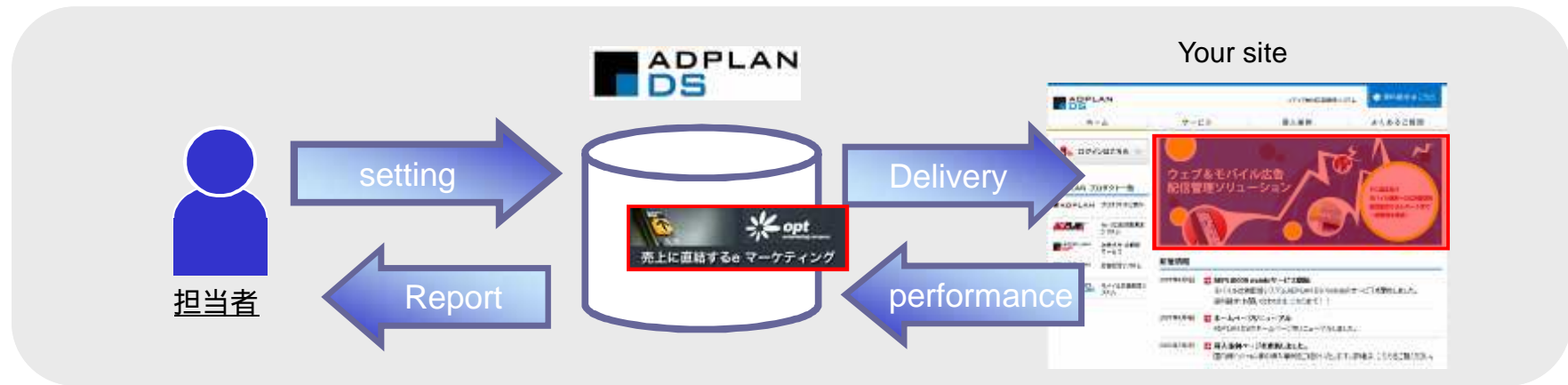
## Major functions

- ❑ Analyzable by Time, page, search engine etc
- ❑ Scenario analysis, tree diagram, Click viewer function
- ❑ Reporting
- ❑ Alert, event function



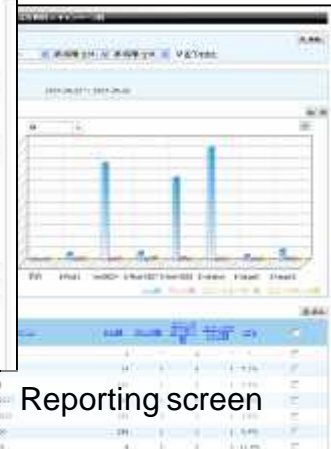
## (Landing page Optimization)





## Major function

- ❑ Ad delivery management (Rotation, richcontent)
- ❑ Measurement (by ad space, by creative etc)
- ❑ Support mobile delivery
- ❑ Targeting (Behavioral, LPO)



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Thank you

