NEXT Co.,Ltd.

TSE 1st section 2120

Annual Report of Financial Statement



Financial Results for Year Ended March 31, 2011 (April 2010 to March 2011)

Opinions and forecasts expressed in this document are those of management as of the date of publication and management does not offer any guarantee regarding their accuracy. Please note that actual business performance and results may differ materially from such opinions and forecasts due to changes in various factors.

Index

NEXT Co., Ltd TSE 1st section 2120

Accumulated Total



- Financial Results for the Year Ended March 31, 2011 · · · pp. 2-16
- Business Forecast for the Year Ending March 31, 2012 ••• pp. 17-32
- Future Business Development ••• pp. 33-35
- Reference Materials ••• pp. 36-50

Real Estate Information Service "HOME'S" ••• pp. 37-38

External Environment ••• pp. 39-40

Introduction of New Businesses ••• pp. 41-42

Corporate Topics · · · pp. 43-44

Company Credo and Business Principles, Corporate Profile, Shareholder Composition and Group Companies' Profile ••• pp. 45-49

IR Information Contact Details and "IR News" ••• p.50

* For the quarterly results for the fourth quarter of the year ended March 2011 and external environment data not contained in this document, please see "Business Performance Highlights for the Year Ended March 31, 2011" on our company website.

Our company website: http://www.next-group.jp/ir/data/result.html

NEXT Co., Ltd. TSE 1st section 2120





Today's Points



Recorded a decline in sales and profit from the year ended March 31, 2010. Operating margin stood at 16.3%. (Excluding the Guarantor Operating Business from which the Company withdrew during the fiscal year under review, sales increased 4.6% from the year ended March 2010.)

Sales : 10,738 million yen (down 0.4% year-on-year)
Operating profit : 1,749 million yen (down 11.6% year-on-year)
Net profit : 1,107 million yen (up 7.9% year-on-year)

- In January 2011, the pricing method for "HOME'S Real-estate Rents & Transactions" and "HOME'S Real-estate Investment" was changed to the pay-per-inquiry fee structure
- The number of objects posted on our website grew strongly, exceeding 3.1 million at one time in early March 2011
- In October 2010, local community website "Lococom" was brought under the direct control of President and CEO, followed by a business model change and full revamp of the website. The full revamp was completed in April 2011
- In February 2011, NEXT Co.,Ltd acquired Littel Co., Ltd., the company equipped with natural language processing technology, which in April 2011 was merged into NEXT Co.,Ltd through absorption and was simultaneously reestablished as Littel Research Institute, the research and development unit of NEXT Co.,Ltd

Effective from the Fiscal Year Ended March 31, 2011, the Company changed its segment reporting. For details, please see the Notice Regarding Change in Segment Reporting issued on August 10, 2010



The Great East Japan Earthquake's effects & our rehabilitation assistance initiatives



Direct damage to our business was negligible. After the earthquake, the number of inquiries fell temporarily before showing a recovering trend



Effects on our business

1. Effects on our business were negligible

⇒ As of March 31, 2011, the number of our affiliated stores in the Tohoku region stood at 149, or 1.6% of the total. Thus the earthquake's effects on our overall business were negligible.

The Company implemented a preferential program involving fee exemption for affiliated stores remaining closed due to damage from the disaster, among those affiliated stores in the region

2. Cancellation of the real estate investment fair

⇒ The cancellation of the real estate investment fair, previously scheduled for March 12, had the effect of sales falling short projection by 10 million yen or so

3. While the number of inquiries declined soon after the earthquake due to reduced traffic levels, it showed a recovering trend thereafter

⇒ The levels of traffic fell markedly soon after the earthquake coupled with a decline in the number of inquiries. That resulted in the "HOME'S Real Estate Rents & Transactions" falling short of projection by 30 million yen or so. Although the Real Estate Rents & Transactions business is currently recovering, the recovery of the Real Estate Rents & Transactions business has been slow in coming

Rehabilitation assistance initiatives

Launch the website "HOME'S Accommodation Search Assistance Program," providing disaster victims with information on preferential lease properties



Launch the message board "Disaster Victims' Temporary Accommodation Information," providing room vacancy information registered by personal property owners willing to offer help and support to disaster victims





Summary

Point

Sales declined 0.4% and operating profit fell 11.6% (*)

Item

Year-on-year (vs. April to March)

Reasons for change

Sales
10,738
million yen



- New detached house made a positive year-on-year contribution in sales value As for percentage change, new detached house, custom-built house and refurbishment contributed positively
- ⇒ : The mainline Real-estate Rents & Transactions Business was almost flat year-on-year
- : Withdrew from the Guarantor Operating Business (783 million yen in sales in the Year Ended March 31, 2010)
 - * For details of sale trend by service, please see Page 9

Operating Profit

1,749

million yen



- Personnel costs declined by 76 million yen year-on-year and operating expense by 202 million yen year-on-year. Advertising costs rose by 534 million yen year-on-year. Withdrew from the Guarantor Operating Business (123 million yen in operating loss in the Year Ended March 31, 2010)
- Increase in costs relating to the relocation of the Company's head office (rents + 53 million yen/per month x 1 month worth of the total amount)
 - * For details of P/L by segment, please see Page 13

Number of affiliated stores **9,564** stores



- : Our key metric is "Number of objects > Number of affiliated stores." The pace of growth in the number of affiliated stores slowed down. That resulted from our continued efforts to grow the number of objects mainly from the existing clientele, while curbing the number of sales persons for new market development
- Increase in the number of withdrawals from membership resulting from the pricing method change
- : Membership for the "Rakuduke" dedicated plan grew strongly to 1,036 stores (not included in the number of affiliated stores)

Sales Per Store

56,089

yen



: Effective January 2011, the pricing method was changed. Sales per store grew year-on-year in January and February during the moving season (January to March). Yet in March an increasing number of potential movers refrained from actually moving, affected by the Great East Japan Earthquake

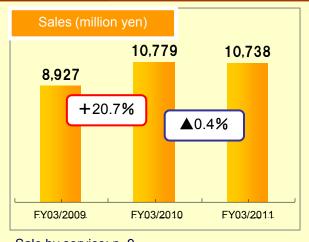
Sales per store as of January 31, 2011: 59,686 yen (+6.6% year-on-year) Sales per store as of February 28: 59,207 yen (+4.9% year-on-year)

^{*} Excluding the Guarantor Operating Business from which the Company withdrew in the fiscal year under review, sales grew by 464 million yen, or 4.6%, year-on-year

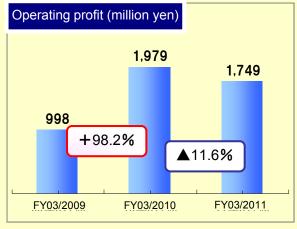
Trend of major indicators

Check

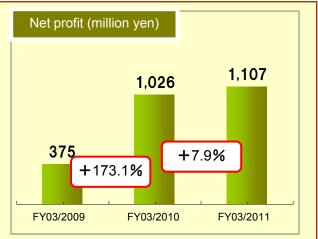
Trend of consolidated business performance



Sale by service: p. 9



P/L by segment: p. 13 Trend of major costs: p. 7, 8 Ratio of Cost per Sales: p. 8



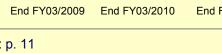
Return to shareholders: p. 32

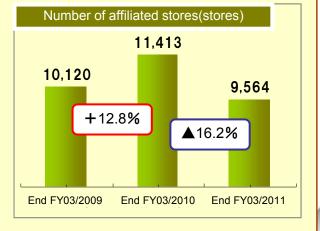
Check

"HOME'S Real Estate Rents & Transactions" trend of major indicators









Distribution of affiliated stores by area: p. 38

Number of objects by area: p. 12

Trend of Operating P/L

Point

Sales declined 0.4% and operating profit fell 11.6% as SG&A expenses rose 2.4%

	Unit: million yen	FY03/2009 (Apr-Mar)	FY03/2010 (Apr-Mar)	FY03/2011 (Apr-Mar)	Change (year-on-year)	Percentage change (year-on-year)	
Sales		8,927	10,779	10,738	▲ 41	▲0.4%	⇒ See p. 9
	Cost of sales	257	243	229	▲ 14	▲6.1%	for details
S	elling, general & administrative (SG&A) expenses	7,670	8,556	8,759	+202	+2.4%	
	Personnel costs	2,934	3,583	3,507	▲ 76	▲2.1%	*1
	Advertising costs	2,130	1,926	2,460	+534	+27.8%	* 2
	Operating expense	361	515	313	▲202	▲39.2%	* 3
	Depreciation/amortization cost	332	364	367	+3	+0.9%	
	Allowances of uncollectible receivables and performance guarantee	167	188	81	▲106	▲56.7%	* 4
	Other selling, general & administrative (AS&A) expenses	1,743	1,978	2,028	+49	+2.5%	
	Operating profit	998	1,979	1,749	▲229	▲11.6%	
	Net profit	375	1,026	1,107	+81	+7.9%	* 5
	Operating profit margin (OPM)	11.2%	18.4%	16.3%	▲ 2.1p		

[•] Due to the withdrawal from the Guarantor Operating Business (sale of NFS Co., Ltd.), sales and SG&A expenses decreased. In the year ended March 31, 2010, the Guarantor Operating Business recorded 783 million yen in sales, 123 million yen in operating loss and 906 million yen in SG&A expenses

^{*1} The average consolidated number of employees stood at 582 (an increase of 4 year-on-year), including 23 new graduates (a decrease of 15 year-on-year). In the year ended March 31, 2010, NFS Co., Ltd. recorded 382 million yen in personnel costs

^{*2} Costs for listing advertising and SEO, processes contributing directly to attracting customers, mainly grew in the fiscal year under review. In particular, in the fourth quarter following the change in the pricing method, such costs increased by 404 million yen, or 72.5%, year-on-year

^{*3} Decline due to the exclusion of NFS Co., Ltd. from the consolidated accounts (decrease of 119 million yen) and lower sales promotion expenses (decrease of 86 million yen), among others

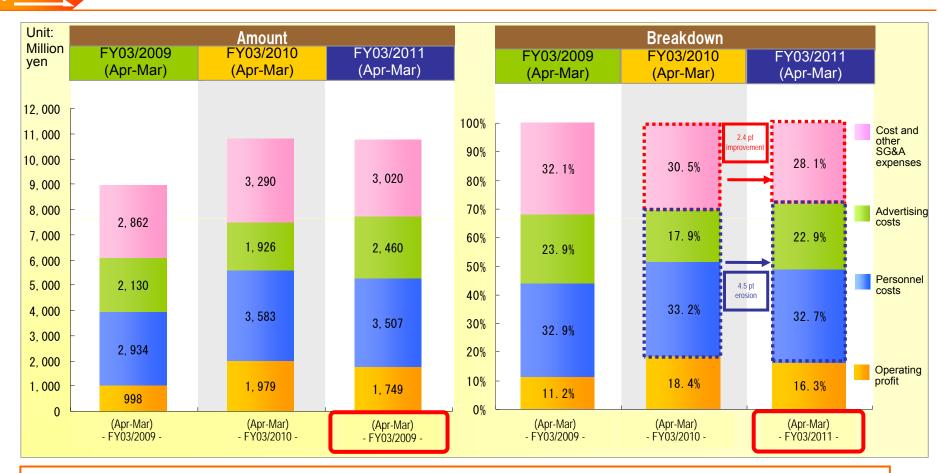
^{*4} Decline due to the exclusion of NFS Co., Ltd. from the consolidated accounts (decrease of 103 million yen), among others

^{*5} In the fiscal year under review, the Company recorded head office relocation expenses (125 million yen), prior-year depreciation costs due to the recognition of asset retirement obligations (22 million yen) and a loss on sale of shares in NFS Co., Ltd. (229 million yen). In the year ended March 31, 2010, the Company recorded a loss on impairment of Lococom (141 million yen)

Trend of cost to sales ratio

Point

Personnel cost ratio improved despite a 2.1 percentage point erosion of operating profit margin



^{: &}quot;Cost and other SG&A expenses" (pink) improved significantly, supported greatly by lower expenses that resulted from the withdrawal from the guarantor operating business

^{: &}quot;Advertising costs" (green) were expanded in the fourth quarter following the pricing method change, and were spent mainly on listing advertising and SEO, processes contributing directly to attracting customers

^{: &}quot;Personnel cost ratio" (blue) improved thanks to the withdrawal from the guarantor operating business. The average consolidated number of employees grew by 4 persons year-on-year

^{*} As a basic rule, we intend to maintain a personnel costs to sales ratio of approx. 30% and an advertising costs to sales ratio of approx. 20%



Trend of sales by service



Main services grew year-on-year with the exception of the guarantor operating business from which the Company withdrew in the fiscal year under review

Unit: Million yen	Service name		FY03/2009 (Apr-Mar)	FY03/2010 (Apr-Mar)	FY03/2011 (Apr-Mar)	Change (year-on-year)	Percentage change (year-on-year)	
	Real Estate Rents & Transactions		5,931	7,014	7,096	+81	+1.2%	*1
	New condominium		1,142	1,061	1,131	+70	+6.7%	* 2
	New detached house		600	804	994	+190	+23.6%	* 3
Real estate information services	Custom-built house and refurbishment		374	417	501	+83	+20.1%	-
	Renter's Co.		273	302	331	+28	+9.6%	_
	Others	Note 3	286	361	351	▲ 10	▲3.0%	* 4
	Segment total		8,609	9,963	10,407	+444	+4.5%	_
Local community	Lococom		26	27	35	+7	+26.4%	_
Real estate lease warrant	Real estate lease warrant	Note 4	278	783	268	▲ 515	▲ 65.7%	* 5
Others	Others	Note 5	13	4	26	+21	+450.7%	_
Consolidated	Total		8,927	10,779	10,738	▲ 41	▲0.4%	_

Note 1 Effective from the year ended March 31, 2011, the Company changed its segment reporting. Prior-year figures are presented herein after adjustment to the new segmentation

Note 2 All intersegment transactions were cancelled out

Note 5 "Others" consist of "property and casualty insurance agency business," "(fee-charging) employment agency business (downsized in September 2010)" and "MONEYMO" and "eQOL Skincare," the new business lines, among others

Note 3 "Others" in real estate information services are composed of "HOME'S Real-estate Investment," "HOME'S Estimation for Relocation," "HOME'S Elderly Care Service" and HOME'S-derived businesses, among others

Note 4 With sale of all shares in NFS Co., Ltd., our consolidated subsidiary, on August 2, 2010, we withdrew from the business concerned, which was excluded from the consolidated accounts starting from the second quarter of the year ended March 31, 2011

^{*1} Sales were flat year-on-year in the fiscal year under review due to the change in the pricing method. From the first quarter through the third quarter, sales grew 5.9% year-on-year before declining 11.4% year-on-year in the fourth quarter

^{*2} The number of houses posted continued to remain below a year-ago levels with the number of customers staying more or less flat. Yet special program and option sales were strong

^{*3} Both the number of customers and objects posted were strong, growing 12.6% and 12.4% year-on-year, respectively

^{*4} Decrease resulting from the cancellation of the real estate investment fair due to the Great East Japan Earthquake

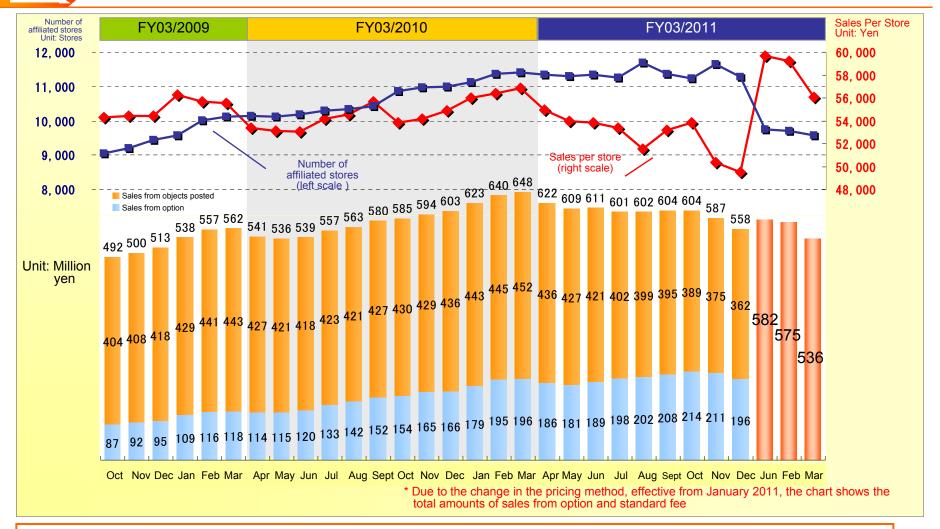
^{*5} Starting from the second quarter of the year ended March 31, 2011, the real estate lease warrant was excluded from the consolidated accounts due to the withdrawal from that business



"Real Estate Rents & Transactions"
Trend of major indicators 1

Point

With the start of the peak season, the number of inquiries grew, resulting in higher sales per store



Key indicators for "HOME'S Real Estate Rents & Transactions" as of March 31, 2011

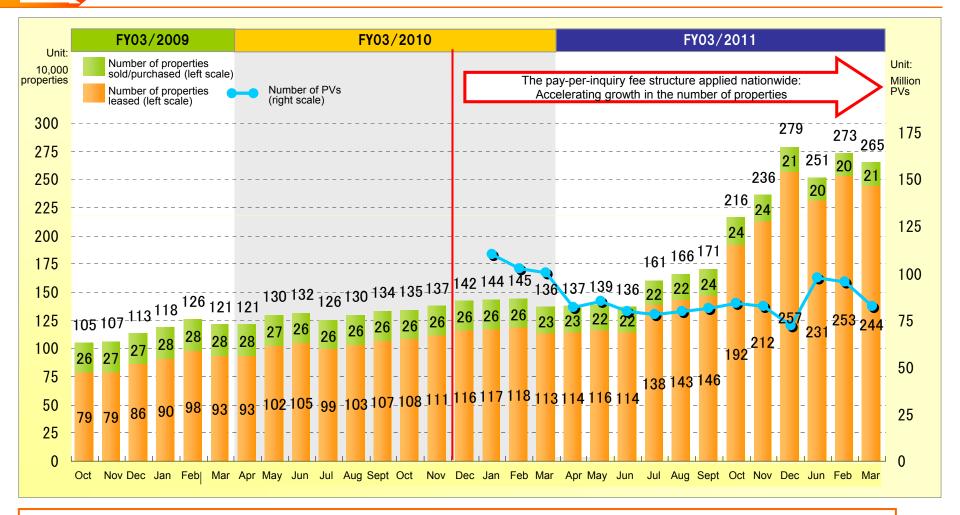
Number of affiliated stores: **9,564** stores Sales per store: **56,089** yen Monthly sales: **536** million yen



"Real Estate Rents & Transactions" Trend of major indicators 2

Point

The number of properties grew strongly, exceeding 3.1 million at one time (in early March 2011)



The number of objects posted and page views (PVs) for "HOME'S Real Estate Rents & Transactions" as of March 31, 2011:

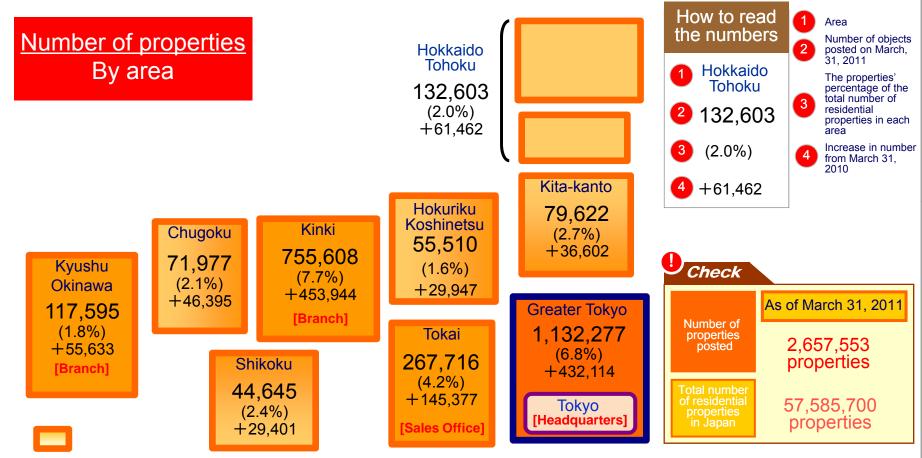
The number of Objects Posted [Real estate lease]: 2,440,000 objects, [Real-estate transactions (used)]: 210,000 objects, The number of PVs (reference data): 82,156,000 PVs



Number of properties by area



The number of properties, the most important indicator, grew across the country, recording a gain of 94.5% year-on-year



^{*} Among objects posted, those shown as "same property" are double counted. Thus the percentage figures shown above differ from actual figures

^{*} The total number of residential properties in Japan is from the data on "total number of residential properties in Japan" contained in the "2008 Housing and Land Survey" by the Ministry of Internal Affairs and Communications

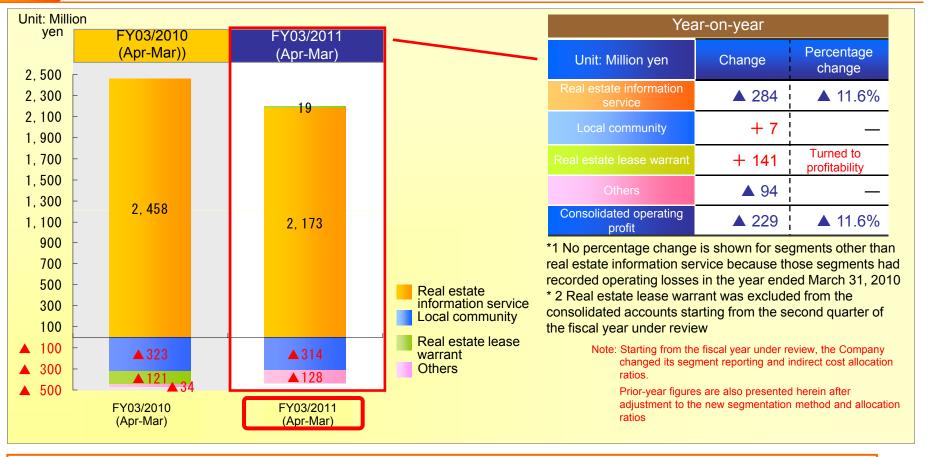
^{*} Percentage distribution of affiliated stores by area is shown on Page 38 of the Reference Materials

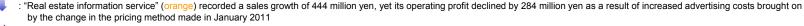


Trend of P/L by segment

Point

Real estate information service operating profit declined 11.6% year-on-year due to a decrease in the number of inquiries





: "Local community sales" (blue) grew by 7 million yen year-on-year

: "Real estate lease warrant" (green), after achieving profitability on the operating level in the first quarter of the year under review, was excluded from the consolidated accounts starting from the second quarter of the fiscal year due to the Company's withdrawal from that business

: "Others" (pink) recorded increased costs for "MONEYMO" and "eQOL Skincare," the new business lines. The (fee-charging) employment agency business was downsized in September 2010



Summary of topics

U Check

Key points

Content/Objective

Real estate Information servic

- 1. Achieved a record number of objects posted
- 2. Provision of information in multiple languages
- 3. Service through smart phone

- 1.The number of objects posted exceeded 3.1 million at one time in early March 2011 as a result of the change in the pricing method
- 2. Launch of multiple-language services through "HOME'S Real-estate Rents & Transactions" and "HOME'S Real-estate Investment," allowing the user to search for properties in English and Chinese and make inquiries on certain properties
- 3. The initiation of the provision of Android application "HOME'S" along with other applications not related to property search such as "Fight! Madori" and "HOME'S Major"

U Check

Local community

- 1. Change of business model
- 2. Service through smart phone
- 3. Increase in the number of users and word of mouth

Starting from the second half of the fiscal year under review, the Lococom business line was brought under the direct control of Takashi Inoue, President/Representative Director/CEO with the objective of making a business model change and achieving profitability as early as possible. A full revamp of the website was completed in April 2011

- 1. Changed the pricing method to a usage-based charging format under which the user is charged for the number of coupons used
- 2. Started to provide iPhone applications in April 2011 that allow users to obtain real time information with the use of GPS functions
- 3. The number of word of mouth as of March 31, 2011 was over 200,000 with the membership totaling 730,000 (an increase of 90,0000 year-on-year). The number of sessions amounted to 6,710,000 (an increase of 1,120,000 year-on-year)

U Check

Others

- 1. Pursue new businesses
- 2. Pursue overseas businesses

- 1. Launched "MONEYMO," the life style and money portal site, and "eQOL Skincare," the mobile website for atopic patients, respectively, for the provision of services
- Established a dedicated department in June 2010. The Company is currently in the process of selecting local partners in China and ASEAN nations toward setting up fully-fledged operations in overseas locations



Consolidated balance sheet and goodwill

Point

BPS grew 13.4% and sale of shares in NFS Co., Ltd. resulted in a balance sheet downsizing

Unit: Million yen	March 31, 2010	March 31, 2011 [End FY03/2011]	Change	Percentage change	Main reasons for change
Assets	9,870	9,711	▲ 159	▲ 1.6%	Decrease in cash: 1,781 million yen/Decrease in current assets (*1)
Current assets	8,185	6,841	▲1,344	▲ 16.4%	Increase in accounts receivable: 330 million/Increase in current assets Decrease in advance money: 278 million yen/Decrease in current assets (*2)
Fixed assets	1,684	2,869	+1,184	+70.3%	Decrease in allowance of uncollectible receivables: 134 million yen/Increase in current assets (*2) Increase in fixed assets (*3)
Liabilities	2,667	1,595	▲1,071	▲ 40.2%	Decrease in accrued income tax: 671 million/Decrease in current liabilities
Current liabilities	2,661	1,355	▲1,306	▲ 49.1%	Decrease in advance receipt: 510 million yen/Decrease in current liabilities (*2) Decrease in performance guarantee allowance: 141 million yen/Decrease in current liabilities (*2)
Fixed liabilities	5	240	+234	+4,313.9%	Increase in asset retirement obligations: 236 million yen/Increase in fixed liabilities Interest bearing debt: Zero
Net assets	7,203	8,115	+912	+ 12.7%	Increase in accumulated income: 985 million yen/Increase in net assets Minority shareholder interest liquidated: 69 million yen/Decrease in net assets (*4)
Net assets per share	38,175.21 yen	43,277.03 yen	+5,101.82 yen	+ 13.4%	

Unit: 1,000 yen

Goodwill amortization status	Total amount of goodwill	Beginning of period residual value	April 2010 to March 2011 amortization amount	Residual value	Number of months outstanding	Amortization completion date
The former Willnic	50,000	20,000	10,000	10,000	12 months	March 2012
The former Littel	216,738	ı ı 216,738	0	216,738 i	60 months	I March 2016

^{*} Willnic Co., Ltd. and Littel Co., Ltd. were merged into the Company through absorption on July 1, 2010 and on April 1, 2011, respectively, with the Company as the surviving company

^{* 1} Main reasons for decrease in cash: Payment of corporate tax and dividend. Security deposit and construction cost for the new office in Shinagawa. Capital increase by NFS Co., Ltd. and acquisition of shares in Willnic Co., Ltd.

^{* 2} Increase/decrease on balance sheet items due to sale of shares in NFS Co., Ltd.

^{* 3} The main reason for the change in tangible fixed assets was an increase in building fixtures (518 million yen) resulting from head office relocation.

The main reasons for the change in intangible fixed assets was an increase due a revamp of Lococom (103 million yen), an increase due to the acquisition of shares in Littel Co., Ltd. (216 million yen) and security deposit and guarantee money for the lease of office space for the head office (405 million yen)

^{*4} The reason for the liquidation of minority shareholder interest: Acquisition of shares in Willnic Co., Ltd. (to make it a wholly-owned subsidiary of the Company)



Consolidated cash flow



Investment cash flow (CF) stood at a negative 2,300 million yen approximately due to sale of NFS Co., Ltd. and the head office relocation. The end-of-period cash flow balance amounted to 4,700 million yen

Unit: Million yen	FY03/2010	FY03/2011 [Year under review]	Change	Main items	FY03/2010	FY03/2011 [Year under review]
Operating CF	+ 2,033	+ 660	▲ 1,372	Profit before tax Depreciation/amortization cost Loss on sale of shares in subsidiary Loss on impairment Increase/decrease in accounts receivable Allowance for loss on head office relocation Corporate Tax	1,807 million yen 364 million yen — 141 million yen ▲171 million yen — ▲531 million yen	1,365 million yen 367 million yen 229 million yen — ▲ 296 million yen 125 million yen ▲1,139 million yen
Investment CF	4 455	▲ 2,317	▲ 1,861	Acquisition of tangible fixed assets Acquisition of intangible fixed assets Cash outflow due to the acquisition of shares in subsidiary that involves a change in scope of consolidation Cash outflow due to sale of shares in subsidiary that involves a change in scope of consolidation Deposit of security deposit and guarantee money	▲198 million yen ▲249 million yen — — — 4 million yen	 ▲ 509 million yen ▲ 280 million yen ▲ 227 million yen ▲ 755 million yen ▲ 654 million yen
Financial CF	+ 490	▲ 124	▲ 614	Payment of dividend Cash inflow due to sale of treasury stock	▲ 37 million yen 514 million yen	▲ 120 million yen —
Increase/decrease in cash and cash equivalents	+ 2,068	▲ 1,780	▲ 3,849	_		
Balance of cash and cash equivalents	6,488	4,707	▲ 1,780			







The top priority challenges for the Year Ending March 31, 2012



Enhance sales by maximizing the number of inquiries through "HOME'S" and achieve profitability for "Lococom" on a single month basis



The top priority challenges for the Year Ending March 31, 2012

Real Estate Information Service

Aim to enhance sales by maximizing the number of users and inquiries while maintaining the number of properties on "HOME'S Real-estate Rents & Transactions"

Local Community

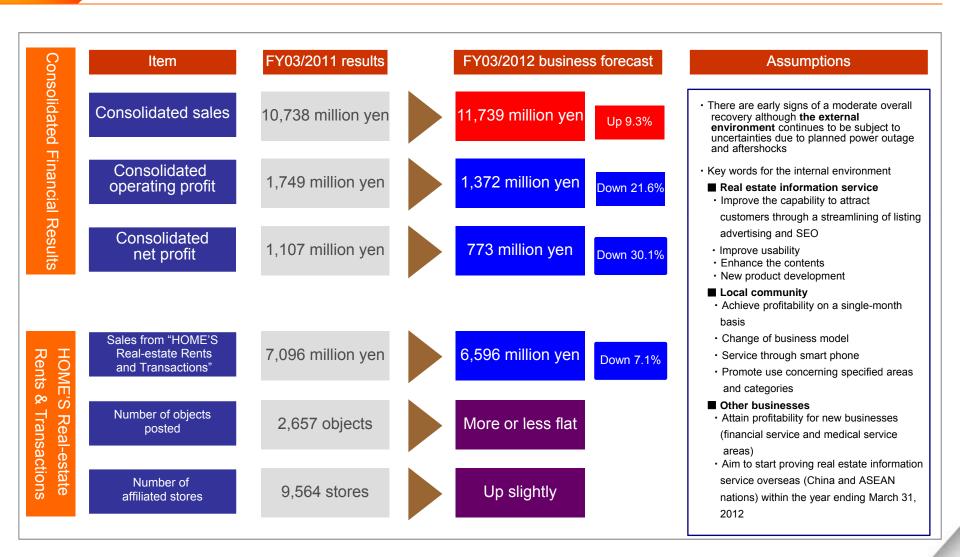
Attain profitability for "Lococom" as early as possible through a change of business model Aim to achieve profitability on a single-month basis



Summary

Point

Expect to grow sales through "Lococom" under a new business model and through new businesses





Trend of operating P/L



While sales are forecast to grow 9.3%, operating profit is likely to decline 21.6% due to an increase in other general and administrative expenses

Unit: Million yen	[Reference] FY03/2010 (Actual)	FY03/2011 (Actual)	FY03/2012 (Forecast)	Change	Percentage change	
Sales	10,779	10,738	11,739	+1,001	+9.3%	* 1
Cost of sales	243	229	287	+58	+25.7%	-
Selling, general & administrative (SG&A) expenses	8,556	8,759	10,079	+1,320	+15.1%	_
Personnel costs	3,583	3,507	3,524	+17	+0.5%	* 2
Advertising costs	1,926	2,460	2,568	+107	+4.4%	* 3
Operating expense	515	313	481	+167	+53.4%	
Depreciation/amortization cost	364	367	514	+146	+40.0%	* 4
Allowance of uncollectible receivables and performance guarantee	188	81	40	4 0	▲ 50.1%	
Other SG&A expenses	1,978	2,028	2,950	+921	+45.4%	* 5
Operating profit	1,979	1,749	1,372	▲ 377	▲ 21.6%	-
Net profit	1,026	1,107	773	▲ 333	▲ 30.1%	-
Operating profit margin	18.4%	16.3%	11.7%	▲ 4.6p	 - 	_

^{*1} For sales by segment and service, please see p.22 and p.23

^{*2} We have shifted to the increased hiring of new graduates accompanied by a curb on mid-career hiring. The number of new graduates hired in April 2011 totaled 23 persons (unchanged year-on- year). We will maintain the overall personnel costs at a level flat year-on-year by raising productivity for real estate information service and back offices while expanding the number of staff for local community and other businesses

^{*3} Advertising costs will decline by approx. 150 million yen year-on-year for real estate information service while growing by approx. 150 million yen year-on-year for local community and by approx. 130 million yen year-on-year for new businesses

^{*4} An increase in depreciation/amortization due to head office relocation

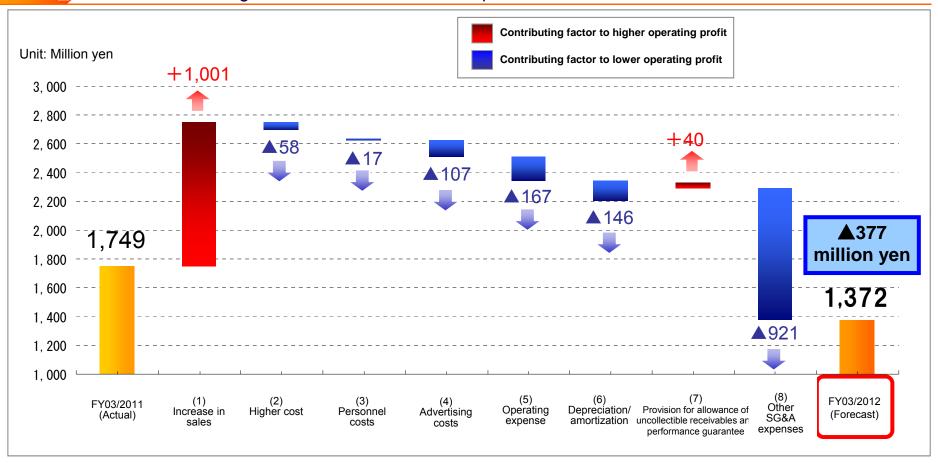
^{*5} An increase equivalent in amount to the rent for office space plus approx. 580 million yen per year



Operating P/L breakdown

Poi<u>nt</u>

While sales are forecast to grow 9.3%, operating profit is likely to decline 21.6% due to an increase in other general and administrative expenses





+1,001 million yen (1) Increase in sales: We aim to achieve an increase in sales with a focus on new condominiums and "Lococom." For sales by service, please see p.23

▲17 million yen

(3) Personnel costs: We have shifted to the increased hiring of new graduates accompanied by a curb on mid-career hiring. The Company will step up its staff development efforts by enhancing the internal college and training

▲107 million yen

(4) Advertising costs: An amount equivalent to approx. 20% of the Company's overall sales will be allocated to advertising with a main focus on listing advertising and SEO, processes that contribute directly to attracting customers

▲921 million ven

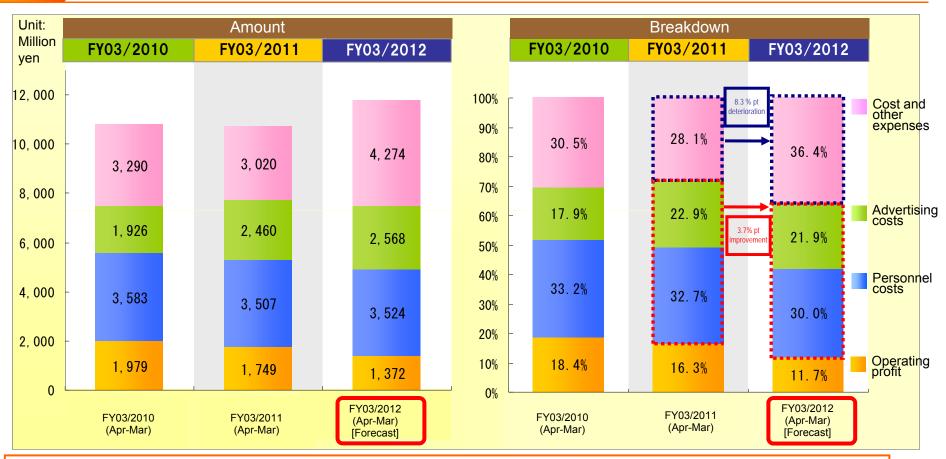
(8) Other SG&A expenses: An increase in costs due to head office relocation (an increase equivalent in amount to the rent for office space plus approx. 580 million yen per year)



Trend of cost to sales ratio

Point

While operating profit margin will deteriorate due to head office relocation costs, personnel costs ratio will show an improving trend



- : "Cost and other expenses ratio" (pink) is likely to deteriorate. Office rents will increase due to head office relocation. Cost and other expenses to sales ratio is forecast to rise from 3.7% to 8.5%
- : "Advertising costs ratio" (green) is likely to improve. Advertising spending will be allocated efficiently to listing advertising and SEO, processes that contribute directly to revenue generation
- : "Personnel costs ratio" (blue) is likely to improve. The Company has shifted to the increased hiring of new graduates accompanied by a curb on mid-career hiring while stepping up staff development through internal training
- : "Operating profit ratio" (orange) is likely to deteriorate due to an increase in expenses resulting from head office relocation
 - * As a basic rule, we intend to maintain a personnel costs to sales ratio of approx. 30% and an advertising costs to sales ratio of approx. 20%



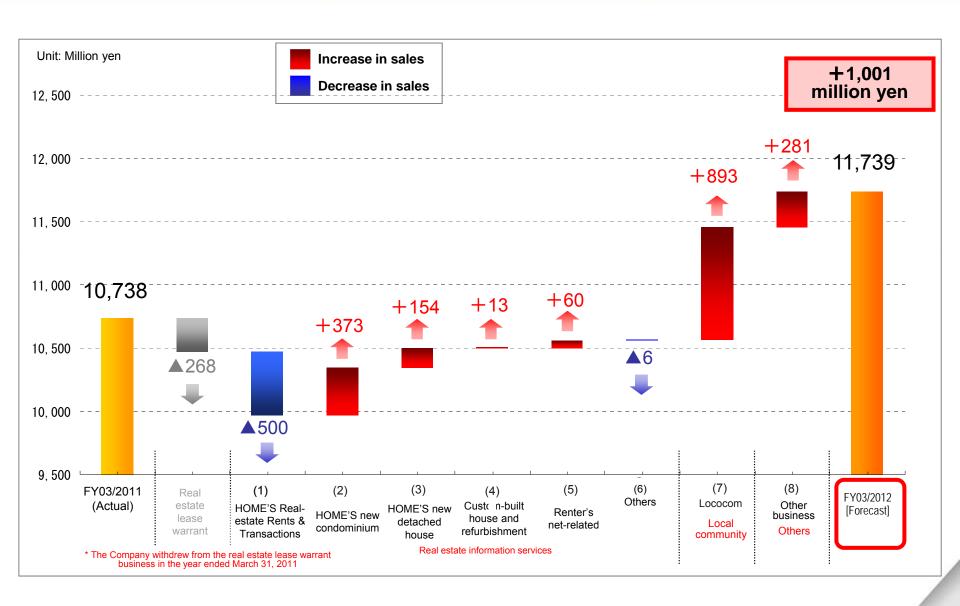
Trend of sales by service



While the Real-estate Rents & Transactions business will post a decline in sales, other services will compensate for such sales decline, enabling us to achieve a 9.3% growth in overall sales

Unit: Million yen	Service name		[Reference] FY03/2010 (Actual)	FY03/2011 (Actual)	FY03/2011 (Forecast)	Change	Percentage change	
	Real Estate Rents & Transactions		7,014	7,096	6,596	▲ 500	▲7.1%	*1
	New condominium	-	1,061	1,131	1,505	+373	+33.0%	*2
	New detached house		804	994	1,149	+154	+15.5%	*3
Real estate information services	Custom-built house and refurbishment		417	501	515	+13	+2.7%	•
	Renter's Co.		302	331	391	+60	+18.1%	*4
	Others	Note 2	361	351	344	▲ 6	▲1.9%	
	Segment total		9,963	10,407	10,502	+94	+0.9%	•
Local community	Lococom		27	35	928	+893	+2,539.2%	*5
Real estate lease warrant	Real estate lease warrant	Note 3	783	268	-	▲268	1 ▲ 100.0%	_
Others	Others	Note 4	4	26	308	+281	+1,048.7%	*6
Total				10,738	11,739	+1,001	+9.3%	_

- Note 1: Intersegment transactions were cancelled out
- Note 2: "Others" in real estate information services are composed of "HOME'S Real-estate Investment," "HOME'S Estimation for Relocation," "HOME'S Elderly Care Service" and HOME'S-derived businesses, among others
- Note 3: With sale of all shares in NFS Co., Ltd., our consolidated subsidiary, on August 2, 2010, we withdrew from the business concerned, which was excluded from the consolidated accounts starting from the second quarter of the year ended March 31, 2011
- Note 4: "Others" consist of "property and casualty insurance agency business," "MONEYMO" and "eQOL Skincare," the new business lines, among others
- *1 We aim to achieve an early sales recovery by causing the number of inquiries to increase and pursuing the development and expanded marketing for optional products
- *2 The Company will raise the average unit price for properties by selling optional products while maintaining the number of houses posted through an addition of sales personnel
- *3 The marketing of optional products will be boosted through an addition of sales personnel. At the same time, we will continue the efforts to prospect new clients
- *4 The sales personnel added in the year ended March 31, 2010 will be mobilized for an aggressive marketing of new CRMs, among others
- *5 We aim to achieve a significant sales growth by prospecting new customers and changing the business model on the back of an addition of sales personnel
- *6 The targeted annual sales for "MONEYMO" and "eQOL Skincare" are 229 million yen and 27 million yen, respectively

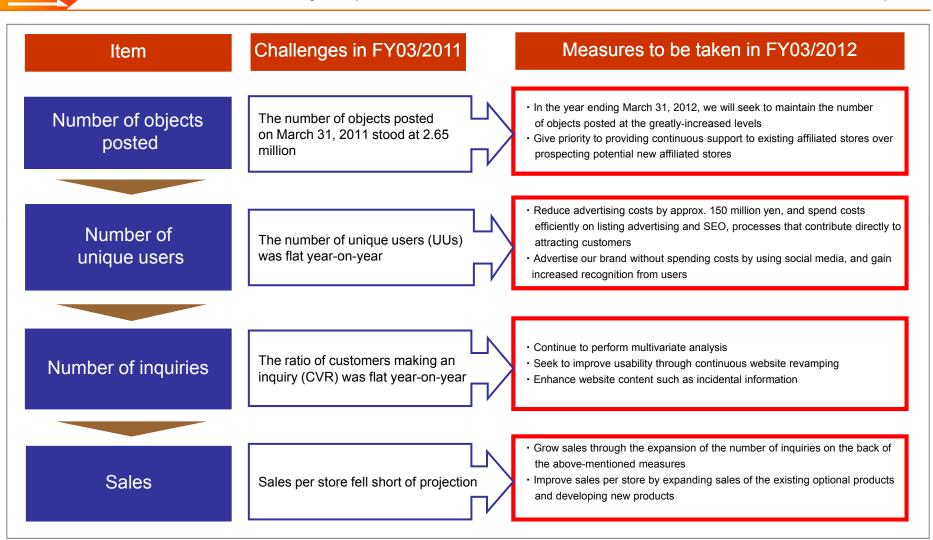




Challenges and measures

Point.

Maintain the number of objects posted at current levels and strive to maximize the number of inquiries



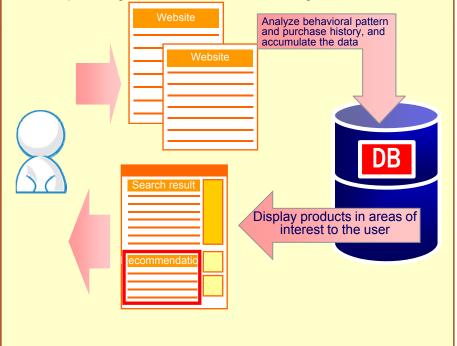
(1) Website measures



Develop the recommendation engine

By combining the Littel Research Institute's advanced technologies (natural language processing and high-speed high-capacity data processing [Hadoop]) and the Company's services, we will develop a technology for providing optimum information, selected from among a vast amount of information, and the recommendation engine that will send out information to people with potential needs

⟨Conceptual diagram of the recommendation engine⟩



U Check

Information sorting for properties posted

Employing a format allowing the user to easily spot a property of preference among the greatly-increased properties due to the displaying of the merged information from duplicate property listings

⟨Search system based on information sorting⟩



Under this search system, duplicate properties are displayed as a single merged listing on the "Property View Page." If the user clicks preferred conditions on the "Property View Page," the page is moved to the "Single View Page for Duplicate Properties."

•In the case of a non-duplicate property, the "Property View Page" is moved directly to "Property Details Page" as is currently being done

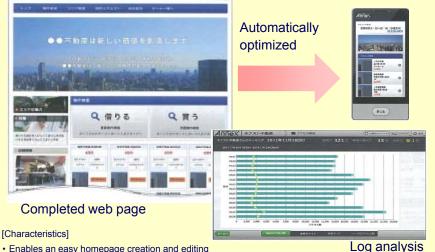


(2) Optional product development and sales expansion



Launched "Next-Generation Real Estate Homepage Annex" in May 2011

Launched ""Next-Generation Real Estate Homepage Annex" in May 2011, a CMS (*) dedicated to the production of real estate company homepage. This CMS allows the user real estate company to enjoy improved operational efficiency as it enables a homepage creation in a mere 30 minutes or so without any need for specialized knowledge, coupled with the benefit of easy editing functionalities. In addition, property information on the user company's homepage is synchronized with information displayed on "HOME'S." Information is also automatically optimized to suit mobile phone and smart phone



- · Enables an easy homepage creation and editing
- · Optimizes information automatically to suit mobile phone and smart phone
- Allows the user company to express its originality due to the availability of a wide range of texts and designs for use
- · Property information synchronization with HOME'S
- ·The availability of log analysis function

Initial creation fee: 50,000 yen Monthly use fee: 10,000 yen

web page

Check

Help affiliated stores attract customers and expand sales of products designed to assist their revenue improvement

Through the provision of optional products capable of capturing user attention more easily, we help affiliated stores attract customers and improve their revenue



^{*} Contents Management System: Collectively refers to software and its system for constructing, editing and operating a homepage (web contents)

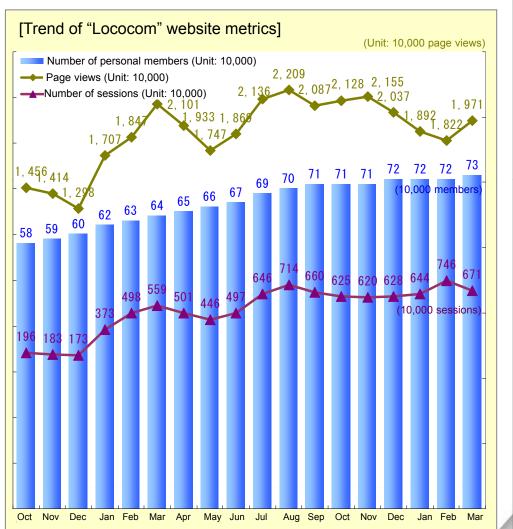


"Lococom" revamp



Full revamp completed in April 2011. As the first step, providing local community information with a focus on restaurants and other eating places in 23 wards of Tokyo







"Lococom" full revamp



Lococom's new business model is based on the pay-per-service fee structure involving the use of GPS-synchronized coupon

l) Check

The pay-per-service fee structure under which fee is charged according to the number of "GPS-synchronized coupons" used

Number of coupons used (Number of store visitors)



350 yen

- Promote coupon use by assigning points to users, and help increase the number of coupons used
- Add to the number of sales staff to expand the number of store members

<User perception of use>

User ⇒ Can accumulate points

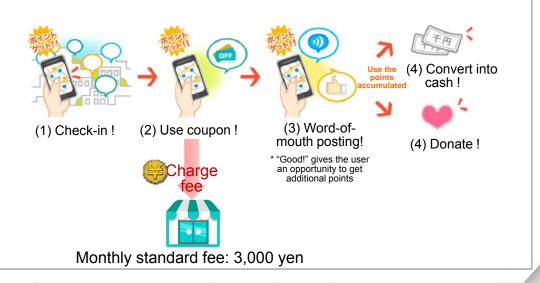
- Check-in: 1 point
- Word-of-mouth posting: 20 points
- Use coupon: 10 points/person
- "Good!": 1 point

<Fee structure for store members>

Initial cost 10,000 yen

Monthly standard fee 3,000 yen

Use of GPS-synchronized coupon 350 yen/person

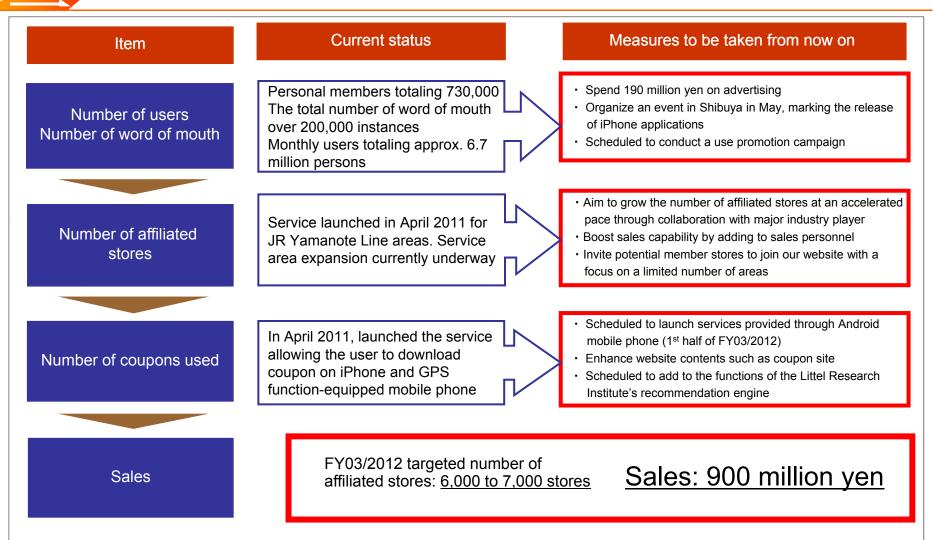




Current status and measures

Point.

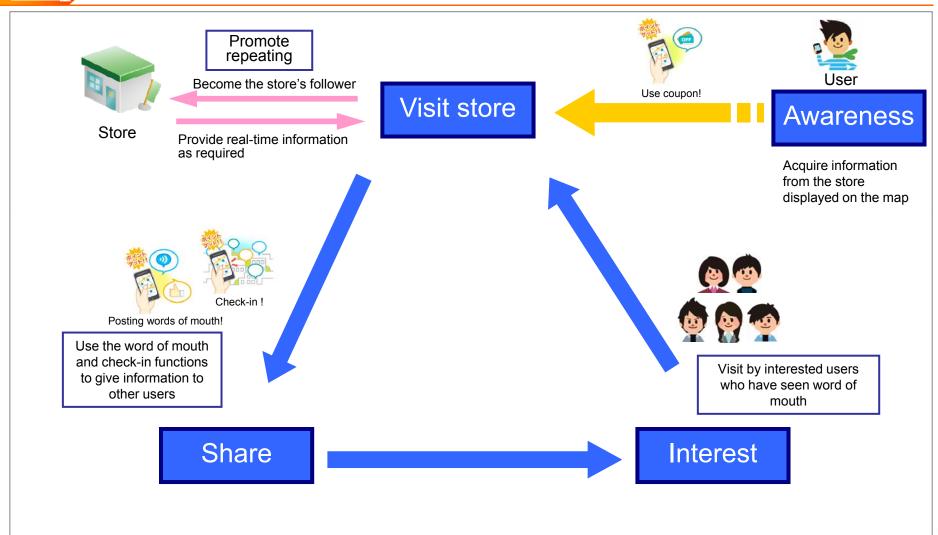
Aim to achieve 900 million yen in sales by growing the number of personal users and store members



Lococom continuing to spread

Point

Utilize virally-spreading word of mouth to promote use by increased number of users

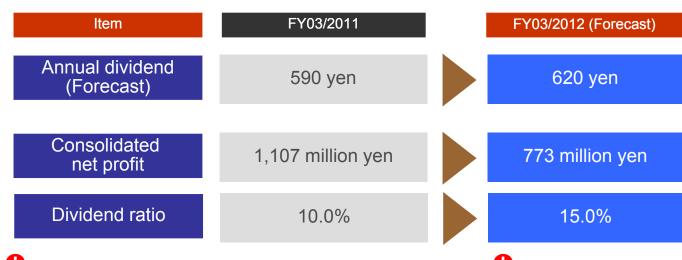




Dividend forecast



We expect to pay 620 yen in FY03/2012 dividend with the dividend ratio rising to 15.0%, an increase of 5 percentage points



U Check

Our basic policy on profit allocation

We strive to develop our business aggressively and grow profit continuously. At the same time, we identify the return of profits to shareholders as one of the important corporate management policies while focusing on "retained earnings" and "investment for future growth" that are aimed at enhancing and strengthening the Company's financial structure.

With respect to dividend, it is our basic policy to flexibly allocate the fruit of our endeavors according to the results of each accounting period in consideration of our medium- to long-term business plan.

Check

FY03/2012 profit allocation

We expect the FY 03/2012 dividend ratio to rise to 15.0%, a gain of 50 percentage points from FY03/2011, as we will further strive to return profits to shareholders in light of the increasing stability of our financial position.

That will constitute the payment of 620 yen per share in FY03/2012 dividend.

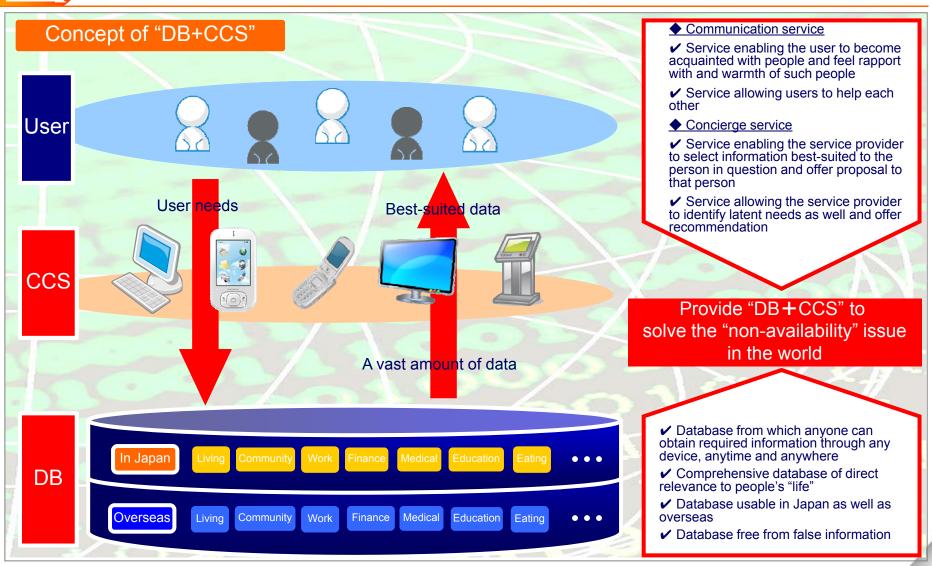
^{*} The amount of "ordinary dividend" is subject to change according to the actual consolidated net profit (dividend ratio of 15%)



The concept of our future business development

Point

The Next Group's strategy is to aim at becoming a global company with "DB+CCS" (*)

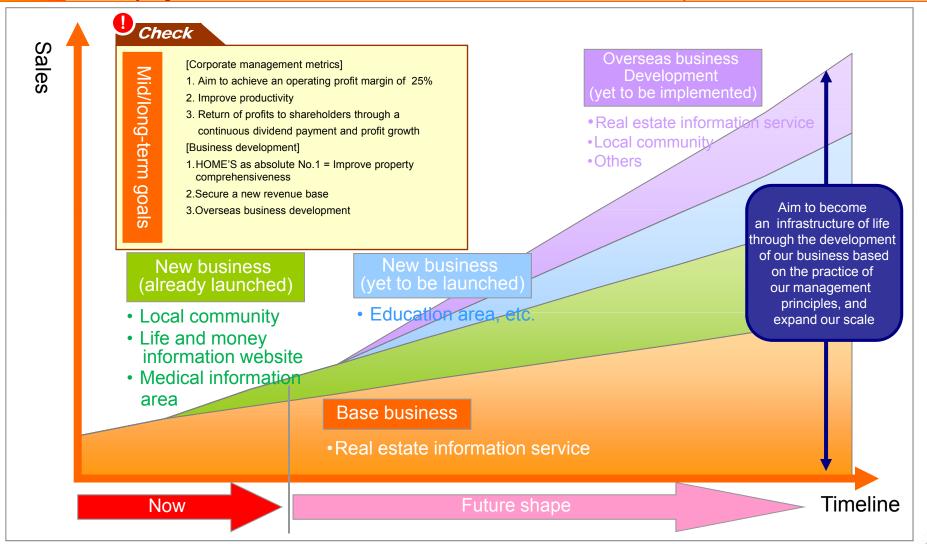


^{* &}quot;DB+CCS": An abbreviation for "Database" and "Communication & Concierge Service"

The concept of our future business development

Point

In addition to the growth of the real estate information service, the revenue base, we are studying new businesses as well as overseas business development



As of May 2011

NEXT Co., Ltd. TSE 1st section 2120

Reference Materials

● Reference Materials · · · pp. 36-50

Real Estate Information Service "HOME'S" ••• pp.37-38

External Environment ••• pp.39-40

New Business ••• pp.41-42

Corporate Topics ...p.43-44

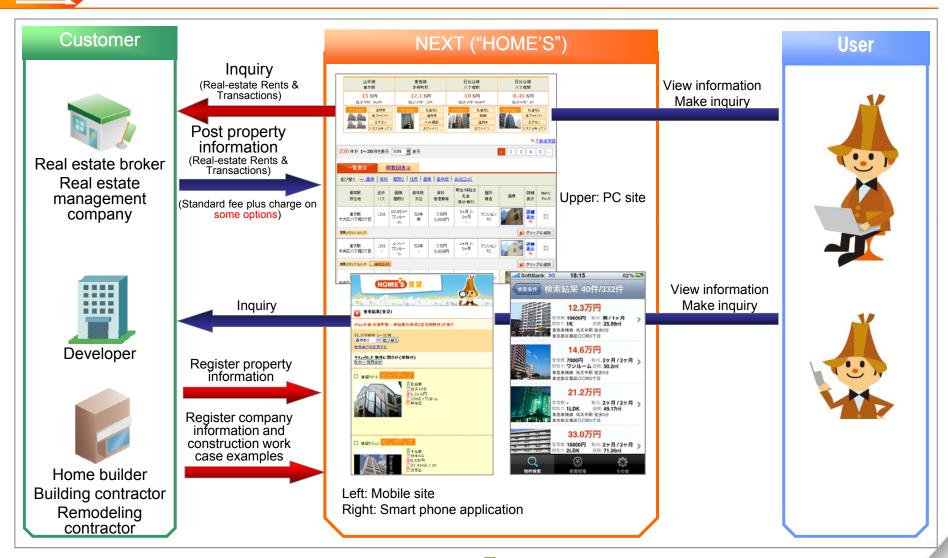
Company Credo and Management Principles, Corporate Profile, Shareholder Composition and Group Companies' Profile ••• pp. 45-49

IR Information Contact Details and "IR News" ••• p.50

Real Estate Information Service "HOME'S"

Point

"HOME'S" business model: Fee structure based on the number of inquiries



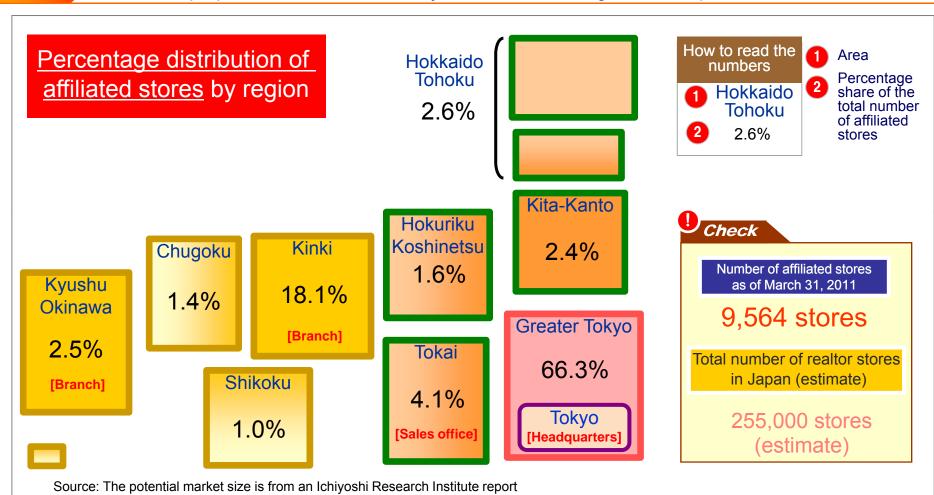
Charge

Free

Real Estate Information Service "HOME'S"

Point

Affiliated store growth rate is low because we strive to prospect new affiliated stores and increase the number of properties with a focus on major real estate management companies

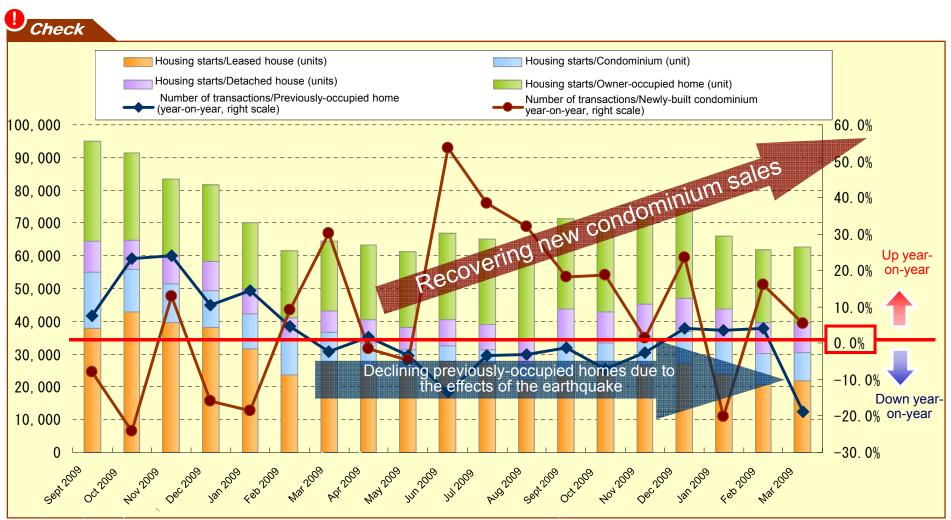


- Pursuing locally-focused sales activities mainly through four sales offices. Prospecting new affiliated stores with a particular focus on major real estate management companies in Greater Tokyo and other large city areas
- As of March 31, 2011, a total of 1,036 stores was on the membership list of the "Rakuzuke" dedicated plan, the inter-realtor property information sharing service (those stores are not included in the number of affiliated stores)

External Environment

Point

The external environment is recovering modestly

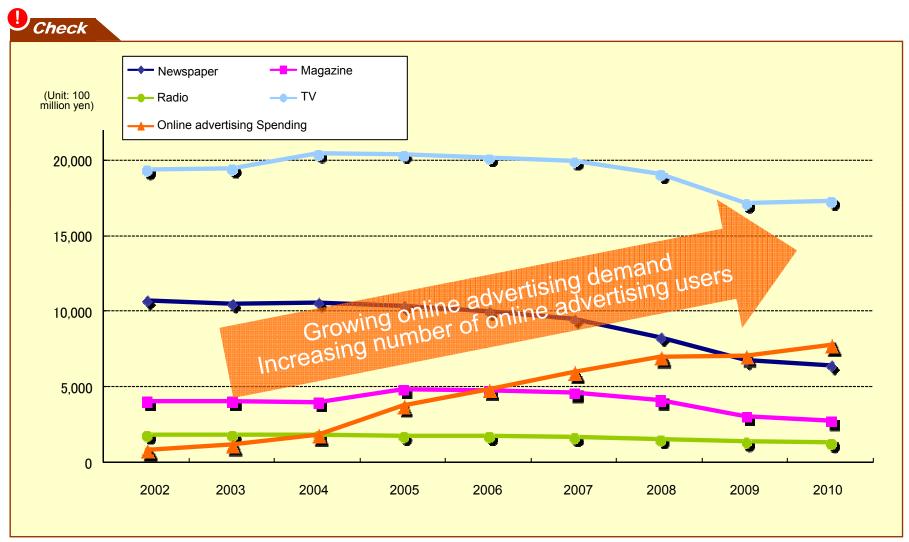


- · Various housing starts data from the "Statistics on Building Construction Starts," the Ministry of Land, Infrastructure, Transport and Tourism
- Number of transactions/Previously-occupied homes from the "Greater Tokyo Real Estate Market Report," Real Estate Information Network for East Japan
- · Number of transactions/Newly-built condominiums from the "Nationwide Condominium Market Report," Real Estate Economic Institute Co., Ltd.

External Environment

Point

Online advertising continues to grow as the second largest medium trailing only TV advertising



Source: Dentsu Inc. "2010 Advertising Spending in Japan"



Information service designed to help solve "non-availability" for persons with atopic skin inflammation and food allergy

Improve quality of life

We want persons with atopy or allergy to lead a fruitful life just like healthy persons! We will continue to provide services for achieving that goal.

"eQOL Skincare" top page



http://skincare.eqol.jp/

U Check

Approx. 10% of the Japanese population are atopic inflammation patients

12.26 million

Approx. 1.5% of the Japanese population are persons with food allergy

1.84 million

Single-month sales 240,000 (targeted) x 300 yen (use fee)

Targeted sales for FY03/2012

27 million yen

Targeted sales for FY03/2015 1 billion yen

Scratching record	Aim to curb scratching and improve QOL (quality of life) through managing habitual scratching behavior with the use of a friendly-looking character					
Community message board	Introduced a venue where different users with common problems and topics can exchange opinions with one another. As a mobile site, this message board allows users to interact with each other in a casual manner.					
Arrangement for delivery of samples	For users not easily finding a moisturizer suited to their own skin and other suitable skin care and hair care products, we are providing the service of arranging for delivery of cosmetics samples					
Other functions	Atopy experts column, email magazine / My page functions (viewing of scratching record and its management, hospital visit record, drug pocketbook) / searching of hospitals, drugs and users					

Point

Utilize the information portal knowhow developed through "HOME'S" in the financial services area



"MONEYMO," the life and money portal site

http://moneymo.jp

Check

[Contents provided]

- Make a reservation for a life insurance consultation session.
- · Car insurance premium quotation
- · All-inclusive quotation for fire insurance premium
- A review of household finances (household account book)
- Market rent information (synchronized with property information of "HOME'S")
- Web album
- Problem-solving guide (from May 11, 2011)

In May 2011, we launched the "Problem-Solving Guide," a site allowing users to view different users' various problems cited for consultation with 1,570-strong registered experts affiliated with "All About Profile" within "MONEYMO" and details of such problems as well as experts' answers totaling approx. 65,000 (as of April 2011)

Targeted sales for FY03/2012
229 million yen

Corporate Topics

In January 2011, we changed our corporate message to "Enter the NEXT stage"



New corporate logo



This corporate message incorporates the following seven meanings:

- 1. NEXT will become an entity indispensable to the public
- 2. The door to a better future will be opened for the public
- 3. A better environment for the public will be achieved
- 4. NEXT will open the door to a future
- 5. NEXT will become an entity directly relevant to different persons' lifestyles
- 6. NEXT will guide the public to a better life stage
- 7. NEXT will enter the next stage











Other new logos

Enhance the corporate website



We have introduced "FAQ," "To Personal Investors," and "Glossary" on our corporate website, communicating NEXT's opinions and its frequently-used terms in a more user-friendly manner

Released NEXT's first CSR report



Location of posting:

NEXT corporate website

>CSR>CSR report

() Check

"HOME'S" becomes Japan's first website to provide real estate information search service in English and Chinese

We have launched services through foreign language websites, "HOME'S English Version," "HOME'S (Simplified) Chinese Version)," and "HOME'S (Traditional) Chinese Version," designed for non-Japanese persons considering moving home or buying a property in their home countries. That was the first initiative by a Japanese comprehensive real estate portal for providing service in English and Chinese, and the user is able to view information on 2.66 million properties across Japan posted on "HOME'S" (as of March 31, 2011) in such foreign languages



D Check

Started to provide the "HOME'S Elderly Care" application in May 2011





Search condition screen

Property view screen

Property details screen

"HOME'S Elderly Care" is the first iPhone application in Japan enabling the user to search for nursing homes and nursing care establishments across Japan

By specifying the area and the level of entrance fee, the user is able to easily search for nursing homes, group nursing homes and nursing care establishments, including elderly tenant-dedicated lease properties, across the country. While supplying a wide range of detailed information such as facilities photos and various acceptance systems, "HOME'S Elderly Care" allows the user to compare and study in a thorough manner before making an inquiry by toll-free telephone

* iPhone is a registered trademark of Apple Inc.
The iPhone trademark is used under license by Aiphone Co., Ltd.

Company Credo and Business Principles

Company Credo

Altruism

"We would like to make everyone happy".

This idea will aim at all the directions.

Business Principles of NEXT

We will always go forward to build a social mechanism through which more people can receive "security" and "pleasure"

Corporate profile

Company name	NEXT Co., Ltd (TSE 1st Section: 2120)						
Representative	President/Representative Director/CEO Takashi Inoue						
Established	March 12, 1997 (Accounting year end: March)						
Paid-in capital	1,992 million yen Number of shares outstanding: 187,650 shares						
Consolidated number of employees	597 (including contingent employees totaling 76) An increase of 18 from March 31, 2010						
Business contents	Real estate information service (main business accounting for 96.9% of the overall sales) Local community Others						
Number of shareholders	3,734 (as of March 31, 2011) An increase of 479 from September 30, 2010						
Major shareholders	Board member of NEXT, Rakuten, Inc. (NEXT Co., Ltd. is an equity method affiliate of Rakuten, Inc.)						
Headquarters address (relocated in January 2011)	Shinagawa Front Building (general reception 3 rd floor), 2-3-13, Konan, Minato-ku, Tokyo						
Consolidated subsidiaries (equity interest ratio)	Renter's Co.(100%) Littel Co., Ltd. (100%) * Merged into NEXT Co., Ltd. through absorption on April 1, 2011 and renamed Littel Laboratory						

As of March 31, 2011

Shareholder composition



The number of shareholders stood at 3,734, an increase of 479 from September 30, 2010, with foreign ownership ratio up by 8.0 percentage points

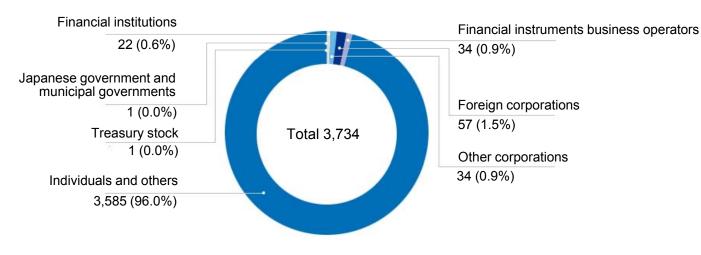


Major shareholders

NEXT Co., Ltd. directors and Rakuten Inc. (NEXT Co., Ltd. is an equity method affiliate of Rakuten, Inc.)

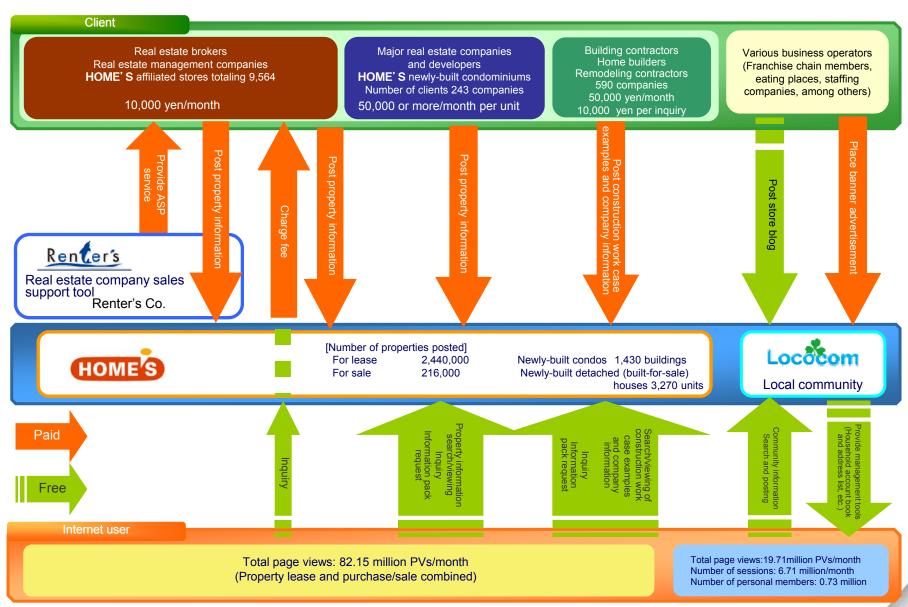
:: Shareholder Composition

(As of March 31, 2011)



:: Number of shares

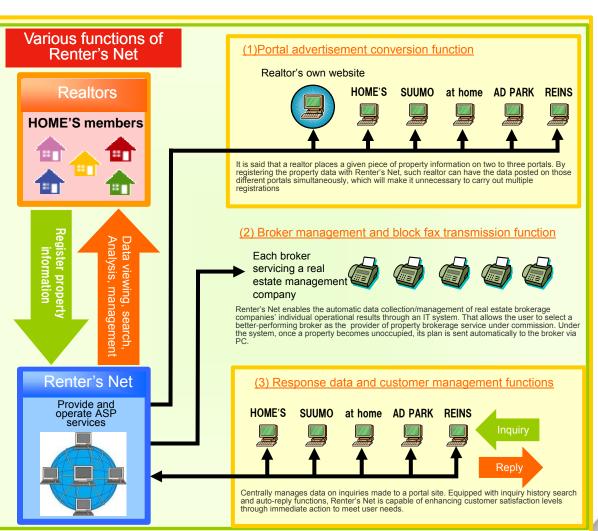
Item	Status of shares									
	Japanese government and municipal governments	Financial institutions	Financial instruments business operators	Other corporat ions	Foreign corporat ions	Individuals and others	Treasury stock	Total	Status of odd-lot shares	
Number of shares held	8	11,617	3,960	40,348	29,387	102,210	120	187,650	_	
Shareholdings percentage of the total	0.0	6.2	2.1	21.5	15.7	54.5	0.1	100.0	_	



Providing realtor operations support service through ASP







IR Information Contact Details



NEXT Co., Ltd.

Business Planning Dept.

Corporate Communications Group

Contact

Phone +81-3-5783-3603 (weekdays 10:00 – 18:00)

Fax +81-3-5783-3737

E-mail ir@next-group.jp

Company website http://www.next-group.jp/ (Japanese)

(Mobile website)

http://www.next-group.jp/m/ (Japanese)

NEXT IR (Search)



IR News

In order to provide information to our stakeholders promptly and to help to better familiarize themselves with NEXT, we distribute "IR News" each time we update information on our company website involving monthly data and other information releases.

To register, please use the following registration form.

[Registration for]

http://www.next-group.jp/ir/magazine/index.html