The opinions and predictions provided in this document are based on the Company’s assessment at the time of preparation and no guarantee is provided in relation to the accuracy of the information contained herein. Please note that actual results and outcomes may differ substantially from those described herein due to changes in a variety of factors.
Section. 1

FY2010 Third-Quarter Outline of Consolidated Performance
**FY2010 Third-Quarter Highlights**

- Consolidated sales: 4,540 million yen (+32.9% YonY), Consolidated operating profit: 1,082 million yen (+54.5% YonY)
  - Upward revision of consolidated operating profit forecast for FY 3/2011 from 2.7 billion yen to 3.2 billion yen
  - Steady growth of mixi ads sales resulted in record-high 3Q revenue
  - Increase of charges revenue from mixi Apps with high social characteristics
- Smartphone support speeds up
  - Main functions are now available on smartphones. Official Android application also launched
- Steady progress also seen for mixi Apps
  - Established JV (Grenge, Inc.) with CyberAgent, Inc. on mixi Apps business
  - ‘Zynga’ and ‘Playfish’ (two world-biggest SAPs) started offering applications on mixi
  - Japanese original specification of mobile social apps is adopted as global standard
- More and more sites are accessible through mixi Graph API
  - Increase in web sites with mixi check and ‘line!’ button, increasing to over 2700 sites
Key Data

No. of monthly login users*1
14.71 million
(No. of users who logged in once or more per month)

No. of users*2
22.65 million

Monthly page views*1
Mobile 24.02 billion
PC 4.10 billion
Touch 0.98 billion
Total 29.10 billion

Time spent on site per month (PC only)*3
3 hrs 03 min.

*1 Based on mixi data as of January 2011.
*2 Based on mixi data as of January 31, 2011.
*3 Based on NetRatings Japan Inc. statistics as of December 2010 (NetRatings surveys do not include access from mobile phones.)
## Number of Monthly Login Users and Page Views

### Section 1 FY2010 Third-Quarter Outline of Consolidated Performance

*Launched mixi Touch on May 31st 2010

Measuring tool for mixi Touch has been changed from Jan 2011

<table>
<thead>
<tr>
<th>Month</th>
<th>No. of monthly login users</th>
<th>PV (Touch)</th>
<th>PV (PC)</th>
<th>PV (Mobile)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct</td>
<td>12.22</td>
<td>5.49</td>
<td>12.23</td>
<td>12.37</td>
</tr>
<tr>
<td>Nov</td>
<td>12.43</td>
<td>5.45</td>
<td>16.69</td>
<td>16.32</td>
</tr>
<tr>
<td>Dec</td>
<td>12.57</td>
<td>5.13</td>
<td>22.48</td>
<td>22.51</td>
</tr>
<tr>
<td>Jan 2010</td>
<td>12.70</td>
<td>4.79</td>
<td>25.19</td>
<td>25.38</td>
</tr>
<tr>
<td>Feb</td>
<td>13.86</td>
<td>5.33</td>
<td>23.87</td>
<td>23.97</td>
</tr>
<tr>
<td>Mar</td>
<td>13.89</td>
<td>4.95</td>
<td>27.97</td>
<td>27.08</td>
</tr>
<tr>
<td>Apr</td>
<td>14.11</td>
<td>5.35</td>
<td>25.08</td>
<td>25.66</td>
</tr>
<tr>
<td>May</td>
<td>14.10</td>
<td>4.99</td>
<td>24.27</td>
<td>24.37</td>
</tr>
<tr>
<td>Jun</td>
<td>14.30</td>
<td>4.52</td>
<td>24.54</td>
<td>24.23</td>
</tr>
<tr>
<td>Jul</td>
<td>14.46</td>
<td>4.10</td>
<td>24.28</td>
<td>24.20</td>
</tr>
<tr>
<td>Aug</td>
<td>14.46</td>
<td>4.10</td>
<td>24.28</td>
<td>24.40</td>
</tr>
<tr>
<td>Sep</td>
<td>14.46</td>
<td>4.10</td>
<td>25.66</td>
<td>25.62</td>
</tr>
<tr>
<td>Oct</td>
<td>14.46</td>
<td>4.10</td>
<td>24.47</td>
<td>24.02</td>
</tr>
<tr>
<td>Nov</td>
<td>14.54</td>
<td>4.10</td>
<td>24.47</td>
<td>24.02</td>
</tr>
<tr>
<td>Dec</td>
<td>14.71</td>
<td>4.10</td>
<td>24.02</td>
<td>24.02</td>
</tr>
</tbody>
</table>

[unit:  billion PV]

[unit: million users]

*Launched mixi Touch on May 31st 2010

Measuring tool for mixi Touch has been changed from Jan 2011

Copyright (C) mixi, Inc.
### FY2010 Third-Quarter Consolidated Income Statement

**Sales** were 4,540 million yen: +32.9% YonY increase and +16.7% QonQ increase

- **Ads**: Steady growth in sales for both mobile and PC ads
- **Charges**: Revenue increase from mixi Apps payments along with the growing usage in every quarter

**Operating profit** grew in line with sales to 1,082 million yen: +54.5% YonY increase and +76.2% QonQ increase

<table>
<thead>
<tr>
<th></th>
<th>FY10/3Q (October-December 2010)</th>
<th>As proportion of sales</th>
<th>FY09/3Q (October-December 2009)</th>
<th>Change (YonY)</th>
<th>FY10/2Q (July-September 2010)</th>
<th>Change (QonQ)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>4,540</td>
<td>—</td>
<td>3,416</td>
<td>32.9%</td>
<td>3,891</td>
<td>16.7%</td>
</tr>
<tr>
<td>(mixi ads)</td>
<td>3,625</td>
<td>79.8%</td>
<td>3,047</td>
<td>19.0%</td>
<td>3,097</td>
<td>17.0%</td>
</tr>
<tr>
<td>(mixi charges)</td>
<td>724</td>
<td>16.0%</td>
<td>244</td>
<td>196.4%</td>
<td>611</td>
<td>18.5%</td>
</tr>
<tr>
<td>(Find Job !)</td>
<td>191</td>
<td>4.2%</td>
<td>124</td>
<td>53.4%</td>
<td>182</td>
<td>4.7%</td>
</tr>
<tr>
<td>Gross profit on sales</td>
<td>3,507</td>
<td>77.2%</td>
<td>2,409</td>
<td>45.5%</td>
<td>2,877</td>
<td>21.9%</td>
</tr>
<tr>
<td>Operating profit</td>
<td>1,082</td>
<td>23.8%</td>
<td>700</td>
<td>54.5%</td>
<td>614</td>
<td>76.2%</td>
</tr>
<tr>
<td>Ordinary profit</td>
<td>1,000</td>
<td>22.0%</td>
<td>694</td>
<td>44.1%</td>
<td>553</td>
<td>80.8%</td>
</tr>
<tr>
<td>Net profit</td>
<td>519</td>
<td>11.4%</td>
<td>320</td>
<td>61.9%</td>
<td>242</td>
<td>114.7%</td>
</tr>
</tbody>
</table>

*Revenues from mobile content charges and mixi Apps charges are recorded when mixi Points are used.*

[Unit: million yen]
**FY2010 Third-Quarter Consolidated Cost Structure**

- Ad Program expenses in 3Q was approx. 280 million yen after reviewing them in consideration with usage situation and advertising effectiveness (for bigger allocation to highly-social apps)
- Increase of sales commissions to ad agencies and settlement fees to mobile carriers along with revenue growth

### Cost of Sales

<table>
<thead>
<tr>
<th></th>
<th>FY10/3Q (October-December 2010)</th>
<th>FY09/3Q (October-December 2009)</th>
<th>Change (YonY)</th>
<th>FY10/2Q (July-September 2010)</th>
<th>Change (QonQ)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rental charges</td>
<td>191</td>
<td>160</td>
<td>19.6%</td>
<td>177</td>
<td>7.7%</td>
</tr>
<tr>
<td>Depreciation charges</td>
<td>104</td>
<td>102</td>
<td>2.3%</td>
<td>92</td>
<td>13.2%</td>
</tr>
<tr>
<td>Personnel expenses for development</td>
<td>179</td>
<td>134</td>
<td>32.7%</td>
<td>156</td>
<td>14.8%</td>
</tr>
<tr>
<td>Content procurement expenses</td>
<td>83</td>
<td>107</td>
<td>-21.9%</td>
<td>83</td>
<td>0.6%</td>
</tr>
<tr>
<td>Ad program expenses</td>
<td>279</td>
<td>302</td>
<td>-7.6%</td>
<td>276</td>
<td>1.0%</td>
</tr>
<tr>
<td>Others</td>
<td>195</td>
<td>200</td>
<td>-2.4%</td>
<td>227</td>
<td>-14.3%</td>
</tr>
<tr>
<td><strong>Total Cost of Sales</strong></td>
<td><strong>1,033</strong></td>
<td><strong>1,006</strong></td>
<td><strong>2.7%</strong></td>
<td><strong>1,013</strong></td>
<td><strong>1.9%</strong></td>
</tr>
</tbody>
</table>

### SGA

<table>
<thead>
<tr>
<th></th>
<th>FY10/3Q (October-December 2010)</th>
<th>FY09/3Q (October-December 2009)</th>
<th>Change (YonY)</th>
<th>FY10/2Q (July-September 2010)</th>
<th>Change (QonQ)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales commissions</td>
<td>986</td>
<td>831</td>
<td>18.5%</td>
<td>846</td>
<td>16.5%</td>
</tr>
<tr>
<td>Personnel</td>
<td>468</td>
<td>398</td>
<td>17.5%</td>
<td>454</td>
<td>3.0%</td>
</tr>
<tr>
<td>Advertising</td>
<td>193</td>
<td>10</td>
<td>1833.8%</td>
<td>275</td>
<td>-29.7%</td>
</tr>
<tr>
<td>Outsourcing</td>
<td>133</td>
<td>133</td>
<td>0.0%</td>
<td>215</td>
<td>-38.2%</td>
</tr>
<tr>
<td>Rents on properties</td>
<td>93</td>
<td>107</td>
<td>-13.2%</td>
<td>94</td>
<td>-0.7%</td>
</tr>
<tr>
<td>Settlement fees *</td>
<td>208</td>
<td>-</td>
<td>-</td>
<td>146</td>
<td>42.1%</td>
</tr>
<tr>
<td>Others</td>
<td>341</td>
<td>227</td>
<td>50.0%</td>
<td>229</td>
<td>48.6%</td>
</tr>
<tr>
<td><strong>Total SGA</strong></td>
<td><strong>2,424</strong></td>
<td><strong>1,709</strong></td>
<td><strong>41.9%</strong></td>
<td><strong>2,263</strong></td>
<td><strong>7.1%</strong></td>
</tr>
</tbody>
</table>

* “Settlement fees”, which were included in “Others” under SGA until FY09/3Q, are stated as a separate item beginning in FY09/4Q.

[Unit: million yen]
mixi Apps charges

- Sales from mixi Apps charges for the 3Q increased +44% QoQ, to approx. 490 million yen. Steady increase on quarterly basis
- Good progress on monetization shown as quadric curve, due to repeated usage of highly social applications

Trend of charges between casual game applications and highly social applications

- Casual games tend to enjoy good sales immediately after launch, but enter into declining-phase in a short period.
- Highly social applications tend to have longer lifecycle, with the growth of charges over long term.
Approach to Social Ads

- **Social promotion utilizing mixi Apps**
  - ‘mixi Xmas 2010’
    - ✓ Tie-up app with high user involvement where users can send sponsored gifts to each other
    - ✓ Approx. 2.67 million people registered for the application in the first 24 days
      - ➢ Reached 1 million users in 58 hours without induced banner users (only viral)
    - ✓ 75% of them received information about mixi Xmas through friends/acquaintances

- Great ‘viral’ effect by utilizing social graph (connections with real friends/acquaintances) into ad design and gaining users that couldn’t be reached with previous internet ads in bigger scale and speed
- Effective advertisement via engagement and participation in application
- ⇒ Continue the development of highly social ad products by taking advantage of social graph

*Survey was conducted in January 2011 by Cross Marketing Inc., for mixi users (PC/mobile).*
Section.2

FY2010 Third-Quarter Business Report
Strategies for mixi

Activate Social Graph

Diversify the modes of communication

Promote multi-Access
Activate Social Graph / Diversify the modes of communication

Through improvement of communication functions and initiatives to invigorate social graph, social graph has been expanding.
No. of communication-related postings is steadily increasing

Communication postings

- Publishing no. of communication-related postings as a total amount of postings on mixi’s communication function (voice, diary, photo, calendar, check, check-in, ‘Good!’) and feedback for each function (comment and ‘Good!’ remarks)

- Facilitating more communications among mixi users by launching new functions/enhancement and platform expansion (interface with external sites)

No. of postings exceeded 600 million!
Collaboration with SAPs (Social Application Providers)

- Offering system to SAPs to design and develop highly social applications such as request API.
- Increase of repeat users for applications due to API enhancement and improvement in SAPs’ understanding of social graph

- Characteristics of social applications

  - Social applications involves high level of communication among friends and consequently suffer less DAU decline, while it is easier to reactivate DAU through various APIs.

  - Casual games (with less social-element) attracts users immediately after the launch, but users get bored soon after, causing DAU decline

Comparison of DAU trend between casual game and highly social applications

![Graph comparing DAU trend between highly social applications and casual game]
Collaboration with SAPs (Social Application Providers)

- Entrance of major overseas SAPs
  - Major overseas SAPs such as ‘Zynga’ and ‘Playfish’ starts offering mixi Apps from December

- Established a JV ‘Grenge, Inc.’ with CyberAgent, Inc.
  - Established a JV company with CyberAgent, Inc. to develop/operate mixi applications (for mobile and Smartphone) specializing in “social” apps.
  - Leveraging the expertise of social apps operations from CyberAgent group and strength of highly social apps platform owned by mixi
  - JV is established to facilitate understanding in the industry for promoting social-function in addition to develop/operate popular social apps that are optimal for mixi, based on its connections with real friends/acquaintances

✔ Expecting further growth/expansion of social apps business with the new participation of overseas SAPs and establishment of JV
Promote multi-Access through API

mixi

Mixi Apps

Check
Check-in
Photo
Voice
Calendar
Diary

Various Information devices

Various web services

mixi connect(mixi Plugin/mixi Graph API)

Allows external access to Social Graph and other functions on mixi
Interface with external services through different types of API

- ‘Good! Button’ launched to external sites from December 8th
- No. of mixi check and ‘Good!’ button on major sites is on the increase, with the enhanced connectivity to external services through mixi connect (mixi Plugin/mixi Graph API)

- Increased penetration of mixi check button
  - Share the topics of interest etc., with “my mixi”
  - Rapid increase of social-functions to external sites that are linked with mixi
  - Promote SGO for partner sites (how to install the button etc.)

![Graph showing the increase in the number of sites with mixi check and 'Good!' button from September to December.](image-url)

- News site
- Commerce site
- CGM site
- Mobile site
Steady increase of usage from smartphones

- Strong growth in monthly login users for mixi Touch, reaching approx. 1.8 million users in January
- Made available as Android application (client) in December => Social Phone scheduled for launch in February
- Opportunity to develop wide range of social services through the link of various devices and mixi social graph

Official Android application

No. of mixi Touch monthly login users

*mixi Touch launched on May 31st, 2010
Access from Smartphones were included in PV of PC before mixi Touch was launched
Measuring tool for mixi Touch has been changed from Jan 2011

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Section.3

Trend brought through Social Graph
About twenty years ago, there was an emergence of ubiquitous network by storing contents on servers.
Unlike the conventional Internet, the world is now linked with the new network ‘Social net’.
New trend brought through Social Graph

- Social stream will become the starting point of Internet
- Information distribution channel will shift from ‘search’ to ‘social graph’
- Value of all web services will increase with social-functions
- This will also connect/spread to the real world
Appendix
### Company Profile

<table>
<thead>
<tr>
<th>Company name</th>
<th>mixi, Inc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establishment</td>
<td>June 3, 1999</td>
</tr>
<tr>
<td>Capital</td>
<td>3.75 billion yen</td>
</tr>
<tr>
<td>Location of main office</td>
<td>Sumitomo Realty &amp; Development Harajuku Building, 2-34-17 Jingumae, Shibuya-ku, Tokyo 150-0001</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Executive officers and directors</th>
<th>CEO and Founder</th>
<th>Kenji Kasahara</th>
</tr>
</thead>
<tbody>
<tr>
<td>COO</td>
<td>Akinori Harada</td>
<td></td>
</tr>
<tr>
<td>Director</td>
<td>Fumiaki Koizumi</td>
<td></td>
</tr>
<tr>
<td>Outside Director</td>
<td>Ichiya Nakamura</td>
<td></td>
</tr>
</tbody>
</table>

| Employees                       | 318 (regular employee only) / 345 (including contract employees) |
| Total number of shares issued   | 154,760 shares                                                  |

<table>
<thead>
<tr>
<th>Major shareholders</th>
<th>As of September 30, 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kenji Kasahara</td>
<td>58.00%</td>
</tr>
<tr>
<td>MORGAN STANLEY &amp; CO.INC</td>
<td>3.76%</td>
</tr>
<tr>
<td>Japan Trustee Services Bank, Ltd. (Trust account9)</td>
<td>2.67%</td>
</tr>
<tr>
<td>Master Trust Bank of Japan, Ltd. (Trust account)</td>
<td>1.62%</td>
</tr>
<tr>
<td>Japan Trustee Services Bank, Ltd. (Trust account)</td>
<td>1.61%</td>
</tr>
</tbody>
</table>
### FY2010 Third-Quarter Consolidated Income Statement

<table>
<thead>
<tr>
<th>[Assets]</th>
<th>FY10/3Q (December 31 2010)</th>
<th>Share</th>
<th>FY09/3Q (December 31 2009)</th>
<th>Change (YonY)</th>
<th>FY10/2Q (September 30 2010)</th>
<th>Change (QonQ)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total current assets</td>
<td>16,323</td>
<td>86.5%</td>
<td>13,794</td>
<td>18.3%</td>
<td>15,703</td>
<td>3.9%</td>
</tr>
<tr>
<td>Total fixed assets</td>
<td>2,541</td>
<td>13.5%</td>
<td>2,290</td>
<td>11.0%</td>
<td>2,627</td>
<td>-3.3%</td>
</tr>
<tr>
<td>Total assets</td>
<td>18,865</td>
<td>100.0%</td>
<td>16,085</td>
<td>17.3%</td>
<td>18,331</td>
<td>2.9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>[Liabilities]</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total current liabilities</td>
<td>3,156</td>
<td>16.7%</td>
<td>1,655</td>
<td>90.6%</td>
<td>3,143</td>
<td>3.9%</td>
</tr>
<tr>
<td>Total fixed liabilities</td>
<td>17</td>
<td>0.1%</td>
<td>-</td>
<td>-</td>
<td>17</td>
<td>0.4%</td>
</tr>
<tr>
<td>Total liabilities</td>
<td>3,174</td>
<td>16.8%</td>
<td>1,655</td>
<td>91.7%</td>
<td>3,161</td>
<td>0.4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>[Shareholders' Equity]</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Paid-in capital</td>
<td>3,757</td>
<td>19.9%</td>
<td>3,740</td>
<td>0.4%</td>
<td>3,757</td>
<td>0.0%</td>
</tr>
<tr>
<td>Capital reserves</td>
<td>3,727</td>
<td>19.8%</td>
<td>3,710</td>
<td>0.5%</td>
<td>3,727</td>
<td>0.0%</td>
</tr>
<tr>
<td>Retained earnings</td>
<td>8,215</td>
<td>43.5%</td>
<td>7,006</td>
<td>17.3%</td>
<td>7,696</td>
<td>6.8%</td>
</tr>
<tr>
<td>Total shareholders' equity</td>
<td>15,690</td>
<td>83.2%</td>
<td>14,429</td>
<td>8.7%</td>
<td>15,170</td>
<td>3.4%</td>
</tr>
</tbody>
</table>

[Unit: million yen]
## FY2010 Third-Quarter Consolidated Cash Flow Statement

<table>
<thead>
<tr>
<th></th>
<th>FY10/3Q (October-December 2010)</th>
<th>FY09/3Q (October-December 2009)</th>
<th>FY10/2Q (July-September 2010)</th>
</tr>
</thead>
<tbody>
<tr>
<td>[Operational cash flows]</td>
<td>-78</td>
<td>172</td>
<td>1,198</td>
</tr>
<tr>
<td>[Investment cash flows]</td>
<td>-210</td>
<td>-2,354</td>
<td>-489</td>
</tr>
<tr>
<td>[Financial cash flows]</td>
<td>1</td>
<td>13</td>
<td>-32</td>
</tr>
<tr>
<td>[Balance of cash and cash</td>
<td>10,318</td>
<td>9,706</td>
<td>10,610</td>
</tr>
<tr>
<td>equivalents at term end]</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

[Unit: million yen]
Outline of Services

Social Networking Service (SNS) that allows users to manage a list of friends and acquaintances on a site for one-to-one communication and one-to-many communication (with registered friends, acquaintances and other users).

Connect with classmates
mixi schoolmates

Tweet communications
mixi voice (mini blog)

Share the favorite items
mixi check

Share the schedule/events
mixi Calendar

Connect with colleagues
mixi colleague network

Connect through keywords
mixi Keyword

Create/share your diaries
mixi Diary

Versatile communication
mixi Apps

Photo communication
mixi Photo

Copyright (C) mixi, Inc.
User Attributes

Area

Age

Gender

* Figures in brackets are mobile users.
* All figures are as of January 31, 2011. Based on mixi data.

Appendix

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mixi Revenue Model

- mixi charged services
  - mixi Premium
  - mixi Points
    (mixi Apps Charges, Mobile content charges)

mixi user

Use of services

View advertising

mixi

Use of charged services

Ad agency
Media rep.

Provide ad space

Payment of ad fee

Advertiser

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Trends in Number of Advertisers and Share by Industry

Number of Advertisers and National clients

<table>
<thead>
<tr>
<th>Quarter</th>
<th>No. of advertisers</th>
<th>No. of national clients</th>
</tr>
</thead>
<tbody>
<tr>
<td>3Q</td>
<td>231</td>
<td>66</td>
</tr>
<tr>
<td>4Q</td>
<td>236</td>
<td>65</td>
</tr>
<tr>
<td>1Q</td>
<td>220</td>
<td>65</td>
</tr>
<tr>
<td>2Q</td>
<td>220</td>
<td>62</td>
</tr>
<tr>
<td>3Q</td>
<td>234</td>
<td>67</td>
</tr>
</tbody>
</table>

Share by Industry (Sales)

<table>
<thead>
<tr>
<th>Industry</th>
<th>FY09/3Q</th>
<th>FY09/4Q</th>
<th>FY10/1Q</th>
<th>FY10/2Q</th>
<th>FY10/3Q</th>
</tr>
</thead>
<tbody>
<tr>
<td>Automobiles</td>
<td>1.3%</td>
<td>1.1%</td>
<td>0.6%</td>
<td>0.2%</td>
<td>0.9%</td>
</tr>
<tr>
<td>Finance/Insurance</td>
<td>2.9%</td>
<td>3.8%</td>
<td>3.9%</td>
<td>3.9%</td>
<td>3.1%</td>
</tr>
<tr>
<td>Real estate</td>
<td>0.9%</td>
<td>0.6%</td>
<td>0.3%</td>
<td>0.3%</td>
<td>0.2%</td>
</tr>
<tr>
<td>Staffing services/Education</td>
<td>9.3%</td>
<td>10.1%</td>
<td>7.3%</td>
<td>10.3%</td>
<td>8.1%</td>
</tr>
<tr>
<td>Consumer electronics/Office products</td>
<td>2.7%</td>
<td>4.8%</td>
<td>2.3%</td>
<td>2.7%</td>
<td>3.5%</td>
</tr>
<tr>
<td>Internet services/Communications</td>
<td>31.0%</td>
<td>34.2%</td>
<td>33.1%</td>
<td>31.5%</td>
<td>38.7%</td>
</tr>
<tr>
<td>Transportation/Leisure</td>
<td>9.9%</td>
<td>7.6%</td>
<td>7.6%</td>
<td>7.0%</td>
<td>6.6%</td>
</tr>
<tr>
<td>Publishing/Broadcasting</td>
<td>2.5%</td>
<td>3.5%</td>
<td>3.6%</td>
<td>3.9%</td>
<td>2.2%</td>
</tr>
<tr>
<td>Foodstuff/Beverages</td>
<td>5.0%</td>
<td>2.6%</td>
<td>5.0%</td>
<td>4.0%</td>
<td>3.7%</td>
</tr>
<tr>
<td>Distribution/Retail trade</td>
<td>9.7%</td>
<td>9.0%</td>
<td>11.1%</td>
<td>12.8%</td>
<td>11.6%</td>
</tr>
<tr>
<td>Beauty care/Toiletries</td>
<td>22.0%</td>
<td>19.6%</td>
<td>22.0%</td>
<td>20.2%</td>
<td>17.1%</td>
</tr>
<tr>
<td>Others</td>
<td>3.0%</td>
<td>3.1%</td>
<td>3.3%</td>
<td>3.1%</td>
<td>4.3%</td>
</tr>
</tbody>
</table>

* Sources for NC (national clients) data
  Sum of Nikkei Advertising Research Institute,
  “Top 500 Advertisers in 2007” and NetRatings Japan Inc.,
  “Internet Advertising: Top 100 Online Advertisers of 2008” (excludes overlapping).
Trends in Per Page Ad Values (Ad Revenues Per Page)

Calculation = \( \frac{\text{Ad revenues}}{\text{Total PV}} \)

* mixi mobile ad revenues have been divided by total PV although these ads are run on some pages only.

* We have excluded mixi Touch unit cost from PC which was included in PC unit cost until our previous presentation materials and have reflected this change from June to present accordingly.
mixi Charged Services

Charged services for more enjoyable and convenient use of mixi

mixi Points

- Acquisition method of mixi Points: Use settlement scheme of mobile phone carriers
  [Members with monthly charge program] 315 yen (tax included) → 300pt
  [Usage-based charge] 315 yen (tax included) → 300pt, 1,050 yen (tax included) → 1,000pt
- The usage of the mixi Points

【mixi Apps Charges】
Providing charged services, such as charged items and content, within mixi Apps.
Launched mixi Payment Program (mobile) as formal charge system for SAPs in November 2009.

【charged mobile content】
Launched charged content for re-designing top page, diary page, photo album page, and other sections of mixi to own preference, and for decorating messages.

mixi Premium

Option services for more enjoyable and convenient use of mixi, including expanded capacity for main functions such as diaries and video, and questionnaire function. Monthly charge: 315 yen (tax included)

mixi New Year cards

Services to prepare and mail the official “New year greeting card” with lottery numbers issued by Japan Post, to “my mixi.” Standard price: 98 yen/card.

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Charge Model: mixi payment Program (mobile • smartphone)

Settlement Flow Chart

1. Purchase mixi Points
2. Grant mixi Points
3. Pay settlement fees
4. Use mixi Points

(100)

Provide “mixi Apps” charged services

(4) Distribution ratio of revenue from charges (80^1)

Mobile phone carriers and others

Use mixi Points

(2)

SAP

(3) Pay settlement fees

(4) Distribution ratio of revenue from charges (20^1)

*1 Excludes settlement fees

mixi, Inc. Allocation method
Sales: About 28%
SGA (settlement fees): About 10%

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On September 10th, mixi new platform (mixi Plugin/mixi Graph API) was released
- mixi social graph and native functions became accessible externally
- Plans to provide new APIs in the future

**mixi Plugin**

- ‘Good!’ button
- Check button
- Simple Post
  - “Tweets” (mixi Voice)
  - Diary
  - Calendar

**mixi Graph API**

- People API
- People lookup API
- Groups API
- Voice API
- Updates API
- Check API
- Photo API
“Find Job!” is a job information site that primarily serves Web-related industries. Since its launch, this service has provided job-seekers with information on openings for “Web engineers,” “Web directors” and “Web designers.”

A wealth of content tailored to user needs - including functions such as “Scout Mail” (which enables employers to search anonymous resume data and approach job-seekers) - enhances the convenience and credibility of the site.

**Feature 1. Specializes in Web-related industries**

Find Job! is focused on the personnel needs of Web-related industries and provides companies with “Web engineers,” “Web directors” and “Web designers” and other high-quality human resources.

**Feature 2. Highly cost-effective**

Sales and operating costs are cut through use of the Internet. Use of our own mixi media controls advertising costs, enabling us to provide low-cost services.

**Feature 3. Cooperation with mixi service**

Advertisements can be posted on mixi media to recruit job seekers and keep advertising expenses down.