



Financial Results

for the Fiscal Year

Ended March 31, 2019 (FY2018)

eole Inc.

(TSE Mothers, Securities Code: 2334)

May 17, 2019

Unless otherwise specified, this English-language version of the financial results of eole Inc. has been prepared solely for the convenience of non-Japanese speakers. Should there be any inconsistencies between the English and the Japanese versions, please note that the Japanese version will always prevail.

	Corporate Profile
II	Financial Overview for FY2018
III	Business Review for FY2018
IV	Business Strategy and Financial Outlook for FY2019
V	Reference Information



I | Corporate Profile

Company Name	eole, Inc.		
Established	April 25, 2001	Stock Market	The Mothers section of the Tokyo Stock Exchange (Securities code: 2334)
		Head Office	9F KDX Takanawadai Building, 3-5-23 Takanawa, Minato-ku, Tokyo 108-0074, Japan
Capital	734 million yen *As of March 31, 2019	TEL	+81-3-4455-7092
Number of Employees	76 *As of March 31, 2019	FAX	+81-3-5793-3533
Board Members	President: Naohito YOSHIDA Vice President: Makoto OGAWA Director: Yoko NAKAI Director: Takeshi ICHIJO External Board Director: Suguru TOMIZUKA Corporate Auditor: Minoru AKIMOTO Auditor: Toru OYAMA Auditor: Masahiro TAJIMA	Lines of Business	1. Sales, marketing and service of internet-based computers and smartphones, including Rakuraku Contact Network, a communication network service that supports group and social activities, Gakuba Arbeit and Rakuraku Arbeit. 2. Internet advertising business 3. Development and offer of pinpoint, a private Data Management Platform (DMP) 4. Sales promotion
		Main Banks	Mizuho Bank Sumitomo Mitsui Banking Corporation

- 2001 ● Established eole Inc. in Roppongi, Minato-ku, Tokyo
(Capital stock: 10 million yen)
Head office moved to Nishihara, Shibuya-ku, Tokyo
- 2003 ● Head office moved to Okusawa, Setagaya-ku, Tokyo
- 2005 ● Rakuraku Contact Network launched
Capital stock increased to 126 million yen
- 2007 ● Rakuraku Contact Network subscribers exceeds
1,000,000 persons
Capital stock increased to 209 million yen
- 2009 ● Capital stock increased to 301 million yen
- 2010 ● RakubaA bet (formerly DagakuseiA bet.com) launched
Capital stock increased to 329 million yen
Rakuraku subscribers exceeds 4,000,000 persons
- 2013 ● Rakuraku Contact Network subscribers exceeds
6,000,000 persons, while the number of groups
exceeds 350,000 in total.
RakurakuA bet launched
Head office moved to Takanawa, Minato-ku, Tokyo
- 2014 ● Smartphone app , the Rakuraku Contact Network released
Started offer of private DMP*¹ , pinpoint*²
Delivery to Google Ad BM (DoubleClick Bid Manager)utilizing pinpoint DMP started
- 2015 ● Capital stock increased to 382 million yen
- 2016 ● Downloads of Rakuraku Contact Network app
surpasses 1 million
- 2017 ● Capital and business partnership with Toppan Printing
Co., Ltd. concluded
Listed on Tokyo Stock Exchange Mothers Section
Capital stock increased to 721 million yen
- 2018 ● Capital stock increased to 734 million yen
- 2019 ● JO BOLE launched

* 1, 2 Refer to “Reference information: Glossary” (at the end of this document).

Aiming to further enhance corporate value by reinforcing and expanding “pinpoint and other programmatic ads” service under new management structure.

President (Candidate)

Makoto OGAWA (current Vice President)



Career

Established Alpha Branch, Inc. while in university. Later established Rough Dessin, Inc. and assumed the role of president.

Appointed sales adviser at eole Inc. in January 2010. Appointed Director in June 2010. Appointed Senior Director in June 2016. Appointed Vice President in June 2018 (current position).

Note: This appointment will formally take effect at the Ordinary General Meeting of Shareholders scheduled for late June 2019 and at the Board of Directors meeting of eole to be held thereafter.

Directors*



Makoto OGAWA
President



Naohito YOSHIDA
Chairperson



Yoko NAKAI
Director
in charge of
Business
Administration
Division



Takehisa ICHIJO
Director & Executive
Officer
in charge of Technical
Division

Suguru TOMIZUKA External Director

Auditors

Minoru AKIMOTO
Corporate Auditor

Toru OYAMA
Auditor

Masahiro TAJIMA
Auditor





Executive Officers

Seiji TAKAGI
Executive Officer
in charge of Sales
Division

Tetsuro YAMAJI
Executive Officer
in charge of Business
Administration Division

Yusuke YOSHIDA
Executive Officer
in charge of Marketing
Division

Note: This appointment will formally take effect at the Ordinary General Meeting of Shareholders scheduled for late June 2019 and Board of Directors in effect thereafter.

Business	Service	Overview	Revenue model
Programmatic ads		DSP* ² advertisement service in cooperation with pinpoint DMP* ³ which possesses highly accurate data based on registration information in our services.	DSP advertisement service (programmatic ad) based on own private DMP, including a trading desk* ⁴ .
	Other programmatic ads * ^{1, 2}	“Indeed” and other agency services for media advertisements/programmatic ad business utilizing JOBOLE	Programmatic ad services
Proprietary media		A service which supports group and community activities, including extracurricular activities, club activities and Parents and Teachers Association (PTA).	<ul style="list-style-type: none"> • Advertisements • SSP advertisements, etc. • A paid version of Rakuraku Contact Network is also available
		Website for part-time job recruitment information exclusive to college and university students.	Posting fees
		Portal site for part-time job seekers.	Result reward (PPA)
Other	Other	Other main services include 1. Sales promotion: Agency for field-based advertising of products on university campuses. 2. Other company job advertisements: Agency for job advertisements pertaining to other companies.	To be established individually

*1 “Other programmatic ads” included in “Other” in FY2017, and “pinpoint” are now considered to be one service and thus categorized under “programmatic ads” in FY2018.

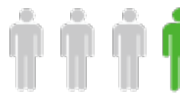
*2, 3, 4 Refer to “Reference information: Glossary” (at the end of this document).

The largest contact network supporting group and community activities in Japan.



Used by **382,000 groups** and **6,690,000 members***¹

Assists group activities with convenient functions such as scheduling and attendance checking.

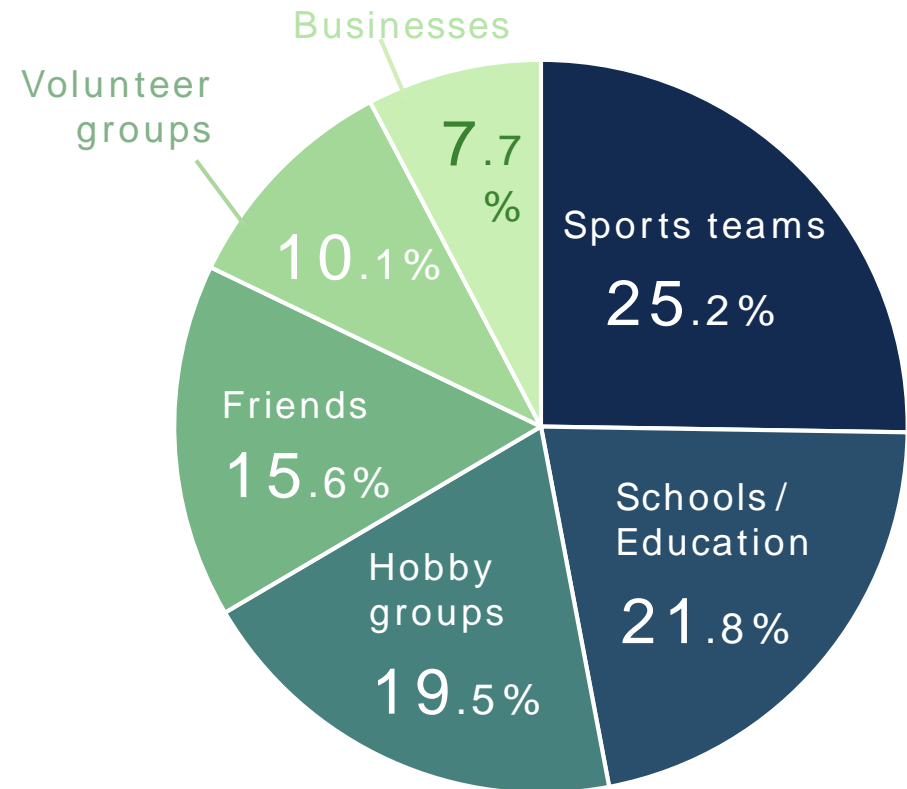


More than **25%** of all university and graduate school students depend on and use the Rakuraku Contact Network.*²

*¹, ³ As of March 31, 2019

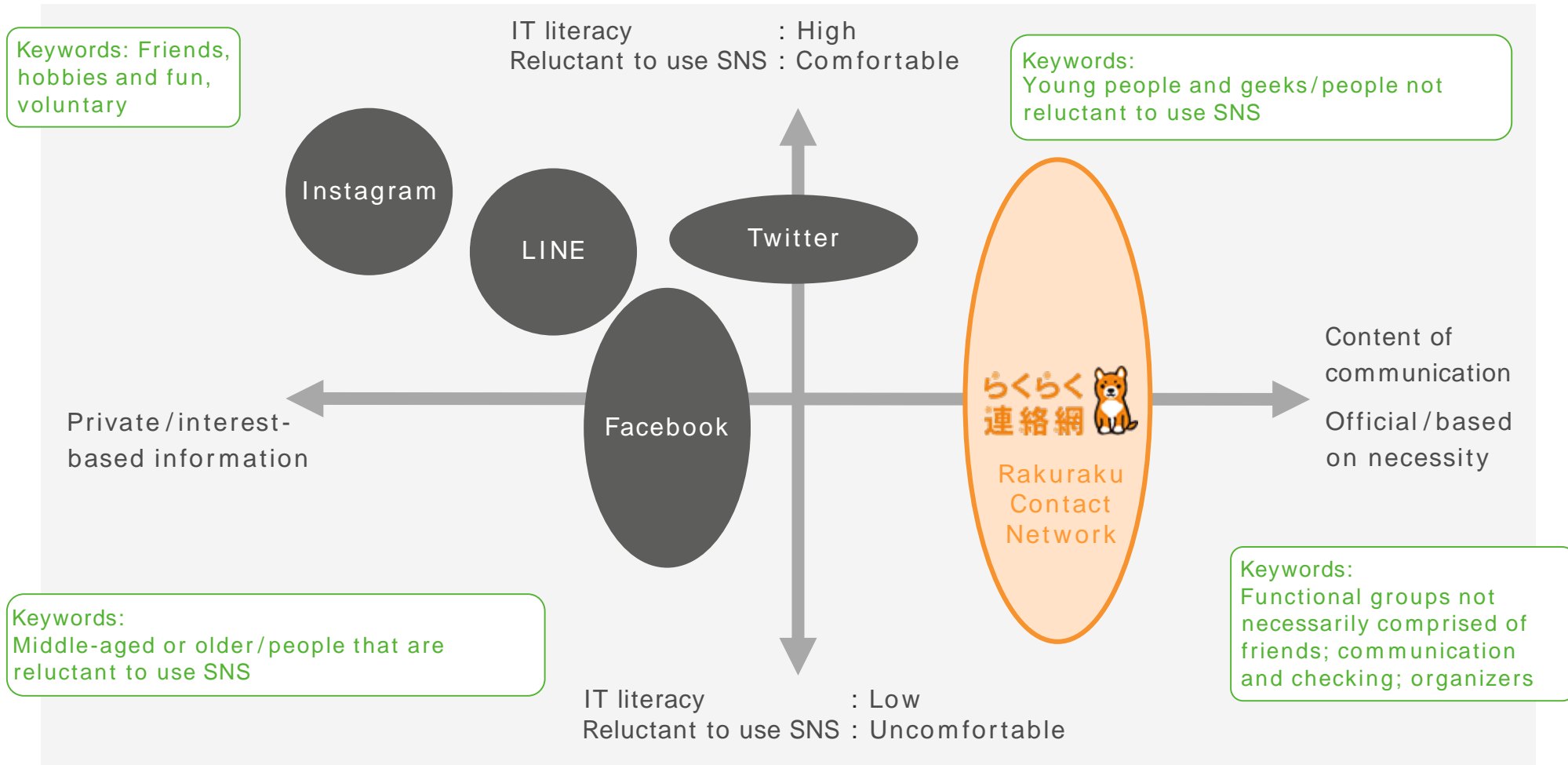
*² University and graduate students nationwide in Japan: 2,909,159 persons (Survey by the Ministry of Education, Culture, Sports, Science and Technology, 2019); Number of Rakuraku Contact Network registrants: about 710,000 persons (as of March 31, 2019 Survey)

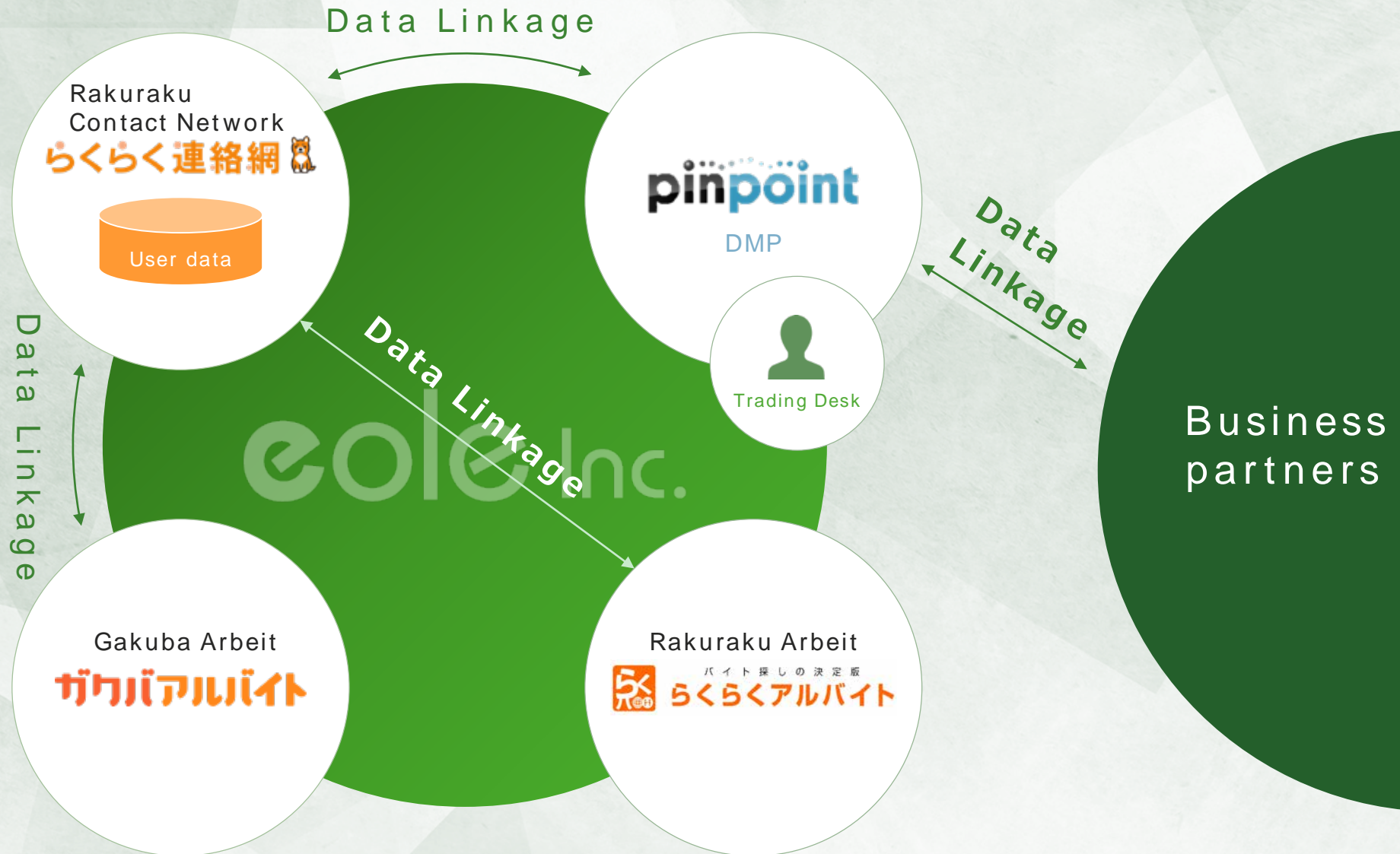
Attributes of clubs and activities*³



Position alongside SNS services (Conceptual diagram)

Organizers and leaders in functional groups not necessarily comprised of friends use the Rakuraku Contact Network as an information sharing tool for communication and checking.





Proprietary media: Gakuba Arbeit & Rakuraku Arbeit

“Gakuba Arbeit” is a part-time job recruitment information site exclusively for college and university students. “Rakuraku Arbeit” is a part-time job recruitment information portal site.



Gakuba Arbeit

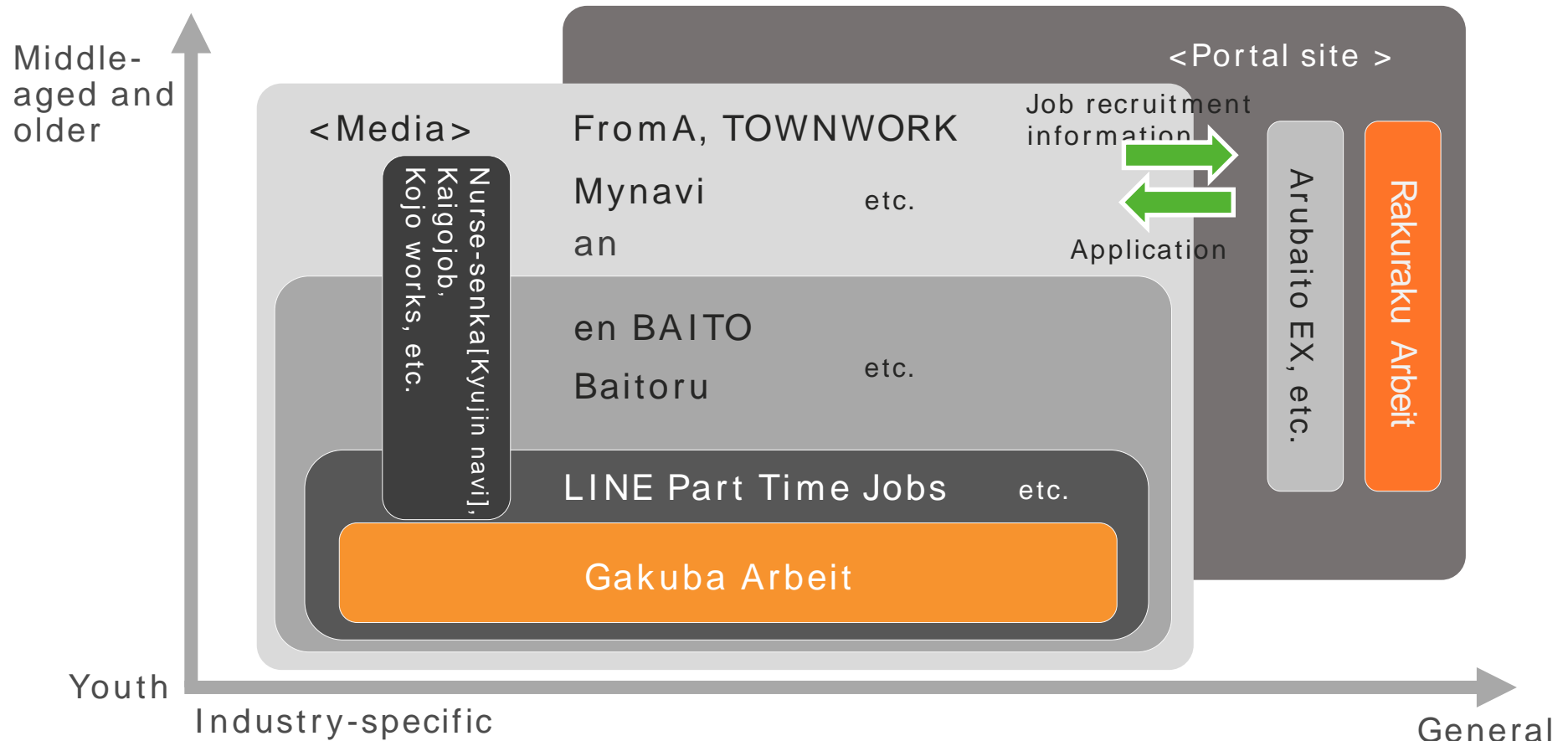
- | A part-time job recruitment information site exclusively for college and university students based on the Rakuraku Contact Network
- | Revenue model: Posting fee



Rakuraku Arbeit






- | A part-time job recruitment information site where a wide range of recruitment information from job information provider partner sites is posted, enabling one-stop applications.
- | Revenue model: Performance-based (PPA)

Position “Gakuba Arbeit” and “Rakuraku Arbeit” in job media (Conceptual diagram)

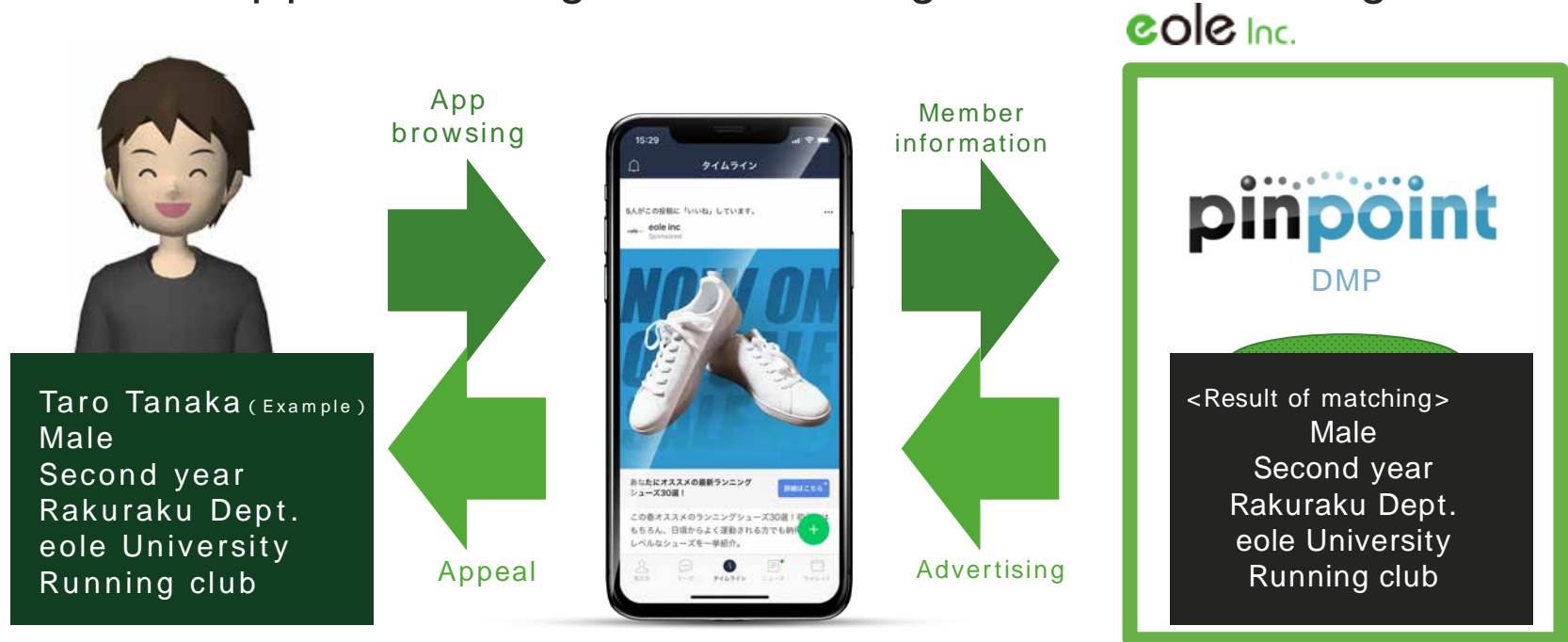


Purpose of advertising:

Change from “announcement to the masses” to “behavioral facilitation for target people”

	First generation Newspaper	Second generation TV	Third generation Online advertisement (purchasing ad space)	Fourth generation Listing advertisement	Fifth generation Programmatic advertisement
					
Target of advertisement	Mass	Mass Orientation	Mass	Orientation (searching)	Individual Orientation
Role of media	Announcement	Announcement	Announcement Behavioral facilitation	Behavioral facilitation	Announcement Behavioral facilitation

Less than 0.1 seconds
from app browsing to matching and advertising



Internet advertising has shifted to more immediate ad delivery based on a database including attributes and information. Both quantity and quality of ad database are required, and ad companies which have both are more advantageous.

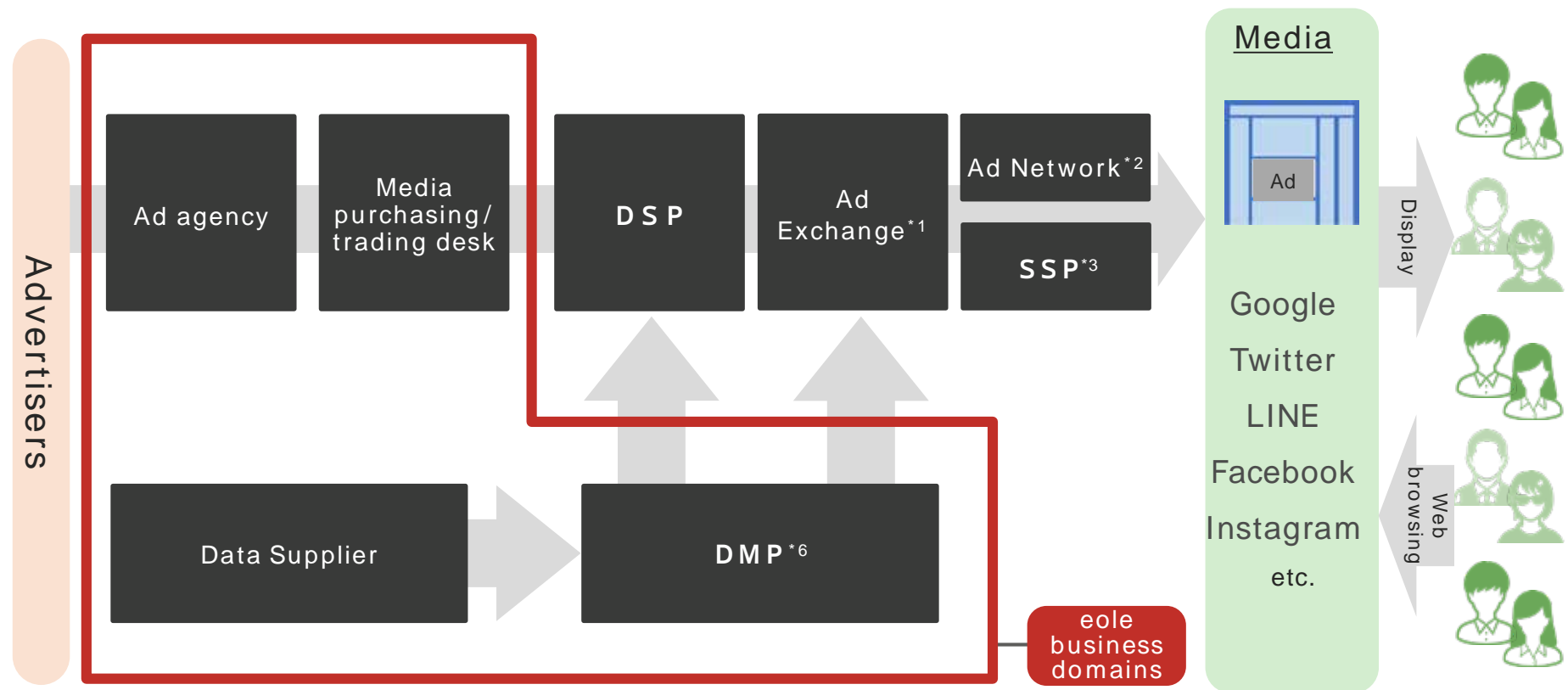


eole utilizes anonymously processed information stored in DMP based on user registration information for pinpoint and other programmatic ads, etc.

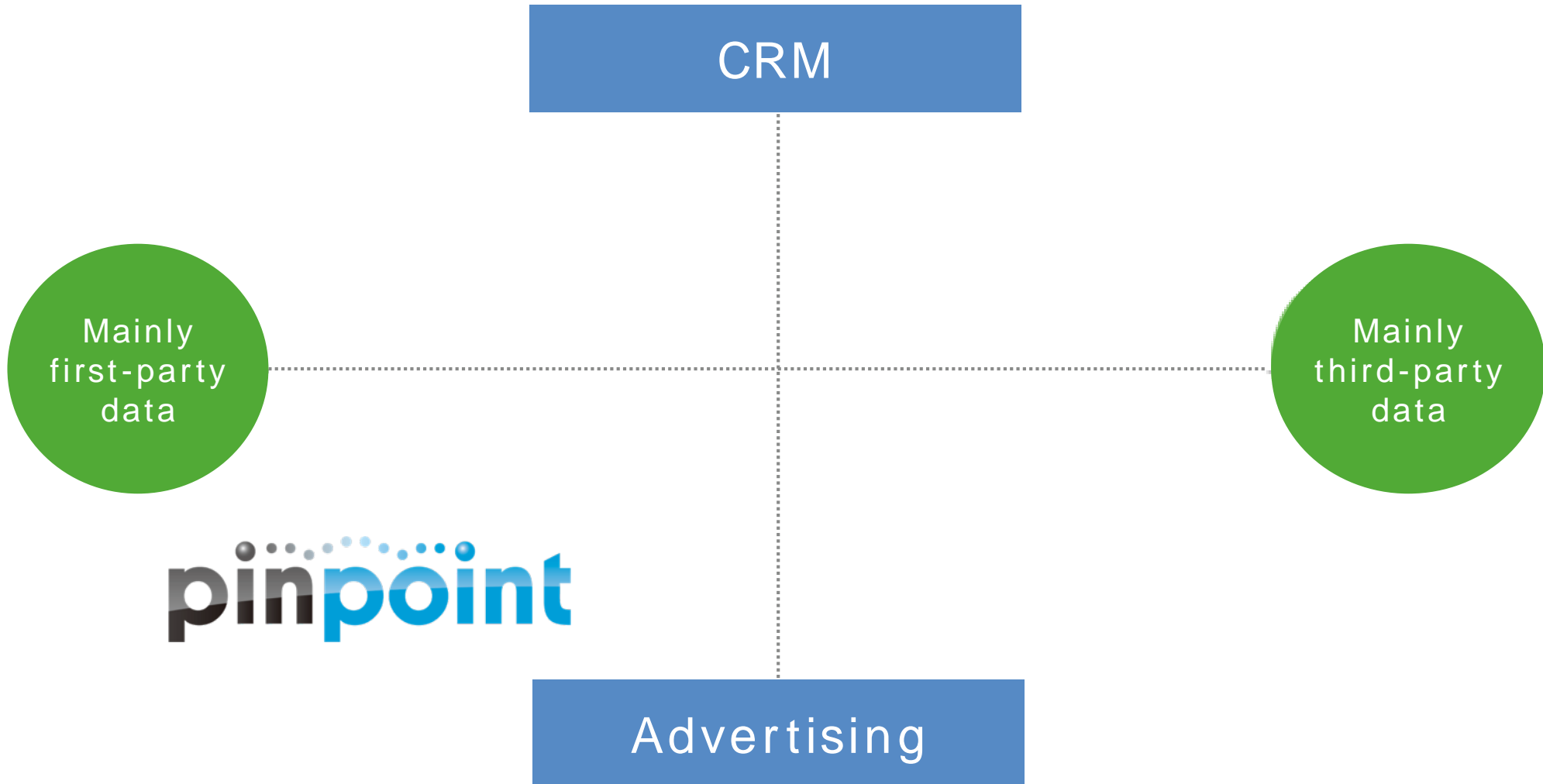
eole's business domain in internet advertisement

(Conceptual diagram)

Utilizing its unique data, eole generates revenue from DPS/social media ad services including agency trading desk and creative production.



*1-6 Refer to "Reference information: glossary" (at the end of this material).



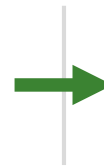
* Refer to "Reference information: glossary" (at the end of this material).

A DMP (Data Management Platform) that enables ad delivery utilizing user information from the Rakuraku Contact Network and business partners.

We possess data of over 20 million people in total based on the clear attribute data of the Rakuraku Contact Network and business partners.



With the growth of web advertisement and smartphone advertisement markets, advertisement exposure taking advantage of technology (ad-tech) and with pinpoint targeting has become the mainstream.



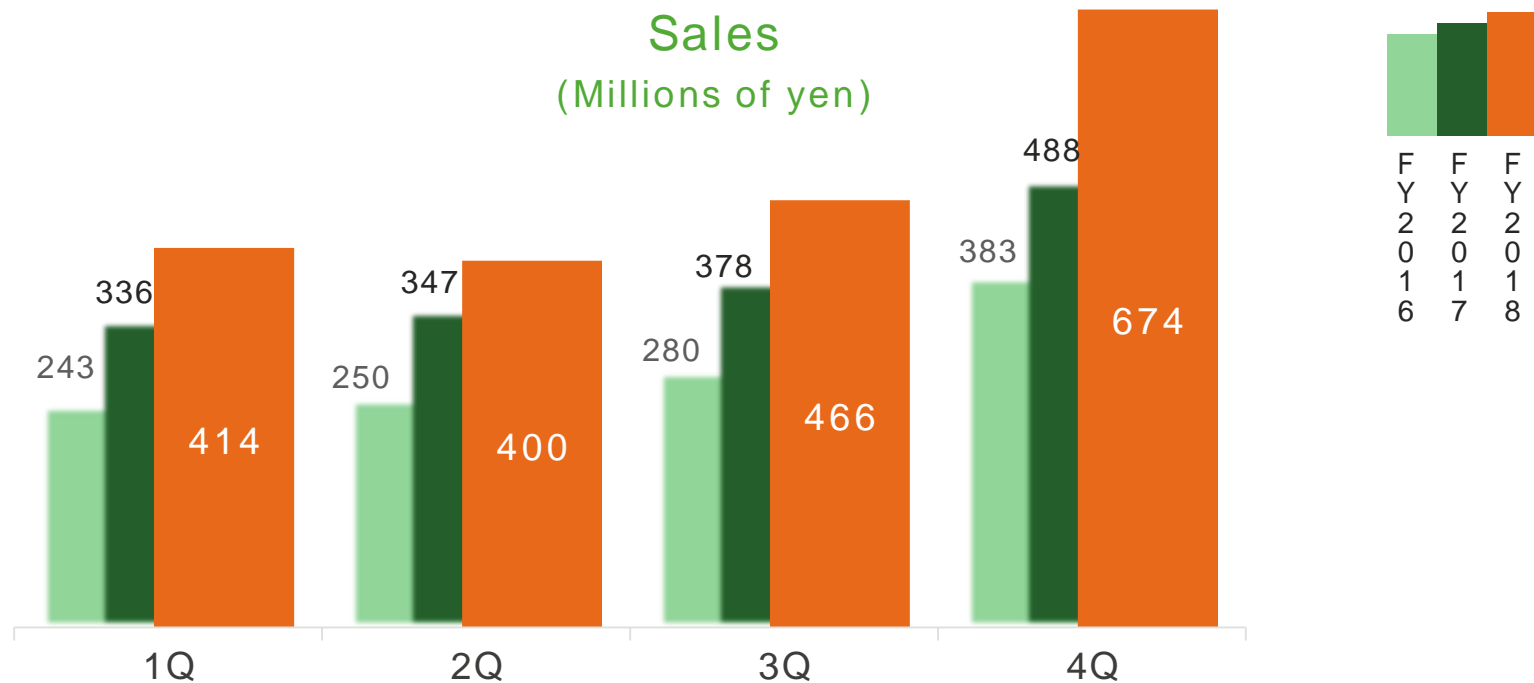
In compliance with the Personal Information Protection Law, we collect and use information as data without identifying individuals. Moreover, in October 2017, we made a declaration as an anonymously processed information handling business operator.



II

Financial Overview for FY2018

We prioritized a shift to “pinpoint and other programmatic ads” in FY2018. By focusing on highly marketable areas while changing the service mix, sales have been steadily improving.

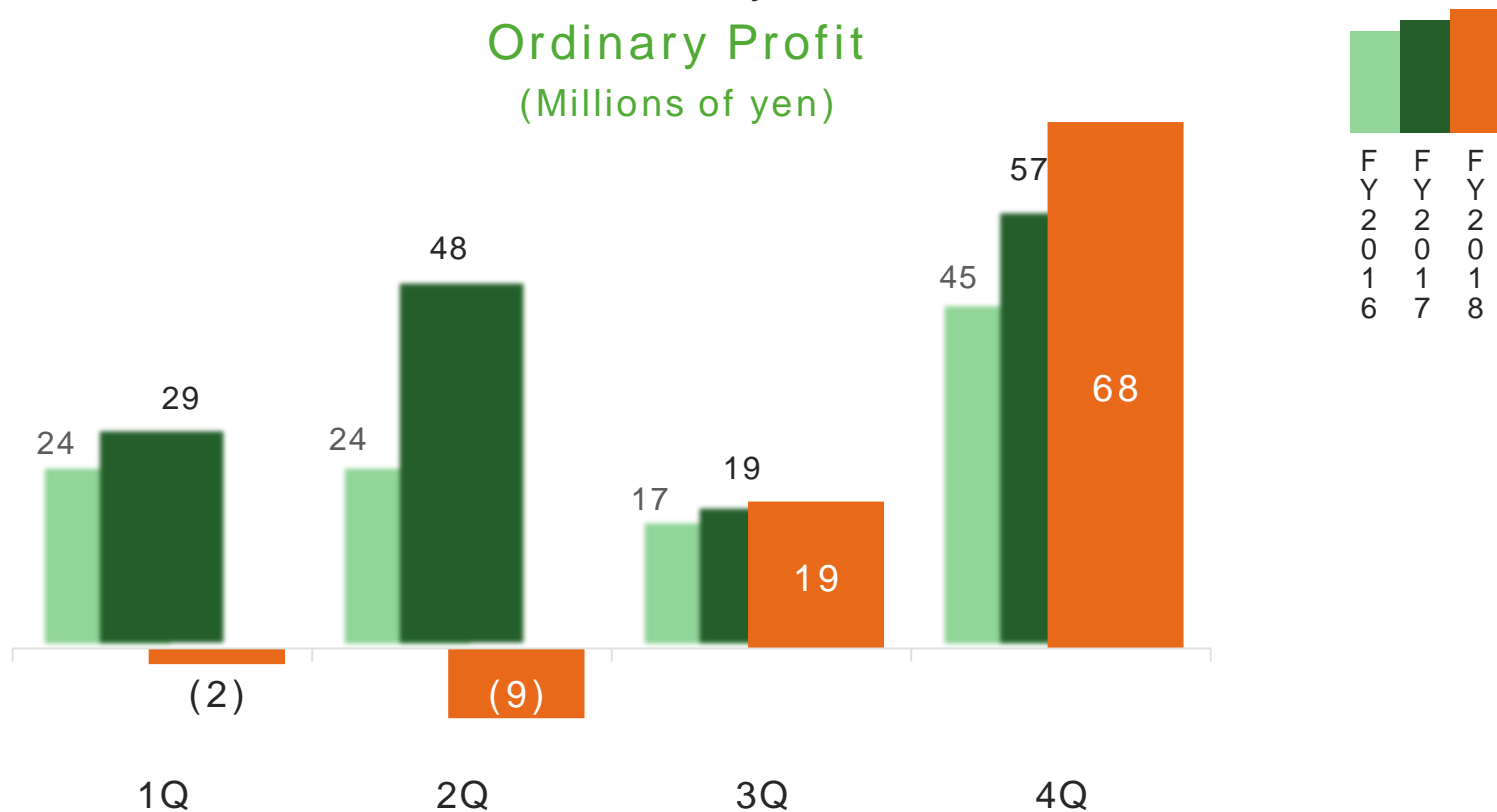


In the ad market, especially in the job ad market we focus on, there are visible seasonal trends that grow significantly toward the end of the fiscal year (due to the characteristics of recruitment activities for the new fiscal year).

Note: All FY2016 figures in this document are for reference purpose only, as quarterly financial statements of FY2016 have not been prepared, while also not yet audited by an auditing firm.

All figures are rounded down to one million yen. The year-on-year rate is rounded down to an integer after making calculations in units of one yen. These cutoff methods are applied throughout this document.

In conjunction with this growth in new sales, ordinary profit recovered from the third quarter and ordinary profit increased year on year in the fourth quarter. Thus the business structure was successfully converted.



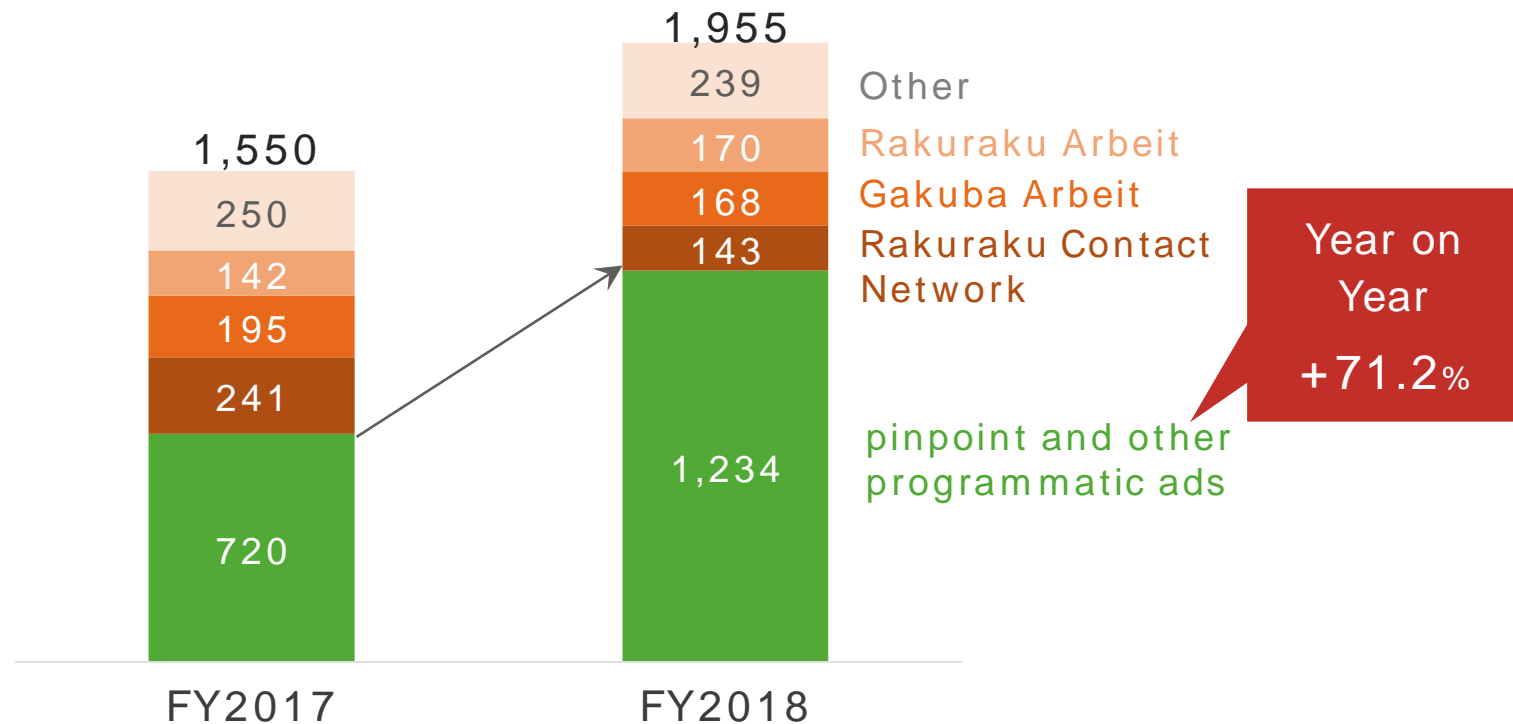
Note: All FY2016 figures in this document are for reference purposes only, as quarterly financial statements of FY2016 have not been prepared nor audited by an auditing firm.

We forecast higher revenues yet lower income for FY2018 compared with FY2017, due in part to the strategic shift to “pinpoint and other programmatic ads.” However, as already described, sales, operating, ordinary and net profits (losses) during FY2018 steadily improved. We forecast increases in sales and profit in FY2019.

(Millions of yen)	FY2017 Actual results	FY2018 Forecast <small>(Announced Nov. 14, 2018)</small>	FY2018 Actual results	Year on year	FY2019 forecast	
					Full year	Year on year
Sales	1,550	1,900	1,955	+26.1%	2,420	+23.7%
Operating profit	169	30	78	(53.8%)	166	+112.9%
Ordinary profit	155	27	76	(50.9%)	166	+118.7%
Net profit	91	15	58	(35.3%)	112	+90.9%

We strategically shifted the main focus of our sales resources from our proprietary media to pinpoint and other programmatic ads which contribute more to driving growth. Consequently, it has led to greater growth.

Sales by Service (Millions of yen)



Note: Sales figure amounts are not equal to the sum of sales of each service, as a result of rounding down to one million yen. (These cutoff methods are applied throughout this document.)

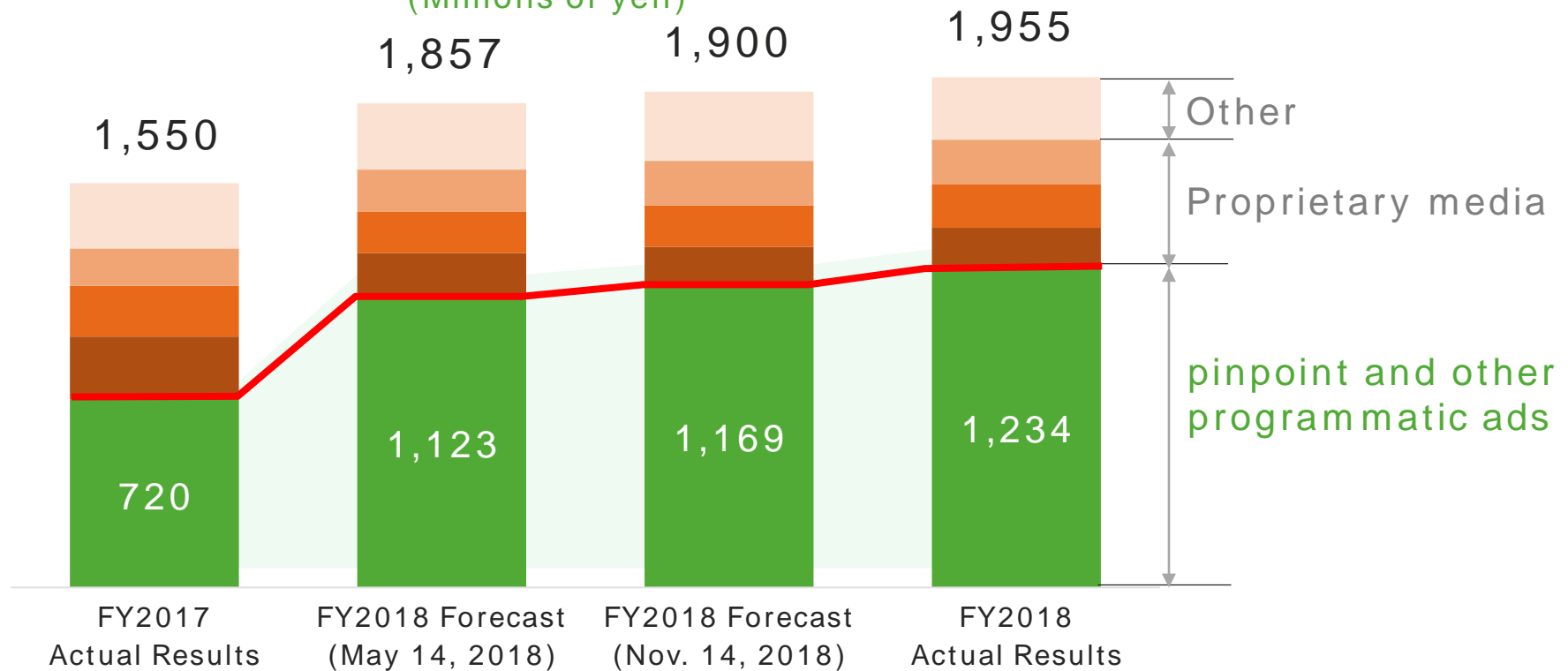
Comparison of FY2018 Financial Forecast with Results

Increased sales of pinpoint and other programmatic ads

Demand for “pinpoint and other programmatic ads” in the job ad market expanded beyond expectations, and the shift to the growth field was further accelerated than initially forecasted.

Sales by Service

(Millions of yen)



(Millions of yen)	FY2017 (End of Mar. 2018)	FY2018 (End of Mar. 2019)	Change
Assets			
Current assets			
Cash and cash equivalents	790	761	(29)
Accounts receivable-trade	246	312	65
Other	12	10	(2)
Total current assets	1,049	1,083	33
Noncurrent assets			
Tangible fixed assets	8	7	0
Intangible fixed assets	282	292	10
Investments and others	90	89	(1)
Total noncurrent assets	381	389	8
Deferred assets	2	0	(2)
Total assets	1,433	1,473	40

(Millions of yen)	FY2017 (End of Mar. 2018)	FY2018 (End of Mar. 2019)	Change
Liabilities			
Current liabilities			
Accounts payable-trade	109	182	73
Current portion of corporate bonds	50	20	(30)
Current portion of long-term loans payable	4	—	(4)
Other	135	129	(9)
Total current liabilities	298	328	29
Noncurrent liabilities			
Total noncurrent liabilities	50	—	(50)
Total liabilities	349	328	(20)
Net assets			
Shareholders' equity	1,081	1,142	60
[Retained earnings]	(327)	(268)	58
Share options	2	2	-
Total net assets	1,084	1,145	60
Total liabilities and net assets	1,433	1,473	40

Current

- We have yet to reach a level of surplus to allow for dividends.
- As the company's business scale is still relatively small, we aim to expand business, establish a presence in the market at the earliest possible juncture and earn stable revenue.

Future

- If the current trend of revenue is maintained, we can expect retained earnings to turn positive in the near future.
- We will consider implementing distribution of dividends when we believe that the business has expanded its scale and stable revenue has been achieved.



III | Strategy for FY2019

1. Focus on sales and operation of programmatic ads centering on pinpoint DMP.

<Topics>

- Favorable year-on-year increase of 26.1% in sales in FY2018.
- Strong year-on-year increase of 71.2% in sales of “pinpoint and other programmatic ads”*.
- Sales ratio of “pinpoint and other programmatic ads” increased from 46.5% to 63.1% to become our core business.
- In particular, there were significant structural changes in the job ad market as predicted as well as growth in demand for programmatic ads.

2. Enhancement of sales support for strategic sales partners

<Topics>

- Sales of strategic sales partners increased by 201.0% year on year. Successfully enhanced sales support.

3. Enhance collaboration with databases of third parties to promote ad technology

<Topics>

- The number of Rakuraku Contact Network subscribers was 6.69 million, and the number of valid groups was 382,000, both representing year-on-year increases (from the end of March 2018).

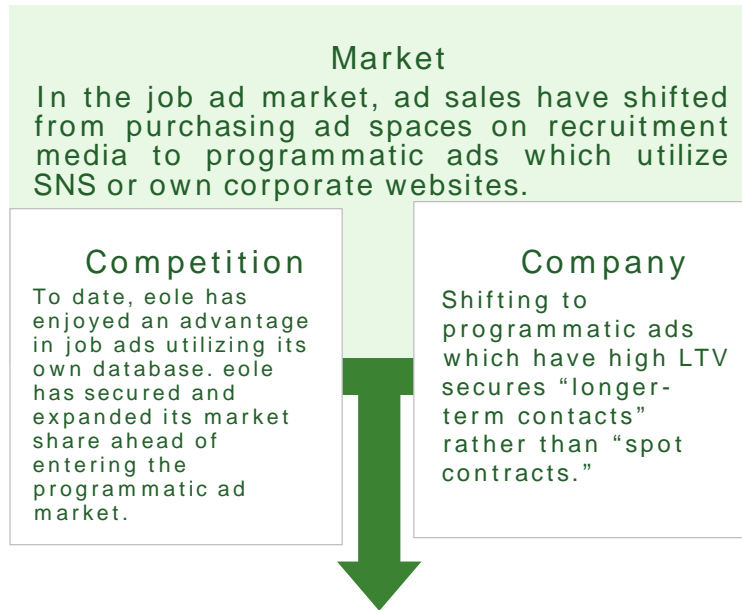
Note: Since FY2018, part of “programmatic ads” included in “Other” and “pinpoint” have been integrated to “pinpoint and other programmatic ads.” Accordingly, the figures for FY2017 are for reference purpose only.

1. Focus on sales and operation of programmatic ads centering on pinpoint DMP.
Noticeable structural changes in job ad market and remarkable increase in demand for programmatic ads.

2. Enhancement of sales support for strategic sales partners.

3. Enhance collaboration with databases of third parties to promote ad technology.

In FY2018, we focused on expanding programmatic ads in the job advertising market, where we have strengths and a proven track record. Shifting to programmatic ads secures longer-term contracts” rather than spot contracts.”

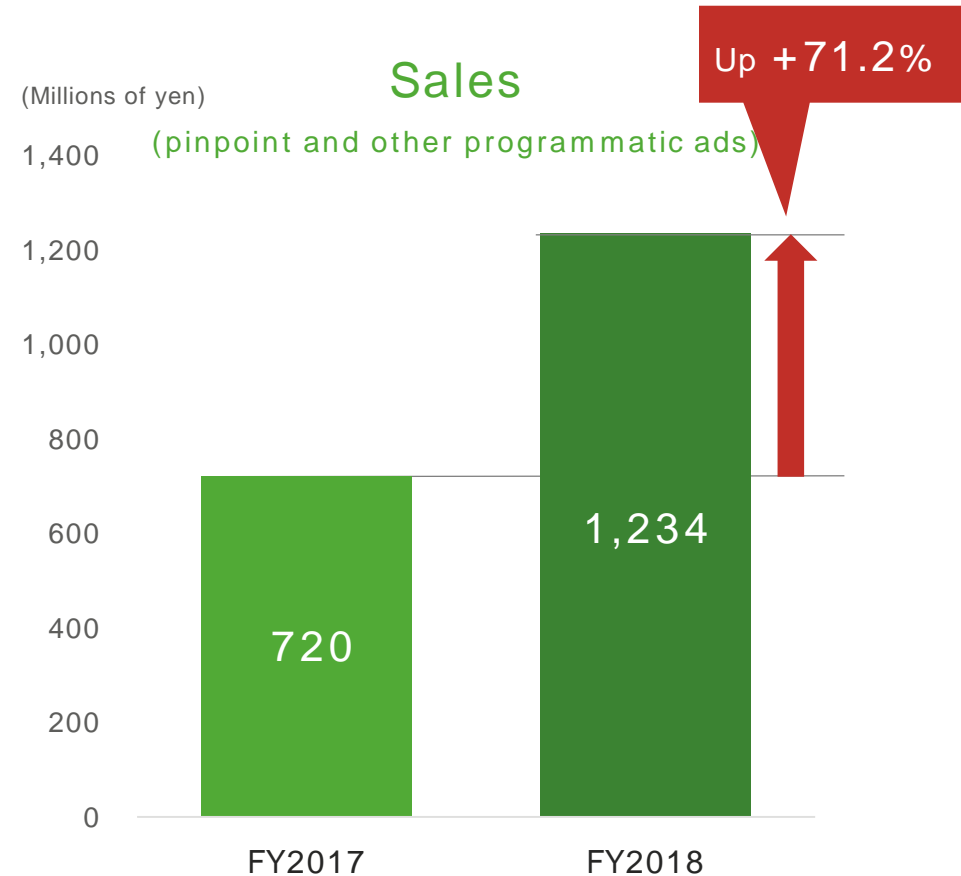
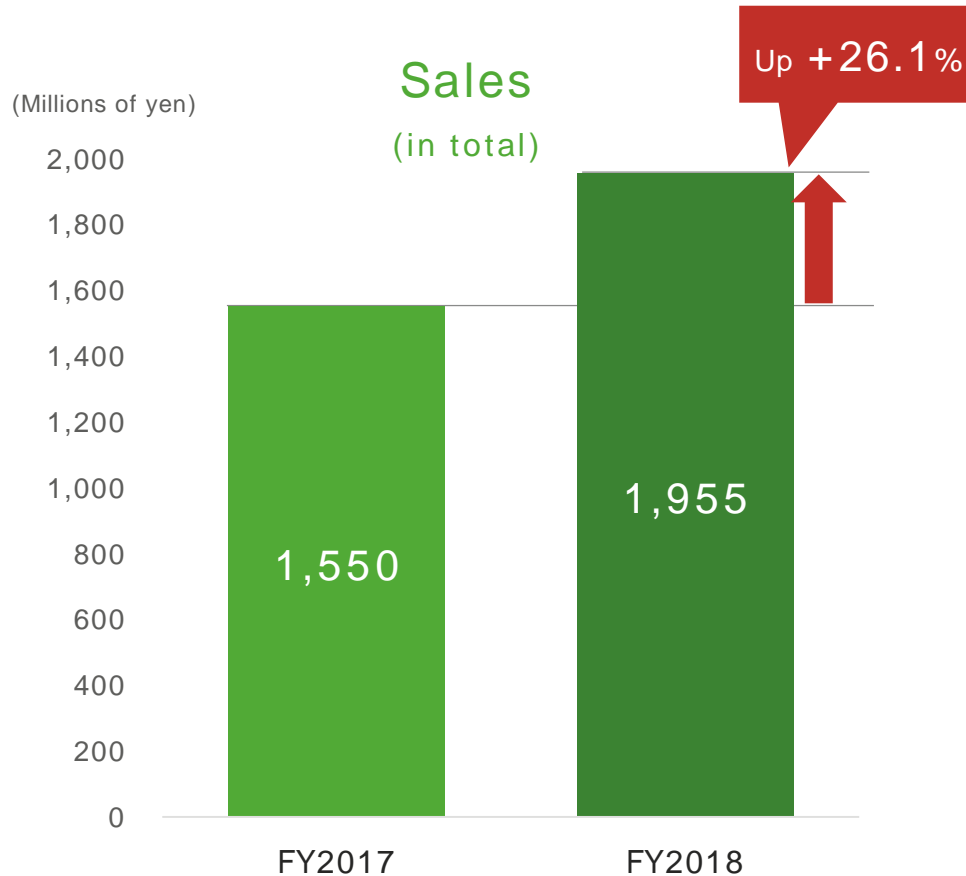


eole has secured long-term growth and revenue sources by accumulating a track record from the early market, establishing a presence and securing market share.

LTV * High		LTV Low	
Programmatic ads [Stock type]		Proprietary media [Spot type]	
Gross margin/Ad	Continuity	Gross margin/Ad	Continuity
Low	Long term	High	Short term
+		+	
“Trading desk” cost	High	“Trading desk” cost	Low
Development cost	Low	Development cost	High
Sales hours	Low	Sales hours	High
High profitability over the long term		High gross margin per ad, but low continuity	

* LTV stands for Life Time Value.

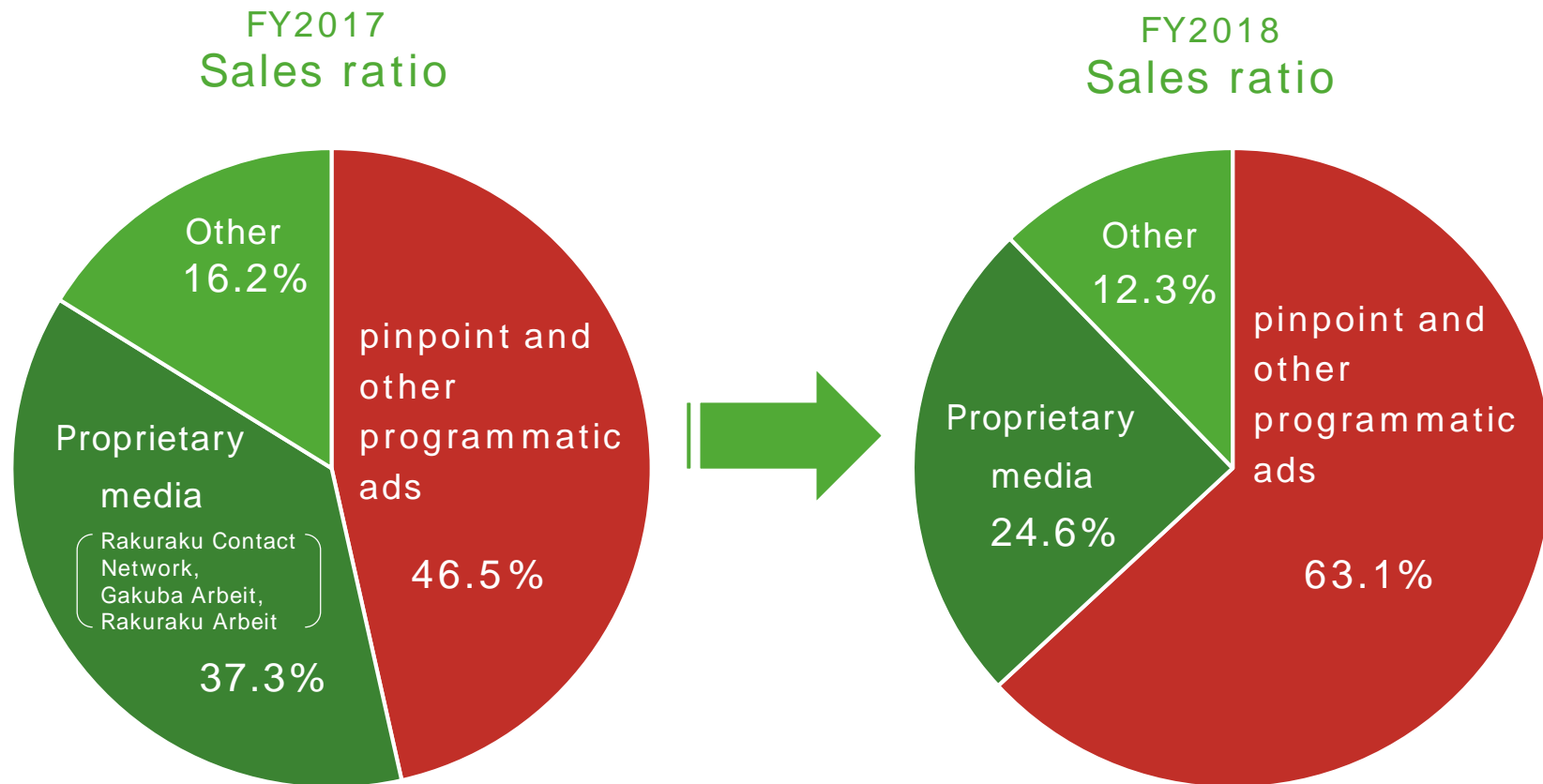
Sales in FY2018 were strong, up 26.1% year on year. In particular, sales of “pinpoint and other programmatic ads” grew significantly.



Growth of “pinpoint and Other Programmatic Ads”

(Continued)

From the beginning of FY2018, the shift to “pinpoint and other programmatic ads” progressed steadily and the conversion of the business structure was completed successfully.



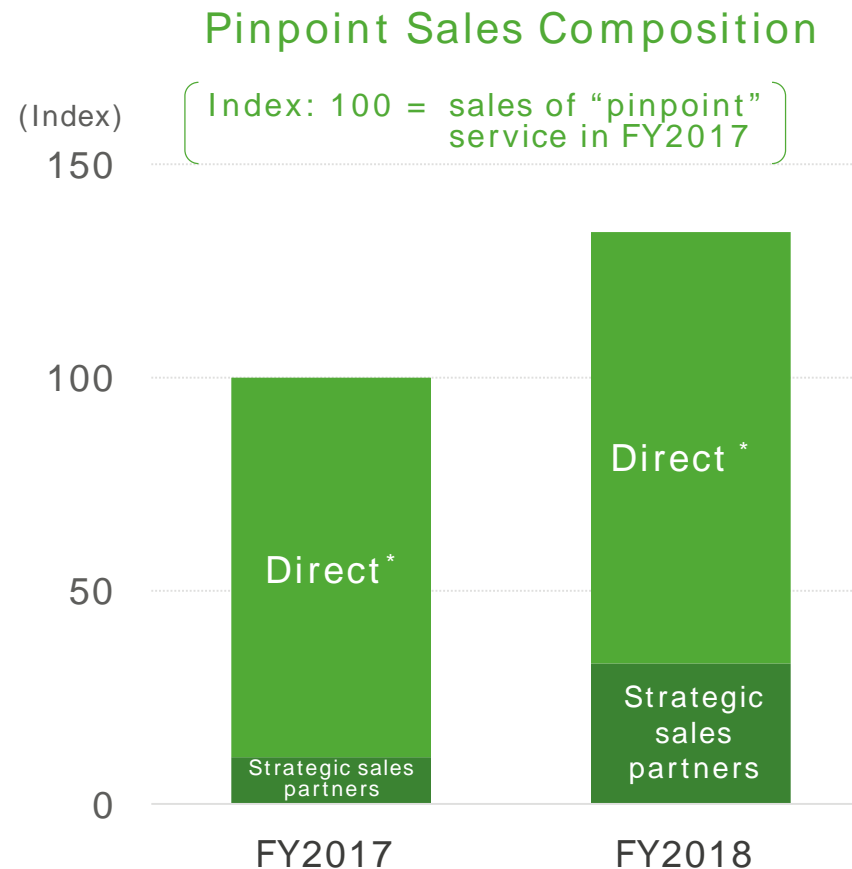
1. Focus on sales and operation of programmatic ads centering on pinpoint DMP.
Noticeable structural changes in job ad market and remarkable increase in demand for programmatic ads.

2. Enhancement of sales support for strategic sales partners.

3. Enhance collaboration with databases of third parties to promote ad technology.

Growth of Sales by Strategic Sales Partners and Its Effects

Allocation of sales resources to strategic sales partners raised the ratio of sales by strategic sales partners, resulting in increase in total sales.



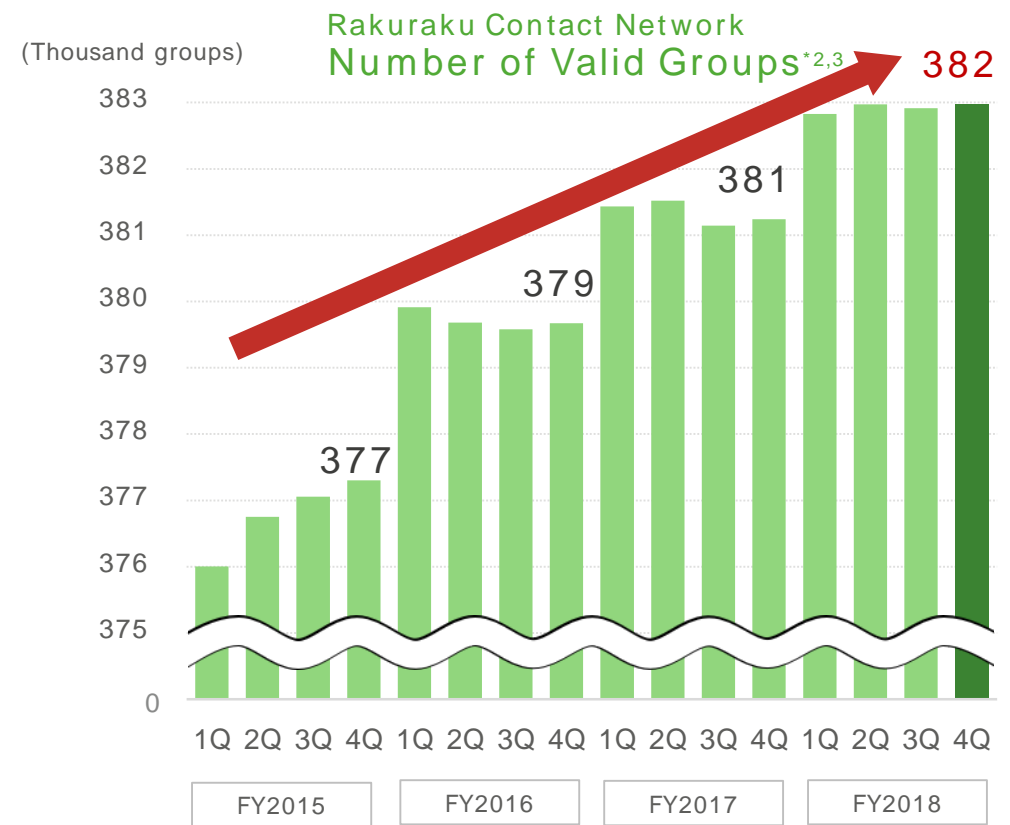
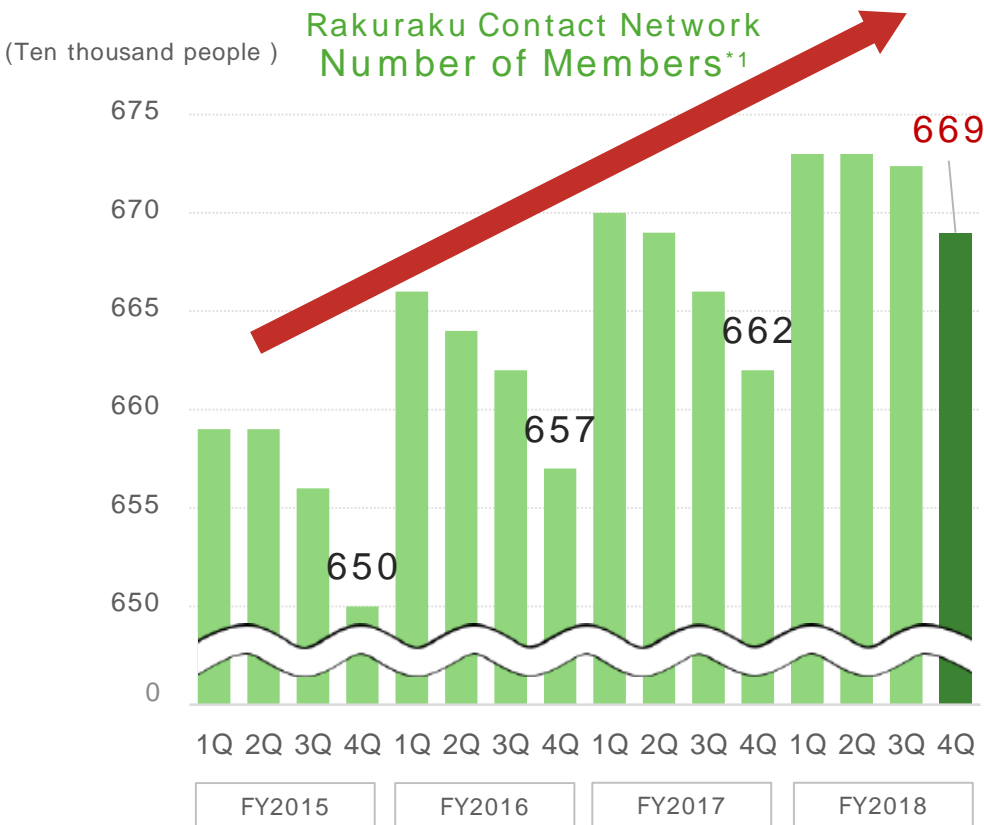
* Including the number of normal agencies

1. Focus on sales and operation of programmatic ads centering on pinpoint DMP.
Noticeable structural changes in job ad market and remarkable increase in demand for programmatic ads.

2. Enhancement of sales support for strategic sales partners.

3. Enhance collaboration with databases of third parties to promote ad technology.

Both the number of members and that of valid groups of Rakuraku Contact Network increased year on year among the seasonal change.



There is a seasonal change where the number of members and groups tend to increase from April to June with the beginning of new semesters, while the figure tends to decrease from the end of December till the end of March with the end of semesters, etc.

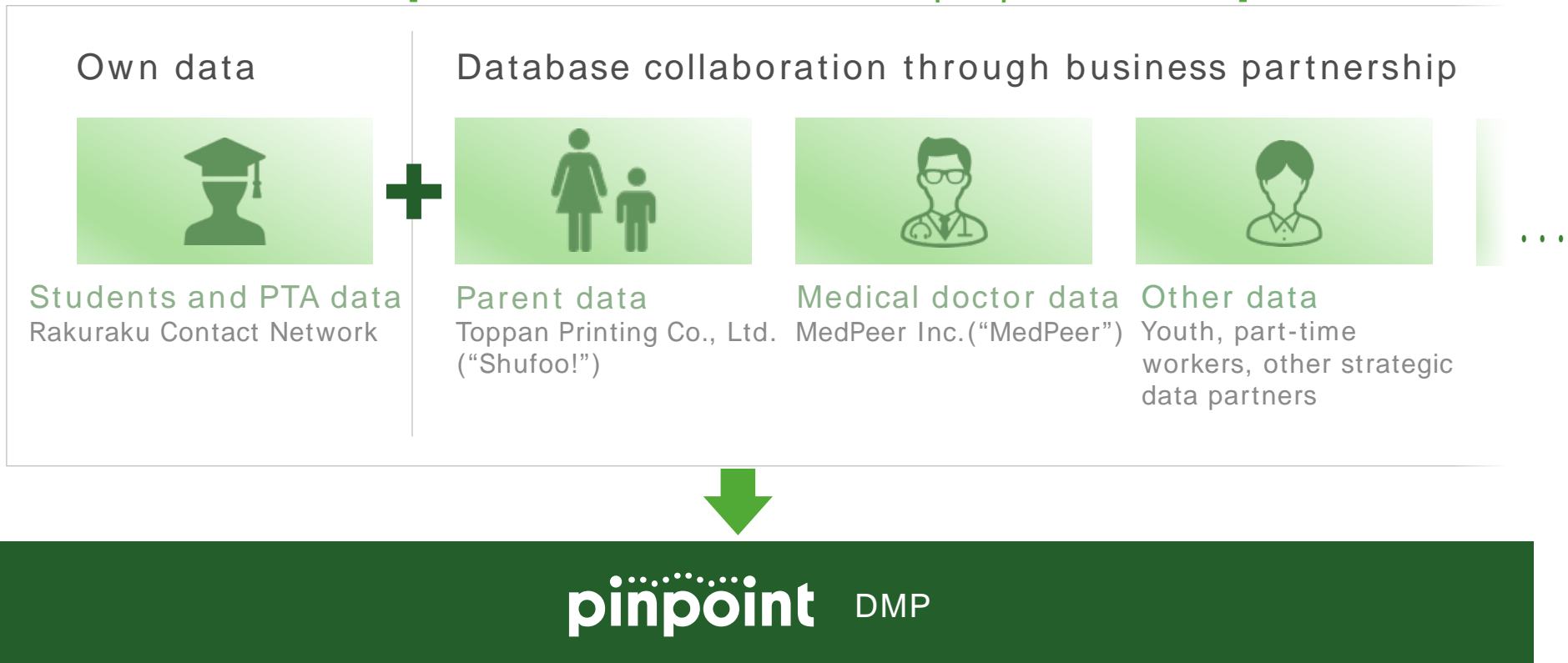
*1 Number of members is rounded down to the nearest thousand.

*2 Number of valid groups is rounded down to the nearest thousand.

*3 A valid group is a group with more than three members

We will enhance collaboration with databases of third parties to improve quantity and quality of accessible data other than the Rakuraku Contact Network. We have access to data of more than 20 million users.

[Data collaboration with pinpoint DMP*]



* Refer to "Reference information: Glossary" (at the end of this document).

Growth of “pinpoint and Other Programmatic Ads”

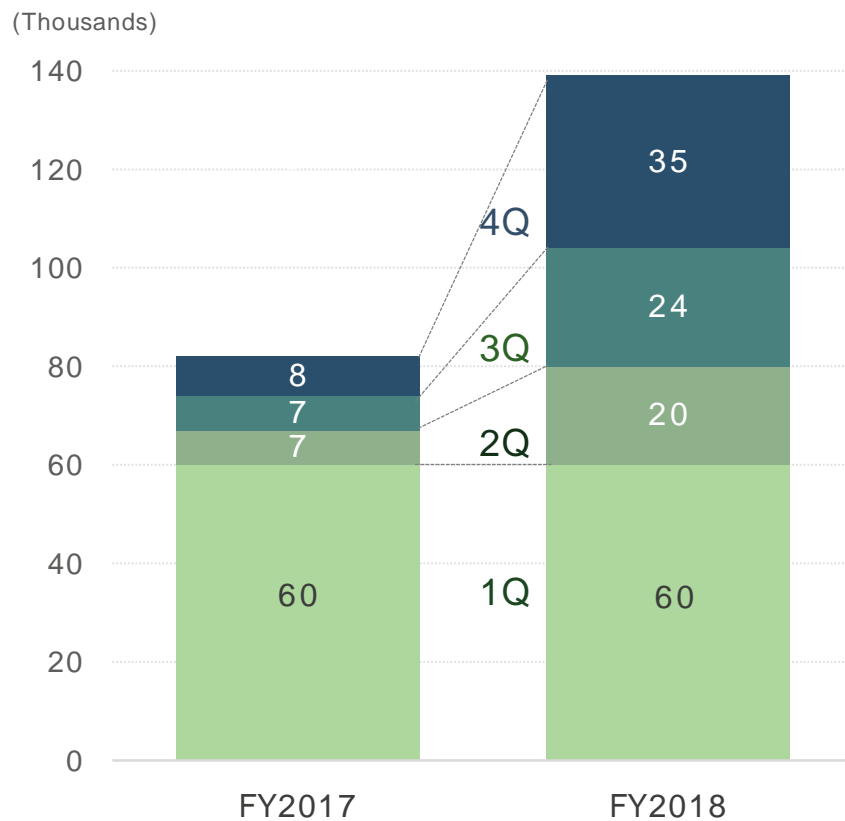
Release of new service “JOBOLÉ”

A new software service “JOBOLÉ” was released in February 2019 to support programmatic recruitment ads and take in recruitment needs.



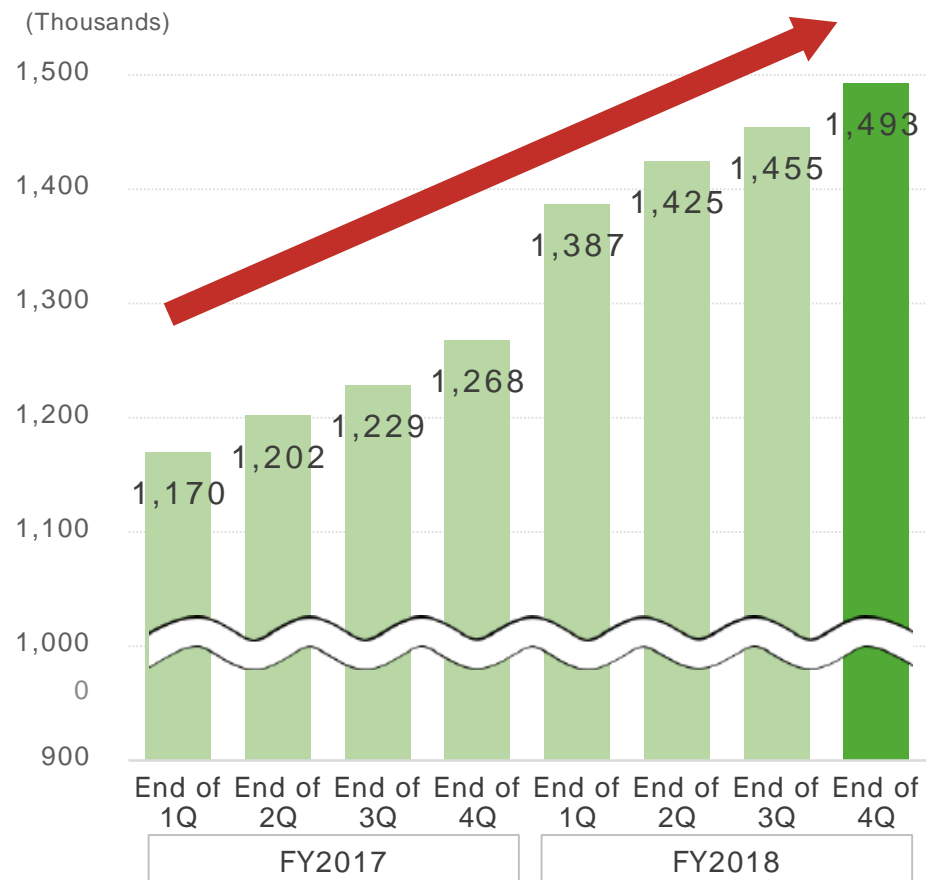
New registrants in Gakuba Arbeit in FY2018 increased by 68.8% year on year.
Membership for Rakuraku Arbeit increased by 17.7% year on year.

Gakuba Arbeit New Registrant



Note: The number of new registrants has been rounded down to the nearest thousand.

Rakuraku Arbeit Membership



Note: Membership has been rounded down to the nearest thousand.

Gakuba Arbeit

Remodeling Gakuba Arbeit
(Completed in May 2019)



Enhanced usability and
operational efficiency

Aggregation portal site for mid-career full-time recruitment

Based on ~~Rakuraku Arbeit~~ (Aggregation portal site for part-time jobs), we are considering expansion to an aggregation portal site for mid-career full-time recruitment by linking with JOBOLE (Second half of FY2019).

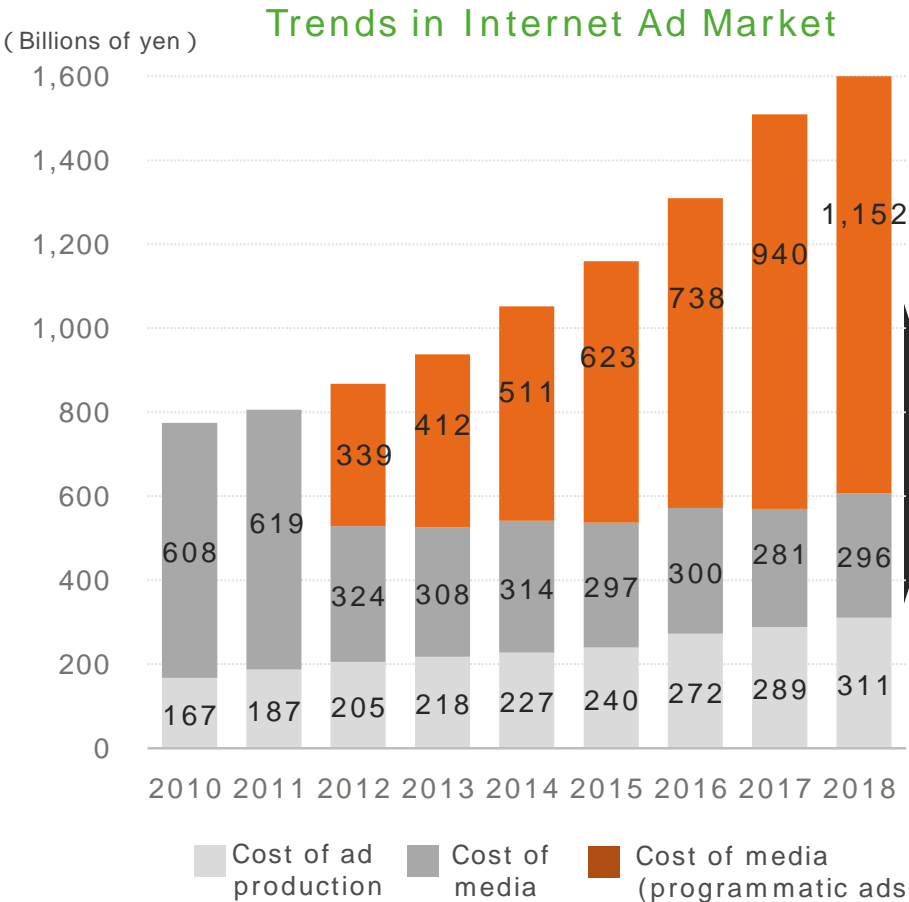


Toward becoming a
comprehensive aggregation
portal site for recruitment



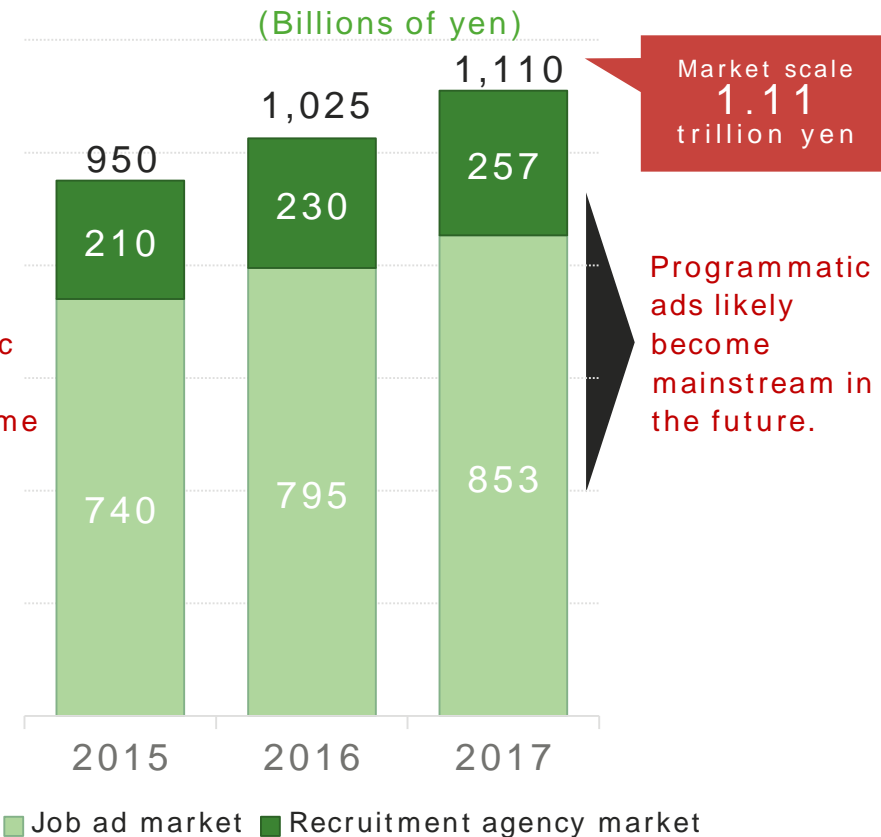
IV | Business Strategy and Financial Outlook for FY2019

Programmatic advertising has become the mainstream in the internet ad market. It is also expected to expand in the active job ad market.



Programmatic ads have already become mainstream.

Job Ad and Recruitment Agency Markets



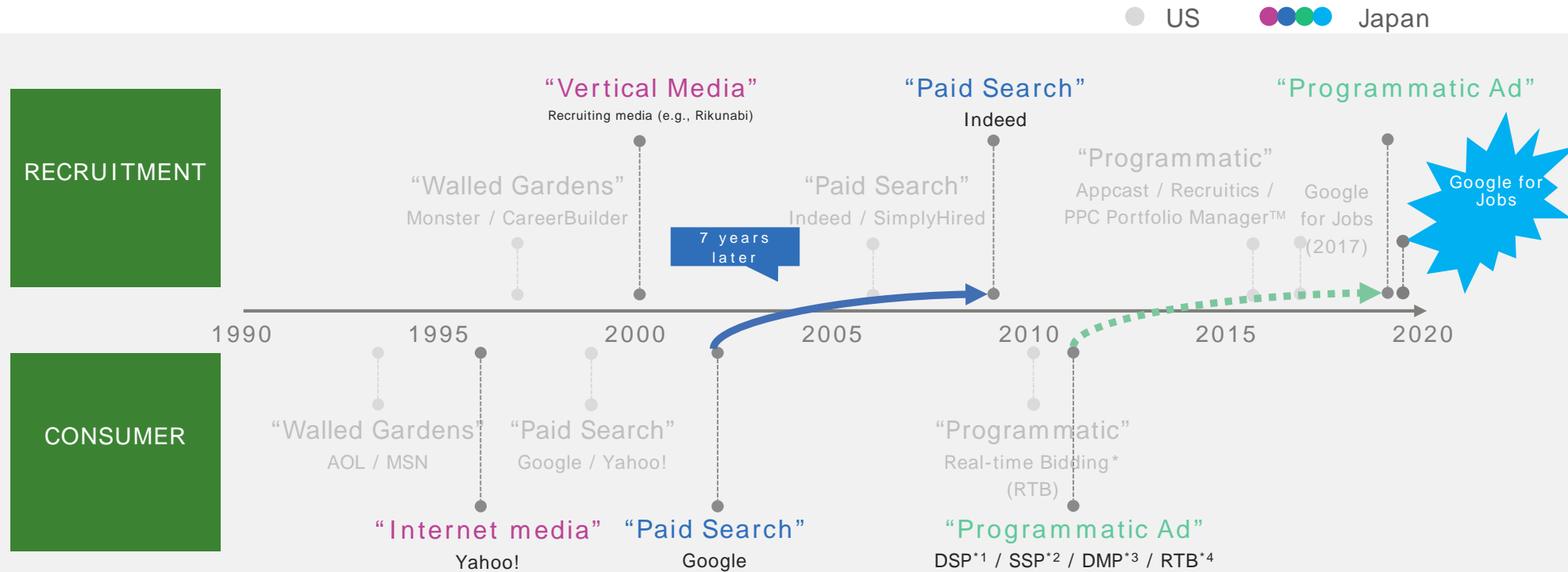
Note: Figures for the cost of media and cost of programmatic ads were not obtained to FY2011. Only the total of cost of media, including programmatic ads, is indicated.

Source: Dentsu Inc., "2017 Ad Expenses in Japan"

Source:

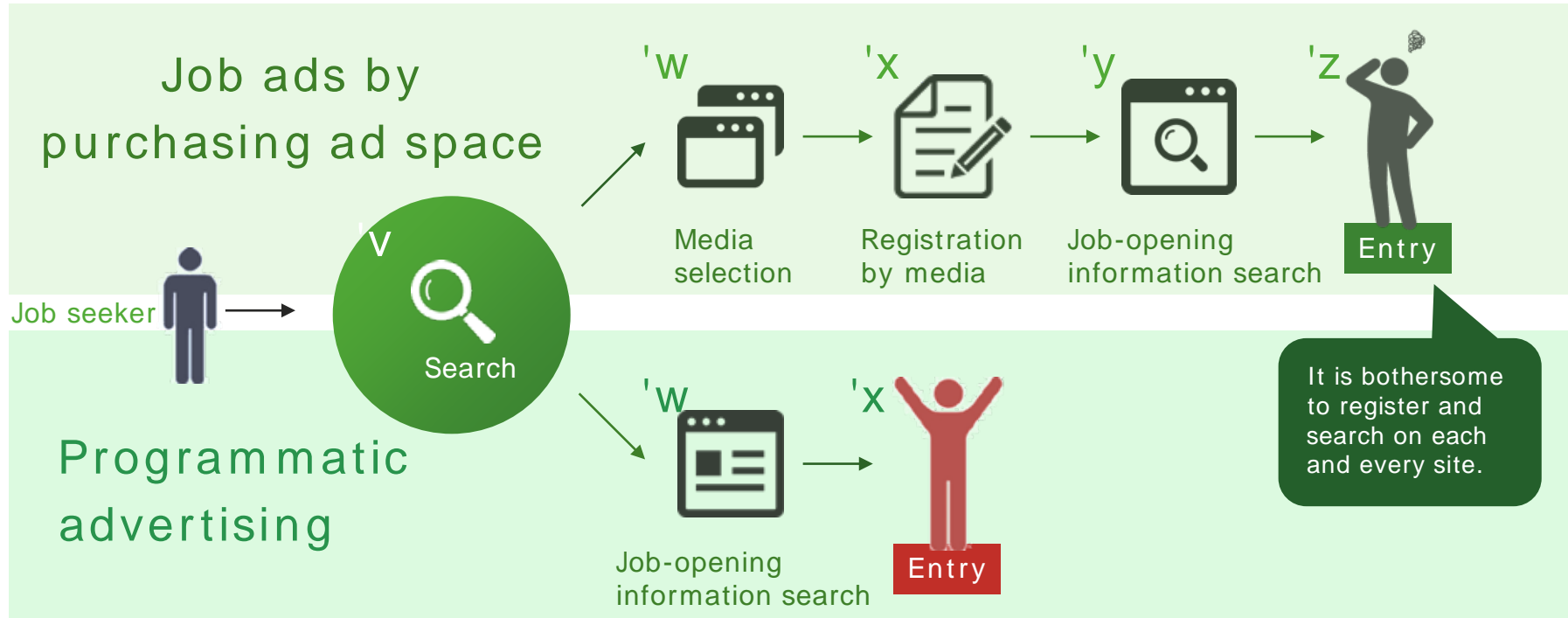
- Recruitment agency market: "Human Resources Business Market Outlook Report" by Yano Research Institute Ltd. (November 20, 2018)
- Job ad market: "Market Size of Job Information Services in FY2017" by ASSOCIATION OF JOB INFORMATION OF JAPAN (January 17, 2019)

Following trends in the US, a transition to programmatic ads in Japanese job ads is progressing more quickly than expected.



Background to changes in market

- Employment market tightening up.
- Entrance of "Google for Jobs"
- Keidanren decided to do away with hiring guidelines for new graduates, which will enhance diversification of recruitment channels and schedules.
- A number of internet ad agencies entered the job advertising field.
- Indeed gaining popularity in Japanese market.



In the case of job advertising by purchasing ad space, users have to go through many steps to apply for a job. Moreover, users can only search the job information registered on the site during the scheduled posting period.

Meanwhile, users can acquire the latest job information effectively on a real-time basis through programmatic advertising and immediately find detailed job information and apply for jobs.

Job ads by purchasing ad space

Cost is determined according to the scheduled posting period and the number of results. After the end of posting period, operational performance is measured.



Advertisement
Fixed posting period and ad spaces



Cost
Determined according to the posting period

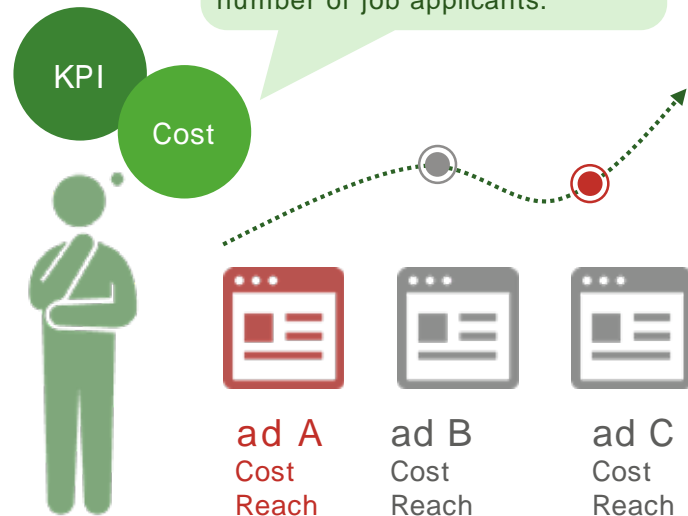


Cost-effectiveness
Determined after the end of posting



I put up a job advertisement for a month, but there was no application until the end of posting period.

By changing the SNS platforms where we posted advertisements, we could secure the desired number of job applicants.

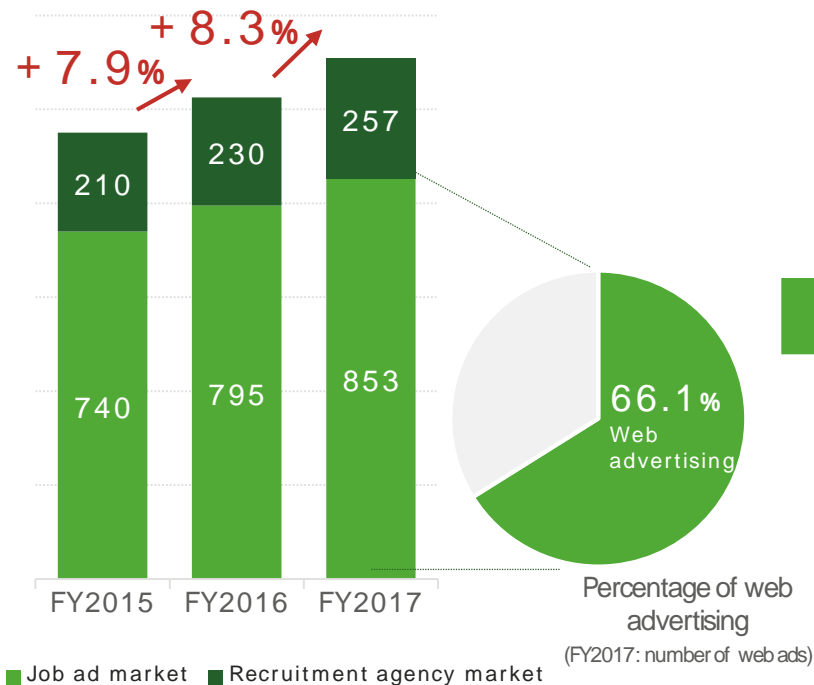


Programmatic advertising

We can reach job seekers effectively on a timely basis through appropriate operation such as posted ad control in response to recruitment cost per person, adjustment of bid pricing for advertisements and changing of advertisements.

In particular, we will target programmatic ads in recruitment ads and establish a track record with our “pinpoint and other programmatic ads service,” expanding the scale of our business.

Market Trends of Job Ad and Recruitment Agency Markets (Billions of yen)



Potential Market for Programmatic Ads in Recruitment Ads (Billions of yen)

The potential market will be worth more than **200 billion yen**.
Forecast based on penetration ratio (25%) in the US as of the fall of 2018**

$$\begin{aligned} &\text{Job ad market} && \text{Percentage of web advertising} && \text{Recruitment agency market} && \text{Penetration ratio} \\ &(853.0 \times 66.1\% + 257.0) \times 25\% \\ &= \mathbf{205.2 \text{ billion yen}} \end{aligned}$$

Source:

- Recruitment agency market: “Human Resources Business Market Outlook Report” by Yano Research Institute Ltd (November 20, 2018)
- Job ad market: “Market Size of Job Information Services in FY2017” by ASSOCIATION OF JOB INFORMATION OF JAPAN (January 17, 2019)
- * Calculated by eole based on “Results on the Number of Running Job Advertisements” by ASSOCIATION OF JOB INFORMATION OF JAPAN (March 2018).

** Industry Dive (DEEP LIVE) “How programmatic recruitment marketing could get more bang for your hiring buck”

[<https://www.hrdive.com/news/how-programmatic-recruitment-marketing-could-get-more-bang-for-your-hiring/531995/>] (Accessed February 4, 2019)

Concept of Programmatic Ad Market Share Growth in Recruitment Ads (Continued)

We aim to establish a robust presence in recruitment ads at an early stage, grow together with the market, and become a leading company.

Concept of business growth

The market share of a leading company in internet ads is approximately 10%.

We aim to be a leading company with a 10% share of recruitment ads.

Concept of programmatic ad growth in recruitment ads

Aiming to achieve 10% market share

205.2
billion yen

Now

Beginning

Growth

Mature

In the case that the penetration ratio of programmatic ads becomes equivalent to the US in the fall of 2018.

In the case that the penetration ratio of programmatic ads in the recruitment ads becomes equivalent to that of internet ads.

FY2019

- Further expansion and promotion of recruitment ads
- Strengthen partnership with strategic sales partners and job ad agencies

Medium to
long term

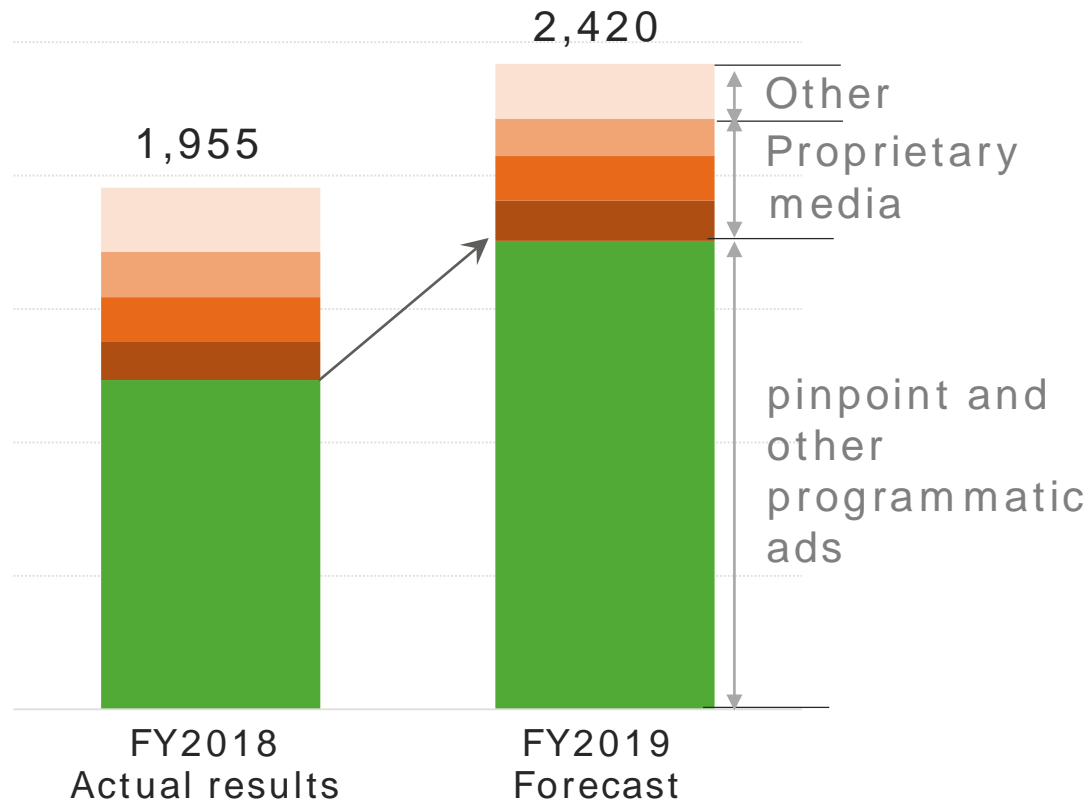
- Aim to maintain growth at 20% for sales and 15% for ROS (return of sales) at minimum
- Expand data
- Develop new markets

By utilizing JOBOLE and continuing to strengthen “pinpoint and other programmatic ads,” we expect increase in sales and profits for FY2019 as detailed below.

(Millions of yen)	FY2018 (Actual results)	FY2019 (Forecast)	Year-on-year Change
Sales	1,955	2,420	+23.7%
Operating profit	78	166	+112.9%
Ordinary profit	76	166	+118.7%
Net profit	58	112	+90.9%

We will continue to expand “pinpoint and other programmatic ads” in FY2019. We plan to strengthen partnerships with strategic sales partners and job ad agencies and utilize JOBOLE.

Sales by Service (Millions of yen)



- Strengthening partnership with strategic sales partners and job ad agencies
- Utilizing JOBOLE

■ pinpoint and other programmatic ads ■ Rakuraku Contact Network ■ Gakuba Arbeit ■ Rakuraku Arbeit ■ Other

Note: Sales figure amounts are not equal to the sum of each service, as a result of rounding down to one million yen.

These cutoff methods are applied throughout this document.

FY2019

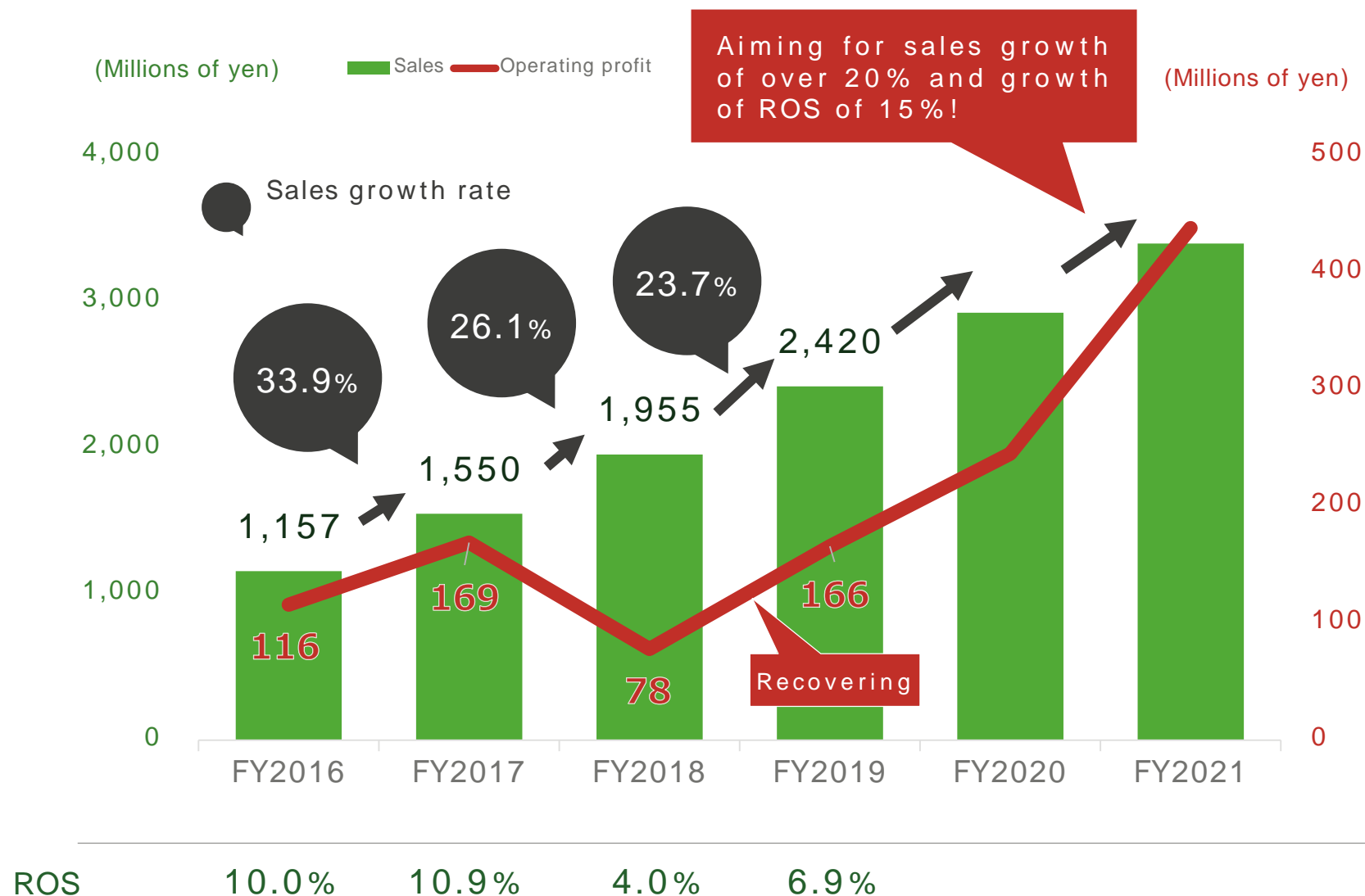
- Further expansion and promotion of recruitment ads
- Strengthen partnership with strategic sales partners and job ad agencies

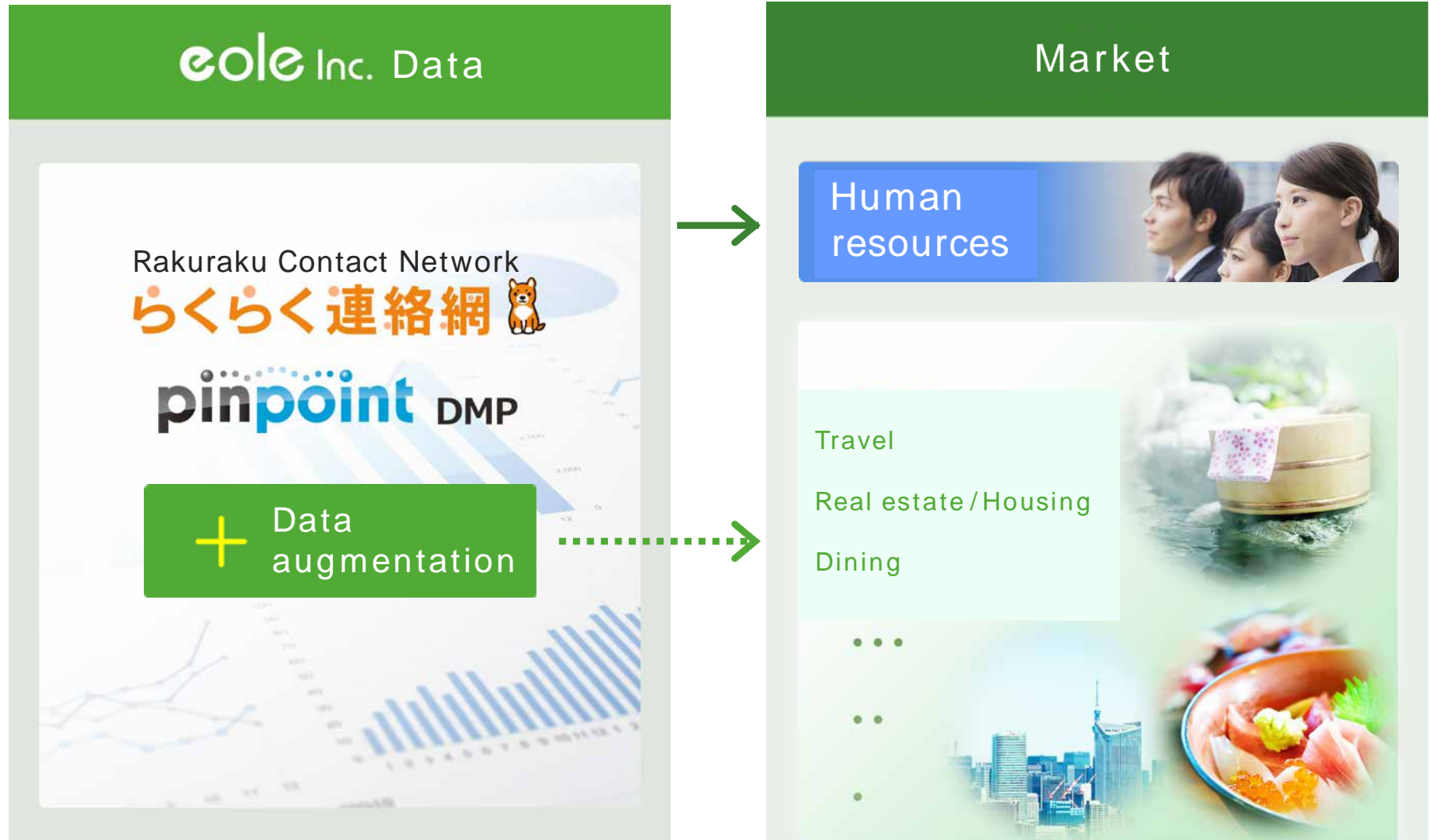
Medium to
long term

- Aim to maintain growth at 20% for sales and 15% for ROS (return of sales) at minimum
- Expand data
- Develop new markets

Mid-Term Business Plan (3 years)

– Concept of business growth



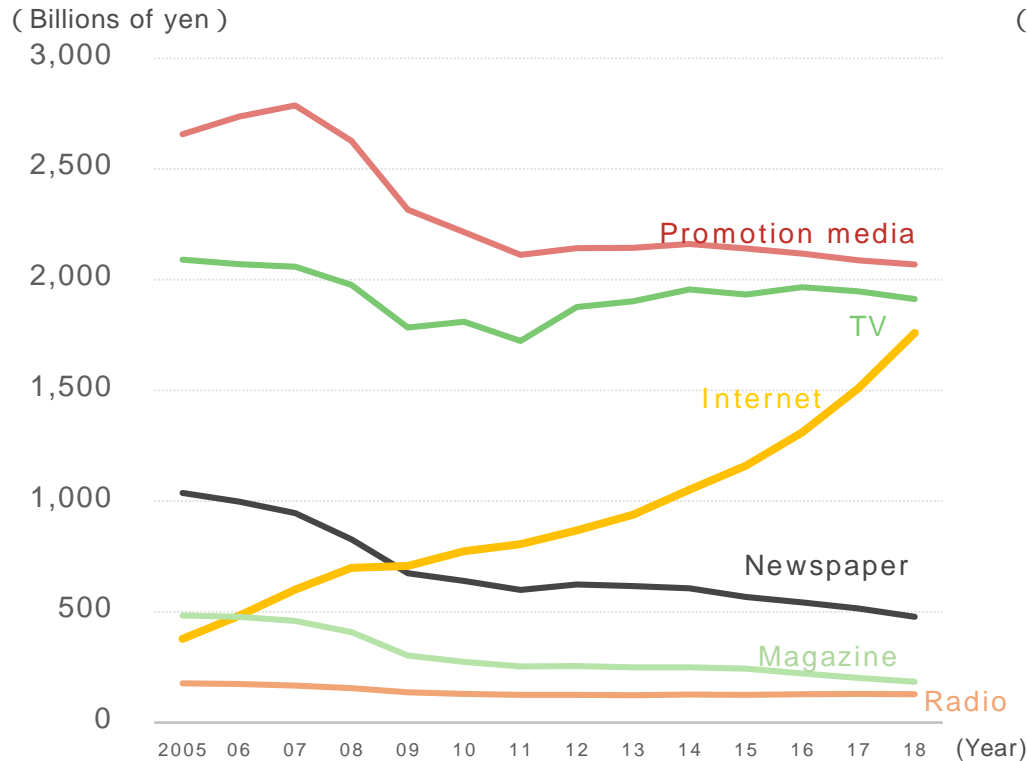




V | Reference Information

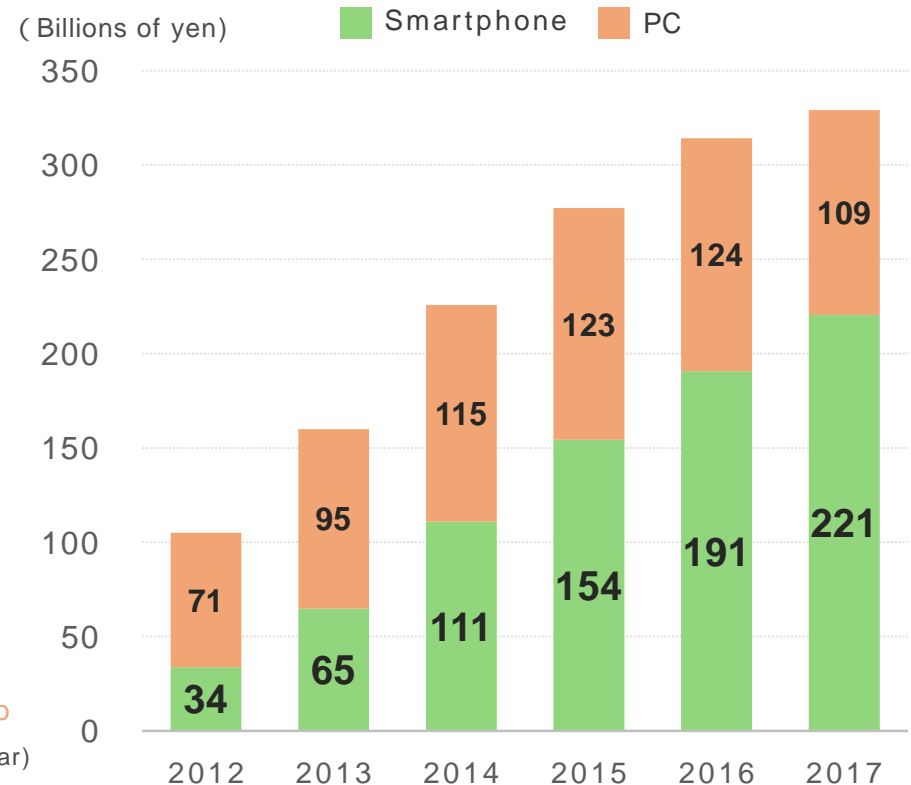
Trends in Ad Expenses by Media

Internet advertisements are continually expanding, coming very close to TV media ads.



Source “2018 Ad Expenses in Japan” by Dentsu Inc.

Change in Ad Technology Market ^{*1}



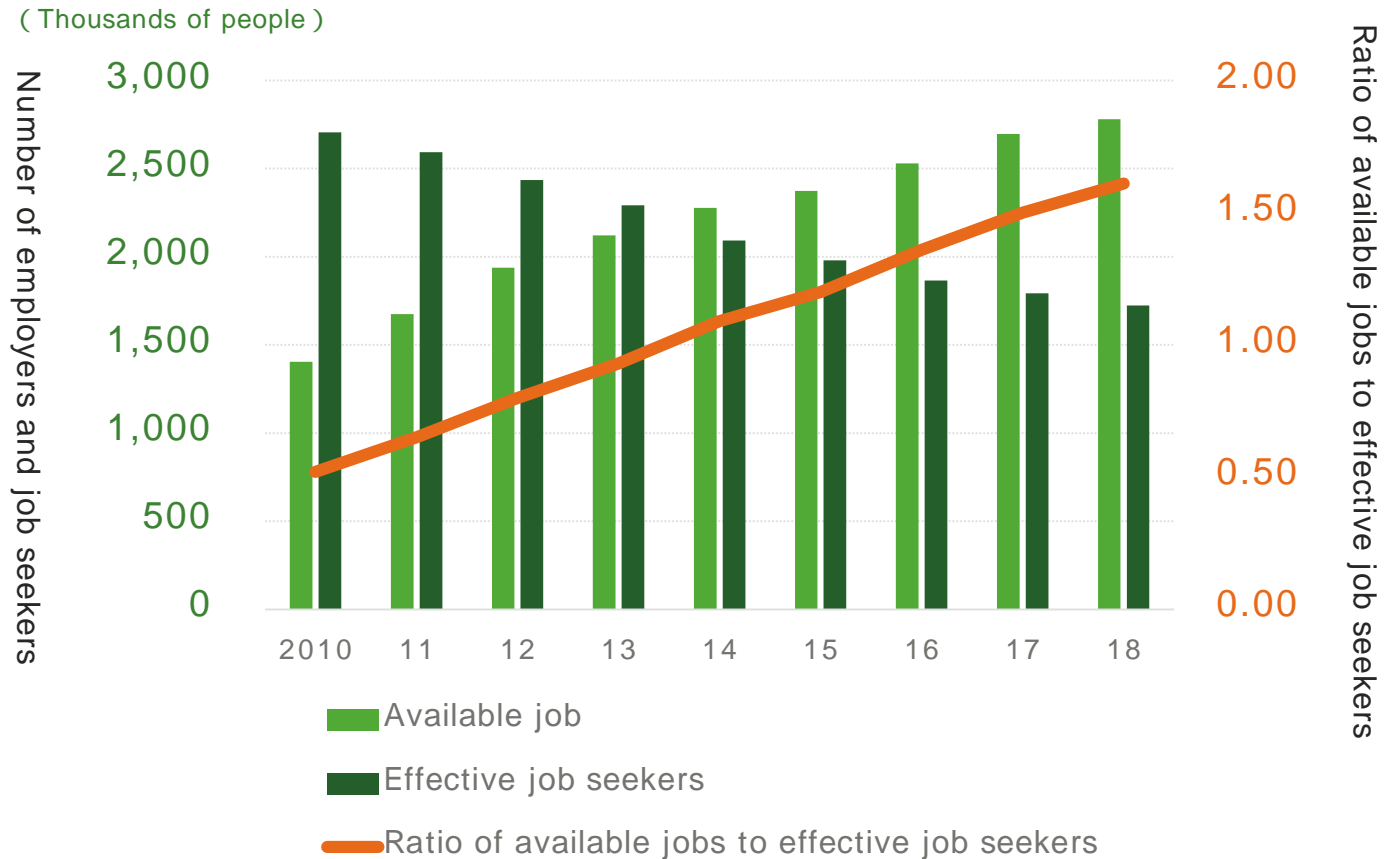
Source: AdTech studio/Seed Planning, Inc “Ad Technology Advertisement Market Estimate by Device”

[<https://markezine.jp/article/detail/20826>] (Accessed Nov. 13, 2018)

^{*1} Definition of advertising technology is “display advertising via Real Time Bidding^{*2},” “pay-per-use (CPC^{*3} & CPM^{*4}) advertising network,” and “CPA (cost per action) advertising network.”

^{*2,3,4} Refer to “Glossary” at the end of this material.

Change in Employers, Job Seekers and the Ratio of Job Openings to Registered Job Applications



Source “Situation of General Employment Placement,” Ministry of Health, Labour and Welfare

Term	Definition
CPC (Cost Per Click)	CPC (Cost per click) has two different meanings. One is the cost per click of a user through advertisement, while the other is the unit price of a pay-per-click advertising transaction.
CPM (Cost Per Mille)	Cost of 1,000 ad reach or exposure.
DMP (Data Management Platform)	A platform for managing data such as website access logs, purchase data and advertising data and optimizing a company's marketing activities by utilizing its ad data.
DSP (Demand Side Platform)	A demand-side platform (DSP) is an ad delivery system that conducts RTB (real-time bidding) to many ad spots on websites based on user action history and their attribution.
pinpoint DMP	DMP developed by eole. pinpoint DMP has abundant user data being encrypted and not identifying any personal information which enables ad distribution and marketing surveys utilizing user information taken from Rakuraku Contact Network and affiliated companies.
RTB (Real-Time Bidding)	An auction system for digital advertisement space. Every time a user visits a website (impression), user information from cookie and advertisement space information such as minimum bid price are instantly sent to DSPs. Advertisements with the highest bids are displayed.
SSP (Supply-Side Platform)	A supply-side platform is a platform that maximizes media revenue, including websites, apps, etc. An advertisement offering the highest price for the ad space is displayed through SSP.
Ad exchange	A platform coordinating advertisement space stock and demand among DSPs, SSPs and ad networks, in addition to advertising agencies.
Ad network	An advertising network for ad distributable media such as websites, social media, and blogs. It can deliver ads all at once.
Programmatic ad	An advertising method that automatically or instantly assists with the optimization of an advertisement with a platform processing huge volumes of data. This includes search ads and some ad networks. Typical examples are DSPs, ad exchanges, and SSPs.
Trading desk	An agency service which manages digital advertisements using DSP and the other platforms, etc.

Disclaimer

In preparing all of this material, eole Inc. relied upon and assumed the accuracy and completeness of all available information. However, we make no representations or warranties of any kind, express or implied, about the completeness and accuracy.

This presentation also contains forward-looking statements. Actual results, performance and achievements are subject to various risks and uncertainties. Accordingly, actual results may differ significantly from those expressed or implied by forward-looking statements. Readers are cautioned against placing undue reliance on forward-looking statements.

Third parties are not permitted to use and/or disclose this material and the contents herein for any other purpose without the prior written consent of eole Inc.