#### Consolidated Financial Statements for the First Half of 2015

These financial statements have been prepared for reference only in accordance with accounting principles and practices generally accepted in Japan.

September 14, 2015

Link and Motivation Inc.

Stock exchange listing: Tokyo, First Section

http://www.lmi.ne.jp Code number: 2170

Representative: Yoshihisa Ozasa, Chairman and Representative Director

Contact: Shunichi Ohno, Director and

Manager of Group Design Division Phone: +81-3-3538-8558 Filing of Quarterly Report (*Shihanki Hokokusho*) (scheduled): September 14, 2015 Start of distribution of dividends (scheduled): September 30, 2015

Supplementary documents for quarterly results: No Quarterly results briefing: No

(Amounts are rounded down to the nearest million.)

### 1. Consolidated Results for the Six Months Ended June 30, 2015 (January 1, 2015 - June 30, 2015)

(1) Sales and Income (Percentages represent change compared with the same period of the previous year.)

(1) butes and meetine	(1 electricages represent change compared with the same period of the previous year.					
	Net sales	Change	Operating income	Change	Ordinary income	Change
	(¥ million)	(%)	(¥ million)	(%)	(¥ million)	(%)
Six months ended						
June 30, 2015	15,969	21.0	504	(10.9)	480	(11.1)
Six months ended						
June 30, 2014	13,203	16.3	566	(11.1)	540	(13.3)

Note: Comprehensive income Six months ended June 30, 2015: ¥219 million (26.3%) Six months ended June 30, 2014: ¥173 million (-45.0%)

	Net income (¥ million)	Change (%)	Earnings per share (¥)	Earnings per share (diluted) (¥)
Six months ended				
June 30, 2015	216	24.7	1.91	_
Six months ended				
June 30, 2014	173	(43.4)	1.76	_

Note: The Company implemented a stock split of 100 shares for each 1 share of common stock with an effective date of April 1, 2014. Earnings per share have been calculated as though the stock split had occurred at the beginning of the previous fiscal year.

#### (2) Financial Position

	Total assets (¥ million)	Net assets (¥ million)	Net worth ratio (%)
As of June 30, 2015	18,455	6,805	36.9
As of December 31, 2014	17,896	6,834	38.2

Reference: Net worth As of June 30, 2015: ¥6,805 million As of December 31, 2014: ¥6,834 million

#### 2. Dividends

2. Dividends								
		Dividends per share						
	1st Qtr.	2nd Qtr.	3rd Qtr.	Year-end	Total			
2014	90.00	1.10	1.10	1.10	93.30			
2015	1.10	1.10						
2015 (est.)			1.10	1.10	4.40			

#### 3. Forecast of Consolidated Results for 2015 (January 1, 2015 - December 31, 2015)

(Percentages represent change compared with the previous year.)

	Net sales		Operating	income	Ordinary in	ncome	Net inco	me	Earnings per share
	(¥ million) (%	ó)	(¥ million)	(%)	(¥ million)	(%)	(¥ million)	(%)	(¥)
Full-year	33,000 14.3	3	1,930	10.2	1,860	11.7	1,060	11.5	9.37

Note: Revision of forecast of results during the quarter: No

#### **Notes**

(1) Changes in Significant Subsidiaries during the Period (Changes in Specified Subsidiaries due to Changes in the Scope of Consolidation): No

Added: – Removed: –

- (2) Application of Accounting Procedures Specific to the Preparation of Quarterly Consolidated Financial Statements: Yes
- (3) Changes in Accounting Policies, Changes in Accounting Estimates and Restatements
  - (a) Changes in accounting policies: No
  - (b) Changes in accounting policies other than (a) above: No
  - (c) Changes in accounting estimates: No
  - (d) Restatements: No
- (4) Number of Shares Issued and Outstanding (Common Stock)
  - (a) Number of shares at the end of the period (including treasury stock)
    Six months ended June 30, 2015: 113,068,000; Year ended December 31, 2014: 113,068,000
  - (b) Number of treasury shares at the end of the period: Six months ended June 30, 2015: 200; Year ended December 31, 2014: 200
  - (c) Average number of shares outstanding (cumulative with earlier quarters): Six months ended June 30, 2015: 113,067,800; Six months ended June 30, 2014: 98,572,462

#### \* Presentation of Implementation Status of Quarterly Review Procedures

• These "Consolidated Financial Statements for the First Half of 2015" are not subject to quarterly review procedures pursuant to the Financial Instruments and Exchange Act although, as of the date of publication of these statements, the review procedures for quarterly financial statements pursuant to the Financial Instruments and Exchange Act had been completed.

#### \* Explanation of the Proper Use of Performance Forecasts and Other Special Instructions

• Consolidated forecasts and other statements regarding the future contained in this document are based on information currently available to the Company and certain reasonable assumptions. Actual performance may differ substantially due to numerous factors.

## Contents of Attachments

1. Qualitative Information Regarding Results for the Six Months Ended June 30, 2015	2
(1) Commentary on Results of Operations	2
(2) Commentary on Financial Condition	5
2. Items Regarding Summary Information (Notes)	6
(1) Changes in Significant Subsidiaries during the Period	6
(2) Application of Accounting Procedures Specific to the Preparation of the Quarterly Consolidated Financial Statements	
(3) Changes in Accounting Policies, Changes in Accounting Estimates and Restatements	
3. Consolidated Financial Statements	
(1) Consolidated Balance Sheets	7
(2) Consolidated Statements of Operations and Comprehensive Income	9
Consolidated Statements of Operations	
Consolidated Statements of Comprehensive Income	10
(3) Consolidated Statements of Cash Flow	11
(4) Notes to Consolidated Financial Statements	12
Notes Regarding Assumption of Going Concern	
Notes on Significant Changes in Shareholders' Equity	
Segment Information	

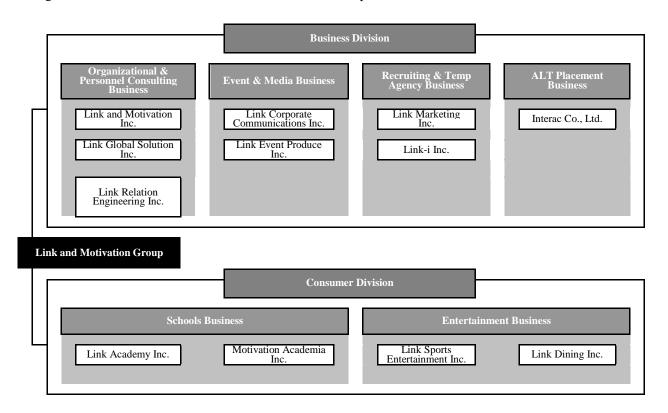
#### 1. Qualitative Information Regarding Results for the Six Months Ended June 30, 2015

#### (1) Commentary on Results of Operations

In the Japanese economy during the first half of 2015 (January 1, 2015 - June 30, 2015), business conditions remained on a moderate recovery track, backed by factors including a drop in crude oil prices, recovery in employment conditions, and firm trends in consumer spending reflecting these factors.

In this operating environment, the Link and Motivation Group's net sales and gross profit for the first half of 2015 were firm. Consolidated net sales were ¥15,969,801 thousand (a 21.0% increase compared with the same period of the previous year) and gross profit was ¥5,482,661 thousand (a 13.0% increase). On the other hand, operating income was ¥504,761 thousand (a 10.9% decrease) and ordinary income was ¥480,599 thousand (an 11.1% decrease) due to higher outsourcing costs, enhanced advertising for new products and an increase in selling, general and administrative expenses associated with the establishment of consolidated offices, renewal of core systems and other factors. Nevertheless, net income increased compared with the same period of the previous year to ¥216,492 thousand (a 24.7% increase).

An overview of results by segment and business for the first half of 2015 is provided below. The classification of segments and businesses of the Link and Motivation Group is as follows.



#### **Business Division**

The Business Division conducts operations with corporations such as companies and schools as its customers. It offers personnel training support and services that raise organizational capabilities by strengthening relationships with the organization's stakeholders using "motivation engineering," which is the core technology of the Link and Motivation Group.

In this segment, as the result of the addition of Interac Co., Ltd. to the scope of consolidation in April 2014 and steady performance by each business, segment sales and income for the first half increased substantially compared with the same period of the previous year. Segment sales were \(\frac{\pma}{12}\),560,977 thousand (a 33.1% increase) and segment income was \(\frac{\pma}{4}\),081,002 thousand (an 11.1% increase). An overview of operating results in the first half of 2015 by business is as follows.

#### **Organizational & Personnel Consulting Business**

In this business, sales in the first half were \(\frac{\pma}{3}\),394,772 thousand (an 11.5% increase) and gross profit was \(\frac{\pma}{1}\),797,844 thousand (a 2.5% decrease).

The Organizational & Personnel Consulting business acts under the concept of producing numerous "motivation companies" in which employee motivation is a company's growth engine. As its method of providing services, the business diagnoses the state of a company's motivation based on its original diagnostic framework and offers various one-stop solutions for innovations related to organizations and personnel, including recruiting, training, framework and corporate culture.

In the first half of 2015, although consulting sales decreased compared with the same period of the previous year due to the impact of a decrease in the number of corporate recruiting events, sales of manager training and other package products that have been areas of focus were firm due to enhanced sales promotion. In addition, outsourcing sales increased substantially as newly added Link Relation Engineering Inc. captured the business outsourcing needs of clients in the recruiting field, and as a result sales increased overall. On the other hand, a substantial increase in outsourcing costs due to the concentration of consultants' busy periods resulted in a slight decrease in gross profit.

In addition to restructuring its products and services for more substantive resolution of organizational issues in line with rising corporate willingness to invest in human resources, the business will focus on training its own personnel to achieve an increase in added value that leads to further business growth.

#### **Event & Media Business**

In this business, sales in the first half were \(\xi\$1,619,423 thousand (a 2.7% increase) and gross profit was \(\xi\$409,001 thousand (a 21.8% decrease).

The Event & Media business produces events and media for various communications in corporate activities to create motivation companies. In its event production, the business supports organizational vitalization by promoting stakeholders' interest and understanding through support for creation of forums such as anniversary events, recruiting presentations, promotional events and shareholders' meetings. In its media production, the business is involved in printed media such as company newsletters, corporate brochures and annual reports for shareholders, as well as web-based media such as corporate websites and investor relations sites and visual media such as videos that explain products and webcasts of shareholders' meetings.

In the first half, media production performed strongly by capturing needs for video media in the recruiting field, but the decline in the number of corporate recruiting events had a major impact. As a result, although sales increased compared with the same period of the previous year, gross profit decreased substantially.

The business will work to stabilize sales and improve its profit margin by developing highly differentiated, high-margin standardized products using motivation engineering technology.

#### **Recruiting & Temp Agency Business**

In this business, sales in the first half were \(\pm\)3,854,284 thousand (a 4.9% increase) and gross profit was \(\pm\)952,443 thousand (a 16.1% increase).

The Recruiting & Temp Agency business provides solutions in the form of recruiting and temp agency services for the human resources an organization requires to grow. The main businesses include new graduate recruiting and introduction, which connects university students looking for employment with corporate presentations and interviews, a mid-career introduction service, which matches working adults looking to change jobs with companies, and a sales and marketing temp staff and agency service, which dispatches temporary sales and office staff and handles corporate sales activities.

In the first half, sales of new graduate recruiting and introduction, and mid-career employee introduction services for corporations were firm. For office temp staff, an area where the business had been working for some time to strengthen linkage with the Schools business in the Consumer Division, sales increased substantially, by

more than 1,500% compared with the same period of the previous year, from capturing corporate needs to increase personnel. As a result, both sales and gross profit increased compared with the same period of the previous year.

The business will work to reduce recruiting costs by raising its accuracy in matching corporate needs and further promoting long-term deployment of staff. In addition, the business will raise profitability by encouraging individual staff to register with the Group's Schools business to improve their skills, thus further accelerating activities linked to corporate dispatch and introductions.

#### **ALT Placement Business**

In this business, sales in the first half were ¥4,829,117 thousand and gross profit was ¥1,281,067 thousand. The ALT Placement business is the main business of Interac Co., Ltd., whose stock the Link and Motivation Group acquired in April 2014, and which dispatches foreign assistant language teachers (ALTs) in elementary, secondary and other schools throughout Japan and provides English-language instruction services on contract. In this business, the number of business opportunities each year is limited and customer trust is essential, and Interac, which has the top track record among private companies, has established superiority over its competitors. Consequently, first-quarter results were steady.

In the future, there will be a growing trend toward strengthening English ability in educational guidelines for elementary and middle schools ahead of the Tokyo Olympics to be held in 2020. In this operating environment with an expanding market, the business aims to further expand with the personnel training methods accumulated by the Organizational & Personnel Consulting business as a new advantage to add to Interac's accumulated ALT management expertise.

#### **Consumer Division**

The Consumer Division provides services by applying motivation engineering, which is the core technology of the Link and Motivation Group, to business for consumers in areas including schools, preparatory schools and sports.

In this segment, segment sales for the first half decreased and gross profit increased compared with the same period of the previous year. Segment sales were \(\frac{\pmathbf{4}}{4}\),015,332 thousand (a 7.4% decrease) and segment income was \(\frac{\pmathbf{1}}{1}\),583,605 thousand (a 7.0% increase). An overview of operating results in the first half of 2015 by business is as follows.

#### Schools Business

In this business, sales in the first half were \$3,629,746 thousand (a 9.1% decrease) and gross profit was \$1,429,414 thousand (a 6.8% increase).

The Schools business defines human resources who act independently and autonomously, without depending on an organization, as "i-companies" and operates under the business concept of producing numerous i-companies. Its services are broadly divided into the two areas of preparatory schools for middle and high school students and career schools for university students and working adults. Preparatory schools provide a place where students can not only prepare for school entrance exams but also develop skills to play a role in society under the "Motivation Academia" service brand. Career schools provide one-stop support for literacy skills such as personal computer and language skills and for acquiring qualifications under the three service brands of "Aviva" personal computer schools, "Daiei" qualification schools and "Aviva English" language schools.

In the first half, strengthened coordination with the Business Division for corporate training and firm sales of PC training courses for new employees contributed to substantial growth compared with the same period of the previous year. Moreover, measures for the operation of career schools including the closure or consolidation of unprofitable and adjacent locations, which have been ongoing from the previous year, were successful. Although sales decreased with the decline in the number of students associated with school closures and consolidation, gross profit increased as the business transformed itself into a business entity with a low break-even point.

The business will enhance its courses as a total career school and establish comprehensive services from providing career guidance to offering employment opportunities in collaboration with the Recruiting & Temp Agency business. By doing so, it aims to add value to the Schools business as a whole in the belief that it can raise the loyalty of existing customers and attract more new customers.

#### **Entertainment Business**

The Entertainment business manages a professional basketball team and operates an Italian restaurant under the concept of "creating quality of life" for individuals. The professional basketball team managed by the business is the Link Tochigi Brex, which is based in Tochigi, and revenues consist mainly of sales of tickets for games and goods and sponsorship income. The Italian restaurant business, called Link Dining, operates an outlet in Ginza.

In the first half, ticket sales and sponsorship income from the management of the Link Tochigi Brex were strong due to increases in the number of games played and spectators. Performance at Link Dining was solid, and sales and gross profit both increased substantially compared with the same period of the previous year.

The business will continue to aim for business development with originality driven by motivation engineering technology. In particular, although the Link Tochigi Brex failed to reach the playoffs, it has a positive reputation, attracting the highest number of spectators in the league, and the team has been selected for the first division of the new Japan Professional Basketball League.

The team will continue to increase the number of its core local fans and further enhance its abilities to win the league championship, which will lead to the growth of the business.

#### (2) Commentary on Financial Condition

#### A. Assets, Liabilities and Net Assets

As of June 30, 2015, total assets were ¥18,455 million (an increase of ¥559 million from the end of the previous year), total liabilities were ¥11,650 million (an increase of ¥588 million from the end of the previous year) and net assets were ¥6,805 million (a decrease of ¥29 million from the end of the previous year).

#### **B.** Cash Flow

Cash and cash equivalents during the six months ended June 30, 2015 increased ¥2 million to ¥1,019 million (a 47.8% increase compared with the same period of the previous year). Net cash provided by operating activities was ¥860 million (net cash provided in the same period of the previous year was ¥226 million), net cash used in investing activities was ¥1,164 million (net cash used in the same period of the previous year was ¥5,601 million), and net cash provided by financing activities was ¥304 million (net cash provided in the same period of the previous year was ¥5,538 million).

## 2. Items Regarding Summary Information (Notes)

(1) Changes in Significant Subsidiaries during the Period None applicable.

# (2) Application of Accounting Procedures Specific to the Preparation of the Quarterly Consolidated Financial Statements

	Six months ended June 30, 2015
Calculation of tax expenses	Tax expenses are calculated by multiplying pretax net income for the fiscal
	year by a reasonable estimate of the effective tax rate after application of
	tax effect accounting to pretax net income.

(3) Changes in Accounting Policies, Changes in Accounting Estimates and Restatements None applicable.

## 3. Consolidated Financial Statements

## (1) Consolidated Balance Sheets

As of As of				
	December 31, 2014	June 30, 2015		
ASSETS	December 31, 2014	Julie 30, 2013		
Current assets				
Cash and deposits	1,016,304	1,019,297		
Notes and accounts receivable	3,944,691	3,706,998		
Products	95,330	94,646		
Goods in process	341,154	361,115		
Merchandise and supplies	35,368	35,436		
Prepaid expenses	294,593	368,314		
Deferred tax assets	333,549	315,236		
Short-term loans receivable	6,806	29,081		
	0,800	•		
Accrued corporate tax refund	140.700	119,018		
Other	149,788	272,375		
Allowance for doubtful accounts	(18,964)	(27,061)		
Total current assets	6,198,624	6,294,458		
Fixed assets				
Property and equipment	021.000	1 1 1 7 1 2 0		
Buildings and structures	931,009	1,145,129		
Accumulated depreciation	(518,974)	(542,073)		
Buildings and structures (net)	412,034	603,055		
Vehicles	11,933	11,933		
Accumulated depreciation	(11,147)	(11,309)		
Vehicles (net)	785	623		
Furniture and fixtures	639,078	667,295		
Accumulated depreciation	(527,676)	(543,186)		
Furniture and fixtures (net)	111,402	124,109		
Lease assets	506,460	478,489		
Accumulated depreciation	(204,804)	(202,511)		
Lease assets (net)	301,656	275,977		
Total property and equipment	825,879	1,003,765		
Intangible assets				
Goodwill	7,804,410	7,437,536		
Software	436,886	584,492		
Other	124,238	7,271		
Total intangible assets	8,365,535	8,029,300		
Investments and other assets				
Investments in securities	1,123,054	1,637,474		
Security deposits	1,187,791	1,286,159		
Deferred tax assets	102,023	101,532		
Claims in bankruptcy	13,053	13,053		
Other	82,881	94,416		
Allowance for doubtful accounts	(13,053)	(13,053)		
Total investments and other assets	2,495,750	3,119,583		
Total fixed assets	11,687,165	12,152,650		
Deferred assets	11,007,103	12,132,030		
Stock issuance expenses	10,910	8,653		
Total deferred assets	10,910	8,653		
Total assets Total assets	17,896,700	18,455,762		
१ अथा वर्रा	17,090,700	10,433,702		

	(Thousands of yen, rounded down to the nearest thousand)				
	As of	As of			
	December 31, 2014	June 30, 2015			
LIABILITIES					
Current liabilities					
Accounts	233,855	299,328			
Short-term borrowings	1,752,563	2,700,000			
Long-term debt due within one year	673,512	655,112			
Accounts payable	1,644,131	1,675,866			
Lease obligations	109,070	106,197			
Expenses payable	166,483	127,638			
Accrued income taxes	384,889	386,725			
Accrued consumption taxes	720,149	362,861			
Advances received	1,603,845	1,788,119			
Accrued bonuses to employees	179,770	222,597			
Accrued bonuses to officers	949	36,040			
Provision for loss on store closure	18,259	_			
Other	297,615	352,486			
Total current liabilities	7,785,096	8,712,972			
Long-term liabilities					
Long-term debt	2,752,188	2,433,832			
Lease obligations	206,539	181,417			
Deferred income taxes	41,518	41,518			
Asset retirement obligations	65,474	85,934			
Other	210,965	194,823			
Total long-term liabilities	3,276,685	2,937,525			
Total liabilities	11,061,782	11,650,498			
NET ASSETS					
Shareholders' equity					
Common stock	1,380,610	1,380,610			
Additional paid-in capital	2,146,648	2,146,648			
Retained earnings	3,296,126	3,263,869			
Treasury stock	(44)	(44)			
Total shareholders' equity	6,823,340	6,791,084			
Cumulative other comprehensive income					
Unrealized gain (loss) on securities	6,006	4,837			
Deferred gain (loss) on hedges		927			
Foreign currency translation adjustment	5,571	8,415			
Total cumulative other comprehensive income	11,577	14,179			
Total net assets	6,834,918	6,805,264			
Total liabilities and net assets	17,896,700	18,455,762			

# (2) Consolidated Statements of Operations and Comprehensive Income

# **Consolidated Statements of Operations**

	Six months ended	Six months ended
	June 30, 2014	June 30, 2015
Net sales	13,203,316	15,969,801
Cost of sales	8,350,237	10,487,139
Gross profit	4,853,078	5,482,661
Selling, general and administrative expenses	4,286,659	4,977,900
Operating income	566,418	504,761
Non-operating income		
Interest income	276	338
Dividend income	112	1
Commission fees	12,530	5,991
Other	5,506	4,607
Total non-operating income	18,425	10,938
Non-operating expenses		
Interest expenses	22,738	20,001
Commission fees	20,353	10,597
Other	1,078	4,502
Total non-operating expenses	44,170	35,101
Ordinary income	540,673	480,599
Extraordinary income		
Compensation received	_	31,188
Other	<u> </u>	961
Total extraordinary income	_	32,149
Extraordinary loss		
Loss on disposal of property and equipment	3,134	2,322
Loss on cancellation of leasehold contracts	_	3,459
Loss on impairment	_	5,157
Business structure improvement expenses	22,750	1,340
Total extraordinary loss	25,885	12,280
Income before income taxes	514,788	500,468
Total income taxes	341,145	283,975
Income before minority interests	173,642	216,492
Net income	173,642	216,492

# ${\bf Consolidated\ Statements\ of\ Comprehensive\ Income}$

	Six months ended	Six months ended
	June 30, 2014	June 30, 2015
Income before minority interests	173,642	216,492
Other comprehensive income		
Unrealized gain on securities	25	(1,168)
Deferred gain (loss) on hedges	(120)	927
Foreign currency translation adjustment	_	2,844
Total other comprehensive income	(95)	2,602
Comprehensive income	173,547	219,094
(Attributable to)		
Owners of the parent	173,547	219,094

## (3) Consolidated Statements of Cash Flow

(1 nousands of yen, rounded	I	· · · · · · · · · · · · · · · · · · ·
	Six months	Six months
	ended	ended
	June 30, 2014	June 30, 2015
Cash flow from operating activities	vane 30, 2011	vane 30, 2013
Income before income taxes	514,788	500,468
Depreciation and amortization	172,111	258,037
	1/2,111	,
Loss on impairment	210 400	5,157 366,874
Amortization of goodwill Increase (decrease) in allowance for doubtful accounts	310,400	,
	(10,142)	8,096
Increase (decrease) in allowance for employees' bonuses	(105,655)	42,826
Increase (decrease) in allowance for officers' bonuses Increase (decrease) in provision for loss on store closure	1,443	35,090
	(23,299)	(18,259)
Loss on disposal of fixed assets	3,134	2,322
Interest and dividend income	(388)	(340)
Interest expense	22,738	20,001
Decrease (increase) in notes and accounts receivable – trade	177,993	237,692
Decrease (increase) in inventories	(245,399)	(19,343)
Increase (decrease) in notes and accounts payable	(103,111)	65,472
Increase (decrease) in accounts payable	(10,085)	96,722
Increase (decrease) in advances received	(188,229)	184,274
Increase (decrease) in long-term accounts payable	(43,142)	(17,861)
Increase (decrease) in accrued consumption taxes	114,494	(357,379)
Other	144,391	(146,273)
Subtotal	732,042	1,263,579
Interest and dividends received	699	340
Interest paid	(22,828)	(19,819)
Income tax refund	7,369	6,891
Income taxes paid	(490,724)	(390,580)
Net cash provided by operating activities	226,557	860,411
Cash flow from investing activities		
Payments for acquisition of property and equipment	(274,707)	(283,885)
Payments for acquisition of intangible fixed assets	(104,202)	(203,894)
Payments for acquisition of investment securities	(581,978)	(516,308)
Payments for acquisition of subsidiary stock due to a change in the scope of consolidation	(4,624,349)	_
Payments for loans	(21,858)	(22,275)
Payments for investments in capital of subsidiaries and affiliates	_	(7,500)
Payments for security deposits and guarantees	(32,053)	(170,113)
Proceeds from recovery of security deposits and guarantees	54,549	40,986
Other	(16,703)	(1,758)
Net cash used in investing activities	(5,601,303)	(1,164,749)
Cash flow from financing activities		
Increase (decrease) in short-term debt	3,439,726	947,436
Repayment of long-term debt	(237,553)	(336,756)
Proceeds from issuance of stock	801,720	
Repayment of lease obligations	(33,556)	(57,294)
Proceeds from disposal of treasury stock	1,743,033	
Payments for purchase of treasury stock	(44)	_
Payment of cash dividends	(174,356)	(248,899)
Net cash provided by financing activities	5,538,969	304,485
Cash and cash equivalents translation adjustment		2,844
Net increase (decrease) in cash and cash equivalents	164,224	2,992
Cash and cash equivalents at beginning of period	525,487	1,016,304
Cash and cash equivalents at obeginning of period  Cash and cash equivalents at end of period	689,712	1,010,304
Cash and Cash equivalents at end of period	007,/12	1,019,497

(4) Notes to Consolidated Financial Statements
Notes Regarding Assumption of Going Concern
None applicable.

**Notes on Significant Changes in Shareholders' Equity** None applicable.

#### **Segment Information**

**Segment Information** 

- I. Six months ended June 30, 2014
  - 1. Sales and Income by Reportable Segment

(Thousands of yen, rounded down to the nearest thousand)

	Reportable Segment			Adjustment	
	Business Division	Consumer Division	Total	(Note 1)	Consolidated
Segment sales					
Sales to outside customers	9,221,893	3,981,422	13,203,316	_	13,203,316
Intersegment sales and transfers	212,425	355,703	568,128	(568,128)	_
Total	9,434,318	4,337,126	13,771,444	(568,128)	13,203,316
Segment income (Note 2)	3,673,983	1,480,094	5,154,078	(300,999)	4,853,078

Notes: 1. Adjustment represents elimination of intersegment transactions.

#### 2. Assets by Reportable Segment

Assets by reportable segment as of June 30, 2014 changed significantly from December 31, 2013. During the six months ended June 30, 2014, the Link and Motivation Group added Interac Co., Ltd. as a consolidated subsidiary, and included the assets of this company in the Business Division.

The addition of the consolidated subsidiary increased Business Division assets by ¥2,771,665 thousand.

3. Loss on Impairment of Fixed Assets and Goodwill by Reportable Segment (Significant loss on impairment of fixed assets)

None applicable.

#### (Significant changes in goodwill)

In the Business Division, goodwill increased due to the acquisition of the stock of Interac Co., Ltd. This event increased goodwill by \(\frac{\pmathbf{4}}{30}, 260\) thousand in the six months ended June 30, 2014.

(Significant gains on negative goodwill) None applicable.

#### II. Six months ended June 30, 2015

1. Sales and Income by Reportable Segment

(Thousands of yen, rounded down to the nearest thousand)

	Reportable Segment			Adjustment	
	Business	Consumer	Total	(Note 1)	Consolidated
	Division	Division			
Segment sales					
Sales to outside customers	12,447,626	3,522,175	15,969,801	_	15,969,801
Intersegment sales and transfers	113,350	493,157	606,508	(606,508)	_
Total	12,560,977	4,015,332	16,576,309	(606,508)	15,969,801
Segment income (Note 2)	4,081,002	1,583,605	5,664,608	(181,946)	5,482,661

Notes: 1. Adjustment represents elimination of intersegment transactions.

## 2. Assets by Reportable Segment

None applicable.

 Loss on Impairment of Fixed Assets and Goodwill by Reportable Segment (Significant loss on impairment of fixed assets)
 None applicable.

(Significant changes in goodwill)

None applicable.

(Significant gains on negative goodwill)

None applicable.

<sup>2.</sup> Segment income is gross profit.

<sup>2.</sup> Segment income is gross profit.