# Results of Operations

for the Fiscal Year ended September 30, 2016 (4Q FY9/2016)



Evolable Asia Corp. TSE Mothers: 6191



Highlights of the Fiscal Year Ended September 30, 2016	p. 2
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Both sales and operating income reached new record highs of ¥ 4 billion (+45% YoY) and ¥ 610 million (+98% YoY), respectively.

Operating income for the FY under review is expected to be ¥ 1 billion (+61% YoY).

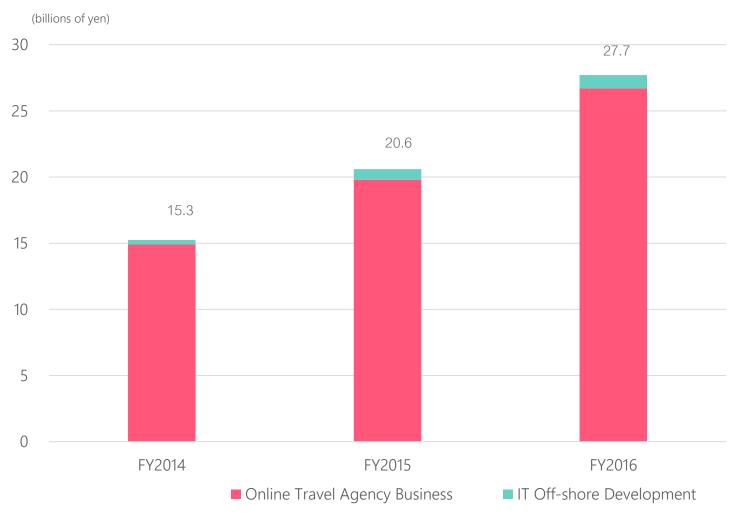
New brand AirTrip



Financial Summary for the Fiscal Year Ended September 30, 2016



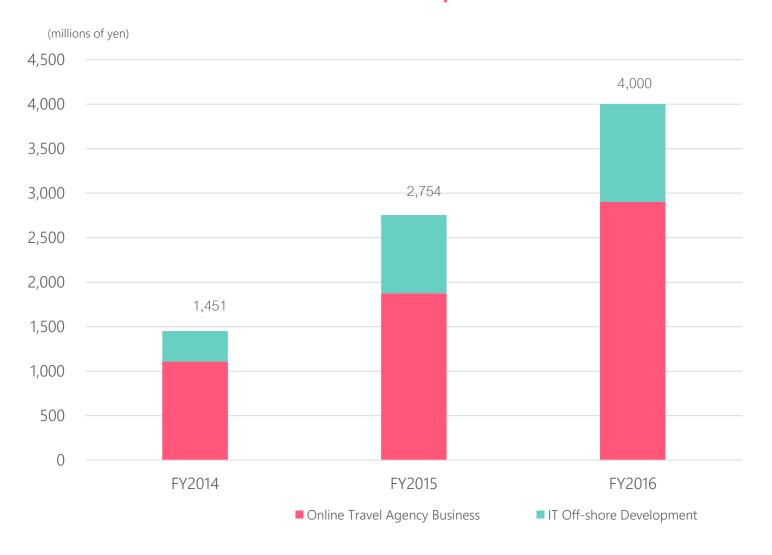
## Consolidated handling volume (\*1) up 34% YoY



<sup>(\*1)</sup> Consolidated handling volume refers to the total amount of sales in the Online Travel Agency Business, the IT Offshore Development Business and other businesses.

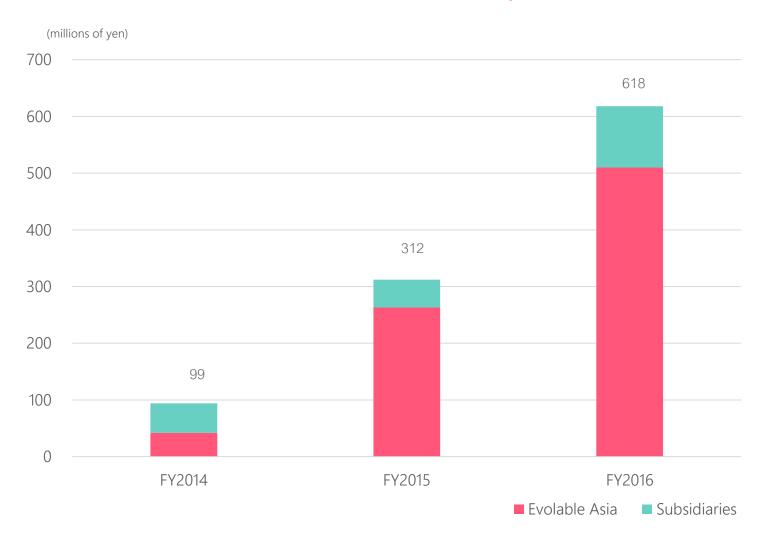


## Consolidated sales up 45% YoY





## Consolidated Operating Income up 98% YoY





# Expansion of Business Scale Contributing to Increasingly Higher Operating Income

(millions of yen)

					(ITIIIIOTIS OI YEII)
	FY2015		FY2016		YoY Change
	Amount	% to Sales	Amount	% to Sales	To r Change
Handling Volume	20,655	_	27,782	_	134.5%
Net Sales	2,754	100.0%	4,000	100.0%	145.2%
Gross Profit	2,025	73.5%	3,321	83.0%	164.0%
Operating Income	312	11.3%	618	15.4%	197.6%
Ordinary Income	305	11.0%	571	14.2%	186.9%
Profit Attributable to Owners of Parent	172	6.2%	340	8.5%	197.3%

1 Reduced Procurement Cost

The cost of procuring airline tickets was reduced by growing buying power due to the increased business scale.

2 Reduced Customer Acquisition Cost per Customer

Advertising optimization resulted in an increase in customer drawing power per unit price, website improvement resulted in an increase in conversion rate, and the repeated use of services helped reduce advertising expenses, which resulted in a lower cost of acquiring customers.

Reduced Operational Cost

The nature of the operating cost is a quasi-fixed cost rather than increasing in proportion to handling volume growth, which helped reduce the operational cost per unit of airline tickets.



# Strong Financial Base Built with Equity Ratio of 47%

(millions of yen)

	FY2015	FY2016	YoY Change
Current Assets	1,520	4,024	+2,504
Cash and Deposits	638	2,356	+1,718
Non-current Assets	543	817	+274
Total Assets	2,064	4,841	+2,777
Liabilities	1,666	2,470	+804
Interest-bearing Debts	443	331	-112
Net Assets	397	2,371	+1,974
Shareholders' Equity	341	2,276	+1,935
Equity ratio	16.5%	47.0%	+30.5%



## Shareholder Returns Provided through Shareholder Special Benefit Plan



#### Increased investment incentives

A 50% discount is given off Evolable Asia's original airline tickets for flights at all domestic airports, which increases its appeal to investors.

#### Creation of long-term, stable shareholders

Shareholders of more than one year's standing are given additional points as an incentive for holding shares in Evolable Asia for a long time.



**Financial Forecasts** 



# 54% increase in net sales and operating income of ¥1 billion (up 62%) are expected.

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	FY16	FY17	YoY change
Handling Volume	27,782	35,366	127%
Net Sales	4,000	6,147	154%
Operating Income	618	1,001	1 162%
Profit Attributable to Owners of Parent	340	594	175%



# **Growth Strategies**

## Company-wide Growth Strategies



- 1 New Brand
- 2 Growth Strategies for Three Existing Businesses
- Online Travel Agency Business: Led by a B-to-C business with an 80% growth rate, improves UIUX and continues marketing optimization.
- Inbound Travel Business: No.1 Japanese-made platform for private home accommodation; increase in market share in domestic flight sales for foreigners.
- IT Offshore Development Business: Accumulates clients and engineers as a stock business.

- 3 Promotion of Investment and M&As
- Investment business commences as a new business.
- Synergy of group companies is pursued through M&As.



**Announcement of New Brand** 





## Highest Customer Returns in the Industry

4% as opening specia

#### From advertising expenses to customer returns

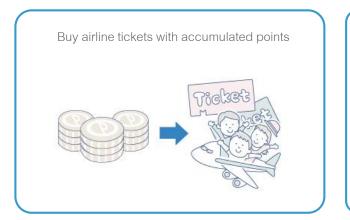
All returns to customers are provided with points rather than the search-linked listing advertisement operated in the existing services.





#### Exchangeable with other types of points

AirTrip points can be used to purchase airline tickets or can be exchanged for mileage points, gift certificates, electronic money, points provided by electronic money companies, etc. through the G Point multi-store point service.



Exchange for other types of points

Can be used for more than 120 services, including mileage points, gift certificates, and points provided by electronic money companies through the G Point multistore point service



## Pursuing Total Customer Convenience

#### Live chat support

In addition to conventional online, telephone, and e-mail support, live chat support for inquiries provides user-friendly service. Al automated responses, etc. help achieve prompt, stress-free customer service.





#### Overwhelmingly user-friendly interfaces

User convenience is pursued through price comparisons, a search engine that helps in finding convenient flights, and smooth and intuitive operability.







## Available through All Devices and Services





Airline tickets can be purchased using a PC or mobile device via website services, just like the existing services.

[Launched on Nov. 14, 2016]



#### iOS/Android app

Available on a smartphone or tablet PC through the iOS or Android app

Securing customers through native applications

[To be released soon]



#### Accessible through

#### various SNS

Accessible through various SNS

SNS helps expand customer reach

[To be released soon]

## Concept of Platform for New Brand AirTrip



#### AirTrip Platform

AirTrip is a comprehensive travel service platform.

It will be launched for domestic flight tickets in the first phase and will gradually increase the number of services provided, including private home accommodation.

#### Strengths of AirTrip



No.1 domestic flight business in the OTA industry

Top performance in the industry's online airline ticket business, which is an existing business



Comprehensive customer returns

Extensive customer returns provided for products/services other than domestic flight tickets



## Marketing Strategy for New Brand AirTrip



Guiding customers from existing services



Guide customers from existing services with customer drawing power to AirTrip, offering a high rate of customer return

Mass media advertising such as TV ads



Mass media advertising such as TV ads to establish the AirTrip brand

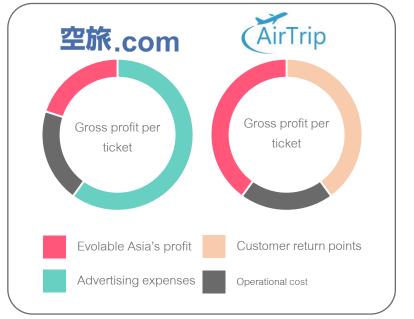
Word of mouth through high rate of customer return



Attract customers through users' word of mouth by providing the highest customer return in the industry



Repeat



High profitability achieved by repeat customers

Advertising expenses are not needed for repeat customers, and the percentage of points given to customers is smaller than that of advertising expenses per airline ticket, which therefore increases profitability.



**Growth Strategy for Three Existing Businesses** 



## The market has growth potential, and Evolable Asia is in an advantageous position.

Growing demand for comparison searches due to an increase in airline companies

The number of airline companies providing domestic flights has increased due to the growth of LCCs.

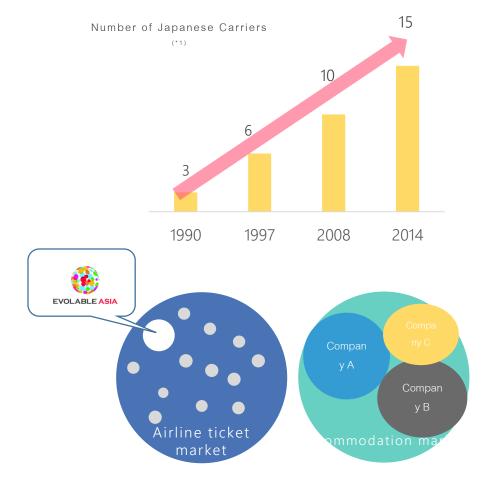
This has resulted in an increase in OTA users due to growing demand for comparison searches.

Advantages in the domestic flight OTA market

Unlike reservations for accommodation, companies and services conceivable to everyone do not exist in the market.

Evolable Asia is the leader in domestic flight OTA, however its market share is only about 2%.

There are brands with a 20% share in lodging OTA, etc.



Domestic flights: 1.5 trillion yen market

(\*1) Research by Evolable Asia



# The leader in handling volume of domestic airline ticket business in the industry (\*1): Building high barriers to entry through competitive purchasing routes

The only company in the OTA industry with agreements with all Japanese airline company groups



Evolable Asia is the only company in the OTA industry with signed agreements with all Japanese airline company groups and agencies. Established strong purchasing routes.

Began system (API) collaboration with



Spring Airlines in January,





Jetstar Japan in August 2016. Automated

airline ticket reservations and arrangements.



## Authorized agency agreement with ANA

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ANAJID-"J7-

Signed an authorized agency agreement with ANA in November 2016 as the first independent OTA to do so. This further increases our selling capacity.

- (1) Discuss arrangements for cooperation in sales to foreign visitors to Japan.
- (2) Discuss the creation of a new travel selling model that uses the C-to-C private home lodging platform scheduled for release by Evolable Asia.
- (3) Cooperation in the sale of ANA Sky Holiday (domestic package tours) and ANA Hello Tour (international package tour).



## Improved Services Based on Responses to Diverse Demands and High Development Skills

#### Diverse sales routes

- · Direct sales on our website
- Selling by providing systems and products/services to other companies' media
- Airline ticket wholesale
- Arrangement of companies' business trips

Responding to various needs for airline tickets through such diverse sales routes

Development capabilities at our own offshore

offices

Owns Evolable Asia Co., Ltd., a subsidiary carrying out IT offshore development in Vietnam, with fast, flexible development resources.

Demand for development in the online airline ticket sales business is very strong, and services can always be improved for more convenience.













Focus on acquiring new customers

#### Optimizing advertising strategy

- Continuing to optimize and maximize search-linked ads to achieve cost effectiveness and a larger scale
- Strengthening display advertising and expanding retargeting advertising
- Optimizing the methods of attracting customers based on domestic travel websites and metasearch engines

### 2 Developing new advertising channels

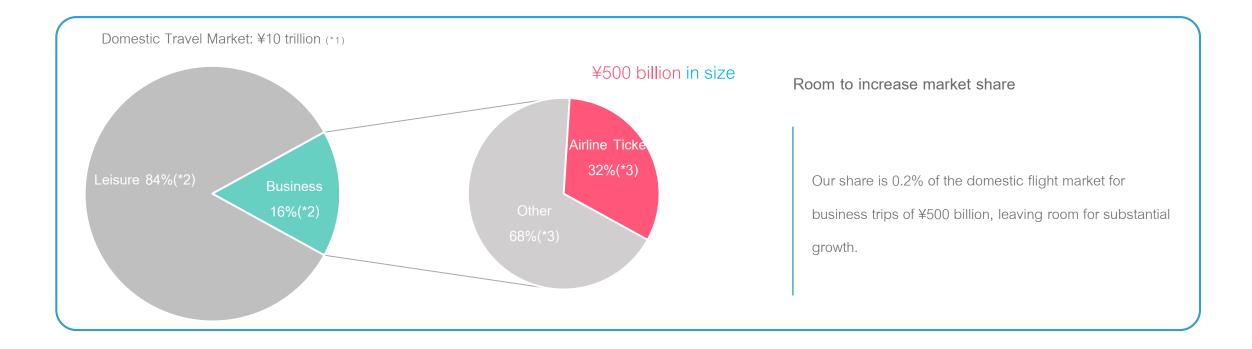
- Adding and using advertising methods such as SNS ads
   while considering cost effectiveness
- Increasing ads submitted to various global metasearch engines

#### 3 Increasing website convenience

- Accelerating search result displays
- Improving conversion rates by increasing A/B test frequency for online services from searches to reservations
- Strengthening SEO by improving website content
- Further accelerating responses to arrangements
- Using AI chat to accelerate responses to customers' questions

## Online Travel Agency Business: BTM Growth Strategy





#### Expanding sales partnership



Accelerating the establishment of contracts through optical communication and advisory contracts, OEM services for agencies and Tabi Pro-BTM, business alliances, etc.

#### Increasing products/services



Responding to business trip demand by increasing products/services other than airline tickets

(\*3) Japan Business Travel

<sup>(\*1)</sup> Travel trend forecast by JTB (\*2) Field Survey of overseas travel by JTB Tourism Research & Consulting Barometer" by American Express



# Aiming to build the No.1 Japanese-made CtoC platform for private home accommodation

#### Listing only legal accommodation

We will first list private home accommodation in the special districts and simple accommodation in line with legal development. We are aiming to build a No.1, reliable platform for private home accommodation in line with the expansion of laws.



#### Made-in-Japan usability

We will first offer private home accommodation built for Japanese by Japanese. We are aiming to develop a Japanese-made, No.1 platform for private home accommodation, which will be available in multiple languages to serve foreign visitors.





## Maximizing the Use of Evolable Asia's Expertise

(AirTrip 民泊

#### Equipped with a function to search airline tickets

The homepage provides an airline ticket search engine added to the private home accommodation category.

## 

予約をキャンセルする | 新規会員 | ログイン | 部屋を提供し

#### Linked with a point system

Points will be shared with AirTrip, which will increase the total benefit of using our services.



## Inbound Travel Business: Characteristics of Private Home Accommodation Platform 2



#### Advance credit card settlement

Credit card settlement is used to avoid the no-show problem and the risk of uncollectible payments, and to prove guest identity.

#### System of flexibly accepting guests

The system allows flexible settings for each room provided by the hosts. It can be used to increase credit in addition to credit card settlement.

## Strategy for Promotion

#### Friend referral

A strategy to increase the number of users has been implemented. Our original point-delivery logic was developed to avoid the wasteful distribution of referral points.

## Availability for Business Use

#### Online receipts

Receipts for lodging after a checkout or canceled reservation can be issued online.

#### Off-line promotion

We developed a function for active promotion such as paper publications, broadcasting, and other media.

#### Automatic PDF issuance system

The receipts issued are PDF files, which are available on many devices.



## Our Sales Engine Made Available to Participating Hosts

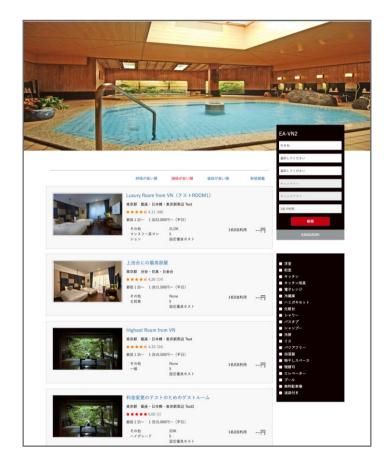
#### MySITE system

The sales engine is available only by linking to it from our website.

The hosts' customer attraction skills can also be used effectively.

Hosts such as real estate companies, condominium owners, agents, etc. who own multiple pieces of property can operate the system as their own private home accommodation portals.

Accommodation listed on AirTrip Private Home Accommodation is loaded automatically, and management is straightforward.





## Aiming to be No.1 in Domestic Sales in Camper Rental Businesses

#### Outbound

Arrange camper rentals for travelers to the U.S. and Canada.

Send the largest number of travelers (number of nights stayed) to North America in Japan as the general agent for El Monte RV, which has the second largest share in the U.S. market.

Focus on all customer communication over the phone through online sales liaison and maintaining a CV rate of more than 25%.

Expand sales channels through alliances with large travel agencies in Japan.

#### Inbound

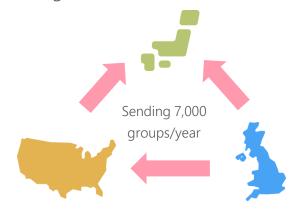
Rental campers as a means of traveling and lodging for foreign visitors to Japan and domestic tourists.

Grow demand by increasing the recognition of campers (up 30% year on year) and promoting the use of campers as an alternative to short-supply lodging facilities.

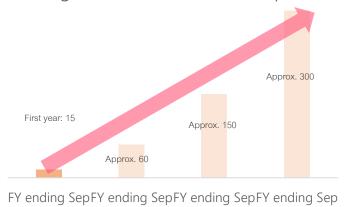
Accept foreign visitors to Japan sent by all El Monte RV agencies around the world as the first rental camper business other than North America (travelers from agencies outside North America to North America amount to 7,000 groups/year).

Promote sales alliances with large travel agencies in Japan to acquire domestic customers.

# Cooperation in sending customers from agencies around the world



#### Target number of mobile campers



2019

2020

2018

2017



## Increasing Market Share of Domestic Flights Sold to Foreigners

#### Providing OEM to media for foreign visitors to Japan

Increase sales channels as required by providing travel websites with OEM services.

Increase sales channels using expertise in providing OEM for conventional Japanese websites.

#### Establish alliances with overseas OTA providers

Target foreign visitors traveling in Japan through overseas OTA alliances.



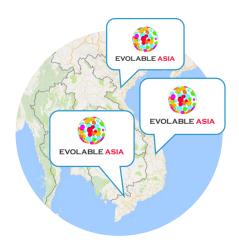






## Increase lab personnel to 3,000 by 2020

Aim to increase the number of lab personnel from 550 in 2016 to 3,000 by 2020.



### 1 Developing multiple offices

Optimize three offices including Ho Chi Minh City, Hanoi, and Da Nang for project implementation. Reduce expenses and improve performance. Promote development in other locations in Vietnam and other countries.



Acquiring projects in the U.S. and Europe

Aim to acquire projects in the U.S. and Europe from the Silicon Valley office.

Silicon Valley and other West Coast areas are facing serious shortages of engineers and sharp increases in salaries, and the ratio of IT offshore development in the U.S. is ten times larger than that of Japan, which is expected to increase from now on.

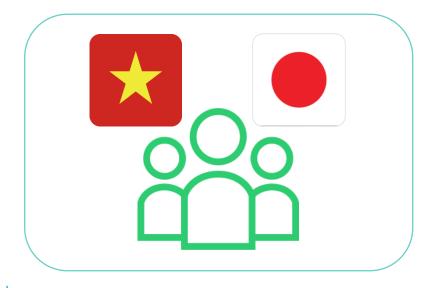




3 Improving the capacity of the upstream development process

Strengthen alliances with partners capable of handling the upstream development process.

This will allow the overseas transfer of development projects needing requirement definitions in Japan and comprehensive proposals of a development team to companies with no internal system division.



4 Developing Japanese-speaking human resources (BSE)

Improve Japanese language education provided to employees by creating a Japanese language school within the company.

Promote the referral of Japanese-speaking engineers to Japanese companies in cooperation with partners.



Investments and M&As



## Promoting Active Investments and M&As









### Acquire travel-related companies

During the fiscal year ended September 2016, Evolable Asia acquired El Monte RV Japan, an operator of the camper rental business of Rakuda Club, as its subsidiary.

We will continue to acquire companies that have synergy with our businesses into the Evolable Asia Group.

### Investing in companies with synergy

Aim to increase the corporate value of the entire Evolable Asia Group by gaining returns from pursuing synergy through cooperation, etc. with invested companies or contributing to the growth of invested companies.



Mid - Long Term Strategy

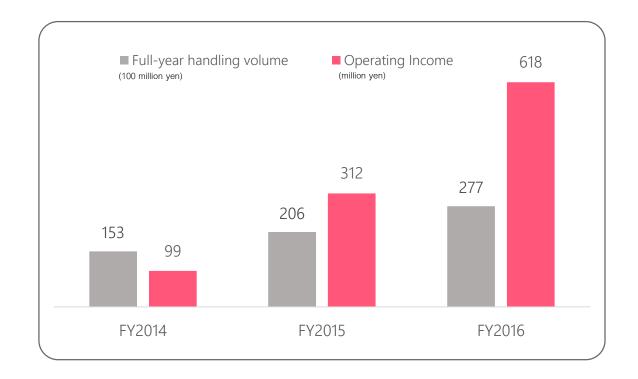
# Higher Profitability Through Larger Scale



### Significant increase in profitability achieved through larger business scale

Handling volume grew 34% and operating income increased 99% from FY ended September 2015 to FY ended September 2016.

Operating margin increased significantly due to the larger business scale.



### Online Travel Agency Business

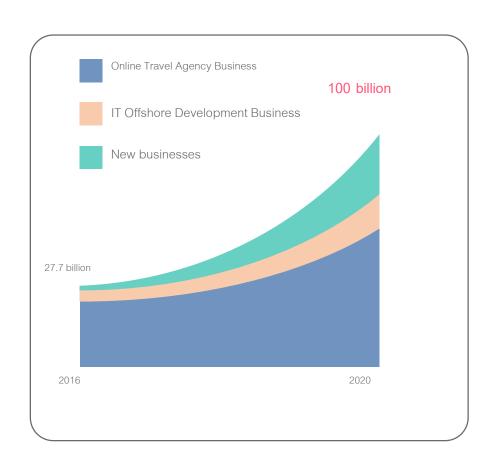
Brand cognition shifted from attracting customers through advertising to inflow from brand searches. Profitability increased due to the reduced cost of attracting customers.

### IT Offshore Development Business

An increased operating margin was achieved by reducing the percentage of SG&A expenses based on larger sizes of labs developed.



## Year 2020: Handling volume ¥100 Billion; Secure the Top Positon in All Segments





### Established as the top brand in domestic flights

Establish AirTrip as a brand that comes to everyone's mind when it comes to domestic flights.





### **Inbound Travel Business**

- Top made-in-Japan platform for private home accommodation
- Largest domestic sales in camper rentals



### Top Japanese company in IT offshore development

By 2020, increase lab personnel to 3,000 and become the top company in terms of development quality, sales, and development scale.



# Appendix



Company Name	Evolable Asia Corp.
Established	May 11, 2007
Capital	¥1,019 million (paid-in capital: ¥1,844 million) (as of November 2016)
Stock Market	Mothers Section of the Tokyo Stock Exchange
Securities Code	6191
Fiscal Year-end	September
Representative	Hideki Yoshimura
Head Office	Minato-ku, Tokyo
Employees	629 (consolidated)
Consolidated Subsidiaries	Evolable Asia Co., Ltd. Evolable Asia Solution & Business Consultancy Co., Ltd. Rakuda Inc. El Monte RV Japan Co., Ltd.
Business Activities	Online Travel Agency Business, Inbound Travel Business, and IT Offshore Development Business
Contracts with Airline Companies	All Nippon Airways Co., Ltd., ANA Sales Co., Ltd., JAL Sales Co., Ltd., Skymark Airlines Inc., Peach Aviation Ltd., Jetstar Japan Co., Ltd., Vanilla Air Inc., Spring Airlines Japan Co., Ltd., and Fuji Dream Airlines Co., Ltd.



# One Asia

Asia will come together and be a leader in the world.

Through the movement of people and work, EVOLABLE ASIA will serve as the bridge linking Asia, which is emerging as a single burgeoning economic zone. EVOLABLE ASIA links Asia, and Asia becomes connected.

## Mission

Harnessing the power of IT for the movement of people and collaboration in Asia



## Code of Conduct

- Always put customers first!
- Conscientiousness, peace of mind and trust are more important than anything!
- Continue to improve as professionals!
- Swift response, fast implementation, speed!





Hideki Yoshimura, CEO

Born in 1982; graduate of the University of Tokyo

Founded Valcom Co., Ltd. (merged in October 2009 with Tabi Capital Corp. (now Evolable Asia)) while attending university. Co-founded Tabi Capital Corp. in 2007 and was appointed Representative Director and CEO.



Munenori Oishi, Director and Chairman

Born in 1972; Meiji University

Founded I.V.T. Inc. (merged in October 2011 with Tabi Capital Corp. (now Evolable Asia)) while attending university. Co-founded Tabi Capital Corp. in 2007 and was appointed Director and Chairman.



Yusuke Shibata, Director and CFO

Born in 1982; graduate of the University of Tokyo

In charge of administration. Certified public accountant.

Former Manager at Deloitte Touche Tohmatsu. On temporary transfer to the Underwriting Examination Division of Nomura Securities Co., Ltd.



Toru Matsunami, Director and CMO

Born in 1972; graduate of Tokyo Metropolitan University

In charge of the Marketing Solutions Office.

Formerly responsible for the Yahoo! Travel business at

Yahoo Japan Corporation and General Manager of the

Travel Business of the Google Advertising Division.



Takao Kobayashi, External Director

Graduate of the University of Tokyo

Ph.D. from the Stanford Graduate School of Business

Professor emeritus of the University of Tokyo. Formerly,
President of the Asian Finance Association, President the
Nippon Finance Association, Chairman of the Securities
Analysts Association of Japan, etc.



# Online Travel Agency Business



# One of the leading issuers of online airline tickets in Japan

- The Only company in the OTA industry (\*1) with direct agreements with all domestic airlines
- Various sales channels such as providing OEM services and corporate business trip contracts

## Inbound Travel Business



# Services provided in seven different languages

- OEM travel content provided to media for foreign visitors to Japan
- Multilingual direct sales website operated for foreign visitors to Japan

# IT Offshore Development Business



# Largest Japanese company in Southeast Asia

- Lab-style development service and BPO service provided using system engineers in Vietnam
- More than 500 engineers in three offices in Ho Chi Minh City, Hanoi, and Da Nang



- Contracts signed with all domestic airline company groups, including JAL Group, ANA Group, Skymark and LCCs
- Loans of ticket vending machines from all domestic airline groups



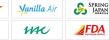












• Offering 1,500 facilities in Japan, particularly luxury hotels and hot spring





- Issuing international airline tickets as an authorized IATA agent
- Offering 40,000 overseas facilities



Accredited Agent

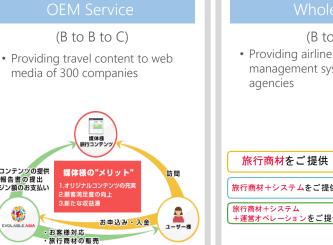
# IT x Travel

Cross-selling of products/services

### Diverse sales routes







# (B to B) • Providing airline tickets and sales management systems to travel 旅行商材をご提供 旅行商材+システムをご提供 旅行会社様 +運営オペレーションをご提供

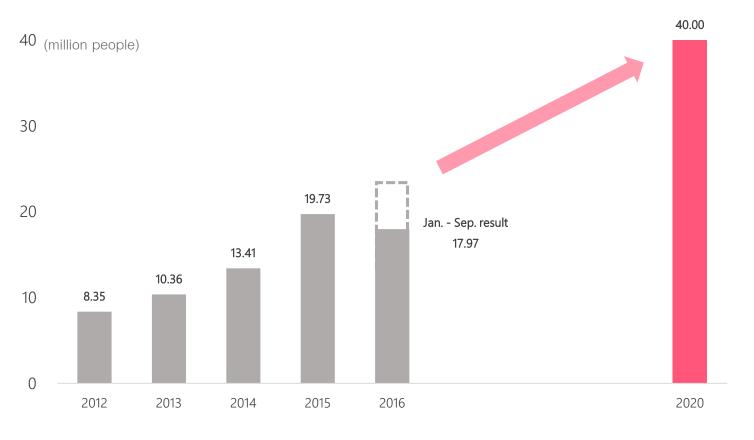
(BTM)

 Providing corporate travel arrangement services to 300 companies using cloud-based tools



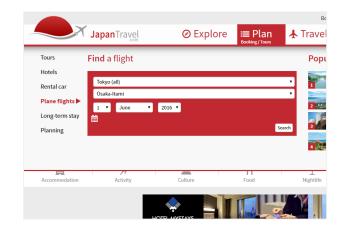


# Government target for inbound foreign travelers in 2020: 40 million people (\*2)



Changes in the number of inbound travelers (\*1)





### Website designs customized to fit in with affiliated brands

OEM sale to suit the brands of affiliated inbound travel websites based on our expertise in the OEM sale of domestic airline tickets and the use of development resources

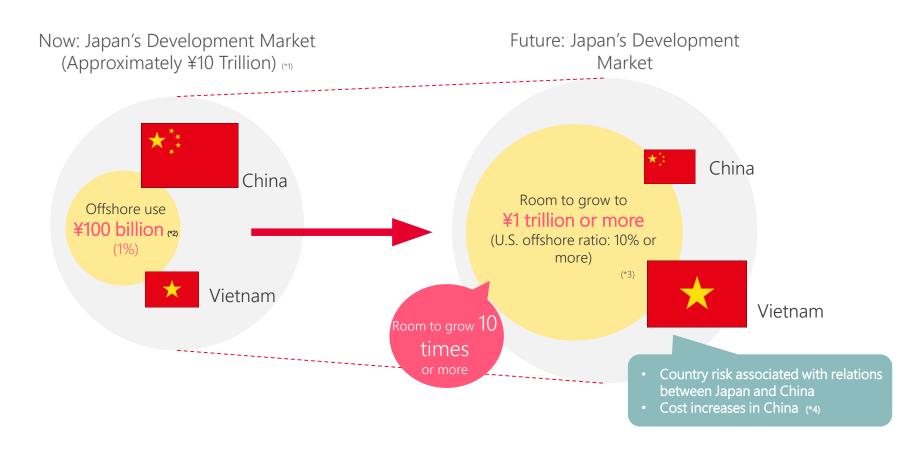


### Services provided in seven different languages

Covering all languages frequently used in inbound travel, differentiating ourselves from other companies



# The market has room to grow 10 times to more than ¥1 trillion



 $<sup>(*1) \ &</sup>quot;Current State of the Information Services Industry," \ Center of International Cooperation for Computerization$ 

<sup>(\*2) &</sup>quot;Japan's Software Industry and Off-shore Development Trends," study by the Ministry of Economy, Trade and Industry

<sup>(\*3)</sup> According to the "Study on Measures to Support Globalization by Securing and Educating IT Personnel," \$13,677 million/\$132,867 million = 10.29%

<sup>(\*4)</sup> Based on studies by Resorz Co., Ltd., and Evolable Asia (November 2015)



# Specializing in lab-style development rather than accepting development contracts



1 Development model with 100% utilization

Unlike conventional contract development, a dedicated team is organized for each client in lab-style development. All engineers employed work on client projects.



No risk of deficits or a large amount of complaints

There is no risk of receiving a large amount of complaints or deficits caused by delays in development, as the total cost of engineers is charged to clients when they are hired.

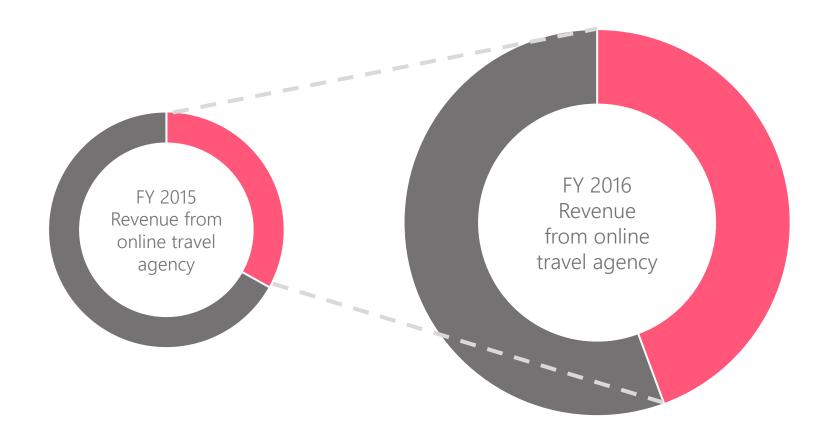


A stock business model

Most clients are game or website-related companies. Development continues as long as services continue to be provided, resulting in a very high percentage of lab continuation. It is a typical stock business in which earnings are accumulated by opening a lab.

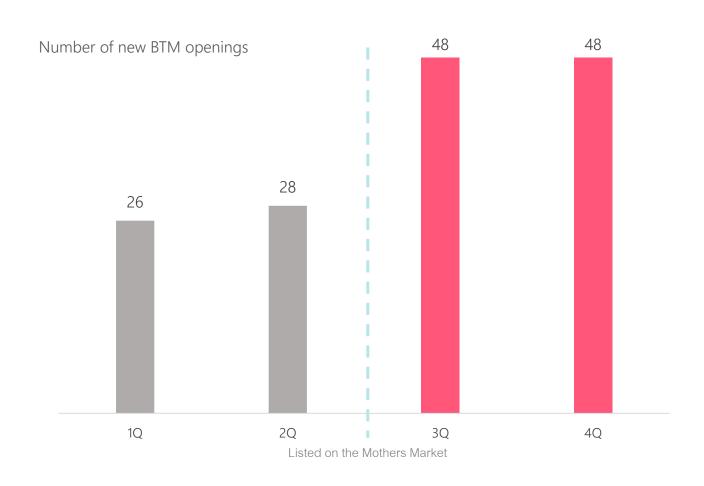


82% increase in handling volume (\*1) from direct sales as a result of marketing strategy





# Growth in the number of companies introducing BTM contributed to continuous profit as a stock business



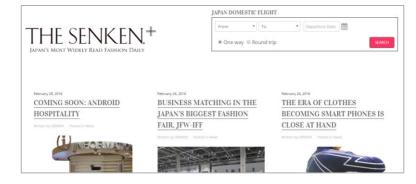


# New OEM service partners: 67 companies in FY ended Sep. 2016













# Steady growth in the number of new lab openings, to 23 companies























I FLAG

etc.



# System alliance with Jetstar





System (API) alliance with airline companies

- Exact real-time display of unoccupied seats and airfares
- Automated airline ticket reservations and arrangements

This further increases our selling capacity.



## New Executive Officer hired to be at the core of management



### Strengthening the sales force

Strengthen sales force and sales team capacity using sales experience and extensive management experience.

New Executive Officer Profile



Tetsuo Miyajima

Graduate of School of Economics at Kwansei Gakuin University

Joined Recruit Co., Ltd. in 1991 Excelled in sales of Recruit's media and received numerous awards, including Manager of the Year.

Joined Tsuji Cooking School in 2006. Formally, Communication Manager, PR and Production Manager, Vice Principal of three schools, and a trustee of a school corporation.

Appointed to the positon of Executive Officer of Evolable Asia in September 2016.

## Disclaimer

These materials contain forward-looking statements related to industry trends and the Company's business development, based on the Company's current expectations, estimates, and forecasts.

A variety of risks and uncertainties are inherent in the assertions made in these forward-looking statements. Known and unknown risks, uncertainties, and other factors could result in differences from the statements included in assertions related to forward-looking statements.

The Company's actual future business and operating performance may differ from the forward-looking statements contained in these materials.

The assertions related to forward-looking statements made in these materials are based on the best information currently available to the Company and will not update or revise any forward-looking statements to reflect future events or conditions.



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