Business policy progress & second-half initiatives in FY2011/3

November 12,2010

CSK CORPORATION

Takeshi Nakanishi

Representative Director & President

1. **FY2011/3 2Q results & FY2011/3 forecasts**

2. **Business policy progress & second-half initiatives in FY2011/3**

   （1）Group business policy & first-half initiatives (FY2011/3)
   （2）Group restructuring
   （3）Segment information
   （4）Cooperation between 3 businesses
   （5）Service innovation
   （6）Cooperation/alliance with companies in same and different business sectors
   （7）Seeking business in overseas markets

1. FY2011/3 2Q results & FY2011/3 forecasts

2. Business policy progress & second-half initiatives in FY2011/3

   (1) Group business policy & first-half initiatives (FY2011/3)
   (2) Group restructuring
   (3) Segment information
   (4) Cooperation between 3 businesses
   (5) Service innovation
   (6) Cooperation/alliance with companies in same and different business sectors
   (7) Seeking business in overseas markets

FY 2011/3 2Q results

【Operating revenue】Down 19.4% from impact of business withdrawal (Cosmo Securities, etc.). IT Services down 8.9%.

【Operating income】Back in black due to withdrawal from unprofitable operations and cost reductions. IT Services up 10.2%.

【Orders received】 -8.1% YoY
   Systems Development down YoY, BPO up a significant 25.2%, IT Management flat

【Backlog of orders】 -3.3% YoY
    Systems Development down YoY, BPO up a significant 22.8%, IT Management flat

			2009/4-9	2010/4-9	Variance	
IT Services business	BPO	Operating revenue	15.0	15.0	0.0	0.3%
		Operating income/loss	−0.3	0.1	0.4	−
		Orders received	11.9	15.0	3.0	25.2%
		Backlog of orders	9.5	11.7	2.1	22.8%
	IT Management	Operating revenue	17.7	15.1	−2.5	−14.5%
		Operating income	1.1	0.8	−0.3	−27.3%
		Orders received	16.7	16.5	−0.2	−1.2%
		Backlog of orders	23.5	23.4	−0.1	−0.7%
	Systems Development	Operating revenue	44.2	39.9	−4.3	−9.8%
		Operating income	2.5	2.7	0.1	7.6%
		Orders received	48.2	39.2	−9.0	−18.8%
		Backlog of orders	40.5	36.1	−4.4	−10.9%
	合計	Operating revenue	76.9	70.1	−6.8	−8.9%
		Operating income	3.3	3.7	0.3	10.2%
		Orders received	76.9	70.7	−6.2	−8.1%
		Backlog of orders	73.6	71.2	−2.4	−3.3%
Consolidated Total		Operating revenue	84.6	68.1	−16.4	−19.4%
		Operating income/loss	−0.4	2.1	2.6	−

FY 2011/3 Forecasts

(¥bn)

	Revised forecast	Previously announced forecast	Variance
Operating revenue	160.0	160.0	0.0
Operating income	10.0	10.0	0.0
Ordinary income	7.8	9.3	(1.5)
Net income (loss)	(1.5)	0.5	(2.0)

□ **Operating revenue & Operating income**

⇒No change from previous forecast.
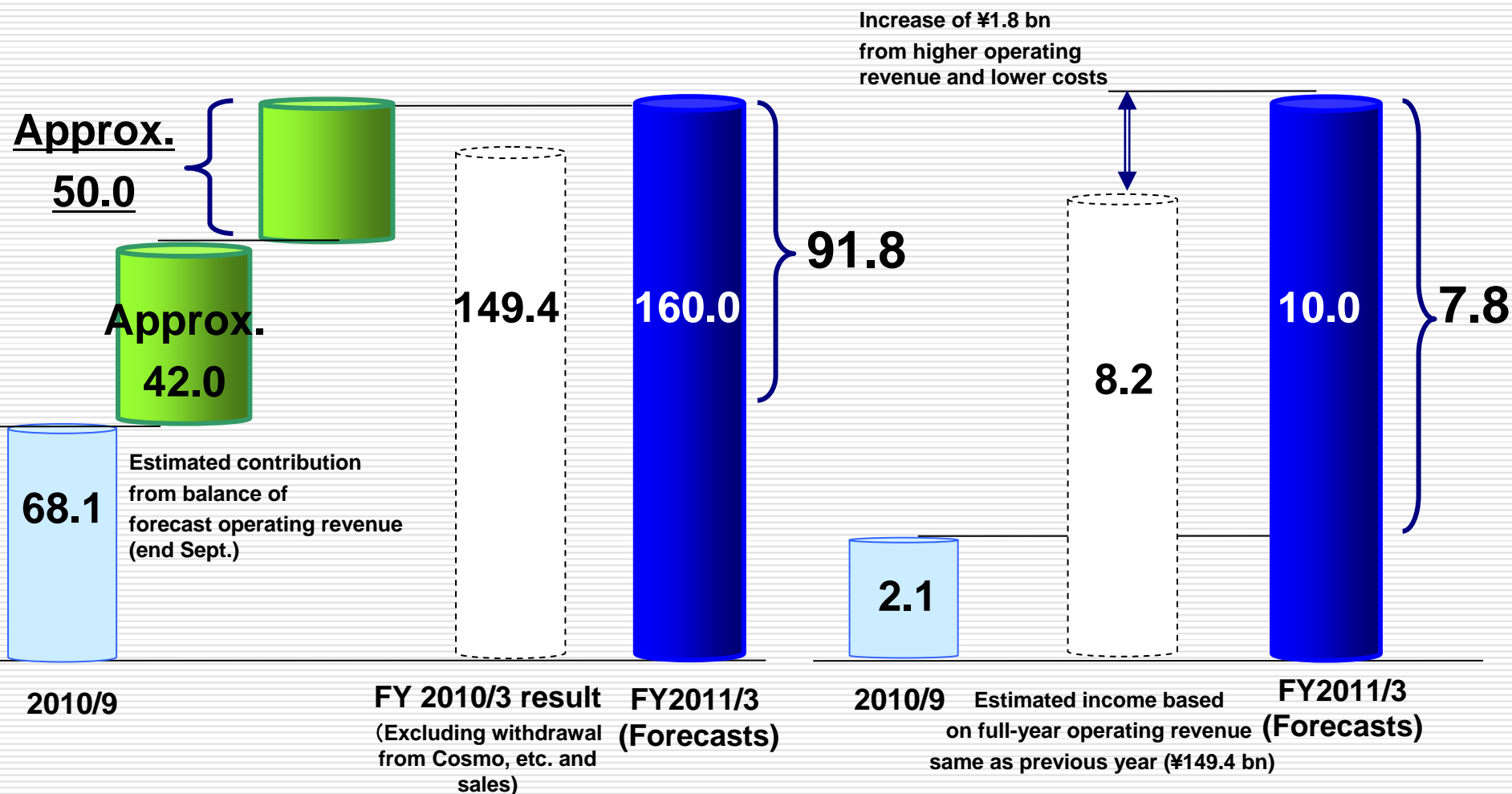
□ **Ordinary income & Net income / loss**

⇒ordinary income and net income forecasts have been revised downward, reflecting factors such as the allowance for doubtful accounts and losses arising from the business transfer of a subsidiary.

【**Operating revenue**】 (￥bn)   【**Operating income**】 (￥bn)

Increase of ¥1.8 bn
from higher operating
revenue and lower costs

Approx.
50.0

91.8

Approx.
42.0

149.4 **160.0**

10.0 **7.8**

8.2

Estimated contribution
from balance of
forecast operating revenue
(end Sept.)

68.1

2.1

2010/9 **FY 2010/3 result** **FY2011/3** **2010/9** **Estimated income based** **FY2011/3**
（**Excluding withdrawal** **(Forecasts)** **on full-year operating revenue** **(Forecasts)**
from Cosmo, etc. and **same as previous year (¥149.4 bn)**
sales)

（1）**Group business policy & Second-half initiatives (year to March 2011)**

【**Business Policy**】 　　　　　　　　　　　　　　　　　　　　　　　【**First half status**】

Services integration

<u>Strengthen individual businesses and</u>
<u>Group collaboration</u>

【**BPO**】

・Focus allocation of resources to BPO
 as a growth area
　－Win large BPO projects
　－Enhance fulfillment business

【**IT Management**】

・Steadily pursue outsourcing projects

【**Systems Development**】

・Develop SaaS for specific industries and
 business
・Meet needs for large financial industry projects
・Expand application maintenance model
　　　　　⇒Use offshoring / nearshoring

【**Group restructuring**】

➢ Merged two companies September 1 to combine CSK Systems' customer base with securities sector expertise from CSK securities services.

➢ Strengthened 3 core business segments with October 1 merger of CSK Holdings, CSK IT Management and CSK SYSTEMS. Also commenced what is effectively integrated management with CSK ServiceWare.

⇒**P9**

【**Status of BPO／IT Management ／Systems Development**】
⇒**P10-12, P14**

Services innovation
<u>Continue to strive to create new "business"</u>
⇒Transition from environment / framework
 development to materialization

➢Example of new business theme　⇒**P15**

Cooperation/alliance with companies in same and different business sectors

➢ Examples of collaboration on multiple themes ⇒**P16**

Seek business in overseas markets

➢ Establishment of Global Business Promotion Office and specific initiatives in Chinese market　⇒**P17-18**

Human resource development

➢ Start of special skill recognition committee

（2）Group restructuring – Overview since April 1, 2010

As of March 31, 2010

CSK HOLDINGS

Triple merger
October 1

IT services

- **CSK SYSTEMS**
- **CSK SYSTEMS NISHINIHON**
- **CSK SYSTEMS CHUBU**

Merged April 1

- **CSK Securities Service**

Merged Sept. 1

- **CSK-IT MANAGEMENT**

- **CSK ServiceWare**
- **BUSINESS EXTENSION**

Merged April 1

⋮

- **ISAO** → Sold April

Prepaid Card

- **QUO CARD**

Securities

- **Cosmo Securities** → Sold April

Other

- **CSK VENTURE CAPITAL** → Third-party capital injection received Sept. ⇒Became equity method affiliate
- **Plaza Asset Management** → Sold October

⇒ **Completed withdrawal from business**

Current structure

CSK CORPORATION

- **Business Service Company** （BPO）　※Integrated management with CSK ServiceWare
- **IT Management Company** （IT Management ）　※Function of formerly CSK-IT MANAGEMENT
- **IT Solution Company** （Systems Development）　※Function of formerly CSK SYSTEMS

- **CSK ServiceWare**

⋮

- **QUO CARD**

（3）Segment information － BPO

First half status

・Orders up 25% YoY

¥11.9 bn【2009/9】→ ¥15.0 bn【2010/9】

※CSK ServiceWare up 43%

⇒ Expansion of business with existing IT/ telecomms/manufacturing industry customers (mainly technical support)

・ Multiple new contract discussions in progress for second half, mainly in manufacturing
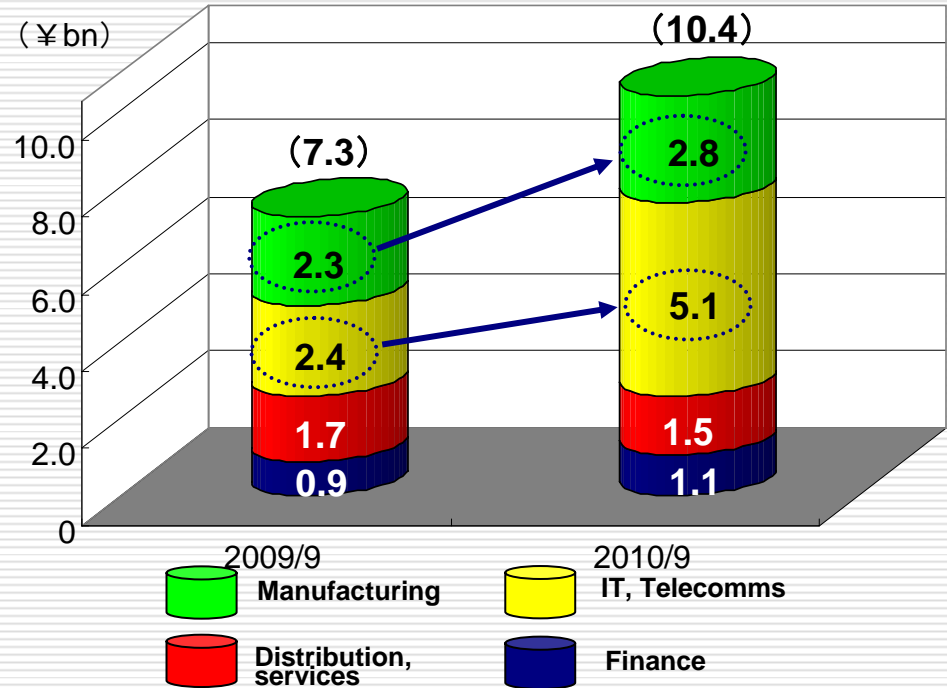
Orders by industry segment

※CSK ServiceWare orders (Excl. orders of former BUSINESS EXTENSION)

（¥bn）

2009/9	2010/9
（7.3）	（10.4）
2.3	2.8
2.4	5.1
1.7	1.5
0.9	1.1

- Manufacturing
- IT, Telecomms
- Distribution, services
- Finance

【Second half initiatives】

・ Expand orders mainly in IT/Telecomms/ Manufacturing industries

　●Secure major new projects ⇒ Leverage sales proposal strength of price competitiveness (from cost structure reform) and integrated IT capabilities

　●Grow share with existing clients ⇒ Superior proposals through high service quality and deep customer knowledge

・ Strengthen earnings through higher project productivity（⇒standardization, leveraging success models）

・ Promote high added value through combined call center, voice recognition /information analysis technology （VOiC：Voice of customer (VOC) analysis）

・ Strengthen "Crowd Sourcing (evelink)" as a new business model

（3）Segment Information　– IT Management

First half status

・ Lower on-premise management services * operating revenue due to customer shift in-house and lower budgets

・ <u>Outsourcing project orders up 15% YoY</u>
　※¥3.2 bn【2009/9】→ ¥3.6 bn【2010/9】
⇒ Backlog of Orders in line with previous year

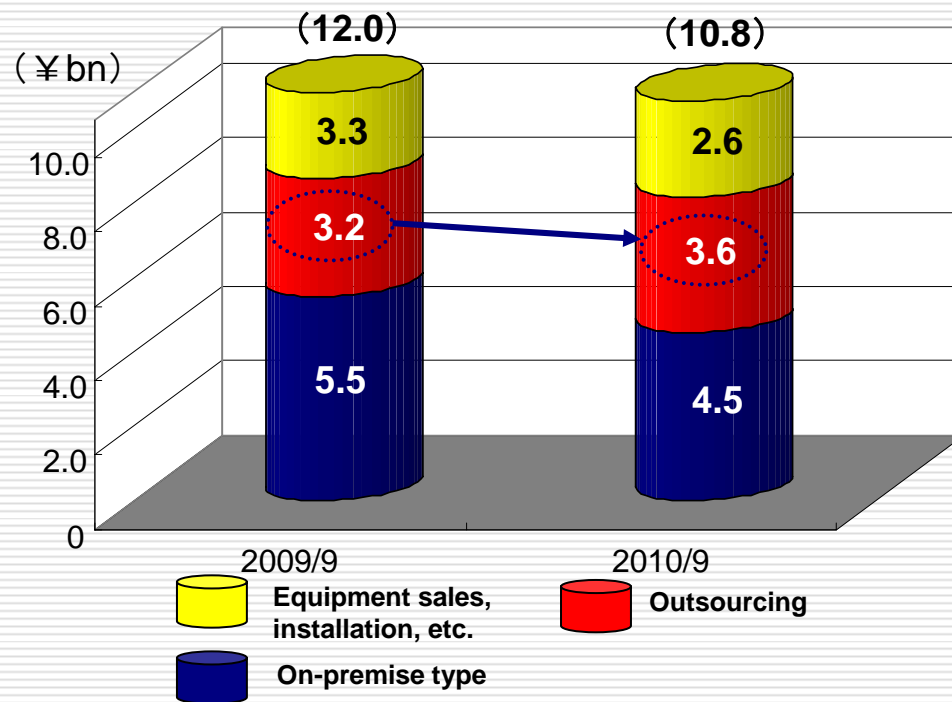・"Preset USiZE" awarded Nikkei Computer Best Service prize

Orders by type of service provision

※Composition of orders at CSK-IT MANAGEMENT

（¥bn）

	（12.0）	（10.8）
	2009/9	2010/9
Equipment sales, installation, etc. (yellow)	3.3	2.6
Outsourcing (red)	3.2	3.6
On-premise type (blue)	5.5	4.5

Equipment sales, installation, etc.　Outsourcing
On-premise type

【Second half initiatives】

・ Expand <u>hybrid management services</u> that combine on-premise management services* with remote services from our data centers

・ Develop <u>Preset USiZE </u>(cloud outsourcing) business　ᐯᐯᐯUSiZE

Nikkei Computer×ITpro
Cloud Ranking
2010-2011
第1回クラウドランキング
ベストサービス賞
クラウド基盤サービス(IaaS/PaaS)部門
（日経コンピュータ 2010年9月29日号）

*Management services undertaken at customers' premises

（3）Segments Information – Systems Development

First half status

・ Delays in start of finance industry projects

・ Operating revenue down 9.8%, orders down 18.8% YoY

※Excl. former CSK Securities Services, operating revenue down 3.9% and orders down 5.7%

● Orders at specialist Windows company CSK WinTechnology up 58% YoY

（¥0.81 bn【2009/9】→ ¥1.28 bn【2010/9】）

●Recovery in performance in Chubu region mainly from distribution equipment

・ Expanding nearshore operations （no. of cases up 2.3 times on plan)

⇒ Reduce systems development, assurance process costs（using Okinawa, Fukui, Iwate）

Orders by industry segment

※Composition of orders at CSK IT Solution Company

（Excl. orders from former CSK Securities Services and Group companies)
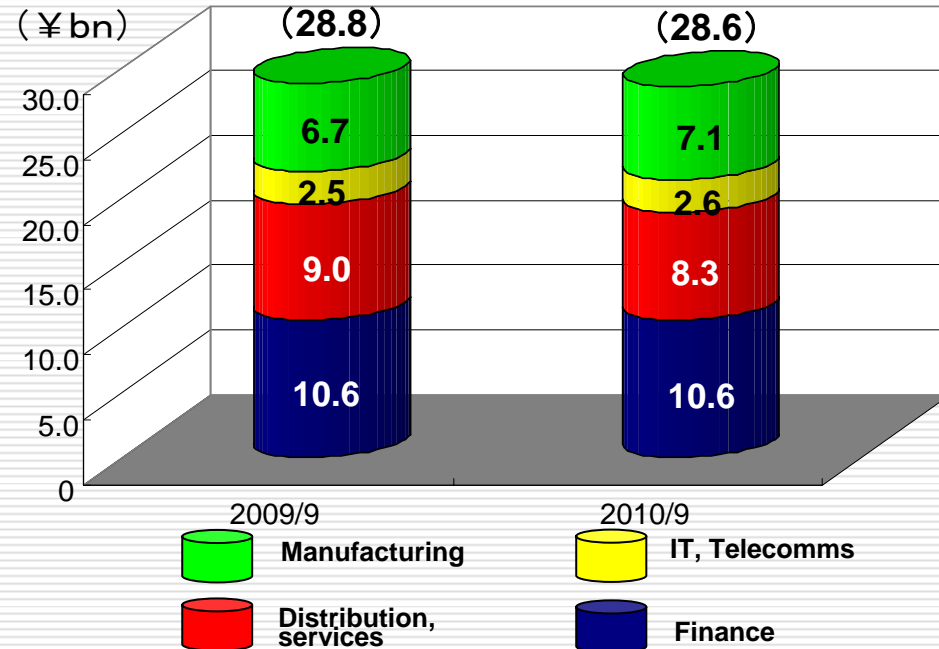
（¥bn）

	2009/9 (28.8)	2010/9 (28.6)
Manufacturing	6.7	7.1
IT, Telecomms	2.5	2.6
Distribution, services	9.0	8.3
Finance	10.6	10.6

Legend: Manufacturing / IT, Telecomms / Distribution, services / Finance

【Second half initiatives】

・Confirm major orders from delayed financial industry projects

● Large orders from life/non-life insurance industry

● Strengthen sales to megabanks (synergies from merger of CSK SYSTEMS and CSK Securities Service)

・Enhance structure to expand SaaS (cloud) to specific industries and services

New CHOIS (pharmacy), CRIPS (chain store), EDI, Negozio (store development), MR2GO (medical reps) Joint-use type fraud warning service (credit cards), BankSavior (banking)

12

2.　Business policy progress & second-half initiatives in FY2011/3

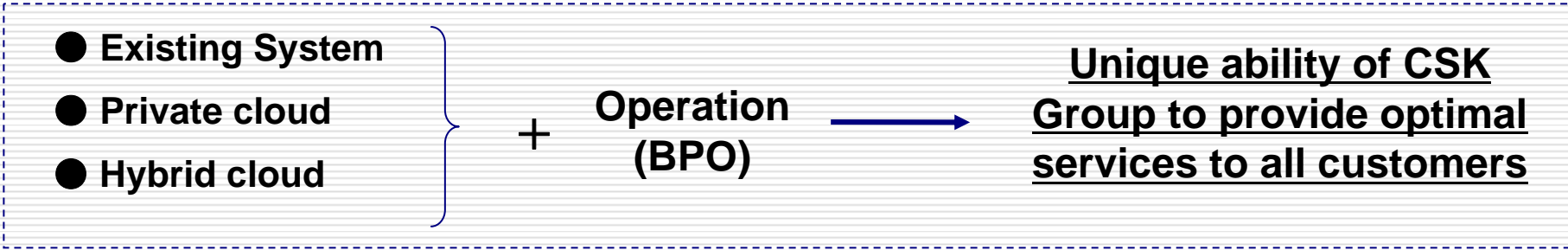（4）Cooperation between 3 businesses

（5）Service innovation

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(4) Cooperation between 3 businesses: CSK hybrid cloud

● **Existing System**

● **Private cloud**   +   **Operation (BPO)**   ⟶   **Unique ability of CSK Group to provide optimal services to all customers**

● **Hybrid cloud**

Creating a new service that fuses, BPO, IT Management, and Systems Development to provide a new, usage-based, stock-type business model.
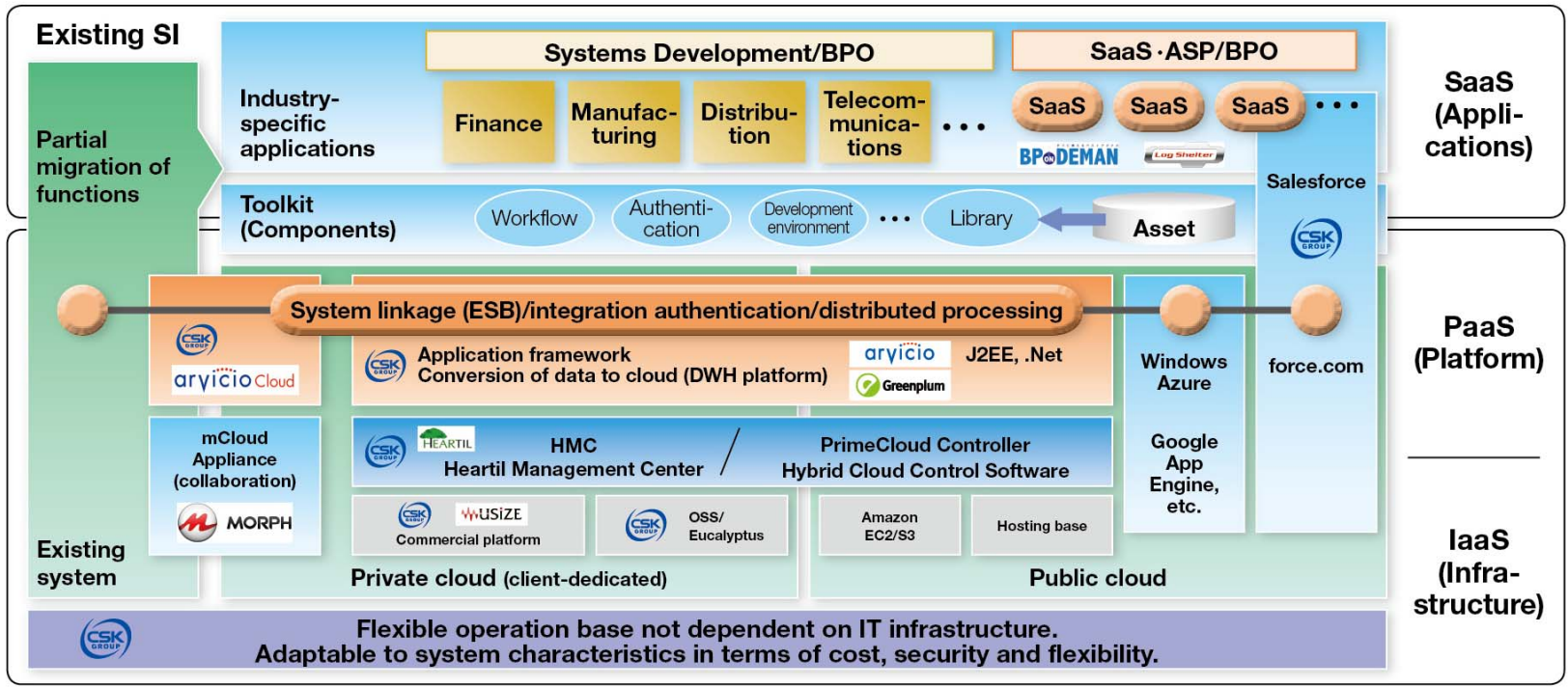
(5) Services innovation – case study

At underground train stations (Tenjin and Nakasukawabata stations, Fukuoka)
Transmission trial for digital signage

■ Overview	Making use of IPDC (IP Data Cast) technology, a broadcast protocol for IP, from October 15, 2010 we have trialed a content storage broadcast trial for Tenjin Station and Nakasukawabata Station in Fukuoka. It is possible to avoid the transmission convergence problem by using simultaneous multi-destination broadcasting. ※CSK holds a ubiquitous region license from the Ministry of Internal Affairs and Communications and is currently in the process of trialing multimedia broadcasts planned to commence in Fukuoka Prefecture.

◯ Trial schematics

Fukuoka City — Tourist info →

THE NISHINIPPON SHIMBUN CO.,LTD. — News

NISHIKO Co.,Ltd — Ads, coupons

FUKUOKA tower

Underground station

In-plant ANT

Link-up receiver

1. Underground receiver

Underground signage

2. Display on signage

News

3. Touch Felica

Content frame

5. Store discounts or mobile site access

4. Coupons and deals at mobile address

Live transmission device
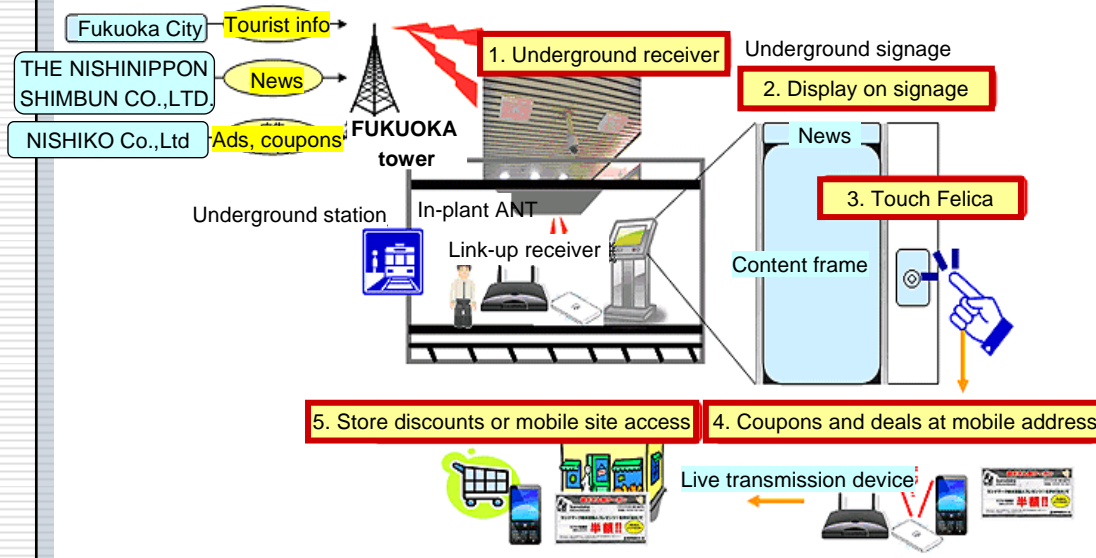
◯ Nature of trial
Automatic/storage broadcast using IPDC for digital signage. Displaying tourism and news, with 15 second advertising. Enabling coupons and mobile site addresses for use by Osaifu Keitai* users.

◯ Cooperating entities
Fukuoka City Council (equipment sites and tourist information)
THE NISHINIPPON SHIMBUN CO.,LTD. (news content）NISHIKO Co.,Ltd (advertising related)

※Ubiquitous region: Regions specified by the Ministry of Internal Affairs and Communications under its ICT Reform Promotion Program and Program to Strengthen ICT International Competitiveness, in which new ubiquitous network services and technologies may be developed and trialed. Projects are being developed in 28 regions nationwide. Trials to be completed by March 31, 2011.

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15

● BPO

・**Joint "crowd sourcing" business with REALWORLD Co.**
⇒**evelink**（**see page 23**）

● IT Management

・**Joint China market entry business collaboration with local entity in China, Global Data Solutions Ltd. (see page 18)**

● Systems Development

・**Collaboration on AcroArts with Sega**（**see page 26**）
・**Participation in Fukuoka Ruby Business Promotion Council (FUKUOKA CSK)**

● Alliance with Sumisho Computer Systems

・**Joint procurement/buying**

・**Joint project pitching and implementation, etc.**

(7) Seeking business in overseas markets

■ **East Asia (China) business development**

● Sale of existing services and solutions

・ **Information security solutions 【JIEC】**

・ **Production process support series, RFID solutions, 【CSK IT Solution Company】**

※CSK PRESCENDO commencing research into business development in China

● Alliances with local corporations

・ <u>**Commencing China entry collaboration discussions with local China company Global Data Solutions**</u>

・ **Investigating alliance with SIer, others**

● Supporting China business development of existing clients

・ **Responding to shift of clients' systems divisions to China**

・ **Expanding services to Japanese companies in China (CSK Systems (Shanghai))**

■ Entry into China of IT Management Services

Based on 40 years' experience, shifting into China

Commenced discussions with Global Data Solutions

【Outline of Global Data Solutions】

Data Center Network

・Established 2000 （Suzhou Jiangsu business district)

・China's first DC Outsourcing Provider. Strong in financial DR

・Broad customer base spanning banks, securities companies, insurance, energy, manufacturing, distribution and government organizations

・Selected three times in Top 50 Service Provider

・ Awarded 2010 Best DC Outsourcing Service Provider prize

・Data centers in Peking, Shanghai, Shenzhen, Guangzhou, Seito, etc. (10 centers) with total of 20,000m^2 of infra service. Planning additional 10 centers (expanding by 300,000m^2)

Peking

Shanghai

Guangzhou   Shenzhen

★ Existing data centers

・ Planned data centers
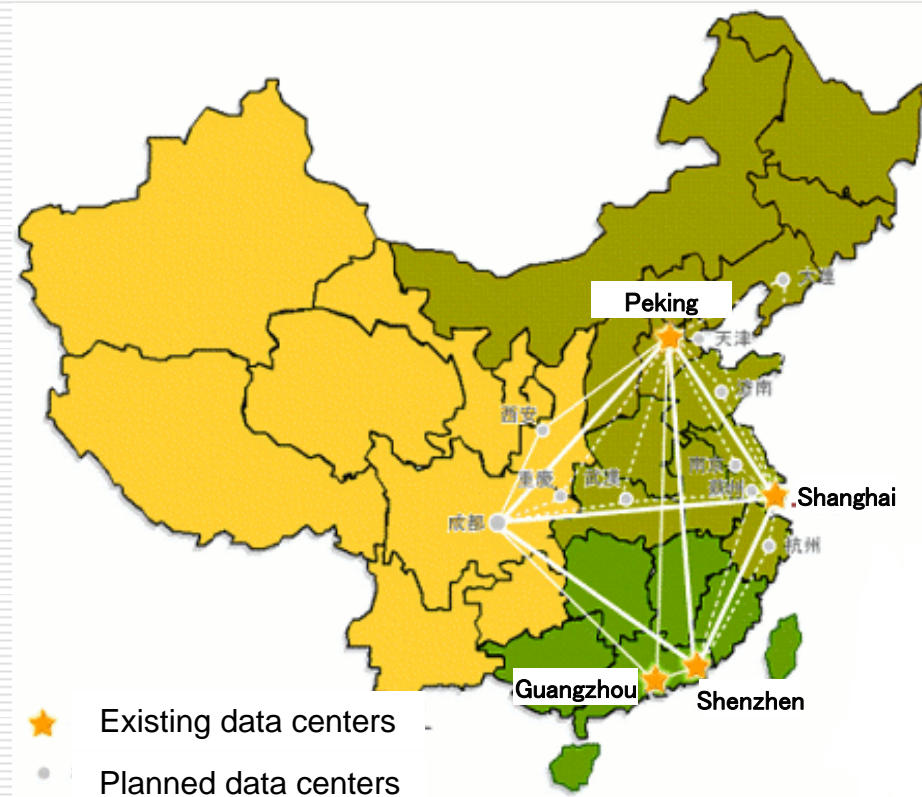
[Reference Material]

FY2011/3 – Q2 initiatives

Press Releases

■BPO

Company Name	Release Content	Release Date
CSK PRESCENDO	RENOWN, opens R-online "The Shop" online shopping site using full EC capabilities of CSK PRESCENDO	05/11/10
CSK ServiceWare	CSK ServiceWare to participate in Japan Contact Center education institute	06/04/10
CSK ServiceWare	CSK ServiceWare to begin sale of e-learning service for answering calls from customers	06/04/10
CSK ServiceWare	CSK ServiceWare and REALWORLD collaborate on crowd sourcing project; to offer cloud entry service in first collaborative project	07/06/10

■IT Management

Company Name	Release Content	Release Date
CSK-IT MANAGEMENT	MAEDA CORPORATION to introduce CSK-IT MANAGEMENT's USiZE, a volume charge-based outsourcing service featuring a private cloud environment	04/14/10
CSK-IT MANAGEMENT	REALCOM and CSK-ITM to collaborate to offer SharePoint/Exchange hosting service	04/30/10
CSK-IT MANAGEMENT	Yanmar Information System Service strengthens global solutions, achieves cost reductions of more than 10% through system consolidation, integration	05/10/10

■Systems Development

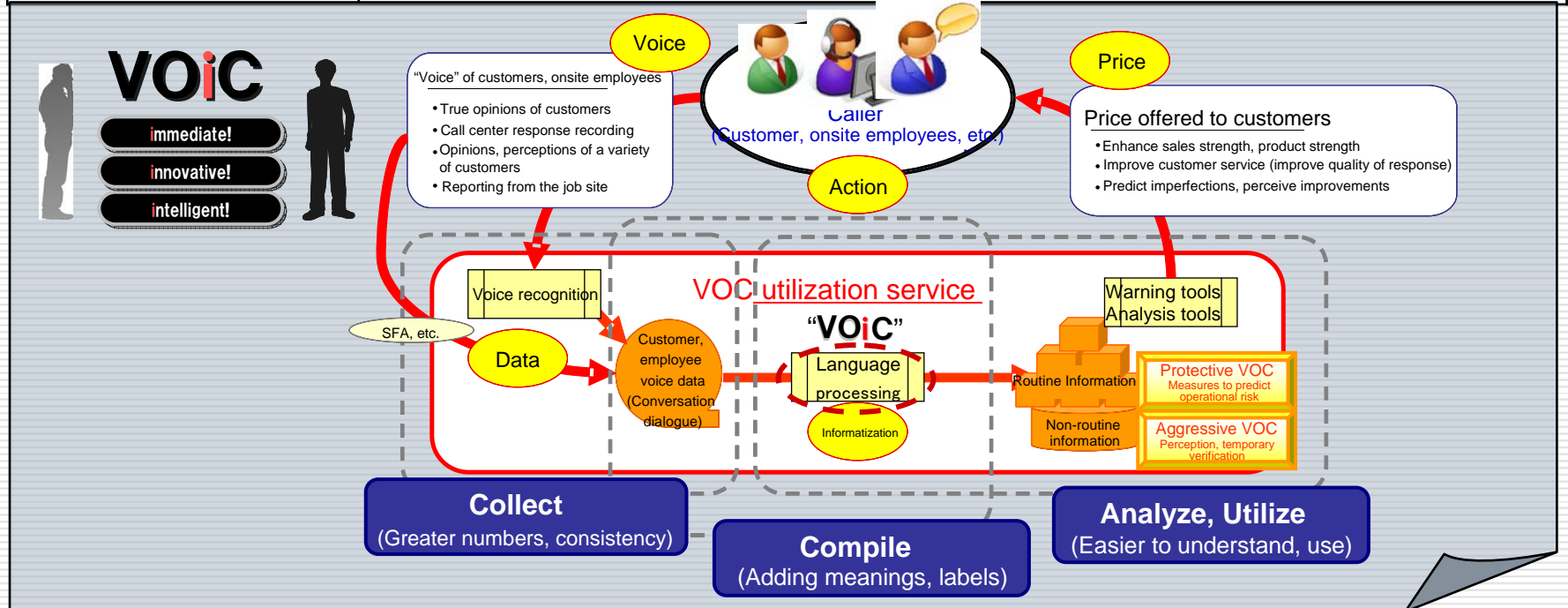| Company Name	Release Content	Release Date
CSK SYSTEMS	CSK SYSTEMS signs contract with Apple Japan for Apple Education VAR	04/01/10
CSK SYSTEMS	CSK SYSTEMS begins provision of SaaS global maintenance service system to Sansha Engineering Service	04/15/10
CSK SYSTEMS	CSK SYSTEMS to launch sale of "Operation Risk Control System for regional financial institutions	04/20/10
CSK Securities Service	CSK Securities Service to deliver Financial Market news service "CSK MarketViewer" on digital television	05/10/10
CSK SYSTEMS	CSK SYSTEMS to commence the full provision of JD Edwards EnterpriseOne production-by-order accounting solutions	05/24/10
CSK SYSTEMS	Kwansei Gakuin University introduces "Blackboard Learn" educational support system provided by CSK SYSTEMS	06/02/10
CSK SYSTEMS	CSK SYSTEMS to commence provision of CSK Private Cloud for Notes/Domino monthly volume charge service	06/15/10
CSK WinTechnology	Chinese and other language functions added to misdirected email prevention software, PlayBackMail	06/24/10

※mm/dd/yy

Company Name	Release Content	Release Date
CSK SYSTEMS	CSK SYSTEMS to commence provision of cooperative fraudulent card search service card to credit industry via cloud platform	06/30/10
CSK SYSTEMS	CSK SYSTEMS to launch hybrid cloud platform control software, PrimeCloud Controller	07/02/10
CSK SYSTEMS	CSK SYSTEMS commences provision of total bank account monitoring service, BankSavior, to Tokyo Star Bank	07/07/10
CSK SYSTEMS	CSK SYSTEMS to launch manufacturing support series RFID Recycle input assurance system, to prevent errors in the transport of recyclable resources and contribute to the improvement of recycling efficiency	07/08/10
CSK WinTechnology	CSK WinTechnology announces launch of activity and application streamline software and template compatible with "Smart Workflow" MicrosoftR SharePointR 2010,	07/13/10
CSK SYSTEMS	CSK SYSTEMS to host CAMP Cricket Workshop at the special exhibition hall of The Nagoya City Science Museum	07/15/10
CSK SYSTEMS	CSK SYSTEMS to launch sale of manufacturing support series "RFID maintenance data collection system" for collecting maintenance data and preventing equipment failure	07/15/10
CSK SYSTEMS	CSK SYSTEMS launch financial management consolidation solution for IFRS, "PrimeConsolidation For IFRS"	08/10/10
CSK SYSTEMS	CSK SYSTEMS and SEGA combine to provide Acroarts product to JVC (Victor Company of Japan)	08/24/10
CSK SYSTEMS	Takushoku University to introduce CSK SYSTEMS ePortfolio System as career building program	08/31/10
CSK SYSTEMS	Bayer Yakuhin uses Oracle Exadata to implement complete revamp of sales and marketing information platform	09/08/10
CSK SYSTEMS	CSK SYSTEMS launches sale of manufacturing support series "Inventory Management Pack" to support the inventory reduction cycle	09/09/10
CSK SYSTEMS	CSK SYSTEMS to launch sale of manufacturing support series "Progress Management Pack" to support improvements to productivity	09/14/10
CSK SYSTEMS	CSK SYSTEMS to launch Mieruka series products to support fast decision making	09/28/10
IT Solution Company	IT Solutions launches test broadcast of digital signage for Tenjin and NakasuKawabata stations on the Fukuoka City Subway system	10/07/10
IT Solution Company	CSK commences provision of total bank account monitoring service, BankSavior, to Keiyo Bank	10/18/10
IT Solution Company	CSK builds new information system platform for Hyakugo Bank; develops thin client on branch-wide scale	11/01/10
IT Solution Company	IT Solutions forms partnership with mobile access service CACHATTO to provide Otsuka Pharmaceutical with iPad-based mobile solution for medical representatives	11/02/10

■Prepaid Card

Company Name	Release Content	Release Date
QUO CARD	QUOCARD to be supported at Circle K Sunkus stores from July 14, 2010	06/25/10

※mm/dd/yy

VOC Voice of Customer information application service, VOiC

■Outline	A service which utilizes CSK's technological advantages in the area of language processing technology, to provide a support service which collects, compiles and analyzes customer feedback at call centers.
■Service characteristics and contents	<u>Combining the management capabilities of a call center operator and the technological capabilities of an IT vender to provide VOC collection, compilation, analysis and utilization processes in one single process.</u> 【Collection】Voice recognition technology used to turn call center conversations into sequential text format 【Compilation】Text analysis technology used to compile and analyze conversation text 【Analysis, Utilization】Achieving a more in-depth and simple analysis by integrating with business intelligence tools, combining production and sales data and other backbone information. ⇒ Partnered with CSK Group call center service to provide independent service

VOiC

immediate!
innovative!
intelligent!

Voice

Price

"Voice" of customers, onsite employees
• True opinions of customers
• Call center response recording
• Opinions, perceptions of a variety of customers
• Reporting from the job site

Caller
(Customer, onsite employees, etc.)

Action

Price offered to customers
• Enhance sales strength, product strength
• Improve customer service (improve quality of response)
• Predict imperfections, perceive improvements

VOC utilization service

"VOiC"

Voice recognition

SFA, etc.

Data

Customer, employee voice data (Conversation dialogue)

Language processing

Informatization

Warning tools
Analysis tools

Routine Information

Non-routine information

Protective VOC
Measures to predict operational risk

Aggressive VOC
Perception, temporary verification

Collect
(Greater numbers, consistency)

Compile
(Adding meanings, labels)

Analyze, Utilize
(Easier to understand, use)

Cloud entry service: evelink CSK ServiceWare

Business consolidation with REALWORLD on crowd sourcing project to offer cloud entry service

■Business alliance partner	REALWORLD Co., Ltd.
■Service outline	A service which provides data entry services for application forms, curriculum vitae, invoices, timesheets and other forms, in optimum format and at a lower price, while maintaining quality and security
■Future development	Continue to develop new services based on evelink™ new sourcing framework created through alliance with REALWORLD. Aiming for sales of ¥5 bn in 3 years.

○Hybrid sourcing model concept

●Stable supply
●Security

Time constraints

CSK Serviceware

4,000 employees
14 offices

Outsourcing

Business Alliance

Operator

évelink™

Success-based payment

●Speed
●Flexibility

2.5 million members
*Realworld service members
CROWD SOURCING

Flexibility, Reliability, Speed
Outsourcing, Crowd sourcing
HYBRID SOURCING
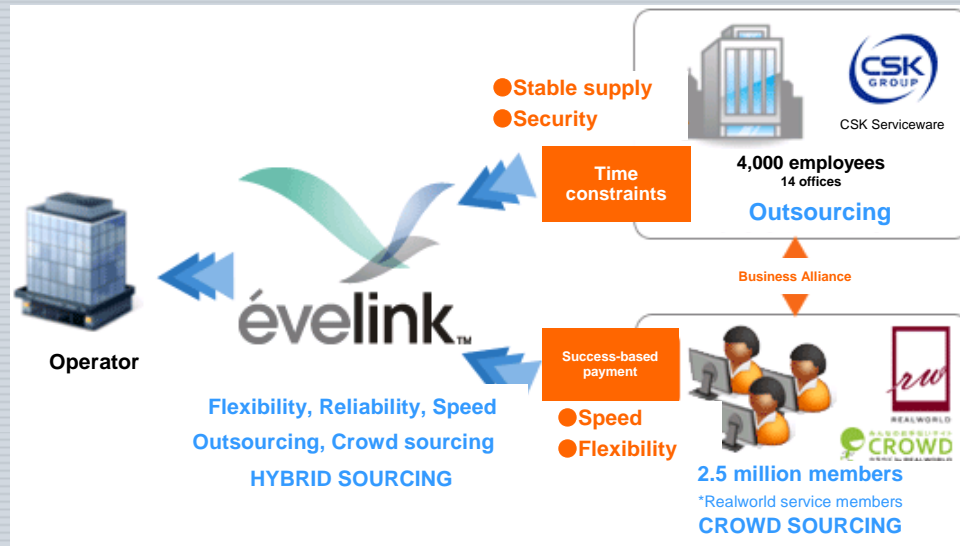
Example of compatible form ： Membership forms, registration forms, CVs, timesheets

Trial results
： CVs entry 48,672 items (error count：3)
： Entry precision in excess of 99.993%

* crowd Sourcing: A service which allows members who are unable to fix a time and location, to implement speedy and flexible processing of small-scale business deals through an internet web browser

* evelink™: Combining the words Every, and Link to form the name of the new business project representing this new sourcing format

*The products, service names, company names stated above are trademarks or registered trademarks of the respective companies

Volume charge-based Computing resource service: USiZE

■Service outline	A service which combines the management required for each resource/IT resource in the CSK data center, and charges according monthly usage volume
■Service advantages	·<u>Optimization of cost, quality, delivery time based on system characteristics and operational requirements</u> ·<u>Strong service results</u> ·<u>A service lineup that satisfies a wide range of customer needs</u>
■Main examples of product in use	·MAEDA CORPORATION ·DAIWA HOUSE INDUSTRY CO., LTD.

〇Outline of USiZE utility computing service
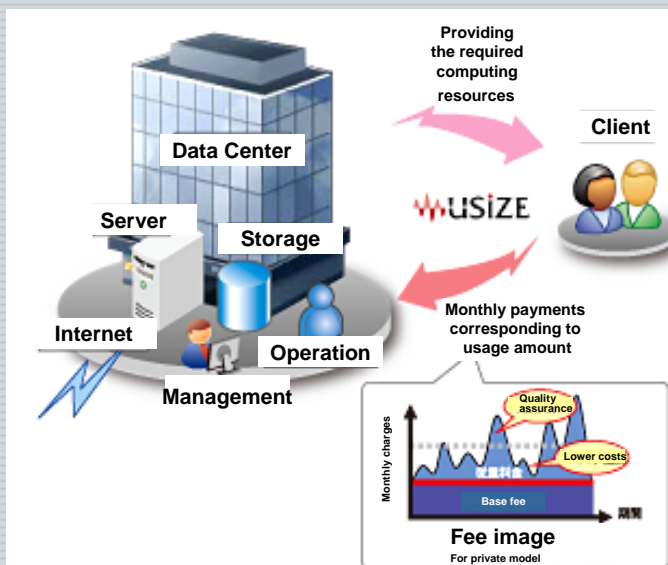
① Facility

A facility boasting the highest standards in the country.
High level security protecting the system
(uninterruptible power supply, ventilation system, high security system)

② IT Resource

Computer resources (servers/storage, etc.), network resources
(internet backbone, network equipment)

③ Operation

System operation (handling of IT resources)
(monitoring of power and capacity, troubleshooting,
maintenance, backup/restoration services)

④ Management

Service management of the IT services that support customers
business (Management of service level, management of
validity/efficiency/consistency, risk management)

Providing the required computing resources

Client

Data Center

Server

Storage

Internet

Operation

Management

Monthly payments corresponding to usage amount

Fee image
For private model

Quality assurance

Lower costs

Base fee

Monthly charges

USiZE virtual version,"Preset USiZE" was chosen for the Best Service Award in the Cloud Platform Service (IaaS/PaaS) section of the 1st Nikkei BP Cloud Rankings announced Sep. 28, 2010)

Cooperative fraudulent card search service (Currently preparing to launch)

■Outline	Fraudulent card search solutions used in the credit industry since 1997, developed into a service which utilizes a cloud environment
■Service contents and characteristics	・ Providing a fraudulent card search service in a shared cloud environment ・ Enhancing the speed and flexibility of fraudulent card searches ・ Enables the accumulation and analysis of information from multiple companies relating to fraudulent card use and trends in fraud and crimes 　⇒Enables a higher rate of detection, and fast detection/handling of new trends
■Future development	・Add "Credit industry-related operations system, and integrated bank account monitoring service, "BankSavior" ・Develop into BPO service including fraud/crime-related peripheral operations ・Focus on e-commerce business and other non face-to-face transactions, to develop a social platform for measures against fraudulent activities. *¥1bn sales in credit industry platform; sales are predicted to increase 10 times through expansion to other industries

Future image of cooperative fraudulent card search service

Increase target domain

Financial ━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━━ Non-financial

SI

Increase scope of operations

PrimeCloud Controller

Other cloud environments

cooperative fraudulent card search service

PRISM Four-S

Measures to increase volume

Aldebaran
CDScope
Affiliated store SP

BankSavior

USIZE

Non-face-to-face fraudulent card search service

Platform to prevent financial crimes

Credit card companies

Banks

EC Operators

PrimeTiaas

CSK Group　BPO center

Other processing　Operators

・Fraudulent activity monitoring
・Calling (in/out)
・Entry
・EC Fulfillment

Cooperative center

BPO

Collaboration with SEGA CORPORATION to provide Acroarts product to JVC (Victor Company of Japan, Limited)

■Outline	Supported JVC with the efficient development of the smart graphical user interface in its newly launched HD memory camera, " PICSIO"
■Initiatives	To enable the use of Acroarts in the PICSIO product, CSK provided (1) provisions to allow the runtime engine to work under the JVC product environment, (2) plug-in software that allowed JVC software to be used with Acroarts, (3) a comprehensive support service for the development of the product
■Future development	Utilize the loading technology of CSK and 3D graphics technology of SEGA, to promote/offer the Acroarts system to manufacturers of intelligent home appliances, etc., in a range of different industries

○Acroarts & Acroarts introduction service

①Integrated development environment

-- enables the writing of flowcharts, program objects structure, real GIU and rich effects, high-grade script language

-- Continuous improvements can be made by adding plug-ins

Creation

Specialized data

②Runtime (engine)

--An engine which runs data created in an integrated environment

--Advanced visual effects

--User plug-ins compatible without modifying source code

playback
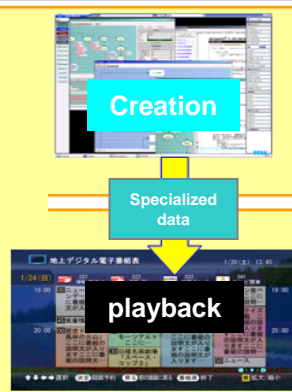
・While Acroarts is a development support tool for contents developed by SEGA, its capabilities can be applied in the development a range of different software for home appliances

・Proven to enhance development efficiency, while achieving an increase in the pricing of the product

CSK Acroarts introduction service

① Sale of development license

② Sale of runtime license

③ Implementation service, support

④ Application development service

⑤ Online support

⑥ Other support

○Application Advantages

Increased efficiency of user interface development, reduction in development time

*The products, service names, company names stated above are trademarks or registered trademarks of the respective companies

Hybrid Cloud Control Software - PrimeCloud Controller

■Outline	Control software which enables the simple creation of a safe and highly flexible hybrid cloud environment, through the combination of a public cloud environment and a private cloud environment (patent pending)
■Special characteristics	①Enables the integrated control of public/private cloud platforms using simple on-screen operation ②Compatible with Amazon's world renowned public cloud platform Amazon EC2, and private cloud platforms including high performing VMWare virtualization products and open source software Eucalyptus. Plan to expand to enable compatibility with NiftyCloud and Windows during current financial year. ③Once the cloud environment virtual server is launched, service settings are automatically loaded, and systems development and enhancement can be automated in approximately 20 minutes.
■Future development	Provide the product to general companies and service providers, aiming for 30 clients in 2010, and a future ultimate target of 100 clients

Basic revitalization policy (explained at investor presentation, November 2009)

CSK Group's vision

We intend to become a corporate group that provides customers with critical, highly optimized services that are constantly aligned with their needs, with the aim of achieving sustainable growth and development.

Rebuilding the CSK brand

Three areas of focus

Restore trust

Restore the trust of shareholders, customers, trading partners and employees.

Restore profitability

Transform to structure that enables generation of stable earnings through cost structure reform.

Restore growth potential

Strengthen existing businesses and use them as starting for opening new growth fields.