



IGNIS Reports FY2015 Second Quarter Results

IGNIS LTD.

Tokyo, Japan –May 13, 2015– IGNIS LTD. announced financial results for its fiscal 2015 second quarter ended September 30, 2015. IGNIS recorded net sales of ¥263 million and operating profit of ¥-140 for the second quarter.

FY2015 First Quarter Financial Summary

Millions of yen, rounded down

	FY2015 Q2	FY2015 Q1	QoQ Change	FY2014 Q2	YoY change
Net sales ¹	263	243	8.3%	435	-40%
Operating income ²	-140	-101	–	97	–
Ordinary income ³	-155	-117	–	96	–
Net income ⁴	-221	-89	–	53	–

Notes

1. Breakdown of FY2015 Q2 net sales: Free Native Apps sales ¥154 million, Free Content Model Hybrid Apps sales ¥29 million, and Native Social Games sales ¥80 million.
2. Costs of sales and selling and contribution were saved and keeping same level as previous year.
3. Ordinary income includes investment loss of ¥15 million.

Second Quarter FY2015 Business Highlights

- Compared to Q1, Sales was increased, however, Operating income was decreased. Increase of advertisement cost for “BOKU (Me) & Dragons” in Q2 was the main reason.
- Released, mainly small-sized, 13 titles of free native apps in Q2. However, yoy Sales was decreased because of the deterioration of MAU (Monthly Active User).
- Released 3 new comic titles of “free-content model hybrid apps” at the end of Q1. However, user acquisition for our free-content model hybrid app was lower than expected. The change in market environment seems to be the main reason.
- Release of native social game, “BOKU and Dragons” (Android: 20th, February,

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iOS: 12th, March) contributed to Sales. While the game itself is appreciated by our users, because of the delay in release, revenue from the apps was lower than originally forecasted.

For further information, see

URL : <http://1923.co.jp/en/ir/ir-library>

About IGNIS

IGNIS is a leading smartphone application company that is involved in planning, development, operation and sales of products. IGNIS's company philosophy is "Until we impact the world, we won't be satisfied." Since its establishment in May 2010, IGNIS has launched a wide range of smartphone applications, including utility tools, entertainment, games and more, which have resulted in an accumulated total of 80 million downloads as of March 2015. IGNIS has succeeded to produce many smash hit applications which have exceeded 1 million downloads to date, precisely meeting a huge variety of needs for smartphone users. Through challenging and developing new genre, IGNIS aims to create internet services establishing "new standards" over and over again.

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