

Second Quarter Results Presentation, Fiscal Year 2010

August 5, 2010

GMO Internet, Inc.

(TSE First Section: 9449)

◆ **Supplementary Materials** ◆

1. GMO Internet Group

2. Web Infrastructure
& Ecommerce

3. Internet Media

4. Business model
& Growth Strategy

1. GMO Internet Group

TSE 1st Section: 9449



FY2010 1st Quarter – Scope of Consolidation

1. GMO Internet Group

2. Web Infrastructure & Ecommerce

3. Internet Media

4. Business model & Growth Strategy

| Business Segment | 2010 Fiscal Year 1 st Quarter | | 2010 Fiscal Year 2 nd Quarter | | Notes | |
|--------------------------------|---|---------------------------------|---|---------------------------------|--------|--|
| | Company Name | Proportion of Voting Rights (%) | Company Name | Proportion of Voting Rights (%) | | |
| Web Infrastructure & Ecommerce | GMO Internet, Inc. | Parent | GMO Internet, Inc. | Parent | | |
| | GMO Hosting & Security, Inc | 51.2 | GMO Hosting & Security, Inc | 51.2 | | |
| | GlobalSign K.K. | (89.8) | GlobalSign K.K. | (89.8) | | |
| | GlobalSign Ltd. (England) | (100.0) | GlobalSign Ltd. (England) | (100.0) | | |
| | GlobalSign NV (Belgium) | (100.0) | GlobalSign NV (Belgium) | (100.0) | | |
| | GlobalSign, Inc. (US) | (100.0) | GlobalSign, Inc. (US) | (100.0) | | |
| | Toriton, Inc. | (100.0) | Toriton, Inc. | (100.0) | | |
| | Hosting & Security, INC. (US) | (51.2) | Hosting & Security, INC. (US) | (51.2) | | |
| | @YMC Corporation | (100.0) | @YMC Corporation | (100.0) | | |
| | GMO Fast Translation, Inc. | (70.0) | GMO Fast Translation, Inc. | (70.0) | | |
| | GMO Managed Hosting, Inc. | (100.0) | GMO Payment Gateway, Inc. | 52.3 | | |
| | GMO Payment Gateway, Inc. | 52.3 | Epsilon, Inc. | (100.0) | | |
| | Epsilon, Inc. | (100.0) | Social Appli Payment Service, Inc. | (100.0) | | |
| | Social Appli Payment Service, Inc. | (100.0) | Consumer Open Center Ltd. | (18.7) | | |
| | Consumer Open Center Ltd. | (18.7) | paperboy & co. Inc. | 62.6 | | |
| | paperboy & co. Inc. | 62.6 | GMO MAKESHOP Co., Ltd | 58.7 | | |
| | GMO MAKESHOP Co., Ltd | 58.7 | GMO System Consulting, Inc. | 92.5 | | |
| | GMO System Consulting, Inc. | 92.5 | GMO DIGITAL DISTRIBUTION, Inc. | (90.9) | | |
| | GMO DIGITAL DISTRIBUTION, Inc. | (90.9) | GMO Solution Partner, Inc. | 97.6 | | |
| | GMO Solution Partner, Inc. | 93.0 | INTERNET Number Corporation | (100.0) | | |
| | INTERNET Number Corporation | (100.0) | GMO Creators Network, Inc. | 66.7 | | |
| | GMO Creators Network, Inc. | 66.7 | Communication Telecom, Inc. | (100.0) | | |
| | Communication Telecom, Inc. | (100.0) | CMT, Inc. | (100.0) | | |
| | CMT, Inc. | (100.0) | GMO Registry, Inc. | 100.0 | | |
| | | | | | | |
| | Internet Media | GMO AD Holdings, Inc. | 100.0 | GMO AD Holdings, Inc. | 100.0 | |
| | | GMO AD Partners Inc. | (50.1) | GMO AD Partners Inc. | (50.1) | |
| GMO Mobile, Inc. | | (100.0) | GMO Mobile, Inc. | (100.0) | | |
| Seed Technology, Inc. | | (100.0) | Seed Technology, Inc. | (100.0) | | |
| NIKKO, Inc. | | (100.0) | Sanow, Inc. | (100.0) | | |
| GMO Research, Inc | | 78.2 | NIKKO, Inc. | (100.0) | | |
| GMO Media Holdings, Inc. | | 100.0 | GMO Research, Inc | 78.2 | | |
| GMO Media, Inc. | | (77.2) | GMO Media Holdings, Inc. | 100.0 | | |
| JWord, Inc. | | 70.8 | GMO Media, Inc. | (77.2) | | |
| BOM, Inc. | | 100.0 | JWord, Inc. | 70.8 | | |
| GMO Marketing, Inc. | | 51.0 | BOM, Inc. | 100.0 | | |
| GMO SEO Technology, Inc. | | 51.0 | GMO Marketing, Inc. | 51.0 | | |
| Japan Market Intelligence | | (100.0) | GMO SEO Technology, Inc. | 51.0 | | |
| and 9 other companies | | | GMO Japan Market Intelligence | (100.0) | | |
| | | and 14 other companies | | | | |
| Other Businesses | GMO Venture Partners, Inc. | 100.0 | GMO Venture Partners, Inc. | 100.0 | | |
| | GMO Venture Partners Investment Limited Partnership | (71.4) | GMO Venture Partners Investment Limited Partnership | (71.4) | | |
| | Blog Business Fund Investment Limited Partnership | (19.8) | Blog Business Fund Investment Limited Partnership | (19.8) | | |
| | | | | | | |

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Listed Subsidiaries





1. GMO Internet Group

2. Web Infrastructure
& Ecommerce

3. Internet Media

4. Business model
& Growth Strategy

(JPY millions)

| |  |  |  |  |
|------------------|---|--|---|---|
| Stock Code | TSE Mothers (3788) | TSE 1 st Section (3769) | OSE Hercules (4784) | JASDAQ (3633) |
| Fiscal Term | Q2 FYE 12/2010 | Q3 FYE 9/2010 | Q2 FYE 12/2010 | Q2 FYE 12/2010 |
| Sales | 2,059 | 801 | 1,345 | 762 |
| Operating Profit | 276 | 299 | 20 | 117 |
| Ordinary Profit | 287 | 295 | 41 | 111 |
| Net Profit | 161 | 149 | 25 | 64 |

*Figures taken from each company's quarterly P/L statement

TSE 1st Section: 9449

Summary of Sales by Business

(JPY millions)

1. GMO Internet Group

2. Web Infrastructure & Ecommerce

3. Internet Media

4. Business model & Growth Strategy

| Business | Q2/2009 | Q3/2009 | Q4/2009 | Q1/2010 | Q2/2010 |
|--|--------------|--------------|--------------|--------------|---------------|
| ◆ Web Infrastructure & EC ◆ | | | | | |
| Internet Access Provider | 307 | 295 | 285 | 280 | 274 |
| Domain | 615 | 520 | 502 | 571 | 567 |
| Web Hosting | 2,260 | 2,256 | 2,251 | 2,278 | 2,295 |
| EC Solutions & Web Development | 440 | 418 | 420 | 468 | 443 |
| Security | 326 | 304 | 349 | 367 | 410 |
| Payment Processing | 627 | 662 | 710 | 753 | 777 |
| Other | 59 | 84 | 104 | 185 | 197 |
| Segment Total | 4,636 | 4,541 | 4,624 | 4,905 | 4,965 |
| ◆ Internet Media ◆ | | | | | |
| Internet Media & Search Media | 2,460 | 2,988 | 2,779 | 2,722 | 2,788 |
| Internet Advertising Agencies | 2,280 | 2,217 | 2,166 | 2,328 | 2,374 |
| Other | 272 | 274 | 269 | 314 | 287 |
| Adjustment for internal transactions | -191 | -194 | -175 | -147 | -186 |
| Segment Total | 4,822 | 5,286 | 5,039 | 5,217 | 5,264 |
| ◆ Other Businesses ◆ | | | | | |
| Other | 18 | 1 | 1 | 1 | 406 |
| Adjustment for internal transactions | 18 | 1 | 1 | 1 | 406 |
| Segment Total | -172 | -150 | -126 | -154 | -146 |
| Consolidated Sales | 9,304 | 9,679 | 9,538 | 9,969 | 10,490 |

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Costs and Cost Composition (Consolidated)

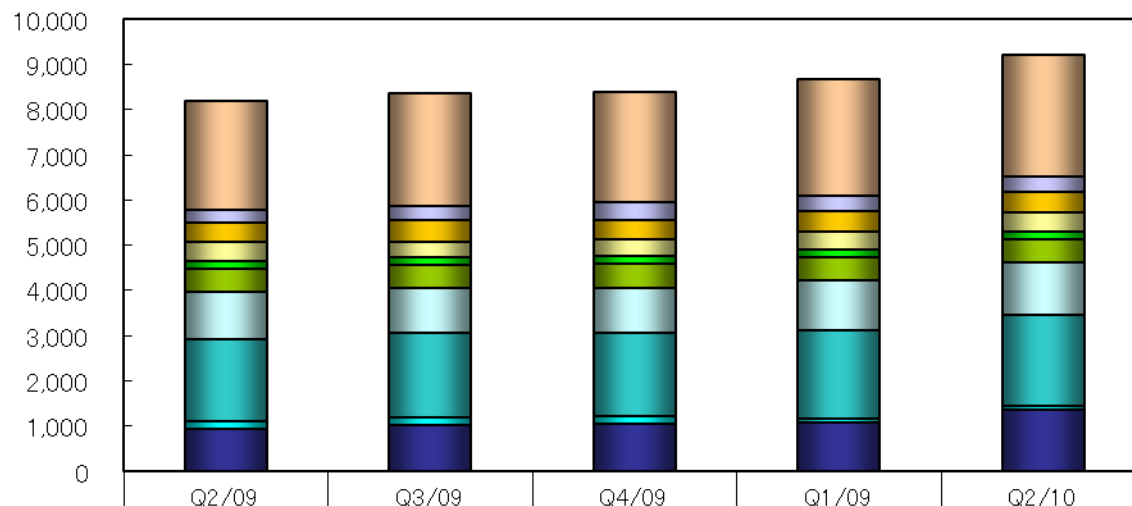
1. GMO Internet Group

2. Web Infrastructure & Ecommerce

3. Internet Media

4. Business model & Growth Strategy

(JPY millions)



| | Q2/09 | Q3/09 | Q4/09 | Q1/09 | Q2/10 |
|--------------------------------------|-------|-------|-------|-------|-------|
| Cost of Sales and SGA Total | 8,198 | 8,367 | 8,410 | 8,687 | 9,208 |
| Human Resources | 2,420 | 2,493 | 2,460 | 2,581 | 2,682 |
| Advertising and Promotion Costs | 263 | 316 | 376 | 338 | 347 |
| Depreciation and Rental Costs | 448 | 470 | 424 | 450 | 454 |
| Outsourcing/Sub contracting expenses | 413 | 352 | 373 | 407 | 413 |
| Communication Costs | 171 | 171 | 166 | 169 | 172 |
| Rent | 516 | 513 | 542 | 517 | 510 |
| Commission Paid | 1,050 | 977 | 1,014 | 1,106 | 1,164 |
| Media Costs | 1,795 | 1,883 | 1,838 | 1,958 | 2,014 |
| Goodwill Amortization | 184 | 173 | 169 | 73 | 80 |
| Other | 934 | 1,015 | 1,044 | 1,084 | 1,368 |

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1. GMO Internet Group

2. Web Infrastructure
& Ecommerce

3. Internet Media

4. Business model
& Growth Strategy

2. Web Infrastructure & Ecommerce

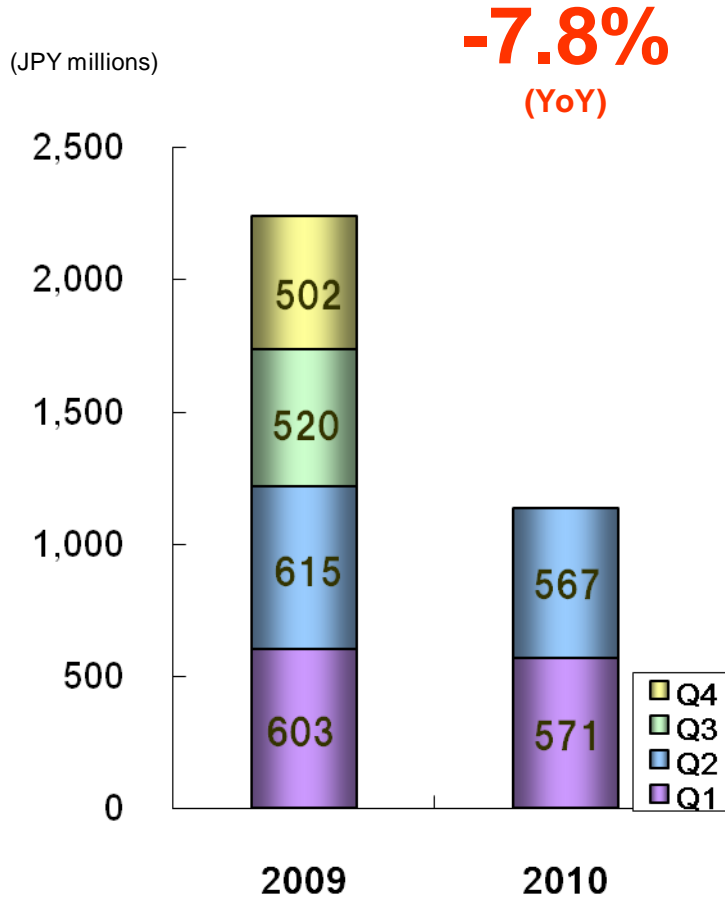
TSE 1st Section: 9449



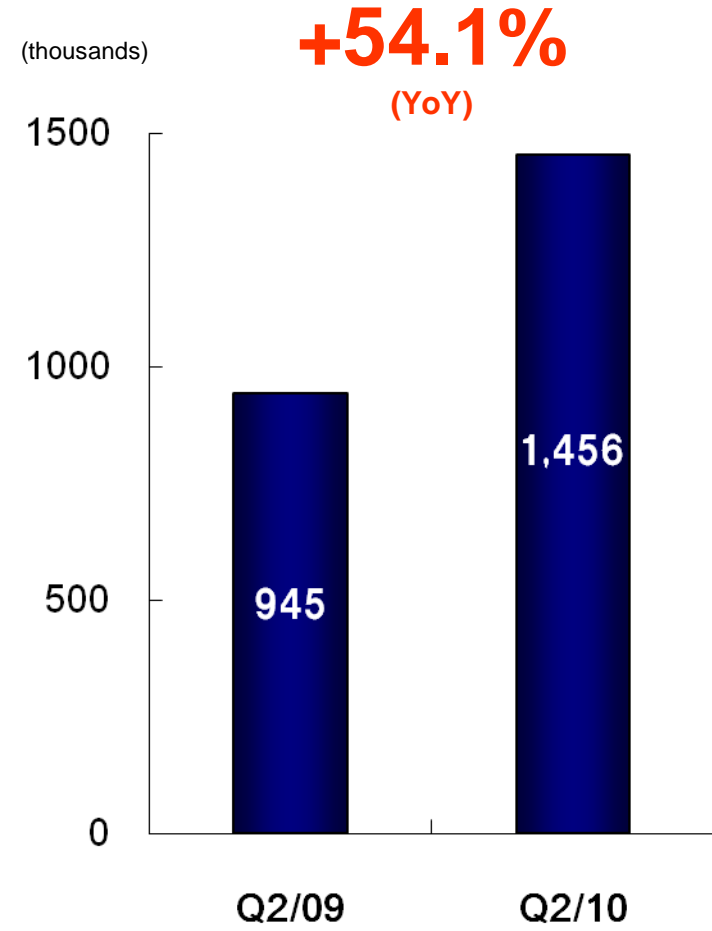
Domains Registration – Key Factors

- 1. GMO Internet Group
- 2. Web Infrastructure & Ecommerce
- 3. Internet Media
- 4. Business model & Growth Strategy

Sales



Registrations



TSE 1st Section: 9449



New Domains and Domain Renewals

1. GMO Internet Group

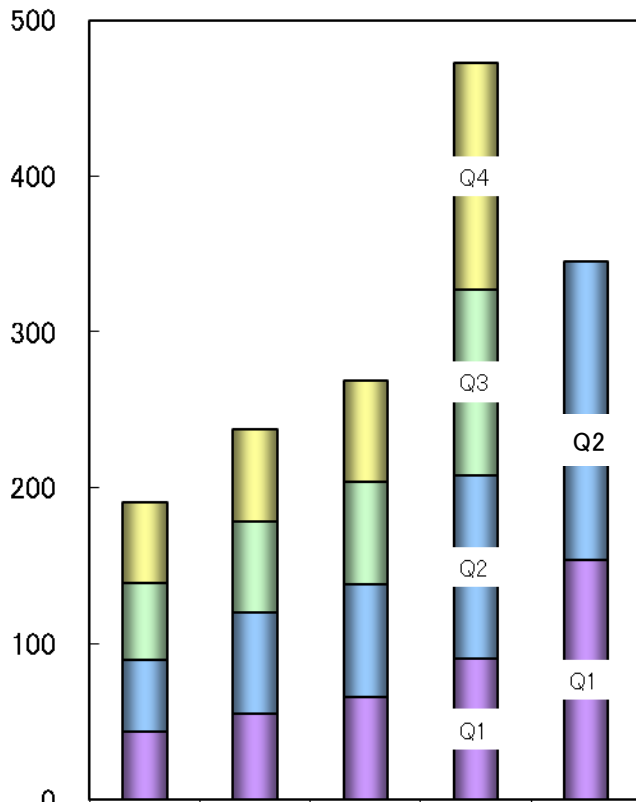
2. Web Infrastructure & Ecommerce

3. Internet Media

4. Business model & Growth Strategy

New Domain Registrations

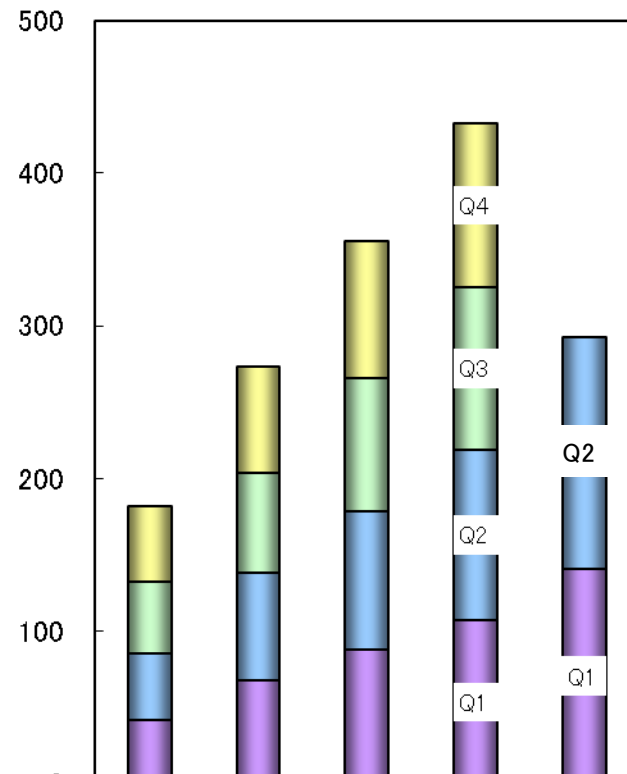
(thousands)



| | 2006 | 2007 | 2008 | 2009 | 2010 |
|----|--------|--------|--------|---------|---------|
| Q4 | 51,353 | 58,631 | 65,229 | 144,897 | |
| Q3 | 49,714 | 58,615 | 65,723 | 119,141 | |
| Q2 | 45,631 | 65,066 | 72,211 | 118,096 | 191,536 |
| Q1 | 43,833 | 54,837 | 65,933 | 90,201 | 153,679 |

Renewals

(thousands)



| | 2006 | 2007 | 2008 | 2009 | 2010 |
|----|--------|--------|--------|---------|---------|
| Q4 | 49,290 | 69,400 | 89,557 | 107,524 | |
| Q3 | 47,028 | 65,603 | 87,161 | 106,543 | |
| Q2 | 43,693 | 70,630 | 90,925 | 111,495 | 151,682 |
| Q1 | 42,000 | 67,826 | 87,632 | 107,237 | 141,096 |

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Domain Registration

1. GMO Internet Group

2. Web Infrastructure & Ecommerce

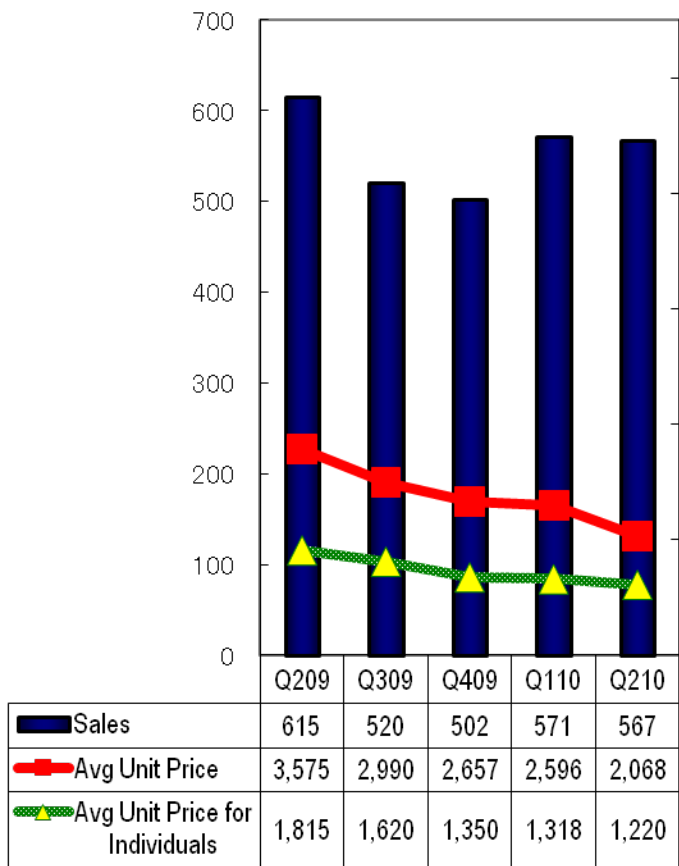
3. Internet Media

4. Business model & Growth Strategy

Sales

sales (JPY millions)

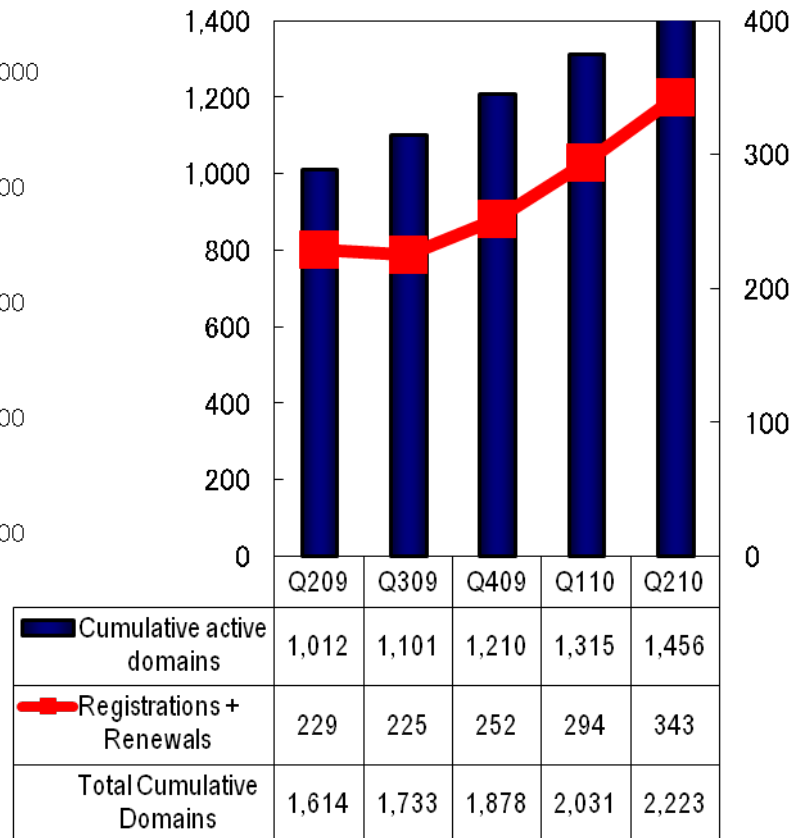
unit price (JPY)



Domain Registrations

cumulative active domains (thousands)

registrations + renewals (thousands)



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Web Hosting – Key Factors

1. GMO Internet Group

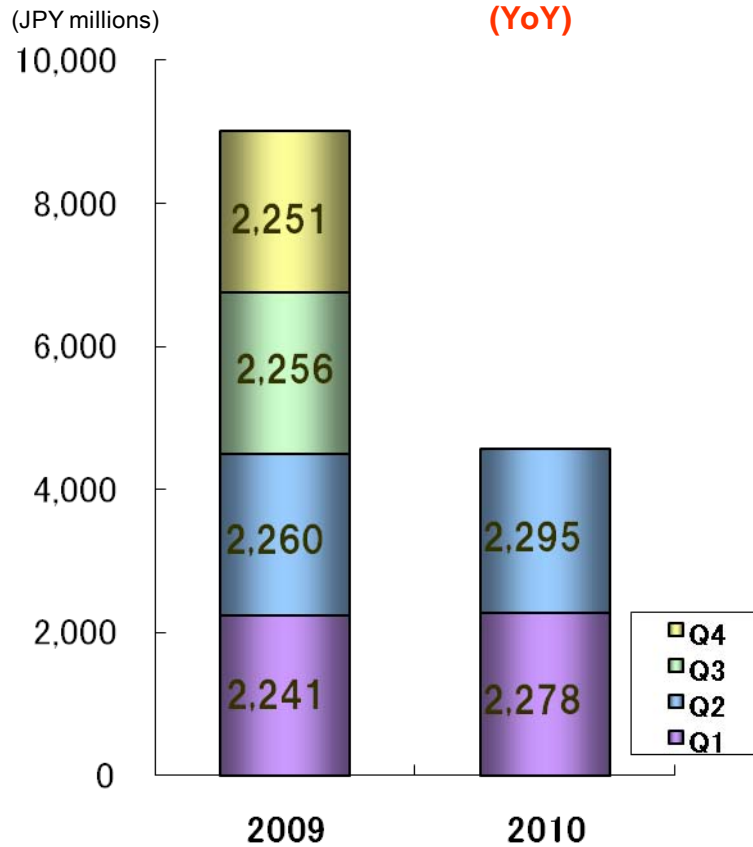
2. Web Infrastructure & Ecommerce

3. Internet Media

4. Business model & Growth Strategy

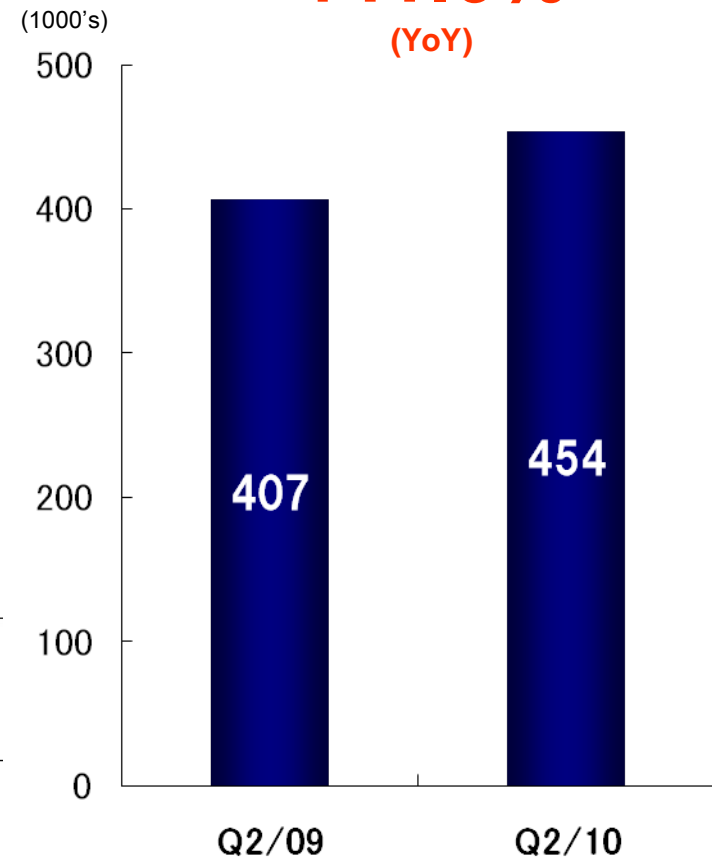
Sales

+1.6%
(YoY)



Contracts

+11.6%
(YoY)



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Web Hosting

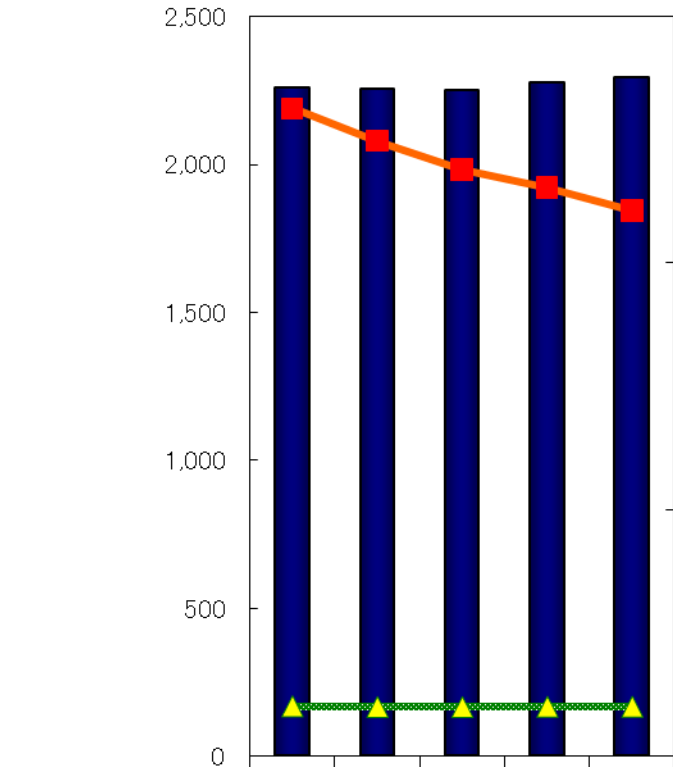
1. GMO Internet Group

2. Web Infrastructure & Ecommerce

3. Internet Media

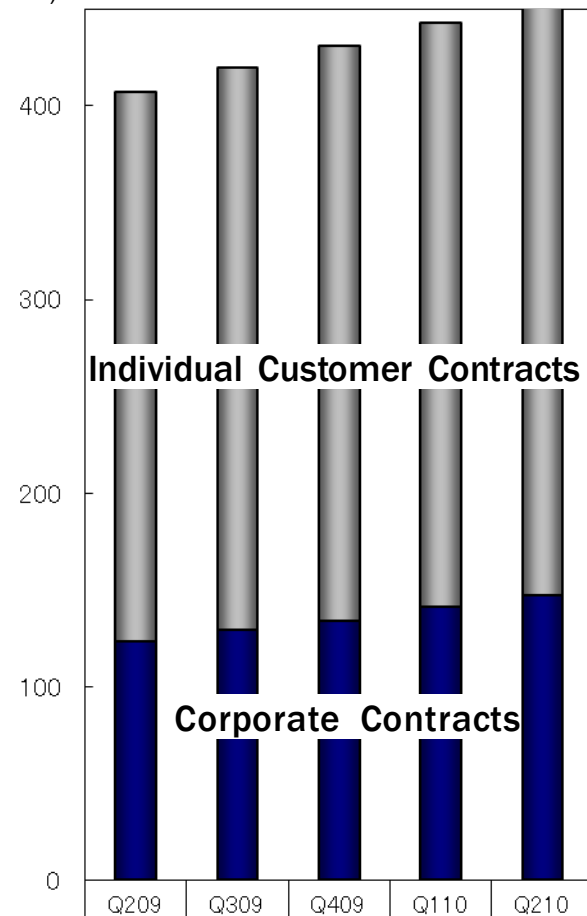
4. Business model & Growth Strategy

Sales
sales (JPY millions) unit price (JPY) (thousands)



| | | | | | |
|-------------------------------|-------|-------|-------|-------|-------|
| ■ Sales | 2,260 | 2,256 | 2,251 | 2,278 | 2,295 |
| —■ Avg Revenue per Company | 5,253 | 4,992 | 4,760 | 4,612 | 4,424 |
| —▲ Avg Revenue per Individual | 400 | 395 | 394 | 397 | 397 |

Contracts



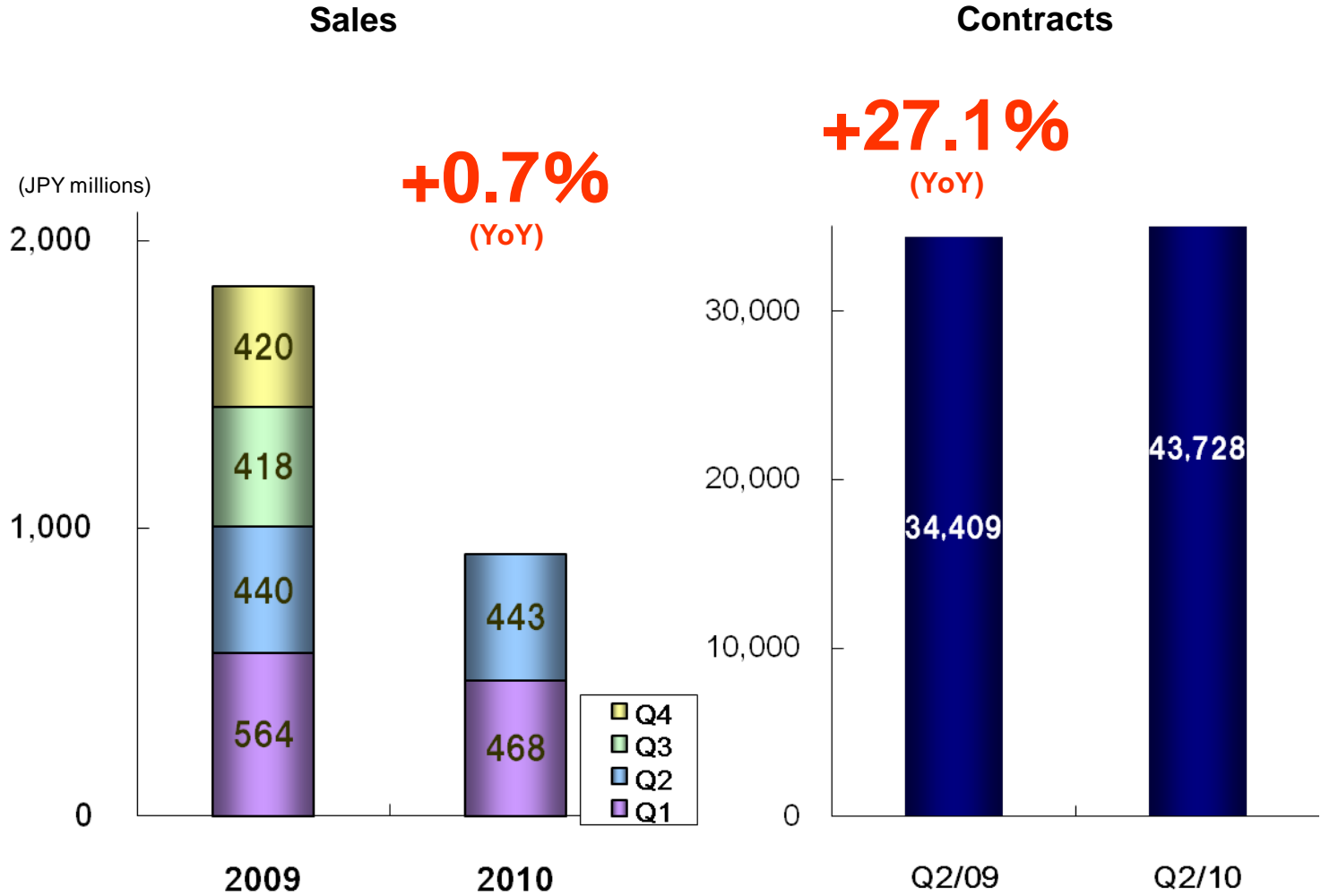
| | | | | | |
|------------------------|-----|-----|-----|-----|-----|
| ■ Individual Contracts | 284 | 291 | 297 | 302 | 307 |
| ■ Corporate Contracts | 123 | 129 | 134 | 141 | 147 |

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EC Solutions & Web Development Business - Key Factors

- 1. GMO Internet Group
- 2. Web Infrastructure & Ecommerce
- 3. Internet Media
- 4. Business model & Growth Strategy



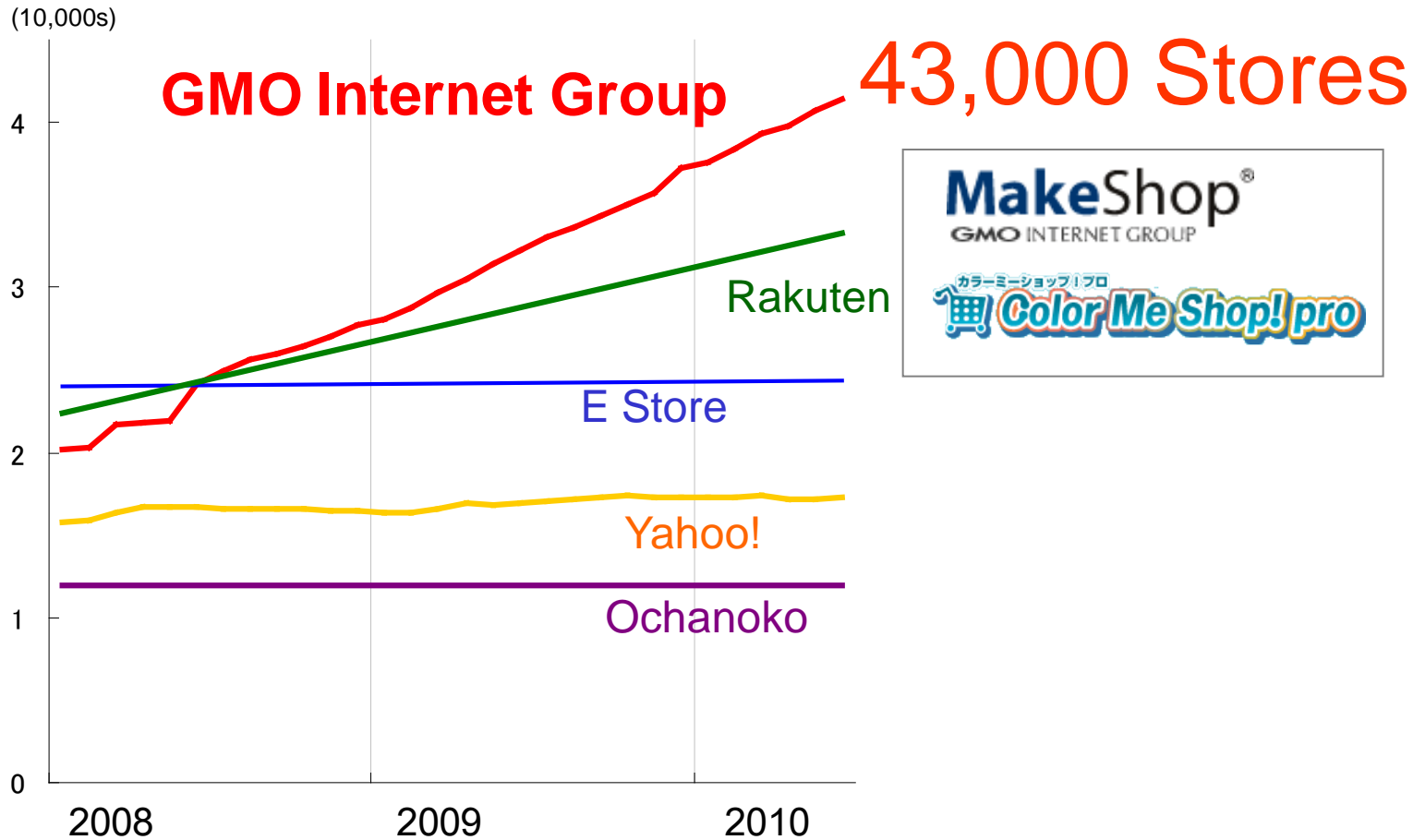
TSE 1st Section: 9449



Ecommerce Store Contracts - Competitor Comparison

- 1. GMO Internet Group
- 2. Web Infrastructure & Ecommerce
- 3. Internet Media
- 4. Business model & Growth Strategy

Ecommerce Competitor Comparison



TSE 1st Section: 9449



*No. of merchant contracts (ex. OEM)
 *Chart compiled by GMO Internet using documents obtained from the respective company website






Ecommerce Business Parameters

1. GMO Internet Group

2. Web Infrastructure & Ecommerce

3. Internet Media

4. Business model & Growth Strategy

| |  |  | Total |
|---|--|---|------------------|
| Stores  | 28,000 | 15,000 | 43,000 |
| Value of Orders  (Quarterly) | JPY12.9B | JPY15.3B | JPY 28.2B |
| No. of Orders  (Quarterly) | 1.31M | 950,000 | 2.27M |

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(As of Q2 2010)

(All figures rounded down)

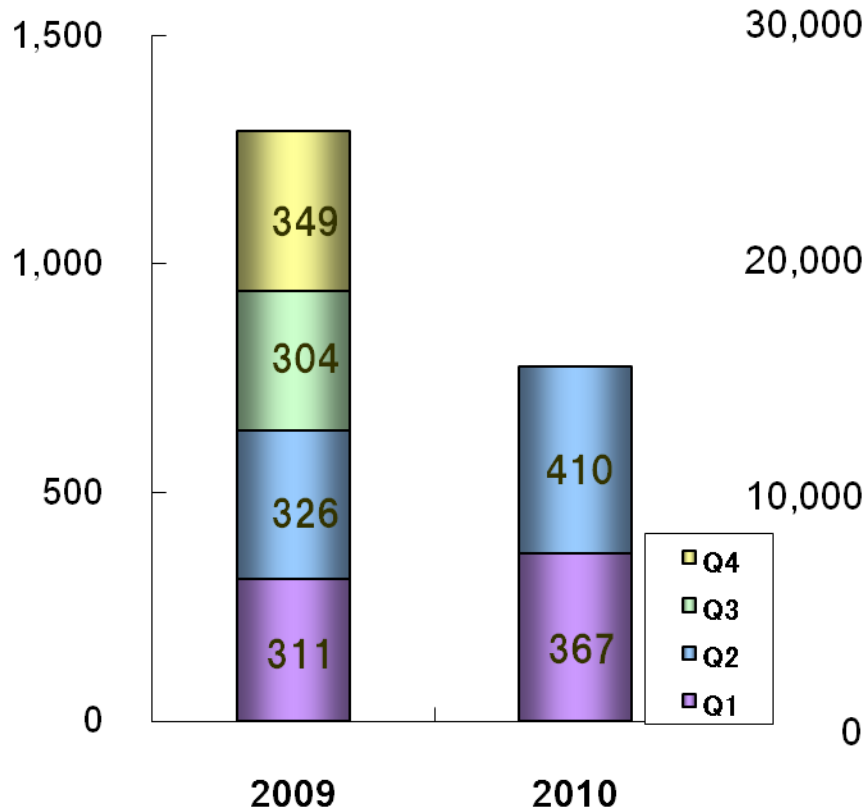
Security Business – Key Factors

- 1. GMO Internet Group
- 2. Web Infrastructure & Ecommerce
- 3. Internet Media
- 4. Business model & Growth Strategy

Sales

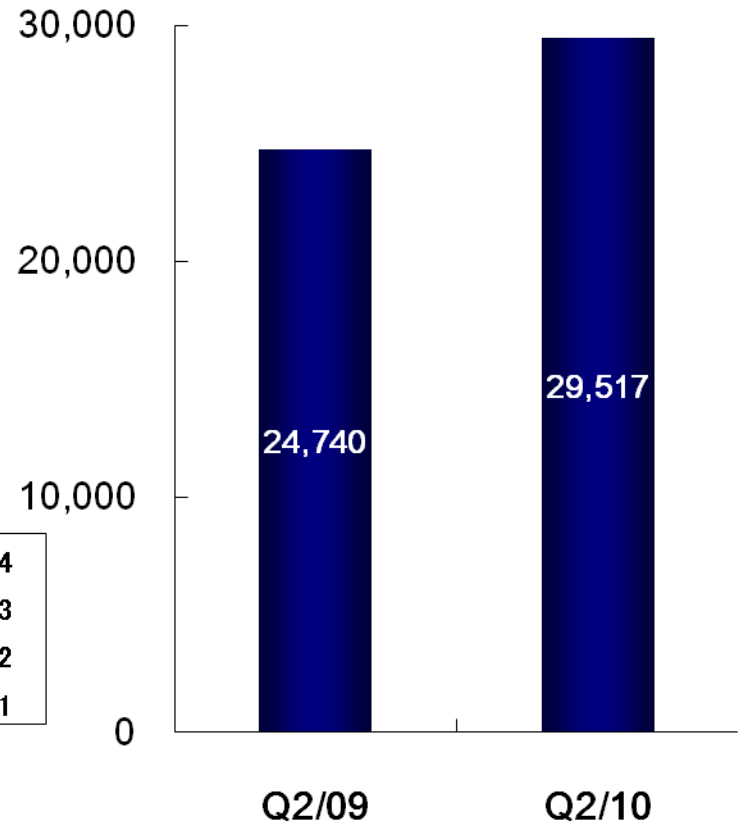
+25.7%
(YoY)

(JPY millions)



Certificates Issued
(cumulative/domestic only)

+19.3%
(YoY)



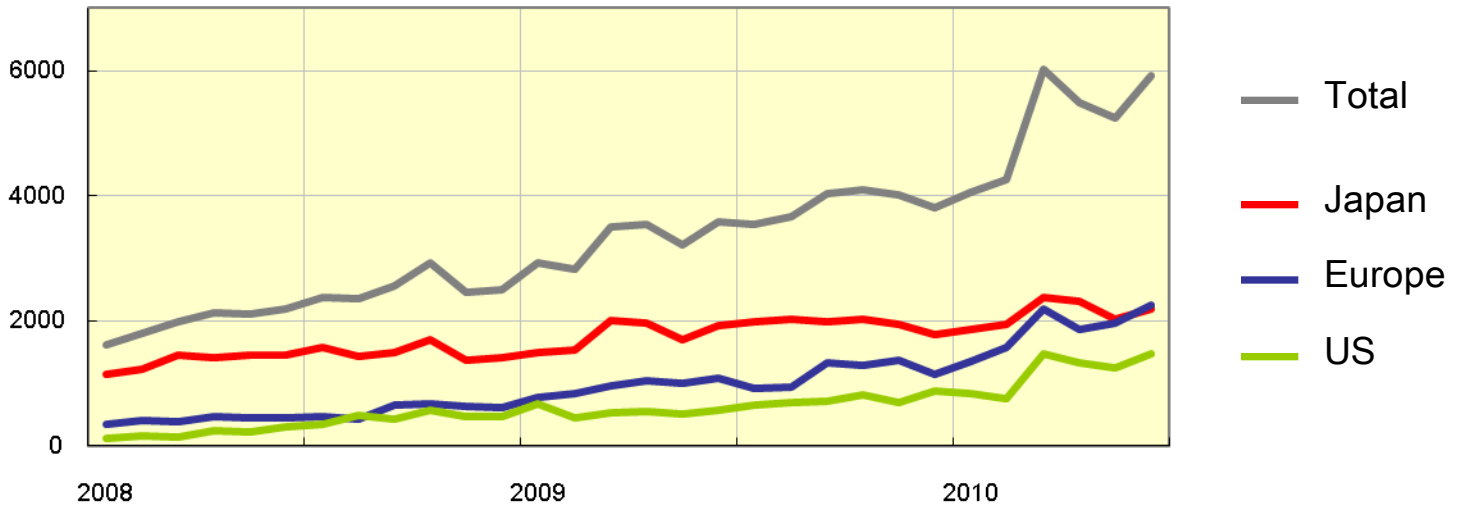
TSE 1st Section: 9449



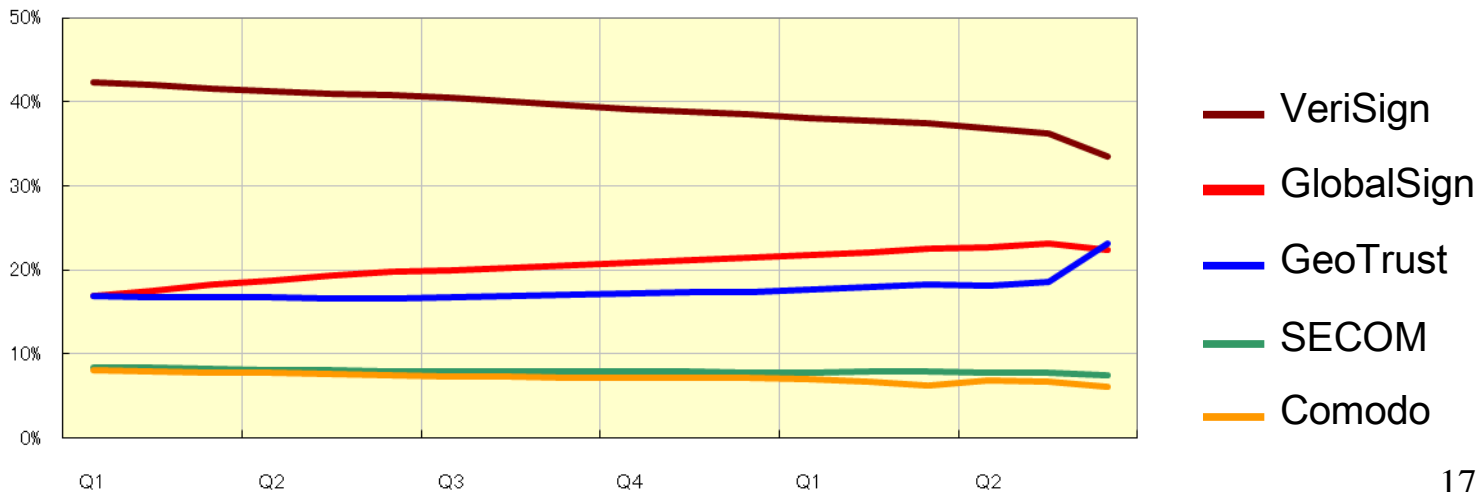
Security Business – Key Factors

- 1. GMO Internet Group
- 2. Web Infrastructure & Ecommerce
- 3. Internet Media
- 4. Business model & Growth Strategy

Monthly Certificate Issues by Region (New and Renewed)



Domestic Market Share



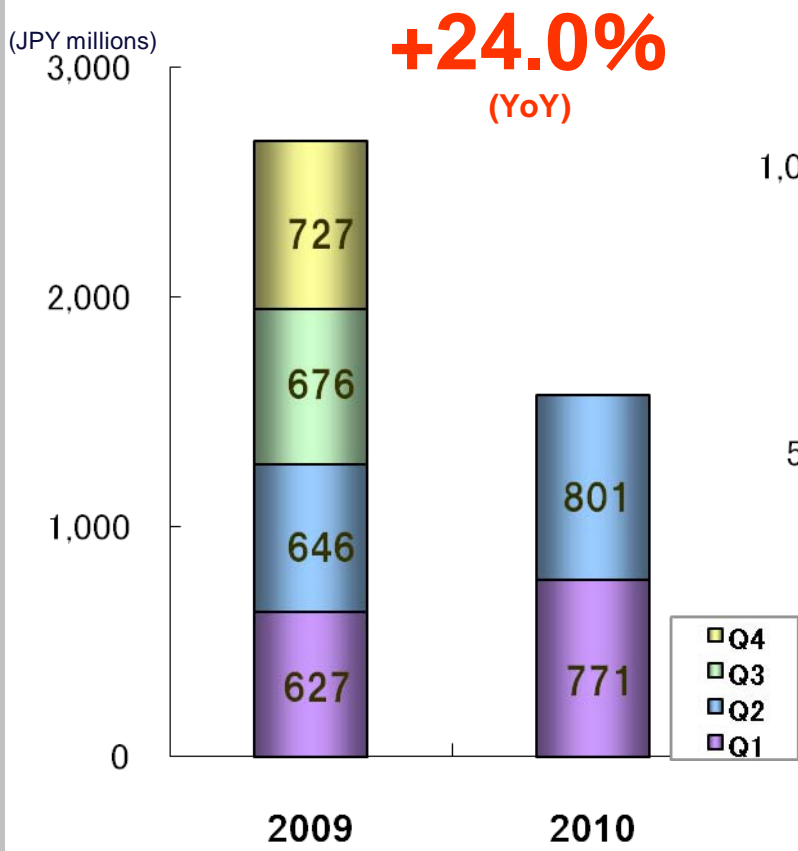
TSE 1st Section: 9449



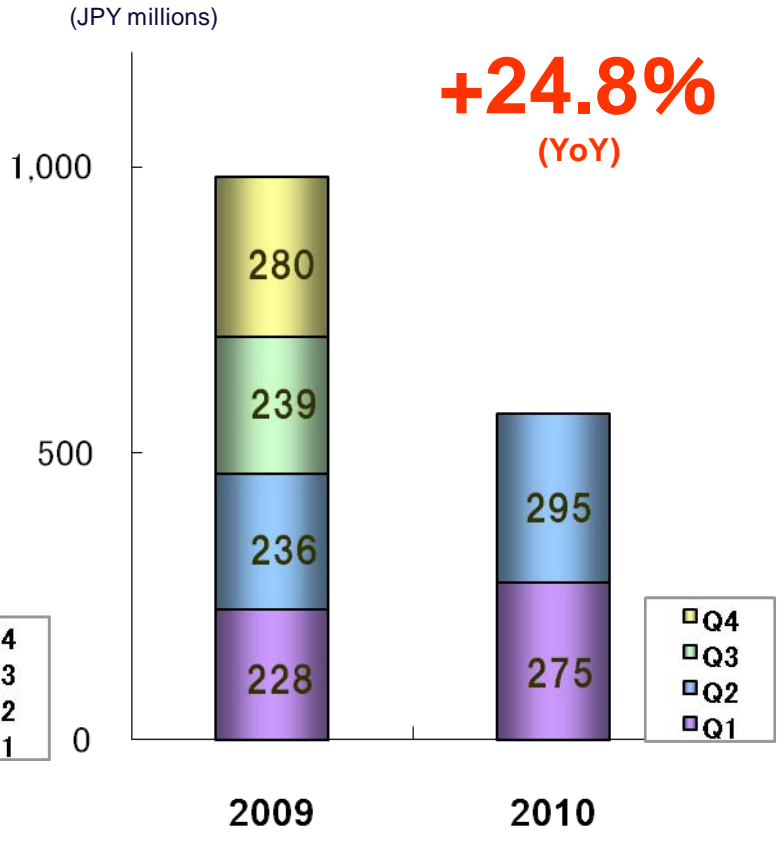
Credit Card Payment Processing Business - Key Factors

- 1. GMO Internet Group
- 2. Web Infrastructure & Ecommerce
- 3. Internet Media
- 4. Business model & Growth Strategy

Sales



Ordinary Profit



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1. GMO Internet Group

2. Web Infrastructure
& Ecommerce

3. Internet Media

4. Business Model
& Growth Strategy

4. Business Model & Growth Strategy

TSE 1st Section: 9449



The GMO Internet Group

- 1. GMO Internet Group
- 2. Web Infrastructure & Ecommerce
- 3. Internet Media
- 4. Business Model & Growth Strategy

Striving to be the “Internet Department” to Japan

The company that has most increased the number of websites (volume of information) on the Internet in Japan



TSE 1st Section: 9449



Services

1. GMO Internet Group

2. Web Infrastructure & Ecommerce

3. Internet Media

4. Business Model & Growth Strategy

Web Infrastructure & Ecommerce Segment

Everything required to publish information on the Internet

Domain Registration
Addresses for the Internet

http://www

ドメイン取るなら **お名前.com**

Web Hosting
Website and email data storage



Security
Data encryption

SSLはグローバルサイン

商品一覧

| 商品名 | 数量 | 小計 | 消費税 |
|---|----|---------|-----|
| KumagaiStyleオリジナル システム手帳 (リインダー) | 1 | 28,200円 | 3% |
| KumagaiStyleオリジナル システム手帳 (リインダー) ポケット「ブラック」 | 1 | 15,700円 | 3% |
| 【2008年度版】 スターターバック | 1 | 7,300円 | 3% |
| 商品合計 (税込) | | 49,300円 | |
| 合計 | | 49,300円 | |

注文者情報

お名前(全角) フリガナ(全角)

電話番号(半角) 緊急時連絡先(半角)

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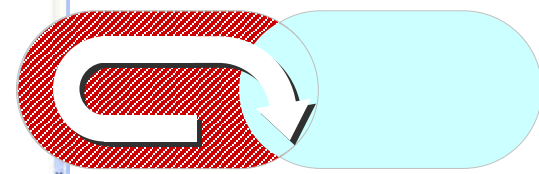
GlobalSign
GMO Internet Group

Ecommerce Solutions & Web Dev.
Ecommerce systems provider

MakeShop®
GMO INTERNET GROUP

Payment Processing
Online payment processing

GMO PAYMENT GATEWAY



TSE 1st Section: 9449



Services

- 1. GMO Internet Group
- 2. Web Infrastructure & Ecommerce
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- 4. Business Model & Growth Strategy

Internet Media segment (1)

Helping websites attract customers

The screenshot shows a Yahoo! Japan search results page for the keyword 'キヤノン'. The search results include links to 'キヤノン株式会社 採用情報', 'キヤノンの日本国産向け各サイト', and 'キヤノン ホームページ'. A red box highlights the 'JWord' ad at the top right, which displays 'キヤノンの日本国産向け各サイト'. A blue box highlights the main search results. A red box at the bottom highlights the 'Premium Word Area'.

① JWord



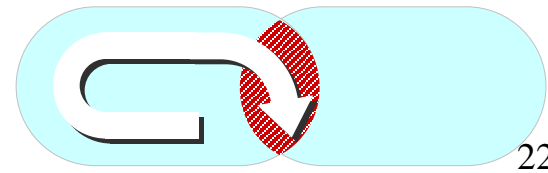
Displays ads at the top of affiliated websites. Directs users to registered websites according to keywords entered into the browser address bar.

② SEO



HTML, site structure and links optimized to improve rankings in search results listings.

TSE 1st Section: 9449



Services

1. GMO Internet Group

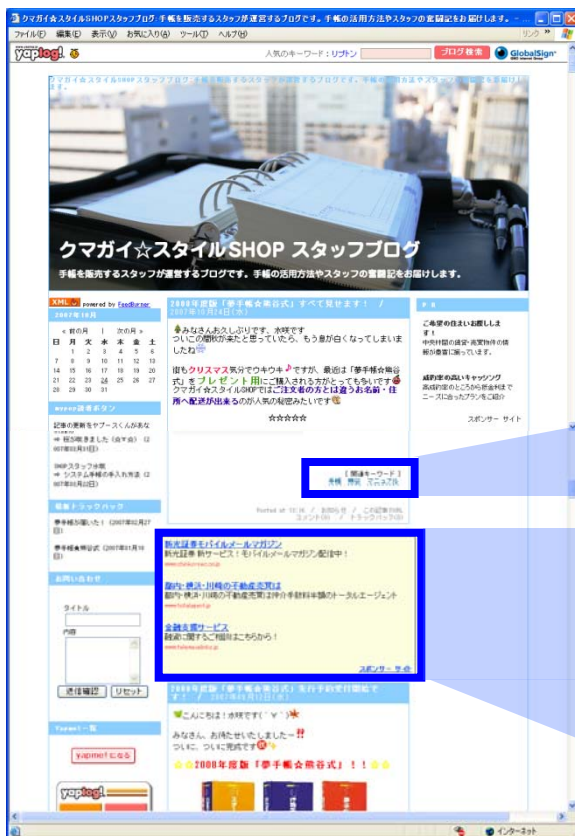
2. Web Infrastructure & Ecommerce

3. Internet Media

4. Business Model & Growth Strategy

Internet Media segment (2)

■■■ Advertising revenue from owned & operated media



Ad Network

Ads distributed to blog pages and other long tail media through an ad network. Blog post content is analyzed and relevant advertising is displayed.

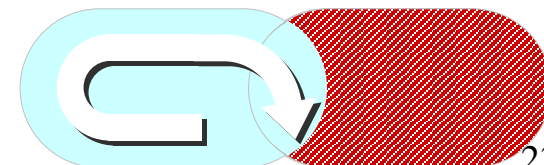
【関連キーワード】
手帳 総覧 マニュアル

都内・横浜・川崎の不動産売買は
都内・横浜・川崎の不動産売買は仲介手数料半額のトータルエージェント
www.totalagent.jp

金融支援サービス
融資に関するご相談はこちらから！
www.telewavelinks.jp

スポンサー サイト

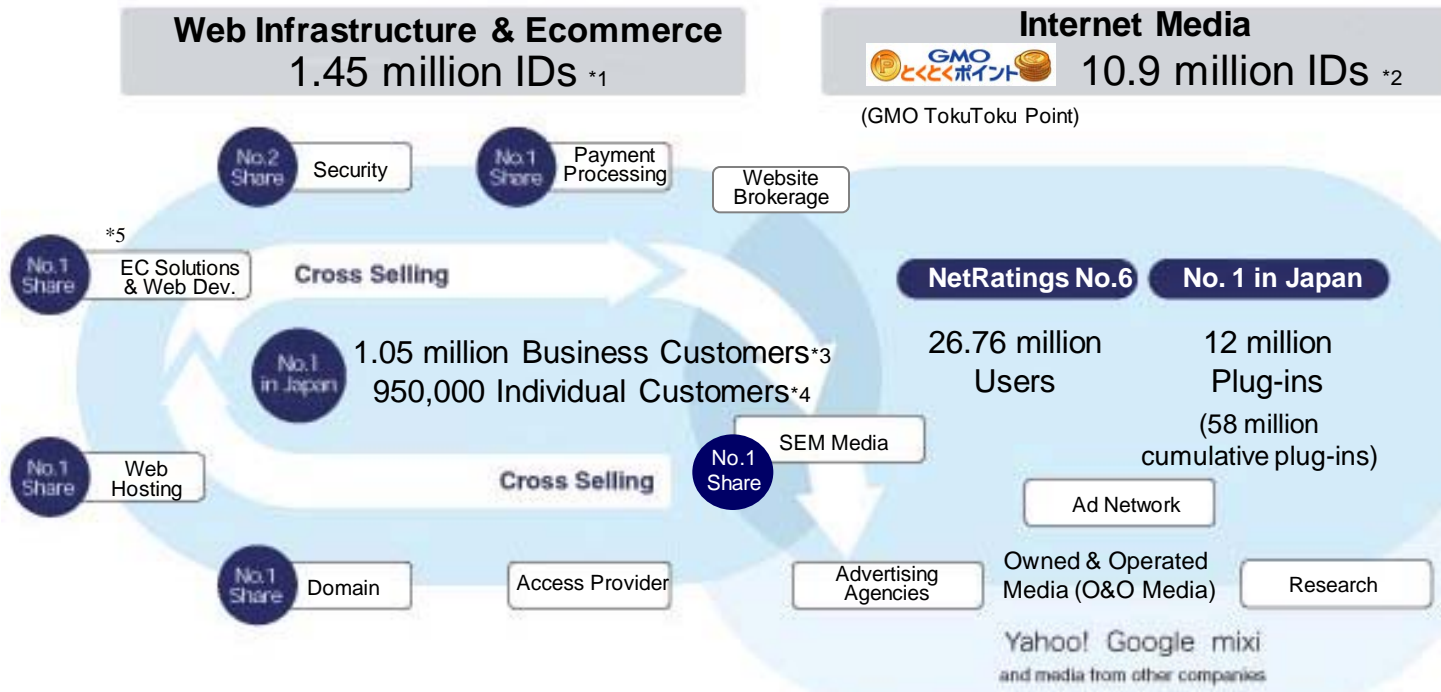
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Business Segments

- 1. GMO Internet Group
- 2. Web Infrastructure & Ecommerce
- 3. Internet Media
- 4. Business Model & Growth Strategy

Management resources concentrated in two business areas. Our operations support the information delivery and net businesses of 2 million customers (*7).



Notes:

- *1. Business and individual domain registrations = no. of integrated customer database IDs
- *2. GMO TokuToku ID members
- *3. Total business members of five major services
- *4. Total individual members of domain and web hosting services
- *5. Based on total number of ecommerce solutions (MakeShop + Color Me Shop!) contracts
- *6. Approximately 71,000 Internet access provider business customers not included in the above figures
- *7. Paying members only

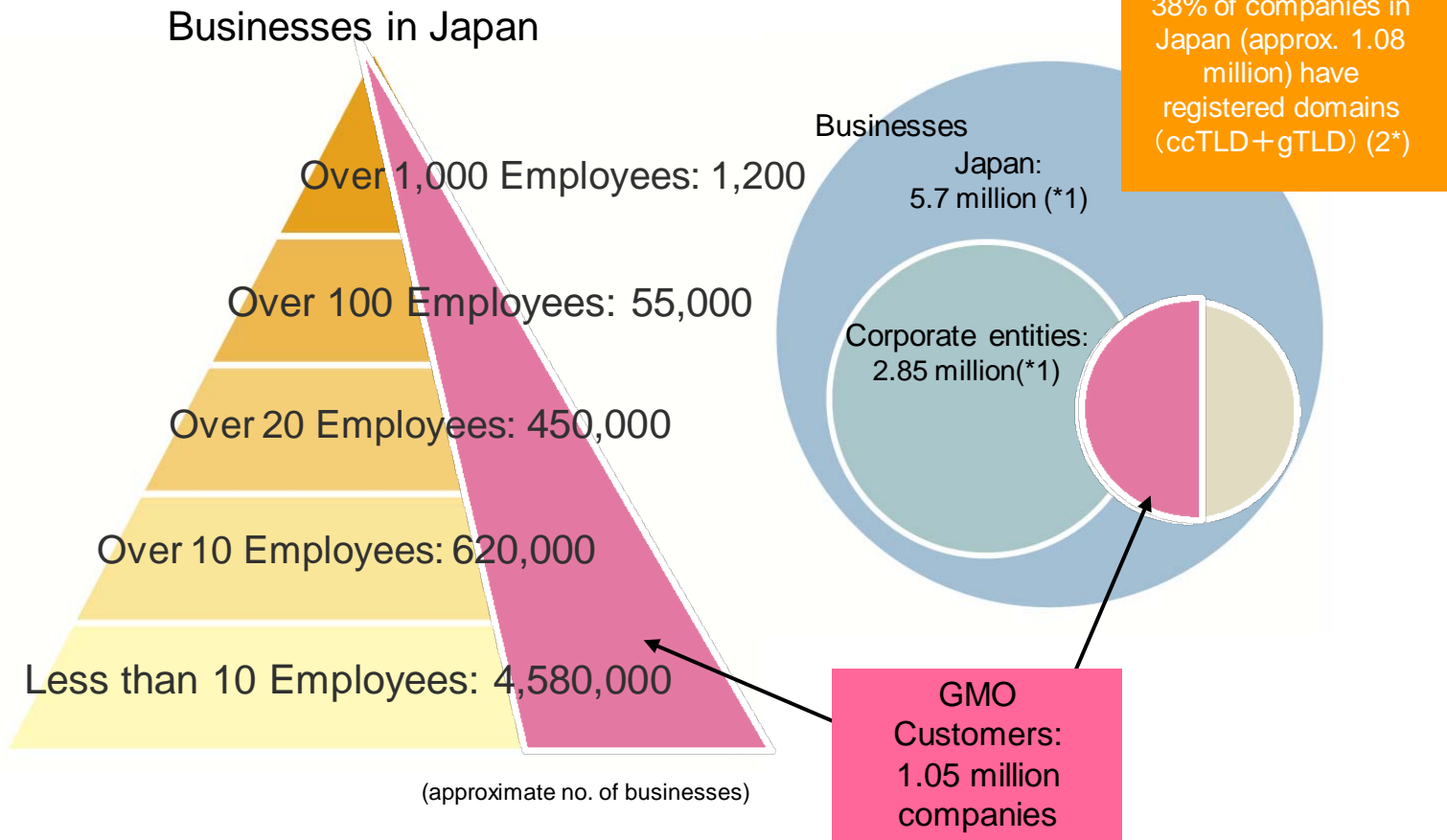
TSE 1st Section: 9449



Web Infrastructure & Ecommerce Segment Customers

- 1. GMO Internet Group
- 2. Web Infrastructure & Ecommerce
- 3. Internet Media
- 4. Business Model & Growth Strategy

Over 1 million of the 5.7 million businesses in Japan use our Infrastructure segment services



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*1.Ministry of Internal Affairs and Communications Statistics Bureau 2006 statistical report on business and industry (October 1, 2006)

*2.Our own calculations, JPRS statistics (December, 2006) and the ICANN monthly registry report December 2006.

Internet Media Segment Users

1. GMO Internet Group

2. Web Infrastructure & Ecommerce

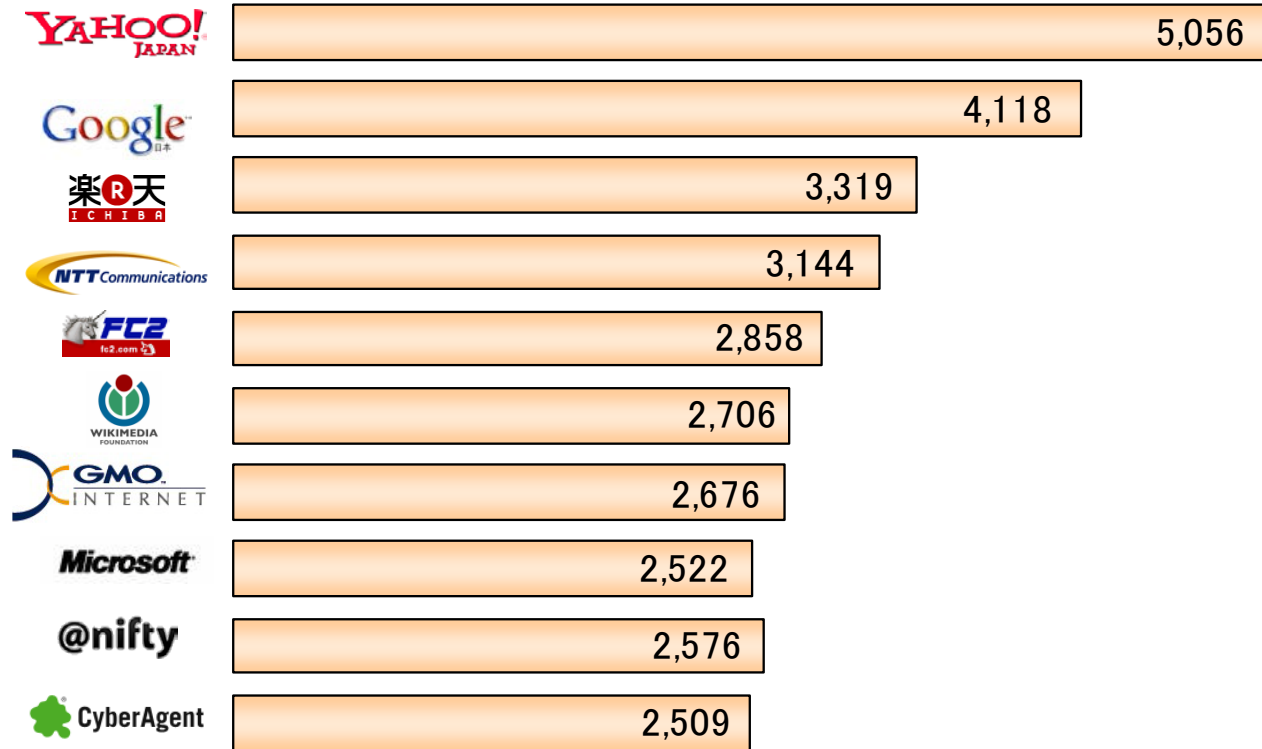
3. Internet Media

4. Business Model & Growth Strategy

26.76 million users

Ranking: Visitors per Month

(10,000's)



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Internet Media Segment - Major Internet Media Sites

- 1. GMO Internet Group
- 2. Web Infrastructure & Ecommerce
- 3. Internet Media
- 4. Business Model & Growth Strategy

We are not a portal site or an online shopping mall; we operate a vast line-up of services (major services popular with many of our 26.76 million users)

JWord

approx. 4 million users

yaplog!

approx. 5.42 million users

JUGEM

approx. 10 million users

teacup.

approx. 4.18 million users

ポイント村

approx. 1.46 million users

freeml

approx. 6.21 million users

TSE 1st Section: 9449



Nielsen/NetRatings, (3/2010)

Main Group Companies

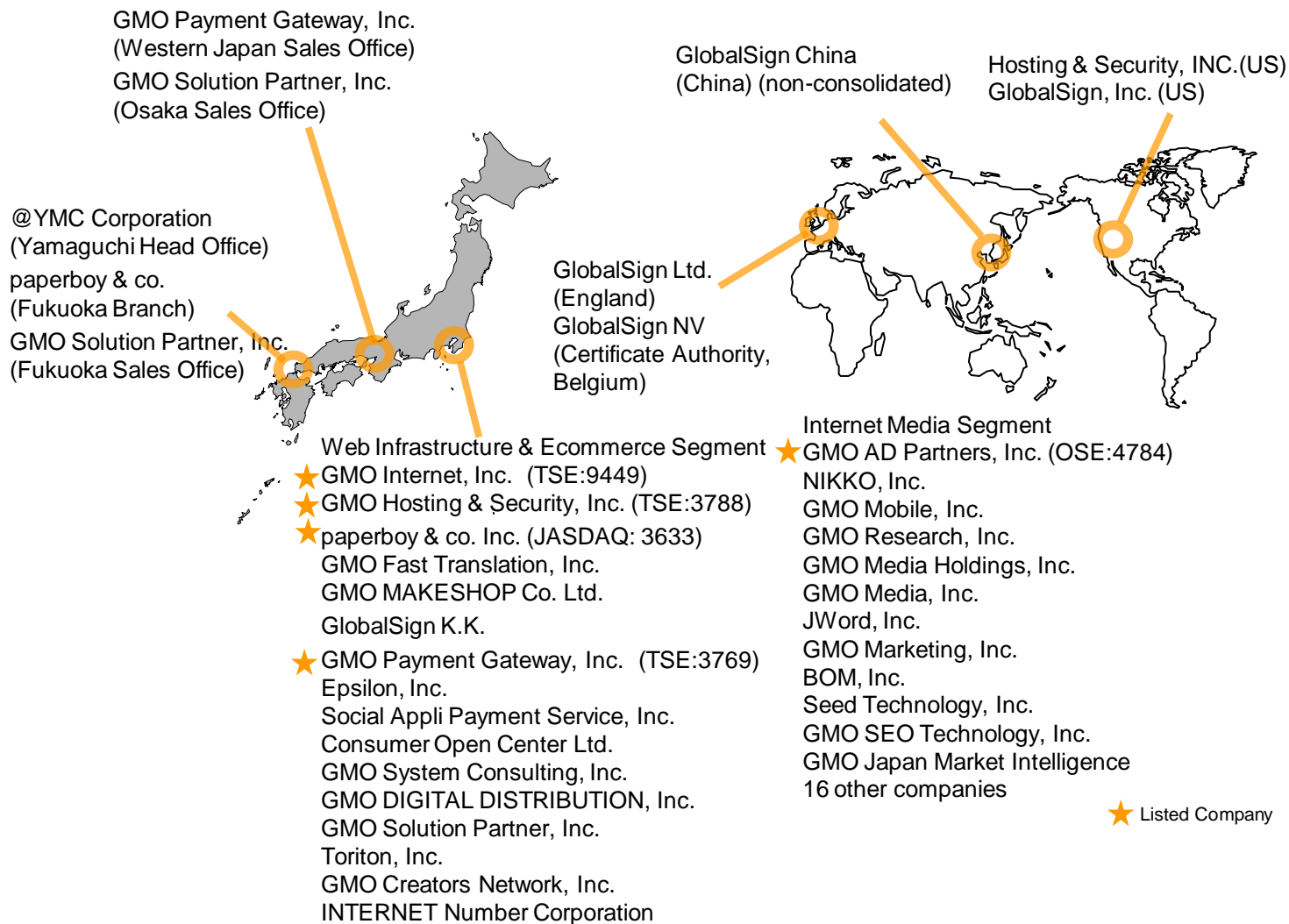
1. GMO Internet Group

2. Web Infrastructure & Ecommerce

3. Internet Media

4. Business Model & Growth Strategy

63 Companies (consolidated: 53 non consolidated: 9 equity method: 1) 1,537 Employees



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Registry Business Terminology (I)

1. GMO Internet Group

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| | |
|---------------------|---|
| ccTLD | Country code Top Level Domain Eg. .jp (Japan), .us (US), .uk (UK) Top level domains based on two letter ISO 3166-1 country codes. There are approximately 250 ccTLDs used to identify countries including .jp (Japan), .us (US) .cn (China), .uk (UK) and .be (Belgium). |
| DNS | Domain Name System The network that handles domain names and IP addresses. When a user accesses a web site, their local name server queries DNS servers to determine the IP address of the domain name. DNS returns the IP address allowing the user to view the web server at that address. |
| DNS Server | A server that supports the operation of DNS, also known as a name server. DNS servers are used to translate a hostname or domain name to its corresponding IP address. |
| Domain/ Domain name | A domain name is a string of letters that identifies a computer on the Internet in accordance with a set of rules. Although it is often referred to as an Internet "address" , in fact only an IP address can enable access to a computer on the Internet. More accurately speaking a domain is a string of letters that enables addresses on the Internet to be easily located. Each domain name has an IP address and this relationship is managed on the name server (DNS server). |
| gTLD | generic Top Level Domain Eg. .com, .net, .org etc. Before the establishment of ICANN there were 8 gTLDs, ICANN introduced an additional 13 and there are now 21 gTLDs in use. |
| ICANN | Internet Corporation for Assigned Names and Numbers is a US based not for profit organization responsible for managing the assignment of domain names and IP addresses. ICANN also holds the authority to designate official domain registrars. ICANN holds international conferences three times a year, in between it also hosts workshops and other events. ICANN is the decision making body for the Internet. |
| IDN | Internationalized Domain Names. Refers to non-alphabet domain names. Includes any script that conforms to Unicode standards. |

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Registry Business Terminology (II)

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| | |
|--------------------------------------|---|
| IP Address | An IP address is a numerical identification assigned to computers on the Internet in accordance with Internet Protocol. Eg. 123.456.12.3 All computers connected to the Internet have an IP address. |
| Japanese language (character) domain | An IDN that contains a Japanese language character string. Eg. ドメイン.com, 日本語.jp. Japanese language domain names have been available using .com, .net and .org since 2000 and with .jp since 2001. |
| new gTLD | The ICANN new gTLD program, will allow new top level domains to be introduced, it is expected to expand both the number of domains and usage of domains on the Internet. It will also allow applications for top-level domains (IDN gTLD) in other languages. |
| Registrar | ICANN accredited registrars can directly register domain data into registry databases under contract with the relevant registry. While there is only one registry for each top-level domain, multiple registrars exist to promote competitive pricing and service. Onamae.com is one of 10 ICANN accredited registrars in Japan. |
| Registry | An organization that maintains a central database of domain names data for a particular domain. Different domains are managed by different registries. Registries are required to maintain neutrality and guarantee equal access to the Shared Registry System (SRS) for all registrars. Under the new gTLD program, successful applicants will be able to operate registry services for new gTLDs. |
| Root server | The root server is a DNS server that operates the DNS root zone at the top level of the DNS hierarchy. When a new domain is registered or a domain name server is changed it is first recognized as valid by the root server. There are currently 13 root servers worldwide, including Japan, that balance server load and reduce risk. |
| Top level domain | Domain names have a hierarchical structure. For example in the domain www.gmo-registry.com “com” on the far right is the top-level domain, to the left of top level domain separated by a dot is the second level domain (SLD) next to that is the third level domain (3LD) Top level domains are managed by a registry (as are some SLDs), second level domains are managed by a registrar under contract with the registry. |

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