

Ekitan & Co., Ltd.

(3646 TOKYO)

IR Overall Rating

【Stock Code】 3646 【Sector】 Communication Services 【Market Division】 TOKYO 【Fiscal Year End】 MAR. 【Zip Code】 102-0083 【Telephone Number】 81-3-6367-5950

★★★

【Address】 5-4 Kojimachi SChiyoda-ku,TOKYO,JAPAN 【Established】 Jan-03

【Representative】 Kenta Kikui

【Contact】 Director Reizo Shimada

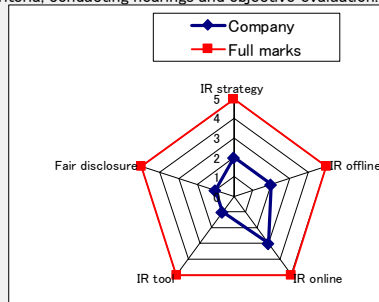
【Company Features】

【Share Price】 d yen

In addition to providing paid subscription services and selling advertising space for the transit information service "Ekitan.com," Ekitan & Co., Ltd. also operates an advertising distribution platform. The company also engages in M&A and incubation businesses.

Investor Relations Strategy Analysis	Reference Data	Point	Jorudan Co.,Ltd.
1. IR activities (10 points)	89.3%	10	10
2. IR system (10 points)			5
IR Dedicated department		10	
General affairs department	24.0%	4	
Planning department	23.0%	8	
Public relations department	17.0%	3	
Finance department		5	
Accounting department		3	
President's office		6	
The others		2	
3. Management philosophy and operating style (50 points)			30
Does top management perform IR activities?	83.6%	50	
YES		10	10
Activities			
Top management participates in briefing sessions for investors	81.8%	10	10
Top management gives individual interviews to analysts	67.6%	30	10
4. IR communication (80 points)		80	25
Financial settlement briefings	77.7%	10	10
Individual interviews	32.6%	10	5
Overseas briefing sessions	15.9%	10	0
For whom the above activities are conducted?			
Analysts and institutional investors	37.7%	10	10
Individual investors	13.4%	10	0
Is disclosure made fairly?	Priority point	20	0
IR roadshows	50.0%	10	0
5. IR tools (20 points)		30	10
Stockholder communication materials	89.6%	10	5
English materials(annual reports etc.)	42.8%	20	5
6. IR website (100 points)	97.5%	100	52
Is there a web page that clearly states IR?	79.4%	10	10
Top message	45.9%	10	0
Annual securities reports	42.0%	10	10
Statement of accounts	41.5%	10	10
Monthly reports,mid-term plan & handouts etc.	36.2%	10	7
IR calendar	28.5%	10	5
IR videos	23.8%	10	0
E-mail magazines about IR	19.5%	10	0
FAQ	14.6%	10	10
English IR web page	19.4%	10	0
7. IR effect measurement (10 points)			0
Conducting	84.3%	10	5
8. IR annual expenses(10 points)			0
More than 5 million yen	24.0%	10	0
Total		300	137

※In carrying out this analysis, BIR places importance on fair disclosure and uses its unique judgement criteria, conducting hearings and objective evaluation.



	BIR Average	203.7	Viewpoint
General rating	45.7%	66.4%	Very good 270~ ★★★★★
IR strategy	40.0%	63.9%	Good 230~ ★★★★★
IR offline	29.2%	66.9%	Standard 180~ ★★★
IR online	52.0%	67.8%	Below Standard 130~ ★★
IR tool	33.3%	45.5%	Inferior 80~ ★
Fair disclosure	0.0%	64.7%	Problematic 0~ -

BIR-IR STRATEGY ANALYSIS REPORT analyzes and evaluates IR activities of the company covered from 5 viewpoints: IR offline, IR online, IR tool, IR website and IR strategy. BIR rates the company's IR activities, believing that strategic IR activities have big effects on its stock performance.