

*Presentation
to
Investors*



Performance Briefing



June 17, 2011
ONGLIFE HOLDING Co., Ltd.

■ **Akiyasu Takimura, Executive Director and General Manager, Administration Division**

- 1. Review of 1H FY10/11 Operation**
- 2. Forecasts of FY10/11 Earnings**

■ **Masakazu Endo, CEO**

- 3. Summary of 1H FY10/11 Operation**
- 4. Business Strategy and Development**

Review of 1H FY10/11 Operation

Forecasts of Earnings

Summary of 1H FY10/11 Operation

Business Strategy and Development

Financial Highlights



Higher sales due to expansion of the L Care network and the acquisition of Nihonbico Corporation
 Up-front expenses increased as new locations were opened

(Millions of yen)

	1H FY10/10	1H FY10/11		
	Results	Results	YoY Comparison	Change
Net sales	3,969	4,440	11.90%	471
Operating income	185	93	(49.7)%	(92)
Ordinary income	170	86	(49.3)%	(83)

Consolidated Statements of Income



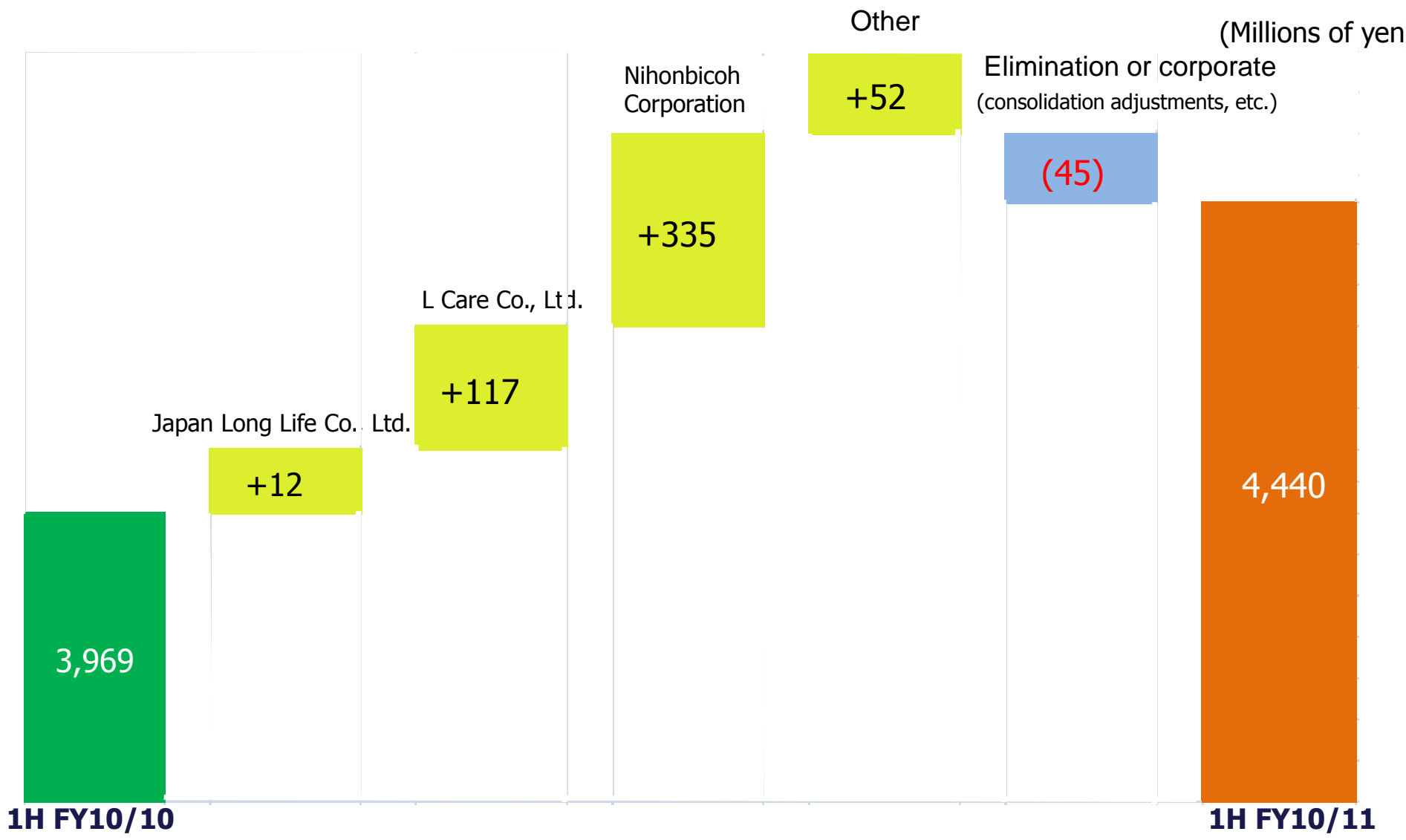
Net loss caused by an extraordinary loss resulting from a stringent review of asset valuations

(Millions of yen)

	1H FY10/10	1H FY10/11		
	Results	Results	(YoY Comparison)	(Change)
Net sales	3,969	4,440	11.9%	471
Cost of sales	3,121	3,553	13.8%	432
Gross profit	847	887	4.7%	39
SG&A expenses	661	793	20.0%	132
Operating income	185	93	(49.7)%	(92)
Ordinary income	170	86	(49.3)%	(83)
Net income	38	(208)	-	(247)



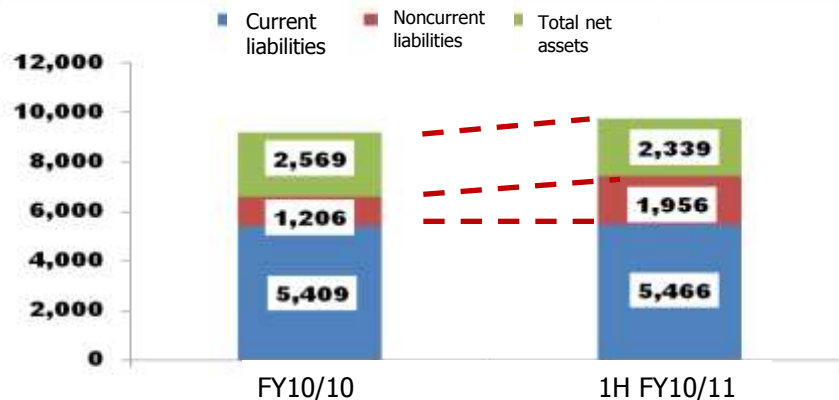
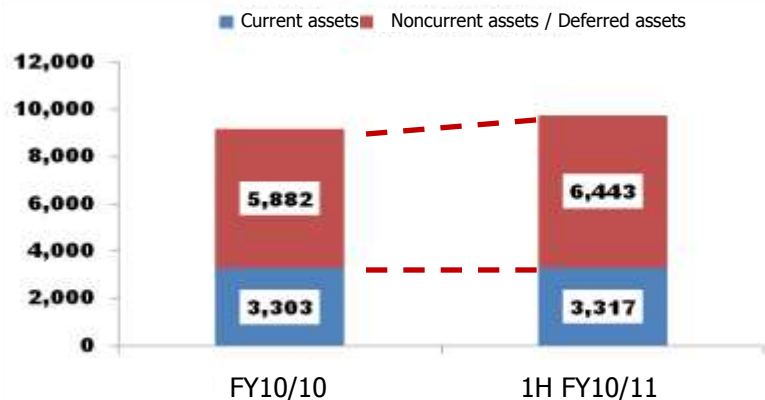
Components of Change in Sales



Consolidated Balance Sheets

Assets: Receivables up ¥252mn mainly due to NihonbicoH acquisition; purchases of land for new nursing homes was mainly responsible for the increase in noncurrent assets.

Liabilities: Loans increased ¥662 million because of purchases of subsidiary stock and noncurrent assets.



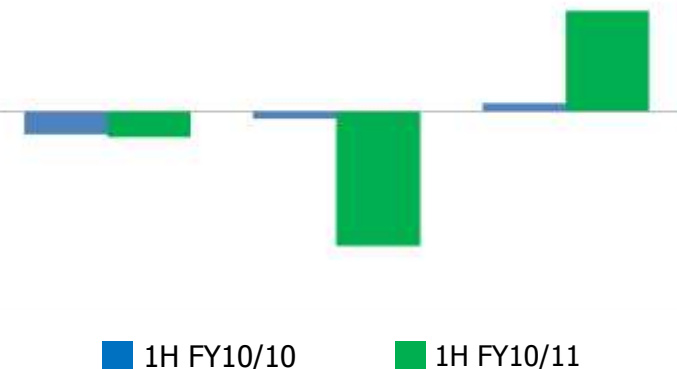
(Millions of yen)

	FY 10/10	FY 10/11	
	at end of period	1H	Change
Current assets	3,303	3,317	14
Cash and deposits	1,390	1,152	(237)
Notes and accounts receivable-trade	892	1,145	252
Deposits paid	699	802	102
Noncurrent assets	5,882	6,443	561
Property, plant and equipment	5,194	5,595	401
Buildings and structures	3,158	3,063	(95)
Land	1,967	2,355	387
Intangible assets	197	275	78
Goodwill	175	254	78
Investments and other assets	490	571	81
Total assets	9,185	9,762	576

	FY 10/10	FY 10/11	
	at end of period	1H	Change
Total liabilities	6,615	7,422	807
Current liabilities	5,409	5,466	56
Short-term loans payable	520	593	72
Current portion of long-term loans payable	559	640	81
Advances received	3,313	3,121	(191)
Accrued expenses	381	419	37
Noncurrent liabilities	1,206	1,956	750
Long-term loans payable	1,171	1,679	508
Total net assets	2,569	2,339	(230)
Total shareholders' equity	2,565	2,329	(235)
Total valuation and translation adjustments	4	9	4
Total liabilities and net assets	9,185	9,762	576

Consolidated Statements of Cash Flows

CF from operating activities CF from investing activities CF from financing activities



(Millions of yen)

Cash flows from operating activities

Major sources of cash were impairment loss of 185 million yen, and depreciation and amortization of 111 million yen. Major uses of cash were a 192 million yen decrease in advances received, a 102 million yen increase in deposits paid, and loss before income taxes and minority interests of 102 million yen.

Cash flows from investing activities

Cash was used for 381 million yen for the purchase of property, plant and equipment, and 120 million yen for purchase of investments in subsidiaries resulting in change in scope of consolidation.

Cash flows from financing activities

The major source of cash was 660 million yen proceeds from long-term loans payable. Major use of cash was 285 million yen for repayment of long-term loans payable.

	FY10/10	FY10/11	Change
	1H	1H	
Net cash provided by (used in) operating activities	(90)	(101)	(10)
Net cash provided by (used in) investing activities	(30)	(540)	(510)
Net cash provided by (used in) financing activities	32	405	373
Net increase (decrease) in cash and cash equivalents	(89)	(237)	(147)
Cash and cash equivalents at beginning of period	858	1,370	511
Cash and cash equivalents at end of period	769	1,132	363

Business Results by Segment

	Nursing home	In-home nursing care	Food service	Nursing care equipment	Total	Other	Total
Sales	2,112,491	2,332,966	296,048	5,003	4,746,510	-	4,746,510
External sales	2,112,491	2,319,545	8,701	126	4,440,865	-	4,440,865
Inter-segment sales or transfers	-	13,420	287,347	4,877	305,645	-	305,645
Segment profit (loss)	31,794	18,160	6,965	(14,127)	42,792	(4,651)	38,141

Nursing home: Japan Long Life Co., Ltd.

In-home nursing care: L Care Co., Ltd. / Nihonbico Corporation

Food service: Long Life Dining Co., Ltd.

Nursing care equipment: Kashidasu Co., Ltd.

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FY10/11 Consolidated Forecasts

FY10/11 Full year

Planning on a ¥1.5bn (18.7%) increase in sales due to network expansion at L Care and the acquisition of Nihonbico Corporation

(Millions of yen)

	FY10/10 Results	FY10/11 Plan	Change (%)
Net sales	8,088	9,600	18.7
Operating income	397	280	(29.6)
Ordinary income	368	250	(32.1)
Net income	158	(90)	-

Dividends

No change is expected in the previous dividend per share

Dividends	FY10/09	FY10/10	FY10/11
	Results	Results	Forecasts
Dividend per share (yen)	300	500	*2.5
Total dividends (Million yen)	16	26	26
Dividend payout ratio (%)	14.9	17.1	-

*A 1-to-200 stock split was conducted on May 1, 2011.

Objectives

- Increase liquidity of stock and attract a broader range of investors
- Establish a 100-share trading unit ("*tangen*") in accordance with the stock exchange action plan for the consolidation of trading units

Summary

There was a 1-to-200 stock split with a record date of April 30, 2011

▸ Shares issued before split	55,952 shares
	
▸ Shares issued after split	11,190,400 shares

◆ Summary

▶ Eligibility

Shareholders of record on April 30 and October 31 every year

▶ Benefits

- (1) Discount (¥100,000) for initial deposit for new occupants of Long life Group nursing homes and group homes
- (2) Trial stay (one night, two days) at no charge at a Long Life Group nursing home



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Summary of 1H FY10/11 Operation



■ Nursing home (Japan Long Life Co., Ltd.)

Steady growth in new occupants because of revamped framework for sales; planning on occupancy rate of 76% in FY10/11

■ In-home nursing care (L Care Co., Ltd.)

Steady growth in sales along with expansion of the service network (sales up 6.2% year-over-year)

■ Tokyo area in-home nursing care (NihonbicoH Corporation)

Acquired NihonbicoH Corporation, which operates an in-home nursing care business in Chiba prefecture, in February 2011

◆ Activities to assist earthquake victims

▶ Apr. 1 – Apr. 3

Sent relief supplies to Ishinomaki-city and Kesen-numa-city

▶ Apr. 13 – Apr. 17

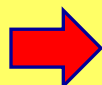
Prepared meals in Ishinomaki-city, Kesen-numa-city and other locations

▶ May 3 – May 5

Sent lumber and housing reconstruction supplies to Ishinomaki-city, Kesen-numa-city and other locations

▶ May 9 – May 12

Assistance for bathing in Rikuzen-takada-city and other locations



Established L Care Tohoku Co., Ltd. on May 2 to start an in-home nursing care business in the city of Sendai

1. Reasons for acquisition

- ▶ Expand operations and increase earnings in the Tokyo metropolitan area; benefit from synergies with the existing nursing home business; strengthen business operations and further energize activities of the Long Life Group

2. Outline of NihonbicoH Corporation

Name:	NihonbicoH Corporation
Location:	Wakaba-ku, Chiba-city
Representative:	Tetsuyoshi Ono, Representative Director
Major business:	Sale and rental of nursing care equipment, in-home bathing service, in-home nursing care, in-home care assistance
Capital stock:	26,050 thousand yen (wholly owned subsidiary)
Established:	July 5, 1990



NihonbicoH head office

1. Reason for establishing Kashidasu

▶In the past, L Care rented nursing care equipment to customers by first renting the equipment from companies outside the Long Life Group. Kashidasu was established to make the rental business more profitable by allowing the group to perform all rental-related tasks internally: owning equipment, disinfecting, maintaining and repairing used equipment, and delivering equipment.



Kashidasu Aramoto Plant

2. Outline of Kashidasu Co., Ltd.

Name:	Kashidasu Co., Ltd.
Location:	Naniwa-ku, Osaka-city
Representative:	Yoshinobu Mitomo, Representative Director
Major business:	Rental of nursing care equipment
Capital stock:	10,000 thousand yen (wholly owned subsidiary of L Care Co., Ltd.)
Established:	February 15, 2011

Topics – (4) Establishment of L Care Tohoku Co., Ltd.

1. Reason for establishing L Care Tohoku

- ▶ This new company will serve the Tohoku area, which was devastated by the Great East Japan Earthquake, by offering nursing care services that improve the lives of seniors and by providing employment opportunities. From a long-term perspective, L Care Tohoku will fulfill its obligations to society while expanding the geographic coverage of the Long Life Group's in-home nursing care business.

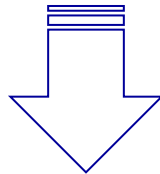
2. Outline of L Care Tohoku Co., Ltd.

Name:	L Care Tohoku Co., Ltd.
Location:	Aoba-ku, Sendai-city
Representative:	Yuka Miwa, Representative Director
Major business:	In-home nursing care
Capital stock:	10,000 thousand yen (wholly owned subsidiary)
Established:	May 2, 2011



The Long Life Group

LONGLIFE HOLDING Co., Ltd.



Japan Long Life Co., Ltd.

Nursing home

L Care Co., Ltd.

In-home nursing care

Kashidasu Co., Ltd.

Rental of nursing care equipment
(established February 15, 2011)

Long Life Dining Co., Ltd.

Food service

Nihonbico Corporation

Tokyo area In-home
nursing care

**Long Life International
Business Investment Co., Ltd.**

International investment
business

**HIKING (QINGDAO)
LONGLIFE CARE SERVICE CO., LTD.**

Nursing home operations
in Qingdao, China

(34% owned)

L Care Tohoku Co., Ltd.

Established May 2, 2011

Long Life is dedicated to providing our outstanding services to as many people as possible!

In-home Nursing Care Business : Facilities Opened

L Care – New Locations (including relocations) in the 1H FY10/11 (November 1, 2010 to April 30, 2011)

Date opened	Name	Location
November 1, 2010	Tsukaguchi Day Service	Amagasaki-city, Hyogo pref.
November 1, 2010	B-Line	Amagasaki-city, Hyogo pref.
November 1, 2010	Yakan Anshin Chuo Osaka	Osaka-city
November 1, 2010	Nara Tomio Care Center	Nara-city
January 1, 2011	Jyoto Care Center	Osaka-city
January 1, 2011	L Care Shop	Osaka-city
January 1, 2011	Higashinari Care Center	Osaka-city
February 1, 2011	Osaka Izumi Care Center	Izumi-city, Osaka pref.
February 1, 2011	Osaka Izumi Care Plan Center	Izumi-city, Osaka pref.
February 1, 2011	Tsukaguchi Care Center	Amagasaki-city, Hyogo pref.
March 1, 2011	Kaizuka Care Center	Kaizuka-city, Osaka pref.
March 1, 2011	Kaizuka Care Plan Center	Kaizuka-city, Osaka pref.
March 1, 2011	Yamato-takada In-home Dental Service	Yamato-takada-city, Nara pref.
April 1, 2011	Tsukaguchi Care Plan Center	Amagasaki-city, Hyogo pref.
April 1, 2011	L Care Fukushima Sagisu Care Center	Osaka-city
April 1, 2011	L Care Chidoribashi Care Center	Osaka-city
April 1, 2011	Hiraoka Care Center	Higashi-osaka-city, Osaka pref.
April 1, 2011	Hiraoka Care Plan Center	Higashi-osaka-city, Osaka pref.
April 1, 2011	Day Service Hiraoka	Higashi-osaka-city, Osaka pref.
April 1, 2011	Osaka Bathing Center	Higashi-osaka-city, Osaka pref.
April 1, 2011	Hanazono Care Center (Aramoto)	Higashi-osaka-city, Osaka pref.
April 1, 2011	Hanazono In-home Dental Service Support Center	Higashi-osaka-city, Osaka pref.

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Facilities Scheduled to Open (1)

Long Life Kurakuen Ashiya Annex to open in autumn 2012



Long Life Kurakuen Ashiya Annex
to open in autumn 2012
(35 rooms)



Facilities Scheduled to Open (2)

Long Life Kyoto Arashiyama to open in autumn 2012



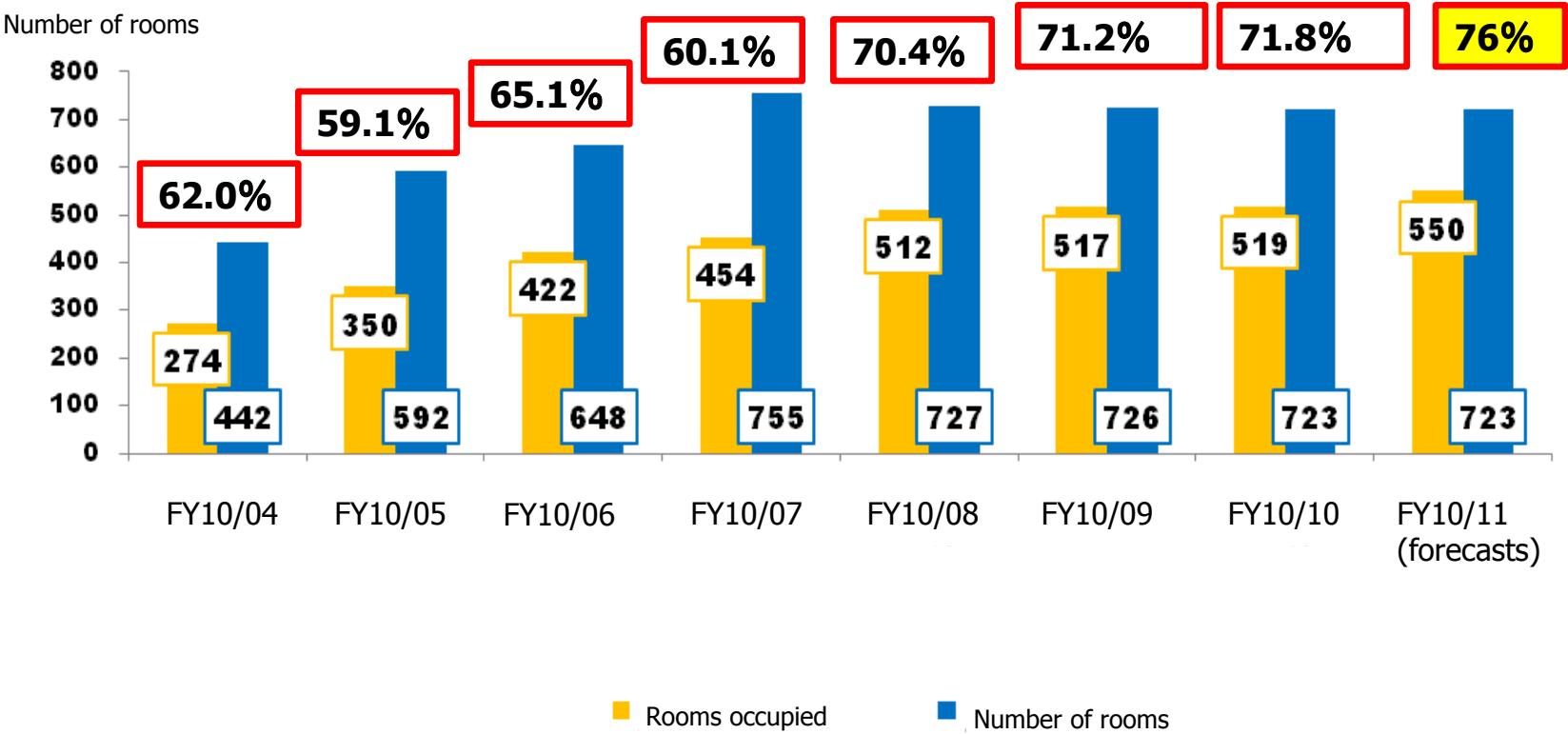
Long Life Kyoto Arashiyama
to open in autumn 2012 (60 rooms)



Goals for the Nursing Home Business (Occupancy rate)



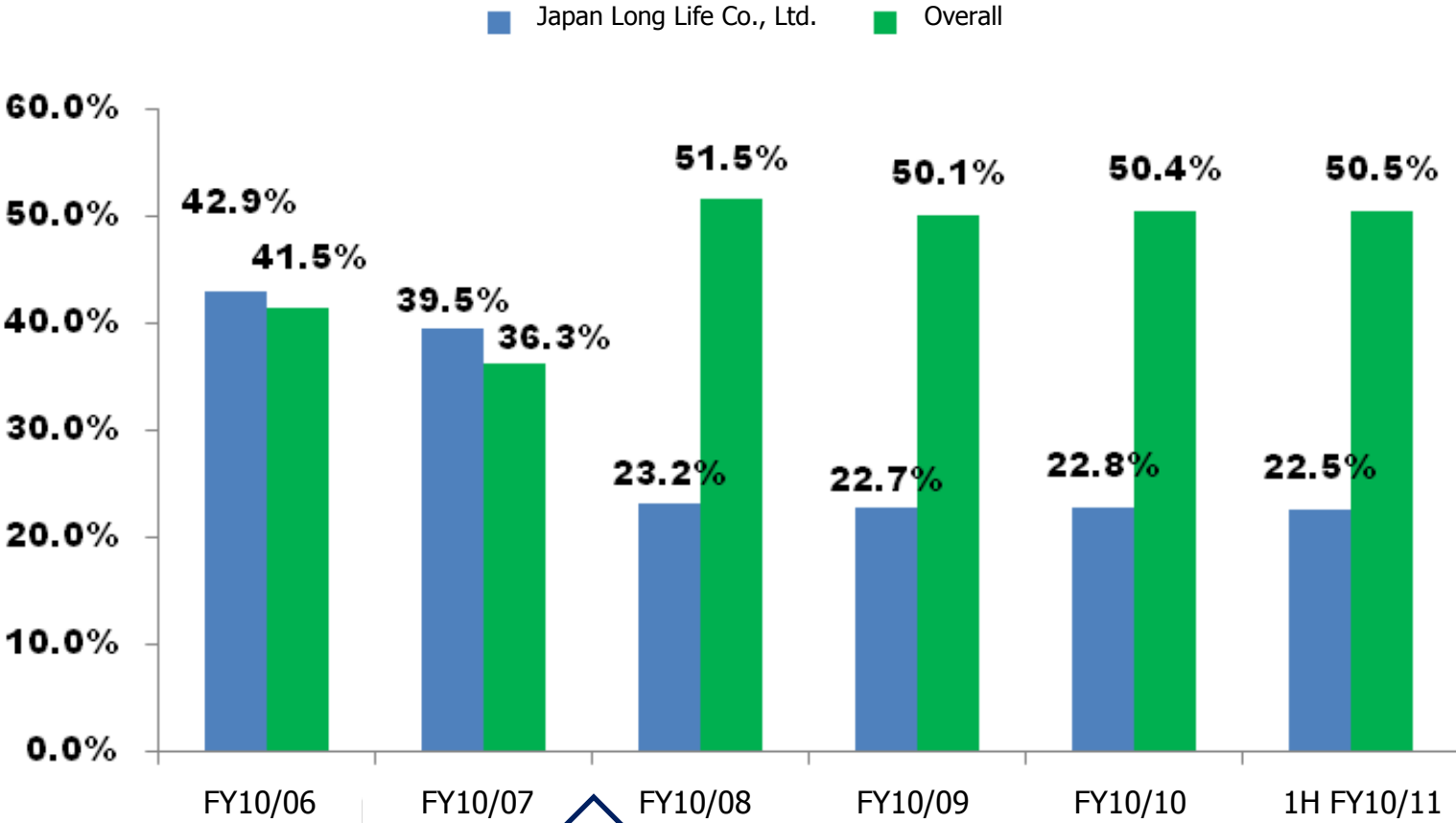
The goal is an occupancy rate of 76% by the end of FY10/11



Reliance on Nursing Care Insurance



Increase diverse services that are not covered by nursing care insurance

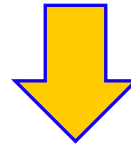


Received 48 business sites for in-home nursing care

Started training in Japan of 7 managers from China on June 2



Established joint venture Hiking (Qingdao) Longlife Care Service Co., Ltd. with the Hiking Group (based in Qingdao, China) last November to provide senior care services in China



Goal is to leverage know-how and service expertise to firmly establish the Long Life brand in China

Name of nursing home: Hiking Long Life International Nursing Care Center (to begin operations in October 2011)

161 rooms for residents between floors 5 through 27

1st floor: Reception, lobby, pool and other fitness facilities

2nd floor: Clinic, tenants

3rd floor: Cinema, library, mahjong room, karaoke room

4th floor: Restaurants (Chinese, Japanese), garden



The Pursuit of Good Feelings ~Good Feeling Coordinator Dept.~



* **Oishimbo (Good Eating) Club**

(Planning, preliminary inspections, escort)

A one-day outing once each month to a sightseeing spot or other destination that includes a delicious meal and other activities to enjoy the seasons.

Examples include outings for cherry blossoms or fall colors, New Year shrine visits, USJ, a cruise and Christmas parties.

* **Travel Club**

(Planning and guide)

Japan: Hokkaido, Okinawa, Tokyo, Kanazawa, Okayama

Overseas: Hawaii (twice due to popularity), Taiwan, Korea (cruise), France

All Travel Club tours are structured for safety and comfort while offering memorable experiences that only Long Life can offer.

* **Theater Club**

(Planning, preliminary checking, escort)

This outing combines a delicious meal with a theater performance.

Previous outings have taken participants to performances of Takarazuka and Gekidan Shiki.



* **Men's Club**

(Planning, preliminary checking, escort)

Started in response to requests from men. All customers and staff members are men. This is the Oishimbo Club for outings that include enjoying drinks at an izakaya (Japanese pub), ryotei (traditional Japanese restaurant) or other location.

The Long Life Conference / CSR

Seminars announcing case studies about services (Long Life Conference)

The Company holds a conference every year for the announcement of case studies about its services. Topics include memorable events and success stories that occur as staff members provide services to customers at nursing homes and group homes and through in-home nursing care. Studying these subjects helps Long Life employees to provide even better care. Seven representative case studies are selected by Long Life on the conference date from more than 100 suggestions each year.



Goal is to think again about daily services in order to provide services of an even higher quality.



Corporate social responsibility (CSR)

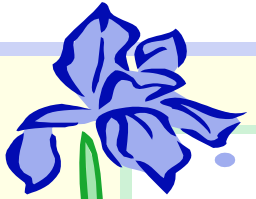
Long Life facilitates interaction between different generations by giving elementary and junior high school students the opportunity to see how nursing care services are provided at a nearby Long Life facility. In addition, Long Life is working on a program that will enable students of various ages to learn from seniors by having an opportunity to spend time with them.



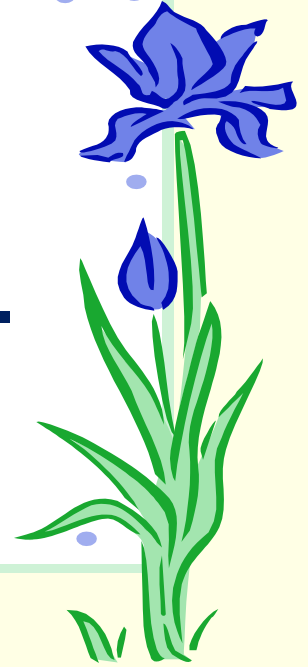
A global view to offering senior care services originating from **Japan**



Long Life Group



Thank you for your attention.



Forecasts for results of operations in these materials are based on judgments, assumptions and beliefs in accordance with information that was available as of the announcement date. Actual performance may differ significantly from these forecasts for a number of reasons. For example, performance may differ due to changes in the Japanese or overseas economies or in internal or external factors affecting business operations. In addition, forecasts incorporate uncertainties and potential risks.

These uncertainties and risks include unforeseeable effects of future.