

FY2021 1Q ZOZO,Inc. CONSOLIDATED BUISINESS RESULTS




## FY202I 1QGOMOHBOGOPS

## Overview

Gross Merchandise Value : 116,812 million yen (+22.5\%,YoY)
Gross Merchandise Value (excluding other GMV) : 106,700 million yen (+11.9\%,YoY)
YoY growth rate declined slightly, as the 1st quarter of the previous fiscal year was the quarter with strong positive impact (digital shift) due to COVID-19. Though the high hurdle from the last year results, we managed to secure a double-digit YoY growth from successful user attraction measures such as TV commercials, healthy growth of PayPay Mall etc.
Operating Profit : $\mathbf{1 2 , 5 9 1}$ million yen (+ $\mathbf{2 0 . 8}, \mathrm{YoY}$ )
Operating profit increased as an increase of gross profit in tandem with GMV growth and advertisement business growth and a decrease in expenses (logistics-related expenses and commission of payment collection).

## Gross Merchandise Value

OZOZOTOWN BUSINESS
Gross Merchandise Value : 90,648 million yen (+6.6\%,YoY)
Consignment sales : 87,346 million yen ( $+6.0 \%, Y o Y$ )
Outright Purchase / Production \& Sales : 720 million yen ( $+39.7 \%, Y o Y$ )
USED sales : 2,581 million yen (+23.3\%,YoY)

○ PayPay Mall : 9,805 million yen ( $+124.3 \%, \mathrm{YoY})$
OtoB Business : 6,246 million yen ( $+4.8 \%, \mathrm{YoY}$ )
Others* : 10,111 million yen
O Average Order Value : 7,501 yen (+1.2\%,YoY)
O Average Retail Price : 3,490 yen (+1.4\%,YoY)
*1 From the 3rd quarter of the fiscal year ended March 2021, GMV for ZOZO Option stores at PayPay Mall are recorded.
ZOZO Option: Option contracts which enables fashion category stores outside of ZOZOTOWN PayPay Mall, to participate special events produced by Zozo and enjoy merits such as sales support *2 From the fiscal year ending March 2022, we are disclosing the GMV and net sales in new business segmentation. For detail,
please refer "Change of business segments" in P.34.

## FY202 1@GOGHBMATS

## Profitability

OOperating profit margin* (to the total gross merchandise value) : 11.8\% (10.9\% for FY2020 1Q)
-Factors improving profitability : Improvement of gross profit margin due to the growth of advertisement business etc., a decline in logistics-related expenses ratio from improvement of operation efficiency improvement in logistics bases and a decline in payment collection commission due to the change of the vendor.
-Factors worsening profitability : An increase in advertising expenses from an increase of user attraction measures such as TV commercials and ZOZOGLASS distribution
*Operating profit margin is calculated by operating profit divided by the gross merchandise value (excluding other GMV)

## Topic

O The first adoption of a new delivery method "EAZY" by Yamato Transports, in Japan. Decrease risks of personal information leakage from package drop service and meet diversified needs of ZOZOTOWN users (May 2021)
$\bigcirc$ "Salvatore Ferragamo" opened its shop in ZOZOVILLA (May 2021)
Pre-order of the face color measurement tool "ZOZOGLASS" exceeded a million. The number of measured users reached 800 thousand in 3 months (June 2021)
"DIOR" opened its shop in ZOZOCOSME on June 28, with lineups of 272 marketable items of makeup, skin care and flagrance. 14 foundation related items are supported by the ZOZOGLASS (June 2021)
○ "ZOZOSALE" started from June 18 and TV commercial of Ms. Tsubasa Honda started on the same day (June 2021)
The grand opening of "CHANEL" in ZOZOCOSME. 100 years anniversary of "CHANEL N ${ }^{\circ} 5$ " collections were available for a limited time only (July 2021)

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|  | FY2020 1Q | FY2021 1Q | Yoy | Target | Progress Rate(\%) |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Gross Merchandise Value | 95,330 | 116,812 | 22.5\% | 472,800 | 24.7\% |
| Gross Merchandise Value (excluding other GMV) | 95,330 | 106,700 | 11.9\% | 450,400 | 23.7\% |
| Net sales | 33,674 | 38,866 | 15.4\% | 162,600 | 23.9\% |
| Gross profit | 32,283 | 36,924 | 14.4\% | - |  |
| (\%Gross Merchandise Value) | 33.9\% | 34.6\% | 0.7\% | - |  |
| SG\&A | 21,860 | 24,333 | 11.3\% | - | - |
| (\%Gross Merchandise Value) | 22.9\% | 22.8\% | -0.1\% |  |  |
| Operating profit | 10,423 | 12,591 | 20.8\% | 47,800 | 26.3\% |
| (\%Gross Merchandise Value) | 10.9\% | 11.8\% | 0.9\% | 10.6\% |  |
| Ordinary profit | 10,473 | 12,534 | 19.7\% | 47,800 | 26.2\% |
| Profit attributable to owners of parent | 7,321 | 8,731 | 19.3\% | 33,300 | 26.2\% |

* \%Gross Merchandise Value are represented in percentages after division by gross merchandise value (excluding other GMV)
* From the fiscal year ending March 2022, we are disclosing the GMV and net sales in new business segmentation. For detail, please refer "Change of business segments" in P. 34

Effective from the fiscal year ending March 2022, we have adopted the new accounting standards for revenue recognition.
Until the fiscal year ended March 2021, points-related expenses, which had been recorded in SG\&A expenses, were reduced from salesin the respective businesses, and the results are disclosed as net sales.

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(million $¥$ )

|  | FY2020 |  |  |  | FY2021 |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1Q | 2Q | 3Q | 4Q | 1Q |
| Gross Merchandise Value | 95,330 | 90,301 | 118,611 | 115,194 | 116,812 |
| Gross Merchandise Value (excluding other GMV) | 95,330 | 90,195 | 115,247 | 106,999 | 106,700 |
| YoY (\%) | 19.5\% | 13.0\% | 22.2\% | 17.3\% | 11.9\% |
| Net sales | 33,674 | 32,818 | 41,987 | 38,922 | 38,866 |
| SG\&A | 21,860 | 21,571 | 25,742 | 26,714 | 24,333 |
| YoY (\%) | 18.3\% | 4.3\% | 1.4\% | 25.5\% | 11.3\% |
| (\%Gross Merchandise Value) | 22.9\% | 23.9\% | 22.3\% | 25.0\% | 22.8\% |
| Operating profit | 10,423 | 9,482 | 13,880 | 10,358 | 12,591 |
| YoY (\%) | 33.9\% | 73.4\% | 126.4\% | 21.8\% | 20.8\% |
| (\%Gross Merchandise Value) | 10.9\% | 10.5\% | 12.0\% | 9.7\% | 11.8\% |

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## ONEREASEODECREASE ANALPSIS OF <br> OPEROTONE PROFUPCBOY SOMPGROSONS



## CONSOBODOPED BABQNEE SHEET

(million $¥$ )

| - | $\begin{gathered} \text { FY2020 } \\ \text { (as of March } 31,2021 \text { ) } \end{gathered}$ | FY2021 1Q (as of June 30, 2021) |  | FY2020 <br> (as of March 31, 2021) | FY2021 1Q (as of June 30, 2021) |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Current assets | 99,796 | 60,877 | Current liabilities <br> Short-term borrowing | 65,180 | 56,207 |
| Cash and deposits | 61,648 | 27,034 |  | 20,000 | 20,000 |
| Merchandise and finished products | 1,792 | 2,223 | Noncurrent liabilities | 4,968 | 5,126 |
| Noncurrent assets | 25,860 | 24,848 | Total liabilities | 70,149 | 61,333 |
| Tangible assets | 12,019 | 12,010 | Shareholders' equity | 55,651 | 24,445 |
| Intangible assets | 2,915 | 2,790 |  | -24,146 | -56,143 |
| Investments and other assets | 10,925 | 10,048 | Total net assets | 55,507 | 24,392 |
| Total assets | 125,656 | 85,726 | Total liabilities and net assets | 125,656 | 85,726 |

## OUTLINE OF ONUTVATOMES TO COMPDP WOTH 



We are considering to move to the new market segments (Prime Market) of the Tokyo Stock Exchange that is scheduled to open in April 2022.
We are implementing the above measures in order to meet one of the requirements of the Prime Market; the ratio of tradable shares must be at least $35 \%$.
When the distribution to the market is completed, the ratio of tradable shares is expected to exceed $35 \%$.

## GAPOTAB ONMESTMENT


(1) Cash flows from operating activities
(2) Cash flows from investing activities
(3) Cash flows from financing activities
(4) Substantial free cash flows
(1) + (2) -Expenditure from dividends


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Gross merchandise value of new shops opened in FY2021 1Q ZOZOTOWN Business : $¥ 0.6$ billion (accounts for $0.7 \%$ of the gross merchandise value)


* ZOZO FURIMA Business ended on June 30, 2017.
* From the fiscal year ending March 2022, we are disclosing the GMV and net sales in new business segmentation.

For detail, please refer "Change of business segments" in P.34. Figures in above are after the change.
(1) Consignment sales


* YoY are calculated with GMV excluding "(6) Others"

From the fiscal year ending March 2022, we are disclosing the GMV and net sales in new business segmentation. For detail, please refer "Change of business segments" in P.34. Figures in above are after the change

## NET SOLES



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[^2] points-related expenses, which had been recorded in SG\&A expenses, were reduced from sales in the respective businesses, and the results are disclosed as net sales.

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[^3]|  | FY2020 1Q |  | FY2021 1Q |  | YOY | Increase decrease factors |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Amount |  | Amount | ${ }^{\text {pegaroses }}$ |  |  |
| Payroll and staff costs(*) | 6,465 | 6.8\% | 6,883 | 6.5\% | -0.3\% |  |
| Payroll costs for employee | 2,409 | 2.5\% | 2,831 | 2.7\% | 0.2\% | Transilio of the number of employes on consolidated basis: |
| Logistics-Related Expenses (Including Outsourcing) | 4,056 | 4.3\% | 4,051 | 3.8\% | -0.5\% |  |
| Outsourcing Commission (Excluding Logistics-Related Expenses) | 1,197 | 1.3\% | 1,429 | 1.3\% | 0.0\% |  |
| Shipping | 6,655 | 7.0\% | 7,597 | 7.1\% | 0.1\% |  |
| Commission of Payment collection | 2,561 | 2.7\% | 2,580 | 2.4\% | -0.3\% | Decrease in exxenses from the change of vendor |
| Promotion related expenses | 1,075 | 1.1\% | 1,796 | 1.7\% | 0.6\% |  |
| Advertising | 619 | 0.7\% | 1,796 | 1.7\% | 1.0\% | Denlored ative user atraction measures such as TV commercials |
| Reward points related expenses | 455 | 0.5\% | - | - | - | Deduction from net sales instead of recording to the SG\&A expense, due to the adoption of the accounting standards for revenue recognition |
| Rent expense | 1,232 | 1.3\% | 1,431 | 1.3\% | 0.0\% |  |
| Depreciation | 553 | 0.6\% | 454 | 0.4\% | -0.2\% | Undepreciated expenses of the old office were recorded as extraordinary loss in the 4th quarter of the last fiscal year |
| Amortization of goodwill | 81 | 0.1\% | 101 | 0.1\% | 0.0\% |  |
| Stock Compensation Expenses | 0 | 0.0\% | 13 | 0.0\% | 0.0\% |  |
| Others | 2,035 | 2.1\% | 2,043 | 1.9\% | -0.2\% | Decrease in expenses due to the change of packesing materials (carctoard for delivery) |
| Total SG\&A | 21,860 | 22.9\% | 24,333 | 22.8\% | -0.1\% |  |

*Payroll includes directors' remuneration, employee salaries, bonus, legal welfare expenses, welfare expenses, retirement benefits cost, provision for employee bonus,
expenses of company pension premium, subcontracting payroll, a portion of expenses at logistics centers operation. "Employee" includes directors and employees.
expenses of company pension premium, subcontracting payroll, a portion of expenses at logistics centers operation. "Employee" includes directors and employees,
Numbers of \% Gross Merchandise Value are calculated by each expense divided by gross merchandise value (excluding other GMV).

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* Promotion related expenses ratios are calculated by related items divided by gross merchandise value (excluding other GMV).
* Effective from the fiscal year ending March 2022, we have adopted the new accounting standards for revenue recognition. Until the fiscal year ended March 2021,


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(million $¥$ )

|  | FY2020 |  |  |  |  |  |  |  | $\frac{F Y 2021}{1 Q}$ |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1Q |  | 2Q |  | 3Q |  | 4Q |  |  |  |
|  | Amount | \%Gross Merchandise Value | Amount | \%Gross Merchandise Value | Amount | \%Gross Merchandise Value | Amount | \%Gross Merchandise Value | Amount | \%Gross Merchandise Value |
| Payroll and staff costs(*) | 6,465 | 6.8\% | 6,294 | 7.0\% | 6,639 | 5.8\% | 7,844 | 7.3\% | 6,883 | 6.5\% |
| Payroll costs for employee | 2,409 | 2.5\% | 2,484 | 2.8\% | 2,497 | 2.2\% | 3,666 | 3.4\% | 2,831 | 2.7\% |
| Logistics-Related Expenses (Including Outsourcing) | 4,056 | 4.3\% | 3,809 | 4.2\% | 4,141 | 3.6\% | 4,177 | 3.9\% | 4,051 | 3.8\% |
| Outsourcing Commission (Excluding Logistics-Related Expenses) | 1,197 | 1.3\% | 1,149 | 1.3\% | 1,320 | 1.1\% | 1,418 | 1.3\% | 1,429 | 1.3\% |
| Shipping | 6,655 | 7.0\% | 6,542 | 7.3\% | 7,195 | 6.2\% | 7,185 | 6.7\% | 7,597 | 7.1\% |
| Commission of Payment collection | 2,561 | 2.7\% | 2,464 | 2.7\% | 3,078 | 2.7\% | 2,734 | 2.6\% | 2,580 | 2.4\% |
| Promotion related expenses | 1,075 | 1.1\% | 1,279 | 1.4\% | 2,779 | 2.4\% | 2,967 | 2.8\% | 1,796 | 1.7\% |
| Advertising | 619 | 0.7\% | 855 | 0.9\% | 2,230 | 1.9\% | 2,228 | 2.1\% | 1,796 | 1.7\% |
| Reward points related expenses | 455 | 0.5\% | 424 | 0.5\% | 548 | 0.5\% | 739 | 0.7\% | - | - |
| Rent expense | 1,232 | 1.3\% | 992 | 1.1\% | 1,515 | 1.3\% | 1,484 | 1.4\% | 1,431 | 1.3\% |
| Depreciation | 553 | 0.6\% | 450 | 0.5\% | 497 | 0.4\% | 548 | 0.5\% | 454 | 0.4\% |
| Amortization of goodwill | 81 | 0.1\% | 93 | 0.1\% | 99 | 0.1\% | 100 | 0.1\% | 101 | 0.1\% |
| Stock Compensation Expenses | 0 | 0.0\% | 17 | 0.0\% | 13 | 0.0\% | 15 | 0.0\% | 13 | 0.0\% |
| Others | 2,035 | 2.1\% | 2,285 | 2.5\% | 2,602 | 2.3\% | 2,414 | 2.3\% | 2,043 | 1.9\% |
| Total SG\&A | 21,860 | 22.9\% | 21,571 | 23.9\% | 25,742 | 22.3\% | 26,714 | 25.0\% | 24,333 | 22.8\% |

* Payroll includes directors' remuneration, employee salaries, bonus, legal welfare expenses, welfare expenses, retirement benefits cost, provision for employee bonus
expenses of company pension premium, subcontracting payroll, a portion of expenses at logistics centers operation. "Employee" includes directors and employees,
"Logistics-Related Expenses" includes part-timers, dispatched workers(subcontracting payroll) and substantial personnel expenses within outsourcing commission of staff working for logistics operations.
* Numbers of \% Gross Merchandise Value are calculated by each expense divided by gross merchandise value (excluding other GMV).
* Numbers of $\%$ Gross Merchandise Value are calculated by each expense divided by gross merchandise value excluding other

Until the fiscal year ended March 2021, points-related expenses, which had been recorded in SG\&A expenses, were reduced from sales in the respective businesses, and the results are disclosed as net sales
$\square$ Active members $=$ Members who have made at least one purchase within a year


## NMABER OF SHOPS ON ROLOTOWN



## ACTOME MEMEER OUSTRUBUTOON

Gender ratio
Geographical distribution


## Age distribution



* PayPay Mall is not included


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Existing active members: Active members who have passed over 1 year since their registration


## NUMBER OB SHOPMENTS




##  Value / Number of shipments







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|  | FY2021 Plan* | YoY |
| :--- | ---: | ---: |
| Gross Merchandise Value | 472.8 billion yen | $12.7 \%$ |
| Gross Merchandise Value <br> (excluding other GMV) | 450.4 billion yen | $10.5 \%$ |
| Net sales | 162.6 billion yen | $10.3 \%$ |
| Operating profit | 47.8 billion yen | $8.3 \%$ |
| Operating Profit Margin <br> \% Gross Merchandise Value) | $10.6 \%$ | - |
| Ordinary profit | 47.8 billion yen | $7.7 \%$ |
| Profit attributable to owners of parent | 33.3 billion yen | $7.7 \%$ |
| Net profit per share | 109.05 yen | - |
| Estimated dividends per share (Plan) | 55 yen | - |

* Operating profit margin is calculated by operating profit divided by gross merchandise value (excluding other GMV)
* Effective from the fiscal year ending March 2022, we have adopted the new accounting standards for revenue recognition.


## SHONERS ON BUSONESS SEBMENT

We will disclose the gross merchandise value and net sales in the following business segment from the fiscal year ending March 2022 In addition, we will retrospectively reclassify and disclose the results for the fiscal year ended March 31, 2021 and earlier


## 

|  | Target for Gross Merchandise Value | YoY |
| :--- | ---: | ---: |
| ZOZOTOWN Business | 393.4 billion yen | $+10.1 \%$ |
| Outright Purchase/Production \& Sales | 3.6 billion yen | $+104.7 \%$ |
| Consignment sales | 378.0 billion yen | $+9.9 \%$ |
| USED sales | 11.8 billion yen | $+1.5 \%$ |
| PayPay mall | 33.0 billion yen | $+17.0 \%$ |
| BtoB Business | 24.0 billion yen | $+7.3 \%$ |
| Gross Merchandise Value (excluding other GMV) | 450.4 billion yen | $+10.5 \%$ |
| Others | 22.4 billion yen | $+92.0 \%$ |
| Gross Merchandise Value | 472.8 billion yen | $+12.7 \%$ |


|  | Target for Net Sales | YoY |
| :--- | ---: | :---: |
| Advertisement Business | 4.9 billion yen | $+19.0 \%$ |

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## CORPORATE PHLOSOPHY



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## STATUSTUCS OF 2O2O

## EMPLOYEES


(Average age 32.9 years old)

SHARE HOLDERS


NUMBER OF BRANDS HANDLED


ZOZOTOWN TOTAL BUYERS
(1 year basis)


## MOUOP SERUNES

## 40 (0) ONW Japan's Largest Online Retailer of Apparel and Accessories

1,488 stores offering 8,490 brands.
At any given time, more than 830,000 items are available with an average of 2,900 new items added everyday.

Systems, design, to fulfillment, all functions are built in house.
Same-day delivery service/Gift-wrapping service/Deferred payment etc.
Opened ZOZOTOWN shop on PayPay Mall which is operated by Yahoo Japan Corporation.

## $95 \sqrt[0]{0}$ Japan's largest fashion coordination app

When uploading coordinate pictures, tag each item worn in the look, using information on our data base.
The systems allows anyone to search for coordinates and items by various queries.
Official users who we call WEARISTAs, include popular models, singers, actors and actresses.
Over 15.0 million downloads
Now available in all geographic areas.


## ODFBERENGBS BETMEEN 2OZOTOWN <br> ONO 2020 POWN SHOP ON PAPPAB MALA



## BUSUNESS MOOEL

## ROLOPONW BHsiness

Outright Purchase / Production \& Sales20 stores are operating on ZOZOTOWN. In addition to purchasing inventory from brand manufacturers and selling them on ZOZOTOWN,
it manufactures and sells merchandise by utilizing the planning abilities of influencers such as brand manufacturers,celebrities etc.
Sales $=$ Gross merchandise value generated by each store *

## Consignment Sales

We operate 1,468 shops as consignment businesses.
This business model allows us to carry a certain amount of products from the brands, while giving us low inventory risk.
Sales $=$ Gross merchandise value of each store $\times$ commission rate ${ }^{*}$

## USED Sales

We purchase used fashion products from our users, and resell them as a second-hand business.
Sales $=$ Gross merchandise value ${ }^{*}$

## Paypay max

Opened ZOZOTOWN shop on PayPay Mall which is operated by Yahoo Japan Corporation.
Sales $=$ Gross merchandise value of each store $\times$ commission rate

## Bfob Business

We help developing and operating online shop and logistics operations, etc. on behalf of some brands which have stores on ZOZOTOWN.
We currently provide back-end service to 49 stores.

- In the case of providing all services from website development and operation to logistics operations, etc.
Sales $=$ Gross merchandise value of these online shop $\times$ Commission rate
- In the case of providing logistics operations service but not website development and operation services
Sales $=$ Commission fee based on the number of shipments and items
Both of the above sales include other sales such as initial shop opening commission, shipping fee etc.


## Doknerisement Busiocse

Advertisement business will gain advertisement income from client companies including brands by providing advertisement spots utilizing the user base of ZOZOTOWN and WEAR.
Sales $=$ Advertisement income

## LOGISTUES BASES EXPANSUON PBAN



[^5]Introduction of IR website
httos://corp.zozo.com/en/ir-info/
Information below are available at our IR website.

IR News ... The latest IR information are posted in a timely manner.
https://corp.zozo.com/en/ir/
ESG/CSR ... Introducing our initiatives on ESG/CSR.
httos://corp.zozo.com/esg/
Financial Highlights ... Financials for the past 3 years are available. Data can be downloaded in both PDF and excel format.
https://corp.zozo.com/en/ir-info/financial-highlights/

## Introduction of IR Mail

By registering your email address to our IR Mail,
we will send you information pertain to our IR such as latest news releases.
If you wish to register, please make access to the following link.

* News and information will be sent through the service provided by Magical Pocket Corporation.

IR Mail Subscription https://corp.zozo.com/ir-info/mail-magazine/

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## あとがき


いい人が集まることで生まれる社内の雾田気や人問閣係の良さが2OZOの力の源泉と感じます。
今回はこの愛すべき人たちゃ日常をマンがにしました一部マンがゆえの誩䛫もありますが，基本的には私たちの日常を元に描いています。少しでも親しみを感じ，応援してもらえれば幸いです。

2021．7．28．mozzy $\left\lvert\, \begin{gathered}68 \\ \left.\begin{array}{c}80 \\ \text { ccll }\end{array}\right)\end{gathered}\right.$


[^0]:    * \%Gross Merchandise Value are represented in percentages after division by gross merchandise value (excluding other GMV)
    * From the fiscal year ending March 2022, we are disclosing the GMV and net sales in new business segmentation. For detail, please refer "Change of business segments" in P.34
    * Effective from the fiscal year ending March 2022, we have adopted the new accounting standards for revenue recognition.
    

[^1]:    * ZOZO FURIMA Business ended on June 30, 2017.
    * Effective from the fiscal year ending March 2022, we have adopted the new accounting standards for revenue recognition. Until the fiscal year ended March 2021, points-related expenses, which had been recorded in SG\&A expenses, were reduced from sales in the respective businesses, and the results are disclosed as net sales.

[^2]:    * Effective from the fiscal year ending March 2022, we have adopted the new accounting standards for revenue recognition. Until the fiscal year ended March 2021

[^3]:    * Operating profit margins are calculated by operating profit divided by gross merchandise value (excluding other GMV)

[^4]:    * Operating profit margins are calculated by operating profit divided by gross merchandise value (excluding other GMV)

[^5]:    CHIBA2 and IBARAKI1 are warehouses with shipping function and IBARAKI4 will also have the function in the future.

