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August 3, 2021

To whom it may concern:

Company Name: ASKUL Corporation  
(Code No.: 2678, Tokyo Stock Exchange First Section)  
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Announcement of Financial Results by Other Affiliated Company

ASKUL Corporation (hereinafter referred to as the "Company") hereby announces that there are some descriptions about the ASKUL Group in the financial results briefing presentation materials for the first quarter of fiscal year 2021 announced today by Z Holdings Corporation (headquarters: 1-3 Kioicho, Chiyoda-ku, Tokyo; representative: Kentaro Kawabe, President and Representative Director, hereinafter referred to as "Z Holdings"), a company defined as "other affiliated company" of the Company. Please refer to the appendix for the applicable page of the presentation materials.

The figures described in the attached material do not match the financial results to be announced by the Company due to different consolidated accounting periods between Z Holdings and the Company as shown in the table below. The figures in the material include ASKUL Group's revenue, cost of sales and BtoB net sales placed via the internet.

Consolidated accounting period	Z Holdings	Company
First quarter	From April 1, 2021, to June 30, 2021	From May 21, 2021, to August 20, 2021
	There are below descriptions in the attached material. • Page 5 & 6 BtoB net sales placed via the internet in every quarter • Page 9 ASKUL Group's revenue and cost of sales.	

Appendix: Z Holdings Business Results FY2021 Q1 (excerpt)

Note: Z Holdings holds 44.92% of the total shares issued by the Company as of May 20, 2021.

# **Z Holdings Corporation Business Results**

## **FY2021 Q1**

**August 3, 2021**

**Z HOLDINGS**

**1** Topics/Consolidated Business Results – Whole Group

**2** Topics/Business Results – By Segment

**3** International Business Development

**4** FY2021 Business Results Forecast


# Commerce Business



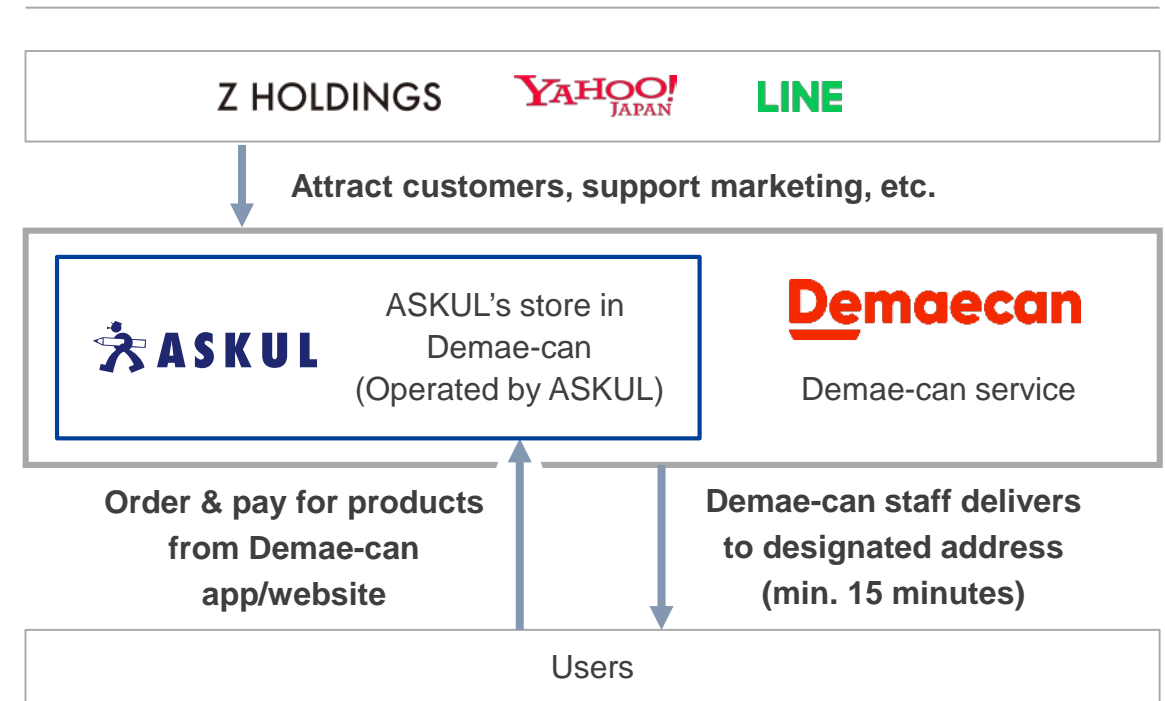
- **Began demonstration experiment<sup>1</sup> on instant delivery service of daily necessities, “PayPay Direct by ASKUL,”** in collaboration with ASKUL and Demae-can
- Understand the instant delivery needs in the last mile, **consider expanding products handled and target areas as well as extending to other services**

Outline of Demonstration Experiment



Experiment Period	July 28, 2021 –
Target Area	Some areas including areas in Itabashi Ward, Tokyo
Products Handled	<p><b>Approx. 300 types (planned)</b></p> <ul style="list-style-type: none"> <li>• Daily necessities (e.g. laundry products, cleaning products, batteries, baby products, hygiene products, pet products, etc.)</li> <li>• Food and beverages (e.g. chilled food (planned), frozen food, cup noodles, pouched food, bread, juice, alcoholic beverages, etc.)</li> </ul> 

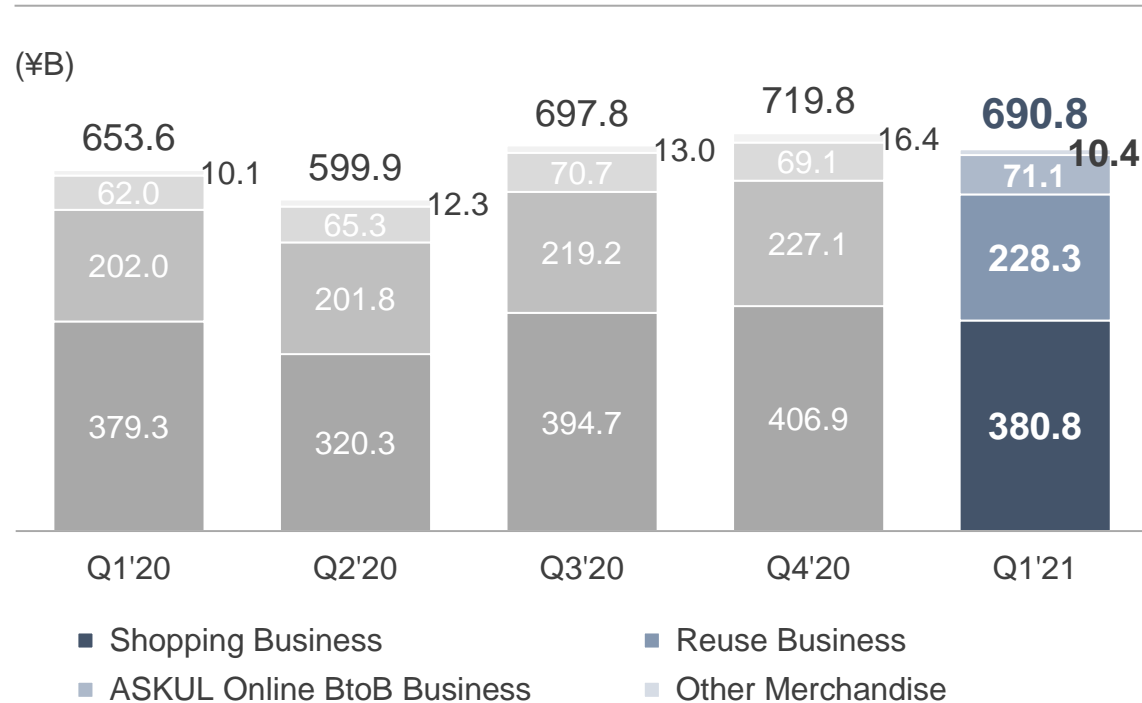
Instant Delivery - Structure



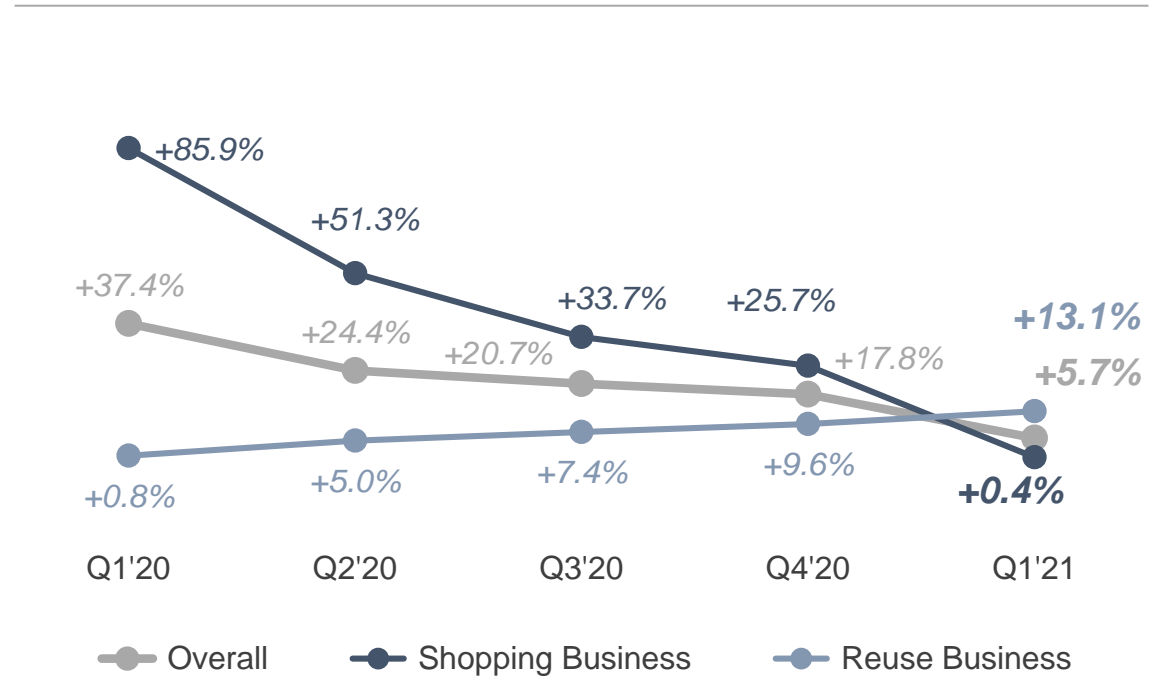
1. May be terminated early as this is a demonstration experiment

- Shopping business transaction value **maintained positive growth** despite difficulty in overcoming the level of the same quarter last year
- Reuse business transaction value **achieved double digit growth** due to **higher spend per YAHUOKU! user and steady expansion of PayPay Flea Market**

Merchandise Transaction Value<sup>1</sup>



Merchandise Transaction Value<sup>1</sup> – YoY Growth Rate



1. Please refer to P.58 for definition of transaction value

(JPY Million)	FY2020 Q1	FY2021 Q1	YoY
<b>Revenue</b>	<b>175,327</b>	<b>195,979</b>	<b>+11.8%</b>
<b>Merchandise EC</b>	<b>140,168</b>	<b>160,006</b>	<b>+14.2%</b>
Shopping business	65,293	74,810	+14.6%
Reuse business	12,842	14,034	+9.3%
ASKUL online BtoB business	62,033	71,161	+14.7%
<b>Services EC</b>	<b>956</b>	<b>2,837</b>	<b>+196.7%</b>
<b>Other</b>	<b>34,201</b>	<b>33,134</b>	<b>-3.1%</b>
<b>Cost of sales</b>	<b>78,068</b>	<b>85,223</b>	<b>+9.2%</b>
<b>Selling, general and administrative expenses</b>	<b>65,869</b>	<b>88,118</b>	<b>+33.8%</b>
Sales promotion cost + Advertising and promotional expenses	11,567	25,216	+118.0%
Other selling, general and administrative expenses	54,302	62,902	+15.8%
<b>Other revenue and expenses</b>	<b>-7</b>	<b>-</b>	<b>N/A</b>
<b>Adjusted EBITDA (Margin)</b>	<b>41,459 (23.6%)</b>	<b>35,420 (18.1%)</b>	<b>-14.6%</b>

# Appendix



# **Whole Group – Financial Information**



(¥B)		Q1	YoY Difference	YoY	Major Factors of Change (¥B)
<b>Revenue</b>		<b>373.3</b>	<b>+99.4</b>	<b>+36.3%</b>	<ul style="list-style-type: none"> <li>• Increase due to LINE consolidation +70.4</li> <li>• Yahoo Japan +12.2</li> <li>• ASKUL Group +7.3</li> <li>• ZOZO +5.4</li> </ul>
<b>Cost of sales</b>		<b>119.5</b>	<b>+19.1</b>	<b>+19.0%</b>	<ul style="list-style-type: none"> <li>• Increase due to LINE consolidation +7.9</li> <li>• ASKUL Group +5.7</li> </ul>
<b>SG&amp;A</b>		<b>202.3</b>	<b>+80.5</b>	<b>+66.1%</b>	-
(Major items)	Personnel expense	53.5	+24.1	+82.2%	• Increase due to LINE consolidation +21.2
	Depreciation and amortization	33.8	+9.2	+37.6%	• Increase due to LINE consolidation +8.2
	Sales promotion cost	28.8	+16.6	+136.0%	<ul style="list-style-type: none"> <li>• Absence of cost reduction implemented in the same quarter last year</li> <li>• Increase in point-provision expense due to expanded transaction value</li> <li>• Increase due to LINE consolidation +1.6</li> </ul>
	Business commissions	26.1	+9.5	+57.4%	• Increase due to LINE consolidation +7.7
<b>Other income &amp; expenses</b>		<b>-</b>	<b>+0.9</b>	<b>N/A</b>	-
<b>Operating income</b>		<b>51.3</b>	<b>+0.7</b>	<b>+1.5%</b>	-

# Commerce Business



Item	Breakdown
<b>Merchandise EC</b>	-
<b>Shopping business</b>	Yahoo! JAPAN Shopping, PayPay Mall, ZOZOTOWN, LOHACO, Charm, LINE SHOPPING, LINE FRIENDS, LINE GIFT
<b>Reuse business</b>	YAHUOKU!, PayPay Flea Market, ZOZOUSED
<b>ASKUL online BtoB business</b>	-
<b>Services EC</b>	Yahoo! JAPAN Travel, Ikyu Travel, LINE TRAVEL (International), etc.
<b>Others</b>	Premium membership, ASKUL non-online BtoB business, ValueCommerce, etc.

Items	Major services
<b>EC transaction value</b>	-
<b>Merchandise</b>	-
<b>Shopping business</b>	Yahoo! JAPAN Shopping, PayPay Mall, ZOZOTOWN, LOHACO, Charm, LINE SHOPPING, LINE FRIENDS, LINE GIFT
<b>Reuse business</b>	YAHUOKU!, PayPay Flea Market, ZOZOUSED
<b>ASKUL online BtoB business</b>	-
<b>Other (merchandise)</b>	Yahoo! JAPAN Tickets, Ouchi-Direct
<b>Services</b>	Ikyu.com, Yahoo! JAPAN Travel, Yahoo! JAPAN Loco <sup>1</sup> , Demae-can
<b>Digital content<sup>1</sup></b>	ebookjapan, LINE Manga, LINE MUSIC, LINE Stickers, LINE GAME, LINE LIVE, LINE Fortune, other paid digital content

1. Revenue from these services are recorded in the Media business segment