



# Q1 FY04/22 Financial Results Presentation

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September 14, 2021

Macbee Planet, Inc.  
(Stock code: 7095)

# Company Overview

<b>Company name</b>	<b>Macbee Planet, Inc. (7095)</b>
Establishment date	August 25, 2015
Capital	399 million yen (as of end-July 2021)
Business description	Provision of data-driven marketing analytics services
Head office location	3-11-11 Shibuya, Shibuya-ku, Tokyo
No. of employees	57 (as of end-July 2021)

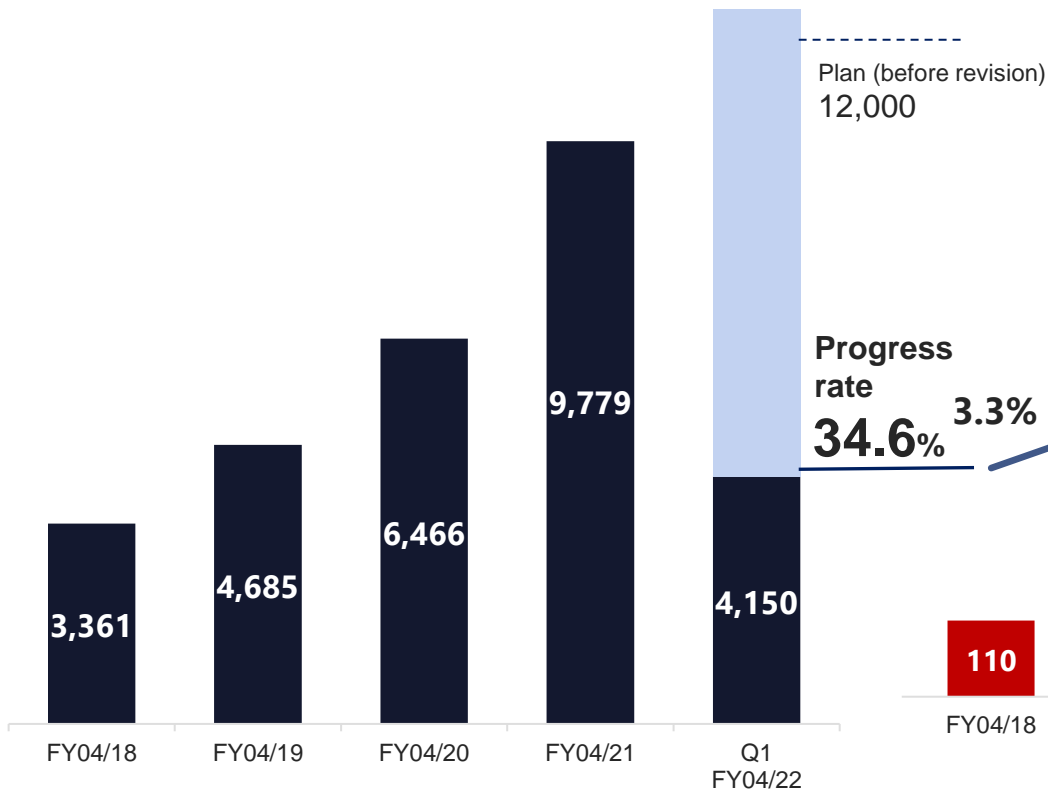
## History

Aug. 2015	Established Macbee Planet, Inc.
Aug. 2015	Released data analytics platform “Honeycomb”
Nov. 2017	Released web customer service tool “Robee”
Dec. 2018	Opened Fukuoka Office (sales office)
Mar. 2020	Listed on Mothers section of the Tokyo Stock Exchange
Mar. 2021	Made Sambar Labs PH Inc. a subsidiary
Mar. 2021	Established Smash Co., Ltd.
Aug. 2021	Made α, Inc. a wholly owned subsidiary

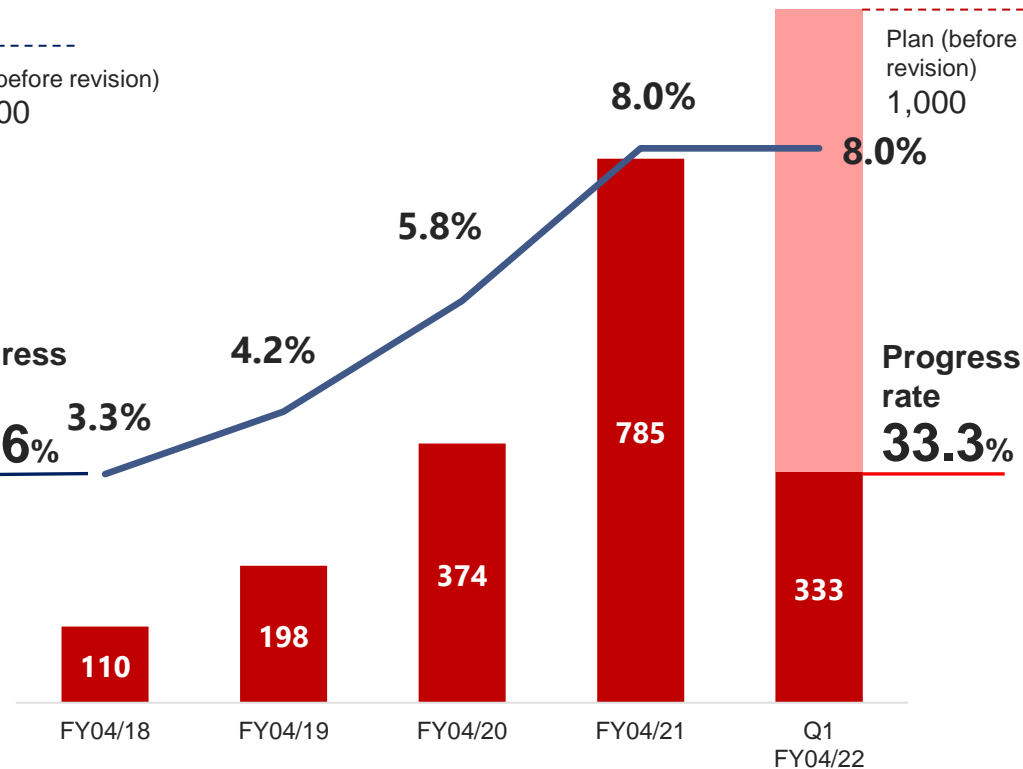
# Q1 FY04/22 Results Summary

■ Achieved record-high net sales and operating profit, far exceeding the plan.

Net sales (millions of yen)



Operating profit (millions of yen)



## ► Sales growth

- Steady growth driven by the success of LTV marketing across the Company.
- In addition, a surge in demand in the securities industry resulted in rapid sales growth in both AC and MT businesses.

## ► Profit growth

- Gross profit increased due to growth in the AC business and growth in the high gross margin MT business.
- Operating profit increased as a result of curbing SG&A expenses.

## ► Impact of COVID-19

- The beauty industry (brick-and-mortar) had no busy season this year.

\*Consolidated financial statements were introduced in FY04/21. Thus, figures up to FY04/20 are non-consolidated.

# FY04/22 Topics

- Strengthened technologies and systems to evolve and deepen LTV marketing.

1	<b>Strengthening technology</b>	<ul style="list-style-type: none"> <li>• Further evolved/deepened LTV marketing through AI and 3D technology of α, Inc. (Alpha Co., Ltd.), which became a subsidiary in August 2021</li> </ul>
2	<b>Enhancing systems</b>	<ul style="list-style-type: none"> <li>• Appointed two of α, Inc.'s directors to head the technology department and accelerated technology investments</li> <li>• Hired an executive officer for the AC Business and worked on strengthening the front office and further evolving LTV marketing</li> <li>• Established the Business Development Division and Solutions Division to promote growth strategies.</li> </ul>
3	<b>Earnings forecast</b>	<ul style="list-style-type: none"> <li>• Upwardly revised earnings forecast for FY04/22</li> </ul> <p>Net sales: <b>12,280</b> million yen (+2.3%)</p> <p>Operating profit: <b>1,060</b> million yen (+6.0%)</p> <p>Operating margin: <b>8.6%</b> (+0.3ppt)</p>

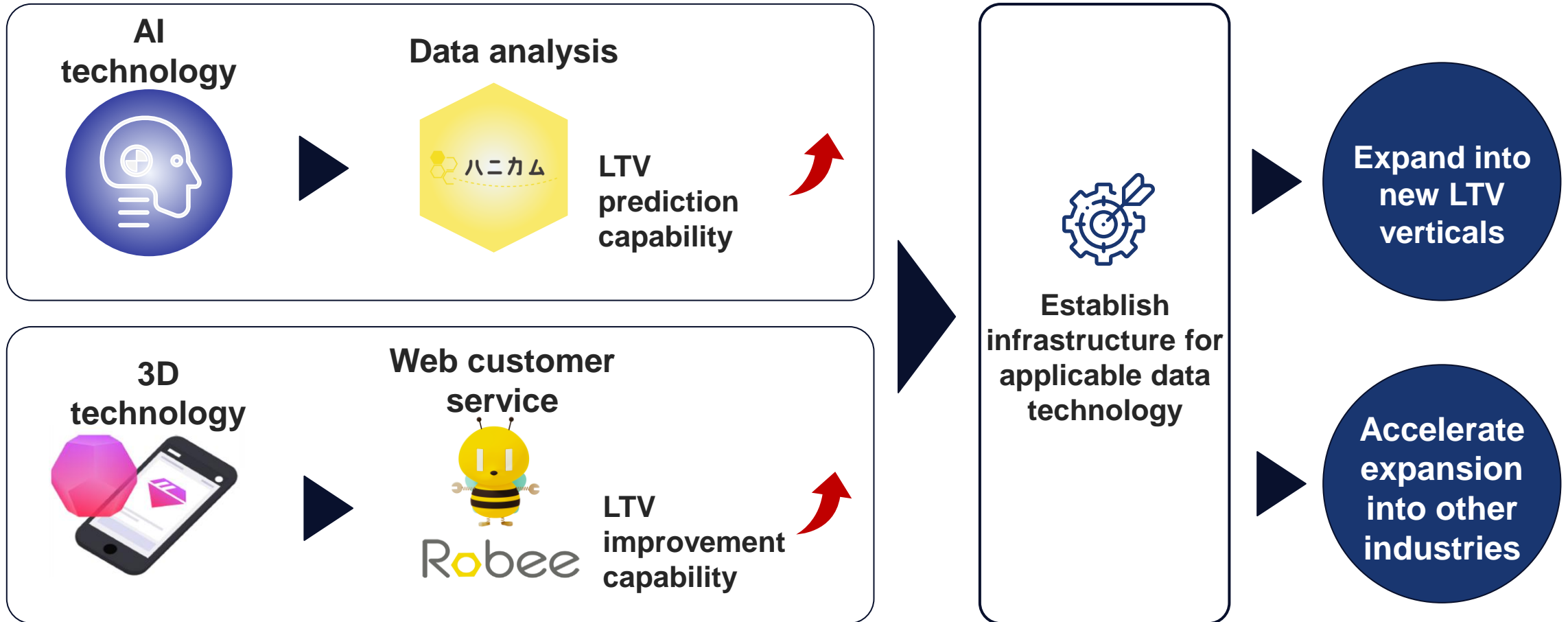
\* See appendix for information on α, Inc.

\* α, Inc.'s sales are expected to be partially recognized as net sales based on the new revenue recognition standard.

# Establishing a Technological Infrastructure

- Promoted growth strategies by utilizing  $\alpha$ , Inc.'s AI and 3D technologies for LTV marketing.

*$\alpha$ , inc*



# New Structure to Promote Growth Strategies

- Appointed two directors of α, Inc. to head our Technology Department and accelerated technology investments.
- Hired an executive officer for the AC Business and worked on strengthening the front office and further evolving and deepening LTV marketing.
- Established the Business Development Division and Solutions Division to promote growth strategies.

Division	Role	Growth strategy	Responsible position(s)	Name
Sales Division	New customer acquisition	Expand into other industries	President and Representative Director, Head of Sales Division	Yusuke Kojima
Consulting Division	AC Business promotion	Evolve and deepen LTV marketing	<b>NEW</b> Executive Officer, Head of Consulting Division	<b>Kenta Fujiwara *</b>
Product Division	MT Business promotion	Increase data and establish technological infrastructure	<b>NEW</b> Executive Officer, Head of Product Division	<b>Hideyuki Shoda *</b>
			<b>NEW</b> CTO	<b>Hitoshi Tsuyuki *</b>
<b>NEW</b> Business Development Division*	AC Business promotion	Increase data and improve data integration and analysis capability	Director, Head of Business Development Division	Hideyuki Uraya
<b>NEW</b> Solution Division*	Growth strategy promotion	Promote company-wide growth strategies	Executive Officer, Head of Solution Division	Hidemi Takahara
Business Administration Division	Business management	Corporate planning, M&A, capital and business alliance	Director, Head of Business Administration Division	Tomohiro Chiba

\*Newly established

\*Newly appointed  
See appendix for biography

# Revised Earnings Forecast for FY04/22

- We revised our earnings forecast to account for α, Inc.'s sales and operating profit (after amortization of goodwill).

(millions of yen)

	Net sales	Operating profit	Operating margin
Previous forecast	12,000	1,000	8.3%
Earnings forecast for α, Inc.*	<b>280</b>	<b>60</b>	<b>21.4%</b>
Revised forecast	<b>12,280</b>	<b>1,060</b>	<b>8.6%</b>
Change	+280	+60	+0.3ppt
Change (%)	+2.3%	+6.0%	-

\*α, Inc.'s business results are for the **nine-month period** from the deemed acquisition date in August 2021 to April 2022.

\*α, Inc.'s sales are expected to be partially **recognized as net sales** based on the new revenue recognition standard.

\*α, Inc.'s operating profit is the amount **after accounting for amortization of goodwill**.



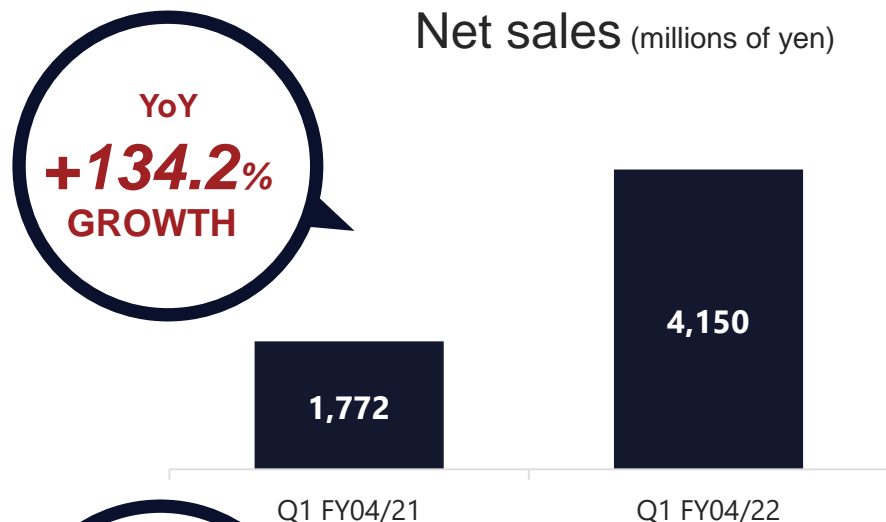
 Q1 FY04/22 Financial Results



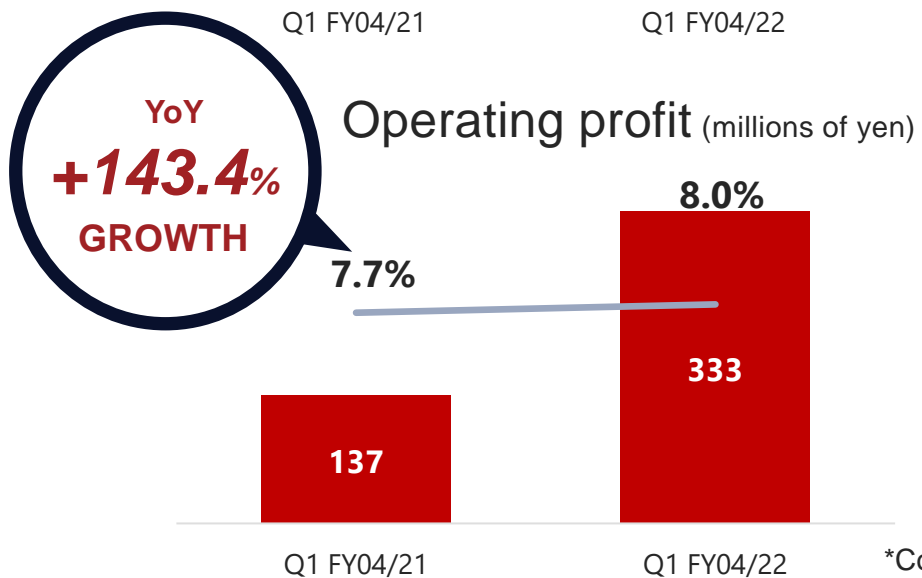
# Q1 FY04/22 Financial Results

■ Net sales grew by **more than 2.3x YoY** and operating profit by **more than 2.4x YoY**, reaching record highs.

Net sales (millions of yen)



Operating profit (millions of yen)



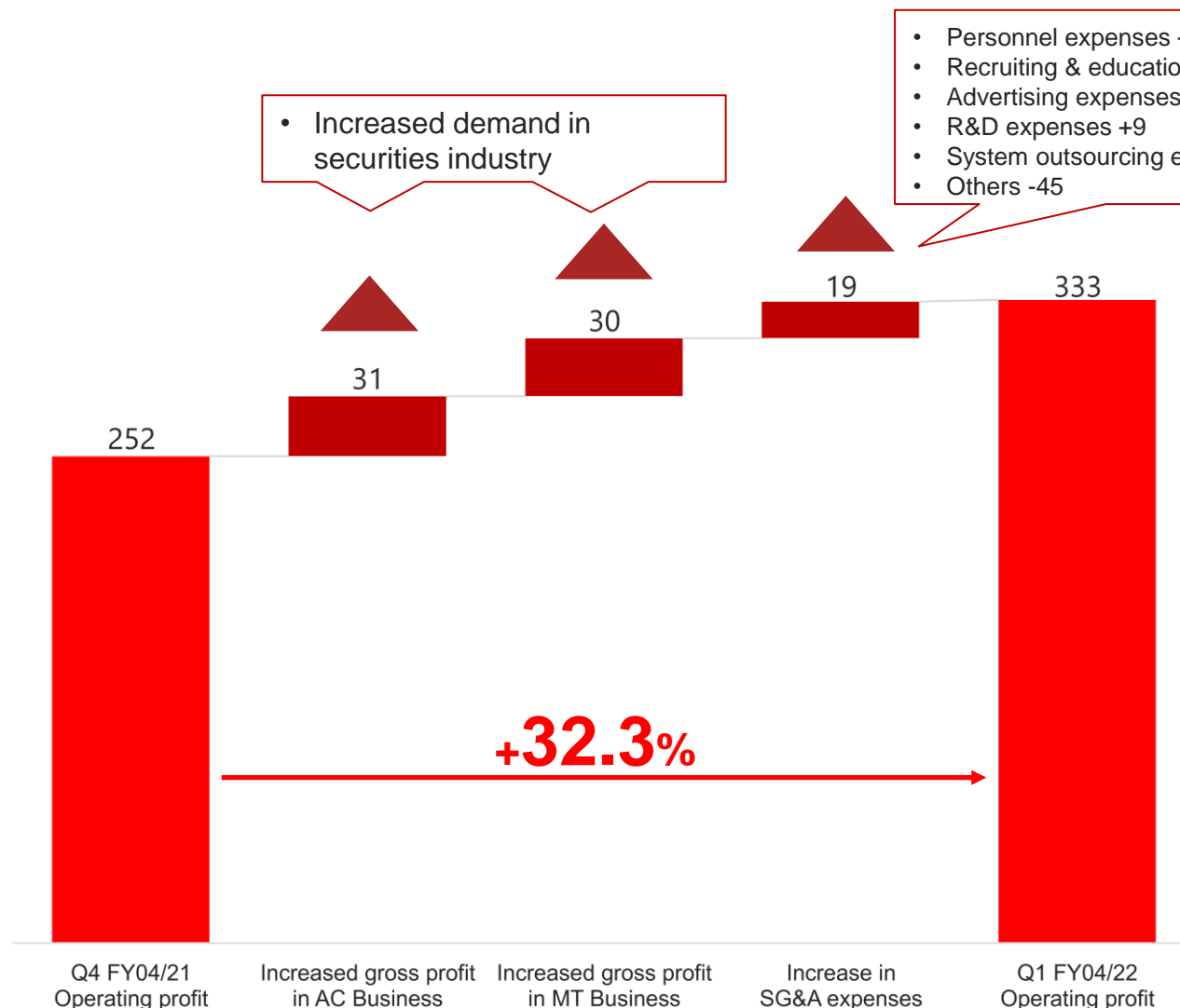
(millions of yen)

	FY04/22 Plan (before revision)	Q1 FY04/21 Actual	Q1 FY04/22 Actual	Progress rate vs. plan (%)	YoY change	YoY change (%)
Net sales	12,000	1,772	<b>4,150</b>	<b>34.6%</b>	<b>+2,378</b>	<b>+134.2%</b>
Operating profit	1,000	137	<b>333</b>	<b>33.4%</b>	<b>+196</b>	<b>+143.4%</b>
Profit (attributable to owners of parent)	681	95	232	34.1%	+136	+142.3%
Operating margin	8.3%	7.7%	<b>8.0%</b>	-	<b>+0.3ppt</b>	-

\*Consolidated financial statements were introduced at the end of FY04/21. Thus, figures for FY04/21 are non-consolidated.

# Breakdown of QoQ Change in Operating Profit

- Demand in the securities industry drove growth in the AC and MT businesses. Operating profit grew by **more than 1.3x**.



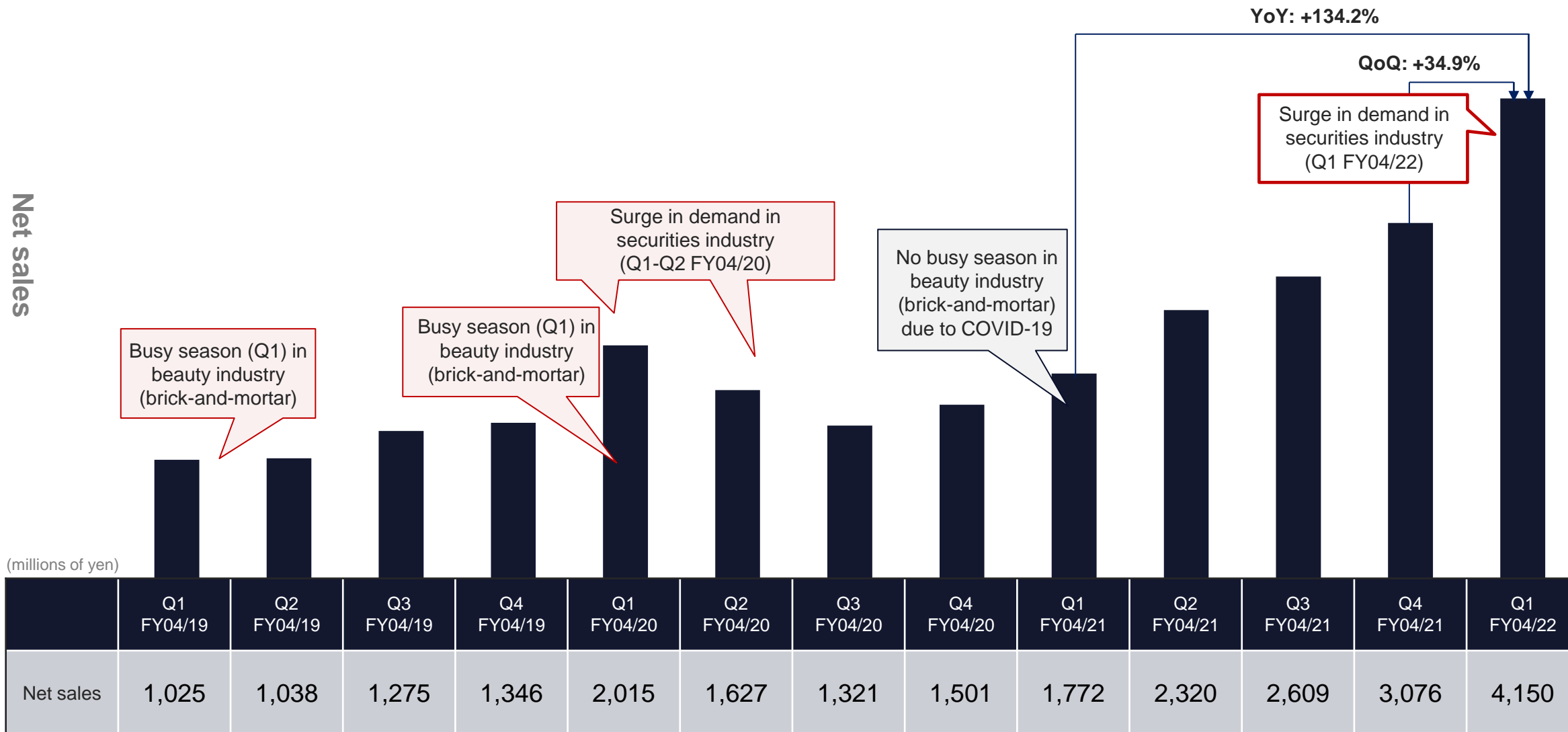
(millions of yen)

	Q4 FY04/21 Actual	Q1 FY04/22 Actual	QoQ change (amount)	QoQ change (%)
Net sales	3,076	4,150	+1,073	+34.9%
Gross profit	513	575	+61	+12.0%
AC Business Gross profit	440	472	+31	+7.1%
MT Business Gross profit	72	102	+30	+41.2%
SG&A expenses	261	241	-19	-7.6%
SG&A ratio	8.5%	5.8%	-2.7ppt	-
Operating profit	252	333	+81	+32.3%
Operating margin	8.2%	8.0%	-0.2ppt	-

\*Consolidated financial statements were introduced at the end of FY04/21. Thus, figures for FY04/21 are non-consolidated.

# Sales Trend

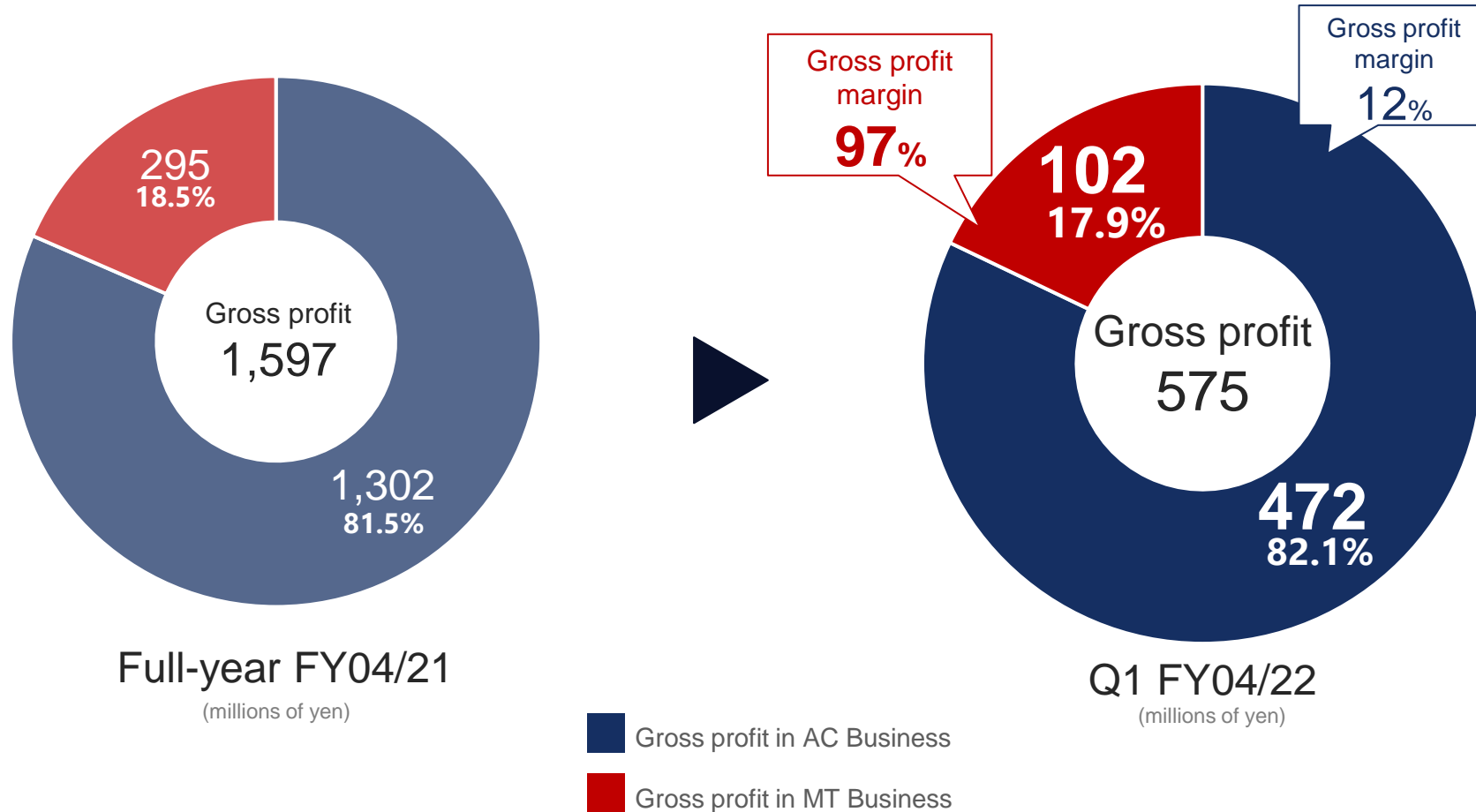
■ Net sales are on an upward trend, reaching new highs.



\*Consolidated financial statements were introduced in FY04/21. Thus, figures from FY04/19 to FY04/20 are non-consolidated.

# Segment Breakdown of Gross Profit

- The AC Business expanded rapidly, but we continue to focus on the MT Business.





# FY04/22 Growth Strategy

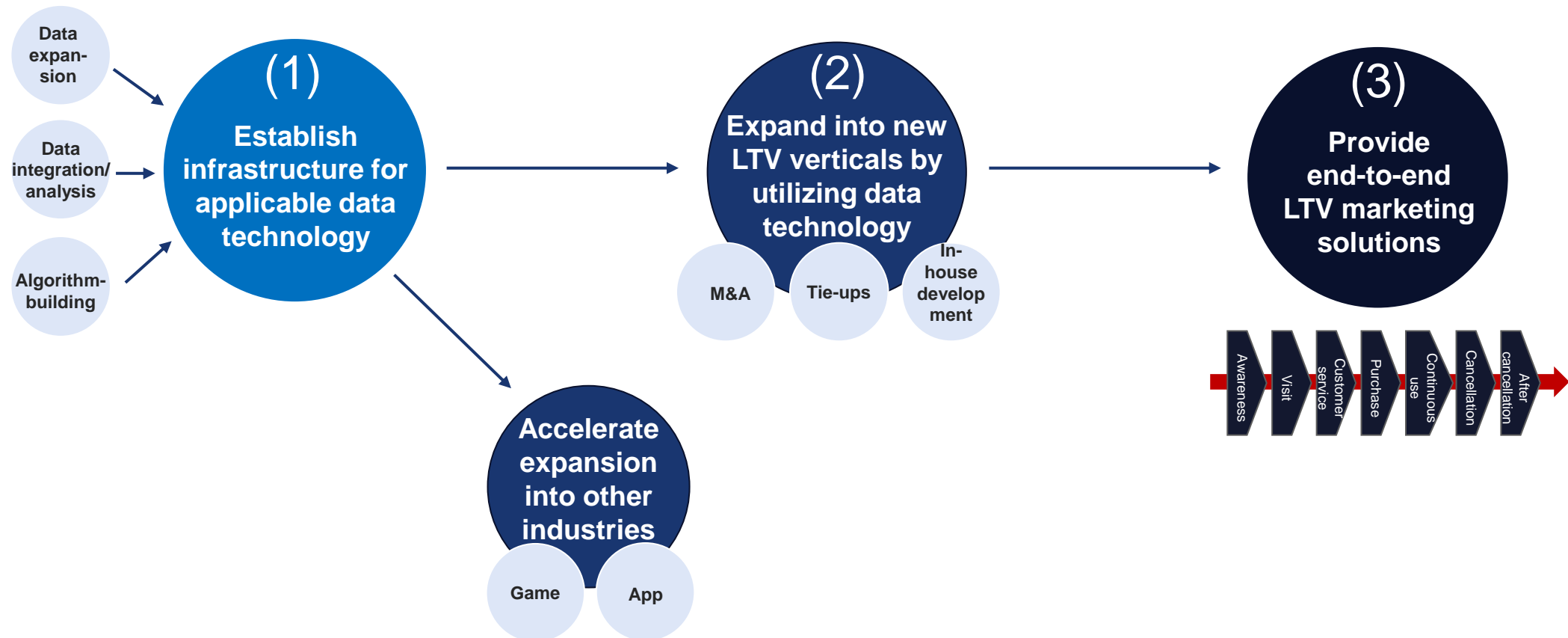
# Basic Approach for FY04/22 Growth Strategy

<b>Basic approach</b>	<p><b>Further evolve and deepen LTV marketing by expanding data and leveraging analysis technology</b></p> <p><b>Offer end-to-end solutions by expanding into new LTV verticals</b></p>
<b>Earnings forecast</b>	<p><b>Revision of earnings forecast</b></p> <p>Net sales <b>12,280</b>mn yen</p> <p>Operating profit <b>1,060</b>mn yen</p> <p>Operating margin <b>8.6</b>%</p>

# Basic Approach for Growth Strategy

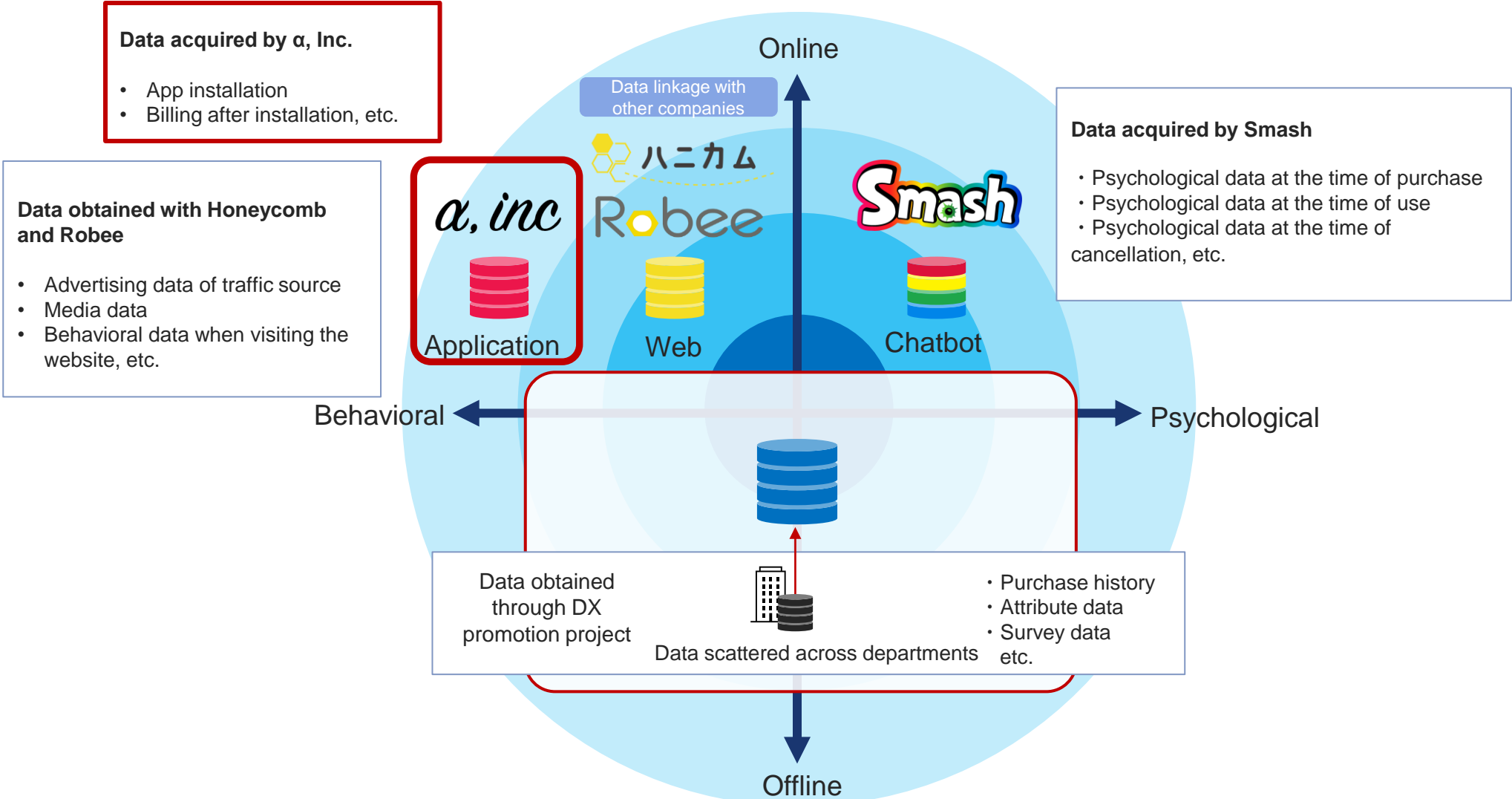
- Further evolve and deepen LTV marketing by expanding data and leveraging analysis technology.

## Evolve and Deepen LTV marketing



# Data Expansion

■ Acquire app data from α, Inc.'s 3D AD. Expand into app marketing domain.





# Evolve and Deepen LTV Marketing by Turning $\alpha$ , Inc. Into a Subsidiary

- Leverage the strengths of both companies to accelerate growth and expand into broader markets.

		Aim	Specific initiatives	Impact on Group results
1	Short-term	Dig deeper into existing industries	<ul style="list-style-type: none"> <li>• Provide "3D AD" to the Group's existing industries (beauty, finance, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Better results for existing customers</li> <li>• Increased per-customer spending</li> </ul>
		Expand into other industries	<ul style="list-style-type: none"> <li>• Expand into the game and entertainment industry</li> <li>• Expand into app marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Acquisition of new clients</li> <li>• Further growth in sales</li> </ul>
2	Medium-term	Implement AI for data analysis and distribution technology	<ul style="list-style-type: none"> <li>• Improve the accuracy of ad delivery and realize efficiency enhancement/man-power savings by linking AI delivery algorithms with Honeycomb</li> </ul>	<ul style="list-style-type: none"> <li>• Increased number of generated results</li> <li>• Enhanced profitability and labor productivity</li> </ul>
3		Raise the standard of LTV improvement capability	<ul style="list-style-type: none"> <li>• Utilize 3D technology to provide an interactive user experience</li> </ul>	<ul style="list-style-type: none"> <li>• Greater number of generated results by improving CVR</li> <li>• Increased sales</li> </ul>
4		Broaden LTV marketing verticals	<ul style="list-style-type: none"> <li>• Provide ad delivery aimed at expanding recognition among high-LTV users</li> </ul>	<ul style="list-style-type: none"> <li>• Higher profitability by raising per-customer spending</li> </ul>
5	Long-term	Expand into new ad verticals	<ul style="list-style-type: none"> <li>• Create new ad market in VR/AR using 3D technology</li> </ul>	<ul style="list-style-type: none"> <li>• Creation of growth opportunities for the entire industry</li> </ul>

# FY04/22 Financial Results Forecast

- We aim to grow our existing businesses while taking on challenges in new business domains. We forecast net sales of 12.2 billion yen and operating profit of 1.06 billion yen.

(millions of yen)


	Net sales	Operating profit	Operating profit margin	Profit attributable to owners of the parent	EPS
FY04/21	9,779	785	8.0%	546	173.20 (yen)
<b>FY04/22</b>	<b>12,280</b>	<b>1,060</b>	<b>8.6%</b>	<b>720</b>	<b>224.94 (yen)</b>
Change	+2,500	+274	+0.6ppt	+172	-
Change (%)	+25.6%	+35.0%	-	+31.6%	-



# appendix

# Introduction of New Officers

# New Officers

	Name	Career	Summary
<p>( as of October 1, 2021)</p> <p><b>Executive Officer, Head of Product Division</b></p>	<p><b>Hideyuki Shoda</b></p>	<p><b>α, Inc. CEO</b></p>	<p>2010: Founded Glow Lance 2013: Founded 10sec in the US 2016: Founded VRize (currently α, Inc.)</p> <p>Winner of Incubate Camp 5th; Winner of CyberAgent’s Startup Version “Ashita-Kaigi”; Participated in the 11th Term of KDDI MUGENLABO, etc.</p>
<p>(as of October 1, 2021)</p> <p><b>CTO</b></p>	<p><b>Hitoshi Tsuyuki</b></p>	<p><b>α, Inc. Director and CTO</b></p>	<p>2012: Joined GREE, Inc. Engaged in construction and operation of large-scale infrastructures, development of development infrastructure and virtualization systems, etc. 2013: Worked on service development for 10sec. 2016 Co-founded VRize (currently α). Led the overall development and organization-building as CTO. Handled all kinds of development at a high level, including server-side, front-end, infrastructure, iOS, Android, and Unity.</p>
<p>(as of July 1, 2021)</p> <p><b>Executive Officer, Head of Consulting Division</b></p>	<p><b>Kenta Fujiwara</b></p>	<p><b>Director of Willgate, Inc. Representative Director of e-machitown Co., Ltd.</b></p>	<p>2007: Joined iFLAG Co., Ltd. Worked on online advertising and access analysis. 2012: Joined SB Technology Corp. Contributed to a 450% YoY growth in operating profit for the solution he oversaw. 2015: Joined Hikari Tsushin, Inc. 2016: Appointed Representative Director of e-machitown Co., Ltd. Joined EPARK, where he supervised the infrastructure development, system strategy, data analysis, and marketing departments. May 2018: Appointed Executive Officer of Willgate, Inc. July 2019: Appointed Director of Willgate, Inc.</p>

# **About α, Inc. (Alpha Co., Ltd.)**

# α, Inc. Company Profile

- Marketing technology company that operates an AI-powered marketing platform, “3D AD.”  
The company rapidly grew sales by roughly 7x YoY in FY01/21.



## α, inc Company Outline

Name	α, Inc.
Representative	Hideyuki Shoda
Business description	Operation of AI marketing platform, “3D AD”
Establishment date	February 29, 2016

Net sales (millions of yen)



### Technical capabilities

Maximizes results and optimizes resources by leveraging its proprietary AI-based delivery algorithm and 3D creative technology.

### Track record

Used in about 30% of top-selling apps in the App Store and Google Play.

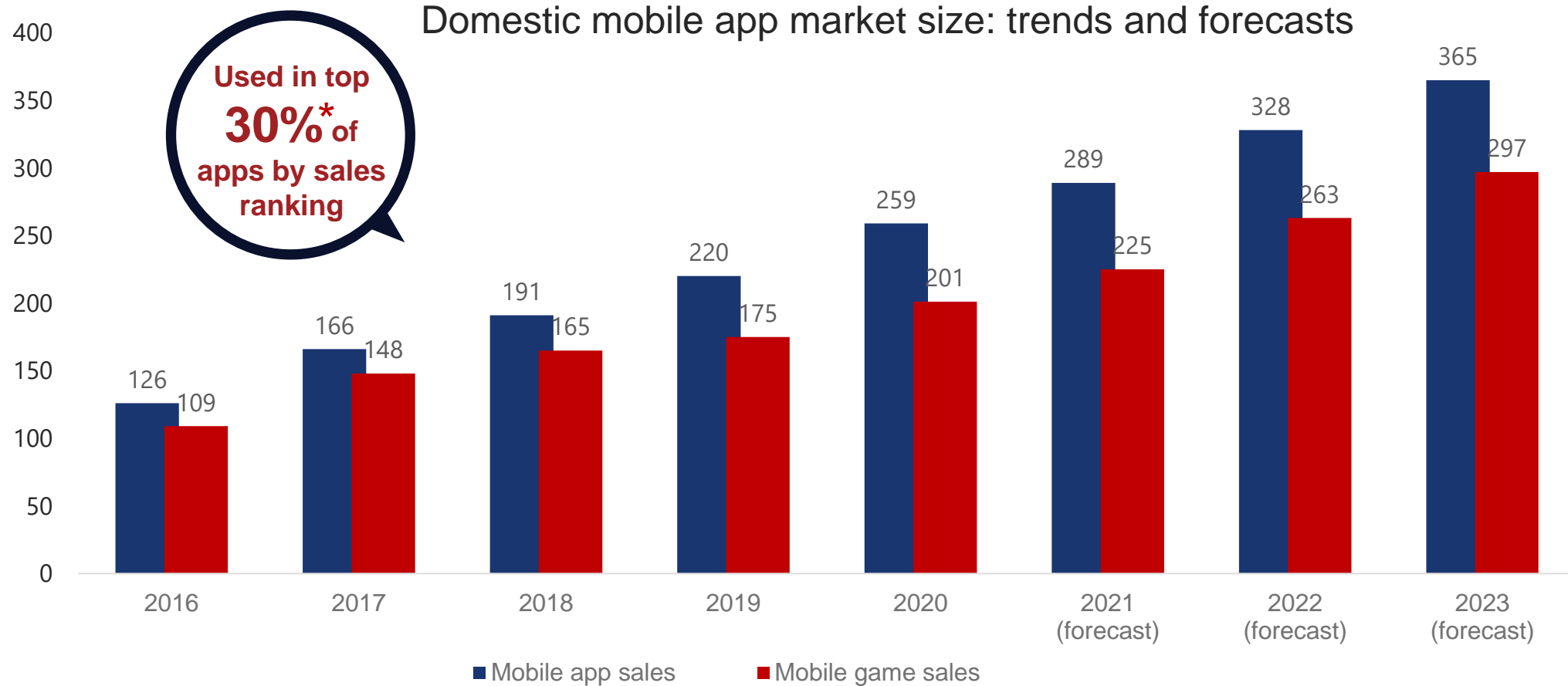
### Rapid growth

Net sales grew rapidly by roughly 7x YoY in FY01/21.

# Market Trends at α, Inc.

- The app market, in which 3D AD excels, is expected to grow mainly in games but also in learning, translation, health management, and social networking apps.

(Hundred millions of US dollars)



\* As of July 2021

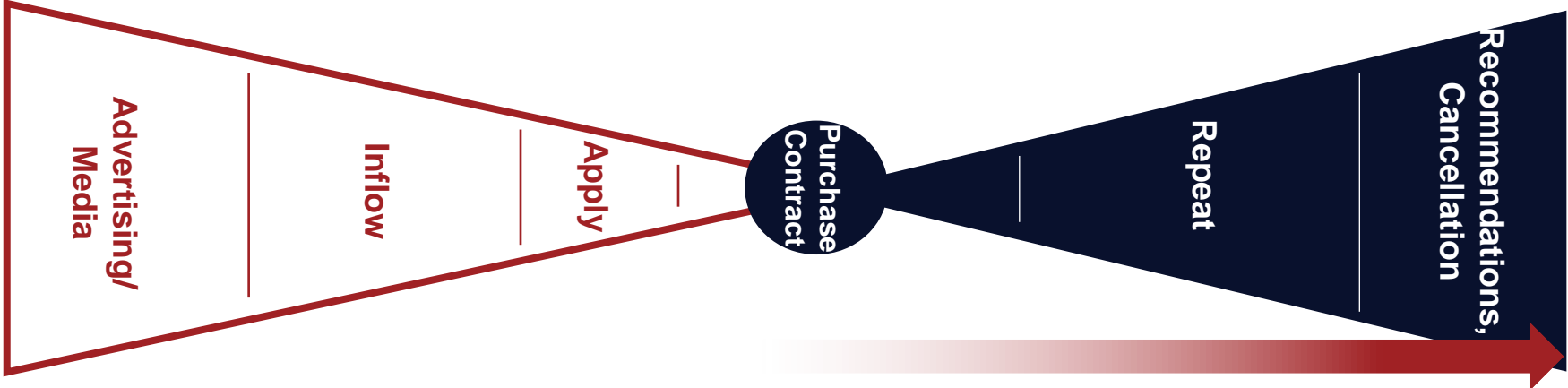
\* Source: Ministry of Internal Affairs and Communications, "Living and Economy Supported by Digital Technology," Omdia research



# **Business Environment**

# Increasing Importance of LTV in Marketing

■ Marketing will continue to place importance on LTV, not new sales (one-offs).

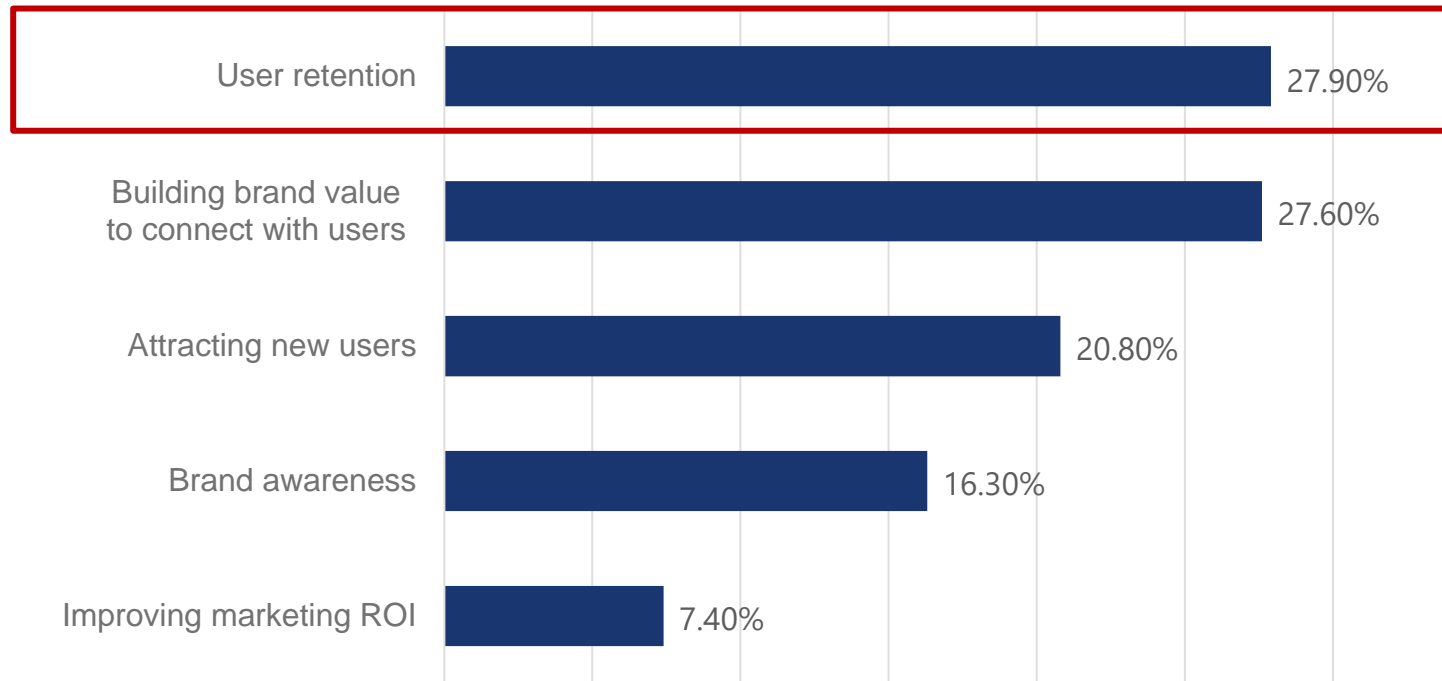


	<Past>	<Future>
	<b>Goods selling model</b>	<b>Recurring revenue model</b>
<b>Target</b>	News sales (one-offs)	<b>Lifetime value (LTV)</b>
<b>Means</b>	Increase exposure, optimize ads	<b>Improve relationship with users</b>

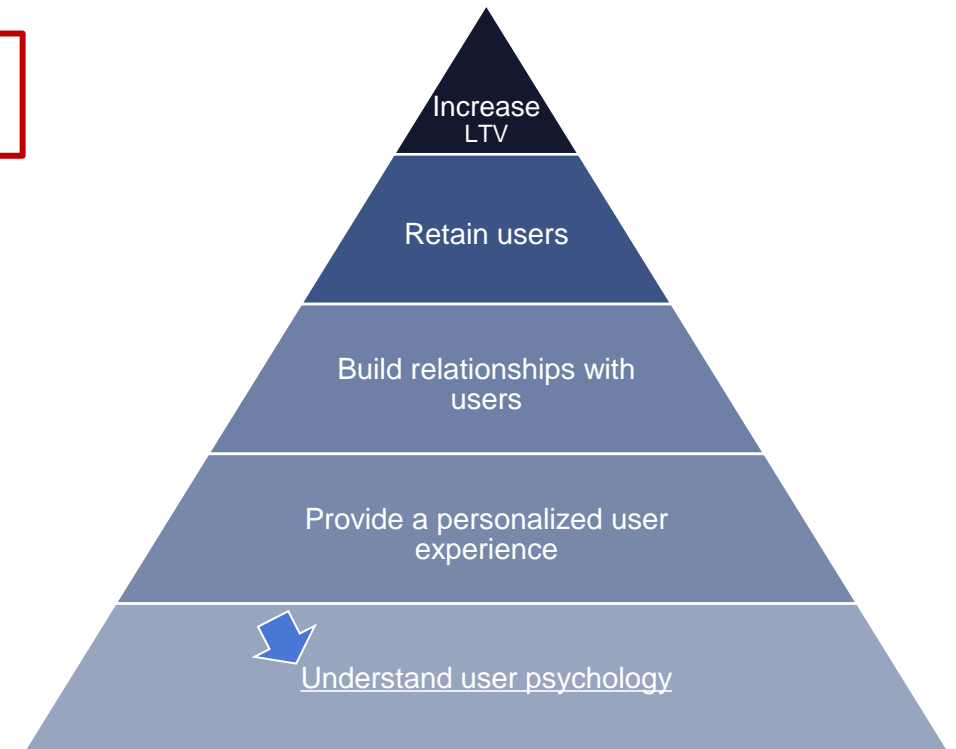
# Greater Focus on Retention Due to COVID-19

■ Many marketers, not just those in the recurring revenue business, emphasize existing user retention. Understanding user psychology and building relationships between clients and users are important for retention.

What marketing metrics have you focused on amid the COVID-19 pandemic?



Retention requires an understanding of user psychology



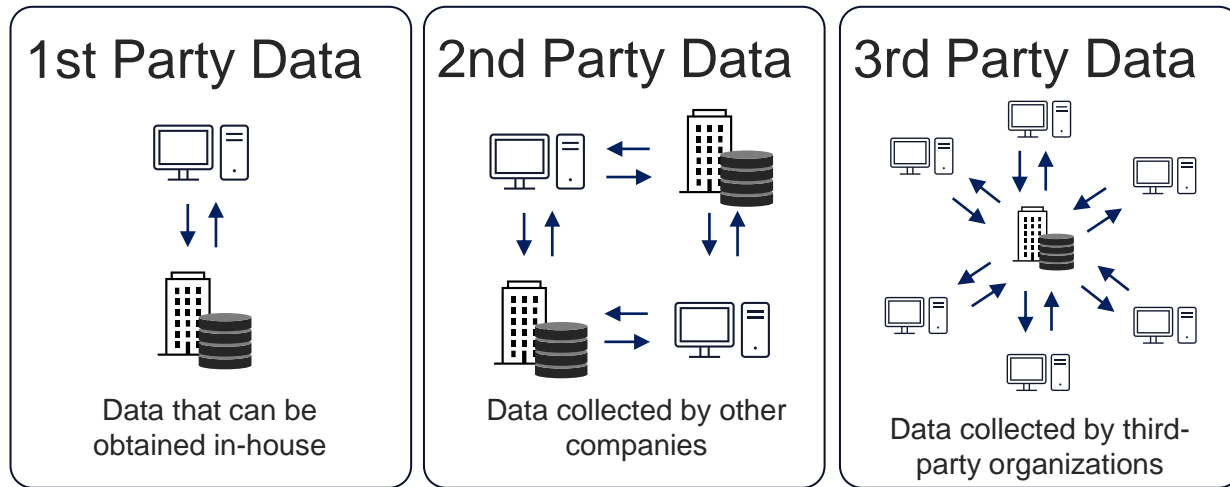
The CMO Survey: [https://cmosurvey.org/wp-content/uploads/2021/02/The\\_CMO\\_Survey-Highlights\\_and\\_Insights\\_Report-February-2021.pdf](https://cmosurvey.org/wp-content/uploads/2021/02/The_CMO_Survey-Highlights_and_Insights_Report-February-2021.pdf)

# Growing Demand for Zero-Party Data

- As personal information protection and cookie regulations advance, it is becoming more difficult to collect data in a way we used to and infer user attributes. Zero-party data collected directly from users is growing in importance.



<Traditional ad technology>



Third-party cookie regulations have had a significant impact on ad technology, which uses cookies to infer user psychology.

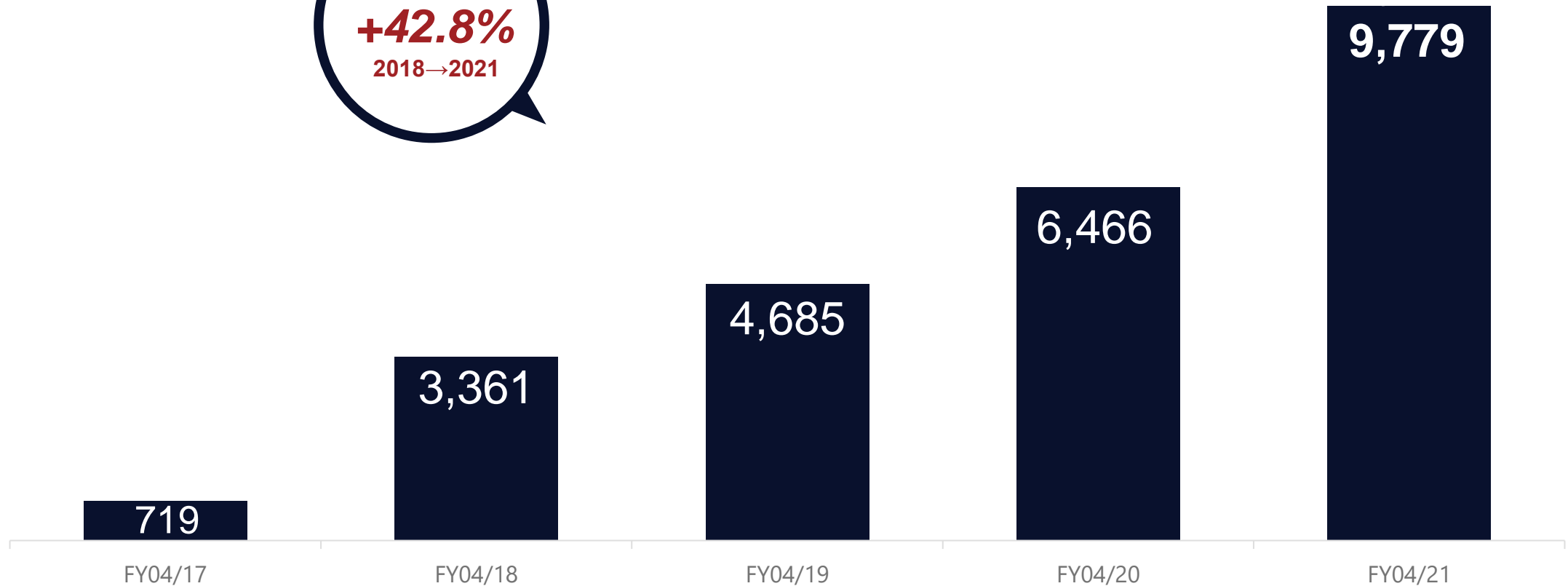
Valuable data that is not based on inference

# Business Performance

# Performance Trends

Net sales (millions of yen)

**CAGR**  
**+42.8%**  
2018→2021



# Performance Trends

	FY04/20 Q1		FY04/20 Q2		FY04/20 Q3		FY04/20 Q4		FY04/21 Q1		FY04/21 Q2		FY04/21 Q3		FY04/21 Q4		FY04/22 Q1	
	(JPY mn)	Ratio	(JPY mn)	Ratio	(JPY mn)	Ratio	(JPY mn)	Ratio	(JPY mn)	Ratio	(JPY mn)	Ratio	(JPY mn)	Ratio	(JPY mn)	Ratio	(JPY mn)	Ratio
Net sales	2,015	-	1,627	-	1,321	-	1,501	-	1,772	-	2,320	-	2,609	-	3,076	-	4,150	-
Gross profit	343	17.0%	296	18.2%	262	19.9%	271	18.1%	305	17.2%	373	16.1%	404	15.5%	513	16.7%	575	13.9%
SG&A expenses	132	6.6%	181	11.1%	190	14.4%	294	19.6%	168	9.5%	175	7.6%	206	7.9%	261	8.5%	241	5.8%
Personnel expenses	88	4.4%	92	5.7%	105	8.0%	130	8.7%	109	6.2%	108	4.7%	115	4.4%	95	3.1%	118	2.8%
Advertising expenses	0	0.0%	4	0.3%	14	1.1%	68	4.6%	6	0.3%	9	0.4%	14	0.6%	9	0.3%	12	0.3%
Recruiting & education expenses	4	0.2%	30	1.9%	14	1.1%	21	1.5%	9	0.5%	11	0.5%	8	0.3%	18	0.6%	5	0.1%
R&D expenses	-		-		-		-		-		-		-		-		9	0.2%
Depreciation & amortization	2	0.1%	2	0.2%	2	0.2%	2	0.2%	2	0.1%	3	0.1%	3	0.1%	4	0.1%	4	0.1%
System outsourcing expenses	5	0.3%	4	0.3%	4	0.3%	3	0.2%	4	0.3%	10	0.4%	9	0.4%	7	0.2%	9	0.2%
Other expenses	31	1.6%	46	2.9%	49	3.7%	68	4.5%	35	2.0%	32	1.4%	54	2.1%	126	4.1%	81	2.0%
Operating profit	210	10.5%	115	7.1%	71	5.4%	-23	-1.5%	137	7.7%	198	8.6%	197	7.6%	252	8.2%	333	8.0%

\*Consolidated financial statements were introduced at the end of FY04/21. Thus, figures before Q3 FY04/21 are non-consolidated.

# Financial Results by Segment

	FY04/20 Q1	FY04/20 Q2	FY04/20 Q3	FY04/20 Q4	FY04/21 Q1	FY04/21 Q2	FY04/21 Q3	FY04/21 Q4	FY04/22 Q1
Net sales	2,015	1,627	1,321	1,501	1,772	2,320	2,609	3,076	4,150
AC Business	1,990	1,599	1,291	1,468	1,702	2,237	2,535	3,003	4,044
MT Business	25	28	30	32	69	83	73	72	105
Gross profit	343	296	262	271	305	373	404	513	575
AC Business	317	268	231	239	238	290	331	440	472
MT Business	25	28	30	32	66	82	72	72	102
Operating profit (Segment profit)	210	115	71	-23	137	198	197	252	333
AC Business	278	221	187	195	192	232	283	364	388
MT Business	13	6	-1	8	45	51	21	6	67
Adjustments	-80	-112	-114	-226	-100	-86	-106	-118	-122

\*Consolidated financial statements were introduced at the end of FY04/21. Thus, figures before Q3 FY04/21 are non-consolidated.



# Sales Ratio by Industry

	FY04/20 Q1		FY04/20 Q2		FY04/20 Q3		FY04/20 Q4		FY04/21 Q1		FY04/21 Q2		FY04/21 Q3		FY04/21 Q4		FY04/22 Q1	
	(JPY mn)	Ratio	(JPY mn)	Ratio	(JPY mn)	Ratio	(JPY mn)	Ratio	(JPY mn)	Ratio	(JPY mn)	Ratio	(JPY mn)	Ratio	(JPY mn)	Ratio	(JPY mn)	Ratio
Overall	2,015	-	1,627	-	1,321	-	1,501	-	1,772	-	2,320	-	2,609	-	3,076	-	4,150	-
Beauty	685	34.0%	510	31.4%	488	37.0%	479	31.9%	779	44.0%	1,083	46.7%	907	34.8%	685	22.3%	606	14.6%
Brick & Mortar	386	19.2%	233	14.3%	207	15.7%	182	12.1%	169	9.6%	181	7.8%	111	4.3%	144	4.7%	160	3.9%
E-commerce	299	14.8%	276	17.0%	280	21.2%	297	19.8%	610	34.4%	902	38.9%	794	30.5%	540	17.6%	445	10.7%
Financial	949	47.1%	790	48.6%	417	31.6%	546	36.4%	581	32.8%	969	41.8%	1,240	47.5%	1,894	61.6%	2,935	70.7%
Banks	191	9.5%	227	14.0%	182	13.8%	280	18.7%	197	11.2%	256	11.1%	244	9.4%	382	12.4%	312	7.5%
Securities	665	33.0%	478	29.4%	110	8.4%	148	9.9%	352	19.9%	627	27.0%	910	34.9%	1,418	46.1%	2,567	61.9%
Other financial	92	4.6%	84	5.2%	124	9.4%	117	7.8%	31	1.8%	85	3.7%	86	3.3%	94	3.1%	54	1.3%
Others	380	18.9%	326	20.1%	415	31.4%	475	31.7%	410	23.1%	267	11.5%	461	17.7%	496	16.2%	607	14.6%

\*Consolidated financial statements were introduced at the end of FY04/21. Thus, figures before Q3 FY04/21 are non-consolidated.

# Balance Sheet

(millions of yen)

	FY04/21	Q1 FY04/22	change (amount)
Assets	<b>3,348</b>	<b>3,921</b>	+573
Current assets	<b>3,101</b>	<b>3,668</b>	+567
(Cash and deposits)	<b>(1,923)</b>	<b>(1,589)</b>	-334
Non-current assets	<b>247</b>	<b>253</b>	+6
Liabilities	<b>1,457</b>	<b>1,796</b>	+339
Current liabilities	<b>1,414</b>	<b>1,764</b>	+349
Non-current liabilities	<b>42</b>	<b>31</b>	-10
Net assets	<b>1,891</b>	<b>2,125</b>	+234
Shareholders' equity	<b>1,886</b>	<b>2,121</b>	+235

## Current ratio

207.9%

## Equity ratio

54.1%

# Business Information



# Business Description

# Business Description

- We provide services to acquire new users (consumers) and prevent existing users from churning on a pay-for-performance basis.

<Consumer behavior>



**Acquisition of new  
high-LTV users**



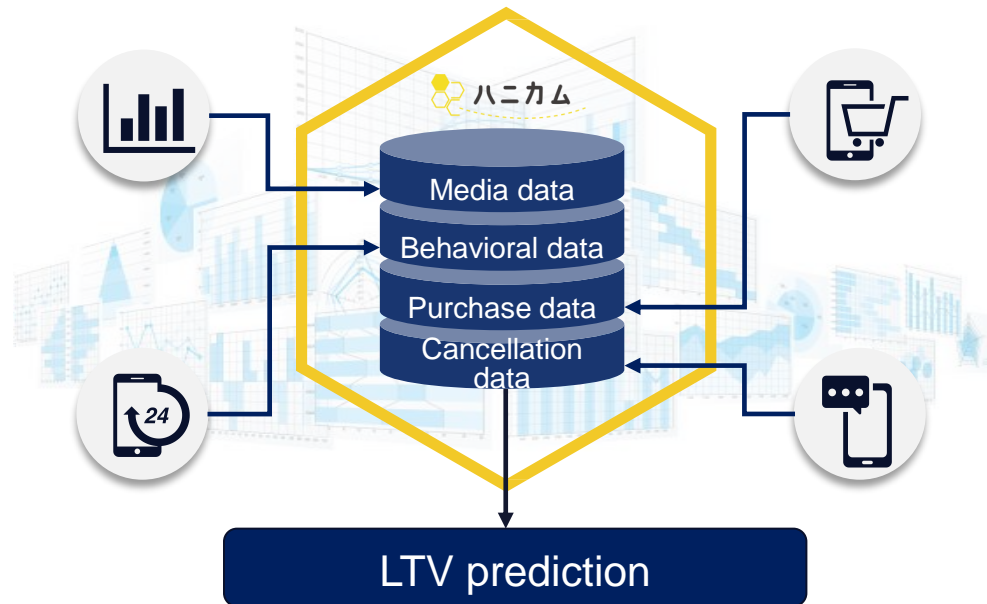
**Improvement of LTV by  
preventing existing  
users from churning**

# Analytics Consulting Business

- We attract customers on a pay-for-performance basis using LTV predictions built with data analytics.

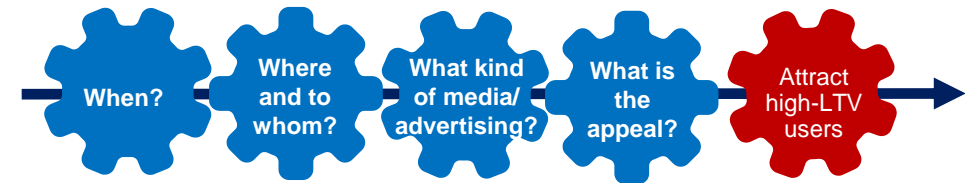
## 1 LTV data analytics

Data obtained from media and in-house tools are analyzed in order to identify the attributes of high-LTV users.



## 2 Use data to attract customers on a pay-for-performance basis

Based on the data, our consultants plan and implement ways to attract new users on a fully pay-for-performance basis.



Unit price of performance compensation ×  
No. of results generated

Costs: Media publishing costs  
Gross profit margin: Approx. 15%

# Marketing Technology Business

- We improve LTV by raising the LTV of new customers and reducing the churn rate of existing customers.

1

Convert attracted users  
into customers

Robee provides customer service to attracted users and converts them into high-LTV customers.



**Web customer  
service**

Fixed monthly rate or  
Performance compensation

Costs: None  
Gross profit margin: 100%

2

Prevent existing users  
from churning

A chatbot is used to encourage existing users considering canceling to continue, thereby reducing the churn rate and improving LTV.



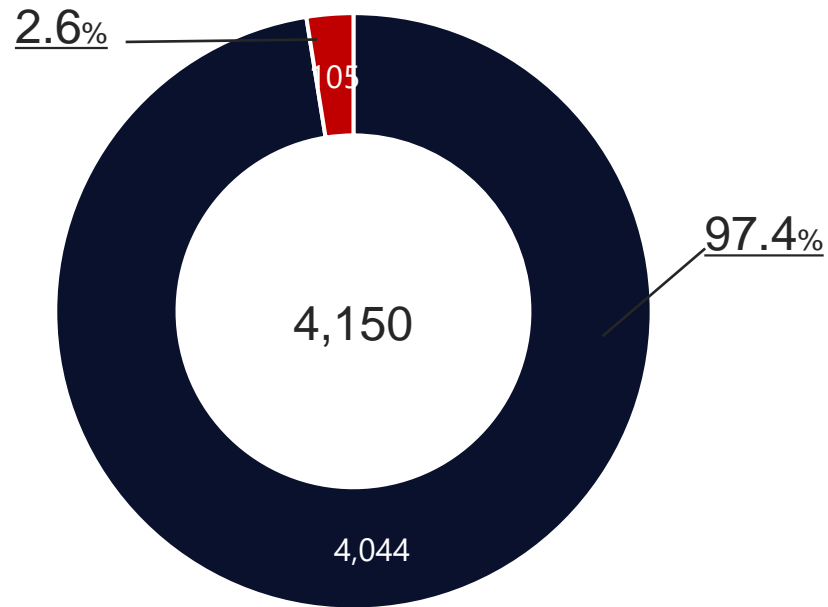
**Churn prevention  
chatbot**

Fixed monthly rate or  
Monthly fee + Performance compensation

Costs: None  
Gross profit margin: 100%

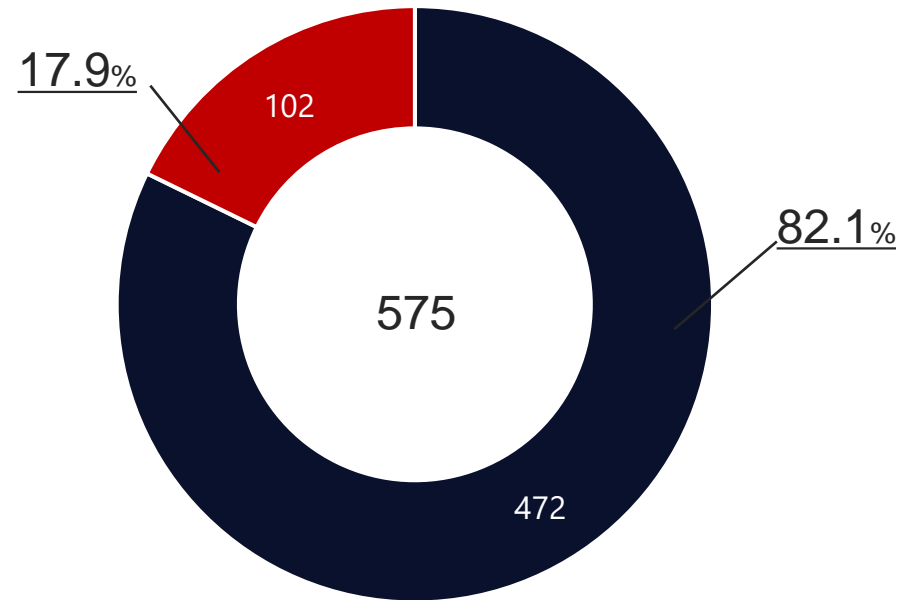
# Segment Breakdown of Sales and Gross Profit

Net sales (millions of yen)



■ AC ■ MT

Gross profit (millions of yen)



■ AC ■ MT



# Our Strengths

## ① LTV prediction ability

Technology to analyze data and predict the LTV of users (consumers)

## ② Consulting ability

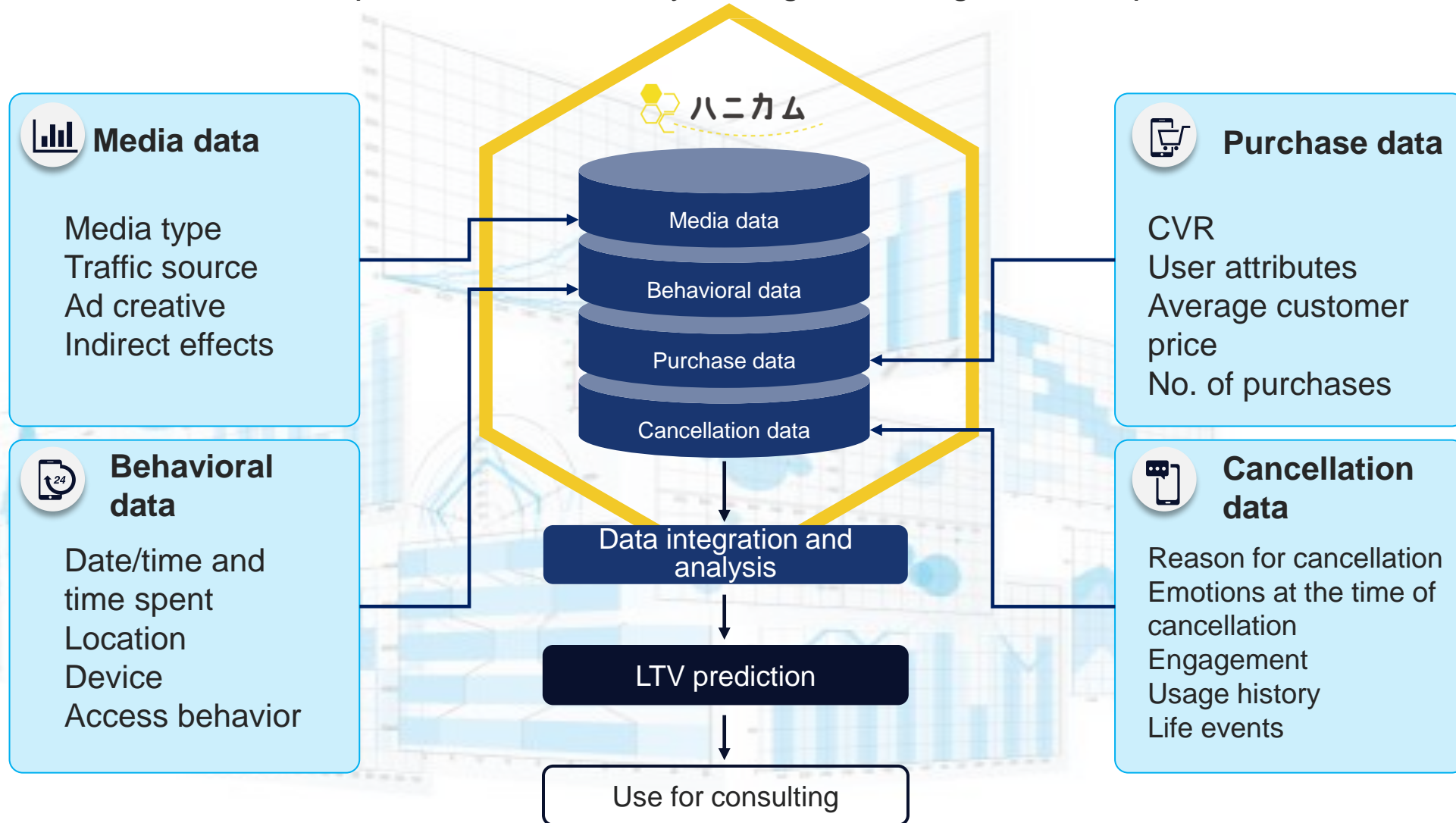
Consulting ability using LTV prediction technology

## ③ LTV improvement ability

Technology to increase LTV by improving customer CVR and reducing churn rate

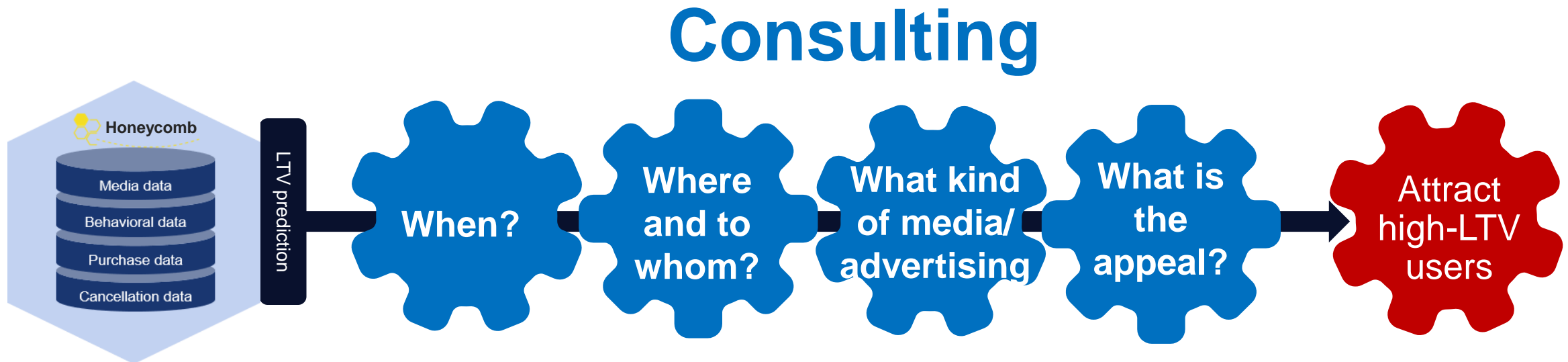
# ① LTV Prediction Ability

- We build LTV prediction models by linking marketing data and purchase data.



## ② Consulting Ability

- We provide consulting services for attracting high-LTV users (consumers) by leveraging data on a pay-for-performance basis.



**Consulting Fee**

Unit price of performance compensation

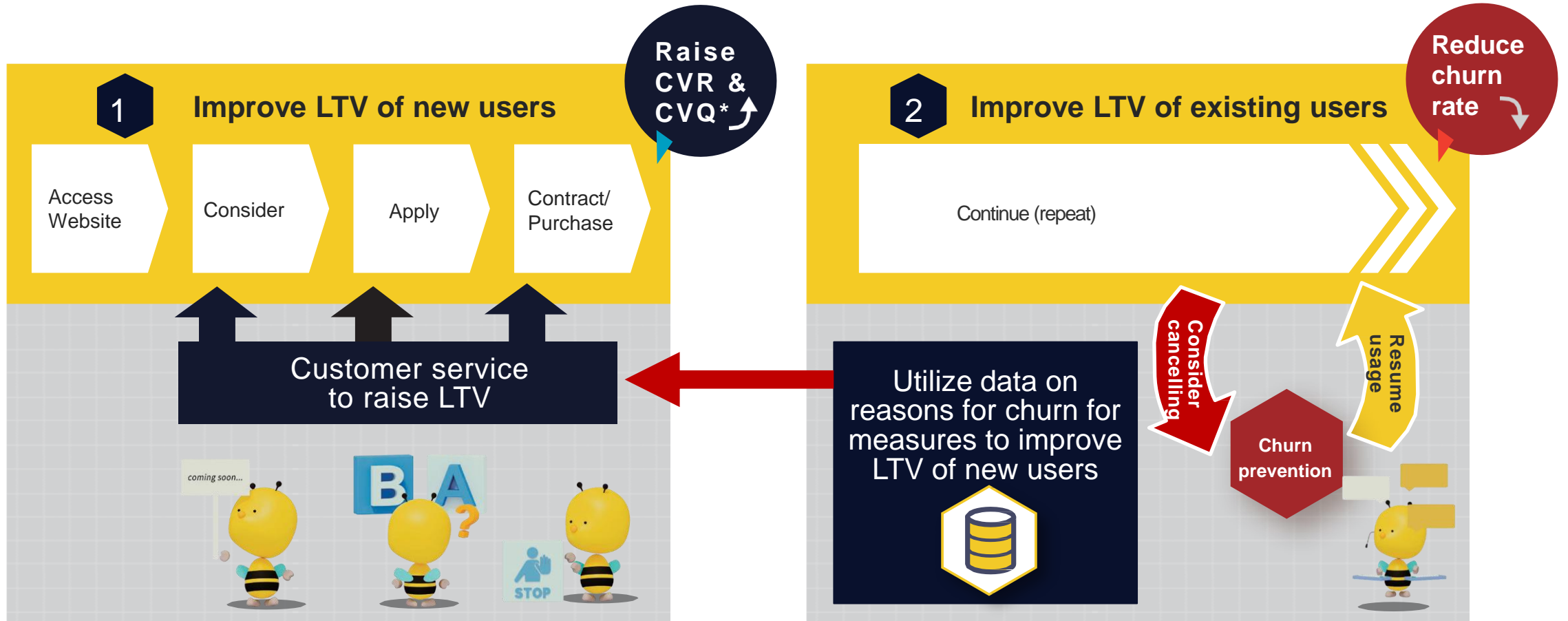


No. of results generated

No initial cost  
No monthly cost

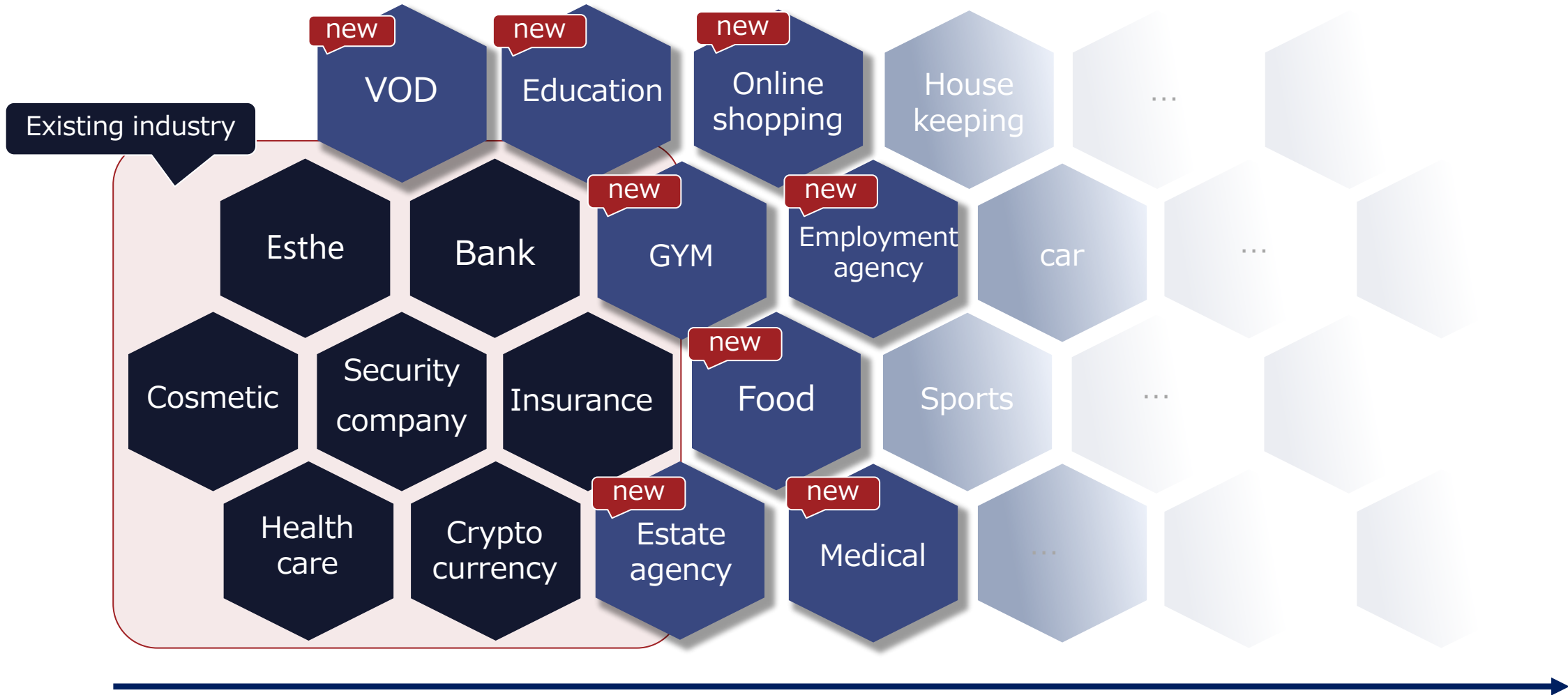
# ③ LTV Improvement Ability

■ We improve LTV by raising the CVR and CVQ of new users and reducing the churn rate of existing users.



\*Conversion Quality. Refers to discovering user groups that are likely to be highly engaged with the company or its service, and promoting purchases.

# Our target industry



# Our Clients



**POLA**

スタディ  
サプリ

**FOD**



**KISSME**



**TEMONA**



CREDIT SAISON



**KAKUICHI**



# VOC Use Cases

- By using VOC, we further develop measures to improve LTV utilizing proprietary data technology.

## Using VOC to streamline the attraction of new customers (securities firm)

We used a chatbot to collect information from newly applying (CV) users about the accounts held and the purpose of application. When we conducted a trend analysis of the customer conversion points, [we found that the CVR was high for users with purposes different from the points the company was promoting](#), and that the CVR was high for users holding accounts at another securities company. Based on this data, the company changed their target users and appeal points in order to improve the efficiency of customer attraction.

## Substantial improvement in subscription CVR

(cosmetics mail-order company)

When a major ad agency was providing support, the CVR to the subscription plan after CV was low, and the margins were slim, because the LTV was not commensurate with the cost of customer acquisition. By analyzing the reasons why customers did not continue to use the service, we identified that they did not feel the effects of the service. Thus, the company provided appropriate information on how to use the product and how often to use it at the time of CV, and optimized communication by traffic source. As a result, its [subscription CVR improved significantly](#) and LTV increased.

## Net increase in the number of members

(subscription service)

[The number of new registrations continued to be less than the number of cancellations](#), resulting in a net decrease in the number of members. After introducing Smash's churn-prevention chatbot, the churn-prevention rate (members who continued to use the service the following month / members who opened the chatbot on the cancellation page) exceeded 10%, and the number of members are now increasing every month. By analyzing the reasons for cancellation, we identified that milestones in life events were often the reasons for cancellation. Thus, the company designed its communication to meet the needs of each individual situation. It also developed new service features based on the reasons for cancellation in order to retain users.

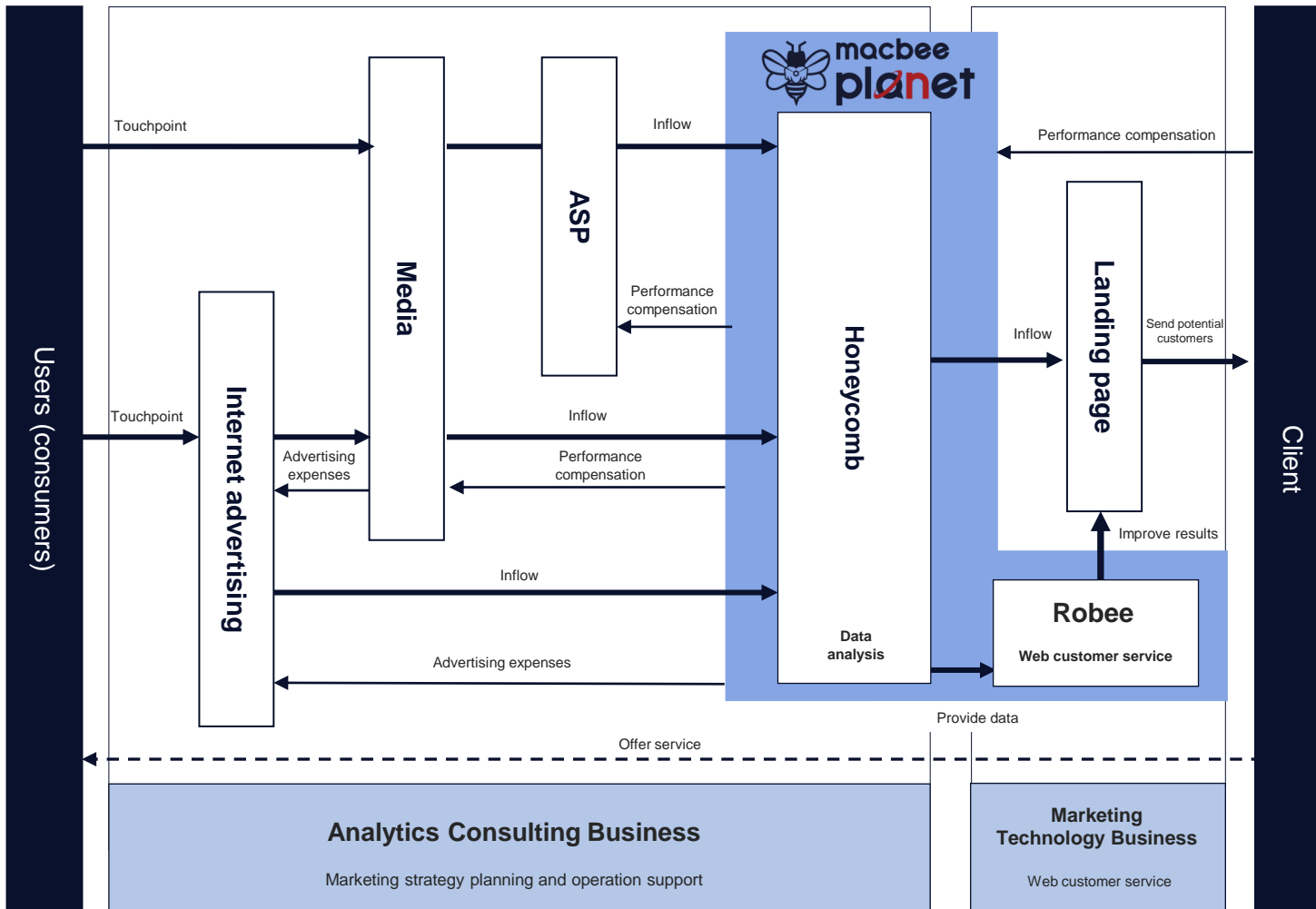
## Communication design based on VOC

(mail-order subscription company)

The company knew that the majority of the reasons for cancellation were "cannot finish drinking," but it couldn't get the detailed background through phone calls or emails. By using our chatbot to obtain the details, the company is now able to conduct CRM with more consideration for users' feelings. In addition, it was found that the time of cancellation was concentrated between 9:00 a.m. and 10:00 a.m. Thus, the official LINE messages were improved, leading to a reduction in the churn rate. The response rate of the chatbot exceeded 20%, and [user voices were accumulated and used to improve communication](#).

# Business Process Diagram

## Business Process Diagram



## AC Business

Unit price of performance compensation x No. of results generated

## MT Business

Price plan	Web customer service	Churn prevention
(1) Performance compensation	Unit price of performance compensation x No. of results generated	
(2) Fixed monthly rate	From 80,000 yen/month	From 800,000 yen/month
(3) Consulting	400,000 yen/month	
(4) Monthly rate + Performance compensation	80,000 yen/month or more	300,000 yen/month or more



# Safe Harbor Statement

This document contains forward-looking statements based on information available to the Company at the time it was prepared and involves risks and uncertainties. As such, these statements do not guarantee future business results or outcomes.

Actual results may differ materially from the forward-looking statements in this document due to changes in the business environment or other factors.

The above risks and uncertainties include, but are not limited to, factors such as economic conditions in Japan and overseas, and trends in the industries in which the Company operates.

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