



Hamee Corp.

Q3 FY04/22

Results briefing materials

Reference only

In case of any discrepancies between Japanese version and English version,
Japanese Language version shall prevail.

Highlights

Platform Business

<Next Engine>

- Next Engine clients was 5,236 at the end of Q3(up 143 clients compared to Q2)
- Sales in December exceeded JPY200 million.
- Promoting server investment in cloud infrastructure.

<Hamee Consulting>

- Sales continued well because of consulting sales with big companies.

Commerce Business

<Domestic market>

- Strong performance remained firm as the new iPhone sales continued and the year-end sales entered. Sales of iFace series continued well because of sales promotion of old models by mobile carriers.
- Won the Genre Award at the Rakuten Shop of the Year 2021,3 years straight.
- Pixio which had been affected by a worldwide shortage of semiconductors began contributing to sales.
- Cosmetics business, which was launched on January 13, was strong, and we actively engage in advertising, including through tie-up videos with YouTuber.

<Overseas(US) markets>

- By strengthening product planning and organizational strength, launched localized items and expanded sales. All categories, iFace, music toys and low rebound general merchandises, increased sales by 105.7% year-on-year.

New Businesses

<Hometown Tax Payment Support Service>

- Promote the development of returned goods, leading to an increase in donations by contract municipalities. Contract municipalities' donations greatly increased by 35.5% year-on-year, reaching a record high in quarterly sales.

- I. Financial Results
- II. Business Summary
- III. FY04/22 Year End Estimate

Appendix

- Company Profile
- Business Overview
- Reference information

I. Financial Results

Q3 FY04/22 Overview

Net sales and Operating income

Achieved increased sales and profits on consolidated results.

(Millions of yen)

Financial statement	2021/4	2022/4			[Reference] 2022/4	
	Q3 results	Q3 results	Increase /Decrease	% YoY	Full-year results	% YoY
Net sales	3,433	4,030	598	17.4%	9,979	10.2%
Gross profit	2,142	2,509	370	17.3%	6,411	14.3%
Operating income	661	739	78	11.8%	1,874	13.3%
Net Profit attributable to owners of parent	473	504	31	6.6%	1,448	26.5%



Q3 FY04/22 Overview

Commerce Business

- Strong performance remained firm as the new iPhone sales continued and the year-end sales entered.
- Significant increases in profits in sales and profits in the U.S.
- Decreased in profits due to a temporary increase in SG&A expenses and in advertising expense(JPY58 million) with the launch of Cosmetics business.

Platform Business

- Record-high monthly sales in December.
- Server investment in cloud infrastructure is underway.

Others

- Hometown Tax Payment Support Service performed well, resulting in a segment profit.

(Millions of yen)		2021/4	2022/4			[Reference]2022/4	
		Q3 results	Q3 results	Increase /Decrease	% YoY	Full-year results	% YoY
Commerce Business	Net sales	2,669	3,045	376	14.1%	7,532	6.2%
	Segment profit	651	604	△47	△7.2%	1,783	△4.9%
	Profit ratio	24.4%	19.9%	△4.6%	—	23.7%	—
Platform Business	Net sales	602	728	125	20.9%	2,051	21.4%
	Segment profit	258	305	47	18.2%	850	19.6%
	Profit ratio	42.9%	42.0%	△0.9%	—	41.5%	—
Others※1	Net sales	161	256	94	58.4%	394	45.6%
	Segment profit	△6	61	67	—	△90	—
	Profit ratio	—	23.8%	—	—	—	—
Consolidated	Net sales	3,433	4,030	596	17.4%	9,979	10.2%
	Segment profit	904	971	67	7.4%	2,544	5.5%
	Adjusted amount ※2	△242	△ 231	10	—	△669	—
	Operating income	661	739	78	11.8%	1,874	13.3%
	Profit ratio	19.3%	18.4%	△0.9%	—	18.8%	—

※1 New services that cannot be clearly classified into either the Commerce Business or the Platform Business are described as "Others."

※2 Adjustments: Back office administrative expenses.

II. Business summary

Platform Business



NEXT ENGINE

Highlights

PF Business

Sales (Q3)

JPY **728** million

(up 20.9% YoY)

Operating income(Q3)

42.0%

(down 0.9% YoY)

Next Engine

Number of clients(Q3)

5,236 clients

(up 723 clients YoY)

GMV(Q3)^{※1}

JPY **307.5** billion

(up 21.3% YoY)

ARPU(Q3)^{※2}

JPY **37,077**

(up 0.3% YoY)

Monthly churn rate (Q3)^{※3}

0.96%

(up 0.1% YoY)

※1 GMV . . . Gross Merchandise Value = transaction amount processed through Next Engine.

※2 ARPU . . . Average Revenue Per User = the averages of sales per Next Engine clients.

※3 monthly churn rate . . . Figures are calculated by dividing the number of contracted clients end of Q4 from the average number of cancellations during the quarterly period.

Platform Business

Q3 FY04/22 results

Next Engine

- Record high sales in December.
- Server investment in cloud infrastructure is underway.

Hamee Consulting

- Record high for quarterly sales because of consulting sales with big companies.

(Millions of yen)	2021/4	2022/4			[Reference] 2022/4	
	Q3 results	Q3 results	Increase /decrease	% YoY	Full-year results	% YoY
Net sales	602	728	125	20.9%	2,051	21.4%
Next Engine	506	601	95	18.8%	1,706	17.5%
Hamee Consulting	96	126	30	31.9%	344	44.9%
Operating income	258	305	47	18.2%	850	19.6%
Next Engine	258	298	40	15.5%	841	17.1%
Hamee Consulting	0	7	7	2615.7%	9	—
Operating profit ratio	42.9%	42.0%	△0.9%	—	41.5%	—
Next Engine	51.0%	49.6%	△1.4%	—	49.3%	—
Hamee Consulting	0.3%	5.8%	5.5%	—	2.8%	—

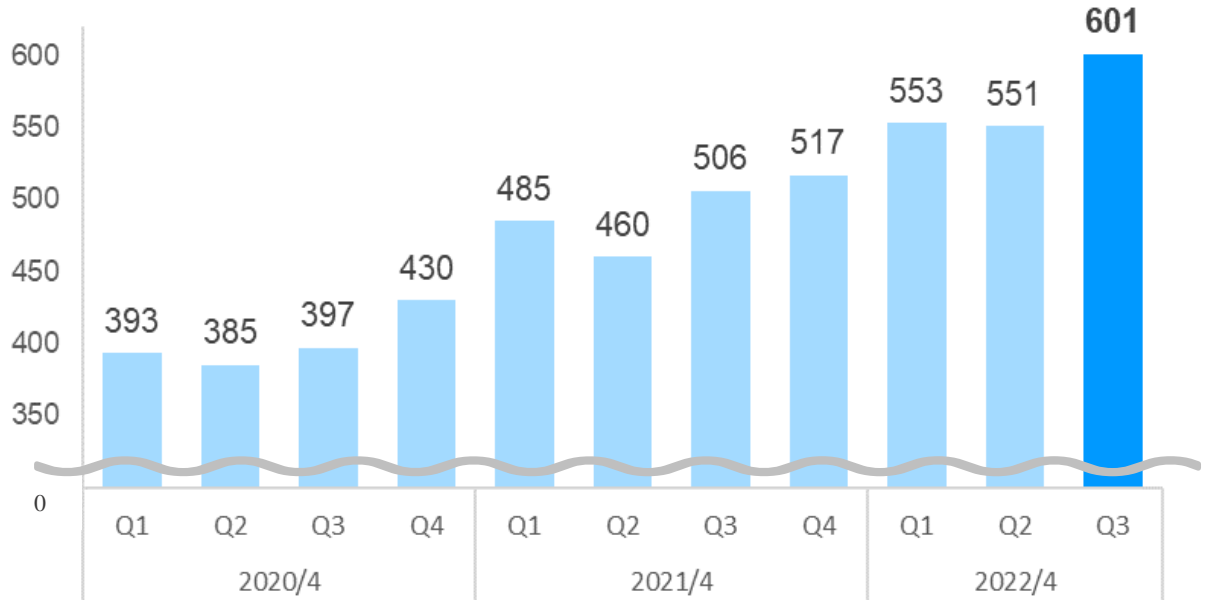
Platform Business

Next Engine —Q3 FY04/22 Sales

- Monthly sales exceeded JPY200 million in December and continue to grow.

Net Sales (Accounting Period)

(Millions of yen)



Platform Business

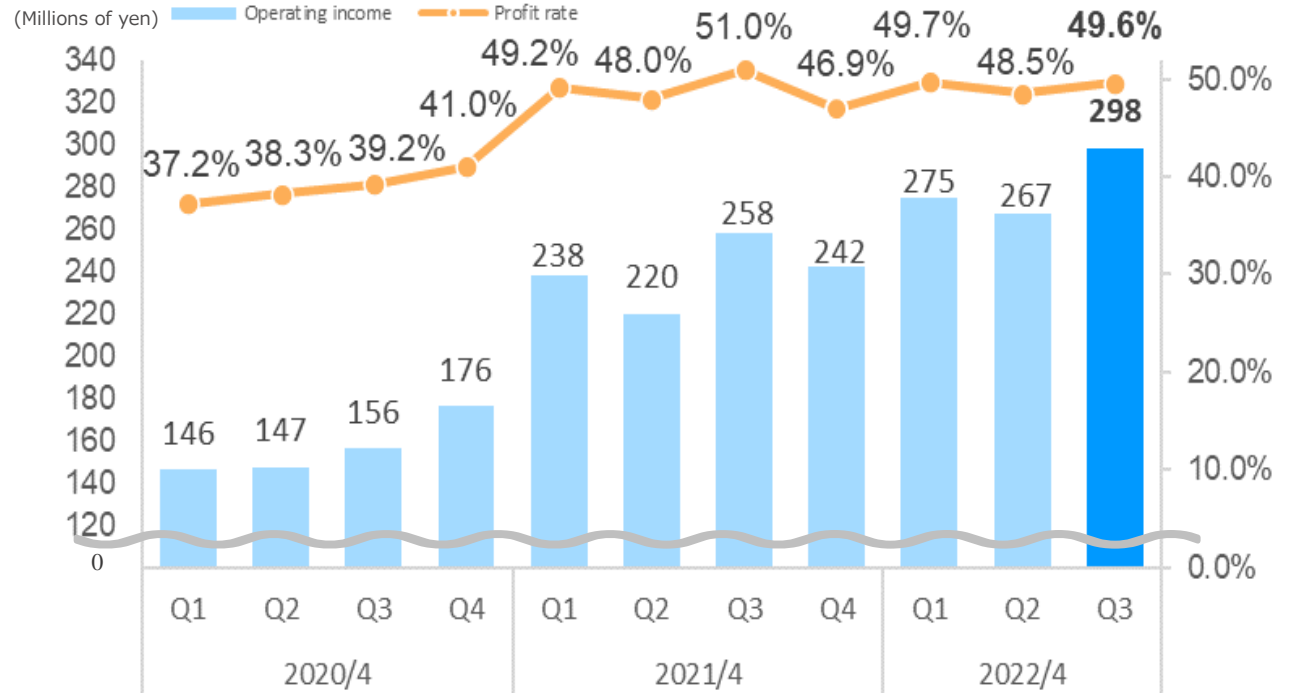
Next Engine —Q3 FY04/22 Operating Income

- Strengthen personnel (development and fresh graduates) as planned and investment in cloud infrastructure. Income improved year-on-year because of the achievement of sales expansion to cover those costs.

- If the sum of "growth" and "profitability" advocated by the U.S. venture capital firm "Battery Ventures" exceeds 40%, we will greatly satisfy the "40% Rule" of sustainable growth※.

※Calculated as the sum of the sales growth rate and the operating income margin.

Operating Income (Accounting Period)



Platform Business

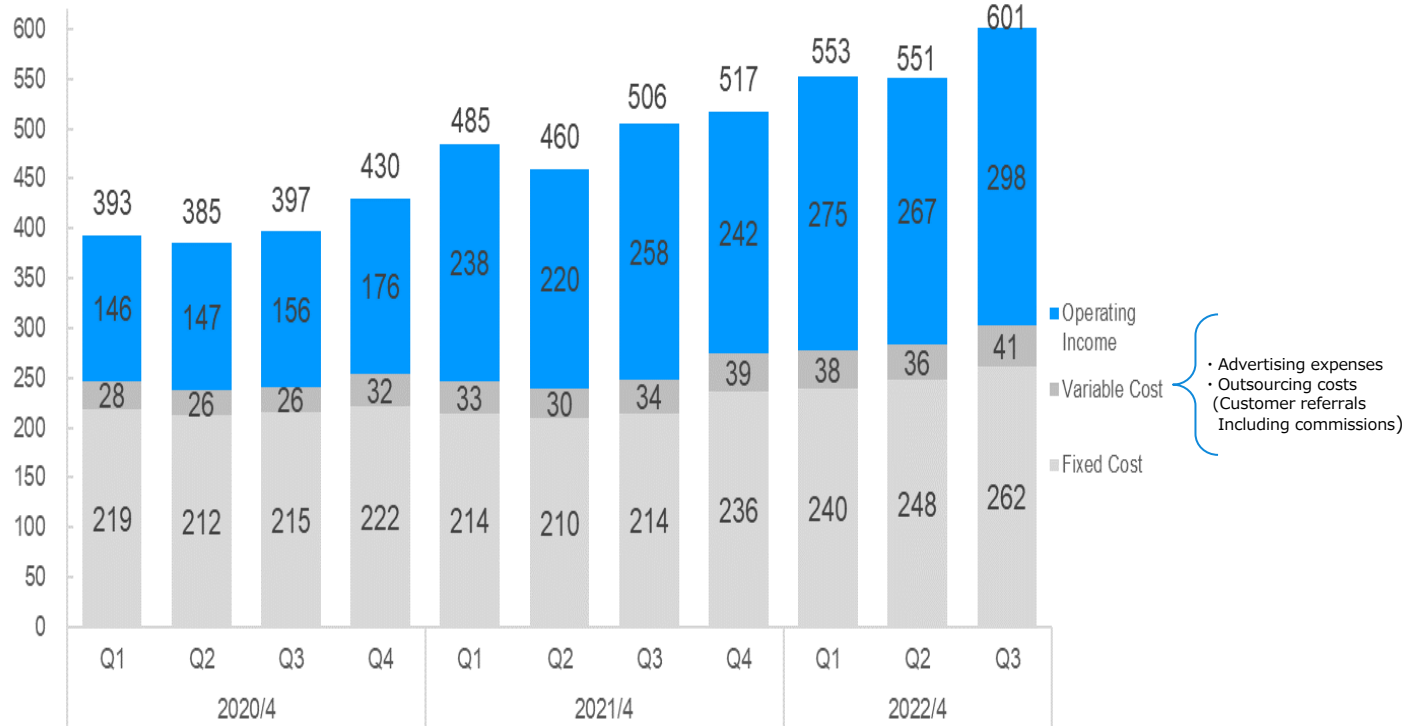
Next Engine —Operating Income Analysis

Fixed costs: Strengthen personnel (development and fresh graduates) as planned and invest in cloud infrastructure.

Variable costs: Accelerate customer acquisition through partners (distributors).

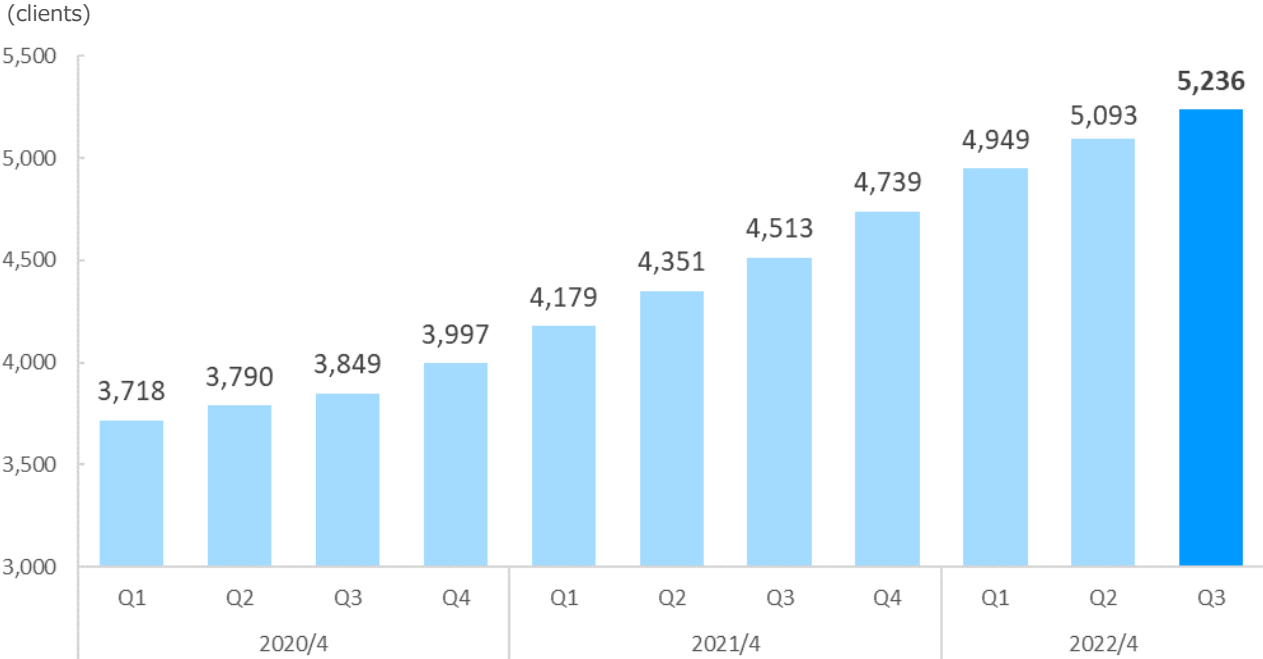
Operating Income Analysis (Accounting Period)

(Millions of yen)



Number of clients

2020/4 Average quarterly net increase 94 clients	2021/4 Average quarterly net increase 186 clients	2022/4(Q3) Average quarterly net increase 166 clients
---	--	--



Platform Business

Next Engine —Trends in number of clients

- Next Engine clients increased at the same speed as last year.
- The total number of clients is expected to be close to the target of the medium-term management plan of more than 5,500.

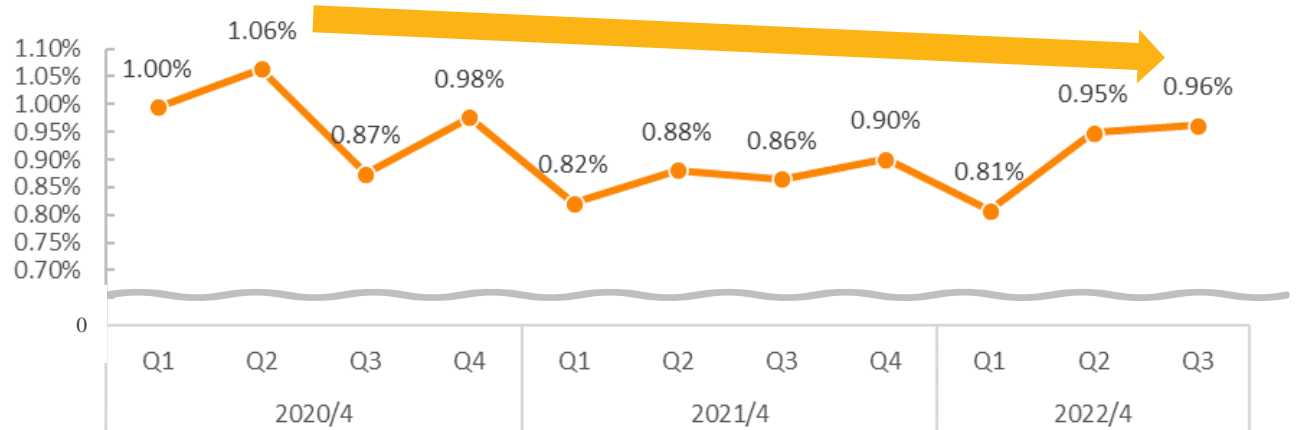
Platform Business

Next Engine —Churn rate trends

- Continuously staying at a low level.
- Cancellations occurred by clients who tried to expand multiple stores after COVID-19 but couldn't. We will continue to strengthen customer success.

Churn rate

2020/4 Average monthly churn rate※ 0.98%	2021/4 Average monthly churn rate※ 0.87%	2022/4(Q3) Annual average monthly churn rate※ <u>0.91%</u>
---	---	---



※ Annual average monthly churn rate: Figures calculated by dividing the number of contracted clients as of the end of the quarter from the average number of cancellations for each quarterly period are simple averages.

Platform Business

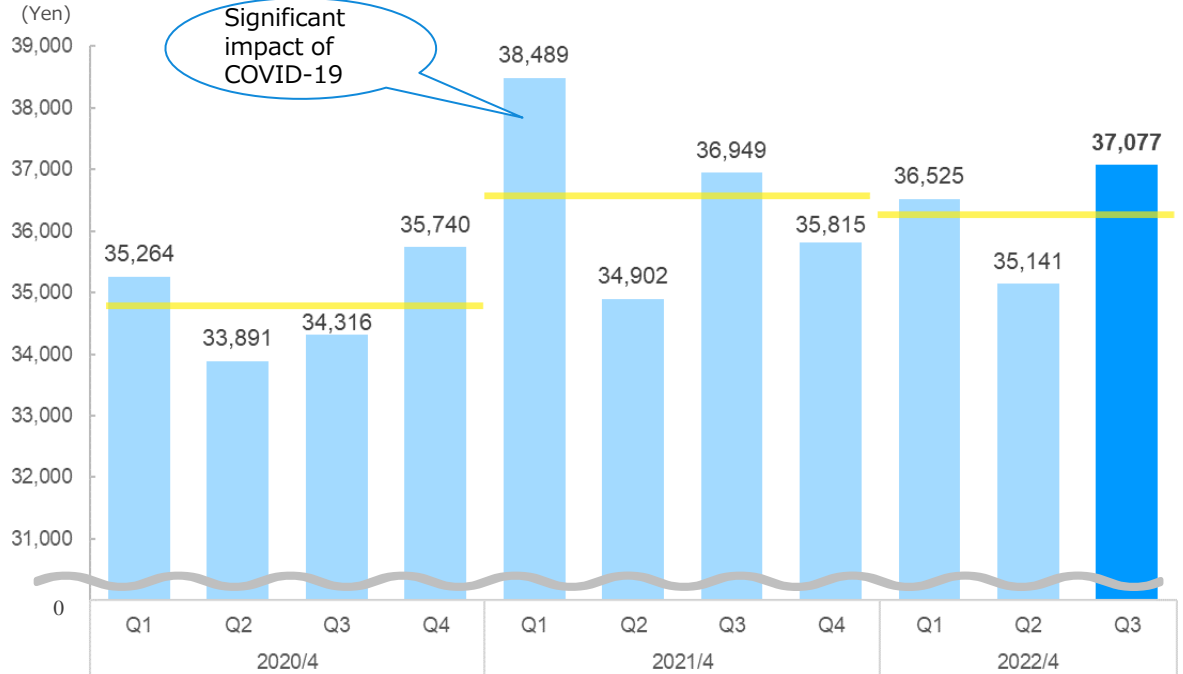
Next Engine —ARPU Trends

• Growth trend although seasonal fluctuations※.

※Next Engine sales correlate with client transactions,Q3 performance, when the EC market is booming such as X'mas sales etc, tends to be the highest in a year.

ARPU

2020/4 Average ARPU ※ JPY 34,803	2021/4 Average ARPU ※ JPY 36,539	2022/4(Q3) Average ARPU ※ JPY 36,248
---	---	---



※ Annual average ARPU: Simple average of ARPU calculated for each quarterly period.

Commerce Business



Commerce Business

Q3 FY04/22 results

<Domestic market>

- Sales of iFace series remained firm as the new iPhone sales continued and the year-end sales entered.
- Pixio which had been affected by a worldwide shortage of semiconductors began contributing to sales and sales exceeding over JPY70 million in January.
- Released cosmetics business on January 13. Aggressive advertising and promotion.

<Overseas(US) markets>

- Strengthening organizational strength enough to develop localized products, iFace increased sales by 82% year-on-year. All categories, iFace, music toys and low rebound general merchandise, increased sales by 105.7% year-on-year.

(Millions of yen)	2021/4	2022/4			[Reference] 2022/4	
	Q3 results	Q3 results	Increase /decrease	% YoY	Full-year results	% YoY
Commerce Business						
Net sales	2,669	3,045	376	14.1%	7,532	6.2%
EC (retail)	1,721	1,848	127	7.4%	4,306	6.8%
Real (wholesale)	1,034	1,147	113	11.0%	3,181	10.7%
Consolidated adjustments※1	△86	49	135	—	44	—
Operating income	651	604	△47	△7.2%	1,783	△4.9%
Operating profit ratio	24.4%	19.9%	△4.6%	—	23.7%	—

※2 Consolidation adjustments: Arise from differences of closing month between HQ and subsidiaries at the time of consolidation are presented.

Product development

Domestic

Mainstay Products

• First Class



Product development

• Look in Clear



Full Clearance developed from user feedback

• Reflection



• Reflection Pale Blue



New color products that match new iPhone

Overseas(US)

Music toys



Exclusive International Distributor



Brand achievement

Rakuten SHOP OF THE YEAR 2021



Genre Award and Double Year Award
in the smartphones, tablets and peripheral equipment section

Commerce Business

Category extensions

- **Pixio business**

Began contributing to sales despite the impact of a shortage of semiconductors. Monthly sales exceeded JPY70 million and achieved profitability in January.

- **Cosmetics business**

Launched on January 13. Sales in January were strong at around JPY11 million despite around half a month. Aggressive advertising activities are underway, centered on web. Advertising investment will be JPY 142 million in this term.

Pixio Business



Cosmetics Business



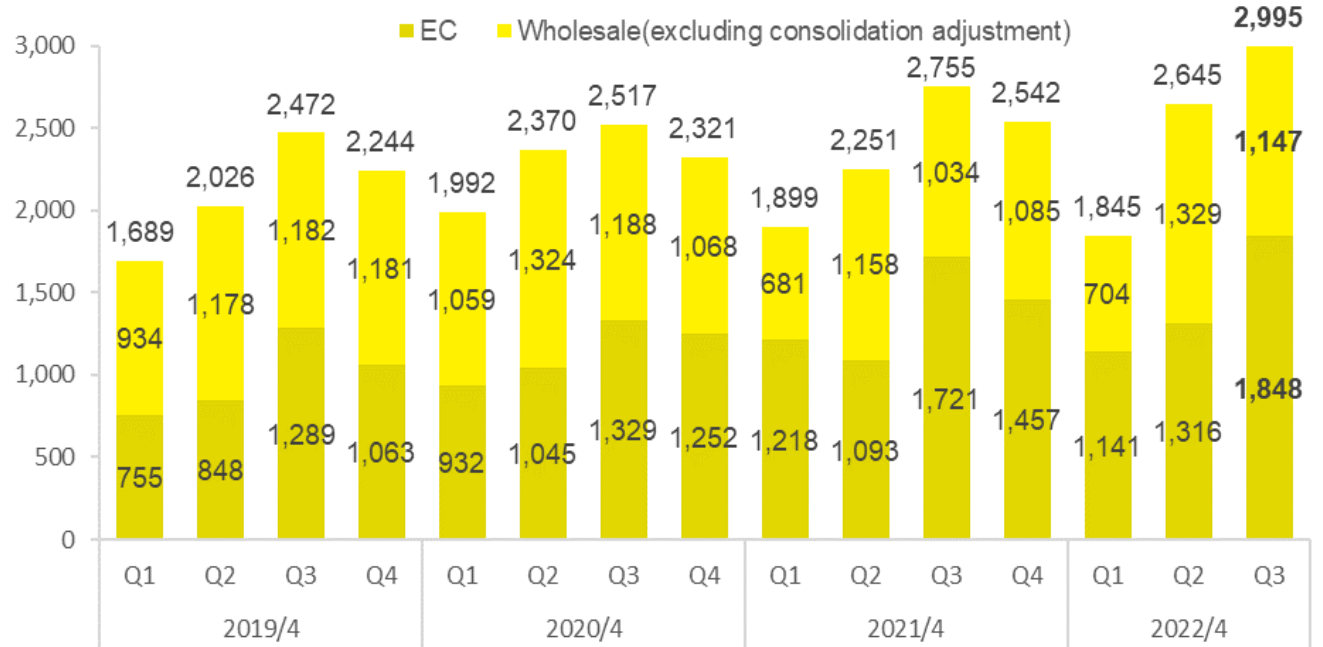
Commerce Business

Q3 FY04/22 sales

- As a result of strong domestic sales and expansion in US, both EC(retail) and Real(wholesale) increased YoY.
- Record high for quarterly sales for the entire Commerce business.

Net Sales (Accounting Period)

(Millions of yen)



Commerce Business

Q3 FY04/22 Sales analysis(YoY)

<Domestic market>

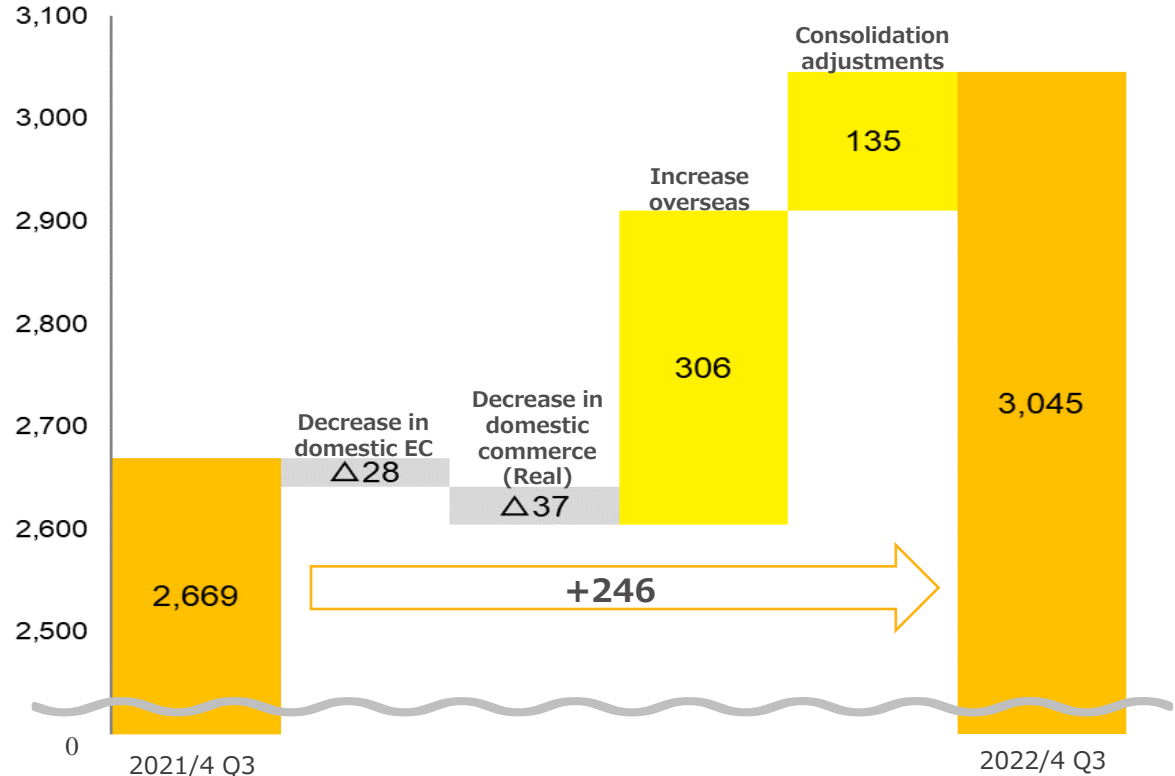
- In EC, although other companies' purchased products (toys, etc.) were challenging, sales of iFace series were strong and remained at the same level as the previous fiscal year.
- Real also remained firm despite the spread of COVID-19.

<Overseas markets>

- U.S. market: By strengthening organizational strength of EC sales, music toys mainly large increase in orders. In addition, strengthening organizational strength of product planning made development of low rebound general merchandise progressed. Strengthening character development in low rebound general merchandise gained support from consumer. Character development in iFace also increased sales.

Net Sales (Accounting Period)

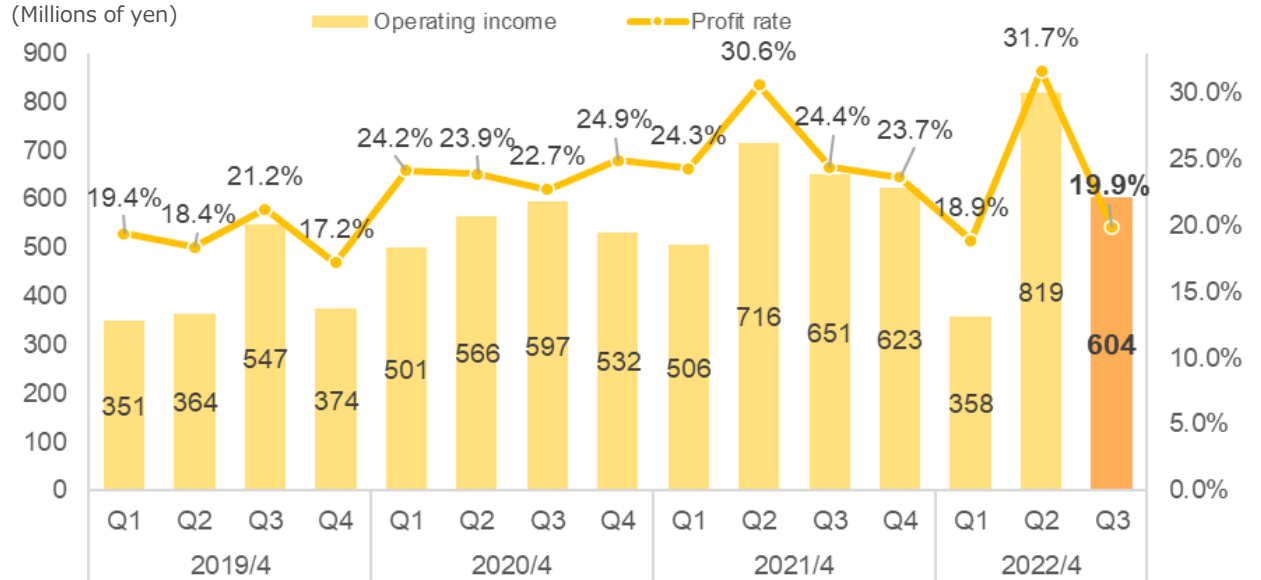
(Millions of yen)



Q3 FY04/22 Operating Income

Earn the same level of profit as the same period of the previous year in existing businesses. Advertising investment in Cosmetics business lunched in January, profit decreased year-on-year.

Operating profit ratio(Accounting Period)



Commerce Business

Q3 FY04/21 Operating income analysis(YoY)

• Personnel expenses

①Due to the planned organizational changes at the beginning of the fiscal year, a portion of personnel expenses, which was included in "Adjustments" in the previous quarter, was borne by the Commerce segment.

②Impact of an increase in personnel at a subsidiary in South Korea with development and production functions based on the initial plan.

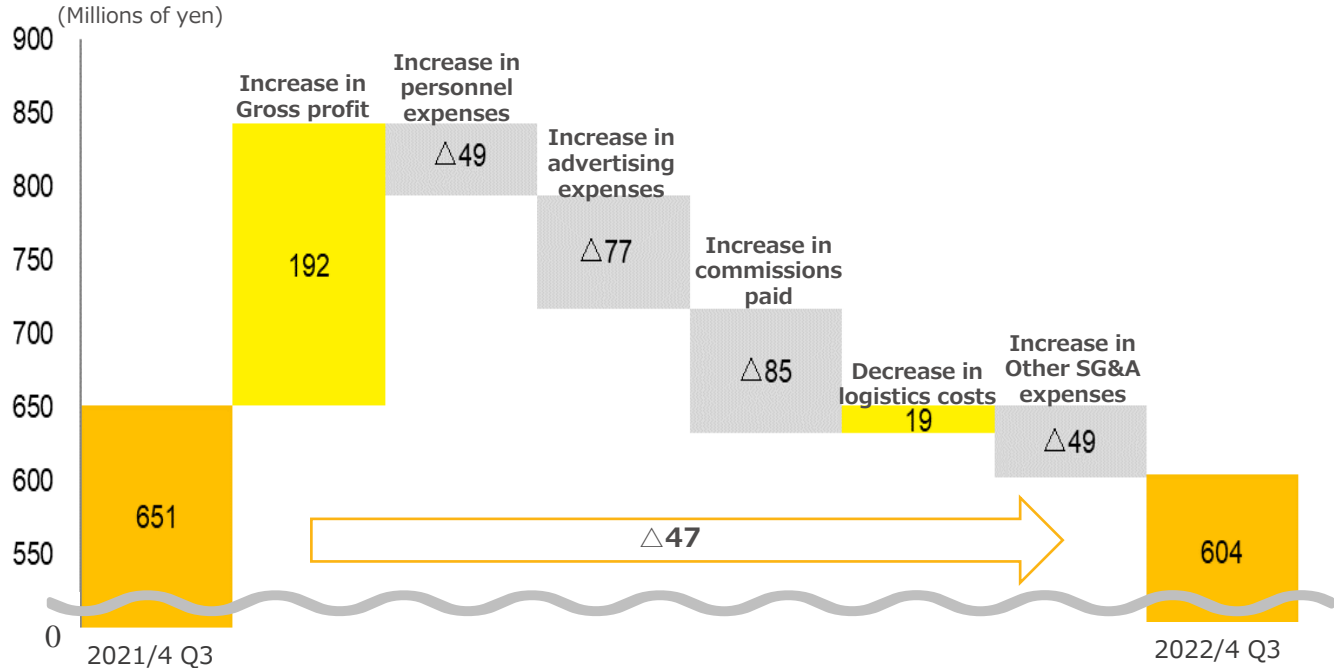
• Advertising expenses

Increased in advertising because of the launch Cosmetics business.

• Commissions paid

Increased because of sales growth in Pixio business and an increase in EC sales in US.

Changes in Operating Income (Accounting Period)



New Businesses

To utilize the capabilities of the 2 main businesses, create innovative new businesses. Same time, these support the evolution and growth of existing businesses

New Business

Q3 FY04/22 results

Significant increase in profit mainly because of an increase in donations from Hometown Tax Payment Support Service

(Millions of yen)	2021/4	2022/4			[Reference]2022/4	
	Q3 results	Q3 results	Increase /Decrease	% YoY	Full-year results	% YoY
Net sales	161	256	94	58.4%	394	45.5%
Operating income	△6	61	67	—	△90	—

※ 1. Results in the "Others" Segment.

<Major Initiatives>

Hometown Tax Payment Support Service

Promoting the development of returned goods and the amount of donations lead to an increase.

Amount of donations from contracted municipalities was up **35.5%**(YoY)

Record high sales in this quarter which hometown tax payments are most concentrated in the year.

HAMIC POCKET

Hamic developed based on feedback from current customers. Promote verification of issues.

RUKAMO

Continuing to work on upcycling and RUKAMO Zero.

III. FY04/22 Year End Estimate

Estimate for FY04/22 Segment

(Millions of yen)		2021/4	2022/4			
		Results	Estimate	Increase /Decrease	% YoY	Composition ratio
Commerce Business	Net sales	9,726	10,550	824	8.5%	75.4%
	Operating income	2,498	2,550	52	2.1%	76.1%
	Profit ratio	25.7%	24.2%	△1.5%	—	—
Platform Business	Net sales	2,308	2,750	442	19.2%	19.6%
	Operating income	954	1,050	96	10.1%	31.3%
	Profit ratio	41.4%	38.2%	△3.2%	—	—
Others (New Businesses) ※1	Net sales	329	700	371	112.8%	5.0%
	Operating income	△273	△250	23	△8.4%	△7.5%
	Profit ratio	—	—	—	—	—
Total	Net sales	12,363	14,000	1,637	13.2%	100.0%
	Segment profit	3,180	3,350	170	5.3%	100.0%
	Adjusted amount ※2	△1,000	△1,100	△100	10.0%	△32.8%
	Operating income	2,179	2,250	71	3.2%	—
	Profit ratio	17.6%	16.1%	△1.5%	—	—

※1 Others: New services that cannot be clearly classified into either the Commerce Business or the Platform Business are described as "Others."

※2 Adjusted amount: Back office administrative expenses.

Progress rate in FY04/22

(Millions of yen)		2022/4	2022/4	
		Estimate	Q3 cumulative results	Progress rate
Commerce Business	Net sales	10,550	7,532	71.4%
	Segment profit	2,550	1,783	69.9%
	Profit ratio	24.2%	23.7%	—
Platform Business	Net sales	2,750	2,051	74.6%
	Segment profit	1,050	850	81.0%
	Profit ratio	38.2%	41.5%	—
Others (New Businesses) ※1	Net sales	700	394	56.3%
	Segment profit	△250	△90	36.0%
	Profit ratio	—	—	—
Total	Net sales	14,000	9,979	71.3%
	Segment profit	3,350	2,544	75.9%
	Adjusted amount ※2	△1,100	△669	60.8%
	Operating income	2,250	1,874	83.3%
	Profit ratio	16.1%	18.8%	—

※1 Others: New services that cannot be clearly classified into either the Commerce Business or the Platform Business are described as "Others."

※2 Adjusted amount: Back office administrative expenses.

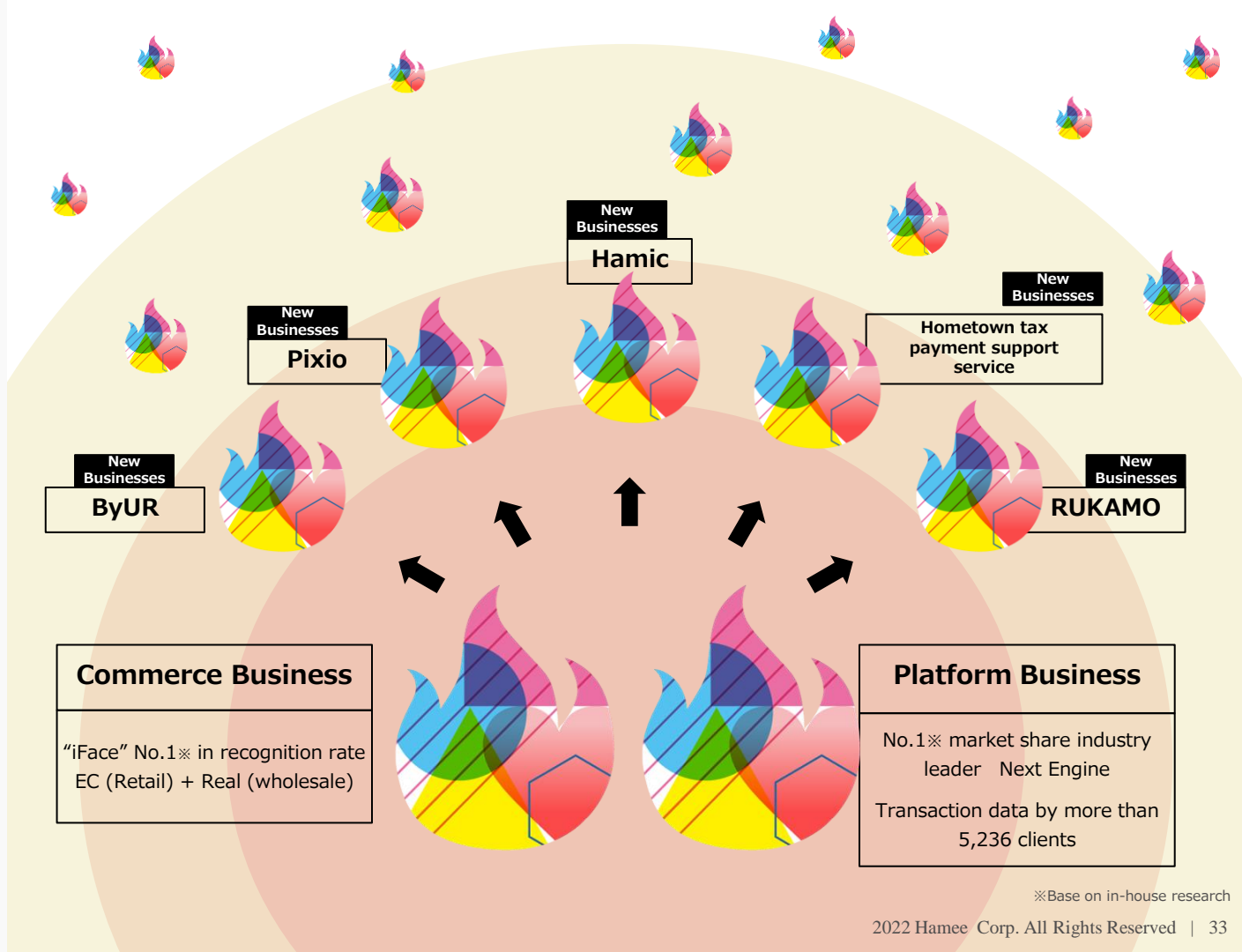
APPENDIX

Company Profile

Hamee

IR Topics

Ignite own creative soul, continue to evolve and grow the 2 main businesses, create innovative new businesses in peripheral areas, and ignite the creative soul of customers.



Thoughts at the time of the company's establishment

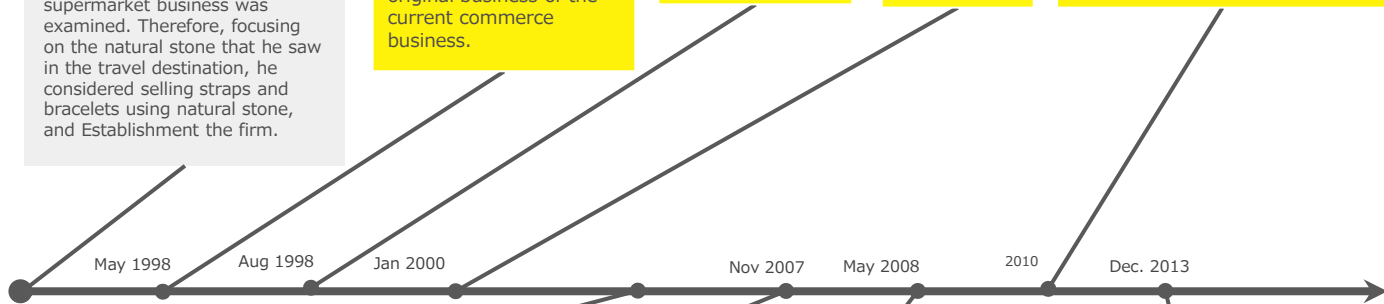
Founder Higuchi was a university student at the time. Windows95 was released and he inferred the Internet will become a social foundation in the future. Conscious of the distribution revolution through the Internet, it was difficult to handle fresh products, though the Internet supermarket business was examined. Therefore, focusing on the natural stone that he saw in the travel destination, he considered selling straps and bracelets using natural stone, and Establishment the firm.

Establishment Macrowil Co., Ltd, sell and e-commerce mobile-related accessories at Odawara City, Kanagawa Prefecture. Sales of straps using natural stones, etc. This is the original business of the current commerce business.

Launched e-commerce for mobile peripheral accessories on its website "Mobile Accessories Market"

Opening Stores in Rakuten Ichiba.

Smooth shift from mobile strap-centric sales to smartphone case-centric sales due to accurate understanding of the shift from traditional feature phones to smartphones.

**Background to Next Engine development**

The Commerce business was steadily expanding, but as the company expanded in size, the frequency of e-mail contacts and inquiries related to inventory dispatch business, which had been handled by hand increased, and the burden on employees increased. In order to reduce the operational burden, the introduction of an external order management system was not suitable for operation. Therefore, the system is developed in-house.

Started operation of Next Engine

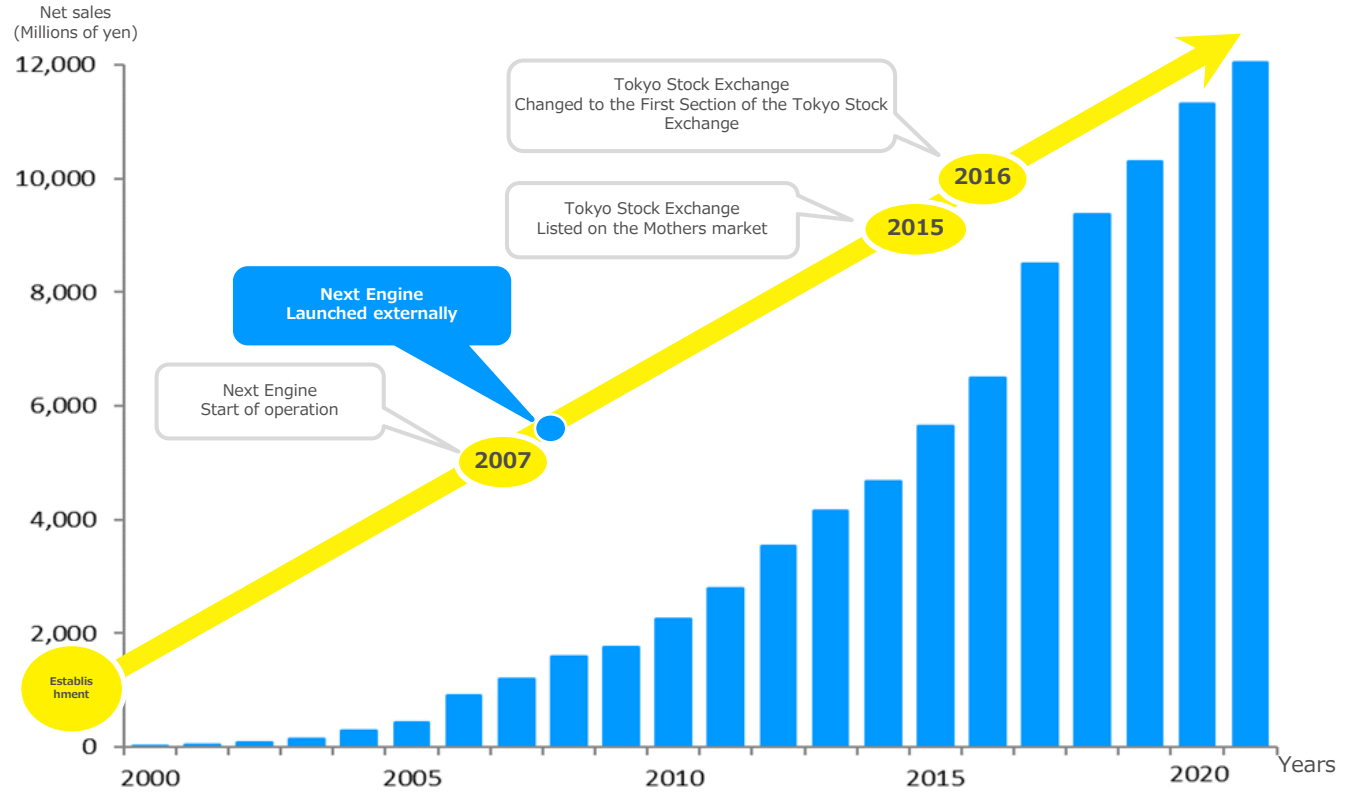
Launched externally provided of Next Engine

Since it was a SaaS type system, it was available without the initial investment and the price setting of JPY10 thousand per month had a big impact on the market. This is the starting point for the current platform business.

Launched Next Engine's API as a platform



History (Growth Trajectory)



Business Overview

Platform Business



NEXT ENGINE

Platform Business

Next Engine —Main functions

SaaS type EC Attractions
to support the automation
and streamlining of e-
commerce site
management operations

Difficulties by EC merchanis in Japan

- Difficult to manage stores operation at multiple EC malls.
- A lot of operational work and hard to focus on front side activity.
- Lack of HR and time for store operation.

Integration stores at multi EC malls



Automation of EC store operation



Next Engine help

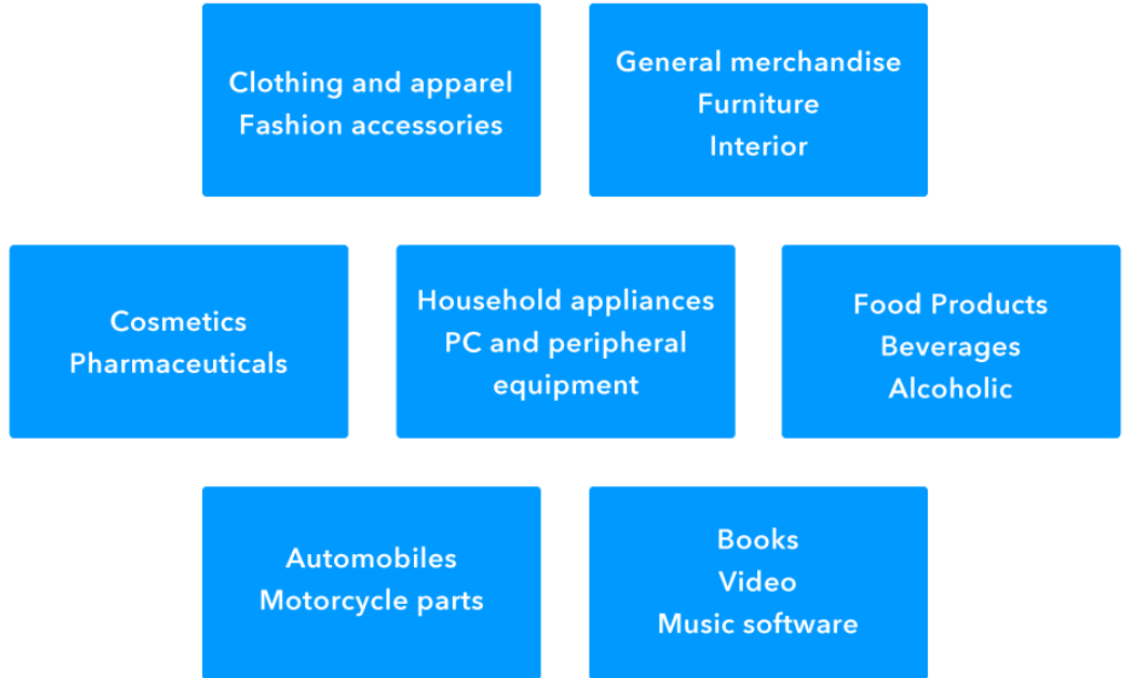
- By making EC operation efficient, generate time for front activities such as sales and marketing.
- Cost reducton.
- Reduction of human error.

Basic fees (400 transactions included)	+	transaction number	401~	1,001~	3,001~	5,001~	7,001~
JPY10 thousand per month		unit price	JPY25	JPY20	JPY15	JPY10	JPY5

Platform Business

Next Engine —Clients

- Next Engine supports clients in various categories



※Partial posting

Platform Business

Next Engine —Clients



※Partial posting



Neversey Never Inc.

<https://neversaynever.jp/>

Product: Women's Fashion and Apparel



MADE IN EARTH

<https://madeinearth-store.jp/>

Product: Organic cotton products, Soap, furniture



International Swan Group

<https://swan-group.net/>

Product: Clothing, fashion accessories, etc.



THE BODY SHOP JAPAN

<http://www.the-body-shop.co.jp/shop/>

Product: Natural cosmetics



WARAI MIRAI

<http://waraimirai.com/>

Product: Suites, Fruits, Gifts

Next Engine —Strengths



NEXT ENGINE

**Born from
EC
operation**

Services born from opinions of "I want to enjoy work more " of our EC operations

**In No1 market
Number of
contracted
clients ※**

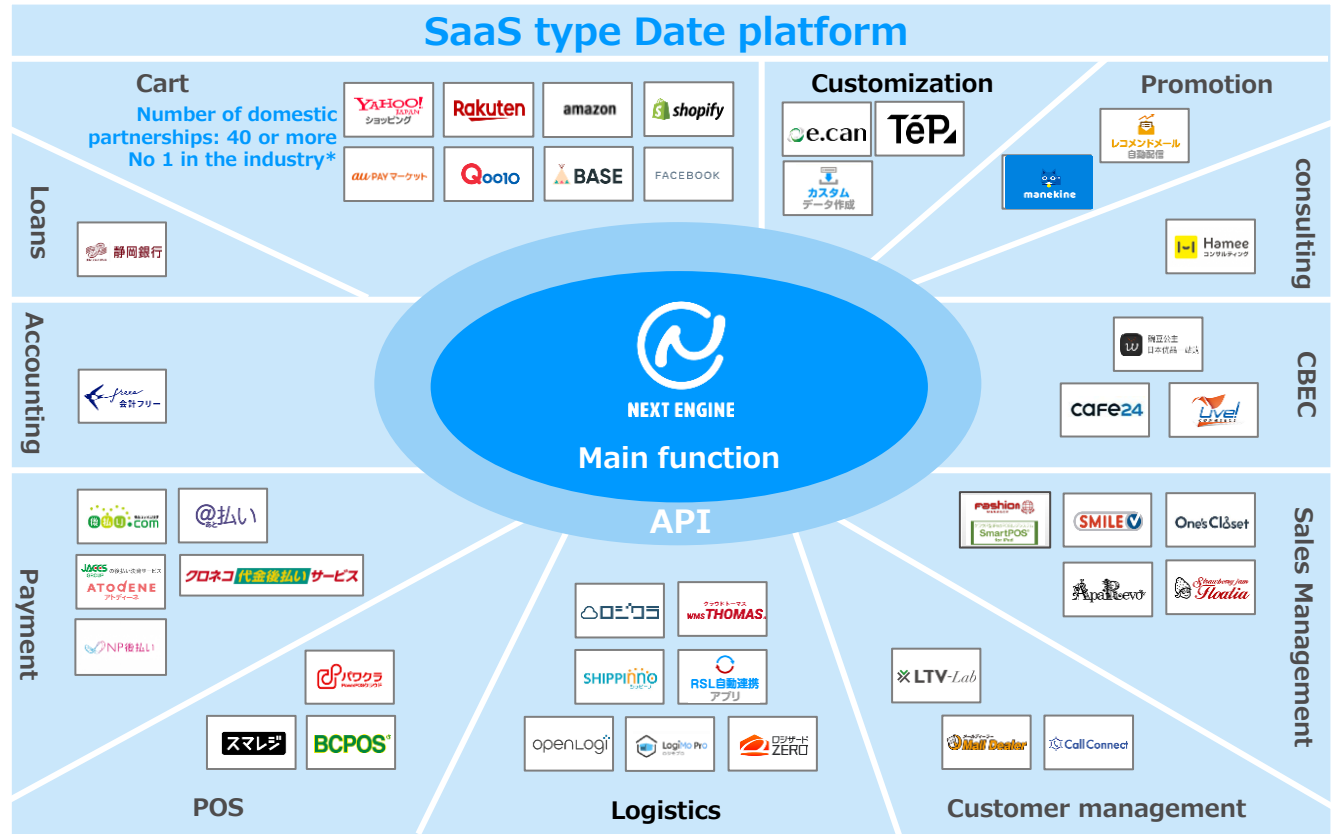
Strong trust backed by industry No.1 by continued support from EC businesses
※Base on in-house research

**Resilient
Customization**

You can customize and add features in the Apps. Available consistently to use regardless of changes in size of business or social environment

Platform Business

Next Engine
—Strengths



※ In house research, as of the end of October 2021

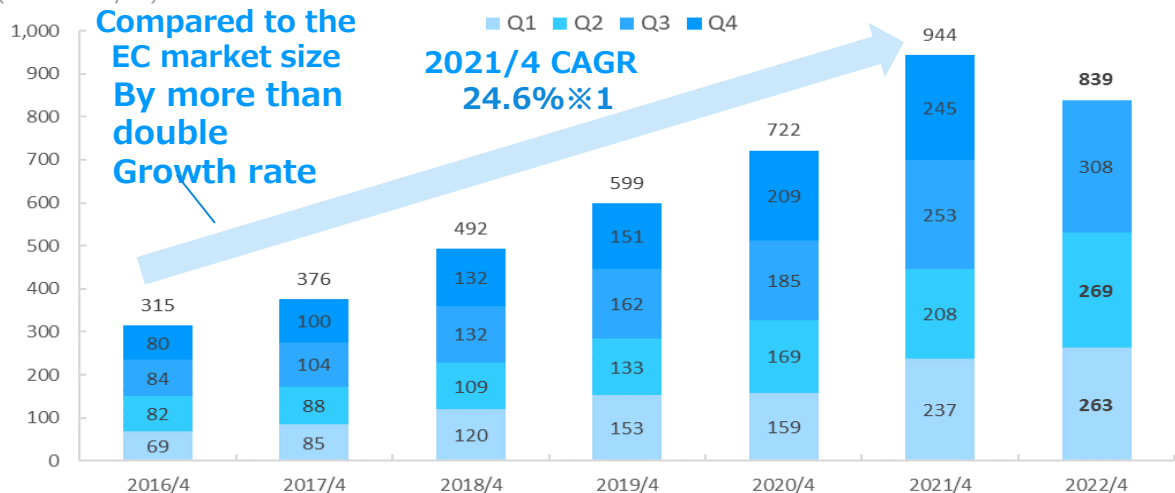
Platform Business

Next Engine —GMV trends

Next Engine growth rate more than double that of The domestic EC market.

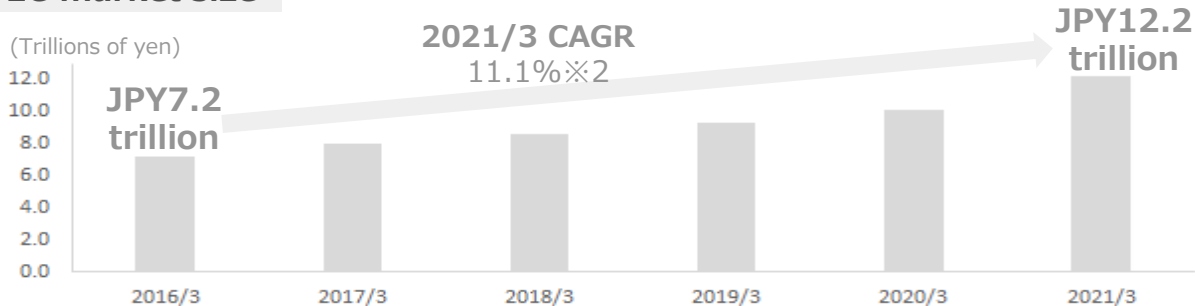
GMV

(Billions of yen)



EC market size

(Trillions of yen)



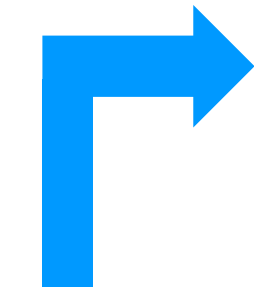
※1 Average annual growth rate. Calculated assuming FY04/16 as the first year.

※2 In the Survey of E-Commerce conducted by the Ministry of Economy, Trade and Industry, deemed fiscal March 2016 (fiscal 2015) as the first year. Calculated by us from "Market Size of BtoC-EC in the Data Sales Field."

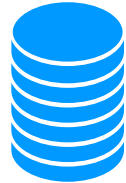
Platform Business

Examples of Up-Sell Measures Data-based marketing solutions

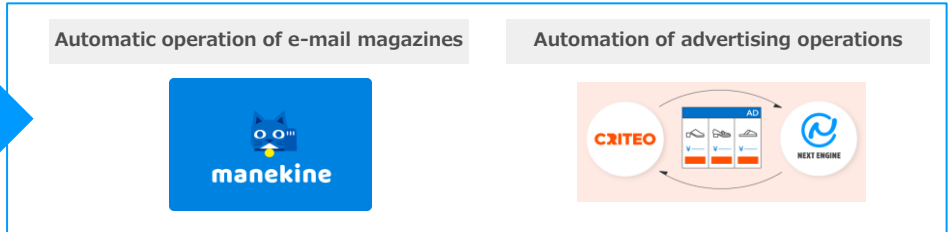
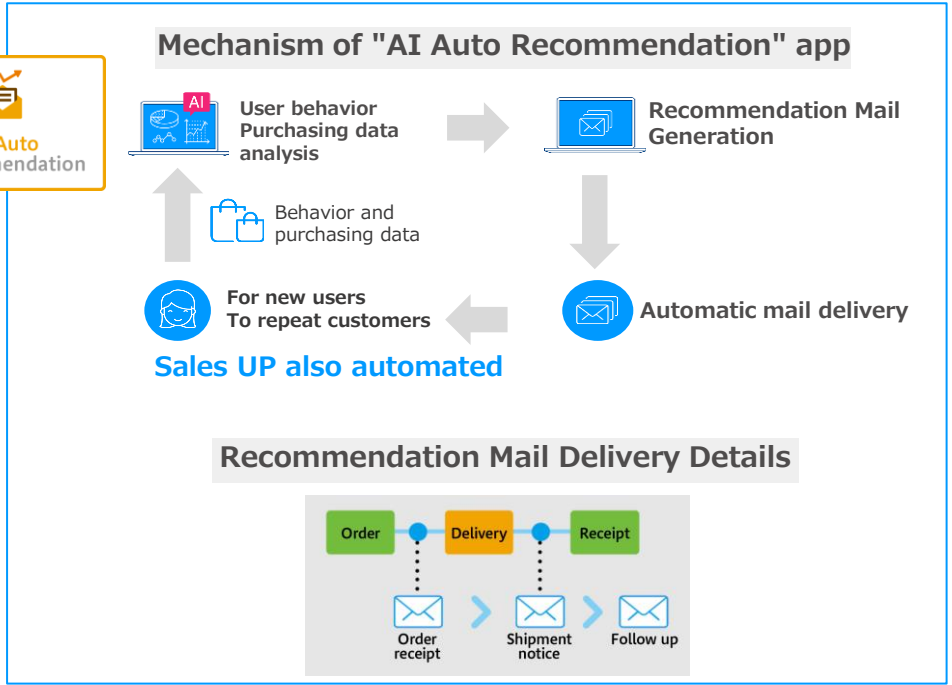
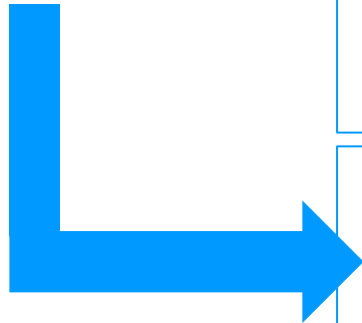
- Started test marketing in Criteo and advertising operations automation



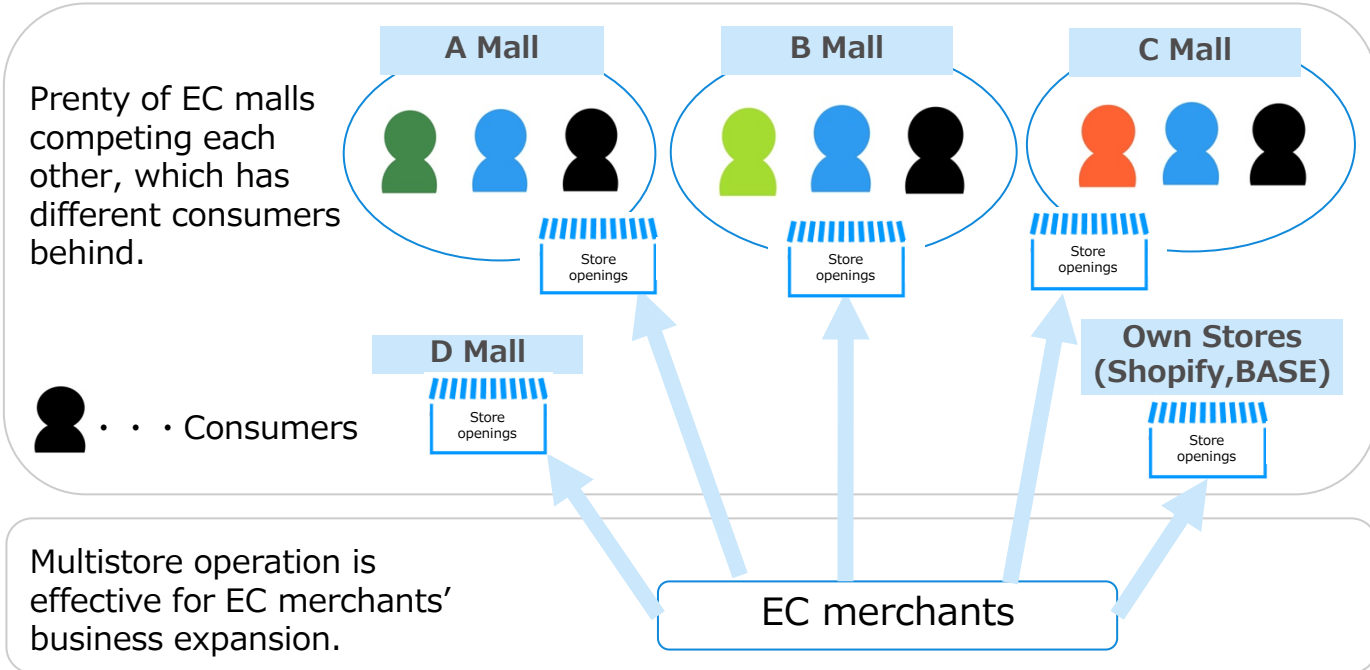
AI Auto Recommendation



**No.1 in the industry
Transaction data**



Characteristics of Japan's EC Market



Multistore operation is effective for EC merchants' business expansion.

EC merchants in Japan face difficulties when start

- More complicated to manage orders, inventories, items at multistore in different EC malls who have original program each others.

Hamee consulting —Business Activities

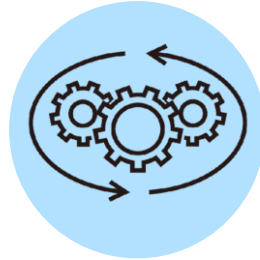


Hamee consulting



EC consulting

Consultants in charge formulate strategies, improve customer attraction through SEO and advertising, and provide support from a variety of perspectives, including repeat and higher spending per customer.



Management agency

Operates EC sites that generate complicated operations from upstream to downstream, acting on behalf of customers in response to their requests.



EC store opening and construction consulting

Underwrote consulting, including the selection of malls and the design of websites and pages, to businesses considering opening new EC stores in an integrated manner, from actual site production.

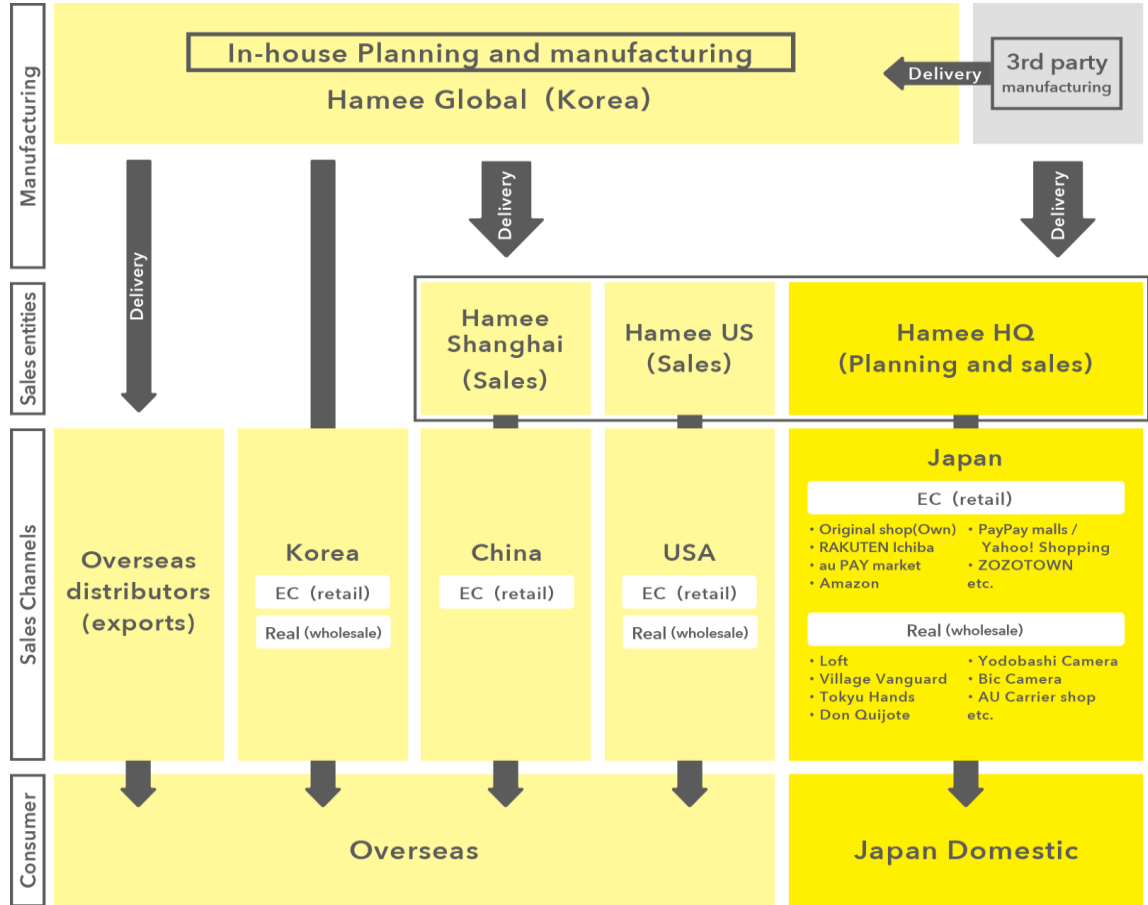
Commerce Business



Commerce Business

Commerce Business Supply Chain

In iFace, we have established a system that can cover planning, manufacturing, and sales in-house.



Source of Commerce Competitiveness

Maximize EC know-how

- Efficient operations by making full use of Next Engine
- Store management
- Customer Satisfaction
- Warehouse linkage, etc.

Variety of sales channels

- Maximize product sales
- Improve profitability through in-house planned products
- Continued growth even in COVID-19

Supply Chain Management

- Consumer Voices are reflected to products speedily
- Expansion of product categories
- Incorporation of production profits from in-house production

With iFace branding Leveraging Growth

- First Class
- Reflection
- New series
- Peripheral accessories
- Color, character development



Launch new brand by using brand management that gained in the process of growth iFace

- Salisty、Andmesh

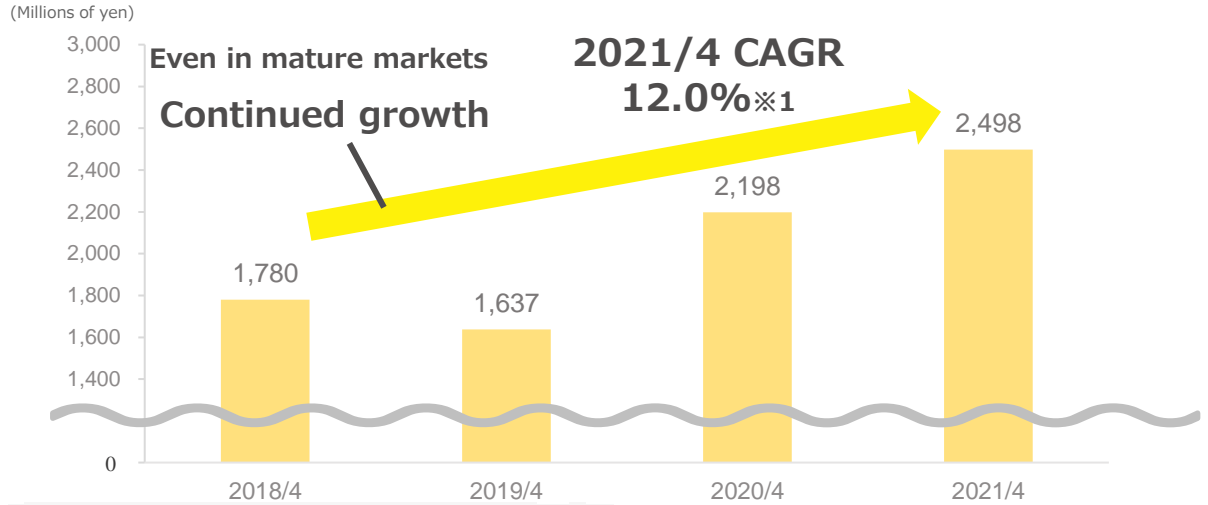
Over the past 20 years, the Domestic Commerce Business has maintained an increasing trend in sales.

Commerce Business

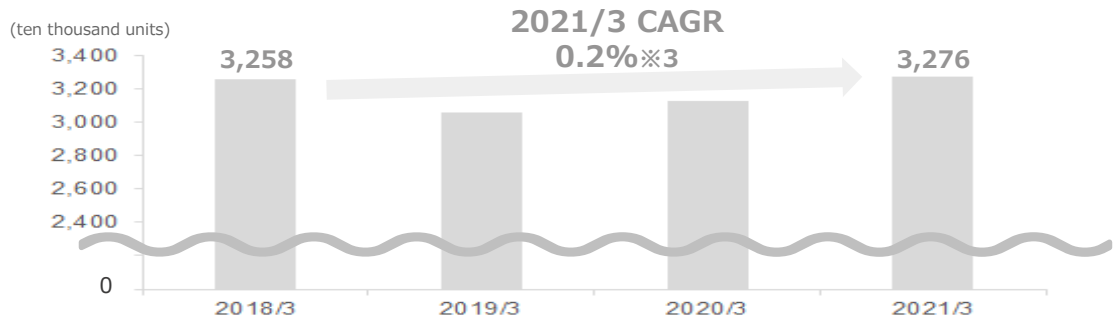
Continuous growth

Achieve continuous growth even in the mature smartphone market.

Operating Income (Full Year)



Domestic smartphone shipments ※2



※1 Average annual growth rate. Calculated using 2018/4 as the first year.

※2 We compiled a graph based on survey data from MM Research Institute, Ltd.

※3 Calculated by assuming 2018/3 (fiscal 2017) as the first year based on survey data from MM Research Institute, Ltd.

iFace —Strengths



Design

The design takes into account not only functionality such as impact resistance, but also the expressions of personality such as unique curve and abundant color valuations.

Brand

Its reliability is also high due to the strength and usability of its products, and its brand recognition is 71% high among men and women in their 20s.
※Base on in-house survey
Survey period: April, 2021
Number of surveyed: 13,718
Survey method: Internet survey
Target: Men and women aged 15-39 (smartphone users)

Young generation

Among young ※smartphone users, iFace users (including experienced users) account for more than 40%, earning a high level of loyalty, enabling us to secure a diverse range of sales destinations.
※Focuses on women aged 15 to 24 (Our survey April 2021)

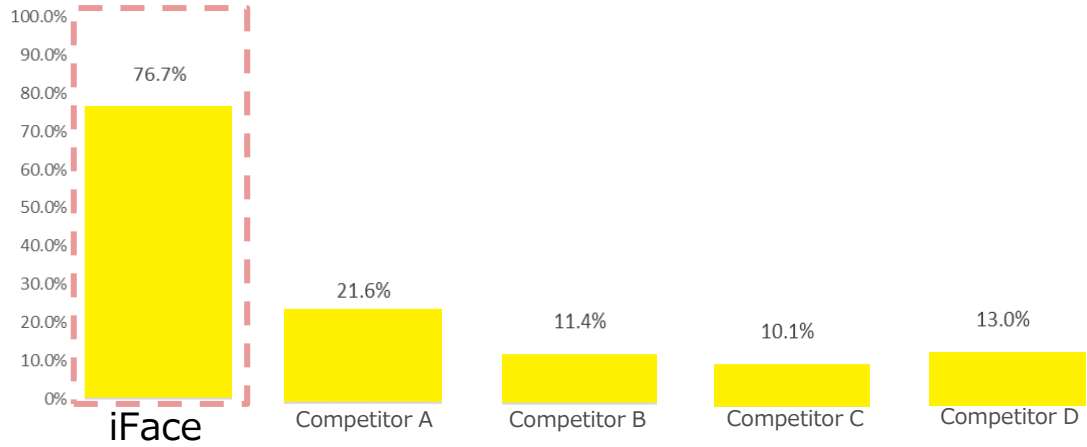
Commerce Business

iFace —Recognition

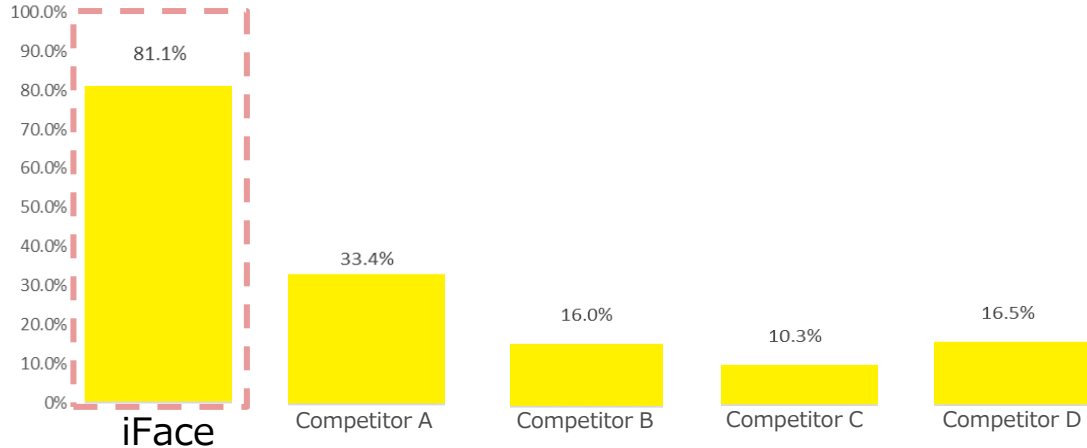
Overwhelming recognition among women in their late teens and early 20s compared to other companies' brands

※Our Survey
 Survey period: April, 2021
 Number of researchers: 1195 women in their teens/1307 women in their early 20s
 Survey method: Internet survey
 Target: Women aged 15-24 (smartphone users)

Brand Recognition (Women in their late teens)



Brand Awareness (Women in their early 20s)



High designability + Series expansion + Peripheral accessories development

Commerce Business

iFace —Series development

Voices of iFace user
were commercialized

- **Look in Clear**

In a web-based survey, "Full Clear Case," which was the strongest demand, was commercialized as an item to be used in iFace.



- **First Class**



- **Reflection**



- **Look in Clear**



- **Cardina**



Develop peripheral accessories

- **Finger Ring Holder**



- **Compact Wallet**



- **Grip On Silicone Case**

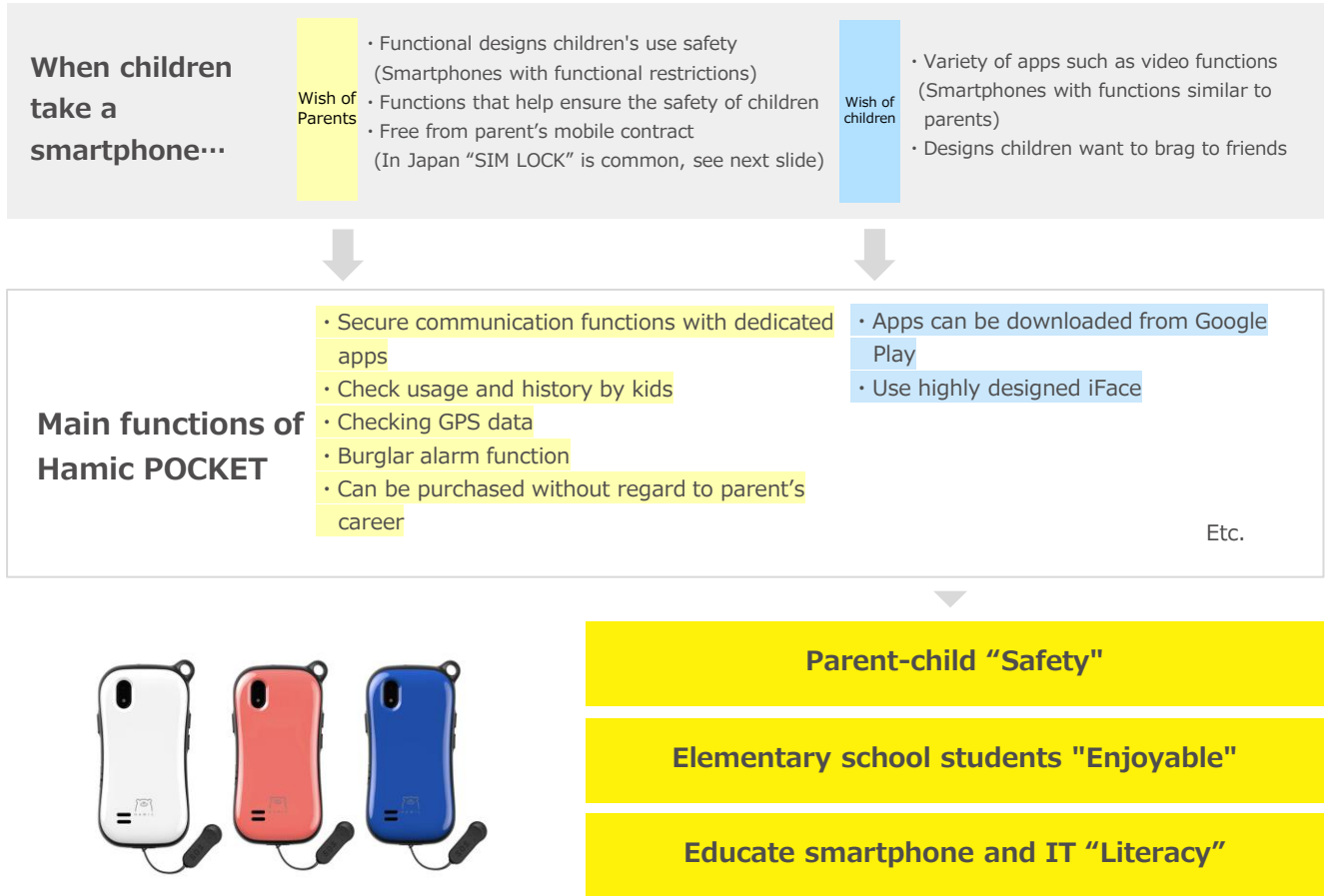


New Businesses

To utilize the capabilities of the 2 main businesses, create innovative new businesses. Same time, these support the evolution and growth of existing businesses

New Businesses

Hamic POCKET



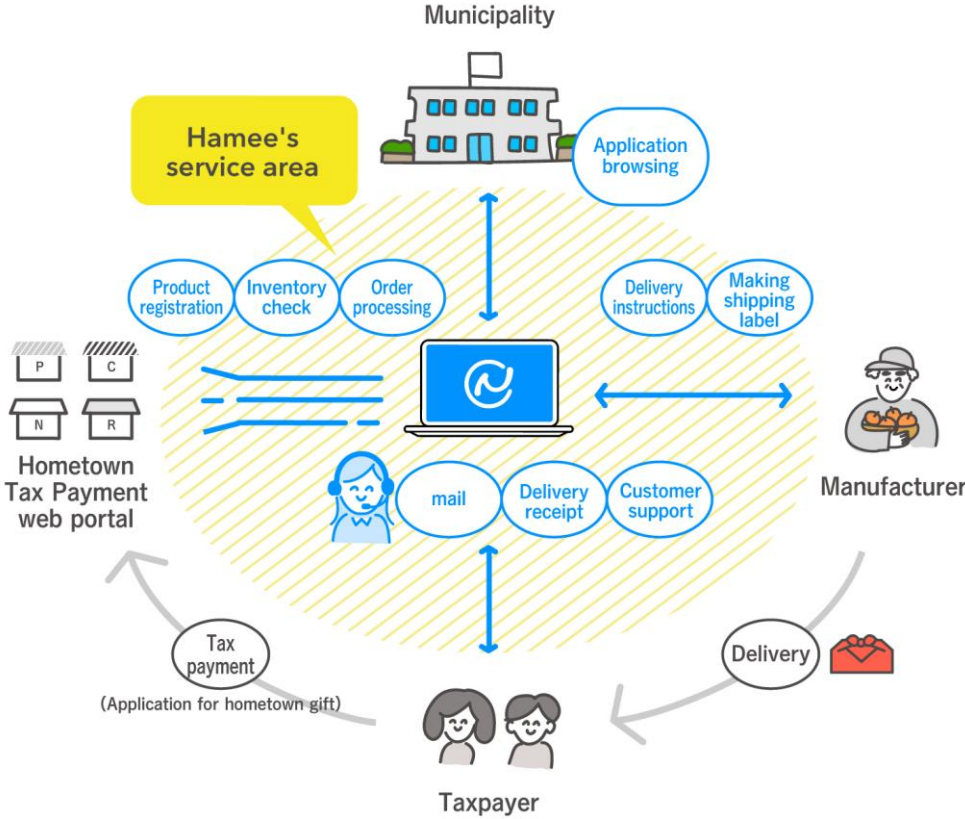
New Businesses

Hamee Hometown Tax Payment Support Service

NEXT ENGINE
streamlining business operations

 +

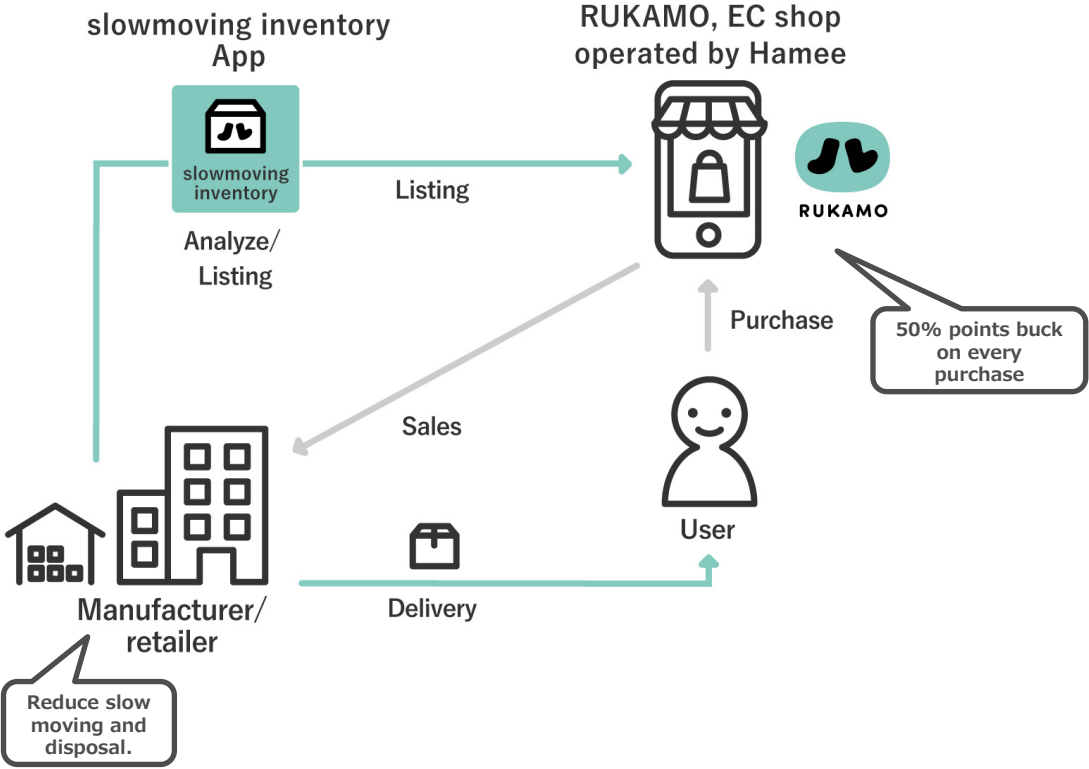
Operation Agency
creating fans



New Businesses

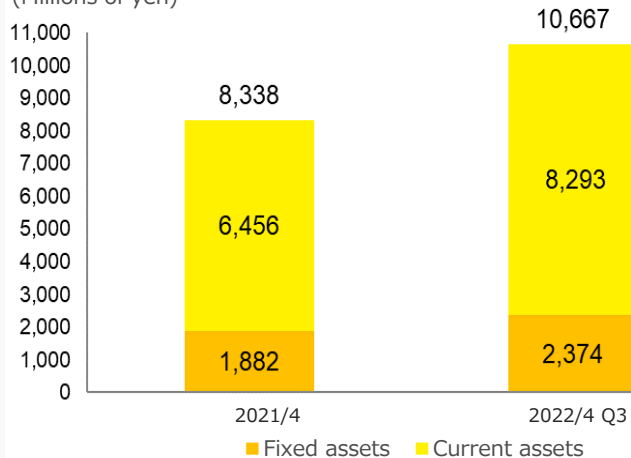
RUKAMO -For Sustainable Society-

We will deliver sustainable services that fulfill SDGs goal of 12, "Responsibilities to make products and services."



Reference information

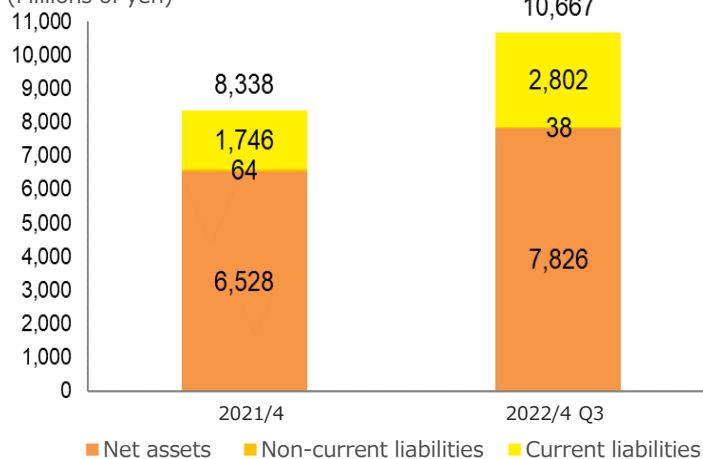
(Millions of yen)



Current assets		8,293	(+1,836)
■ Cash and deposits	3,254	(Δ100)	
■ Notes and accounts receivable	1,958	(+368)	
■ Inventory	1,527	(+564)	
■ Others	1,586	(+1,014)	

Fixed assets		2,374	(+492)
■ Property, plant and equipment	1,230	(+611)	
■ Intangible assets	475	(Δ128)	
■ Investments and other assets	667	(+8)	

(Millions of yen)



Current liabilities		2,802	(+1,056)
■ Accounts payable	159	(Δ48)	
■ Short-term loans	900	(+887)	
■ Accounts payable-other	1,158	(+428)	

Non-current liabilities		38	(Δ25)
■ Long-term loan	7	(Δ36)	

Net assets		7,826	(+1,310)
■ Retained earnings	6,902	(+1,289)	



Next Engine indicators

Fiscal Year	2020/4					2021/4	
	Q1	Q2	Q3	Q4	Full year	Q1	Q2
Number of clients	3,718	3,790	3,849	3,997	3,997	4,179	4,351
Number of stores	28,814	29,376	30,034	30,835	30,835	31,771	33,114
GMV (Billions of yen)	159	169	185	209	722	237	208
ARPU (yen)	35,264	33,891	34,316	35,740	34,803	38,489	34,902
Monthly churn rate	1.00%	1.06%	0.87%	0.98%	0.98%	0.82%	0.88%
Transaction number processed (ten thousand)	2,248	2,133	2,302	2,864	9,547	3,394	2,876
LTV(Lifetime Value) (yen)	3,543,583	3,184,650	3,923,231	3,662,894	3,578,589	4,684,866	3,961,527

Fiscal Year	2021/4			2022/4		
	Q3	Q4	Full year	Q1	Q2	Q3
Number of clients	4,513	4,739	4,739	4,949	5,093	5,236
Number of stores	34,461	36,004	36,004	37,765	39,134	40,192
GMV (Billions of yen)	253	245	944	263	268	308
ARPU (yen)	36,949	35,815	36,539	36,525	35,141	37,077
Monthly churn rate	0.86%	0.90%	0.87%	0.81%	0.95%	0.96%
Transaction number processed (ten thousand)	3,364	3,321	12,955	3,543	3,335	3,909
LTV(Lifetime Value) (yen)	4,275,717	3,978,015	4,225,031	4,519,089	3,702,895	3,857,032

※GMV and the number of orders processed are the totals at the end of each quarter. Monthly churn rate's figures are calculated by dividing the number of contracted clients end of Q4 from the average number of cancellations during the quarterly period.

Next Engine Global expansion "Next Engine Korea"

- Next Engine Korea compatible a number of Korean EC malls
- Net increase slowed in Q3 and cancellations increased due to the influence of clients who have a short-term duration among the clients acquired in Q2.

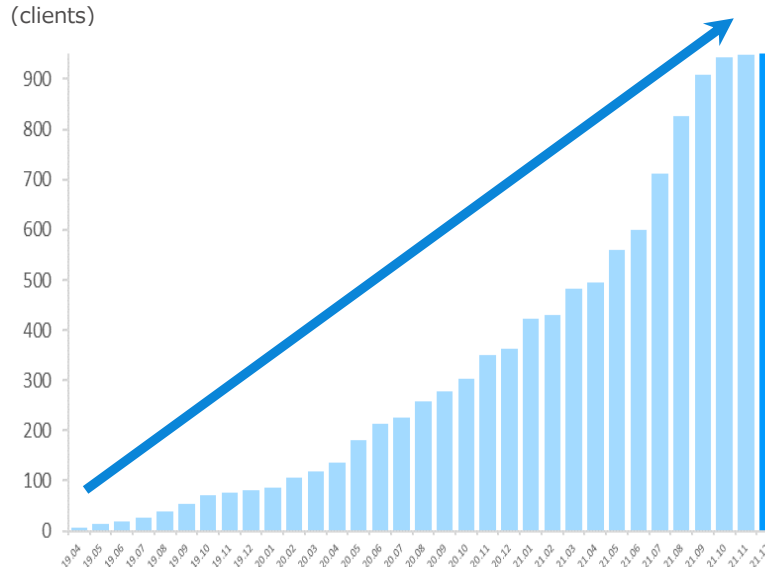
To establish subscription model in oversea market based on mid term strategy



"Next Engine Korea" compatible EC malls

SmartStore	coupang	Gmarket	AUCTION.	11D	INTERPARK
emart	SUNGROB BANGSANG MALL	LOTTE-COM	MakeShop*	CAFE24	10X10

(As of the end of April 2021/Partial excerpt)



Next Engine Korea Number of clients as of December 2021

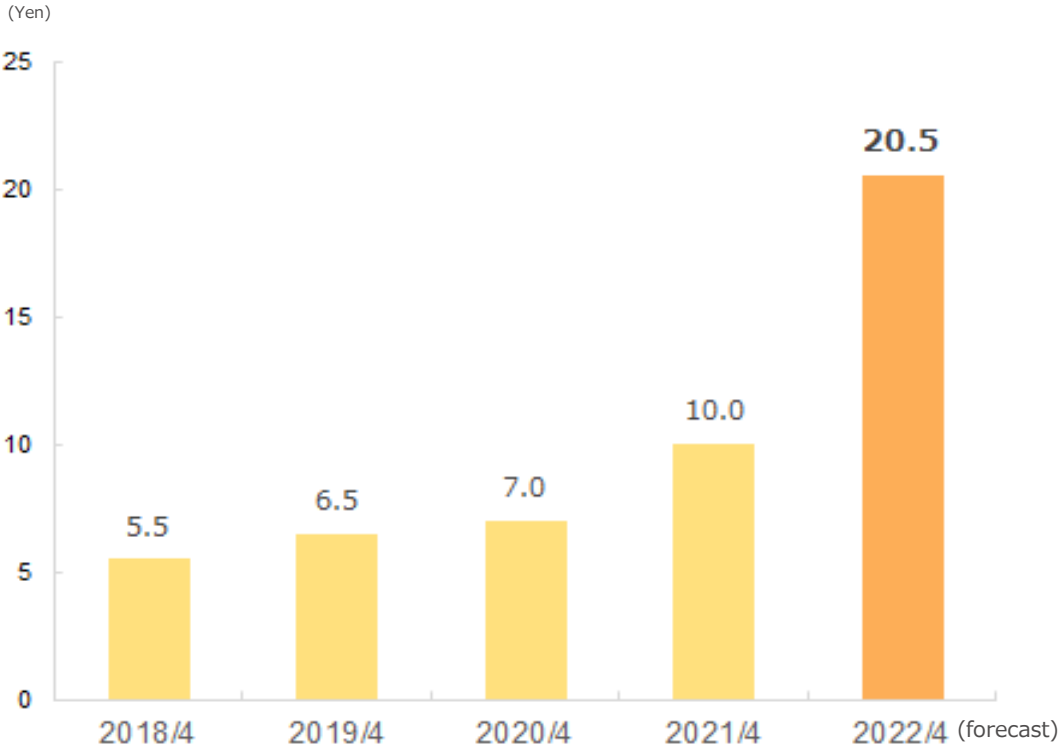
960 clients



Shareholder Returns— Dividend per share

- Dividend payout ratio was 10% until FY04/21
- In FY04/22, we expects a dividend payout ratio of 20% to increase substantially in order to achieve its medium-term management plan.

Dividend amount



CORPORATE DX & SDGs

~DX and SDGs that set fire to their own creative spirits~



Hamee

Fostering a corporate culture

Because of VUCA,
We are fostering on a flexible organizational culture that celebrates innovative challenges, that is, fostering a culture the creative spirit burns.



Hamee

Work style DX

- Full telework has been introduced, and the personnel system also has been refurbished.
- Both in-house meetings and brain storming succeeded in bringing almost all communications online.
- Started the express commuting system "Flexible commuting to HQ" to make it easier for telework employees to come offices.

Renovation of the personnel system



Remote work -
Preparation-
allowances



Remote work
allowances

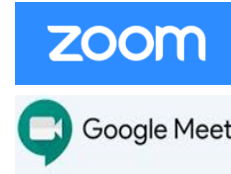


"Allowances for
Odawara living"



"Flexible commuting
to HQ"

Adoption of tools



Online conferencing
tools



Online Whiteboard



Media platform

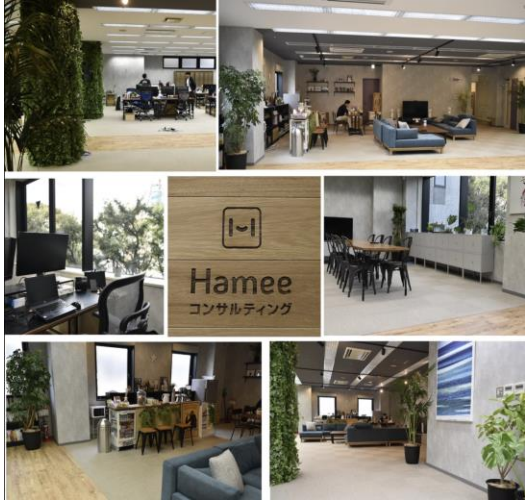


Workplaces DX

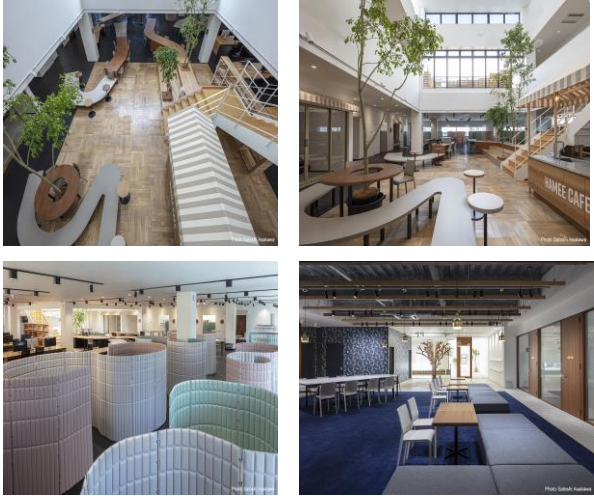
- Since July 2020, we have instituted a new normal work style that allows employees to freely select office work and remote work, and we have been promoting a work style DX.

- On the other hand, we believe that ideas born from real communication are also important, and in June 2021, we renewed the Odawara Head Office with the aim of revitalizing such communication.

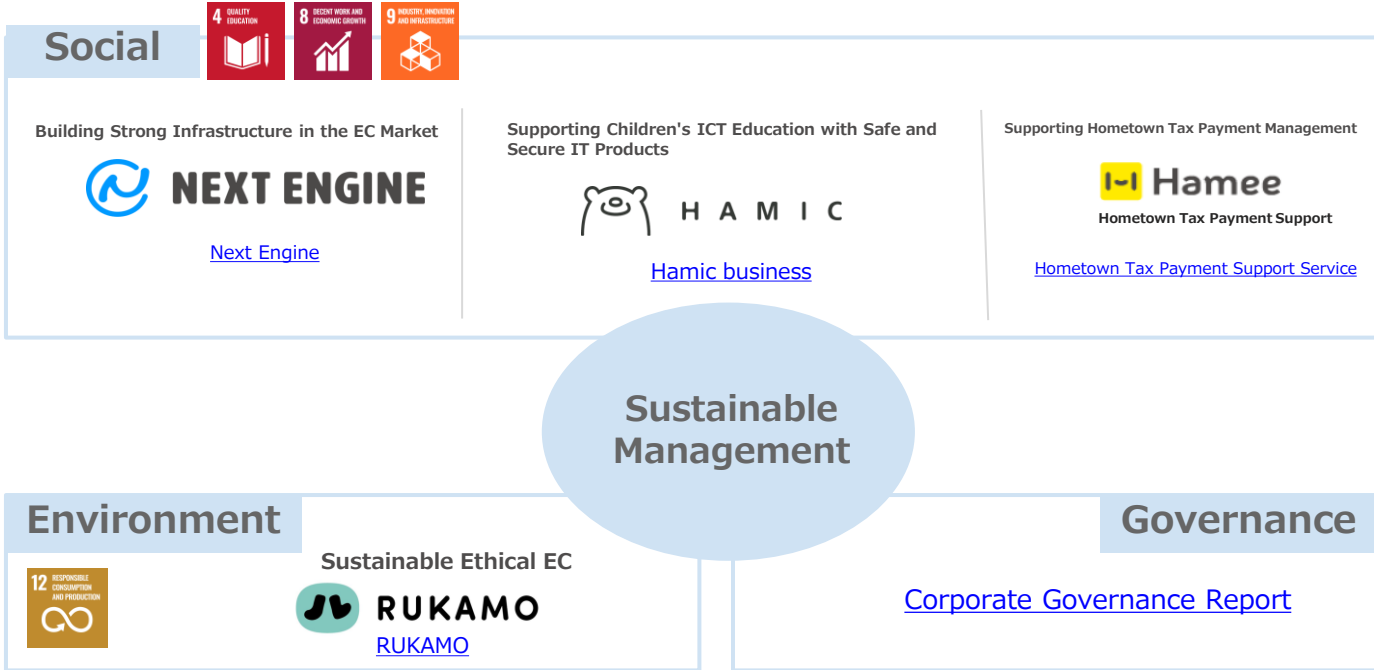
Integrated Hamee Consulting & Tokyo Sales Office



Odawara Head Office Renovation



Sustainable management





Disclaimer

- This document includes the outlook for our company, future plans, and managerial goals. These forward-looking statements are based on current assumptions regarding future events and trends, and there is no guarantee that the assumptions are correct. There is a possibility that actual results will be different from those mentioned in this document for various reasons.
- Unless otherwise specified, the financial data in this document are indicated in accordance with the accounting principles that are generally recognized in Japan.
- Regardless of future events, the company will not necessarily revise our announcements about future outlooks, etc. unless required to do so in accordance with disclosure regulations.
- Information about other companies is based on publicly available data.
- This document is not intended for promoting the acquisition of securities, sale or purchase of securities (hereinafter “soliciting”). This document does not support soliciting, or serve as the grounds for any contract or obligation.
- All company names, system names, product names and trademark or registered trademark by other companies are basically trademark or registered trademark under other company. This document doesn’t show 「™」 or 「®」 to make clear
- Wordings of any translated versions of this document, the meaning and wording of the Japanese Language version shall prevail.



For inquiries about this material and IR, please contact the following.

Corporate Planning Department, Hamee Corp.
TEL: +81 465 42 9181
Website: <https://hamee.co.jp/>