



# Q3 FY04/22

## Financial Results Presentation

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March 17, 2022

Macbee Planet, Inc.  
(Stock code: 7095)

# Company Overview

<b>Company name</b>	<b>Macbee Planet, Inc. (7095)</b>
Establishment date	August 25, 2015
Capital	403 million yen (as of end-January 2022)
Business description	Provision of data-driven marketing analytics services
Head office location	3-11-11 Shibuya, Shibuya-ku, Tokyo
No. of employees	63 (as of end-January 2022)

## 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.
Jul. 2021	Made α, Inc. a wholly owned subsidiary

# Results Summary

■ **Exceeded 10.0 billion yen** in net sales for cumulative Q3 FY04/22, surpassing net sales for full-year FY04/21.

We upwardly revised our earnings forecast, expecting increases in net sales and profits for the 7th straight year (FY04/16 to FY04/22).

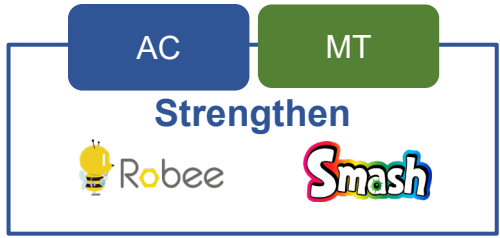
<p><b>Q3 FY04/22 Results Summary (YoY)</b></p>	<p><b>Net Sales</b> <b>10,795</b> million yen (+61%)</p>	<p><b>Operating Profit</b> <b>891</b> million yen (+67%)</p>	<p><b>Operating Margin</b> <b>8.3%</b> (+0.3pp)</p>
<p><b>Upwardly Revised Forecast (YoY)</b></p>	<p><b>Net Sales</b> <b>14,000</b> million yen (+43%)</p>	<p><b>Operating Profit</b> <b>1,200</b> million yen (+53%)</p>	<p><b>Operating Margin</b> <b>8.6%</b> (+0.6pp)</p>
<p><b>Analytics Consulting (AC)</b></p>	<ul style="list-style-type: none"> <li>• Sharp rise in sales due to special demand from the securities industry business</li> <li>• Expansion in beauty industry business and steady growth in other industries business</li> <li>• Solid progress in new client acquisition</li> </ul>		
<p><b>Marketing Technology (MT)</b></p>	<ul style="list-style-type: none"> <li>• Achieved 30% of gross profit, which is our target in the MT business</li> <li>• MT business (Robee) growth accompanying AC business growth</li> <li>• Group inclusion of Alpha contributed significantly to sales expansion</li> </ul>		

# Progress on Medium-Term Management Plan

■ Making solid progress on priority strategies outlined in the medium-term management plan.

## Product Strategy

① Raise LTV improvement capability even further

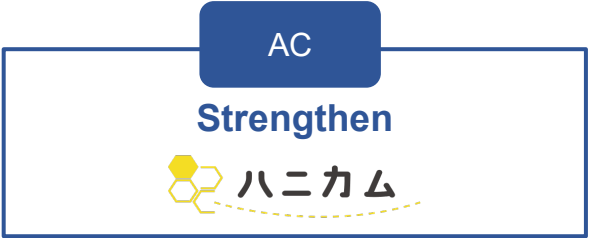


Robee Implemented refactoring and UI improvements for functional enhancements.

Smash Participated in Emotech JAPAN established by Hakuhodo and launched research activities.

New Started PoC of CRM measures.

② Implement AI for data analytics and consulting

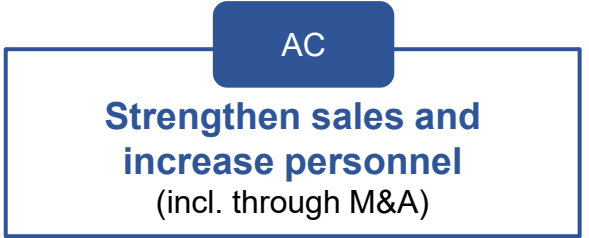


HaniCam Analyzed operational data and promoted the standardization of high-performer knowledge.

HaniCam Promoted the systematization of standard tasks.

## Sales Strategy

③ Accelerate expansion into other industries



Strengthen industry contacts Started collaborations with NUWORKS and East Ventures.

Increase personnel Strengthened hiring activities, adding 15 personnel from FY04/21 (+31%).

# Revision to FY04/22 Earnings Forecast

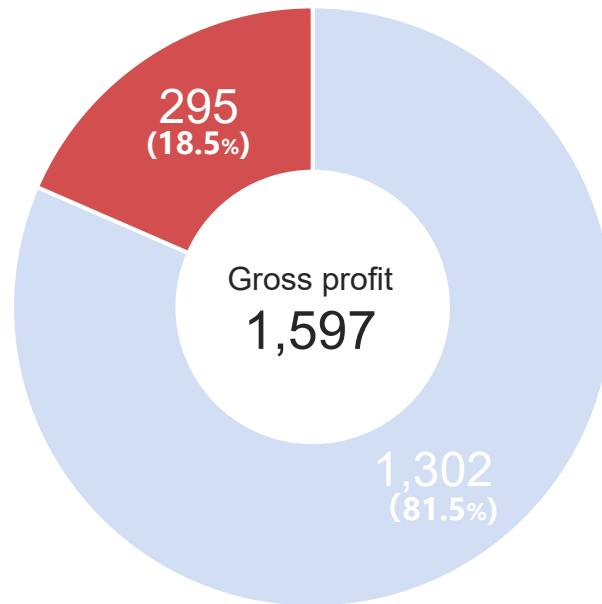
■ Upwardly revised earnings forecast due to growth in both AC and MT businesses.

(Millions of yen)

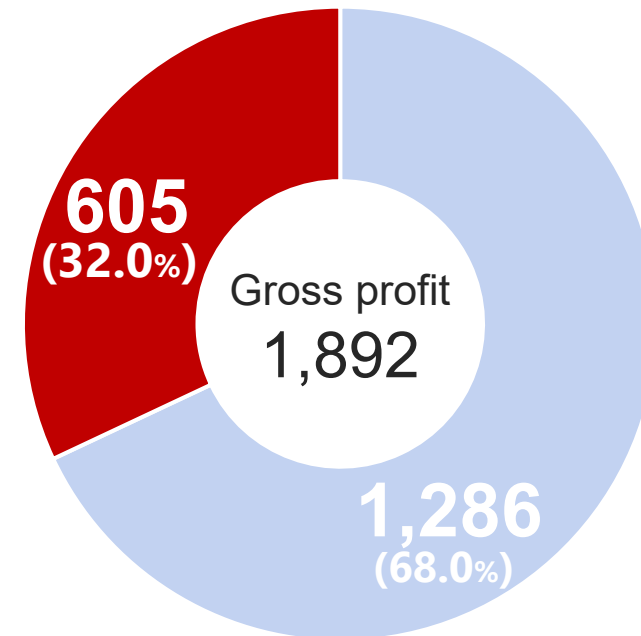
	Net Sales	Operating Profit	Operating Margin
Previous Forecast	12,280	1,060	8.6%
Revised Forecast	<b>14,000</b>	<b>1,200</b>	<b>8.6%</b>
Change	+1,720	+140	-
Change(%)	+14%	+13%	-

# Segment Breakdown of Gross Profit

■ MT business grew further, achieving a gross profit weighting of **30%**.



Full-year FY04/21  
(millions of yen)



Q3 FY04/22  
(millions of yen)

■ Gross profit in AC Business  
■ Gross profit in MT Business



# Q3 FY04/22 Financial Results

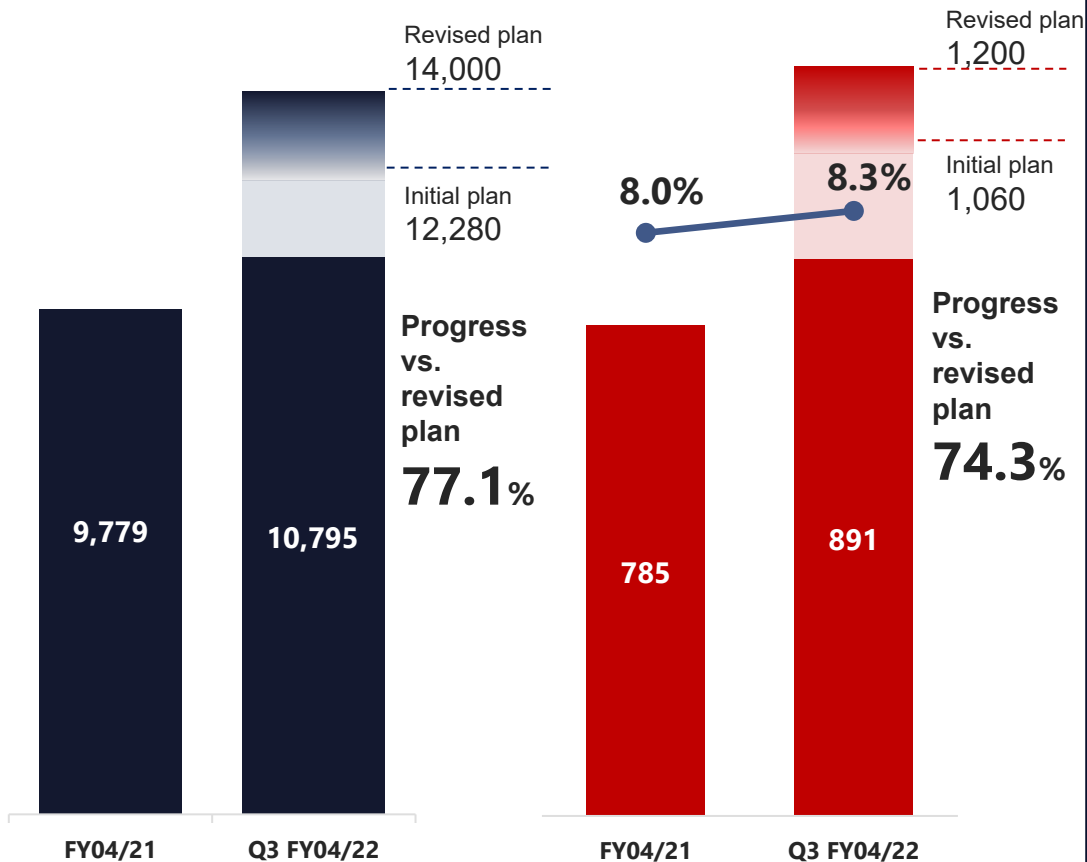


# Q3 FY04/22 Results Summary

■ Cumulative Q3 FY04/22 results exceeded full-year FY04/21 results driven by growth in both AC and MT businesses.

Net Sales  
(Millions of yen)

Operating Profit  
(Millions of yen)



## ▶ Net sales growth

- AC business: +57% YoY

Special demand from the securities industry in Q1. Established stable source of sales exceeding 1 billion yen in Q2 and Q3, resulting in significant sales growth. In addition to acquiring new client, the collection of data from existing clients and using that to enhance performance contributed to steady growth.

- MT business: +176% YoY

In addition to the Group inclusion of Alpha that shored up sales, strengthening collaboration with the AC business led to significant growth in both AC and MT businesses.

## ▶ Profit growth

- Operating profit grew 67% YoY, driven by the growth in the AC and MT businesses.

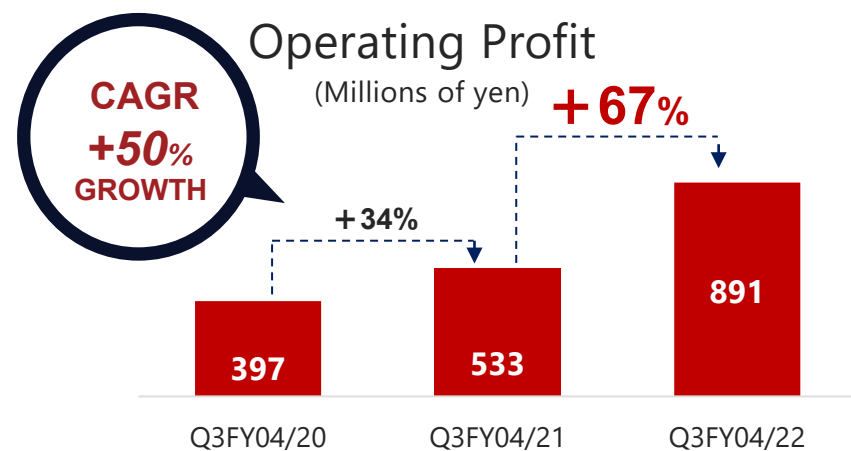
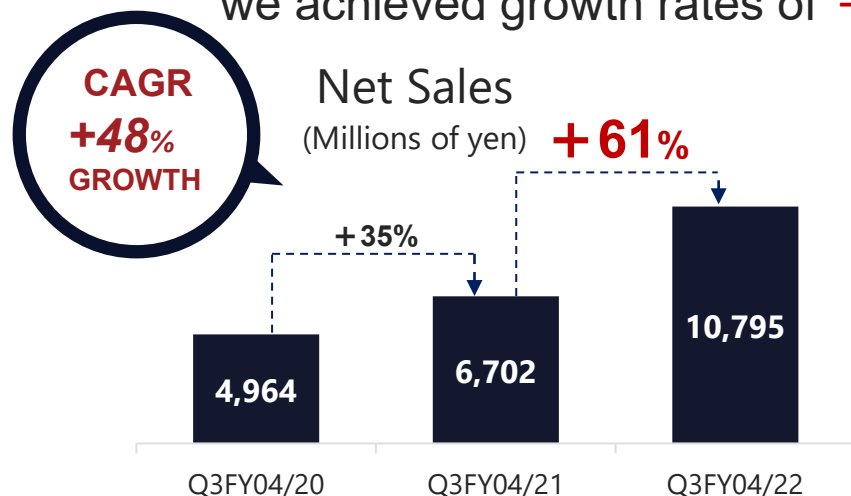
## ▶ Operating margin

- In Q3 FY04/21, the operating margin improved by 0.3pp to 8.3% from 8.0%.
- An increase in the composition ratio of the MT business, which commands a higher gross margin, contributed to the improvement in the profit margin.



# Q3 FY04/22 Financial Results

■ In comparison with the MTMP CAGR targets of 31% for net sales and 41% for operating profit, we achieved growth rates of **+61%** for net sales and **+67%** for operating profit.



(millions of yen)

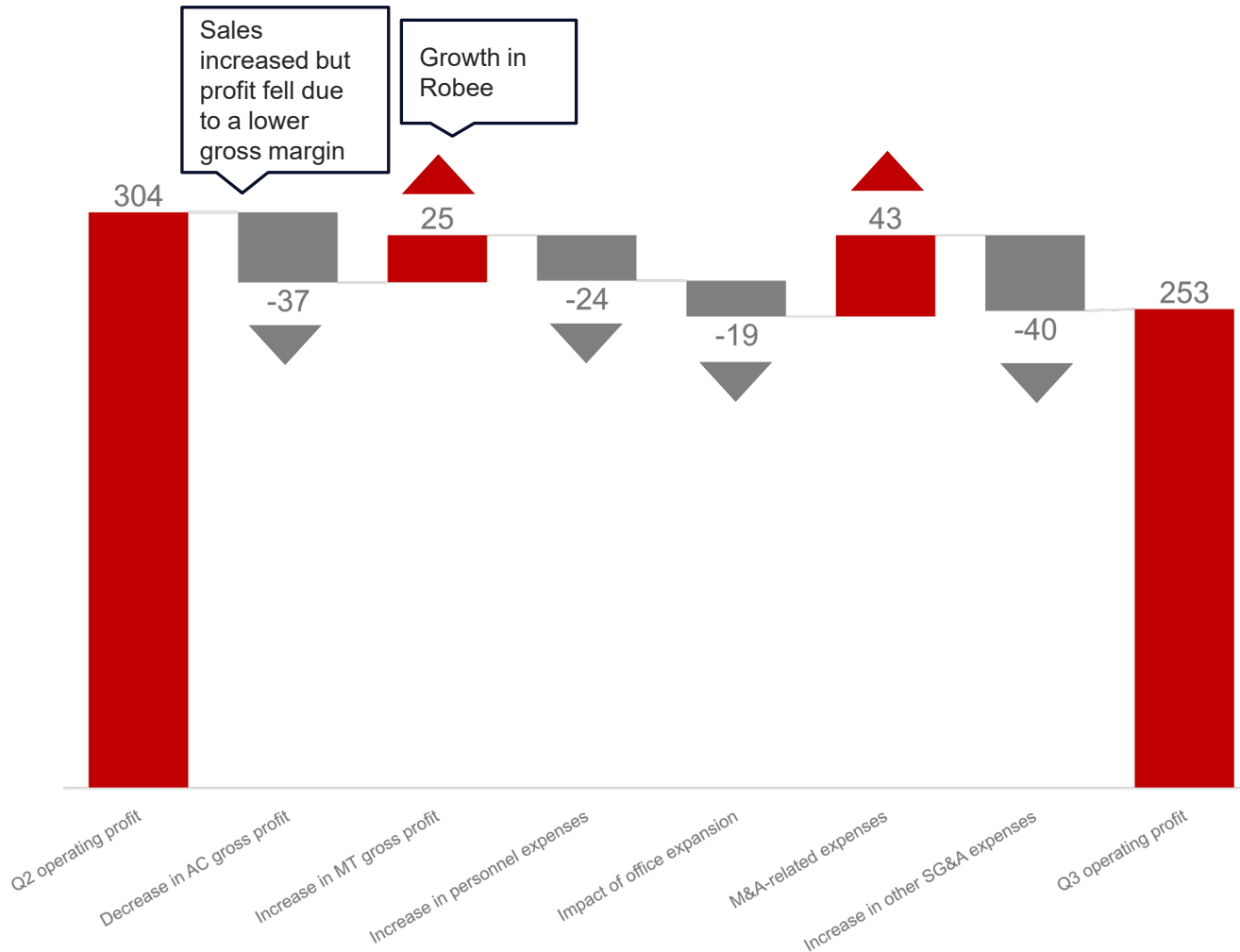
	FY04/22 Plan (before revision)	Q3 FY04/21 Actual	Q3 FY04/22 Actual	Progress rate vs. plan (%)	YoY change	YoY change (%)
Net sales	12,280	6,702	<b>10,795</b>	<b>87.9%</b>	<b>+4,093</b>	<b>+61%</b>
Operating profit	1,060	533	<b>891</b>	<b>84.1%</b>	<b>+357</b>	<b>+67%</b>
Profit (attributable to owners of parent)	720	378	587	81.6%	+209	+55%
Operating margin	8.6%	8.0%	<b>8.3%</b>	-	<b>+0.3pp</b>	-

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

# Breakdown of QoQ Change in Operating Profit

■ Strengthening hiring activities to increase personnel who can contribute to future growth.

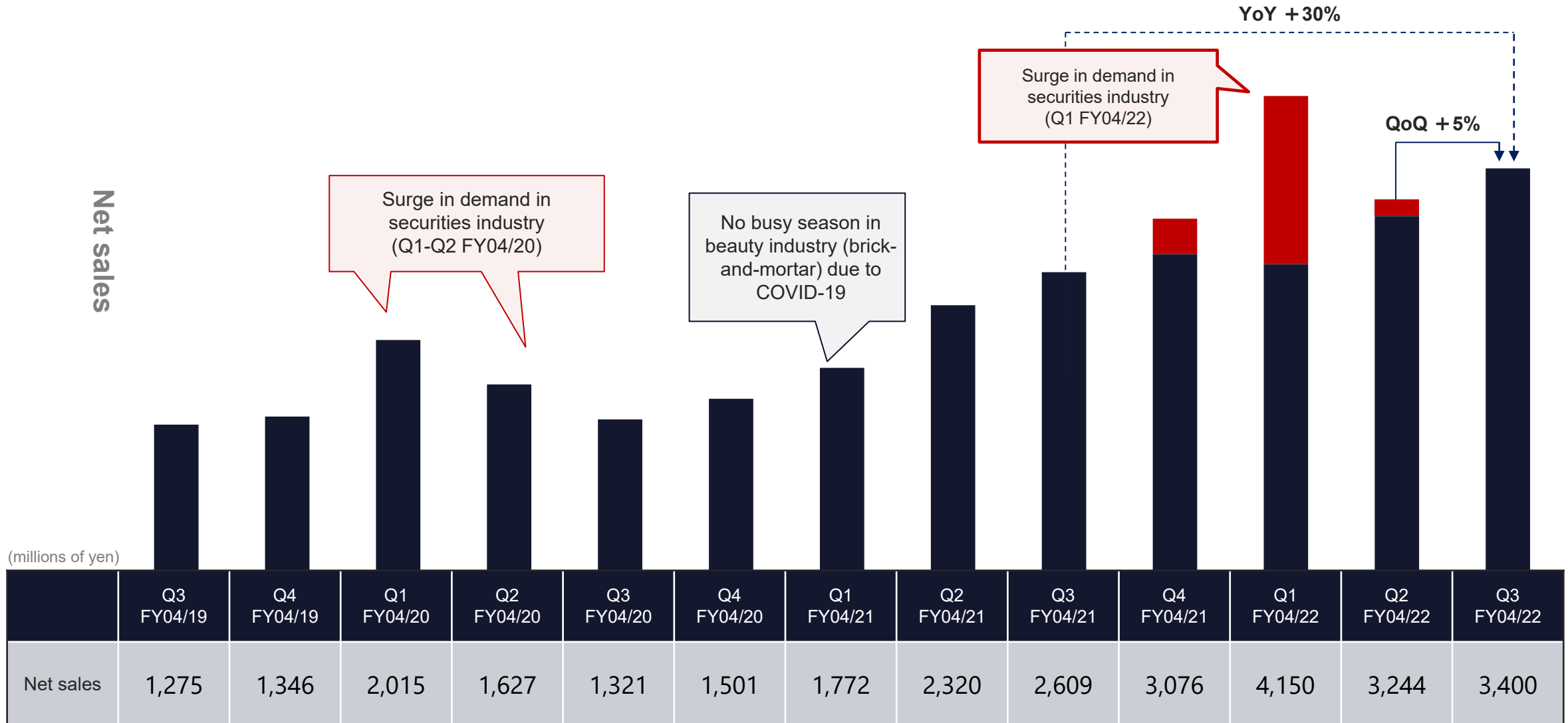
(millions of yen)



	Q2 FY04/21 Actual	Q3 FY04/21 Actual	QoQ change	QoQ change (%)
Net sales	3,244	<b>3,400</b>	+156	+5%
Gross profit	664	<b>652</b>	-12	-2%
Gross profit in AC business	425	<b>388</b>	-37	-9%
Gross profit in MT business	238	<b>263</b>	+25	+11%
SG&A expenses	359	<b>399</b>	+39	+11%
Personnel expenses	131	<b>155</b>	+24	+18%
Office expansion-related	9	<b>28</b>	+19	+211%
M&A-related expenses	85	<b>43</b>	-43	-51%
Other	142	<b>173</b>	+40	+30%
Operating profit	304	<b>253</b>	-51	-17%

# Quarterly Net Sales

- Special demand lifted net sales in Q1. Net sales are on an uptrend, even excluding the special demand.



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# Medium-term management plan



# Medium-term management strategy

- We aim to establish a technological and organizational foundation by FY04/24 and achieve robust long-term growth driven by hiring and M&A in order to accelerate our expansion into new industries and markets.

## Product strategy

Combine Macbee Planet's knowledge with Alpha & Smash's AI technology

- ① Raise LTV improvement capability even further

AC事業

MT事業

Strengthen



- ② Implement AI for data analytics and consulting

AC事業

Strengthen



## Sales strategy

Achieve outstanding growth

- ③ Accelerate expansion into other industries

AC事業

Strengthen sales and increase personnel

(incl. through M&A)

- Hire consultants who can be of immediate value to the business and improve labor productivity even further
- Build a technology framework applicable to new industries

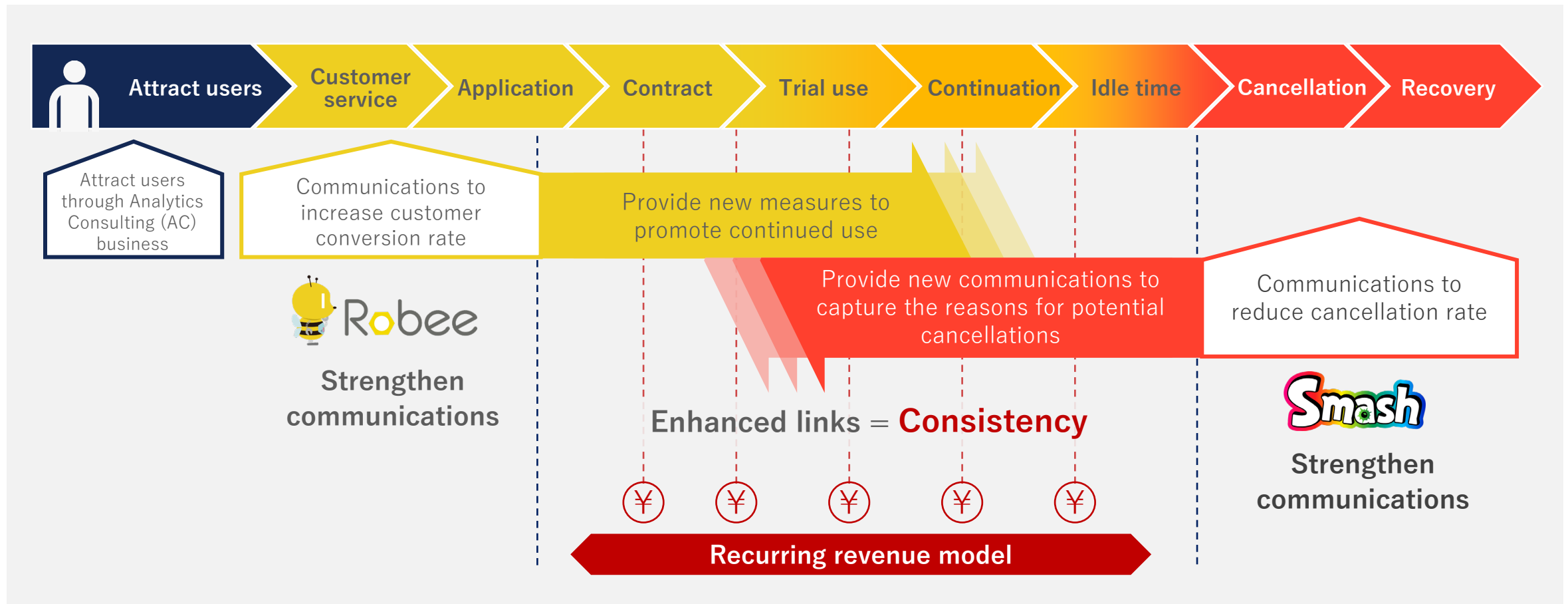
Create a customer portfolio that is less dependent on specific clients, thereby ensuring sustainable growth

AC: Analytics Consulting business MT: Marketing Technology business

# Medium-term management strategy (1) Raise LTV improvement capability even further

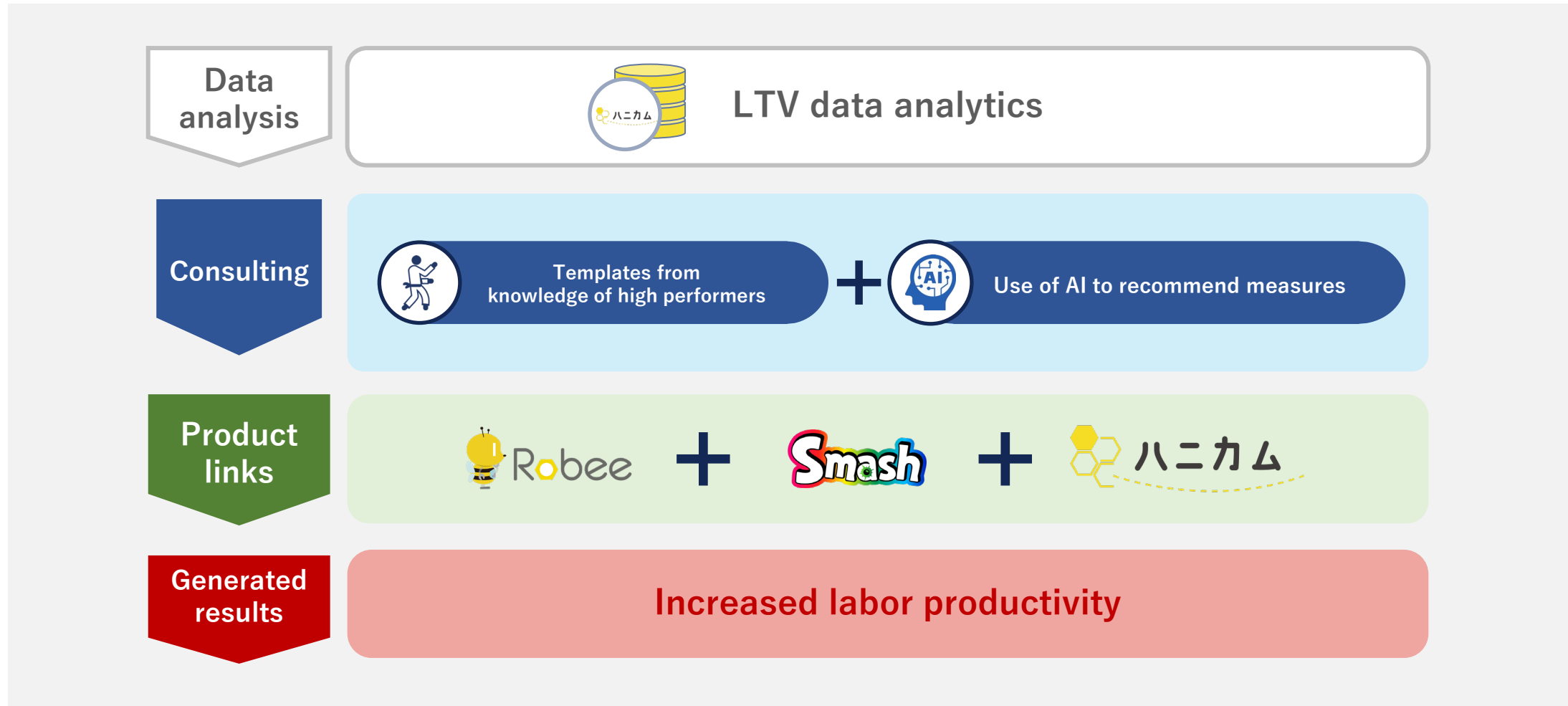
■ Further increase LTV by promoting continued use by users who were attracted to websites and by strengthening communications with those that might cancel after continued use.

Enhance links between Robee and Smash, and **increase prediction capabilities** while building a **consistent provision structure** and a **recurring revenue model** tied to LTV.



# Medium-term management strategies (2) Implement AI for data analytics and consulting

- Use knowledge templates and AI to increase consulting accuracy and **improve labor productivity**.  
**Build a platform for rapid growth** by increasing staff and enabling consultants to be immediately effective.

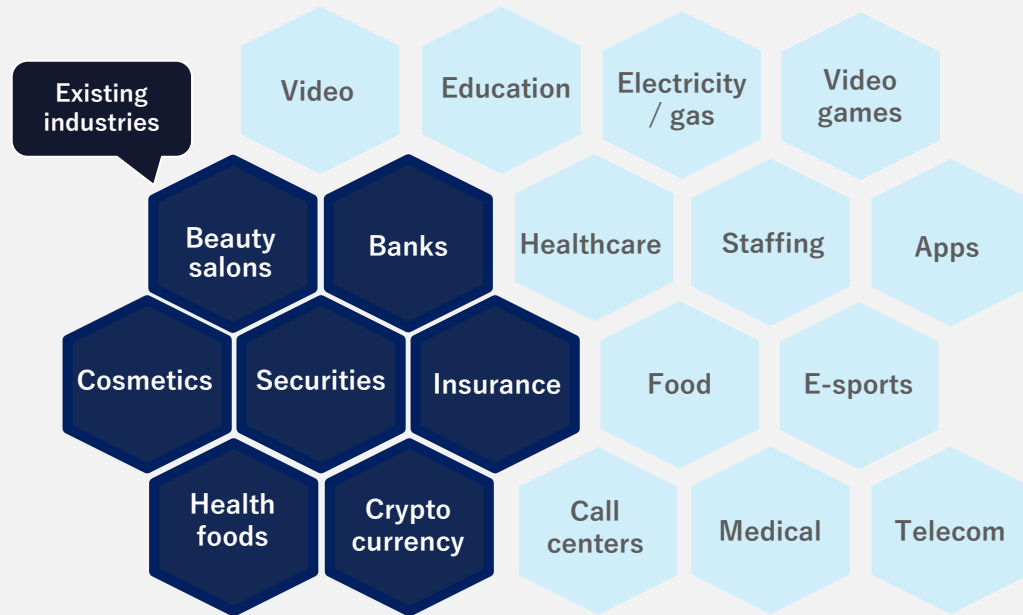


# Medium-term management strategies (3)

## Accelerate expansion into other industries

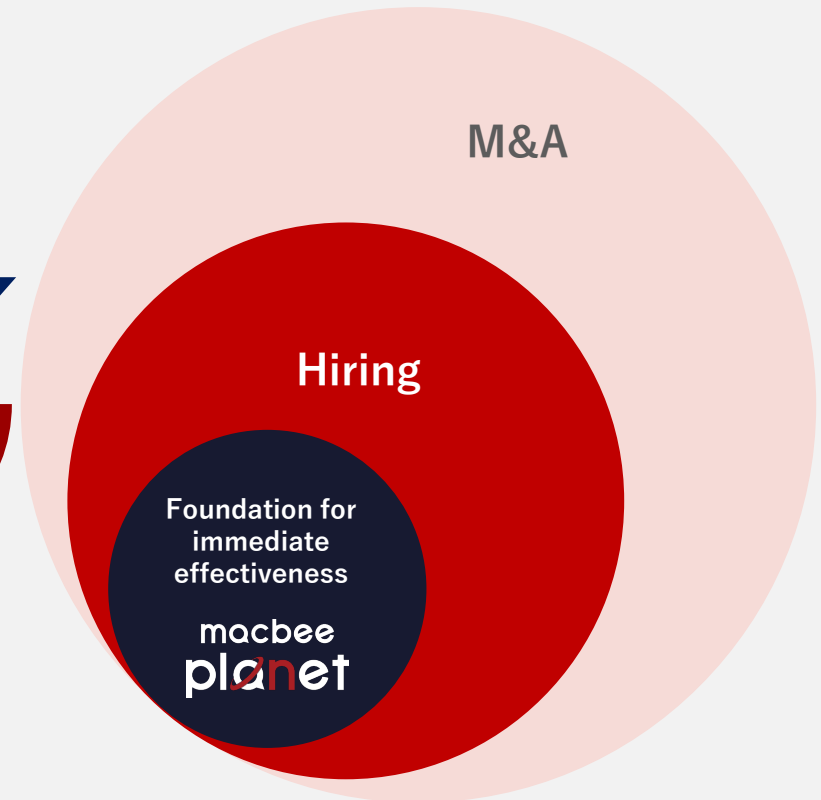
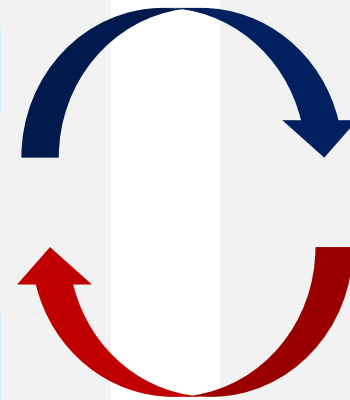
■ Promote rollout to other fields and **expand LTV marketing to various industries.**

### Strengthen industry contact points



Use alliances with companies that have client contact points to strengthen industry contact points

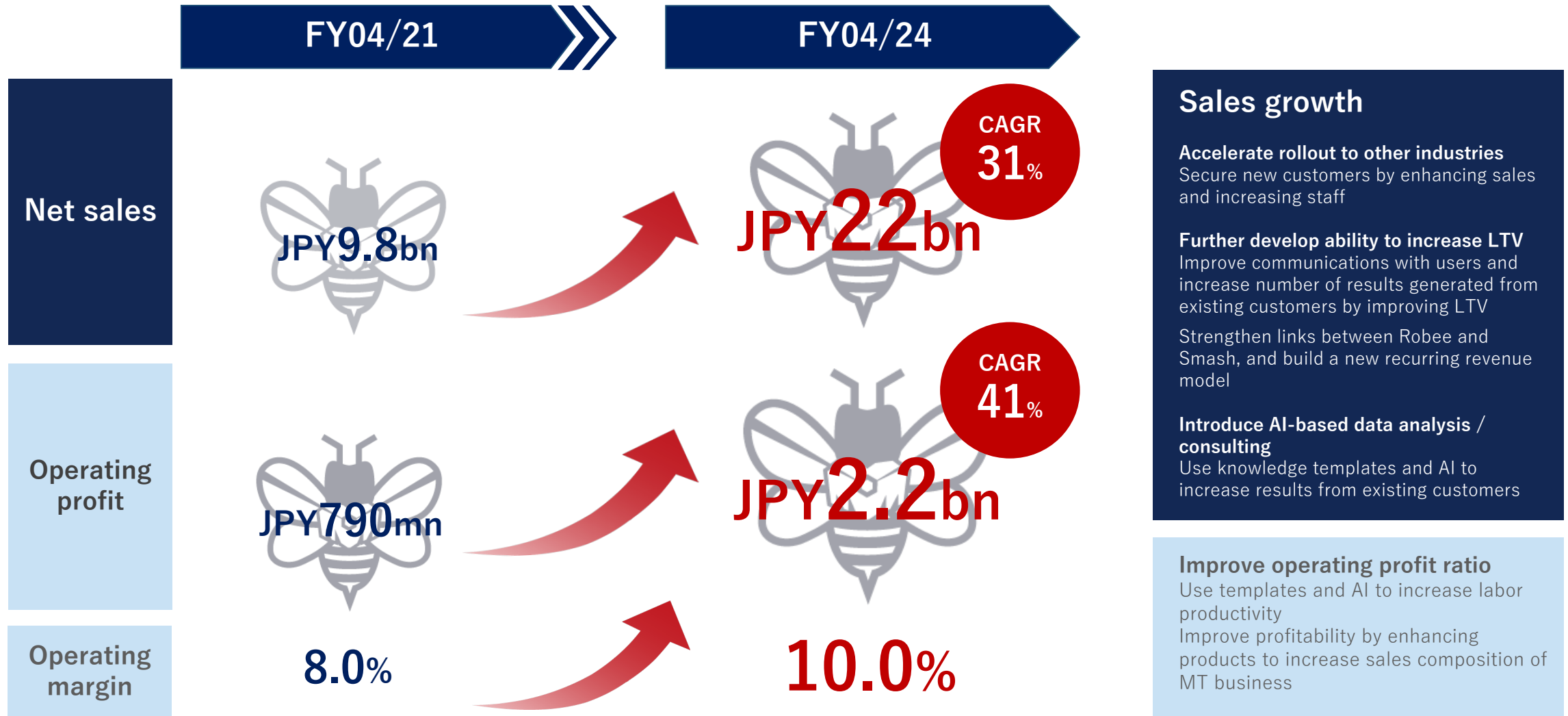
### Strengthen human resources





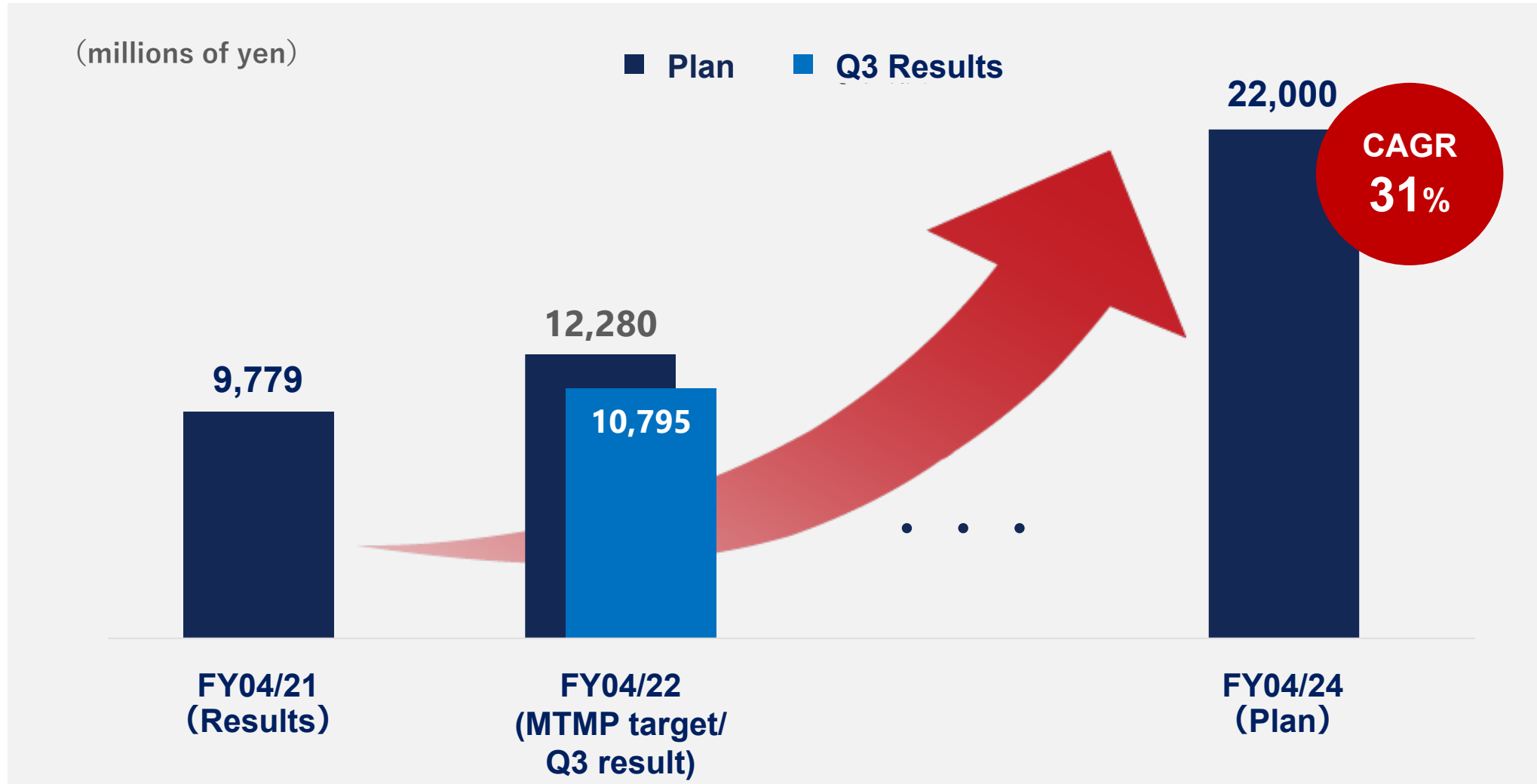
# Progress on Medium-Term Management Goal

■ Business goal for FY04/24 is JPY22bn in net sales and JPY2.2bn in operating profit.



# Progress

■ We are making solid progress in FY04/22 toward achieving the medium-term management targets.

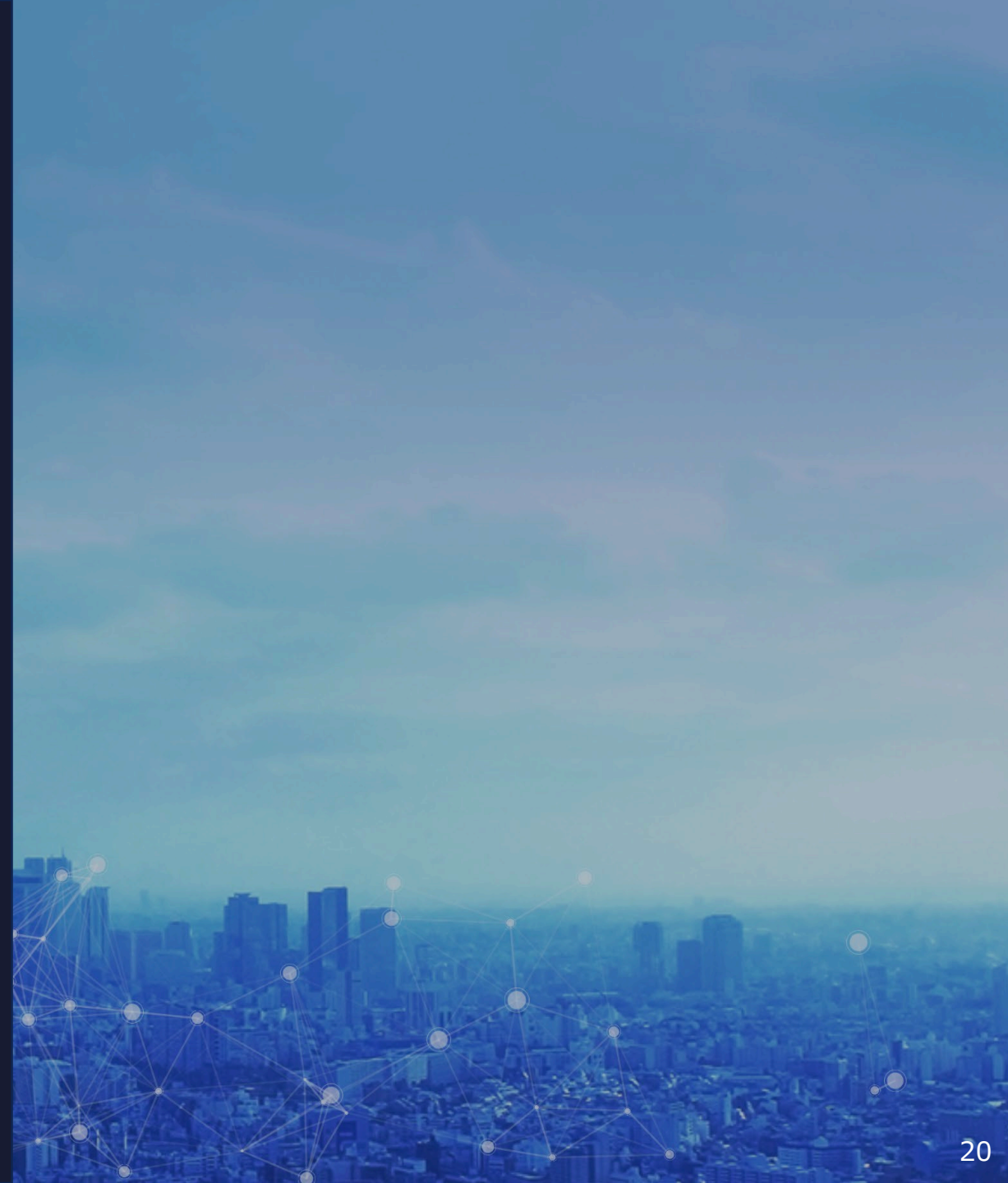




# appendix



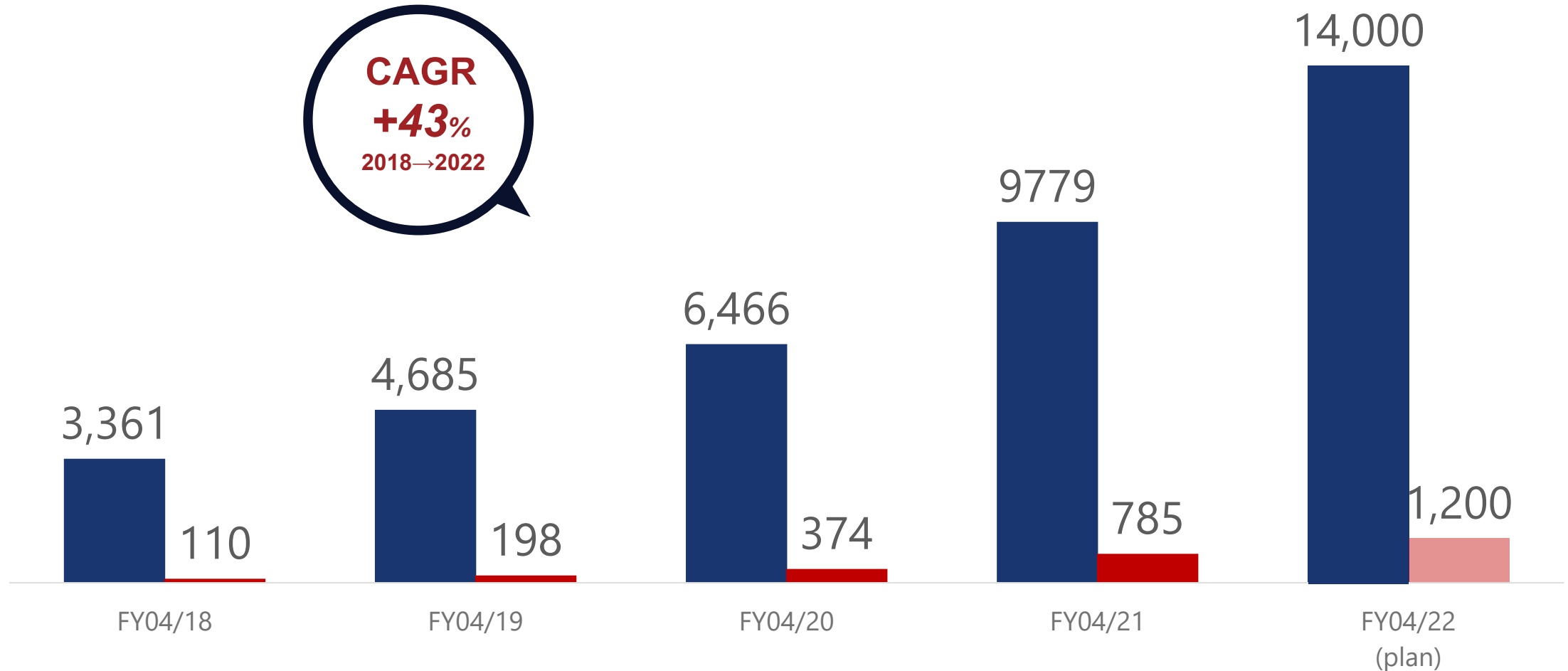
# Business Performance



# Full-Year Financial Results

■ Expecting growth in net sales and profits for the seventh straight year from FY04/16 to FY04/22.

■ Net sales ■ Operating profit



# Performance Trends

	FY04/20 Q3		FY04/20 Q4		FY04/21 Q1		FY04/21 Q2		FY04/21 Q3		FY04/21 Q4		FY04/22 Q1		FY04/22 Q2		FY04/22 Q3	
	(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	1,321	-	1,501	-	1,772	-	2,320	-	2,609	-	3,076	-	4,150	-	3,244	-	3,400	-
Gross profit	262	19.9%	271	18.1%	305	17.2%	373	16.1%	404	15.5%	513	16.7%	575	13.9%	664	20.5%	652	19.2%
SG&A expenses	190	14.4%	294	19.6%	168	9.5%	175	7.6%	206	7.9%	261	8.5%	241	5.8%	359	11.1%	399	11.7%
Personnel expenses	105	8.0%	130	8.7%	109	6.2%	108	4.7%	115	4.4%	95	3.1%	118	2.8%	131	4.0%	155	4.6%
Advertising expenses	14	1.1%	68	4.6%	6	0.3%	9	0.4%	14	0.6%	9	0.3%	12	0.3%	3	0.1%	7	0.2%
Recruiting & education expenses	14	1.1%	21	1.5%	9	0.5%	11	0.5%	8	0.3%	18	0.6%	5	0.1%	11	0.4%	13	0.4%
R&D expenses	-	-	-	-	-	-	-	-	-	-	-	-	9	0.2%	5	0.2%	3	0.1%
Depreciation & amortization	2	0.2%	2	0.2%	2	0.1%	3	0.1%	3	0.1%	4	0.1%	4	0.1%	5	0.2%	7	0.2%
System outsourcing expenses	-	-	-	-	-	-	-	-	-	-	-	-	-	-	85	2.6%	41	1.2%
Other expenses	4	0.3%	3	0.2%	4	0.3%	10	0.4%	9	0.4%	7	0.2%	9	0.2%	12	0.4%	9	0.3%
Operating profit	49	3.7%	68	4.5%	35	2.0%	32	1.4%	54	2.1%	126	4.1%	81	2.0%	104	3.2%	160	4.7%
Net sales	71	5.4%	-23	-1.5%	137	7.7%	198	8.6%	197	7.6%	252	8.2%	333	8.0%	304	9.4%	253	7.4%

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# Financial Results by Segment

	FY04/20 Q3	FY04/20 Q4	FY04/21 Q1	FY04/21 Q2	FY04/21 Q3	FY04/21 Q4	FY04/22 Q1	FY04/22 Q2	FY04/22 Q3
Net sales	1,321	1,501	1,772	2,320	2,609	3,076	4,150	3,244	3,400
AC Business	1,291	1,468	1,702	2,237	2,535	3,003	4,044	2,992	3,132
MT Business	30	32	69	83	73	72	105	251	267
Gross profit	262	271	305	373	404	513	575	664	652
AC Business	231	239	238	290	331	440	472	425	388
MT Business	30	32	66	82	72	72	102	238	263
Operating profit (Segment profit)	71	-23	137	198	197	252	333	304	468
AC Business	187	195	192	232	283	364	388	338	310
MT Business	-1	8	45	51	21	6	67	74	157
Adjustments	-114	-118	-100	-86	-106	-118	-122	-107	-215

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# Sales Ratio by Industry

	FY04/20 Q3		FY04/20 Q4		FY04/21 Q1		FY04/21 Q2		FY04/21 Q3		FY04/21 Q4		FY04/22 Q1		FY04/22 Q2		FY04/22 Q3	
	(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
ALL	1,321	-	1,501	-	1,772	-	2,320	-	2,609	-	3,076	-	4,150	-	3,244	-	3,400	-
Finance	417	31.6%	546	36.4%	581	32.8%	969	41.8%	1,240	47.5%	1,894	61.6%	2,935	70.7%	1,713	52.8%	1,540	45.3%
Banks	182	13.8%	280	18.7%	197	11.2%	256	11.1%	244	9.4%	382	12.4%	312	7.5%	461	14.2%	398	11.8%
Securities	110	8.4%	148	9.9%	352	19.9%	627	27.0%	910	34.9%	1,418	46.1%	2,567	61.9%	1,208	37.3%	1,094	32.4%
Other financial	124	9.4%	117	7.8%	31	1.8%	85	3.7%	86	3.3%	94	3.1%	54	1.3%	43	1.4%	46	1.4%
Wellness	488	37.0%	479	31.9%	779	44.0%	1,083	46.7%	907	34.8%	685	22.3%	606	14.6%	519	16.0%	1,111	32.9%
Brick & Mortar	207	15.7%	182	12.1%	169	9.6%	181	7.8%	111	4.3%	144	4.7%	160	3.9%	199	6.1%	928	27.4%
Cosmetics EC	179	13.6%	172	11.5%	376	21.3%	591	25.5%	543	20.8%	379	12.3%	327	10.7%	220	6.8%	119	3.5%
Healthy food EC	100	7.6%	124	8.3%	233	13.2%	311	13.4%	251	9.6%	160	5.2%	119	2.9%	98	3.0%	62	1.9%
Others	415	31.4%	475	31.7%	410	23.1%	267	11.5%	461	17.7%	496	16.2%	607	14.6%	1,011	31.2%	749	22.0%

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# Balance Sheet

(millions of yen)

	FY04/21	Q1 FY04/22	change (amount)
Assets	<b>3,348</b>	<b>5,187</b>	+1,839
Current assets	<b>3,101</b>	<b>4,120</b>	+1,018
(Cash and deposits)	<b>(1,923)</b>	<b>(1,970)</b>	+47
Non-current assets	<b>247</b>	<b>1,067</b>	+820
Liabilities	<b>1,457</b>	<b>2,622</b>	+1,165
Current liabilities	<b>1,414</b>	<b>2,045</b>	+630
Non-current liabilities	<b>42</b>	<b>577</b>	+534
Net assets	<b>1,891</b>	<b>2,565</b>	+674
Shareholders' equity	<b>1,886</b>	<b>2,547</b>	+661

## Current ratio

201.4%

## Equity ratio

49.1%

# Business description



What we want to achieve

Predict LTV\* and  
achieve optimal ROI\*

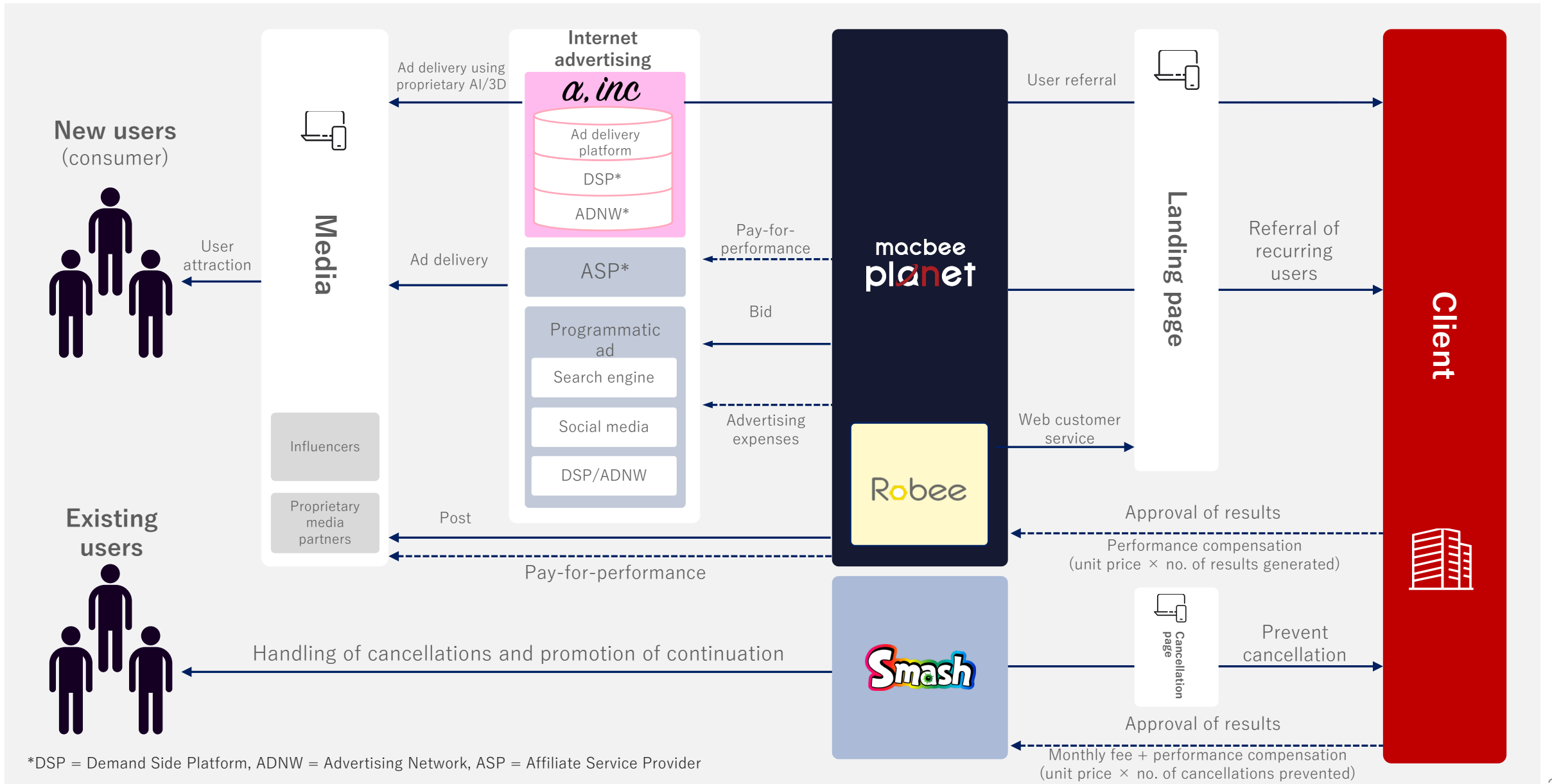
**\*What is Lifetime Value (LTV)?**

LTV refers to the profit that a user (consumer) brings to a company throughout their lifetime, and is a measure used in calculating the cost that can be spent to acquire one user.

**\* What is Return On Investment (ROI)?**

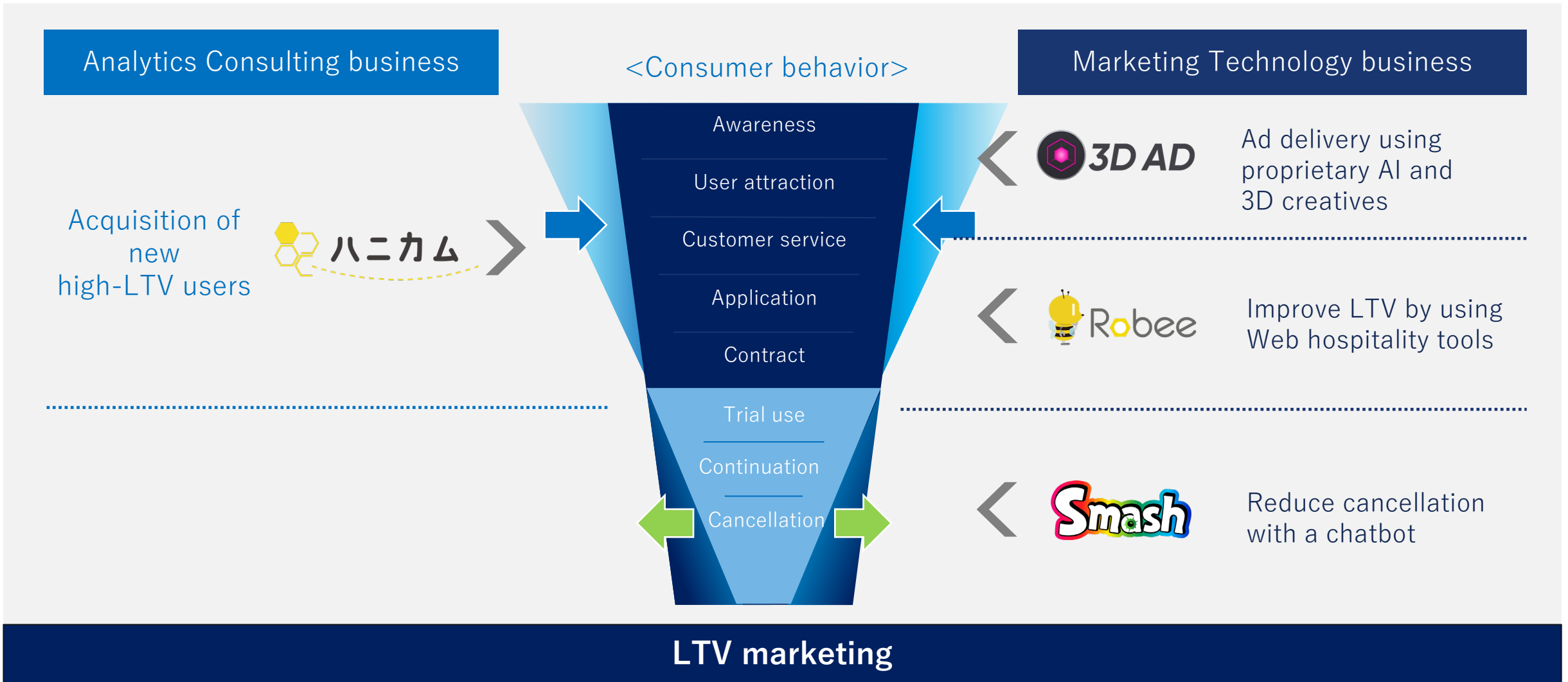
A measure of how much profit can be made on an investment.

# Business process diagram



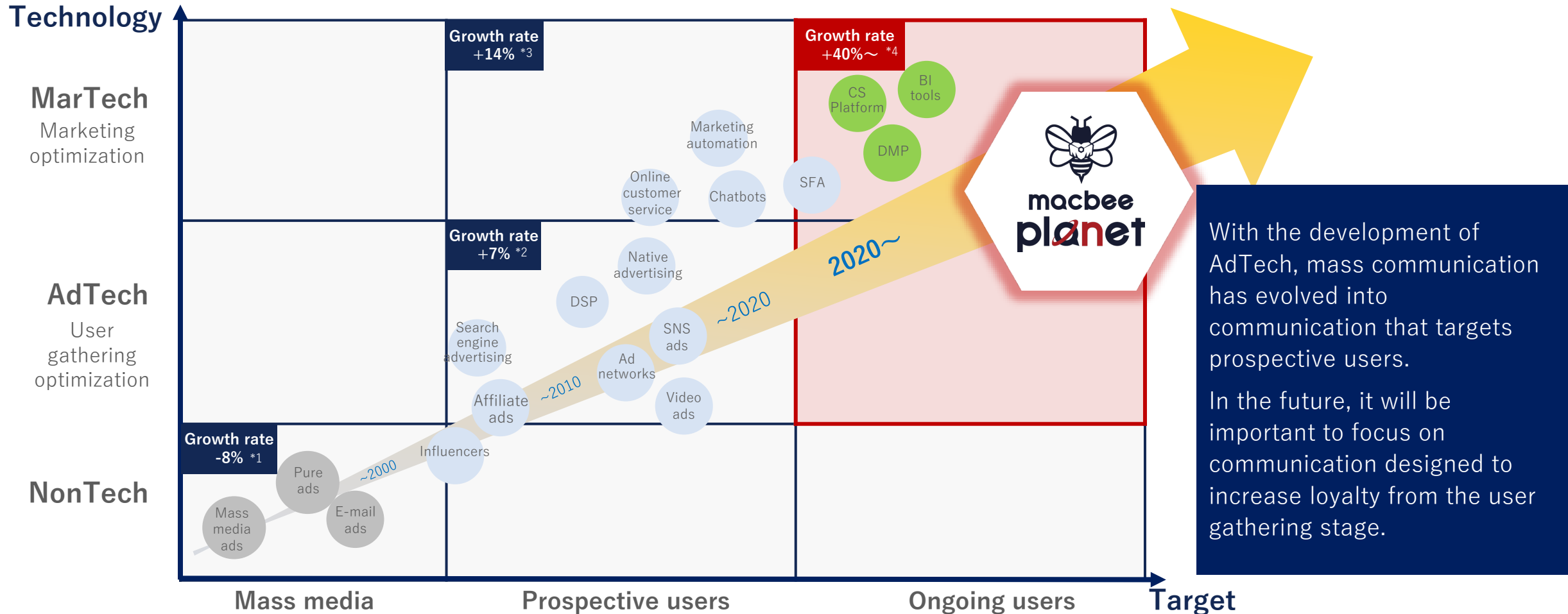
# What is LTV marketing ?

- LTV marketing is a data-driven digital marketing strategy for maximizing the spending and retention period of users.



# Positioning

■ We focus on **gathering and cultivating ongoing (high LTV) users** in order to secure a unique positioning to achieve **high growth**.



With the development of AdTech, mass communication has evolved into communication that targets prospective users.

In the future, it will be important to focus on communication designed to increase loyalty from the user gathering stage.

\*1 Traditional market expenditures in “2020 Advertising Expenditures in Japan” (Dentsu)

\*2 “Advertising and Promotion” in “MarTech Market Status and Outlook 2019” (MIC Research Institute)

\*3 “Movement in scale of online customer service market and forecasts” (ITR) and “DMP (Data Management Platform) & MA (Marketing Automation) Market 2020” (Yano Research Institute)

\*4 Macbee Planet Sales CAGR (FY04/18 to FY04/21)

# Scale of related markets

- The target market for LTV marketing is vast and growing.



\*1 Online advertising expenses were JPY2.2tn as per “2020 Advertising Expenditures in Japan” (Dentsu)

\*2 Total advertising expenses in Japan were JPY6.2tn as per “2020 Advertising Expenditures in Japan” (Dentsu)

\*3 JPY15tn as per 3Q FY03/19 business results presentation of Yahoo Japan Corporation

\*4 Scale of DX-related solutions service market was JPY6.3tn in 2020 as per “Survey on the Scale of Solution Services Market” by Japan Electronics and Information Technology Industries Association (JEITA)

# Source of competitive strength

■ LTV marketing is achieved through **data, technology, and consulting.**

## LTV marketing components



### Data

#### 0 party data

- Reasons for cancellations
- VOC gathering
- Loyalty as data

#### 0 to 3rd party data links

- Behavioral data
- Psychological data
- Purchase data
- Attribute data

#### Data platform

- Integrate data for the same ID
- Visualize user touchpoints/psychology



### Technology

#### Analysis

- Machine learning
- Audio analysis
- Emotion analysis
- Cancellation analysis

#### AI

- Withdrawal prediction
- LTV prediction
- Cancellation prediction
- Delivery algorithm

#### Digital communications

- Hospitality
- Chatbots
- Popup
- 3D creative



### Consulting

#### Use of data technology

- Data-driven
- Use of own products
- Leverage promptly using templates

#### Pay-for-performance basis

- Attract users who would continue to use the services
- Expertise in increasing LTV

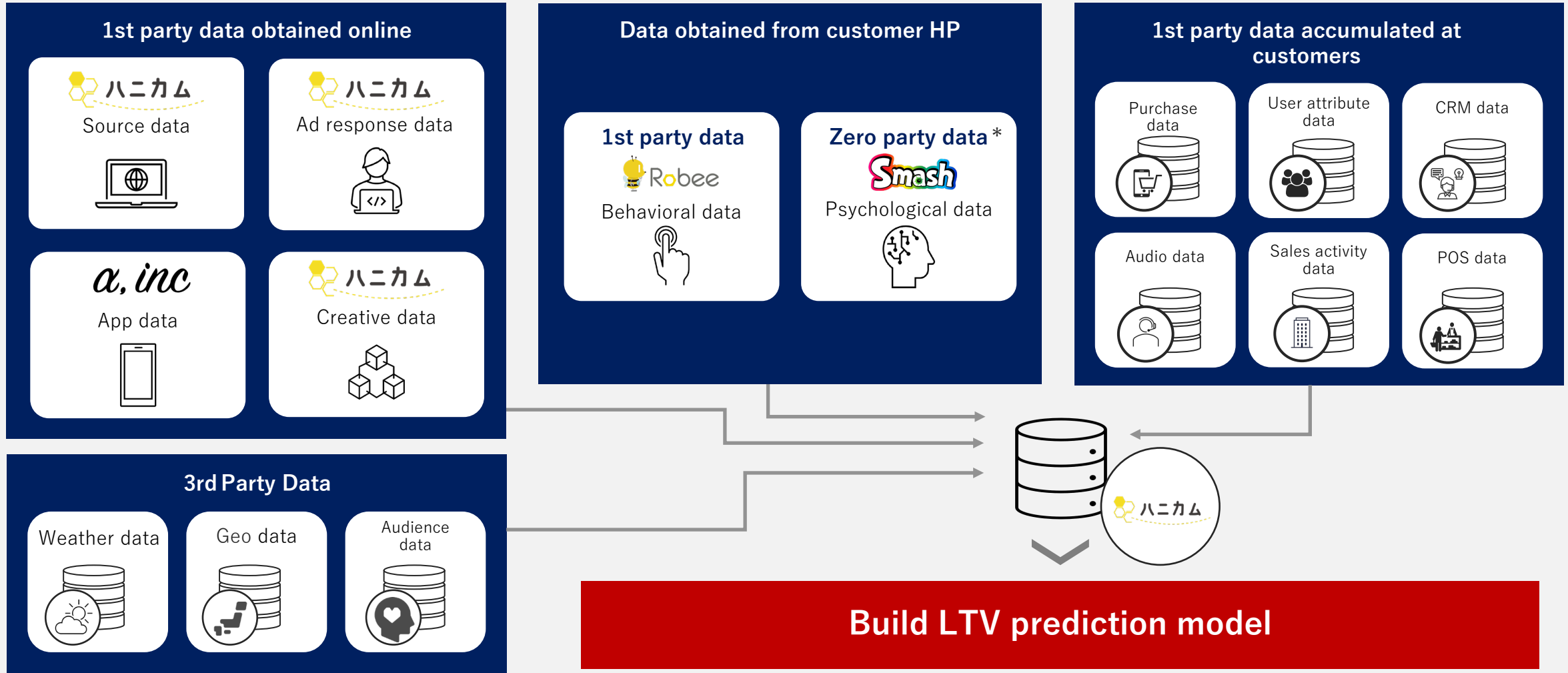
#### Use of cancellation data

- Lower churn rate by preventing cancellations
- Identify issues in marketing



# Data used in LTV marketing

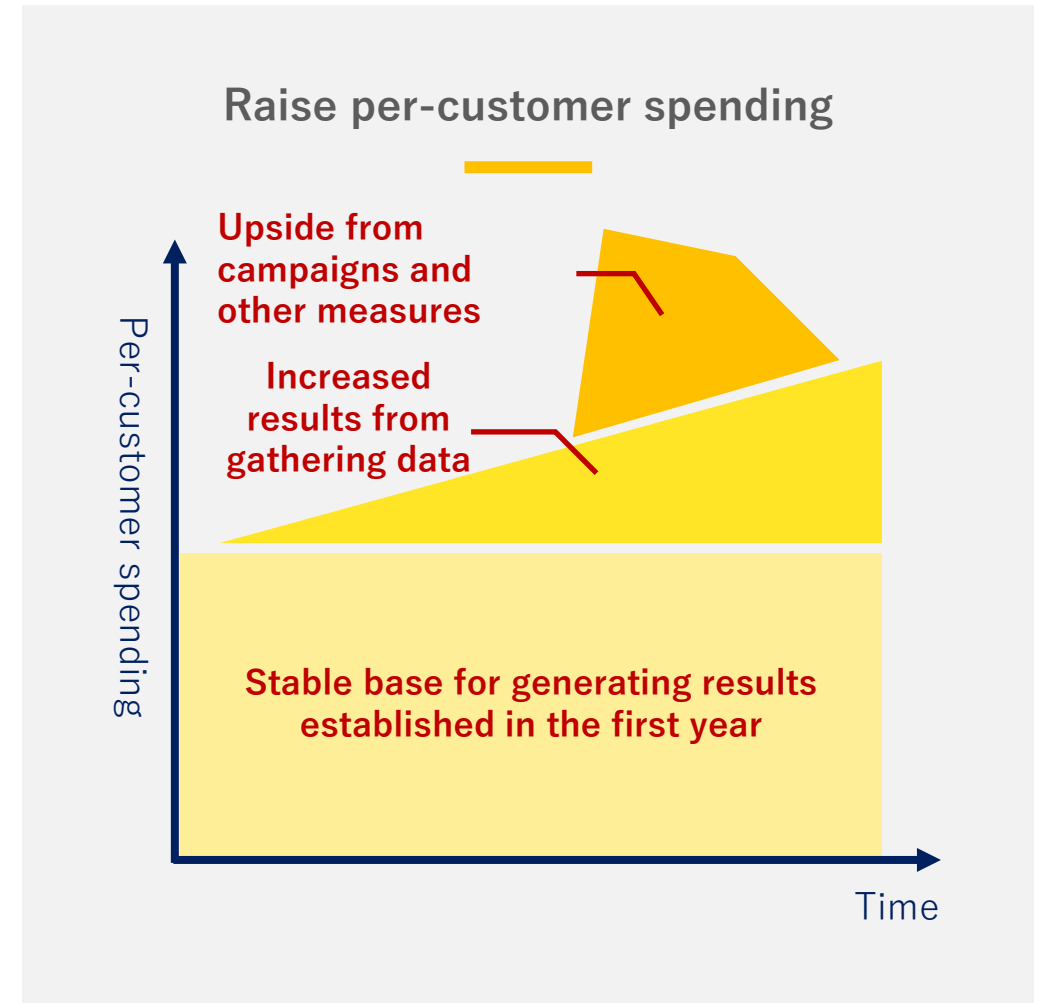
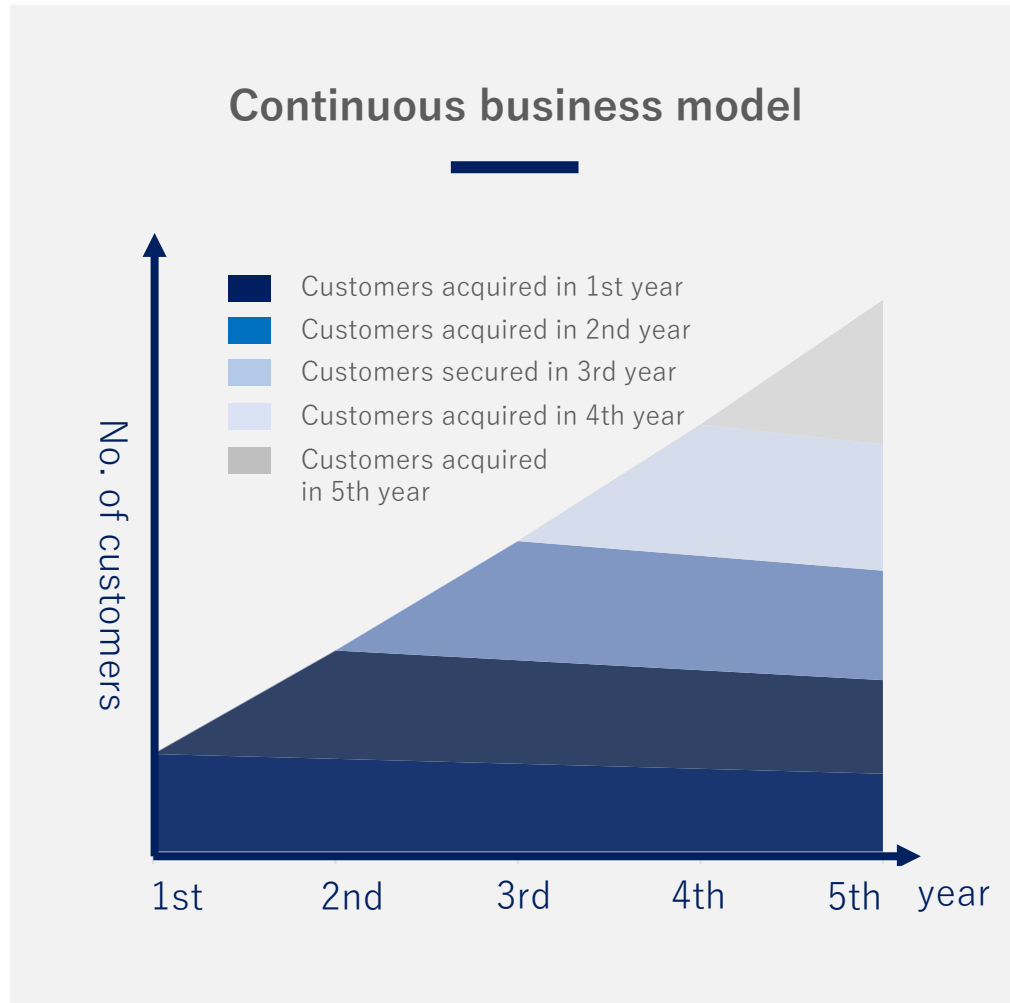
■ We integrate Zero/1st/3rd party data on the Honeycomb data analysis platform, and build an original LTV prediction model.



\* Insight data (e.g. tastes and preferences) provided by users

# Business characteristics

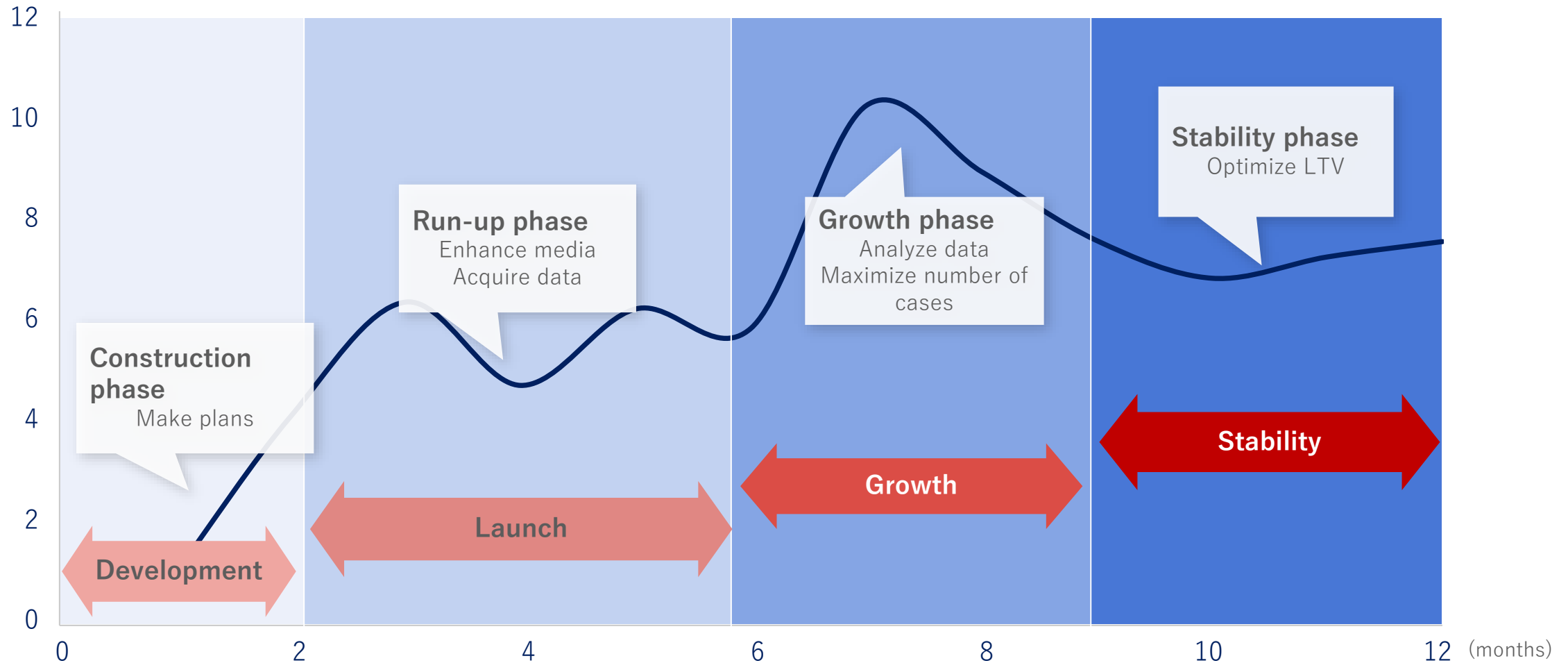
■ We accelerate growth by **increasing new customers and raising per-customer spending.**



# Results generation phases

■ The Macbee productivity curve is the locus of our customers' success.

Number of achievements  
(1st month = 1)



\*Average trend in sales during the first year, assuming our sales in the first month of support as 1.  
Estimated based on actual figures for clients whose transactions began during 2017 to 2021.

# Our Strategic Partners



**POLA**



**KISSME**



**TEMONA**



CREDIT SAISON



**KAKUICHI**



# Disclaimer

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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