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April 28, 2022

To whom it may concern:

Company Name: ASKUL Corporation
(Code No.: 2678, Tokyo Stock Exchange Prime Market)
Representative: Akira Yoshioka
President and Chief Executive Officer
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Director and Chief Financial Officer
Phone: +81-3-4330-5130

Announcement of Financial Results by Other Affiliated Company

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

In the attached material, there are descriptions of the ASKUL Group's revenue and cost of sales. Please note that the consolidated accounting periods of Z Holdings Corporation and the Company differ as shown in the table below, and therefore the figures described in the material do not match the financial results to be announced by the Company.

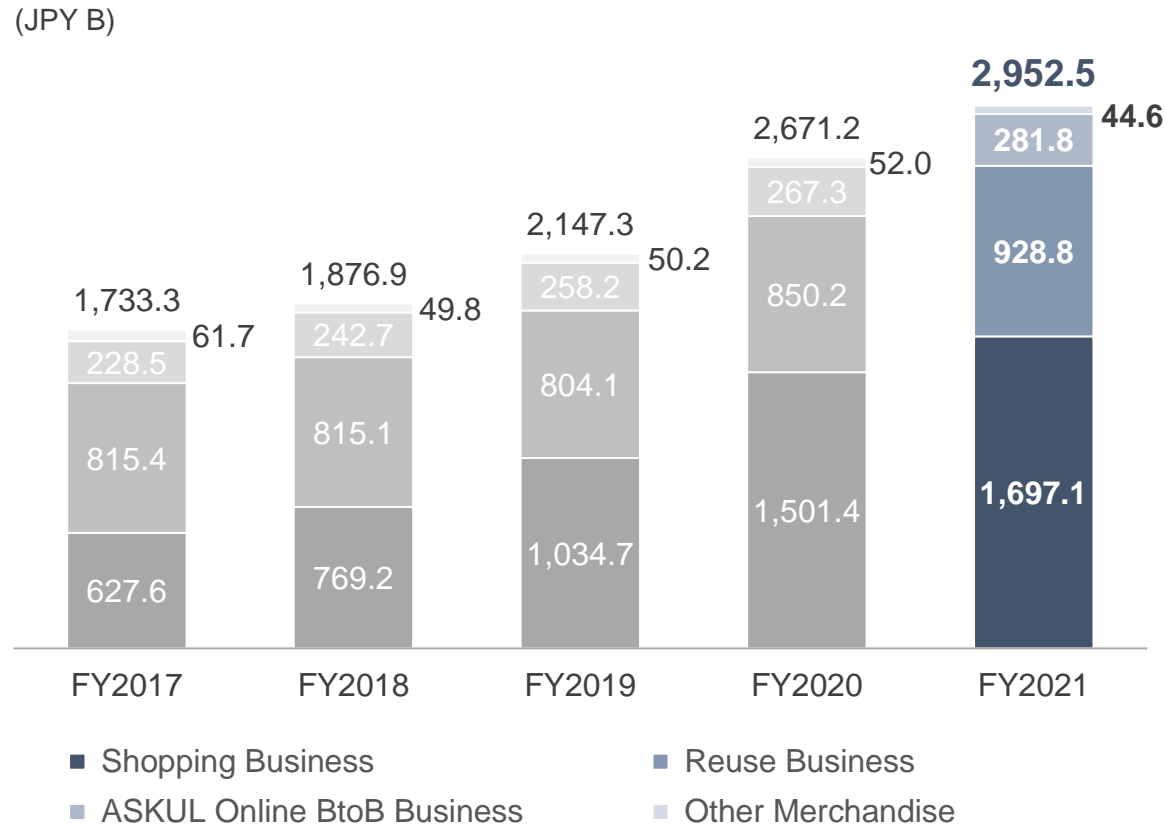
Consolidated accounting period	Z Holdings Corporation	Company
Full year	From April 1, 2021, to March 31, 2022	From May 21, 2021 to May 20, 2022
	• Page 1 B-to-B net sales placed via the internet in every year	
Fourth quarter	From January 1, 2022, to March 31, 2022	From February 21, 2022 to May 20, 2022
	• Page 3 In the attached material, ASKUL Group's revenue and cost of sales are described as factors of increase and decrease of Z Holdings financial results. • Page 5 B-to-B net sales placed via the internet in every quarter	

Appendix: Z Holdings Financial Briefing Presentation Materials for FY2021 Full year and Q4 (excerpt)

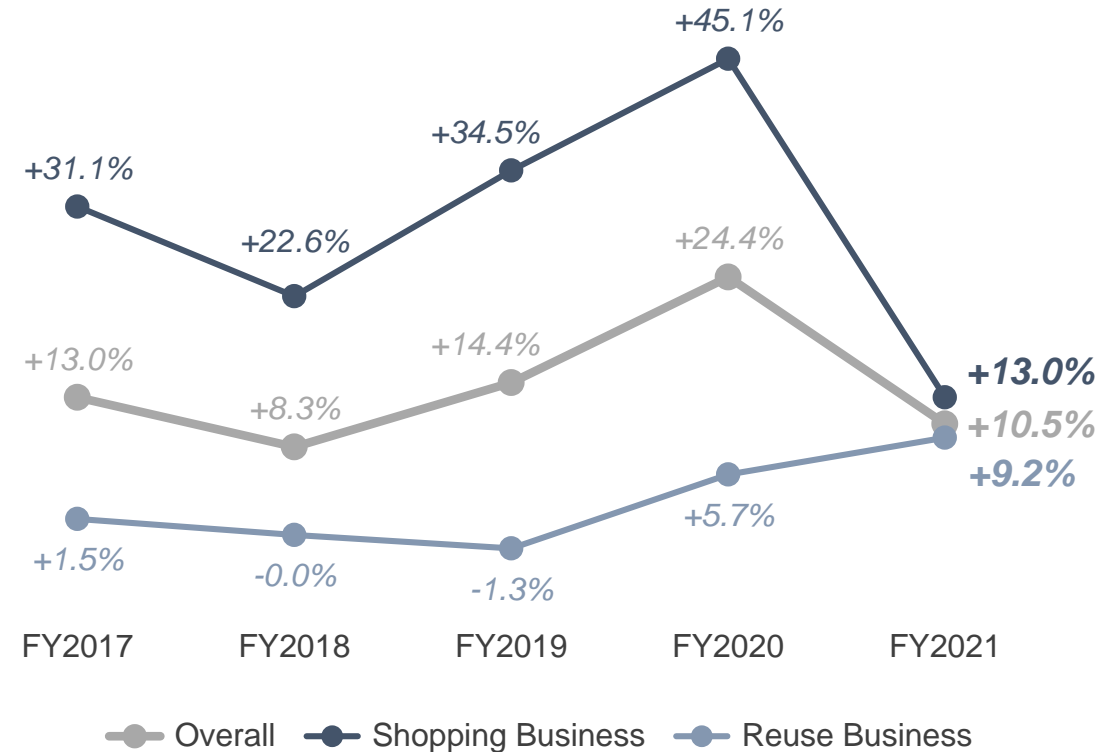
Note: Z Holdings holds 44.92% of the Company's outstanding shares as of November 20, 2021.

- Shopping business transaction value landed at **JPY1.69 T (YoY+13.0%)** due to the **utilization of Group assets, etc.**
- Reuse business transaction value **achieved highest growth since FY2013, due to higher spend per YAHUOKU! user and expansion of PayPay Flea Market.**

Merchandise Transaction Value¹



Merchandise Transaction Value¹ – YoY Growth Rate

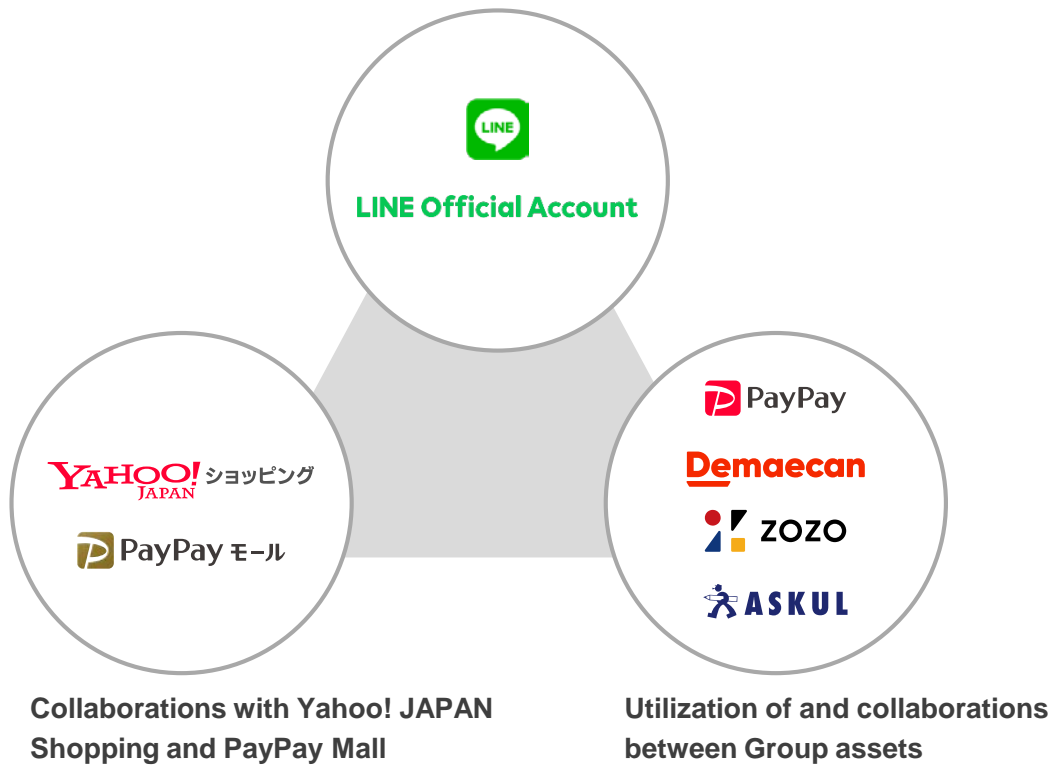



1. Please refer to page 27 of the Appendix for definition of transaction value.

- **Through the provision of new purchasing experiences** utilizing LINE’s social graphs and Group assets, **aim to differentiate services from competitors and increase the number of new buyers.**

Competitive Advantages of Z Holdings

New e-commerce experience optimized for LINE/
Utilization of LINE Official Accounts

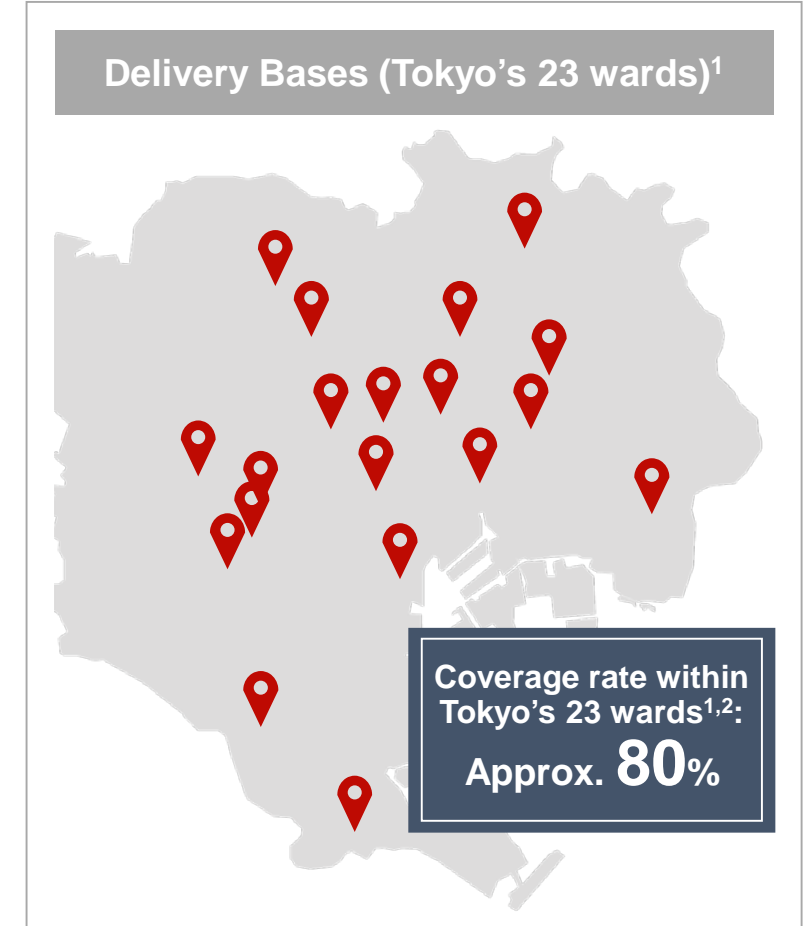


Focus Areas	
LINE GIFT	<ul style="list-style-type: none"> • Increase buyers/frequency of purchases by strengthening product lineup and promoting use in life events such as birthdays
LIVEBUY	<ul style="list-style-type: none"> • Establish a successful store experience/new purchasing experience for users toward full-scale launch
 MySmartStore	<ul style="list-style-type: none"> • Acquire key tenants • Enhance collaboration with LINE Official Accounts
 YAHOO! Mart	<ul style="list-style-type: none"> • Establish a system covering Tokyo's 23 wards • Improve unit economics

(JPY B)		FY2021 Q4	YoY Difference	YoY	Major Factors of Change (JPY B)
Revenue		407.2	+75.2	+22.7%	<ul style="list-style-type: none"> • LINE consolidation +54.7 • ASKUL Group +7.1
Cost of sales		130.6	+17.1	+15.1%	<ul style="list-style-type: none"> • LINE consolidation +6.2 • ASKUL Group +6.1
SG&A		270.3	+71.6	+36.1%	-
(Major items)	Personnel expense	72.1	+31.6	+78.2%	<ul style="list-style-type: none"> • LINE consolidation +24.5 • Yahoo Japan +5.5
	Sales promotion cost	51.8	+11.3	+28.1%	<ul style="list-style-type: none"> • Yahoo Japan +7.7 • LINE consolidation +3.3
	Depreciation and amortization	34.0	+6.7	+24.8%	<ul style="list-style-type: none"> • LINE consolidation +8.1
	Business commissions	31.1	+8.7	+39.2%	<ul style="list-style-type: none"> • LINE consolidation +6.1
Other income & expenses		6.6	+16.0	N/A	<ul style="list-style-type: none"> • Gain due to loss of control of eBOOK Initiative Japan +6.0
Operating income		12.9	-6.9	-34.7%	-

- Rebranded to “Yahoo! JAPAN Mart by ASKUL” for full launch. **Number of stores increased to 19.**
- **Efforts continue to speedily establish a system that can serve all 23 wards of Tokyo within FY2022.**

Item	Status	Next Steps
Target area (delivery bases)	Expanded to 19 stores	Speedily establish a system that can serve all 23 wards of Tokyo within FY2022
Users	Main customer segments: <ul style="list-style-type: none"> • Male customers in their mid 20s – early 40s • Female customers in their mid 20s - 30s 	Increase no. of users through measures to raise recognition and user incentives
No. of products handled	Approx. 1,500 types <ul style="list-style-type: none"> • Started handling fresh fruits/vegetables 	Expand brands and product lineup utilizing ASKUL’s product procurement capabilities







1. As of April 28, 2022

2. Based on the number of households

(JPY Million)	FY2020 Q4 ¹	FY2021 Q4	YoY
Revenue	190,649	208,657	+9.4%
Merchandise EC	152,968	165,639	+8.3%
Shopping business	70,918	80,491	+13.5%
Reuse business	12,871	13,714	+6.6%
ASKUL online BtoB business	69,178	71,434	+3.3%
Services EC	2,816	4,565	+62.1%
Other	34,864	38,452	+10.3%
Cost of sales	83,718	91,496	+9.3%
Selling, general and administrative expenses	93,321	110,529	+18.4%
Sales promotion cost + Advertising and promotional expenses	33,366	40,971	+22.8%
Other selling, general and administrative expenses	59,955	69,557	+16.0%
Other revenue and expenses	-2,397	-	N/A
Adjusted EBITDA (Margin)	25,999 (13.6%)	20,563 (9.9%)	-20.9%

1. Includes results of LINE Corporation from March 2021.

	Existing E-commerce				Quick Commerce	Social Commerce		
	 Shopping	 PayPay Mall	ZOZOTOWN	LOHACO	 Mart	LINE GIFT	 MySmartStore	LIVEBUY
Form/Type	Mall-type (Approx. 390 mil. items)	Mall-type (Approx. 1,700 merchants)	Direct sales (Approx. 900,000 items)	Direct sales (No. of items undisclosed)	Immediate delivery service (Approx. 1,500 items)	Mall-type (Approx. 100,000 items)	E-commerce store creation (No. of merchants undisclosed)	Live commerce (No. of merchants undisclosed)
Feature/Differentiators	<ul style="list-style-type: none"> No listing fee Wide selection of products 	<ul style="list-style-type: none"> Highly selected stores 	<ul style="list-style-type: none"> Category killer Excellent UI 	<ul style="list-style-type: none"> Original products 	<ul style="list-style-type: none"> Utilizes Group assets 	<ul style="list-style-type: none"> Service based on LINE 	<ul style="list-style-type: none"> Service based on LINE NAVER's expertise from South Korean market 	<ul style="list-style-type: none"> Service based on LINE Interactivity
Focus Areas/Notes	<ul style="list-style-type: none"> Enhance delivery quality Improve marketing efficiency Improve UI 	<ul style="list-style-type: none"> Enhance delivery quality Improve marketing efficiency 	<ul style="list-style-type: none"> Strengthen focus areas Strengthen cross-Group collaboration 	<ul style="list-style-type: none"> Strengthen cross-Group collaboration 	<ul style="list-style-type: none"> Expand number of stores 	<ul style="list-style-type: none"> Expand product lineup Expand users Create new gift-giving culture and new markets 	<ul style="list-style-type: none"> Expand merchants Improve visibility in owned EC market in Japan 	<ul style="list-style-type: none"> Refine service for full-scale launch
Take Rate	Advertising: Approx. mid-5% Payment fee: Approx. 3% / Point resource: 2.5%		Approx. 30% (Consignment)	Undisclosed	Undisclosed	Undisclosed	Sales commission: 2.5% ¹ Payment fee: 3.5%	Undisclosed
Market Size	JPY12.2 T ² (BtoC e-commerce market, merchandise)		JPY7.5 T ³ (Apparel retail market, 2020)	JPY12.2 T ² (BtoC e-commerce market, merchandise)	JPY2.5 T ⁴ (Food delivery market, FY2021 forecast)	JPY10.1 T ⁵ (Gift market, 2021)	JPY4 T ⁶ (Owned EC market)	-

1. Stores that opened before March 31, 2022, will be exempt from the sales commission for the period up to March 31, 2023.

2. Source: Ministry of Economy, Trade and Industry: "FY2020 E-Commerce Market Survey - Scale of the Domestic B-to-C EC Market"

3-5. Source: Yano Research Institute Ltd.: 3. Apparel Market in Japan 2021 (released on October 12, 2021); 4. Food Delivery Service Market in Japan 2021 (released on September 15, 2021). Calculated by totaling the eight major business categories of 1) Home meal delivery services, 2) Deli & food delivery services, 3) Pizza delivery services, 4) Sushi delivery services, 5) Meals from restaurant/fast food chains, 6) Milk delivery services, 7) Co-op delivery services, and 8) Online supermarkets; 5. Gift Market in Japan 2021 (released on January 28, 2022).

6. Source: Research by ZHD: Owned e-commerce market size in Japan in 2020

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

Item	Major Services
EC transaction value	-
Merchandise	-
Shopping business	Yahoo! JAPAN Shopping, PayPay Mall, ZOZOTOWN, LOHACO, Charm, LINE SHOPPING, LINE GIFT, LINE FRIENDS, MySmartStore, Yahoo! JAPAN Mart by ASKUL
Reuse business	YAHUOKU!, PayPay Flea Market, ZOZOUSED
ASKUL non-consolidated online BtoB business	ASKUL, SOLOEL ARENA, etc.
Other (merchandise)	Yahoo! JAPAN Tickets ¹ , Ouchi-Direct ²
Services	Ikyu.com, Yahoo! JAPAN Travel, Yahoo! JAPAN Loco ³ , Demae-can
Digital content³	ebookjapan, LINE Manga, LINE MUSIC, LINE Stickers, LINE GAME, LINE LIVE, LINE Fortune, other paid digital content

1. Service terminated on March 31, 2022.

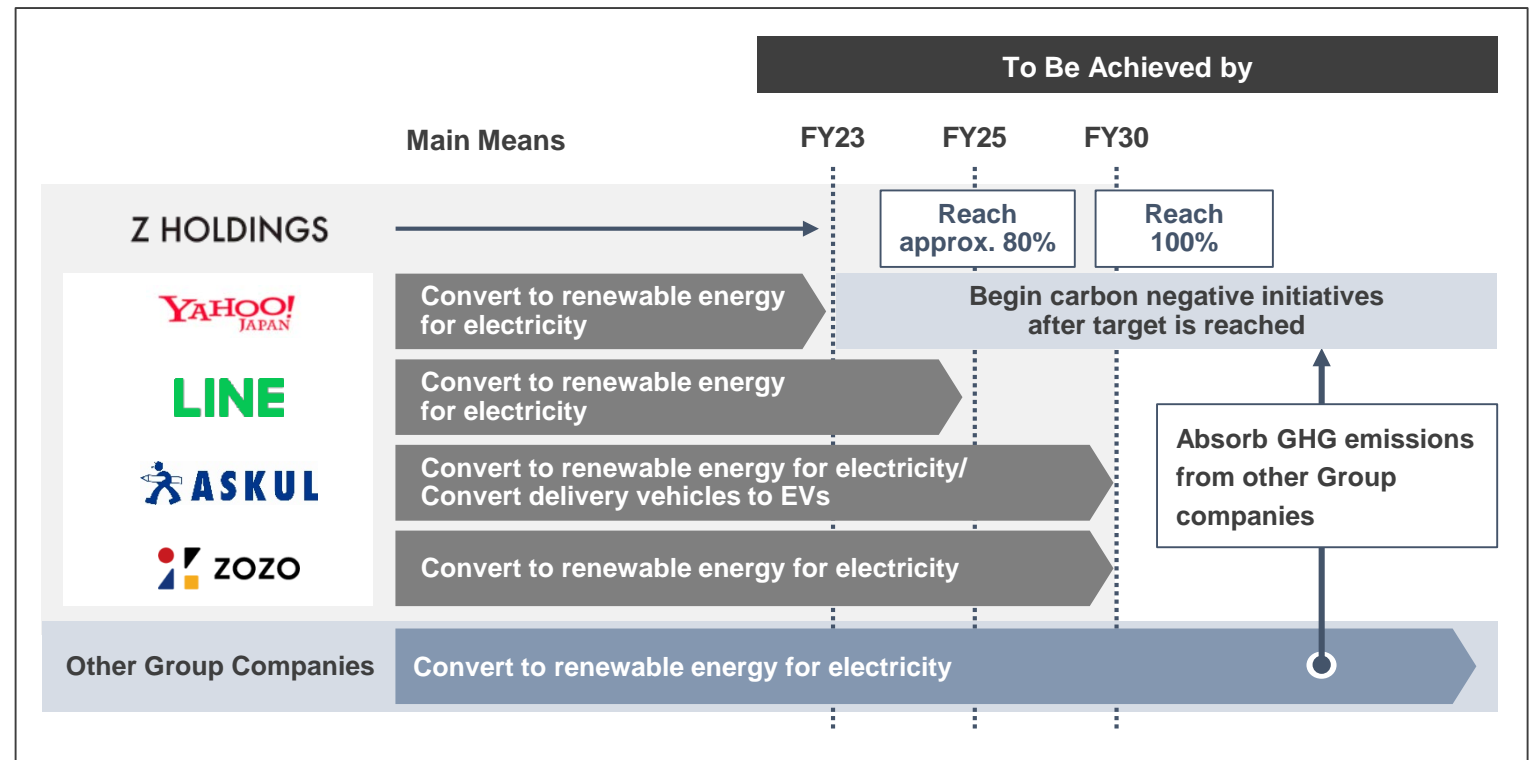
2. Service scheduled to be terminated on June 30, 2022.

3. Revenue from these services are recorded in the Media Business segment.

- ZHD Group as a whole, **aims to achieve carbon neutrality where greenhouse gas (GHG) emissions are reduced to net-zero by 2030.**
- **Contribute to the realization of a sustainable society by encouraging carbon neutral initiatives** both in and out of the ZHD Group.

Initiatives for Achieving Carbon Neutrality by 2030

- 1** Yahoo Japan, ahead of the Group, begins carbon negative^{1,2} initiatives, to achieve a state in which GHG absorption is greater than emissions
- 2** By around FY2025, 80%+ electricity used by major Group companies to be converted to renewable energy sources
- 3** FY2025 - FY2030: Promote the conversion of remaining electricity use to 100% renewable energy



1. GHG emissions subject to the GHG Protocol Scopes 1 and 2
 Scope 1: Direct GHG emissions from company-owned and controlled resources. Scope 2: Indirect GHG emissions from the consumption of purchased electricity, heat, and steam

2. Initiatives to reduce emissions in Scope 3 are also planned.
 Scope 3: Indirect GHG emissions excluding Scopes 1 and 2 (emissions made by other companies related to the company's business)