



Hamee Corp.

Q1 FY04/23

Results briefing materials

Reference only

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

I. Financial Results
II. Business Summary
III. Estimates for the year

Appendix

- Company Profile
- Business Overview
- Reference information

I. Financial Results



Changes in reportable segments

In accordance with the new management structure, reportable segments have been changed from the current fiscal year. The main changes are as follows.

All historical figures on the subsequent pages are the results of the revised segments.

	Commerce	Platform	Others
Previous period	Smartphone accessories (iFace, Salisty, etc.) Pixio ByUR Global Business	Next Engine Hamee consulting NE Korea	Hamic Localco (formerly Hometown Tax Payment) RUKAMO
Current fiscal year	Smartphone accessories (iFace, Salisty, etc.) Pixio ByUR Global Business change Hamic change NE Korea [※]	Next Engine Consulting (formerly Hamee consulting) change Localco (formerly Hometown Tax Payment) change RUKAMO	-

※ In the future, NE Kores will independently develop and develop services suitable for the Korean EC market under Hamee Global, while seeking new forms of services. To this end, it will compile and disclose data in the Commerce segment.



Q1 FY04/23 Consolidated Overview

<Commerce>

- Gaming Accessories Business: Steady earnings growth as multi-store development progresses.

- Cosmetics Business: Invest in PR advertising and other businesses (operating loss) approx. JPY100 million.

- Global Business: Increase in manufacturing costs mainly due to yen depreciation (approx. 70M) (Note)

<Platform>

- The three main businesses remained steady. Sales and profits rose sharply, partly because of lower server costs in the Next Engine Business.

(Millions of yen)	2022/4	2023/4		
	Q1 results	Q1 results	Increase /Decrease	% YoY
Net sales	2,617	3,106	488	18.7%
Gross profit	1,664	1,898	233	14.0%
Operating income	327	248	△79	△24.3%
Net Profit attributable to owners of parent	254	206	△47	△18.7%

(NOTE)Mainly due to the impact of exchange rate depreciation and higher raw material prices on the domestic supply of products

Q1 FY4/23 Consolidated Overview —Net Sales analysis

<Commerce>

- Mobile Life Business

Wholesale sales recovered because of alleviation of behavioral restrictions, while EC reacted to a reactionary decline.

- Gaming accessories, which were launched in the second half of the previous year, steadily made results.

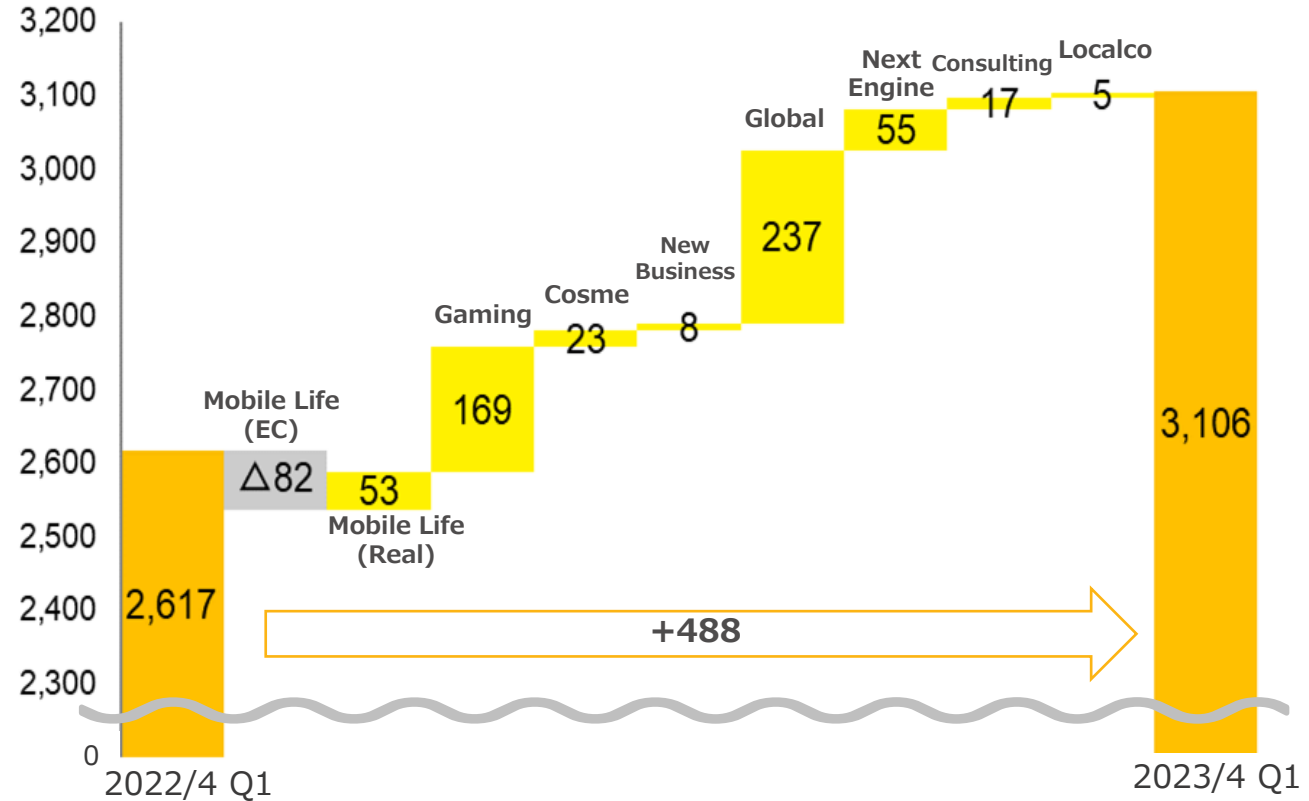
- Continued revenue growth in global Business (mainly in the U.S.)

<Platform>

- All businesses performed well.

Net Sales

(Millions of yen)



Q1 FY4/23 Consolidated Overview —Operating income analysis

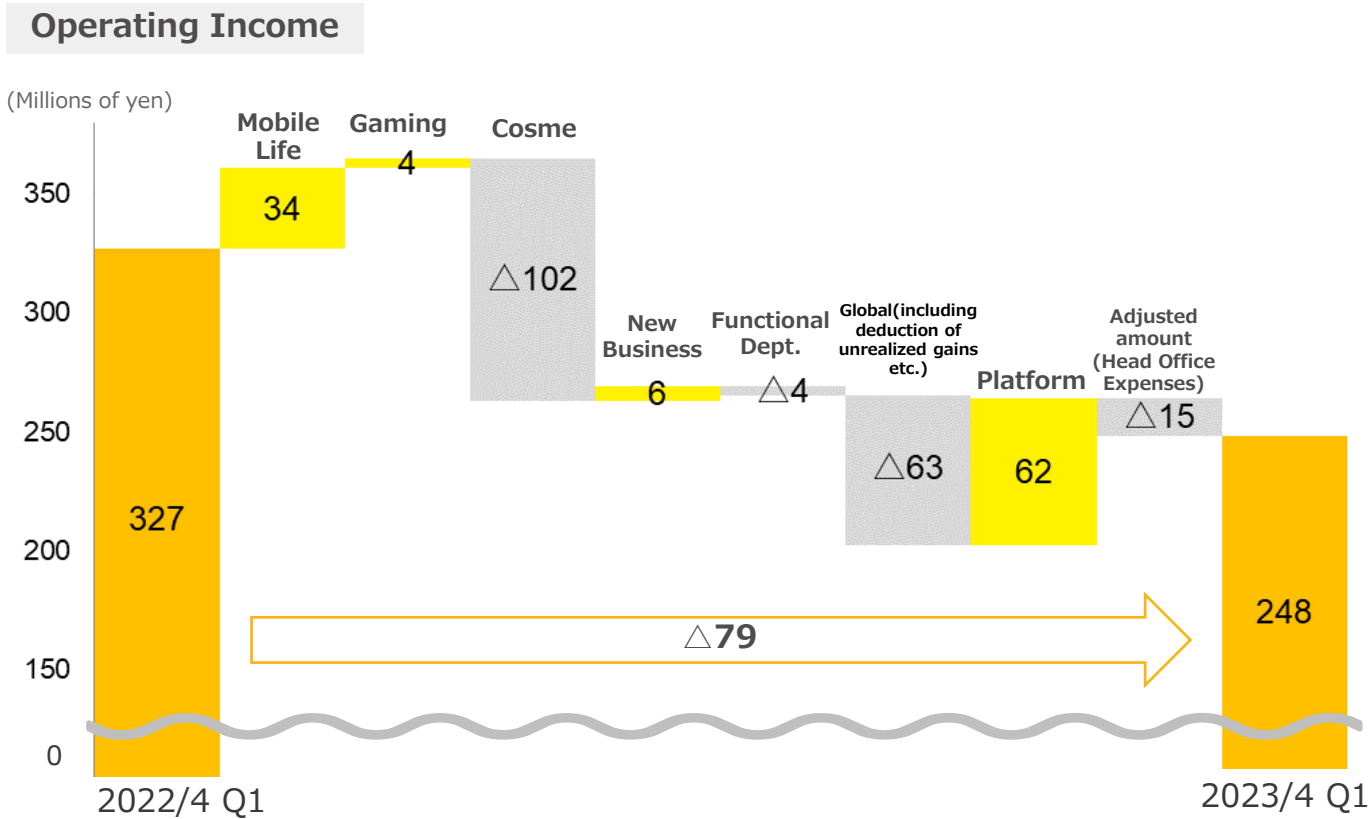
<Commerce>

- Cosmetics Business: Develop aggressive PR advertising to greatly increase brand awareness. Investment (operating loss) approx. JPY100 million.

- Global Business: Cost increase due to depreciation of exchange rate and high cost of raw materials at Korean subsidiary. (approx. JPY70M)(NOTE)

<Platform>

- Sales and profits rose sharply, partly because of lower server costs in the Next Engine Business.



(NOTE) Mainly due to the impact of exchange rate depreciation and higher raw material prices on the domestic supply of products. (Korean subsidiary has foreign exchange risk.)



Q1 FY4/23 Consolidated Overview

<Commerce>

• Gaming accessories Business:
Sales expansion progressed as planned,
contributing to sales growth.

• Cosmetics Business:
Develop aggressive PR advertisements and
greatly increase brand recognition. Investment
amount (operating loss) is approx.JPY100
million.

• Global Business
Cost increase due to depreciation of exchange
rate and high cost of raw materials at Korean
subsidiary.(Approx.JPY70M)(NOTE)

<Platform>

• The three main businesses remained steady.
Sales and profits rose sharply, partly because
of lower server costs in the Next Engine
Business.

(Millions of yen)		2022/4	2023/4		
		Q1 results	Q1 results	Increase /Decrease	% YoY
Commerce	Net sales	1,921	2,331	410	21.4%
	Segment profit	285	159	△125	△44.1%
	Profit ratio	14.8%	6.9%	△8.0%	—
Platform	Net sales	695	774	78	11.3%
	Segment profit	260	322	62	23.8%
	Profit ratio	37.5%	41.7%	4.2%	—
Total	Net sales	2,617	3,106	488	18.7%
	Segment profit	546	482	△63	△11.7%
	Adjusted amount ※1	△218	△234	△15	—
	Operating income	327	248	△79	△24.3%
	Profit ratio	12.5%	8.0%	△4.5%	—

※1 Adjustments: Company-wide headquarters expenses are presented as "Adjustments."

(NOTE)Mainly due to the impact of exchange rate depreciation and higher raw material prices on the domestic supply of products.(Korean subsidiary has foreign exchange risk.)

II. Business Overview

Platform



NEXT ENGINE

Platform

Highlights

PF Segment

Sales (Q1)

JPY **774** million

(up 11.3% YoY)

Operating income(Q1)

41.7%

(up 4.2% YoY)

Next Engine

Number of clients(Q1)

5,560 clients

(up 611 clients YoY)

GMV(Q1)^{※1}

JPY **296.7** billion

(up 12.8% YoY)

ARPU(Q1)^{※2}

JPY **35,833**

(down 1.9% YoY)

Monthly churn rate (Q1)^{※3}

0.80%

(down 0.01% 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

Q1 FY04/23 results

<Next Engine Business>

• Server investment starts to decline after peaking in Q4 of the previous year.

<Consulting Business>

• Growth in both EC consulting and design/construction.

<Localco Business>

• Sales increased because of new municipal transactions.

(Millions of yen)

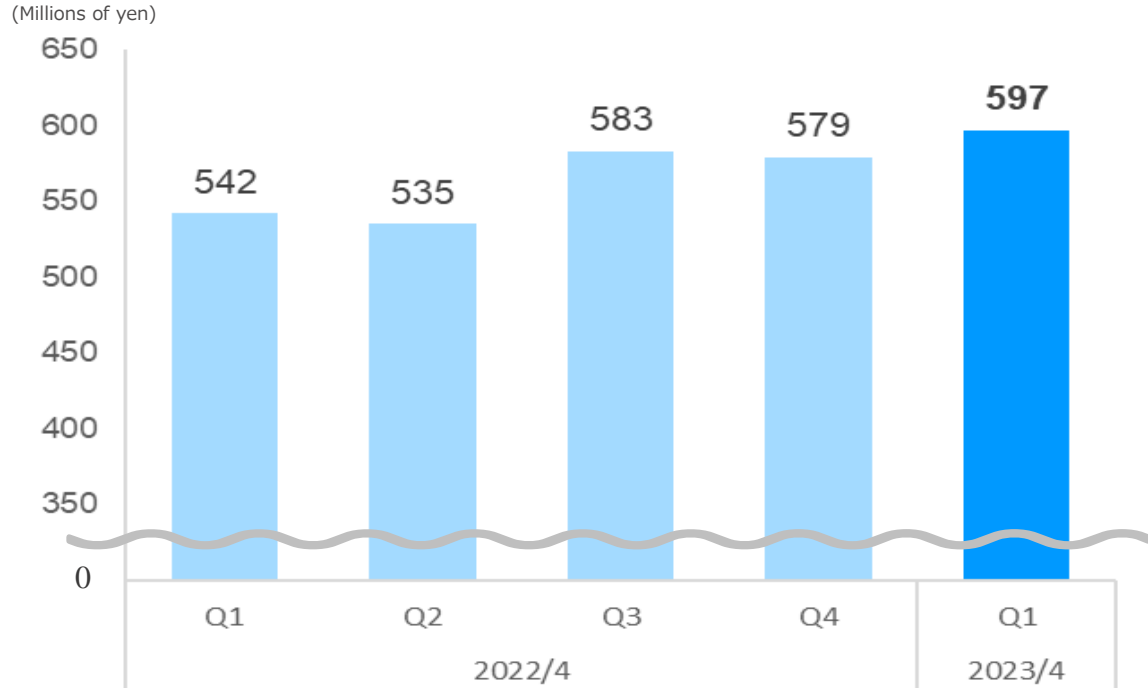
Platform segment	2022/4	2023/4		
	Q1 results	Q1 results	Increase /Decrease	% YoY
Net sales	695	774	78	11.3%
Next Engine	542	597	55	10.2%
Consulting	103	120	17	16.8%
Localco	49	55	5	11.6%
Operating income	260	322	62	23.8%
Operating income ratio	37.5%	41.7%	4.2%	—

Platform

**Next Engine Business
—Q1 FY04/23 sales**

- Continuous revenue growth trend

Net Sales



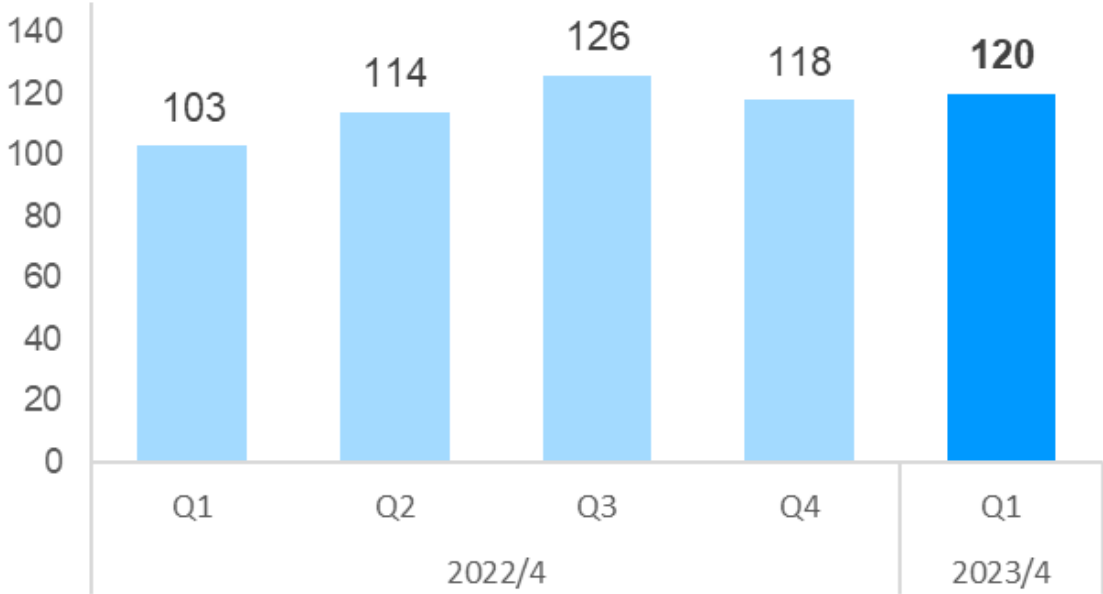
Platform

Consulting Business —Q1 FY04/23 sales

- Steadily increased sales because of the addition of construction and management agency services, mainly for EC consulting (stock-type).

Net Sales

(Millions of yen)



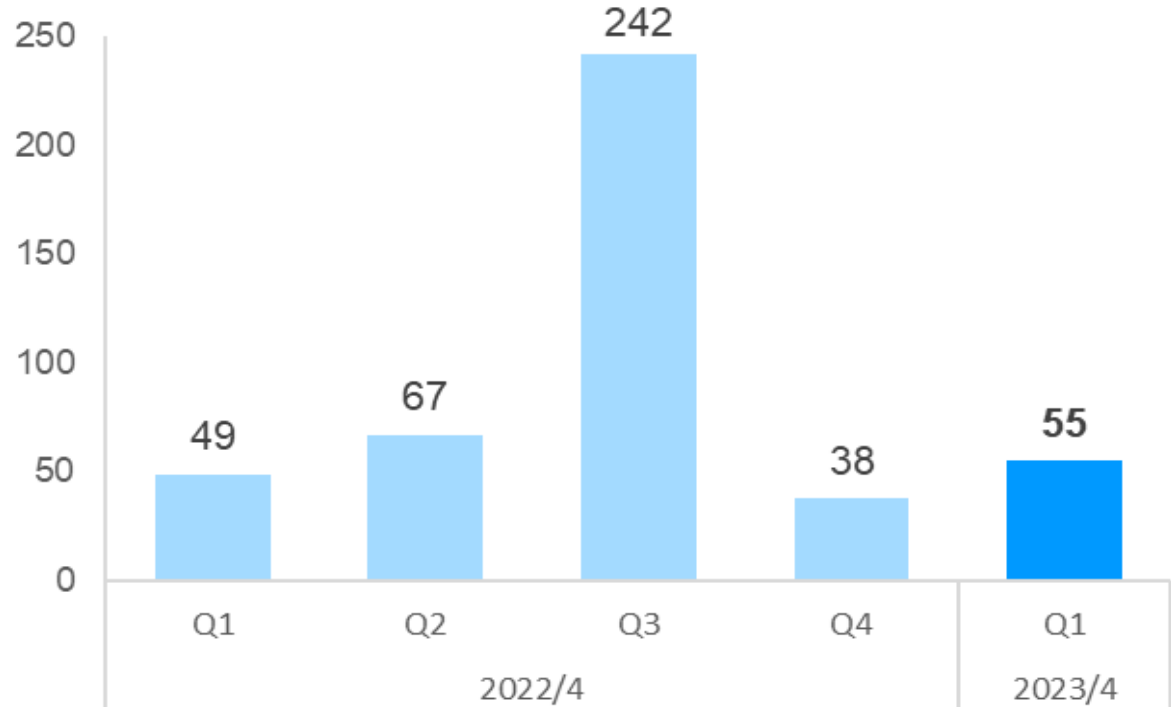
Platform

Localco Business —Q1 FY04/23 Sales

• As it is a development in the hometown tax payment market, sales in this business are highly correlated with market trends and seasonal.

Net Sales

(Millions of yen)



Platform

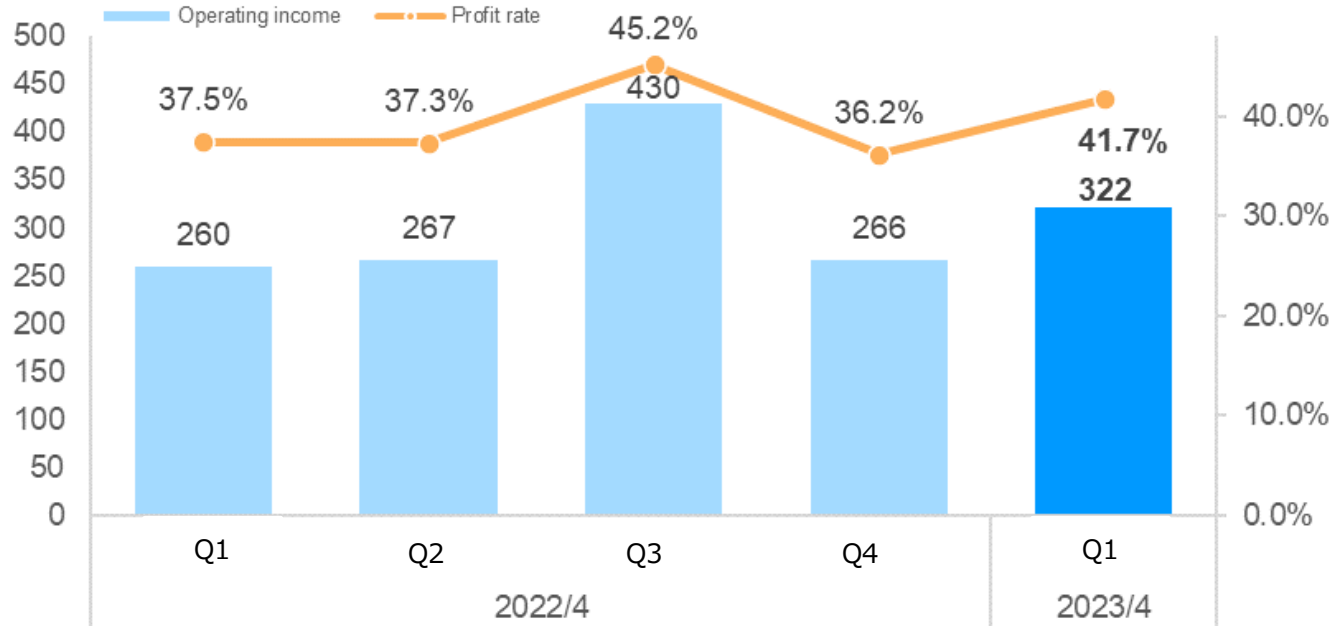
Q1 FY04/23 operating income

• Operating income is disclosed in the platform (including the consulting business) for development based on a shared foundation as NE Inc.

• In the Next Engine Business and the Localco Business (hometown tax payment), Q3 is the seasonality with the highest sales, so Q3 operating profit is the highest for the segment as a whole.

Operating Income

(Millions of yen)



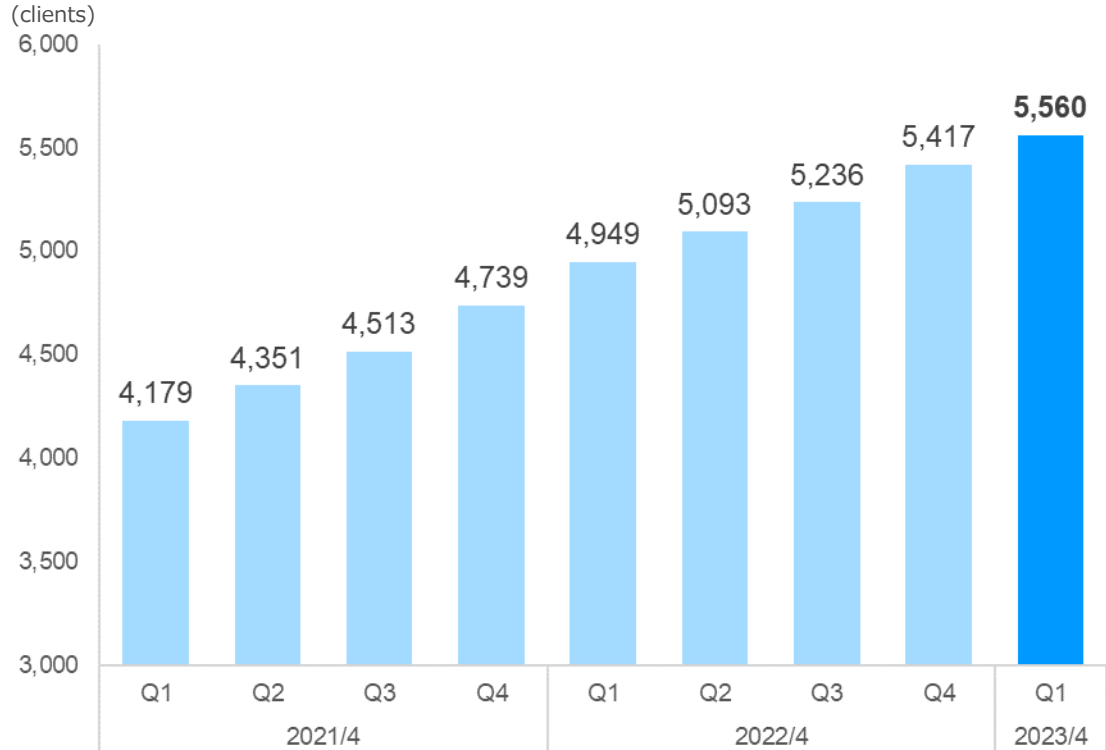
Platform

Next Engine Business —Number of clients

- While the increase in contracts was stable compared to the previous quarter, the pace of increase remained high compared to the period before COVID-19 (2020/4 average quarterly net increase 94 clients.)

Total number of clients

2021/4 Average quarterly net increase 186 clients	2022/4 Average quarterly net increase 170 clients	2023/4 Q1 Quarter net increase 143 clients
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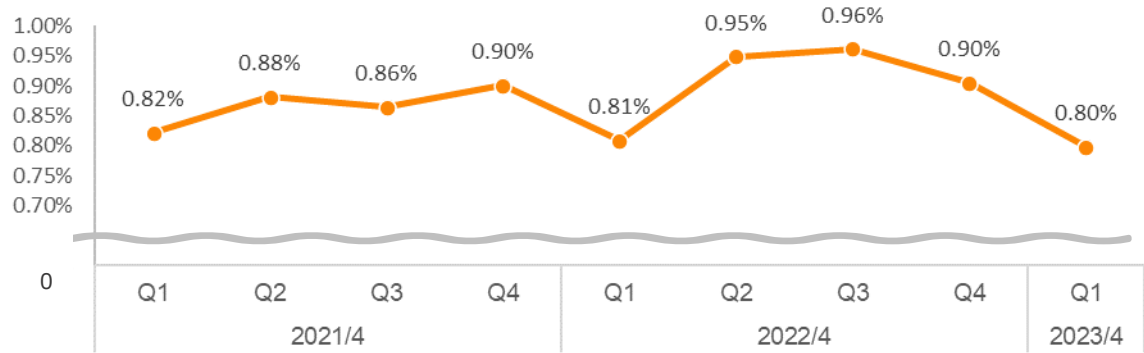
Platform

Next Engine Business —Churn rate trend

• Continued to be stable at a low level.

Churn rate

2021/4 Average monthly churn rate ※ 0.87%	2022/4 Average monthly churn rate ※ 0.91%
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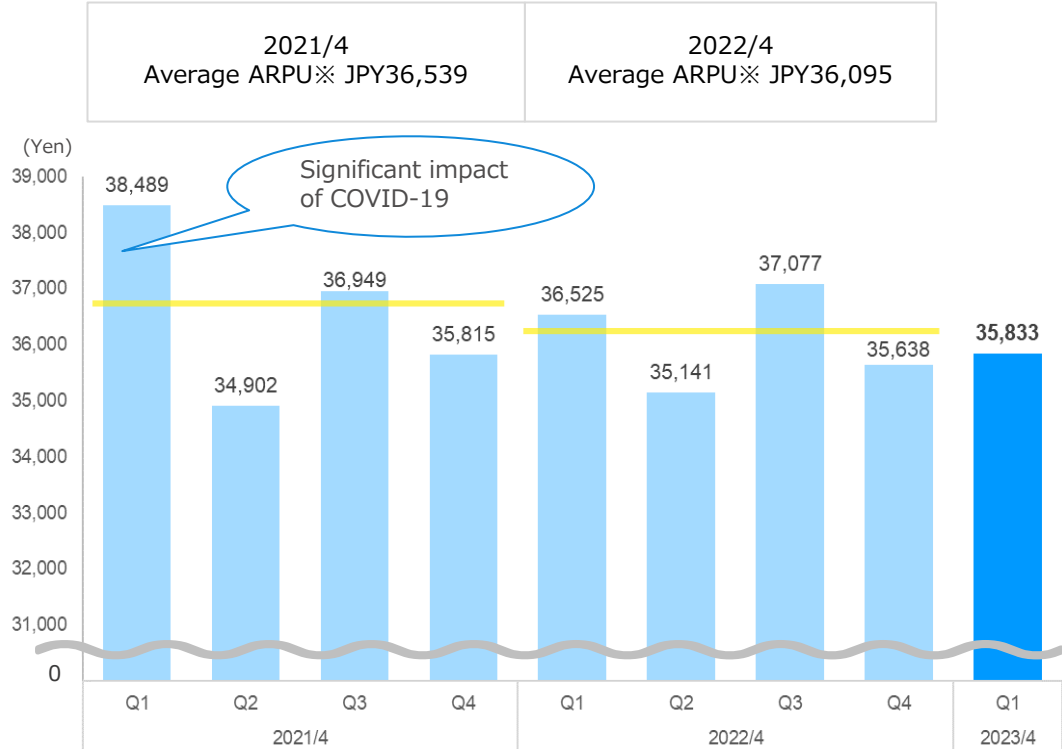
※ Annual average monthly churn rate: Figures calculated by dividing the number of contracted clients as of the end of the quarter from the average number of cancellations for each quarterly period are simple averages.

Platform

Next Engine Business —ARPU Trends

- Steady quarterly growth in ARPU Q on Q

ARPU



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

II. Business Summary

Commerce



Commerce

Q1 FY04/23 results

<Mobile Life Business>

• Sales were generally on par with the previous year.

<Gaming Accessories Business>

• Accelerate store openings with PayPay malls in May and Rakuten Ichiba and Yahoo!Auction in July.

<Cosmetics Business>

• While the handling in distribution increased as a result of aggressively developing PR advertisements and greatly increasing brand recognition, CPA did not reach expectations, so we are currently reviewing our efforts with advertising agencies and developing multiple stores. Aiming to improve CPA by linking awareness gained through PR to purchases.

<Global Business>

• Cost increase due to depreciation of exchange rate and high cost of raw materials at Korean subsidiary.(approx.JPY70M)(NOTE)

(Millions of yen)	2022/4	2023/4		
	Q1 results	Q1 results	Increase /Decrease	% YoY
Commerce segment				
Net Sales	1,921	2,331	410	21.4%
Mobile Life Business	1,596	1,567	△28	△1.8%
Gaming Accessories Business	19	188	169	873.7%
Cosmetics Business	—	23	23	—
New Business investment	10	18	8	82.1%
Global Business	295	533	125	11.5%
Operating income	285	159	△125	△44.1%
Mobile Life Business	294	328	34	11.6%
Gaming Accessories Business	△2	2	4	—
Cosmetics Business	△8	△110	△102	—
New Business investment	△65	△59	6	—
Functional Departments	△21	△26	△4	—
Global Business(including deduction of unrealized gains, etc)	88	25	△63	△71.7%
Operating income ratio	14.9%	6.9%	△8.0%	—

(NOTE)Mainly due to the impact of exchange rate depreciation and higher raw material prices on the domestic supply of products. (Korean subsidiary has foreign exchange risk.)

Commerce

iFace product development

• Develop products that go beyond smartphone cases based on product strategy, one of the medium-term management strategies

Mainstay Products

• First Class



• Reflection



Product development

• Look in Clear



• Tablet Case



Full Clearance developed from user feedback

Commerce

iFace 10 anniversary

- We celebrated our 10th anniversary with the continued support of many customers for not only functionality, but also design features, such as color variations, and the development of various series.



10TH ANNIVERSARY

Thanks to all of you, iFace marks 10th anniversary

Commerce

Category extensions
—Gaming accessories
Business

• In the previous year, only own EC site and Amazon 1 store were operated, but accelerated store openings with PayPay malls in May 2022 and Rakuten Ichiba and Yahoo!Auction in July



Store openings



Commerce

Category extensions —Cosmetics Business

<Wholesale>

- Aggressive PR advertising and expansion of stores handling distribution.

<Retail Sales (EC)>

As CPA did not reach the expected level, currently aiming to improve CPA through the following measures:

- Strengthen personnel in WEB advertising
- Changed to an advertising agency specializing in management advertising
- Introduction of Trial Set
- Multi-store development (Amazon, Qoo10, other major malls)

• (Launched in January) Base makeup



• (Launched in July) Sheet mask Hamee



• (Launched in September) Skincare Line ①



• (Launched in September) Skincare Line ②



Commerce

US market —Products

Product mix balance is more stable because of Squishy growth.

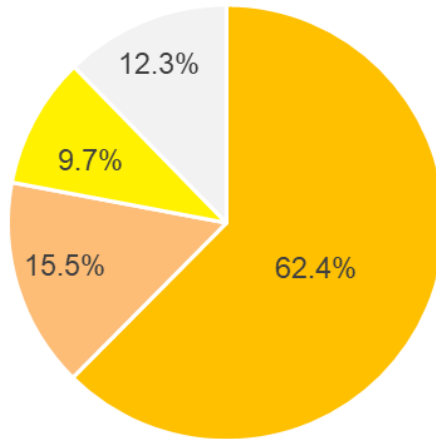
Main Products

Music toys
(Otamatone)

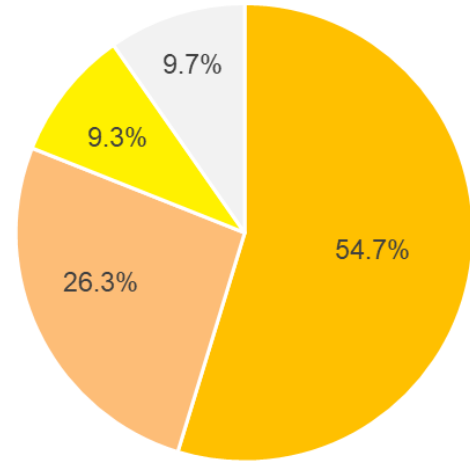
Low rebound
general
merchandises
(Squishy)

Accessories
(iFace etc.)

Sale composition ratio



2021/4(full-year)
US \$6.7M



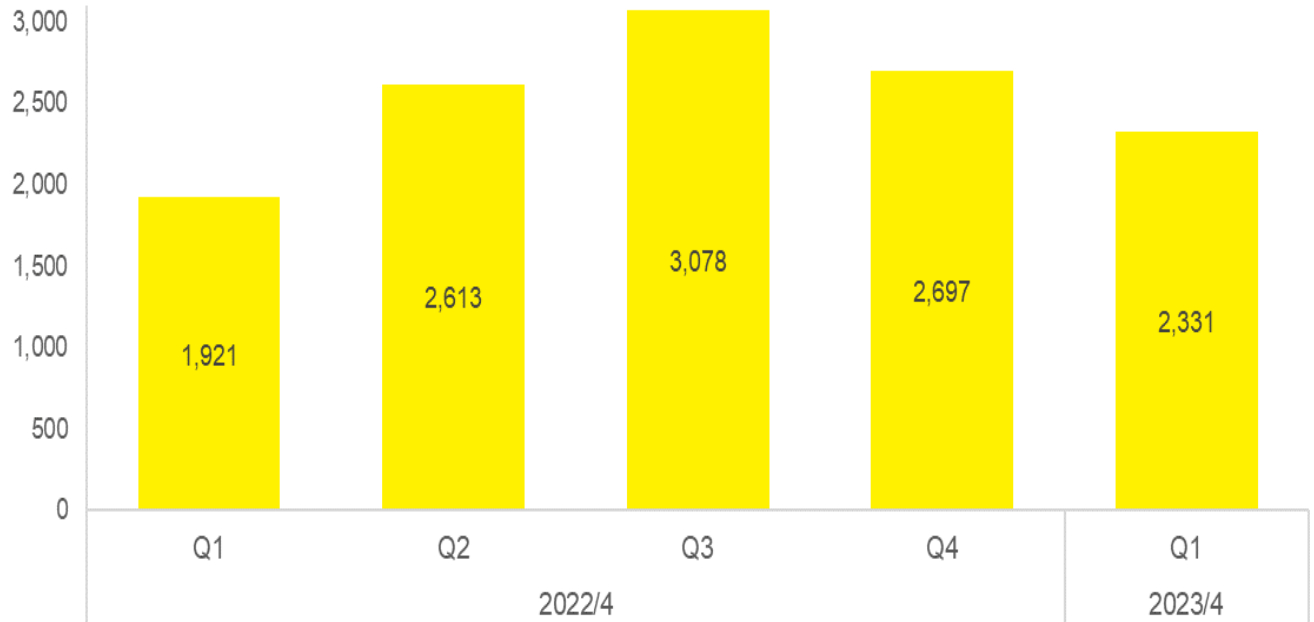
2022/4(full-year)
US \$11.2M

- Otamatone
- Squishy
- iFace
- Others

Q1 FY04/23 sales

Segment Sales

(Millions of yen)



Commerce

Net Sales Analysis (YoY)

<Mobile Life Business>

- Wholesale sales recovered due to relaxation of behavioral restrictions, while EC reacted to a reactionary decline.

<Gaming Accessories Business>

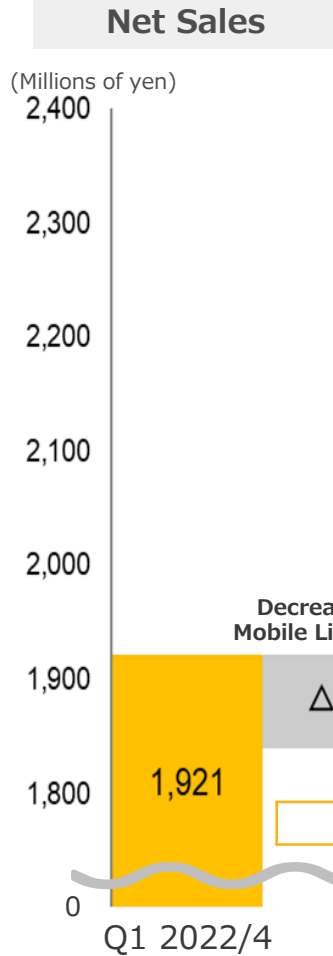
- Accelerate store openings with PayPay malls, Rakuten Ichiba and YAHUOKU!.

<Cosmetics Business>

- Aggressive PR advertising and expansion of stores handling distribution.

<Global Business>

- Continued strong growth in Otamatone, Squishy and iFace categories



Commerce

Operating income Analysis (YoY)

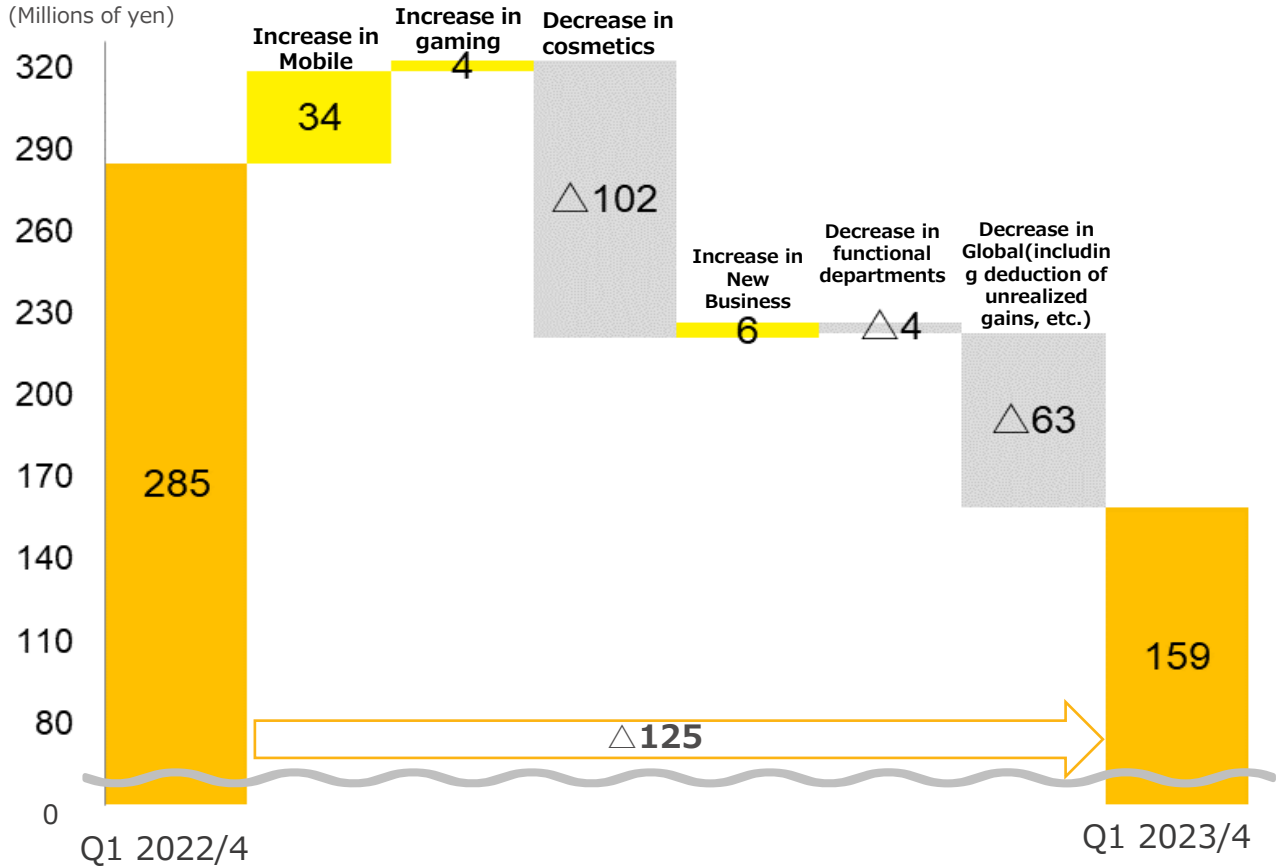
<Cosmetics Business>

While the handling in distribution increased as a result of aggressively developing PR advertisements and greatly increasing brand recognition, CPA did not reach expectations in EC, so currently working on improving advertising operations.

<Global Business>

Cost increase due to depreciation of exchange rate and high cost of raw materials at Korean subsidiary.(approx.JPY70M)(NOTE)

Changes in Operating Income



(NOTE)Mainly due to the impact of exchange rate depreciation and higher raw material prices on the domestic supply of products.(Korean subsidiary has foreign exchange risk.)

III. Estimates for the year

FY4/23 Full-Year Forecast

(Millions of yen)		2022/4	2023/4			
		Full-year results	Earnings forecast	Increase /Decrease	% YoY	Composition ratio
Commerce	Net sales	10,311	12,311	2,000	19.4%	77.3%
	Segment profit	1,870	2,026	156	8.3%	59.0%
	Profit ratio	18.1%	16.5%	△1.6%	—	—
Platform	Net sales	3,102	3,620	518	16.7%	22.7%
	Segment profit	1,225	1,407	182	14.9%	41.0%
	Profit ratio	39.5%	38.9%	△0.6%	—	—
Total	Net sales	13,413	15,932	2,519	18.8%	100.0%
	Segment profit	3,095	3,432	333	10.7%	100.0%
	Adjusted amount ※1	△893	△1,139	△246	27.5%	△33.2%
	Operating income	2,202	2,293	91	4.1%	—
	Profit ratio	16.4%	14.4%	△2.0%	—	—

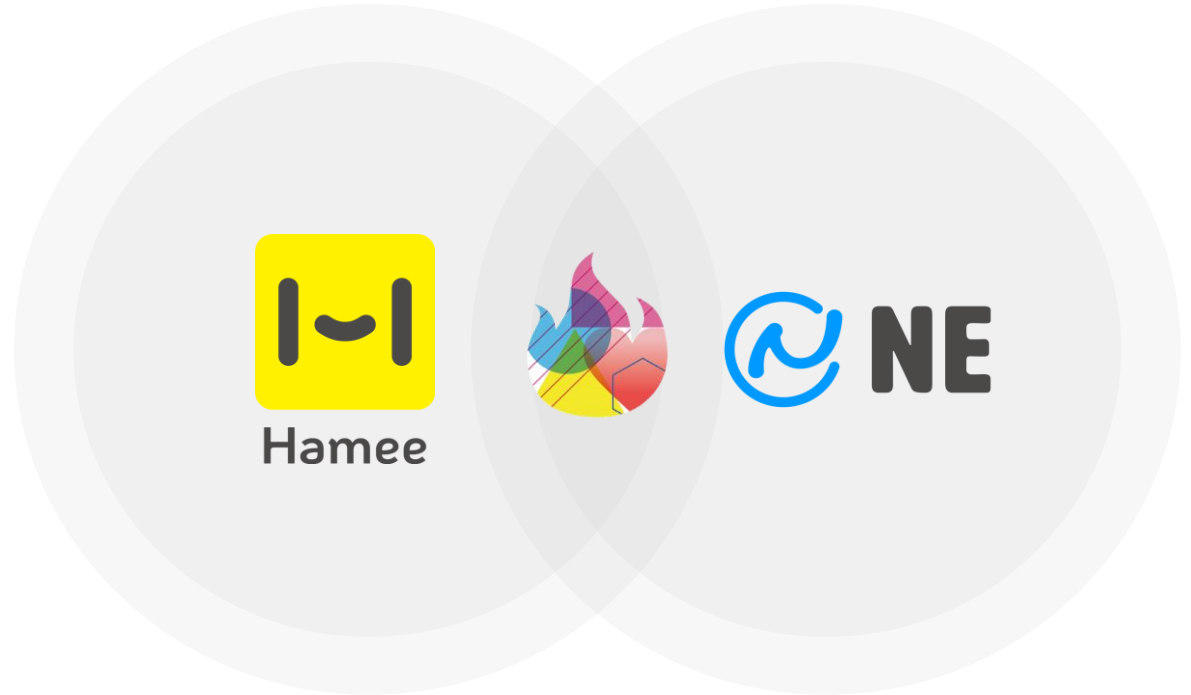
※1 Adjustment amount: Expenses related to administrative divisions

Appendix

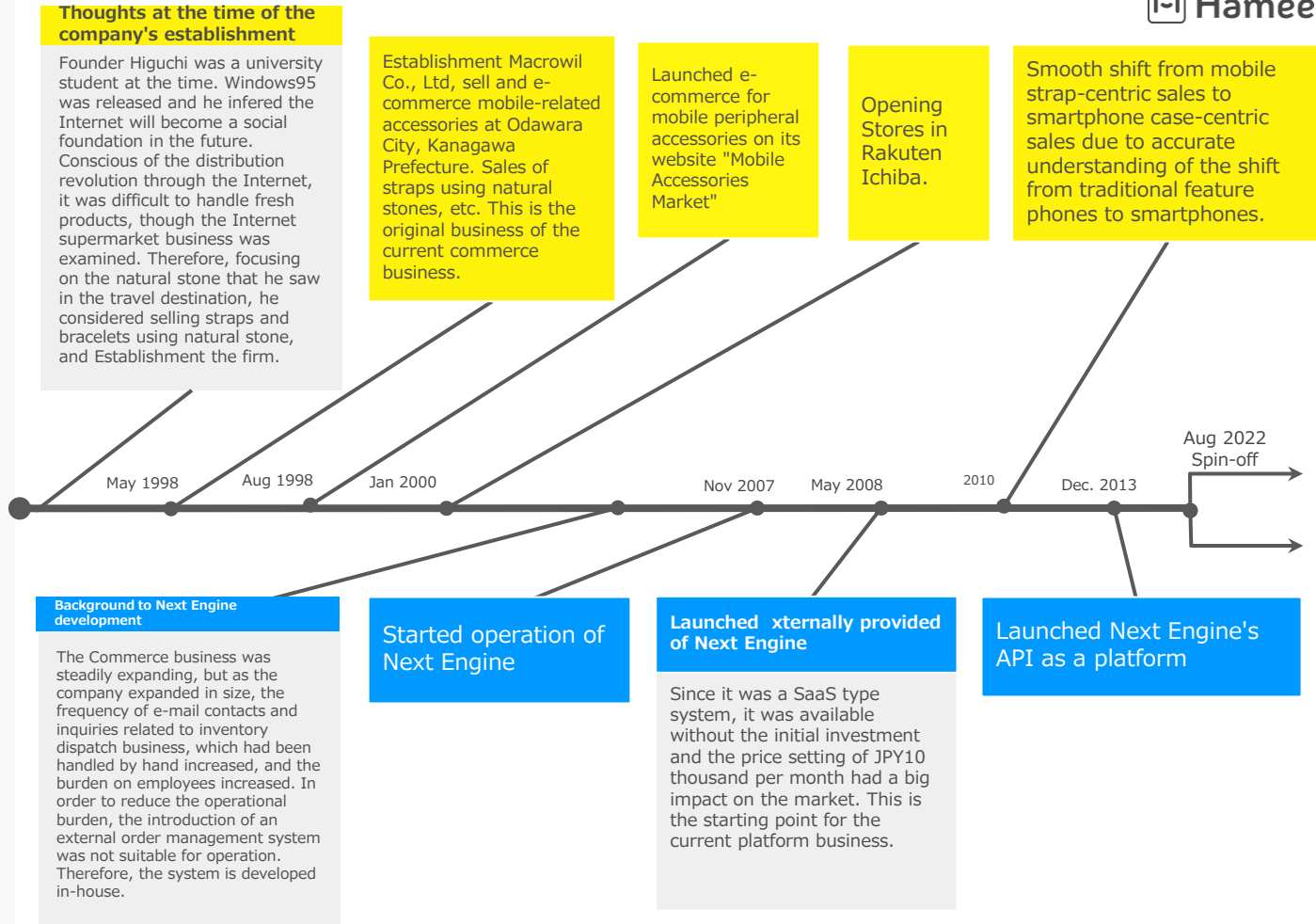
Company Profile



Under Mission of " Ignite your creativity " in order to maintain and realize mission over the super long term, the Platform Business spun off as NE Inc. and grow through both companies.

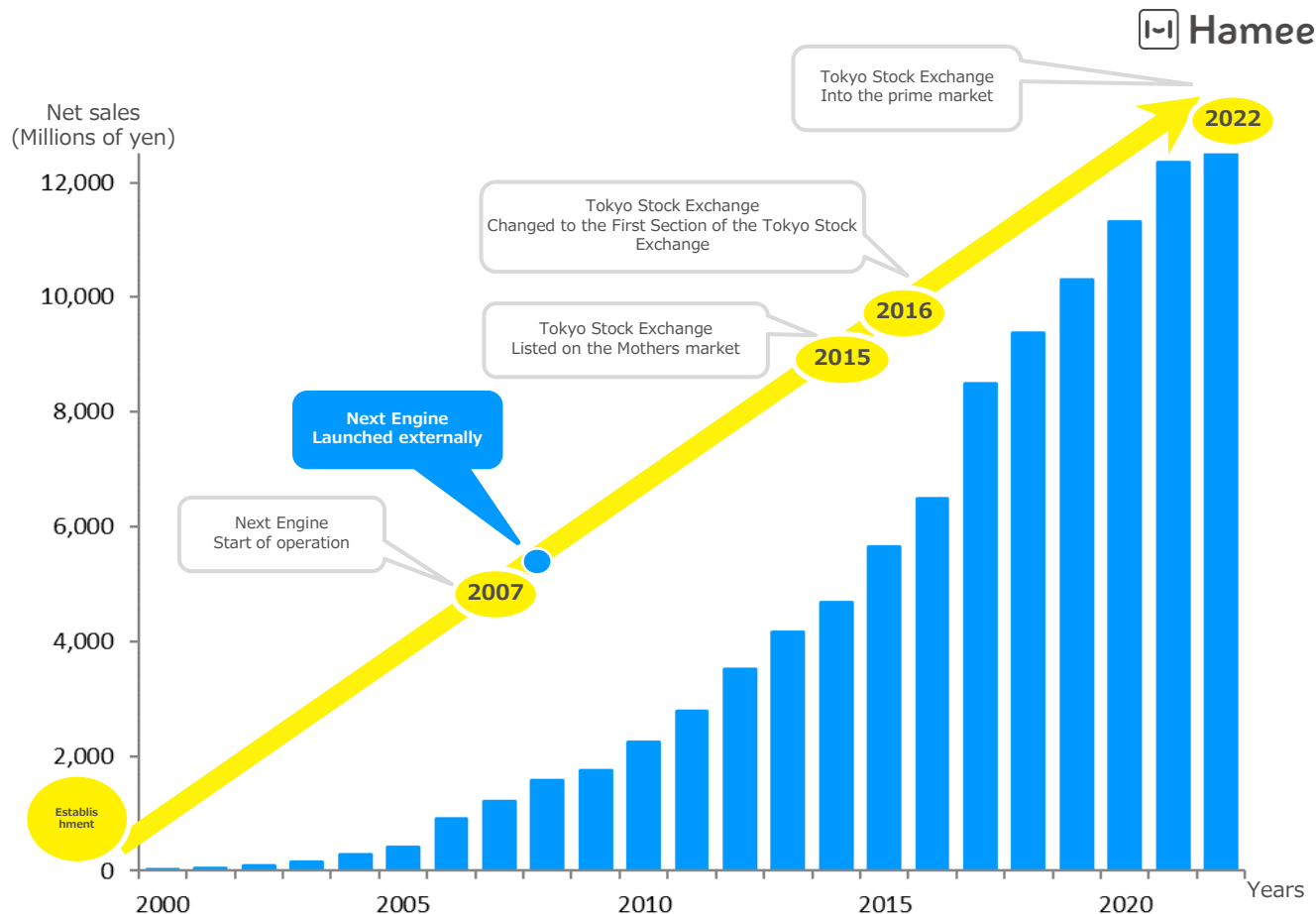


History





History (Growth Trajectory)



Business Overview

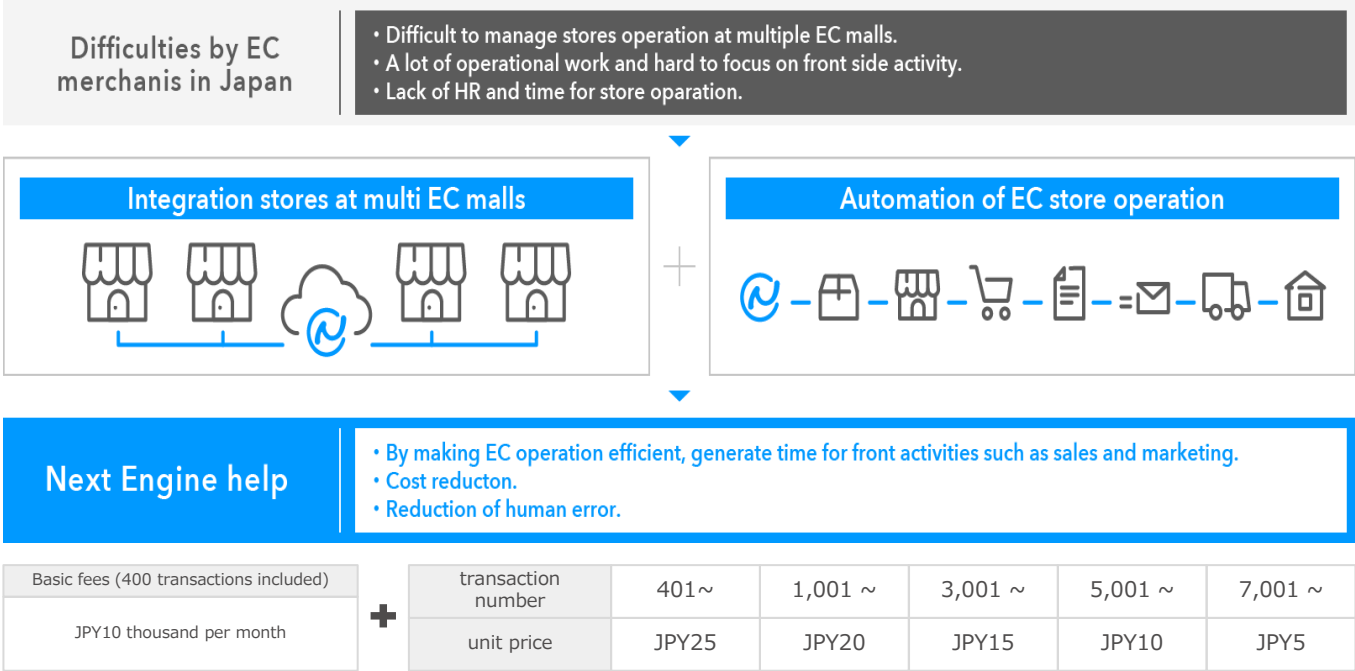
Platform



NEXT ENGINE

Next Engine —Main functions

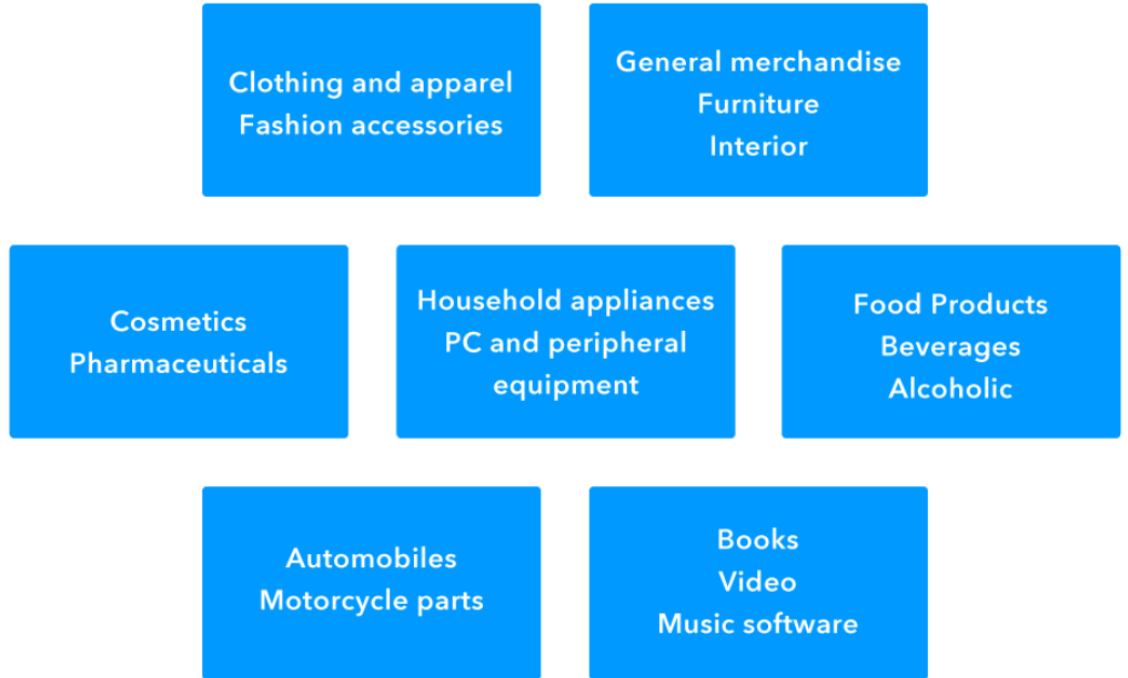
SaaS type EC Attractions
to support the automation
and streamlining of EC site
management operations



Platform

Next Engine —Clients

- Next Engine supports clients in various categories



※Partial posting

Platform

Next Engine —Clients



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



※Partial posting



WARAI MIRAI

<http://waraimirai.com/>

Product: Suites, Fruits, Gifts

Next Engine —Strengths



NEXT ENGINE

**Born from
EC
operation**

Services born from opinions of "We 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

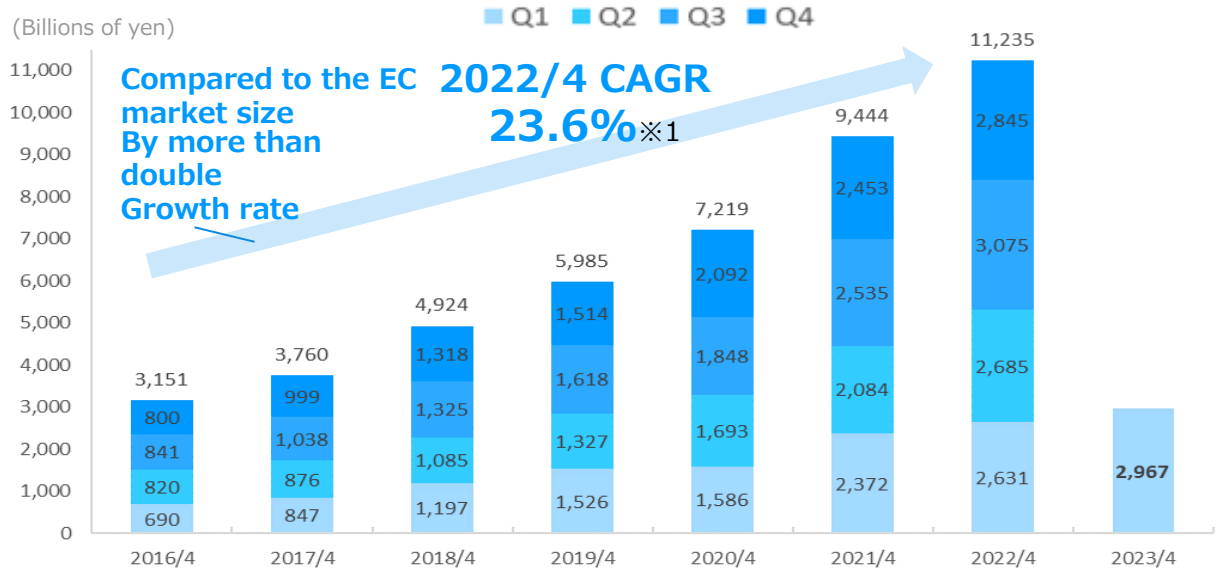
Platform

Next Engine
—GMV trends

- Next Engine growth rate is more than double that of domestic EC market

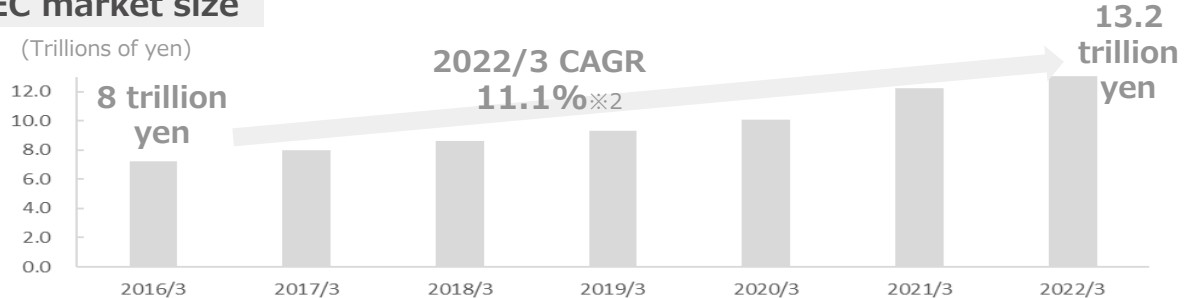
GMV

(Billions of yen)



EC market size

(Trillions of yen)



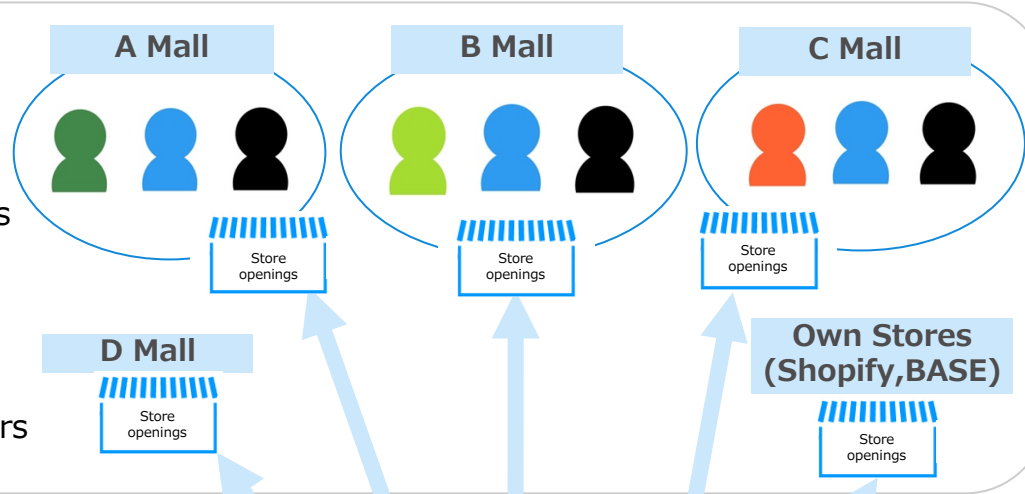
※1 Average annual growth rate. Calculated assuming FY04/16 as the first year.

※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."

Characteristics of Japan's EC Market

Prenty of EC malls competing each other, which has different consumers behind.

. . . Consumers



Multistore operation is effective for EC merchants' business expansion.

EC merchants in Japan face difficulties when start

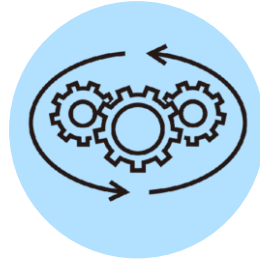
- More complicated to manage orders, inventories, items at multistore in different EC malls who have original program each others.

Consulting Business —Business Activities



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

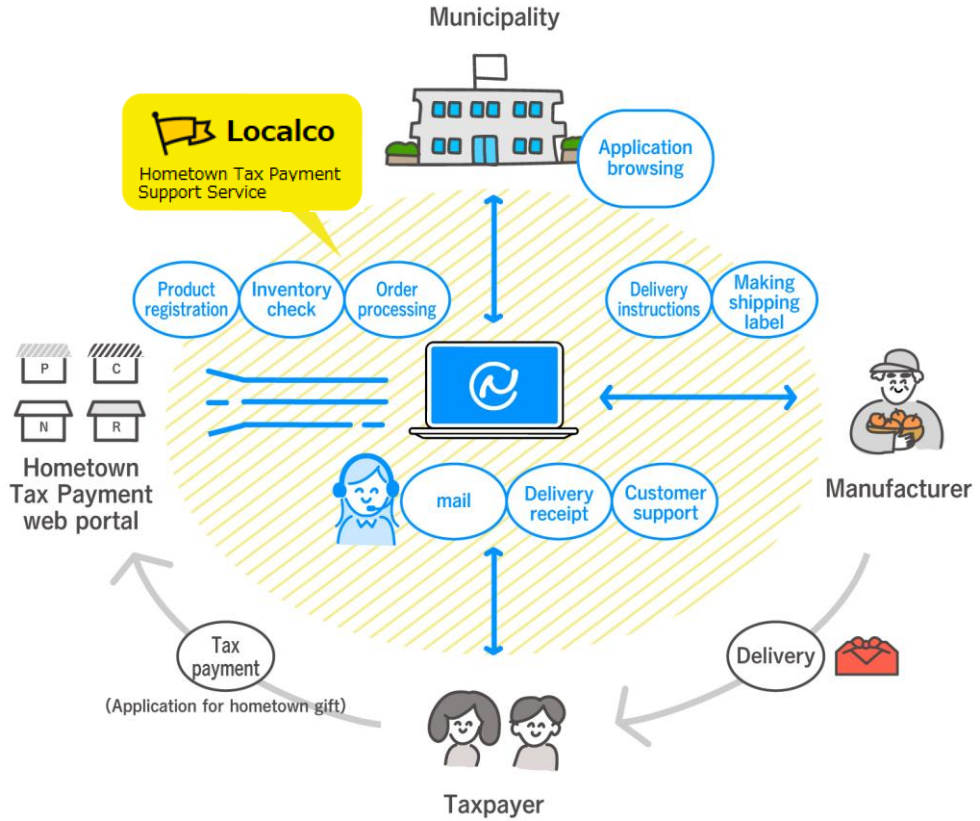
Operates EC sites that generate complicated operations from upstream to downstream, acting on behalf of customers in response to their requests.



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.

Localco Business —Business Activities



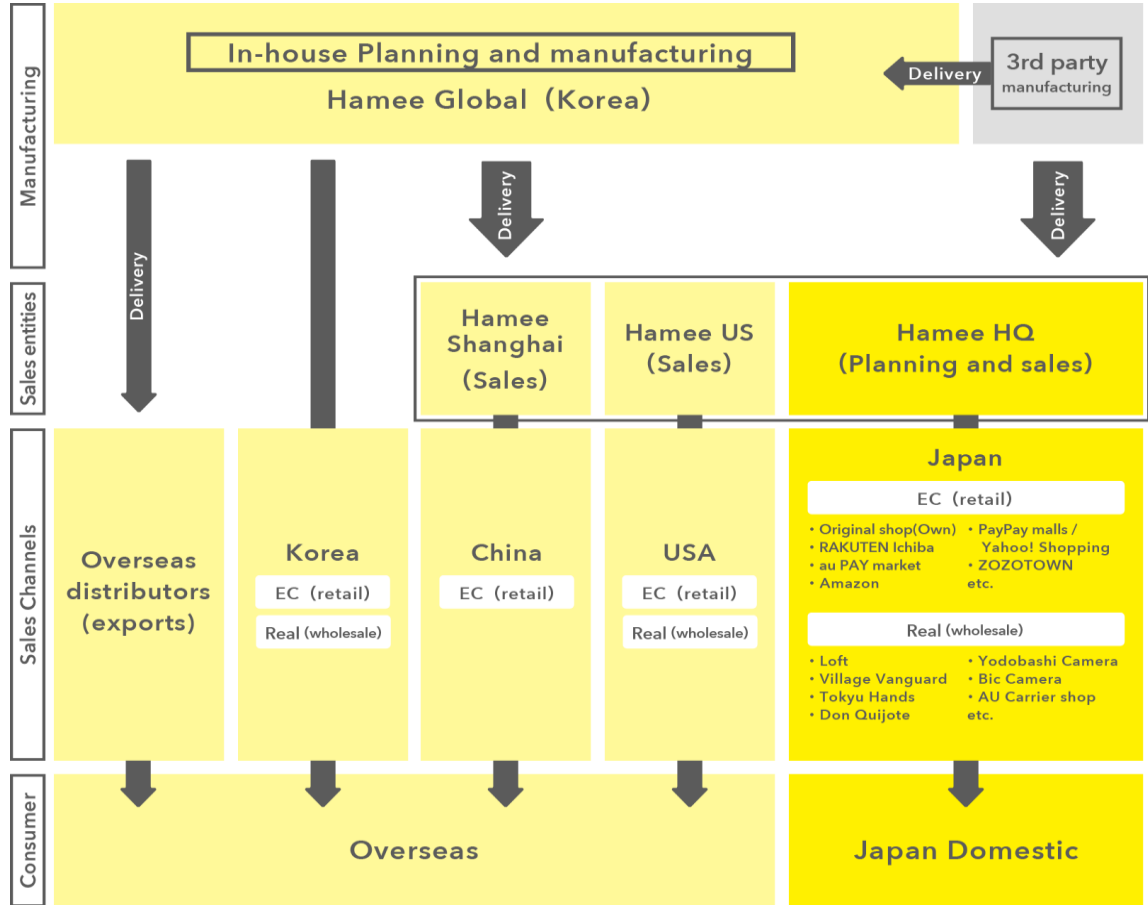
Commerce



Commerce

Commerce Business Supply Chain

In iFace, our main product, we have established a system that can cover planning, manufacturing, and sales(including EC) 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.

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 64% high among men and women in their early 20s.

※Base on in-house survey
Survey period:December, 2021
Number of surveyed: 1,291
Survey method:Internet survey
Target:Men and women aged 20-24 (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 20 to 24 (Our survey December 2021)

Commerce

iFace —Recognition

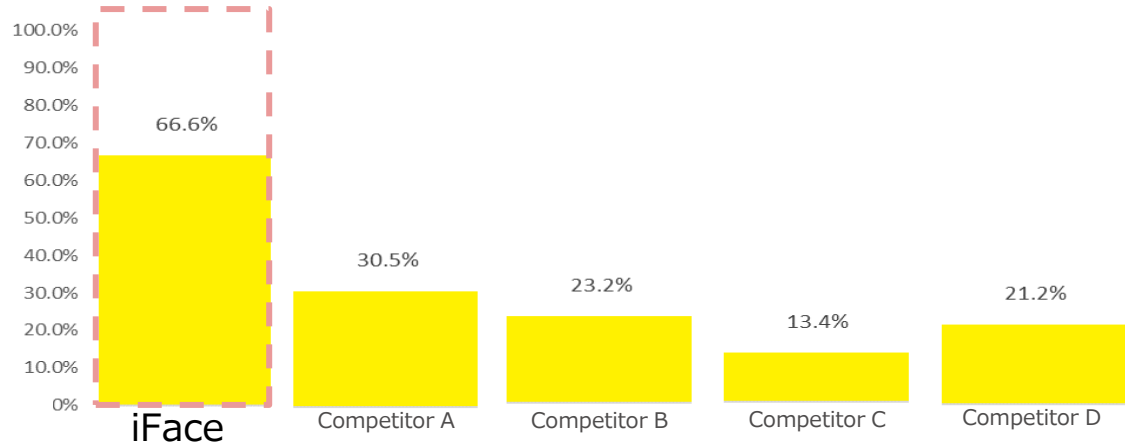
Overwhelming recognition among women in their late teens and early 20s compared to other companies' brands

※Our Survey

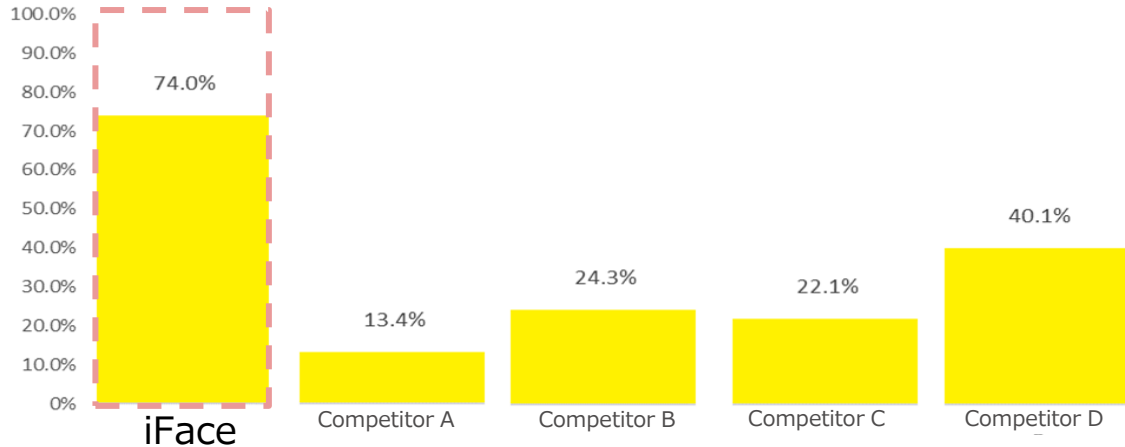
Survey period: December, 2021
 Number of researchers: 599 women in their teens/638 women in their early 20s

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

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.

- **Tablet Case**

Product development beyond smartphone cases based on the product strategy, one of the Mid-term management plan.

- **First Class**

Mainstay Products



- **Reflection**



- **Look in Clear**

Product development



- **Tablet Case**



Develop peripheral accessories

- **Finger Ring Holder**



- **Compact Wallet**



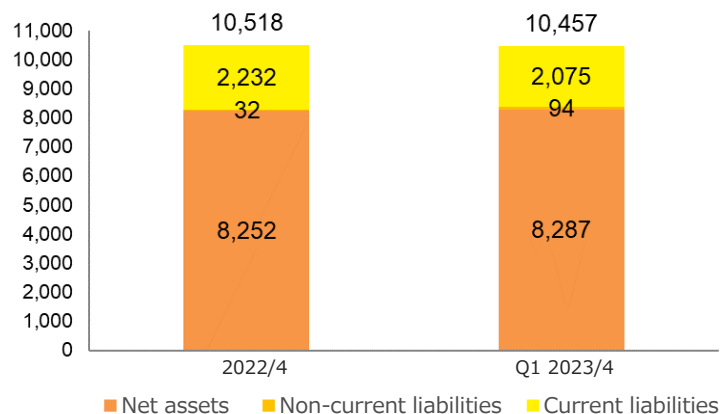
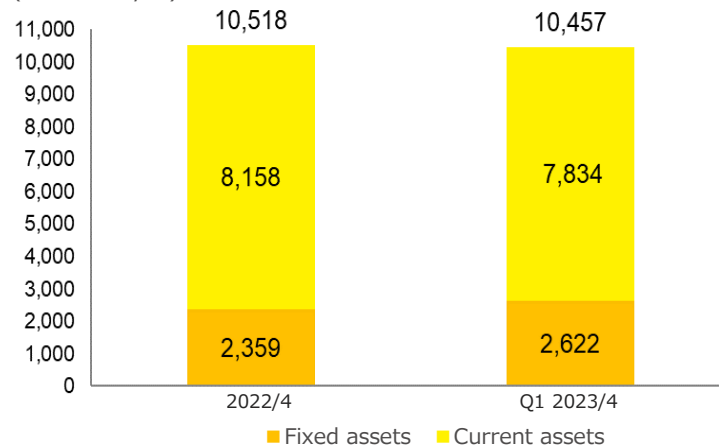
- **Grip On Silicone Case**



Reference information

Q1 FY04/23 Consolidated Balance Sheet

(Millions of yen)



Current assets		
	7,834	(Δ323)
■ Cash and deposits	3,320	(Δ705)
■ Merchandise	1,569	(+141)

Fixed assets		
	2,622	(+262)
■ Property, plant and equipment	1,471	(+259)
■ Intangible assets	412	(Δ44)
■ Investments and other assets	738	(+48)

Current liabilities		
	2,075	(Δ156)
■ Income taxes payable	99	(Δ261)
■ Others	218	(+149)

Non-current liabilities		
	94	(+61)
■ Others	82	(+79)

Net assets		
	8,287	(+34)
■ Retained earnings	7,093	(Δ104)
■ Foreign currency translation adjustments	314	(+139)



Next Engine indicators

Fiscal Year	2021/4				
	Q1	Q2	Q3	Q4	Full year
Number of clients	4,179	4,351	4,513	4,739	4,739
Number of stores	31,771	33,114	34,461	36,004	36,004
GMV (Billions of yen)	237	208	253	245	944
ARPU (Yen)	38,489	34,902	36,949	35,815	36,539
Monthly churn rate	0.82%	0.88%	0.86%	0.90%	0.87%
Transaction number processed (ten thousand)	3,394	2,876	3,364	3,321	12,955
LTV(Lifetime Value) (Yen)	4,684,866	3,961,527	4,275,717	3,978,015	4,225,031

Fiscal Year	2022/4					2023/4
	Q1	Q2	Q3	Q4	Full year	Q1
Number of clients	4,949	5,093	5,236	5,417	5,417	5,560
Number of stores	37,765	39,134	40,192	41,595	41,595	43,049
GMV (Billions of yen)	263	269	308	285	1,124	297
ARPU (Yen)	36,525	35,141	37,077	35,638	36,095	35,833
Monthly churn rate	0.81%	0.95%	0.96%	0.90%	0.91%	0.80%
Transaction number processed (ten thousand)	3,543	3,335	3,909	3,738	14,525	3,924
LTV(Lifetime Value) (Yen)	4,519,089	3,702,895	3,857,032	3,939,768	4,004,696	4,493,902

※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.

Results for each Business —Net sales

(Millions of yen)

Summary of Business Figures (Accounting Period)

					2022/4				2023/4	
					Q1	Q2	Q3	Q4	Q1	
Net sales	Commerce Segment	Domestic Commerce	Mobile Life Business	1,596	2,310	2,175	2,248	1,567		
			Gaming accessories Business	19	35	163	177	188		
			Cosmetics Business	-	-	11	18	23		
			New business investment	10	10	14	21	18		
		Total domestic commerce	1,626	2,356	2,364	2,465	1,798			
		Global Business	296	257	714	233	533			
		Commerce Segment Total	1,921	2,613	3,078	2,697	2,331			
	Platform Segment	Next Engine Business	542	535	583	579	597			
		Consulting Business	103	114	126	118	120			
		Localco Business	49	67	242	38	55			
		Platform Segment Total	695	717	952	736	774			
	Total sales					2,617	3,331	4,030	3,434	3,106

Results for each Business —Operating income

(Millions of yen)

Summary of Business Figures (Accounting Period)

					2022/4				2023/4
					Q1	Q2	Q3	Q4	Q1
Segment Profit				Mobile Life Business	294	543	433	477	328
				Gaming accessories Business	△2	0	△4	6	2
				Cosmetics Business	△8	△16	△73	△99	△110
				New Business investment	△65	△64	△56	△114	△59
				Functional Departments	△21	△24	△17	△18	△26
				Total domestic commerce	196	438	280	251	134
				Global Business(including deduction of unrealized gains, etc.)	88	315	262	36	25
				Commerce Segment Total	285	753	542	288	159
				Platform Segment Total	260	267	430	266	322
				Total Segment Income	546	1,021	973	554	482
			Adjusted amount	△218	△215	△233	△226	△234	
			Operating income	327	806	739	327	248	



Shareholder Returns— Dividend per share

① **Linked to performance**

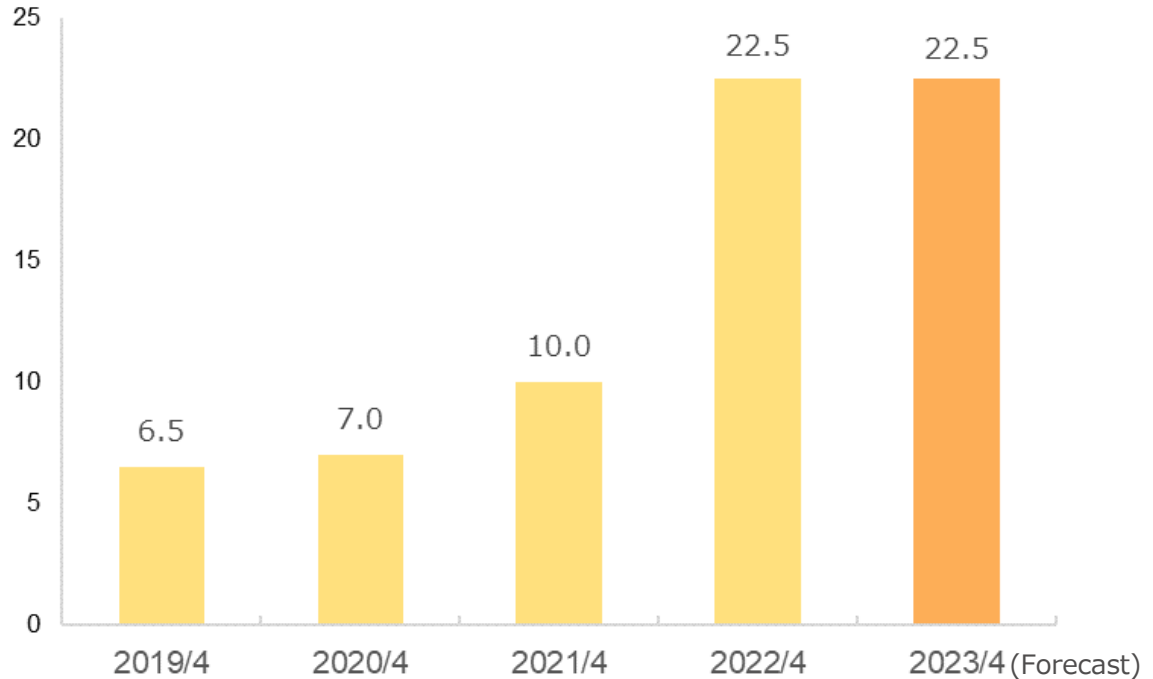
We will return profits to shareholders in accordance with profit growth. Maintain a dividend payout ratio of 20% or more

② **Stable dividend**

As long as there are no major gains or losses or changes in external conditions, in principle we will maintain or improve DPS.

Dividend amount

(Yen)





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.
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