

FY2023 Q2 Financial Results

November 11, 2022

Disclaimer

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- ◆ The forward-looking information contained in this presentation is subject to a variety of known and unknown risks, uncertainties, and other factors that could cause actual results, performance, or achievements of the Company to be materially different from those expressed or implied by the such forward-looking information.
- ◆ The Company's actual future business and its performance would differ from the prospects described in this material.
- ◆ The forward-looking information in this presentation has been prepared based on the information available to the Company as of November 11, 2022 and this presentation will not be updated regardless of changes in actual results performance, achievement, or anticipation.

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01 · Hot topics hot topics

Business Size

Moving forward with business model transformation for "more stable" growth

The financial market is expanding backed by the increase of asset builders, which benefits our business

At the same time however, our stable revenue is at risk since financial institutions' earnings power will not necessarily proportionally grow to the market size against the backdrop of the free of trading commission.

2021-

2014-2021

2007-2014

Financial Media

Unstable business model heavily dependent on financial advertising

Financial Media + Financial Solution

Achieved stable growth by entering and enhancing the solution business

Rebranded
Financial Media +
Financial Solution

Diversified the revenue source by expanding the target from investors to asset builders 2022-

Financial Media + Financial Solution + Non-Financial Media & Services

Expanding TAM (Total Addressable Market), achieve a business mode not dependent on the financia market

Minkabu group has entered the process of change for the next stage.

Sustainability



Released the acquisition of livedoor on September 28

Company

livedoor Co., Ltd.

Scheme

Minkabu purchases all shares of livedoor Co., Ltd which is a newly established 100% subsidiary of LINE having livedoor business transferred by absorption-type company split

Business scale

JPY 4 bill. of net sales and JPY 1 bill. of operating profit (Minkabu's estimates based on DD) *Minkabu's consolidated results for the FY March 2022 were 5.48 billion of net sales, and 870 million of operating profit

Acquisition Price

JPY 7.1 billion

Finance

Mostly or all the cash for the acquisition is to be funded by bank loan

Closing date

December 28th, 2022

(deemed acquisition date : Oct. 7th, 2022, business transfer date : Dec. 1st, 2022 (scheduled for both))







Business of livedoor

Operating one of the largest Japanese internet media services with about 70 mils. users* and 24 mils. SNS followers**, together with overwhelming brand recognition



One of the largest blogging platforms in Japan "livedoor Blog"

Top-class traffic and SNS followers in the industry

"livedoor NEWS"

One of the largest Korean entertainment news sites in Japan "Kstyle"



^{*}Total average users of "livedoor Blog", "livedoor NEWS", and "Kstyle" for the FY ended March 2022. More specifically, figures for "livedoor Blog" is yearly average of daily visitors, and for "livedoor NEWS" and "Kstyle" are average of monthly users.

^{**}Total SNS (LINE, Twitter, Facebook, YouTube) followers in "livedoor Blog", "livedoor NEWS", and "Kstyle" as of September 2022.

Expansion, enhancement, and overcoming

Reaching to ordinary citizens from investors

Step to establish further growth basis

Free from SEO-dependent, appeal to various services by own media

Drastic expansion of TAM*

Improve the value of assets & knowledge

Strengthening the marketing capabilities

UU in FY March 2022 8.76 million UU**

Al

One of the largest user basis in Japan

1

NFT

24 million SNS followers**

UU post the acquisition

Digital Marketing

Attracting customers by utilizing videos

80 million sizes***, equivalent to 10 times current scale

Token

Well known brand as Internet service

etc.

etc.

^{***}The sum of the Minkabu's UU above and total average users in "livedoor Blog", "livedoor NEWS", and "Kstyle" for the FY ended March 2022.



^{*}Total Addressable Market

^{**}The average monthly UU for the FY ended March 2022 in Minkabu's media ("MINKABU" and "Kabutan")

Business complementary and synergy

livedoor®



Synergies

Main route of user
acquisition

SNS

SEO

Enhance the ability to attract users by being free from SEO-dependent of Minkabu and strengthen the SEO of livedoor

Main users

Ordinary citizens

Investors

Expand the business area by sharing the user base of both companies.

News contents

Curation

Auto generation/ Original contents Significant expansion of livedoor's information coverage, by providing Minkabu's investment/asset building news, financial/economic and sports news generated by AI,

Blog contents

Lifestyle

Investment/
Asset building

Strengthen the financial and asset building area of livedoor Blog, by making Minkabu users of individual investors influencers

Commonality (Affinity)

Knowledge of the information (PGC)
media operation
Knowledge of the social (UGC)
media operation

Effective use of the resources, by the collaboration of both companies in advertising sales, system, customer services, etc.,



Media marketing strategy

Mass media such as TV and YouTube etc.





Mass of people



Asset building people



Utilizing livedoor as means to acquiring the mass of people and free from SEO-dependent

- So far, Minkabu has been focusing on MINKABU site in mass advertising. After the acquisition, by focusing on livedoor site in advertising, which addresses a wider user basis, seek more efficient attraction of customers
- By revisiting the highly SEO-dependent structure thus far, restrict the impact on Minkabu's results caused by the change of the Google search algorithms



Growth strategy of media Business

01 BRAND

Utilize livedoor brand

02 UI/UX

Enhance the quality, improve usability, integrate brand image in logo and UI etc.

03 FUSION

Mutual linkage of Minkabu's media Utilizing the expertise of SNS and videos

04 ASSET

Expand the area of utilization of Minkabu's contents assets, autogeneration technology, NFT, etc.

05 CLIENT

Take advantage of over 400 corporate customer base mainly consisting of financial institution

06 INVEST

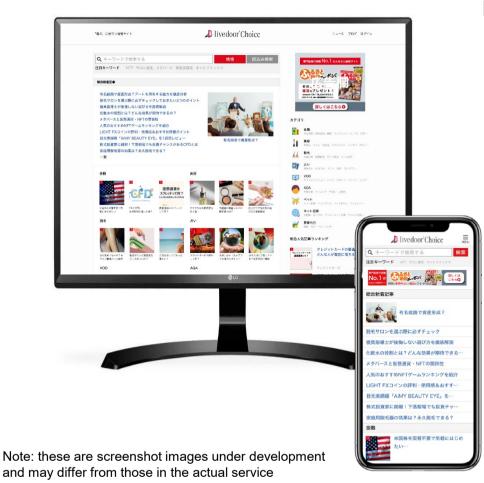
Strengthen the media platforms by using standby funds for M&A

- Add livedoor as a new portal of Minkabu group's media
- Increase the service traffic/diversify the revenue sources and improve revenue structure
- Evolve the platforms by utilizing the latest technologies



01 · Hot topics hot topics

Actions of post acquisition of livedoor business Establishing a comprehensive affiliate site, "livedoor Choice (tentative)"



Integration of Minkabu's operation know-how of affiliate sites and livedoor's large-scale traffic

- Launch general affiliate sites, "livedoor Choice (tentative)" (covers multiple areas) within this year which expands affiliate business from the financial areas to non-financial areas.
- Aim for stable high profitability from the launch by utilizing large traffic of livedoor, changing from an SEOdependent business model.
- Not limited to establishing the comprehensive affiliate site, we plan to distribute Minkabu's financial/economic news to livedoor NEWS and package sale of advertising.

Healthy growth with a 17.0% increase YoY, the decrease of profit is mostly as planned

	FY2021	FY2022	FY2023		
	Q2	Q2	Q	2	
(JPY in million)	(Consolidated)	(Consolidated)	(Consolidated)	Changes	
Net Sales	1,766	2,427	2,840	+17.0%	
Operating profit	262	304	162	-46.6%	
Rate of operating profit	14.9%	12.5%	5.7%	-6.8%	
Ordinary profit	247	265	83	-68.7%	
Profit attributable to Parent Company	131	149	5	-96.5%	
EBITDA	501	623	529	-15.1%	
Dividend per share (yen)	9.54	10.28	0.35	-9.93yen	



Active investment continued in advertising and expansion of services

Costs and subsidiaries impacted on the 2nd quarter results YoY (reflected in the yearly budget, JPY in million)

Items	Accounts	Segment	FY2022 Q2	FY2023 Q2	Change	Comment
Arrangement fee for syndicated loan	Non- operating expenses	Corporate	_	76	76	Arrangement fee for syndicated loan through Positive Impact Finance scheme
1. Expenses specific to FY2023 Q1			-	76	76	
Personnel expenses	COGS/SGA	Corporate	515	617	102	Headcount increased by 27 YoY Recruited 23 headcounts in Q2 FY2022
2. Personnel expenses			515	617	102	
Advertisement	SGA	Media	163	222	59	Active advertising activities
Maintenance costs for US stock data and infrastructure	cogs	Solution	124	240	116	Upfront investment for business expansion
Depreciation (excl. amortization of goodwill)	COGS/SGA	Media/Solution	274	318	43	Increase due to the continuous investments including new services
3. Investment in ads and expansion of services			561	781	220	
Minkabu Asset Partners, Inc.		Solution	_	18	18	Established on Sep 2021
Minkabu Web3 Wallet, Inc.		Solution	_	23	23	Became a subsidiary in May 2022
4. Operating loss from start-up subsidiaries			-	42	42	
1-4 Total			1,076	1,517	440	

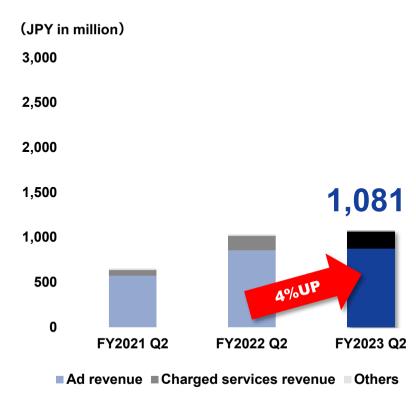


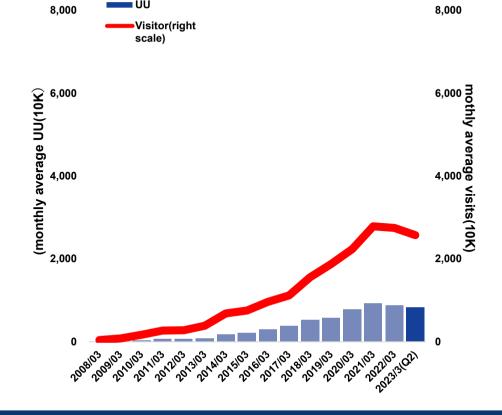
MEDIA

Stable growth continued while ad revenue is affected by Google and a weak market

- Advertising revenue showed stable growth while > The decrease of traffic due to a weak market is affected by the google algorithm updates and weak growth in brokerage accounts opening
- Paid revenue showed stable growth

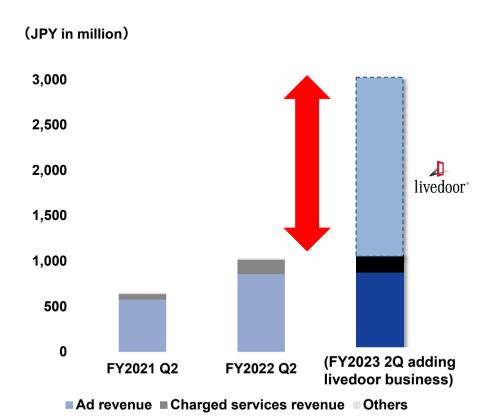
as expected

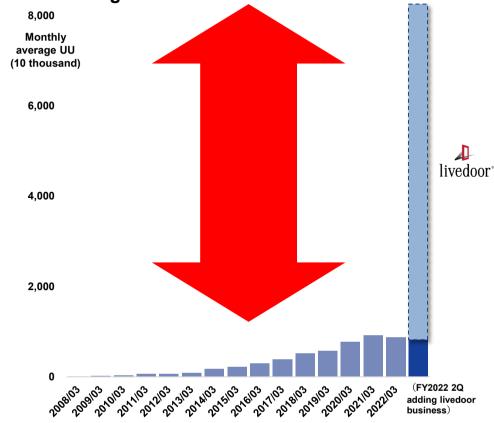




(FYI) Media business adding Livedoor Business

- Forecast significant expansion of media business especially in ad revenue, brought by the large-scale traffic of livedoor
- By the linkages of services within the group, the influence of the Google's algorithm update and the financial market will be limited.
- Monthly UU of the group reaches 80 million, equivalent to 10 times the current scale
- In addition to strengthening the advertising revenue basis, also improve the ability to attract and market to users by maximizing large-scale traffic, and enhancing user experience with new technologies such as NFT.



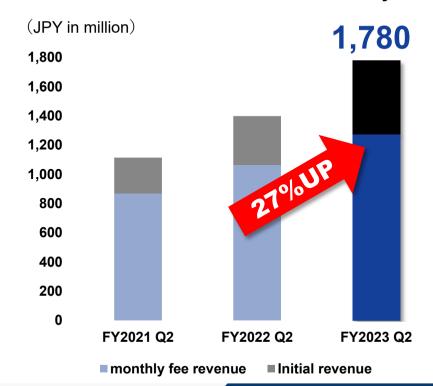


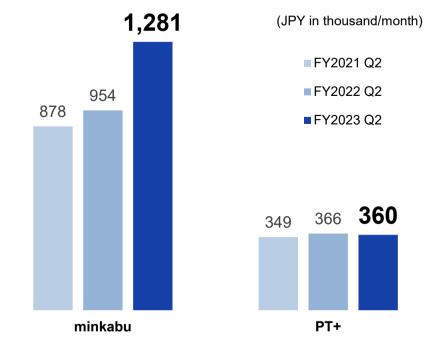
SOLUTION

Achieved revenue growth as planned thanks to a large-sized project and new SI projects

- Recurring revenue increased thanks to the large-sized projects and system implementation projects, which leads to future recurring revenue also increased.
- Good start in SI solution as a new entry







Details of subsidiaries' operating profits

Prop Tech Plus Inc. largely increased its profit, newly consolidated subsidiaries start the operation from Q3

(JPY in million)

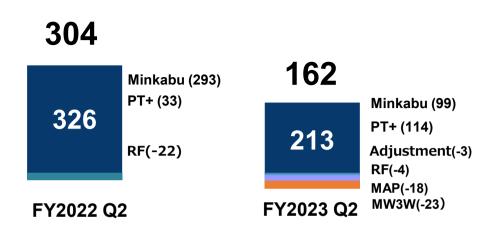
Note: Goodwill amortization and customer assets are deducted from OP of each subsidiary (Consolidation adjustment for Q2 FY2022 was omitted because of materiality).

[Abbreviation of subsidiaries]

MINKABU THE INFONOID, Inc.: Minkabu, Prop Tech plus Inc.: PT+ Robot Fund Co., Ltd.: RF, MINKABU ASSET PARTNERS, Inc.: MAP

MINKABU WEB3 WALLET, Inc.: MW3W

Prop Tech Plus Inc. covers Minkabu's upfront investment. Robot Fund Co., Ltd. reaches the break-even point.



For newly consolidated subsidiaries, MINKABU ASSET PARTNERS, Inc. ("MAP") and MINKABU Web3 Wallet Inc. ("MW3W"), MAP starts its business soon after the registration of financial instruments intermediary service provider and MW3W starts customer acquisition from 3rd quarter, respectively.



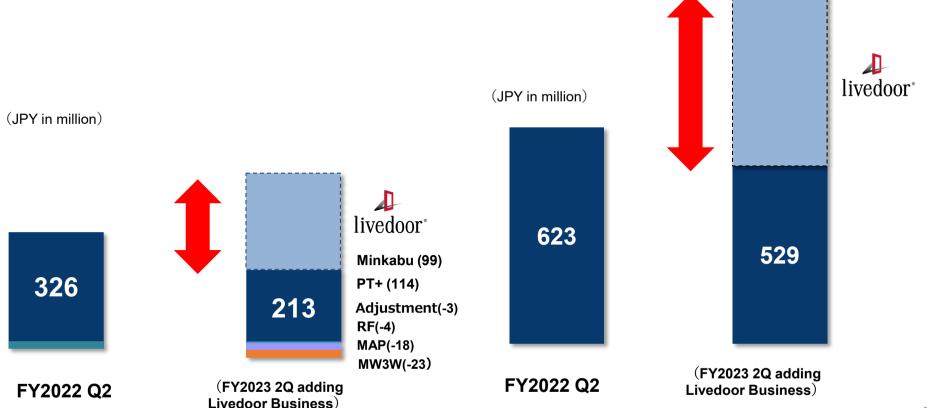
(FYI) Operating profit/EBITDA adding LivedoorA

Operating profit

- Jump in operating profit mainly in ad revenue brought by the large-scale traffic of livedoor.
- > Acquire earning power which surpasses the season's influence and financial market.

EBITDA

➤ EBITDA, i.e., earnings after deduction of amortization of goodwill and the intangible assets derived from additional development, significantly increase

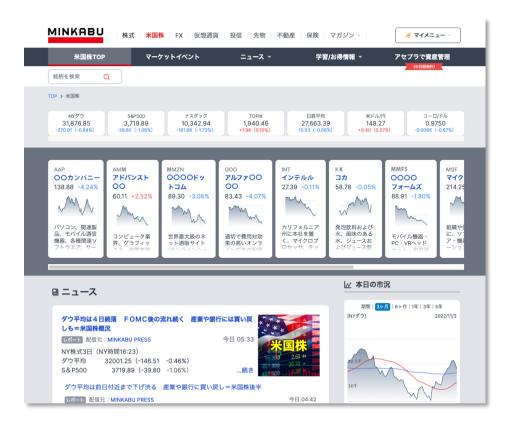




Enhancement of US stock information (media business)

MINKABU

 More beginner-friendly US stock information service was launched on November 10, 2022



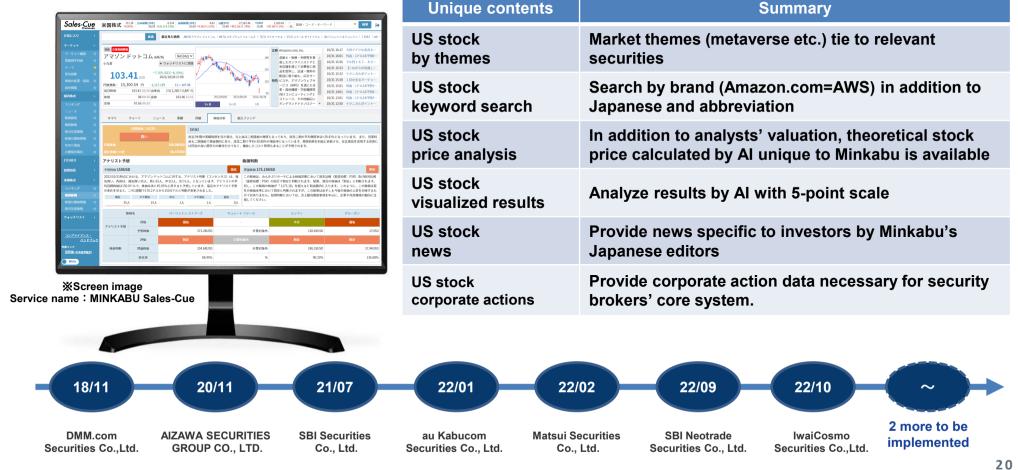


Real-time quotes and expanded financial results information service were launched, which were frequently requested



Enhancement of US stock information (solution business)

By utilizing the core assets of big data/crowd input/Al, adding value to information solution service



Established the main position in market information vendors Started providing main sites of Japanese stocks for Matsui Securities Co., Ltd.

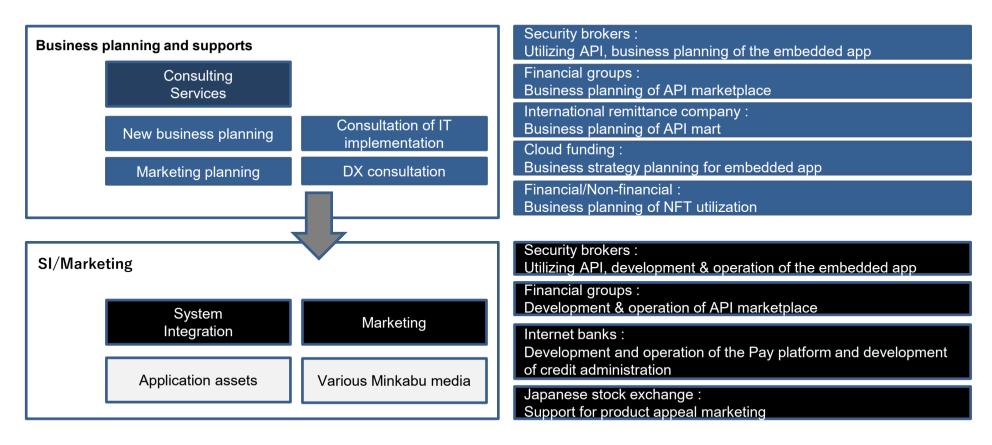


- ➤ Started providing the main sites of Japanese stocks for individual investors in Matsui Securities Co., Ltd., a major internet security broker (called "Market Lab" in Matsui Securities Co., Ltd.,) from July 2022.
- Initial implementation of the full package services for Japanese stock which aggregates the market information solutions that have been introduced to multiple financial institutions mainly consisting of security brokers.
- Planning to develop the main sites for another financial institution based on the systems mentioned above.



Orders expanded in SI consulting solutions services

Orders expanded from consulting services for the new business to SI/Marketing services. The customer base has expanded to banks and non-financial companies from security brokers.



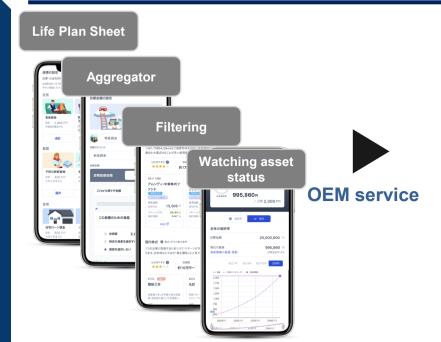


NIKKEI ID x MINKABU ASSET PLANNER OEM Reaches 10 million Nikkei DIGITAL users

















> MINKABU ASSET PLANNER started providing US stock information on October 25, 2022

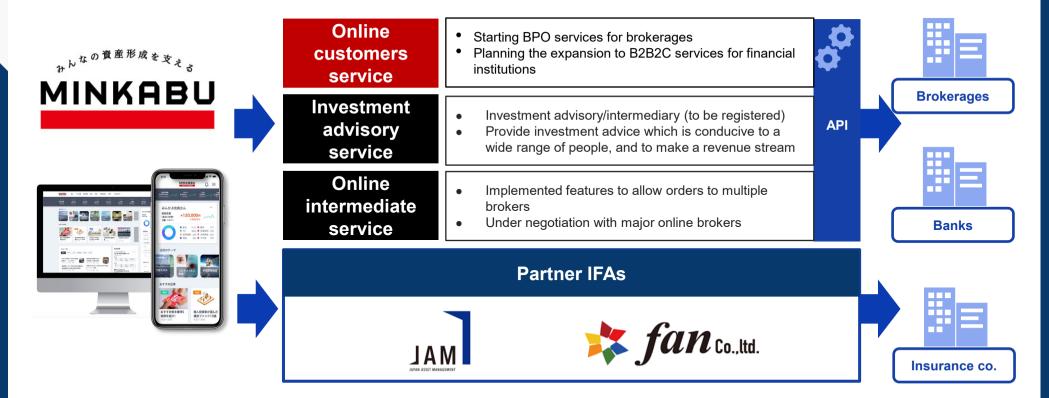




Planning to develop financial services unique to MINKABU group

*In the process of registration of financial instruments intermediary services

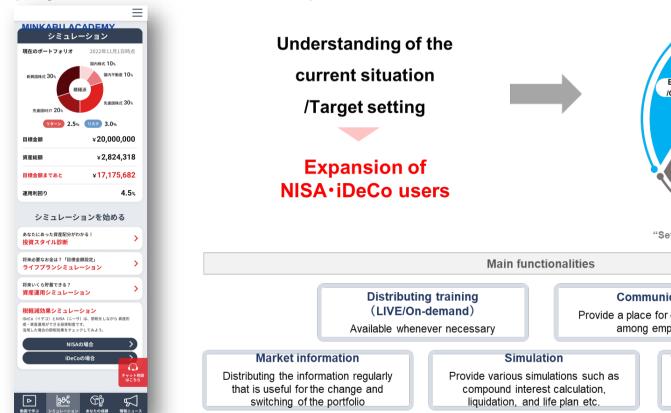
<u>Planning to start BPO service for security brokers</u> utilizing the know-how for online customer services. In alliance with MINKABU ASSET PARTNERS in financial instruments intermediary services

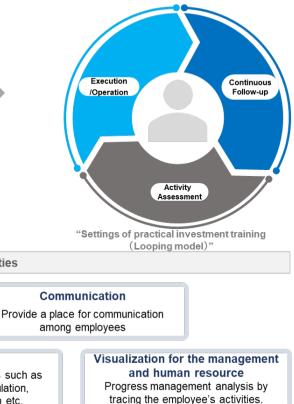




MINKABU ACADEMY Digital platforms for financial education

- > Rebuild the concept of MINKABU ACADEMY in response to the Japanese government policy of financial education.
- > Plan to launch asset building total solutions services next spring in alliance with major financial institutions, which aims to realize doubling asset-based incomes plan for the employees in non-financial companies.



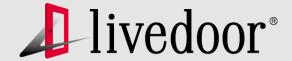




Acquired ALIS Co., Ltd., Japan's first social media platformer utilizing blockchain technologies.

Creating new value in alliance with MINKABU Web3 Wallet Inc.





- Incentives between users for good posting contributors
- Introducing digital incentives when users share the news delivered with SNS
- Making posted content as NFT and deploying a marketplace in social media based on the NFT



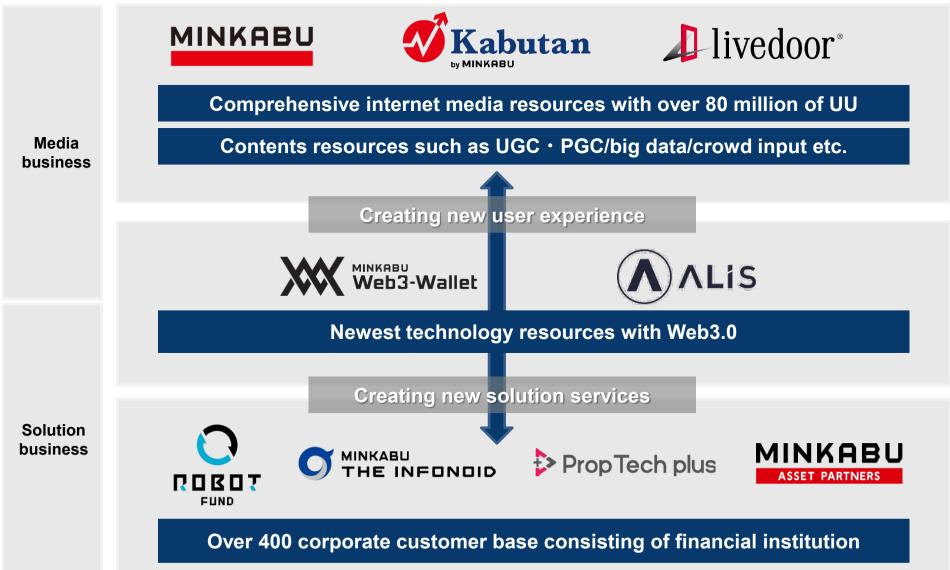
Expertise in "token issuance" and "the operation of the token economy"



"NFT marketplace business" and "Certification of individual activity business"



Established the group structure for further growth





Assures over JPY 10 billion of net sales, Enters new growth phase

over 5 Times within 5 Years 100 +

FY March 2019 (First fiscal year from IPO)

FY March 2024 (e) (Next fiscal year)

Earnings forecasts for the fiscal year ended March 30, 2023 including the livedoor's impact may be disclosed after the acquisition of livedoor (December 28), if necessary.



Summary of FY2023 Q2

- > 17.0% increase YoY in sales, while operating profit decreased due to the upfront investment for mid-term growth. Mostly on budget.
- Solution business showed favorable growth including the acquisition of a large-sized project. While the media business was affected by the updates in Google algorithm, the impact would be relatively limited thanks to the acquisition of Livedoor Business and Minkabu entering the next stage of revenue for the last half of the fiscal year.
- Good progress in various enhancements of functionalities for both media and solution services.
- > Synergy projects with livedoor business are already ongoing. Those are to be manifested gradually, starting with the comprehensive affiliate site "livedoor Choice (tentative)".
- ➤ Entered a new phase of establishing the group structure for the next stage of over JPY10 billion in sales including the development of Web3.0.



05 · APPENDIX income statement

	Fiscal Year ended March 31, 2021	Fiscal Year ended March 31, 2022		Consolidated Financial Forecasts Fiscal Year ending March 31, 2023		FY2022 Q2	FY2023 Q2	
	Consolidated	Consolidated	Changes	Consolidated	Changes	Consolidated	Consolidated	Changes
Net Sales	4,158	5,482	+31.8%	7,500	+36.8%	2,427	2,840	+17.0%
MEDIA	1,535	2,353	+53.3%	3,100	+31.7%	1,034	1,081	+4.6%
SOLUTION	2,635	3,148	+19.5%	4,400	+39.7%	1,399	1,780	+27.2%
Adjustment (1.)	-11	-20	-	-	_	-7	-21	-
Operating Profit	759	874	+15.2%	1,250	+42.9%	304	162	-46.6%
MEDIA	530	747	+40.8%	1,100	+47.2%	322	204	-36.7%
SOLUTION	738	786	+6.5%	950	+20.8%	300	337	+12.5%
Adjustment (2.)	-509	-658	-	-800	_	-318	-379	-
Ordinary Profit	734	828	+12.8%	1,120	+35.2%	265	83	-68.7%
Profit attributable to Parent Company	564	696	+23.3%	750	+7.8%	149	5	-96.5%
EBITDA (3.)	1,280	1,539	+20.3%	2,150	+39.6%	623	529	-15.1%

- 1. Re-allocation of inter-segment sales
- 2. Elimination of inter-segment and unallocable operating expenses
- Calculation formula of EBITDA is Operating income+depreciation+amortization of goodwill
- 4. Acquired Robot Fund Co., Ltd on June 30, 2020. Therefore, the impact of the acquisition was only reflected in the B/S in FY2021Q1, and the contribution to the P/L started in FY2021Q2.
- 5. The Company established MINKABU ASSET PARTNERS, Inc. on September 1, 2021, as a consolidated subsidiary.
- 6. The Company acquired Minkabu Web3 Wallet, Inc. on May 1, 2022, and made it a consolidated subsidiary.
- 7. Figures are all in Japanese Yen and rounded down to the nearest million yen.



05 · balance sheet items

	Fiscal Year ended March 31, 2021	Fiscal Year ended March 31, 2022	Fiscal Year ended September 30, 2022			
	Consolidated	Consolidated	Consolidated	Changes		
Current assets	2,875	4,825	4,305	-10.8%		
(Cash and deposit)	1,847	3,526	3,360	-4.7%		
Non - current assets	4,114	4,932	5,303	+7.5%		
Assets	6,989	9,757	9,609	-1.5%		
Current Liabilities	1,251	942	747	-20.6%		
Non-Current Liabilities	1,523	1,372	1,599	+16.6%		
Liabilities	2,774	2,314	2,347	+1.4%		
Capital stock	1,762	3,514	3,531	+0.5%		
Capital surplus	3,565	4,533	4,192	-7.5%		
Retained earnings	-1,441	-745	-739	_		
Others	29	39	75	+90.7%		
Non-controlling interests	298	100	202	+100.6%		
Net assets	4,215	7,443	7,261	-2.4%		

- 1. Acquired Robot Fund Co., Ltd on June 30, 2020. Therefore, the impact of the acquisition was only reflected in the B/S in FY2021Q1, and the contribution to the P/L started in FY2021Q2.
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05 · Sales by segment

	F: 17	F: 1V				(31 1 111111111111)		
	Fiscal Year ended March 31, 2021	Fiscal Yea March 3		Consolidated Financial Forecasts Fiscal Year ending March 31, 2023		FY2022 Q2	FY202	3 Q2
	Consolidated	Consolidated	Changes	Consolidated	Changes	Consolidated	Consolidated	Changes
MEDIA	1,535	2,353	+53.3%	3,100	+31.7%	1,034	1,081	+4.6%
Ad revenue	1,335	1,929	+44.5%	2,400	+24.4%	856	876	+2.3%
Subscription revenue (5.)	166	392	+136.1%	700	+78.3%	161	192	+19.4%
Others	33	32	-3.2%	-	-	16	12	-23.5%
SOLUTION	2,635	3,148	+19.5%	4,400	+39.7%	1,399	1,780	+27.2%
Subscription revenue	1,859	2,195	+18.0%	3,100	+41.2%	1,064	1,273	+19.7%
Initial revenue	775	953	+22.9%	1,300	+36.4%	335	506	+51.0%
Adjustment (1.)	-11	-20	_	_	_	-7	-21	_
Net Sales	4,158	5,482	+31.8%	7,500	+36.8%	2,427	2,840	+17.0%

- 1. Re-allocation of inter-segment sales
- 2. Acquired Robot Fund Co., Ltd on June 30, 2020. Therefore, the impact of the acquisition was only reflected in the B/S in FY2021Q1, and the contribution to the P/L started in FY2021Q2.
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- 4. The Company acquired Minkabu Web3 Wallet, Inc. on May 1, 2022, and made it a consolidated subsidiary.
- 5. Subscription revenue includes monthly subscription fees and initial fees and monthly fees for OEM services.
- 6. Figures are all in Japanese Yen and rounded down to the nearest million yen.



05 · fixed expenses

	Fiscal Year ended March 31, 2021	Fiscal Year ended March 31, 2022		Consolidated Financial Forecasts Fiscal Year ending March 31, 2023		FY2022 Q2	FY2023 Q2	
	Consolidated	Consolidated	Changes	Consolidated	Changes	Consolidated	Consolidated	Changes
Non-Consolidated	1,236	1,573	336	2,030	457	744	871	127
Personnel expenses	666	837	171	1,180	342	404	502	98
Office \cdot Tax and public dues \cdot others	177	205	27	260	54	104	121	16
Depreciation (Cost of Sales + SGA)	351	489	137	549	60	215	227	11
Depreciation (Amortization related to M&A)	40	40	_	40	_	20	20	_
Consolidated subsidiary	954	1,041	86	1,557	516	535	641	106
Depreciation	32	31	0	206	175	32	64	31
Depreciation (Amortization related to M&A)	96	103	6	103	_	51	55	3
Other fixed costs	825	905	80	1,247	341	450	521	70
Consolidated total	2,190	2,614	423	3,588	973	1,279	1,512	233

- 1. Personnel expenses include payroll related expenses including salary, legal welfare expenses, retirement benefit costs, recruiting costs and travel/transportation costs.
- 2. Depreciation (Amortization related to M&A) includes depreciation goodwill, customer-related intangible assets and technological assets.
- 3. Acquired Robot Fund Co., Ltd on June 30, 2020. Therefore, the impact of the acquisition was only reflected in the B/S in Q1 FY2021, and the contribution to the P/L started in Q2 FY2021.
- 4. The Company established MINKABU ASSET PARTNERS, Inc. on September 1, 2021, as a consolidated subsidiary.
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