



ORICON

Financial Results for the Six-Month Period Ended September 30, 2022

November 4, 2022

Oricon Inc.

(Securities Code: 4800)

Corporate Philosophy

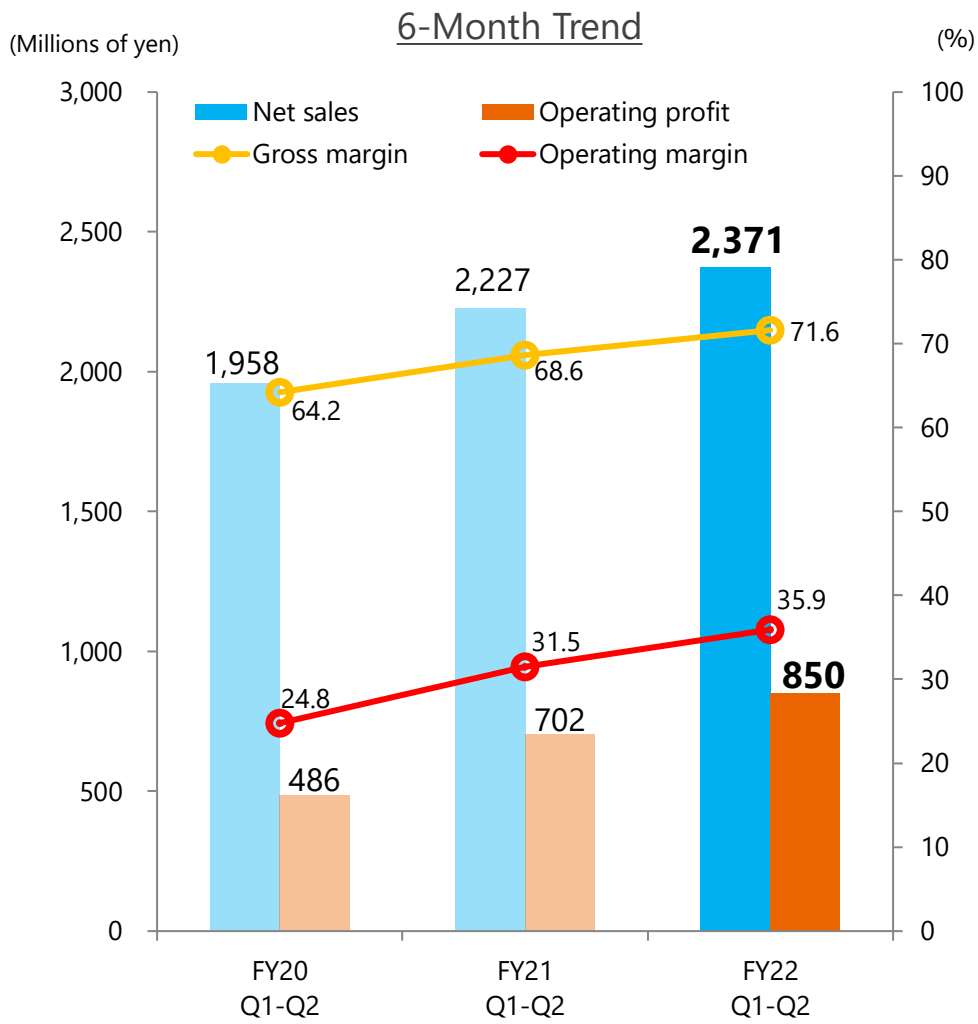
Turning facts into intelligence

Management Policy

In a society where information makes things complicated because, for example, of the scourge of fake news, Oricon will earn the trust of society by turning facts into intelligence from an objective and fair standpoint and disseminating it widely.

By doing so, we aspire to be a company of high social value that contributes to the realization of affluent lifestyles and the development of various industries.

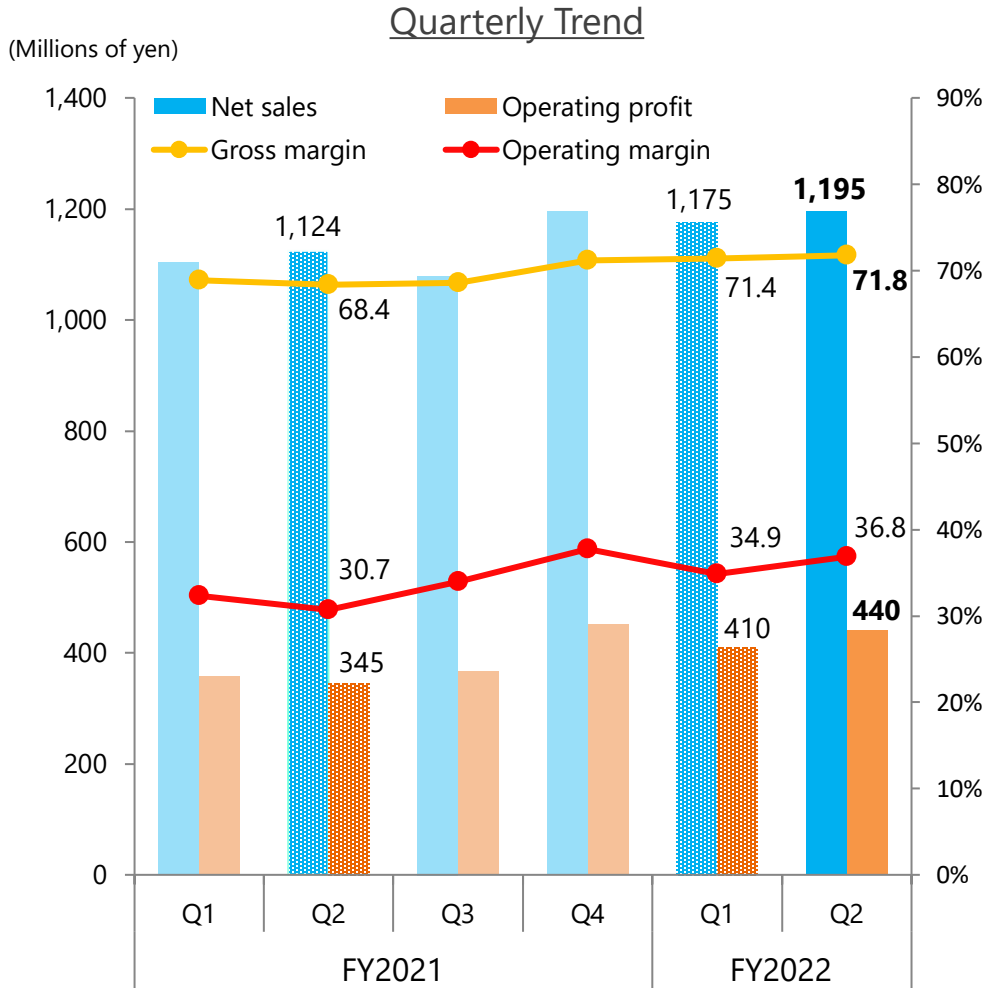
Both sales and profit for FY22Q1-Q2 increased YoY, driven by the growth of the Communication Business



● FY22Q1-Q2 (YoY change)

Net sales	¥2,371 mn	(+ 6.5%)
Gross margin	71.6%	(+ 3.0 pts)
Operating profit	¥850 mn	(+ 21.1%)
Operating margin	35.9%	(+ 4.4 pts)

Both sales and profit for FY22Q2 alone increased YoY and QoQ



	FY22Q2 (Jul.–Sep.)	(YoY change)	(QoQ change)
Net sales	¥1,195 mn	(+ 6.3%)	(+ 1.7%)
Gross margin	71.8%	(+ 3.4 pts)	(+ 0.4 pts)
Operating profit	¥440 mn	(+ 27.6%)	(+ 7.4%)
Operating margin	36.8%	(+ 6.1 pts)	(+ 1.9 pts)

1-2 Consolidated Statement of Income

	(Millions of yen)	FY21 Q1-Q2	FY22 Q1-Q2		YoY	
			Amount	%	Amount	%
Net Sales		2,227	2,371	+143	+6.5%	
Cost of sales		699	673	(25)	-3.6%	
	(Cost of sales margin)	(31.4%)	(28.4%)			
Gross Profit		1,528	1,697	+169	+11.1%	
	(Gross margin)	(68.6%)	(71.6%)			
SG&A expenses		826	847	+20	+2.5%	
	(SG&A margin)	(37.1%)	(35.7%)			
Operating profit		702	850	+148	+21.1%	
	(Operating margin)	(31.5%)	(35.9%)			
Ordinary profit		693	835	+142	+20.5%	
	(Ordinary margin)	(31.1%)	(35.2%)			
Net income before income taxes		727	835	+108	+14.9%	
	(Pretax profit margin)	(32.7%)	(35.2%)			
Net income attributable to owners of the parent		478	545	+67	+14.0%	
	(Net margin)	(21.5%)	(23.0%)			

→ See next slide for the breakdown by segment

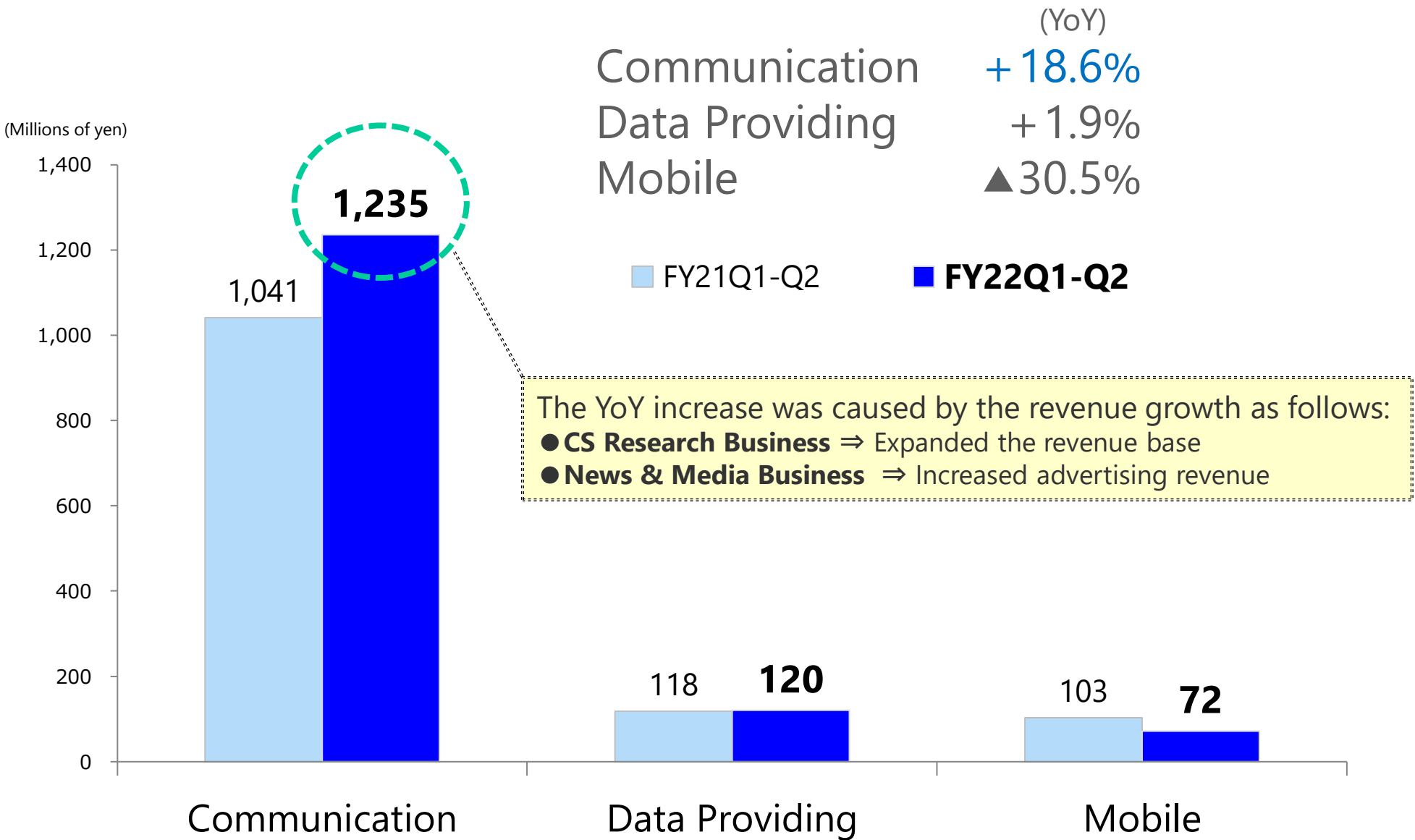
← Due to the introduction of a stock compensation plan and efforts to improve employees' compensation, focusing on pay raise

← Due to a YoY decrease of 34 million yen of extraordinary income, in which gain on sale of investment securities was posted in the same period a year earlier

Sales of the Communication Business increased by **10.8% YoY**

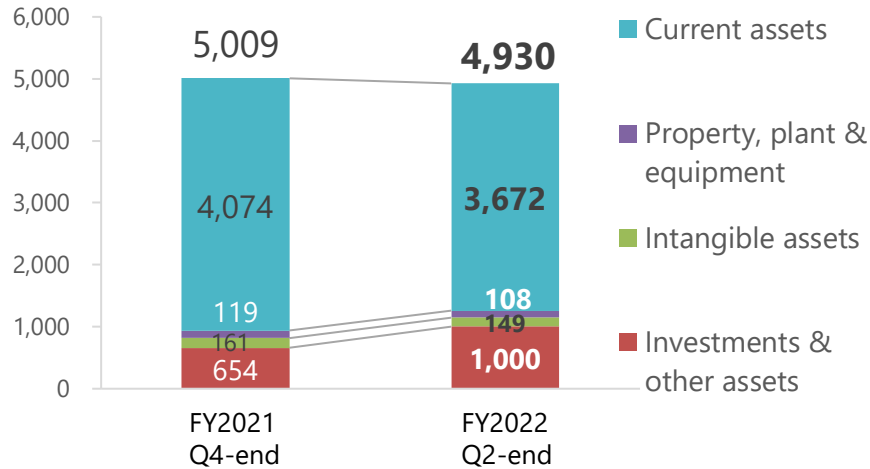
	(Millions of yen)	FY2021 Q1-Q2	FY2022 Q1-Q2	YoY	
				Amount	%
Communication		1,660	1,841	+180	+10.8%
Customer Satisfaction Research		884	1,042	+158	+17.9%
News & Media		776	798	+21	+2.8%
Data Providing		332	334	+2	+0.6%
Mobile		234	195	(38)	-16.4%
Total		2,227	2,371	+143	+6.5%

1-4 Breakdown of Operating Profit by Segment



● Assets

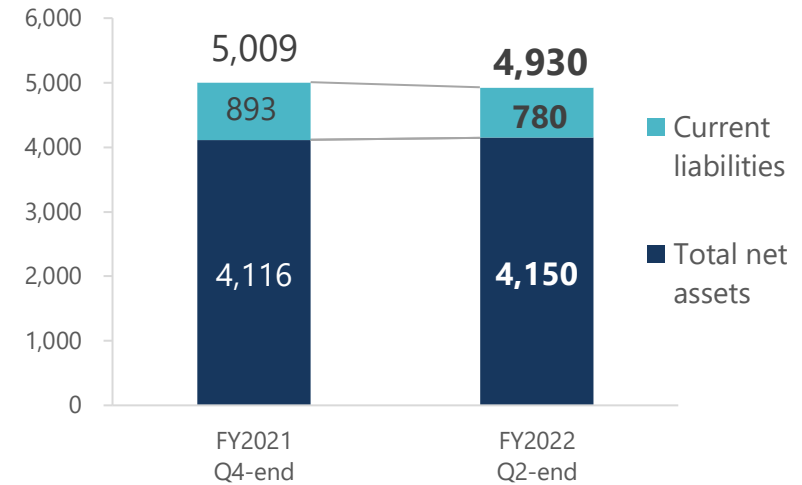
(Millions of yen)



(Millions of yen)	FY2021 Q4-end	FY2022 Q2-end	Change
Current assets	4,074	3,672	(401)
Property, plant and equipment	119	108	(10)
Intangible assets	161	149	(12)
Investments and other assets	654	1,000	+345
Total assets	5,009	4,930	(79)

● Liabilities and Net Assets

(Millions of yen)



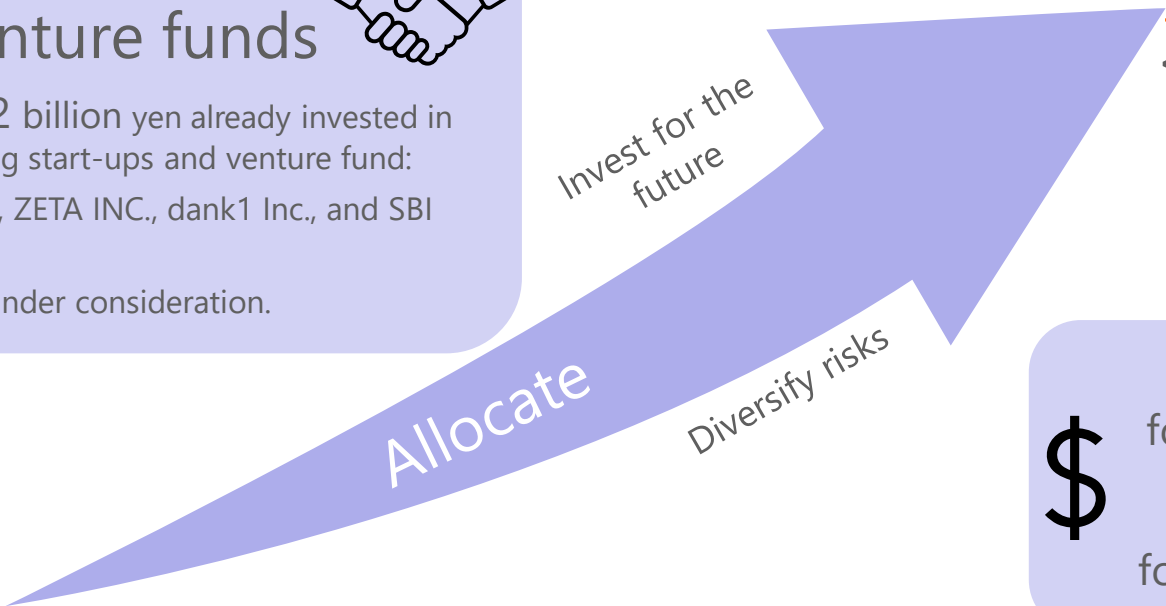
(Millions of yen)	FY2021 Q4-end	FY2022 Q2-end	Change
Current liabilities	893	780	(113)
Non-current liabilities	—	—	—
Total liabilities	893	780	(113)
Total net assets	4,116	4,150	+33
Total liabilities and net assets	5,009	4,930	(79)

The equity ratio stood at **84.2%** (up 2.0 pts from FY2021 Q4-end) due in part to an increase in net assets

Rebalancing Our Asset Portfolio

Invest in start-ups and venture funds 

* Approx. 0.2 billion yen already invested in the following start-ups and venture fund:
StayList Inc., ZETA INC., dank1 Inc., and SBI 4&5 Fund
And more under consideration.



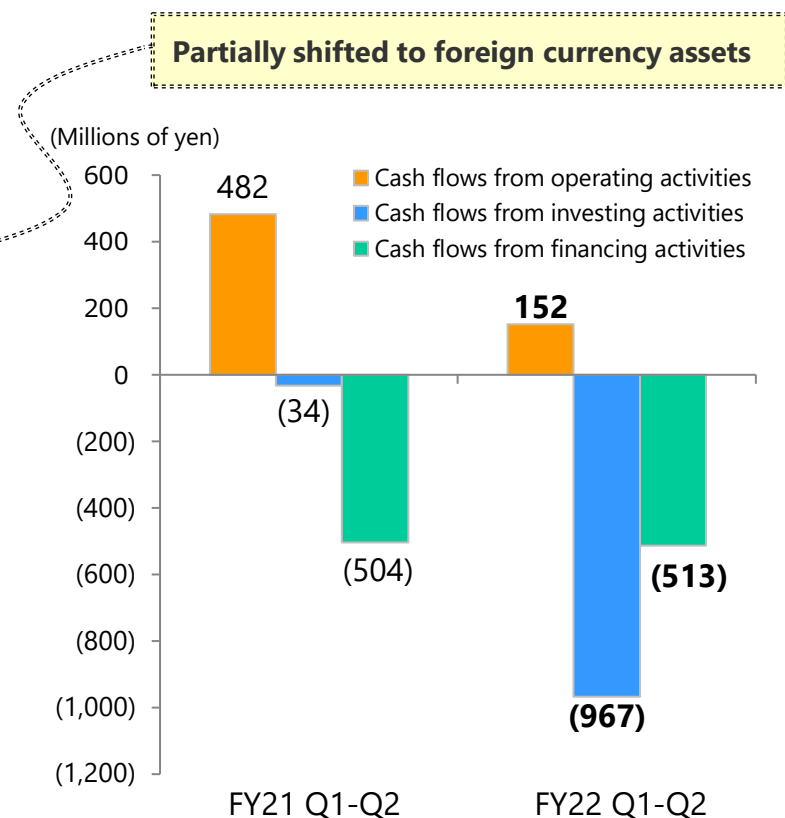
Invest aggressively
<in sources of growth>

¥ Focused on yen-denominated assets

\$
US\$4 million of foreign currency deposits
US\$2.2 million of foreign currency securities

1-7 Consolidated Statement of Cash Flows

(Millions of yen)	FY21Q1-Q2	FY22Q1-Q2	YoY
Cash flows from operating activities	482	152	(330)
Cash flows from investing activities	(34)	(967)	(932)
Cash flows from financing activities	(504)	(513)	(9)
Net change in cash and cash equivalents	(56)	(1,325)	(1,269)
Cash and cash equivalents at the beginning of the year	2,784	3,307	+523
Cash and cash equivalents at the end of the year	2,728	1,981	(746)



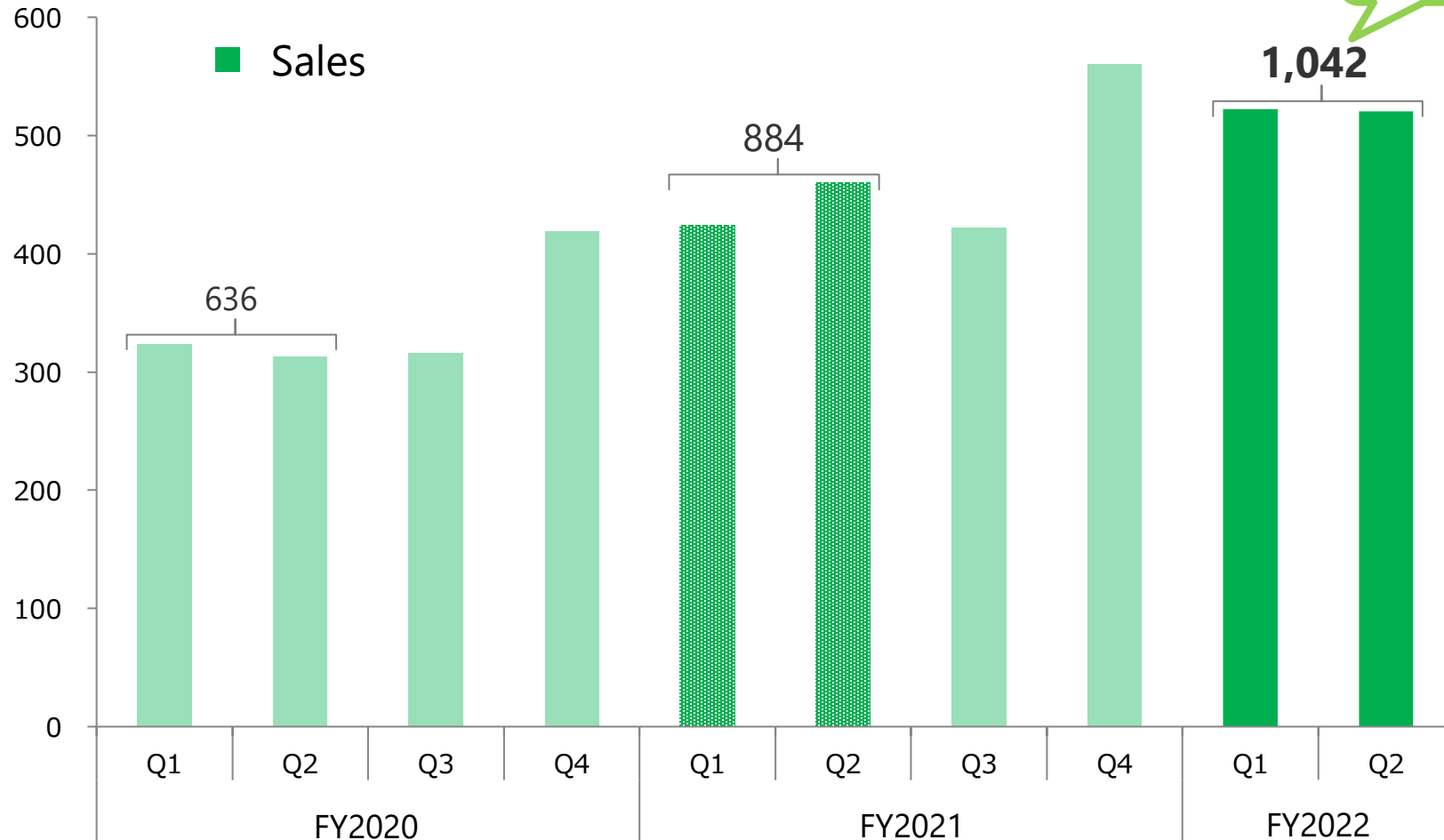
Positive factor ⇒ Posting of net income before income taxes of ¥835 mn
 Negative factors ⇒ Income taxes paid of ¥695 mn., payments into foreign currency time deposits of ¥579 mn, purchase of investment securities (incl. foreign currency securities) of ¥351 mn, purchase of treasury shares of ¥ 202 mn, and cash dividends paid of ¥310 mn

◆ Customer Satisfaction (CS) Research Business

Achieved YoY growth for 20 consecutive quarters

[Quarterly Trend]

(Millions of yen)



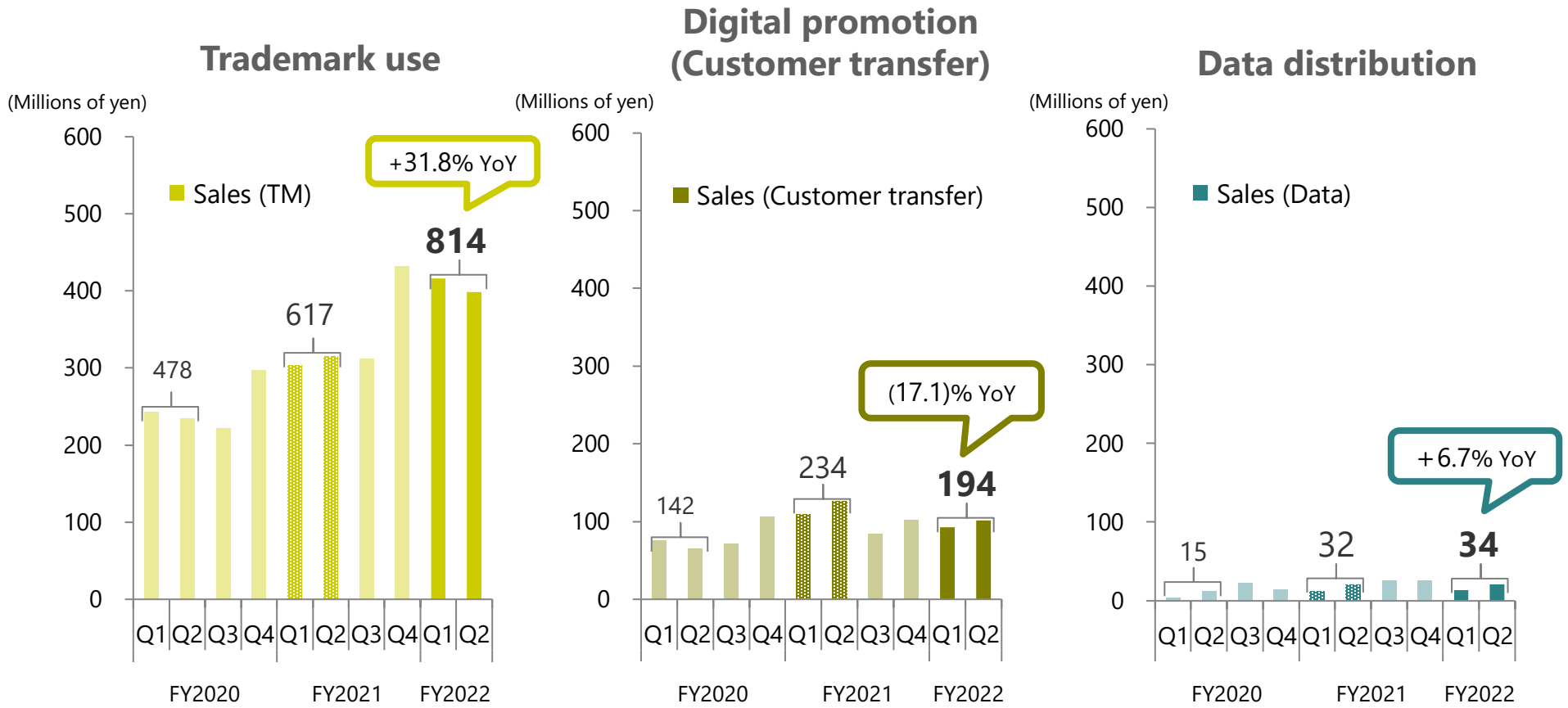
**+17.9%
YoY**

2. Overview of Communication Business (2)

◆ Customer Satisfaction (CS) Research Business

Achieved a YoY **revenue growth** in trademark use and data distribution

[Quarterly Trend]



◆ Customer Satisfaction (CS) Research Business

Ranking lists by category

■ Insurance Industry

Car/Bike/Bicycle/Fire/Pets/Life/Medical/Cancer/Visit type insurance shop

■ Financial Industry

Internet securities/iDeCo Securities Company/Internet bank/Net banking/
Foreign currency deposits/Housing loan/FX trading/Bank card loan/
Non-bank card loan/Smartphone payment service/Virtual currency/
Robo advisor/Smartphone securities/Credit card

■ Cram School

College entrance exam (Group guidance for senior high school students/Personal coaching for senior high school students/Topnotch universities for senior high school students)/Senior high school entrance exam (Group/Personal)/Junior high school entrance exam (Group/Personal)/Publicly-run integrated junior and senior high school (Group) /Elementary school students (Group/Personal)/Correspondence study(for elementary school/junior high school/senior high school)/Home teacher/Infants, elementary school students learning classroom/Intellectual education for infants

■ School

English conversation school/Children's English (Infant/Elementary)/Online English Conversation/Correspondence study

■ Life related

Hometown Tax Donation Program Website/Water server/House cleaning/
Moving firm/Self storage(Rental space/Container)/Delivery type storage/
Food delivery service/Subscription video distribution/Car purchase traders/
Digital comics(Comprehensive/Publisher)/Specializing in used car seller/
Manufacturer type used car seller/Vehicle inspection/Children photo studio/
Electricity retailer/Bike seller/Manufacturer type bike seller

■ Telecommunications Industry

Low-cost SIM(Subscriber Identity Module)/Low-cost smartphone/Internet service provider/Internet connection/Mobile carrier/Low-cost mobile carrier

■ Housing Industry

Estate agency Selling(Condominium/Detached/Land)/Estate agency
Buying(Condominium/Detached)/Condominium management company/Rental information shop/Rental information website/Renovation (Large-scale/Detached/Condominium)/New condominium/House builder Custom-built Ready-built (Builder/House builder/Real estate developer)/Large-scale condominium repair

■ Retailer

Auto parts and accessories shop/Tire shop

■ Beauty Industry

Beauty salon(Facial/Bridal/Lose weight, Body care)/
Waxing salon/Epilation clinic

■ Sports & Health

Fitness club/Kid's swimming school

■ Wedding Industry

House wedding/Marriage agency/Wedding hall consultation counter/Wedding hall information website/Dating·Marriage matching apps/Low-cost wedding

■ Human resources

Job hunting agency/Job hunting website/Employment information service/Changing job website/Changing job agency/
Reverse job application service/Nurse changing job/High-class·Middle-class changing job/Temp agency/Manufacturing temp/Temp information website/Changing job scout service

■ Travel

Hotel comparison website/Airline ticket comparison website/Tour comparison website

■ Business Solutions

Internet printing online order/Corporate training/Messaging app for business/Web conferencing tool

Additional ranking lists announced in July through September

- Bike seller ● Manufacturer type bike seller
- Estate brokerage (sale of land)
- Correspondence study for care managers
- Correspondence study for civil servants ● Low-cost wedding (re-listed)

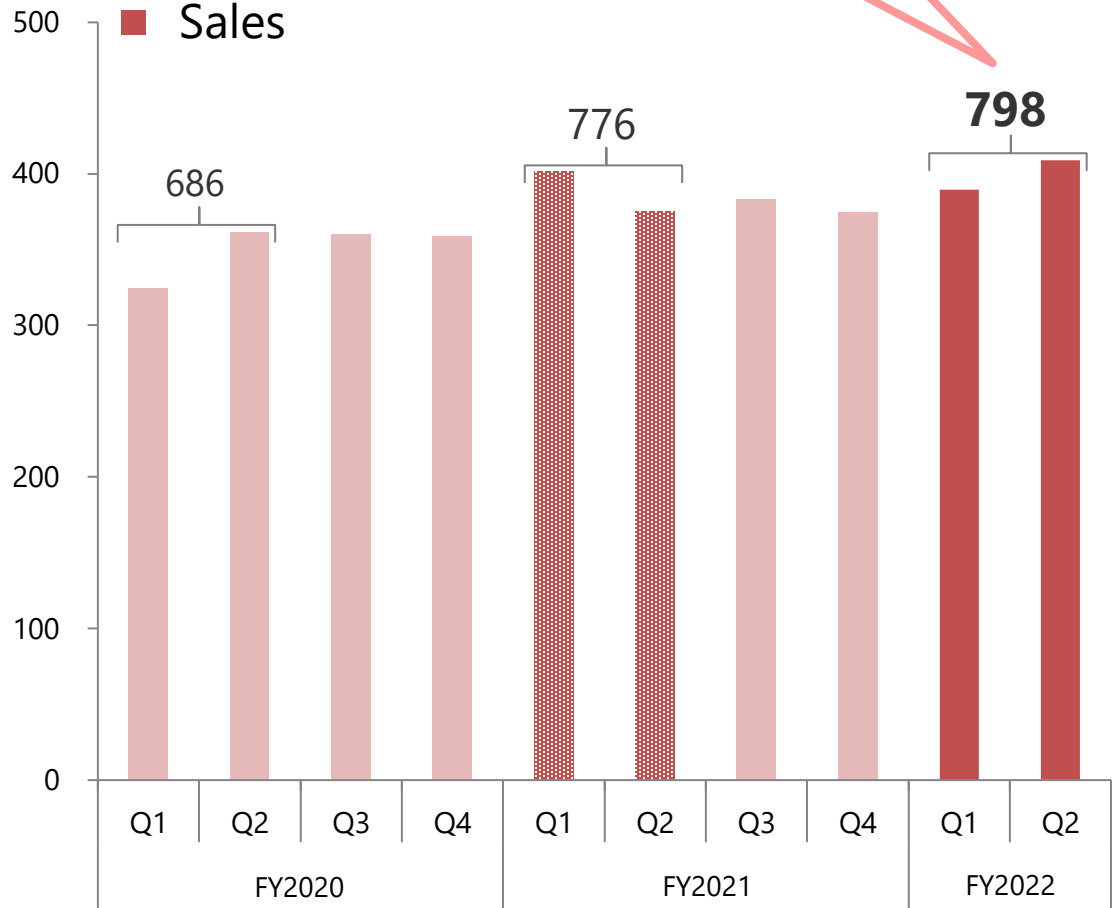
Total **190** ranking lists

(As of Sep. 2022)

◆ News & Media Business

[Quarterly Trend]

(Millions of yen)



+2.8% YoY

Content for third-party media

Entertainment news recovered after bottoming out from FY2021Q4

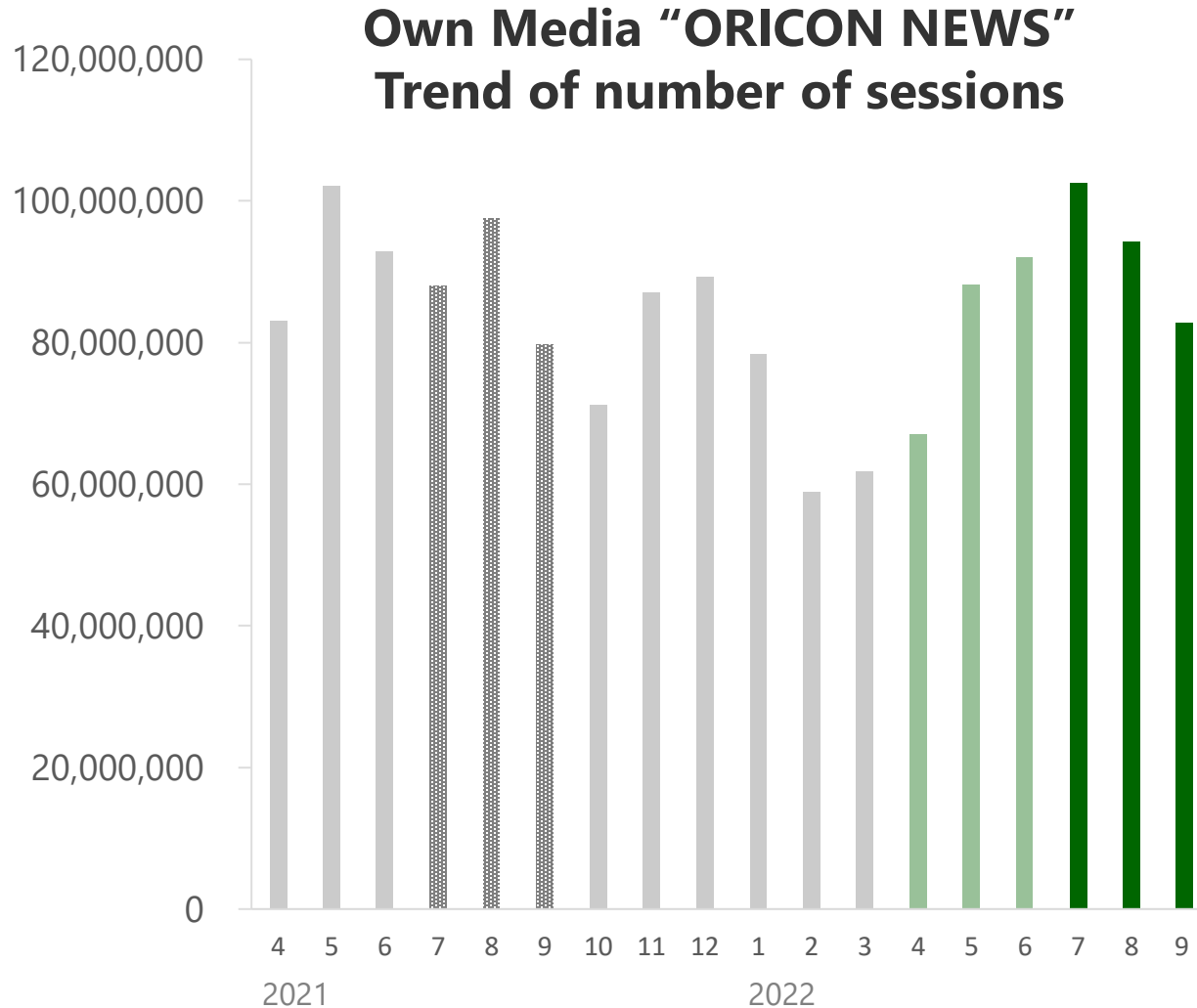
Own Media

Unit price of sessions and videos increased

Consulting Business

Remained steady

◆ News & Media Business



FY22Q1–Q2 (Apr.–Sep.)
The number of sessions
decreased by approx.
3% YoY

FY22Q2 (Jul.–Sep.)
The number of sessions
increased by approx.

6% YoY, and

13% QoQ

Monthly ad unit price
increased YoY by approx.
25% in July,
28% in August, and
12% in September

◆ News & Media Business

“ORICON NEWS” YouTube Channel

Over 1.67 million subscribers as of Sep. 2022



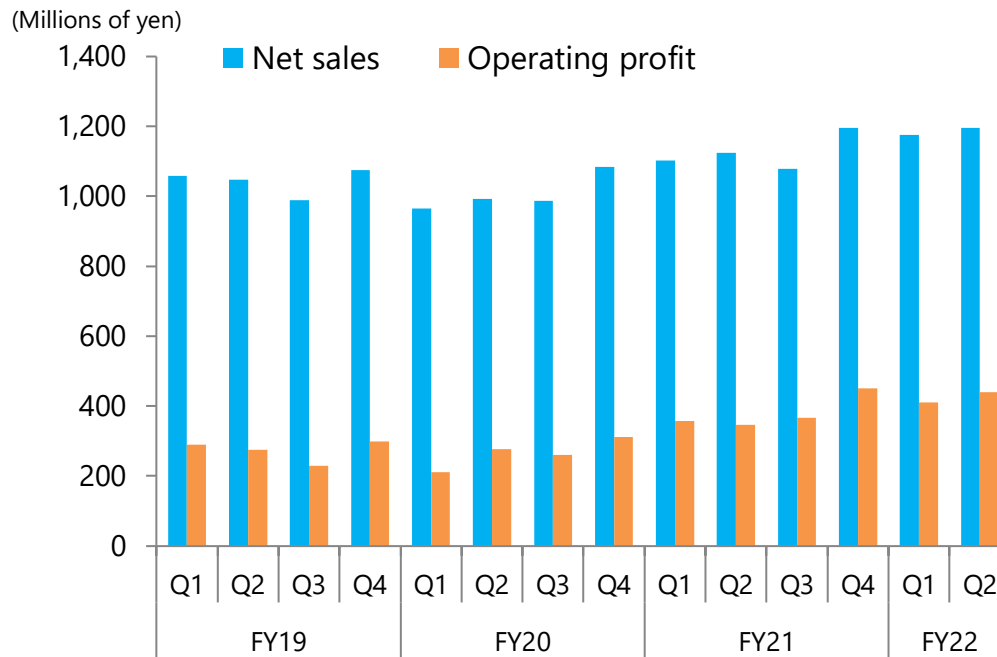
3. Full-Year Forecast for FY2022

The forecast of consolidated financial results announced on May 10, 2022 **remains unchanged**

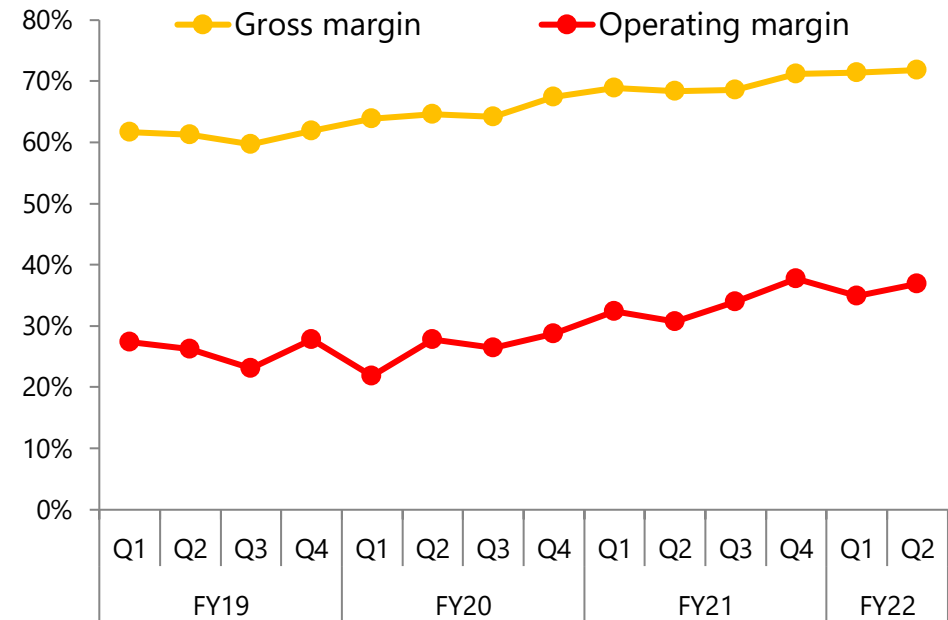
(Millions of yen)	FY2021 Results	FY2022 Forecast	YoY		FY22Q1-Q2 Results	Progress against full-year forecast
			Amount	%		
Net sales	4,502	4,850	+347	+7.7%	2,371	48.9%
Operating profit	1,520	1,650	+129	+8.5%	850	51.6%
Ordinary profit	1,507	1,620	+112	+7.5%	835	51.6%
Net income attributable to owners of the parent	1,011	1,070	+58	+5.8%	545	51.0%

4. [Reference] KPI Trends (1)

◆ Quarterly Earnings

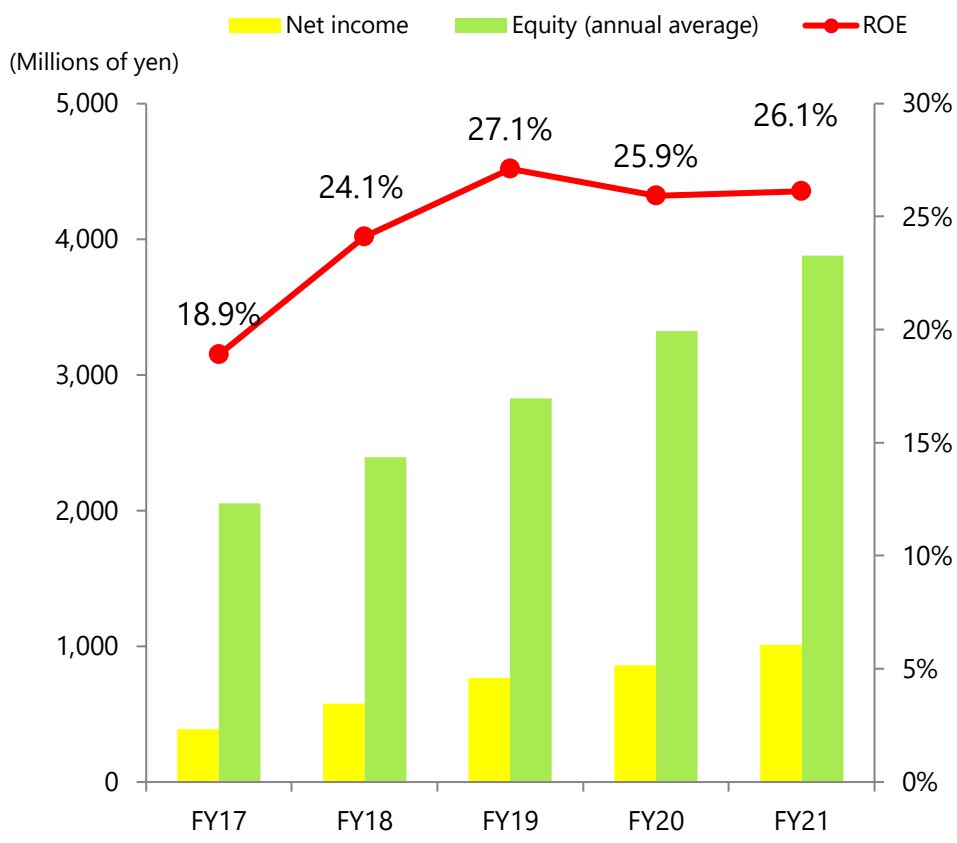


◆ Quarterly Profit Margin

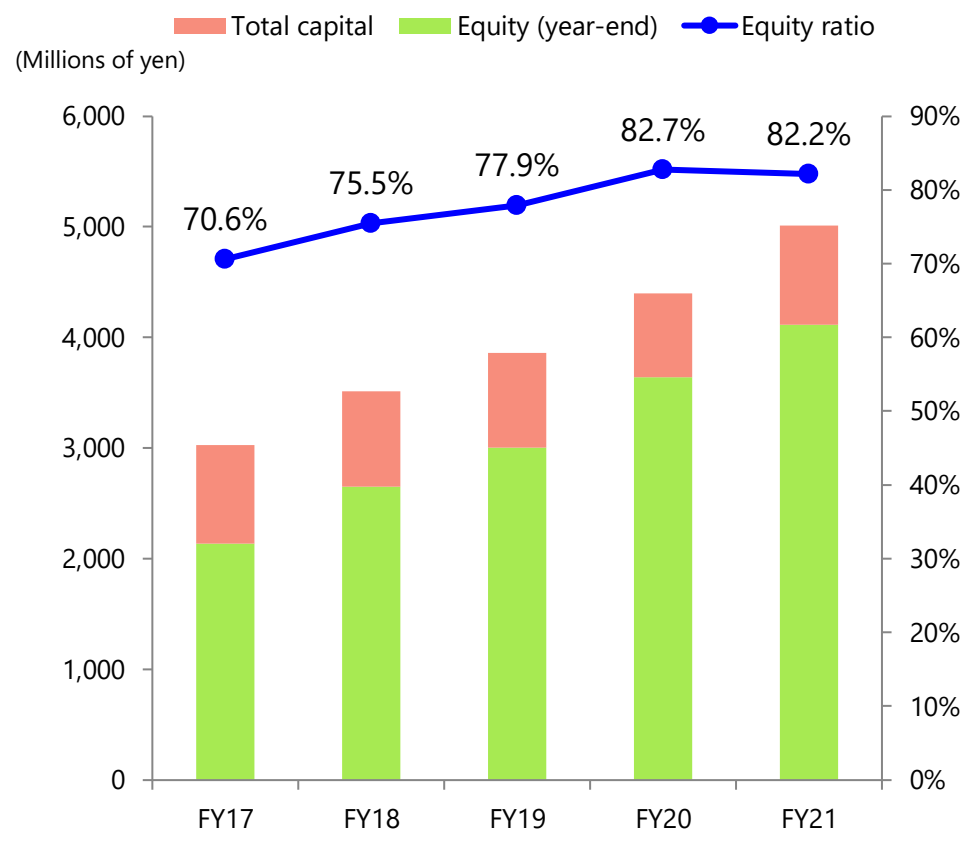


4. [Reference] KPI Trends (2)

◆ ROE



◆ Equity Ratio



The forward-looking statements including the earnings forecasts contained in this report are based on information currently available to us and certain assumptions that we believe to be reasonable. Accordingly, please be advised that we do not guarantee the achievement of the forecasts, and the actual results may differ significantly from the forecasts due to a variety of factors.

Oricon Inc.
<https://www.oricon.jp/>