



**ORICON**

# **Financial Results for the Nine-Month Period Ended December 31, 2022**

February 3, 2023

Oricon Inc.

(Securities Code: 4800)

## Corporate Philosophy

# Turning facts into intelligence

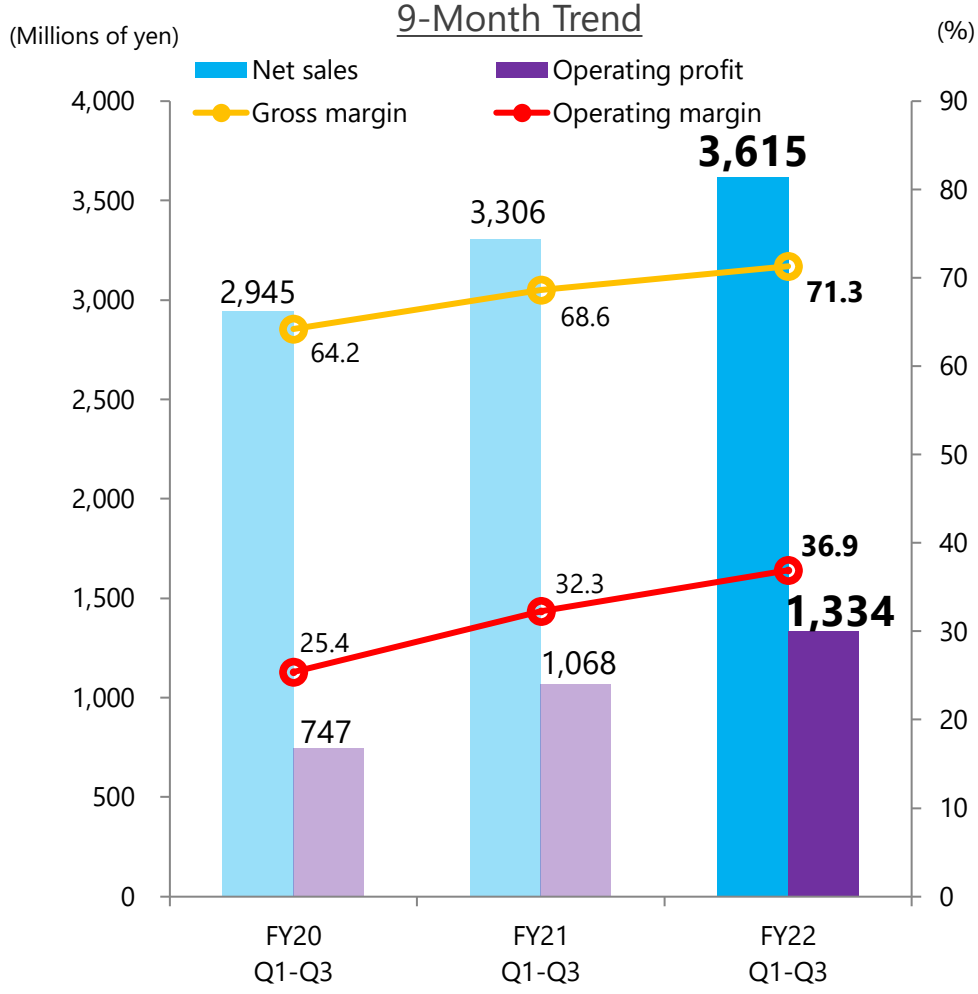
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## Management Policy

**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–Q3 increased YoY, achieving record-high operating profit



● FY22Q1–Q3		(YoY change)
Net sales	<b>¥3,615 mn</b>	(+ 9.3%)
Gross margin	71.3%	(+ 2.7 pts)
Operating profit	<b>¥1,334 mn</b>	(+ 24.8%)
Operating margin	36.9%	(+ 4.6 pts)
● FY22Q3 (Oct.–Dec.)		(YoY change)
Net sales	<b>¥1,243 mn</b>	(+ 15.3%)
Gross margin	70.9%	(+ 2.3 pts)
Operating profit	<b>¥483 mn</b>	(+ 31.9%)
Operating margin	38.9%	(+ 4.9 pts)

# 1-2 Consolidated Statement of Income

(Millions of yen)	FY21	FY22	YoY	
	Q1-Q3	Q1-Q3	Amount	%
<b>Net sales</b>	3,306	<b>3,615</b>	+308	+9.3%
<b>Cost of sales</b>	1,038	<b>1,035</b>	(2)	-0.2%
(Cost of sales margin)	(31.4%)	(28.7%)		
<b>Gross profit</b>	2,268	<b>2,579</b>	+310	+13.7%
(Gross margin)	(68.6%)	(71.3%)		
<b>SG&amp;A expenses</b>	1,199	<b>1,244</b>	+45	+3.8%
(SG&A margin)	(36.3%)	(34.4%)		
<b>Operating profit</b>	1,068	<b>1,334</b>	+265	+24.8%
(Operating margin)	(32.3%)	(36.9%)		
<b>Ordinary profit</b>	1,056	<b>1,267</b>	+211	+20.0%
(Ordinary margin)	(32.0%)	(35.1%)		
<b>Net income before income taxes</b>	1,090	<b>1,267</b>	+177	+16.2%
(Pretax profit margin)	(33.0%)	(35.1%)		
<b>Net income attributable to owners of the parent</b>	716	<b>826</b>	+110	+15.4%
(Net margin)	(21.7%)	(22.9%)		

→ See next slide for the breakdown by segment

← Due to the efforts to improve employees' compensation

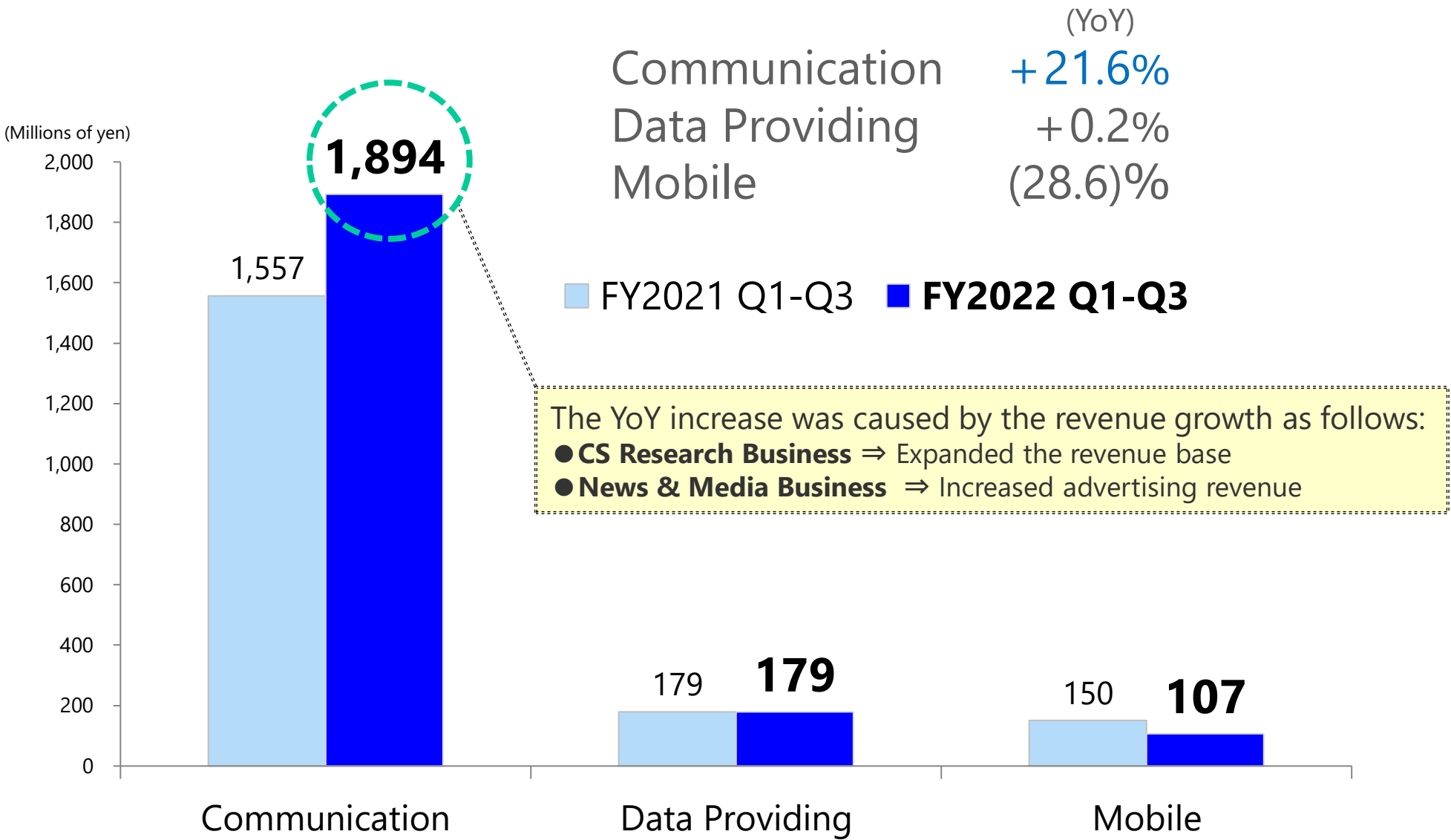
← Due to the posting of foreign exchange losses in non-operating expenses

← 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

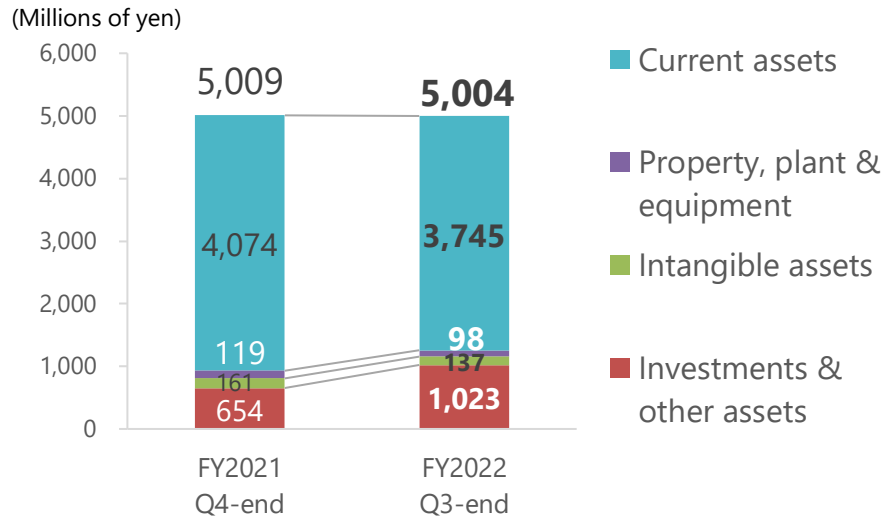
Sales of the Communication Business increased by **14.4% YoY**

(Million of yen)	FY2021 Q1-Q3	FY2022 Q1-Q3	YoY	
			Amount	%
Communication	2,466	<b>2,822</b>	+355	+14.4%
Customer Satisfaction Research	1,306	<b>1,548</b>	+241	+18.5%
News & Media	1,159	<b>1,273</b>	+113	+9.8%
Data Providing	498	<b>502</b>	+3	+0.8%
Mobile	341	<b>290</b>	(51)	-15.0%
<b>Total</b>	<b>3,306</b>	<b>3,615</b>	<b>+308</b>	<b>+9.3%</b>

# 1-4 Breakdown of Operating Profit by Segment

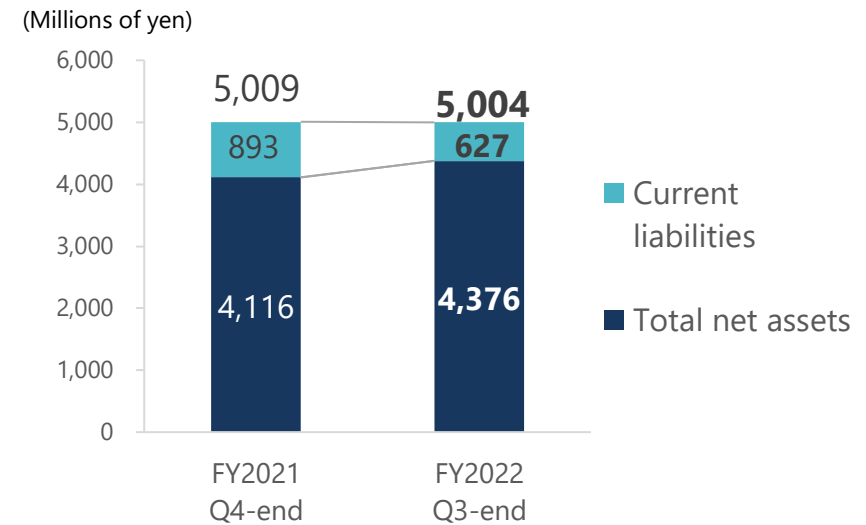


## ● Assets



(Millions of yen)	FY2021 Q4-end	FY2022 Q3-end	Change
Current assets	4,074	3,745	(329)
Property, plant and equipment	119	98	(20)
Intangible assets	161	137	(24)
Investments and other assets	654	1,023	+368
<b>Total assets</b>	<b>5,009</b>	<b>5,004</b>	(5)

## ● Liabilities and Net Assets



(Millions of yen)	FY2021 Q4-end	FY2022 Q3-end	Change
Current liabilities	893	627	(266)
Non-current liabilities	—	—	—
Total liabilities	893	627	(266)
Total net assets	4,116	4,376	+260
<b>Total liabilities and net assets</b>	<b>5,009</b>	<b>5,004</b>	(5)

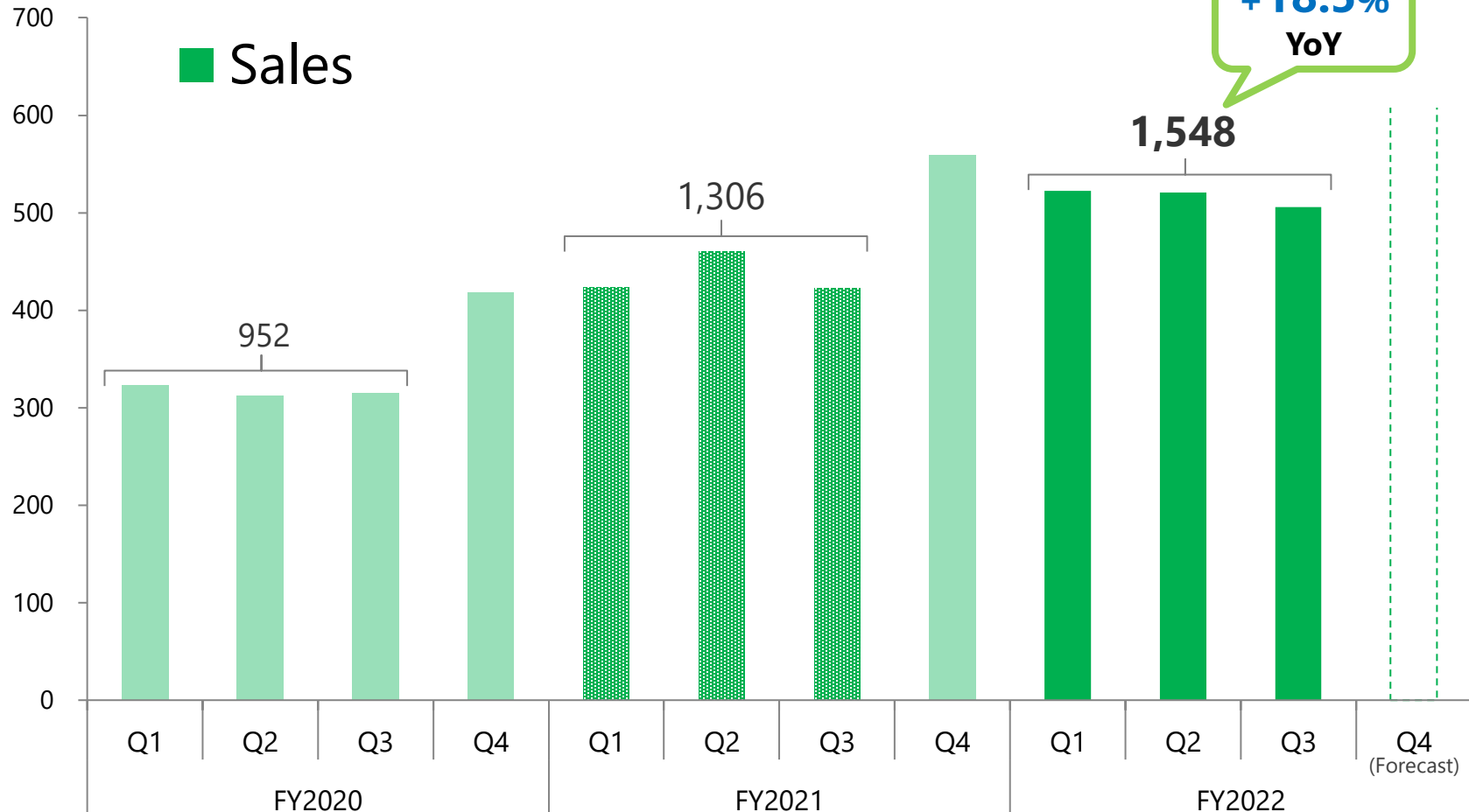
The equity ratio stood at **87.5%** (up 5.3 pts from FY2021 Q4-end) due to an increase in net assets

### ◆ Customer Satisfaction (CS) Research Business

**Achieved YoY growth for 21 consecutive quarters**

[Quarterly Trend]

(Millions of yen)

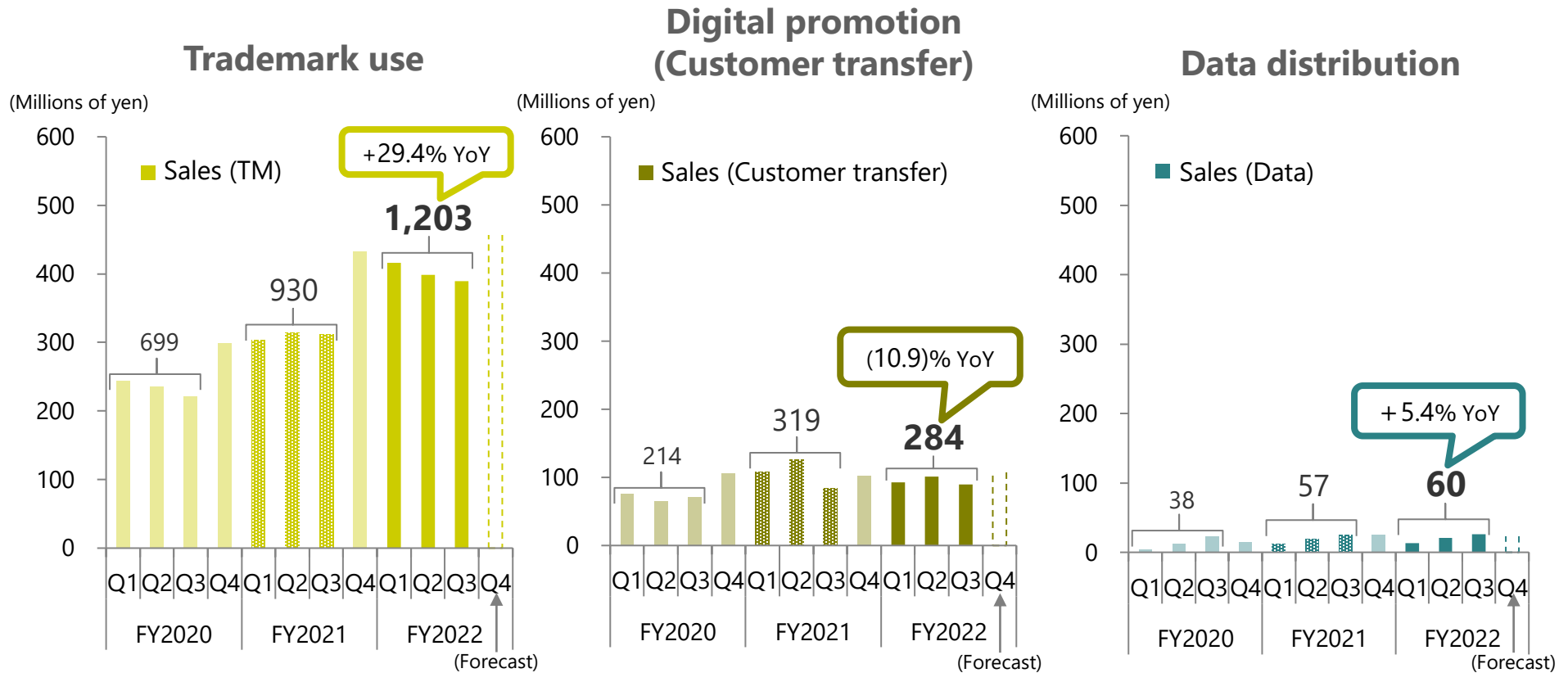




### ◆ Customer Satisfaction (CS) Research Business

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

[Quarterly Trend]



Continued to show a strong performance from FY22 H1

Showed a recovery trend (with Q3 revenue turning to a YoY increase)

Grew steadily

## ◆ 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 October through December**

Elementary school students (Personal) Tokai region

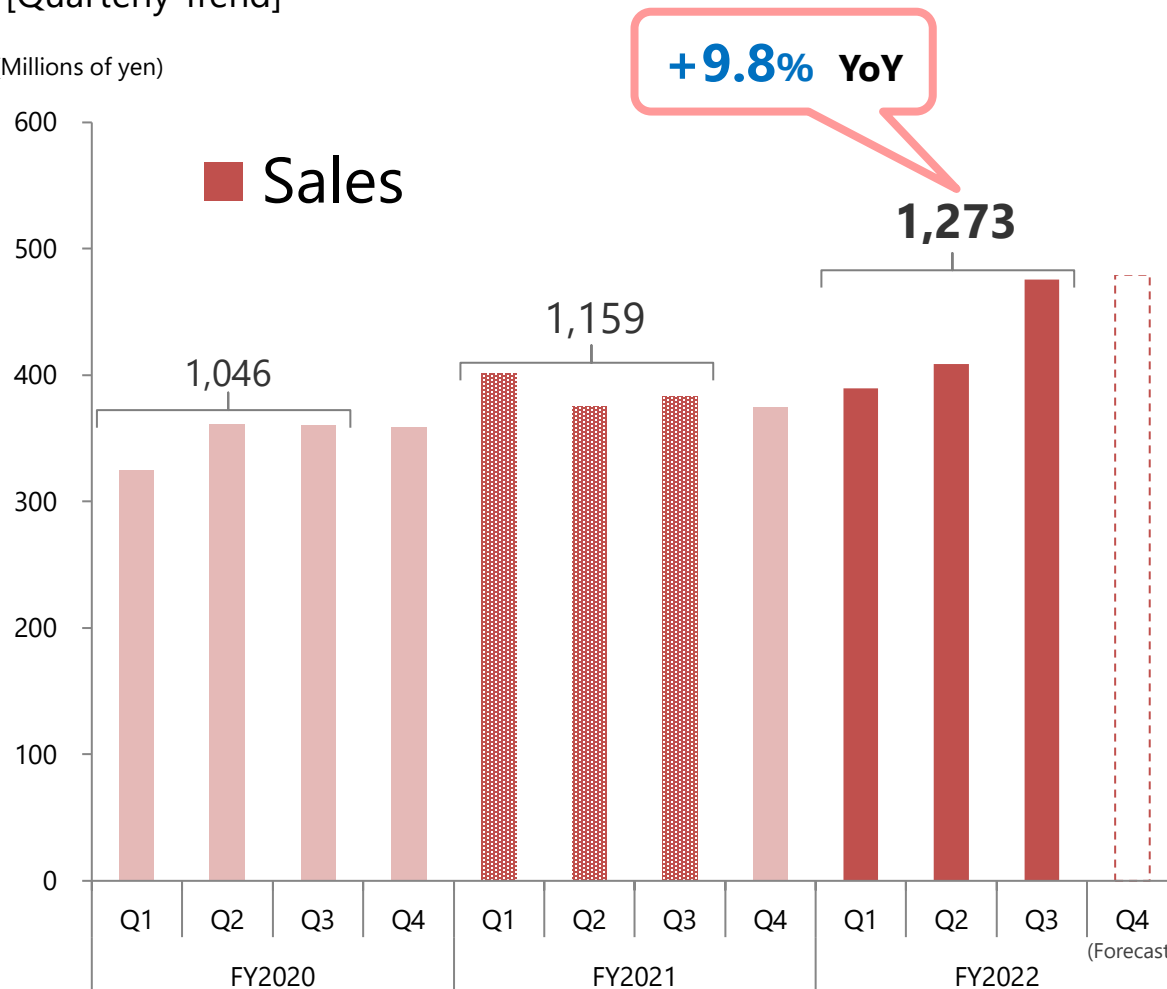
Total **191** ranking lists

(As of Dec. 2022)

### ◆ News & Media Business

[Quarterly Trend]

(Millions of yen)



#### Content for third-party media

Entertainment news recovered

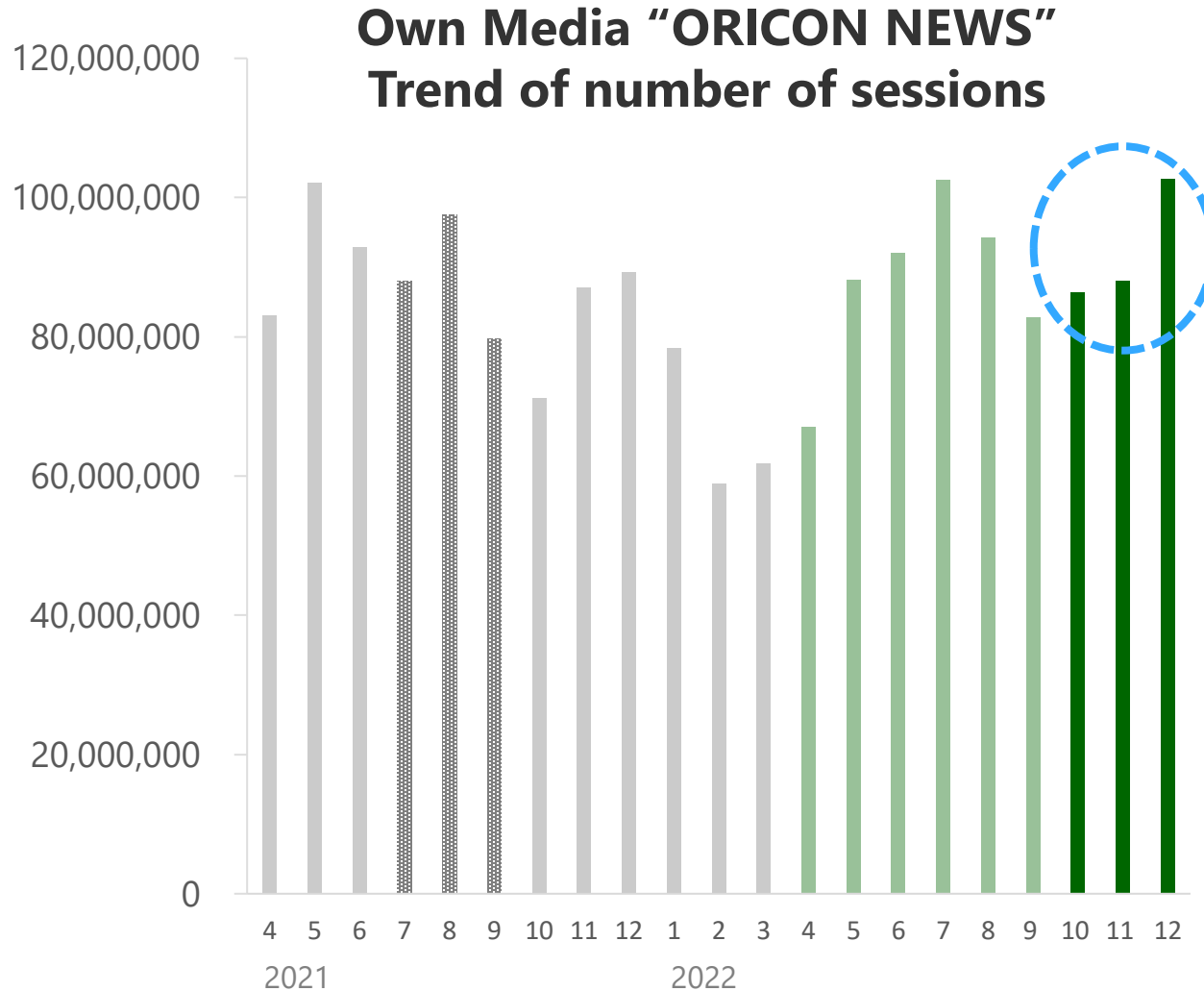
#### Own media

The number of sessions and the ad unit price increased

#### Consulting business

Remained steady

### ◆ News & Media Business



FY22Q1–Q3 (Apr.–Dec.)  
The number of sessions  
**increased by approx.  
2% YoY**

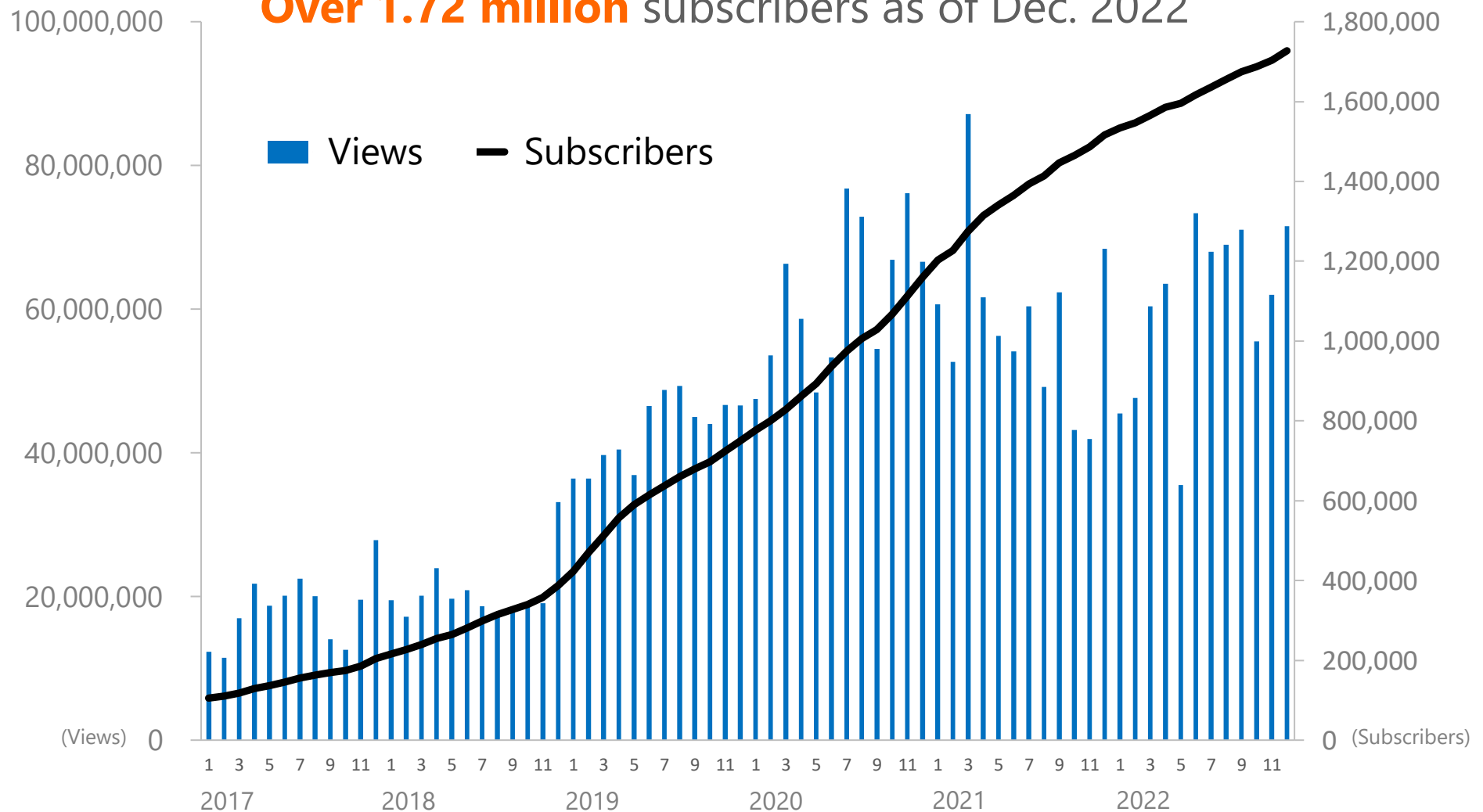
FY22Q3 (Oct.–Dec.)  
The number of sessions  
**increased by approx.  
12% YoY, but  
decreased by approx.  
1% QoQ**

Monthly ad unit price  
increased YoY by approx.  
**21% in October,  
31% in November, and  
22% in December**

### ◆ News & Media Business

#### “ORICON NEWS” YouTube Channel

**Over 1.72 million** subscribers as of Dec. 2022



### 3. Full-Year Forecast for FY2022

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

(Million of yen)	FY2021 Results	FY2022 Forecast	YoY		FY22 Q1-Q3 Results	Progress against full-year forecast
			Amount	%		
Net sales	4,502	<b>4,850</b>	+347	+7.7%	<b>3,615</b>	74.5%
Operating profit	1,520	<b>1,650</b>	+129	+8.5%	<b>1,334</b>	80.9%
Ordinary profit	1,507	<b>1,620</b>	+112	+7.5%	<b>1,267</b>	78.2%
Net income attributable to owners of the parent	1,011	<b>1,070</b>	+58	+5.8%	<b>826</b>	77.2%

«New initiative in Customer Satisfaction (CS) Research Business»

### (1) Overseas Expansion (in Asia)

- We have completed a survey for target users and conducted test marketing.
- Next month (in March), we plan to publish a press release on the outline, including the target areas.

### (2) CS consulting

- We will start providing services for client companies aiming to improve their CS rankings  
⇒ by selling solutions using our own survey data analysis reports.
- The services are scheduled to launch in Q4 of the current fiscal year.

We aim to increase earnings by further improving  
**recognition, reliability, and value of our brand.**

### 《Efforts to anticipate the social impact of Web3》

#### Oricon Annual Ranking 2022 Award-winning trophies converted to NFT\*

\*NFT: Non-Fungible Token

The NFT was distributed free of charge for a limited time of 14 days from noon on Wednesday, January 18 to February 1, 2023.

Connecting artists and fans, contributing to the revitalization of the Japanese music industry.

Going forward, we will also distribute winning trophy NFTs for the "Oricon Customer Satisfaction (CS) Award."



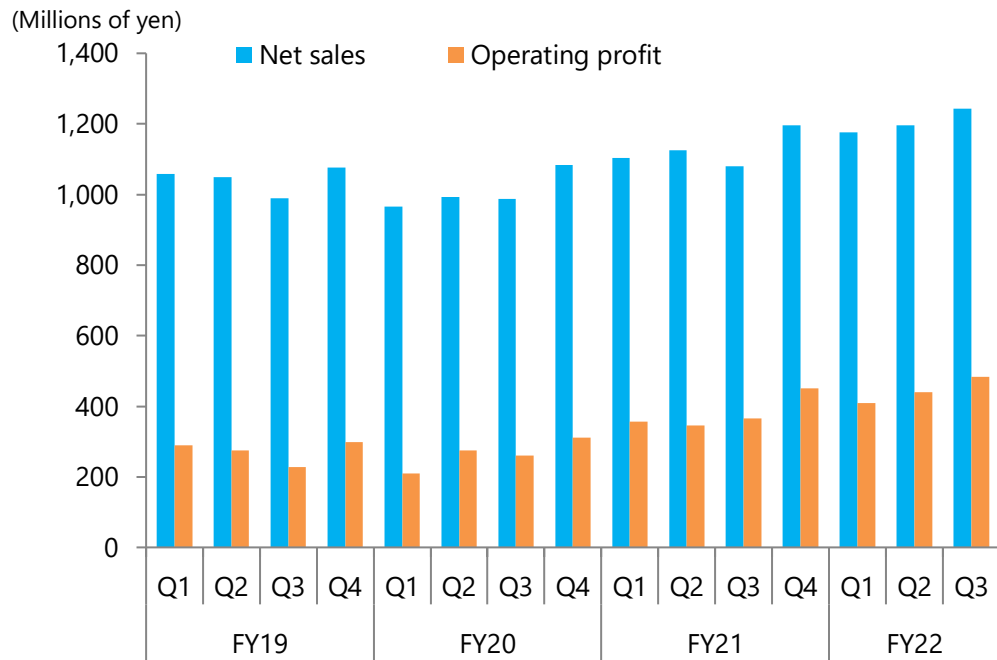
Winning Trophy NFT (Sample)

We will strengthen our services for NFT holders, aiming to **improve the "Oricon" brand value.**

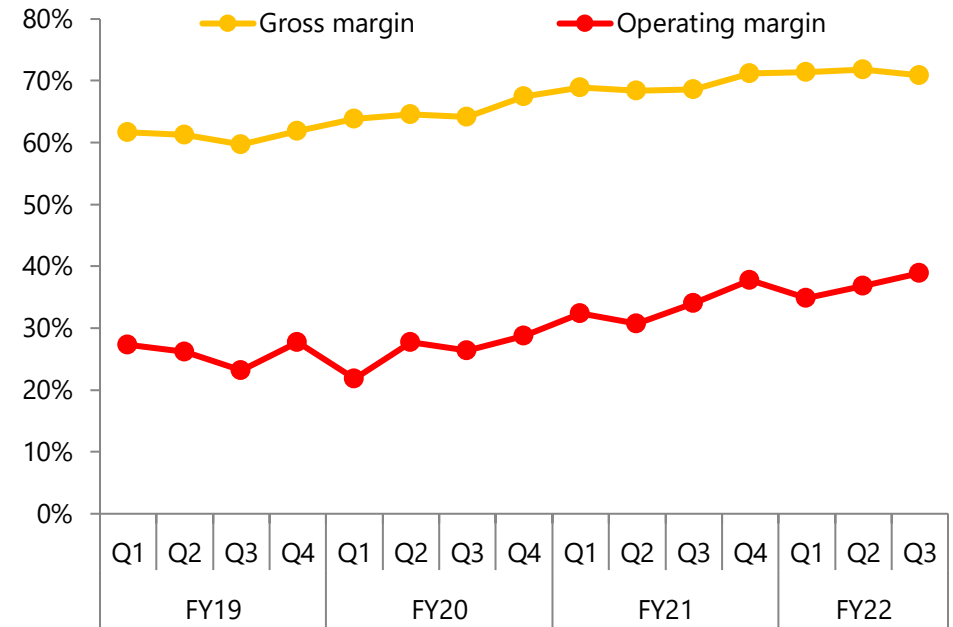


# 4. [Reference] KPI Trends (1)

## ◆ Quarterly Earnings

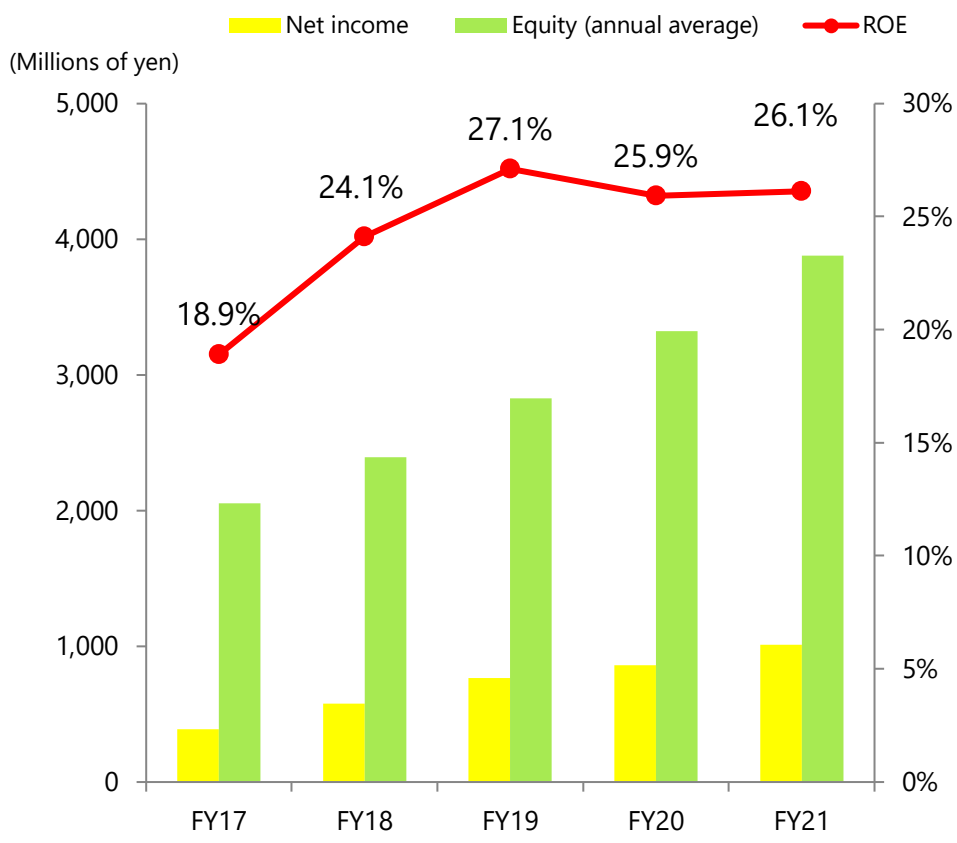


## ◆ Quarterly Profit Margins

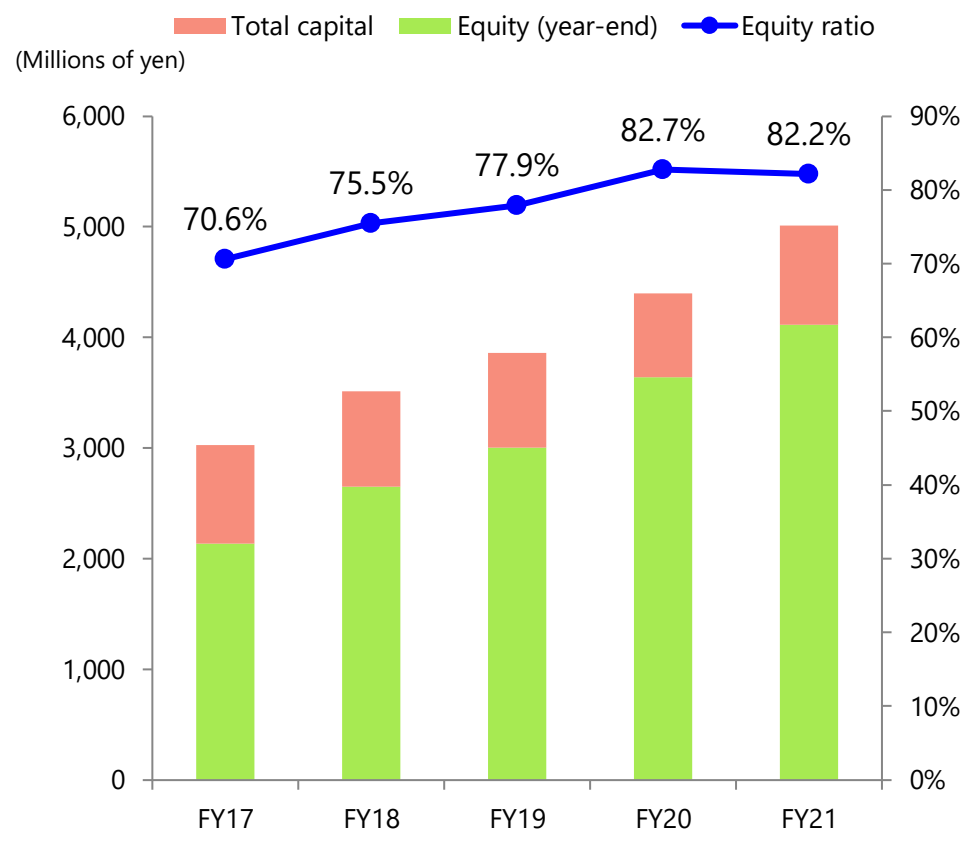


# 4. [Reference] KPI Trends (2)

## ◆ 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/>