

Financial Results Explanatory Material

Financial Results for the 2nd Quarter of Fiscal Year Ending September 30, 2023

Atrae, Inc. (TSE Prime Market: 6194)

Agenda

- 1. Acquisition of Treasury Shares and Downward Revision of Financial Forecast
- 2. Company Overview
- 3. Financial Highlights
- 4. About Business
- 5. References

Agenda

- 1. Acquisition of Treasury Shares and Downward Revision of Financial Forecast
- 2. Company Overview
- 3. Financial Highlights
- 4. About Business
- 5. References

Downward Revision of FY2023 Full-Year Forecast

Green's sales bottomed out at the end of Q2

Wevox reflects postponement of large deals and churn of some companies

Performed cost reductions in new businesses to concentrate on Green and Wevox

and return to a growth trajectory as soon as possible

			Revised Forecast		evious Forecast on November 1	Revised Forecast /FY2022 Actual		
(Million yen)		FY2023 full-year	FY2023 full-year	Variance	%	FY2022 full-year	%	
Sales			7,500	8,150	△650	△8.0%	6,588	+13.8%
People	e Tech	Green	5,100	5,625	△525	△9.3%	4,822	+5.8%
*******		Wevox	1,900	2,100	△200	△9.5%	1,410	+34.8%
		New business	90	105	△15	△14.3%	105	△14.3%
Sports	s Tech	Altiri	410	320	+90	+28.1%	251	+63.3%
Operating Exper	nses		6,690	7,030	△340	△4.8%	5,528	+21.0%
People	e Tech		5,530	5,960	△430	△7.2%	4,676	+18.3%
		Share-based payment expenses	295	305	△10	△3.3%	246	+19.9%
	:i	New business	310	581	△271	△46.6%	219	+41.6%
Sports	s Tech		1,160	1,070	+90	+8.4%	852	+36.2%
Operating Profit			810	1,120	△310	△27.7%	1,060	△23.6%
Operating Profit	Operating Profit Margin			13.7%		△2.9pt	16.1%	△5.3pt

Acquisition of treasury shares up to 1 billion yen

Overview

- Maximum amount of shares to be acquired: 1 billion yen
- Maximum number of shares to be acquired: 1,400,000 shares (5.2% of total shares outstanding (excluding treasury shares))
- Period of acquisition: From May 12, 2023 to July 31, 2023
- Method of acquisition: Market purchase on the Tokyo Stock Exchange through a discretionary trading authorization agreement

Purpose

 In order to enhance shareholder returns and improve capital efficiency, and to enable the flexible execution of capital policy in response to changes in the business environment

Cash position after acquisition of treasury shares

- No interest-bearing liabilities
- Commitment line of 600 million yen and overdraft facility of 700 million yen
 yen of borrowings outstanding
- Cash available for investment in future growth even after acquisition of treasury shares

Agenda

- 1. Acquisition of Treasury Shares and Downward Revision of Financial Forecast
- 2. Company Overview
- 3. Financial Highlights
- 4. About Business
- 5. References

Our Vision

Create the Company that Attracts People in the World.

We stick to creating a company and our services we are proud of to continue being an attractive company that people want to cheer for.

We will become an essential company in the world as Japan's global company.

Japan's First

People Tech Company

Redefined our company with a hope for "Creating business that expands people's possibility through technology".

What We Value

Company = Making people who are involved happy



Value Cycle of "Making People Happy"

By keeping this cycle and expanding the circle of people involved, we will pursue the creation of a sustainable organization and achieve our vision to "Create the Company that Attracts People in the World".

The most competitive advantage
in the intellectual industrial
society is "human capital"

Pursue employees' happiness and make
them feel rewarded which will lead to
hiring capable members and making an
environment for them to flourish

Employees'
happiness

Clients'
happiness

Social
contribution

Shareholders'
happiness

Providing value through business we believe in

Even more investment for business expansion and social contribution through patronage, employment, tax

Increase of the stock value through the growth of sales and profit

Agenda

- 1. Acquisition of Treasury Shares and Downward Revision of Financial Forecast
- 2. Company Overview
- 3. Financial Highlights
- 4. About Business
- 5. References

Financial Results for FY2023 Q2

FY2023 Q1-Q2

Million yen YoY +14.1 % Progress 43.4 % 3,541 Sales

Operating Profit

318

Million yen YoY $\triangle 52.2\%$ Progress 28.4%

Business

Confirmed that Green's sales bottomed out

Number of active users of Green, which we have continuously disclosed, has reached a record high

Newly disclosed number of applicants turned positive compared to the previous year

Wevox achieved YoY +58.9% sales growth

Monthly churn rate for Wevox users remains below 1% (temporary worsening in April)

Topics

Resolved acquisition of treasury shares amounting to 1 billion yen in order to enhance the shareholder returns and to improve capital efficiency, etc.

Downward Revision of FY2023 Full-Year Forecast Reduced operating expenses for new businesses from 581 million yen to 310 million yen to make disciplined and more effective investments

Reassigned engineers and designers from Yenta and Inow to Green and Wevox

12 ©2023 Atrae, Inc.

Disclosure of ESG information using Wevox engagement scores as an indicator of human capital

:Atrae

	FY2020	FY2021	FY2022
Long-vacation acquisition rate (including childcare leave and maternity leave)	8.9%	9.0%	7.7%
Turnover rate	5.9%	2.6%	4.3%
Number of nationalities of employees	3	4	3
Mid-term average engagement score	90	91	91
Number of hours spent discussing organization building by all employees	38	44	46

Increasingly, other listed companies are using Wevox engagement scores for disclosure of human capital









リコーリース株式会社

















Quarterly Financial Highlights

While Green's sales growth was limited to +1.1% YoY due to a decrease in the number of hired employees, confirmed that the sales bottomed out Wevox achieved YoY +58.9% sales growth

			YoY		Q	ρo		YoY	
(Million yen))	FY2023 Q2	FY2022 Q2	%	FY2023 Q1	%	FY2023 Q1-Q2	FY2022 Q1-Q2	%
Sales		1,828	1,599	+14.3%	1,713	+6.7%	3,541	3,103	+14.1%
	Green	1,209	1,196	+1.1%	1,178	+2.6%	2,387	2,327	+2.6%
	Wevox	483	304	+58.9%	449	+7.6%	932	602	+54.8%
	New business	25	25	+0.0%	31	△19.4%	56	51	+9.8%
	Sports Tech	111	74	+50.0%	55	+101.8%	166	123	+35.0%
Operating	g Expenses	1,815	1,383	+31.2%	1,408	+28.9%	3,223	2,438	+32.2%
Operating	g Profit	13	216	△94.0%	305	△95.7%	318	665	△52.2%
Operating Profit Margin		0.7%	13.5%	△12.8pt	17.8%	△17.1pt	9.0%	21.4%	△12.4pt

YoY Comparison (sales)

Continued to focus on web advertising with an awareness of profitability

					YoY					YoY	
(Million yen)		FY2023 Q2	% of Sales	FY2022 Q2	% of Sales	%	FY2023 Q1-Q2	% of Sales	FY2022 Q1-Q2	% of Sales	%
Sales		1,828	100.0%	1,599	100.0%	+14.3%	3,541	100.0%	3,103	100.0%	+14.1%
People Tec	h	1,717	93.9%	1,525	95.4%	+12.6%	3,375	95.3%	2,980	96.0%	+13.3%
Sports Tech	1	111	6.1%	74	4.6%	+50.0%	166	4.7%	123	4.0%	+35.0%
Operating E	kpenses	1,815	99.3%	1,383	86.5%	+31.2%	3,223	91.0%	2,438	78.6%	+32.2%
People Tec	h	1,447	79.2%	1,113	69.6%	+30.0%	2,633	74.4%	1,995	64.3%	+32.0%
Cost of	sales	30	1.6%	25	1.6%	+20.0%	55	1.6%	48	1.5%	+14.6%
SG&A	Web Ad	774	42.3%	402	25.1%	+92.5%	1,351	38.2%	680	21.9%	+98.7%
	TV Ad and Other	91	5.0%	241	15.1%	△62.2%	164	4.6%	442	14.2%	△62.9%
	Personnel Cost	306	16.7%	259	16.2%	+18.1%	600	16.9%	465	15.0%	+29.0%
	Other	246	13.5%	186	11.6%	+32.3%	463	13.1%	360	11.6%	+28.6%
Sports Ted	ch	368	20.1%	270	16.9%	+36.3%	590	16.7%	443	14.3%	+33.2%
Operating P	rofit	13	0.7%	216	13.5%	△94.0%	318	9.0%	665	21.4%	△52.2%

For Reference: Quarterly Financial Highlights

		e i	FY2	020		ī	FY2	021		6	FY2	022		FY2	023
(Million yen)		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Sales		842	911	875	802	886	998	1,221	1,359	1,504	1,599	1,745	1,740	1,713	1,828
People Tech		842	911	875	802	886	998	1,221	1,359	1,455	1,525	1,684	1,673	1,658	1,717
Gr	een	745	804	758	655	713	802	990	1,067	1,131	1,196	1,286	1,209	1,178	1,209
We	evox	83	94	107	132	156	176	206	264	298	304	373	435	449	483
Ne	ew business	14	13	10	15	17	20	25	28	26	25	25	29	31	25
Sports Tech		-	-	-	-	-	-	-	-	49	74	61	67	55	111
Operating E	xpenses	647	848	565	638	608	684	850	1,312	1,055	1,383	1,439	1,651	1,408	1,815
Pe	ople Tech	647	848	565	638	596	674	835	1,271	882	1,113	1,238	1,443	1,186	1,447
	Cost of sales	15	14	10	13	12	16	20	23	23	25	27	30	25	30
	SG&A Web Ad	399	461	302	288	270	287	339	353	278	402	657	765	577	774
	TV Ad and Other	0	138	0	57	17	56	139	441	201	241	91	89	73	91
	Personnel Cost	137	137	147	145	154	172	195	283	206	259	287	371	294	306
	Other	96	98	106	135	143	143	142	171	174	186	176	188	217	246
Sp	ports Tech	-	-	-	-	12	10	15	41	173	270	201	208	222	368
Operating P	rofit	195	63	310	164	278	314	371	47	449	216	306	89	305	13
Operating P	rofit Margin	23.2%	6.9%	35.4%	20.4%	31.4%	31.5%	30.4%	3.5%	29.9%	13.5%	17.5%	5.1%	17.8%	0.7%

Agenda

- 1. Acquisition of Treasury Shares and Downward Revision of Financial Forecast
- 2. Company Overview
- 3. Financial Highlights
- 4. About Business
- 5. References

Our People Tech Business

- Creating a sense of purpose in life and work -





Supporting the childrearing generation **Business Matching App**



yenta

Empowering individuals through the creation of valuable encounters Job Search Website with Contingency Fee

Green

Realization of human resource mobility and optimal placement

Professional Basketball Team



Revitalization of local communities

Atrae

Business Strategy

> A job-based matching platform for professionals



Provide lifelong job satisfaction Organizational capability platform

wevox

Increase the number of rewarding organizations to work for

Sports and Technology Business



Revitalization of the sports industry

18

Green



The origin of the name "Green"

Traffic light "green light" means that we can go. The site "Green" means that job seekers can find their own "green light".

Job Search Website for IT Industry with Contingency Fee

Point1

The first model in this industry

High recognition from both users and clients due to the leading advantage.

Point2

Inexpensive uniform fixed price

Uniform fixed pricing system based on job category. Low cost of hiring excellent talent without risk.

Point3

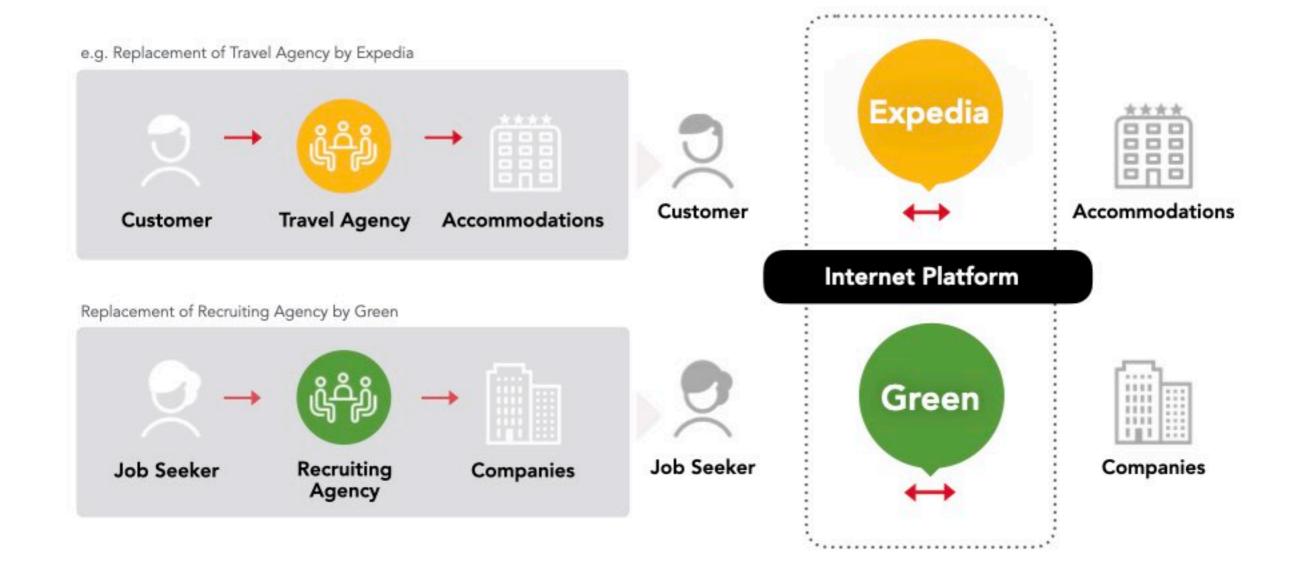
Direct recruiting platform

Job seekers and companies can take action and communicate interactively.

Attain Efficient Matching Via Technology

Labor intensive business model is being replaced by IT in many industries.

Green is replacing recruiting agencies by matching job seekers and companies through IT.



Green Established a Unique Position

Technology × Low Cost × Superiority

Stock and Use of Big Data

Stocking and making use of data via Green *1

making use of data

High precision within the use of big data

Price Competitiveness

Low price due to no need of advisers and facility cost





Business with no fixed cost High competitiveness in terms of cost Predominant Superiority

Pioneer of Contingency fee model (over 15 years)

Number of Cumulative Registered Company

More than **9,500**

Number of Registered User ID

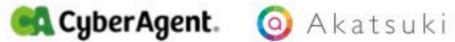
More than 1.14 million

High recognition among recruiting companies

*1 Action data, profile data, selection data

Companies from Various Industries Introduce Green

Though companies adopting Green is mostly in the IT/Web industry, digitalization is taking part in many industries. With the increased credibility and recognition due to being listed on the TSE Prime Market, many prominent companies have introduced Green.

























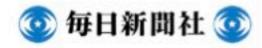




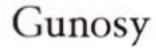










































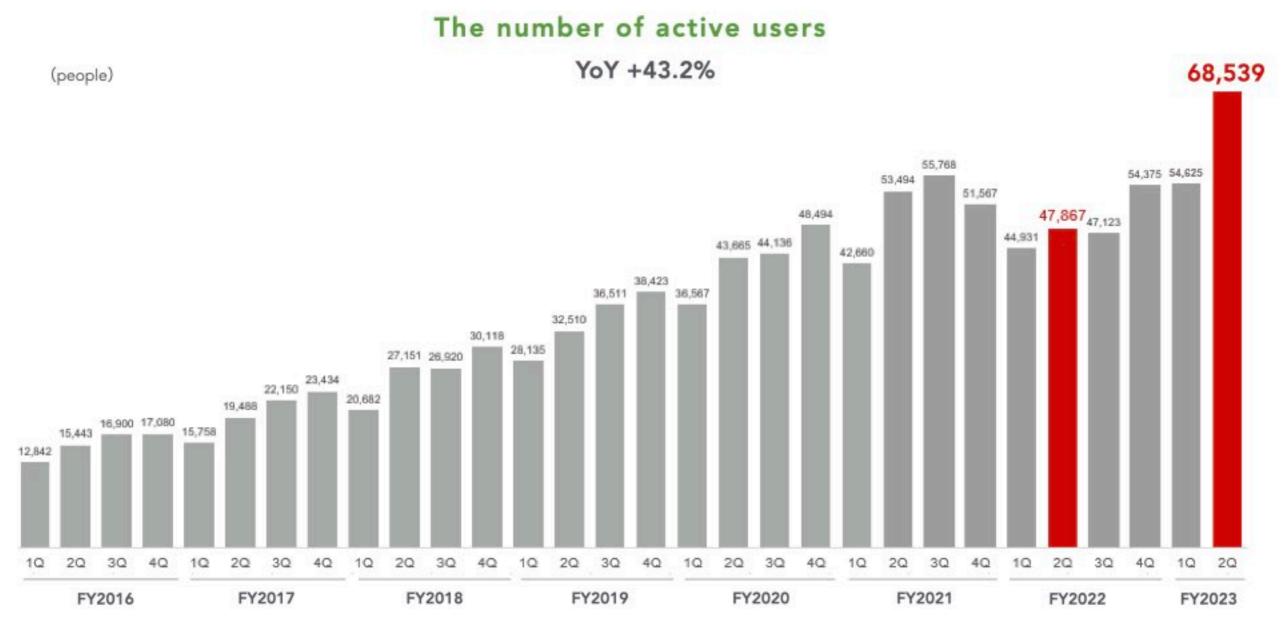


Definition of KPI

KPI	定義	期間
The number of active users	Job seekers who log in at least once a month among job seekers who are registered with Green	Monthly (last month of the quarter) unique
The number of applicants	Job seekers who apply for jobs on Green at least once a quarter among job seekers registered with Green	Quarterly (3 months) unique
Application rate	The number of applicants ÷ The number of quarterly active users	Quarterly (3 months) unique
The number of quarterly active users	Job seekers who log in at least once a quarter among job seekers registered with Green	Quarterly (3 months) unique
Document screening pass rate	Number of document screening pass ÷ Number of applications	Quarterly (3 months) total
Hired Employees (Quarter)	Job seekers who were hired through Green in a quarter among job seekers registered with Green	Quarterly (3 months) total

*Explanation of "unique": If one job seeker logs in for each month of the quarter, he/she is counted as one active user in the quarterly active user count

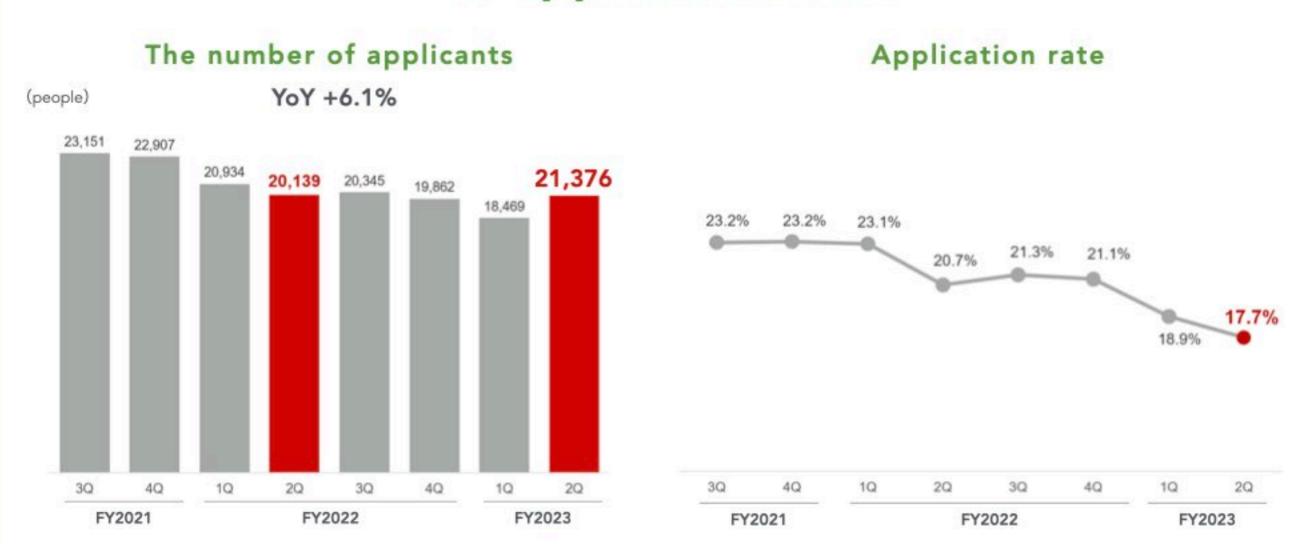
Improved marketing measures have resulted in a record high number of active users



* Active user: Job seekers who log in at least once a month among job seekers who are registered with Green

*Quarter transition

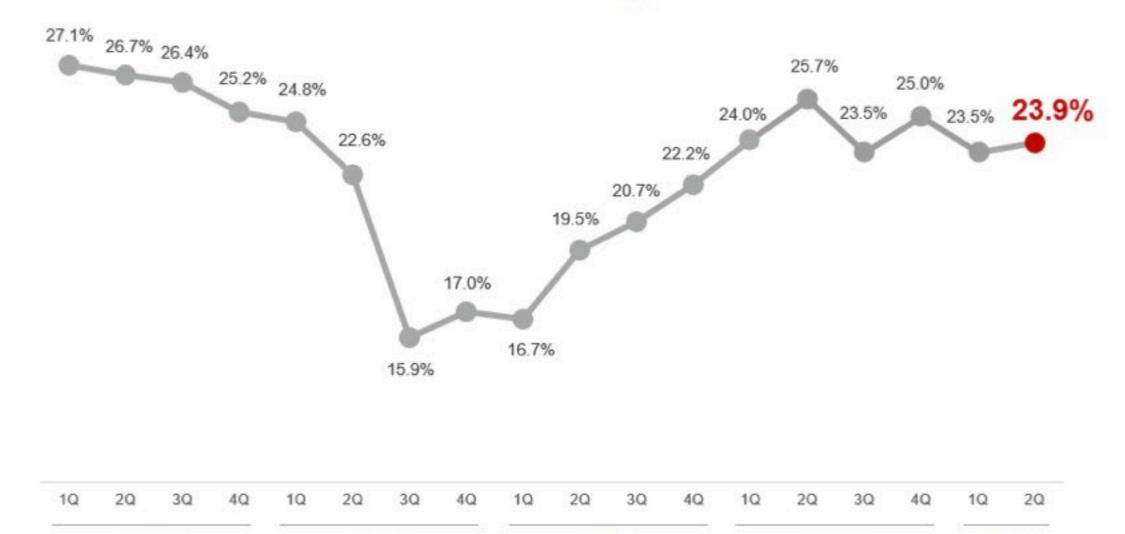
The number of applicants turned positive compared to the previous year Strengthening measures to improve the decline in application rate



- *1 The number of applicants: Job seekers who apply for jobs on Green once or more in a quarter among job seekers registered with Green (unique)
- *2 Application rate: The number of applicants + The number of quarterly active users
- *3 The number of quarterly active users: Job seekers who log in once or more in a quarter among job seekers registered with Green (unique)

Document screening pass rate remains at pre-COVID-19 normal levels

Document screening pass rate



* Document screening pass rate: Number of document screening pass ÷ Number of applications

FY2021

FY2022

FY2023

FY2020

FY2019

Decrease in the number of hired employees due to inefficient advertising investment in Q4 FY2022



Average unit price of contingency fee is expected to increase from approx. 830,000 yen to approx. 1,000,000 yen

Former contingency fee

Uniform fixed fee per work location

New contingency fee

Uniform fixed fee per job category

900,000 yen
700,000 yen
500,000 yen
300,000 yen

- Engineer Technical Positions (Systems/Network)
- Management/CXO

1,200,000

yen

- Sales
- Planning and Marketing
- · Management, Administration and Back office
- · Specialists (Finance/Real estate/Consulting/Lawyer, etc.)
- Creative Positions (Web/Gaming/Multimedia)
- Engineer/Technical Positions (Electrical/Electronics/Mechanical/ Semiconductor)

900,000

yen

- Assistant/Clerical/Office Work
- Service Positions (Human resources/Stores/Healthcare)
- Architectural Design/Civil Engineering/Plant Work

600,000

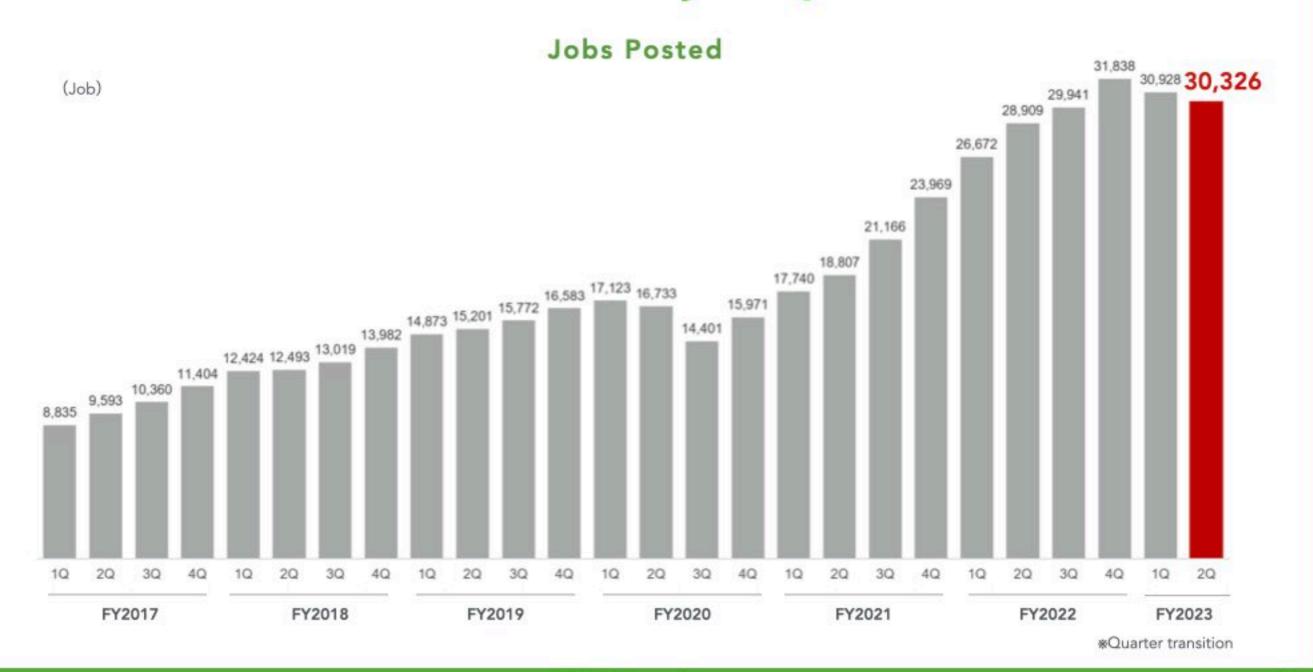
yen

- *1 The new fee structure is applied for job seekers who applied later than November 1, 2022
- *2 Discounted contingency fee is applied if the annual salary of the job seeker at their new position is less than 3 million yen

Steady Increase of Newly Registered Companies



To improve the user experience of job seekers, we have conducted a thorough review of job postings As a result, the number of jobs posted decreased



Potential Growth of Green

Recruitment market recovered to pre-COVID levels and entered a growth phase again Green's sales bottomed out in Q2, and the market share is on an upward again

	Recruitment Market Size	Green's Market Size*1	Green's Occupancy*2
All Industry	296 B yen*3	177 B yen	2.3%
7 iii iii dabti y	(252 B yen)*4	(151 B yen)	(1.9%)
IT Industry	88 B yen*5	52 B yen	7.7%
TT IIIdustry	(75 B yen)	(45 B yen)	(6.4%)

^{*1} Green is a discounted model of Recruitment Agency by 60%

^{*2} Green's sales calculated as 4.0 B yen (FY2022 Actual)

^{*3} Yano Research Institute "Current Status and Future of Human Resource Business 2022 Edition

^{*4} Figures in brackets indicate previous year results

^{*5} We estimate that approximately 30% of the total recruitment market is IT industry related

wevox



Engagement

Index to measure the understanding and contribution of each employees for the company's strategy or goal.

Causal relationship with performance is academically proven.



Organizational Capability Platform utilizing pulse survey and machine learning

Point1

Visualization of engagement score

The first platform to visualize engagement in Japan, supervised by professor Shimazu of Keio University, a leading expert in the country

Point2

Utilizing technology

Automatically analyze the huge amount of data collected and enables immediate grasp of the organization's issues

Point3

Affordable price with SaaS model

Offer a low price of ¥ 300 per employee per month

"Wevox" Organizational capability platform

Wevox's Competitive Advantage

1 Pulse survey

Monthly periodic observation enables real-time understanding of organization issues Usability



Easy -to-use design for various devices (PC/tablet-type device/smartphone)



3 Data analysis

Applying over 175 million responses to machine learning

4

Academic basis

Professor Akito Shimazu, Keio University, a leading expert in the engagement research, joins as an advisor



"Wevox" Organizational capability platform

Wevox Use Case



*1 Wevox introduces "pulse survey" that is a simple questionnaire which repeats every 1-2 months

Continuous improvement of UI/UX including multi-language support

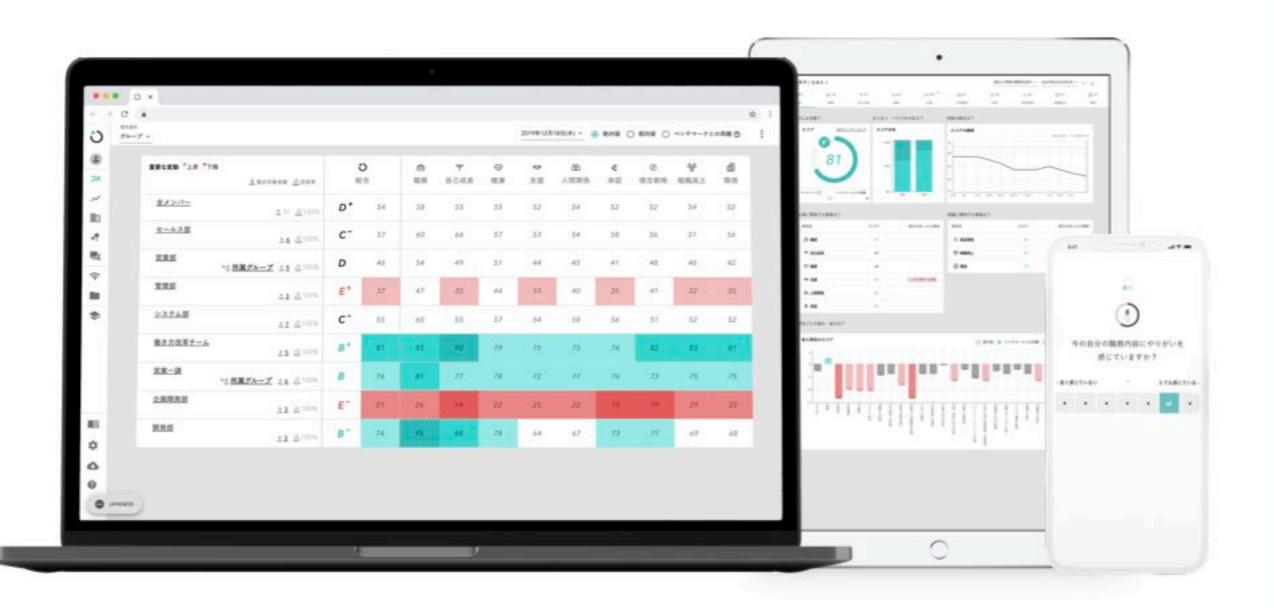
Built an algorithm based on the user's response record and provides high usability
High response rate by easy user interface



(e-mail · Slack · LINE WORKS · Workplace · Teams)

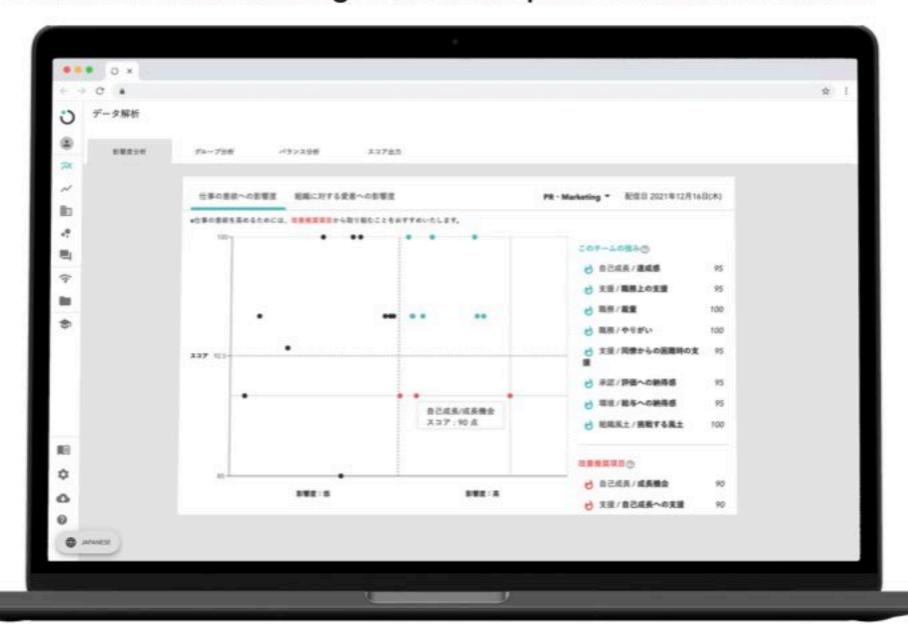
Periodic observation by pulse survey

View results in real time Enables detailed analysis through comparing with the past data



Improvement of additional value through the accumulation and analysis of data

Visualize the degree of influence of each factor on engagement by analyzing accumulated data. Enables effective organizational improvements based on data



Improving the added value provided to customers

Plans to begin offering higher-end plans
Optional menus tailored to customer needs are also available

	Basic Pulse survey to analyze organizational to team level engagement	Standard Continued implementation of high quality engagement improvement activities at the organizational, team and individual level
Monthly Fee/User	300yen/month	600yen/month
Employee Data Management	0	0
API Use		0
Engagement	0	0
Organizational Culture		0
Personal Analysis		0
Custom	0	0
Organizational Analysis	0	0
Member Support		0
Team improvement support by AI	•	0

Options

Security Option

Provides a more advanced security environment



Professional Support Option

Training and project promotion support to maximize the effects of Wevox implementation and improve organizational capabilities

Challenge for improving further added value

A new function Wevox Organizational Culture launched



Wevox Engagement

Are individual employees working proactively and enthusiastically?

Wevox Organizational Culture

Are all members of the organization acting with the same discipline and standards of behavior?



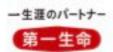




Wevox has been introduced in many industries

Companies adopting Wevox cover many different industries and sectors such as IT, securities, bank, medical, food, sports teams. Currently, Wevox is adopted by more than 2,810 companies. Increase of users more than the growth of the companies and organizations introduced.























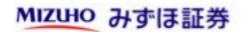
































































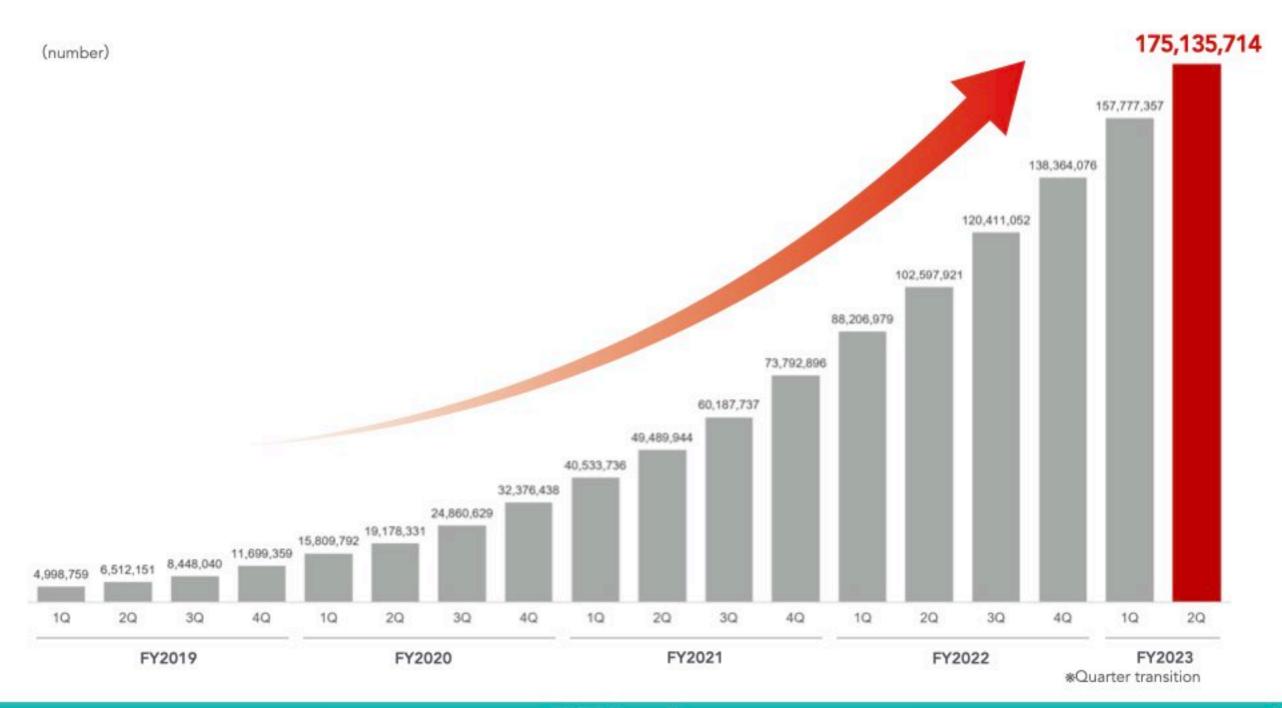




Reference from Wevox Website.

Increase of Answer Data

Continuously developing new features using response data to take competitive advantage

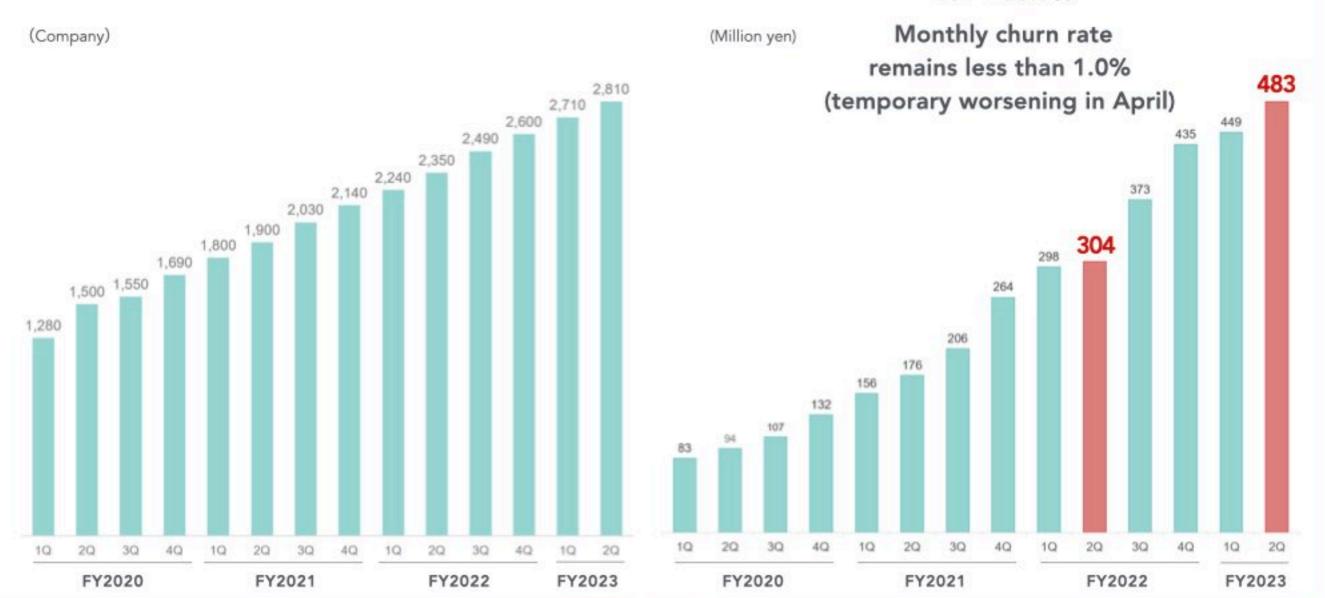


Realize a subscription model with high growth potential



Transition in Sales

YoY +58.9%



Potential Growth of Wevox

Potential target

Price Competitiveness Potential Market size

All Employed Persons

67.2M *1 People

¥ 300 per month

More than

240B *2 yearly

Wide range of industries including sports and educational organizations

Targeting wide range of clients via SaaS model

Pursuit the expansion of the market size by rising Wevox's pricing

^{*1} Ministry of Internal Affairs and Communications Statistics Bureau

^{*2} Calculation : Number of Employed Person 67.25M people×¥300per person×12months=¥242B



"Create a sports team that attracts people all over the world"

Professional Basketball Team ALTIRI CHIBA



Founded the professional basketball team "ALTIRI CHIBA"

Joined the B3 League from the 2021-22 season, based in Chiba

City, Chiba Prefecture

Aiming to be promoted to the B1 League in the shortest possible time since the team's founding

B2 League Rankings

2022-23 B2 League regular season

Winner in the East District

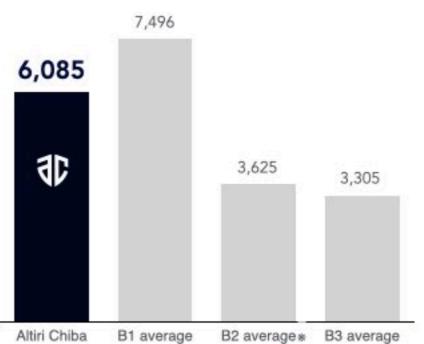
Audience Turnout at Each Home Opener for 2022-23 Season

Audience at the opening home game was near the B1 League average and ranked 18th in the combined B1 to B3 League rankings, boasting a B1-level audience

Average Audience Turnout for the Home Opener Games Per League (persons)







В3	TOKYO.U	17,415
B1	RYUKYU	14,532
B1	KAWASAKI	9,535
B1	UTSUNOMIYA	8,741
B1	AKITA	8,707
B1	CHIBA	8,677
B1	SAN-EN	8,649
B1	SENDAI	8,136
B1	YOKOHAMA	8,113
B1	IBARAKI	7,440
B1	NAGOYA.D	7,271
B1	OSAKA	6,951
B1	HOKKAIDO	6,779
B1	SHINSHU	6,700
B1	HIROSHIMA	6,390
B1	SHIMANE	6,244
B2	Altiri Chiba	6,085
B1	SR.SHIBUYA	6,056
B2	NAGASAKI	5,693
		The state of the s

*Average for B2 League excluding Altiri Chiba

©2023 Atrae, Inc.

Solving social issues through sports

Aiming to develop youth through sports and contribute to the local community, we actively participate in community contribution activities such as basketball classes for children and clean-up activities

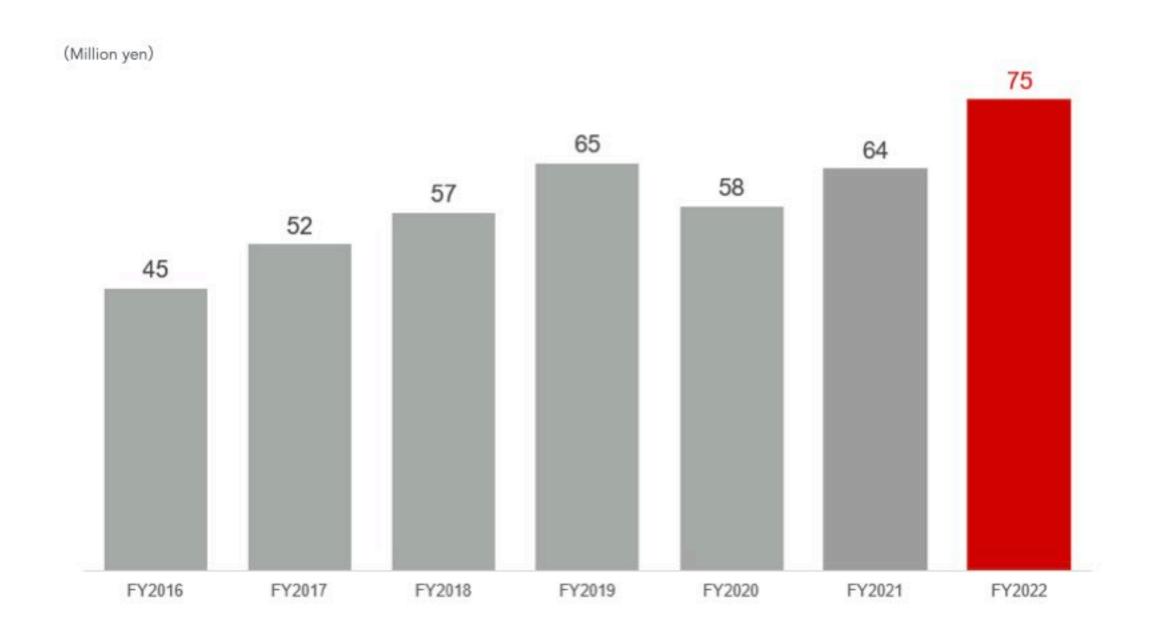


Agenda

- 1. Acquisition of Treasury Shares and Downward Revision of Financial Forecast
- 2. Company Overview
- 3. Financial Highlights
- 4. About Business
- 5. References

Transition of Sales Per Employee

Achieved record productivity despite active investment in new businesses



Shareholding Structure

More than 50% owned by domestic and foreign institutional investors



4

:Atrae

Name Atrae,Inc.

Business Outline Green: a contingency fee basis job site

Wevox: a organizational capability platform

Yenta: a matching app for business professionals

Inow: a job-based matching platform for professionals

Foundation October, 2003

Management Yoshihide Arai, President & CEO

Employee 95 (As of March, 2023)

Capital Stock 1,268 (in JPY MM)

Location Minato-ku, Tokyo, Japan

This material has been prepared based on information gathered at the time of its preparation and is not in any way intended as a commitment to future implementation. Also note that information contained herein has not been audited by an independent certified public accountant or audit corporation, and includes financial information based on past financial statements or accounting documents as well as management figures not based on financial statements or accounting documents.

This material is an English translation of the original Japanese language document and has been prepared solely for reference purposes. No warranties or assurances are given regarding the accuracy or completeness of this English translation. In the event of any discrepancy between this English translation and the original Japanese language document, the original Japanese language document shall prevail in all respects.

