

# INVESTOR PRESENTATION

Financial Results for the First Quarter of the Fiscal Year 2023

Gurunavi, Inc. (Stock Code: 2440)



## Summary

#### Performance

#### Year-on-year

- ✓ Losses narrowed due to the effects of reviewing the allocation of management resources, etc.
  - Operating loss / 67 million yen (1,027 million yen in the same period of the previous fiscal year)
  - Net loss attributable to owners of parent / 285 million yen\* (844 million yen in the same period of the previous fiscal year)
    - \* Loss on valuation of investment securities of 212 million yen was recorded as an extraordinary loss

#### Compared to the plan

- ✓ Net sales of 2,586 million yen were in line with plan
  Operating loss was smaller than expected due to a shift in the timing of recording expenses, etc.
  - → Revised the business forecast (see p.10 for details)

#### **Topics**

- Steady increase in the number of contracted companies and restaurants for the mobile ordering service "Gurunavi FineOrder"
- Signs of bottoming out in the number of total paying member restaurants
- ✓ Number of Rakuten ID connected members continues to increase steadily (7.48 million people at the end of June, YoY +1.59 million people)



## Consolidated income statement

(JPY million)	Q1 FY2022 (AprJune)	Ratio to sales	Q1 FY2023 (AprJune)	Ratio to sales	YoY Change
Net sales	2,953	100.0%	2,586	100.0%	(12.4)%
Cost of sales	1,316	44.6%	851	32.9%	(35.3)%
Gross profit	1,636	55.4%	1,735	67.1%	6.0%
SG&A expenses	2,664	90.2%	1,802	69.7%	(32.3)%
Operating loss	(1,027)	-	(67)	-	-
Ordinary loss	(1,006)	-	(68)	-	-
Net loss before income taxes *	(834)	-	(279)	-	-
Net loss attributable to owners of parent	(844)	-	(285)	-	-

<sup>\*</sup> Recorded a loss on valuation of investment securities of JPY 212 million as an extraordinary loss in Q1 of this fiscal year In the same period of the previous year, recorded a gain on sale of investment securities of JPY 290 million as an extraordinary profit



### Consolidated sales breakdown

	(JPY million)	Q1 FY2022 (AprJune)	Q1 FY2023 (AprJune)	YoY
Ne	t sales	2,953	2,586	(12.4)%
	Restaurant promotion services	2,267	2,226	(1.8)%
	Cumulative retained services	1,891	2,000	5.8%
	Spot services	376	225	(40.1)%
	Promotions	225	200	(11.5)%
	Related businesses	459	160	(65.0)%



✓ Increased YoY due to steady growth in base sales as a result of focus on proposals to increase the contract amount in the previous fiscal year

#### **Spot services**

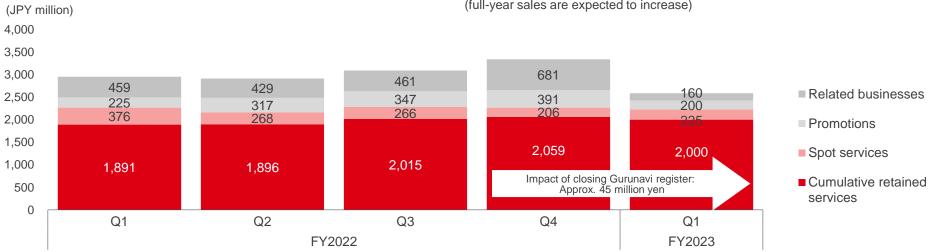
- ✓ Decreased mainly due to close of some services (Delivery and take-out service : closed in July 2022, Gurunavi Pay : closed in February 2023, Gurunavi register : closed in March 2023)
- ✓ Increased online reservation commission sales due to a recovery in demand for dining out (the impact of the decrease due to the commission revision in September 2021 has run its course)

#### **Promotions**

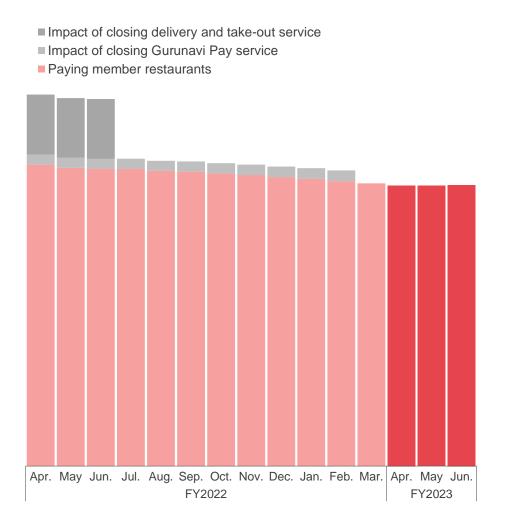
✓ While promotion sales for manufacturers, etc., increased, revenue from contracted management decreased due to the termination of the "Go To Eat Campaign" project

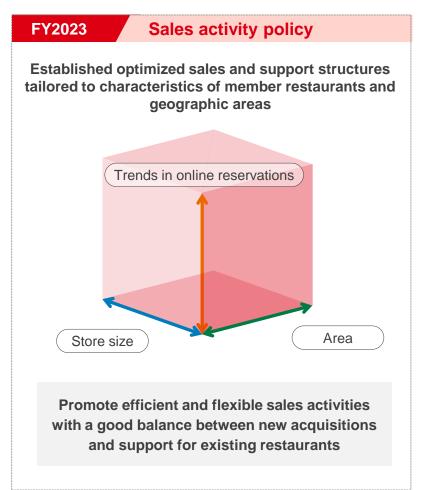
#### **Related businesses**

- ✓ Terminated contracted business from Rakuten Group (March 2023)
- ✓ Decrease in spot sales related to new openings in restaurant development business (full-year sales are expected to increase)

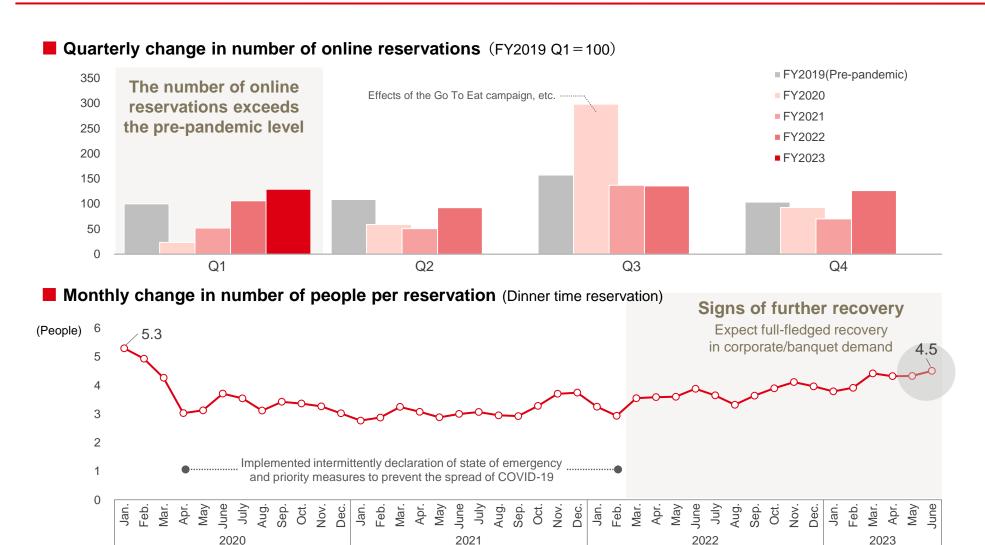


## Monthly change in number of total paying member restaurants





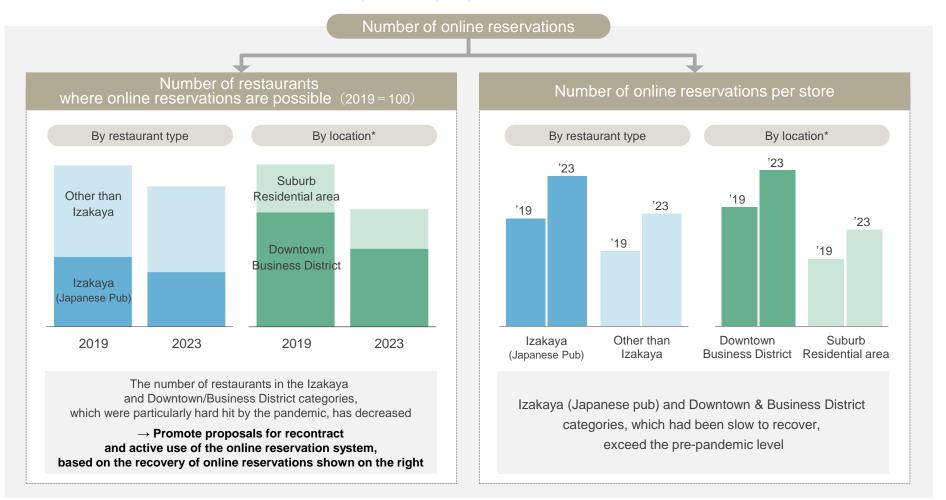
## Online reservations (1)





## Online reservations (2)

#### The number of reservations in June compared to pre-pandemic



<sup>\*</sup> Aggregated based on member restaurants in Tokyo



## Consolidated cost breakdown

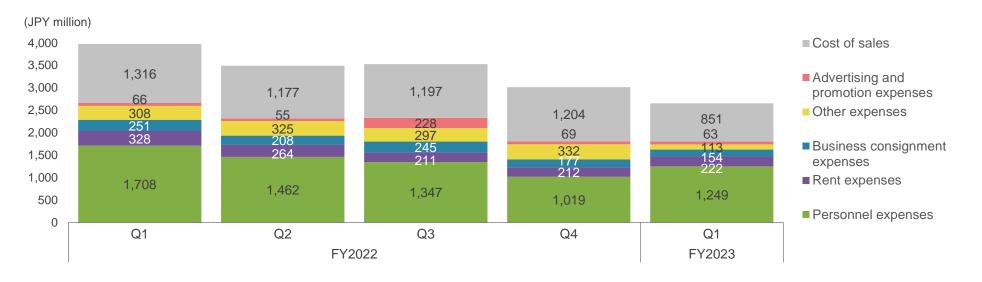
	(JPY million)	Q1 FY2022 (AprJune)	Q1 FY2023 (AprJune)	YoY
То	tal cost	3,980	2,654	(33.3)%
	Cost of sales	1,316	851	(35.3)%
	SG&A	2,664	1,802	(32.3)%
	Personnel expenses	1,708	1,249	(26.9)%
	Rent expenses	328	222	(32.4)%
	Business consignment expenses	251	154	(38.8)%
	Advertising and promotion expenses	66	63	(5.0)%
	Other	308	113	(63.1)%

#### **Cost of Sales**

- ✓ Labor costs decreased due to a decrease in the number of employees with a natural attrition and restrictive new employment and an increase in secondment to partner companies
- ✓ Reduced business consignment expenses due to focus on key services

#### SG&A

- ✓ Personnel expenses
  - Decreased for the same reason as cost of sales
- ✓ Business consignment expenses
  - Reduced due to focus on key services
- ✓ Other expenses
  - Decreased mainly due to the reversal of allowance for doubtful accounts



## Consolidated balance sheets

✓ "Go To Eat campaign" commissioned by the Ministry of Agriculture, Forestry and Fisheries has been completed and cash and deposits, accounts payable- other and deposits received related to this campaign eliminated

(At the end of March 2023 / cash and deposits:1,607 million yen, accounts payable- other:736 million yen, deposits received:870 million yen)

(JPY million)	As of Mar. 31, 2023	As of June 30, 2023	Change	(JPY million)	As of Mar. 31, 2023	As of June 30, 2023	Change
Total current assets	12,061	9,691	(2,369)	Total current liabilities	3,657	1,525	(2,131)
Cash and deposits	8,266	6,888	(1,378)	Accounts payable- other	2,031	1,025	(1,005)
Notes and accounts receivable-trade	2,871	1,625	(1,245)	Deposits received	920	111	(809)
Accounts receivable- other	813	772	(40)	Income taxes payable	22	6	(16)
Prepaid expenses	267	382	115	Provision for bonuses	178	95	(83)
Allowance for doubtful accounts	(197)	(75)	122	Provision for point card certificates	15	17	1
Other	40	97	57	Other	488	269	(218)
Total non-current assets	939	904	(35)	Total non-current liabilities	2,445	2,455	10
Property, plant and equipment	-	43	43	Long-term borrowings	2,200	2,200	-
Intangible assets	-	132	132	Other	245	255	10
Investments and other assets	939	728	(211)	Total liabilities	6,102	3,981	(2,121)
				Total net assets	6,898	6,614	(284)
				Equity	6,821	6,539	(282)
Total assets	13,001	10,595	(2,405)	Total liabilities and net assets	13,001	10,595	(2,405)

Total amount of commitment line contract as of June 30, 2023 (Outstanding borrowing balance

JPY 4 billion



## FY2023 Business forecast

# Revised first half business forecast upward based on Q1 results No revision to full-year forecast

(JPY million)		evious forec	ast	Revised forecast							
(or i illillion)	1st half	2nd half	Full-year	1st half	Change	2nd half	Change	Full-year	Change		
Net sales	5,600	8,100	13,700	5,600	_	8,100	_	13,700	-		
Operating income (loss)	(1,100)	400	(700)	(500)	+600	(200)	(600)	(700)	_		
Ordinary income (loss)	(1,130)	380	(750)	(540)	+590	(210)	(590)	(750)	_		
Net income (loss) attributable to owners of parent	(1,150)	380	(770)	(550)	+600	(220)	(600)	(770)	_		

#### < Background to 2H prospect >

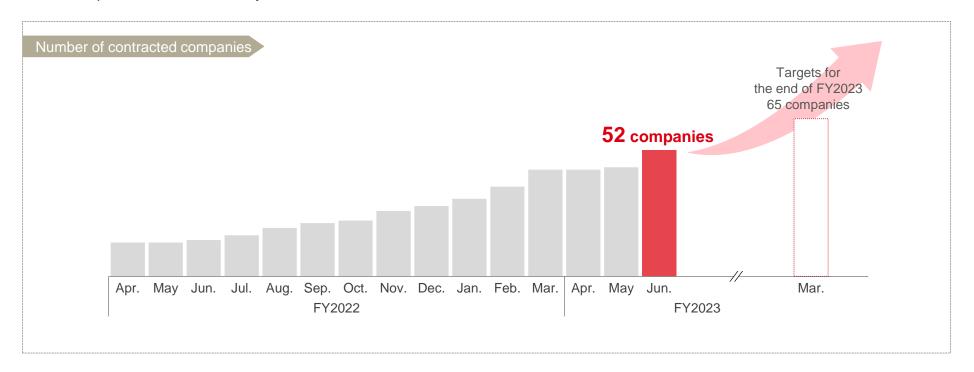
- ✓ Impact of timing difference in recording expenses for NEDO Green Innovation Fund Project and promotions, etc.
- ✓ Adding upfront investment costs to strengthen the operational structure of mobile ordering service.

# Progress in measures

# Mobile ordering service "Gurunavi FineOrder" (1)

#### **Topics**

- ✓ Following expanded introduction restaurants by Chimney Co. (over 100 restaurants nationwide), SFP Holdings Co., Ltd. decided to expand introduction to approx. 170 restaurants nationwide. In this way, contracted companies are actively expanding the number of restaurants that use the system based on the results of prior introduction
  - → Adding upfront investment expenses for the purpose of further expanding the number of restaurants receiving orders, strengthening the system to enable smooth onboarding, etc.
- ✓ Preparations are underway for test sales at small- and medium-sized restaurants





# Mobile ordering service "Gurunavi FineOrder" (2)

#### Regarding additional expenses

Investing additional expenses for the purpose of increasing the number of contracted companies and the number of restaurants using the system, and improving development speed

1

#### **Strengthening sales and support structure**

Increase staff while simultaneously preparing a division of labor structure (contract acquisition → onboarding → customer success)

→ Expand opportunities for new proposals and realize smoother onboarding

2

#### Strengthening the development project structure

Increase number of directors, designers, etc.

→ Increase development speed, accelerate service testing and improve quality

3

### Development for adding POS vendors that cooperate with our service

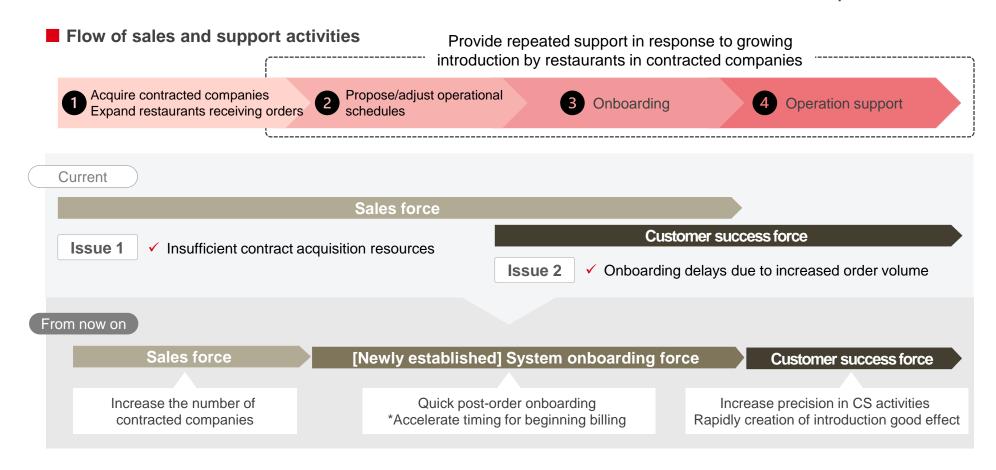
Implement system tie-up with POS vendor who has a track record of use in approx. 7,000 stores (launch planned for next spring)

→ Broaden target companies in the chain restaurant area, and further increase contracted companies from FY2024

# Mobile ordering service "Gurunavi FineOrder" (3)

Regarding additional expenses

Established division of labor that enables acceleration of market share expansion



# Mobile ordering service "Gurunavi FineOrder" (4)

#### Proof of concept testing of AI chat bot using ChatGPT

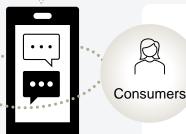
### Aim to create the form of "next generation reception" together with restaurants

Make labor saving and enhanced reception compatible through tone settings that match restaurants' atmosphere and style, while fostering original characters that become part of their appeal

- Responds to customer needs like skilled staff
- Expands order quantities and breadth of content through enhanced menu proposals
- Enhanced concierge functions through sequential learning of deep product knowledge of wine, etc.







- Enjoy menu suggestions in response to mood, budget, etc., at that time
- Enjoy smooth dining experiences with an understanding of preferences based on prior use
- Ask questions without feeling constrained or nervous at new or unfamiliar types of restaurants

Foster familiarity/trust towards restaurants to raise customer value and encourage repeat business

#### Status

- 1 Multiple restaurant companies have endorsed the service concept and confirmed their intention to participate in trials
- 2 Conducted proof of concept testing in test restaurants run by Gurunavi group (June 14-July 2, 2023)
  - → Currently conducting analysis/verification from the three perspectives of technology, utility and cost

Proceed with careful and thorough service development while monitoring the state of technological development, etc.



Utility

Cost

## Marketing agent

#### Steps to establish Marketing Agent

#### Step1

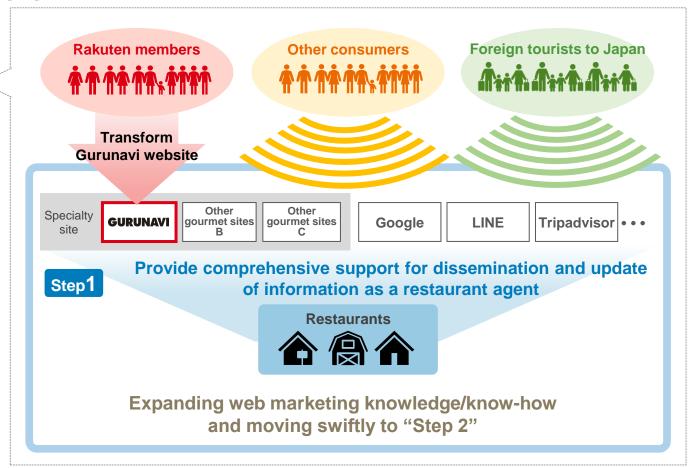
Support for dissemination and update of restaurant information not limited to the Gurunavi website

### Step2

Propose/verify strategies to attract customers using diverse web tools

### Step3

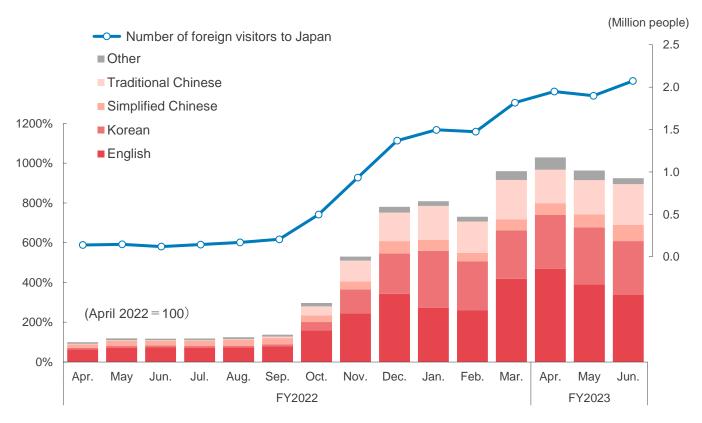
Management consulting centered on marketing support



# Increased reservations via "Reserve with Google" as the number of foreign visitors to Japan recovered

■ Changes in "number of foreign tourists to Japan," and "number of reservations via 'Reserve with Google' by browser language"





# Enhanced multilingual support for Google Business Profile (GBP) operational support products based on the recovery of inbound demand

#### **About GBP operational support products**

Provide broad range of support from free-of-charge services such as initial registration and basic information management to paid services such as information enrichment, posting (information transmission) and reviews management.

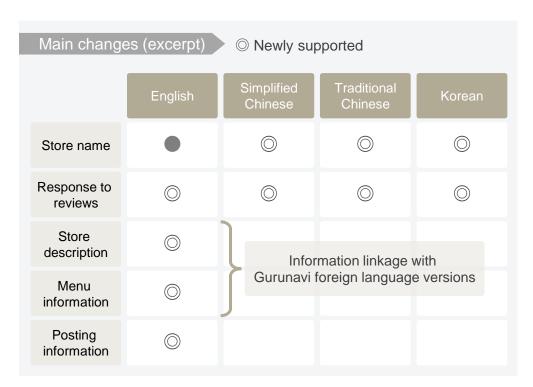
Number of restaurants with basic information management support on GBP

Approx. 10,000 stores

Number of restaurants that have integrated with "Reserve with Google"

Approx. 25,000 stores

Restaurant networks keen on using Google

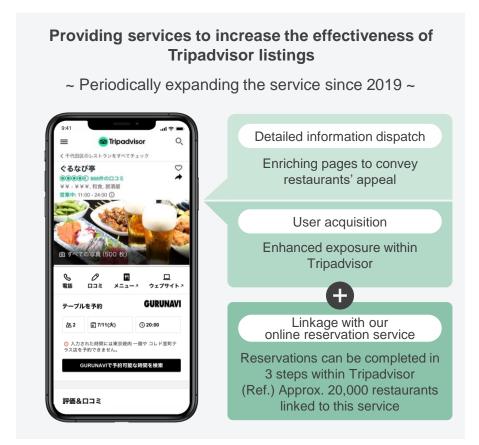


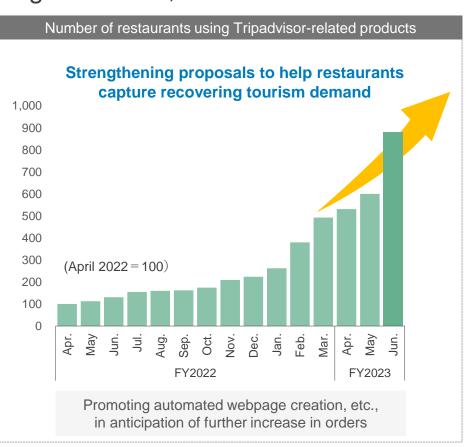
Strengthened marketing of "foreign language plans (paid) \*" together with "Google Business Profile operational support products"

\* Use of auto-translation system for menus, high ranking in search results, etc. in Gurunavi foreign language versions



# Supporting information dissemination and customer attraction for domestic and foreign travelers, etc.

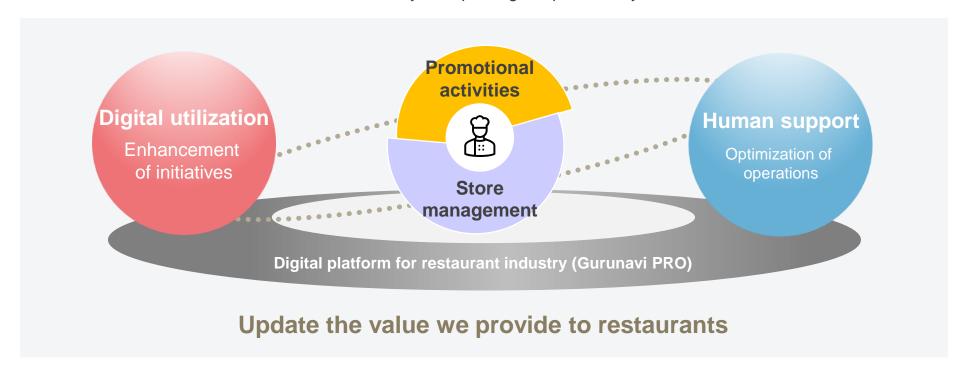




# New Medium-term Business Policy FY2023-FY2025

# Food: Satisfying People and Creating Connections Vision 2025 Best partner for restaurant management DX

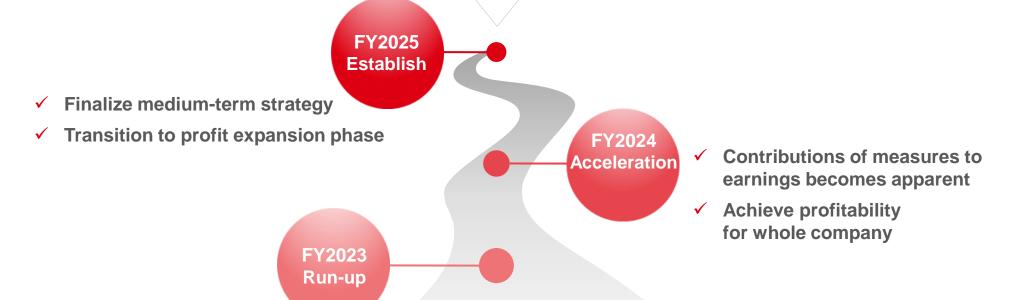
While continuing the existing concept of "supporting management as a whole, not just in sales promotion areas", focus on two DX support: "promotional activities" and "store management", those connected directly to improving the productivity of restaurant.



## Road map

FY2025, the final fiscal year of the new Medium-term Business Policy, coincides with the 30th anniversary of the launch of the Gurunavi site

# Transition to a strong business model in line with changes to the business environment, chart new growth trajectory



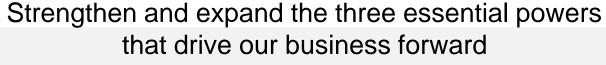
- ✓ Launch medium-term strategy
- Existing areas expected to be profitable
- ✓ Deficits in new business areas due to upfront investment

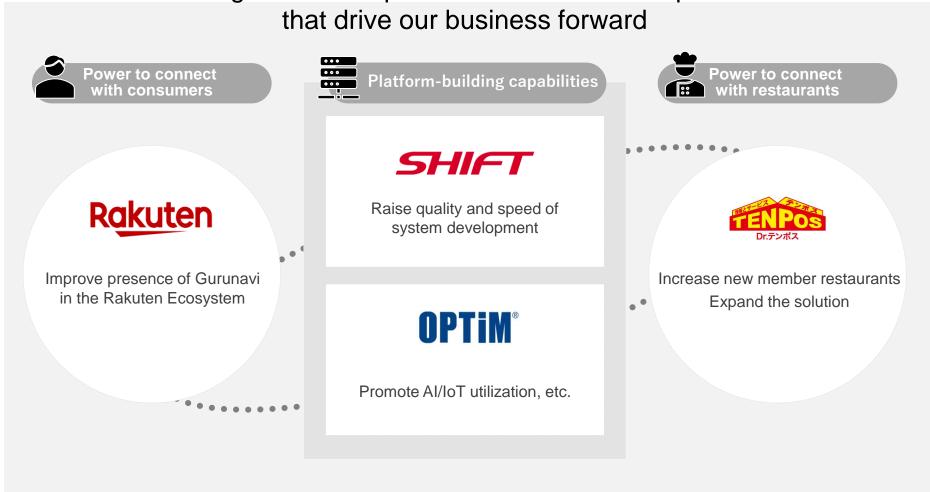


# Reference materials



## Strong collaborative structure

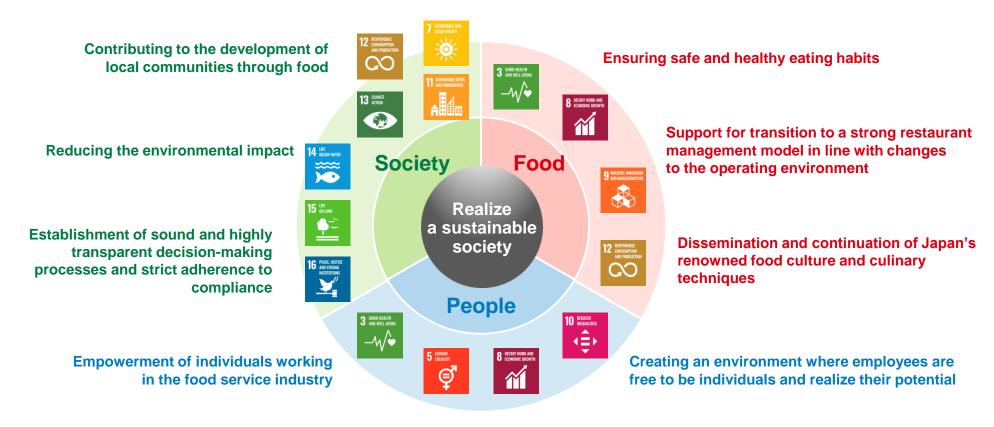




## Initiatives for Sustainability

## For "food," "people," and "society" to continue to prosper

https://corporate.gnavi.co.jp/en/profile/sustainability/





Partners with a range of organizations including other businesses, associations, government agencies, local governments, and educational and research institutions

## New membership plan \*launched in September 2021

- ✓ Set up a new plan with a lighter monthly fixed cost burden compared to the previous plan
- ✓ For restaurants that do not require sales promotion support, such as thriving restaurants, online reservation functions and business support products are provided independently
- → Increase the number of member restaurants and the possibility to reallocate resources to new businesses through the expansion of target restaurants, reduction of churn rate and associated improvement in operational efficiency

■ Sales promotional plan (	Sales promotional plan (that requires published restaurant page)							
	Basic Plan	Light Plan	Start Plan					
Basic membership fee	<b>30,000</b> yen / month	<b>10,000</b> yen / month	<b>0</b> yen / month					
Assigned sales contact	0	×	×					
Online reservation commission		otions available Dinner: 55-205 yen / person	Fixed fee Lunch: 41 yen / person; Dinner: 205 yen / person					
Gurunavi Ledger (App version)	0	0	×					
Use of coupons	0	0	×					
Enhanced exposure (publication on special pages and advertising spaces)	0	×	×					
		+						
Purchase	of optional services available (exposure en	nhancement, outsourced services, in-store	digitalization, management support, etc.)					

■ Non-member sales promotional plan (no restaurant page) include the purchase options of in-store digitalization / management support / outsourced services, etc.



### Number of member restaurants

FY2023 Q1

Number of total paying member restaurants

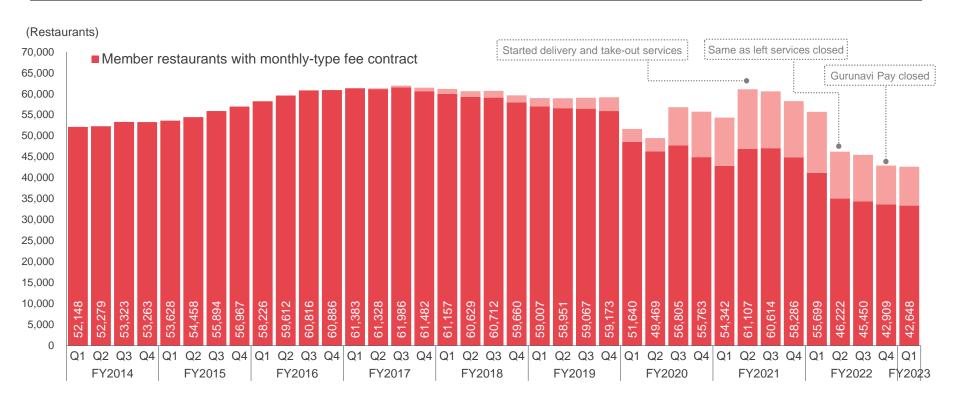
42,648

at the end of June 2023 down by 13,051 from the end of June 2022

Member restaurants with monthly-type fee contract

33,363

at the end of June 2023 down by 7,832 from the end of June 2022



\*The numbers in the graph are the number of total paying member restaurants



## User reach

Number of Rakuten ID connected members

: **7.48** million

(At the end of June 2023; 5.89 million at the end of June 2022)

■ Number of Gurunavi members

: 24.55 million

(As of July 1, 2023; 22.71 million members as of July 1, 2022)

Unique user per month

: 38.00 million

(In Dec. 2022; 41.00 million users in Dec. 2021)

\*Unique users per month: Based on browser count

\*Gurunavi member: An individual who has registered for membership at Gurunavi

## Quarterly sales data (consolidated)

	Net sales (Unit: JPY million)			FY2	020			FY2	2021			FY2	022		FY2023
	Net sales (Onit. 3P f million)		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
	Cumulative retained services	а	1,350	3,148	3,250	2,730	2,320	2,131	1,928	2,030	1,891	1,896	2,015	2,059	2,000
	Spot services	b	125	412	1,750	515	260	369	681	268	376	268	266	206	225
l	Restaurant promotion services	c= a+b	1,475	3,561	5,000	3,245	2,581	2,501	2,610	2,299	2,267	2,165	2,282	2,266	2,226
	Promotions	d	133	317	1,033	653	218	208	493	440	225	317	347	391	200
	Core businesses total	e= c+d	1,608	3,879	6,033	3,899	2,799	2,709	3,104	2,739	2,493	2,482	2,630	2,657	2,426
	Related businesses	f	174	160	184	239	235	360	354	548	459	429	461	681	160
	Total	g= e+f	1,783	4,040	6,217	4,139	3,034	3,070	3,458	3,288	2,953	2,911	3,091	3,339	2,586

(Linit: IDV)		FY2020				FY2021					FY2023			
(Unit: JPY)		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
Restaurant promotion services revenue per restaurant(ARPU)	*1	8,878	23,486	31,367	19,224	15,628	14,442	14,298	12,892	13,263	14,164	16,600	17,101	17,345
Cumulative retained services revenue per restaurant(ARPU)	*2	8,617	22,136	23,064	19,657	17,631	15,838	13,687	14,724	14,646	16,585	19,347	20,177	19,903

<sup>\*1)</sup> Sum of sales of cumulative retained services and those of spot services devided by the average of number of total paying member restaurants at previous and current quarter-end h=2/3\*c/(jt-1+jt)

<sup>\*2)</sup> Sales of cumulative retained services devided by the average of number of member restaurants with monthly-type fee contract at previous and current quarter-end i=2/3\*a/(kt-1+kt)

The deviation from figures disclosed before the first quarter of fiscal year 2021 is due to a recalculation based on the number of member restaurants with monthly-type fee contract defined in Note 3)

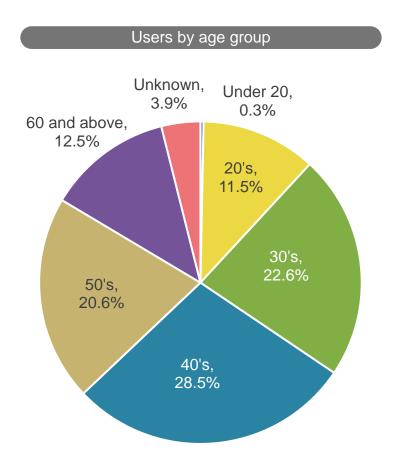
Number of member restaurants			FY2	020		FY2021				FY2022				FY2023
(Unit: restaurants)		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
Total paying member restaurants	j	51,640	49,469	56,805	55,763	54,342	61,107	60,614	58,286	55,699	46,222	45,450	42,909	42,648
Member restaurants with monthly-type fee contract	k*3	48,580	46,256	47,694	44,917	42,830	46,904	47,050	44,906	41,195	35,052	34,406	33,656	33,363

<sup>\*3)</sup> Restaurants using the fixed monthly fee service (regardless of whether they have a paid listing contract on the Gurunavi site)

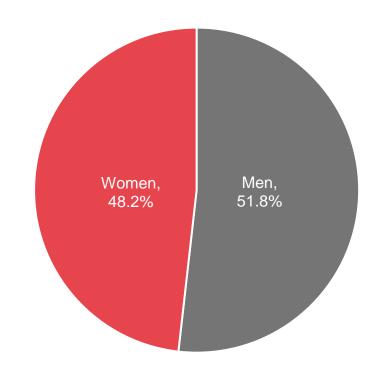


<sup>&</sup>quot;Accounting Standard for Revenue Recognition" (ASBJ Statement No. 29, March 31, 2020) have been applied from the beginning of the fiscal year 2021. There is no change in presentation to the figures for previous years.

## User overview

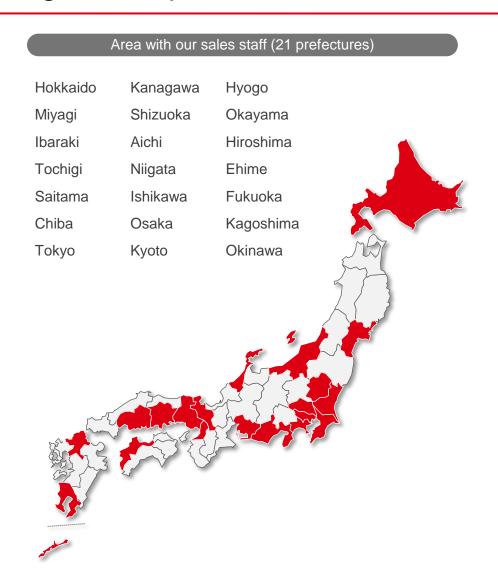


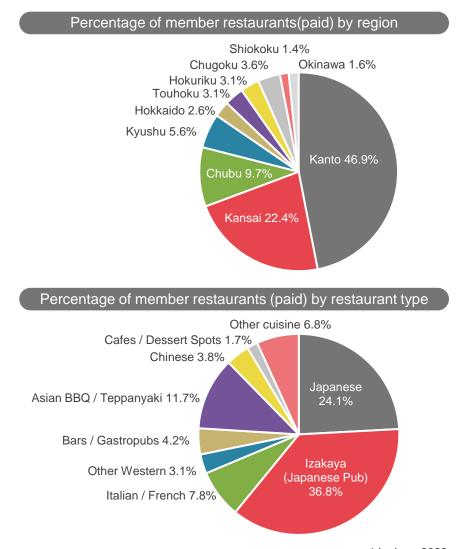
#### User composition by gender



Source: Gurunavi member data (In June 2023)

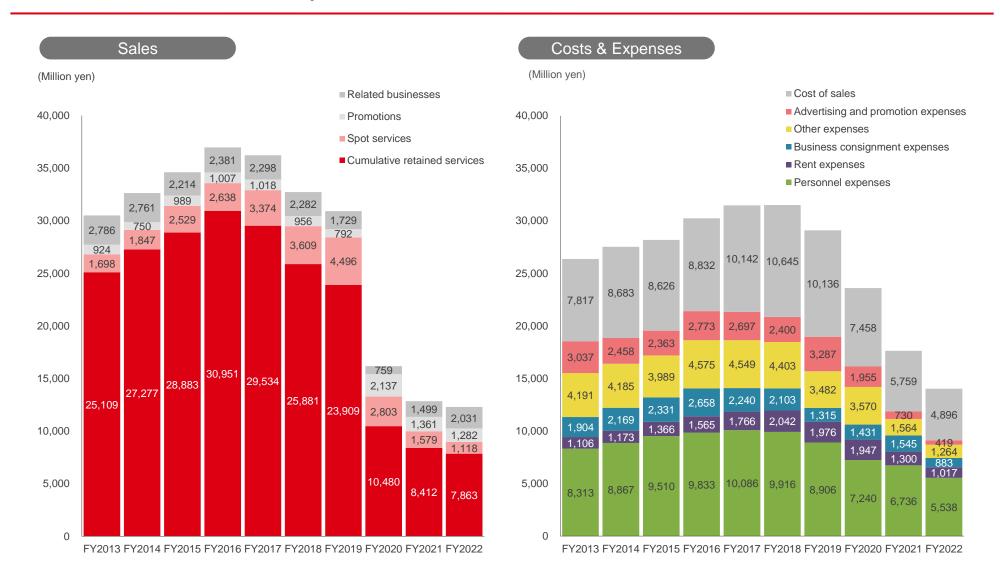
# Regional expansion and member restaurants







## Sales and costs & expenses





# Historical data (consolidated)

(Unit: JPY million)	FY2013	FY2014	FY2015	FY2016	FY2017	FY2018	FY2019	FY2020	FY2021	FY2022
			Consolidat	ed business res	ults					
Net sales	30,518	32,636	34,617	36,979	36,226	32,728	30,927	16,181	12,852	12,296
Operating income (loss) *1	4,147	5,099	6,429	6,740	4,742	1,216	1,821	(7,423)	(4,786)	(1,724)
Ordinary income (loss)	4,167	5,127	6,492	6,813	4,809	1,289	1,894	(7,269)	(4,692)	(1,664)
Net income (loss)	2,420	3,279	4,367	4,799	3,192	581	949	(9,704)	(5,768)	(2,286)
Assets • Liabilities • Net assets										
Total assets	22,071	23,665	27,322	23,917	25,457	23,797	23,979	13,567	12,107	13,001
Cash and deposits	9,448	10,492	13,131	7,922	8,000	7,630	11,653	7,507	6,962	8,266
Liabilities	5,926	6,201	7,026	5,878	6,270	5,093	4,709	4,192	3,255	6,102
Net assets	16,145	17,464	20,296	18,038	19,186	18,704	19,270	9,375	8,851	6,898
Equity	16,099	17,427	20,266	18,013	19,166	18,662	19,211	9,290	8,767	6,821
			Pe	r share data						
Earnings (loss) per share (JPY) *2	49.56	67.26	90.19	102.25	68.27	12.42	20.26	(206.90)	(114.46)	(44.25)
Dividends per share(JPY)										
Common shares *2	15	28	38	42	44	8	8	-	-	-
Class A preferred shares	-	-	-	-	-	-	-	-	13.808	45.000
				Other						
Operating margin(%)	13.6	15.6	18.6	18.2	13.1	3.7	5.9	-	-	-
Return on equity(%)	16.1	19.6	23.2	25.1	17.2	3.1	5.0	-	-	-
Return on assets(%)	11.8	14.3	17.1	18.7	12.9	2.4	4.0	-	-	-
Payout ratio(%)	30.3	41.6	42.1	41.1	64.5	64.4	39.5	-	-	-
Shareholders' equity ratio(%)	72.9	73.6	74.2	75.3	75.3	78.4	80.1	68.5	72.4	52.5
Number of shares of treasury stock	1,503,649	266,059	216,459	1,924,559	1,892,159	1,839,162	1,806,562	1,757,262	1,128,462	1,128,462
Total paying member restaurants	52,235	53,263	56,967	60,886	61,482	59,660	59,173	55,763	58,286	42,909

<sup>\*1:</sup>The credit commitment fee payable to financial institutions, previously included in the "payment fee" under selling, general and administrative expenses, is separated to the "commitment fee" under non-operating expenses from the fiscal year 2020.

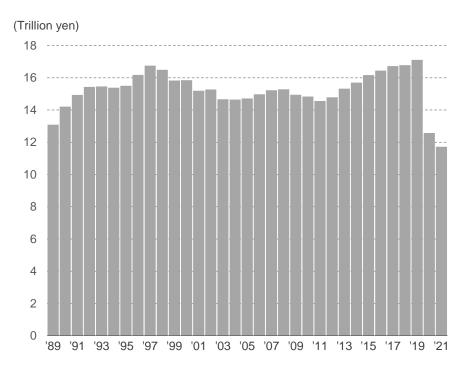


There is no change in presentation to the figures for previous years.

<sup>\*2:</sup>Gurunavi implemented a 2-to-1 split on April 1, 2014. Calculated on the assumption that these share split were conducted the beginning of the fiscal year 2013 (April 1, 2013).

## **Business Environment**

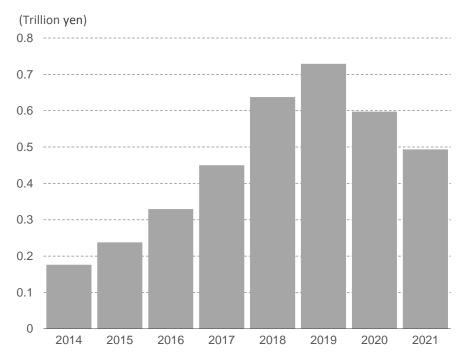
#### ■ Market size of the Japanese restaurant industry



\*Source: Food Industry Research Institute; Size of restaurant market \*Institutional meals, bars, and night clubs are excluded.

11.7 trillion yen in 2021, 7% decrease year on year

#### ■ Market size of online reservation in restaurant



\*The Ministry of Economy, FY2021 E-Commerce Market Survey

17% decrease year on year in 2021

# Company profile as of the end of June 2023

Name	Gurunavi, Inc. (stock code: 2440)
Establishment	October 2, 1989 (incorporated) February 29, 2000 (Gurunavi, Inc. established)
Head office	1-1-2 Yurakucho, Chiyoda-ku, Tokyo
Capital	100 million yen
Number of shares issued	Common shares: 56,903,800 Class A preferred shares: 3,400,000
Business description	Web-based information provision relating to restaurants etc. using the platform of PC and smartphones etc. Provision of support service associated with the management of restaurants etc. and other related business
Directors	Chairman and Director: Hisao Taki, President and Representative Director: Akio Sugihara  Director: Koichi Tsukihara (Outside / Independent), Hirohisa Fujiwara (Outside / Independent), Kazunori Takeda (Outside), Yui Ono (Outside),  Director(Audit & Supervisory Committee Member): Kiyoshi Suzuki (Full-time), Taketeru Minaki (Outside / Independent), Hidehiko Sato (Outside / Independent), Yoshio Ishida (Outside / Independent)
Top 10 shareholders (as of March 31, 2023)	Rakuten Group, Inc. 16.6%, Hisao Taki 12.7%, The Master Trust Bank of Japan, Ltd. (Trust account) 7.5%, SHIFT Inc. 4.0%, Japan Traffic Culture Association 3.3%, Akio Sugihara 2.3%, Odakyu Electric Railway Co., Ltd. 2.0%, Tokyo Metro Co., Ltd. 1.7%, Hiroko Taki 1.5%, OPTiM Corporation 1.4%  *The ratio of shareholding is calculated based on the total number of shares issued after deduction of treasury stock (1,128,462 shares).
Number of total personnel	Non-consolidated : 1,062 Consolidated : 1,129
Consolidated subsidiaries	Gurunavi (Shanghai), Inc. (100%), Gurunavi Research Institute, Inc. (100%), Gurunavi Support Associe, Inc. (100%), G dining Inc. (100%)





Company information

https://corporate.gnavi.co.jp/en/

Gurunavi IR contact information

https://ssl.gnavi.co.jp/company/english/contact/

Disclaimer

This document is not intended for offering investments in the securities issued by the Company. The document has been prepared based on data available at the end of June 2023. The views and forecasts included in the document reflect judgments of the Company when the document was prepared.

The Company will not guarantee or ensure the accuracy and completeness of the information, which may be changed without prior notice.