

*information*

*cloud input*

*big data*

*media*

*Web3.0*

*infonyoid*

*artificial intelligence*

*solution*

*information*

*technology*

**FY2024 Q1 Financial Results**  
**MINKABU THE INFONOID, Inc**  
**August 14, 2023**

# Disclaimer

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- Furthermore, the statements regarding future prospects in this document are made by the Company based on information available as of August 14, 2023, and these descriptions about the future outlook are subject to various risks and uncertainties. Therefore, actual results may differ significantly from the assumptions

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*solution*

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*information*

Significant **62.5% UP** in sales YoY, thanks to consolidation of livedoor  
 Loss in Q1 including one-time expenses is as expected but  
 full recovery will come in the second half reflecting advertising market conditions.

(JPY in million)	FY2023	FY2023	FY2024	YoY
	Q1 (Consolidated)	Q4 (Consolidated)	Q1 (Consolidated)	
Net Sales	1,380	2,550	<b>2,242</b>	<b>62.5%</b>
Operating Profit	98	-55	<b>-157</b>	-
OP Margin	7.2%	-	-	-
Ordinary Profit	25	-156	<b>-175</b>	-
Net Profit attributable to Parent Company	1	961	<b>-164</b>	-
EBITDA	274	278	<b>144</b>	<b>-47.4%</b>
Divident per share(yen)	0.09	-	-11	-

# FY2024 Q1 Financial Results

## earnings result - by segments

**Both segments increased revenue and profit YoY  
SG&A ballooned due to transient cost such as office relocation etc., but  
cost reduction effort progressed as planned.**

(JPY in million)	Media Business				Solution Business				Entire Group				
	Fiscal year ended March 2023, Q1 (April - June)	Fiscal year ended March 2023, Q4 (January - March)	Fiscal year ending, March 2024, Q1 (April-June)	YoY	Fiscal year ended March 2023, Q1 (April - June)	Fiscal year ended March 2023, Q4 (January - March)	Fiscal year ending, March 2024, Q1 (April-June)	YoY	Fiscal Year Ended March, 2023 Q1 (Consolidated)	Fiscal Year Ended March, 2023 Q4 (Consolidated)	Fiscal Year Ended March, 2024 Q1 (Consolidated)	YoY	
Net Sales	644	1,386	1,304	102.5%	747	1,164	938	25.5%					
Cost of Sales	251	695	612	143.3%	519	833	681	31.2%					
Gross Profit	392	691	691	76.3%	228	330	257	12.6%					
Gross Profit Margin	60.9%	49.9%	53.0%	▲7.9%	30.6%	28.4%	27.4%	▲3.1%					
									Gross Profit	617	1,027	948	53.6%
									SG&A	519	1,082	1,106	113.2%
									Operating Profit	98	▲5	▲157	-
									OP Margin	7.2%		-	-

**a. Media Business : livedoor's contribution led to a significant revenue increase YoY, but down QoQ mainly due to the segment change of Kabutan Premium.**

- livedoor's contribution was big but below expectation due to a delay of recovery of the market condition in network ads.
- Affiliate revenue is improving with countermeasures against cannibalization caused by an algorithm change of search engine, but still at the previous Q2 level.
- Recovery of affiliate revenue offset the QoQ seasonal backlash decrease from the intensive advertisement placement at the fiscal-year-end. QoQ decrease was mainly due to the segment change of Kabutan Premium. (-900 million yen )

**b. Solution Business: In addition to information solution, SI solution contributed to YoY revenue increase. QoQ decrease was due to fiscal-year-end factors.**

- Sales increase as planned supported by the contribution of the large-sized project acquired in the previous fiscal year, good progress of introducing US stock solution and strong orders of SI solution business.
- The number of membership of charged service of Kabutan Premium increased on the back of recent stock market gains ("Kabutan" is classified into Solution business from this fiscal year ending March 2024 from a viewpoint of strengthening collaboration with solution. Revenue dropped QoQ due to the impact of concentration of orders in Q4 as a year-end factor, but both revenue and profit increased YoY, offsetting a decline of revenue due to the disposition of PT+.

**c. Measures for the cost reduction progressed as planned. On the other hand, SG&A expenses, in real term, decreased after deducting the cost increase of 40 million yen (within the expectation, including one-time expenses) due to the office relocation in response to the increase in personnel accompanying the acquisition. Further reduction effect expected from Q2 onwards.**



**Cost reduction and solution business, offsetting the reduction of PT+, performed well as planned**  
**For the media business, closely monitor the recovery speed of ad market and affiliate business**

### V-sharped recovery scenario

### Progress

**Higher Profit brought by Sales Increase**

- Full contribution of LD: 300 mil
- Cannibalization resolution of affiliate sites: 350 mil
- Increase in revenue for SI solutions: 150 mil
- Full-year contributions from large-scale information solution projects and others: 300 mil

- Contribution of LD led a significant increase in revenue, but affected by recent market conditions in network ads
- The cannibalization of affiliates has been resolving, but slightly delayed
- Solution business performed well as expected

**Higher Profit brought by Expenses Reduction**

- Reduction of advertising and promotional expenses utilizing in-group guidance: 120 mil
- Reduction of depreciation burden due to restructuring of fixed assets with strategic changes: 70 mil
- Cost control of anticipated HR increase by reallocation etc.: 120 mil

- Cost reduction is progressing as planned
- Further reduction is expected from Q2 onwards (additional 30 million cut in advertising expenses and one-time relocation costs also reduced compared to the plan)

**Aggressive measures (added)**

- Office expansion, etc., due to the end of the pandemic and group expansion: -100 mil
- Promotional measures, etc., for the early profitability of acquired gourmet business: -100 mil

- Office relocation expenses, including one-time costs, occurred in Q1: 40 mil
- Plans to compress gourmet promotion expenses from Q2 onwards

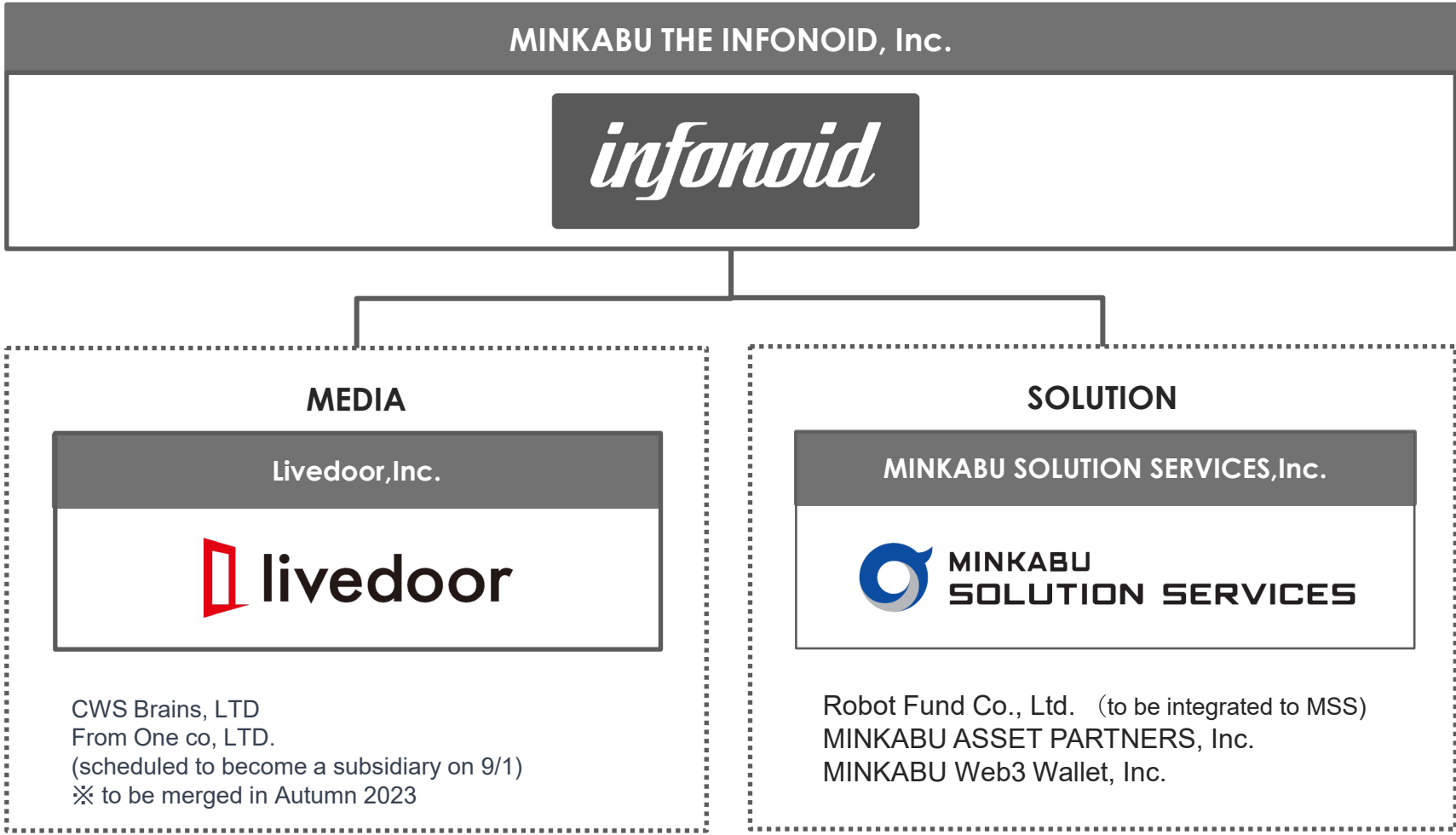
**Disposition of PT+(added)**

- The impact of disposition of PT+ : -250 mil

- Well offset the decrease as planned ( gross profit for this Q1 is larger than that for the previous Q1)



Implementing reorganization focused on efficiency and agility





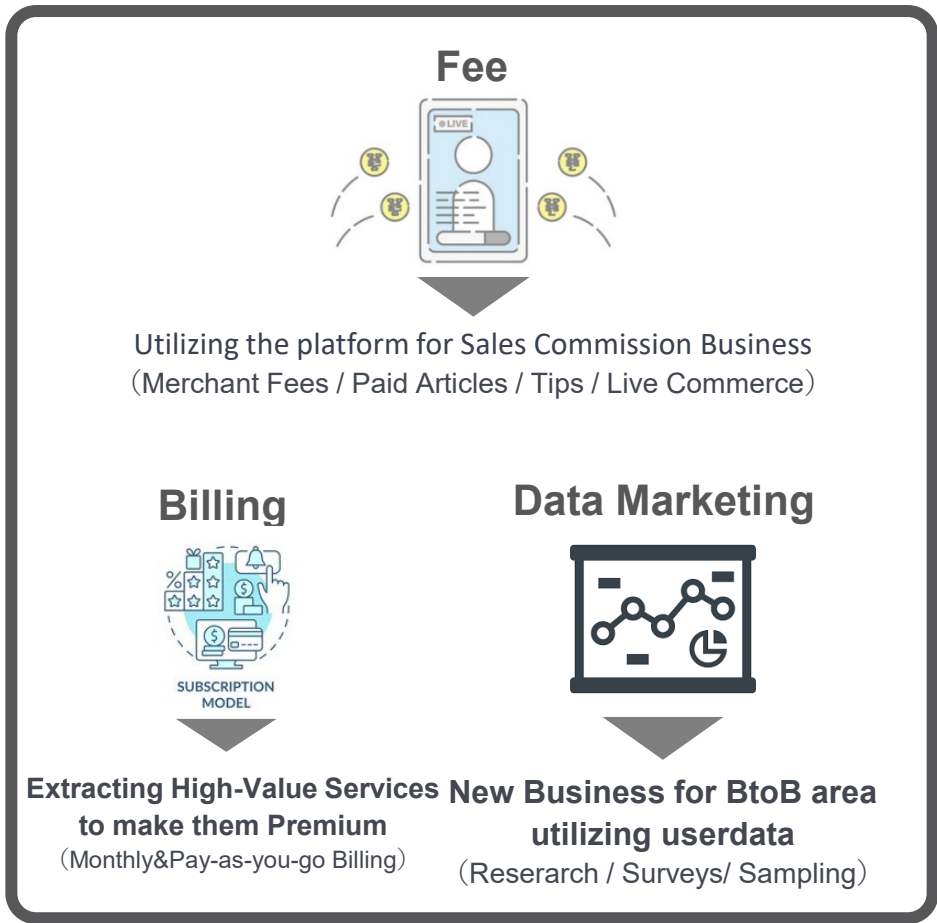
The basic strategy is-  
Strengthening vertical media with strong user touchpoints and diversifying revenue sources  
(excerpted from the financial results for FY2023Q4).

### Current



By leveraging '100 million monthly unique users (UU)' × 'high-quality content' × 'rich creator touchpoints', along with the utilization of vertical media brands, a new revenue model is being constructed

### Future







**Business environment: more gradual recovery in domestic advertising market than overseas**

**Global Trend**

- Google and META recorded an increase in advertising revenue for the first time in a quarter, showing signs of bottoming out in the Internet advertising market after COVID-19.
- In particular, expansion in SNS (Instagram, Facebook, YouTube) and listing advertising revenue has been observed. Seeing recovery trends including AI investment recovery and significant staff reductions.

**Domestic Trend**

- The display advertising market is slightly increasing or decreasing in revenue. Especially in the NW advertising market, the decline in advertising unit price continues in Q1, and the lower-than-expected unit price level continues.
- Towards the second half, signs of economic recovery are observed, but recovery in the NW advertising market for Internet advertising is expected to be gradual.



Strengthening of advertising sales from a short-term perspective and strengthening of services and diversification of revenue sources from a medium-term perspective.

**a. Strengthening Advertising Sales**

- In addition to expanding the sales team, developing new products that link to "Media Tie-ups" + "Numbers required by clients"
- Creating new revenue opportunities through group media synergy.

**b. Strengthening Services**

- Introducing an AI-powered video service "Livedoor News 24"
- Enhance vertical media and video production capabilities through the acquisition of sports media operators with a track record in video production.

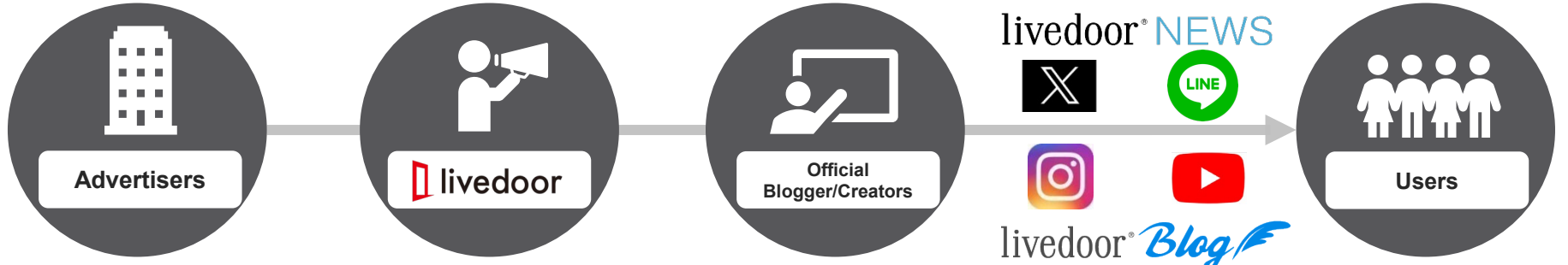
**c. Exploring New Revenue Sources**

- Initiatives in the EC domain utilizing the leading media power in the domestic market
- Mobile business through an MVNO scheme leveraging the strength of vertical media to be launched



a. Strengthening Advertising Sales: Launch of new product "Creators' Relation"

Maximize creative utilization by selecting and managing creators and distributing them to the appropriate media.



- Planning orientation
- Request for monitoring articles

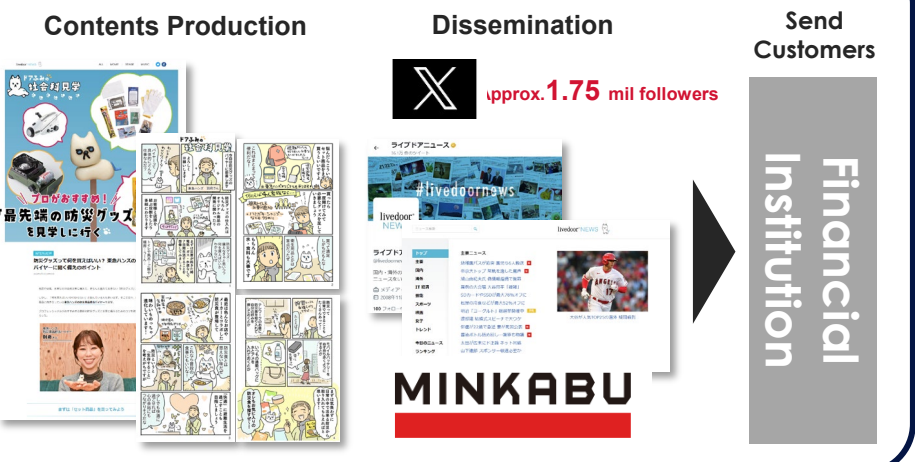
- Assignment of creators
- Quality control of creatives
- Draft of distribution strategy

- Monitoring
- Event participation
- Online meeting
- Creative production

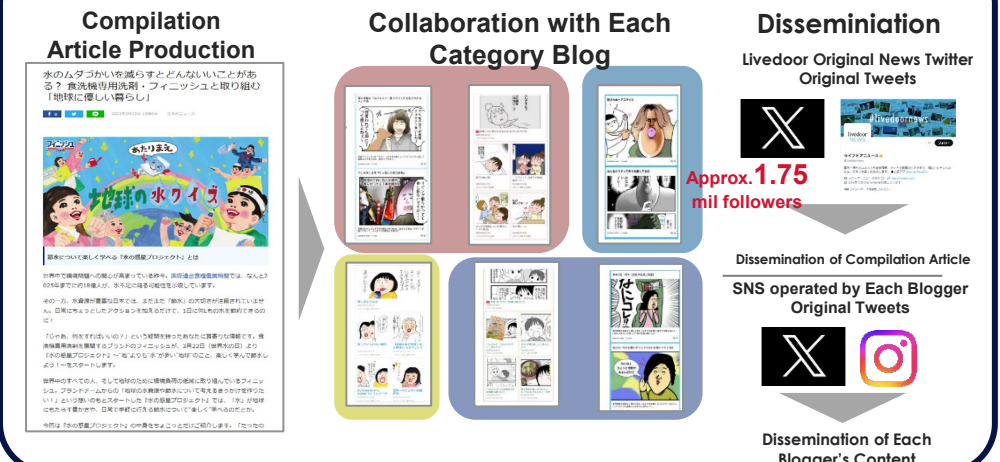


- Engaging with articles
- Fan-making, Dissemination
- Follow-up experience comment

Social Studies Tour of DOAHUMI- News x MINKABU Synergy



Blogger Content Collaboration - Blog x News Synergy





**b. Strengthening Services : Enhancing the sports domain with growing needs through the subsidiarization of From One co., LTD.**

**MARKET**

- Revitalization of the market due to the recovery of sports watching
- Success of Japanese athletes in global-scale competitions and leagues
- Increased interest in a healthy lifestyle including sports due to growing health consciousness

**USER**

- Growing needs of information experience especially among younger generations, and diversified information contact points
- Increased fan engagement due to the growth of viewing experiences through live broadcasts and streaming of sports events

In the sports market, there is an increase in:  
"Information acquisition needs via internet"  
"Demand for digital media"

**CATEGORY**

- High growth potential in media services in the sports domain, including popular domestic sports like baseball, soccer and basketball

## Fiscal measures for March 2024 activities - media

### b. Strengthening Services : Incorporating Japan's leading sports information media with strengths in scale and video production into the group



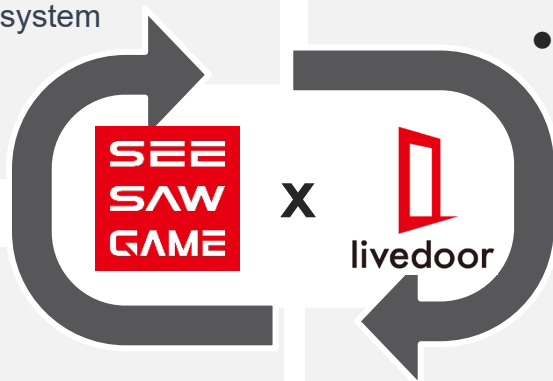
## Strengthening Services (ii): Enhancement through the Synergy of Livedoor and SSG

### 1. SERVICE

- Mutual utilization of original content
- Development of services in other sports categories
- Strengthening of reporting network system
- Expansion of video content

### 2. MARKETING

- Cross-Promotion between media services
- Sharing Strengths in SNS and SEO know-how
- Enhancing user engagement through the expansion of vertical media



### 4. EARNINGS

- Maximizing advertising revenue through the standardization of advertising products and the development of new products
- Strengthening of paid services through collaboration with other services
- Diversification of revenue through the creation of business using video content and creators

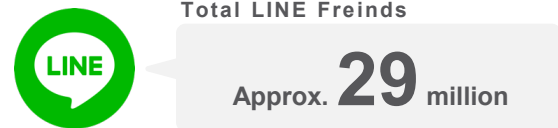
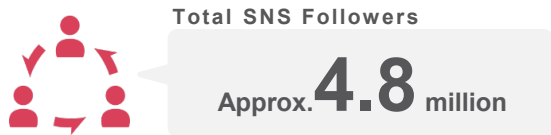
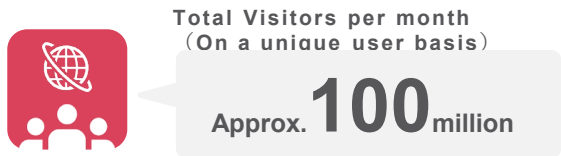
### 3. TECHNOLOGY

- Utilization of AI technologies such as rough estimates “zakkuri-pon”, transcription, videos, etc.
- Improvement of sports information experience through the full utilization of digital technologies in videos
- System optimization and strengthening of data analysis

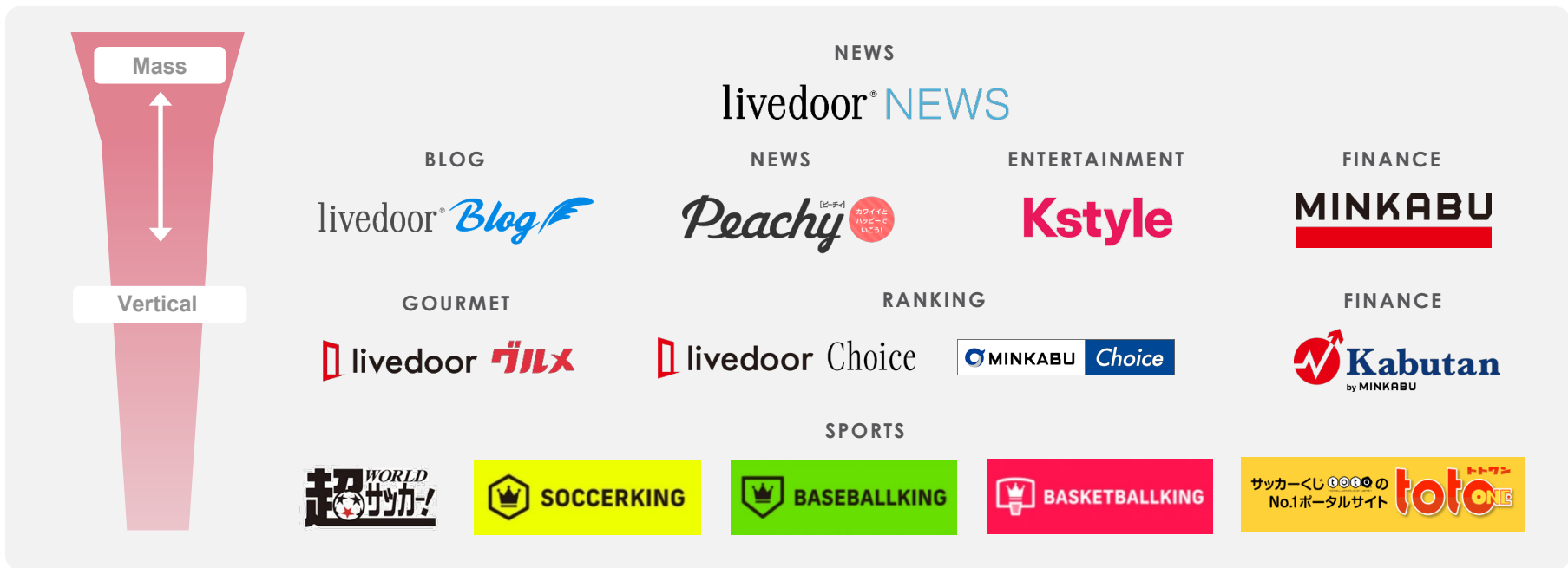
# Fiscal measures for March 2024 activities - media



In addition to largest user scale in the country,  
becoming a media group with Japan's top-ranked category coverage and diffusion power



※As of March, 2023



### b. Strengthening Services : Introducing the new service "Livedoor News 24"

Launch of a news program provided entirely by AI, 24 hours a day, 365 days a year

(beta version is to release in September 2023, and an official release scheduled for December 2023)



- Utilizing proprietary technology and tools like ChatGPT, the entire process from news selection to manuscript creation and voice narration is completed by AI
- Leveraging the strength of our group's abundant content, plan to expand not only in news but also in various categories such as weather, fortune-telling, gourmet, sports, etc.
- In addition to monetizing through video ads, we aim to gain additional revenue by utilizing characters like AI announcers



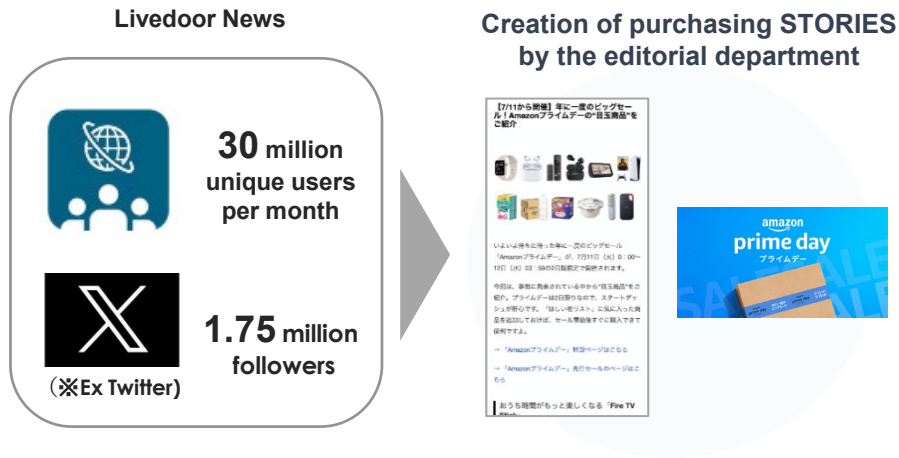
# Fiscal measures for March 2024 activities - media



## c. Exploration New Revenue Sources

### [E-commerce Initiatives]

- Achieved a record-high GMV\* for Amazon Prime Day held in July, scaled over 10 times compared to the previous year



- high internet literacy
- sensitivity to trends
- high purchasing desire

- Leveraging a product lineup that capitalizes on media characteristics
- Utilizing past purchasing data
- UI/UX suitable for purchasing

- ✓ Planning further scale expansion for Black Friday in December
- ✓ Horizontal deployment to major EC sites other than Amazon
- ✓ Sharing expertise with group media other than Livelihood News

\*GMV=Gross Merchandise Value

### [Entry into mobile services]

- Aim to launch mobile services within the year to improve user loyalty and monetize non-charging services
- Monetization through the provision of specialized, limited option plans that take advantage of vertical media's expertise
- Aiming for low-risk, high-profit realization with leading domestic media power and content, along with MVNO schemes

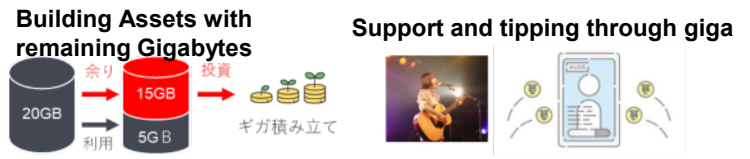


#### LDM User Exclusive Option Plans

#### Event Participation rights Fan Voting Rights



#### Effective use of gigabytes







The basic strategy is-

Expanding TAM\* through the strengthening of existing services and diversification of services

Information Solution

- Launching new solutions that utilize the synergistic effects of "Kabutan," popular among individual investors and financial professionals, and "Sales-Cue," an information terminal for financial institution sales staff
- Revising service charges upward
- Enhancing U.S. stock information solutions and increasing the number of adopting companies
- Promoting Call Center DX

Web3 Solution

- Full-scale deployment of Web3 solutions through MINKABU Web3 Wallet, Inc.
- Platform development for "NFT-based Loyalty Programs" for major online banks
- Starting to offer blockchain infrastructure that caters to various needs

Financial Service

- Progress in considering the introduction of workplace financial education solutions to major financial institutions
- Preparing for the commencement of financial product brokerage business
- Preparing to apply for investment advisory business

# Fiscal measures for March 2024 activities - solution



## Enhancement of ASP service of market information for sales staff of financial institutions

Bundling of Kabutan Professional (formerly Sales-Cue) with a rich of information, and fully smartphone-compatible Kabutan Premium Starting from September 2023

Both Services can be accessed with the same ID

### Kabutan Professional

**Kabutan Professional**  
\*Ex : Sales-Cue

The screenshot displays a comprehensive market overview dashboard. At the top, it features the 'Professional Kabutan' logo and a navigation menu. The main content area includes a 'Market Overview' section with key indices like TOPIX, Nikkei 225, and Nikkei Average. Below this, there are several line charts showing historical performance for different indices and sectors. A 'High Rates' section lists various interest rates, and a 'Commodity & Exchange' section shows prices for gold, silver, and other commodities. The interface is clean and professional, with a clear layout of data and charts.

### Kabutan Premium

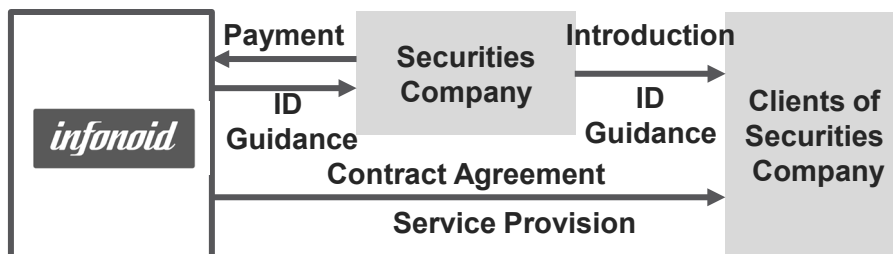
**Kabutan Premium**  
by MINKABU

The screenshot illustrates the 'Kabutan Premium' service, which is fully smartphone-compatible. It shows two mobile phone screens displaying the service's interface, highlighting its accessibility on the go. Below the mobile screens, there are icons for 'Smart Phone' and 'PC' access. The interface also features flags for 'Japanese Stock Version' and 'US Stock Version', indicating its versatility for different markets. The overall design is modern and user-friendly, with a focus on providing real-time market information.

## Expansion of Kabutan & Kabutan Premium Features

### Provision to Securities Companies' Clients

A system is to be introduced in late October 2023 (scheduled), which allows securities companies to issue IDs for Kabutan Premium to their clients. It will also be possible to provide the login users with exclusive information from their contracted securities company.



### PTS (Japan Next Securities) Data Provision

Starting from June 12, 2023, the distribution of domestic stock PTS information began on individual stock pages.  
\*Free users receive information with a 20-minute delay, while Kabutan Premium users receive real-time delivery.





# activities - solution

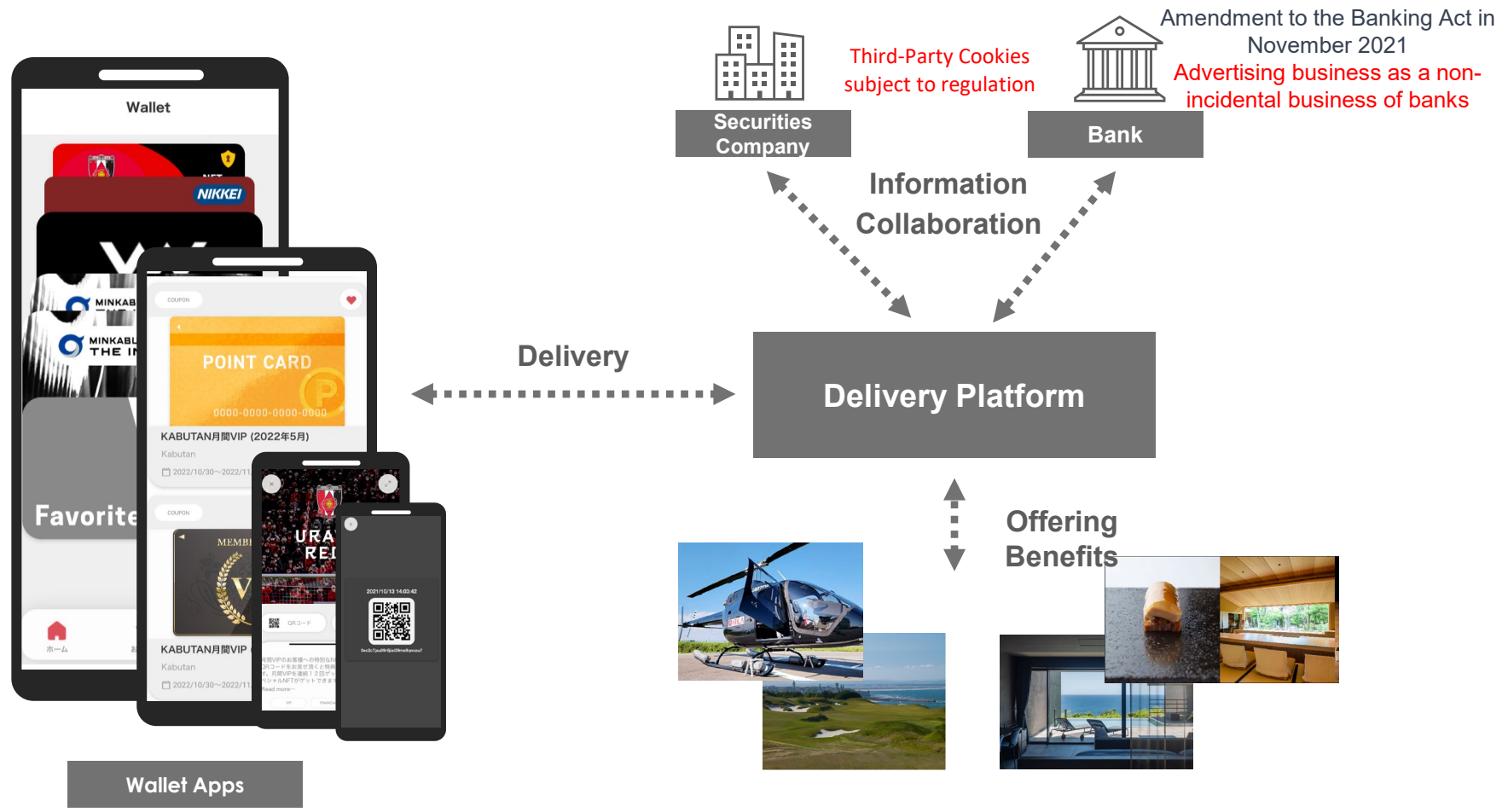
## Aggressively implementing measures aimed at increasing revenue for information-based solutions.

<b>Fee Revision</b>	<ul style="list-style-type: none"><li>• Revision of the existing service fees with the objective of maintaining a system capable of providing high-quality services, even under the rising costs due to a weaker yen and other factors</li><li>• consent obtained from over 100 clients.</li><li>• Service cancellations due to fee revisions are less than 1% of the total.</li></ul>
<b>US Stock Solution</b>	<ul style="list-style-type: none"><li>• Expanding the number of cases through simultaneous provision of Japanese stock/U.S. stock information to existing customers</li><li>• Able to provide U.S. stock themes, news, financial information, etc., in Japanese.</li><li>• Flexible delivery methods and provision of Japanese stock/U.S. stock information through the same UI have been well-received, leading to an increase of 2 companies and 5 services in Q1 (totaling 12 companies and 34 services).</li></ul>
<b>Call Center DX</b>	<ul style="list-style-type: none"><li>• Promoting DX for securities companies' stock price inquiry-related call center operations.</li><li>• Expanding services to accommodate the English-letter corresponding security codes starting from January 2024.</li><li>• More than 50% of existing customers are considering expanding functions, and the acquisition of new clients is progressing (as of August 2023).</li></ul>



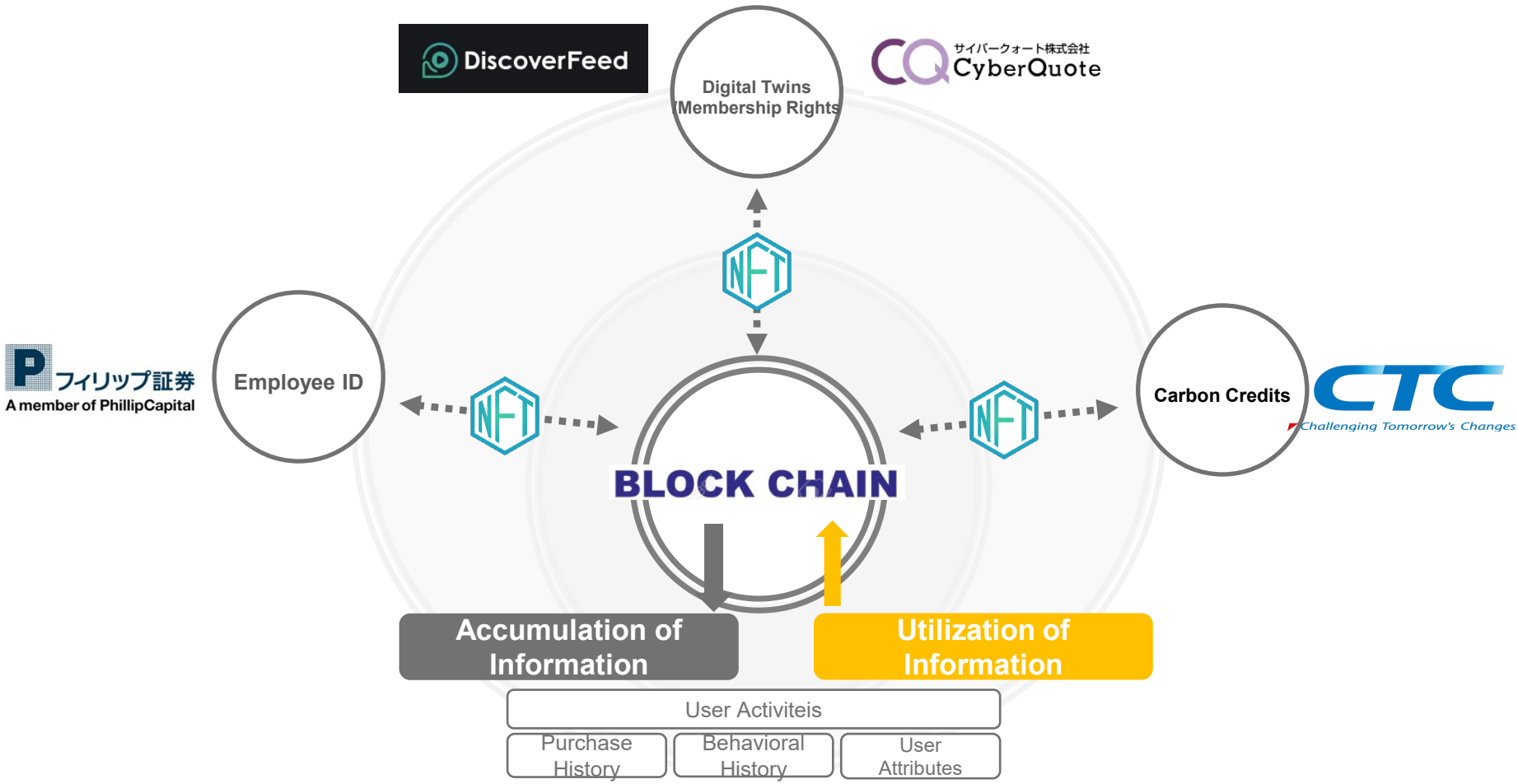
## Development of Web3 Ad Technology Solutions

Starting from April 2023, the construction of a platform to support the operation of loyalty programs using NFTs for major online banks has begun.





## Multifaceted Utilization of Blockchain Foundation & NFT Launching a blockchain infrastructure to accommodate various needs

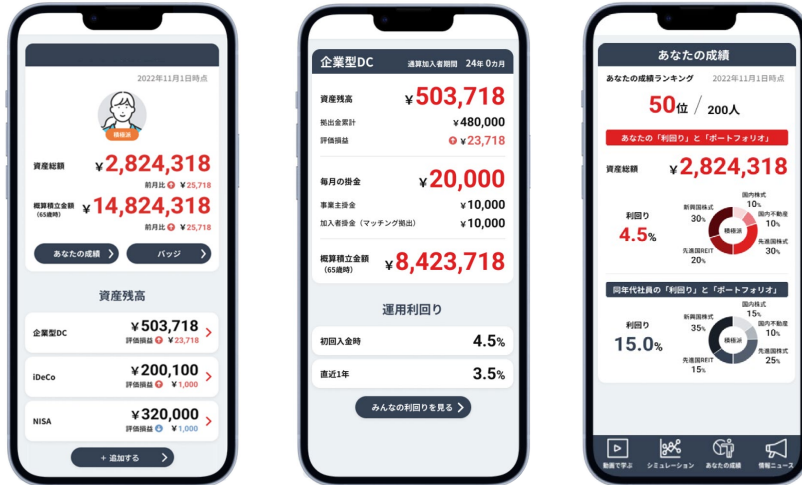




## “Minkabu Academy”, an ASP Service to support the Asset Income Doubling Plan

A one-stop app to support the asset income doubling plan through financial education necessary for asset formation, DC, iDeCo, NISA, and public pensions

### CAPABILITY



#### Upsell/Cross-Sell Methods

⇒ Cross-asset class screen display allows notifications of income deductions to NISA users and non-iDeCo users

#### System Side

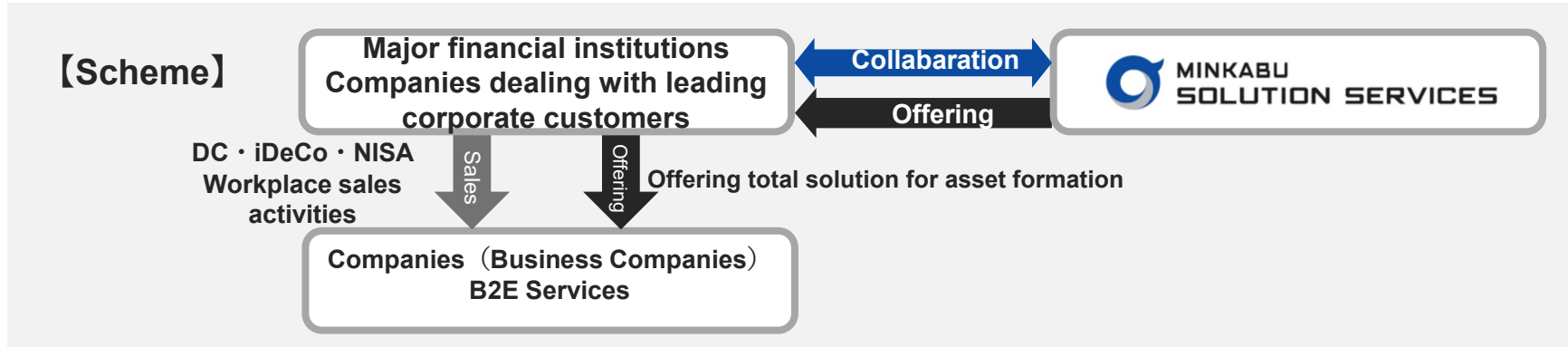
⇒ Achievement of automation and cost reduction through the provision of APIs, scraping, simulations, BPO, NFT, etc. and smooth collaboration with communication tools such as LINE

#### Organizational side

⇒ Promoting the integration of corporation divisions (shareholding associations & DC) ⇔ individual divisions (NISA), stocks ⇔ investment trusts through a cross-asset class approach

#### Strategic Side

⇒ Value provision linking corporations, affluent individuals and mass affluent



The introduction consideration is progressing smoothly  
 PoC Confirmed : joint consideration of major trust banks, major telecommunications carrier, Megabanks and major online securities





## MINKABU

ASSET PARTNERS

### Launch Online-Only IFA Service

Connecting with multiple financial institutions, providing securities brokerage services and investment advisory services on one platform

#### Services provided by MINKABU ASSET PARTNERS, Inc.

<p><b>Online Customer Services</b> <b>LINE Chat</b></p>	<ul style="list-style-type: none"> <li>• Available for consultation at any time through human chat functions</li> <li>• Personalized information delivery based on customer-owned asset</li> </ul>
<p><b>Multiple Securities Accounts</b> <b>Combined VisualisationTool</b></p>	<ul style="list-style-type: none"> <li>• Central management of customer-owned accounts</li> </ul>
<p><b>Robo-advisor for proposing Portfolio</b></p>	<ul style="list-style-type: none"> <li>• Propose optimized portfolio by central management of customer-owned accounts</li> <li>• When a discrepancy occurs between the target asset amount and investment performance, the robo-advisor makes a new proposal.</li> </ul>
<p><b>Internet intermediation</b> <b>One-platform trading function</b></p>	<ul style="list-style-type: none"> <li>• Implemented a feature that allows placing orders with multiple securities firms</li> </ul>
<p><b>Investment Advice</b> <b>(Registration pending)</b> <b>Performance-based Robo advisor</b></p>	<ul style="list-style-type: none"> <li>• Receiving compensation only when there's profit from investment advice</li> <li>• Starting from long and short strategies by utilizing Japanese stock credit trading</li> </ul>



API Connection



**Affiliated Securities Company & IFA (Face-to-Face Sales)**







Services are scheduled to start sequentially in the future

<p><b>CS DX BPO Business</b></p>	<ul style="list-style-type: none"> <li>● Introducing customer support services with LINE to mainly major online securities</li> </ul> <p><b>Expected to commence operation this autumn with onlince securities</b></p>
<p><b>Financial Products Intermedialy Business</b></p>	<ul style="list-style-type: none"> <li>● Business to launch with Aizawa Securities as the affiliated financial instruments business operator. Developing a new service site with customer referral functions to IFAs and financial institutions</li> </ul> <p><b>Service site to be released soon. Functions will be added in due course</b></p>
<p><b>Investment Advisory Business*</b></p>	<ul style="list-style-type: none"> <li>● Provide robo-advisory service via MINKABU ROBO with ordering assist function. Propose a platform that can provide various investment advisory services using API and FTP</li> </ul> <p><b>MINKABU ROBO to be released at the new year</b></p>

\*Start after the registration

## Fiscal Year Ending March 2024 Consolidated Earnings Forecast (No changes)

Q1 has been affected by the advertising market conditions, but generally landed as planned. Additional revenue enhancement measures have been implemented in both business segment, and a V-shaped recovery as planned is expected

(JPY in million)	Actual for Fiscal Year Ended March, 2023 (Consolidation)	Forecast for Fiscal Year Ended March, 2024 (Consolidation)	YoY
Net Sales	6,836	11,000	60.9%
Operating Profit	111	1,000	795.4%
Ordinary Profit	-207	940	-
Profit attributable to Parent Company	726	900	23.9%
EBITDA	1,019	2,200	115.8%

*\*For the fiscal year ending March 2024, the booking of corporate tax adjustments is anticipated due to a review of the recoverability concerning goodwill for tax purposes of Livedoor Co., Ltd.*

# APPENDIX

## income statement



(JPY in million)

	Fiscal Year ended	Fiscal Year ended	Consolidated Financial Forecasts Fiscal		FY2023 Q1	FY2024 Q1	
	March 31, 2022	March 31, 2023	Year ending March 31, 2024		Consolidated	Consolidated	Changes
	Consolidated	Consolidated	Consolidated	Changes			
<b>Net Sales</b>	<b>5,482</b>	<b>6,836</b>	<b>11,000</b>	<b>+60.9%</b>	<b>1,380</b>	<b>2,242</b>	<b>+62.5%</b>
MEDIA	2,353	2,871	6,700	+133.3%	561	1,304	+132.2%
SOLUTION	3,148	4,005	4,300	+7.3%	830	938	+13.1%
Adjustment (1.)	-20	-41	-	-	-11	-	-
<b>Operating Profit</b>	<b>874</b>	<b>111</b>	<b>1,000</b>	<b>+795.4%</b>	<b>98</b>	<b>-157</b>	<b>-</b>
MEDIA	747	223	850	+280.3%	137	-90	-
SOLUTION	786	762	1,050	+37.8%	158	176	+11.3%
Adjustment (2.)	-658	-874	-900	-	-197	-243	-
<b>Ordinary Profit</b>	<b>828</b>	<b>-207</b>	<b>940</b>	<b>-</b>	<b>25</b>	<b>-175</b>	<b>-</b>
<b>Profit attributable to Parent Company</b>	<b>696</b>	<b>726</b>	<b>900</b>	<b>+23.9%</b>	<b>1</b>	<b>-164</b>	<b>-</b>
<b>EBITDA (3.)</b>	<b>1,539</b>	<b>1,019</b>	<b>2,200</b>	<b>+115.8%</b>	<b>274</b>	<b>144</b>	<b>-47.4%</b>

1. Re-allocation of inter-segment sales
2. Elimination of inter-segment and unallocable operating expenses
3. Calculation formula of EBITDA is Operating income+depreciation+amortization of goodwill
4. The Company established MINKABU ASSET PARTNERS, Inc. on September 1, 2021, as a consolidated subsidiary.
5. The Company acquired Minkabu Web3 Wallet, Inc. on May 1, 2022, and made it a consolidated subsidiary.
6. Among the media business billing revenue, the billing revenue from Kabutan Premium has been reclassified to the stock revenue of the solution business from the third fiscal year of 2024. Additionally, the comparisons between the first quarter of the fiscal year ending March 2023 and the first quarter of the fiscal year ending March 2024 are based on the classification after the change.
7. Acquired ALIS Co., Ltd on October 4, 2022 and made ALIS Co., Ltd a consolidated subsidiary. Since deemed acquisition date of December 31, 2022 is applied, only the balance sheet was consolidated as of December 31, 2022.
8. Acquired livedoor Co., Ltd on December 28, 2022 and made livedoor Co., Ltd a consolidated subsidiary. Since deemed acquisition date of December 31, 2022 is applied, only the balance sheet was as of December 31, 2022.
9. Acquired CWS Brains Co., Ltd on March 31, 2023 and made CWS Brains Co., Ltd a consolidated subsidiary. Since the acquisition date of March 31, 2023, only the balance sheet was consolidated as of March 31, 2023.
10. The Company acquired Synchrolife, Inc. on April 1, 2023, and made it a consolidated subsidiary.
11. Figures are all in Japanese Yen and rounded down to the nearest million yen.

## balance sheet items

(JPY in million)

	Fiscal Year ended March 31, 2022	Fiscal Year ended March 31, 2023	Fiscal Year ended June 30, 2023	
	Consolidated	Consolidated	Consolidated	Changes
Current assets	4,825	6,567	4,826	-26.5%
(Cash and deposit)	3,526	4,463	3,316	-25.7%
Non - current assets	4,932	9,967	10,767	+8.0%
<b>Assets</b>	<b>9,757</b>	<b>16,534</b>	<b>15,593</b>	<b>-5.7%</b>
Current Liabilities	942	1,926	1,720	-10.7%
Non-Current Liabilities	1,372	6,752	6,568	-2.7%
<b>Liabilities</b>	<b>2,314</b>	<b>8,678</b>	<b>8,288</b>	<b>-4.5%</b>
Capital stock	3,514	3,533	3,533	-
Capital surplus	4,533	4,194	3,804	-9.3%
Retained earnings	-745	-18	-183	-
Others	39	55	50	-8.6%
Non-controlling interests	100	91	99	+8.5%
<b>Net assets</b>	<b>7,443</b>	<b>7,855</b>	<b>7,304</b>	<b>-7.0%</b>

1. The Company established MINKABU ASSET PARTNERS, Inc. on September 1, 2021, as a consolidated subsidiary.
2. The Company acquired Minkabu Web3 Wallet, Inc. on May 1, 2022, and made it a consolidated subsidiary.
3. Acquired ALIS Co., Ltd on October 4, 2022 and made ALIS Co., Ltd a consolidated subsidiary. Since deemed acquisition date of December 31, 2022 is applied, only the balance sheet was consolidated as of December 31, 2022.
4. Acquired livedoor Co., Ltd on December 28, 2022 and made livedoor Co., Ltd a consolidated subsidiary. Since deemed acquisition date of December 31, 2022 is applied, only the balance sheet was consolidated as of December 31, 2022.
5. Acquired CWS Brains Co., Ltd on March 31, 2023 and made CWS Brains Co., Ltd a consolidated subsidiary. Since the acquisition date of March 31, 2023, only the balance sheet was consolidated as of March 31, 2023.
6. The Company acquired Synchronlife, Inc. on April 1, 2023, and made it a consolidated subsidiary.
7. Figures are all in Japanese Yen and rounded down to the nearest million yen.

# APPENDIX

## sales by segments



(JPY in million)

	Fiscal Year ended March 31, 2022	Fiscal Year ended March 31, 2023	Consolidated Financial Forecasts Fiscal Year ending March 31, 2024		FY2023 Q1	FY2024 Q1	
	Consolidated	Consolidated	Consolidated	Changes	Consolidated	Consolidated	Changes
<b>MEDIA</b>	<b>2,353</b>	<b>2,871</b>	<b>6,700</b>	<b>+133.3%</b>	<b>561</b>	<b>1,304</b>	<b>+132.2%</b>
Ad revenue	1,929	2,420	6,170	+154.9%	548	1,250	+128.1%
Subscription revenue (4.)(5.)	392	412	180	-56.4%	0	35	+4,622.4%
Others	32	38	350	+805.3%	12	18	+44.6%
<b>SOLUTION</b>	<b>3,148</b>	<b>4,005</b>	<b>4,300</b>	<b>+7.3%</b>	<b>830</b>	<b>938</b>	<b>+13.1%</b>
Subscription revenue (5.)	2,195	2,751	2,820	+2.5%	688	615	-10.6%
Billing revenue(5.)	–	–	410	–	82	106	+29.3%
Initial revenue	953	1,254	1,480	+18.0%	141	323	+128.0%
Adjustment (1.)	-20	-41	–	–	-11	–	–
<b>Net Sales</b>	<b>5,482</b>	<b>6,836</b>	<b>11,000</b>	<b>+60.9%</b>	<b>1,380</b>	<b>2,242</b>	<b>+62.5%</b>

1. Re-allocation of inter-segment sales
2. The Company established MINKABU ASSET PARTNERS, Inc. on September 1, 2021, as a consolidated subsidiary.
3. The Company acquired Minkabu Web3 Wallet, Inc. on May 1, 2022, and made it a consolidated subsidiary.
4. Subscription revenue includes monthly subscription fees and initial fees and monthly fees for OEM services.
5. Allocation of billing revenue for Kabutan Premium in media business will be altered to Solution Business revenue from FY2024/03
6. Acquired ALIS Co., Ltd on October 4, 2022 and made ALIS Co., Ltd a consolidated subsidiary. Since deemed acquisition date of December 31, 2022 is applied, only the balance sheet was consolidated as of December 31, 2022.
7. Acquired livedoor Co., Ltd on December 28, 2022 and made livedoor Co., Ltd a consolidated subsidiary. Since deemed acquisition date of December 31, 2022 is applied, only the balance sheet was consolidated as of December 31, 2022.
8. Acquired CWS Brains Co., Ltd on March 31, 2023 and made CWS Brains Co., Ltd a consolidated subsidiary. Since the acquisition date of March 31, 2023, only the balance sheet was consolidated as of March 31, 2023.
9. The Company acquired Synchrolife, Inc. on April 1, 2023, and made it a consolidated subsidiary.
10. Figures are all in Japanese Yen and rounded down to the nearest million yen.



The information contained in this document, other than historical facts, includes information regarding future prospects. Information about future prospects is based on predictions, expectations, assumptions, plans, evaluations, etc., at the current time, based on information currently available to us, and includes risks and uncertainties. We cannot guarantee that the periodic forecasts, evaluations, and other information used in the description of future prospects are accurate, or that they will turn out as such in the future. The information contained in this document was created on the date stated in this document and reflects our views at that time, and therefore, should be considered in light of the circumstances at that time. Please be aware of this. We are not obligated to periodically update and report the information contained in this document to reflect events that occurred after the date of creation of the information.