

# Financial Results for Q3 FY2023

**oRo Co.,Ltd.** Code : 3983

November 14, 2023



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**Translation**

Notice: This document is an excerpt translation of the original Japanese document and is only for reference purposes. In the event of any discrepancy between this translated document and the original Japanese document, the latter shall prevail.



# **Q3 FY2023 Financial Results Highlights**

## Q3 FY2023 Financial Results

### Q3 FY2023/12 consolidated financial results

Revenue	<b>5,158</b> million JPY	YoY <b>+15.6%</b>	Rate of progress <b>72.7%</b>
Operating profit	<b>1,880</b> million JPY	YoY <b>+23.0%</b>	Rate of progress <b>79.0%</b>

Revenue and operating profit remained steady compared to plan.

#### Cloud Solutions (CS)

Revenue	<b>3,184</b> million JPY	YoY <b>+24.6%</b>	Rate of progress <b>77.1%</b>
Operating profit	<b>1,505</b> million JPY	YoY <b>+37.0%</b>	Rate of progress <b>87.9%</b>

Revenue and operating profit remained favorable compared to plan.

The upscaling of new customers has led to an increase in the unit price of new contracts for ZAC, and the customization of The Qualified Invoice-Based Method (the Invoice System) for existing customers of ZAC Enterprise (tailored to individual company needs) has driven revenue growth. In addition, the increase in sales exceeding our projections and the efficiency of advertising and promotional expenses supported the increase in profit.

#### Digital Transformation (DX)

Revenue	<b>1,974</b> million JPY	YoY <b>+3.6%</b>	Rate of progress <b>66.7%</b>
Operating profit	<b>413</b> million JPY	YoY <b>-1.1%</b>	Rate of progress <b>61.9%</b>

Revenue was worse than planned, while operating profit remained steady.

The increase in personnel and recruiting costs due to the strong hiring activity resulted in a 1.1% decrease in operating income compared to the year-on-year, but was almost exactly in line with the plan.

# Revision of Dividend Forecasts (Dividend Increase)

## Revision of Dividend Forecasts

Following our fundamental policy, and after a comprehensive assessment of our current fiscal year's performance, financial health, and future business prospects, we have revised our dividend forecast. For this fiscal period, we anticipate **a dividend of 30 yen per share, an increase of 10 yen from the previous dividend.**

## Basic Policy on Dividend Distribution

We emphasize the constant pursuit of increasing corporate value and returning profits to shareholders.

To ensure stable returns for our shareholders and sustainable growth of the company, our dividend policy involves periodic review to comprehensively assess our performance, financial condition, and future business development.

Additionally, with regards to acquiring treasury shares, we will conduct a comprehensive evaluation that considers the need for flexible capital policies in response to the management environment and the impact on our financial structure.

## Summary of the revised dividend forecast

	Dividend per share		
Record date	Q2	Fiscal year-end	Total
Full-year forecasts at beginning of the year (FY2023/12)	0.00yen	20.00yen	20.00yen
Full-year revised forecasts (FY2023/12)	0.00yen	30.00yen	30.00yen

## **Establishment of Shareholders Benefits Program**

### **Establishment of Shareholders Benefits Program**

To express our gratitude for the continued support of our shareholders, we are establishing a shareholder benefit program to enhance the attractiveness of our stock as an investment, to increase trading volume and liquidity by broadening our shareholder base, and to improve understanding of our group of companies.

(We anticipate the expenses related to the shareholder benefits will be less than 3% of the total dividend amount.)

### **Details of the Shareholder Benefits Program**

#### (1) Eligible Shareholders

Shareholders who hold at least 100 of the Company's shares (one standardized trading unit) and who are listed or recorded in the Company's shareholder registry as of December 31 are eligible.

#### (2) Details of the Shareholder Benefits

A QUO card valued at 3,000 yen will be provided.

\* One benefit will be provided to each shareholder who falls under (1) above.

#### (3) Timing of Delivery of Benefits (Scheduled)

The delivery of benefits is scheduled to be dispatched from late February to early March.

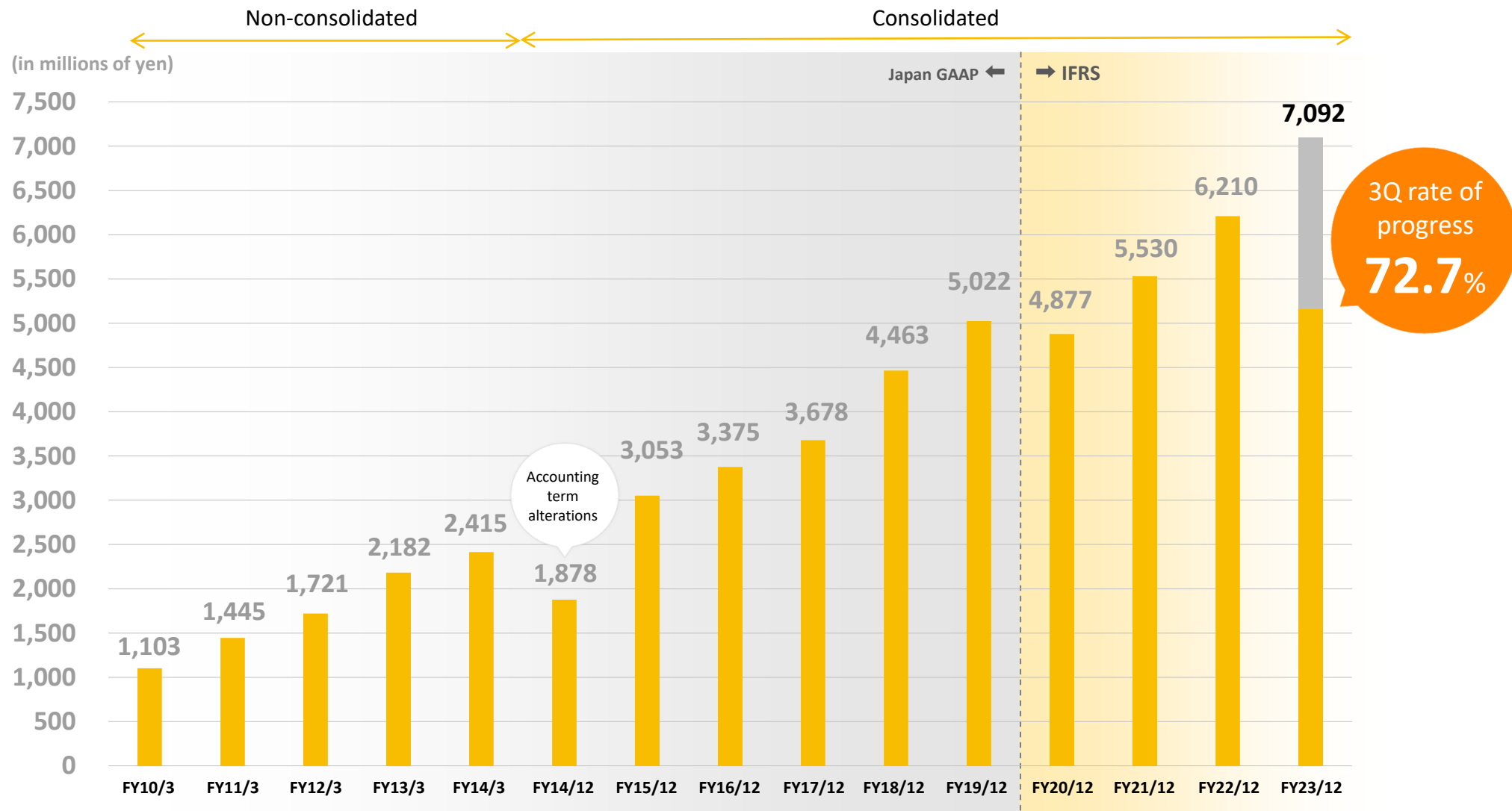
Please note that delivery will be restricted to addresses within Japan.

### **Commencement of the Shareholder Benefits Program**

The shareholder benefits program will commence on December 31, 2023, for shareholders holding at least 100 of the Company's shares (one standardized trading unit) and who are listed or registered in the Company's shareholder registry as of this date.

# Trend in Sales

Recorded 5,158 million yen, up 15.6% year-on-year



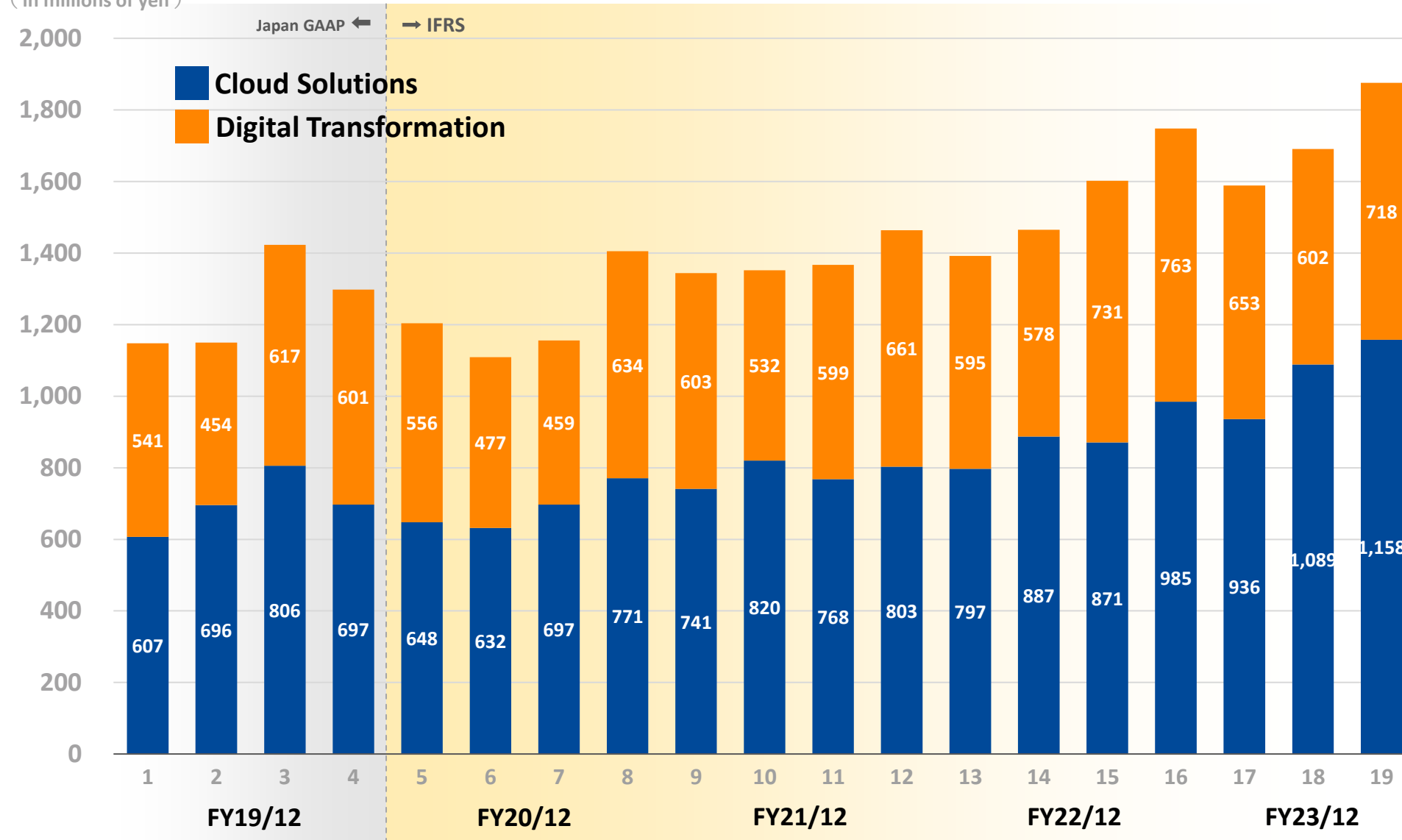
\*Was not audited by KPMG AZSA LLC, prior to and in the fiscal year ended March 31, 2014

\*Following the change in accounting policy in fiscal 2018, net sales for Digital Transformation Business (previously Communication Design Business) are shown on a net basis from the fiscal year ended December 31, 2017, instead of a gross basis used previously.

\*Starting from the fiscal year ended December 31, 2021, the Company has adapted International Financial Reporting Standards (IFRS) instead of Japanese GAAP. Accordingly, revenue for the fiscal year ended December 31, 2020 indicates the amount after retrospective application of the change.

# Trend in Quarterly Sales

(in millions of yen)



\*Starting from the fiscal year ended December 31, 2021, the Company has adapted International Financial Reporting Standards (IFRS) instead of Japanese GAAP.

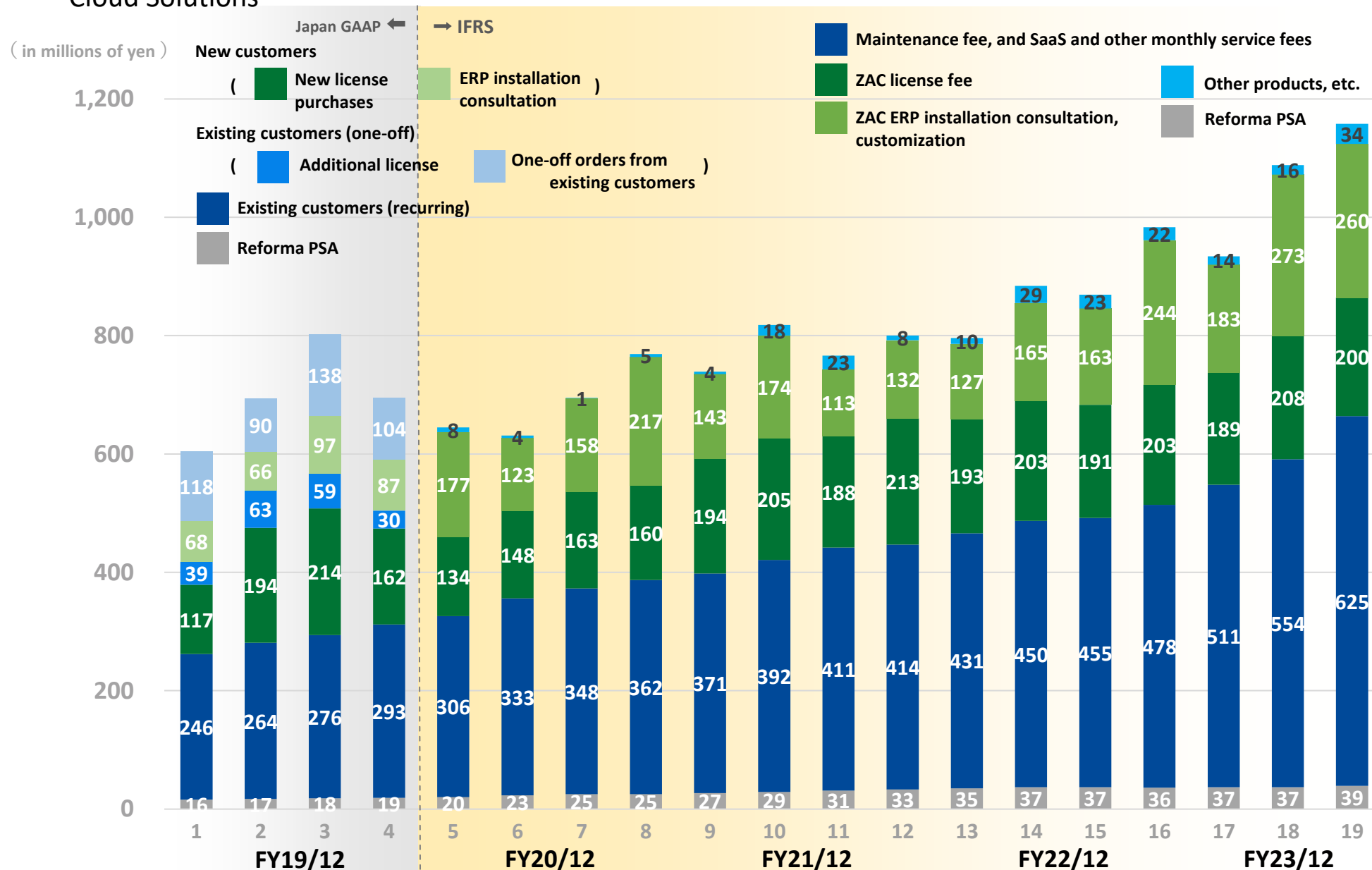
Accordingly, revenue for the fiscal year ended December 31, 2020 indicates the amount after retrospective application of the change.

\*The values for each quarter of FY2020 was not audited by KPMG AZSA LLC.



# Breakdown of Sales by Customer Segment

## Cloud Solutions

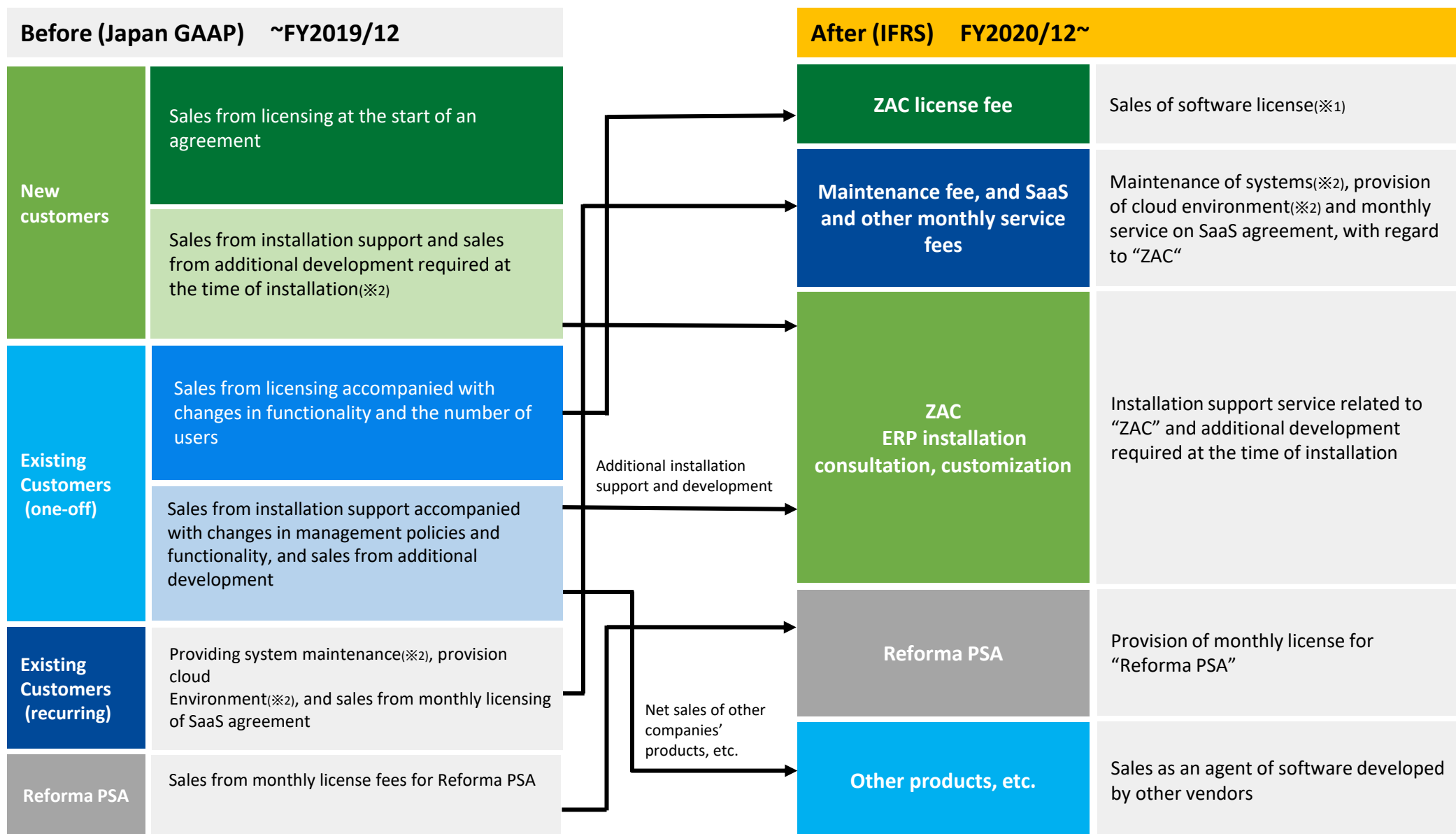


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\*The values for each quarter of FY 2020/12 was not audited by KPMG AZSA LLC.

# Breakdown of Sales by Business Segment

## Cloud Solutions



※1 : Software license fees arising from one-time purchase contracts are allocated and recognized as revenue over 30 months.

※2 : Only in the case of no-returns purchase agreements.

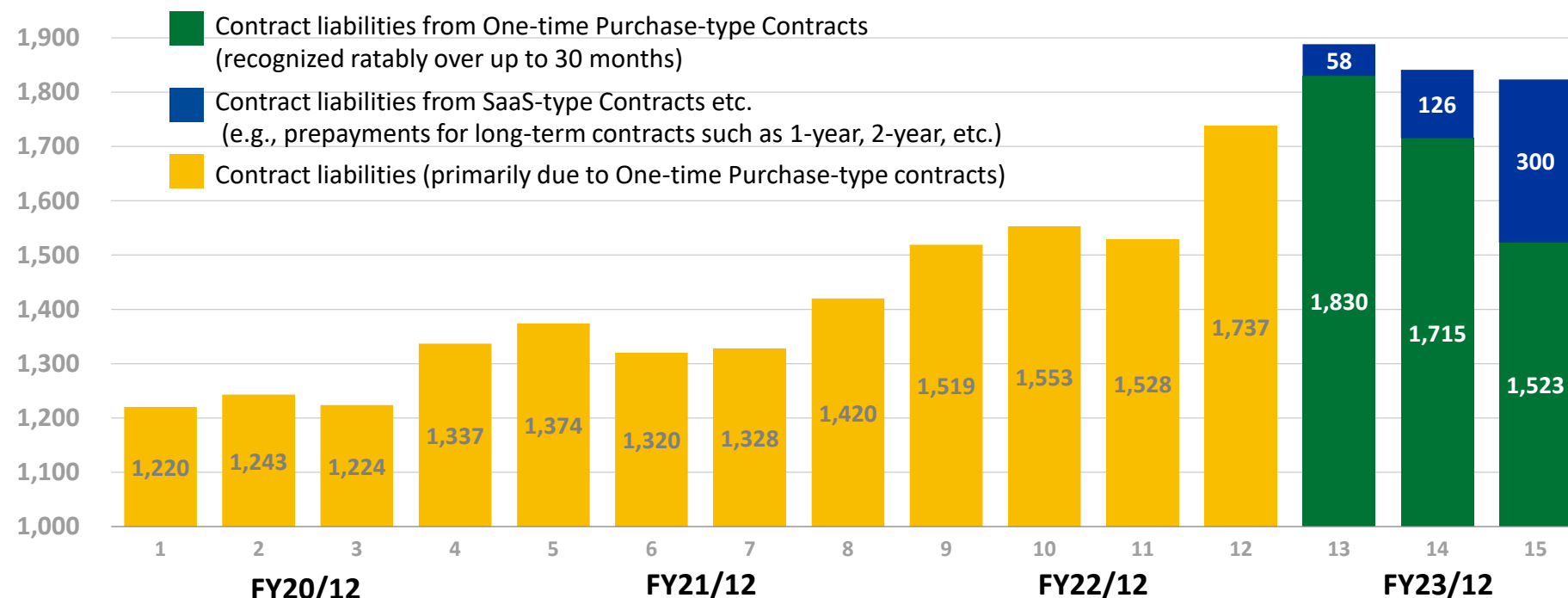
## ZAC and ZAC Enterprise Contract Liabilities (License)

### Cloud Solutions

**Contract liabilities increased by 19.3% YoY to 1,823 million yen and decreased by 1.0% QoQ due to a reduction in one-time purchase-type licenses.**

Reason for QoQ decrease: Contract liabilities arising from one-time purchase-type contracts will not increase in the future, owing to the abolition of this purchasing option.

( in millions of yen )



Contract liabilities are the balance of contracts for which consideration has already been received and for which will be recognized as revenue in the following quarter or later.

Contracts for new and additional licenses, and long-term SaaS-type contracts etc. are included in this balance.

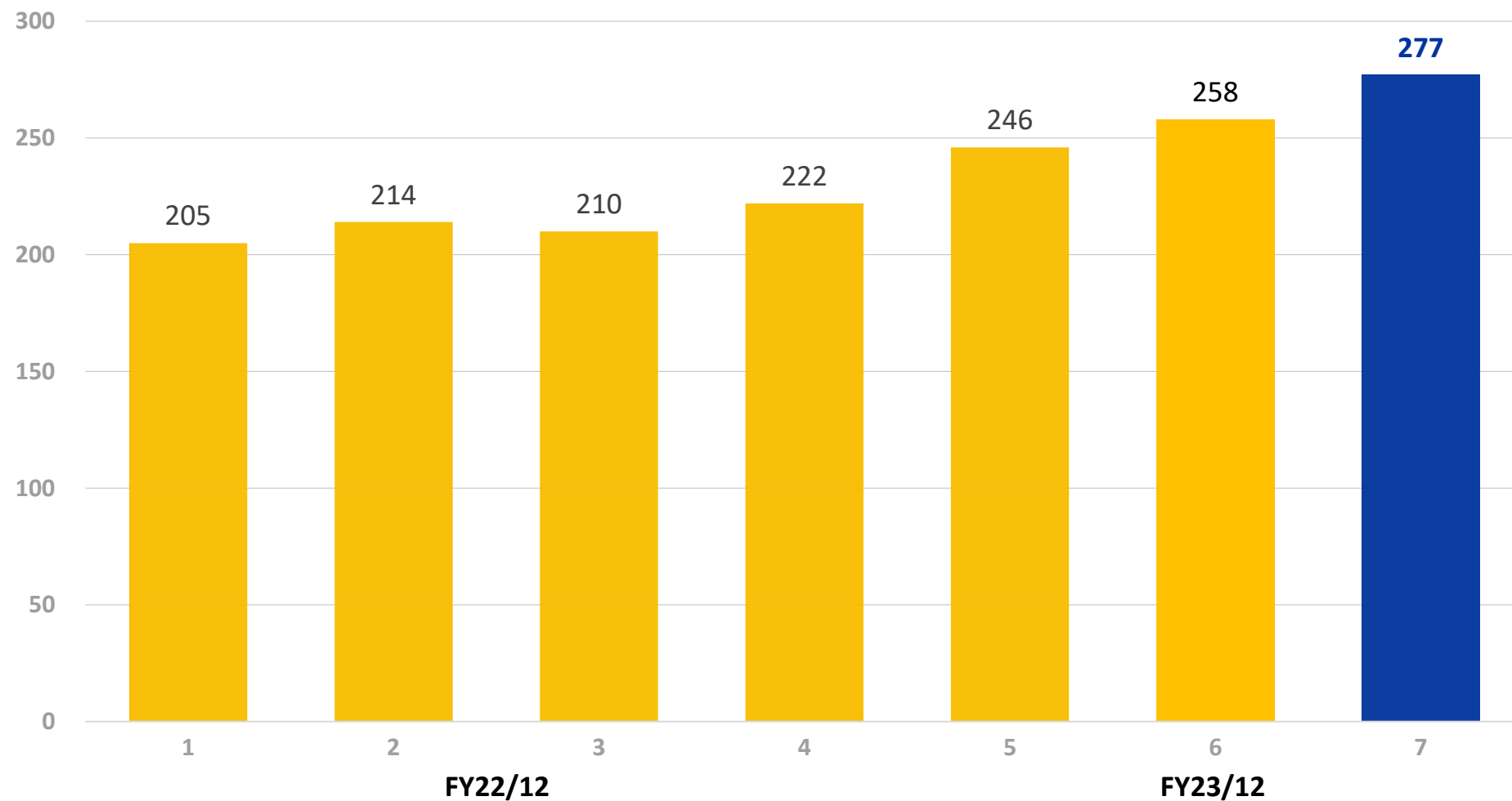
\*The values for each quarter of FY 2020/12 was not audited by KPMG AZSA LLC.

# MRR Trend of ZAC and ZAC Enterprise

## Cloud Solutions

Despite being influenced by the fluctuations in ZAC license fees, the growth in the number of contract licenses is driving MRR.

( in millions of yen )



\* MRR: Stands for Monthly Recurring Revenue, which is the regular monthly revenue. It is calculated as the total sum of "ZAC License Fees" and "Maintenance Fees, SaaS, and Other Monthly Service Fees" for the last month of the respective quarter.

# Trend in the number of active “ZAC” and “ZAC Enterprise” licenses

## Cloud Solutions

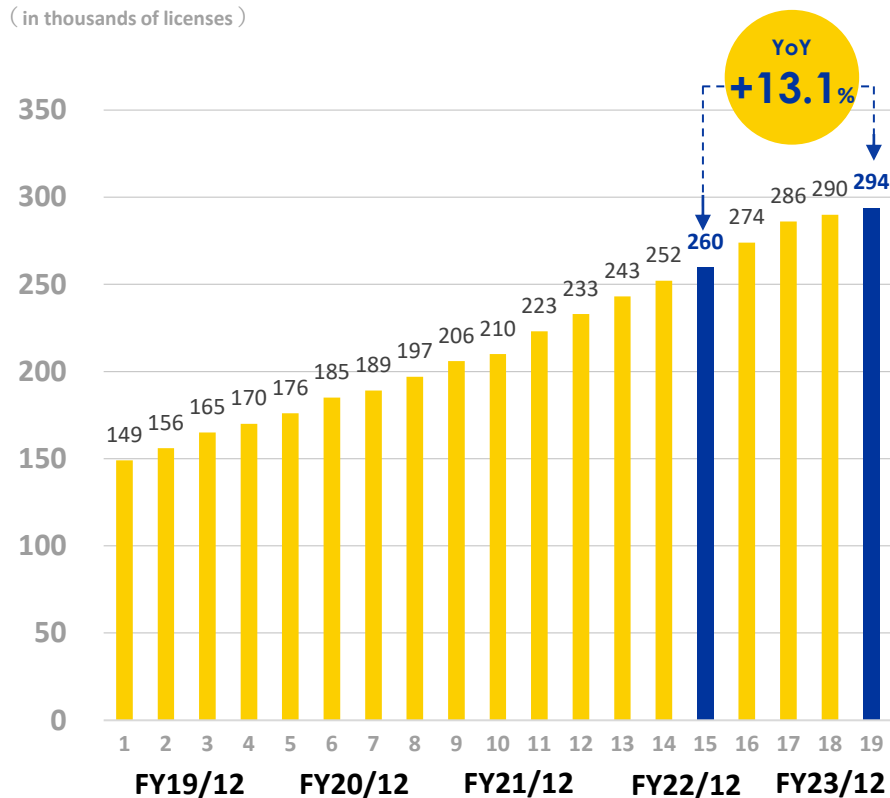
The number of active licenses have been increasing steadily backed by acquisition of new customers and expansion of transactions with existing customers.

The number of active licenses per active company has remained stable since Q1.

On a year-on-year basis, there's an increase of 5.3%, attributed to the acquisition of larger new customers and additional licenses purchased by existing customers.

**Trend in the number of active ZAC and ZAC Enterprise licenses**

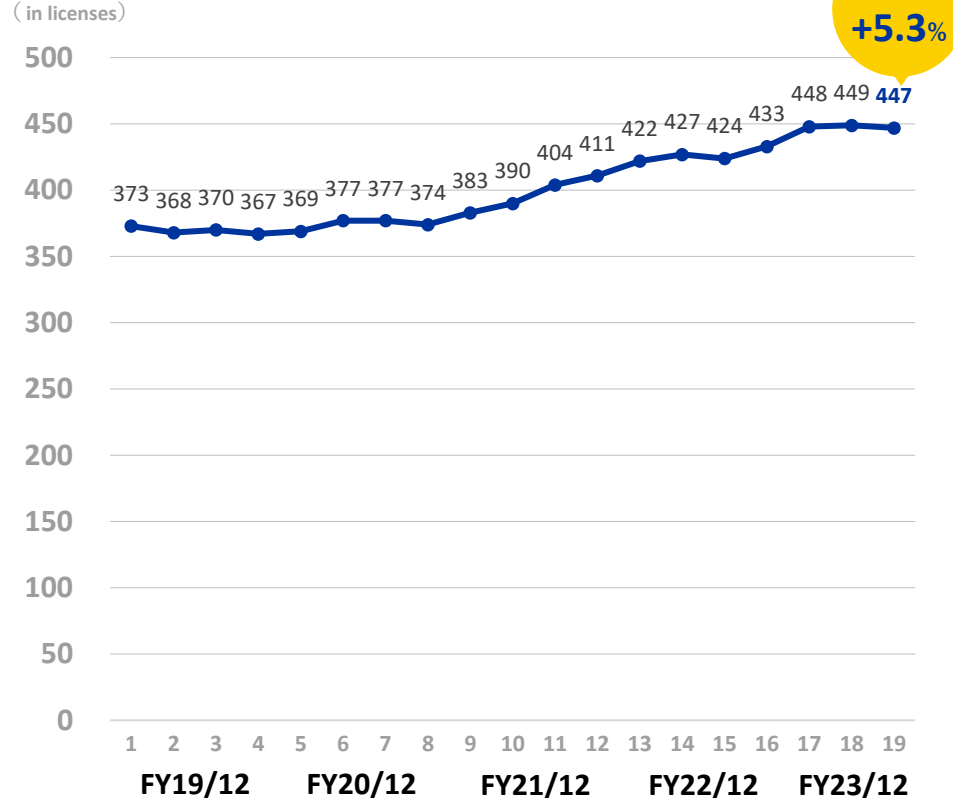
( in thousands of licenses )



\* Number of active licenses  
= Cumulative number of licenses sold - Cumulative number of licenses terminated

**Trend in the number of active licenses per active client**

( in licenses )



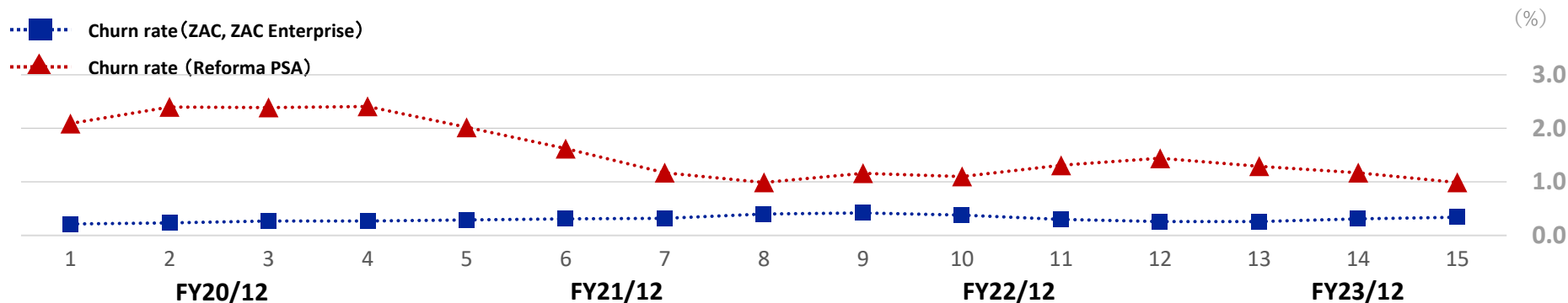
\* Number of active licenses per active client  
= Number of active licenses / The number of active clients at the end of the quarter.

\* For existing customers transitioning from ZAC Enterprise to ZAC, there was a double counting of contracted license numbers. Consequently, we have adjusted the data in both charts starting from the first quarter of FY20/12 onwards to correct this.

# Monthly Churn Rate, Changes in the Number of Contracts and Churns

## Cloud Solutions

Monthly churn rate for “ZAC” and “ZAC Enterprise” is stable and low, while “Reforma PSA” is improving.



- The monthly churn rate of ZAC and ZAC Enterprise has remained stably low. To maintain the current churn rate, we are executing operation proposals aimed at encouraging utilization, and conducting customer operation status hearings, mainly through the Health Score staff.
- The monthly churn rate of Reforma PSA is declining due to strengthened follow-up measures of the customer success team.

### [ZAC, ZAC Enterprise]

	FY20/12 1Q	FY20/12 2Q	FY20/12 3Q	FY20/12 4Q	FY21/12 1Q	FY21/12 2Q	FY21/12 3Q	FY21/12 4Q	FY22/12 1Q	FY22/12 2Q	FY22/12 3Q	FY22/12 4Q	FY23/12 1Q	FY23/12 2Q	FY20/12 3Q
Number of Contracts	22	19	14	34	17	6	21	19	21	15	23	28	13	16	16
Number of Churns	4	7	5	11	5	8	7	5	11	3	0	7	9	7	4

### [Reforma PSA]

	FY20/12 1Q	FY20/12 2Q	FY20/12 3Q	FY20/12 4Q	FY21/12 1Q	FY21/12 2Q	FY21/12 3Q	FY21/12 4Q	FY22/12 1Q	FY22/12 2Q	FY22/12 3Q	FY22/12 4Q	FY23/12 1Q	FY23/12 2Q	FY20/12 3Q
Number of Contracts	23	18	11	25	10	13	15	10	13	10	9	9	13	10	13
Number of Churns	10	10	10	4	6	6	2	7	9	6	8	8	6	4	5

\*Monthly churn rate: churn rate calculated by moving average of monthly churn customers / customers at beginning of the month for the last 12 months

# License Price Revisions (Abolition of One-time Purchase-type Contract) and Revenue Recognition

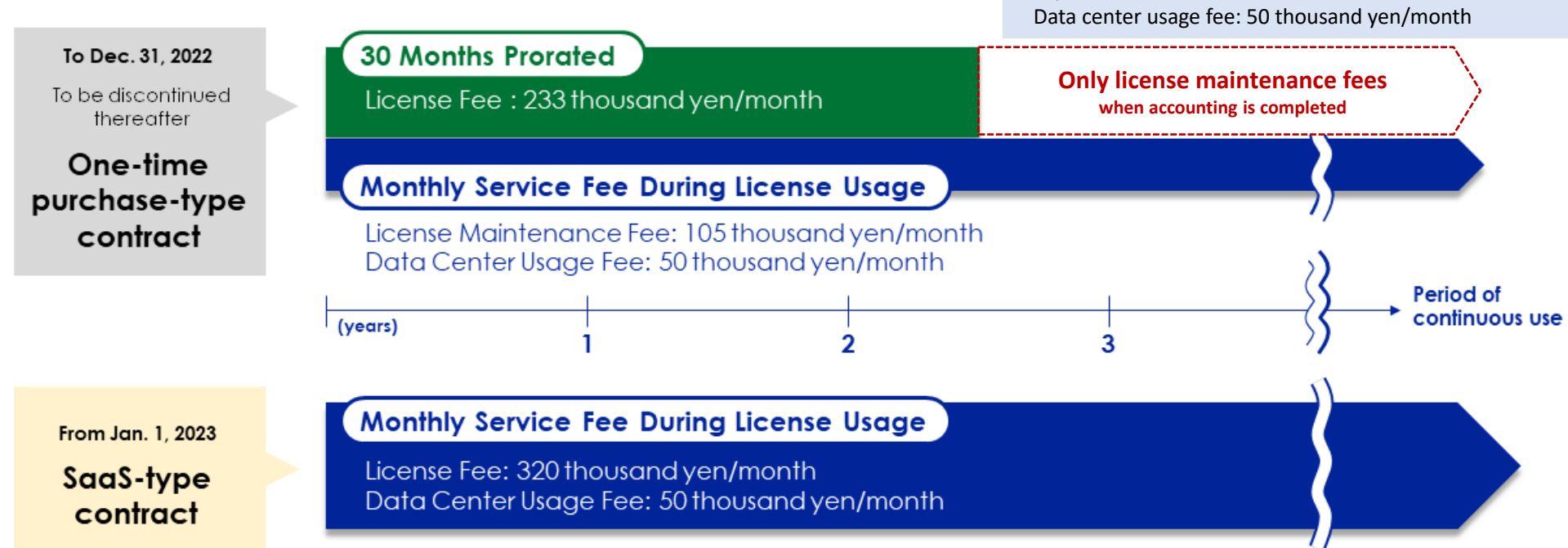
## Cloud Solutions

As of January 1, 2023, the sales format of licenses for cloud-based ZAC and ZAC Enterprise has been updated. The one-time purchase-type contract (lump-sum perpetual license type) has been discontinued, and only the SaaS-type contract (monthly subscription fee type) is now available. Additionally, the license fees have been revised.

### Revenue Recognition of License Sales

( Model case for 100-person client )

\*The green and blue areas represent the revenue amount.



The above revisions do not apply to customers who have signed and used a one-time purchase contract by December 31, 2022.

For details, please refer to the “Notice of Revisions of License Fees for Cloud-based ERP ZAC and ZAC Enterprise” disclosed on November 14, 2022.

# Efforts for Customer Acquisition

## Cloud Solutions

### Situation as of Q2 2023

To maximize the creation of SQL\*, we have revised our budget allocation, restraining the expenditure on less successful initiatives such as web advertising, and instead, leveraging external partners in telephone sales operations for greater efficiency.

\* SQL: Refers to leads that the sales group judges to have the potential to secure an order within one year after the initial meeting.



### Progress and Countermeasures at Q3

#### SQL Supply Situation

- Telephone sales and sales agents' referral sales have generated a number of SQLs, and we have secured inquiries for both Q4 in the current fiscal year and Q1 of the next year.

#### Strengthen Alliances with Sales Agents

- As a result of our efforts to strengthen alliances with sales agents, we have successfully acquired project referrals, contributing to the generation of SQLs.
- We are also advancing our efforts to begin collaboration with regional banks that have customers with a high interest in DX as new sales agents.

#### Telephone Sales Situation

- Due to the successful performance of external partners, we have raised our budget to enhance the supply of SQLs.

#### Budget Allocation Review

- We continue to control the costs for existing measures like web advertising, consistently evaluating their effectiveness.
- To expand our target lists, we resumed exhibiting at trade shows starting in Q3.

We are also planning to participate in trade shows in Q4 of this fiscal year and in Q1 of the next fiscal year.

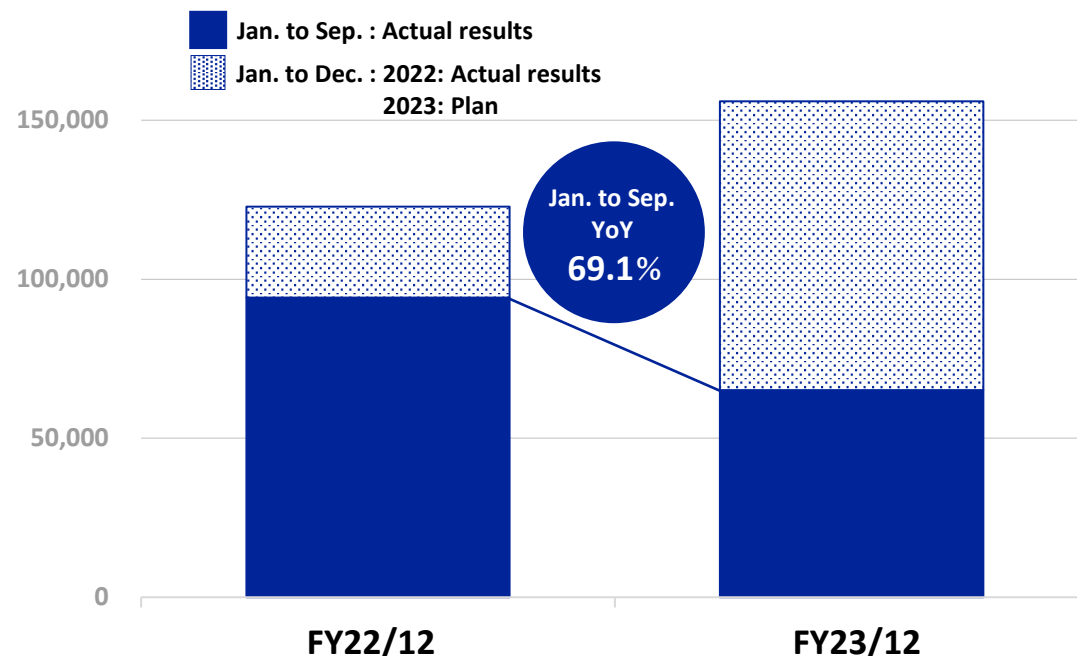


# Efforts for Customer Acquisition

## Cloud Solutions

### Advertising Expenses (CS)

(in thousands of yen)



### Rate of progress against the plan:

**41.8%** (As of September 30, 2023)

In addition to utilizing external partners for telephone sales, we executed investments aimed at achieving results, such as participating in exhibitions, and achieved significant outcomes. On the other hand, considering cost-effectiveness, we restrained the budget for web advertising, which accounts for a significant portion of our advertising expenses, even in Q3 (primarily display ads), compared to the initial plan. In the current period, we assessed investment effectiveness based on maximizing SQLs, but in the next period, we also plan to deploy marketing strategies with lead acquisition maximization as the guiding principle.

### Plans for current period

We will persist in our commitment to efficiently allocate budgets towards telemarketing sales aimed at effective SQL provision, while continuing to control our expenditures on web advertising. Concurrently, as we prepare for the upcoming fiscal year, our focus remains on leveraging seminars, direct mail, telemarketing, and exhibitions to reach untapped customers. In particular, for our exhibition-related activities in Q4, we are planning to participate in the “BOXIL EXPO IT/DX Exhibition in TOKYO 2023”, scheduled for November 21st and 22nd.

## Actions to Increase MRR

### Cloud Solutions

We are implementing further enhancements to our BI integration options, with orders anticipated starting in Q4

#### Update for BI Option

We have made additional enhancements to our dashboard templates to simplify the implementation of the management expertise presented in the book, *Knowledge Worker Management*. These continuous improvements have allowed us to better serve the requirements of our current customers. As a result, we anticipate an increase in orders from customers who intend to utilize the management data gathered in ZAC starting in Q4. Additionally, we anticipate an increase in MRR of 50,000 yen to 70,000 yen per order, as well as immediate revenue from implementation support. For more details, please visit the following URL: <https://zac.go.oro.com/news/news-2091.html>

#### Proposals for Compliance with Electronic Books Maintenance Act

In preparation for compliance with the Electronic Books Maintenance Act, inquiries for the “Electronic Evidence Storage Option” have emerged from our ZAC and ZAC Enterprise clients. As we anticipate an increase in MRR of 20,000 yen per order or more, along with additional revenue from installation support costs, we will intensify our proposal activities to secure orders.

#### API Integration for ZAC Enterprise Customers

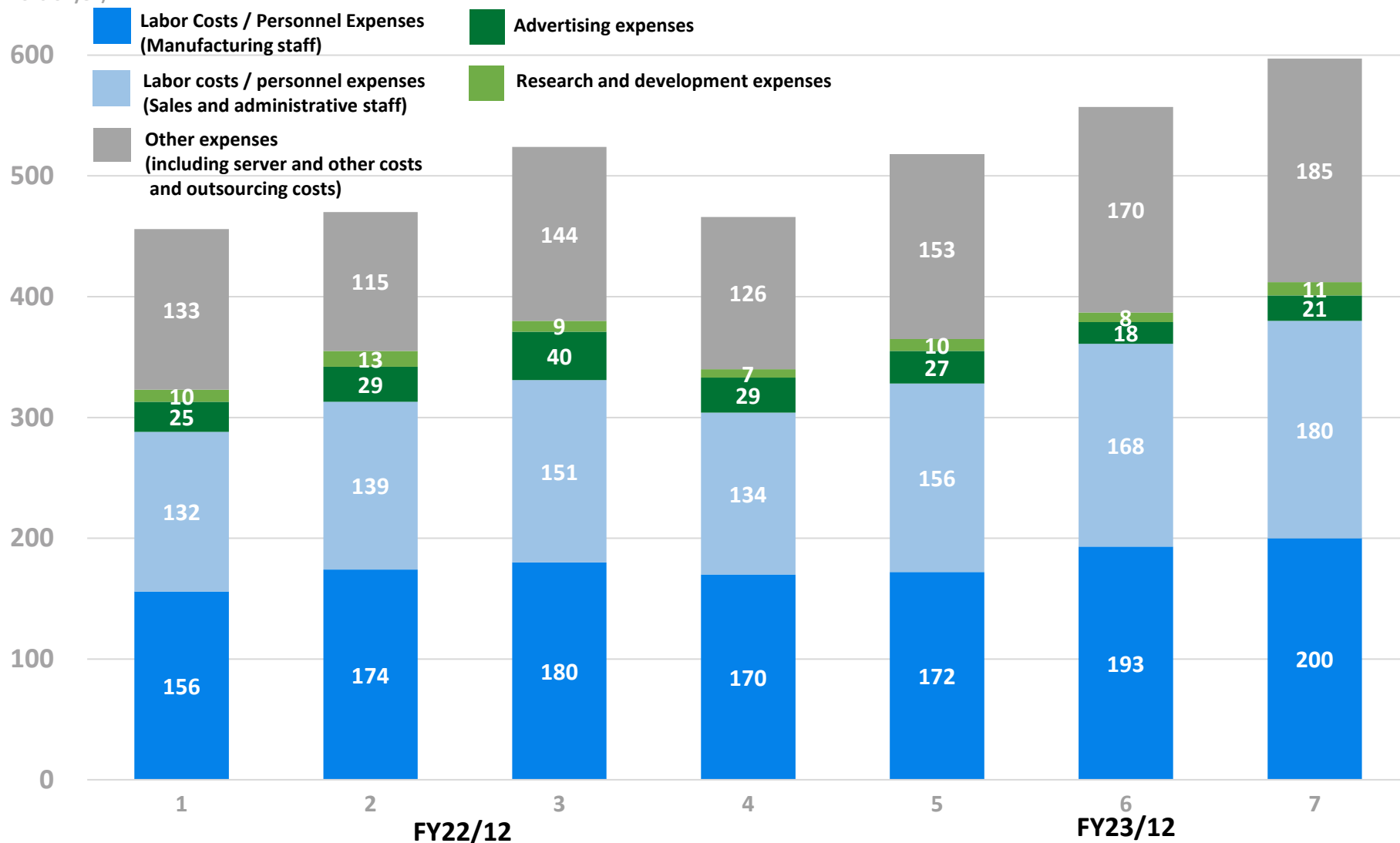
The API integration feature was primarily offered to ZAC customers and those who contracted with ZAC Enterprise after February 2020. However, with the goal of enhancing product utilization among our clients, we have now initiated proposals to extend API integration capabilities to ZAC Enterprise customers who entered into agreements before January 2020.

# Breakdown of Expenses (Consolidated)

## Cloud Solutions

Server and other costs proportional to business growth and increase in outsourcing costs related to compliance with the Qualified Invoice-based Method (the Invoice System).

(in millions of yen)

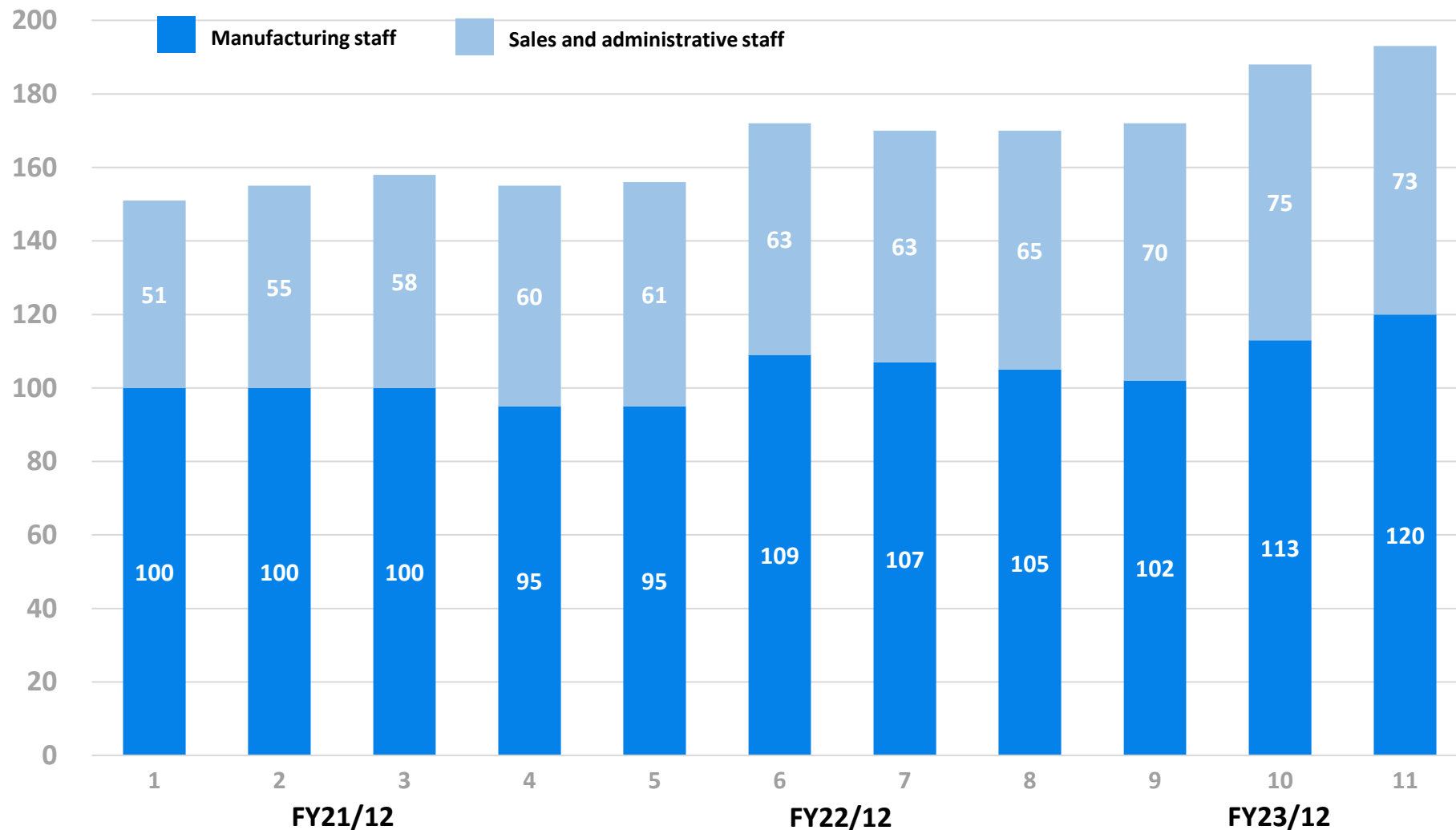


# Breakdown of Personnel (Parent Company and Two Domestic Subsidiaries)

## Cloud Solutions

Hiring of manufacturing personnel (non-engineers) is progressing at the domestic subsidiaries.

(number of employees)



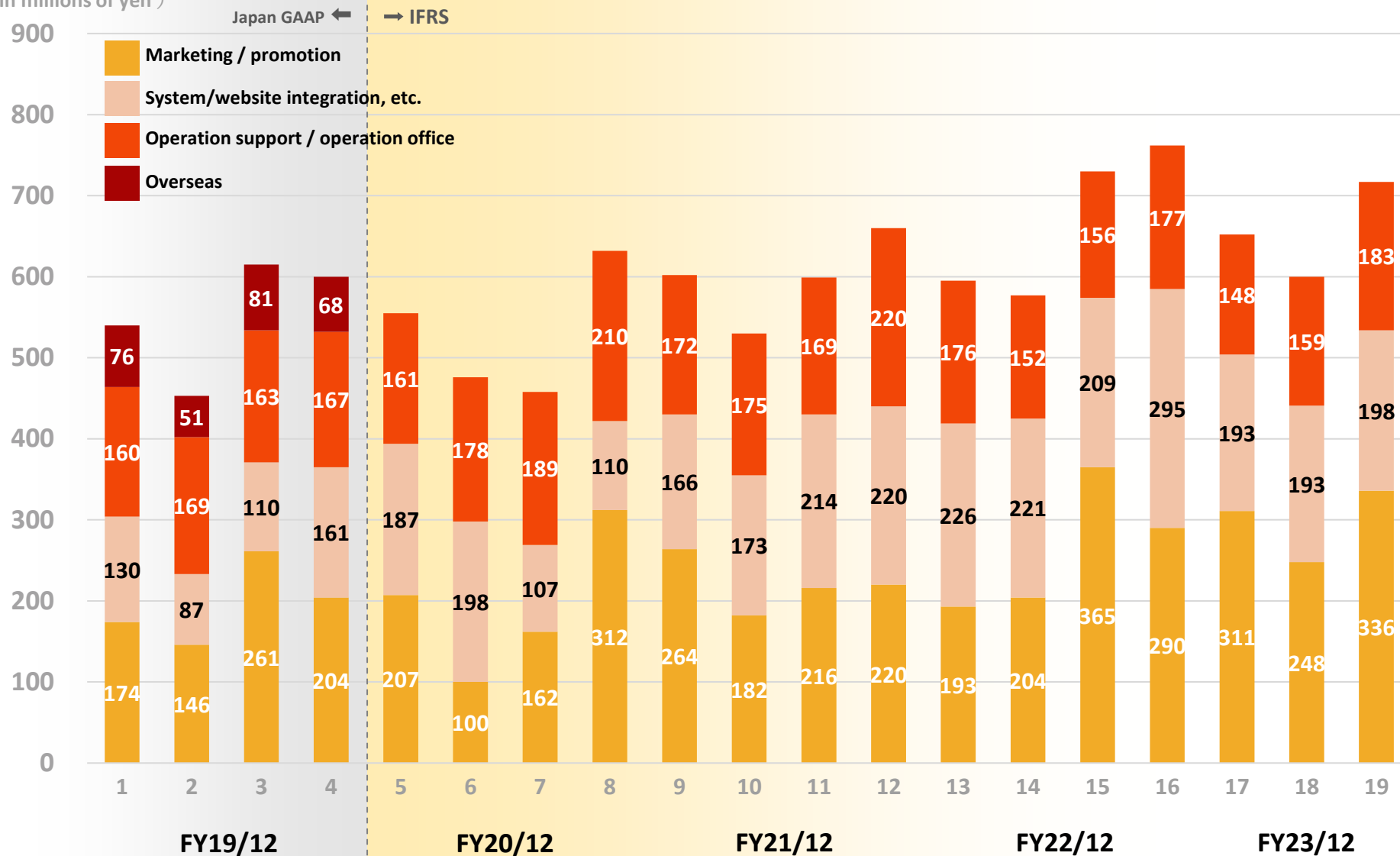
\* Starting from the second quarter of the fiscal year ending December 2023, we are disclosing the average number of employees during the quarter (rounded to one decimal place) instead of at the end of the quarter.

\* Employees of the Corporate Department and the Office of the President are not included in the graph. The two domestic subsidiaries refer to oRo Miyazaki Co., Ltd. and oRo code MOC Co., Ltd.

# Breakdown of Sales by Type of Operations

## Digital Transformation

(in millions of yen)

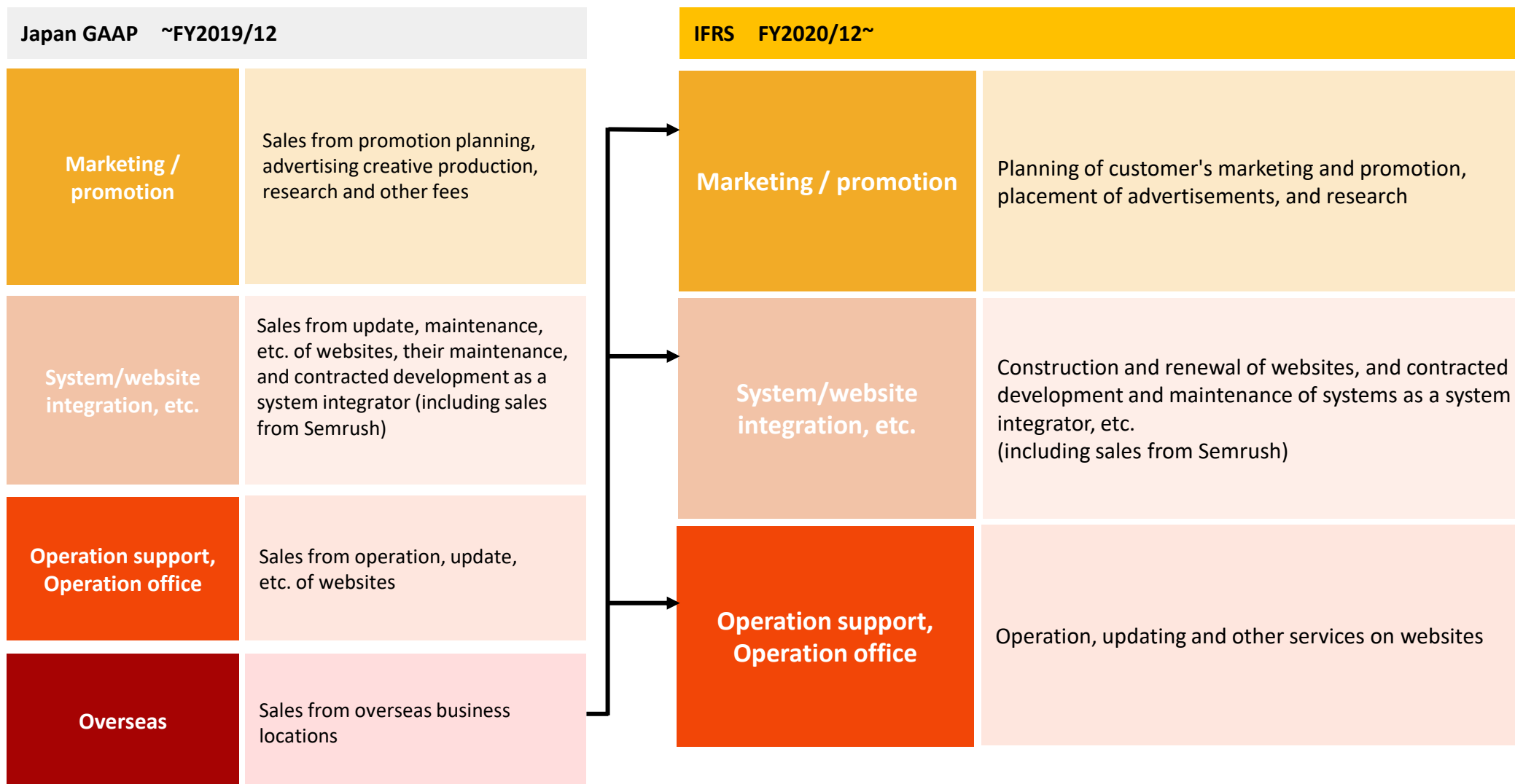


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# Composition of Sales by Type of Operations

## Digital Transformation

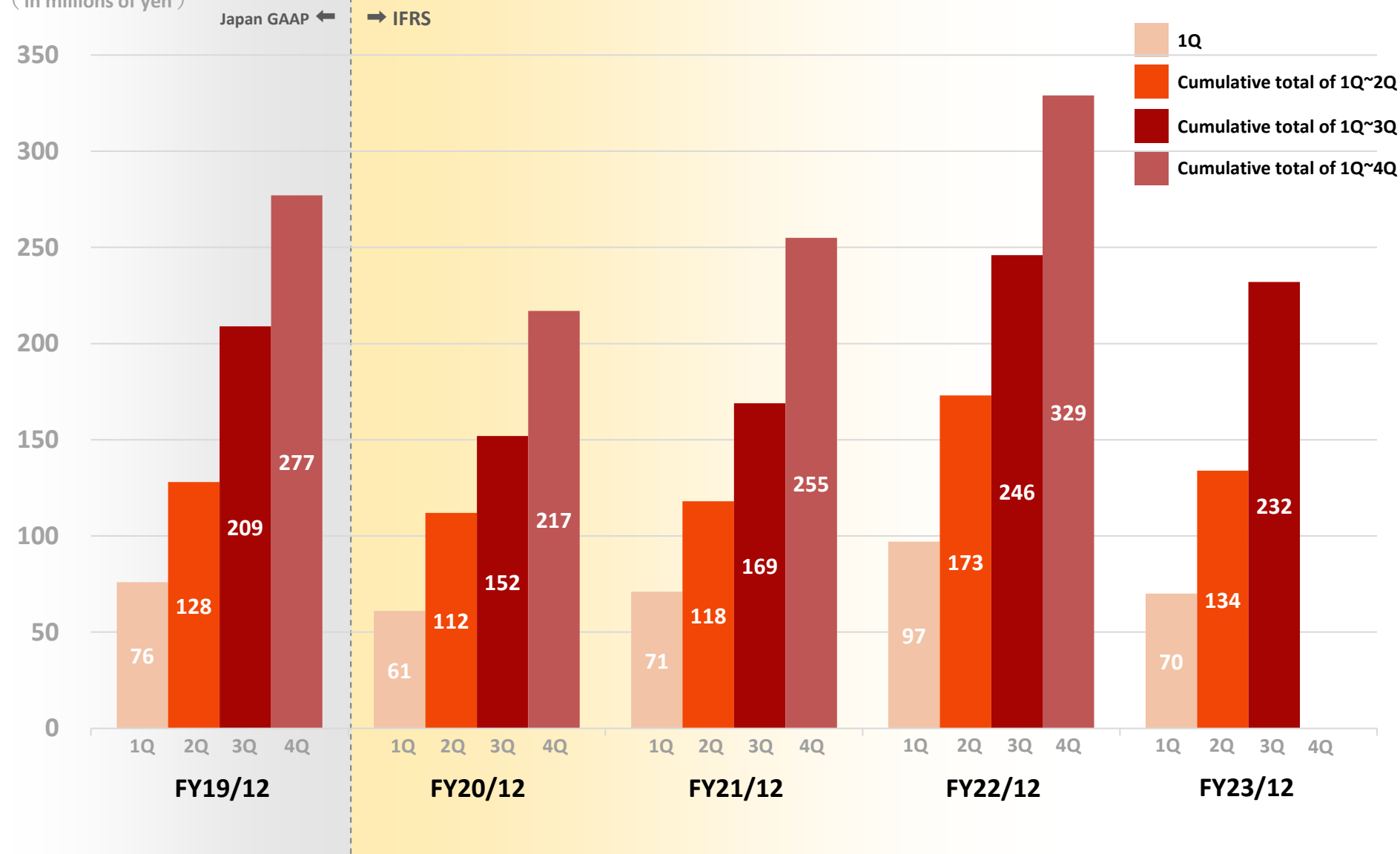


\*Upon the adoption of IFRS, sales from overseas business locations that were previously reported in a separate segment “Overseas” have been allocated to the above three segments based on the nature of their services.

# Overseas Sales

## Digital Transformation

( in millions of yen )



\*Starting from the fiscal year ended December 31, 2021, the Company has adapted International Financial Reporting Standards (IFRS) instead of Japanese GAAP. Accordingly, revenue for the fiscal year ended December 31, 2020 indicates the amount after retrospective application of the change.

\*The values for each quarter of FY2020/12 was not audited by KPMG AZSA LLC.

## Efforts for Customer Acquisition

### Digital Transformation

Due to falling short of our new customer acquisition plan, we are advancing efforts to improve in the short and medium term.

#### Strengthen Collaboration with Toppan Inc.

Since our announcement of the collaboration with TOPPAN Inc. in March 2022, we have made progress in acquiring leads from new customers through this partnership. In June, we established a dedicated team for projects in collaboration with TOPPAN Inc., intensifying our sales activities to secure orders from new clients.

The number of collaborative projects with TOPPAN Inc. has increased compared to the last fiscal year. Moving forward, we are focusing on further bolstering our collaborative arrangements, including securing production resources, to improve the outcomes of our joint efforts.

#### In-house Customer Acquisition

In addition to generating new client leads through event sponsorships and other initiatives, we are also proactively conducting marketing activities to create engagement and proposal opportunities with dormant clients, targeting medium to long-term project acquisitions.

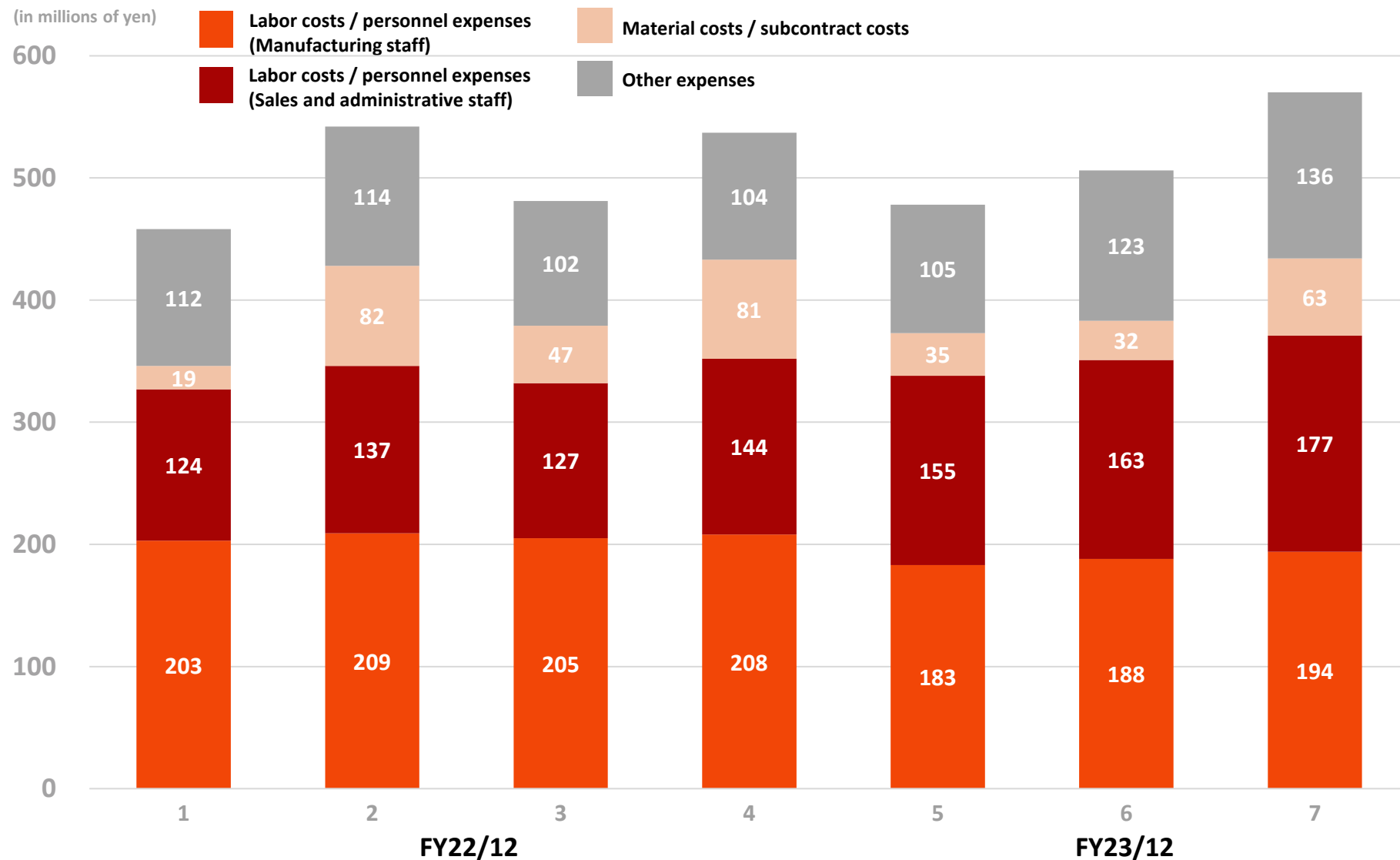
As a testament to our efforts, we have successfully launched several projects with new clients. Going forward, we will continue to start with smaller-scale transactions, building a solid track record of successful outcomes and trust, with the ultimate goal of gradually being entrusted with larger-scale projects by our clients.



# Breakdown of Expenses (Consolidated)

## Digital Transformation

Compared to Q3 YoY, there has been an increase in labor and personnel expenses associated with the recruitment of immediately effective personnel, as well as in recruitment fees.

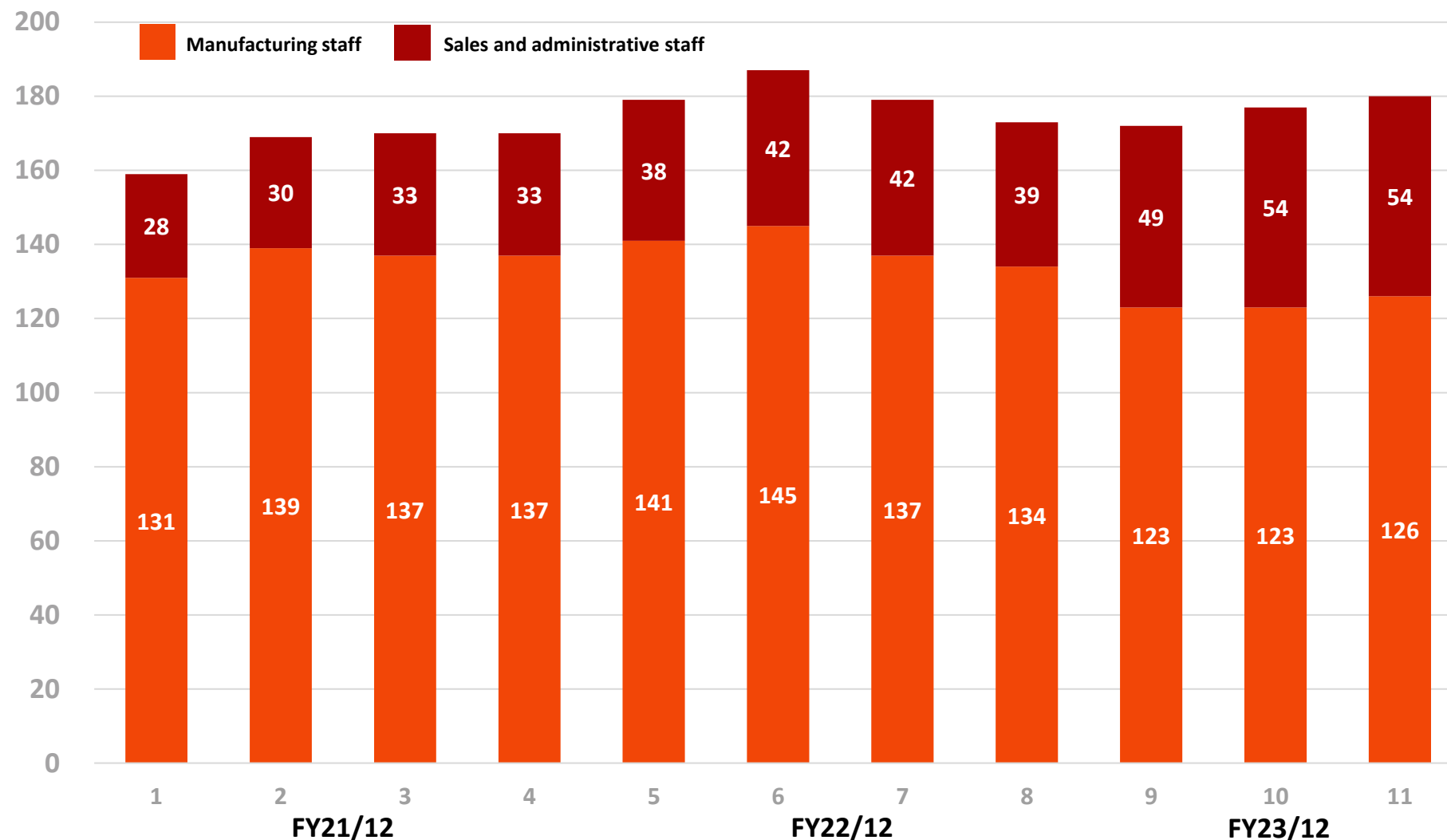


# Breakdown of Personnel (Parent Company and Two Domestic Subsidiaries)

## Digital Transformation

In this fiscal year, we have actively engaged in the mid-career recruitment of immediately effective personnel, and there has been a trend of increasing staff numbers since Q1.

(number of employees)



\*Starting from the second quarter of the fiscal year ending December 2023, we are disclosing the average number of employees during the quarter (rounded to one decimal place) instead of at the end of the quarter.

\* Employees of the Corporate Department and the Office of the President are not included in the graph. The two domestic subsidiaries refer to oRo Miyazaki Co., Ltd. and oRo code MOC Co., Ltd.

## Progress Against Full-Year Forecasts

(in millions of yen)

	FY2023/12 Full-year forecasts	Q3 FY2023/12 Results	Rates of progress
Revenue	7,092	5,158	72.7 %
Cloud Solutions	4,132	3,184	77.1 %
Digital Transformation	2,959	1,974	66.7 %
Operating profit	2,380	1,880 <sup>*</sup>	79.0%
Cloud Solutions	1,712	1,505	87.9%
Digital Transformation	667	413	61.9%
Profit before tax	2,386	1,978	82.9 %
Profit	1,656	1,366	82.5 %

\*Includes (37 million yen) of other profit (loss) not attributable to reportable segments.

## Profit and Loss Statement (YoY)

(in millions of yen)

	Q3 FY2022/12 (Composition ratio)	Q3 FY2023/12 (Composition ratio)	Difference	Main factors
<b>Revenue</b>	<b>4,461</b> [100.0%]	<b>5,158</b> [100.0%]	<b>697</b>	
Cost of sales	<b>1,653</b> [37.1%]	<b>1,710</b> [33.2%]	<b>56</b>	Increase in material costs and depreciation and amortization
Gross profit	<b>2,807</b> [62.9%]	<b>3,448</b> [66.8%]	<b>640</b>	
Selling, general and administrative expenses	<b>1,256</b> [28.2%]	<b>1,497</b> [29.0%]	<b>241</b>	increase in sales and administrative employees and pay raise, recruiting expenses, travel, and transportation costs, etc.
Research and development	<b>35</b> [0.8%]	<b>32</b> [0.6%]	<b>(3)</b>	
Other profit (loss)	<b>12</b> [0.3%]	<b>(37)</b> [(0.7)%]	<b>(50)</b>	settlement payment (45 million yen)
<b>Operating profit</b>	<b>1,529</b> [34.3%]	<b>1,880</b> [36.5%]	<b>351</b>	
Finance profit (loss)	<b>111</b> [2.5%]	<b>98</b> [1.9%]	<b>(13)</b>	
<b>Profit before tax</b>	<b>1,640</b> [36.8%]	<b>1,978</b> [38.4%]	<b>337</b>	
<b>Profit</b>	<b>1,131</b> [25.4%]	<b>1,361</b> [26.4%]	<b>230</b>	
<b>Profit attributable to owners of the parent</b>	<b>1,124</b> [25.2%]	<b>1,366</b> [26.5%]	<b>241</b>	

## Statement of Financial Position (vs. End of Previous Fiscal Year)

(in millions of yen)

	As of Dec 31, 2022	As of Sep 30, 2023	Difference		As of Dec 31, 2022	As of Sep 30, 2023	Difference
Current assets	9,408	10,184	776	Total liabilities	3,708	3,214	(493)
Cash and cash equivalents	6,831	8,065	1,233	Current liabilities	3,288	2,924	(363)
Trade and other receivables	1,405	1,028	(377)	Trade and other payable	403	294	(108)
Other current assets	1,170	1,090	(79)	Contract liabilities	1,801	1,823	22
Non-Current Assets	1,637	1,449	(188)	Income tax payable	475	128	(346)
Property, plant and equipment	828	678	(149)	Other current liabilities	607	677	70
Intangible assets	70	89	18	Non-current liabilities	420	289	(130)
Other	738	681	(57)	Total equity	7,337	8,419	1,082
Total assets	11,045	11,634	588	Equity attributable to owners of the parent	7,331	8,417	1,086
				Non-controlling interests	6	1	(4)
				Total liabilities and equity	11,045	11,634	588

# New Business

## SaaS management tool “dxeco”

“dxeco” visualizes contract information, usage status, account information, and Shadow IT for SaaS applications used within companies. It enables cost optimization of SaaS usage, management and understanding of security risks, and streamlining of account inventory tasks.



- Implemented team management features, enabling permission settings for each organizational hierarchy.
- Utilized during ISMS audits, also received high praise as a point of excellence during internal reviews.
- Continuously adding new features in response to customer feedback.

\* Although the monetization of the business is expected to take some time, we are focusing on enhancing the features, such as reflecting user companies’ feedback into the product.

## Case study

### Pre-implementation Challenges

- Inability to comprehensively track internal SaaS account information
- Difficulty in understanding SaaS adopted and managed at the department level

### Post-implementation Impact

- Creation of a comprehensive management ledger without gaps through API and CSV integration
- Capability to gain a comprehensive understanding of all SaaS in use across the company, including Shadow IT

## News Release

**Aug 21** Reforma PSA Procurement and Expense functions corresponded to The Qualified Invoice-Based Method (the Invoice System)

**Sep 14** ZAC Wins “Good Service” in ERP Category at BOXIL SaaS AWARD Autumn 2023

**Sep 21** oRo Launched a new influencer marketing menu

Utilizes BuzzGuru Influencer Analytics, an add-on to Semrush, and IPR (Influencer Power Ranking), a proprietary tool developed by BitStar Inc.

**Sep 22** ZAC launched a new feature “document email delivery,” to streamline sending invoices and statements

**Oct 10** oRo implemented Donor Leave Policy

Provides special paid leave, separate from regular annual leave, for employees who participate in bone marrow donation or are selected as donors through a bone marrow bank, alleviating the work-related burden of employees engaged in social contribution

**Oct 19** “dxeco” implemented by GMO DIGITAL lab, the company that deploys “GMO Shop App”

Visualize employees’ Shadow IT, implement security risk measures, and free from analog management to achieve cost reductions

For more details, please visit the following URL: <https://www.dxeco.io/case/gmodigitallab>

**02**

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# **Business Segment Topics**



# Business Overview

## Cloud Solutions (CS)

Development and delivery of



Support for operation and management with cloud-based ERP

- Improving operational efficiency
- Improving project management level
- Supporting appropriate management decision-making based on managerial accounting

## Digital Transformation (DX)

Planning of digital strategies, digitalization support, creative

Digital-based corporate business activities support

- Planning digital strategies for business activities
- Promoting digitalization of marketing activities
- Accelerating global business expansion

# Cloud Solutions

# Cloud ERP “ZAC”, Cloud PSA “Reforma PSA”

## Cloud Solutions

Cloud-based integrated mission critical systems centered on management of income and expenditure for each transaction/project, supporting business processing and information sharing within a corporate group.

### Small Enterprises/Start-up



**Cloud PSA  
“Reforma PSA”**

- Targeting start-ups/venture firms with up to 50 employees
- Providing only a selected set of essential functions of ZAC
- Allowing customers to use the service at low cost given no upfront fees (only monthly subscription fees, 30,000 yen)

### Small to Medium Enterprises



**Cloud ERP “ZAC”**

- Main product offered to small to middle sized companies with 50 to 300 employees
- Equipped with approximately 2,000 parameters, it fits customer operations without the need for customization (add-on development).
- Through automatic version updates, the product continuously evolves

### Large-scale Enterprises/ Customization

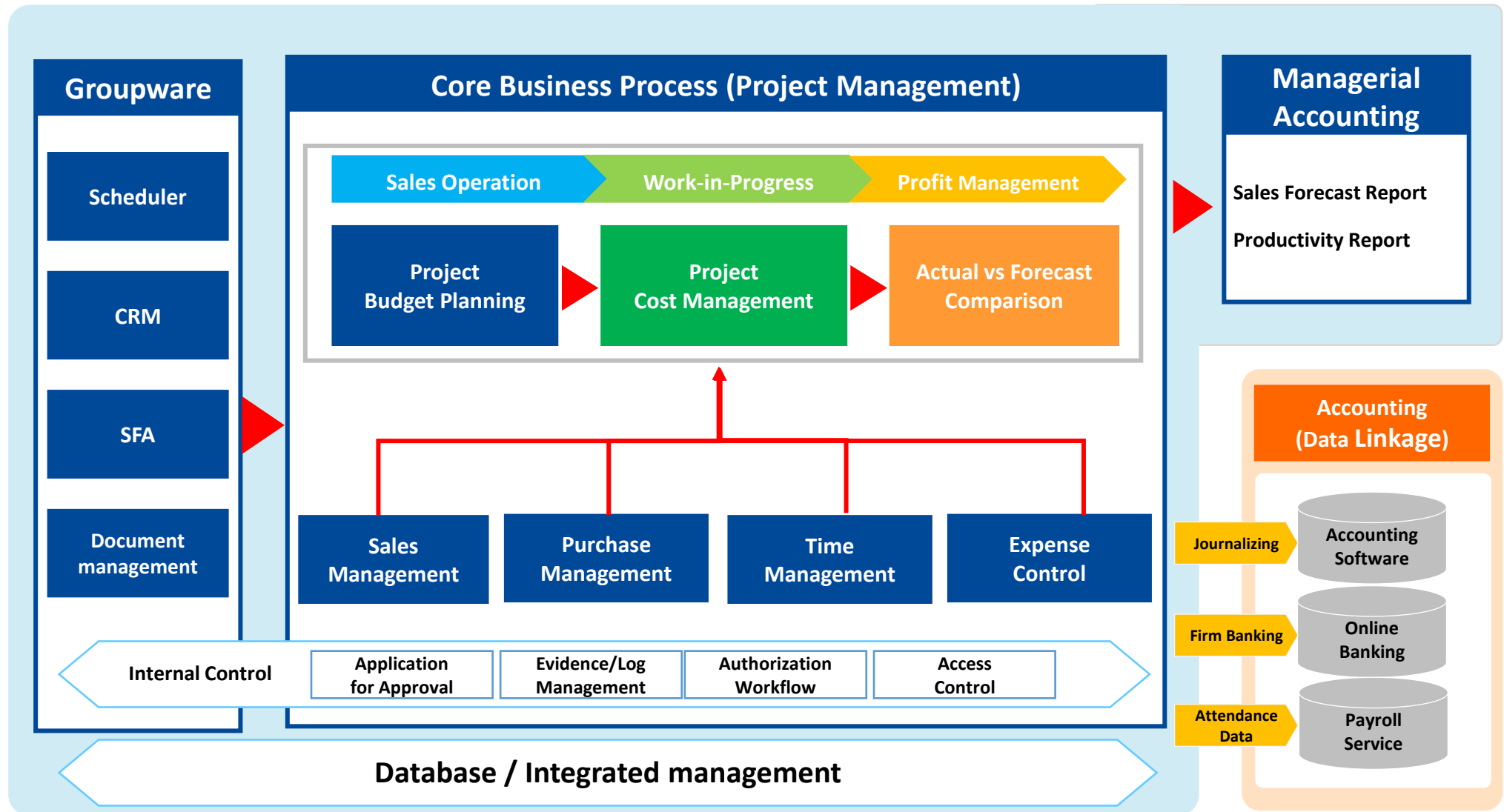


**Cloud ERP  
“ZAC Enterprise”**

- Catering to large corporations with over 1,000 employees
- Equipped with approximately 13,000 parameters
- Able to meet unique corporate needs and business requirements through customization (add-on development)

# Overview of Cloud ERP “ZAC” – Functions

Cloud Solutions



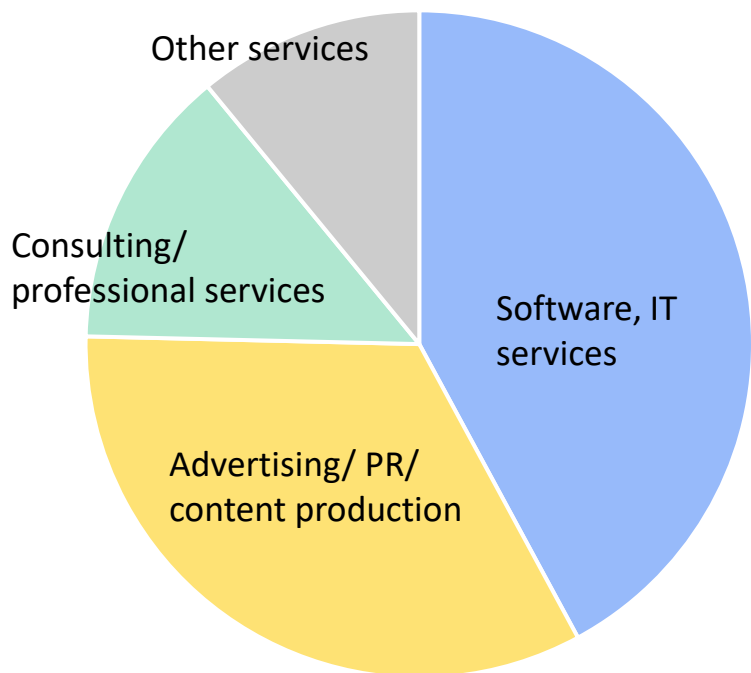
\* Reforma PSA provides some of ZAC's key features.

# Industry-Specific ERP

## Cloud Solutions

ZAC has been implemented in a cumulative total of over 900 companies, primarily in the software, IT services, and advertising industries.

(As of September 30, 2023)



Recently, orders from the software and IT services industries have increased. Approximately 40% of the total number of orders received come from the IT service industry, and 30% come from the advertising industry.

### Software/system development, and IT services



### Advertising/PR/content production



### Consulting/professional services



### Other services



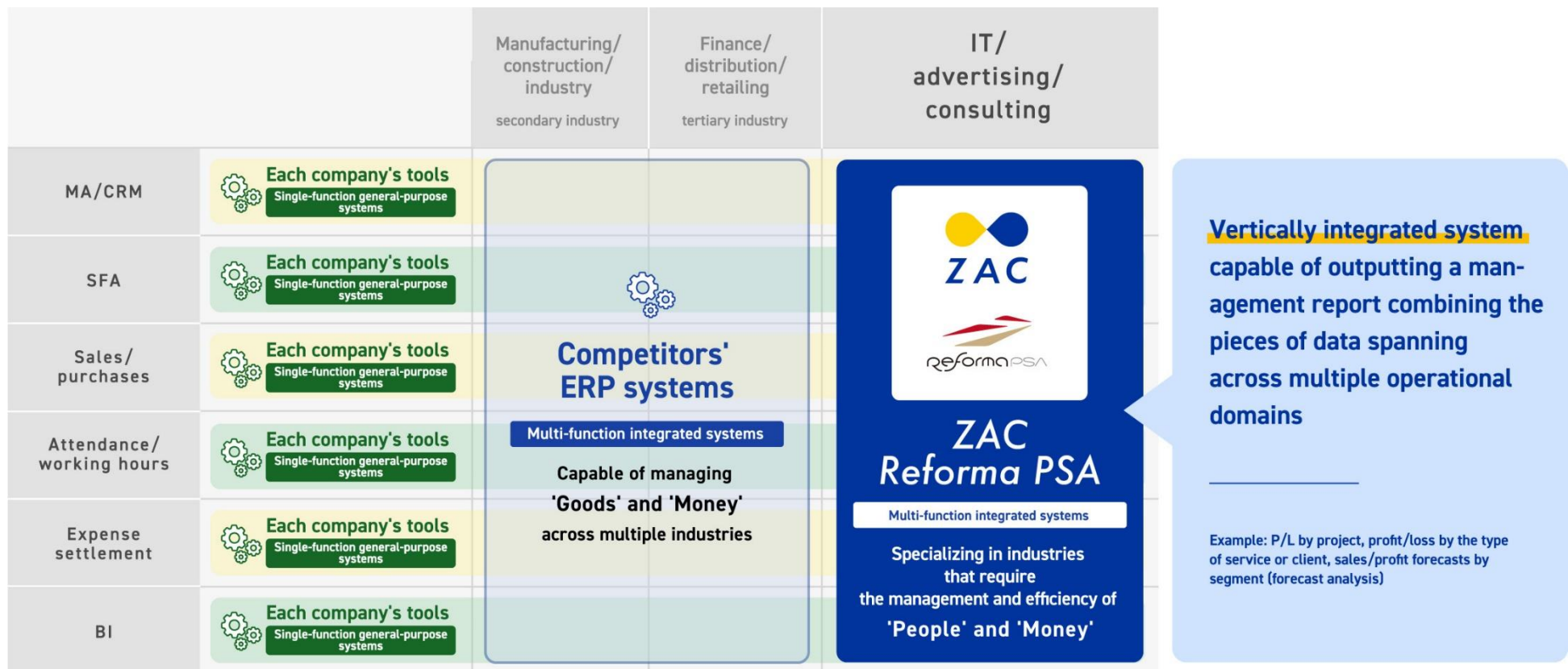
# Industry-Specific Integrated ERP

## Cloud Solutions

ERP systems can be broadly categorized into single-function general-purpose systems that can be used across multiple industries, and **multi-function integrated systems** that combine a variety of industry-specific functions.

ZAC / Reforma PSA is a **multi-function integrated system** specifically designed for the IT services, advertising, and consulting industries, addressing the unique needs and challenges of each of these sectors.

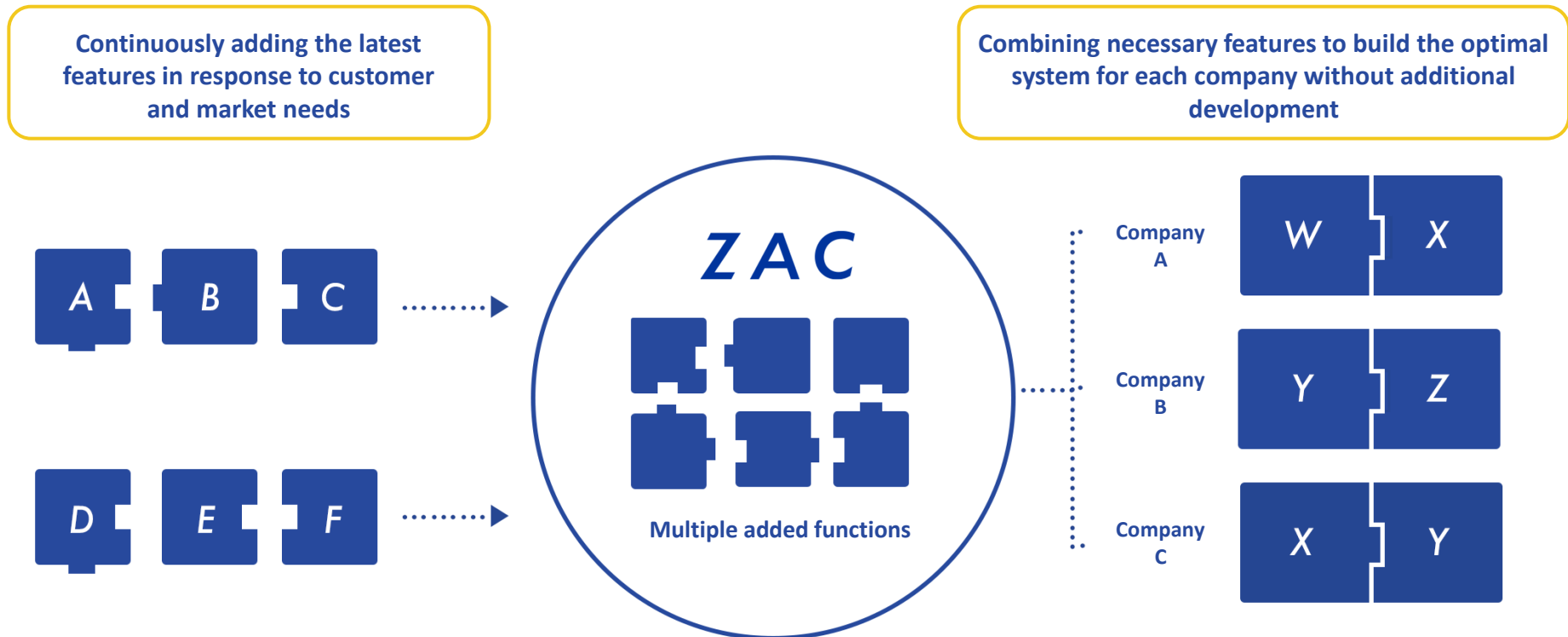
**Positioning Map by Industry/Business Domain**



# Advantages of Cloud-Based Systems in Functional Scalability

## Cloud Solutions

Since 2006, we have accumulated approximately 13,000\* parameters (functional components) to meet unique customer demands.



## Advantages of industry-specific parameter design

### POINT1

(From the customer's perspective) Access to a customized system at a low cost and with a short delivery time, making specification changes, such as adding new features, easier

### POINT2

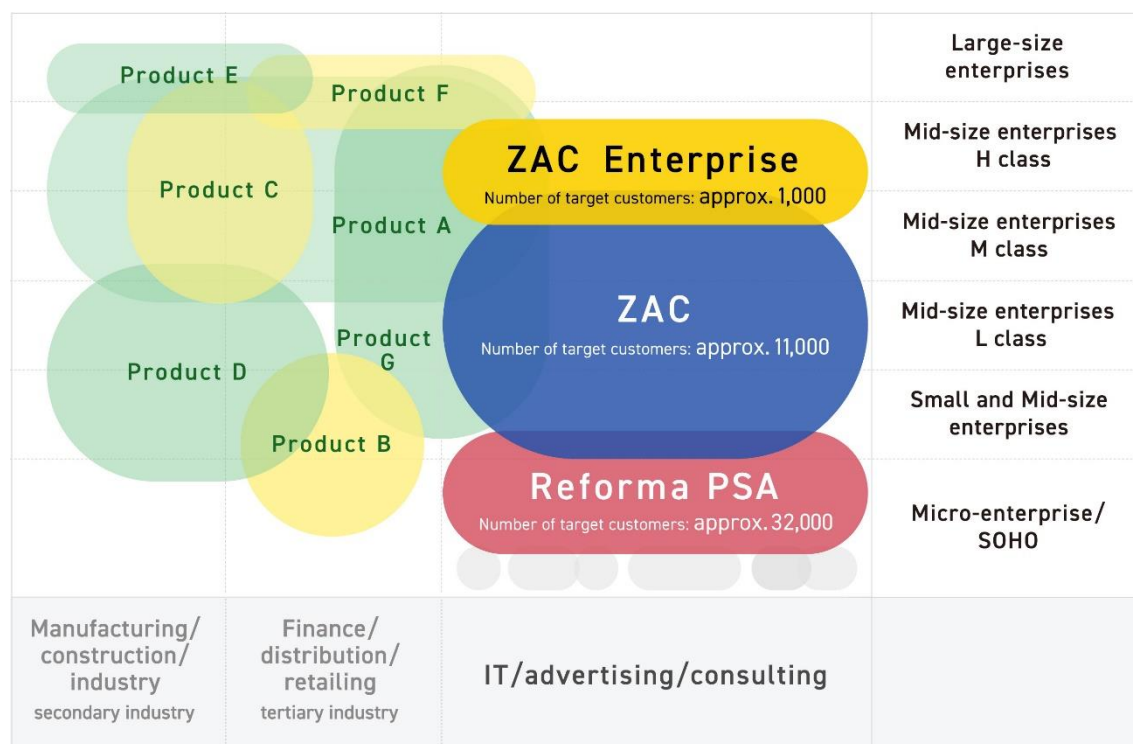
(From our perspective) Ability to horizontally deploy new features or functionality developed for individual customers, resulting in efficient sales proposals and feature delivery

\* We provide about 2,000 functional parameters in ZAC and about 13,000 functional parameters in ZAC Enterprise.

# Size of Target Market in Japan and Medium-Term Goal for ZAC, ZAC Enterprise and Reforma PSA Cloud Solutions

Aiming to expand the market share of ZAC, ZAC Enterprise and Reforma PSA on a cumulative basis to 3,000 companies out of approx. 44,000 target companies in Japan by 2030

ERP Positioning Map by Industry/Target Customers Size



Cumulative total numbers of companies and the goal for 2030



\* Clients in Japan (44,000 companies) consist mostly of the companies with roughly 1 to 2,000 employees in the target industries for ZAC, ZAC Enterprise and Reforma PSA, including IT, advertising and consulting industries.  
 Since FY2021/12, we have worked out numbers using data extracted from the database of FORCAS (Uzabase), not the database of Teikoku Databank used until FY2020/12, to raise the accuracy of numbers as to target industries.  
 \* The numbers above represent the cumulative numbers of companies that introduced ZAC and/or Reforma PSA solutions,

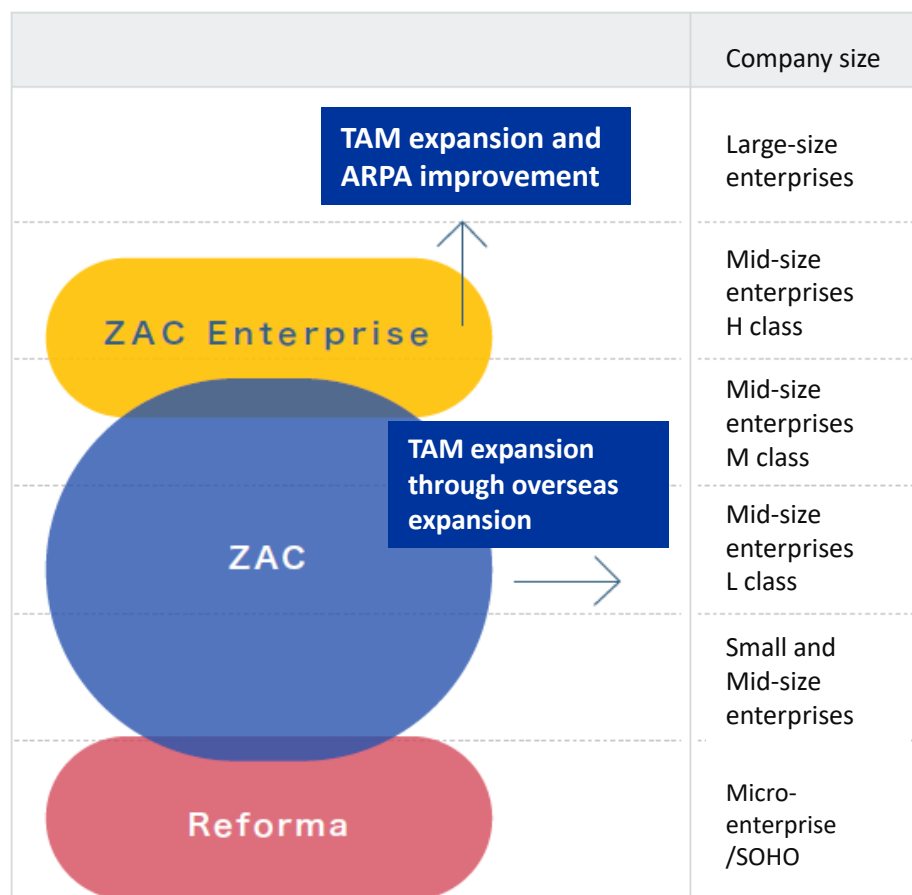


# Strengthen Development for Further Market Expansion

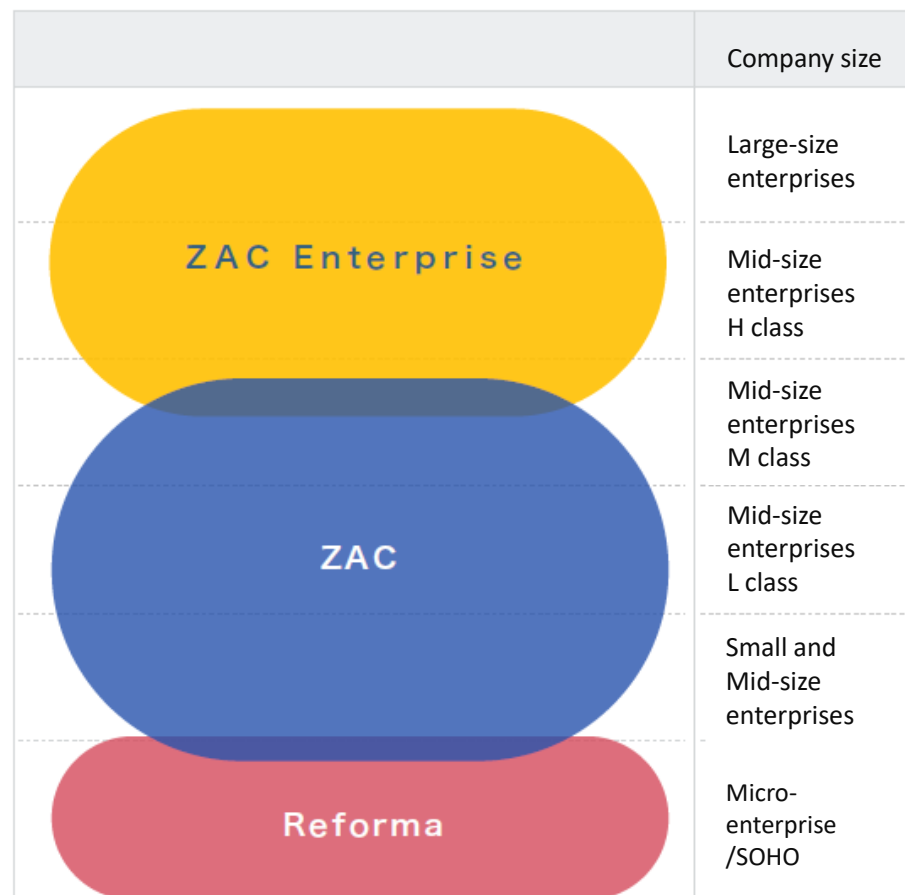
## Cloud Solutions

We will review our system configuration and enhance our internationalization functions to propose solutions to large enterprises with 10,000 employees and small- to medium-sized enterprises located overseas by 2026.

2021



2026

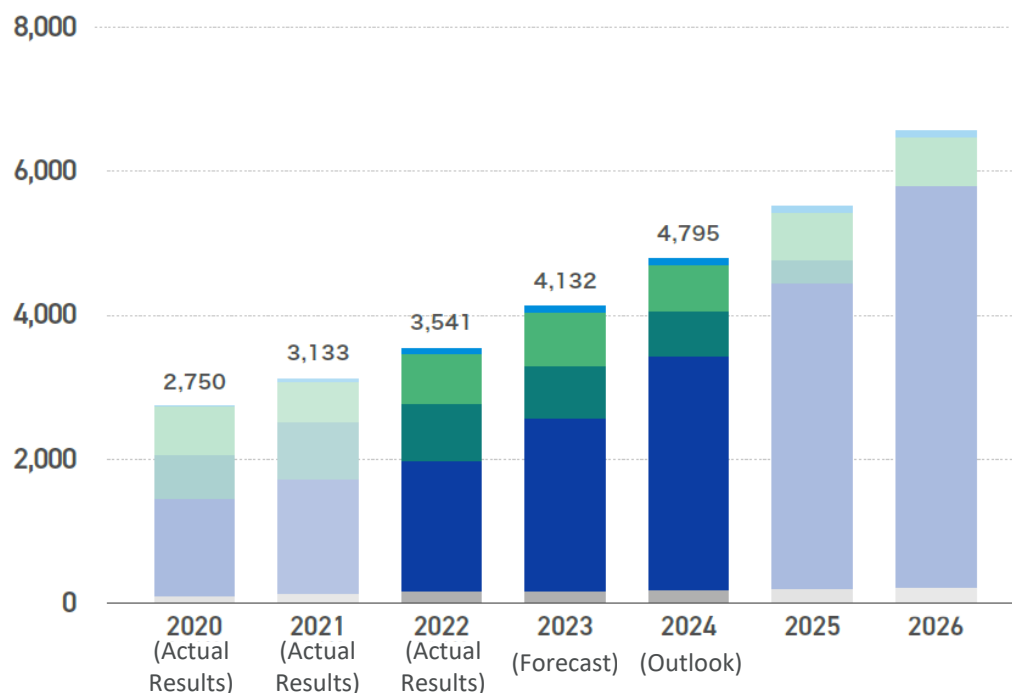


# Changes in Revenue and Revenue Targets in the Following Segments

## Cloud Solutions

Since one-time purchase-type contracts have been abolished from January 1, 2023, “ZAC license fees (one-time purchase-type contracts)” are not expected to accrue after 2026. On the other hand, the growth rate of “maintenance fees, SaaS and other monthly service fees” will accelerate after 2023.

(in millions of yen)



- **Other products, etc.**  
 Sales as an agent of software developed by other vendors
- **ZAC ERP installation consultation,**  
 Installation support service related to “ZAC” and additional development required at the time of installation
- **ZAC license fee (one-time purchase-type contract)**  
 Sales of software license  
 The discontinuation of one-time purchase-type contract is expected to cause a decrease in 2025, with revenue from this format expected to disappear entirely by 2026
- **Maintenance fee, and SaaS and other monthly service fees**  
 Maintenance of systems, provision of cloud environment and monthly service on SaaS agreement, with regard to “ZAC”  
 Due to the discontinuation of One-time Purchase-type contracts, revenue from licenses sold after FY2023/12 will be recognized in this segment (as licenses are sold under SaaS-type contracts).
- **Reforma PSA**  
 Provision of monthly license for “Reforma PSA”

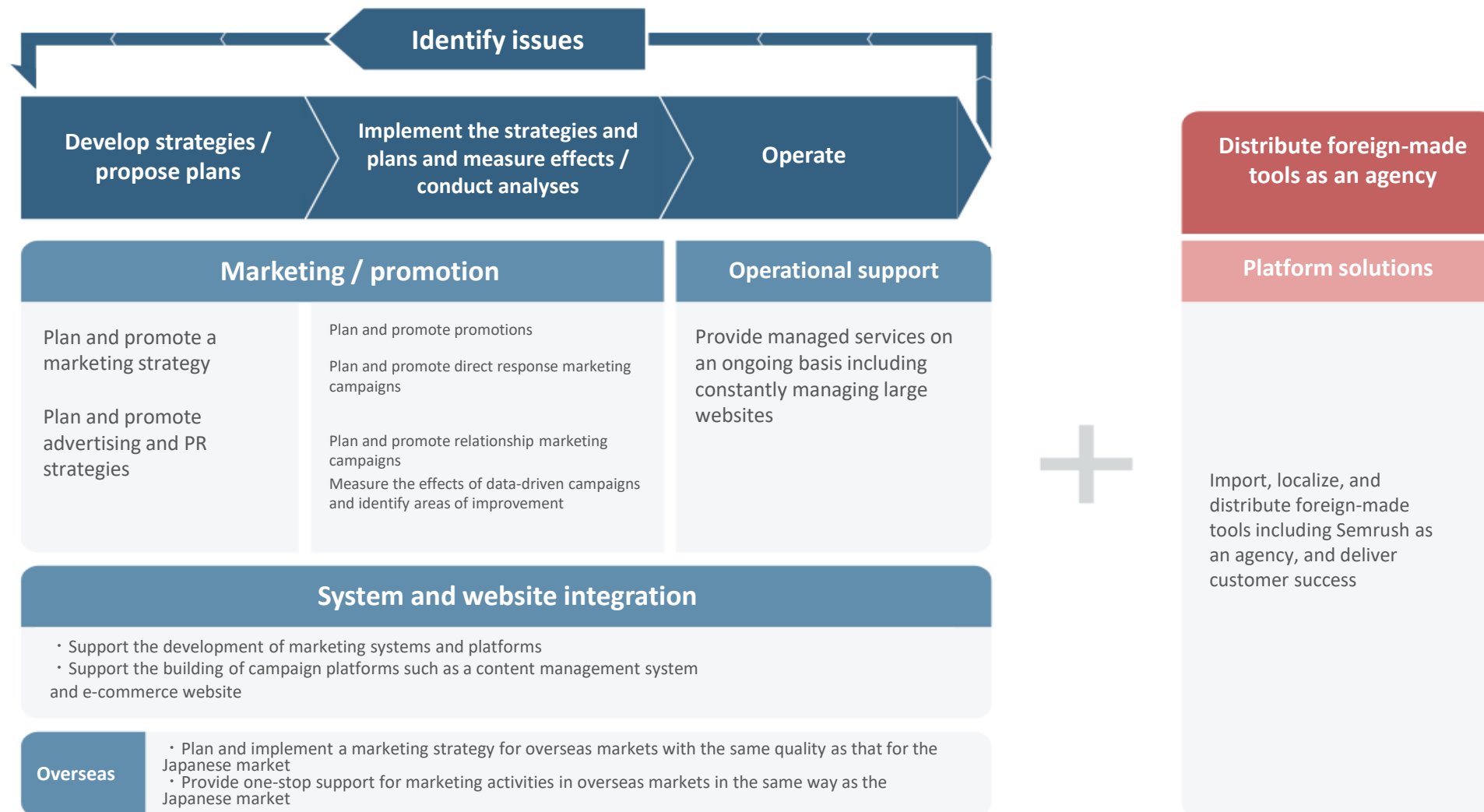
# Digital Transformation

# Support Large Companies with Digital Marketing

## Digital Transformation

Achieve excellence in integrity, speed, and cost performance by providing end-to-end services, from designing of strategies to operation.

Enhance services that support the shift to digitalization based on data analysis, in which Oro boasts strengths.

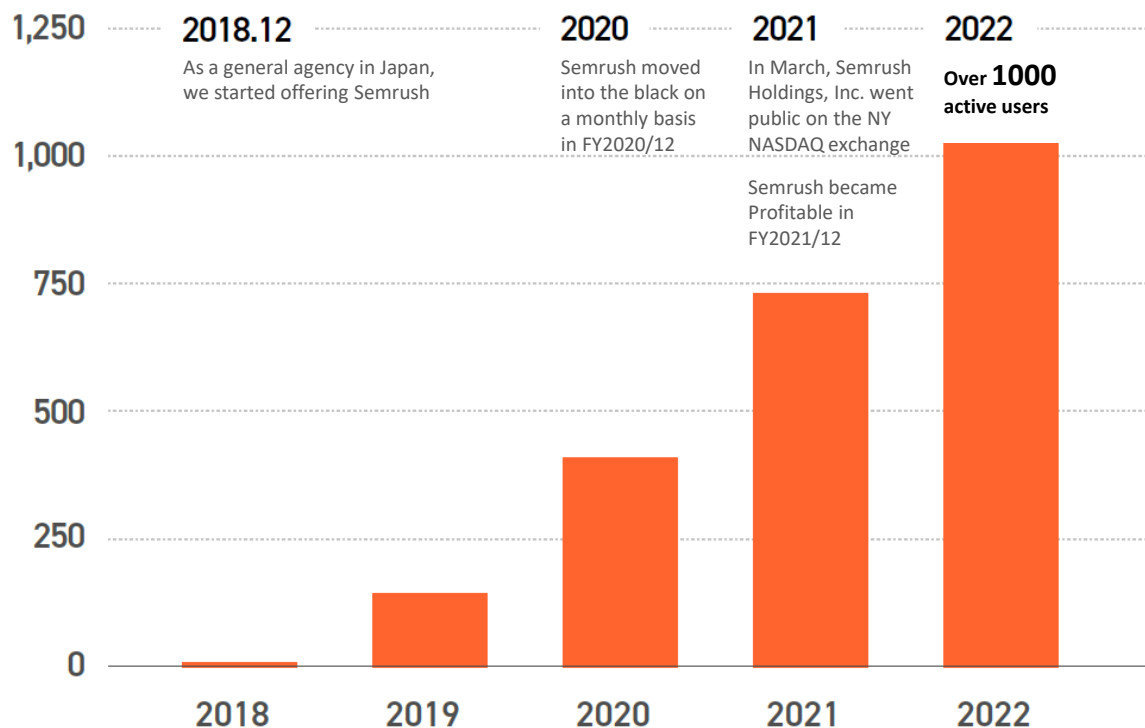




All-in-one competitive analysis tool that enables competitive research and analysis in SEO, ads, and social media

**Number of Active Users\***

(active users)



\* Active users exclude free trial users and canceled users.

**Semrush**

**The World's Largest Digital Marketing Tool**  
(10 million Registered Account in the world)  
\* As of June 2022

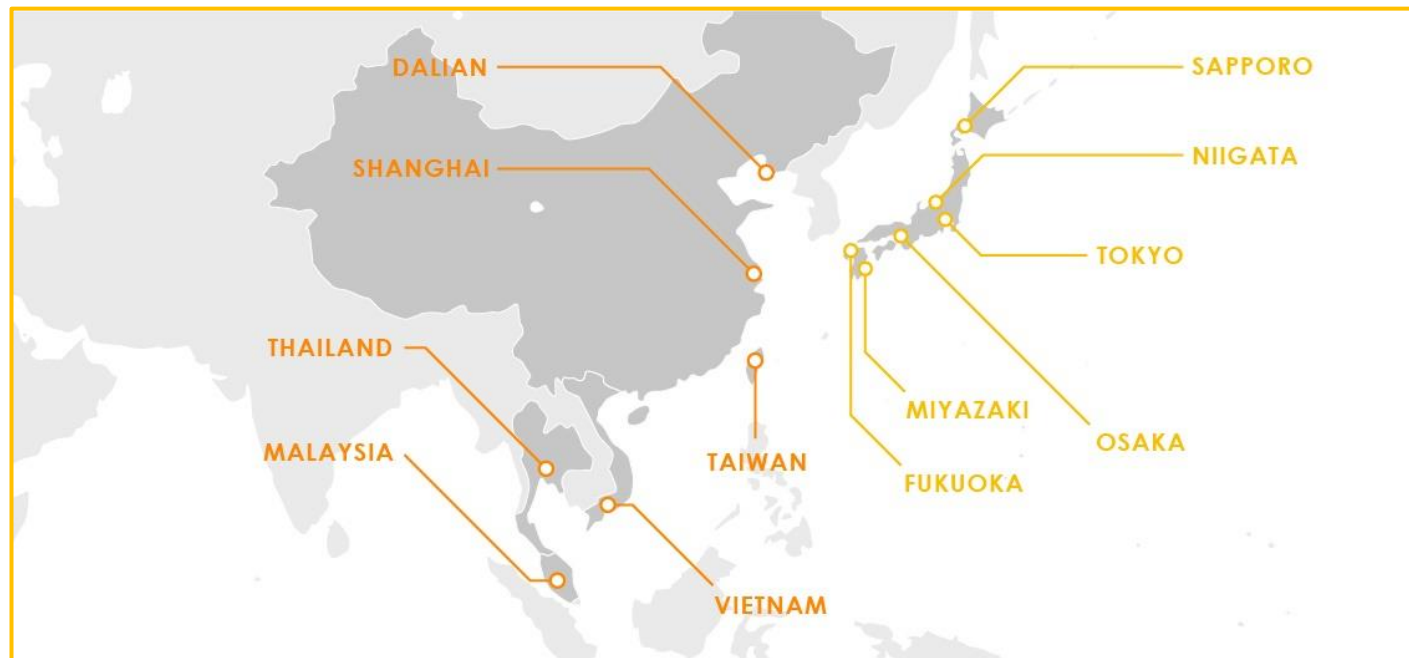
**Monthly Subscription Business Model**

Get ourselves ready for expanding a range of foreign-made tools next to Semrush

# Strengthen Sales Forces at Overseas Business Locations

Digital Transformation

Reinforcement of operating structure to prepare for the recovery of economic activity to pre-COVID-19 crisis levels



## Advertising and promotion in ASEAN and Greater China

Investing resources in foreign operations to move into full-fledged sales of our excellent and quality products and services to Japanese companies operating abroad and local companies by utilizing our track record and insights gained through providing advertising and promotion services in Japan

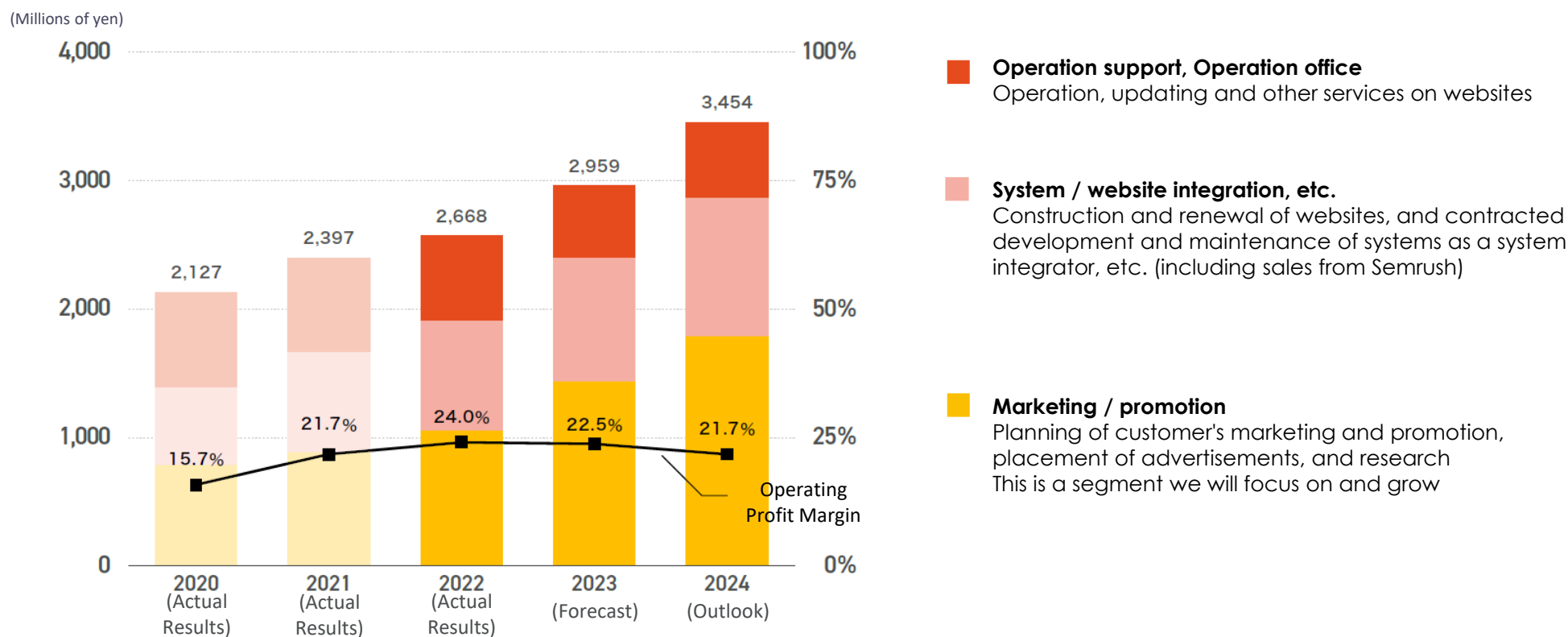
## Inbound demand to be back on track as COVID-19 infections begin to settle down

Preparing for a full recovery of inbound demand

# Changes in Revenue, and Revenue and Operating Profit Targets in the Following Segments

## Digital Transformation

While targeting an operating margin of around 20%, we are focusing on growing the marketing and promotion segment in particular.



**03**

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## **Company profile**



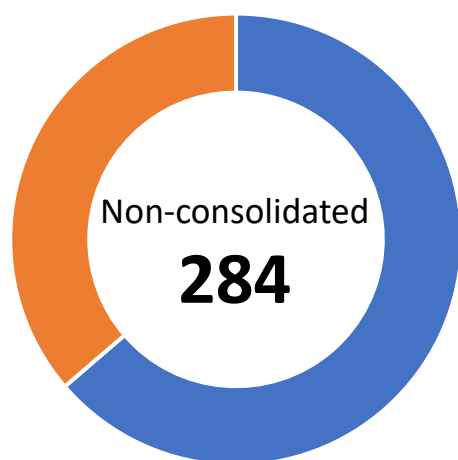
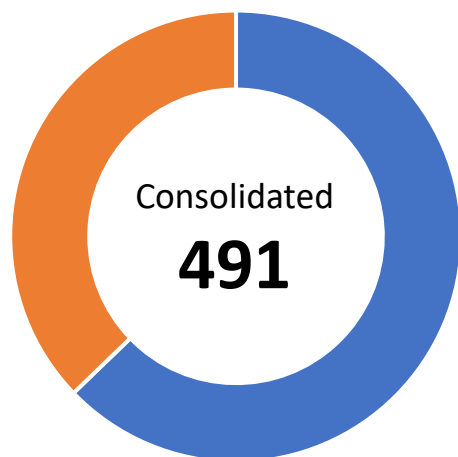
## Company Profile

Company name	oRo Co., Ltd.
Listed Exchange	Tokyo Stock Exchange Prime Market (Code: 3983)
Representative	Representative Director, President and CEO Atsushi Kawata
Foundation	January 20, 1999
Head Office	Meguro Suda Building, 3-9-1 Meguro, Meguro-ku, Tokyo 153-0063
Capital	1,193 million yen
Business Portfolio	Cloud Solutions (CS) <ul style="list-style-type: none"><li>• Development and sales of cloud-based ERP “ZAC”</li></ul> Digital Transformation (DX) <ul style="list-style-type: none"><li>• Support for corporate marketing activities</li></ul>
Employees	Non-consolidated 284 / Consolidated 491 (as of June 30, 2023)
Branch	Nishinohon Branch, Hokkaido Branch, Fukuoka Branch
Group Company	oRo Miyazaki Co., Ltd. oRo code MOC Co., Ltd. oRo TECHNOLOGY Co., Ltd. (DALIAN, SHANGHAI) DALIAN oRo ADVERTISING Co., Ltd. oRo TAIWAN Co., Ltd. oRo Malaysia Sdn. Bhd. oRo Vietnam Co., Ltd. oRo (Thailand) Co., Ltd.

# Organizational Structure

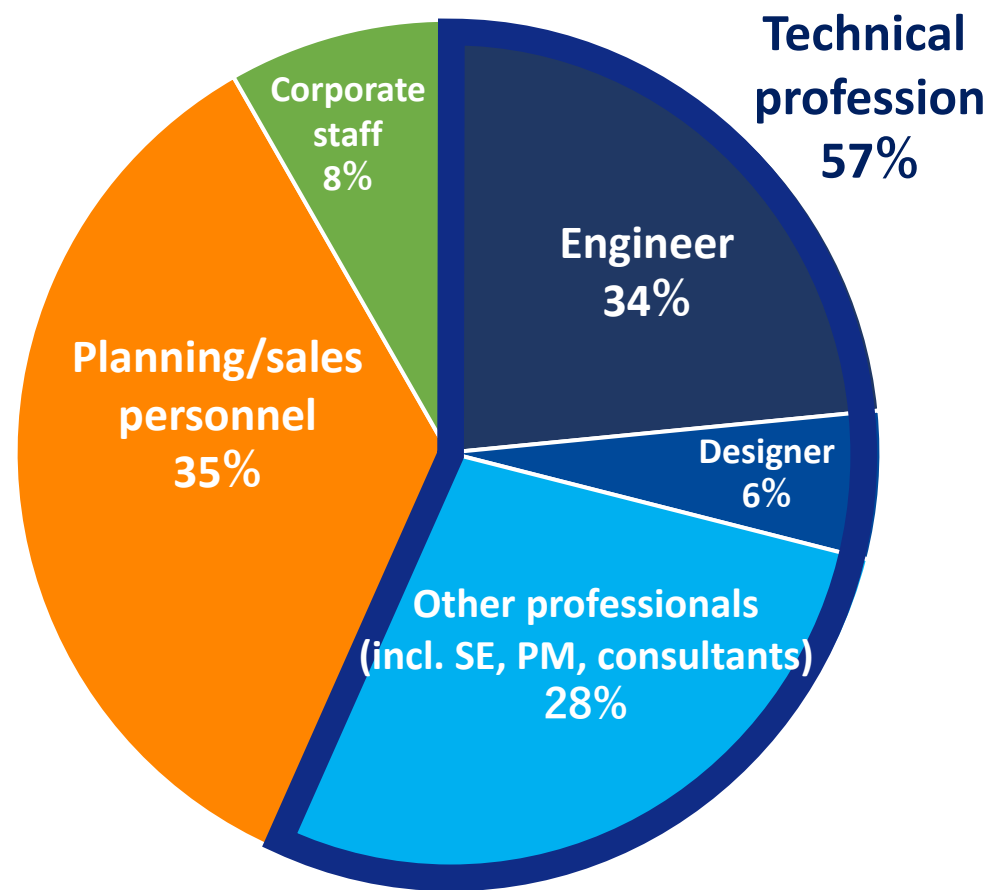
Organizational structure designed to drive creation of solutions through “Technology x Creative”

Split between manufacturing and sales personnel



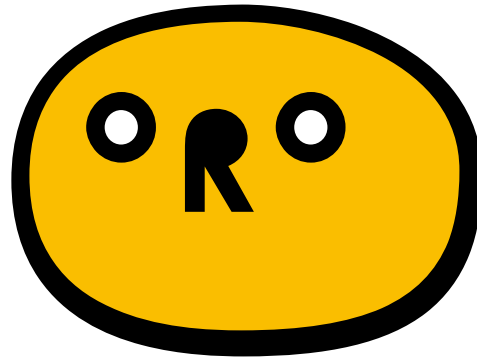
(As of June 30, 2023)

Breakdown by job type (non-consolidated)



(As of June 30, 2023)

## Corporate Philosophy



*With the commitment of all employees in creating what they can proudly present to the world  
(namely our organization with its products, and services),*

*oRo's goal is to continue to deliver more happiness and joy to more people  
(coworkers, families, business partners, shareholders and society),*

*and lead all our employees to self-fulfillment through our efforts to achieve this goal.*

# Material Issues

## Sustainability initiatives

To realize our corporate philosophy, we have identified the three categories of material issues that we must address in order to achieve sustainable growth: business, human resources, and environment .



Realizing our corporate philosophy requires our own sustainable growth in the first place. Our growth cannot be achieved without delivering more happiness and joy to co-workers, families, business partners, shareholders, and society at large.

For this reason, ORO will engage in corporate activities to realize its corporate philosophy by aligning its initiatives for the three materiality categories of **Business**, **Human Resources**, and **Environment** from the perspective of sustainability, while monitoring the progress of these initiatives.

## Human Resources Initiatives (1/2)

### Sustainability initiatives

We are taking steps to ensure diversity in accordance with the oRo GROUP HUMAN RESOURCES POLICY. To ensure diversity in our core human resources, we aim to achieve a ratio of female managers of “15% by 2027.”

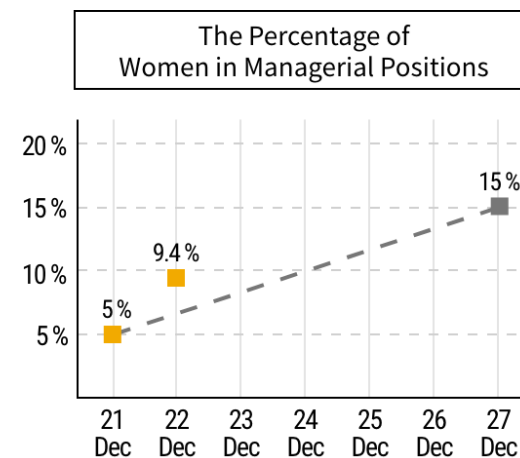
#### oRo GROUP HUMAN RESOURCES POLICY

oRo's goal is to continuously develop creative and autonomous human resources and therefore to deliver more happiness and joy to more people through creation of organization, products, and services.

1. We do not discriminate on the basis of race, creed, gender, social status, nationality, disability, employment type, age, religion, etc.
2. We evaluate our employees/ business partners fairly and treat them appropriately.
3. We respect diversity. We will create a culture where everybody can think on their own, demonstrate their abilities and creativity, and achieve self-fulfillment.
4. We pursue the physical and mental well-being of our employees and their family, and support career development, health, and personal fulfillment.

#### Raising the percentage of women in managerial positions

In March 2022, we announced a target of having women make up “10% of managerial positions by 2027.” By the end of 2022, we reached 9.4% through internal promotions and hiring of senior managers. In light of the progress made, we revised the target upward to “15% by 2027” in February 2023.



## Human Resources Initiatives (2/2)

### Sustainability initiatives

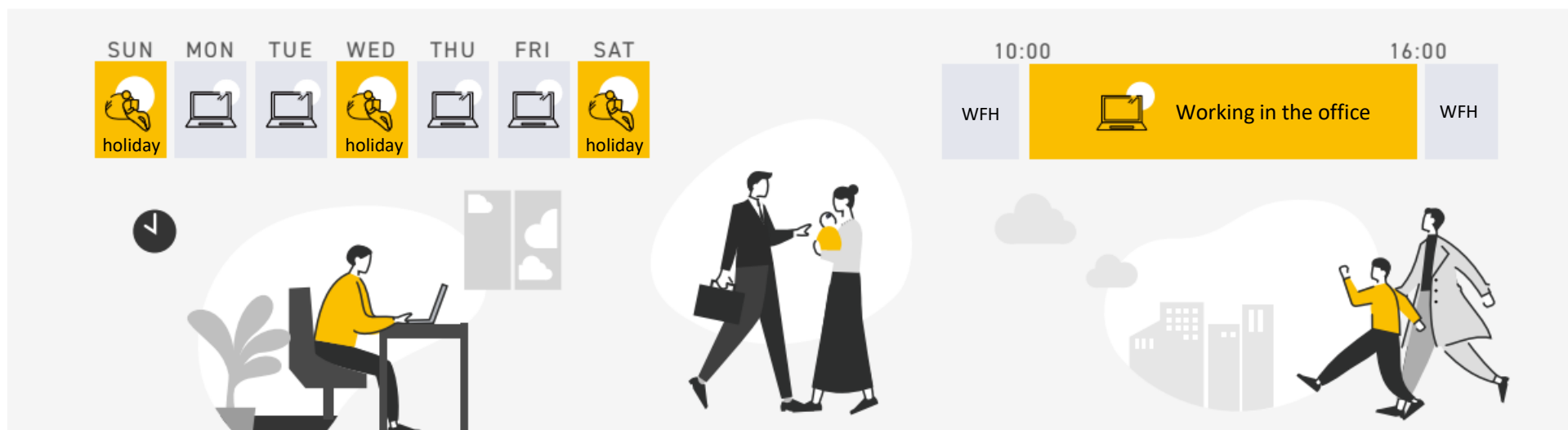
We promote “Health & Productivity Management” so that our employees can play an active and vigorous role in the company. As part of this effort, we have made it possible for employees to choose diverse and flexible work styles so that they can achieve self-fulfillment.

#### Selective four-day work week “Sun Life”

This system allows applicants to choose between an 8-hour or 10-hour work day and adopt a four-day work week. Eligible employees can choose Tuesday, Wednesday, or Thursday as their additional day off.

#### Childcare support system “Core Life”

Our childcare support system allows employees to work flexible hours at the office from 10:00 to 16:00, and to choose whether to work at the office or home for the remaining hours of the day. By supporting work-life balance, we aim to help employees manage family and childcare responsibilities.



\* Our company has certified as a Health & Productivity Management Outstanding Organization 2023 (Large Enterprise Category) for the second consecutive year, and oRo Miyazaki and oRo code MOC were also certified in the Small and Medium-Sized Enterprise Category. And also we have received the “Kurumin” certification, which is awarded by the Japanese Ministry of Health, Labour and Welfare to companies that actively support employees in balancing work and family life.

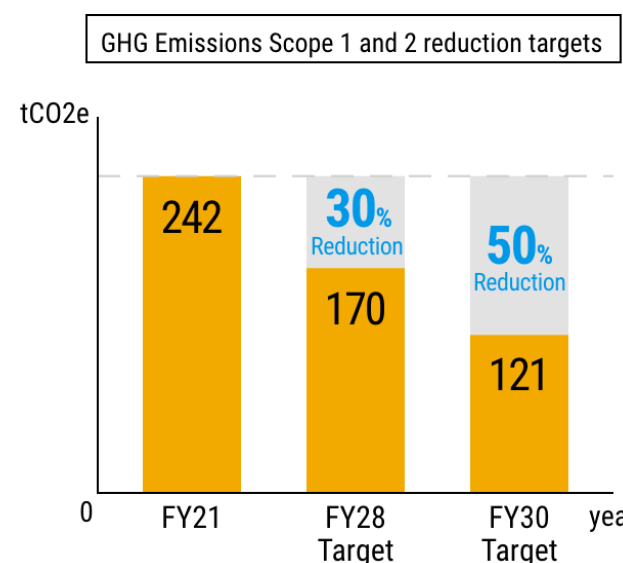
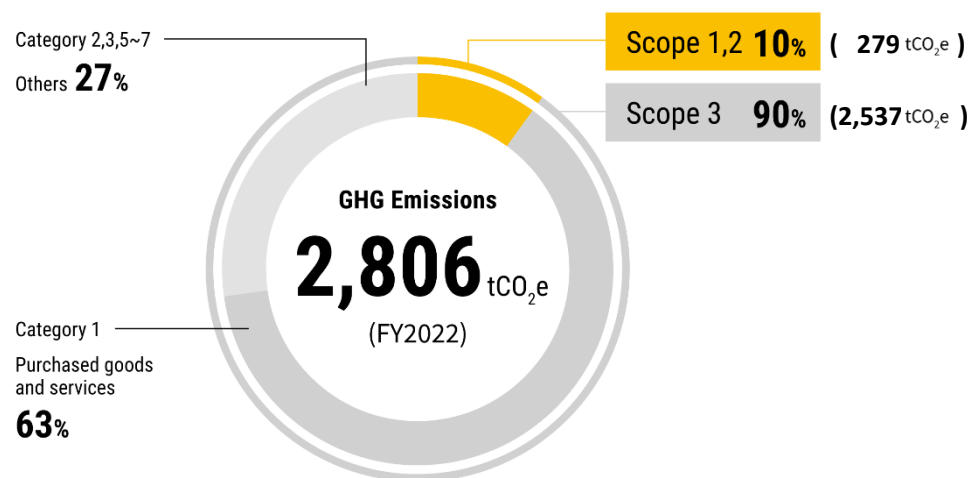
# Environment Initiatives

## Sustainability initiatives

We believe that climate change will affect the growth of our business in the medium to long term. As we advance our business, we will also work to reduce greenhouse gas emissions and environmental impacts.

### Greenhouse gas emissions and reduction targets

Our GHG emissions in FY2022/12 were 2,806 tCO<sub>2</sub>e. We believe we can reduce Scope 1 and 2 emissions, which include our direct emissions and electricity use, through our own efforts. We will continue to implement specific measures, such as energy conservation, with the goal of achieving a 50% reduction\* by 2030.



\* The targets are set with 2021 as the base year and Scope 1 and 2 as the targets.

### Status of other initiatives

We have conducted a climate change scenario analysis based on TCFD recommendations and published the results on our website. <https://www.oro.com/en/ir/sustainability/environment/>

# History

- 1999 Establishment of oRo Co., Ltd
- 2004 Launched website management and maintenance operations
- 2005 Acquired the Information Security Management Systems (ISMS) certification
- 2006 Developed and launch sales of ZAC Enterprise, an SaaS-compliant ERP package
- 2007 Acquired certification to use the Privacy Mark  
Opened the Osaka branch (currently, the Nishinohon branch office)
- 2008 Opened the Hokkaido branch office
- 2010 Established the Chinese local corporation oRo TECHNOLOGY (DALIAN) CO., LTD. (currently, a consolidated subsidiary)  
Acquired the Environmental Management Systems (EMS) certification
- 2012 Opened the Miyazaki Support Center  
Opened the Chubu branch office  
Established the Malaysian local corporation ORO Malaysia Sdn. Bhd. (currently, a consolidated subsidiary)
- 2013 Established the Vietnamese local corporation ORO Vietnam Co., Ltd. (currently, a consolidated subsidiary)
- 2014 Established the Thai local corporation ORO (Thailand) Co., Ltd. (currently, a consolidated subsidiary)
- 2016 Established the Taiwanese local corporation ORO TAIWAN CO., LTD. (currently, a consolidated subsidiary)  
Established the Chinese local corporation DALIAN oRo ADVERTISING CO., LTD. (currently, a consolidated subsidiary)  
Established oRo Miyazaki Co., Ltd. (currently, a consolidated subsidiary)
- 2017 Listed on the TSE Mothers Section
- 2018 Listing upgraded to the TSE 1st Section  
oRo Digital Asia Pte. Ltd. (formerly Crossfinity Digital Asia Pte. Ltd.) becomes a subsidiary  
oRo Digital Asia Sdn. Bhd. (formerly Crossfinity Digital Asia Sdn. Bhd.) becomes a subsidiary  
Opening of the Fukuoka branch
- 2019 Established oRo code MOC Co., Ltd. (currently, a consolidated subsidiary)
- 2022 Transition to TSE Prime Market



## Attention on handling this material

- This presentation material contains the projections for the Company as well as its forward-looking plans and business goals. These statements are based on current assumptions regarding potential future events and developments, and we provide no guarantee that these assumptions are correct. Actual financial results could potentially differ significantly from what is shown in this presentation material due to various factors.
- Financial data stated in this presentation material are shown according to Japanese generally accepted accounting principles unless specified otherwise.
- The Company will not necessarily revise previously-issued releases on its future outlook regardless of the occurrence of future events unless it is required to do so by disclosure rules.
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