FY3/2024 RESULTS

弁護士ドットコム

Bengo4.com,Inc.

May. 10, 2024

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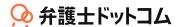
VISION

Drive a paradigm shift for the better world.



Be the Professional-Tech Company.

Do what only professionals can do. Contribute to society using expert knowledge and technologies.









FY3/2024 Results

Topics for FY3/2024

Net sales increased 30.0% YoY. Operating profit rose 13.4% YoY.

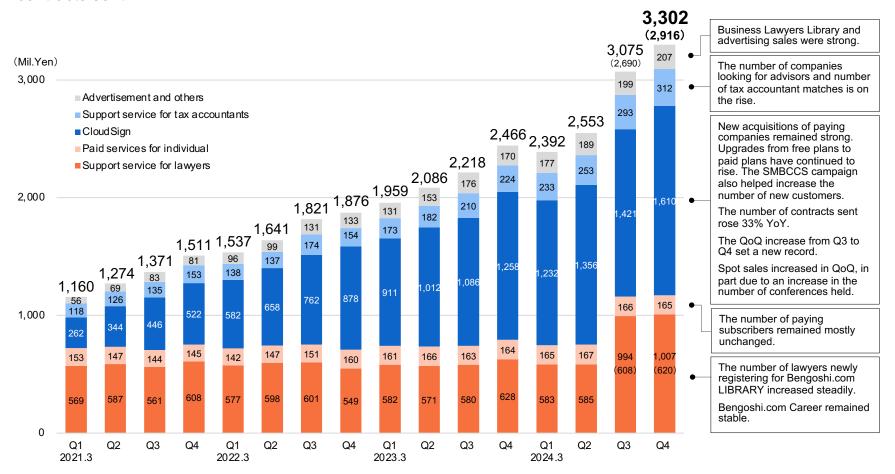
Net Sales	11,323 Mil. JPY	_	30.0 % (YoY)
EBITDA	1,887 Mil. JPY	_	36.9 _{% (YoY)}
Operating Profit	1,236 Mil. JPY	_	13.4 % (YoY)
Ordinary Profit	1,315 Mil. JPY	_	19.2 % (YoY)
Profit	837 Mil. JPY	_	16.8 % (YoY)

^{*}EBITDA = Operating Profit + Depreciation and amortization + Goodwill amortization +Stock-based compensation expense + Equity gains (losses) of affiliated companies *YoY shows the change compared with the non-consolidated figure for FY3/2023 for reference purposes.

Quarterly trend in Net Sales

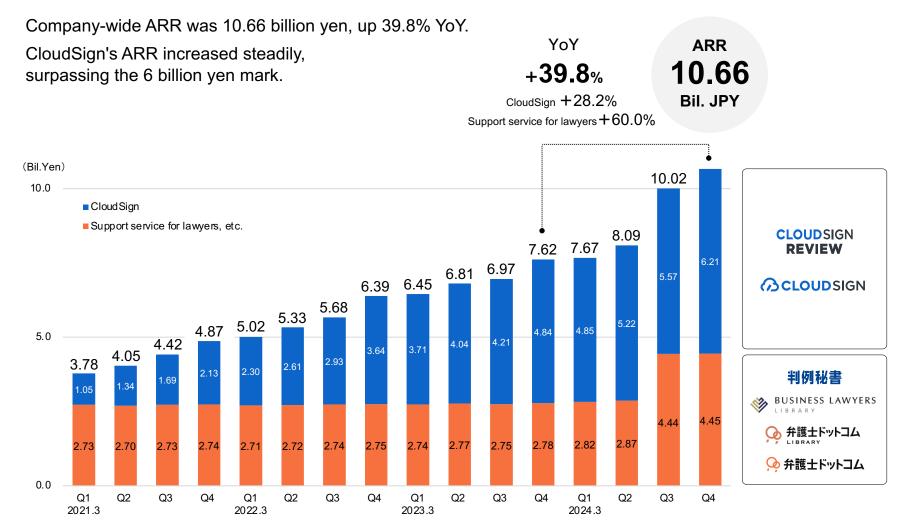
In the fourth quarter, quarterly net sales of the support service for lawyers surpassed 1 billion yen.

CloudSign recorded record quarter-on-quarter revenue growth with steady performance in new companies and contracts sent.



X()represent non-consolidated results.

Quarterly trend in ARR



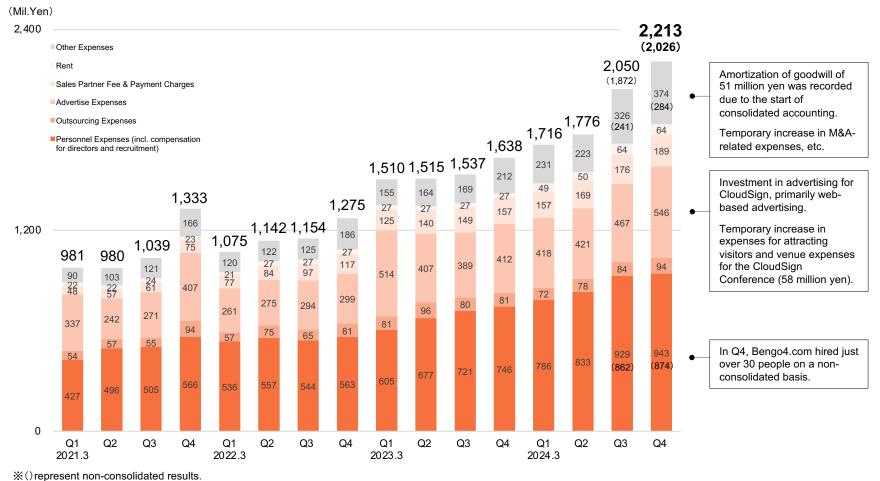
*ARR for support service for lawyers, etc. is total billing revenue excluding Bengoshi.com Career, support service for tax accountants, Business Lawyers Compliance, and advertising sales.
*ARR =Annual Recurring Revenue. Calculated by multiplying Monthly Recurring Revenue at the end of each period by 12.

^{*}YoY shows the change compared with the non-consolidated figure for FY3/2023 for reference purposes.

Quarterly trend in SGA

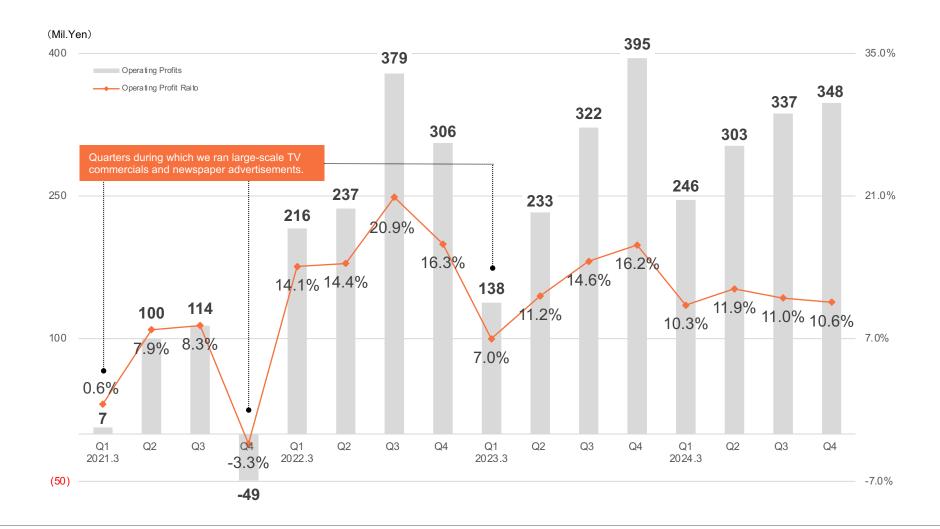
Advertising expenses increased in Q4 due to expenses incurred to attract visitors and pay for venues in connection with the CloudSign conference.

Other expenses temporarily increased due to M&A-related expenses, etc.



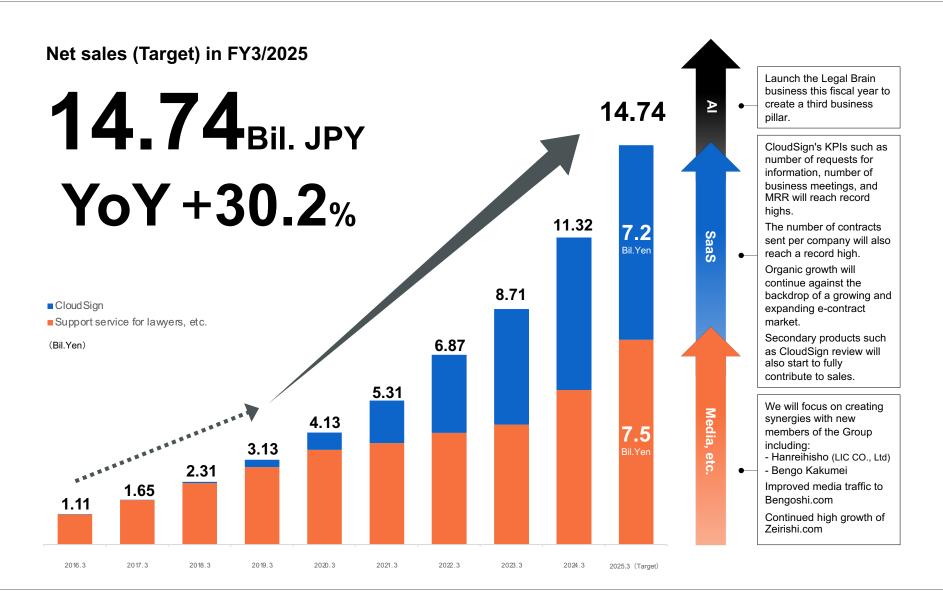
Quarterly trend in Operating Profits

Operating profit and EBITDA for Q4 stood at 348 million yen and 582 million yen respectively.



FY3/2025

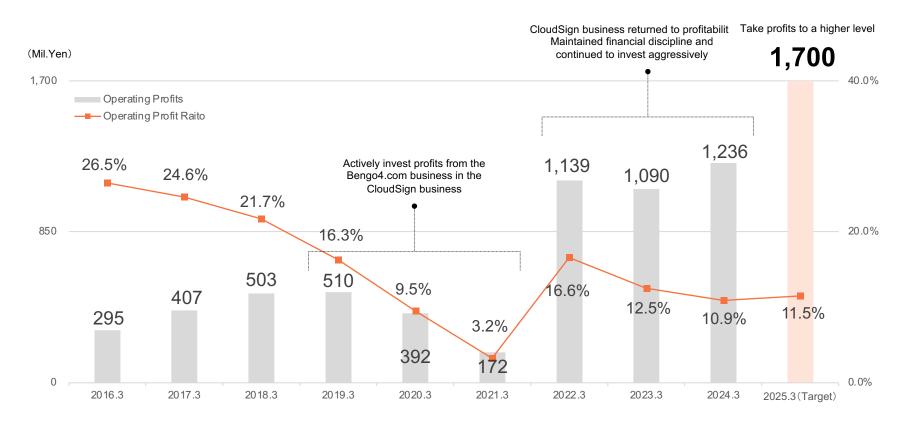
Trend in Net Sales and Plan for FY3/2025



Trend in Operating Profit and Plan for FY3/2025

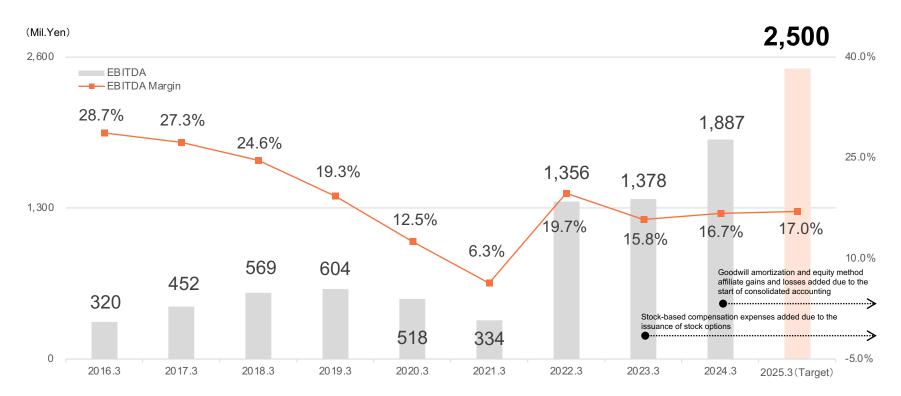
Operating profit (Target) in FY3/2025

Record profit of billion yen, up +37.5% YoY



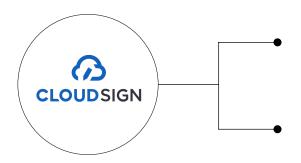
the current period (Target)

Record profit of 2 5 billion yen, up +32.5% YoY



^{*}EBITDA = Operating Profit + Depreciation and amortization + Goodwill amortization +Stock-based compensation expense + Equity gains (losses) of affiliated companies

Policy for Each Business in FY3/2025



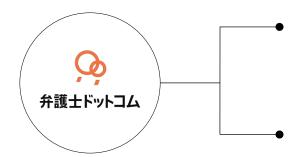
1. Strengthen acquisition of major companies as clients

We will strengthen our position as the No. 1 player in the industry by attaining clients, particularly large companies.

2. Provision of the Contract Lifecycle Management Service

Launch of an Al-driven contract review service, consideration of third-act contract lifecycle services.

Reach 10 billion yen in sales as soon as possible by multi-layering SaaS.



1. Improvements to Bengo4.com websites

Roll out field-specific legal consultation websites in addition to comprehensive legal consultation websites.

Work to strengthen media traffic and expand customer attraction support services.

2. Promote DX for lawyers

Strengthen product and sales collaboration with group companies to create full-fledged synergies in preparation for the shift to open data for civil judgments and the computerization of court proceedings, which is expected to take place in 2026.



1. Launch of the Legal Brain business

Working on developing products ahead of monetization in September 2024, aiming for early PMF.

Progress of Legal Brain growth strategies

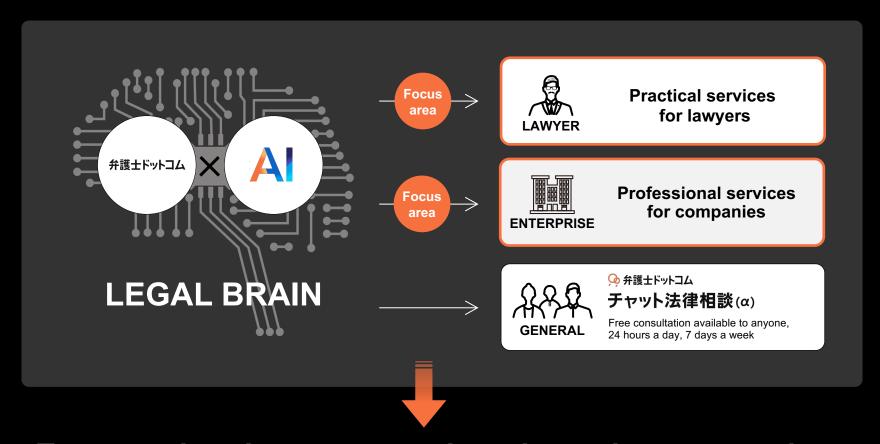
Legal Brain Development Strategy



M&A also utilized to acquire legal knowledge

Strengthen development capabilities by hiring engineers, forming alliances, etc.

What we hope to accomplish through Legal Brain



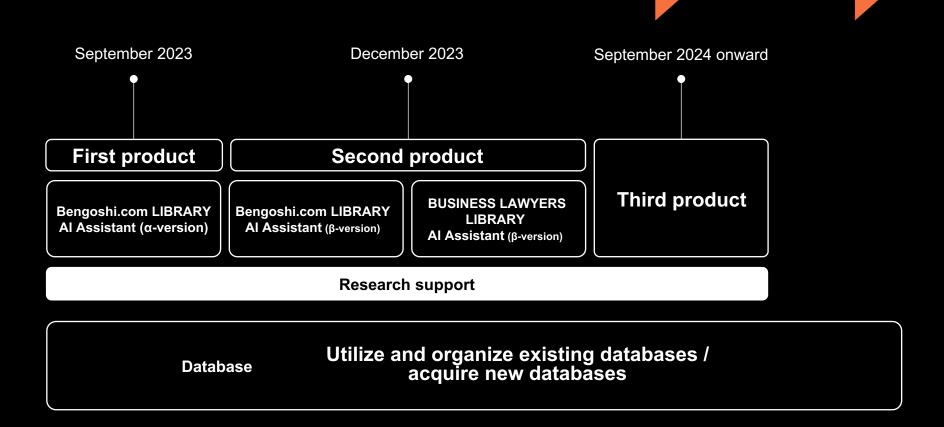
Empowering Japanese society through legal services as "Japan's Legal Department"

Product Roadmap

Prioritizing added value

Considering

monetization



Anderson Mori & Tomotsune reach a basic agreement to collaborate in the provision of advisory services

- We have begun collaboration on advisory business aimed at the social implementation of the Legal Brain business using generative AI.
- We will work to develop products that reflect needs from the perspectives of practitioners and aim for early product-market fit.

弁護士ドットコム ANDERSON MŌRI & TOMOTSUNE

With Hanreihisho having joined the Group, development of cross-research using legal precedents and case commentaries is underway





Sales and Marketing Strategy Full use of existing user assets with high affinity

弁護士ドットコム判例秘書27,000lawyers

CLOUDSIGN

2.5 million companies







Bengo Kakumei Inc. Joins the Group
(May 1, 2024)

Bengo Kakumei Inc. Joins Group Offers Digital document Organization Tool for Lawyers



Bengo Kakumei Inc.

Offering "BengoKakumei", digital document organization tool for lawyers developed by a lawyer

Company Profile



Company

Bengo Kakumei Inc.

Location

134 Chudoji Minami-machi, Shimogyo-ku, Kyoto

Date of establishment

January 2019

Representative

Ryosen Yamamoto (Lawyer)

Business

Development and provision of BengoKakumei, a digital case recordkeeping tool

Business

32,993,000 yen

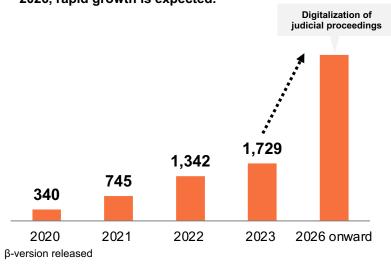
(fiscal period ended December 31, 2023; *tax-inclusive accounting method)

Change in Number of Users

Since the launch of the product in 2021, the number of users has increased rapidly, with favorable industry word-of-mouth.

✓ With the introduction of IT-enabled civil procedures in

2026, rapid growth is expected.



Impact on Financial Results

Performance is expanding in anticipation of the introduction of IT for court proceedings in 2026

Business Performance

(Thousand yen)	FY ended December 2021	FY ended December 2022	FY ended December 2023
Net sales	8,378	19,086	32,993
Operating profit	▲163	▲3,092	▲ 6,485
Profit	2,188	▲ 3,200	▲ 6,720
Net assets	3,573	373	▲ 6,346

Business Forecasts

- From April 2024, Bengo Kakumei's performance will be added to our financial results
- Annual sales for the current fiscal year are expected to be around 40 million yen.
- Operating profit is expected to be slightly in the black.
- Goodwill amortization expense is expected to be approximately 30 million yen

Deal Summary

- Acquisition price: —
- Consideration: Cash
- Acquisition date: May 1, 2024
- Equity interest acquired: 100%

Key points of Bengo Kakumei Joining the Group



In 2026, IT-enabled judicial processes will be fully introduced.

It will be a catalyst for the legal industry and will accelerate the digital transformation in the practice of law.

02

Sales collaboration in products for lawyers

Offering overwhelming user benefits through sales of the trinity of BengoKakumei, Bengoshi.com and Hanrei Hisho services.

POINT 03

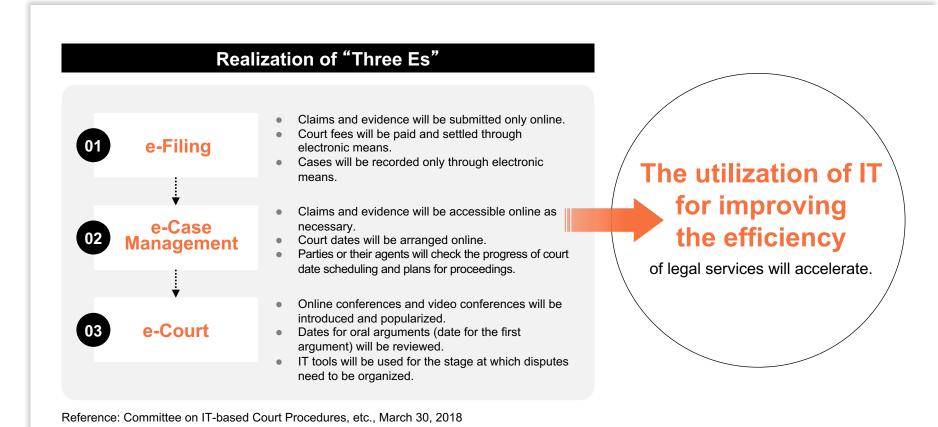
Data network effects among the products

Realizing data network effects among BengoKakumei, Bengoshi.com Library and Hanrei Hisho services. Offering an overwhelming user experience.

01_What is IT-enabled civil procedure, which is seen as a catalyst in the legal industry?

With IT-enabled civil procedure to be fully introduced in 2026, judicial processes involving written documents and face-to-face trials will be replaced by online processes, web conferences, etc.

The digitalization of lawyers' practice will further accelerate



01_What is the digitalized case record to be managed using BengoKakumei?

Neither paper files nor PDF folders are sufficient for lawyer work



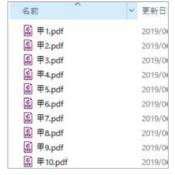
High-performance digital document organization tool solves

Written documents/Filing





PDF/File folder management





- Strong support for the advantages of easy reading and quick reference
- Searching, sharing, and transporting are far inferior to digital documents
- Easily impedes work-life balance
- Use of paper after IT-enabled judicial processes results in double management

- Digital advantages such as searching, sharing, transporting, etc.
- Lawyers refer to many documents many times, so accessibility is adversely affected
- Not optimal for legal services, limited search benefits, etc.
- Many lawyers have dual management of paper and digital documents

- Excellent UI that "gets into your head better than paper"
- High searchability and accessibility for instant document display
- Organizational functions just right for legal work
- Advanced security features
- Many lawyers were able to unify digitally for the first time with BengoKakumei

01_BengoKakumei has received overwhelming support from users

With "BengoKakumei," we were able to achieve digital centralization for the first time, which was impossible with cloud storage.

Finding documents that would have previously taken 5 or 10 minutes became 3 seconds with "BengoKakumei".

I was very impressed.

It is essential to my "life" as well as my work. I think it is an essential tool for lawyers.

It is a great tool for meetings with clients.

It's a tool that "helps you get closer to your client."

I was able to write a document in half the time it had taken me so far.

"BengoKakumei" is by far the best way to get started.

The written work written in "BengoKakumei "was very highly praised by the client.

"The comprehensiveness and depth of the book are excellent.

Very helpful in improving the work-life balance of the staff.

As management lawyers, we decided to adopt this tool.

This is the number one tool we have installed this year.

Thanks to the people who developed it.

01_ IT-enabled judicial procedures accelerates the spread of the BengoKakumei

IT-enabled judicial procedures require that documents be converted to data and submitted electronically

*Written motions submitted to courts will be stored in an electronic data format, in principle, and court decisions and written judgments, interrogation reports and Family Court Investigating Officers' reports will also be prepared and managed in an electronic data format.

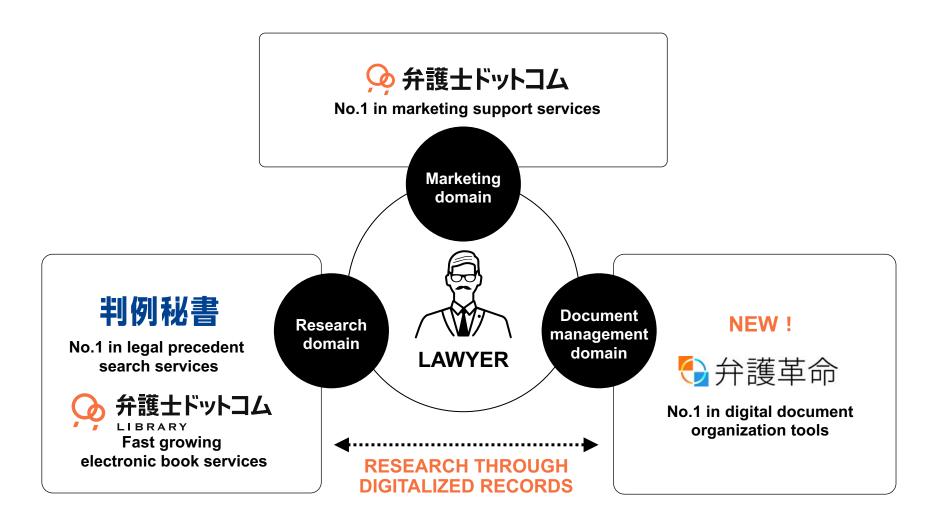
分護革命 supports transition of lawyers' practice style to one that makes efficient use of digitalized case records.

The use of digital technologies makes lawyers' practice more efficient.

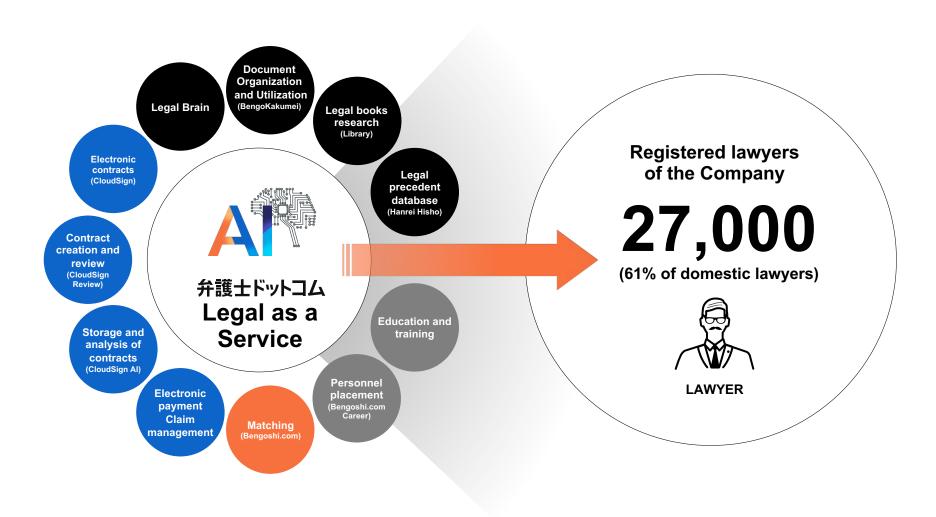
Supporting the lawyer's core business activities such as case analysis and document preparation.



02_Strengthening collaborations in sales activities targeting lawyers



03_ Pursuing effects of data network among the products



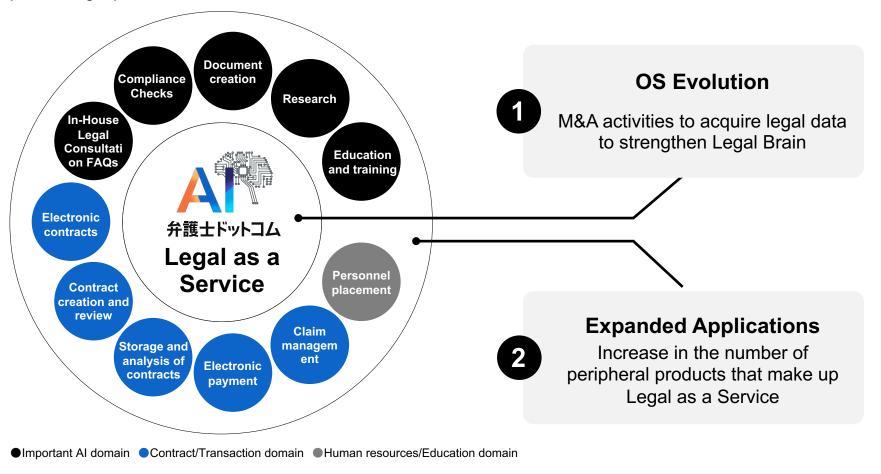
■ Important AI domain
■ Contract domain
■ Matching domain
■ Human resources domain

M&A Strategy

M&A Strategy

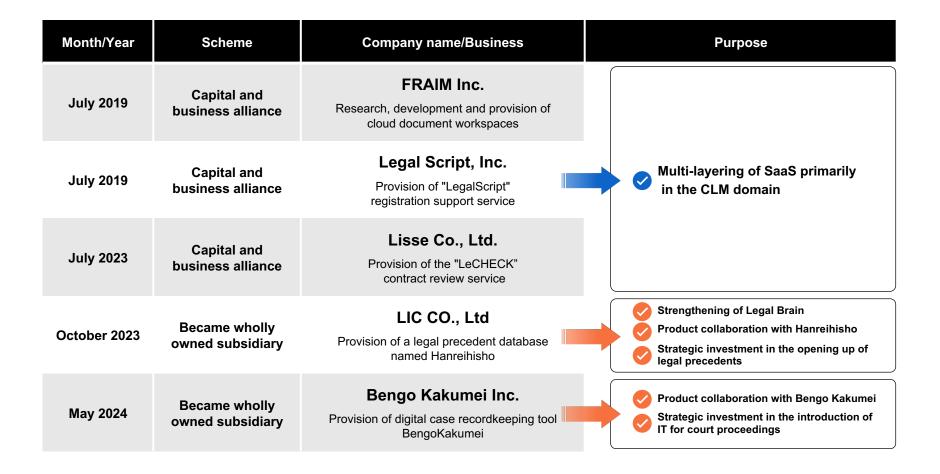
Our M&A strategy is carry out acquisitions to (1) obtain legal brain data and (2) increase peripheral products that will make up Legal as a Service.

For LIC CO., Ltd, which was acquired in October 2023, we will (1) acquire data on legal precedents, and (2) provide legal precedent search services.



Track record of M&A activities and capital and business alliances

We have continued to enhance legal knowledge to build Legal Brain and pursued investment opportunities from the perspective of the multi-layering of SaaS in relation to CloudSign.



Business Overview



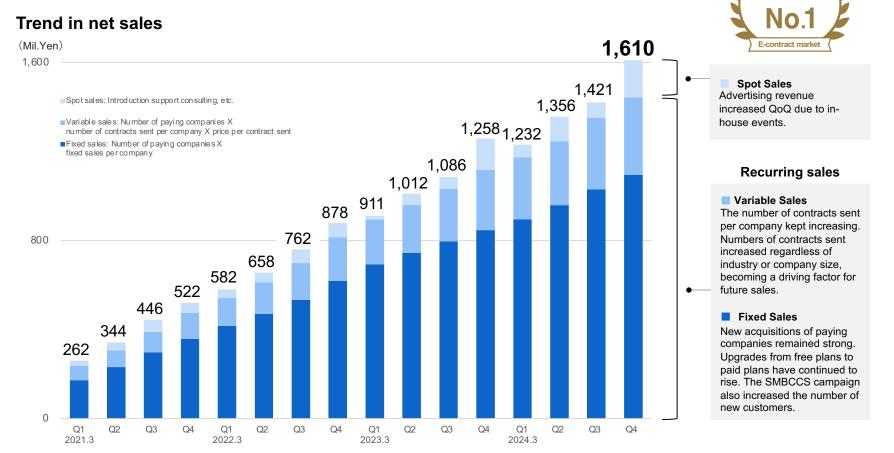
Trend in Net Sales



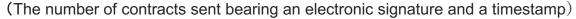
Q4 net sales reached 1.61 billion yen, up 28.0% YoY, marking the highest QoQ net sales increase in the company's history.

Variable sales grew by 29.2% YoY due to an upswing in the number of contracts sent, and the ratio of variable sales to net sales increased gradually.

Spot sales increased due to SMBC CloudSign campaigns and conferences.



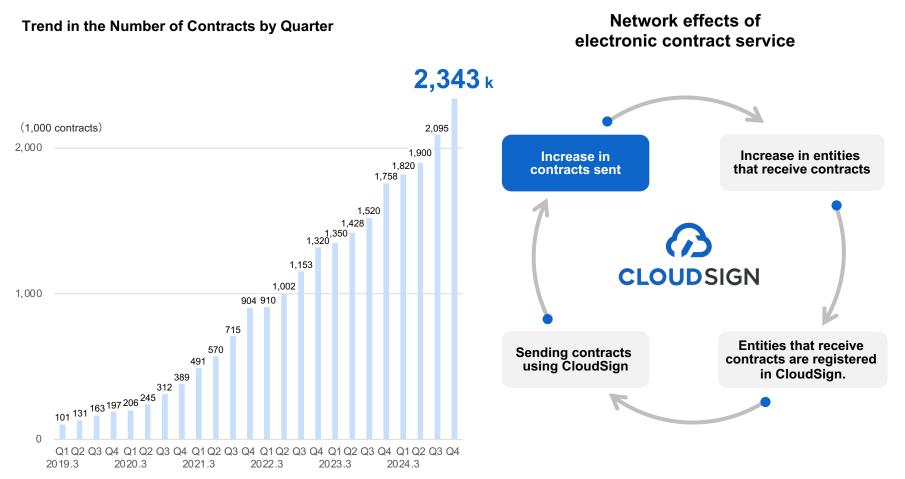
Trend in the number of contracts





The number of contracts sent increased steadily, surpassing 2.34 million in the quarter.

The increase in the number of contracts from Q3 to Q4 hit a record high.



^{*}The number of contracts sent refers to the number of contracts sent bearing an electronic signature and a timestamp in light of requirements for electronic signature under the Act on Electronic Signatures and Certification Business (excludes contracts bearing a timestamp only).

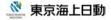
CloudSign introduction in different industries



The introduction of CloudSign continued to accelerate, especially among large companies and local governments.

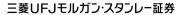
Banks, securities, insurance and other financials





NOMURA





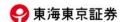










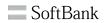








IT services, information, telecommunications, human resources and media







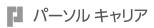














Transportation equipment, food, chemical, pharmaceutical, and other manufacturing



Construction / Real estate



















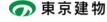
























Transport/Logistics















Local governments and other

















X1 Companies that have introduced CloudSign include OEM products such as SMBC CloudSign.

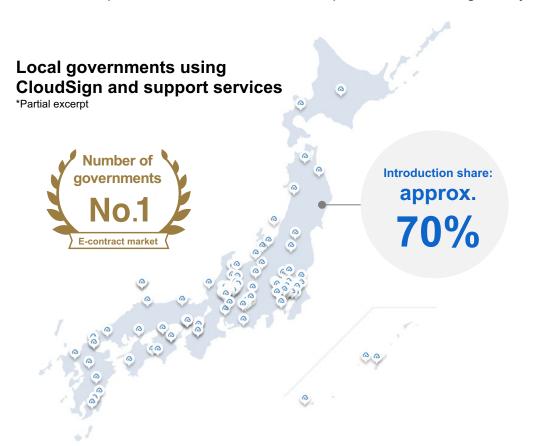
^{*2} Logos and names of companies that have granted individual permission are listed.

Status of Introduction by Local Governments



Of 238 local governments that have introduced electronic contracts, 157 local governments (approx. 70%) * have introduced CloudSign.

We have expanded the number of municipalities introducing the system while maintaining market share.



		Prefectures		
•	Tokyo	 Saitama 	•	Hyogo
•	Aomori	 Niigata 	•	Kagawa
•	Akita	 Nagano 	•	Kouchi
•	Tochigi	 Aichi 	•	Tokushima
•	Ibaraki	 Toyama 	•	Kagoshima

Municipalities

Gifu

Kobe, Hyogo

Chiba

- Hamamatsu, Shizuoka
- Niseko-cho, Hokkaid
- Awashimaura-mura, Niigata
- Ashikaga, Tochigi
- Kasama, Ibaraki
- Urayasu, Chiba
- Sakado, Saitama
- Nakano, Nagano

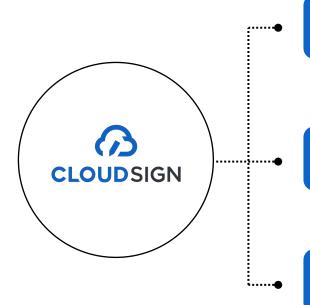
- Hirakata, Osaka
- Ikoma, Nara
- Hashimoto. Wakayama
- Matsuno-cho, Ehime
- Mihara, Hiroshima
- Kikuchi, Kumamoto
- Ogi, Saga
- Shibushi, Kaqoshima
- Taketomi-cho. Okinawa
- *1 Comparison developed in-house based on information on public solicitations, tenders and proposals released by municipalities nationwide and information from inquiries made to municipalities %2 Municipalities that have paid for e-contract services and have decided to introduce e-contract services are counted (surveyed as of April 1, 2024).
- *3 Municipalities that have introduced OEM products, including SMBC CloudSign, are included.

CloudSign Growth Strategies



The conclusion of electronic contracts in Japan is a growing market with a TAM estimated at 500 billion yen*.

To expand the customer base and increase ARPPU, the following strategies will be pursued.



1. Strengthening the acquisition of large companies as customers

We will strengthen our position as the No. 1 player in the industry by attaining clients, particularly large companies.

2. Strengthening Cooperation with SMBC CloudSign

Provide free plans to all corporate customers of SMBC. Implement measures to convert customers to paid plans.

3. Provision of the Contract Lifecycle Management Service

Provide second-act and third-act contract lifecycle management services to existing customers. Aim for sales of 10 billion yen at an early stage through multi-tiered SaaS.

**XTAM is calculated by dividing domestic companies by the number of employees and multiplying the number of companies in each category by CloudSign's assumed unit price based on the most recent results.

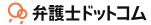
Small companies (up to 19 employees), medium companies (20-999 employees), large companies (1,000 or more employees)

Source: Ministry of Internal Affairs and Communications, "2016 Economic Census".

BENGOSHI.COM

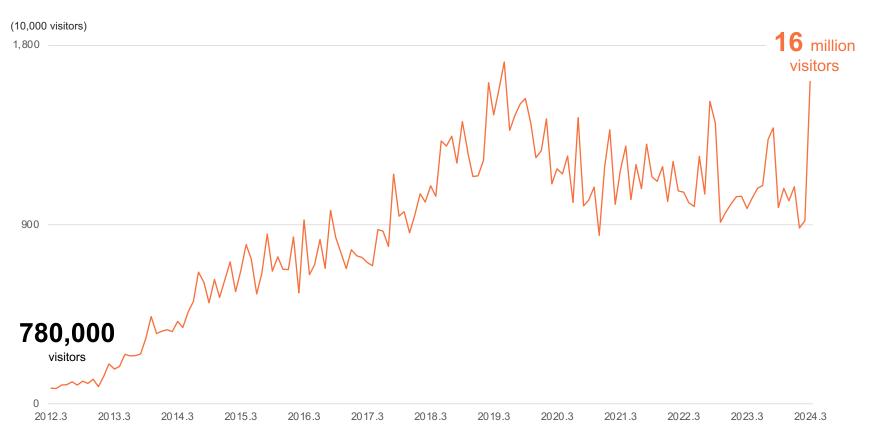
Bengoshi means lawyer

Trend in the number of visitors



Monthly site visits reach record level of traffic due to a popular article on Bengoshi.com news. The number of monthly site visitors via Google Search remained on a recovery trend.

Trend in the number of visitors (monthly)



The number of paid users (Individual)



The number of paid individual users turned toward recovery, due to improved inflow from searches.

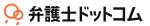
What paid users can see

親権が不利のケース 公開日: 2020年10月19日 相談日: 2020年10月03日 1弁護士 / 1回答 親権についてです。子どもが10歳までは殆どは母親が 親権者と聞いていますが、母親が親権者にならないこ とがあると聞きました。それはどんな時ですか。回答 をお願いします。 960929さんの相談 回答タイムライン Answers by lawyers are available only for paid users たとえば、子どもが父親側で長いこと養育され ていて、その状況が安定している場合には、あ えて環境を変えてまで母親にすることはないで また、極端ですが母親が虐待をしているような 場合にも、母親を親権者にすることは無いと思 います。 2020年10月04日 14時35分

Trend in the number of paid users



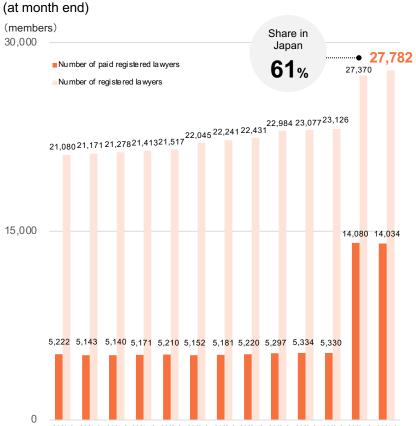
Trend in the Number of Registered Lawyers



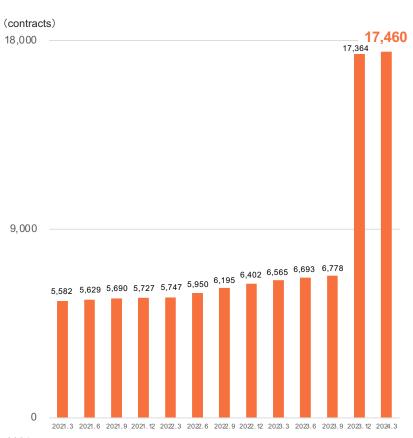
The number of registered lawyers reached 27,782,accounting for a 61% share of lawyers in Japan.

The number of paid registered lawyers was 14,034, reflecting efforts at cross-selling of "Bengoshi.com Library" and other services to Hanreihisho users.

Trend in Number of Registered Lawyers and Share (at month end)



Trend in the number of Paid Contracts



**Share of domestic lawyers is calculated based on the number of lawyers in Japan as of April 1, 2024

ZEIRISHI.COM Zeirishi means tax accountant



Zeirishi.com



Japan's largest tax consultation portal site which has 1,337k visitors/month.

1. Tax Accountant introduction service

Provide introduction service by experienced tax coordinators.

They choose the best one for client from among **6,505** registered tax accountants.

2. Tax consultation service

Provide tax consultation service free of charge.

Total number of tax consultation cases is approximately **130,000**.

3. Tax Account Profile · Tax Accountant Search

Search for the best tax accountant for yourself from the region, focus areas etc.



as of Mar. 2024

Trend in net sales

Q2

Q1

2020.3

Q4

Q3

Q1

2021.3

Q2

Q3

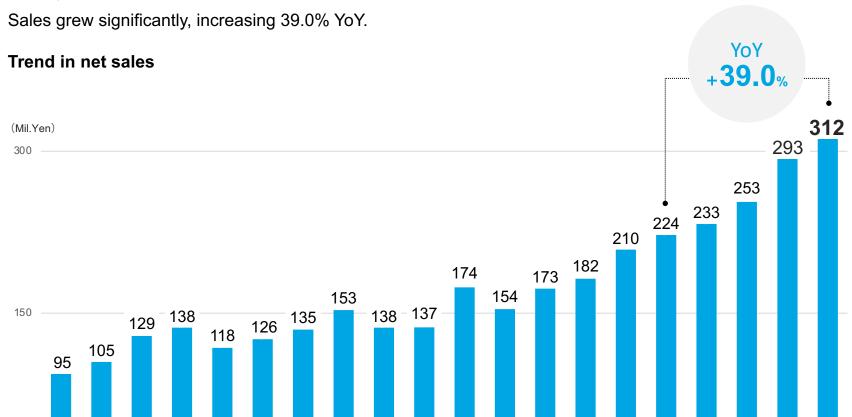
Q4

Q1

2022.3



Aggressive marketing investments, such as web advertising, are increasing our positioning in the industry by the day.



© Bengo4.com, Inc. 2024 48

Q3

Q2

Q4

Q1

2023.3

Q2

Q3

Q4

Q1

2024.3

Q2

Q3

Q4



Business Lawyers



Japan's largest Corporate legal portal site which has 520k visitors/month.

1. Registered lawyers

The lawyer who works in Nishimura & Asahi,

Mori Hamada & Matsumoto, Nagashima Ohno & Tsunematsu,

Anderson Mori & Tomotsune, TMI etc.

2. "Business Lawyers Library"

Browse practical books online and streamline your research.

6,300 yen per month, Over 1,900 books, 29 legal publishers participate.

3. "Business Lawyers Compliance"

Supporting the training challenges faced by companies with online videos.



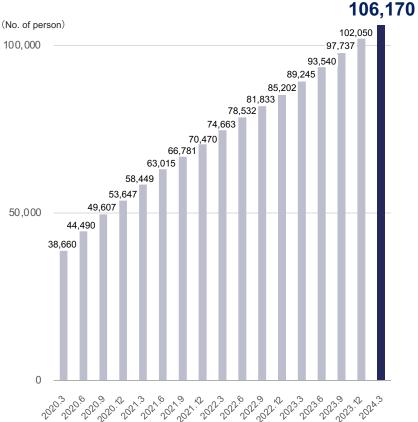
as of Mar. 2024

Business Lawyers Library also grows steadily * BUSINESS LAWYERS

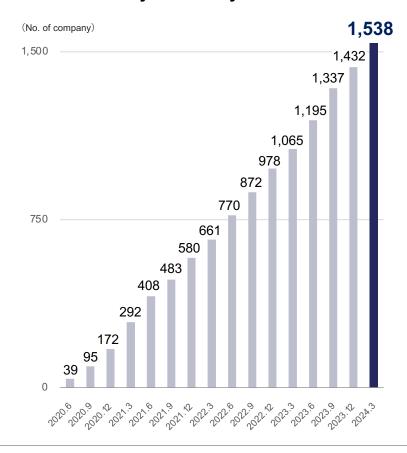
The number of Business Lawyers users steadily increases.

The number of companies using "Business Lawyers Library", a service that provides access to legal books and magazines, exceeds 1,500.

Trend in the users (monthly)



Number of companies that have introduced Business Lawyers Library



Appendix

Summary for FY3/2024

Net sales increased 30.0% YoY. Operating profit rose 13.4% YoY.

(Mil. Yen)

	FY3/2024 Actual	FY3/2024 Announced Forecast	Actual /Forecast	FY3/2023 Actual	vs. FY3/2023 results
Net Sales	11,323	11,400	-0.7%	8,710	+30.0%
CoGS	2,331	-	-%	1,419	+64.2%
Gross Profit	8,992	-	-%	7,290	+23.3%
SGA	7,756	-	-%	6,200	+25.1%
EBITDA	1,887	-	-%	1,378	+36.9%
Operating Profit	1,236	12Bil. JPY or more	-%	1,090	+13.4%
Operating Profit Ratio	10.9%	-%	-%	12.5%	-1.6pt
Ordinary Profit	1,315	12Bil. JPY or more	-%	1,103	+19.2%
Profit	837	740Mil. JPY or more	-%	717	+16.8%

^{*}EBITDA = Operating Profit + Depreciation and amortization + Goodwill amortization +Stock-based compensation expense + Equity gains (losses) of affiliated companies *YoY shows the change compared with the non-consolidated figure for FY3/2023 for reference purposes.

Balance sheet

Net assets increased 990 million yen due to higher retained earnings.

Equity ratio of 40.3% due to M&A activities and other factors.

			(Will: 1 Cit)
	FY3/2024	FY3/2023	YoY
Current Assets	5,654	3,232	+2,422
Cash and equivalents	3,469	1,646	+1,822
Fixed Assets	4,509	1,177	+3,331
Total Assets	10,164	4,410	+5,754
Current Liabilities	2,906	1,242	+1,663
Fixed Liabilities	3,100	-	+3,100
Net Assets	4,157	3,167	+990
Capital-to-Asset Ratio	40.3%	71.3%	-31.0pt

(Mil. Yen)

Corporate Profile

Name Bengo4.com, Inc.

Place 4-1-4 Roppongi, Minato-ku, Tokyo

Date of

establishment

4th Jul., 2005

Representative

Director

Taichiro Motoe

Employees Consolidated: 519,

Non-consolidated: 494 (As of March 31, 2023)

Group

companies

LIC CO., Ltd and EOC.com Co., Ltd.

VISION

Drive a paradigm shift for the better world.



Be the Professional-Tech Company.

Do what only professionals can do. Contribute to society using expert knowledge and technologies.









ESG policy

We will work to build a sustainable society, where everyone has unrestricted access to the wisdom of professionals, by operating our business with an awareness of ESG.

Environment

- Promote paperless operations with the nonuse of personal seals.
- Promote remote work to reduce energy consumption, including CO₂ emissions, and save resources.

Social

- Solve social issues related to legal consulting services.
- Advance DX of society by harnessing the wisdom of professionals.
- Support the operations of companies.

Governance

- Strengthen corporate governance.
- Build an information security management system.
- Establish and operate internal control.
- Provide services that lead to the reinforcement of corporate governance.









Board Members

Representative Director, President and CEO **Taichiro Motoe**

Joined Anderson Mori & Tomotsune Foreign Law Joint Enterprise and subsequently founded Authense Law Office.

Jul. 2005 Established Bengo4.com, Inc., President and CEO/ Jun. 2017 Takes office as Chairman and Co-representative Director / Sep. 2020 Becomes Parliamentary Vice-Minister of Finance and resigns as Chairman/Dec. 2021 Resigns as a Parliamentary Vice-Minister of Finance and becomes Chairman / 2022 reappointed as a President and Representative Director.

Chairman of Board of Directors Yosuke Uchida

Former director of Kakaku.com, Inc.
Oct., 2015 Joined as an outside director / Jun., 2017 Inaugurated as a
Co-representative director / Jun., 2019 Inaugurated as a Chairman of
board of directors

Director

Yoshikazu Tagami

Woked Anderson Mori & Tomotsune Foreign Law Joint Enterprise and GREE,INC.

Engaged in legal services, legal affairs, new business. Joined our company in 2015 /Jun., 2019 Inaugurated as a director

Director

Daichi Tachibana

Woked Cyber Agent, INC. and GVA law office Engaged in legal services, legal affairs Joined our company in 2015 /Jun., 2019 Inaugurated as a director

Director

Yosuke Watanabe

Engaged in sales at en Japan Inc. and oRo Co., Ltd. Joined the company in 2012. Launched the lawyer marketing support service and grew the service as business manager.

Jun.,2016 Inaugurated as a director /Jun.,2021 resigned as Director/2022 reappointed as a director

Director

Masaoki Sawada

Joined SBI Securities Co., Ltd. Engaged in corporate sales, targeting listed and unlisted companies. Joined Paraca Inc. in 2013.

Worked for Paraca to be listed on the First Section of the Tokyo Stock

Worked for Paraca to be listed on the First Section of the Tokyo Stock Exchange.

Joined our company in 2014/ Jun., 2022 Inaugurated as a director

Outside Director Fumihiko Ishimaru

Representative Director of Accord Ventures, Inc.

Former executive officer of Digital Garage, Inc. Former director and COO of DG Ventures, Inc. Has strong track records of investments Aug., 2012 Inaugurated as an outside director

Outside Director **Atsuhiro Murakami**

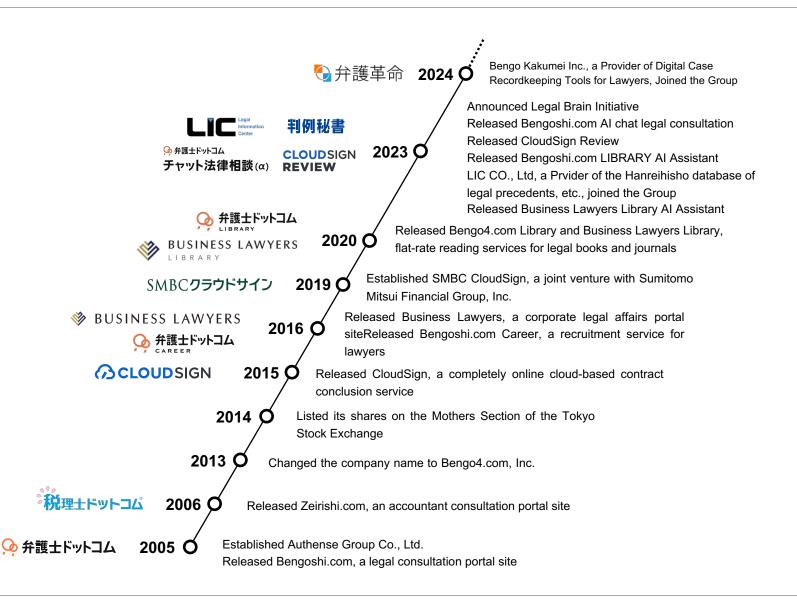
Representative Director, President of Kakaku.com, Inc.

Founded and developed "Tabelog", the most popular gourmet word-of-mouth website in Japan. Joined the company as an advisor in 2013 Aug., 2014 Inaugurated as an outside director

Outside Director Katsuya Uenoyama

Representative Director of PKSHA Technology Inc.

Worked for a major foreign-affiliated consulting firm Obtained a Ph.D (in machine learning) at Matsuo Laboratory 2012 Founded PKSHA Technology Inc. Jun. 2021 Appointed outside director



BENGOSHI.COM

Bengoshi means lawyer

Social background of legal consulting services in Japan 🥍 弁護士ドットコム

16.16 Million people had troubles / disputes over legal matters in a year.

Only 20.6% of these people sought Lawyer's advices.

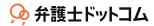
Reasons why they hesitated to ask professional's help were:

Concerns over professional fees 38.9%; / It's a too minor problem to seek professional's help 41.6%;

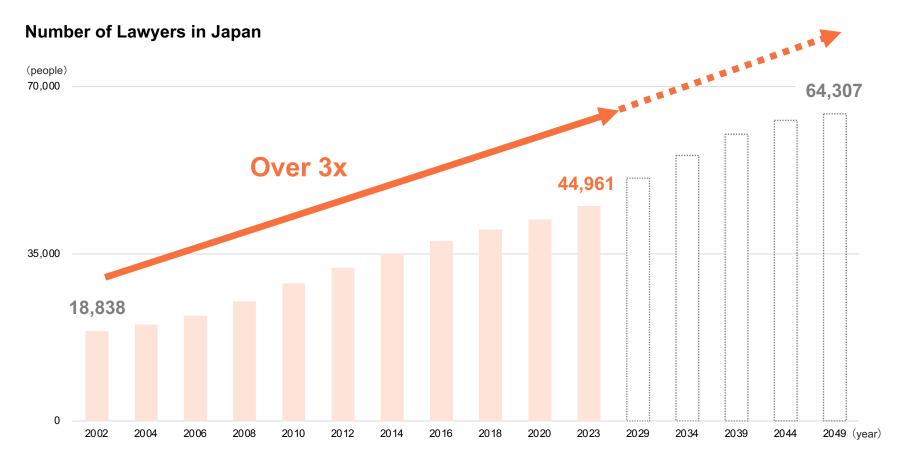
People who had legal disputes in a year Yes 26.7% Have experienced legal trouble in the past year. Population aged from 18 to 69 in Japan (about 79.10 million) 16.16 million 20.6% of total

Based on the research conducted by Macromill, Inc in Dec. 2022 Target: Individuals from 18 to 69 years old, respondents of 1,200 individuals

Background of lawyer's business in Japan

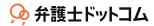


Environments of lawyer's business has been changing rapidly since the judicial system reform in 2000, such as lifting of ban on advertisements, liberalization of fees, and new bar examination, which was meant to increase number of lawyers in Japan.

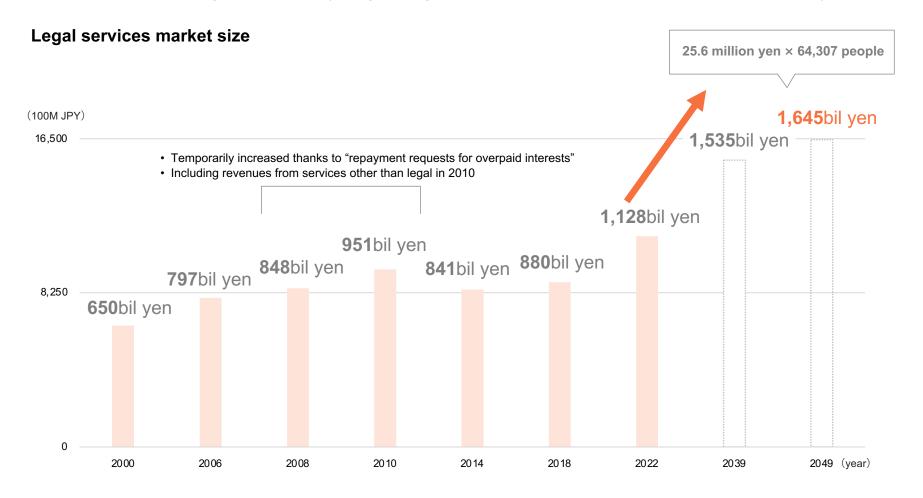


Source: Excerpted from the 2022 edition of the White Paper on Lawyers, published by the Japan Federation of Bar Associations (if the number of lawyers who have passed the bar exam is maintained at 1,500)

Market Environment of the Legal Services Industry in Japan

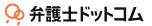


The legal services industry has been growing since 2000 due to progress in the development of new customers, as marketing needs for lawyers grow together with the increase in the actual number of lawyers.



Source: Estimated based on the 2018 and 2022 edition of the White Paper on Lawyers, published by the Japan Federation of Bar Associations

Value proposition of Bengoshi.com



An web-based platform for consumers and lawyers, to realize "familiar legal service".

Provides information and services about free legal consulting and detailed information about lawyers for consumers.



Why Bengoshi.com?



The largest free legal consultation portal in Japan which has 16.01M visitors/month.*

1. Because the lawyer offers user legal advice for free on the internet service

The outstanding database which has over 1,343k records of consulting cases*

2. Because it has a substantial database of lawyers

- 27,782 lawyers registered*, More than one in two of the approximately 45,000 lawyers in the country are registered
- Consumers can search lawyers based on their needs
- Lawyers utilize it as a promotion media to acquire new customers

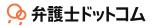
3. Because it has a popular news site which attracts readers even who are not keen in legal matters

- "Bengoshi.con news" offers articles about legal and business implication of current topics
- More than 13.44M people visited monthly*, thanks to its distinctive positioning,
 "Legal × news topics"



*as of Mar. 2024

Services of Bengoshi.com provides



Provides each kind of contents according to seriousness of issues users have.

Targets	Contents provided	Benefit for users	
Consumers who have urgent matters and are willing to seek help to lawyers	"List of lawyers" "Lawyers search"	Users can search for the most appropriate lawyer for free thanks to profound profile data of lawyers and detailed search options	
Consumers who have legal disputes and want to collect information about them	"Legal consulting for everyone"	Users can seek advice on the consulting board to lawyers for free Not only that, users can read all counselling questions by other users and answers by lawyers as well.	
Consumers who don't have any legal disputes	"Bengoshi.com news"	Users can obtain legal knowledge and protect themselves by the knowledge from any disputes which may occur in future	

Overview of "marketing support service for lawyers"





🎾 弁護士ドットコム

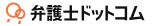
A marketing support service for lawyers, which helps them acquire clients

- The number of visitors to the site has exceeded 10 million.
- Acquiring potential clients efficiently based on the focus area of each lawyer

Price

20,000 yen or more per month (4 plans in total)

Overview of "research support service for lawyers"







Making lawyer book research more comfortable.

- Monthly subscription service for law books
- "Book browsing" "research service" functions can be used while working from home

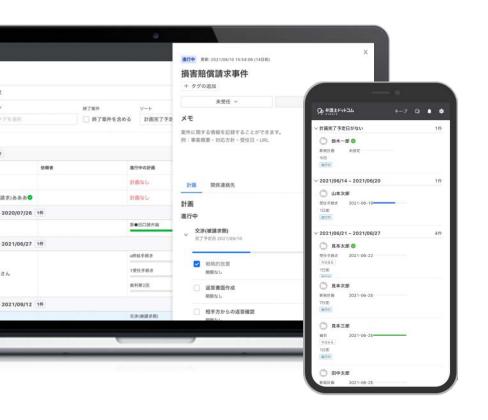
Price 9,000yen per month

Number of books Over 2,100 books

Participating publishers 32

Overview of "Business support service for lawyers"





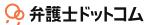
🔎 弁護士ドットコム

All case can be planed.

- Visualize case status and support planned progress
- Supporting the digital shift of legal services in anticipation of the adoption of IT in trials

Video about the service https://youtu.be/O0mDUdE5SMY

Overview of "paid services for individual"



Paying users can read all answers posted by lawyers about topics on the consulting board for 300 yen per month (excluding tax).

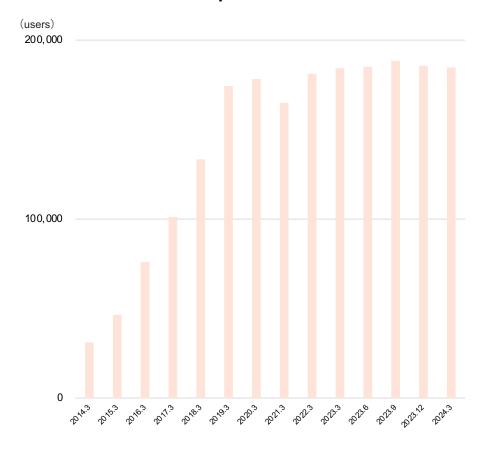
What paid users can see

親権が不利のケース

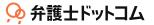


Answers by lawyers are available only for paid users

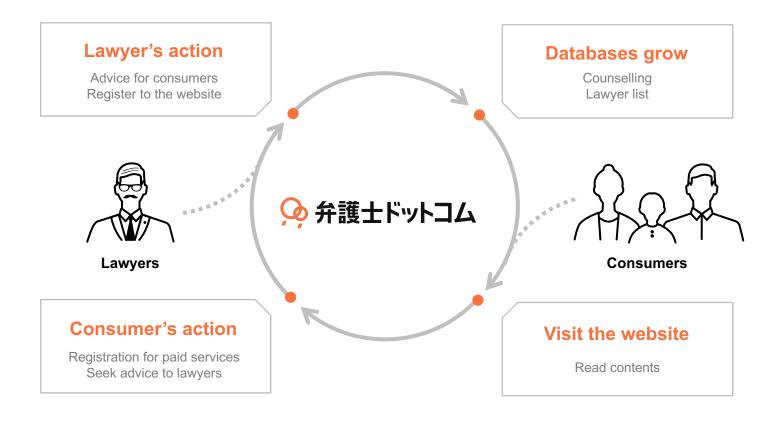
Trend of the number of paid users



Growth Cycle of — Bengoshi.com



Increased DB draws more visitors, which stimulates new registration of lawyers who seek to reach out expanded number of users.



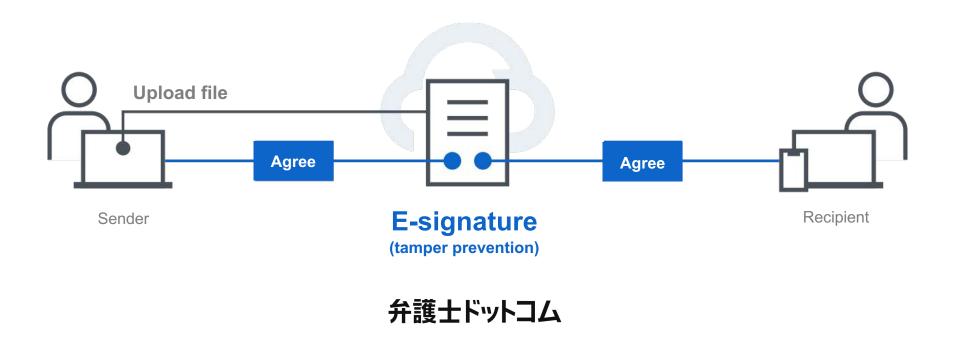


Overview of CloudSign



Cloud-based e-contracting service from contract conclusion to contract management.

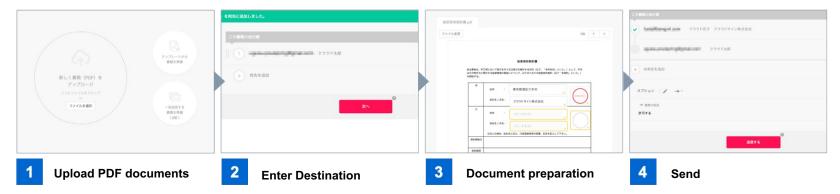
Upload a completed contract that has been negotiated and approved by the other party, and the contract is concluded. The recipient of the document does not need to be registered with CloudSign.



Usage Image



Sender



Receiver



Sender · Receiver



Final step after conclusion of agreement

The signed documents will be automatically e-mailed to the sender and receiver.
(It is automatically stored on the CloudSign.)

Documents used for CloudSign (examples)



Human Resources

Employment contract
Working conditions notice
Offer of employment
Employment agreement

Sales

Sales Contract Land purchase agreement Building Sales Contract Real estate sales contract

Leases

Building Lease Agreement Land Lease Agreement Parking Lot Rental Agreement Building Use Lease Agreement

Sales and Purchasing

Basic Transaction Agreement Service Application Form Order Forms Purchase Orders Invoices Receipts

Loans and borrowings

Loan Agreement
Written acknowledgment of debt
Debt acknowledgment and
repayment agreement
Assignment of receivables agreement

Outsourcing and Contracting

Outsourcing Agreement
Construction Contracts
Agency Contract
Merchandise Sales Consignment
Agreement
Supply Contract

Others

Nondisclosure agreement Stock Transfer Agreement Personal Information Handling Agreement Contract Modification Agreement Contract Termination Notification Estate Division Agreement Cause of death gift agreement Copyright Transfer Agreement Merger agreement Minutes of board of directors meetings

Benefits of CloudSign







With CloudSign, contract signing process will be shorten by 1-2 weeks, which boosts up upside of your business.



Reduce cost

Shipping cost, paper cost,printer ink cost, and stamp tax will no longer pressure your business. Also human resource cost can be reduced who envolves around contract signin process.



Strengthening of compliance

No more losing/missing paper or altering of contract.
By managing contract via CloudSign, transparency of business will be improved.



Free	Light	Corporate	Enterprise
Fixed fee: 0 JPY/Month Pay- per-use: 0 JPY/Month	Fixed fee: 10,000 JPY/Month Pay- per-use: 200 JPY/Sending	Fixed fee: 28,000 JPY/Month Pay- per-use: 200 JPY/Sending	Fixed fee: To be inquired Pay- per-use: 200 JPY/Sending
Plan contents Number of users: 1 user Number of contracts: 3	Plan contents Number of users : Unlimited Number of contracts : Unlimited	Plan contents Number of users : Unlimited Number of contracts : Unlimited	Plan contents Number of users : Unlimited Number of contracts : Unlimited
Features • Sending, storage and search of contracts • Two-factor authentication	Features • Functions featured by the Free plan • Collective creation and sending of documents • Provision of document templates • Alerts • Conclusion of contracts in English and/or Chinese. • Al contract management	Features • Functions featured by the Light plan • Creation of audit logs • Paper document importing • Web API function • Recipient Authentication	Features • Functions featured by the Corporate plan • Restriction of contract approvers • Restriction of internal users • IP address-based restriction of accesses • Provision of the Single Sign On functionality • Multi-department management • Smart Cabinet • Provision of support by telephone

[※] The unit price of ¥ 200 for the Standard plan applies from companies registered after March 2019. Companies registered before February 2019 use 50 yen and 100 yen in unit price.

Why CloudSign?



1. Cloud contracting service offered by Bengoshi.com

• Our Company, which has a deep understanding and knowledge of Japanese law, provides legally reliable products under the supervision of a lawyer.

2. Product development in line with Japanese business practices

- In order to expand electronic contract services that were not familiar in Japan, we developed a user interface that is easy to understand even for first-time users.
- The best and fastest product development in line with Japanese business practices, while referring to the opinions of many user companies.

3. Industry-standard cloud contracting service

 Proliferation as a standard service in the industry based on the advantages of a first-mover and the network effect of a cloud contracting service.



CloudSign services





Automatic conversion to data





It facilitates contract management operations with AI, which automatically identifies the counterparty to the contract, the amount of the contract, and other items based on PDF data of the contract document stored in CloudSign and converts them to data.

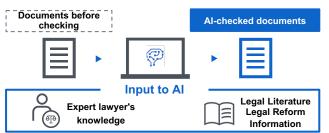


CloudSign scan

It handles the process from scanning contract documents to storing documents and entering document information into CloudSign.

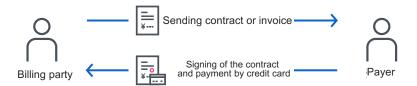
CloudSign review

Lawyer-developed instantly determines risk points for each article and displays examples of changed articles and explanations.



CloudSign payment

Payment by credit card is made at the same time as the signing of the contract.





Business Lawyers Library fee structure



Business Lawyers Library, an all-you-can-read book service for corporate legal affairs.

Light plan

The plan enables an individual to conduct minimum research about legal affairs

6,930_{yen}

(tax included) per month

One account (annual subscription))

Invoice Payments (lump sum)

- Al Assistant
- Attending seminars:
 3,300 yen per seminar

Standard plan

A standard plan that includes education and information for legal teams

33,000_{yen}

(tax included) per month

Five accounts maximum (annual subscription)

Invoice Payments (lump sum)

- Al Assistant
- Free Seminar Attendance
- Seminar archives can be viewed
- Explanations about types of contract can be viewed
- Various video content can be viewed
- Compliance training %(Note) Part of the plan can be viewed as a bonus.

Enterprise plan

he plan includes compliance training for legal departments

Negotiable

The number of accounts is negotiable (annual subscription).

Invoice Payments (lump sum)

- Al Assistant
- Free Seminar Attendance
- Seminar archives can be viewed
- Explanations about types of contract can be viewed
- Various video content can be viewed

* If a customer wishes to add additional accounts, such as 6 or more accounts in the Standard Plan, a separate charge of 6,600 yen (tax included) per account per month will be incurred.

Status of introduction of "BUSINESS LAWYERS LIBRARY"

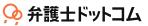


The service is used by mainly leading law offices and large companies.

From the website of "BUSINESS LAWYERS LIBRARY" https://www.businesslawyers.jp/lib/about



Advertisement on the websites



Advertising sales on the "Bengoshi.com" and "Zeirishi.com" websites, as well as advertising sales associated with the Business Lawyers conference.

Website



Conference





RISK INFORMATION

Risk Information1_ Risks identified that could have a significant impact on future growth

ltem	Major Risks	Possibility/Timing	Degree of Influence	Countermeasure
Business Environment Internet market	Although our business areas are Media business and IT/Solutions business, if the Internet usage environment deteriorates or the steady development of Internet usage is impeded due to new regulations on Internet usage or other unforeseen factors, our business and financial performance may be affected.	Low/ Medium- to long-term	Big	Responding to changes in the business environment by developing diversified services in Internet-related markets.
Business Environment Technological innovation	Rapid changes that we do not anticipate, and delays in responding to such changes, could cause our services to become obsolete or less competitive, which could affect our business and results of operations.	Low/ Medium- to long-term	Medium	Responding by diversifying our business.
Business Environment Competitive situation	If for some reason we lose the support of lawyers for our flagship website, Bengo4.com, or if a competitor enters the service with a certain level of support from lawyers, competition will intensify and our business and earnings may be affected. In addition, if for some reason the Company loses the support of corporate users for the "CloudSign" contract management platform that it operates, or if competitors other than the Company gain a certain level of support from corporate users, the Company's business development may be hindered due to intensified competition, this could have an impact on our business and financial results.	Medium/ Medium	Big	Respond by developing products and services that are superior to those of competitors.
Business New business	The company will continue to diversify its business lines and pursue new business initiatives to expand the scale of its operations and increase earnings, but will incur one-time expenses such as hiring personnel and software. If the new business does not perform as expected, we may not be able to recoup the additional expenditures and our profit margin may temporarily decline.	Medium/ Medium	Medium	Respond by conducting market research as much as possible in advance, and promote new business only after fully considering the risks.
Business Soundness of site operation	The company allows regular users to anonymously consult with experts through "Legal Consultation for Everyone" or "Tax Consultation for Everyone" after registering as a member. The company has established a system to monitor all consultations and responses, and operates the site in a sound manner in accordance with its terms of use. However, in the event that we are unable to adequately respond to inappropriate postings despite the establishment of the system described above, we may lose credibility as a site operator, which may affect our business and performance.	Low/ Medium- to long-term	Big	Respond by building an earnings base that is less susceptible to the impact of the business by diversifying the business while constantly strengthening the monitoring system.

Risk Information 2_ Risks identified as having the potential to materially impact future growth

ltem	Major Risks	Possibility/Timing	Degree of Influence	Countermeasure
Business operation structure	As we expand our business in the future, we will need to continually recruit and train personnel. If we are unable to recruit and train personnel as planned, our business and earnings could be affected.	Low/ Medium- to long-term	Medium	We will use a variety of recruiting methods to secure talented human resources, and we will also focus on human resource development through education and training programs.
Business operation structure	The Group has fixed assets such as goodwill and software, and applies accounting standards for the impairment of fixed assets. If the total amount of undiscounted future cash flows to be obtained for an asset or asset group for which impairment loss is recognized is less than its carrying amount, the carrying amount is reduced to the recoverable amount. The carrying amount of the asset or asset group shall be reduced to its recoverable amount and the amount of the reduction shall be recognized as an impairment loss. If it becomes necessary to record impairment losses on fixed assets due to significant changes in the business environment or deterioration in earnings conditions of such assets or asset groups, our business and earnings could be adversely affected.	Medium/ Medium	Medium	Respond by minimizing risk through thorough investigation and study of the target businesses and the business environment.
Investment	As part of its growth strategy, the Company may make investments such as through capital contributions, M&A activities, the establishment of joint ventures, or the forming of alliances, both domestically and internationally. It is sometimes difficult to predict with certainty the impact that the businesses we invest in will have on the Group, and if we are unable to recover the amount invested or if the business becomes subject to impairment, our group's performance and financial position may be affected.	Medium/ Medium	Medium	Respond by minimizing risk through a thorough preliminary assessment of risk and recoverability.
System	Our business is conducted in an Internet environment, and although we have security measures in place to ensure the stable provision of services, our business and earnings could be affected by system failures or other events that we do not anticipate.	Low/ Unknown	Medium	Respond by establishing a strict management system for personal information and confidential information, maintaining regulations for information handling, and enhancing information security through audits by external organizations.
Legal restrictions	We provide marketing support services to lawyers and certified tax accountants, and must comply with the Attorneys Act and the Licensed Tax Accountants Act, but if the content or interpretation of these laws were to change, our services could be restricted, which could affect our business and earnings.	Low/ Medium- to long-term	Big	When considering new business services and other matters, we will check with the Japan Federation of Bar Associations and other organizations with jurisdiction as appropriate, and will manage our business with the utmost care.

^{**} Selected major risks affecting the realization of growth and the execution of the business plan from those listed in "Business and Other Risks" in the Annual Securities Report. Refer to "Business and Other Risks" in the Annual Securities Report for other risks.

<WARNING>

This document is meant for explaining the company's business itself and doesn't mean any inducement or persuasion for buying stocks or/and bonds of the company.

This document include descriptions about prospects for future which are based on information available as of today, and actual situation mentioned in it would be significantly different from what it was stated, because of change of macro-economic trends, business trends the company faces, intrinsic and extrinsic factors.

Therefore, please note that this document doesn't guarantee any future of the company as well as other institutions.