



# H1 FY04/22

## Financial Results Presentation

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January 17, 2022

Macbee Planet, Inc.  
(Stock code: 7095)

# Company Overview

## Company Overview

Company name	Macbee Planet, Inc. (7095)
Establishment date	August 25, 2015
Capital	403 million yen (as of end-October 2021)
Business description	Provision of data-driven marketing analytics services
Head office location	3-11-11 Shibuya, Shibuya-ku, Tokyo
No. of employees	54 (as of end-October 2021)

## History

Aug. 2015	Established Macbee Planet, Inc.
Aug. 2015	Released data analytics platform “Honeycomb”
Nov. 2017	Released web customer service tool “Robee”
Mar. 2020	Listed on Mothers section of the Tokyo Stock Exchange
Mar. 2021	Established Smash Co., Ltd.
Aug. 2021	Made α, Inc. a wholly owned subsidiary

# FY04/22 Topics

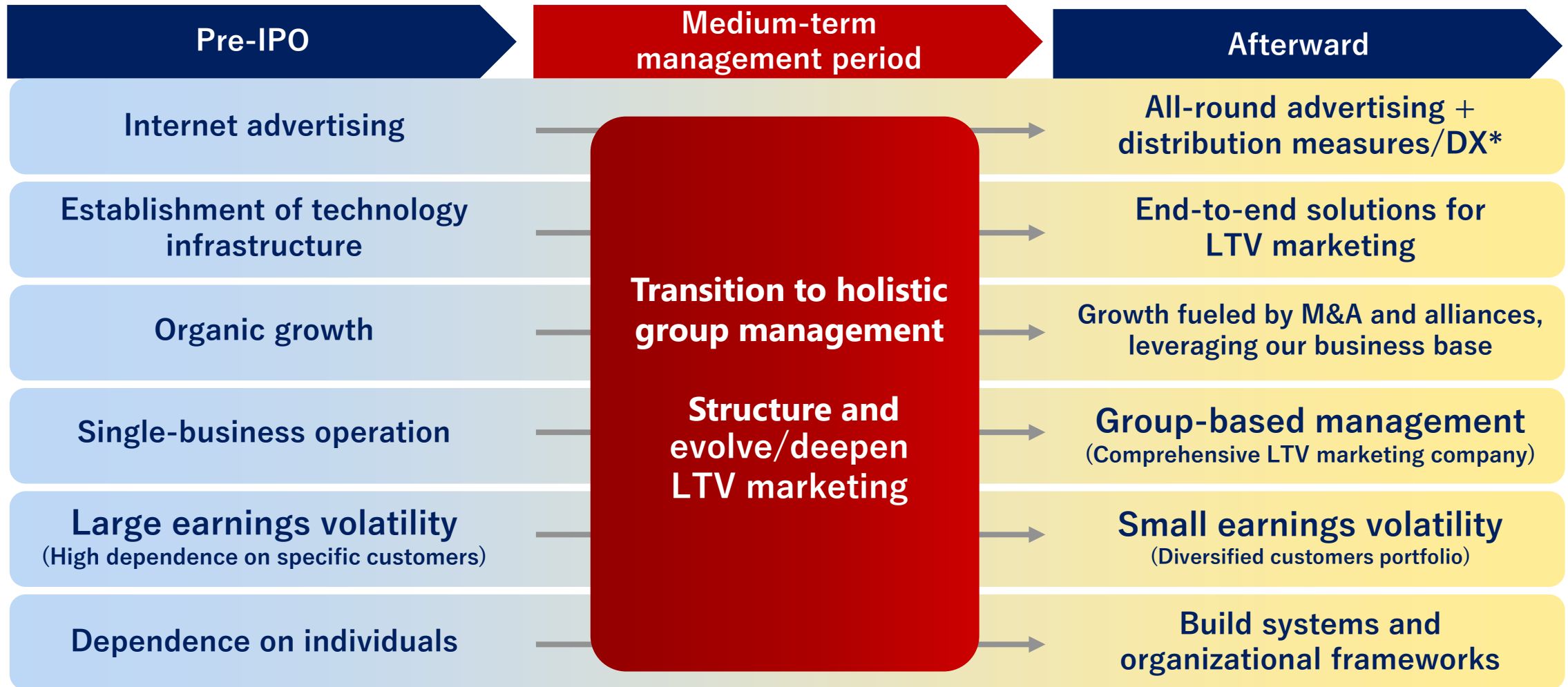
- Achieved record-high net sales and operating profit. We will shift to a new management structure to realize outstanding growth.

<p><b>H1 FY04/22 Results Summary</b></p>	<p><b>Net Sales</b></p> <p><b>7,394</b> millions of yen</p> <p>(+ <b>80.7%</b> YoY)</p>	<p><b>Operating Profit</b></p> <p><b>638</b> millions of yen</p> <p>(+ <b>90.2%</b> YoY)</p>	<p><b>Operating Margin</b></p> <p><b>8.6%</b></p> <p>(+ <b>0.4</b>pt YoY)</p>
<p><b>Medium-term management plan</b></p>	<p>We will establish a business foundation to achieve long-term growth through <b>transition to holistic group management structure and evolve/deepen LTV marketing.</b></p>		
	<p>FY04/24 Plan</p> <p><b>Net Sales</b></p> <p><b>22,000</b> millions of yen</p> <p>(CAGR* +<b>31%</b>)</p>	<p><b>Operating Profit</b></p> <p><b>2,200</b> millions of yen</p> <p>(CAGR* +<b>41%</b>)</p>	<p><b>Operating Margin</b></p> <p><b>10%</b></p> <p>(+ <b>2.0</b>pt)</p>

\*CAGR from FY04/21 to FY04/24

# Scope of the Medium-Term Management Plan

As a leading company in LTV marketing,  
we will establish a business foundation to achieve long-term growth.

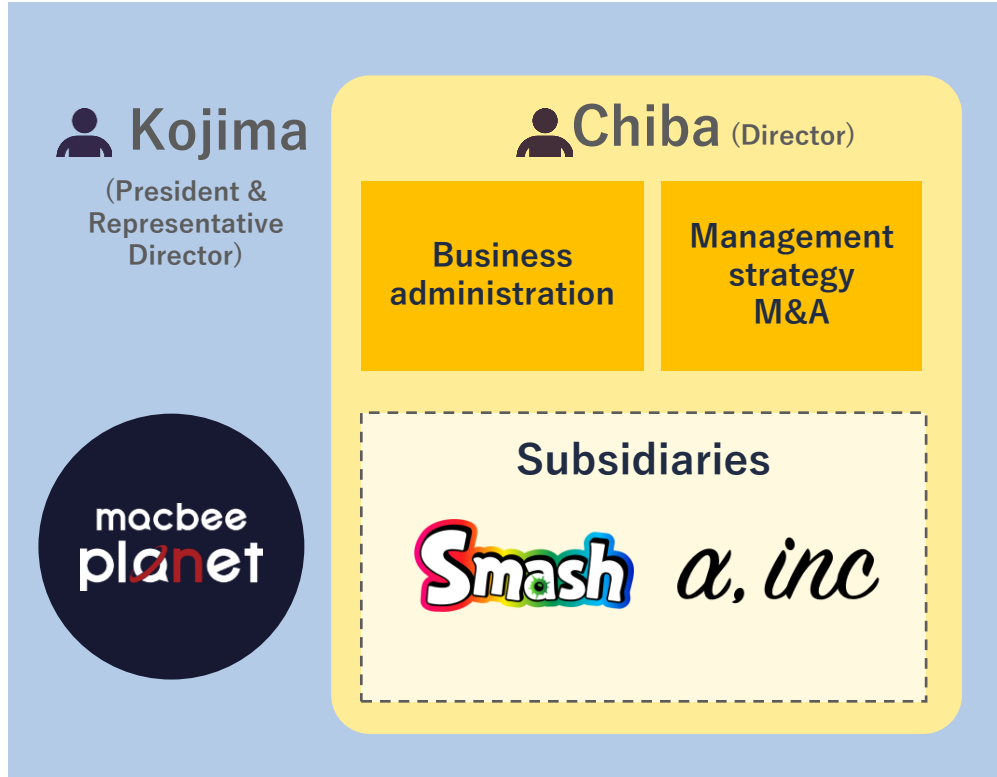


\*DX: Digital transformation

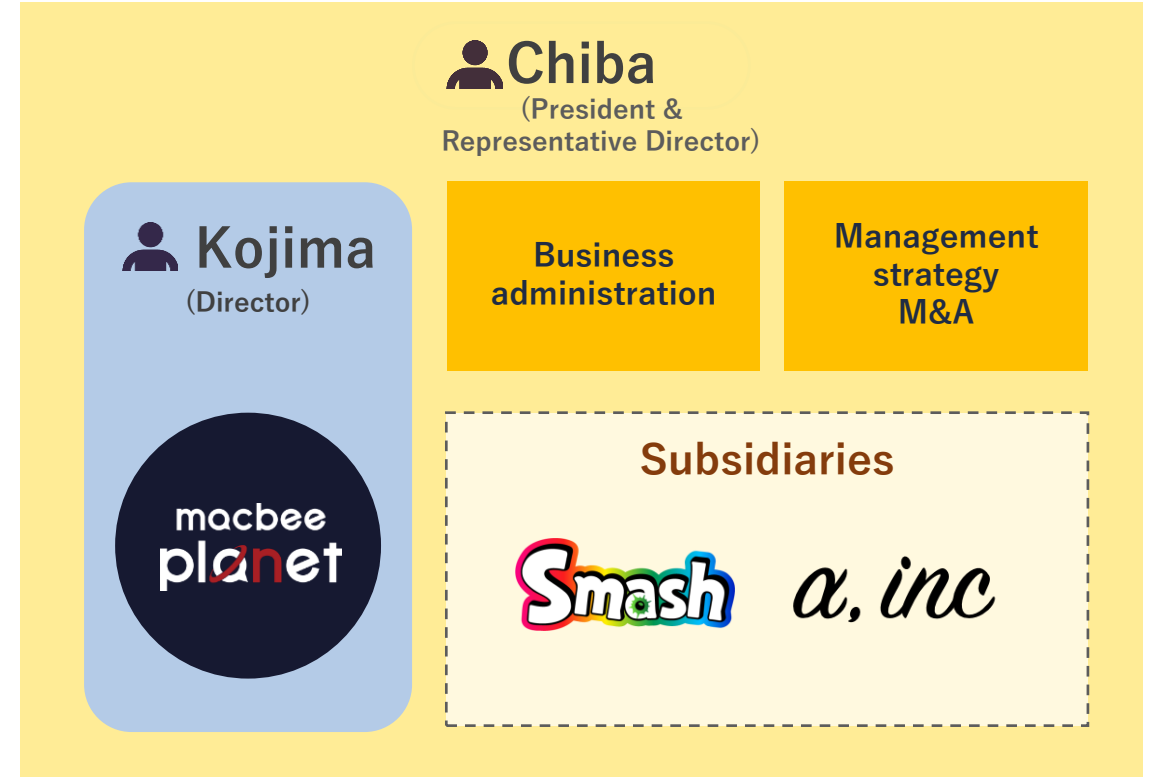
# Transition to Holistic Group Management

Shift to an optimal management structure to manage from a groupwide perspective and to simultaneously evolve and cultivate LTV marketing.

Past



Future (Holistic group management)



# Medium-Term Management Strategy

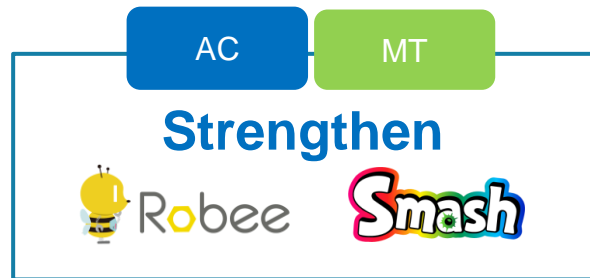
## Basic policy

We will leverage our products and AI technology and evolve/deepen LTV marketing to optimize LTV and achieve outstanding growth.

### Product strategy

Combine Macbee Planet's knowledge with Alpha & Smash's AI technology

- ① Raise LTV improvement capability even further



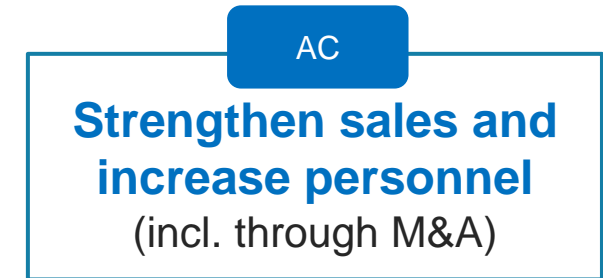
- ② Implement AI for data analytics and consulting



### Sales strategy

Achieve outstanding growth

- ③ Accelerate expansion into other industries



- Hire consultants who can be of immediate value to the business and improve labor productivity even further
- Build a technology framework applicable to new industries

Create a customer portfolio that is less dependent on specific customers, thereby ensuring sustainable growth

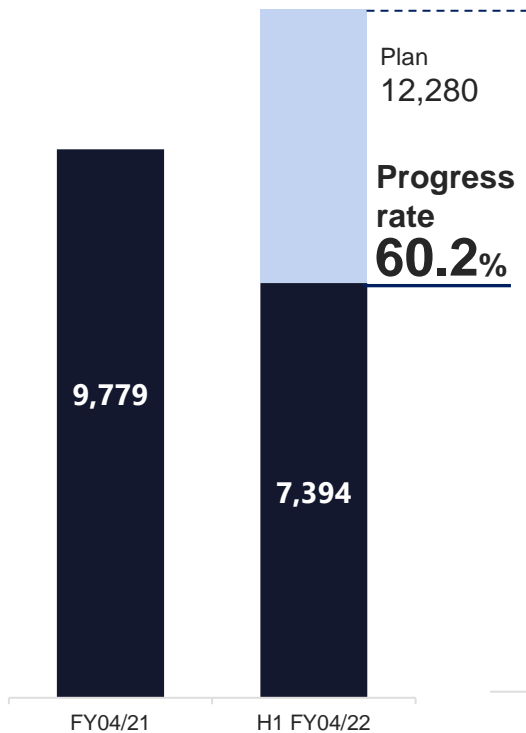


# H1 FY04/22 Financial Results

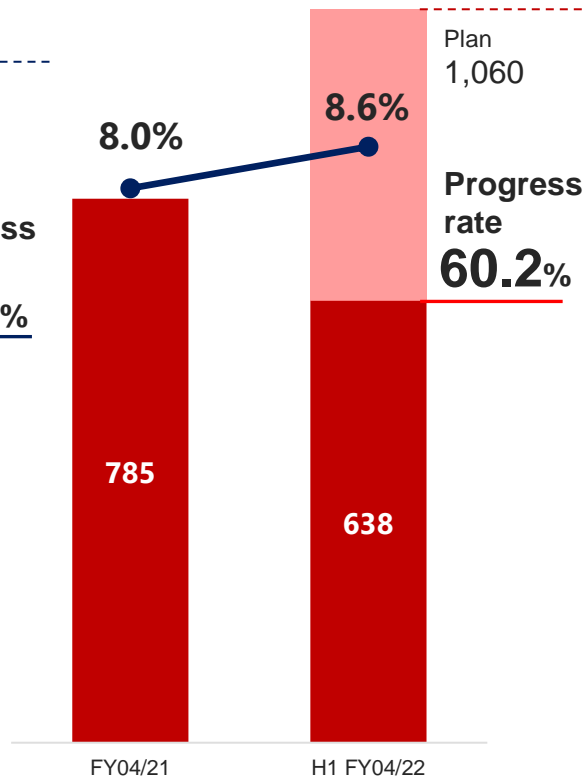
# H1 FY04/22 Results Summary

■ Achieved record-high net sales and operating profit

Net sales  
(millions of yen)



Operating profit  
(millions of yen)



## ► Sales growth

- Analytics Consulting (AC) Business: +78.6% YoY  
Special demand from the securities industry subsided, but overall demand remains strong. New client acquisition is also progressing well.
- Marketing Technology (MT) Business: +133.7% YoY
- Company-wide net sales: Exceeded the forecast, expanding by 80.7% YoY.

## ► Profit growth

- Profit grew sharply in the MT Business due to making  $\alpha$ , Inc. a consolidated subsidiary.
- Operating profit grew by 90.2% YoY.

## ► Margin improvement

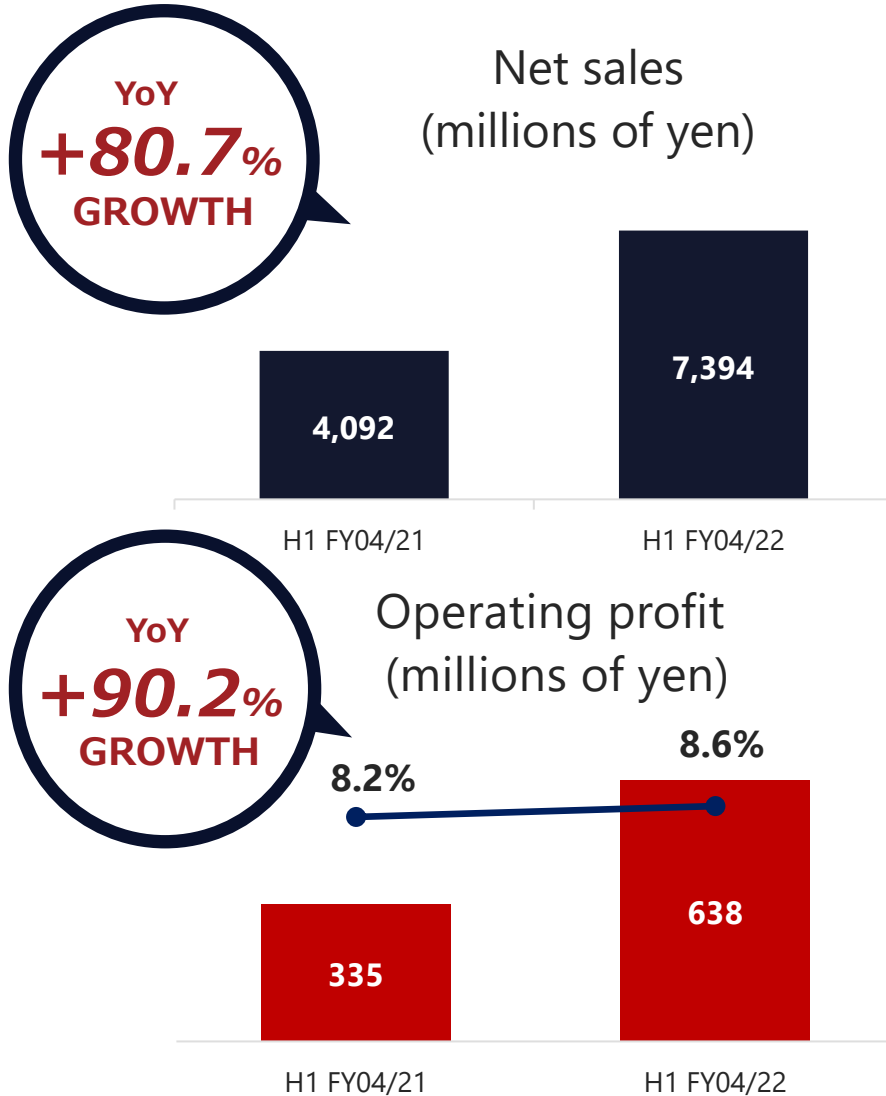
- The robust growth in the MT Business, which has a high gross profit margin, lifted the gross profit weighting of the MT Business to 27.6% from 18.5% in FY04/21.
- Operating profit margin improved to 8.6% from 8.0% in FY04/21, up 0.6pt YoY.

\*Consolidated financial statements were introduced in FY04/21. Thus, figures up to FY04/20 are non-consolidated.



# H1 FY04/22 Financial Results

■ Net sales grew by **more than 1.8x YoY** and operating profit by **more than 1.9x YoY**, reaching record highs.



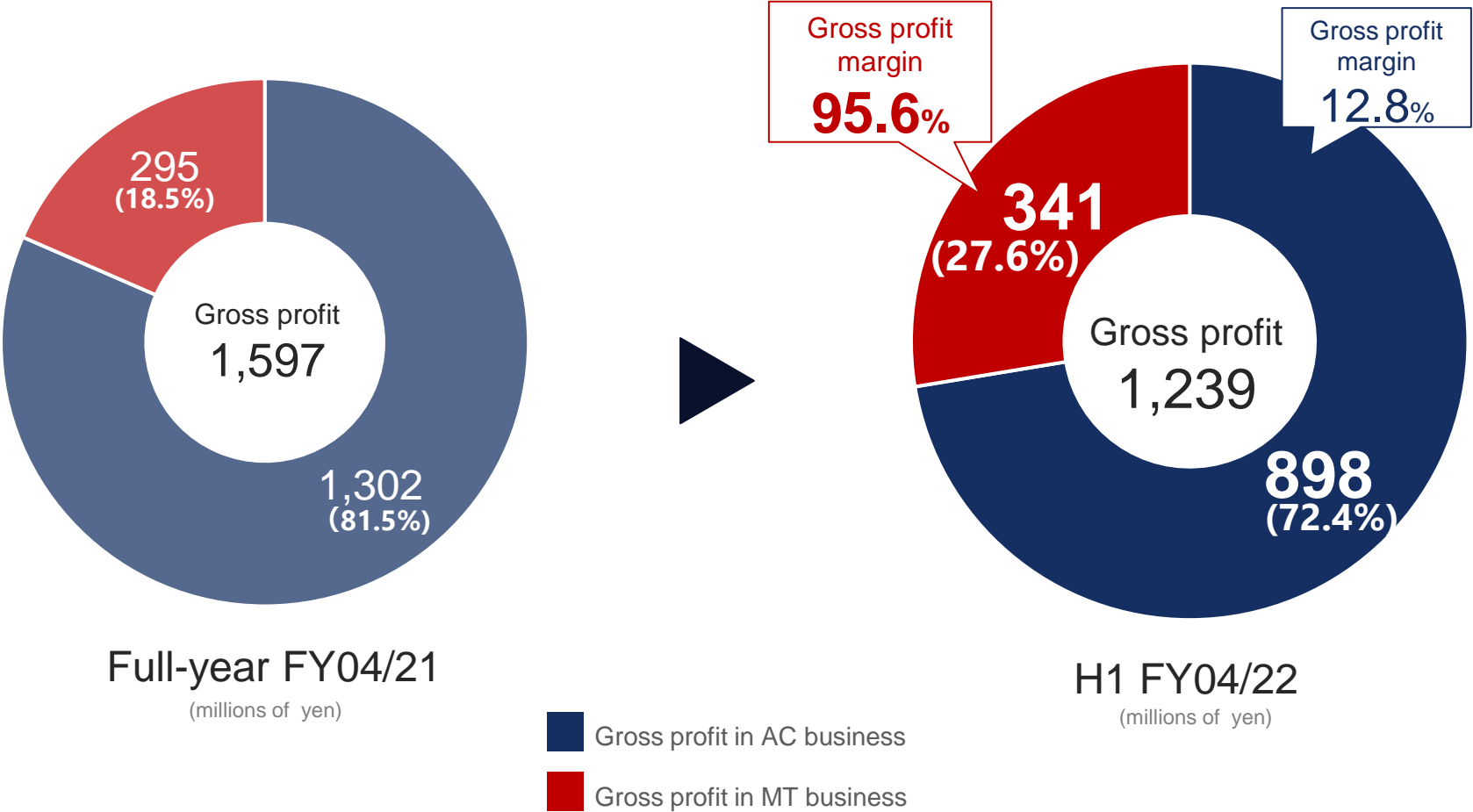
(millions of yen)

	FY04/22 Plan	H1 FY04/21 Actual	H1 FY04/22 Actual	Progress rate vs. plan (%)	YoY change	YoY change (%)
Net sales	12,280	4,092	<b>7,394</b>	<b>60.2%</b>	<b>+3,302</b>	<b>+80.7%</b>
Operating profit	1,060	335	<b>638</b>	<b>60.2%</b>	<b>+302</b>	<b>+90.2%</b>
Profit (attributable to owners of parent)	720	240	407	56.5%	+166	+69.2%
Operating margin	8.6%	8.2%	<b>8.6%</b>	-	<b>+0.4pt</b>	-

\*Consolidated financial statements were introduced at the end of FY04/21. Thus, figures for FY04/21 are non-consolidated.

# Segment Breakdown of Gross Profit

■ Significant increase in the gross profit weighting of the MT Business from 18.5% to **27.6%**.





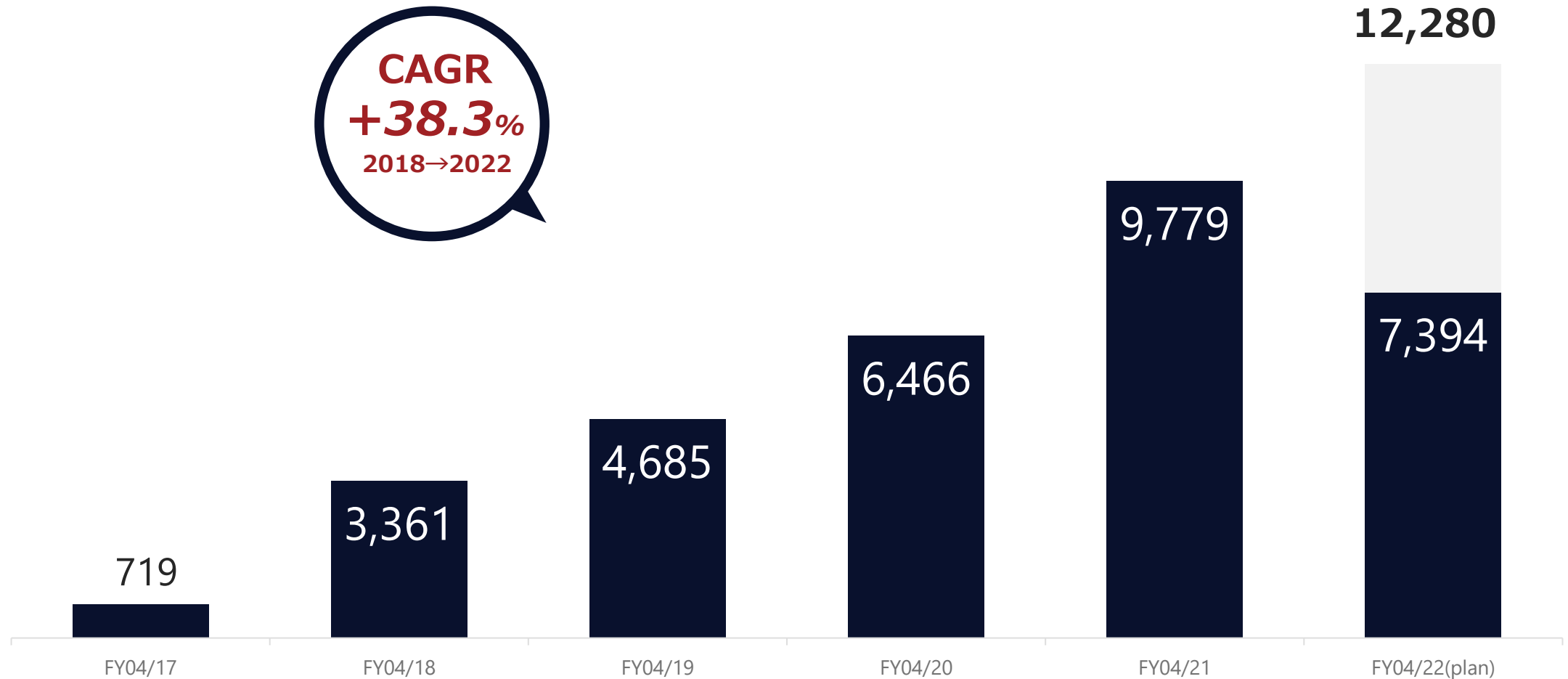
# appendix

# Business Performance

# Performance Trends

Net sales (millions of yen)

**CAGR**  
**+38.3%**  
2018→2022



# Performance Trends

	FY04/20 Q2		FY04/20 Q3		FY04/20 Q4		FY04/21 Q1		FY04/21 Q2		FY04/21 Q3		FY04/21 Q4		FY04/22 Q1		FY04/22 Q2	
	(JPY mn)	Ratio	(JPY mn)	Ratio	(JPY mn)	Ratio	(JPY mn)	Ratio	(JPY mn)	Ratio	(JPY mn)	Ratio	(JPY mn)	Ratio	(JPY mn)	Ratio	(JPY mn)	Ratio
Net sales	1,627	-	1,321	-	1,501	-	1,772	-	2,320	-	2,609	-	3,076	-	4,150	-	3,244	-
Gross profit	296	18.2%	262	19.9%	271	18.1%	305	17.2%	373	16.1%	404	15.5%	513	16.7%	575	13.9%	664	20.5%
SG&A expenses	181	11.1%	190	14.4%	294	19.6%	168	9.5%	175	7.6%	206	7.9%	261	8.5%	241	5.8%	359	11.1%
Personnel expenses	92	5.7%	105	8.0%	130	8.7%	109	6.2%	108	4.7%	115	4.4%	95	3.1%	118	2.8%	131	3.4%
Advertising expenses	4	0.3%	14	1.1%	68	4.6%	6	0.3%	9	0.4%	14	0.6%	9	0.3%	12	0.3%	3	0.1%
Recruiting & education expenses	30	1.9%	14	1.1%	21	1.5%	9	0.5%	11	0.5%	8	0.3%	18	0.6%	5	0.1%	11	0.4%
R&D expenses	-		-		-		-		-		-		-		9	0.2%	5	0.2%
Depreciation & amortization	2	0.2%	2	0.2%	2	0.2%	2	0.1%	3	0.1%	3	0.1%	4	0.1%	4	0.1%	5	0.2%
System outsourcing expenses	4	0.3%	4	0.3%	3	0.2%	4	0.3%	10	0.4%	9	0.4%	7	0.2%	9	0.2%	12	0.4%
Other expenses	46	2.9%	49	3.7%	68	4.5%	35	2.0%	32	1.4%	54	2.1%	126	4.1%	81	2.0%	189	4.6%
Operating profit	115	7.1%	71	5.4%	-23	-1.5%	137	7.7%	198	8.6%	197	7.6%	252	8.2%	333	8.0%	304	9.4%

\*Consolidated financial statements were introduced at the end of FY04/21. Thus, figures before Q3 FY04/21 are non-consolidated.

# Financial Results by Segment

(JPY mn)

	FY04/20 Q2	FY04/20 Q3	FY04/20 Q4	FY04/21 Q1	FY04/21 Q2	FY04/21 Q3	FY04/21 Q4	FY04/22 Q1	FY04/22 Q2
Net sales	1,627	1,321	1,501	1,772	2,320	2,609	3,076	4,150	3,244
AC Business	1,599	1,291	1,468	1,702	2,237	2,535	3,003	4,044	2,992
MT Business	28	30	32	69	83	73	72	105	251
Gross profit	296	262	271	305	373	404	513	575	664
AC Business	268	231	239	238	290	331	440	472	425
MT Business	28	30	32	66	82	72	72	102	238
Operating profit (Segment profit)	115	71	-23	137	198	197	252	333	304
AC Business	221	187	195	192	232	283	364	388	338
MT Business	6	-1	8	45	51	21	6	67	74
Adjustments	-112	-114	-226	-100	-86	-106	-118	-122	-107

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# Sales Ratio by Industry

	FY04/20 Q2		FY04/20 Q3		FY04/20 Q4		FY04/21 Q1		FY04/21 Q2		FY04/21 Q3		FY04/21 Q4		FY04/22 Q1		FY04/22 Q2	
	(JPY mn)	Ratio	(JPY mn)	Ratio	(JPY mn)	Ratio	(JPY mn)	Ratio	(JPY mn)	Ratio	(JPY mn)	Ratio	(JPY mn)	Ratio	(JPY mn)	Ratio	(JPY mn)	Ratio
Overall	1,627	-	1,321	-	1,501	-	1,772	-	2,320	-	2,609	-	3,076	-	4,150	-	3,244	-
Financial	790	48.6%	417	31.6%	546	36.4%	581	32.8%	969	41.8%	1,240	47.5%	1,894	61.6%	2,935	70.7%	1,713	52.8%
Banks	227	14.0%	182	13.8%	280	18.7%	197	11.2%	256	11.1%	244	9.4%	382	12.4%	312	7.5%	461	14.2%
Securities	478	29.4%	110	8.4%	148	9.9%	352	19.9%	627	27.0%	910	34.9%	1,418	46.1%	2,567	61.9%	1,208	37.3%
Other financial	84	5.2%	124	9.4%	117	7.8%	31	1.8%	85	3.7%	86	3.3%	94	3.1%	54	1.3%	43	1.4%
Beauty	510	31.4%	488	37.0%	479	31.9%	779	44.0%	1,083	46.7%	907	34.8%	685	22.3%	606	14.6%	519	16.0%
Others	326	20.1%	415	31.4%	475	31.7%	410	23.1%	267	11.5%	461	17.7%	496	16.2%	607	14.6%	1,011	31.2%

\*Consolidated financial statements were introduced at the end of FY04/21. Thus, figures before Q3 FY04/21 are non-consolidated.



# Balance Sheet

(millions of yen)

	End-FY04/21	End-Q2 FY04/22	Change
Assets	<b>3,348</b>	<b>4,632</b>	+1284
Current assets	<b>3,101</b>	<b>3,514</b>	+412
(Cash and deposits)	<b>(1,923)</b>	<b>(2,238)</b>	+314
Non-current assets	<b>247</b>	<b>1,118</b>	+871
Liabilities	<b>1,457</b>	<b>2,326</b>	+869
Current liabilities	<b>1,414</b>	<b>1,700</b>	+285
Non-current liabilities	<b>42</b>	<b>626</b>	+583
Net assets	<b>1,891</b>	<b>2,306</b>	+417
Shareholders' equity	<b>1,886</b>	<b>2,303</b>	+417

## Current ratio

206.7%

## Equity ratio

49.7%

# Disclaimer

This document contains forward-looking statements based on information available to the Company at the time it was prepared and involves risks and uncertainties. As such, these statements do not guarantee future business results or outcomes.

Actual results may differ materially from the forward-looking statements in this document due to changes in the business environment or other factors.

The above risks and uncertainties include, but are not limited to, factors such as economic conditions in Japan and overseas, and trends in the industries in which the Company operates.

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