



Full-Year FY04/22 Financial Results Presentation

June 13, 2022

Macbee Planet, Inc.
(Stock code: 7095)

Company Overview

Company name	Macbee Planet, Inc. (7095)
Establishment date	August 25, 2015
Capital	403 million yen (as of end-April 2022)
Business description	Provision of data-driven marketing analytics services
Head office location	3-11-11 Shibuya, Shibuya-ku, Tokyo
No. of employees	70 (as of end-April 2022)

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 Performance Highlights

■ AC and MT business grew faster than planned,
and both net sales and operating profit reached **record highs**.

Net sales

(Millions of yen)

FY04/21	FY04/22	Change (%)
9,779	14,425	+48%
Analytics Consulting (AC)		
9,479	13,499	+42%
Marketing Technology (MT)		
299	925	+209%

▶ AC business **+42%** YoY

- Steady growth in YoY even excluding special demand in the securities industry.
- Sales to the wellness industry expanded, and sales to other industries also grew steadily.
- Steady progress was made in acquiring new clients.

▶ MT business **+209%** YoY

- In line with the growth in the AC business, sales of Robee, the main product of the MT business, also grew.
- Alpha joined the Group.

Operating profit

FY04/21	FY04/22	Change (%)
785	1,237	+58%
Operating Margin		
8.0%	8.6%	+0.6pp

▶ Operating profit **+58%** YoY

- Increased due to the expansion of the AC and MT businesses.

▶ Operating margin **+0.6pp** improvement

- Improved due to growth in the MT business, which has a high gross margin.

FY04/22 Growth Strategy Highlights

■ We made steady progress in each of the priority strategies and started development of a new product applicable to all strategies.

Product strategy

- ① Raise LTV improvement capability even further

AC

MT

Strengthen



Strengthened collaboration with AC business



Made progress on PMI with Alpha, and engineering team grew by 150%. Initiated new product development

- ② Implement AI for data analytics and consulting

AC

Strengthen



Completed process definition of high performers through operational data analysis

Sales strategy

- ③ Accelerate expansion into other industries

AC

Strengthen sales and increase personnel (incl. through M&A)

Other industries

Working on HR, personal gym, and subscription

Started offering 3D AD to non-gaming industry

Strengthen hiring

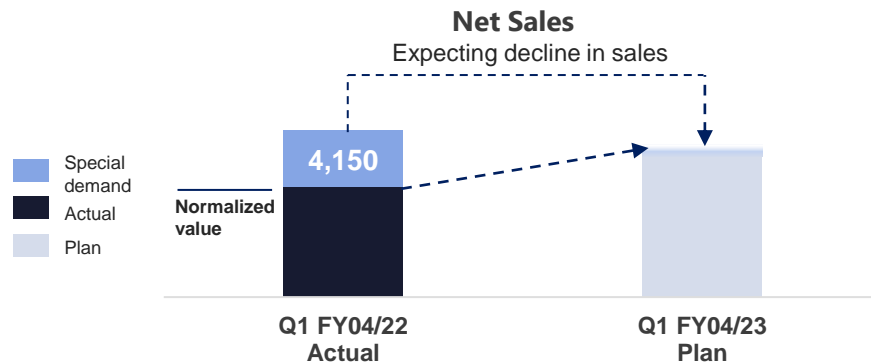
Compared to end-FY04/21, the number of personnel increased by 22 (+46%)

FY04/23 Financial Results Forecast

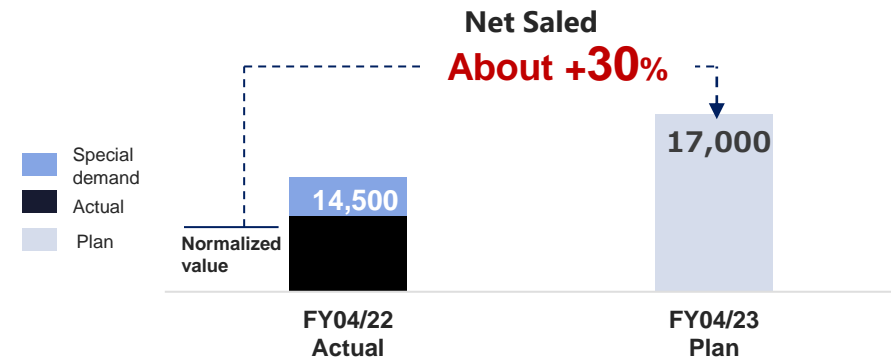
■ We expect net sales and operating profit to continue to grow to JPY17.0bn and JPY1.6bn, respectively.

Net sales			(Millions of yen)	
FY04/22	FY04/23	Change (%)		
14,425	17,000	+18%		<ul style="list-style-type: none"> New product to contribute to improved results and new revenues New client acquisition
Operating profit				
1,237	1,600	+29%		<ul style="list-style-type: none"> Operating income growth with sales increase
Operating Margin				
8.6%	9.4%	+0.8pp		<ul style="list-style-type: none"> SG&A expenses are expected to remain at the same level as this fiscal year, except for an increase in personnel expenses due to an increase in the number of employees

Plans to decrease revenues from the previous fiscal year due to special demand



Growth of about **30%** for the full year on a normalized basis (excluding special demand).



New Product Development

- We are developing our proprietary platform that realizes LTV marketing by linking it with existing products, integrating client data, and analyzing data with AI.



Coming soon

Our proprietary AI platform that integrates client data and analyzes it with AI to realize LTV marketing.

Growth Image

■ Through new products and M&A, we will further develop and deepen LTV marketing. We also plan to develop new businesses in the Web3 domain for business expansion after the end of the current medium-term management plan period.



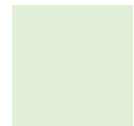
New businesses

Explore new business opportunities, mainly in the Web3 domain.



M&A strategy

Accelerate business expansion through M&A.



Product strategy

Achieve renewed growth through existing and new products.



Sales strategy

Continue to grow existing businesses by standardizing operations and strengthening hiring.



**evolve/deepen
LTV marketing**

**New
businesses**

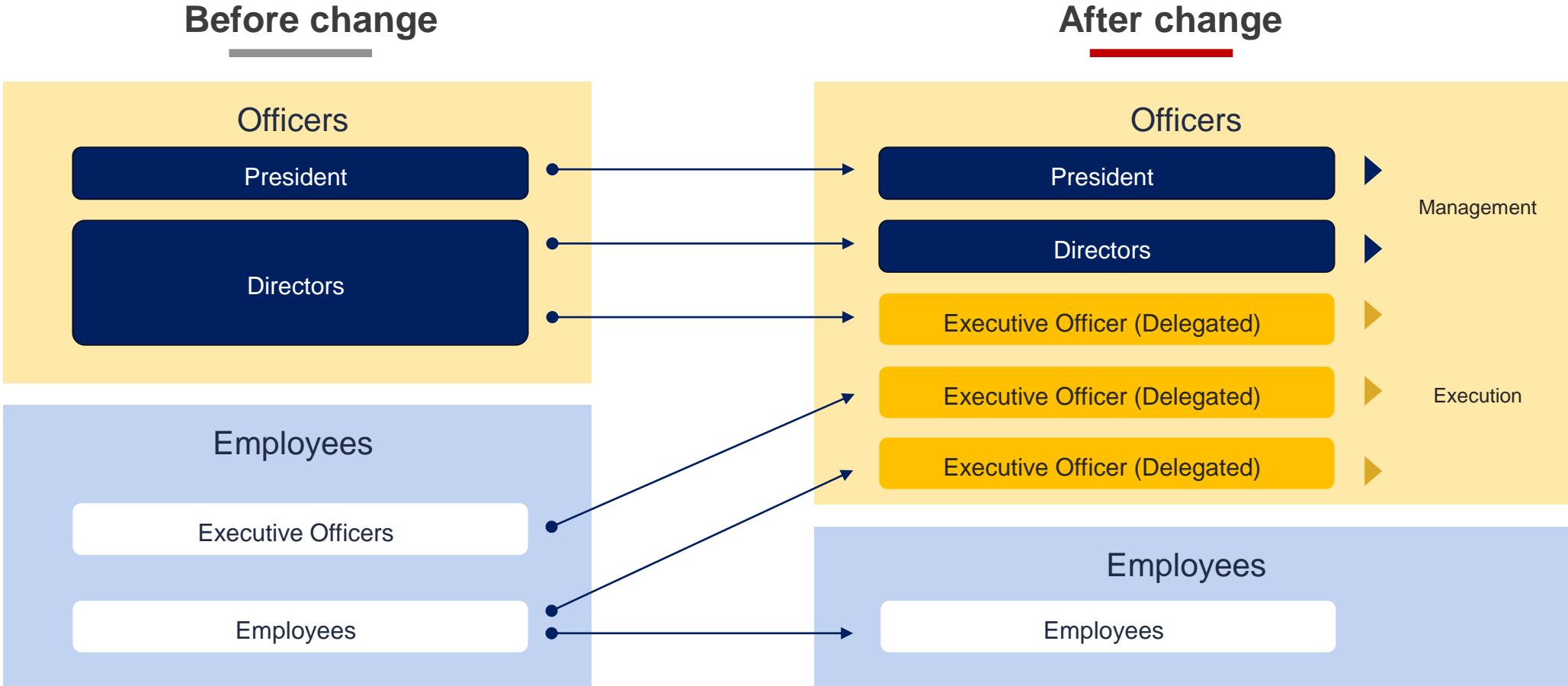
**M&A
strategy**

**Product
strategy**

Sales strategy

Strengthen holistic group management(Planning)

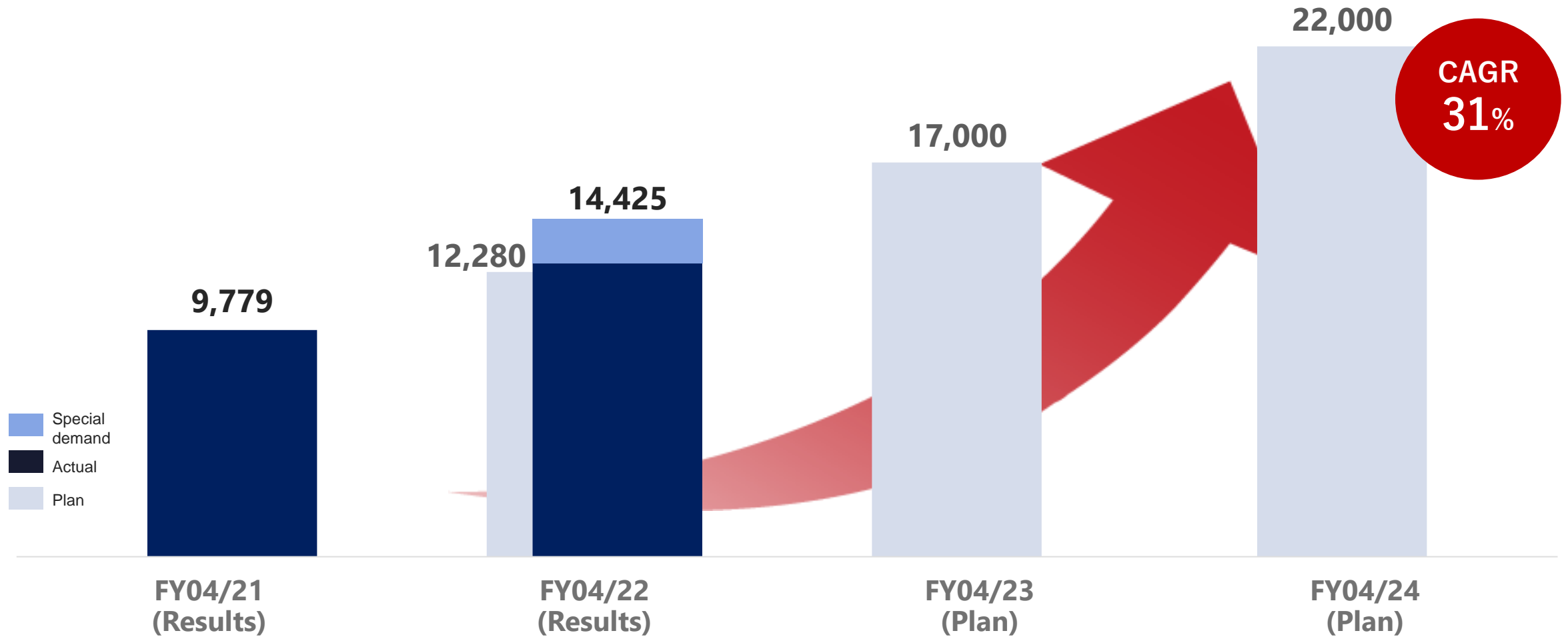
■ Planning to introduce an executive officer system (delegated executive officer system) with authority and responsibility for business execution. By separating management and business execution, we establish a system that aims for rapid decision-making and discontinuous growth.



Progress on Medium-Term Management Plan

■ Making solid progress toward achieving the Medium-Term Management Plan announced in December 2021

Net Sales



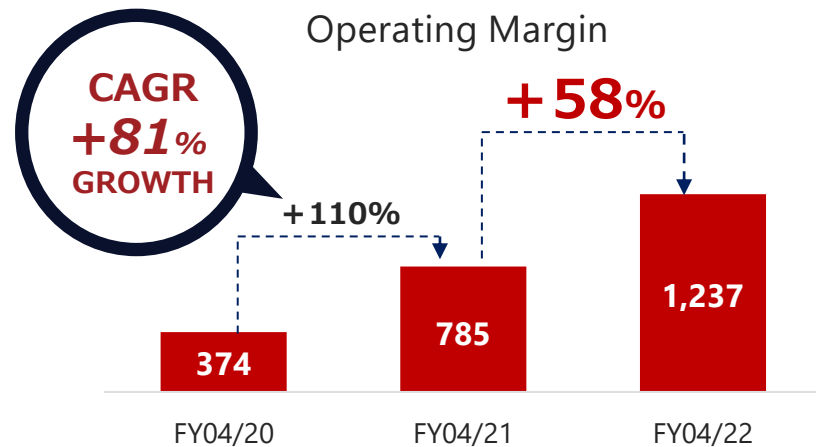
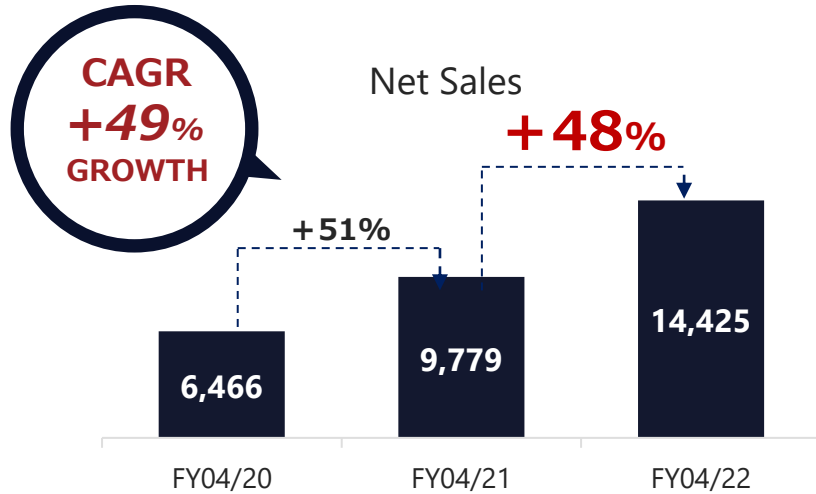


Full-Year FY04/22 Financial Results



FY04/22 Results Summary

■ AC and MT business grew faster than planned, and both net sales and operating profit reached **record highs**.



(millions of yen)

	FY04/22 Plan	FY04/21 Actual	FY04/22 Actual	Progress rate vs. plan (%)	YoY change	YoY change (%)
Net sales	14,000	9,779	14,425	103%	+4,646	+48%
Operating profit	1,200	785	1,237	103%	+452	+58%
Operating margin	8.6%	8.0%	8.6%	-	+0.6pp	-

Breakdown of YoY

■ MT business grew significantly, achieving increases in both sales and profit. Invested in human resources with a view to post-medium-term business plan achievement.

	FY04/21 Actual	FY04/22 Actual	YoY change	YoY change (%)
Net sales	9,779	14,425	+4,646	+48%
Gross profit	1,597	2,649	+1,052	+66%
Gross profit in AC business	1,302	1,744	+442	+34%
Gross profit in MT business	295	905	+609	+206%
SG&A expenses	812	1,412	+600	+74%
Personnel	429	565	+136	+32%
Recruitment Education	48	63	+14	+30%
M&A	-	169	+169	-
Other	334	614	+280	+84%
Operating profit	785	1,237	+452	+58%
Operating margin	8.0%	8.6%	+0.6pt	-

In addition to the growth of existing customers, new customers acquired also grew, resulting in significant growth in both the AC and MT businesses.

► AC Net sales grew **+42%** YoY

- Synergies with Robee improved acquisition efficiency and gross margin (3Q 12.4%→4Q 13.3%)
- Steady growth in YoY even excluding special demand in the securities industry
- Banking industry remained strong with new acquisitions
- Wellness industry has seen significant growth in new customers as well as existing customers
- Developing other human resource industries

► MT Net sales grew **+209%** YoY

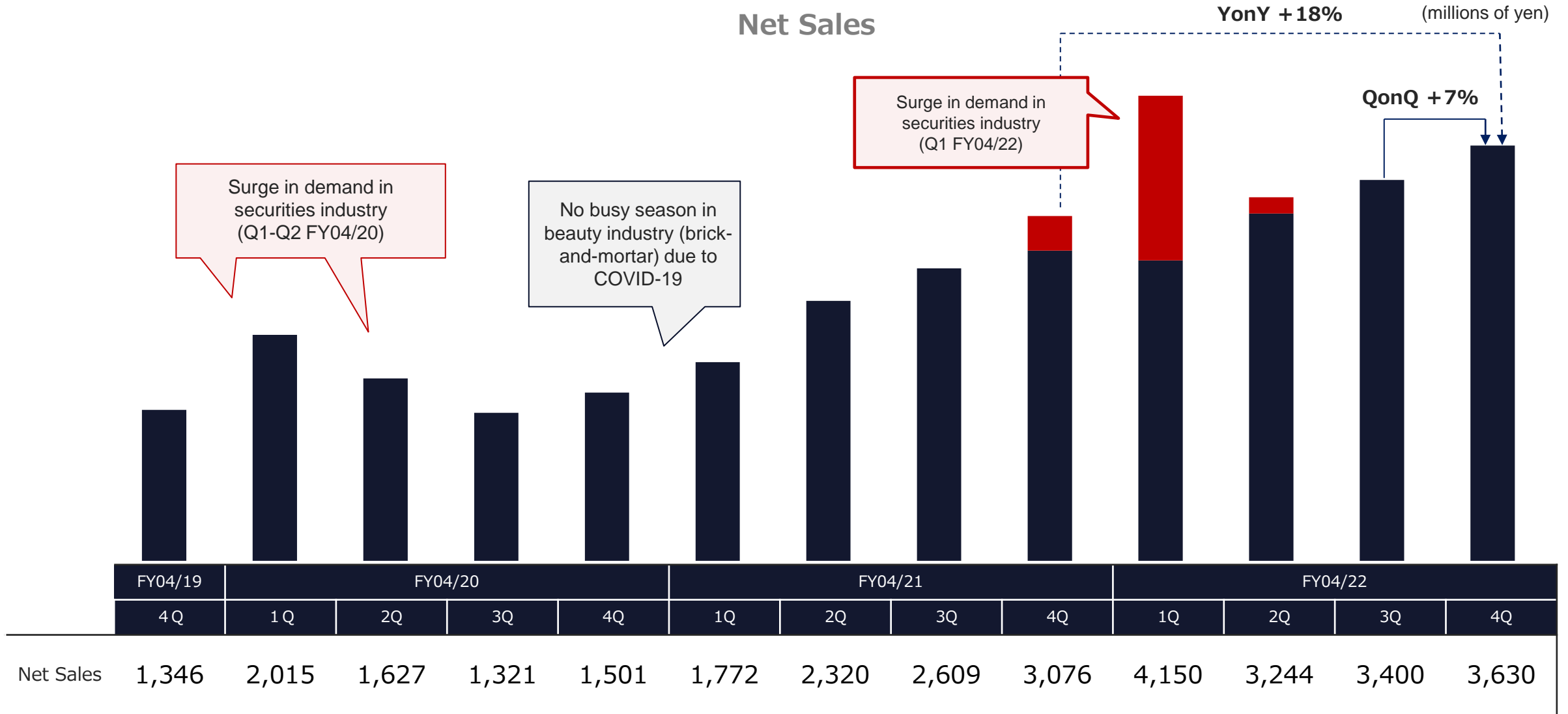
- Robee : Change in structure to strengthen synergies with AC business
- 3 DAD : Expansion beyond the gaming industry
- Smash : Increasingly introduced in the telecommunications industry

► Operating margin **+0.6pp**

- Gross profit margin improvement
- Upfront investment in improvements
- Expansion and renewal of office space

Quarterly Net Sales

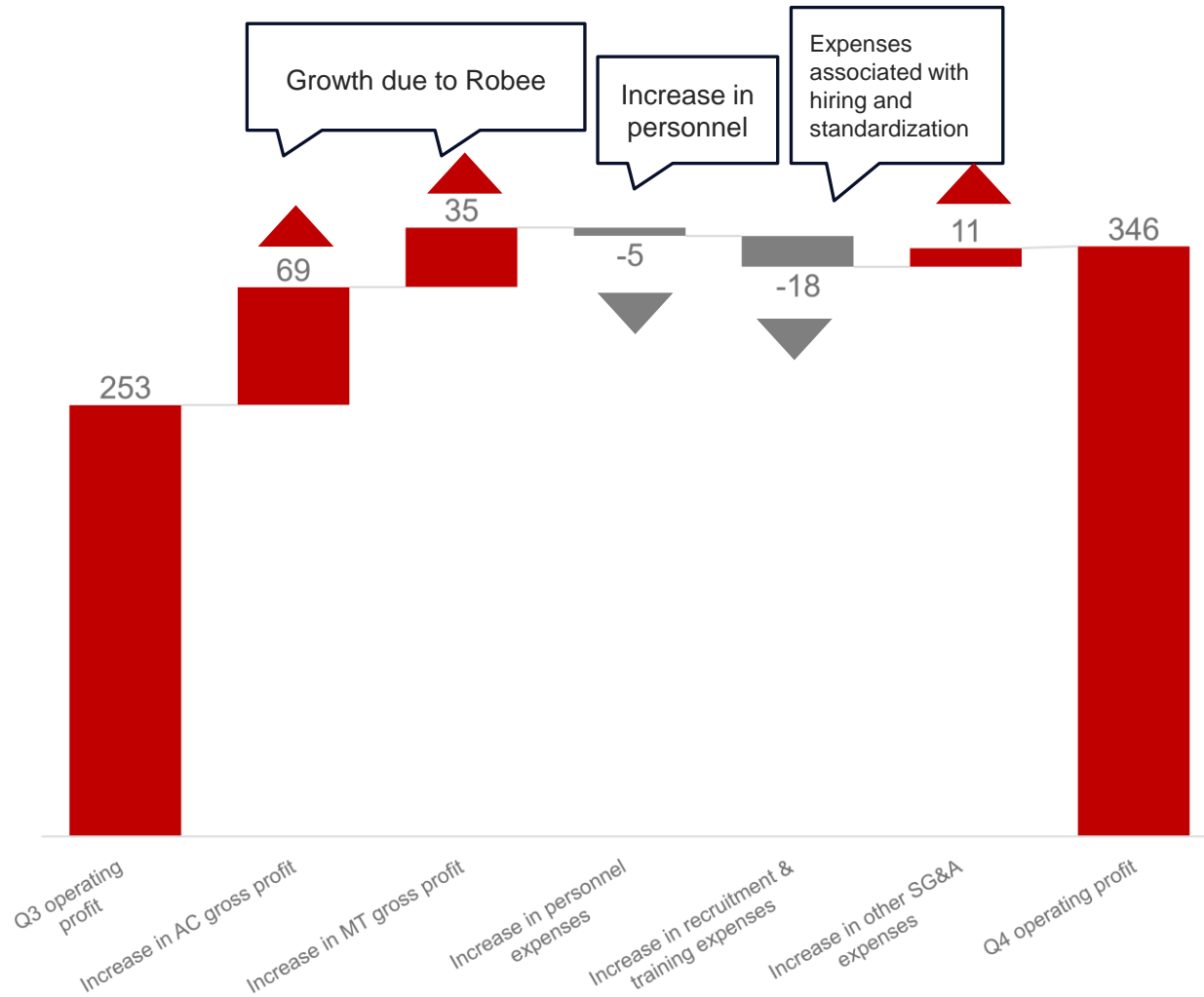
■ Steady sales trend continues.



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

Breakdown of QoQ Change in Operating Profit

■ Gross profit and operating profit both reached **record highs** due to business growth.



(Millions of yen)

	Q3 FY04/22 Actual	Q4 FY04/22 Actual	QoQ Change	QoQ Change (%)
Net sales	3,400	3,630	+229	+7%
Gross profit	652	757	+105	+16%
Gross profit in AC business	388	458	+69	+18%
Gross profit in MT business	263	299	+35	+14%
SG&A Expenses	399	411	+11	+0.3%
Personnel expenses	155	160	+5	+4%
Recruitment & training expenses	13	31	+18	+136%
Other	230	218	-11	-5%
Operating profit	253	346	+93	+37%
Operating margin	7.4%	9.5%	+2.1pp	-

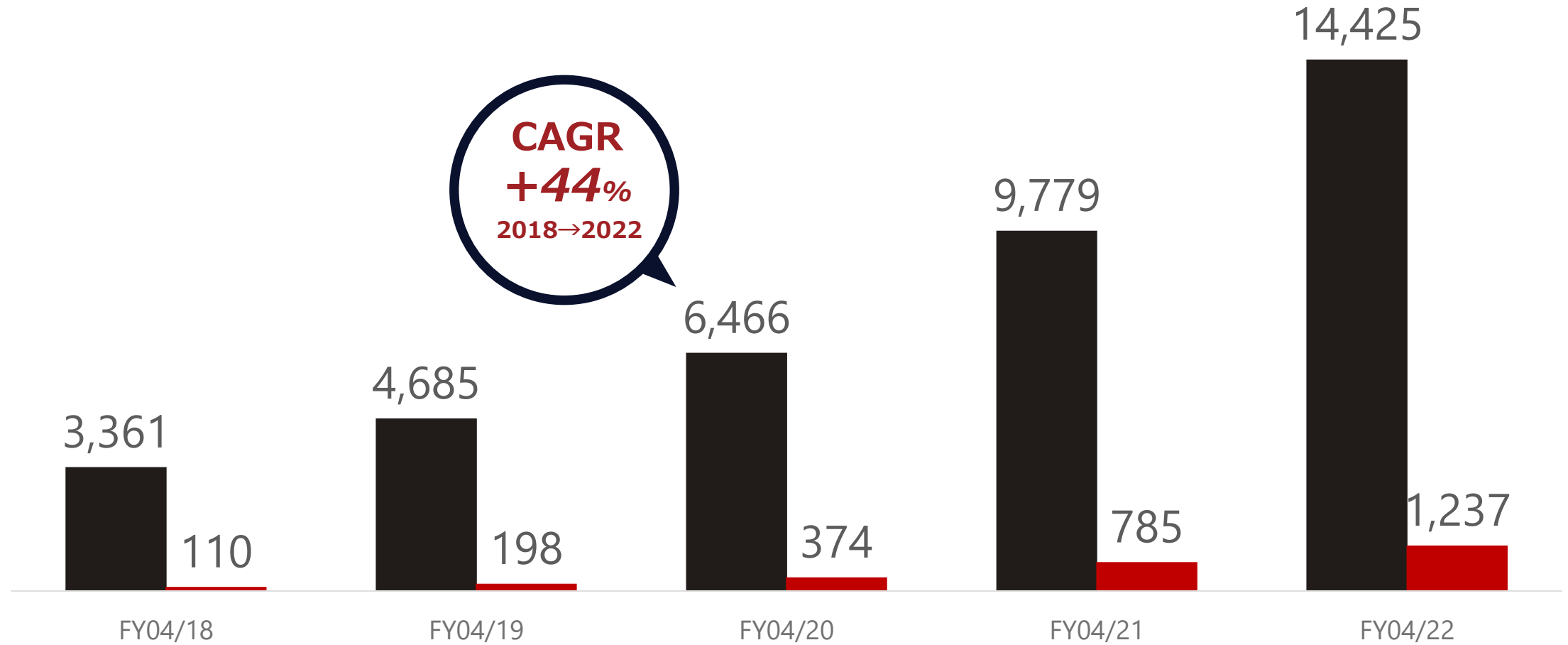


Business Performance



Full-Year Financial Results

■ Net Sales ■ Operating Profit



Performance Trends

	FY04/20		FY04/21								FY04/22							
	4Q		1Q		2Q		3Q		4Q		1Q		2Q		3Q		4Q	
	(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	1,501	-	1,772	-	2,320	-	2,609	-	3,076	-	4,150	-	3,244	-	3,400	-	3,630	-
Gross profit	271	18.1%	305	17.2%	373	16.1%	404	15.5%	513	16.7%	575	13.9%	664	20.5%	652	19.2%	757	20.9%
SG&A expenses	294	19.6%	168	9.5%	175	7.6%	206	7.9%	261	8.5%	241	5.8%	359	11.1%	399	11.7%	411	11.3%
Personnel expenses	130	8.7%	109	6.2%	108	4.7%	115	4.4%	95	3.1%	118	2.8%	131	4.0%	155	4.6%	160	4.4%
Advertising expenses	68	4.6%	6	0.3%	9	0.4%	14	0.6%	9	0.3%	12	0.3%	3	0.1%	7	0.2%	4	0.1%
Recruiting & education expenses	21	1.5%	9	0.5%	11	0.5%	8	0.3%	18	0.6%	5	0.1%	11	0.4%	13	0.4%	21	0.6%
R&D expenses	-	-	-	-	-	-	-	-	-	-	9	0.2%	5	0.2%	3	0.1%	3	0.1%
Depreciation & amortization	2	0.2%	2	0.1%	3	0.1%	3	0.1%	4	0.1%	4	0.1%	5	0.2%	7	0.2%	9	0.3%
M&A-related expenses	-	-	-	-	-	-	-	-	-	-	-	-	85	2.6%	41	1.2%	41	1.1%
System outsourcing expenses	3	0.2%	4	0.3%	10	0.4%	9	0.4%	7	0.2%	9	0.2%	12	0.4%	9	0.3%	8	0.2%
Other expenses	68	4.5%	35	2.0%	32	1.4%	54	2.1%	126	4.1%	81	2.0%	104	3.2%	160	4.7%	162	4.5%
Operating profit	-23	-1.5%	137	7.7%	198	8.6%	197	7.6%	252	8.2%	333	8.0%	304	9.4%	253	7.4%	346	9.5%

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

Sales Ratio by Industry

	FY04/20		FY04/21								FY04/22							
	4Q		1Q		2Q		3Q		4Q		1Q		2Q		3Q		4Q	
	(百万円)	構成比	(百万円)	構成比	(百万円)	構成比	(百万円)	構成比	(百万円)	構成比	(百万円)	構成比	(百万円)	構成比	(百万円)	構成比	(百万円)	構成比
ALL	1,501	-	1,772	-	2,320	-	2,609	-	3,076	-	4,150	-	3,244	-	3,400	-	3,630	-
Finance	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%	1,540	45.3%	1,798	49.5%
Banks	280	18.7%	197	11.2%	256	11.1%	244	9.4%	382	12.4%	312	7.5%	461	14.2%	398	11.8%	606	16.7%
Securities	148	9.9%	352	19.9%	627	27.0%	910	34.9%	1,418	46.1%	2,567	61.9%	1,208	37.3%	1,094	32.4%	1,142	31.5%
Other financial	117	7.8%	31	1.8%	85	3.7%	86	3.3%	94	3.1%	54	1.3%	43	1.4%	46	1.4%	50	1.4%
Wellness	479	31.9%	779	44.0%	1,083	46.7%	907	34.8%	685	22.3%	606	14.6%	519	16.0%	1,111	32.9%	1,049	28.9%
Brick & Mortar	182	12.1%	169	9.6%	181	7.8%	111	4.3%	144	4.7%	160	3.9%	199	6.1%	928	27.4%	819	22.6%
Cosmetics EC	172	11.5%	376	21.3%	591	25.5%	543	20.8%	379	12.3%	327	10.7%	220	6.8%	119	3.5%	178	4.9%
Healthy food EC	124	8.3%	233	13.2%	311	13.4%	251	9.6%	160	5.2%	119	2.9%	98	3.0%	62	1.9%	50	1.4%
Others	475	31.7%	410	23.1%	267	11.5%	461	17.7%	496	16.2%	607	14.6%	1,011	31.2%	749	22.0%	781	21.5%

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

Financial Results by Segment

	FY04/20	FY04/21				FY04/22			
	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
Net sales	1,501	1,772	2,320	2,609	3,076	4,150	3,244	3,400	3,630
AC Business	1,468	1,702	2,237	2,535	3,003	4,044	2,992	3,132	3,329
MT Business	32	69	83	73	72	105	251	267	300
Gross profit	271	305	373	404	513	575	664	652	757
AC Business	239	238	290	331	440	472	425	388	458
MT Business	32	66	82	72	72	102	238	263	299
Operating profit (Segment profit)	-23	137	198	197	252	333	304	253	346
AC Business	195	192	232	283	364	388	338	310	348
MT Business	8	45	51	21	6	67	74	157	189
Adjustments	-118	-100	-86	-106	-118	-122	-107	-215	-191

*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)

	FY04/21	FY04/22	change (amount)
Assets	3,348	5,894	+2,545
Current assets	3,101	4,119	+1,018
(Cash and deposits)	(1,923)	(2,097)	+174
Non-current assets	247	1,774	+1,527
Liabilities	1,457	3,091	+1,634
Current liabilities	1,414	2,547	+1,132
Non-current liabilities	42	545	+503
Net assets	1,891	2,801	+910
Shareholders' equity	1,886	2,670	+783

Current ratio

162%

Equity ratio

46%

Business description



What we want to achieve

Predict LTV* and achieve optimal ROI *

*What is Lifetime Value (LTV)?

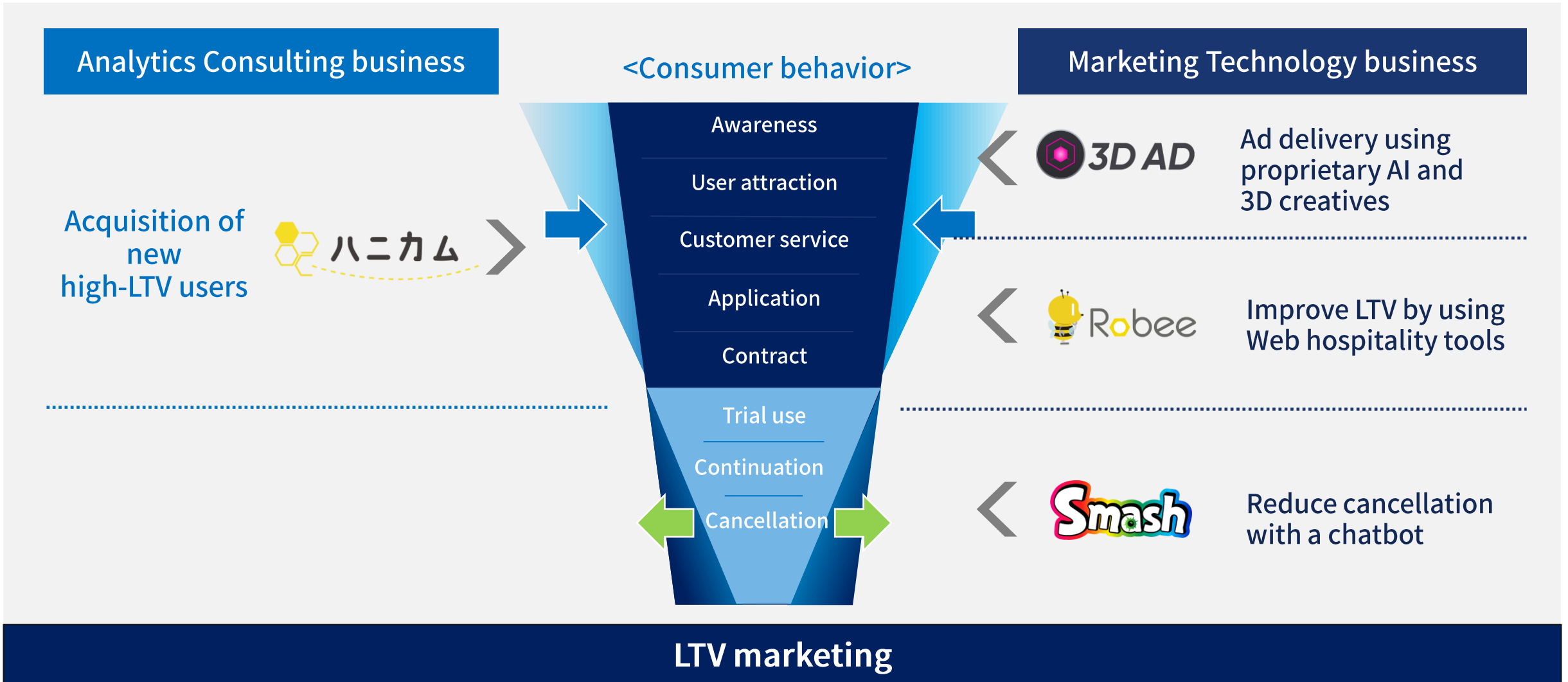
LTV refers to the profit that a user (consumer) brings to a company throughout their lifetime, and is a measure used in calculating the cost that can be spent to acquire one user.

* What is Return On Investment (ROI)?

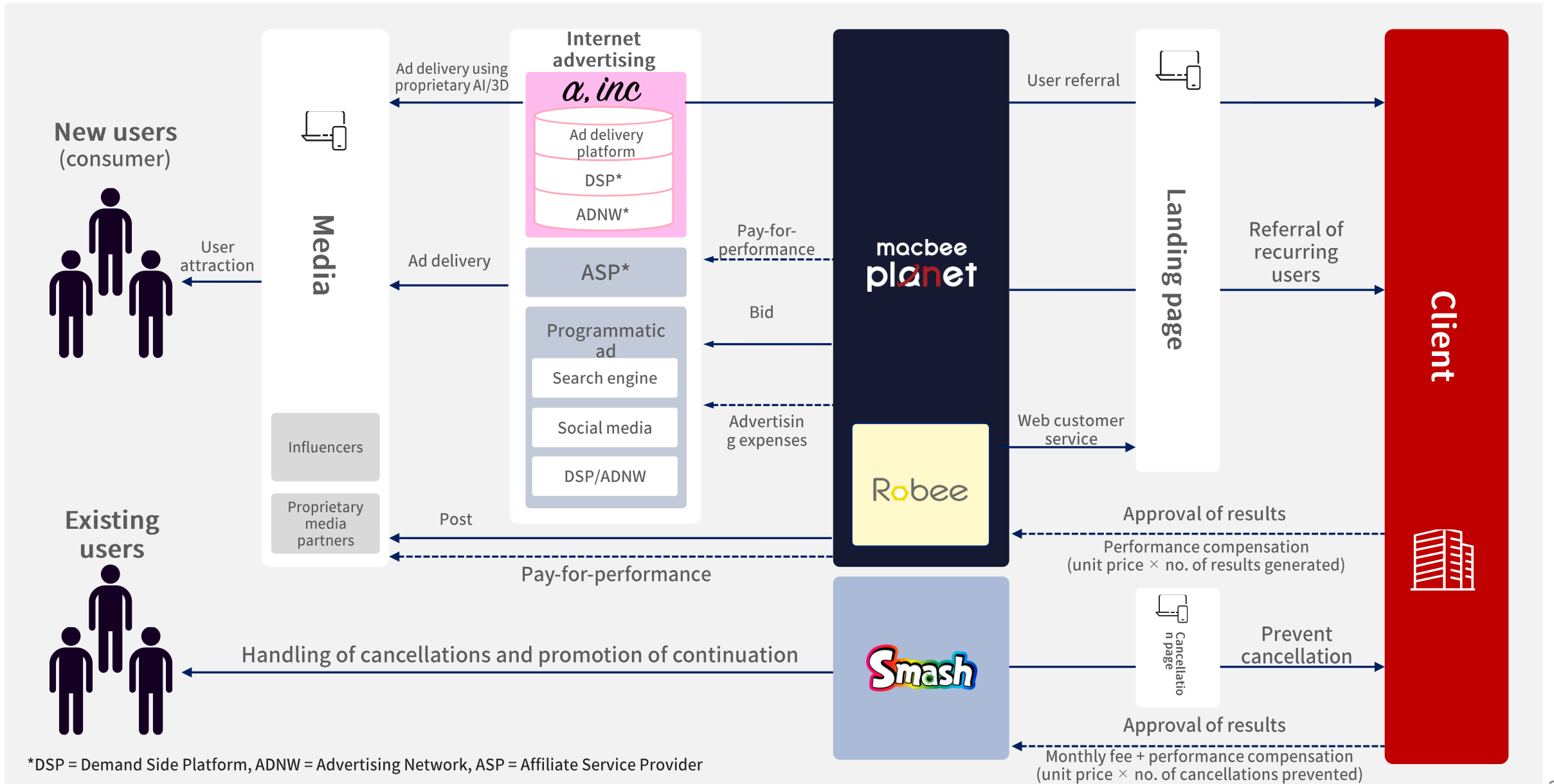
A measure of how much profit can be made on an investment.

What is LTV marketing ?

■ LTV marketing is a data-driven digital marketing strategy for maximizing the spending and retention period of users.

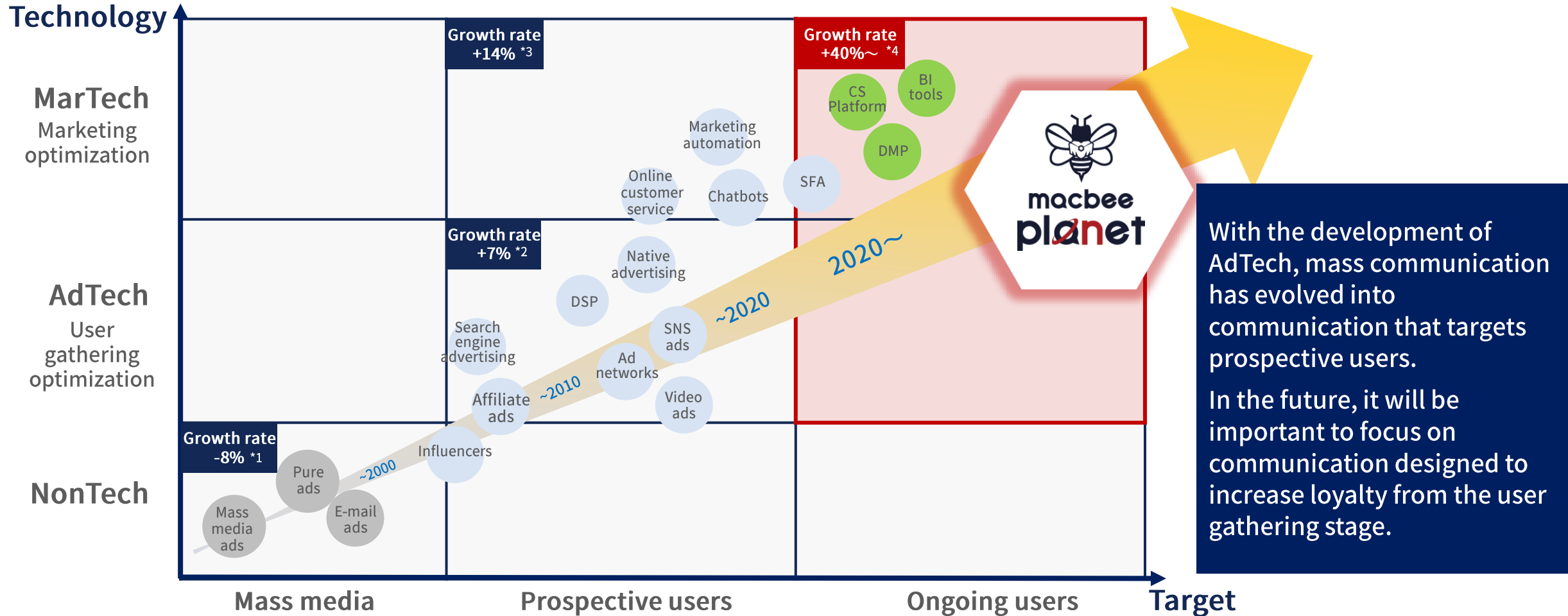


Business process diagram



Positioning

■ We focus on **gathering and cultivating ongoing (high LTV) users** in order to secure a unique positioning to achieve **high growth**.



With the development of AdTech, mass communication has evolved into communication that targets prospective users.

In the future, it will be important to focus on communication designed to increase loyalty from the user gathering stage.

*1 Traditional market expenditures in “2020 Advertising Expenditures in Japan” (Dentsu)
 *2 “Advertising and Promotion” in “MarTech Market Status and Outlook 2019” (MIC Research Institute)

*3 “Movement in scale of online customer service market and forecasts” (ITR) and “DMP (Data Management Platform) & MA (Marketing Automation) Market 2020” (Yano Research Institute)
 *4 Macbee Planet Sales CAGR (FY04/18 to FY04/21)

Scale of related markets

■ The target market for LTV marketing is vast and growing.



*1 Online advertising expenses were JPY2.2tn as per “2020 Advertising Expenditures in Japan” (Dentsu)

*2 Total advertising expenses in Japan were JPY6.2tn as per “2020 Advertising Expenditures in Japan” (Dentsu)

*3 JPY15tn as per 3Q FY03/19 business results presentation of Yahoo Japan Corporation

*4 Scale of DX-related solutions service market was JPY6.3tn in 2020 as per “Survey on the Scale of Solution Services Market” by Japan Electronics and Information Technology Industries Association (JEITA)

Source of competitive strength

■ LTV marketing is achieved through **data**, **technology**, and **consulting**.

LTV marketing components



Data

0 party data

- Reasons for cancellations
- VOC gathering
- Loyalty as data

0 to 3rd party data links

- Behavioral data
- Psychological data
- Purchase data
- Attribute data

Data platform

- Integrate data for the same ID
- Visualize user touchpoints/psychology



Technology

Analysis

- Machine learning
- Audio analysis
- Emotion analysis
- Cancellation analysis

AI

- Withdrawal prediction
- LTV prediction
- Cancellation prediction
- Delivery algorithm

Digital communications

- Hospitality
- Chatbots
- Popup
- 3D creative



Consulting

Use of data technology

- Data-driven
- Use of own products
- Leverage promptly using templates

Pay-for-performance basis

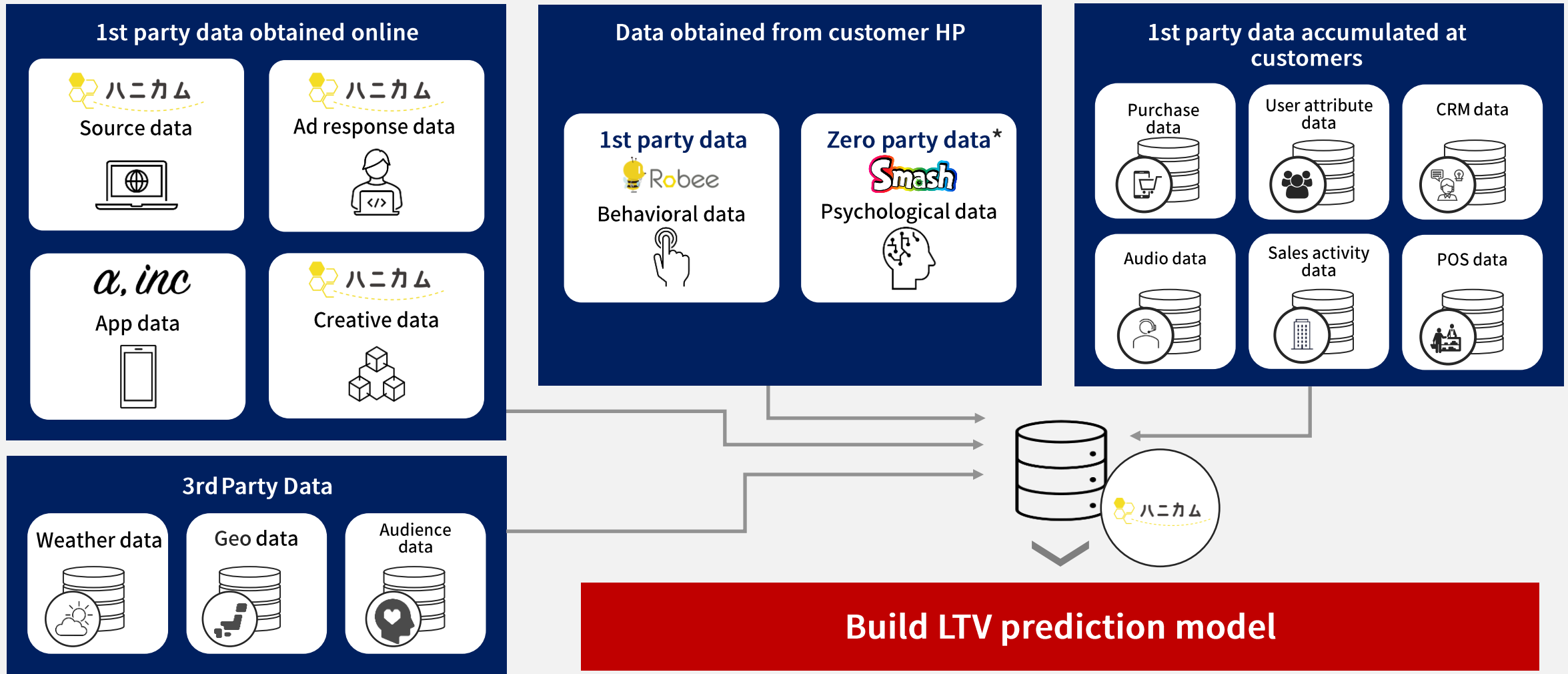
- Attract users who would continue to use the services
- Expertise in increasing LTV

Use of cancellation data

- Lower churn rate by preventing cancellations
- Identify issues in marketing

Data used in LTV marketing

■ We integrate Zero/1st/3rd party data on the Honeycomb data analysis platform, and build an original LTV prediction model.



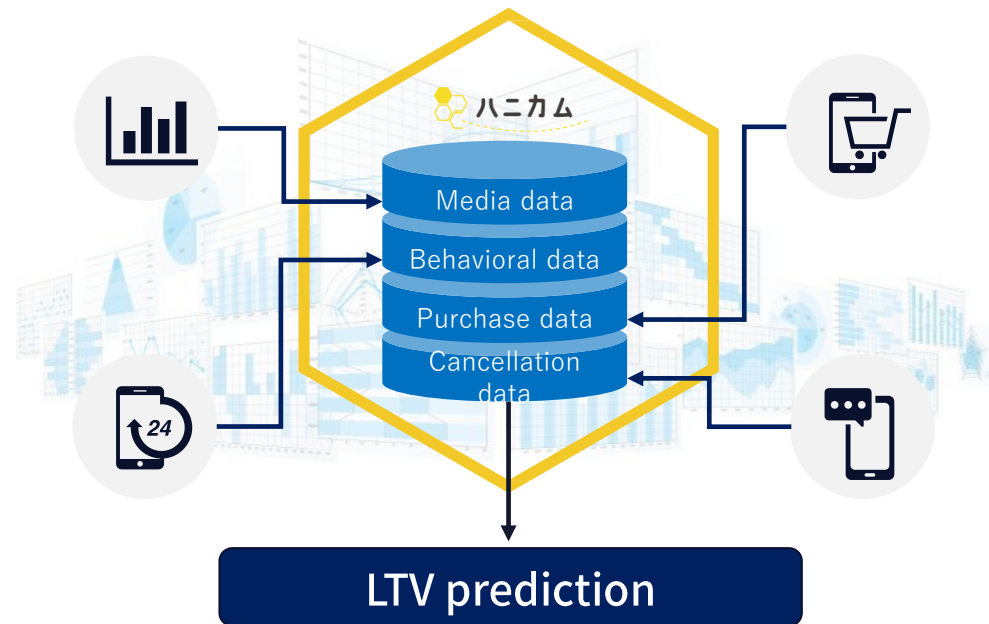
* Insight data (e.g. tastes and preferences) provided by users

Analytics Consulting business

We attract users on a **pay-for-performance** basis using LTV predictions built with data analytics.

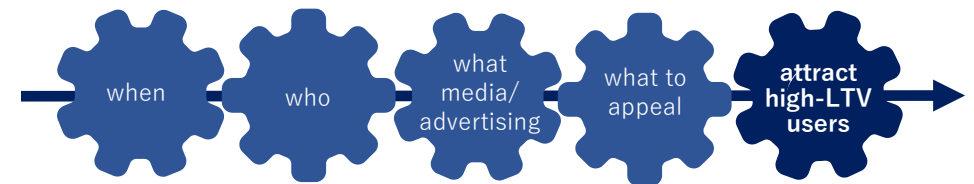
1 LTV data analytics

Data obtained from media and in-house tools are analyzed in order to identify the attributes of high-LTV users.



2 Use data to attract users on a pay-for-performance basis

Based on the data, our consultants plan and implement ways to attract new users on a fully pay-for-performance basis.



Unit price of performance compensation ×
No. of results generated

Costs: Media publishing costs
Gross profit margin: Approx. 15%

Marketing Technology business

Improve LTV by **raising the LTV of new customers** and **lowering the cancellation rate of existing customers**. Optimize ad delivery by using **AI and 3D technology**.

1 Convert attracted users into customers

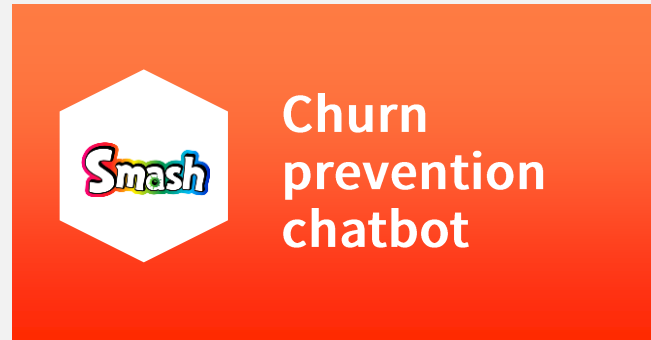
Robee provides customer service to attracted users and converts them into high LTV customers.



¥ Fixed monthly rate or Performance compensation

2 Prevent existing customers from churning

A chatbot is used to encourage existing users considering canceling to continue, thereby reducing the churn rate and improving LTV.



¥ Fixed monthly rate or Monthly fee + Performance compensation

3 AI-powered ad delivery

Ad delivery using proprietary AI-powered delivery algorithms and 3D creatives



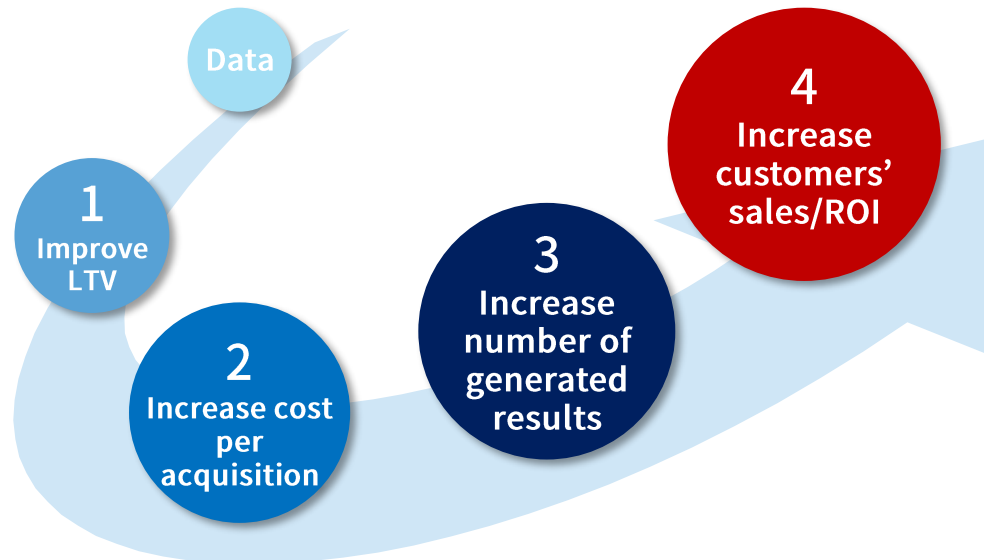
¥ Depends on ad delivery volume

Gross profit margin: Over 90%

Unique features of our service

Achieve a positive cycle by using data and improving LTV

Improving LTV further allows you to **spend more on user acquisition**.



Macbee Planet Group

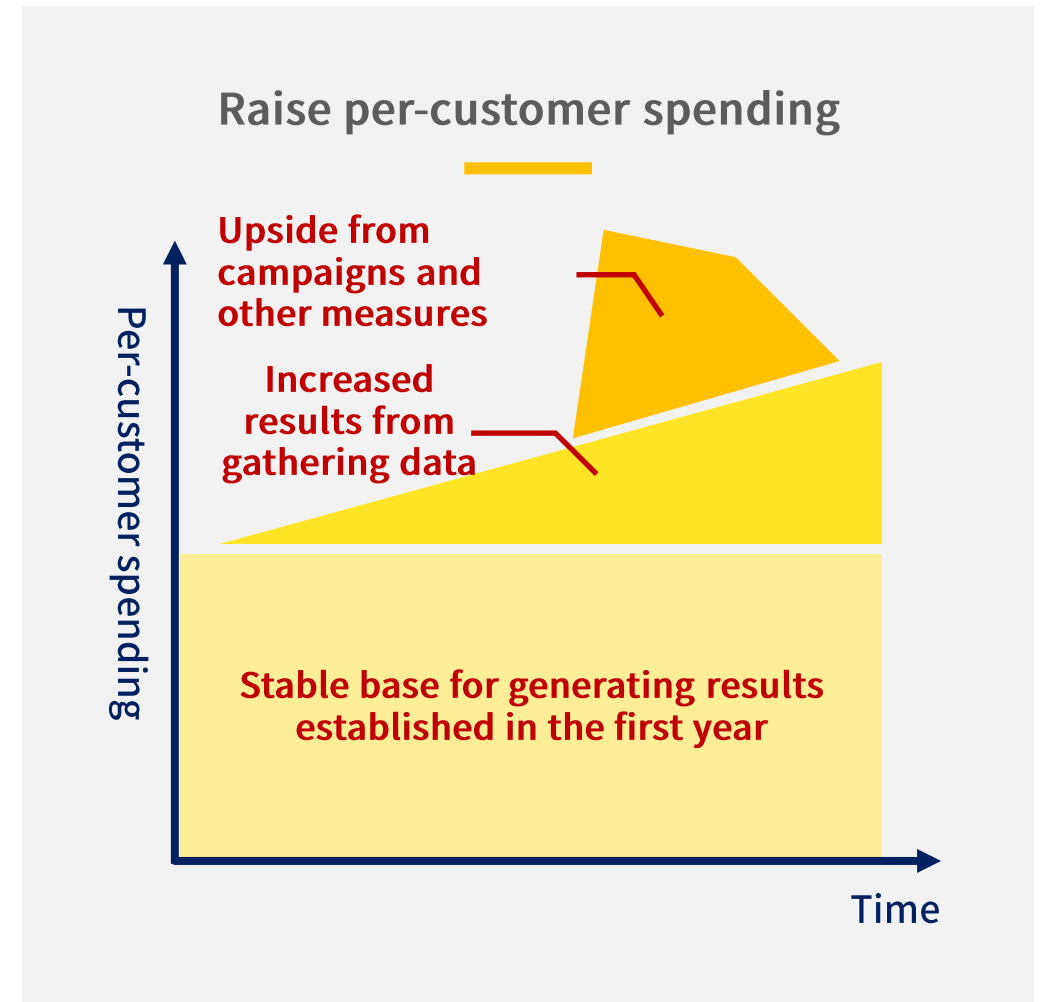
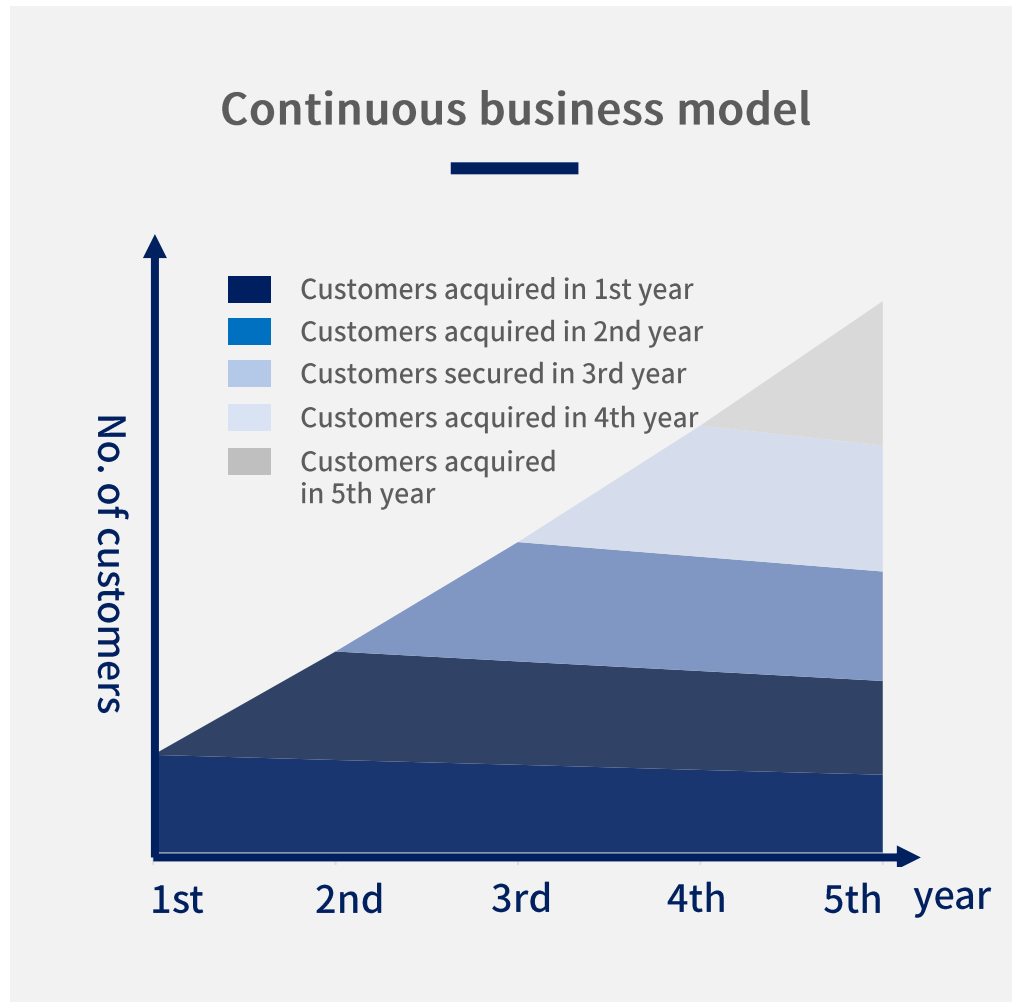
- 1 Use data to improve LTV**
Increase LTV of users (consumers) by raising ability of Robee / Smash to improve LTV
- 2 Increase cost per acquisition (CPA)**
Improve LTV to increase cost per action
- 3 Increase the number of generated results**
Increase CPA to strengthen ads, thereby increasing the number of generated results
- 4 Increase sales while maintaining ROI**
Because LTV is high, ROI is also high even if CPA increases

Competitors

- ↔ Do not consider LTV after attracting users
- ↔ Pressured by clients to reduce CPA
- ↔ Lower CPA reduces user visits
- ↔ Increasing CPA lowers customers' ROI

Business characteristics

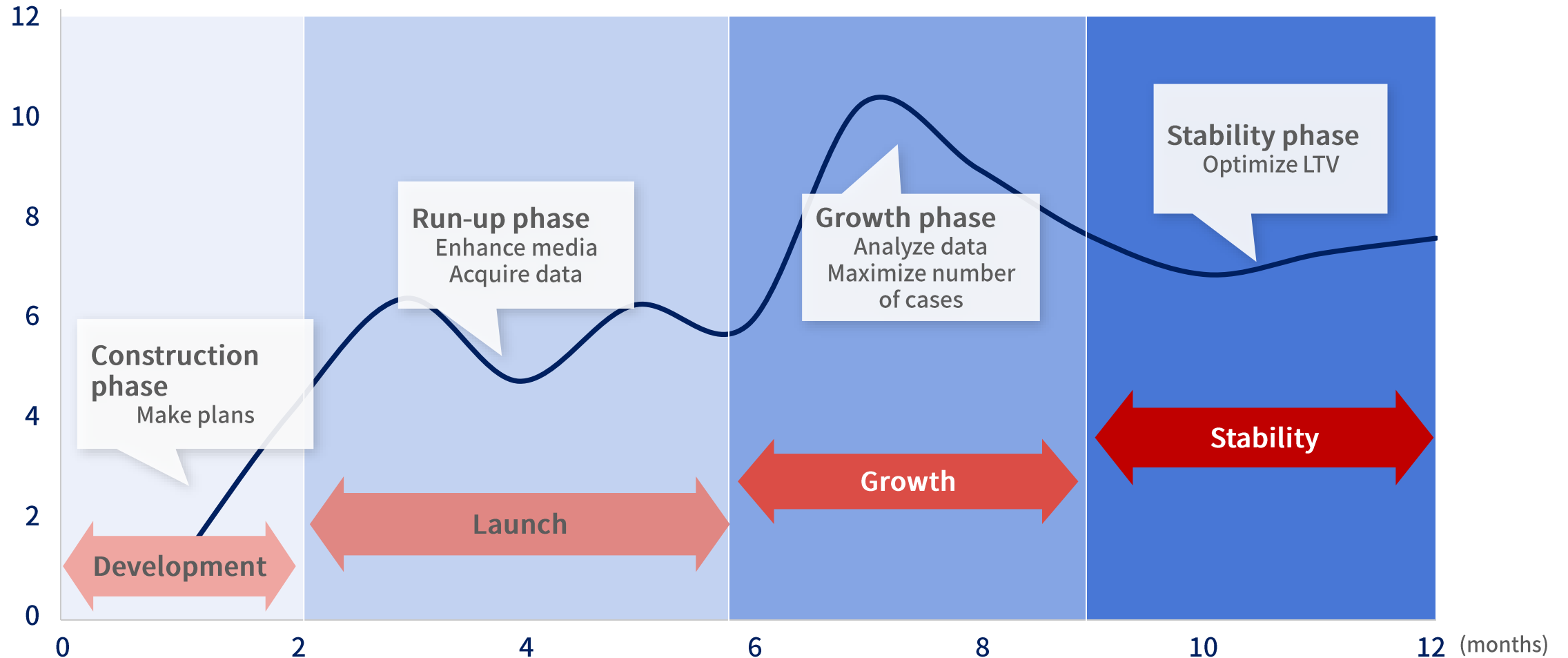
We accelerate growth by **increasing new customers and raising per-customer spending.**



Results generation phases

■ The Macbee productivity curve is the locus of our customers' success.

Number of achievements
(1st month = 1)



*Average trend in sales during the first year, assuming our sales in the first month of support as 1.
Estimated based on actual figures for clients whose transactions began during 2017 to 2021.

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.

The Company shall assume no obligation to update or revise any forward-looking statements contained in this document, even if new information or events occur in the future. The information contained herein, other than about the Company, is quoted from publicly available information, and the Company does not guarantee the accuracy or appropriateness of such information.