






Medium-Term Management Plan

FY04/2025 to FY04/2027

September 12 2024

Macbee Planet, Inc

Stock code 7095

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Company overview

Company overview/History



Company overview

Company name	Macbee Planet, Inc. (7095)
Established	August 25, 2015
Capital	¥2,635mn (as of end-April 2024)
Business description	Performance-based marketing
Head office address	3-11-11 Shibuya, Shibuya-ku, Tokyo
No. of employees	159 (as of end-April 2024)

History

Aug 2015	Established Macbee Planet
Mar 2020	Listed on Mothers section (current Growth section) of the Tokyo Stock Exchange
Aug 2021	Made Alpha (absorbed into current MAVEL) a wholly-owned subsidiary
Mar 2023	Made Net Marketing (current All Ads) a wholly-owned subsidiary
Nov 2023	Macbee Planet becomes holding company (with MAVEL the operating company)
May 2024	Made PR Cloud Tech a wholly-owned subsidiary
July 2024	Listed on the Tokyo Stock Exchange Prime Market

**An organization that
continues to realize
dreams and goals
with partners**

Macbee Planet is a company that values dreams.

Dreams are what drive us towards our goals, and the unifying force that brings in others to realize them.

Our dream is to lead the future of Japan as a company creating the next generation. The dream is also connected to the dreams of our partners.

We believe in your dreams and the potential you have yet to see, and we are committed to corporate growth and business expansion.

To realize our dreams and goals together,

we respond with results.

This is Macbee Planet.

Becoming the dominant market leader

Before

Macbee Planet is a leading LTV marketing company.



**Now we elevate “LTV marketing”
to a message easily understood to
the general public**



**Change all marketing into
performance-based fee**

Predicting LTV and achieving optimal ROI

The majority of marketing expenditure has been fixed cost.

For a long time, it was an industry norm that clients needed to take significant risk to acquire new customers.

However, our unique tracking technology has succeeded in breaking through industry norms by leveraging a combination of Data, Technology and Consulting to provide performance-based marketing that can optimize ROI for our clients.

We achieved an extremely high CAGR of 50% over the six-year period ending April 2024.

We were also listed on the Mothers Market (now Growth Market) only four years after its establishment.

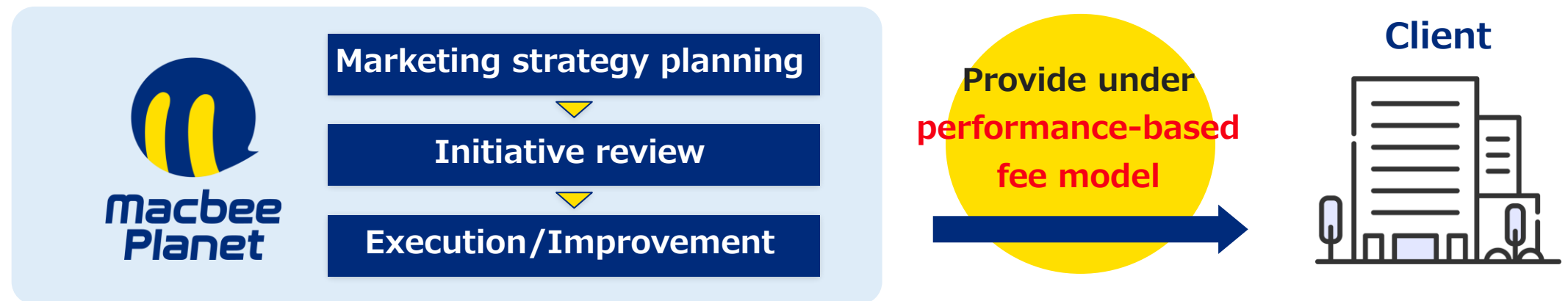
We then moved to the Prime Market four years later, becoming a leader in performance-based marketing.

And in the area of awareness, we have broken the mold and started offering strategic PR under a performance-based fee model.

We provide marketing services that minimize risk for our clients as the only marketing company offering each funnel of awareness, acquisition, and retention under a performance-based fee model.

Business overview

We provide performance-based marketing that minimizes client risk through a combination of Data, Technology and Consulting.



Business details

Services for all marketing funnels are provided under performance-based fee model.



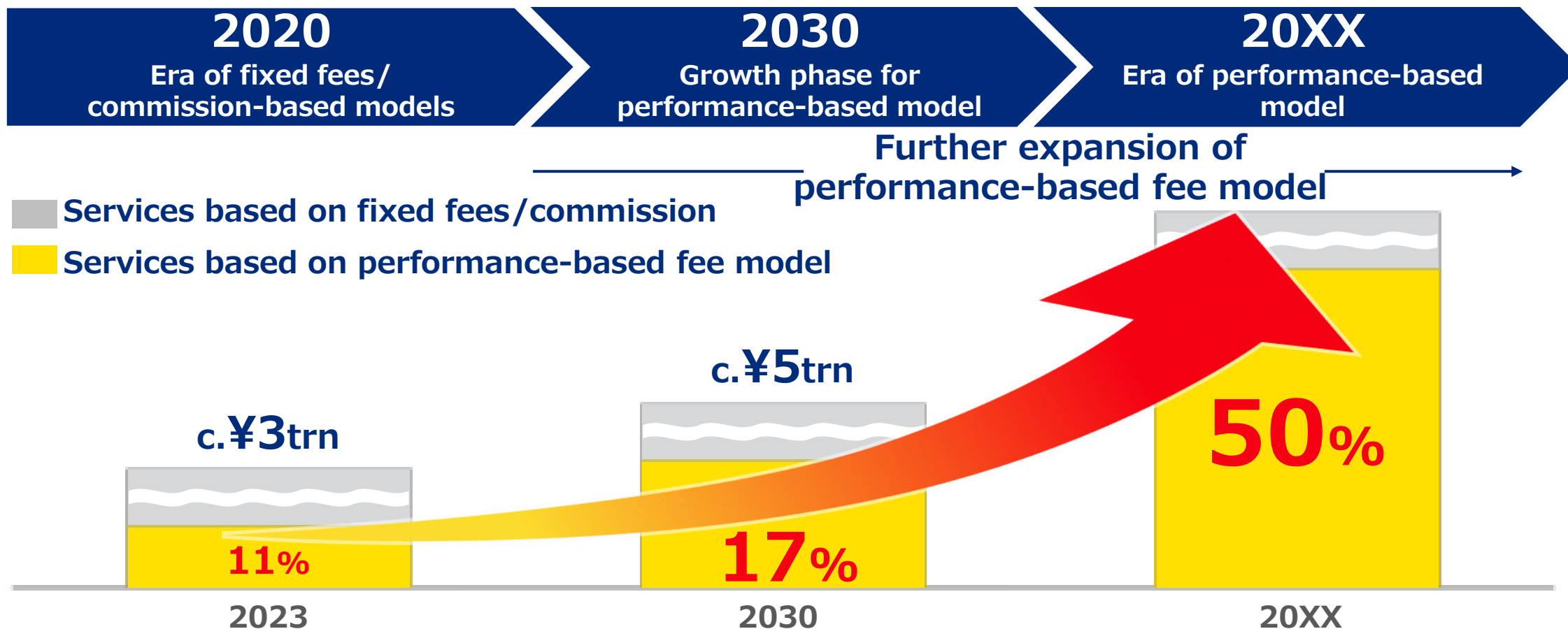
Consulting	Strategy planning (issue analysis, basic design, budget review, etc.), Initiative review (initiative proposals, scheduling, etc.), and Implementation (ads operations, data analysis, improvement plans, etc.) conducted by experts in each field	
Data	Reach data, consumer data	LTV data, advertising data, consumer data
Technology	-	Integrated data analysis, LTV forecasting

Transition to a performance-based model

(example of acquisition market)

Currently, fixed fees and commissions are major in the acquisition market.

Going forward, the industry will shift to a performance-based fee model.



Source: The 2023 data is calculated by our company based on Dentsu's "Advertising Expenditures in Japan".
The 2030 data and the figures for the performance-based model are our company's estimates.

Initiatives for market expansion

By investing up to ¥500 million annually in our PR, we aim to create further growth opportunities.

A unique service and successful track record in the industry



Investment of up to ¥500 million p.a. in our PR

Through large-scale PR initiatives, the Company will establish performance-based marketing sector and our unique position in the industry, where we minimize client risk to the greatest extent possible

Client acquisition

Recruitment

Enhance service quality through alliances with other companies



Review of the Previous Mid-term Management Plan

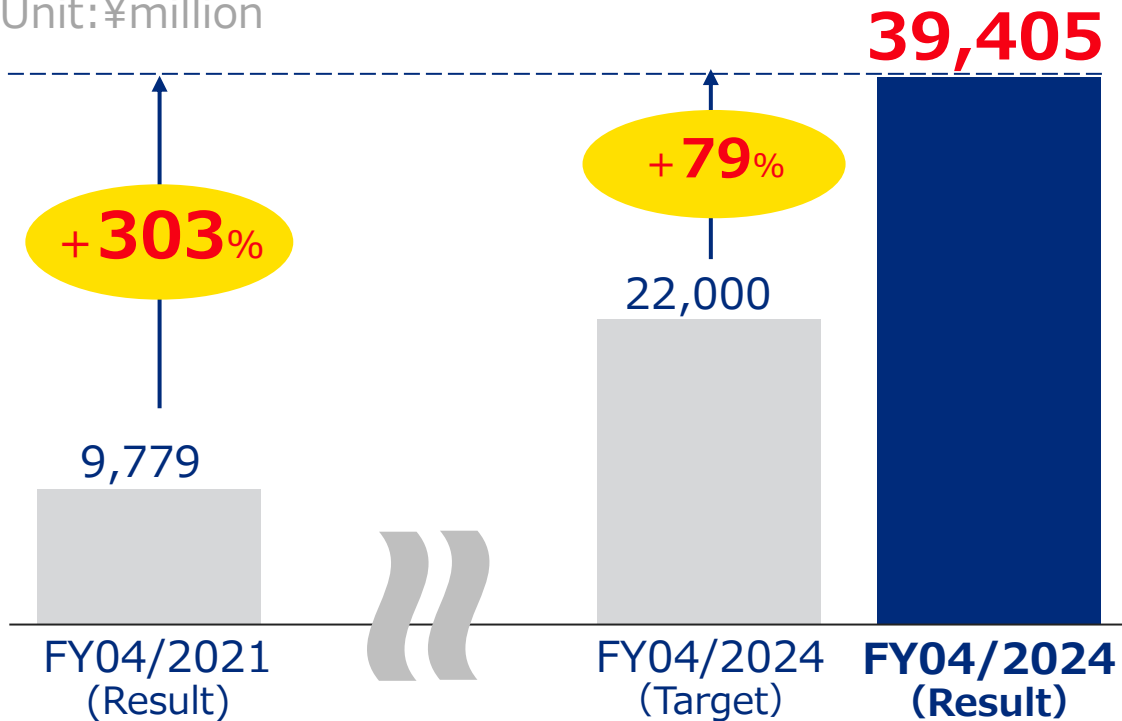
Review of numerical targets

We achieved 4-times growth in net sales and operating profit over three years, significantly exceeding the numerical targets we had set.

Actual result

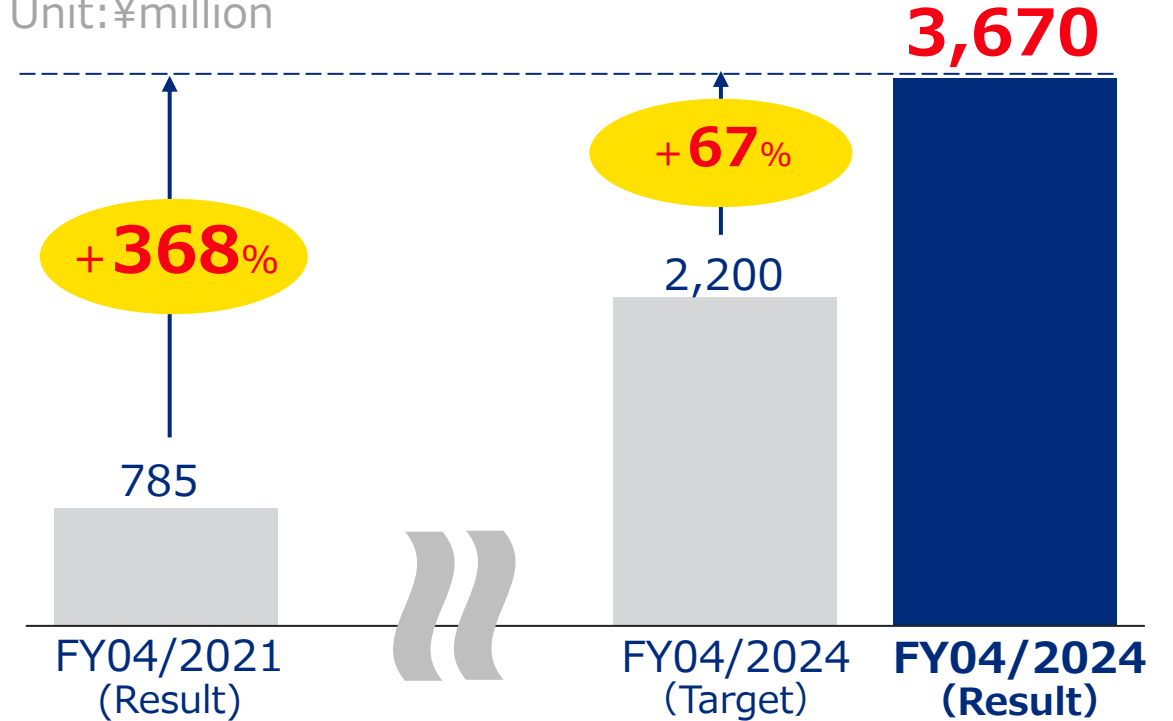
Net Sales

Unit: ¥million



Operating profit

Unit: ¥million



Review of the initiatives

Significant progress has been made in each key initiative, leading to the evolution and enhancement of LTV Marketing.

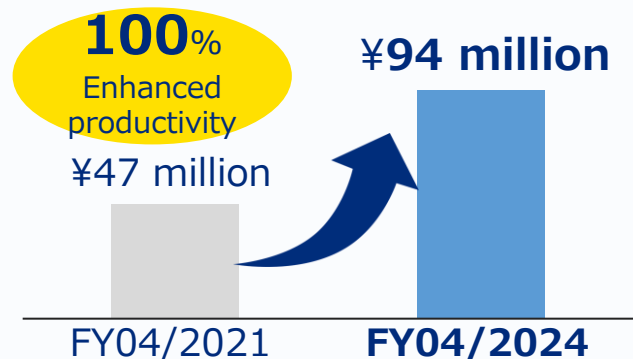
Product and sales strategies

Evolution and enhancement of LTV marketing

Enhance productivity and getting consultants up to speed

Productivity of consultants
UP by 100% vs. FY04/2021

Gross Profit per consultant

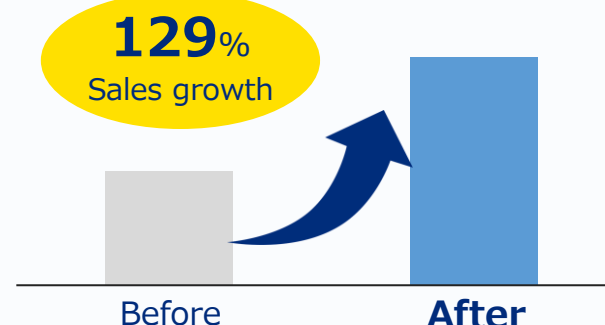


Build multi-industry technological platform

Developed **the integrated data utilization technology**
"DATAHIVE"



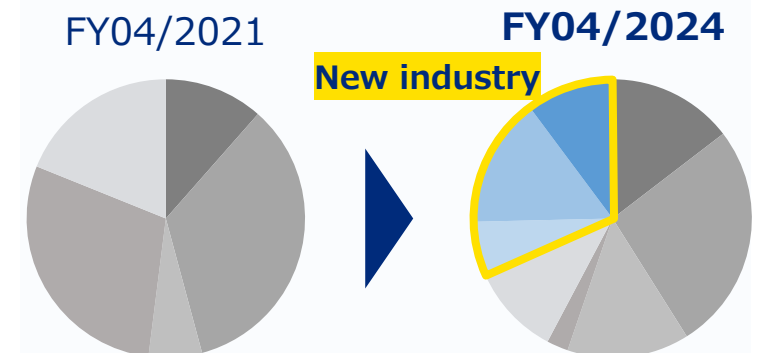
Example of a sales impact post implementation



Achieve a client portfolio that is less susceptible to the influence of specific clients

Expanded client industry portfolio through M&A and alliance

Sales breakdown by industry



Action plans

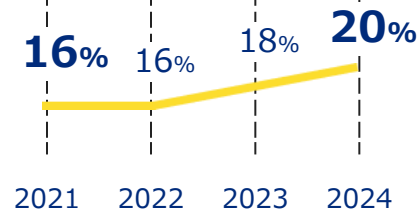
We formulated new plans, reflecting the challenges from the previous plan.

Internal factors

Further improvement of gross margin

Room to improve as a group through data/technology sharing

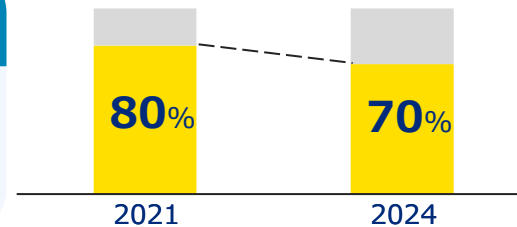
Consolidated Gross Margin



Client concentration

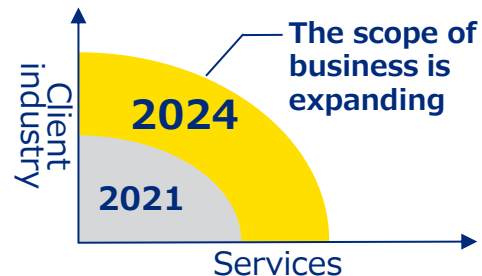
Good progress seen so far, but room to improve business stability

Sales split of top 20 companies



Secure Diverse Talent

Securing a wide range of talented individuals is essential as a driver of business growth

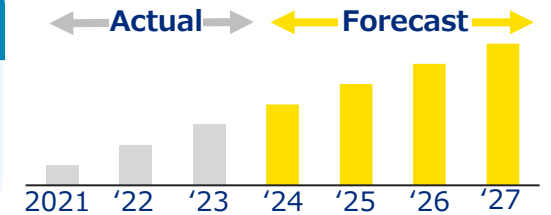


External factors

Diversify customer touchpoints

Create new customer experiences by integrating offline and online channels

Retail media ads market size*



AI Integration in marketing

Effective use of AI tools both inside and outside the company, beyond development investment



Stricter regulations

Targeting with flexible and appropriate responses to domestic and international regulations





Medium-Term Plan

(FY4/25-FY4/27)

Positioning of the new Medium-Term Plan

Change all marketing-related services into a performance-based fee model by evolving our outstanding track record, industry network, development structure cultivated through LTV Marketing.

Before

Evolution and enhancement of LTV Marketing

- Enhance productivity and getting consultants up to speed
- Build multi-industry technological platform
- Achieve a client portfolio that is less susceptible to specific clients

Establish a strong management foundation through transition to a holding company structure

Medium-Term Management Plan

In future

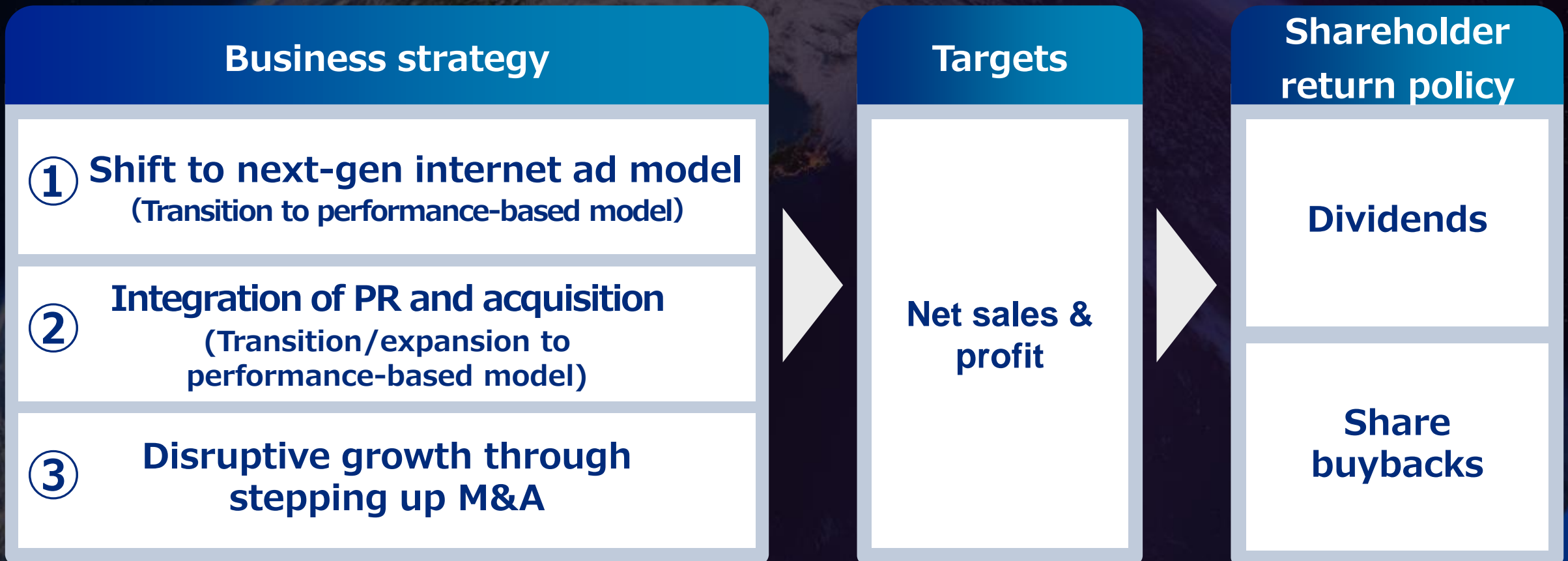
Change all marketing into a performance-based fee model

Apply performance-based fee model to peripheral services

Overall strategy for the Medium-Term Plan



Breakthrough in marketing common sense

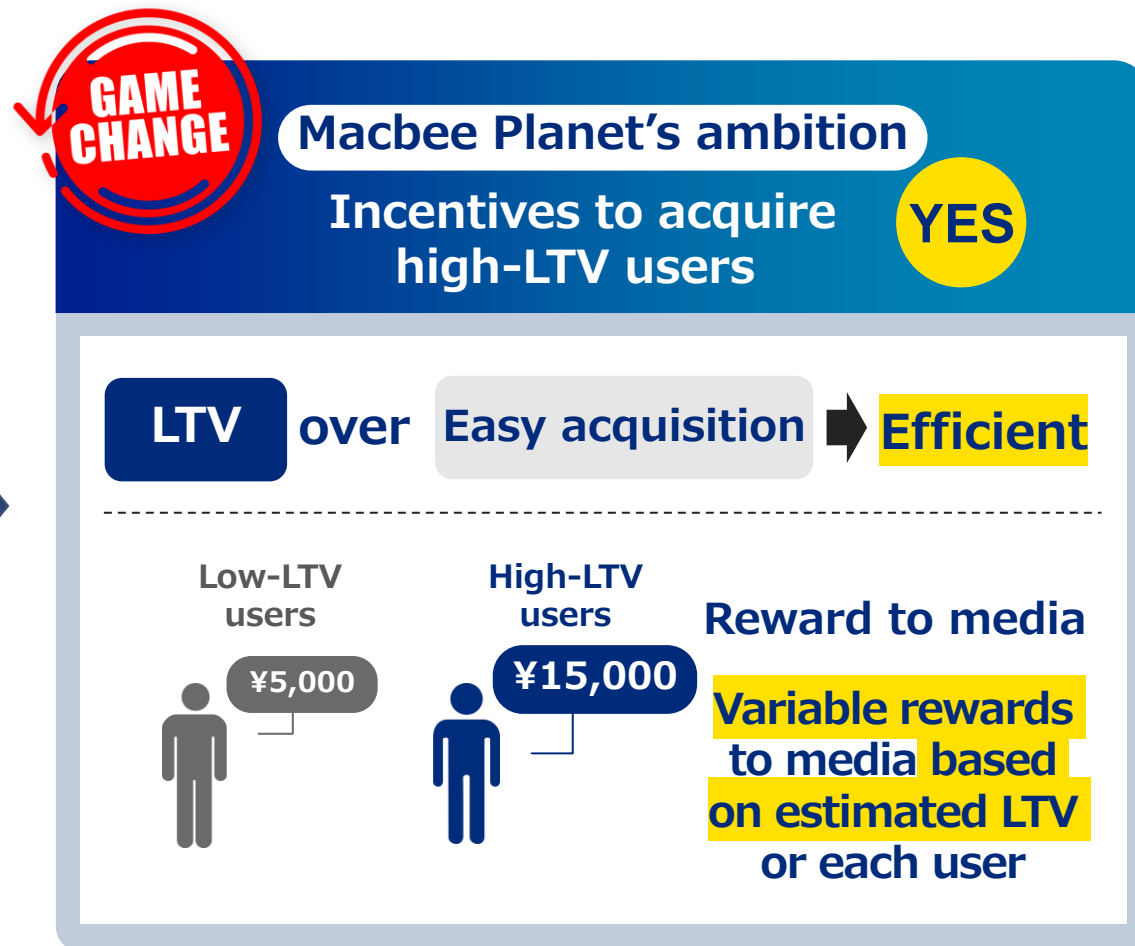
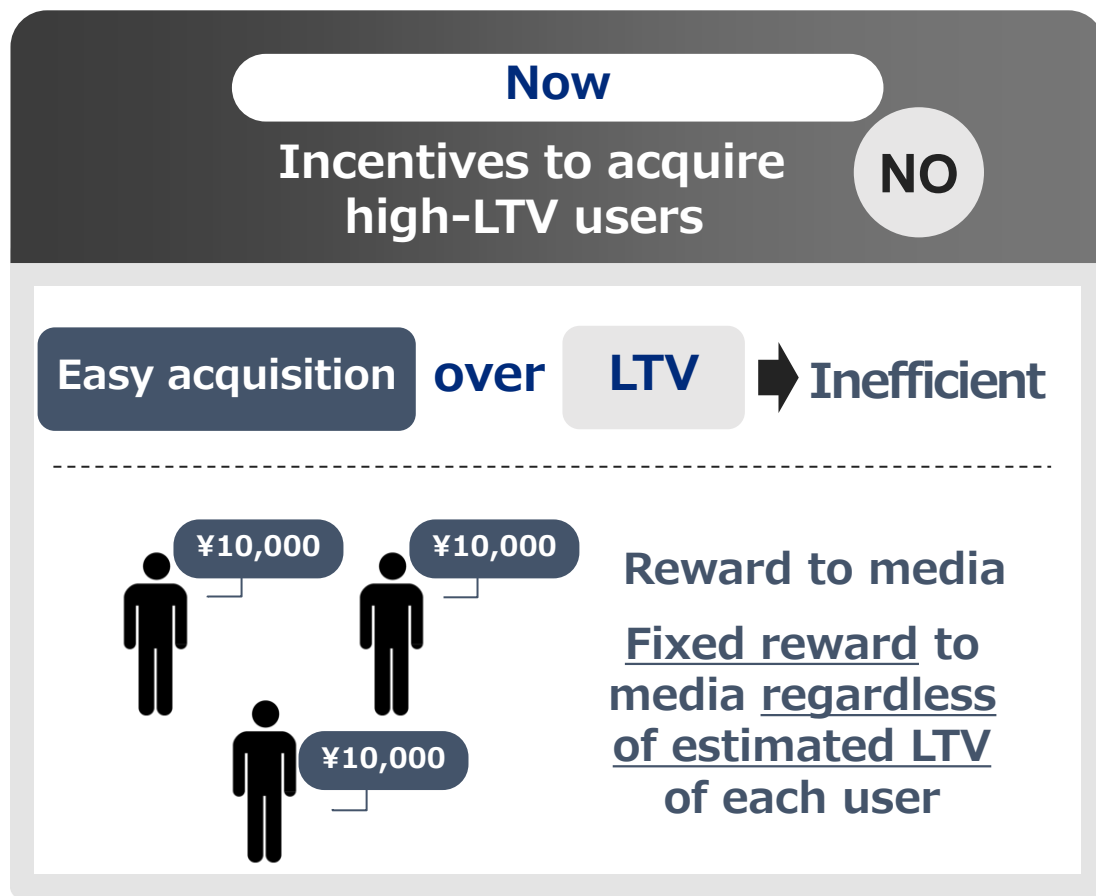


① -a Shift to next-gen internet ad model

(Variable media fee unit price)

Aim to introduce a variable reward based on estimated LTV of end-users.

Realize shift from commission model via enhancement of performance model.



①-b Shift to next-gen internet ad model

(Creation of large-scale media)

Create large-scale media that improves consumer experiences and advertising efficiency through alliances with other companies.

Creation of Vertical Media

— Specializing in specific fields —

Site planning/design/
strategic development

Media development for
the existing customer market

Expansion of genres
in emerging markets

...

Creation of Retail Media

— Enhancing customer experience —

Site planning/design/
strategic development

Provision of reward systems

Maximizing the customer
experience for existing members

...

Creation of Signage Media

— Fusion of digital and physical —

Site planning/design/
strategic development

Potential market analysis

Deployment of
signage-based PR media

...



Create **multiple media**
with annual sales of **billions yen**

② Fusion of Acquisition and PR

Work on shift of awareness domain to a performance-based fee model through PR. In future, we aim fuse it with acquisition domain and visualize and optimize clients' cost-effectiveness.

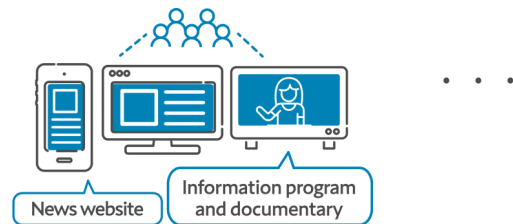


Expansion of performance-based PR services

Effectiveness measurement in the awareness domain

Optimization through the fusion of awareness and acquisition domains

Rapidly expand performance-based PR services through our network



Offer under performance-based fee model

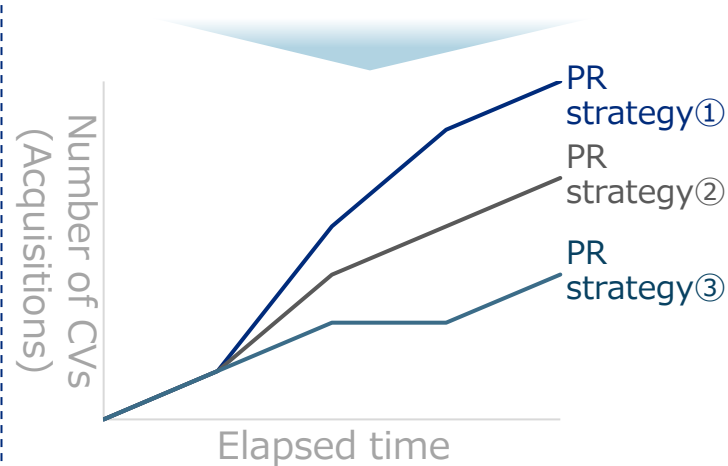
Existing clients

New clients

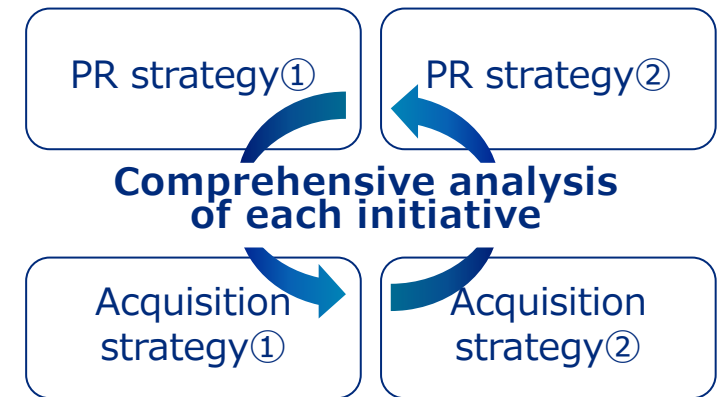


Conduct effectiveness measurement of PR strategies in relation to sales (≡ acquisition)

Data × Technology

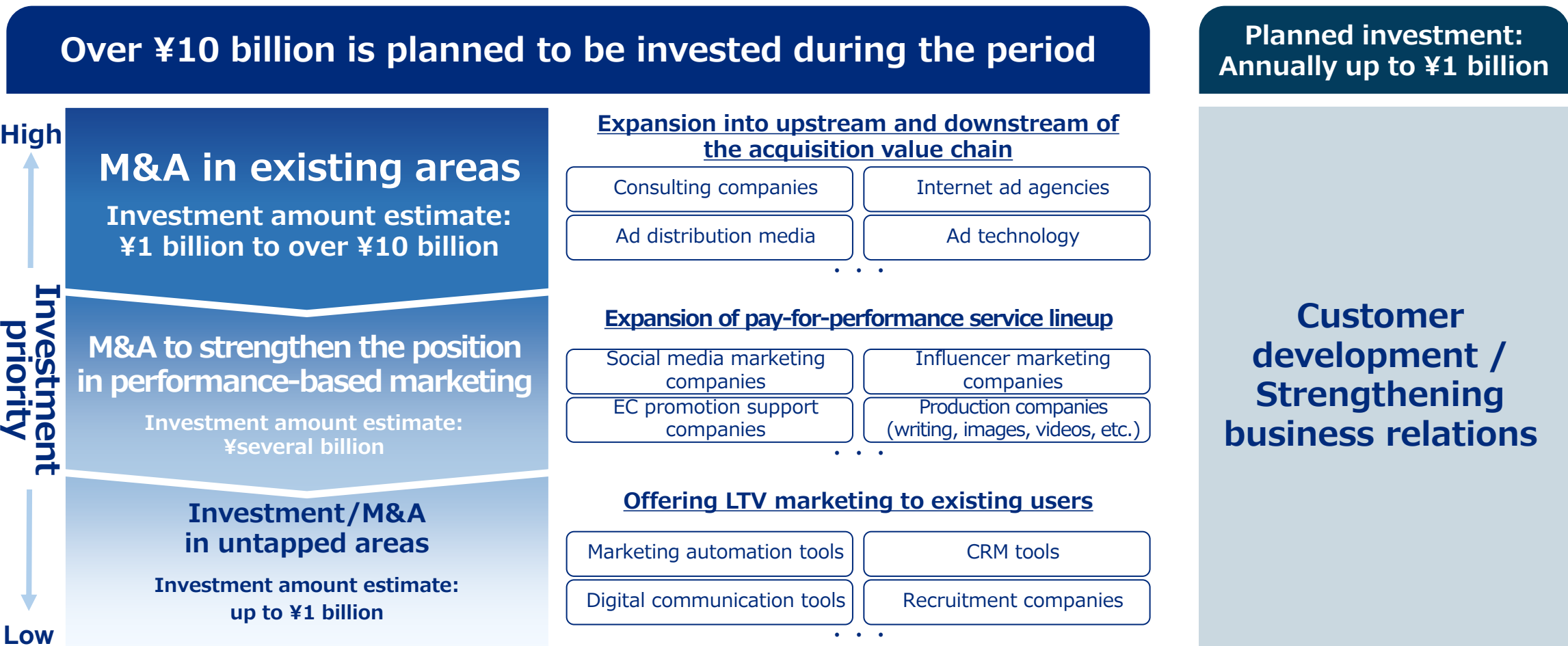


Visualize the contribution and synergy of each initiative from awareness to acquisition



③ Stepping up M&A

Prioritize investment that deepens and expands performance-based model. Investments for customer development and strengthening business relations are also being implemented.



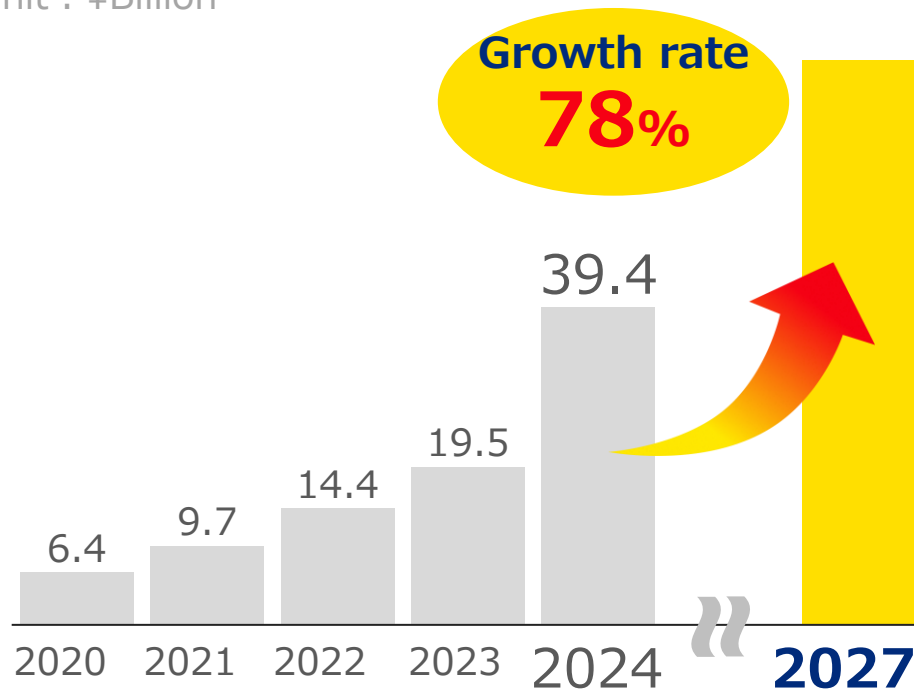
Numerical targets

Target ¥70 billion in sales and ¥7.5 billion in operating profit for FY04/2027.

Net sales

FY4/27 : **70.0** bn

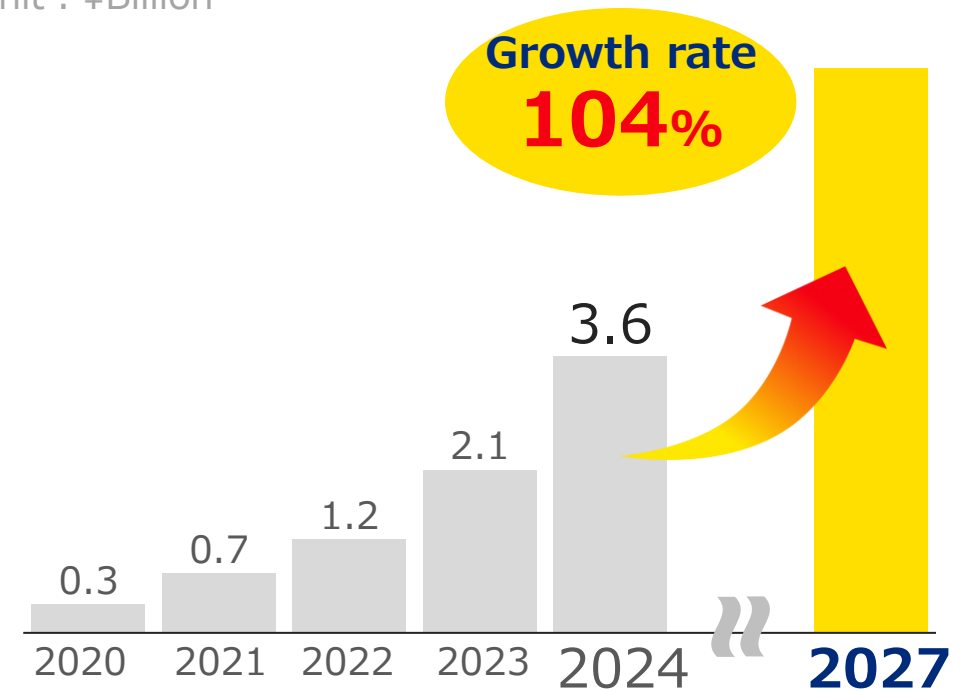
Unit : ¥Billion



Operating profit

FY4/27 : **7.5** bn

Unit : ¥Billion



*Note: The operating profit for FY04/2027 is before the deduction of advertising expenses.

Dividends

We target **a payout ratio of 20%** for consistent dividend payments, with the aim of achieving a higher level in future.

Share buybacks

If the stock price is judged to be mispriced persistently, we will intend to exercise **share buybacks.**

Disclaimer



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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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