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Consolidated Financial Results for Q3 (9 Months) of FY04/2025 [J-GAAP]

March 14, 2025

Company Name: Macbee Planet, Inc. (“the Company”) Listing: Tokyo Stock Exchange Prime Market
Securities Code: 7095 URL: <https://macbee-planet.com/ir/en/index.html>
Representative (Title) Representative Director and President (Name) Tomohiro Chiba
Scheduled Date of Dividends Payment Commencement: -
Preparation of Supplementary Materials on Financial Results: Yes
Financial Results Briefing: Yes (financial results presentation video planned) *Japanese only

(Amounts are rounded down to the nearest million yen.)

1. Consolidated Financial Results for Q3 (9 months) of FY04/2025 (May 1, 2024 to January 31, 2025)

(1) Consolidated operating results (cumulative) (Percentages represent changes from the same period of the previous year.)

	Net sales		Operating profit		Ordinary profit		Profit attributable to owners of parent	
	Millions of yen	%	Millions of yen	%	Millions of yen	%	Millions of yen	%
Q3 FY04/2025	38,381	32.2	3,629	13.8	3,592	13.4	2,105	0.5
Q3 FY04/2024	29,043	106.2	3,189	111.8	3,169	110.2	2,095	108.8

(Note) Comprehensive income Q3 FY04/2025 2,255 million yen, 12.7% Q3 FY04/2024 2,001 million yen, 80.1%

	Profit per share	Diluted profit per share
	Yen	Yen
Q3 FY04/2025	147.93	-
Q3 FY04/2024	146.11	142.28

(Note 1) On June 1, 2024, a 4-for-1 stock split of common shares was conducted. “Profit per share” and “Diluted profit per share” have been calculated based on the assumption that the stock split had taken place at the beginning of the previous fiscal year.

(Note 2) Diluted profit per share for Q3 FY04/2025 is not presented because there are no dilutive shares.

(2) Consolidated financial position

	Total assets	Net assets	Equity ratio
	Millions of yen	Millions of yen	%
End of Q3 FY04/2025	21,802	10,577	48.2
FY04/2024	20,228	10,031	49.2

(Ref.) Net worth End of Q3 FY04/2025 10,502 million yen End of FY04/2024 9,956 million yen

2. Cash Dividends

	Annual dividends per share				
	End of Q1	End of Q2	End of Q3	End of Q4	Total
	Yen	Yen	Yen	Yen	Yen
FY04/2024	-	56.00	-	0.00	56.00
FY04/2025	-	18.00	-	-	-
FY04/2025 (Forecast)	-	-	-	18.00	36.00

(Note 1) Revision to dividends forecast from the most recently announced dividends forecast : None

(Note 2) On June 1, 2024, a 4-for-1 stock split for common shares was conducted. FY04/2024 represent the actual amount before the stock split. FY04/2025 represents the amount after the stock split.

3. Forecast of Consolidated Financial Results for FY04/2025 (May 1, 2024 to April 30, 2025)

(Percentages represent changes from the previous year.)

	Net sales		Operating profit		Ordinary profit		Profit attributable to owners of parent		Profit per share
	Millions of yen	%	Millions of yen	%	Millions of yen	%	Millions of yen	%	Yen
Full year	53,000	34.5	4,700	28.0	4,630	26.2	2,770	21.3	195.80

(Note) 1. Revisions to the most recently announced financial results forecasts : Yes

2. For details regarding the revision of the financial results forecasts, please refer to “Notice Regarding Revision of Consolidated Financial Results Forecasts for FY04/2025” released today (March 14, 2025).

Notes

(1) Significant changes in the scope of consolidation during the period : None

New company: None Excluded company: None

(2) Adoption of accounting methods specific to the preparation of the consolidated financial statements : Yes

(3) Changes in accounting policies, changes in accounting estimates, and restatements

(1) Changes in accounting policies due to revisions of accounting standards, etc. : Yes

(2) Changes in accounting policies other than (1) above : None

(3) Changes in accounting estimates : None

(4) Restatements : None

(4) Number of shares issued (common shares)

Number of shares issued at the end of the period (including treasury shares)	Q3 FY04/2025	14,654,272 shares	FY04/2024	14,654,272 shares
Number of treasury shares at the end of the period	Q3 FY04/2024	777,366 shares	FY04/2024	153,088 shares
Average number of shares outstanding during the period (9 months)	Q3 FY04/2025	14,234,279 shares	Q3 FY04/2024	14,339,112 shares

(Note) On June 1, 2024, a 4-for-1 stock split of common shares was conducted. "Number of shares issued at the end of the period," "Number of treasury shares at the end of the period," and "Average number of shares outstanding during the period" are calculated based on the assumption that the stock split was conducted at the beginning of the previous fiscal year.

* Consolidated financial results are exempt from review by a certified public accountant or an auditing firm

* Explanation of the appropriate use of financial results forecasts and other special notes

(Cautionary statement regarding forward-looking statements)

The forward-looking statements in the document are based on information currently available to the Company and certain assumptions that are judged to be reasonable. Due to uncertainties inherent in the judgments and assumptions, as well as changes in business operations and internal and external conditions, actual results may differ materially from those forecasted. The Company does not guarantee the certainty of any forward-looking statements.

(How to obtain supplementary material on financial results)

Supplementary material for financial results is disclosed on the TD-net on the same day. The supplementary material is also posted on the Company's website on the same day.

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1. Qualitative information on the financial results for Q3 FY04/2025

(1) Explanation of operating results

During Q3 FY04/2025, the Japanese economy showed signs of gradual recovery as normalization of economic activities progressed. However, the outlook remains uncertain due to concerns about a decline in consumer confidence, triggered by the ongoing depreciation of the Japanese Yen and rising prices of raw materials stemming from the prolonged situation in Ukraine.

In the Internet advertising market, where Macbee Planet Group (“the Group”)’s core businesses operate, a wave of DX (digital transformation) is sweeping across the world, and the full-fledged digital age is about to arrive. The Internet advertising market increased by 9.6% year-on-year, reaching 3,651.7 billion yen (*) by 2024. Globally, digital media spending tends to account for about half of all advertising expenditures, due in part to its cost efficiency compared to offline media, and the trend is taking shape in Japan as well, providing a tailwind for the Group.

* From "Advertising Expenditures in Japan in 2024" by Dentsu Inc.

Under such circumstances, the Group promoted LTV marketing, an advanced form of Internet advertising, and focused on developing proprietary technologies to expand its business. As a result, the Group’s operating results were as follows.

For Q3 FY04/2025, net sales were 38,381 million yen (up 32.2% year-on-year), operating profit was 3,629 million yen (up 13.8% year-on-year), ordinary profit was 3,592 million yen (up 13.4% year-on-year), and profit attributable to owners of parent was 2,105 million yen (up 0.5% year-on-year).

Operating results by segment are as follows.

(LTV Marketing)

Regarding the segment, net sales were 37,710 million yen (up 30.5% year-on-year) and profit was 5,191 million yen (up 19.1% year-on-year) as a result of continued expansion of existing business, steady acquisition of new clients, and the success of measures using proprietary data acquisition technologies.

(2) Explanation of financial condition

(Assets)

Total assets at the end of the third quarter of the current fiscal year increased by 1,574 million yen from the end of the previous fiscal year to 21,802 million yen. The main factors were a decrease of 4,080 million yen in cash and deposits mainly due to the repurchase of treasury shares, while accounts receivable increased by 1,873 million yen, and accounts receivable-other increased by 2,787 million yen due to the provision of ancillary functions which allow installment payments of advertising expenses.

(Liabilities)

Total liabilities at the end of the third quarter of the current fiscal year increased by 1,027 million yen from the end of the previous fiscal year to 11,224 million yen. The main factors were increases of 1,434 million yen in accounts payable and 1,097 million yen in short-term borrowings, while income taxes payable and long-term borrowings decreased by 959 million yen and 320 million yen, respectively.

(Net assets)

Net assets at the end of the third quarter of the current fiscal year increased by 546 million yen from the end of the previous fiscal year to 10,577 million yen. This was mainly due to a decrease of 1,438 million yen due to the repurchase of treasury shares, etc., while retained earnings increased due to the posting of 2,105 million yen in profit attributable to owners of parent.

(3) Explanation of consolidated financial results forecasts and other forward-looking information

Financial results forecasts for FY04/2025 have been revised from the full-year forecasts announced in "Full-Year FY4/24 Financial Results Presentation Material" on June 13, 2024. For details regarding the revision of the financial results forecasts, please refer to “Notice Regarding Revision of Consolidated Financial Results Forecasts for FY04/2025” released today (March 14, 2025).

The forecast is based on information available as of the date of publication of the document and on certain assumptions that are judged to be reasonable.

Consolidated financial statements and notes

(1) Consolidated balance sheet

(Millions of yen)

	End of FY04/2024 (April 30, 2024)	End of Q3 FY04/2025 (January 31, 2025)
Assets		
Current assets		
Cash and deposits	11,327	7,247
Accounts receivable	4,185	6,059
Accounts receivable - other	9	2,797
Other	334	721
Allowance for doubtful accounts	(33)	(37)
Total current assets	15,823	16,788
Non-current assets		
Property, plant and equipment		
Facilities attached to buildings, net	62	60
Tools, furniture and fixtures, net	19	16
Total property, plant and equipment	82	77
Intangible assets		
Software	29	15
Goodwill	2,203	2,550
Customer-related intangible assets	520	471
Total intangible assets	2,753	3,036
Investments and other assets		
Investment securities	954	1,076
Long-term loans receivable	747	957
Other	614	516
Allowance for doubtful accounts	(747)	(651)
Total investments and other assets	1,569	1,899
Total intangible assets	4,404	5,014
Total assets	20,228	21,802

(Millions of yen)

	End of FY04/2024 (April 30, 2024)	End of Q3 FY04/2025 (January 31, 2025)
Liabilities		
Current liabilities		
Accounts payable	4,487	5,921
Short-term borrowings	1,088	2,186
Current portion of long-term borrowings	427	455
Income taxes payable	1,629	670
Provision for bonuses	11	31
Other	908	766
Total current liabilities	8,553	10,031
Non-current liabilities		
Long-term borrowings	1,513	1,193
Other	130	-
Total non-current liabilities	1,644	1,193
Total Liabilities	10,197	11,224
Net assets		
Shareholders' equity		
Share capital	2,635	2,635
Capital surplus	2,629	2,629
Retained earnings	5,507	7,342
Treasury shares	(693)	(2,131)
Total shareholders' equity	10,079	10,475
Accumulated other comprehensive income		
Net unrealized gains (losses) on available-for-sale securities	(122)	26
Total accumulated other comprehensive income	(122)	26
Non-controlling interests	74	75
Total net assets	10,031	10,577
Total liabilities and net assets	20,228	21,802

(2) Consolidated statement of income and consolidated statement of comprehensive income

Consolidated statement of income

(Millions of yen)

	Q3 FY04/2024 (May 1, 2023 to January 31, 2024)	Q3 FY04/2025 (May 1, 2024 to January 31, 2025)
Net sales	29,043	38,381
Cost of sales	23,310	31,427
Gross profit	5,732	6,954
Selling, general and administrative expenses	2,543	3,324
Operating profit	3,189	3,629
Non-operating income		
Interest income	21	2
Other	1	3
Total non-operating income	22	5
Non-operating expenses		
Interest expenses	21	26
Share issuance costs	5	-
Loss on valuation of investment securities	12	8
Other	4	7
Total non-operating expenses	43	42
Ordinary profit	3,169	3,592
Extraordinary losses		
Loss on valuation of investment securities	24	205
Total extraordinary losses	24	205
Profit before income taxes	3,144	3,387
Income taxes	1,047	1,280
Profit	2,096	2,107
Profit attributable to non-controlling interests	1	1
Profit attributable to owners of parent	2,095	2,105

Consolidated statement of comprehensive income

(Millions of yen)

	Q3 FY04/2024 (May 1, 2023 to January 31, 2024)	Q3 FY04/2025 (May 1, 2024 to January 31, 2025)
Profit	2,096	2,107
Other comprehensive income		
Net unrealized gains (losses) on available-for-sale securities	(94)	148
Total other comprehensive income	(94)	148
Comprehensive income	2,001	2,255
(Breakdown)		
Comprehensive income attributable to owners of parent	2,000	2,254
Comprehensive income attributable to non-controlling interests	1	1

(3) Notes to consolidated financial statements

(Going-concern assumptions)

Not applicable.

(Significant changes in shareholders' equity)

The Company repurchased 617,800 treasury shares in accordance with a resolution of the Board of Directors' meeting held on September 12, 2024. In addition, the Company disposed of 52,736 treasury shares as restricted stock compensation in accordance with the resolution of the Board of Directors' meeting held on August 29, 2024. As a result of these factors, treasury shares increased by 1,438 million yen, resulting in 2,131 million yen at the end of the third quarter of FY04/2025.

(Adoption of accounting methods specific to the preparation of consolidated financial statements)

Tax expenses are calculated by multiplying profit before income taxes by the estimated effective tax rate, which is reasonably estimated by applying tax effect accounting to profit before income taxes for the current fiscal year.

(Change in accounting policies)

(Application of "Accounting Standard for Current Income taxes")

The Company has applied the "Accounting Standard for Current Income Taxes" (Accounting Standards Board of Japan (ASBJ) Statement No. 27, October 28, 2022; the "Revised Accounting Standard of 2022") and other relevant ASBJ regulations from the beginning of the first quarter of the fiscal year ending April 30, 2025.

Revisions to categories for recording current income taxes (taxation on other comprehensive income) conform to the transitional treatment in the proviso of paragraph 20-3 of the Revised Accounting Standard of 2022 and to the transitional treatment in the proviso of paragraph 65-2(2) of the "Guidance on Accounting Standard for Tax Effect Accounting" (ASBJ Guidance No. 28, October 28, 2022; the "Revised Guidance of 2022"). This has no impact on the quarterly consolidated financial statements.

In addition, regarding the revisions related to revised treatment in the consolidated financial statements of the deferral for tax purposes of gains or losses arising from the sale of shares of subsidiaries, etc. between consolidated companies, the Company has applied the Revised Guidance of 2022 from the beginning of the first quarter of the fiscal year ending April 30, 2025. This change in accounting policy has been applied retrospectively, and the new accounting policy is reflected in the consolidated financial statements for the same period of the previous fiscal year and in the consolidated financial statements for the previous fiscal year. There is no impact from such application on the consolidated financial statements for the same period of the previous fiscal year and on the consolidated financial statements for the previous fiscal year.

(Additional information)

(Application of Japanese Group Relief System)

Effective from the first quarter of the current fiscal year, the Company and some of its consolidated subsidiaries have transitioned from the stand-alone taxation system to the Japanese Group Relief System.

In addition, in accordance with "Practical Solution on the Accounting and Disclosure Under the Group Tax Sharing System" (PITF No. 42, August 12, 2021), the Company accounts for income taxes and local income taxes or tax effect accounting related to these taxes and disclosures.

(Segment information)

Segment information

Q3 FY04/2024 (May 1, 2023 to January 31, 2024)

Breakdown of net sales and profit (loss) by reportable segment

(Millions of yen)

	Reportable segment	Other (Note 1)	Adjustment (Note 2)	Total (Note 3)
	LTV Marketing			
Net sales				
Performance-based fee	27,794	17	-	27,812
Fixed fee	1,091	139	-	1,230
Revenue from contracts with customers	28,886	157	-	29,043
Net sales to external customers	28,886	157	-	29,043
Total	28,886	157	-	29,043
Segment profit	4,358	33	(1,202)	3,189

(Notes) 1. "Other" is a business segment that is not included in the reportable segment and includes DX Solution, etc.

2. Adjustments to segment profit are corporate expenses that are not allocated to reportable segment and are primarily general and administrative expenses that are not attributable to reportable segment.

3. Segment profit is adjusted with operating profit in the consolidated statement of income.

Q3 FY04/2025 (May 1, 2024 to January 31, 2025)

Breakdown of net sales and profit (loss) by reportable segment

(Millions of yen)

	Reportable segment	Other (Note 1)	Adjustment (Note 2)	Total (Note 3)
	LTV Marketing			
Net sales				
Performance-based fee	36,601	102	-	36,703
Fixed fee	1,109	568	-	1,678
Revenue from contracts with customers	37,710	671	-	38,381
Net sales to external customers	37,710	671	-	38,381
Total	37,710	671	-	38,381
Segment profit	5,191	181	(1,743)	3,629

(Notes) 1. "Other" is a business segment that is not included in the reportable segment and includes Strategic PR, etc.

2. Adjustments to segment profit are corporate expenses that are not allocated to reportable segment and are primarily general and administrative expenses that are not attributable to reportable segment.

3. Segment profit is adjusted with operating profit in the consolidated statement of income.

(Statements of cash flows)

Quarterly consolidated statement of cash flows for the third quarter of FY04/2025 have not been prepared. Depreciation (including amortization of intangible assets excluding goodwill and customer-related intangible assets), amortization of goodwill and customer-related intangible assets for the third quarter of FY04/2025, amortization of goodwill, and amortization of customer-related intangible assets for the third quarter of FY04/2025 are as follows.

	Q3 FY04/2024 (May 1, 2023 to January 31, 2024)	Q3 FY04/2025 (May 1, 2024 to January 31, 2025)
Depreciation	31 million yen	26 million yen
Amortization of goodwill	284 million yen	420 million yen
Amortization of customer-related intangible assets	48 million yen	48 million yen