

Q3 FY04/2025 Financial Results Presentation Material

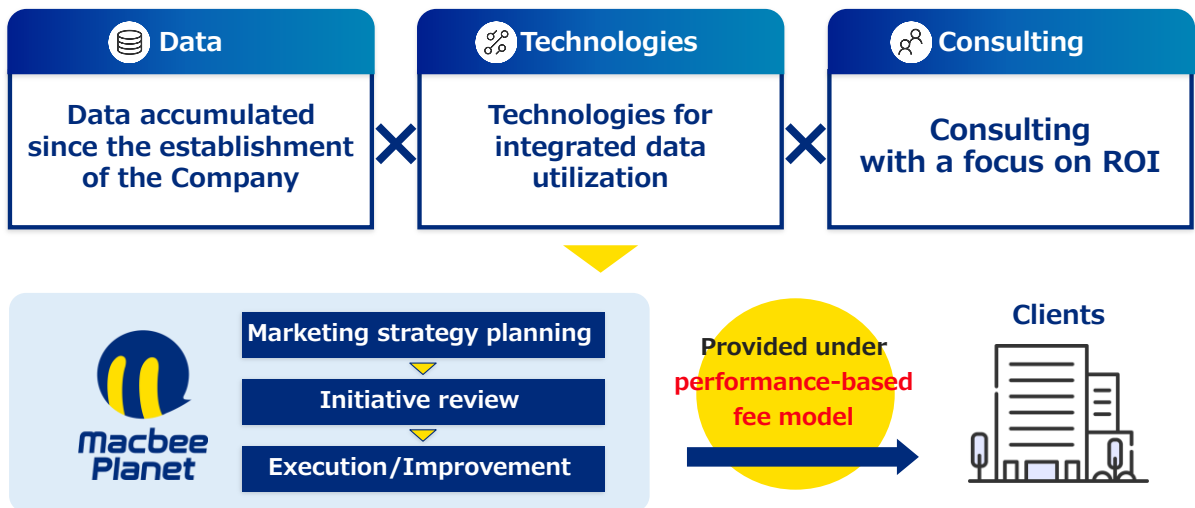
March 14, 2025
Macbee Planet, Inc.
Stock code 7095



- Chiba: I am Chiba, Representative Director and President of Macbee Planet, Inc
- Today, I will be discussing our financial results for the third quarter of FY04/2025.

Business overview

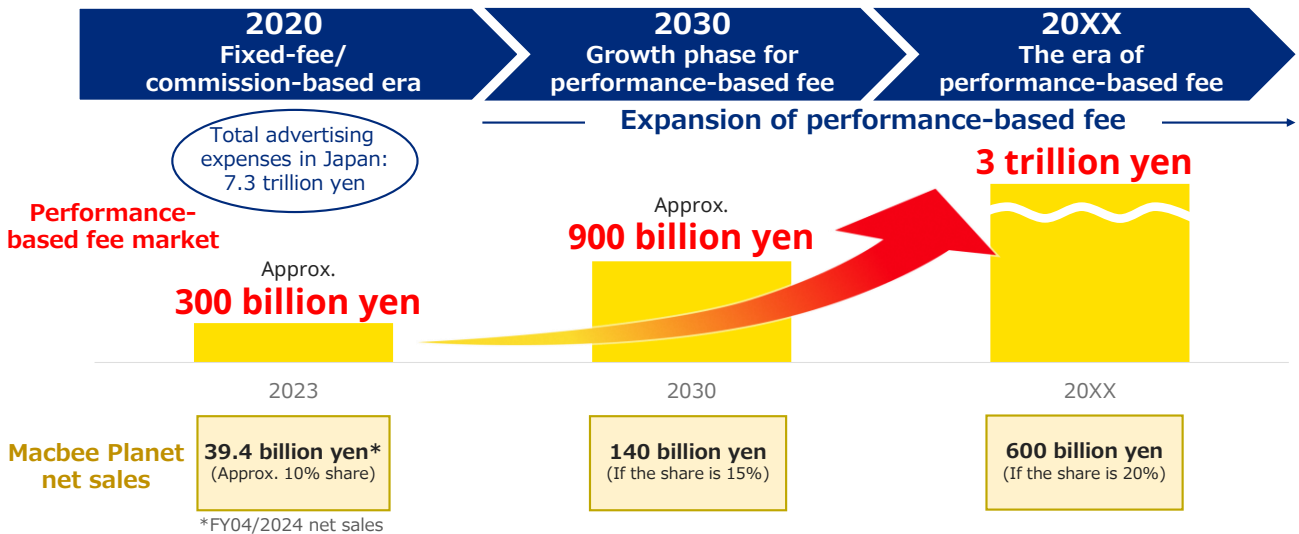
- We provide performance-based fee marketing that minimizes client risk through a combination of Data, Technologies and Consulting.



- First, let me explain our business activities.
- We provide unique performance-based fee marketing based on three sources of competitiveness: (1) a data base accumulated over many years, (2) technologies that comprehensively utilize those data, and (3) the ability to make proposals that optimize marketing ROI.
- Since our service is low risk and highly cost-effective for our clients, we have steadily increased the number of clients and the size of businesses and have achieved a high growth rate.

Outlook for the performance-based fee market

- Currently, fixed-fees and commissions are major.
- Moving to performance-based fee era which is low-risk for clients.

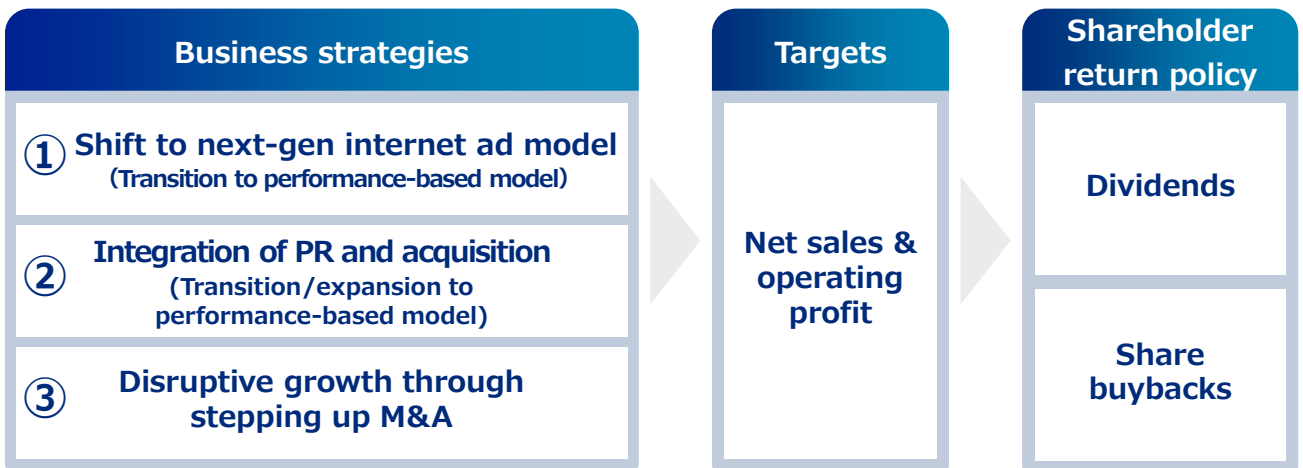


Source: The 2023 data is calculated by our company based on Dentsu's "Advertising Expenditures in Japan".
Figures of the performance-based fee market for 2030 onwards are based on the Company's estimates.

- Next, I will explain the target markets.
- Although we started offering performance-based fee marketing in the area of awareness after the acquisition of PR Cloud Tech, I would like to focus on the area of acquisition, which is our current main battleground.
- Currently, the majority of the advertising market is dominated by fixed-fee advertising, requiring clients to take significant risks in order to acquire new users.
- Therefore, there is strong demand for performance-based fee services that are low-risk and highly cost-effective for clients—services that break away from conventional industry norms. By leveraging technologies and data to provide our services on a performance-based fee model, we have achieved a breakthrough that is now driving a significant shift in the market.
- The market capacity of the performance-based fee is currently about 300 billion yen, but is expected to grow to 900 billion yen by 2030 and to 3 trillion yen further down the road. By expanding our share in this market, we aim to accelerate net sales growth.

Business strategies for the mid-term business plan

- Break through marketing norms through three business strategies.



*For Details of the business strategies, please refer to "[Medium-Term Business Plan \(FY04/2025 to FY04/2027\)](#)"

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- In order to promote the shift of the advertising market to a performance-based fee structure, we have identified three business strategies in its mid-term business plan for FY04/2025 through FY04/2027 as stated: "Shift to next-generation Internet advertising model," "Integration of PR and acquisition," and "Stepping up M&A."
- Through these executions, we aim to break the norm of traditional marketing.

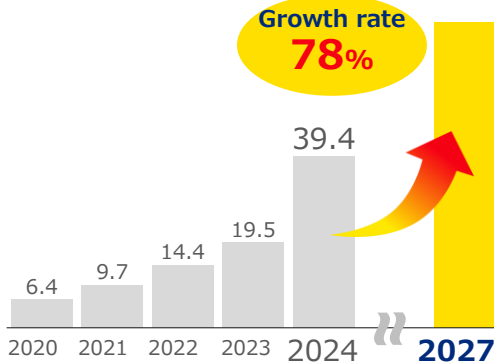
Numerical targets

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

Net sales

FY04/2027 : **70.0**bn

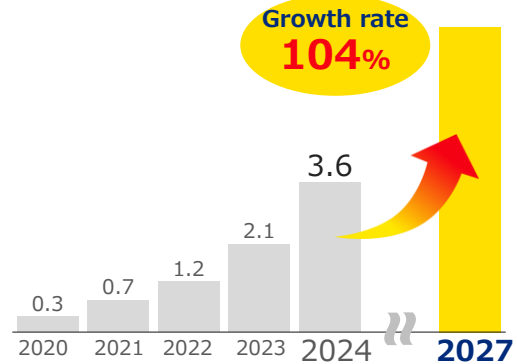
Unit : ¥Billion



Operating profit

FY04/2027 : **7.5**bn

Unit : ¥Billion



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

- As numerical targets, we have set net sales for FY04/2027 at 70 billion yen, a 78% growth compared to FY04/2024, and operating profit at 7.5 billion yen, a 104% growth compared to FY04/2024.
- As I will explain later, we expect to grow more than planned this fiscal year.
- We have already achieved a high growth rate, but we intend to meet the expectations of our stakeholders by achieving further business growth even as the scale of our business expands.

FY04/2025 Q3 (9 months) highlights

■ Net sales and profits continued to progress ahead of the plan, with both existing and new clients growing steadily.

Q3 (9 months) financial highlights			Q3 Initiatives	
(Millions of yen)				
Q3 FY2024	Q3 FY2025	YoY change		
Net sales	29,043	38,381	+32%	Net sales <ul style="list-style-type: none"> Sales in the Medical sector exceeded the plan Investment sector drove the growth in Finance sector Large campaign newly launched in Talent sector Steady expansion in Other sector as well
EBITDA	3,554	4,088	+16%	Margins <ul style="list-style-type: none"> Medical sector prioritized scale expansion over profit margin enhancement Reduction in the Bricks & Mortar sector (high profit margin) in view of sector trends
Operating profit	3,189	3,629	+14%	Profits <ul style="list-style-type: none"> Progressed ahead of the plan Reversal of allowance for doubtful accounts: ¥0.09b Advertising expenses: ¥0.13b (reduced from the plan)
OPM	11.0%	9.5%	(1.5)pt	Others <ul style="list-style-type: none"> Moved to Tokyo Stock Exchange Prime Market Mid-Term Business Plan announced Share buybacks and introduction of regular dividends PR of the Company (Taxi ads, TV programs, symposium)

- I will continue by explaining the highlights of the third quarter of FY04/2025.
- We assess that net sales are progressing very well.
- The Medical and Finance industries are growing steadily year over year, and new acquisitions are being made in new industries in addition to existing industries. In the third quarter, a new large-scale campaign started in Human Talent industry.
- Although the profit margin has declined year-on-year due to the client mix, the amount of profit is expected to exceed the plan at the beginning of the fiscal year.
- As a result, net sales for the third quarter totaled 38,381 million yen, up 32% year-on-year, and operating profit increased by 14% year-on-year to 3,629 million yen.

Revision of FY04/2025 financial results forecasts



- In addition to net sales forecast, range forecasts for profits were also revised.
- Growth rate for FY04/2025 is expected to exceed the mid-term business plan.

(Millions of yen)	FY04/2024	FY04/2025	
	Results	Previous forecasts	Revised forecasts
Net sales	39,405	48,000	53,000
(YOY change)	+101%	+22%	+35%
Operating profit	3,670	4,500 to 5,000	4,700
(YOY change)	+70%	+23% to 36%	+28%
Ordinary profit	3,668	4,470 to 4,970	4,630
Profit attributable to owners of parent	2,282	2,720 to 3,070	2,770
(YOY change)	+46%	+19% to 35%	+21%
Profit per share	¥158.77	¥187.57 to ¥211.70	¥195.80

Background of the revision of the financial results forecasts

Net sales /GPM

Net sales increased mainly in Medical sector, but GPM declined due to clients mix
Met client's demand and achieved rapid expansion by successfully acquiring users while maintaining efficiency.

SG&A expenses

Reduction of advertising expenses and reversal of allowance for doubtful accounts
☞ Details next page

Q4 assumptions

Net sales

Increase from Q3
Expect further expansion in Finance/Talent sectors

GPM

Slight decrease from Q3
GPM has been impacted by client mix in FY2025, but an improvement is expected in FY2026

SG&A expenses

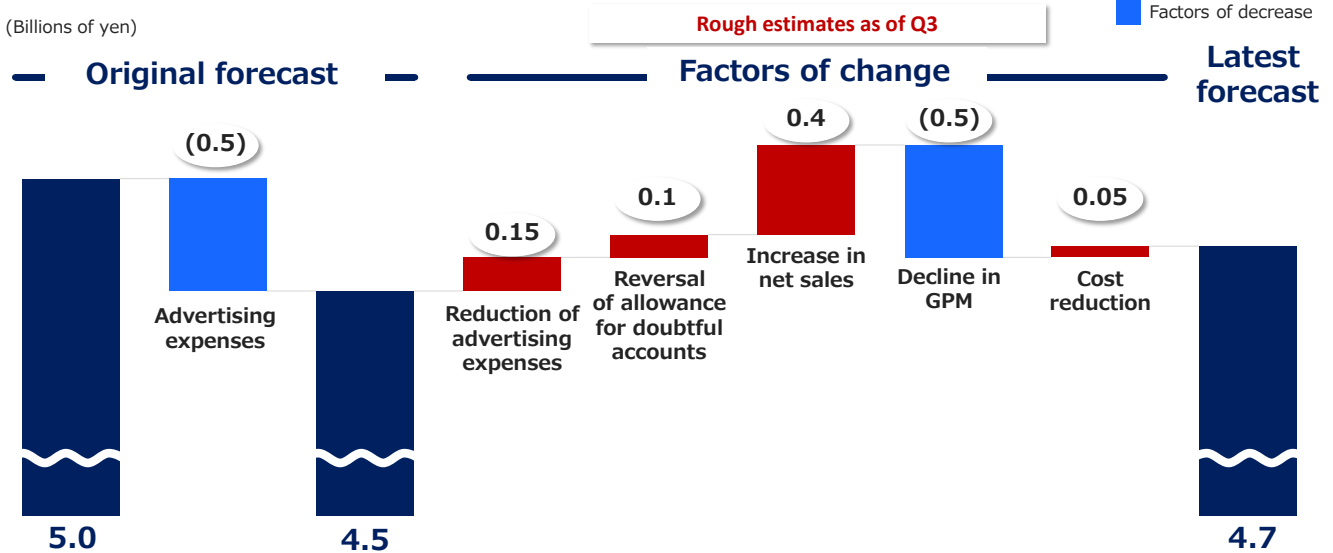
Increase in advertising expenses
¥0.2b is expected for Q4 (partly under adjustment)⁷

- Based on the progress through the third quarter and the outlook for the fourth quarter, we have revised the financial results forecasts for FY04/2025.
- Net sales forecast was raised from 48,000 million yen in the initial plan to 53,000 million yen because they are exceeding the plan mainly in the Medical industry, and Finance/Human Talent industries are expected to continue expanding in the fourth quarter as well.
- We recognize that this is a result of our ability to continue to acquire users while maintaining efficiency in response to our clients' policy of increased investment in advertising.
- The operating profit forecast, which was initially disclosed in the range of 4,500 to 5,000 million yen, has been revised to 4,700 million yen due to the increased certainty of the outlook for advertising expenses and the reversal of allowance for doubtful accounts, taking into account the gross profit margin as well.

Factors affecting operating profit forecast

■ Revised in consideration of reduced advertising expenses and reversal of allowance for doubtful accounts, etc.

(Billions of yen)

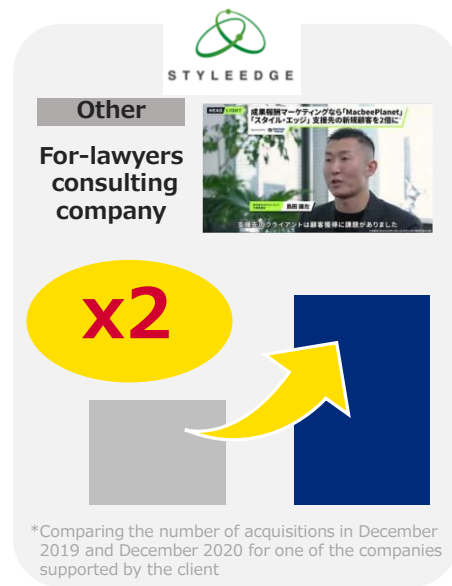


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- I will explain the details of the revision to the operating profit forecast.
- The operating profit forecast set at the beginning of the fiscal year was based on an operating profit of 5 billion yen, with a lower limit of 4.5 billion yen because the Company planned to spend up to 0.5 billion yen on advertising.
- Applying the rounded estimates as of the end of the third quarter to the initial forecast, advertising expenses are expected to be reduced, so the reduced amount will be added to the forecast.
- In addition, a reversal of the allowance for doubtful accounts is expected to amount to 100 million yen, which will be added to the forecast as well.
- Net sales exceeded the plan by 0.4 billion yen, but this is offset by decline in gross profit margin.
- On the other hand, the Company was able to handle the increase in net sales without hiring as much as planned, and was able to keep the rise of personnel expenses under control.
- As a result, the forecast for operating profit is expected to be 4.7 billion yen.

Examples of marketing support

■ Performance-based fee marketing supported clients' high business growth.



- Next, I would like to present a couple of examples of marketing support.
- We help a variety of companies grow their businesses through marketing support. The client listed here were featured in the taxi ads.
- As you can see, as a result of our marketing support, each client was able to significantly increase its performance over the course of the year.
- This was due to our continued efforts to combine our strengths in data infrastructure, analytical technologies, and consulting to help clients grow their businesses, such as changing the contents of advertisements, analyzing the efficiency of media, introducing high-quality media, and making early proposals in response to external trends. We believe that these efforts led to growth in clients' businesses.

Media exposure



■ Performance-based fee marketing is receiving increasing media attention.

March 26, 2025
Toyo Keizai Symposium

Title
Marketing Strategies Shaping the Future and
the Power of Digital Transformation
Learning from Practical Cases of Top Runners

Presenting companies
Sumitomo Mitsui Banking Co.
Accenture Japan Ltd
Macbee Planet, Inc.

Application URL*:
<https://toyokezai.net/sp/sm/macdigital2025/>

January 18, 2025
MBS Mainichi Broadcasting System, Inc.
"NEXT JAPAN Heat Seekers"

Other media (Link: Our news release*)

[PIVOT](#)

[Nikkei CNBC "Ask the Top"](#)

[Fuji Television Network, Inc. "Gold Rush of Shinobu Sakagami"](#)

[ITmedia Marketing](#)

*Japanese only 10

- The Company's PR measures, which have been strengthened since the current fiscal year, have been effective and are attracting increasing attention from the media.
- This year, MBS Mainichi Broadcasting System featured us as a company that provides services that make the world more convenient.
- We are also recently invited to a symposium by Toyo Keizai as one of the top runners in leading the digital transformation of marketing.

Voluntary Adoption of IFRS

■ Preparing to apply International Financial Reporting Standards (IFRS) to meet global standards.

Schedule for voluntary adoption of IFRS (tentative)

	FY04/2025	FY04/2026
Financial results forecasts	J-GAAP	IFRS
Financial results (Consolidated Financial Results)	J-GAAP*	IFRS
Financial results (Annual Securities Report**)	Semiannual: J-GAAP, Annual: IFRS	IFRS

*FY04/2025 full-year financial results will be disclosed **under J-GAAP**, while FY04/2026 forecast will be disclosed **under IFRS** (tentative). Consolidated Financial Results for FY04/2025 will be disclosed under IFRS as well at a later date (tentative).

**Japanese only

Main impact of voluntary adoption of IFRS

	J-GAAP	IFRS
Periodic amortization of goodwill	Yes (annual amortization expenses of less than 0.6 billion yen)	None

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- Finally, I will explain the voluntary adoption of IFRS.
- The Company is currently preparing for the transition from the current J-GAAP to IFRS.
- The objective is to facilitate constructive dialogue with global investors as the Tokyo Stock Exchange Prime Market-listed company by conforming to global standards and improving the international comparability of financial information.
- The current schedule is to apply IFRS from the Annual Securities Report for FY04/2025. We also plan to disclose financial results forecasts for FY04/2026 in the Consolidated Financial Results for FY04/2025 under IFRS.
- In the case of our company, the main impact of the adoption of IFRS will be the amortization of goodwill. Currently, the Company incurs an annual goodwill amortization expense of less than 600 million yen, but if the Company adopts IFRS, we will no longer have to periodically amortize goodwill.
- Having aligned our accounting standards to better engage with global investors, we will strive to transform the advertising market from fixed-fee/commission to performance-based fee by establishing a dominant position in the performance-based fee market through utilizing M&A. We will continue growing our business.
- Thank you for your attention, and we hope you will continue to have high expectations for our company.

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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.

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