

FY04/2026 Financial Results Presentation Material

Announcement date: June 11, 2026

[Macbee Planet, Inc.](#)

Stock code 7095



- I am Chiba, the Representative Director and President of Macbee Planet, Inc.
- Today, I will first provide an overview of the full-year financial results for FY04/2026, and then discuss our growth strategies and financial forecasts for the next fiscal year.

Company overview	
Company name	Macbee Planet, Inc. (7095) (URL: https://macbee-planet.com/ir/en/)
Established	August 25, 2015
Capital	¥2,635mn (as of end of April 2025)
Business description	Performance-based fee marketing
Head office address	3-11-11 Shibuya, Shibuya-ku, Tokyo
No. of employees	201 (as of end of April 2026)
History	
Aug 2015	Established Macbee Planet
Mar 2020	Listed on Mothers section (current Growth section) of the Tokyo Stock Exchange
Aug 2021	Made Alpha a wholly-owned subsidiary
Mar 2023	Made Net Marketing (current All Ads) a wholly-owned subsidiary
Nov 2023	Macbee Planet became 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
May 2025	Made MOJA a wholly-owned subsidiary

- Here is an overview of our company.
- Macbee Planet is a performance-based fee marketing company that has consistently supported our clients' internet marketing activities since our founding, receiving compensation based on the results we generate.
- We were established in 2015, listed on the former Mothers market in 2020, and transitioned to the Prime market in 2024.
- Following the listing, we have actively pursued M&A to strengthen our business.

Initiatives Implemented in FY04/2026

- We expanded services in line with the business strategy of the mid-term business plan. We also implemented the adoption of IFRS and repurchase of treasury shares.

◇ Initiatives for service expansion

May 2025

MBP Strategy: Accelerated M&A

Group-in of MOJA, an SNS consulting firm

- Objectives: To expand the lineup of services with performance-based fees and improve profit margins through efficient client acquisition via social media

Jan. 2026

MBP Strategy: Shift to Next-Gen Internet Ads

Launch of vertical media through collaboration with major media companies

- Objectives: To create new consumer touchpoints in the wellness industry and improve profit margins by capturing a portion of the compensation paid to media partners

◇ Establishment of organizational structure

July 2025

Voluntary Adoption of IFRS (International Financial Reporting Standards)

- Objective: To improve international comparability (The adoption of IFRS reduced SG&A expenses by about 550 million yen compared to J-GAAP, mainly due to the non-amortization of goodwill)

April 2026

Repurchase of treasury shares (ToSTNeT-3)

- Objective: Shift to a structure designed to accelerate initiatives aimed at agile business operations and enhancing corporate value (MG GK, the asset management company of founder Mr. Matsumoto, participated)

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- Next, I will explain the overview of the full-year financial results for FY04/2026. I would first like to explain the initiatives implemented this fiscal year.
- In May 2025, at the start of the fiscal year, we acquired MOJA, a social media consulting firm, in order to expand our service lineup.
- We also implemented a voluntary adoption of IFRS to enhance international comparability. The difference of approximately 550 million yen between J-GAAP and IFRS stems mainly from the recognition of goodwill amortization.
- We also launched vertical media through partnership with one of the leading media companies, which is one of the measures to expand unique consumer touchpoints and improve profit margins in the future.
- Furthermore, in order to transition to a structure that accelerates agile business operations and initiatives to enhance corporate value, we conducted a share buyback, and the asset management company of the founder, who is the largest shareholder, participated.

Financial Highlights for FY04/2026



- Although the number of new clients increased, we were significantly impacted by the specific circumstances of existing major clients, resulting in decline in both revenue and profit for the first time since our foundation.

(Unit: Millions of yen) **Full year financial results**

	FY04/2025	FY04/2026	YoY Change
Revenue	51,675	50,579	(2)%

	FY04/2025	FY04/2026	YoY Change
Operating profit	5,171	3,650	(29)%
Operating profit margin	10.0%	7.2%	(2.8) pt

New clients

The number of newly acquired clients with monthly sales of 10 million yen or more

5 → 10

FY04/2025
FY04/2026

Of which monthly sales of 30 million yen or more :
 3 clients (1 in the previous fiscal year)

Existing clients

Investment

- Advertising restrained due to unauthorized access issues at securities companies (resolved from Q3)
- FX and cryptocurrency remained low due to deteriorating market conditions

Lending

- The impact of increase in media costs that began in Q1 was resolved by Q4
- Driven by the peak season, Q4 accounting period set a new record high

Medical

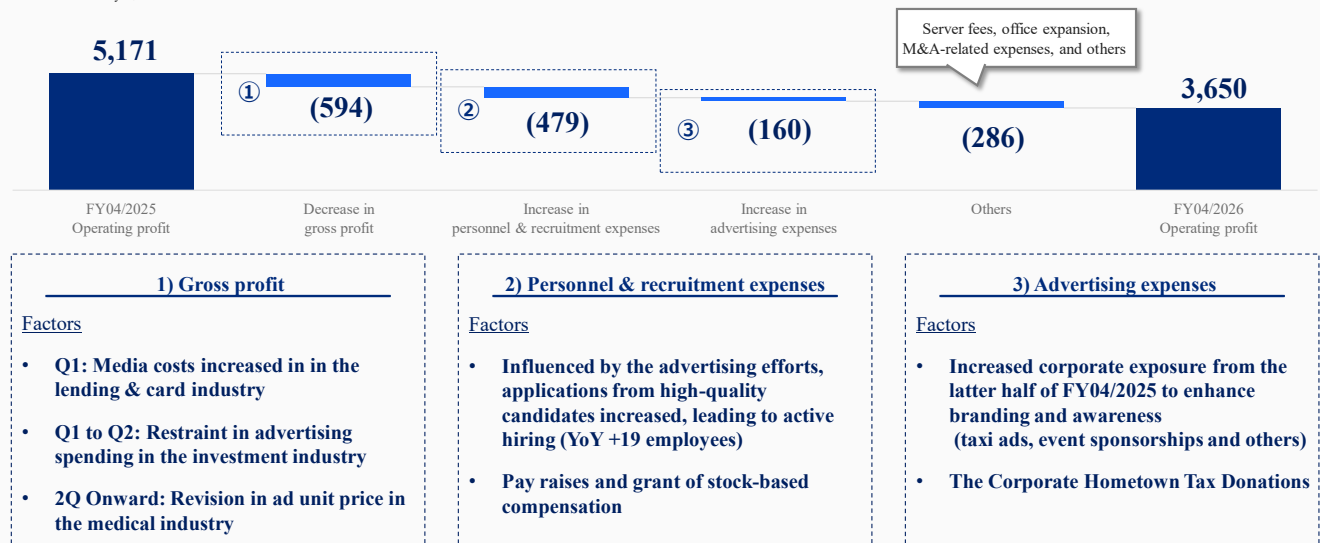
- Revenue from online medical consultations declined starting in Q2 due to a revision in ad unit price
- Revenue from in-person consultations performed well

- Next, I will explain the financial highlights for FY04/2026.
- Regarding new client acquisition, the number of clients with monthly sales of 10 million yen or more doubled compared to the previous fiscal year, totaling 10 contracts. The figure includes three clients with monthly sales of 30 million yen or more.
- On the other hand, transactions with existing clients were impacted by individual circumstances of certain major clients.
- In the investment industry, securities companies restrained advertising to address unauthorized access issues. In the lending and card industry, an increase in media costs prevented us from placing ads as originally planned. In the medical industry, the ad unit price was revised, reflecting changes in the competitive environment.
- Although the advertising restraint in the investment industry and the increase in media costs in the lending and card industry had been resolved by Q4, the impact was significant, and the consolidated financial results for FY04/2026 ended with a decline in both revenue and profit for the first time since our founding.

Breakdown of Changes in Operating Profit

- Operating profit decreased year-on-year mainly due to a decrease in gross profit influenced by specific situations of certain major clients as well as an increase in personnel expenses.
- Advertising efforts raised corporate awareness, leading to larger applicant pool and active hiring.

(Unit: Millions of yen)



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- I will now explain the breakdown of the year-on-year changes in operating profit for FY04/2026.
- First, regarding 1) gross profit, it decreased due to the impact of individual circumstances of the major clients, as mentioned earlier.
- Meanwhile, 2) personnel and recruitment expenses increased year-on-year, since corporate recognition and branding have improved due to advertising and promotional efforts explained in 3), which led to an increase in applications from high-quality candidates, prompting us to actively conducted recruitment activities.
- Regarding 3) advertising expenses, we implemented corporate branding and awareness-raising initiatives throughout the year, which we had been strengthening since the second half of the previous fiscal year, resulting in an increase year-on-year.
- This concludes the overview of the full-year financial results for FY04/2026.

- We defined relevant marketing approaches to drive growth.

Vision

Become a world-leading company through innovative marketing

Defined a new approach to marketing and becoming the market leader

- Advocate "LTV Marketing*", which became a widely accepted concept and redefined the approach of modern marketing
- Established the top market share in the performance-based fee marketing segment of the search-centric internet advertising market through "LTV Marketing"

* A form of data-driven digital marketing that maximizes user spending and retention periods in order to optimize advertising cost-effectiveness

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- Next, I will explain growth strategies and financial forecasts for FY04/2027.
- Our vision is to "Become a world-leading company through innovative marketing." Under this vision, we have been advocating "LTV Marketing", a data-driven digital marketing approach that maximizes user spending and retention periods while optimizing the return on investment for advertising, as a new paradigm for marketing.
- Now, 10 years after our founding, the concept has taken root in society alongside our company's growth. It has redefined modern marketing practices and enabled us to establish the top market share in the performance-based fee marketing segment of the search-centric internet advertising market.

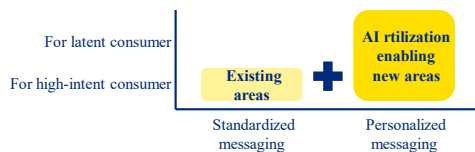
Changes in the Business Environment

- The business environment has changed significantly, driven by the rapid expansion of the market for advertising targeting latent consumers.
- We will penetrate the growing market with a performance-based model while leveraging AI.

Current situation: Established the top market share in the performance-based fee domain of the internet advertising market through "LTV Marketing."

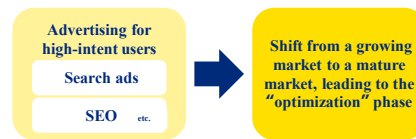
Opportunities

- In the internet advertising market, advertising targeting latent consumers such as social media, retail, and various tie-ups, has surpassed advertising targeting high-intent consumers (ads displayed when searching) in scale and continues to expand
- Leveraging AI to generate personalized creatives at a low cost is setting the stage for the growing market to transition into our performance-based "LTV Marketing" model.



Threats

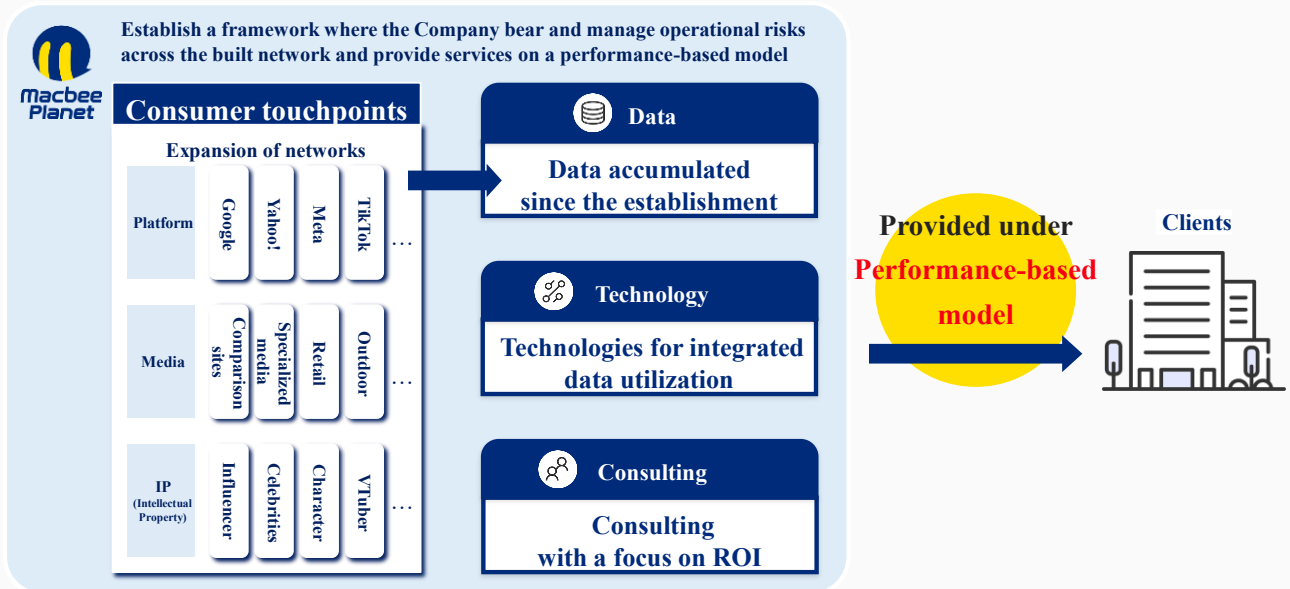
- With the evolution of AI, high-intent consumer ads (such as search ads and SEO) that wait for consumers to search are shifting from a phase of "maximization" to "optimization".
- Driven also by the growing trend toward in-housing, market growth in these areas is slowing or flattening; consequently, we anticipate a similar growth deceleration for our conventional approaches, even under our performance-based model.



- I would also like to explain the changes currently taking place in the business environment.
- The internet advertising market is currently undergoing a major transformation.
- Conventional ads targeting high-intent consumers, which appear when consumers are searching, have reached maturity due to their widespread adoption and the evolution of AI, and the market is becoming one where high growth is difficult to expect.
- Conversely, advertising targeting latent consumers, such as social media, retail, and various tie-ups, is expanding rapidly, and its scale has already surpassed that of the market for ads targeting high-intent users.
- As the ability to produce personalized ads at low cost using AI creates an environment conducive to promoting "LTV Marketing", we will penetrate the growing market for ads targeting latent consumers with a performance-based fee marketing model.

Our Strengths

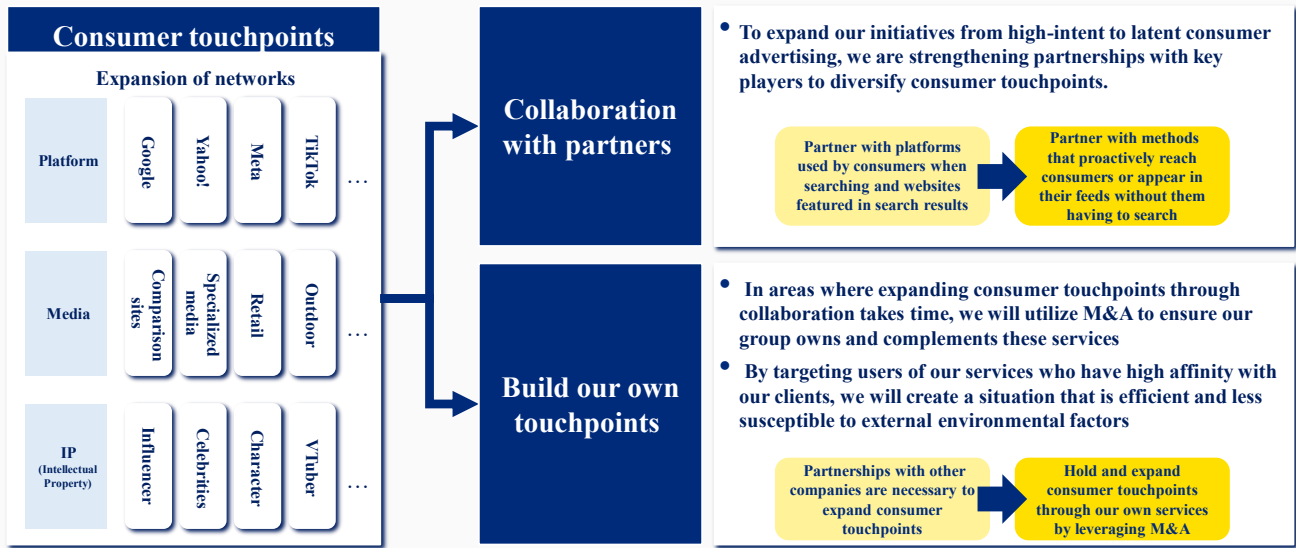
- Our evergreen strength lies in the service design of "LTV Marketing," which controls advertising allocation within networks with consumer touchpoints and delivers it on a performance-based model.



- Let me explain our strengths.
- Our strength lies in the service design: amidst the emergence of various methods and channels with consumer touchpoints, we construct networks with each of them, combine "data", "technology", and "consulting" to quantitatively control optimal advertising allocation, and provide the service on a performance-based fee model.
- Therefore, even if the main battleground of the internet advertising market shifts from targeting high-intent consumers to targeting latent consumers, our value remains unchanged.
- As long as there is a process by which companies communicate with consumers and drive usage and purchases, there will always be corporate "investment and risk" involved.
- We believe that our ability to take the risks and provide services on a performance-based fee model is our fundamental strength.

Future Growth Drivers

- We will strengthen collaboration with partners to expand our reach to latent consumers.
- We will also build and expand our own consumer touchpoints by leveraging M&A.



- I will now explain our future growth drivers, which leverage our strengths.
- To expand the initiatives we have undertaken from advertising targeting high-intent consumers to advertising targeting latent consumers, we will strengthen our collaboration with key players and work to expand our consumer touchpoints.
- Furthermore, in areas where expanding consumer touchpoints through collaboration takes time, we will consider utilizing M&A to acquire services within our own group. By approaching users of our services who have a high affinity with our clients, we aim to build consumer touchpoints that are efficient and less susceptible to external environmental factors.

Financial Forecasts for FY04/2027

- **Forecasts: Revenue ¥51.0 billion / OP ¥3.0 billion (including investments for business transformation).**
- **Dividends: Changed 20% payout policy and expect to maintain ¥55 for FY04/2027.**

(Unit: Millions of yen)	FY04/2026	FY04/2027
	Results	Forecasts
Revenue	50,579	51,000
	(YoY) (2.1)%	+0.8%
Operating profit	3,650	3,000
	(YoY) (29.4)%	(17.8)%
Profit attributable to owners of the parent	2,353	1,900
	(YoY) (31.6)%	(19.3)%
Basic earnings per share	169.49 yen	152.53 yen
Dividends per share	55.00 yen*	55.00 yen

*Planned

Assumptions for Earnings Forecasts	
Change from FY2026	Revenue <ul style="list-style-type: none"> • Finance: Flat (investment: (1.5) to (2.0) billion; lending & card and other: increase of approximately the same amount in total) • Wellness: +2.0 billion • Other: (2.0) billion
	Gross profit <ul style="list-style-type: none"> • (500) million
	SG&A expenses <ul style="list-style-type: none"> • Advertising expenses: (150) million • Personnel expenses: +150 million • M&A and initiatives-related expenses: +150 million
Changes from the most recent disclosure	Disclosure as of April 23 <p>Regarding the financial outlook for FY04/2026, revenue is expected to be approximately 50.0 billion yen, a slight decrease from the revised financial results forecast, while operating profit is expected to be generally in line with the forecast. For FY04/2027, the Company currently anticipates revenue and operating profit to be at the same level as the current fiscal year. An accurate forecast will be disclosed in the full-year financial results for FY04/2026 after careful review</p>
	<p>Negative impact of 650 million yen on OP</p> <ul style="list-style-type: none"> ■ Gross profit: Decrease of approximately 500 million yen • Securities industry: Changes in business flows due to client-side partnerships and organizational restructuring • Professional services industry: Review of advertising methods in the industry ■ SG&A expenses: Increase of 150 million yen for M&A and initiatives-related expenses

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- Finally, I would like to explain the financial forecasts for FY04/2027.
- We anticipate a slight increase in revenue to 51 billion yen and a decrease in operating profit to 3 billion yen. Regarding dividends, we have revised our policy of a 20% payout ratio and plan to maintain the dividend payout at 55 yen for FY04/2027. We sincerely apologize for the significant deviation from the numerical targets set out in the medium-term business plan.
- Regarding revenue, while the investment industry and other industry are expected to decline year-on-year, lending and card industry, other (financial) industry, and the wellness industry are expected to increase, resulting in a slight overall increase.
- On the other hand, gross profit is expected to decline due to anticipated impacts from recent changes in business flows resulting from client-side collaboration and organizational restructuring in the securities industry, as well as movements of revising advertising methods in the professional services industry.
- Regarding SG&A expenses, while we plan to continue advertising and promotional activities for enhancing corporate brand, we intend to reduce costs. Although we anticipate an increase in headcount, we expect the scale of the increase to be mitigated by the utilization of AI. Nevertheless, taking into account M&A-related expenses and costs associated with implementing business strategy initiatives, we expect overall SG&A expenses to increase.
- At the time of the disclosure at the end of April, we had expected operating profit to remain flat. However, considering that gross profit has recently trended downward, and that M&A-related expenses and expenses for promoting business strategy initiatives have become more concrete due to progress in clarifying our policies, we have decided to disclose the current figures.
- We will strive as a group to achieve renewed growth through new initiatives. We would highly appreciate your continued attention. Thank you for your time today.

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 environments 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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