

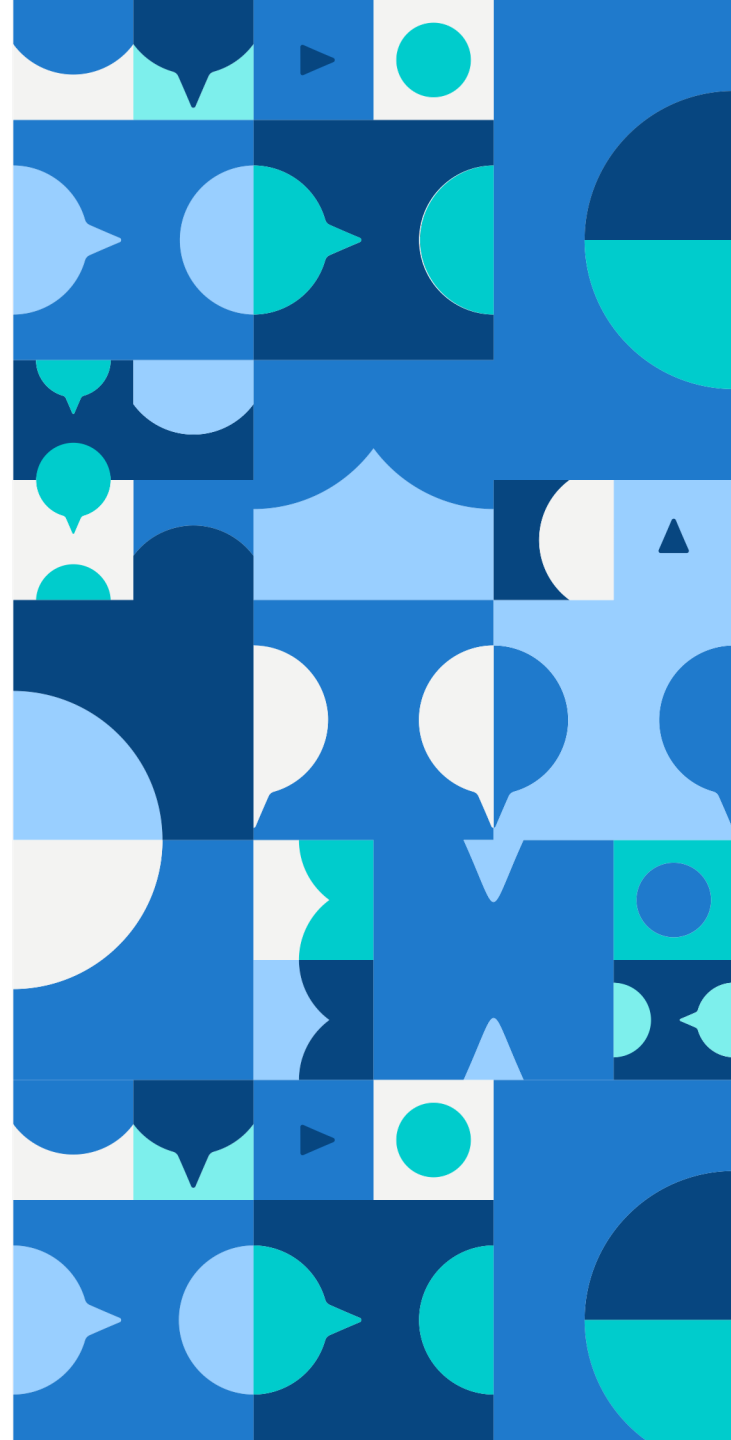


Fiscal Year 2023 Second Quarter

Results Presentation

GMO Pepabo, Inc.

Stock code: 3633 (TSE Prime Market)



A loss was posted due to an increase in bad debt-related expenses in the Financial Support business.

The collection of funds and the prevention of recurrence are the tasks at hand.

- Additional receivables in arrears occurred in the Financial Support business, and bad debt-related expenses of 1,090 million yen were posted.
- Results of GMO Pepabo, Inc. remained strong on a non-consolidated basis, with the driving force behind this being its recurring revenue business.



AGENDA

- Q2 FY2023 Results Highlights Page 3
- Summary of Results in Q2 FY2023 Page 12
- Measures in the Second Half of FY2023 Page 30

Q2 FY2023 Results Highlights

Net sales increased due in part to the effect of a price revision in the recurring revenue business.

An operating loss was recorded due to the posting of bad debt-related expenses that resulted from a large amount of receivables in arrears at GMO Creators Network (hereafter, "GMO-CN").

(Million yen)	Q2 FY2022 (six months)	Q2 FY2023 (six months)	Change	YoY
Net sales	5,106	5,523	+417	108.2%
Operating profit	248	-825	-1,074	—
Operating profit margin (%)	4.9	—	—	—
Ordinary profit	258	-746	-1,005	—
Profit attributable to owners of parent	182	-892	-1,075	—

Transactions with partner companies in the Financial Support business expanded, resulting in an additional large amount of receivables in arrears.

Bad debt-related expenses increased significantly, with bad debt-related expenses of 1,090 million yen being posted in the second quarter.

Background

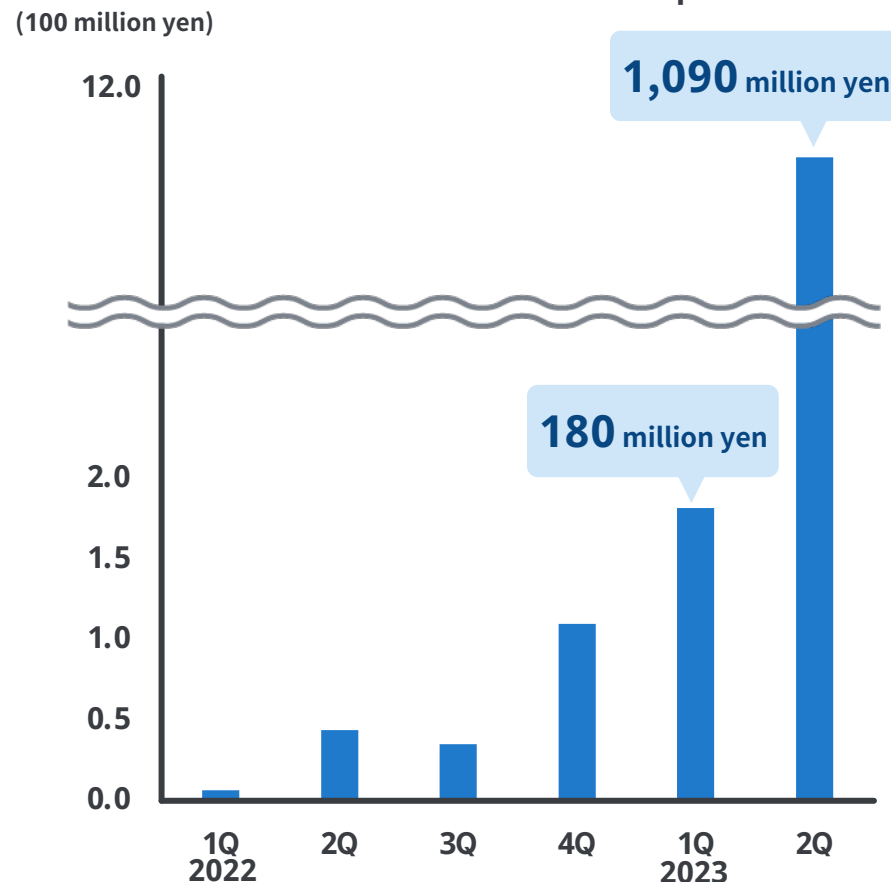
2022

- A rapid increase in users in the transportation industry, the construction industry and other industries
- An increase in the amount of purchases in partner transactions*1 (Amount of purchases of invoices in 2022: 8,600 million yen)

2023

- Because of the large amount of receivables in arrears, we reviewed the management systems and entirely suspended the purchase of invoices in partner transactions in May.
- Receivables in arrears increased due to the worsening of the financial conditions of multiple counterparties in large transactions.

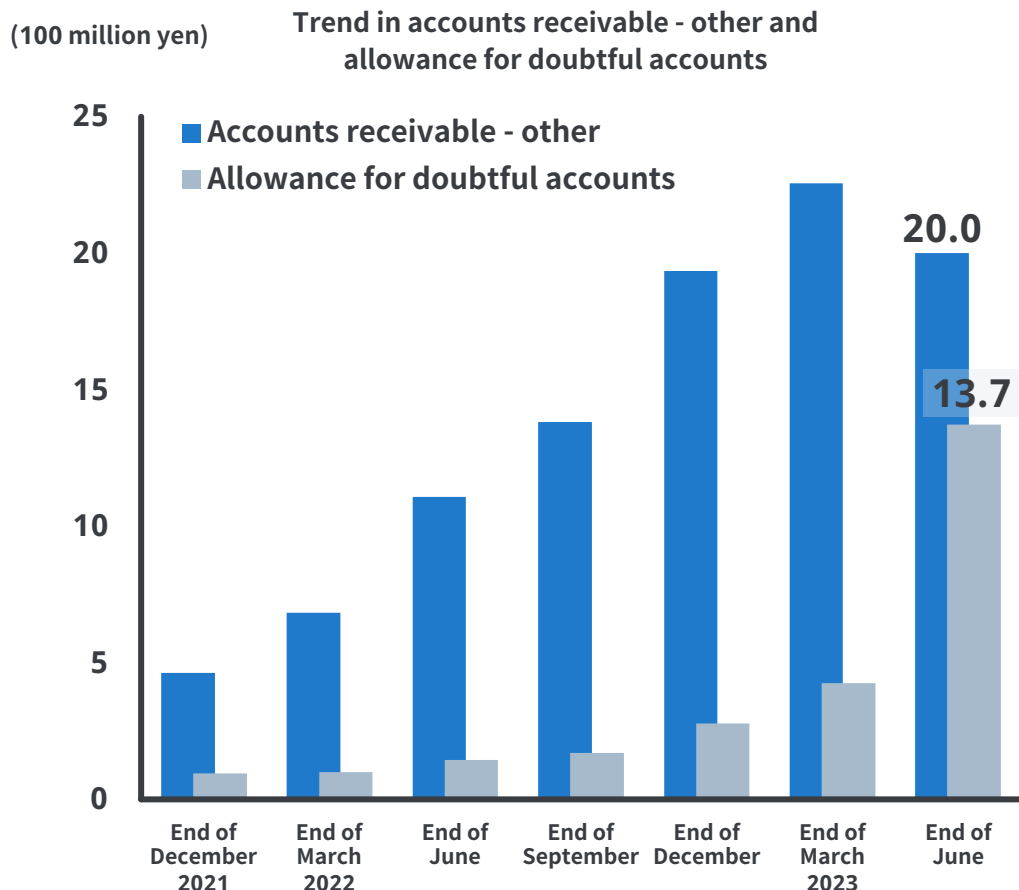
Trend in bad debt-related expenses



*1 A "partner transaction" is a transaction in which GMO-CN signs a contract directly with the user and also with the company that is the recipient of the invoice (transaction counterparty) and the payment is made by the company as the recipient of the invoice (transaction counterparty). Partner transactions were called three-party transactions until the previous quarterly financial results.

The amount of accounts receivable - other on the balance sheet (BS) is 2,000 million yen.

This includes allowance for doubtful accounts of 1,370 million yen, reflecting the current risks.



Accounts receivable - other at the end of June

2,000 million yen

Allowance for doubtful accounts

1,370 million yen

Because insufficient risk management is an issue, we will review GMO-CN's governance structure and collect the receivables in arrears.

Main factors

Insufficient risk management

- Examination of receivables to be purchased
- Responses to the expansion of the size of transactions

Measures

Our director will be directly involved in GMO-CN's execution of business to strengthen governance.

- Review the organizational structure and management systems
- Take measures to prevent recurrence
- Rebuild the business strategy
- Collect receivables (Form a dedicated team)

In the second half, we will continue to purchase invoices with a focus on individual transactions.*¹ Net sales and operating profit are expected to decrease as a result of the control of purchase prices.

FY2023 Full-Year Forecast for the Financial Support Business

Net sales

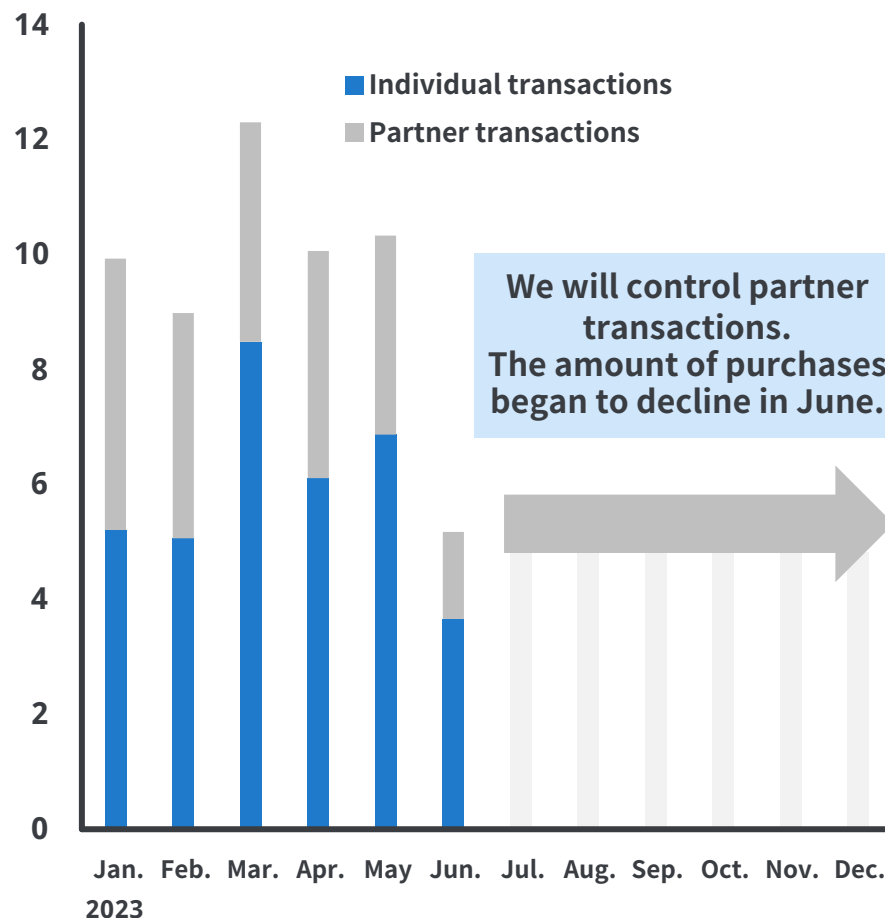
1,110 million yen → **660** million yen

Operating profit

250 million yen → **-1,340** million yen

(100 million yen)

Amount of purchases of invoices



*1 An "individual transaction" is a transaction in which GMO-CN signs a contract directly with the user. The user pays GMO-CN after being paid the billing amount by the company as the recipient of the invoice (transaction counterparty). Individual transactions were called bilateral transactions until the previous quarterly financial results.

The full-year results forecasts were revised, reflecting the posting of a loss in the Financial Support business.

We will collect receivables and hold down costs to reduce the amount of loss.

(Million yen)	FY2022 (Full-year results)	FY2023 (Initial forecast)	FY2023 (Revised forecast)	Change	Change (%)
Net sales	10,531	11,064	10,894	-170	-1.5%
Operating profit	732	857	-642	-1,500	—
Ordinary profit	767	830	-576	-1,407	—
Profit attributable to owners of parent	510	573	-867	-1,441	—
EPS (yen)	96.37	108.64	-164.43	—	—
Dividends per share (yen)	50.00	55.00	0.00	—	—
Payout ratio (%)	51.9	50.6	—	—	—

Forecasts for the Financial Support business were revised significantly. Forecasts for the other segments are in line with expectations.

(Million yen)	FY2022 (Full-year results)	FY2023 (Initial forecast) (1)	FY2023 (Revised forecast) (2)	Change ((2) - (1))	Change (%) ((2)/(1))
[Net sales]					
Hosting	5,439	5,659	5,729	+70	+1.2%
E-commerce Support	2,844	2,654	2,934	+280	+10.5%
Handmade Products	1,650	1,630	1,560	-70	-4.3%
Financial Support	593	1,116	666	-450	-40.3%
[Operating Profit]					
Hosting	1,891	1,933	1,943	+10	+0.5%
E-commerce Support	661	709	739	+30	+4.2%
Handmade Products	82	74	74	+0	—
Financial Support	-26	251	-1,348	-1,600	—

* Excluding other sales

* Starting January 2023, the website creation service Goope was transferred from the E-commerce Support segment to the Hosting segment. To simplify comparisons between periods, Goope has been listed under the Hosting segment for the FY2022 full-year financial results.

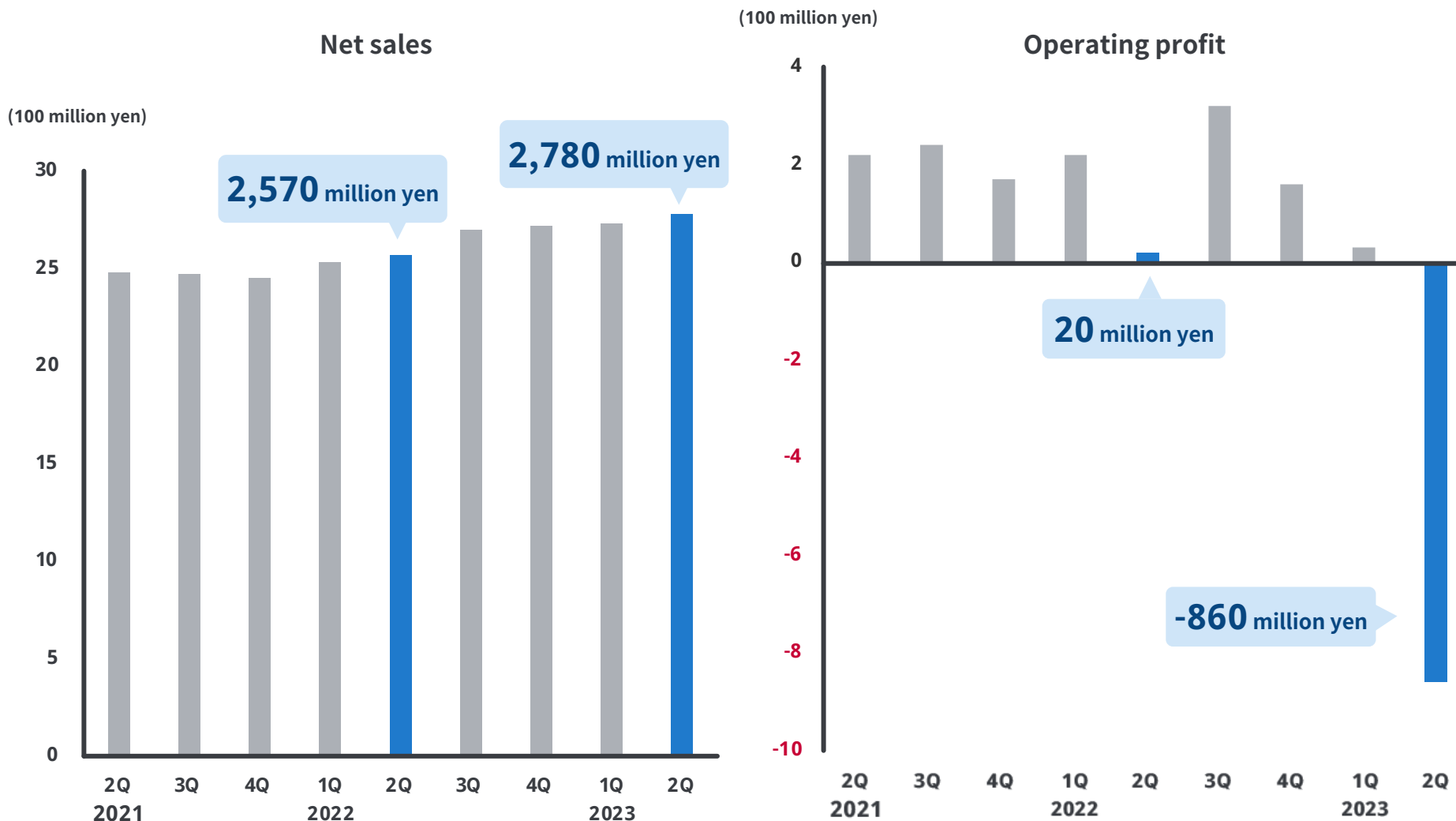
Considering the revision of the results forecasts to be a serious matter, full-time directors voluntarily returned a portion of their remuneration to clearly reflect their management responsibilities.

Representative Director and CEO	Returned 50% of monthly compensation
Executive Vice President	Returned 40% of monthly compensation
Director in charge of administrative division	Returned 30% of monthly compensation
Directors	Returned 15% of monthly compensation

* Returned monthly compensation for three months in FY2023
Including one Audit Committee member

Summary of Results in Q2 FY2023

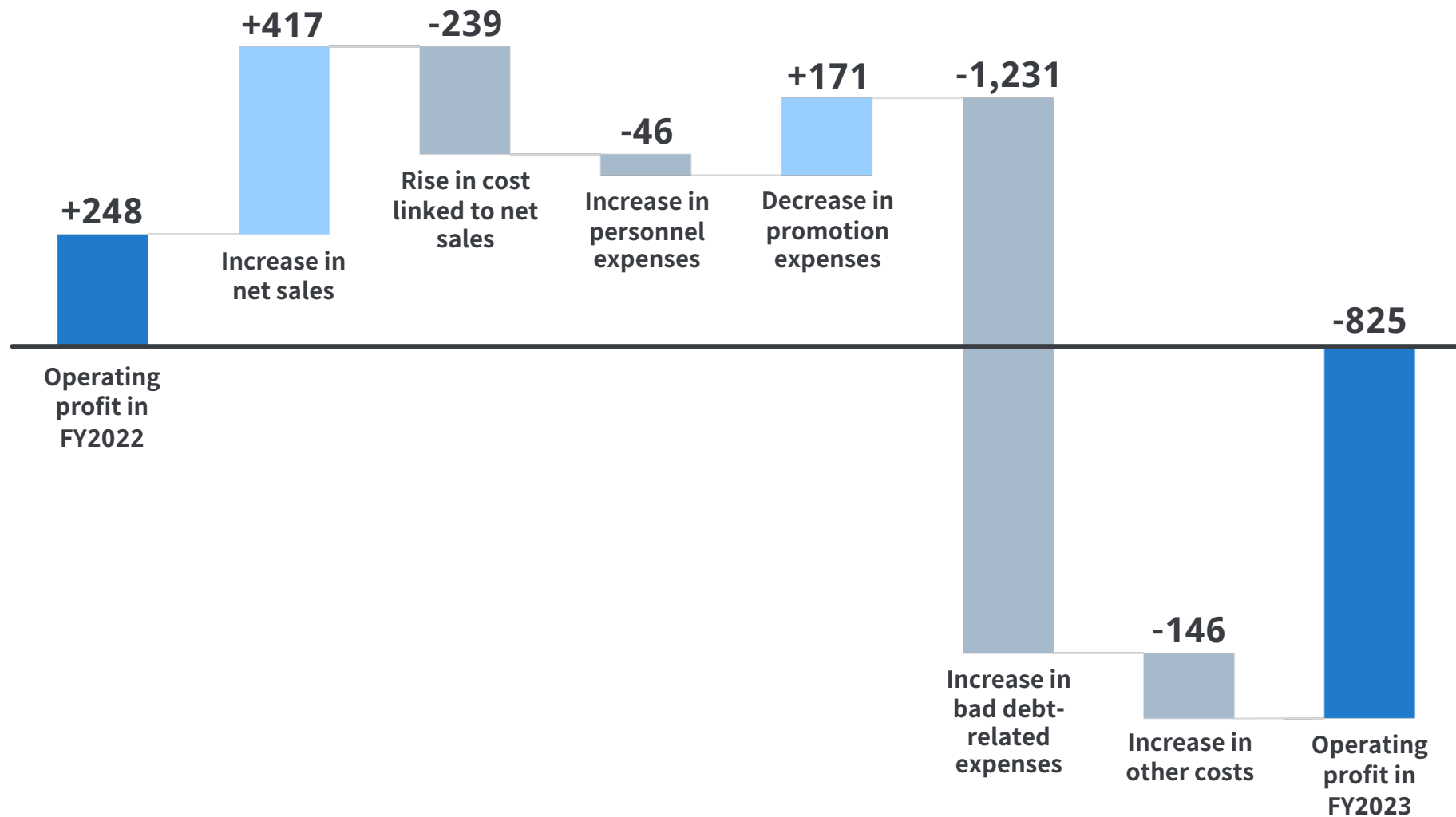
Although net sales hit a record high, an operating loss of 860 million yen was posted.



* The figures for the year ended December 31, 2021 are unaudited figures after application of the Accounting Standard for Revenue Recognition (ASBJ Statement No. 29, March 31, 2020) and guidance.

Analysis of Change in Operating Profit (Six Months)

(Million yen)



Net sales were brisk, enjoying the effect of price revision.

Hosting

Net sales:	2,791 million yen	(104.8 %)
Operating profit:	902 million yen	(97.0 %)

Improvement attributed to the effect of price revisions and the absence of the cost of TV commercials in the previous year

E-commerce Support

Net sales:	1,522 million yen	(111.6 %)
Operating profit:	391 million yen	(222.1 %)

Gross merchandise value dropped year on year and infrastructure and other costs increased.

Handmade Products

Net sales:	761 million yen	(88.6 %)
Operating profit:	41 million yen	(62.4 %)

The amount of purchases of invoices increased, and bad debt-related expenses were incurred because a large amount of receivables became in arrears.

Financial Support

Net sales:	448 million yen	(204.0 %)
Operating profit:	-1,172 million yen	(Down 1,157 million yen)

Note: The figures in parentheses are year-on-year changes.

* Starting January 2023, the website creation service Goope was transferred from the E-commerce Support segment to the Hosting segment. To simplify comparisons between periods, Goope has been listed under the Hosting segment for financial results for FY2022.

Hosting business

Six months

Net sales:

2,791 million yen

(up 4.8% year on year)

Operating profit:

902 million yen

(down 3.0% year on year)

Net sales

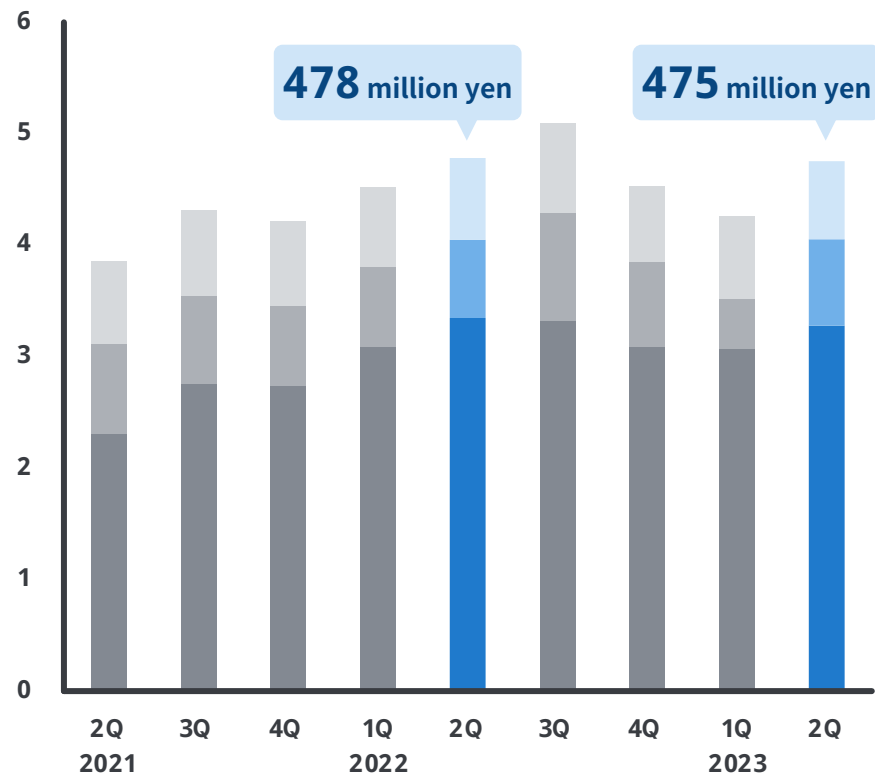
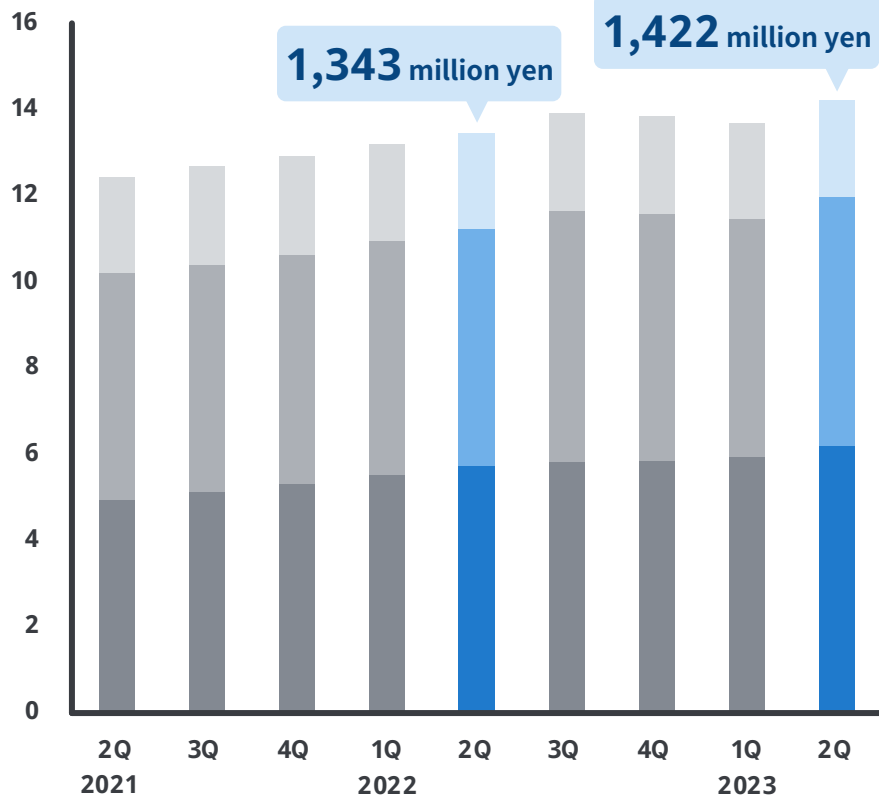
Operating profit

(100 million yen)

■ Lolipop! ■ MuuMuu Domain ■ Other

(100 million yen)

■ Lolipop! ■ MuuMuu Domain ■ Other



* Starting January 2023, the website creation service Goope was transferred from the E-commerce Support segment to the Hosting segment. To simplify comparisons between periods, Goope has been listed under the Hosting segment for financial results for FY2021 and for FY2022.

Six months

Net sales:

1,216 million yen (up 7.9% year on year)

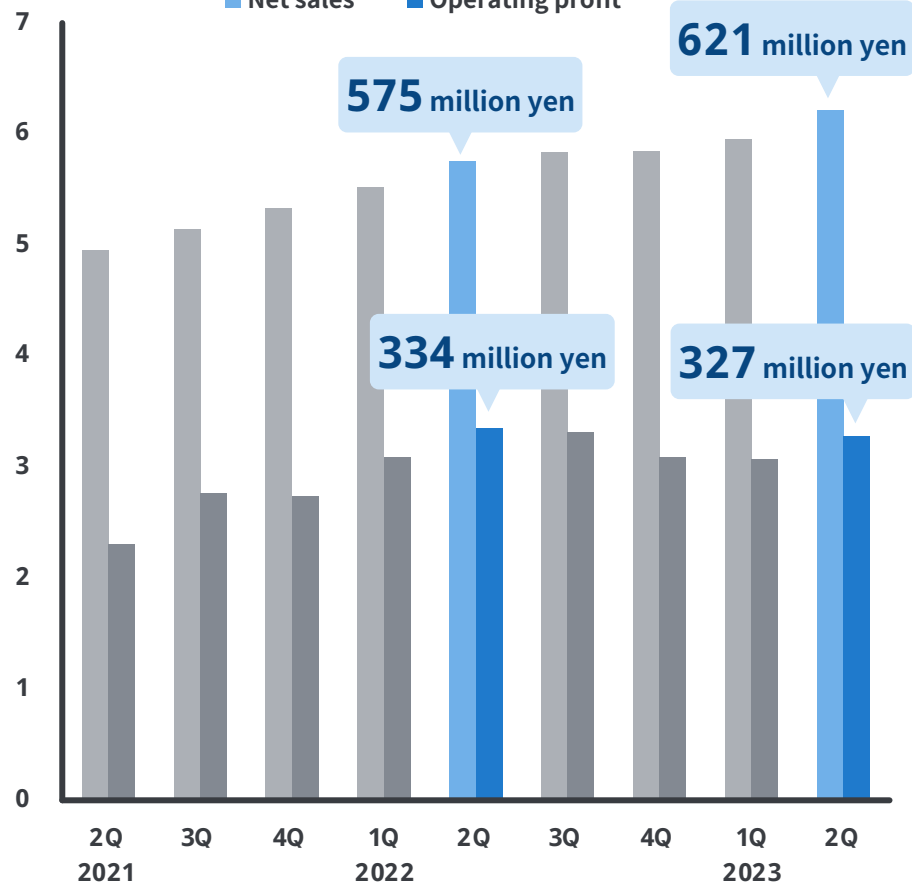
Operating profit:

634 million yen (down 1.3% year on year)

Trends in results

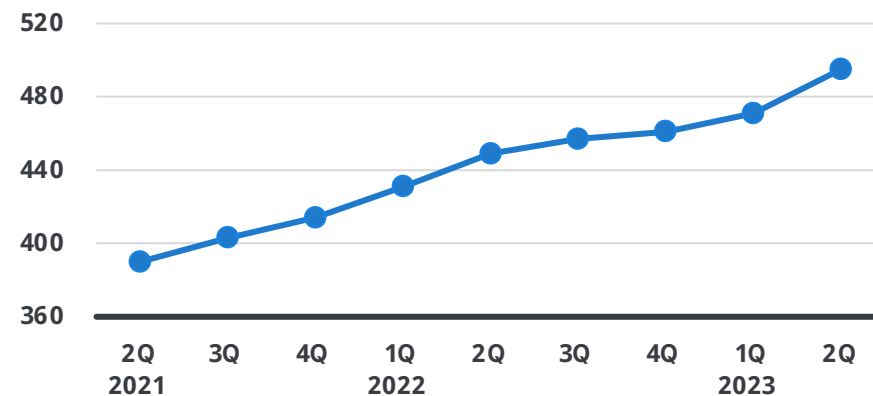
(100 million yen)

■ Net sales ■ Operating profit



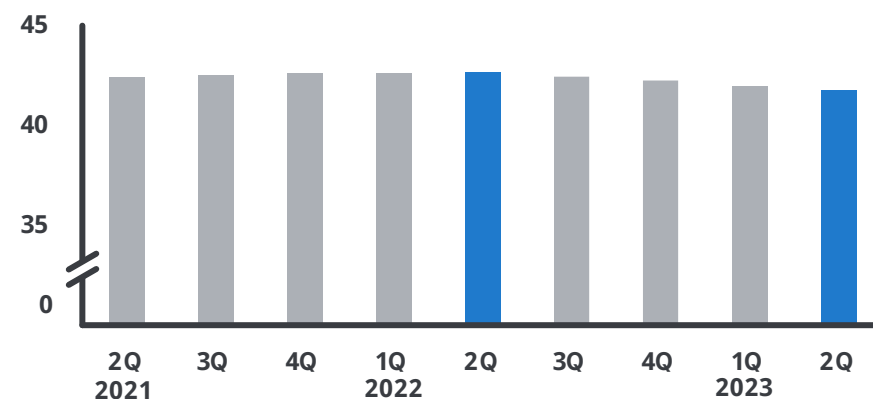
Spending per customer

(Yen)



Number of contracts

(10,000)



Six months

Net sales:

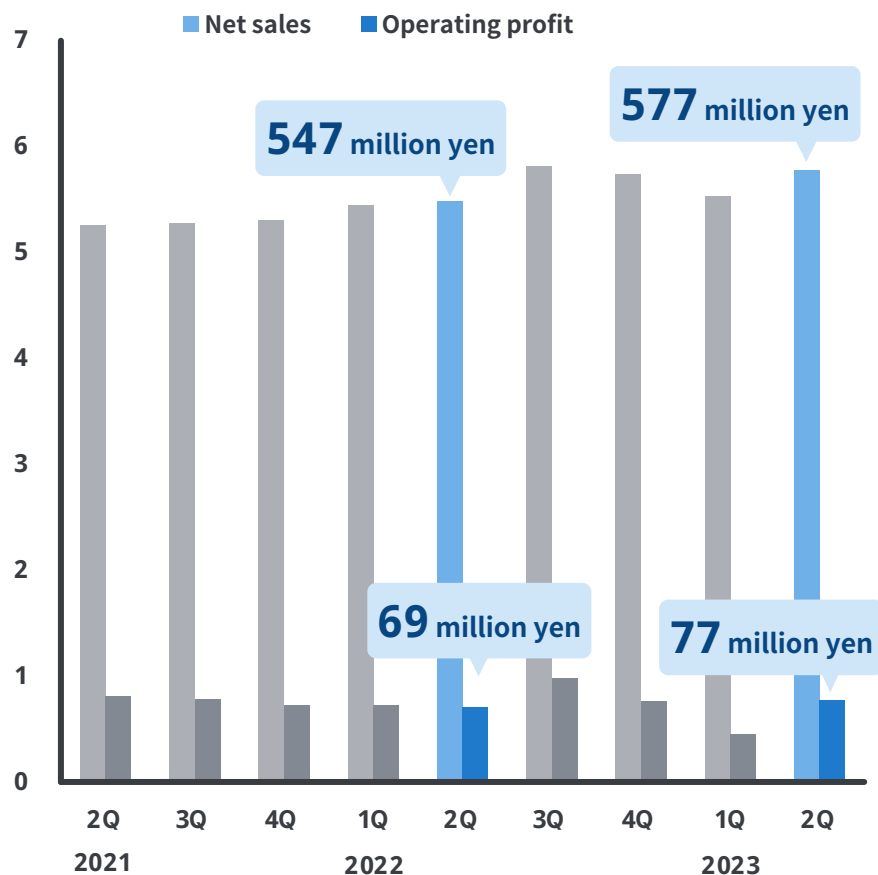
1,130 million yen (up 3.5% year on year)

Operating profit:

122 million yen (down 13.7% year on year)

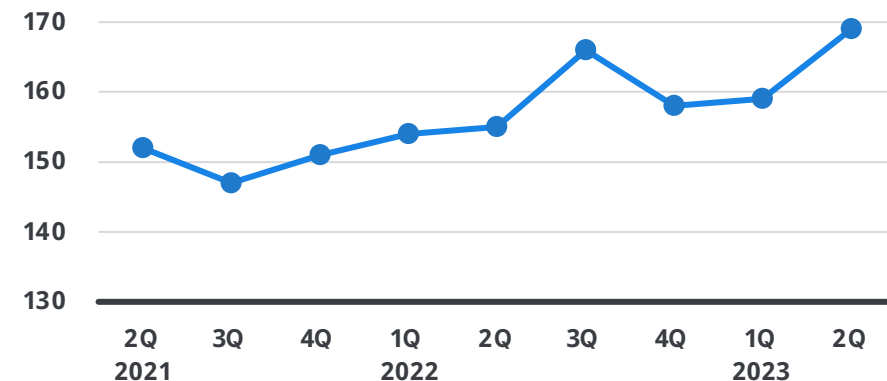
Trends in results

(100 million yen)



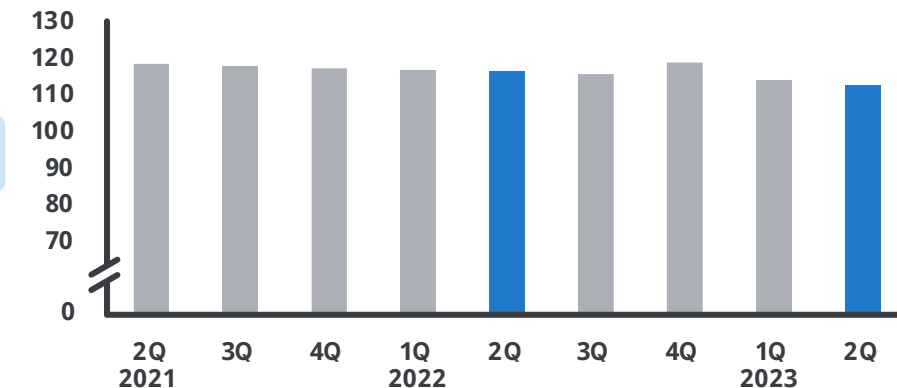
Average price of domains under contract

(Yen)



Number of domains under contract

(10,000)



E-commerce Support business

Six months

Net sales:

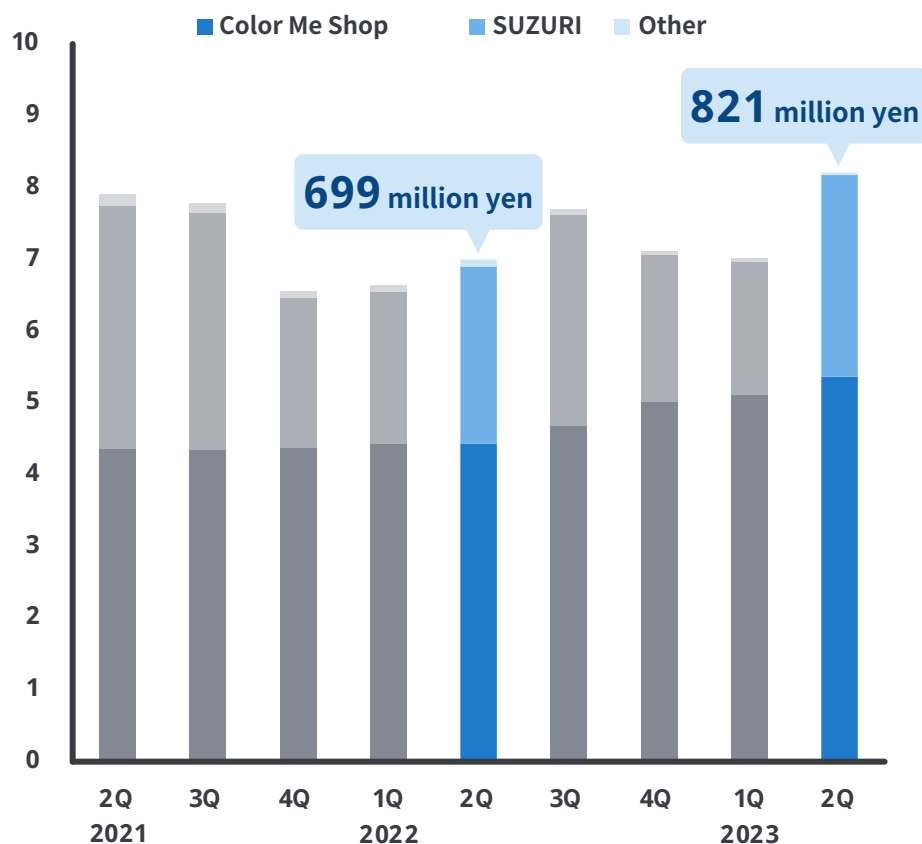
1,522 million yen (up 11.6% year on year)

Operating profit:

391 million yen (up 122.1% year on year)

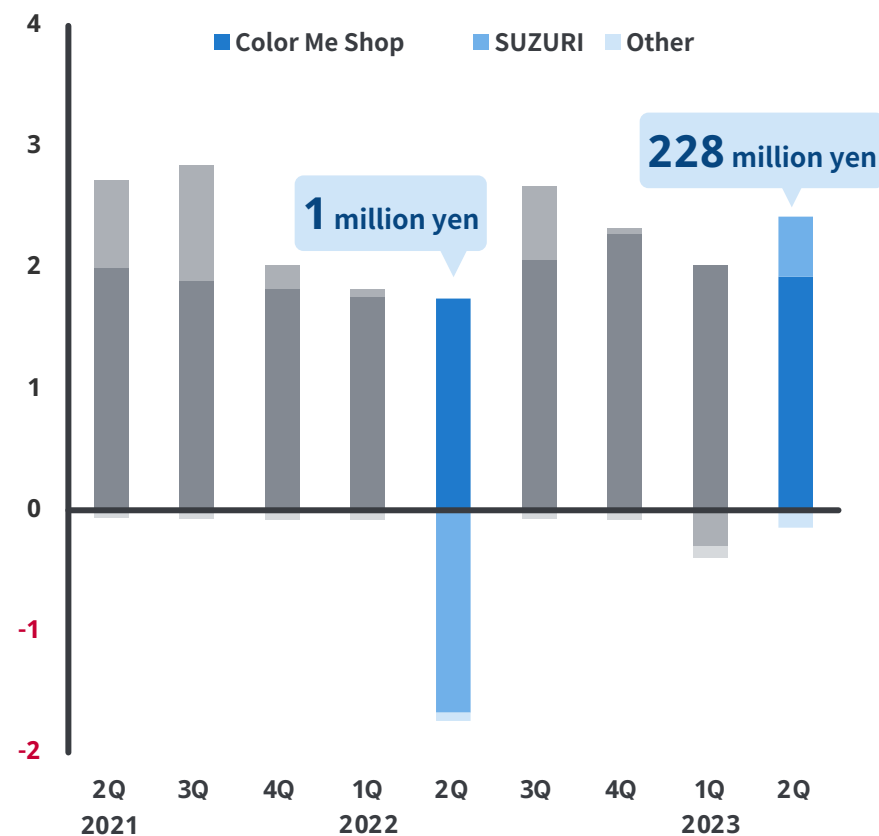
Net sales

(100 million yen)



Operating profit

(100 million yen)



* Starting January 2023, the website creation service Goope was transferred from the E-commerce Support segment to the Hosting segment. To simplify comparisons between periods, Goope has been listed under the Hosting segment for financial results for FY2021 and for FY2022.

Six months

Net sales:

1,048 million yen

(up 18.5% year on year)

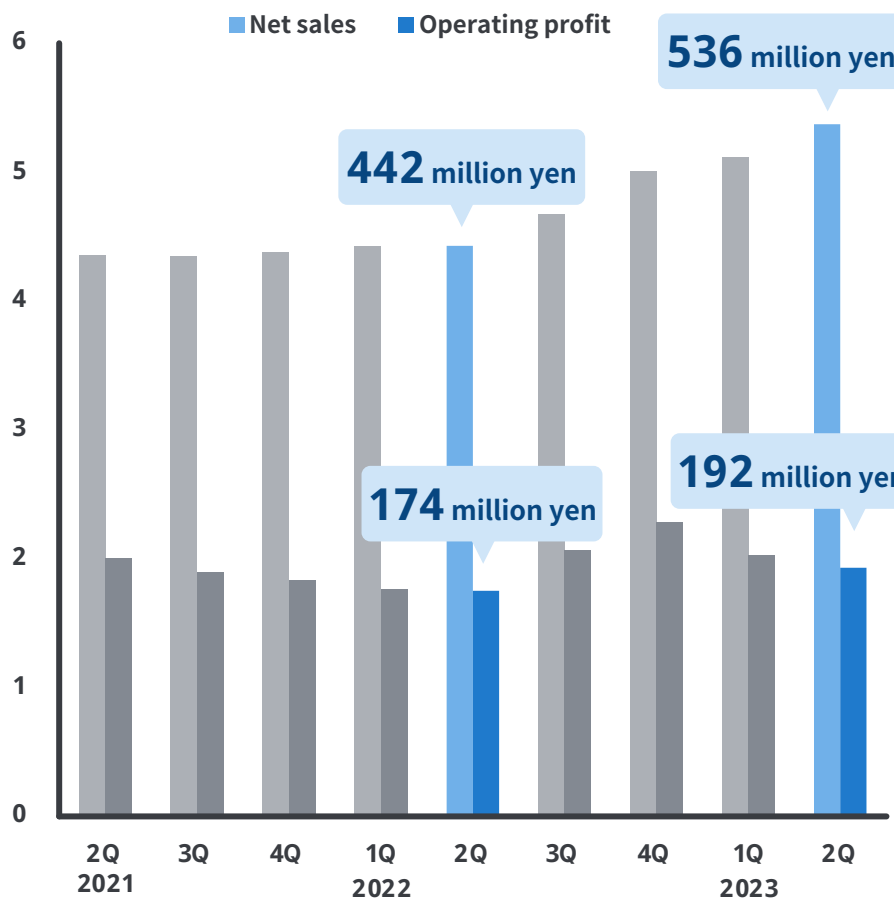
Operating profit:

395 million yen

(up 12.6% year on year)

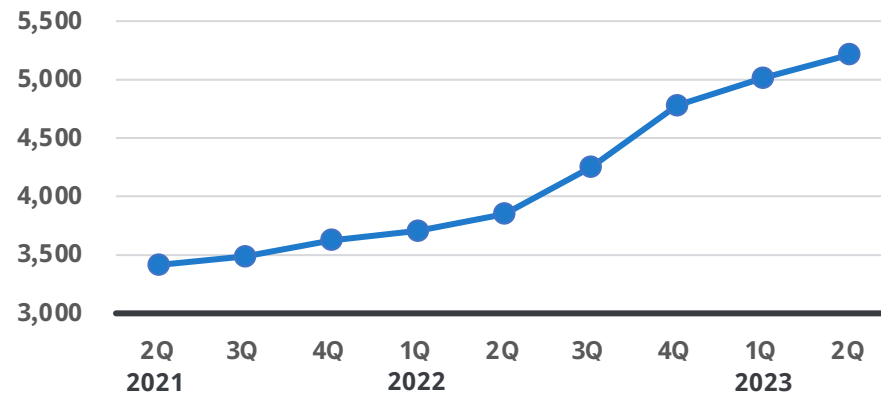
Trends in results

(100 million yen)



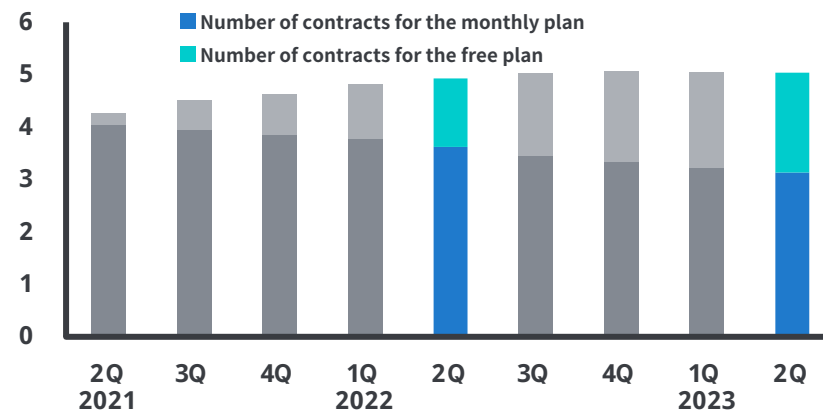
Spending per customer

(Yen)



Number of contracts

(10,000)



Six months

Net sales:

465 million yen

(up 1.1% year on year)

Operating profit:

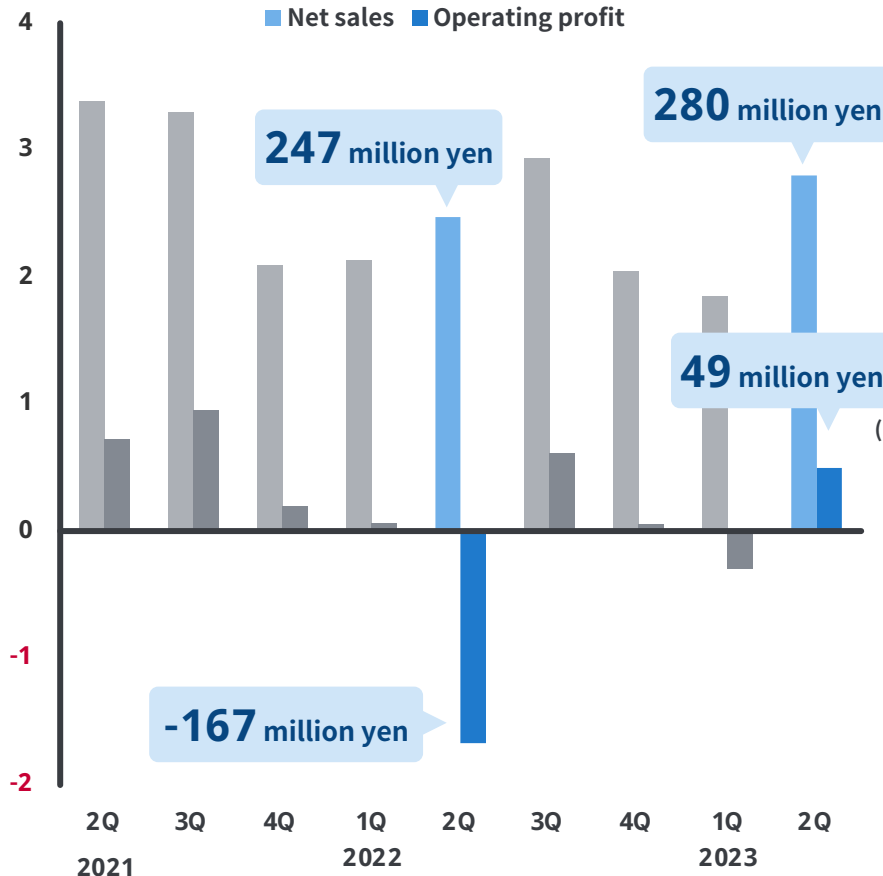
19 million yen

(up 180 million yen year on year)

(100 million yen)

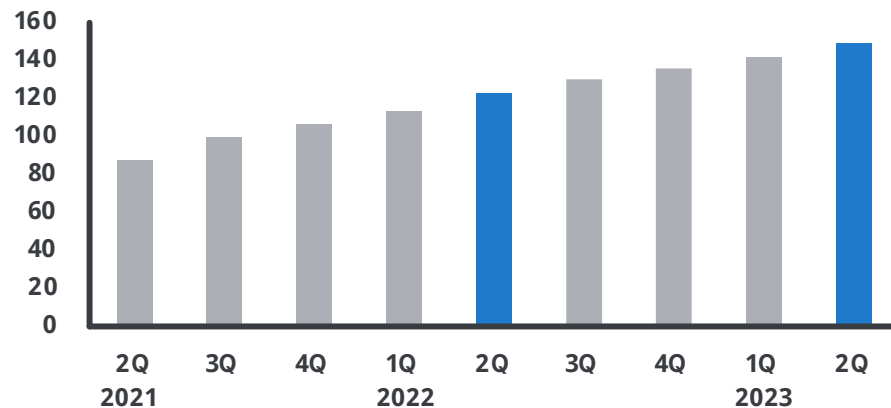
Trends in results

■ Net sales ■ Operating profit



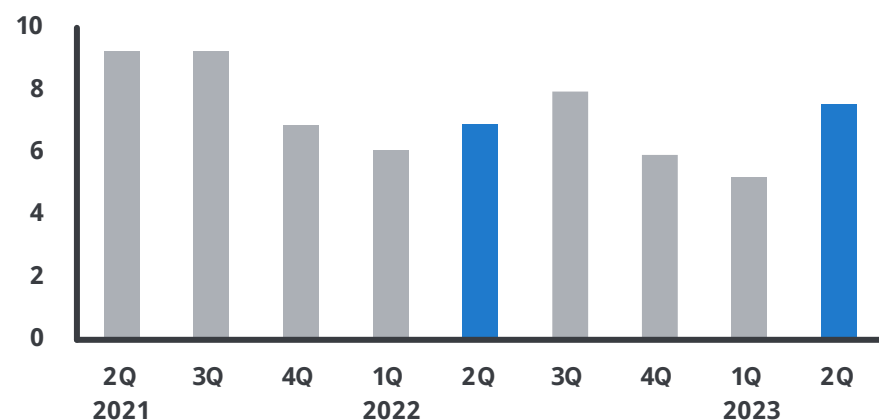
(10,000 persons)

Number of members



(100 million yen)

Gross merchandise value



Handmade Products business

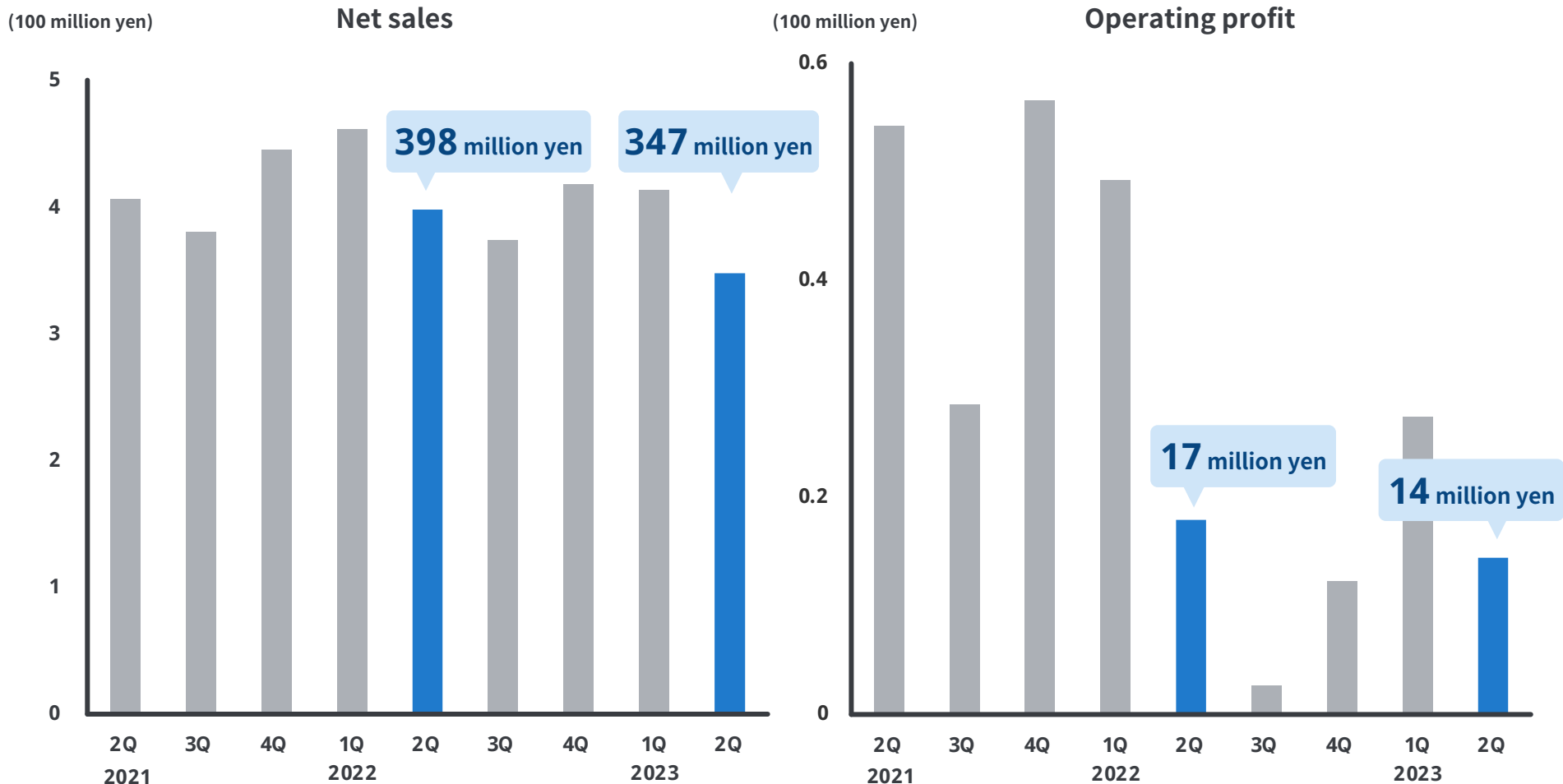
Six months

Net sales:

761 million yen (down 11.4% year on year)

Operating profit:

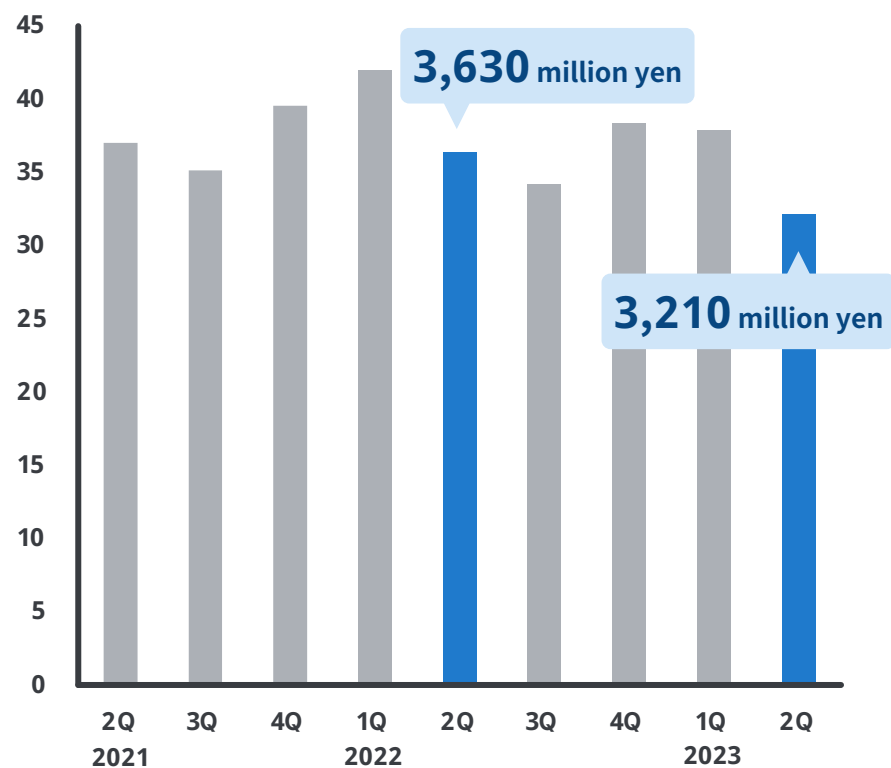
41 million yen (down 37.6% year on year)



Six months	Gross merchandise value:	7,000 million yen	(down 10.5% year on year)
	Average price of orders:	3,888 yen	(up 7.3% year on year)
	Number of orders:	1.858 million	(down 16.6% year on year)

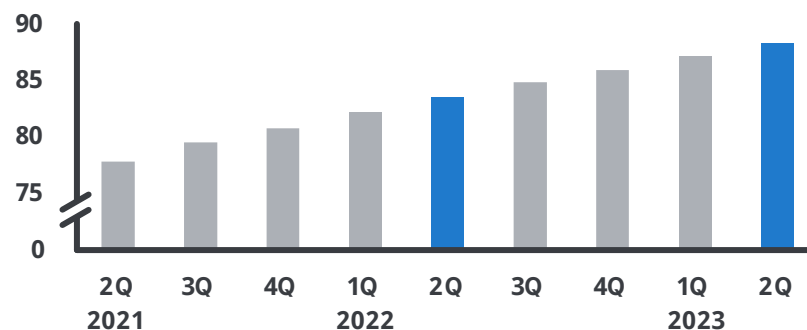
Gross merchandise value

(100 million yen)

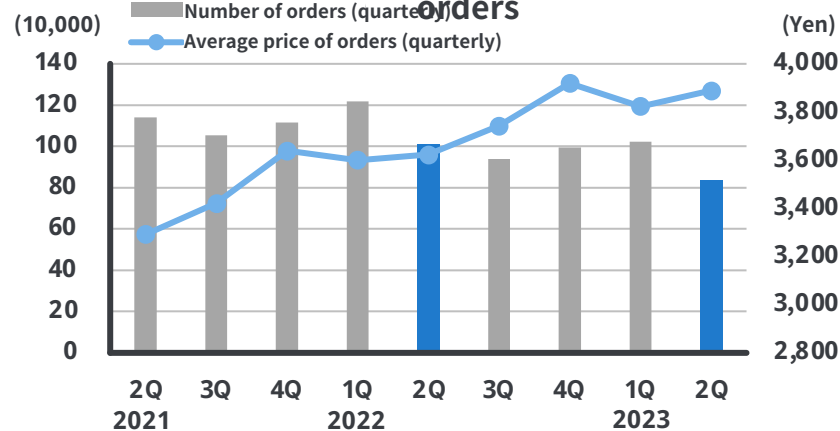


Number of creators and brands

(10,000 persons)



Number of orders and average price of orders

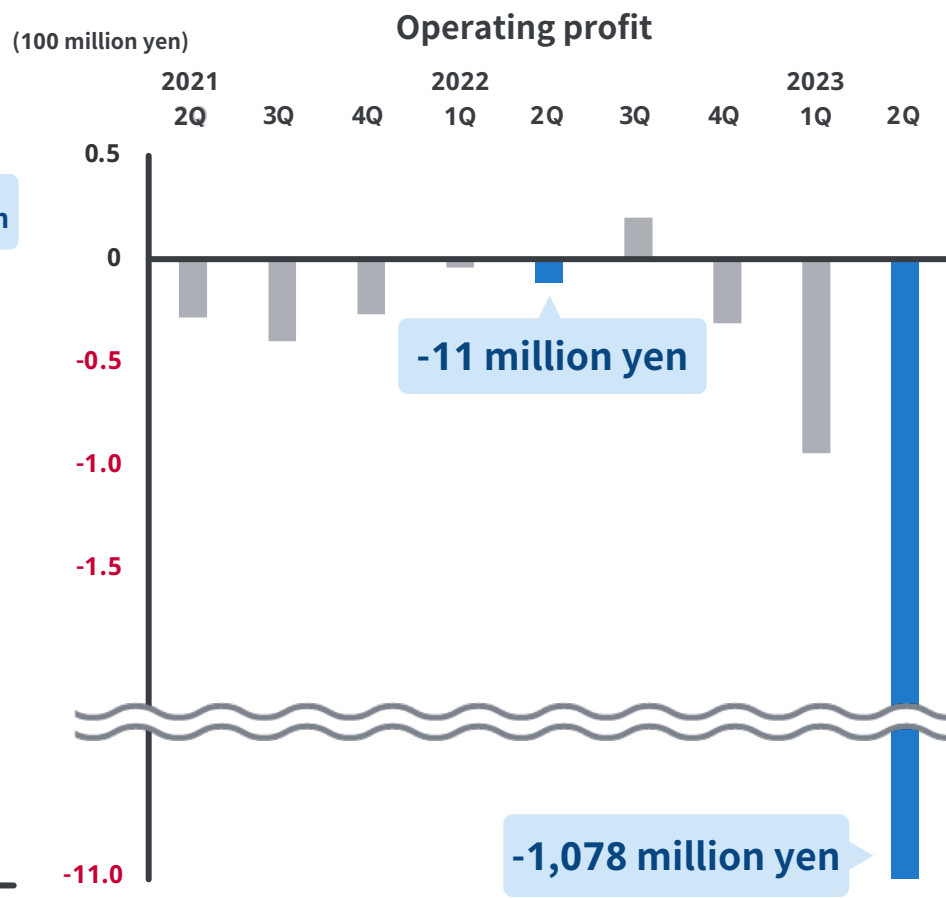
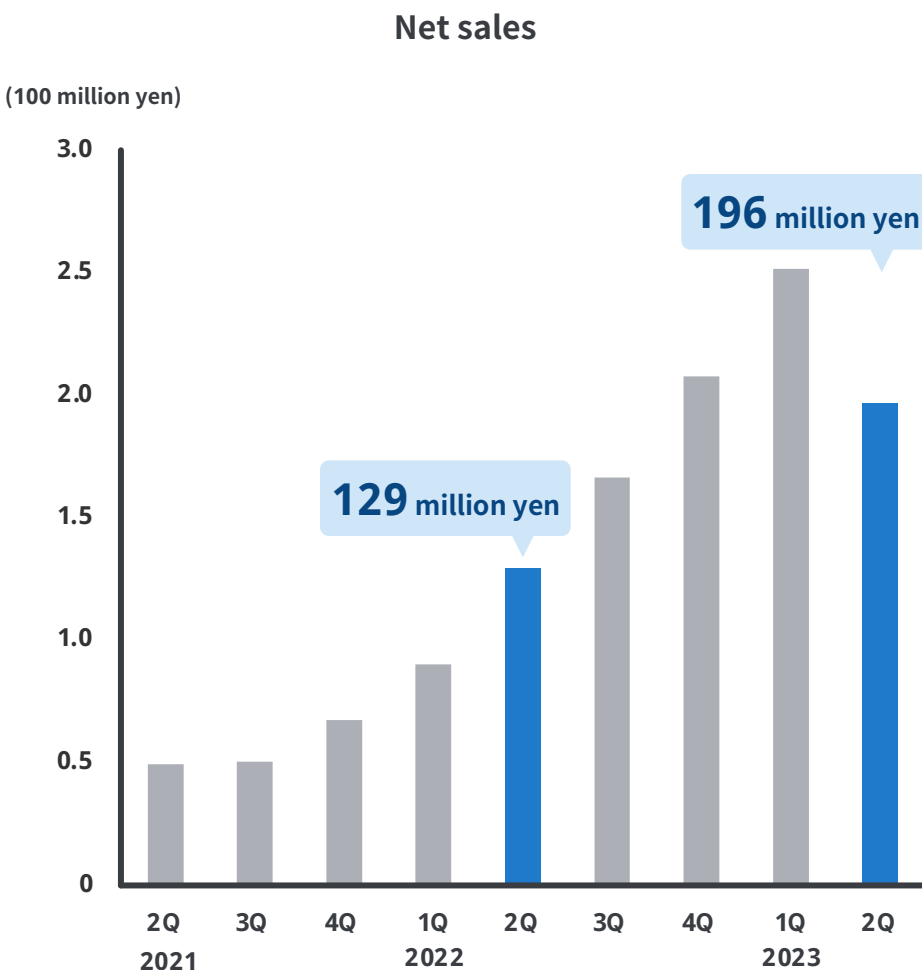


* Total prices (excluding taxes) (including the prices of options) of works delivered excluding merchandise delivery charges and cancellations.

Financial Support business

Six months

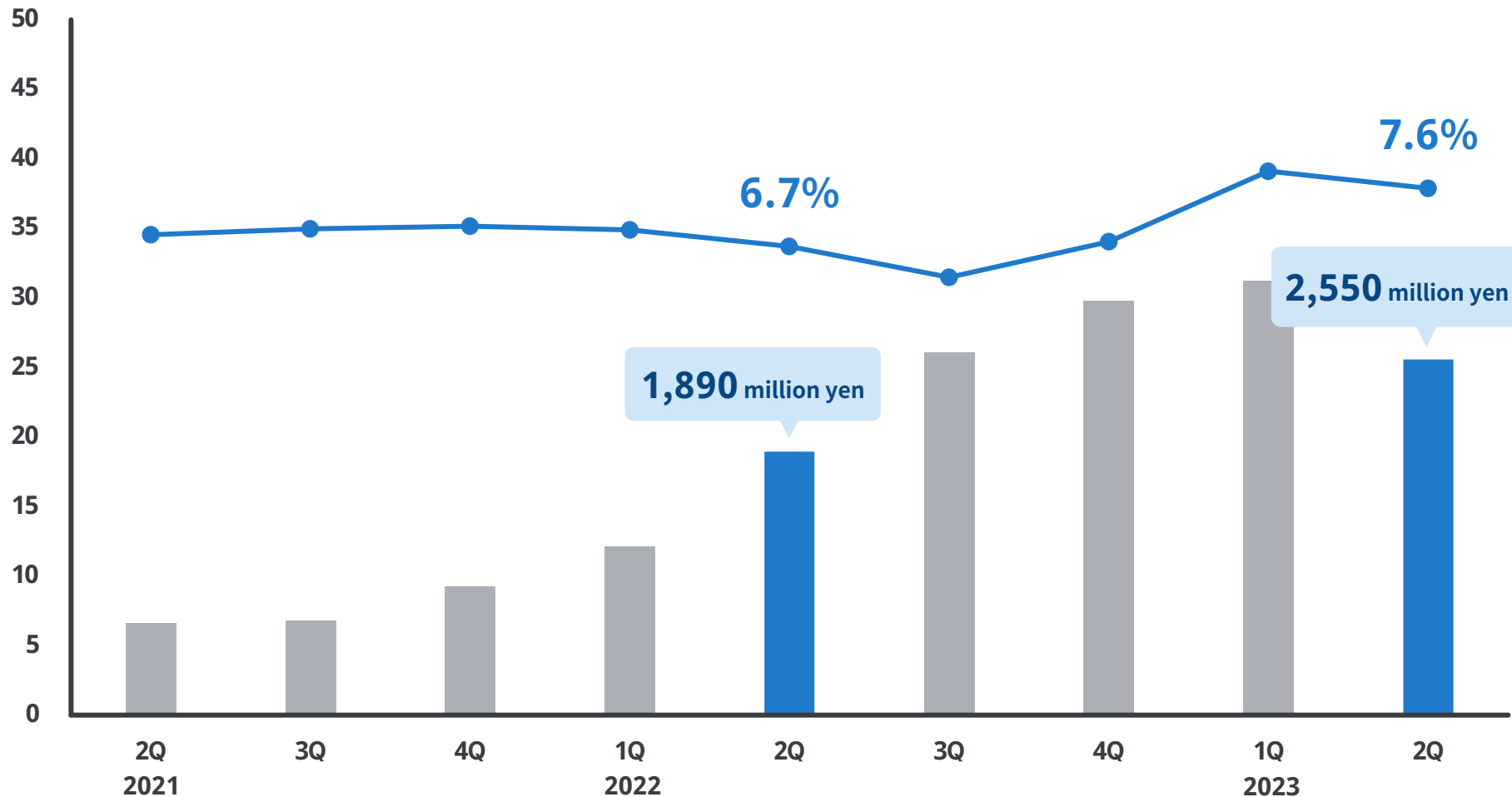
Net sales: **448 million yen** (up 104.0% year on year)
 Operating profit: **-1,172 million yen** (down 1,157 million yen year on year)



We began to control the amount of purchases of invoices in May in relation to the reinforcement of management systems.

(100 million yen)

■ Amount of purchases (quarterly) ● Commission rate

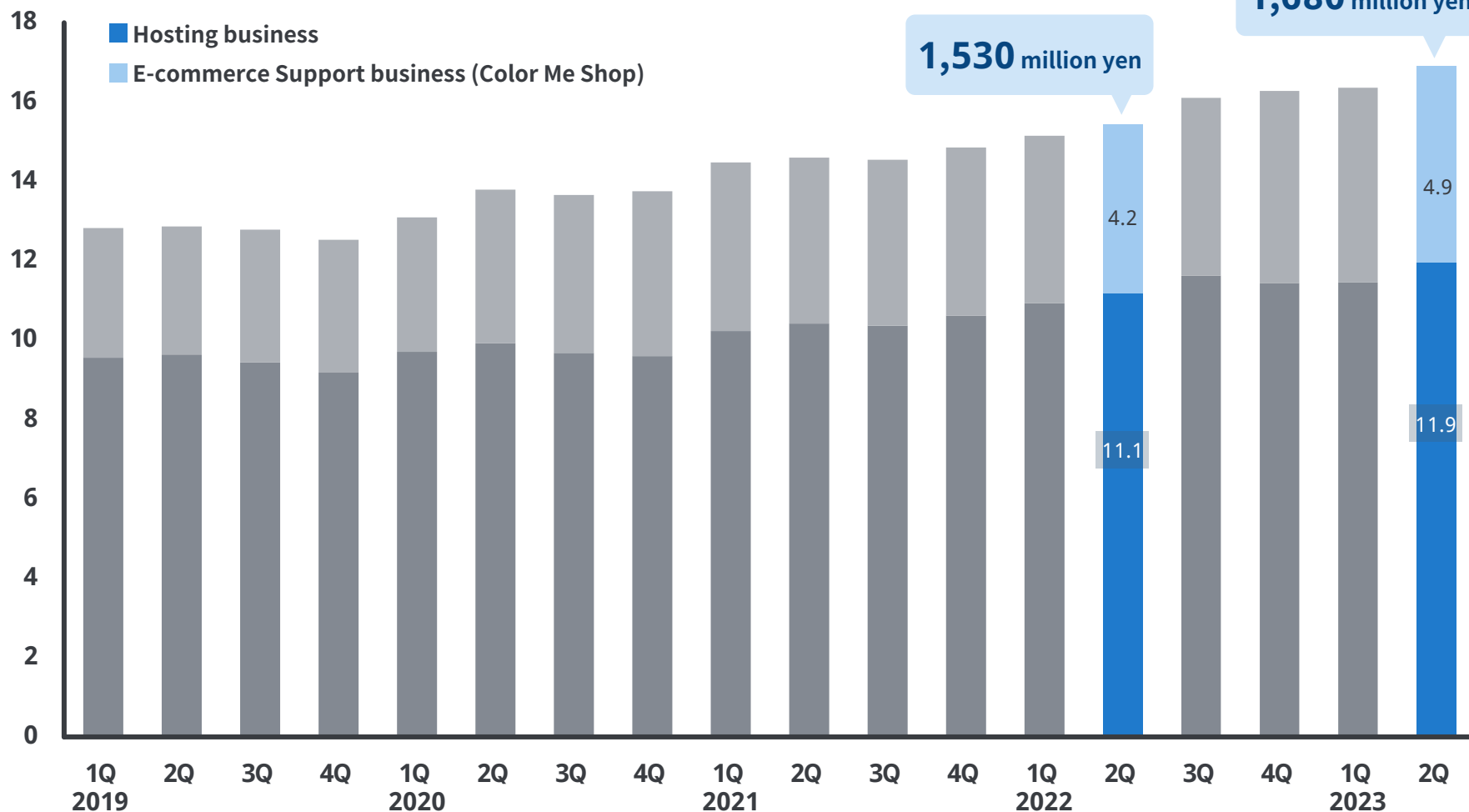


Measures in the Second Half of FY2023

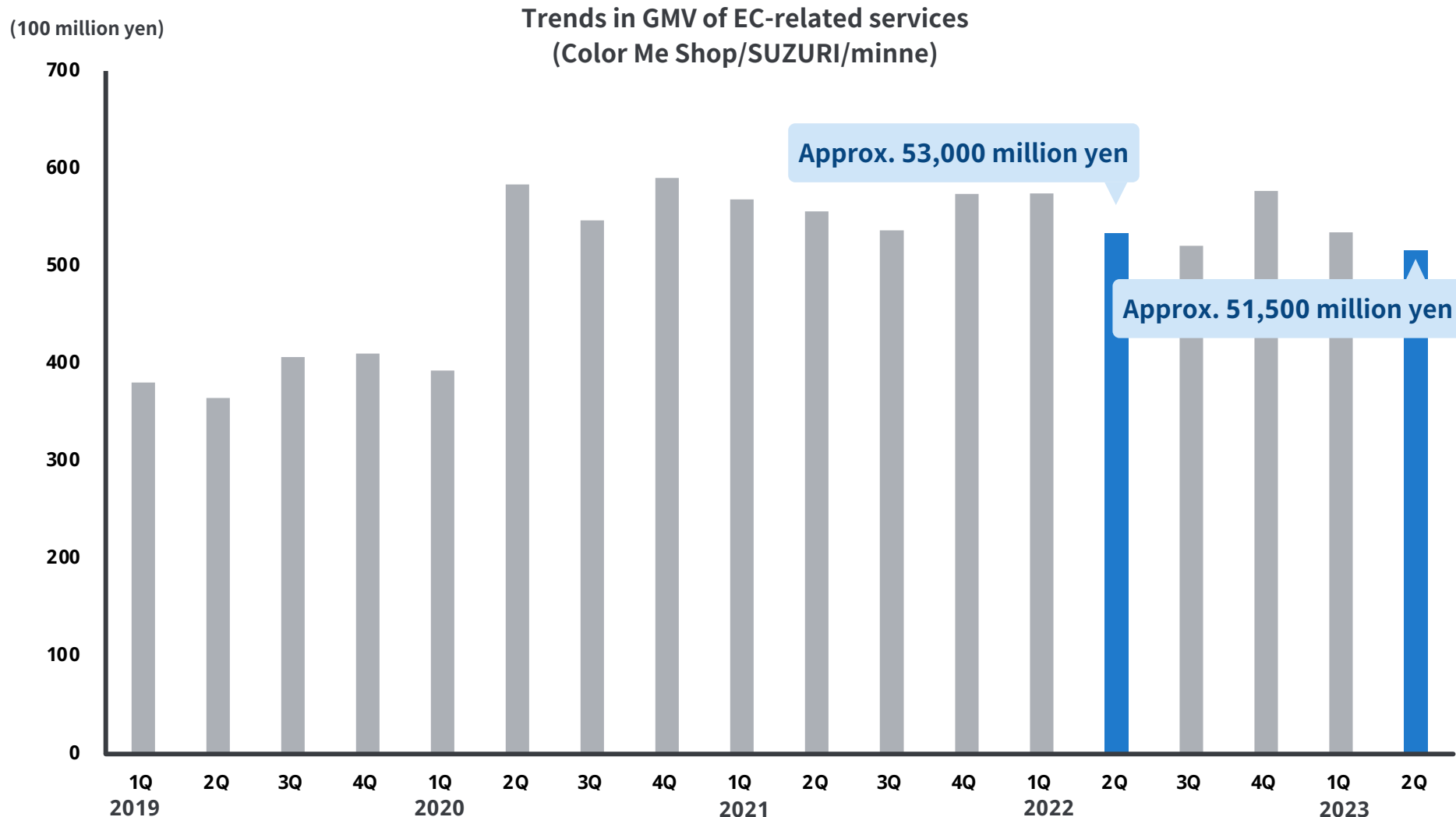
ARR showed steady growth following the price revision and offering of different fixed-rate options.

Trend in ARR (Hosting business + E-commerce Support business (Color Me Shop))

(100 million yen)



Total GMV of three services (Color Me Shop, SUZURI, and minne) decreased year on year.



Color Me Shop



Hosting the Color Me Shop Award 2023

- The Color Me Shop Award 2023 which selects and commends the most excellent online shop of the year based on comprehensive criteria will be held on Wednesday, September 13, 2023
- Shops from diverse business categories with a wide range of years in operation are selected from all over Japan, and 42 shops are selected in the final review.

*1 lit.link is a free profile creation tool that enables users to summarize social media, blogs, product sales pages, and other content in a visually rich manner using photos and videos. Facilitating the process from editing to publication that can be completed on the LINE app without installing an app, lit.link is supported by a wide range of people including not only media personalities and influencers but also artists and creators. As of July 27, 2023, it has 1.9 million users, with monthly page views exceeding 70 million. One feature of the tool is its user composition, which is 60% Generation Z (11 to 25 years old).

SUZURI



Increasing gross merchandise value through corporate collaboration/use of IP

- Increasing purchase opportunities through a collaboration with lit.link,^{*1} a profile creation tool supported by a wide range of people including media personalities and influencers
- Using influential content and IP to increase the number of website visitors and lead these visitors to the purchase of goods.

For minne, we will hold the first face-to-face event in four years and began to provide a feature for displaying ads on the minne website.



Starting to operate minne ads

- On August 2, we began to operate a pay-per-click advertising function which enables the display of handmade products in ads on minne.
- Handmade products are displayed to potential purchasers who are interested in similar products, which supports creators' marketing activities such as the promotion of sales and making their shops more widely known.



Organization of a handmade products market

- Saturday, September 16 to Monday, September 18
Holding a minne Handmade Products Market at Tokyo Big Sight as the first face-to-face event in four years

GMO パパホ

GMO Pepabo, Inc.
Stock code: 3633



Questions and answers

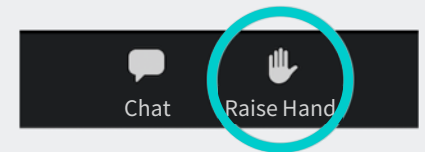
(1) Click the **Raise Hand** button below the Zoom screen.

Note: You can cancel your questions by clicking the Lower Hand button.

(2) The moderator will allow people to ask questions.

If you are allowed to ask a question, **unmute** yourself.

(3) Please ask your question.



Reference Materials

Consolidated Statement of Income (Q2)

(Million yen)	FY2022 Q2	FY2023 Q2	YoY
Net sales	5,106	5,523	108.2%
Cost of sales	2,167	2,477	114.4%
Gross profit	2,939	3,045	103.6%
Selling, general and administrative expenses	2,691	3,871	143.9%
Of SG&A expenses, promotion cost*	762	590	77.4%
Operating profit	248	△825	—
(Operating profit margin)	4.9%	—	—
Ordinary profit	258	△746	—
Profit before income taxes	268	△746	—
Profit attributable to owners of parent	182	△892	—

* Promotion cost is the sum of advertising expenses, promotion expenses, and provision for point card certificates.

Consolidated Balance Sheet

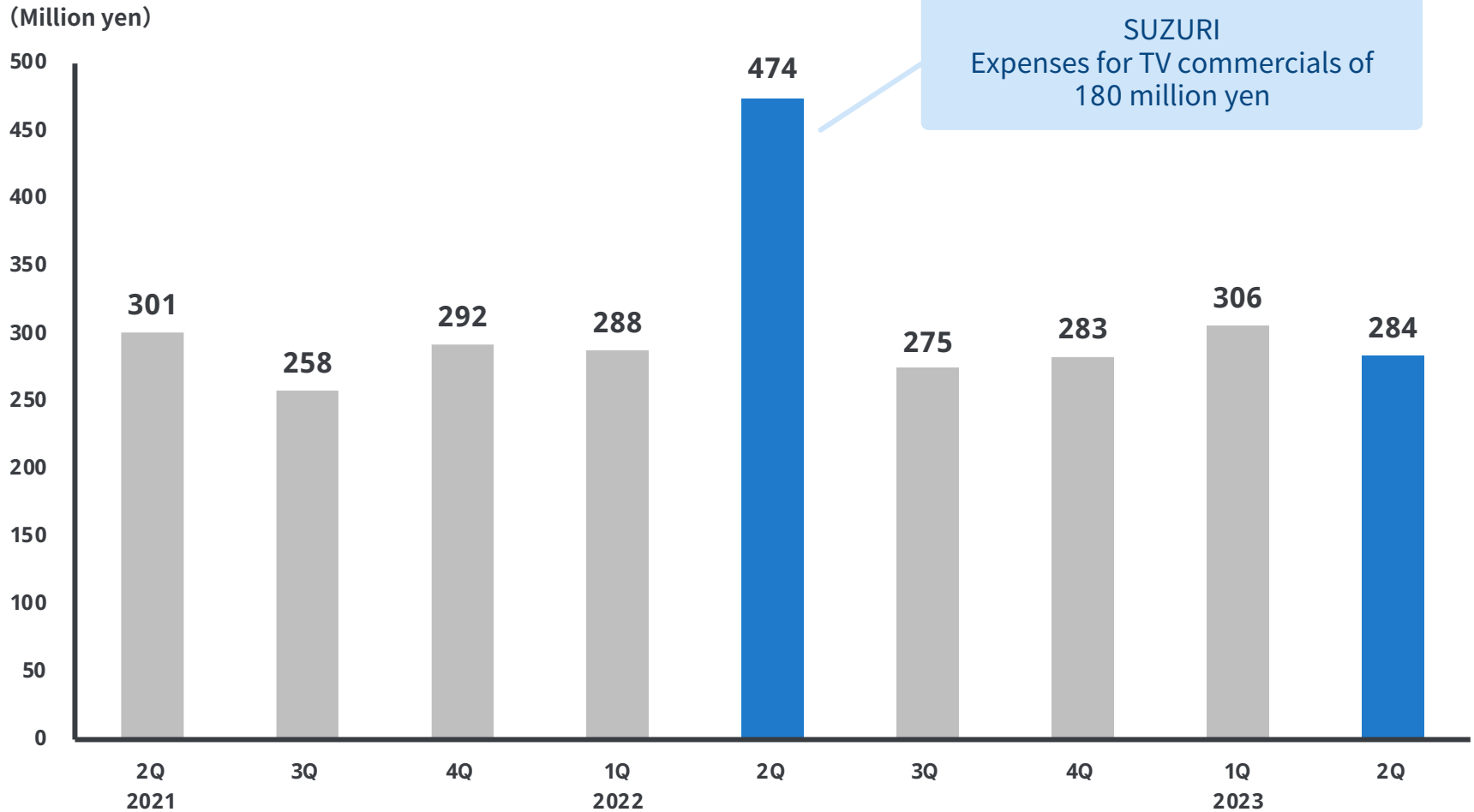
(Million yen)	FY2022	FY2023 Q2	Change
Current assets	9,311	8,734	\triangle 576
Cash and deposits*	3,609	4,181	+ 571
Accounts receivable	2,593	2,393	\triangle 199
Accounts receivable - other	1,934	2,000	+ 65
Non-current assets	2,124	2,310	+ 186
Total assets	11,435	11,045	\triangle 390
Current liabilities	8,438	8,318	\triangle 120
Accounts payable – other	2,107	1,868	\triangle 239
Advances received	3,846	4,252	+ 406
Non-current liabilities	308	1,205	+ 897
Net assets	2,689	1,522	\triangle 1,167
Liabilities and net assets	11,435	11,045	\triangle 390

* Cash and deposits include deposits paid to subsidiaries and associates.

Statement of Cash Flows

(Million yen)	FY2022 Q2	FY2023 Q2
Operating cash flow	9	734
Investing cash flow	△ 237	△ 134
Financing cash flow	△ 246	△ 28
Increase (decrease) in cash and cash equivalents	△ 474	571
Balance of cash and cash equivalents	3,145	4,181

Trends in promotion expenses



Company Profile

Corporate Philosophy Make it more playful

Mission Increase the output of humanity

Established January 10, 2003

Share capital 262.22 million yen

Representative Director
and CEO Kentaro Sato

Head office Cerulean Tower, 26-1 Sakuragaoka-cho, Shibuya-ku, Tokyo

Branch Tenjin Prime, 2-7-21 Tenjin, Chuo-ku, Fukuoka, Fukuoka Prefecture

Office Dai-2 NT Building 3-1 Uearatacho, Kagoshima, Kagoshima Prefecture

Subsidiaries GMO Creators Network, Inc.
GMO Pepabo Guardian, Inc.

Number of employees 475 (372 full-time employees, 103 temporary employees)
(consolidated)

(As of December 31, 2022)

Make it more playful

Creative activities on the Internet are changing and the range of them is expanding. In this environment, we want to continue to take on challenges to create more interesting things. That passion is implied in our corporate philosophy.

We can make innumerable things more interesting. We can create interesting services and plans. We can enable users to have interesting experiences. We can work out ways to enjoy our jobs.

We will create more interesting things and make our jobs more interesting. We will continue to evolve ourselves.

Increase the output of humanity

When GMO Pepabo was founded, our work was to publish pictures and photographs over the Internet, and we never thought a future would come where it would be possible to buy a work of art created by somebody else's hands from a distant location. But in the space of just twenty years, these practices have become commonplace.

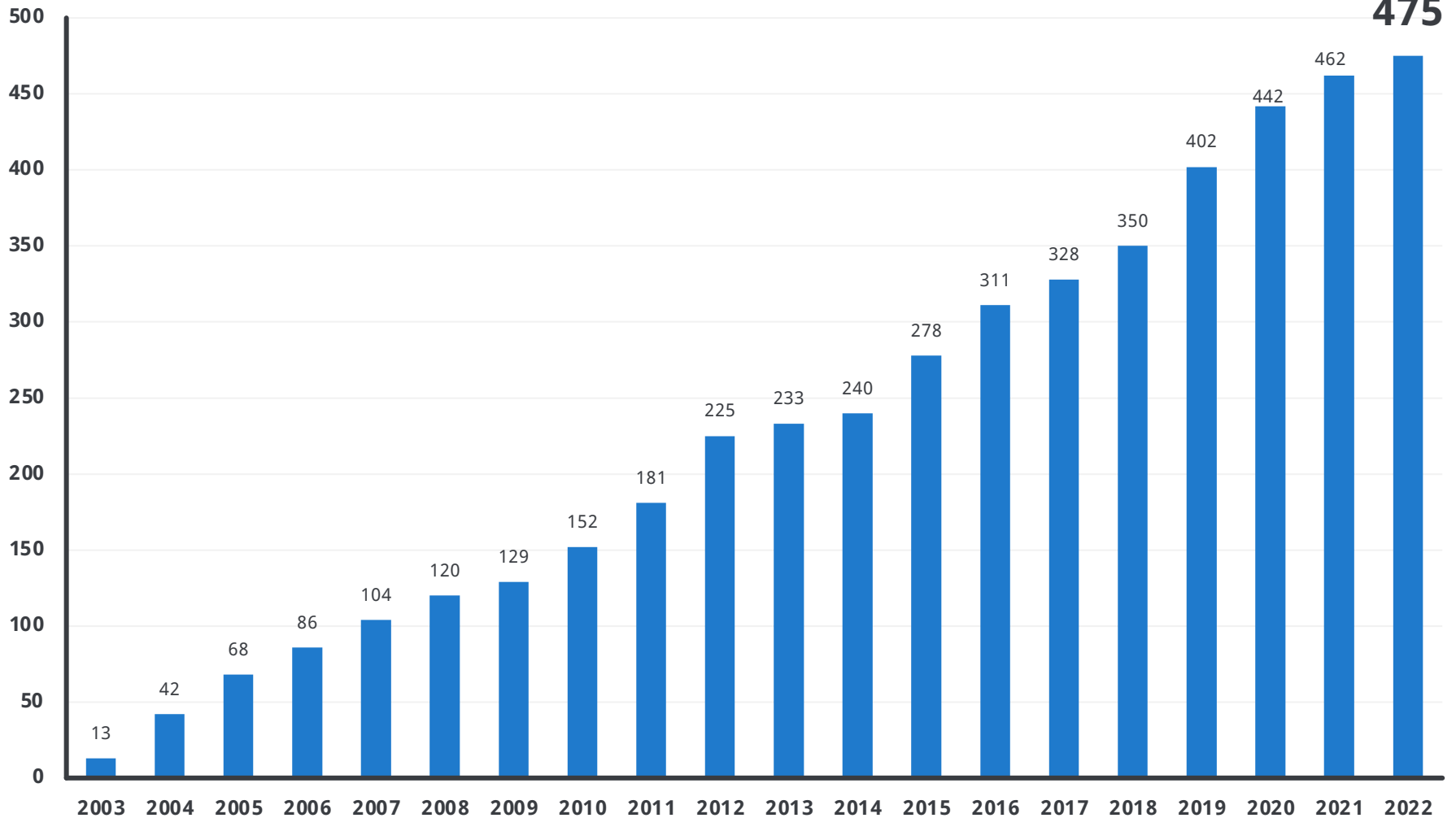
We believe that it is the output of all kinds of people around the world from major corporations to regional stores and individuals that will give rise to various evolutions and new value, creating a new future.

By continuing to create products that encourage the output of humanity, we at GMO Pepabo have incorporated the resolve to evolve and expand together with our users into our mission.

Going forward, we will not only raise total output ourselves, but work enthusiastically to develop environments conducive to output and develop mechanisms that encourage the output of others.

- November 2001 ● Starts to provide Lolipop!
- January 2003 ● Established paperboy&co. Y.G. in Fukuoka.
- March 2004 ● Becomes a consolidated subsidiary of GMO Internet, Inc.
- May 2004 ● The head office moves to Tokyo.
- February 2005 ● Starts Color Me Shop, which provides an online shop opening/creation service.
- December 2008 ● Listed on JASDAQ (stock code: 3633)
- January 2012 ● Starts minne, a handmade products market.
- April 2014 ● Renamed GMO Pepabo, Inc.
- April 2014 ● Starts SUZURI, which provides an original goods creation and sale service.
- February 2019 ● Makes GMO Creators Network, Inc. a consolidated subsidiary.
- December 2019 ● Listed on the Second Section of the Tokyo Stock Exchange
- December 2020 ● Assigned to the First Section of the Tokyo Stock Exchange
- April 2022 ● Assigned to the Section of the Tokyo Prime Market
- April 2022 ● Starts GMO Renshu, which provides liaison and collection service for teams and classrooms.

Number of partners



(As of December 31, 2022)

Lolipop!

One of Japan's largest rental server services

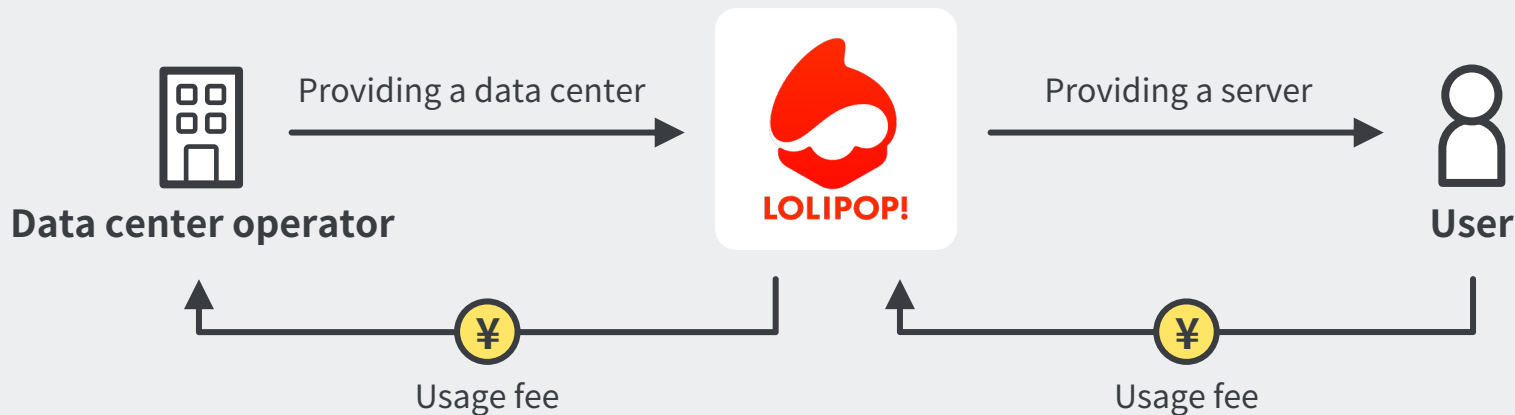
Rate plans*: Economy/Light/Standard/High Speed/Enterprise

Number of contracts: 0.41 million

(As of June 30, 2023)



Business model



*1. Rate plans : Economy 99 yen~, Light 220 yen~, Standard 440 yen~, High Speed 550 yen~, Enterprise 2,200 yen~

MuuMuu Domain

Domain name acquisition agency

Usage fee: An annual fee of 85 yen or more

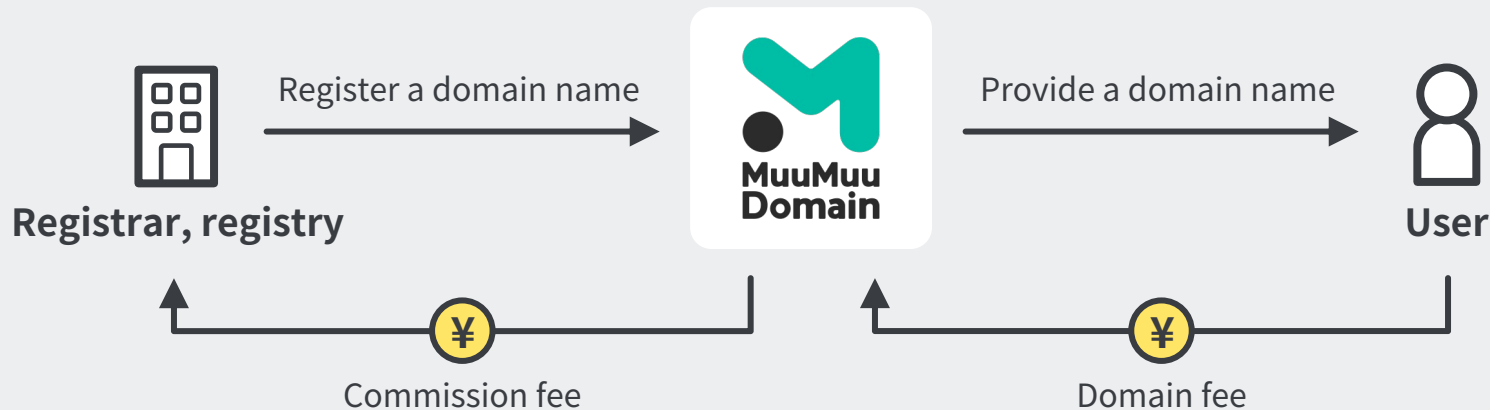
Number of contracts: 1.12 million

(As of June 30, 2023)

In addition to the usage fee, a separate service maintenance and adjustment fee is incurred.



Business model



Color Me Shop

Creation of online shops

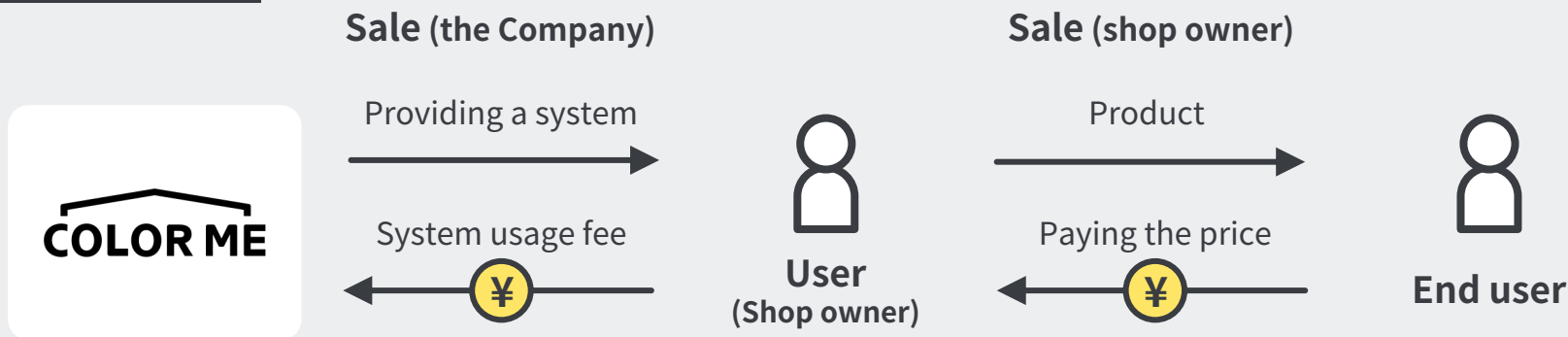
Rate plans*: Free/Regular/Large/Premium

Number of contracts: 50,000

(As of June 30, 2023)



Business model



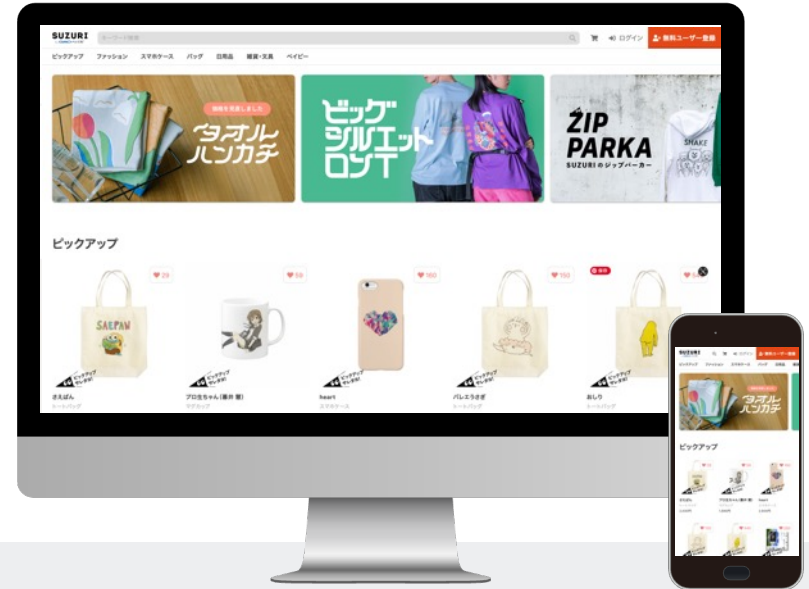
*1. Rate plans : Free 0 yen~、Regular 4,950 yen~、Large 9,595 yen~、Premium 39,600 yen~

SUZURI

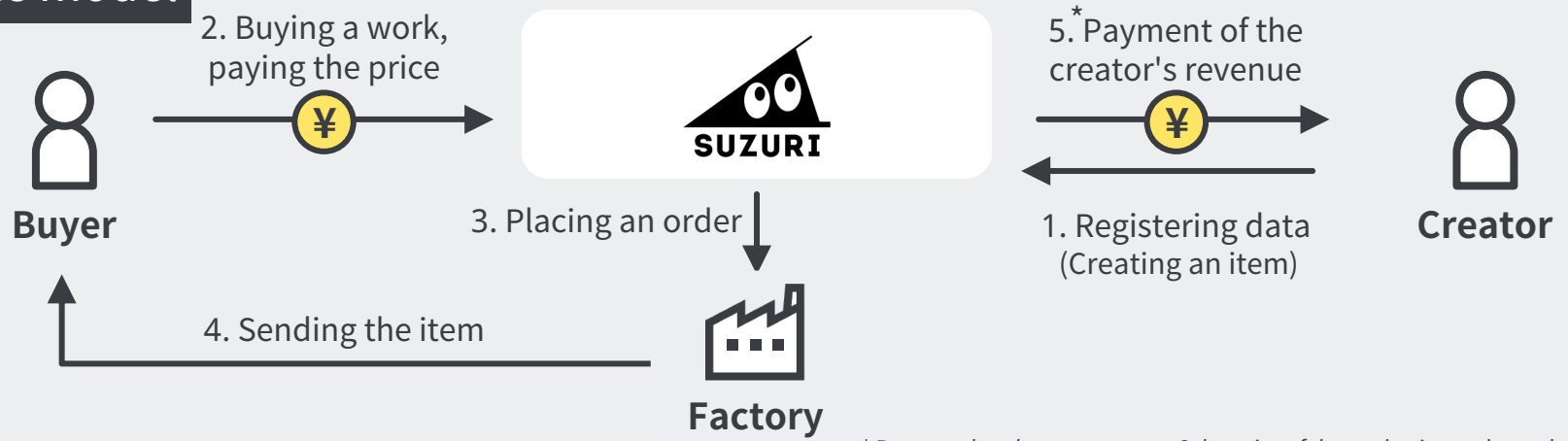
Creation and sale of original goods

Number of creators: 0.72 million
 Number of members: 1.49 million
 Annual gross merchandise value: 2.6 billion yen (2022 result)

(As of June 30, 2023)



Business model



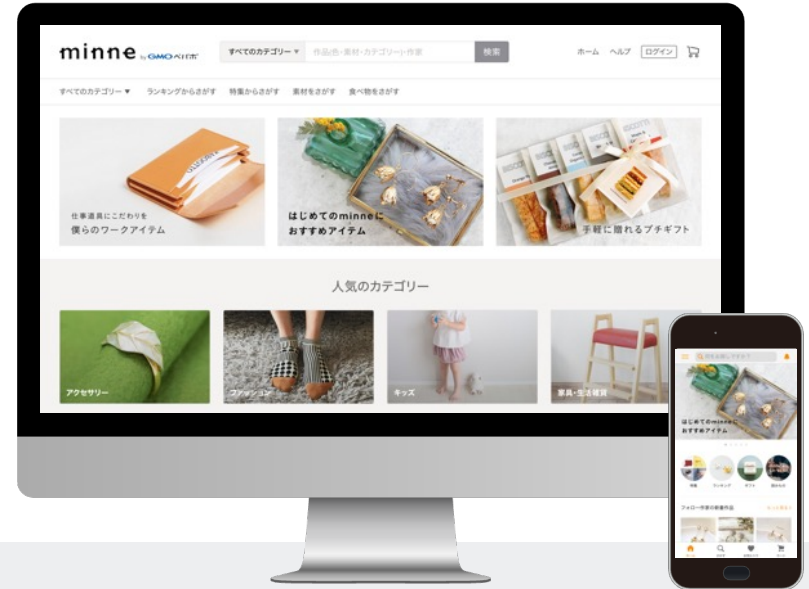
* Revenue that the creator sets = Sales price of the work minus sales at the Company

minne

One of Japan's largest
handmade products markets

- Number of creators and brands: 0.88 million
- Number of works: 16.56 million
- Number of app downloads: 14.28 million
- Annual gross merchandise value: 15.0 billion yen (2022 result)

(As of June 30, 2023)



Business model



FREENANCE

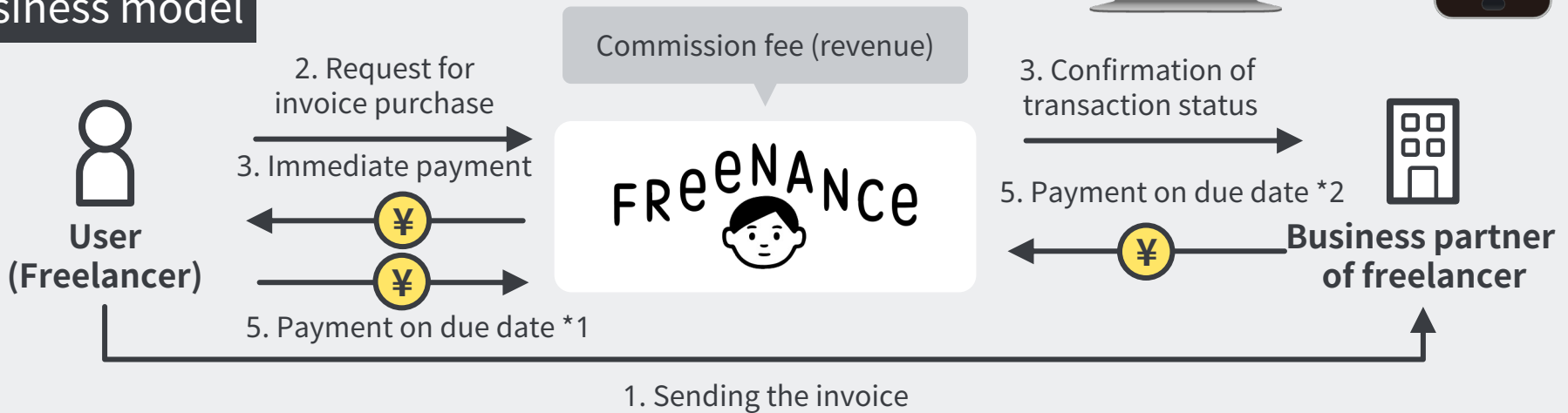
Support sole proprietors' business activities by providing immediate payment (factoring) and liability insurance.

- Minimum amount of invoice purchase: 10,000 yen, no upper limit
- Commission rate: 3%-10% of invoice face value
- Main services: Immediate payment / GMO Freelance factoring / insurance, etc.

Amount of purchases of invoices
(As of June 30, 2023) 8.6billion yen (FY2022)

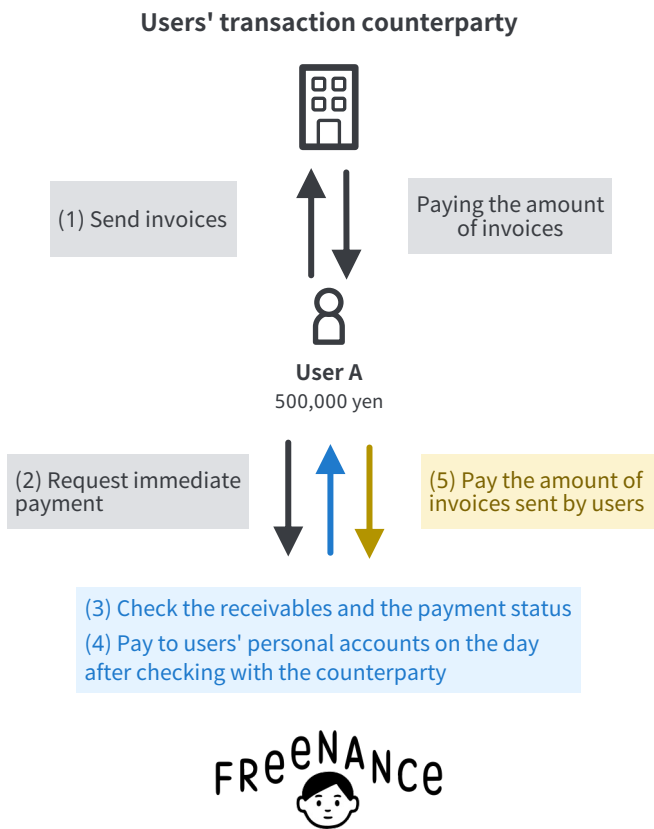


Business model



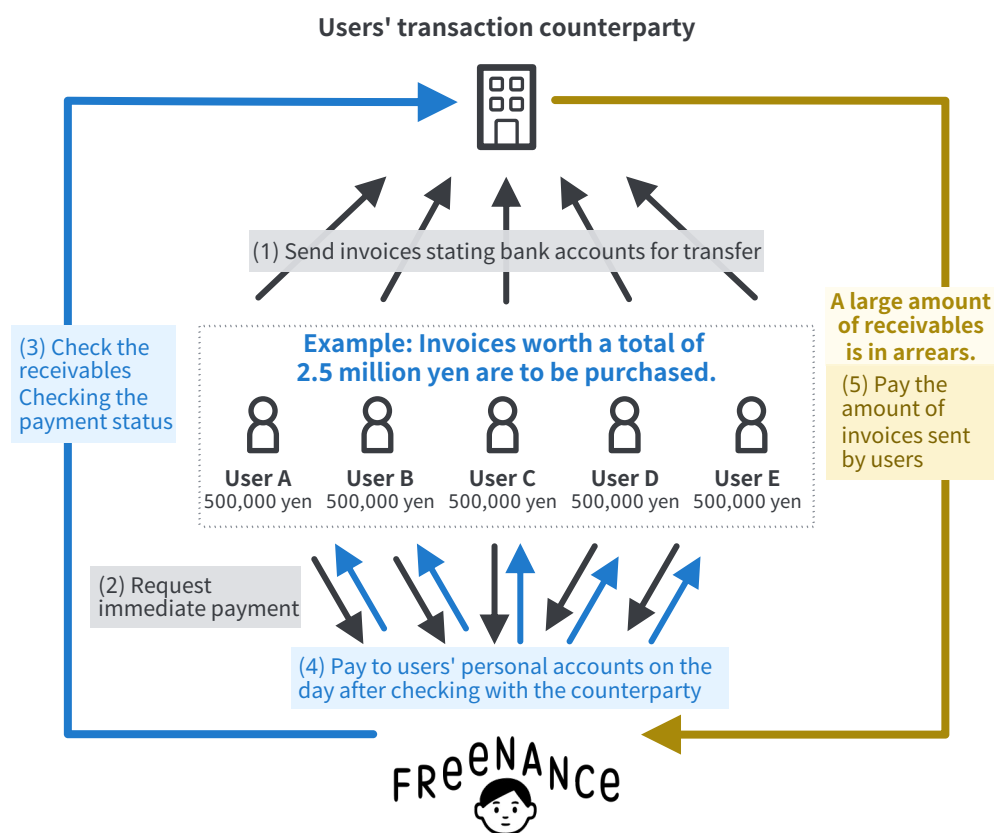
*1 Payer in case of individual transaction *2 Payer in the case of partner transaction

Individual transactions



An "individual transaction" is a transaction in which GMO-CN signs a contract directly with the user. The user pays GMO-CN after being paid the billing amount by the company as the recipient of the invoice (transaction counterparty). Individual transactions were called bilateral transactions until the previous quarterly financial results.

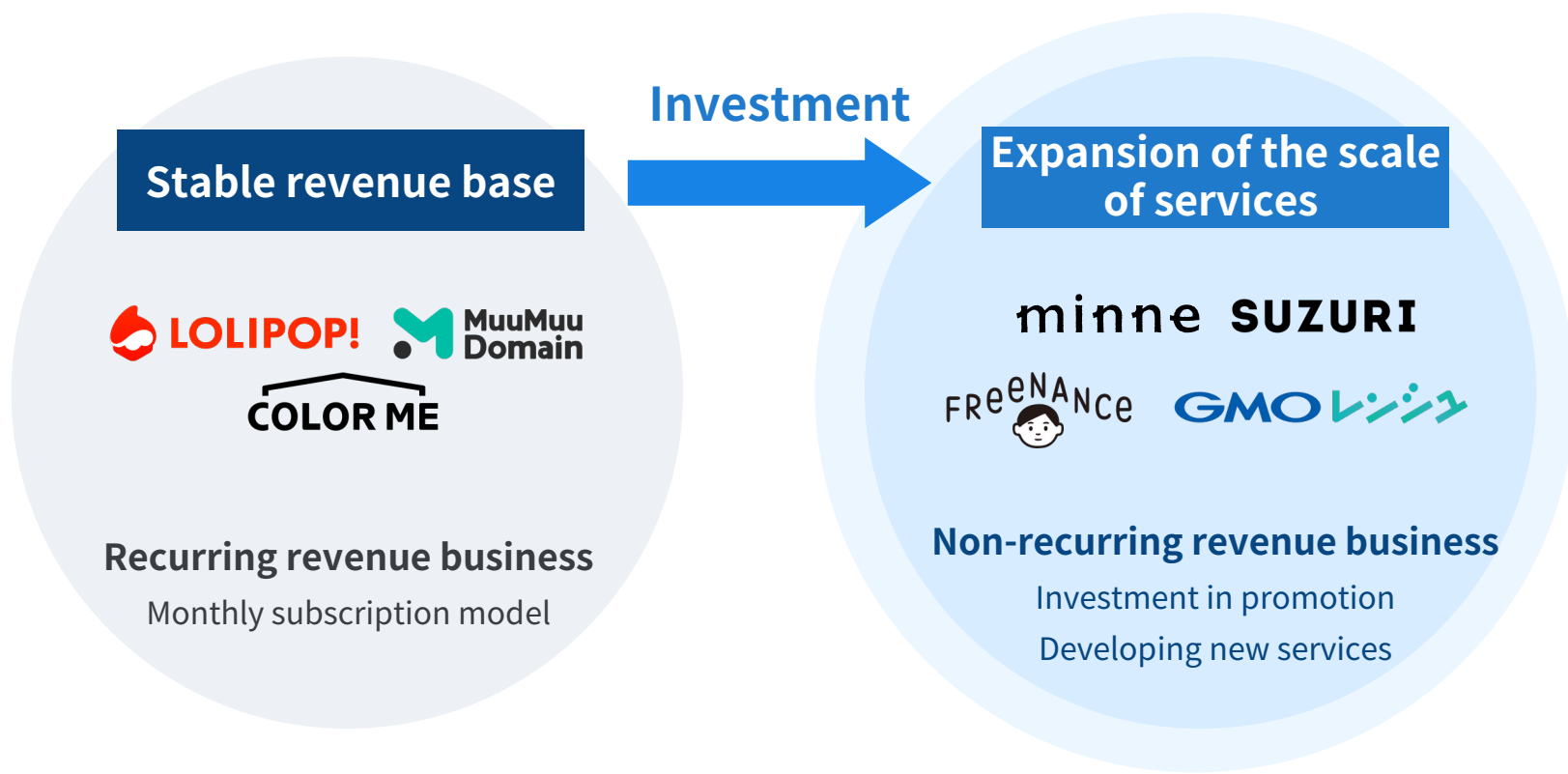
Partner transactions



A "partner transaction" is a transaction in which GMO-CN signs a contract directly with the user and also with the company that is the recipient of the invoice (transaction counterparty) and the payment is made by the company as the recipient of the invoice (transaction counterparty). Partner transactions were called three-party transactions until the previous quarterly financial results.

* Users: referring mainly to freelance self-employed workers and small businesses

Based on stable, recurring revenue in the recurring revenue business, we are expanding the scale of services by making strategic investments in non-recurring revenue services, which are strongly expected to grow.



We have determined three material sustainability issues and contribute to ESG management and the SDGs through business activities.

Under the corporate philosophy of "Make it more playful," we increase the output of humans through business activities and seek to enhance corporate value and solve social issues with every stakeholder to help achieve a sustainable society.

Consideration for the global environment and conservation of it through reduction of environmental impact



Support for people from all walks of life to increase human output



Strengthening governance for sound and transparent corporate management



Please find our sustainability activities and concrete efforts on the websites below.

Sustainability at GMO Pepabo <https://pepabo.com/sustainability/>

Sustainability data <https://pepabo.com/sustainability/data/>

Dividends

	2020	2021	2022	2023 (Forecast)
Annual dividends per share (yen)	81.00	68.00	50.00	0.00
Payout ratio (%)	50.9	50.3	51.9	—

Shareholder benefits

Benefit

1

Points and coupons that can be used for services provided by the Company, etc.

- Holding one unit (100 shares) Worth 1,500 yen
- Holding two units (200 shares) or more Worth 3,000 yen

Benefit

2

Cashback equivalent to a commission fee if a shareholder buys or sells certain securities at GMO CLICK securities

- Cashback on buying commission fees (limited to purchases of shares in the Company)
- Cashback on trading commission fees
 - Holding one unit (100 shares) 1,500 yen maximum
 - Holding two units (200 shares) or more 3,000 yen maximum

Value Creation Process



Offering of value through companies and services



Corporate Philosophy
Make it more playful
Mission
Increase the output of humanity

Hosting business
Lolipop!
MuuMuu Domain

E-commerce Support business
Color Me Shop
SUZURI

Handmade Products business
minne

Financial Support business
FREENANCE

- ▶ Execute a business strategy and make investments on the basis of realization of the big picture
- ▶ Take actions towards new technologies with the use of research and development organizations and assets
- ▶ Support Kagoshima and other provincial regions and invest in strengthening the corporate brand

Material ESG/SDGs issues

Environmental (E)
Give consideration to the global environment and conserve it by reducing the environmental impact



Social (S)
Support for people from all walks of life to increase human output



Governance (G)
Strengthening governance for sound and transparent corporate management



Enlarge the business network consisting of creators and users to make it more interesting

Remove entry barriers against output creation and support the distribution and development of creative activities



Fulfill the medium-term management plan and continuously increase corporate value



Building appropriate corporate value (share price) through the value creation process

FY23 Q2_Results_Presentation_DataSheet

Business Results by Segment/Service (Quarterly) *1, *5

(Million yen)

		FY21 *4				FY22				FY23	
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Consolidated	Net Sales*2	2,444	2,488	2,477	2,459	2,535	2,570	2,702	2,721	2,735	2,788
		1,232	1,243	1,269	1,291	1,319	1,343	1,391	1,384	1,369	1,422
Hosting business	Lolipop	484	495	514	533	551	575	583	584	594	621
	MuuMuu Domain	522	525	527	529	544	547	581	573	553	577
	Other*3	226	223	228	229	224	221	227	227	222	224
		697	790	778	656	664	699	769	710	700	821
E-commerce Support business	Color Me Shop	465	435	435	437	442	442	467	501	511	536
	SUZURI	215	338	329	209	212	247	293	204	184	280
	Other*3	17	17	14	10	10	10	9	5	5	5
Handmade Products business	minne	440	406	379	445	460	398	373	417	413	347
Financial Support business	FREENANCE	44	49	50	67	90	129	166	207	251	196

		FY21 *4				FY22				FY23	
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
Consolidated	Operating Profit*2	230	222	245	178	225	22	322	161	36	-861
		370	385	430	421	451	478	509	452	426	475
Hosting business	Lolipop	224	230	276	273	308	334	331	309	307	327
	MuuMuu Domain	72	80	78	71	71	69	97	75	45	77
	Other*3	74	75	76	77	72	75	81	68	74	71
		233	266	277	194	175	1	260	225	163	228
E-commerce Support business	Color Me Shop	223	200	189	183	176	174	206	228	202	192
	SUZURI	14	71	95	19	6	-167	61	4	-29	49
	Other*3	-4	-5	-7	-8	-7	-6	-7	-7	-10	-13
Handmade Products business	minne	85	54	28	56	49	17	2	12	27	14
Financial Support business	FREENANCE	-45	-28	-39	-26	-4	-11	20	-30	-93	-1,078

※For details, please refer to "Fiscal Year 2023 1st Quarter Data sheet" on our IR page.

*1 Quarterly are rounded down to the million yen *2 Excluding sales and operating profit of others (office expenses, etc.) *3 Figures subtracted from business totals

*4 The respective figures for the year ended 31 December 2021 are unaudited figures after retrospective application of the relevant accounting standards.

*5 Starting January 2023, the website creation service Goope was transferred from the E-commerce Support segment to the Hosting segment. To simplify comparisons between periods, Goope has been listed under the Hosting segment for the FY2021 and FY2022 full-year financial results.

KPI by Segment/Service (as of end of quarter)

			FY21				FY22				FY23	
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
			3/31	6/30	9/30	12/31	3/31	6/30	9/30	12/31	3/31	6/30
Hosting business	Lolipop	Number of contracts (Numbers)	422,626	424,258	425,207	425,982	426,074	426,651	424,528	422,596	419,605	417,710
	MuuMuu Domain	Number of contracts (Numbers)	1,195,604	1,184,790	1,176,306	1,171,750	1,166,641	1,162,930	1,155,961	1,186,748	1,139,334	1,125,732
E-commerce Support business	Color Me Shop	Number of contracts (Numbers)	41,191	42,702	45,013	46,369	48,123	49,277	50,282	50,663	50,537	50,337
	SUZURI	Number of creators (ten thousands users)	43	48	53	56	59	62	65	67	69	72
		Number of members (ten thousands users)	77	87	99	106	113	122	130	135	141	149
Handmade Products business	minne	Number of products (ten thousands items)	1,325	1,369	1,410	1,453	1,484	1,531	1,568	1,596	1,625	1,656
		Number of creators (ten thousands users)	75	77	79	80	82	83	84	85	87	88
		Number of app downloads (ten thousands DLs)	1,259	1,283	1,306	1,328	1,351	1,371	1,392	1,411	1,428	1,442

KPI by Segment/Service (Quarterly)

			FY21				FY22				FY23	
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2
			3/31	6/30	9/30	12/31	3/31	6/30	9/30	12/31	3/31	6/30
Hosting business	Lolipop	Spending per customer(yen)	385	390	403	414	431	449	457	461	471	495
E-commerce Support business	Color Me Shop	Spending per customer(yen)*1	3,436	3,414	3,486	3,624	3,705	3,850	4,250	4,778	5,014	5,213
	SUZURI	Gross merchandise value (100 million yen)	6.6	9.2	9.2	6.8	6.0	6.8	7.9	5.9	5.2	7.5
Handmade Products business	minne	Gross merchandise value (100 million yen)	39.8	37.0	35.1	39.5	41.9	36.3	34.1	38.3	37.8	32.1
		Number of orders (ten thousands orders)	128.3	114.0	105.3	111.6	121.7	101.1	93.7	99.5	102.2	83.6
		Average price of orders(yen)	3,251	3,292	3,421	3,639	3,600	3,622	3,743	3,919	3,823	3,888
Financial Support business	FREENANCE	Amount of Purchases of Invoices (100 million yen)	5.5	6.6	6.8	9.2	12.1	18.9	26.0	29.7	31.2	25.5
		Number of invoices(Invoices)	2,146	2,583	3,193	3,919	4,086	4,805	5,407	6,012	6,006	6,204
		Average invoice purchase (Thousand yen)	260	256	213	236	296	394	482	495	519	412
		Number of users(users)	1,391	1,510	1,904	2,203	2,306	2,593	2,848	3,154	3,298	3,459

※ For details, please refer to "Fiscal Year 2023 1st Quarter Data sheet" on our IR page.


*1 Spending per customer has been revised to the unit cost of monthly plans only. (Previously calculated as including free plans).


- This material is intended to offer insight into our Company and is not for the purpose of soliciting investment.
- We have taken reasonable care to ensure the accuracy of this material. However, there are inherent uncertainties in forward-looking statements, and we do not guarantee them.
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