

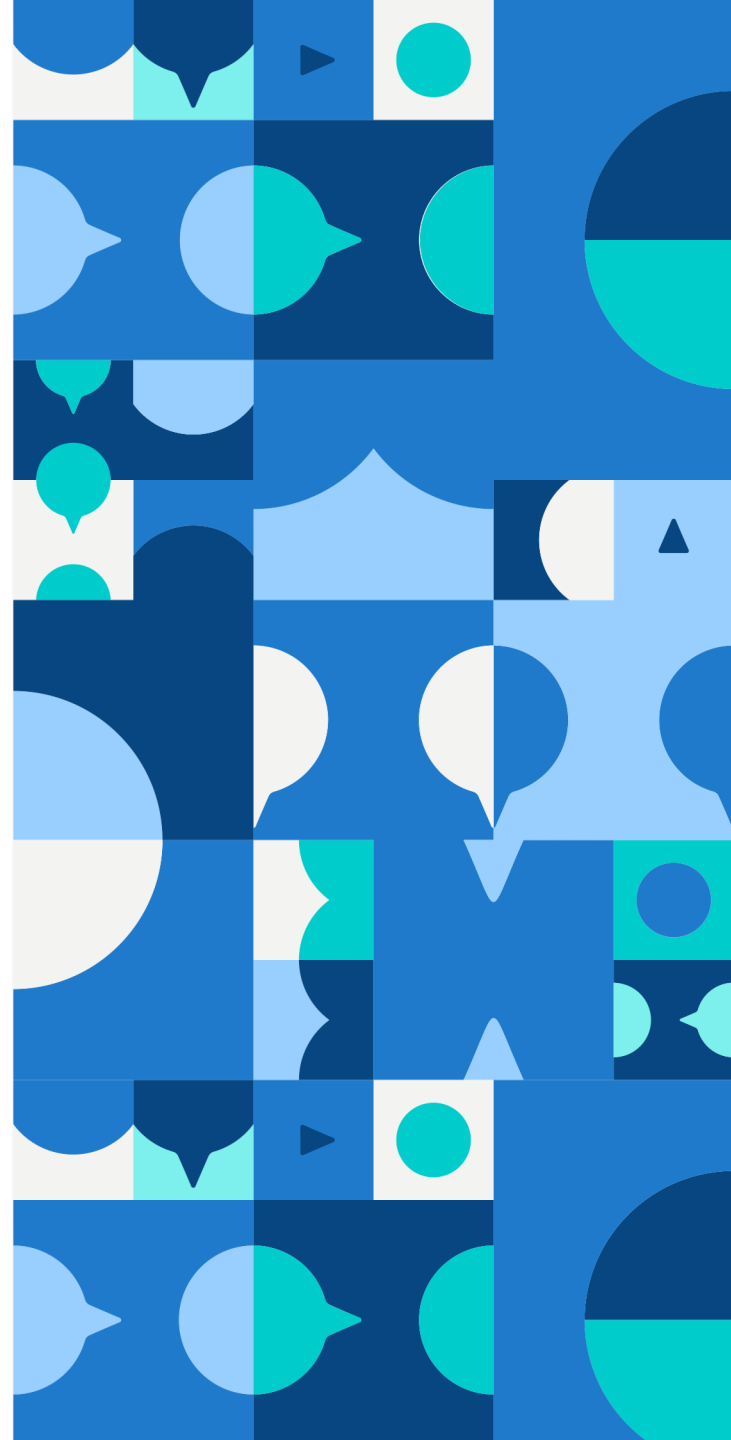


Fiscal Year 2023 Third Quarter

Results Presentation

GMO Pepabo, Inc.

Stock code: 3633 (TSE Standard Market)



A loss was posted due to bad debt-related expenses, but
the recurring revenue business served as the driving force.
We continued to take steps for future business growth.

- The recurring-type business achieved solid sales, enjoying the effect of a price revision.
- Collection of receivables in the Financial Support business made progress, resulting in generation of reversal partially.
- Applied AI to services



AGENDA

- Summary of Results in Q3 FY2023 Page 3
- Progress in Results in FY2023 Page 22

Summary of Results in Q3 FY2023

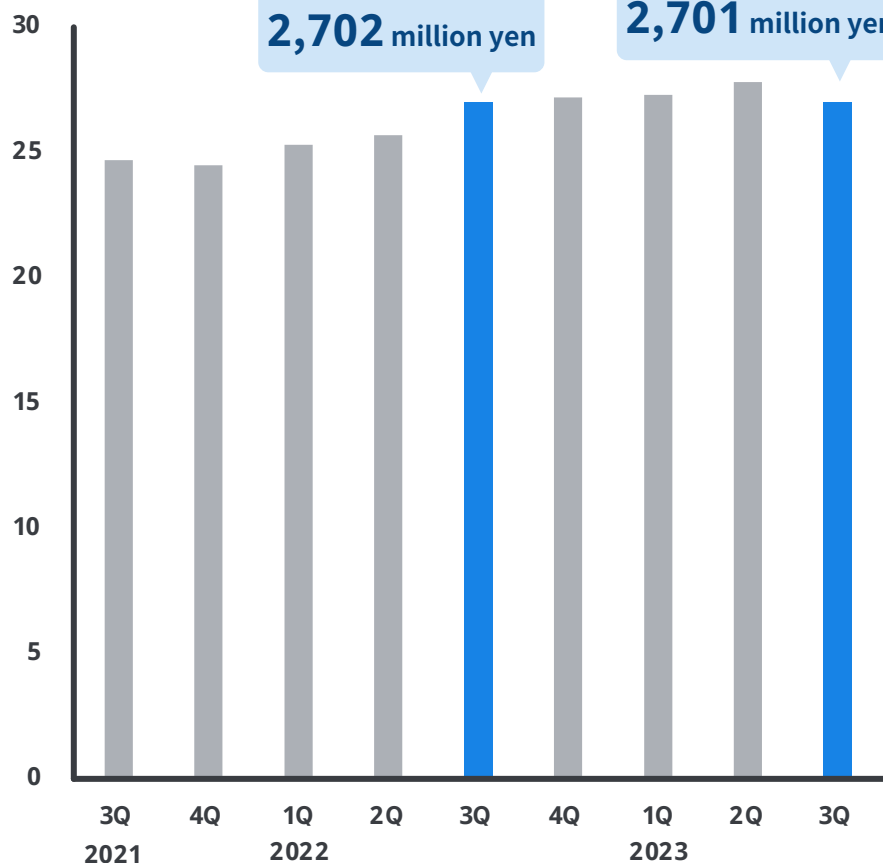
The recurring-type business achieved solid sales, enjoying the effect of a price revision. An operating loss was recorded due to the posting of bad debt-related expenses in Q2, but the amount of loss was reduced with the strong performance of the recurring revenue business and progress in the collection of receivables.

(Million yen)	FY2022 (Nine months)	FY2023 (Nine months)	Change	YoY
Net sales	7,809	8,225	+415	105.3%
Operating profit	570	-582	-1,153	—
Operating profit margin (%)	7.3	—	—	—
Ordinary profit	599	-504	-1,104	—
Profit attributable to owners of parent	418	-724	-1,143	—

Net sales remained flat year on year, reflecting the control of the amount of purchases of invoices. Operating profit decreased due to the delay of high-value domain sales and shipments in SUZURI's T-shirt sales from 2Q to 3Q, which took place in the previous fiscal year.

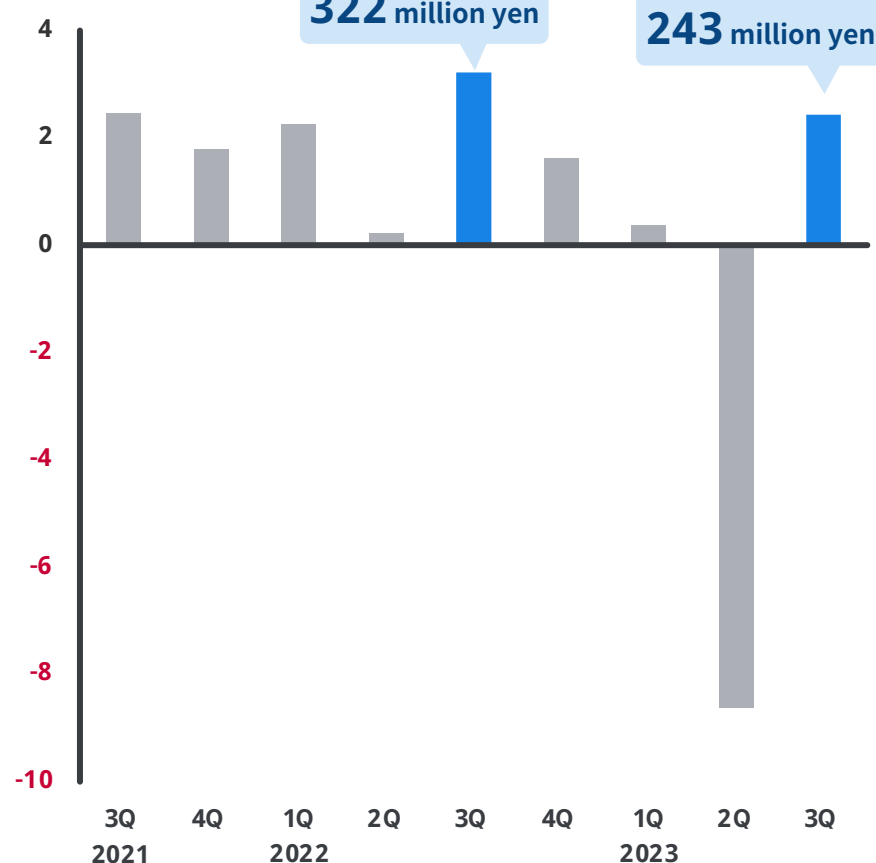
Net sales

(100 million yen)



Operating profit

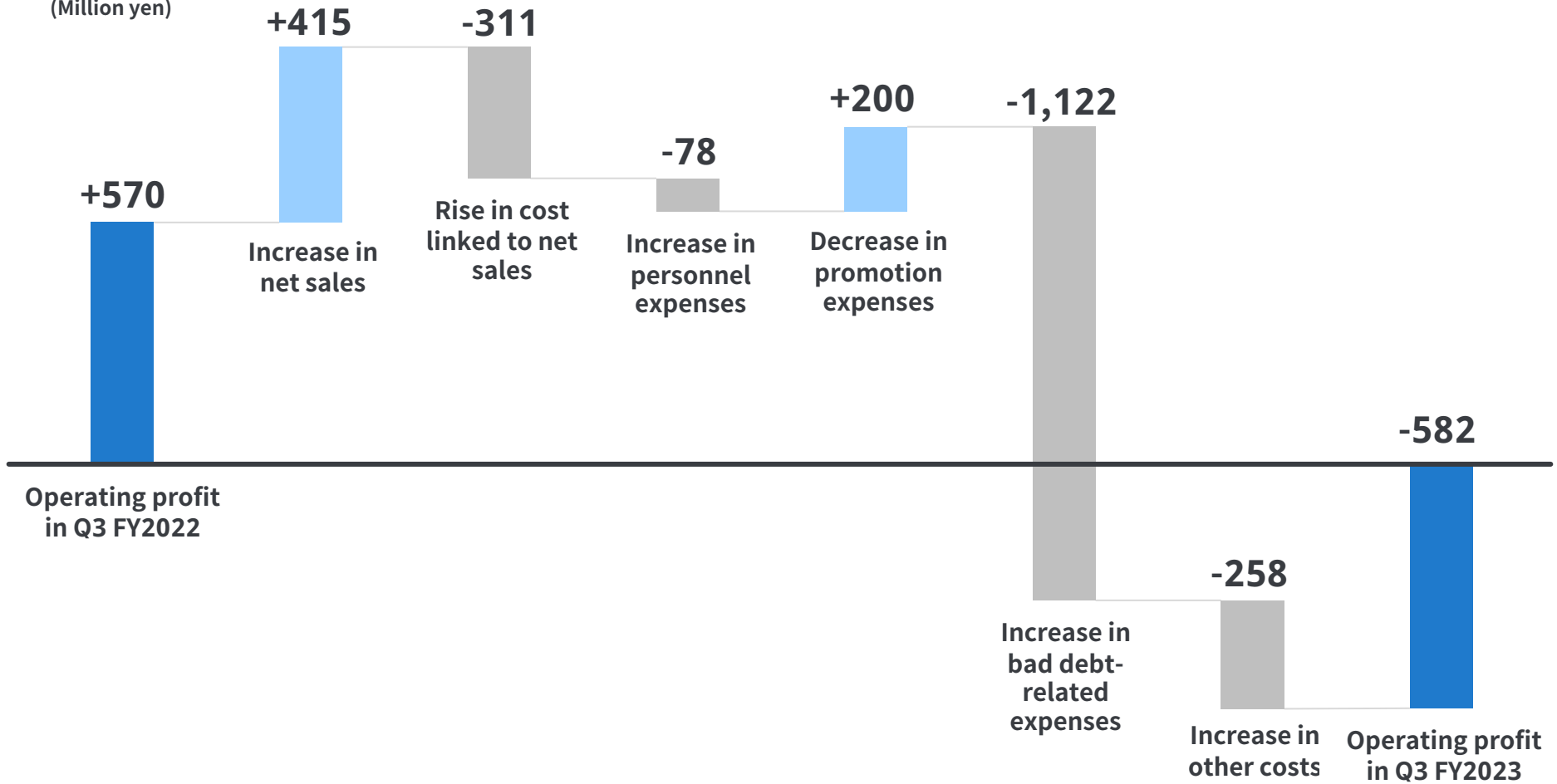
(100 million yen)



* 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 (Nine Months)

(Million yen)



Net sales remained brisk, enjoying the effect of price revisions.

Hosting

Net sales: **4,257** million yen (**105.0** %)

Operating profit: **1,410** million yen (**98.0** %)

Improvement attributed to the effect of price revisions and cost reduction

E-commerce Support

Net sales: **2,283** million yen (**107.0** %)

Operating profit: **586** million yen (**134.2** %)

Gross merchandise value dropped year on year

Handmade Products

Net sales: **1,131** million yen (**91.7** %)

Operating profit: **40** million yen (**58.6** %)

Bad debt-related expenses for receivables in arrears were generated in Q2.

Financial Support

Net sales: **552** million yen (**143.0** %)

Operating profit: **-1,140** million yen (Down **1,144** 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

Nine months

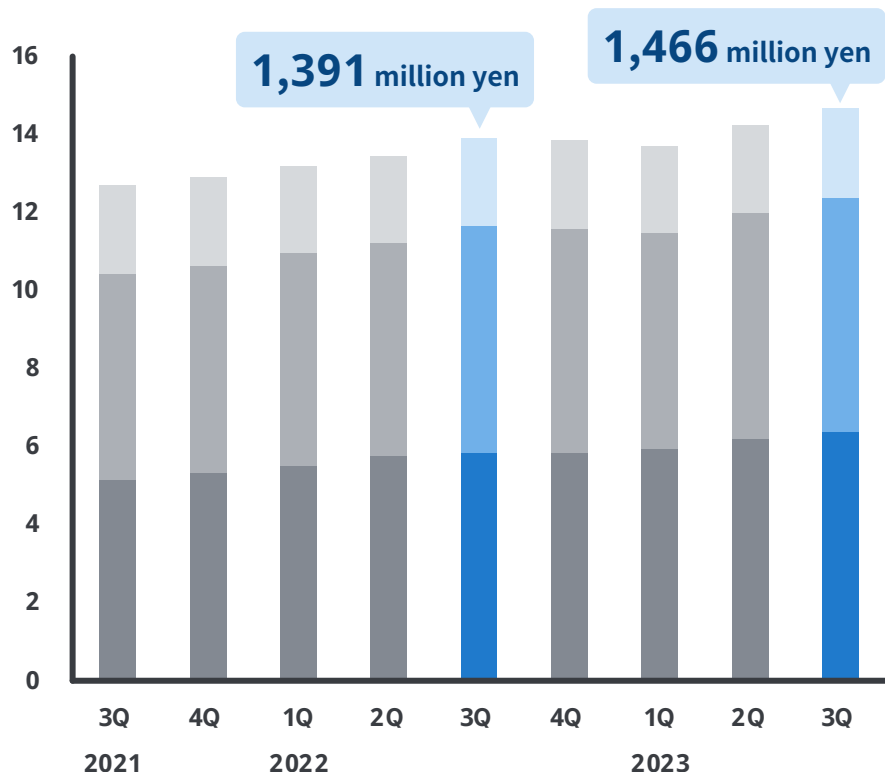
Net sales: **4,257 million yen** (up 5.0% year on year)
 Operating profit: **1,410 million yen** (down 2.0% year on year)

Net sales

Operating profit

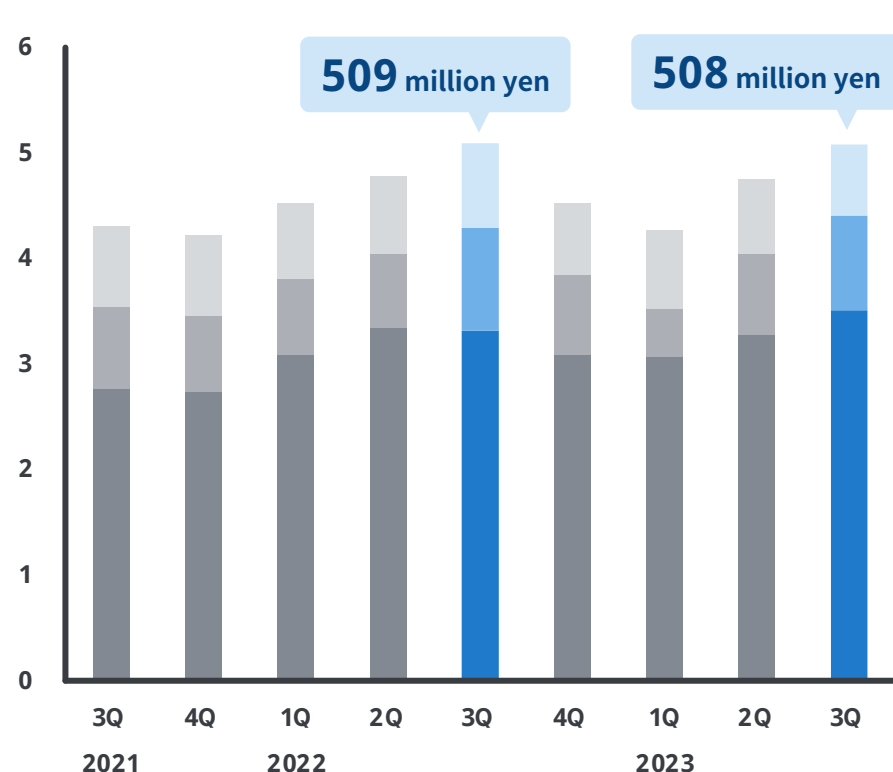
(100 million yen)

■ 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.

Nine months

Net sales:

1,854 million yen

(up 8.4% year on year)

Operating profit:

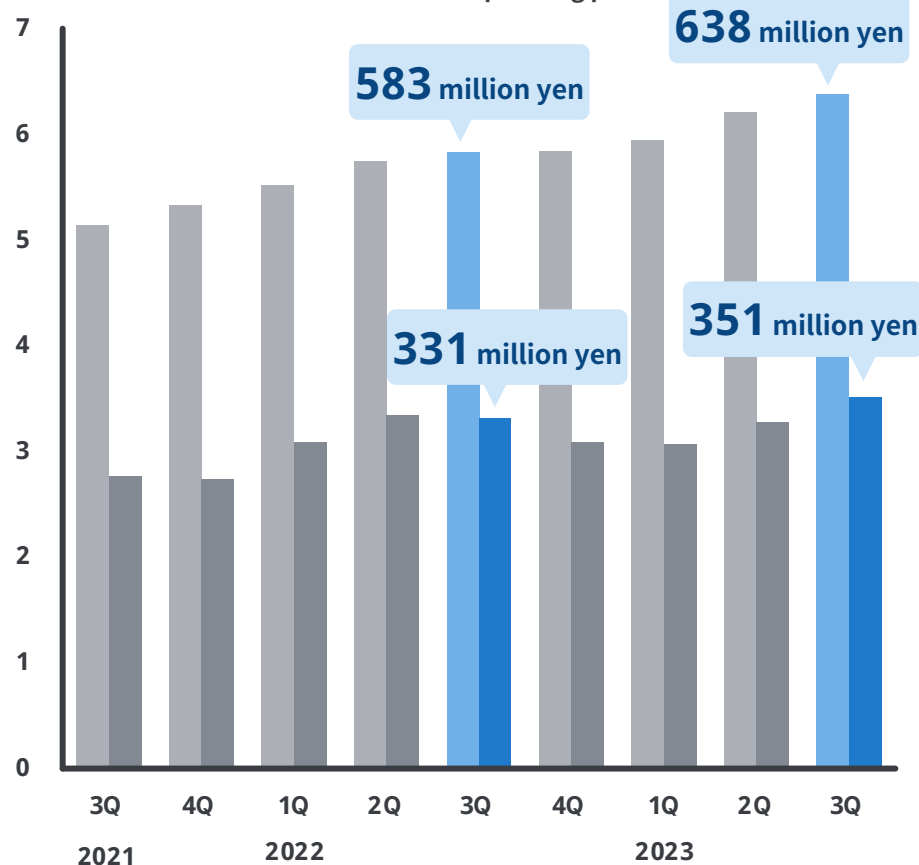
986 million yen

(up 1.1% year on year)

Trends in results

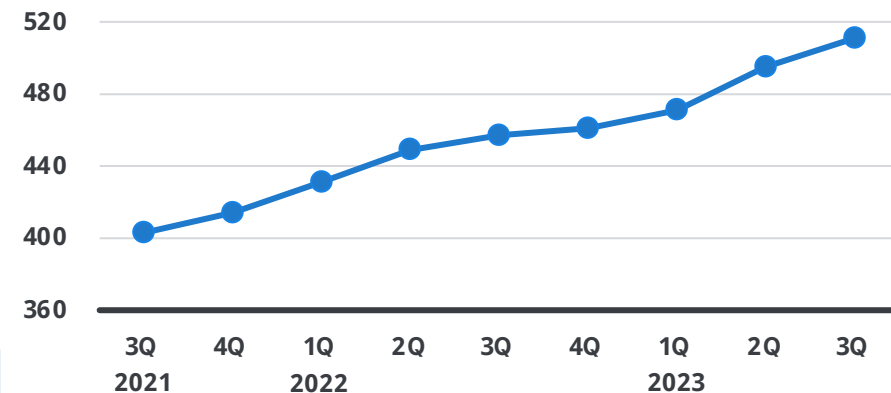
(100 million yen)

■ Net sales ■ Operating profit



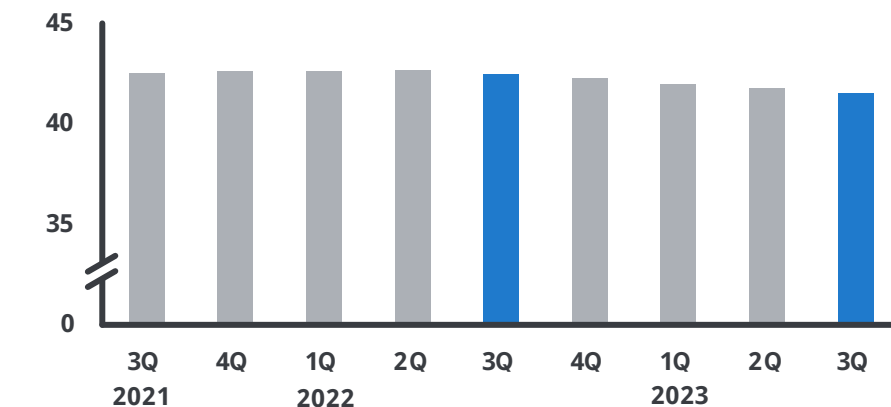
Spending per customer

(Yen)



Number of contracts

(10,000)



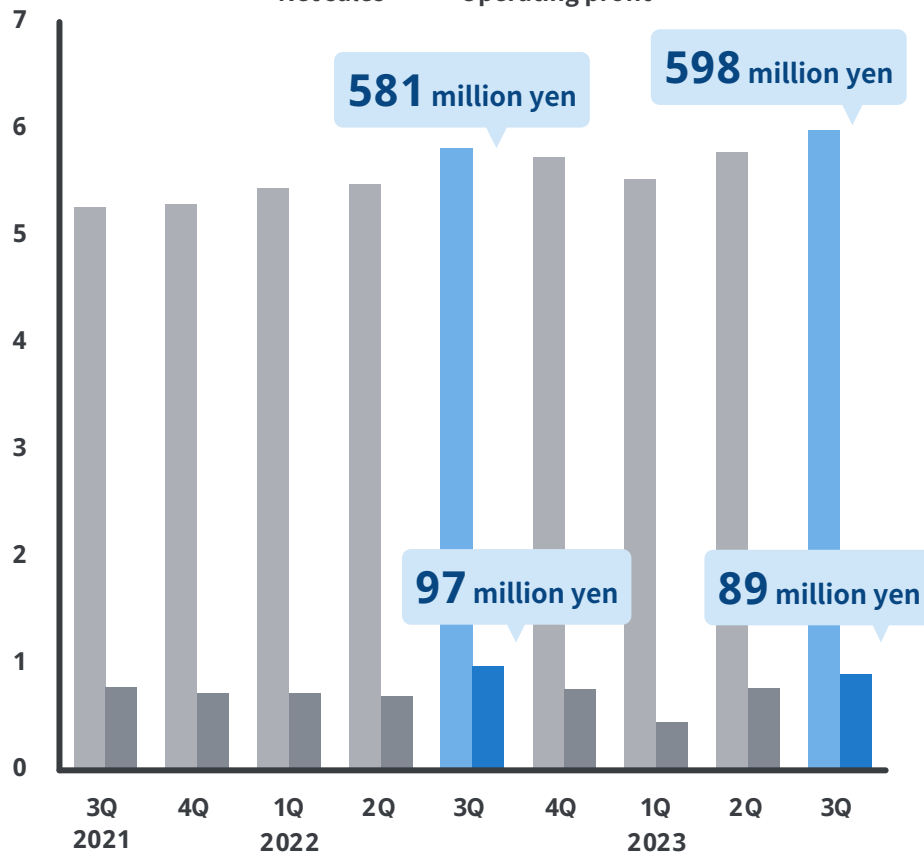
Nine months

Net sales: **1,729 million yen** (up 3.3% year on year)
 Operating profit: **212 million yen** (down 11.4% year on year)

Trends in results

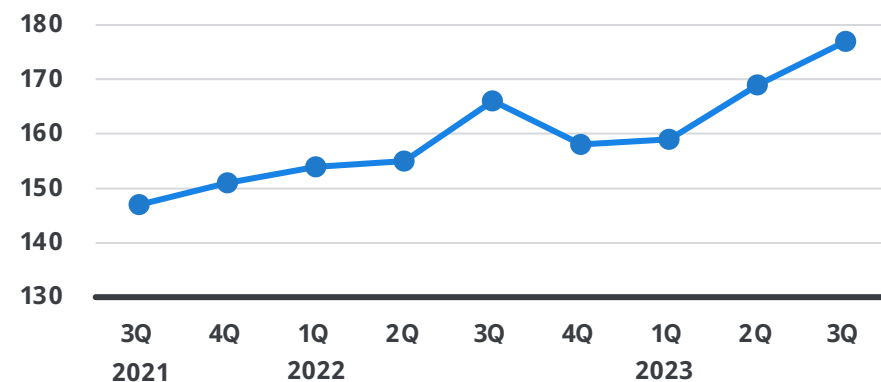
(100 million yen)

■ Net sales ■ Operating profit



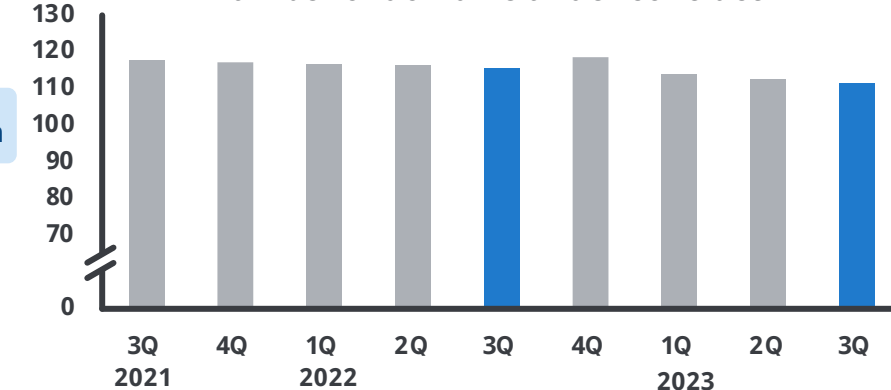
Average price of domains under contract

(Yen)



(10,000)

Number of domains under contract



E-commerce Support business

Nine months

Net sales:

2,283 million yen

(up 7.0% year on year)

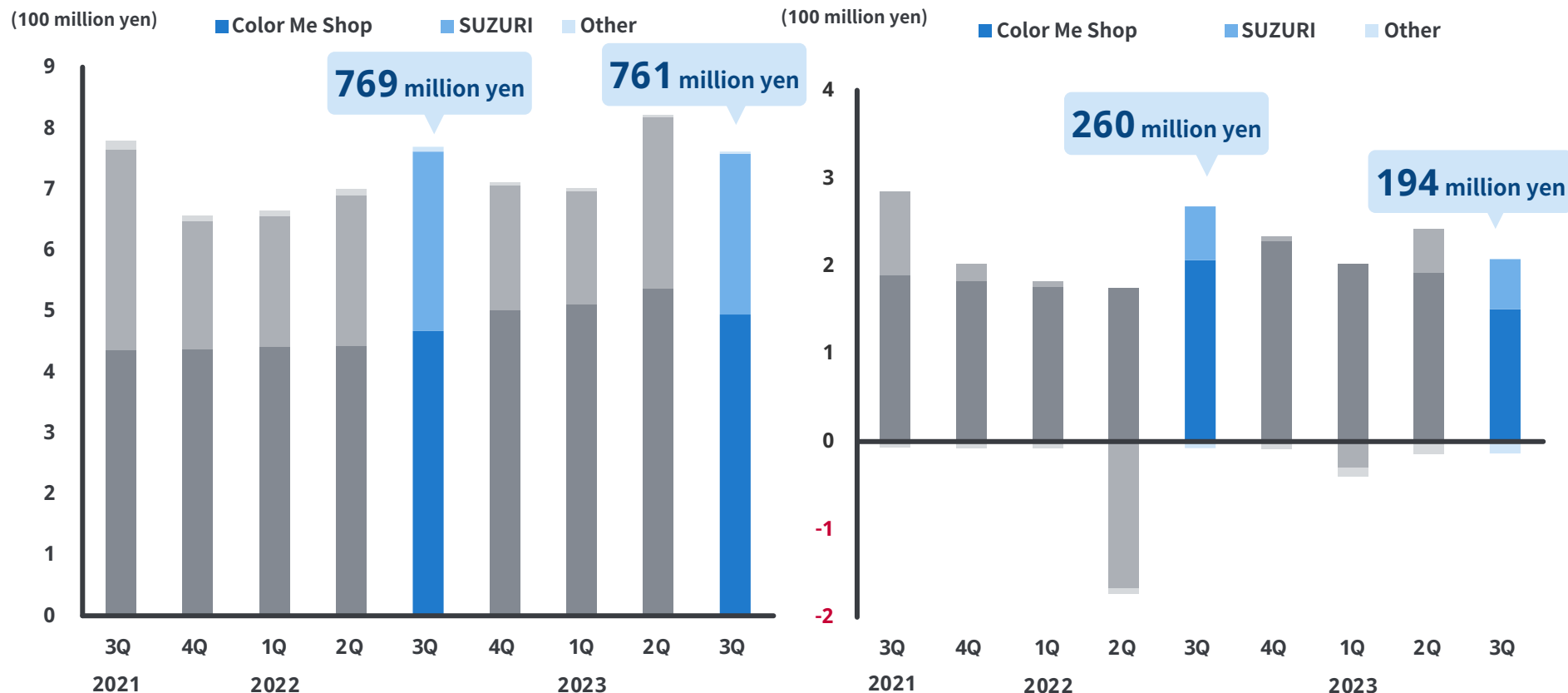
Operating profit:

586 million yen

(up 34.2% year on year)

Net sales

Operating profit



* 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.

Nine months

Net sales:

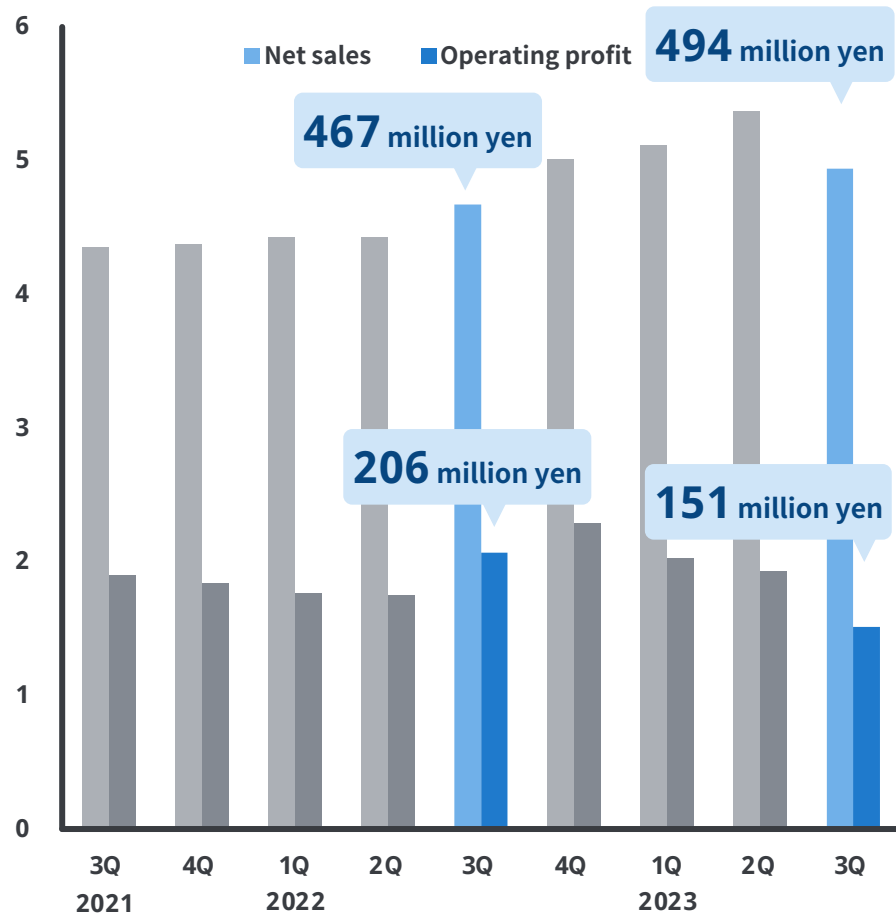
1,542 million yen (up 14.1% year on year)

Operating profit:

546 million yen (down 2.0% year on year)

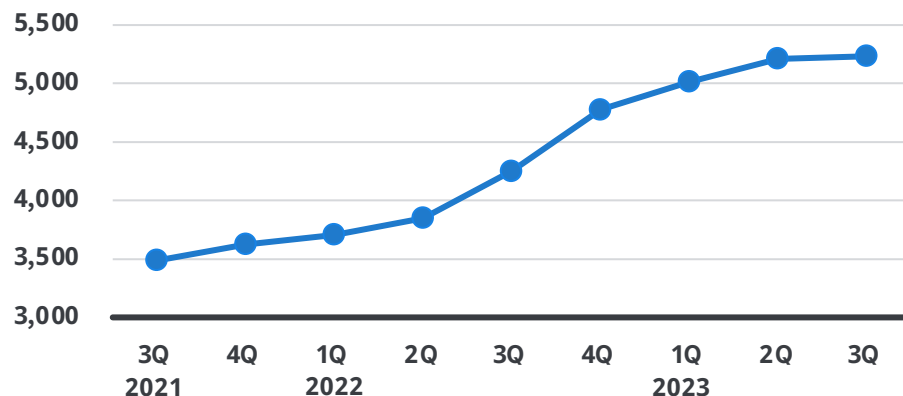
Trends in results

(100 million yen)



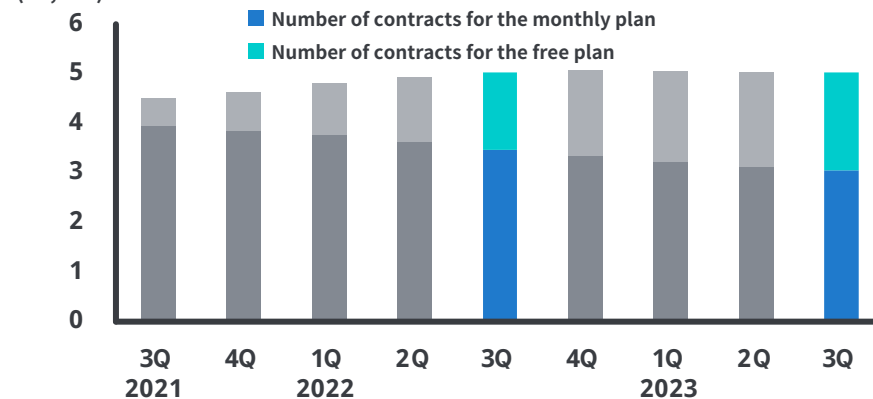
Spending per customer

(Yen)

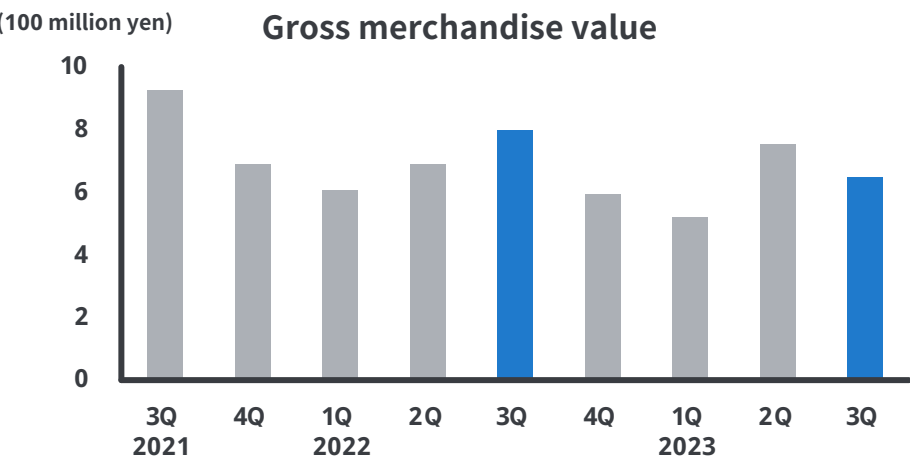
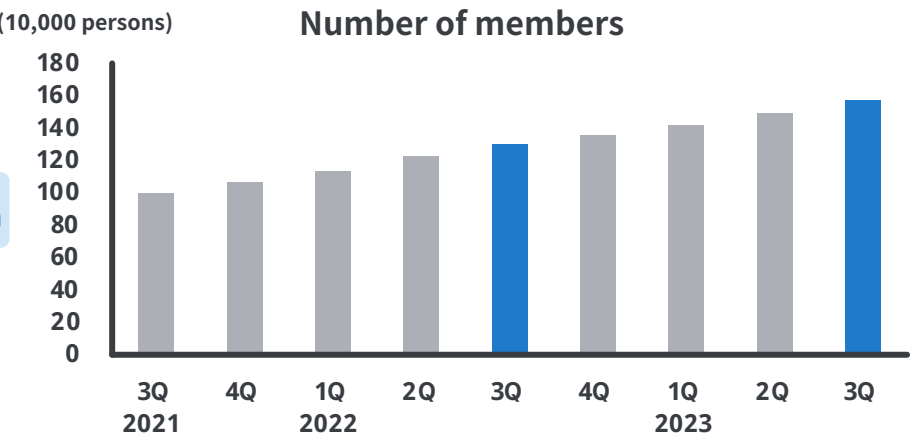
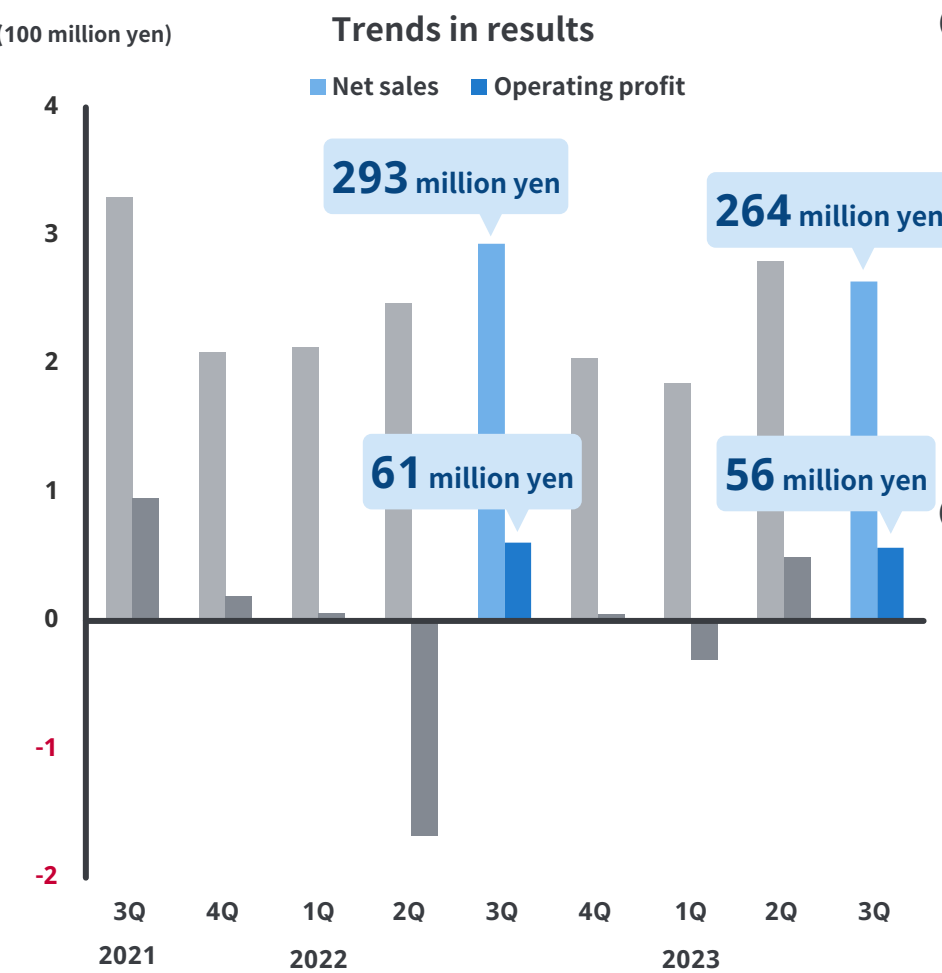


Number of contracts

(10,000)



Nine months Net sales: **729 million yen** (down 3.3% year on year)
 Operating profit: **76 million yen** (up 176 million yen year on year)



Handmade Products business

Nine months

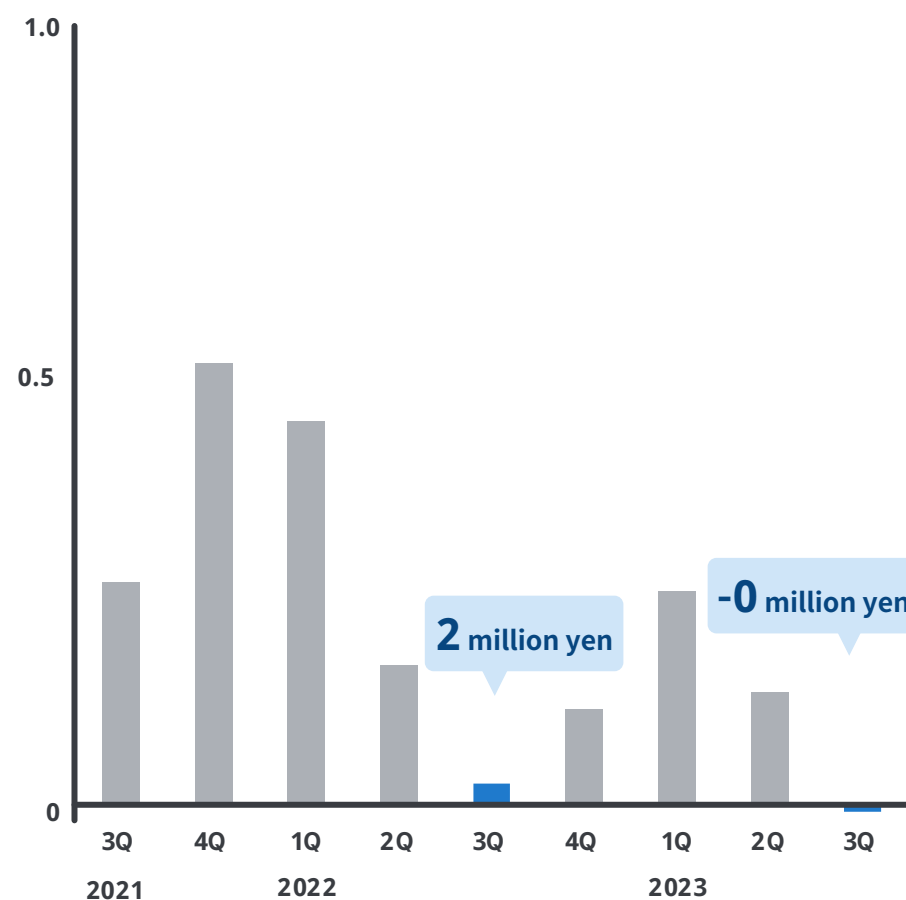
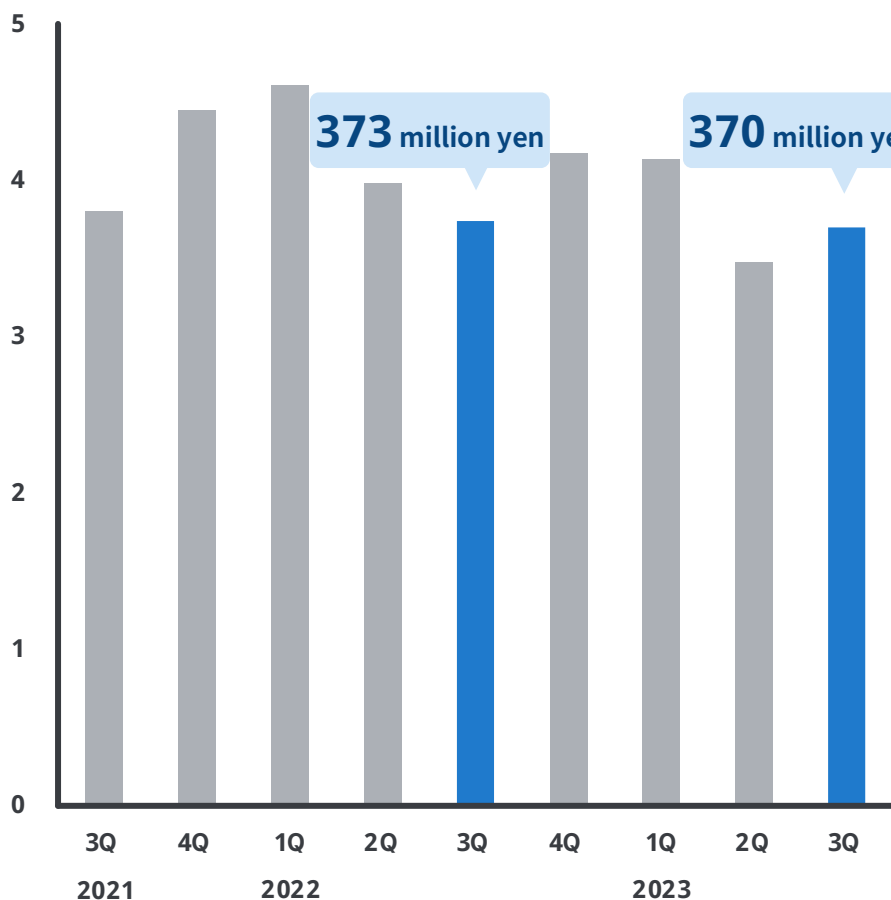
Net sales: **1,131 million yen** (down 8.3% year on year)
 Operating profit: **40 million yen** (down 41.4% year on year)

(100 million yen)

Net sales

(100 million yen)

Operating profit



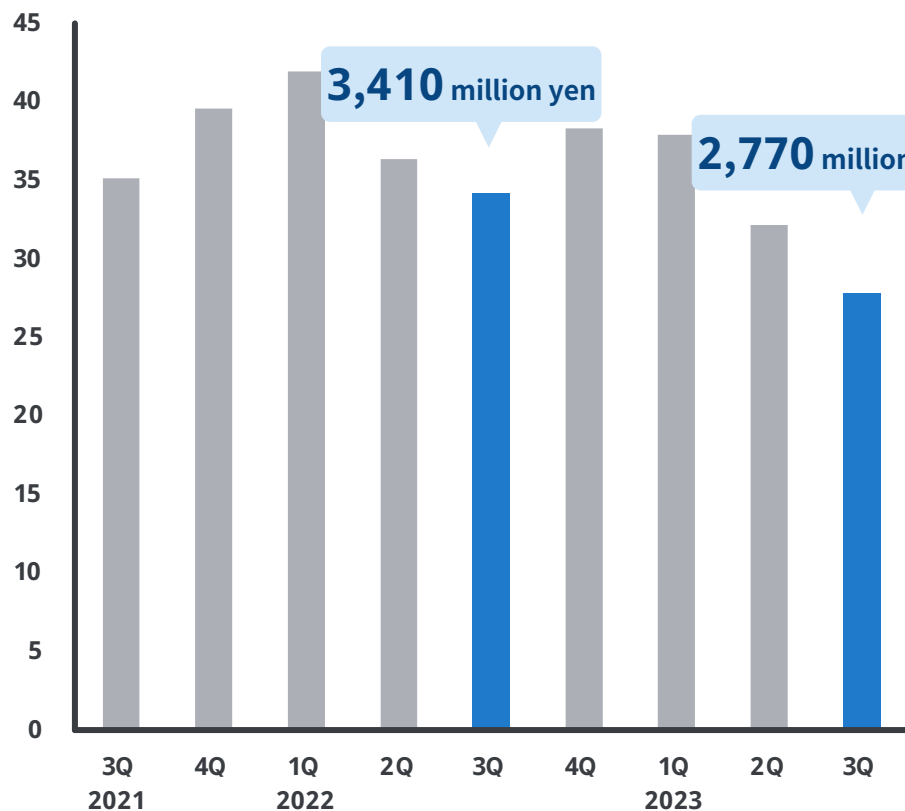
Gross merchandise value: 9,780 million yen (down 13.0% year on year)

Nine months Average price of orders: 3,901 yen (up 4.2% year on year)

Number of orders: 2.591 million (down 18.2% year on year)

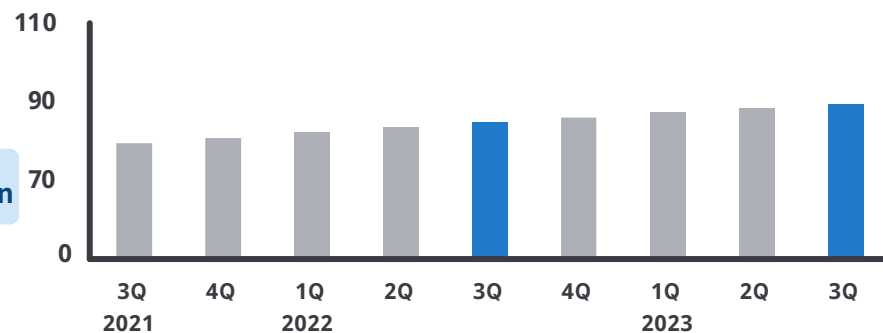
Gross merchandise value

(100 million yen)



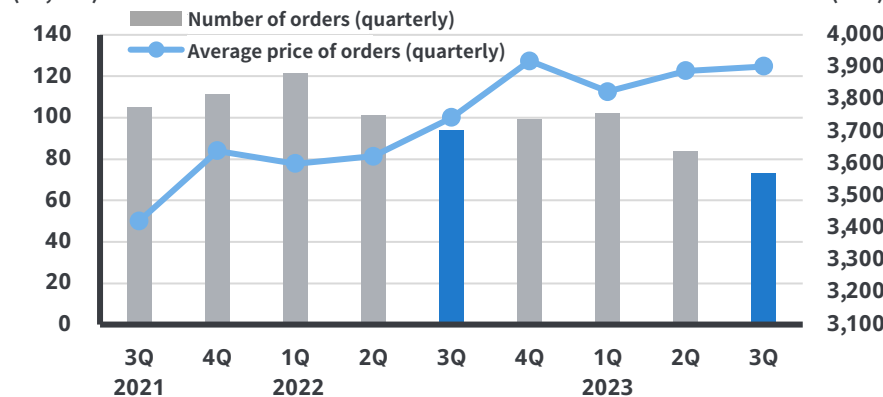
Number of creators and brands

(10,000 persons)



Number of orders and average price of orders

(10,000)



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

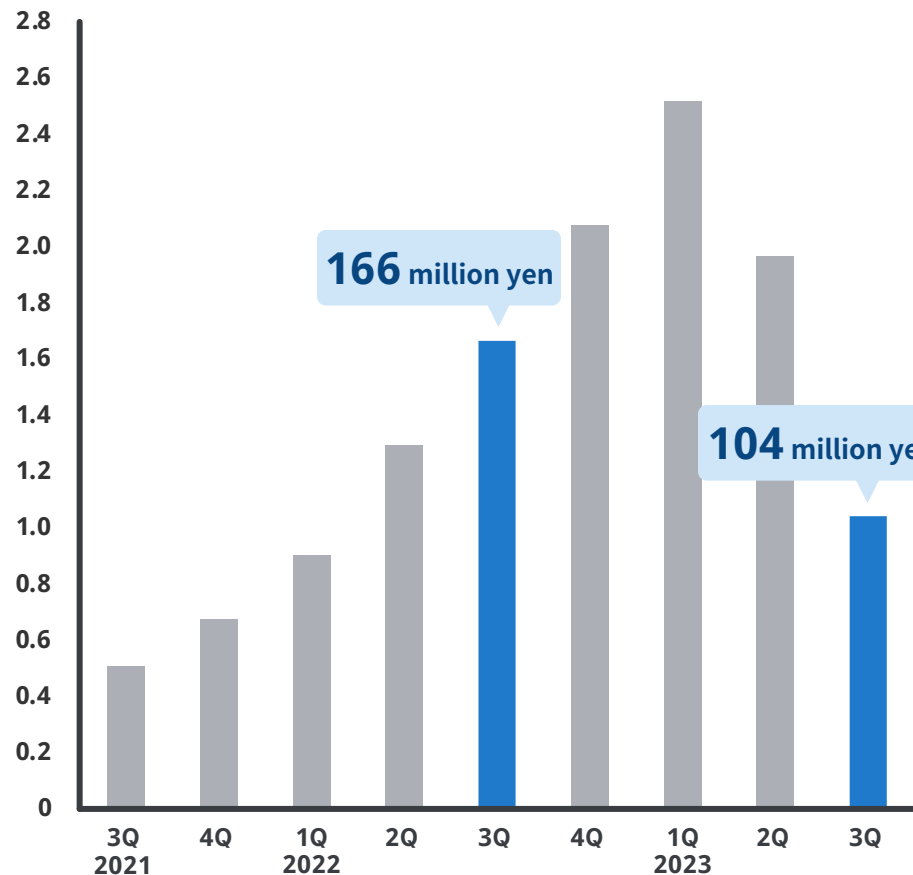
Financial Support business

Nine months

Net sales: **552 million yen** (up 43.0% year on year)
 Operating profit: **-1,140 million yen** (down 1,144 million yen year on year)

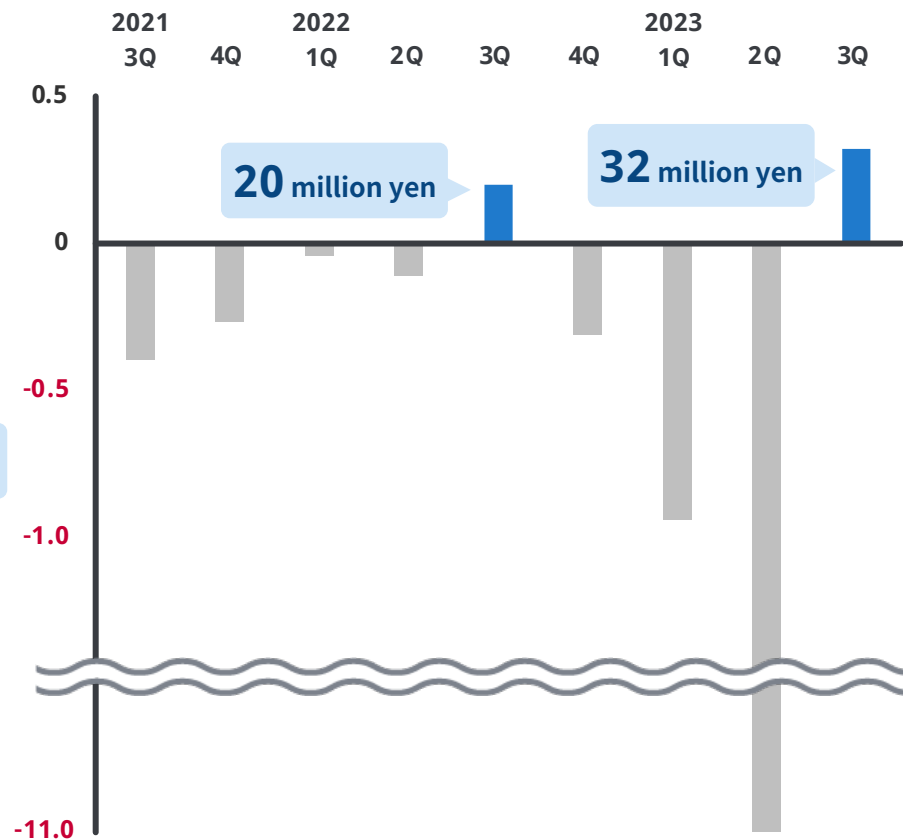
Net sales

(100 million yen)

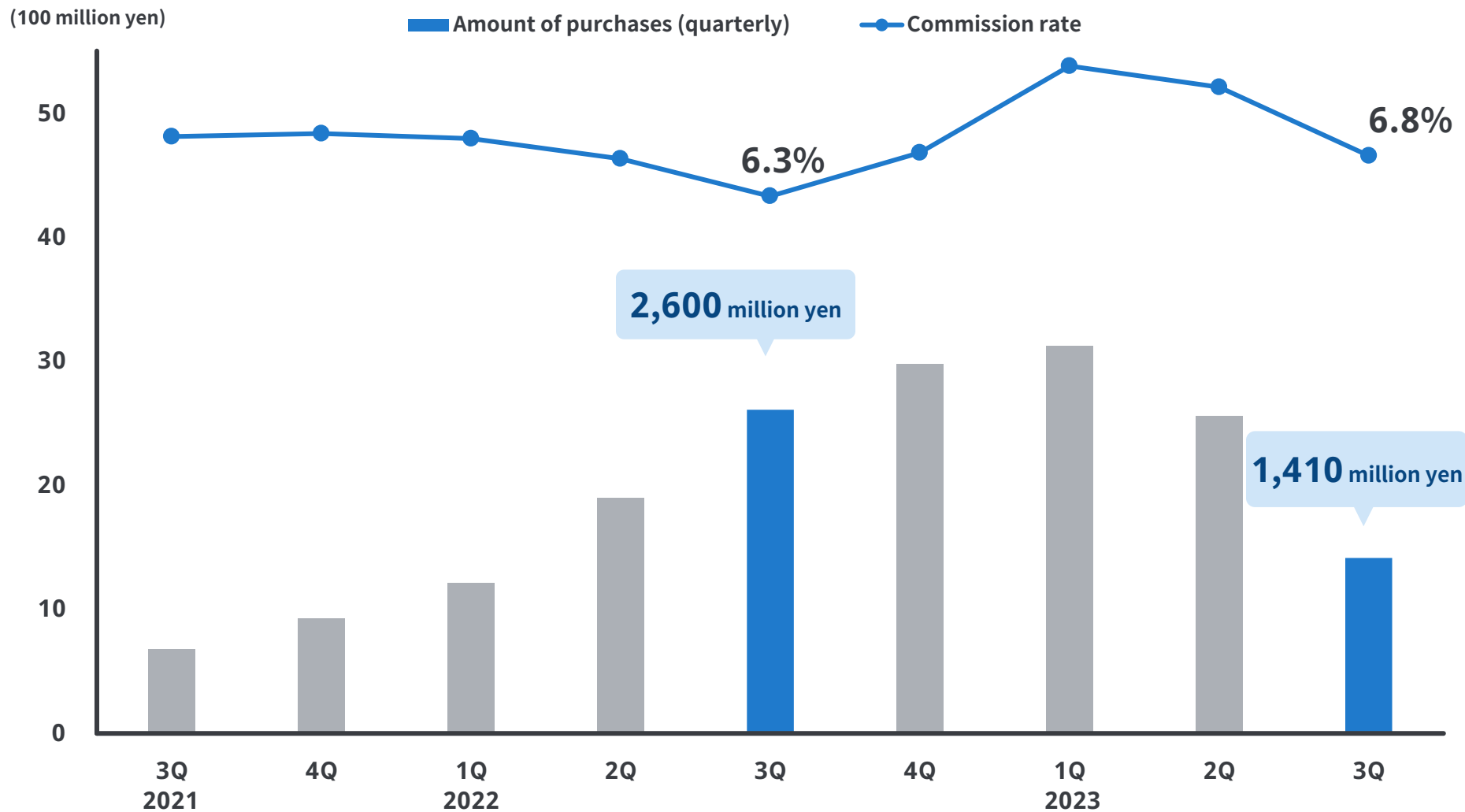


Operating profit

(100 million yen)



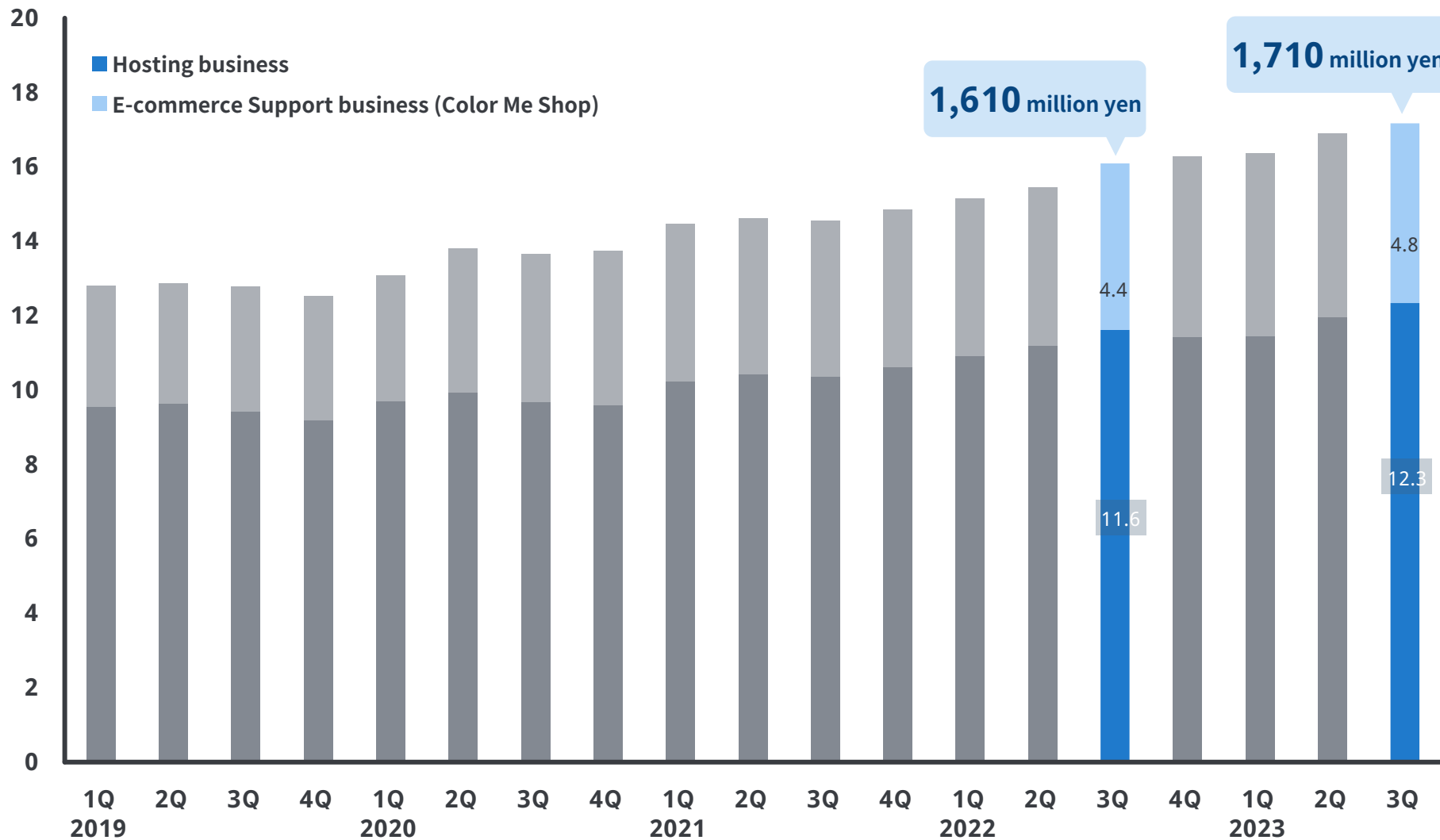
The amount of purchases of invoices began to decrease in June in relation to the strengthening of management systems.



Progress in Results in FY2023

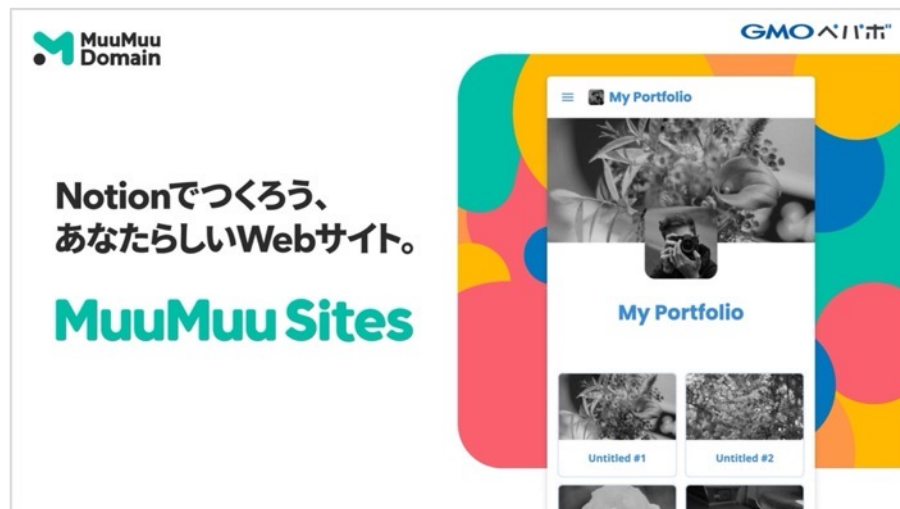
Trend in net sales of recurring revenue business (Hosting business + E-commerce Support business (Color Me Shop))

(100 million yen)

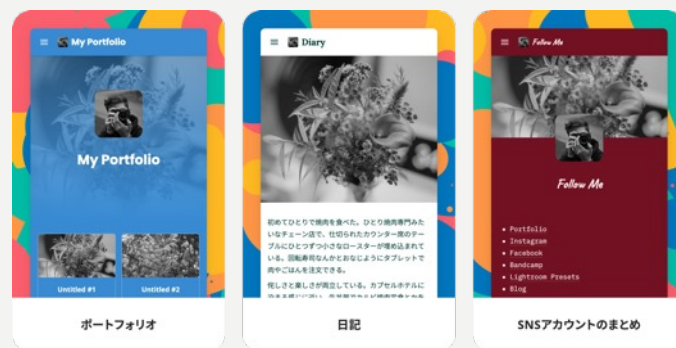


On October 4, 2023, we began to provide MuuMuu Sites, a new function that makes it easy to create and operate unique websites using Notion.

- Layout, theme, colors, and other elements can be customized easily, just by pressing buttons.
- It makes it easy to create websites without specialized knowledge, skills, or experience.

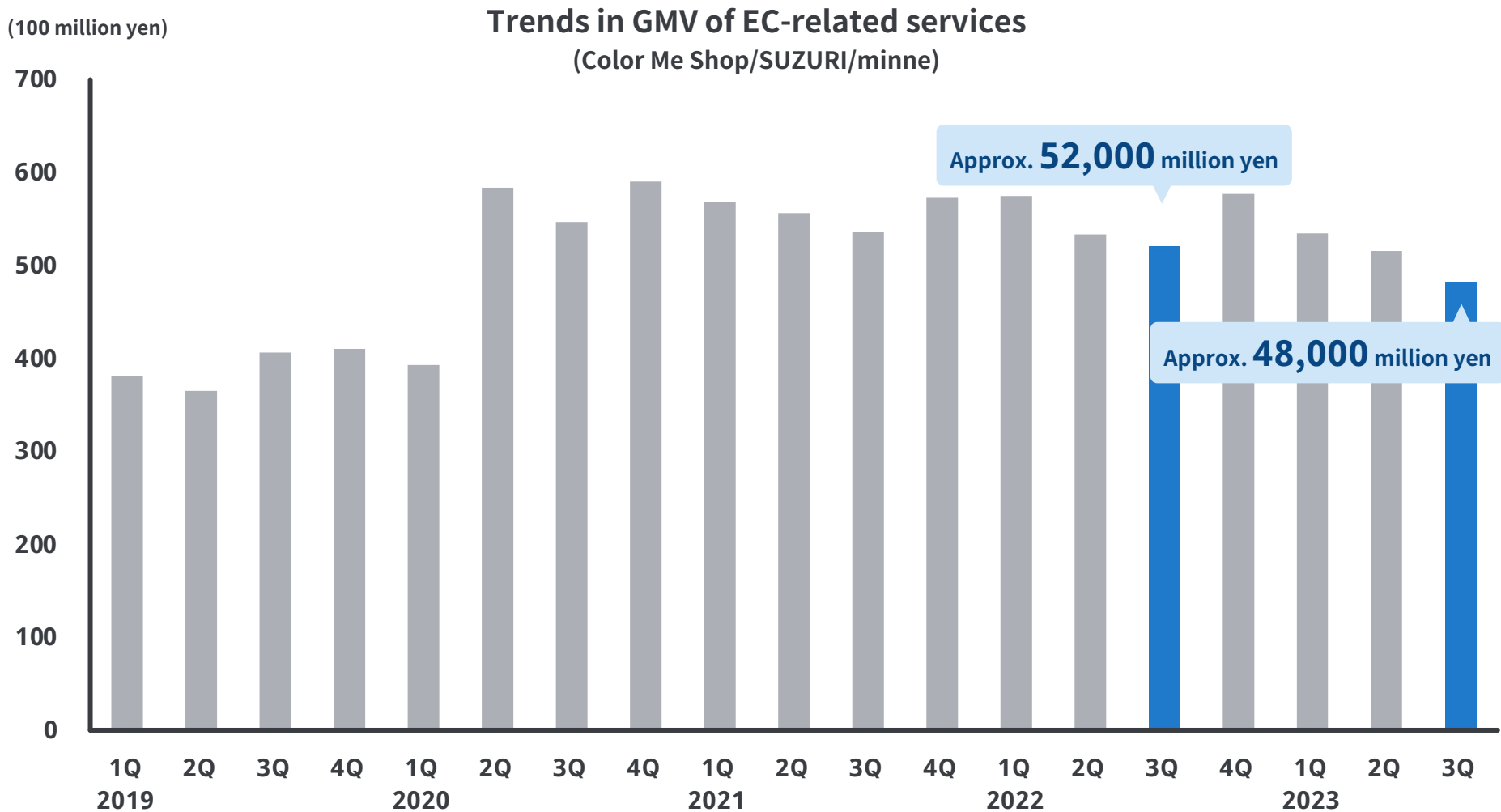


Creation of websites with content written in Notion



(*) A connected workspace which makes it possible to create and share documents, manage projects, and sort out knowledge, all on a single site

Total GMV of three services (Color Me Shop, SUZURI, and minne) decreased year on year, due to a decrease in the number of existing shops of Color Me Shop.





Operation of minne ads started on August 2, 2023

We offer an advertising function that enables the display of handmade products at the website.

It can be operated easily without knowledge about advertising operations. It also makes it possible to reach people who are interested in handmade products. It is expected to be used by around 10,000 people every year.



From September 16 to 18

Organization of minne Handmade Products Market 2023

We held the first face-to-face event in four years.

The event included sales of handmade products, materials, food, etc. from creators, brands, and people involved in handcraft from all over Japan, as well as workshops.

Initiatives in non-recurring revenue business (2) (Enhancing measures to attract customers to SUZURI)

We began to sell items created through an IP collaboration and held design competitions.



IP collaboration 1: THE IDOLMASTER SHINY COLORS

[Period of sales of goods] September 15, 2023 to September 14, 2024

THE IDOLM@STER™& ©Bandai Namco Entertainment Inc.

* The IP collaboration 2 is planned to be announced in November 2023.



Organization of a competition for derivative works based on Toei Animation titles

[Period of sales of items as derivative works] September 1, 2023 to November 30, 2023

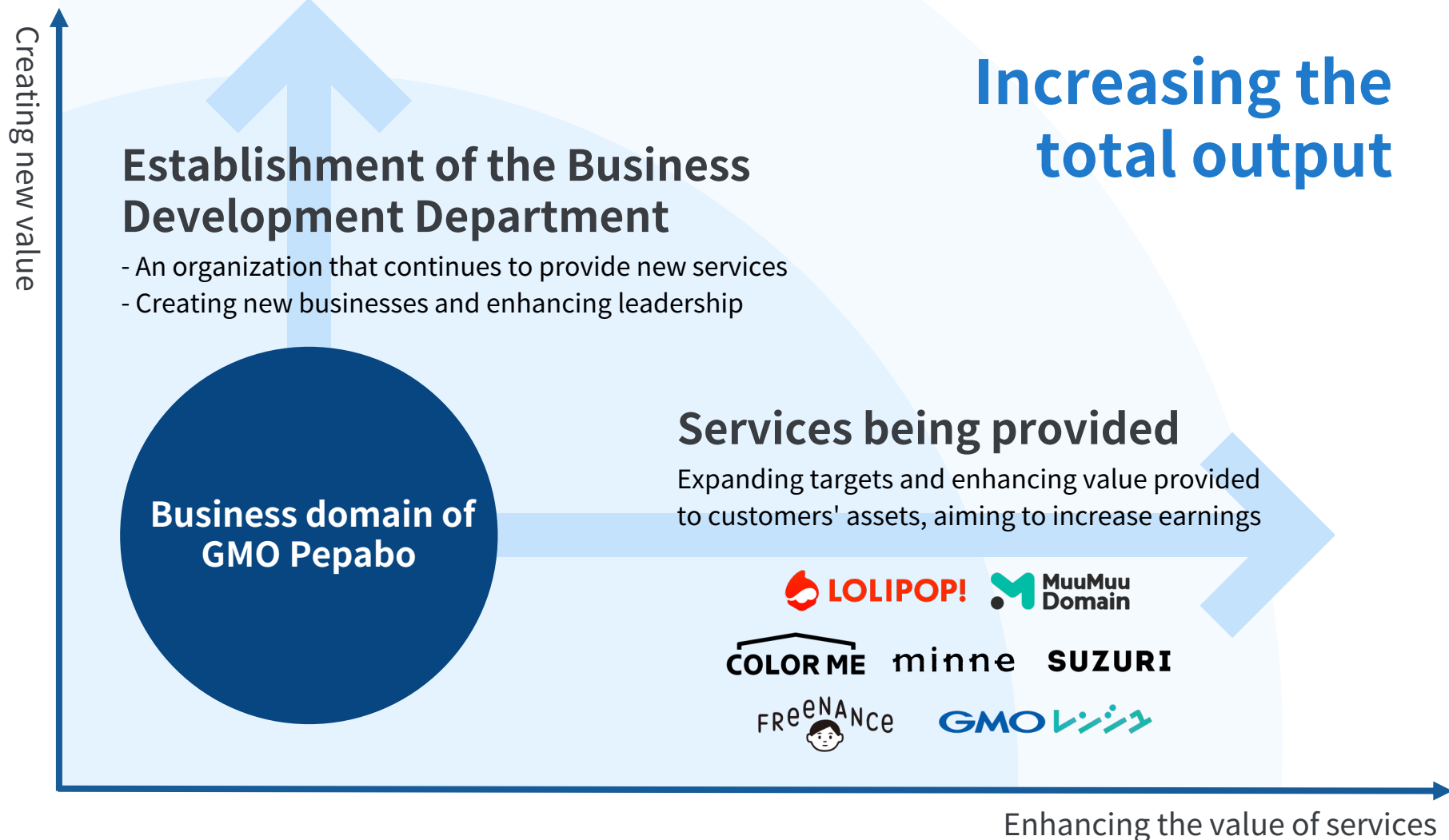
©TOEI ANIMATION



Jagarico package design competition

[Application period] August 22, 2023 to September 25, 2023

We established the Business Development Department to expand our business domains in the medium to long term and achieve higher corporate value.



Utilization of AI technologies is constantly evolving. We are proactive in applying AI for services and using it for events.



Color Me Shop

Color Me AI Assistant (β)

Continuous addition of new functions

- We added a function that regenerates generated text on the administration screen of the web version.
- Based on the product name, it automatically generates the three items on SEO settings: Title, page description, and keywords.



minne: Handmade Products Market AI Concierge

We introduced the Handmade Products Market AI Concierge, which provides information about recommended exhibitors, for the minne Handmade Products Market 2023. When you enter your request on the website page, AI tells you the recommended exhibitors and locations of the booths.

Improving productivity in departments other than those in charge of services by using AI for reducing operation manhours



Introduction of AI that detects fraudulent orders

For the operation of monitoring fraudulent orders at the minne customer support department, we have developed AI that detects fraudulent orders from multiple perspectives based on order information.

- Based on customer information in the order list, the AI detects and monitors suspicious points.
- It contributes to improving the efficiency of 10,000 operations per month.



The introduction of AI that creates meeting minutes

We have introduced an AI tool that creates minutes of major meetings.

By automating the creation of meeting minutes, we have improved operating efficiency and productivity.

- It automatically creates meeting minutes.
- It contributes to improving the operating efficiency, reducing manhours by 30 hours per month.

GMO パパホ

GMO Pepabo, Inc.
Stock code: 3633



Questions and answers

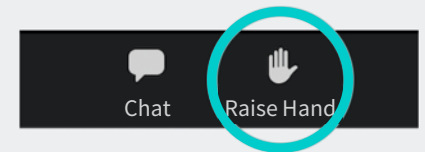
(1) Click the **Raise Hand** button below the Zoom screen.

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 (Q3)

(Million yen)	FY2022 Q3	FY2023 Q3	YoY
Net sales	7,809	8,225	105.3%
Cost of sales	3,291	3,714	112.9%
Gross profit	4,518	4,510	99.8%
Selling, general and administrative expenses	3,947	5,093	129.0%
Of SG&A expenses, promotion cost*	1,037	837	80.7%
Operating profit	570	△582	—
(Operating profit margin)	7.3%	—	—
Ordinary profit	599	△504	—
Profit before income taxes	610	△504	—
Profit attributable to owners of parent	418	△724	—

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

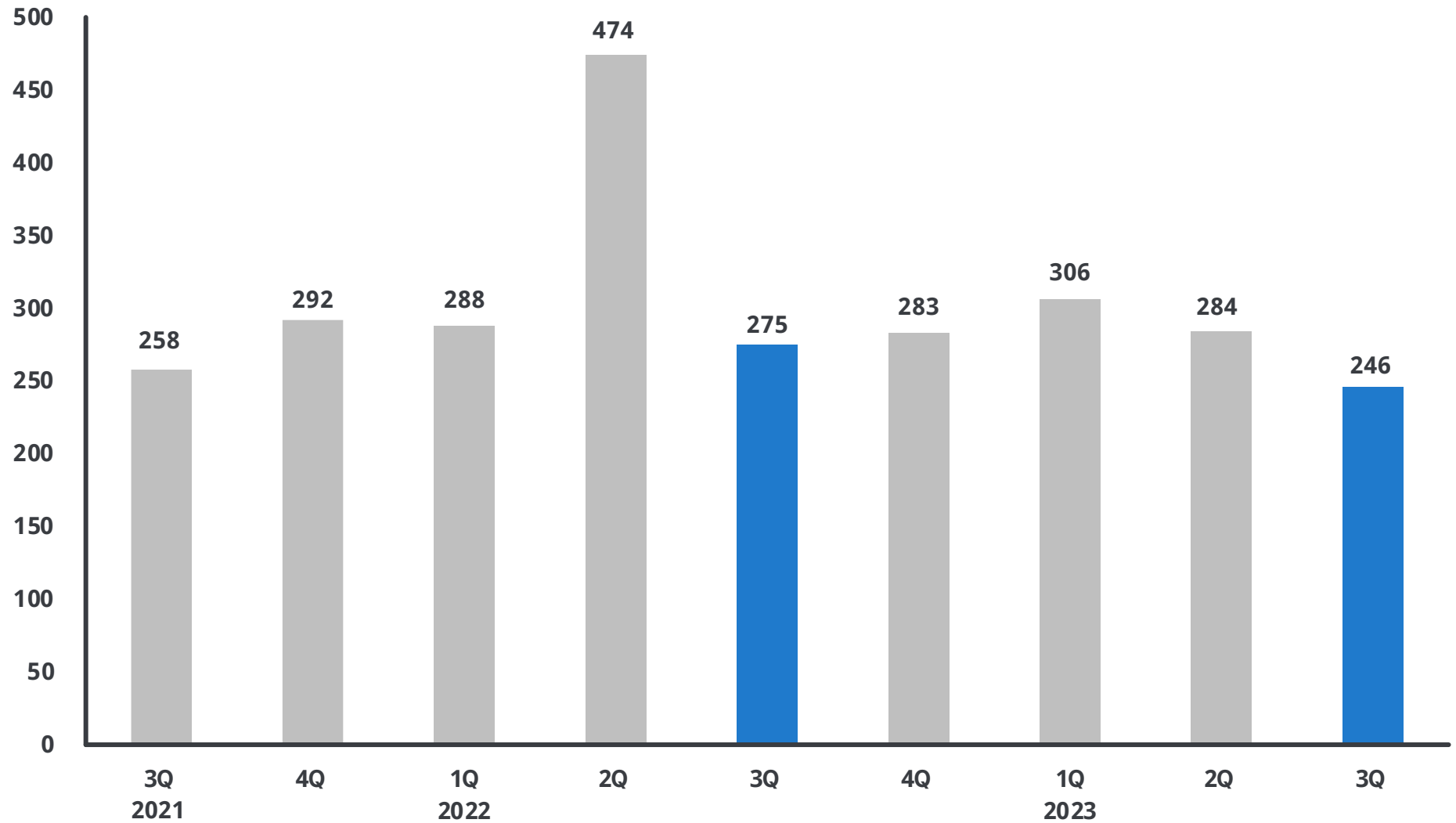
Consolidated Balance Sheet

(Million yen)	FY2022	FY2023 Q3	Change
Current assets	9,311	8,338	△ 972
Cash and deposits*	3,609	4,268	+ 659
Accounts receivable	2,593	2,065	△ 527
Accounts receivable - other	1,934	1,704	△ 230
Non-current assets	2,124	2,356	+ 232
Total assets	11,435	10,695	△ 740
Current liabilities	8,438	7,842	△ 596
Accounts payable – other	2,107	1,774	△ 333
Advances received	3,846	4,276	+ 430
Non-current liabilities	308	1,142	+ 834
Net assets	2,689	1,710	△ 978
Liabilities and net assets	11,435	10,695	△ 740

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

(Million yen)

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 463 (377 full-time employees, 86 temporary employees)
(consolidated)

(As of September 30, 2023)

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.

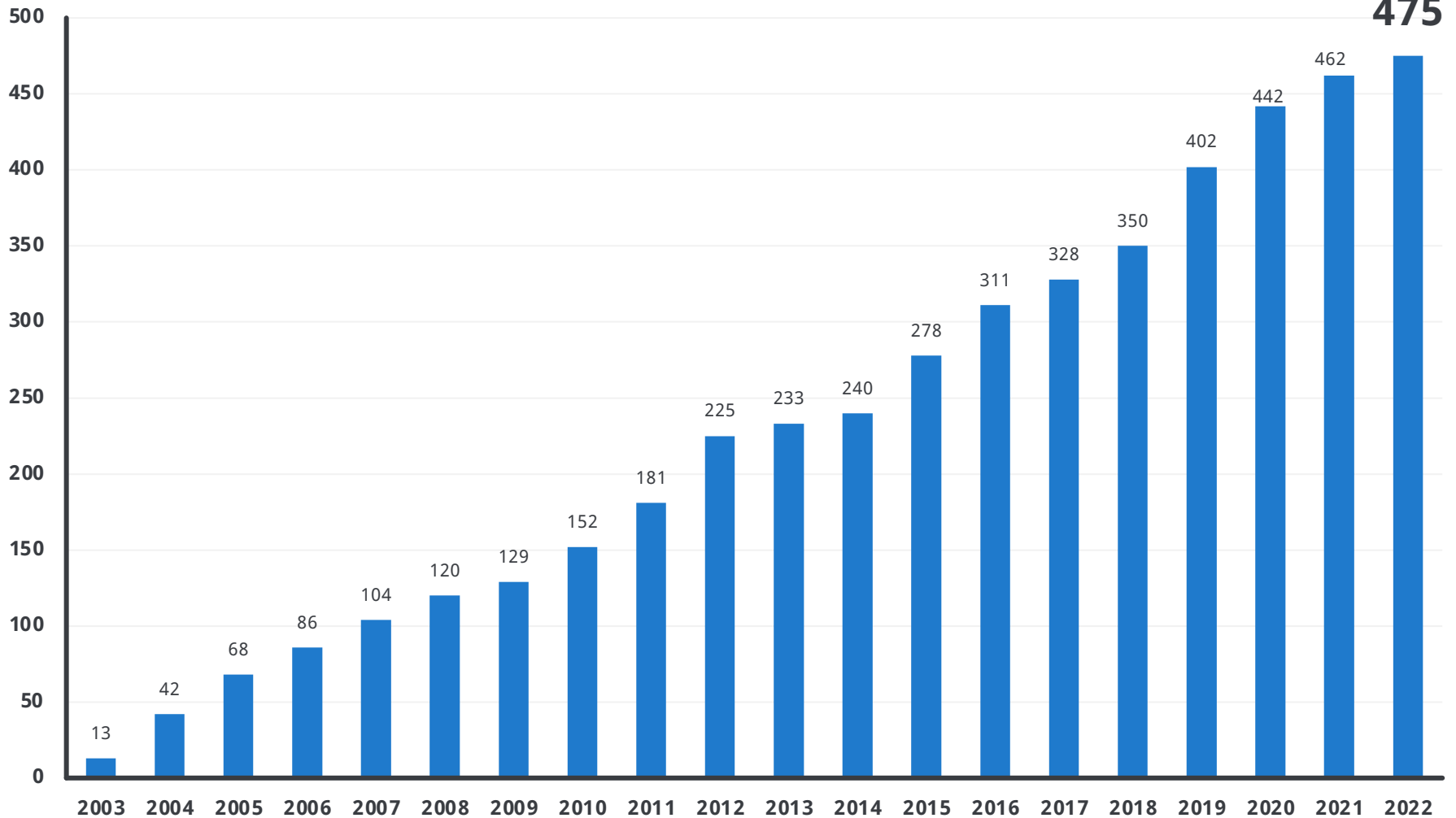
We believe that it is the output of all kinds of people around the world from major corporations to regional stores and individuals that will give rise to various evolutions and new value, creating a new future.

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 2022 ● Starts to provide Lolipop!
- January 2022 ● 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.
- October 2023 ● Assigned to the Section of the Tokyo Standard Market.

Number of partners



(As of December 31, 2022)

Lolipop!

One of Japan's largest rental server services

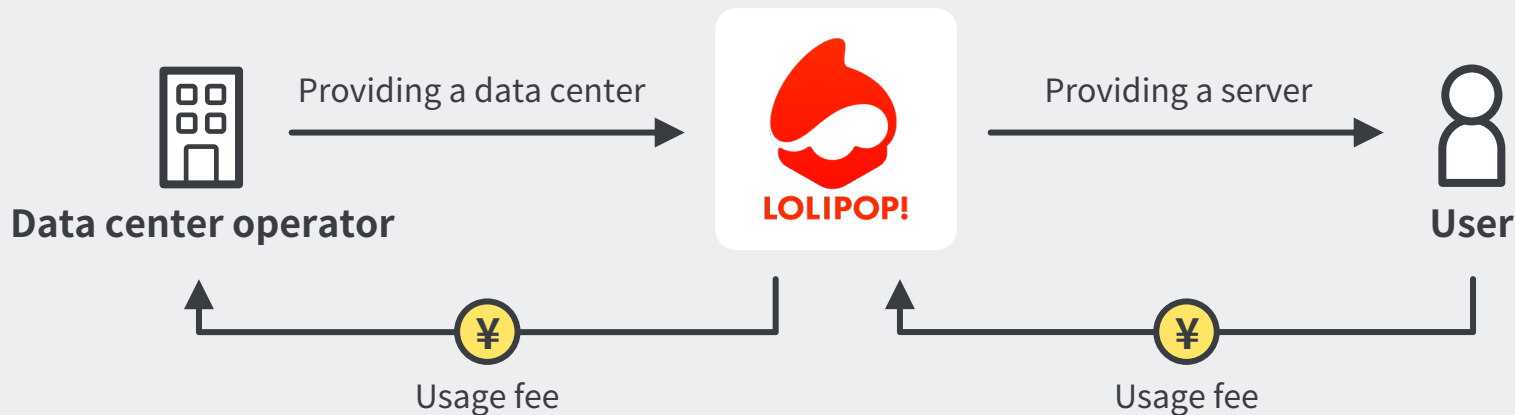
Rate plans*: Economy/Light/Standard/High Speed/Enterprise

Number of contracts: 0.41 million

(As of September 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

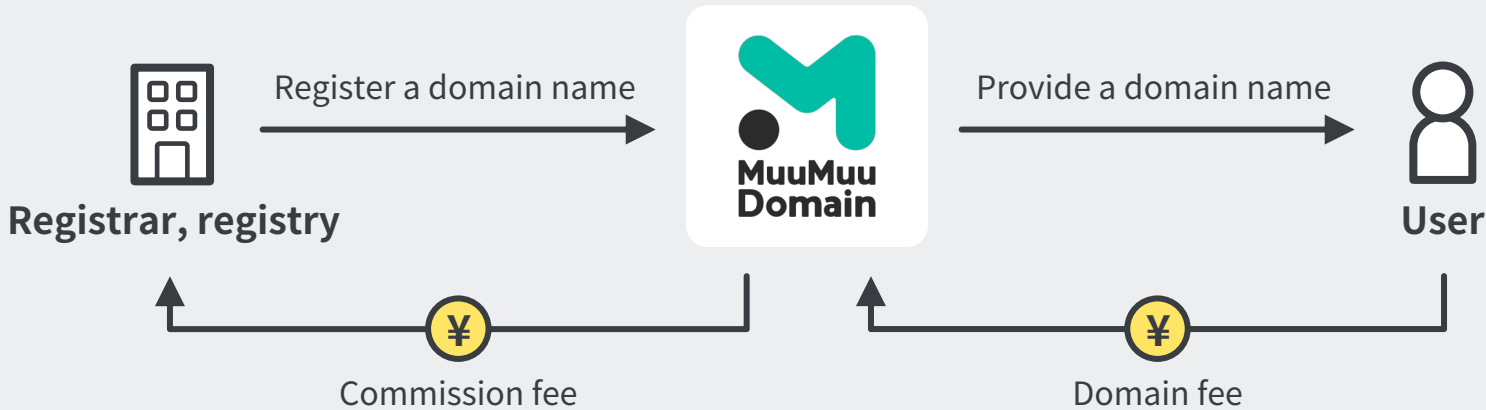
Usage fee: An annual fee of 85 yen or more

Number of contracts: 1.11 million

(As of September 30, 2023)
In addition to the usage fee, a separate service maintenance and adjustment fee is incurred.



Business model



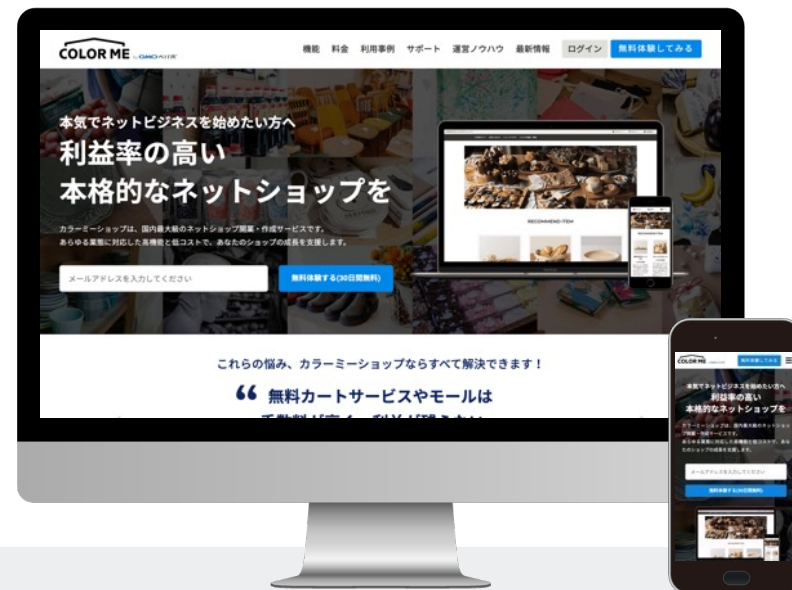
Color Me Shop

Creation of online shops

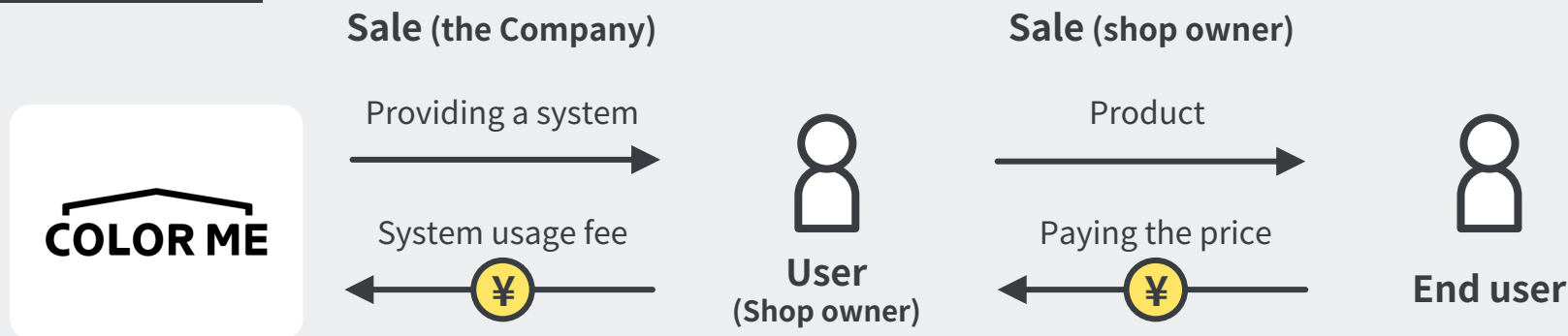
Rate plans*: Free/Regular/Large/Premium

Number of contracts: 50,000

(As of September 30, 2023)



Business model



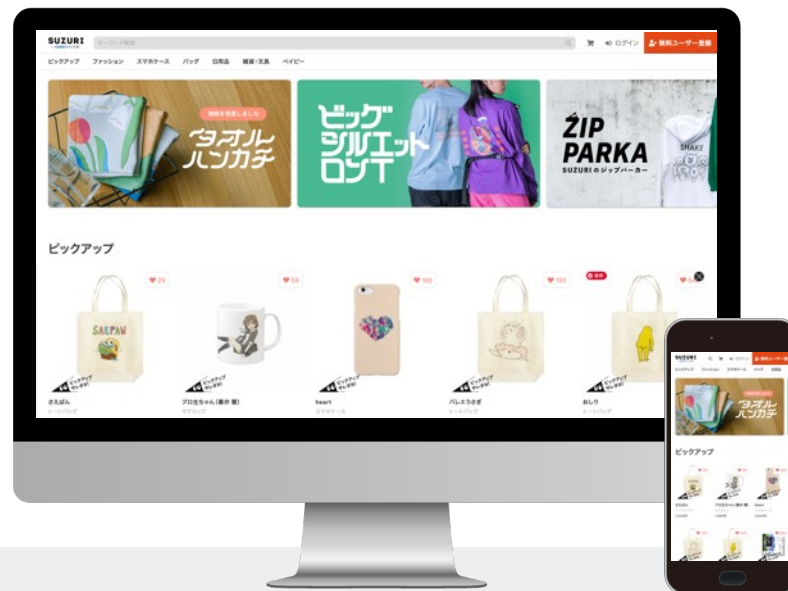
*1. Rate plans : Free 0 yen~、Regular 4,950 yen~、Large 9,595 yen~、Premium 39,600 yen~

SUZURI

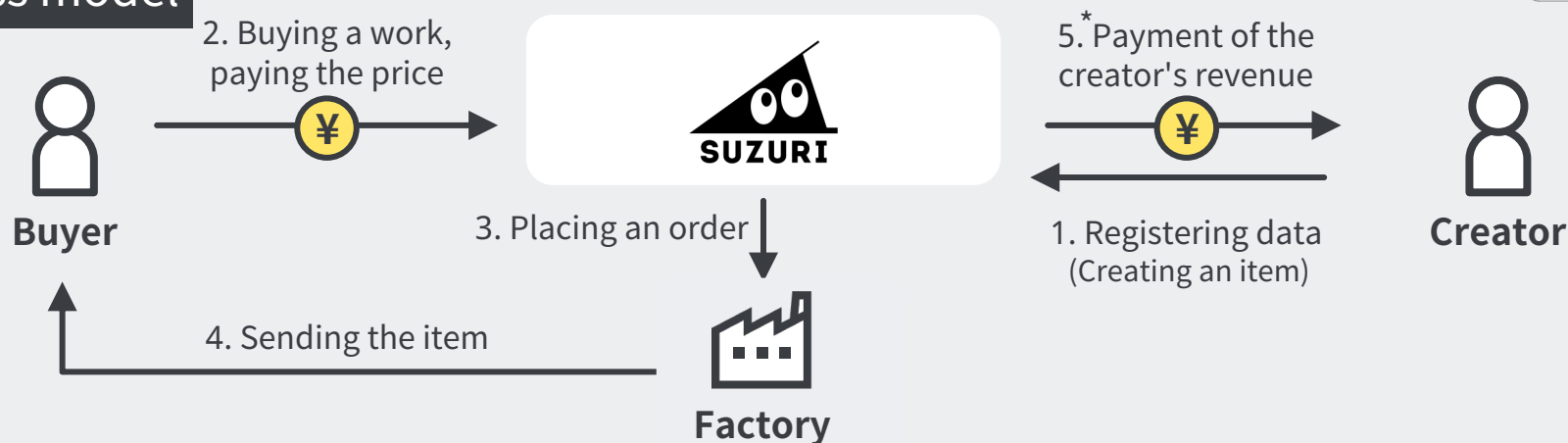
Creation and sale of original goods

Number of creators: 0.75 million
 Number of members: 1.56 million
 Annual gross merchandise value: 2.6 billion yen (2022 result)

(As of September 30, 2023)



Business model



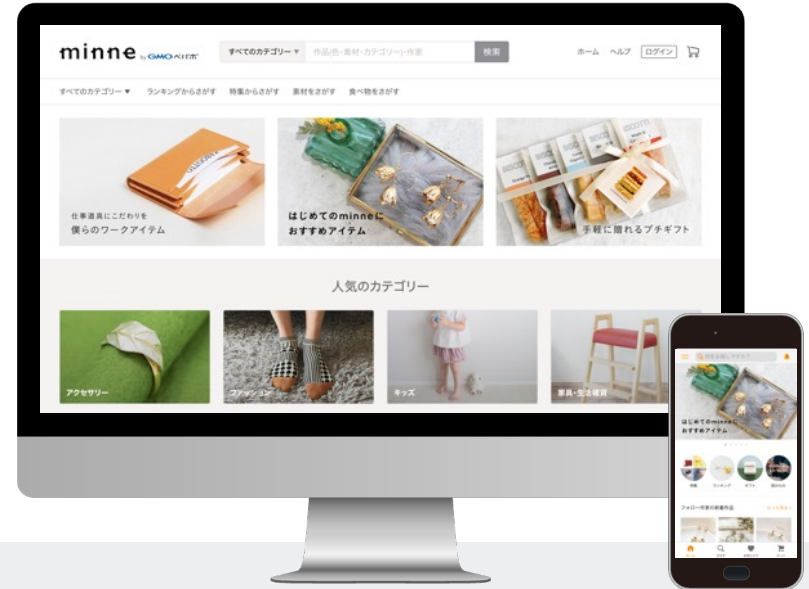
* Revenue that the creator sets = Sales price of the work minus sales at the Company

minne

One of Japan's largest
handmade products markets

- Number of creators and brands: 0.89 million
- Number of works: 16.87 million
- Number of app downloads: 14.54 million
- Annual gross merchandise value: 15.0 billion yen (2022 result)

(As of September 30, 2023)



Business model



FREENANCE

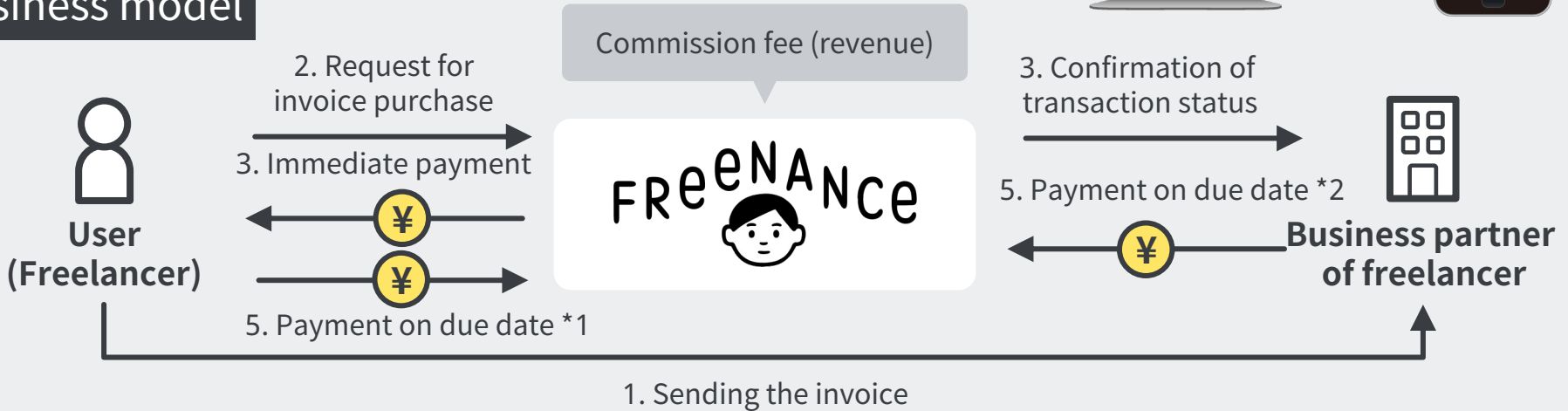
Support sole proprietors' business activities by providing immediate payment (factoring) and liability insurance.

- 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
8.6billion yen (FY2022)
(As of September 30, 2023)

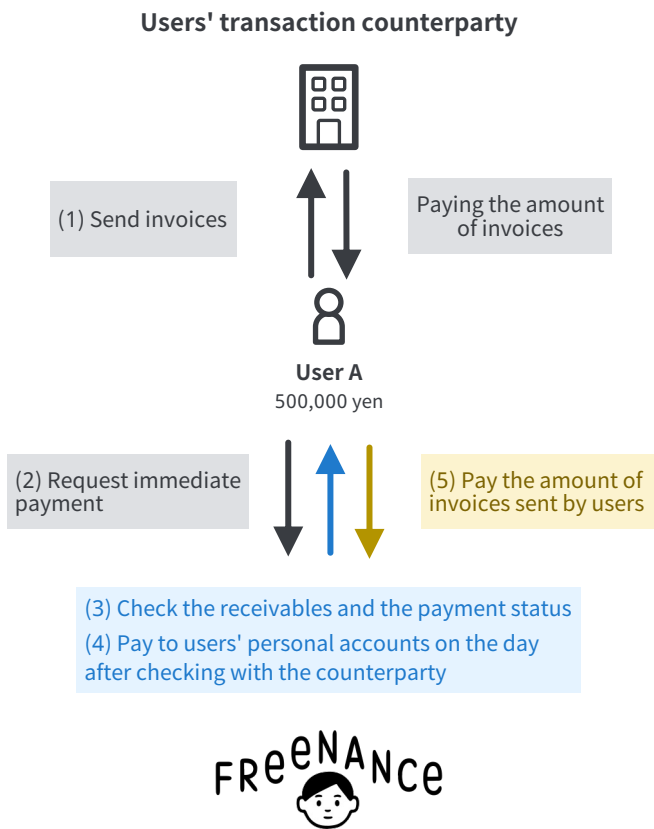


Business model



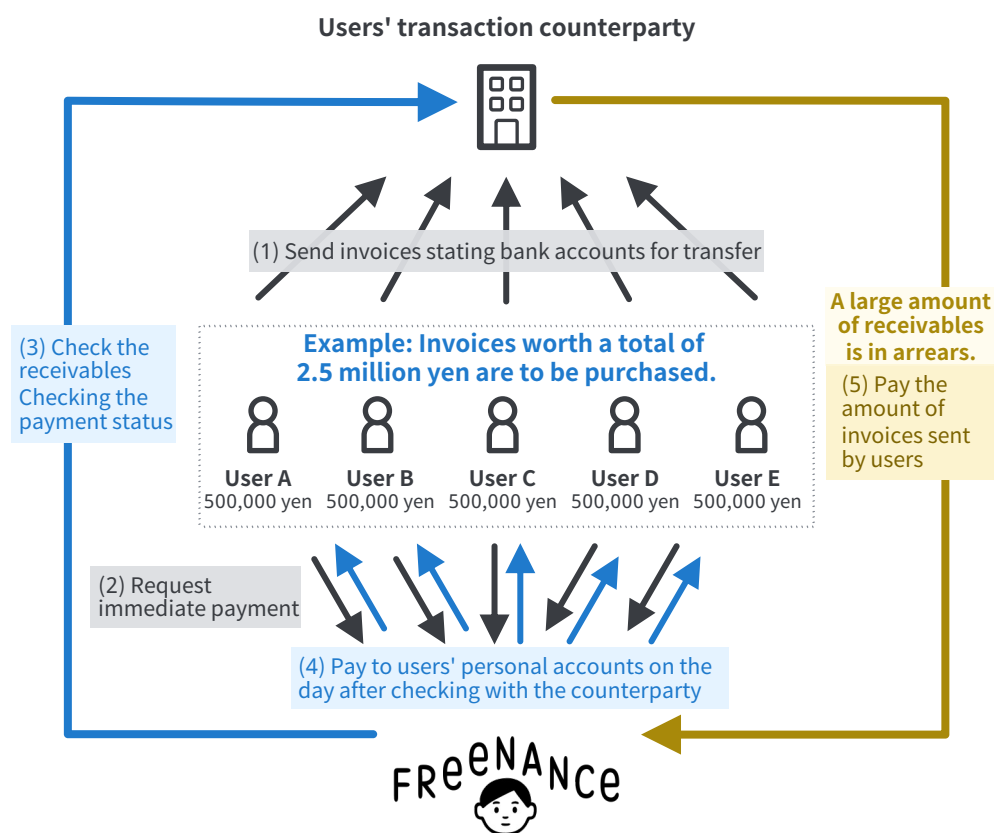
*1 Payer in case of individual transaction *2 Payer in the case of partner transaction

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.

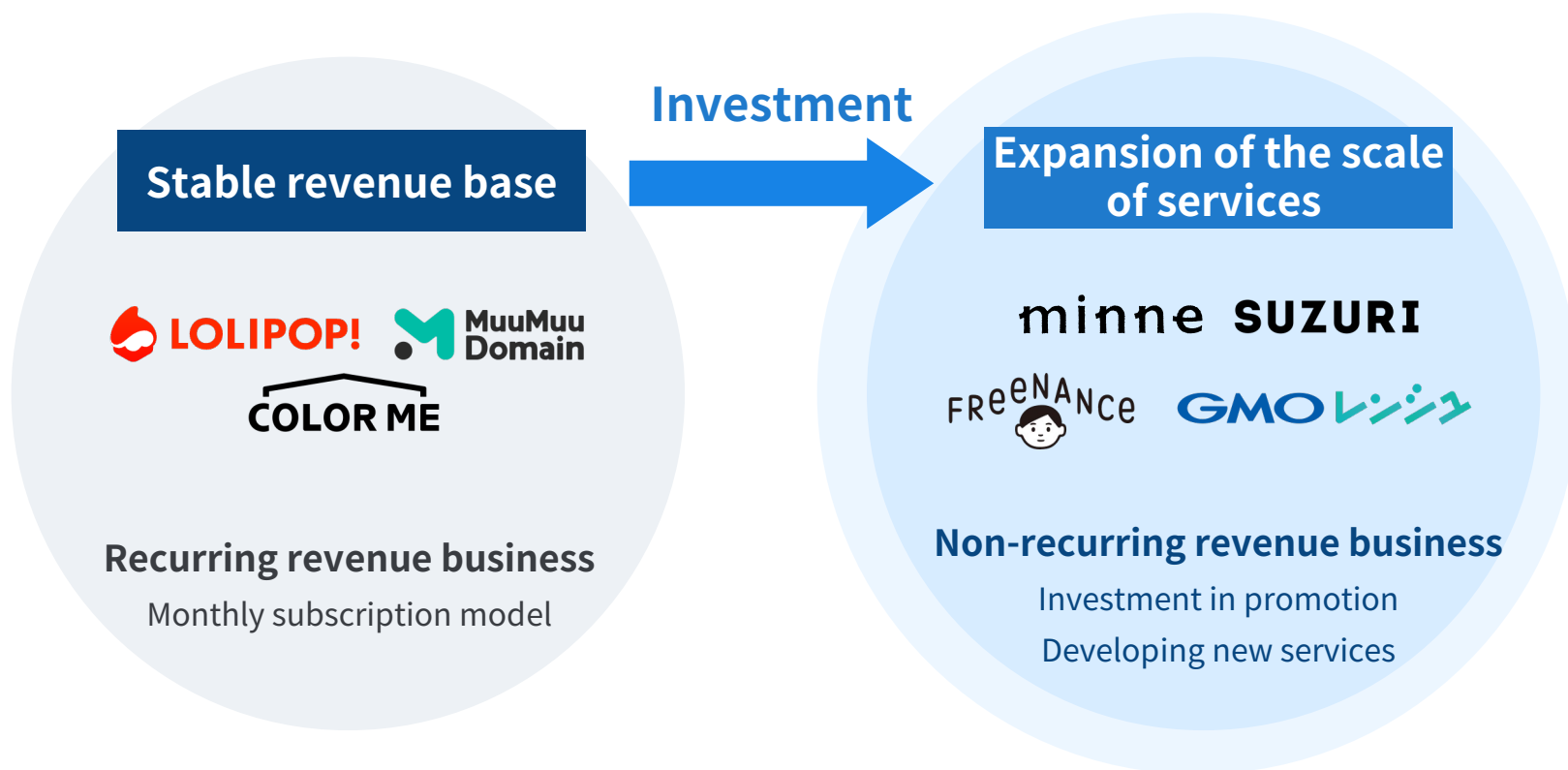
Partner transactions



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/>

COLOR ME



- Support for Kagoshima and other provincial regions

Collaboration with local governments in Color Me Shop and organization of online shop seminars for local retailers

- Launch of an SDGs award

Honoring shops selling sustainability-conscious products from the Color Me Shop Award 2022

minne



- Special features on environmental works

Showcasing on the website sustainable handmade works created in consideration of the global environment and resources

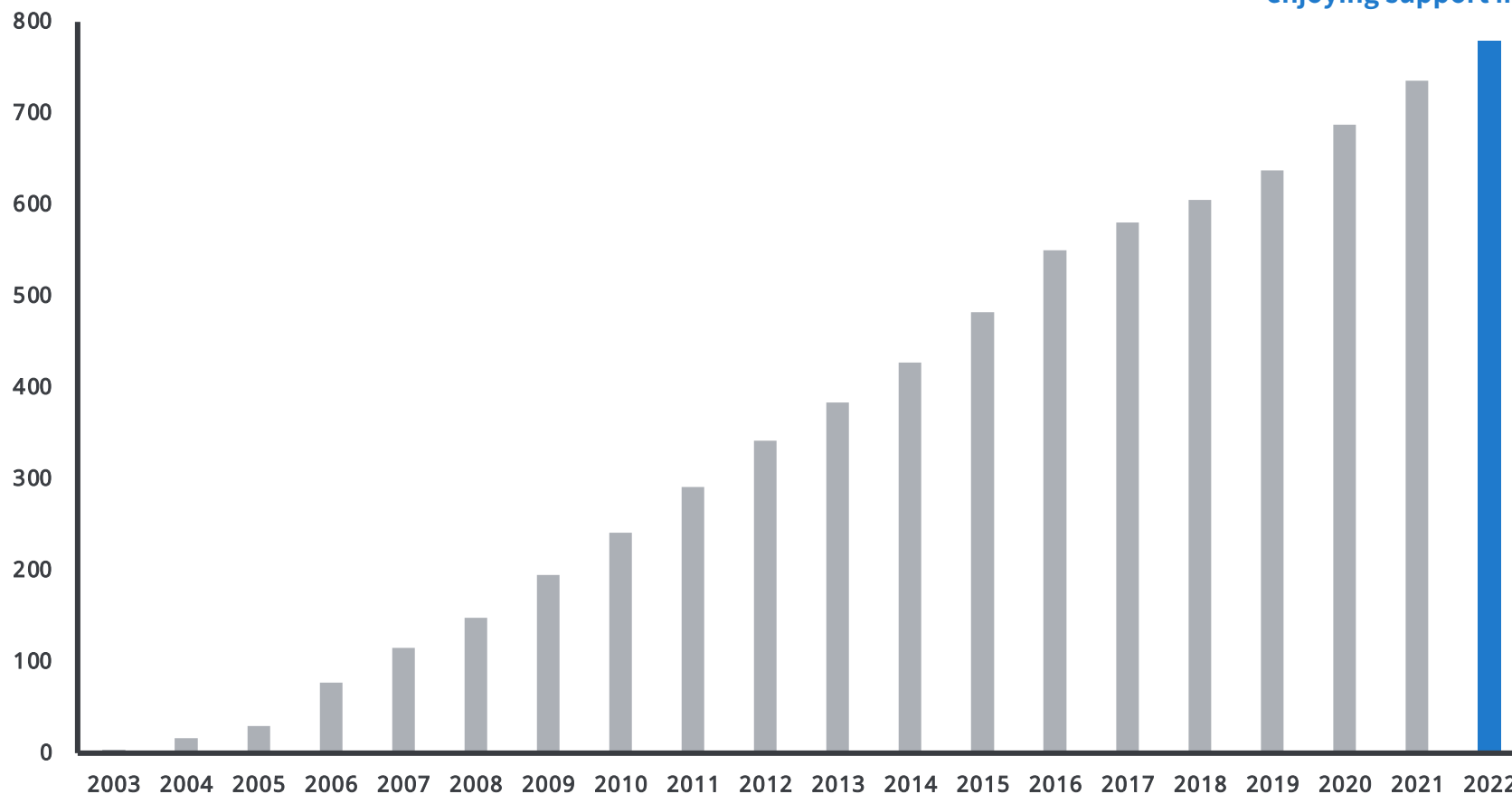
- Setup of the minne College

Founding a business school with a focus on manufacturing to widen the range of re-skilling and skill sharing

Remove obstacles to creative activities for output and increase the output of humanity

7.78 million
enjoying support in output*

(10,000 persons)



* Number of persons who have enjoyed support including other services and services that were transferred in the past

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

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

FY23 Q3_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	Q3
Consolidated	Net Sales*2	2,444	2,488	2,477	2,459	2,535	2,570	2,702	2,721	2,735	2,788	2,701
		1,232	1,243	1,269	1,291	1,319	1,343	1,391	1,384	1,369	1,422	1,466
Hosting business	Lolipop	484	495	514	533	551	575	583	584	594	621	638
	MuuMuu Domain	522	525	527	529	544	547	581	573	553	577	598
	Other*3	226	223	228	229	224	221	227	227	222	224	230
		697	790	778	656	664	699	769	710	700	821	761
E-commerce Support business	Color Me Shop	465	435	435	437	442	442	467	501	511	536	494
	SUZURI	215	338	329	209	212	247	293	204	184	280	264
	Other*3	17	17	14	10	10	10	9	5	5	5	3
Handmade Products business	minne	440	406	379	445	460	398	373	417	413	347	370
Financial Support business	FREENANCE	44	49	50	67	90	129	166	207	251	196	104

		FY21				FY22				FY23		
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3
Consolidated	Operating Profit*2	230	222	245	178	225	22	322	161	36	-861	243
		370	385	430	421	451	478	509	452	426	475	508
Hosting business	Lolipop	224	230	276	273	308	334	331	309	307	327	351
	MuuMuu Domain	72	80	78	71	71	69	97	75	45	77	89
	Other*3	74	75	76	77	72	75	81	68	74	71	68
		233	266	277	194	175	1	260	225	163	228	194
E-commerce Support business	Color Me Shop	223	200	189	183	176	174	206	228	202	192	151
	SUZURI	14	71	95	19	6	-167	61	4	-29	49	56
	Other*3	-4	-5	-7	-8	-7	-6	-7	-7	-10	-13	-13
Handmade Products business	minne	85	54	28	56	49	17	2	12	27	14	-0
Financial Support business	FREENANCE	-45	-28	-39	-26	-4	-11	20	-30	-93	-1,078	32

※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	Q3
			3/31	6/30	9/30	12/31	3/31	6/30	9/30	12/31	3/31	6/30	9/30
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	415,394
	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	1,114,075
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	50,264
	SUZURI	Number of creators (ten thousands users)	43	48	53	56	59	62	65	67	69	72	75
		Number of members (ten thousands users)	77	87	99	106	113	122	130	135	141	149	156
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	1,687
		Number of creators (ten thousands users)	75	77	79	80	82	83	84	85	87	88	89
		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	1,454

KPI by Segment/Service (Quarterly)

			FY21				FY22				FY23		
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3
			3/31	6/30	9/30	12/31	3/31	6/30	9/30	12/31	3/31	6/30	9/30
Hosting business	Lolipop	Spending per customer(yen)	385	390	403	414	431	449	457	461	471	495	511
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	5,233
	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	6.4
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	27.7
		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	73.3
		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	3,901
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	14.1
		Number of invoices(Invoices)	2,146	2,583	3,193	3,919	4,086	4,805	5,407	6,012	6,006	6,204	5,146
		Average invoice purchase (Thousand yen)	260	256	213	236	296	394	482	495	519	412	275
		Number of users(users)	1,391	1,510	1,904	2,203	2,306	2,593	2,848	3,154	3,298	3,459	3,246

※ For details, please refer to "Fiscal Year 2023 3rd 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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