

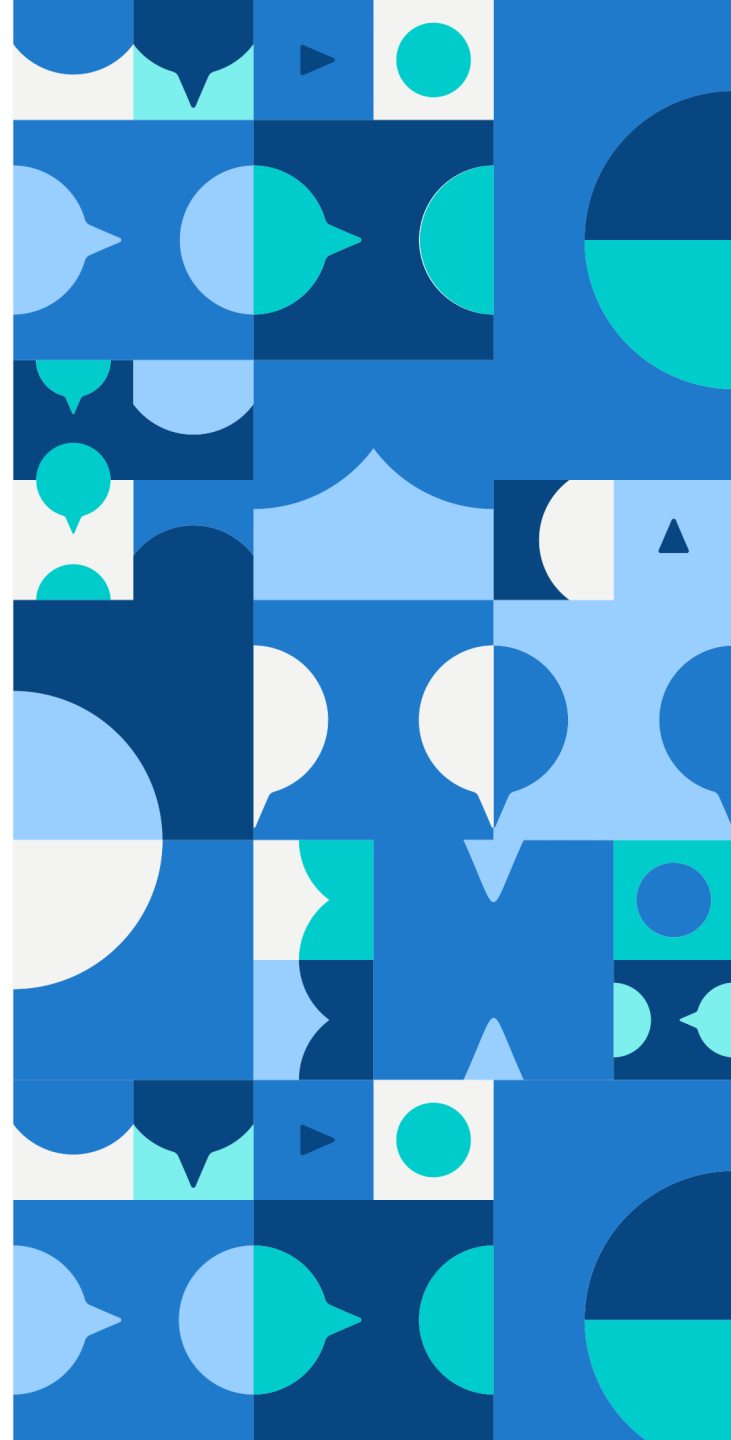


Fiscal Year 2023

# Results Presentation

GMO Pepabo, Inc.

Stock code: 3633 (TSE Standard Market)



An operating loss was recorded in 2023  
due to the impact of bad debt-related expenses.

# Performance will improve in 2024, aiming to again achieve the growth of the business.

- The recurring-type business remained solid, enjoying the effect of a price revision.
- Bad debt-related expenses were recorded by the second quarter, which resulted in the reversal of some of the related allowance.
- Used AI to improve the efficiency of business and provide services, aiming to achieve the growth of business



# AGENDA

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- Summary of Results in FY2023 Page 3
- FY2024 Financial Results Forecasts Page 22
- Toward Future Business Growth Page 30

# Summary of Results in FY2023

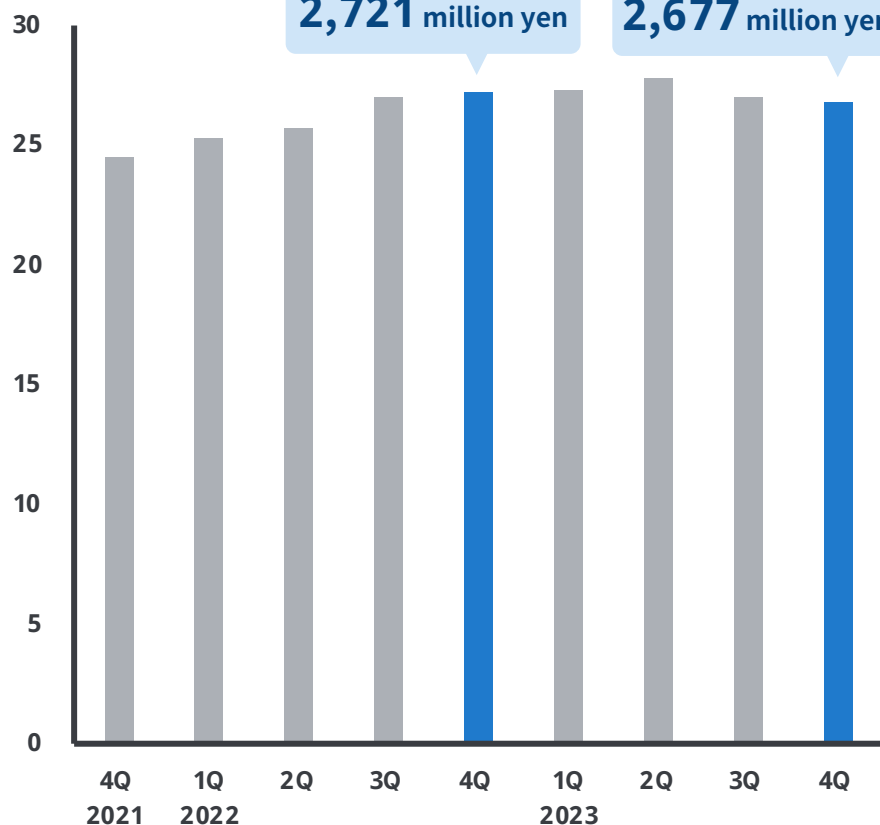
The recurring-type business achieved solid sales, enjoying the effect of a price revision. An operating loss was recorded due to the posting of bad debt-related expenses in the Financial Support business.

(Million yen)	FY2022	FY2023	Change	YoY
Net sales	<b>10,531</b>	<b>10,903</b>	<b>+372</b>	<b>103.5%</b>
Operating profit	<b>732</b>	<b>-340</b>	<b>-1,073</b>	—
Operating profit margin (%)	<b>7.0</b>	—	—	—
Ordinary profit	<b>767</b>	<b>-246</b>	<b>-1,013</b>	—
Profit attributable to owners of parent	<b>510</b>	<b>-628</b>	<b>-1,138</b>	—

**Net sales decreased, reflecting the control of the amount of purchases of invoices. Operating profit increased due to the control of promotion expenses and progress in collection of receivables.**

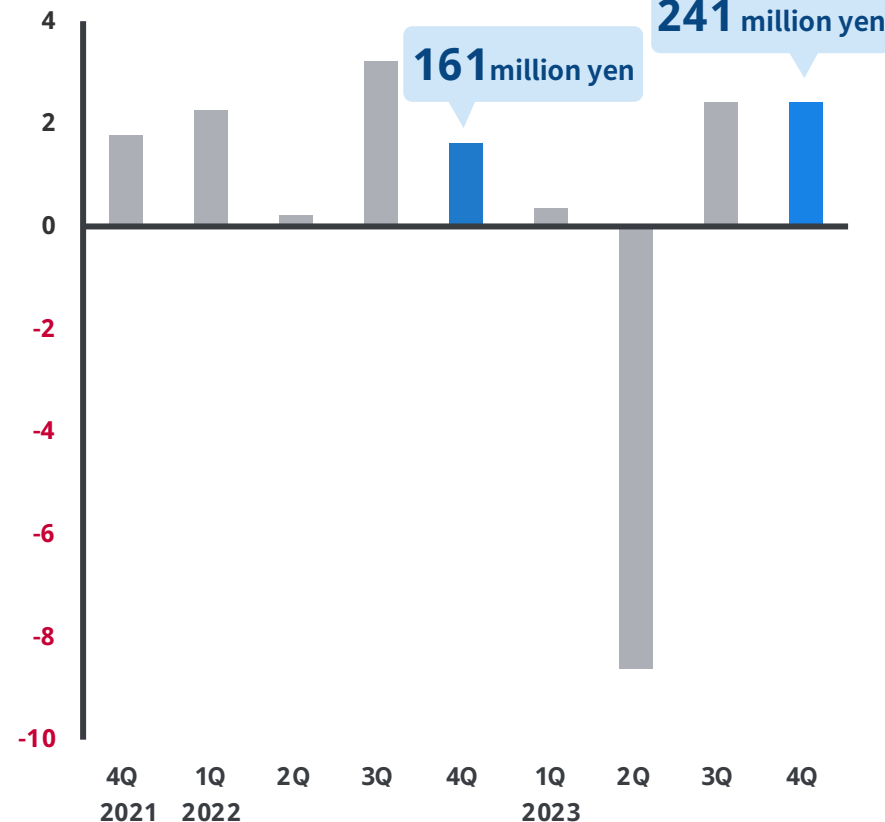
### Net sales

(100 million yen)



### Operating profit

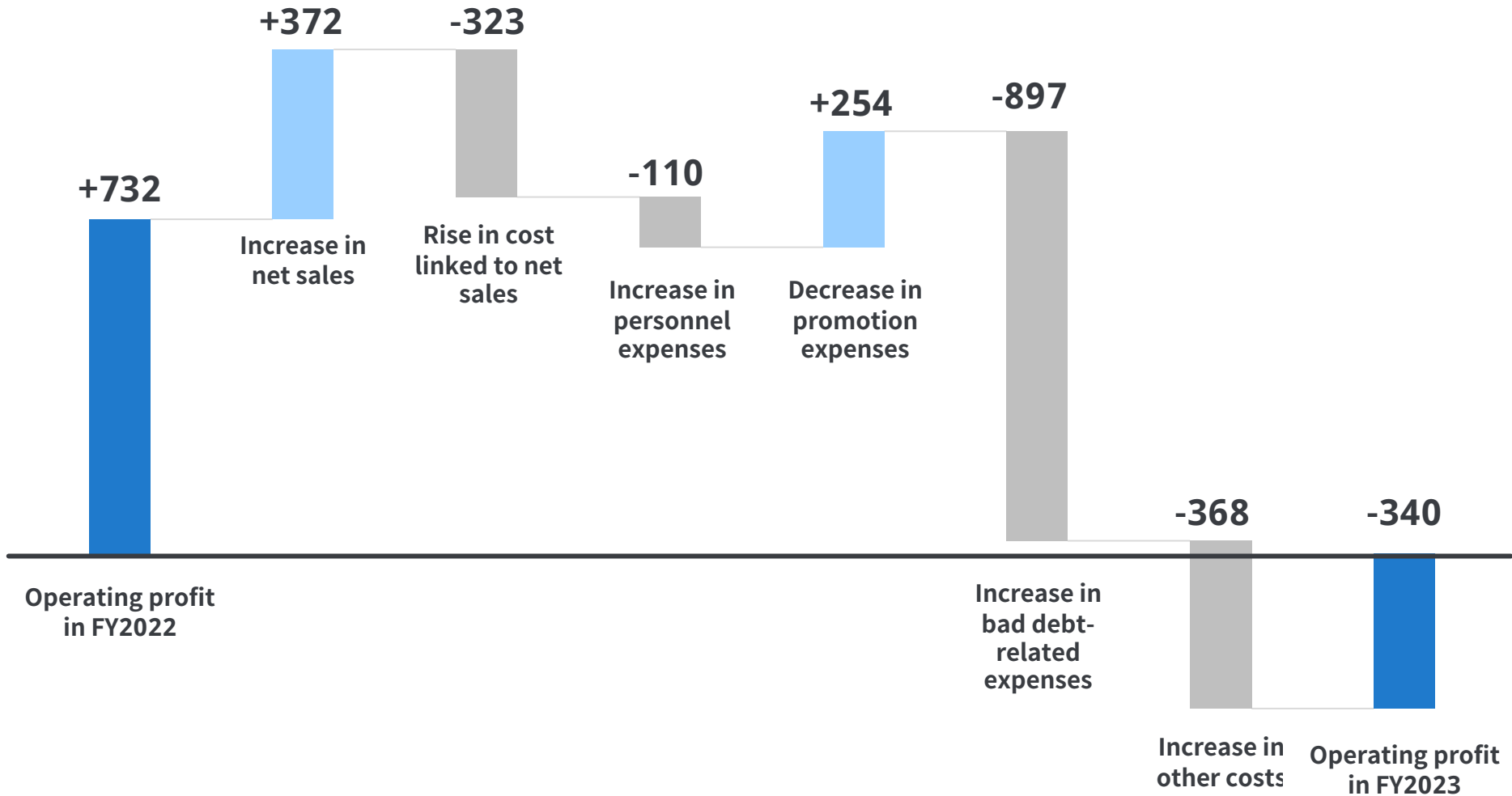
(100 million yen)



\* 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 (Full Year)

(Million yen)



Net sales remained brisk, thanks to the effect of price revisions and an increase in the ratio of contracts for high-level plans.

## Hosting

Net sales: **5,758** million yen ( **105.9** % )

Operating profit: **1,921** million yen ( **101.6** % )

Increase in net sales attributed to the effect of price revisions and improvement in profit that was a result of SUZURI's cost reduction

## E-commerce Support

Net sales: **2,997** million yen ( **105.4** % )

Operating profit: **756** million yen ( **114.3** % )

Gross merchandise value dropped year on year

## Handmade Products

Net sales: **1,490** million yen ( **90.3** % )

Operating profit: **63** million yen ( **76.7** % )

Although progress was made in the collection of receivables, bad debt-related expenses for receivables in arrears were incurred.

## Financial Support

Net sales: **655** million yen ( **110.4** % )

Operating profit: **-1,064** million yen (Down **1,038** million yen)

\* Percentages in parentheses show a year-on-year comparison.

\* 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.



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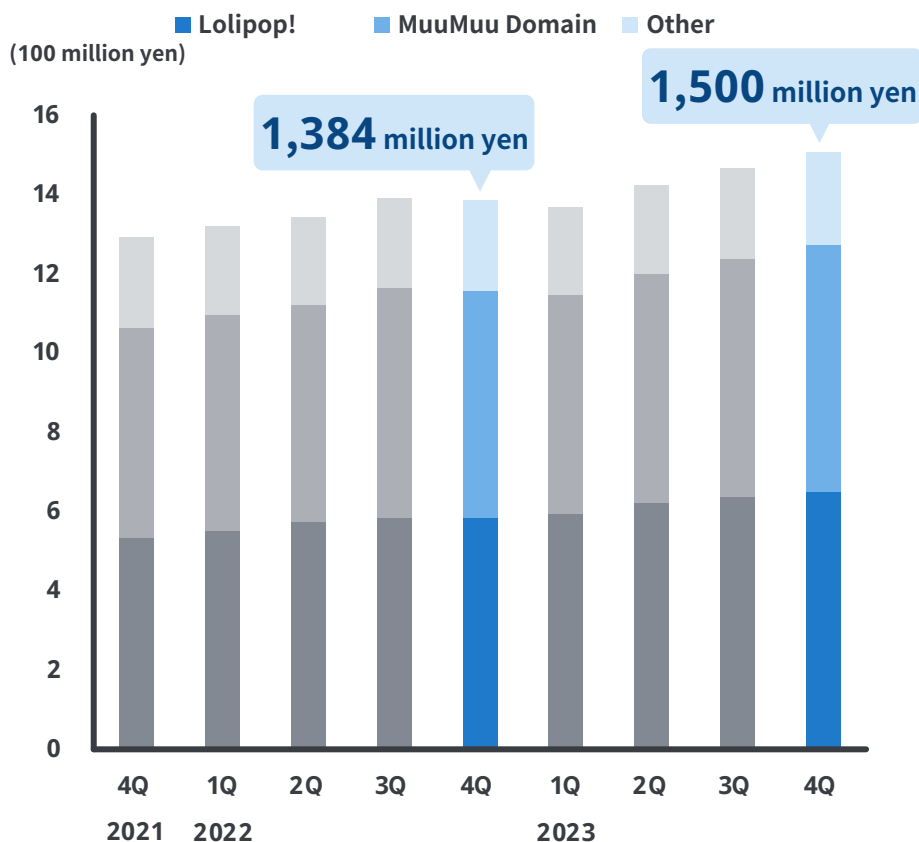
# Hosting business

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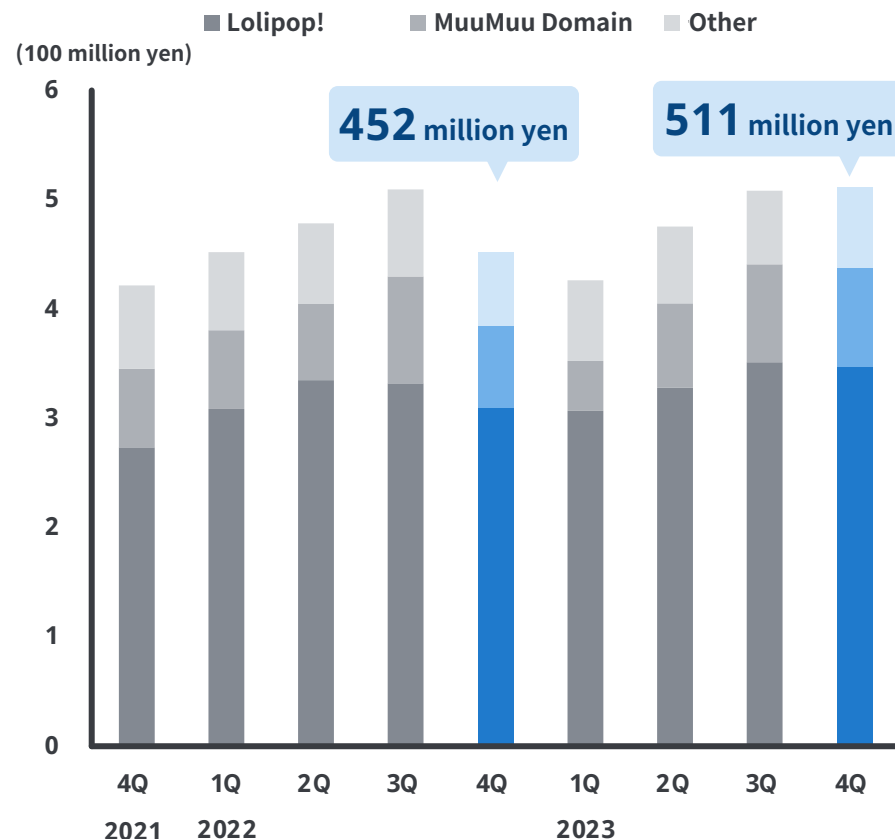
**FY2023**

Net sales: **5,758 million yen** (up 5.9% year on year)  
 Operating profit: **1,921 million yen** (up 1.6% year on year)

Net sales



Operating profit

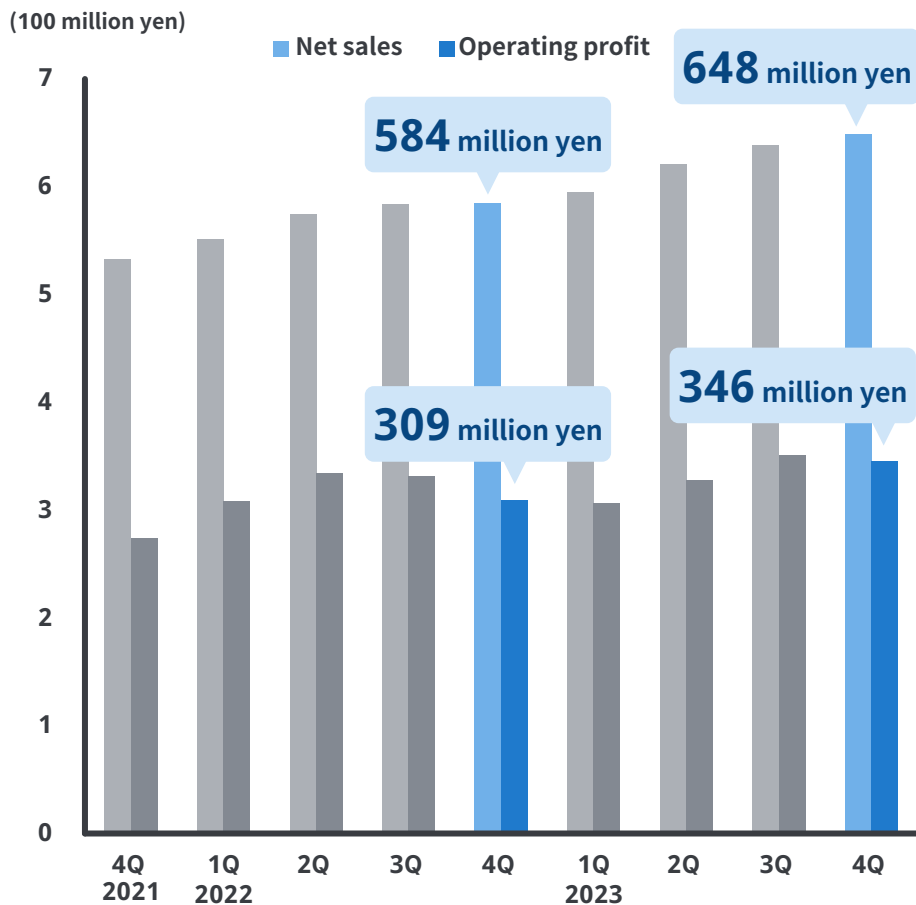


\* Starting January 2023, the website creation service Goope was transferred from the E-commerce Support segment to the Hosting segment. To simplify comparisons between periods, Goope has been listed under the Hosting segment for financial results for FY2021 and for FY2022.

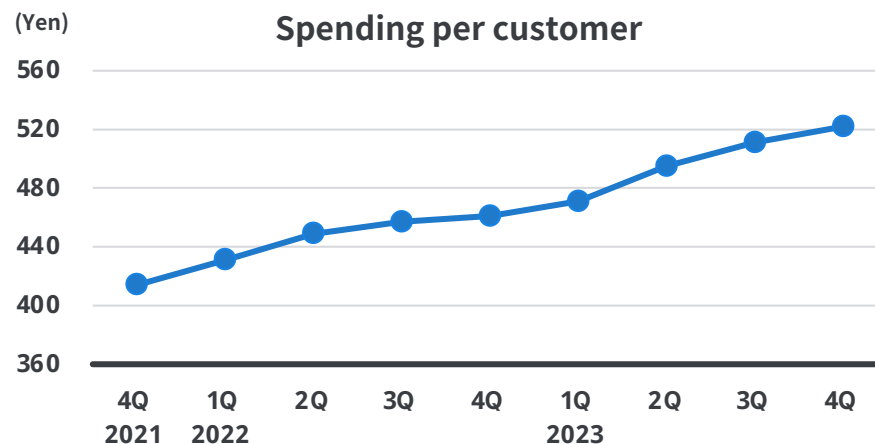
**FY2023**

Net sales: **2,503 million yen** (up 9.1% year on year)  
 Operating profit: **1,332 million yen** (up 3.8% year on year)

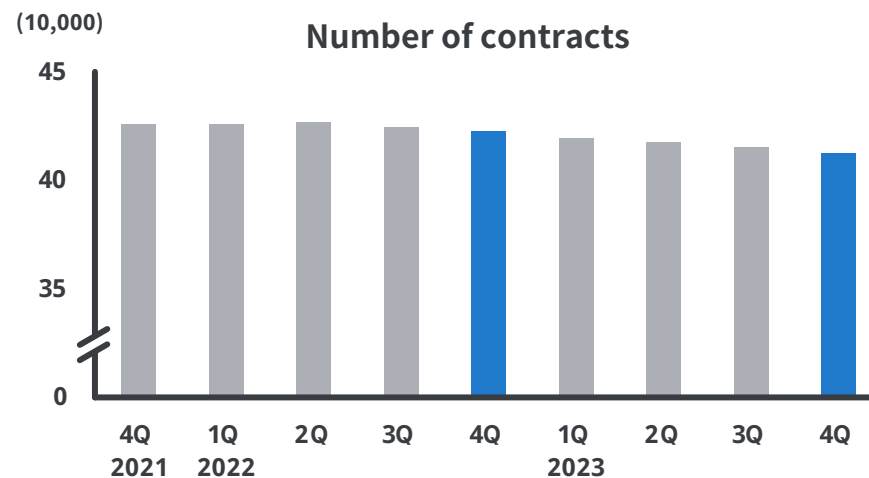
Trends in results



Spending per customer



Number of contracts



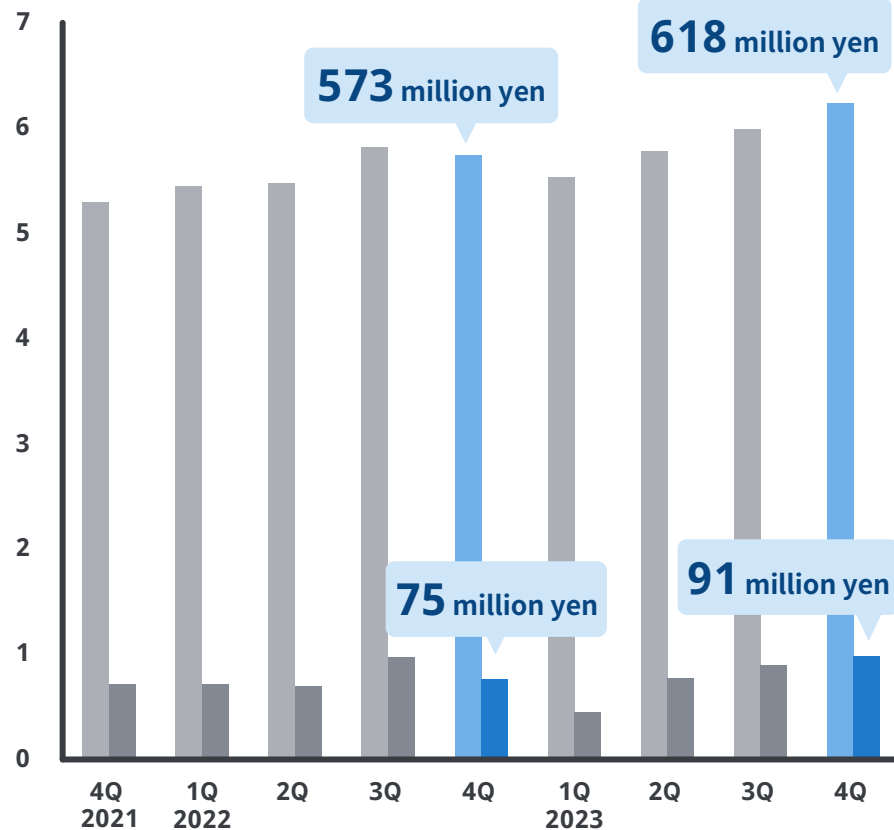
**FY2023**

Net sales: **2,348 million yen** (up 4.5% year on year)  
 Operating profit: **303 million yen** (down 3.8% year on year)

Trends in results

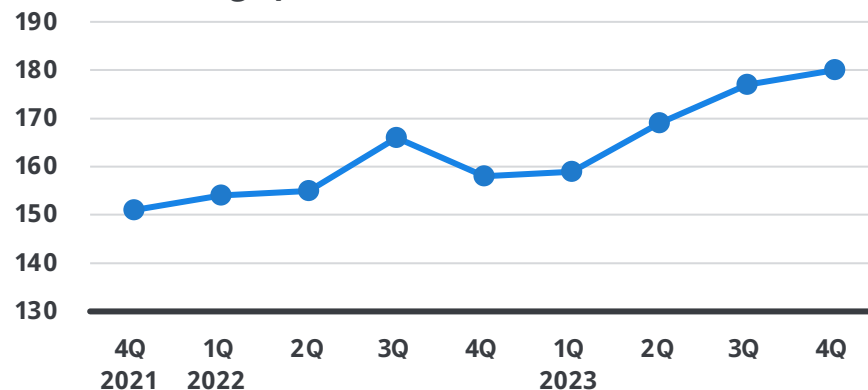
(100 million yen)

■ Net sales ■ Operating profit



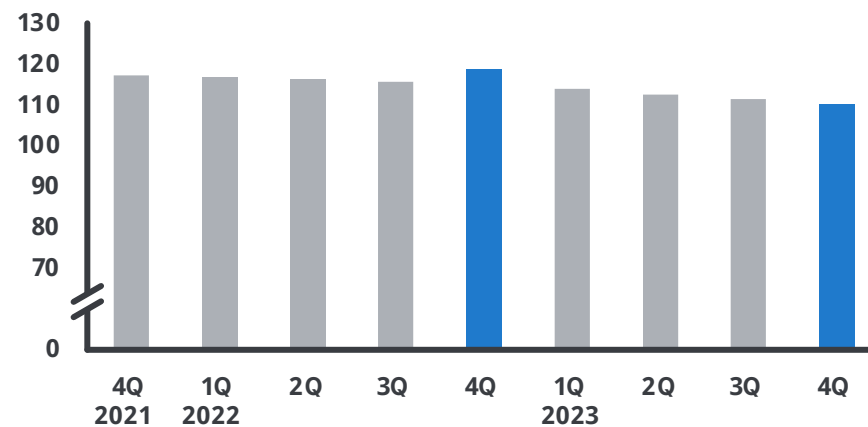
(Yen)

Average price of domains under contract



(10,000)

Number of domains under contract



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# E-commerce Support business

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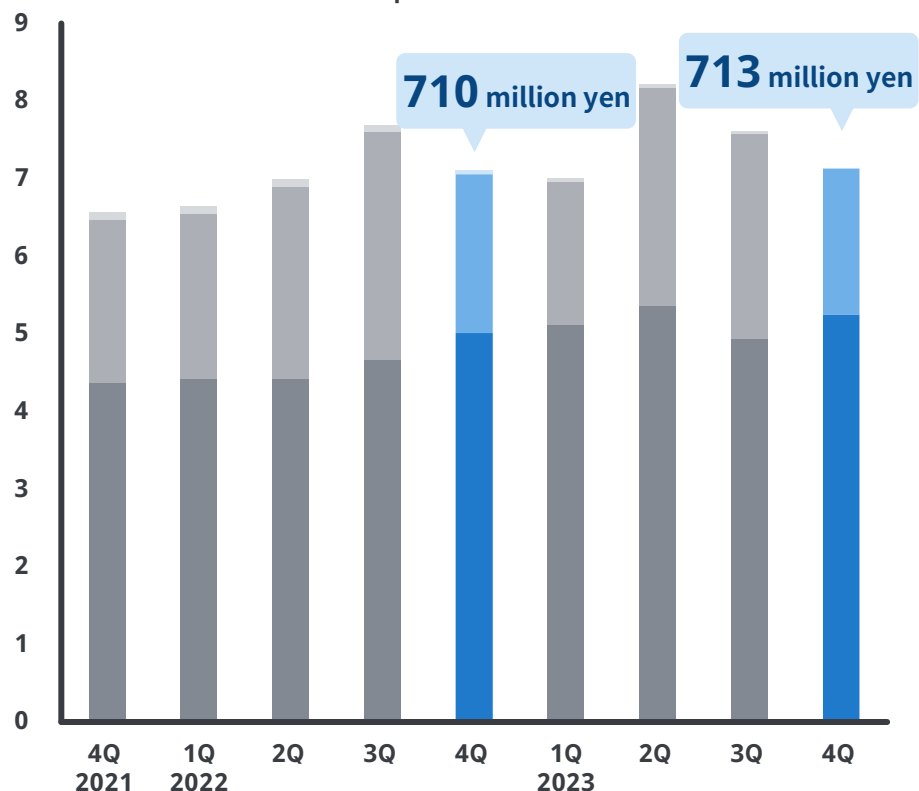
**FY2023**

Net sales: **2,997 million yen** (up 5.4% year on year)  
 Operating profit: **756 million yen** (up 14.3% year on year)

Net sales

(100 million yen)

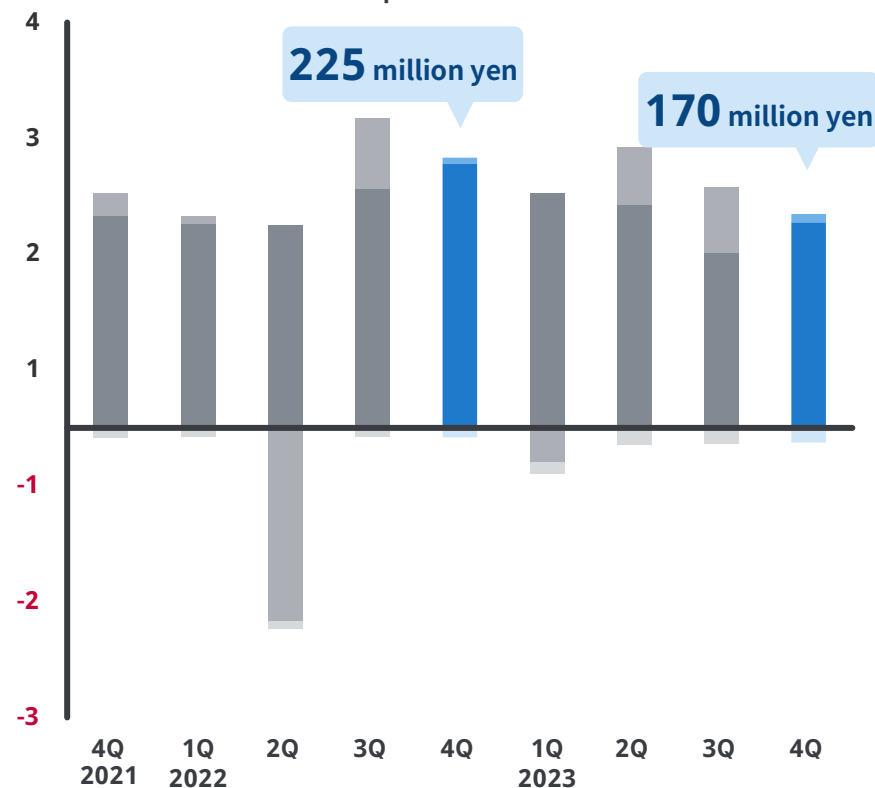
■ Color Me Shop ■ SUZURI ■ Other



Operating profit

(100 million yen)

■ Color Me Shop ■ SUZURI ■ Other



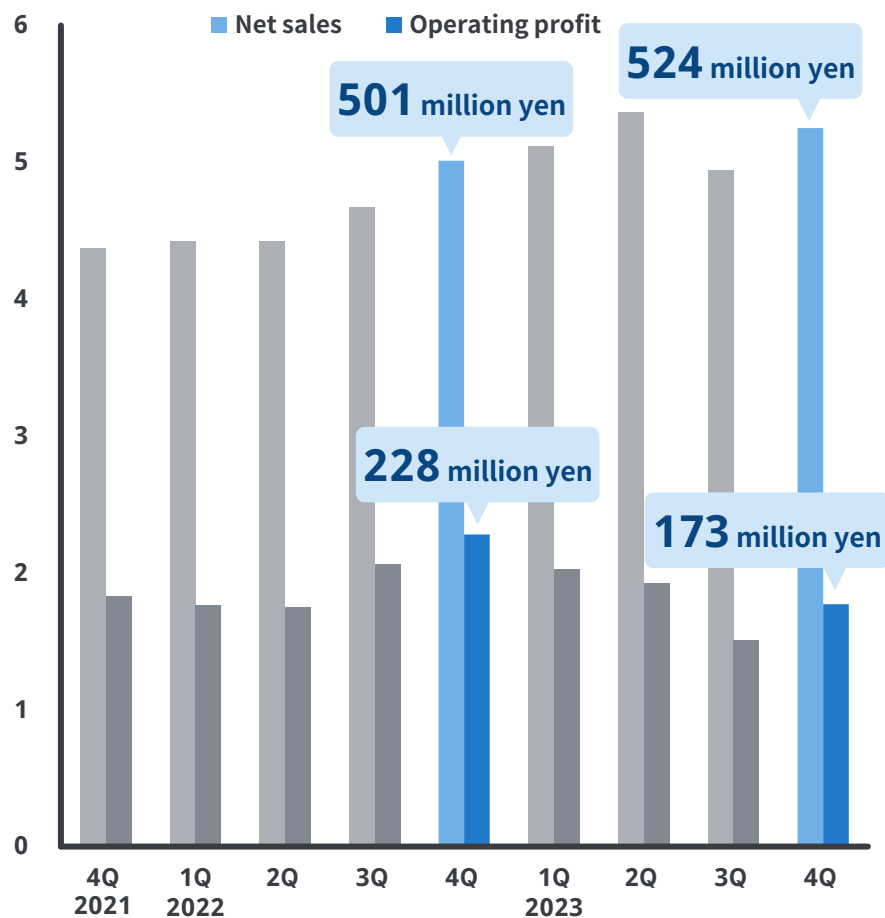
\* Starting January 2023, the website creation service Goope was transferred from the E-commerce Support segment to the Hosting segment. To simplify comparisons between periods, Goope has been listed under the Hosting segment for financial results for FY2021 and for FY2022.

**FY2023**

Net sales: **2,067 million yen** (up 11.6% year on year)  
 Operating profit: **720 million yen** (down 8.4% year on year)

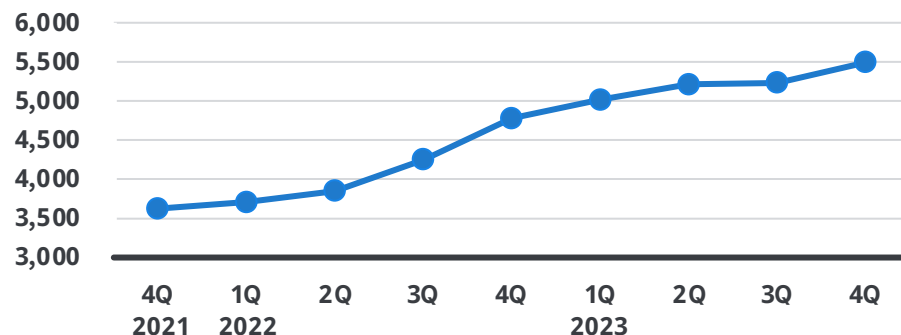
Trends in results

(100 million yen)



Spending per customer

(Yen)



Number of contracts

(10,000)

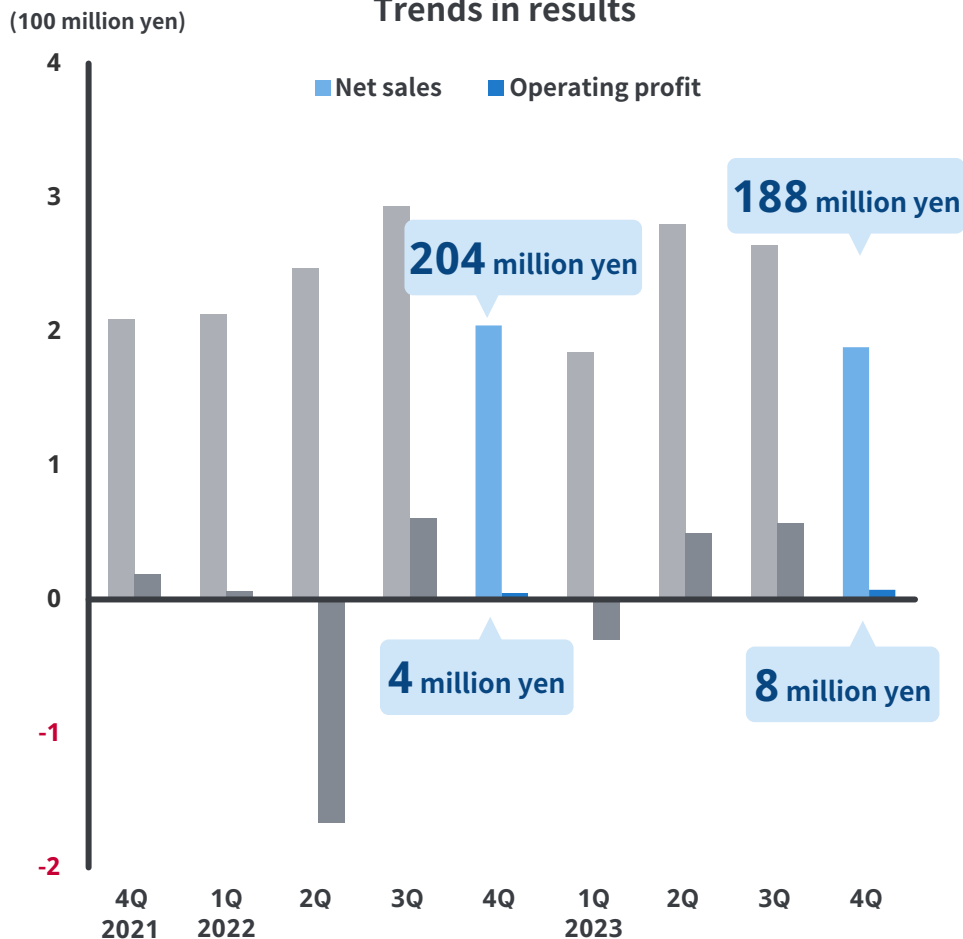


**FY2023**

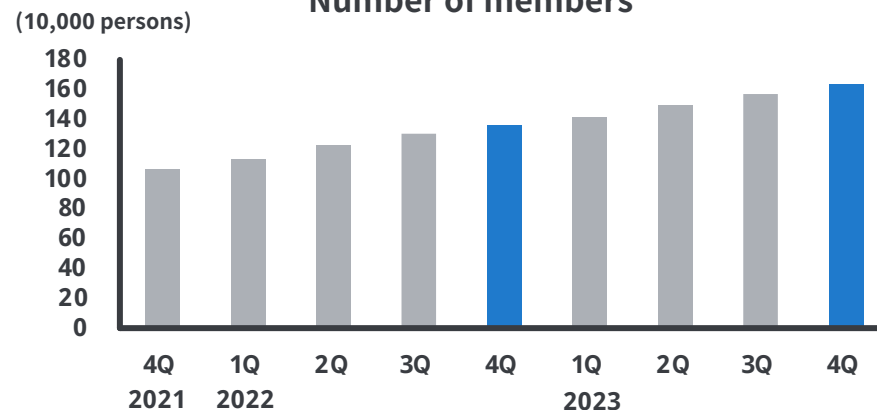
Net sales: **918 million yen** (down 4.2% year on year)

Operating profit: **85 million yen** (up 180 million yen year on year)

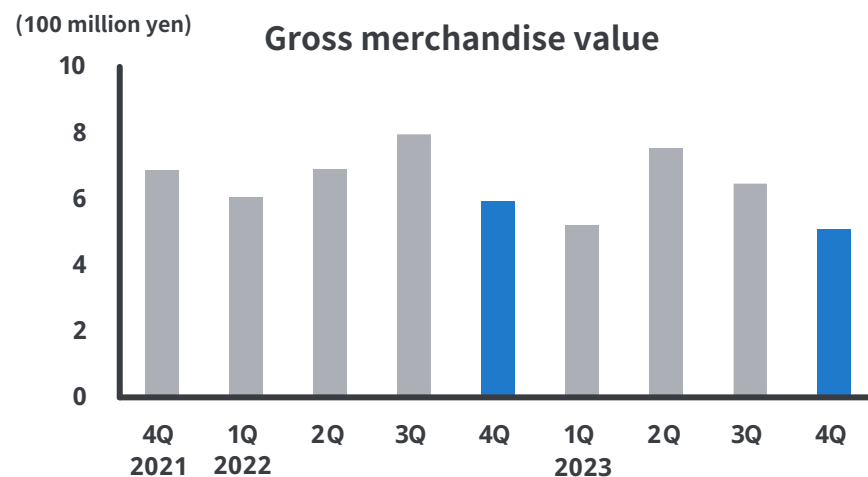
Trends in results



Number of members



Gross merchandise value





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# Handmade Products business

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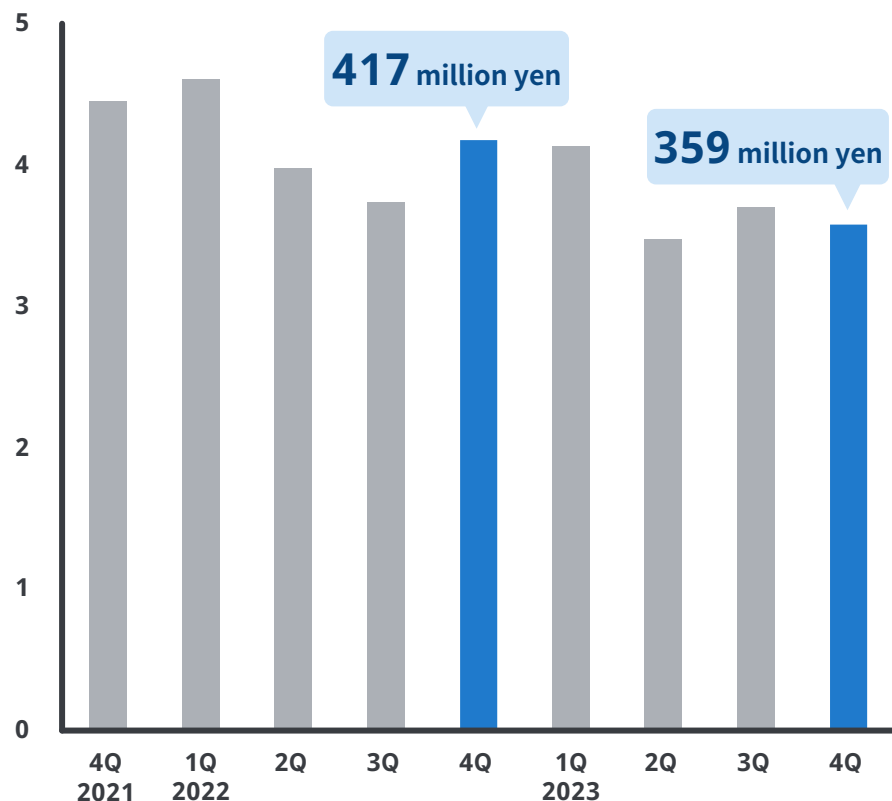
**FY2023**

Net sales: **1,490 million yen** (down 9.7% year on year)

Operating profit: **63 million yen** (down 23.3% year on year)

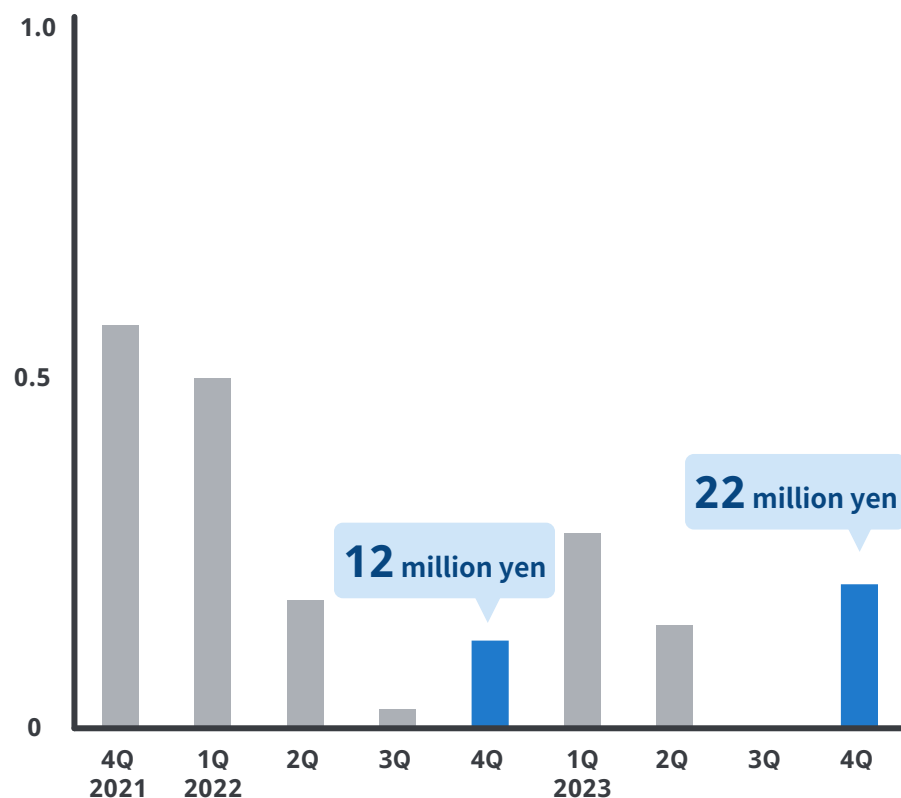
(100 million yen)

Net sales

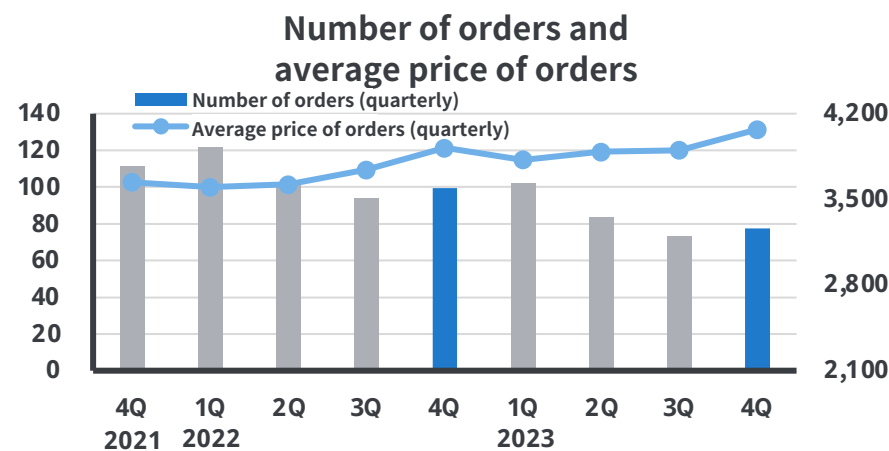
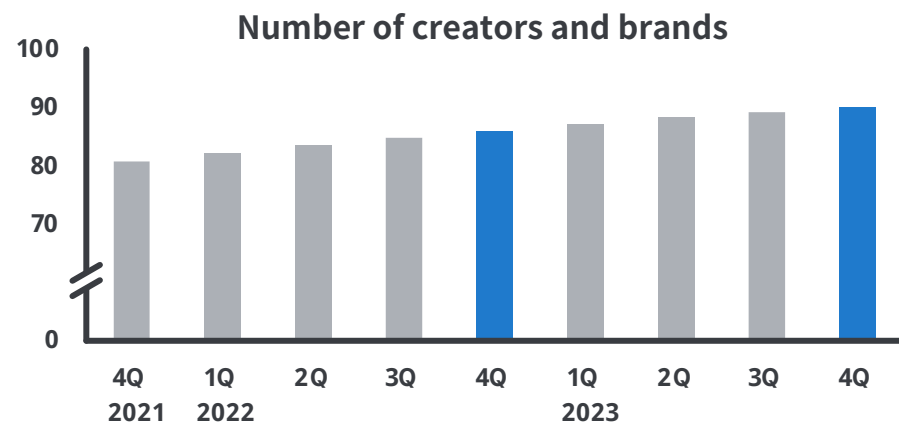
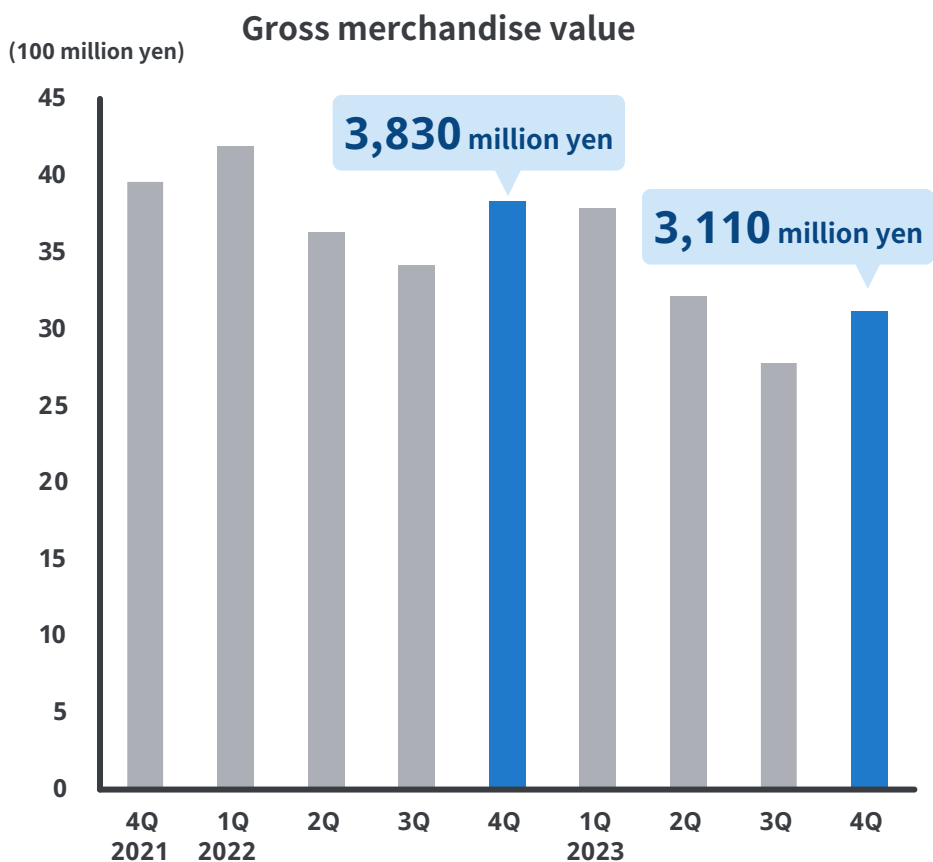


(100 million yen)

Operating profit



<b>FY2023</b>	Gross merchandise value:	<b>12,900 million yen</b>	<b>(down 14.4% year on year)</b>
	Average price of orders:	<b>3,921 yen</b>	<b>(up 5.4% year on year)</b>
	Number of orders:	<b>3.366 million</b>	<b>(down 19.1% year on year)</b>



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

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# Financial Support business

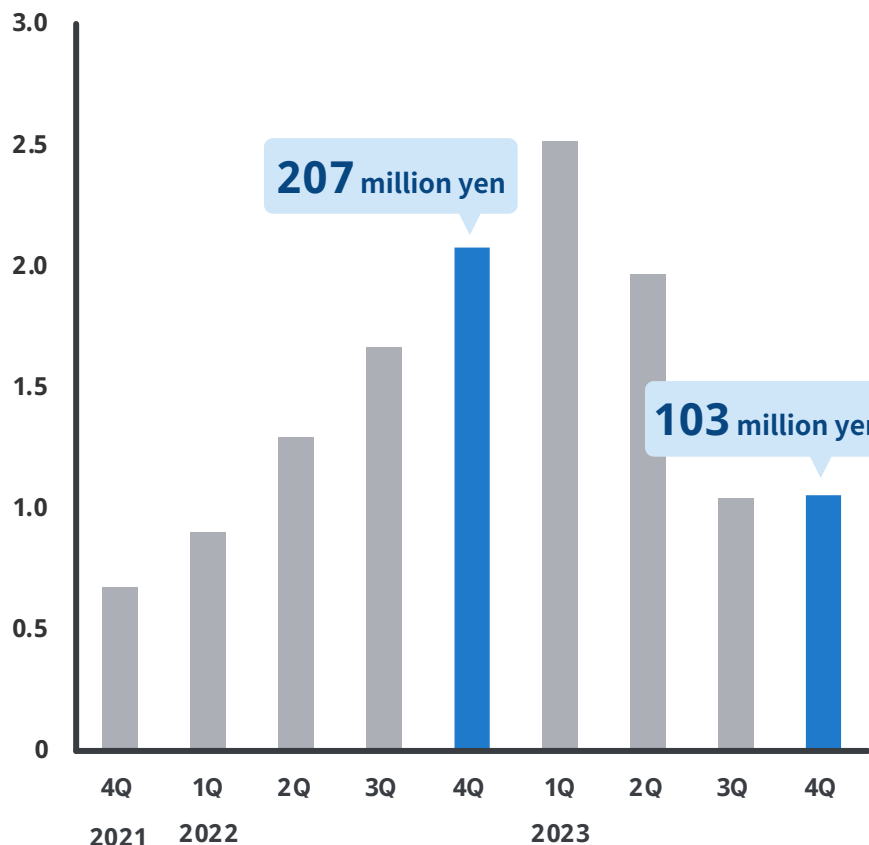
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FY2023

Net sales: **655 million yen** (up 10.4% year on year)  
 Operating profit: **-1,064 million yen** (down 1,038 million yen year on year)

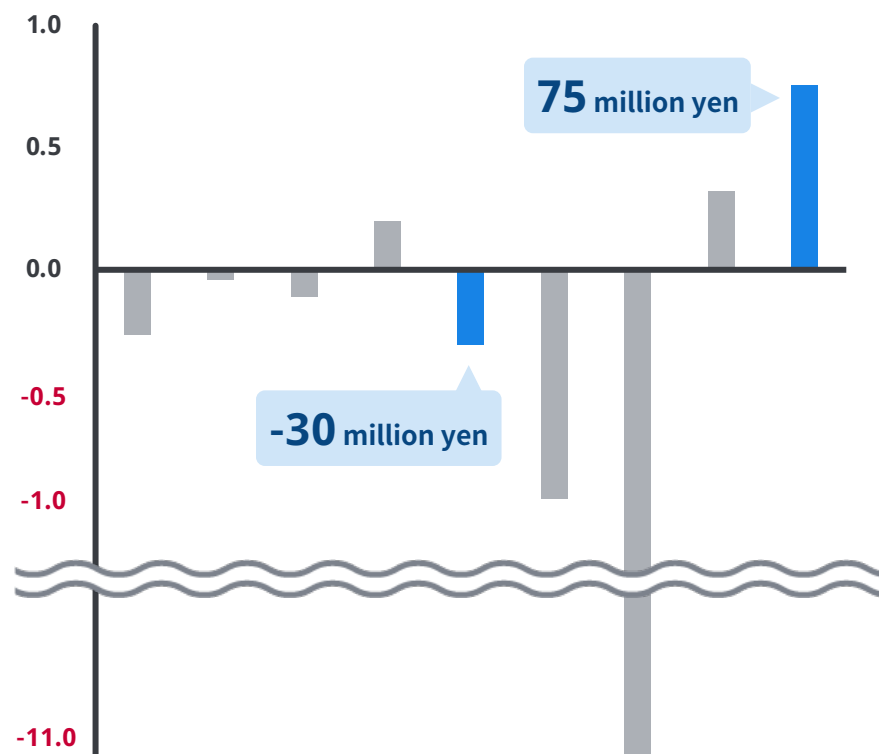
Net sales

(100 million yen)

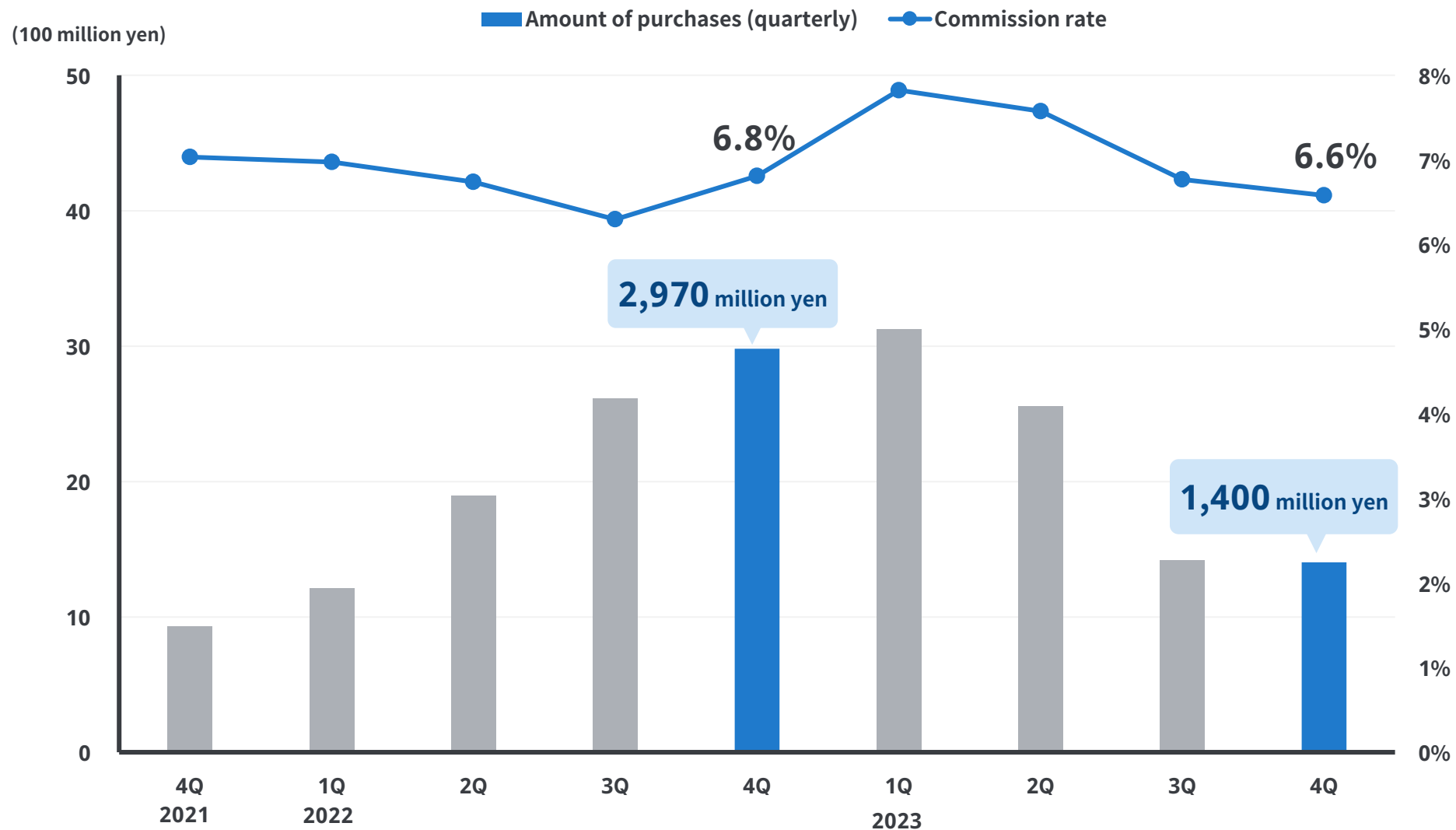


Operating profit

(100 million yen) 2021 2022 2023  
 4Q 1Q 2Q 3Q 4Q 1Q 2Q 3Q 4Q



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



# **FY2024 Financial Results Forecasts**

**Net sales will increase 0.5% year on year to 10,960 million yen, with an operating profit of 700 million yen**  
**Dividends of 40 yen per share are planned**

(Million yen)	FY2023 Results (1)	FY2024 Forecasts (2)	Change (2)-(1)	(%) YoY (2)/(1)
Net sales	10,903	10,963	+59	100.5
Operating profit	-340	700	+1,041	—
Ordinary profit	-246	700	+946	—
Profit attributable to owners of parent	-628	421	+1,050	—
EPS (yen)	-119.16	79.95	—	—
Dividends per share (yen)	—	40.00	—	—
Payout ratio (%)	—	50.0	—	—

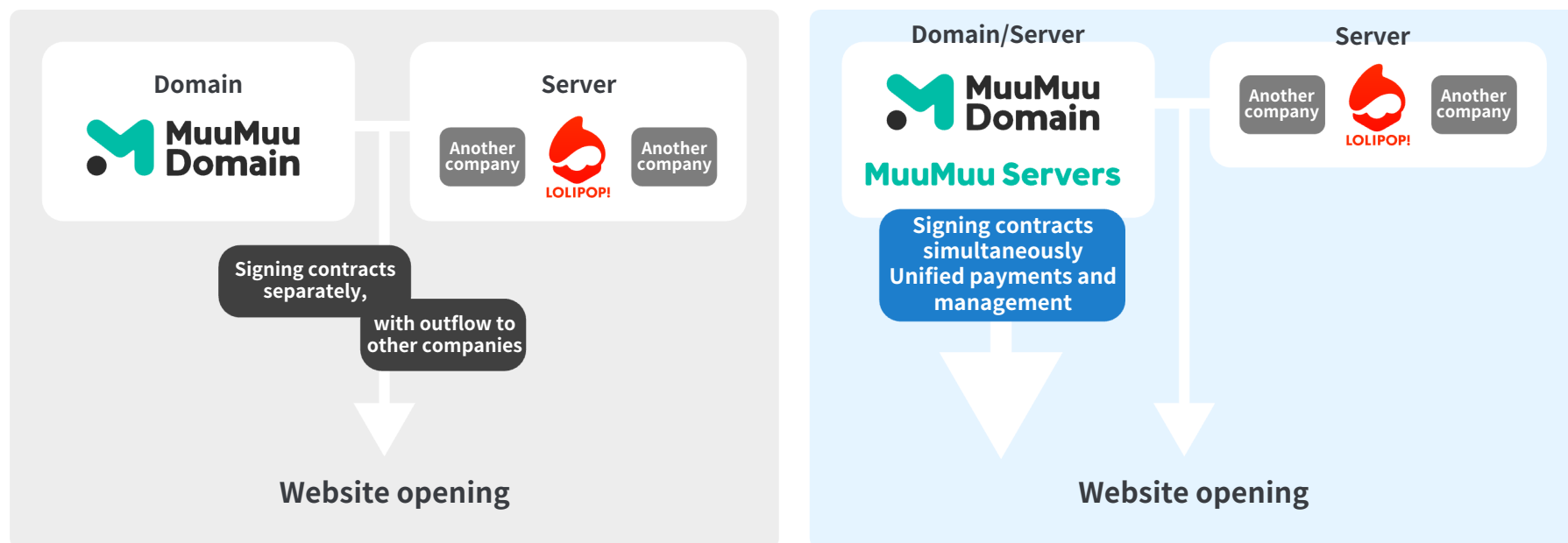


## Full-year results forecasts (by segment)

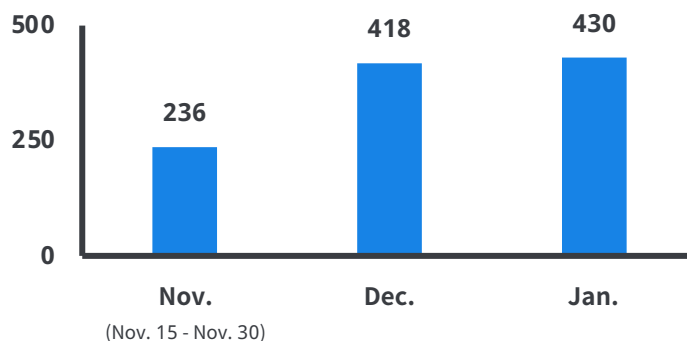
(Million yen)	FY2023 Results (1)	FY2024 Forecasts (2)	Change (2)-(1)	(%) YoY (2)/(1)
<b>[Net sales]</b>				
Hosting	5,758	5,927	+168	102.9
E-commerce Support	2,997	3,005	+8	100.3
Handmade Products	1,490	1,501	+10	100.7
Financial Support	655	518	-137	79.0
<b>[Operating Profit]</b>				
Hosting	1,921	1,983	+61	103.2
E-commerce Support	756	822	+66	108.8
Handmade Products	63	54	-8	86.4
Financial Support	-1,094	-54	+1,009	—

\* Excluding head office costs, etc.

Gaining new contracts by enabling customers to concurrently submit applications for the use of MuuMuu Servers, which can provide a seamless customer experience from domain acquisition to server hosting contracts.



Trend in the number of new contracts



It is expected that at least 5,000 new contracts will be gained annually due to customers choosing MuuMuu Servers.

## New product: A new server compatible with multiplayer games and distributed social networks

Provision to start in Q2 2024

### Background

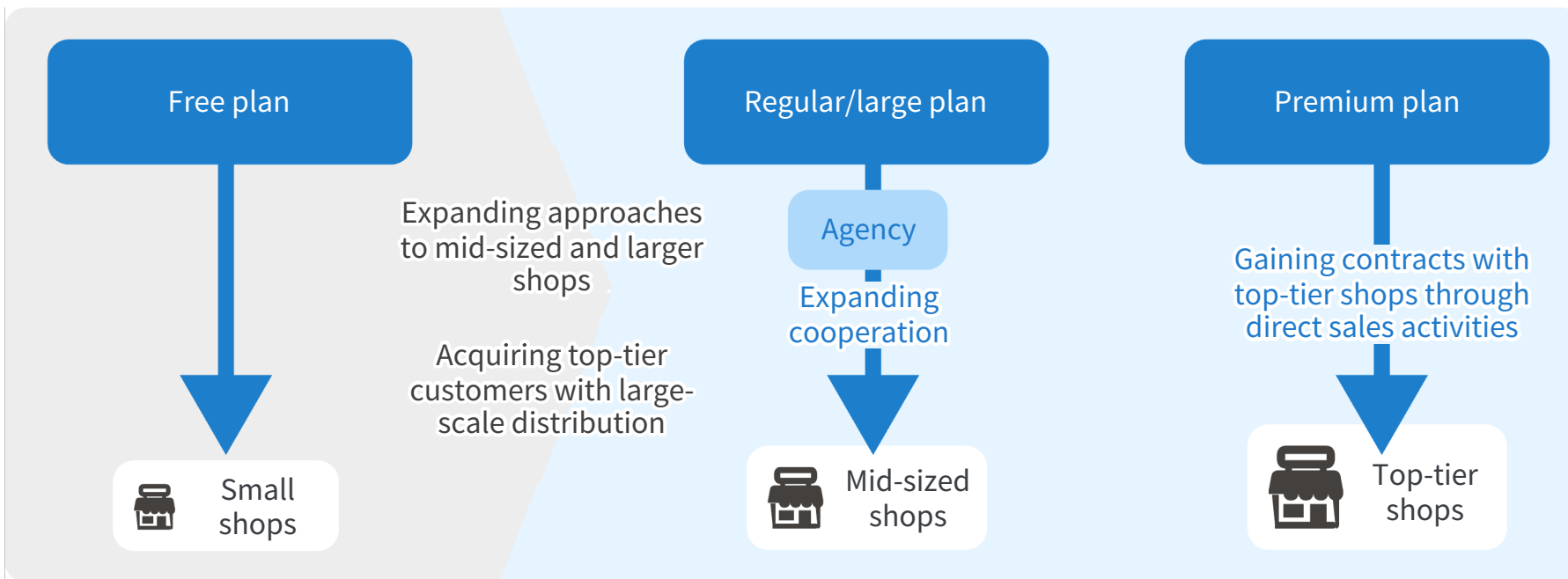
Reflecting the diversification of user needs, server uses and ways to play have also expanded greatly.

### Features of the service

- It can be started immediately and more easily than any other service.
- Functions enabling users to play multiplayer games comfortably
- Easy-to-understand plan structure and fee schedule (flat-rate system)



We will gain more contracts by enhancing sales activities for the Premium plan, the top-tier Color Me Shop plan, and other plans and by implementing initiatives to increase purchase opportunities at e-commerce sites.



In 2023, we took measures, such as making WordPress and Amazon Pay available for free, enabling users to build and operate e-commerce sites more conveniently.

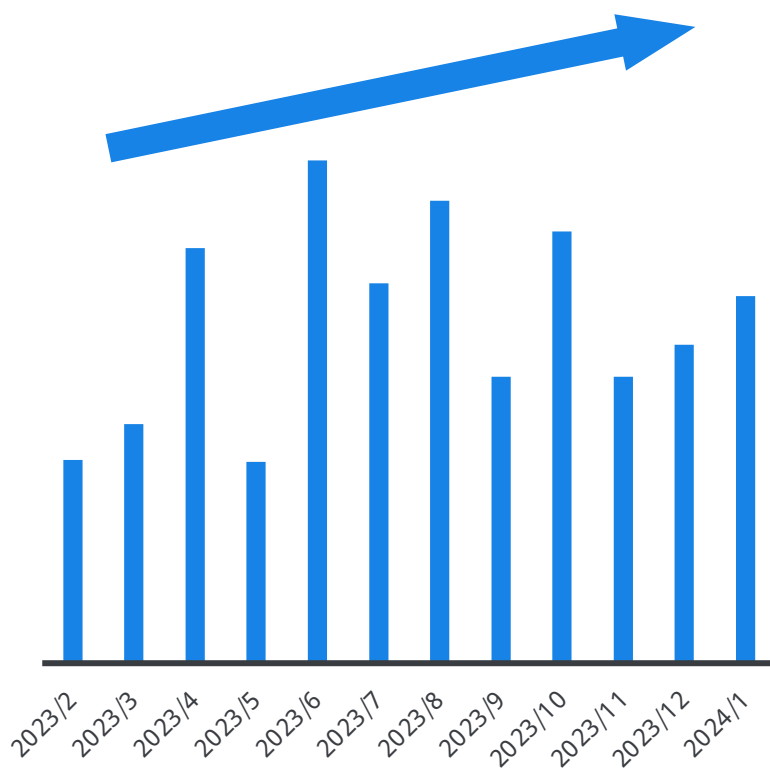
Further, in 2024, we will gain new contracts by expanding cooperation with agencies.

We will focus our efforts on smartphone apps, whose GMV is growing, improve the user experience of apps and promote the use of digital content and IP, increasing GMV.

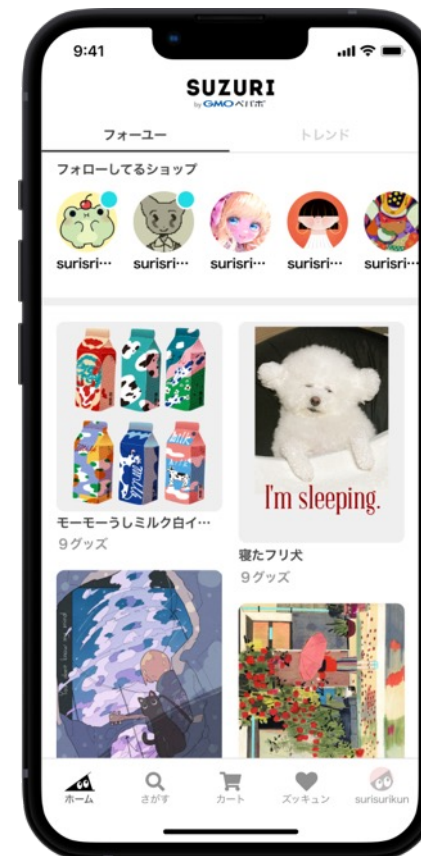
Trends in GMV via apps

2023: **640** million yen

--> 2024: **1,000** million yen



Use of digital content and IP  
Improving user experience and UI



**We will take measures to address the challenges and increase profit by taking promotional measures including minne ads and providing new products.**

## Challenges

- Decrease in GMV in the low-price range
- Decline in the efficiency of advertising, such as discount campaigns, and in the profit margin
- Decrease in the number of newly registered works and visitors to sites



## Measures

- Increasing the purchase of products in the middle and higher price ranges
- Improving the efficiency of minne ads and promotional measures
- Building creators' communities and increasing their convenience

## Providing new products

Beginning to provide products for creators in 2024

minne ads

Supporting creators' activities

Improving the efficiency of the use of AI

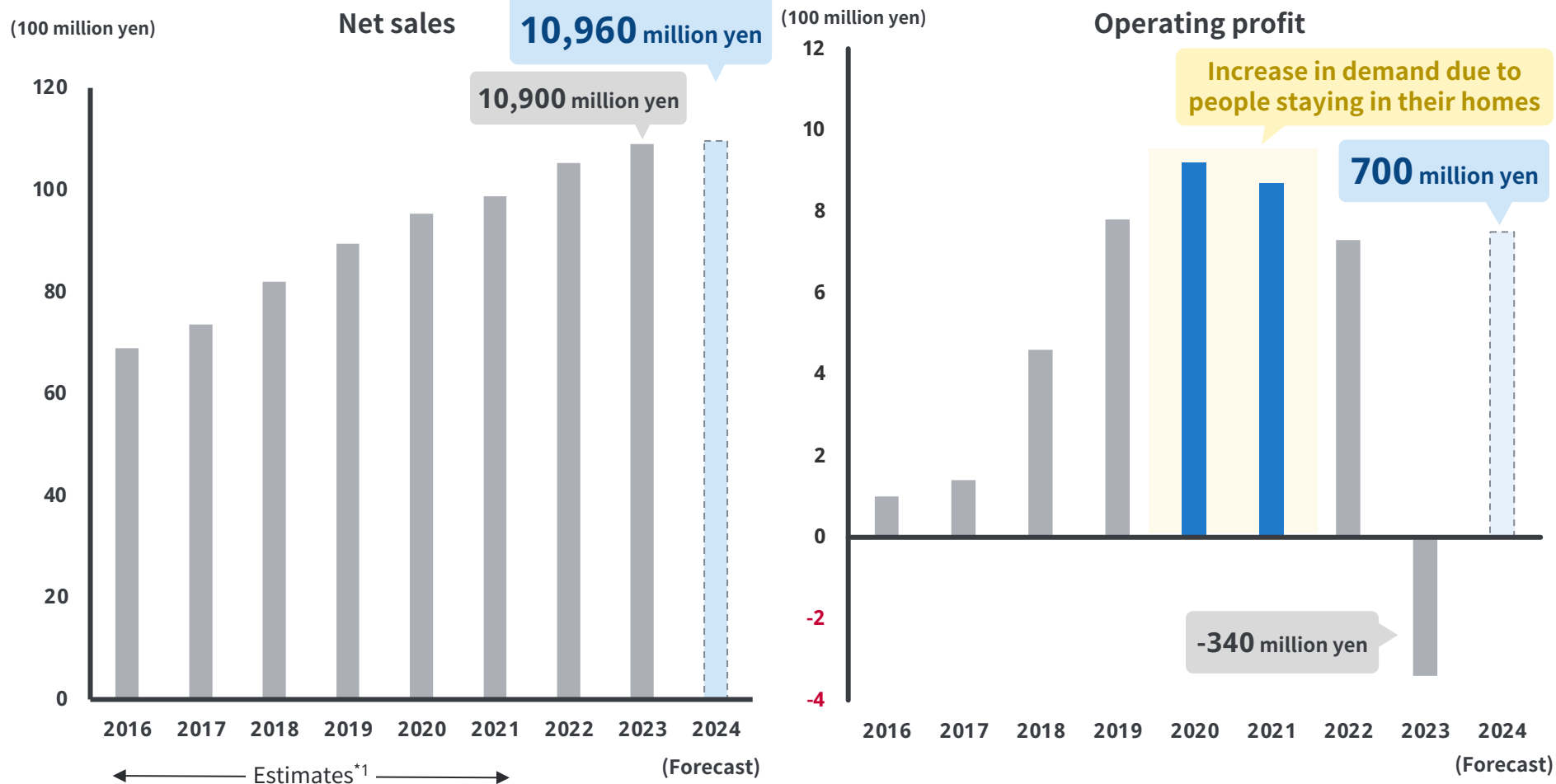
Enhancing site features

## Building creators' communities



# Toward the Future Growth of Business

Net sales will continue to increase year on year. Regarding operating profit, we will move into the black in 2024 and achieve the growth of business again, although the level will be lower than in the period when demand increased due to people staying at home during the pandemic.

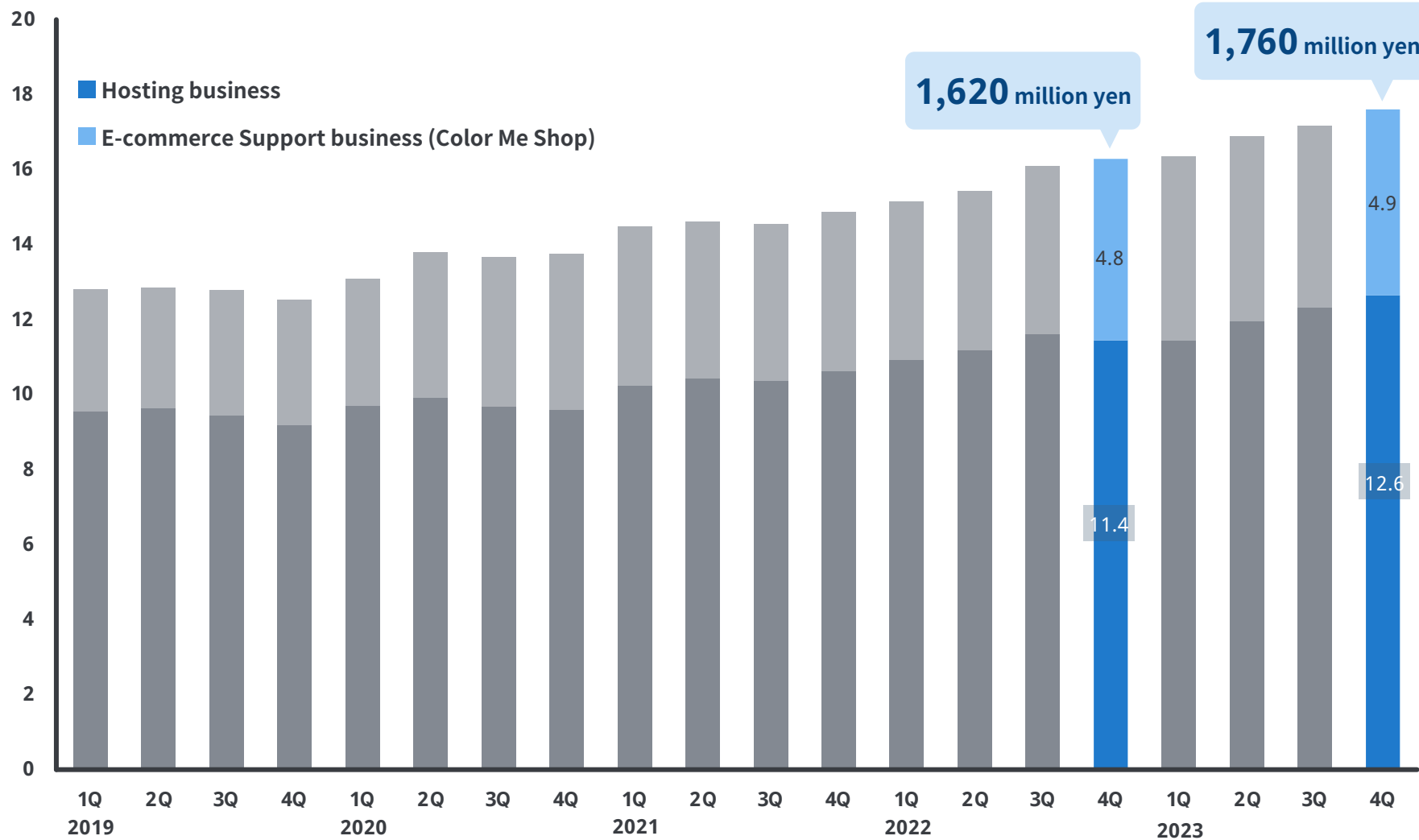


\*1. The Company has applied the Accounting Standard for Revenue Recognition (ASBJ Statement No. 29, March 31, 2020), etc. Figures for net sales for the year ended December 31, 2021 and before are unaudited estimated figures calculated by retroactively applying the standard, etc.



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

(100 million yen)

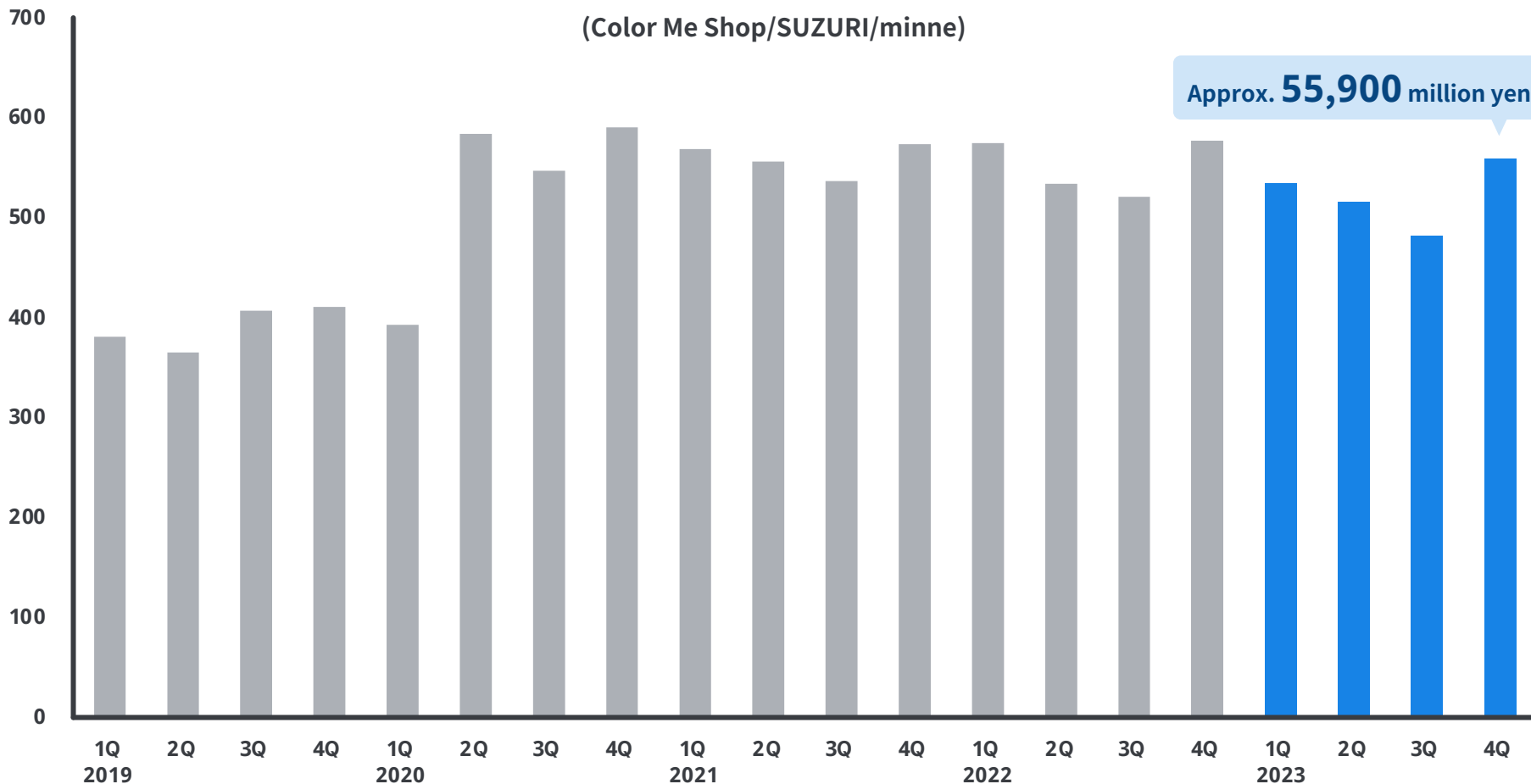


\* Excluding temporary revenue, such as revenue from creation services or from the use of options

The total GMV of three services, Color Me Shop, SUZURI, and minne, decreased year on year but total GMV for the fourth quarter increased from the previous quarter, reflecting strong sales of food and beverages in the year-end and new year period.

(100 million yen)

### Trends in GMV of EC-related services (Color Me Shop/SUZURI/minne)



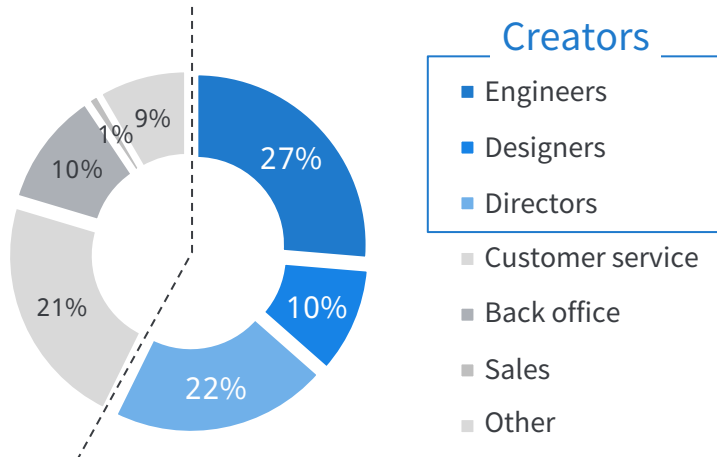
Approx. **55,900** million yen

To increase the output of humanity and achieve sustained growth, we will increase the ratio of people who create things (engineers, etc.) and engage in technologies research and development toward business growth

## Increase the ratio of creators Secure excellent personnel

Strengthening the hiring of engineers and enhancing regional recruitment

2022 Ratio of creators: 57% → 2023 Ratio of creators: 60%



Expand the ratio of creators in the medium-to-long-term

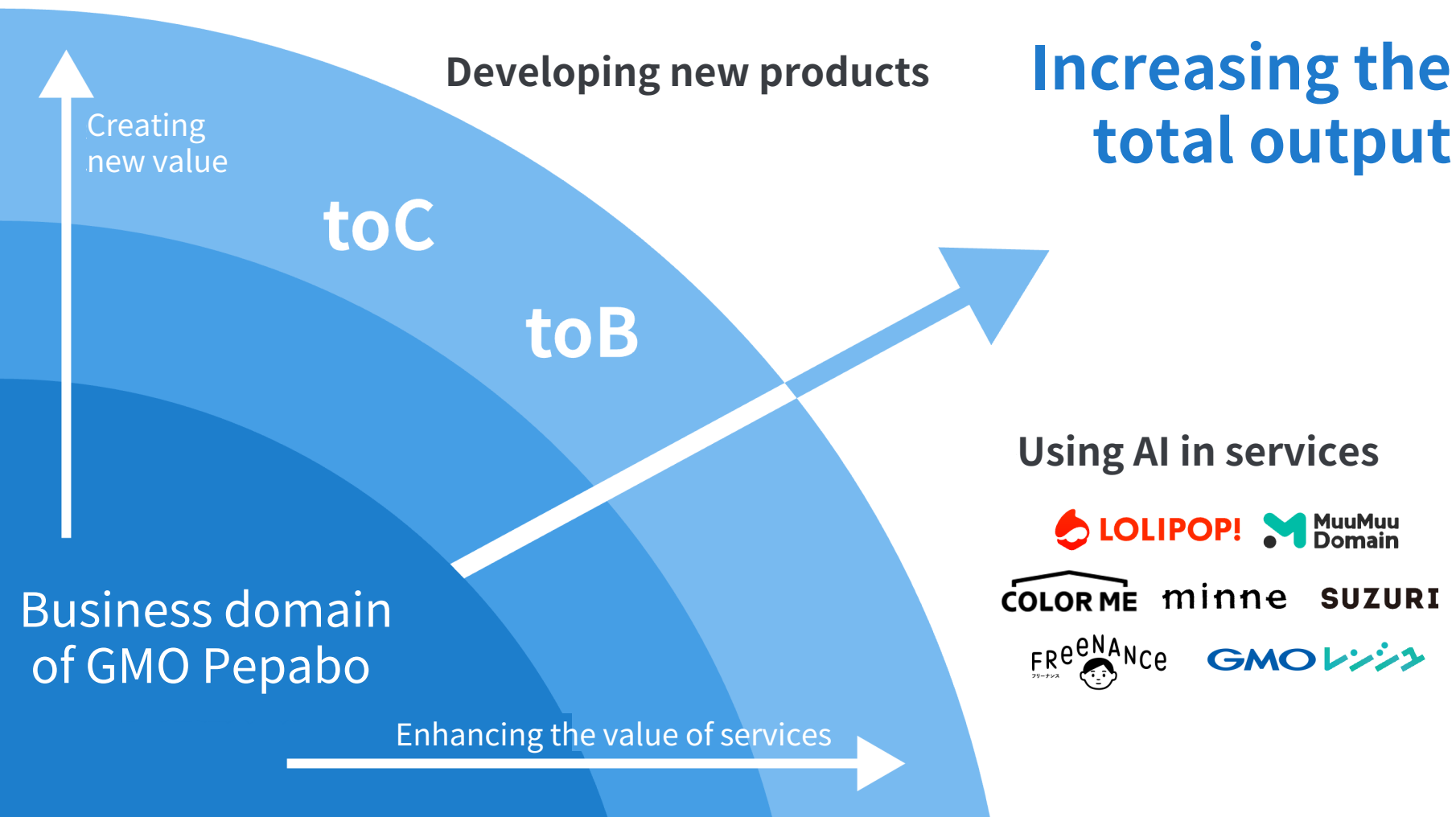
## Research and development of technologies with an eye on business growth and the future

- Recommend similar products on e-commerce sites by identifying features using AI image analysis
- Detect unauthorized use by identifying users' characteristics
- Promote the company-wide utilization of AI, including large language models



Expand into technological R&D and services aimed at medium-to-long-term business growth

Developing products with a focus on AI to achieve growth in 2025 and onward



Moving toward the era when AI will be used as a matter of course, we will provide new services for creating the future using AI, aiming to commercialize these services in 2024.

To be commercialized in 2024

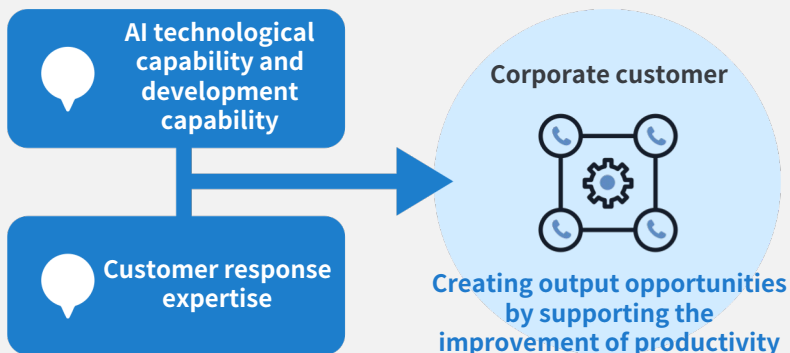
## toB: AI Transformation

### Responding to customers using AI

A new service for automating responses to customers using AI

### Customer response expertise

A solution providing the expertise in the areas of customer support and AI use that has been cultivated



## toC: AI eXperience

### Supporting information distributors

A new service that provides new methods of expression in each field using AI

### Market entry

Entering markets which are growing remarkably compared to other markets in the field of digital content



GMO パパホ

GMO Pepabo, Inc.  
Stock code: 3633



# Questions and answers

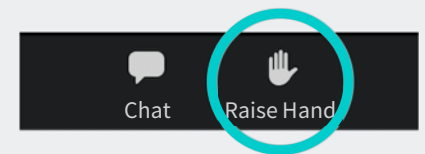
(1) Click the **Raise Hand** button below the Zoom screen.

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 (Full Year)

(Million yen)	FY2022	FY2023	YoY
Net sales	<b>10,531</b>	<b>10,903</b>	<b>103.5%</b>
Cost of sales	<b>4,454</b>	<b>4,972</b>	<b>111.6%</b>
Gross profit	<b>6,076</b>	<b>5,931</b>	<b>97.6%</b>
Selling, general and administrative expenses	<b>5,344</b>	<b>6,272</b>	<b>117.4%</b>
Of SG&A expenses, promotion cost*	<b>1,321</b>	<b>1,066</b>	<b>80.7%</b>
Operating profit	<b>732</b>	<b>△ 340</b>	—
(Operating profit margin)	<b>7.0%</b>	—	—
Ordinary profit	<b>767</b>	<b>△ 246</b>	—
Profit before income taxes	<b>771</b>	<b>△ 395</b>	—
Profit attributable to owners of parent	<b>261</b>	<b>△ 628</b>	—

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

# Consolidated Balance Sheet

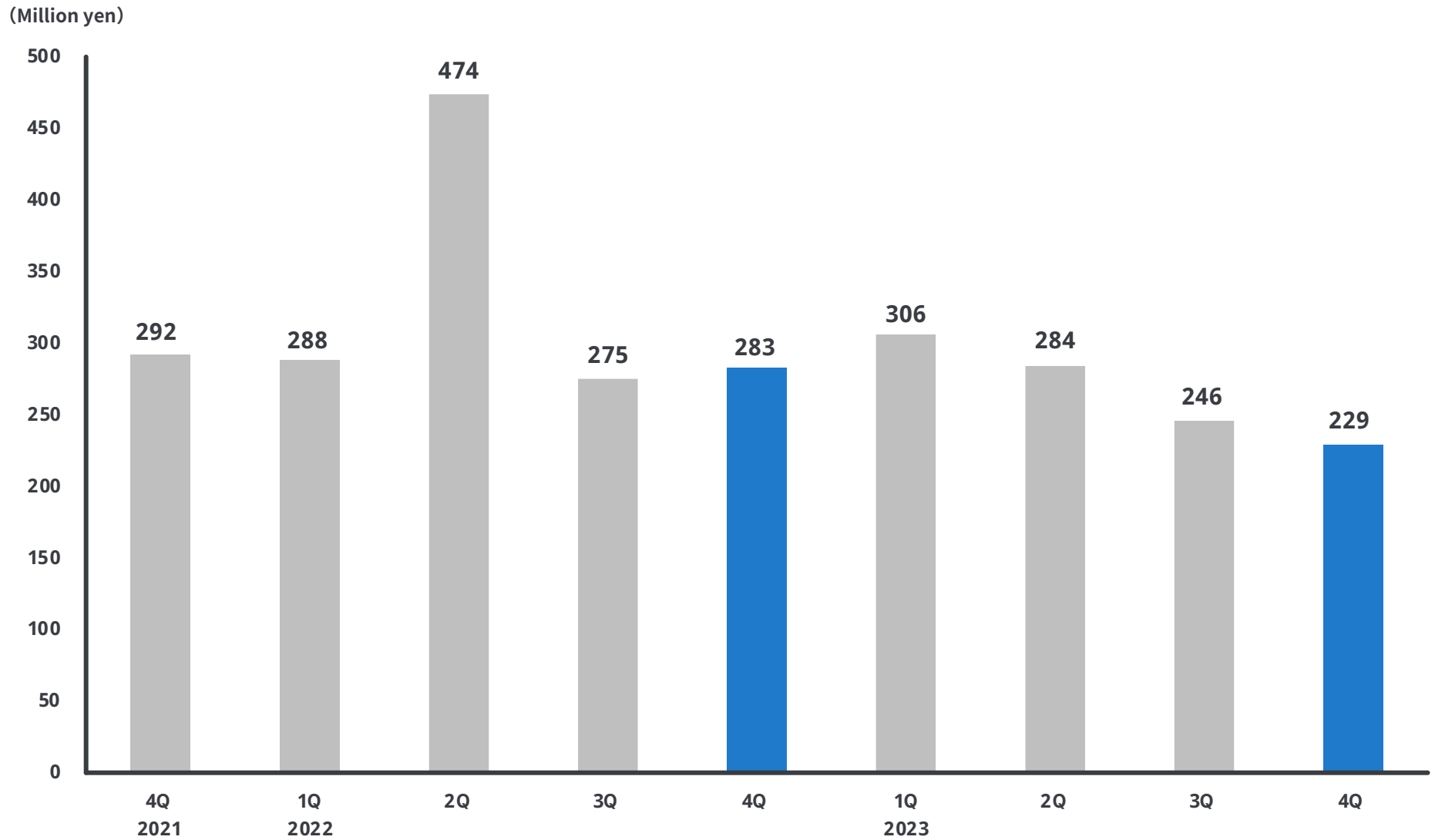
(Million yen)	FY2022	FY2023	Change
Current assets	<b>9,311</b>	<b>8,568</b>	△ <b>742</b>
Cash and deposits*	<b>3,609</b>	<b>4,360</b>	+ <b>750</b>
Accounts receivable	<b>2,593</b>	<b>2,185</b>	△ <b>407</b>
Accounts receivable - other	<b>1,934</b>	<b>1,620</b>	△ <b>314</b>
Non-current assets	<b>2,124</b>	<b>2,306</b>	+ <b>181</b>
Total assets	<b>11,435</b>	<b>10,874</b>	△ <b>560</b>
Current liabilities	<b>8,438</b>	<b>7,913</b>	△ <b>525</b>
Accounts payable – other	<b>2,107</b>	<b>1,860</b>	△ <b>247</b>
Advances received	<b>3,846</b>	<b>4,292</b>	+ <b>445</b>
Non-current liabilities	<b>308</b>	<b>1,150</b>	+ <b>842</b>
Net assets	<b>2,689</b>	<b>1,811</b>	△ <b>877</b>
Liabilities and net assets	<b>11,435</b>	<b>10,874</b>	△ <b>560</b>

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

# Statement of Cash Flows

(Million yen)	FY2022	FY2023
Operating cash flow	$\Delta$ 213	1,779
Investing cash flow	$\Delta$ 510	$\Delta$ 325
Financing cash flow	712	$\Delta$ 702
Increase (decrease) in cash and cash equivalents	$\Delta$ 11	750
Balance of cash and cash equivalents	3,609	4,360

# Analysis of Change in Operating Profit (in Detail)



# 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 442 (359 full-time employees, 83 temporary employees)  
(consolidated) (As of December 31, 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.

## Lolipop!

One of Japan's largest rental server services

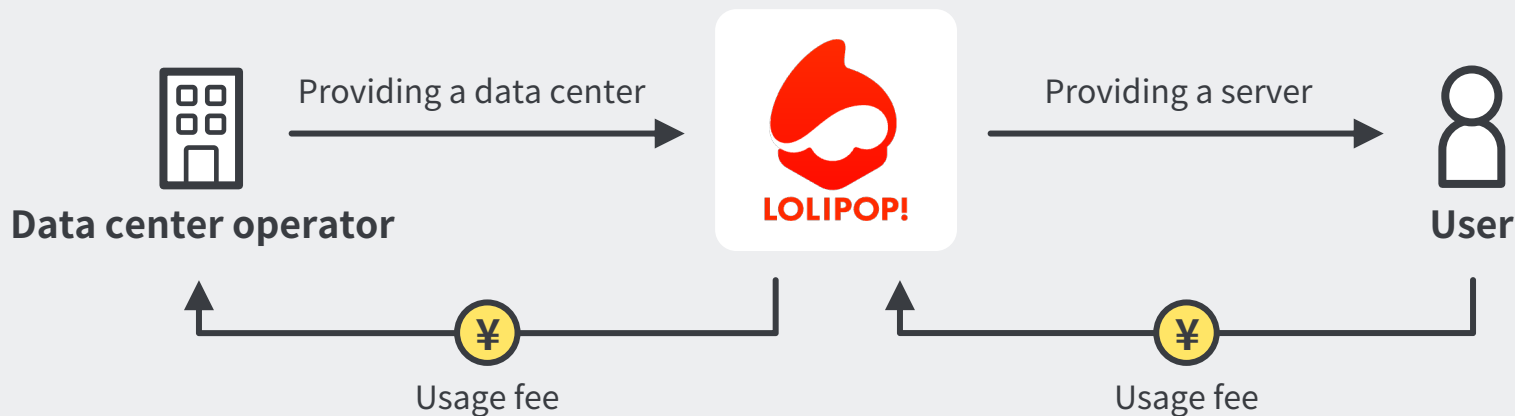
Rate plans\*: Economy/Light/Standard/High Speed/Enterprise

Number of contracts: 0.41 million

(As of December 31, 2023)



### Business model



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

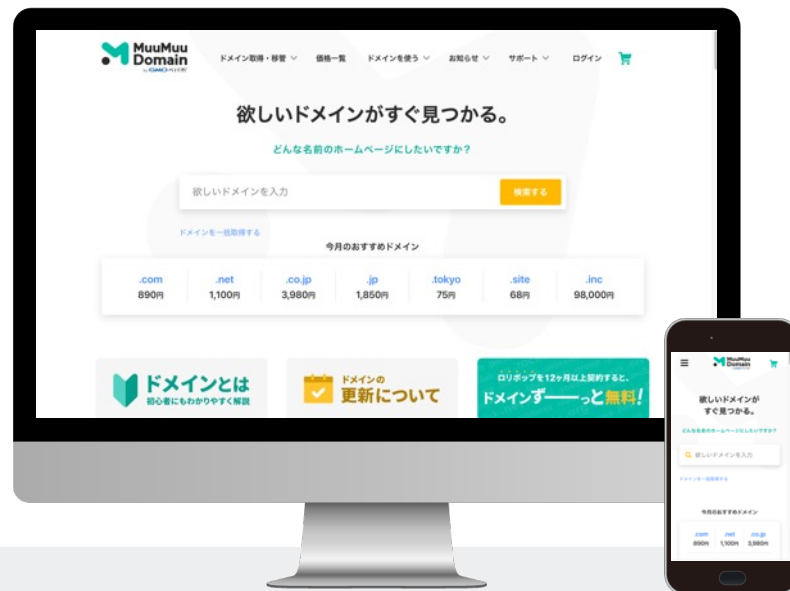
## MuuMuu Domain

Domain name acquisition agency

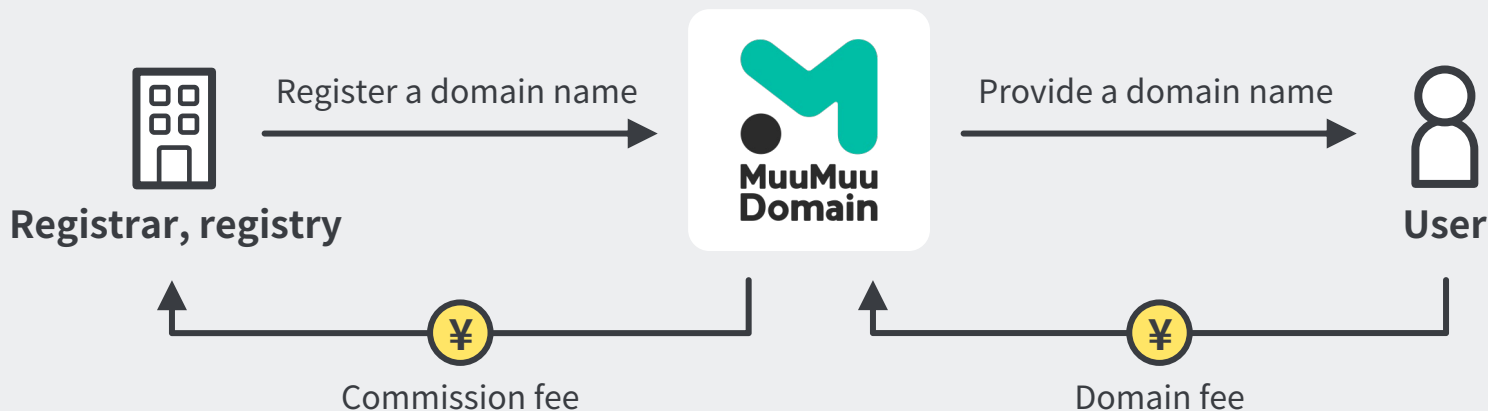
Usage fee: An annual fee of 85 yen or more

Number of contracts: 1.10 million

(As of December 31, 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

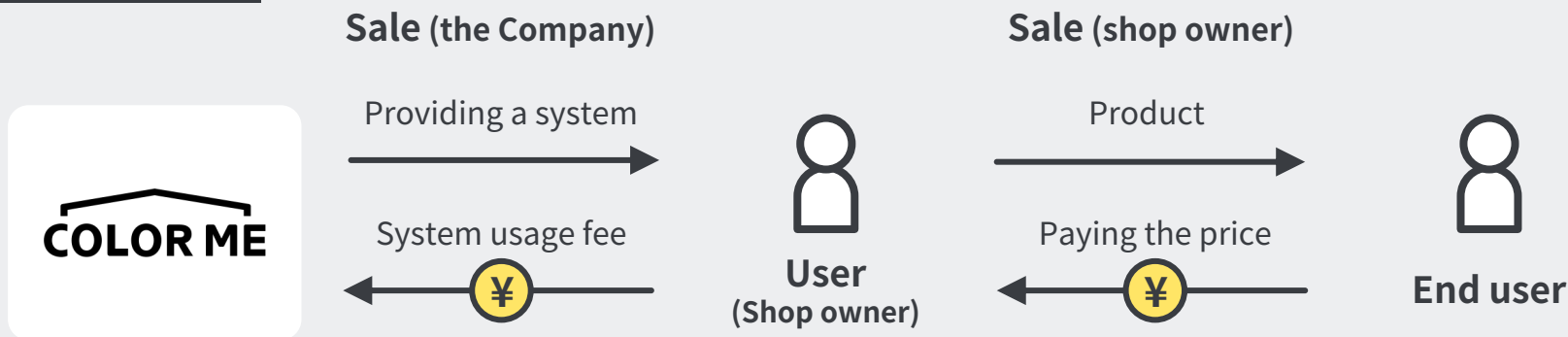
Rate plans\*: Free/Regular/Large/Premium

Number of contracts: 50,000

(As of December 31, 2023)



## Business model



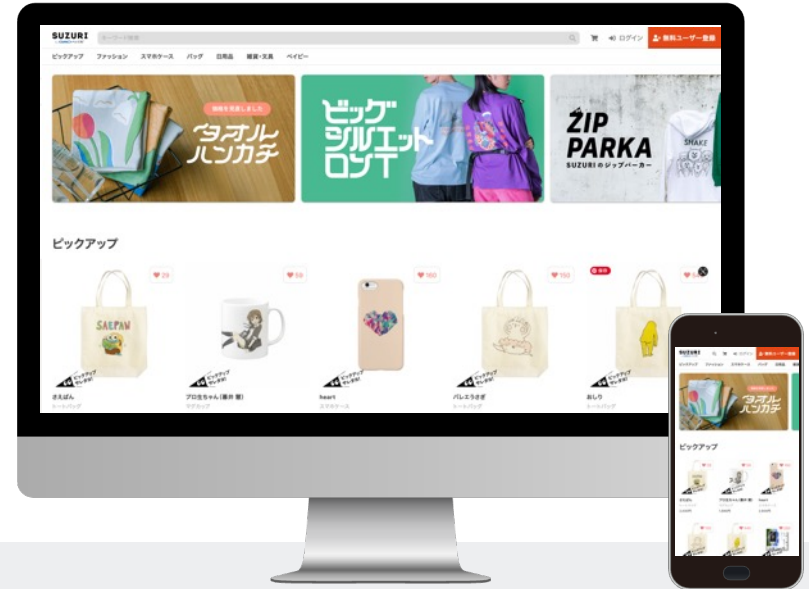
\*1. Rate plans : Free 0 yen~、Regular 4,950 yen~、Large 9,595 yen~、Premium 39,600 yen~

# SUZURI

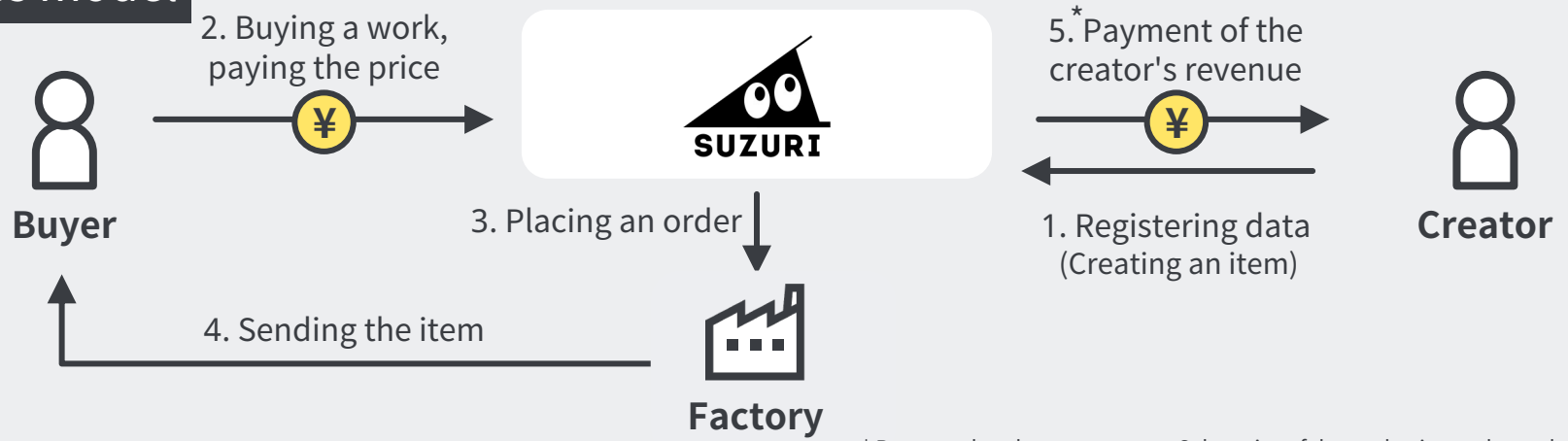
Creation and sale of original goods

Number of creators: 0.77 million  
 Number of members: 1.63 million  
 Annual gross merchandise value: 2.4 billion yen (2023 result)

(As of December 31, 2023)



## Business model



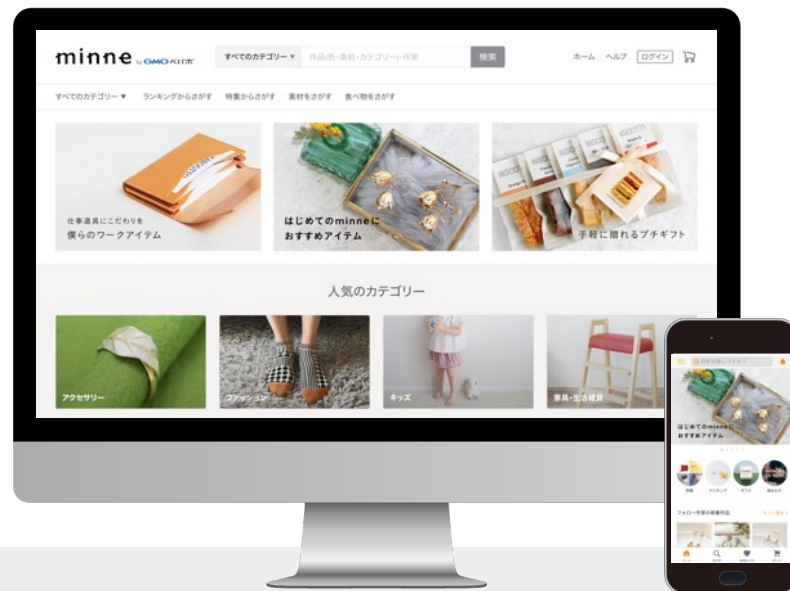
\* Revenue that the creator sets = Sales price of the work minus sales at the Company

## minne

One of Japan's largest  
handmade products markets

- Number of creators and brands: 0.90 million
- Number of works: 17.10 million
- Number of app downloads: 14.73 million
- Annual gross merchandise value: 12.9 billion yen (2023 result)

(As of December 31, 2023)



### Business model



## FREENANCE

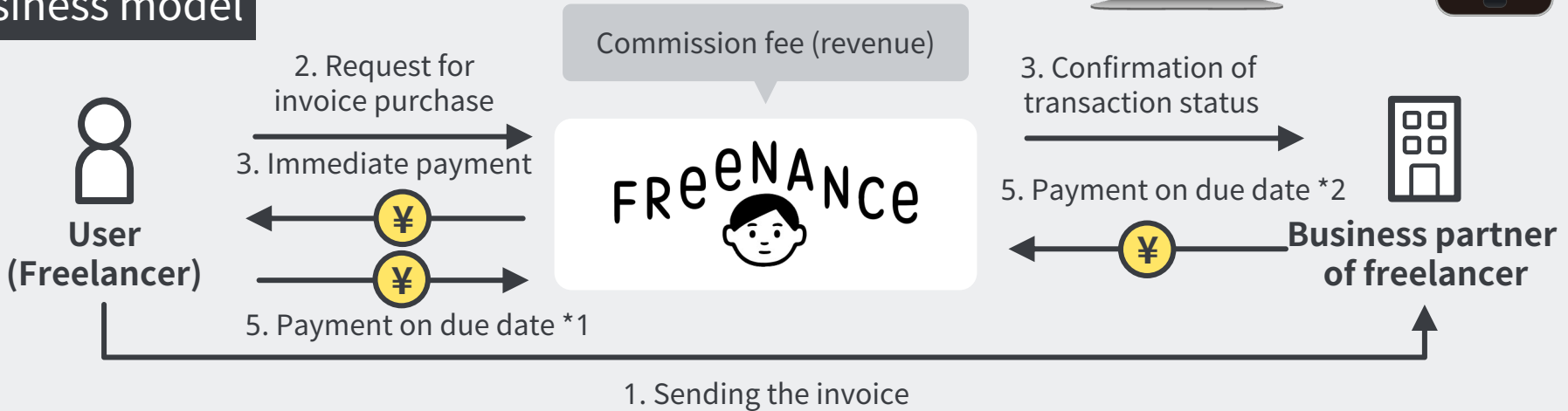
Support sole proprietors' business activities by providing immediate payment (factoring) and liability insurance.

- 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  
8.4billion yen (FY2023)  
(As of December 31, 2023)

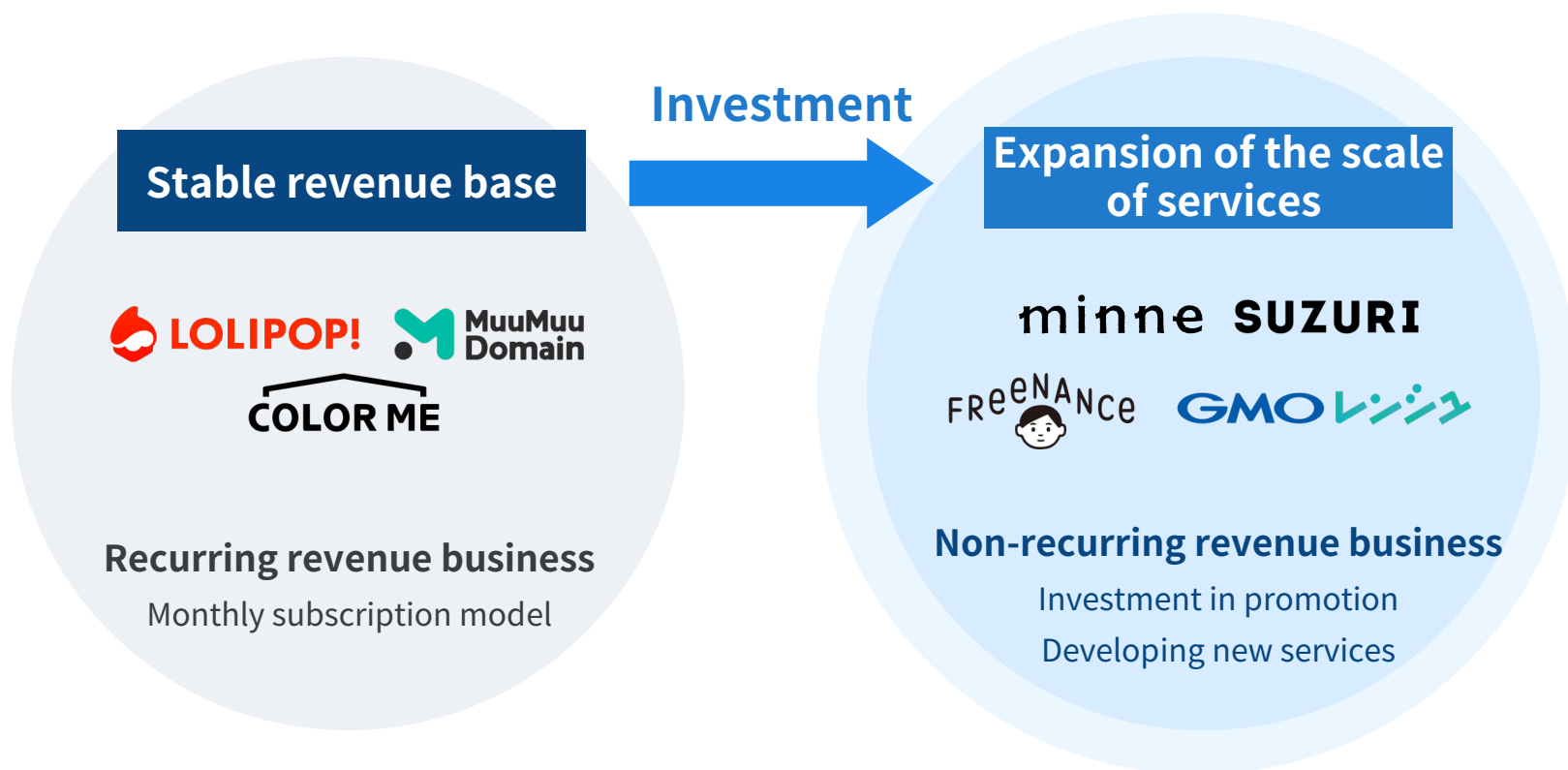


### Business model



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

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 2023

## minne



### - Special features on environmental works

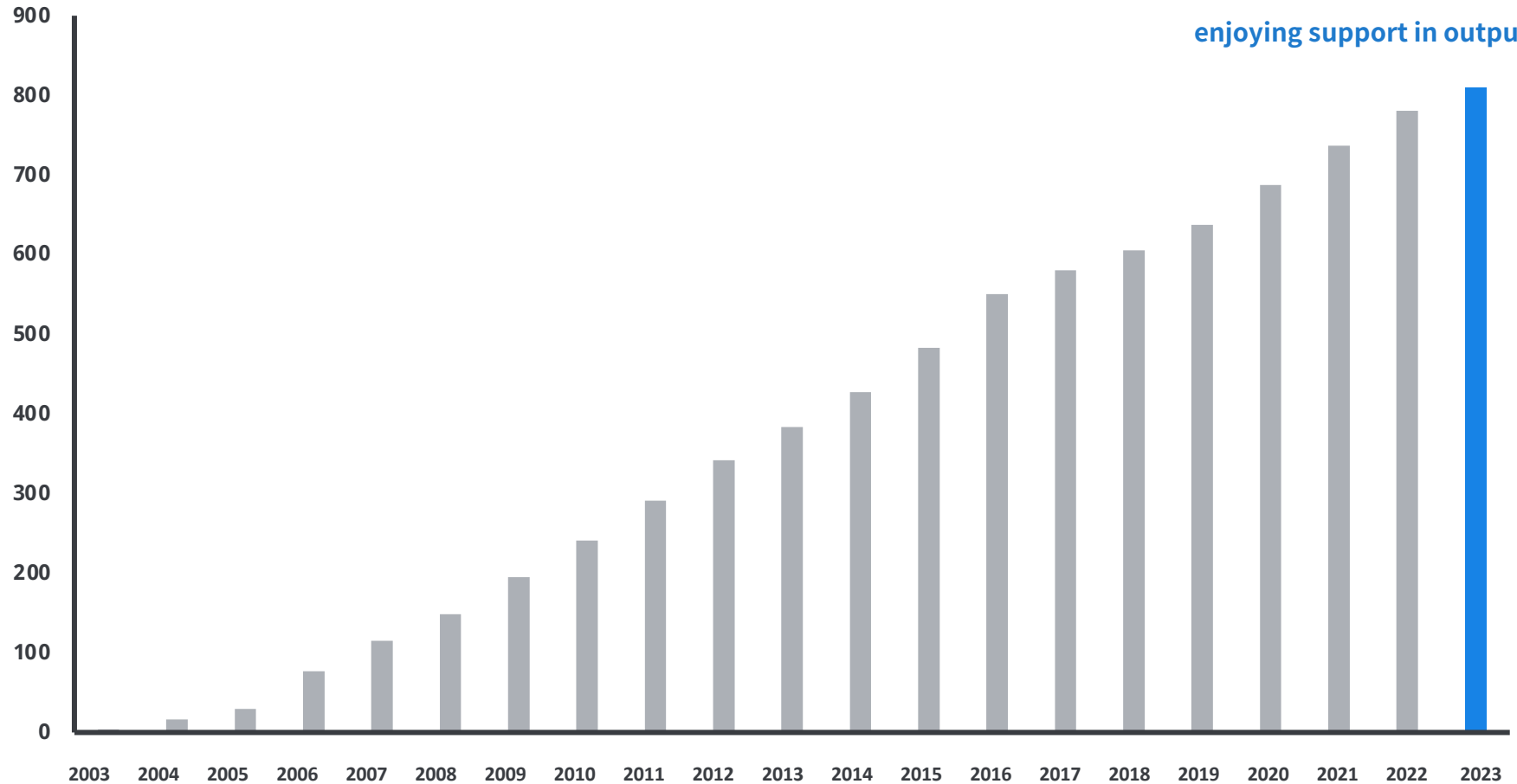
Showcasing on the website sustainable handmade works created in consideration of the global environment and resources

### - 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

(10,000 persons)



**8.10** million  
enjoying support in output\*

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

# Value Creation Process

**Management capital and strengths**  
Input

**GMO Pepabo's business activities and offering of value**  
Output

**Financial results and value offered to society**  
Outcomes

## Offering of value through companies and services

**GMOペパボ**

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

## 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**



- ▶ 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

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

## Dividends

	2021	2022	2023	2024 (Forecast)
Annual dividends per share (yen)	<b>68.00</b>	<b>50.00</b>	<b>0.00</b>	<b>40.00</b>
Payout ratio (%)	<b>50.3</b>	<b>51.9</b>	—	<b>50.0</b>

## Shareholder benefits

\*Continuous shareholding conditions will be applied to shareholder benefits from the end of June 2024 onward (see corporate website for details)  
 \*Preferential benefits will be offered to shareholders who have continuously held at least one unit of shares for six months or more under the same shareholder number.

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 Q4\_Presentation\_DataSheet

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

(Million yen)

		FY22				FY23			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Consolidated	Net Sales*2	2,535	2,570	2,702	2,721	2,735	2,788	2,701	2,677
		1,319	1,343	1,391	1,384	1,369	1,422	1,466	1,500
Hosting business	Lolipop	551	575	583	584	594	621	638	648
	MuuMuu Domain	544	547	581	573	553	577	598	618
	Other*3	224	221	227	227	222	224	230	234
		664	699	769	710	700	821	761	713
E-commerce Support business	Color Me Shop	442	442	467	501	511	536	494	524
	SUZURI	212	247	293	204	184	280	264	188
	Other*3	10	10	9	5	5	5	3	0
Handmade Products business	minne	460	398	373	417	413	347	370	359
Financial Support business	FREENANCE	90	129	166	207	251	196	104	103

		FY22				FY23			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Consolidated	Operating Profit*2	225	22	322	161	36	-861	243	241
		451	478	509	452	426	475	508	511
Hosting business	Lolipop	308	334	331	309	307	327	351	346
	MuuMuu Domain	71	69	97	75	45	77	89	91
	Other*3	72	75	81	68	74	71	68	74
		175	1	260	225	163	228	194	170
E-commerce Support business	Color Me Shop	176	174	206	228	202	192	151	173
	SUZURI	6	-167	61	4	-29	49	56	8
	Other*3	-7	-6	-7	-7	-10	-13	-13	-11
Handmade Products business	minne	49	17	2	12	27	14	-0	22
Financial Support business	FREENANCE	-4	-11	20	-30	-93	-1,078	32	75

※For details, please refer to "Fiscal Year 2023 4th 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)

			FY22				FY23			
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
			3/31	6/30	9/30	12/31	3/31	6/30	9/30	12/31
Hosting business	Lolipop	Number of contracts (Numbers)	426,074	426,651	424,528	422,596	419,605	417,710	415,394	412,781
	MuuMuu Domain	Number of contracts (Numbers)	1,166,641	1,162,930	1,155,961	1,186,748	1,139,334	1,125,732	1,114,075	1,102,604
E-commerce Support business	Color Me Shop	Number of contracts (Numbers)	48,123	49,277	50,282	50,663	50,537	50,337	50,264	50,379
	SUZURI	Number of creators (ten thousands users)	59	62	65	67	69	72	75	77
		Number of members (ten thousands users)	113	122	130	135	141	149	156	163
Handmade Products business	minne	Number of products (ten thousands items)	1,484	1,531	1,568	1,596	1,625	1,656	1,687	1,710
		Number of creators (ten thousands users)	82	83	84	85	87	88	89	90
		Number of app downloads (ten thousands DLs)	1,351	1,371	1,392	1,411	1,428	1,442	1,454	1,473

## KPI by Segment/Service (Quarterly)

			FY22				FY23			
			Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
			3/31	6/30	9/30	12/31	3/31	6/30	9/30	12/31
Hosting business	Lolipop	Spending per customer(yen)	431	449	457	461	471	495	511	522
E-commerce Support business	Color Me Shop	Spending per customer(yen)*1	3,705	3,850	4,250	4,778	5,014	5,213	5,233	5,492
	SUZURI	Gross merchandise value (100 million yen)	6.0	6.8	7.9	5.9	5.2	7.5	6.4	5.1
Handmade Products business		minne	Gross merchandise value (100 million yen)	41.9	36.3	34.1	38.3	37.8	32.1	27.7
	Number of orders (ten thousands orders)		121.7	101.1	93.7	99.5	102.2	83.6	73.3	77.4
	Average price of orders(yen)		3,600	3,622	3,743	3,919	3,823	3,888	3,901	4,071
Financial Support business	FREENANCE	Amount of Purchases of Invoices (100 million yen)	12.1	18.9	26.0	29.7	31.2	25.5	14.1	14.0
		Number of invoices(Invoices)	4,086	4,805	5,407	6,012	6,006	6,204	5,146	5,076
		Average invoice purchase (Thousand yen)	296	394	482	495	519	412	275	276
		Number of users(users)	2,306	2,593	2,848	3,154	3,298	3,459	3,246	3,110

※ For details, please refer to "Fiscal Year 2023 4th 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.
- We accept no liability for any effects or losses caused by relying on information in this material.
- We own all rights to this material. We ask you not to fabricate or change it without permission, regardless of method or purpose.


### Contact information


## GMO Pepabo, Inc.

Please use GMO Pepabo AI Chat

<https://pepabo.com/contact/>

 Corporate site  
<https://pepabo.com/>

 IR information  
<https://pepabo.com/ir/>

 Pepabo's official X account  
[@pepabo](#)