Q1 FY04/2025 Financial Results Presentation Material



September 12, 2024

Macbee Planet, Inc.

Stock code 7095

- Summary P.03
- Medium-term Management Plan P.06
- Financial Data P.17

Summary

Q1 FY04/2025 summary

■ **Record-high sales and double-digit growth in sales and profits has continued, driven by growth in medical industry projects.**

Q1 Highlights (Financial Results)

(Units: Millions of yen)

	FY4/24 Q1	FY4/25 Q1	YoY
Sales	9,169	**11,560**	+26%
EBITDA	1,108	**1,311**	+18%
OP	999	**1,175**	+18%
OPM	10.9%	**10.2%**	(0.7)pt

Q1 Highlights (Business)

Increasing project size

Medical industry projects drive sales and profit growth

Development of services

Launch of "LP Pro", an article-based LP production tool

Q1 Highlights (Organization)

Investor base expansion

1:4 stock split

Change of listing market to Prime Market

Enhanced PR

PR Cloud Tech became 100% owned subsidiary

Establishment of PR Strategy Division

Outlook for allowance for doubtful accounts and advertising

■ The allowance for doubtful accounts is being continuously addressed.

■ PR investments are to establish an external position in performance-based market.

Reversal of allowance for doubtful accounts

Q1
Although some payments has been received, the accounting treatment is yet to be determined.

Q2 and beyond
Small reversals are expected, while large repayments and reversals continues to be discussed

Advertising

Unique services and achievements × **Invest up to ¥0.5bn in our PR**

Through large-scale PR initiatives,
establish the performance-based marketing sector
and our unique position in the market

- Client acquisition
- Recruitment
- Enhance service quality through alliances with other companies

Spending picture for current FY

Q1	Q2	Q3	Q4
About ¥30mn	About ¥50mn	¥150-200mn	¥150-200mn

Medium-term Management Plan
(FY04/2025 to FY04/2027)

Company overview/History

Company overview	
Company name	Macbee Planet, Inc. (7095)
Established	August 25, 2015
Capital	¥2,635mn (as of end-April 2024)
Business description	Performance-based marketing
Head office address	3-11-11 Shibuya, Shibuya-ku, Tokyo
No. of employees	159 (as of end-April 2024)

History	
Aug 2015	Established Macbee Planet
Mar 2020	Listed on Mothers section (current Growth section) of the Tokyo Stock Exchange
Aug 2021	Made Alpha (absorbed into current MAVEL) a wholly-owned subsidiary
Mar 2023	Made Net Marketing (current All Ads) a wholly-owned subsidiary
Nov 2023	Macbee Planet becomes holding company (with MAVEL the operating company)
May 2024	Made PR Cloud Tech a wholly-owned subsidiary
July 2024	Listed on the Tokyo Stock Exchange Prime Market

Becoming the dominant market leader

Change all marketing into performance-based fee

Business overview

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

Data

Data accumulated since the establishment of the Company

×

Technology

Technology for integrated data utilization

×

Consulting

Consulting with a focus on ROI

Macbee Planet

Marketing strategy planning

↓

Initiative review

↓

Execution/Improvement

Provide under performance-based fee model

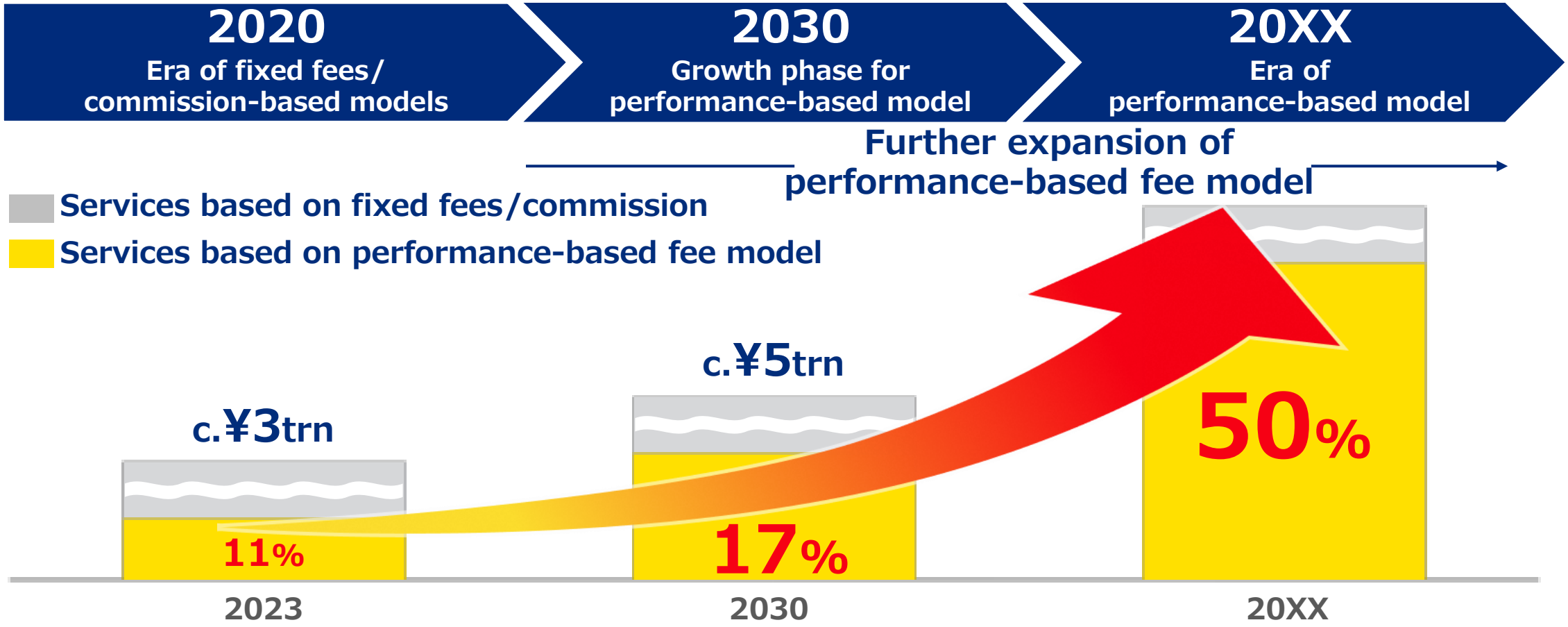
Client



Transition to a performance-based model

(example of acquisition market)

- Currently, fixed fees and commissions are major in the acquisition market.
- Going forward, the industry will shift to a performance-based fee model.



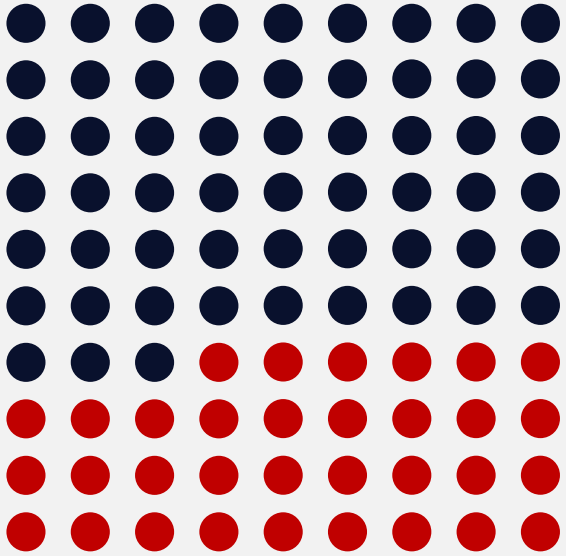
Source: The 2023 data is calculated by our company based on Dentsu's "Advertising Expenditures in Japan".
The 2030 data and the figures for the performance-based model are our company's estimates.

Background to performance-based market growth①

■ Digital advertising budgets have been squandered on targets that will never become customers. “Performance-based fee” era will eliminate these wastes.

Challenges in the internet ad industry

Nearly 40% of digital ad budgets are wasted on the wrong audience, leaving ample scope for ROI improvement



63%
(delivered to the correct audience)

37%
(delivered to the wrong audience)

Source: Nielsen Digital Ad Ratings, U.S. Benchmarks Report – Q2 2019-Q1 2020

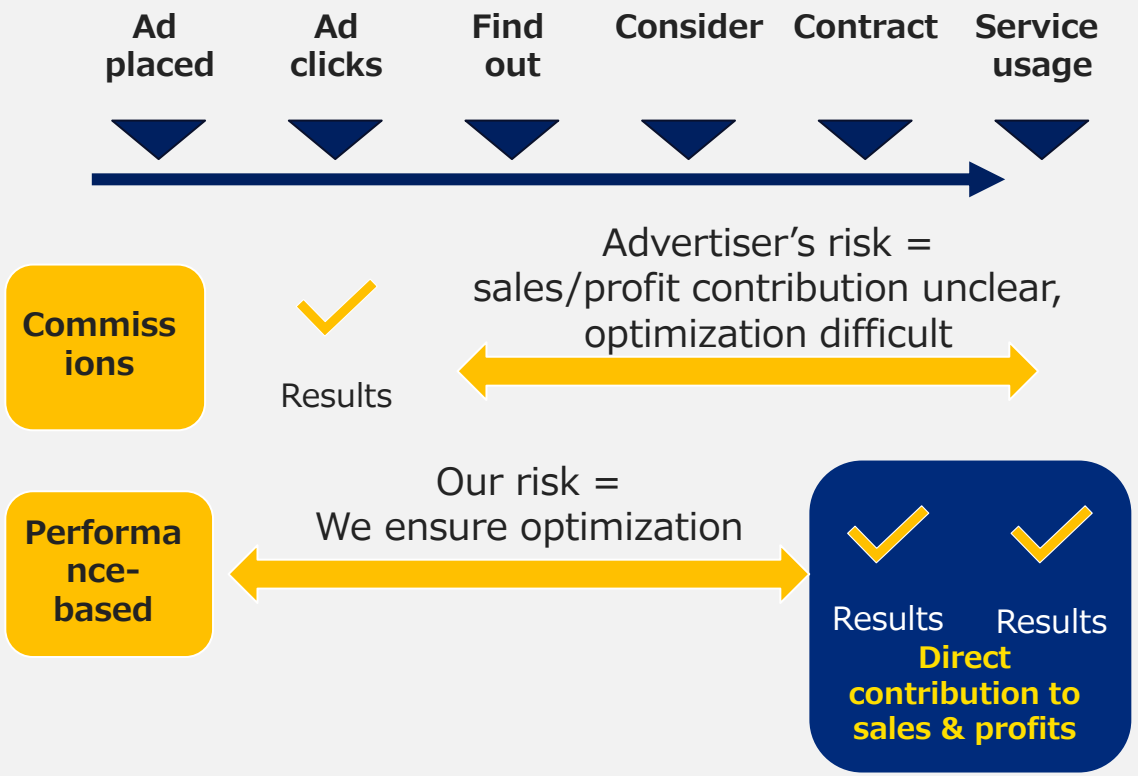
Trends toward reducing waste as much as possible will

lead to an era of “Performance-based fee”

Background to performance-based market growth②

■ “Performance-based fee” is rapidly expanding in the marketing service industry.

“Performance-based fee model” with low risks and high efficiency



Many marketing services turning to performance-based fee model



Overall strategy for the Medium-Term Plan

■ Break through marketing norms through three key initiatives.

Business strategy	Targets	Shareholder return policy
① Shift to next-gen internet ad model (Transition to performance-based model)	Net sales & profit	Dividends
② Integration of PR and acquisition (Transition/expansion to performance-based model)		Share buybacks
③ Disruptive growth through stepping up M&A		

*事業戦略に関する詳細は別資料「中期経営計画(2025年４月期～2027年４月期)」を参照

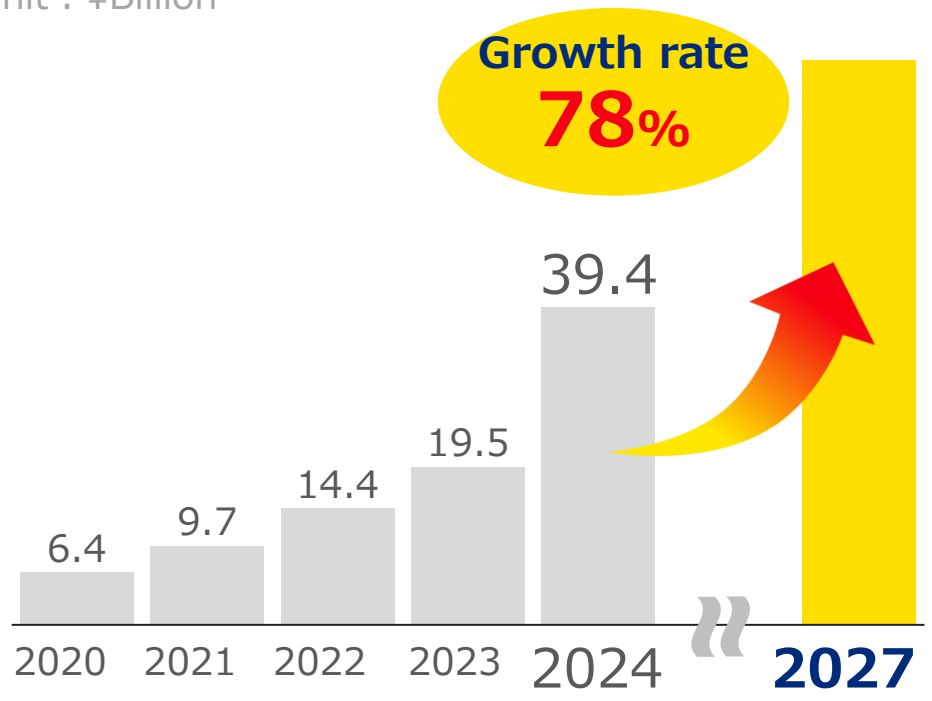
Numerical targets

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

Net sales

FY4/27 : **70.0**bn

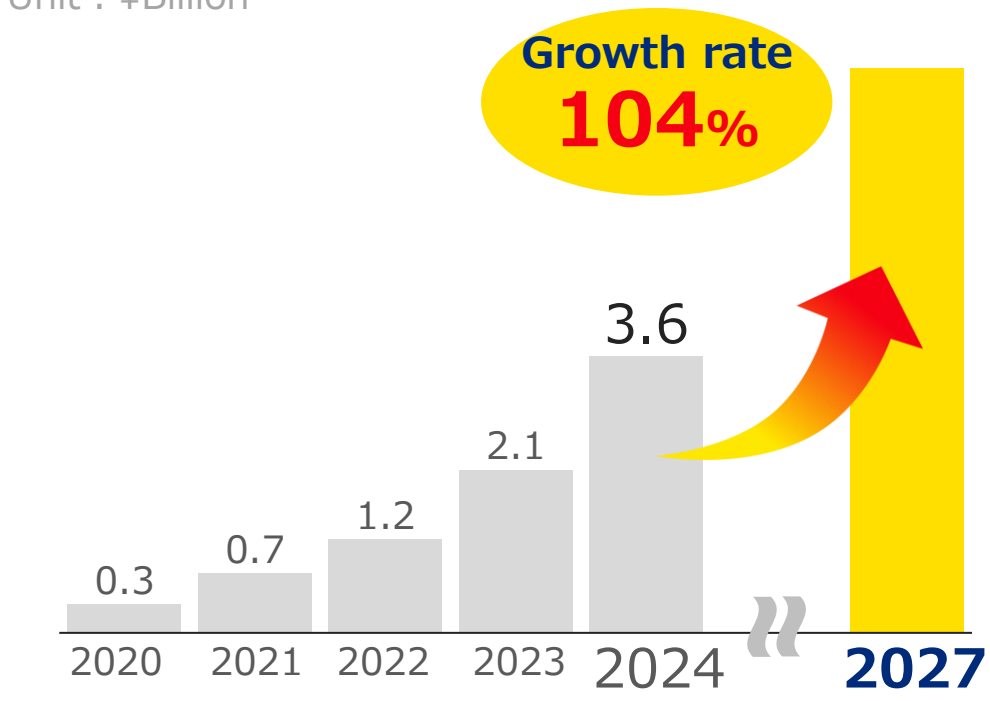
Unit : ¥Billion



Operating profit

FY4/27 : **7.5**bn

Unit : ¥Billion



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

Strengthening of shareholder return

Dividends

We target
a payout ratio of 20%
for consistent dividend payments,
with the aim of achieving a higher level in future.

Share buybacks

If the stock price is judged to be mispriced persistently, we will intend to exercise
share buybacks.

Shareholder return for FY04/2025

■ **Determined interim dividends and year-end dividends as well as share buybacks.**

Revised dividend forecast

	FY4/24* (Actual)	**FY4/25 (Forecast)**
Annual dividend	¥14.00	Undetermined → **¥36.00**
Interim dividend	¥14.00	Undetermined → **¥18.00**
Year-end dividend	¥0.00	Undetermined → **¥18.00**

*As a 1:4 stock split was carried out on June 1, 2024, the annual dividend takes into account the stock split. The actual dividend amount was ¥56.00.
The FY4/24 interim dividend was a commemorative dividend.

Purchase of treasury shares

Type of shares	**Common shares**
Maximum number of shares	**0.65 million shares (maximum)**
Maximum purchase cost	**¥1.65 billion (maximum)**
Purchase period	**October 1, 2024 to December 12, 2024**
Purchase method	**Market purchases on the TSE**

Financial Data

Quarterly earnings trends

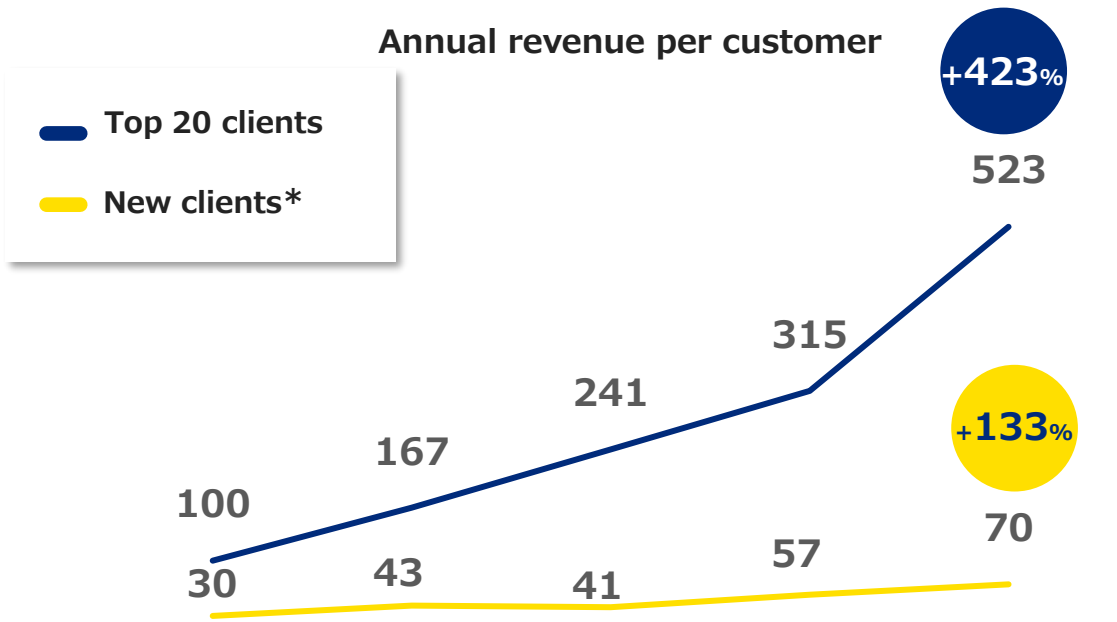
(Units : ¥Mn)	FY04/2023 Q1	Q2	Q3	Q4	FY04/2024 Q1	Q2	Q3	Q4	FY04/2025 Q1
Net sales	4,521	4,354	5,211	5,502	9,169	9,945	9,927	10,362	11,560
(YoY)	+8.9%	+34.2%	+53.3%	+51.6%	+102.8%	+128%	+90%	+88%	+26.1%
Gross profit	915	893	1,173	1,084	1,950	1,835	1,946	2,220	2,248
(YoY)	+59.2%	+34.5%	+79.9%	+43.1%	+113.0%	+105.4%	+65.8%	+104.9%	+15.3%
(GPM)	20.3%	20.5%	22.5%	19.7%	21.3%	18.5%	19.6%	21.4%	19.4%
SG&A	466	421	589	427	946	830	757	1,739	1,072
Personnel	173	175	195	178	312	307	330	363	390
Advertising	2	4	13	7	2	1	2	37	26
Recruiting, education	13	24	15	8	41	23	17	31	26
R&D	3	3	1	1	18	32	36	79	41
Others	273	213	263	228	575	469	370	1,226	588
OP	449	472	584	656	999	1,000	1,189	481	1,175
(YoY)	+34.8%	+54.9%	+130.8%	+90.0%	+122.3%	+111.9%	+103.6%	-26.7%	+17.6%
(OPM)	9.9%	10.8%	11.2%	11.9%	10.9%	10.1%	12.0%	4.6%	10.2%

Sales trends by industry

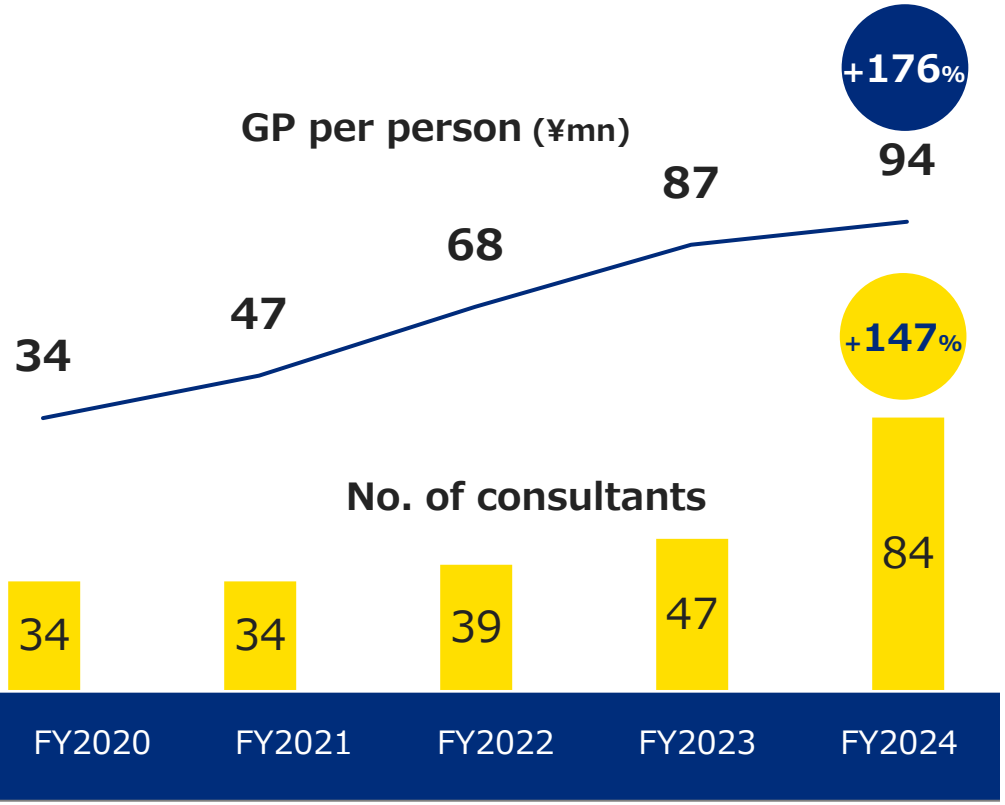
(Units : ¥Mn)	FY04/2023 Q1		FY04/2023 Q2		FY04/2023 Q3		FY04/2023 Q4		FY04/2024 Q1		FY04/2024 Q2		FY04/2024 Q3		FY04/2024 Q4		FY04/2025 Q1	
	Sales	% of total	Sales	% of total	Sales	% of total	Sales	% of total	Sales	% of total	Sales	% of total	Sales	% of total	Sales	% of total	Sales	% of total
Net Sales	4,517	-	4,357	-	5,211	-	5,502	-	9,169	-	9,945	-	9,927	-	10,362	-	11,560	-
Finance	2,119	47%	2,123	49%	2,627	50%	3,172	58%	3,759	41%	4,752	48%	4,752	48%	5,409	52%	5,161	45%
Consumer finance	697	15%	739	16%	891	17%	1,114	20%	1,350	15%	1,866	19%	1,260	13%	1,262	12%	1,276	11%
Investment	1,413	31%	1,368	31%	1,693	32%	2,018	37%	2,217	24%	2,399	24%	2,776	28%	3,063	29%	3,016	26%
Other (finance)	9	0%	16	0%	42	1%	39	1%	191	2%	486	5%	715	7%	1,083	10%	867	8%
Wellness	1,443	32%	1,530	35%	1,609	31%	1,205	22%	3,539	39%	3,232	33%	3,258	33%	2,511	24%	4,352	38%
Bricks & mortar	1,145	25%	1,281	29%	1,429	27%	1,035	19%	1,825	20%	1,472	15%	1,621	16%	663	6%	758	7%
Medical	3	0%	2	0%	1	0%	1	0%	1,395	15%	1,537	15%	1,403	14%	1,645	16%	3,393	29%
EC	294	7%	246	5%	177	3%	166	3%	318	4%	222	2%	232	2%	203	2%	200	2%
Human talent	91	2%	90	2%	136	3%	260	5%	873	10%	897	9%	1,025	10%	1,221	12%	1,003	9%
Others	861	19%	613	14%	839	16%	863	16%	997	11%	1,071	11%	892	9%	1,219	12%	1,043	9%

Productivity

■ Unit prices, per-consultant productivity improving even after consolidation of All Ads.



	FY2020	FY2021	FY2022	FY2023	FY2024
Top 20 annual sales unit price	100	167	241	315	523
Top 20 share	c.70%	c.80%	c.80%	c.70%	c.70%
New clients' annual sales unit price	30	43	41	57	70



	FY2020	FY2021	FY2022	FY2023	FY2024
No. of consultants	34	34	39	47	84
Gross profit	1,173	1,597	2,649	4,067	7,953
GP per person	34	47	68	87	94

*New clients: Annual sales in the following FY in which clients newly contracted
Note) Unit price is indexed to sales unit price of existing clients for FY4/20 at 100

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