



Financial Results Briefing Material for Q1 FY2025

February 13, 2025

Securities Code : 9438

This report contains forward-looking statements on business performance based on the judgments, assumptions, and beliefs of management using the information available at the time. Actual results may differ materially due to changes in domestic or overseas economic conditions or changes in internal or external business environments or aspects of uncertainty contained in the forecasts, latent risks or various other factors. In addition, risk and uncertainty factors include unpredictable elements that could arise from future events.

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Cloud-based medication history service

Maternal health record book app + Childcare DX services

School DX business

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Image of medium to long-term profit

Consolidated B/S

Consolidated P/L

Consolidated SG&A

Business of segment

Earnings forecast for FY2025

The list of main healthcare services

Overview of healthcare services

Cloud-based medication history service

Maternal health record book app + Childcare DX services

School DX business

Financial Results Overview for Q1 FY2025

Financial highlight

1 Q1 Results

YoY : Net sales growth and an increase in operating income.

		YoY	Progress against initial first-half earning forecast
Net sales :	¥7,271million	+¥646million +9.8%	51.9%
Operating income :	¥718million	+¥282million +65.0%	53.2%
Profit attributable to owners of parent :	¥589million	¥(41)million (6.6)%	80.7%

2 Upward revision of earnings forecast (net profit)

		First-Half earning forecast	Full-Year earning forecast
Net sales :	Maintained	¥14,000million	¥28,500million
Operating income :	Maintained	¥1,350million	¥3,000million
Profit attributable to owners of parent :	Upward revision for first-half and full-year	¥1,320million	¥2,190million

* The median value of the performance forecast range is presented.

3 Q1 Achievements and initiatives

- **Healthcare business : Cloud-based medication history service is performing well (Record number of pharmacies that introduced the service)**
- **School DX business : The new contracts for the April 2025 implementation are progressing smoothly.**

Net sales: Increased, operating income: increased

(Unit : Mil yen)	FY2024 Q1	FY2025 Q1	YoY		
			Amount	Percentage	
Net sales	6,625	7,271	+646	+9.8%	Strong performance in cloud-based medication history, school DX, and corporate DX support businesses.
Cost of sales	1,788	1,860	+72	+4.1%	
ratio	27.0%	25.6%			
Gross profit	4,836	5,410	+573	+11.9%	
ratio	73.0%	74.4%			
SG&A	4,401	4,692	+291	+6.6%	
ratio	66.4%	64.5%			
Operating income	435	718	+282	+65.0%	
ratio	6.6%	9.9%			
Ordinary income	792	783	(9)	(1.2)%	Decrease in equity method investment income ((365) million yen) → Extraordinary income recorded at Shobunsha Holdings, Inc.
ratio	12.0%	10.8%			
Profit attributable to owners of parent	630	589	(41)	(6.6)%	
ratio	9.5%	8.1%			

Consolidated SG&A

Advertising expenses: Increased

(Unit : Mil yen)	FY2024	FY2025	YoY	
	Q1	Q1	Amount	Percentage
SG&A	4,401	4,692	+291	+6.6%
Advertising expenses	626	890	+263	+42.0%
Personnel expenses	1,818	1,814	(4)	(0.3)%
Commission fee	709	737	+28	+4.0%
Subcontract expenses	441	412	(29)	(6.7)%
Depreciation	318	336	+18	+5.7%
Other	486	501	+15	+3.2%

● Increase in sales promotion costs for AdGuard

Revision of First-Half and Full-Year earning forecasts
Recording of consumption taxes refund:
Upward revision of profit for the first half and full-year.

(Unit : Mil yen)	FY2025 First-Half (initial forecast)	FY2025 First-Half (current forecast)	Difference
Net sales	14,000	14,000	-
Operating income	1,250~1,450	1,250~1,450	-
Ordinary income	1,300~1,500	1,300~1,500	-
Profit attributable to owners of parent	660~800	1,250~1,390	+590

	FY2025 First-Year (initial forecast)	FY2025 First-Year (current forecast)	Difference
Net sales	28,500	28,500	-
Operating income	2,800~3,200	2,800~3,200	-
Ordinary income	2,900~3,300	2,900~3,300	-
Profit attributable to owners of parent	1,460~1,740	2,050~2,330	+590

Performance by segment

Content Business

- Content service
 - Entertainment & Life
 - Security-related
- Original comics service



Healthcare Business

- Healthcare service for women
- Childcare DX service
- Cloud-based medication history service
- Online consultation service, etc.

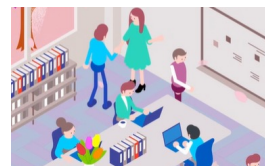


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School DX Business

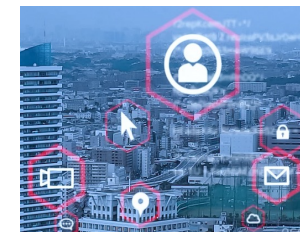
- School DX service

BLEND



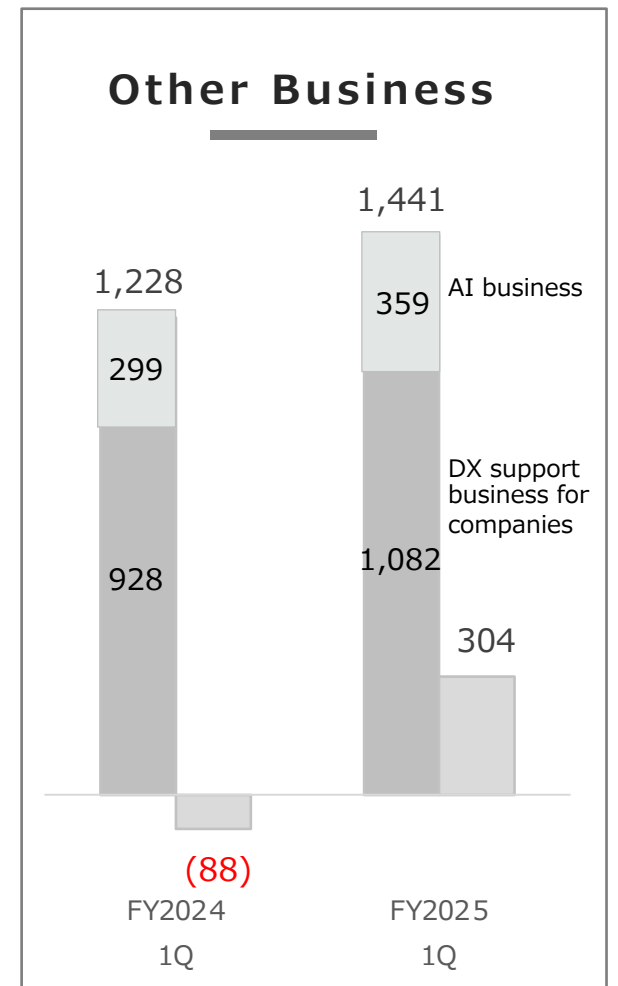
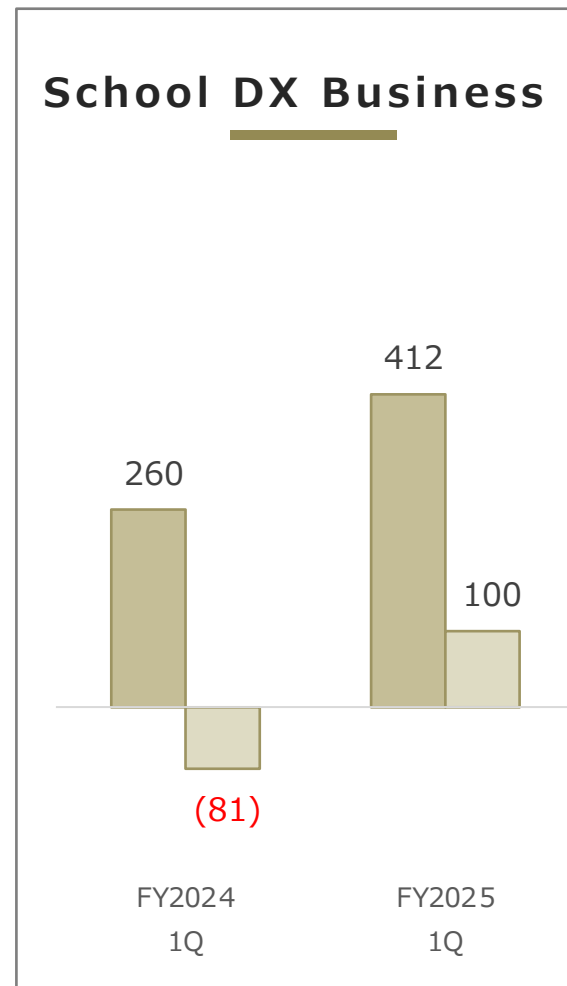
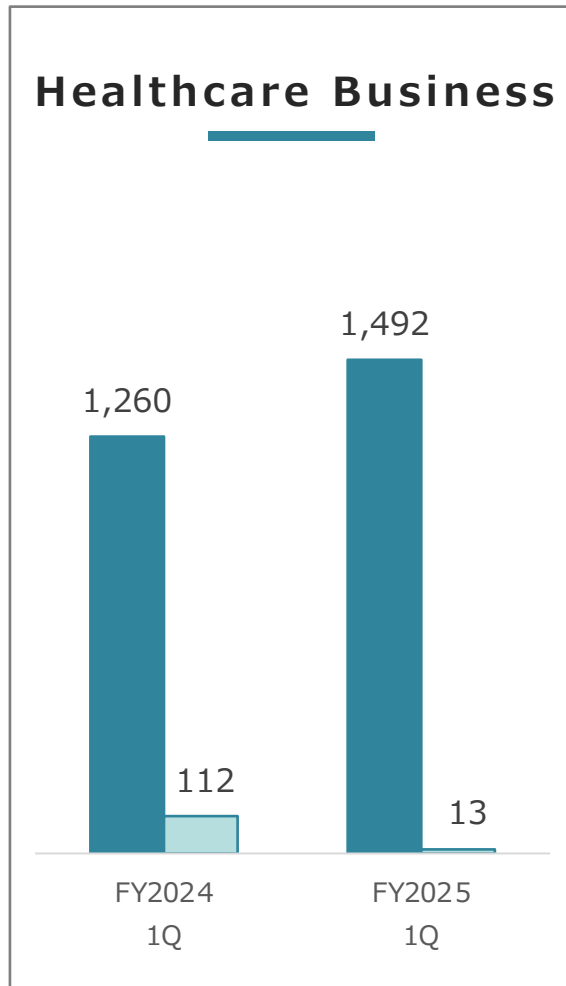
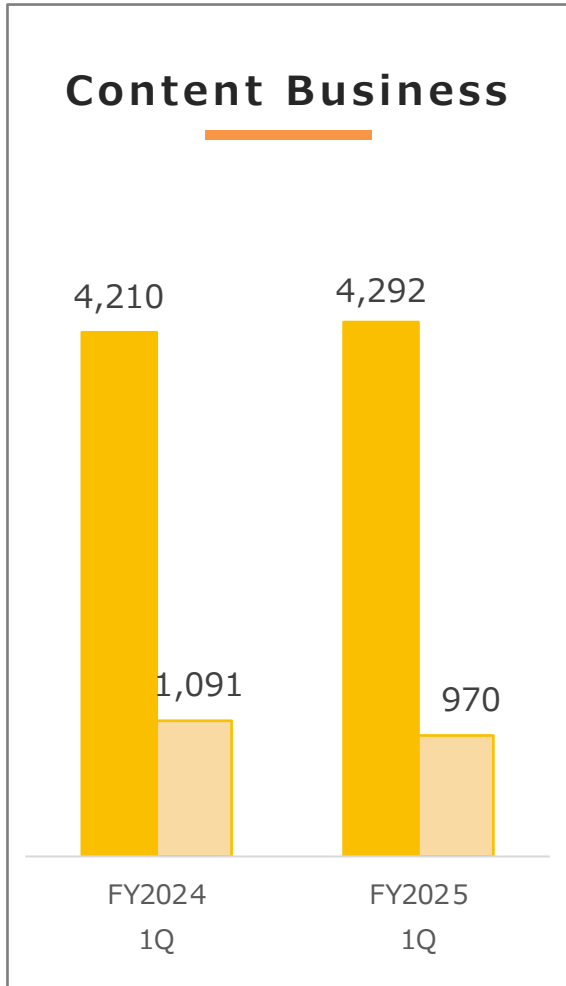
Other Business

- AI business
- DX support business for companies
- Solution service for corporate

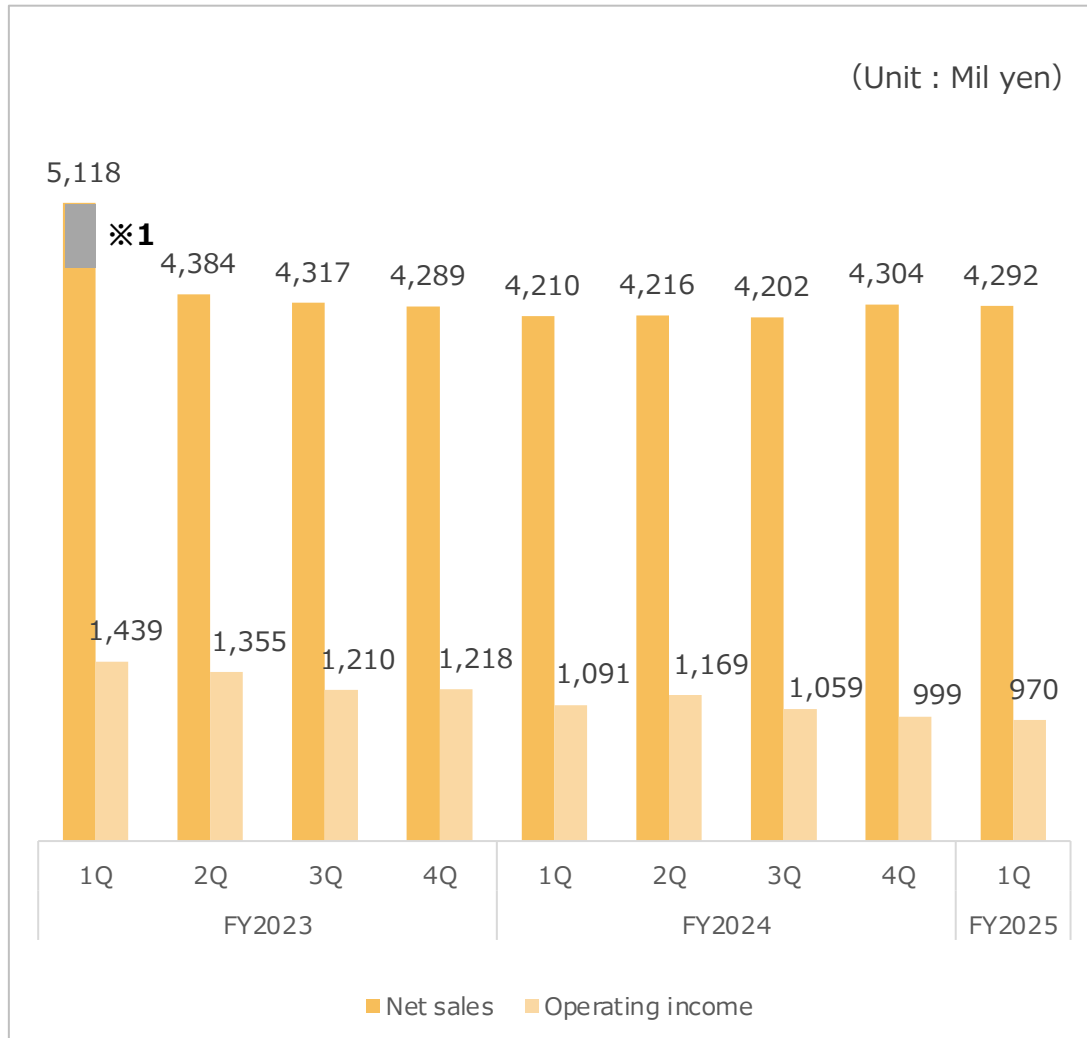


Performance by segment (YoY)

(Left axis : Net sales, Right axis : Operating income, Unit : Mil yen)



Content business : Net sales and operating income



QoQ

Net sales: Flat

The number of paying subscribers remained almost unchanged.

QoQ

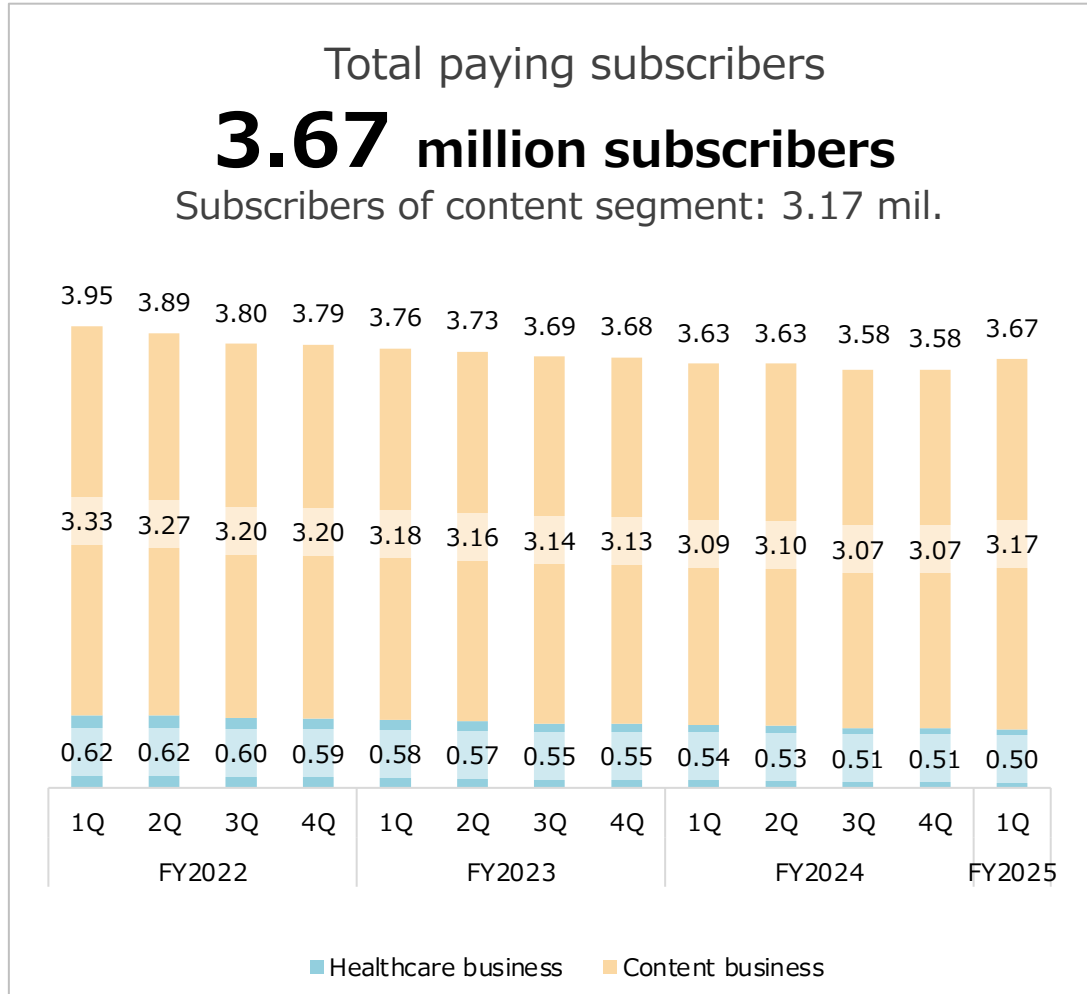
Operating income: Flat

Increased in advertising expenses

Special factors

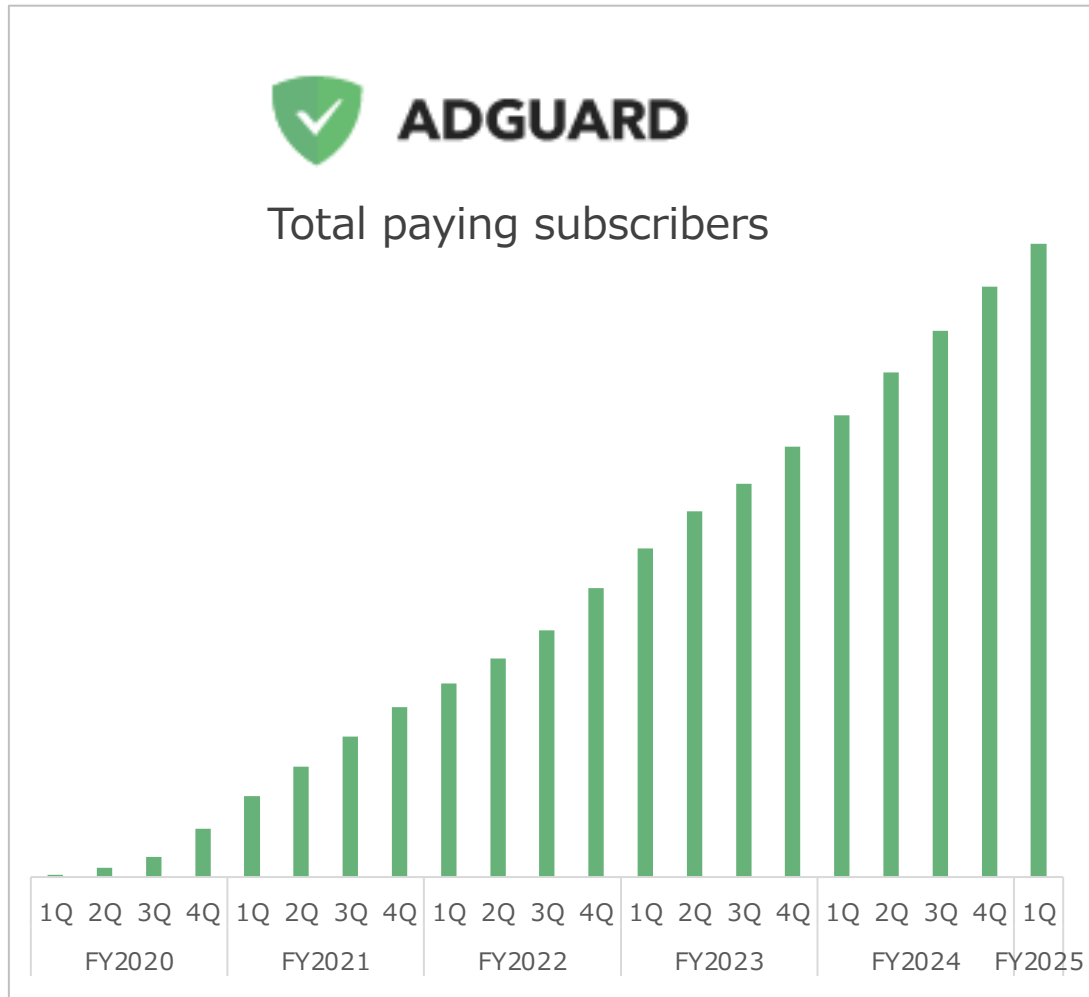
*1 : Net sales 739 million yen:
Posting of spot sales of the video-streaming service.

Content business : The number of paying subscribers



- **Brisk Security-related app**
- **Acquisition of a subscription-based business**



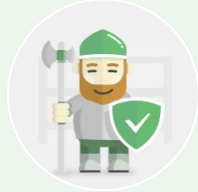
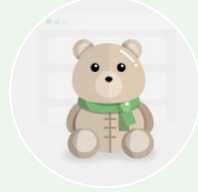
Content business: Security-related app



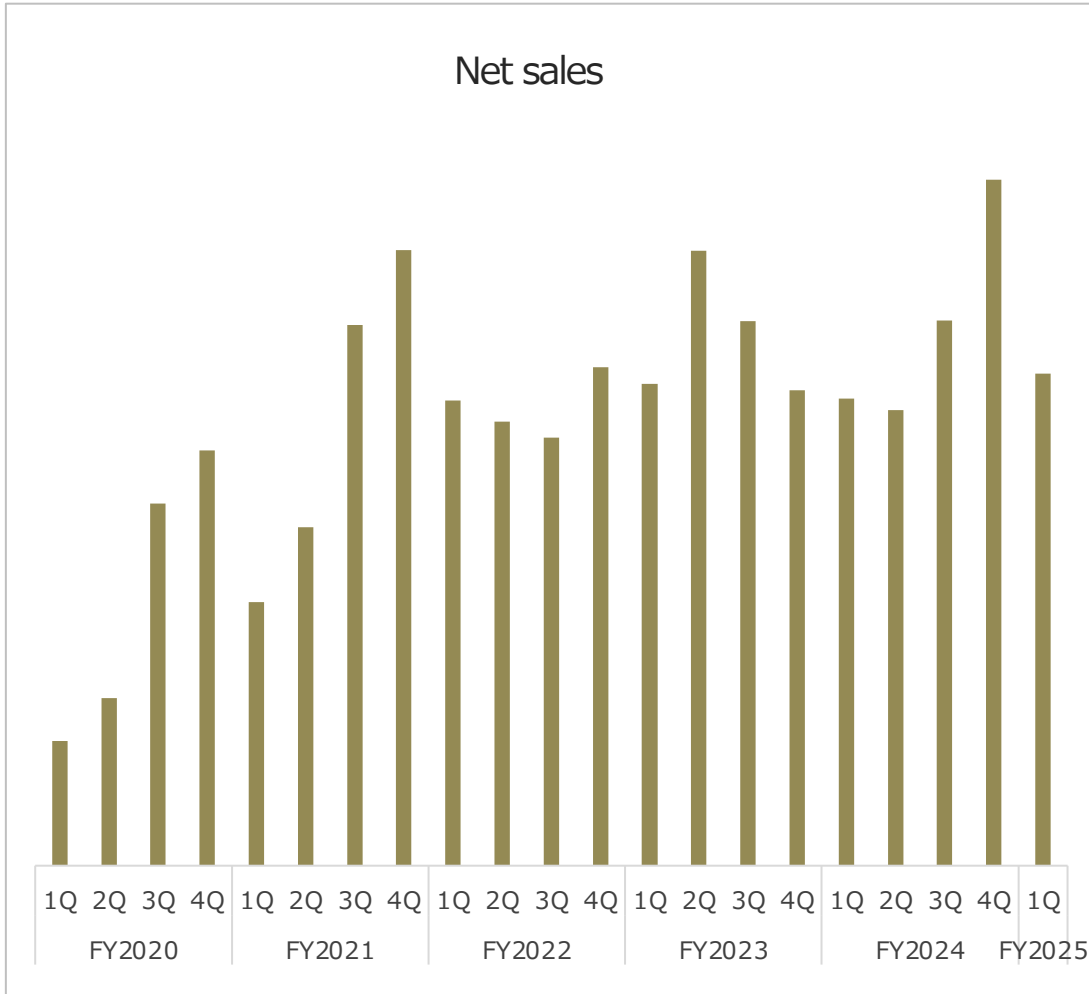
The security-related app continues to perform well

Total paying subscribers
990 thousand subscribers

Four functions

-  Ad blocking
-  Trace blocking
-  Threat blocking
-  Parent function (Child protection function)

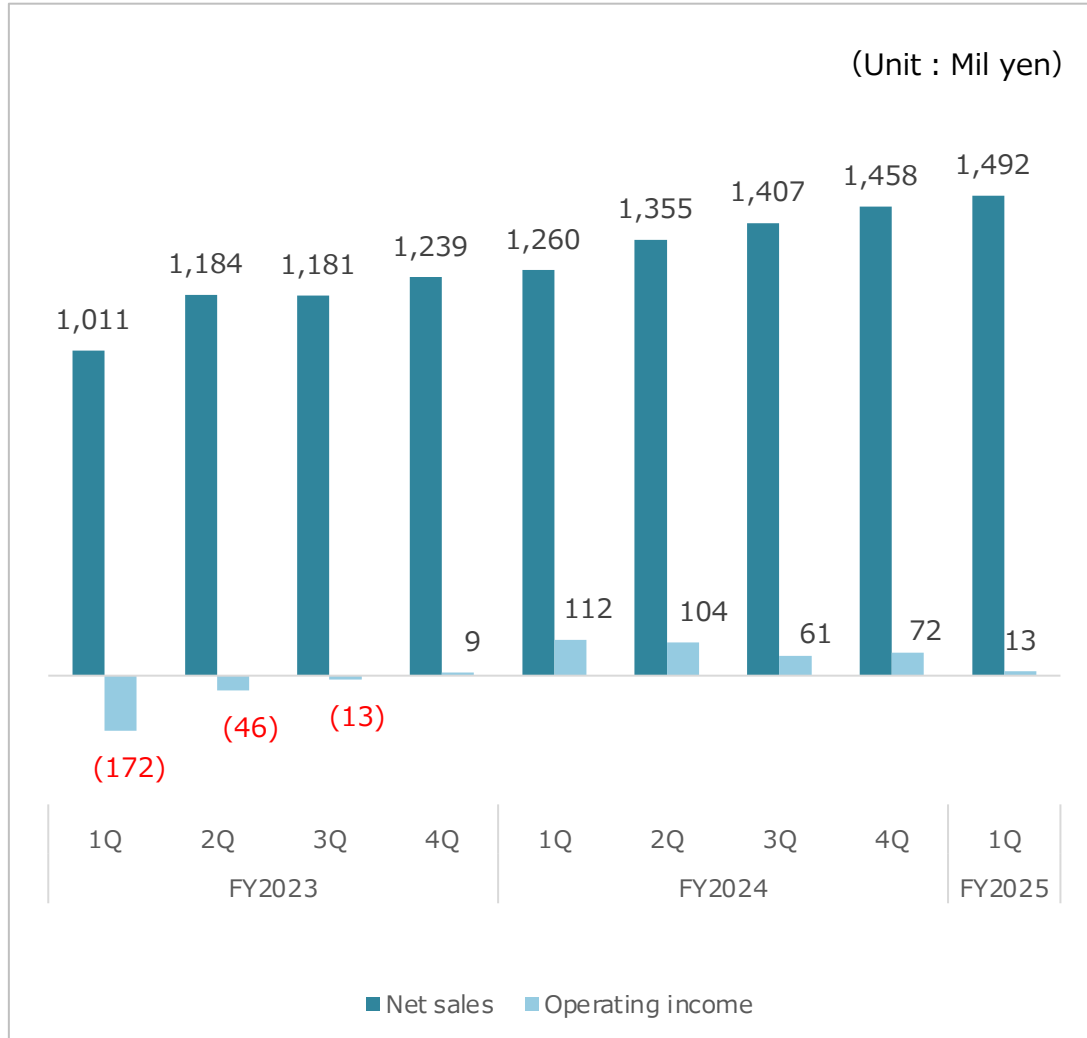
Content business: Original comics content business



Original comics content business Stable transition

- Keep in comic titles introduced

Healthcare business: Net sales and operating income



QoQ

Net sales: Growth

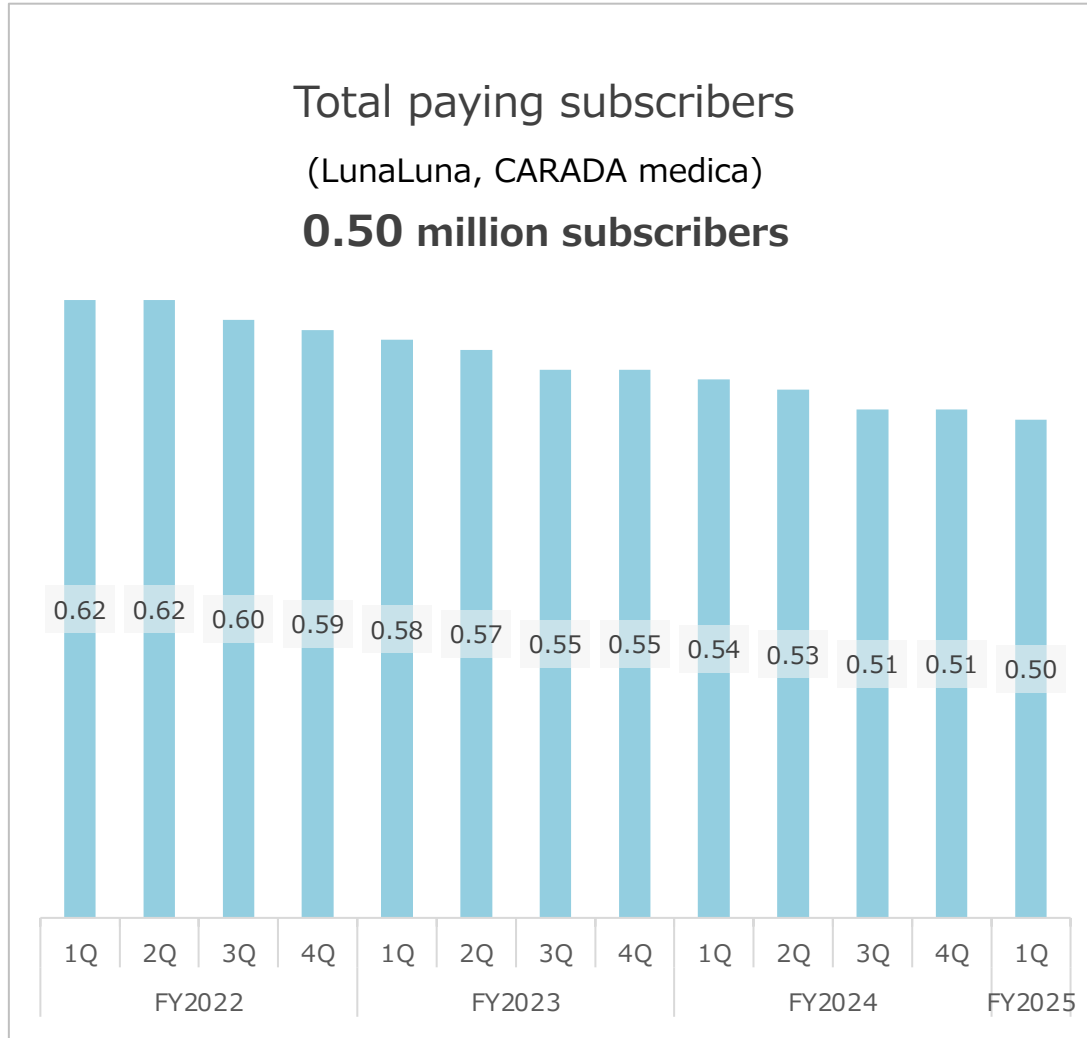
- Brisk Cloud-based medication history service

QoQ

Operating income: Decreased

- DX System development for pharmacy

Healthcare business: Monthly content service

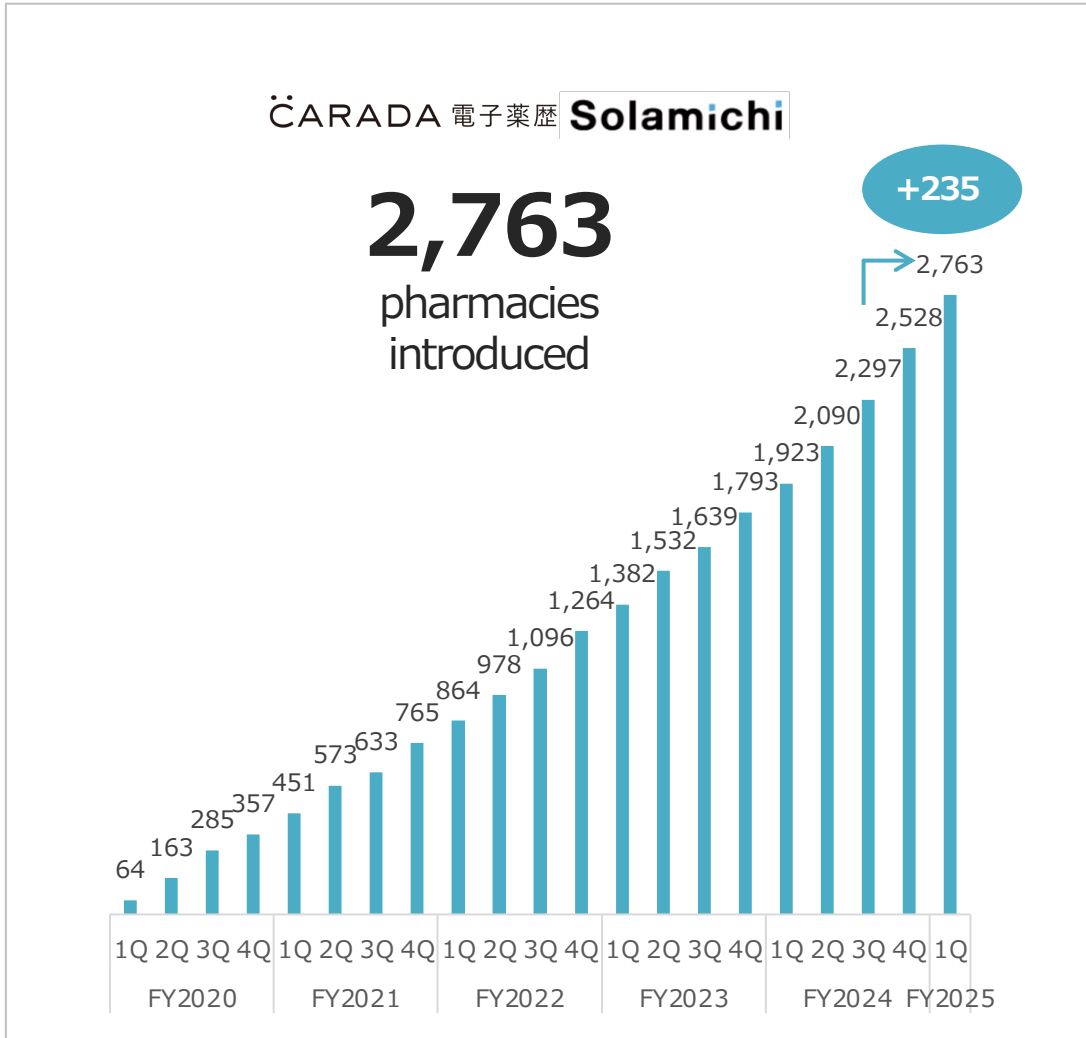


Monthly subscription content service

Total paying subscribers

QoQ: Levelled off

Healthcare business: Cloud-based medication history service

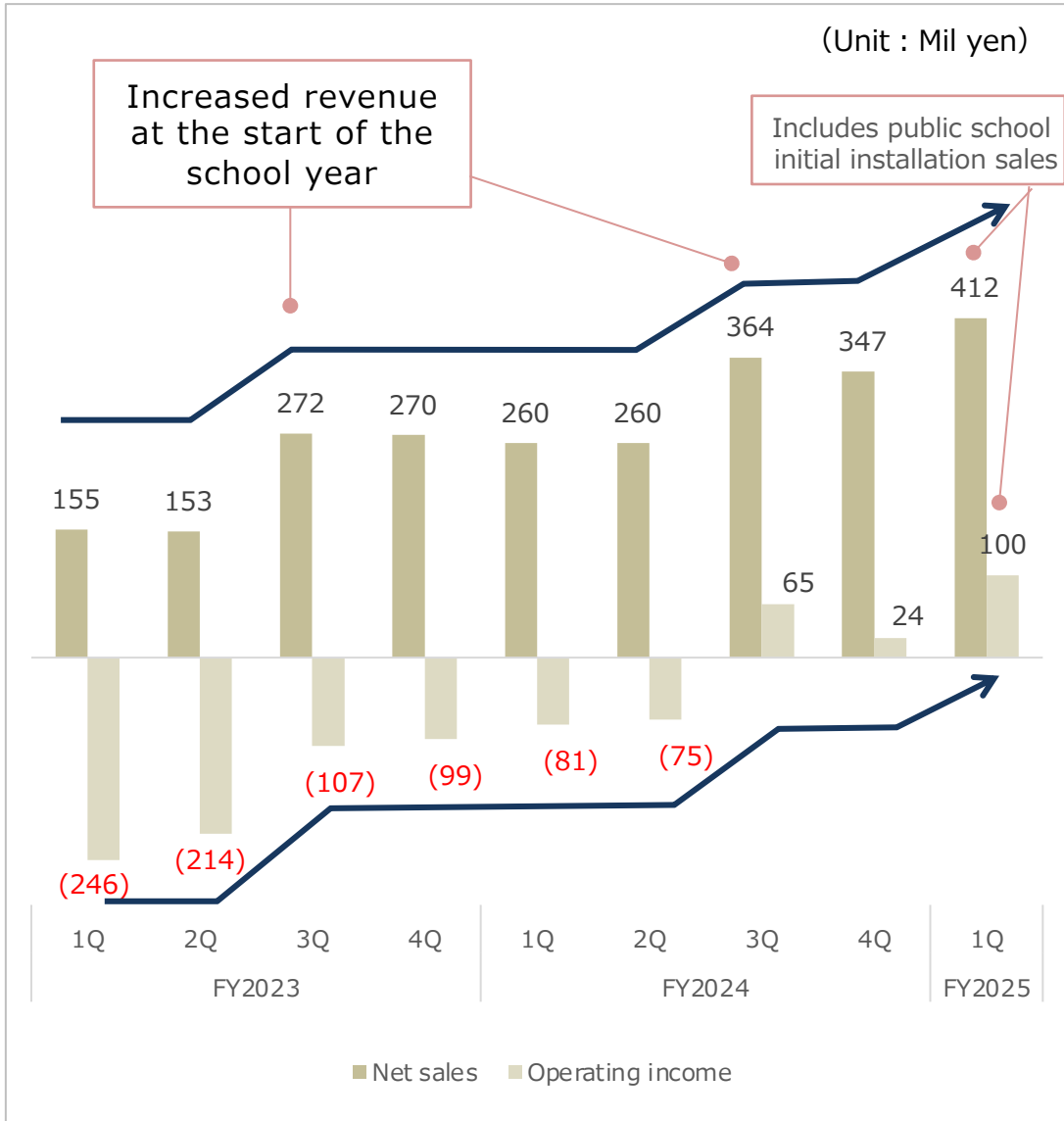


Cloud-based medication history service

Total introduced pharmacies

Record high for 3 consecutive quarters

School DX business: Net sales and operating income



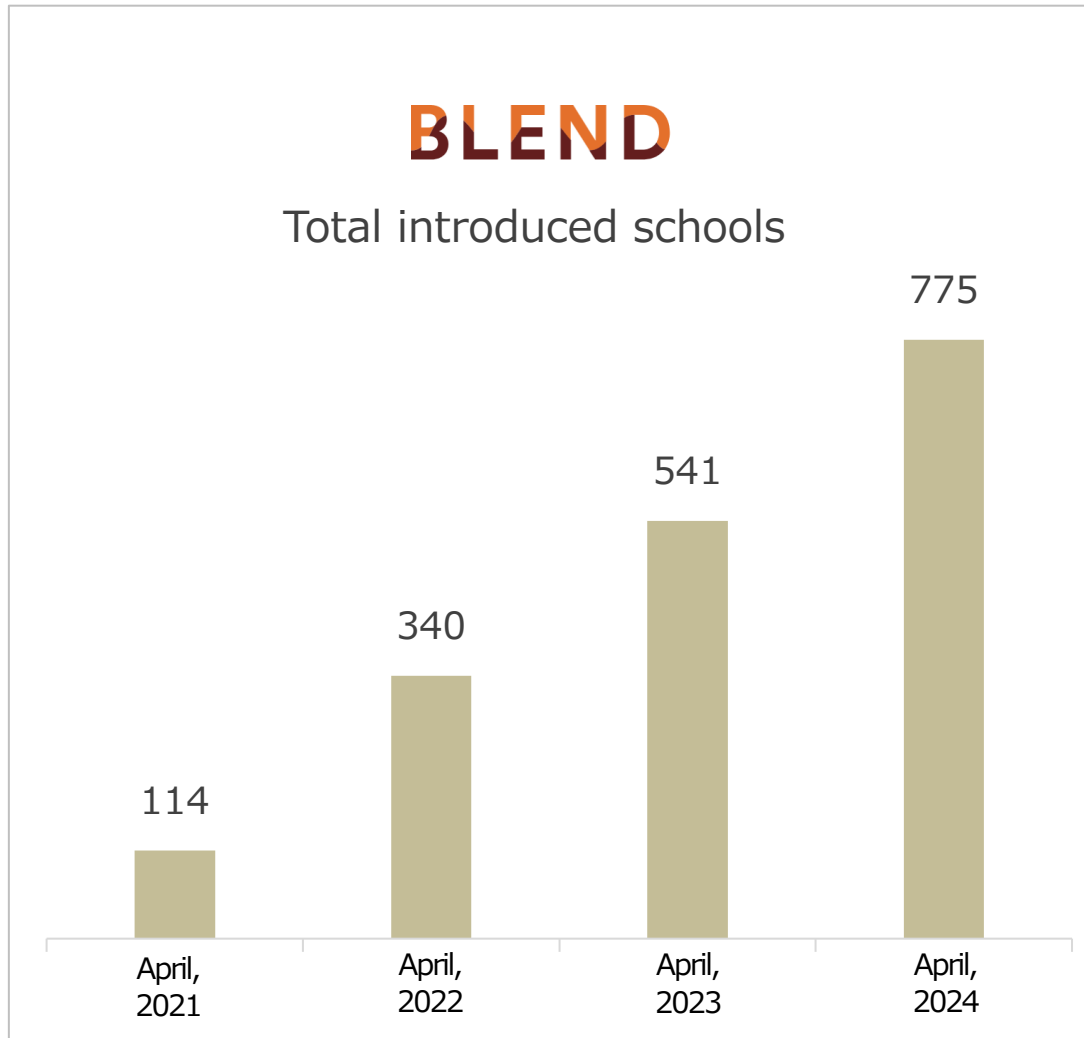
QoQ

Net sales: Growth
Initial implementation sales for public schools (one-time sales)

QoQ

Operating income: Increased

School DX business : Full cloud-based school affairs support system

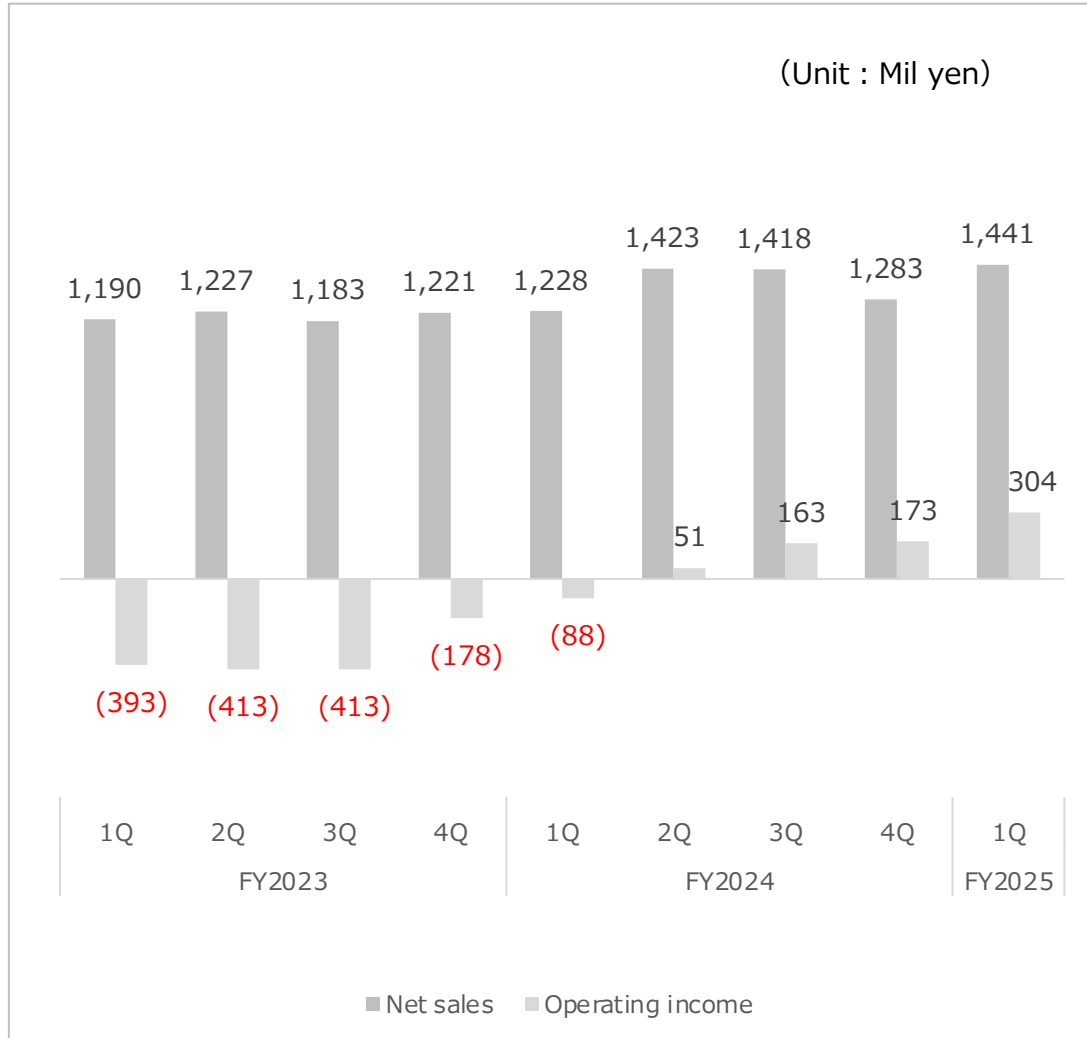


The number of schools introducing our services is progressing well

Private high school share 35%

- The acquisition of contracts for the April 2025 implementation is progressing smoothly

Other business (Includes DX support business for companies, AI): Net sales and operating income



QoQ

Operating income: Increased

- Strong orders in the corporate DX support business

Approach in Q2 and beyond

Basic policies and priority issues for FY2025

Healthcare business

Further sales and profit growth

- For Pharmacies:
Further expansion of the cloud-based medication history service
- For Municipalities:
Promotion of the platform strategy of the childcare DX

School DX business

Further sales and profit growth

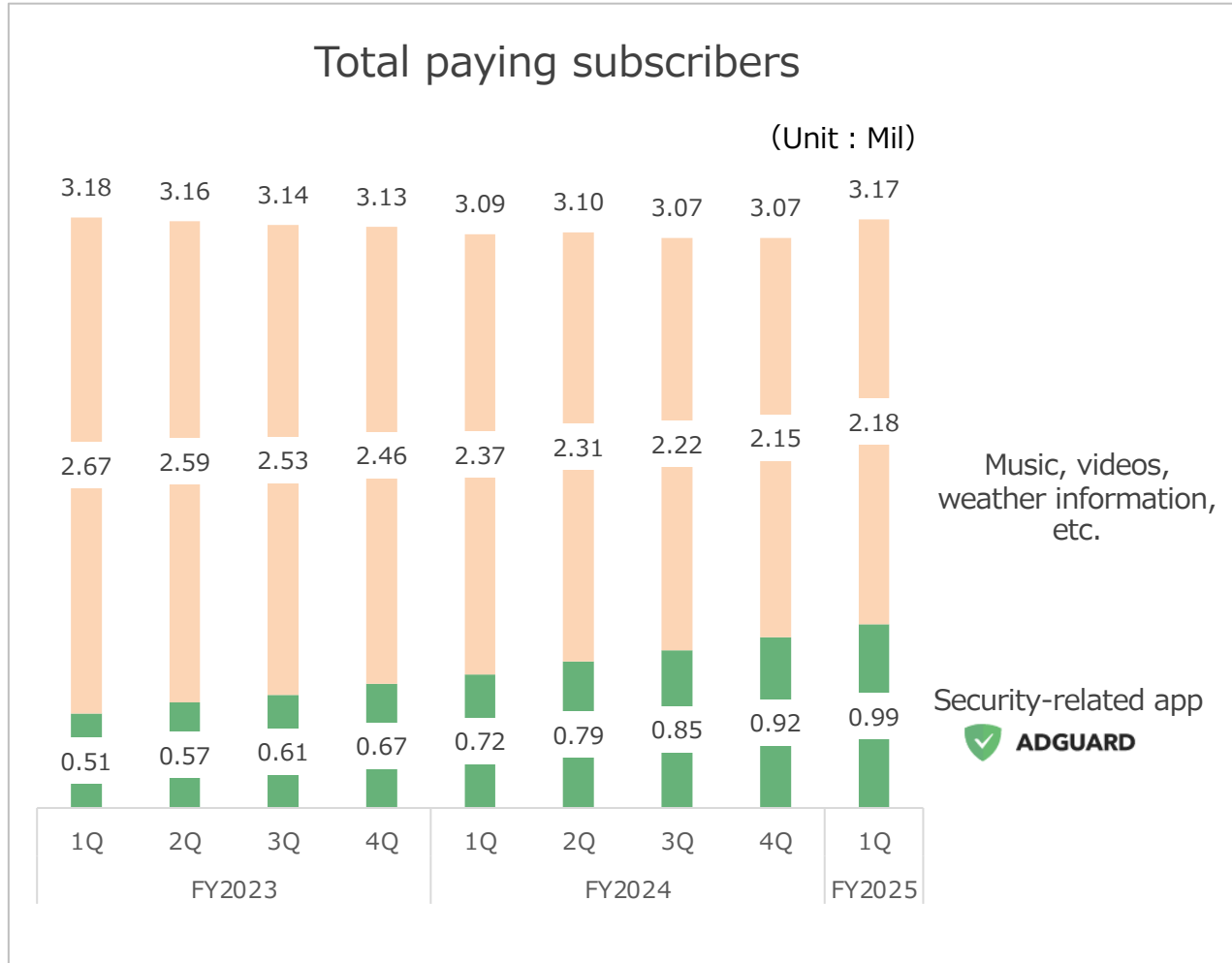
- For private schools :
Further expansion of the number of introduced schools
- For Public Schools :
Expansion of business areas

Content business

Securing profit

- Original comics content business growth
- Security-related app growth

Content business:



Investing in advertising and promotional expenses for areas with expected future growth

Healthcare business: Cloud-based medication history service

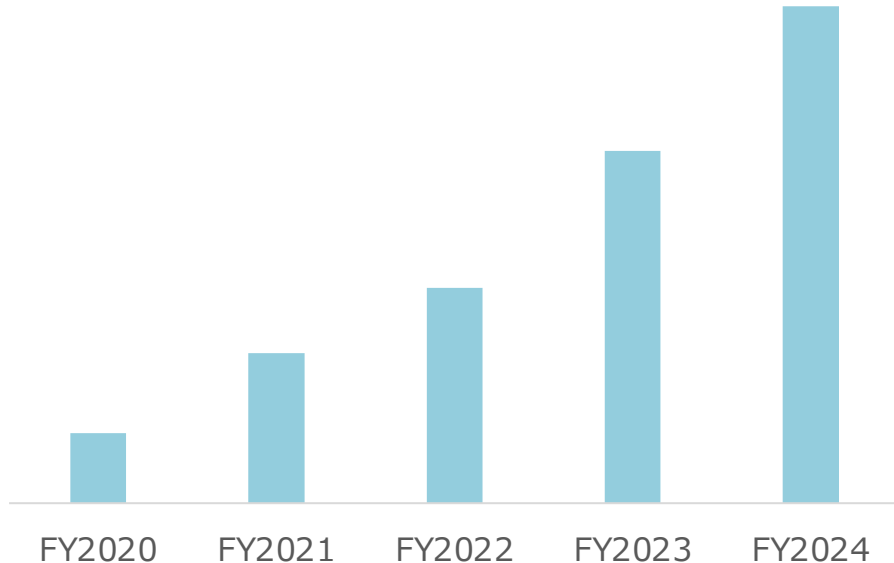
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Further expansion of the number of implementations.

- Strong implementation for mid-sized pharmacies.
- Strengthening of function development.

Number of implementations



- Achieving a user-friendly UI/UX for pharmacists
- Equipped with AI automatic summarization function

Healthcare business: Pharmacy DX

Subsidiary PHARUMO allocates new shares to a third party in order to promote collaboration.

- Subscriber to the capital increase: MEDICAL SYSTEM NETWORK Co., Ltd.
- Amount of capital increase: ¥500million

Our Subsidiaries

PHARUMO, Inc

PHARUMO

ICT solutions for pharmacies.
Electronic medication records,
cloud-based picking audit
systems, etc.

Subscriber to the capital increase

MEDICAL SYSTEM NETWORK Co., Ltd.



Community pharmacy business.
Pharmaceutical network business.
Pharmaceutical manufacturing and sales business, etc.

Number of community pharmacies: 455
Number of participants : 10,737

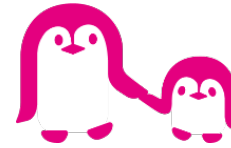
Healthcare business:
Maternal and child health handbook app + Childcare DX services

Introduction smoothly:
the childcare DX services at municipalities using “Boshimo”



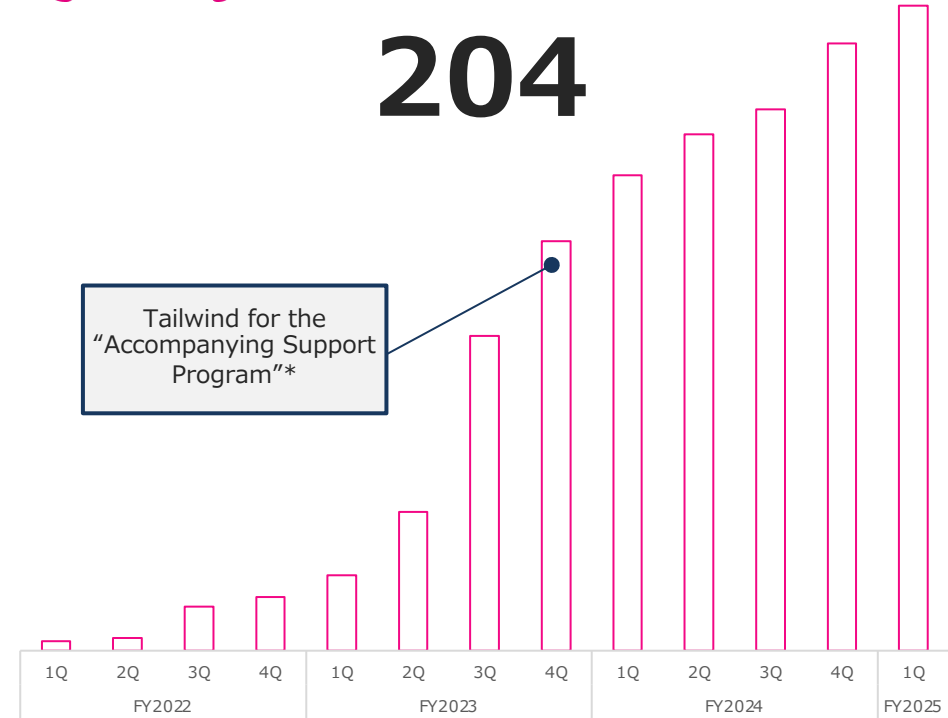
Maternal and child health handbook app

670



Childcare DX services
Number of municipalities (total)

204



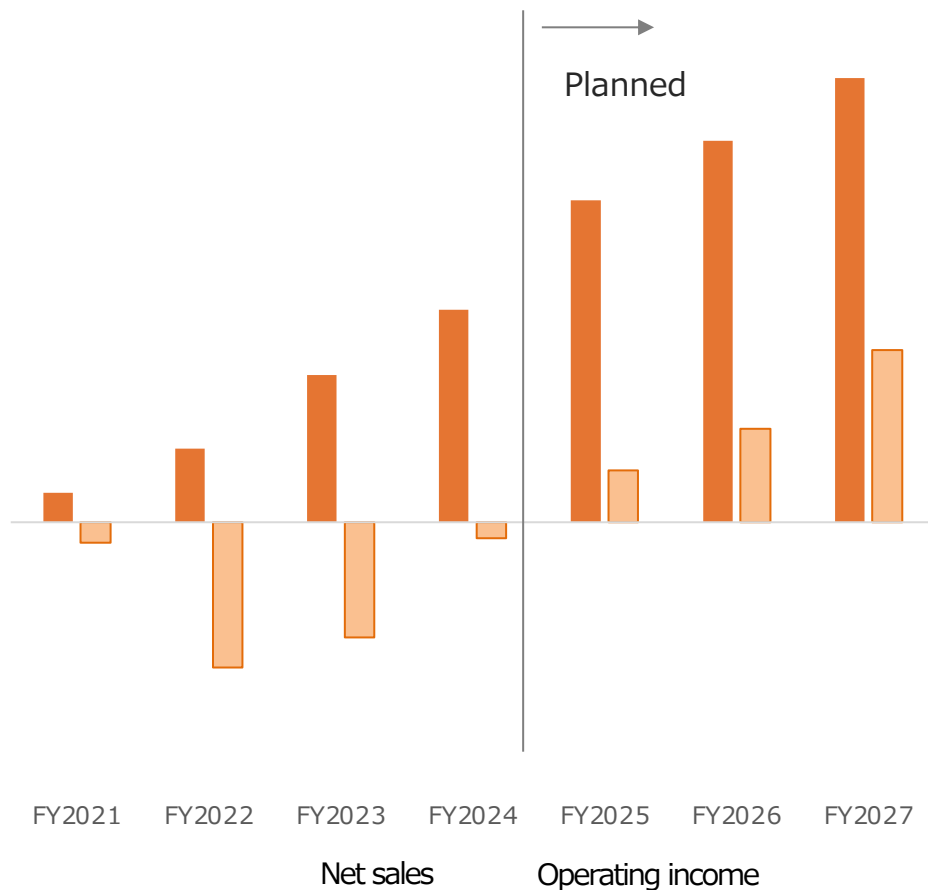
Tailwind for the “Accompanying Support Program”*

* Transferred to “Children and Families Agency” from April 1, 2023 .

School DX business : Full cloud-based school affairs support system

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Image of medium-term profit



Continuing increase in the number of schools introducing our service

Growth opportunities

- The acquisition of contracts for the April 2025 implementation is progressing smoothly
- Government driving DX for school affair unit by prefectural area



Public High School:
Contracted with
Yamanashi Prefectural Government

Differentiation

Cloud-based batch services



〈Contact us〉

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