Lancers

Acquisition of IRITEC Co., Ltd. that operates online mentor service “MENTA”

LANCERS,INC.

(TSE Mothers：4484)

October 8, 2020

Overview of “MENTA”

Strategic positioning

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Grouping IRITEC Co., Ltd., which operates online mentor service “MENTA”

Lancers × MENTA

Date of signing contract	: October 8,2020
Date of transferring shares	: October 8,2020
Acquisition cost	: ¥218million
(Cash ¥180million, New shares for third-party allotment ¥38million)	
Portion of voting rights	: 100%
Impact on current business performance	: Under examination*

*) IRITEC Co., Ltd. will be consolidated at the end of October 2020. IRITEC’s P/L will be reflected in the consolidated financial statement from October 2020. Acquisition related costs will be reported on FY2020, financial impact is under examination.

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About IRITEC Co., Ltd.

Lancers

Company's Profile

MENTA

Company name	: IRITEC Co., Ltd.
Office location	: Fukuoka
Establishment	: August, 2014
Capital	: ¥2million

Introduction of CEO



Founder and CEO　Shingo Irie

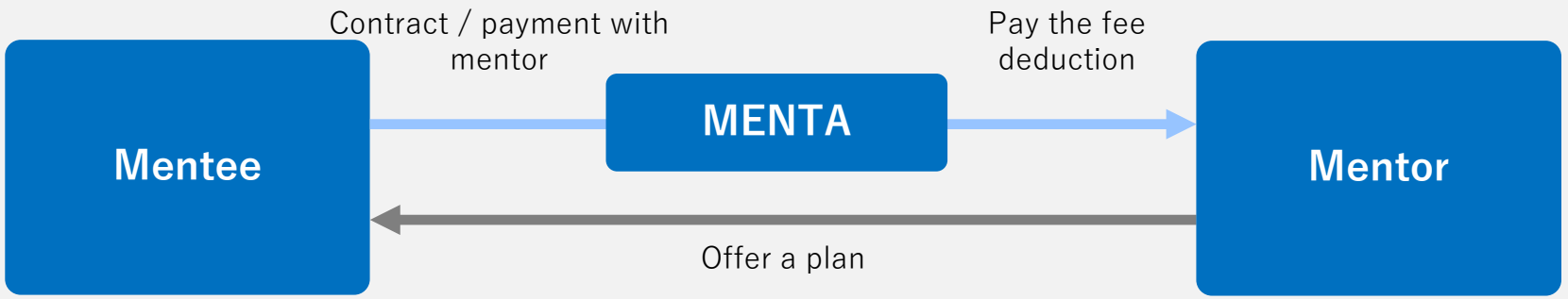
In 2000：Joined a web production company in Fukuoka.
In 2011：Successfully developed an app called "MusicNavi". Became an independent freelancer in the same year.
In 2014：Established IRITEC Co., Ltd.
In 2018：Started "MENTA".

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Overview of online mentor service “MENTA”

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Online mentor platform for “those who want to teach” and “those who want to learn”.



Matching mentors (those who teach) and mentees (those who learn), we offer a model in which a mentor charges a fee* according to the contract.

Number of mentees
19,000

Number of mentors
1,500

※More than 600 are engineers.

Total number of contracts
8,000

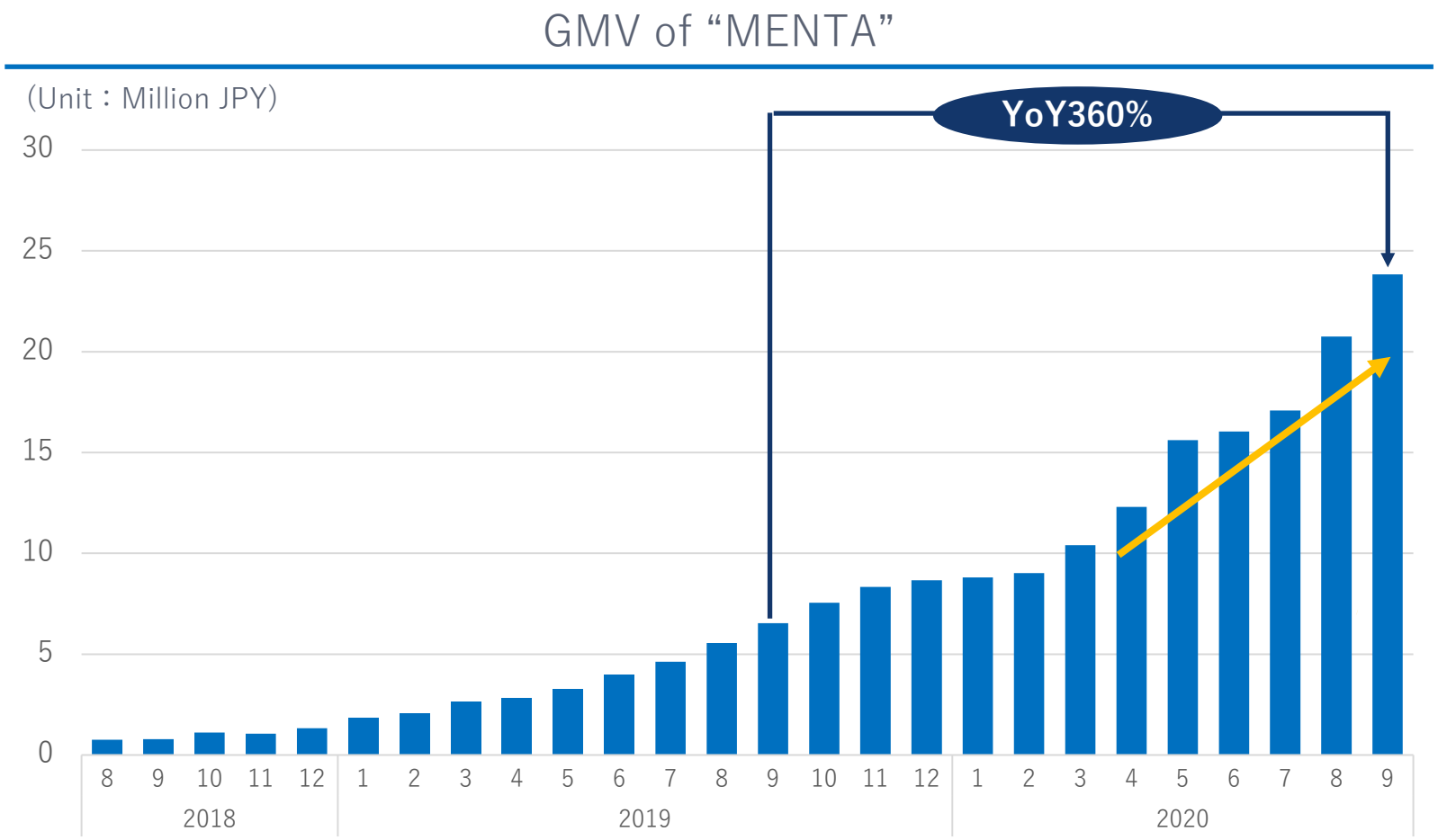
*) Although the service fees are as follows, most plans are ¥100,000 or less.
¥100,000 or less: 16.4% / over ¥100,000 - ¥200,000 or less: 6.4% / over ¥200,000: 1.4%

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Trend of Gross Merchandise Value

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Grow rapidly since April 2020, the GMV is exceeding 20 million JPY* and 360% year on year.



*)It is based on in-house management data and they are not audited numbers.

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Features of “MENTA”

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1 Mentors for programming make up half of them

- Among 1500 registered mentors, more than 600 of them are registered as engineers.
- The service fees are affordable unlike programming schools.
- People who end free learning services and want to learn more utilize this service.

2 Highly profitable structure with monthly continuation plan

- Many Similar services of other companies have one-off termination plans.
- MENTA’s concept is to create a teacher-apprentice relationship online, and the monthly billing plan is mainly utilized.
- It has a subscription-type revenue structure in which billing continues to increase and accumulate.

3 Continues to grow with word-of-mouth

- Since its launch in June 2018, GMV has continues to increase naturally due to word-of-mouth rather than advertising.
- In 2020,GMV is growing at an average monthly pace of 110%.

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Overview of “MENTA”

Strategic positioning

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Purpose of Acquisition

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Balanced expansion is required for both clients and freelancers. Although the cumulative number of registered freelancers 1.15 million, limited number of them earn rewards. This is to increase reward acquisition opportunities and encourage them to stay with us.

Clients

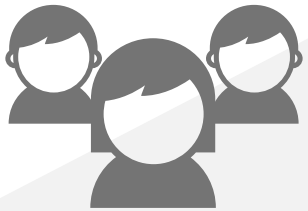


FY2020
Strengthening account sales

FY2020
Lancers Enterprise
Attracting large companies with the enterprise as a hook

FY2019
Increasing awareness through large-scale mass promotion

Freelancers



FY2020
MENTA
Grouping online mentor service “MENTA”

FY2019
新しい働き方LAB
Empowered by Lancers
Providing growth opportunities through managing communities

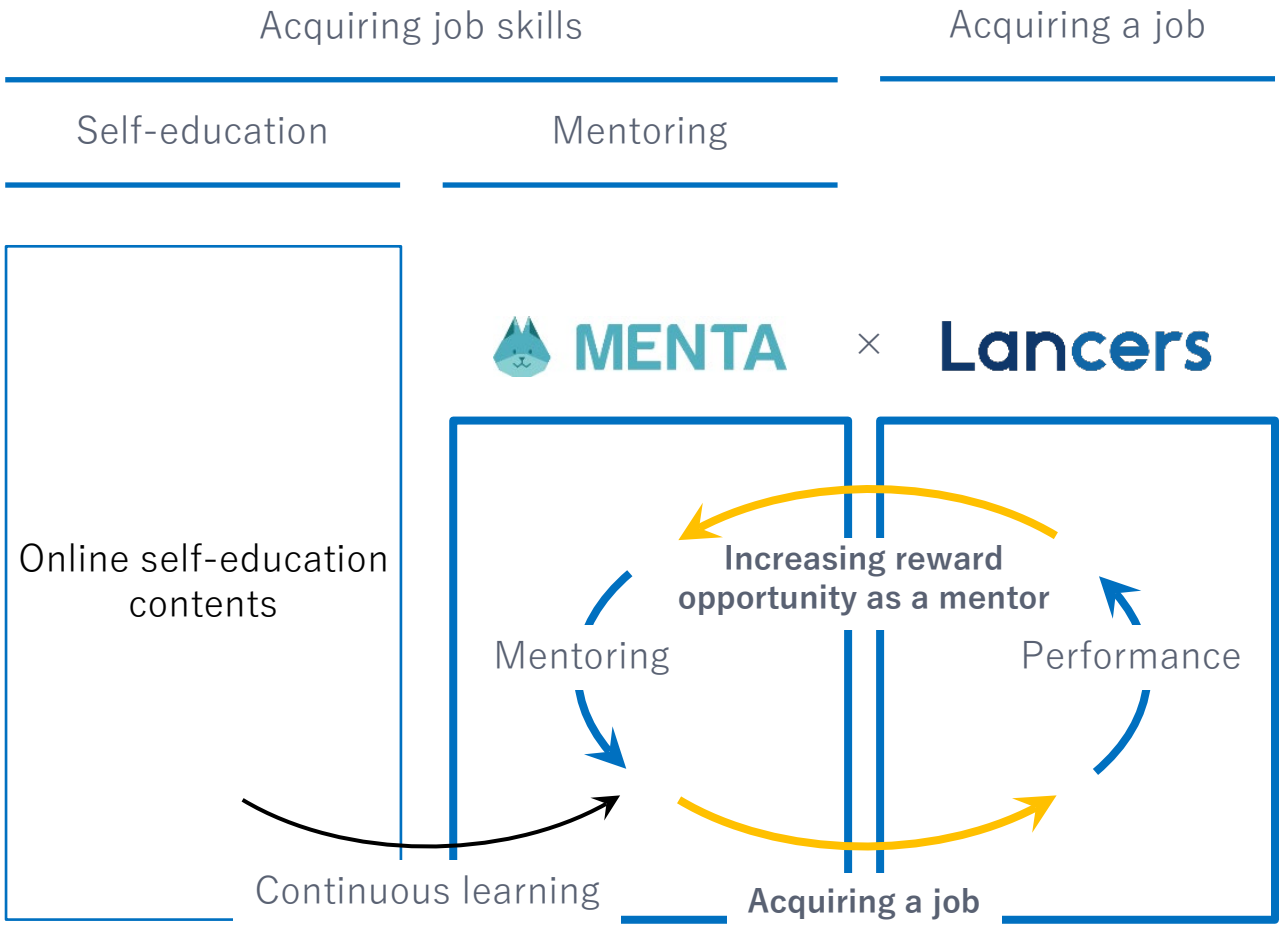
FY2018
Freelance Basics
Empowered by Lancers
Support functions for tax returns, contract etc.

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Purpose of Grouping (Details)

Lancers

Accelerate the growth of our group by
① increasing job opportunities for freelancers
②expanding categories



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