# Acquisition of STADIUM Co., Ltd.

**ExaWizards Inc.**

June 30, 2023

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STADIUM × EXAWIZARDS

01. Overview of STADIUM Co., Ltd.

02. Business Synergy with STADIUM Co., Ltd.

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## Mission

# Workstyle Changing Company

| | |
|---|---|
| **Name of the Company** | STADIUM Co., Ltd. |
| **Date of Establishment** | August 2012 (Final month: July end of the year) |
| **Title and name of representative** | Representative Director, Yasuhiro Ota |
| **Number of Employees** | 126 (end of February 2023) |
| **Capital** | 2,026 million yen (including reserves) |
| **Tokyo Head Office** | 3-4-3 Akasaka, Minato-ku, Tokyo<br>Akasaka Makabe Building 6F |
| **Osaka Office** | 3-3-45 Umeda, Kita-ku, Osaka-shi, Osaka<br>Maruito Nishi-Umeda Building 5F |
| **Fukuoka Office** | 2-3-23, Hakata Ekimae, Hakata-ku, Fukuoka City, Fukuoka<br>Yasuda Daisan Bldg 2F |
| **Description of Business** | Sales support<br>Business process outsourcing<br>Business planning and management for planning, development, and sales of web services, applications, and systems |





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## Digital Solution Sales Business (DSS Business)

SALES PARTNERS

As a group of professionals who excel comprehensively in sales, we provide services to support the expansion and strengthening of business from the sales aspect



## Interview maker Business (im Business)

im interview maker

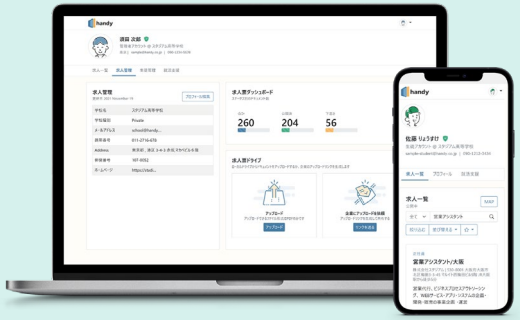
SaaS-type system specialized for recruiting and interviewing that provides numerous functions needed to conduct recruiting online



## Handy Business

Handy 進路指導室

Digital job posting sharing system that brings high school students and employers closer together



## Train-Camp Business

トレキャン

SaaS-type sales role-playing system that can be used for sales training in all situations

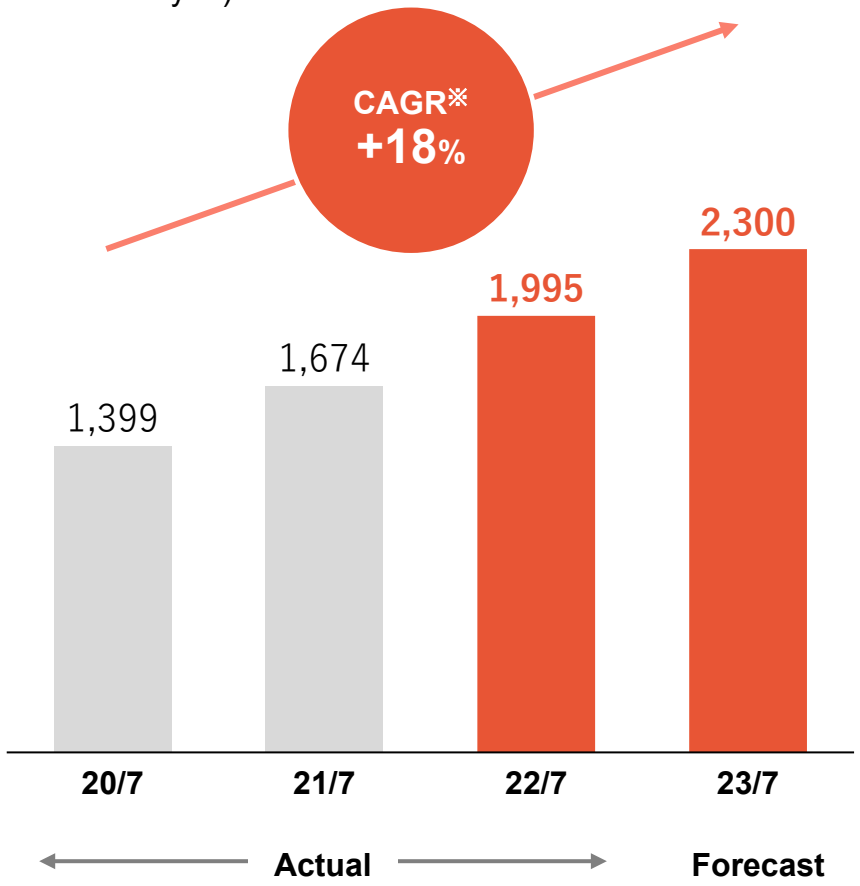



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# Company-wide sales grew at a CAGR of 18%, led by the Digital Solution Sales business and profitability is expected in FY23/7

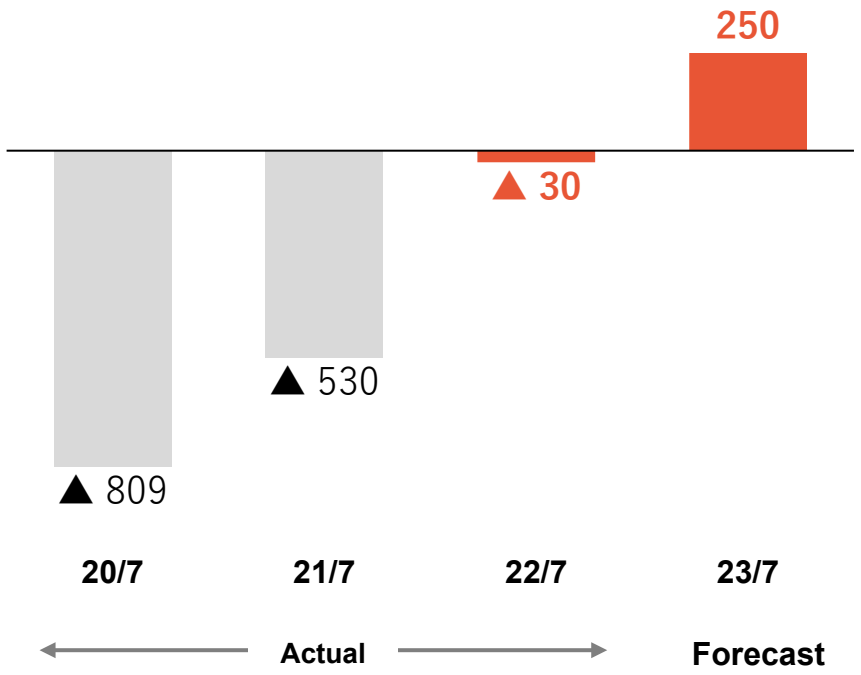
## Sales

(Unit: Millions of yen)




## Operating Profit

(Unit: Millions of yen)



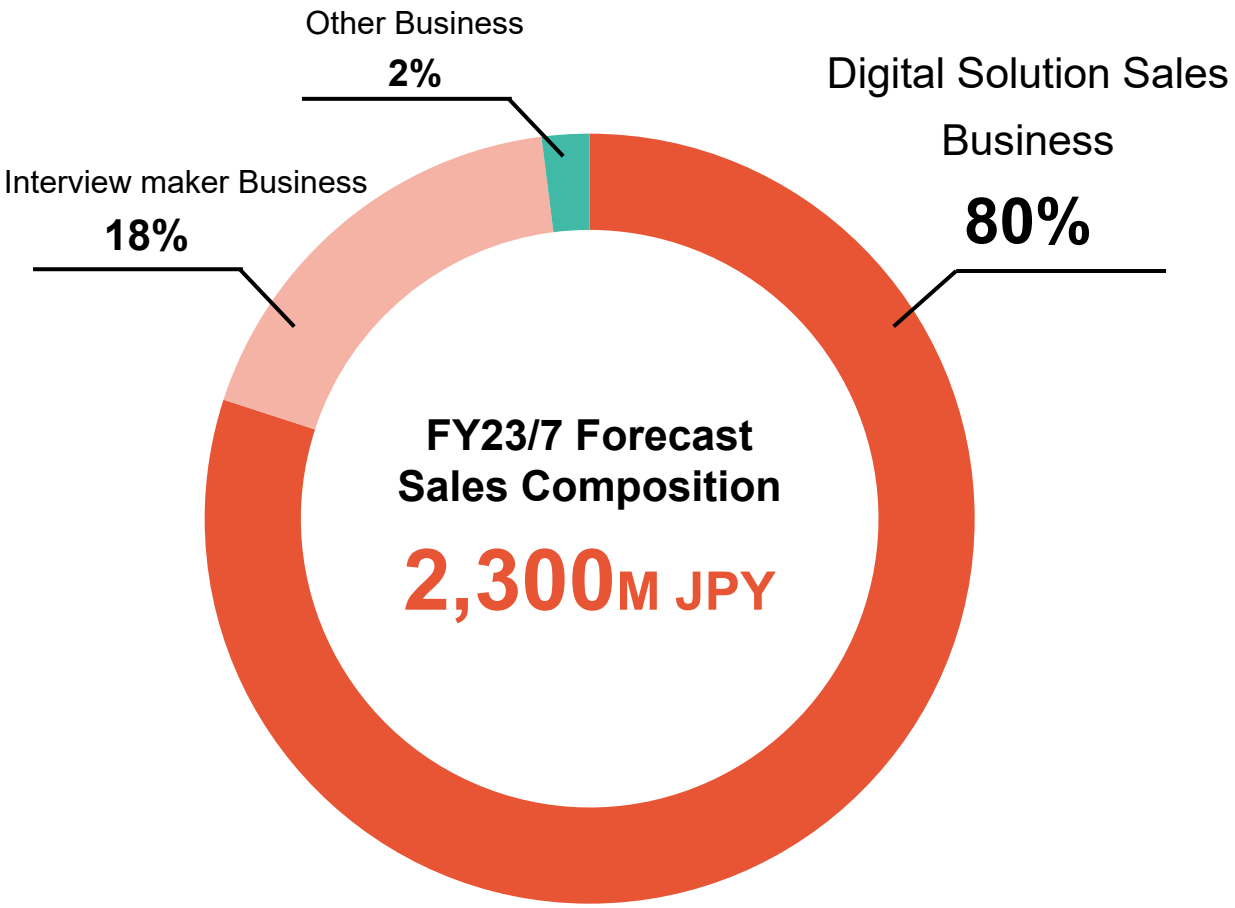



※ CAGR Average growth rate for FY20/7-FY23/7 period

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# Operates multiple businesses, centered on Digital Solution Sales Business

## Sales Composition




## Segment

| | |
|---|---|
| Digital Solution Sales Business | SALES PARTNERS |
| Interview maker Business | interview maker<br>interview maker AI express Powered by EXAWIZARDS |
| Other Business (New Business) | Handy 進路指導室<br>トレキャン |


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# Three core strengths of DSS Business

*01*

## Recruitment of lateral employees and personnel in their late 20s

Recruitment of highly internet-literate, high-potential personnel (average age 28.8) from various recruitment channels and regions

*02*

## Rapid development of human resources

Our training system, which utilizes our accumulated sales know-how and knowledge, makes it possible to turn sales personnel into a full-fledged workforce within 1~2 months

*03*

## Organizational management that achieves high productivity

High productivity is achieved through intensive information sharing and a shortened PDCA cycle

## Strengths in Recruiting, Training, and Organizational management

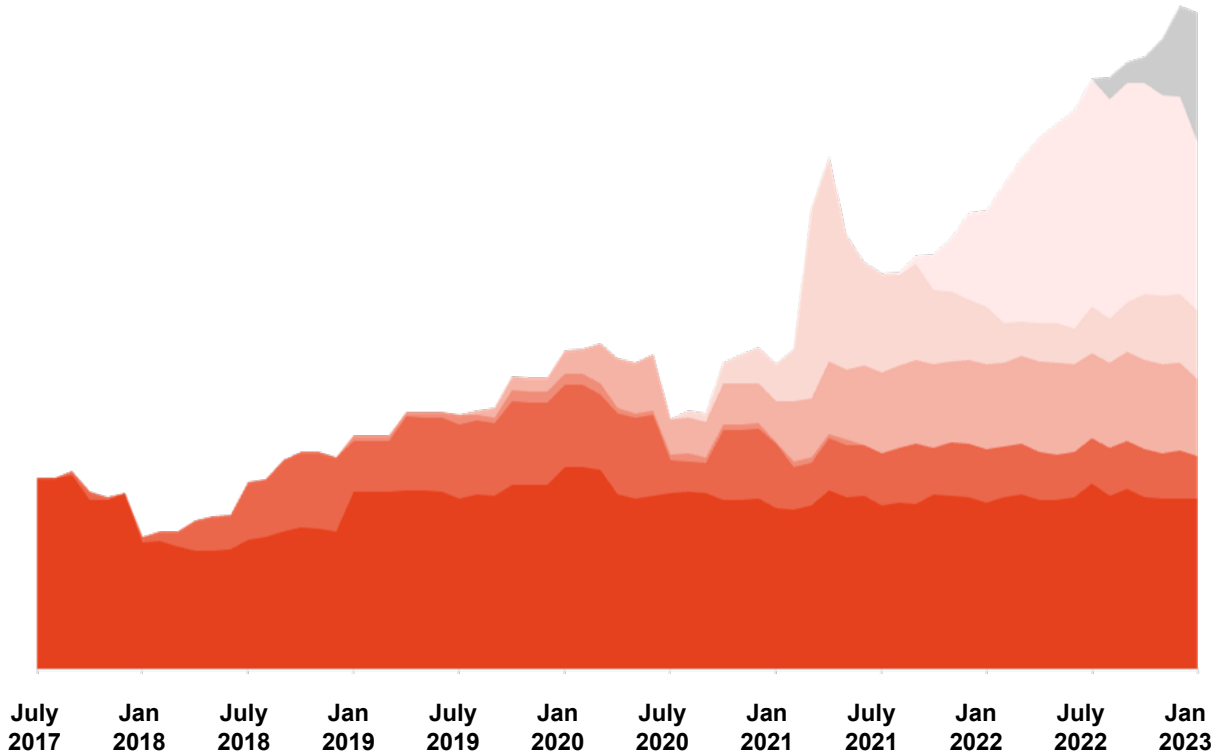
**through the use of accumulated sales know-how and knowledge**


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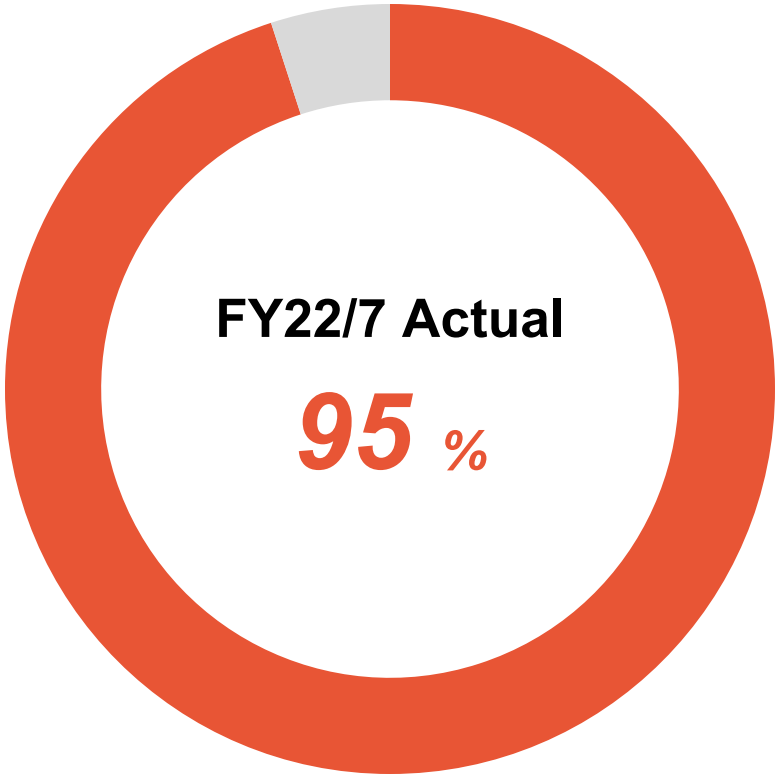
# Stable business expansion by maintaining high order retention rate

## Sales of products supported in each fiscal year

Sales of products supported in each fiscal year continue to grow
Sales growth due to the accumulation of new orders




## Order Retention Rate※




※ Number of products supported during the month divided by the total number of products at the end of the previous month, as a moving average over the year


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## Business Synergies with STADIUM (1/2)

# In addition to existing synergies in the Digital Solution Sales Business / Interview Maker Business, we plan to create synergies in new businesses





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## Business Synergies with STADIUM (2/2)

# Investigate new services of agency work x SaaS, leveraging the strengths cultivated in Digital Solution Sales Business

### Synergies Between the Two Companies

STADIUM

**As a comprehensive group of sales professionals, we will leverage our experience in helping businesses expand and strengthen from a sales perspective to elevate many agency staff into a manageable model.**

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**Developing SaaS for back-office efficiency by utilizing deep corporate business knowledge and AI.**

### Business Process as a Service by developing agency operations x SaaS business

| Function | Current | Future | |
|---|---|---|---|
| Sales | SALES PARTNERS Digital Solution Sales Business | SALES PARTNERS Digital Solution Sales Business | Strengths of STADIUM |
| Recruitment | | Recruitment Assistant | Strengths to be enhanced by both companies |
| Labor Management | | Labor Management Assistant | |
| General Affairs | | General Affairs Assistant | |
| Accounting | | Accounting Assistant | |


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