Q2 FY04/2025 Financial Results Presentation Material



December 12, 2024

Macbee Planet, Inc.

Stock code 7095

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Summary

FY04/2025 First half (1H) highlights

■ **High growth continues driven by medical, investment, and insurance industries. Progressed more than half of full-year forecast(Sales ¥48 billion, OP ¥4.5 billion).**

1H Highlights (Financial Results)

(Millions of yen)

	FY04/2024 1H	FY04/2025 1H	YoY change
Sales	19,115	**24,850**	+30%
EBITDA	2,232	**2,758**	+23%
Operating Profit	2,000	**2,465**	+23%
Operating Margin	10.5%	**9.9%**	(0.6) pt

1H Highlights (Business Results)

- **Significant growth in medical industry**
- **Finance industry (investment and insurance) also continues to grow steadily**

1H Highlights (Others)

- **Change to TSE Prime Market**
- **Work with other companies for service enhancement**
- **Release of Mid-term Business Plan**
- **Share buyback, regular dividend**

Reversal of allowance for doubtful accounts and advertising

- Allowance for doubtful accounts was reversed by 66 million yen
- Smooth launch in the large advertisement investments, starting from taxi ads.

Reversal of allowance for doubtful accounts

1H
66 million yen reversal was recorded

2H onwards
Partial reversal planned, while continuing to discuss further pay back

Advertising expenses

Taxi ads starting from December
(Link) *Japanese only



In order to enhance our brand, we plan to continue promoting and expanding exposure through initiatives beyond taxi ads

Expenditure picture for FY04/2025

Q1	Q2	Q3	Q4
26 million yen (Result)	8 million yen (Result)	150 to 200 million yen	150 to 200 million yen

Strengthen cooperation with the media

■ Agreed to partially acquire shares of “NET MONEY,” a media originally operated by ZUU Co.,Ltd. (influential company in the finance industry), to enhance our unique value to the finance industry.

Outline of Joint Venture	
Company Name	NET MONEY Co., Ltd.
Business	Media for guiding consumers to advertisers
Start of business	January 2025 (Planned)
Share holders	FUNDiT (Top shareholder), ZUU, and Macbee Planet

Strengths of each company

Macbee Planet — Know-hows and technologies for maximizing ROI of advertisements

×

ZUU — Unique positioning in Fintech industry

×

FUNDiT — Insights on Media business roll-up merger

Strengthen cooperation with startups

■ **Established “Macbee eight” to invest in startups.**
Work with startups to expand client base and value provided in services.

macbee eight

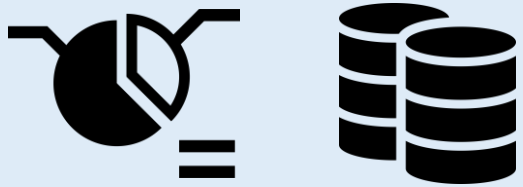
Company Name	**Macbee eight Inc.**
Representative	**Hideyuki Shoda**
Established Date	**September 2, 2024**
Business	**Investment in startups**

Targets

Companies willing to strengthen their business growth with
Marketing Investment



Companies that own unique
Technologies and Assets
utilizable for marketing



Examples

GarageBank

FUNDiT

Interim dividends

Dividends Forecast (Per share)

	FY04/2024* (Result)	**FY04/2025(Forecast)**
Annual dividends	14.00 yen	**36.00 yen**
Interim dividends	14.00 yen	**18.00 yen (Declared)**
Year-end dividends	0.00 yen	**18.00 yen**

*As a 1:4 stock split was carried out on June 1, 2024, the amounts takes into account the stock split.
The actual dividends amounts were ¥56.00.
The FY04/2024 interim dividends were commemorative dividends.

Company overview

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 fee 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 fee marketing that minimizes client risk through a combination of Data, Technology and Consulting.

Data

Data accumulated since the establishment of the Company

×

Technologies

Technologies for integrated data utilization

×

Consulting

Consulting with a focus on ROI

Macbee Planet

- Marketing strategy planning
- Initiative review
- Execution/Improvement

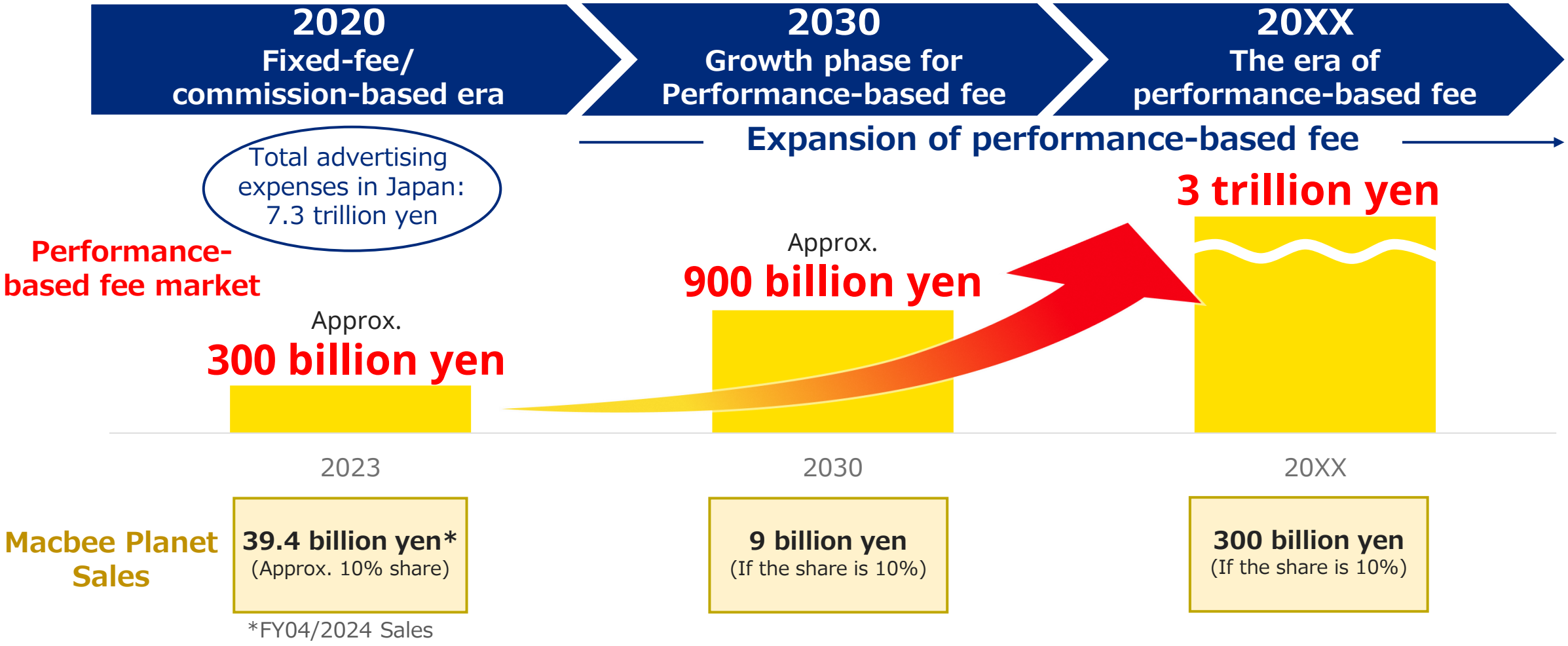
Provide under performance-based fee model

Client



Outlook for the performance-based fee market

- Currently, fixed-fees and commissions are major.
- Moving to performance-based fee era which is low-risk for clients



*FY04/2024 Sales

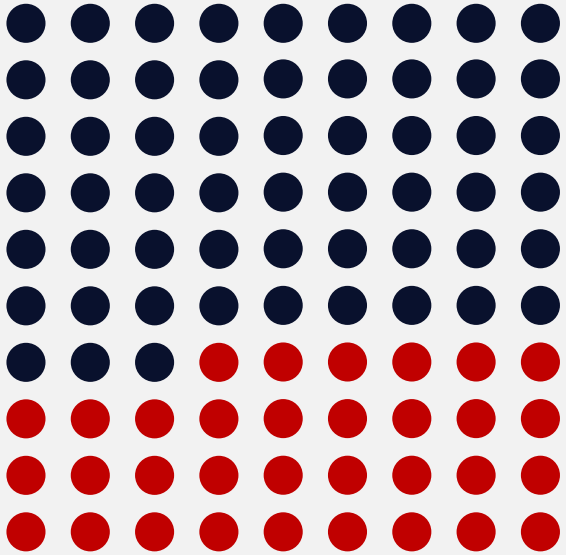
Source: The 2023 data is calculated by our company based on Dentsu's "Advertising Expenditures in Japan".
Figures of the performance-based fee market for 2030 onwards are based on the Company's estimates.

Reasons for performance-based market growth(1)

■ 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”

Reasons for performance-based market growth(2)

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

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

Ad placed → Ad clicks → Find out → Consider → Contract → Service usage

Commissions

Results

Advertiser’s risk = sales/profit contribution unclear, optimization difficult

Performance-based

Our risk = We ensure optimization

Results Results

Direct contribution to sales & profits

Many marketing services turning to performance-based fee model



Overall strategy for the Medium-Term Business 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		

*For Details of the business strategies, please refer to "Medium-Term Business Plan (FY04/2025 to FY04/2027)"

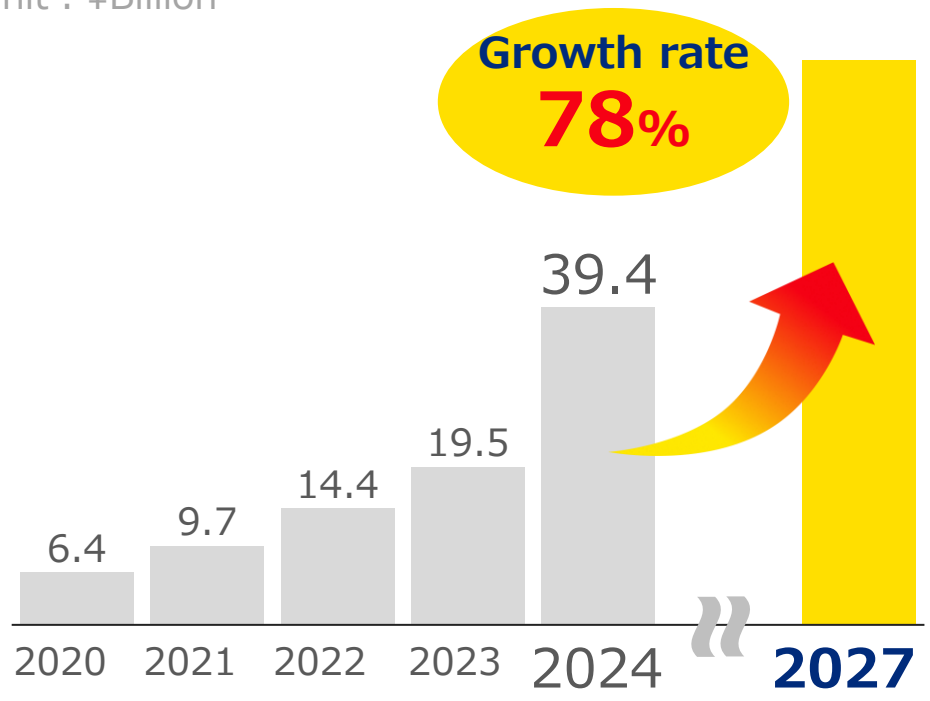
Numerical targets

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

Net sales

FY4/27 : **70.0**bn

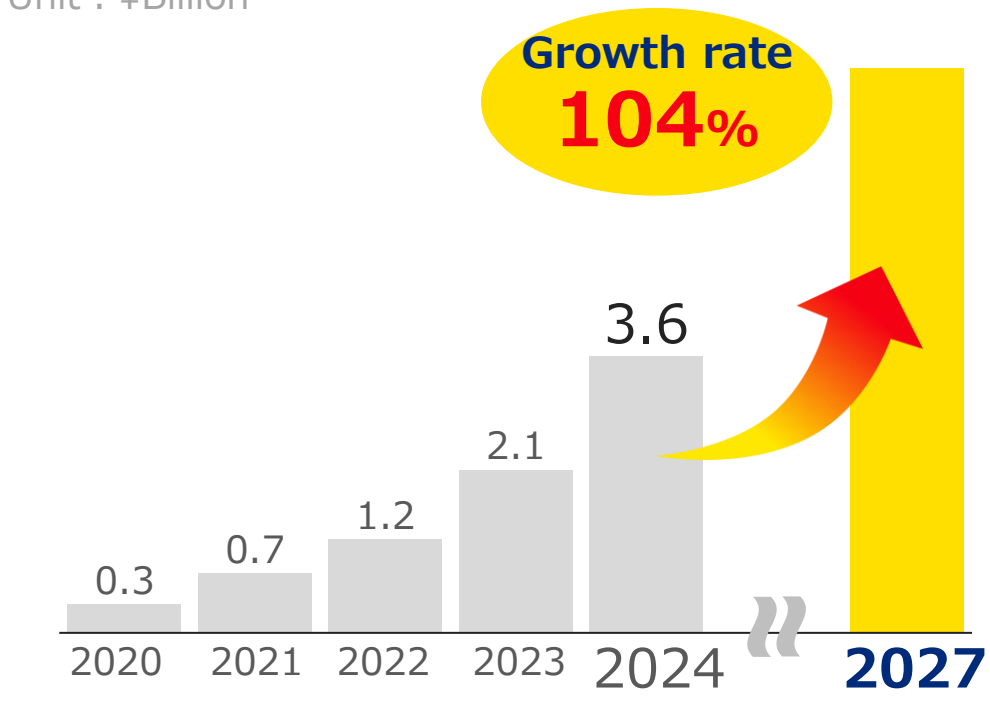
Unit : ¥Billion



Operating profit

FY4/27 : **7.5**bn

Unit : ¥Billion



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

Financial Data

Quarterly earnings trends

(Units : ¥Mn)	FY04/2023		FY04/2024				FY04/2025	
	Q3	Q4	Q1	Q2	Q3	Q4	Q1*	Q2
Net sales	5,211	5,502	9,169	9,945	9,927	10,362	11,560	13,290
(YoY)	+53.3%	+51.6%	+102.8%	+128%	+90%	+88%	+26.1%	+33.6%
Gross profit	1,173	1,084	1,950	1,835	1,946	2,220	2,248	2,289
(YoY)	+79.9%	+43.1%	+113.0%	+105.4%	+65.8%	+104.9%	+15.3%	+24.7%
(GPM)	22.5%	19.7%	21.3%	18.5%	19.6%	21.4%	19.4%	17.2%
SG&A	589	427	946	830	757	1,739	1,072 (1,101)	999
Personnel	195	178	312	307	330	363	390 (425)	421
Advertising	13	7	2	1	2	37	26	8
Recruiting, education	15	8	41	23	17	31	26	16
R&D	1	1	18	32	36	79	41	31
Others	263	228	575	469	370	1,226	588 (581)	521
OP	584	656	999	1,000	1,189	481	1,175 (1,146)	1,289
(YoY)	+130.8%	+90.0%	+122.3%	+111.9%	+103.6%	-26.7%	+17.6% (14.8%)	+28.9%
(OPM)	11.2%	11.9%	10.9%	10.1%	12.0%	4.6%	10.2% (9.9%)	9.7%

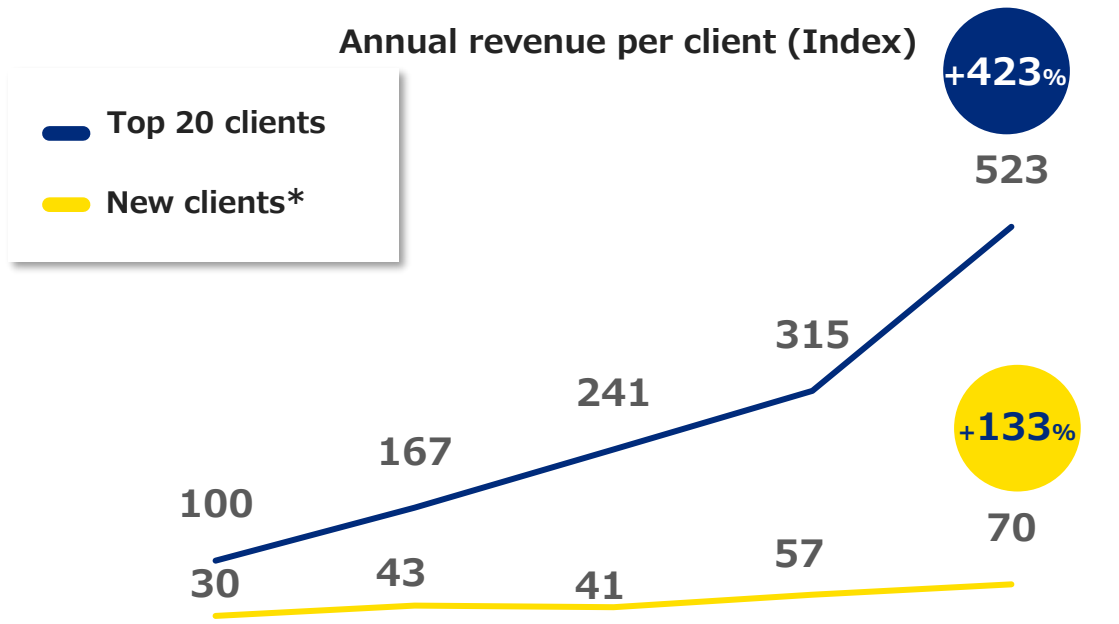
*Q1 figures for some items were retrospectively revised
(Figures in parentheses: figures before revision)

Sales trends by industry

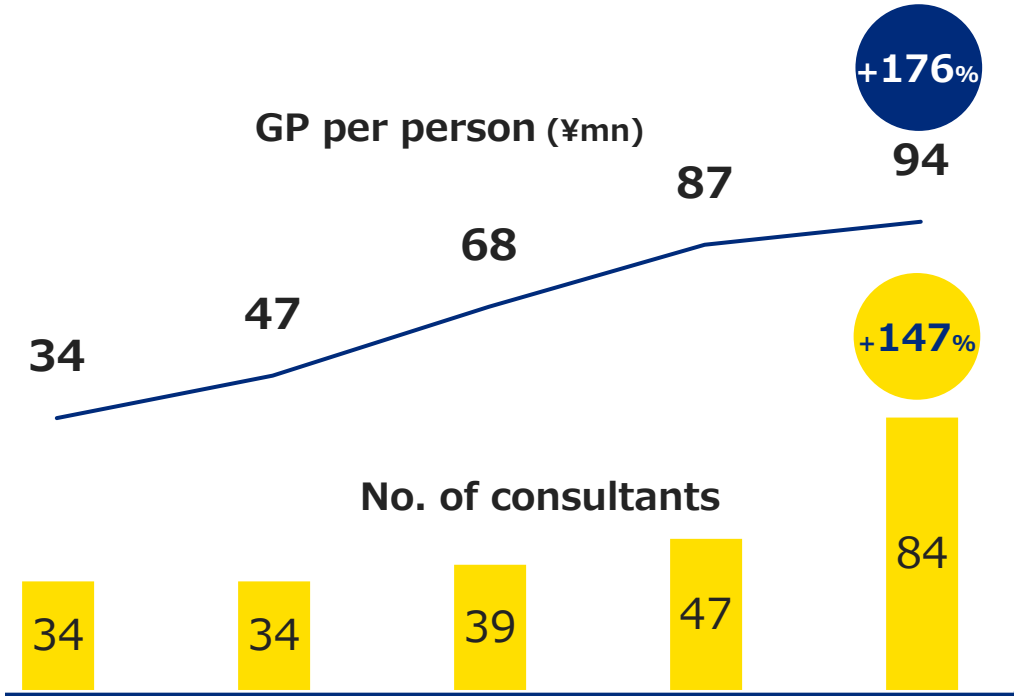
(Units : ¥Mn)	FY04/2023				FY04/2024								FY04/2025			
	Q3		Q4		Q1		Q2		Q3		Q4		Q1		Q2	
	Sales	% of total	Sales	% of total	Sales	% of total	Sales	% of total	Sales	% of total	Sales	% of total	Sales	% of total	Sales	% of total
Net Sales	5,211	-	5,502	-	9,169	-	9,945	-	9,927	-	10,362	-	11,560	-	13,290	-
Finance	2,627	50%	3,172	58%	3,759	41%	4,752	48%	4,752	48%	5,409	52%	5,161	45%	5,630	42%
Consumer finance	891	17%	1,114	20%	1,350	15%	1,866	19%	1,260	13%	1,262	12%	1,276	11%	1,606	12%
Investment	1,693	32%	2,018	37%	2,217	24%	2,399	24%	2,776	28%	3,063	29%	3,016	26%	3,149	24%
Other (finance)	42	1%	39	1%	191	2%	486	5%	715	7%	1,083	10%	867	8%	873	7%
Wellness	1,609	31%	1,205	22%	3,539	39%	3,232	33%	3,258	33%	2,511	24%	4,352	38%	5,015	38%
Bricks & mortar	1,429	27%	1,035	19%	1,825	20%	1,472	15%	1,621	16%	663	6%	758	7%	376	3%
Medical	1	0%	1	0%	1,395	15%	1,537	15%	1,403	14%	1,645	16%	3,393	29%	4,426	33%
EC	177	3%	166	3%	318	4%	222	2%	232	2%	203	2%	200	2%	212	2%
Human talent	136	3%	260	5%	873	10%	897	9%	1,025	10%	1,221	12%	1,003	9%	998	8%
Others	839	16%	863	16%	997	11%	1,071	11%	892	9%	1,219	12%	1,043	9%	1,646	12%

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 prices are indexed to the unit prices of existing clients in FY04/2020, with the base value set at 100.

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