INFORICH

TSE Growth Market: 9338

FY2024 1Q Financial Results Briefing Material

May 14, 2024

FY2024 1Q
Financial Results Briefing Material

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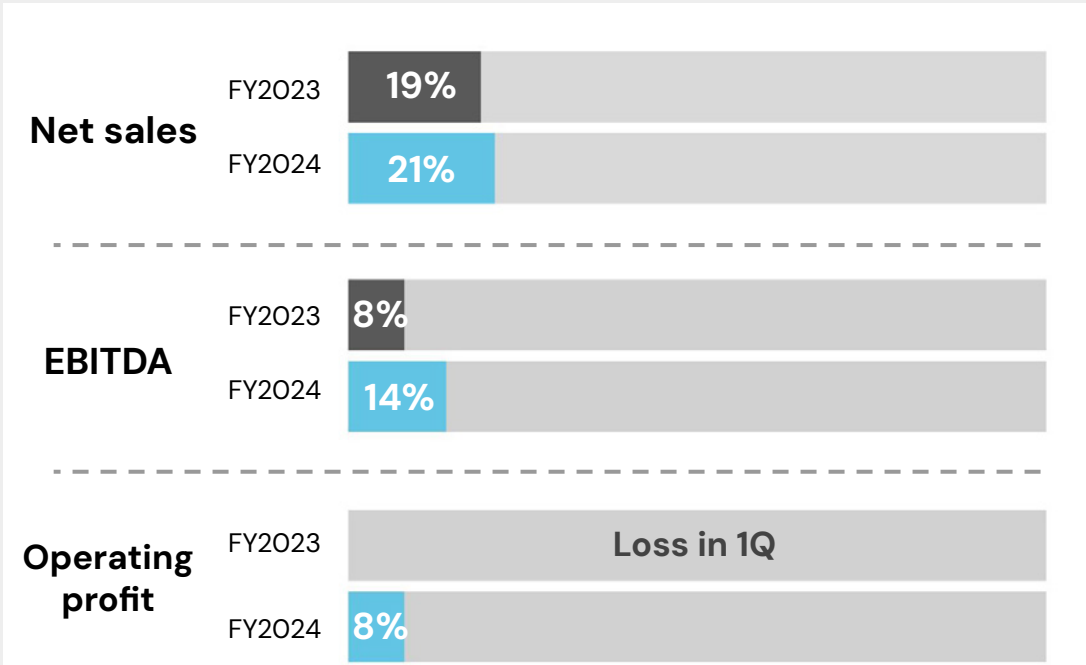
Net sales showed steady growth, up 45% YoY.
Compared to the actual progress rate as of 1Q of the previous fiscal year, the progress rate against earnings forecast was also higher.

FY2024 1Q Results

	Actual	YoY
Net sales	2,087 million yen	+45% (+644million yen)
EBITDA	353 million yen	+199% (+235million yen)
Operating profit	125 million yen	Turned profitable (+189million yen)

Rate of Progress Against Forecast/Comparison with Actual Progress Rate of Previous Fiscal Year



Net sales are up 45% YoY

Progress rate as of 1Q is higher than that in the previous fiscal year

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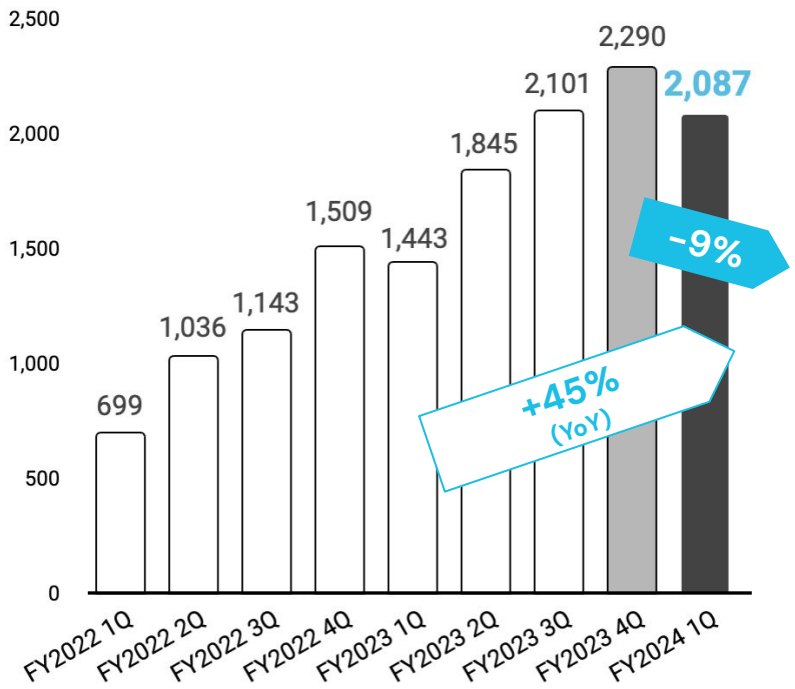
Seasonality (fewer events and reduced flow of people due to cold weather) became apparent in 1Q as initially expected.
The progress rate to the forecast is higher than last year, and future growth expected to meet the annual forecast.

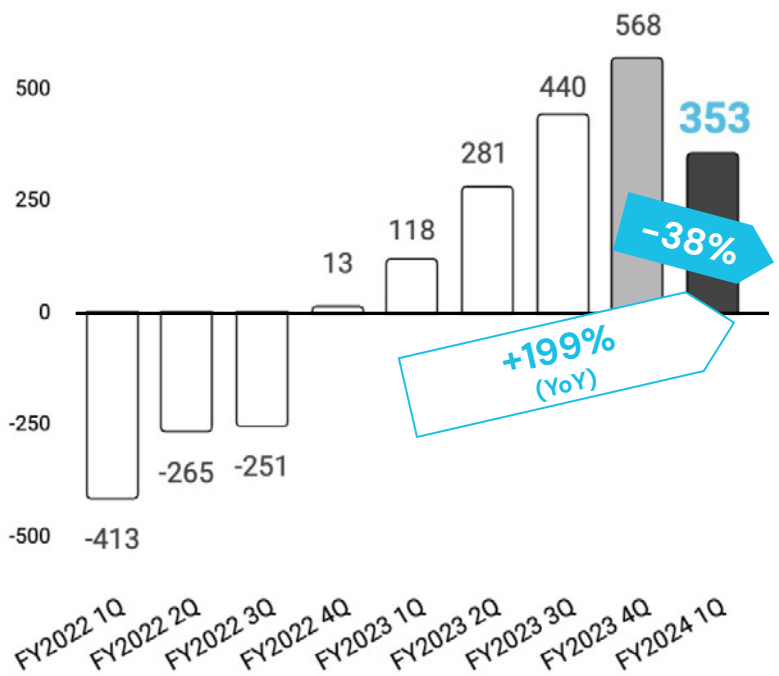
Net sales

Unit : Million yen



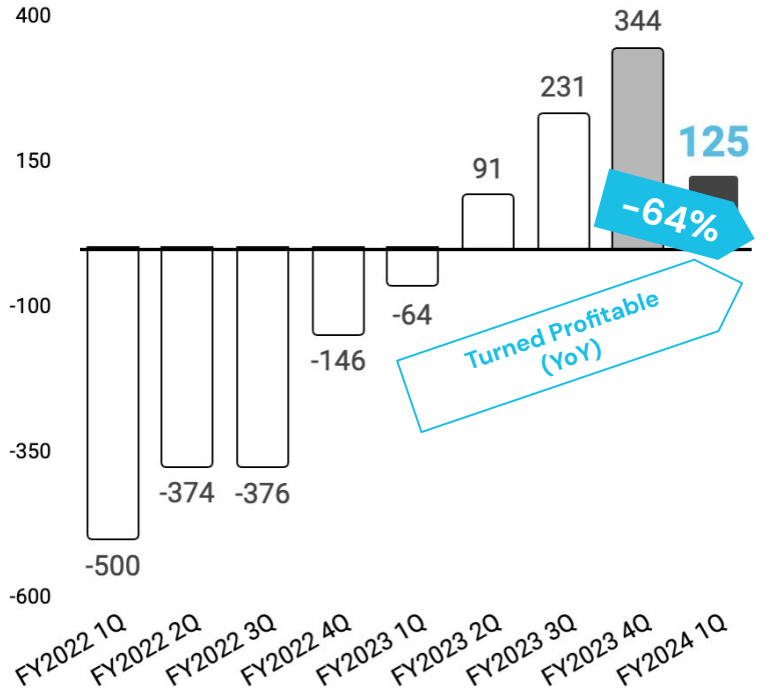
EBITDA

Unit : Million yen



Operating profit

Unit : Million yen



*EBITDA = operating profit + depreciation and amortization
*Figures before FY2022 2Q have not been audited or reviewed.

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Net sales decreased QoQ due to seasonality.
On the other hand, net sales steadily grew YoY, up by 45%, with continuous growth expected in 2Q.

Consolidated Statement of Income

Unit : Million yen

	Quarterly (1Q)					Progress rate against the forecast (actual for FY2023)		
	FY2023 1Q	FY2023 4Q	FY2024 1Q	YoY change	QoQ change	Full-year forecast	Progress rate against the forecast	Progress rate in FY2023 1Q
Net sales	1,443	2,290	**2,087**	+45 %	-9 %	10,011	**21 %**	19 %
EBITDA	118	568	**353**	+199 %	-38 %	2,576	**14 %**	8 %
Operating profit	-64	344	**125**	-	-64 %	1,635	**8 %**	- Due to loss, progress rates for operating profit and below are not shown
Operating profit margin	-4%	+15 %	**+6 %**	-	-9 pt	-	**-**	-
Ordinary profit	-85	257	**194**	-	-24 %	1,515	**13 %**	-
Profit attributable to owners of parent	-89	320	**99**	-	-69 %	1,514	**7 %**	-

*EBITDA = operating profit + depreciation and amortization
*Figures before FY2022 2Q have not been audited or reviewed.

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FY2024 1Q Financial Highlights : [Consolidated] Sales Breakdown (Quarter)

Domestic rental sales declined QoQ due to the decline in flow of people, but are expected to revive.
Overseas rental sales also declined QoQ due to decline in flow of people (out of town during the Chinese New Year).

Unit : Million yen

		FY2022 1Q	FY2022 2Q	FY2022 3Q	FY2022 4Q	FY2023 1Q	FY2023 2Q	FY2023 3Q	FY2023 4Q	FY2024 1Q	YoY change	QoQ change	Reason for change
Domestic sales	**Rental** including penalties and subscription	545	811	878	1,093	1,142	1,456	1,654	1,753	**1,651**	+45 %	-6 %	- YoY: An increasing trend continued due to a consistent increase in the number of users after the COVID-19 pandemic. - QoQ : QoQ: The number of rentals decreased due to seasonality, which reduces the flow of people in January and February.
	Advertising	8	7	7	24	7	7	8	30	**8**	+18 %	-71 %	- QoQ : Prioritized obtaining permission to develop and operate an automatic advertising admission system/4Q saw an upward swing with advertising demand at the end of the year.
	Other	1	1	5	7	12	8	12	14	**20**	+67 %	+43 %	- Increase in coupon sales
Overseas sales	**Rental**	90	145	214	237	245	267	314	339	**323**	+32 %	-5 %	- QoQ: Decrease in people flow in the city due to outbound travel and return trips during Chinese New Year in Hong Kong and China.
	Advertising ※1	3	4	3	5	9	9	11	5	**5**	-38 %	+1 %	- Due to the transition period before the comprehensive outsourcing of advertising space rights sales in Hong Kong to XGD from April 1 (disclosed on September 21, 2023).
	Sales to FCs/royalties	48	65	34	139	27	95	100	144	**77**	+186 %	-47 %	- YoY: Increase in sales commission of battery stands for Taiwan and increase in royalties from Taiwan. - QoQ: Volume of sales to Taiwan and Singapore was high in 4Q.
	Other	1	0	0	0	-	-	0	2	**0**	-	-77 %	- Decrease in maintenance-related services revenue.
Total		**699**	**1,036**	**1,143**	**1,509**	**1,443**	**1,845**	**2,101**	2,290	**2,087**	**+45 %**	**-9 %**	

*1 Representing sales to franchisees in Taiwan, Thailand, Singapore, and mainland China / *Figures before FY2022 2Q have not been audited or reviewed.

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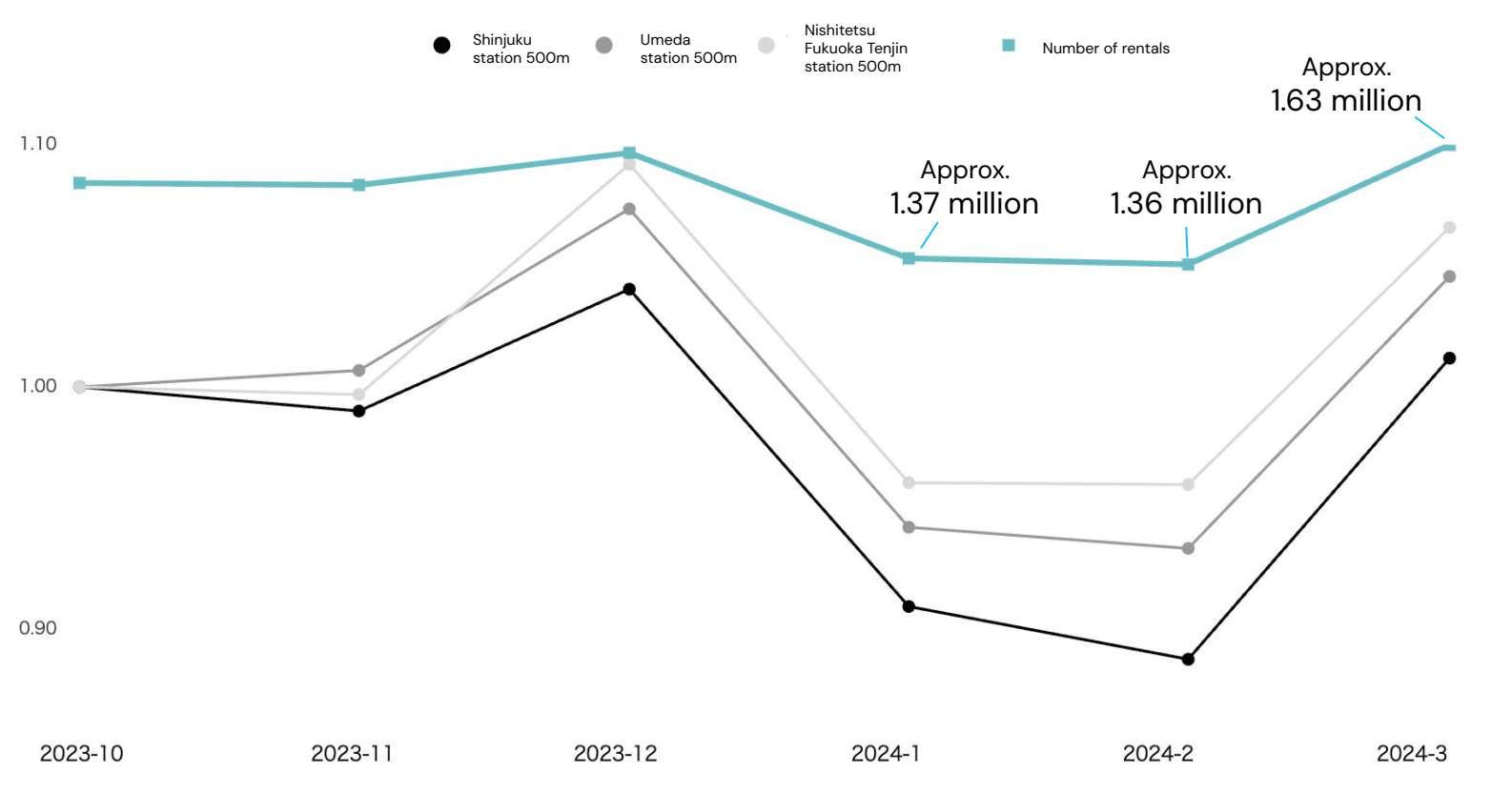
FY2024 1Q Financial Highlights : [Non-Consolidated] Relationship between Flow of People and Number of Rentals

The flow of people significantly decreases in Shinjuku, Umeda, and Fukuoka from January to February.
The number of rentals is roughly proportional to the flow of people.
While the number of rentals decreased in January and February compared to the end of last year,
the number recovered from March, reaching a record high.

Relationship between Flow of People and Number of Rentals



- The graph is based on the rate of change for each month, with the flow of people as of October as 1.

[Flow of people]
- Increased significantly in December partly due to year-end parties and other events.

- Decreased across the country in January and February due to the cold weather and fewer events than at the end of the year.

- In March, recovered to a level close to that of December.

[Number of rentals]
- Declined in January and February due to a decrease in the flow of people. Those are months with the least number of rentals in a year.

-With the flow of people recovering in March, the number of rentals reached an all-time high.

*Data provision: "KDDI Location Analyzer" by KDDI, Giken Shoji International Co., Ltd.
*The data was compiled for au smartphone users who gave individual consent, and processed in a manner that does not allow identification of individuals.

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FY2024 1Q Financial Highlights : [Consolidated] Cost Breakdown (Quarter)

Fixed costs increased due to the expansion of business lines,
and profit margin decreased temporarily due to lower sales caused by seasonality.
Cost efficiency is expected to improve again with the recovery in the flow of people and the number of rentals in 2Q onward.

Unit : Million yen

		FY2022 1Q	FY2022 2Q	FY2022 3Q	FY2022 4Q	FY2023 1Q	FY2023 2Q	FY2023 3Q	FY2023 4Q	FY2024 1Q	YoY change	QoQ change
Net sales		**699**	**1,036**	**1,143**	**1,509**	**1,443**	**1,845**	**2,101**	**2,290**	**2,087**	**+45 %**	**-9 %**
Cost of sales		**253**	**297**	**371**	**461**	**389**	**475**	**522**	**545**	**491**	**-2 %**	**-10 %**
	Purchases	82	76	124	127	66	123	136	138	89	+34 %	-35 %
	Commission expenses	41	67	78	98	94	115	128	129	110	+13 %	-14 %
	Depreciation	86	105	115	162	178	185	204	219	221	+6 %	+1 %
	Other	43	47	53	71	50	50	52	58	69	+22 %	+19 %
SG&A expenses		**946**	**1,113**	**1,148**	**1,194**	**1,118**	**1,278**	**1,347**	**1,400**	**1,470**	**+13 %**	**+5 %**
	Payroll & subcontracting	336	428	368	445	375	433	465	522	565	+12 %	+8 %
	Installation fee	225	239	253	234	283	281	284	292	294	+11 %	+1 %
	Revenue share	63	92	101	119	149	170	199	214	210	+18 %	-2 %
	Rounder (battery replenishment) & call center	82	102	96	120	106	127	117	121	111	+23 %	-8 %
	Advertising & marketing	54	87	132	102	24	60	67	50	49	-25 %	-2 %
	Other	183	163	196	171	178	205	213	200	239	+15 %	+20 %
Operating profit		**-500**	**-374**	**-376**	**-146**	**-64**	**91**	**231**	**344**	**125**	**-**	**-64 %**

*Figures before FY2022 2Q have not been audited or reviewed.

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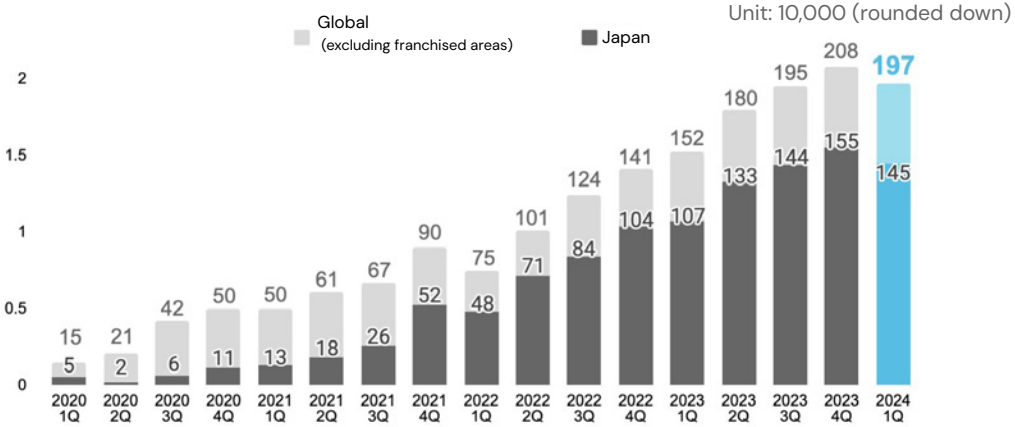
FY2024 1Q Financial Highlights: [Consolidated] Progress of Main KPIs

Number of monthly rentals (average for each quarter)

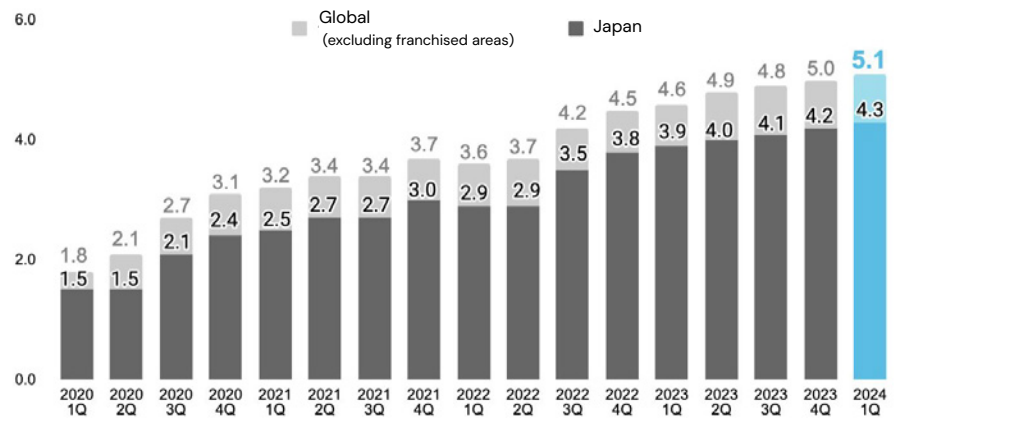
Unit: 10,000 (rounded down)



The average number of users decreased due to the 1Q seasonality, which also decreased the number of rentals.

Cumulative number of machines installed (end of each quarter)

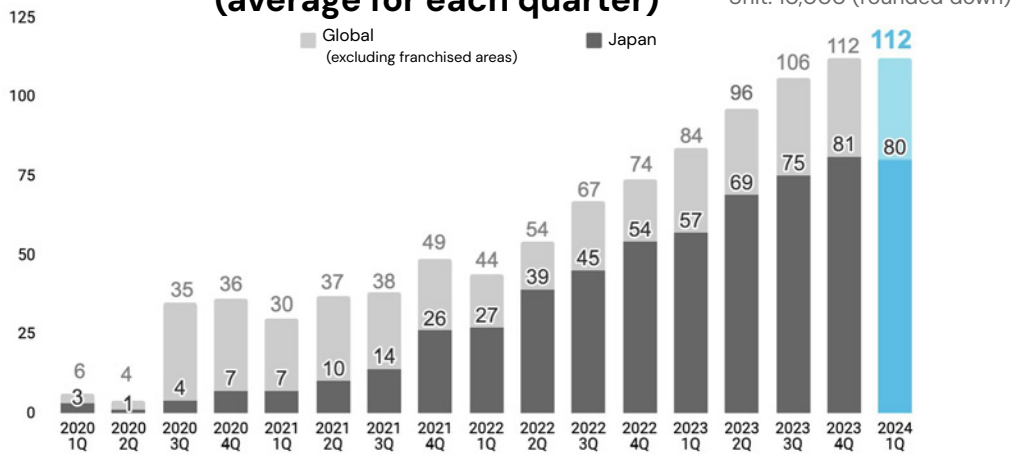
Unit: 10,000 (rounded down)



While pressing ahead with installation, removed stands that are not economically profitable.

Number of monthly active users (average for each quarter)

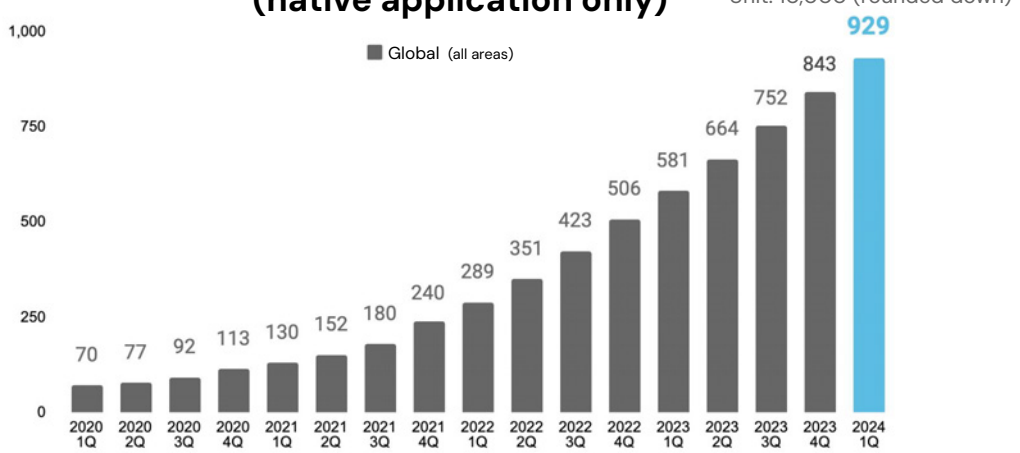
Unit: 10,000 (rounded down)



The number of active users remained strong as the habituation of existing users has accelerated.

Cumulative downloads (native application only)

Unit: 10,000 (rounded down)



Global downloads exceeded 9 million.

*Monthly active users: Users who use the service at least once a month (FY2020 1Q and 2Q data do not include data for China.)

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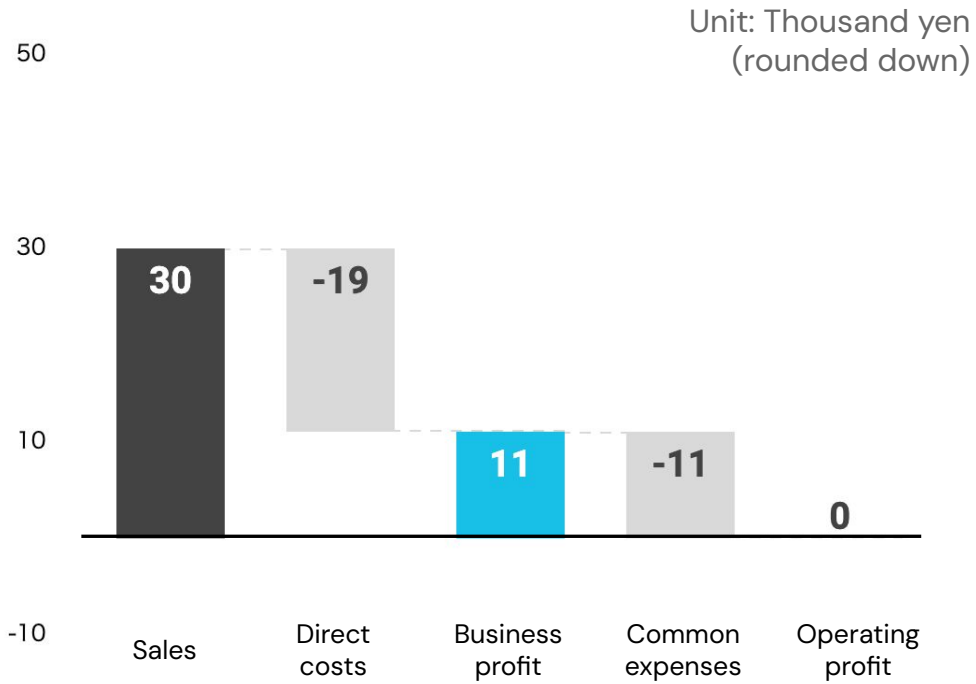
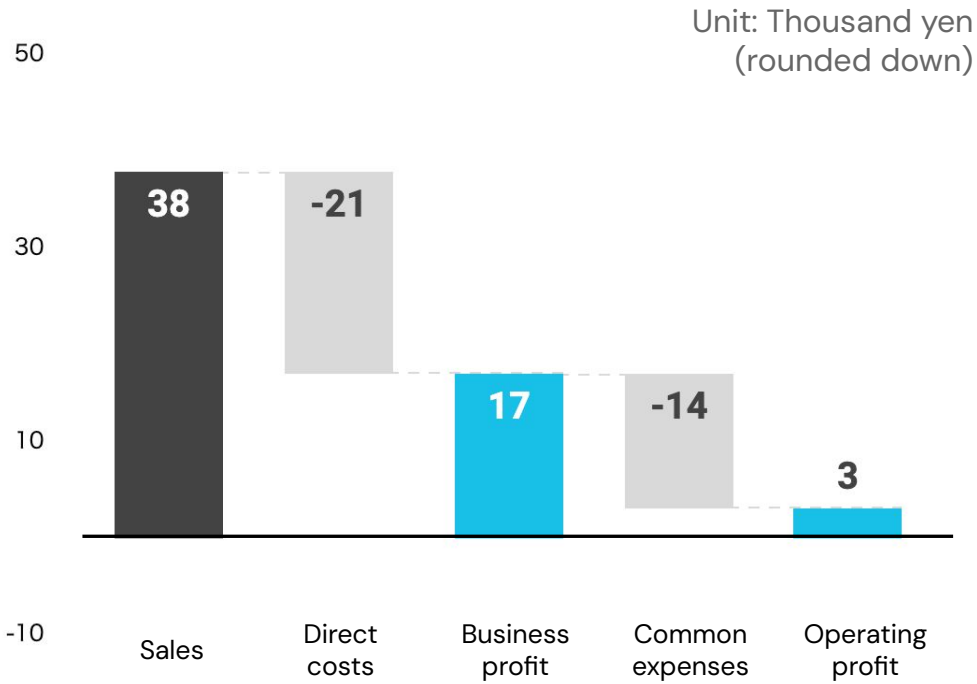
Per-unit sales steadily increased YoY.
Although common expenses increased due to hiring of employees and increase in subcontracting expenses for operational efficiency, per-unit economics continued to remain profitable.

FY2023 1Q per-unit economics



FY2024 1Q per-unit economics



*Sales = rental sales (subscription are included) + advertising sales
*The FY2023 1Q figures have changed from previous disclosures due to a revision in the unit amount calculation method (from amount at the end of period to average amount).
*The costs of acquiring shares in Ezycharge are not included in common expenses because they are unrelated to the current unit economics.

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FY2024 1Q Financial Highlights: [Consolidated] Changes in Per-unit Economics (Breakdown)

Operating profit per unit continued to increase YoY due to higher rental sales and cost controls.
On QoQ basis, profit margin declined due to decreased sales in January and February caused by seasonality and increased expenses related to BPR, etc., but sales recovered in March.
Profit margin is expected to improve along with sales in 2Q onward.

Unit: Thousand yen (rounded down)

			FY2022 1Q	FY2022 2Q	FY2022 3Q	FY2022 4Q	FY2023 1Q	FY2023 2Q	FY2023 3Q	FY2023 4Q	FY2024 1Q	YoY change	QoQ change	Reason for change (QoQ)
Salse		Rental sales	17.2	25.9	27.4	30.1	30.0	35.9	39.8	41.6	**38.6**	+29%	-7%	- Rental demand decreased as a result of the decrease in the flow of people due to seasonality.
		Advertising sales	0.3	0.3	0.2	0.6	0.3	0.3	0.4	0.7	**0.2**	-21%	-60%	- Increased due to advertising demand at the end of the year. - Employees are being allocated to the development of an automatic advertising admission system.
Direct costs	Variable costs	Commission expenses	1.1	1.8	1.9	2.2	2.0	2.4	2.6	2.5	**2.1**	+6%	-16%	- Fees were reduced as negotiations with settlement operators became possible due to an increase in the number of transactions.
		Other variable costs	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	**0.1**	-10%	-35%	- System usage fees were reduced.
		Revenue share	1.7	2.5	2.5	2.7	3.2	3.5	4.0	4.2	**4.1**	+27%	-3%	- Increased/decreased with the fluctuations of rental sales.
		Rounders	1.3	1.5	1.5	1.9	1.7	2.1	1.8	1.9	**1.7**	+4%	-10%	- The number of cases handled decreased as a result of a decrease in the number of rentals.
		Call center	0.9	1.2	0.8	0.7	0.6	0.5	0.5	0.4	**0.4**	-30%	-9%	- Implemented cost optimization. - Effect of curbing the increase in the number of support cases by improving FAQs, etc.
		Total variable costs	5.2	7.2	7.0	7.9	7.7	8.7	9.1	9.4	**8.6**	+11%	-9%	
	Fixed costs	Depreciation	2.3	2.8	2.8	3.6	3.8	3.8	4.1	4.3	**4.3**	+13%	-0%	- Purchase cost decreased.
		SIM card costs	0.7	0.7	0.6	0..5	0.5	0.6	0.5	0.5	**0.6**	+9%	+17%	- Changed operations to purchasing multiple types of SIMs to ensure redundancy.
		Other fixed costs	0.2	0.3	0.5	0.8	0.3	0.3	0.3	0.4	**0.6**	+63%	+40%	- Repaired battery stands. - Delivery volume of batteries and stands increased.
		Installation fee	6.1	6.5	6.3	5.3	6.1	5.8	5.7	5.8	**5.7**	-6%	-1%	- The percentage of sites requiring installation fees (convenience stores, railway stations) decreased.
		Advertising & marketing	1.4	2.3	3.3	2.3	0.5	1.2	1.3	1.0	**0.9**	+81%	-4%	- Advertising & marketing costs in FY2023 1Q tended to be suppressed. - Continued steadily with organic growth.
		Sales Commision	0.6	0.0	0.4	0.2	0.2	0.4	0.4	0.4	**0.3**	+54%	-19%	The number of installations eligible for incentive payments to the locations or some agents varies from quarter to quarter.
		Total fixed costs	11.6	12.6	14.2	12.9	11.6	12.3	12.6	12.5	**12.6**	+8%	+1%	
Common expenses			13.4	16.2	13.6	13.7	11.7	12.8	13.2	13.9	**14.6**	+24%	+4%	- Subcontracting expenses increased for streamlining operations or BPR (business process reengineering).
Operating profit			-12.8	-9.9	-7.3	-3.7	-0.8	2.3	5.1	6.4	**3.1**	-	-51%	

* Rentals sales = calculated by including rentals through subscription / *The gray area is the cost of sales. Others are SG&A expenses. / *Figures before FY2022 2Q have not been audited or reviewed.

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Supplement

FY2024 1Q Financial Highlights: [Consolidated] Changes in Per-unit Economics (Breakdown/Details)

Operating profit per unit continued to increase YoY due to higher rental sales and cost controls.
On QoQ basis, profit margin declined due to decreased sales in January and February caused by seasonality and increased expenses related to BPR, etc., but sales recovered in March.
Profit margin is expected to improve along with sales in 2Q onward.

Unit: Thousand yen (rounded down)

			FY2022 1Q	FY2022 2Q	FY2022 3Q	FY2022 4Q	FY2023 1Q	FY2023 2Q	FY2023 3Q	FY2023 4Q	FY2024 1Q	YoY change	QoQ change	Description
Salse		Rental sales	17.2	25.9	27.4	30.1	30.0	35.9	39.8	41.6	**38.6**	+29%	-7%	- Revenue from rentals, including penalty fees and subscriber usage fees
		Advertising sales	0.3	0.3	0.2	0.6	0.3	0.3	0.4	0.7	**0.2**	-21%	-60%	- Advertising revenue from banners on signage and app
Direct costs	Variable costs	Commission expenses	1.1	1.8	1.9	2.2	2.0	2.4	2.6	2.5	**2.1**	+6%	-16%	- Fee paid to payment services - Proportional to sales
		Other variable costs	0.1	0.1	0.1	0.2	0.1	0.1	0.1	0.1	**0.1**	-10%	-35%	- Server and other system usage fees
		Revenue share	1.7	2.5	2.5	2.7	3.2	3.5	4.0	4.2	**4.1**	+27%	-3%	- Sales commission and revenue share paid to some agencies/installation locations. Proportional to sales
		Rounders	1.3	1.5	1.5	1.9	1.7	2.1	1.8	1.9	**1.7**	+4%	-10%	- Costs of securing staff to address uneven distribution of batteries - Varies depending on the number of installations and utilization
		Call center	0.9	1.2	0.8	0.7	0.6	0.5	0.5	0.4	**0.4**	-30%	-9%	- Costs for customer support
		Total variable costs	5.2	7.2	7.0	7.9	7.7	8.7	9.1	9.4	**8.6**	+11%	-9%	
	Fixed costs	Depreciation	2.3	2.8	2.8	3.6	3.8	3.8	4.1	4.3	**4.3**	+13%	-0%	- Batteries depreciated over 3 years and stands over 5 years - Maintenance/replacement is performed when necessary regardless of depreciation period with no simultaneous replacement every 3/5 years
		SIM card costs	0.7	0.7	0.6	0..5	0.5	0.6	0.5	0.5	**0.6**	+9%	+17%	- SIM cards used in battery stands - Incurring costs due to the installation
		Other fixed costs	0.2	0.3	0.5	0.8	0.3	0.3	0.3	0.4	**0.6**	+63%	+40%	- Cost of delivery of stands and batteries - Costs associated with sending SMS
		Installation fee	6.1	6.5	6.3	5.3	6.1	5.8	5.7	5.8	**5.7**	-6%	-1%	- Fixed costs paid to certain installation locations such as convenience stores and railway stations
		Advertising & marketing	1.4	2.3	3.3	2.3	0.5	1.2	1.3	1.0	**0.9**	+81%	-4%	- Campaign and advertising costs to grow the number of ChargeSPOT users/rentals
		Sales Commision	0.6	0.0	0.4	0.2	0.2	0.4	0.4	0.4	**0.3**	+54%	-19%	- Incentives for agents/installation locations - Varies depending on the number of installations to which incentives are paid
		Total fixed costs	11.6	12.6	14.2	12.9	11.6	12.3	12.6	12.5	**12.6**	+8%	+1%	
Common expenses			13.4	16.2	13.6	13.7	11.7	12.8	13.2	13.9	**14.6**	+24%	+4%	Personnel expenses and other expenses excluding direct costs of the ChargeSPOT business
Operating profit			-12.8	-9.9	-7.3	-3.7	-0.8	2.3	5.1	6.4	**3.1**	-	-51%	

* Rentals sales = calculated by including rentals through subscription / *The gray area is the cost of sales. Others are SG&A expenses. / *Figures before FY2022 2Q have not been audited or reviewed.

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Increases were seen in cash from operating activities and in business assets.
Current liabilities also increased as user deposits grew due to business expansion abroad.

Consolidated balance sheet

Unit：Million yen

	FY2023 4Q end	FY2024 1Q end	Change	Main reason
Current assets	5,931	**6,800**	+869	- Cash and deposits increased due to the impact of an increase in free cash flows, including cash inflow from operating activities, and an increase in borrowings for purchasing business assets.
Cash and deposits	4,831	**5,801**	+970	- Impact of an increase in free cash flows, including cash inflow from operating activities, and an increase in borrowings
Non-current assets	2,822	**2,822**	+0	
Total assets	8,753	**9,623**	+889	
Current liabilities	4,898	**5,561**	+663	- Increase in borrowings to purchase business assets. - An increase in contract liabilities (mainly user deposits incurred when settling payments through WeChat Pay in Hong Kong) associated with business expansion abroad.
Non-current liabilities	773	**824**	+50	
Net assets	3,081	**3,237**	+155	- Impact of net income or loss

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FY2024 1Q Topics： Agenda



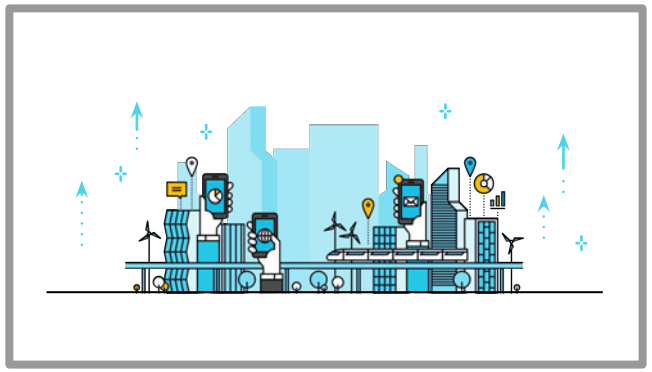
New installation
/expanded installation

Ezycharge

Acquisition of shares of Ezycharge
(Australia)



Start of franchising in
Vietnam and Macao



Installation in corporation
with tourist destinations



Efforts for strengthening
governance

unerry × INFORICH

Initiatives for smart city

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FY2024 1Q Topics： New Installation/Expanded Installation of ChargeSPOT

Many new users were acquired as progress was made in installing machines at facilities with a large flow of people and facilities directly connected to stations.
Continued with installation at existing locations, and a total of 1,588 units (new and expanded installation combined) were installed in 1Q.

New installation/expanded installation (excerpt)

Seicomart

Hotel Metropolitan

JR East Hotel Mets

JR East Urban Development Corporation

Vantelin Dome Nagoya

Sanyo Electric Railway

KINTETSU RETAILING

Expanded installation
Kintetsu Railway

Grand Front Osaka

Expanded installation
Toyoko Inn

*Company and facility names mentioned are trademarks of their respective companies.

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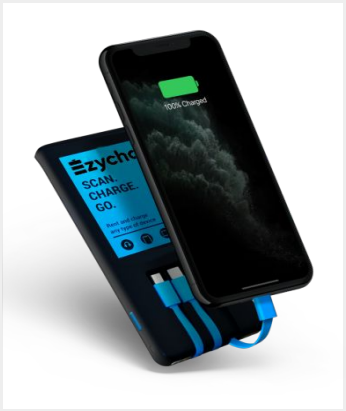
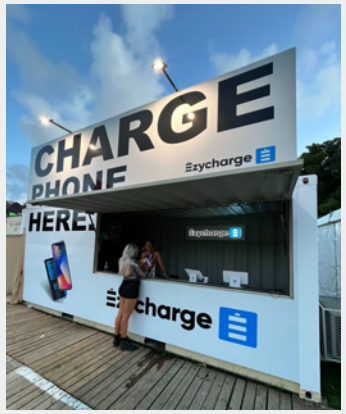
FY2024 1Q Topics: Acquisition of Shares of Ezycharge (Australia)

On March 21, 2024, the Company announced the acquisition of shares of Ezycharge, a mobile battery sharing operator in Australia.
It acquired 51% of the shares and plans to include in consolidation in 2Q onward.

About Ezycharge







Ezycharge operates about 2,000 units in Australia. It has a 90% market share and is already profitable.
The company's main focus is on AtoA rentals, but it will create a situation where AtoB use is possible by increasing the installation density by leveraging ChargeSPOT's knowledge.
Since contactless payment is prevalent in Australia, the terminal features a tap payment panel.
We will continue using the Ezycharge terminals for the time being while considering future integration.
Ezycharge's strength lies in its rental operations at music events, etc., which provide services more than approximately 30 times a year.
Ezycharge's knowledge will also be utilized at events in Japan in the future.

Characteristics of the Australian Market

- With a large number of young people and immigrants, population growth is expected
  ＝**Growth market**
- Mobile battery sharing market is still underdeveloped
  ＝**There is room for market formation** **by INFORICH and Ezycharge**
- Cashless payments are the mainstream
  ＝Smartphones are becoming increasingly infrastructural
  ＝**High need for charging while on the go**
- High awareness of environmental conservation
  ＝**Compatible with sharing services**
- Western culture is mainstream despite being in Oceania
  ＝INFORICH's first foray into the Western region
  ＝**Verification of localization** **for future expansion in Europe and the U.S.** **can be performed**

※ AtoA：AtoA: Refers to when the rental location and the return location are the same
※ AtoB：AtoB: Refers to when the rental location and the return location are different

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FY2024 1Q Topics: Start of Franchising in Vietnam and Macao

On January 25, 2024, a franchise agreement was signed with CSoft for expansion in Vietnam.
Aims to roll out services within the year.
A franchise agreement was signed in Macao on February 1, and the service rollout has already started.

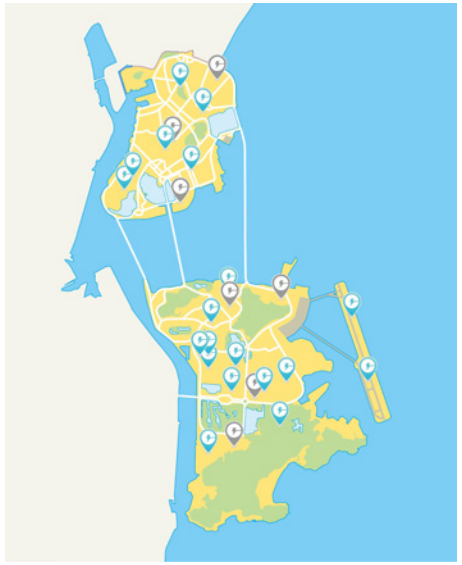
Conclusion of an agreement for franchising in Vietnam

Centurysoft International Limited: A leading game developer/publisher with offices in Hong Kong, Shanghai, and Vietnam.

Founded in 2006, the company now has over 50 professionals in three offices. It has extensive experience in working with a variety of platforms throughout Asia, including China, Hong Kong, Taiwan, Macao, and Vietnam.

Preparations are underway to begin service rollout by the end of 2024.
Vietnam is ranked 10th in the world for smartphone penetration rate after Japan, which is assumed to have a high affinity with the battery sharing business.

Start of franchising in Macao





Rollout started in February in Macao and 30 stands are currently installed.
Macao has a population of approximately 680,000 people,
yet attracts approximately 30 million tourists annually.
We will develop demand through installation in locations that are also convenient for tourists.

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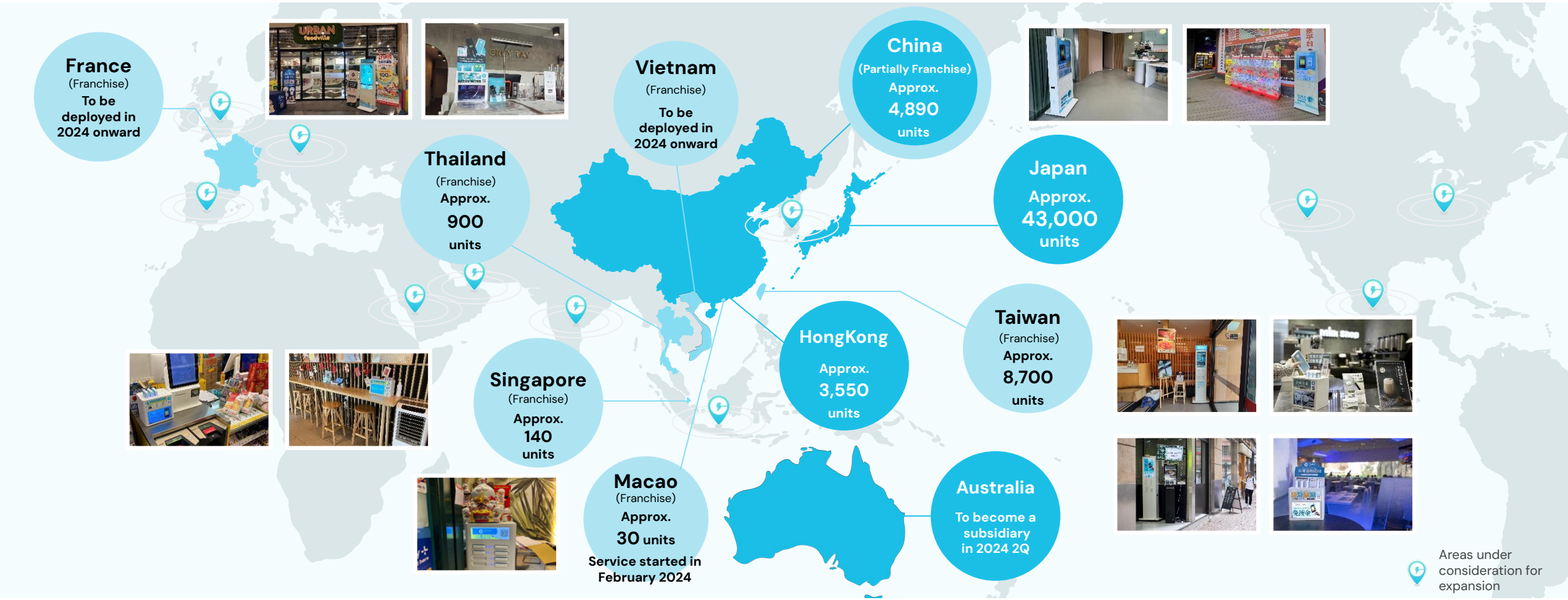
Outside Japan, service has been available in Mainland China and Hong Kong through our subsidiaries.
In addition, we operate franchises in Taiwan, Thailand, France, Singapore, Macao, and Vietnam.



*The number of units is as of March 2024.
*In Australia, the service is provided under the separate brand "Ezycharge."

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FY2024 1Q Topics: Efforts to Strengthen Governance (Introduction of Performance-Linked Stock Compensation System/Election of New External Director)

The General Meeting of Shareholders was held on March 28, 2024, and all proposals were approved.
The decision was made to introduce a performance-linked stock compensation system for directors.
Kenichi Hoshi was newly appointed as an external director.

Introduction of Performance-Linked Stock Compensation System for Directors

Evaluation index Specific target amount	Market capitalization 100 billion yen
Standard number of stocks (number of units)	Standard number of stocks = standard remuneration amount based on the roles and responsibilities of the subject director / Standard stock price
Calculation method of standard stock price	Target market capitalization / Total number of issued shares as of the end of December 2023 = 100 billion yen / 9,379,775 shares ≒ 10,661 yen
Determination of target achievement	Market capitalization = Market value of the Company's shares in the month of determination x Total number of issued shares as of the end of December 2024
Month of determination	February 2025 (the month when the financial results for the fiscal year ending December 2024 are finalized)
Valuation method of the market value of the Company's shares	Average closing price of the Company's common stock on the Tokyo Stock Exchange on the last five business days of the month of determination

The system was introduced to further reinforce efforts to improve corporate value over the medium to long term and to promote further value sharing with shareholders

Appointment of Kenichi Hoshi as New External Director



-Career-

He joined JUKI CORPORATION in 1989.
After serving as President of MISUMI (THAILAND) CO., LTD. since 2005, he joined Amazon Japan G.K.'s management team in 2008 and was responsible for their retail, marketplace, and B2B Divisions.
He became COO of Oisix ra daichi Inc. and External Director of POP SICLE inc. in 2020, External Director of Medley, Inc. in 2021, and a part-time lecturer at Tokai University in 2023.
Currently, he serves as External Director of AI inside Inc., SocialGood Inc., and GROOVE Inc., President of kenhoshi & Company, and Advisory Board Member for Shizuoka Prefecture.
He was appointed External Director of INFORICH in March 2024.

-Comment from Akiyama, Representative Director, President of INFORICH-

We eagerly anticipate the significant impact of his extensive experience and knowledge in global management and operations, gained from working at Amazon Japan and other companies, on our company's future expansion.
Together with Mr. Hoshi, we will firmly realize INFORICH's envisioned medium-term management plan and build a future beyond it.

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FY2024 1Q Topics: Installation of Battery Stands in Cooperation with Tourist Destinations

Actively install battery stands at tourist destinations in cooperation with tourist associations and local governments.
The stands have been utilized to promote tourism through improved convenience, etc.



Sapporo

1Q achievements

- Installed the stands at the venue of the Snow Festival with the cooperation of Sapporo Tourist Association, The Hokkaido Shimbun Press, STV The Sapporo Television Broadcasting, Hokkaido Coca-Cola Bottling.
- Installed them aiming to improve convenience and encourage the flow of people to the venue.
- Also conducted PR activities for ChargeSPOT on the special stage.

Kyoto

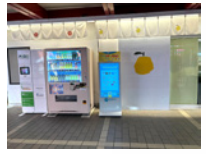
- Concluded an agency agreement with Arashiyama Shopping Street Association.
- Installed stands at 25 locations via the association.
- Part of the sales from the stands are paid to the association as a revenue share, which is to be used for the association's operating expenses.




Fukuoka

- Already installed stands at Fukuoka Tower and other tourist destinations.
- Installed stands at Dazaifu station and other stations near sightseeing destinations performed well.





Matsushima

- Installed stands at Matsushima Rikyu and Matsushima Rikyu Uminoeki, with Matsushima Town Hall and Matsushima Tourism Association as contact points.
- The stands have been utilized to promote Matsushima, one of Japan's three most scenic spots. Their signage shows the timetable of the sightseeing boats.




Fujisawa





- With the Tourism Division of Fujisawa City as contact points, stands are installed in anticipation of events at Enoshima Samuel Cocking Garden.
- Installed stands at Fujisawa City Tourist Center, Katase Enoshima Tourist Information Center, and Enoshima Sea Candle.

Ise

- With Ise City Tourism Association as a contact point, installed stands throughout Ise City.
- Installed stands at 10 locations around Okage Yokocho and Ise Jingu.
- Installed stands at nearby Kintetsu station. 1Q achievements
- Conducted an excursion project using signage on ChargeSPOTs.

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FY2024 1Q Topics: Smart City Initiatives: Demonstration Experiment on the Effects of Signage Utilization to Facilitate Circulation of People

In collaboration with Unerry, Inc., we implemented an experiment to measure the effect of utilizing ChargeSPOT signage to facilitate behavior change.
Improvement in the circulation of people when using signage was verified.
We will continue utilizing signage to create a smart city going forward.

Experiment Overview

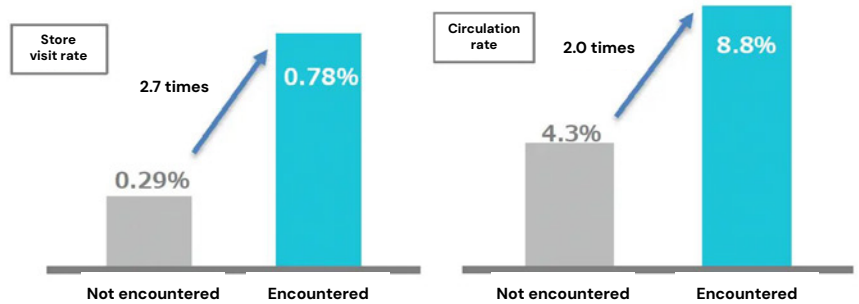


Excerpt from a release by unerry, Inc.
(https://www.unerry.co.jp/news/be-smart-tokyo-r5/)

INFORICH participated in implementing services in the “City Media” field of the “Be Smart Tokyo” project and provided media services for the city to appeal to the city as well as its service and promote behavior change. “Be Smart Tokyo” is a Tokyo Metropolitan Government project to promote smart service implementation and unerry is chosen as a promoter.

Aiming to increase the number of people in the Toshimaen area, we distributed city exploring content through signage placed in stations and facilities near the stations.

Experiment Results



Measured period: Jan. 24 - Feb. 25, 2024
Target: People who stayed one minute or longer at one of the 30 stations including Nerima Station.
Data provision: Unerry, Inc.

Target store visit rate of people who encountered digital signage advertisement at a station was 0.78%, which is 2.7 times more than those who haven’t encountered such (0.29%).

Circulation rate at target stores was 8.8% for those who encountered it, which is two times higher than 4.3% for those who did not encounter it.
Advertising effect of “ChargeSPOT” signage was proved.

We will continue to explore the utilization of signage for promoting tourism through improving the walkability of the city, as well as for smart city initiatives, aiming to enhance the value of signage.

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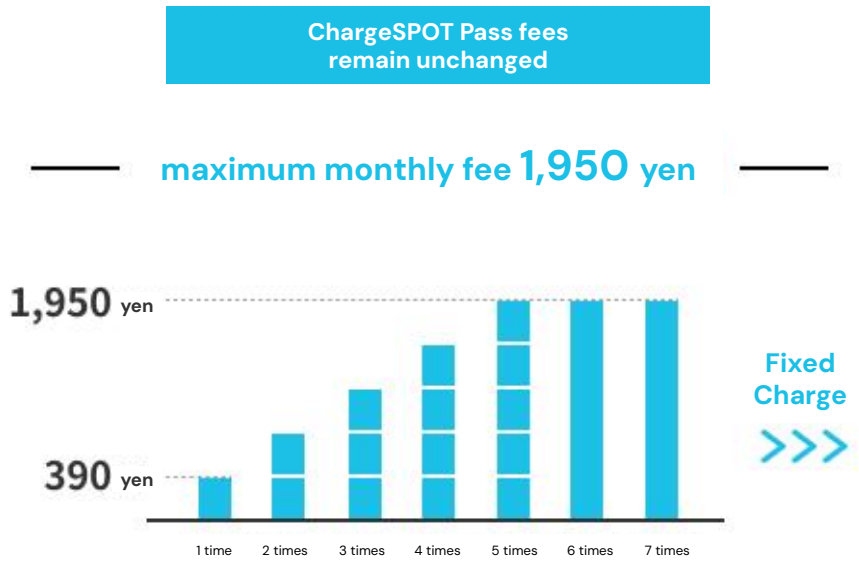
Supplement : About the price revision

To respond to the battery shortage caused by the increase in number of rentals,
a price revision is scheduled to take effect on July 1, 2024.
For a rental of more than 30 minutes but less than 1 hour, the fee will be reduced from 360 yen to 330 yen.

The pricing system from 9:00 on July 1, 2024





The tier of usage fee for rentals less than 30 minutes will be discontinued.
For short term rentals less than 1 hour, the price will be lower than before.
By encouraging shorter rental times, we aim to improve the battery turnover.

The ChargeSPOT Pass fees will remain unchanged,
aiming to make it easier for everyday use.
The subscribers can rent up to 120 hours at 390 yen per time,
with a maximum monthly fee of 1,950 yen.

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INFORICH

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Appendix： Company Profile

Company name	INFORICH INC.
Head office address	A-6A, 6-31-15 Jingumae, Shibuya-ku, Tokyo
Representative	Hironobu Akiyama (Stephen Chan)
Established	September 2, 2015
Listed market	Tokyo Stock Exchange Growth Market (securities code: 9338)
Share capital	Share capital: 2,774,944,085 yen (including legal capital surplus, as of March 31, 2024)
Number of employees	Non-consolidated: 128, Consolidated: 242 (including temporary employees, as of March 31, 2024)
Sales offices	Japan: 7 locations Overseas: 2 locations (Guangzhou, Hong Kong)
Affiliated companies	INFORICH ASIA HOLDINGS LIMITED / INFORICH ASIA HONG KONG LIMITED Inforich (Guangzhou) Technology Company Limited CHARGESPOT MARKETING, INC.

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Representative Director, President & CEO (Founder)

Hironobu Akiyama (Stephen Chan)

Born in Hong Kong and raised in Japan, he was active as a trilingual artist at Universal Music in 2007. In 2012, he relocated to Hong Kong, where he served as an advisor to the Hong Kong representative office of Fukuoka Prefecture. Additionally, he held the position of the head of the overseas business office during the establishment of IGNIS Co., Ltd., which successfully listed on Mothers section of the TSE in 2014. In 2015, he founded INFORICH Co., Ltd. and is currently dedicated to the global development of ChargeSPOT.



Director & COO

Tomonori Takahashi

As a system engineer and project manager at LUXIAR Co., Ltd., he developed a workflow management system. In 2012, he joined Velocity Co., Ltd., an e-commerce platform specializing in smartphone accessories. Subsequently, he co-founded FOTOfwd, which has since been acquired by the PicSPOT business of INFORICH, and he continues to be involved to the present day.



Director & CFO

Yuki Hashimoto

A Certified Public Accountant from Japan, he started his career at Deloitte Touche Tohmatsu LLC, providing statutory audit, J SOX, and IPO preparation support to a variety of industries, such as retail, restaurants, advertising, and IT startups. After taking charge of book closing, timely disclosure, subsidiaries and investment control at a listed company, he joined the FinTech subsidiary of Mercari Co., Ltd., Merpay. In his role, he was responsible for business planning, budget management, and developing management accounting. He joined INFORICH in December 2019 to oversee the domestic corporate division.



Independent Director

Eriko Suzuki

Investor and ESG consultant in sustainability, well-being, and Web3 fields, she has participated in founding Japan's first ESG focused venture capital, MPower Partners, as a managing director, and has led several other VCs. She has engaged in global M&A and IPO operations in the investment banking division of Morgan Stanley. Furthermore, she launched a Japanese subsidiary of an American drone venture and became the Japan representative. She is also the author of the book “From Now On, the Way We Live Will Become the Way We Work” (April 2018, Yamato Shobo), and the translator of the book “Mission Economy: The Time Has Come to Create a 'New Capitalism' with the Country and the Company” (December 2021, NewsPicks Publishing). Additionally, she is a mother of two children.



Independent Director

Koichi Tsunoda

After graduating from UC Berkeley, he engaged in M&A execution and fundraising advisory work at a foreign investment bank. Subsequently, he joined an education-related startup as CFO. In 2017, he was appointed CFO of Yappli, Inc. After taking office as director in 2018, he served as special officer of the company through the end of 2023. Since 2022, he has held the position of Outside Director of C Channel Co., Ltd. and INFORICH INC.



Independent Director

Kenichi Hoshi

He joined JUKI CORPORATION in 1989.
After serving as President of MISUMI (THAILAND) CO., LTD. since 2005, he joined Amazon Japan G.K.’s management team in 2008 and was responsible for their retail, marketplace and B2B Divisions.
He became COO of Oisix ra daichi Inc. and External Director of POP SICLE inc. in 2020, External Director of Medley, Inc. in 2021, and a part-time lecturer at Tokai University in 2023.
Currently, he serves as External Director of AI inside Inc., SocialGood Inc., and GROOVE Inc., President of kenhoshi & Company, and Advisory Board Member for Shizuoka Prefecture.
He was appointed External Director of INFORICH in March 2024.

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INFORICH

Mission Statement

Bridging Beyond Borders

垣根を越えて、世界をつなぐ。

超越界限，连接全求。

We discover boundless possibilities within diverse individuals, objects, and experiences.

By igniting their evolution into values that transcend various boundaries, we forge an unyielding bridge connecting the world and the generations.

Our aim is to shape a society of unparalleled convenience and abundance on the other side of this bridge.

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CHARGE SPOT



Appendix： Business Overview

Japan's first digital signage equipped mobile battery sharing service ChargeSPOT is the gateway to overall location services

Borrow anywhere,



return anywhere

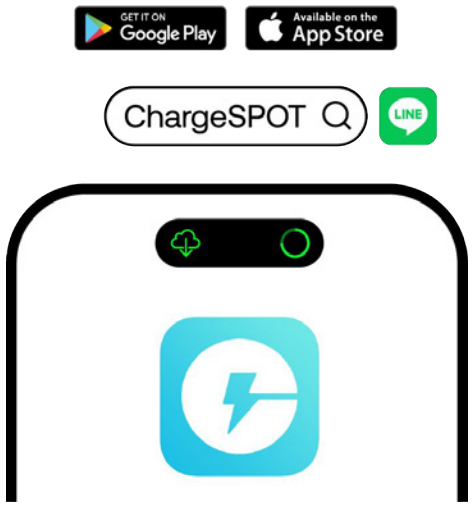
Since the service was launched in April 2018, it has already been provided in 47 prefectures throughout Japan.
Overseas, the Company is expanding its business to Hong Kong, Thailand, Taiwan, Singapore, and Macao.
To use the battery, simply use the app to scan the QR code of the battery stand with digital signage. Unlike conventional wall outlets and box chargers, the users can take borrowed mobile batteries with them. Three types of cables are provided, making it compatible with most mobile devices.

CHARGE SPOT



*ChargeSPOT is a registered trademark of INFORICH Corporation.

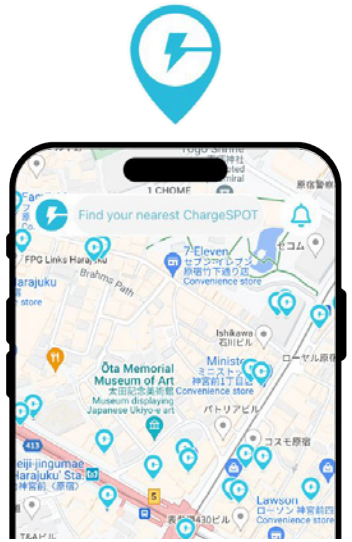
Appendix: Image of Usage



Step 1

First, download the app.

Search for the app with “ChargeSPOT.” Alternatively, you can use the service without downloading the ChargeSPOT app by using the functions within various compatible apps such as LINE and PayPay.



Step 2

Find a battery stand.

You can find a battery stand near you on the map in the app. Currently available battery stands are shown in light blue. With the app, you can also check the number of batteries available for rent and the number of available return slots.



Step 3

Scan QR code with app.

Use the app to scan the QR code displayed on the battery stand.



Step 4

Remove battery.

Remove the mobile battery from the slot on the battery stand. Choose from the three built-in cables to charge your device.

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Appendix：Various Payment Methods for Mobile Battery Sharing Business

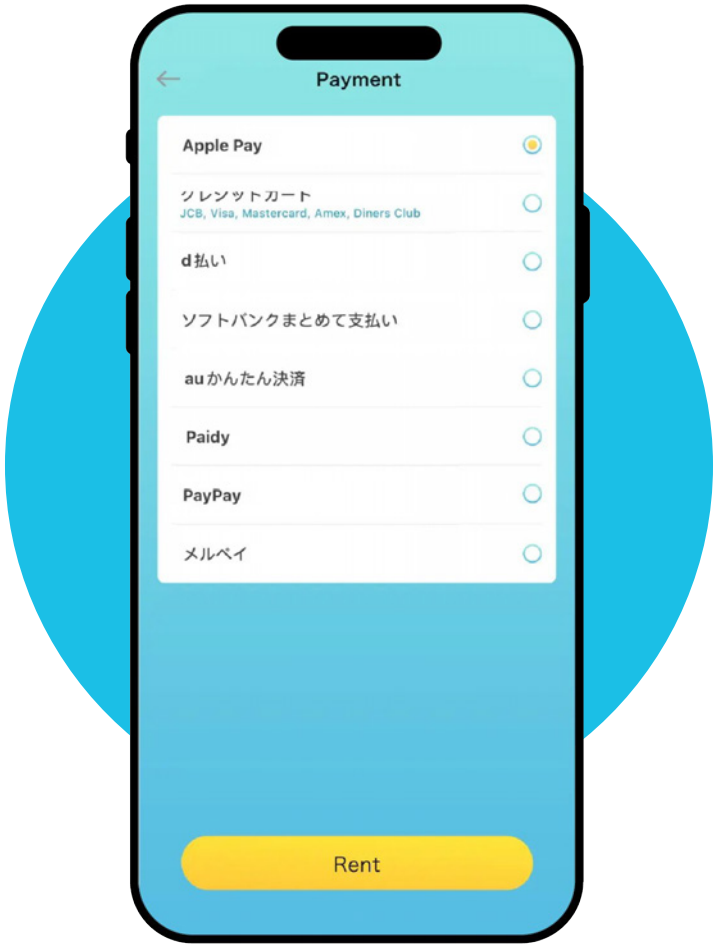
Payment methods available in Japan

- Various types of carrier settlement (docomo,Softbank,au)
- Various credit cards (VISA,JCB,MasterCard,American Express)

- Apple Pay
- LINE Pay
- PayPay
- AEON Pay
- Rakuten Pay
- Merpay
- Paidy
- WeChat Pay
- Alipay
- Union Pay
- T point
- dPay

Payment methods that can be used overseas

- Apple Pay
- Alipay
- Google Pay
- WeChat Pay
- LINE Pay
- Union Pay



Smartphone payment apps

You can rent a mobile battery using your regular apps such as PayPay and dPay.
There are no bothersome procedures to follow.
You can rent a battery right away.

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CHARGE SPOT

43,000 stations in Japan at retailers, transport facilities, carriers, municipalities and other locations essential to daily life.

Convenience stores	Seicomart, Seven-Eleven, Daily YAMAZAKI, FamilyMart, POPLAR, Lawson, Seikatsu Saika
Inside railway stations	JR Central, Osaka Metro, Yokohama Minatomirai Line, Keio Electric Railway, Keisei Electric Railway, Keihin Kyuko Electric Railway, Kintetsu Railway, Kintetsu Retailing, Saitama Railway, West Nippon Railway, Sanyo Electric Railway, Seibu Railway, Toei Subway, Tokyu Electric Railway, Tokyo Metro, Tobu Railway, Nankai Electric Railway, Fukuoka City Subway, Hokuso Railway, Nagoya Railway
Airports	Sapporo Okadama Airport, Sendai Airport, Yamagata Airport, Shonai Airport, Haneda Airport, Hachijojima Airport, Chubu Centrair International Airport, Matsumoto Airport, Mt. Fuji Shizuoka Airport, Kansai International Airport, Hiroshima Airport, Okayama Momotaro Airport, Iwakuni Kintaikyo Airport, Aso Kumamoto Airport, Kitakyushu Airport, Nagasaki Airport
Entertainment facilities	CLUB CITTA, RED TOKYO TOWER, aprecio, Anpanman Children's Museum, Immersive Fort, Kidzania, Sanrio Puroland, SMALL WORLDS, Nagashima Resort, Huis Ten Bosch, Fuji Television Network, Yomiuriland, Round One, Laguna Ten Bosch, Legoland, Asahiyama Zoo, Yokohama Arena, Sagamiko Pleasure Forest, Tokyo Dome City, Tokyo National Museum, Fuji-Q Highland
Stadiums	Es Con Field Hokkaido, Rakuten Mobile Park Miyagi, Belluna Dome, ZOZO Marine Stadium, Tokyo Dome, Meiji Jingu Stadium, Vantelin Dome Nagoya, MIZUHO PayPay Dome FUKUOKA
Commercial facilities & office buildings	A-FACTORY, DAIMARU, LA CITTADELLA, PARCO, SHIBUYA 109, AOMORI SHUNMI-KAN, ATRE, Aeon Mall, S-PAL Sendai, Grand Front Osaka, Marui, Laforet Harajuku, LUMINE, Yokohama Red Brick Warehouse, Marunouchi Building, APPLIESE, Takashimaya, Hankyu Hanshin Department Stores, Hankyu Hanshin Properties, Mitsui Outlet Park, Isetan Mitsukoshi, Shin-Marunouchi Building, Shinjuku Alta, LOVINA, Department Store Fujisaki, Omotesando Hills, Fukuoka Tower, Fukuoka Daimyo Garden City, Makuhari Messe, Roppongi Hills

*Number of stations as of March 2024. Some excerpted, abbreviated, and in no particular order
*Information on some locations, not all locations

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CHARGE SPOT

43,000 stations in Japan at retailers, transport facilities, carriers, municipalities and other locations essential to daily life.

Karaoke	JOYSOUND, Karaoke BanBan, Karaoke Croquette Club, Karaoke no Tetsujin, Karaoke Rainbow, Karaoke Utaya, Karaoke Kan, Cote D'azur, Big Echo, Uta Hiroba
Financial institutions	Mizuho Bank, Resona Bank, Sumitomo Mitsui Banking Corporation, Post Office
Carrier stores	au, docomo, Softbank, UQ Mobile, Y!mobile, Rakuten Mobile
Electronics appliance stores	EDION, Kojima, Bic Camera, Yamada Denki, Yodobashi Camera
Drugstores	Amano Drug, Welcia, Create SD, Kokumin Drug, Sugi Pharmacy, Tsuruha Drug, Drug-Eleven, Drug Seims
Retailers	ROPE'PICNIC, TSUTAYA, WEGO, Thank You Mart, Maruzen Junkudo Bookstores, Hankyu Style Labels, Fujiya, BUNKYODO
Restaurants & fast food outlets	Wendy's First Kitchen, Gusto, Popolamama, MOS BURGER, GYUKATSU Kyoto Katsugyu, Yakiniku Sakai Holdings, Choushimaru
Cafes	Vie de France, È PRONTO, Café de Crié, Komeda Coffee, St. Marc Cafe, Tully's Coffee, Doutor Coffee Shop, MORIVA COFFEE, Ueshima Coffee
Hotels	JR East Hotel Mets, APA Hotel, Sheraton Grande Tokyo Bay, Super Hotel, Dormy Inn, Hotel New Otani, Hotel Metropolitan, Hotel Livemax, Toyoko Inn, Tokyu Stay
Municipal facilities	Yamanashi Prefecture, Shibuya Ward, Toshima Ward, Atami City, Kobe City, Fukuoka City

*Number of stations as of March 2024. Some excerpted, abbreviated, and in no particular order
*Information on some locations, not all locations

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Appendix： Rental Battery Detail



Battery capacity	5000 mAh
Battery output	DC5V/2A
Weight	163 g
Cables	USB Type-C Lightning MicroUSB
Safety	PSE compliant CQC16001139923
Environmental standard	GB31241 GB/T 35590-2017
iPhone | iPad | iPod	MFI-certified
Finish	Antiviral/antimicrobial coating SIAA compliant



USB Type-C *1 **Lightning** *2 **Micro USB**

Three types of cables built-in for various uses

Three types of built-in cables: USB Type-C, Lightning, Micro USB.
Compatible with almost all smartphones



Wireless earphone **E-cigarette** **Portable fan**



Pocket WiFi **Portable game console**

*1 USB Type-C is a registered trademark of the USB Implementers Forum.
*2 Lightning is a trademark of Apple Inc.
*Other than the above, company and product names mentioned are trademarks or registered trademarks of their respective companies.

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Appendix: ChargeSPOT Device Lineup | Modeling in Line with Available Space

	Tabletop type				Freestanding type	
						
	“S5”model	**“S10” model**	**“S10-A” model**	**“M10” model**	**“LL20-J” model**	**“LL40” model**
Number of battery slots	5	10	10	10	20	40
Size (H x W x D) mm	180 x 195 x 145	246 x 350 x 149	226 x 350 x 149	631 x 346 x 300	1490 x 633 x 500	1956 x 660 x 610
Weight	Approx. 2.7kg	Approx. 5.4kg	Approx. 5.3kg	Approx. 20kg	Approx. 60kg	Approx. 100kg
Power consumption	2～60w	10～96w	9～96w	25～150w	60～320w	60～622w
Estimated electricity charges/month	136yen/month	334yen/month	316yen/month	689yen/month	1588yen/month	2077yen/month
Power cord length	3m	3m	3m	3m	3m	3m

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Developed and installed models integrated with vending machines and ticket vending machines.
Will promote the rollout as part of the social infrastructure that can be used with all services along people's daily lives.

Vending Machine Model



15 stands are installed mainly at Keihin Kyuko Electric Railway and Seibu Railway stations.

[Keihin Kyuko Electric Railway]

Zoshiki Station, Haccho-nawate Station, Jinmuji Station, Haneda Airport Terminal 3 Station

[Seibu Railway]

Higashi-Nagasaki Station, Ekoda Station, Fujimidai Station, Takadanobaba Station

Ticket Vending Machine Model



Installed at 32 Keio Electric Railway stations (34 stands) and 14 Keihin Kyuko Electric Railway stations (15 stands).

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Appendix: Digital Signage of ChargeSPOT

ChargeSPOT's battery stands have signage, on which a video is provided to show how to use ChargeSPOT.
The video makes it possible for first-time users to use the service and also functions as our advertisement.
In addition, the signage can be used free of charge by location owners, while being sold as an advertising space for companies.











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As an infrastructure company, INFORICH endeavors to solve the battery problems that may occur at a time of disaster.

Japan is a country with many disasters,
so it is essential to prepare for anti-disaster measures.
ChargeSPOT will provide batteries free of charge in the event of a disaster.

Free battery rental upon disaster

- Typhoons
- Wide-area blackouts
- Earthquakes

Disaster prevention agreement partners

Municipalities	Shibuya Ward, Fukuoka City, Kobe City, Atami City, Yamanashi Prefecture, Minami-Awaji City, Ome City, Toshima Ward
Corporations	Japan Airport Building, Metro Commerce, Sekichu, Qol, Kokumin, Create SD, etc.

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As of March 2024, it is estimated that about 4% of the monthly users are tourists visiting Japan, and the figure is expected to continue to increase.
To encourage use by them, multilingual information is displayed on the signage and additional point-of-sales advertising (POP) is posted on some stands.



The signage screen displays information in English, Chinese, and Korean.



Multilingual POPs are posted at airports and other places where many tourists visiting Japan stop by.
Since many of the tourists are staying for a short period of time, priority will basically be given to posting POPs in Japanese.

The ChargeSPOT app is integrated into WeChatPay and Alipay as a mini-application, allowing foreign tourists to use it with the payment method they use on a daily basis.

*The percentage has been estimated from the payment methods used, registered phone numbers, and language settings on the app, as no personal information such as nationality is obtained at the time of app registration.

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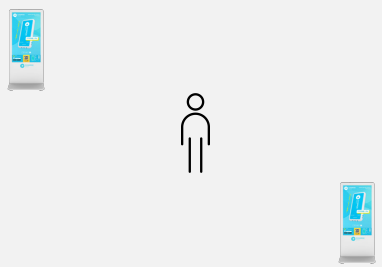
The "awareness -> use -> habituation" process in the battery sharing business has a flywheel effect, expected to bring sustainable business growth.

01 | Initial period

Service "just happened to be there."
Service usage is not repetitive/habitual.

Latent demand
Apparent Demand
Other Revenue

Stand density

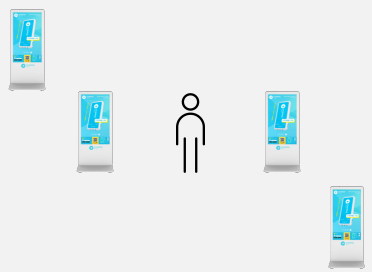


02 | Growth period

The battery stand itself advertises. “Being able return even after moving" gradually stimulates demand.

Latent demand
Apparent Demand
Other Revenue

Stand density

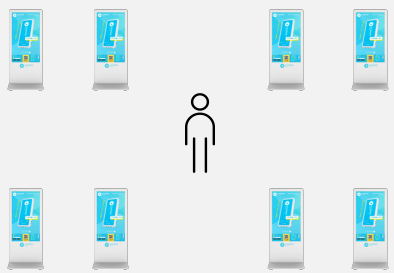


03 | Traction period 【now】

Awareness grows, demand becomes repetitive/habitual with "more installation = more convenience”.

Latent demand
Apparent Demand
Other Revenue

Stand density

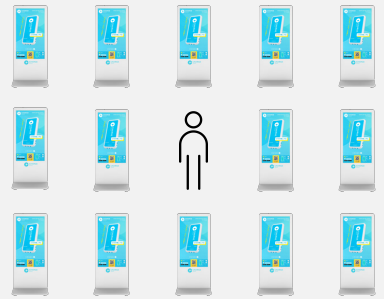


04 | Synergy period

Becomes a social infrastructure
Increased media value
New business partners

Latent demand
Apparent Demand
Other Revenue

Stand density



* The latent demand/apparent demand/new business opportunities and the installation density are all images that visually represent the sense of increase/decrease.

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From the perspectives of profitability, recognition, and cost reductions, the location of the machine is reviewed prior to installation.

Purpose of establishing installation protocol

Profitability

Increase profitability by installing in locations with a high potential for frequent rental.

Enhanced recognition

Increase user awareness by concentrating installation areas.

Cost reductions

Reduce maintenance costs by concentrating installation areas.

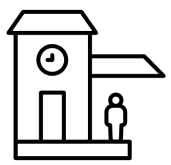
Specific screening criteria



No reputational risks



Area priority



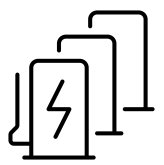
Around the stations with a large flow of people



Easy to access



Operates on weekends



Presence of existing stands operating nearby

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Appendix: Hardware Recoup Period

The recoup period is about 1 month for batteries and approx.
1 month to a year for stands, depending on type.
The recoup period will further shorten as the cost control measures have also been implemented.

Hardware		Number of slots	Composition ratio	Depreciation period	Recoup period
Battery		-	-	3 years	20 days
Battery stand	 LL40	40	0.4%	5 years	32 days
	 LL20-J	20	9.4%		199 days
	 M10	10	3.9%		347 days
	 S10 S10-A	10	24.1% 19.2%		104 days 101 days
	 S5	5	42.7%		101 days

*Recoup period: Based on battery utilization rate as of March 2024 or average daily sales per stand.
*Time to recoup each hardware cost (production cost plus various expenses for kitting, delivery, and installation)

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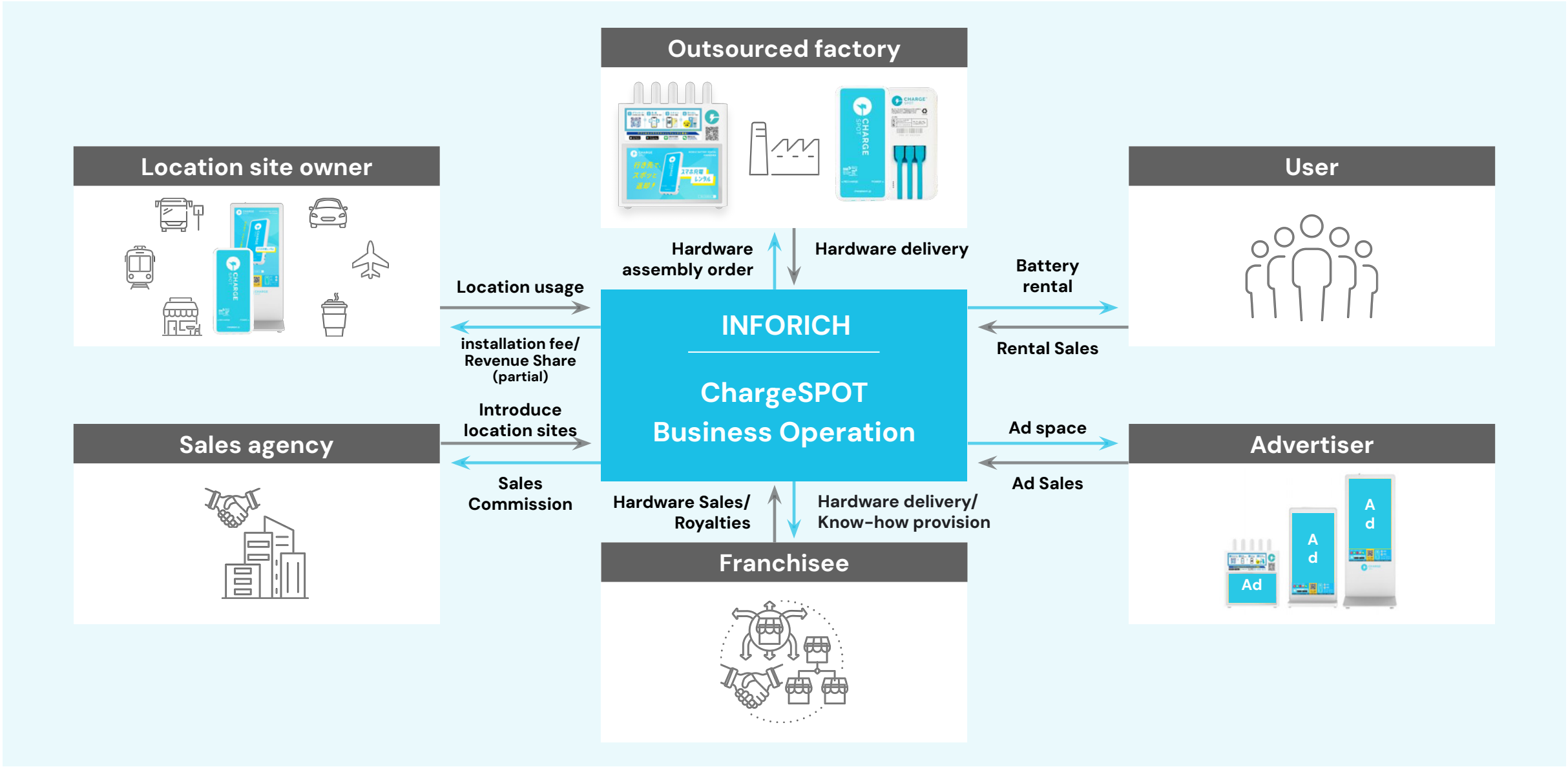
Appendix： Earnings structure of existing businesses



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Appendix: Awarded the 4th Place in Technology Fast 50 2023 Japan

INFORICH was ranked fourth out of 50 nominees in the Deloitte Tohmatsu Group's “Technology Fast 50 2023 Japan,” a growth rate ranking based on revenue (net sales) of technology, media, and telecommunications (TMT) industry. INFORICH recorded a growth rate of 681.1% based on revenue (net sales) over the past three fiscal years.

50 | Technology Fast 50 2023 Japan WINNER

Technology Fast 50 2023 Japan is the Japanese edition of Deloitte's worldwide country-by-country ranking program that recognizes growth companies in the TMT industry.

It served as a benchmark for growth and success in the TMT industry and was held for the 21st time.

The top 50 companies in terms of revenue (net sales) growth rate over the past three fiscal years are ranked based on applications from companies in the TMT industry, both listed and unlisted.

Details of the program (http://www.deloitte.com/jp/fast50)



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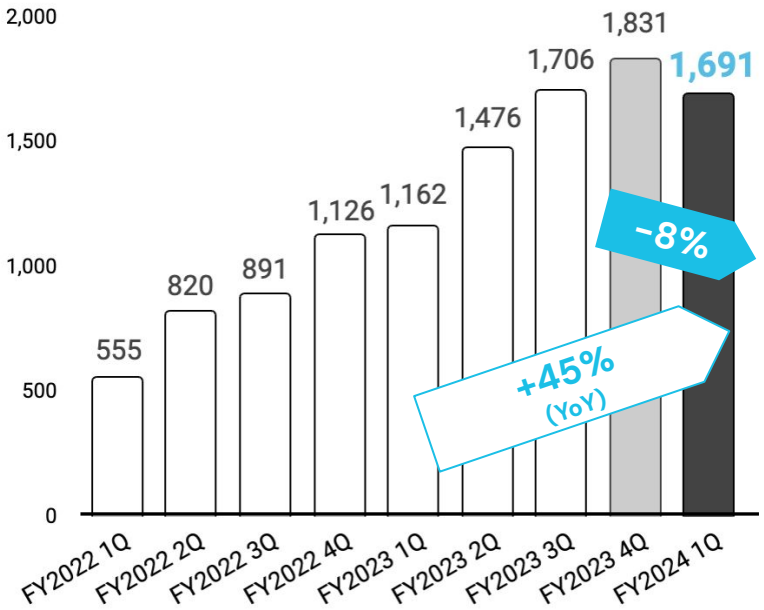
Net sales decreased due to seasonality but remained in line with the budget.
Although operating profit also decreased QoQ due to an increase in expenses for implementation of BPR, research for share acquisition, etc., it is expected to improve in 2Q onward.

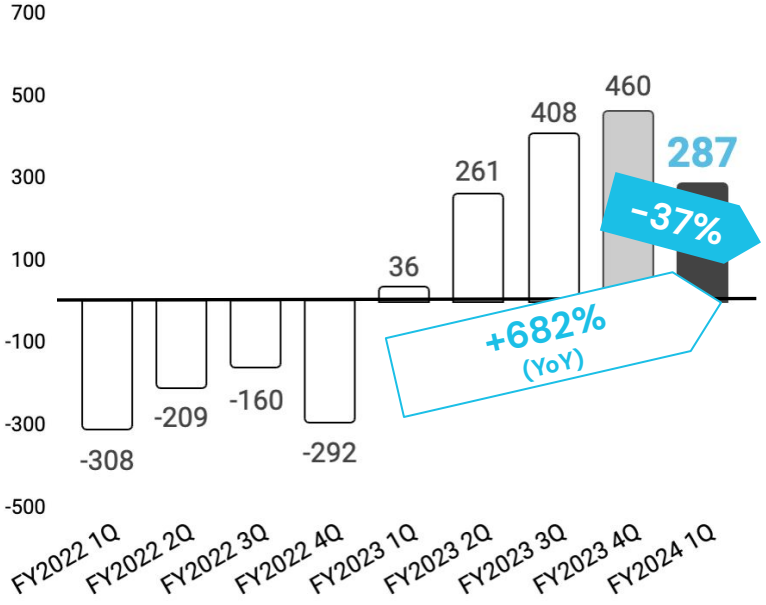
Net Sales

Unit : Million yen



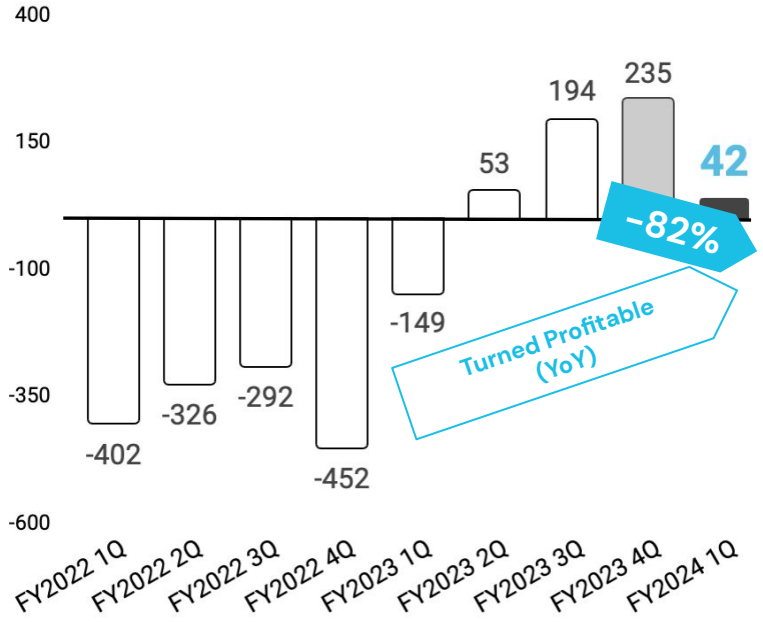
EBITDA

Unit : Million yen



Operating profit

Unit : Million yen



*EBITDA = operating profit + depreciation and amortization
*Figures before FY2022 2Q have not been audited or reviewed.

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Achieved higher performance in all metrics compared with last year.
Although net sales decreased due to seasonality, operating profit remained positive.

Non-Consolidated Statement of Income

Unit : Million yen

	Quarterly				
	FY2023 1Q	FY2023 4Q	FY2024 1Q	YoY change	QoQ change
Net sales	1,162	1,831	**1,691**	+45 %	-8 %
EBITDA	36	460	**287**	+682 %	-37 %
Operating profit	-149	235	**42**	-	-82 %
Operating profit margin	-13 %	13 %	**2 %**	-	-11 pt

*EBITDA = operating profit + depreciation and amortization

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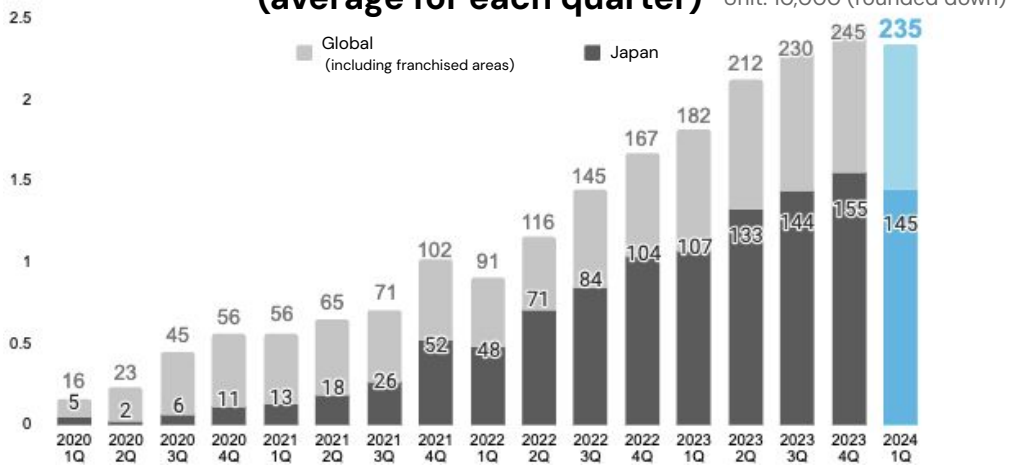
Appendix: Trends of Each KPI [Including Franchised Areas]

Number of monthly rentals

(average for each quarter)

Unit: 10,000 (rounded down)



**With the expansion of operating areas,
the number of rentals surpassed 900 thousand in global markets (outside Japan).**

Cumulative number of machines installed

(end of each quarter)

Unit: 10,000 (rounded down)

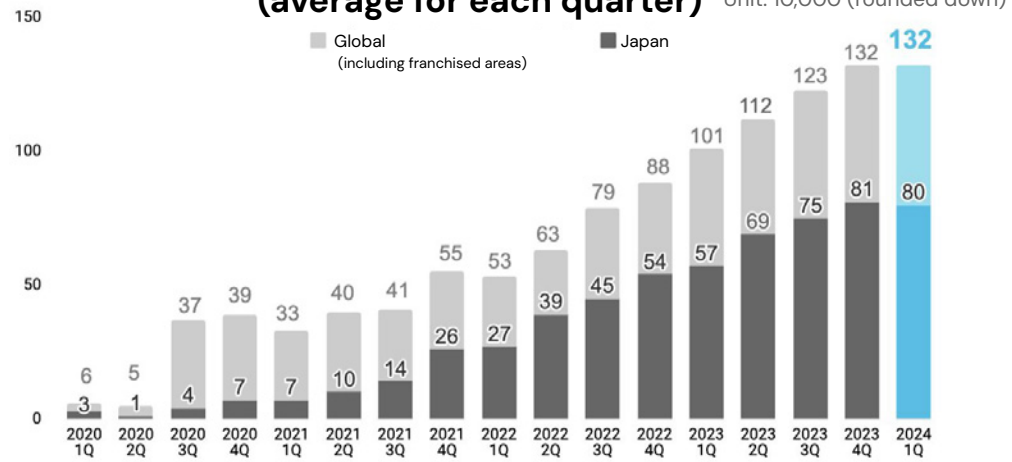


Installations in franchised areas increased steadily.

Number of monthly active users

(average for each quarter)

Unit: 10,000 (rounded down)

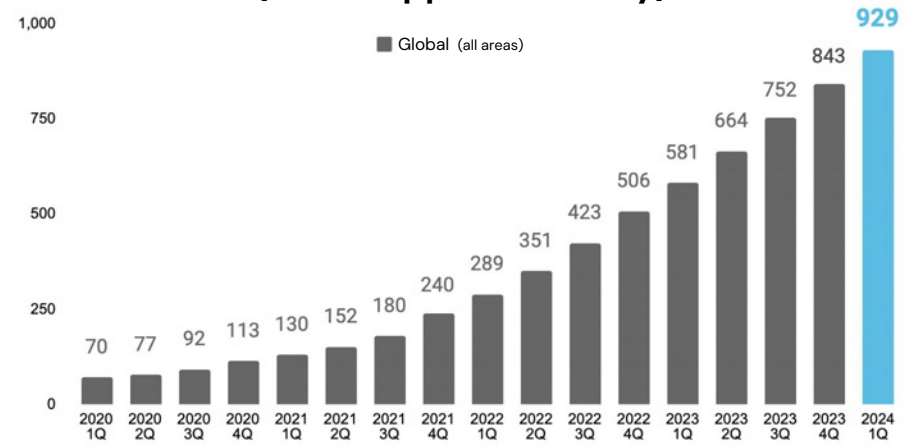


Acquired more than 200,000 active users in franchised areas.

Cumulative downloads

(native application only)

Unit: 10,000 (rounded down)



Global downloads exceeded 9.2 million.

*Monthly active users: Users who use the service at least once a month (FY2020 1Q and 2Q data do not include data for China.)

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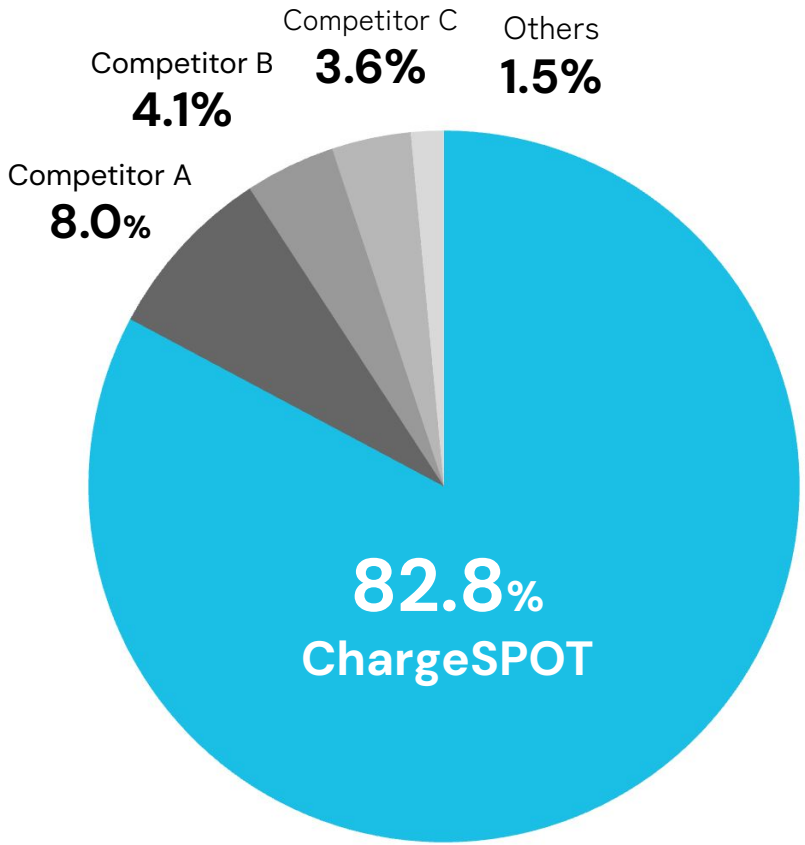
Appendix: Market Share (Japan)

More than 80% of the installation market share is held by us, which is an extremely high barrier to new entrants.

Share of battery stands installed



Number of battery stands installed

(Unit: No. of machines)

ChargeSPOT	**43,070**
Competitor A	4,163
Competitor B	2,139
Competitor C	1,874
Others	777

Our view on barriers to entry

- ChargeSPOT is the first mobile battery sharing service introduced in Japan, and has a history of pioneering the market from scratch.
- Due to the nature of the service, the greater the number of installations, the more convenient it is for users. Therefore, it is often the case that installation partners adopt ChargeSPOT after comparing us with other services.
  - It can be said that it is a business model with a high first-mover advantage, and as a result, we have a share of more than 80% based on stands installed.
  - A large number of installations leads to user convenience and leads to an increase in the number of users.
  - As a result, the market is activated, the need for installation increases, and the number of installations increases.
- It is necessary to acquire a large market share in order to newly enter the business and increase rental usage, but since we hold a market share of more than 80%, it is difficult.
- It is also one of our strengths that we develop a rounder (battery replenishment) system and apps in-house to accumulate know-how, creating a barrier for competitors.

*The number of installed machines as of March 2024, based on in-house research

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Aim to enhance communication with institutional and individual investors and promote understanding by strengthening the provision of information about the Company.

1Q activities	Number of sessions/activities	Responded by	Remarks
Financial results briefing for institutional investors and analysts (Face-to-face briefing and online streaming)	Once	CEO CFO	Held the full-year financial results briefing in a hybrid manner.Approx. 180 people connected simultaneously. Released an archive video on the same day.
Individual meetings with institutional investors and analysts (face-to-face and online)	Approx. 60 times	CFO IR staff	Held for both domestic and overseas investors. New investors as well as news coverage for the first time since the IPO roadshow increased.
Financial results briefing for individual investors (online)	Once	CEO CFO	Held the briefing online hosted by Shonan Investment Study Group. Approx. 180 people connected simultaneously.
Conducted information sessions in regional areas	3 times	CEO CFO	With the cooperation of a securities company, we held information sessions in regional cities, with about 100 attendees.
Start of disclosure of questions at the end of each month	-	IR staff	The frequently asked questions in the recent period and our views are summarized and published as voluntary disclosures.
Use of social media	-	IR staff	Operates an official X account for IR to disseminate PR and disclosure information in real time.

Main interest of shareholders and investors

- ✔ Our business model
- ✔ Medium-to long-term growth strategy
- ✔ Seasonality of 1Q
- ✔ Possible factors that may cause an upward swing from the earnings forecast
- ✔ Strategy for future expansion of installations in Japan and room for expansion
- ✔ Acquisition of Ezycharge in Australia

Future policy

- ✔ To hold a briefing session for institutional investors on the same day as the announcement of financial results
- ✔ To hold a briefing session for individual investors at a near time (in two sessions to secure time for Q&A)
- ✔ To increase contact with investors through participation in IR events and other activities
- ✔ To continue with disclosure of responses to investor questions at the end of each month
- ✔ To improve the quality of English disclosure materials

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Appendix: Bussiness Risks

	Major risks	Countermeasure
Innovations in "battery life" Risk term: Medium to long term Likelihood: Low	**Longer battery life due to advances in technology** Since the driving need for the ChargeSPOT business is smartphone battery drain, the "battery life" of future smartphones will have a significant impact on our business. If, as a result of rapid technological innovation in rechargeable batteries, smartphones with built-in batteries that do not require any additional recharging for several days despite any vigorous smartphone use become widely used, this would naturally have an adverse effect on our shared battery business.	**Battery evolution has changed along with device feature, and performance evolution will take time.** In fact, the technological innovation of lithium-ion batteries is not yet completely exhausted, but few experts believe that we are about to enter a phase of innovation that is an order of magnitude different from the past. On the other hand, battery technologies other than lithium-ion batteries are promising for industrial applications such as drones and EVs, but not for smartphones, due to their electromotive force (potential difference between anode and cathode), cycle characteristics (durability), energy density (space), material stability in the atmosphere (safety), mass production (price), and other factors. Even if it is possible, there are still many hurdles to overcome before full-scale adoption. On the other hand, looking at the smartphone itself, the power consumption required to drive the mobile device is expected to increase due to the generational shift from 4G to 5G (higher capacity transmission and higher frequency bands) and the addition of unprecedented application functions due to the advancement of semiconductors and displays. There is a concern that the planned level of innovation in battery technology will not be sufficient to cover even this increase in power consumption. In sum, while we are fully aware of the general risk that smartphone-embedded battery technology poses to our business, we analyze the possibility that our smartphone lifestyle, including the frequency of charging, may move in the direction of raising our raison d'etre.
Competitive environment Risk term: Medium to long term Likelihood: Low	**Increased competition due to growth of competitors** The mobile battery sharing service that our group is developing is not a regulated industry, and since the manufacturing of mobile batteries and battery stands can be done on an OEM basis, there is a risk of intensified competition due to an increase in the # of companies participating in this service. The market share of the mobile battery sharing service accounts for approximately 80%* of the total # of battery stands installed in Japan, and we believe that the revenue base is stable. The Group plans to take various measures to expand the # of battery stands and users in the future. However, if these plans do not proceed as expected due to an intensified competitive environment, the Group's financial position and operating results may be affected. *Calculated by # of machines installed by the Group as of March 2023 and the # of machines announced by competitors.	**Expansion of # of installation sites** The most important thing for our mobile battery business is to secure installation sites. With this in mind, we have been aggressively installing our products in national brand commercial facilities and major railroad stations where people are concentrated, thereby ensuring the superiority of the first installations. As a result of the economies of scale evident in the sharing business, there is a strong tendency for a virtuous cycle of market leaders that progresses day by day, and once a service reaches a certain level of recognition, the difficulty for new entrants to regain market share increases at an accelerated pace. We, for our part, will not be complacent and will continue to solemnly work on improving our services while paying close attention to the movements of other companies in the market.
Installation Location Risk term: Medium to long term Likelihood: Low	**Suspension of installations of large accounts** Our group has relatively more installations in convenience stores because of their convenience to users. In addition to installations at several convenience store chains, our group also installs at a wide range of other types of businesses other than convenience stores, including railway stations, carrier stores, restaurants, and retail stores. However, if for some reason our group does not continue to have installation contracts with major convenience store groups, the financial position and operating results of our group may be affected.	**Ensure a variety of installation sites and strengthen cooperation with installation sites** Although this risk is not something that can be addressed solely through the efforts of the company, we have established an in-house department in charge of accounts with a large number of installations, and we work closely with the persons in charge at the locations where stands are installed. In addition to detecting problems with battery stands early on based on rental volume trends and other factors, the company is also engaged in post-installation follow-up, such as providing suggestions for installation locations and promotional materials. The company will continue to reduce risk and make the service more user-friendly by installing the stands in a variety of locations across a wide range of industries.

* Major risks that the Company recognizes as having the potential to affect the realization of growth and the execution of its business plan are listed. Other risks are described in the "Business and Other Risks" section of the Securities Registration Statement.

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Reflecting the opinions of our stakeholders, including our employees, location owners and our shareholders, we identified our material issues (“Materiality”) while referring to ESG guidelines.

01 | Popularizing a Sharing Culture

Plan

Through ChargeSPOT and ShareSPOT we will demonstrate that "Convenience" and "Sustainability" can indeed coexist and remove this hurdle people feel to sustainable behavior. By popularizing a sharing culture, we will realize a sustainable society free from overproduction.

Strategies

- Make ChargeSPOT an easily accessible and inclusive service
- Increase the services available through ShareSPOT and make the sharing economy more familiar
- Disseminate information on sustainability through the ChargeSPOT signage

02 | Promotion of Diversity and Inclusion within the Company

Plan

Based on the belief that there is value in diversity, we will achieve levels of Diversity and Inclusion suitable for a globally expanding company.

Strategies

- Hire employees from diverse backgrounds and create an environment where they can make the most of their strengths
- Create an organization that can collaborate and co-create beyond the boundaries of different cultures, values, and expertise
- Create an environment where employees can play an active role regardless of gender and be involved in important decision-making

03 | Cooperate in Securing Power Supplies during Disasters

Plan

In cooperation with local governments and companies, we will create an environment where smartphones can be charged even in the event of natural disasters such as earthquakes and typhoons, and prevent people from losing their means of communication.

Strategies

- Release batteries for free in affected areas
- Provide emergency evacuation sites and charging infrastructure at evacuation centers
- Conduct research and development of a stand that can be used even during power outages

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Reflecting the opinions of our stakeholders, including our employees, location owners and our shareholders, we identified our material issues (“Materiality”) while referring to ESG guidelines.

04 | Realization of a Resilient Supply Chain

Plan

We aim to realize a resilient supply chain that can respond to changes in the international situation while considering the environment and human rights.

Strategies

- Identify and remedy human rights violations throughout the supply chain
- Oppose and prevent child labor and all forms of forced labor
- Develop a supply chain business continuity plan (BCP)
- Appropriately treat and recycle waste

05 | Reduction of CO2 Emissions

Plan

Understand our company's emissions (including ChargeSPOT) and work to reduce them. In addition to this, help our users and locations partners reduce their own emissions.

Strategies

- Calculate the company's CO2 emissions (Scope 1-3) and work to reduce them
- Visualize the CO2 reduction effect due to the spread of our shared batteries
- Implement an offset for the power used by the battery stand
- Cooperate in the spread of green power and carbon offsets

06 | Strengthen both Risk Management and General Management

Plan

We will implement risk management befitting a listed company, strengthen our management base, and improve our corporate value over the medium to long term.

Strategies

- Thorough management of customer and business partner information
- Provide education to raise employee awareness of compliance
- Establish a Compliance and Risk Management Committee to promote activities to foster a sound corporate culture
- The Board of Directors, which includes outside directors, makes decisions on important matters such as basic management policies

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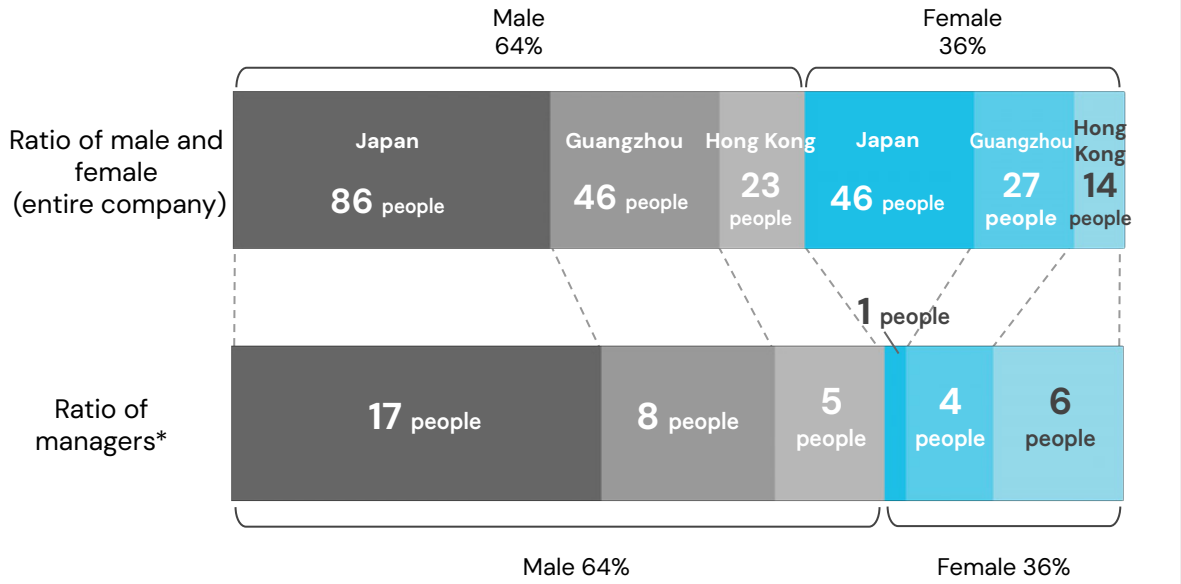
Recognizing that the perspectives and various skills of a diverse workforce are necessary to continue accelerating the development of ChargeSPOT both domestically and internationally going forward and to find and develop new business opportunities, the Company has been recruiting and creating a working environment to that end.

[Consolidated] Percentage of Male and Female Employees and Managers



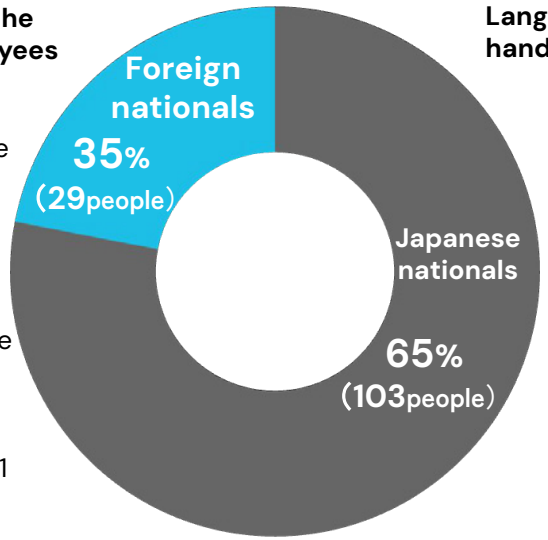
[Ratio of female managers] Japan: 5.6% / Guangzhou: 33.3% / Hong Kong: 54.5%

Although the ratio of females in both non-consolidated and consolidated cases across the company is not low, the low ratio of female managers in Japan (5.6%) is an issue.

[Non-Consolidated] Ratio of Foreign National Employees

Department to which the foreign national employees belong

- -Internal Audit：1 people
- -Business Intelligence (data analysis)：1
- -Overseas：2
- -Product：9
- -Engineering：9
- -Operational Excellence (intellectual property)：1
- -Corporate Planning：2
- -HR&GA：2
- -Finance&Accounting：1



Languages that can be handled within the Company

- - Japanese
- - Chinese
  - -Mandarin
  - -Cantonese
  - -Taiwanese
  - -Changsha Dialect
  - -Hefei Dialect
- - Korean
- - Indonesian
- - English
- - French
- - Italian
- - Spanish
- - Portuguese

The ratio of foreign nationals at the Japanese headquarters is 35%, and foreign national employees are active in various departments. Many Japanese nationals also speak multiple languages, and the Company can handle more than 9 languages.

*Managers refer to those who hold the position of manager in charge or higher.

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We hold the belief that "it is among the mixture of diversifies where many possibilities reside" at the core of managing INFORICH.
To create an organization where diverse human resources can play an active role,
we've set areas to be prioritized in the culture survey and aim for their improvement.
We also focus on increasing ratio of female managers at the Japanese headquarters.

[Non-Consolidated] Culture Survey Results

	Overall	Male	Female	Goal for November 2024 (Overall)	Average of other companies (Overall)
Respect and understanding for diversity	**4.0**/5.0	**4.0**/5.0	**4.0**/5.0	**4.2**/5.0	**3.8**/5.0
Securing psychological safety	**3.6**/5.0	**3.5**/5.0	**3.7**/5.0	**3.8**/5.0	**3.7**/5.0
Understanding and respect for individual situations	**3.9**/5.0	**3.9**/5.0	**4.0**/5.0	**4.1**/5.0	**4.2**/5.0

Recorded higher scores than other companies for
"Respect and understanding for diversity" even at present.
Although scores for "Securing psychological safety" and "Understanding and respect for individual situations" are generally high, they have space for improvement when compared with other companies.

Measures to leverage diversity

In addition to creating a comfortable working environment, implement measures to promote active communication among employees.We will work on creating an even better environment by further enhancing the measures.

- Super flexible working hours without core hours
- Conduct company-wide face-to-face meetings "CONNECT" regularly (employees in Hong Kong and Guangzhou join online)
- "Communication lunch system" which provides a subsidy when three or more employees from different departments go to lunch together
- Provided Japanese language lectures to employees of foreign nationalities
- Recommend indicating qualifications and hobbies in profile column of an in-house communication tool

Goal for FY2024

- Culture survey: Aim to improve 0.2% each for the three prioritized areas.
- Ratio of female managers: Work on recruitment and training to improve the ratio at the Japanese headquarters from current 5.6% to 10% in 2024.

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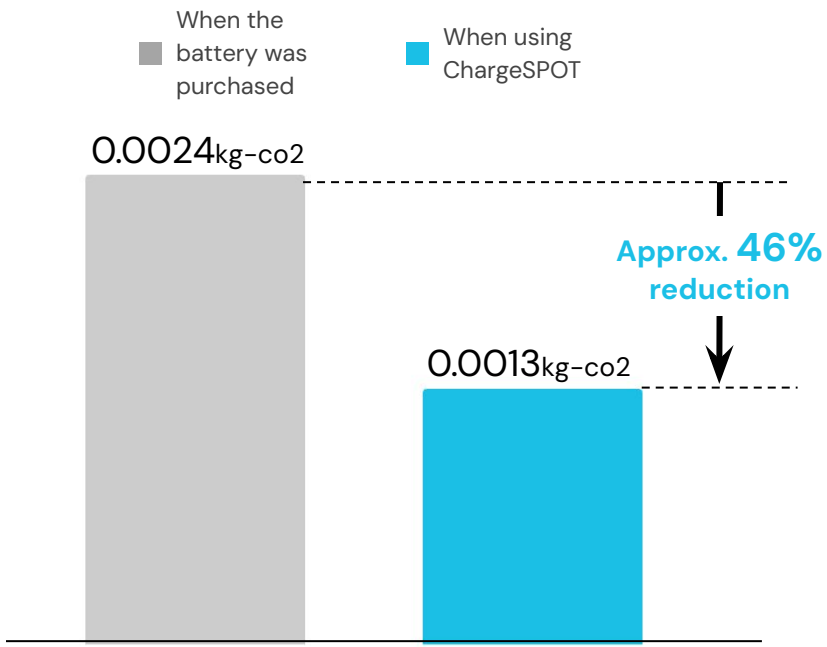
Appendix：Calculate the effect of ChargeSPOT in reducing CO2 emissions (actual figures of FY2023)

Sharing batteries can reduce CO2 emissions by about 46% compared to purchasing batteries.
We will continue to improve our service to make it more eco-friendly.

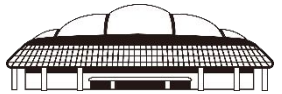
Comparison of CO2 emissions between purchasing a battery and using ChargeSPOT for one year

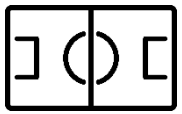


CO2 reduction across all ChargeSPOT users (in Japan)

160,651kg-co2e

When converted to forest CO2 absorption


Tokyo Dome × **4** times


Soccer field × **26** times

* Calculated assuming annual absorption of 8,800 kg-CO2 per hectare of forest (Source: Forestry Agency)
* Calculation by Asuene Corporation.

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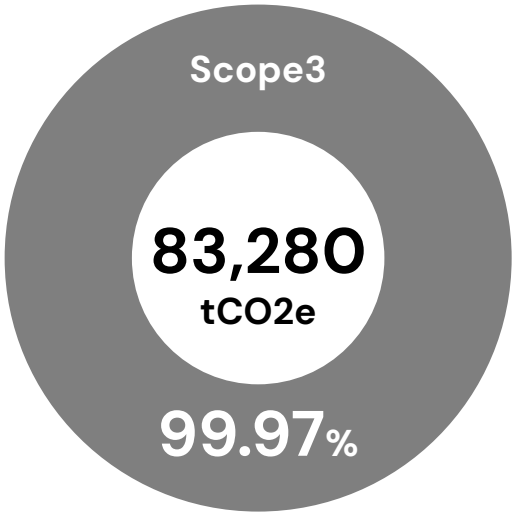
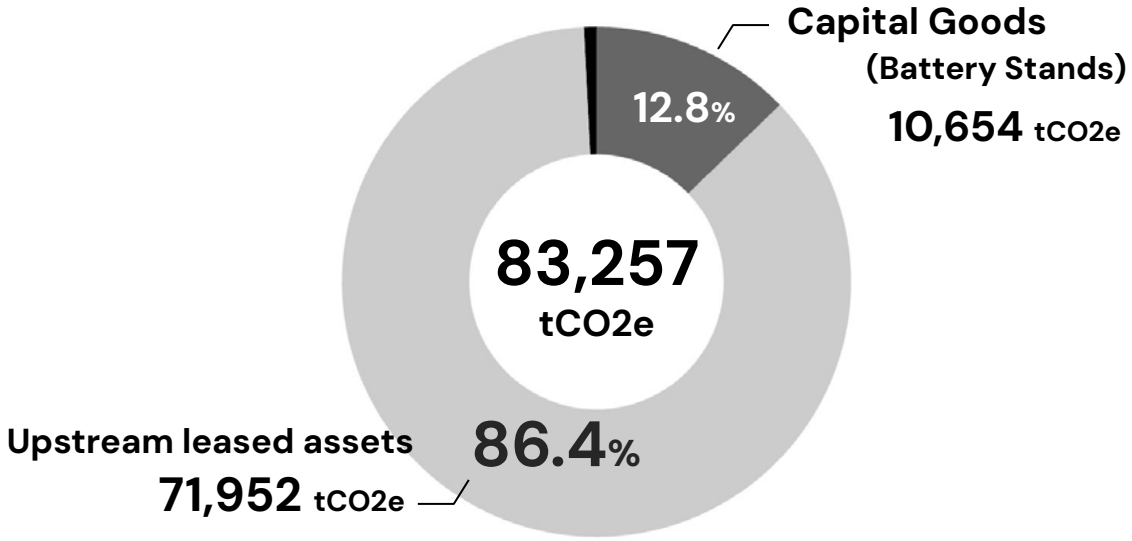
We calculated CO2 emissions in FY2023 for the Japanese headquarters, as well as for Hong Kong and China subsidiaries.
Figures for subsidiaries were incorporated and calculation methods were refined.

Total emissions



We use electricity from renewable sources, and therefore, Scope 2 emissions were 0.03% of the total.

Scope 3 emissions



With Scope 3, the majority of emissions are under upstream leased assets resulting from electricity use of battery stands at installation sites.

・The above emissions include emissions from the Japanese headquarters and group companies in China and Hong Kong.
・The calculation is based on the"Basic Guidelines on Accounting for Greenhouse Gas Emissions Throughout the Supply Chain" published by the Ministry of the Environment and METI.
Categories not listed above have no emission source or are included in Scope 1 and 2.
・Scope 2 emissions are calculated based on market standards.
・ Scope 3 emissions are calculated using the emission intensity database Version 3.2 for calculating greenhouse gas emissions, etc. of organizations through the supply chain.
・ Scope 3 emissions are values after offsetting by Green Power Certificates.

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Appendix：Calculation of CO2 Emissions

Scope	Category		CO2e emissions（tCO2e）	Percentage
Scope1 direct emissions			**0**	**0 %**
Scope2 indirect emissions			**22.6**	**0.03 %**
Scope3			**83,257**	**99.7 %**
	1	Purchased goods and services	308	0.37 %
	2	Capital goods	10,654	12.8 %
	3	Other fuel	-	-
	4	Upstream transportation and distribution	192	0.04 %
	5	Waste generated in operations	32.4	0.04 %
	6	Business travel	14.8	0.02 %
	7	Employee commuting	104	0.13 %
	8	Upstream leased assets （From power consumption of the battery stand）	71,952	86.4 %
	9	Downstream transportation and distribution	-	-
	10	Processing of product	-	-
	11	Use of product	-	-
	12	Disposal of product	-	-
	13	Downstream leased assets	-	-
	14	Franchise	-	-
	15	Investments	-	-
	16	Other	-	-
Total			**83,280**	**-**

・The above emissions include emissions from the Japanese headquarters and group companies in China and Hong Kong.
・The calculation is based on the"Basic Guidelines on Accounting for Greenhouse Gas Emissions Throughout the Supply Chain" published by the Ministry of the Environment and METI.
Categories not listed above have no emission source or are included in Scope 1 and 2.
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INFORICH implements appropriate recycling to prevent the generation of electronic waste.
The company recycles 100% of the battery stands and batteries that can no longer be used.

Large battery stands are sold to recycling companies for recycling. We have achieved 100% recycling, even for small stands by bearing the recycling cost.



Sales to traders → Recycle



Bear the cost of recycling → Recycle

In accordance with the Law for Promotion of Effective Utilization of Resources, the mobile battery recycling is outsourced to companies licensed by local governments to ensure the safe and appropriate recycling of mobile batteries.



Li-ion00

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“Asuene Media,” a media that explains environmental issues from scratch, is broadcasted on signage units.
Ausene and INFORICH will continue partnering to make people aware of climate change and decarbonization and to provide opportunities and triggers for eco-friendly actions.

ASUENE × CHARGE SPOT™



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Thank you for your interest.

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