スマレジ

Presentation Materials for 3Q FY2025

Netshop Supporters Co., Ltd. Becomes a Subsidiary as of the End of December 2024
Consolidated Financial Reporting to Begin from 3Q FY2025



May 1, 2024 - January 31, 2025

Smaregi, Inc.
Securities code: 4431

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Starting Consolidated Financial Reporting from FY2025 3Q

Netshop Supporters Co., Ltd. was fully acquired as a wholly owned subsidiary in December 2024, with consolidation beginning in December 2024. For the FY2025 3Q financial results (covering May 2024 to January 2025), only the one-month performance from January 2025 has been included. All historical comparisons are based on non-consolidated results.

Definitions as noted in this document
Figures: Rounded down to the nearest unit of display
Ratios: Rounded to the second decimal place

Consolidated

Forecast of the FY2025 (Plan)

With the Start of Consolidated Financial Reporting, Full-Year Consolidated Earnings Forecast is Newly Disclosed.

FY2025 Full-Year Consolidated Earnings Forecast (May 2024 - Apr. 2025)

(million yen)	FY2024 May 2023 - Apr. 2024	FY2025 May 2024 - Apr. 2025		
	Results	Plan *1 (Non-consolidated)	Plan (Consolidated)	Notes
Net sales	8,385	10,688	10,882	Includes Four Months of Subsidiary Revenue Forecast
Operating profit	1,735	2,033	2,284	Operating Profit Margin Improvement Through SG&A Optimization
Ordinary profit	1,696	2,033	2,316	Same as Above
Profit *2	1,212	1,414	1,592	Same as Above

Impact of M&A

Goodwill Amortization Recorded Following the Acquisition of Netshop Supporters Co., Ltd.

Goodwill	¥965 million (Provisionally recorded as the allocation of acquisition cost is not yet finalized)
Amortization Method	Straight-line amortization over the period in which excess profitability is expected to materialize
Amortization Period	Currently under evaluation (provisional amortization amount recorded)

*1 (Reference) This is the non-consolidated earnings forecast announced on June 13, 2024. With the disclosure of the consolidated earnings forecast, the non-consolidated earnings forecast is no longer disclosed.
*2 Quarterly (Current Period) Profit refers to "Profit attributable to owners of the parent."

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Consolidated

3Q FY2025 Highlights

Record high

Net sales

YoY

+30.3%

7.876 billion yen

Record profit

Operating profit

YoY

+42.7%

1.831 billion yen

Record high

ARR

YoY

+48.6%

8.198 billion yen

Number of employees

YoY

+41.1%

422 employees

*Consolidated financial reporting begins from FY2025 3Q (See P2 for details).

Consolidated

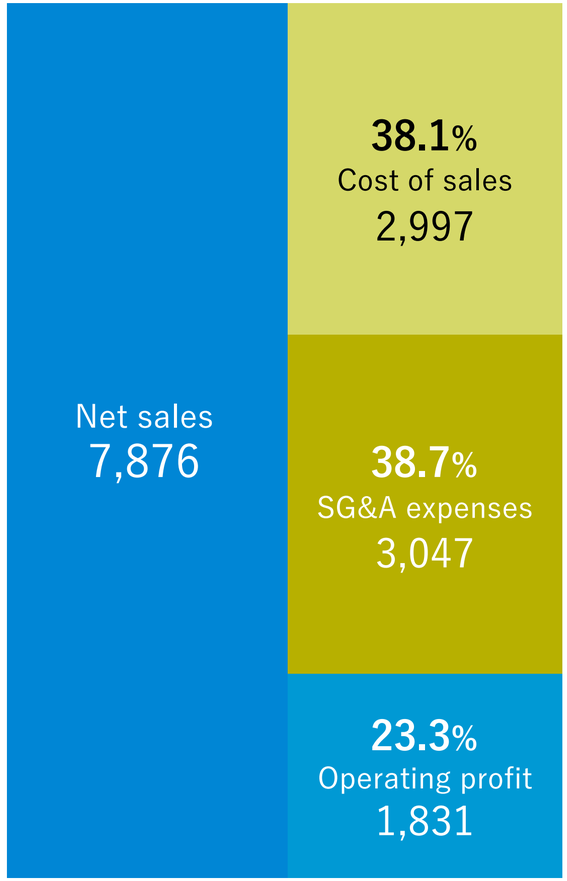
Statement of Income

Strong Performance Drives Revenue Growth of +30.3% YoY and Operating Profit Growth of +42.7% YoY

(million yen)	FY2025 3Q May 2024 - Jan. 2025	FY2024 3Q May 2023 - Jan. 2024	YoY	FY2025 Plan	FY2025 3Q % achieved
Net sales	7,876	6,043	+30.3%	10,882	72.4%
Cost of sales	2,997	2,257	+32.8%	-	-
Gross profit	4,878	3,785	+28.9%	-	-
SG&A expenses	3,047	2,502	+21.7%	-	-
Operating profit	1,831	1,283	+42.7%	2,284	80.2%
Ordinary profit	1,819	1,280	+42.1%	2,316	78.5%
Quarterly (Current Period) Profit	1,237	877	+41.1%	1,592	77.7%

Earnings structure

(million yen)



*Consolidated financial reporting begins from FY2025 3Q (See P2 for details).
*Quarterly (current period) Profit partially includes net income attributable to owners of the parent.

Consolidated

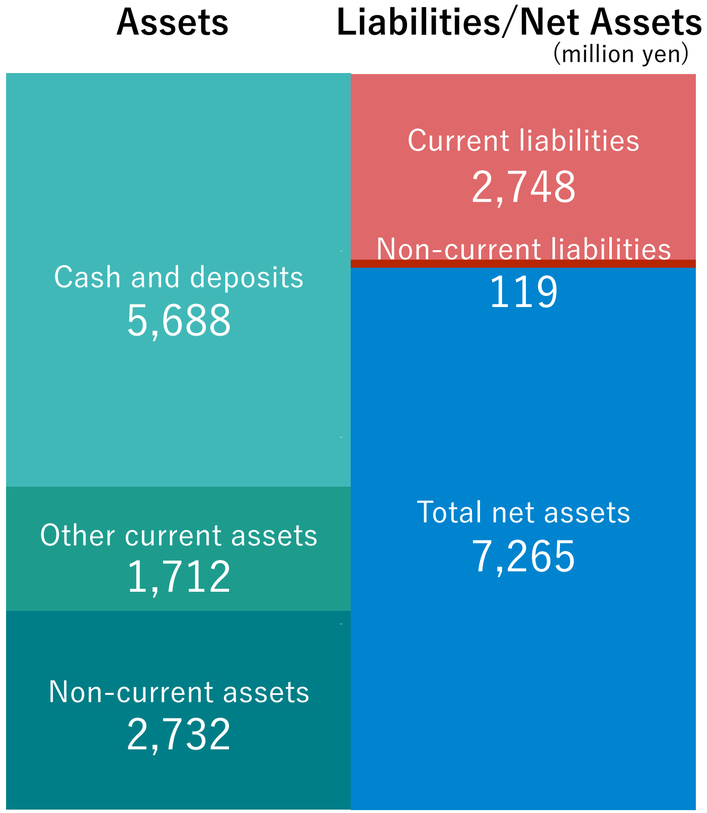
Balance Shees

Transition to Consolidated Financial Reporting Leads to an Increase in Goodwill (Fixed Assets) and Advances Received (Current Liabilities).Net Assets Up +29.0% YoY, Maintaining a Solid Financial Foundation with an Equity Ratio of 71.7%.

(million yen)	FY2025 3Q	FY2024 3Q	YoY	FY2025 2Q	QoQ
Current assets	7,400	6,402	+15.6%	7,704	-3.9%
Cash and deposits	5,688	5,065	+12.3%	6,033	-5.7%
Non-current assets	2,732	1,173	+132.9%	1,512	+80.7%
Total assets	10,132	7,576	+33.7%	9,216	+9.9%
Current liabilities	2,748	1,837	+49.5%	2,238	+22.8%
Non-current liabilities	119	105	+13.6%	157	-24.3%
Total liabilities	2,867	1,943	+47.6%	2,396	+19.7%
Total net assets	7,265	5,632	+29.0%	6,820	+6.5%
Total liabilities and net assets	10,132	7,576	+33.7%	9,216	+9.9%

Equity Ratio

71.7%

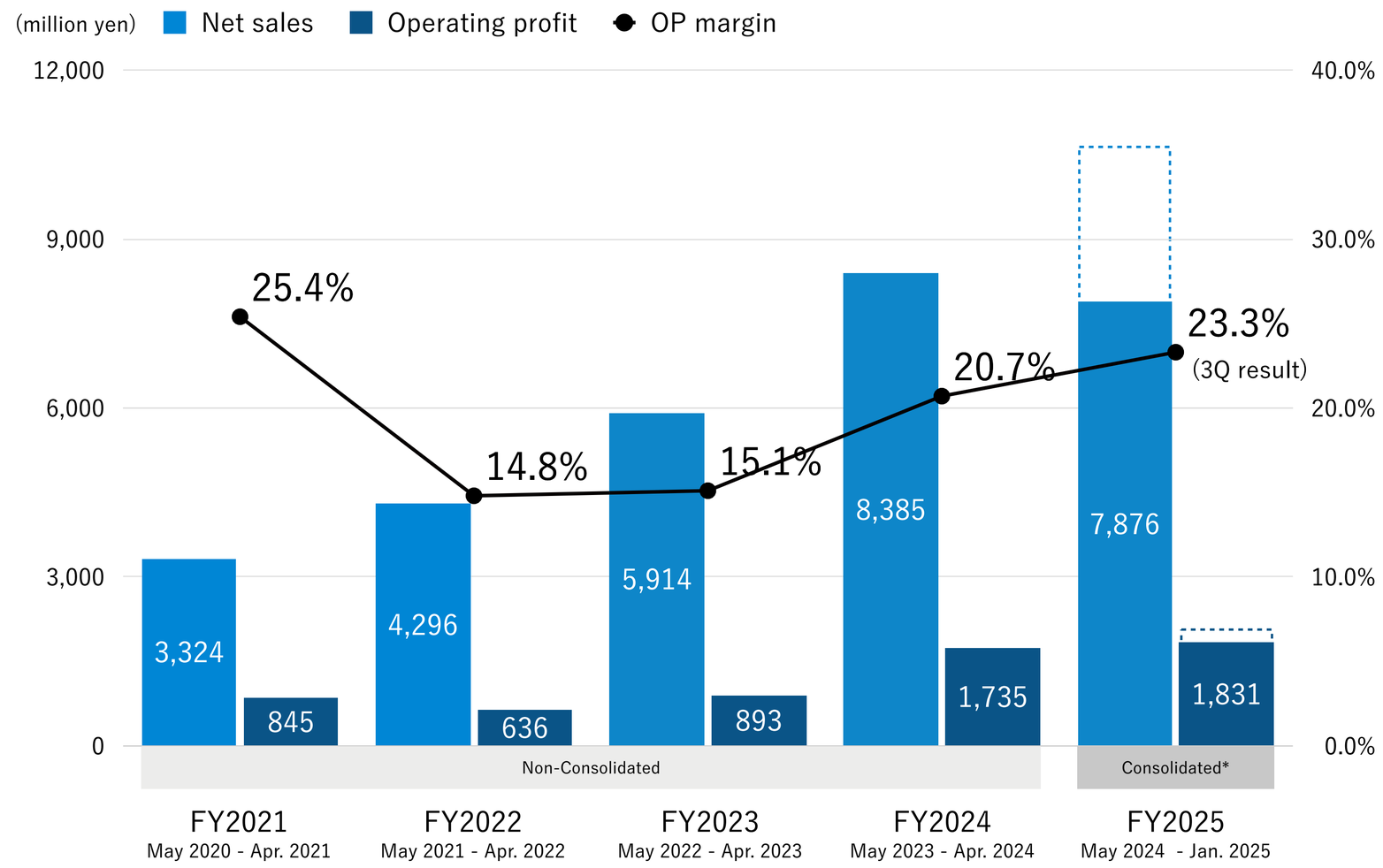


*Consolidated financial reporting begins from FY2025 3Q (See P2 for details).

Consolidated

Changes in Net Sales, Operating Profit, and Operating Margin

Strong Performance in 3Q with Steady Progress Toward Full-Year Consolidated Earnings Forecast
3Q revenue progress rate reached 72.4%, and operating profit progress rate was 80.2% against the full-year consolidated forecast. We will continue to focus on S&M investments to achieve the ARR target in the medium-term management plan, while closely monitoring operating profit margins.



FY2025 3Q

May 2024 - Jan. 2025

Net sales progress rate

72.4%

7,876 / 10,882 million yen

Operating profit progress rate

80.2%

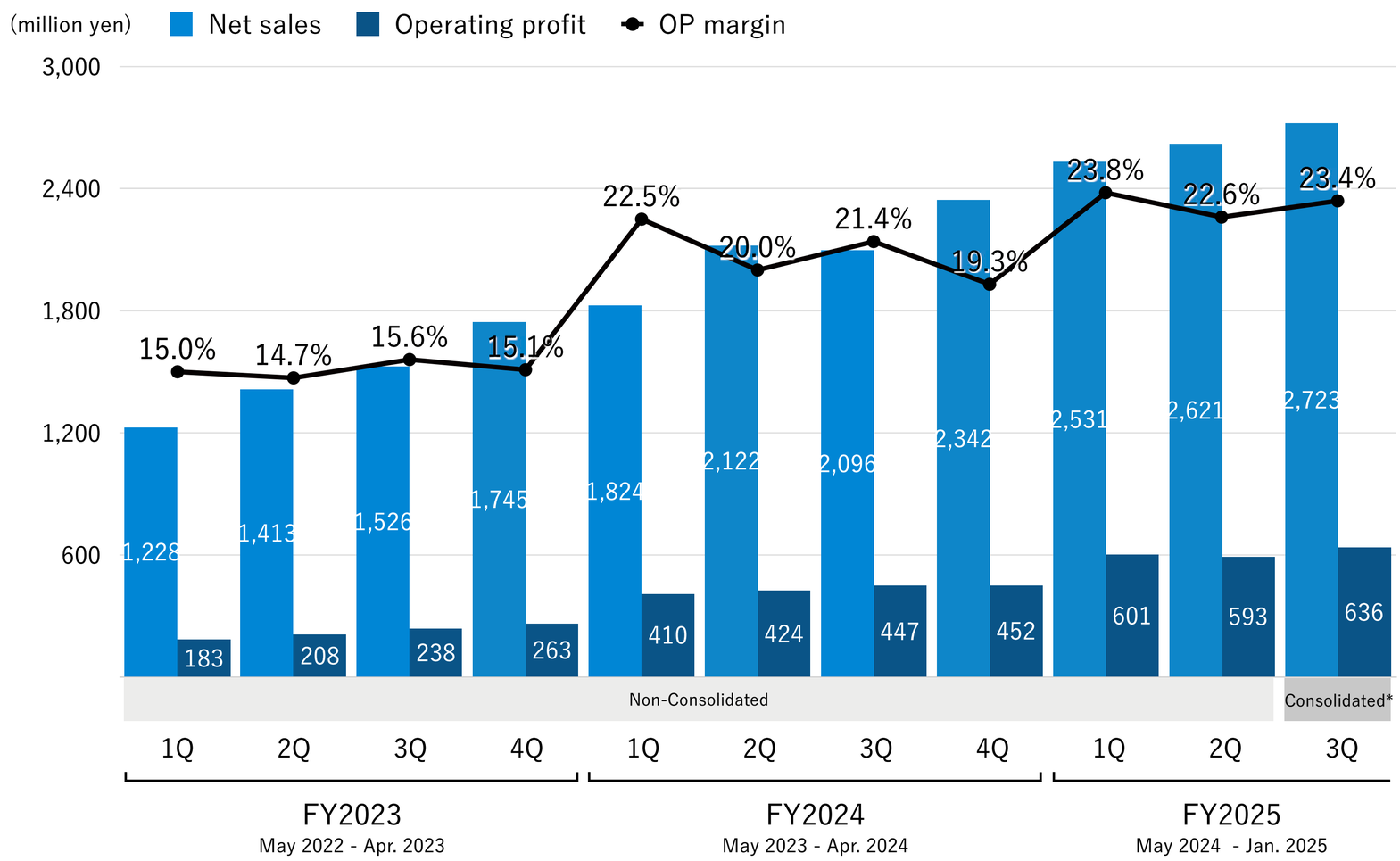
1,831 / 2,284 million yen

*Consolidated financial reporting begins from FY2025 3Q (See P2 for details).

Consolidated

Quarterly Changes in Net Sales, Operating Profit and Operating Margin

3Q Operating Profit Margin Settles at 23.4% on Strong Performance.
Continuing S&M Investments While Monitoring Profit Margins to Achieve the Medium-Term ARR Target.



FY2025 3Q

Operating margin

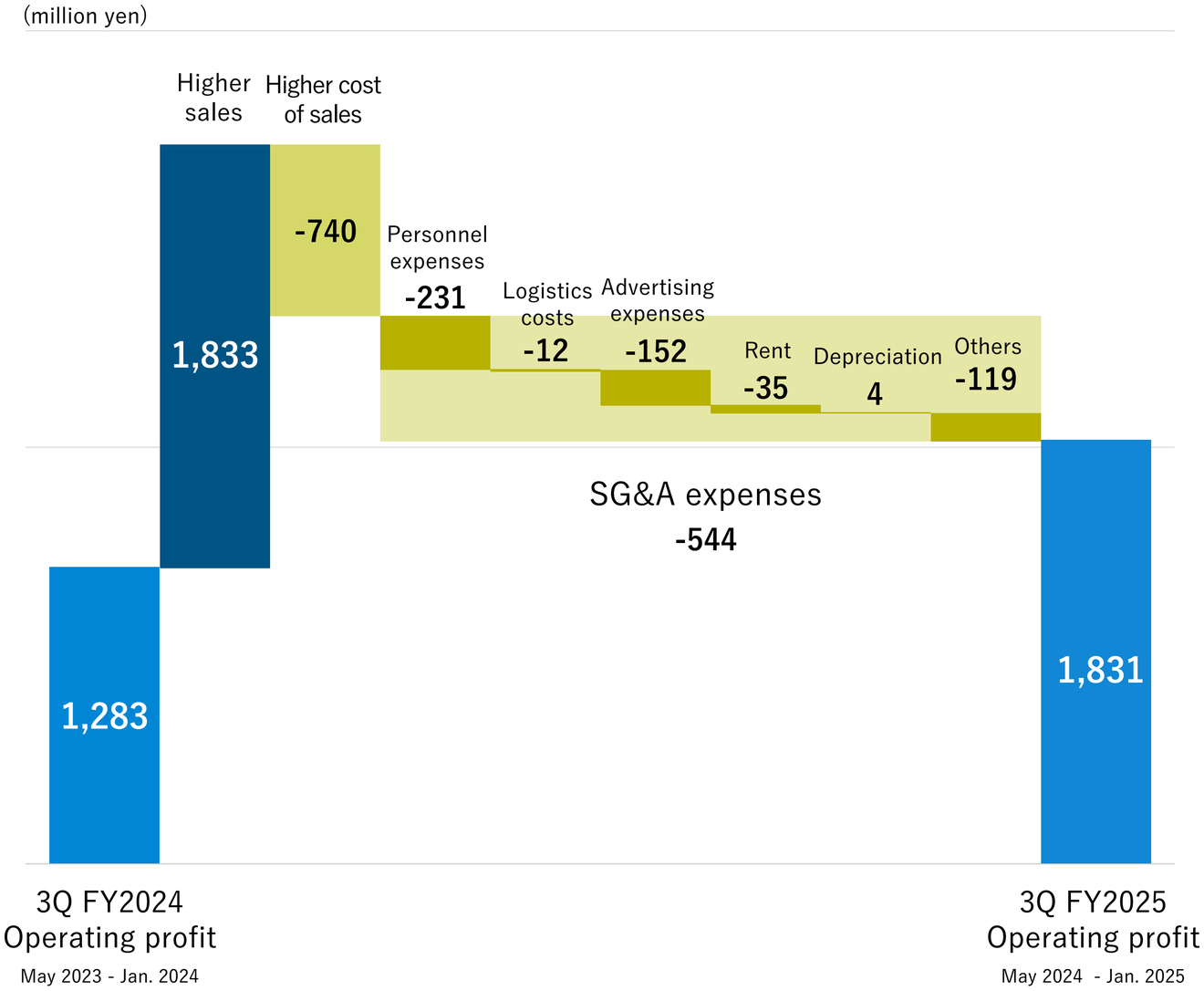
23.4%

YoY	QoQ
⬆2.0pt	⬆0.7pt

*Consolidated financial reporting begins from FY2025 3Q (See P2 for details).

Consolidated

Year-over-Year Change in Operating Profit for the Same Quarter



Higher sales

- Number of new fee-based contracts increased.
- Growth of consistent sales(monthly fees) due to low churn rate.
- Expansion of Payment-Related Business.

Higher cost of sales

- Increase in equipment purchases because of the growth in sales.
- Increase in cost of production including labor costs.

Higher SG&A expenses

- Higher personal expenses due to the increased of employees.
- Increase in advertising expenses due to aggressive marketing measures (TV commercials, etc.)
- Increase in other expenditures associated with business expansion.
- Recording of Goodwill Amortization Expenses Due to Transition to Consolidated Financial Reporting (Other Expenses)

*Consolidated financial reporting begins from FY2025 3Q (See P2 for details).

Consolidated

Quarterly Changes in Sales Composition

Subscription sales +41.7% YoY, Driven by Increased Adoption of Hardware Subscription Plans*1 and Strong Performance in Cashless Payment Services. Subscription Ratio Rises to 70.5%, Establishing a Stable and Robust Revenue Base.

FY2025 3Q

Subscription sales ratio

70.5%

Initial expense gross margin

Sales of products and others

26.6%

QoQ

↓0.2pt

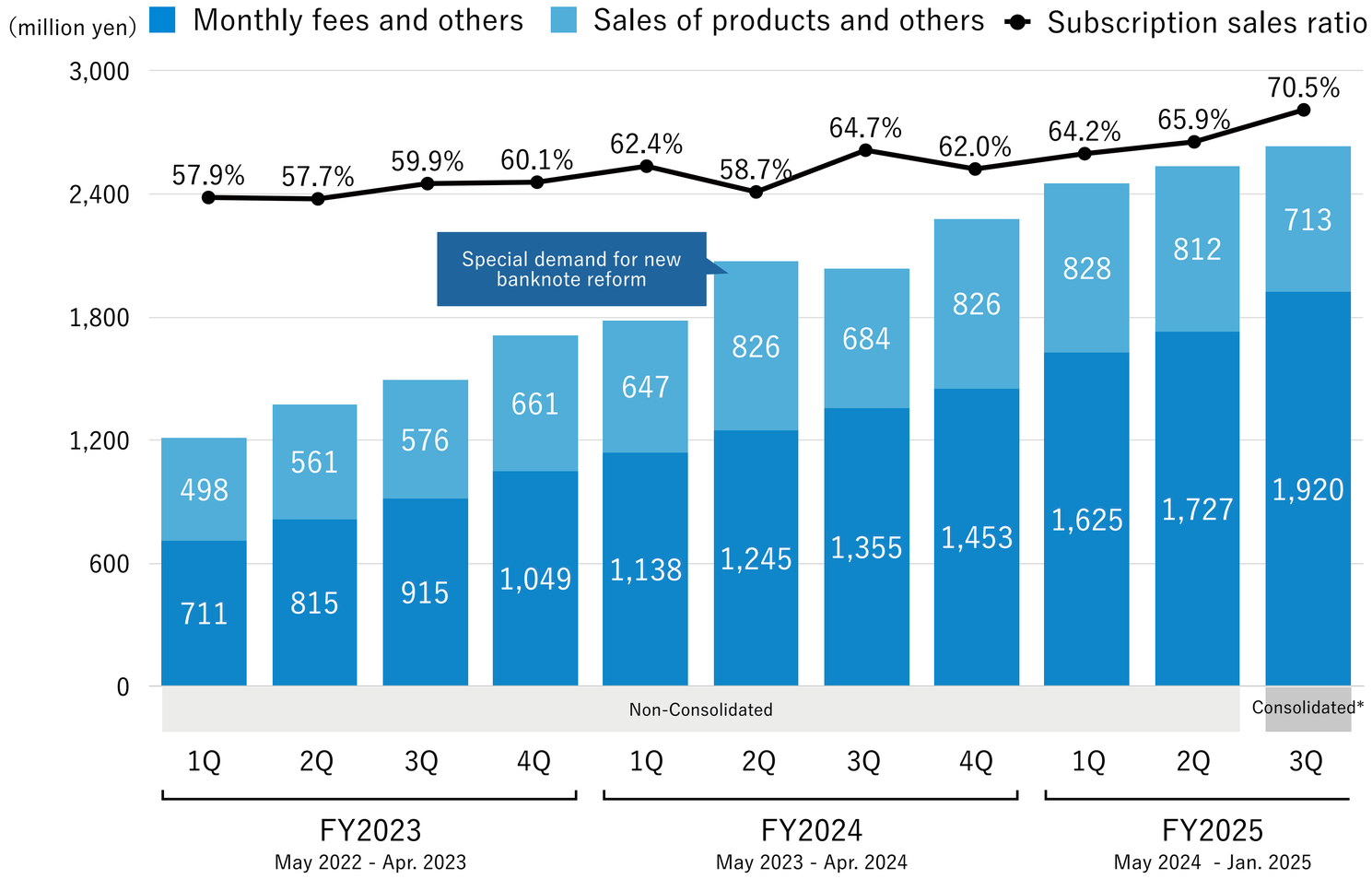
SaaS gross margin

Monthly fees and others

79.4%

QoQ

↑0.4pt



*Consolidated financial reporting begins from FY2025 3Q (See P2 for details). *Sales from Other System Development Costs Not Included in the Graph
*1 A subscription service that provides POS peripheral devices on a monthly basis.

Consolidated

Quarterly Changes in SG&A expenses

With Business and Organizational Growth, SG&A Expenses Increased by +23.9% YoY, While the SG&A Ratio Declined by 2.0pts YoY.

FY2025 3Q

SG&A expenses

1,098million yen

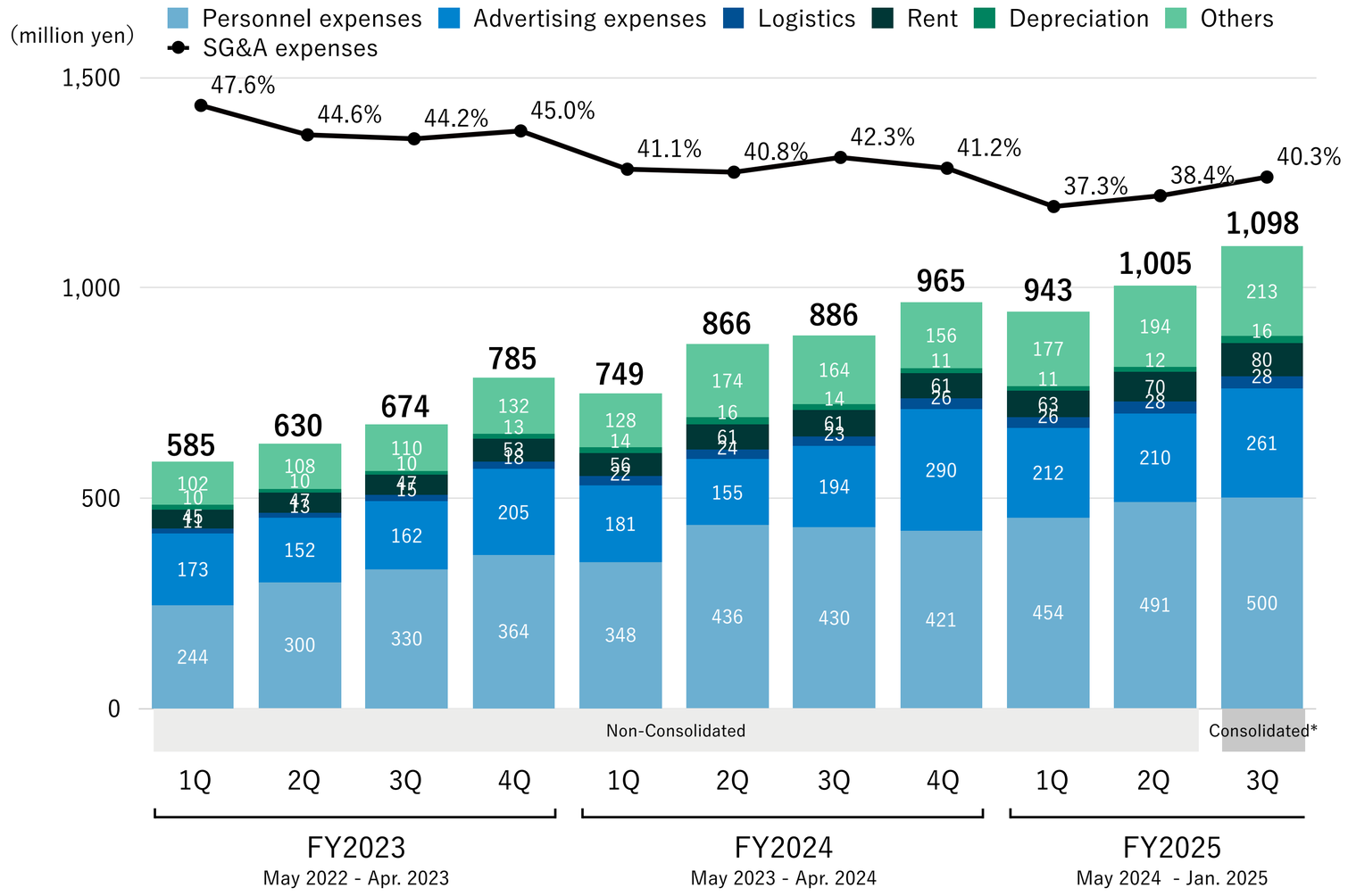
YoY +23.9%

S&M

520 million yen

S&M ratio

19.1%



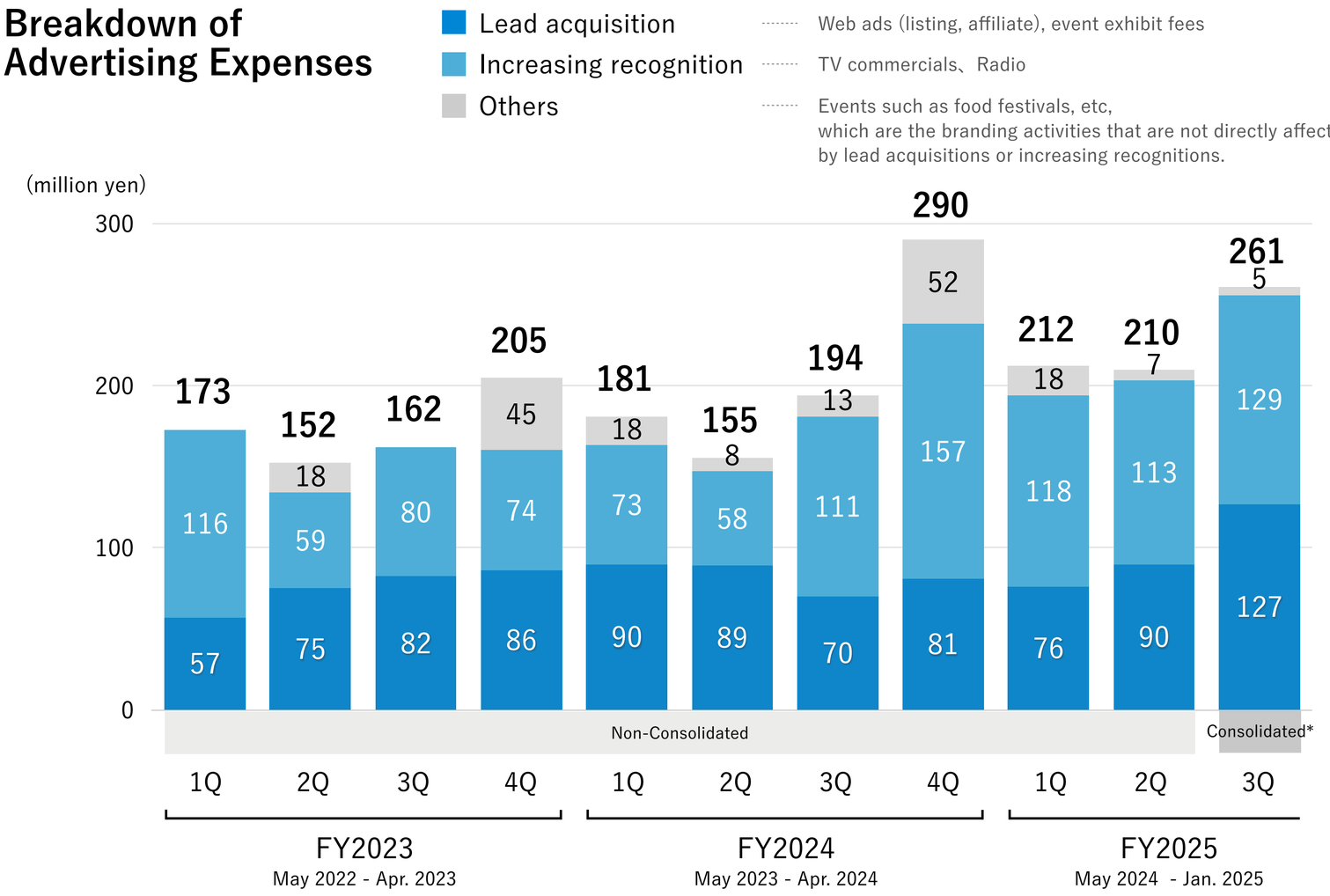
*Consolidated financial reporting begins from FY2025 3Q (See P2 for details).

Consolidated

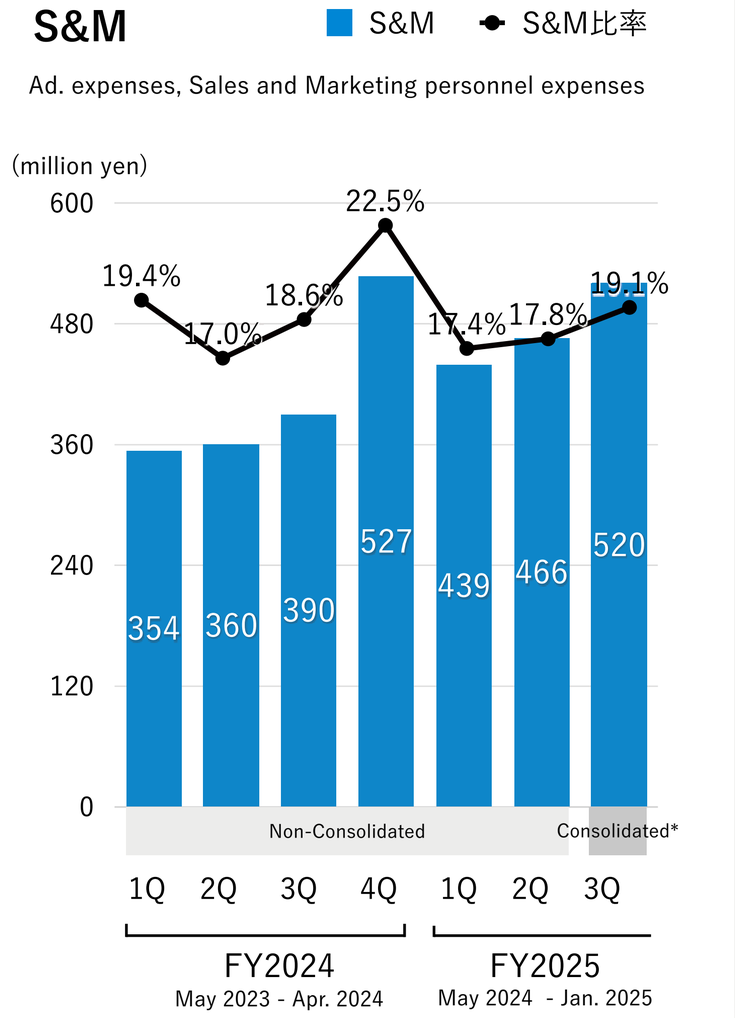
Quarterly Changes in Advertising Expenses and S&M

Continue Efficient Ad Investments with a Strong Focus on Cost-Effectiveness for Brand Awareness and Lead Generation. Expand TV Commercial Campaigns to Reach Potential Customers While Actively Driving Lead Acquisition with Ongoing CPA Improvements.

Breakdown of Advertising Expenses



S&M



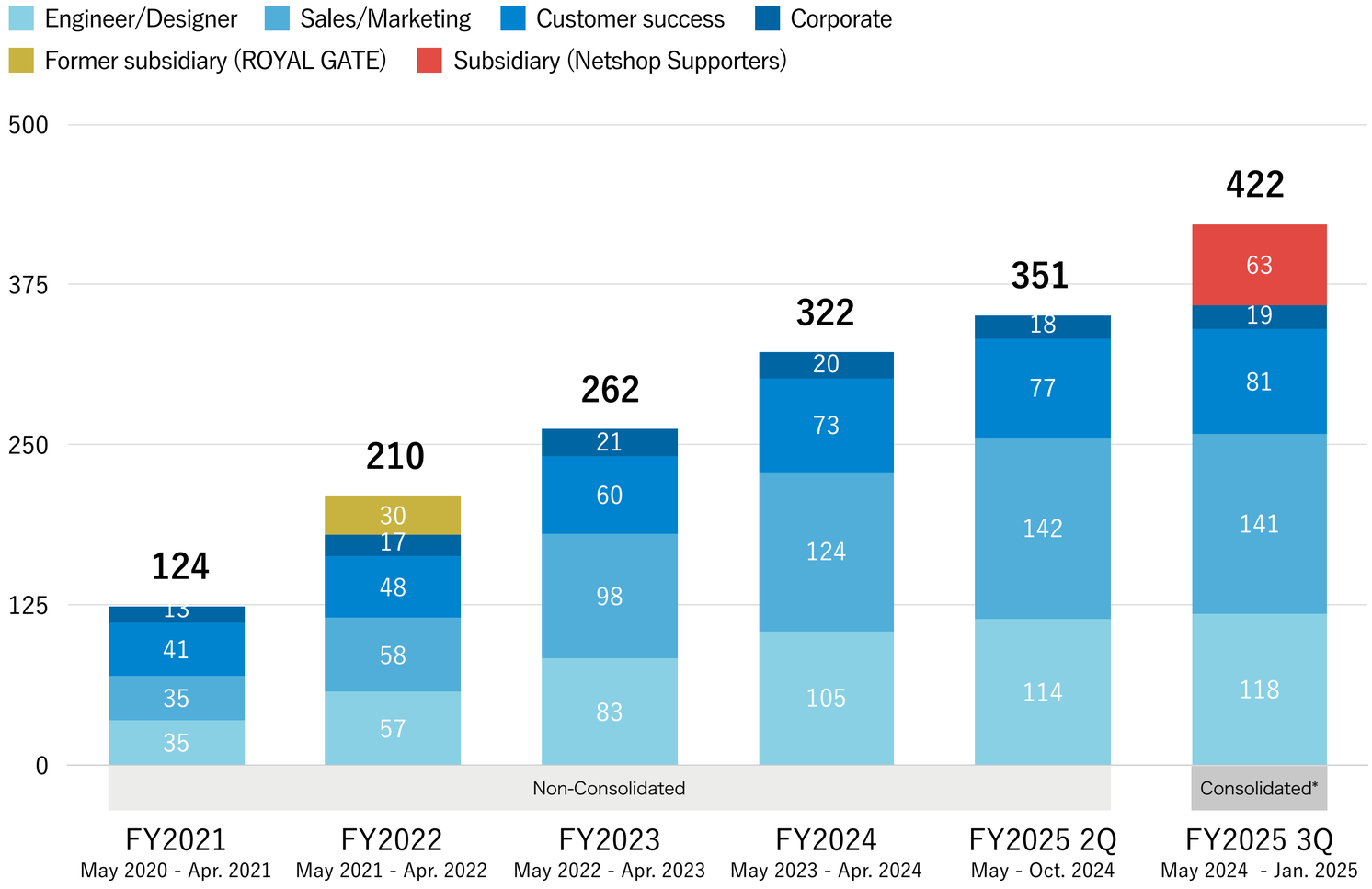
*Consolidated financial reporting begins from FY2025 3Q (See P2 for details).

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Growth in Number of Employees

Focused Recruitment in Engineering, Design, Sales, and Marketing The number of employees increased by 71 QoQ, bringing the total to 422.



FY2025 3Q *1 Number of Employees

422

YoY	QoQ
+41.1%	+20.2%
+123	+71

*1 As of the end of January 2025, excluding temporary, part-time employees and unconsolidated vietnam development subsidiary
*2 As of the end of January 2024: 299. As of the end of October 2024 : 351.

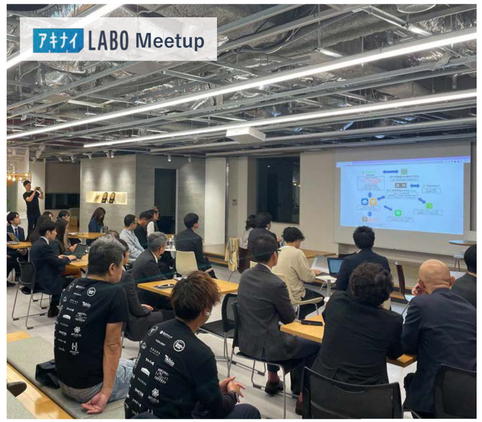


Business Summary

FY2025 3Q Topics













Jan. 2025

- Launched the "Mobile Order" app
- Renewed the "Net Anshin BOX" network backup line option
- Held "Akinai Lab:User community" Meetup in Osaka

Dec. 2024

- Launched a new TV commercial on Sunday, December 1, 2024
- Introduced the new PAYGATE plan for SMB with a transaction fee starting at 1.98%
- Acquired 100% of shares in Netshop Supporters Co., Ltd., making it a subsidiary
- Awarded "Best Website" in the Nikko IR "2024 All-Listed Company Website Quality Ranking (Growth Market Division)" for the fourth consecutive year

Nov. 2024

- Hosted the first "Akinai Lab" Meetup in Tokyo

Annual Recurring Revenue (Subscription Sales)

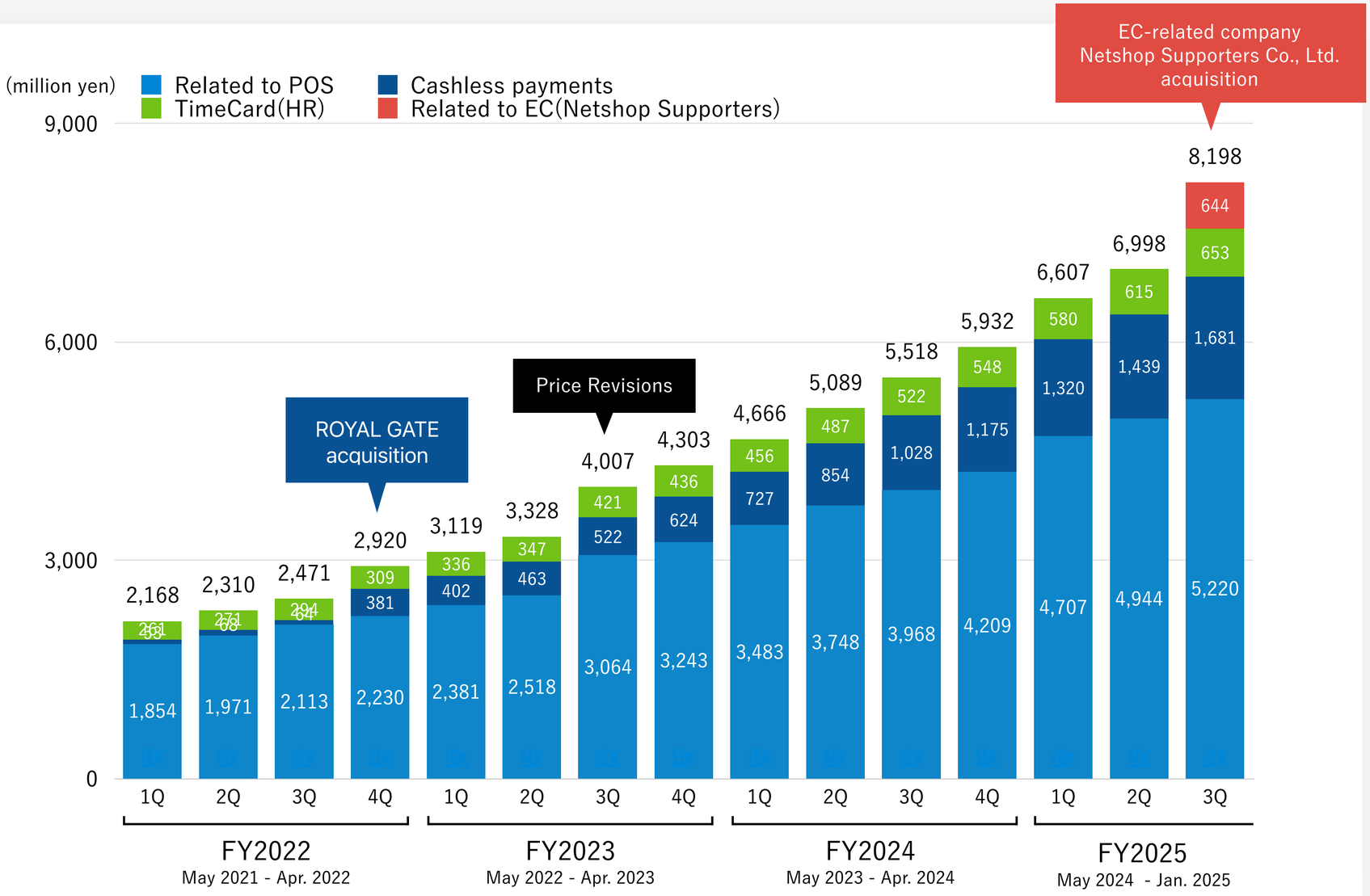
EC-Related ARR Contribution Added from 3Q Through M&A, Driving Strong YoY Growth of +48.6% to ¥8.19 Billion.

ARR*

8.19 billion yen

YoY	QoQ
+48.6%	+17.1%

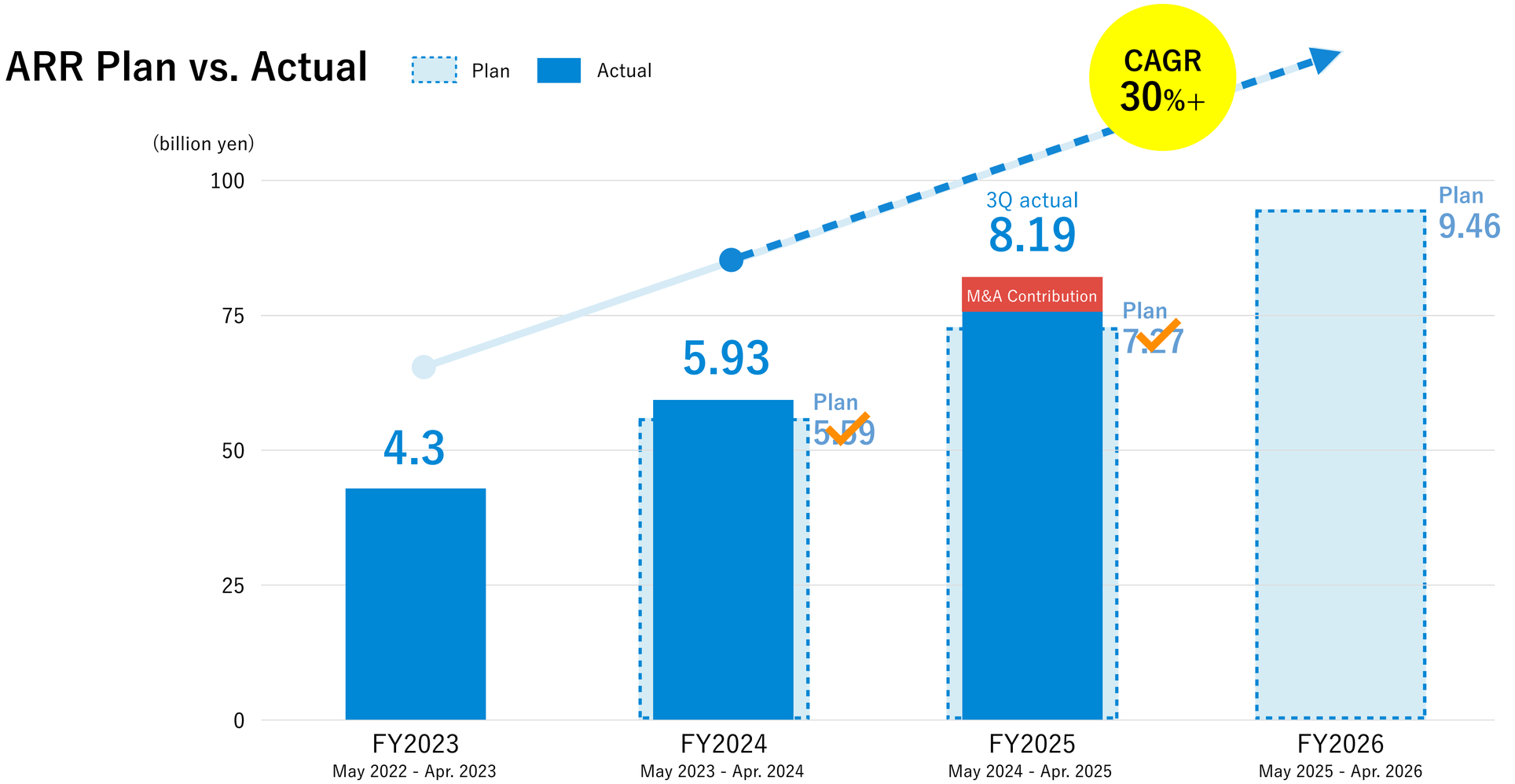
* Based on 12 times the MRR at the end of each quarter
* ARR: Annual Recurring Revenue
* MRR: Monthly Recurring Revenue



POS: POS monthly fees, equipment subscription, additional options (terminal addition fees, self-checkout fees, member-limit additional fees, third-party payment terminal integrations fees* etc.), Smaregi App Market, etc **Cashless payments:** Consisting of fixed charges and usage-based charges. Breakdown: Fixed: 45% Usage-based: 55% (as of the end of January 2025) **EC (Netshop Supporters):** Support services for online store operations, including Assist Tencho, Rakuraku Repeat, and Rakuraku B2B. Primarily fixed-fee pricing with some usage-based charges.
*Starting from FY2025 1Q, we have reclassified expenses related to third-party payment terminal integrations from 'Cashless Payments' to 'Related POS.'

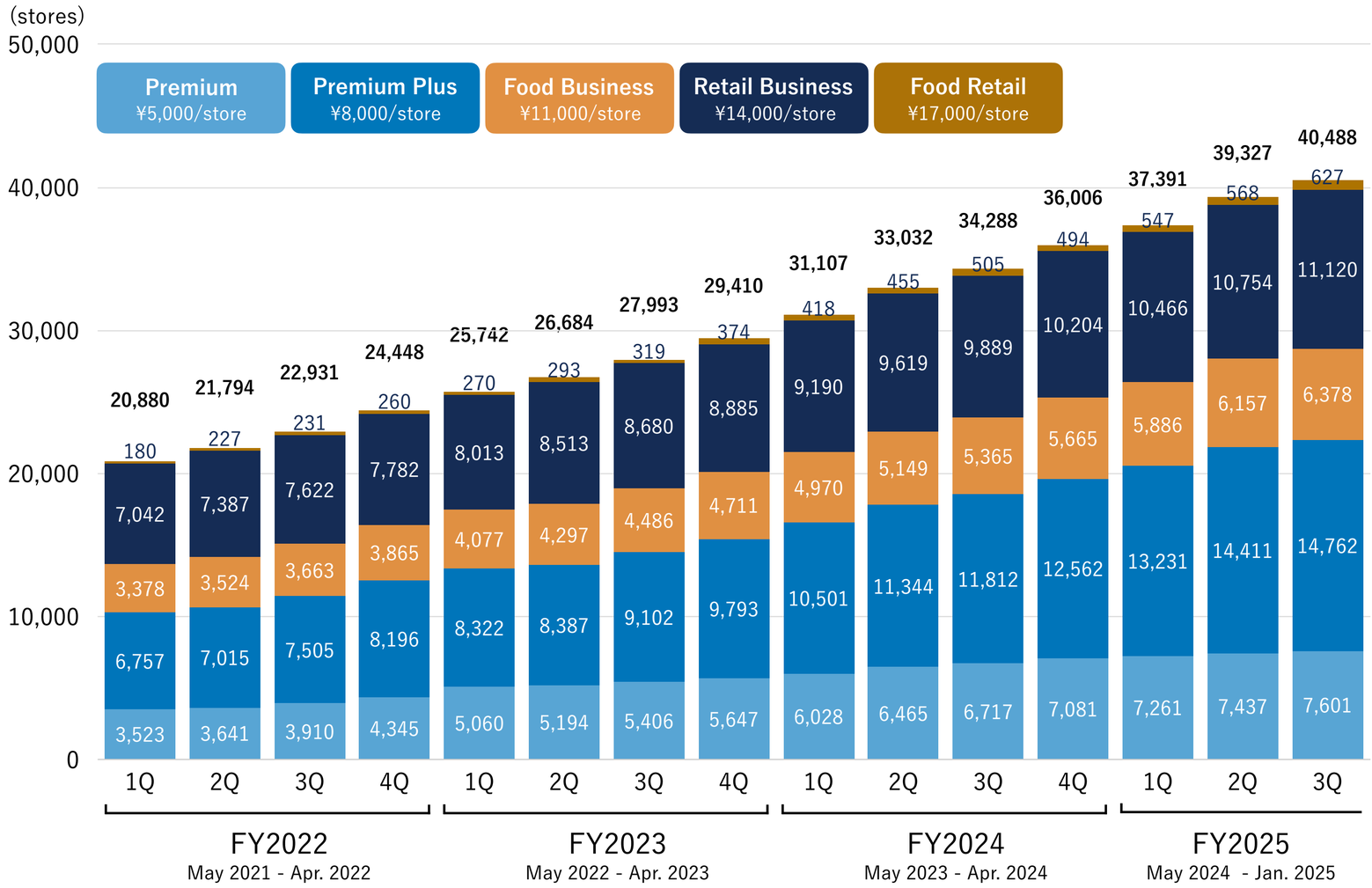
Progress of ARR in the Medium-Term Management Plan

At ¥8.19 Billion (Existing ¥7.55 Billion + M&A Contribution ¥0.64 Billion) as of 3Q, Far Exceeding the FY2025 Target of ¥7.27 Billion. We will continue to focus on early achievement of the FY2026 target of ¥9.46 Billion.



POS Quarterly Progress in the Number and Composition of Fee-paying Stores

Despite Seasonal Factors (Lower New Customer Acquisition During Clients' Busy Season), QoQ Growth Remained at +3.0%, with All Plans Showing Steady Performance and Fee-paying Stores Count Up +18.1% YoY.



Fee-paying stores*

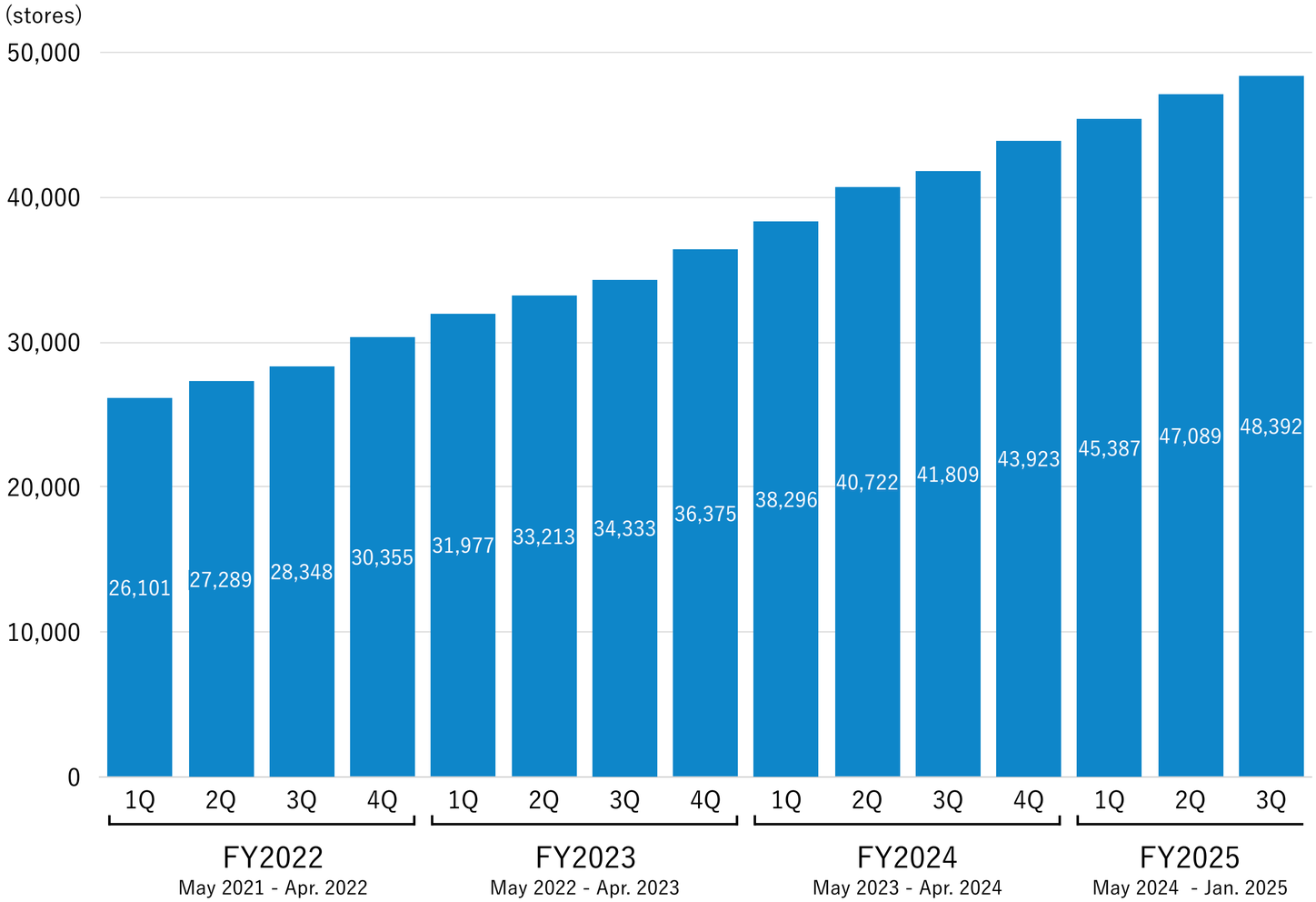
40,488

YoY	QoQ
+18.1%	+3.0%
+6,200stores	+1,161stores

*Smaregi aims to realize more widespread use of its services and has set **the number of fee-paying stores and active stores** (instead of no-fee stores) as important KPIs.
*Free plan stores paying a fee due to the use of an optional service are not included in this graph. *The price for each plan is the monthly price after the January 2023 revision (excluding tax).

POS Active Stores (Including Free Plan Stores)

Prioritizing MAU Over Registered Store Count, Focusing on Delivering a Service That Encourages Continued Use. Achieved Solid Growth of +15.7% YoY Despite the Impact of Seasonal Factors.



MAU

48,392

YoY

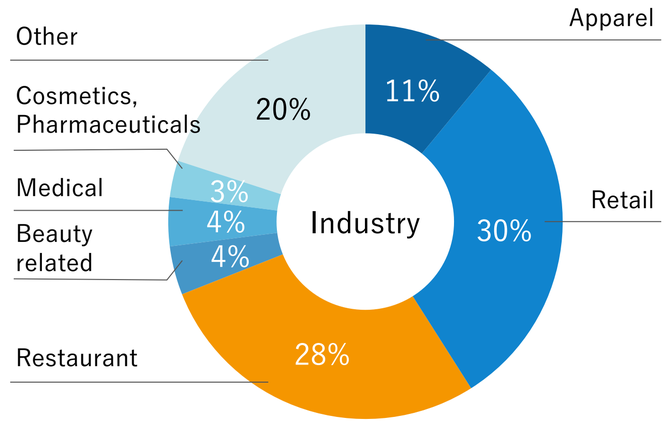
+15.7%

+6,583 stores

QoQ

+2.8%

+1,303 stores



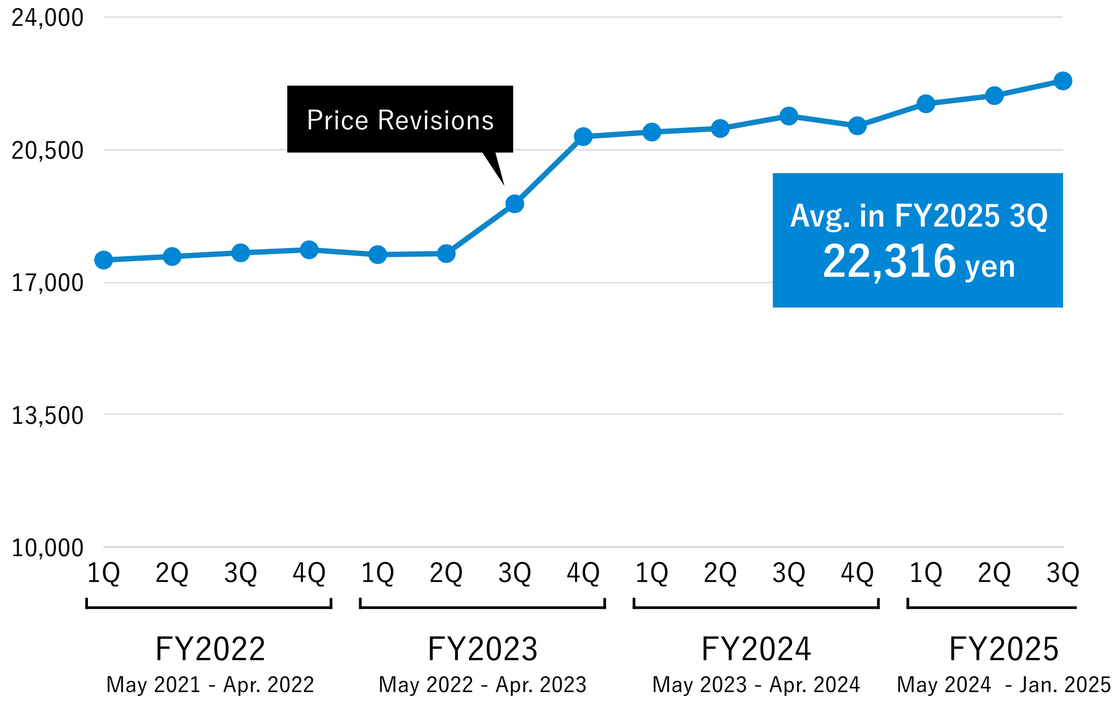
*The number of stores that recorded commercial transactions (sales) in the most recent one-month period using Smaregi's cash register function, irrespective of the type of plan. Even when the stores utilize the inventory management and other functions, if there are no commercial transactions then they are not counted.

POS Average Revenue per Account and User (ARPA/ARPU)

Stable Performance Following Price Revision. Average Customer Spend Shows a Slight Upward Trend, Driven by Increased Adoption of Hardware Subscriptions*.

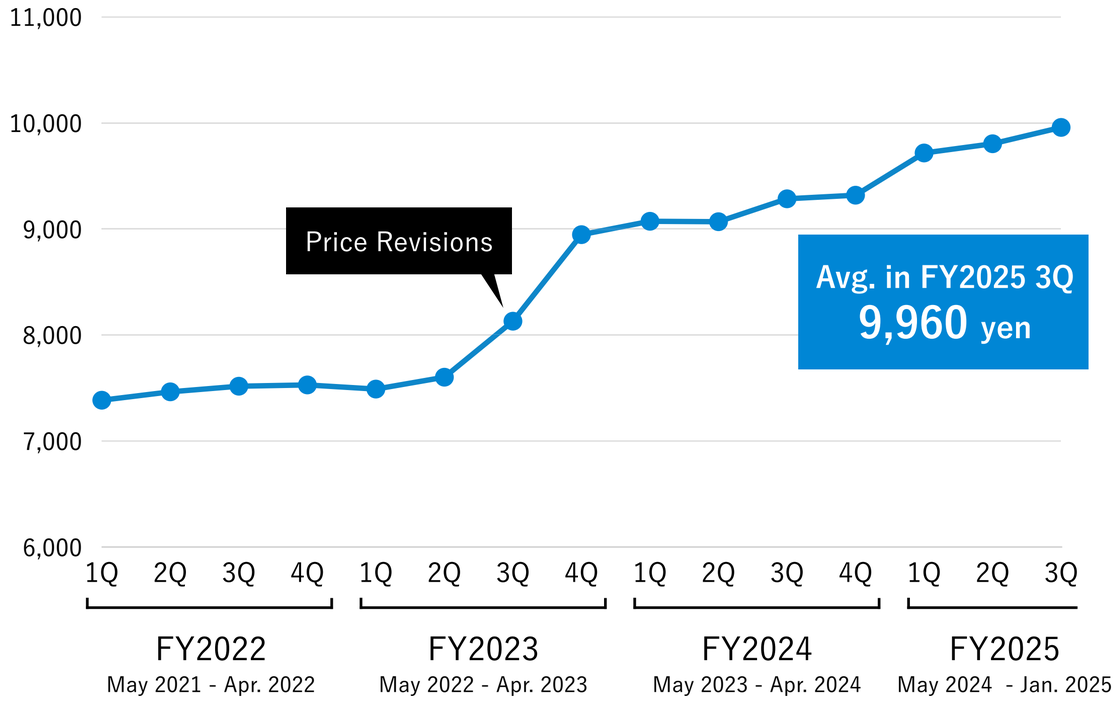
ARPA

YoY	QoQ
⬆928yen	⬆389yen



ARPU

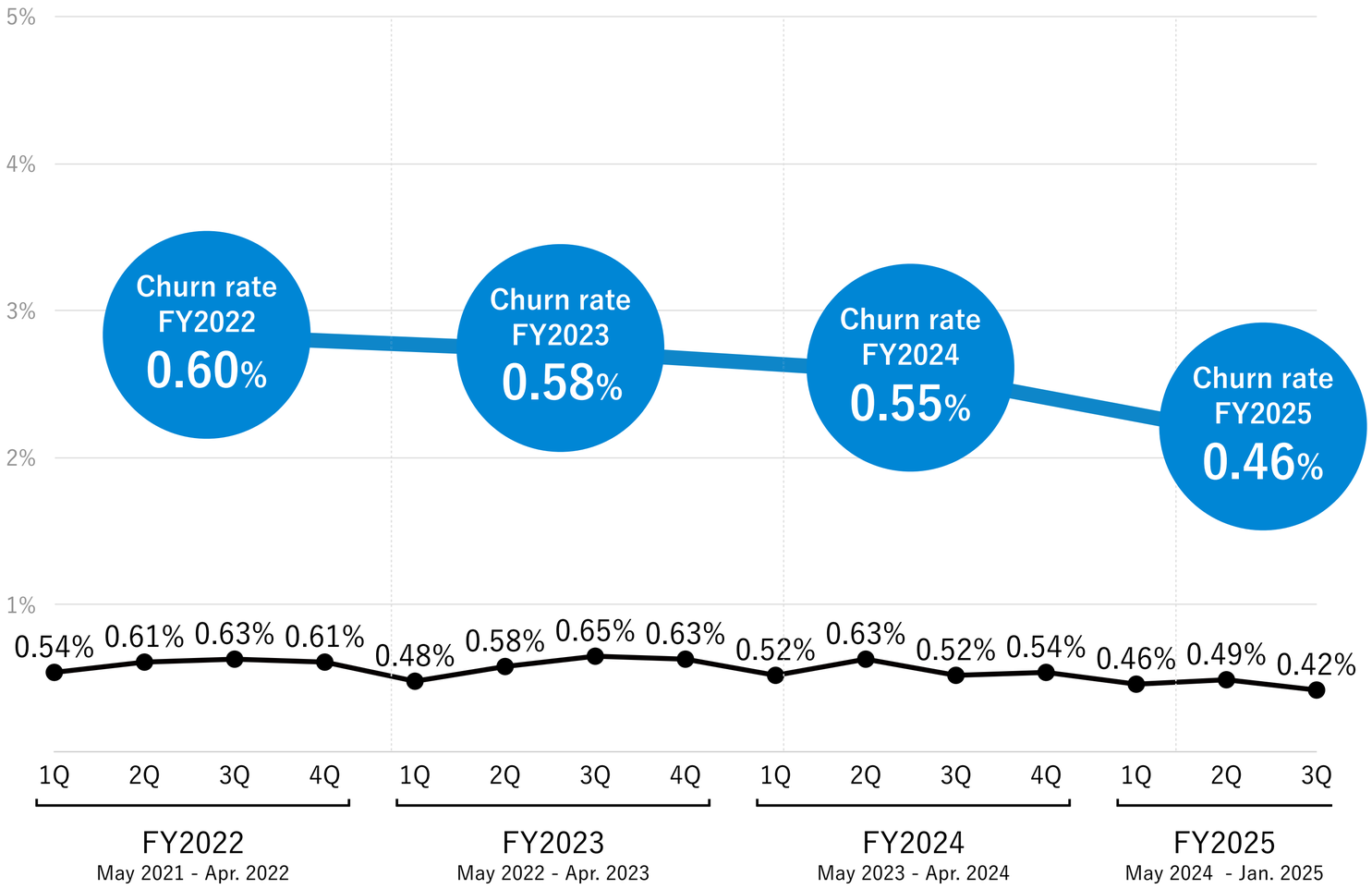
YoY	QoQ
⬆673yen	⬆155yen



*ARPA(Average Revenue Per Account): Customer unit price per contract ID (only for paid plan contracts),
*ARPU(Average Revenue Per User): Customer unit price per store (only for paid plan contracts). Both are NOT include sales from Smaregi TimeCard, Smaregi App Market, or the payment service.
*A subscription service that provides POS peripheral devices on a monthly basis.

POS Changes in Churn Rate

Continued Focus on Strengthening Onboarding and Enhancing Service Quality. Maintained a Low Churn Rate in FY2025 3Q.



Lowest ever

FY2025 3Q Churn rate

May 2024 - Jan. 2025

0.46%

YoY ⬇ 0.1pt

QoQ ⬇ 0.07pt

FY2024 3Q (May 2023 -Jan.2024)
Churn rate 0.56%

(Churn rate: MRR churn rate)
The percentage of decrease in existing customer monthly fees caused by cancellations.

POS Quarterly GMV (Gross Merchandise Value) Progress

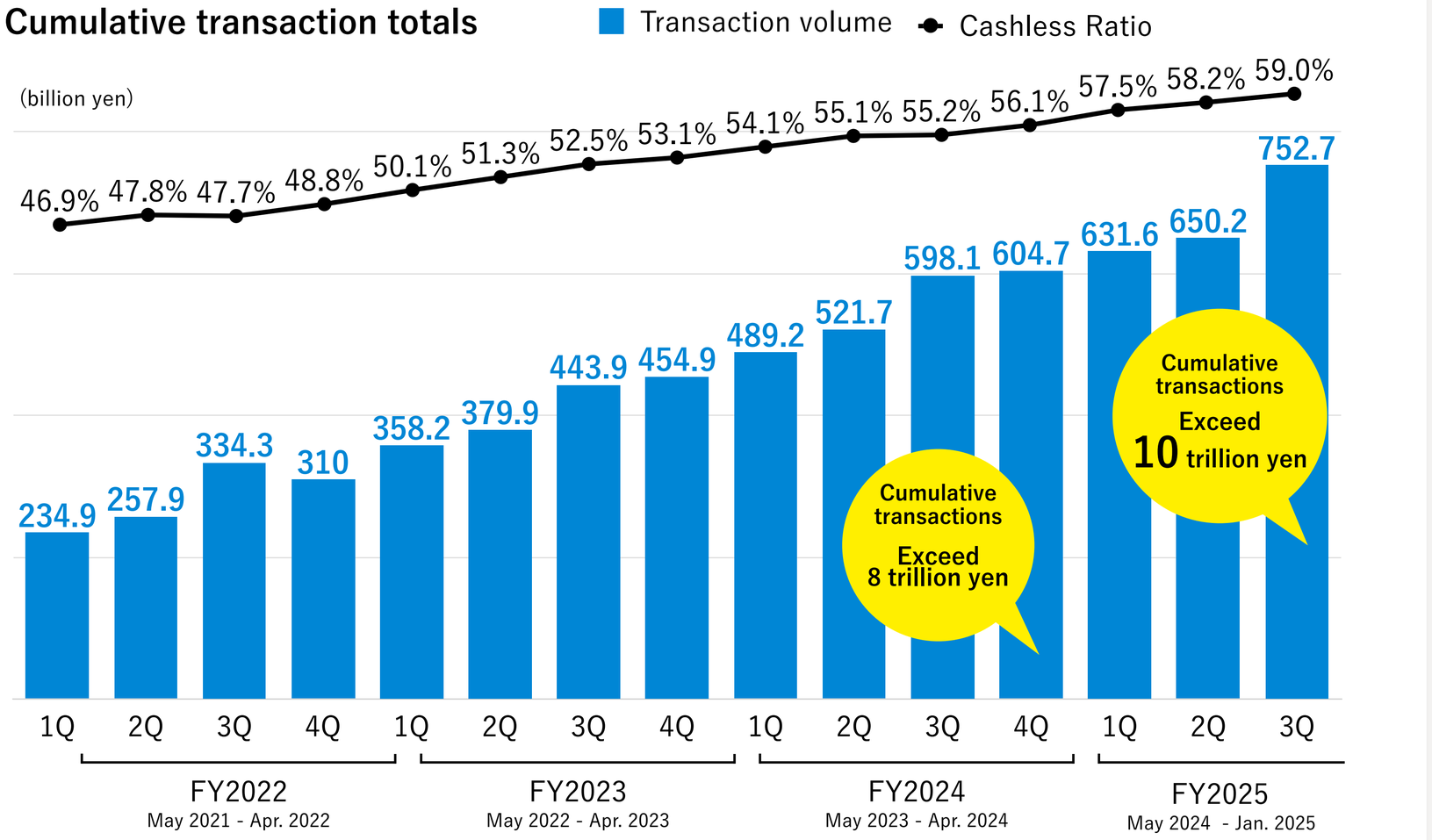
GMV for 3Q Achieved Significant Growth, Rising to ¥757.2 Billion (+16.5% QoQ). Cashless Transaction Ratio Increased to 59.0%.

GMV growth ratio

YoY	QoQ
+26.6%	+16.5%

Cumulative Transaction Amount

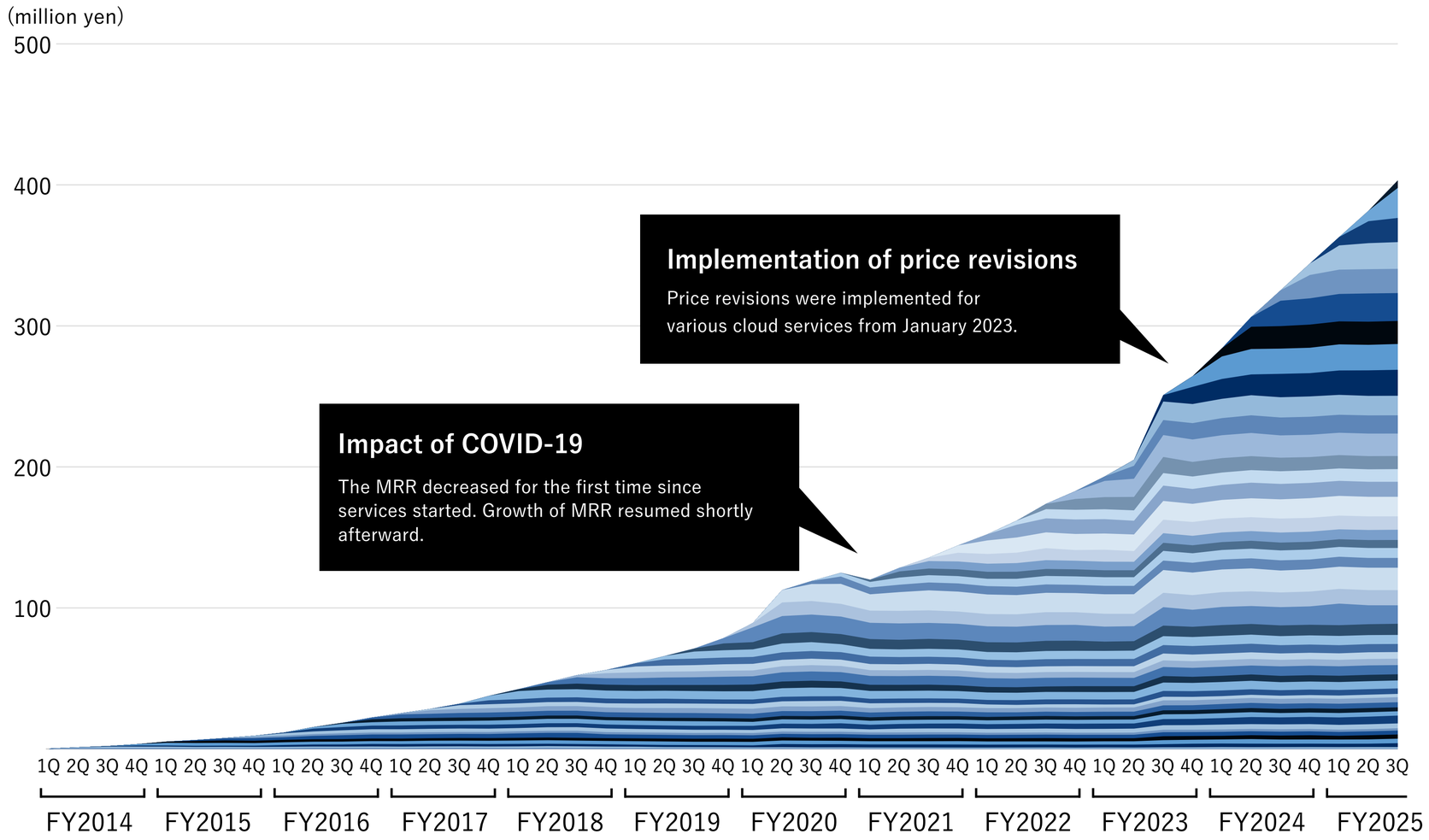
757.2 billion yen



*Cashless transactions: Also includes credit cards, electronic money, QR code payments, and some tradable coupons, gift certificates, etc.

POS Monthly Fees by Quarter of Start of Services

Sustained growth has been achieved through a steady increase in new customers and a low churn rate, leading to stable ongoing usage.



FY2025 3Q

MRR
(POS service only)

404 million yen

M&A

PMI Progress and Future Outlook for Netshop Supporters Co., Ltd.

Following Full Subsidiarization in December 2024, PMI is Progressing Smoothly, Expanding Sales Channels to EC Operators.

Acquired 100% of shares in Netshop Supporters Co., Ltd., a provider of EC-focused inventory and order management systems, making it a wholly owned subsidiary as of the end of December 2024.

Supporting EC Operators in Enhancing Operational Efficiency and Revenue Growth.
Approximately 90% of Revenue Comes from a Subscription-Based Model.

Netshop Supporters Co., Ltd.

Founded: 2013 **Representative:** Yoichi Takezawa

Assist Tencho
A comprehensive EC platform with built-in CRM functionality. Provides unified management for order processing, inventory management, email distribution, and customer relationship management.

Rakuraku B2B
BtoB Cart System. Enables BtoB transactions such as ordering, shipping, invoicing, and payments.

Rakuraku Repeat
D2C Repeat Commerce Cart System. Specializes in repeat sales with features like step mail, customer analysis, and tailored response functions.

End of December 2024 → 2026 and beyond

Phase 1

Launch with Minimal Integration First, Then Define Direction and Proceed to Phase 2 and Beyond.

In Progress

System Integration, Data Integration, and Sales Strategy

- Ongoing System and Data Infrastructure Integration & Optimization
- Developing Marketing and Sales Strategy

Within 2025

- **Launch with Minimal Integration**

Phase 2 & Beyond

Accelerating EC Strategy to Strengthen Smaregi's Competitive Advantage

Sales Channel Expansion & Upselling/Cross-Selling

- Enhancing Competitive Edge Through EC Functionality Expansion
- Expanding Sales Channels to EC Operators
- Increasing Customer Spend Through Cross-Selling & Upselling Between POS and EC Services

Business Outline

Businesses

With Smaregi (POS) and Smaregi TimeCard (HR) as the core cloud services businesses, we are aiming to expand the Smaregi economic zone through venture investments and IT human resources discovery and training businesses.

Cloud Services

Smaregi (POS)



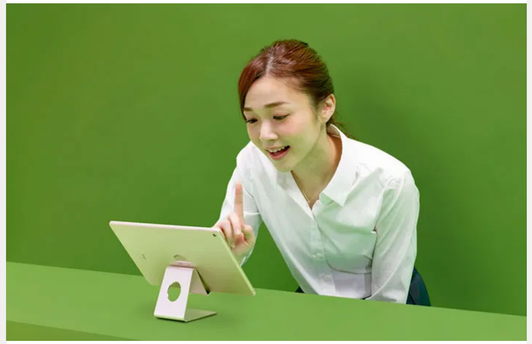
A new, cloud-based POS register system that enables efficient store management and data management through sales analysis, advanced inventory management, and other DX transformations for the retail, restaurant, and service industries.

Payment Service



A multi-payment service that supports a variety of payment methods such as credit card payments, contactless payments, and barcode payments.

Smaregi TimeCard (HR)



An HR service that has been requested by stores and companies, which goes beyond the framework of attendance management with features such as payroll calculations, vacation management, shift management, daily reports, project management, and workflow.

Others

CVC

スマレジ Ventures

Venture investments business and Smaregi economic zone expansion business

SES

Smaregi TechFarm

IT and creative human resources discovery and training business through SES

Hardware sales

STORE STORE

Online store for store peripherals

Store Management

awabar

TSUBAMEDONUT

Channeling Ground-Level Feedback for User-Centric Software Development through Store Management

Subsidiary

NEW

FROM BEGINNING TO SUCCESS ネットショップ支援室

EC

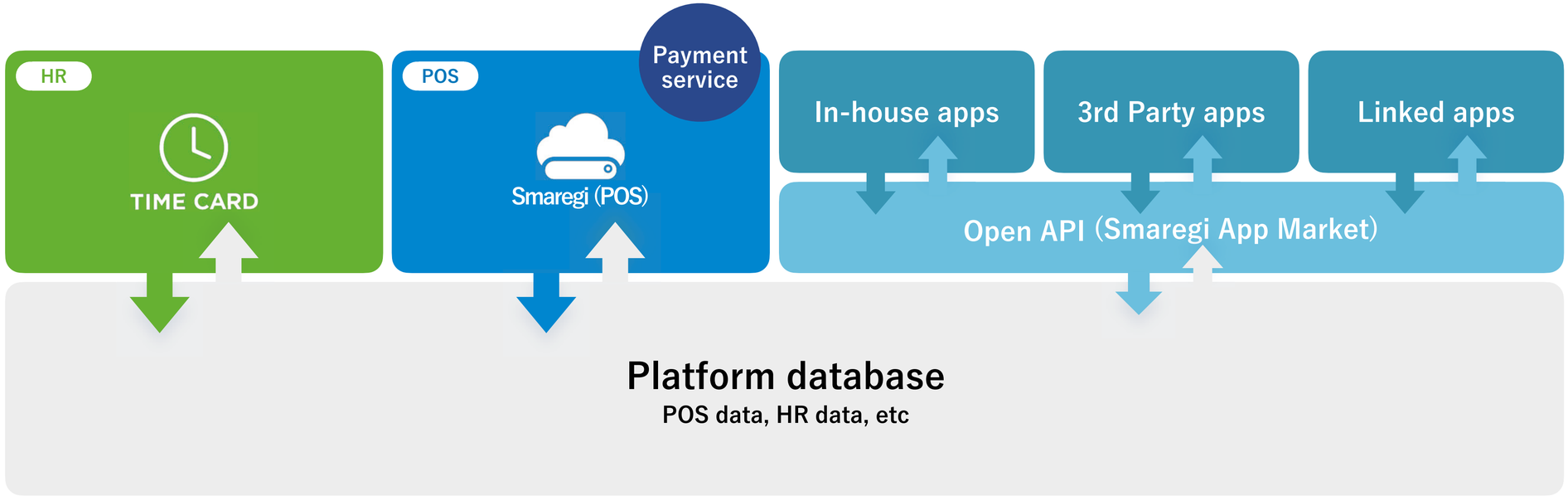
Expansion of EC Operator Support Services

Cloud Services

Society is moving towards an era of storing and utilizing data, and
Smaregi supports store management based on data with a rich set of APIs that other companies lack.

Smaregi Platform

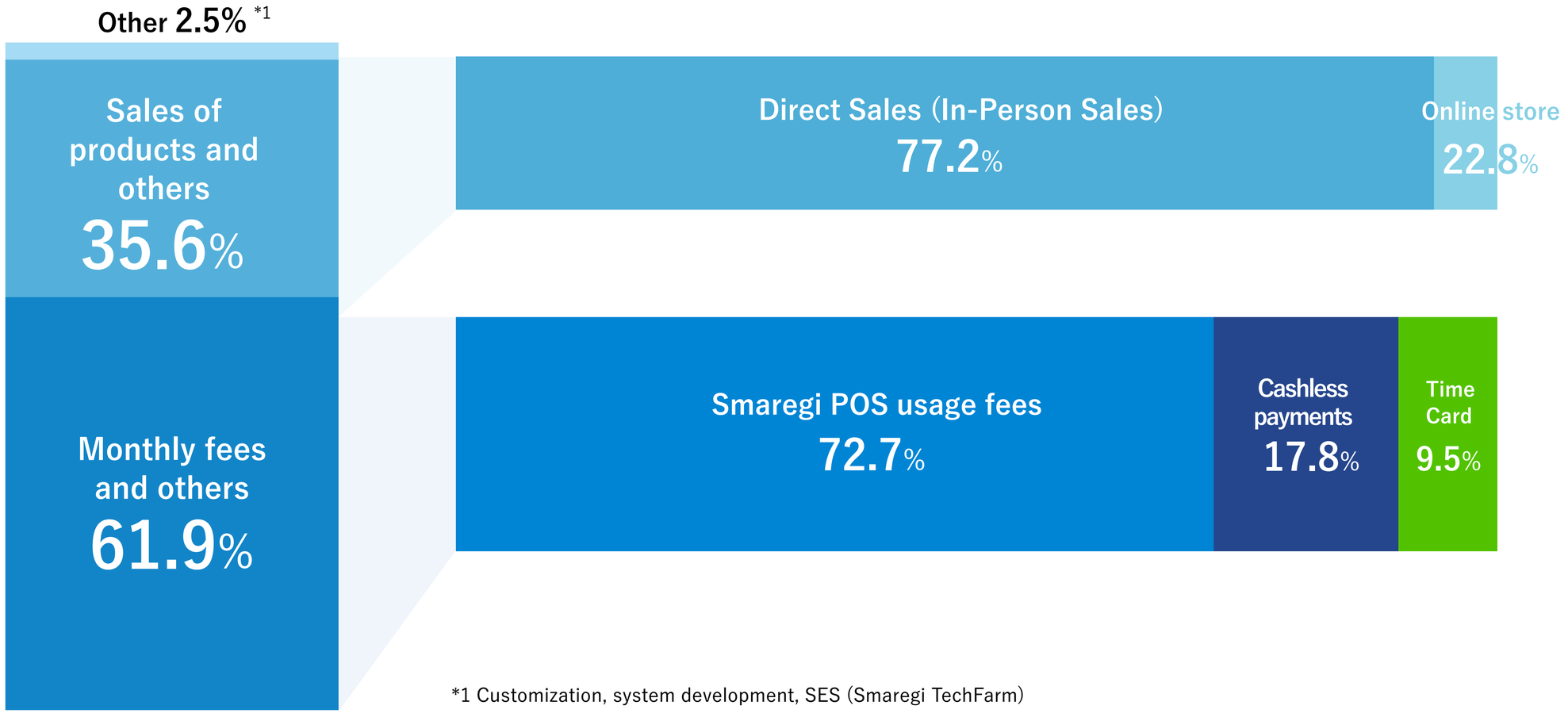
Smaregi provides a platform centered around the vast amounts of sales data and HR data that are accumulated by Smaregi, and then flexible data input and output are realized through the app market and an open API.



Sales Components

Our flagship product, Smaregi (POS), is a distinctive cloud service accompanied by the sale of related products.

Revenue Composition for FY2024*



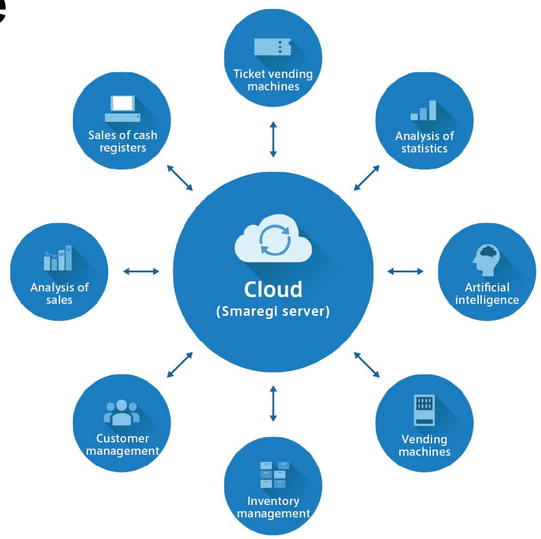
*1 Customization, system development, SES (Smaregi TechFarm)

*Prepared by Smaregi based on sales results for FY2024 (May 2023 - Apr. 2024)
*Smaregi POS usage fees (monthly fees, etc.) include monthly usage fees for Smaregi App Market (only for Smaregi's portion of earnings).

Cloud Services - About Smaregi (POS)

スマレジ High-performance cloud-based POS system

Smaregi provides platform for performing many tasks chiefly involving the utilization of sales (POS) data. Its innovative cloud-based POS systems have capabilities that go far beyond those of conventional POS systems. Smaregi products analyze sales, perform sophisticated inventory management tasks and have many other functions that raise the efficiency of stores in the retail, restaurant and service sectors.





Taking Store Management to the Next Level

Science store management with POS data

POS systems are means of utilizing data. Based on Smaregi, Inc.'s management philosophy of "OPEN DATA, OPEN SCIENCE!", the Company promotes the resolution of store management challenges through the provision of frameworks that enable POS data to be utilized in store management.

Into an era of storing and utilizing data Smaregi

An evolution of traditional POS systems

Realizing flexible data in/data out through open API and the platform (Smaregi App Market). It is a POS system that makes data-driven management possible.

Cash register

Registers are for … settling payments?



Smaregi

Unifies the management of not only accounts but also inventory, sales and other data, thus making data-driven store management possible



Unique Features of Smaregi (POS) - Exceptional High Performance

The basic functions of Smaregi's POS are provided free of charge. Smaregi is a highly-functional cloud-based POS register that uses sales data to make store management a science.

Retail stores

- Operations
  - Orders/ incoming deliveries
  - Merchandise registration
  - Wholesale operations
  - Multi-store management
- Sales area
- Checkout
  - Cash register function
  - Sales analysis
- Consumers
  - Customer management

Restaurants

- Operations
  - Customer management
  - Customer arrival Management
  - Menu registration
  - Customer order input
  - Printer link
- Kitchen
- Table preparations
  - Table management
  - Menu management
- Customer seating
- Checkout
  - Cash register function
  - Sales analysis
  - Multi-location management

Store staff's choice Excellent support No.1

Store staff's choice Trustworthy No.1

Store owner's choice Good quality No.1

Online survey by Shopper's Eye Inc. (June 2021)

Open API

Able to handle the demand of big business

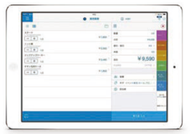


Easily linked with external services, such as accounting etc

Extensive track record of linking with systems such as CRM/ERP

User-centered design

GOOD DESIGN



Resolves stores' challenges with design concepts

Outstanding inventory management

Strength in the retail industry

- Order/incoming deliveries
- Wholesale Ops
- Multi-locations

Displays supreme performance in inventory management coordinated with POS

Sophisticated sales analysis



Possible to confirm various types of sales analysis from anywhere, at any time

Omni-channel

Integrates inventory and customer information

\ NEW / Acquired EC-Related Systems Through M&A



Improves quality of customer contact by removing barriers between online and real

Customer success

Churn rate 0.46%*



High level of customer satisfaction resulting from full-support structure

Smaregi App Market

Purchase what store want



Realizes multifaceted approaches to various business categories and enhanced user convenience

From single-store to large scale



Responds to store needs, irrespective of their size. Obtaining broad share

Links with payment

Our own payment service



High compatibility between POS and payment. Realizes enhanced convenience and ARPU/ARPA

*MRR churn is the attrition rate calculated by using Smaregi monthly recurring revenue. The average is from May 2024 to January 2025.

スマレジ

Our Users

Smaregi (POS) is adopted by a wide range of stores and businesses operating from single-store to more than 500 stores.

Retail/Apparel/Others

GINZA Cozy Corner 銀座コージーコーナー
Bake Inc.
Tabio tradition in motion
O.P.S. ONWARD PERSONAL STYLE
HEAD LIGHT
有隣堂
銀座 にしかわ 水にこだわる高級食パン
JT
LESPORTSAC
familiar
MATSUMOTO Yamaga F.C.
白樺リゾート 池の平ホテル
中川政七商店
とらや
EAST BOY
madras
WELEDA
PEUGEOT
LeTAO
ELECOM Beyond Digital Life
Hurley
Graphpaper
CITROËN
PARCO
Châteraisé
VERMICULAR
haluta
RAW
株式会社 東京ドーム
OSAKA EVESSA

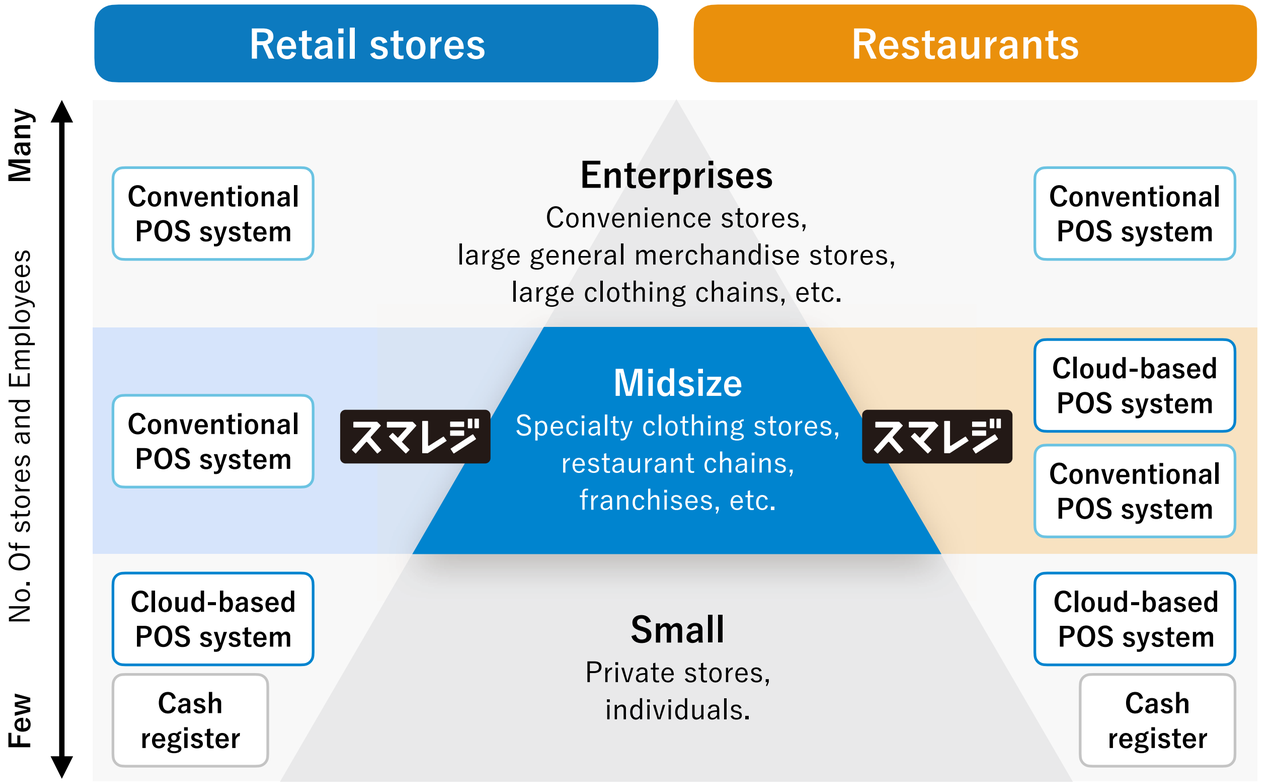
Restaurants

肉汁餃子のダンダダン
大阪焼肉・ホルモン ふたご
Soup Stock TOKYO
春水堂
CHOPPED SALAD DAY
Brigela Brioche con Gelato
幸楽苑のからあげ家
KYOBASHI SEMBIKIYA 千疋屋 SINCE 1881
カプリ島

*Random order. Posted some stores that got approval to publish.

Domestic Market

Product distribution by store size and industry. Smaregi shows its strengths among retail and midsize businesses.



Conventional products in the POS system market are being swapped out for cloud-based ones. As the shift to the cloud and DX accelerate across industries, cloud-based POS system manufacturers are expanding into new markets such as inventory management as they compete for market share.



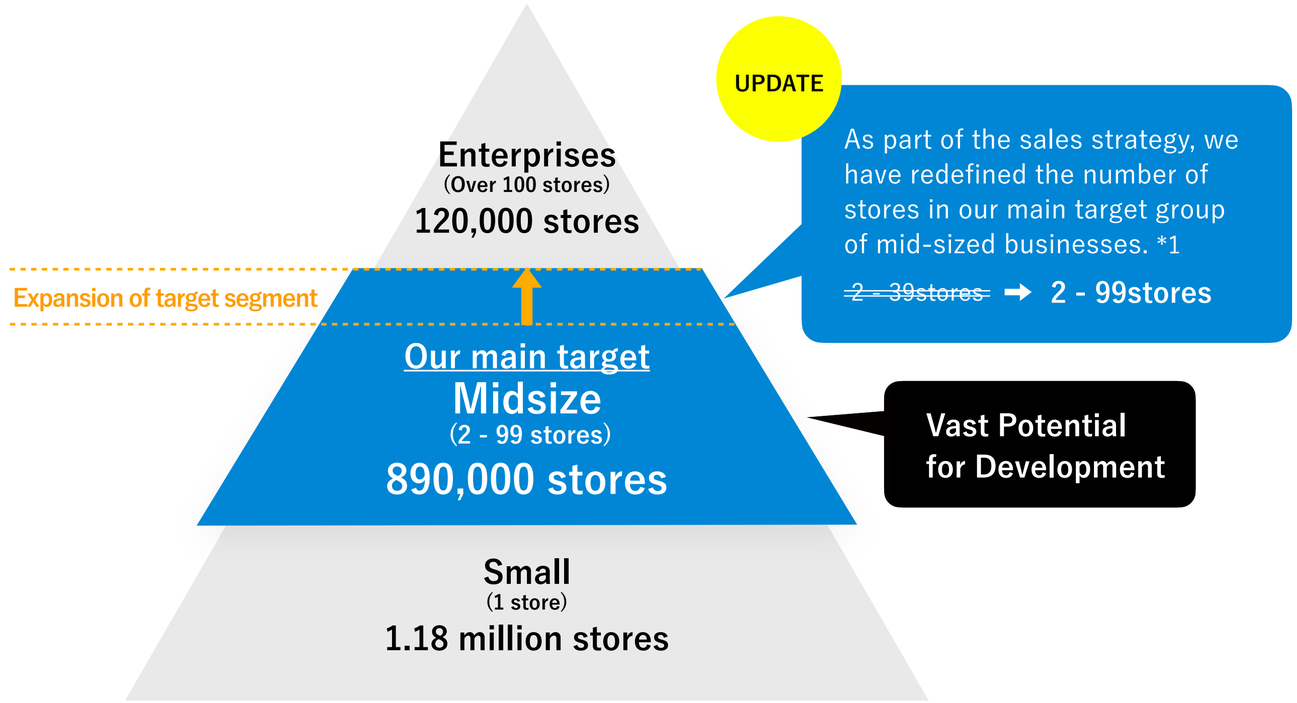


	Cash registers	Conventional POS system Dedicated device	Cloud-based POS system PC or tablet
Device price	○ Low ¥10,000 - 100,000	× High ¥500,000 - millions +	○ Low ¥100,000 - 150,000
Maintenance costs	△ Replacement of malfunctioning devices	× Replacement of malfunctioning devices / Separate update fees required	○ Replacement by part. No update fees required
Ease of use	△ Complicated to use with many buttons	△ Complicated to use with many buttons	○ Easy to use iOS app
Functionality	× Basic performance	○ High performance	○ High performance & freely expandable
Support	× Generally none	○ Help desk, on-site support +	○ Help desk, email support, help site +

Domestic Market Size and Main Target

Main Target: 890,000 Mid-Sized Stores

The POS system market will remain competitive rather than dominated by a single company because a company that monopolizes this market would have no benefits from the larger scale of operations.

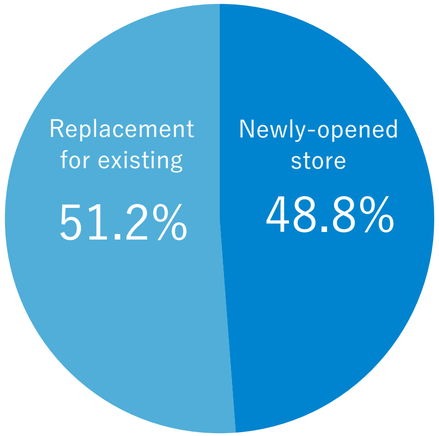


Created by our company based on the results of the 2021 Economic Census by the Ministry of Economy, Trade, and Industry, and the Ministry of Internal Affairs and Communications.

Sales opportunities half - and - half; newly - opened stores and replacement for existing

We aim to expand our market share in the overall POS register market, leveraging demand from new business openings and replacement needs.

Inquiry Categories



*Calculated based on Smaregi inquiry data (May 2023 - Apr. 2024)

*1 In September 2024, we redefined the conditions for mid-sized businesses, expanding the classification from 2-39 stores to 2-99 stores, reflecting our change in target segments.

Smaregi’s M&A Strategy

We are actively considering M&A with a focus on companies that have direct business synergies.
We are also considering acquiring IT engineers as well.

1

Acquire Customer Numbers

M&A to speed up customer acquisition or expand target areas.

Target Companies

Cloud-based POS vendors.

2

Increase Revenue per Customer (Full lineup of products/services)

M&A of companies that can functionally complement Smaregi. Aim for cross-selling and up-selling.

Target Companies

Companies that have software for stores and that likely have direct synergy with Smaregi.

3

Acquire IT Engineers

Companies that have web engineers. The companies don't have to own a product.

Target Companies

System development companies, systems integrators, and production companies.

Smaregi's Management Team

Representative Director

RYUHEI MIYAZAKI



Joined Smaregi in 2011. After participating in development as a founding member of Smaregi, launched the Smaregi TimeCard in 2014.

Chairperson

HIROSHI YAMAMOTO



Engaged with business systems development as an IT engineer since 2003. Launched the cloud-based POS cash register service, Smaregi, in 2011.

Executive Vice President and Director

Business Planning/COO

RYUTARO MINATO



An IT engineer who has been involved in many large-scale development projects including financial systems and POS. Developed the Smaregi cloud-based POS system in 2011.

Director

Corporate Planning and Marketing/CSO

KOHEI TAKAMADATE



Joined the JAFCO Group in 2007. Worked in the areas of venture investment, M&A, and stock listing, appointed president and representative director of Sekaie in 2013, then joined Smaregi.

Outside Director

IT Venture Investments

SHINJI ASADA



Worked at ITOCHU Corporation, ITOCHU Techno Solutions Co., Ltd., and Salesforce Ventures Japan representative, then founded One Capital Co., Ltd. in 2020.

Outside Director

Branding/Communication strategy

SAKI IGAWA



After serving as Head of Asia at BLUE BOTTLE COFFEE Inc., founded Inflorescence in 2022.

Executive Officer

In charge of Sales

SOSUKE SUGIMOTO



Joined Smaregi in 2013 after working in a major enterprise in the apparel industry. Has served as section manager and general manager of the Sales Department.

Executive Officer

In charge of Customer Success/Smaregi TimeCard

DAI TAKEMURA



Joined Smaregi in 2013. Engaged in the launch of the Customer Success Department, which covers a range of solutions from onboarding to after-sales support.

Executive Officer

In charge of business alliance/Smaregi App Market

SHUGO SUZUKI



Joined the company in 2016 after working in manufacturing and retail companies. Involved in the launch of the business partner scheme and partner promotion department.

Executive Officer

In charge of Sales/Payment Services

TETSUYA TAKAHASHI



Joined in 2023. Led the PMI of the former Royal Gate merger as Head of the Payment Business, successfully achieving profitability.

Full-time Corporate Auditor TAKUYA MOCHIZUKI

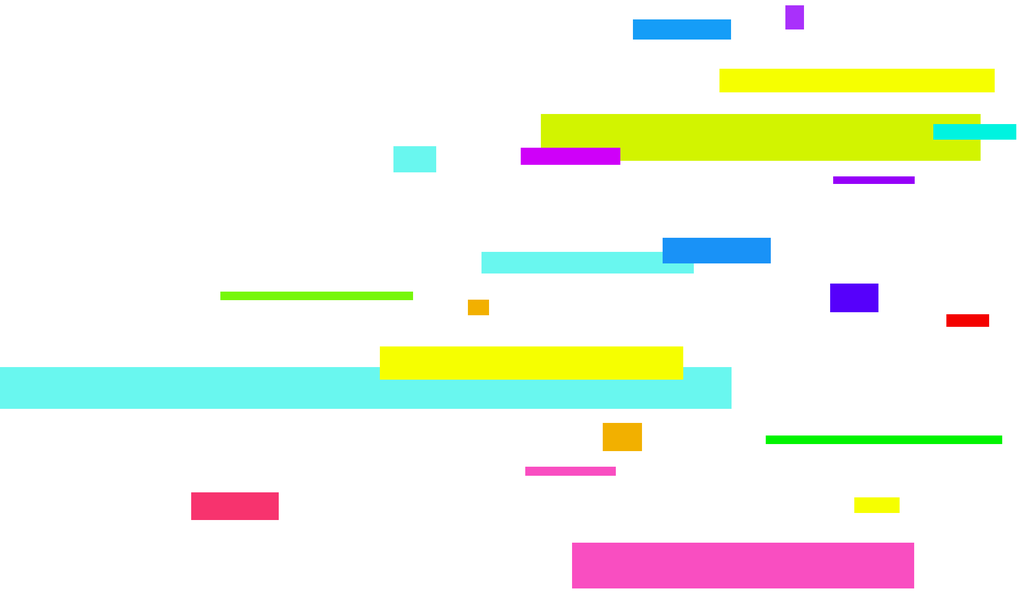
In 2005, established genephics design, Inc. (now Smaregi Inc.) with Makoto Tokuda (a Smaregi Corporate advisor) and became a director of this company. Appointed as a full-time corporate auditor in 2017.

Outside Corporate Auditor YUTAKA OHIRA

Certified public accountant and tax accountant. Worked as a professional accountant since 1994 after passing the national examination. Appointed as a corporate auditor in 2017.

Outside Corporate Auditor MASAYUKI MURATA

Worked at the stock exchange for 27 years since 1991. Established PUBLIC GATE LLC in 2018, and appointed as a corporate auditor of Smaregi.



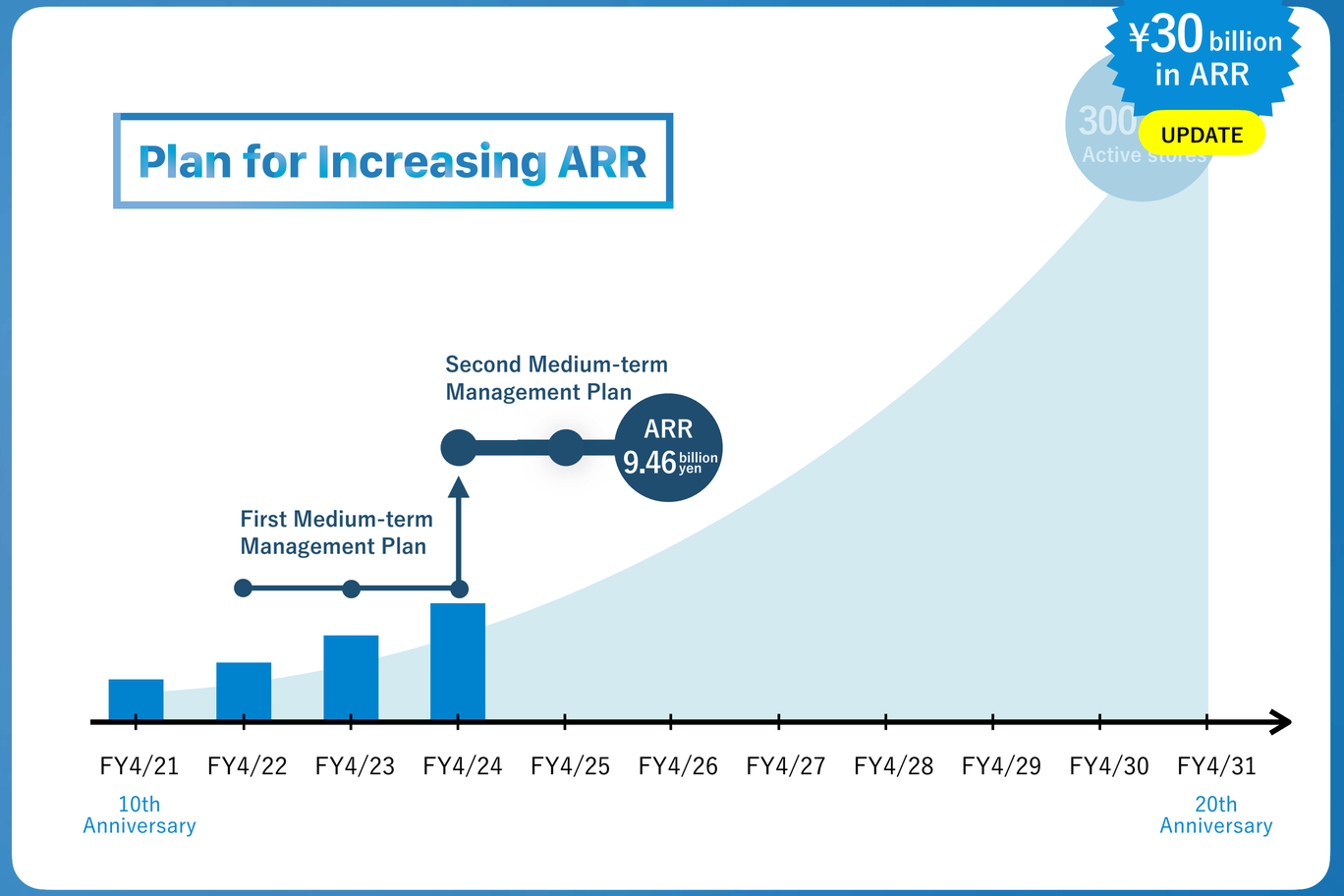
Appendix

Long-term Vision and Medium-term Management Plan

VISION 2031 TO BE THE NEW STANDARD

2024/9/12 UPDATE

Aiming for
¥30 Billion
ARR!



Read more in the Long-term Vision and Medium-term Management Plan.

VISION 2031

Smaregi Long-term Vision and Medium-term Management Plan, VISION 2031

https://corp.smaregi.jp/en/ir/management/vision2031.php

Disclaimer

Business plans, forecasts, and other forward-looking statements in this presentation are based on the reasonable judgments of Smaregi based on information that was currently available. The actual results of operations may differ because these statements include uncertainties involving market conditions, political events, the economy, and other items.

The purpose of this presentation is not to encourage investors to buy or sell Smaregi stock or make any other investment decisions. Investors are responsible for making these decisions on their own.



3Q FY2025

May 1, 2024 - Jan 31, 2025

Presentation Materials

Smaregi, Inc.