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# Supplementary Financial Information

for the 3rd Quarter of FYE Jan. 2024

Although BUYMA in Japan continues to struggle to recover its top line due to the severe external environment, the initiatives for our three focus themes\* have progressed steadily by Q3, preparing us for the competitive Q4 business season ahead. GLOBAL BUYMA's performance has recovered through Connected TV ads, and new business pillars are growing, such as the ongoing collaboration with Hello Activity in the BUYMA TRAVEL business.

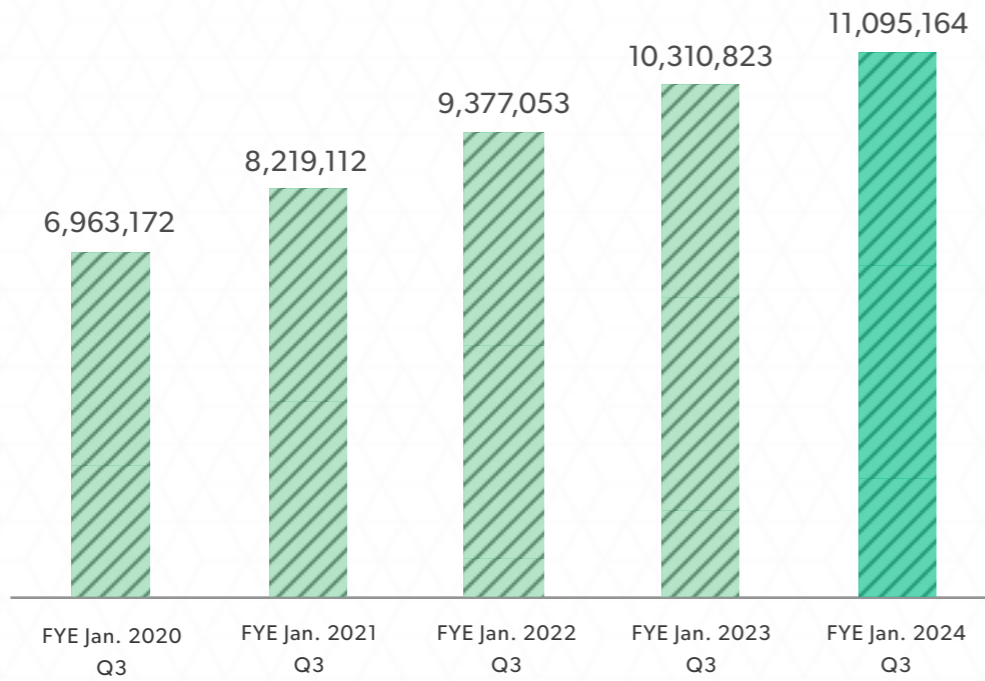
	FYE 2024/1 Q3	FYE 2023/1 Q3	YoY
GMV* Includes fees for settlement of payment	39,901million	43,278million	92.2%
Net sales	4,337million	4,740million	91.5%
Gross profit	3,397million	3,786million	89.7%
SGA	2,910million	2,961million	98.3%
Advertising expenses	1,062million	1,390million	76.4%
Personnel expenses	1,351million	1,130million	119.5%
Operating income	486million	824million	59.0%
Ordinary income	499million	836million	59.8%
Net profit	344million	590million	58.3%

(Unit: JPY)

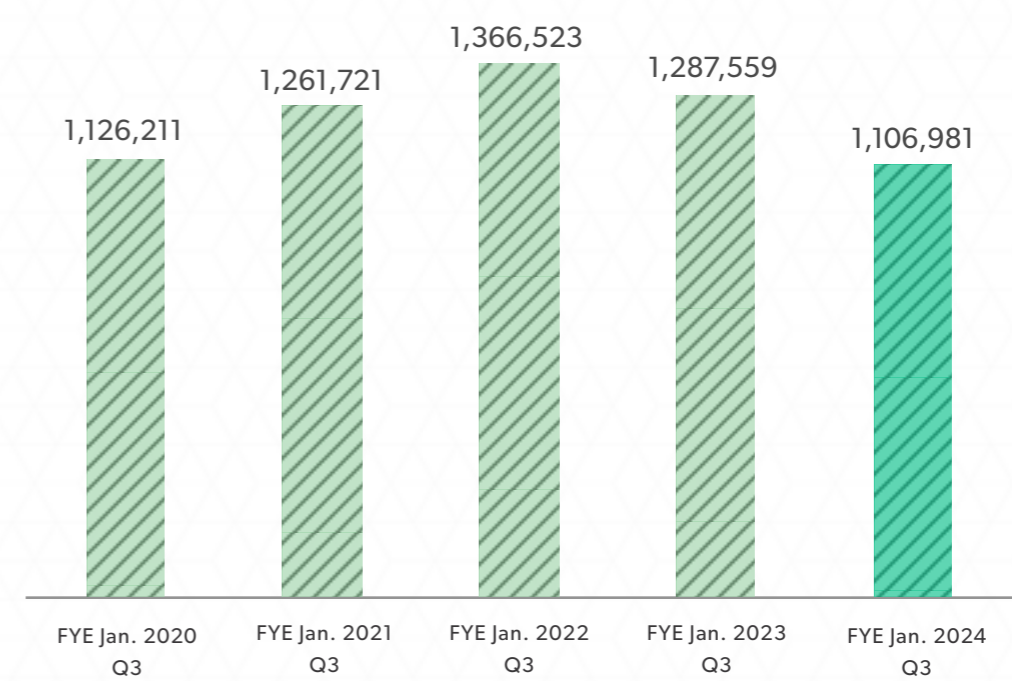
\*Three focus themes: High-quality recognition acquisition, Improved quality of customer experience, Loyal customer satisfaction/LTV maximization

# Transitions in major KPI

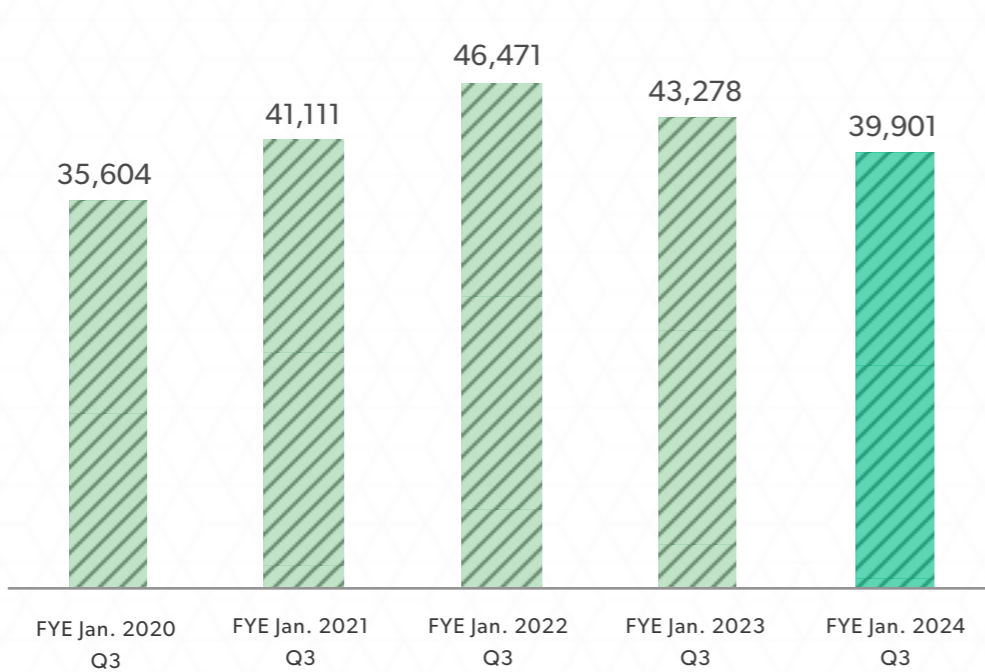
Number of BUYMA members (Unit: person)



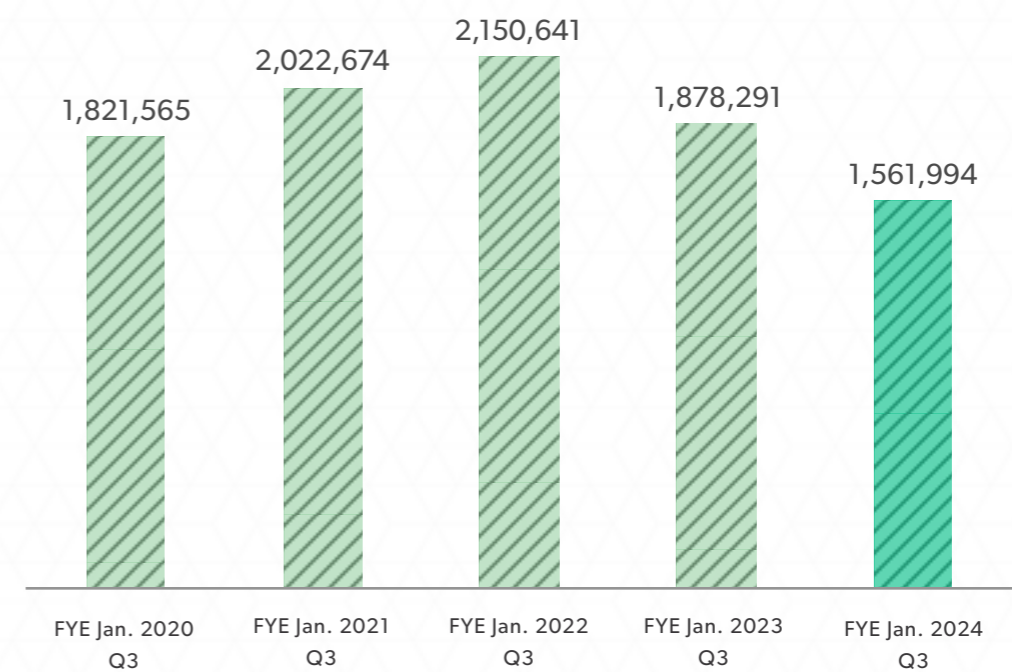
Number of active BUYMA members (Unit: person)



BUYMA GMV (Unit: million yen)



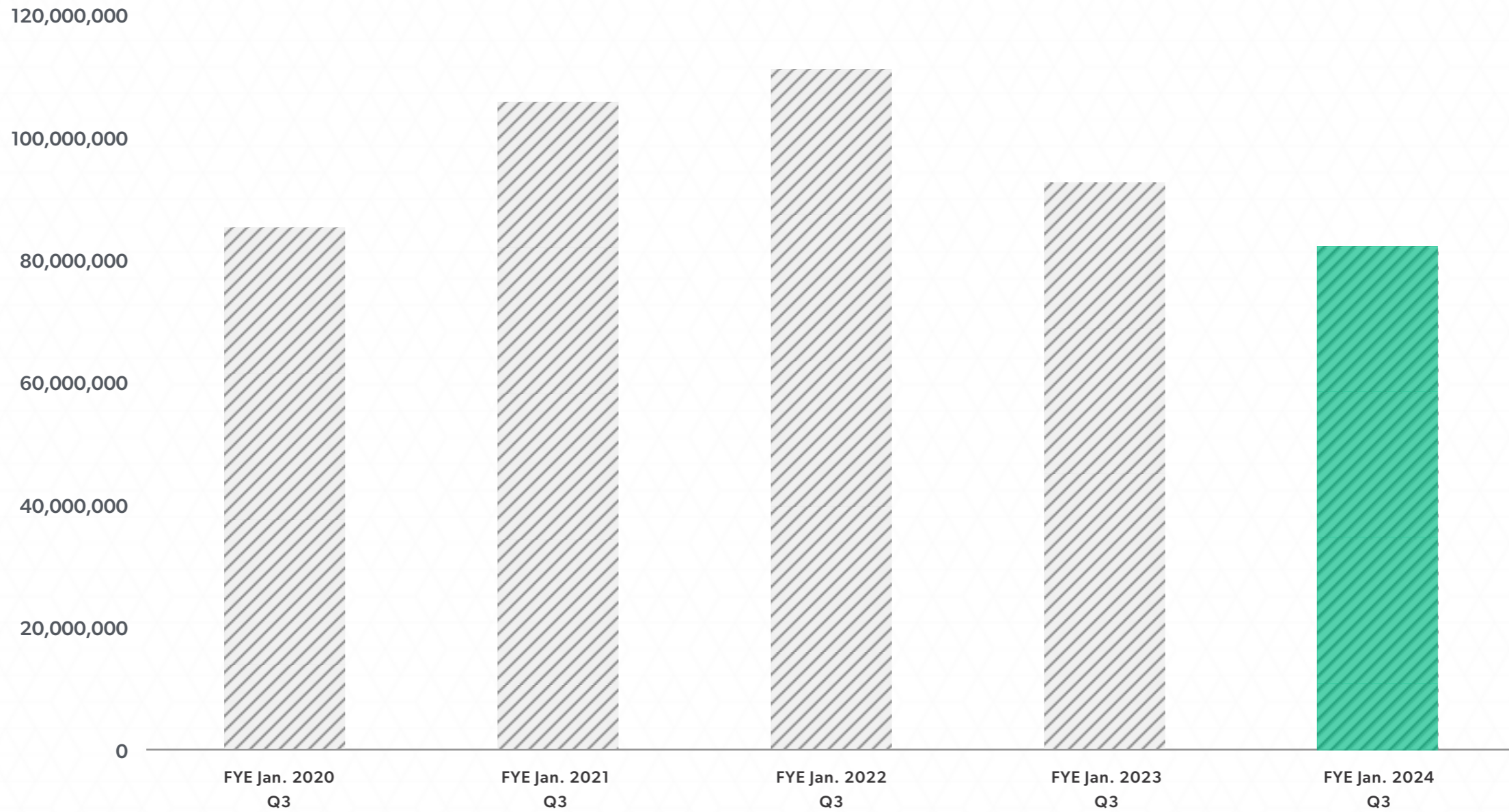
BUYMA number of transactions handled (Unit: no. of transactions)



\*GMV: Amount of account settlements including such things as payment for goods and fees for settlement of payment in contracted transactions

\*Number of active members: members with a purchase history within the past year

The pace of decline in the number of sessions is gradually calming down, although the impact of a return of customers to real stores and higher listing prices due to inflation and the weak yen remains.



## Made steady progress in the three key themes of BUYMA and take on the peak of business competition season

Themes	1st Half Measurement	Q3 Progress
<b>High-quality recognition acquisition</b>	<ul style="list-style-type: none"> <li>▸ Strengthened company's SNS operation</li> <li>▸ Expanded awareness through influencers</li> <li>▸ Implemented Live Shopping</li> <li>▸ Enhanced product reviews</li> </ul>	<ul style="list-style-type: none"> <li>◆ Strengthen tie-ups with influencers</li> <li>◆ Enhanced touch point creation using BUYMA Studio</li> </ul>
<b>Improved quality of customer experience</b>	<ul style="list-style-type: none"> <li>▸ Signed up for AACD Membership</li> <li>▸ Started new Yamato delivery service</li> <li>▸ Implemented Account Health Scores</li> <li>▸ Strengthened appraisal services</li> <li>▸ Released new item search service</li> </ul>	<ul style="list-style-type: none"> <li>◆ Released AI Search</li> <li>◆ Released Secure Navigation Feature</li> <li>◆ Further strengthen customer support upon receipt of negative feedback</li> </ul>
<b>Loyal customer satisfaction/LTV maximization</b>	<ul style="list-style-type: none"> <li>▸ Expanded concierge service targets</li> <li>▸ Opened LINE concierge counter</li> <li>▸ Refined marketing for premium members</li> </ul>	<ul style="list-style-type: none"> <li>◆ AMEX×BUYMA Concierge</li> </ul>



**Strengthen focus themes and take on Q4, the sales season**

\*This list is limited to major initiatives and is not an exhaustive list of all initiatives.

**Proactively hosting events at BUYMA studio where fashion-savvy individuals gather. Encouraging influencer posts and visits to the studio to promote BUYMA's unique product lineup and the distinctive world of BUYMA.**



**Post by influencer**

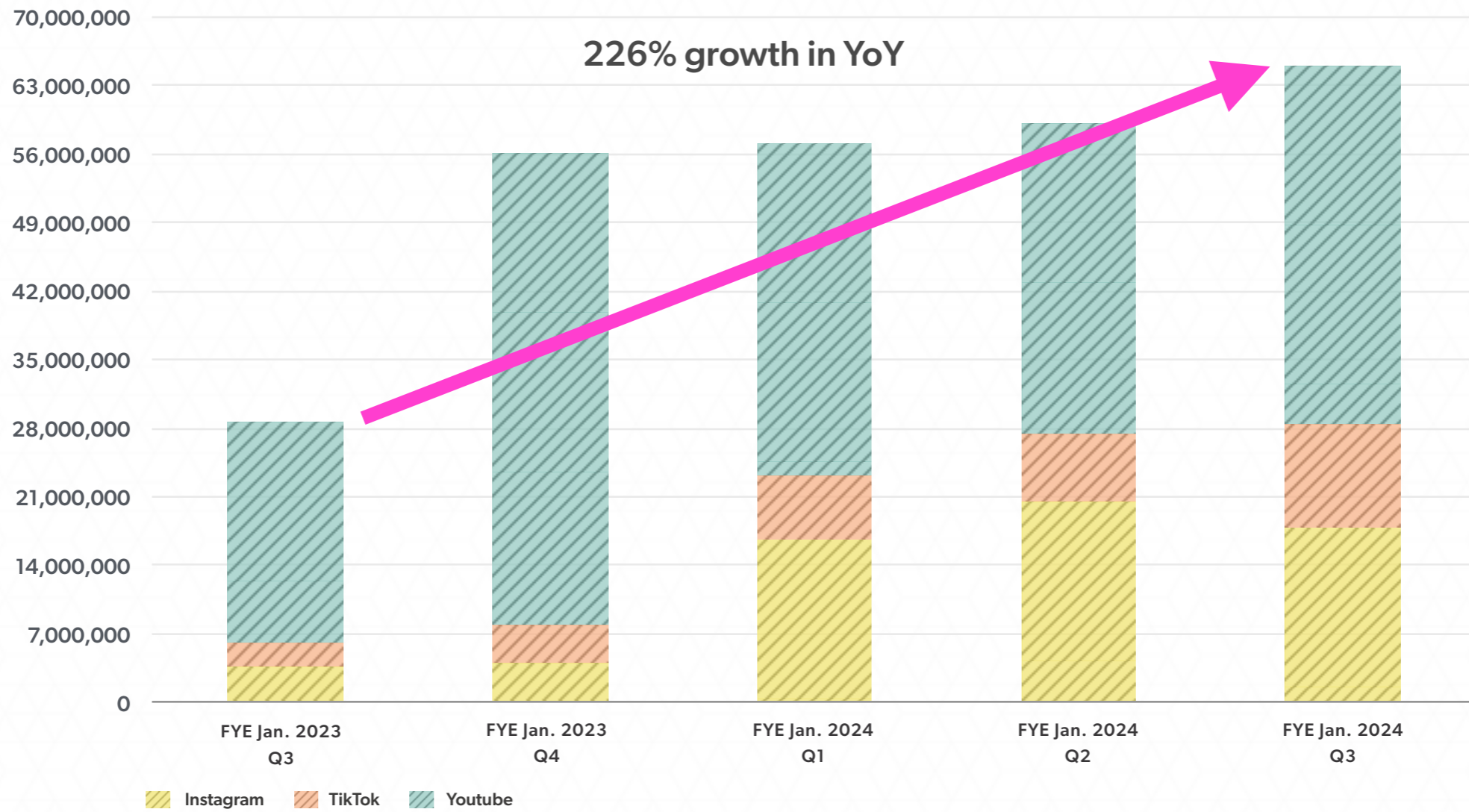
STANDOILのバッグずっと気になって今日やっと初めて本物に出会えた！見た目すごい高級感あって重厚な雰囲気あるのに持った瞬間軽.....え????????!! って声出たwww 内ポケットもあるし持ち手も長くて使い易いし可愛いだけじゃなくてちゃんと実用的なところも人気の理由なんだあ...と勉強なった



Number of view : 1M

Through initiatives such as collaborations with influencers, the impression count has grown by 226% YoY.

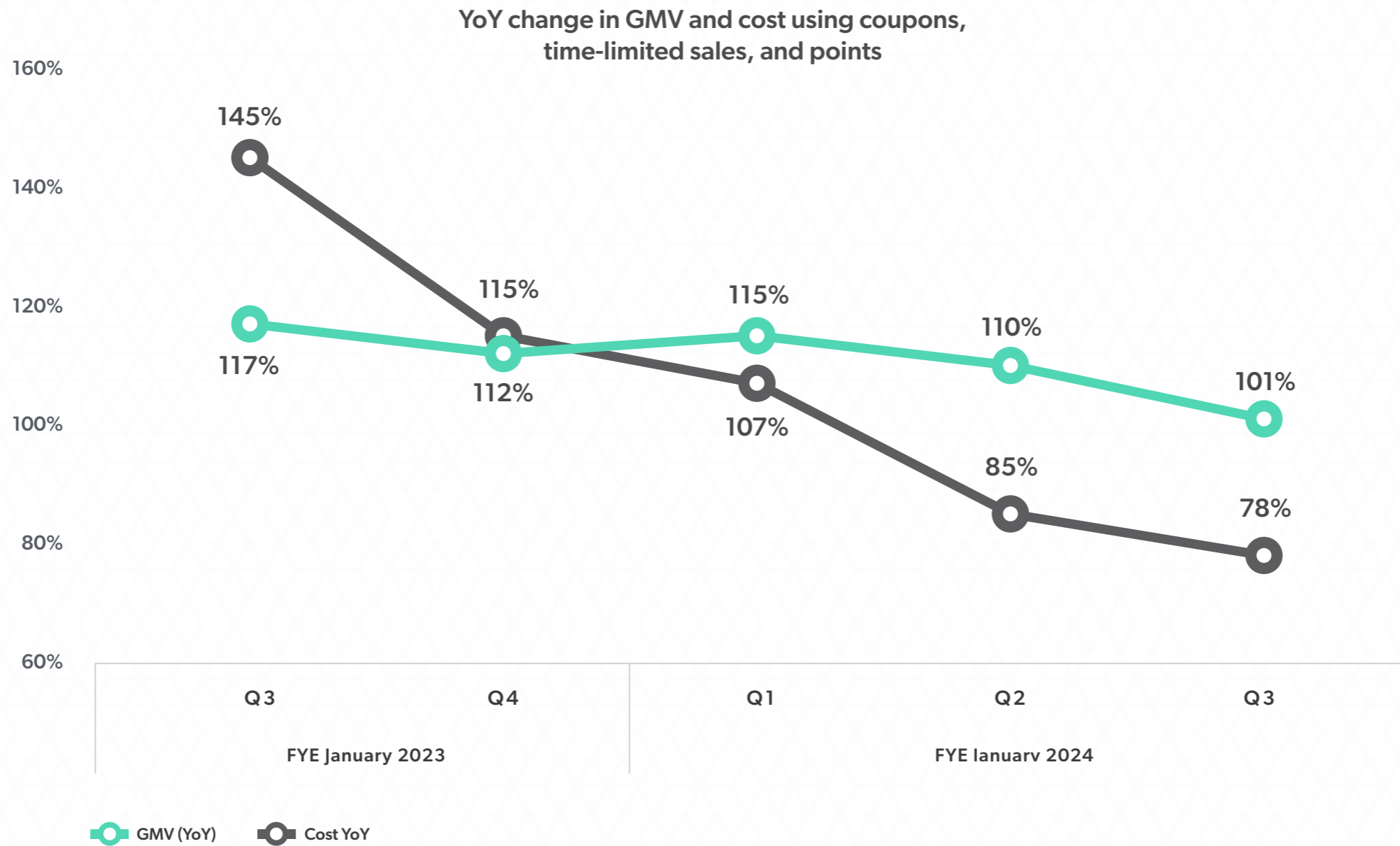
Number of impressions on major social media sites



\*The exact number of impressions for X (formerly Twitter) is no longer known, so X figures are excluded from this report.

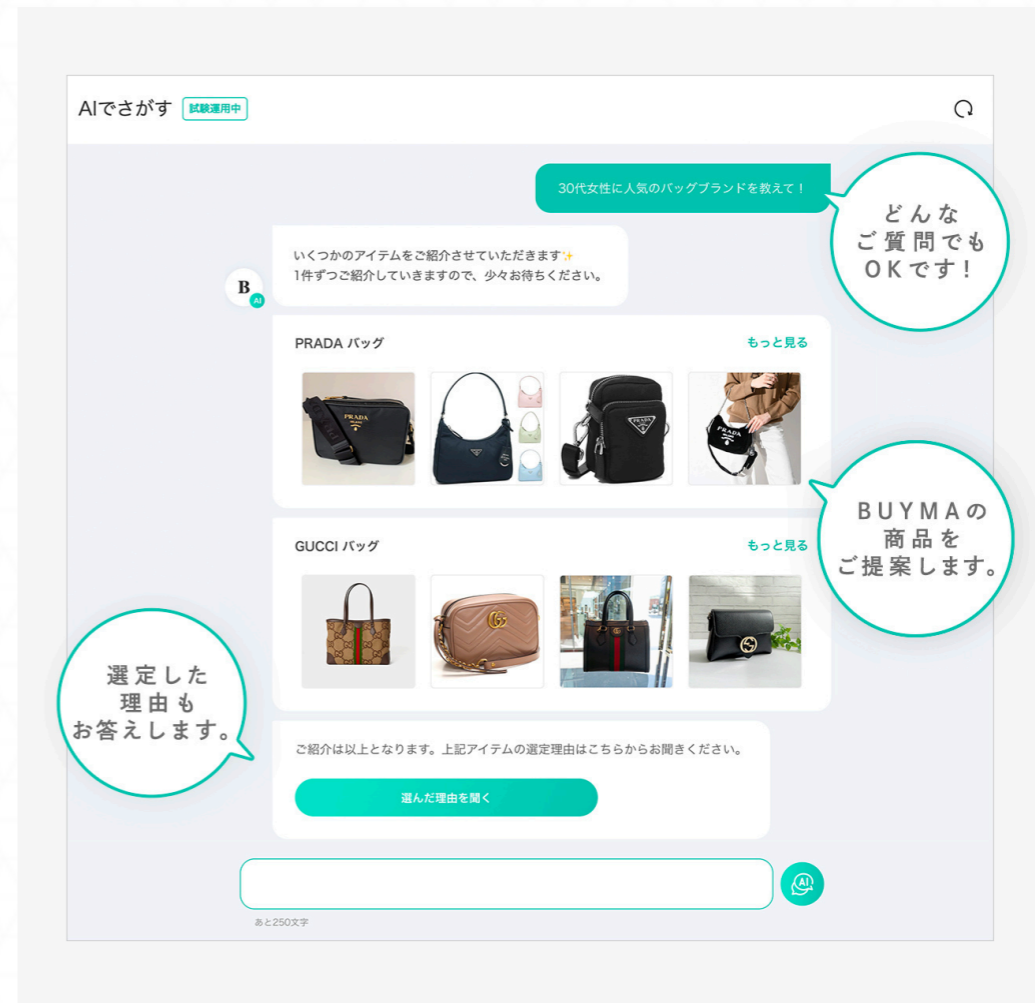
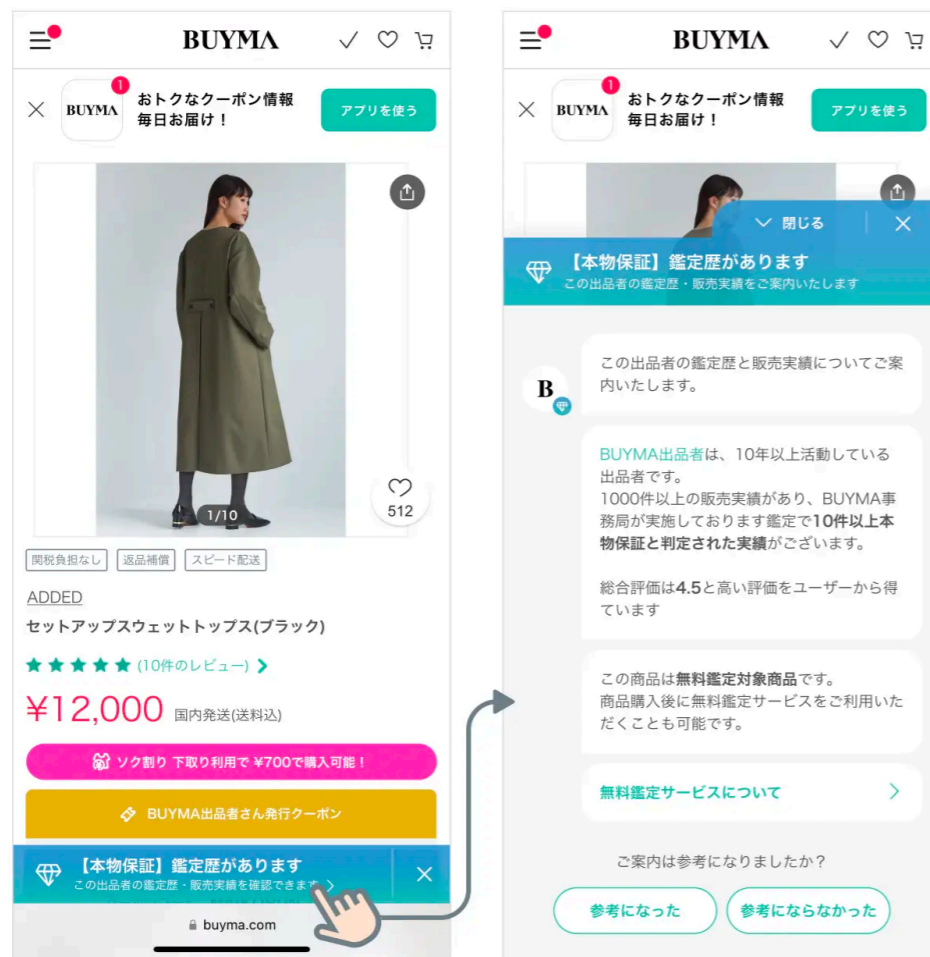


The cost-effectiveness of ongoing initiatives such as BBDD sales, coupons, time sales, and point-cost has improved, enabling continued growth in total transaction volume while controlling costs.



\*GMV here refers to the GMV using coupons, time-limited sales, and points. Also, cost is the total cost of using coupons, time-limited sales, and points.

By leveraging accumulated appraisal data for the 'Safety Navigation' function and utilizing ChatGPT for the 'AI Search,' BUYMA has evolved into a more secure and comfortable service.



\*"Safety Navigation" and "AI Search" functions were launched on October 31 and November 1, respectively, for some users on a trial basis. The service will be updated based on user feedback, etc., and will be fully deployed for all users in the future.

**Commenced applications for the invitation-only private service on BUYMA exclusively for American Express Platinum Card® members, aiming to encourage the utilization of new VIP customers.**



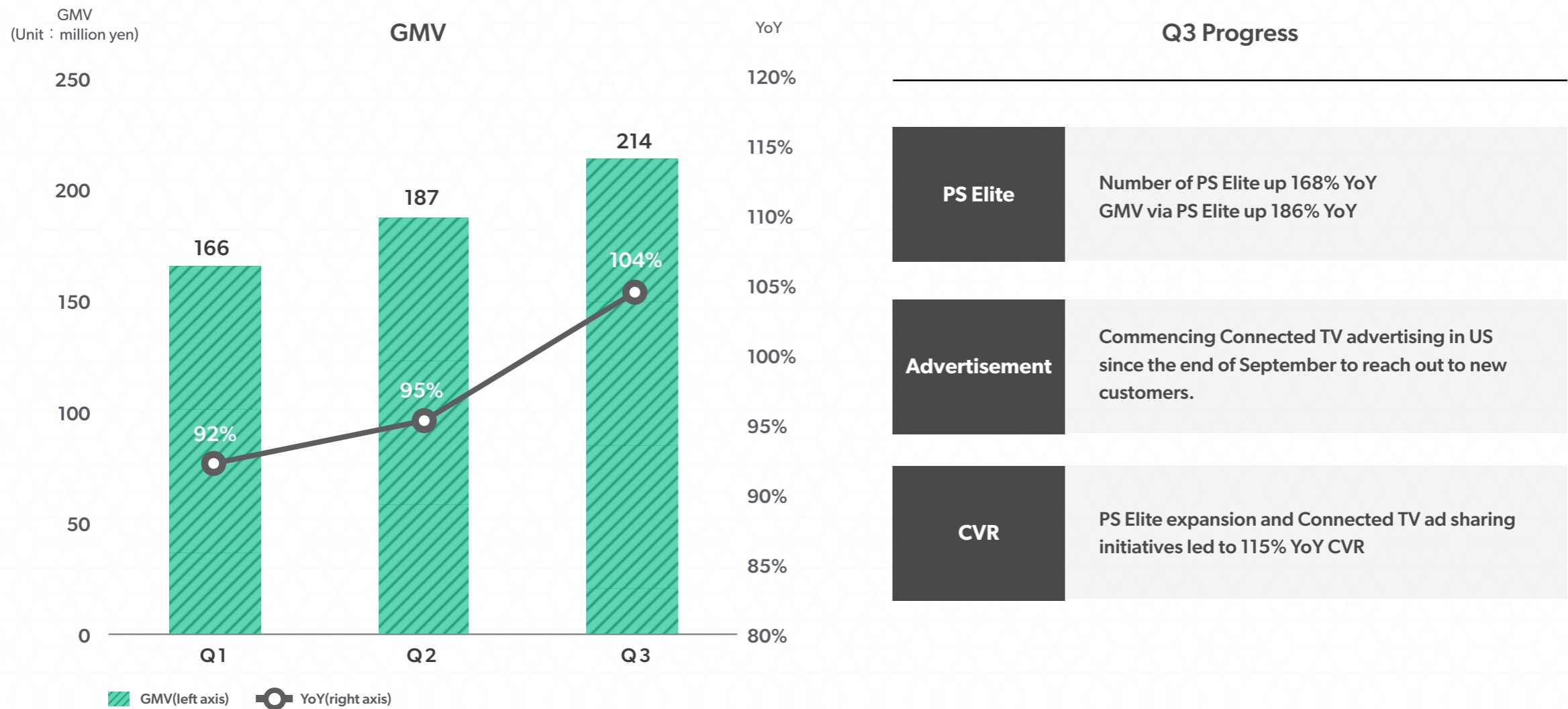
Reaching out to American Express Platinum Card® members who have not yet used BUYMA.

Targeting the affluent demographic with high purchasing power, even in challenging external conditions, to stimulate the utilization of BUYMA.

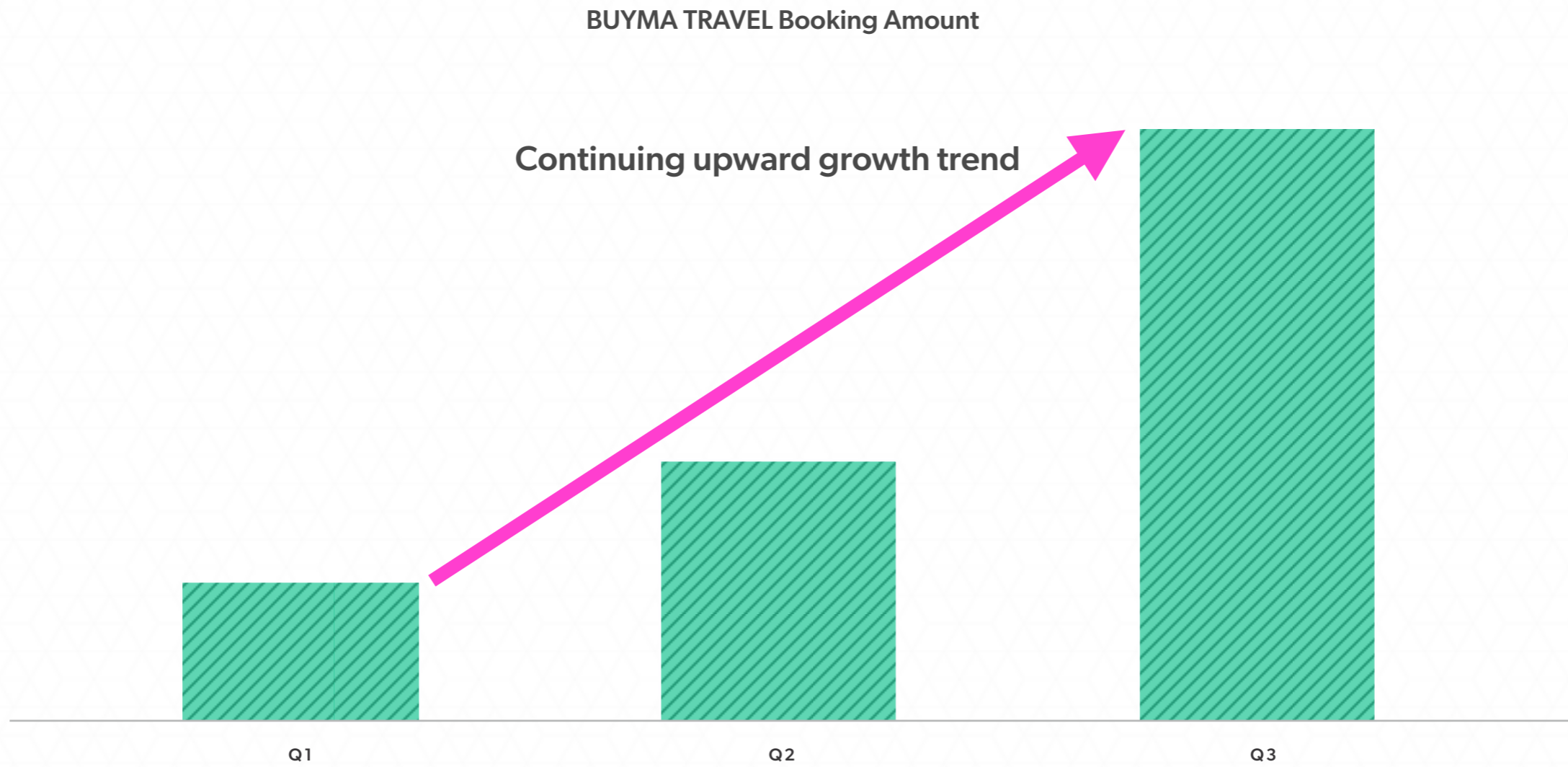
\*Service was offered exclusively to Platinum Card® members of American Express from November 7, 2023 to November 20, 2023 for a limited time

# Status of establishing new revenue foundation

With the expansion initiatives of PS Elite and the acquisition of new customers through Connected TV advertising, GMV in Q3 has progressed with a YoY growth of 104%, contributing to the recovery of performance.



Booking amount has shown a robust trend with a growth of 296% from Q1 to Q3



Initiating account linkage between BUYMA TRAVEL and in-destination reservation site 'Hello Activity', strengthening the TRAVEL domain.

Aiming to become a Specialty Marketplace in the in-destination travel market, enhancing collaboration within the group.

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BUYMA TRAVEL

Offer private tours

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Equity method affiliate

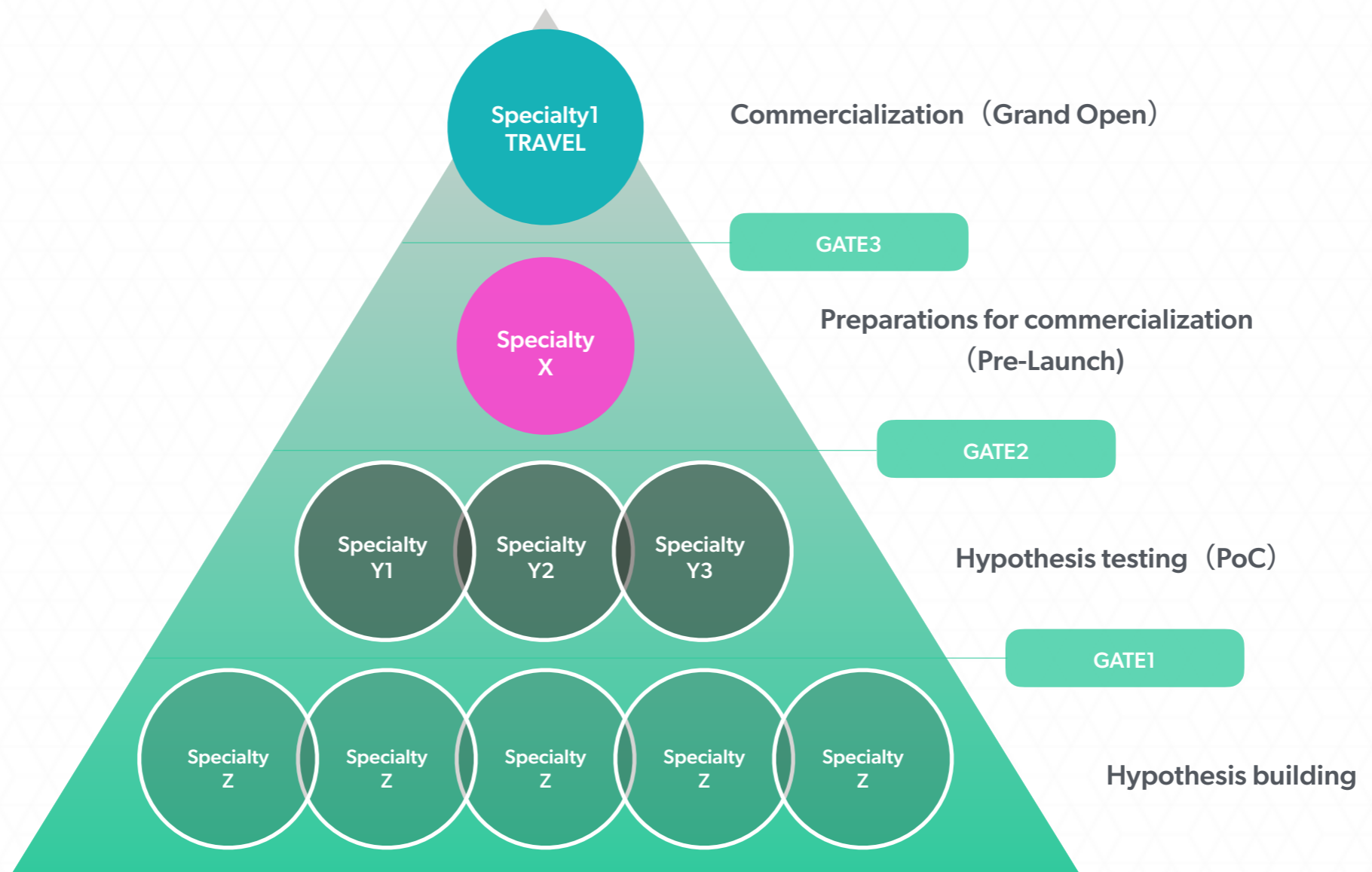
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Hello Activity

Offer national & international activities

New area "X" has formed an alliance with a startup in the area. Conduct test marketing to confirm demand. Development started in the Q4 and is progressing well toward the Grand Open next fiscal year.

~New Business GATE Management Process~





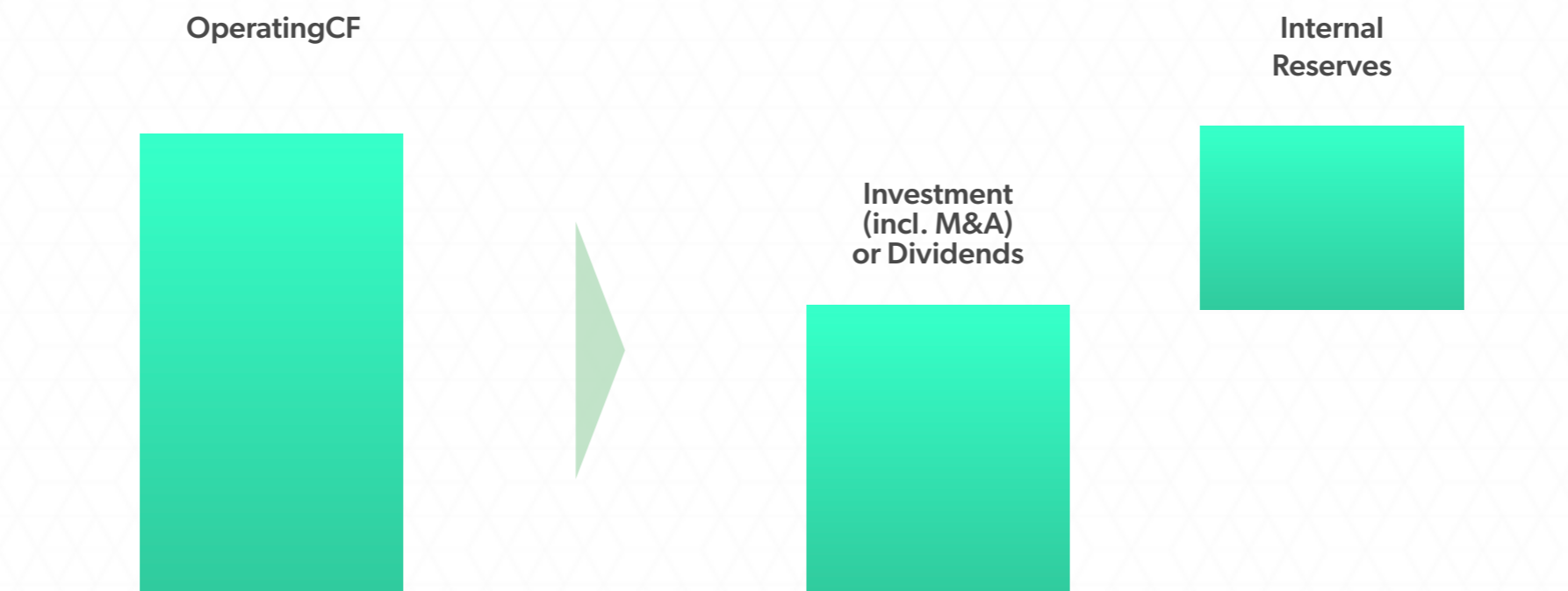
# Shareholder Return

## Declare a regular dividend of 10 yen per share, maintaining a consistent and stable dividend payout for the fifth consecutive term, supported by a robust financial foundation

### 【Dividend Policy】

As we continue to grow, we place the highest priority on growth investments (including not only M&A and capital alliances, but also investments in human capital and strategic marketing investments that drive sales growth).

We may not pay dividends in the next fiscal year or thereafter, depending on our investment in growth and immediate capital needs, but we intend to do so while maintaining a balance with internal reserves, taking into consideration our overall business performance, financial condition, future business and investment plans, and other factors.



These presentation materials are provided solely for the purpose of better understanding of our company and are not intended for the purpose of solicitation.

Forward-looking projections and forecasts contained within this document are made based on information available as of today. Actual business performance may differ from projections due to risks and uncertainties in the future.

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