

enigma

Supplementary Financial Information

for the Second Quarter of FYE Jan. 2025

Enigmo Inc.

Highlights of the Second Quarter of FYE Jan. 2025

Despite the continued challenging business environment in the BUYMA business to achieve a recovery due to the historic depreciation of the yen, the business has shown a sign of bottoming out owing in part to the effects of profits ensured through thorough cost controls and marketing measures by customer segment.

Our company transitioned to consolidated accounting in the second quarter of the current fiscal year, and is steadily developing a system to link the process for generating new sources of profit, including BUYMA TRAVEL, to expansion of profits as the Enigmo Group.

Overview of business performance

BUYMA GMV : **24.31 billion yen** (down 11.9% QoQ)

Net sales : **2.56 billion yen**

Despite the struggle due to the ongoing challenging external environment including the further depreciation of the yen, our business performance is on a recovery trend after bottoming out in Q1 based on the quarter-on-quarter comparison thanks to internal measures fostered in response to changes in consumption trends.

Operating income : **230 million yen**

Selling and administration costs : **178 million yen**

Continued to invest in new businesses, including the redeployment of human resources, with the aim of developing effective measure for existing businesses and grouping them, while ensuring profitability through business operations with an emphasis on the advertising expenses of 570 million yen (down 22.2% QoQ) and cost efficiency.

Highlights of the Second Quarter of FYE Jan. 2025

BUYMA Topics

▸ **Establishment of original sale “BUYMA BIG DEAL DAYS”**

Recognition by members as a regular sale has been established, and the GMV increased by approximately 40% compared to normal sales.

▸ **Strengthening of inflow through social media contents**

Millions of views were recorded for multiple contents, which increased their contribution to sales.

▸ **Continued holding of offline events by BUYMA STUDIO**

The sales during the Hermès event held from May 18 to 26 amounted to approximately 12 million yen.

▸ **Promotion of acquisition of good customers by AMEX x BUYMA Concierge**

The second campaign was held due to the strong result of the first campaign.

▸ **Strengthening of safety and security measures**

The number of appraisals in July increased by 169.5% YoY, further promoting the improvement of appraisal functions by expanding the number of brands to be appraised and strengthening the monitoring of listings.

▸ **Full-scale release of “BUYMA VINTAGE”**

GMV has steadily increased since the pre-launch

Highlights of the Second Quarter of FYE Jan. 2025

BUYMA TRAVEL Topics

▸ **Private guide booking amount continued high growth**

Bookings for the second quarter of the fiscal year amounted to 72.7 million yen, up 73% QoQ and continuing to grow.

▸ **HOTEL booking service launched**

Aiming to increase the order amount per customer in combination with the private guide and local activity.

▸ **Business grouping and operational integration**

MEGURU Co., Ltd., which is mainly engaged in Activity business, became a consolidated subsidiary.

MEGURU Co., Ltd. changed its name to BUYMA TRAVEL Co., Ltd.

BUYMA TRAVEL business was integrated into BUYMA TRAVEL Co., Ltd.

through absorption-type split to streamline operations and enhance business growth and profitability.

Reorganization

▸ **Grouping as a consolidated group**

Transition to consolidated accounting from the second quarter of the current fiscal year. ※PL begins incorporating the consolidated subsidiary in the third quarter.

Announced consolidated performance forecast for FYE Jan. 2025.

Overview of business performance (consolidated)

	FYE January 2025 Q2 results
Net Sales	2,566 million yen
Gross margin	2,015 million yen
Selling and administration costs	1,785 million yen
Advertising costs	570 million yen
Labor costs	858 million yen
Operating income	229 million yen
Ordinary income	199 million yen
Interim net profit attributable to owners of the parent	131 million yen

*The consolidated profit and loss statement does not include the profit and loss of BUYMA TRAVEL Co., Ltd. (former MEGURU Co., Ltd.) as it was deemed to have been acquired on June 30, 2024.

Overview of business performance (non-consolidated)

	FYE January 2025 Q2 results	FYE January 2024 Q2 results	Change from the same quarter of the previous year
GMV	24.317 billion yen	27,593 billion yen	88.1%
Net Sales	2.566 billion yen	3.014 billion yen	85.1%
Gross margin	2.015 billion yen	2.356 billion yen	85.5%
Selling and administration costs	1.784 billion yen	1.966 billion yen	90.8%
Advertising costs	0.570 billion yen	0.733 billion yen	77.8%
Labor costs	0.858 billion yen	0.900 billion yen	95.3%
Operating income	0.230 billion yen	0.389 billion yen	59.0%
Ordinary income	0.228 billion yen	0.397 billion yen	57.4%
Profit	0.157 billion yen	0.275 billion yen	57.4%

Sales by business and investments in the first half of FYE Jan. 2025

Promote moderate business investment to generate new sources of profit, while securing stable profits from existing businesses.

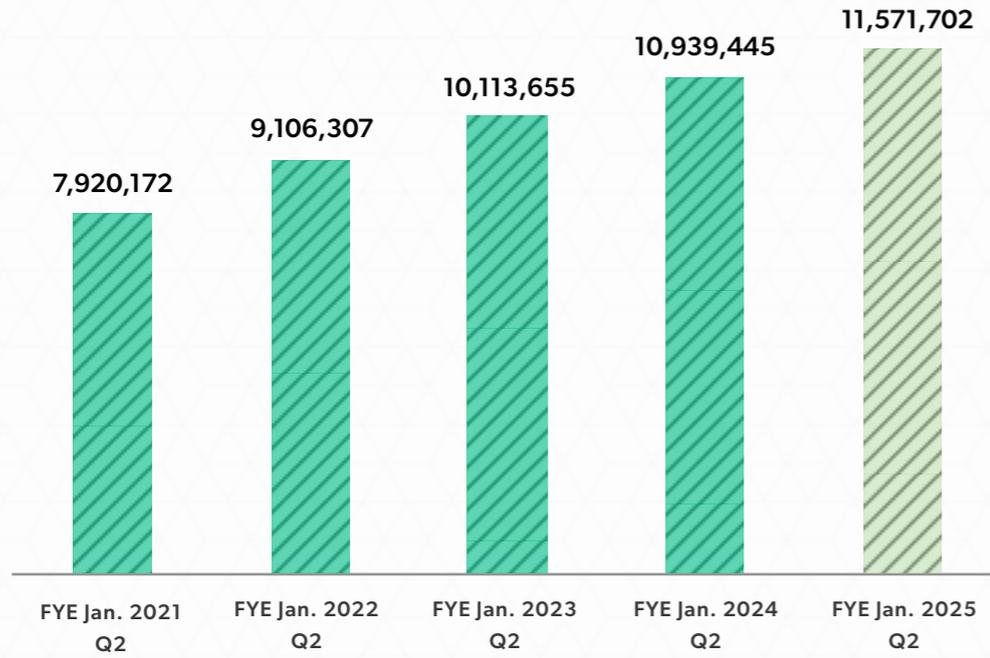
(Unit: million yen)

(First half of FYE January 2025)	Total for all businesses	BUYMA (JP)	Composition ratio	Investment business (GLOBAL, TRAVEL, other new businesses, etc.) (*)	Composition ratio
GMV	24,366	23,937	98%	428	2%
Net Sales	2,566	2,518	98%	48	2%
Gross margin	2,015	1,982	98%	32	2%
Selling and administration costs	1,784	1,642	92%	142	8%
Operating income	230	340	148%	-110	-48%

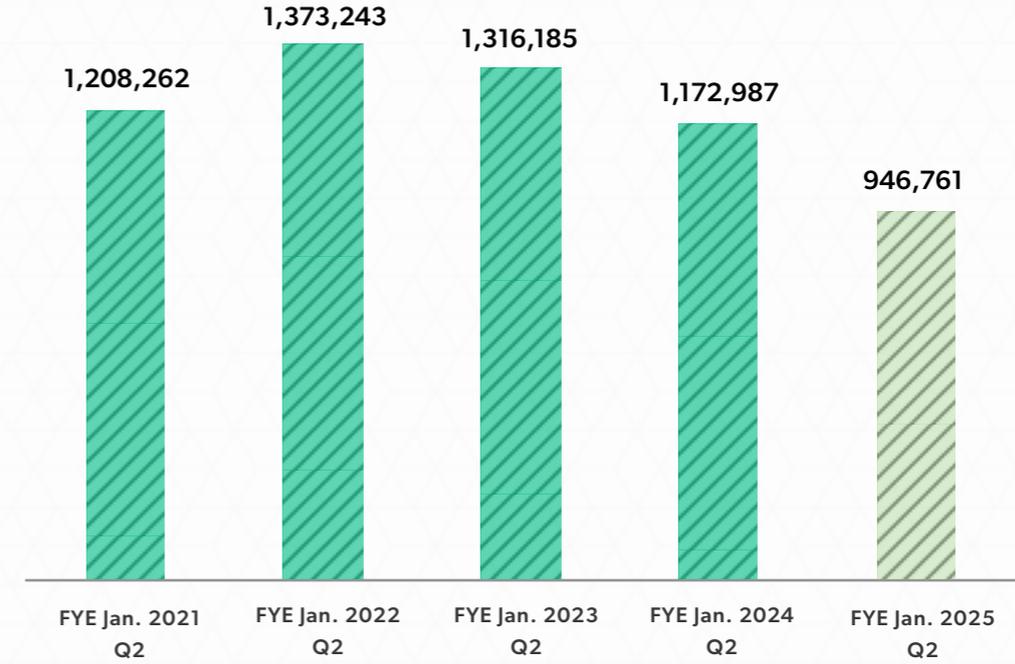
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Transitions in major KPI for BUYMA for the second quarter of FYE Jan. 2025

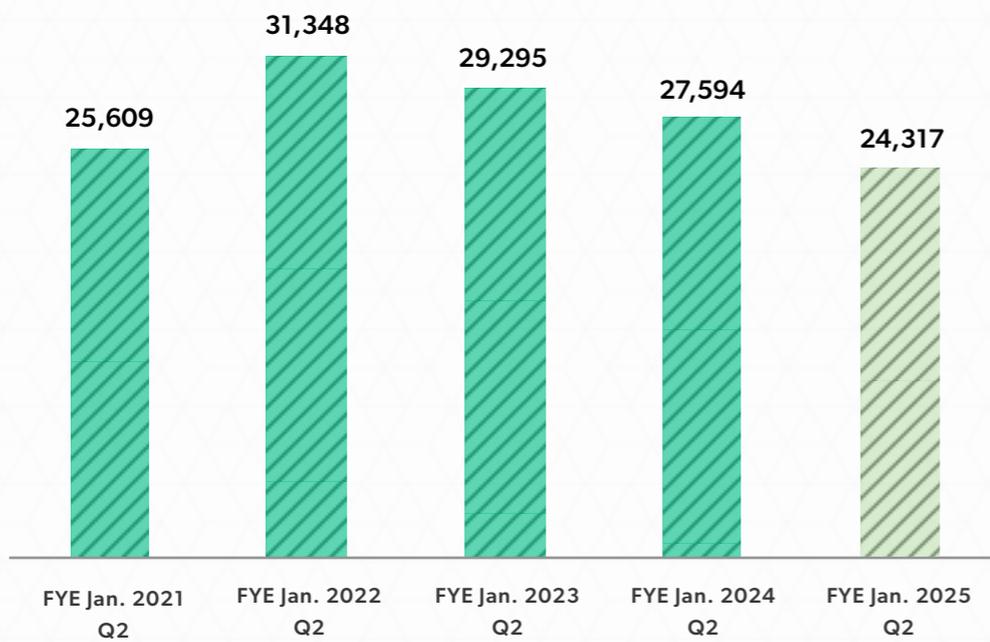
Number of BUYMA members (Unit: person)



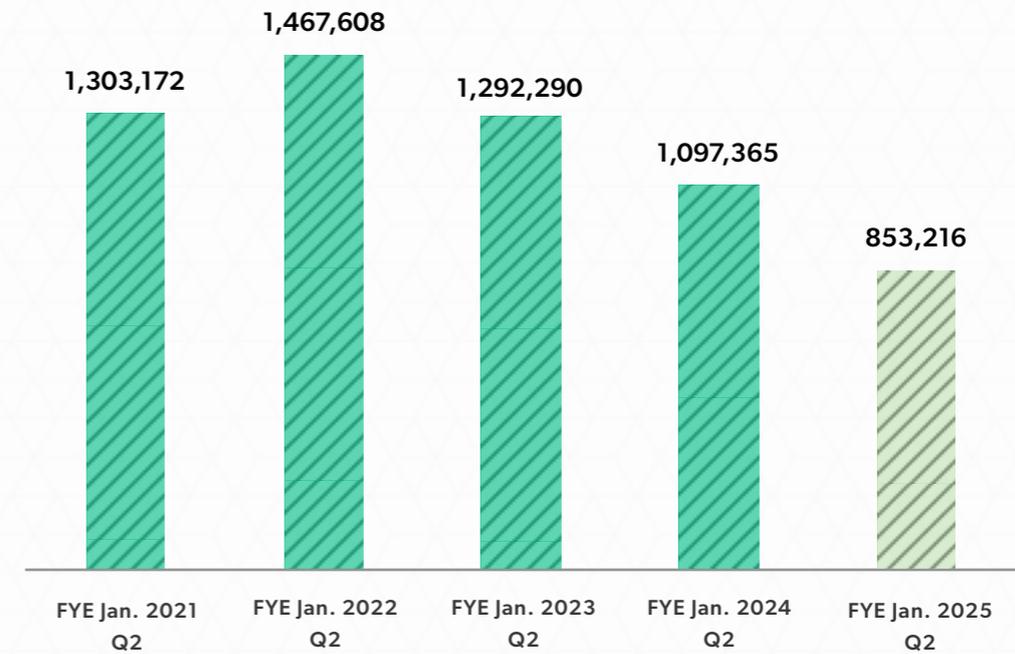
Number of active BUYMA members (Unit: person)



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

BUYMA's largest original sale "BUYMA BIG DEAL DAYS" has been held

As a regular sale, it has become well known among the members and has an effect of promoting continuous purchases

The banner features a light blue background with large, bold, black text. At the top right, a blue box contains the Japanese text "バイマ最大級のセールが開幕" (BUYMA's largest sale has started). The main text reads "BUYMA BIG DEAL DAYS" in large, bold, black letters. Below this, the date "05/29 WED" and the time "12:00-" are displayed in white. On the left side, there is an orange circular seal with the text "LIMITED SALE! SPECIAL" around the edge. The background also features faint, large, light blue letters spelling out "SALE" and "BUYMA".

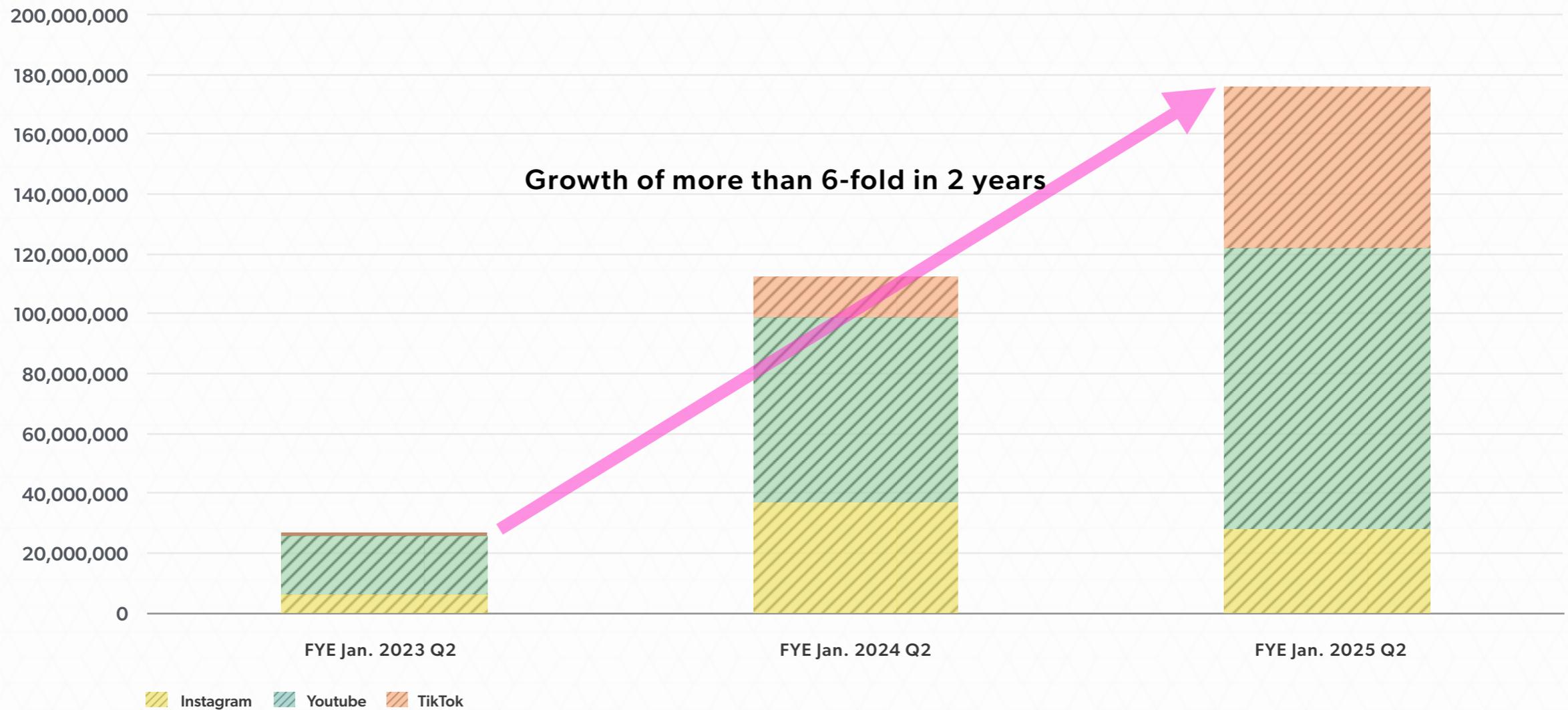
Contents of three-part sale

1. SPECIAL SALE ITEMS - Loss leaders only available on BIG DEAL DAYS
2. COUPON - Coupon gift only available for 7 days
3. STOCK CLEARANCE SALE - First come, first served. "One Item Only, Stock Clearance Sale"

Operation on social media

With millions of impressions recorded with numerous contents, social media have evolved into effective media for appeal. The number of impressions increased by 57% QoQ, continuing high growth.

Number of impressions on major social media services



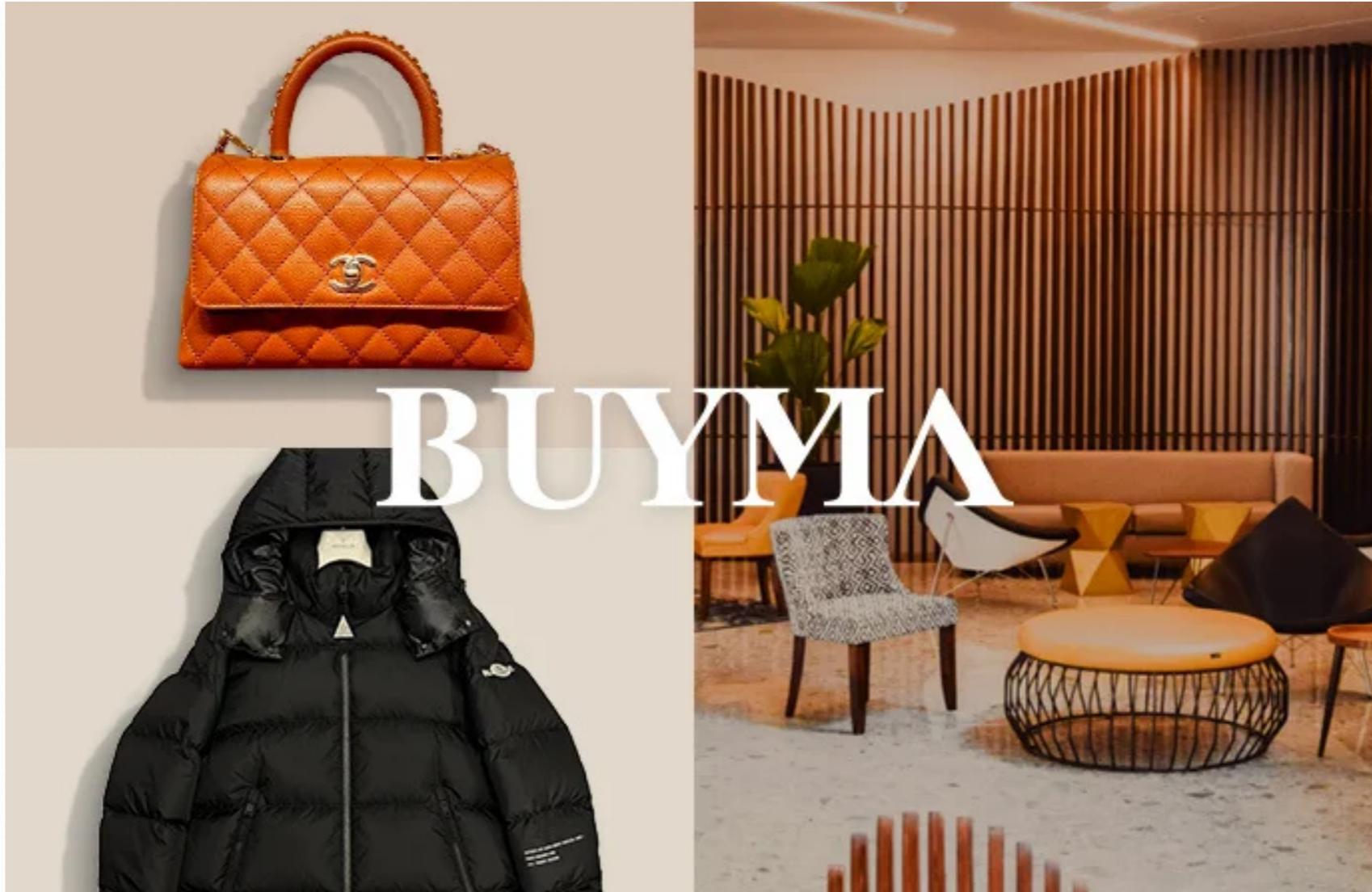
Held Hermès event planned in collaboration with premium personal shoppers



Contracts worth approximately 12 million yen during the 7-day event period



Held an additional campaign exclusively for American Express Platinum Card Members
Promoted acquisition of good customers by AMEX x BUYMA Concierge Desk



“BUYMA VINTAGE,” a luxury vintage market that gathers pre-owned brand goods from around the world, was launched on a full scale, and GMV has grown steadily.



Objectives

- Eliminate customer attrition caused by soaring product prices
- Capture diversified demand, such as sustainable fashion

Features

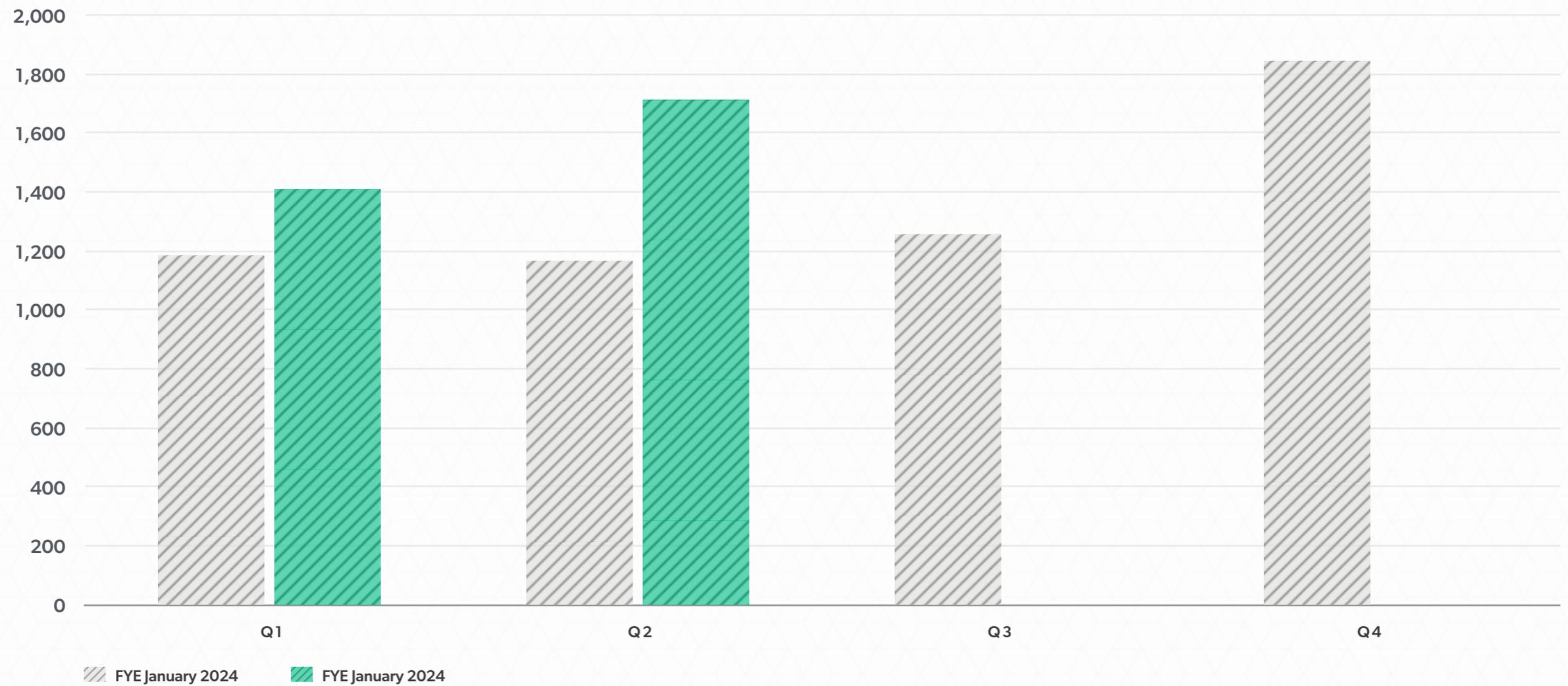
- Only vetted sellers can list their items (BUYMA-authorized corporations list items)
- Pre-owned items can be purchased from countries all over the world
- Free authenticity appraisals available
- Inspections and consultations by sellers

Strengthening of safety and security

Further improved appraisal functions by expanding the number of brands to be appraised and strengthening the monitoring of listings.

Significant increase in the actual number of appraisals from the previous year.

Appraisal results



BUYMA's growth strategy

Expand coverage areas while improving BUYMA's service quality and operating in line with the market environment. Promote the expansion strategy in overseas markets through collaboration with other companies' services.

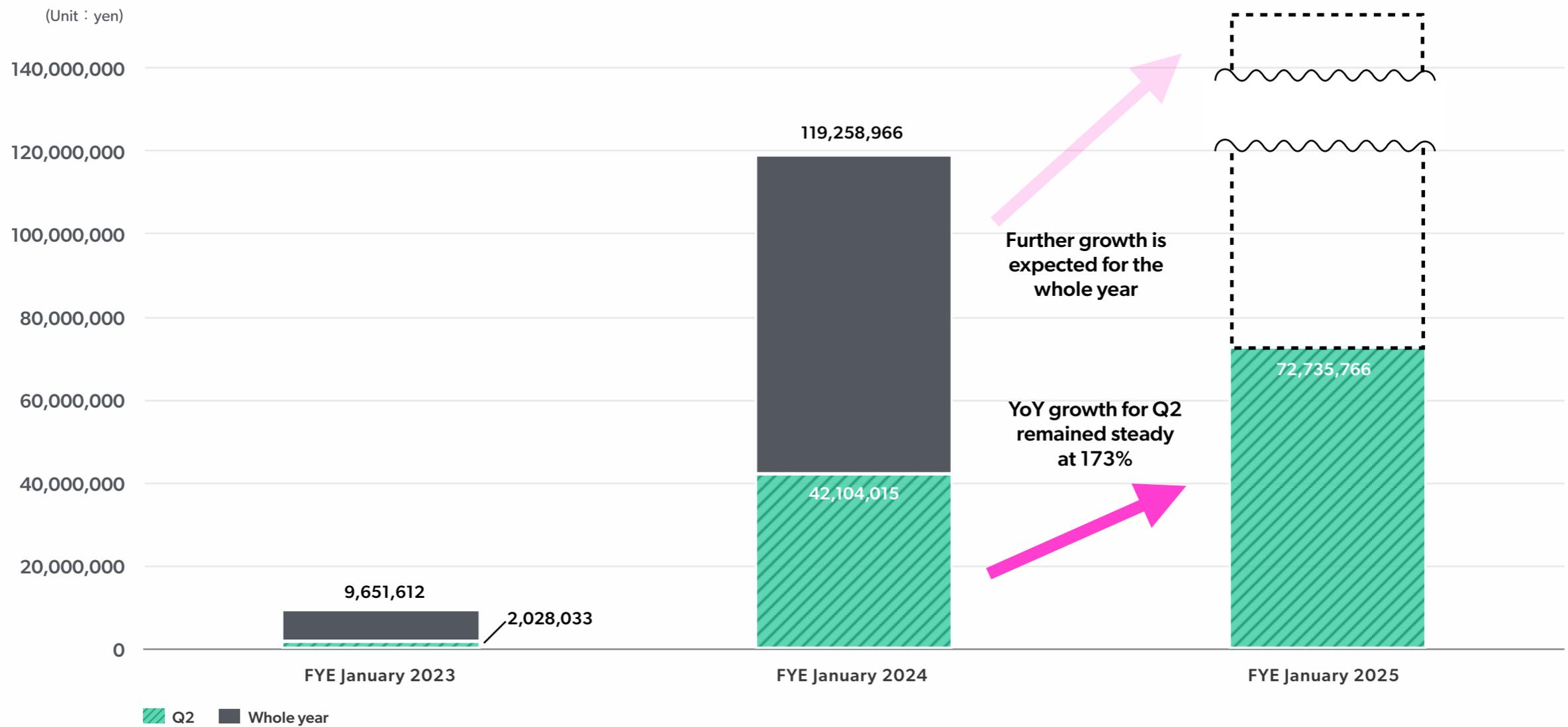


Acquisition of new sources of profit

Revamped BUYMA TRAVEL

Growth in booking amount continued.
YoY growth remained steady at 173%.

BUYMA TRAVEL booking amount



BUYMA TRAVEL transferred to subsidiary MEGURU through absorption-type split.

Group's travel business consolidated into MEGURU and will start operating as BUYMA TRAVEL Co., Ltd. from August 1.



Aims

- **Strengthen cultivation of the in-destination activities market** through the merger of BUYMA TRAVEL and MEGURU.
- **Acquire foreign currency** from overseas supplier businesses in Hawaii and Guam.

Consolidation period

- **B/S:** Include in consolidated financial statements from **Q2**
- **P/L:** Include in consolidated financial statements from **Q3**

*For details, please refer to the press releases of 5/15 and 6/14, as well as the "VISION for Next 20" document of 6/14.

Revamped BUYMA TRAVEL

Our revamped BUYMA TRAVEL aims to become the No. 1 travel entertainment company in the travel industry based on two core businesses: C to C platform provision business and overseas supplier business.

Platform business

In addition to “private guide × activity”, a feature of BUYMA TRAVEL, we are sequentially implementing other measures to increase the unit price per customer, such as “private guide × hotel”, “private guide × restaurant reservation”, etc.

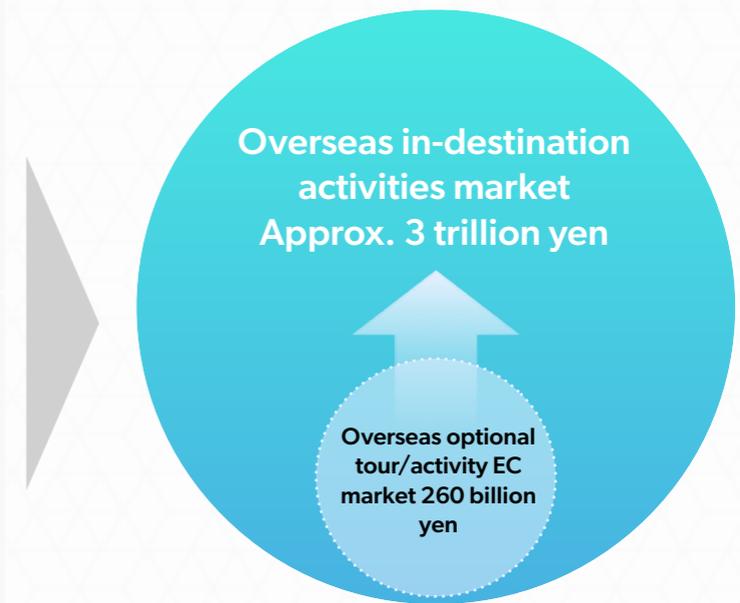


Overseas supplier business

To date, MEGURU has expanded its business scale through a series of acquisitions of supplier companies in Guam, Hawaii, and other locations. By operating a platform business, MEGURU has increased its knowledge of activities and local transportation needs that are expected to be in stable demand, and can conduct roll-up M&A with a high probability of success.



Targeted market size* to be greatly expanded through business integration



*Enigmo’s estimates based on the financial results of travel industry companies

In response to an increase in inquiries about choosing accommodation at travel destinations, BUYMA TRAVEL has now released a new accommodation consultation function.

BUYMA TRAVEL's package tours can now be created exclusively for BUYMA TRAVEL, increasing sales per customer.



Platform business — Measures to improve the unit price of BUYMA TRAVEL

The addition of an accommodation consultation function enables one-stop consultation and booking for “pick-up and drop-off service,” “private tours,” and “accommodations” for overseas travel.

Realization of BUYMA TRAVEL’s exclusive package tours that allow customers to freely combine sightseeing and hotels.

Transportation /
pick-up and drop-off



Private tours



Accommodations

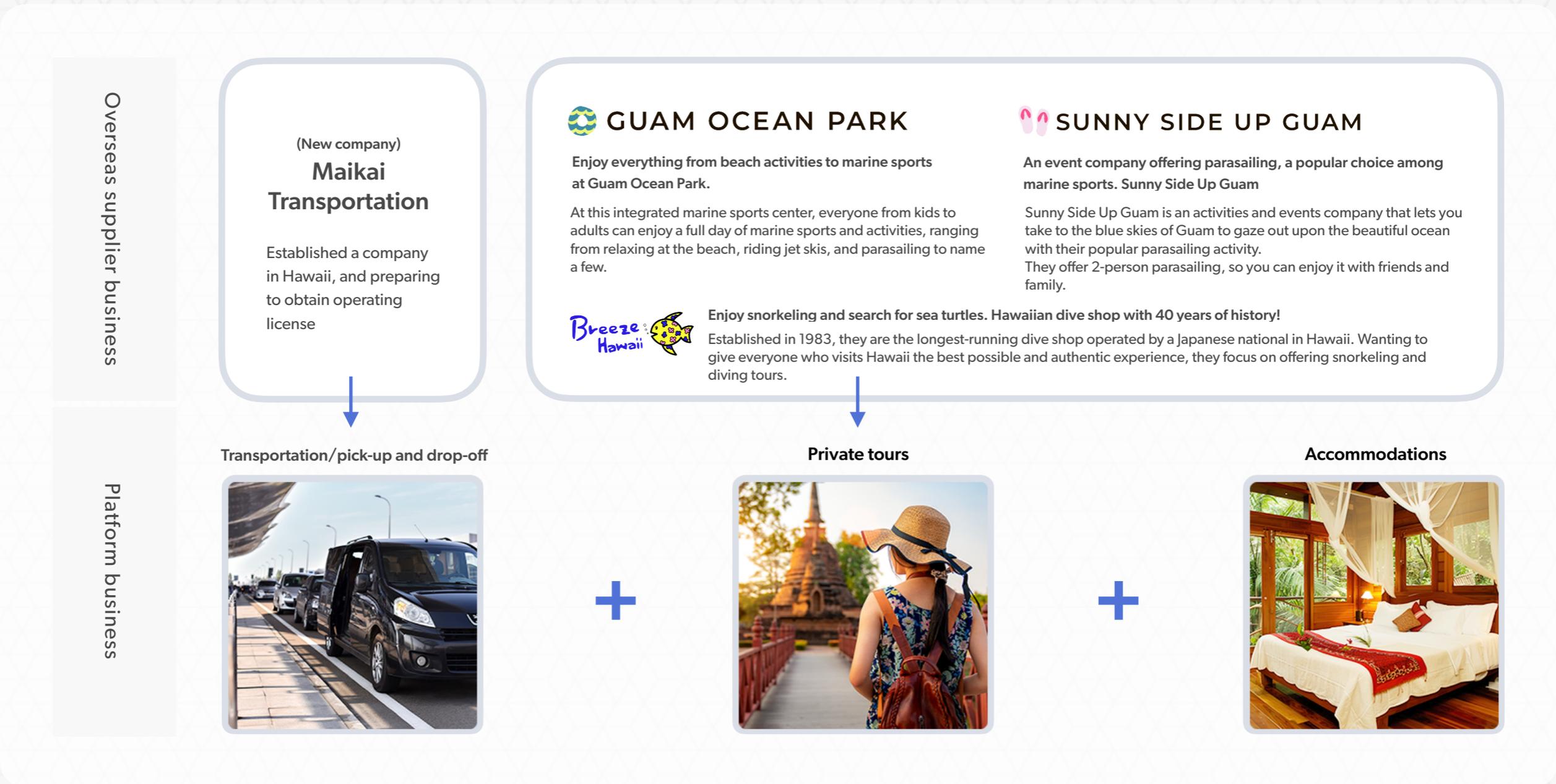


Overseas supplier business — Business expansion through acquisition of pick-up and drop-off function

Established a pick-up and drop-off company in Hawaii, where there is a high demand from BUYMA TRAVEL customers for reservations for pick-up and drop-off service, and is preparing to start operations.

In addition to acquiring a new revenue source through pick-up and drop-off service, we aim to improve the frequency of activities and increase the profitability of the overall travel business by securing means of pick-up and drop-off service within our group.

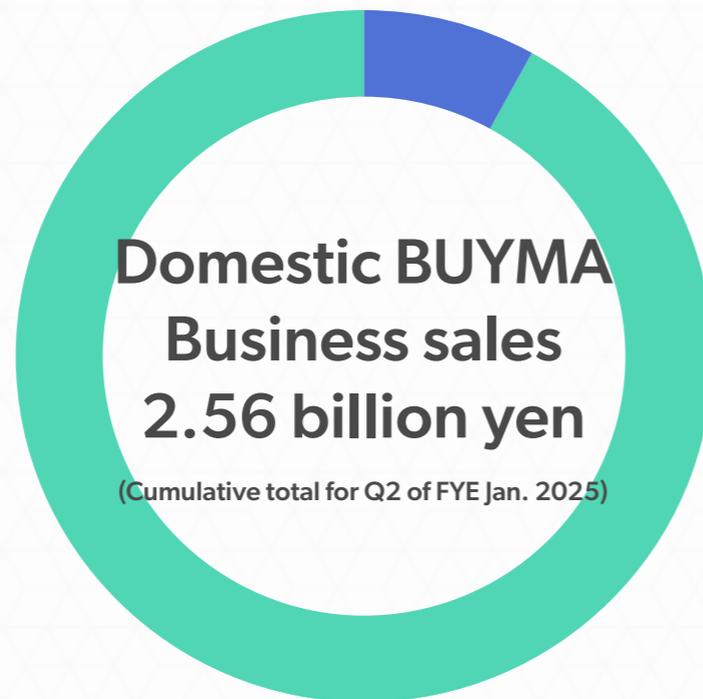
Plans to aggressively promote M&A or alliance for fields where demand is strong in the platform business.



Overseas supplier business

BUYMA TRAVEL's overseas supplier business generated sales of approximately US\$ 1.5 million in the first half of the fiscal year. On a simple sum base, 8% of the group's total sales were earned in foreign currency. Expect to continue to increase sales in foreign currency in line with the recovery of overseas travelers.

Company	Service	Net sales for FYE Jan. 2025 Q1	Settlement currency
BUYMA TRAVEL (MMS Guam, MMS Hawaii, Sea Eagle社)	U.S. (Hawaii and Guam) supplier business	Approx. 150 million yen* (Approx. 2,300 Million yen)	USD



**Approx. 8%
of total group sales**

*Net sales of BUYMA TRAVEL are unaudited information, and not included in the consolidated net sales for the second quarter of the current fiscal year.

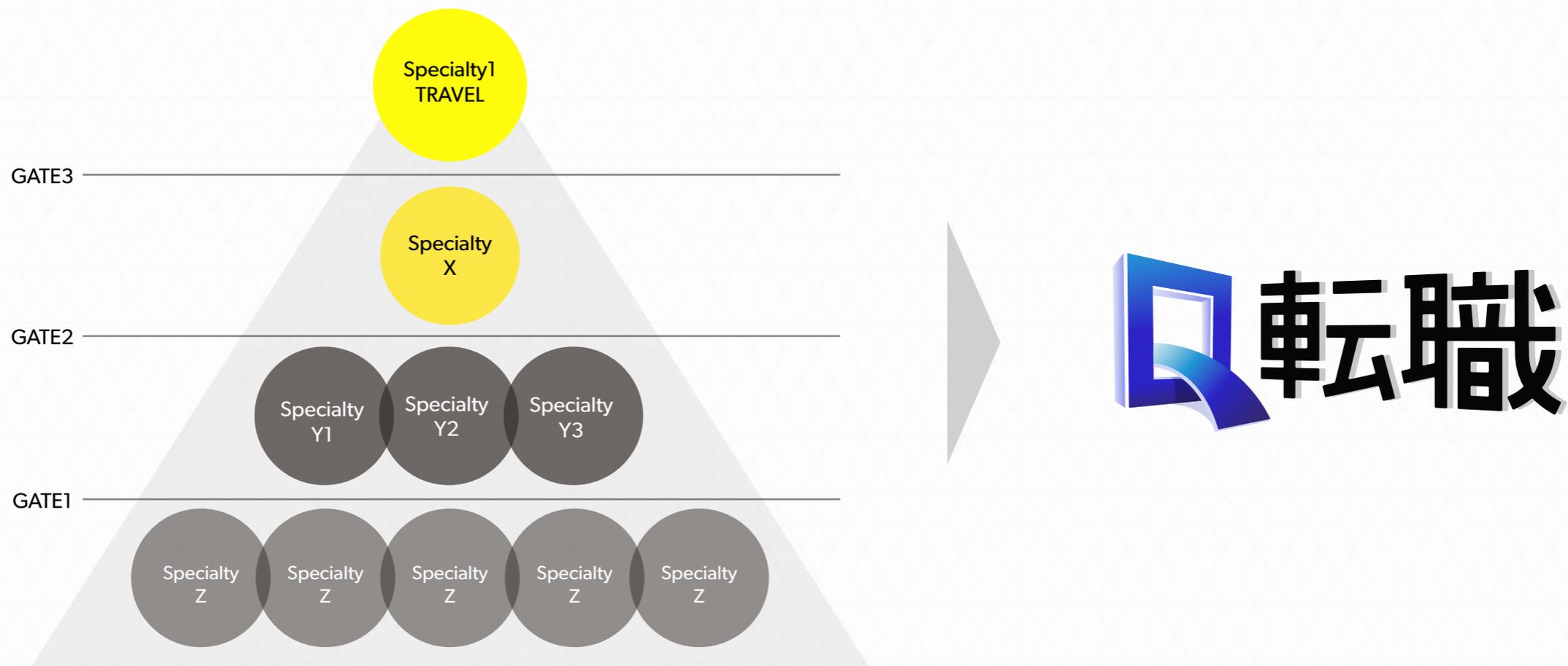
Entry into new fields

New business — Staffing service

In collaboration with Getsuraku Co., Ltd., an equity-method affiliate involved in the human resources business, we launched a new type of job change support service, which was being promoted as Specialty X.

Grand opening is scheduled soon.

～Process for generating new profits～



*Getsuraku Co., Ltd. is a company that provides job change support services, mainly for venture career start-ups.

Mission-based selection type job change platform service

Aiming to be a platform where human resources flow freely and creatively.



Potential of the service as seen through PoC/user interviews

- ▶ Pooling talented self-starters who empathized with output-based selection.
- ▶ 70% of registrations are for business positions. Providing innovations to business-side job changing activities.
- ▶ The cost to acquire job seekers is low, and promotion centered on marketing on social media is planned.

New business — Real estate business

Non Brokers, Inc., which is involved in the real estate business, has renewed landing pages and conducted joint sales promotions with major distribution groups in order to improve the ability to attract customers. In addition, Non Brokers is taking advantage of our company's knowledge to strengthen SEO improvement measures, rebranding and organizational structure, and is building a foundation for growth in the next fiscal year and beyond.

Landing page improvement

Implemented major revisions to the landing page (<https://www.ieuri.com/>).

いえうり 家を売るなら、いえうり。 0120-347-139

新しい 不動産一括査定

平均**34社**が入札競争!

完全無料
まずは**60秒**でかんたん入力
申込みから最短3日で査定結果をお届け!

物件種別: 物件種別
郵便番号: 郵便番号
市区町村: 市区町村

無料査定スタート

査定時は個人情報非公開
やりとりするのは、査定書を確認した後にあなたが選んだ会社だけ

いえうりの特徴
いえうりが多くのお客様に選ばれている理由をご紹介します。

不動産会社に「物件情報のみ」公開し

数字で見る「いえうり」

仲介会社数 1,448社	買取会社数 1,354社
仲介会社の取引数/年 55,931件	買取予算額/年 9,141億
利用者満足度 99.6%	成約の全国制覇まで あと4県

※更新日: 2024/05/06

「個人情報非公開」で安心。
いえうりでは、査定時は不動産会社に対して個人情報が非公開なので、電話ラッシュなどもなく、安心・安全に査定ができます。

「入札競争」で高額査定。
いえうりには、不動産会社が多数参画しており、顧客に選ばれるために入札競争が行われるため、高額査定を期待できます。

いえうりが選ばれる「3つの理由」

01 電話ラッシュなし!
★☆☆
個人情報非公開で査定ができる!
やりとりは運営のみ
一般的な一括査定サイトのように、登録した期間に多数の不動産会社から連絡が来ることはありません。査定時は運営とのやり取りのみなのでご安心ください。

02 入札競争!
★☆☆
平均34社が入札競争で高額査定に!
査定社数に上限なし
特定の不動産会社を選択して査定してもらうのではなく、興味がある不動産会社すべてが入札するため、自然と高額査定になります。(仲介の場合は本当に売れる価格がわかる仕組みを導入)

03 無料であんしん!
★☆☆
不動産のプロに無料相談できる!
中立的立場で徹底サポート
宅建士資格を持つ不動産のプロフェッショナルが中立的な立場で徹底サポートします。慣れない相場や不動産売却に関して、まずはお気軽にご相談ください。

Sales promotion with major distribution groups

Implemented major revisions to the landing page (<https://www.ieuri.com/>). Confirmed the effect of "anonymous appraisal" in offline marketing as well. Plans to continue to reach a wide range of customers through multiple channels.



Consolidated performance forecast for FYE Jan. 2025

Consolidated performance forecast for FYE Jan. 2025

The performance forecast for the second half of BUYMA TRAVEL Co., Ltd., which is subject to consolidation, is reflected. The effect on consolidated operating income for the current fiscal year is expected to be -100 million yen (including amortization of goodwill), but it is expected to be started to be posted as profit in the next fiscal year.

	FYE January 2025 Consolidated performance forecast for FYE Jan. 2025	Enigmo performance forecast	YoY	BUYMA TRAVEL performance forecast (※1)
Net Sales	5,707 million yen	5,337 million yen	86.0%	370 million yen
Gross margin	4,566 million yen	4,199 million yen	86.4%	368 million yen
Selling and administration costs	4,006 million yen	3,559 million yen	92.1%	447 million yen
Operating income (※2)	538 million yen	640 million yen	64.1%	-79 million yen
Operating income (※2)	535 million yen	638 million yen	62.6%	-81 million yen
Interim net profit attributable to owners of the parent (※2)	334 million yen	441 million yen	52.6%	-85 million yen

*1. BUYMA TRAVEL performance forecast is for the six-month period from July 2024 to December 2024.

*2. Consolidated operating income takes into account amortization of goodwill.

Appendix

Mid-term Target: Sales target of 10 billion yen

In addition to expanding business performance by enhancing the value of the experience in existing businesses and increasing profitability by improving productivity, we will also seek to generate new sources of profit through a unique new business investment program that leverages our strong financial base.

Achieve net sales of 10 billion yen as the Enigmo Group in FYE January 2027.

Unit : million yen	FYE January 2024 performance		FYE January 2027 target
Net Sales	6,203	➔	10,000
(Operating profit)	999		2,500~3,000
(Net income)	838		1,750~2,100
Market capitalization	15,328		35,000~40,000
Total market value in circulation	7,293		16,000~20,000

(Reference image)

*Market capitalization is calculated assuming a PER of 20x.



We are preparing to build a new Specialty Marketplace in multiple areas by utilizing stable profits gained from the BUYMA business.

Growth strategy

① Maximize core business

Sustain BUYMA's growth by enhancing product lineup, improving price appeal, and improving UI/UX, etc.



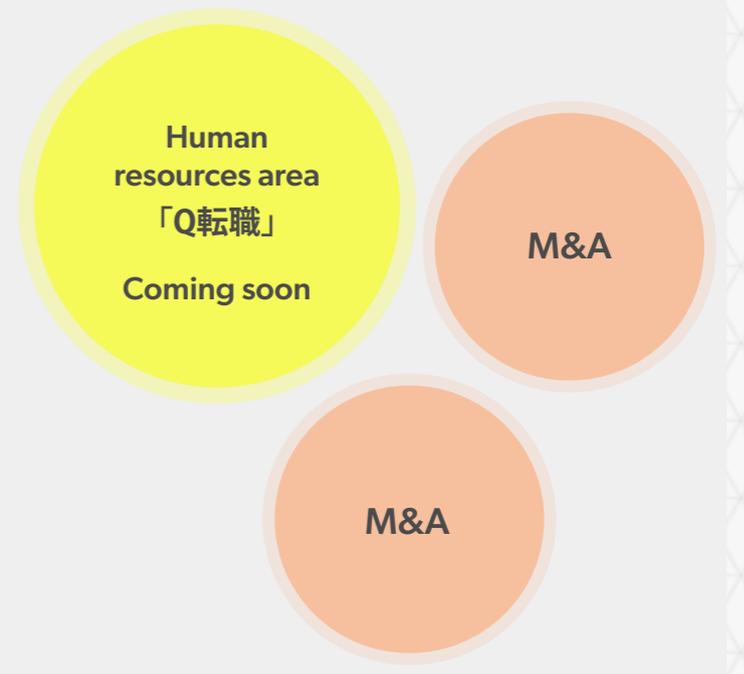
② Expansion into adjacent e-commerce segments

Discontinuous growth through expansion into other non-fashion related specialty areas



③ Explore growth in non-related fields

Establish a new revenue base where we can leverage our customer base, overseas seller network, platform operation know-how, and web marketing expertise



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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