

The background image shows a modern, bright restaurant interior. In the foreground, there are round wooden tables with white chairs and a yellow modular sofa. In the background, a counter area with the 'Trenders' logo is visible. The overall atmosphere is clean and contemporary.

# Financial Report

FY2021 (Full year)

The logo for Trenders, featuring the word 'Trenders' in a bold, red, sans-serif font. A red curved arrow starts above the 'e' and points upwards and to the right, ending above the 's'.

**Trenders**

# Trenderers' Mission



## Capture the Trends and Create a New Era



Providing marketing solutions in line with trends



Client companies

Providing information content and selling products in line with the trends



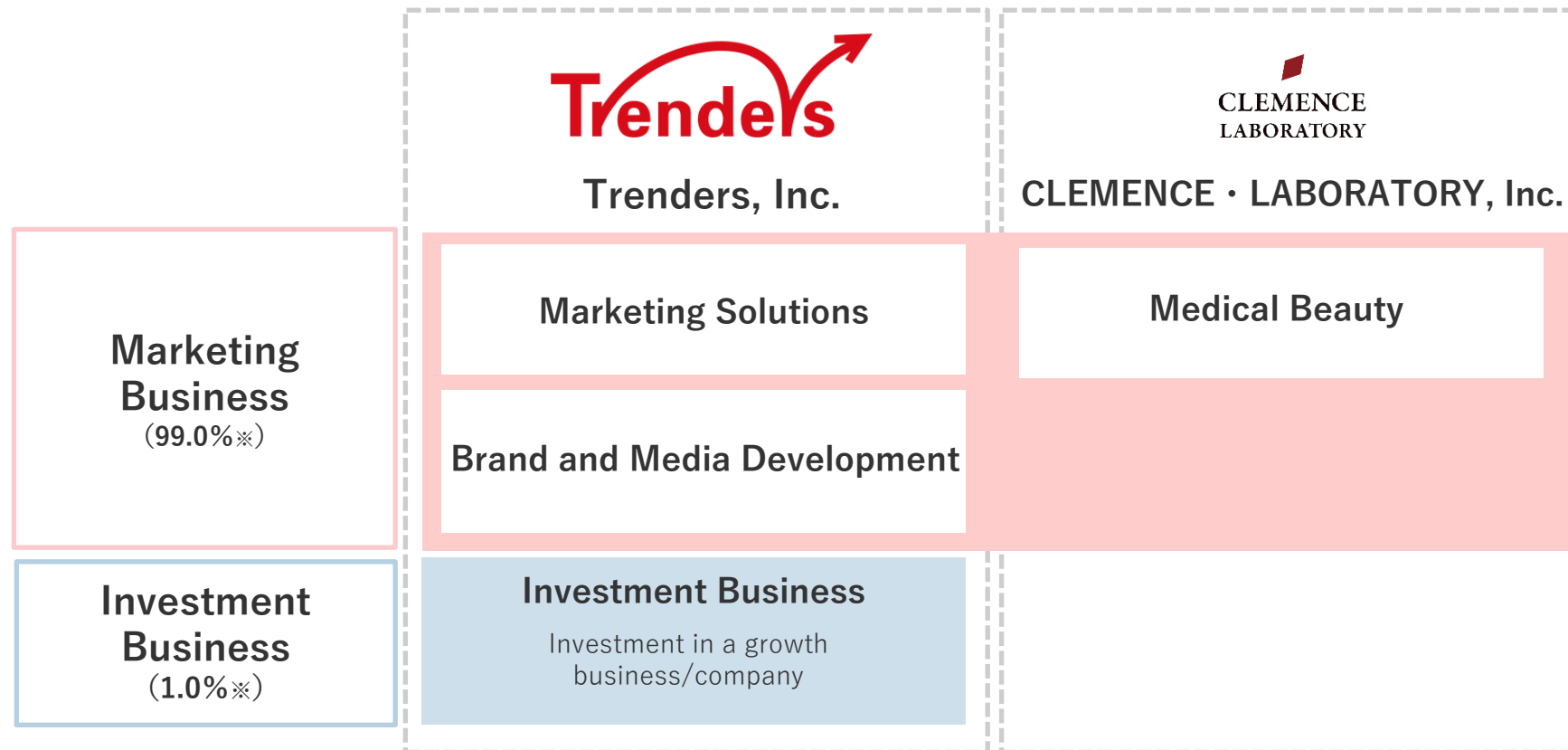
Consumers

# Trenders' Management Policy

1. Creating new value in society through business development that is in line with consumer and market trends.
2. Seeking to create businesses and organizations that continue to grow over the medium to long term.
3. Placing priority on maximizing shareholder value at all times, and delivering proactive and stable shareholder returns.
4. Seeking to be an advanced company in Diversity & Inclusion (D&I) by promoting flexible working styles and organization management that emphasizes diversity.

# Business Areas of Trenders Group

- We operate our business in two segments: the Marketing Business and the Investment Business.
- MimiTV, Inc. was merged on April 1, and CLEMENCE · LABORATORY, Inc. was made a wholly owned subsidiary on February 7. We will launch the medical beauty area in the Marketing Business from FY2022.



---

**FY2021 (FY ended March 31 2022)  
Financial Results**

# Financial Highlights (Full year)

## Financial Results (Full year)

Revenue:	<b>6,557</b> million yen	+ <b>96.7</b> % YoY
Gross income:	<b>1,931</b> million yen	+ <b>33.0</b> % YoY
Operating income:	<b>593</b> million yen	+ <b>29.7</b> % YoY

## Main points and topics of financial results

- The marketing solutions area (influencers, MimiTV, and Operating Ad. ) has grown significantly by capturing increasingly strong demand for SNS marketing. Revenue made a significant leap and almost doubled yony, and momentum remained strong.
- While forward-looking investments were proactively implemented to achieve the medium-term management target (operating income of 1 billion yen), operating income marked a record high in the history of the Company due to a significant increase in gross income associated with business growth.

# Segment Summary (Full year)

<b>Consolidated Financial Results</b>	<p>The growth of the Marketing Business led to a significant increase in both revenue and income.</p> <p>Revenue: <b>6,557million yen (+96.7%)</b> Operating income: <b>593million yen (+33.0%)</b></p>
<b>Marketing Business</b>	<p>Revenue and operating income increased about 2.2 times yoy and nearly 1.6 times yony respectively, due to an increase in the amount handled by Operating Ad. as well as the continued growth of influencer marketing and MimiTV.</p> <p>Revenue: <b>6,492million yen (+126.6%)</b> Operating income: <b>645million yen (+57.5%)</b></p>
<b>Investment Business</b>	<p>Both revenue and income decreased due to a one-time gain from sale of operational investment securities (revenue of 400 million yen, operating income of 100 million yen) recorded in the second quarter of last fiscal year.</p> <p>Revenue: <b>65million yen (▲86.0%)</b> Operating income: <b>52million yen (▲62.6%)</b></p>

\* Figures in parentheses indicate year-on-year percentage change.

\* Total segment operating income and consolidated operating income do not match because there are company-wide expenses that are not attributable to any segment.

# Financial Results Summary (Full year)

- Revenue increased significantly and almost doubled yoy driven by the growth of the Marketing Business. Gross income, operating income, ordinary income, and net income attributable to owners of the parent all marked new highs in the history of the Company despite the forward-looking investments proactively implemented during the year.
- Both revenue and income even beat the earnings forecast that had been revised upward in February 2022.

(million yen)	FY2021 (full year)	FY2020 (full year)	YoY	FY2021 earnings forecast	vs. earnings forecasts
Revenue	6,557	3,333	+96.7%	6,400	+2.5%
Gross income	1,931	1,451	+33.0%	-	-
SG&A Expenses	1,337	994	+34.5%	-	-
Operating income	593	457	+29.7%	520	+14.1%
Ordinary income	591	461	+28.3%	520	+13.8%
Net income attributable to owners of the parent	399	311	+28.3%	340	+17.6%

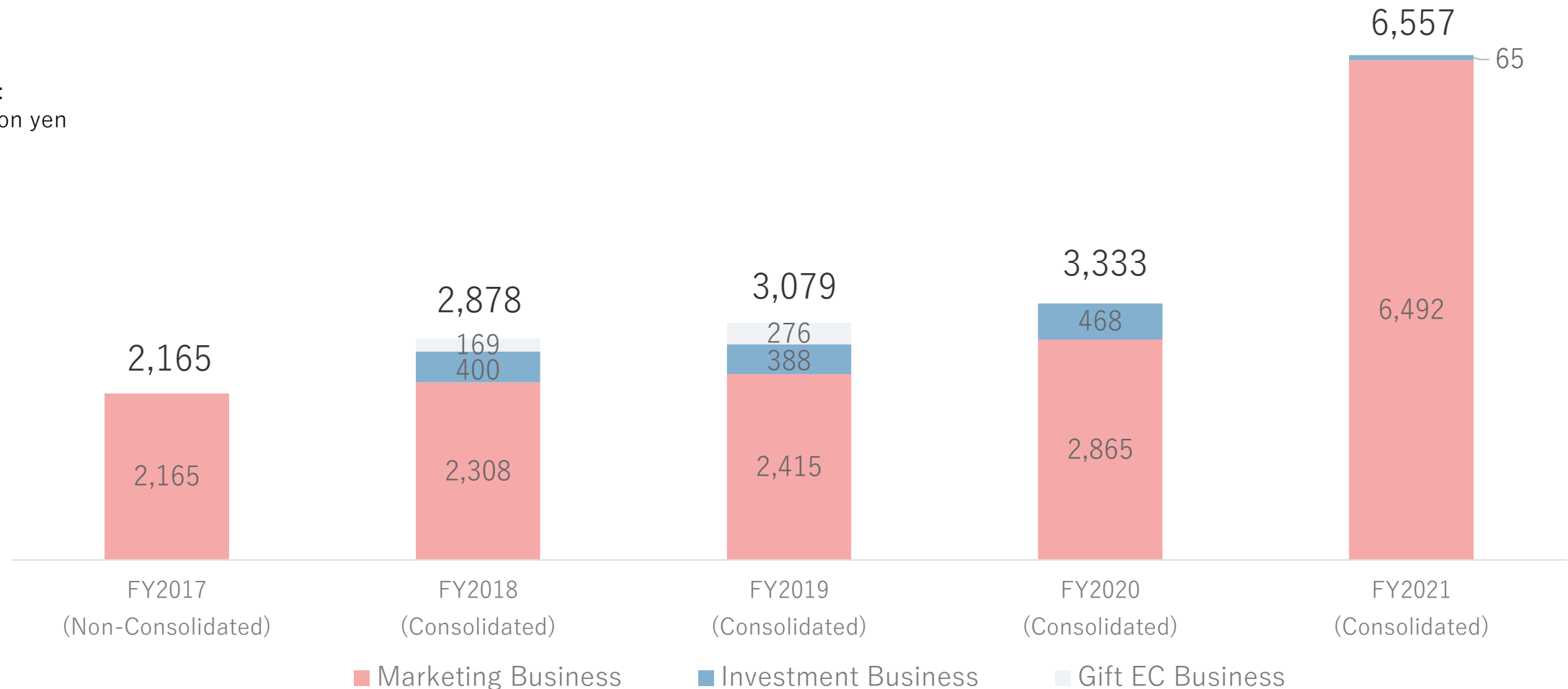
\*Comparison with the revised earnings forecast disclosed on February 14, 2022.



# Revenue (Full year)

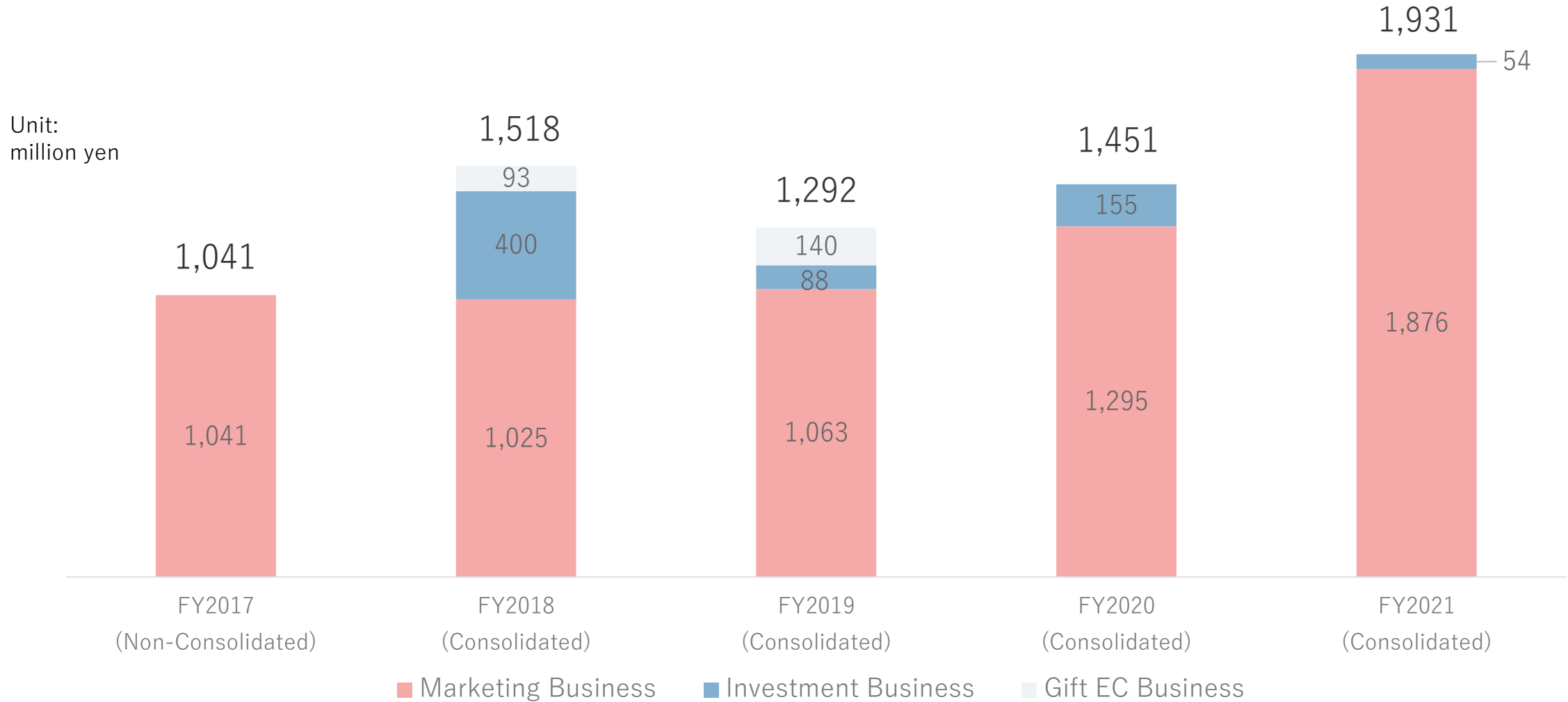
- Revenue: 6,557 million yen (+96.7% YoY)
- Due to an increase in the amount handled by Operating Ad. as well as the continued growth of influencer marketing and MimiTV, revenue for the Marketing Business jumped about 2.3 times yony, and revenue for the entire Group nearly doubled yoy, marking a new record high.

Unit:  
million yen



# Gross Income (Full year)

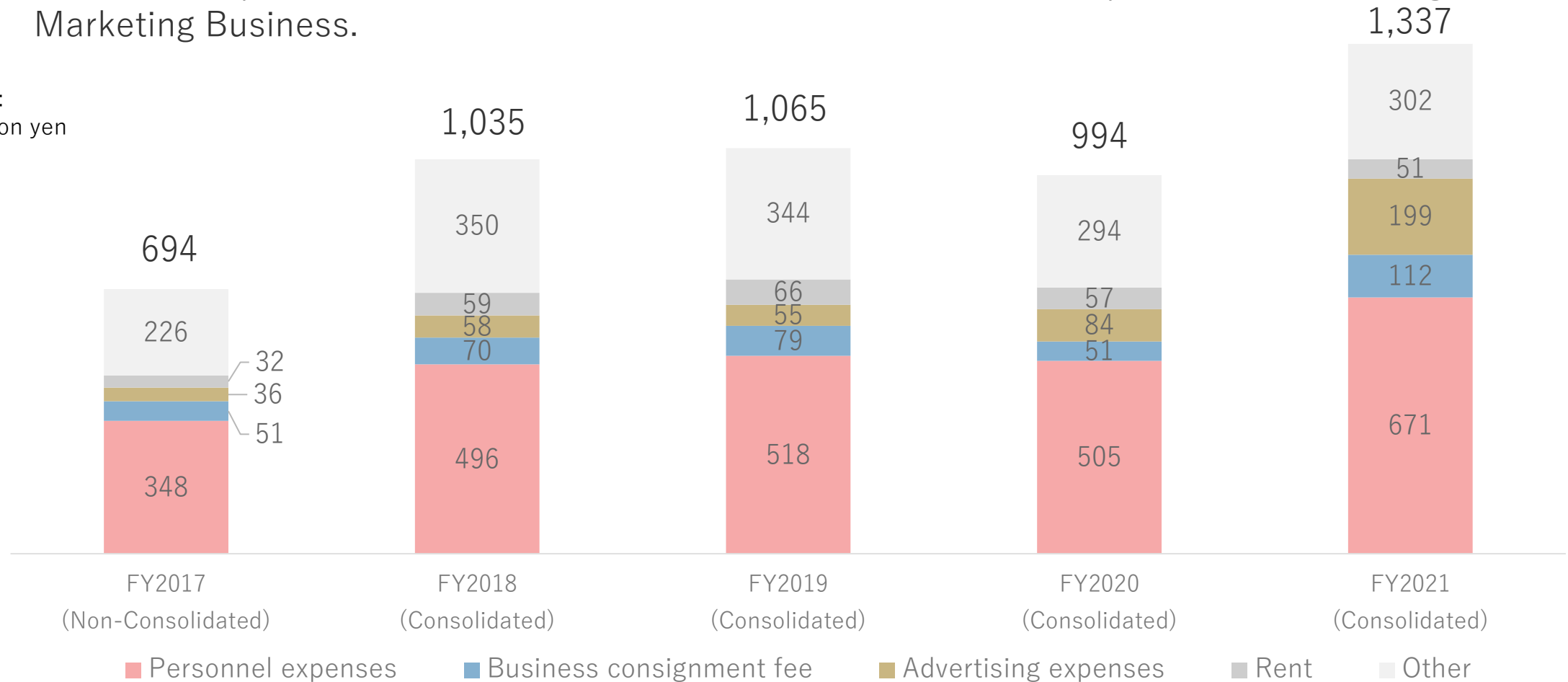
- Gross income: 1,931 million yen (+33.0% YoY)
- Gross income marked a new record high due to the growth in the Marketing Business (+44.8% YoY)



# SG&A Expenses (Full year)

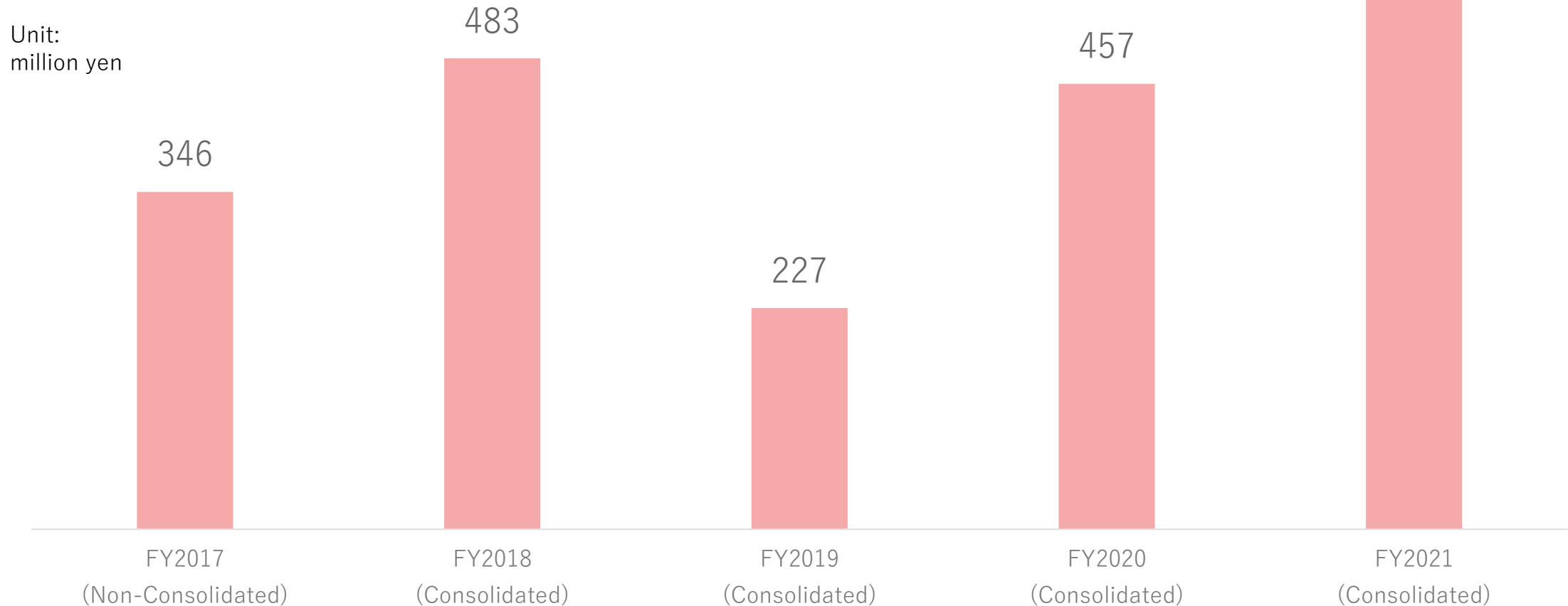
- SG&A expenses: 1,337 million yen (+34.5% YoY)
- Advertising expenses and business consignment fee increased due to the proactive investment in new businesses implemented as forward-looking investment.
- Personnel expenses increased due to additional staff hired in anticipation of continued growth in the Marketing Business.

Unit:  
million yen



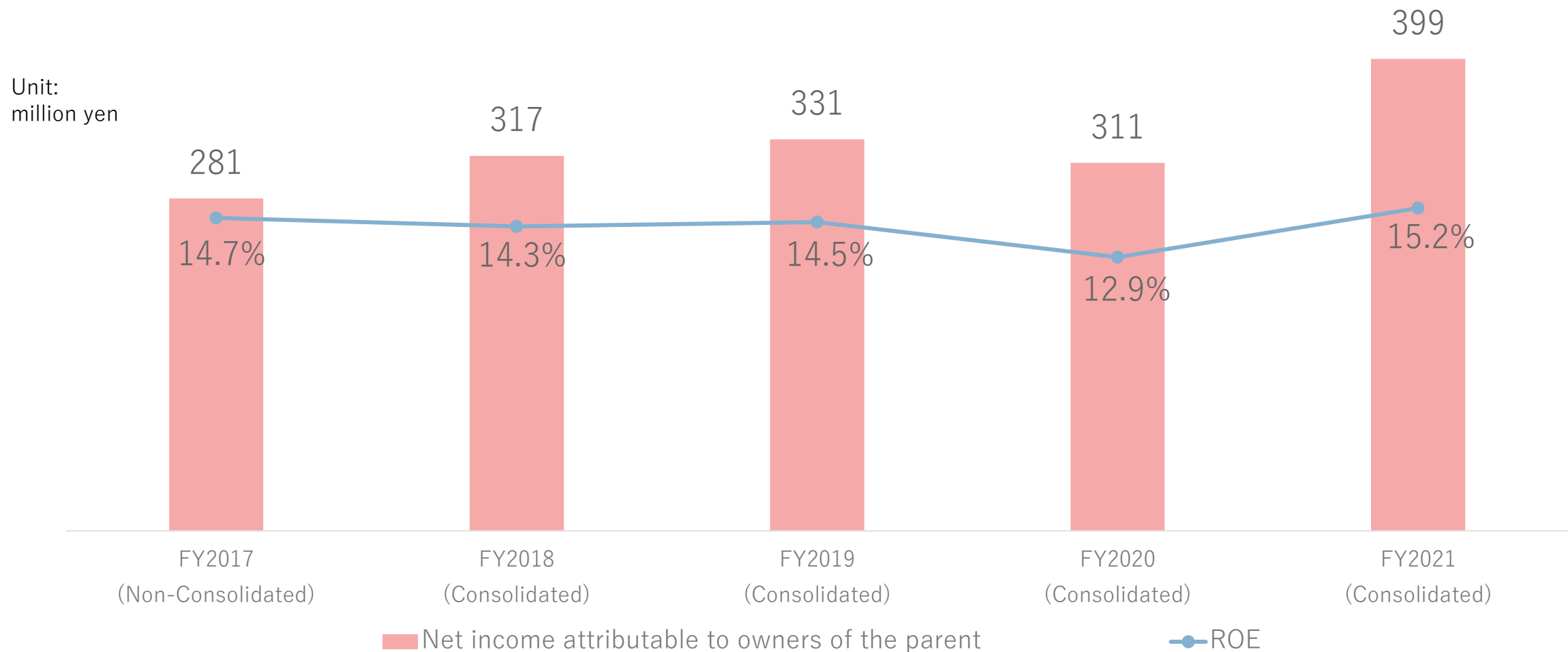
# Operating Income (Full year)

- Operating income: 593 million yen (+29.7% YoY)
- Operating income marked a record high due to an increase in gross profit (479 million yen) associated with business growth, which offset an increase in SG&A expenses (343 million yen) resulting from forward-looking investment.



# Net Income Attributable to Owners of the Parent & ROE (Full year)

- Net income attributable to owners of the parent: 399 million yen (+28.3 YoY), ROE: 15.2% (+2.3 percentage points YoY)
- Seeking to increase ROE continuously with an awareness of capital cost and capital efficiency.



# Balance Sheet

- Cash and deposits cover about 13 months' worth of monthly fixed costs, and financial condition is sound with a capital adequacy ratio of 59%.

(million yen)	As of March 31, 2022	As of March 31, 2021	YoY
Current assets	4,462	3,580	124.6%
Cash and deposits	1,607	1,408	114.1%
Operational investment securities	1,762	1,515	116.3%
Fixed assets	250	195	127.7%
Total assets	4,712	3,776	124.8%
Current liabilities	1,900	1,269	149.8%
Fixed liabilities	19	19	100.3%
Net assets	2,792	2,487	112.2%

# Status and Policy of Investment Business

- Seeking to raise the corporate value over the medium to long term by investing profits generated from the Investment Business into new businesses such as the brand/media development area to accelerate business growth.
- Taking into consideration duration risk, corporate bonds are limited to those that reach a redemption date in about six months so that we can flexibly invest funds according to financing needs in our own business, M&A, etc.

(million yen)

---

Operational investment securities:  
as of March 31, 2022

1,762

---

(Breakdown)

(Details)

---

Corporate bonds

1,400

Corporate bonds redeemable in about six months, interest rate 6.0% per annum

---

Investment limited partnership interests

247

Aiming for return by increasing the interests and value of the investment limited partnership

---

Equity shares

115

Investing in four startups

---

---

# FY2021 Q4 Financial Results

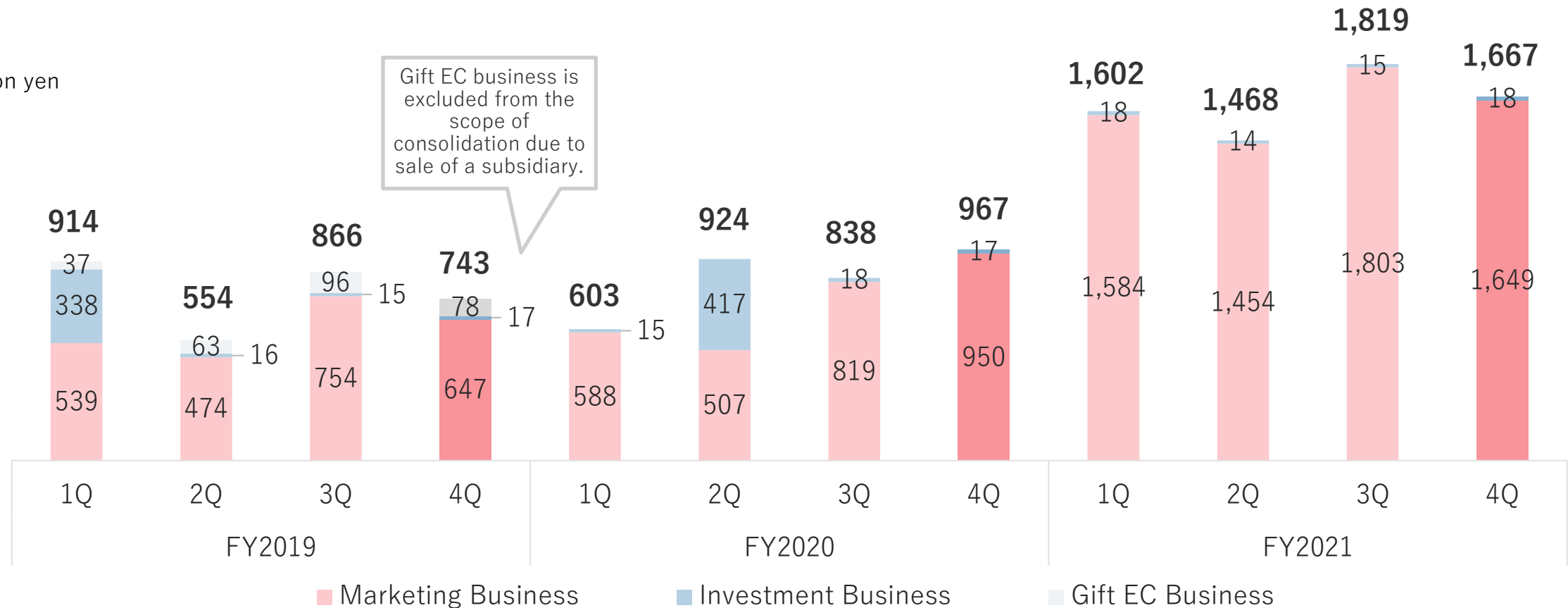
---



# Revenue (Quarterly)

- Revenue in the fourth quarter (January to March): **1,667 million yen** (+72.5% YoY)
- Revenue for the Marketing Business jumped **about 1.7 times** yony, and momentum remained strong, due to the continued growth of influencer marketing and MimiTV and an increase in the amount handled by Operating Ad.

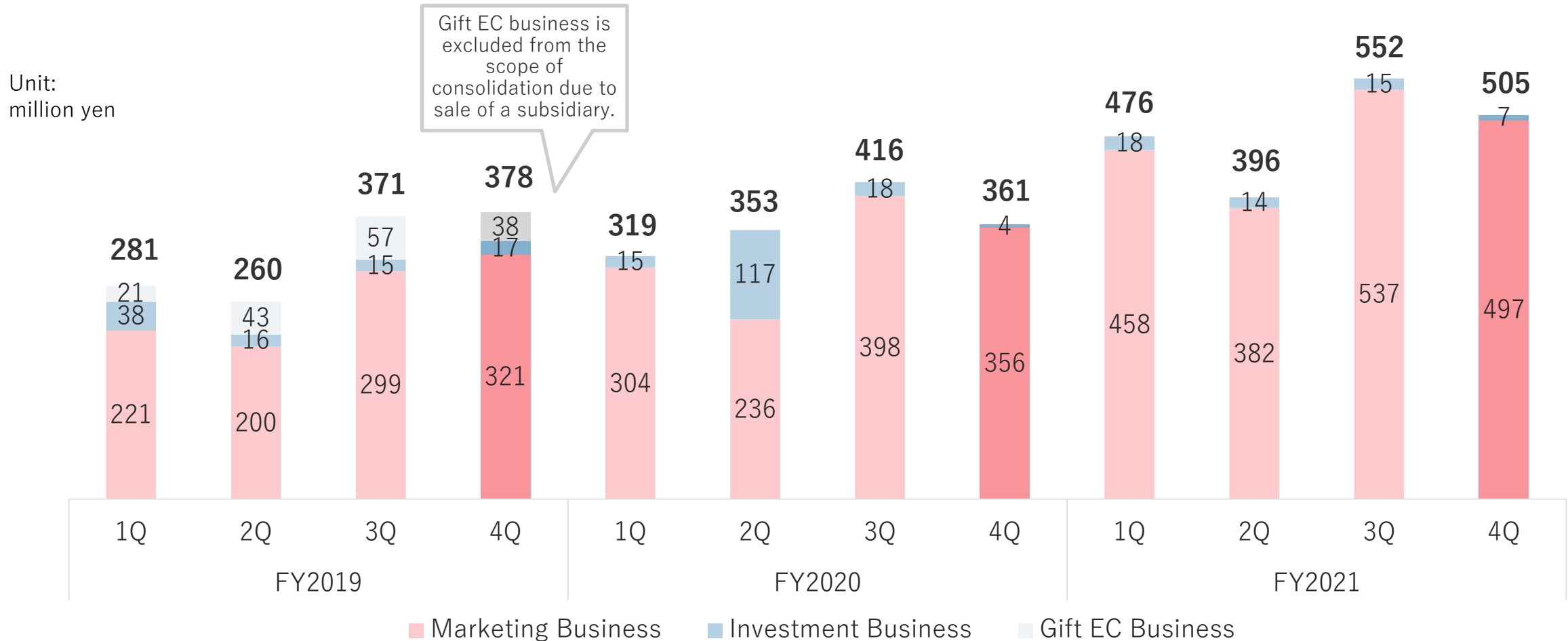
Unit:  
million yen



\*YoY: Year-on-year change

# Gross Income (Quarterly)

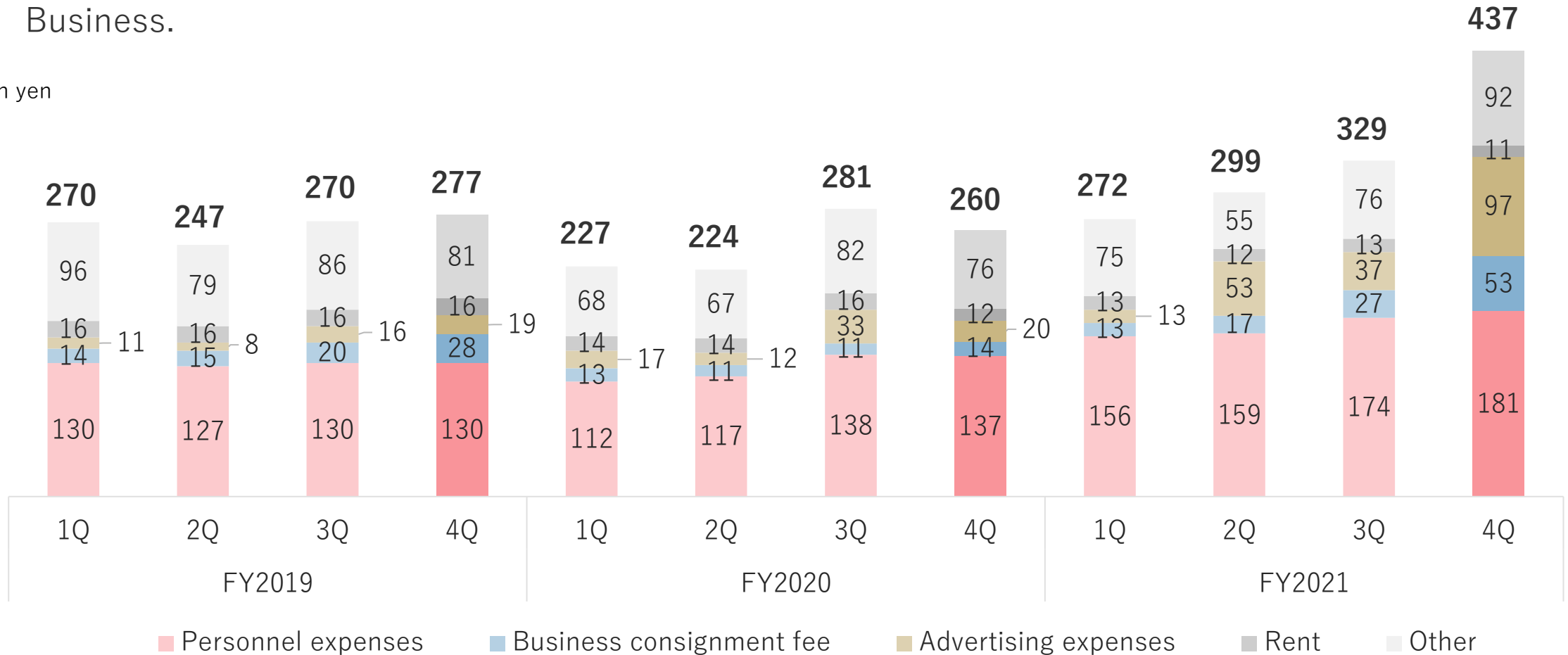
- Gross income in the fourth quarter (January to March): **505 million yen** (+39.9% YoY)
- Gross income for the Marketing Business increased **about 1.4 times** yony due to the continued growth of influencer marketing and MimiTV.



# SG&A Expenses (Quarterly)

- SG&A expense in the fourth quarter (January to March) : **437 million yen** (+67.7% YoY)
- Advertising expenses and business consignment fee increased due to proactive investment in new businesses such as the brand/media development area.
- Personnel expenses increased due to additional staff associated with expansion of the Marketing Business.

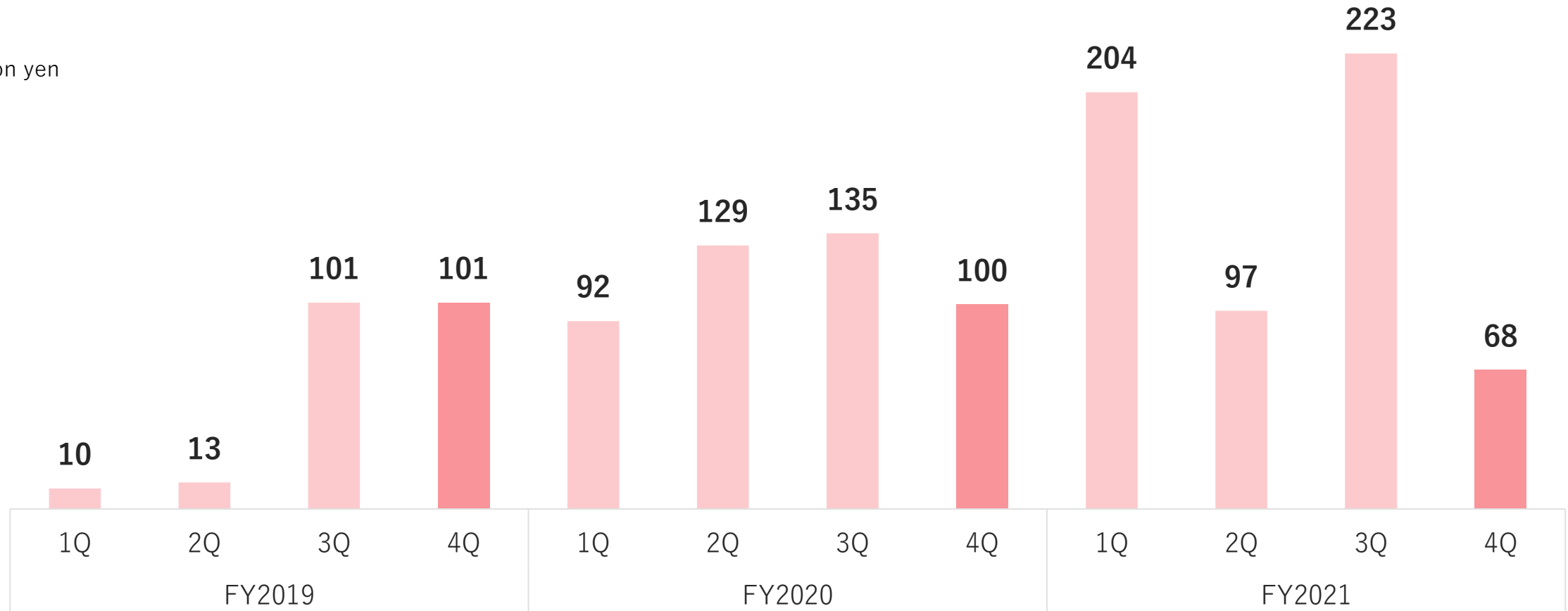
Unit:  
million yen



# Operating Income (Quarterly)

- Operating income in the fourth quarter (January to March): **68 million yen** (▲32.4% YoY)
- Although operating income decreased due to an increase in SG&A expenses associated with forward-looking investment, it exceeded significantly the revised earnings forecast disclosed in February 2022 (4Q: operating loss of 5 million yen).

Unit:  
million yen

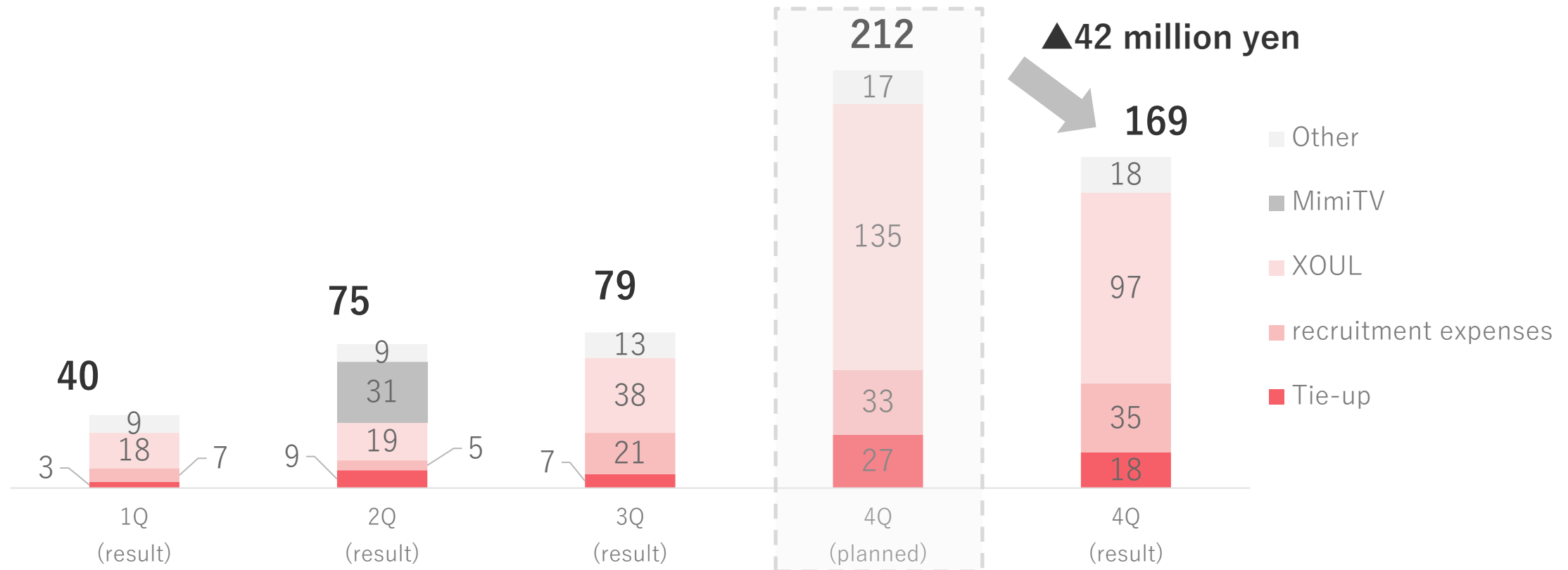


# Investment Results for FY2021

- Regarding FY2021 as a period for forward-looking investment to achieve the medium-term management target (operating income of 1 billion yen), we proactively implemented investment during the year.
- As a result of actively implementing XOUL's marketing measures, total investment in the fourth quarter amounted to 169 million yen.

<Quarterly investment amount and composition>  
 \*For each quarter, non-consolidated basis

Unit:  
million yen



\* Definition of the amount included in "investment":  
 Main SG&A expenses in new areas (personnel expenses, advertising expenses, business consignment fee, depreciation and amortization expenses, etc.), and one-time large-scale advertising expenses and recruitment expenses in existing areas. **21**

**Earnings Forecast,  
Medium-term Management Targets,  
and Return to the Shareholders**

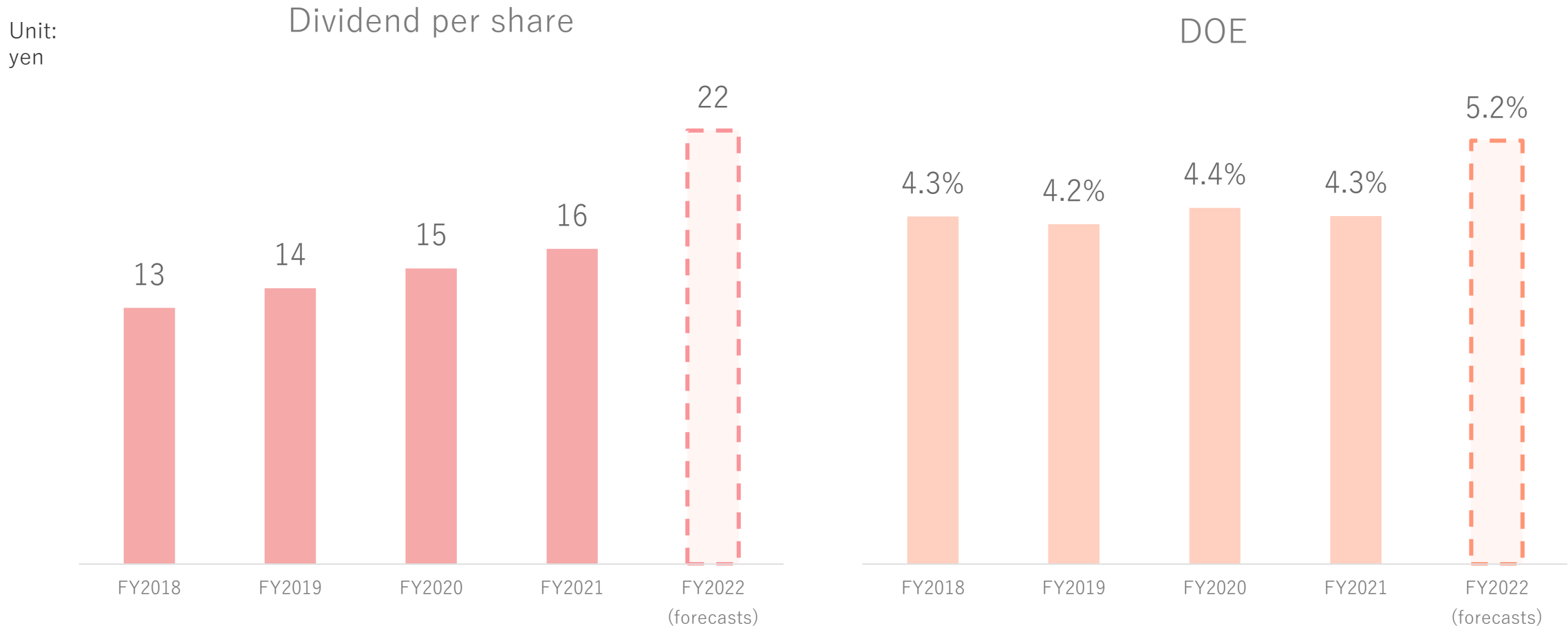
# FY2022 Earnings Forecast

- Revenue and operating income are expected to increase to 7,400 million yen (+12.8% YoY) and 850 million yen (+43.2% YoY), respectively, driven by business expansion in the brand/media development area as well as the continued growth of influencer marketing and MimiTV.

(million yen)	FY2022 forecast	FY2021 result	YoY
Revenue	7,400	6,557	+12.8%
Operating income	850	593	+43.2%
Ordinary income	850	591	+43.6%
Net income attributable to owners of the parent	570	399	+42.6%

# Shareholder Returns

- Dividend per share for FY2021 was 16 yen (up 1 yen yony), increasing for six consecutive years.
- The basic policy of shareholder returns: Continuous increase in dividend per share and DOE 4% or more.
- Dividend for FY2022 is expected to increase significantly to 22 yen (up 6 yen) per share.





# Medium-term Management Target (operating income)

- The medium-term management target—operating income of 1 billion yen by FY2023—announced in May 2021 remains unchanged at this time.
- Given the strong business conditions, we seek to achieve the target ahead of schedule (in FY2022).

