## Trenders

FY2022 (Full year)
Financial Report
FY2023.03(Full year)
Presentation Material


## Company Profile

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Company name Trenders, Inc.
Establishment April 2000
Share capital }568.36\mathrm{ million yen (as of March 31, 2023)
Director Ikuo Okamoto, Chairman and Representative Director
    Ryoko Kurokawa, President and Representative Director
    Hayato Tanaka, Director and CFO
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Outside Director Moriu Ishikawa Tetsuya Honda Ryuji Yokoyama
No. of employees 175 (No. of full-time and contract employees as of March 31, 2023)
Address Headquarters: 8th Floor, F-Nissay Ebisu Building, 3-16-3, Higashi, Shibuya-ku, Tokyo Shimane Office: i-259-5, Oda, Odacho, Oda, Shimane
Creative Center: CROSSCOOP Sendai, 10th Floor, Sendai Trust Tower, 1-9-1, Ichibancho, Aoba-ku, Sendai, Miyagi
Subsidiaries
CLEMENCE•LABORATORY, Inc., CARAFUL, Inc.
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## Trenders' Mission

## Capture the Trends and Create a New Era



## Management Policy

## 1 <br> Creating new value in society through business development that is in line with consumer and market trends.

## Seeking to create businesses and organizations that continue to grow over the medium to long term.

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

$\square$ Operating two business segments: Marketing and Investment
$\square$ CARAFUL Inc. became a wholly-owned subsidiary on April 1, 2023, and Marketing Solutions launched services specializing in TikTok in FY2023


## Marketing Business Overview

- The marketing business develops three business areas based on the methods of trend marketing and SNS marketing

Three areas of the marketing business



FY2022 (FY ended March 31 2023) Financial Results

Tendels

## Financial Highlights (Full year)

Financial Results (Full year)

Revenue
Gross income
Operating income

9,088 million yen 2,620 million yen 1,011 million yen

Yony +38.6\%
YonY +35.7\%
YonY +70.4\%

Main points and topics of financial results
$\square$ The marketing solutions area (influencer marketing and MimiTV) has shown strong growth continuously driven by growing demand for SNS marketing Both revenue and each profit level hit record high
$\square$ Achieved the medium-term management target (operating income of 1 billion yen by the fiscal year ending March 2024) a year ahead of schedule, while making aggressive investments with an eye toward business growth in the fiscal year ending March 2024 and beyond

## Segment Summary (Full year)



## Financial Results Summary (Full year)

$\square$ Both revenue and profits grew and achieved the medium-term management target (operating income of 1 billion yen by the fiscal year ending March 2024) a year ahead of schedule
■ Revenue, operating income, and ordinary income were largely in line with earnings expectations, and net income was $5.8 \%$ above earnings forecasts

| (million yen) | FY2022 <br> (Full year) | FY2021 <br> (Full year) | YonY | FY2022 <br> forecast | vs. earnings <br> forecasts |
| :--- | :---: | :---: | :---: | :---: | :---: |
| Revenue | 9,088 | 6,557 | $+38.6 \%$ | 9,200 | $(1.2 \%)$ |
| Gross income | 2,620 | 1,931 | $+35.7 \%$ | - | - |
| Selling, general and <br> administrative expenses | 1,609 | 1,337 | $+\mathbf{+ 2 0 . 3 \%}$ | - | - |
| Operating income | 1,011 | 593 | $+70.4 \%$ | $\mathbf{1 , 0 0 0}$ | $\mathbf{+ 1 . 1 \%}$ |
| Ordinary income | $\mathbf{1 , 0 2 2}$ | 591 | $+\mathbf{+ 7 2 . 7 \%}$ | $\mathbf{1 , 0 0 0}$ | $\mathbf{+ 2 . 2 \%}$ |
| Net income attributable to <br> owners of the parent | 708 | 399 | $\mathbf{+ 7 7 . 3 \%}$ | $\mathbf{6 7 0}$ | $\mathbf{+ 5 . 8 \%}$ |

* Comparison with the revised earnings forecast disclosed on February 14, 2023


## Revenue (Full year)

■ Revenue: 9,088 million yen (+38.6\% YonY)
■ Revenue hit a record high, driven by the continued growth of influencer marketing and MimiTV

## Gross Income (Full year)

$\square$ Gross income: 2,620 million yen (+35.7\% YonY)
$\square$ Gross income marked a new record high due to the growth in the marketing business, especially influencer marketing and MimiTV (+29.5\% YonY)

2,620


## SG\&A Expenses (Full year)

■ SG\&A expenses: 1,609 million yen (+20.3\% YonY)
$\square$ Personnel expenses increased YonY as we expanded the workforce in preparation for the expected business growth of the Marketing Business and expenses for investments
in marketing solution areas (contract service fees and advertising expenses) rose.

1,609

Unit: million yen


## Operating Income (Full year)

■ Operating income: 1,011 million yen (+70.4\% YonY)
$\square$ Operating income marked a record high due to an increase in gross profit (positive impact of 689 million yen on operating income) associated with business growth, which offset an increase in SG\&A expenses (negative impact of 271 million yen on operating income)

Unit: million yen


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

$\square$ Net income attributable to owners of the parent: 708 million yen (+77.3 YonY), ROE: $23.0 \%$ (+7.8 percentage points YonY)

■ Seeking to increase ROE continuously with an awareness of capital cost and capital efficiency.


## Gross Margin by Service (Marketing Solutions Area)

■ For gross margin by service in the marketing solutions area in FY2022, influencer marketing and MimiTV achieved the significant growth of $31 \%$ and $39 \%$ YonY, respectively

| Unit: <br> thousand yen | $2,700,000$ |
| :--- | ---: |
| $2,400,000$ |  |
| $2,100,000$ |  |
| $1,800,000$ |  |
| $1,500,000$ |  |
| $1,200,000$ |  |
| 900,000 |  |
| 600,000 |  |
| 300,000 |  |
| 0 |  |



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Other
Response advertising (*1)
Own media (*2)
MimiTV (*3)
\square Influencer Marketing (*3)
```

*1 Operational advertising to acquire new customers and for up-selling and cross-selling to existing customers
2 Our own media except for MimiTV
3 Gross margin of influencer marketing and MimiTV includes relevant SNS advertising

[^0] outsourcing expenses directly linked to the provision of goods and services from revenue

## Number of Employees/Gross Income per Employee

■ No. of employees: +18\% YonY, Gross income per employee: +13\% YonY


## Balance Sheet

$\square$ Cash and deposits cover about 9.5 months' worth of monthly fixed costs, and financial condition is sound with a capital adequacy ratio of $62.2 \%$

| (Unit: million yen) | As of March 31, 2022 | As of March 31, 2023 | YonY |
| :--- | :---: | :---: | :---: |
| Current assets | 4,461 | 5,165 | $\mathbf{+ 1 5 . 8 \%}$ |
| Cash and deposits | 1,607 | 1,513 | $\mathbf{( 5 . 9 \% )}$ |
| Operational investment <br> securities | 1,762 | 2,157 | $\mathbf{+ 2 2 . 4 \%}$ |
| Fixed assets | 250 | $\mathbf{2 6 2}$ | $\mathbf{+ 5 . 0 \%}$ |
| Total assets | 4,711 | 5,428 | $\mathbf{+ 1 5 . 2 \%}$ |
| Current liabilities | $\mathbf{1 , 8 9 9}$ | $\mathbf{2 , 0 3 1}$ | $\mathbf{+ 6 . 9 \%}$ |
| Fixed liabilities | 19 | 19 | $\mathbf{+ 0 . 3 \%}$ |
| Net assets | 2,792 | $\mathbf{3 , 3 7 7}$ | $\mathbf{+ 2 1 . 0 \%}$ |



## Revenue (Quarterly)

■ Revenue in the fourth quarter (January to March): 2,236 million yen (+34.1\% YonY)
$\square$ Revenue for the Marketing Business increased by $14.2 \%$ YonY due to the continued growth of influencer marketing and MimiTV
$\square$ With sales of operational investment securities, revenue in the Investment Business increased to 351 million yen

## Unit:

 million yen

## Gross Income (Quarterly)

■ Gross income in the fourth quarter (January to March): 575 million yen (+13.9\% YonY)
$\square$ Gross income for the Marketing Business increased by $5.2 \%$ YonY due to the growth of MimiTV


## SG\&A Expenses (Quarterly)

SG\&A expense in the fourth quarter (January to March): 469 million yen (+7.4\% YonY)
$\square$ Personnel expenses increased YonY due to increased recruitment as the marketing business grew, and advertising expenses increased mainly in the marketing solutions area followed by investment in MimiTV


## Operating Income (Quarterly)

■ Operating income in the fourth quarter (January to March): 105 million yen (+55.6\% YonY)
$\square$ Operating income increased by $55.6 \%$ YonY due to an increase in gross profit (+70 million yen) associated with the growth of the Marketing Business, which offset an increase in SG\&A expenses (negative impact of 32 million yen on operating income)



## Business Overview of Marketing Solutions Area

■ The marketing solutions area have developed SNS marketing support mainly for beauty，and food and beverage manufacturers using our own media influencer network

Three areas of the marketing business


| Marketing | SNS marketing support mainly for clients in beauty， and food and beverage categories |
| :---: | :---: |
| Solutions |  |

Brand and Media Development

Medical Beauty

Operation of our own media and import and sale of cosmetics
そOUL 比たいあっぷ

Development and sale of exclusive products for beauty clinics and producing of clinics
CLEMENCE
LABORATORY

HERRAS ${ }^{\circ}$
JAPAN

## Competitive Advantages in Marketing Solutions Area

■ Provide flexible and unique solutions by utilizing the influencer network and our own media，and achieve integrated marketing support through expertise cultivated by category specialization and marketing methods

| （1）Influencer Network Life-Influencers Network | （2）Own media <br> MimitV <br> OUCHI GOHAN <br> おうちごはん | （3）Category specialization <br> Beauty <br> Food and beverages | （4）Marketing methods |
| :---: | :---: | :---: | :---: |
| ■ Our non－exclusive influencer network allows flexible casting in response to trends <br> ■ Maintaining high profit margin due to no training or support costs | Operating our own media having high originality with many SNS followers <br> －Analyzing user actions in social networks enables effective planning and creative advertising | Achieving high operating efficiency by specializing in beauty，food and beverage categories <br> Maintaining a high degree of professionalism and branding by establishing a dedicated team in the beauty category | Establishing a dedicated planning team to develop various marketing methods <br> ■ Achieving integrated marketing support that goes beyond media suggestions and casting |

## (1) Proprietary influencer network, "LIN"

■ Unique network of about 13,000 independent influencers, mainly middle and micro influencers
■ Covering all SNS platforms, including Instagram, Twitter, YouTube, and TikTok, with optimal planning according to product and target characteristics


## (2) Own media, "MimiTV"

Transmitting beauty information according to each SNS characteristic, with the total number of followers on the official account of about 5.71 million (as of April 2023)

- Providing cosmetic manufacturers with a variety of solutions utilizing SNS followers, including spreading a new product by word of mouth before the launch, going viral at the time of launch, and continuous exposure and point-of-sales collaboration after the launch


Total No. of SNS followers
5.71 million

No. of official members, "mimist"
32,903

No. of monthly SNS views
130 million or more imap

[^1]

## (2) Own media, "OUCHI GOHAN (my homemade dish)"

$\square$ "Table-arrangement media," which sends out recipe information and food trends on SNS, mainly on Instagram
$\square$ The original hashtag "\#OUCHI GOHAN" (*) enjoys the total post of more than 29.81 million, providing food and beverage manufacturers with solutions that leverage the analysis and creation of food trends

(3) Specializing in beauty, and food and beverage categories (solutions of marketing challenges)

■ Solutions focused on our own media (MimiTV/ OUCHI GOHAN) and influencer networks to solve marketing challenges for beauty and food and beverage manufacturers


## (3) Specializing in beauty categories (dedicated team)

■ Two specialized teams in the beauty category, "MimiTV" and "ampule," which develop marketing methods and disseminate information on beauty x SNS
<MimiTV>


The team develops SNS marketing methods, holds webinars, selects best cosmetics and transmits a wide range of information in addition to operating the beauty media "MimiTV"
<ampule>


The team provides promotion planning and brand consulting for beauty products, and publishes "ampule magazine" and other industry information

## (4) Marketing methods

- Continuously developing marketing methods based on proprietary data and trend analysis by a dedicated planning team

■ Regular free webinars to transmit proprietary marketing methods aggressively
<"Beauty Meets for business Vol.2" >


Hosted "Beauty Meets for business Vol. 2," an online event for corporations, co-sponsored by SNS platformers, distributors and cosmetics manufacturers, with a total of 896 participants
< Free webinar hosted by ampule >

"ampule," an innovation firm specializing in beauty, held a free webinar with a total of 218 participants Industry celebrities attended and it was featured in trade magazines

## Growth Strategy in Marketing Solutions Area

By setting an increase in the number of brands traded, increase in the amount of orders received per brand, and evolution of solutions to offer as KSFs, strive to achieve continuous growth by implementing each strategy


## Transaction brand count and the per-brand amount of orders received

■ The per-brand amount of orders received has been growing since FY2018 (+44.8\% YonY for FY2022)
$\square$ Overall brand count decreased YonY for FY2022, but the number of brands with an amount of orders received of 5 million yen or more increased


## Gross Margin Composition by Customer Industry

$\square$ Specializing in the beauty, and food and beverage categories raised the composition ratio of gross margin of these two categories to $80 \%$


Others (home appliances, office supplies, etc.)

Information and communications

Food, beverages \& articles of taste

Cosmetics and toiletries

* Gross margin on this page refers to profit by deducting only outsourcing expenses directly linked to the provision of goods and services from revenue


## (Reference) Seasonal factors in the cosmetics industry

$\square$ Advertising expenses in the cosmetics industry tend to seasonally fluctuate as product promotions are more frequent from April to June and from October to December, and the Company's expenses show a similar trend due to an increase in the share of beauty category
< Quarterly advertising expenses of cosmetics manufacturers in each quarter of FY2021 (") >

* Summed up advertising expenses of four of the top five listed cosmetics manufacturers in terms of
sales, which disclosed advertising expenses, and set expenses in April to June as 100\%
Target period: April 2021 to March 2022

Apr-Jun Jul-Sep Oct-Dec Jan-Mar


## Target Market for Beauty Category

$\square$ The total advertising market for the beauty category (cosmetics industry), on which the Company focuses, is approximately 640 billion yen
$\square$ With the growing influence of SNS and the shift from mass media to Internet advertising, the Company's area is expected to expand further in the future. The market as a whole is likely to expand compared to last year


## Media from Which Users Collect Beauty Information

■ For media from which users collect beauty information, SNS platforms hold top-ranking positions, while magazines, word-of-mouth sites and TV are on the decline

■ The two media of Twitter and TikTok are on the rise in January 2023 survey


## Sales Ratio by SNS platform

■ Instagram and Twitter each accounted for approximately 40\% of total SNS-related sales ${ }_{(11,2)}$ in FY2022 (Full year)

■ TikTok continued to grow sales by 5.4 pt YoY, following Q3 YTD

*1 Calculated by extracting SNS related sales from total sales of Influencer Marketing, OUCHI GOHAN and Mimitv.
*2 Excluding response advertising

* Figures in the pie chart are rounded to the nearest whole number, so the total may not add up to $100 \%$


## CARAFUL, Inc, Became a Wholly-Owned Subsidiary

■ Made CARAFUL Inc. a wholly-owned subsidiary on April 1, 2023, to strengthen TikTok marketing in marketing solutions


## - CARAFUL $\times$ TikTok


<CARAFUL, Inc>

- Marketing initiatives using TikTok influencers for client companies

Developing the influencer production business, and supporting creators' activities from multiple angles

## Large-Scale Promotion for MimiTV

■ With Maki Goto as MimiTV's first ambassador, posted outdoor and transport advertising in March, and ran digital advertising
$\square$ Broadcasted TV commercials in the Kanto region in April, and continued outdoor, transport, and digital advertising
< TV commercial (aired April 2023) >

< Transport advertising (posted April 2023) >


## Trend of MimiTV Followers

$\square$ Followers grow steadily on each SNS, reaching the total followers of 5.71 million as of April 2023


## Trend of OUCHI GOHAN Followers

■ Followers grow steadily on each SNS, reaching the total followers of 0.89 million as of April 2023


## (Medical Beauty) Business Alliance with Korean Art Makeup Salon

■ In the medical beauty area, entered into a business alliance with J. URBANTOUCH, an art and makeup salon in South Korea, for the art and makeup business

■ Through this business alliance, the aim is to disperse technology to Japan, as well as to spread and develop art makeup in Japan

J. URBANTOUCH

<J. URBANTOUCH>

A unique technique reduces pain during treatment, with the texture of a natural finish, and fixed in one treatment

Attracted more than 10,000 visitors from Japan a year (as of 2020)

- Also operates the academy business to train art makeup practitioners and has produced a cumulative total of approximately 1,000 practitioners.



## 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
- Taking into consideration duration risk, underwrite corporate bonds, mainly 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.
(Unit: million yen)

| Operational investment <br> securities: as of March 31, 2023 | 2,157 |  |
| :--- | :---: | :--- |
| (Breakdown) | 1,900 | Corporate bonds mostly redeemable in about six months, interest <br> rate of $6.0 \%$ per annum |
| Corporate bonds | 9 | Aiming for return by increasing the interests and value of the <br> investment limited partnership |
| Investment limited <br> partnership interests | 248 | Investing in five startups |
| Equity shares |  |  |



## Business deployment from FY2023 onward

We aim to grow in two fields, namely, beauty marketing and medical marketing in the Marketing Business by pursuing business selection \& focus

| Up to FY2022 |  | FY2023 onward |
| :---: | :---: | :---: |
| < Marketing Business > |  | < Marketing Business > |
| Marketing Solutions <br> SNS marketing support in the beauty and the food and beverage categories | Specialized in the beauty category | Beauty marketing |
| Brand and Media Development <br> Operation of our own media and import and sale of cosmetics | Downsize in or exit new areas and tap into our "expertise in"EC and media operation |  |
| Develop and sell exclusive products for beauty clinics and produce them | Launch of marketing support | them |
| < Investment Business > |  | < Investment Business > |

## FY2023 Forecast

■ Net revenue in the marketing business is expected to increase by $23.3 \%$ YonY due to continued growth in the beauty marketing area

- Actively invest in the beauty marketing and medical marketing areas with the aim of achieving the new medium-term management target (operating income of 2 billion yen by the fiscal year ending March 2026), while aiming to achieve record incomes at each stage through business growth

| (Unit: million yen) | FY2023 forecast | FY2022 result | YonY |
| :--- | :---: | :---: | :---: |
| Revenue | 6,200 | 9,088 | $(31.8 \%)$ |
| Marketing Business (gross) | 9,773 | 8,359 | $+16.9 \%$ |
| Marketing Business (net) | 6,021 | 4,742 | $+27.0 \%$ |
| Investment Business | 194 | 729 | $(73.3 \%)$ |
| Operating income | 1,150 | 1,011 | $+13.7 \%$ |
| Ordinary income | 1,150 | 1,022 | $+12.5 \%$ |
| Net income attributable to owners of the parent | 780 | 708 | $+10.0 \%$ |

* In the fiscal year ending March 2024, certain transactions in the marketing
business are recorded at net basis, instead of at gross basis, so both gross and net revenues are presented from the perspective of comparability


## Increase / Decrease in Operating Income

While aggressively investing in growth to achieve the medium-term management target, operating income is expected to hit a new record high due to continued growth in the beauty marketing area


## Business Model in Medical Marketing Area

$\square$ We obtain the revenue share from affiliated beauty clinics by supporting their customer acquisition ,marketing, and DX.

## Initiatiives: MAISON the BEAUTY CLINIC

## Trendels



- Management of public SNS account of the clinic
- Management of SNS advertisement
- Influencer marketing
- Production of landing pages


- Website development
- Introduction of a reservation system which allows online reservations at any time

- Cosmetic dermatology clinic that have new equipment
- Introduction of public LINE account of the clinic
- Providing customized treatment for each person

Revenue Share

## Details of Investment in Investment Period

■ By positioning the fiscal years ending March 2024 and 2025 as investment periods to achieve the mediumterm management target, make active investments in the beauty marketing and medical beauty areas
Area

| Description and purpose of investment |
| :---: |
| Measures to increase awareness of MimiTV |
| - TV commercials |
| - SNS advertising |
| - Real and online events |
| - Book publishing |
| - Planning collaborations with celebrities |

Investment amount


Expected return on investment

Sales increase by expanding MimiTV's brand recognition*

* $17 \%$ as of October 2022

Sales increase in Beauty Marketing Area

Expansion of revenue share by enhancement of customer acquisition support

## Medium-term Management Target

- Achieved the medium-term management target (operating income of 1 billion yen by the fiscal year ending March 2024), a year ahead of schedule, and formulate the next medium-term management plan ■ Aim to post operating income of 2 billion yen by the fiscal year ending March 2026



## Shareholder Returns

■ Dividend per share for FY2022 was 22 yen (up 6 yen YonY), increasing for seven consecutive years.

- The basic policy of shareholder returns: Continuous increase in dividend per share and DOE of 4\% or more. Dividend for FY2023 is expected to increase to 26 yen (up 4 yen) per share.

Dividend per share DOE



## Our DX Promotion

Shift to New Work Style

- Shift to a new way of working that combines attendance and remote work
- The average attendance rate in FY2022 was 27.9\%
- Promote further digitization in all processes in sales operations, including customer and funnel management, and requirement and order analysis
- Online rate of deals in FY2022 was 95.6\%


## Composition of All Employees and Managers

- Women make up 84\% of all employees and 84\% of managers

■ Aiming to be an advanced company in diversity, we will continue to promote organizational management that respects diversity and flexible working styles

All employees

Ratio of male to female


Average age


Managers

Ratio of male to female


Average age


* As of April 1, 2023

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[^0]:    Gross margin on this page refers to profit by deducting only

[^1]:    * As of April 2023
    * Some social networks run multiple accounts

