# Trenders

FY2022 (Full year) Financial Report

FY2023.03(Full year)
Presentation Material



May 12, 2023 Trenders, Inc.

#### **Company Profile**

Company name Trenders, Inc.

Establishment April 2000

Share capital 568.36 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** 

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.





#### Trenders' 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** 



#### **Management Policy**

- 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.
- 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**

- Operating two business segments: Marketing and Investment
- 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

Marketing Solutions

SNS marketing support mainly for clients in beauty, and food and beverage categories







Brand and Media Development

Operation of our own media and import and sale of cosmetics

XOUL

以 たいあっぷ

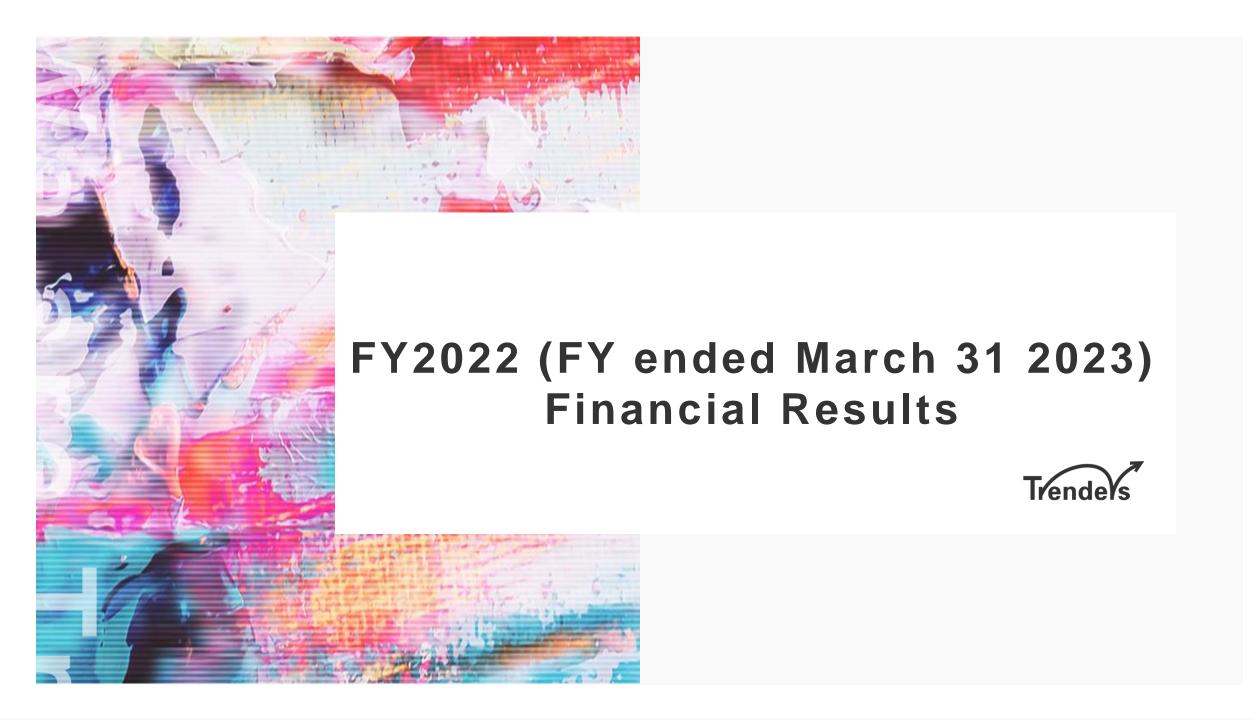
**Medical Beauty** 

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









## Financial Highlights (Full year)

#### Financial Results (Full year)

Revenue 9,088 million yen YonY +38.6%

Gross income 2,620 million yen YonY +35.7%

Operating income 1,011 million yen YonY +70.4%

#### Main points and topics of financial results

- 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
- 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)

Group	Strong profit growth and both full-year revenue and operating income hit a record high			
	Revenue 9,088 million yen (+38.6%) Operating income 1,011 million yen (+70.4%)			
Marketing Business	Continued growth of influencer marketing and MimiTV  Revenue 8,359 million yen (+28.8%)  Operating income 938 million yen (+45.3%)			
Investment Business	In line with sales of operational investment securities in 1Q and 4Q, sales and operating income recorded 642 million yen and 103 million yen, respectively  Revenue 729 million yen (+1,008.5%)  Operating income 188 million yen (+256.2%)			

<sup>\*</sup> Figures in parentheses indicate year-on-year percentage change.



<sup>\*</sup> 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)

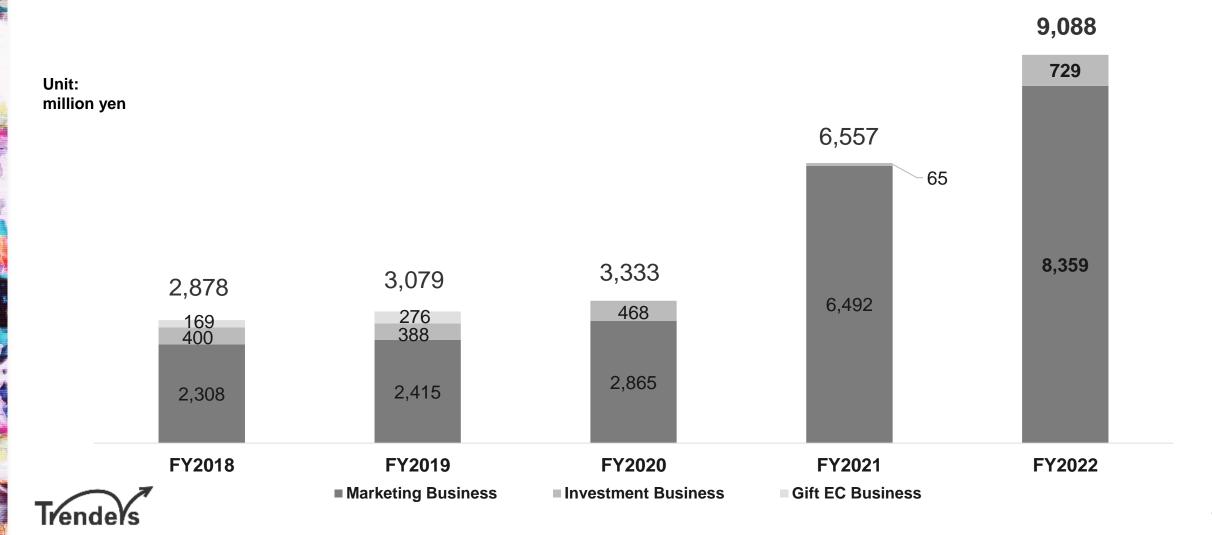
- Both revenue and profits grew and achieved the medium-term management target (operating income of 1 billion yen by the fiscal year ending March 2024) a year ahead of schedule
- Revenue, operating income, and ordinary income were largely in line with earnings expectations, and net income was 5.8% above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

(million yen)	FY2022 (Full year)	FY2021 (Full year)	YonY	FY2022 forecast	vs. earnings forecasts
Revenue	9,088	6,557	+38.6%	9,200	(1.2%)
Gross income	2,620	1,931	+35.7%	_	_
Selling, general and administrative expenses	1,609	1,337	+20.3%	_	_
Operating income	1,011	593	+70.4%	1,000	+1.1%
Ordinary income	1,022	591	+72.7%	1,000	+2.2%
Net income attributable to owners of the parent	708	399	+77.3%	670	+5.8%



#### 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)

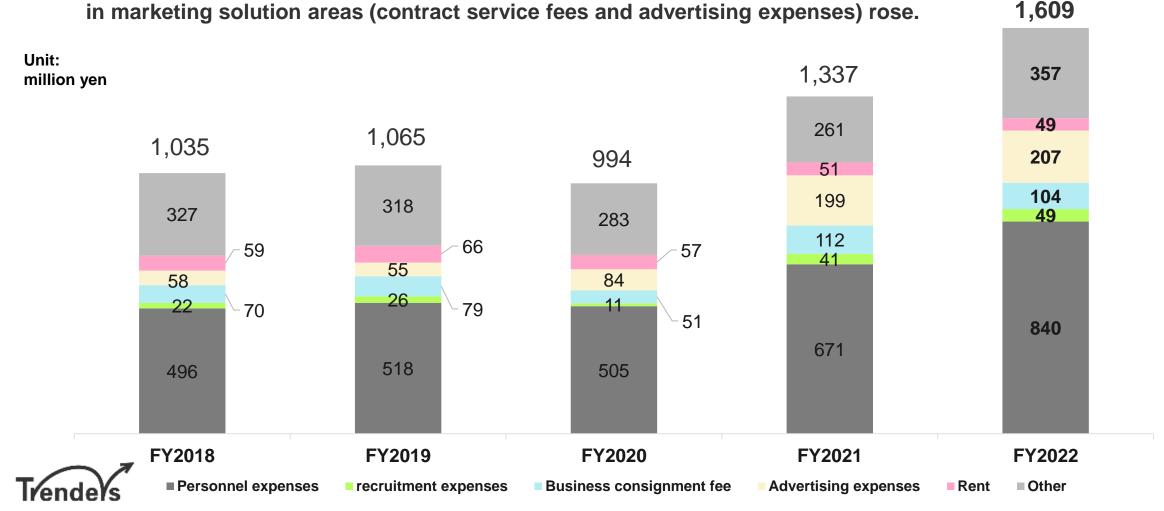
■ Gross income: 2,620 million yen (+35.7% YonY)

■ Gross income marked a new record high due to the growth in the marketing business, especially influencer marketing and MimiTV (+29.5% YonY)

2,620 190 Unit: million yen 1,931 54 1,518 1,451 1,292 93 155 400 140 2,430 88 1,876 1,295 1,063 1,025 **FY2018 FY2019 FY2020 FY2021 FY2022 ■ Gift EC Business** ■ Marketing Business **■ Investment Business** 

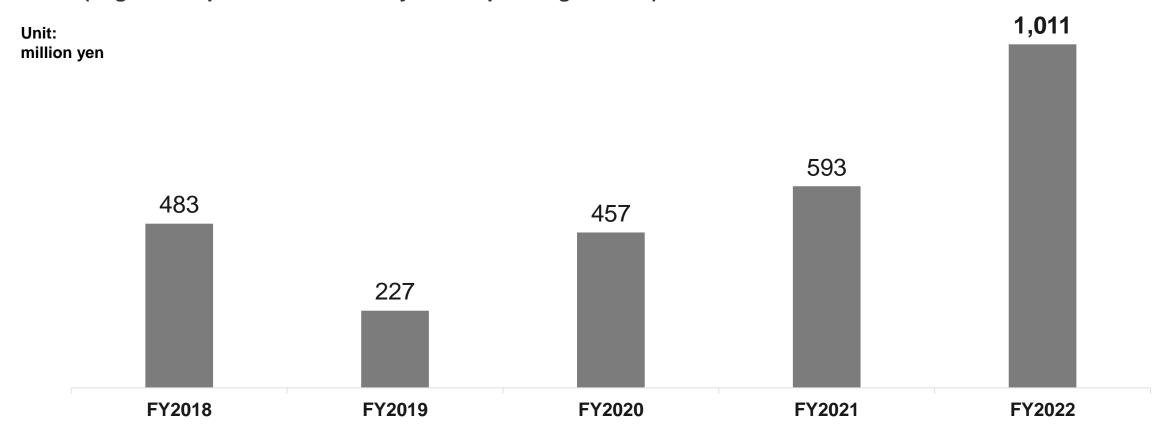
## SG&A Expenses (Full year)

- SG&A expenses: 1,609 million yen (+20.3% YonY)
- 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.



#### Operating Income (Full year)

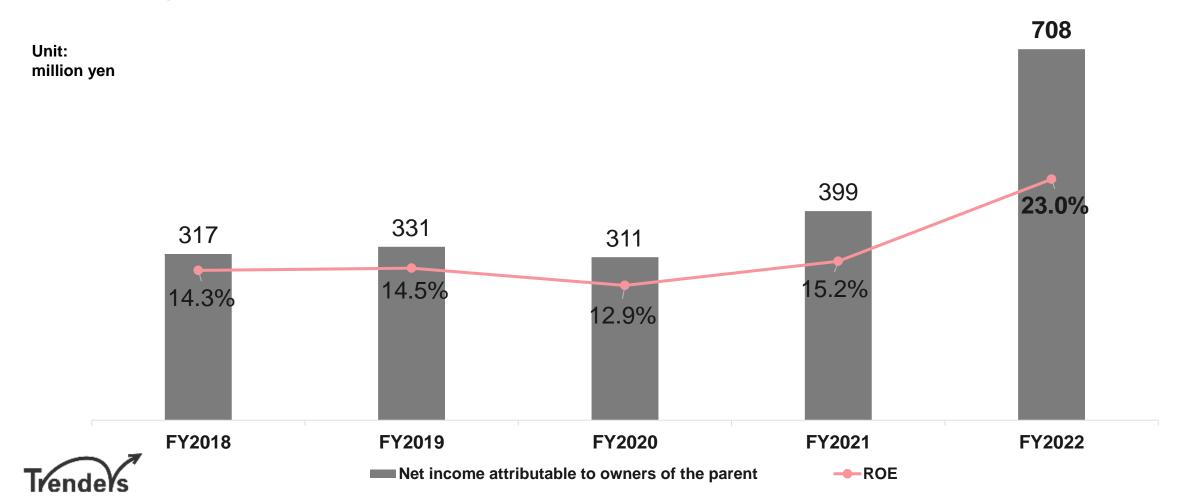
- Operating income: 1,011 million yen (+70.4% YonY)
- Operating income marked a record high due to an increase in gross profit (positive impact of 689 million yen on operating income) associated with business growth, which offset an increase in SG&A expenses (negative impact of 271 million yen on operating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





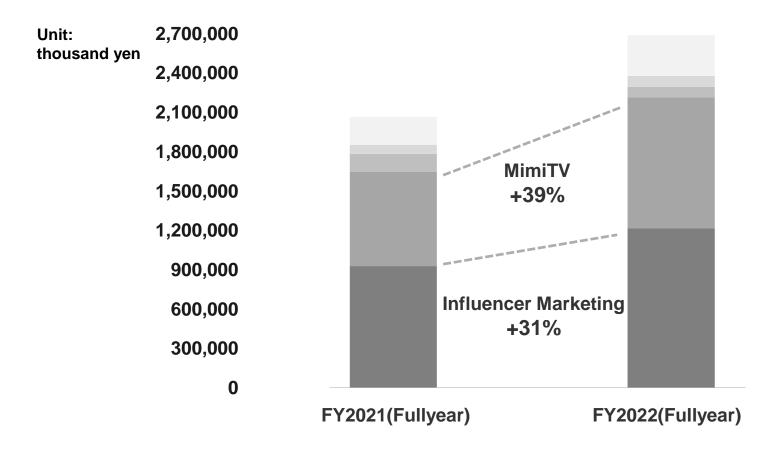
#### Net Income Attributable to Owners of the Parent & ROE (Full year)

- 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



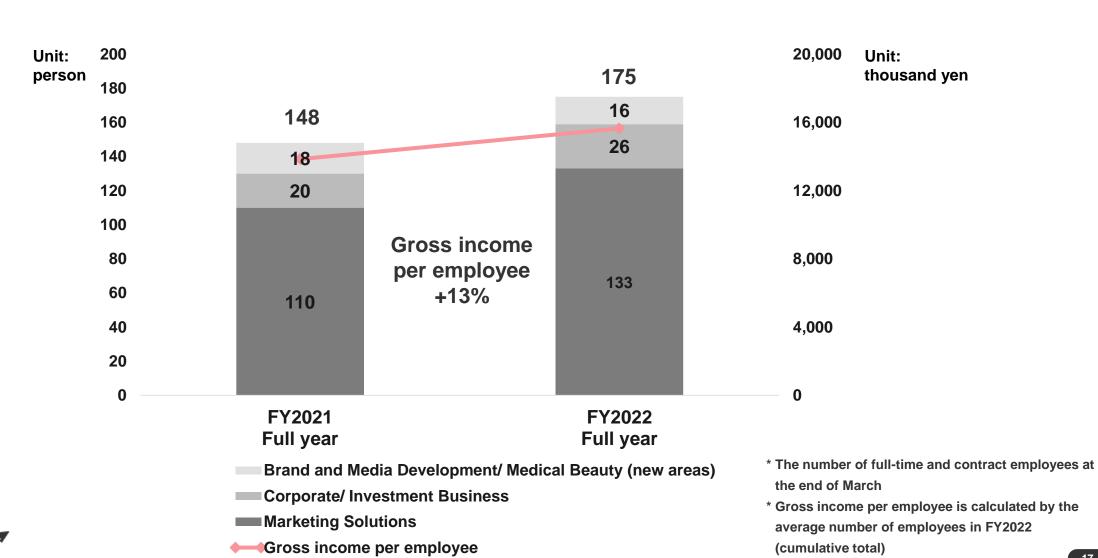
- Other
- Response advertising (\*1)
- Own media (\*2)
- **MimiTV** (\*3)
- Influencer Marketing (\*3)
- \*1 Operational advertising to acquire new customers and for up-selling and cross-selling to existing customers
- \*2 Our own media except for MimiTV
- \*3 Gross margin of influencer marketing and MimiTV includes relevant SNS advertising



<sup>\*</sup> Gross margin on this page refers to profit by deducting only 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**

■ 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%

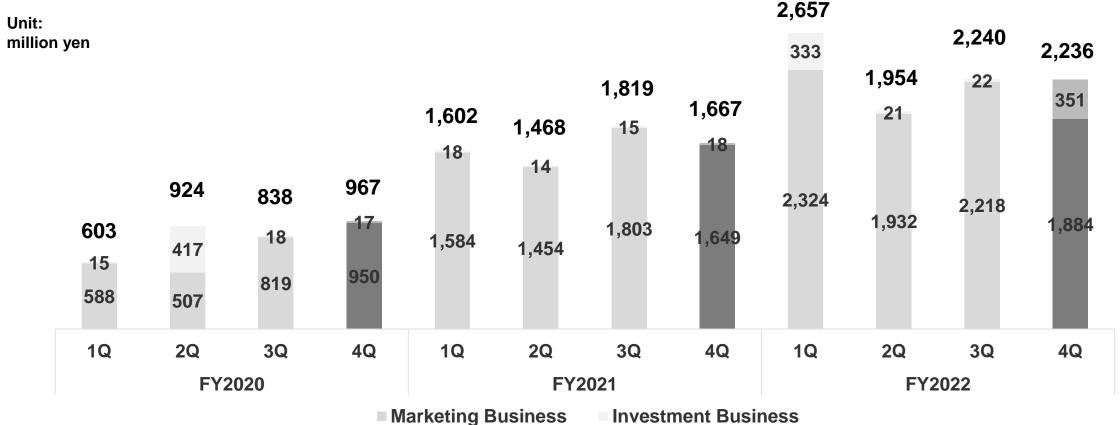
(Unit: million yen)	As of March 31, 2022	As of March 31, 2023	YonY
Current assets	4,461	5,165	+15.8%
Cash and deposits	1,607	1,513	(5.9%)
Operational investment securities	1,762	2,157	+22.4%
Fixed assets	250	262	+5.0%
Total assets	4,711	5,428	+15.2%
Current liabilities	1,899	2,031	+6.9%
Fixed liabilities	19	19	+0.3%
Net assets	2,792	3,377	+21.0%





#### Revenue (Quarterly)

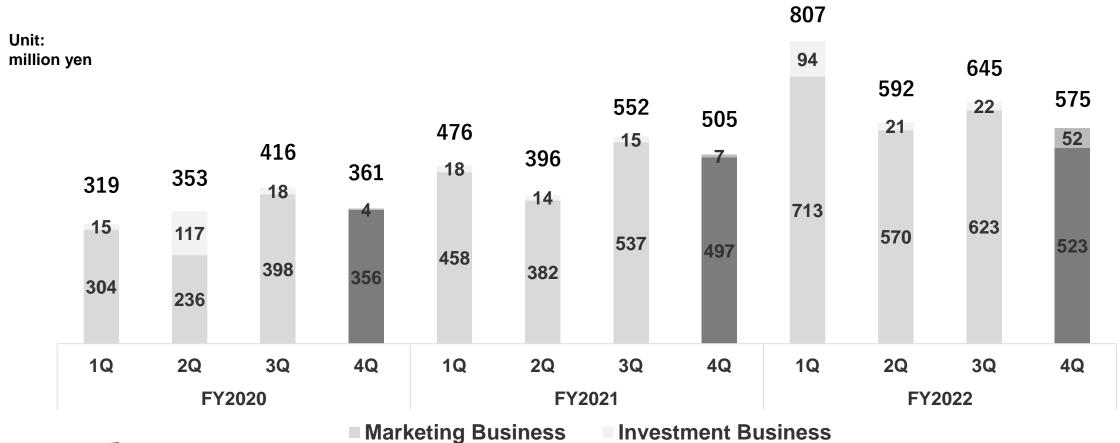
- Revenue in the fourth quarter (January to March): 2,236 million yen (+34.1% YonY)
- Revenue for the Marketing Business increased by 14.2% YonY due to the continued growth of influencer marketing and MimiTV
- With sales of operational investment securities, revenue in the Investment Business increased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





#### Gross Income (Quarterly)

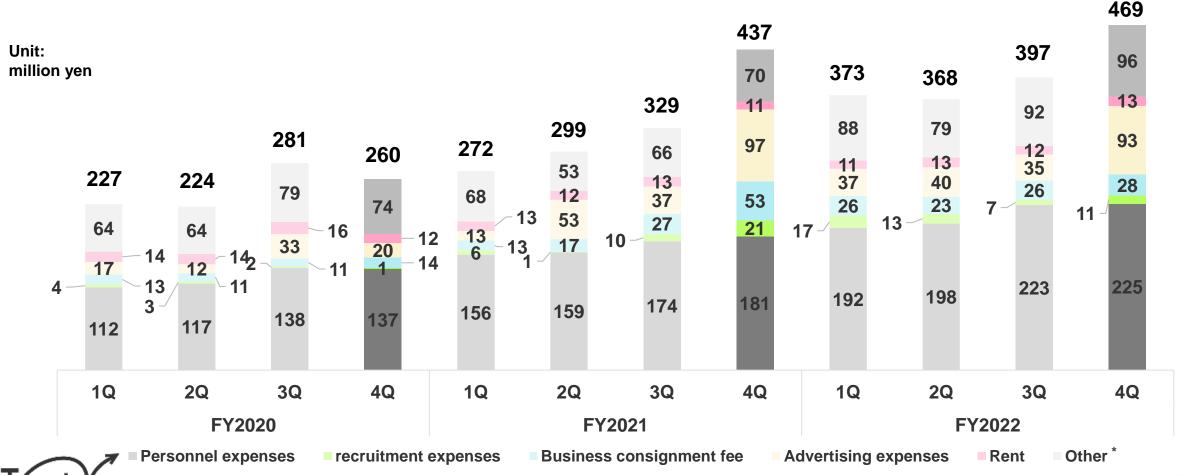
- Gross income in the fourth quarter (January to March): 575 million yen (+13.9% YonY)
- Gross income for the Marketing Business increased by 5.2% YonY due to the growth of MimiTV





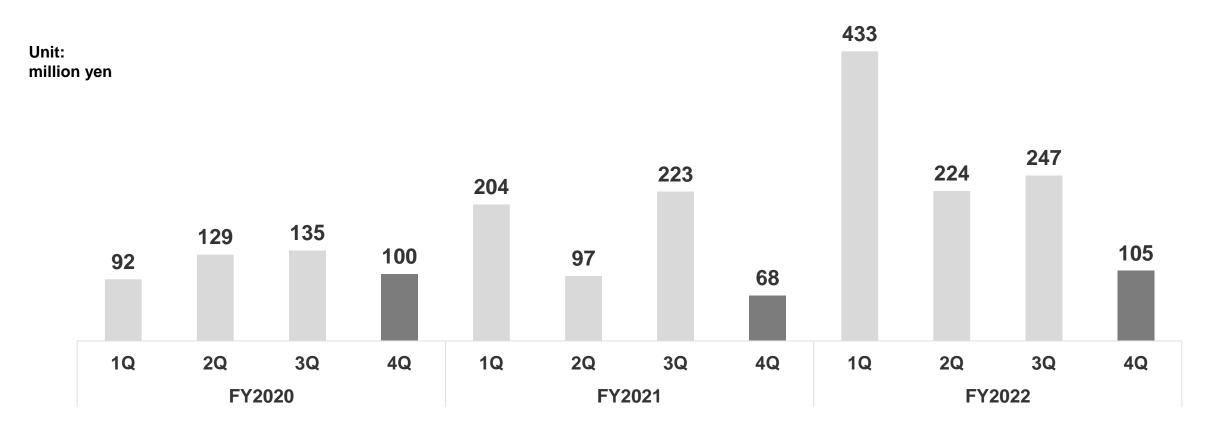
#### SG&A Expenses (Quarterly)

- SG&A expense in the fourth quarter (January to March): 469 million yen (+7.4% YonY)
- 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

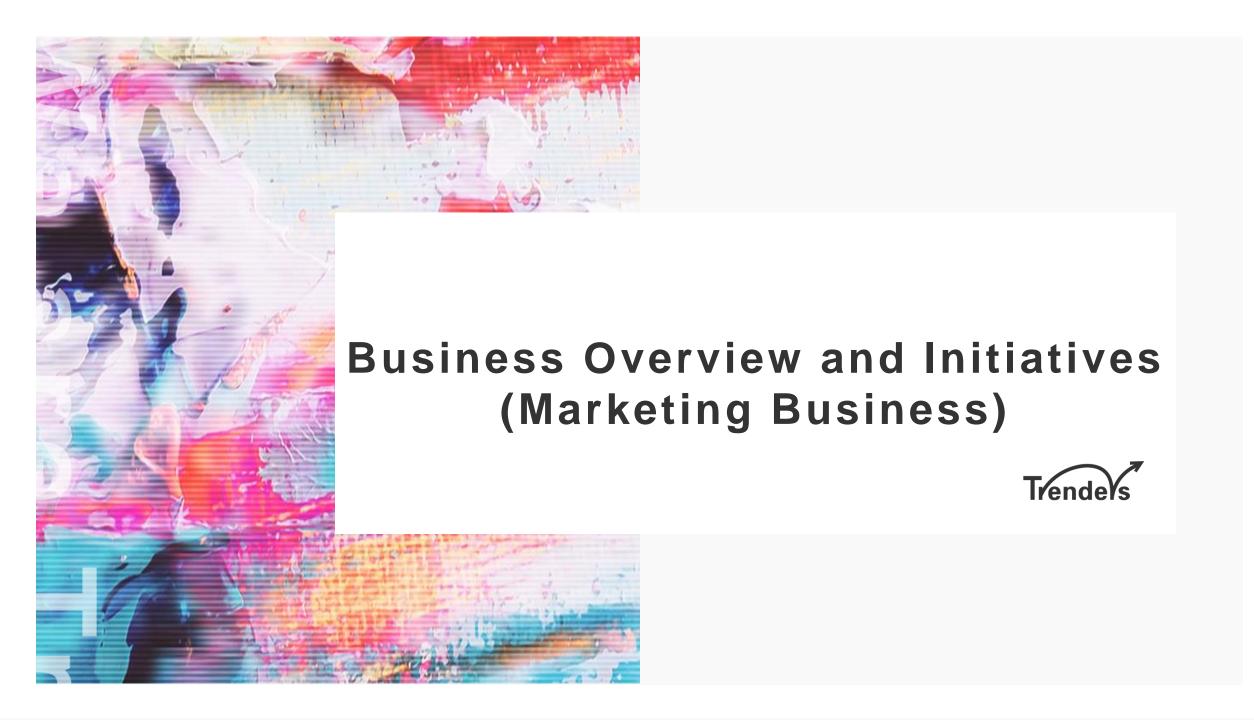


#### Operating Income (Quarterly)

- Operating income in the fourth quarter (January to March): 105 million yen (+55.6% YonY)
- 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 Solutions

SNS marketing support mainly for clients in beauty, and food and beverage categories







Brand and Media
Development

Operation of our own media and import and sale of cosmetics

XONF

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**Medical Beauty** 

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



HERRAS®



#### 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





(2) Own media



(3) Category specialization

**Beauty** 

Food and beverages

(4) Marketing methods



- Our non-exclusive influencer network allows flexible casting in response to trends
- Maintaining high profit margin due to no training or support costs

- Operating our own media having high originality with many SNS followers
- Analyzing user actions in social networks enables effective planning and creative advertising
- Achieving high operating efficiency by specializing in beauty, food and beverage categories
- 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
- 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



Collaboration with their entertainment agencies

All company names, media names, service names and logos mentioned in this document are trademarks or registered trademarks of their corresponding companies.



Micro influencers



Our members Approx. 13,000



















**Followers** 

- \* Category definition
- Power: Entertainer influencer (Instagram followers of over 500,000)
- Middle: Celebrity influencers (Instagram followers of 200,000 or more but less than 500,000)
- Micro: Influencer (Instagram followers of 10,000 or more but less than 200,000)
- Followers: SNS account holders (Instagram followers of less than 10,000)



#### (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

**Twitter** 



Instagram



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

<sup>\*</sup> Some social networks run multiple accounts





<sup>\*</sup> As of April 2023

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

- "Table-arrangement media," which sends out recipe information and food trends on SNS, mainly on Instagram
- 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

#### Instagram



#### **Pinterest**



**Total No. of SNS followers** 

890,000

Number of official members, "OUCHI GOHAN Lovers"

11,339

Total number of posts on #OUCHI
GOHAN

**29.81** million

\*As of April 2023

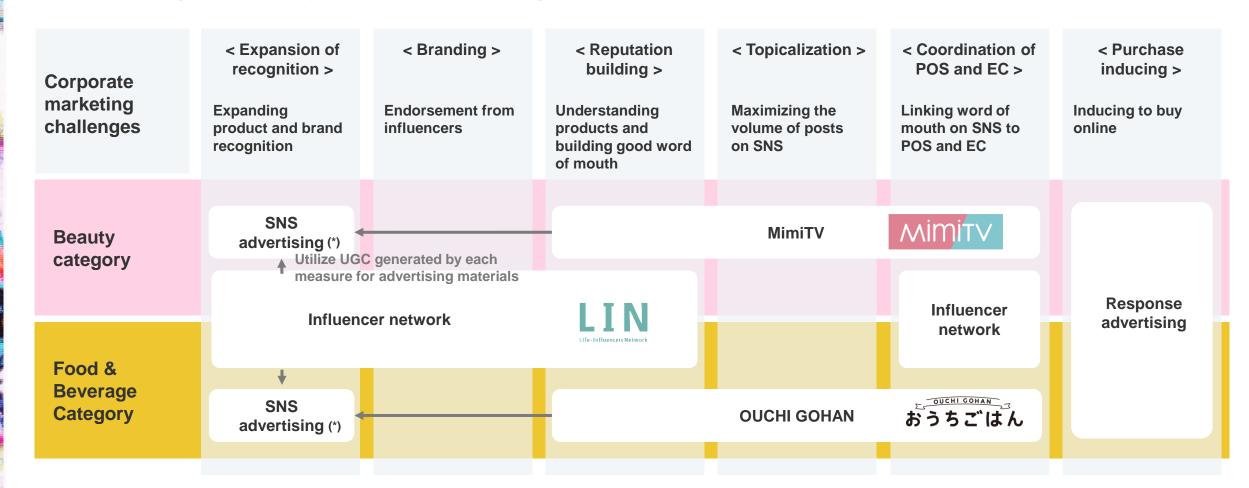






#### (3) Specializing in beauty, and food and beverage categories (solutions of marketing challenges)

■ 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 >

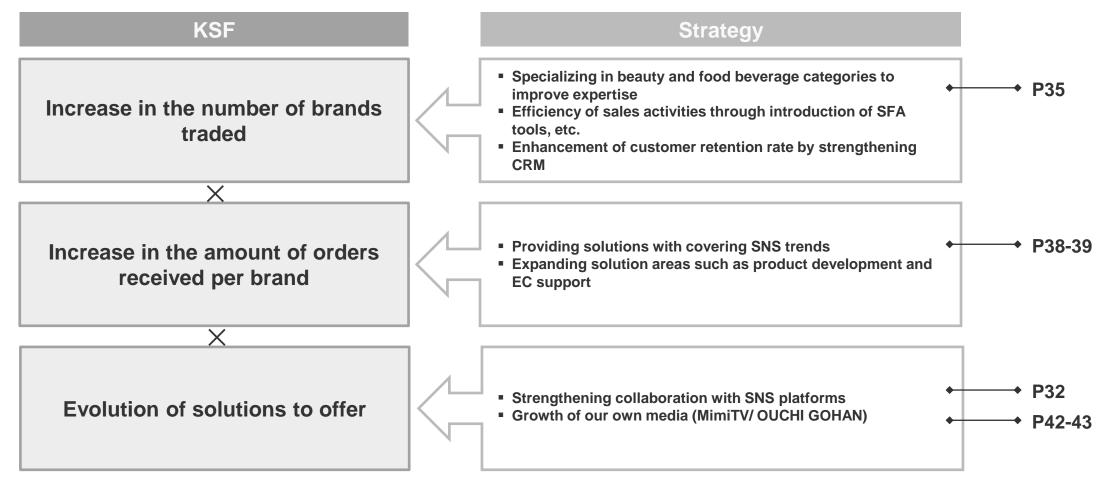


"ampule," an innovation firm specializing in beauty, held a free webinar with a total of 218 participants Industry celebrities attended and it was featured in trade magazines



#### Growth Strategy in Marketing Solutions Area

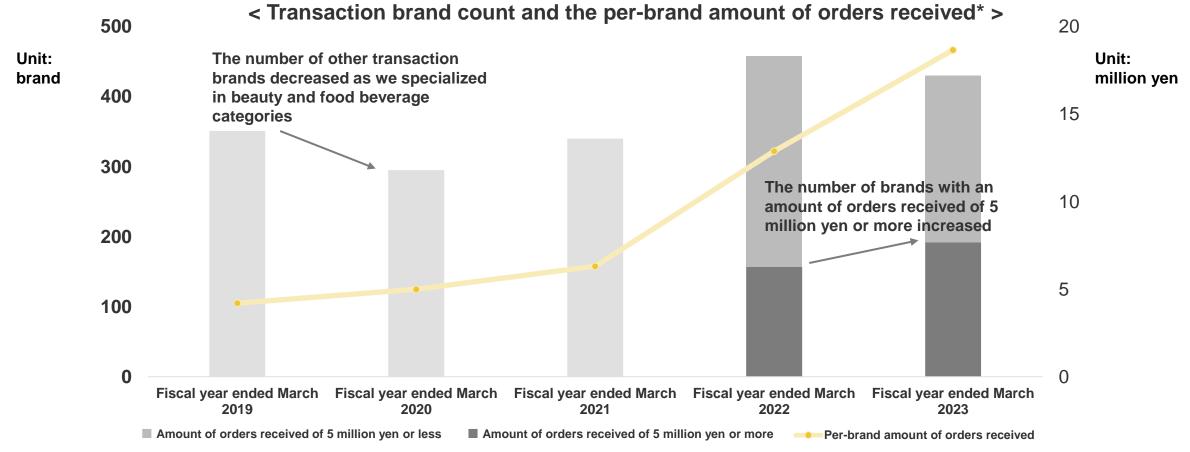
■ By setting an increase in the number of brands traded, increase in the amount of orders received per brand, and evolution of solutions to offer as KSFs, strive to achieve continuous growth by implementing each strategy





#### 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)
- 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

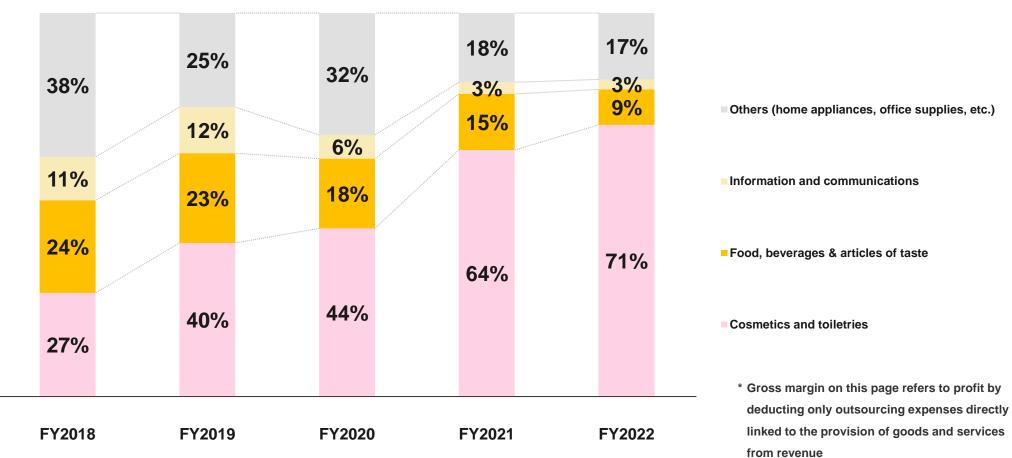




#### Gross Margin Composition by Customer Industry

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

< Gross margin composition by customer industry >





## (Reference) Seasonal factors in the cosmetics industry

■ 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**

- The total advertising market for the beauty category (cosmetics industry), on which the Company focuses, is approximately 640 billion yen
- 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

Advertising expenses in the Japanese cosmetics industry (\*1)

Approx. 640 billion yen

Internet advertising expenses (\*2)

Approx. 280 billion yen

Market expansion through digital shift

Word-of-mouth advertising expenses (\*3)

Approx. 36.4 billion yen

SOM of Trenders:
Approx. 50 billion yen (\*4)
(Trenders' target market in the beauty category)

- \*1 Source: "2022 Advertising Expenses in Japan" by DENTSU

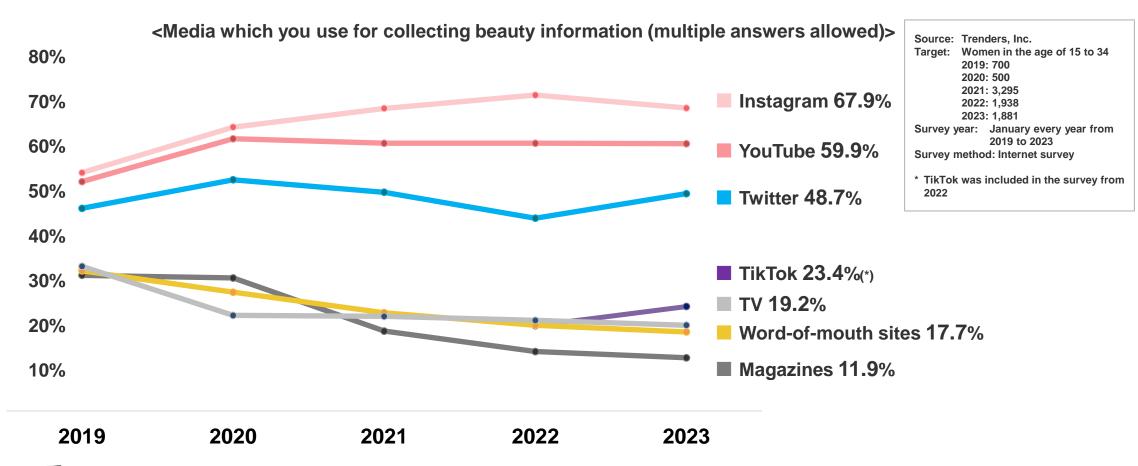
  As the cosmetics and toiletries industry accounts for 8.8% of mass
  advertising expenses, we assume 9% of total advertising expenditures as for
  the cosmetics and toiletries industry.
- \*2 Source: "2022 Advertising Expenses in Japan" by DENTSU

  As Internet advertising expenses account for 43.5% of the total expenses,
  we assume the beauty industry's Internet advertising expense rate at 44%
- \*3 Total advertising sales disclosed by two beauty review website operators
- \*4 Gross sales



## Media from Which Users Collect Beauty Information

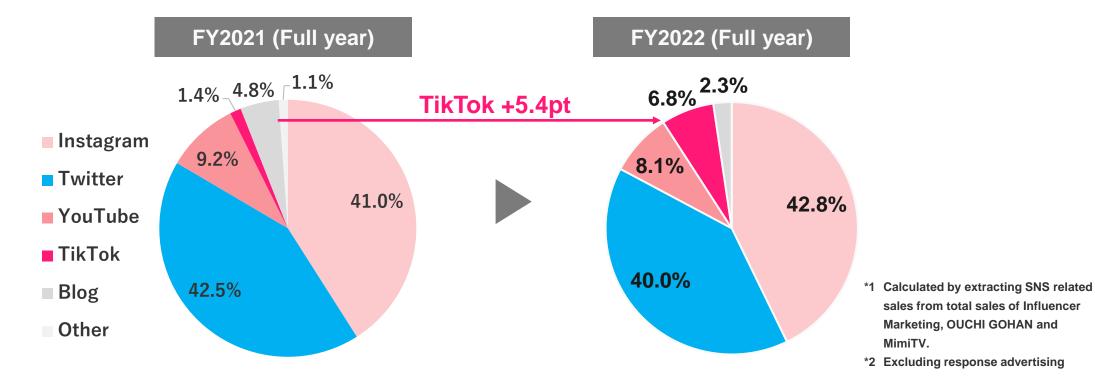
- For media from which users collect beauty information, SNS platforms hold top-ranking positions, while magazines, word-of-mouth sites and TV are on the decline
- The two media of Twitter and TikTok are on the rise in January 2023 survey





## Sales Ratio by SNS platform

- Instagram and Twitter each accounted for approximately 40% of total SNS-related sales (\*1, 2) in FY2022 (Full year)
- TikTok continued to grow sales by 5.4 pt YoY, following Q3 YTD





\* 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, 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
- Broadcasted TV commercials in the Kanto region in April, and continued outdoor, transport, and digital advertising
  - < TV commercial (aired April 2023) >







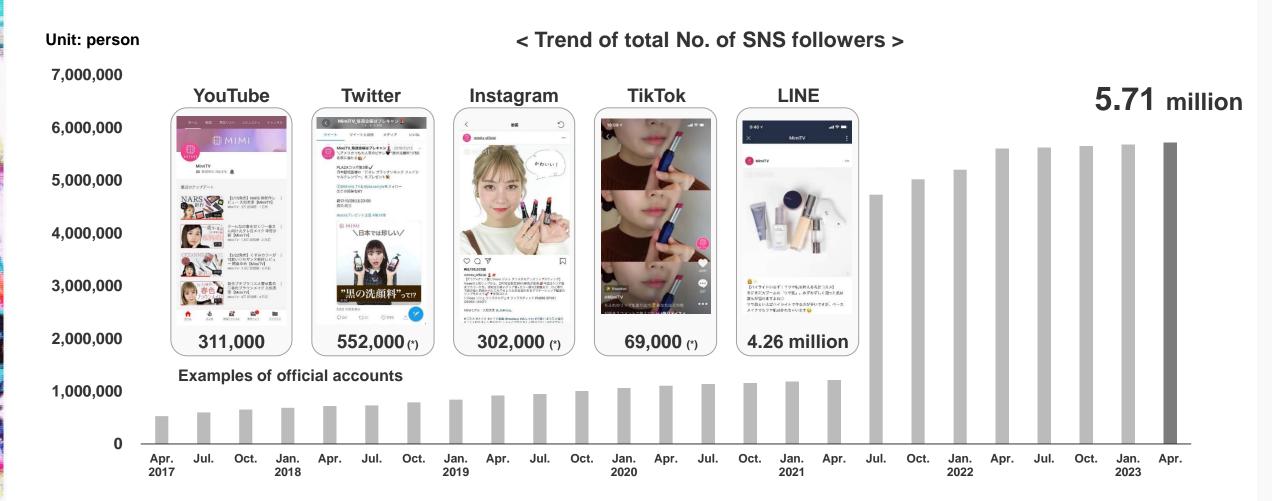
< Transport advertising (posted April 2023) >





### Trend of MimiTV Followers

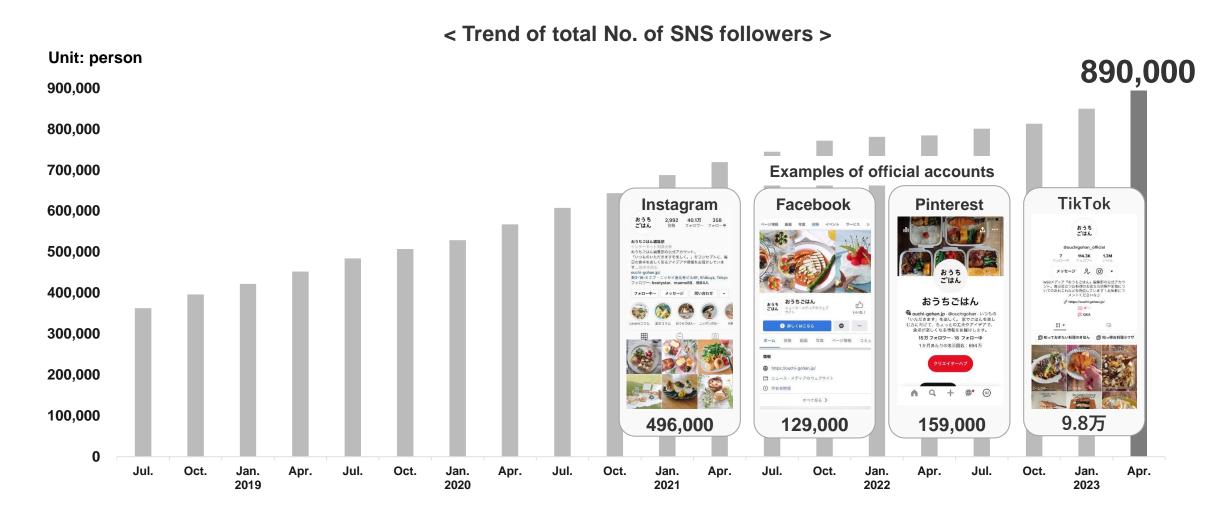
■ Followers grow steadily on each SNS, reaching the total followers of 5.71 million as of April 2023





## 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>

- 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)

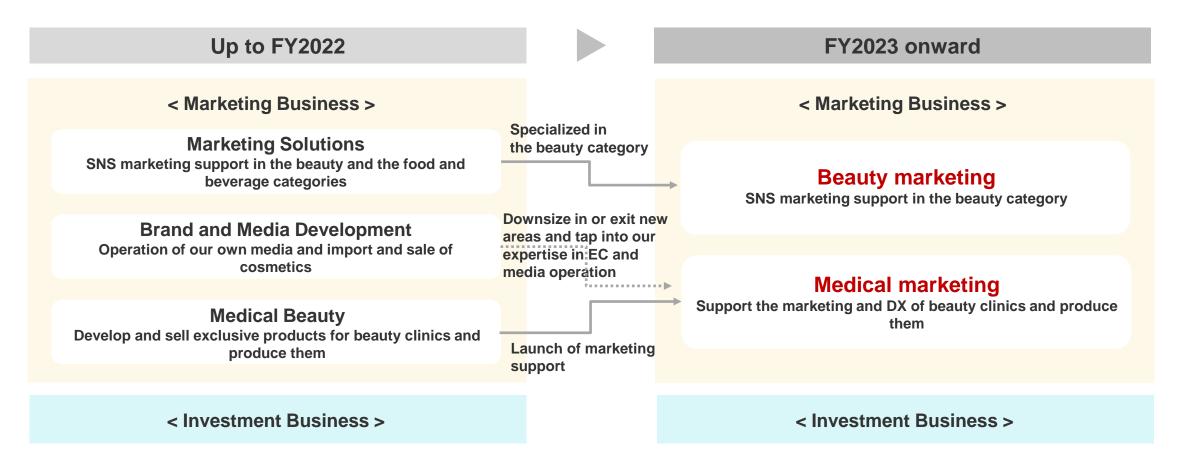
Operational investment securities: as of March 31, 2023	2,157		
(Breakdown)		(Details)	
Corporate bonds	1,900	Corporate bonds mostly redeemable in about six months, interest rate of 6.0% per annum	
Investment limited partnership interests	9	Aiming for return by increasing the interests and value of the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





## 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





#### 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

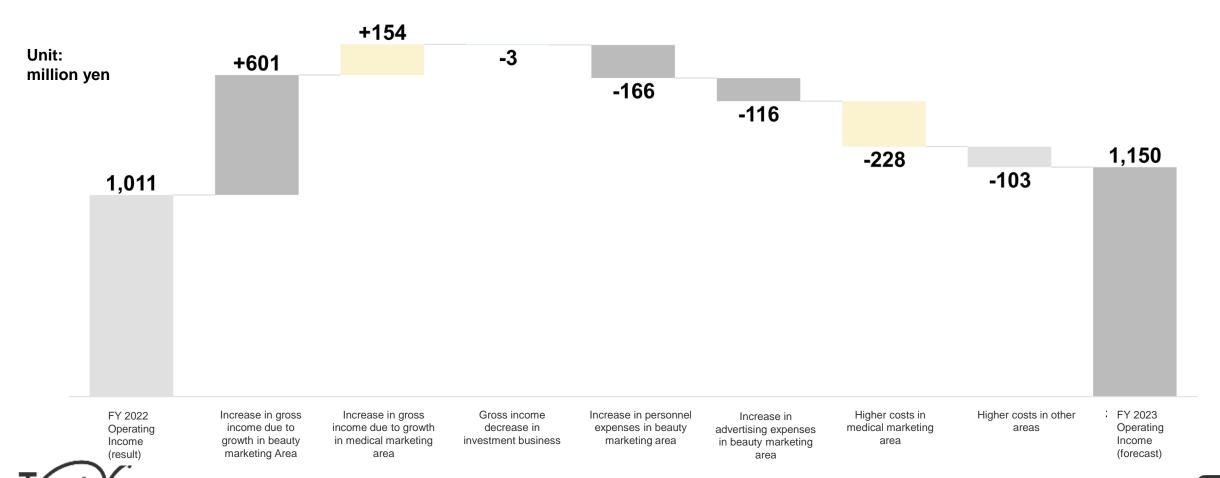
(Unit: million yen)	FY2023 forecast	FY2022 result	YonY
Revenue	6,200	9,088	(31.8%)
Marketing Business (gross)	9,773	8,359	+16.9%
Marketing Business (net)	6,021	4,742	+27.0%
Investment Business	194	729	(73.3%)
Operating income	1,150	1,011	+13.7%
Ordinary income	1,150	1,022	+12.5%
Net income attributable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



<sup>\*</sup> 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

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

#### **Initiatiives: MAISON the BEAUTY CLINIC**



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











DX Support

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





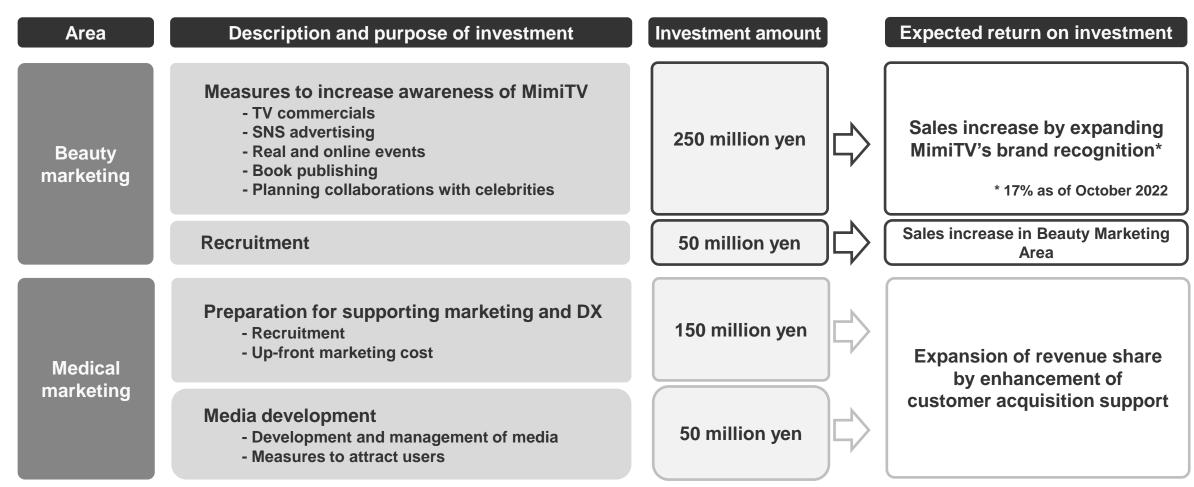
- · Cosmetic dermatology clinic that have new equipment
- · 2 minutes walk from Ginza Ichome Station
- Providing customized treatment for each person



**Revenue Share** 

### **Details of Investment in Investment Period**

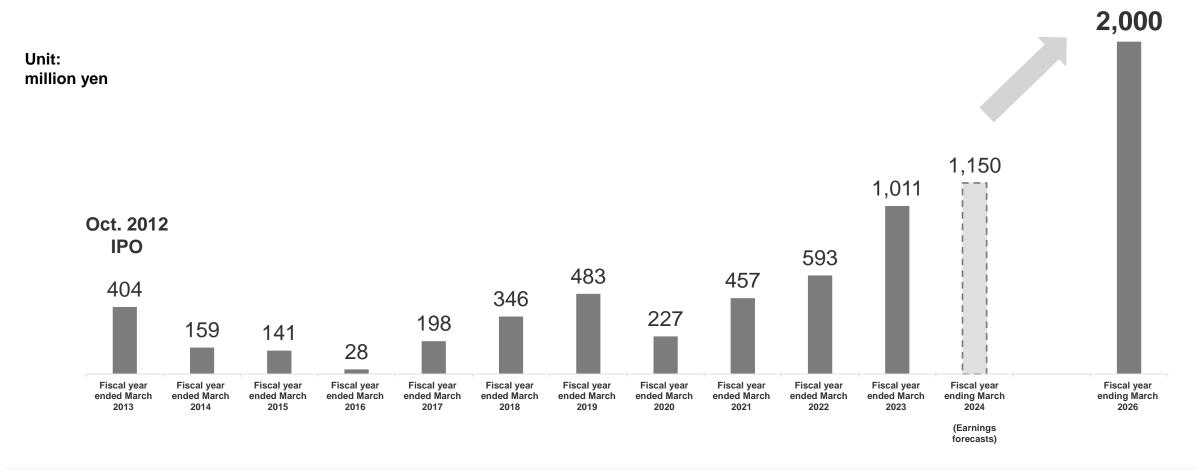
■ By positioning the fiscal years ending March 2024 and 2025 as investment periods to achieve the mediumterm management target, make active investments in the beauty marketing and medical beauty areas





## 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

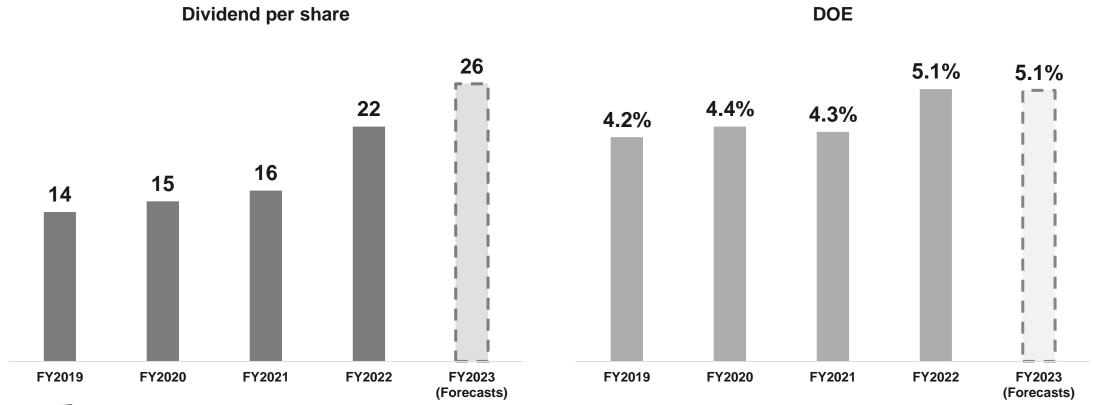




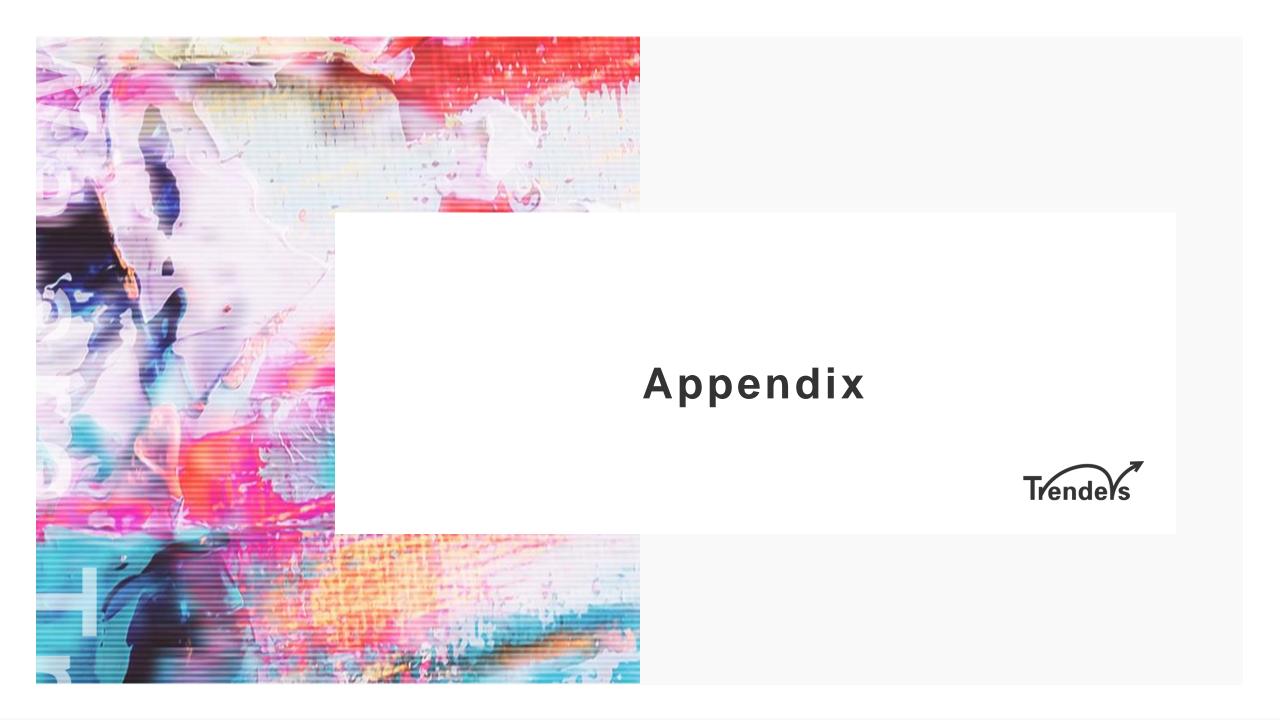
### **Shareholder Returns**

- 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.







### **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%

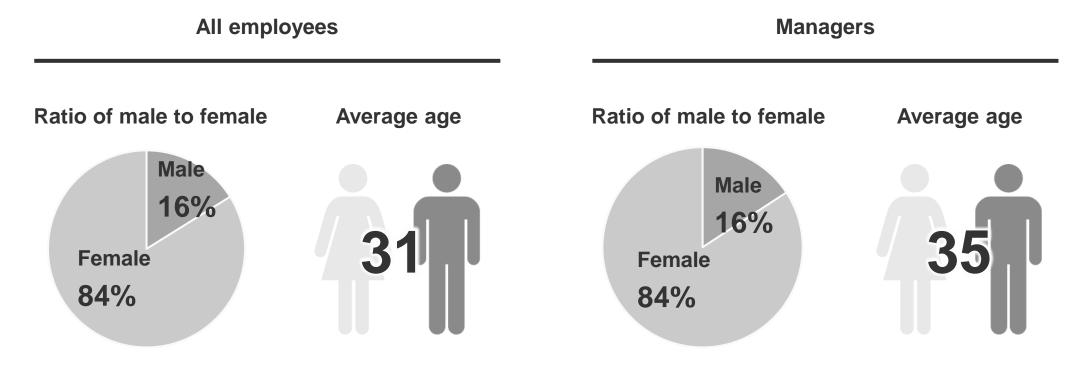
# **DX Promotion in Business Operations**

- 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







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