



# Hamee

## Hamee Corp.

### Q1 FY 04/21

### Financial Results

TSE Part 1, Securities Code 3134

# I. Executive Summary

## Got over COVID-19.

Higher sales and Profits (YoY) in both Platform and Commerce, to take opportunities of Consumption at home / Digital shift.



## Next Engine

Boost up ARPU, made significant number of Customer Acquisition.  
Temporary server cost reduction push up Operating Income.

Sales JPY **2.6** billion

+4.9 % YoY

Operating income JPY **41** million

+8.2 % YoY

## Platform Business

- 1, New trend, **Consumption at home and Digital shift** by COVID-19
- 2, **Boost up ARPU (Average Revenue Per User)**
- 3, **Significant number of Customer Acquisition.**
- 4, Sales rose 22% YoY, operating income jumped 81% YoY, mainly due to **higher marginal profit push up operating income.**

## Commerce Business

- 1, **Good sales channel portfolio** (EC – Wholesale 50:50)
- 2, Keep sales level YoY
- 3, Domestic retail sales rose significantly to **134%** YoY.
- 4, iFace remained strong, due to iPhone SE (the second generation).

## Others (New Businesses)

- 1, Hometown Tax Payment Support Service continues to perform well.
- 2, Upfront investments in RUKAMO and new Hamic series
- 3, JPY81 million loss (JPY37 million loss in last year) recorded.

## II. Financial Results

## II. Q1 FY04/21 - Summary

Millions of yen

	FY04/20 Q1	% of sales	FY04/21 Q1	Increase/ Decrease	YoY %	% of sales
Net sales	2,557	100.0%	2,684	126	4.9%	100.0%
Operating income	384	15.0%	415	31	8.2%	15.5%
Ordinary income	399	15.6%	400	0	0.2%	14.9%
Quarterly Net Profit	291	11.4%	260	△30	△10.6%	9.7%

Quarter Earnings Per Share

18.41 yen

16.54 yen

## II. Q1 FY04/21 - Segment

Millions of yen

		FY04/20 Q1	FY04/21 Q1	Increase/ Decrease	YoY %	Composition ratio
Commerce Business	Sales	2,074	2,084	10	0.5%	77.7%
	Segment profit	501	506	5	1.1%	77.3%
	Profit ratio	24.2%	24.3%	0.2%	-	-
Platform Business	Sales	450	549	98	21.9%	20.5%
	Segment profit	127	230	103	81.2%	35.2%
	Profit ratio	28.2%	42.0%	13.8%	-	-
Others *1	Sales	32	50	17	54.6%	1.9%
	Segment profit	△ 37	△ 81	△ 43	-	△ 12.4%
	Profit ratio	-	-	-	-	-
Total	Sales	2,557	2,684	126	5.0%	100.0%
	Segment profit	590	655	64	11.0%	100.0%
	Adjusted amount ※2	△ 206	△ 239	△ 33	-	-
	Operating income	384	415	31	8.2%	-
	Profit ratio	15.0%	15.5%	0.5%	-	-

## II. Q1 FY04/21 – Sales/Profit analysis

### Sales

#### Domestic wholesale

MAY : Temporary suspension or stop of operation by retailer,  
JUN-JUL : Economy started to recover gradually.

#### Platform

See next slide.

#### Domestic retail

Major changes in consumer behavior, so called Digital shift.

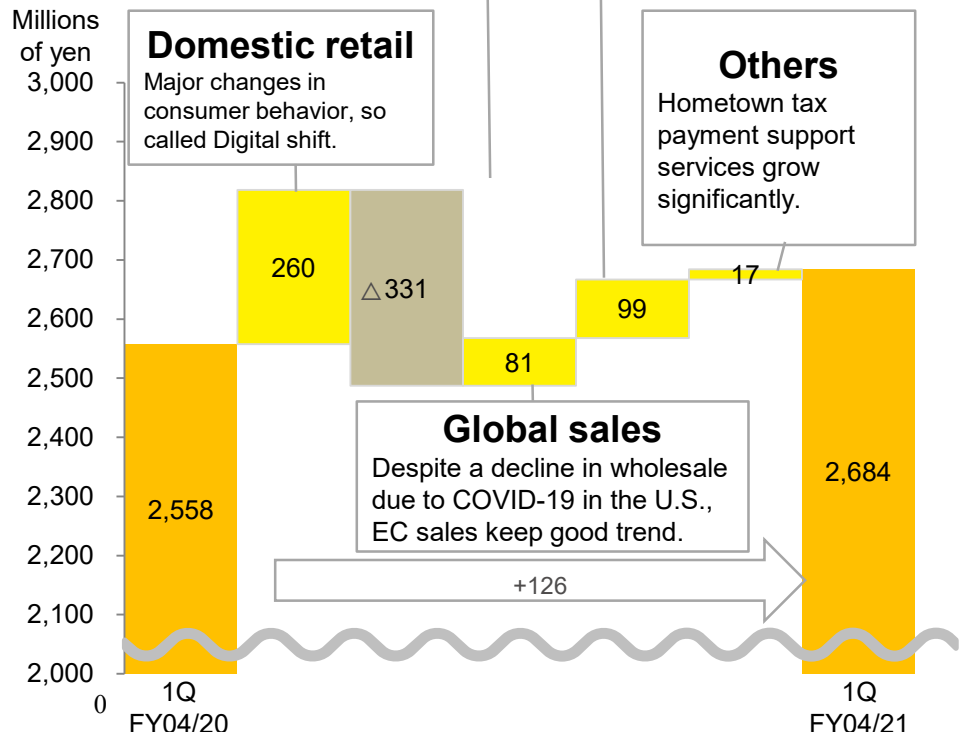
#### Others

Hometown tax payment support services grow significantly.

#### Global sales

Despite a decline in wholesale due to COVID-19 in the U.S., EC sales keep good trend.

+126



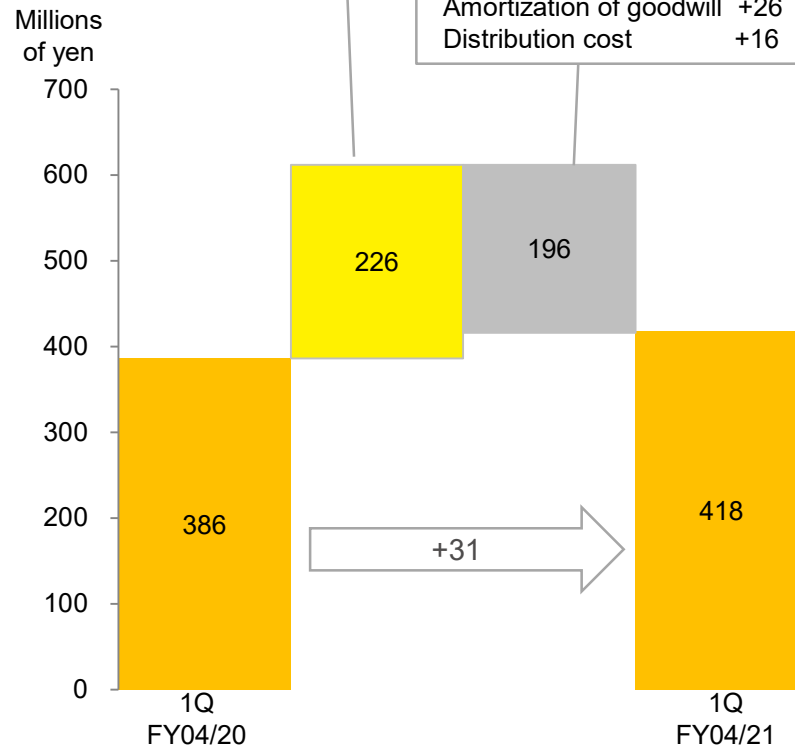
### Operating income

#### Gross margin

Increase in sales

#### SG&A expenses+196

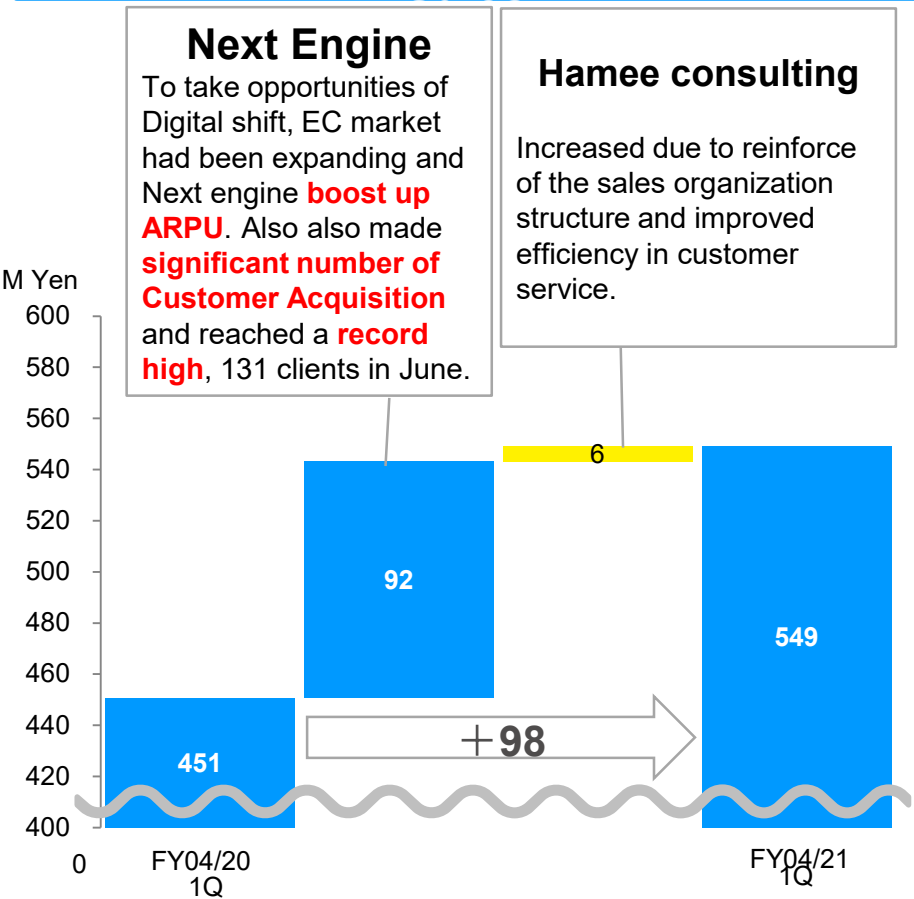
Personnel expenses +71  
Commissions +47  
Amortization of goodwill +26  
Distribution cost +16



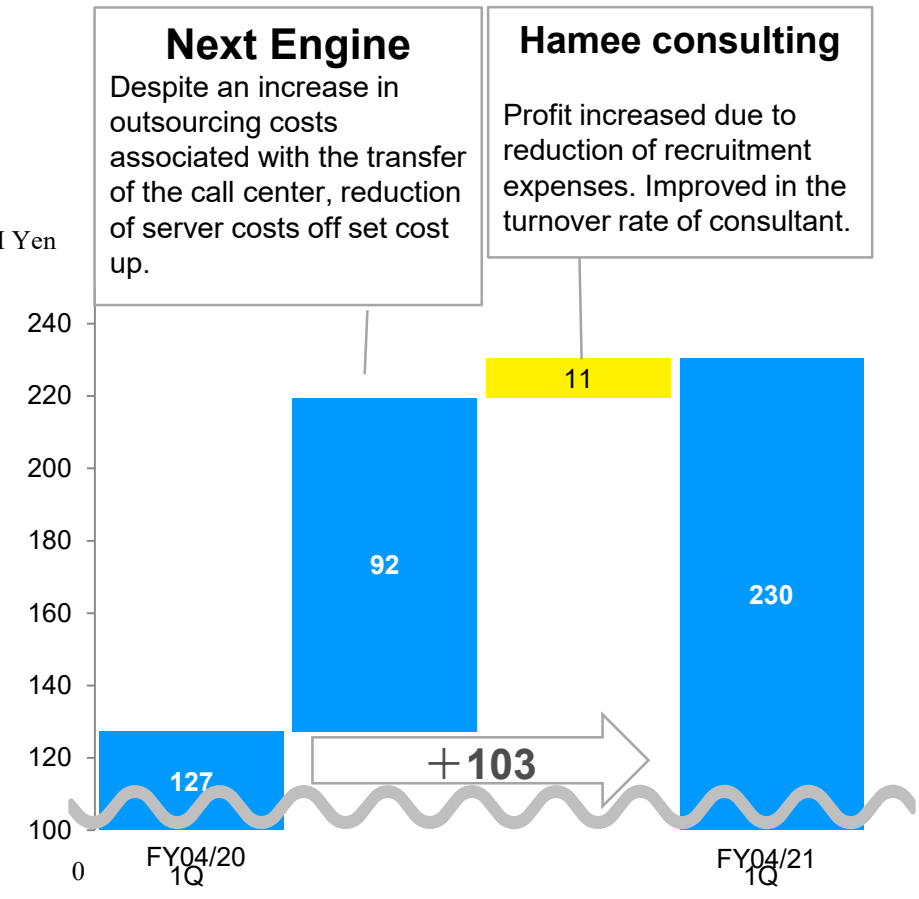


# II. Q1 FY04/21 – Sales/Profit analysis - Platform

## Sales



## Operating Income

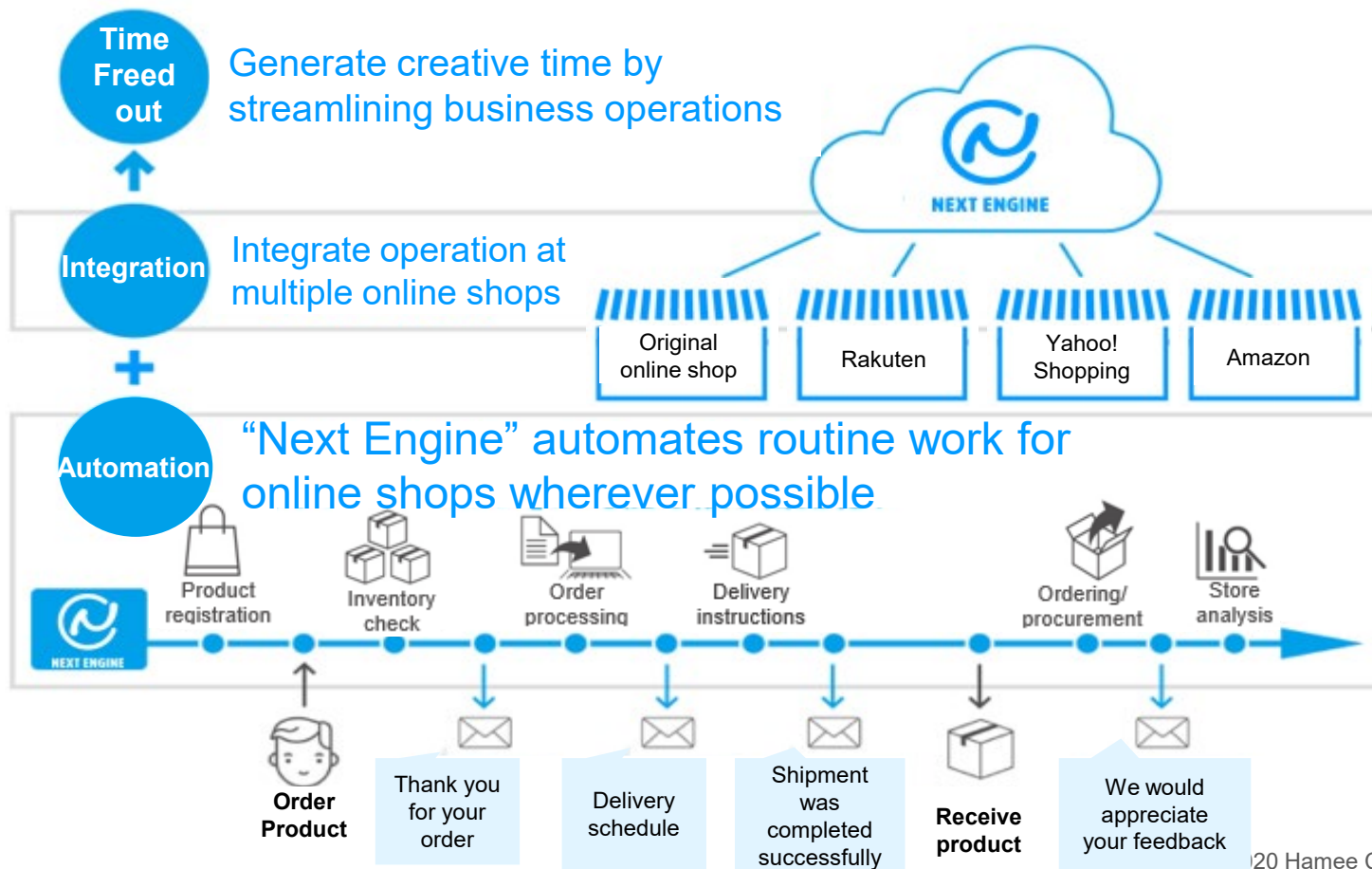


# III. Business Overview

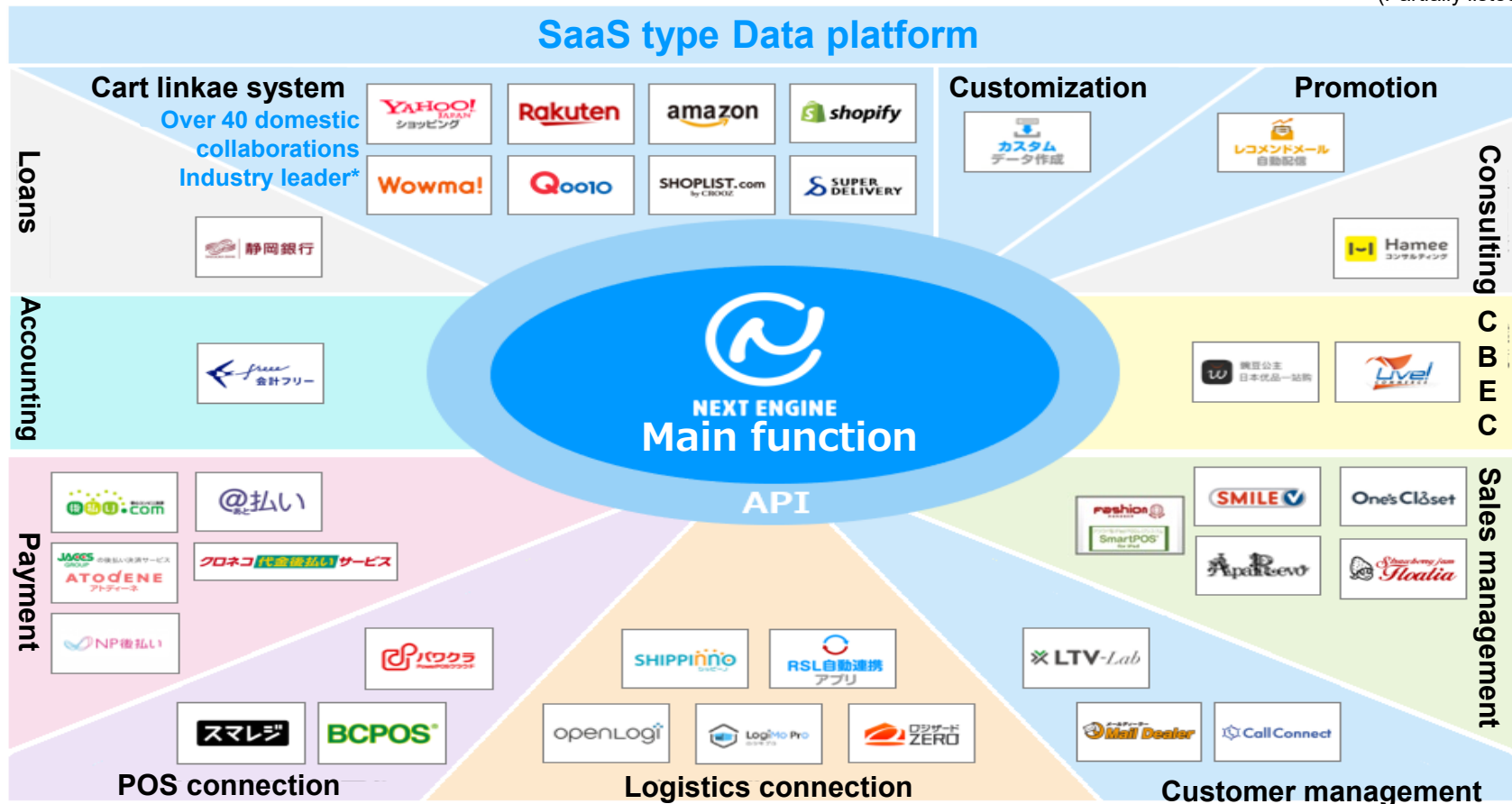
# Platform Business



**NEXT ENGINE**



(Partially listed)





## NEXT ENGINE

Total number of subscribers:

**4,179 clients**

**182** clients increased from April 2020

Number of stores: **31,771**

**936** stores increased from April 2020

### Clients

※Partially published

**phenix**

**Wonder**  
Corporation

**シモジマ**

**SANKEI**  
Inner & Apparel

**THE BODY SHOP.**

**Design  
Tshirts  
Store  
graniph**  
www.graniph.com

**メガネスーパー**  
megane SUPER

**三省堂書店**

**Nestlé**  
Good Food, Good Life

# Commerce Business

## Original products and 3<sup>rd</sup> party products

A wide array of sales channels

### B to C online sales (14 stores in Japan)



#### Mobile Accessory Goods Hamee

Central shop  
RAKUTEN Ichiba  
Au PAY market stores  
PayPay Mall/  
Yahoo! Shopping Store  
Amazon stores  
Qoo10 stores  
ZOZOTOWN stores  
d Shopping store



Specialty stores for enjoyable  
miscellaneous goods

にぎわい商店

### In-store BtoB sales

Loft  
Village Vanguard  
Tokyu Hands  
Don Quijote  
Yodobashi Camera  
Itswa Shoji Co., Ltd.  
Big camera  
AU Carrier shops



Smartphone goods  
procurement and wholesale  
Hamee Biz  
Numerous others  
(abbreviated)

### Overseas sales via EC/Wholesale



韓国

Hamee Global Inc.



アメリカ

Hamee US, Corp.



中国

Hamee Shanghai Trade Co.,Ltd



# Commerce Business Enhance iFace brand

 iFace Going to WORLD WIDE brand

Product development  
matched with each  
market needs

## Enhance core brand lineup



## Continuously develop and release new series



Branding-mid term

## Enhance brand value

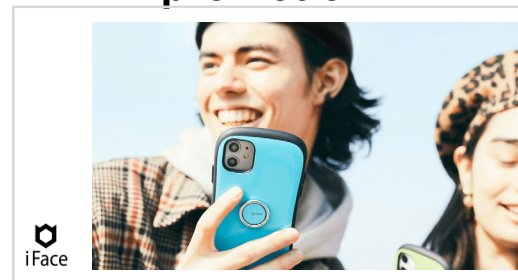
Brand concept



iFace is always By Your Side.

## Investment to branding

promotion



# Product manufacturing consolidation

Hamee Global control from Product branding to Distribution, after acquisition of Jei Design Works (JDW) on Oct 2019



Jei Design Works



Hamee  
- Global -



Oct 2019

✓ Branding team from JDW

✓ Manufacturing function joined

BRANDING

DEVELOPM  
ENT

MANUFACT  
URING

DISTRIBUTI  
ON

✓ Smooth product development

Aug 2019

✓ Expand logistic function



## DX銘柄2020

Digital Transformation

Selected as the Digital Transformation stock selected by the Ministry of Economy, Trade and Industry and the Tokyo Stock Exchange.



happy mobile, easy e-commerce