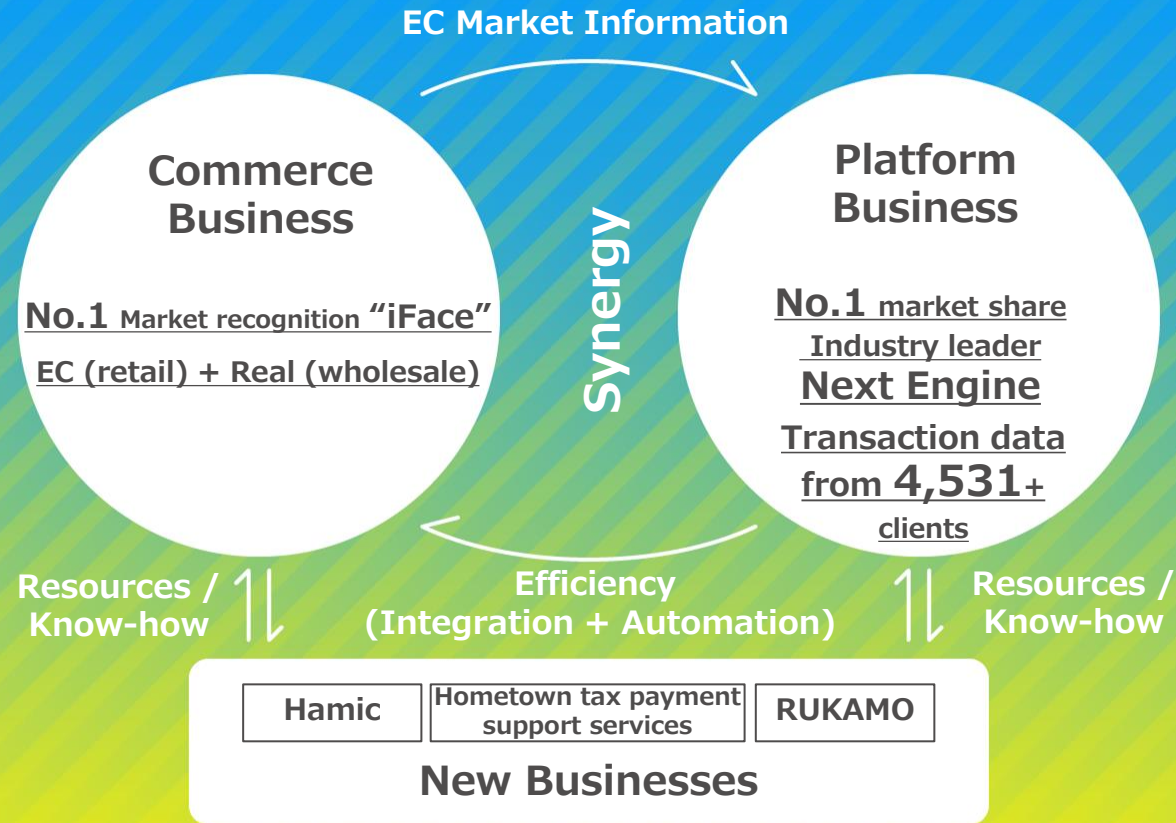




Hamee Corp.
Q3 FY 04/21
Financial Results

TSE Part 1, Securities Code 3134



To aim ignite client's creative soul, we continue to evolve and grow the 2 main businesses and create innovative new businesses in peripheral areas with burning our creative soul.

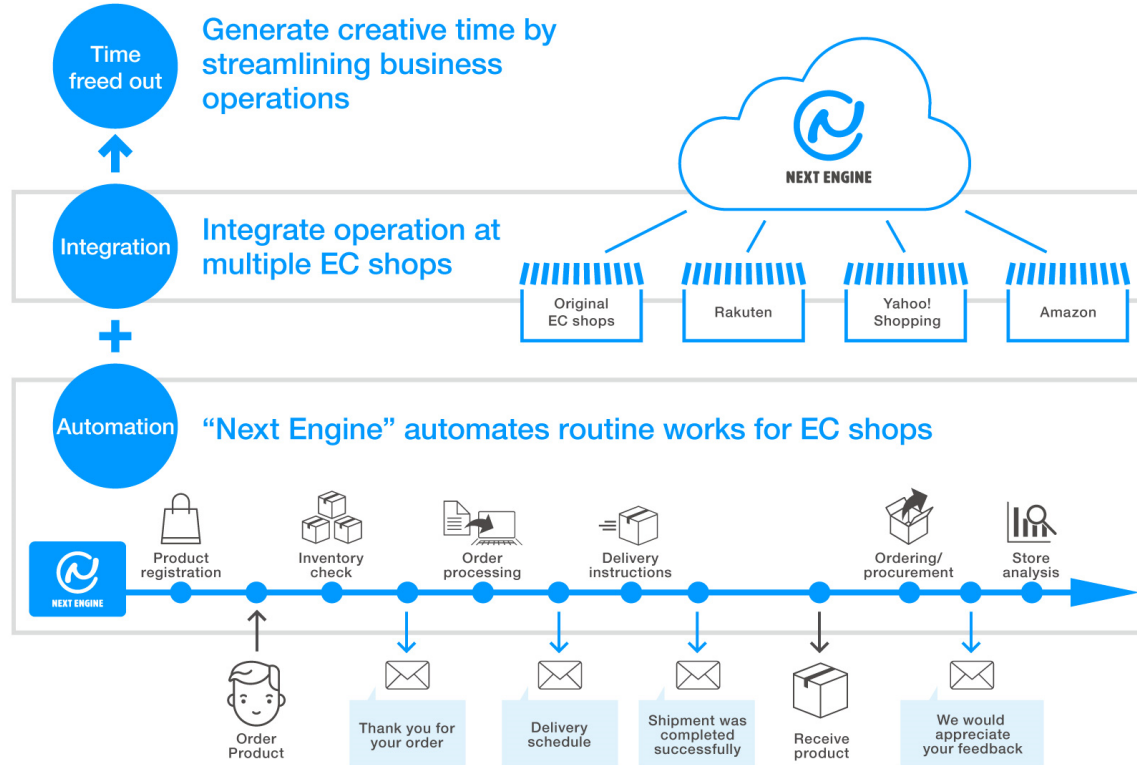
(Millions of yen)		2020/4	2021/4	
		Q3 Results (Accounting Period)	Q3 Results (Accounting Period)	% YoY
Commerce Business	Net sales	2,629	2,669	1.5%
	Operating income	597	651	9.2%
	Profit ratio	22.7%	24.4%	—
Platform Business	Net sales	465	602	29.5%
	Operating income	144	258	78.5%
	Profit ratio	31.2%	42.9%	—
Other *	Net sales	152	161	5.8%
	Operating income	△8	△6	—
	Profit ratio	△5.3%	△3.7%	—
Total	Net sales	3,246	3,433	5.8%
	Operating income	517	661	27.9%
	Profit ratio	15.9%	19.3%	—

※Others : New services that cannot be clearly classified into either the Commerce Business or the Platform Business are described as "Others."

Platform Business



NEXT ENGINE



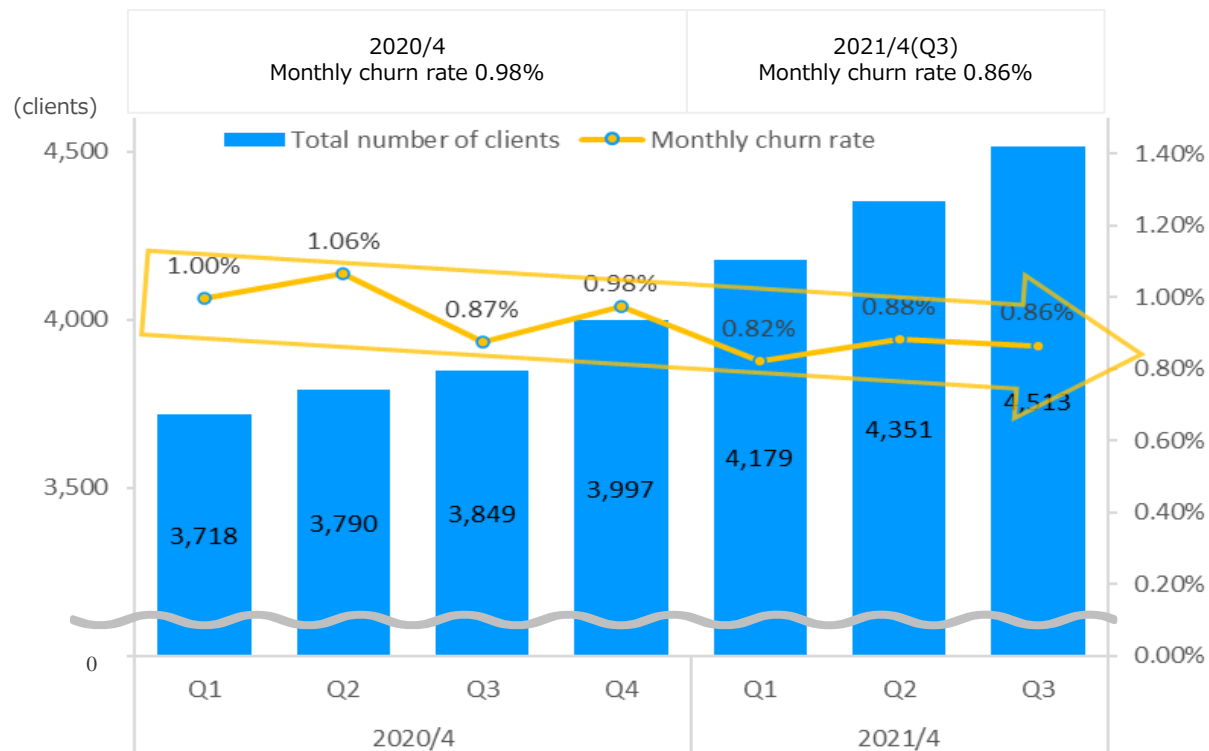


Open API
**Platformer at
backyard**

**Born
though EC
business**

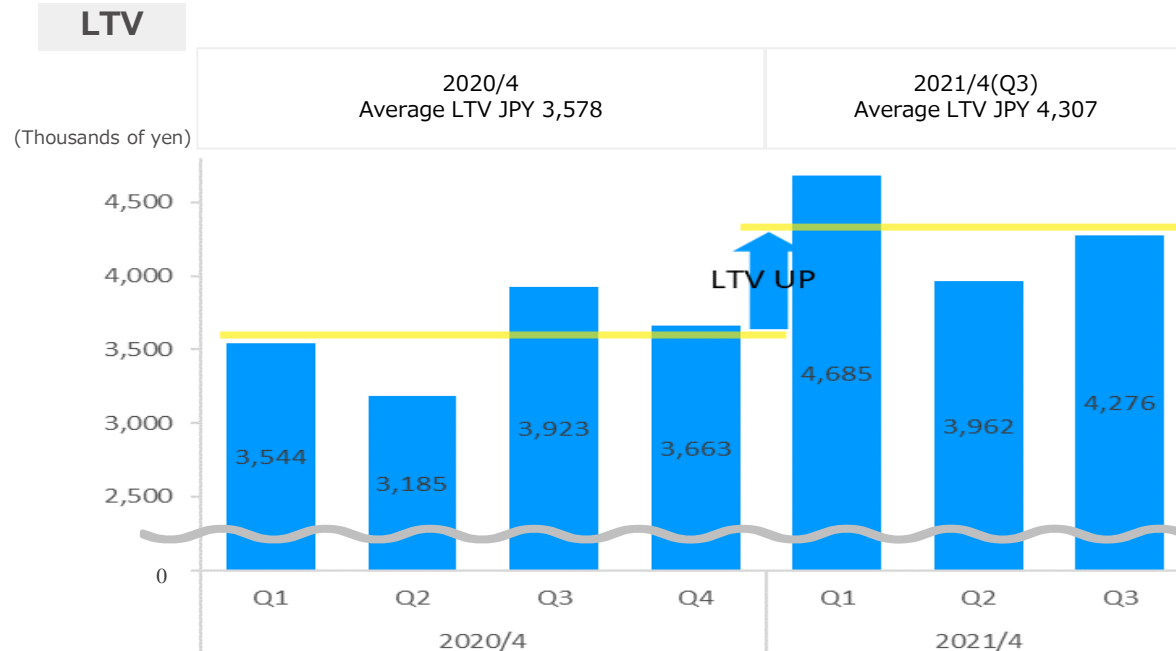
**Growth of
clients' EC
businesses**

- Steady acquisition of clients toward the mid-term plan target, more than 5,500 clients (+162 clients Q on Q)
- Churn rate remained stable at a low level. Aim for further improvement to enhance Customer success.



- In addition to the EC shift, LTV*1 grew significantly due to enhance Customer success activity to strengthen the acquisition of new clients (inbound, contract conversion), and an improvement in the churn rate.

- Aim to further improve ARPU*2 and churn rate by enhance Customer success. It also aims to continuously increase LTV by launching marketing solutions (e.g. manekine) and other upsell measures.



※1 LTV . . . Abbreviation for Lifetime Value = $\text{ARPU} \div \text{churn rate}$.

※2 ARPU . . . Average Revenue Per User = the averages of sales per Next Engine clients.

GMV* (order amount processed on Next Engine)

Q3 YTD

JPY **699**
billion

Full-year forecast

Approx. JPY
1 trillion

Reference: 2019 Domestic EC Market scale (Product Sales)

JPY10 trillion

Source: Ministry of Economy, International Economic Survey Project for Establishing Integrated Economic Growth Strategies at Home and Abroad in first year of Reiwa(Market research of Electronic commerce)

Number of orders processed

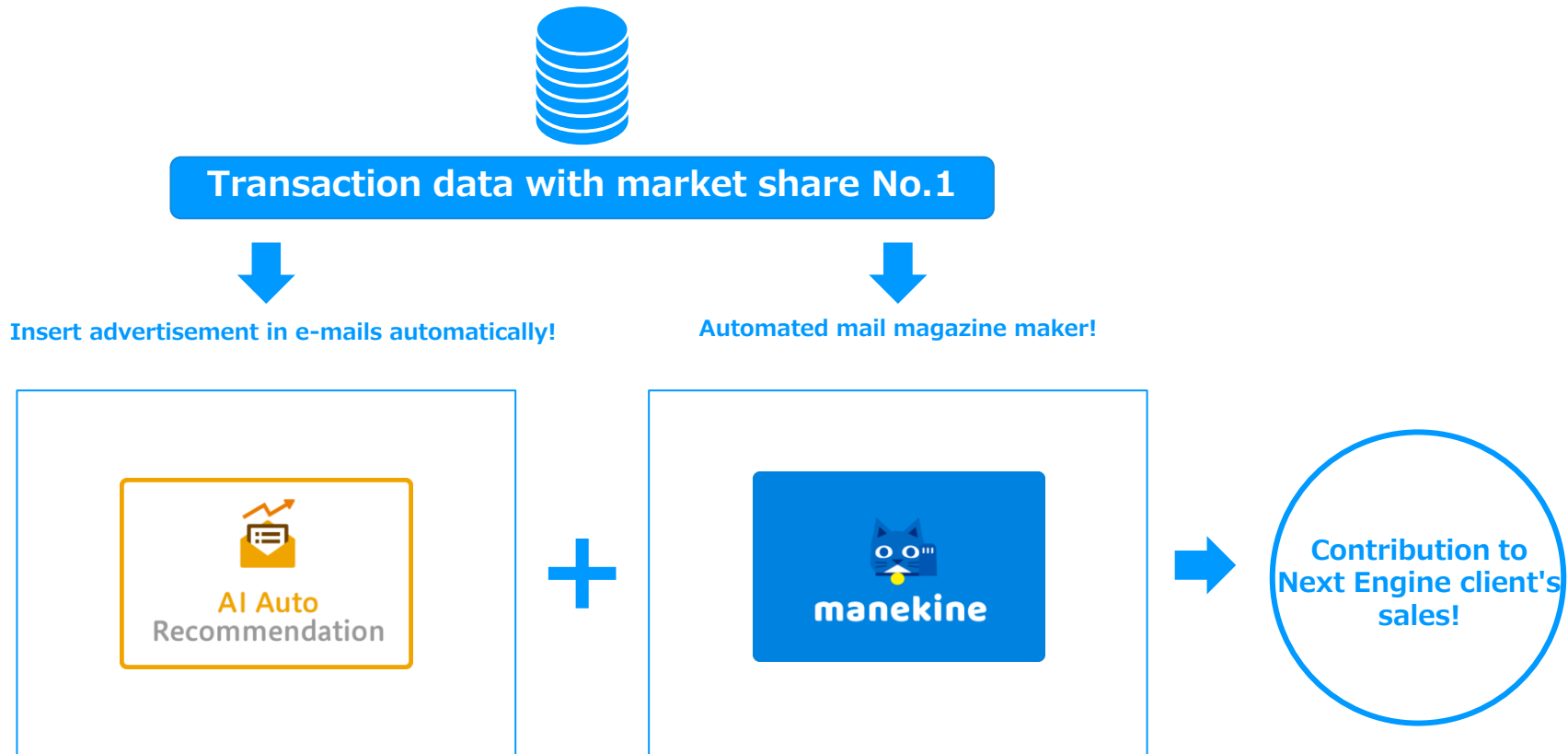
Q3 YTD

96 million

Year End Estimate

**Over
100 million**

※GMV・・・Gross Merchandise Value = transaction amount processed through Next Engine.



Next Engine: Operating income ratio hit 42.9%, a record high due to GMV jump up.

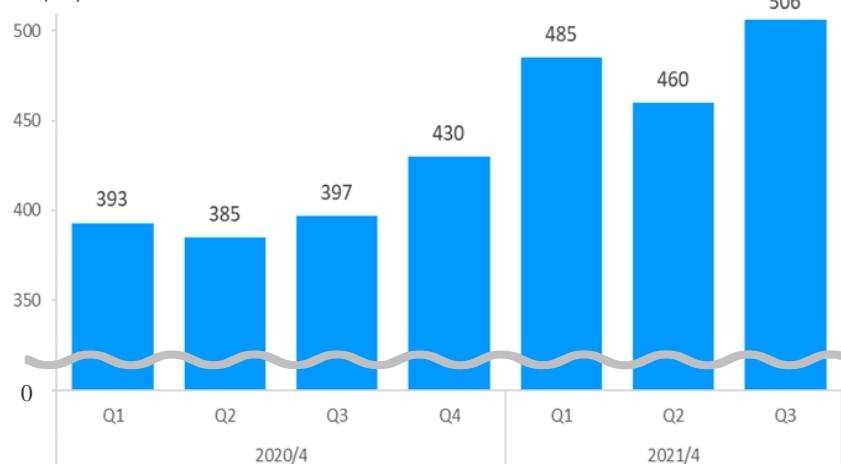
Hamee Consulting: Sales increased significantly due to acquisition of a large customer and client acquisition rate improved. Consultant turnover also improved due to organizational improvements.

(Millions of yen)		2020/4	2021/4	
Platform Business		Q3 results (Accounting Period)	Q3 results (Accounting Period)	% YoY
Net sales		465	602	29.5%
Next Engine		397	506	27.3%
Hamee Consulting		67	96	42.7%
Operating income		144	258	78.5%
Next Engine		156	258	65.6%
Hamee Consulting		△11	0	—
Operating income %		31.2%	42.9%	—
Next Engine		39.2%	51.0%	—
Hamee Consulting		△16.5%	0.3%	—

In addition to seasonal trends(Christmas and New Year) and Declaration of Emergencies, the EC market became active and the GMV and transactions processed on Next Engine were increased, resulting in an increase in ARPU. The high marginal profit ratio boosted operating income.

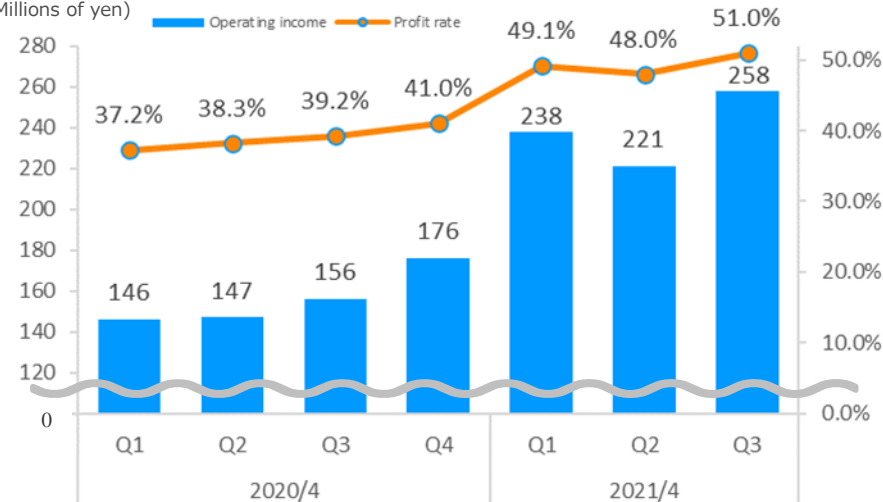
Sales (Accounting Period)

(Millions of yen)



Operating Income (Accounting Period)

(Millions of yen)



Commerce Business





Design

Brand

**Young
generation**

Approach to a wide range of consumers, particularly cases with nice designs



Variety of line up to cross sell



2020 Rakuten Annual Ranking

Smartphone/
Tablet section

No. 1



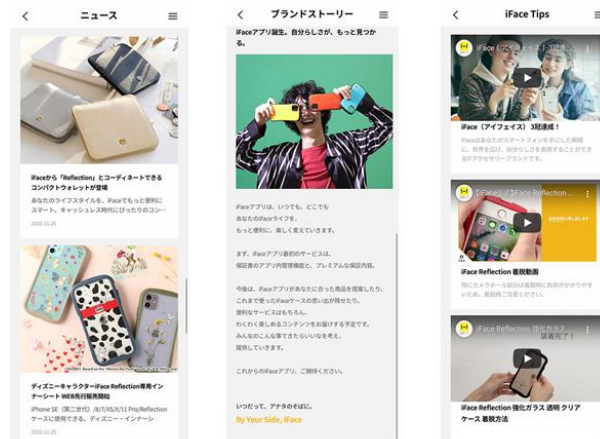
Aggregation period : From Sep 25, 2019 to Sep 24, 2020

Rakuten SHOP OF THE YEAR 2020

Smartphone, tablet, peripherals Genre Award,
Double Year Award



iFace Apps launched!



- Distribution of apps limited contents
- Develop new services
- Ensure continuous contact with customers
- Improve customer satisfaction
 - ➡ Challenge to DX in the Commerce Business

EC (retail) sales expanded significantly due in part to the strong new iPhone sales although real (wholesale) sales fell due to the Declaration of Emergencies.

(Millions of yen)	2020/4	2021/4	
Commerce Business	Q3 results (Accounting Period)	Q3 results (Accounting Period)	% YoY
Net sales	2,629	2,669	1.5%
EC (retail)	1,329	1,721	29.5%
Real (wholesale)	1,188	1,034	△13.0%
Consolidation adjustment*	111	△86	—
Operating income	597	651	9.2%
Operating income %	22.7%	24.4%	—

※Consolidation adjustment: Amounts in the real (wholesale) of the Commerce business that arise from differences of losing month between HQ and subsidiaries at the time of consolidation are presented.

Q3 FY04/21 Commerce Business Sales and Operating Income

Net Sales (Cumulative Period)

EC (retail)

4,033

Real (wholesale)

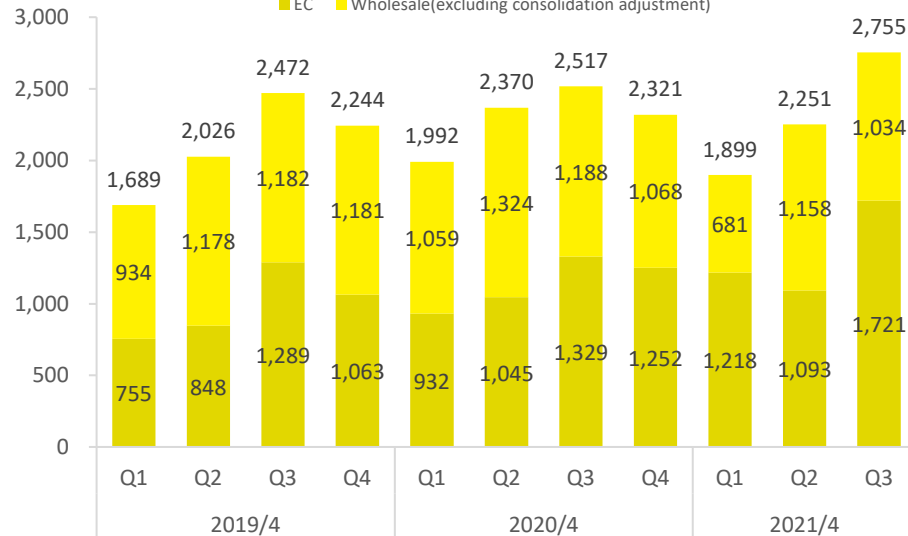
2,873

(Millions of yen)

Net Sales (Accounting Period)

(Millions of yen)

■ EC ■ Wholesale(excluding consolidation adjustment)



Operating Income rate(Cumulative Period)

2020/4(Q3)

Before amortization of goodwill

24.0%

2021/4(Q3)

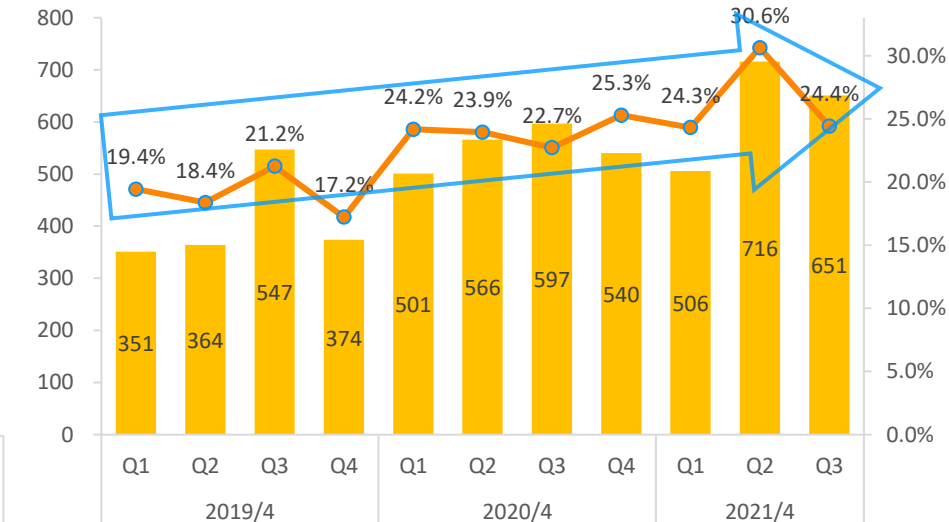
Before amortization of goodwill

27.9%

Operating Income (Accounting Period)

(Millions of yen)

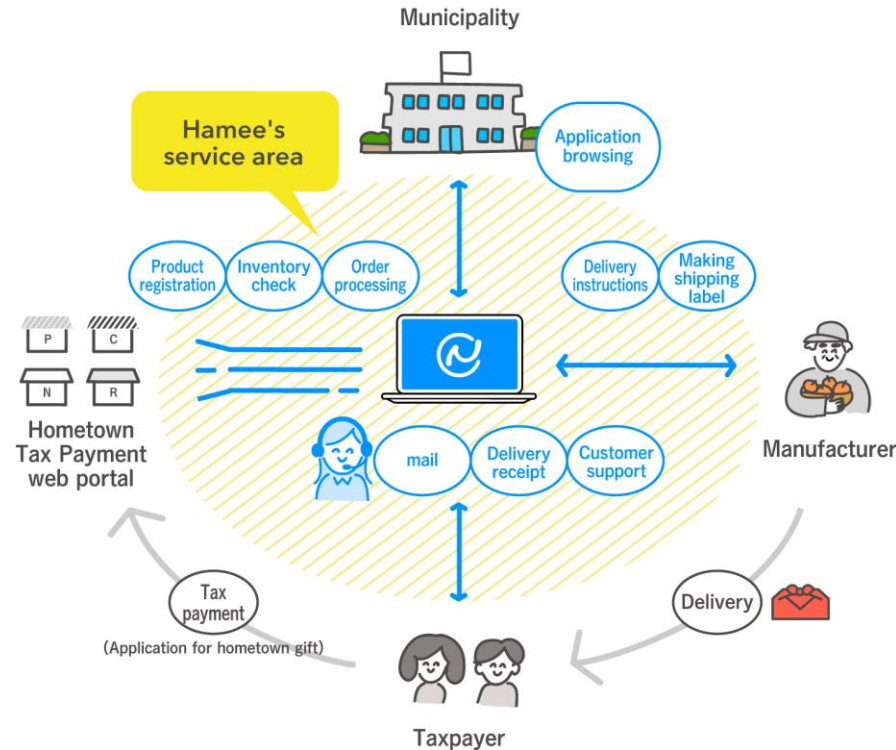
■ Operating income ● Profit rate



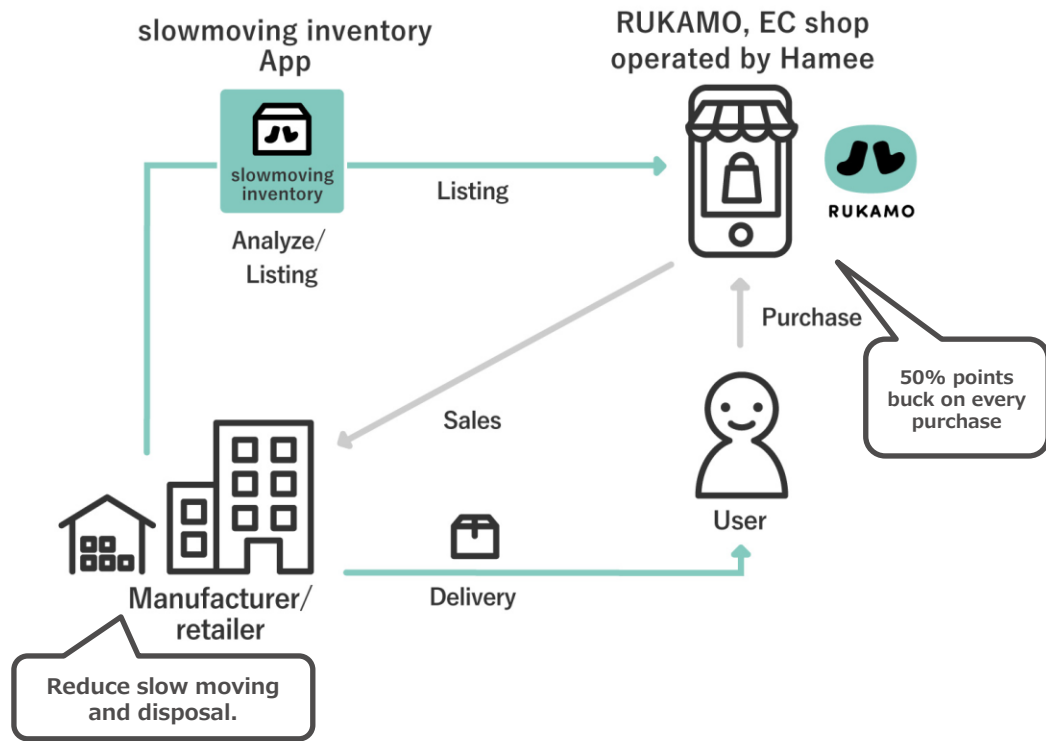
New Businesses

To utilize the capabilities of the 2 main businesses, create innovative new businesses. Same time, these support the evolution and growth of existing businesses

Support for streamlining business operations by Next Engine, web sites designing and creating fans by e-commerce experiences.



~ For Sustainable Society ~



When children take a smartphone...

Wish of Parents

- Functional designs children's use safety
- Free from parent's mobile contract
(In Japan "SIM LOCK" is common, see next slide)

Wish of children

- Variety of apps such as video functions
- Designs children want to brag to friends

Main functions of Hamic POCKET

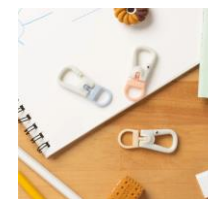
- Burglar alarm function
- Can be purchased without regard to parent's career

- Apps can be downloaded from Google Play
- Use highly designed iFace

etc.

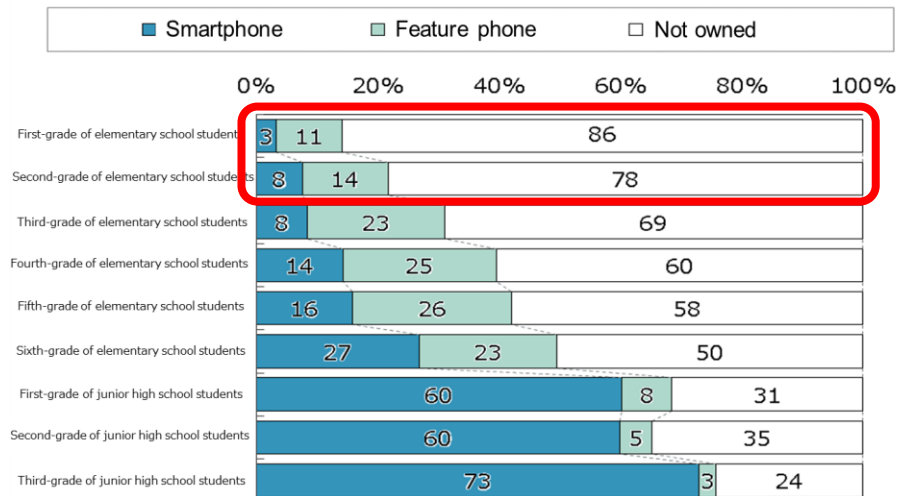
etc.

Started sales on February 26, 2021 at Hamic [website](#)



- Approximately 90% of elementary school low-grade children don't have smartphones.
- ※ Population of elementary school students in Japan is 6.3 million (Source: Statistics Bureau, Ministry of Internal Affairs and Communications, May 4, 2019)

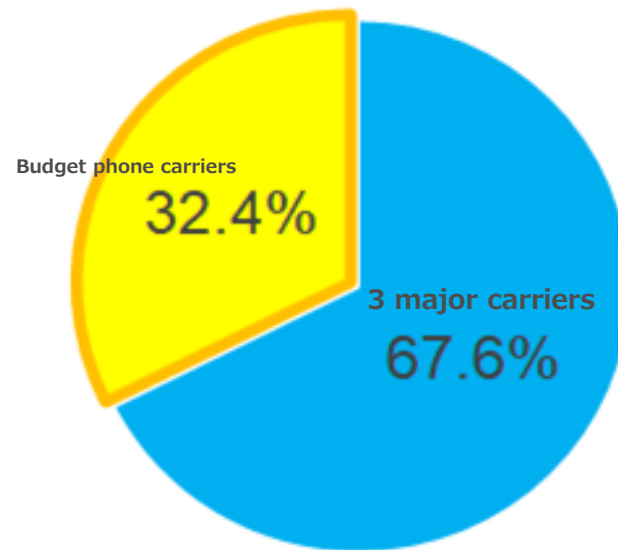
Type of mobile phones owned by children as themselves[Per academic year]
(Source: NTT DOCOMO Mobile Society Research Institute Website Mobile Society Annual Report Web Version)



Note1): Parents and guardians of elementary and junior high school students nationwide responded.
Note2): "Smartphones" includes "Smartphone for children", "iPhone", Android smartphones.
Note3): "Feature Phone" includes feature phones and children's mobile phones other than smartphones.
Note4): When both smartphones and feature phones are owned, they are totaled in "smartphones."
Source: Survey on the Use of ICT by elementary and junior high school students 2019 (visiting and staying)

- Approximately 30% users make mobile contract with Budget phone carriers that don't handle kids's cell phones. Hamic POCKET is not tied to carriers, so there is a great potential.

Ratio of carriers using mobile phones and smartphones



※Base on in-house
Questionnaire survey
October 2020

	FY 04/21 (est)	FY 04/20	FY 04/19
R e c o r d D a t e	April 30, 2021	April 30, 2020	April 30, 2019
D i v i d e n d p e r S h a r e	JPY8.00	JPY7.00	JPY6.50



Hamee