

FY 3/2022 Second Quarter Results Briefing

2021.11.05

kakaku.com

Kakaku.com, Inc. Securities Code: 2371



1. Operating Results

2. Operating Results and Progress by Business

3. Initiatives Going Forward

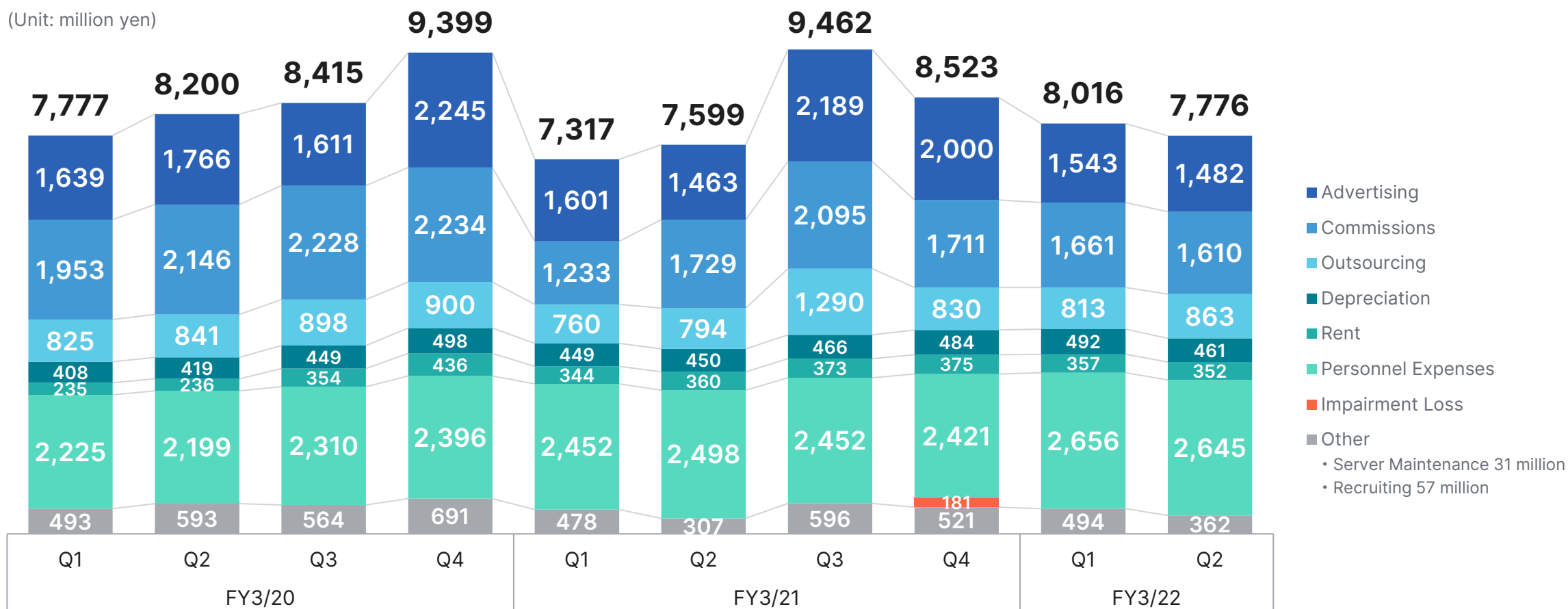
4. Appendix

	FY3/21		FY3/22				Forecast	Progress
	Q2	H1	Q2	YoY	H1	YoY		
(Unit: million yen)								
Revenue	12,243	21,746	11,861	-3.1%	23,882	+9.8%	55,800	42.8%
Operating Profit	4,667	6,877	4,109	-12.0%	8,121	+18.1%	21,500	37.8%
OP Margin	38.1%	31.6%	34.6%	-3.5pt	34.0%	+2.4pt	38.5%	-
Profit Before Income Taxes	4,422	6,579	4,060	-8.2%	8,027	+22.0%	21,300	37.7%
Profit Attributable to Owners of the Parent Company	3,024	4,442	3,024	+0.0%	5,774	+30.0%	14,600	39.5%

Advertising costs associated with the Kakaku.com business declined but increased for New Media & Solutions/Finance.

Tabelog agency commissions decreased as a result of contract suspensions by restaurants.
Outsourcing costs increase mainly in new business development costs for Tabelog.

(Unit: million yen)





1. Operating Results

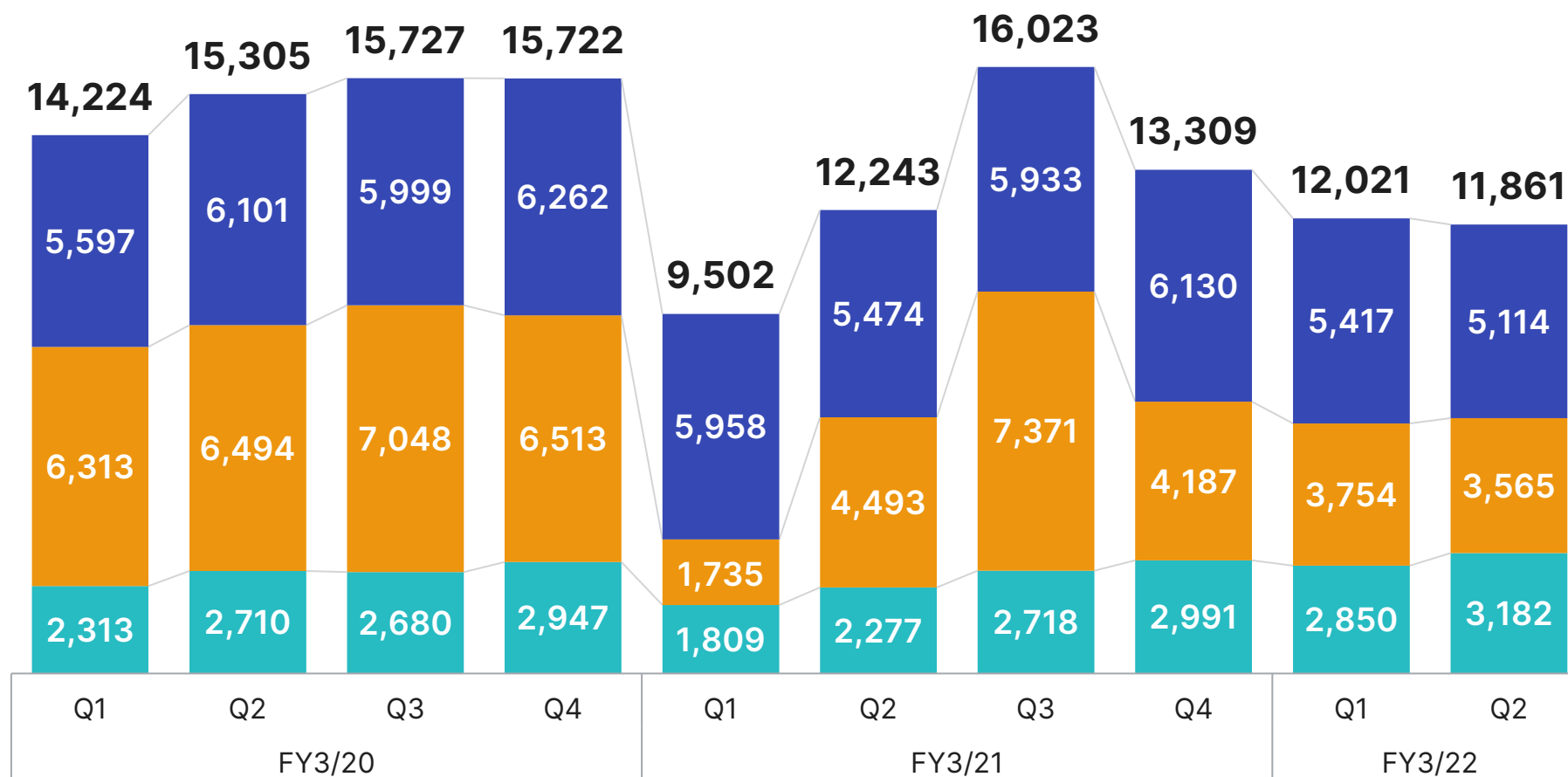
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Operating Results by Business

(Unit: million yen)



Sales ratio

Kakaku.com	39.3%	39.9%	38.1%	39.8%	62.7%	44.7%	37.0%	46.1%	45.1%	43.1%
Tabelog	44.4%	42.4%	44.8%	41.4%	18.3%	36.7%	46.0%	31.5%	31.2%	30.1%
New Media and Solutions/Finance	16.3%	17.7%	17.1%	18.7%	19.0%	18.6%	17.0%	22.5%	23.7%	26.8%

Operating Results by Business

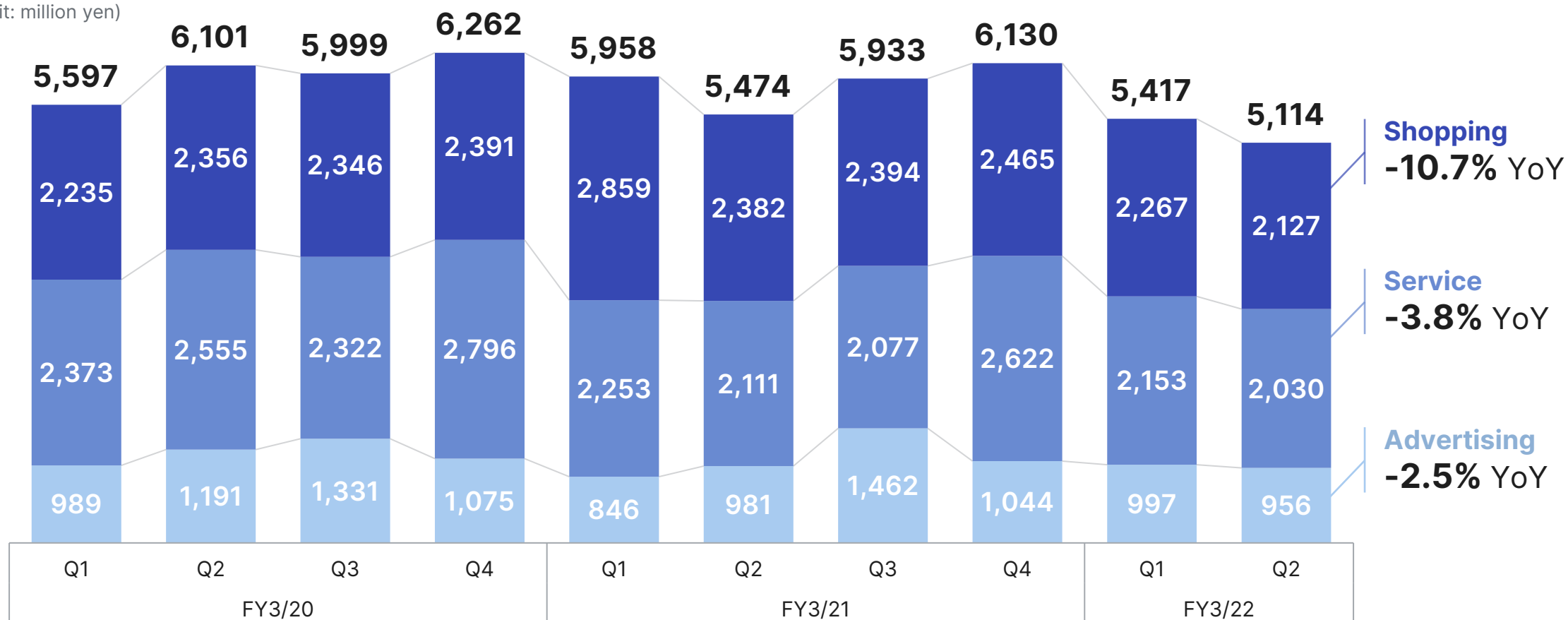
(Unit: million yen)		Q2 Revenue	YoY	H1 Revenue	YoY
Kakaku.com		5,114	-6.6%	10,531	-7.9%
Shopping		2,127	-10.7%	4,394	-16.2%
Service		2,030	-3.8%	4,184	-4.1%
Advertising		956	-2.5%	1,954	+6.9%
Tabelog		3,565	-20.7%	7,318	+17.5%
Restaurant Promotion		2,759	-24.5%	5,691	+21.3%
Premium User Memberships		375	-11.3%	767	-10.9%
Advertising		366	-11.5%	680	+1.1%
Income from Commissioned Operations*		64	-	180	-
New Media and Solutions/Finance		3,182	+39.8%	6,032	+47.6%
New Media and Solutions		2,528	+51.6%	4,681	+61.2%
Finance		654	+7.4%	1,351	+14.2%

* : Income from Commissioned Operations refers to revenue from Go To Eat Campaign related operations commissioned by the Ministry of Agriculture, Forestry and Fisheries. It does not, however, include advertising income (booked in the Tabelog's advertising business) related to these commissioned operations.



Kakaku.com revenue declined due to the impact of delays in product launches and other supply-side issues in the Shopping business, as well as weak consumption trends in the Service business.

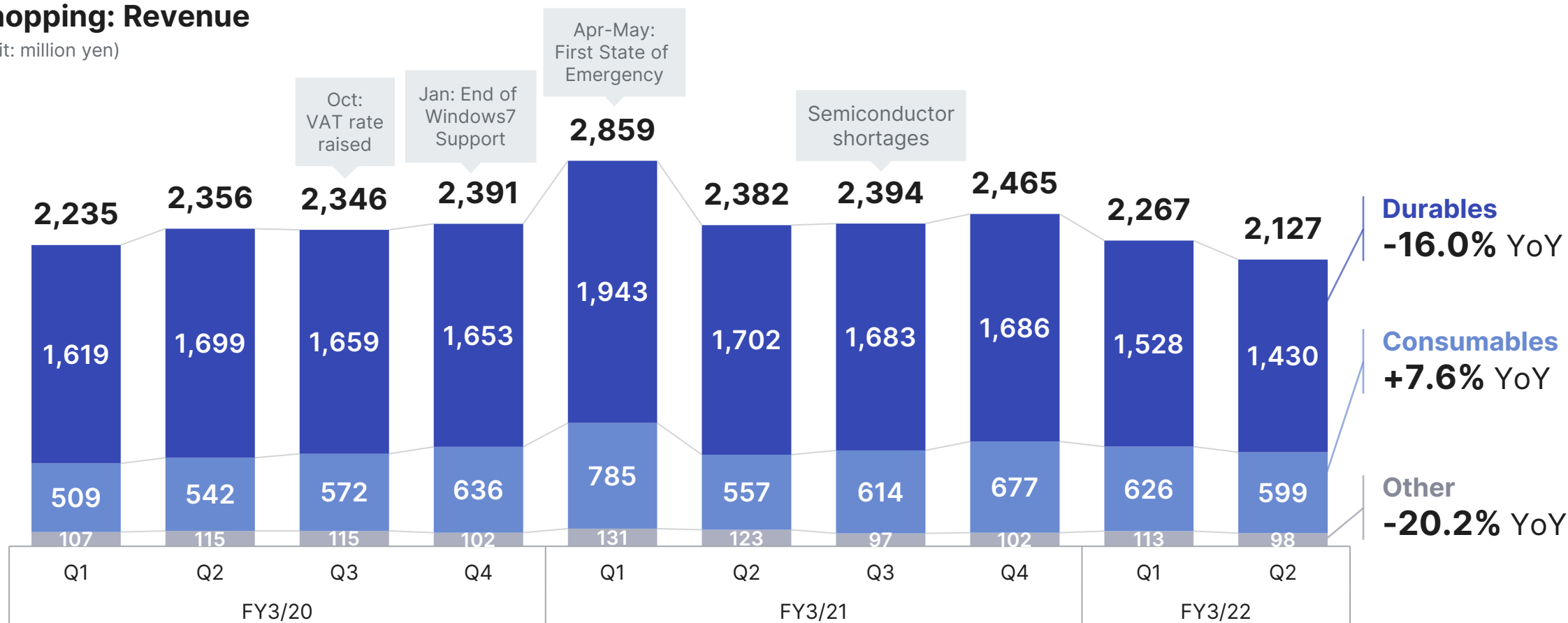
(Unit: million yen)



Revenue from comparison of durable goods decreased due to postponements of product launches and production adjustments, mainly in the PC and large home appliances categories. Revenue from consumer goods increased steadily thanks to growing e-commerce penetration.

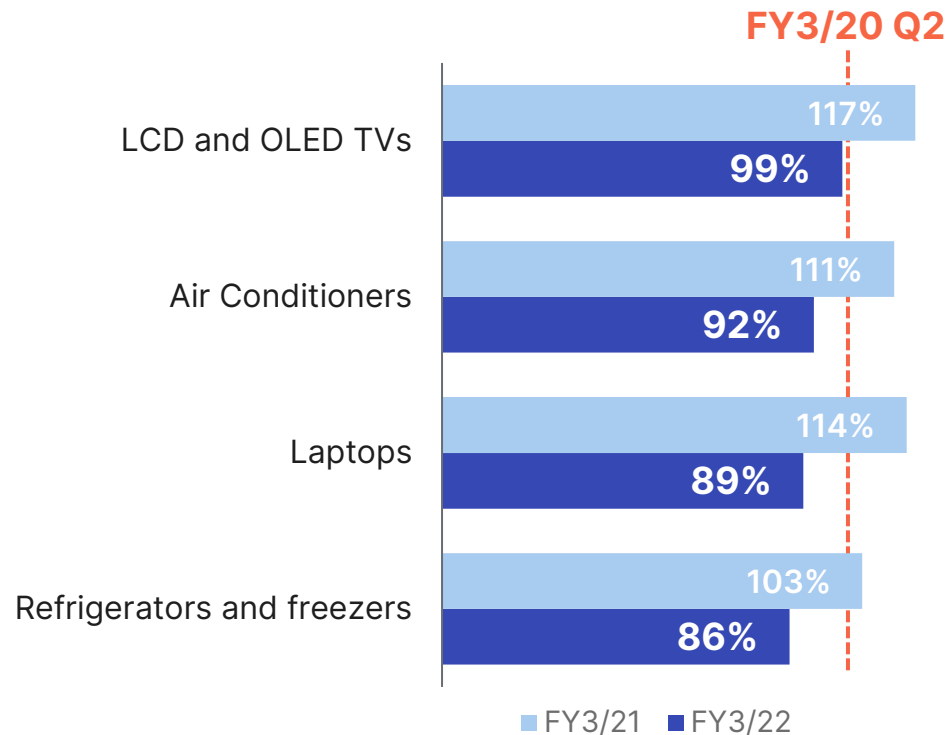
Shopping: Revenue

(Unit: million yen)



■ Durables: Comparison of customer referrals

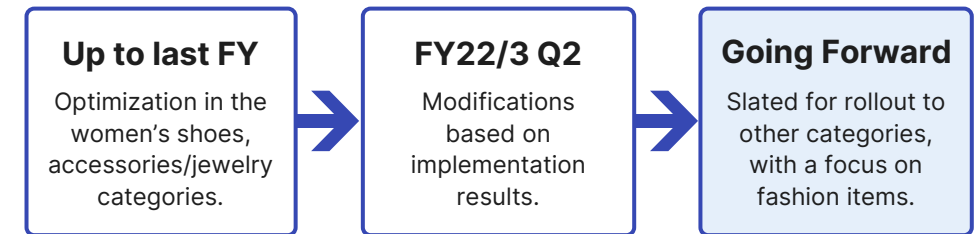
Customer referrals were affected by fewer products available on the site for comparison and review, particularly in the large home appliances and laptop categories, reflecting the postponement of product launches, delays in delivery, and production cutbacks.



Note: Comparison of customer referrals in FY3/22 Q2, when the number for FY3/20 Q2 is indexed as 100.

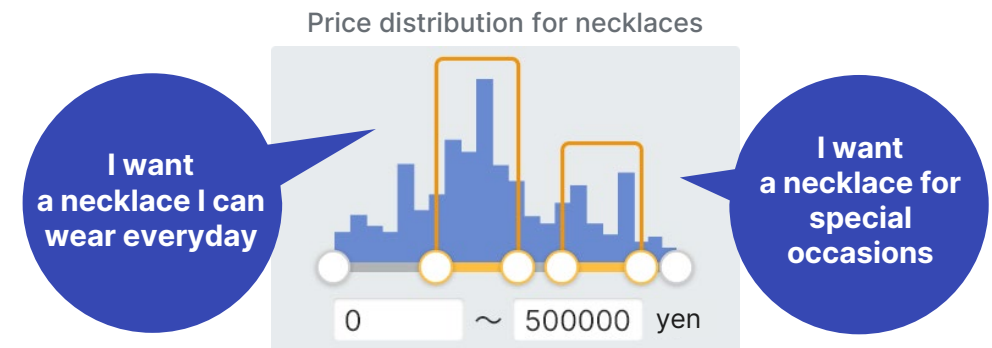
■ Consumables: Automatic classification of product categories

Plan to progressively expand the optimization of category classifications of product data using machine learning, from the the second half onwards.



■ Consumables: Visualization of price volume zones

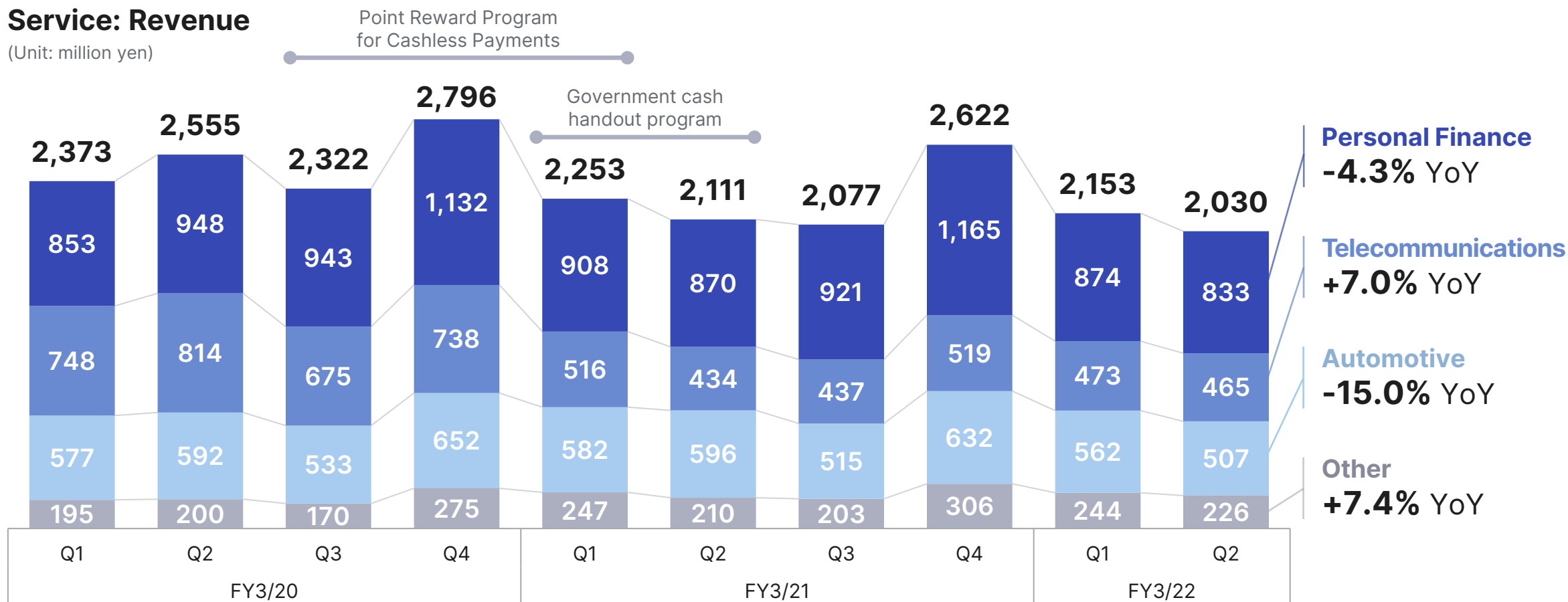
A smart way for users to search for products that suit their needs while looking at the price distribution of products.



Revenue declined in the personal finance and automotive categories due to weak consumption trends, and sales in the telecommunications category remained at a low level.

Service: Revenue

(Unit: million yen)



■ Trend by category

Personal Finance

Decline in credit card issuances, while applications for card loans increased.

Telecommunications

Number of overseas Wi-Fi applications remained low. Applications for optical fiber lines increased.

Automotive

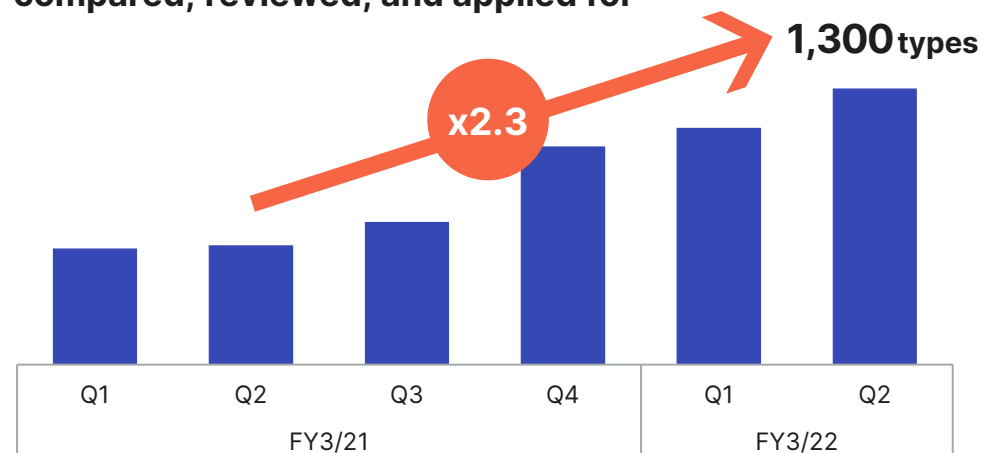
Inquiries for used car availability and estimates, as well as applications for car insurance estimates decreased.

Other

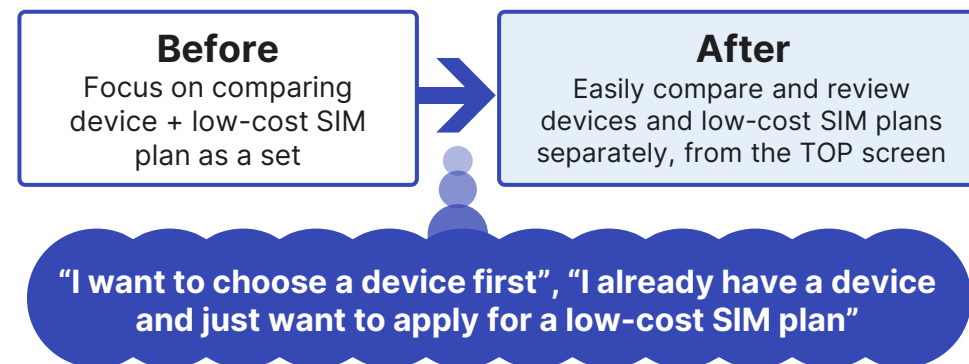
Applications for moving estimates declined. Applications for changing energy providers remained at a high level.

■ Examples of main initiatives

1. Credit Cards: Increased types of credit cards that can be compared, reviewed, and applied for



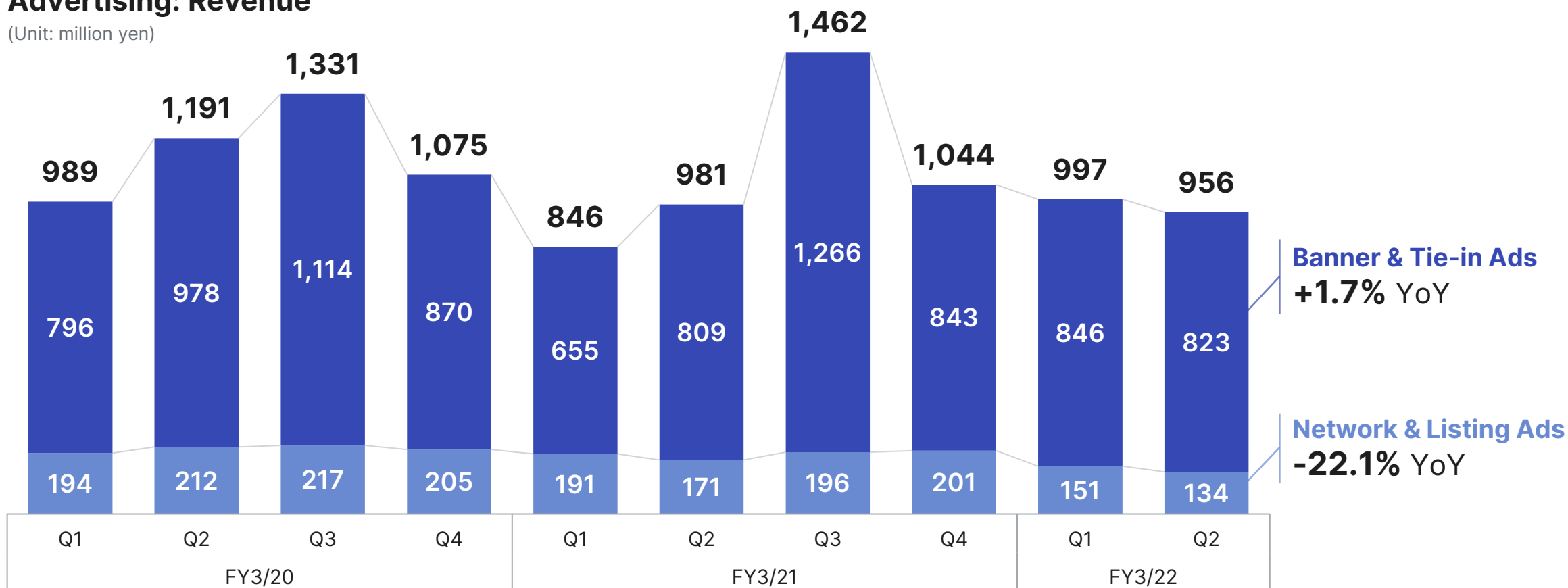
2. Low-cost smartphones : Created website that makes it easier to compare, review, apply for low-cost smartphones



Advertising placements decreased mainly among home appliance, consumer electronics and automobile manufacturers, in connection with delays of new product releases and production adjustments.

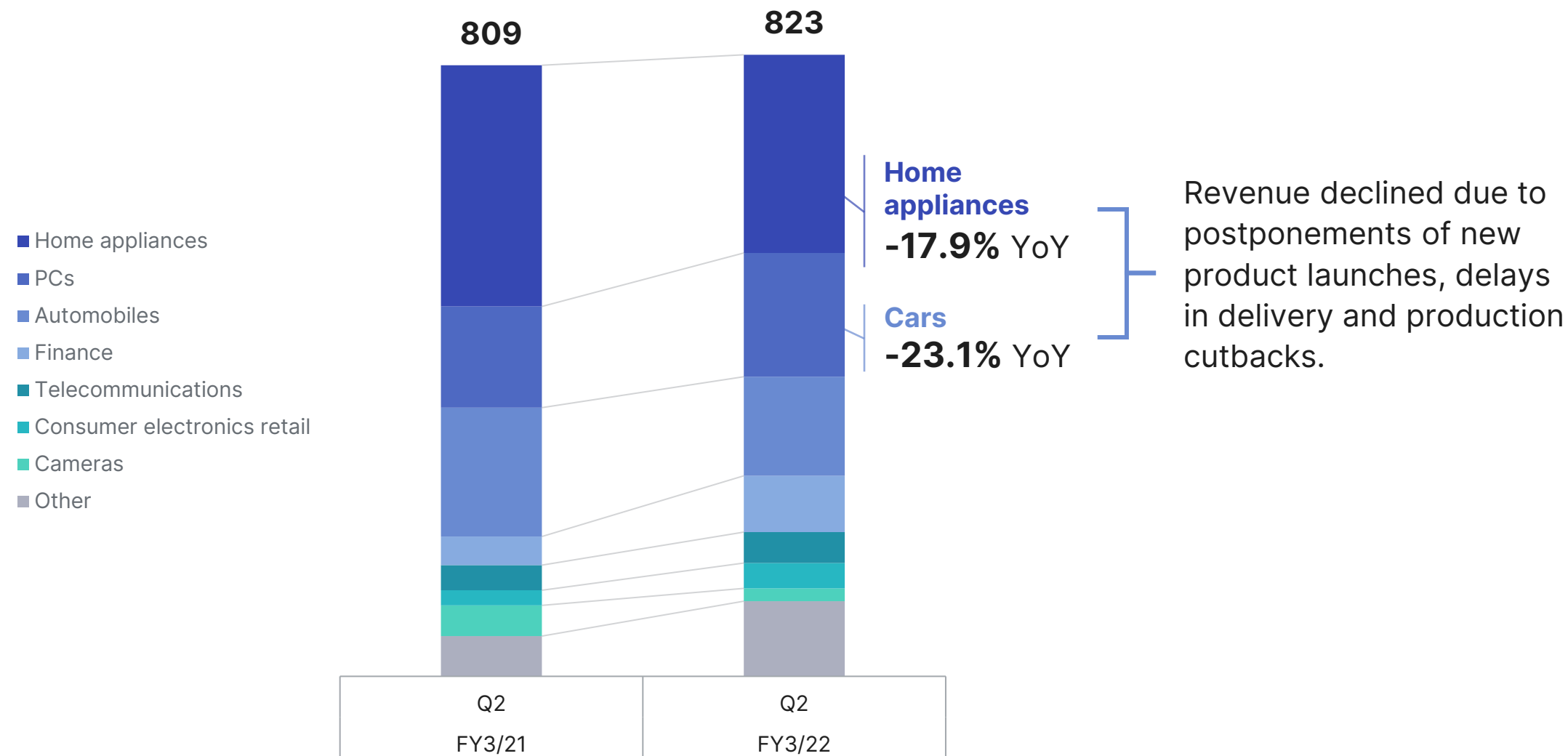
Advertising: Revenue

(Unit: million yen)



Banner& Tie-in Ads: Revenue by industry

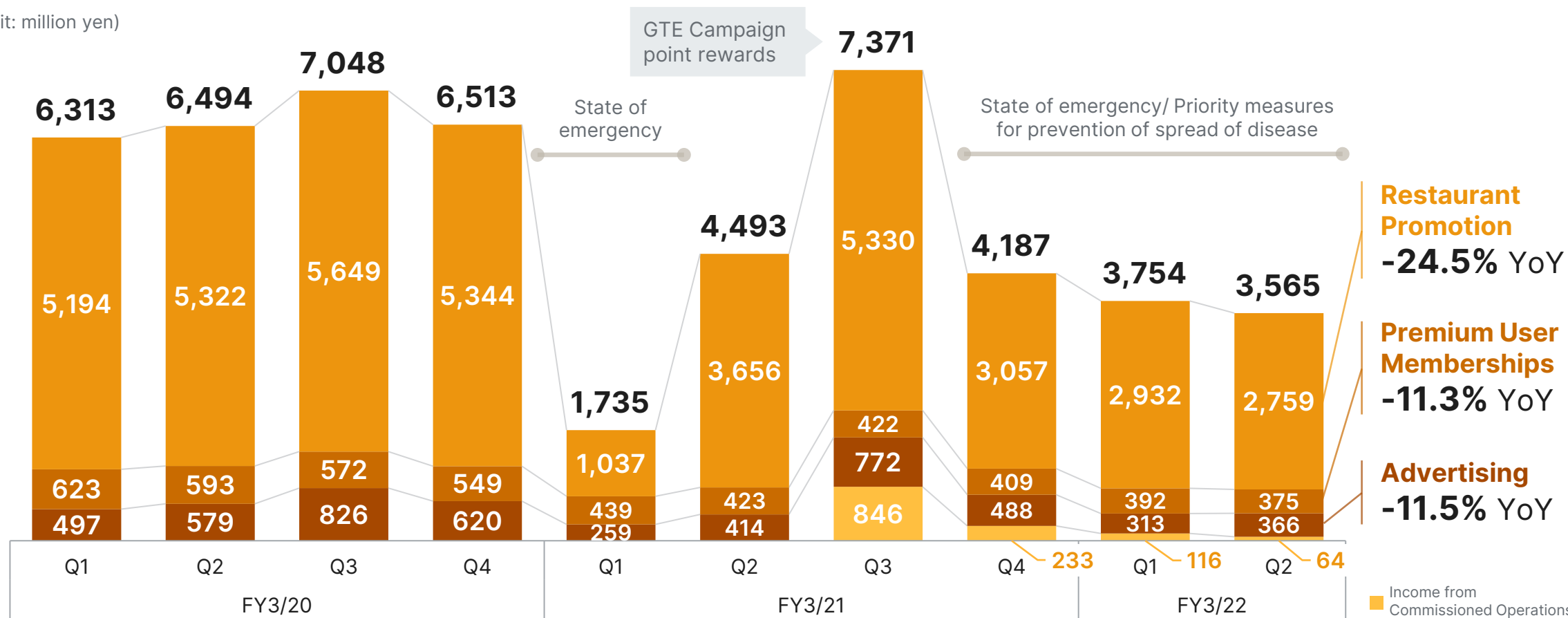
(Unit: million yen)





Revenue fell in the restaurant promotion business, reflecting fewer online reservations and some fee-paying restaurant suspending their contracts.

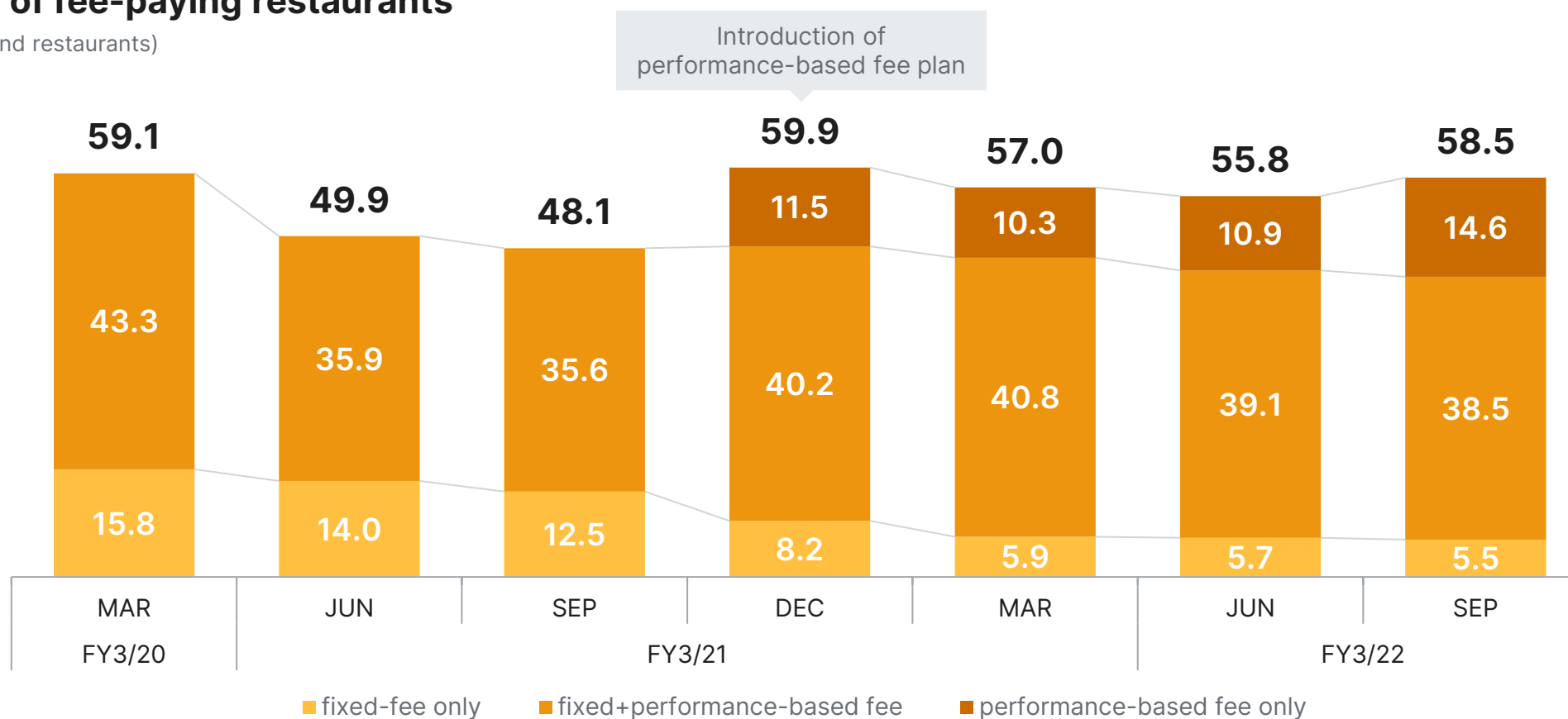
(Unit: million yen)



Even though the number of restaurants paying a fixed fee dropped slightly, the number of restaurants paying only a performance-based fee increased.

Number of fee-paying restaurants

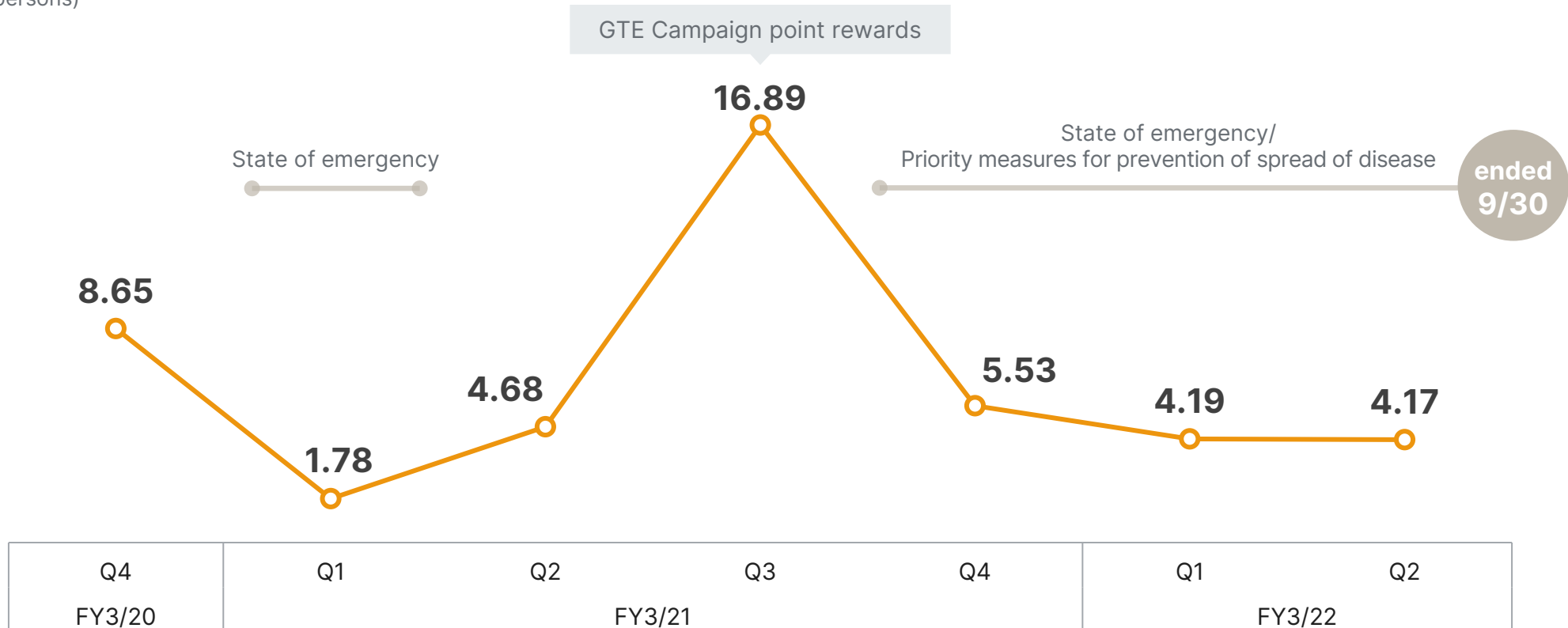
(Unit: thousand restaurants)



Online seat reservations remained low but bottomed out in August and started recovering in September.

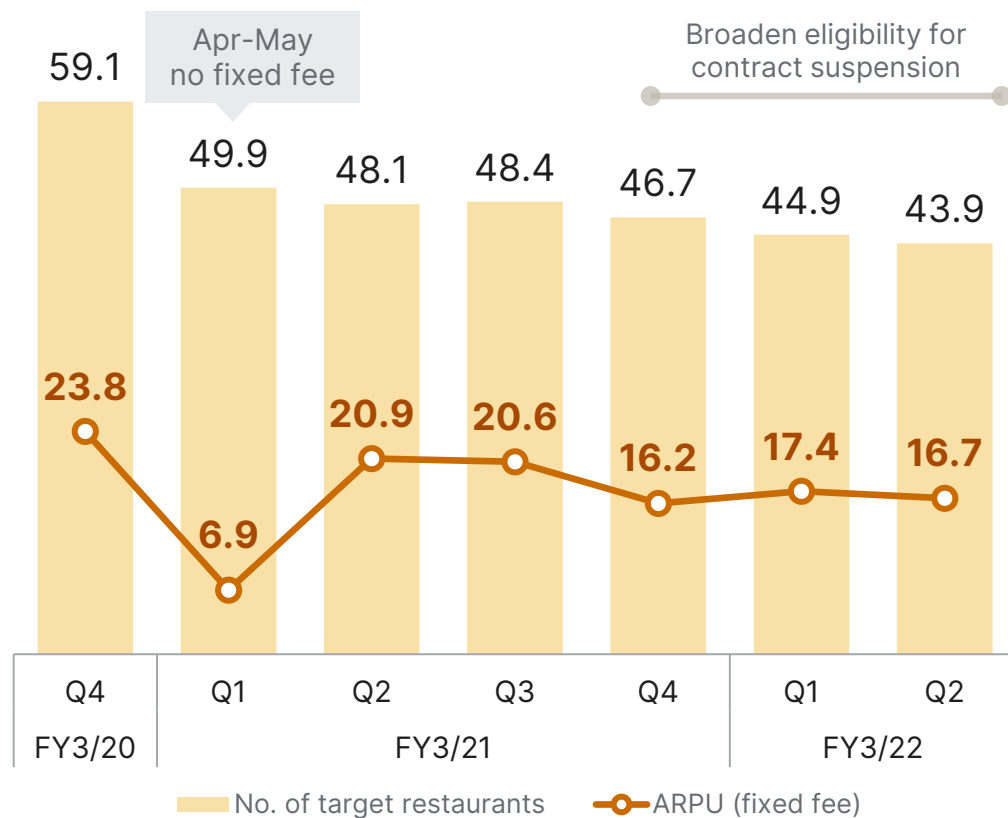
Number of online reservations (Quarterly total)

(Unit: million persons)

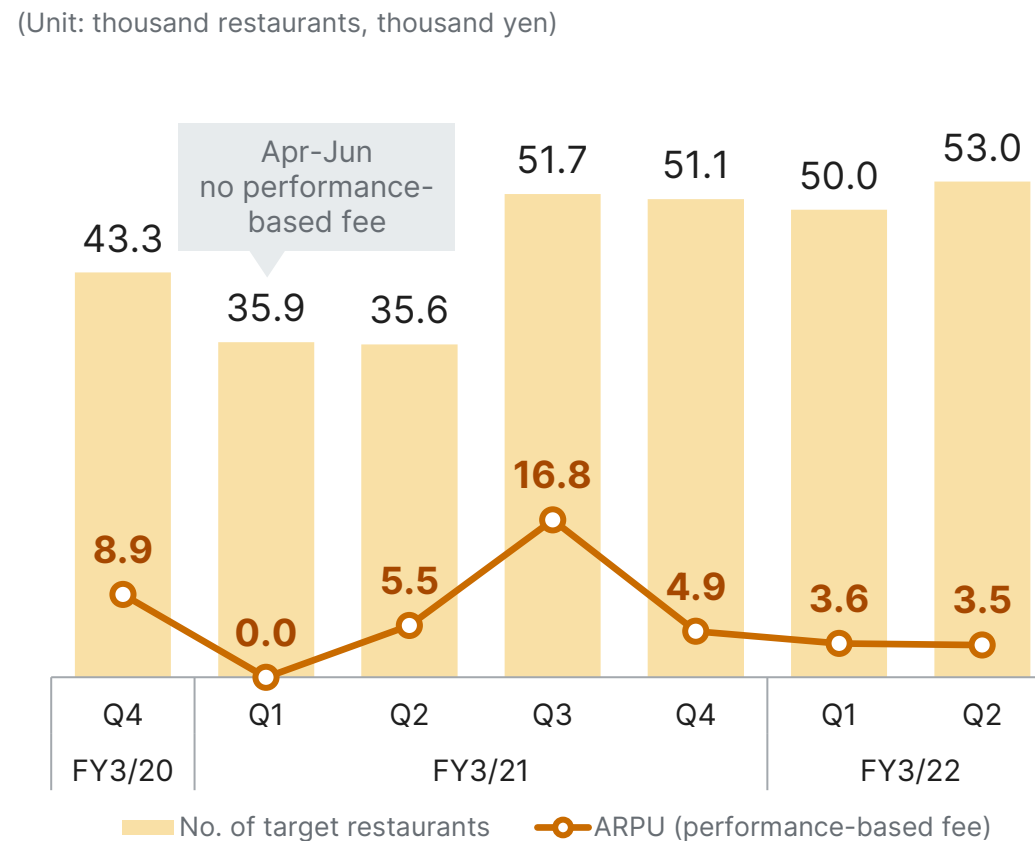


Fixed ARPU dipped slightly QoQ on the continued impact of restaurants suspending their subscriptions. Performance-based ARPU declined slightly due to fewer online reservations, despite an increase in the number of applicable restaurants.

Fixed ARPU (monthly) (Unit: thousand restaurants, thousand yen)

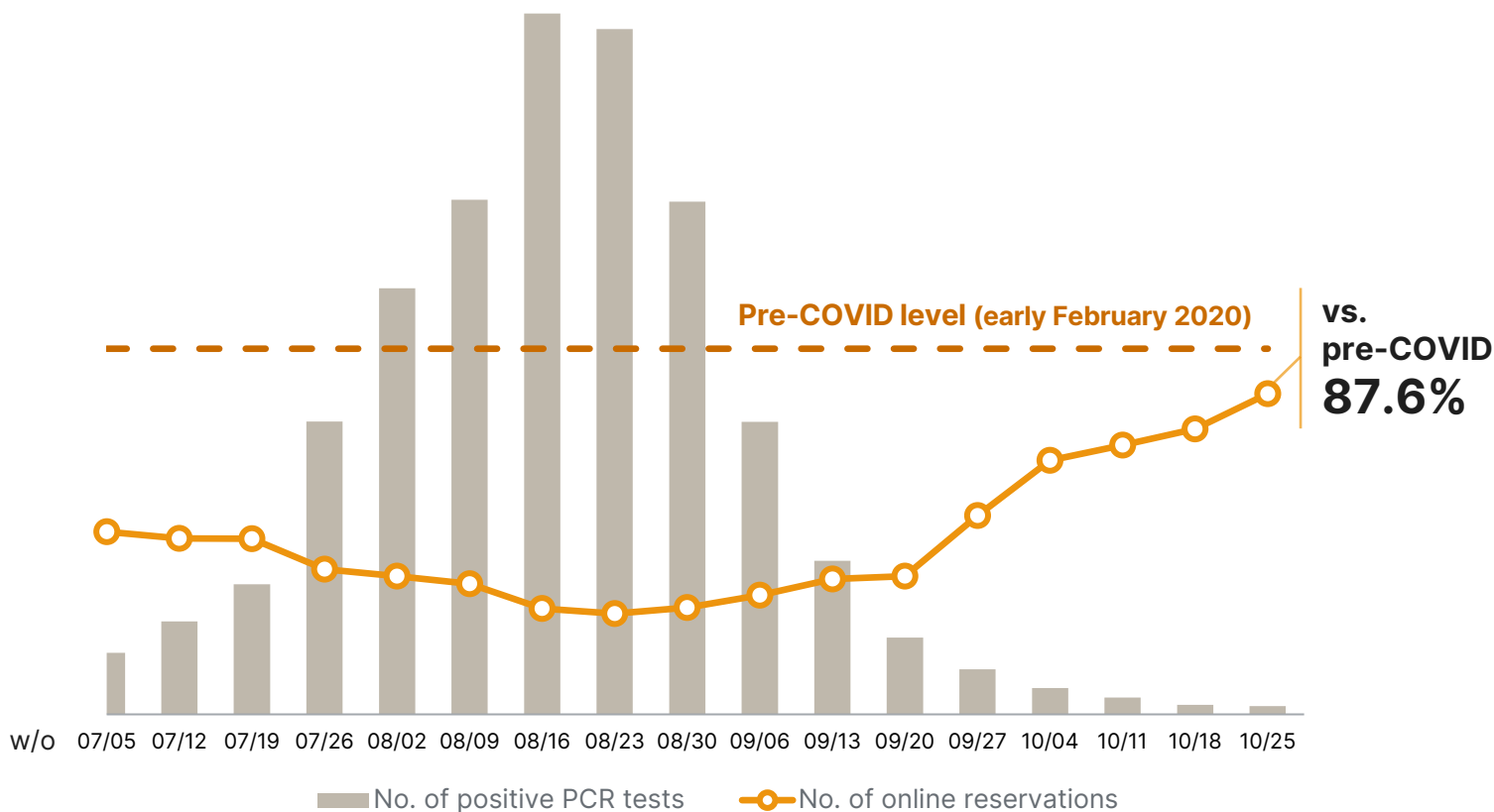


Performance-based ARPU (monthly) (Unit: thousand restaurants, thousand yen)



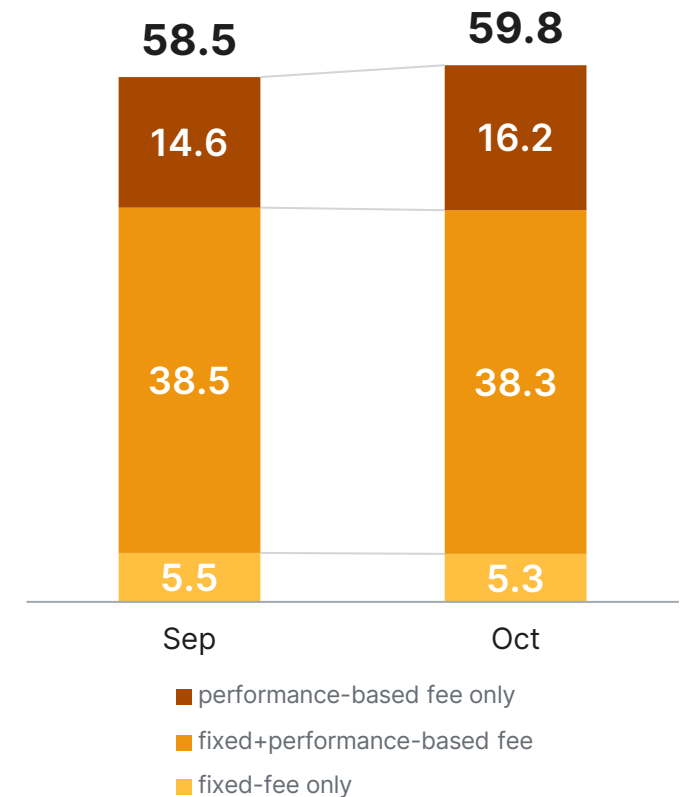
With the end of the state of emergency on September 30, the number of online reservations has been recovering. As of the week of October 25, it was 87.6% of pre-COVID levels. The number of fee-paying restaurants is on an upward trend as more restaurants want to attract customers.

Number of online reservations (weekly)

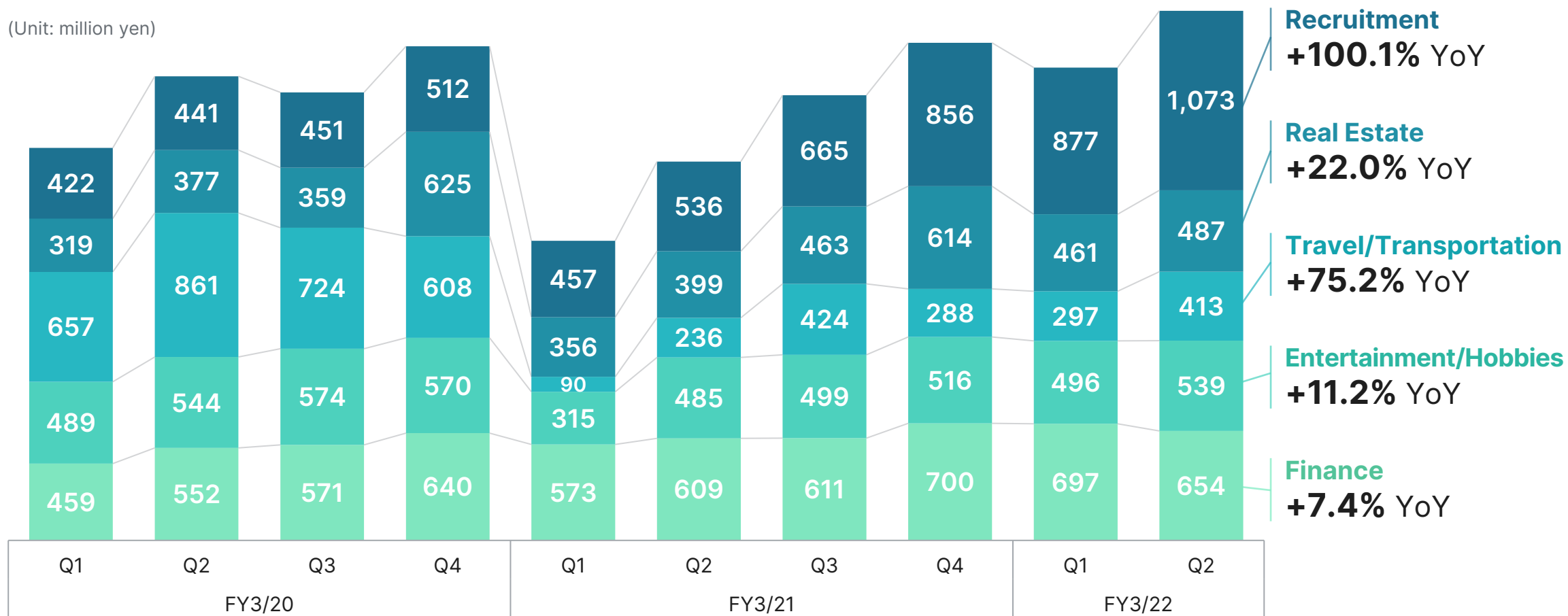


Number of fee-paying restaurants

(Unit: thousand restaurants)



In the New Media and Solutions/Finance business, revenue remained brisk for the recruitment, real estate and finance domains.

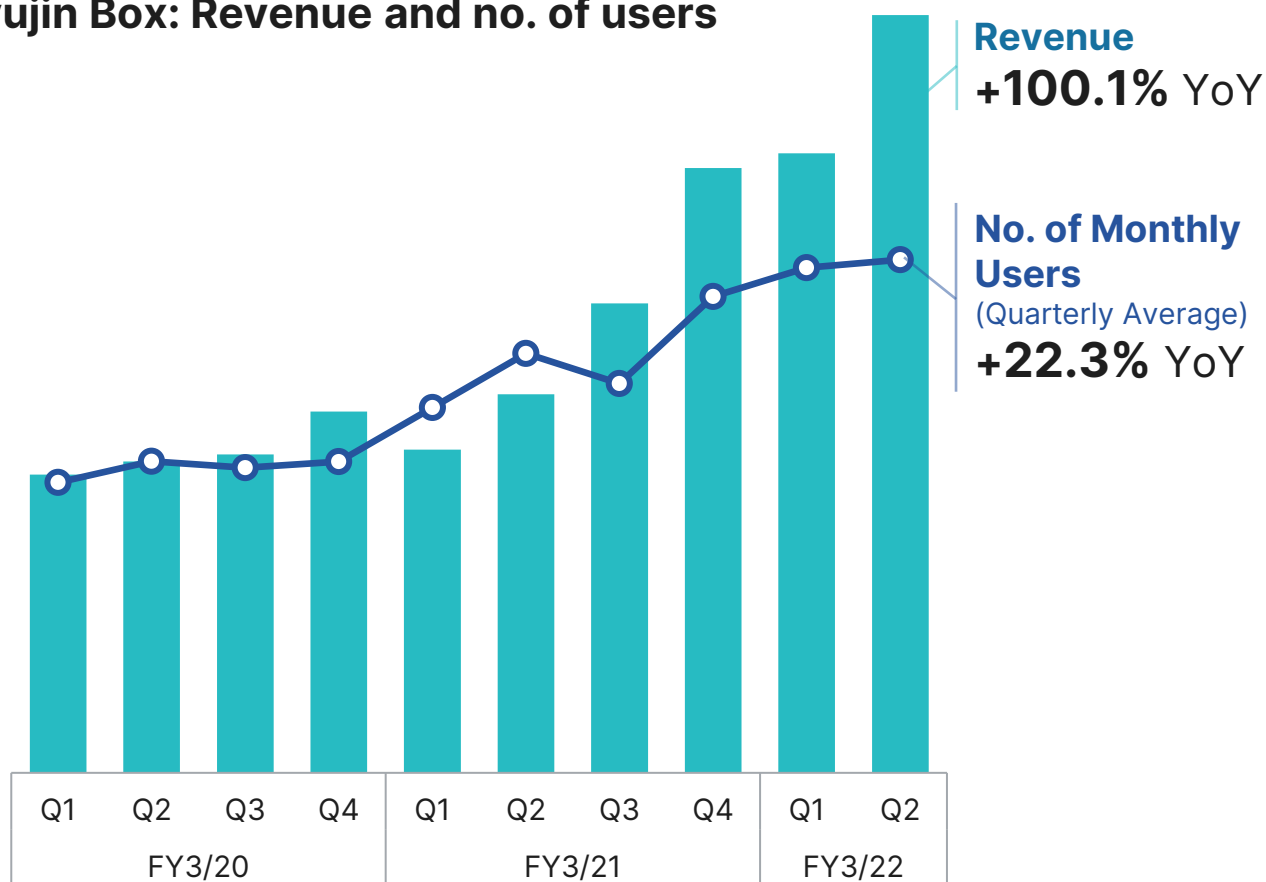




【Recruiting】 Kyujin Box

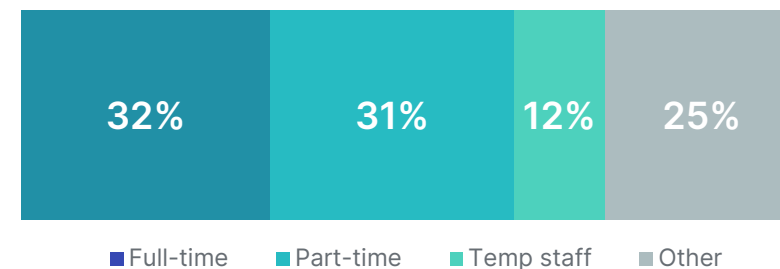
Kyujin Box revenue increased thanks to continuing growth in the number of ad placements.

Kyujin Box: Revenue and no. of users

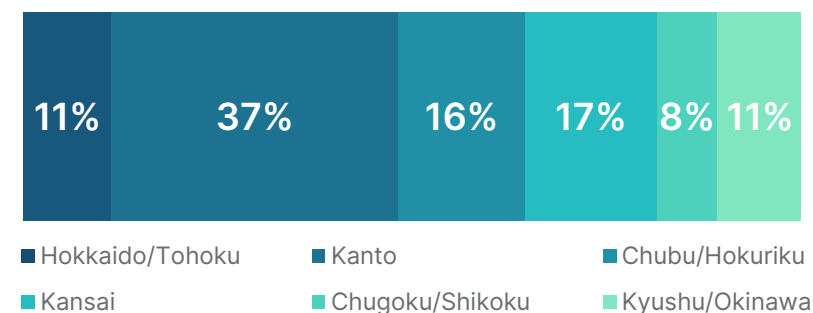


User trends: Frequently searched jobs

By employment type



By region

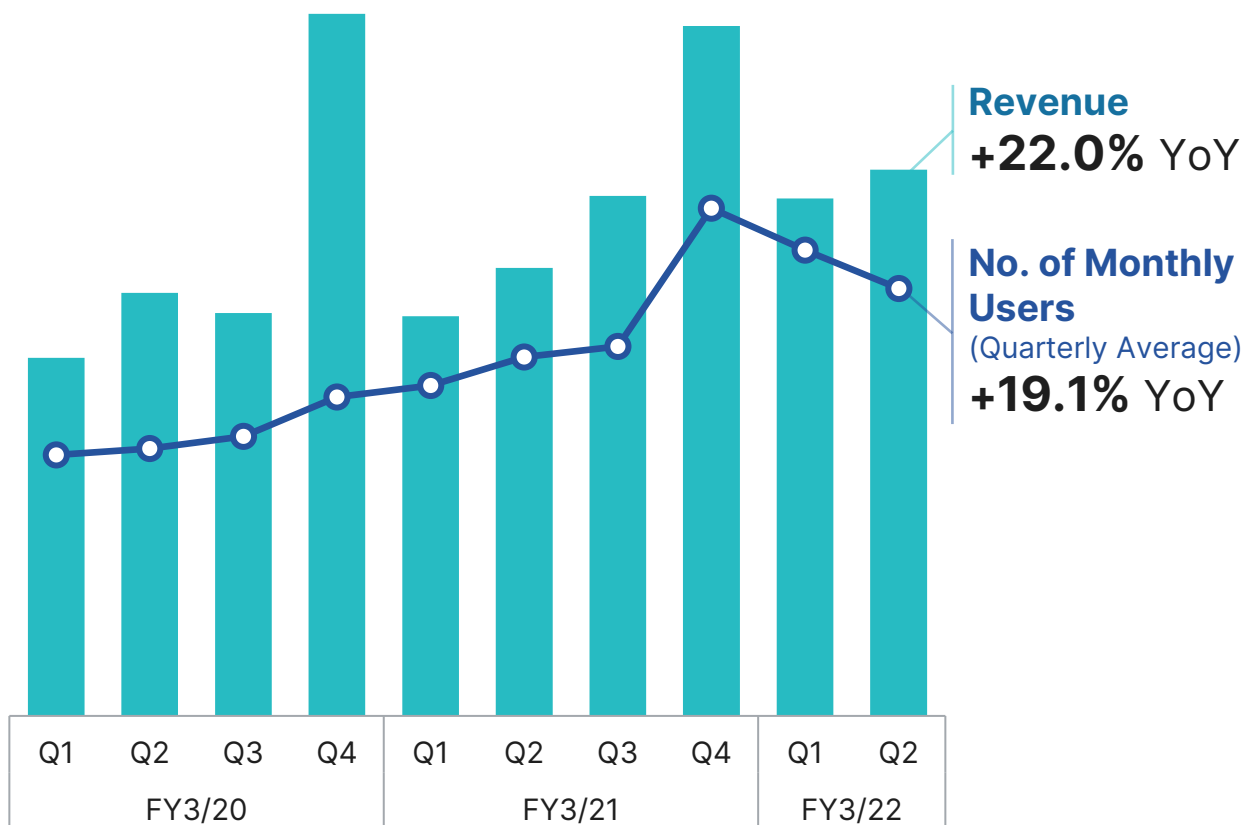




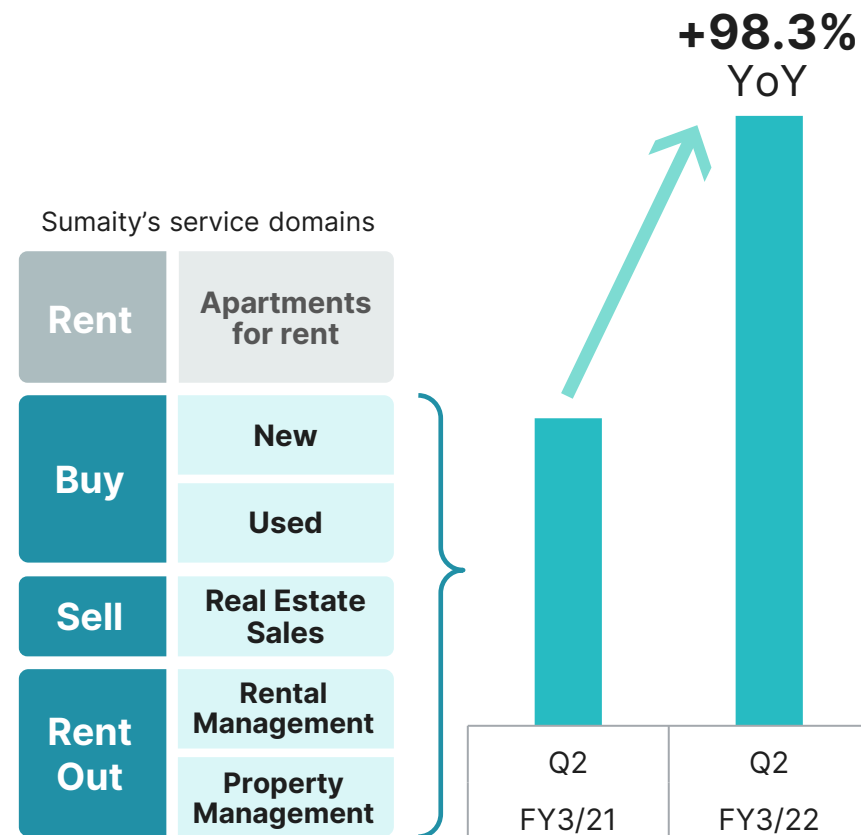
【Real Estate】 Sumaity

Sumaity revenue increased thanks to a broader scope of partnerships, including non-rental property domains.

Sumaity: Revenue and no. of monthly users



Revenue from non-rental domains



LCL

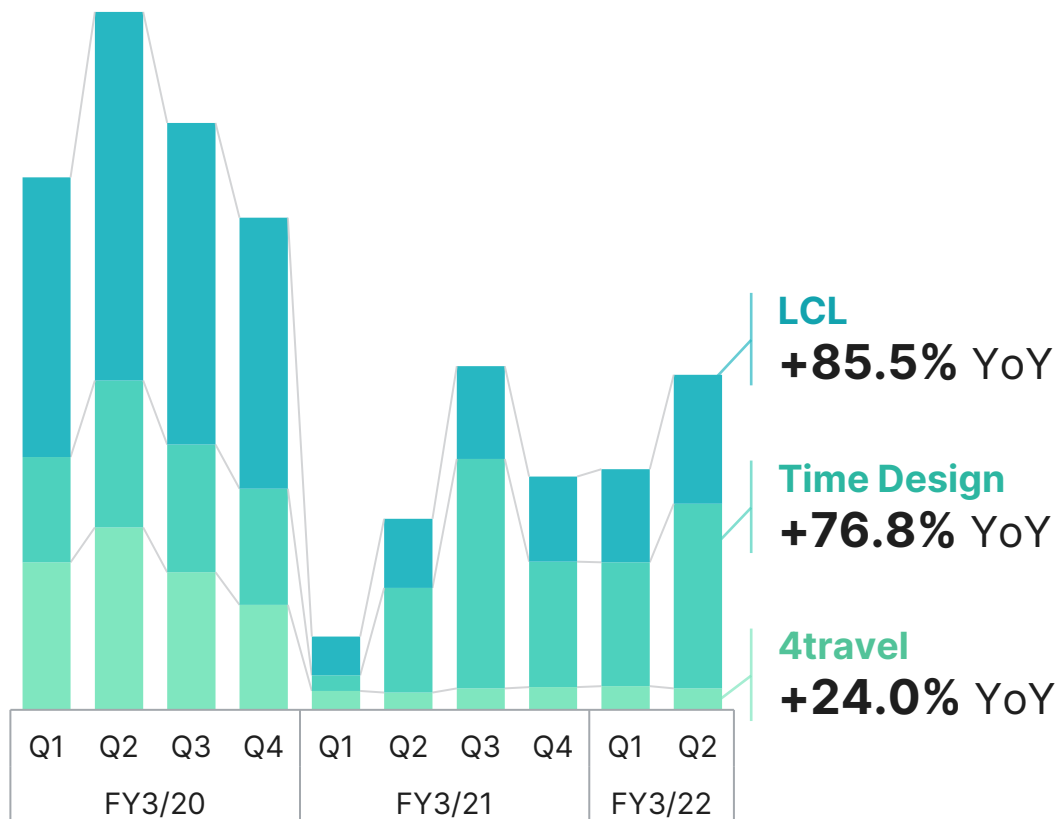
Time Design

4travel.jp

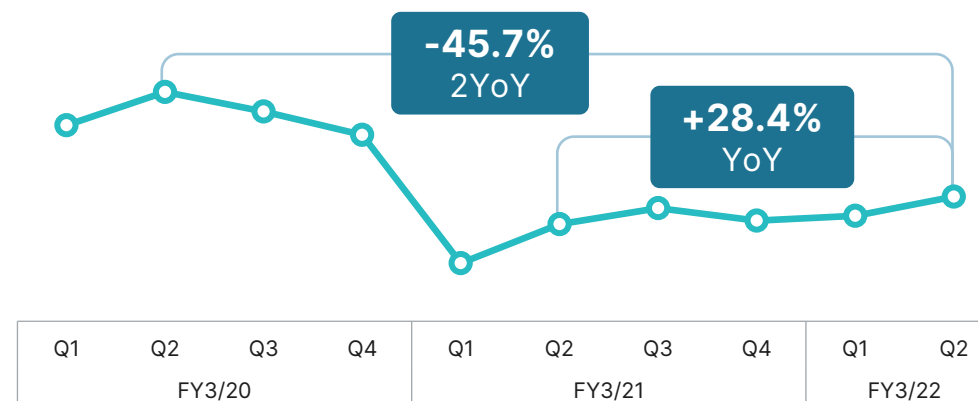
【Travel/Transportation】 LCL, Time Design, 4travel

The travel and transportation domain remains sluggish overall, but domestic travel demand is on a recovery track.

Travel/Transportation: Revenue by business



Bus Hikaku Navi (LCL) : Recovery trend continues for site traffic



Time Design:
Release of “round trip” function gives users the ability to reserve several hotels at once



Example of tour around Hokkaido (t)



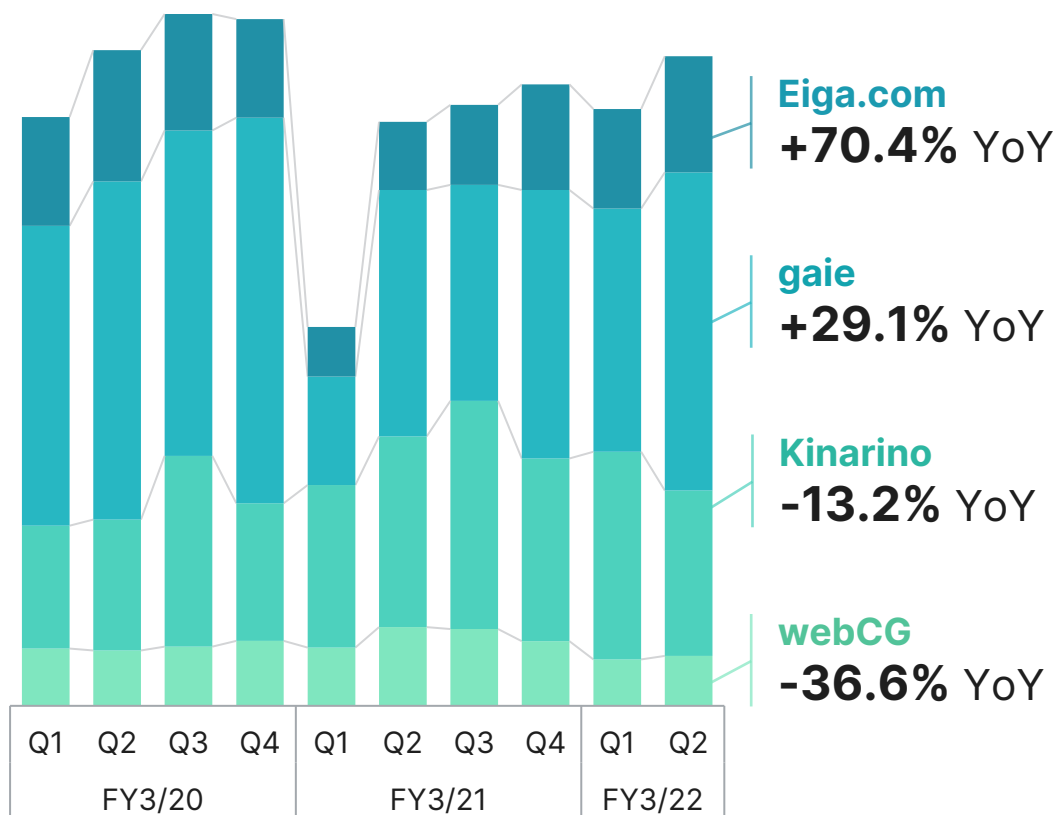
【Entertainment/Hobbies】 eiga.com, gaie, Kinarino, webCG

キナリノ



Advertising placements for new movie releases on eiga.com and gaie are recovering.

Entertainment/Hobbies: Revenue by business



Current situation of sites/services

Kinarino

Advertising sales declined, but e-commerce (Kinarino Mall) revenue remains high, thanks mainly to sales of household goods.

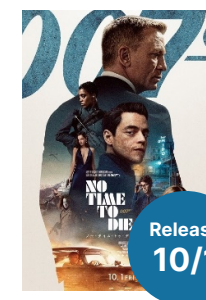
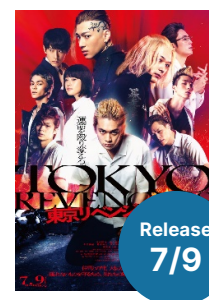
webCG

Ad placements from car manufacturers declined due to the impact of curtailed production as a result of component shortages.

Eiga.com / gaie

With the release of new movies, which have hitherto been postponed, advertising placements are on a recovery track.

Examples of movies for which gaie handled the promotion

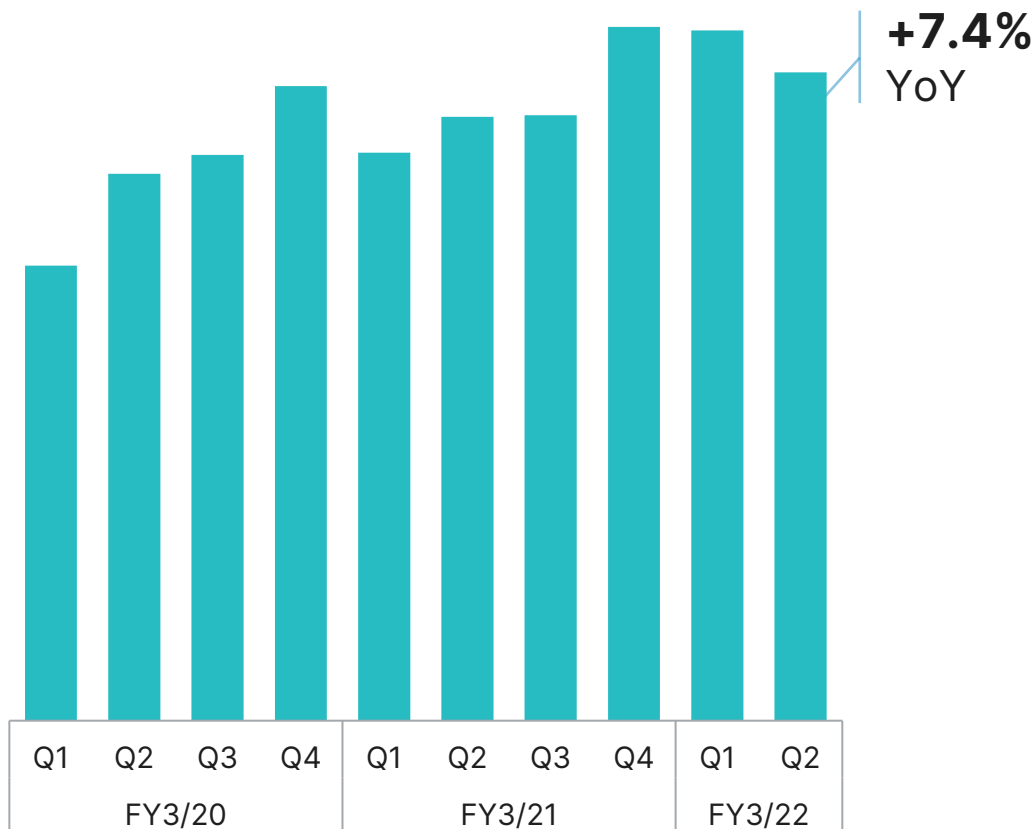




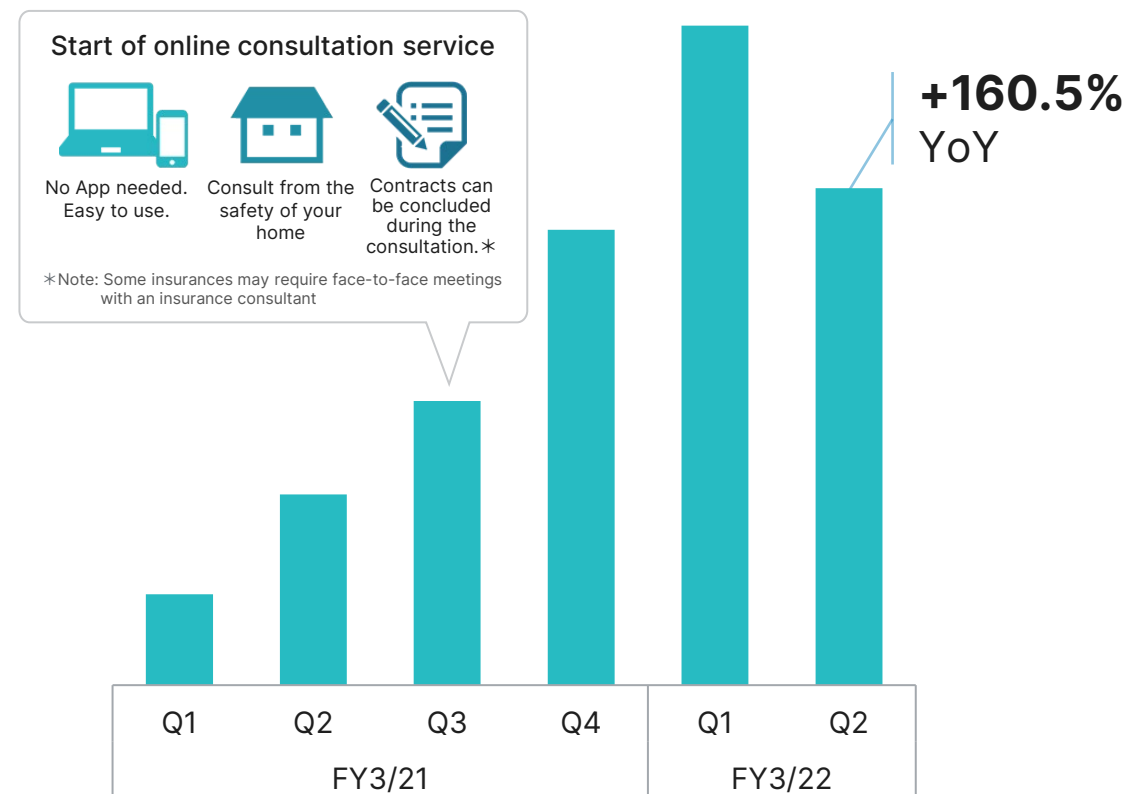
【Finance】 Kakaku.com Insurance


Kakaku.com Insurance saw strong growth in online insurance consultation owing to enhanced services.





Kakaku.com Insurance: Revenue



Number of online consultations



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Business	Policy	Initiatives
	Provide meaningful information to users, so they can feel more satisfied with their purchases	<ul style="list-style-type: none">■ Improved searchability to make it easier to find information that users require■ Improved comprehensiveness of information that users require when making comparisons
	Provide a broad range of services to connect people and restaurants.	<ul style="list-style-type: none">■ Making it easier to choose a restaurant from a greater volume of information■ Making it easier to enjoy restaurant food in various ways■ Providing a comprehensive DX service to solve operation related issues for restaurants
	Find the job that best fits your needs from a greater number of job information	<ul style="list-style-type: none">■ Enhance original content and functionality of the site needed to find and choose jobs■ Expand partnerships and increase options for job seekers
	Make insurance consultations available online	<ul style="list-style-type: none">■ Easier to understand: Information about insurance features and latest trends■ Easier to choose: Enhancement of functions, such as rankings, simulations and online consultations■ Simplified procedures: Enhancement of online insurance products, ability to perform various procedures online

Business

Policy



A more satisfying way to search for a home from a wider variety of real estate information

LCL

Aiming to increase users by providing more information related to bus travel.



Develop businesses that respond to the diversifying ways people watch movies, such as a video streaming service under the eiga.com brand.

Business

Policy

Time Design

Provide dynamic package platform mainly for hotel websites + provide solutions that enable unbundled accommodation sales for arranged travel.

キナリノ

Improve content quality and increase no. of stores featured in Kinarino Mall, to increase users and provide more opportunities for them to visit the site.



Aiming to provide high quality travel guide content by improving functions for users to post journal entries as well as holding photo contests and other online events.

Site improvements: Simulation of smartphone fee plans

価格.com

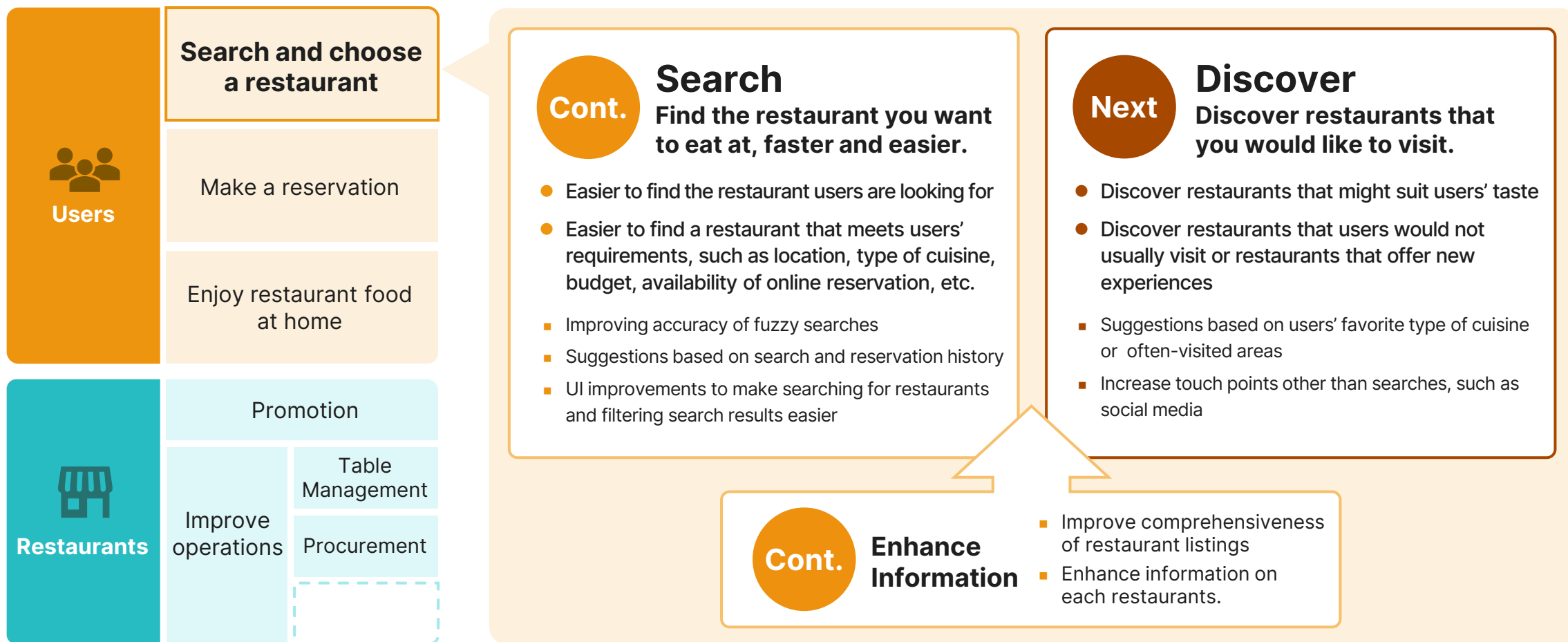
As smartphone fee plans are becoming increasingly diverse and complex, Kakaku.com has added a simulation tool to its site that allows users to enter their requirements in order to compare suitable plans.



Simulation of fee plans based on desired requirements and easy comparison of fee plans based on simulation results.



Continue to make improvements to make it easier to find restaurants users want to eat at.



Aiming to continue stable growth on a group-wide basis while increasing New Media and Solutions/Finance businesses' share of total revenue to over 20%.

Kakaku.com

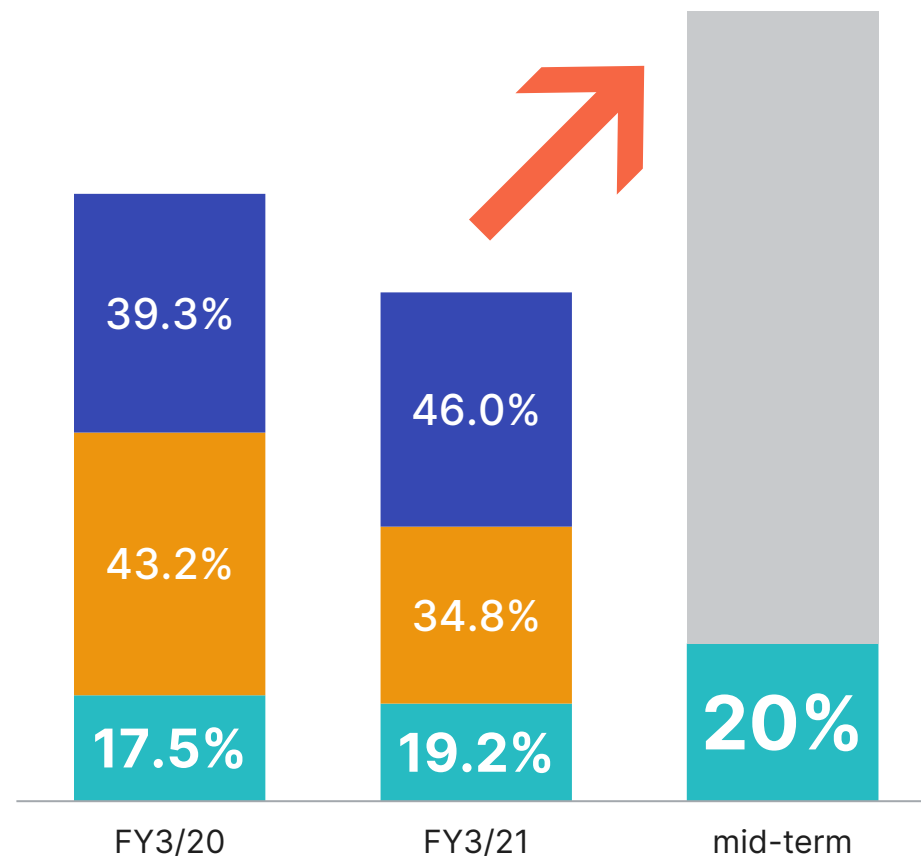
Continue to make site improvements and enhance content to provide meaningful information to users, so they can feel more satisfied with their purchases.


Tabelog

Remain the first choice for users when searching for restaurant and making reservations, while providing a broad range of new services based on the concept of connecting users with restaurants.

New Media and Solutions/Finance

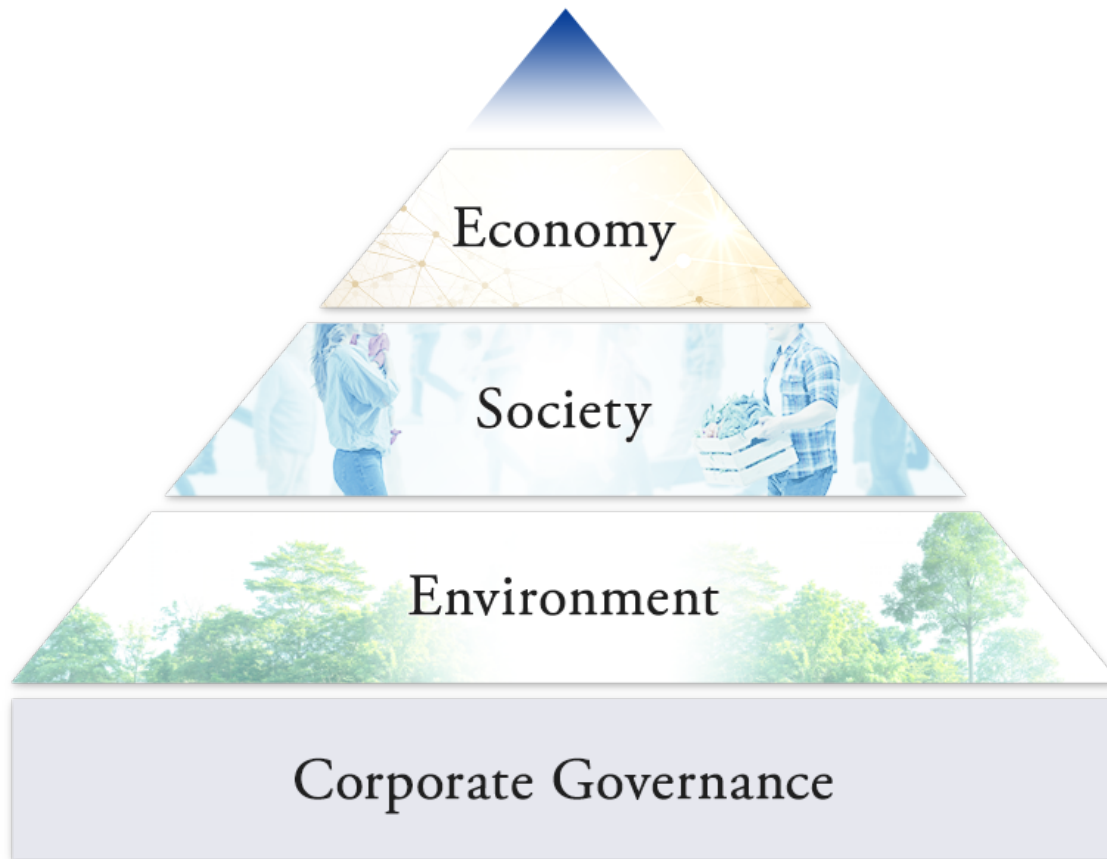
Expand the number of users by enriching the content of existing businesses and proactively invest to match the stage of growth



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As a company that strives to be a part of people's lives, we will address economic, social, and environmental issues through our corporate activities.

LIFE with - To become a part of people's daily lives -



Our main initiatives

Economy: Development of the Internet Industry

- Provide safe and secure services
- Support development of new technologies
- Engineer training

Society: Creating a vibrant society

- Human resource development and improving work environment
- Support development of sports culture
- Support disaster relief efforts
- Provide information that can help people enrich their lives

Environment: Protecting our planet's environment

- Coordinate with environmental conservation groups
- Provide information on environmental conservation
- Reduce environmental impact of offices

Details of our initiatives in each area

Economy

Provide safe and secure services

- Greater data security
- Measures to protect personal data

Engineer training

- Train engineers using original curriculum
- In-house study group sessions on various topics

Support development of new technologies

- Sponsor industry conferences
- Join security related industry bodies

Society

Human resource development and improved work environment

- Support work-life balance
- Provide environment to promote flexible working styles
- Support career development to accelerate personal growth

Support disaster relief efforts

- Donations to disaster relief efforts

Support development of sports culture

- Support development of music culture
- Support popularization of e-sports

Provide information that can help people enrich their lives

- Local information (disaster prevention, education, etc.)
- Sightseeing information

Environment

Coordinate with environmental conservation groups

- Support NPOs focusing on biodiversity and environmental conservation
- Installing vending machines which make donations to forestation programs, with each purchase

Reduce environmental impact of offices

- Promote recycling
- Procure office supplies compliant with Japan's Act on Promoting Green Procurement

Provide information on environmental conservation

- Information on products that have acquired ecolabels
- Information on saving energy and renewable energy
- Information on second-hand products (home appliances, smartphones, cars)

Provide information on products with eco-labels

- Eco-labels are now displayed on the product information pages in the home appliances and PC categories. Users can search for products that have acquired such labels.

If a product is certified with the EcoMark or the Energy Saving Label (Green), it will be shown on the product information page. Both labels have been added as options for search filters.



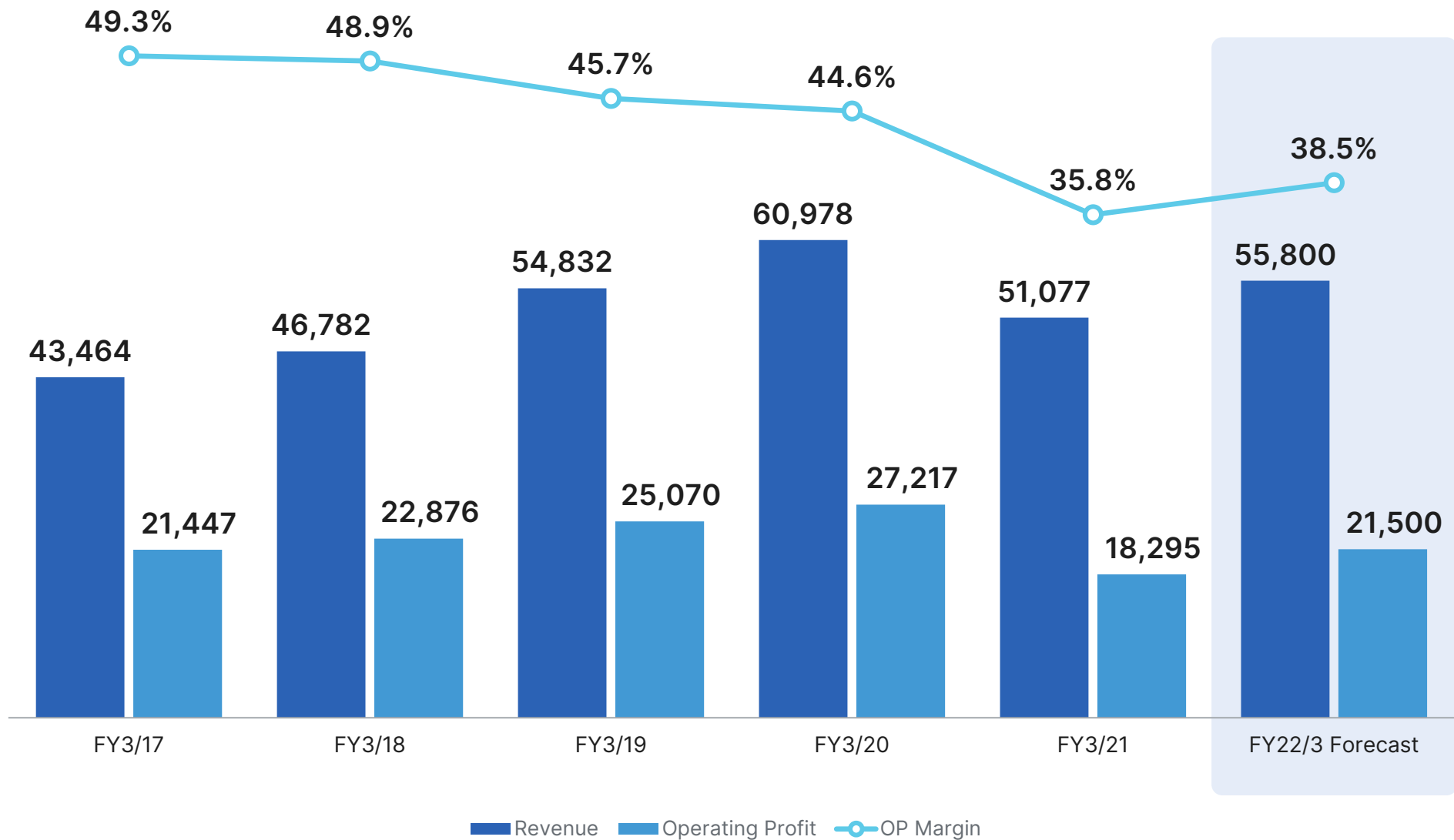
- Content explaining eco-sustainable topics

Easy-to-understand explanation on the background behind the growing interest in eco-sustainability and key points to consider when shopping for such products. This includes explanations about what is assessed under each eco-label.



Forecast of Consolidated Financial Results for the Fiscal Year Ending March 31, 2022

(Unit: million yen)



Management Index

Targeting 40% ROE

Approach to profit growth

Achieve stable profit growth through business expansion and optimal resource allocation.

Approach to allocation of management resources

Growth investment

- Investment in human resources to expand existing businesses and create new businesses
- Investment in research and development related to advanced technologies and their application to businesses
- M&A and investment for the purpose of expanding business portfolio and accelerating growth

Shareholder returns

- Retain necessary funds on hand for the operation of existing businesses and investments for growth, and return excess retained earnings to shareholders
- Continuously pay dividends (twice a year) and buy back shares (flexibly)

	FY3/18	FY3/19	FY3/20	FY3/21
Capital-to-Asset ratio *1	78.5%	79.1%	67.8%	66.1%
ROE *2	45.7%	45.1%	44.0%	26.2%
Dividend per share (yen)	32	36	40	40
Total dividend (billion yen)	68	75	83	82
Payout ratio	43.3%	45.2%	45.3%	70.0%
Acquisition cost of treasury stock (billion yen)	108	30	80	0
Total return ratio *3	112.2%	63.1%	88.8%	70.0%

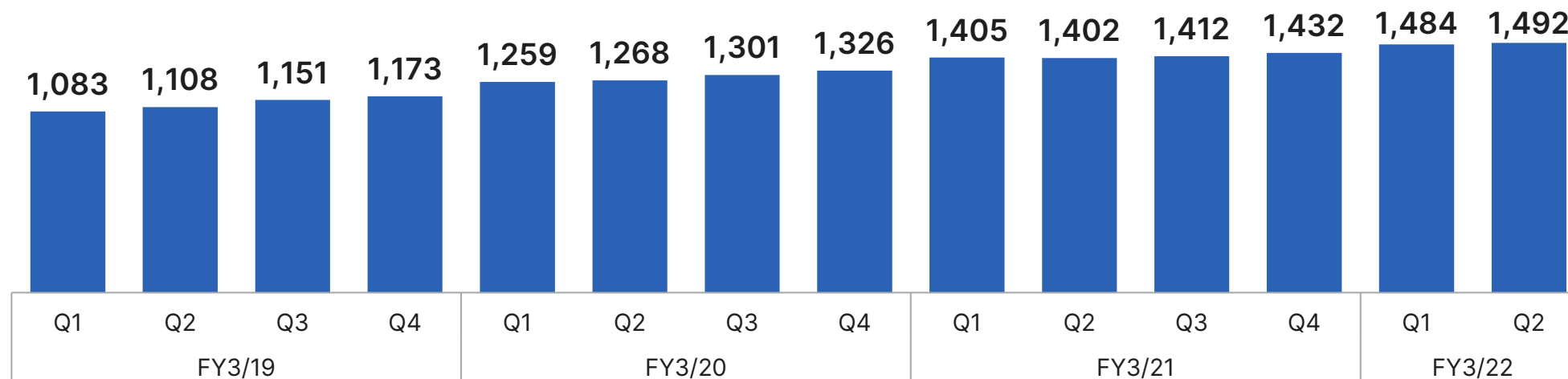
Note: *1 Capital-to-Asset Ratio = Equity attributable to owners of the parent company ÷ total assets × 100

*2 ROE = Profit attributable to owners of the parent company ÷ (Total net assets – Stock options – Non controlling assets) × 100

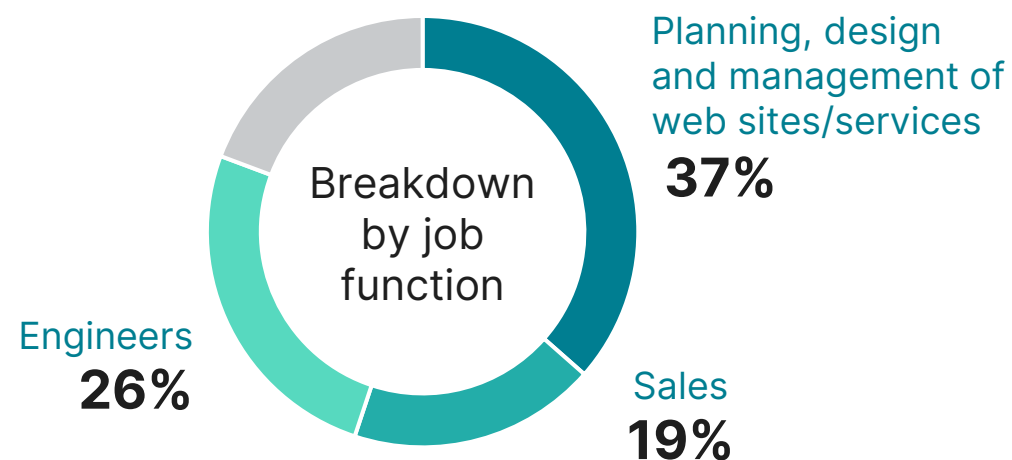
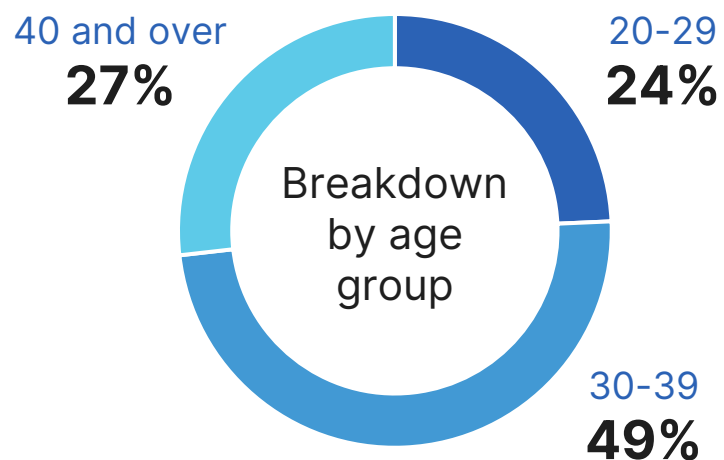
*3 Total Return Ratio = (Total dividend + Acquisition cost of treasury stock) ÷ Profit attributable to owners of the parent company × 100

Acquisition cost of treasury cost does not include fees or other expenses paid to the Tender Order Agent.

Number of directly employed employees (on a consolidated basis, including temporary employees)



Breakdown by age group and job function (employees of Kakaku.com, Inc. as of September 2021)

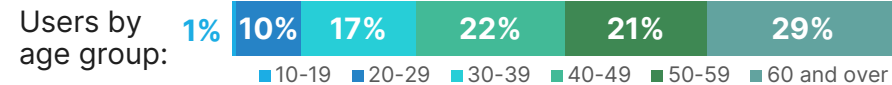


Internet Media	Kakaku.com	Shopping Commission income based on clicks and sales performance <hr/> Clients: EC Malls and Shops, Electronics Retail Stores, etc.	Service Commission based on the number of contracts for personal finance and telecommunications etc. <hr/> Clients: Service Providers, etc.	Advertising Advertising revenue from banner and text ads, content and search-based advertising. <hr/> Clients: Consumer Electronics Manufacturers, etc.
	Tabelog	Restaurant Promotion Commission from sales promotion services (fixed monthly fee) and online reservation (performance-based fee) <hr/> Clients: Restaurants	Premium Memberships User fees for access to premium content. <hr/> Clients: Users	Advertising Advertising revenue from banner and text ads, content and search-based advertising. <hr/> Clients: Beverage companies, local governments, etc.
Finance	New Media and Solutions/ Finance	New Media and Solutions Revenue generated by sites and service, such as Kyujin-box, Sumaity, Kinarino, Bus Hikaku Navi operated by LCL, Inc or the dynamic package reservation system developed by Time Design Co., Ltd.		
		Finance Commission from general insurance business for life insurances and non-life insurance, etc. operated by Kakaku.com Insurance, Inc.		

価格.com

Purchasing support site

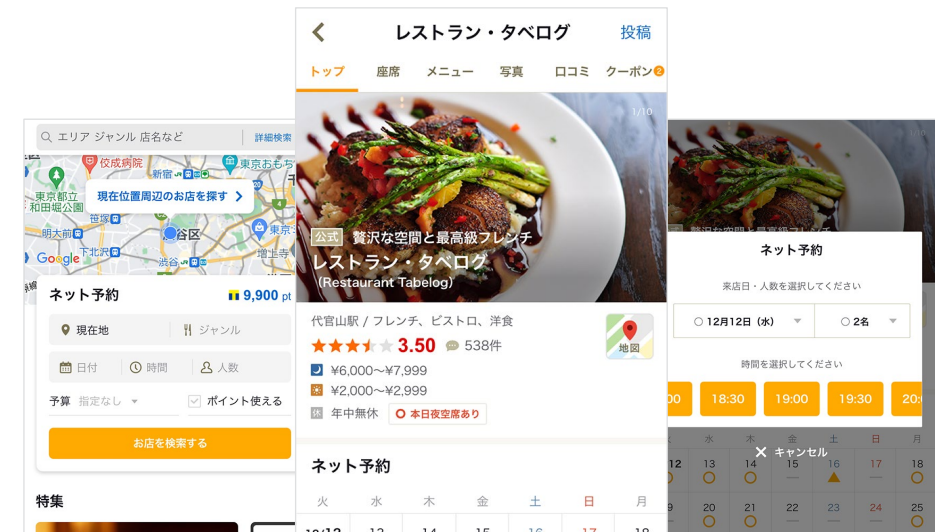
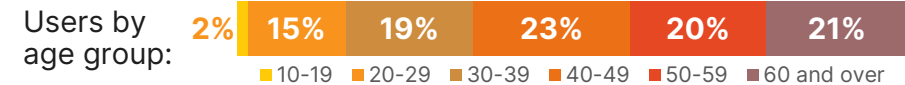
Monthly users: 63.14 million



食べログ

Restaurant discovery and reservation site

Monthly users: 99.85 million



Note: Users by age group for Kakaku.com and Tabelog are as of August 2012.

求人ボックス

Comprehensive search site for job seekers



スマイティ

Real estate housing information site



kakaku.com insurance

Consulting service for insurance selection



キナリノ

Lifestyle media for women



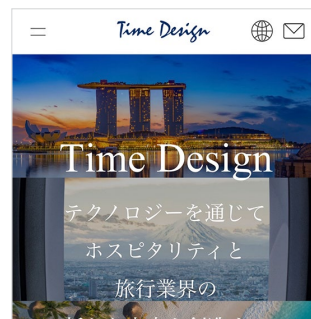
バス比較なび

Comparison site for highway busses and bus tours



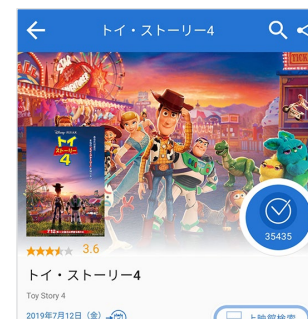
Time Design

Dynamic package reservation platform



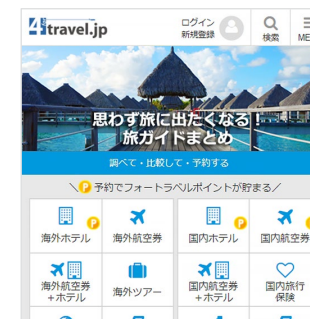
映画.com

Comprehensive movie information site



4for travel.jp

Travel review and comparison site





Online site for car lovers



Online photo sharing community



Online town guide



Web magazine for men's fashion



Anime and Akihabara culture information media



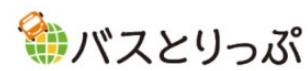
FX and Exchange rate related information site



Cryptocurrency and Blockchain related information site



Comparison site for low-cost bus, airline and bullet train tickets



Online media for information on bus trips, travel and sightseeing



Online travel information media



General information site for Anime



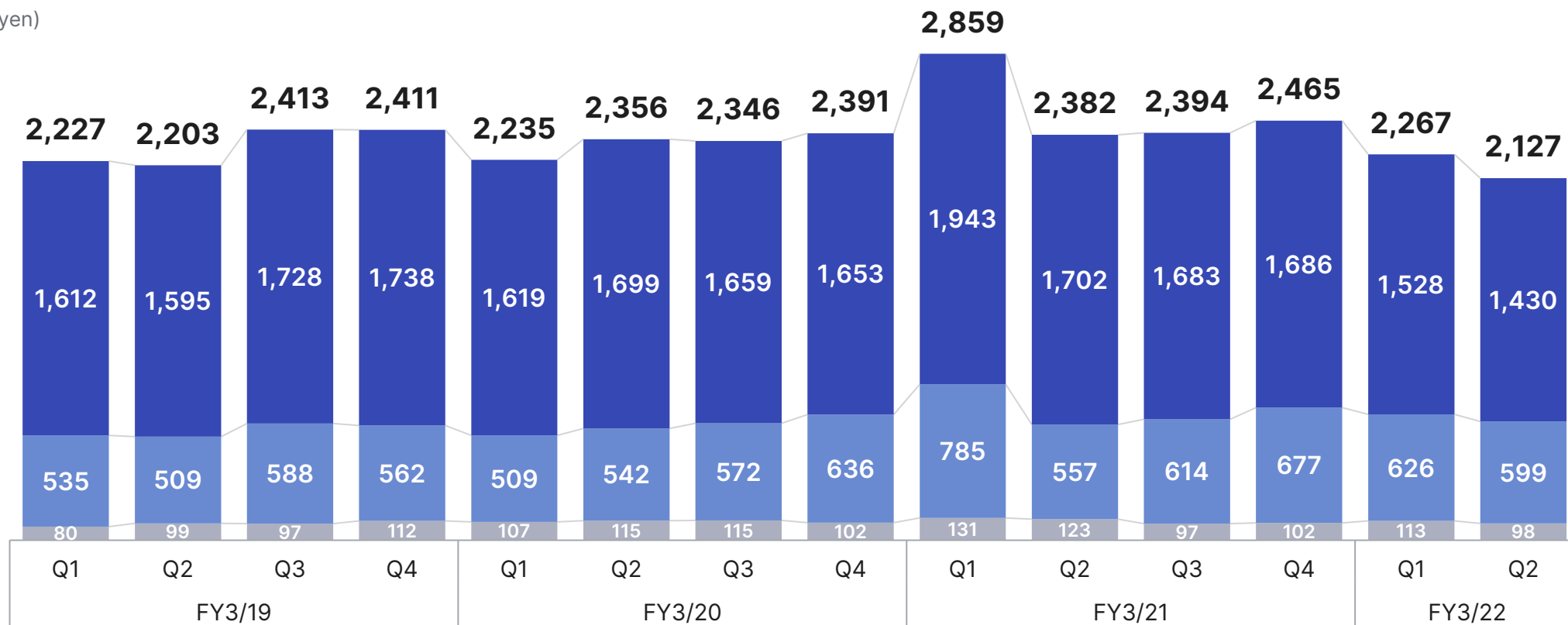
Horror movie streaming service



Digital promotion agency, focusing on promotion of movies

Kakaku.com: Breakdown of Shopping revenue

(Unit: million yen)

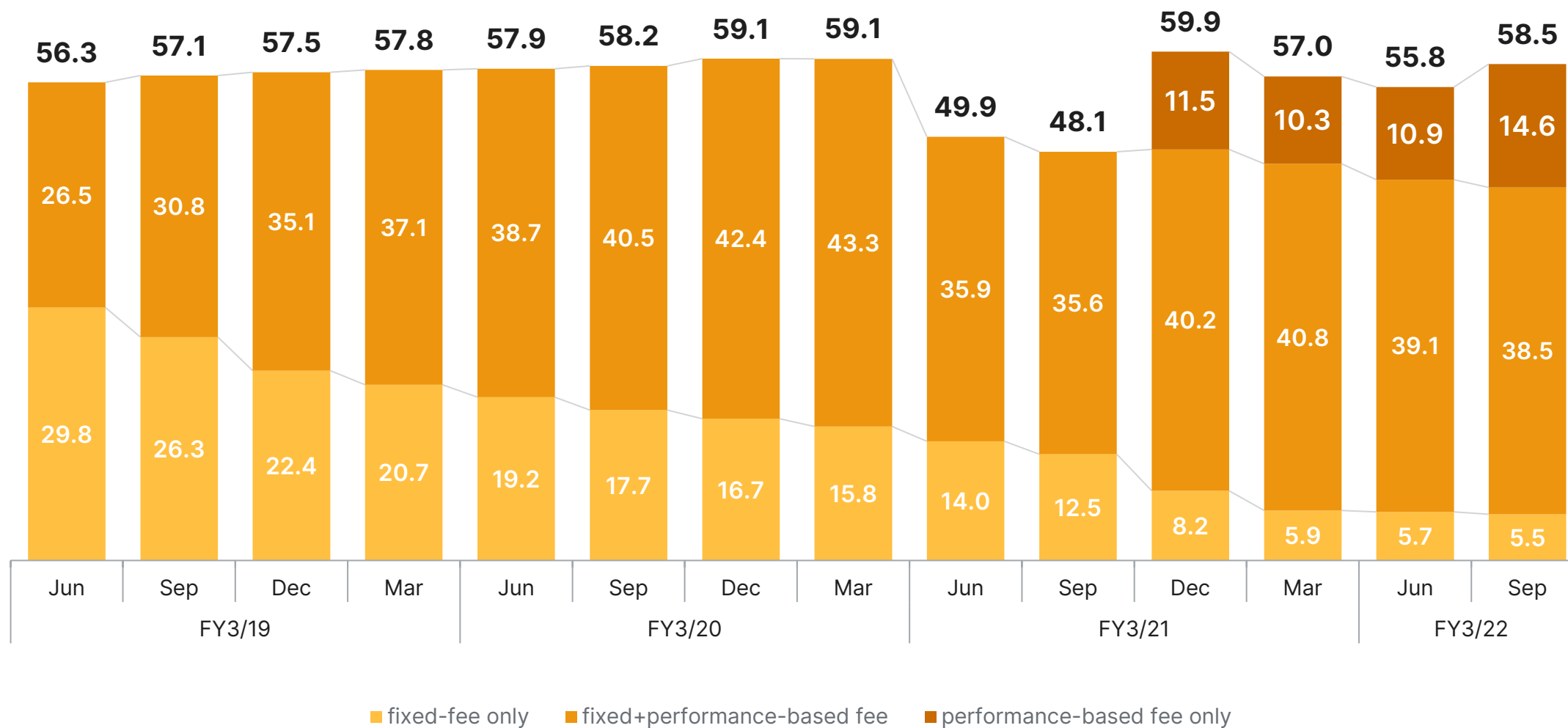


Sales ratio

Durables	72.4%	72.4%	71.6%	72.1%	72.4%	72.1%	70.7%	69.1%	68.0%	71.5%	70.3%	68.4%	67.4%	67.2%
Consumables	24.0%	23.1%	24.4%	23.3%	22.8%	23.0%	24.4%	26.6%	27.5%	23.4%	25.6%	27.5%	27.6%	28.2%
Other	3.6%	4.5%	4.0%	4.7%	4.8%	4.9%	4.9%	4.3%	4.6%	5.2%	4.0%	4.1%	5.0%	4.6%

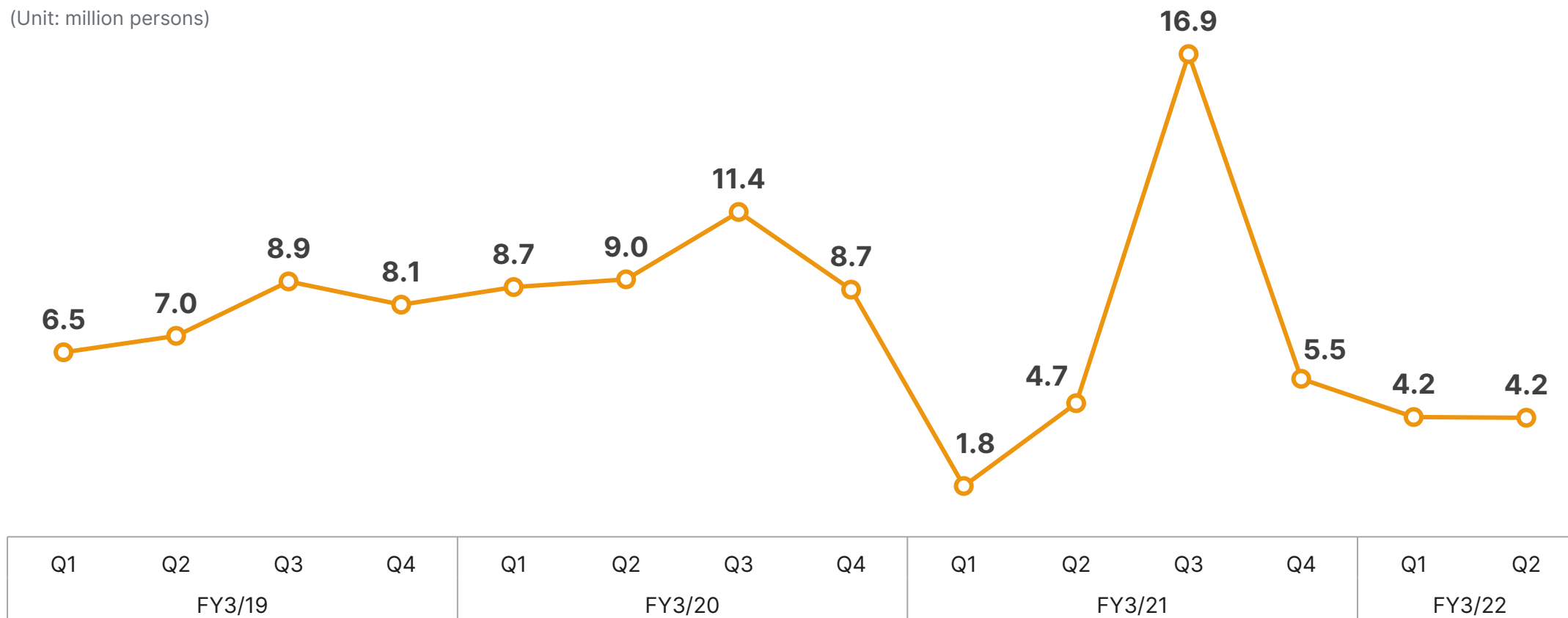
Tabelog: Number of fee-paying restaurants

(Unit: thousand restaurants)



Tabelog: Number of online reservations (Quarterly Total)

(Unit: million persons)



Company Name	Kakaku.com, Inc.	
Address	3-5-7 Ebisu Minami, Shibuya-ku, Tokyo 150-0022	
Founded	December 1997	
URL	https://corporate.kakaku.com/	
Share Listing	The First Section of Tokyo Stock Exchange	
Securities Code	2371	
Related Companies	Kakaku.com Insurance, Inc.	https://kakakucom-insurance.co.jp/
	eiga.com, Inc.	https://eiga.com/
	Time Design Co., Ltd.	https://www.timedesign.co.jp/
	webCG, Inc.	https://www.webcg.net/
	LCL, Inc.	https://www.lclco.com/
	gaie, Inc.	https://gaie.jp/
	Catapult Ventures Pte. Ltd.	https://www.moneysmart.sg/
	LoveBonitoHoldings Pte. Ltd.	https://www.lovebonito.com/
	TabSquarePte. Ltd.	https://www.tabsquare.ai/

Note: Information and projections of future performance contained in this document include the Company's judgments premised on information available at the time of preparation and assumptions concerning uncertainties. They may differ from actual business performance and results due to a variety of factors.