



Third Quarter for FY2021 Financial Result

KOKOPELLI Inc. (stock code: 4167)

February 14, 2022



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01.

FISCAL YEAR 2021 Quarterly Financial Results

FY2021 Financial Highlights / FY2021 3Q Profit and Loss Statement

Net Sales Trend / Net Sales Trend of “Big Advance” / Trends in Operating Income and Loss

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Net Sales

1,227 million yen
(YoY+76.1%)

Operating Income

326 million yen
(YoY+118.6%)

Achievements of “Big Advance”

Number of financial
institutions that have
introduced “Big Advance”

82 institutions

Number of customer companies

67,550 companies

Average churn rate

1.59 % (※1)

(※1) Churn rate: (the number of withdrawing companies during a month) / (the number of using and paying companies as of the end of the previous month. 12-month average from January 2021 to December 2021)

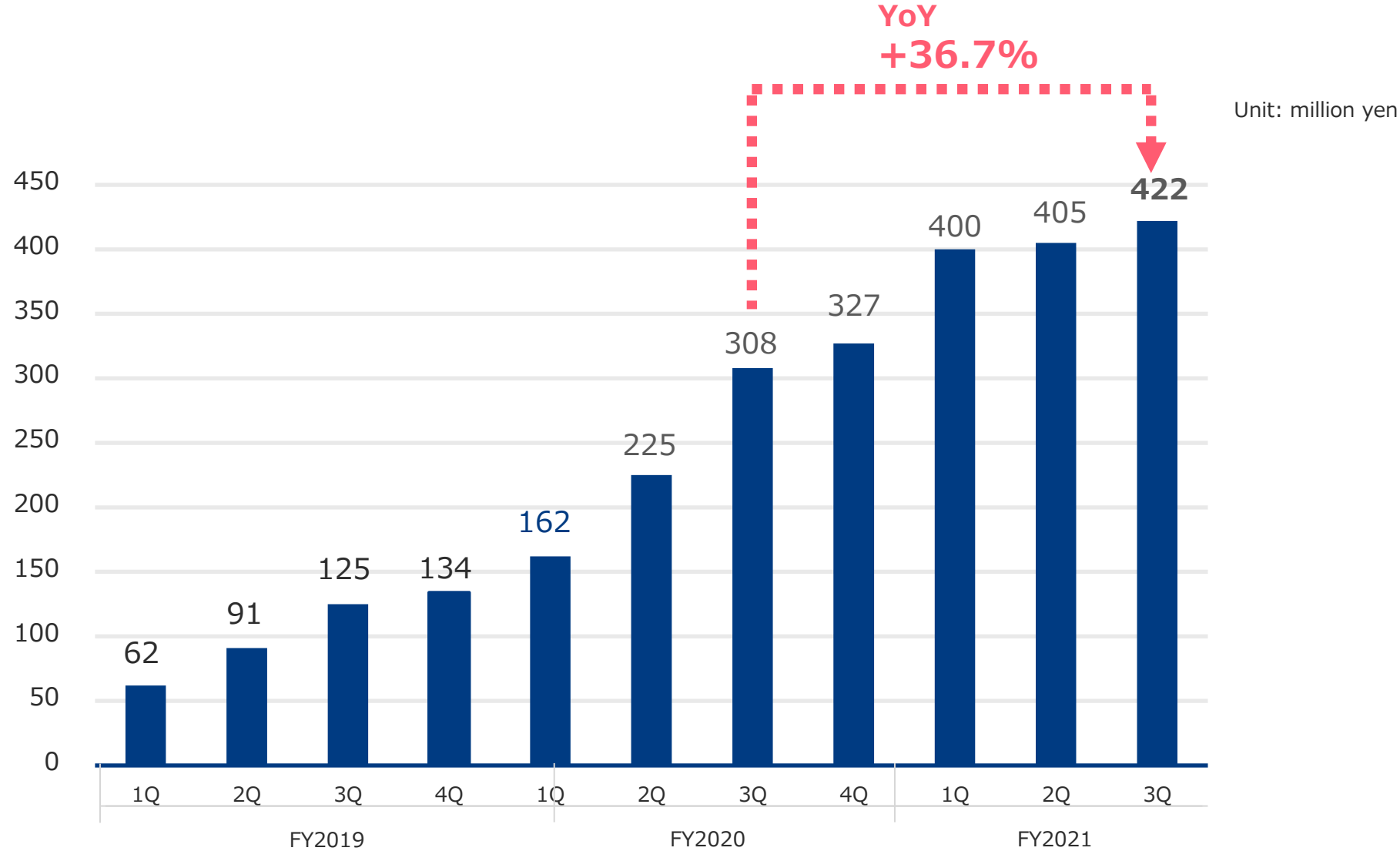
FY2021 3Q Profit and Loss Statement

- Sales increased on the back of more financials and customers installing Big Advance.
- Operating income increased with more sales.
- Of the IT support services, outsourcing business of back-office operations for SMEs was sold off, posting an extraordinary profit of 36 million yen.

Unit: million yen

	FY2020 3Q	FY2021 3Q	Variance	YoY
Net Sales	696	1,227	530	+76.1%
Gross Profit	416	792	375	+90.2%
Gross Margin	59.8%	64.6%	—	+4.8P
Operating Income	149	326	177	+118.6%
Operating Income	21.4%	26.6%	—	+5.2P
Ordinary Income	139	324	185	+133.6%
Extraordinary Profit	-	36	36	-
Net Income	118	265	145	+123.6%

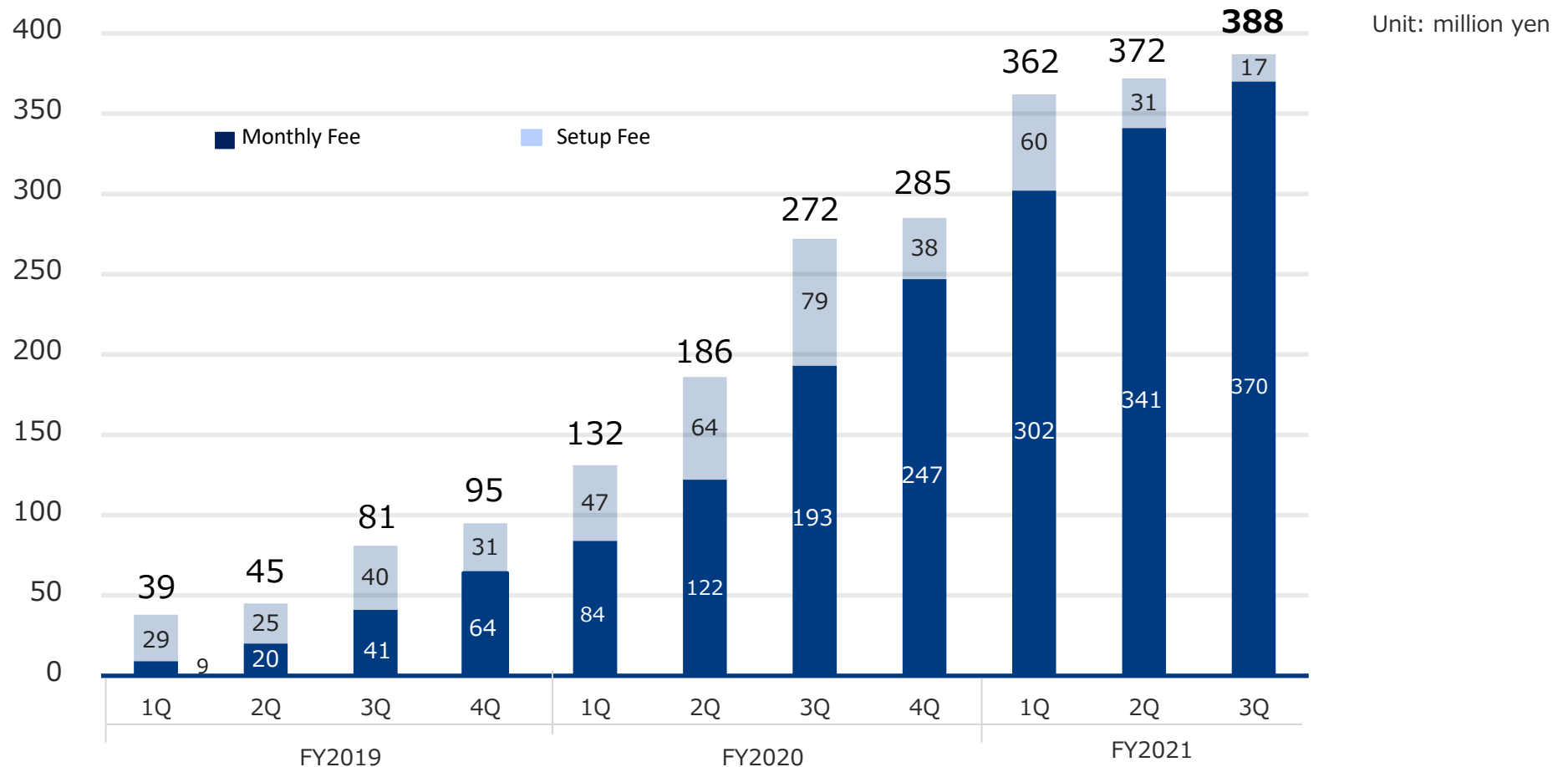
Steady increase in the number of financial institutions and customer companies that have introduced "Big Advance"
Net Sales grows significantly to 422 million yen, up 113 million yen vs. FY2020 3Q



Net Sales Trend of “Big Advance”

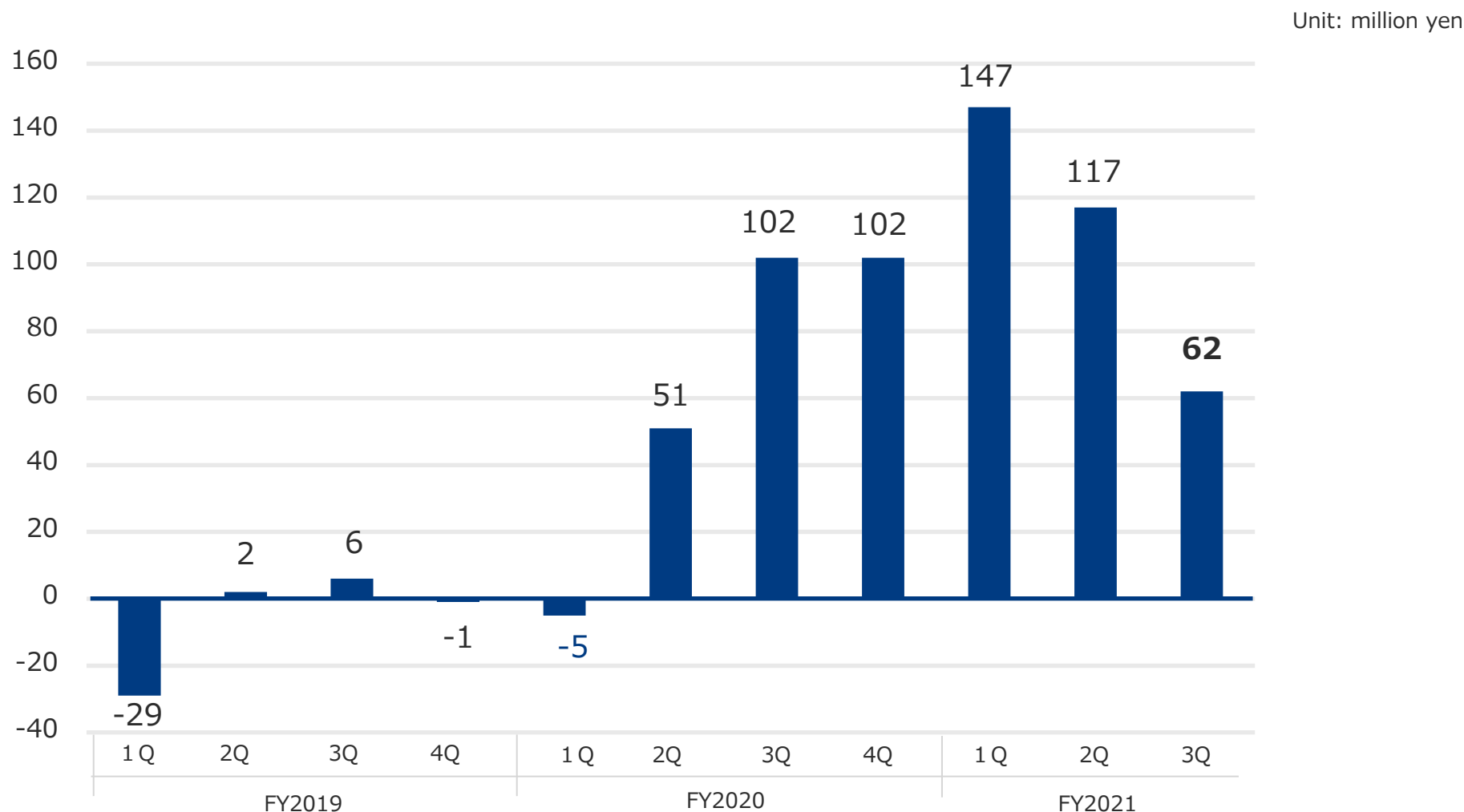
The total amount of monthly fees, which is our continuous sales, increased due to increase in the numbers of financial institutions that introduced “Big Advance” and our member companies

In FY2021 3Q, setup fee for Big Advance dropped, but monthly fee rose, leading to sustained growth in quarterly sales



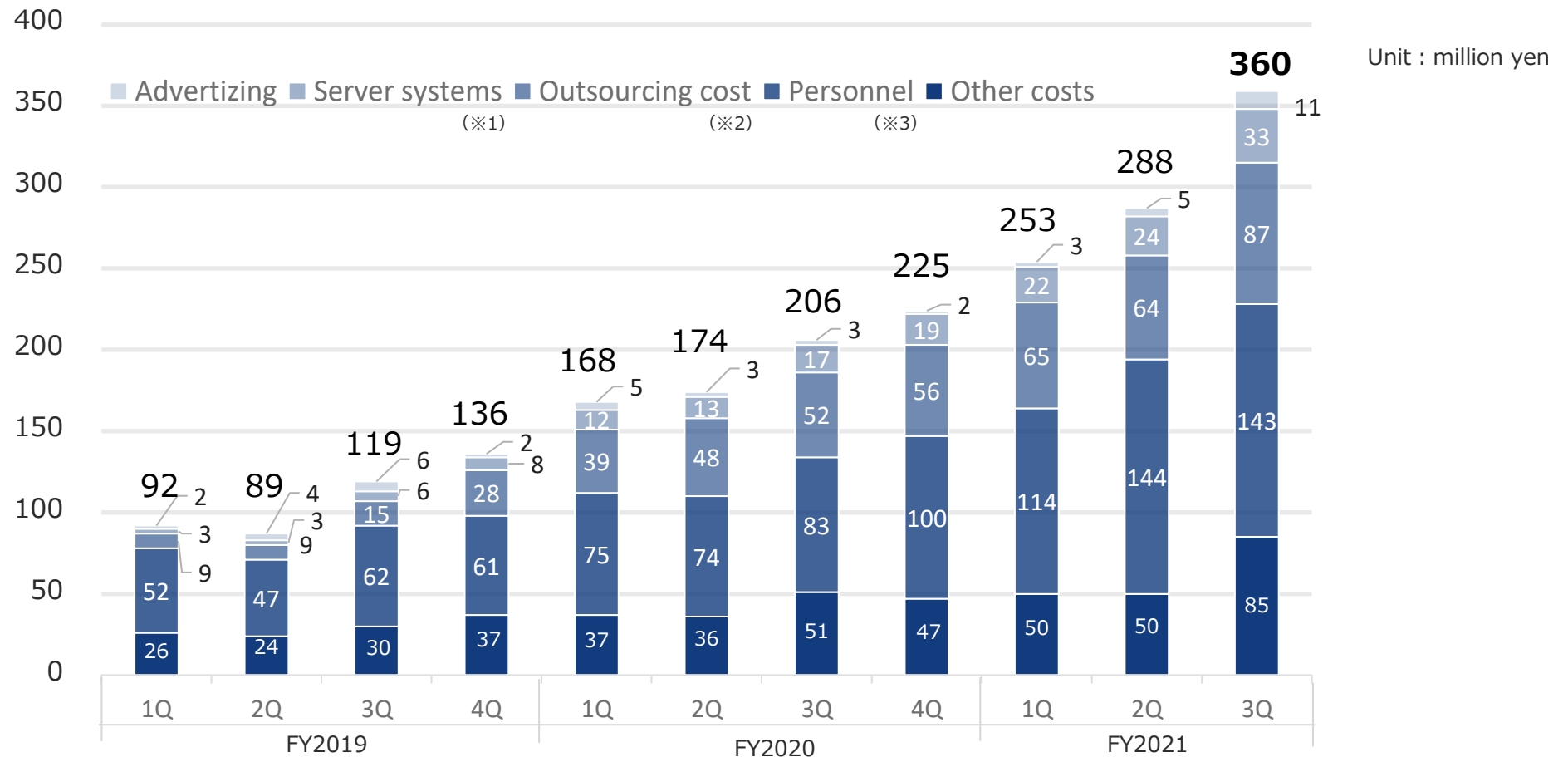
Trends in Operating Income and Loss

Outsourced development cost for new functions in Big Advance, rental fees for planned office move in February, higher cost of wear and tear for fixed assets due to shorter depreciation period at the current office, resulted in less operating profit than 2Q at 62 million yen



Trends in quarterly cost structure

“Other costs” increased on the back of outsourced development cost for new functions in Big Advance, rental fees for planned office move in February and higher cost of wear and tear for fixed assets due to shorter depreciation period at the current office.



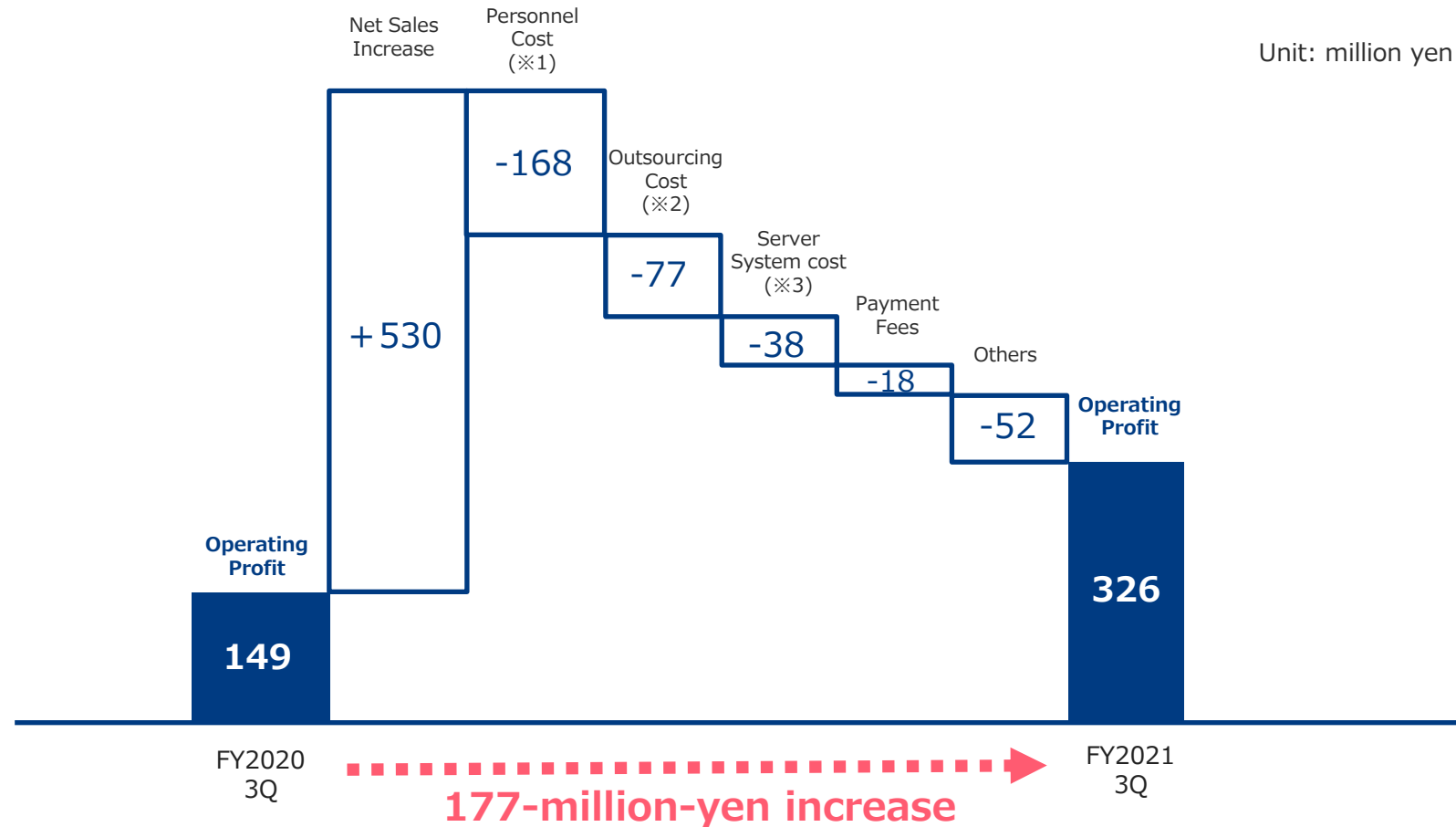
(※1) AWS, web system usage fees. Total cost of sales and selling, general and administrative expenses

(※2) Development costs etc., that outsourced to external engineers. Cost of sales.

(※3) Salary for engineers, sales, CS and corporate staff, executive pay, social welfare and hiring cost. Total of CoGS and SGA.

FY2021 Factors causing differences in operating income/Loss

Higher sales exceeded higher costs for personnel, outsourcing and server system, resulting in higher operating profit.



(※1) Salary for engineers, sales, CS and corporate staff, executive pay, social welfare and hiring cost. Total of CoGS and SGA.

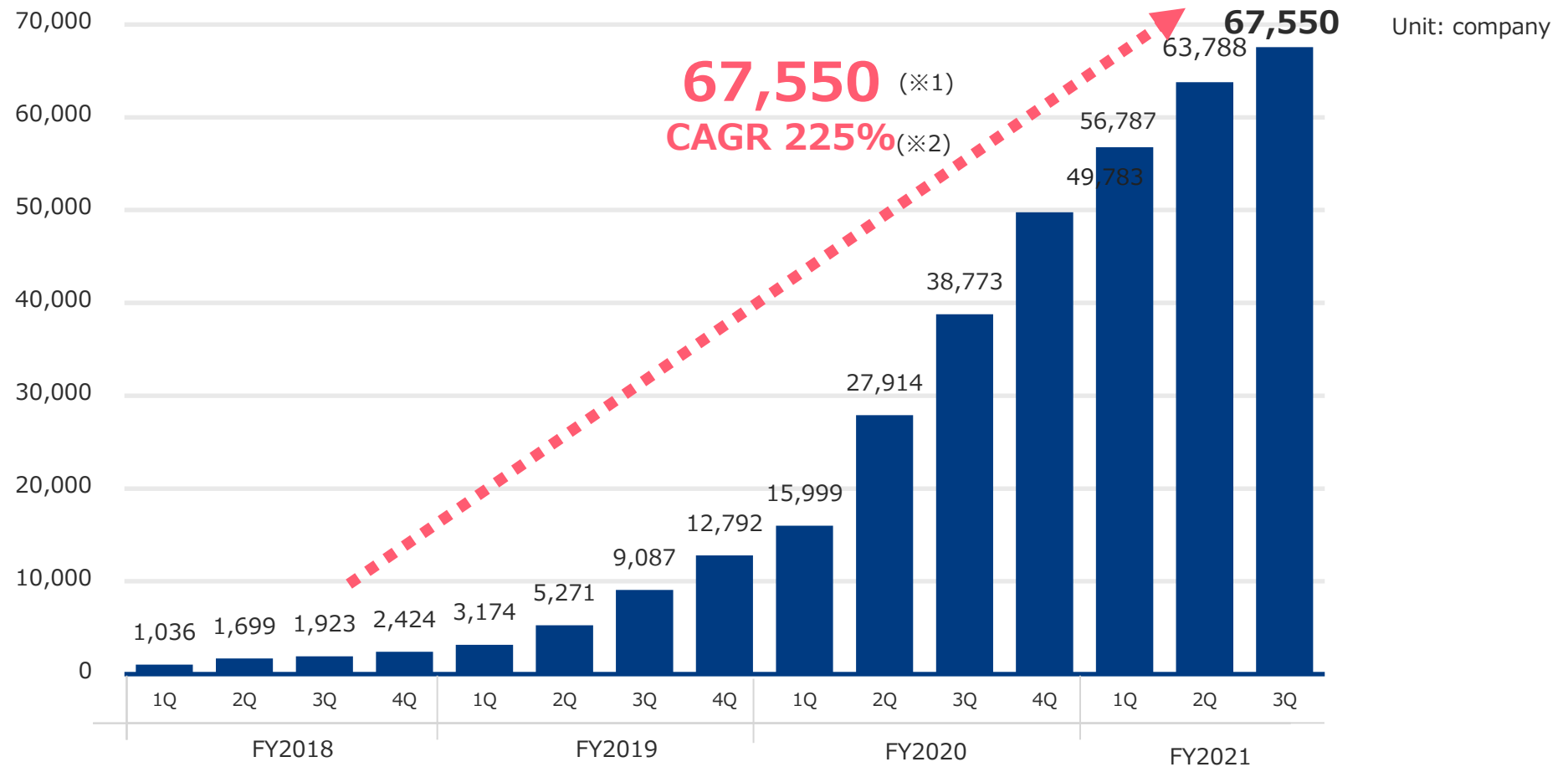
(※2) Development costs etc., that outsourced to external engineers. Cost of sales.

(※3) AWS, web system usage fees. Total cost of sales and selling, general and administrative expenses

Quarterly Trend in Customer Company Numbers

Client companies rose to 67,550, +3,762 compared to 2Q

Although CAGR is still high, 3Q growth rate slowed due to more efforts being poured into combating corona instead of grabbing more clients. To make up for this, more online seminars and training, development of onboarding functions and distribution of pamphlets are being carried out.

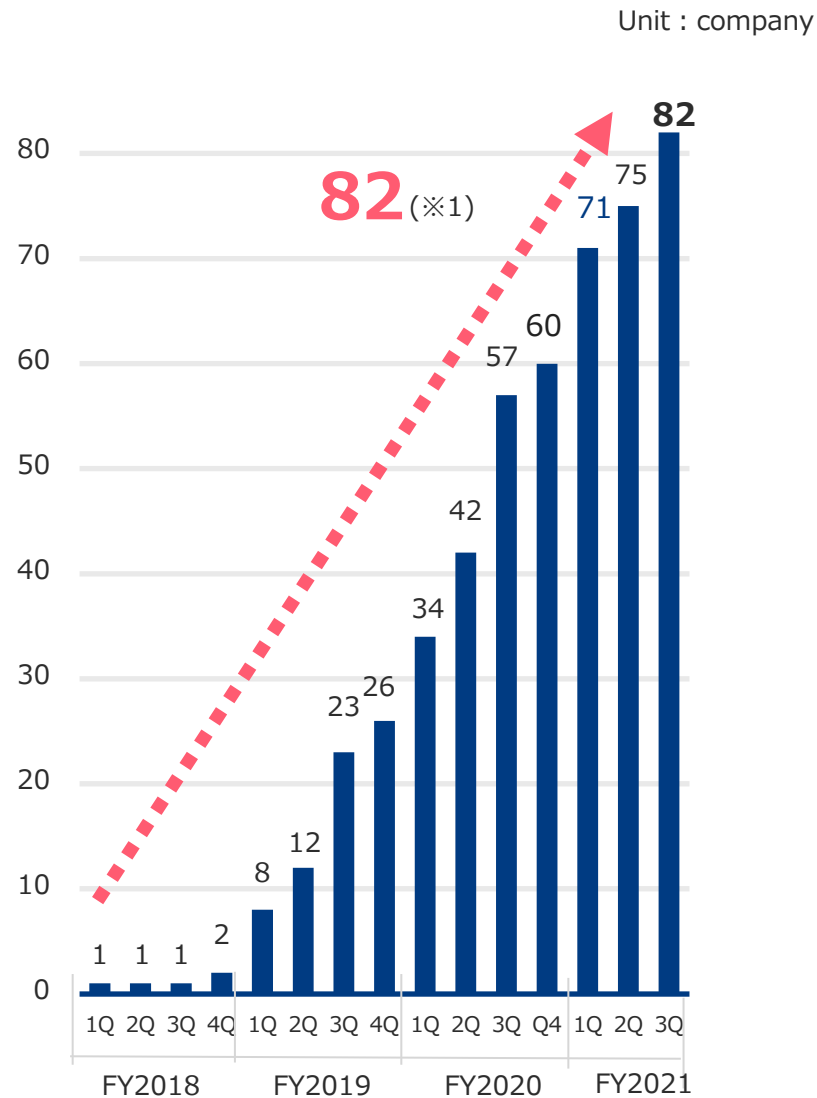


(※1) As of the end of December 2021

(※2) CAGR : Compound Annual Growth Rate from December 2018 to December 2021

Trend in Member Financial Institutions Numbers

Member Financial Institutions have significantly increased from the previous by 75 to 82.



(※1) As of the end of December 2021

Hokkaido / Tohoku Region

Aomori Bank / Asahikawa Credit Union / Iwate Bank / Kita-Nippon Bank / 77 Bank / Shonai Bank / Sendai Bank / Daichi Mirai Credit Union / Toho Bank / North Pacific Bank

Hokuriku Region

Kanazawa Credit Union / Sanjo Credit Union / Toyama Credit Association / Fukui Bank / Fukui Credit Union / Fukuho Bank / Hokuriku Bank

Kanto / Koshinetsu Region

Alupuschoo Credit Union / Ashikaga Bank / Asuka Credit Association / Kawasaki Credit Union / Kofu Credit Union / Seibu Credit Union / Shinonome Credit Union / Joyo Bank / Suwa Credit Union / Daiko Bank / Chiba Bank / Chiba Kogyo Bank / Chiba Credit Union / Tokyo Star Bank / Tokyo Higashi Credit Union / Towa Bank / Tochigi Bank / Nagano Bank / Hanno Credit Union / Higashi Nihon Bank / Hiratsuka Credit Union / Mito Credit Union / Yokohama Bank / Yokohama Credit Union

Tokai Region

Gifu Credit Union / Kuwana Mie Credit Union / Seishin Credit Union / Takayama Credit Union / Chukyo Bank / Tono Credit Union / Toyokawa Credit Union / Nagoya Bank / Hekikai Credit Union / Mishima Credit Union

Kansai Region

Ikeda Senshu Bank / Kinokuni Credit Union / Kiyo Bank / Kyoto Bank / Shiga Bank / Shiga Chuo Credit Union / Tajima Bank / Tajima Credit Union / Himeji Credit Union / Minato Bank

Chugoku / Shikoku Region

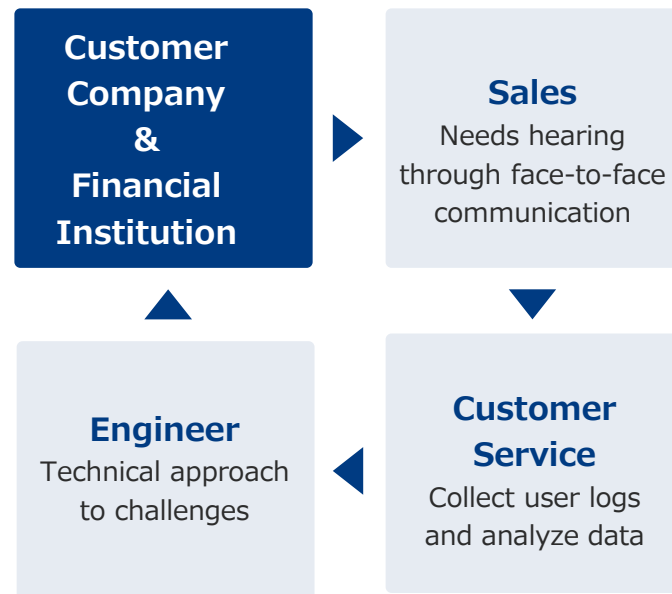
Iyo Bank / Ehime Bank / Kure Credit Union / Kochi Bank / Sanin Godo Bank / Shikoku Bank / Tamashima Credit Union / Tomato Bank

Kyushu / Okinawa Region

Okinawa Bank / Okinawa Kaiho Bank / Kagoshima Sougo Credit Union / Koza Credit Union / Saga Bank / Nishi Nihon City Bank / Higo Bank / Fukuoka Chuo Bank / Nagasaki Bank / Minami Nippon Bank / Miyazaki Bank

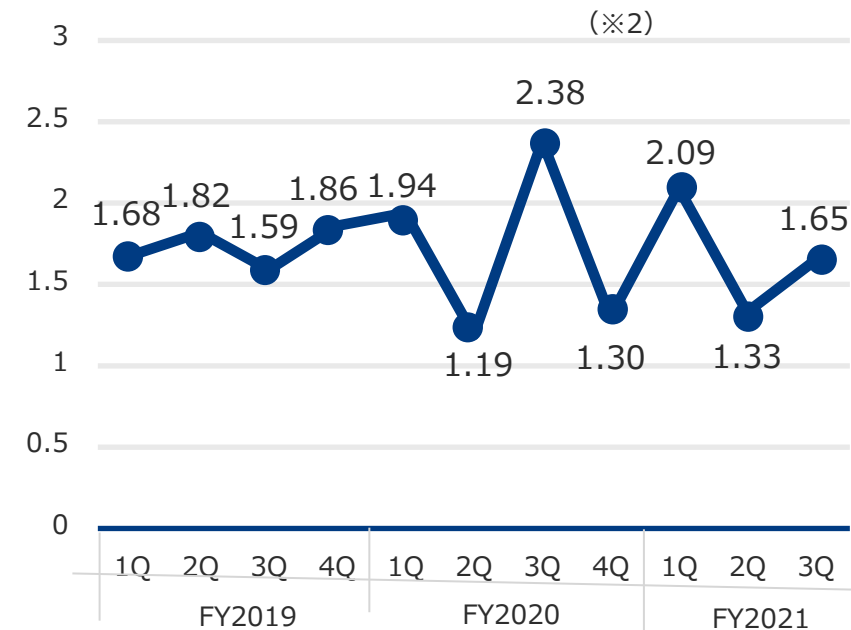
Quick services responding to customer needs increased satisfaction and usability for customers, keeping annual average churn rate below 2%

Function Improvement Cycle



Ave. Annual Churn Rate 1.59% (※1)

Ave. Quarterly Churn Rate



(※1) Churn rate: (the number of withdrawing companies during a month) / (the number of using and paying companies as of the end of the previous month).
12-month average from January 2021 to December 2021

(※2) This temporary increase was due to special factors at certain financial institutions in December 2020. Average churn rate for FY 2020 is 1.67% without the effect of this increase.

More collaboration with Junior Chamber International Japan (JCI-Japan) is intended to facilitate better management at SMEs.



- The Chamber's Kanto District Council is planning to propose Big Advance to 7,000 companies and promote DX in the Kanto region (Tochigi, Ibaraki, Gunma, Saitama, Tokyo, Yamanashi, and Kanagawa prefectures)
- With this collaboration, negotiations are planned with 1,000 or more companies between January 17, 2022 and December 31, 2022.
- Intending to promote open innovation, and collaboration with large corporations in the Kanto region and SMEs.

02.

Outlook for FY2021 and Growth strategy

FY2021 Outlook / Future Growth Strategies

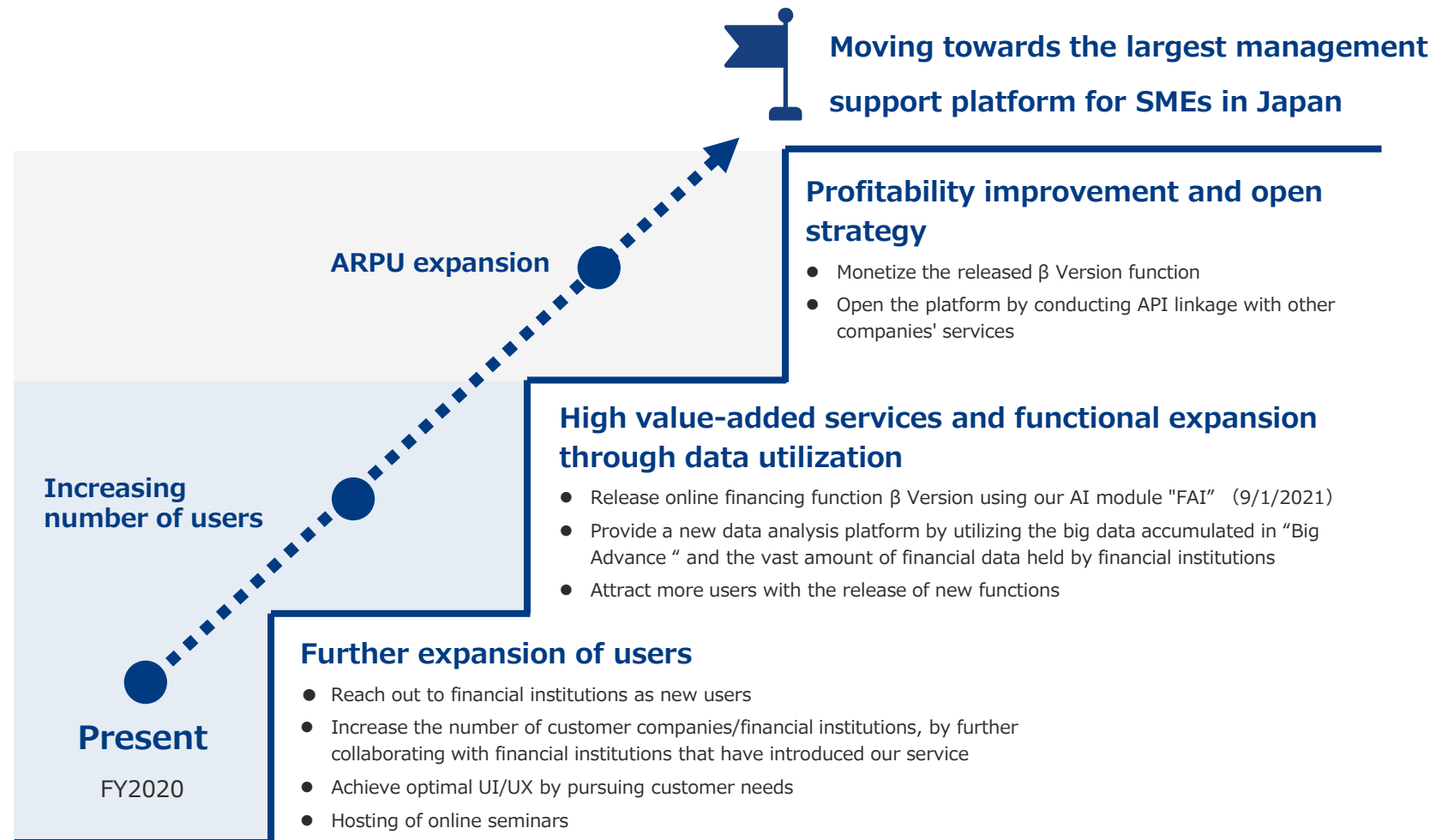
Growth strategy and progress / Growth expectations

4Q posted higher costs for personnel, hiring and outsourcing to develop new services and bolster sales, advertising to grab more clients, and office relocation to strengthen the organization, resulting in performance forecast made at the beginning to remain intact.

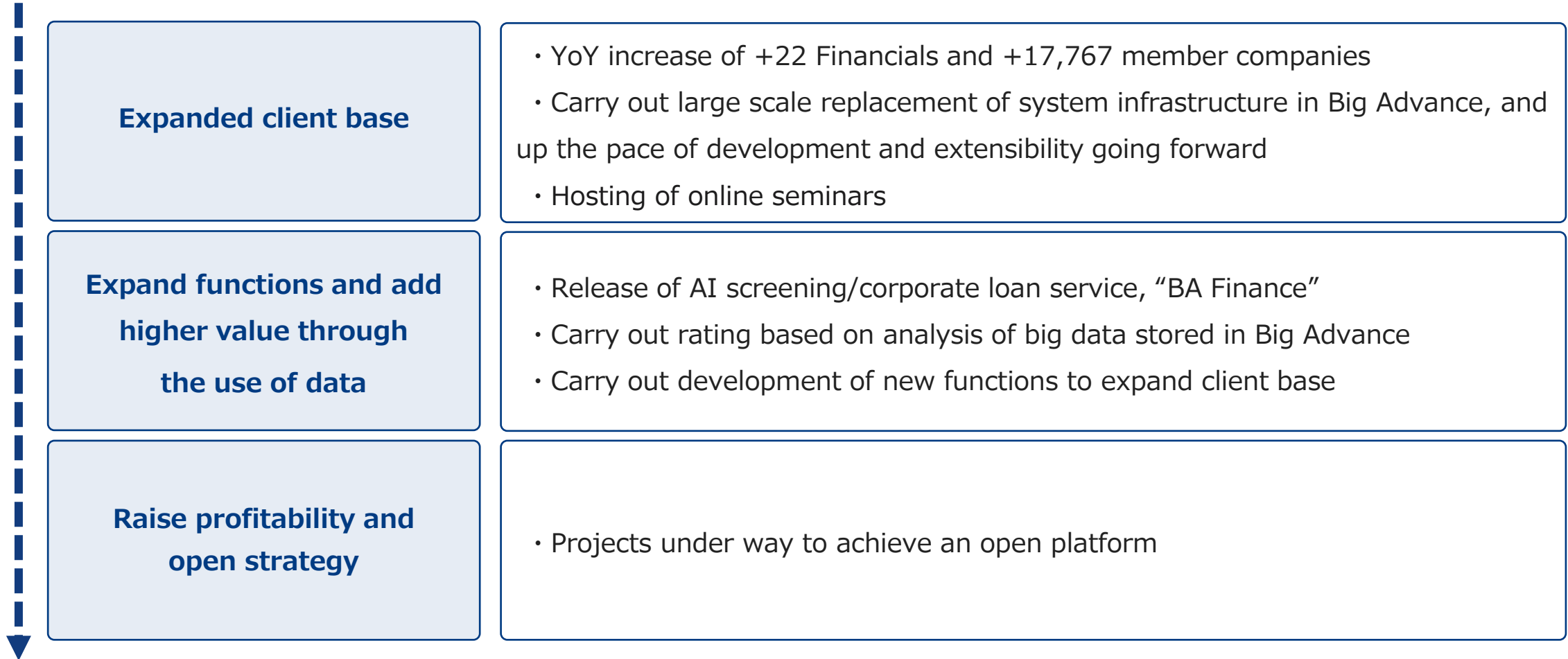
Unit: million yen

	FY2020 (Actual)	FY2021 (Outlook)	Amount of variance	Percentage of variance
Net Sales	1,024	1,800	776	+75.1%
Operating Income	251	360	109	+43.1%
Ordinary Income	239	360	121	+50.5%
Net Income	253	288	35	+13.4%

In the meantime, we will focus on increasing the number of financial institutions and customer companies adopting our services, while strengthening our service provision infrastructure for the ARPU expansion growth phase, in the future, aiming to become the largest management support platform in Japan.

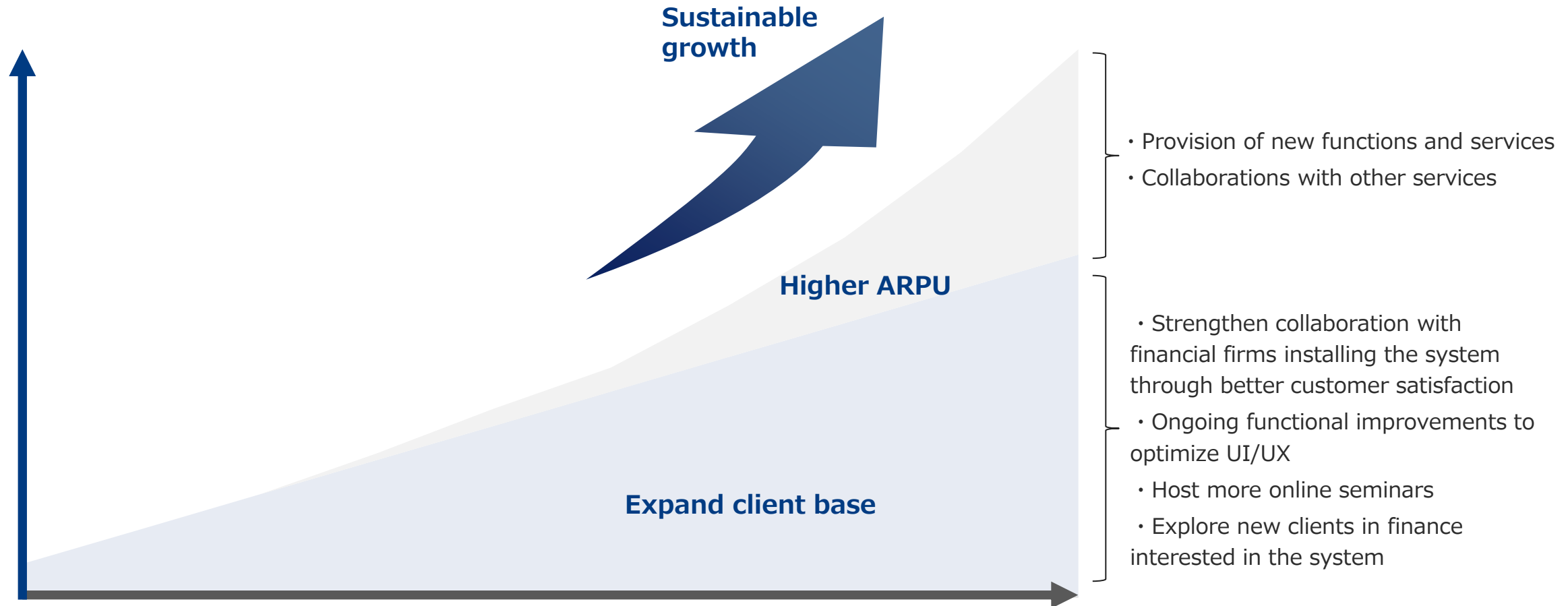


For mid to long term growth plans, 3 strategies are each under way



Growth expectations

Expecting sustainable growth based on an expanded client base and higher Average Revenue Per User (ARPU) through the provision of new functions, services and collaborations with other services.



03.

Our Business

Company Information / Management Philosophy / Sustainable Development Goals (SDGs)

Background: Current Status & Challenges for SMEs

Background: Current Status & Challenges for Regional Financial Institutions

Service Contents / Our Business (Big Advance) / Management solutions with “Big Advance”

How “Big Advance” Works / Effect of Introducing “Big Advance” / Support for DX by SMEs

DX demand at SMEs / Further Expansion of Users / High Value-Added Services through Data Use

AI (Artificial Intelligence) Module “FAI” / About this Material

Name: **KOKOPELLI Inc.**

Address: **Nibancho Onuma bldg. 4th floor, Nibancho 8-3,
Chiyoda-ku, Tokyo**

Est.: **June 2007**

Rep.: **Shigeru Kondo**

Capital: **805 million yen**
*As of December 31, 2021

Workers: **68 workers (permanent & part-time)**
*As of December 31, 2021

Business Platform

- Business:
- Development & operation of “Big Advance”, the platform for supporting SMEs’ management
 - Development, etc. of “FAI”, the AI module.



MISSION

To find the future in corporate value

VISION

Let's bring technology to SMEs

VALUES

Deep User In

Let's know users in and out
and go beyond their
expectation

Commit Myself

Let's do the best we
can now

Big & Speedy

Let's make a big
policy and do it
speedily

Team is Great

Let's achieve what one
cannot achieve alone.

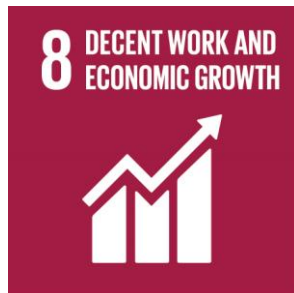
Sustainable Development Goals (SDGs)

Our mission is “Find the future in corporate value”. To realize our vision “Let's deliver technologies to SMEs”, we will sustainably improve corporate value and resolve social challenges through our services.

SDGs KOKOPELLI Inc. focuses on



KOKOPELLI Inc. supports Sustainable Development Goals (SDGs).



8.3
promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage formalization and growth of micro-, small- and medium-sized enterprises including through access to financial services



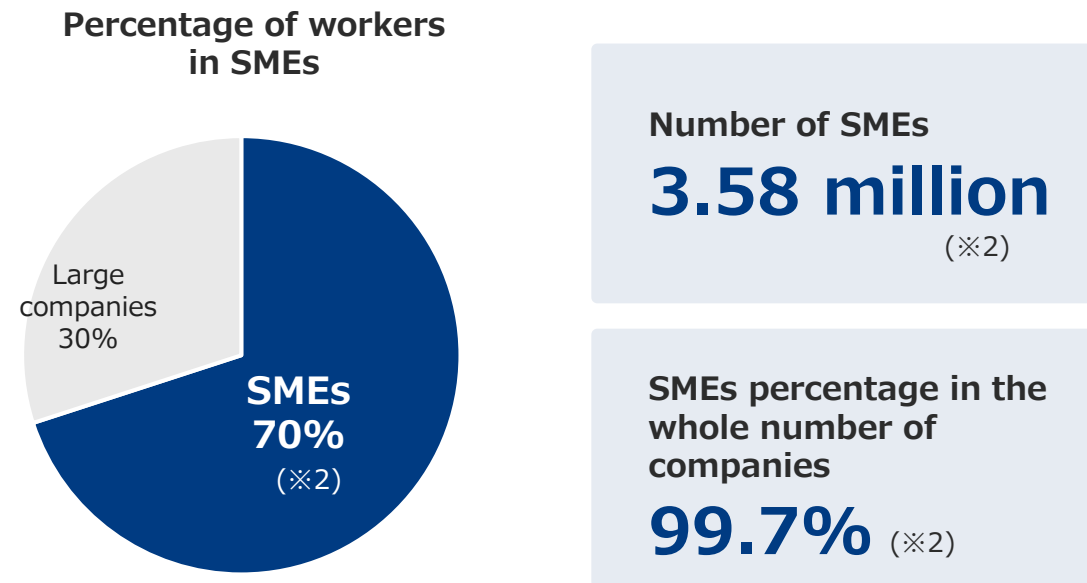
9.1
develop quality, reliable, sustainable and resilient infrastructure, including regional and trans- border infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all



17.17
encourage and promote effective public, public- private, and civil society partnerships, building on the experience and resourcing strategies of partnerships

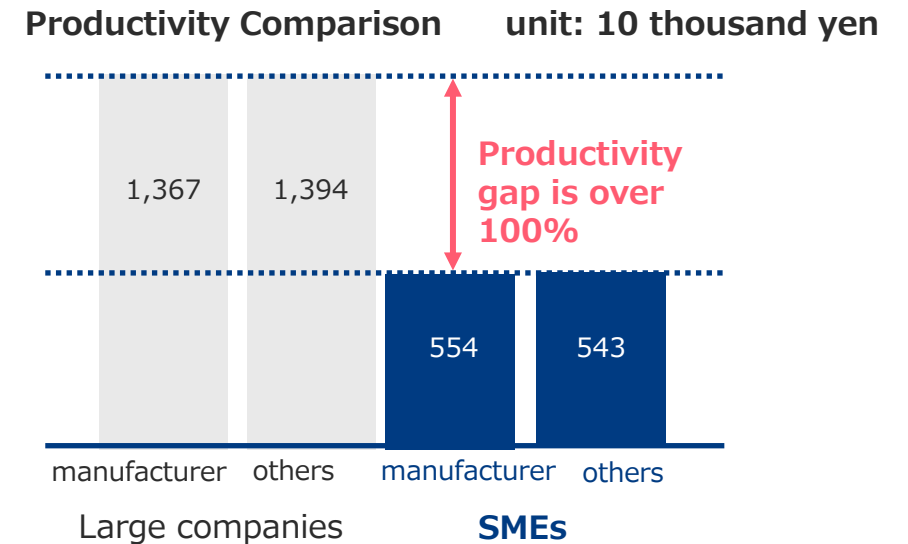
Challenge is to improve productivity. 10% improvement will create economic effect of 18 trillion. (※1)

Current Status: SMEs Great in Domestic Economy



Challenges : SMEs' Low Productivity

SME's productivity: approx. **5.49 mil. yen** (※3※4)



(※1) Calculated by us, based on * 2 * 3 above. (total SME workers approx. 32mil. X 5.49 mil. yen X 10%)

(※2) Ministry of Internal Affairs and Communications and METI, "2016 Economic Census"

(※3) Small and Medium Enterprise Agency "SMEs White Paper 2020"

(※4) the average of 5.54 million yen and 5.43 million yen

Background: Current Status & Challenges for Regional Financial Institutions

Stable Income by SMEs Support & DX (Digital Transformation) are Necessary

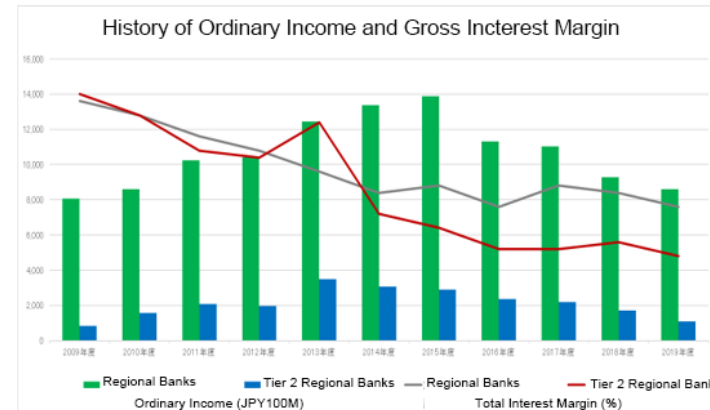
Current Status: Center of Regional Financial Infrastructure

Outstanding loans to SMEs: **270 trillion yen**

Type	Number	Outstanding loans to SMEs (※1,※2)
Regional Bank	64	156 trillion yen
2 nd Tier Reginal Bank	38	40trillion yen
Credit Union	256	63 trillion yen
Credit Association	145	11 trillion yen
Total	503	270 trillion yen
Mega Bank (reference)	4	119 trillion yen

Challenges: SMEs' Low Productivity

- Loan profit difficult to expand (※3)
- Difficulty due to low financial demand, high competition, super-low interest rate for a long time.
- Banking Act revised for supporting FinTech evolution (※4)



(※1) We calculated based on “A list of SMEs and Regional Banks in each Prefecture (as of the end of March 2019)” by Small and Medium Enterprise Agency

(※2) We calculated outstanding loan Mega Banks (Mitsubishi UFJ, Mitsui Sumitomo, Mizuho, Resona) to SMEs (as of the end of March 2019) based on materials disclosed by each bank.

(※3) We prepared this based on “2019 Financial Results Trend” by Japanese Bankers Association.

(※4) Revision in 2016 “Facilitating investment in FinTech companies, introduction of registration system for virtual currency exchange business operators, etc.”, and revision in 2018 “Introduction of registration system for electronic payment business operators, use of Open API, etc.”

BtoB SaaS Model to Support SMEs' Growth and Regional Development (※1)

Big Advance

Management Support Platform
for SMEs Collaborating with
Regional Financial Institutions

For Financial Institutions

Set-up Fee + Monthly Fee (Fixed Fee +
Revenue Share)

For Customer Companies

Monthly Fee 3,000 yen (excluding tax) (※4)



“FAI”, the AI Module

AI (※2) Module (※3)
Development for Especially
SMEs

For Financial Institutions and SI

Set-up Fee + Monthly Fee (Fixed Fee + Pay-
as-you-go)



Other IT Support Services

Provide Services to SMEs
and Professional Advisors
mainly through SHARES



(※1) Abbreviation for “Software as a Service”. A type of service which is provided by the service provider as software application function on cloud and which users use through networks.

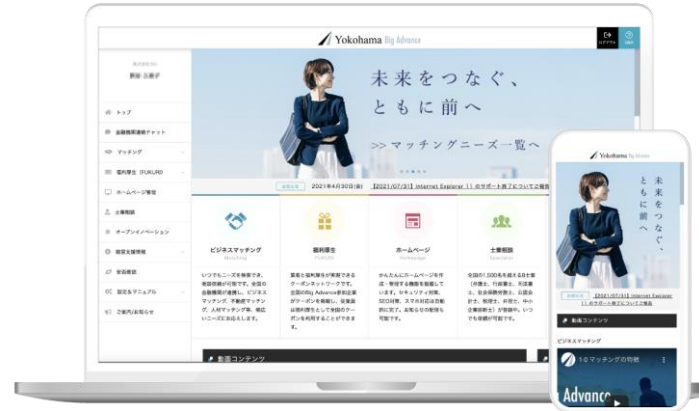
(※2) Abbreviation for “Artificial Intelligence”. This is a computer system which conducts intelligent behavior such as learning, inference, perception, and judgment.

(※3) This means a group of functions categorized in a re-usable form, and each of components the specifications of which is standardized.

(※4) We have adopted the style of revenue share with financial institutions.

Our Business (Big Advance)

Our business is a management support platform for SMEs of BtoB SaaS model and we provide it to companies having transactions with financial institutions.



Business Matching

The function goes beyond frameworks of a region and a financial institution



Subsidy

Subsidy can be easily searched for through our data on the whole of Japan



Safety Confirmation

Safety confirmation & employees' situation management in emergency are available



Welfare Program "FUKURI"

Coupons available only for customer companies' employees



Business Chat

Communication with financial institutions and inside companies becomes efficient



Quick HP Development

Smartphone HP ready within 15 mins by filling in a form



Advisor Consultation

Over 2,000 professional advisors available 24h



What to do ? Management issues

- Need to boost sales and customers !
- Need to outsource !
- Need to find suppliers !

- Need new equipment !
- Need to know available subsidy !
- Need to know how to apply !

- Need to advertise products !
- Need a website for new hires !
- Need more correspondence !



How ? Using Big Advance

Use business matching

Find suppliers from firms across the country. Matching is set-up through a financial intermediary.

Find a subsidy and a specialist

Easily find available subsidy, and ask for a specialist at the same time.

Create a Website

Easily create websites that appear at the top page on search engines



Goal Management solutions

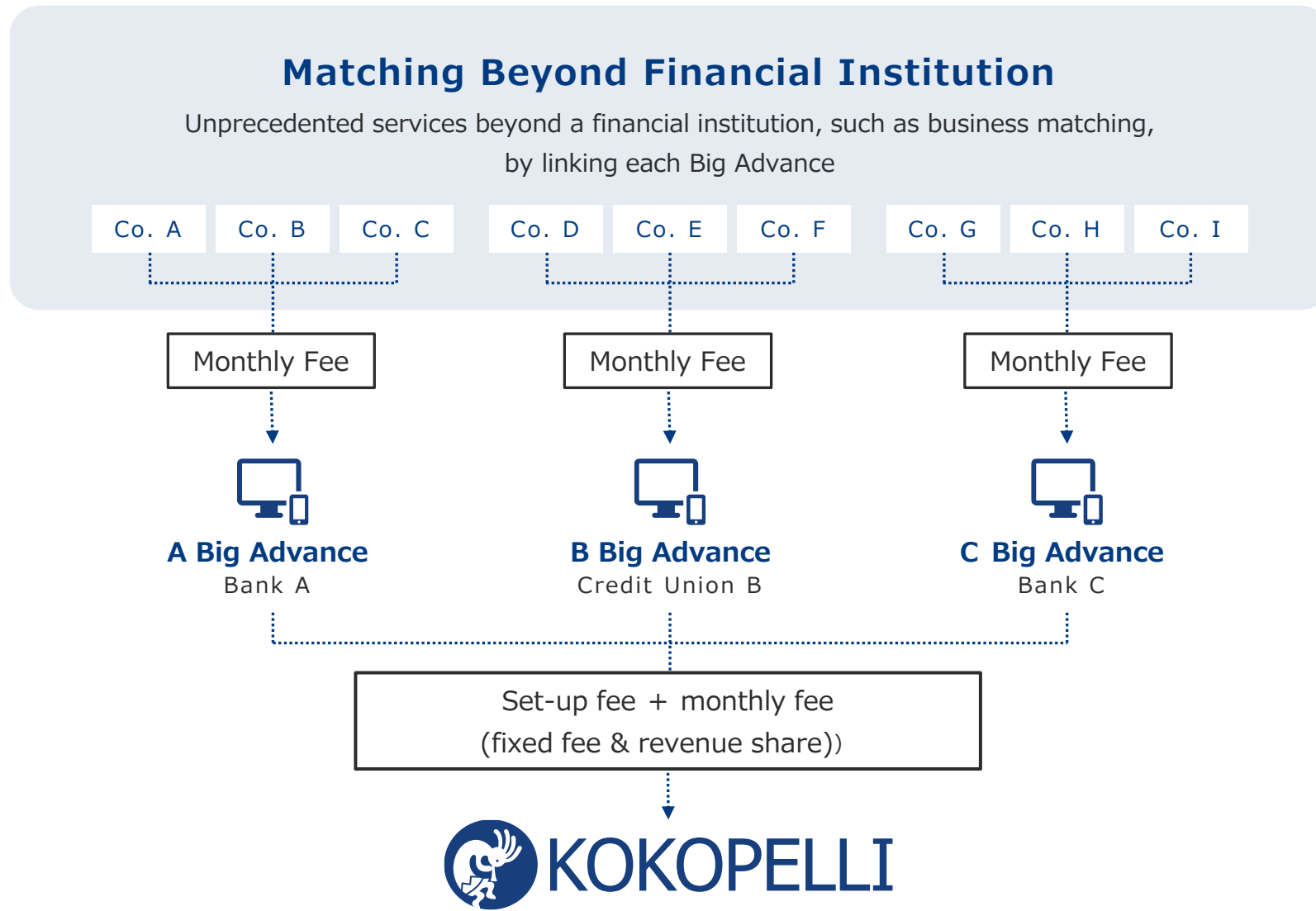
- High matching rate, with great results
- Find new partners from other industries
- Advertise and PR across the country

- Get news updates in the area
- One-stop search on how to apply and who to ask

- Create another webpage specially tailored for hiring and product PR
- Secure new streams of inflow

How “Big Advance” Works

Each financial institution provides SMEs with “(institution name) Big Advance”
Unprecedented services beyond frameworks of regions and financial institutions

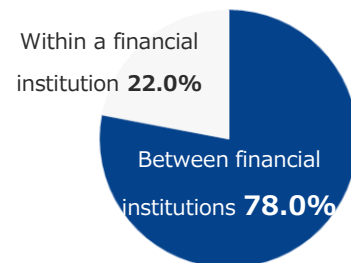
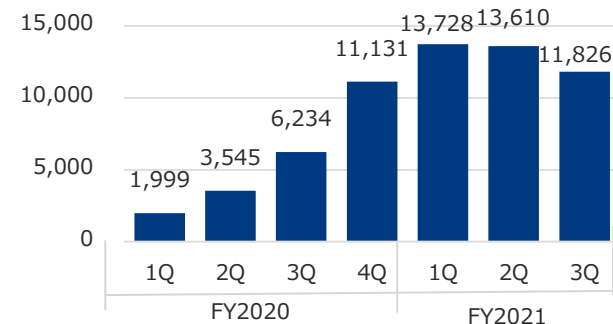


Big Advance has supported many SMEs and created new values since its commencement, and even during the threat of new coronavirus infections, been used as SMEs support and DX promotion service.

Sales Growth Support

Business matching function supports developing new customers and business partners, and new products through inter-industrial matching.

Quarterly numbers of business matching



Accumulated number of business matching: **64,623** (※1)

More input criteria was added for requesting negotiations in FY2021 2Q, resulting in less requests. But the quality of negotiations improved as number of matchings stay the same.

Wide range matching beyond a framework of a financial institution

Release Information to the Whole of Japan

11,512 companies opened new HPs (※2).
HPs ready within 15 mins & available for smartphones.

Stronger Relation with Financial Institutions

Big Advance chat enables users to communicate easily and make relation with financial institution, for smoother consultation.

Subsidy Use

8,083 subsidies in the whole of Japan (※2)
Much corona-related info available.
Get info and consult with financial institutions and advisors

Info Sharing within a Company

Big Advance chat makes information sharing within a company smoother.
Fit for new work styles such as remote working.

(※1) From April 2018 to December 2021

(※2) As of the end of December 2021

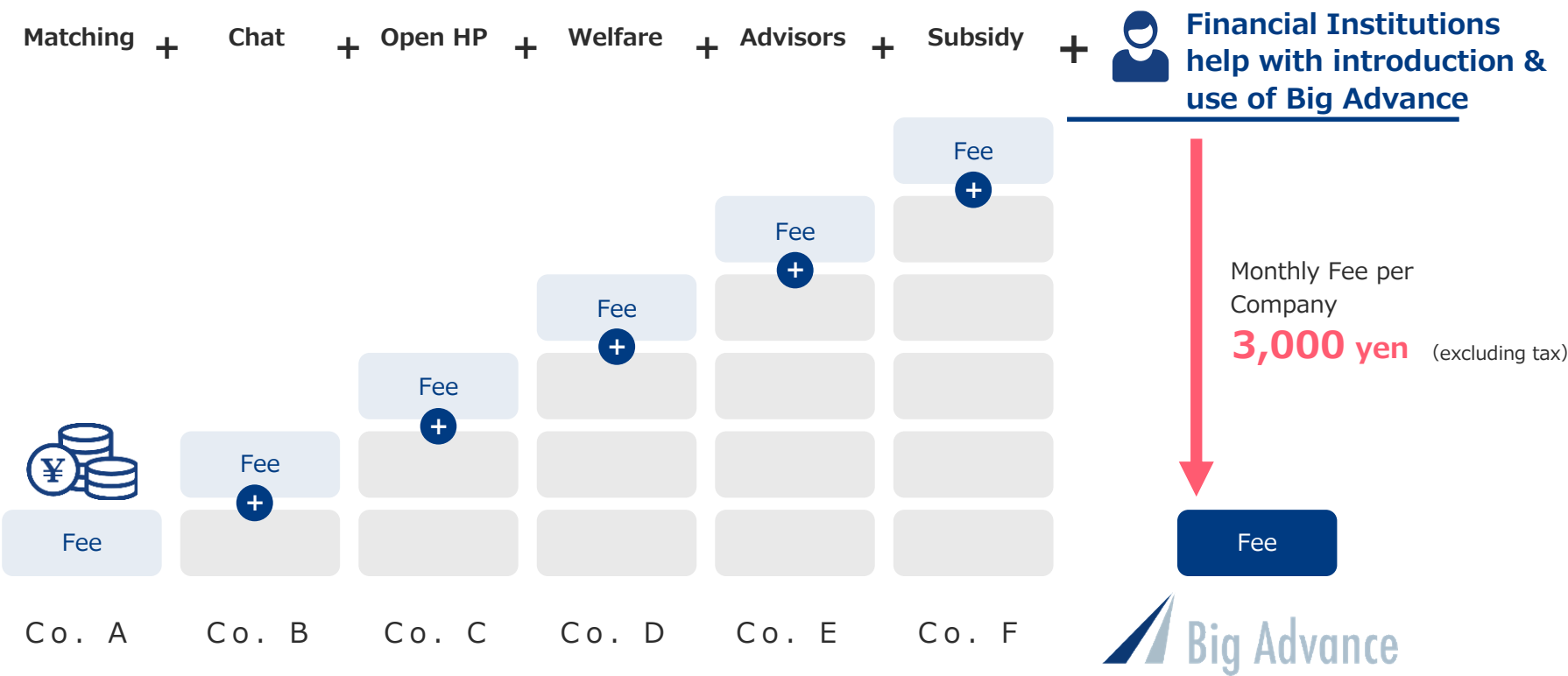
Many Functions and Competitive Price for Realizing SMEs' DX



SMEs Challenge
want DX, but cannot do it, lacking:

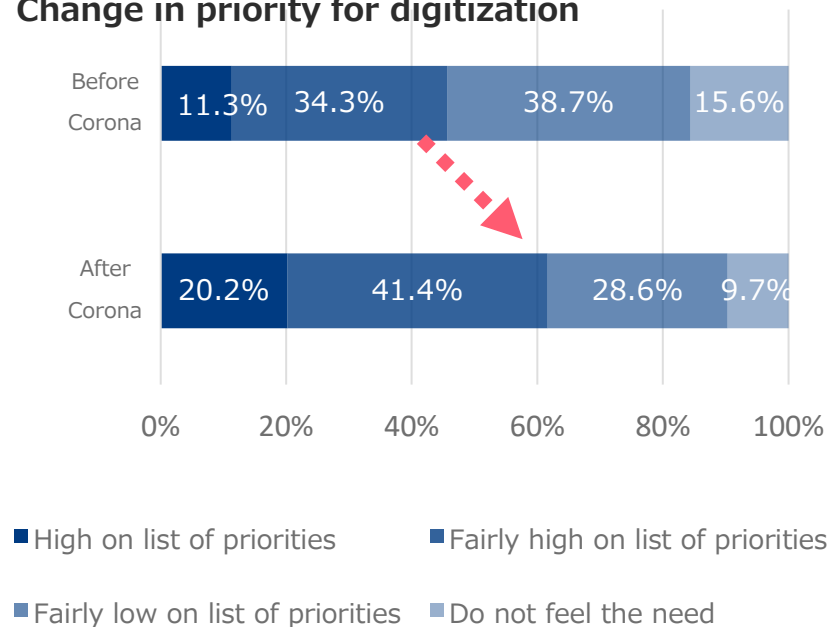
- IT knowledge
- Budget
- HR

Big Advance has all these functions necessary for DX

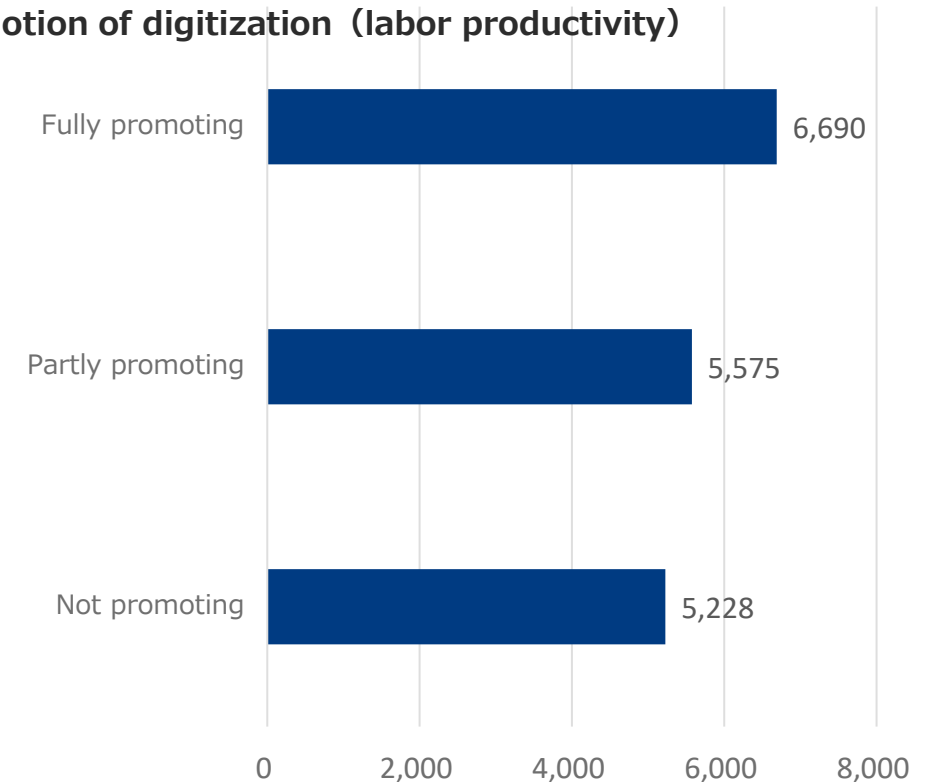


- Digital transformation (DX) exerts great impact on labor productivity at SMEs.
- Digitization has moved up the list of priorities, with 61.6% expressing an urgent need after Corona, compared to 45.6% before the pandemic.
- Companies fully promoting digitization is 28.0% more productive than companies not promoting it.

Change in priority for digitization

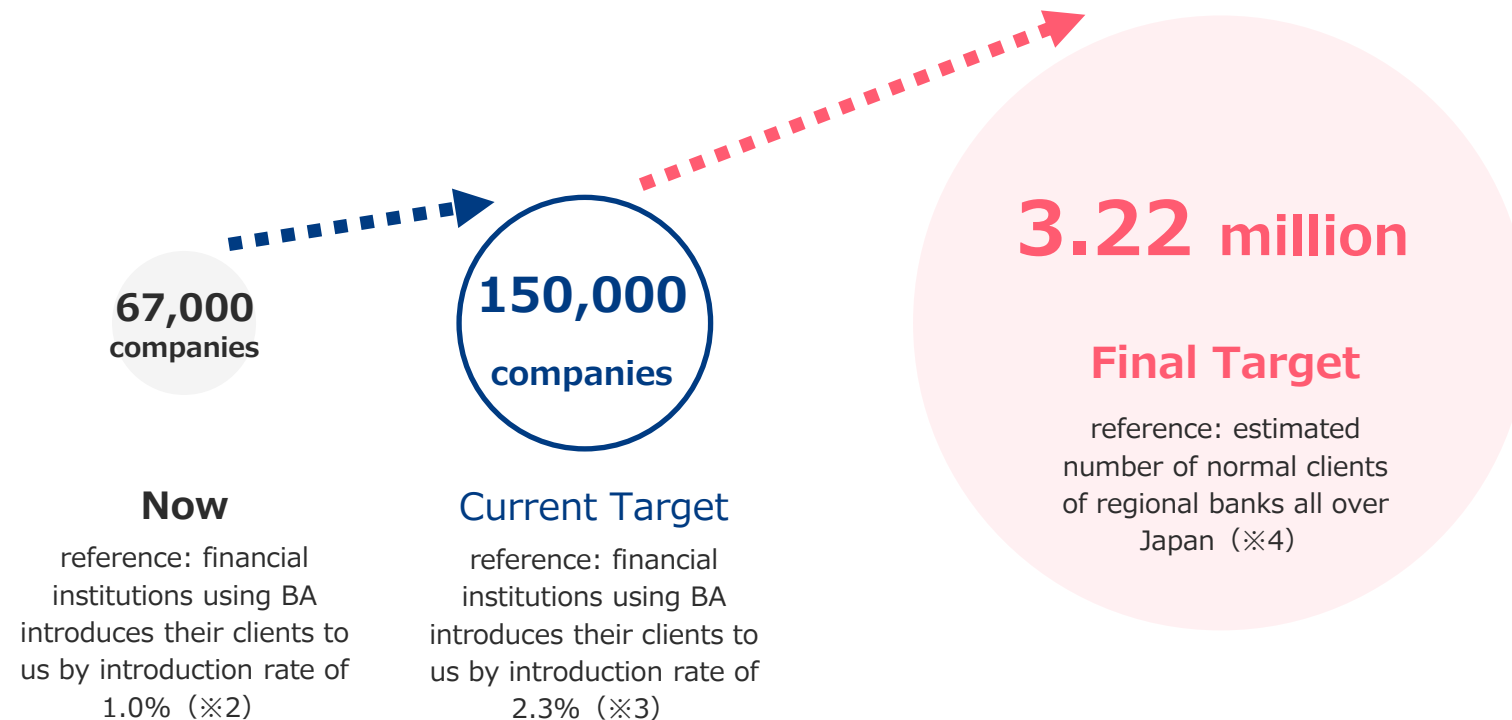


Promotion of digitization (labor productivity)



thou. yen / person

Targets: normal clients of regional banks all over Japan



Supplementary Information on SMEs

- SMEs abolishment rate remains around 3%
- After Lehman Brothers collapse, 4.2% in 2010 was the highest in the last 20 years.
- According to BOJ, normal loans rate of regional financial institutions in 2019 was just below 90% ("Financial Results for Banks and Credit Unions in 2019", p. 23).
- Abolition rate: 3.5% ("SMEs White Paper 2020", p. 114).
- Commencement Rate; 4.4% ("SMEs White Paper 2020", p. 114).

Sources: BOJ "Financial System Report (supplement) July 2019", Ministry of Internal Affairs and Communications and METI, "2016 Economic Census" and the Financial Agency HP.

(※1) Total number of corporate clients of financial institutions using BA: 6.48 million (as of the end of March 2021)

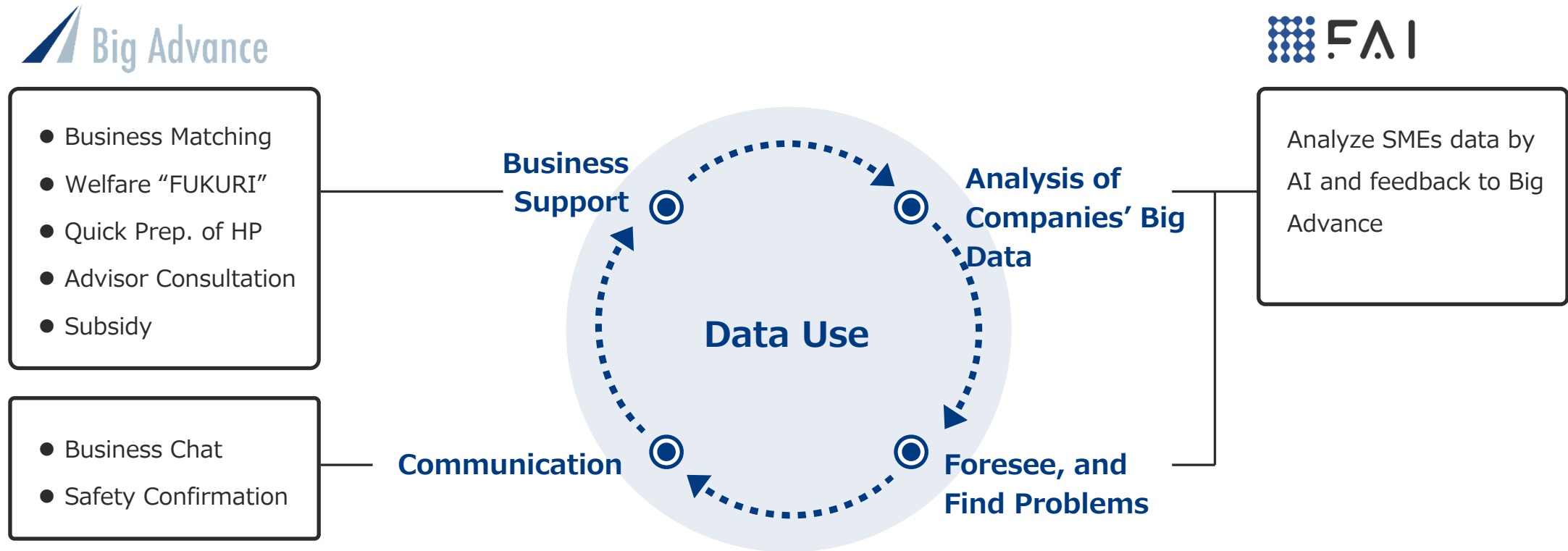
(※2) Introduction rate = (number of Big Advance customer companies) ÷ (number of corporate clients for financial institutions using BA (as of the end of March 2021)

(※3) 150,000 companies ÷ number of corporate clients for financial institutions using BA (as of the end of March 2021)

(※4) 3.58 million SMEs (the census above) × normal loans rate 90%

High Value-Added Services through Data Use

Create new output by using and comprehensively analyzing behavior data accumulated in Big Advance for SMEs and accounting data held by financial institutions.



Our unique AI module specialized in using SMEs data (※1)

Name of AI Module	Linked Services	Users	Contents
Company Estimate Module	FAI Service	Financial Institutions	Calculate companies' default probabilities and degrading probabilities
Recommendation Module	Big Advance	SMEs	Optimal business matching for each company
Loan Judgment Module	Financial Institutions	Financial Institutions	Calculate whether to lend money and how much, based on companies' financial data and account transaction data
Management Intelligence Module		SMEs and Financial Institutions	Extract companies similar to a specific company and show management issues based on such company's strategy
OCR Module	FAI Service (※2)	Financial Institutions	Read PDF data of financial statements at high precision

(※1) Patent obtained: patent no. 6354059 “Financial Information Analysis System and Program”
 patent no. 6516309 “Financial Analysis System and Financial Analysis Program”
 patent no. 6581282 “System for Calculating Bankruptcy Probabilities by AI”

(※2) We plan to provide the service in the future.

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- Materials and information provided in this explanation include forward-looking statements, which are based on foreseeing and risk-involving assumptions and therefore are subject to uncertainty that might bring results different from such statements. Such risk and uncertainty include general situations of industries and markets, and national and international, general economic situations including interest rate, and change of currency exchange.
- Even if new events occur in the future including information updates, we might not necessarily update or correct the information in this material including “outlook”, except for required by disclosure rules and regulations.