

FY 2023/3 First Quarter Results Briefing

August 3, 2022

kakaku.com

Kakaku.com, Inc. (TSE Prime: 2371)



1. Operating Results

2. Operating Results and Progress by Business

3. Initiatives Going Forward

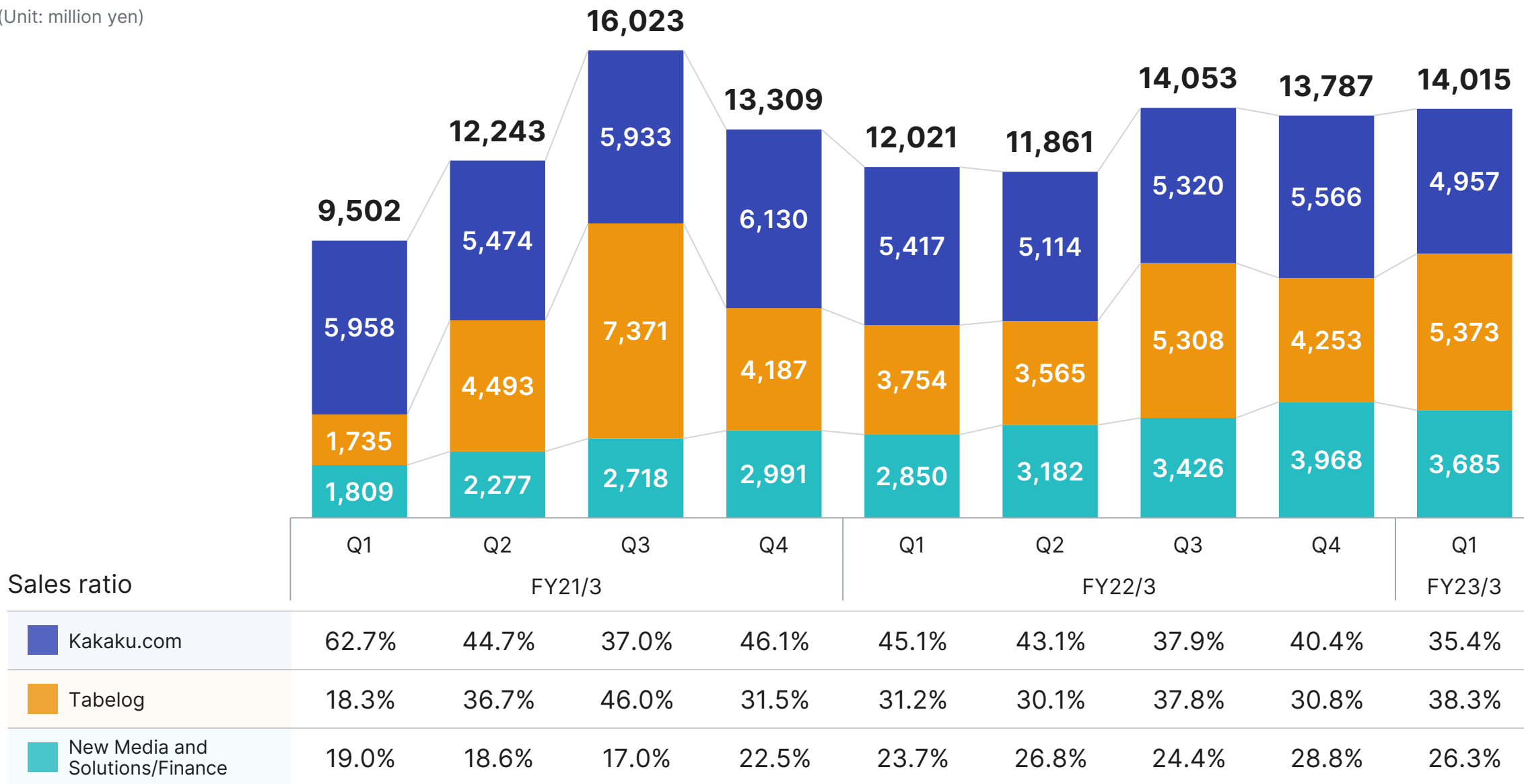
4. Appendix

Consolidated Operating Results

	FY22/3	FY23/3		Forecast	Progress
	Q1	Q1	YoY		
(Unit: million yen)					
Revenue	12,021	14,015	+16.6%	64,500	21.7%
Operating Profit	4,012	5,374	+33.9%	25,900	20.7%
OP Margin	33.4%	38.3%	+4.9pt	40.2%	-
Profit Before Income Taxes	3,967	5,645	+42.3%	25,800	21.9%
Profit Attributable to Owners of the Parent Company	2,750	4,170	+51.6%	17,600	23.7%

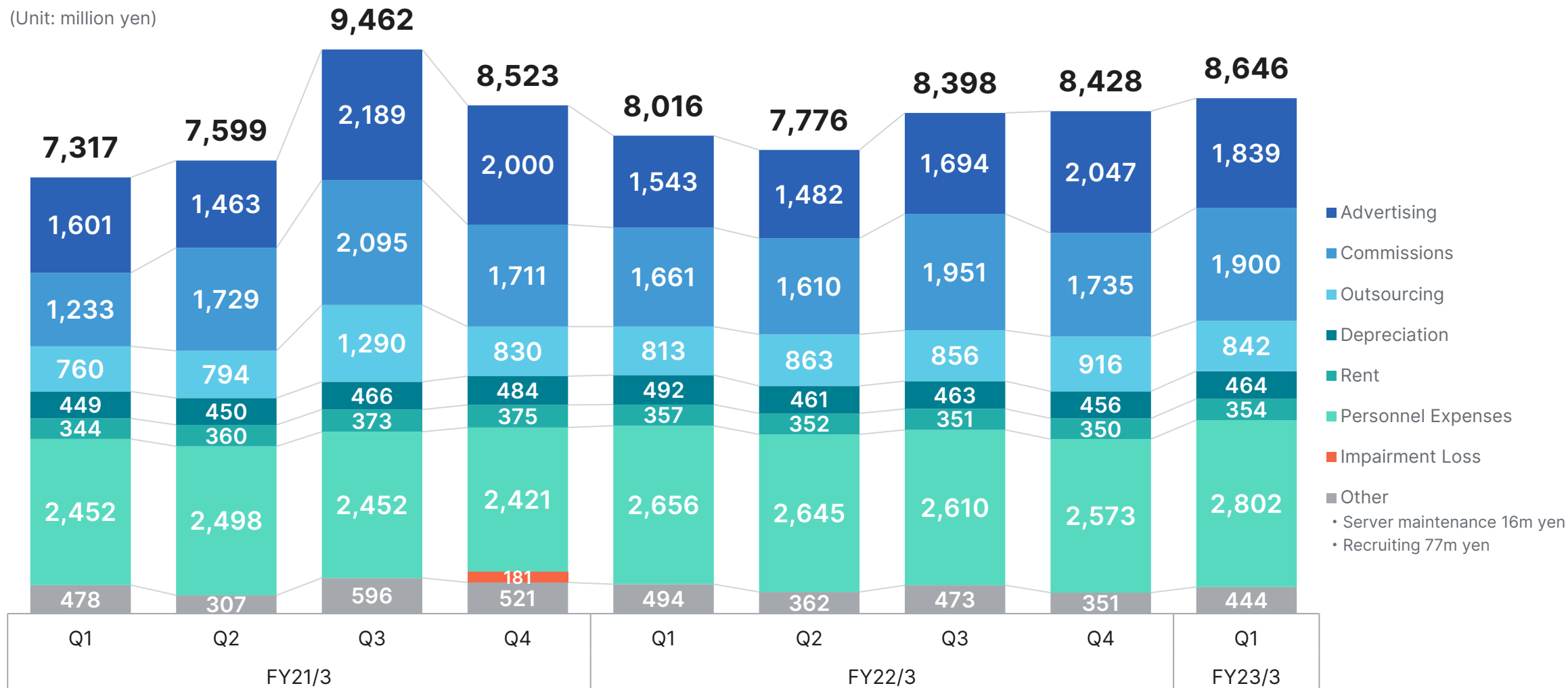
Consolidated Operating Results (Quarterly Revenue by Business)

(Unit: million yen)



Advertising cost and commissions increased in line with the recovery of the Tabelog business.

(Unit: million yen)





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4. Appendix

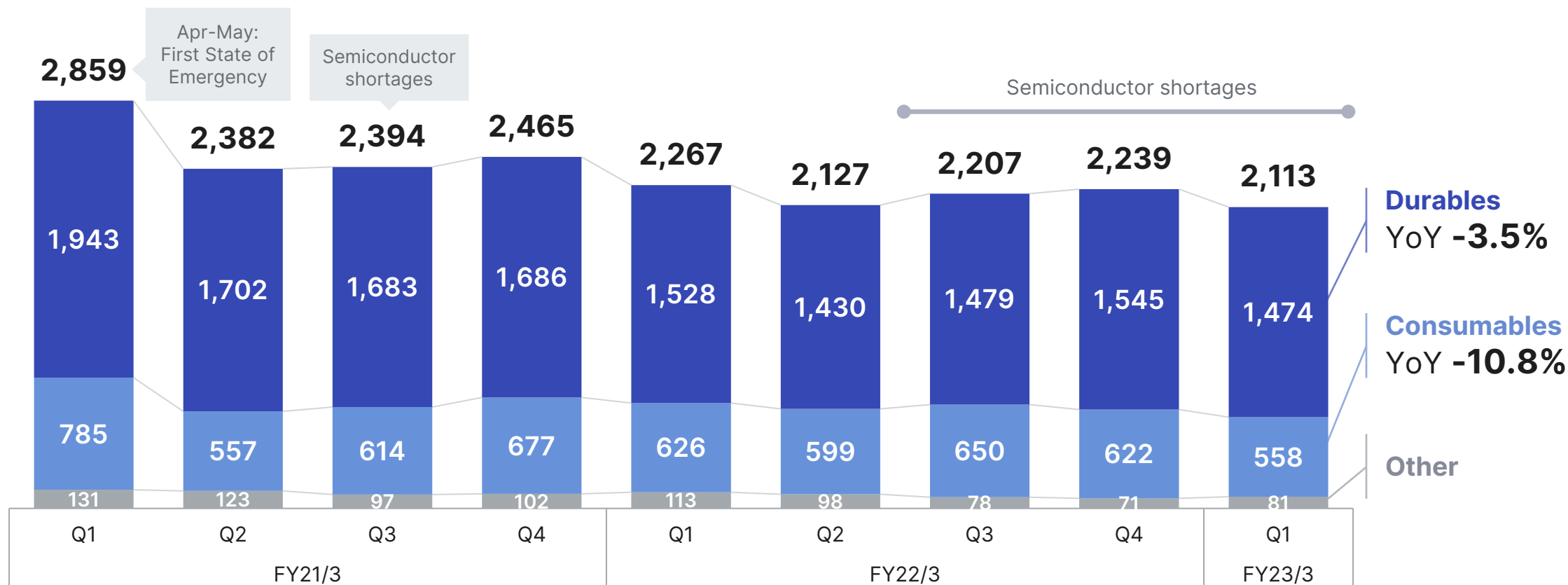
(Unit: million yen)		Q1	YoY
Kakaku.com		4,957	-8.5%
Shopping		2,113	-6.8%
Service		1,945	-9.7%
Advertising		898	-9.9%
Tabelog		5,373	+43.1%
Restaurant Promotion		4,621	+57.6%
Premium User Memberships		369	-6.0%
Advertising		360	+14.8%
Income from Commissioned Operations*		23	-
New Media and Solutions/Finance		3,685	+29.3%
New Media and Solutions		2,962	+37.6%
Finance		723	+3.8%

* 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.



Shopping business revenue declined. In durable goods, issues on the supply side have become drawn out, as in addition to component shortages, the lockdowns in China led to further delays in manufacturing and shipping. In consumer goods, heightened demand for furniture and other stay-at-home related products has settled down.

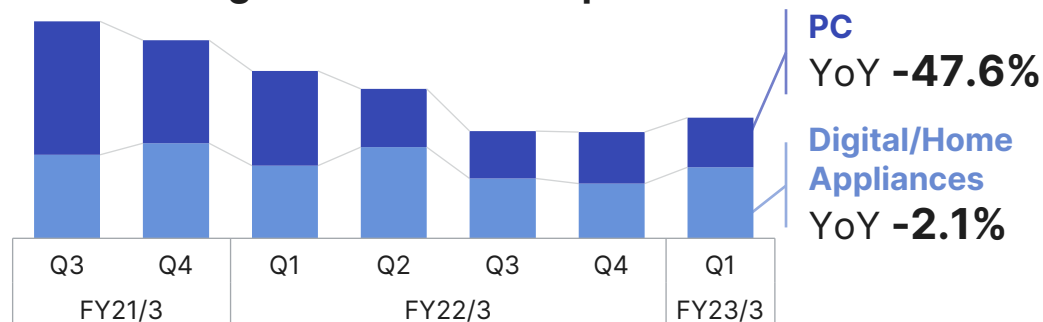
Shopping: Revenue (Unit: million yen)



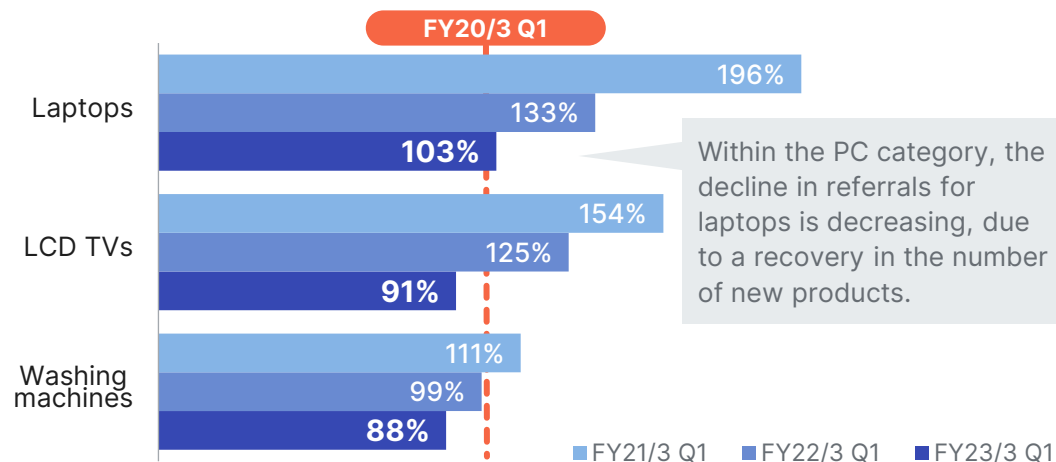
Durables

New product registrations for PCs and home appliance/electronics remained low, and this impacted the number of customers referrals.

Number of registrations for new products



Comparison of customer referrals



*Comparison of customer referrals when FY20/3 Q1 is indexed as 100%

Consumables

Demand for gardening supplies and sofas, which had grown during the pandemic, settled down. On the other hand, the fashion category recovered, mainly for items such as ladies' fashion and bags, due to increased opportunities to go out.

Comparison of customer referrals



*Comparison of customer referrals when FY20/3 Q1 is indexed as 100%

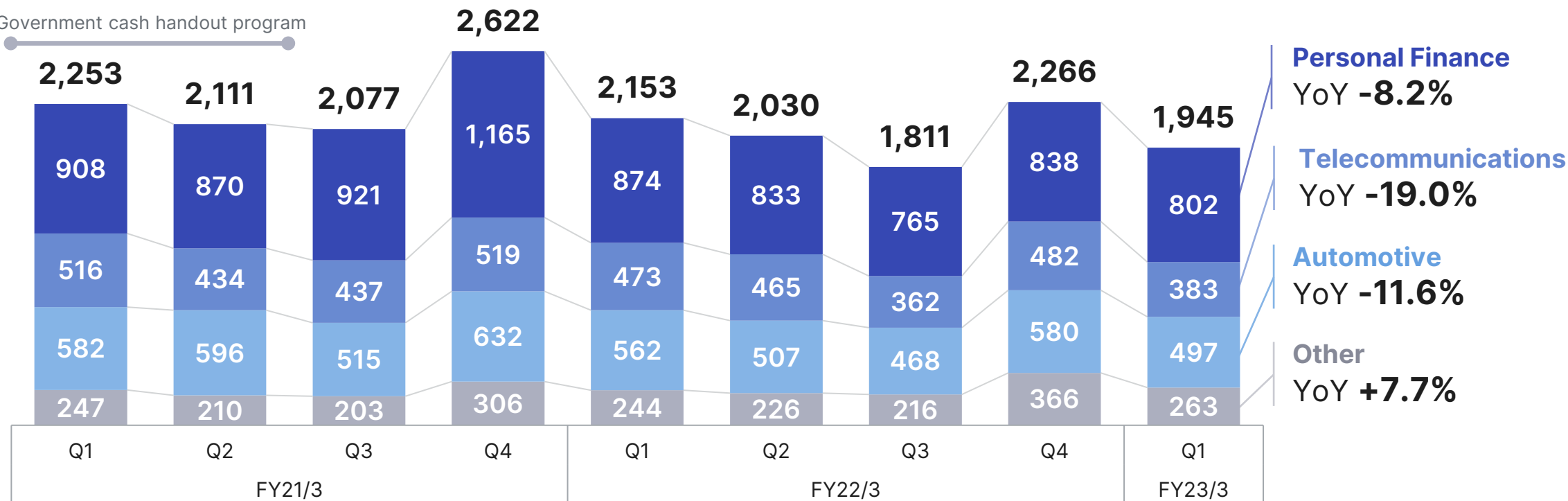
Service business revenue decreased. The level of revenue in the personal finance domain was low, despite a pickup in some areas. The automotive domain continued to be impacted by issues on the supply side, including a decline in production and delayed deliveries.

Service: Revenue (Unit: million yen)

Point Reward Program
for Cashless Payments



Government cash handout program



■ Trends by category

Personal Finance

Decline in credit card issuances.
Applications for card loans are on the rise.

Telecommunications

Applications for optical fiber lines declined. The number of applications for overseas Wi-Fi remained at a low level.

Automotive

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

Other

Applications for changing energy providers and estimates for moving cost estimates increased.

■ Initiatives to make it easier to choose services that fit one's needs

Personal Finance : Card Loan Comparison Page (mobile site)

Concise list of key points when choosing a loan such as screening time, how fast they can get the loan, and effective annual interest rates. Icons allow users to understand distinctive features at a glance.



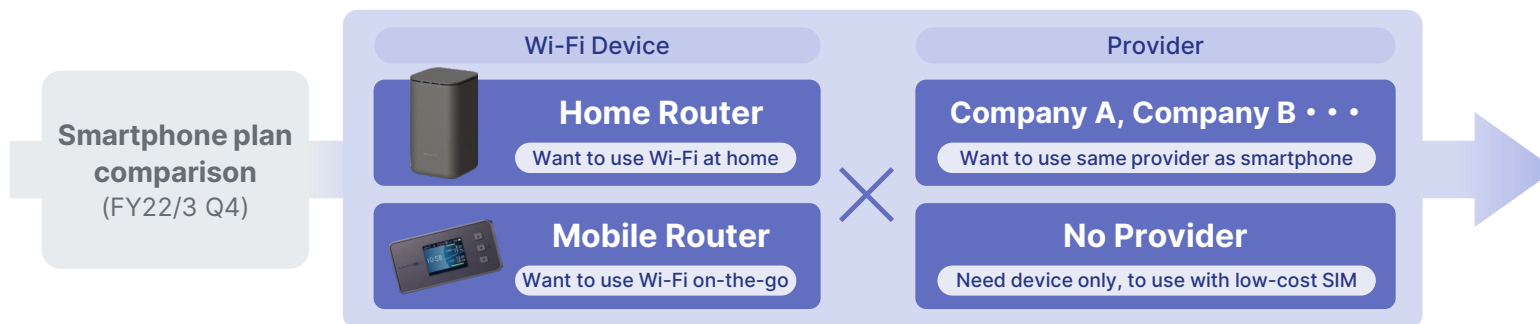
Concise list of key points

- Screening time
- Funding time
- Annual interest rate

Distinctive features are shown as icons

Telecommunications: Easier to search for combinations of Wi-Fi devices and providers

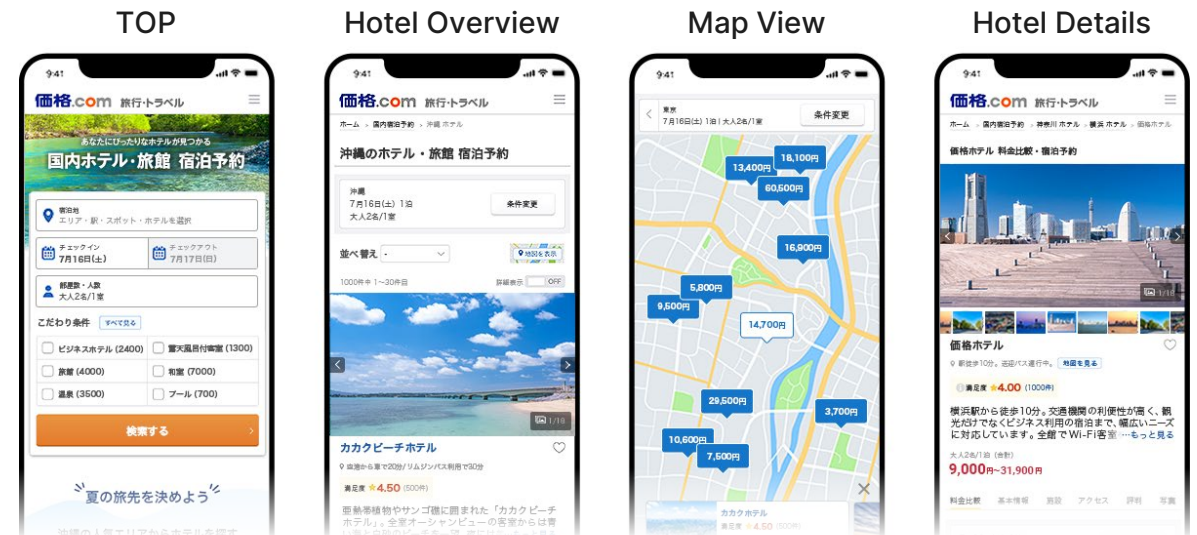
Search for the combination of Wi-Fi device type and telecommunications provider, which best fits your needs.



Launch of new travel category on Kakaku.com, providing a comprehensive search and comparison service for accommodations (as of June 20).

Strong points of Kakaku.com Travel:

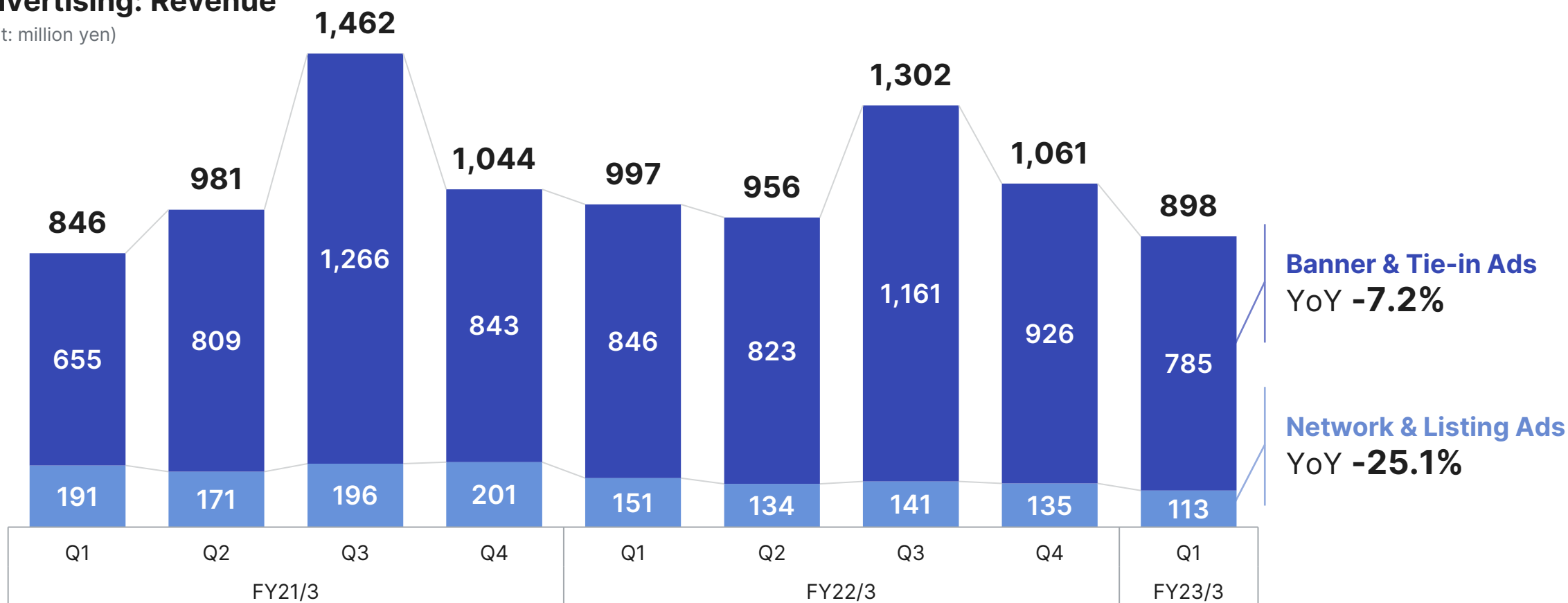
- Search across 9 travel sites, for accommodation plans of over 20,000 hotels.
- Search by preferences such as area, accommodation type, and special options (e.g., outdoor hot spring bath, swimming pool, etc.) , to find an accommodation to fit a variety of needs and occasions.
- Features include, overview of available accommodation plans, calendar view of prices, general information, reviews and satisfaction ratings by guests.



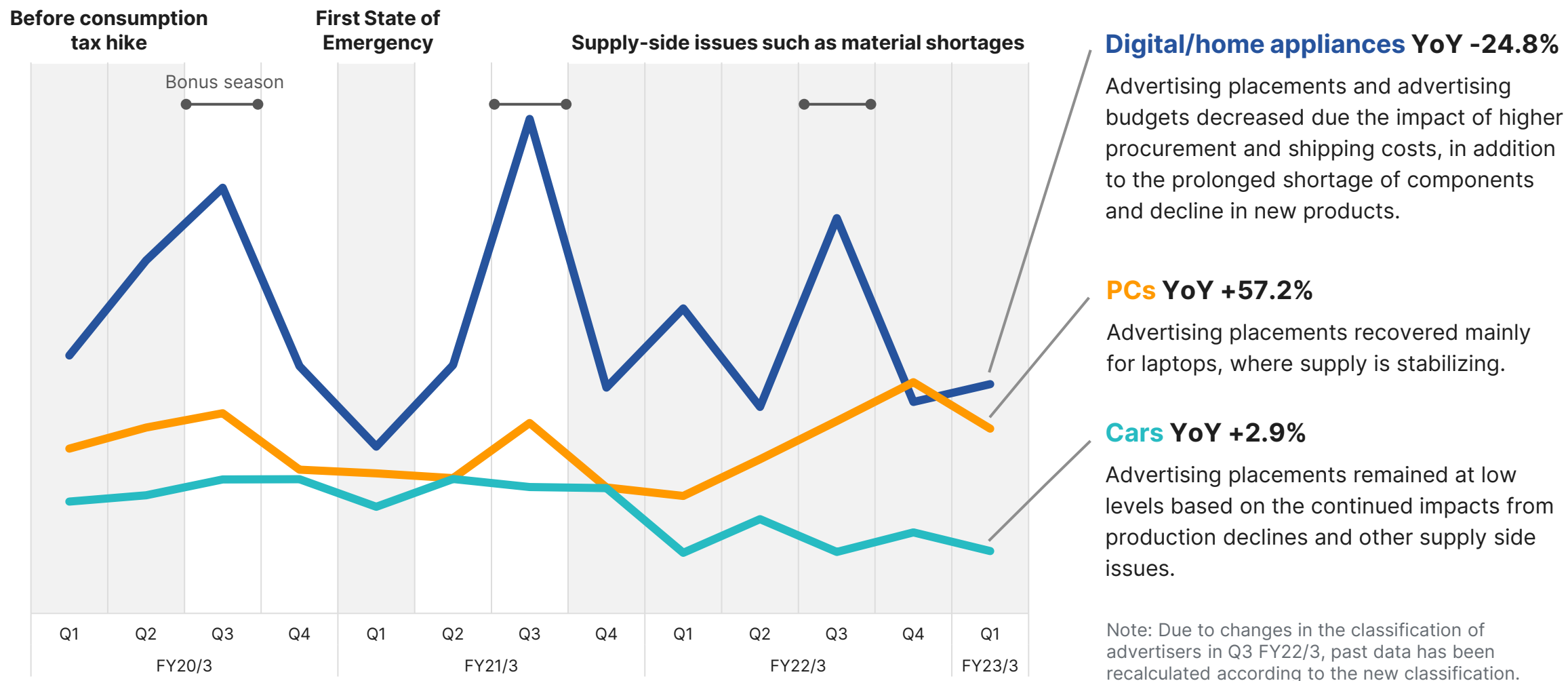
Advertising revenue declined. Advertising placements from home appliance/electronics manufacturers and automobile manufacturers remained at low levels due to prolonged supply-side issues such as material shortages.

Advertising: Revenue

(Unit: million yen)



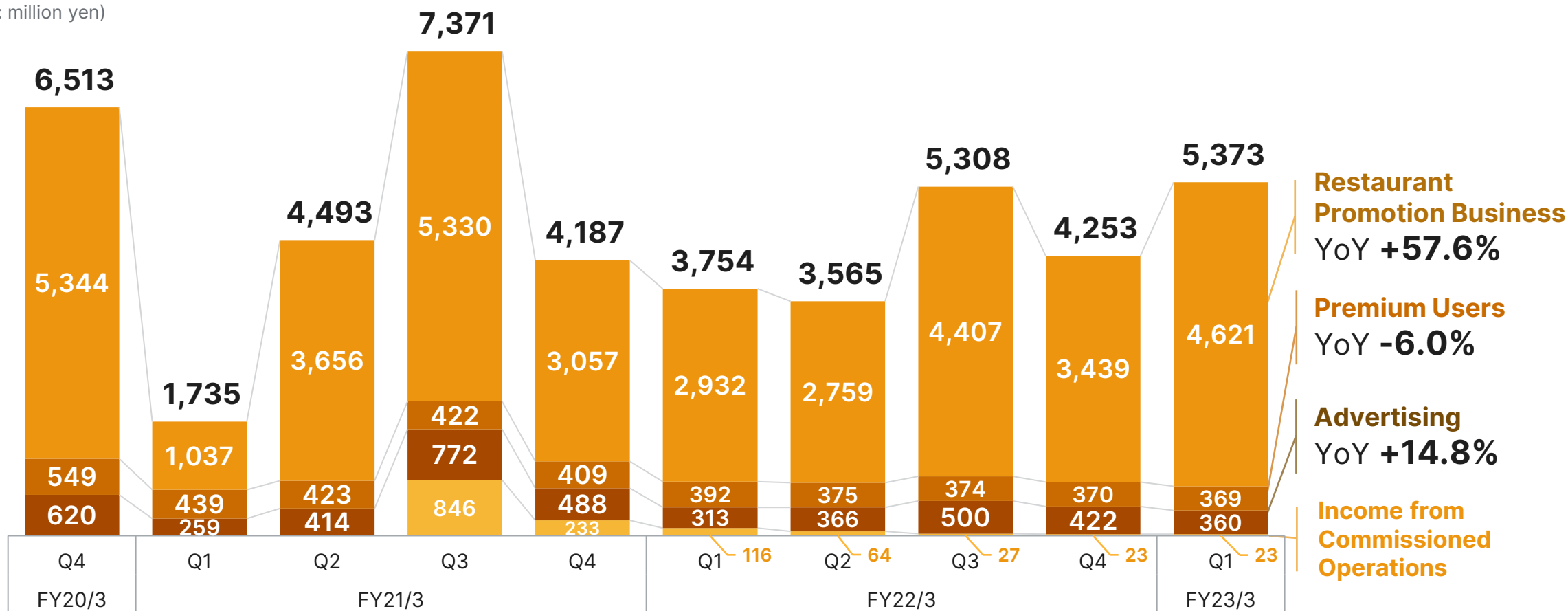
Banner & Tie-in Ads: Revenue by industry of advertisers





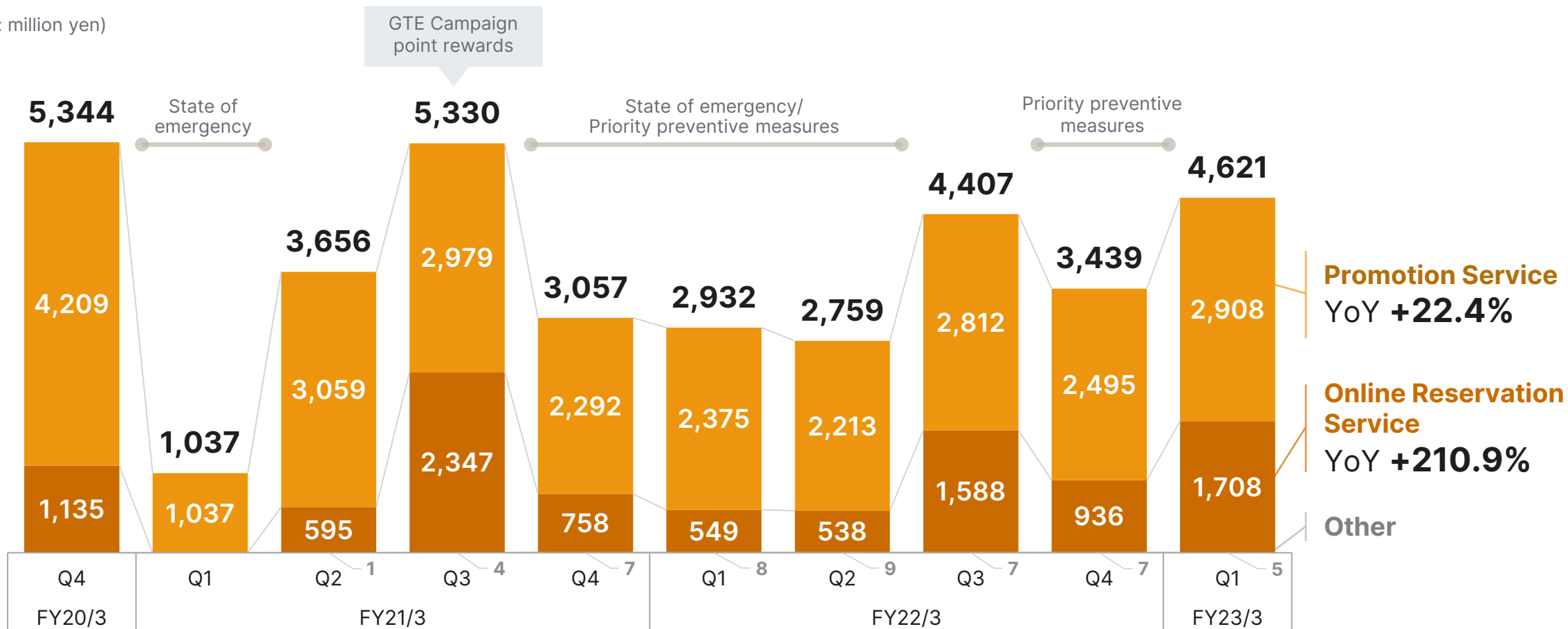
In the Tabelog business, revenue increased in the restaurant promotion business and advertising business.

(Unit: million yen)



In the restaurant promotion business, there was growth in both the promotion service and the online reservation service.

(Unit: million yen)

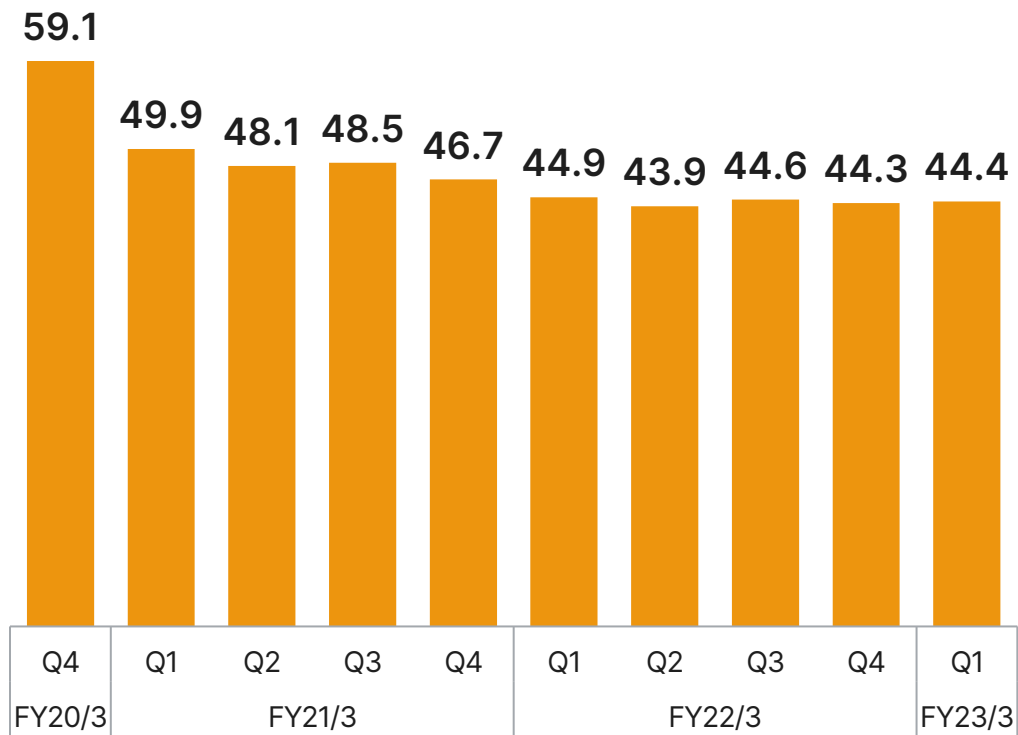


Promotion Service:

There was a slight increase in the number of contracted restaurants. In conjunction with the lifting of priority preventive measures, restaurants resumed previously suspended contracts, and ARPU recovered.

Promotion Service: No. of restaurants (end-of-quarter)

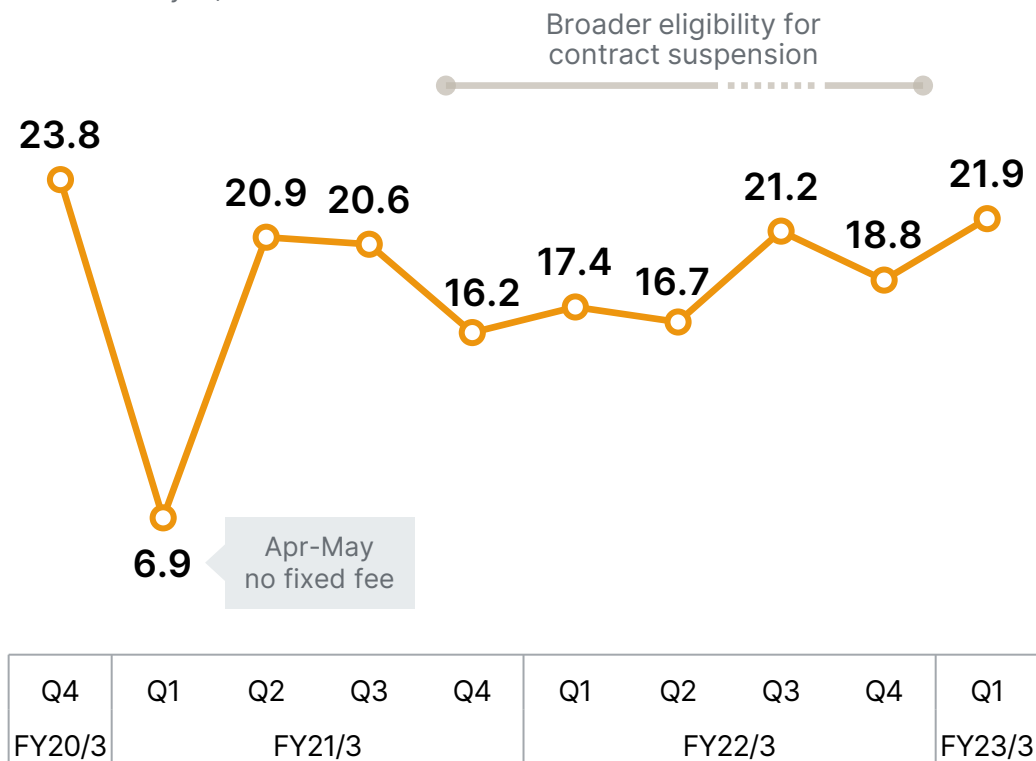
(Unit: thousand restaurants)



*The number of restaurants subscribing to the Promotion Service includes restaurants that have suspended their contract.

Promotion Service: ARPU (monthly fixed fee)

(Unit: thousand yen)



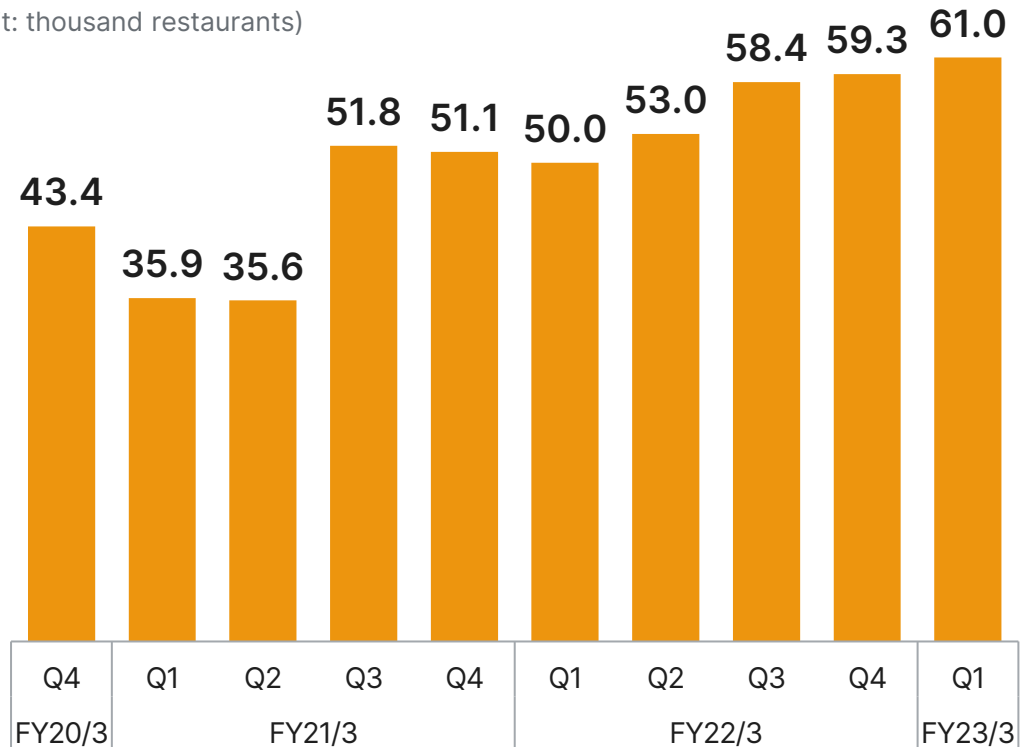
*Promotion Service ARPU = 3 months average of [Monthly Promotion Service revenue ÷ Monthly number of contracted restaurants (incl. restaurants that have suspended their contract)]

Online Reservation Service:

As more people were dining out, demand for the online reservation service remained strong and the number of contracted restaurants grew further.

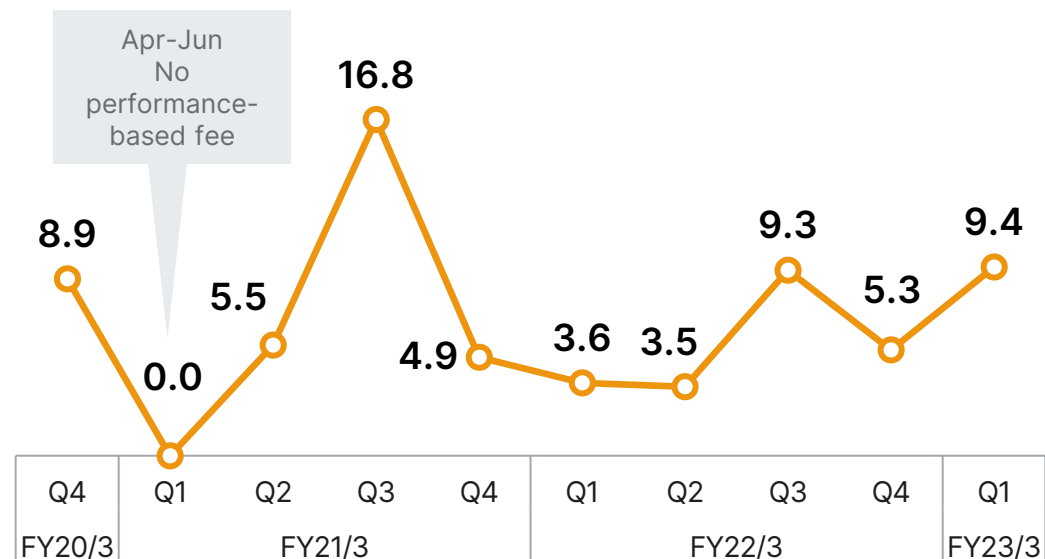
Online Reservation Service: No. of restaurants (end-of-quarter)

(Unit: thousand restaurants)



Online Reservation Service: ARPU (monthly, performance based)

(Unit: thousand yen)

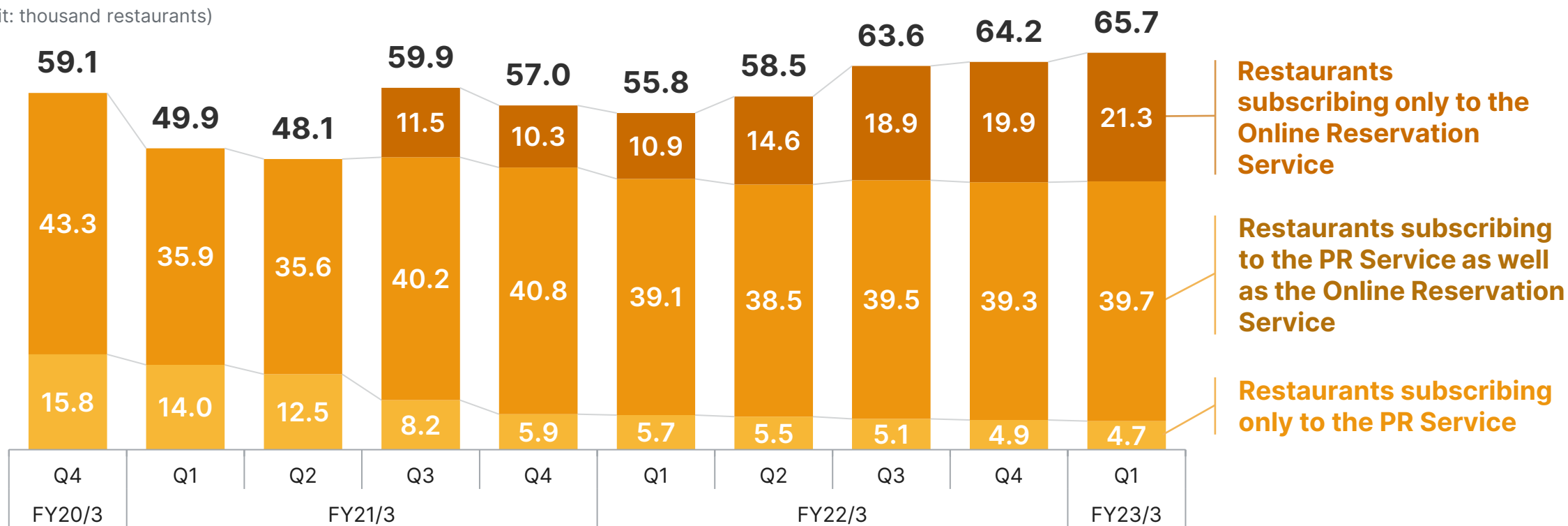


*Online Reservation Service ARPU = 3 months average of [Monthly Online Reservation Service revenue ÷ Monthly number of contracted restaurants]

The number of fee-paying restaurants continued to increase for restaurants contracting the online reservation service, rising to 65,700.

Number of fee-paying restaurants (end-of-quarter)

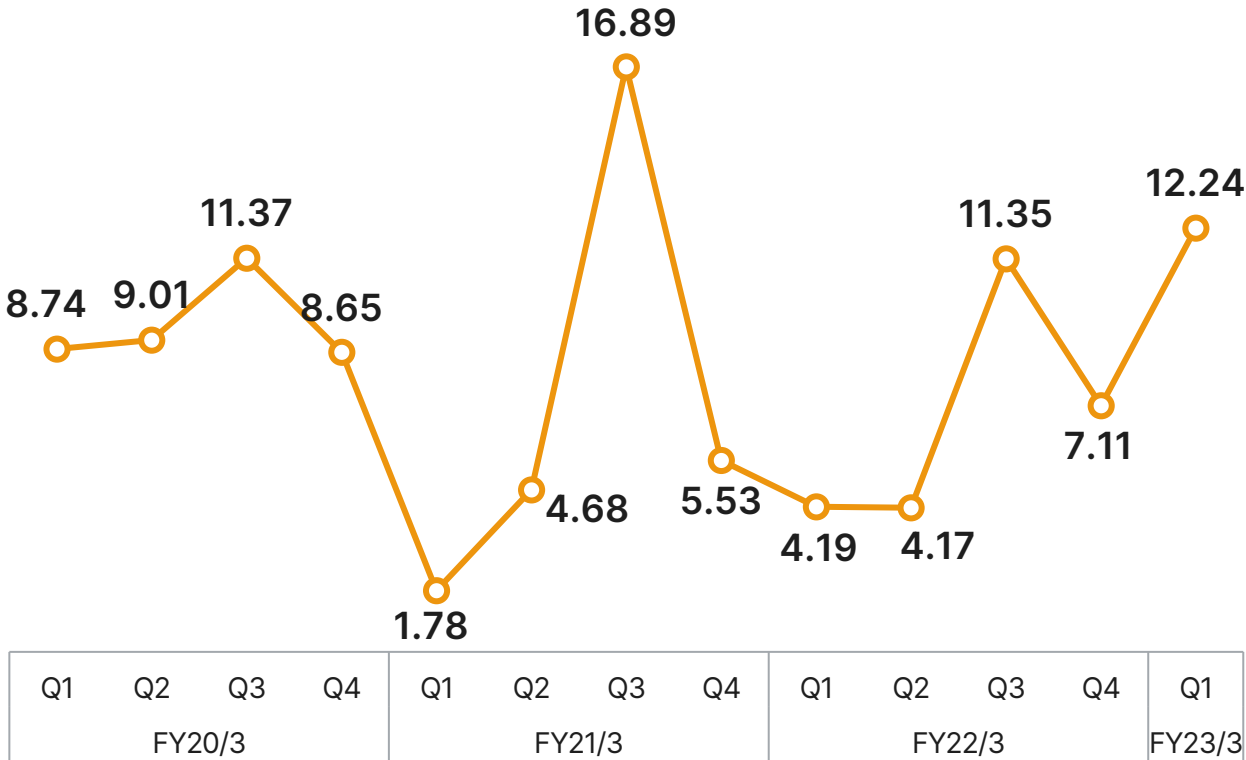
(Unit: thousand restaurants)



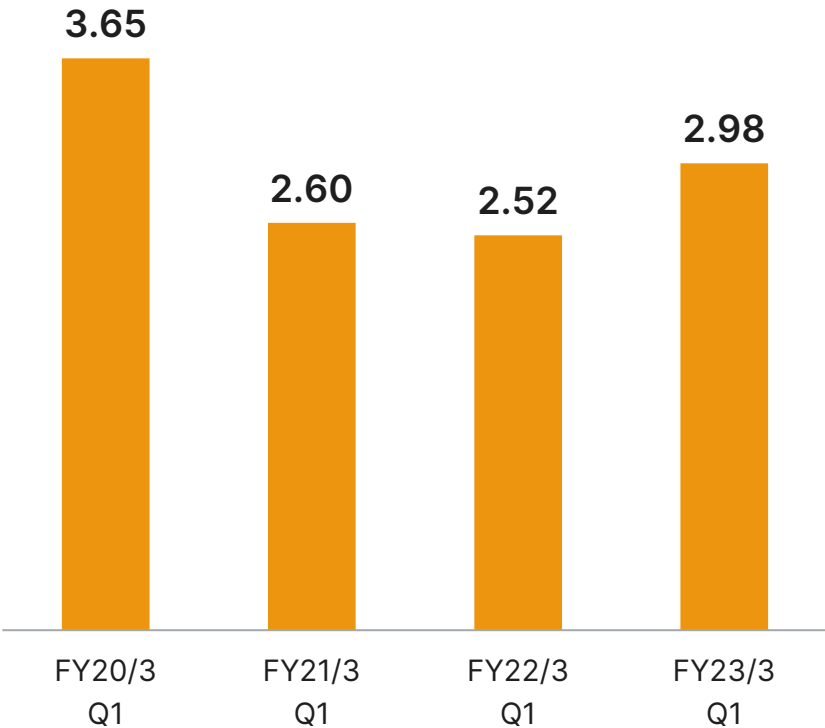
With the lifting of requests for shortened operating hours and restrictions on the number of people per group, the number of online reservations increased, up 40.0% from the same period before the pandemic (FY20/3 Q1). Also, the number of persons per reservation showed modest recovery.

Number of online reservations (quarterly total)

(Unit: million persons)

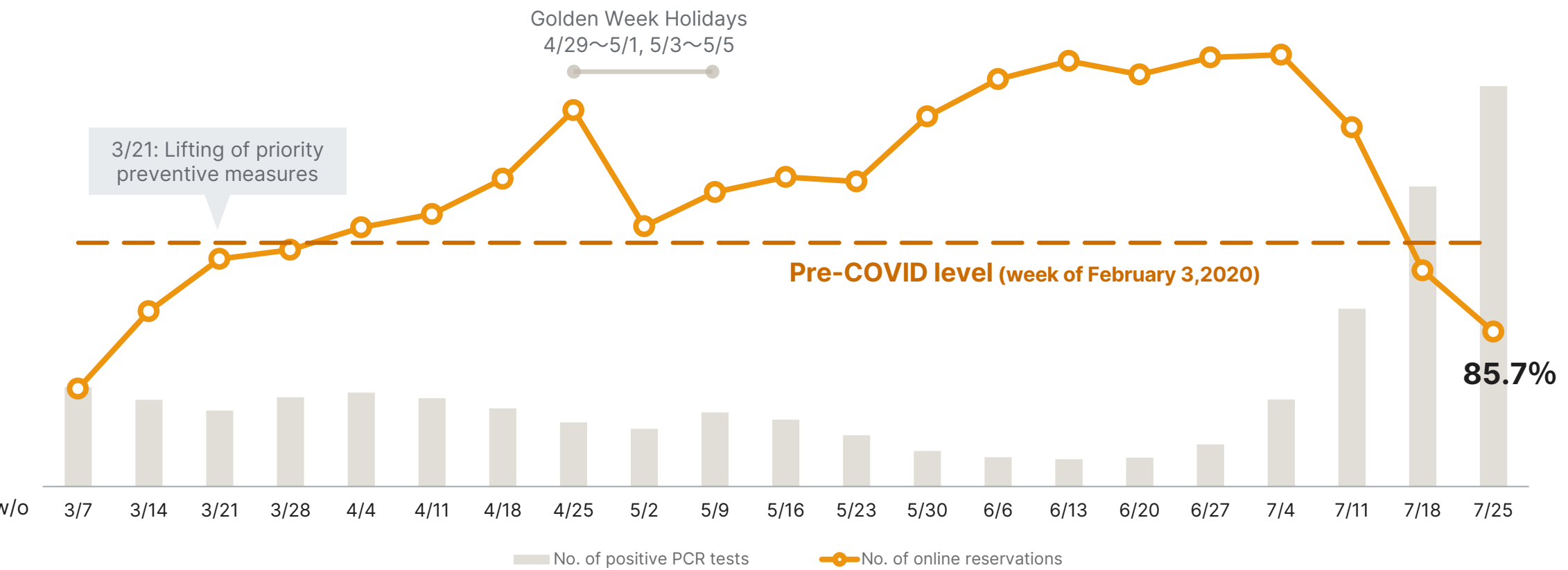


Persons per reservations (quarterly average)



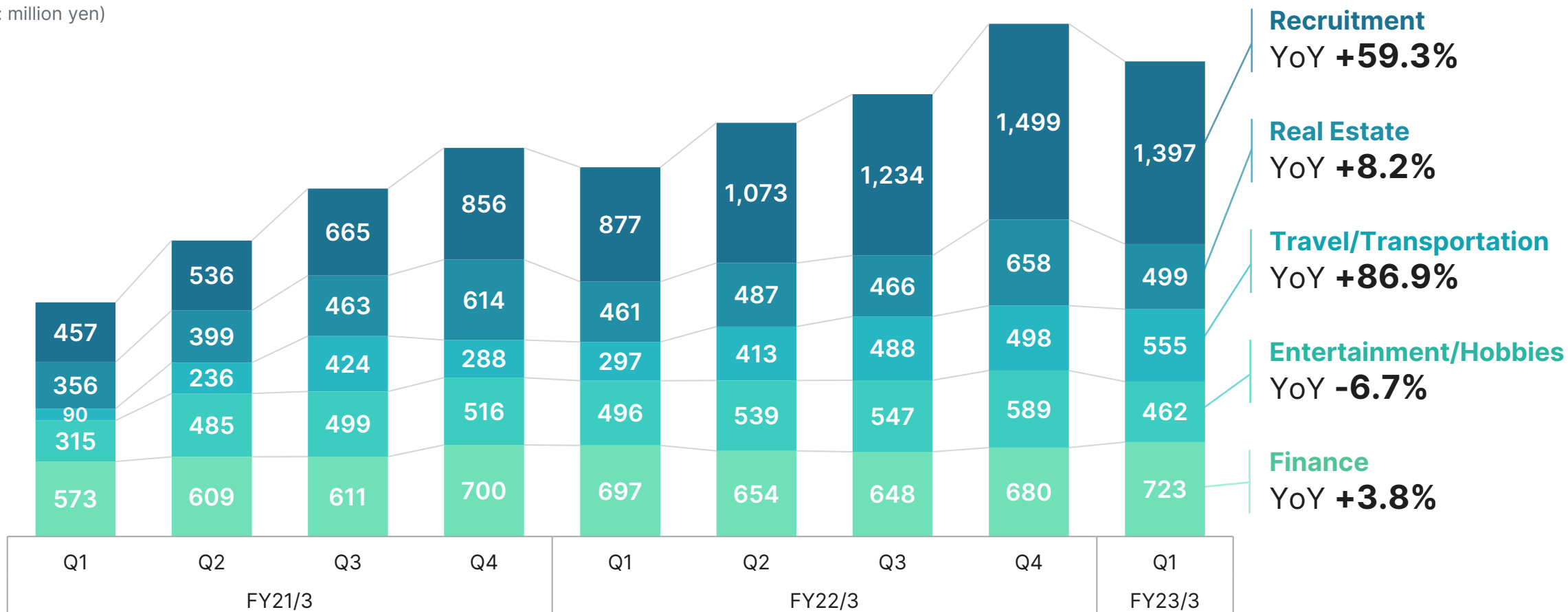
The number of online reservations is currently on a declining trend due the resurgence of COVID infections. For the week of July 25, the number of online reservations was below the level just prior to COVID-19, in early February 2020.

Number of online reservations and positive PCR tests (weekly total)



In the New Media and Solutions/Finance business, there was continued growth in the recruitment domain. The travel/transportation domain continues to be on a recovery trend.

(Unit: million yen)

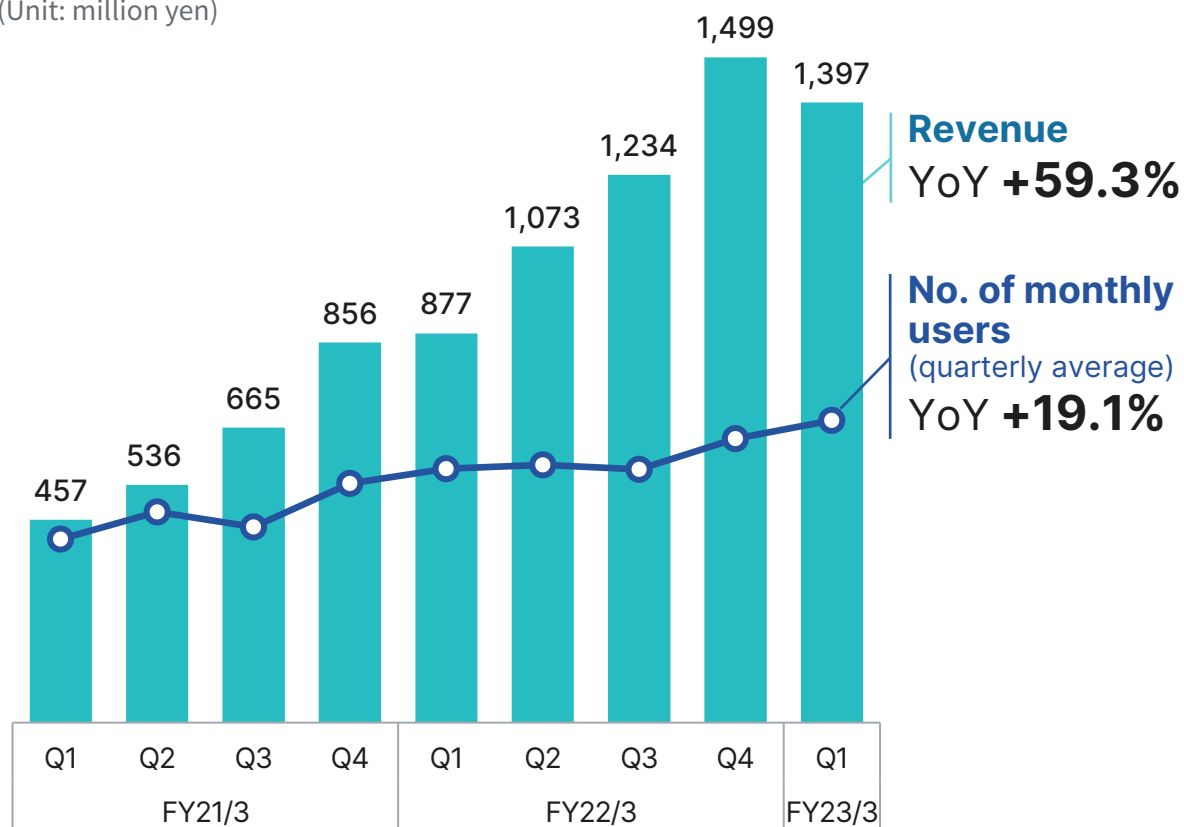




Kyujin Box revenue increased. Although the recovery in demand in the hiring market is settling down, there continues to be growth in the number of monthly users and advertisers.

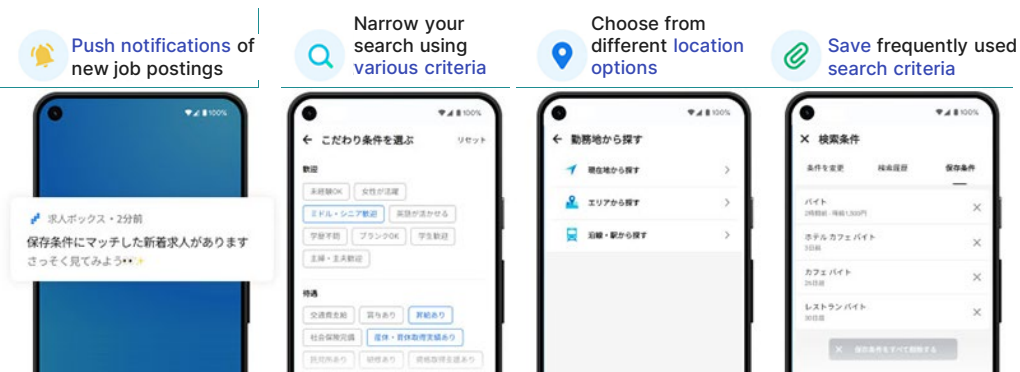
Kyujin Box: Revenue and no. of users

(Unit: million yen)



App Release

- In addition to a wealth of job listings and high search accuracy, the app offers some useful functions.
- Release of Android App on June 9. Release of iOS App planned within this fiscal year.



Easier to search for jobs that match your criteria

LCL

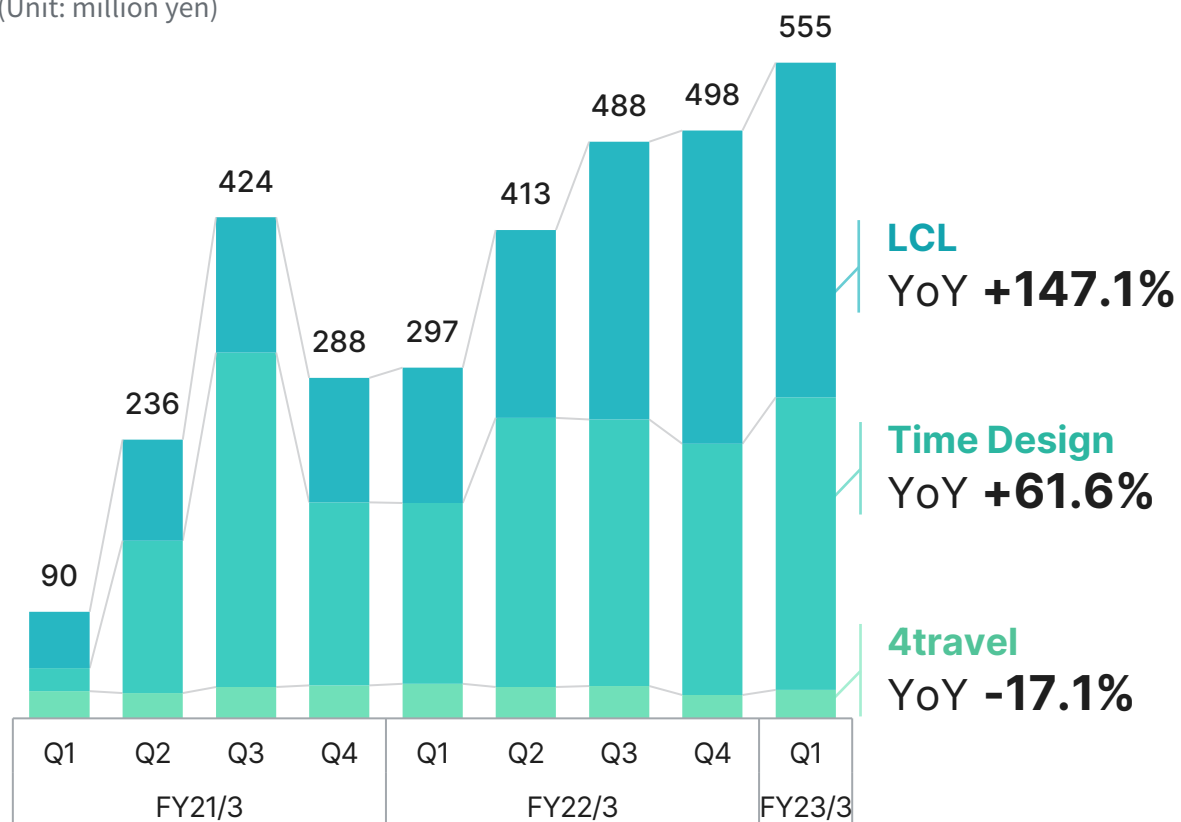
Time Design

4travel.jp

In the travel/transportation domain, there was a firm recovery in demand for domestic travel.

Travel/Transportation: Revenue by business

(Unit: million yen)



Current situation of sites/services

LCL

Sales rebounded to 80% of pre-COVID levels, as the number of express bus riders continued to increase and bus tours to regional festivals and other events are also recovering.

Time Design

- With the lifting of travel restrictions, there was a significant increase in the number of domestic DP reservation users, and sales exceeded pre-COVID levels.
- The number of hotels that have adopted TimeDesign's domestic and international DP solutions continues to increase.

4travel

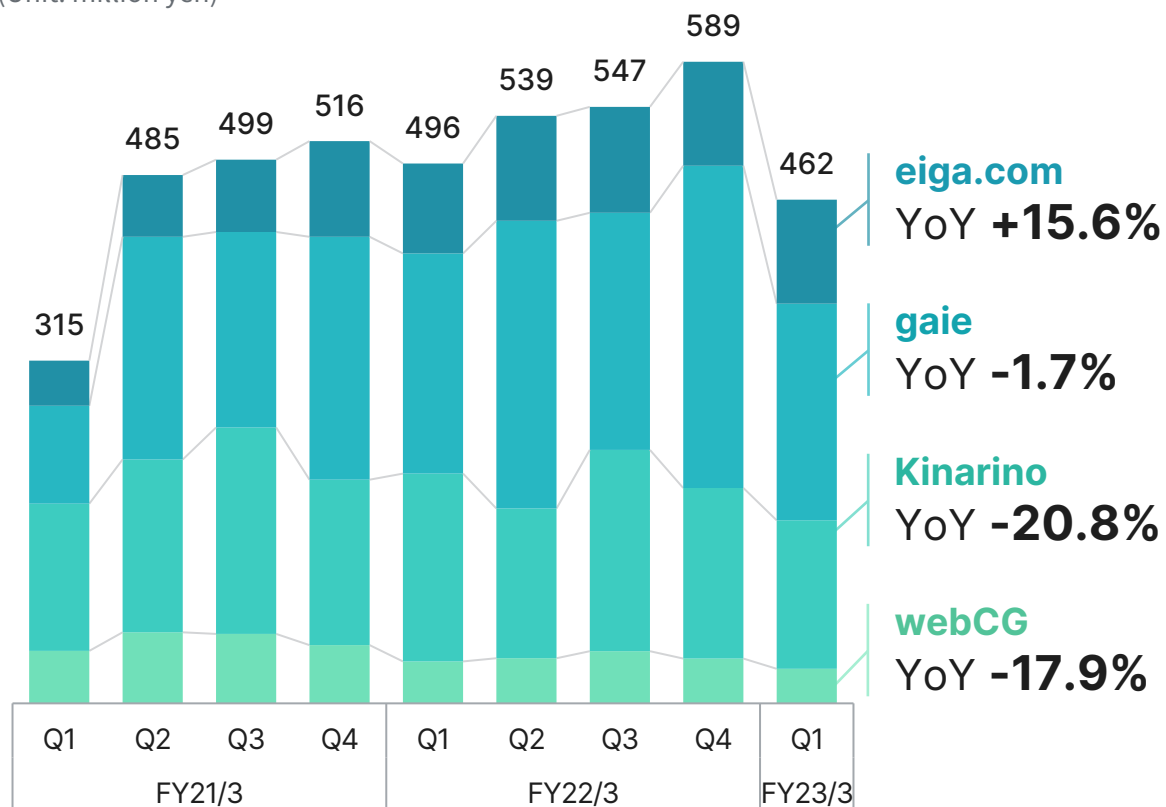
Remained at a low level due to the delay in the recovery of overseas travel demand.



eiga.com and gaie saw a recovery in advertising placements as there were a number of new movie releases. Meanwhile, Kinarino saw a decline in advertising placements.

Entertainment/Hobbies: Revenue by business

(Unit: million yen)



eiga.com / gaie

There was a recovery in advertising placements as a result of new movie releases, including hit movies whose releases had been delayed. Advertising placements by video streaming platforms also continued to increase.

Examples of movies for which gaie handled the promotion:

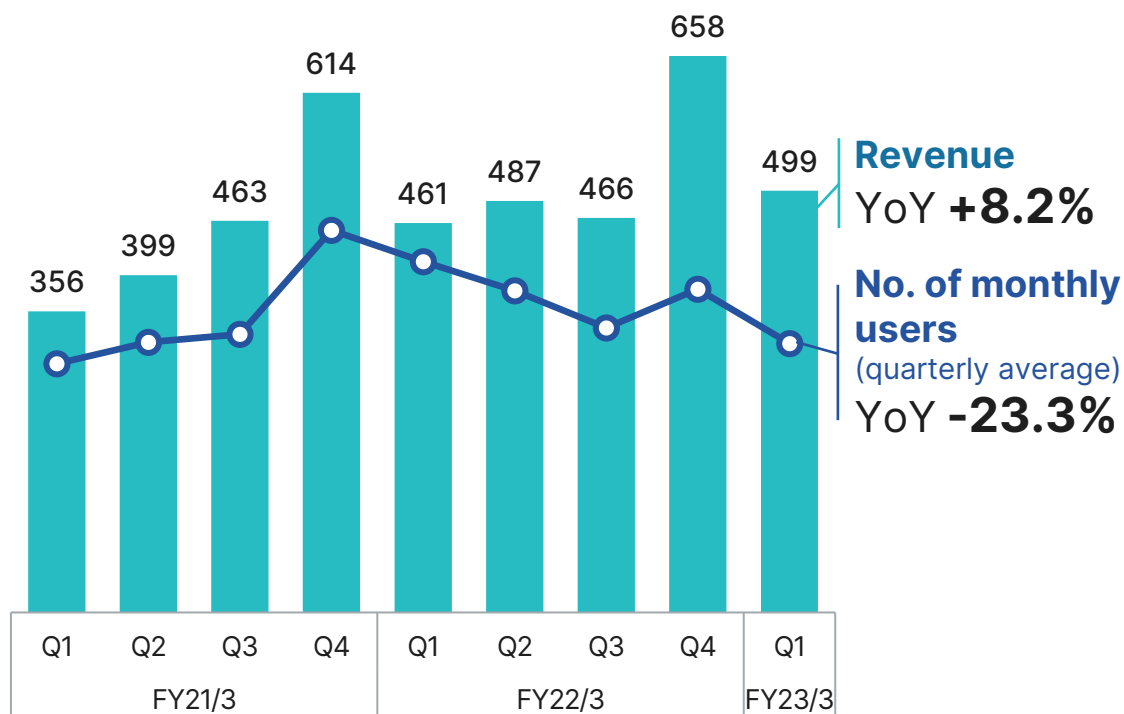




Sumaiti revenue steadily increased as a series of smaller site improvements were made.

Sumaiti: Revenue and no. of monthly users

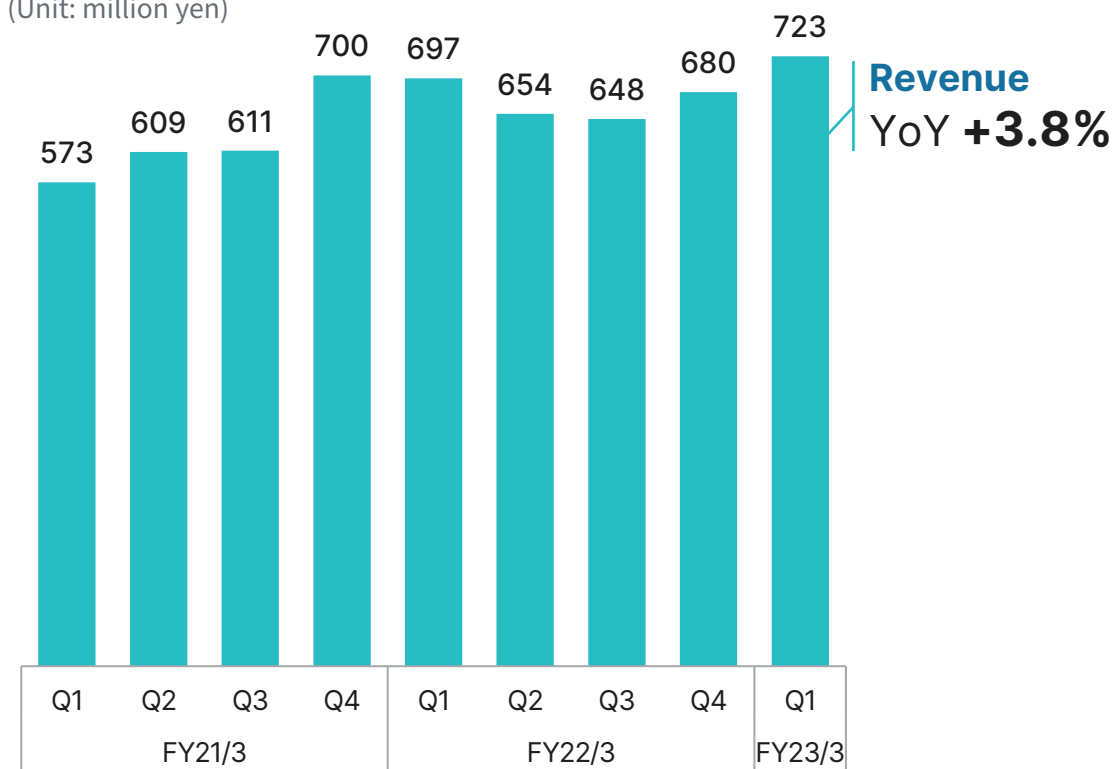
(Unit: million yen)








Kakaku.com Insurance revenue grew moderately, as demand for life insurance settles down. The ratio of online enrollments has increased.

Kakaku.com Insurance: Revenue

(Unit: million yen)



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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">■ Increase number of restaurants offering online reservation■ Increase number of App users■ 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.



Service Business: Enhance content to make it easier to choose complex services

Organize search criteria based on users' purposes and needs, to make searching for services easier



Used Cars

Added interactive chatbot function to narrow down the used car inventory



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中古車選びサポート

あなたのご希望にマッチした
中古車選びをお手伝いします！

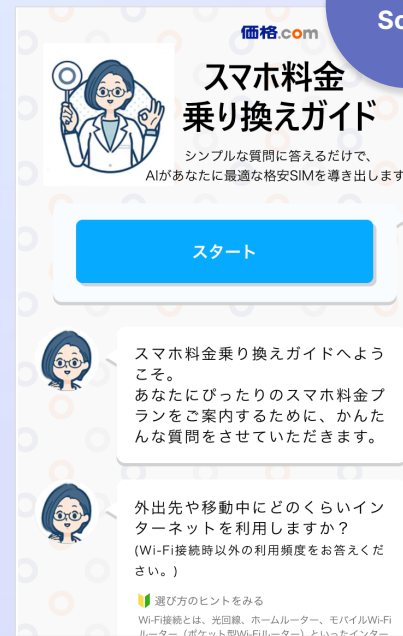
Released
in June



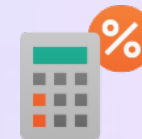
Low-cost SIM

Narrow down services meeting one's smartphone usage by answering a set of questions.

* screen image



Coming
Soon



Mortgage

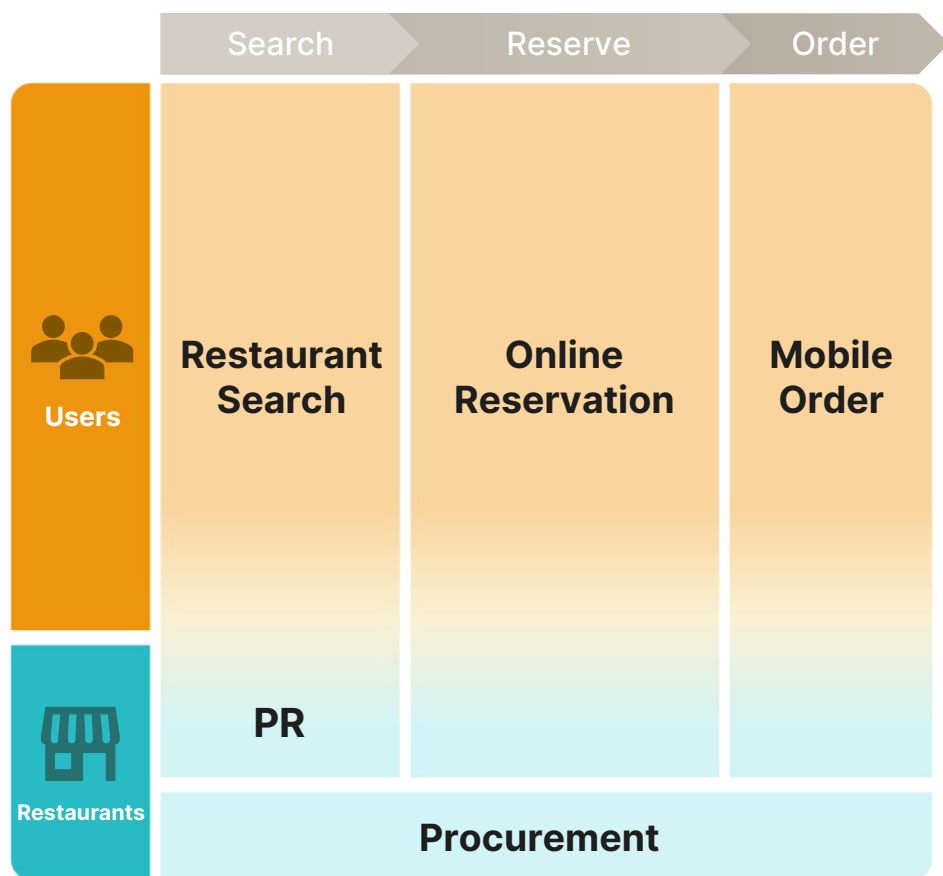
Users will be able to narrow down the loans to those that match the repayment plans and other features they want.

Under
Consider
ation

Will be rolled out in succession



Provide a broad range of services to connect people and restaurants.

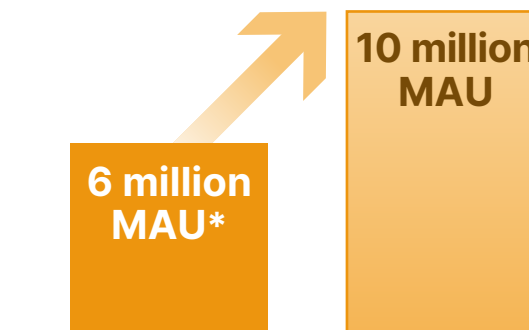


- Increase no. of restaurants offering online reservations



* As of June 2022

- Increase no. of App users



* As of June 2022



Find the job that best fits your needs from a greater number of job listings

Enhance information and improve functionality needed to choose jobs

- Continue to improve viewability and searchability
- Continue efforts to keep job information accurate and up-to-date
- Expand original content, such as articles on how best to search for jobs
- Expand functions to support users to apply for a job

Expand partnerships and increase options for job seekers

- Expand functions and mechanisms to make it easier for clients to manage their paid listings



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

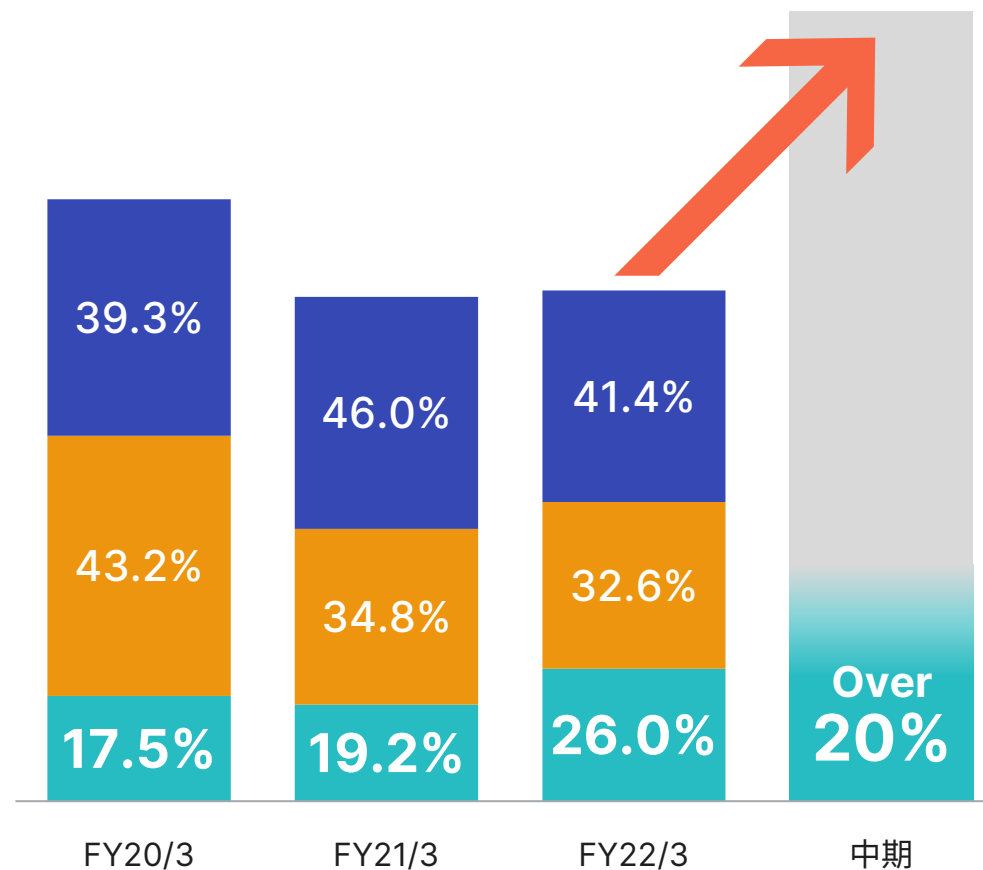
Continue to make site improvements and enhance content to provide meaningful information to users, so they can feel more satisfied with their purchases.


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

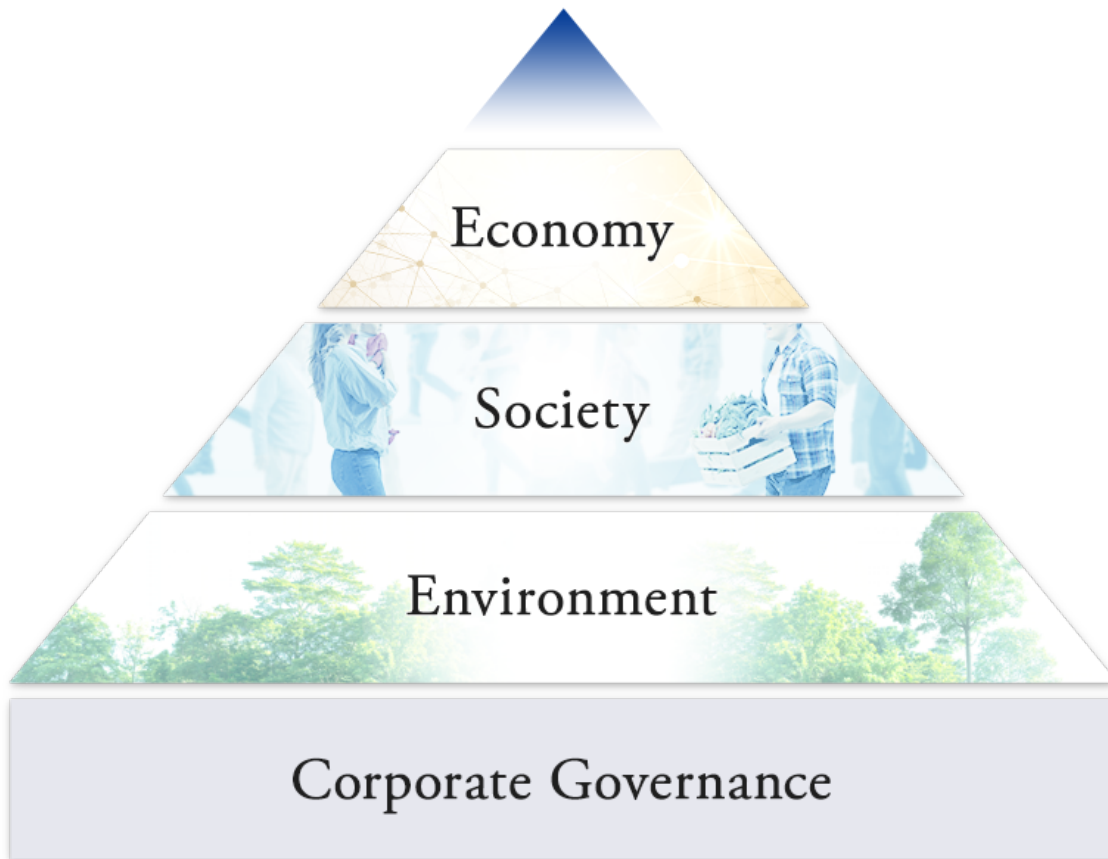
Expand the number of users by enriching the content of existing businesses and proactively invest to match the stage of growth



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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
- Quality Management of Online Advertising

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

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)

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)

	FY18/3	FY19/3	FY20/3	FY21/3	FY22/3
Capital-to-Asset ratio *1	78.5%	79.1%	67.8%	66.1%	68.0%
ROE *2	45.7%	45.1%	44.0%	26.2%	30.1%
Dividend per share (yen)	32	36	40	40	40
Total dividend (billion yen)	68	75	83	82	82
Payout ratio	43.3%	45.2%	45.3%	70.0%	57.4%
Acquisition cost of treasury stock (billion yen)	108	30	80	0	50
Total return ratio *3	112.2%	63.1%	88.8%	70.0%	92.3%

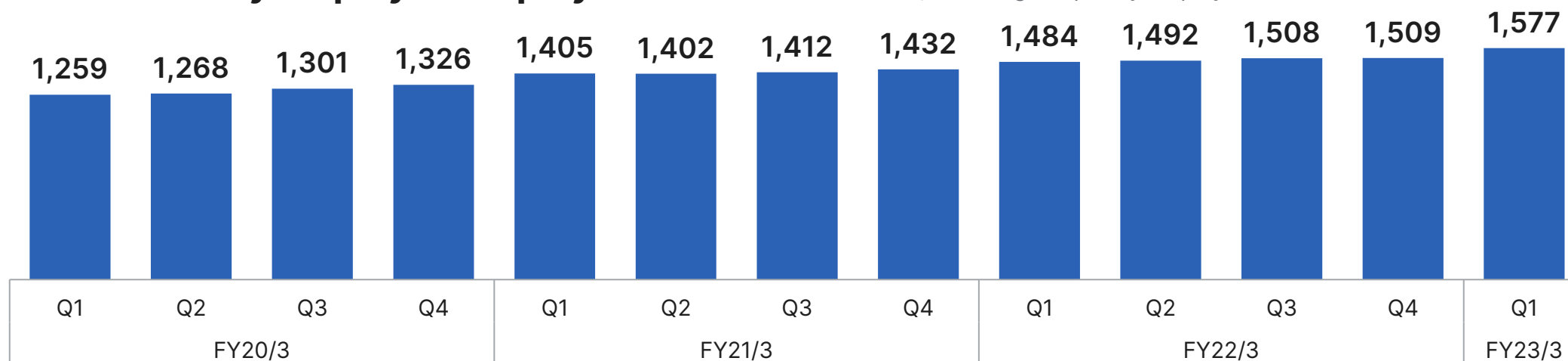
*1 Capital-to-Asset Ratio = Equity attributable to owners of the parent company ÷ total assets × 100

*2 ROE = Profit attributable to owners of the parent company ÷ (Equity attributable to owners of the parent company) × 100

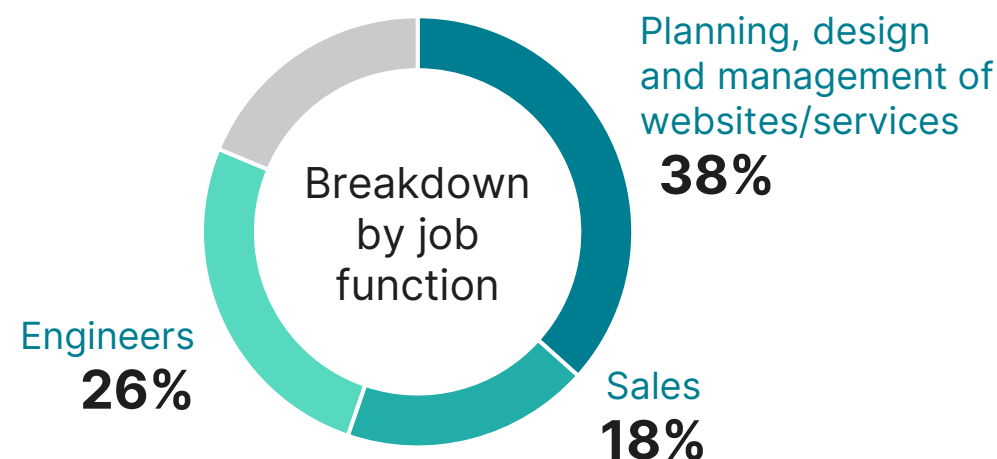
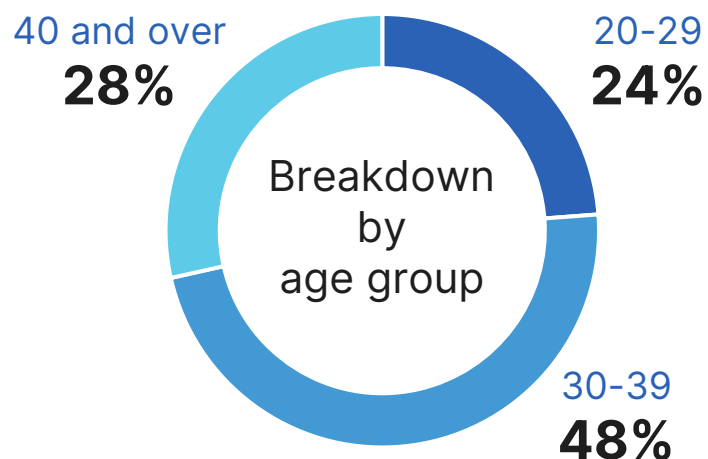
*3 Total Return Ratio = (Total dividend + Acquisition cost of treasury stock) ÷ Profit attributable to owners of the parent company × 100

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 June 2022)



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, 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 *1 : 53.44 million (as of June 2022)

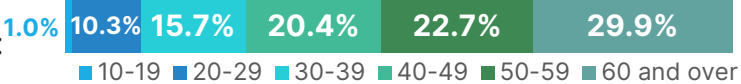
Users by device:

28%

72%

■ PC ■ SP

Users by age group*2 :



食べログ

Restaurant discovery and reservation site

Monthly users *1 : 93.25 million (as of June 2022)

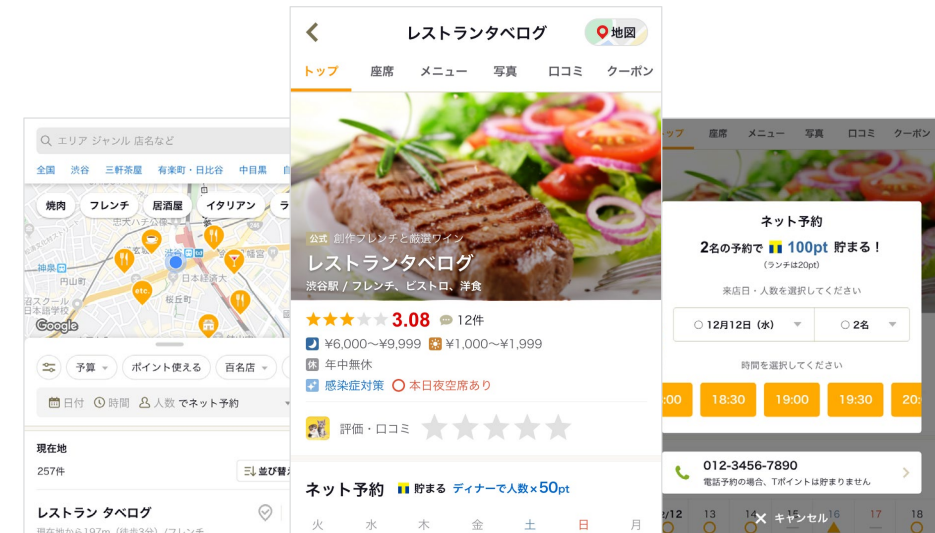
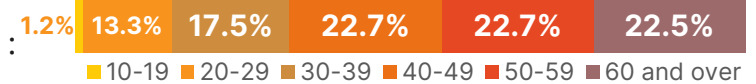
Users by device:

16%

84%

■ PC ■ SP

Users by age group*2 :



*1 The number of monthly unique users is the number of browsers that visited the site, not the number of cumulative visits, during a month. We have measured monthly user numbers exclude overlapping users which occurs by the mobile webpage speed and mechanical access such as automatic collecting program by third parties. Tabelog support of AMP (Accelerated Mobile Pages) ended as of February 2022.

*2 Users by age group are as of May 2022.

求人ボックス

Comprehensive search site for job seekers



スマイティ

Residential real estate website



kakaku.com insurance

Consulting service for insurance selection



キナリノ

Lifestyle media



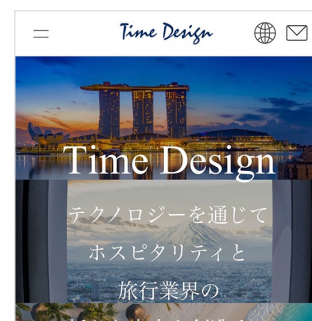
バス比較なび

Price comparison site for highway/overnight buses and bus tours



Time Design

Dynamic package reservation platform



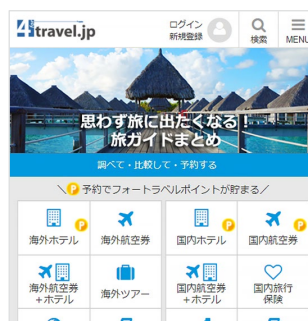
映画.com

Online database for movies and showtimes



4for travel.jp

Travel review and comparison site





Online media for car enthusiasts



Online photo sharing community



Online travel information media



Online media for men's fashion



Anime and Akihabara culture information media



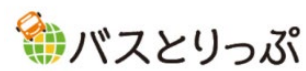
FX and Exchange rate related information site



Cryptocurrency and Blockchain related information site



Price comparison site for domestic travel and overseas airline tickets



Online media on highway busses and bus tours



Digital promotion agency, focusing on promotion of movies



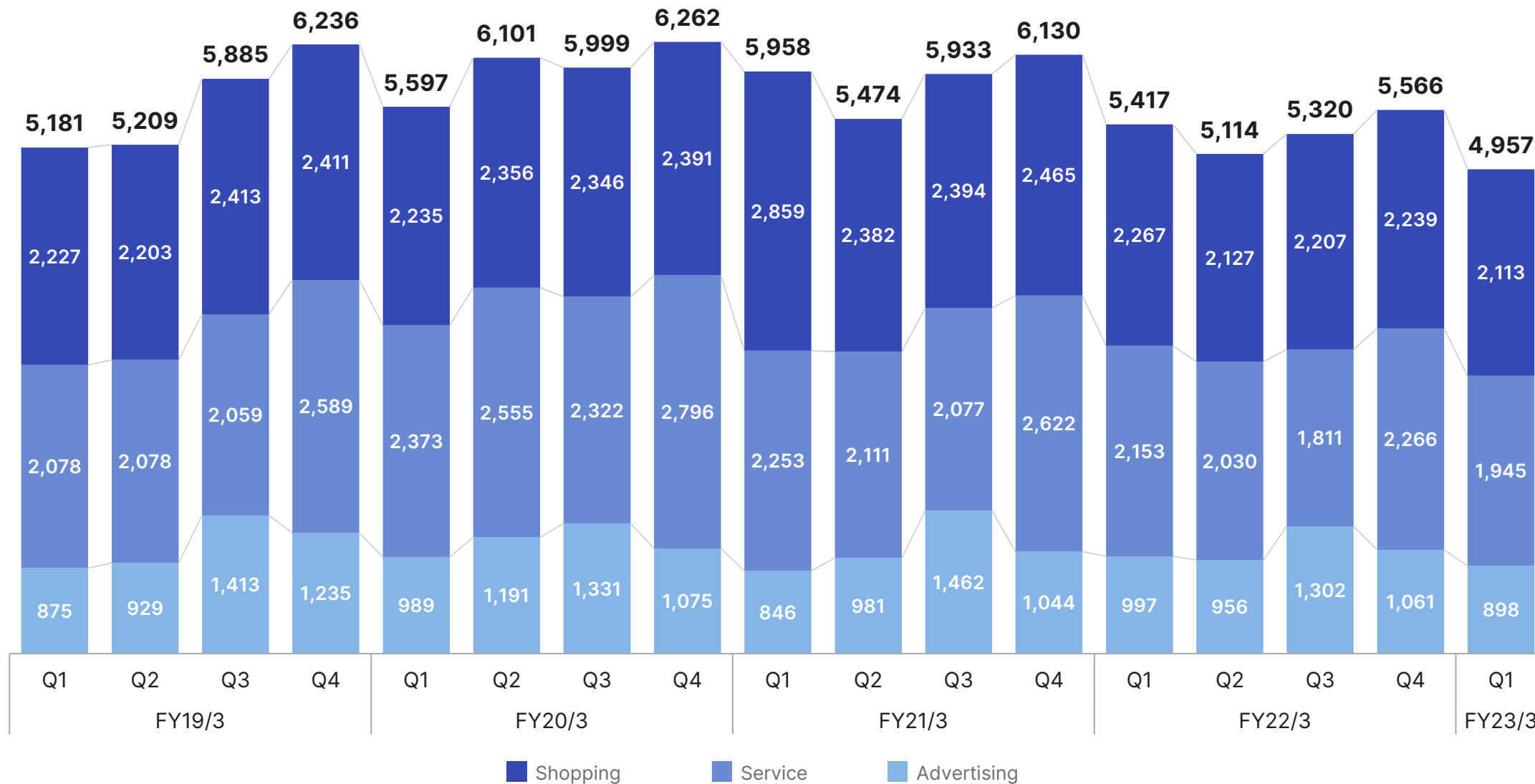
General information site for Anime



Horror movie streaming service

Kakaku.com: Breakdown of revenue by business

(Unit: million yen)



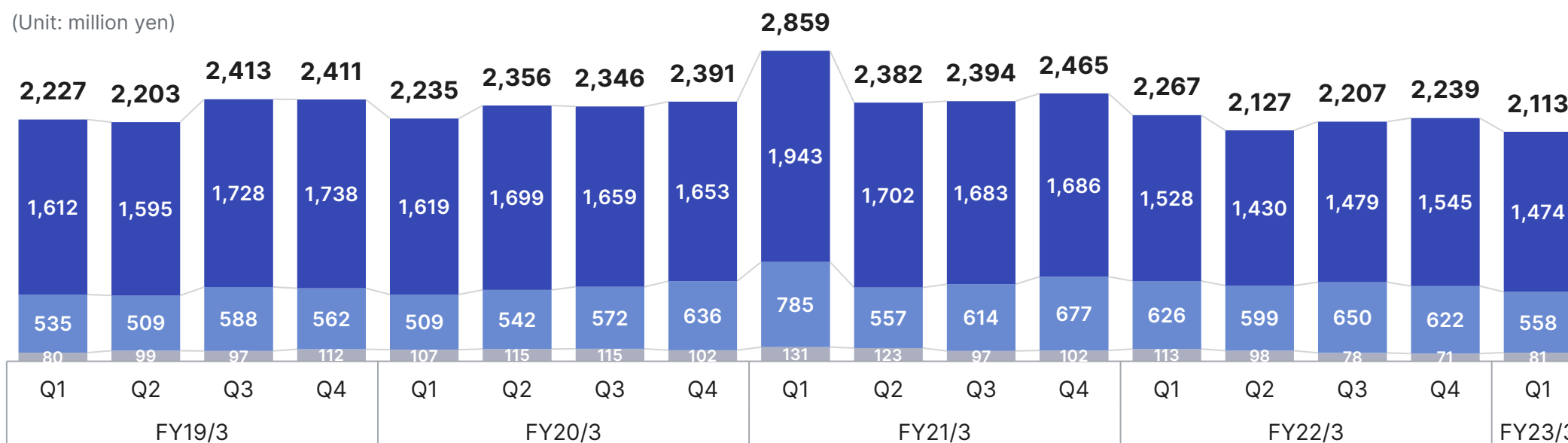
Kakaku.com: Breakdown of Shopping revenue

Main categories

Business Model

Durables	PCs, home appliances, cameras, etc.	Commission based on clicks and sales performance
Consumables	Interior products, furniture, fashion, shoes, accessories, cosmetics, etc.	
Other	Water dispensers, settlement fees, etc.	

(Unit: million yen)



Sales ratio

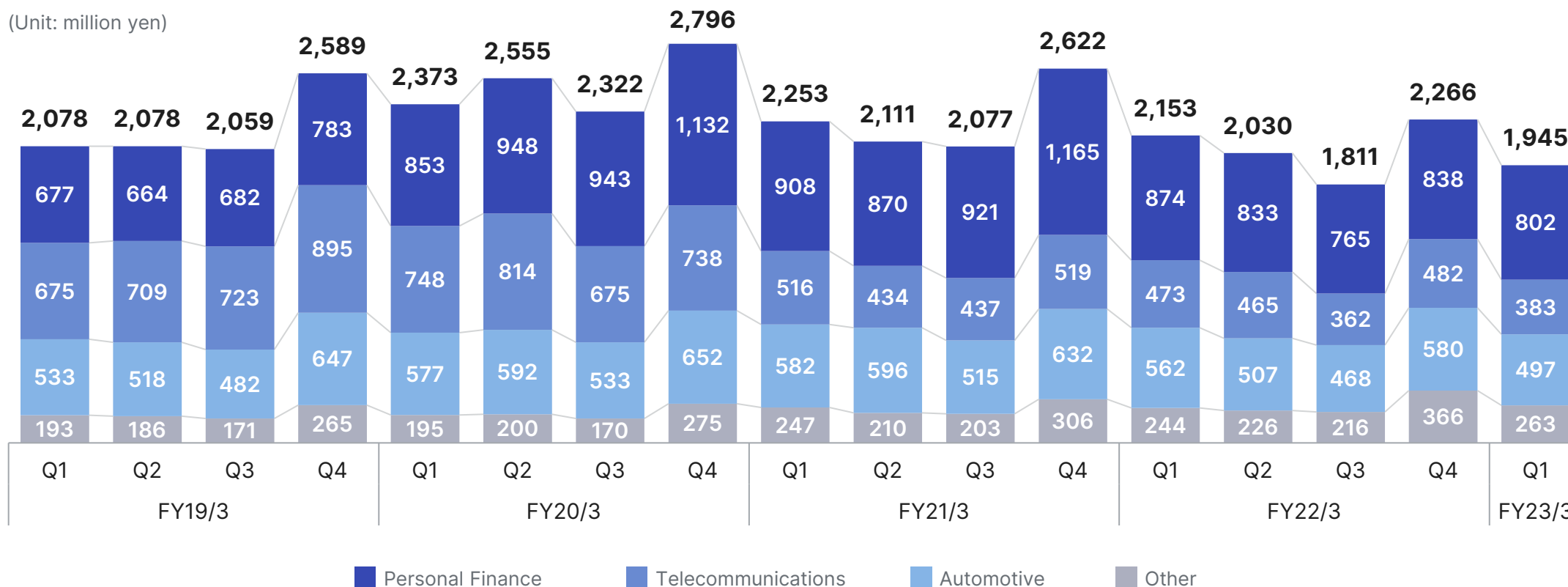
Durables	72.4%	72.4%	71.6%	72.1%	72.4%	72.1%	70.7%	69.1%	68.0%	71.5%	70.3%	68.4%	67.4%	67.2%	67.0%	69.0%	69.8%
Consumables	24.0%	23.1%	24.4%	23.3%	22.8%	23.0%	24.4%	26.6%	27.5%	23.4%	25.6%	27.5%	27.6%	28.2%	29.4%	27.8%	26.4%
Other	3.6%	4.5%	4.0%	4.7%	4.8%	4.9%	4.9%	4.3%	4.6%	5.2%	4.0%	4.1%	5.0%	4.6%	3.5%	3.2%	3.8%

Main categories

Business Model

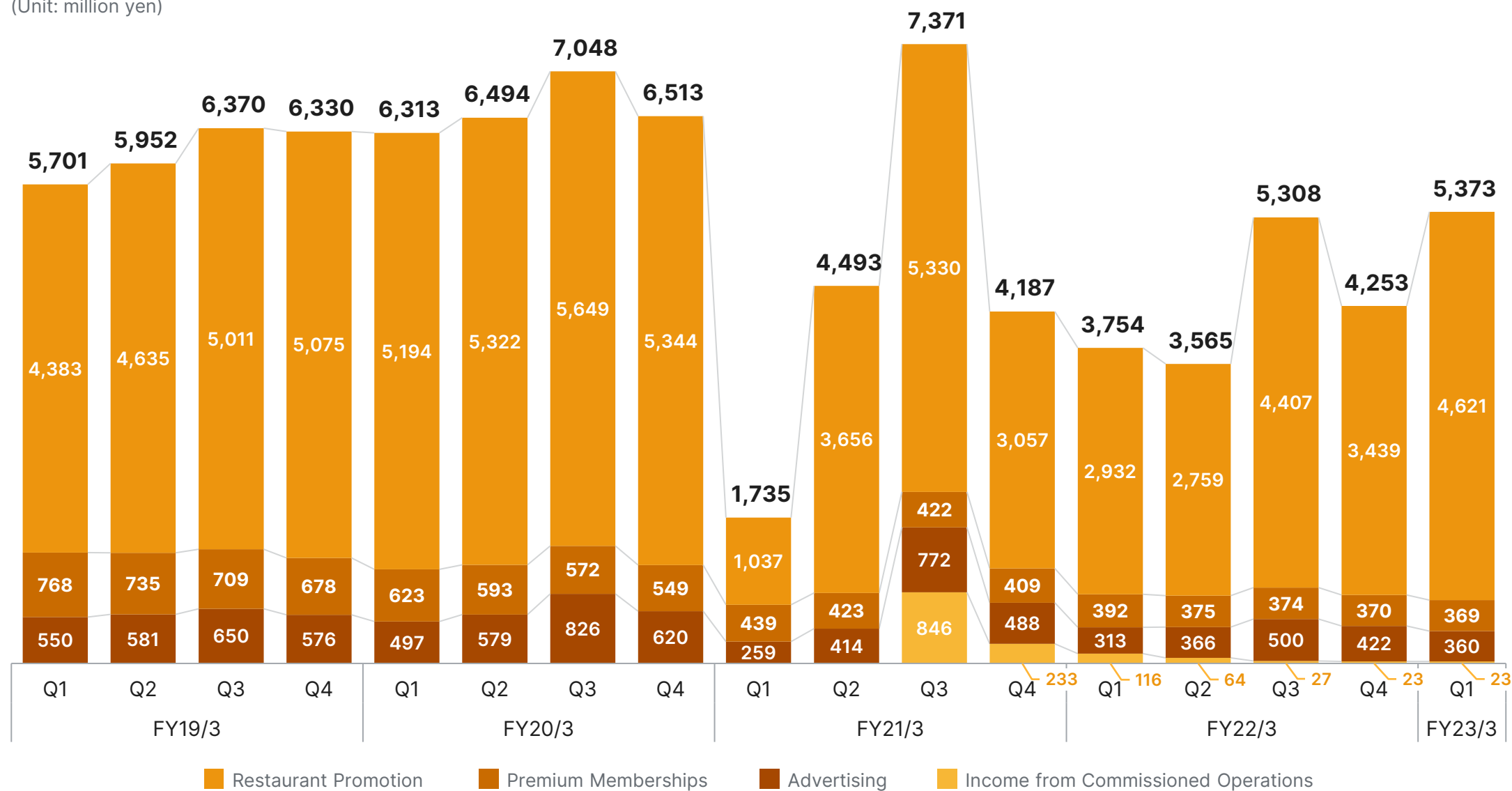
Personal Finance	Credit cards, loans, investment and asset management, FX, etc.	Commissions based on the number of inquiries or applications
Telecommunication	Wi-Fi rentals, low-cost SIMs, internet providers, etc.	
Automotive	Car insurances, used cars, etc.	
Other	English lessons, energy providers (electricity, gas), etc.	

(Unit: million yen)



Tabelog: Revenue by business

(Unit: million yen)



Tabelog: Number of fee-paying restaurants (end-of-quarter)

Promotion Service

Service provided: Promotion on Tabelog

- Add large photos and information on restaurant's specialties and courses
- Priority display in standard search results

Commissions : fixed monthly fee

- 10,000yen, 25,000yen, 50,000yen, 100,000yen

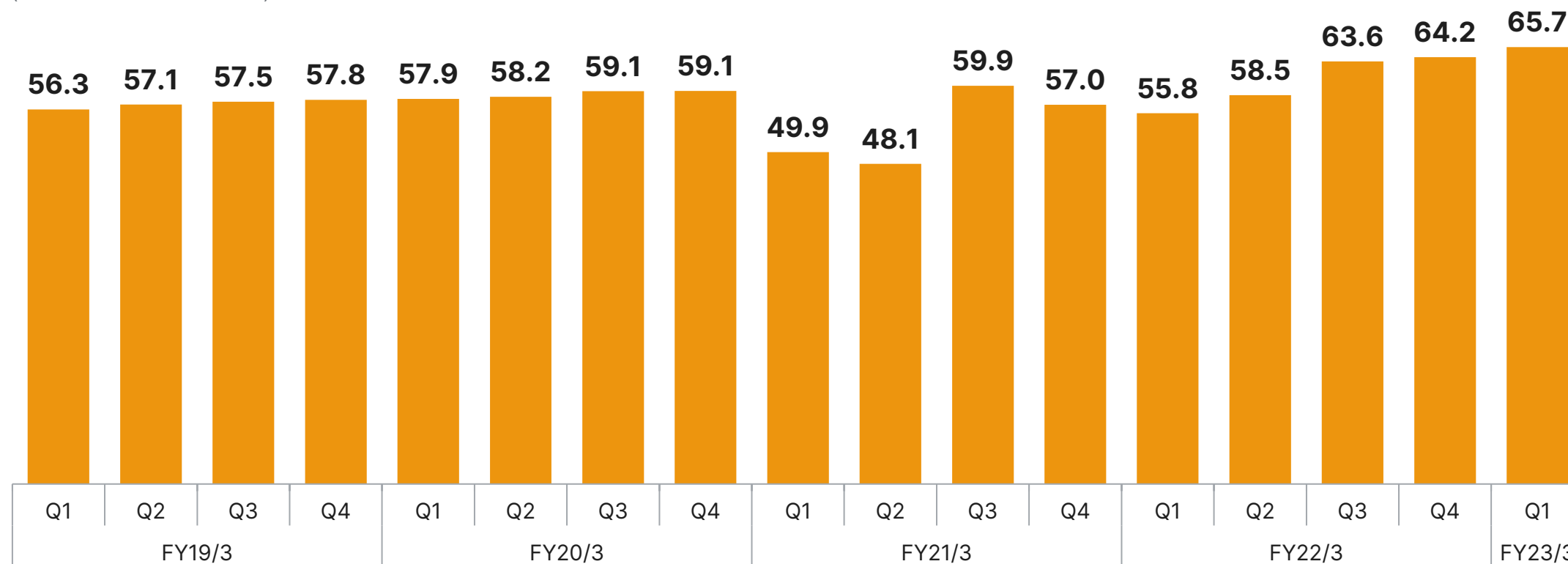
Online Reservation Service

Service provided: Use of Tabelog's online reservation service

Commissions: performance-based fee

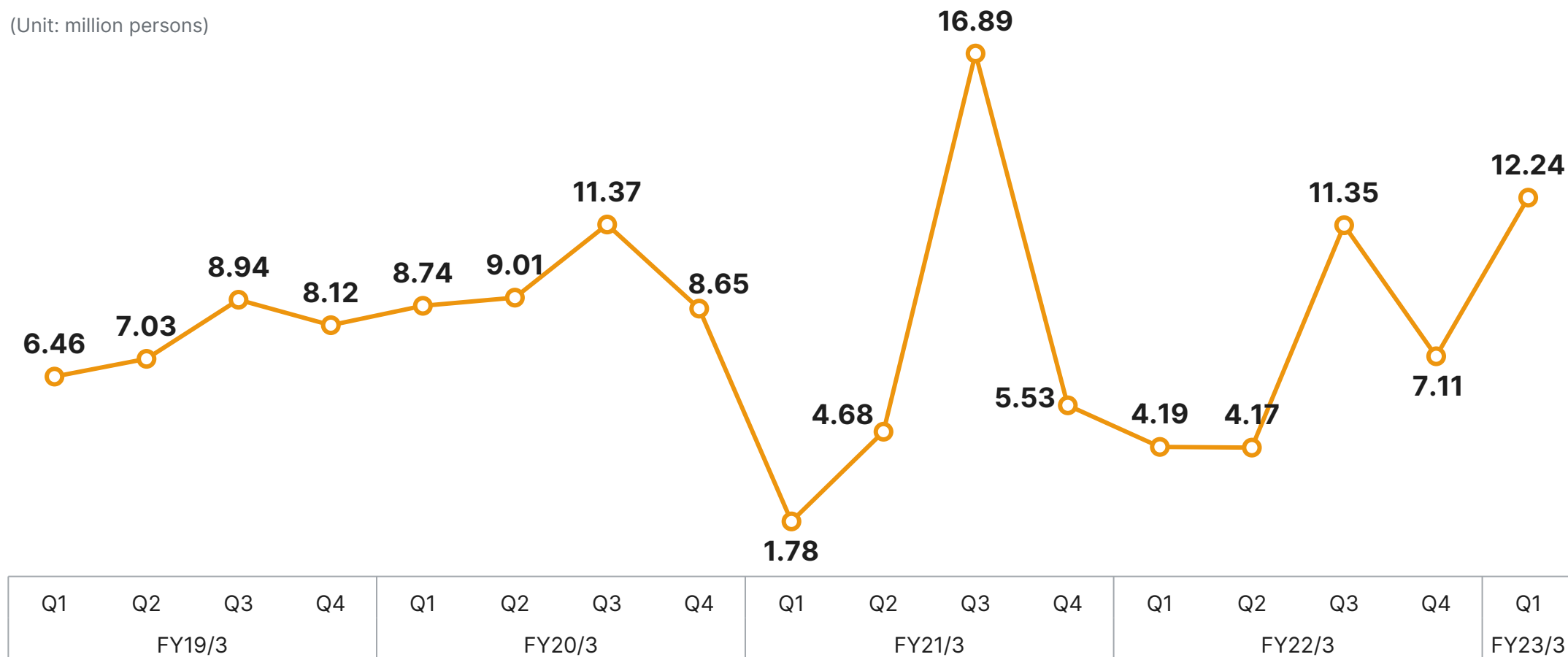
- Lunch: 100yen per customer
- Dinner: 200yen per customer

(Unit: thousand restaurants)



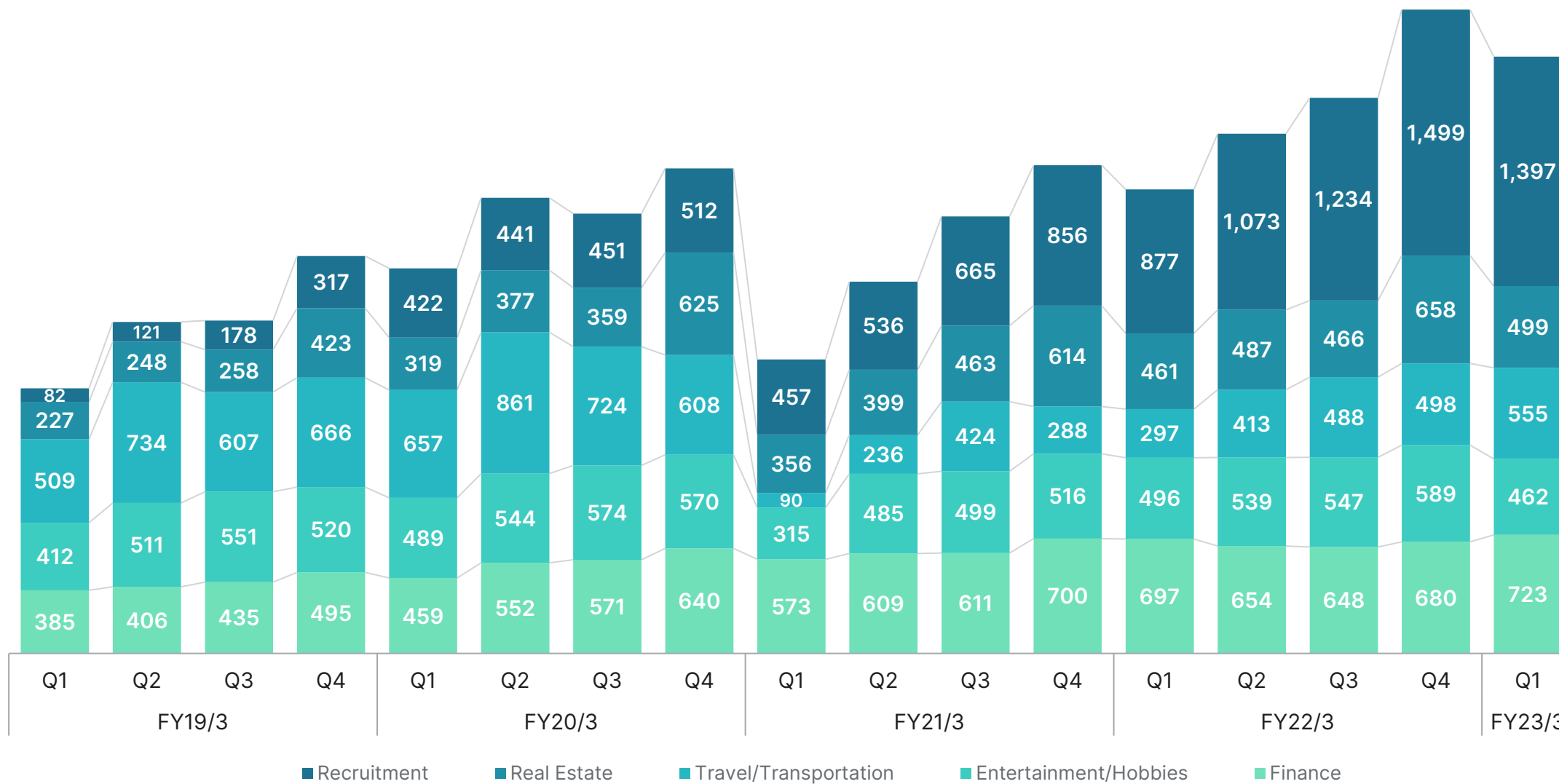
Tabelog: Number of online reservations (quarterly total)

(Unit: million persons)



New Media and Solutions/Finance: Revenue by business

(Unit: million yen)



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	Prime Market 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/

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.