

FY 2023/3 Third Quarter Results Briefing

2023.02.02

kakaku.com

Kakaku.com, Inc. Securities Code: 2371



1. Operating Results

2. Operating Results and Progress by Business

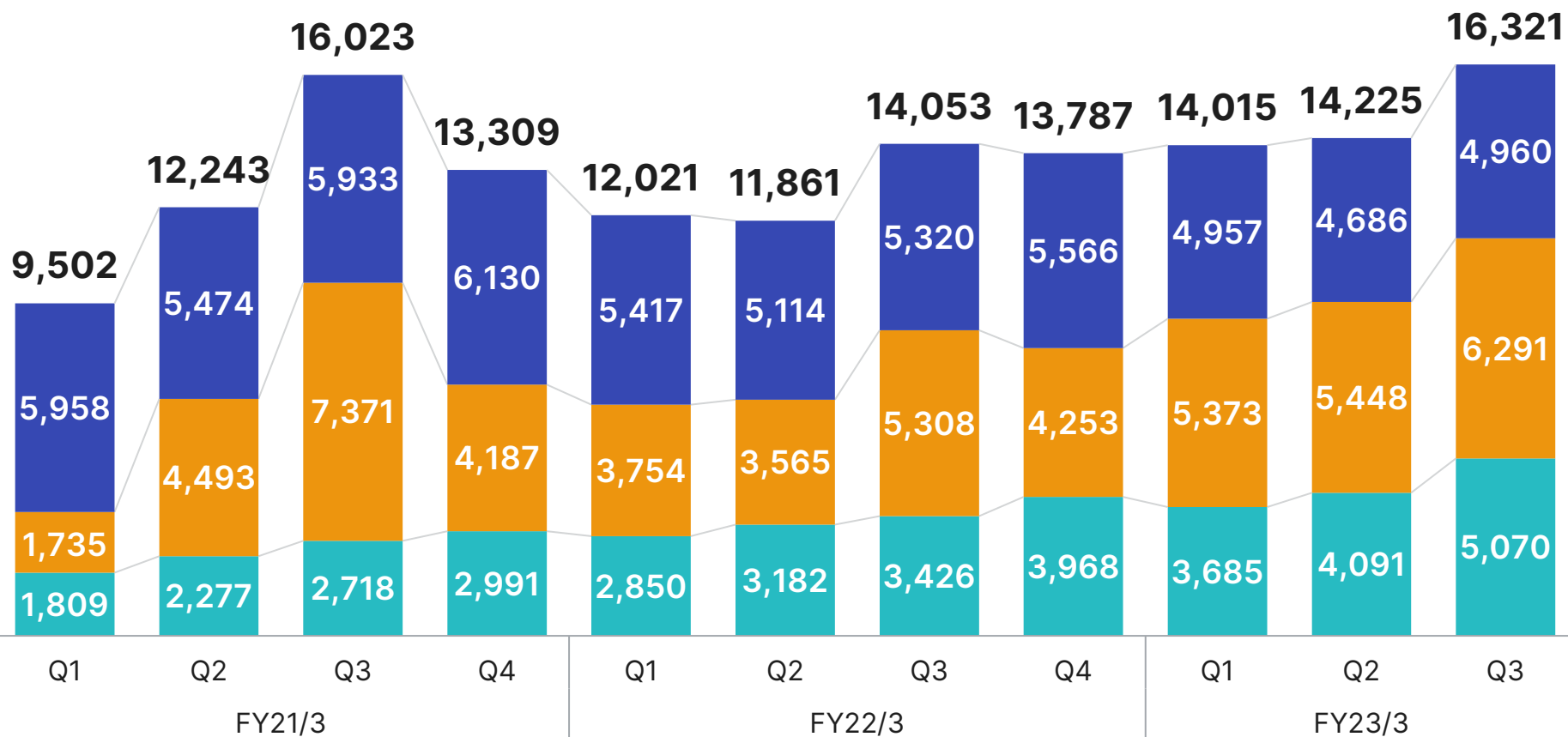
3. Initiatives Going Forward

4. Appendix

	FY22/3		FY23/3				Forecast	Progress
	Q3	9 months	Q3	YoY	9 months	YoY		
(Unit: million yen)								
Revenue	14,053	37,935	16,321	+16.1%	44,561	+17.5%	64,500	69.1%
Operating Profit	5,662	13,782	7,020	+24.0%	17,927	+30.1%	25,900	69.2%
OP Margin	40.3%	36.3%	43.0%	+2.7pt	40.2%	+3.6pt	40.2%	-
Profit Before Income Taxes	6,786	14,813	7,045	+3.8%	18,375	+24.0%	25,800	71.2%
Profit Attributable to Owners of the Parent Company	4,673	10,448	4,791	+2.5%	12,837	+22.9%	17,600	72.9%

Operating Results by Business

(Unit: million yen)



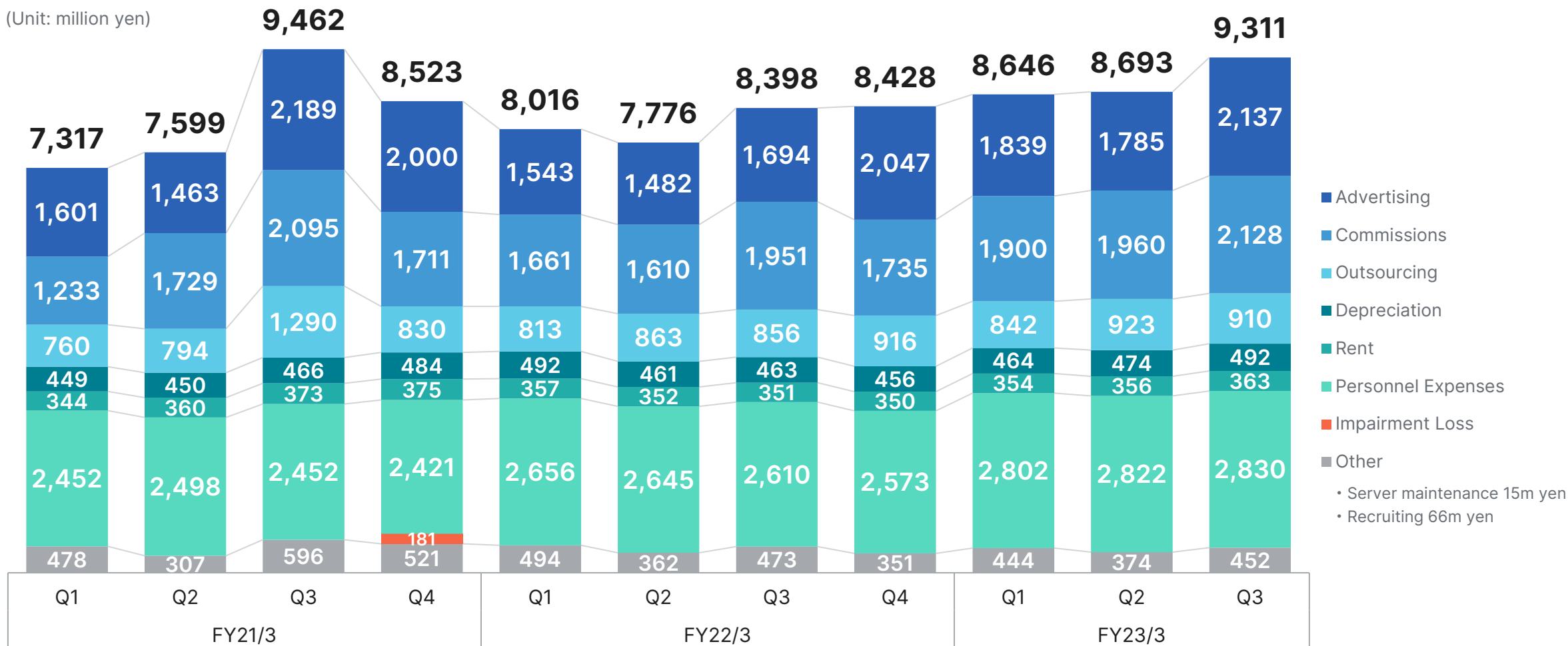
Sales ratio

Kakaku.com	62.7%	44.7%	37.0%	46.1%	45.1%	43.1%	37.9%	40.4%	35.4%	32.9%	30.4%
Tabelog	18.3%	36.7%	46.0%	31.5%	31.2%	30.1%	37.8%	30.8%	38.3%	38.3%	38.5%
New Media and Solutions/Finance*	19.0%	18.6%	17.0%	22.5%	23.7%	26.8%	24.4%	28.8%	26.3%	28.8%	31.1%

* There was a change in estimates related to revenue recognition for certain life insurance agency commissions in the finance business. Please refer to page 23 for details.
There is no change to the consolidated earnings forecast for the full year announced in the "Consolidated Earnings Report for the Fiscal Year Ended March 31, 2022" on May 11, 2022.

In advertising expenses, T-point related costs in the Tabelog business as well as costs related to advertising for Kakaku.com's Service Business and Kyujin Box increased.
In commissions, agency commissions for the Tabelog business increased.

(Unit: million yen)





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Operating Results by Business

(Unit: million yen)	Q3	YoY	9 months	YoY
Kakaku.com	4,960	-6.8%	14,603	-7.9%
Shopping	2,023	-8.3%	6,046	-8.4%
Service	1,885	+4.1%	5,721	-4.6%
Advertising	1,052	-19.2%	2,835	-12.9%
Tabelog	6,291	+18.5%	17,112	+35.5%
Restaurant Promotion	5,475	+24.2%	14,717	+45.7%
Premium User Memberships	372	-0.7%	1,106	-3.1%
Advertising	448	-10.3%	1,252	+6.2%
Income from Commissioned Operations*1	2	-	37	-
New Media and Solutions/Finance	5,070	+48.0%	12,846	+35.8%
New Media and Solutions	3,390	+22.0%	9,719	+30.3%
Finance*2	1,680	+159.1%	3,127	+56.4%

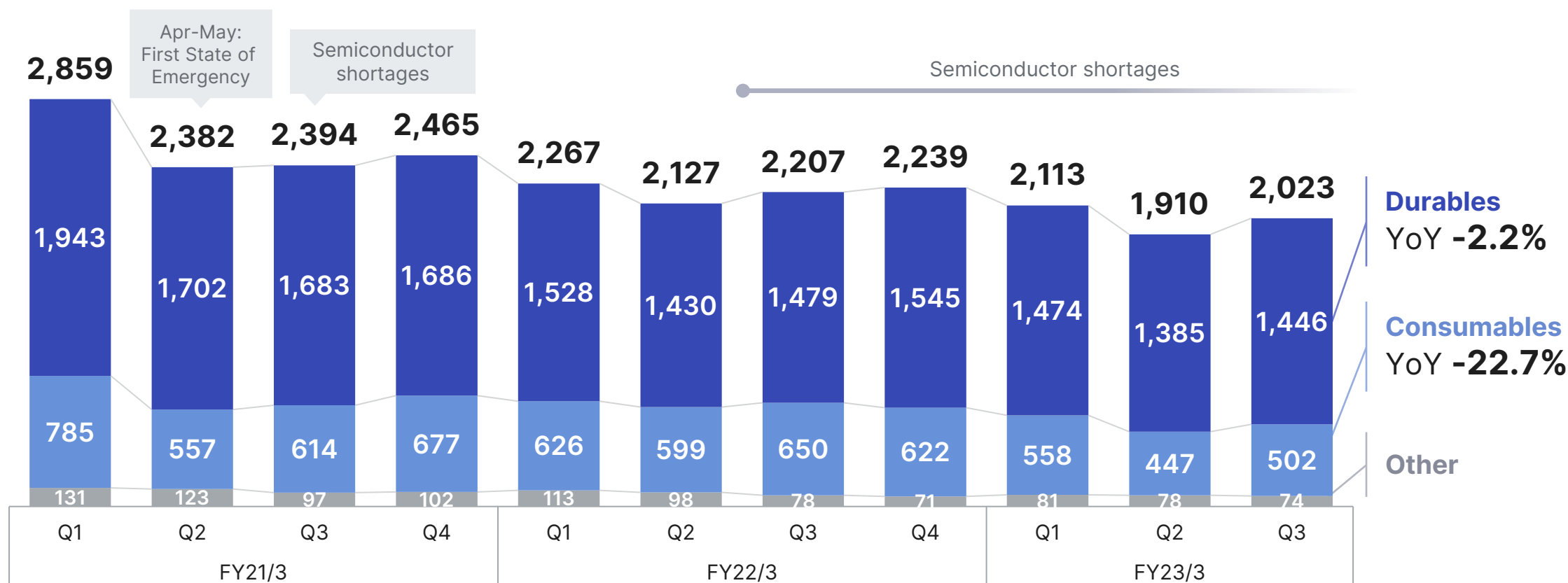
*1 Income from Commissioned Operations refers to revenue from Go To Eat Campaign related operations commissioned by the Ministry of Agriculture, Forestry and Fisheries. It does not, however, include advertising income (booked in the Tabelog's advertising business) related to these commissioned operations. An adjustment of (- 6m yen), which occurred in the process of settlement procedures, due to the termination of the Go To Eat Campaign in January 2023, is not included in the results for Q3 (2m yen).

*2 There was a change in estimates related to revenue recognition for certain life insurance agency commissions in the finance business. Please refer to page 23 for details. There is no change to the consolidated earnings forecast for the full year announced in the "Consolidated Earnings Report for the Fiscal Year Ended March 31, 2022" on May 11, 2022.



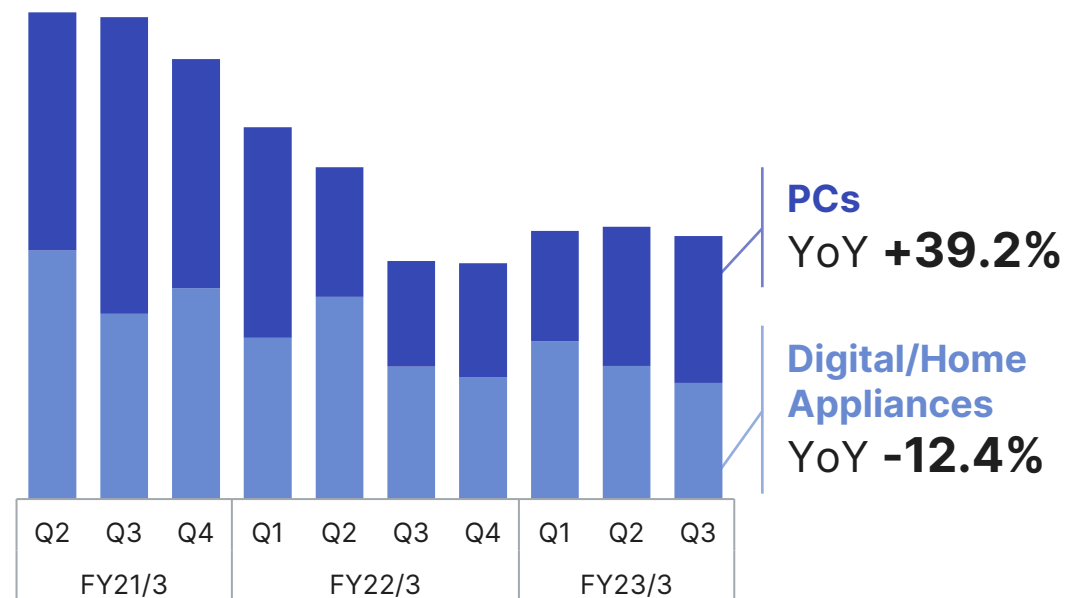
Shopping business revenue declined. For durable goods, there was an impact from the decline in registrations of new products, as well product prices increases due to factors such as currency fluctuations. Consumer goods continued to be impacted by search ranking volatility.

Shopping: Revenue (Unit: million yen)



■ Durables: No. of registrations of new products

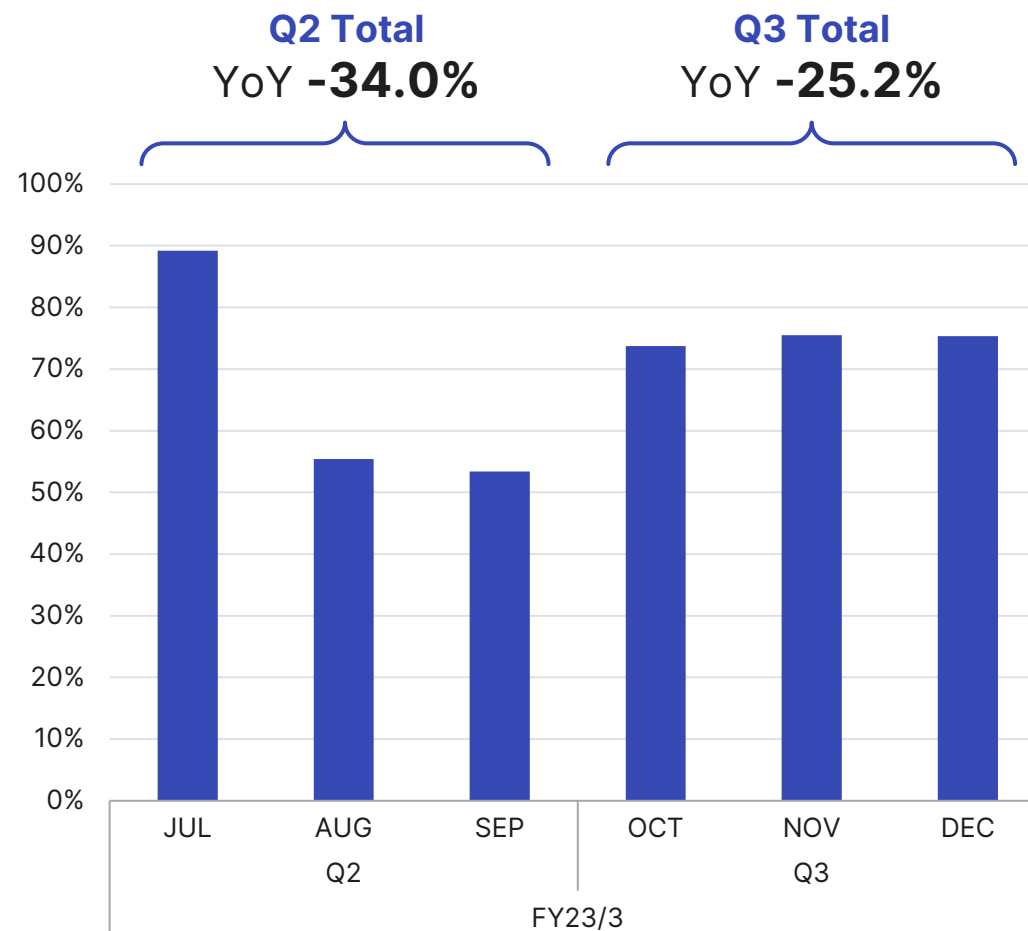
The number of new product registrations for PCs and digital/home appliances remained at low levels.



- For PCs, new products increased mainly for tablet PCs (Wireless LAN (Wi-Fi) routers and other peripherals also increased.)
- In digital/home appliances, there was a decline especially for large products, such as TVs and refrigerators. Audio products, saw an increase in new products for the third consecutive quarter, centered on earphones, and recovered to a level exceeding that of the previous year.

■ Consumables: Organic traffic (YoY)

Organic traffic remains affected by search ranking volatility experienced in early August.

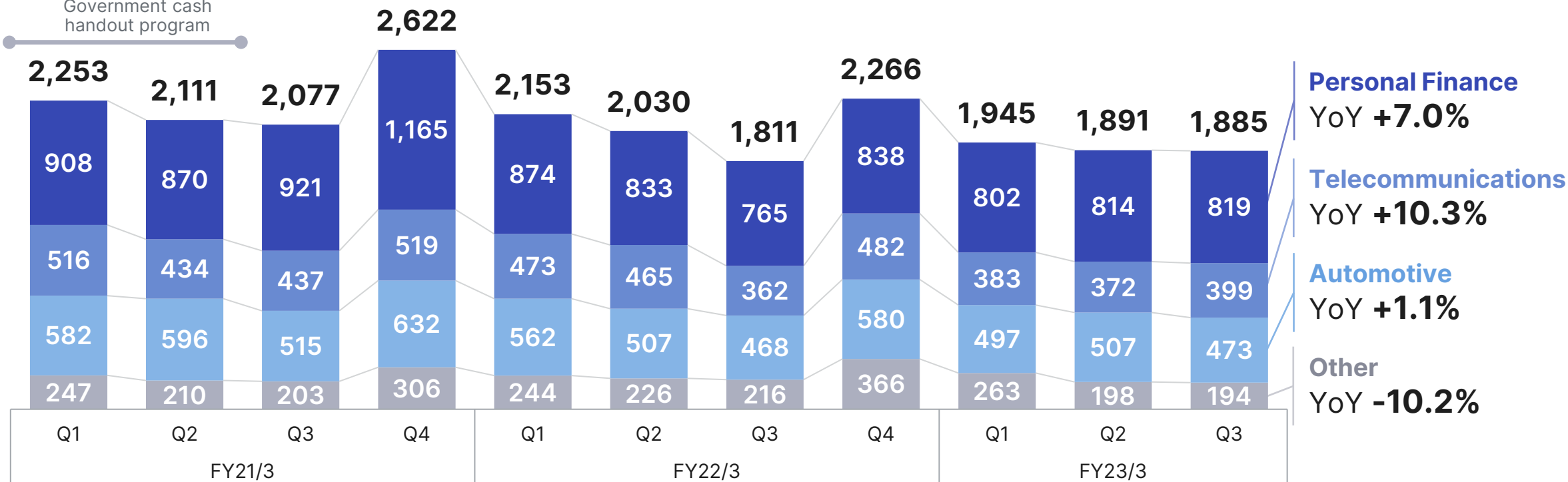


Services business revenue increased. Revenue increased in the personal finance domain and telecommunications domain, while revenue in the automotive domain remained flat.

Service: Revenue (Unit: million yen)

Point Reward Program
for Cashless Payments

Government cash
handout program



Trend by category

Personal Finance

Applications for credit card issuances and card loans increased.

Telecommunications

Applications for fiber-optic lines decreased while applications for mobile lines and overseas Wi-fi rentals increased.

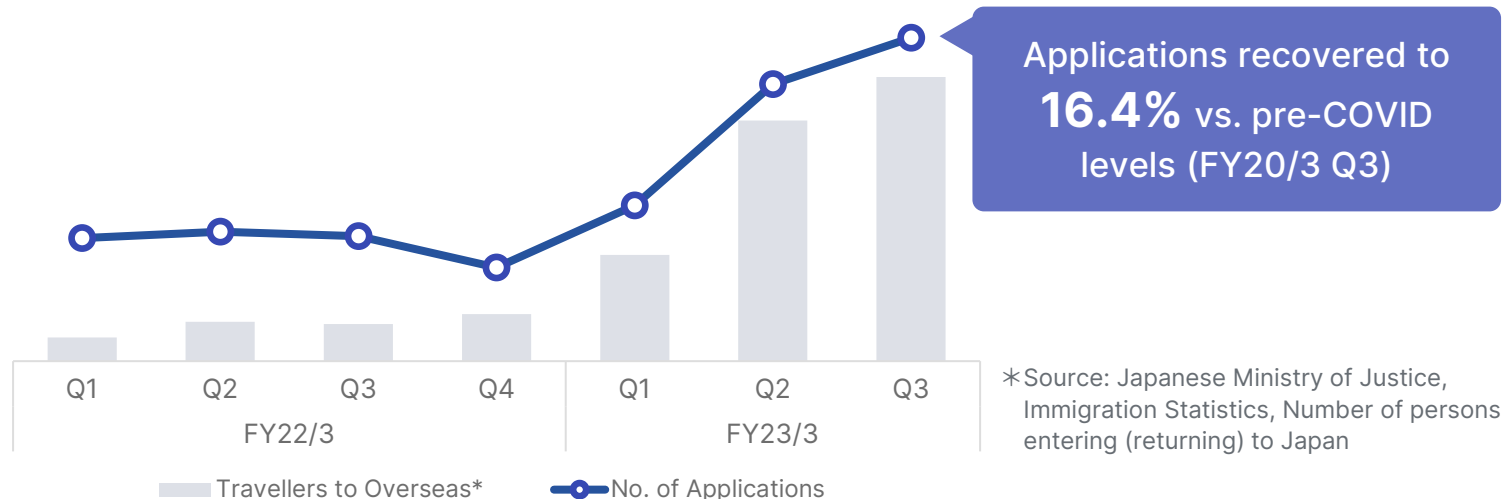
Automotive

Applications for used car availability and car insurance quotes decreased. Applications for quotes for selling used cars increased.

Other

Applications for changing energy providers and for moving services declined.

No. of applications for overseas Wi-Fi and travelers to overseas



Support content : Guide for choosing mortgages

Used Cars

Guide for choosing a used car

Released Jun 2022

Low-cost SIMs

Guide for changing providers

Released Sep 2022

Mortgages

住宅ローンプラン選択ガイド

- Even without prior knowledge, users can narrow down mortgage plans by answering questions in a chat format.
- Mortgage plans can also be narrowed down by group credit life insurance coverage.

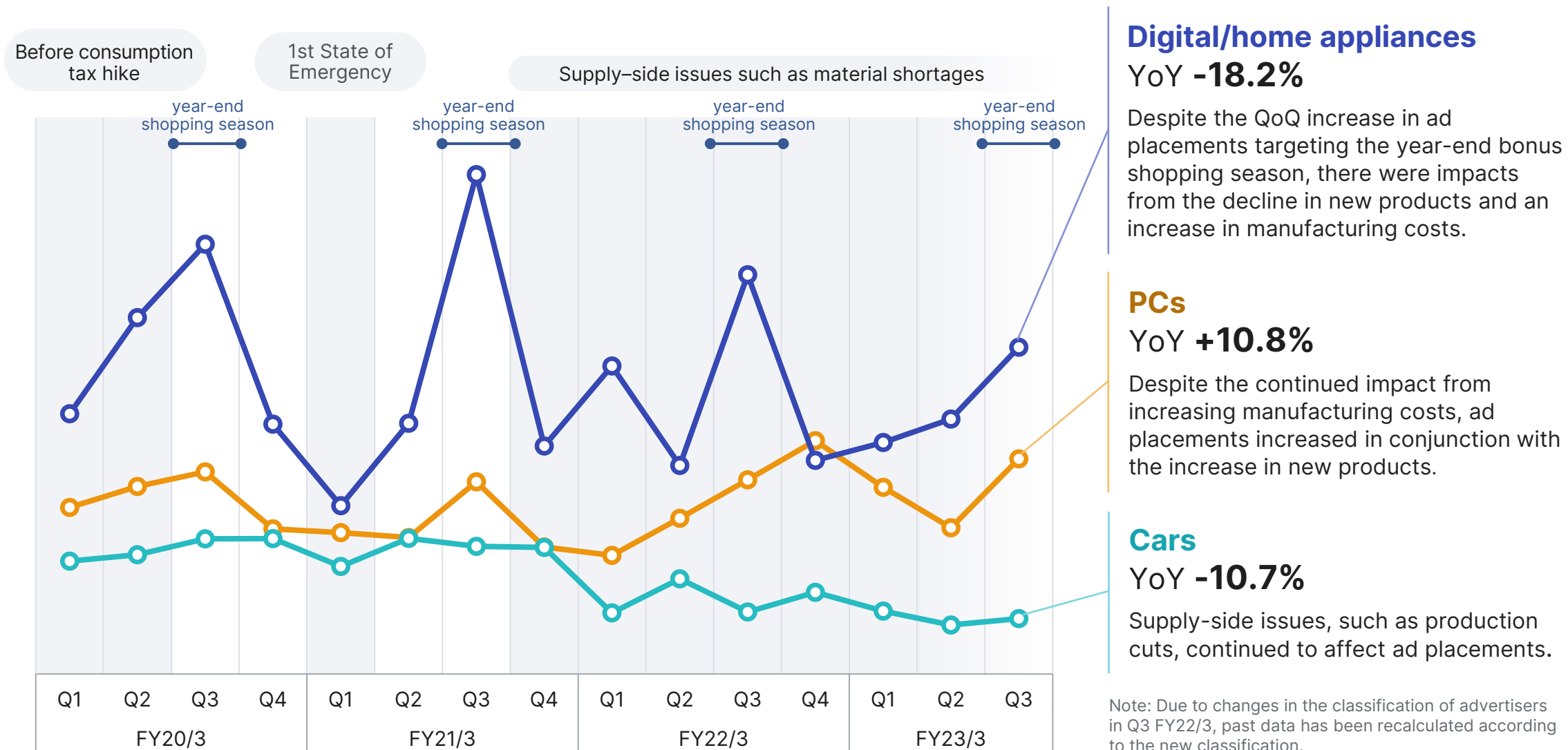
Release in Feb

Advertising revenue declined. Ad placements from PC manufacturers increased.
Despite some ad placements targeting year-end bonus shopping season, ad placements from manufacturers of digital/home appliances declined due to a continued lack of new products.

Advertising: Revenue (Unit: million yen)



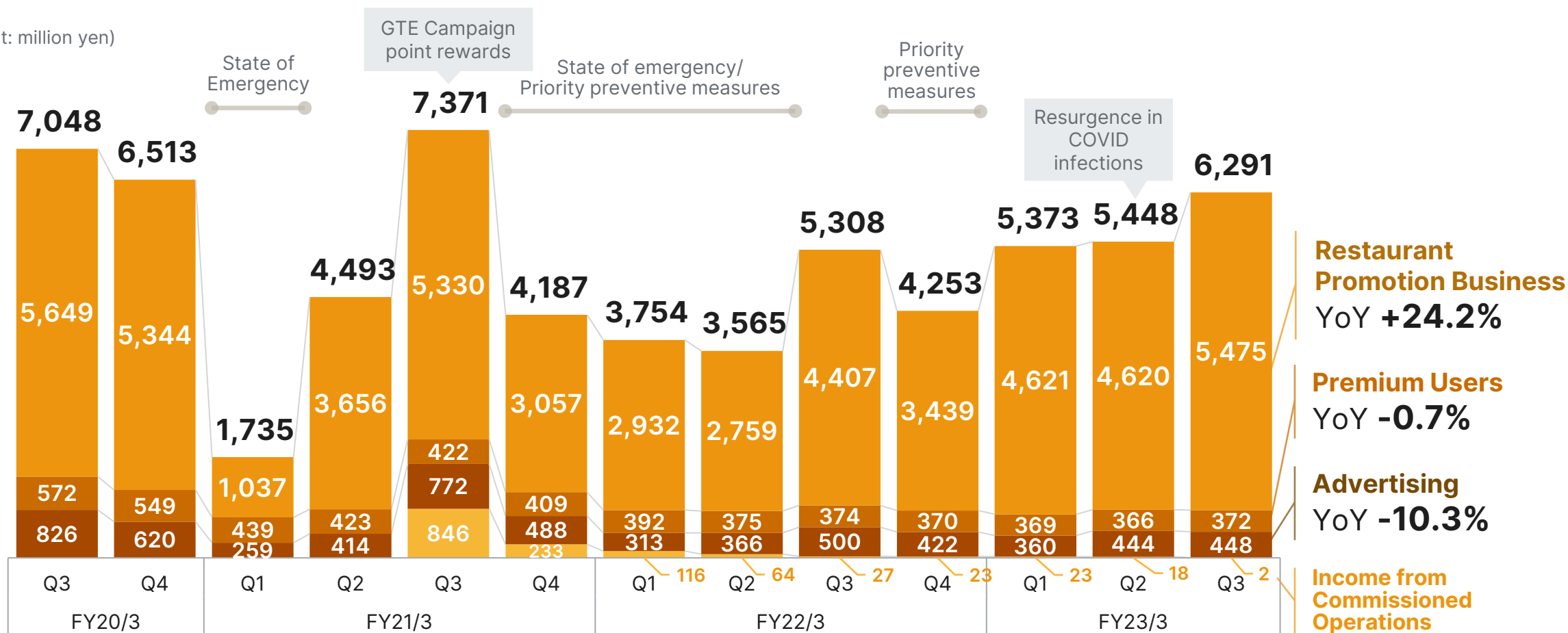
Banner& Tie-in Ads: Revenue by industry



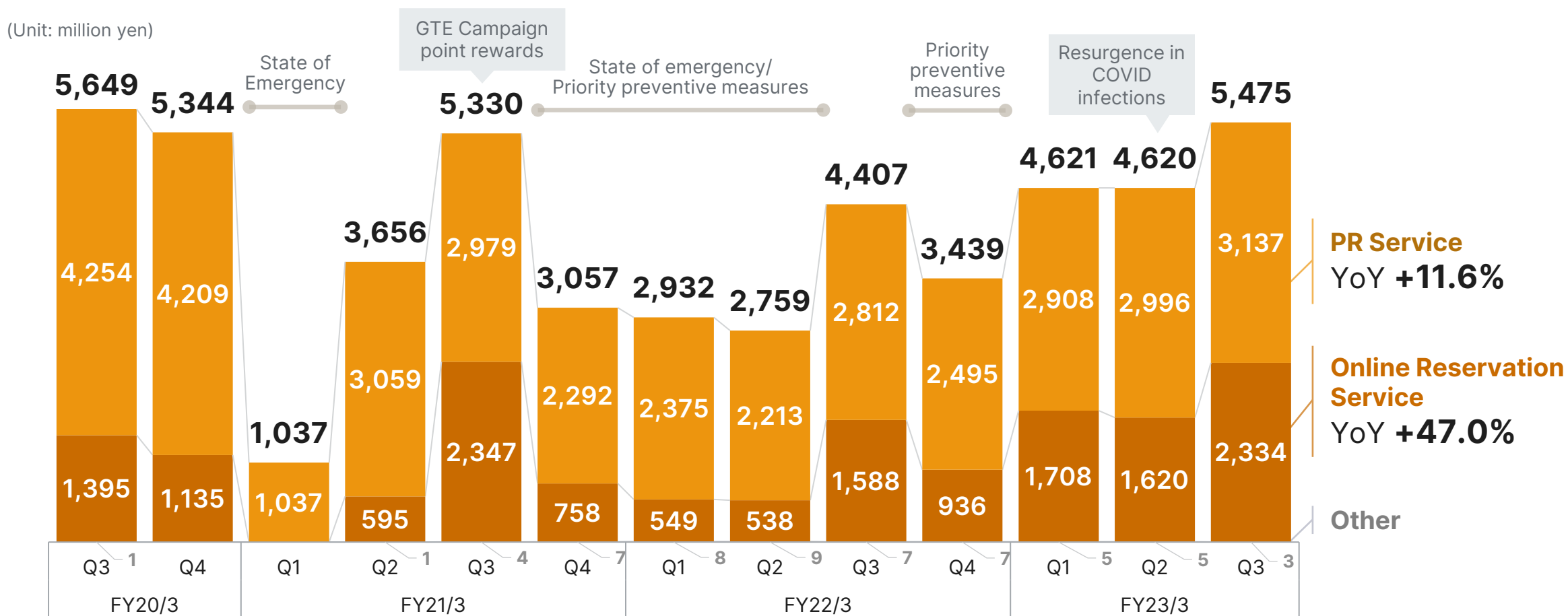


In the Tabelog business, revenue increased in the restaurant promotion business due to growth in demand for dining out.

(Unit: million yen)

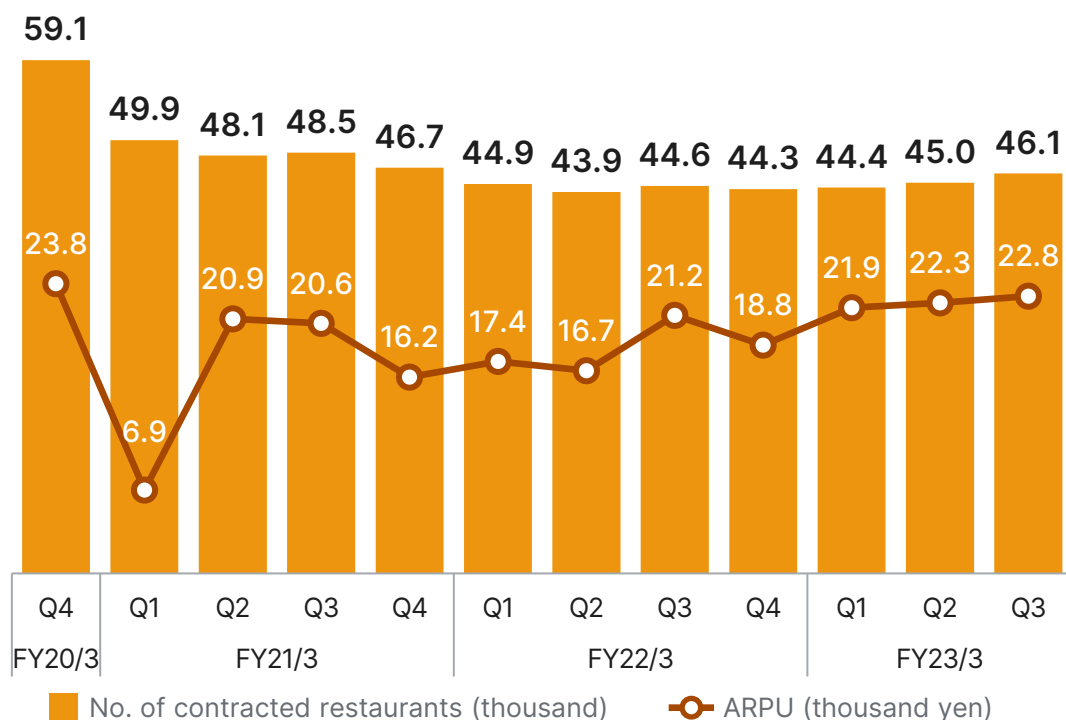


In the restaurant promotion business, revenue increased mainly for the online reservation service.



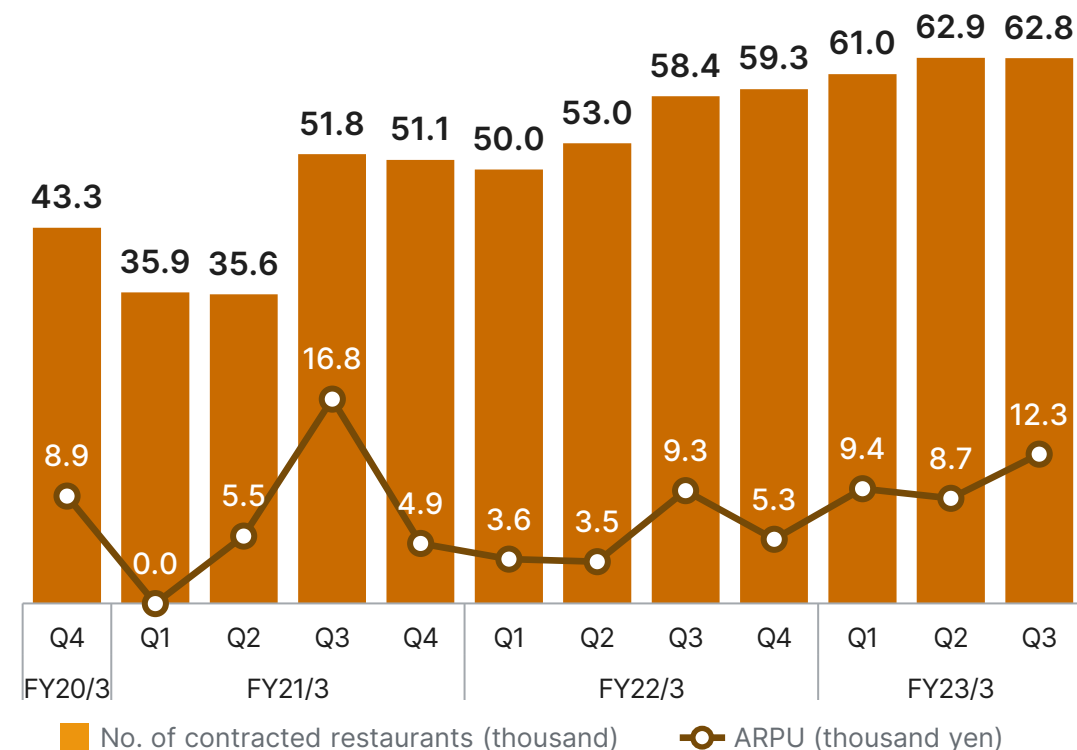
In the promotion service, both the number of contracted restaurants and ARPU increased QoQ, as restaurants became more interested in promotions ahead of the end of the year. In the online reservation service, the number of contracted restaurants remained basically flat.

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



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

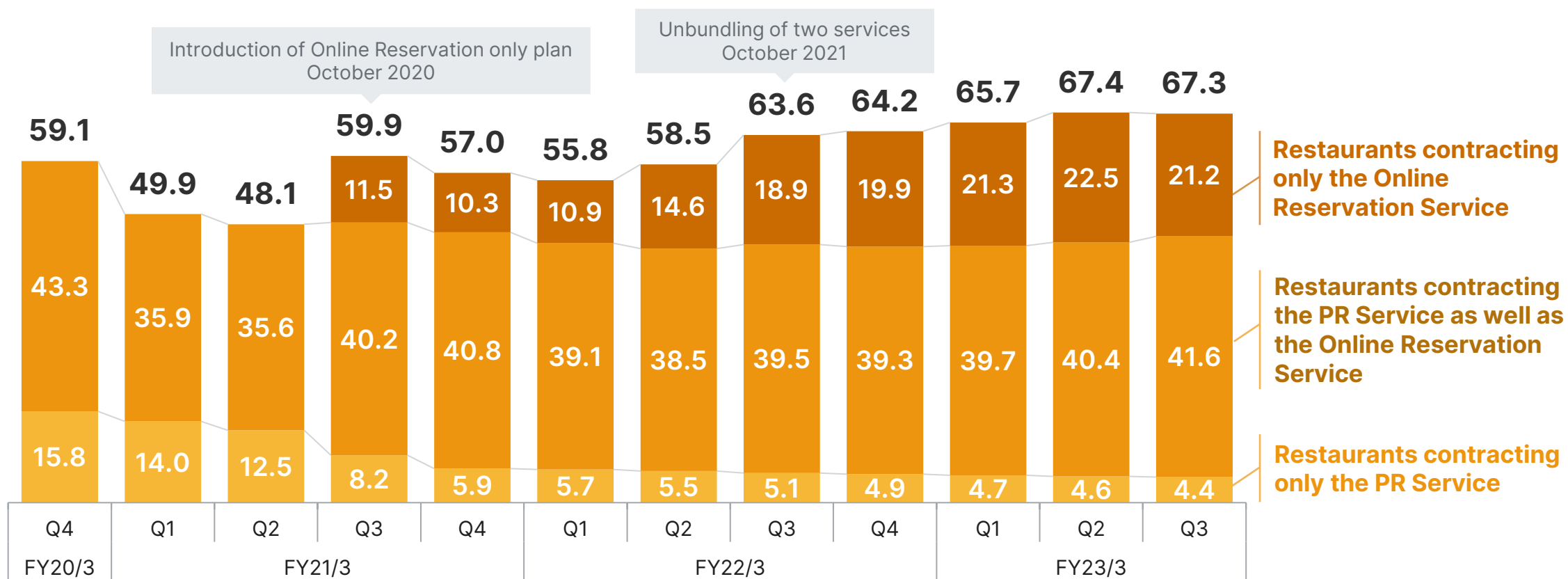
Online Reservation Service: No. of restaurants (end-of-quarter) and ARPU



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

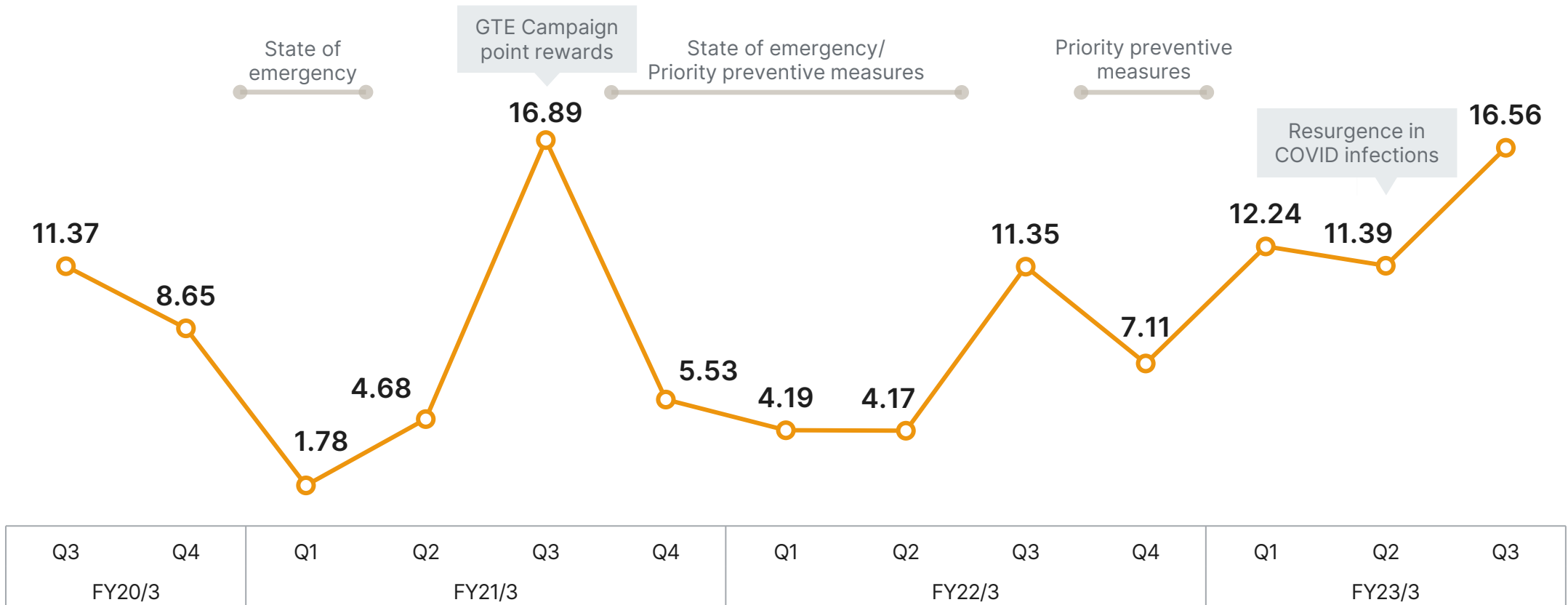
The number of restaurants subscribing only to the online reservation service decreased, while the number of stores subscribing to both the promotion service and the online reservation service increased QoQ.

No. of fee-paying restaurants (end-of-quarter) (Unit: thousand restaurants)



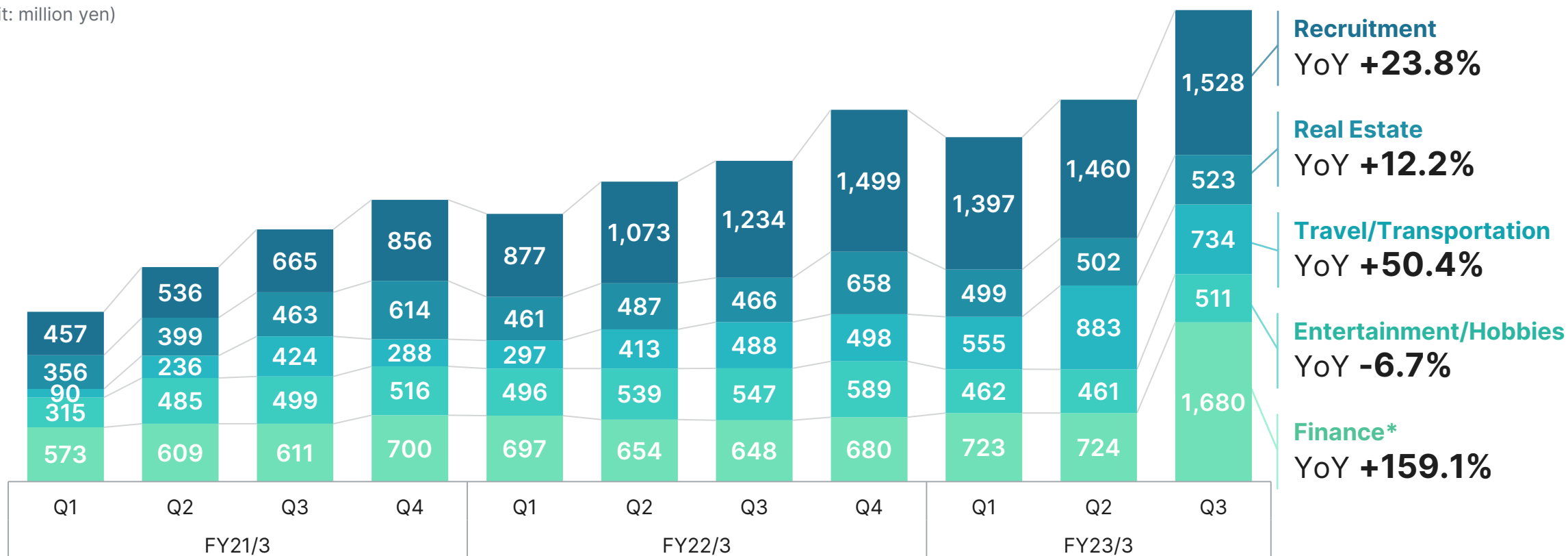
The number of online reservations increased in line with heightened demand for dining out at the end of the year. In January, the number of online reservations continued to remained above pre-COVID levels.

No. of online reservations (quarterly total) (Unit: million persons)



In the New Media and Solutions/Finance business, revenue increased in the recruitment, real estate, travel/transportation, and finance domains. The finance domain was affected by a change in estimates related to revenue recognition for certain life insurance agency commissions.

(Unit: million yen)



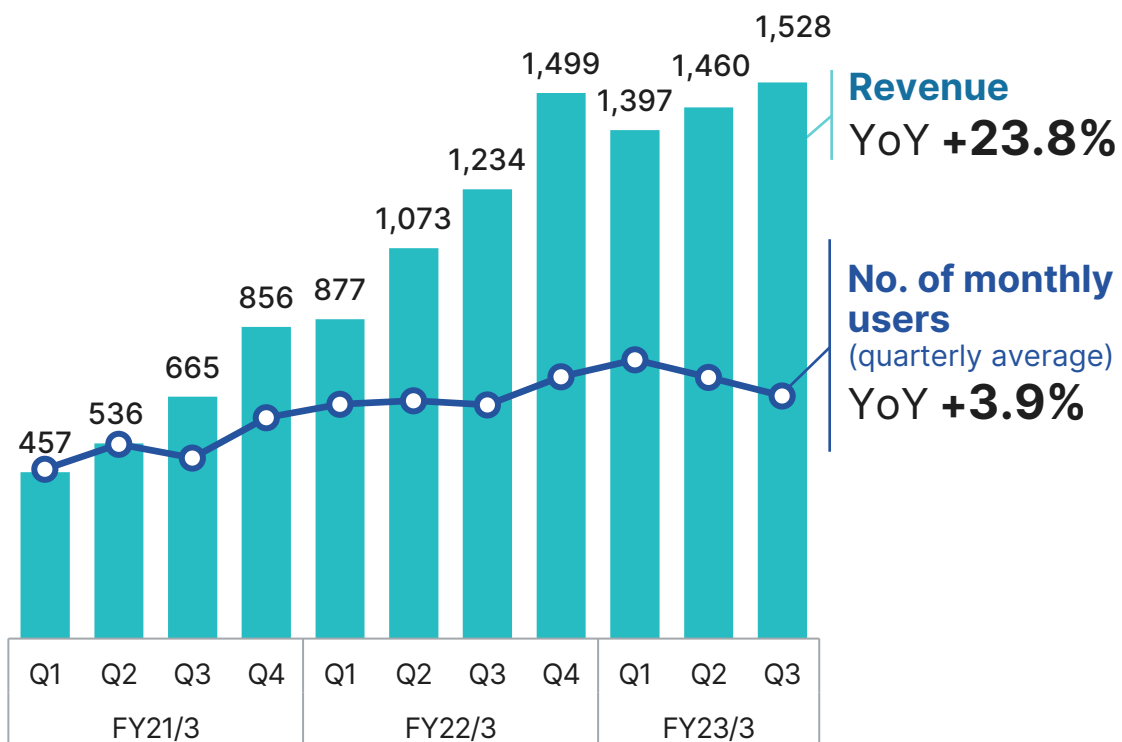
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Kyujin Box revenue continued to grow, as the number of both advertisers and paid job listings increased.

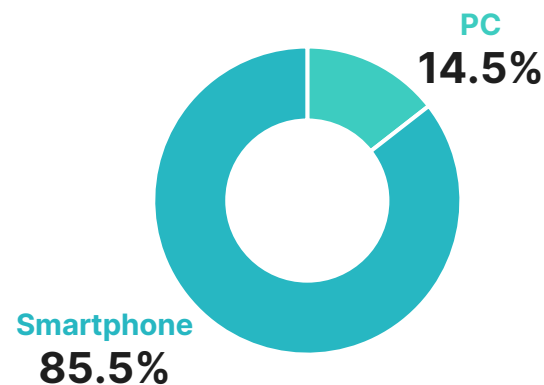
Kyujin Box: Revenue and no. of users

(Unit: million yen)

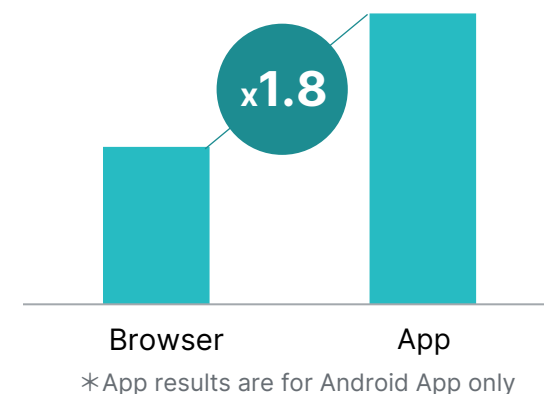


Characteristics of Kyujin Box Users

Ratio by device
(as of December 2022)



No. of job views per UU per day
(Q3 average)



Continue to enhance usability on smartphones

June 2022
Android App
release

December 2022
iOS App
release

by end of this FY
UI improvement
of browser version

LCL

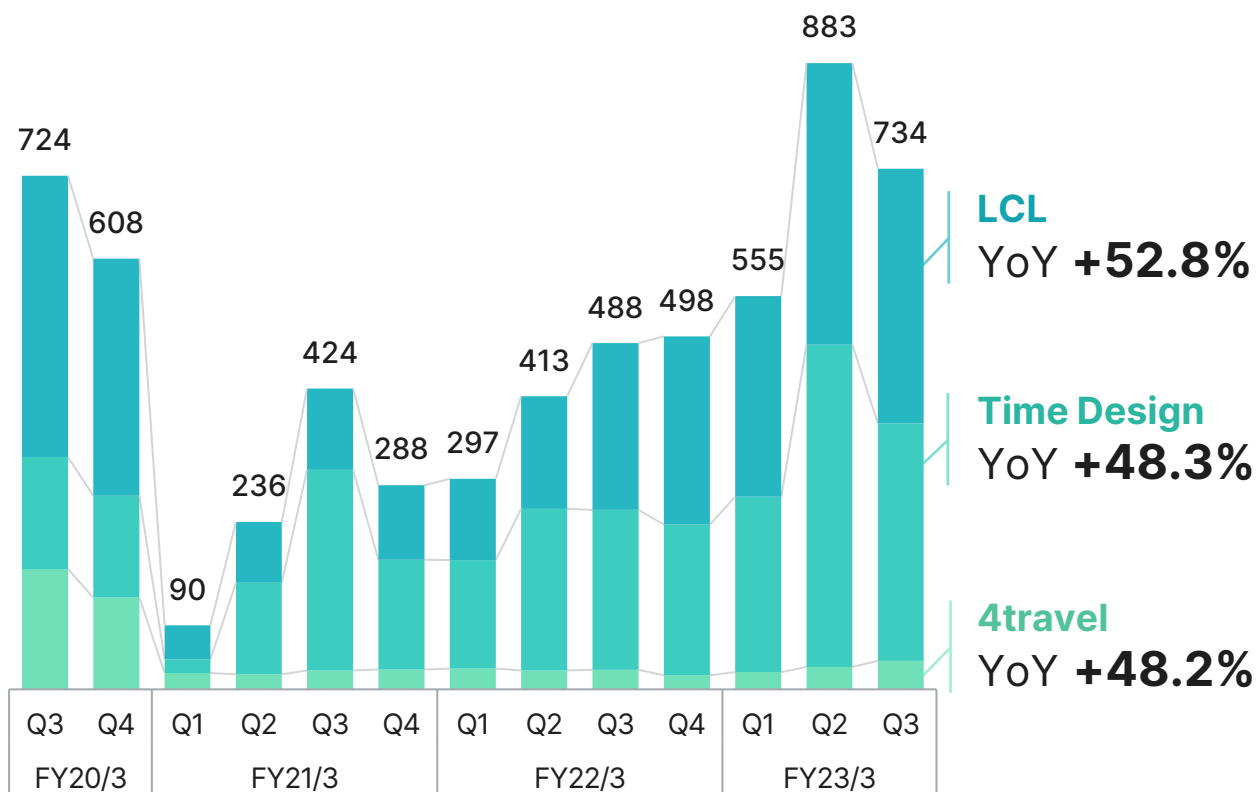
Time Design

4travel.jp

The travel and transportation domain saw an increase in revenue due to a continued recovery in domestic and overseas travel.

Travel/Transportation: Revenue by business

(Unit: million yen)

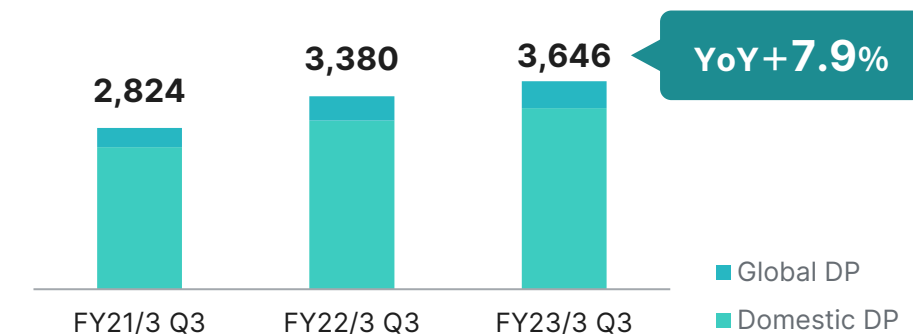


LCL

The number of highway bus users continued to increase.

Time Design

The number of hotels using Time Design's domestic and global DP continued to increase.



4travel

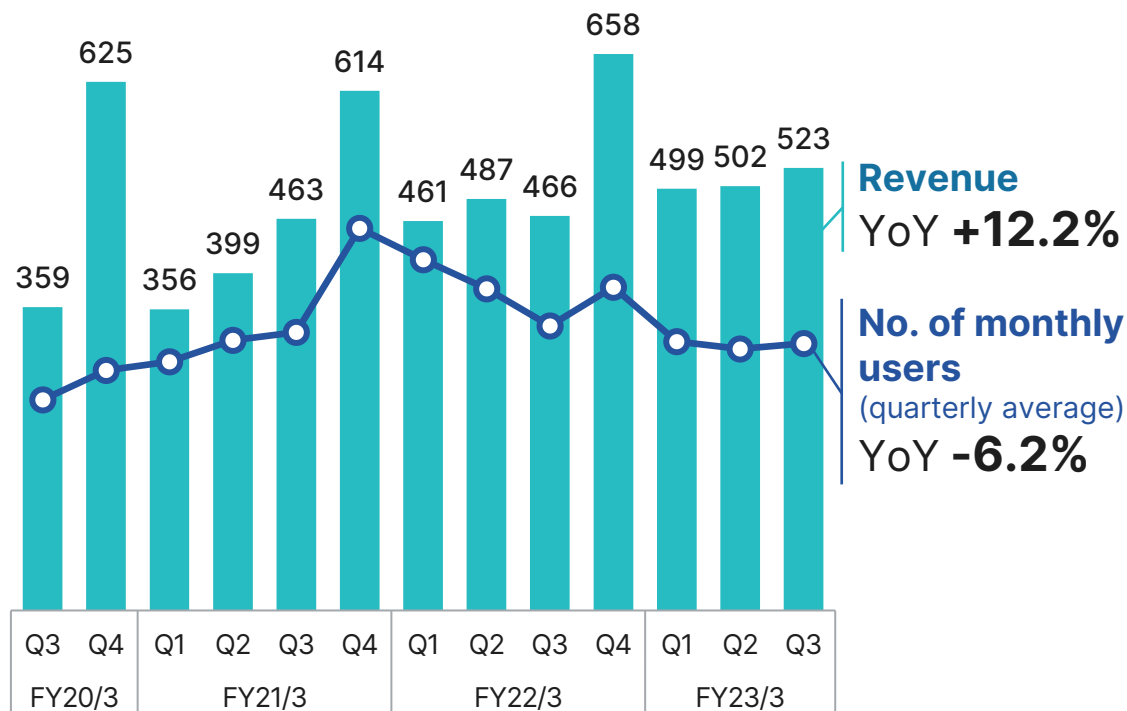
The number of monthly users and the number of applications for overseas Wi-Fi rentals are gradually increasing.



For Sumaiti, the volatility in the number of monthly users is settling down, while revenue continued to increase.

Sumaiti: Revenue and no. of monthly users

(Unit: million yen)



gaie

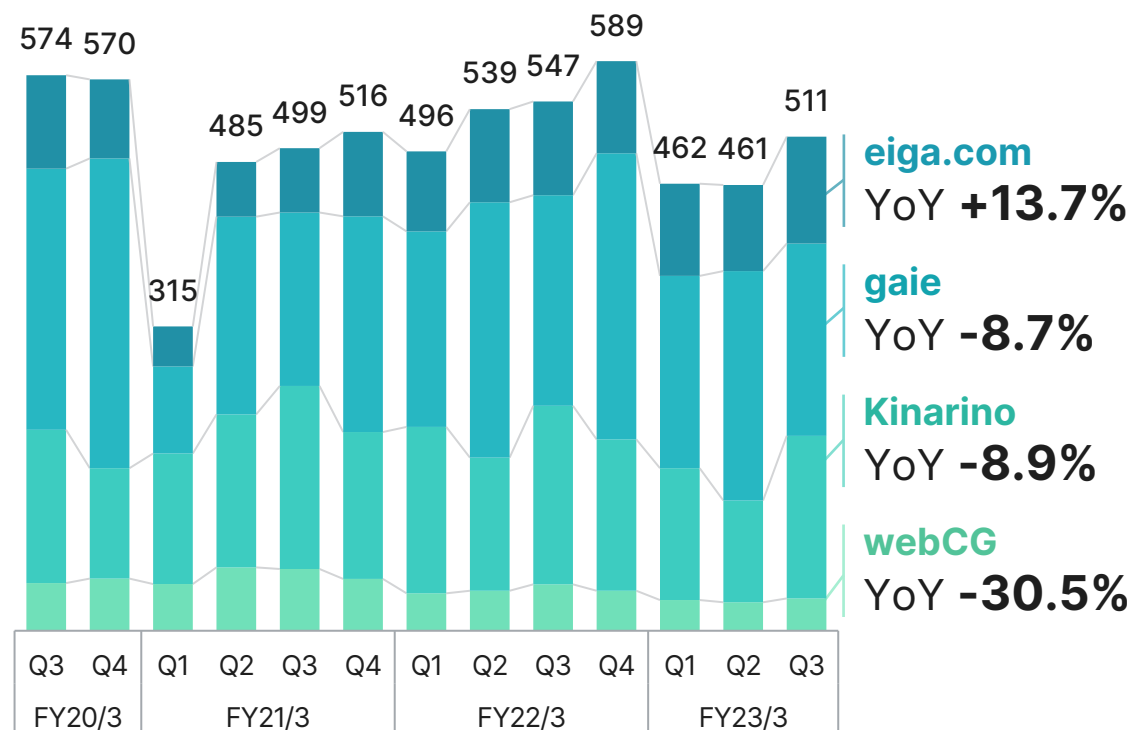
キナリノ



gaie was impacted by the decline in Hollywood movie releases. On the other hand, eiga.com saw an increase in ad placements for popular anime and video streaming platforms.

Entertainment/Hobbies: Revenue by business

(Unit: million yen)

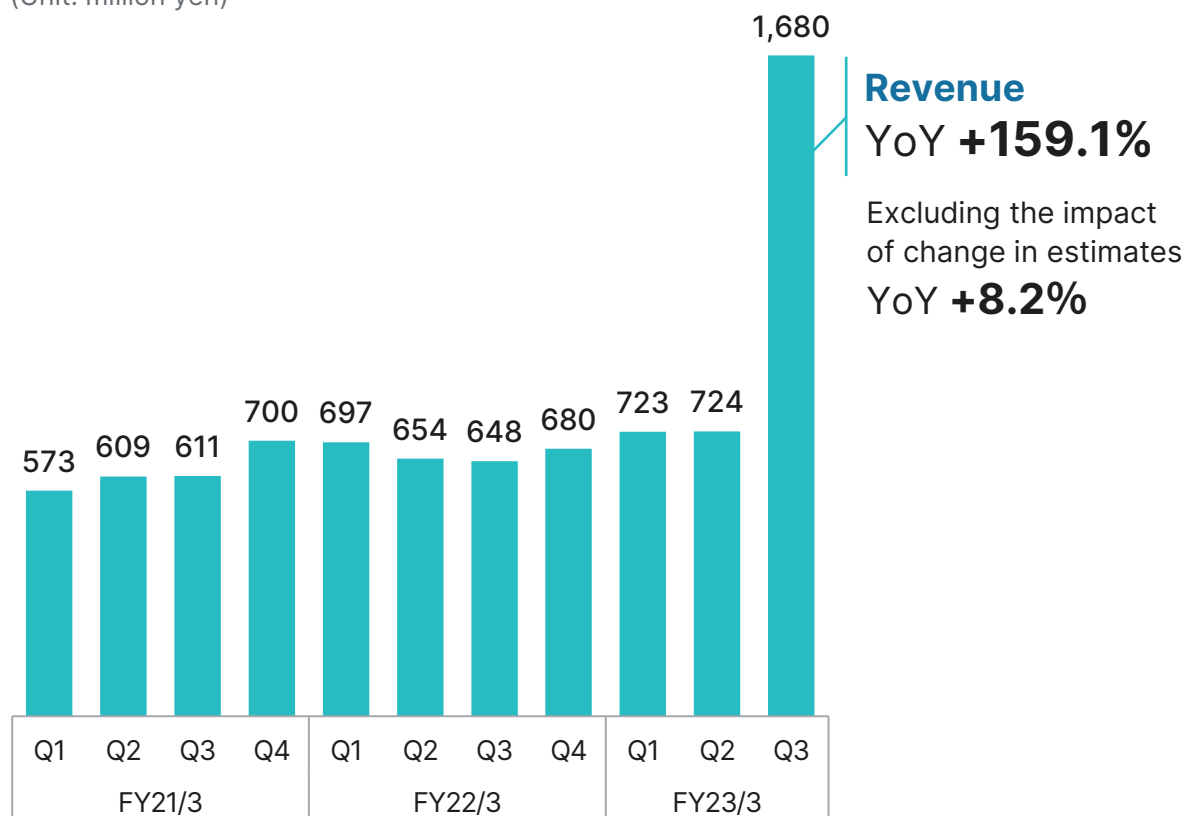




Kakaku.com Insurance saw an increase in revenue in Q3 in conjunction with a change (as of October 2022) in estimates related to revenue recognition of certain life insurance agency commissions.

Kakaku.com Insurance: Revenue

(Unit: million yen)



Change in estimates of revenue recognition of certain agency commissions

1 Up until now

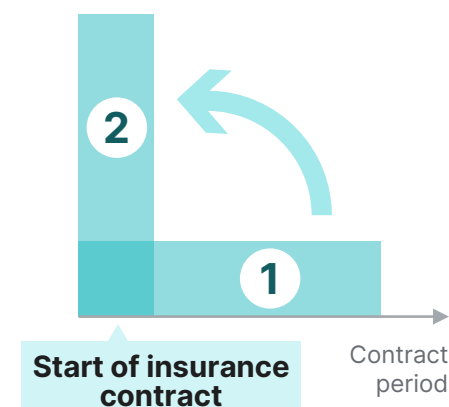
Recognized as revenue when significant reversals of agency commissions no longer occur, depending on the period of the agency contract.


2 Going forward





Because it is now possible to obtain from insurance companies the data necessary for providing reasonable estimates for agency commissions (past performance, etc.), the cumulative amount of revenue, to the extent that there is no significant reversal, is recognized at the start of an insurance contract.

In conjunction with this change, estimates were made in accordance with the above method for insurance contracts started in Q2 and earlier and recognized as revenue in Q3.

Illustration of change



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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.



Expand information and services to help users preserve the environment



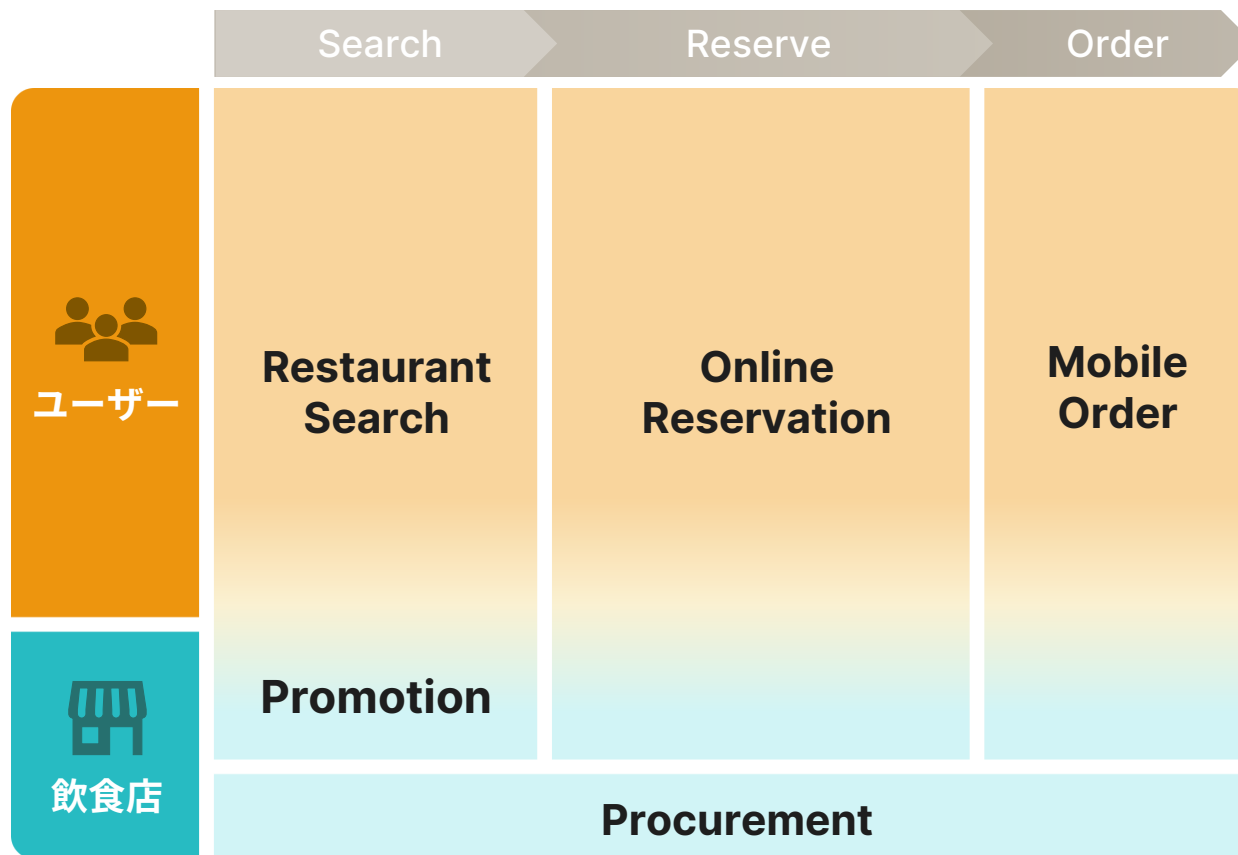
Introduce Kakaku.com's features through video ads and on the website

- Wide range of products and services, such as home appliances, PCs and credit cards
- Extensive information on prices, product specifications, etc.





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



- **Increase no. of restaurants offering online reservations**



*As of December 2022

- **Increase no. of App users**



*As of December 2022



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

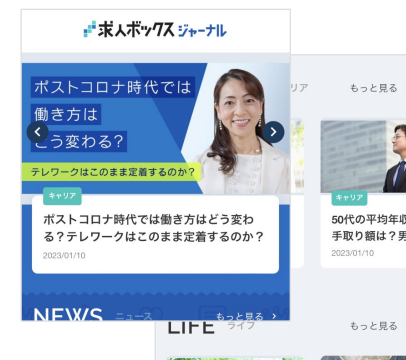
Enhance information and improve functionality

- Continue to improve searchability by expanding search criteria and improving accuracy for fuzzy searches.
- Deciding factors for job seekers, such as working style (work from home, side job allowed) or required skills (language skills) are visible at a glance.
- Expand job application functions, such as direct application from the site.
- Expand original content, such as information on the latest trends and advice on career changes and jobs.
- Continued efforts to ensure that job listings are accurate and up-to-date, including putting in place a screening system and reacquiring and updating job information at regular intervals.

Expand partnerships and increase options for job seekers

- Expand functions and mechanisms to make it easier for clients to manage their paid listings, such as being able to make detailed settings.
- Expand functions for “Saiyo Board” (Hiring Board) to make it easier to post and manage multiple listings (improved batch posting functions, etc.).

Release of online media Kyujin Box Journal (January)



- Trends and latest news on career changes and jobs
- Advice on job-related skills and career opportunities

TV commercial (1/11~31)



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

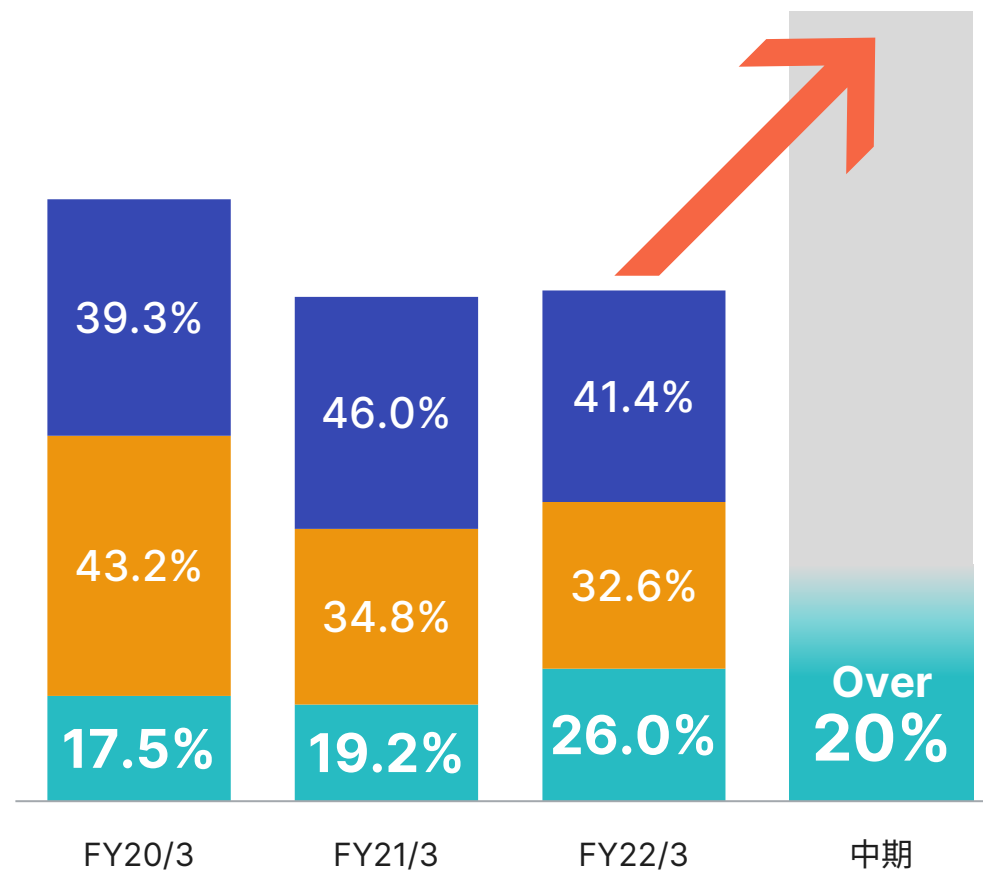
Continue to make site improvements and enhance content to provide meaningful information to users, so they can feel more satisfied with their purchases.


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

- Reinforcement of engineer training system
- Train engineers using original curriculum

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%

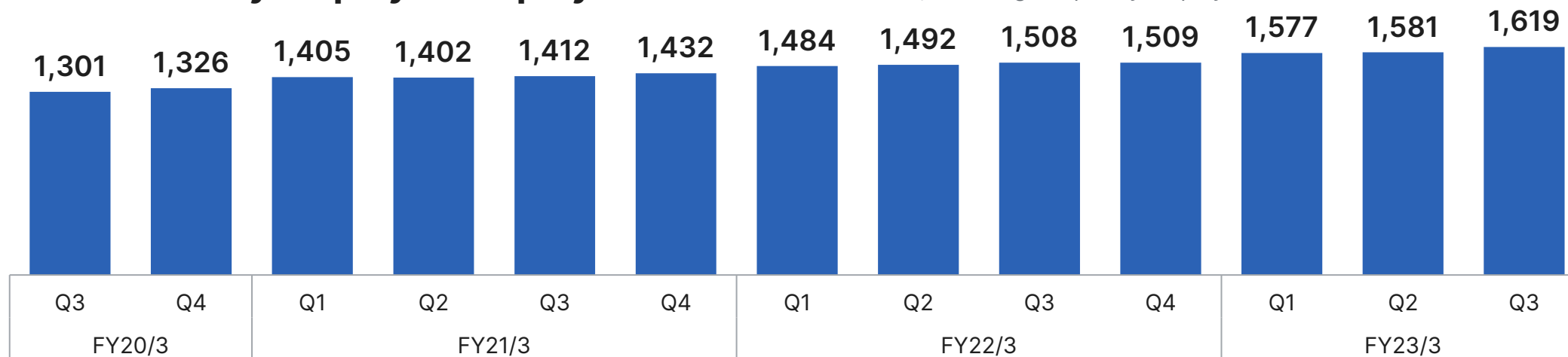
*1 Capital-to-Asset Ratio = Equity attributable to owners of the parent company ÷ total assets × 100

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

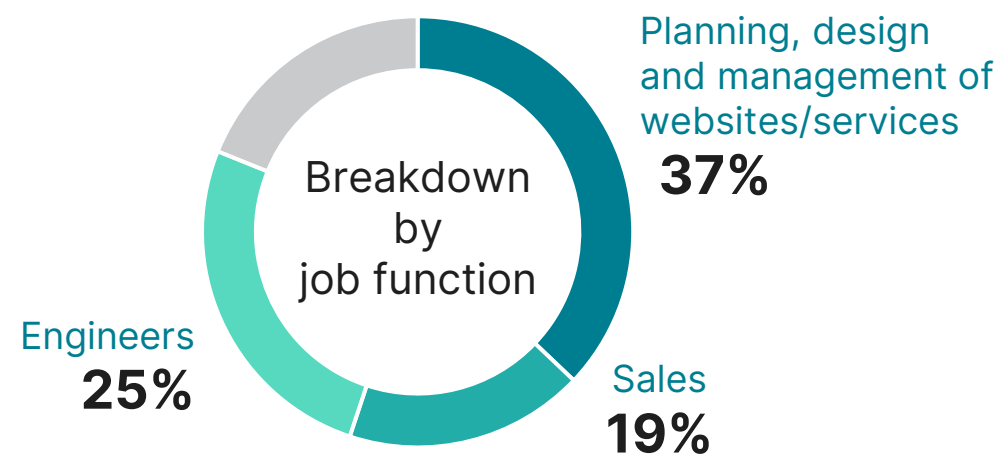
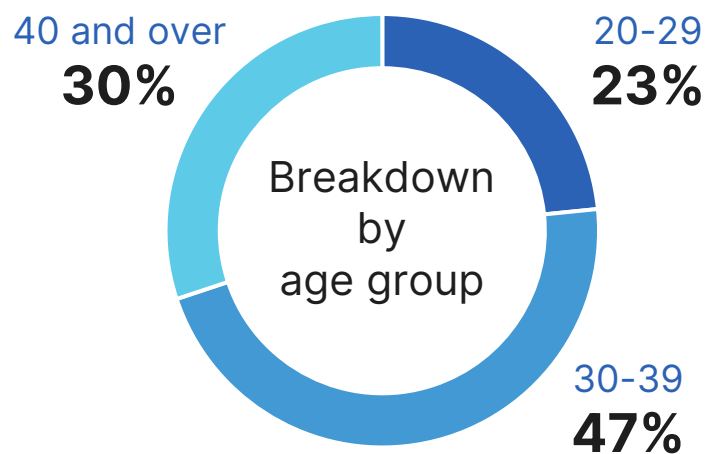
*3 Total Return Ratio = (Total dividend + Acquisition cost of treasury stock) ÷ Profit attributable to owners of the parent company × 100

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 December 2022)

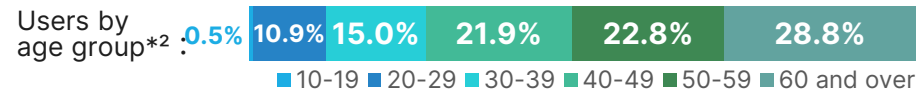


Internet Media	Kakaku.com	Shopping <p>Commission income based on clicks and sales performance</p> <hr/> <p>Clients: EC Malls and Shops, Electronics Retail Stores, etc.</p>	Service <p>Commission based on the number of contracts for personal finance and telecommunications etc.</p> <hr/> <p>Clients: Service Providers, etc.</p>	Advertising <p>Advertising revenue from banner and text ads, content and search-based advertising.</p> <hr/> <p>Clients: Consumer Electronics Manufacturers, etc.</p>
	Tabelog	Restaurant Promotion <p>Commission from sales promotion services (fixed monthly fee) and online reservation (performance-based fee)</p> <hr/> <p>Clients: Restaurants</p>	Premium Memberships <p>User fees for access to premium content.</p> <hr/> <p>Clients: Users</p>	Advertising <p>Advertising revenue from banner and text ads, content and search-based advertising.</p> <hr/> <p>Clients: Beverage companies, etc.</p>
	New Media and Solutions/ Finance	New Media and Solutions <p>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.</p>		
Finance		Finance <p>Commission from general insurance business for life insurances and non-life insurance, etc. operated by Kakaku.com Insurance, Inc.</p>		

価格.com

Purchasing support site

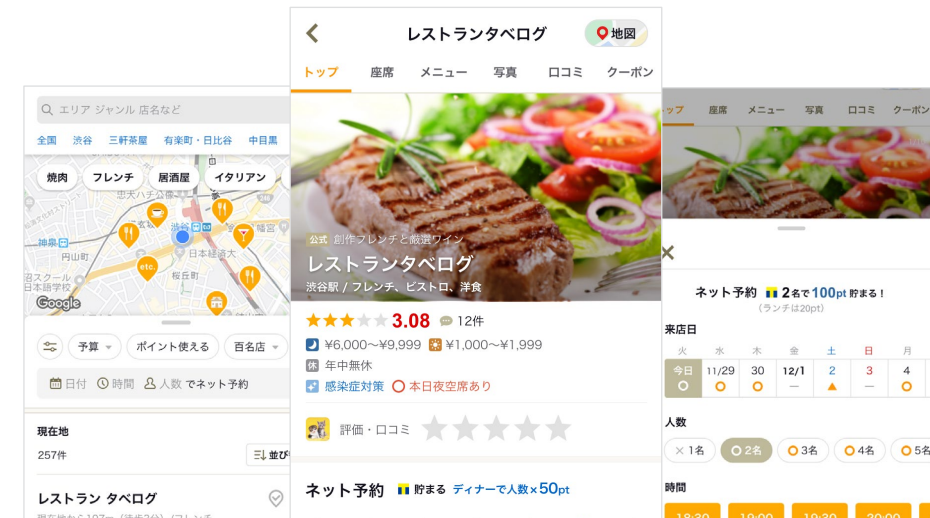
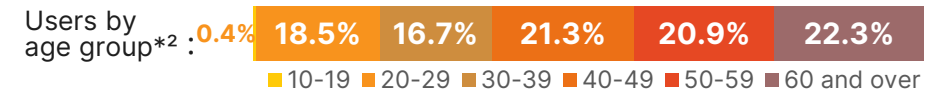
Monthly users *1 : 48.08M (as of December 2022)



食べログ

Restaurant discovery and reservation site

Monthly users *1 : 94.87M (as of December 2022)



*1 Monthly unique users are counted as the number of browsers that visited the site (for certain browsers, operating systems, etc., there may be instances in which users who re-visited the site after a certain period are counted multiple times). Double-counting as a side effect of high-speed loading of mobile webpages and mechanical accesses by third parties' web-scraping bots etc. are eliminated to the fullest extent possible. Tabelog's support of AMP (Accelerated Mobile Pages) ended in February 2022..

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

求人ボックス

Comprehensive search site for job seekers



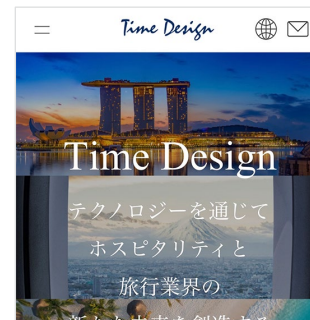
スマイティ

Residential real estate website



Time Design

Dynamic package reservation platform



バス比較なび

Price comparison site for highway/overnight buses and bus tours



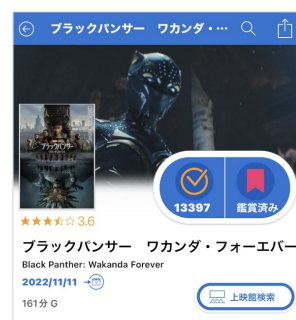
4travel.jp

Travel review and comparison site



映画.com

Online database for movies and showtimes



キナリノ

Lifestyle media



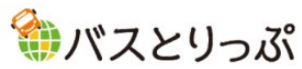
kakaku.com insurance

Consulting service for insurance selection





Price comparison site for domestic travel and overseas airline tickets



Online media on highway busses and bus tours



Horror movie streaming service



Digital promotion agency, focusing on promotion of movies



Online media for car enthusiasts



Shopping spot information site



Digital sales promotion tool for retail stores



Online travel information media



Online media for men's fashion



FX and Exchange rate related information site



Cryptocurrency and Blockchain related information site



General information site for Anime



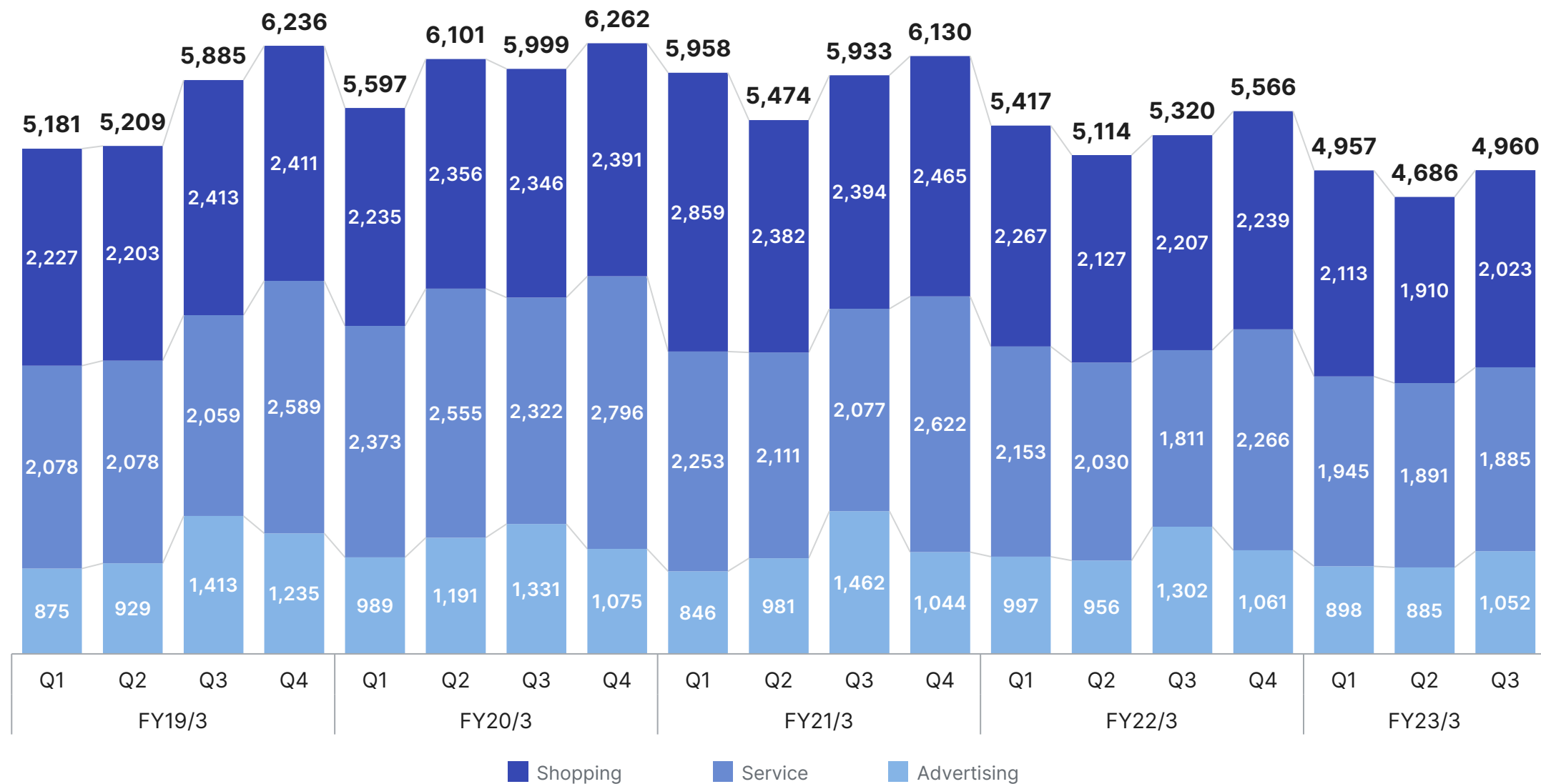
Online photo sharing community



Anime and Akihabara culture information media

Kakaku.com: Breakdown of revenue by business

(Unit: million yen)



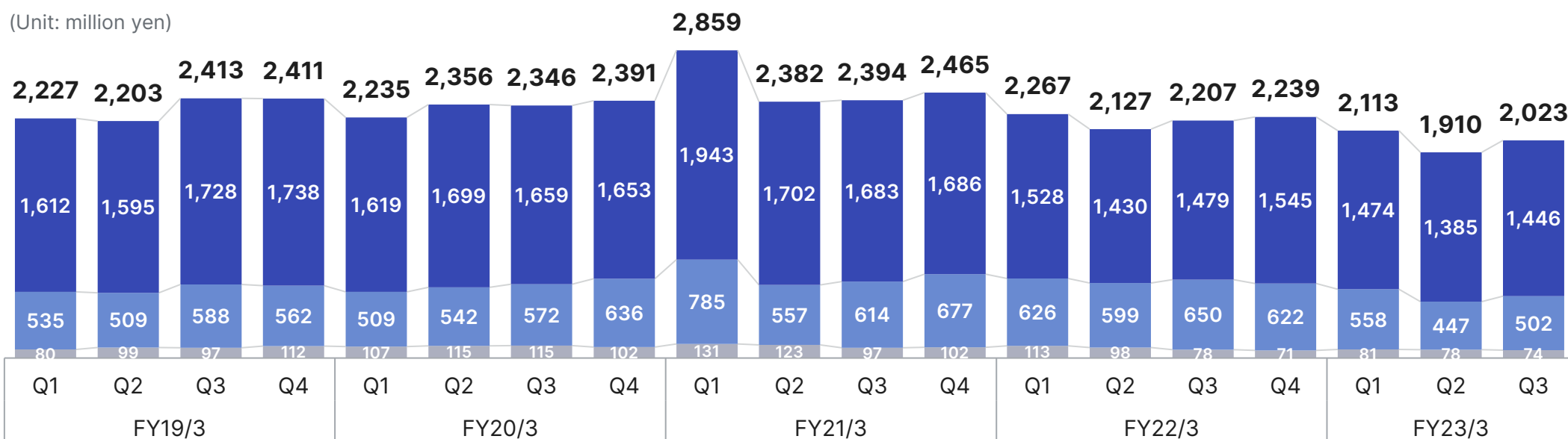
Kakaku.com: Breakdown of Shopping revenue

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%	72.5%	71.5%
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%	23.4%	24.8%
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%	4.1%	3.7%

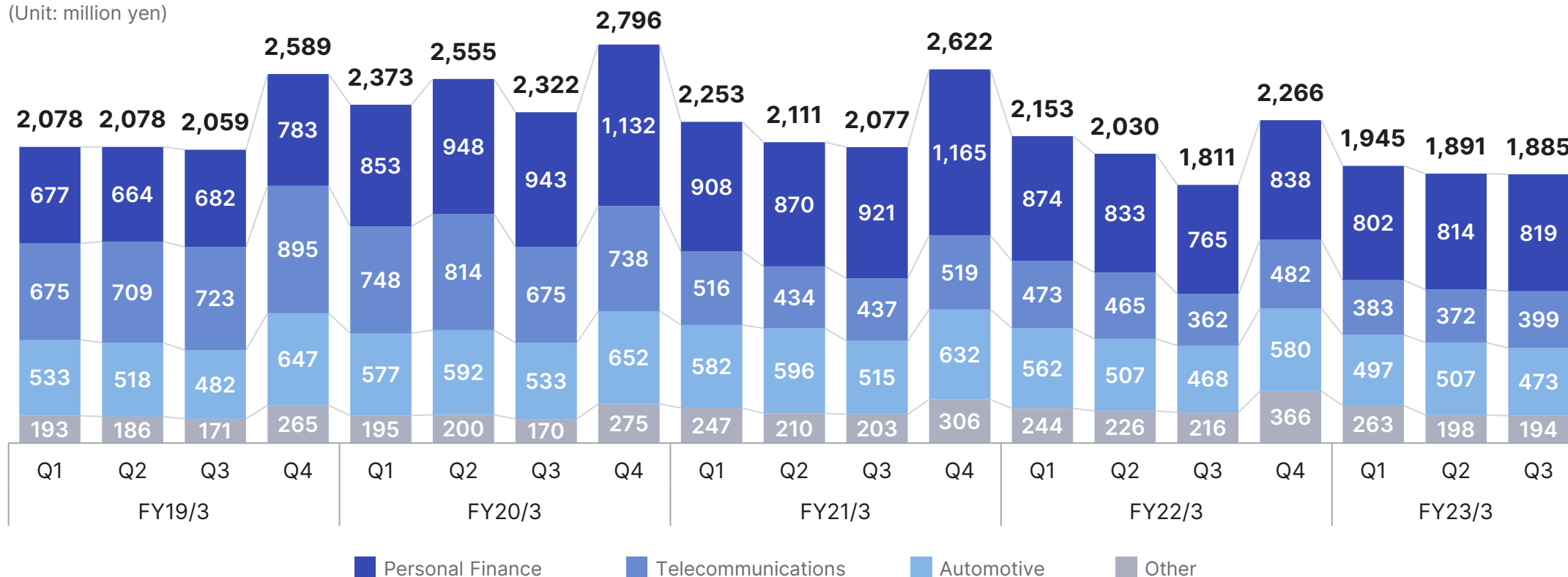
Kakaku.com: Breakdown of Service revenue

Main categories

Business Model

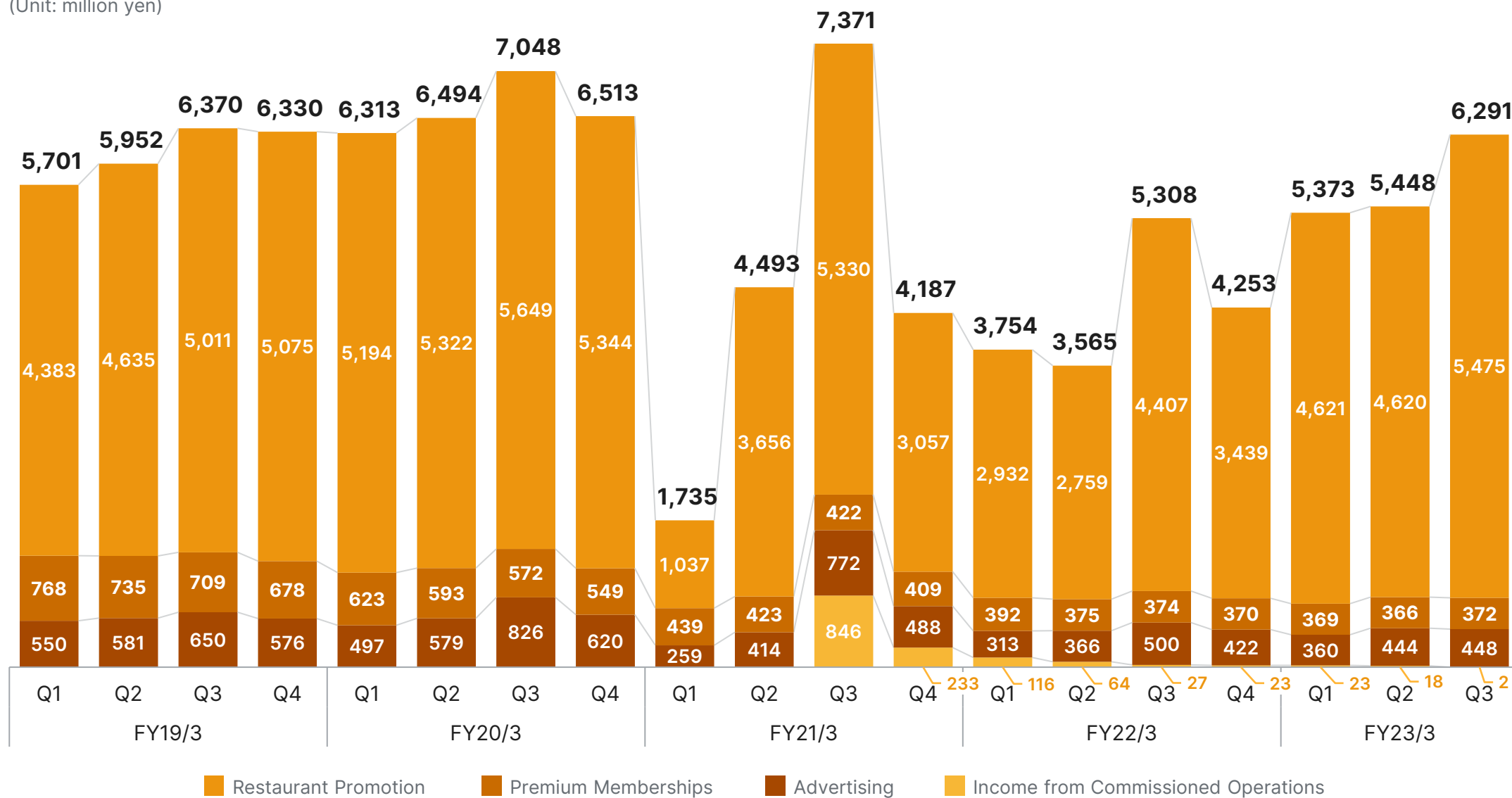
Personal Finance	Credit cards, loans, investment and asset management, FX, etc.	Commissions based on the number of inquiries or applications
Telecommunication	Wi-Fi rentals, low-cost SIMs, internet providers, etc.	
Automotive	Car insurances, used cars, etc.	
Other	English lessons, energy providers (electricity,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

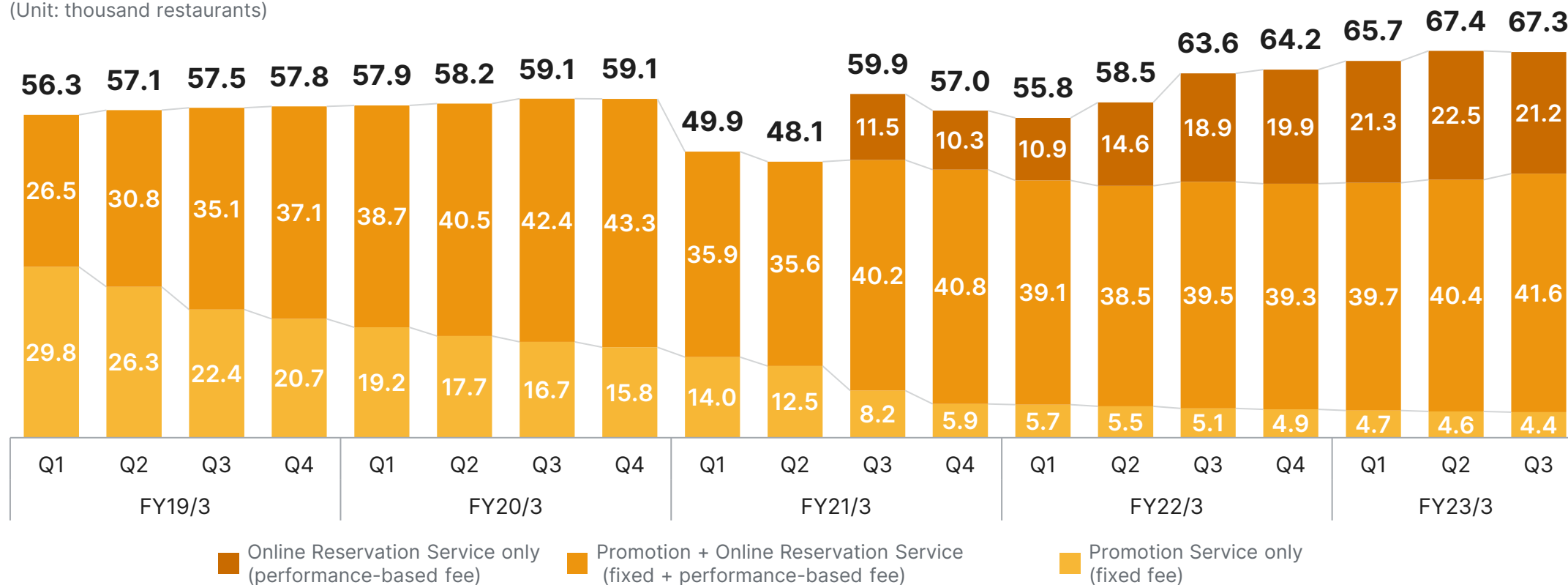
Online Reservation Service

Service provided: Use of Tabelog's online reservation service

Commissions: performance-based fee

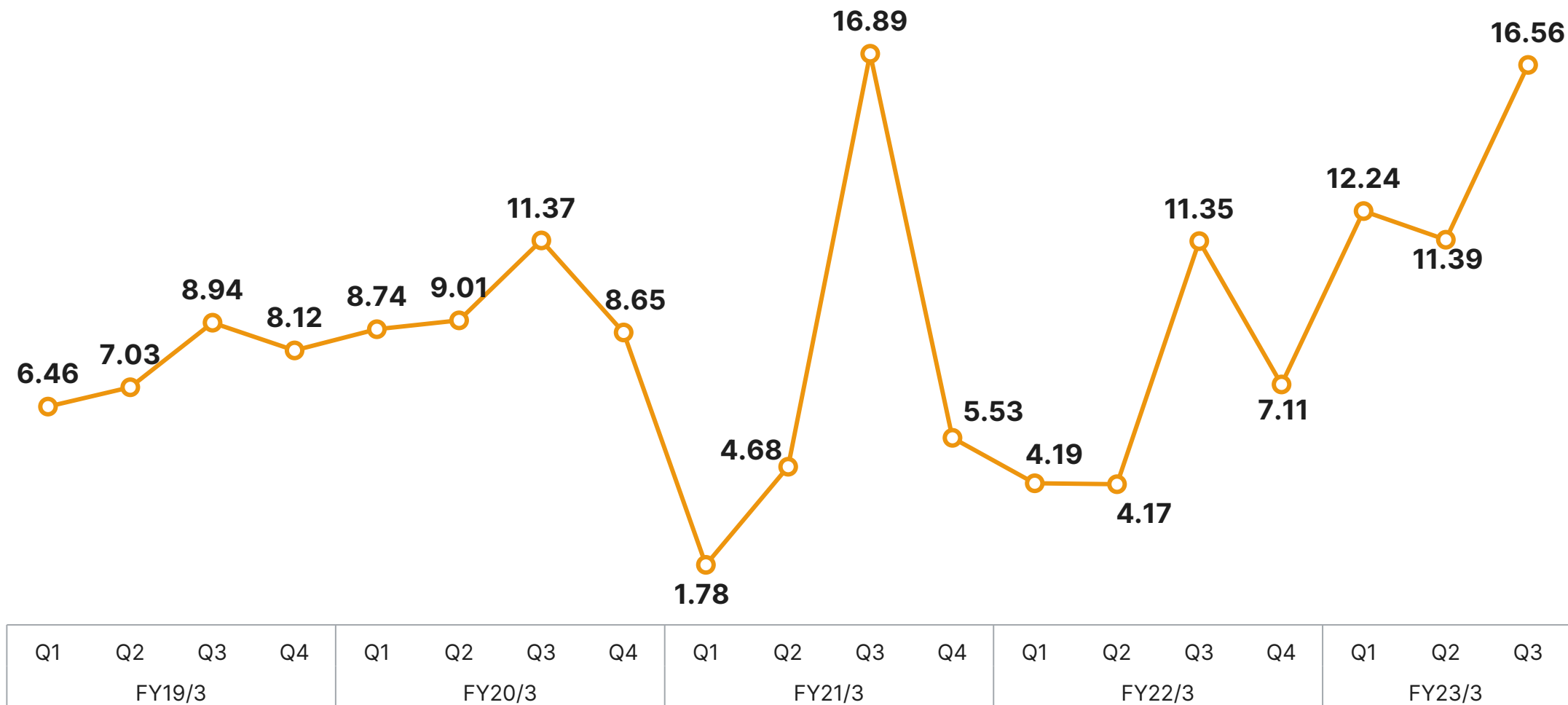
- Lunch: 100yen per customer
- Dinner: 200yen per customer

(Unit: thousand restaurants)



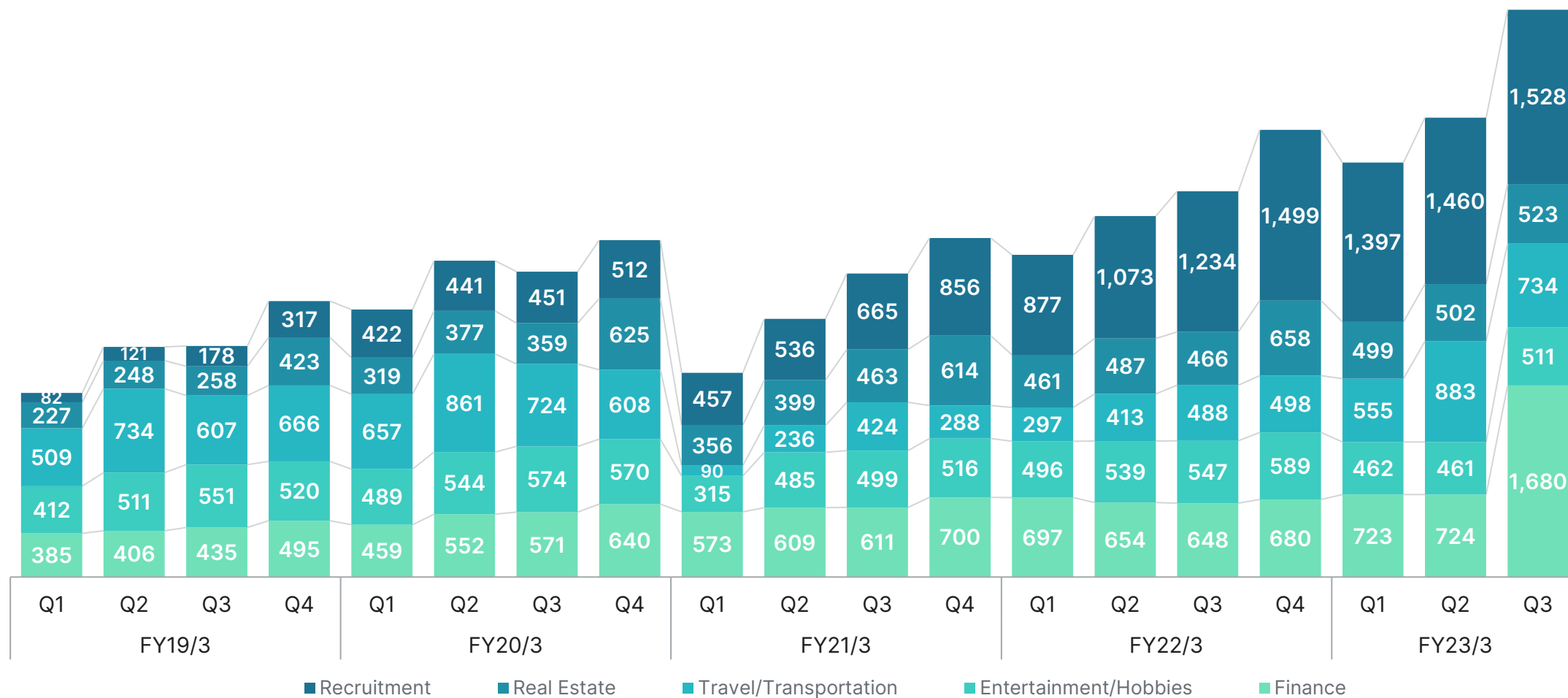
Tabelog: Number of online reservations (quarterly total)

(Unit: million persons)



New Media and Solutions/Finance: Revenue by business

(Unit: million yen)



* There was a change in estimates related to revenue recognition for certain life insurance agency commissions in the finance business. Please refer to page 23 for details.
There is no change to the consolidated earnings forecast for the full year announced in the "Consolidated Earnings Report for the Fiscal Year Ended March 31, 2022" on May 11, 2022.

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/
	Pathee, Inc.	https://corp.pathee.com

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.