



**KURASHICOM**

Summary of Results for the Nine Months Ended April 30, 2023

Kurashicom Inc.  
(TOKYO GROWTH MARKET : 7110)

## HIGHLIGHTS

- The number of engagement accounts in April reached 6.5 million, increased by 170,000 from the previous month.  
Acquired quality customers with high conversion rates through the TV program "The Cumbria Palace", broadcast on April 13, which featured Kurashicom Inc.
- Sales grew by 23.5% and all profit items reached record highs on a quarterly basis
- As SG&A expenses were lower than expected, ordinary profit ratio reached 18.8%
- Revised earning forecasts and the new profit forecasts exceed the upper limit of the original forecast  
Dividend forecast announced for the first time, 40 yen per share

Engagement  
Accounts

**6.5million**

As of Apr. 2023

Ordinary Profit  
Ratio

**18.8%**

3Q (Feb-Apr)

YoY Sales Growth  
Ratio

**+23.5%**

3Q (Feb-Apr)

Revised Profit  
forecast

**630**

**million yen**

FY Jul.2023

# Statements of Income for 3Q of FY Jul. 2023 vs. 3Q of the Previous Year

3Q (Feb-Apr) recorded the highest quarterly profits

D2C sales grew by 27.5% and achieved high profit ratios due to controlling costs

[¥Million]

	3Q Results FY Jul. 23	3Q Results FY Jul.22	Change	Change[%]
Net Sales	<b>1,598</b>	1,294	+304	+23.5
D2C Sales	<b>1,551</b>	1,217	+334	+27.5
Brand Solution Sales	<b>47</b>	77	△30	△39.1
Cost of sales	<b>883</b>	707	+175	+24.9
Gross profit	<b>715</b>	587	+128	+21.9
Gross profit ratio	<b>44.8%</b>	45.4%	-	-
Selling, general and administrative expenses	<b>419</b>	393	+26	+6.8
Operating profit	<b>295</b>	194	+101	+52.4
Operating profit ratio	<b>18.5%</b>	15.0%		
Ordinary profit	<b>299</b>	195	+103	+53.0
Ordinary profit ratio	<b>18.8%</b>	15.1%	-	-
Profit	<b>211</b>	129	+82	+64.0

YoY Sales  
Growth Ratio  
**+23.5%**

Ordinary  
Profit Ratio  
**18.8%**

## Balance Sheets at 3Q of FY Jul. 2023

Through fundraising at IPO, cash and deposits and net assets increased largely, and strengthened financial base

Net cash is plentiful at 3.84 billion yen

[¥ Million]

	As of April 30, 2023	As of July 31, 2022	Change	Main Reasons for Change
Total assets	5,073	2,987	+2,086	
Current assets	4,883	2,830	+2,052	
Cash and deposits	4,080	2,385	+1,694	Funded 1,267million yen, Obtaining cash from business activities
Merchandise	419	251	+168	<ul style="list-style-type: none"> <li>· Prepare inventory for new products to be released in May</li> <li>· No inventory write-down in 3Q</li> </ul>
Non-current assets	190	156	+33	
Liabilities	940	672	+267	
Borrowings	237	179	+58	Increase due to partial refinancing
Other	702	493	+209	Increase due to higher accounts payable for inventory
Net assets	4,133	2,314	+1,818	Funded 1,267million yen, Profit

Net Cash

**3.84**

billion yen

## Revised Forecasts for FY Jul. 2023

Reflecting the recent results, earning forecasts are revised, which was previously disclosed in a range  
The new forecasts are nearly at the upper limit of the original ones

[¥ Million]

- D2C sales progressed mostly as planned, despite the impact of inflation and other external factors
- Profit forecasts are slightly increased from the upper limit of the original ones due to cost control
- Ordinary profit ratio in the revised forecast is 15.3%
- The dividend forecast is 40 yen per share , based on the annual FCF forecasts for FY Jul. 2023.

	FY Jul. 2023 Revised Forecasts	Rate of progress[%] to the Revised Forecasts	FY Jul. 2023 Original Forecasts	Change[%] to the upper limit of the Original Forecasts
Net Sales	6,000	77.1%	5,801~6,044	△0.7%
D2C Sales	5,787	77.1%	5,589~5,831	△0.8%
Brand Solution Sales	212	78.1%	212	-%
Operating profit	920	86.1%	866~903	+1.9%
Ordinary profit	920	85.6%	870~906	+1.5%
Profit	635	86.8%	601~626	+1.3%