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Presentation Materials for FY2023 Q2

Sansan, Inc. January 12, 2024

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Sansan Group Overview, Sansan/Bill One Business, Eight Business, Initiatives for Sustainability

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2 Consolidated Financial Forecasts

Highlights of FY2023 Q2 YTD Results

Steady progress in consolidated net sales, adjusted consolidated operating profit (1) increased significantly

Consolidated net sales up 33.0% YoY, ARR (2) up 34.2%, to ¥29,430 million.

Adjusted operating profit increased significantly, by 704.2%, owing to net sales growth, while improving investment in personnel recruitment, etc.

Solid sales growth in Sansan, the sales DX solution

Sansan net sales up 15.5% YoY, to ¥11,012 million, accelerating growth Strengthened sales structure through personnel recruitment, etc.

Continued high sales growth in Bill One, the cloud-based invoice management solution

Bill One net sales up 188.2% YoY, to ¥2,588 million, quarterly net increase in MRR ⁽³⁾ hit record high. Revised the ARR target for FY2023-end upward to ¥7.5 billion yen, owing to strong sales growth.

⁽¹⁾ Operating profit + share-based payment expenses + expenses arising from business combinations (amortization of goodwill and amortization of intangible assets)

⁽²⁾ Annual Recurring Revenue

⁽³⁾ Monthly Recurring Revenue

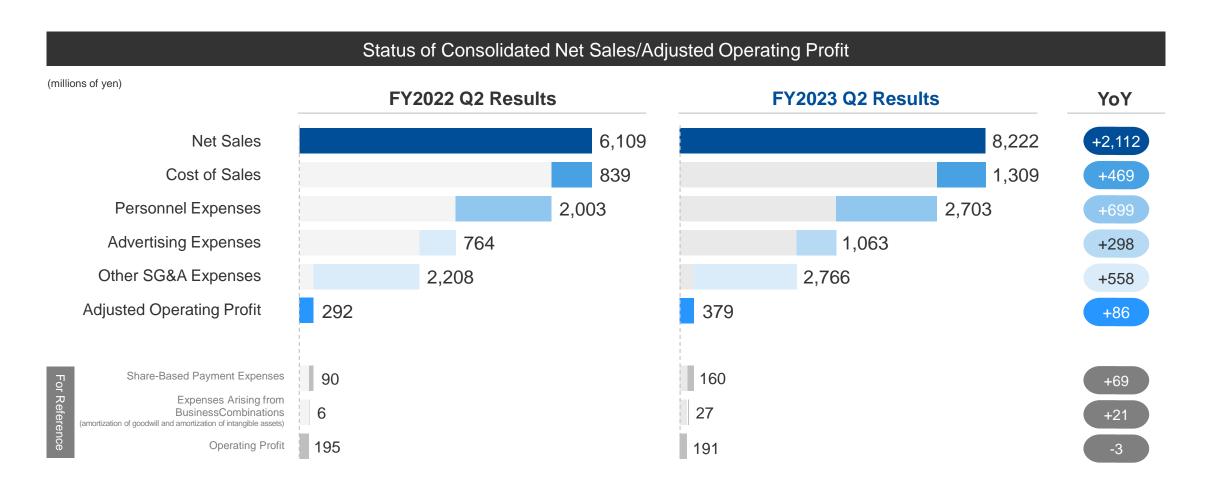
Overview of Consolidated Financial Results

Net sales up 34.6% YoY, accelerating sales growth. Adjusted operating profit up 29.6% YoY owing to sales growth, etc., Ordinary profit significantly increased, by 166.3% YoY, compared with FY2022 Q2 which recorded share of loss of entities accounted for using equity method.

	FY2022	FY2023		(For Reference) FY2023	
(millions of yen)	Q2 Results	Q2 Results	YoY	Q2YTD Results	YoY
Net Sales	6,109	8,222	+34.6%	15,726	+33.0%
Gross Profit	5,269	6,912	+31.6%	13,423	+31.6%
Gross Profit Margin	86.3%	84.1%	-2.2 pts.	85.4%	-0.9 pts.
Gross Profit Margin Adjusted Operating Profit Adjusted Operating Profit Margin	292	379	+29.6%	522	+704.2%
	4.8%	4.6%	-0.2 pts.	3.3%	+2.8 pts.
Ordinary Profit Profit Attributable to Owners of	59	157	+166.3%	268	_
Profit Attributable to Owners of Parent	464	117	-75.4%	143	-5.1%
EPS	3.81 yen	0.94 yen	-75.5%	1.14 yen	-5.5%

Factors Contributing to Changes in Adjusted Consolidated Operating Profit

Adjusted operating profit up ¥86 million YoY owing to sales growth, etc., despite increased advertising expenses by ¥298 million YoY and personnel expenses by ¥699 million YoY for growth strategy.



Results by Segment

Increased net sales and adjusted operating profit (turned positive) in both Sansan/Bill One and Eight businesses.

Negative YoY increase in adjustment amount (adjusted operating profit) mainly reflects increased headcount associated with growth investments.

	FY2022	FY2023		(For Reference	(For Reference) FY2023	
(millions of yen)	Q2 Results	Q2 Results	YoY	Q2YTD Results	YoY	
Consolidated	6,109	8,222	+34.6%	15,726	+33.0%	
Sansan/Bill One Business	5,369	7,207	+34.2%	14,023	+33.3%	
Eight Business Others	702	909	+29.5%	1,509	+22.1%	
Others	45	140	+207.6%	257	+154.8%	
Adjustments	-7	-34	_	-64	_	
Consolidated	292	379	+29.6%	522	+704.2%	
Sansan/Bill One Business	1,743	2,008	+15.2%	3,907	+31.8%	
Eight Business	-14	96	_	4	_	
Consolidated Sansan/Bill One Business Eight Business Others Adjustments	-1	-10	_	-36	_	
Adjustments	-1,434	-1,714	_	-3,353	_	

Sansan/Bill One Business Overview

Net sales up 34.2% YoY backed by solid growth of Sansan and strong growth of Bill One.

Adjusted operating profit up 15.2% YoY while implementing growth investments for Sansan and Bill One.

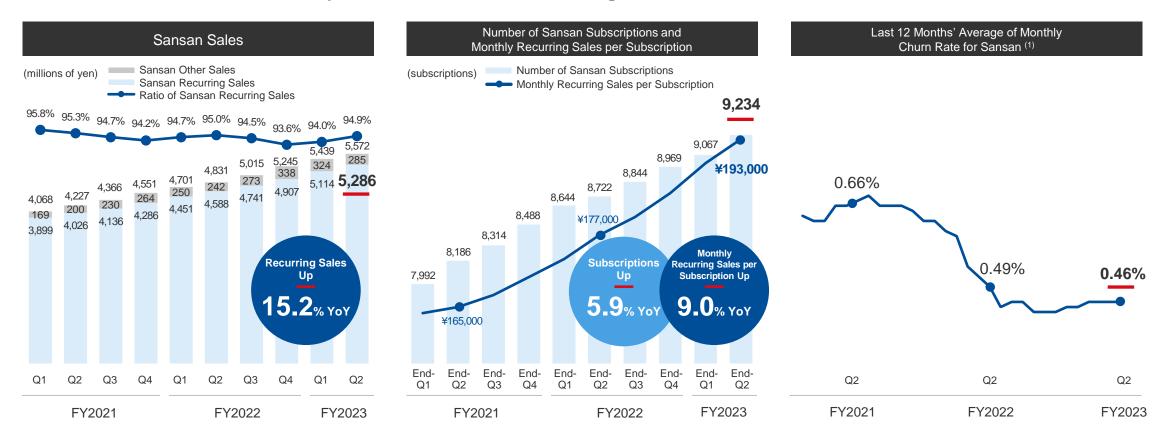
		FY2022	FY2023		(For Reference) FY2023	
	(millions of yen)	Q2 Results	Q2 Results	YoY	Q2YTD Results	YoY
	Net Sales	5,369	7,207	+34.2%	14,023	+33.3%
	Sansan	4,831	5,572	+15.4%	11,012	+15.5%
Sansan/ Bill One Business	Sansan Recurring Sales	4,588	5,286	+15.2%	10,401	+15.1%
	Sansan Other Sales	242	285	+18.0%	610	+24.0%
	Bill One	496	1,427	+187.3%	2,588	+188.2%
	Others	41	206	+396.5%	422	+391.0%
	Adjusted Operating Profit	1,743	2,008	+15.2%	3,907	+31.8%
	Adjusted Operating Profit Margin	32.5%	27.9%	-4.6 pts.	27.9%	-0.3 pts.

Sansan/Bill One Business: Status of Key Indicators

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Steady growth in subscriptions and monthly recurring sales per subscription owing to sales structure enhancement for medium- and large-sized companies, etc.

Churn rate down 0.03 points YoY to 0.46%, maintaining a low rate below 1%.

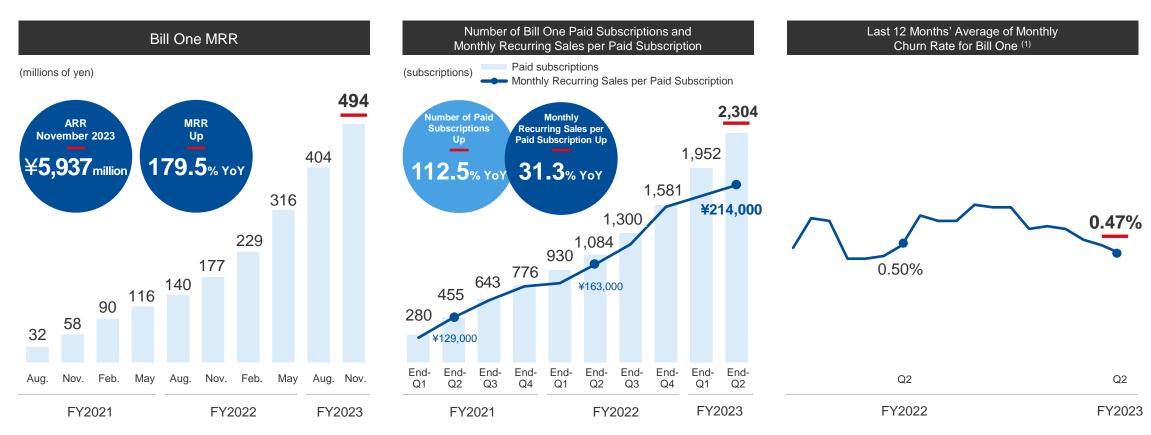


⁽¹⁾ Ratio of decreased MRR associated with contract cancellations to total MRR for existing contracts of Sansan

Sansan/Bill One Business: Status of Key Indicators



MRR up 179.5% YoY, and ARR hit ¥5.9 billion as of November 2023. Steady growth in paid subscriptions and monthly recurring sales per paid subscription, owing to strengthened marketing activities and sales structure.

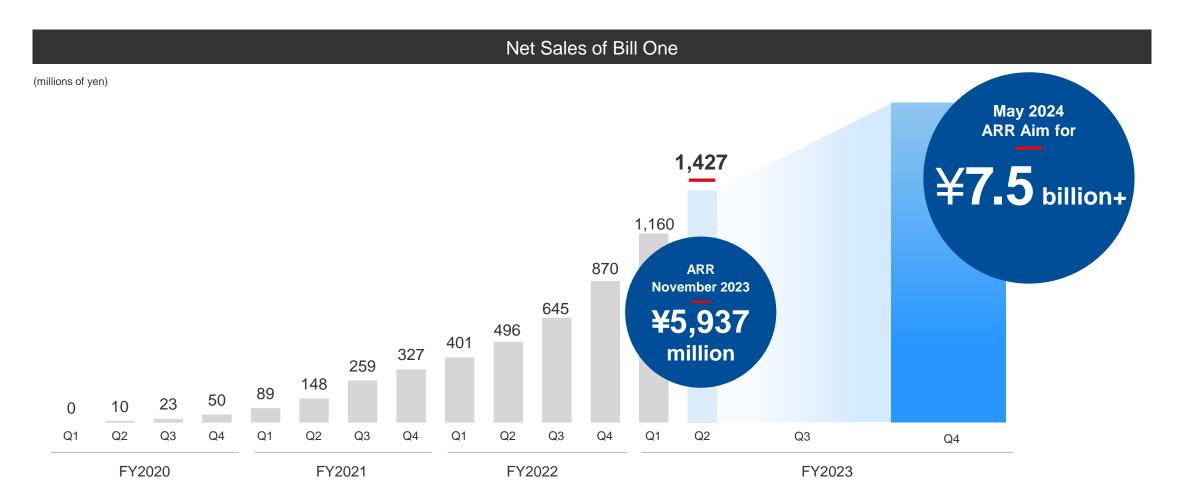


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⁽¹⁾ Ratio of decreased MRR associated with contract cancellations to total MRR for existing contracts of Bill One

Sansan/Bill One Business: Upward Revision of ARR Target for Bill One

Revised Bill One ARR target for FY2023-end from ¥7.0+ to ¥7.5+ billion, owing to strong sales growth YTD.



Eight Business Overview

Net sales up 29.5% YoY owing to steady growth of B2B services and solid growth of B2C services. Adjusted operating profit turned positive owing to sales growth and the profitability-focused business operation.

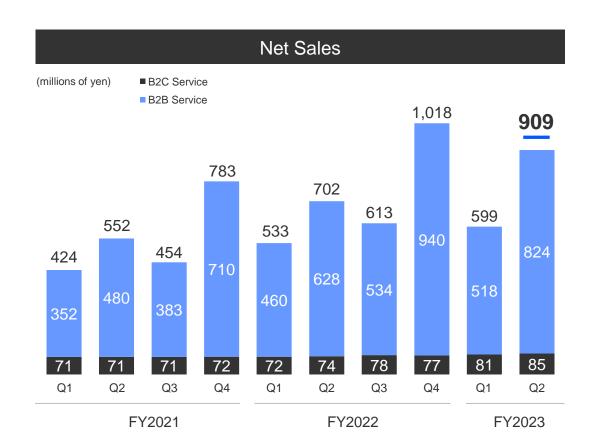
		FY2022	FY2023		(For Reference) FY2023	
	(millions of yen)	Q2 Results	Q2 Results	YoY	Q2YTD Results	YoY
	Net Sales	702	909	+29.5%	1,509	+22.1%
	B2C Services	74	85	+15.2%	166	+13.6%
	B2B Services	628	824	+31.2%	1,342	+23.3%
Eight Business	Adjusted Operating Profit	-14	96	_	4	_
	Adjusted Operating Profit Margin	_	10.6%	_	0.3%	_
	Number of Eight Users (1)	3.20 million people	3.43 million people	+0.23 million people		
	Number of Eight Team Subscriptions	3,195 subscriptions	4,194 subscriptions	+31.3%		

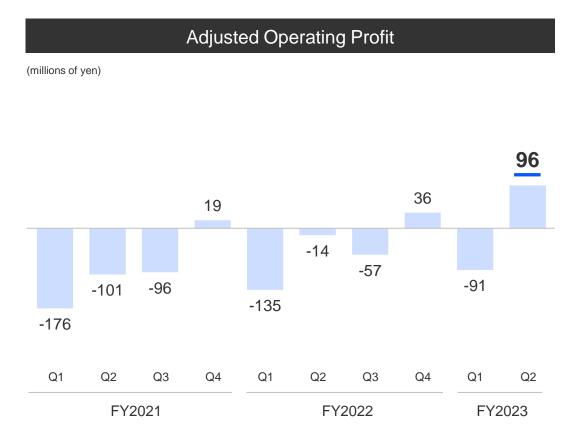
⁽¹⁾ Number of confirmed users who registered their business card to their profile after downloading the app.

Eight Business: Net Sales, Adjusted Operating Profit

Ou eight

B2B net sales up QoQ owing to holding large-scale business events. Q2 adjusted operating profit turned positive for the first time.





Contents

1 Consolidated Financial Results for FY2023 Q2

2 Consolidated Financial Forecasts

Consolidated Financial Forecasts

No change to consolidated earnings forecast announced at beginning of FY, owing to smooth progress Q2YTD according to the plan.

	FY2022	FY2023 ⁽¹⁾		
(millions of yen)	Full-Year Results	Full-Year Forecasts	YoY	
Net Sales	25,510	32,653 to 33,674	+28.0% to +32.0%	
Sansan/Bill One Business	22,516	29,046 to 29,835	+29.0% to +32.5%	
Sansan	19,793	22,664 to 22,861	+14.5% to +15.5%	
Sansan/Bill One Business Sansan Bill One	2,414	5,673 to 6,156	+135.0% to +155.0%	
	2,867	3,153 to 3,354	+10.0% to +17.0%	
Eight Business Adjusted Operating Profit	942	1,240 to 1,852	+31.7% to +96.6%	
Adjusted Operating Profit Margin	3.7%	3.8% to 5.5%	+0.1 pts. to +1.8 pts.	

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⁽¹⁾ We do not disclose specific forecast figures for operating profit (loss) and below, as it is difficult to make a reasonable estimate of expenses related to stock-based compensation, which may vary significantly depending on the level of our stock price, and certain non-operating profit (loss) and other items.

Appendix

Sansan Group Overview

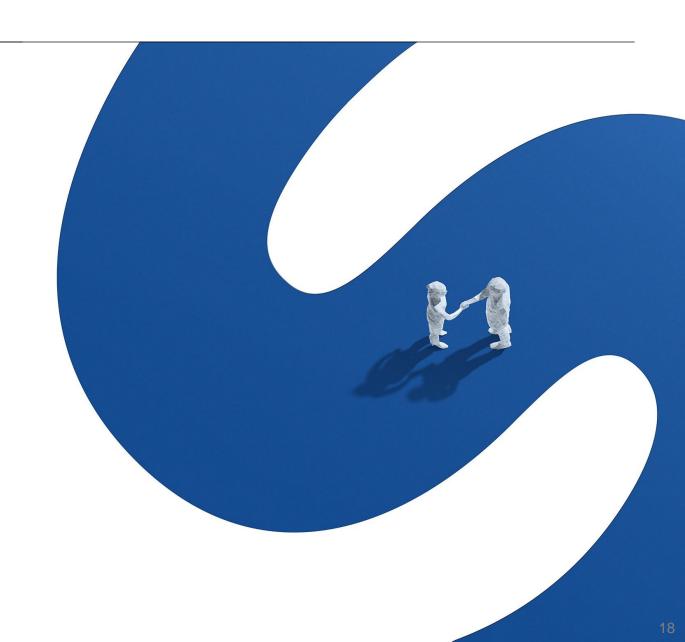
Mission and Vision

Mission

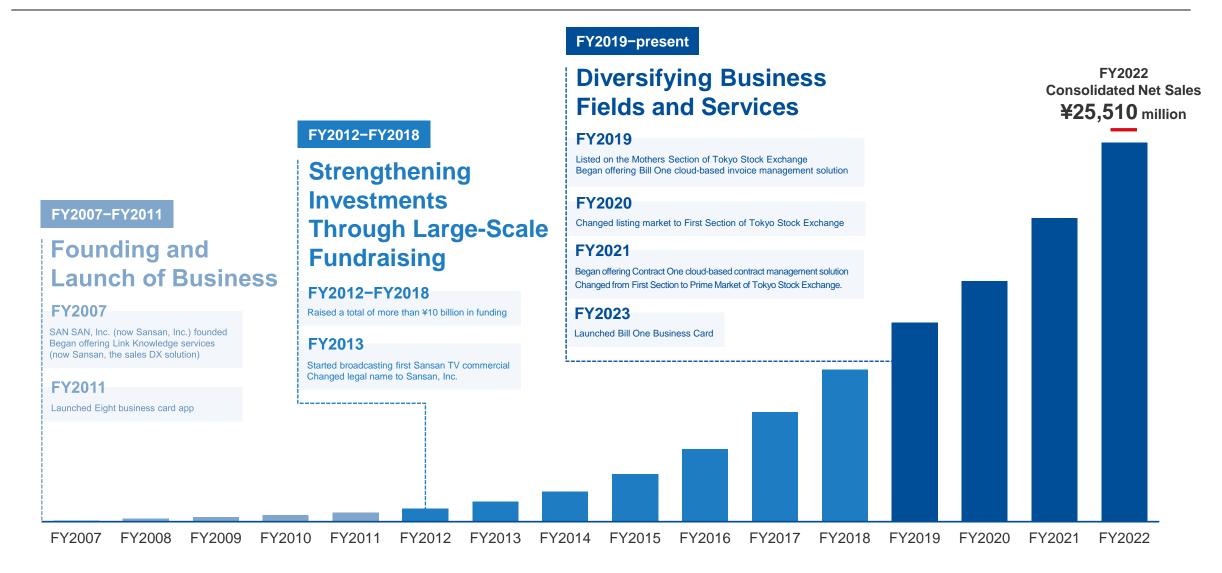
Turning encounters into innovation

Vision

Become business infrastructure



History (1)

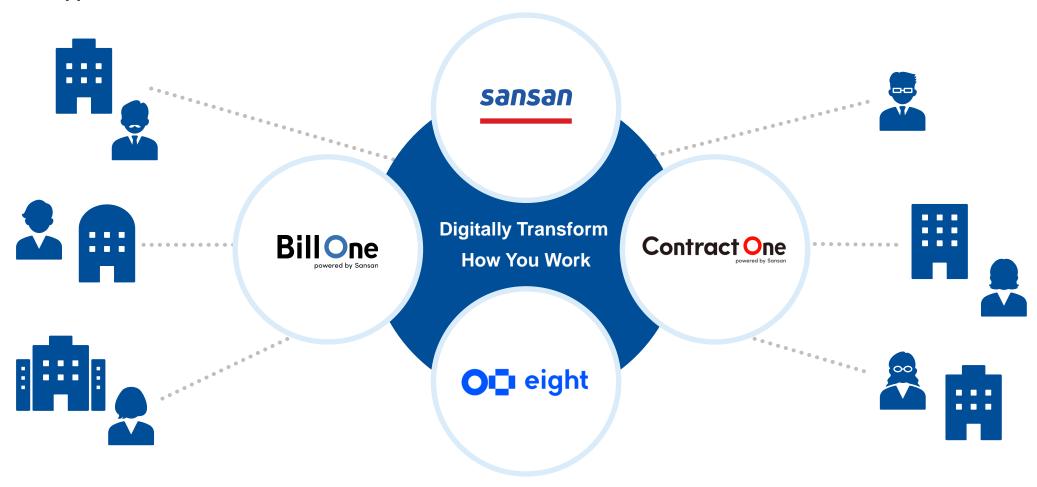


⁽¹⁾ The graph indicates net sales for fiscal years ended in May (figures prior to the year ended May 2016 are non-consolidated, while subsequent figures are consolidated).

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Digitally Transform How People Work

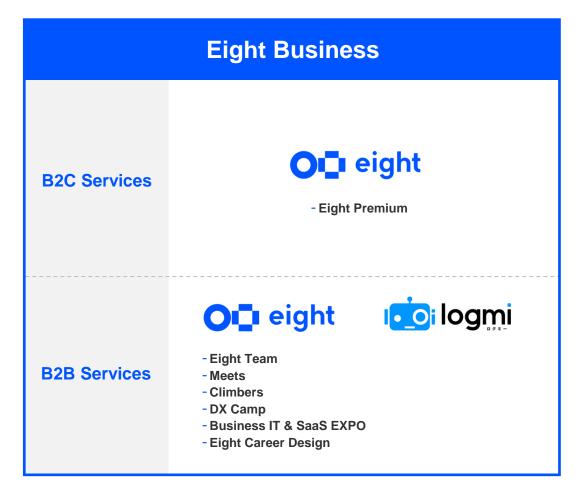
Offering a business database that reshapes how people work and connects encounters with people and companies to business opportunities.



Overview of Reporting Segments

Comprises two reporting segments, the Sansan/Bill One Business and Eight Business. (1)

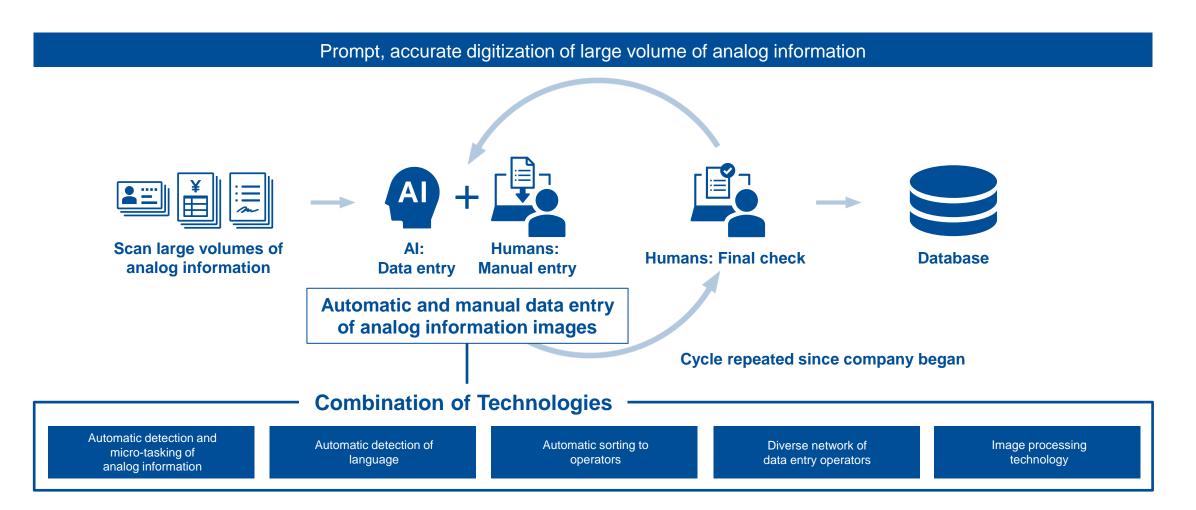




⁽¹⁾ The few other services not included in reportable segments are recorded in "Others," while elimination of intra-company transactions (sales), and costs not allocated to segments are recorded in "Adjustments."

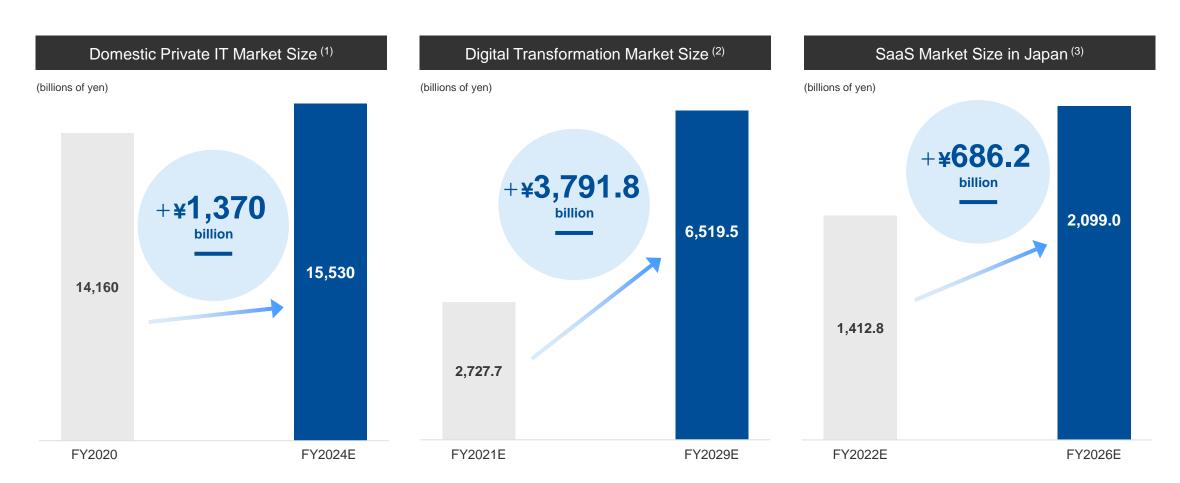
Operation and Technologies for Digitizing Analog Information

Establishment of analog information digitization operation structure unsurpassed by competitors.



Tailwind of Market Environment

Digital transformation is boosting the need for cloud-based solutions



⁽¹⁾ Based on 2023 IT Investment by Japanese Companies: Facts and Forecasts, Yano Research Institute Ltd.

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⁽²⁾ Based on Market Edition and Vendor Strategy Edition of 2023 Outlook of the Digital Transformation Market by Fuji Chimera Research Institute

⁽³⁾ Based on 2023 New Software Business Markets by Fuji Chimera Research Institute.

Sansan Group Overview

Company Overview (1)

Company name Sansan, Inc.

Founded June 11, 2007

Head office Aoyama Oval Building 13F, 5-52-2 Jingumae, Shibuya-ku, Tokyo, Japan

Other locations Branch offices: Tokyo, Osaka, Fukuoka, Aichi

Satellite offices: Tokushima, Kyoto, Niigata

Group companies Sansan Global Pte. Ltd. (Singapore)

Sansan Global Development Center, Inc. (Philippines)

logmi, Inc.

Diamond Corporate Data Services, Inc.

CREATIVE SURVEY INC.

Institute of Language Understanding Inc.

Representative Chika Terada

Employees 1,598

Capital ¥6,688 million

Net sales ¥25,510 million (FY2022)

Classification by shareholder type

Individuals and others: 43.25%; foreign financial institutions and individuals: 32.84%;

domestic financial institutions: 14.86%; other domestic corporations: 6.36%;

security firms: 2.69%

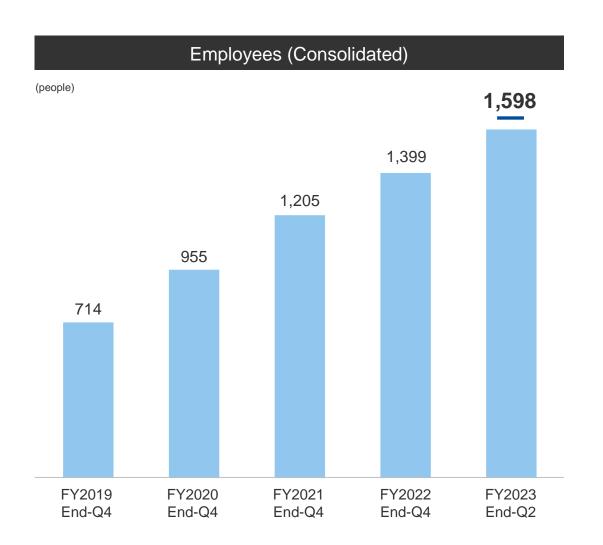




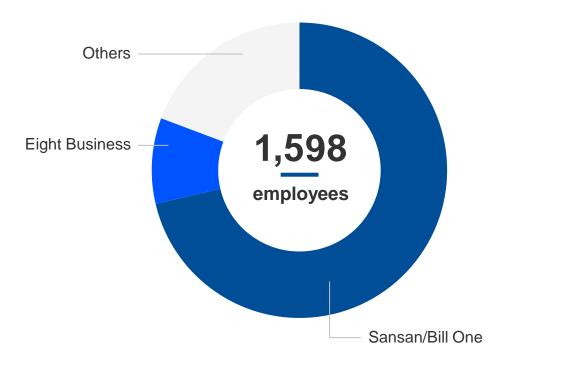


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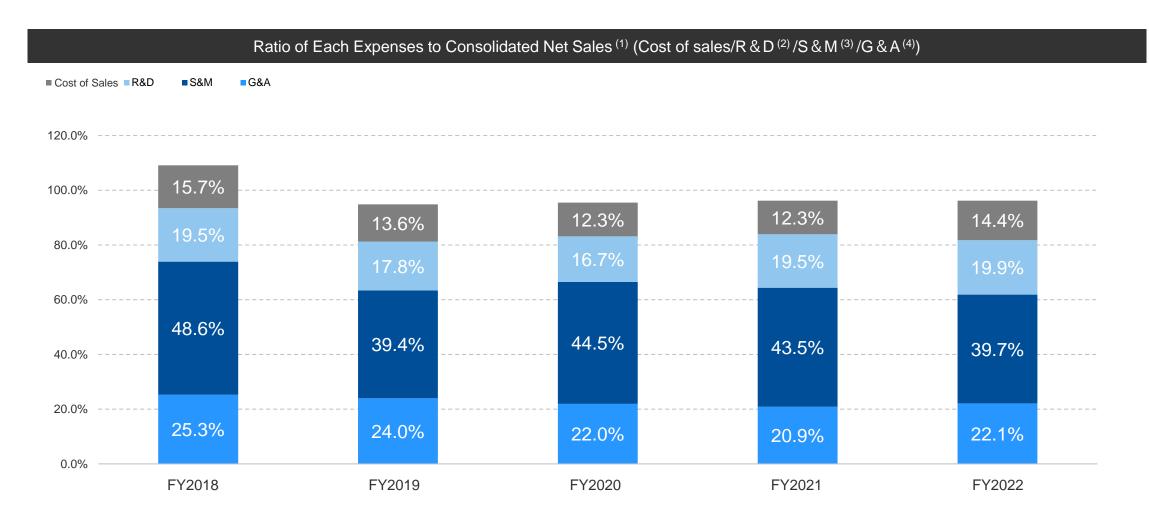
About Employees



Breakdown by Organization (1)



Ratio of Net Sales to Each Expenses



⁽¹⁾ Unaudited

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⁽²⁾ Research and Development (total personnel costs, server costs, common costs, etc. related to research and development)

⁽³⁾ Sales and Marketing (total advertising costs and personnel costs, common costs related to advertising and sales promotion)

⁽⁴⁾ General and Administrative (total personnel costs and common costs related to corporate departments)

Breakdown of Expenses in Adjustment Amount (1)

	FY2022	FY2023		(For Reference) FY2023	
(millions of yen)	Q2 Results	Q2 Results	YoY	Q2YTD Results	YoY
Advertising expenses	17	18	+4.5%	30	+4.4%
Personnel expenses	341	447	+31.2%	876	+32.8%
Personnel expenses Server and PC expenses Rent Recruiting expenses	138	174	+26.6%	350	+30.1%
Rent	244	264	+8.2%	500	+4.3%
Recruiting expenses	69	92	+31.6%	159	+29.8%
Others	623	717	+15.2%	1,436	+21.9%
Others Personnel-related expenses Office-related expenses Others Others	184	236	+28.5%	461	+26.9%
Office-related expenses	194	202	+4.1%	378	+8.5%
Others	244	278	+13.9%	595	+28.0%
Total	1,434	1,714	+19.5%	3,353	+22.4%

⁽¹⁾ the amounts of corporate expenses not attributable to any reportable segment and mostly consist of general and administrative expenses

Track Record of Company Consolidation

To achieve discontinuous growth, promote company consolidation, etc.

iogmi ダイヤモンド企業情報編集社 **CREATIVE SURVEY Diamond Corporate Institute of Language** logmi, Inc. **CREATIVE SURVEY INC.** Data Services, Inc. Understanding Inc. Period of **August** March **August June** 2020 2021 Consolidation 2023 2023 FY of consolidation FY2020 Q2 FY2021 Q1 FY2022 Q4 FY2023 Q1 Sansan/Bill One Business **Eight Business Business segment** Others Others B2B services Others

Track Record of Company Consolidation

Medium-Term Financial Targets (FY2022-FY2024)

Aim for solid sales growth and stable profit growth.

Important management indicators

Continued consolidated net sales growth of mid-20% range or higher

Improvement of adjusted consolidated profit margin in each fiscal year

Sansan/Bill One Business

Recording adjusted operating profit of ¥10 billion+ for Sansan and Bill One in FY2024 (excluding Others in Sansan/Bill One Business segment) **Eight Business**

Recording stable adjusted operating profit for full year

Sansan/Bill One Business

Sansan: Service Outline

Business card/contact management service repositioned as sales DX solution.

Equipped with company information for realizing sales usage of all types of customer information.



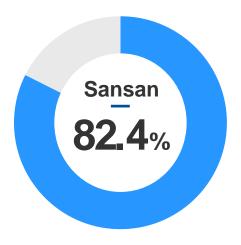


Sansan: Dominant Market Share and Solid Customer Base

Has gained high level of brand recognition among B2B services and established a dominant market share. Built a solid customer base backed by Japan's highest SaaS management expertise, which has been cultivated since we began.

Dominant Brand Recognition and Market Share in B2B

Sales share in 2022 (1)



Strong Sales Organization and Solid Customer Base

SaaS expertise cultivated over the 16 years since our founding

































KIRIN



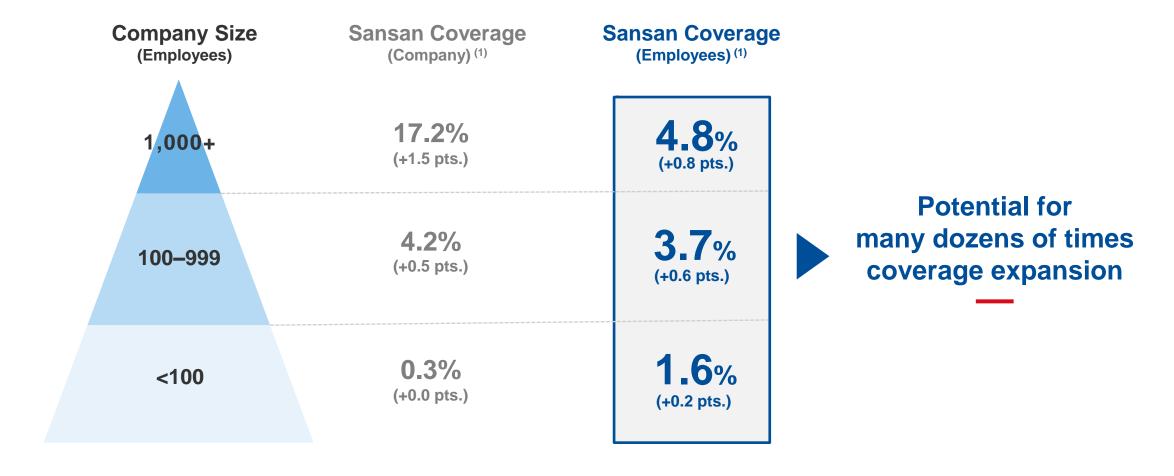


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Sansan: Potential Market Size in Japan (TAM)

The number of users within current customers is limited, and there is room for many dozens of times more coverage expansion.



⁽¹⁾ Sansan coverage is calculated with the number of subscriptions and total number of IDs in Sansan for FY2023 Q2 end as the number based on Economic Census for Business Activity in 2021 issued by the Statistics Bureau as the denominator.

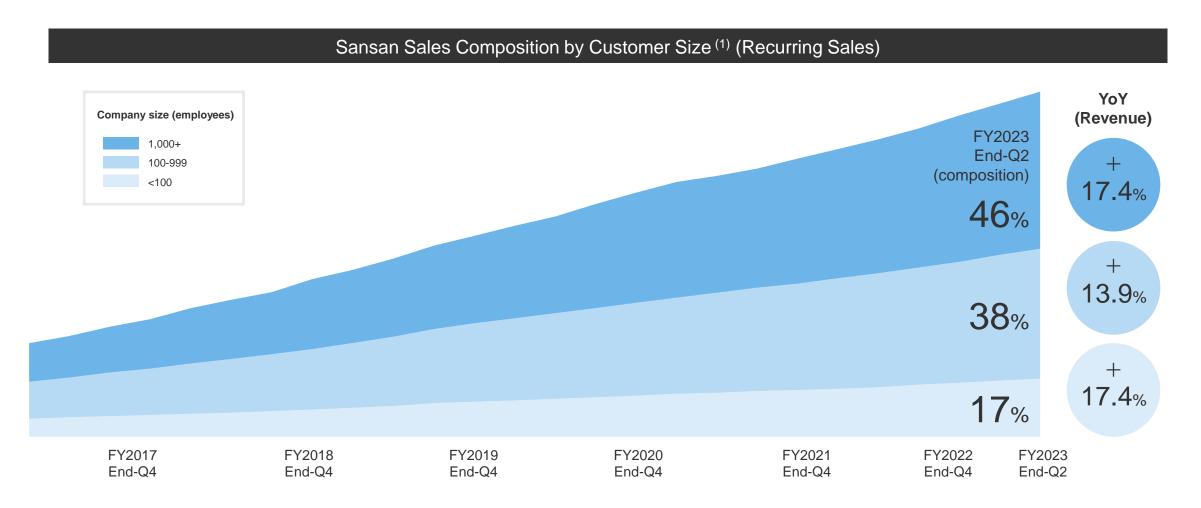
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Sansan: Service Plans

A. Basic company-wide use plan B. Previous plan (ID subscription) Timing of payment -Cost by number of contract IDs 12 months' license cost **Initial Cost** At start of Digitization costs for business cards already held contract (initial costs) Cost for digitizing existing business cards (upper limit placed on number of business cards) 2 Customer Offer introduction support plans with individual quotation At start of Success Plan contract Costs for implementation and operational support of Sansan services (initial costs) 3 At start or Monthly ¥10,000/scanner Scanner renewal of Rent scanners and tablets to customers based on number of office floors and/or branches (running costs) contract **Determined according to company** Setting by number of contract IDs At start or (annual subscriptions) License cost size and usage (annual subscriptions) renewal of (running costs) Fixed billing for each ID (upper limit placed on the Tens of thousands to millions of yen per subscription contract number of business cards digitized)

Sansan: Sales Composition by Customer Size (Recurring Sales)

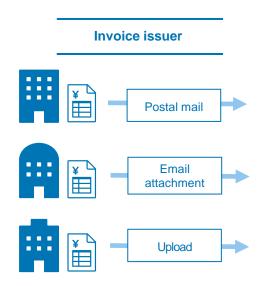
No significant change in revenue composition ratio by customer size.



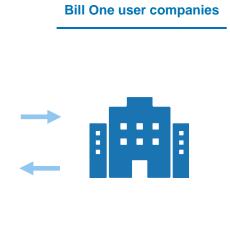
⁽¹⁾ Created based on Sansan monthly fee amounts (unaudited), values from graphs up to and including FY2023 Q1 end changed following review of calculation method.

Bill One: Service Outline

Making all forms of invoices receivable online, while promoting DX of invoice operations through accurate digitization. Following the introduction of Bill One, customers can smoothly handle various legal amendments and fast monthly closing of accounts.







Resolve issues in the invoicing process

Receiving and managing paper invoices is time-consuming and labor-intensive



Personnel forced to come to the workplace to process paper invoices



⁽¹⁾ Digitization accuracy when conditions specified by Sansan, Inc. are met.

Bill One: Customer Base and Positioning

Regardless of industry or business type, acquiring various customers. Achieved #1 sales in cloud invoice receiving service market.

Market Share in Cloud Invoice Receiving Services (1)





Customers Running Bill One















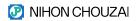




















⁽¹⁾ Deloitte Tohmatsu MIC Economic Research Institute, "The Market of Online Invoice Receiving Solution Continues to Grow at a Staggering Rate" (MIC IT Report, November 2023).

Bill One: External Environment after Japan's Invoicing System started

Japan's invoicing System entered into effect in October 2023 and the grace period for the Electronic Bookkeeping Act concluded in the end of December 2024. Various changes are expected to occur in the environment surrounding invoices, such as end of transitional measures of Invoicing System.



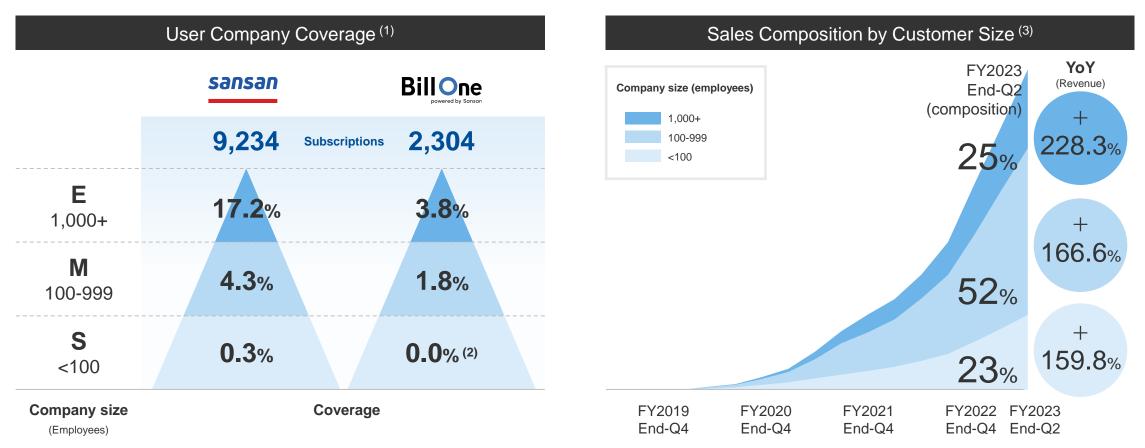
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Bill One: Room for Expanded Medium- and Large-Sized Company Coverage

Strong brand recognition of Sansan and robust customer base centered on Medium- and Large-Sized companies making significant contribution to Bill One's gaining credibility.

Income from Medium- and Large-Sized companies continuing to expand, bringing expectations of coverage expansion.



⁽¹⁾ The coverage is calculated with the number of subscription in each services for FY2023 Q2 end as the numerator and the number based on Economic Census for Business Activity in 2021 issued by the Statistics Bureau as the denominator

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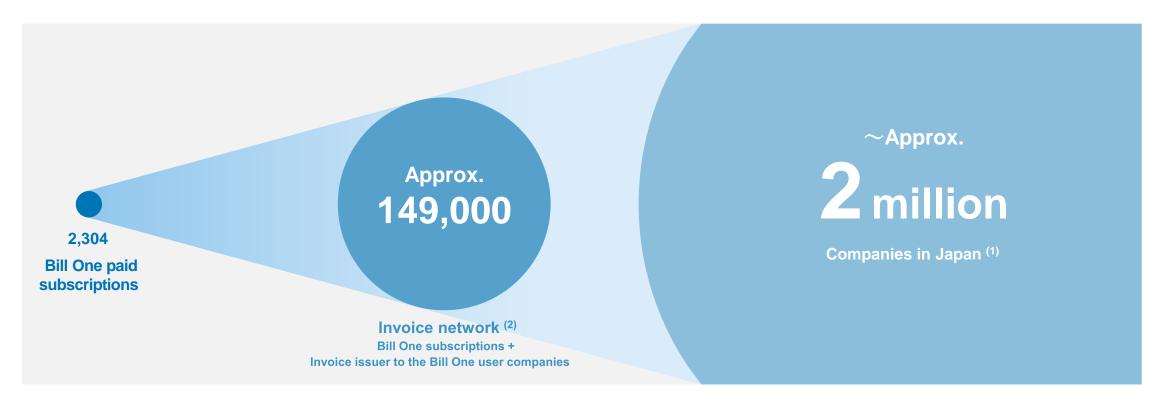
⁽²⁾ Paid subscriptions only

⁽³⁾ Created based on Bill One MRR

Expansion of Bill One Invoice Network

Approx. 149,000 companies in the Bill One invoice network as of FY2023 Q2 end. Total invoices in invoice network accounts for ¥33 trillion annualized as of November 2023.

Potential Market Size of Bill One

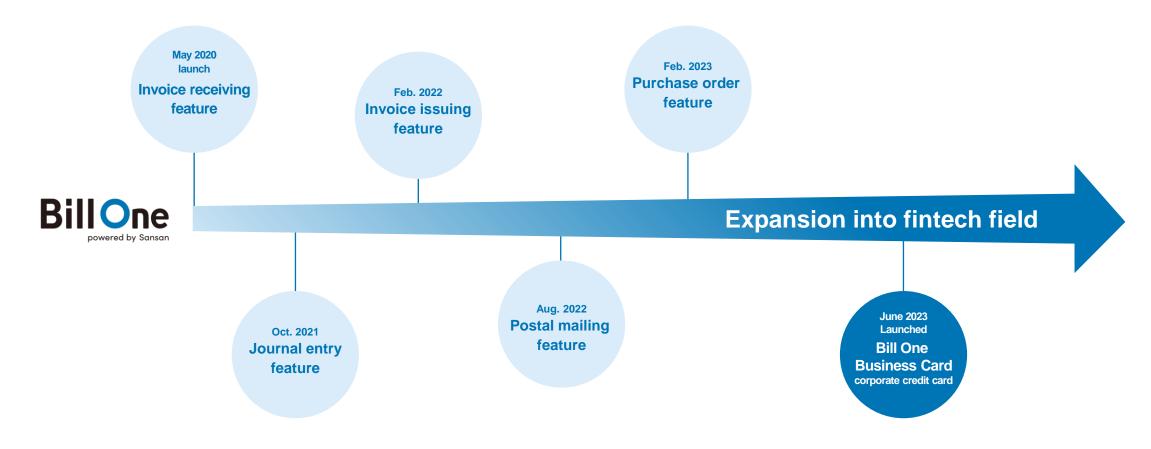


⁽¹⁾ Based on Economic Census for Business Activity in 2021 issued by the Statistics Bureau

⁽²⁾ Paid subscriptions + free subscriptions + companies that send invoices to paid and free subscriptions

Feature Enhancements

Added features, such as invoice issuing, after service launch in May 2020. In June 2023, launched Bill One Business Card corporate credit card, backed by increased invoice network participating companies.



Bill One: Bill One Business Card Function Overview

The Bill One Business Card, a corporate credit card optionally available with Bill One, boosts efficiency in corporate credit card payments, contributing to even faster monthly closing.

Users can effectively adapt to the Invoicing System and Electronic Bookkeeping Act, while reducing fraud risk.





Issue cards and process payments on Bill One

Instantly reflect transaction details

Request receipt submission after usage automatically





Digitize receipts and reconcile automatically



1. Centralized control

- Card issuance is available on Bill One.
- Reduces the workload for lending and managing cards.

2. Security measures

- Limits and restrictions on usage amount and purposes.
- Minimizes fraud risk.

3. Automatic reconciliation of transaction details and receipt.

- Receipts are digitized at 99.9% ⁽¹⁾ accuracy by the end of the next business day.
- Transaction details and receipts are automatically matched.

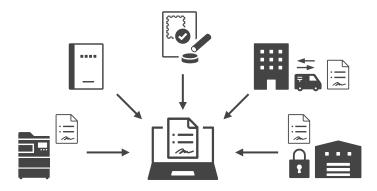
⁽¹⁾ Digitization accuracy when conditions specified by Sansan, Inc. are met.

Contract One: Service Outline and Strengthened Function

Contract One accurately digitizes all contracts with a company, building a comprehensive internal contract database and enabling organization-wide use of contract information.

Began offering document search function using GPT and integration function with Sansan.

Service Outlines





Accurately digitize contracts, which are an integral corporate asset, to create a comprehensive database of transaction terms and conditions. The ability to automatically associate related contracts enables organization-wide management of contracts from a comprehensive perspective, helping to maximize corporate profits.

Contract One Al



Contract One Al leverages the Azure OpenAl Service from Microsoft and offers a feature that instantly summarizes and displays digitized contract information, primarily focusing on areas such as counterparties, overview, and duration.

Eight Business

Eight: Service Outline

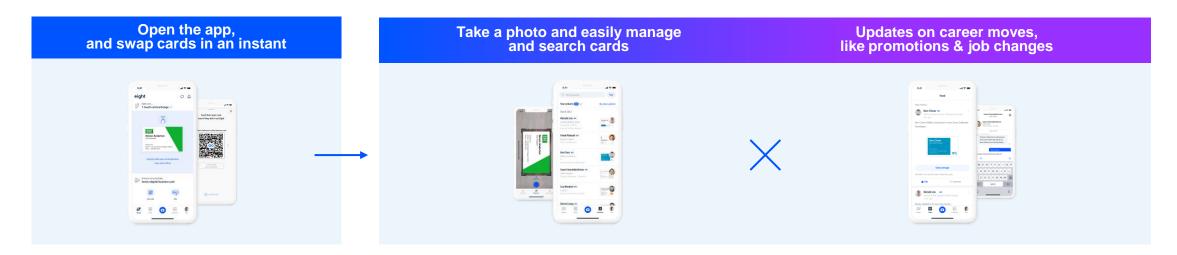
Business card app used by more than 3.4 million+ professionals; enables one-touch business card exchange and smart contract management.

One-touch business card exchange, smart contact management

Eight- Business card app



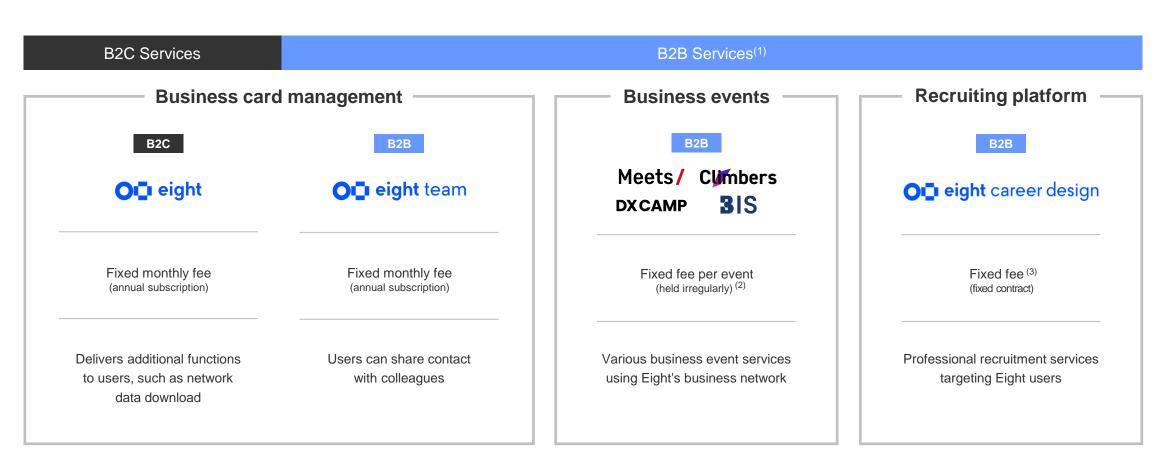
business card app for turning all your encounters into contacts and opportunities, at a touch



Offering apps for potential opportunities though business card exchange and management

Eight: Strengthening and Promotion of Monetization Plans

Monetization by strengthening corporate services that leverage network of 3.4 million+ users.



⁽¹⁾ B2B services in the Eight business include event transcription services for the media logmi Biz, logmi Finance and logmi Tech provided by logmi, Inc.

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⁽²⁾ There are multiple fee settings depending on the type of event held, etc.

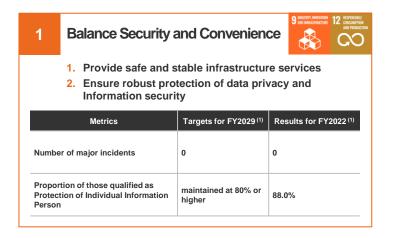
⁽³⁾ There is an additional charge when a decision to hire is made.

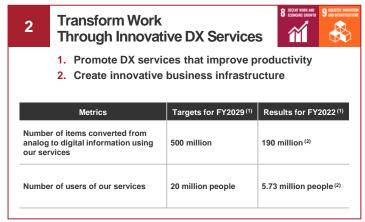
Initiatives for Sustainability

Material Issues (Priority Issues)

Identified key material issues (priority issues) relating to environment, society, and governance and set long-term quantitative targets.

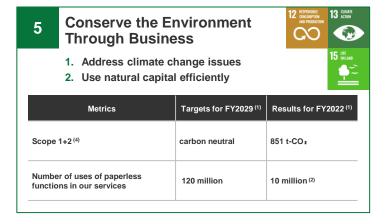
Working to resolve these issues through our core business, we aim to contribute to achieving the SDGs and building a sustainable society.









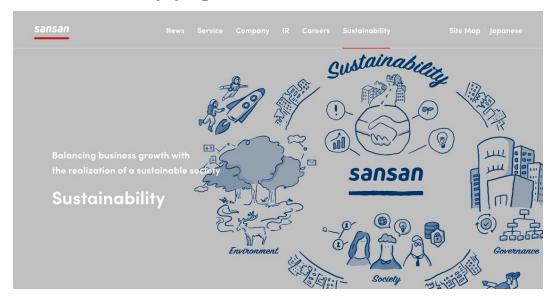


- (1) Results and targets presented here are for the Company on a non-consolidated basis. (2) Results for the Company's services are aggregated for Sansan, Bill One, Contract One and Eight.
- (3) Unipos is a service centered on the peer bonus system provided by Unipos, Inc. (4) Scope 1 is calculated by aggregating direct GHG emissions from our own offices and facilities. Scope 2 is calculated by aggregating by indirect GHG emissions from the use of purchased electricity and thermal energy in each office

Expansion and Upgrading of Sustainability Information

ESG data expanded on sustainability page in September 2023. Published Annual Report 2023, expanding sustainability information.

- Sustainability page



Japanese: https://jp.corp-sansan.com/sustainability English: https://www.corp-sansan.com/sustainability

- Annual Report



Japanese: https://ir.corp-sansan.com/ja/ir/library/report.html English: https://ir.corp-sansan.com/en/ir/library/report.html

External Evaluations

Acquired various external evaluations regarding ESG Rating, Annual Report and IR website.

ESG Rating

MarCamm Ina [International ABI

IR website

MSCI (1)

MSCI ESG RATING "A"



MerComm, Inc. [International ARC Awards]

Annual Report

PDF Version of Annual Report Bronze



Daiwa Investor Relations

Commendation Award2023 Bronze



FTSE

FTSE Blossom Japan Sector Relative Index



Government Pension Investment Fund

Excellent Integrated Report Most-Improved Integrated Report

Nikko Investor Relations Co.,Ltd

All Markets Ranking in Japan Corporate Websites AAA



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sansan