

First Quarter FY2019 (2020/03)
Financial Results Data Book

CROOZ

CROOZ, Inc.

TSE JASDAQ Standard; Code 2138

This document presents quantitative data related to financial conditions and key indicators for CROOZ.
Going forward, we will be updating the data and releasing it on a quarterly basis. We hope that it will be useful as a reference when analyzing our company.

Consolidated Totals	Fiscal Year: 2017 (2018/3)					Fiscal Year: 2018 (2019/3)					Fiscal Year: 2019 (2020/3)				
	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year
Transaction Value	6,159	5,751	7,653	6,807	26,372	7,992	7,701	9,109	7,018	31,820	8,495				
(% of same Q previous year)	79.0%	71.5%	101.5%	133.2%	92.5%	129.8%	133.9%	119.0%	103.0%	120.7%	106.3%				
Sales	6,159	5,674	7,380	6,272	25,486	7,752	7,305	8,744	6,480	30,282	8,144				
(% of same Q previous year)	79.0%	70.5%	97.9%	122.7%	89.4%	125.9%	128.7%	118.5%	103.0%	118.8%	105.1%				
Labor expenses	229	207	209	197	843	204	200	201	212	817	239				
(% of sales)	3.7%	3.6%	2.8%	3.1%	3.3%	2.6%	2.7%	2.3%	3.3%	2.7%	2.9%				
Outsourcing expenses	200	213	187	176	778	189	212	270	234	905	350				
(% of sales)	3.2%	3.8%	2.5%	2.8%	3.1%	2.4%	2.9%	3.1%	4.0%	3.0%	4.3%				
Promotional expenses	850	776	1,101	1,289	4,018	1,185	928	1,327	1,020	4,460	930				
(% of sales)	13.8%	13.7%	14.9%	20.6%	15.8%	15.3%	12.7%	15.2%	15.7%	14.7%	11.4%				
Operating profit	293	137	345	-51	725	215	120	-445	-892	-1,002	-347				
(% of sales)	4.8%	2.4%	4.7%	-0.8%	2.8%	2.8%	1.7%	-5.1%	-13.8%	-3.3%	-4.3%				
EBITDA	375	233	454	58	1,121	306	212	-349	-780	-611	-221				
Number of employees	218	209	207	204	-	199	212	226	248	-	303				

SHOPLIST Business	Fiscal Year: 2017 (2018/3)					Fiscal Year: 2018 (2019/3)					Fiscal Year: 2019 (2020/3)				
	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year
Sales	5,246	4,873	6,264	5,071	21,455	6,343	6,186	7,285	5,151	24,966	6,239				
(% of same Q previous year)	116.1%	103.1%	109.8%	123.9%	112.6%	120.9%	126.9%	116.3%	101.6%	116.4%	98.4%				
Cost of goods purchased	3,093	2,886	3,757	2,965	12,701	3,663	3,642	4,340	3,088	14,733	3,626				
(% of sales)	59.0%	59.2%	60.0%	58.5%	59.2%	57.7%	58.9%	59.6%	59.9%	59.0%	58.1%				
Logistics expenses	587	572	724	584	2,469	860	904	1,195	964	3,923	1,032				
(% of sales)	11.2%	11.7%	11.6%	11.5%	11.5%	13.6%	14.6%	16.4%	18.7%	15.7%	16.5%				
Promotional expenses	762	670	932	1,080	3,446	1,062	788	1,220	939	4,009	830				
(% of sales)	14.5%	13.7%	14.9%	21.3%	16.1%	16.7%	12.7%	16.8%	18.2%	16.1%	13.3%				
Labor expenses	111	89	95	90	386	99	90	87	83	359	112				
(% of sales)	2.1%	1.8%	1.5%	1.8%	1.8%	1.6%	1.5%	1.2%	1.6%	1.4%	1.8%				
Outsourcing expenses	76	84	86	75	322	83	101	128	96	408	120				
(% of sales)	1.4%	1.7%	1.4%	1.5%	1.5%	1.3%	1.6%	1.8%	1.9%	1.6%	1.9%				
Other expenses	353	331	306	269	1,261	376	402	560	531	1,869	534				
(% of sales)	6.7%	6.8%	4.9%	5.3%	5.9%	5.9%	6.5%	7.7%	10.3%	7.5%	8.6%				
Operating profit	261	239	360	4	866	198	257	-247	-544	-335	-17				
(% of sales)	5.0%	4.9%	5.8%	0.1%	4.0%	3.1%	4.2%	-3.4%	-10.6%	-1.3%	-0.3%				
Number of employees	97	91	89	82	-	88	89	91	99	-	116				

Key Performance Indicators	Fiscal Year: 2017 (2018/3)					Fiscal Year: 2018 (2019/3)					Fiscal Year: 2019 (2020/3)				
	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year
Annual unique purchasers	1,426,056	1,433,316	1,486,820	1,604,813	-	1,729,638	1,822,169	1,881,538	1,863,032	-	1,862,247				
(% of same Q previous year)	117.1%	110.5%	109.4%	114.1%	-	121.3%	127.1%	126.5%	116.1%	-	107.7%				
Average annual spend per user	-	-	-	-	13,369	-	-	-	-	13,401	-				
(% of same Q previous year)	-	-	-	-	98.8%	-	-	-	-	100.2%	-				
Annual purchases per user	-	-	-	-	2.71	-	-	-	-	2.67	-				
(% of same Q previous year)	-	-	-	-	95.8%	-	-	-	-	98.5%	-				
Number of shipments	1,069,585	1,084,860	1,298,454	1,019,585	4,472,484	1,184,390	1,313,914	1,399,150	1,026,505	4,923,959	1,098,951				
(% of same Q previous year)	102.3%	97.2%	107.6%	129.9%	107.7%	110.7%	121.1%	107.8%	100.7%	110.1%	92.8%				
Average value per shipment	5,029	4,614	4,969	5,083	4,923	5,482	4,817	5,348	5,170	5,201	5,811				
(% of same Q previous year)	114.3%	107.3%	103.3%	95.8%	105.6%	109.0%	104.4%	107.6%	101.7%	105.6%	106.0%				

IT Businesses	Fiscal Year: 2017 (2018/3)					Fiscal Year: 2018 (2019/3)					Fiscal Year: 2019 (2020/3)				
	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year
Sales	817	666	664	554	2,701	648	454	531	577	2,211	571				
(% of same Q previous year)	25.1%	20.2%	39.3%	63.4%	29.6%	79.3%	68.2%	80.0%	104.2%	81.9%	88.1%				
Operating profit	160	112	155	98	526	208	36	62	35	342	75				
(% of sales)	19.6%	16.8%	23.3%	17.7%	19.5%	32.1%	7.9%	11.7%	6.1%	15.5%	13.1%				

Advertising Agency Businesses	Fiscal Year: 2017 (2018/3)					Fiscal Year: 2018 (2019/3)					Fiscal Year: 2019 (2020/3)				
	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year
Sales	-	-	-	-	-	-	-	-	-	-	754				
(% of same Q previous year)	-	-	-	-	-	-	-	-	-	-	-				
Operating profit	-	-	-	-	-	-	-	-	-	-	19				
(% of sales)	-	-	-	-	-	-	-	-	-	-	2.5%				

Investment Businesses	Fiscal Year: 2017 (2018/3)					Fiscal Year: 2018 (2019/3)					Fiscal Year: 2019 (2020/3)				
	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year
Sales	-	-	-	-	-	-	-	-	-	-	61				
(% of same Q previous year)	-	-	-	-	-	-	-	-	-	-	-				
Operating profit	-	-	-	-	-	-	-	-	-	-	-17				
(% of sales)	-	-	-	-	-	-	-	-	-	-	-27.9%				

Other Businesses	Fiscal Year: 2017 (2018/3)					Fiscal Year: 2018 (2019/3)					Fiscal Year: 2019 (2020/3)				
	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year
Transaction Value	96	211	722	1,201	2,232	1,000	1,060	1,293	1,290	4,643	869				
(% of same Q previous year)	330.6%	1009.6%	496.2%	840.5%	659.0%	1035.3%	500.2%	179.0%	107.4%	208.0%	-				
Sales	96	134	451	646	1,329	760	664	927	751	3,103	517				
(% of same Q previous year)	369.2%	705.3%	310.4%	475.0%	406.4%	787.2%	494.8%	205.3%	116.3%	233.5%	-				
Operating profit	-128	-214	-170	-153	-667	-191	-172	-261	-383	-1,009	-408				
(% of sales)	-133.3%	-159.7%	-37.8%	-23.7%	-50.0%	-25.2%	-26.0%	-28.1%	-51.0%	-32.5%	-78.9%				

*As of FY03/20 "Advertising Agency Business" and "Investment Business" which were previously grouped under "Other Businesses" have been separated due to being recognized as important segments.