

First Quarter FY2020 (2021/03)  
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: 2018 (2019/3)					Fiscal Year: 2019 (2020/3)					Fiscal Year: 2020 (2021/3)				
	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year
Transaction Value	7,992	7,701	9,109	7,018	31,820	8,495	9,828	9,553	7,309	35,187	8,694				
(% of same Q previous year)	129.8%	133.9%	119.0%	103.0%	120.7%	106.3%	127.6%	104.9%	104.1%	110.6%	102.3%				
Sales	7,752	7,305	8,744	6,480	30,282	8,144	9,462	9,298	7,090	33,995	8,704				
(% of same Q previous year)	125.9%	128.7%	118.5%	103.0%	118.8%	105.1%	129.5%	106.3%	109.4%	112.3%	106.9%				
Labor expenses	204	200	201	212	817	239	225	216	231	911	261				
(% of sales)	2.6%	2.7%	2.3%	3.3%	2.7%	2.9%	2.4%	2.3%	3.3%	2.7%	3.0%				
Outsourcing expenses	189	212	270	234	905	350	410	404	396	1,559	382				
(% of sales)	2.4%	2.9%	3.1%	4.0%	3.0%	4.3%	4.3%	4.3%	5.6%	4.6%	4.4%				
Promotional expenses	1,185	928	1,327	1,020	4,460	930	836	912	636	3,313	550				
(% of sales)	15.3%	12.7%	15.2%	15.7%	14.7%	11.4%	8.8%	9.8%	9.0%	9.7%	6.3%				
Operating profit	215	120	-445	-892	-1,002	-347	-41	37	253	-97	625				
(% of sales)	2.8%	1.7%	-5.1%	-13.8%	-3.3%	-4.3%	-0.4%	0.4%	3.6%	-0.3%	7.2%				
EBITDA	306	212	-349	-780	-611	-221	87	164	370	399	725				
Number of employees	199	212	226	248	-	303	291	279	278	-	299				
<b>SHOPLIST Business</b>	<b>Fiscal Year: 2018 (2019/3)</b>					<b>Fiscal Year: 2019 (2020/3)</b>					<b>Fiscal Year: 2020 (2021/3)</b>				
	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year
Sales	6,343	6,186	7,285	5,151	24,966	6,239	6,490	6,831	5,022	24,583	6,572				
(% of same Q previous year)	120.9%	126.9%	116.3%	101.6%	116.4%	98.4%	104.9%	93.8%	97.5%	98.5%	105.3%				
Cost of goods purchased	3,663	3,642	4,340	3,088	14,733	3,626	3,788	4,025	2,901	14,340	3,866				
(% of sales)	57.7%	58.9%	59.6%	59.9%	59.0%	58.1%	58.4%	58.9%	57.8%	58.3%	58.8%				
Logistics expenses	860	904	1,195	964	3,923	1,032	1,023	1,051	766	3,872	938				
(% of sales)	13.6%	14.6%	16.4%	18.7%	15.7%	16.5%	15.8%	15.4%	15.3%	15.8%	14.3%				
Promotional expenses	1,062	788	1,220	939	4,009	830	823	873	584	3,110	531				
(% of sales)	16.7%	12.7%	16.8%	18.2%	16.1%	13.3%	12.7%	12.8%	11.6%	12.7%	8.1%				
Labor expenses	99	90	87	83	359	112	108	115	130	465	144				
(% of sales)	1.6%	1.5%	1.2%	1.6%	1.4%	1.8%	1.7%	1.7%	2.6%	1.9%	2.2%				
Outsourcing expenses	83	101	128	96	408	120	106	116	101	442	98				
(% of sales)	1.3%	1.6%	1.8%	1.9%	1.6%	1.9%	1.6%	1.7%	2.0%	1.8%	1.5%				
Other expenses	376	402	560	531	1,869	534	516	507	434	1,991	410				
(% of sales)	5.9%	6.5%	7.7%	10.3%	7.5%	8.6%	8.0%	7.4%	8.6%	8.1%	6.2%				
Operating profit	198	257	-247	-544	-335	-17	126	144	106	359	585				
(% of sales)	3.1%	4.2%	-3.4%	-10.6%	-1.3%	-0.3%	1.9%	2.1%	2.1%	1.5%	8.9%				
Number of employees	88	89	91	99	-	116	119	117	112	-	122				
<b>Key Performance Indicators</b>	<b>Fiscal Year: 2018 (2019/3)</b>					<b>Fiscal Year: 2019 (2020/3)</b>					<b>Fiscal Year: 2020 (2021/3)</b>				
	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year
Annual unique purchasers	1,729,638	1,822,169	1,881,538	1,863,032	-	1,862,247	1,882,193	1,844,573	1,799,517	-	1,791,537				
(% of same Q previous year)	121.3%	127.1%	126.5%	116.1%	-	107.7%	103.3%	98.0%	96.6%	-	96.2%				
Average annual spend per user	-	-	-	-	13,401	-	-	-	-	13,459	-				
(% of same period of previous year)	-	-	-	-	100.2%	-	-	-	-	100.4%	-				
Annual purchases per user	-	-	-	-	2.67	-	-	-	-	2.43	-				
(% of same period of previous year)	-	-	-	-	98.5%	-	-	-	-	91.0%	-				
Number of shipments	1,184,390	1,313,914	1,399,150	1,026,505	4,923,959	1,098,951	1,181,109	1,112,507	822,809	4,215,376	1,062,655				
(% of same Q previous year)	110.7%	121.1%	107.8%	100.7%	110.1%	92.8%	89.9%	79.5%	80.2%	85.6%	96.7%				
Average value per shipment	5,482	4,817	5,348	5,170	5,201	5,811	5,562	6,244	6,093	5,910	6,252				
(% of same Q previous year)	109.0%	104.4%	107.6%	101.7%	105.6%	106.0%	115.5%	116.8%	117.9%	113.6%	107.6%				
<b>IT Businesses</b>	<b>Fiscal Year: 2018 (2019/3)</b>					<b>Fiscal Year: 2019 (2020/3)</b>					<b>Fiscal Year: 2020 (2021/3)</b>				
	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year
Sales	648	454	531	577	2,211	571	499	514	557	2,142	584				
(% of same Q previous year)	79.3%	68.2%	80.0%	104.2%	81.9%	88.1%	109.9%	96.8%	96.5%	96.9%	102.3%				
Operating profit	208	36	62	35	342	75	23	46	36	182	99				
(% of sales)	32.1%	7.9%	11.7%	6.1%	15.5%	13.1%	4.6%	8.9%	6.5%	8.5%	17.0%				
<b>Advertising Agency Businesses</b>	<b>Fiscal Year: 2018 (2019/3)</b>					<b>Fiscal Year: 2019 (2020/3)</b>					<b>Fiscal Year: 2020 (2021/3)</b>				
	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year
Sales	-	-	-	-	-	754	1,725	1,132	310	3,922	723				
(% of same Q previous year)	-	-	-	-	-	-	-	-	-	-	95.9%				
Operating profit	-	-	-	-	-	19	12	16	-4	44	40				
(% of sales)	-	-	-	-	-	2.5%	0.7%	1.4%	-1.3%	1.1%	5.5%				
<b>Investment Businesses</b>	<b>Fiscal Year: 2018 (2019/3)</b>					<b>Fiscal Year: 2019 (2020/3)</b>					<b>Fiscal Year: 2020 (2021/3)</b>				
	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year
Sales	-	-	-	-	-	61	0	40	269	371	51				
(% of same Q previous year)	-	-	-	-	-	-	-	-	-	-	83.6%				
Operating profit	-	-	-	-	-	-17	-64	-40	171	48	-30				
(% of sales)	-	-	-	-	-	-27.9%	-	-100.0%	63.6%	12.9%	-58.8%				
<b>Media Businesses</b>	<b>Fiscal Year: 2018 (2019/3)</b>					<b>Fiscal Year: 2019 (2020/3)</b>					<b>Fiscal Year: 2020 (2021/3)</b>				
	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year
Sales	-	-	-	-	-	112	207	167	295	782	298				
(% of same Q previous year)	-	-	-	-	-	-	-	-	-	-	265.2%				
Operating profit	-	-	-	-	-	-155	13	-43	16	-169	41				
(% of sales)	-	-	-	-	-	-138.4%	6.3%	-25.7%	5.4%	-21.6%	13.8%				
<b>Other Businesses</b>	<b>Fiscal Year: 2018 (2019/3)</b>					<b>Fiscal Year: 2019 (2020/3)</b>					<b>Fiscal Year: 2020 (2021/3)</b>				
	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year
Transaction Value	1,000	1,060	1,293	1,290	4,643	869	905	867	854	3,496	463				
(% of same Q previous year)	1035.3%	500.2%	179.0%	107.4%	208.0%	-	-	-	-	-	53.3%				
Sales	760	664	927	751	3,103	405	539	612	635	2,192	473				
(% of same Q previous year)	787.2%	494.8%	205.3%	116.3%	233.5%	-	-	-	-	-	116.8%				
Operating profit	-191	-172	-261	-383	-1,009	-252	-152	-86	-72	-563	-112				
(% of sales)	-25.2%	-26.0%	-28.1%	-51.0%	-32.5%	-62.2%	-28.2%	-14.1%	-11.3%	-25.7%	-23.7%				

\*As of FY03/20 "Advertising Agency Business" and "Investment Business" as of FY03/20 Q4 "Media Business" which were previously grouped under "Other Businesses" have been separated due to being recognized as important segments.

\* "Media Businesses" figures are disclosed under an independent segment starting in Q4 FY03/20. Therefore, the figures for the "Other Businesses" exclude sales and operating profit in the "Media Businesses", which had been incorporated into the "Other Businesses" through Q3 FY03/20.