



Second Quarter FY2021 (2022/03)

Financial Results Data Book

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: 2019 (2020/3)					Fiscal Year: 2020 (2021/3)					Fiscal Year: 2021 (2022/3)				
	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year
Transaction Value	8,495	9,828	9,553	7,309	35,187	8,694	8,948	10,297	7,759	35,700	8,342	8,002			
(% of same Q previous year)	106.3%	127.6%	104.9%	104.1%	110.6%	102.3%	91.0%	107.8%	106.2%	101.5%	95.9%	89.4%			
Sales	3,681	3,937	4,145	3,844	15,611	4,044	4,165	5,079	3,960	17,251	3,997	3,963			
(% of same Q previous year)	87.0%	107.5%	94.1%	113.2%	99.5%	109.9%	105.8%	122.5%	103.0%	110.5%	98.8%	95.1%			
Labor expenses	239	225	216	231	911	261	267	314	346	1,188	323	333			
(% of sales)	2.9%	2.4%	2.3%	3.3%	2.7%	3.0%	3.0%	3.0%	4.5%	3.3%	3.9%	4.2%			
Outsourcing expenses	350	410	404	396	1,559	382	388	560	625	1,957	561	518			
(% of sales)	4.3%	4.3%	4.3%	5.6%	4.6%	4.4%	4.3%	5.4%	8.1%	5.5%	6.7%	6.5%			
Promotional expenses	930	836	912	636	3,313	550	697	801	385	2,434	446	651			
(% of sales)	11.4%	8.8%	9.8%	9.0%	9.7%	6.3%	7.8%	7.8%	5.0%	6.8%	5.4%	8.1%			
Operating profit	-347	-41	37	253	-97	625	538	750	220	2,134	431	106			
(% of sales)	-4.3%	-0.4%	0.4%	3.6%	-0.3%	7.2%	6.0%	7.3%	2.8%	6.0%	5.2%	1.3%			
EBITDA	-221	87	164	370	399	725	604	835	578	2,743	498	176			
Number of employees	303	291	279	278	-	299	314	333	337	-	372	368			
E-commerce Business	Fiscal Year: 2019 (2020/3)					Fiscal Year: 2020 (2021/3)					Fiscal Year: 2021 (2022/3)				
	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year
Transaction Value	-	-	-	-	-	-	-	-	-	-	6,483	5,803			
(% of same Q previous year)	-	-	-	-	-	-	-	-	-	-	-	-			
Sales	-	-	-	-	-	-	-	-	-	-	2,773	2,474			
(% of same Q previous year)	-	-	-	-	-	-	-	-	-	-	-	-			
Operating profit	-	-	-	-	-	-	-	-	-	-	387	15			
(% of sales)	-	-	-	-	-	-	-	-	-	-	6.0%	0.3%			
E-commerce Business	Fiscal Year: 2019 (2020/3)					Fiscal Year: 2020 (2021/3)					Fiscal Year: 2021 (2022/3)				
(SHOPLIST Business)	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year
Transaction Value	6,239	6,490	6,831	5,022	24,583	6,572	6,784	8,033	5,802	27,194	6,139	5,469			
(% of same Q previous year)	98.4%	104.9%	93.8%	97.5%	98.5%	105.3%	104.5%	117.6%	115.5%	110.6%	93.4%	80.6%			
Sales	2,612	2,706	2,810	2,128	10,257	2,706	2,813	3,240	2,377	11,138	2,435	2,172			
(% of same Q previous year)	92.6%	106.3%	95.4%	102.9%	98.8%	103.6%	104.0%	115.3%	111.7%	108.6%	90.0%	77.2%			
Cost of goods purchased	3,626	3,788	4,025	2,901	14,340	3,866	3,971	4,793	3,424	16,055	3,628	3,246			
(% of sales)	58.1%	58.4%	58.9%	57.8%	58.3%	58.8%	58.5%	59.7%	59.0%	59.0%	59.1%	59.4%			
Logistics expenses	1,032	1,023	1,051	766	3,872	938	987	1,119	833	3,879	906	819			
(% of sales)	16.5%	15.8%	15.4%	15.3%	15.8%	14.3%	14.5%	13.9%	14.4%	14.3%	14.8%	15.0%			
Promotional expenses	830	823	873	584	3,110	531	702	791	373	2,400	450	626			
(% of sales)	13.3%	12.7%	12.8%	11.6%	12.7%	8.1%	10.3%	9.8%	6.4%	8.8%	7.3%	11.5%			
Labor expenses	112	108	115	130	465	144	140	160	164	609	138	156			
(% of sales)	1.8%	1.7%	1.7%	2.6%	1.9%	2.2%	2.1%	2.0%	2.8%	2.2%	2.3%	2.9%			
Outsourcing expenses	120	106	116	101	442	98	94	175	205	574	141	146			
(% of sales)	1.9%	1.6%	1.7%	2.0%	1.8%	1.5%	1.4%	2.2%	3.5%	2.1%	2.3%	2.7%			
Other expenses	534	516	507	434	1,991	410	442	489	402	1,735	431	387			
(% of sales)	8.6%	8.0%	7.4%	8.6%	8.1%	6.2%	6.5%	6.1%	6.9%	6.4%	7.0%	7.1%			
Operating profit	-17	126	144	106	359	585	448	506	401	1,942	365	34			
(% of sales)	-0.3%	1.9%	2.1%	2.1%	1.5%	8.9%	6.6%	6.3%	6.9%	7.1%	5.9%	0.6%			
Number of employees	116	119	117	112	-	122	116	118	116	-	132	132			
Key Performance Indicators	Fiscal Year: 2019 (2020/3)					Fiscal Year: 2020 (2021/3)					Fiscal Year: 2021 (2022/3)				
	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year
Annual unique purchasers	1,862,247	1,882,193	1,844,573	1,799,517	-	1,791,537	1,754,821	1,788,989	1,843,309	-	1,849,214	1,781,194			
(% of same Q previous year)	107.7%	103.3%	98.0%	96.6%	-	96.2%	93.2%	97.0%	102.4%	-	103.2%	101.5%			
Average annual spend per user	-	-	-	-	13,459	-	-	-	-	14,753	-	-			
(% of same period of previous year)	-	-	-	-	100.4%	-	-	-	-	109.6%	-	-			
Annual purchases per user	-	-	-	-	2.4	-	-	-	-	2.5	-	-			
(% of same period of previous year)	-	-	-	-	91.0%	-	-	-	-	104.1%	-	-			
Number of shipments	1,098,951	1,181,109	1,112,507	822,809	4,215,376	1,062,655	1,205,428	1,272,893	973,356	4,514,332	1,043,370	968,342			
(% of same Q previous year)	92.8%	89.9%	79.5%	80.2%	85.6%	96.7%	102.1%	114.4%	118.3%	107.1%	98.2%	80.3%			
Average value per shipment	5,811	5,562	6,244	6,093	5,910	6,252	5,669	6,461	5,972	6,095	5,912	5,691			
(% of same Q previous year)	106.0%	115.5%	116.8%	117.9%	113.6%	107.6%	101.9%	103.5%	98.0%	103.1%	94.6%	100.4%			
E-commerce Business	Fiscal Year: 2019 (2020/3)					Fiscal Year: 2020 (2021/3)					Fiscal Year: 2021 (2022/3)				
(Contracted development and other e-commerce)	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year
Transaction Value	-	-	-	-	-	-	-	-	-	-	343	333			
(% of same Q previous year)	-	-	-	-	-	-	-	-	-	-	-	-			
Sales	-	-	-	-	-	-	-	-	-	-	338	301			
(% of same Q previous year)	-	-	-	-	-	-	-	-	-	-	-	-			
Operating profit	-	-	-	-	-	-	-	-	-	-	22	-19			
(% of sales)	-	-	-	-	-	-	-	-	-	-	6.5%	-5.8%			

Game Business	Fiscal Year: 2019 (2020/3)					Fiscal Year: 2020 (2021/3)					Fiscal Year: 2021 (2022/3)				
	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year
Transaction Value	571	499	514	557	2,142	584	555	559	548	2,248	482	592			
(% of same Q previous year)	88.1%	109.9%	96.8%	96.5%	96.9%	102.3%	111.2%	108.8%	98.4%	104.9%	82.4%	106.6%			
Sales	571	499	514	557	2,142	584	555	559	548	2,248	482	592			
(% of same Q previous year)	88.1%	109.9%	96.8%	96.5%	96.9%	102.3%	111.2%	108.8%	98.4%	104.9%	82.4%	106.6%			
Operating profit	75	23	46	36	182	99	67	4	-21	149	-99	-215			
(% of sales)	13.1%	4.6%	8.9%	6.5%	8.5%	17.0%	12.1%	0.7%	-3.8%	6.6%	-20.6%	-36.4%			
Online Advertising and Media business	Fiscal Year: 2019 (2020/3)					Fiscal Year: 2020 (2021/3)					Fiscal Year: 2021 (2022/3)				
	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year
Transaction Value	866	1,932	1,299	605	4,704	1,022	1,060	711	684	3,478	922	931			
(% of same Q previous year)	-	-	-	-	-	118.0%	54.9%	54.7%	113.1%	73.9%	90.3%	87.8%			
Sales	32	193	169	255	649	228	245	286	310	1,070	394	351			
(% of same Q previous year)	-	-	-	-	-	712.5%	126.9%	169.2%	121.6%	164.9%	172.6%	143.4%			
Operating profit	-136	25	-27	12	-125	82	113	134	150	480	174	162			
(% of sales)	-15.7%	1.3%	-2.1%	2.0%	-2.7%	8.1%	10.7%	18.9%	22.0%	13.8%	18.9%	17.5%			
Investment Businesses	Fiscal Year: 2019 (2020/3)					Fiscal Year: 2020 (2021/3)					Fiscal Year: 2021 (2022/3)				
	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year
Transaction Value	61	-	40	269	371	51	62	263	17	394	57	347			
(% of same Q previous year)	-	-	-	-	-	83.6%	-	657.5%	6.3%	106.2%	111.7%	557.1%			
Sales	61	-	40	269	371	51	62	263	17	394	57	347			
(% of same Q previous year)	-	-	-	-	-	83.6%	-	657.5%	6.3%	106.2%	111.7%	557.1%			
Operating profit	-17	-64	-40	171	48	-30	-30	147	-283	-196	-32	167			
(% of sales)	-27.9%	-	-100.0%	63.6%	12.9%	-58.8%	-48.4%	55.9%	-1664.7%	-49.7%	-57.0%	48.1%			
Other Businesses	Fiscal Year: 2019 (2020/3)					Fiscal Year: 2020 (2021/3)					Fiscal Year: 2021 (2022/3)				
	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year
Transaction Value	869	905	867	854	3,496	463	485	729	706	2,383	396	327			
(% of same Q previous year)	-	-	-	-	-	53.3%	53.6%	84.1%	82.7%	68.2%	85.5%	67.6%			
Sales	405	539	612	635	2,192	473	489	729	706	2,399	289	197			
(% of same Q previous year)	-	-	-	-	-	116.8%	90.7%	119.1%	111.2%	109.4%	61.1%	40.5%			
Operating profit	-252	-152	-86	-72	-563	-112	-61	-41	-27	-242	1	-23			
(% of sales)	-29.0%	-16.8%	-9.9%	-8.4%	-16.1%	-24.2%	-12.6%	-5.8%	-3.8%	-10.2%	0.3%	-7.3%			

※Unit: million(JPY)

※From Q1 FY03/22, CROOZ consolidated the former Advertising Agency and Media businesses into the Online Advertising and Media business, changed the name of the former IT business into the Game business, and added the e-commerce related business previously included in the Other business to the SHOPLIST business to create the E-commerce business.

※Due to the adoption of the Accounting Standard for Revenue Recognition from Q1 FY03/22, sales for the E-commerce business, Online Advertising and Media business, and other businesses are reported on a net basis (sales [transaction value] less purchase costs; sales were previously reported in gross amounts). Sales for previous fiscal years have been calculated on a net