



Third 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	8,710		
(% 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%	84.6%		
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	3,898		
(% 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%	76.7%		
Labor expenses	239	225	216	231	911	261	267	314	346	1,188	323	333	357		
(% 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%	4.1%		
Outsourcing expenses	350	410	404	396	1,559	382	388	560	625	1,957	561	518	450		
(% 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%	5.2%		
Promotional expenses	930	836	912	636	3,313	550	697	801	385	2,434	446	651	697		
(% 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%	8.0%		
Operating profit	-347	-41	37	253	-97	625	538	750	220	2,134	431	106	213		
(% 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%	2.4%		
EBITDA	-221	87	164	370	399	725	604	835	578	2,743	498	176	284		
Number of employees	303	291	279	278	-	299	314	333	337	-	372	368	387		
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	-	-	-	-	-	6,766	6,972	8,368	6,128	28,235	6,483	5,803	6,930		
(% of same Q previous year)	-	-	-	-	-	-	-	-	-	-	95.8%	83.2%	82.8%		
Sales	-	-	-	-	-	2,900	3,001	3,574	2,703	12,180	2,773	2,474	2,696		
(% of same Q previous year)	-	-	-	-	-	-	-	-	-	-	95.6%	82.4%	75.4%		
Operating profit	-	-	-	-	-	551	443	474	378	1,847	387	15	251		
(% of sales)	-	-	-	-	-	8.1%	6.4%	5.7%	6.2%	6.5%	6.0%	0.3%	3.6%		
E-commerce Business (SHOPLIST 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	6,239	6,490	6,831	5,022	24,583	6,572	6,784	8,033	5,802	27,194	6,139	5,469	6,676		
(% 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%	83.1%		
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	2,523		
(% 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%	77.9%		
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	4,059		
(% 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%	60.8%		
Logistics expenses	1,032	1,023	1,051	766	3,872	938	987	1,119	833	3,879	906	819	871		
(% 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%	13.0%		
Promotional expenses	830	823	873	584	3,110	531	702	791	373	2,400	450	626	605		
(% 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%	9.1%		
Labor expenses	112	108	115	130	465	144	140	160	164	609	138	156	159		
(% 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%	2.4%		
Outsourcing expenses	120	106	116	101	442	98	94	175	205	574	141	146	149		
(% 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%	2.2%		
Other expenses	534	516	507	434	1,991	407	438	486	398	1,730	431	387	408		
(% 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%	6.1%		
Operating profit	-17	126	144	106	359	585	448	506	401	1,942	365	34	329		
(% 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%	4.9%		
Number of employees	116	119	117	112	-	122	116	118	116	-	132	132	126		
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	1,715,166		
(% 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%	95.9%		
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	1,033,872		
(% 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%	81.2%		
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	6,548		
(% 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%	101.4%		
E-commerce Business (Contracted development and other e-commerce)	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	-	-	-	-	-	194	187	334	326	1,041	343	333	253		
(% of same Q previous year)	-	-	-	-	-	-	-	-	-	-	177.3%	177.8%	75.9%		
Sales	-	-	-	-	-	194	187	334	326	1,041	338	301	173		
(% of same Q previous year)	-	-	-	-	-	-	-	-	-	-	174.6%	160.8%	51.9%		
Operating profit	-	-	-	-	-	-34	-5	-32	-22	-95	22	-19	-77		
(% of sales)	-	-	-	-	-	-17.8%	-3.1%	-9.7%	-7.0%	-9.2%	6.5%	-5.8%	-30.6%		

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	616		
(% 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%	110.2%		
Sales	571	499	514	557	2,142	584	555	559	548	2,248	482	592	616		
(% 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%	110.2%		
Operating profit	75	23	46	36	182	99	67	4	-21	149	-99	-215	-158		
(% 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%	-25.6%		
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	760		
(% of same Q previous year)	-	-	-	-	-	118.0%	54.9%	54.7%	113.1%	73.9%	90.3%	87.8%	107.0%		
Sales	32	193	169	255	649	228	245	286	310	1,070	394	351	285		
(% of same Q previous year)	-	-	-	-	-	712.5%	126.9%	169.2%	121.6%	164.9%	172.6%	143.4%	99.5%		
Operating profit	-136	25	-27	12	-125	82	113	134	150	480	174	162	152		
(% 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%	20.1%		
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	3		
(% of same Q previous year)	-	-	-	-	-	83.6%	-	657.5%	6.3%	106.2%	111.7%	557.1%	1.2%		
Sales	61	-	40	269	371	51	62	263	17	394	57	347	3		
(% of same Q previous year)	-	-	-	-	-	83.6%	-	657.5%	6.3%	106.2%	111.7%	557.1%	1.2%		
Operating profit	-17	-64	-40	171	48	-30	-30	147	-283	-196	-32	167	-34		
(% of sales)	-27.9%	-	-100.0%	63.6%	12.9%	-58.8%	-48.4%	55.9%	-1664.7%	-49.7%	-57.0%	48.1%	-1079.1%		
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	269	297	394	380	1,342	396	327	399		
(% of same Q previous year)	-	-	-	-	-	-	-	-	-	-	147.1%	110.3%	101.1%		
Sales	405	539	612	635	2,192	279	301	395	380	1,357	289	197	296		
(% of same Q previous year)	-	-	-	-	-	-	-	-	-	-	103.4%	65.7%	74.9%		
Operating profit	-252	-152	-86	-72	-563	-77	-55	-9	-4	-147	1	-23	1		
(% of sales)	-29.0%	-16.8%	-9.9%	-8.4%	-16.1%	-28.8%	-18.7%	-2.4%	-1.1%	-11.0%	0.3%	-7.3%	0.4%		

※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