



Second Quarter FY2022 (2023/03)

Financial Results Data Book

CROOZ, Inc.

TSE 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: 2020 (2021/3)					Fiscal Year: 2021 (2022/3)					Fiscal Year: 2022 (2023/3)				
	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year
Transaction Value	8,694	8,948	10,297	7,759	35,700	8,342	8,002	8,710	7,223	32,278	7,599	7,339			
(% of same Q previous year)	102.3%	91.0%	107.8%	106.2%	101.5%	95.9%	89.4%	84.6%	93.1%	90.4%	91.1%	91.7%			
Sales	4,044	4,165	5,079	3,960	17,251	3,997	3,963	3,898	3,618	15,477	3,692	3,418			
(% of same Q previous year)	109.9%	105.8%	122.5%	103.0%	110.5%	98.8%	95.1%	76.7%	91.4%	89.7%	92.4%	86.3%			
Labor expenses	261	267	314	346	1,188	323	333	357	363	1,377	434	462			
(% of sales)	3.0%	3.0%	3.0%	4.5%	3.3%	3.9%	4.2%	4.1%	5.0%	4.3%	5.7%	6.3%			
Outsourcing expenses	382	388	560	625	1,957	561	518	450	496	2,028	435	402			
(% of sales)	4.4%	4.3%	5.4%	8.1%	5.5%	6.7%	6.5%	5.2%	6.9%	6.3%	5.7%	5.5%			
Promotional expenses	550	697	801	385	2,434	446	651	697	329	2,124	549	584			
(% of sales)	6.3%	7.8%	7.8%	5.0%	6.8%	5.4%	8.1%	8.0%	4.6%	6.6%	7.2%	8.0%			
Operating profit	625	538	750	220	2,134	431	106	213	487	1,238	246	-149			
(% of sales)	7.2%	6.0%	7.3%	2.8%	6.0%	5.2%	1.3%	2.4%	6.8%	3.8%	3.2%	-2.0%			
EBITDA	725	604	835	578	2,743	498	176	284	568	1,528	310	-85			
Number of employees	299	314	333	337	-	372	368	387	389	-	433	434			
E-commerce Business	Fiscal Year: 2020 (2021/3)					Fiscal Year: 2021 (2022/3)					Fiscal Year: 2022 (2023/3)				
	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	4,972	24,189	5,436	5,437			
(% of same Q previous year)	-	-	-	-	-	95.8%	83.2%	82.8%	81.1%	85.7%	83.9%	93.7%			
Sales	2,900	3,001	3,574	2,703	12,180	2,773	2,474	2,696	1,844	9,789	2,008	2,007			
(% of same Q previous year)	-	-	-	-	-	95.6%	82.4%	75.4%	68.2%	80.4%	72.4%	81.1%			
Operating profit	551	443	474	378	1,847	387	15	251	184	839	-27	-32			
(% of sales)	8.1%	6.4%	5.7%	6.2%	6.5%	6.0%	0.3%	3.6%	3.7%	3.5%	-0.5%	-0.6%			
E-commerce Business (SHOPLIST Business)	Fiscal Year: 2020 (2021/3)					Fiscal Year: 2021 (2022/3)					Fiscal Year: 2022 (2023/3)				
	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year
Transaction Value	6,572	6,784	8,033	5,802	27,194	6,139	5,469	6,676	4,750	23,036	5,242	5,270			
(% of same Q previous year)	105.3%	104.5%	117.6%	115.5%	110.6%	93.4%	80.6%	83.1%	81.9%	84.7%	85.4%	96.4%			
Sales	2,706	2,813	3,240	2,377	11,138	2,435	2,172	2,523	1,769	8,900	1,910	1,903			
(% of same Q previous year)	103.6%	104.0%	115.3%	111.7%	108.6%	90.0%	77.2%	77.9%	74.4%	79.9%	78.4%	87.6%			
Cost of goods purchased	3,866	3,971	4,793	3,424	16,055	3,628	3,246	4,059	2,882	13,817	3,212	3,240			
(% of sales)	58.8%	58.5%	59.7%	59.0%	59.0%	59.1%	59.4%	60.8%	60.7%	60.0%	61.3%	61.5%			
Logistics expenses	938	987	1,119	833	3,879	906	819	871	662	3,260	754	777			
(% of sales)	14.3%	14.5%	13.9%	14.4%	14.3%	14.8%	15.0%	13.0%	13.9%	14.2%	14.4%	14.8%			
Promotional expenses	531	702	791	373	2,400	450	626	605	263	1,947	508	513			
(% of sales)	8.1%	10.3%	9.8%	6.4%	8.8%	7.3%	11.5%	9.1%	5.5%	8.5%	9.7%	9.7%			
Labor expenses	144	140	160	164	609	138	156	159	164	619	195	173			
(% of sales)	2.2%	2.1%	2.0%	2.8%	2.2%	2.3%	2.9%	2.4%	3.5%	2.7%	3.7%	3.3%			
Outsourcing expenses	98	94	175	205	574	141	146	149	141	578	125	110			
(% of sales)	1.5%	1.4%	2.2%	3.5%	2.1%	2.3%	2.7%	2.2%	3.0%	2.5%	2.4%	2.1%			
Other expenses	407	438	486	398	1,730	431	387	408	351	1,579	372	374			
(% of sales)	6.2%	6.5%	6.1%	6.9%	6.4%	7.0%	7.1%	6.1%	7.4%	6.9%	7.1%	7.1%			
Operating profit	585	448	506	401	1,942	365	34	329	185	915	-45	-45			
(% of sales)	8.9%	6.6%	6.3%	6.9%	7.1%	5.9%	0.6%	4.9%	3.9%	4.0%	-0.9%	-0.9%			
Number of employees	122	116	118	116	-	132	132	126	122	-	129	117			
Key Performance Indicators	Fiscal Year: 2020 (2021/3)					Fiscal Year: 2021 (2022/3)					Fiscal Year: 2022 (2023/3)				
	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year
Annual unique purchasers	1,791,537	1,754,821	1,788,989	1,843,309	-	1,849,214	1,781,194	1,715,166	1,644,466	-	1,648,029	1,672,947			
(% of same Q previous year)	96.2%	93.2%	97.0%	102.4%	-	103.2%	101.5%	95.9%	89.2%	-	89.1%	93.9%			
Average annual spend per user	-	-	-	-	14,753	-	-	-	-	14,009	-	-			
(% of same period of previous year)	-	-	-	-	109.6%	-	-	-	-	95.0%	-	-			
Annual purchases per user	-	-	-	-	2.5	-	-	-	-	2.41	-	-			
(% of same period of previous year)	-	-	-	-	104.1%	-	-	-	-	95.3%	-	-			
Number of shipments	1,062,655	1,205,428	1,272,893	973,356	4,514,332	1,043,370	968,342	1,033,872	787,364	3,832,948	967,036	1,075,202			
(% of same Q previous year)	96.7%	102.1%	114.4%	118.3%	107.1%	98.2%	80.3%	81.2%	80.9%	84.9%	92.7%	111.0%			
Average value per shipment	6,252	5,669	6,461	5,972	6,095	5,912	5,691	6,548	6,158	6,078	5,504	4,965			
(% of same Q previous year)	107.6%	101.9%	103.5%	98.0%	103.1%	94.6%	100.4%	101.4%	103.1%	99.7%	93.1%	87.2%			
E-commerce Business (Contracted development and other e-commerce-	Fiscal Year: 2020 (2021/3)					Fiscal Year: 2021 (2022/3)					Fiscal Year: 2022 (2023/3)				
	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	221	1,152	194	166			
(% of same Q previous year)	-	-	-	-	-	177.3%	177.8%	75.9%	68.0%	110.7%	56.6%	49.9%			
Sales	194	187	334	326	1,041	338	301	173	75	889	98	103			
(% of same Q previous year)	-	-	-	-	-	174.6%	160.8%	51.9%	23.2%	85.4%	29.1%	34.2%			
Operating profit	-34	-5	-32	-22	-95	22	-19	-77	-1	-75	17	13			
(% of sales)	-17.8%	-3.1%	-9.7%	-7.0%	-9.2%	6.5%	-5.8%	-30.6%	-0.5%	-6.6%	9.2%	7.9%			

Game Business	Fiscal Year: 2020 (2021/3)					Fiscal Year: 2021 (2022/3)					Fiscal Year: 2022 (2023/3)				
	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year
Transaction Value	584	555	559	548	2,248	482	592	616	989	2,680	836	487			
(% of same Q previous year)	102.3%	111.2%	108.8%	98.4%	104.9%	82.4%	106.6%	110.2%	180.5%	119.2%	173.5%	82.2%			
Sales	584	555	559	548	2,248	482	592	616	989	2,680	836	487			
(% of same Q previous year)	102.3%	111.2%	108.8%	98.4%	104.9%	82.4%	106.6%	110.2%	180.5%	119.2%	173.5%	82.2%			
Operating profit	99	67	4	-21	149	-99	-215	-158	93	-379	81	-79			
(% of sales)	17.0%	12.1%	0.7%	-3.8%	6.6%	-20.6%	-36.4%	-25.6%	9.5%	-14.1%	9.7%	-16.3%			
Online Advertising and Media business	Fiscal Year: 2020 (2021/3)					Fiscal Year: 2021 (2022/3)					Fiscal Year: 2022 (2023/3)				
	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year
Transaction Value	1,022	1,060	711	684	3,478	922	931	760	754	3,369	825	714			
(% of same Q previous year)	118.0%	54.9%	54.7%	113.1%	73.9%	90.3%	87.8%	107.0%	110.3%	96.9%	89.5%	76.7%			
Sales	228	245	286	310	1,070	394	351	285	411	1,443	457	365			
(% of same Q previous year)	712.5%	126.9%	169.2%	121.6%	164.9%	172.6%	143.4%	99.5%	132.8%	134.8%	116.0%	103.9%			
Operating profit	82	113	134	150	480	174	162	152	181	671	191	114			
(% of sales)	8.1%	10.7%	18.9%	22.0%	13.8%	18.9%	17.5%	20.1%	24.0%	19.9%	23.1%	16.0%			
Other Businesses	Fiscal Year: 2020 (2021/3)					Fiscal Year: 2021 (2022/3)					Fiscal Year: 2022 (2023/3)				
	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year	1Q	2Q	3Q	4Q	Full-year
Transaction Value	321	359	658	398	1,737	454	674	402	506	2,038	500	699			
(% of same Q previous year)	-	-	-	-	-	141.4%	187.7%	61.2%	127.2%	117.3%	110.3%	103.7%			
Sales	331	363	658	398	1,752	346	544	299	372	1,563	389	558			
(% of same Q previous year)	-	-	-	-	-	104.7%	149.8%	45.5%	93.4%	89.2%	112.4%	102.5%			
Operating profit	-107	-85	137	-287	-343	-31	143	-33	28	106	1	-151			
(% of sales)	-33.6%	-23.9%	20.9%	-72.2%	-19.8%	-7.0%	21.2%	-8.2%	5.6%	5.2%	0.3%	-21.6%			

※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 basis for reference purposes.

※From Q4 FY03/22, our share of a fund, formerly consolidated as a subsidiary, declined and the fund was excluded from the scope of consolidation. As a result, the Investment business ceased to be a reportable segment from Q4 FY03/22. Accompanying this change, for reference purposes, the Investment business is included in Other businesses for previous years and the period through Q3 FY03/22.

※EBITDA is operating profit excluding goodwill amortization, depreciation, and impairment losses due to M&A.