

Note:

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# Financial results for the first quarter of the fiscal year ending June 2023

BrainPad Inc.

December 11, 2022

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The Company has prepared quarterly consolidated financial statements from the first quarter of the current fiscal year following the acquisition of Time Technologies, Inc. on July 29, 2022, making it a consolidated subsidiary.

Since the deemed acquisition date of the shares of Time Technologies is September 30, 2022, only its balance sheet is consolidated in the first quarter and its financial results are not included in the quarterly consolidated statement of income for the first quarter of the current fiscal year.

# Introduction

Unchanged mission since the foundation

**"Create a sustainable future by advanced data utilization"**

Since its establishment in 2004, BrainPad has been supporting client companies to improve their business management by utilizing data.

Big data, AI, IoT, etc., although the keywords are different for each era, the basis of this is to analyze and utilize data and turn it into value to bring about change and improvement in corporate activities.

Data is just a cost when you just accumulate it. We need to turn data into value by Analytical capabilities (the largest number of data scientists in Japan)

Engineering capability (technological capability to develop and provide the No.1 product in the market)

Business capabilities (we have supported over 1,000 companies in all industries in the use of data)

We are one of the few companies in the world that possesses all three of these strengths.

With the world's ever-increasing population (and Japan's ever-decreasing population), limited resources, and accelerating environmental changes, we are committed to give businesses the data-driven sophistication and innovation as "Data Professionals". We will contribute to the improvement of sustainability in the world.

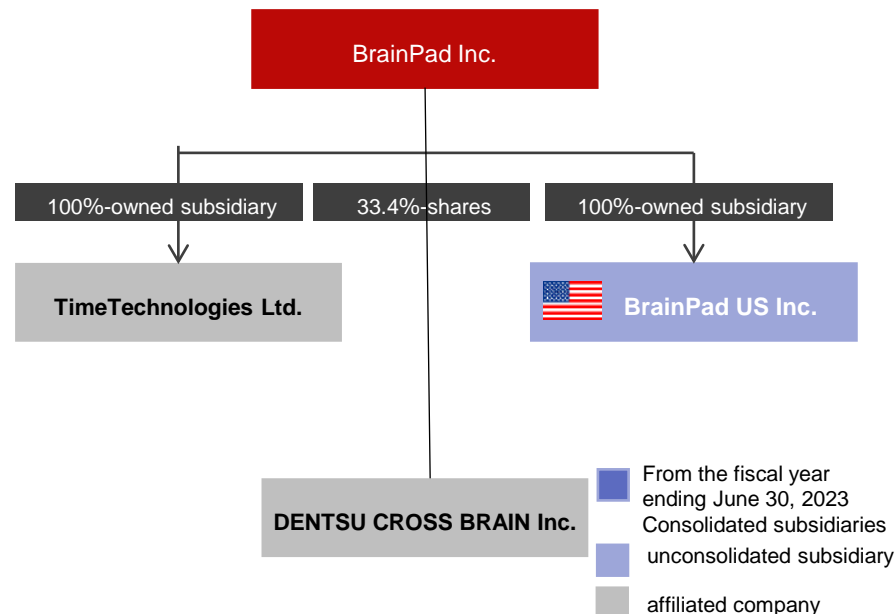


# BrainPad Inc. Profile

Trading name	BrainPad Inc.
Address	Roppongi T-Cube Bldg. 3-1-1 Roppongi Minato-ku, Tokyo 106-0032, Japan
Phone	+81-3-6721-7001
Established	3/18/2004
Listed Section	Prime market segment of the Tokyo Stock Exchange (Code: 3655)
Capital	¥ 597M (as of 9/30/'22 Consolidated)
Employees	529 (as of 9/30/'22 Consolidated)

Management Team	Seinosuke Sato	Chairman/Representative Director /Co-Founder
	Takafumi Kusano	CEO/Representative Director /Co-Founder
	Ko Ishikawa	Director/CFO
	Tomohiro Sekiguchi	Director
	Tetsuya Sano	Director (External/Independent Director)
	Makiko Ushijima	Director (External/Independent Director)
	Haruo Suzuki	Director (External/Full-time member of the Audit and Supervisory Committee/Independent Director)
	Katsuyuki Yamaguchi	Director (External/Member of the Audit and Supervisory Committee)
Kazutaka Okubo	Director (External/Member of the Audit and Supervisory Committee/Independent Director)	

## Group Organization (already reflects the acquisition of Time Technologies, Inc. as of July 29, 2022)



## certification



JIS Q 15001  
Auth.No: 10822646  
PrivacyMark for enterprise is approved as taking appropriate measures to protect personal information.

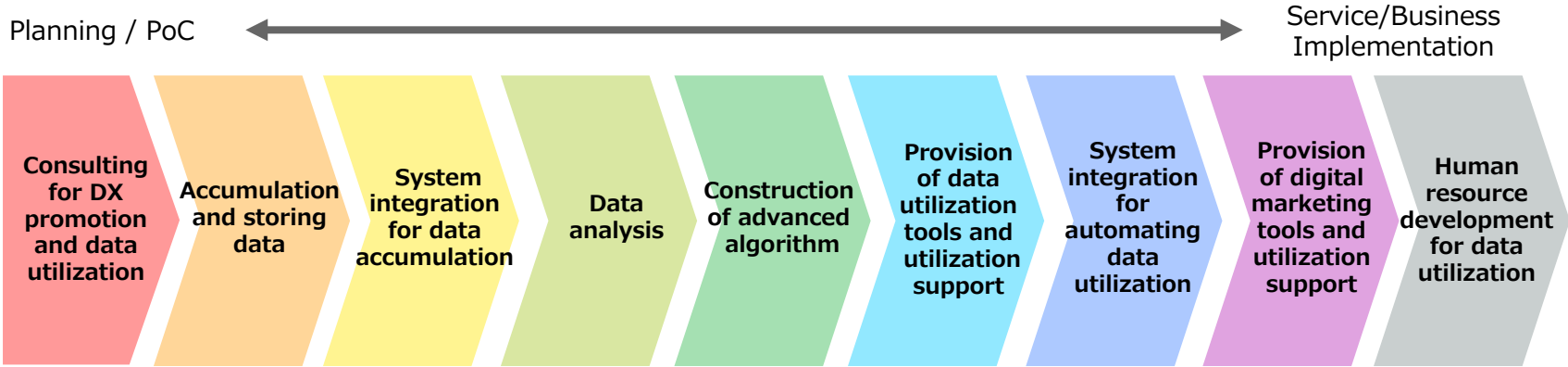


Certification・System  
ISO(JIS Q) 27001

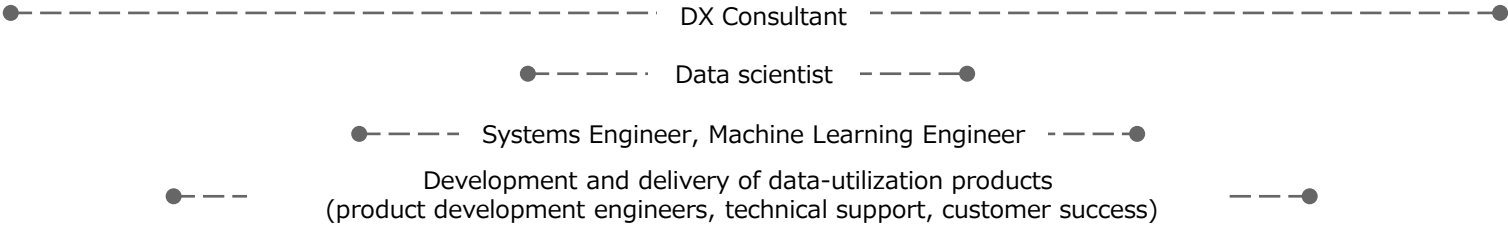
Web recommendation・advertisement distribution technology・SaaS service used data analysis technology are certificated and registered to Japan Quality assurance organization

# Our Strengths:

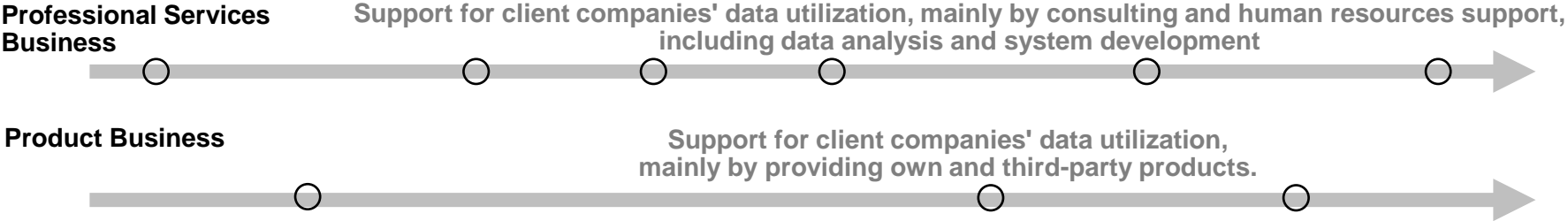
## Data analytics at the core, covering the value chain of value creation through data



### Key areas where our Data Professionals play an active role



### Main Business Areas



# Professional Services Business

We support our clients' data utilization through consulting, data analysis, system development. The majority of sales are generated through a flow-type business model based on outsourcing.

## Latest Earnings Structure (Fiscal Year Ending June 30, 2022)

Receive orders and tackle projects according to the business challenges of each customer

Project periods varies from several months to multiple years, team structures varies from a few people to around 10 people

Totals are calculated as flow-type sales, but many customers re-contracting us every few months whom we support over long terms

<b>Net Sales</b> ¥5.9billion	<b>Cost of Sales</b> ¥3.4billion
	<b>Profit</b> ¥2.5billion

Approximately 60% of costs are employee labor costs.

Resources of system development projects are outsourced to control profit ratio.

Other includes fees for cloud services and software, etc.

Segment profitability 41.9%

## Characteristics/strengths

- Our data scientist organization, which boasts the industry's largest scale combining a variety of analytical techniques to address the unique challenges of each client
- Organizational strength that allows us to start hiring new graduates quicker than other companies in the industry, and to continue training around 30 to 40 new graduates each year
- Experience in supporting broad range of businesses, without specializing in specific field
- Ability to select cloud computing and AI other services to meet the challenges from a vendor-free perspective.

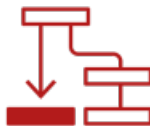
## Primary Services

### Improve marketing and CRM based on real time data



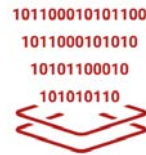
Apprehension of customer business structure through analysis;  
Establishment of customer growth strategies;  
Optimal distribution of resources (time, costs);  
Construction of marketing systems;  
Measurement of effects of policies ...and more.

### Reorganize and innovate businesses processes through the use of AI and machine learning

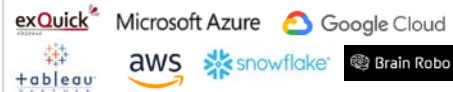


Optimization of supply chains (Distribution, dispatch, staffing, demand prediction, etc.);  
Optimization of production processes (Fault detection, yield improvements, etc.);  
Detection of unauthorized transactions;  
Logic development utilizing AI;  
Image analysis by using deep learning ...and more.

### System integration for data accumulation and utilization



Integration of Data Ware House through choosing optimal hardware/software;  
Build an AI system incorporating algorithms ...and more.



### Training data utilization personnel / structuring organizations and systems



Structuring and start-up support of organizations and systems for data utilization;  
Training data utilization personnel and providing customized programs incorporating data scientist training methods ...and more.

# Product Business

We support our clients' data utilization through the provision of our own and third-party products. The majority of sales are generated through a stock-type business model based on monthly licensing fees.

## Latest Earnings Structure (Fiscal Year Ending June 30, 2022)

The three main products account for more than 90% of sales. Of these, "Rtoaster"-related sales account for just under 60%.

More than 75% of our sales are stock-type sales.

Personnel services to maintain and expand customized development and license revenue are not included in stock-type sales.

<b>Net Sales</b> ¥2.6billion	<b>Cost of Sales</b> ¥1.9billion
	<b>Profit</b> ¥0.6billion

Approximately 40% of costs are employee labor costs.

Other expenses include data center costs for product development and maintenance, and subcontracting costs for product development and maintenance, purchase of products from other companies, etc.








Segment profitability 24.6%

## Characteristics/strengths

- Our products are equipped with high-precision, in-house developed algorithms
- For other companies' products, we look for and select overseas tools with strong originality.
- Personalized action using "Rtoaster", which boasts a top-class market share in the industry, and third-party products in a vendor-free manner. It is possible to cover all customer contact points by utilizing various data.

## Products

### primary product

<b>CDP Private DMP</b>	<b>Marketing Automation</b>	<b>Digital Consumer Intelligence</b>	<b>Natural Language Processing</b>	<b>Recommend engine</b>	<b>Augmented Analytics</b>	<b>SAS-compatible system</b>
						
<b>Rtoaster</b>	<b>Probance</b>	<b>Brandwatch</b>	<b>Mynd plus</b>	<b>Conomi</b>	<b>VizTact</b>	<b>WPS Analytics</b>
<p>A total solution that integrates and analyzes customer data to achieve highly accurate personalization.</p>	<p>Marketing automation for B2C market. Web visitors preference prediction by machine learning, get highest ROI.</p>	<p>Discover the underlying perceptions of consumers with social media data insights using AI.</p>	<p>Natural language processing engine. Analyze context, abridge, etc.</p>	<p>An algorithm find the most effective combination of an individual and a product from various combinations by utilizing collected and accumulated data source.</p>	<p>Support business decisions with visual analytics enhanced by Machine Learning and Natural Language Processing.</p>	<p>An Integrated Modular System perform statistical and graphing functionality, and makes it possible to run many applications written in the SAS language.</p>

- In-house developed product
- In-house product
- BrainPad is the exclusive reseller in Japan
- The others

# Our Clients & Portfolios

These listed clients have conducted business with us and permitted the use and publication of their name, or have already had their name published alongside our own in press releases or other publications.

(as of November 11, 2022; titles omitted; in no particular order)

<b>Retail, Wholesale</b>	ITOCHU Corporation, ANA TRADING CO. LTD., Takashimaya Company, Limited, Culture Convenience Club Co., Ltd., I-ne CO., LTD, OAK LAWN MARKETING, INC., KONAKA CO., LTD., SANYO SHOKAI LTD., Sogo & Seibu Co., Ltd., Cecile Co., Ltd., DORAMA INC., Baroque Japan Limited., FELLISSIMO CORPORATION, KOKUBU GROUP CORP., Lawson, Inc., ASKUL Corporation, AUTOBACS SEVEN CO., LTD, Starbucks Coffee Japan, Ltd., Nakagawa Masashichi Shoten Co., Ltd., Palsystem Consumers' Co-operative Union, Hankyu Hanshin Department Stores, Inc.,
<b>Manufacturing</b>	TOYOTA MOTOR CORPORATION, Asahi Group Holdings, Ltd., Kewpie Corporation Limited, COCA-COLA(JAPAN)COMPANY,LIMITED, ONWARD HOLDINGS, KOSÉ PROVISION CO., LTD., SABON Japan Inc., SHIMADZU CORPORATION, NISHIKAWA Co., Ltd., Nissan Motor Co., Ltd., JAPAN TOBACCO INC., PEACH JOHN CO., LTD, FANCL CORPORATION, Mitsubishi Electric Corporation, Shiseido Japan Co., Ltd., Kirin Holdings Company, Limited, Meiji Co., Ltd, KIKKOMAN CORPORATION, DIESEL JAPAN CO., LTD, FUJIFILM Healthcare Laboratory Co., Ltd., MouseComputer Co., Ltd., UCC HOLDINGS CO., LTD, Lion Corporation
<b>Financial Business</b>	Resona Bank, Limited, The Bank of Yokohama, Ltd., Yamaguchi Financial Group, Inc., JAPAN POST BANK Co., Ltd., The Iyo Bank, Ltd., MUFG Bank, Ltd., MATSUI SECURITIES CO., LTD., Sumitomo Mitsui Financial Group, Inc., AEON Bank, Ltd., Shinsei Bank, Limited, The Hyakujushi Bank, Ltd., Sumitomo Mitsui Trust Bank, Limited, SMBC Nikko Securities Inc., Daiwa Securities Co. Ltd., Orient Corporation, JCB Co., Ltd., MONEY SQUARE, INC.
<b>Travel, Aviation, Transportation</b>	Japan Airlines Co., Ltd., Kyushu Railway Company, YAMATO TRANSPORT CO., LTD, Yuko Yuko Holdings Inc., Nippon Travel Agency Co., Ltd., Yomiuri Travel Service Co., Ltd., Hilton WorldWide
<b>Information &amp; Communication</b>	Google Cloud Japan G.K., Yahoo Japan Corporation, JR East Net Station Co., Ltd., GMO Research, Inc., SoftBank Corp., Aerosense Inc, NTT COMWARE Corporation, OM Network Co., Ltd., OTSUKA CORPORATION, CrowdWorks Inc., NIFTY Corporation, Medical Data Vision Co., Ltd., istyle Inc., DAIWABO INFORMATION SYSTEM CO., LTD., Trend Micro Incorporated, FUJITSU CLOUD TECHNOLOGIES LIMITED UNIMEDIA INC., UNIMEDIA INC.
<b>Construction</b>	DAITO TRUST CONSTRUCTION CO., LTD., Kintetsu Real Estate Co., Ltd., Nomura Real Estate Solutions Co., Ltd., MISAWA HOMES CO., LTD., Yachiyo Engineering Co., Ltd., Sekisui House, Ltd., Mitsui Fudosan Residential Lease Co., Ltd.
<b>Media, Advertising, Entertainment, and Others</b>	NIKKEI STYLE, WOWOW INC., Ministry of Agriculture, Forestry and Fisheries, OSAKA UNIVERSITY,, ITmedia Inc., The Asahi Shimbun Company, JTB Publishing, Inc., Starts Publishing Corporation, Japan Business Press Co., Ltd., Interspace Co., Ltd., Dai Nippon Printing Co., Ltd., Beacon Communications K.K., Ltd., SEGA Corporation, PIA Corporation, Matching Service Japan Co., Ltd., en-japan inc., DISCO CORPORATION, TechnoPro Holdings, Inc., Inc., BeNEXT Technologies Inc., Profiles Japan, Inc., Mynavi Corporation, Recruit Staffing Co., Ltd., Kakaku.com, Inc., Satofull Co., Ltd., mixi, Inc., ADK Marketing Solutions Inc., Bandai Namco Nexus Inc., BizReach, Inc., Benesse Corporation, Delphys inc., HAKUHODO PRODUCT'S INC., EXPERT STAFF INC., Nikkei HR, Inc., Pasona Tech, Itamiarts, Inc., INNOVATOR JAPAN INC.



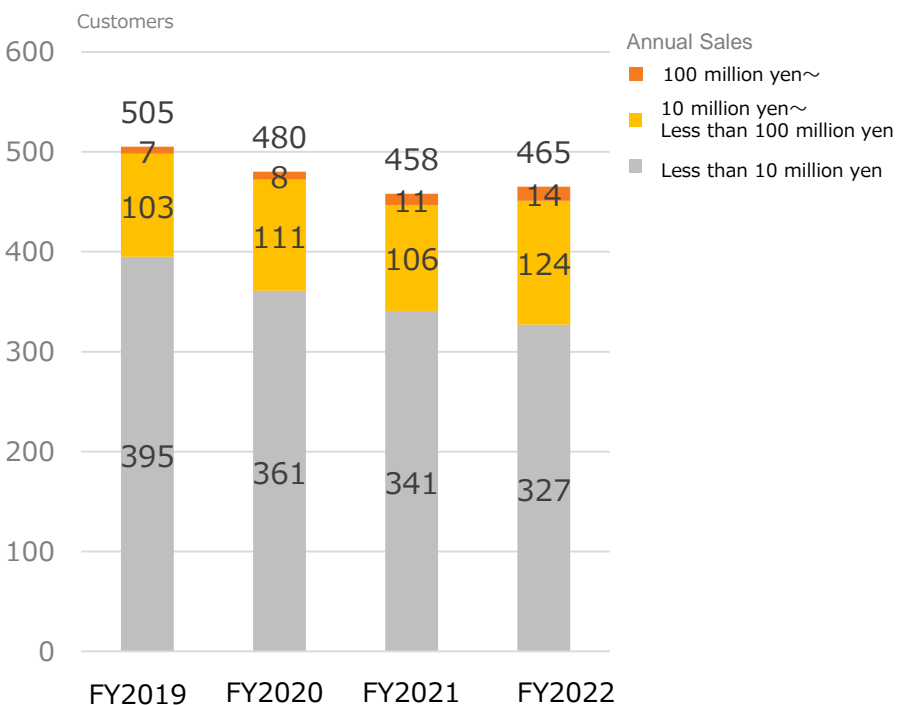
# Sales composition by project size

(updated only at the end of the fiscal year)

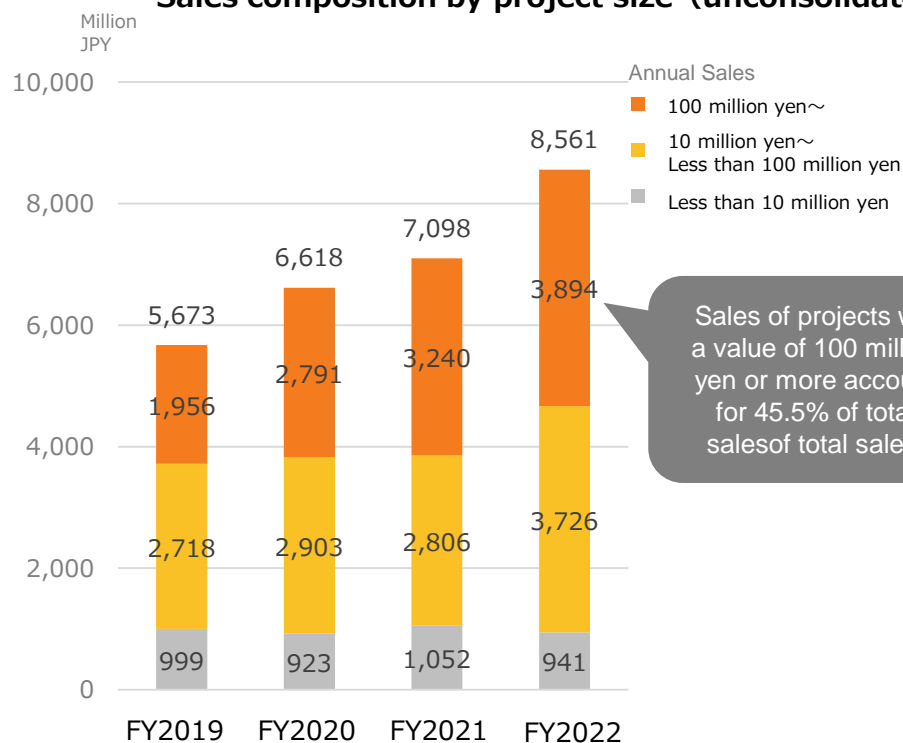
Number of clients with annual sales of 100 million yen or more and sales increased for three consecutive fiscal years.

The company has been able to develop large-scale projects, a key indicator in the current medium-term management plan (from FY6/2020).

### Number of customers by project size (unconsolidated)



### Sales composition by project size (unconsolidated)



# Consolidated Financial Highlights for the first quarter of the fiscal year ending June 2023

# Consolidated Financial Summary

- While the company's forecast is biased toward the 2nd half of the year in terms of both sales and profits, 1Q results were in line with expectations. ①
- The reason for the 12.2% increase in sales over the 1Q of the previous year was that the impact of new orders not reaching expectations in the 4Q of the previous year continued into the 1Q of the current year, and there was also a waiting period before the start of large projects. ②
- On the other hand, recruitment of personnel remained steady (p. 15), and various expenses, including personnel costs, were incurred as expected, resulting in the following profit figures.

Million JPY

	a	b	(b-a) /a	c	b/c
	FY22/6 1Q (cumulative)	FY23/6 1Q (cumulative)	YoY (ratio)	1H Forecast	Percentage of progress toward 1H forecast
Net Sales	2,024	<b>2,270</b>	<b>12.2%</b> ②	4,750	<b>47.8%</b>
Operating Profit	330	<b>191</b>	<b>▲42.0%</b>	340	<b>56.3%</b>
Ordinary Profit	324	<b>217</b>	<b>▲33.2%</b>	380	<b>57.0%</b>
Profit attributable to owners of parent	207	<b>149</b>	<b>▲28.2%</b>	260	<b>57.3%</b>

# Consolidated Segment Performance Summary

- Both businesses performed as expected in 1Q.

		Million JPY			
		a	b	(b-a) /a	b-a
		FY22/6 1Q Revised *	FY23/6 1Q	YoY (ratio)	YoY (amount)
<b>Professional Service Business</b>	Net Sales	1,403	<b>1,621</b>	<b>15.6%</b>	218
	Segment Profit	611	<b>555</b>	<b>▲9.1%</b>	<b>▲ 56</b>
	Segment Profit margin	43.6%	<b>34.2%</b>	<b>▲9.3%</b>	-
<b>Product Business</b>	Net Sales	621	<b>649</b>	<b>4.5%</b>	28
	Segment Profit	164	<b>111</b>	<b>▲32.3%</b>	<b>▲ 53</b>
	Segment Profit margin	26.4%	<b>17.1%</b>	<b>▲9.3%</b>	-
<b>Adjustment amount</b>		<b>▲ 445</b>	<b>▲ 475</b>	-	<b>▲ 30</b>

\*From the 1Q of the current fiscal year, the Company reviewed its business segment classification method in accordance with organizational changes effective July 1, 2022, and changed a part of the former Professional Services business to the Products business. Therefore, year-on-year comparisons are analyzed based on the figures for the same period of the previous year, which have been reclassified according to the new segmentation.

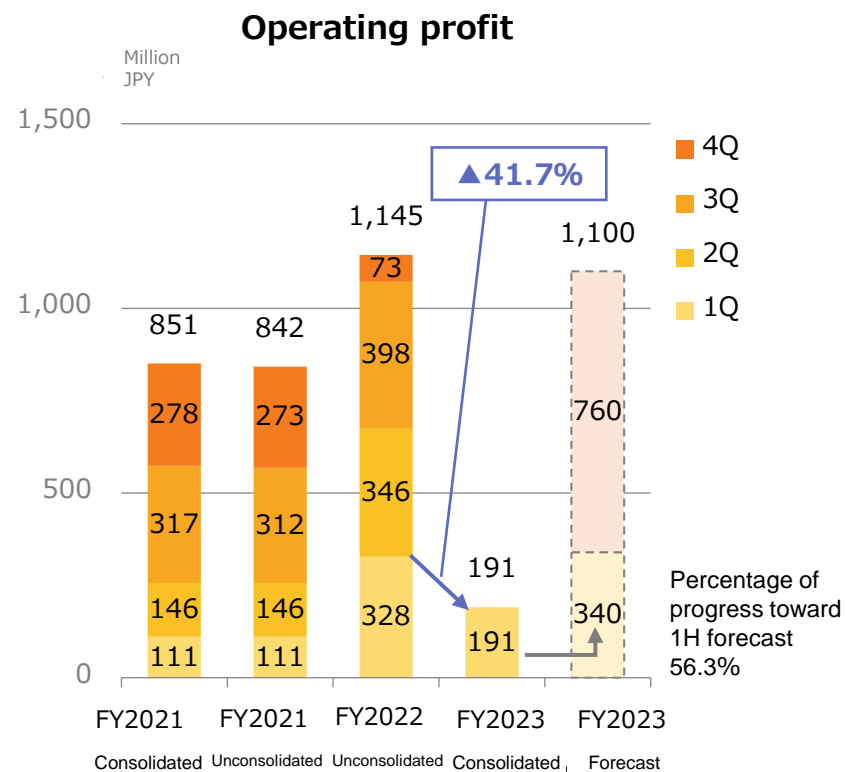
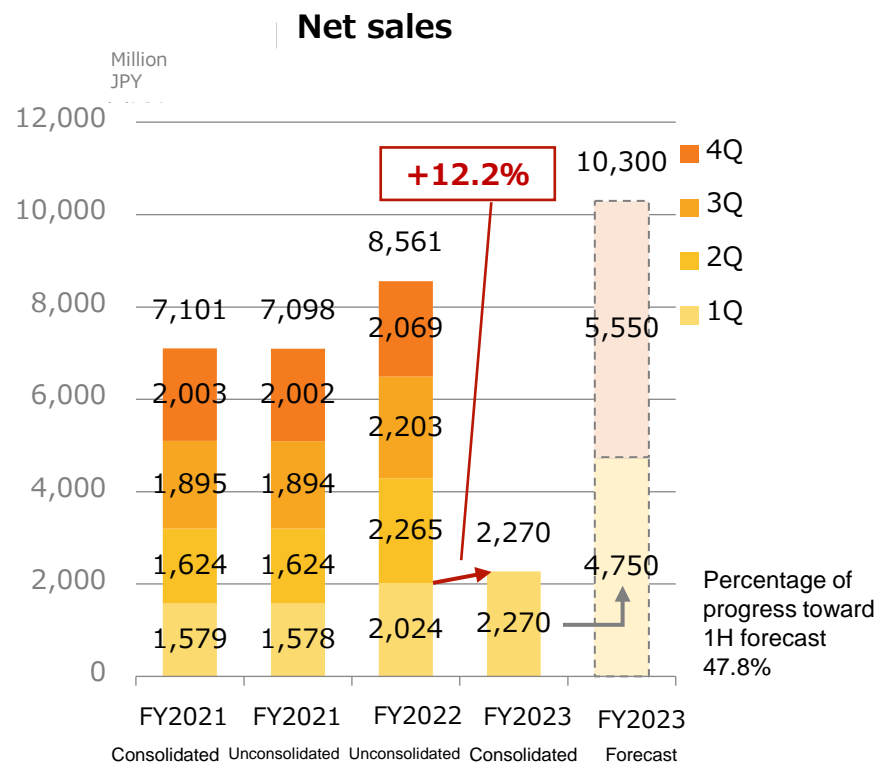
(In the following pages, "Revised figures for the fiscal year ending June 30, 2022" refers to the figures after reflecting the above reclassification.)

# Three-Year Comparison (sales and operating income: by quarter)

A comparison of net sales and operating income for the three periods is shown as follows.

**Sales in the 1Q of the current fiscal year recorded the highest quarterly sales ever.**

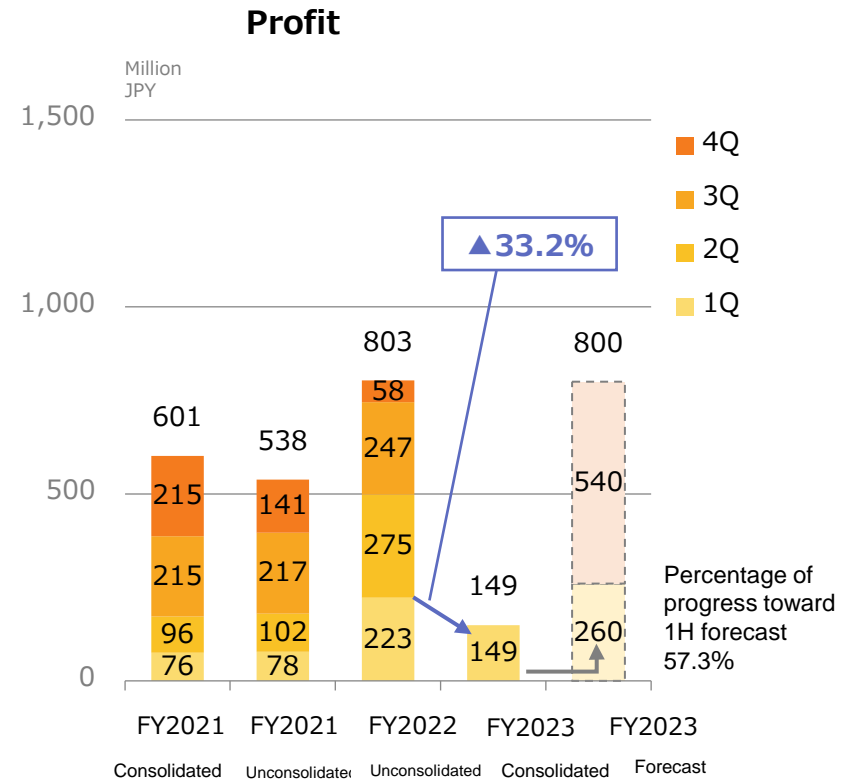
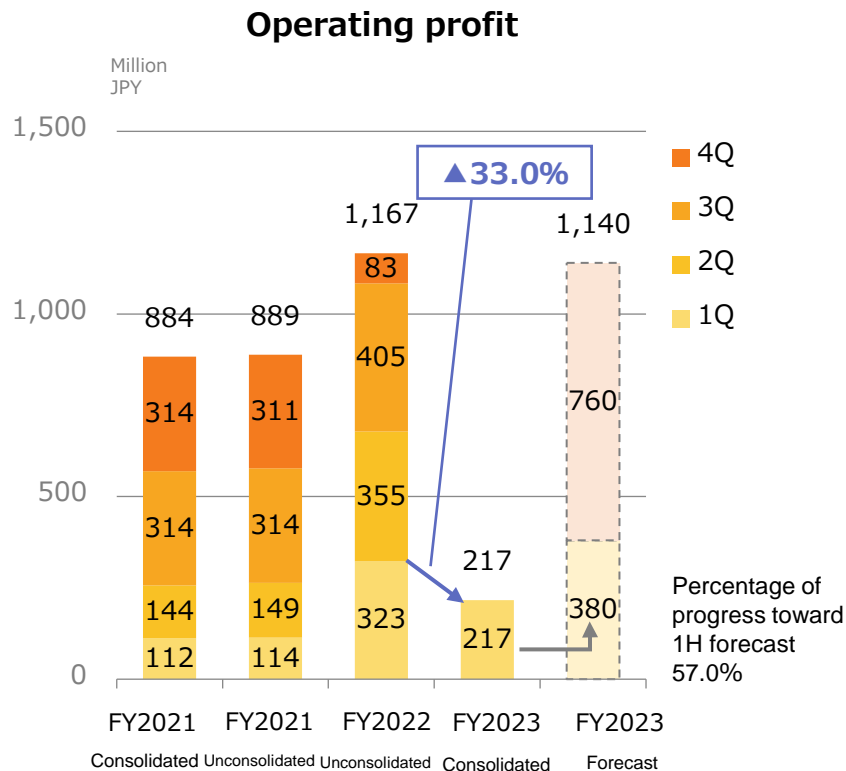
Both sales and operating income are progressing as expected against 1H forecasts.





# Three-Year Comparison (ordinary income and net income: by quarter)

Ordinary income and net income follow the same trend as the aforementioned operating income.



# Profit and Loss(consolidated)

Million JPY

	FY2022 1Q	FY2023 1Q	Amount of change	Ratio of change
Net Sales	2,024	2,270	246	12.2%
Cost of sales	1,083	1,367	284	26.2%
Gross profit	941	903	-38	-4.0%
SG & A	611	712	101	16.5%
Operating profit	330	191	-139	-42.0%
Non-operating income	10	37	26	258.6%
Non-operating expenses	16	11	-5	-30.6%
Ordinary profit	324	217	-107	-33.2%
Extraordinary income	0	—	—	—
Extraordinary loss	—	—	—	—
Profit before income taxes	324	217	-107	-33.2%
Total income taxes	117	68	-49	-42.0%
Profit	207	149	-58	-28.2%
Profit attributable to non-controlling interests	—	—	—	—
Profit attributable to owners of parent	207	149	-58	-28.2%

Due to the impact of new orders not reaching expectations in the 4Q of the previous fiscal year, the employee utilization ratio in the professional services business was lower than in the 1Q of the previous fiscal year, when utilization was high.

Due to an increase in the number of employees resulting from steady hiring, etc. The rate of increase in cost of sales and SG&A expenses is higher than the rate of increase in net sales.

Subsidy income : 28.3 million yen  
Equity in earnings of affiliates : 3.8 million yen, etc.

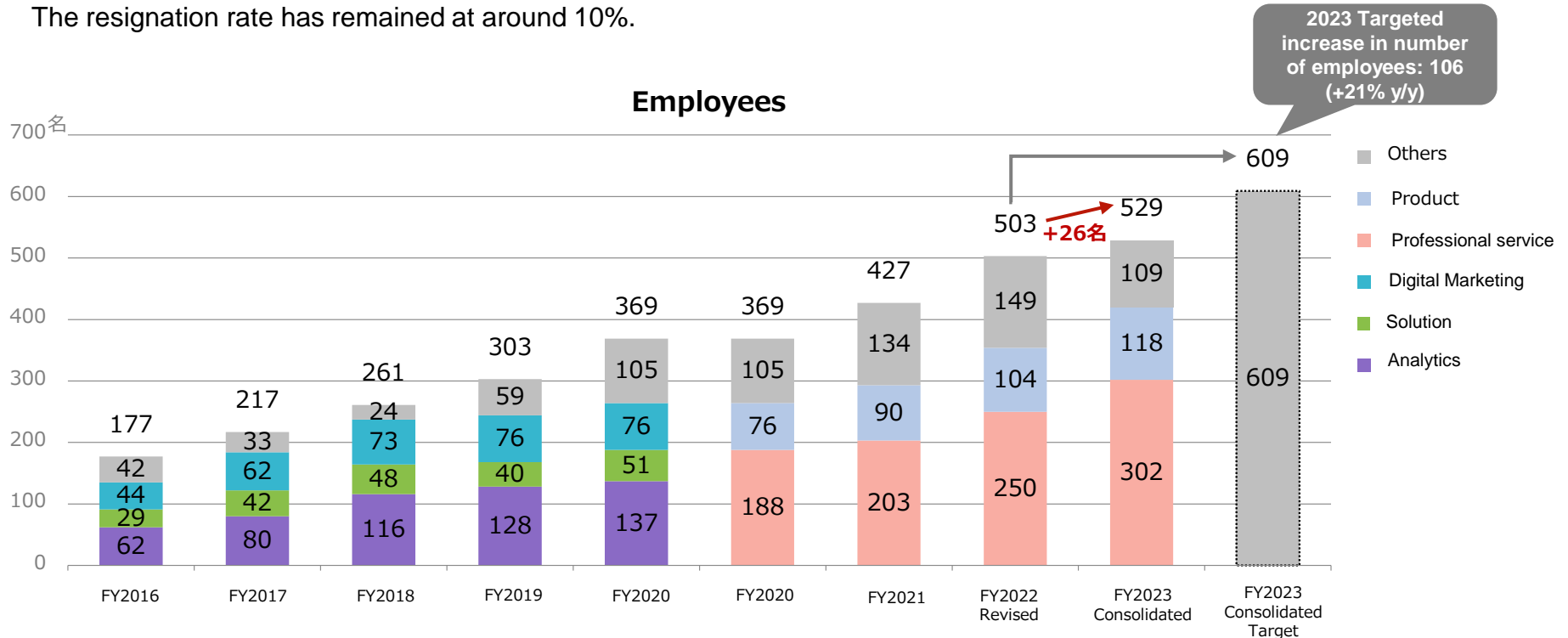
Loss on investment partnership management : 8.7 million yen  
Commission paid for acquisition of treasury stock : 2.0 million yen, etc.

# The number of employees

The effect of the reinforcement of the human resources department and the strengthening of cooperation with various departments has been evident, and recruiting ability has improved since the previous fiscal year. Recruitment during the current fiscal year is also on a steady track. As of today (November 11, 2022), the number of consolidated employees is 533.

More than 50 new graduates have been offered positions to join the company in April 2023 (41 new graduates joined the company in April 2022).

The resignation rate has remained at around 10%.



"FY22 Revised" reflects the new business segment classifications.

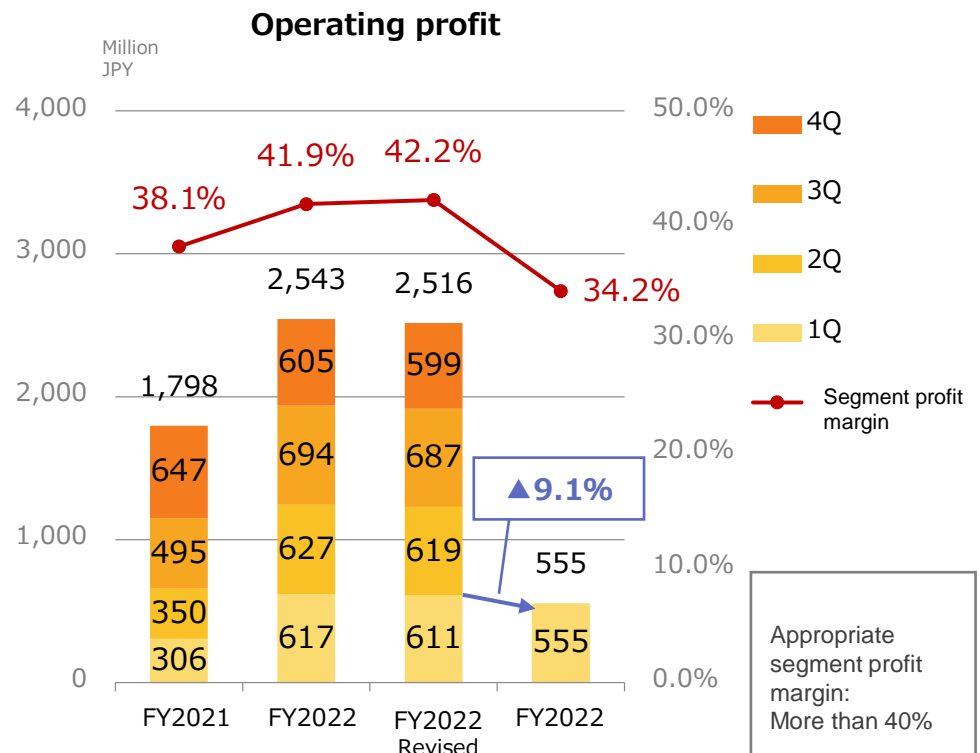
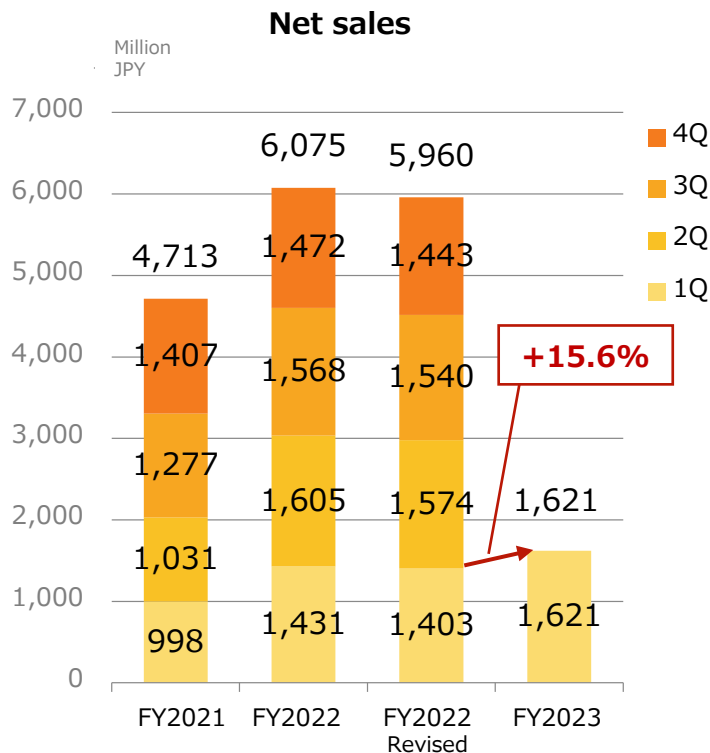
# Non-Consolidated Financial Highlights for the first quarter of the fiscal year ending June 2023

# Professional Services Business

## Comparison of three fiscal years

Net sales for the 1Q were up 15.6% from the 1Q of the previous year due to the continued impact of new orders that did not reach expectations in the 4Q of the previous year, as well as the waiting period before the start of major projects.

Sales in 1Q included a large unprofitable project (delivery completed in August of this year) that was postponed from the previous period, but this project did not contribute to profits, and in addition, the number of employees increased by 62 from the end of 1Q of the previous period, which temporarily reduced profit margins.



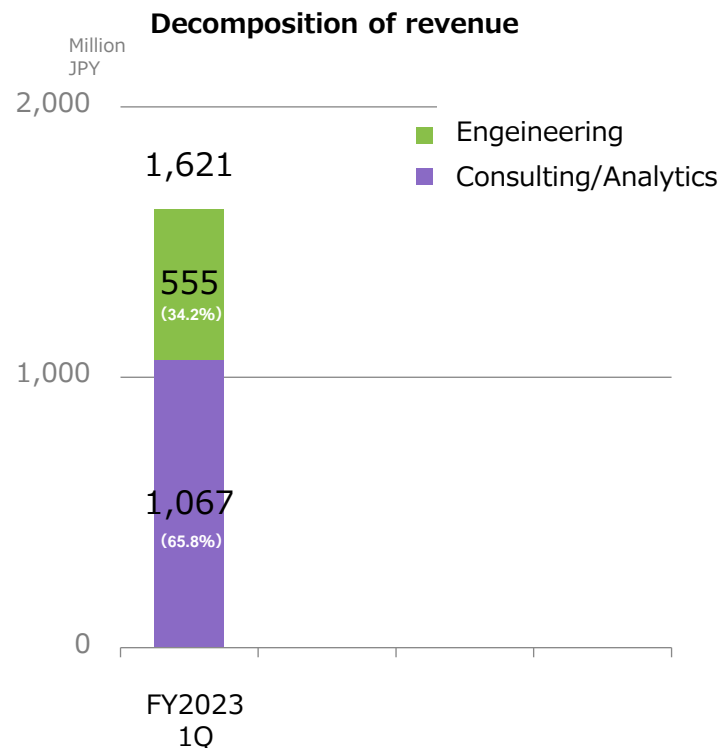
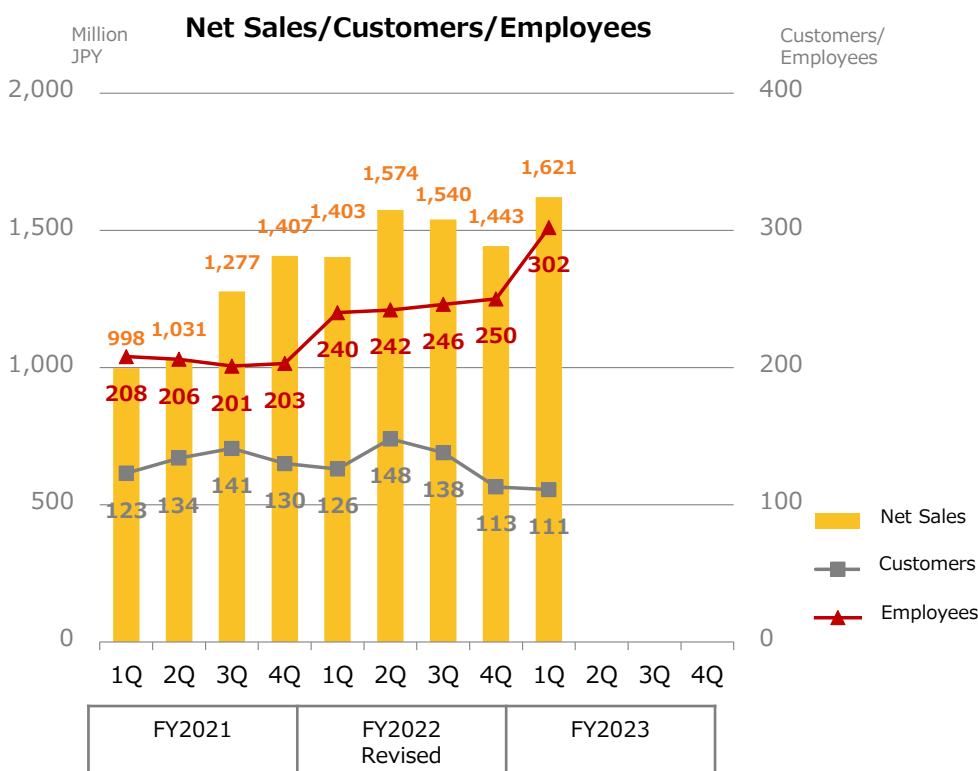


# Professional Services Business

## net sales, number of clients, number of employees, revenue decomposition

### Sales per customer reached a record high.

The increase in the number of employees is due to the assignment of new graduates who joined the company in April 2022, in addition to mid-career hires.



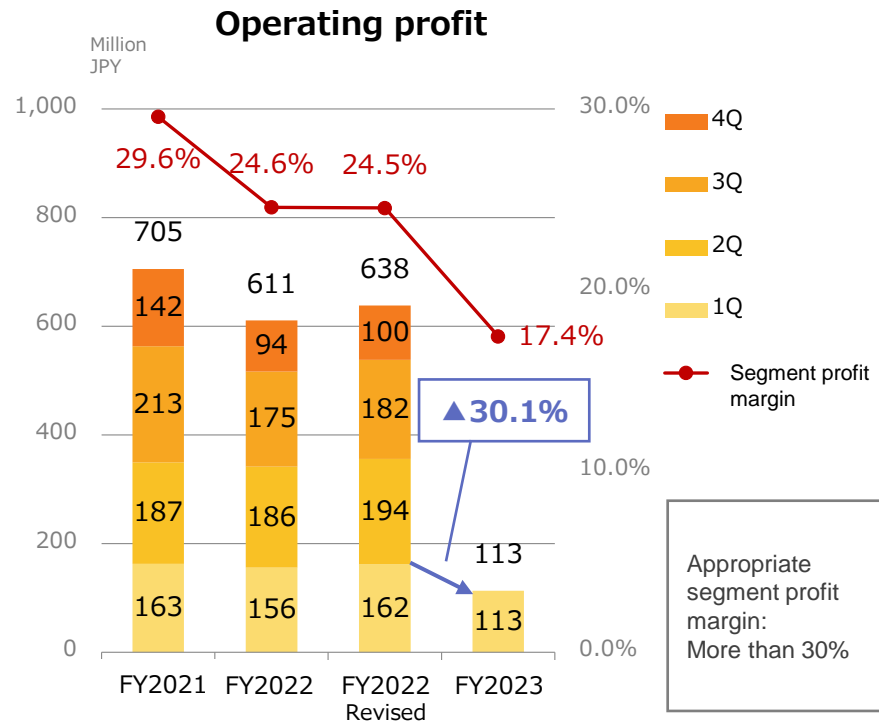
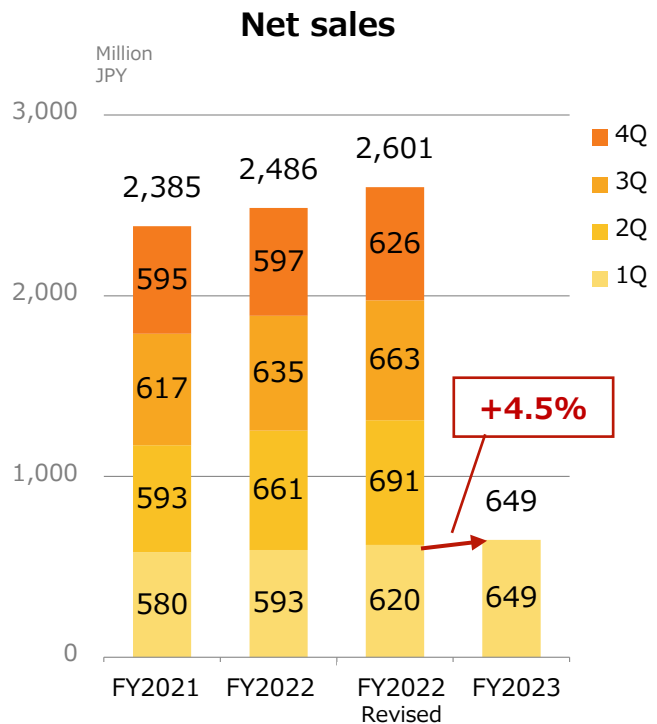
In the "FY2022 Revised" the number of customers and employees also reflect the new business segment classifications.

# Product Business

## Comparison of three fiscal years

The increase in net sales was due to growth in stock-based sales. (see next page).

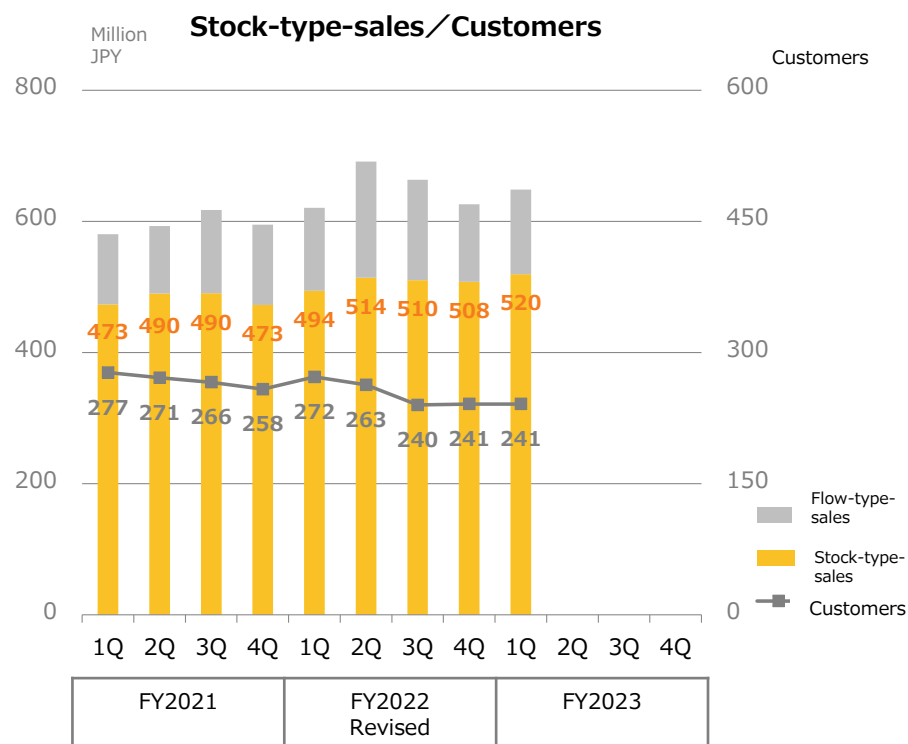
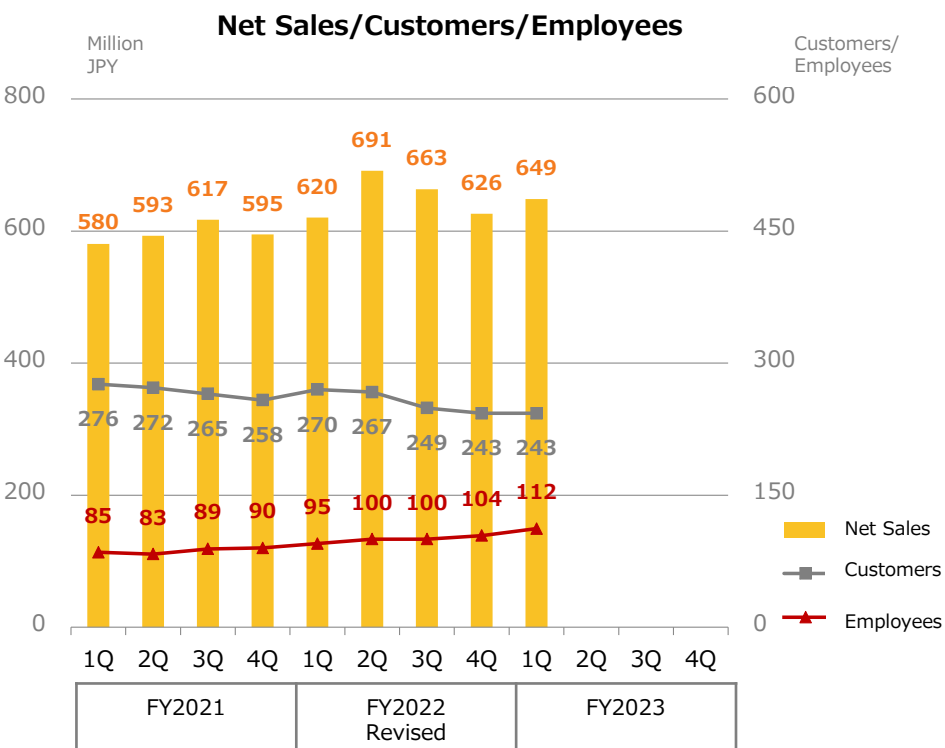
Despite the sharp depreciation of the yen since the 4Q of the previous fiscal year, which weighed on costs due to higher purchase prices of overseas products and cloud service fees, an increase in stock-type sales contributed to securing profits, and the segment profit margin was 17.4% in the 1Q of the current fiscal year, compared to 16.0% in the 4Q of the previous fiscal year.



# Product Business

## number of customers, number of employees, stock-type sales

The results of efforts to concentrate management resources on mainstay products and to strengthen sales capabilities through the promotion of divisional linkages began to emerge, and stock-type sales grew for the first time in three quarters.



In the "FY2022 Revised" the number of customers and employees also reflect the new business segment classifications.

# Capital and Business Alliance

Completed on July  
29, 2022

**NEW**

## Acquisition of all shares of TimeTechnologies, Inc. (made into a subsidiary)



- Acquired TimeTechnologies, Inc., a developer and provider of the LINE-specific MA "Ligla" (formerly AutoLine), as a wholly owned subsidiary.
- The number of LINE messages sent by "Ligla" per year has reached 220 million. Ligla is one of the highest market shares in Japan as an enterprise-specific MA for LINE.
- In addition to expanding support for LINE (Strong marketing channels in Japan), we will also expanding the product lineup to cover the full range of activities from customer recognition and acquisition and retention of customers.

Announced on  
Feb. 22, 2022

**reprint**

## Capital and business alliance with Resona Holdings, Inc.



- Resona Holdings, Inc. made a 2.5% investment in BrainPad Inc.
- Since 2019, BrainPad Inc. and Resona Holdings, Inc. have been taking on the challenge of transforming their business models by adding value to financial and non-financial data.
- The capital and business alliance is intended to enable both companies to analyze high-frequency and wide-ranging digital data to quickly grasp changes in consumer values and behavior, and to provide new solutions and services that offer high convenience and new value-added experiences.
- In addition, through the financial digital platform provided by the Resona Group, BrainPad Inc. aims to provide data analysis and utilization services that enable regional financial institutions and general business corporations to solve problems and verify hypotheses.

# Capital and Business Alliance

Announcement on  
11/20/2020

## Capital and business alliance with ITOCHU Corporation



- ITOCHU Corporation made a 3% investment in BrainPad Inc.
- In 2018, we began working to create examples of data use to promote DX and to build the infrastructure and systems for this purpose.
- We're already making progress in the practical use of data to optimize ordering, inventory, and logistics and to enhance contact with consumers, such as in stores, by using supply chain-related data at each of its sites.
- Through this alliance, we'll also collaborate with other ITOCHU Group companies to promote the expansion of existing businesses and the creation of new businesses through the use of data.

Established on  
7/20/2020

## Established a joint venture with Dentsu Group Inc.



- Name of joint venture: Dentsu Crossbrain Inc.  
(Investment ratio: Dentsu Group Inc. 66.6%, BrainPad Inc. 33.4%)
- Combining the marketing strategy planning and execution capabilities of Dentsu Group companies with the data analysis capabilities of BrainPad Inc.
- Dentsu Crossbrain Inc. provide powerful support for corporate marketing through the collection, accumulation, and analysis data and planning and execution of measures based on the analysis results required in the DX era.
- It will start operation in October 2020.





**BrainPad Inc.**

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