

Favorable business performance is expected to continue with the increased value of the “Baby Calendar” as a media

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[7363 baby calendar Sector : Services]

Fiscal Year	Net sales (mn yen)	YoY (%)	Operating profit (mn yen)	YoY (%)	Ordinary profit (mn yen)	YoY (%)	Profit (mn yen)	YoY (%)	EPS (yen)	BPS (yen)	DPS (yen)
Dec. 2019	600	22.8	32	-	32	-	70	-	98.4	382.1	0.0
Dec. 2020	893	49.0	95	194.0	96	192.1	61	-12.4	83.4	465.5	0.0
Dec. 2021 f	1,074	20.2	197	106.6	155	61.3	101	63.8	125.8	-	0.0

Note: Non-consolidated basis. Figures for the fiscal year ending December 2021 are the company's forecasts.
It conducted 1-to-500 stock split on December 4, 2020. Per share indices are adjusted retroactively.

Mainly Operating Information Media Concerning Pregnancy, Childbirth and Childcare

As its core business, baby calendar operates “Baby Calendar,” an information media concerning pregnancy, childbirth and childcare, and also conducts a business that provides solutions for obstetrics and gynecology facilities as well as a web marketing business. Its media business, which is the core business, accounts for around two-thirds of net sales and generates a large portion of the company’s profit.

The company released a service that packages a bedside system for obstetrics and gynecology facilities in 2008, and thus the current business for obstetrics and gynecology was started. The current business composition was created after the company became an affiliate of Cookpad (2193 TSE First Section) in 2015, changing its trade name to Cookpad Baby and succeeding the pregnancy/childbirth site of Cookpad. In 2017, it conducted a management buyout and changed to its current state..

Media Business

In the media business the company operates Baby Calendar, an information media concerning pregnancy, childbirth and childcare, and accompanying apps.

The core content of Baby Calendar is daily medical information that provides information on daily concerns and information needed based on the growth of the baby, up to 645 days from pregnancy, childbirth to the first birthday, in a daily pad calendar format. In addition, it also provides services such as daily distribution of news related to baby topics, recipes for diets during pregnancy and baby food that meets the safety standards supervised by registered dietitians, and consultation of specialists which enables the unlimited consulting of specialists free of charge.

Users in pregnancy, childbirth and childcare can use all of the contents free of charge. The company gains revenue from advertisers that recognize the value of Baby Calendar as a media and willing to conduct promotions utilizing Baby Calendar.

Business for Obstetrics and Gynecology

The business for obstetrics and gynecology, positioned as the base business, provides solutions as a “babypad” series for attracting patients (patient acquisition) and streamlining operations, which are the two management issues of obstetrics and gynecology, by using IT.

Web Marketing Business

This is a business that was newly added in the fiscal year ended December 2020 through an M&A. Targeting medical facilities, it supports web marketing through website creation, SNS advertisements, production of graphic designs, etc.

Financial Statements

Statement of income	Fiscal Year	Dec. 2018		Dec. 2019		Dec. 2020	
		(mn yen)	(%)	(mn yen)	(%)	(mn yen)	(%)
Net sales		488	100.0	600	100.0	893	100.0
Cost of sales		260	53.3	241	40.2	299	33.6
Gross profit		228	46.7	358	59.8	593	66.4
Selling, general and administrative expenses		245	50.4	326	54.4	498	55.7
Operating profit		-17	-3.7	32	5.4	95	10.7
Non-operating income		0	-	0	-	1	-
Non-operating expenses		0	-	0	-	0	-
Ordinary profit		-17	-3.5	32	5.5	96	10.8
Profit before income taxes		-17	-3.6	32	5.4	96	10.8
Profit attributable to owners of parent		-19	-3.9	70	11.8	61	6.9

Balance sheet	Fiscal Year	Dec. 2018		Dec. 2019		Dec. 2020	
		(mn yen)	(%)	(mn yen)	(%)	(mn yen)	(%)
Current assets		197	78.7	293	78.5	382	76.1
Cash and deposits		68	27.3	173	46.3	237	47.3
Accounts receivable-trade		78	31.5	70	18.8	103	20.7
Inventories		39	16.0	32	8.6	25	5.1
Non-current assets		53	21.3	80	21.5	119	23.9
Property, plant and equipment		9	3.7	6	1.7	12	2.5
Intangible assets		32	13.1	31	8.4	89	17.8
Investments and other assets		11	4.5	42	11.3	18	3.7
Total assets		250	100.0	373	100.0	502	100.0
Current liabilities		67	27.0	82	22.1	133	26.6
Accounts payable-trade		19	7.7	17	4.6	23	4.7
Non-current liabilities		23	9.3	6	1.8	22	4.5
Net assets		159	63.7	283	76.1	345	68.9
Owners' equity		159	63.7	283	76.1	345	68.9

Statement of cash flows	Fiscal Year	Dec. 2018	Dec. 2019	Dec. 2020
		(mn yen)	(mn yen)	(mn yen)
Cash flows from operating activities		38	68	148
Depreciation		27	15	19
Cash flows from investing activities		-22	-8	-78
Cash flows from financing activities		-22	44	-17
Dividends paid		-	-	-
Net increase in cash and cash equivalents		-6	104	52
Cash and cash equivalents		68	173	237

Note: Non-consolidated basis.

Source: Prepared by Stock Research Center based on the notifiable prospectus.

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