

Engaged in public relations support services for small- to medium-sized companies and medical institutions

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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)
May 2019	1,251	44.7	154	-	156	-	91	-	15.3	85.0	0.0
May 2020	1,528	22.2	302	96.2	309	97.5	300	227.7	50.1	135.0	0.0
May 2021 f	2,122	38.9	499	65.2	498	61.2	324	8.0	54.1	-	0.0

Note: Non-consolidated basis. Figures for the fiscal year ending May 2021 are the company's forecasts.
It conducted 1-to-100 stock split on March 5, 2021. Per share indices are adjusted retroactively.

Mainly Engaged in Public Relations Support Services

Enjin provides PR support services by mainly targeting small- to medium-sized companies and medical institutions and platform services which connect its customers with media or final decision makers. Net sales is categorized into four services; "PR support services for corporations/business owners," "PR support services for medical institutions/doctors," "Medichoku" and "Apochoku." In the first three quarters of the fiscal year ending May 2021, PR support services for corporations/business owners accounted for 79.5% of net sales, PR support services for medical institutions/doctors accounted for 17.2%, Medichoku accounted for 3.2% and Apochoku accounted for the rest.

PR Support Services

In the PR support services for corporations/business owners and for medical institutions/doctors, the company supports exposure to media selected from multiple media to meet customer needs.

Existing PR services were difficult for small- to medium-sized companies to use as the fees tend to be high as customized arrangement for respective customers are required and as fees incurred despite the results of the media exposure.

The company provides PR support services at low prices that are affordable even for small- to medium-sized companies by compiling sales marketing in a manual, packaging production and operation, and adopting a results-based revenue model, where customers only pay fees when media exposure is achieved.

Medichoku and Apochoku

Medichoku is a service that enables matching with media, which used to be mediated by staff of public relations companies, via PCs and smartphones.

Apochoku is an appointment matching service targeting companies engaged in businesses for corporations and the wealthy class. This service enables users to directly make appointments with business owners of small- to medium-sized companies and doctors of medical institutions.

Financial Statements

Statement of income	Fiscal Year	May 2019		May 2020		Nine months to Feb. 2021	
		(mn yen)	(%)	(mn yen)	(%)	(mn yen)	(%)
Net sales		1,251	100.0	1,528	100.0	1,546	100.0
Cost of sales		258	20.6	334	21.9	328	21.3
Gross profit		993	79.4	1,194	78.1	1,217	78.7
Selling, general and administrative expenses		838	67.0	891	58.3	799	51.7
Operating profit		154	12.3	302	19.8	418	27.1
Non-operating income		3	-	10	-	0	-
Non-operating expenses		0	-	3	-	3	-
Ordinary profit		156	12.5	309	20.3	414	26.8
Profit before income taxes		127	10.2	438	28.7	414	26.8
Net profit		91	7.3	300	19.7	270	17.5

Balance sheet	Fiscal Year	May 2019		May 2020		Feb. 2021	
		(mn yen)	(%)	(mn yen)	(%)	(mn yen)	(%)
Current assets		856	82.1	1,267	86.9	1,612	89.1
Cash and deposits		661	63.4	1,007	69.1	1,315	72.7
Accounts receivable-trade		47	4.5	37	2.5	57	3.2
Accounts receivable-other		105	10.1	169	11.6	189	10.5
Non-current assets		187	17.9	190	13.1	196	10.9
Property, plant and equipment		105	10.1	97	6.7	96	5.3
Intangible assets		7	0.7	10	0.7	12	0.7
Investments and other assets		73	7.1	190	13.1	87	4.8
Total assets		1,043	100.0	1,548	100.0	1,809	100.0
Current liabilities		533	51.1	648	44.4	728	40.3
Accounts payable-trade		1	0.1	13	0.9	23	1.3
Advances received		366	35.1	401	27.5	450	24.9
Non-current liabilities		-	-	-	-	-	-
Net assets		509	48.9	810	55.6	1,080	59.7
Owners' equity		509	48.9	810	55.6	1,080	59.7

Statement of cash flows	Fiscal Year	May 2019		May 2020	
		(mn yen)	(mn yen)	(mn yen)	(mn yen)
Cash flows from operating activities		367	190		
Depreciation		31	21		
Cash flows from investing activities		261	155		
Cash flows from financing activities		-150	-		
Dividends paid		-	-		
Net increase in cash and cash equivalents		477	346		
Cash and cash equivalents		661	1,007		

Note: Non-consolidated basis.

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

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