

Supporting households and corporations in selecting and switching electricity and gas, and providing digital marketing support for electricity and gas companies

This report is an English translation of part of the report issued on June 25, 2021.
For inquiries concerning the report, please contact info@stock-r.org

【 7373 Aidma Holdings Sector : Services 】

Fiscal Year	Net sales	YoY	Operating profit	YoY	Ordinary profit	YoY	Profit	YoY	EPS	BPS	DPS
	(mn yen)	(%)	(mn yen)	(%)	(mn yen)	(%)	(mn yen)	(%)	(yen)	(yen)	(yen)
Aug. 2019	1,294	-	119	-	119	-	84	-	13.8	53.7	0.0
Aug. 2020	1,829	41.3	210	75.6	216	81.0	164	93.9	25.6	79.3	0.0
Aug. 2021 f	3,476	90.0	767	265.5	734	239.7	480	192.4	72.6	-	0.0

Note: Consolidated basis. Figures for the fiscal year ending August 2021 are the company's forecasts.
It conducted 1-to-30 stock split on January 21, 2021. Per share indices are adjusted retroactively.

A Corporate Service Provider that Supports Marketing and Operation of Small- to Medium-Sized Companies

Aidma Holdings is engaged in the work innovation business providing marketing support, etc. for small- to medium-sized companies in an aim to improve effective use of external resources and productivity at customer companies.

The work innovation business is comprised of the “sales platform business,” which is a marketing support service, the “mama works business,” which is a human resource support service, and the “meet in business,” which provides an online communication infrastructure. In the fiscal year ended August 2020, the sales platform business accounted for 81.8% of net sales, the mama works business for 11.4% and the meet in business for 6.8%.

In the sales platform business, the company mainly supports execution of test marketing appropriate for products and services of customer companies conducting businesses targeting corporate customers, by utilizing a marketing information database of data gained through its group companies' business activities and its own marketing support system, Sales Crowd.

In the mama works business, the company operates “mama works,” a job offering website specialized in home-based workers that has over 260,000 registered members, and provides consultation to customers of the sales platform business for realizing operations utilizing home-based workers. It receives advertisement publishing fees from companies for which it placed job offerings and fees according to contract terms from companies for which it offered consultation.

In the meet in business, the company provides “meet in,” an online communication infrastructure uniquely developed by the group. Since the launch of the service in November 2018, it has been introduced in over 3,400 companies.

Aidma Holdings (7373-TSE Mothers) ----- June 30, 2021**Financial Statements**

Statement of income	Fiscal Year	Aug. 2019		Aug. 2020		Six months to Feb. 2021	
		(mn yen)	(%)	(mn yen)	(%)	(mn yen)	(%)
Net sales		1,294	100.0	1,829	100.0	1,606	100.0
Cost of sales		234	18.1	305	16.7	314	19.6
Gross profit		1,060	81.9	1,524	83.3	1,291	80.4
Selling, general and administrative expenses		940	72.6	1,314	71.8	821	51.2
Operating profit		119	9.2	210	11.5	469	29.3
Non-operating income		2	-	6	-	4	-
Non-operating expenses		2	-	0	-	1	-
Ordinary profit		119	9.2	216	11.8	472	29.4
Profit before income taxes		119	9.2	216	11.8	472	29.4
Profit attributable to owners of parent		84	6.5	164	9.0	310	19.3

Balance sheet	Fiscal Year	Aug. 2019		Aug. 2020		Feb. 2021	
		(mn yen)	(%)	(mn yen)	(%)	(mn yen)	(%)
Current assets		562	79.5	1,373	81.9	1,870	79.5
Cash and deposits		398	56.4	1,116	66.5	1,529	65.0
Accounts receivable-trade		176	24.9	297	17.7	377	16.0
Non-current assets		144	20.5	303	18.1	481	20.5
Property, plant and equipment		43	6.1	58	3.5	66	2.8
Intangible assets		11	1.6	24	1.4	64	2.7
Investments and other assets		90	12.7	221	13.2	350	14.9
Total assets		707	100.0	1,677	100.0	2,352	100.0
Current liabilities		352	49.9	1,161	69.2	1,528	65.0
Accounts payable-trade		27	3.9	33	2.0	69	3.0
Short-term borrowings		50	7.1	450	26.8	450	19.1
Current portion of long-term borrowings		1	0.2	-	-	-	-
Non-current liabilities		8	1.2	5	0.3	3	0.1
Long-term borrowings		-	-	-	-	-	-
Net assets		345	48.9	509	30.4	820	34.9
Owners' equity		345	48.8	509	30.4	819	34.8

Statement of cash flows	Fiscal Year	Aug. 2019		Aug. 2020		Six months to Feb. 2021	
		(mn yen)	(mn yen)	(mn yen)	(mn yen)		
Cash flows from operating activities		212	356	523			
Depreciation		21	11	7			
Cash flows from investing activities		-77	-37	-110			
Cash flows from financing activities		107	398	-			
Dividends paid		-	-	-			
Net increase in cash and cash equivalents		242	717	413			
Cash and cash equivalents		398	1,116	1,529			

Note: Consolidated basis.

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

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