

Mainly engaged in legal media that supports online customer attraction by lawyers

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[7378 ASHIRO 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)
Oct. 2019	1,157	-	255	-	246	-	156	-	26.1	149.5	0.0
Oct. 2020	1,479	-	333	-	323	-	208	-	34.7	186.7	0.0
Oct. 2021 f	1,482	0.2	341	2.6	336	3.8	222	6.6	35.5	-	0.0

Note: Figures for the fiscal year ending October 2019 are on a non-consolidated basis. Figures for the fiscal year ended October 2020 and 2021 are on a consolidated basis. Figures for the fiscal year ending October 2021 are the company's forecasts. It conducted 1-to-300 stock split on April 4, 2019. Per share indices are adjusted retroactively.

Engaged in Legal Media Related Business and Lawyer Introduction Business

ASIRO is engaged in the legal media related business, in which it provides legal information, lawyer information and such online, and the legal human resource business, in which it provides mainly lawyer introduction services. In the first two quarters of the fiscal year ending October 2021, the legal media related business accounted for 95.1% of net sales and the legal human resource business accounted for 4.9%.

Legal Media Related Business

The legal media related business is categorized into legal media, which provides marketing support to lawyers, and other media, which provides marketing support services to advertisers other than lawyers. In the first two quarters of the fiscal year ending October 2021, legal media accounted for 79.0% of net sales of the legal media related business and other media accounted for 21.0%.

As legal media, the company operates the lawyer navigation series comprised of independent sites in the nine fields of divorce, traffic accidents, inheritance, labor issues, criminal cases, debt collection, debt consolidation, information technology (IT), and corporate legal, as well as a general portal-type legal media site that handles various matters on a single site. ASIRO gains advertisement fees from lawyers placing advertisements on the media, and users can basically view the media free of charge.

The number of paid advertisement placements (fiscal year average) has grown from 388 in the fiscal year ended October 2016 to 1,260 in the fiscal year ended October 2020. The number of visitors to the legal media has increased from 10.1 million in the fiscal year ended October 2016 to 48.3 million in the fiscal year ended October 2020.

Other media are media sites that respond to other needs of users seeking legal advice or asking for legal help. It is comprised of a media site for job transfer agent sites and media sites for private detective firms handling infidelity investigations and missing person investigations.

Legal Human Resource Business

ASIRO established a consolidated subsidiary, trient, in December 2019. The subsidiary has acquired approval for the fee-charging employment placement business in April 2020 and started the legal human resource business. It operates a career change site specialized in lawyers that matches job offering needs and career changing needs by introducing lawyers to companies requiring legal personnel.

ASIRO (7378 TSE Mothers)- - - - - July 28,2021**Financial Statements**

Statement of income	Fiscal Year	Oct. 2019		Oct. 2020		Six months to Apr.2021	
		(mn yen)	(%)	(mn yen)	(%)	(mn yen)	(%)
Net sales		1,156	100.0	1,478	100.0	735	100.0
Cost of sales		584	50.5	769	53.1	351	47.8
Gross profit		572	49.5	708	47.9	383	52.2
Selling, general and administrative expenses		317	27.5	375	25.4	189	25.8
Other income		0	-	1	-	1	-
Other expenses		-	-	1	-	-	-
Operating profit		254	22.0	332	22.5	195	26.5
Financial rprofit		1	-	0	-	0	-
Financial expences		9	0.8	9	-	4	-
Profit before income taxes		246	21.3	323	21.9	190	25.9
Profit attributable to owners of parent		156	13.5	207	14.1	122	16.6

Balance sheet	Fiscal Year	Oct. 2019		Oct. 2020		Apr.2021	
		(mn yen)	(%)	(mn yen)	(%)	(mn yen)	(%)
Current assets		552	30.7	738	35.7	518	28.5
Cash and cash equivalents		388	21.6	557	26.9	329	18.1
Trade receivable and other receivables		145	8.1	170	8.2	180	9.9
Non-current assets		1,245	69.3	1,331	64.3	1,302	71.5
Property, plant and equipment		10	0.6	27	1.3	22	1.2
Right-of-use assets		3	0.2	68	3.3	52	2.9
Goodwill		1,138	63.3	1,138	55.0	1,138	62.5
Investments and other assets		21	1.2	24	1.2	20	1.1
Total assets		1,798	100.0	2,070	100.0	1,821	100.0
Current liabilities		340	18.9	635	30.7	322	17.7
Borrowings		81	4.6	385	18.6	78	4.3
Lease obligations		2	0.1	30	1.5	30	1.7
Trade and other payables		75	4.2	54	2.6	45	2.5
Non-current liabilities		560	31.2	314	15.2	259	14.3
Borrowings		556	30.9	268	12.9	229	12.6
Lease obligations		-	-	30	1.5	15	0.8
Owners' equity		897	49.9	1,120	54.1	1,238	68.0
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Statement of cash flows	Fiscal Year	Oct. 2019	Oct. 2020	Six months to Apr.2021
		(mn yen)	(mn yen)	(mn yen)
Cash flows from operating activities		250	237	143
Depreciation		32	59	26
Cash flows from investing activities		-38	-54	-9
Cash flows from financing activities		-102	-14	-361
Dividends paid		-	-	-
Net increase in cash and cash equivalents		110	168	-227
Cash and cash equivalents		388	557	329

Note: Figures for the fiscal year ending October 2019 are on a non-consolidated basis.

Figures for the fiscal year ended October 2020 and 2021 are on a consolidated basis.

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