

**Aiming to create a society that continues to innovate through creation of new industries by optimizing deployment of human resources**

This report is an English translation of part of the report issued on November 26, 2021.  
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**[9253 Slogan 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)
Feb. 2020	1,458	-	172	-	172	-	145	-	68.7	213.4	0.0
Feb. 2021	1,311	-10.1	42	-75.6	42	-75.6	49	-66.2	23.1	230.0	0.0
Feb. 2022 f	1,393	6.3	182	4.3x	203	4.8x	140	2.9x	62.1	-	0.0

Note: Consolidated basis. Figures for the fiscal year ending February 2022 are the company's forecasts.

**Mainly Introducing New Graduate Human Resources to Start-Ups and Venture Companies**

Slogan group consists of the company and one consolidated subsidiary. The group provides recruitment support and human resource introduction services, mainly focused on new graduates, and targeting start-ups and venture companies in new industrial fields, as well as the operation of media for innovative human resources and tools for optimal deployment of personnel within organizations. All of services adopt business models in which the revenue is generated from client companies.

The company defines new industrial fields as a domain that includes business transformations at large companies such as business model innovation and innovation exploration, as well as business succession-type management innovation at small- and medium-sized companies, in addition to initiatives for new businesses and innovations at start-ups and venture companies.

The group discloses its net sales by separating it into two categories; the career service field, in which the group conducts recruitment support and human resource introduction of new graduates and working adults to start-ups and venture companies, and the media and SaaS field, in which the group operates business media for young innovative human resources as well as SaaS-type HR services that approaches organizational issues that occur after joining a company.

The sales composition in the fiscal year ended February 2021 was 81.5% for the career service field (of which 69.9% was for student services that target new graduates and 11.7% for mid-career employments) and 18.4% for the media and SaaS field. The main business is services for students that support recruitment and human resource introduction of new graduates.

**Slogan (9253 TSE Mothers) - - - - - January 17,2022****Financial Statements**

Statement of income	Fiscal Year	Feb.2020		Feb.2021		Six months to Aug. 2021	
		(mn yen)	(%)	(mn yen)	(%)	(mn yen)	(%)
Net sales		1,458	100.0	1,311	100.0	779	100.0
Cost of sales		52	3.6	52	4.0	25	3.2
Gross profit		1,405	96.4	1,258	96.0	754	96.8
Selling, general and administrative expenses		1,233	84.6	1,215	92.7	488	62.6
Operating profit		172	11.8	42	3.2	266	34.1
Non-operating income		2	-	0	-	33	-
Non-operating expenses		2	-	0	-	0	-
Ordinary profit		172	11.8	42	3.2	299	38.4
Profit before income taxes		172	11.8	42	3.2	299	38.4
Profit attributable to owners of parent		145	9.9	49	3.7	226	29.0

Balance sheet	Fiscal Year	Feb.2020		Feb.2021		Aug. 2021	
		(mn yen)	(%)	(mn yen)	(%)	(mn yen)	(%)
Current assets		1,108	91.3	1,116	95.2	1,385	96.2
Cash and deposits		870	71.7	825	70.4	1,196	83.1
Accounts receivable-trade		197	16.2	228	19.5	168	11.7
Inventories		0	0.0	0	0.0	0	0.0
Non-current assets		104	8.6	55	4.7	54	3.8
Property, plant and equipment		36	3.0	7	0.6	1	0.1
Intangible assets		3	0.2	2	0.2	3	0.2
Investments and other assets		65	5.4	45	3.8	50	3.5
Total assets		1,213	100.0	1,172	100.0	1,440	100.0
Current liabilities		700	57.7	658	56.1	733	50.9
Accounts payable - trade		-	-	-	-	-	-
Current portion of long-term borrowings		34	2.8	26	2.2	21	1.5
Non-current liabilities		53	4.4	21	1.8	11	0.8
Long-term borrowings		47	3.9	21	1.8	11	0.8
Net assets		459	37.8	491	41.9	694	48.2
Owners' equity		459	37.8	491	41.9	694	48.2

Statement of cash flows	Fiscal Year	Feb.2020	Feb.2021	Six months to Aug. 2021
		(mn yen)	(mn yen)	(mn yen)
Cash flows from operating activities		-30	4	349
Depreciation		14	29	7
Cash flows from investing activities		-32	1	60
Cash flows from financing activities		184	-51	-38
Dividends paid		-	-	-
Net increase in cash and cash equivalents		121	-45	371
Cash and cash equivalents		870	825	1,196

Note: Consolidated basis.

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

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