

Provider of marketing support services in SaaS format

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[4416 True Date Sector : Information & Communication]

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)
Mar. 2020	1,011	-6.3	-94	-	-93	-	-96	-	-21.8	134.9	0.0
Mar. 2021	1,166	15.3	-64	-	-64	-	-60	-	-13.7	121.2	0.0
Mar. 2022 f	1,300	11.5	23	-	22	-	9	-	2.2	-	0.0

Note: Non-consolidated basis. Figures for the fiscal year ending March 2022 are the company's forecasts.
It conducted 1-to-100 stock split on June 23, 2021. Per share indices are adjusted retroactively.

Providing Marketing Support Services Utilizing ID-POS Data Held by Retail Businesses

True Data provides analysis tools and other services mainly in SaaS format to retailers and consumer goods manufacturers by utilizing ID-POS data, which combines the IDs of reward card members of supermarkets and drug stores with their purchase data, and helps their data-driven marketing.

Use of the ID-POS data enables analysis based on both the buyer's attributes, such as their gender and age, and purchased products. In addition, it can also analyze buyers' repeat rate and switching rate which shows the rate of buyers that switched from other products.

The company's major services, Shopping Scan and Eagle Eye, account for 21.1% and 49.7%, respectively, of net sales for the fiscal year ended March 2021.

Shopping Scan

Shopping Scan is a SaaS format service in which the company acquires ID-POS data from retailers and provides marketing analysis functions based on such data to the retailers. The company gains usage fees of the analysis tools from the retailers.

In addition, it also has a function for the retailers to disclose ID-POS data they hold as well as various analyses based on such data to consumer goods manufacturers on the Shopping Scan and in return gain usage fees from the consumer goods manufacturers. In such cases, the company and the retailers share the usage fees from the consumer goods manufacturers.

Eagle Eye

Eagle Eye is a service that provides consumer goods manufacturers with a tool to analyze consumers' purchase behavior based on ID-POS data in a SaaS format.

The ID-POS data, which is the analysis target, is data held by individual retailers gained through using Shopping Scan. After attaining consent for secondhand use from the retailers and refining data including alignment of product classifications and hiding individual retailers' names that sold them, the data is provided to consumer goods manufacturers as standardized product purchase data.

True Data (4416 TSE Mothers) - - - - - December 17,2021**Financial Statements**

Statement of income	Fiscal Year	Mar.2020		Mar.2021		Six months to Sep. 2021	
		(mn yen)	(%)	(mn yen)	(%)	(mn yen)	(%)
Net sales		1,011	100.0	1,166	100.0	622	100.0
Cost of sales		576	57.0	662	56.8	322	51.8
Gross profit		434	42.9	503	43.1	300	48.2
Selling, general and administrative expenses		529	52.3	567	48.6	303	48.7
Operating profit		-94	-9.3	-64	-5.5	-3	-0.5
Non-operating income		0	-	0	-	0	-
Non-operating expenses		0	-	0	-	0	-
Ordinary profit		-93	-9.2	-64	-5.5	-2	-0.3
Profit before income taxes		-93	-9.2	-64	-5.5	-2	-0.3
Net profit		-96	-9.5	-60	-5.1	-3	-0.5

Balance sheet	Fiscal Year	Mar.2020		Mar.2021		Sep. 2021	
		(mn yen)	(%)	(mn yen)	(%)	(mn yen)	(%)
Current assets		497	56.9	563	63.3	584	68.2
Cash and deposits		353	40.4	434	48.8	459	53.6
Accounts receivable-trade		115	13.2	111	12.5	105	12.3
Inventories		-	-	-	-	-	-
Non-current assets		377	43.1	326	36.6	272	31.8
Property, plant and equipment		19	2.2	16	1.8	18	2.1
Intangible assets		320	36.6	265	29.8	200	23.4
Investments and other assets		37	4.2	44	4.9	52	6.1
Total assets		874	100.0	890	100.0	856	100.0
Current liabilities		193	22.1	255	28.7	239	27.9
Accounts payable - trade		46	5.3	40	4.5	40	4.7
Current portion of long-term borrowings		20	2.3	30	3.4	30	3.5
Non-current liabilities		82	9.4	97	10.9	81	9.5
Long-term borrowings		78	8.9	93	10.4	78	9.1
Net assets		598	68.4	538	60.4	535	62.5
Owners' equity		598	68.4	538	60.4	535	62.5

Statement of cash flows	Fiscal Year	Mar.2020	Mar.2021	Six months to Sep. 2021
		(mn yen)	(mn yen)	(mn yen)
Cash flows from operating activities		25	135	52
Depreciation		97	117	71
Cash flows from investing activities		-281	-80	-12
Cash flows from financing activities		98	25	-15
Dividends paid		-	-	-
Net increase in cash and cash equivalents		-157	80	25
Cash and cash equivalents		353	434	459

Note:Non-consolidated basis.

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

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