

Operation of location data-based real behavior data platform

This report is an English translation of part of the report issued on July 29, 2022.
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【5034 unerry 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)
Jun.2020	577	84.3	-97	-	-98	-	-98	-	-37.6	-119.3	0.0
Jun.2021	783	35.7	-160	-	-162	-	-162	-	-58.9	-211.2	0.0
Jun.2022 f	1,364	74.2	71	-	70	-	70	-	22.5	-	0.0

Note: Non-consolidated basis. Figures for the fiscal year ending June 2022 are the company's forecasts.

It conducted 1-to-40 stock split on May 22, 2022. Per share indices are adjusted retroactively.

Operates Real Behavior Data Platform Based on Smartphone Location Data

unerry operates Beacon Bank, a real behavior data platform that accumulates smartphone location data and provides services necessary for marketing, smart city urban development, and more.

The platform obtains location data through GPS with the use of approximately 120 different smartphone apps that incorporate the company's program and beacons installed at commercial facilities and other locations. The company estimates that its program is installed in some 70-80 million terminals.

unerry offers three services: 1) the analysis and visualization service (which accounted for 24.3% of net sales for fiscal year ended June 2021), 2) the behavior change service (49.6%), and 3) the One to One service (26.2%).

Analysis and Visualization Service

Through the analysis and visualization service, unerry provides retailers, consumer goods manufacturers, and local governments with analysis reports tailored to their needs by user profiling (the kinds of places people tend to go); travel conditions (transportation methods, such as walking, vehicles and trains); and recommendations based on behavioral predictions (where people who have visited a certain kind of place are likely to go next) among others.

Behavior Change Service

The behavior change service provides retailers and consumer goods manufacturers with an advertising service that encourages consumers to change their behavior by discovering customer groups and trade areas with a high likelihood of visiting stores, and then executive push distribution of advertisements via social media such as Facebook and YouTube, through applications centered on these customer groups.

One to One Service

The One to One service delivers system solutions to retailers and operators of commercial facilities to enable the offering of a personalized experience to each individual by developing original applications and building a customer data platform.

unerry (5034 TSE Growth)- - - - - August 3,2022**Financial Statements**

Statement of income	Fiscal Year	Jun.2020		Jun.2021		Nine months to Mar. 2022	
		(mn yen)	(%)	(mn yen)	(%)	(mn yen)	(%)
Net sales		577	100.0	783	100.0	1,111	100.0
Cost of sales		399	69.2	562	71.8	653	58.8
Gross profit		177	30.7	220	28.1	457	41.1
Selling, general and administrative expenses		275	47.7	380	48.5	337	30.3
Operating profit		-97	-	-160	-	120	10.8
Non-operating income		0	-	0	-	0	-
Non-operating expenses		0	-	2	-	0	-
Ordinary profit		-98	-	-162	-	120	10.8
Profit before income taxes		-98	-	-162	-	120	10.8
Net profit		-98	-	-162	-	121	10.8

Balance sheet	Fiscal Year	Jun.2020		Jun.2021		Mar. 2022	
		(mn yen)	(%)	(mn yen)	(%)	(mn yen)	(%)
Current assets		264	88.6	911	96.4	1,217	99.8
Cash and deposits		211	70.8	800	84.7	883	72.4
Accounts receivable-trade		45	15.1	95	10.1	300	24.6
Inventories		5	1.7	5	0.5	18	1.5
Non-current assets		34	11.4	34	3.6	1	0.1
Property, plant and equipment		-	-	-	-	-	-
Intangible assets		0	0.0	0	0.0	0	0.0
Investments and other assets		33	11.1	33	3.5	1	0.1
Total assets		298	100.0	945	100.0	1,219	100.0
Current liabilities		99	33.2	161	17.0	328	26.9
Accounts payable - trade		41	13.8	86	9.1	209	17.1
Current portion of long-term borrowings		-	-	15	1.6	20	1.6
Non-current liabilities		-	-	125	13.2	109	8.9
Long-term borrowings		-	-	124	13.1	109	8.9
Net assets		199	66.8	659	69.7	780	64.0
Owners' equity		195	65.4	655	69.3	776	63.7

Statement of cash flows	Fiscal Year	Jun.2020	Jun.2021
		(mn yen)	(mn yen)
Cash flows from operating activities		-38	-174
Depreciation		0	0
Cash flows from investing activities		-30	0
Cash flows from financing activities		90	762
Dividends paid		-	-
Net increase in cash and cash equivalents		21	588
Cash and cash equivalents		211	800

Note:Non-consolidated basis.

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

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