

Operates e-commerce site for apparel, kitchenware and interior goods that embody perspectives of Nordic culture

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[7110 Kurashicom Sector : Retail Trade]

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)
Jul.2020	3,472	26.3	532	-	561	35.8	374	28.1	58.5	184.7	0.0
Jul.2021	4,532	30.5	779	46.4	797	42.1	570	52.4	89.2	273.9	0.0
Jul.2022	f 5,149	13.6	829	6.4	834	4.6	550	-3.5	86.0	-	0.0

Note: Non-consolidated basis. Figures for the fiscal year ending July 2022 are the company's forecasts.
It conducted 1-to-8,000 stock split on April 8, 2022. Per share indices are adjusted retroactively.

Operates Apparel and General Merchandise e-Commerce Site

Kurashicom operates an e-commerce site featuring apparel, kitchenware and interior goods that embody the perspectives of Nordic culture with a mission to "Create a life that fits your lifestyle."

The company's two business lines are the Direct to Customer (D2C) domain, in which the company sells products directly to individual customers via its e-commerce site, and the Brand Solution domain, in which it introduces its client companies' brands and products through the site.

The D2C domain accounted for 94.0% of net sales in fiscal year ended July 2021, and the Brand Solution domain for 6.0%.

D2C Domain

The majority of D2C domain customers are women, with almost a third each in their 30s, 40s and 50s or older. In terms of product mix, apparel accounts for about 55%, and general merchandise such as kitchenware and interior goods for around 40%. Moreover, products from KURASHI&Trips PUBLISHING, Kurashicom's original brand that proprietarily designs apparel and other products, accounts for about half of net sales.

Brand Solution Domain

In the Brand Solution domain, the company primarily targets manufacturers of food, beverages, daily necessities and other consumer goods. Kurashicom earns revenue from these companies by introducing their products and brands as well as by supporting sales promotions. As of the end of July 2021, the company had worked with more than 100 brands.

A major initiative is BRAND NOTE, in which the company's employees and others actually try the brands and products of client companies and provide their experience as reading material on the e-commerce site. Other examples include BRAND MOVIE, which uses videos to introduce new brands, and BRAND GIFT, where promotional products from client companies are bundled in when shipping products in the D2C domain.

Kurashicom (7110 TSE Growth) ----- August 15,2022**Financial Statements**

Statement of income	Fiscal Year	Jul.2020		Jul.2021		Nine months to Apr. 2022	
		(mn yen)	(%)	(mn yen)	(%)	(mn yen)	(%)
Net sales		3,472	100.0	4,532	100.0	3,863	100.0
Cost of sales		1,965	56.6	2,478	54.7	2,188	56.6
Gross profit		1,506	43.4	2,053	45.3	1,675	43.4
Selling, general and administrative expenses		974	28.1	1,273	28.1	1,059	27.4
Operating profit		532	15.3	779	17.2	616	15.9
Non-operating income		30	-	19	-	13	-
Non-operating expenses		1	-	1	-	2	-
Ordinary profit		561	16.2	797	17.6	626	16.2
Profit before income taxes		559	16.1	809	17.9	626	16.2
Net profit		374	10.8	570	12.6	414	10.7

Balance sheet	Fiscal Year	Jul.2020		Jul.2021		Apr. 2022	
		(mn yen)	(%)	(mn yen)	(%)	(mn yen)	(%)
Current assets		1,908	95.7	2,403	96.9	2,730	94.0
Cash and deposits		1,647	82.6	2,019	81.4	2,234	76.9
Accounts receivable-trade		127	6.4	160	6.5	197	6.8
Inventories		111	5.6	211	8.5	261	9.0
Non-current assets		85	4.3	77	3.1	173	6.0
Property, plant and equipment		28	1.4	24	1.0	68	2.3
Intangible assets		4	0.2	6	0.2	59	2.0
Investments and other assets		52	2.6	46	1.9	46	1.6
Total assets		1,993	100.0	2,480	100.0	2,904	100.0
Current liabilities		569	28.5	556	22.4	612	21.1
Accounts payable - trade		138	6.9	121	4.9	214	7.4
Current portion of long-term borrowings		93	4.7	76	3.1	73	2.5
Non-current liabilities		241	12.1	170	6.9	124	4.3
Long-term borrowings		241	12.1	170	6.9	124	4.3
Net assets		1,182	59.3	1,753	70.7	2,167	74.6
Owners' equity		1,182	59.3	1,753	70.7	2,167	74.6

Statement of cash flows	Fiscal Year	Jul.2020	Jul.2021
		(mn yen)	(mn yen)
Cash flows from operating activities		490	444
Depreciation		4	4
Cash flows from investing activities		-7	15
Cash flows from financing activities		65	-87
Dividends paid		-	-
Net increase in cash and cash equivalents		548	372
Cash and cash equivalents		1,647	2,019

Note:Non-consolidated basis.

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

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