

Operates toridori base, a matching platform connecting advertisers and influencers

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For inquiries concerning the report, please contact info@stock-r.org

[9337 toridori 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)
Dec.2020	-	-	-	-	-	-	-	-	-	-	-
Dec.2021	1,057	-	-400	-	-404	-	-436	-	-186.0	943.1	0.0
Dec.2022 f	1,986	87.9	-380	-	-410	-	-581	-	-209.4	-	0.0

Note: Consolidated basis. Figures for the fiscal year ending December 2022 are the company's forecasts.
It conducted 1-to-20 stock split on October 11, 2022. Per share indices are adjusted retroactively.

Develops and Provides Influencer Marketing Services

toridori offers influencer marketing platform toridori base that matches influencers and companies. At the time of its founding in 2016, toridori offered a performance-based advertising service specializing in influencers. The company later expanded its range of services, launching toridori base in April 2018. The platform matches influencers with small- and medium-sized companies and sole proprietorships, the company's current focus in terms of service offerings.

The company's other businesses include performance-based advertising services, tie-up advertising services, and support for influencer business activities.

Toridori Base

Toridori base is a marketing platform that allows client companies to contact influencers directly to request PR posts.

Toridori base allows a wide range of customers, from privately owned stores to large businesses, to easily request PR posts from influencers. Influencers, on the other hand, can stand as a candidate for their preferred projects from over 1,000 possibilities posted at any given time.

A vast range of small and medium-sized businesses in industries, including food and beverages, beauty, mail order, leisure and tourism, use the company's services. The number of client companies reached 2,296 in the third quarter of fiscal year ended December 2022. The number of registered influencers, primarily micro-influencers, reached around 35,000 at the end of the third quarter.

Toridori base's earnings come mainly from monthly usage fees paid by client companies and pay-per-use fees based on the adoption of influencers. Influencers, meanwhile, can use the service free of charge.

Financial Statements

Statement of income	Fiscal Year	Dec.2021		Nine months to Sep. 2022	
		(mn yen)	(%)	(mn yen)	(%)
Net sales		1,057	100.0	1,444	100.0
Cost of sales		79	7.5	107	7.4
Gross profit		978	92.5	1,336	92.5
Selling, general and administrative expenses		1,378	130.4	1,650	114.3
Operating profit		-400	-	-314	-
Non-operating income		3	-	8	-
Non-operating expenses		7	-	9	-
Ordinary profit		-404	-	-316	-
Profit before income taxes		-433	-	-494	-
Profit attributable to owners of parent		-436	-	-485	-

Balance sheet	Fiscal Year	Dec.2021		Sep. 2022	
		(mn yen)	(%)	(mn yen)	(%)
Current assets		866	72.7	1,684	93.9
Cash and deposits		266	22.3	905	50.5
Accounts receivable-trade		507	42.5	719	40.1
Prepaid expenses		42	3.5	25	1.4
Non-current assets		325	27.3	108	6.0
Property, plant and equipment		40	3.4	40	2.2
Intangible assets		213	17.9	-	-
Investments and other assets		71	6.0	67	3.7
Total assets		1,192	100.0	1,793	100.0
Current liabilities		795	66.7	798	44.5
Accounts payable - trade		434	36.4	434	24.2
Current portion of long-term borrowings		174	14.6	151	8.4
Non-current liabilities		368	30.9	249	13.9
Long-term borrowings		343	28.8	229	12.8
Net assets		27	2.3	745	41.6
Owners' equity		24	2.0	742	41.4

Statement of cash flows	Fiscal Year	Dec.2021		Nine months to Sep. 2022	
		(mn yen)	(mn yen)	(mn yen)	(mn yen)
Cash flows from operating activities		-420	-367		
Depreciation		10	6		
Amortization of goodwill		23	23		
Cash flows from investing activities		-116	-6		
Cash flows from financing activities		96	1,106		
Dividends paid		-	-		
Net increase in cash and cash equivalents		10	732		
Cash and cash equivalents		216	948		

Note:Consolidated

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

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