

Developing businesses for senior women based on the halmek subscription magazine

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【7119 halmek holdings 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)
Mar.2021	15,135	-	601	-	474	-	301	-	38.8	128.8	0.0
Mar.2022	25,233	66.7	1,358	25.8	1,172	47.1	796	63.7	99.5	227.8	0.0
Mar.2023 f	28,472	12.8	2,018	48.5	1,851	57.8	1,226	54.0	152.1	-	0.0

Note: Consolidated basis. Figures for the fiscal year ending March 2023 are the company's forecasts.

It conducted 1-to 10 stock split on August 3, 2022. Per share indices are adjusted retroactively.

Developing Businesses That Meet the Needs of Women Aged 50 and Over

halmek holdings is developing services in the three areas of information contents, product sales and communities in order to satisfy the unmet needs of women aged 50 and over.

halmek group's businesses is divided into the two parts of the halmek business, which is developed centering on the halmek subscription magazine for senior women and the nationwide mail order business that operates catalog shopping. The halmek business accounts for over 70% of its sales revenue.

halmek Business

The halmek business develops the mail order and communities businesses based around information contents centered on the halmek magazine. Mail order accounts for a little under 70% of net sales in the halmek business.

The halmek magazine is the center of the information contents of the halmek business, and it is sold only by subscription. The number of subscribers has reached about 500,000, boasting the largest number of subscribers among women's magazines.

In addition, it also operates "halmek 365" as a website for senior women. In addition to free articles, video services and voice services are posted and provided to users as subscription services using a monthly fee system.

In the product sales field, the company develops and sells products by reflecting the needs of customers centered on halmek subscribers. As many products are in the middle to high price range, the services are differentiated from those of the nationwide mail order businesses (described below) which are mainly in the low price range.

In the communities area, the company provides opportunities for experiences and connections related to information contents and product sales. A total of over 100 online and offline events were held in fiscal year ended March 2022.

Nationwide Mail Order Business

The nationwide mail order business is a business that operates mail order sales by sending mail order catalogs to consumers who are attracted mainly through newspaper advertisements. This business targets senior women and the products are in the low price range.

Financial Statements

Statement of income	Fiscal Year	Mar.2021		Mar.2022		Nine months to Dec.2022	
		(mn yen)	(%)	(mn yen)	(%)	(mn yen)	(%)
Net revenue		15,135	100.0	25,233	100.0	22,966	100.0
Cost of sales		6,769	44.7	10,942	43.4	10,024	43.6
Gross profit		8,365	55.3	14,290	56.6	12,942	56.4
Selling, general and administrative expenses		7,774	51.4	12,950	51.3	10,803	47.0
Other income		41	-	55	-	8	-
Other expenses		31	-	37	-	8	-
Operating profit		601	4.0	1,358	5.4	2,138	9.3
Financial rprofit		0	-	0	-	0	-
Financial expences		127	-	186	-	129	-
Profit before income taxes		474	3.1	1,172	4.6	2,009	8.7
Profit attributable to owners of parent		301	2.0	796	3.2	1,346	5.9

Balance sheet	Fiscal Year	Mar.2021		Mar.2022		Dec.2022	
		(mn yen)	(%)	(mn yen)	(%)	(mn yen)	(%)
Current assets		4,851	27.2	4,843	26.5	8,563	39.0
Cash and deposits		1,835	10.3	964	5.3	2,601	11.8
Accounts receivable-trade		1,260	7.1	1,407	7.7	3,139	14.3
Inventories		1,442	8.1	1,796	9.8	2,302	10.5
Non-current assets		12,977	72.8	13,460	73.5	13,394	61.0
Property, plant and equipment		171	1.0	224	1.2	207	0.9
Intangible assets		12,354	69.3	12,742	69.6	12,673	57.7
Other financial assets/Deferred tax assets/Other non-current assets		449	2.5	491	2.7	513	2.3
Total assets		17,828	100.0	18,304	100.0	21,958	100.0
Current liabilities		7,505	42.1	8,255	45.1	9,883	45.0
Trade and other payables		2,877	16.1	2,827	15.4	5,575	25.4
Non-current liabilities		9,292	52.1	8,225	44.9	8,902	40.5
Equity		1,030	5.8	1,823	10.0	3,172	14.4
Equity attributable to owners of parent		1,030	5.8	1,823	10.0	3,172	14.4

Statement of cash flows	Fiscal Year	Mar.2021		Mar.2022		Nine months to Dec.2022	
		(mn yen)	(mn yen)	(mn yen)	(mn yen)		
Cash flows from operating activities		870	881	2,009			
Depreciation		398	628	507			
Cash flows from investing activities		-215	-773	-323			
Cash flows from financing activities		-438	-978	-940			
Dividends paid		-	-	-			
Net increase in cash and cash equivalents		216	-870	1,636			
Cash and cash equivalents		1,835	964	2,601			

Note: Consolidated

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

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