

Utilizing Social Media Marketing to Provide Services to Businesses and Consumers

This report is an English translation of part of the report issued on June 21, 2024.
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【195A Ricecurry Sector : Services】

Fiscal Year	Net sales	YoY	Operating profit	YoY	Ordinary profit	YoY	Profit	YoY	EPS	BPS	DPS
	(mn yen)	(%)	(mn yen)	(%)	(mn yen)	(%)	(mn yen)	(%)	(yen)	(yen)	(yen)
Mar. 2023	1,833	-	-166	-	-166	-	-121	-	-45.3	234.0	0.0
Mar. 2024	2,374	29.5	87	-	89	-	109	-	40.2	274.2	0.0
Mar. 2025 f	2,841	19.7	320	3.7x	319	3.6x	269	2.5x	92.3	-	0.0

Note: Consolidated basis. Figures for the fiscal year ending March 2024 is the company's forecasts.
It conducted 1:10 stock split on January 16, 2024. Per share indices are adjusted retroactively.

Ricecurry provides marketing support to companies and sells its own branded products to user communities on social media platforms such as Instagram and TikTok, which share common values and interests.

The company operates in both the business-oriented enterprise domain and the consumer domain for private customers. The enterprise domain accounted for 65.0% of net sales of fiscal year ended March 2023, and the consumer domain accounted for 35.0%.

CCXcloud serves as a data infrastructure platform and a set of data analysis tools for both the enterprise and consumer domains. It is linked to social networking services such as Instagram via an application program interface (API). CCXcloud accumulates behavioral data from client companies, influencers who can impact consumer behavior and social networking accounts for the company's branded services for consumers, as well as purchase data from Ricecurry's e-commerce sites.

Enterprise Domain

The enterprise domain comprises Marketing DX, which provides marketing support to large enterprises dealing primarily with consumer goods, food and everyday items, and Data Cloud, centered on ad-start by CCXcloud, which places ads on social media and Google for small- and medium-sized companies for a low monthly fee.

Consumer Domain

In the consumer domain, the company conducts marketing activities targeting communities formed through its media operations in a variety of domains, engaging in brand development and product sales. Net sales are from the sale of the company's own branded products.

Ricecurry's major brands include MiiS, an oral beauty brand that includes teeth whitening gel, and RiLi, an apparel brand targeting Generation Z.

Financial Statements

Statement of income	Fiscal Year	Mar. 2023		Mar. 2024	
		(mn yen)	(%)	(mn yen)	(%)
Net sales		1,833	100.0	2,374	100.0
Cost of sales		821	44.8	1,088	45.8
Gross profit		1,011	55.2	1,286	54.2
Selling, general and administrative expenses		1,178	64.3	1,198	50.5
Operating profit		-166	-	87	3.7
Non-operating income		4	-	7	-
Non-operating expenses		4	-	5	-
Ordinary profit		-166	-	89	3.7
Profit before income taxes		-169	-	89	3.7
Profit attributable to owners of parent		-121	-	109	4.6

Balance sheet	Fiscal Year	Mar. 2023		Mar. 2024	
		(mn yen)	(%)	(mn yen)	(%)
Current assets		536	42.7	1,104	61.5
Cash and deposits		196	15.6	638	35.6
Accounts receivable-trade		192	15.3	256	14.3
Inventories		122	9.7	183	10.2
Non-current assets		719	57.3	690	38.5
Property, plant and equipment		16	1.3	16	0.9
Intangible assets		577	46.0	550	30.7
Investments and other assets		125	10.0	123	6.9
Total assets		1,255	100.0	1,794	100.0
Current liabilities		375	29.9	590	32.9
Accounts payable - trade		107	8.5	115	6.4
Short-term borrowings		24	1.9	75	4.2
Current portion of long-term borrowings		68	5.4	156	8.7
Non-current liabilities		237	18.9	452	25.2
Long-term borrowings		233	18.6	449	25.0
Net assets		641	51.1	751	41.9
Owners' equity		641	51.1	751	41.9

Statement of cash flows	Fiscal Year	Mar. 2023		Mar. 2024	
		(mn yen)	(mn yen)	(mn yen)	(mn yen)
Cash flows from operating activities		-154		92	
Depreciation		12		17	
Amortization of goodwill		31		38	
Cash flows from investing activities		-306		-28	
Cash flows from financing activities		314		353	
Dividends paid		-		-	
Net increase in cash and cash equivalents		-148		416	
Cash and cash equivalents		196		613	

Note: Consolidated

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

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