

Provides web marketing tools, consulting and recruiting services

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【220A Faber Company 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)
Sep. 2022	1,996	-	310	-	311	-	208	-	86.7	575.0	0.0
Sep. 2023	2,183	9.4	308	-0.6	309	-0.6	214	2.9	89.3	664.3	0.0
Sep. 2024 f	2,260	3.5	309	0.3	281	-9.1	204	-4.7	83.2	-	0.0

Note: Consolidated basis. Figures for the fiscal year ending September 2024 is the company's forecasts.
It conducted 1:1,500 stock split on February 21, 2024. Per share indices are adjusted retroactively.

Provides Web Marketing Tools, Consulting and Human Resource Services

The Faber Company group comprises the company and its Vietnamese system development subsidiary. It provides a suite of tools in the digital marketing domain to support the increase of website traffic via search engines and boost conversions, such as product and service purchases or requests for information materials. Additionally, it offers services related to web marketing, including human resource placement, education and consulting.

For fiscal year ended September 2023, digital marketing automation tools accounted for 59.3% of net sales, digital marketing resources for 35.0%, and other for 5.7%. Other sales came from the import and sale of silver accessories via e-commerce, which was acquired as a place for web marketing practice. However, the subsidiary in charge, E-Shop Hive, was liquidated in February 2024 due to factors such as the deteriorating profitability of imported products caused by the depreciated yen.

Digital Marketing Automation Tools

Digital marketing automation tools include those that support maximizing customer inflow to websites, those that utilize heat maps to visualize website issues and maximize conversions through UI/UX enhancements and those that use Google Maps to maximize store customer traffic. All tools are provided as SaaS services.

Digital Marketing Resources

Digital marketing resources services include providing digital marketing human resources to companies and solution services, where the company's employees offer consulting services. The former accounts for about 70% of digital marketing resources net sales and the latter for around 30%.

Financial Statements

Statement of income	Fiscal Year	Sep. 2022		Sep. 2023		Six months to Mar.2024	
		(mn yen)	(%)	(mn yen)	(%)	(mn yen)	(%)
Net sales		1,996	100.0	2,183	100.0	1,154	100.0
Cost of sales		597	29.9	707	32.4	361	31.3
Gross profit		1,398	70.0	1,476	67.6	793	68.7
Selling, general and administrative expenses		1,087	54.5	1,167	53.5	601	52.1
Operating profit		310	15.5	308	14.1	192	16.6
Non-operating income		0	-	1	-	0	-
Non-operating expenses		0	-	0	-	3	-
Ordinary profit		311	15.6	309	14.2	189	16.4
Profit before income taxes		311	15.6	309	14.2	174	15.1
Profit attributable to owners of parent		208	10.4	214	9.8	121	10.5

Balance sheet	Fiscal Year	Sep. 2022		Sep. 2023		Mar.2024	
		(mn yen)	(%)	(mn yen)	(%)	(mn yen)	(%)
Current assets		1,763	98.2	2,040	98.2	2,122	98.3
Cash and deposits		1,563	87.1	1,808	87.0	1,880	87.1
Accounts receivable-trade		155	8.6	167	8.0	202	9.4
Inventories		16	0.9	24	1.2	-	-
Non-current assets		31	1.7	37	1.8	37	1.7
Property, plant and equipment		3	0.2	3	0.1	3	0.1
Intangible assets		2	0.1	1	0.0	1	0.0
Investments and other assets		26	1.4	32	1.5	32	1.5
Total assets		1,795	100.0	2,078	100.0	2,159	100.0
Current liabilities		415	23.1	483	23.2	443	20.5
Accounts payable - trade		49	2.7	65	3.1	56	2.6
Non-current liabilities		0	0.0	-	-	-	-
Net assets		1,379	76.8	1,594	76.7	1,716	79.5
Owners' equity		1,379	76.8	1,594	76.7	1,716	79.5

Statement of cash flows	Fiscal Year	Sep. 2022	May. 2023	Six months to Mar.2024
		(mn yen)	(mn yen)	(mn yen)
Cash flows from operating activities		184	253	75
Depreciation		1	2	1
Cash flows from investing activities		-1	-8	0
Cash flows from financing activities		-	-	-3
Dividends paid		-	-	-
Net increase in cash and cash equivalents		186	245	71
Cash and cash equivalents		1,563	1,808	1,880

Note: Consolidated

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

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