dely (299A TSE Growth)

Operates recipe videos, shopping support apps and entertainment platforms

This report is an English translation of part of the report issued on December 20, 2024. For inquiries concerning the report, please contract info@stock-r.org

[299A dely	Sector : Services]	
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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	6,972	10.5	2,079	-	2,075	20.3	1,315	-27.6	31.8	9.8	0.0
Mar. 2024	9,897	42.0	2,340	12.6	2,325	12.0	1,482	12.7	35.9	45.6	0.0
Mar. 2025	f 12,568	27.0	2,526	7.9	2,499	7.5	1,613	8.8	39.1	-	0.0

Note: Non-consolidated basis.Figures for the fiscal year ending March 2025 is the company's forecasts.

It conducted 1:10 stock split on October 15, 2024.Per share indicies are adjusted retroactively.

Operates Retail and Entertainment Platforms

dely offers various services, including Kurashiru, Kurashiru Rewards, Kurashiru Jobs, TRILL and LIVEwith.

Kurashiru is a recipe video service offering over 250,000 videos. Kurashiru's revenue is derived from premium membership fee income, ad network revenue, tie-up advertising revenue from food, beverage and other companies for brand and product recognition and revenue from publishing electronic leaflets from retail stores.

The Kurashiru Rewards shopping support app is a service that allows consumers to earn coins as rewards for activities such as purchasing or signing up for products or services being promoted, uploading receipts from items purchased, viewing electronic leaflets from retail stores or visiting shops.

Kurashiru Rewards revenue includes that from affiliates, must-buy revenue and income from publishing electronic leaflets from retail stores.

Kurashiru Jobs is a human resources service that primarily offers full-time employment placement services for young job seekers with no industry experience, with revenue coming in the form of success fees from hiring companies.

TRILL is a lifestyle information medium. In collaboration with more than 250 content partners, TRILL provides a wide variety of content in genres ranging from beauty, fashion and fortune-telling to gourmet food and travel. Ad network revenue and income from tieup ads with advertisers constitute the main revenue streams.

LIVEwith is a creator management service that discovers and supports streamers' activities on TikTok LIVE and other live streaming platforms. Revenue is in the form of payments such as tips and other earnings received by the streamers from participants on the live streaming platforms.

Newly Listed Company Introduction Report

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January 10, 2025

Financial Statements

Statement of income	Fiscal Year	Mar. 2023		Mar. 2024		Six months to Sep.2024	
		(mn yen)	(%)	(mn yen)	(%)	(mn yen)	(%)
Net sales		6,972	100.0	9,897	100.0	5,836	100.0
Cost of sales		2,280	32.7	4,506	45.5	2,817	48.3
Gross profit		4,691	67.3	5,391	54.5	3,018	51.7
Selling, general and administrative	e expenses	2,612	37.5	3,050	30.8	1,751	30.0
Operating profit		2,079	29.8	2,340	23.6	1,267	21.7
Non-operating income		5	-	6	-	2	-
Non-operating expenses		8	-	21	-	29	-
Ordinary profit		2,075	29.8	2,325	23.5	1,240	21.2
Profit before income taxes		1,878	26.9	2,325	23.5	1,240	21.2
Net profit		1,315	18.9	1,482	15.0	787	13.5

Balance sheet	Fiscal Year	Mar. 2023		Mar. 2024		Sep.2024	
		(mn yen)	(%)	(mn yen)	(%)	(mn yen)	(%)
Current assets		6,772	75.4	8,591	81.5	9,508	82.7
Cash and deposits		5,593	62.3	7,087	67.3	7,842	68.2
Accounts receivable-trade		1,047	11.7	1,343	12.7	1,454	12.6
Contract asset		3	0.0	4	0.0	3	0.0
Non-current assets		2,204	24.6	1,944	18.5	1,987	17.3
Property, plant and equipment		190	2.1	177	1.7	173	1.5
Intangible assets		986	11.0	837	7.9	758	6.6
Investments and other assets		1,027	11.4	929	8.8	1,055	9.2
Total assets		8,976	100.0	10,535	100.0	11,496	100.0
Current liabilities		1,554	17.3	1,628	15.5	1,806	15.7
Accounts payable - trade		-	-	-	-	-	-
Non-current liabilities		-	-	-	-	-	-
Net assets		7,422	82.7	8,906	84.5	9,689	84.3
Owners' equity		7,416	82.6	8,899	84.5	9,682	84.2

Statement of cash flows	Fiscal Year	Mar. 2023	Mar. 2024	Six months to Sep.2024
		(mn yen)	(mn yen)	(mn yen)
Cash flows from operating activities		2,028	1,406	827
Depreciation		87	41	15
Amortization of goodwill		-	128	64
Cash flows from investing activities		-824	87	-72
Cash flows from financing activities		5	-	-
Dividends paid		-	-	-
Net increase in cash and cash equiv	alents	1,208	1,493	755
Cash and cash equivalents		5,593	7,087	7,842

Note:Non-consolidated

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

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