

Comprehensively providing diverse services that streamline sales promotion activities for retail companies and others

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【300A MIC 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)
Mar. 2023	10,328	22.5	571	-	635	-30.1	408	-38.8	68.1	1,084.2	20.0
Mar. 2024	10,115	-2.1	529	-7.4	572	-9.9	365	-10.5	60.9	1,124.5	20.0
Mar. 2025 f	11,399	12.7	619	17.0	648	13.3	418	14.5	66.5	-	17.6

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

It conducted 1:300 stock split on September 1, 2024. Per share indices are adjusted retroactively.

Streamlining Sales Promotion Activities for Retail and Other Companies

MIC offers the retail sales promotion 360° full service, which streamlines and optimizes sales promotion activities for retail, telecommunications, IT, financial and other companies. It also provides the service for manufacturers that sell products through retail stores.

The 360° full service offers comprehensive benefits, ranging from planning and design to production and printing product packaging and sales promotion materials, sorting and delivery of sales promotion materials for manufacturers to individual retail stores, to providing a cloud system for managing the inventory and placing orders for sales promotion materials.

Alongside its 360° full service offering, the company is focusing on Co.HUB, a joint delivery service that delivers promotional materials to drugstores, and PromOS, a promotional digital transformation (DX) cloud service. These strategic services connect retail companies and manufacturers, maximizing sales promotion activity efficiency for both parties.

Joint Delivery Service for Drugstore Promotional Materials

Previously, each manufacturer sent their promotional materials to each drugstore. With the Co.HUB service, promotional materials from each manufacturer are consolidated at the company's distribution center, sorted and packaged according to the type and number of materials required for each drugstore, and then packed materials of multiple manufacturers together into a single package for joint delivery, in principle once a week. MIC earns revenue from manufacturers that outsource promotional material delivery.

Sales Promotion DX Cloud Service

PromOS is an SaaS-type cloud service that can be used to give instructions and check the progress of sales promotion work included in the 360° full service as a core system for sales promotion activities. Both retail companies and manufacturers use it. It also supports customization for each client. Those clients who want to subscribe to PromOS are required to use the company's distribution center and warehouse.

Financial Statements

Statement of income	Fiscal Year	Mar. 2023		Mar. 2024		Six months to Sep.2024	
		(mn yen)	(%)	(mn yen)	(%)	(mn yen)	(%)
Net sales		10,328	100.0	10,115	100.0	5,704	100.0
Cost of sales		7,649	74.1	7,456	73.7	4,150	72.8
Gross profit		2,679	25.9	2,659	26.3	1,553	27.2
Selling, general and administrative expenses		2,107	20.4	2,129	21.0	1,162	20.4
Operating profit		571	5.5	529	5.2	391	6.9
Non-operating income		66	-	46	-	24	-
Non-operating expenses		3	-	3	-	4	-
Ordinary profit		635	6.1	572	5.7	411	7.2
Profit before income taxes		635	6.1	570	5.6	409	7.2
Net profit		408	4.0	365	3.6	264	4.6

Balance sheet	Fiscal Year	Mar. 2023		Mar. 2024		Sep.2024	
		(mn yen)	(%)	(mn yen)	(%)	(mn yen)	(%)
Current assets		3,594	42.7	4,031	46.1	4,150	47.1
Cash and deposits		1,870	22.2	2,160	24.7	2,198	24.9
Accounts receivable-trade		1,420	16.9	1,564	17.9	1,633	18.5
Inventories		161	1.9	183	2.1	183	2.1
Non-current assets		4,825	57.3	4,713	53.9	4,663	52.9
Property, plant and equipment		4,332	51.4	4,220	48.3	4,182	47.5
Intangible assets		126	1.5	126	1.4	108	1.2
Investments and other assets		366	4.3	366	4.2	372	4.2
Total assets		8,420	100.0	8,744	100.0	8,813	100.0
Current liabilities		1,756	20.9	1,874	21.4	1,836	20.8
Accounts payable - trade		611	7.3	608	7.0	596	6.8
Short-term borrowings		303	3.6	300	3.4	303	3.4
Current portion of long-term borrowings		107	1.3	9	0.1	-	-
Non-current liabilities		159	1.9	123	1.4	89	1.0
Long-term borrowings		9	0.1	-	-	-	-
Net assets		6,504	77.2	6,747	77.2	6,887	78.1
Owners' equity		6,504	77.2	6,747	77.2	6,887	78.1

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		622	704	224
Depreciation		248	257	112
Cash flows from investing activities		-457	-183	-60
Cash flows from financing activities		-463	-230	-126
Dividends paid		-120	-120	-120
Net increase in cash and cash equivalents		-298	290	37
Cash and cash equivalents		1,870	2,160	2,198

Note: Non-consolidated

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

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