

**Developing and providing visual marketing platform**

This report is an English translation of part of the report issued on December 27, 2024.  
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**[303A visumo 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)
Mar. 2023	522	52.1	13	-	12	-66.5	9	-65.2	6.4	241.1	0.0
Mar. 2024	678	30.0	18	37.2	19	54.5	12	28.8	8.2	249.3	0.0
Mar. 2025 f	821	21.0	73	3.9x	58	2.9x	41	3.3x	26.8	-	0.0

Note: Non-consolidated basis. Figures for the fiscal year ending March 2025 is the company's forecasts.  
It conducted 1:50 stock split on October 16, 2024. Per share indices are adjusted retroactively.

**Providing Visual Marketing Platform visumo**

visumo develops and provides the visual marketing platform, visumo. visumo is a platform designed for companies looking to make effective use of digital assets, such as photos and videos, on owned media. It enables centralized management of these assets and content creation without specialized knowledge. As of the end of September 2024, the number of companies using visumo's services reached 649.

visumo was founded in April 2019 to succeed the visual marketing platform business of ecbeing, which is a wholly owned subsidiary of SOFTCREATE HOLDINGS that develops package software for e-commerce sites. SOFTCREATE HOLDINGS, which held 59.1% of the shares upon visumo's listing, remains as visumo's parent company.

In April 2021, it released additional functions visumo snap and visumo video. visumo snap is a function that enables client companies to upload photos and videos they have taken and publish them on owned media, while visumo video specializes in managing and utilizing video data.

In September 2024, the company began offering visumo recommend. It utilizes AI to analyze the relationship between content and user behavior history, including page views and reactions, to display content matching user preferences. The company is gradually expanding the product's functionality. Moreover, there is a function that links data to external tools via API.

## Financial Statements

Statement of income	Fiscal Year	Mar. 2023		Mar. 2024		Six months to Sep.2024	
		(mn yen)	(%)	(mn yen)	(%)	(mn yen)	(%)
Net sales		522	100.0	678	100.0	395	100.0
Cost of sales		147	28.3	219	32.4	128	32.5
Gross profit		374	71.7	459	67.6	267	67.5
Selling, general and administrative expenses		360	69.1	440	64.9	227	57.5
Operating profit		13	2.6	18	2.8	39	10.1
Non-operating income		0	0.0	1	0.2	0	0.0
Non-operating expenses		0	0.0	0	0.0	-	-
Ordinary profit		12	2.5	19	2.9	39	10.1
Profit before income taxes		12	2.5	19	2.9	39	10.1
Net profit		9	1.8	12	1.8	26	6.7

Balance sheet	Fiscal Year	Mar. 2023		Mar. 2024		Sep.2024	
		(mn yen)	(%)	(mn yen)	(%)	(mn yen)	(%)
Current assets		308	66.2	324	63.2	332	61.2
Cash and deposits		219	47.2	231	45.2	225	41.5
Accounts receivable - trade		58	12.5	76	14.9	85	15.8
Prepaid expenses		24	5.3	15	3.1	21	3.9
Non-current assets		9	2.1	16	3.2	20	3.7
Property, plant and equipment		11	2.4	11	2.2	10	1.9
Intangible assets		117	25.3	146	28.5	169	31.1
Investments and other assets		28	6.1	30	6.0	31	5.7
Total assets		465	100.0	512	100.0	543	100.0
Current liabilities		94	20.3	121	23.7	122	22.6
Accounts payable - trade		10	2.2	15	3.1	10	1.9
Accounts payable		44	9.6	41	8.1	38	7.1
Accrued expenses		17	3.8	25	4.9	26	4.8
Income taxes payable		4	1.1	8	1.6	16	3.1
Non-current liabilities		9	2.1	16	3.2	20	3.7
Net assets		361	77.7	374	73.1	400	73.7
Owners' equity		361	77.7	373	73.0	400	73.6

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		39		88		42	
Depreciation		42		47		26	
Cash flows from investing activities		-51		-76		-48	
Purchase of intangible assets		-54		-73		-48	
Cash flows from financing activities		-5		-		-	
Dividends paid		-		-		-	
Net increase in cash and cash equivalents		-17		12		-5	
Cash and cash equivalents		219		231		225	

Note: Consolidated basis.

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

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