

Outdoor advertising specialists, engaged in everything from media development to sales

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【378A Hit 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)
Jun. 2023	3,435	-	1,137	-	1,135	-	755	-	135.8	307.8	13.0
Jun. 2024	4,122	20.0	1,397	22.9	1,403	23.6	935	23.8	168.2	464.4	17.5
Jun. 2025 f	4,462	8.3	1,424	1.9	1,413	0.7	932	-0.3	167.6	-	17.5

Note: Consolidated basis. Figures for the fiscal year ending June 2025 is the company's forecasts.

It conducted 1:200 stock split on March 7, 2025. Per share indices are adjusted retroactively.

Leading Company in Analog and Digital Outdoor Advertising

Hit operates a business through which it installs digital signage, analog billboards and other outdoor advertising media on rooftops and walls leased from real estate owners in downtown areas and at roadside locations, and displays ads from advertisers on its own media. The group comprises two companies, Hit Co., Ltd. and HIT SINGAPORE PTE. LTD., a consolidated subsidiary that is preparing to grow its business in the ASEAN region.

As of the end of April 2025, it owned 61 media with 139 spaces. If a medium consists of multiple advertising spaces, it is counted as a single medium. For example, the Metropolitan Expressway set board, which is installed along the Metropolitan Expressway and comprises 30 display panels, is counted as a single medium.

The company's owned outdoor advertising media are classified into two categories based on their installation location, downtown media and roadside media. In terms of display method, there are two categories, digital media (digital signage) and analog media (signboards).

As of the end of April 2025, the company owned nine digital media with 39 spaces, including seven media with 21 spaces in downtown areas and two media with 18 spaces along roadsides. Similarly, it owns 52 analog media with a total of 100 spaces, including 22 media with 31 spaces in downtown areas and 30 media with 69 spaces along roadsides.

Looking at net sales for fiscal year ended June 2024, owned digital media accounted for the lion's share at 76.0%, owned analog media for 13.7% and other media for 10.2%. The company's other offerings include creative production services for outdoor advertising and smartphone location-based advertising services linked to outdoor advertising.

Financial Statements

Statement of income	Fiscal Year	Jun. 2023		Jun. 2024		Nine months to Mar.2025	
		(mn yen)	(%)	(mn yen)	(%)	(mn yen)	(%)
Net sales		3,435	100.0	4,122	100.0	3,160	100.0
Cost of sales		1,248	36.3	1,508	36.6	1,228	38.9
Gross profit		2,187	63.7	2,613	63.4	1,931	61.1
Selling, general and administrative expenses		1,049	30.6	1,216	29.5	1,022	32.3
Operating profit		1,137	33.1	1,397	33.9	909	28.8
Non-operating income		15	0.4	22	0.5	6	0.2
Non-operating expenses		16	0.5	15	0.4	14	0.5
Ordinary profit		1,135	33.1	1,403	34.1	900	28.5
Profit before income taxes		1,086	31.6	1,381	33.5	900	28.5
Profit attributable to owners of parent		755	22.0	935	22.7	616	19.5

Balance sheet	Fiscal Year	Jun. 2023		Jun. 2024		Mar.2025	
		(mn yen)	(%)	(mn yen)	(%)	(mn yen)	(%)
Current assets		3,100	63.0	3,803	60.3	3,702	60.6
Cash and deposits		2,347	47.7	3,215	51.0	3,016	49.4
Trade receivables		308	6.3	240	3.8	423	6.9
Contract asset		436	8.9	332	5.3	255	4.2
Non-current assets		1,818	37.0	2,501	39.7	2,404	39.4
Property, plant and equipment		1,416	28.8	2,099	33.3	2,011	32.9
Intangible assets		17	0.4	14	0.2	10	0.2
Investments and other assets		384	7.8	387	6.1	382	6.3
Total assets		4,918	100.0	6,305	100.0	6,107	100.0
Current liabilities		1,500	30.5	1,782	28.3	1,514	24.8
Accounts payable - trade		88	1.8	127	2.0	153	2.5
Borrowings		459	9.3	586	9.3	536	8.8
Income taxes payable		212	4.3	283	4.5	55	0.9
Contract liability		333	6.8	516	8.2	464	7.6
Non-current liabilities		1,701	34.6	1,936	30.7	1,492	24.4
Borrowings		995	20.2	1,324	21.0	950	15.6
Net assets		1,716	34.9	2,586	41.0	3,100	50.8
Owners' equity		1,687	34.3	2,550	40.4	3,069	50.3

Statement of cash flows	Fiscal Year	Jun. 2023	Jun. 2024
		(mn yen)	(mn yen)
Cash flows from operating activities		978	1,513
Depreciation		217	244
Cash flows from investing activities		-245	-999
Cash flows from financing activities		-182	274
Dividends paid		-27	-72
Net increase in cash and cash equivalents		554	795
Cash and cash equivalents		2,056	2,852

Note: Consolidated

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

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