Gunosy

FY2024/5 Financial Results for Q1

Gunosy Inc. TSE Prime (6047)

Gunosy

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Executive Summary

Financial Summary

Net sales 1,880 Million yen Operating profit -185 Million yen

YoY 97.6% YoY -

(Million yen)	Net sales	Operating profit	14%	Percentage of
Gunosy	1,169	-265	0411	consolidated net sales
Game8	456	91	62%	■ Gunosy ■ Game8 ■ Others
Others	254	-11		

Summary

- Product KPIs in Gunosy remained strong. However, sales declined both QoQ and YoY due to the negative impact of per-user profitability.
- In Game8, sales of "game8.jp" continued to be strong. As for the overseas business, eCPM is also showing signs of gaining strength in the near term.
- In "slice", a product update was completed in conjunction with the acquisition of a full PPI license. In addition, the Reserve Bank of India (RBI) approved the merger of slice and NESFB. (PPI: Prepaid payment instrument)

Portfolio Summary



The profitability forecast for our media business has been lowered, but Game8 is making up for it. The growth potential of "slice" has improved significantly in both the short and medium to long term. In the area of large language models (LLM), "Udekiki", a product for our corporate customers, is scheduled for release in November.

	Gunosy Group business portfolio				
	Media Business	Game8 Group	Investment	New Businesses	
	Gunosy, NewsPass, au Service Toray	Game8, Smarprise	slice	LLM, YOU IN, colleize etc.	
Guideline	Aim for a market capitalization of 100 billion yen in the medium to long term				
Policy	Raise investment criteria and curtail advertising investment in the face of growing uncertainty about profitability	Invest in areas where we can leverage our existing media strength and customer base	Continue close asset management to enhance the value of our investments	(LLM) Launch a new product (Others) Make investment decisions on an individual basis while monitoring business progress	
Current summary	 Product KPIs remained strong. Weakness in the advertising market continued to cause lackluster performance in direct media buying and declining profitability in programmatic advertising. 	 Both PV and eCPM remained strong. Signs of positive growth in eCPM, particularly in the overseas business, are a positive factor for sales in Q2 and beyond. 	 (slice) Profitability improvement is underway to become profitable in a single month. A full PPI license was acquired in August 2023, which will be a driver of AUM growth. The RBI approved the merger of slice and NESFB (North East Small Finance Bank). 	In November 2023, will allow us to enter "Udekiki" will be launched to encourage our corporate customers to use LLM, which the BtoB space.	

Sales Increase / Decrease

*1: Sales of Gunosy Ads are the total of "Gunosy", "NewsPass", "au Service Today" and "LUCRA".



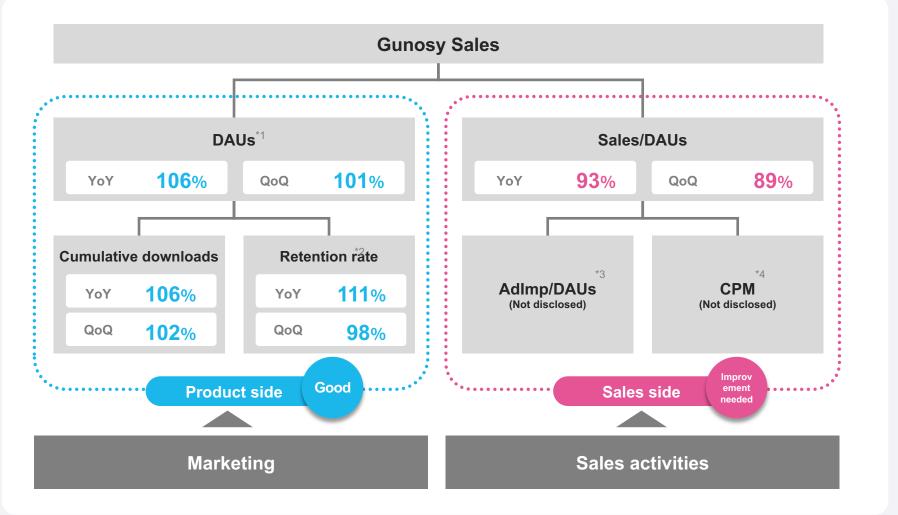
In Gunosy Ads, the recovery of profitability was slower than expected, resulting in lower sales. **Game8** and Others saw both QoQ and YoY sales growth.

Details of sales increase/decrease (Million yen) Difference FY2024/5 Factors behind increase/decrease Q1 result QoQ YoY Gunosy Ads YoY: The primary reasons for the sales decline were the impact -179 Gunosy Ads 1.018 -195 of overall weakness in the advertising market and a decline in DAUs for NewsPass and au Service Today. QoQ: Gunosy's DAUs increased YoY due to an improvement in the retention rate, but the previous quarter was in an **ADNW** 110 -90 -8 advertising demand season and the recovery in profitability per user was slower than expected, resulting in a decline in sales. **ADNW** Game8 456 87 10 Although impressions temporarily increased QoQ, CPM continued to decline, resulting in lower sales both YoY and QoQ. Game8 Sales of "game8.jp" remained strong, with sales increasing both YoY and Others 295 152 51 QoQ. Others "colleize", operated by Smarprise, is growing steadily, with sales increasing both YoY and QoQ. 1,880 -46 -126 Total

Progress Summary of Gunosy's Key KPIs

DAUs increased both YoY and QoQ as the retention rate maintained its post-improvement level.

On the other hand, S/D declined both YoY and QoQ due to a slower than expected recovery in profitability.



^{*1:} Daily Active Users

users who activate the app after a certain period of time.

^{*2:} The app retention rate refers to the percentage of new *4: Cost Per Mille

Gunosy

Status of S/D Improvement

Gunosy

The number of new deliveries of programmatic advertising increased as a result of increased sales volumes. On the other hand, the number of suspended deals also increased and direct media buying orders remained weak, resulting in a slower than expected recovery in S/D. We will work to improve profitability by creating advertising projects with commensurate benefits and developing new direct media buying products.

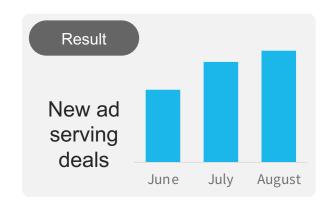
At the time FY2024/5 Q1 plan developed

The planned measures outlined in the Q1 disclosure (released on July 14) implemented and some effects achieved

Re-establish sales KPIs and monitoring system

Completed

Increased efforts to acquire new ad serving deals Completed



Q1 Review

Despite efforts, S/D did not recover

The overall advertising market outlook may be more challenging than we anticipated at the beginning of the period.

- →Although the number of new ad serving deals increased, the number of suspended ads also increased as a result of increasingly stringent ad effectiveness requirements. Consequently, the total number of ad deals remained unchanged QoQ.
- →**Direct media buying orders** declined.

Measure 1

Improved ad deal continuity

Improve deal continuity by working to create deals with commensurate advertising impact, while strengthening monitoring of the number of suspended deals.

Measure 2

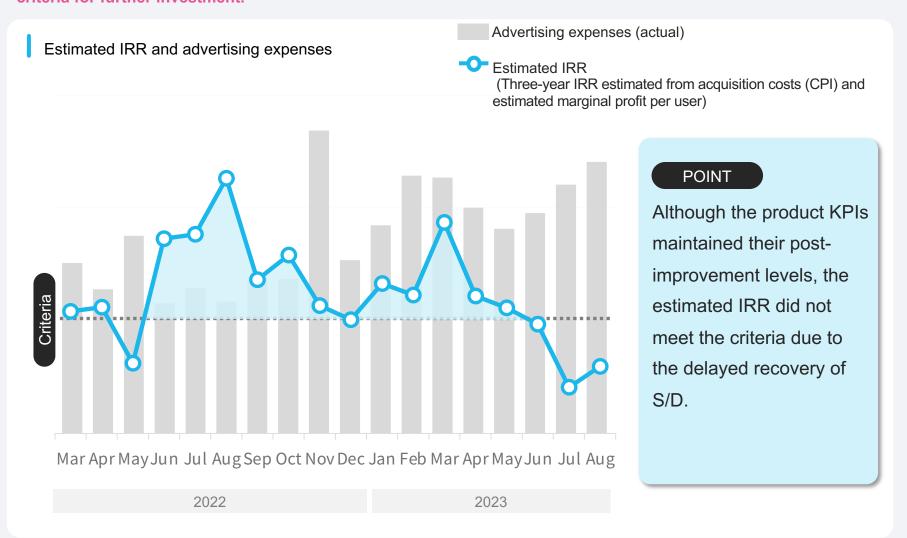
Start developing new direct media buying products

Work with sales partners to market new products

Advertising Expenses and Estimated IRR



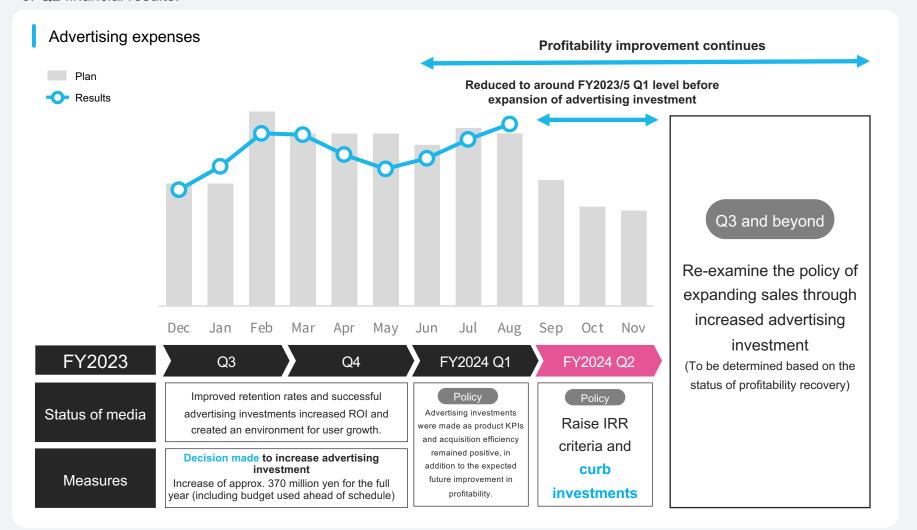
As retention rates and user acquisition efficiency remained strong, we made an advertising investment in anticipation of a return to profitability. However, the S/D recovery was delayed and the estimated IRR fell below the investment criteria in July and August. Given the uncertainty in profitability and the overall advertising market, we intend to raise our IRR criteria for further investment.



Advertising Investment in Gunosy

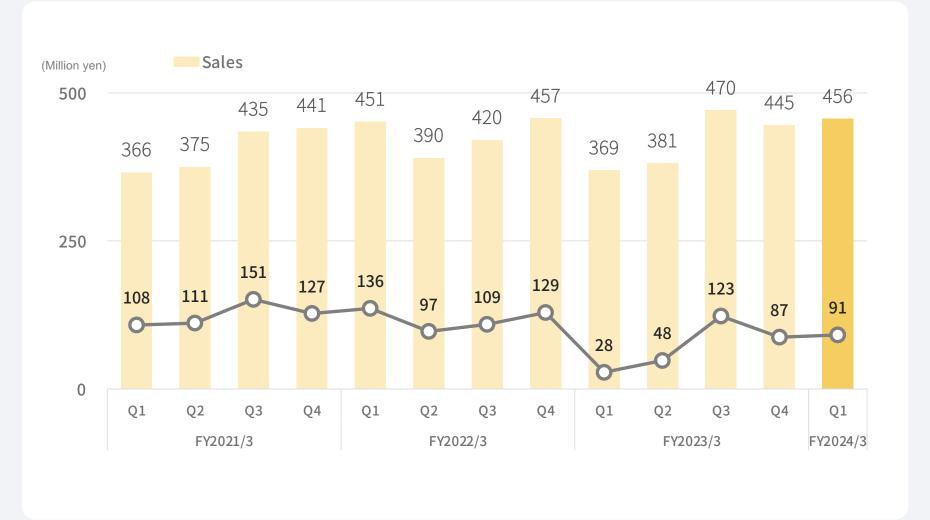


Given the increased uncertainty around profitability, we intend to raise the IRR criteria and curb advertising investment in Q2. We will reconsider our policy of expanding sales through advertising investment on the assumption that profitability on a non-consolidated basis will be achieved in FY2025. The revised policy will be announced at the time of the announcement of Q2 financial results.



Game8 (Sales and Operating Profit)

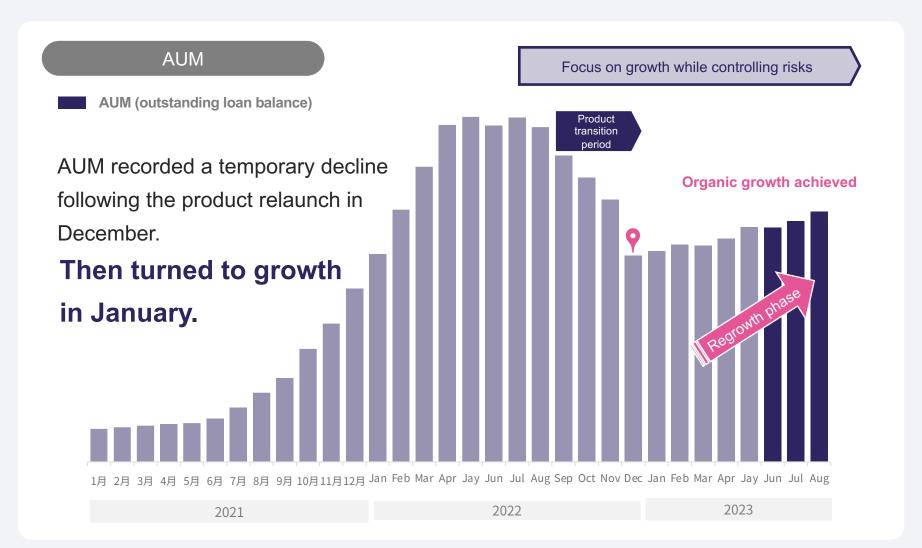
Sales in the media solutions business, primarily "game8.jp," remained strong, and **both sales and profit continued to increase**. In Q2, business is expected to be steady, particularly supported by improved profitability in the overseas media business.



Progress on KPIs

Gunosy

"slice" has been back on the growth track since the completion of the product release that complied with the Digital Lending Guidelines.



2 Topics about "slice"



- (1) A full PPI (*) license was acquired in August 2023. Product upgrades have been implemented.
- (2) The Reserve Bank of India (RBI) approved the merger of slice with North East Small Finance Bank (NESFB).



Acquisition of a full PPI license

A full PPI license acquired in August 2023. Product upgrades implemented. (PPI: Prepaid payment instrument)



Expected to be a driver of AUM growth



Press release on October 5, 2023



Medium- to long-term growth potential significantly expanded

Acquisition of a Full PPI License

Product has been updated upon acquisition of a full PPI (prepaid payment instrument) license.

The user experience is now that users can deposit money into their slice account at any time and use it for purchases and money transfers.



Service enhancements with full PPI licensing

- Charges can now be made at any time through a bank account.
- Charged amounts can be settled via UPI (Unified Payments Interface) or card.

Available for most everyday shopping occasions

Users receive rewards and cash back based on the amount they pay.

Aim to attract and retain more users by providing the same product experience as before complying with the Digital Lending Guidelines.

RBI Approves Merger with NESFB



This merger is an extremely important step in increasing slice's growth potential.

Gunosy will continue to support slice as a corporate shareholder after the merger.

NESFB

Small finance bank operating primarily in northeastern India

Company name
North East Small Finance Bank Ltd.

1st & 3rd Floor, Fortune Central, Basisthapur, Bye lane 3, Beltola Guwahati, Assam 781028,India

Representative
Rupali Kalita (Managing Director & CEO)

Business
Banking service

Capital
3,468 million Indian rupees (as of June 26, 2023)

- Founded in July 2016, with revenues of INR 3,352 million and total assets of INR 27,104 million in FY2023/3.
- Small Finance Banks are a specific type of financial institution created by the RBI in 2014 with the objective of providing financial services to small businesses and others in the underserved and unbanked areas of India in an inclusive manner.

Overview of the merger

Merger will deliver a more comprehensive digital financial experience

- 1. Prior to this RBI approval, we had acquired a 10% stake in NESFB to strengthen our relationship.
- 2. RBI approval acquired for the merger.
- The merger will become effective only after obtaining the approval of the National Company Law Tribunal (NCLT) and the shareholders as required under the Indian Companies Act. Upon completion of these processes, the merger will be consummated.
- 4. The merger will enable "slice" to operate under a banking license, which is expected to significantly enhance its growth potential in the medium to long term. (e.g. issuance of credit cards under its own brand, management of deposit accounts, etc. will become possible).
- 5. Gunosy will also acquire shares in the post-merger company. Dilution of shares as a result of the merger is expected to be limited.



Comment

Director and Chief Investment Officer (CIO)

Yuki Maniwa

The digitization of the business will enable the delivery of a high level of "user experience" services to users across India. It will also enable advanced risk management using data science technology. As a result, we expect to be able to leverage the strengths of both companies to create an unparalleled position in India.

(Reference Information) Banking Licenses in India



India has a small number of banks relative to its population. Therefore, holding a banking license is considered rare and highly valued. This is also the first time an Indian fintech company has entered a private sector bank.

The number of banks is small relative to the size of the population.

There are only 33 private sector banks in India with domestic capital.

Comparison of the number of private sector banks in Japan and India



Japan



India



543

banks



33 banks

(There are only 137 scheduled commercial banks in total.)



Population

120



Population

1.4

billion

POINT 1

First Indian fintech to operate as a private sector bank

POINT 2

The merger is expected to enhance slice's competitive advantage in India.

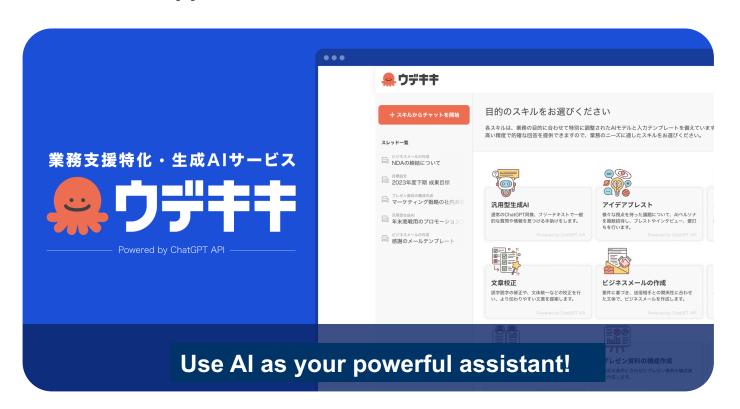
^{*2:} Number of Private Sector Banks and Small Finance Banks.

Progress in New Business

Gunosy

We developed the first of our Large Language Models (LLM) solution products to support all organizations facing the challenges of driving internal IT utilization and digital transformation. "Udekiki", a generative Al service focused on business support, will be available in early November.

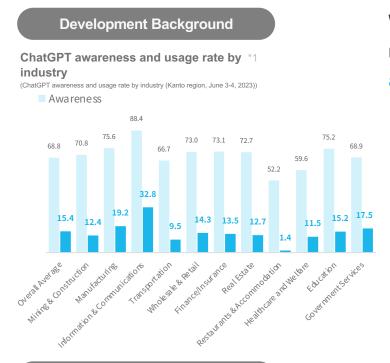
Generative Al service using ChatGPT, focused on business support



Overview of "Udekiki"



The user experience we have designed allows users to **easily use ChatGPT without requiring any special knowledge** for their business. By closing the productivity gap between those who are skilled in using generative AI and those who are not, we aim to help more businesses drive their digital transformation.



While awareness of ChatGPT is as high as 70%, which means that many business people are interested in it, actual usage is still low at around 15%.

- (1) The high degree of freedom of ChatGPT makes it difficult to form a concrete picture of its use in business operations.
- (2) In general, it is difficult to understand "how to ask questions to get the desired results."

Only a few users

who are proficient in using ChatGPT are able to use it for business purposes.

Udekiki will bring the experience of using ChatGPT for business purposes to all users with ease.

Features of "Udekiki"

Easy to use

No need to understand technical prompts, easy-to-use interface that is intuitive for everyone, even beginners

2

High Security

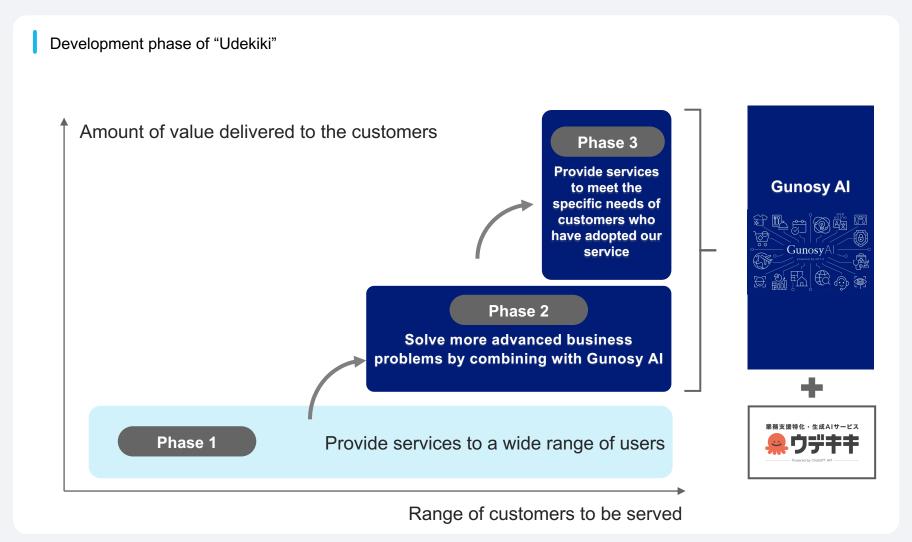
Operates in an industry-leading security environment, including database encryption and SAML-certified SSO support

"SSO (Single Sign-On): SSO is a system that allows you to log in to multiple services by simply authenticating once with your ID and password, without requiring additional authentication.

"Udekiki" Expected Future Developments

Gunosy

In Phase 1, we will reach out to a wide range of customers and help them promote business efficiency through the use of ChatGPT. In Phase 2 and beyond, we will strengthen the link with Gunosy AI, which we are developing in-house, to provide even more advanced solutions to customer problems.



Financial Results for FY2024/5 Q1

FY2024/5 Consolidated Results for Q1

Gunosy

Sales of Gunosy Ads declined YoY and QoQ due to changes in the advertising market, etc. In Q1, advertising investment was increased by 120 million yen YoY, resulting in a decrease in operating profit.

(Million yen)

		(******			
		QoQ cor	mparison	YoY con	nparison
	FY2024/5 Q1	FY2023/5 Q4	QoQ	FY2023/5 Q1	YoY
Net sales	1,880	2,006	93.7%	1,927	97.6%
Operating profit	-185	-112	-	-83	-
Operating margin	-	-	-	_	-
Ordinary profit	-525	-472	-	-628	-
Profit attributable to owners of parent	-714	-657	-	384	-

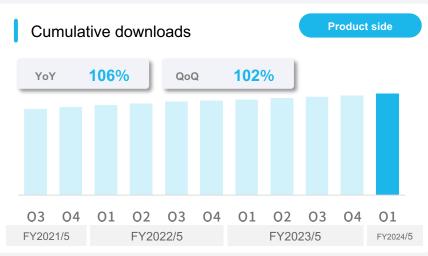
Gunosy's Key KPIs



The product improvements we have been working on since the previous fiscal year have helped **the retention rate to maintain the improved figures and increased significantly YoY**. Although we have taken measures to improve S/D, the recovery has been slower than expected.





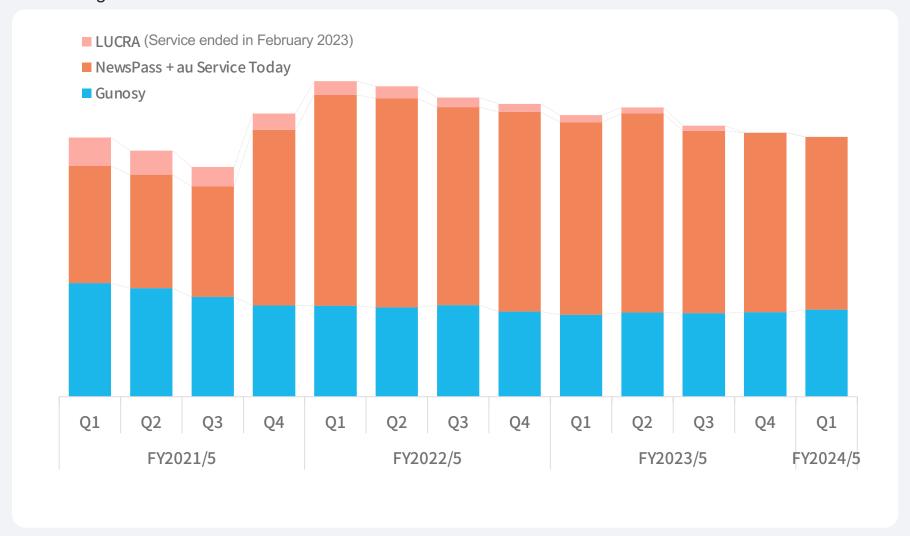




Total Number of Active Users (MAUs)

Gunosy

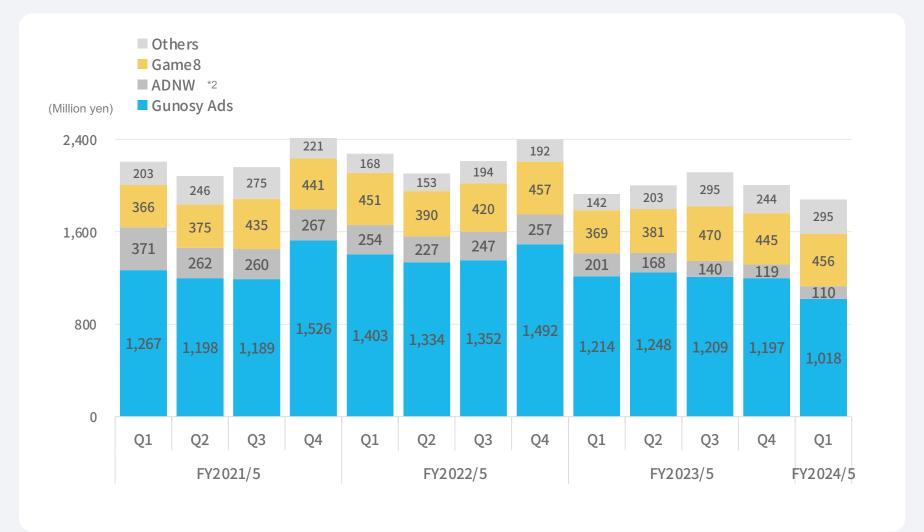
MAUs increased slightly due to the positive effects of measures to improve the retention rate, which we have been working on since the previous fiscal year. For NewsPass and au Service Today, we will conduct promotions in cooperation with KDDI to increase the number of new users, with the aim of increasing MAUs.



Breakdown of Net Sales*1

Gunosy

While Game8's sales grew steadily YoY and QoQ, Gunosy Ads' sales declined significantly, resulting in a YoY and QoQ decline in sales for the Group as a whole. We will continue to work on improving the profitability of Gunosy Ads and aim to improve its performance.



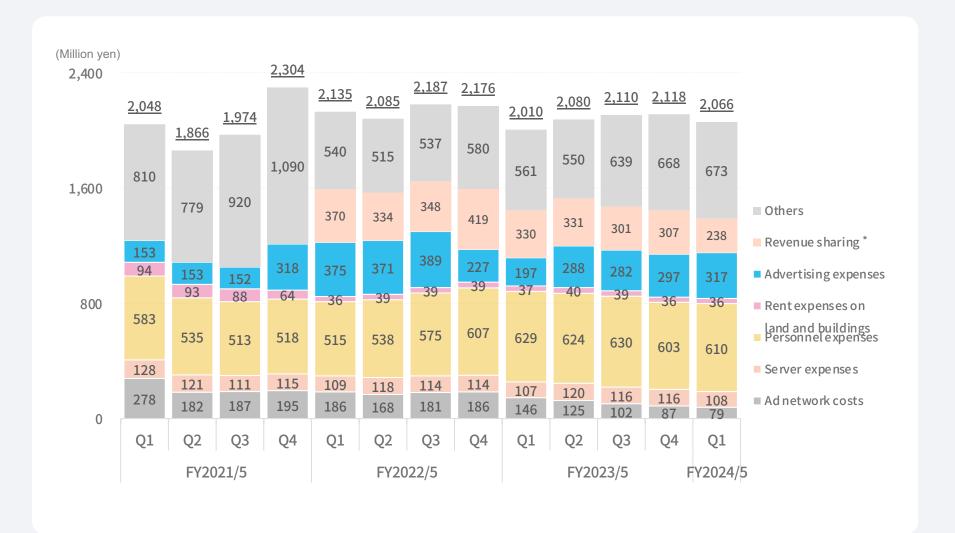
^{1:} Sales of Gunosy Ads, ADNW and Game8 are presented on a nonconsolidated basis. Internal trade adjustments are included in Others

^{*2:} Sales of Gunosy Ads are the total of "Gunosy", "NewsPass", "au Service Today" and "LUCRA" (Service ended in Februar(C) Gunosy Inc. All Rights Reserved

Cost Structure



Advertising expenses increased QoQ due to increased investment in Gunosy. Other costs are tightly controlled with no major changes.



^{* &}quot;Revenue sharing" included in "Others" in FY2021/5 and earlier, but separated from "Others" from FY2022/5 Q1. "Live video production expenses" is included in "Others" from FY2022/5 Q1.

FY2024/5 Outlook

FY2024/5 Results Forecast (Consolidated)

Gunosy

The sales progression rate in Q1 was 23.9%. Based on the improved profitability of Gunosy, we have shifted to a policy of temporarily reducing advertising investment in Q2. We will reconsider our advertising investment policy from Q3 while reviewing profitability and other KPI trends.

		(Million yen)	
	FY2024/5 Q1	FY2024/5 full-year forecast	Progression rate
Net sales	1,880	7,880	23.9%
Operating profit	-185	-500	-
Operating margin	_	_	-
Ordinary profit	-525	-999	-
Profit attributable to owners of parent	-714	-1,070	_

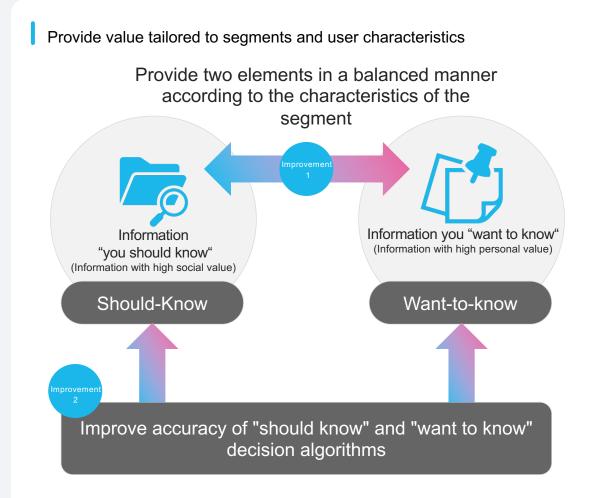
As a result of our valuation of Caster Co., Ltd.'s investment securities based on the company's IPO price and other factors, a loss on valuation of investment securities of 165 million yen was recorded as an impairment loss.

Business Overview by Division

Gunosy

Gunosy

Improvements have been made to segment users by frequency of use and method of use, and to achieve a proper balance of "information you should know" and "information you want to know" articles according to the characteristics of each segment. We will continue to improve the accuracy of the article distribution algorithm and provide even greater value as a service close to users.



Mainly applied to the topic page



au Service Today



In addition to a campaign to promote the use of au Service Today as a portal application, a joint promotion with KDDI was conducted. **The number of new users increased** recently.

Ponta point present campaign

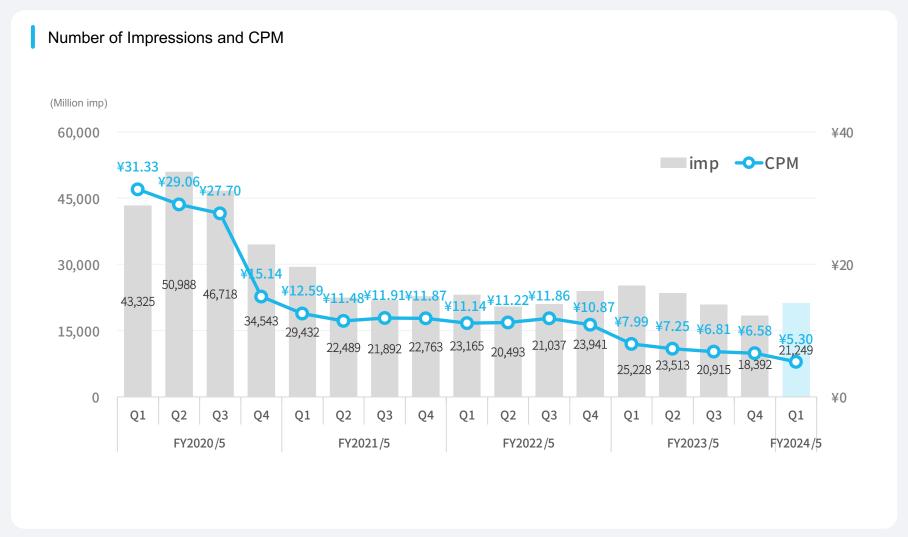
Since Sep. 15



Number of new users Various measures taken to increase the number of users Jul Jun Aug Sep 2023

Ad Network (ADNW)

While impressions grew QoQ, in line with last year's trend, cost per mille (CPM) remained weak.



"colleize", a Service of Smarprise

"colleize", a service provided by Smarprise (a Game8 subsidiary), contributed to the growth of "Other sales" for the entire Group. New initiatives, such as the provision of original products, are also being promoted.

"colleize" is an "e-commerce platform" specializing in official merchandise and officially licensed products.



Steady growth in membership/GMV since launch in June 2021 (GMV: Gross merchandise value)

"colleize", a platform that does not rely on specific companies, is increasing the number of IP and products it offers.

Investment



The overall cumulative investment remains in the range of approximately 5 billion yen. Caster Co., Ltd. went public on October 4. We view this as a positive event for the company's future growth potential and intend to continue to hold the stock.

* Investments made since October 2018, when the investment project was launched, are included in the following:

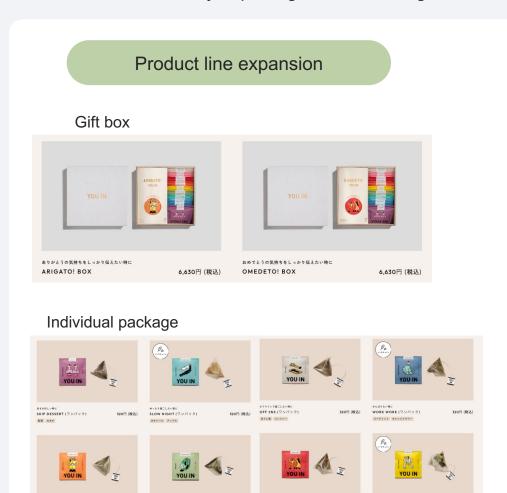


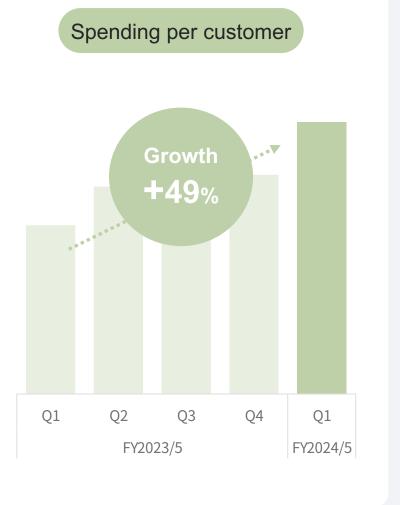
YOU IN

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Spending per customer is increasing as a result of the expanded product range and price revisions. We are targeting growth in Q2 and beyond by encouraging shoppers interested in well-being to buy our products for their own use and by capturing demand during the winter season.

COOL DOWN(ワンパック)





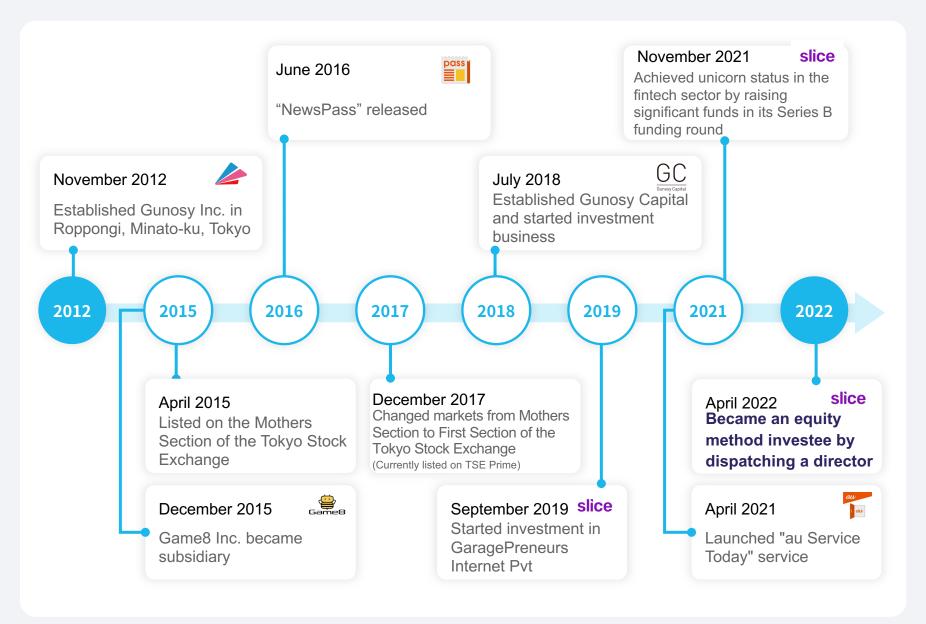
Company Information

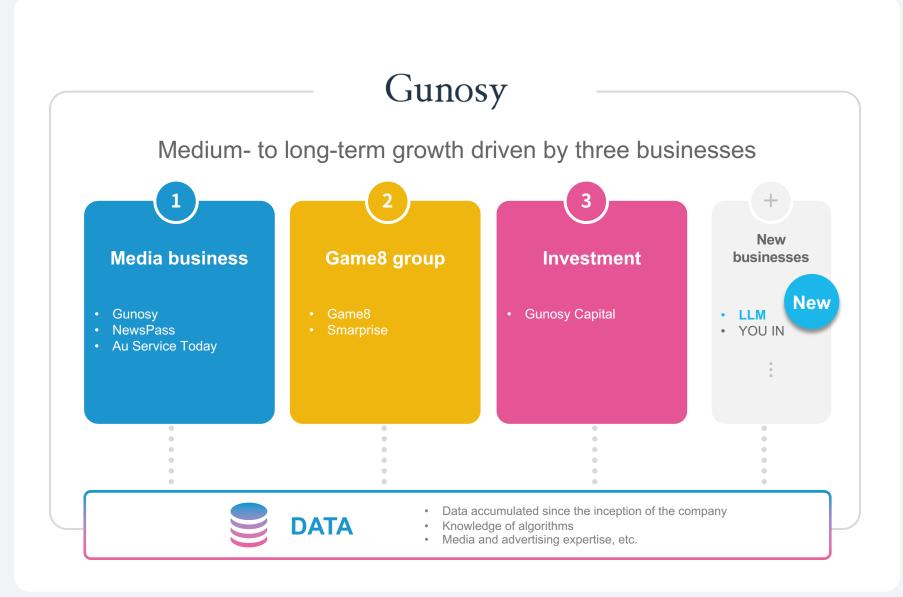


Optimally deliver information to people around the world

History

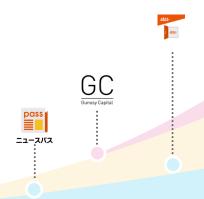






Increase corporate value through growth of existing businesses and development of new businesses

Aim for group-wide growth with a market capitalization of 100 billion yen as a medium-to long-term target





Established

Reference Materials

Overview of Gunosy Inc.

Gunosy

Basic Information

Company name: Gunosy Inc.

Representative: Shinji Kimura

Yuya Taketani

Established: November 14, 2012

Fiscal year end: May

Capital: 4,099 million yen

(as of the end of August 2023)

Stock Code: 6047 (TSE Prime)

Audit corporation: Ernst & Young ShinNihon LLC

Number of 249

employees: (as of the end of August 2023, on a

consolidated basis)

Head office: 2-24-12 Shibuya, Shibuya-ku, Tokyo

Business: Development and operation of information

curation service and other media

Representative Director and Chairman,

Officers: Group Chief Executive Officer (CEO),

Shinji Kimura

Representative Director and President,

Yuya Taketani

Director and Chief Investment Officer (CIO),

Yuki Maniwa

Director, Kentaro Nishio

Director, Masaaki Nose

Director (Outside), Suguru Tomizuka

Director (Outside), Junichi Shiroshita

Director (Outside), Hirokazu Mashita

Director (Outside), Lei-Isabelle Nakao

Corporate Auditor, Masakazu Ishibashi

Corporate Auditor (Outside), Kenji Shimizu

Corporate Auditor (Outside), Kengo Wada

Our Management Team

Gunosy

The management structure for FY2023/5 is as follows. We are continuing to strengthen our governance, including the transition from a non-statutory Compensation Committee to a non-statutory Nomination and Compensation Committee(N&C) in December 2021.



Representative



Director



Chairman, Group Chief Executive

Kimura

Director and President Yuya **Taketani**

Director and Chief Investment Officer (CIO) Yuki

Maniwa

Kentaro Nishio

Masaaki Nose

Director



Director (Outside) Suguru **Tomizuka**



Director (Outside) Junichi **Shiroshita**



Director (Outside) Hirokazu **Mashita**



Director (Outside) Lei-Isabelle Nakao

From "Gunosy Way" to "Gunosy Pride"



The concept of "Gunosy Way", which had been defined as a milestone for Gunosy to follow, was redesigned as "Gunosy Pride", which inherits the original thoughts and concepts.

1 "Triple win" philosophy

Benefit the customer, the user, and the world. Benefit yourself, others, and your fellow employees. We will continue to create a cycle of goodness not only outside the company and society, but within our company as well.

2 Creating opportunities with science

We will use data and technology to accelerate innovation with facts. We will also use science to solve social issues.

3 Centennial quality

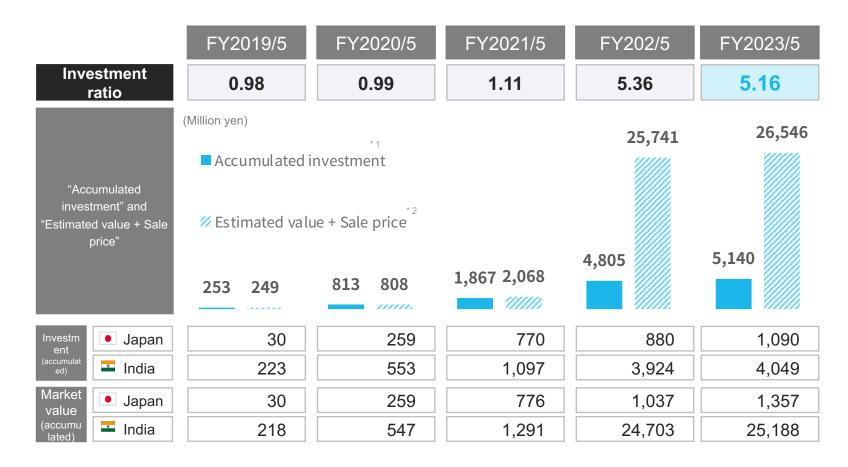
We do not stop working until we feel that this is the best we can do, rather than thinking that this is good enough. We will face the work in front of us with sincerity and honesty, seeking quality that will endure for a hundred years.

4 Respond to adversity in a positive way

There are as many adversities as there are challenges. However, we believe that it is the adversity that brings us the opportunity for growth. We will not run away from the obstacles in front of us, but rather we will aggressively pursue our business in adversity.

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Status of the Estimated Value of the Investment Portfolio (Disclosed on July 14, 2023)



^{*1.} Accumulated investment: Calculated in yen at the exchange rate at the time of investment. Includes investments in issues already sold.

- (1) Issues that raised funds in a recent funding round: The estimated valuation is the valuation at the time of the relevant round, with a 20.7% illiquidity discount applied.
- (2) Issues for which an external third-party valuation was previously obtained: The estimated valuation is based on such valuation.
- (3) Other issues: Valued at book value at the time of investment. For those acquired in foreign currency, the value is converted at the most recent exchange rate.

^{*2.} Estimated value: Value that we estimated as the price at which shares, etc. would be transferred in an arm's-length transaction, based on the following method. Note that such estimated value is generally not based on the results of a valuation report by an external third party or an audit by an accounting auditor, but is calculated by us at our own discretion.

Disclaimer

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Forward-looking statements contained in these materials are prepared from judgments and assumptions based on information available at the time of preparing the materials, and do not guarantee their accuracy. These materials contain financial data that have not been audited by an independent certified public accountant or an auditing firm.

Please note that actual results may differ materially from the forecasts due to various uncertainties included in these judgments and assumptions and changes in risk factors and the economic environment.

Gunosy

Optimally deliver information to people around the world