

Financial Results

FY09/23

Aucfan Co., Ltd. <3674>
November 14, 2023



Executive Summary



<FY09/23>

Our most important KPI, Gross Merchandise Value (GMV) grew to **13.6 billion yen (up 10% YoY, 2-year CAGR*¹ of 120%)**

Net sales, recurring profit, and net income were largely in line with plan



<FY09/24>

For the next fiscal year, we intend to **maintain YoY growth in the domestic business while aggressively investing in the overseas business**



<Overseas business>

Launched NETSEA CHINA, a B2B export platform

Forged a business alliance with YeePay, one of China's largest payment service providers

*1 CAGR: compound average growth rate

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1 Financial Highlights FY09/23

Consolidated Results: Highlights

GMV grew 10% YoY, with results largely in line with plan

(Millions of yen)	Cumulative results					Initial plan	Plan ratio
	FY09/21	FY09/22	FY09/23	YoY	2-yr. CAGR		
GMV - Core businesses	9,503	12,454	13,639	110%	120%	14,000	97%
Net sales	8,384	6,256	5,145	82%	78%	4,900	105%
-Core businesses	3,556	4,449	4,627	104%	114%	4,500	103%
-Incubation	1,734	1,115	518	46%	55%	400	130%
-Withdrawn businesses / other	3,094	690	-	-	-	-	-
Gross profit	3,529	3,242	2,566	79%	85%	2,800	92%
-Core businesses *Excludes consolidation adjustments	2,154	2,411	2,347	97%	104%	2,694	87%
-Incubation	1,023	906	537	59%	72%	300	179%
-Withdrawn businesses / other	405	21	-	-	-	-	-
- Consolidation adjustments	-53	-97	-319	-	-	-194	-
Operating profit	578	322	304	94%	73%	350	87%
-Core businesses *Excludes consolidation adjustments	228	94	158	168%	83%	227	70%
-Incubation	751	687	305	44%	64%	200	153%
-Withdrawn businesses / other	-470	-472	-	-	-	-	-
-Consolidation adjustment	69	13	-161	-	-	-77	-
Recurring profit	621	312	341	109%	74%	320	107%
Net income	177	56	17	30%	31%	15	113%

GMV grew 10% YoY, with the inclusion of offline distribution

Consolidation of funds in the Incubation business had an impact on consolidation adjustments

Operating profit in the core businesses (excluding consolidation adjustments) **increased 68% YoY**

Consolidated an overseas subsidiary ahead of scheduled, due to **acceleration of overseas business expansion** (resulted in SG&A expenses of 53 million yen)

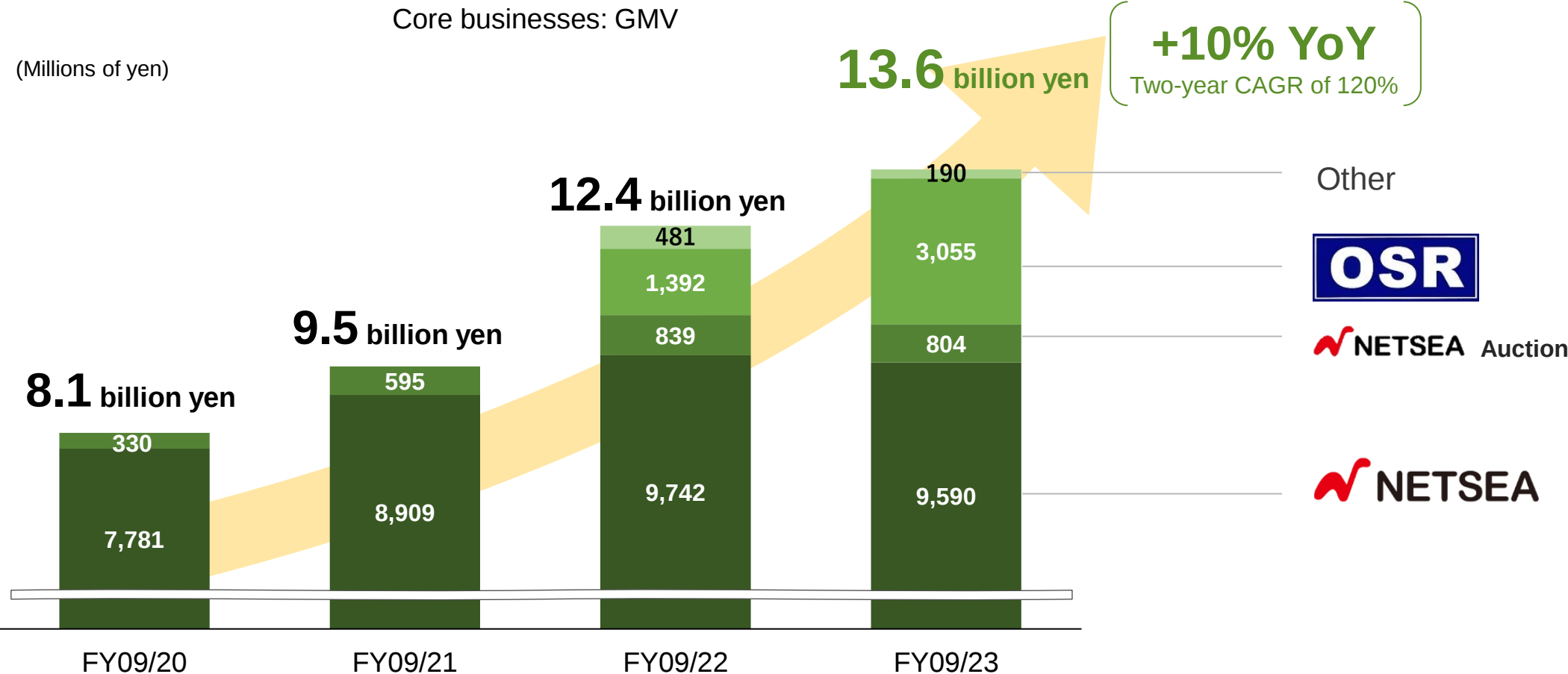
Consolidation of funds in the Incubation business had an impact on consolidation adjustments

Incurring extraordinary losses
 • Special investigation committee expenses: 196 million yen
 • Restructuring expenses due to relocation: 121 million yen

*1 Core businesses: Excludes Incubation and withdrawn businesses / other

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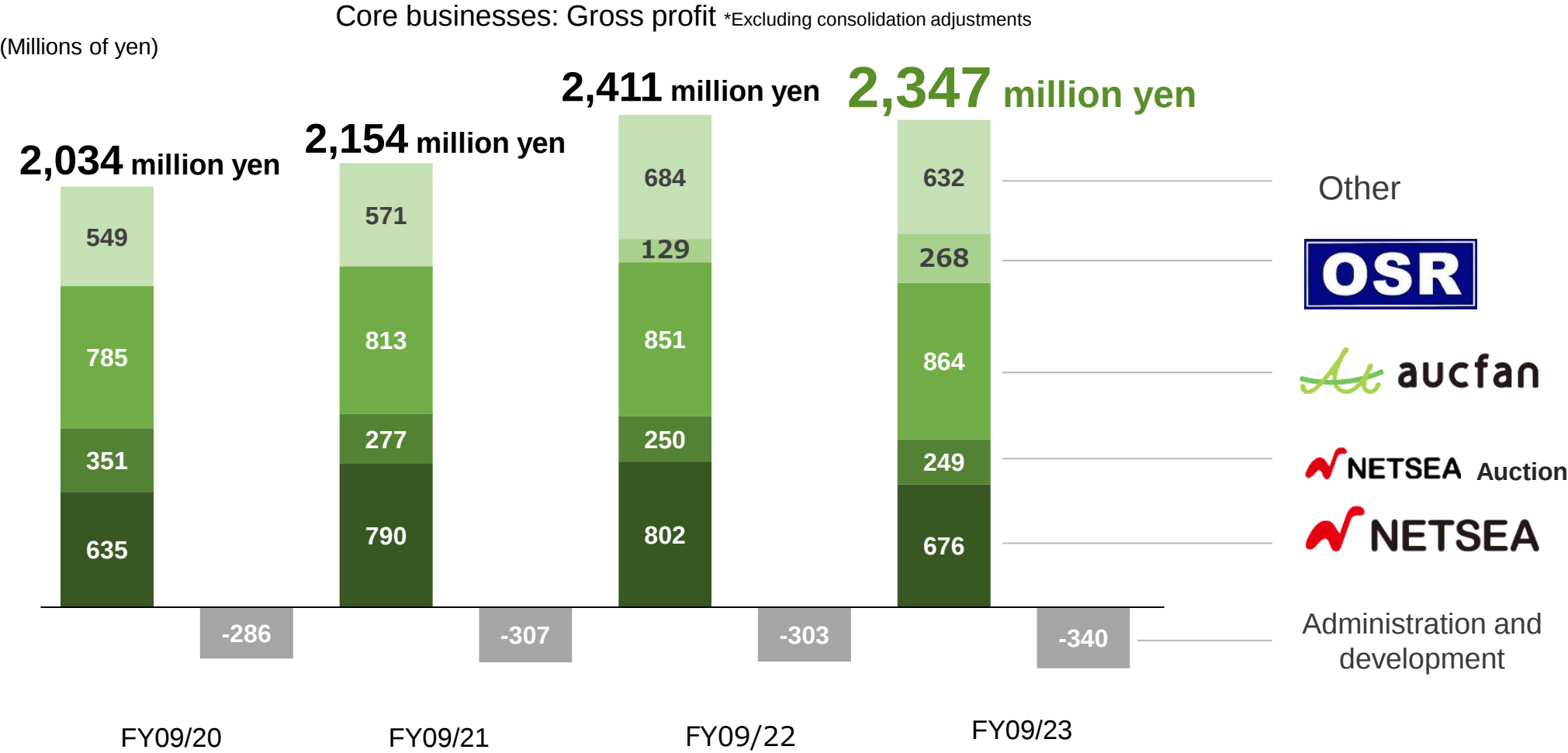
GMV increased with the inclusion of offline distribution (OSR)



Gross Profit in Core Businesses *Excluding consolidation adjustments

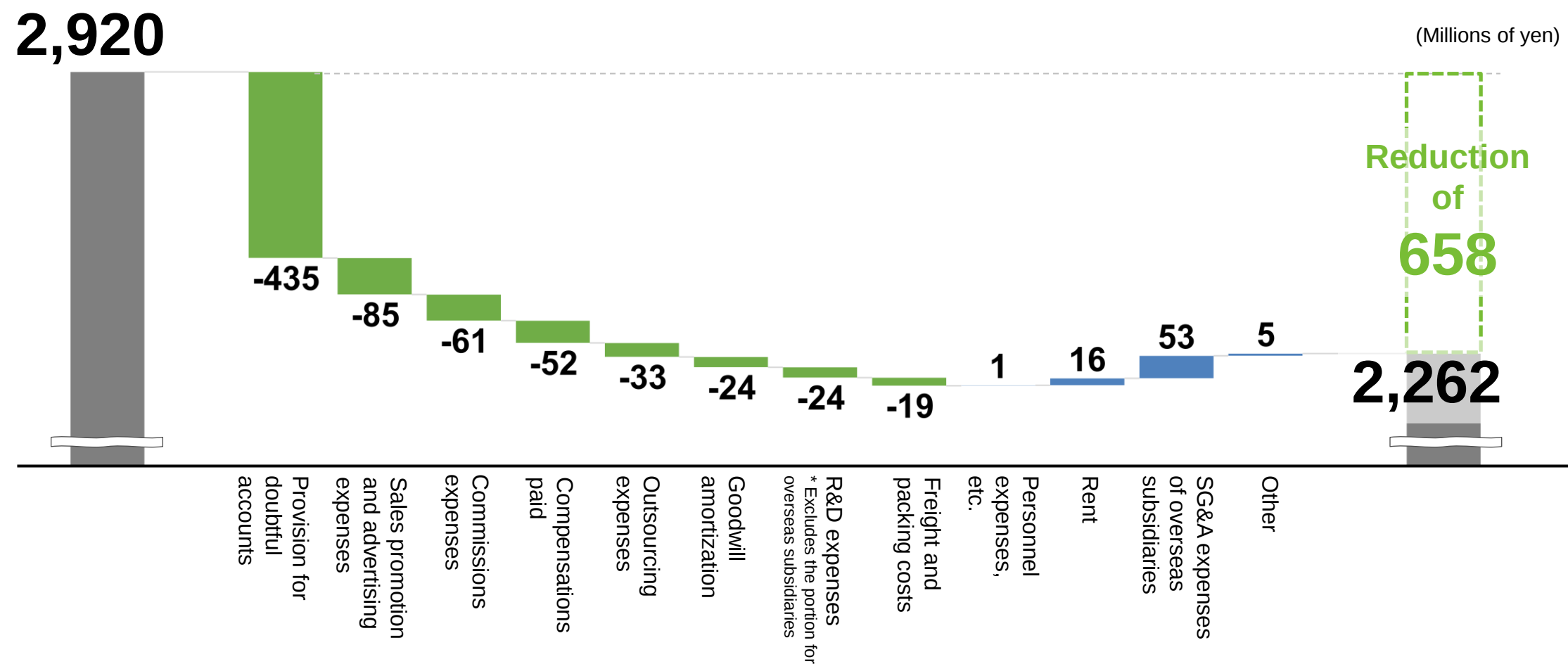
Gross profit in core businesses was largely flat YoY

Gross profit for NETSEA declined temporarily due to special measures for suppliers

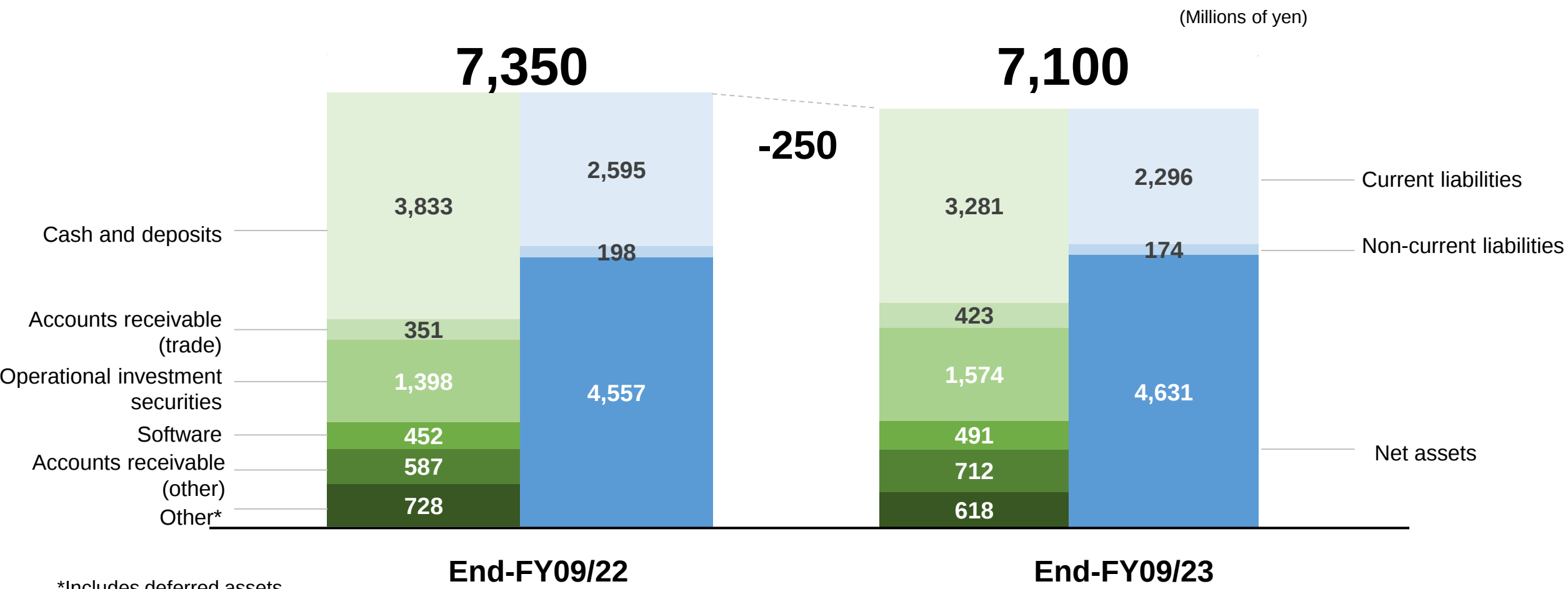


Breakdown of Change in Consolidated SG&A expenses

Consolidated SG&A expenses were reduced by 658 million yen



Equity ratio remained high at 65%



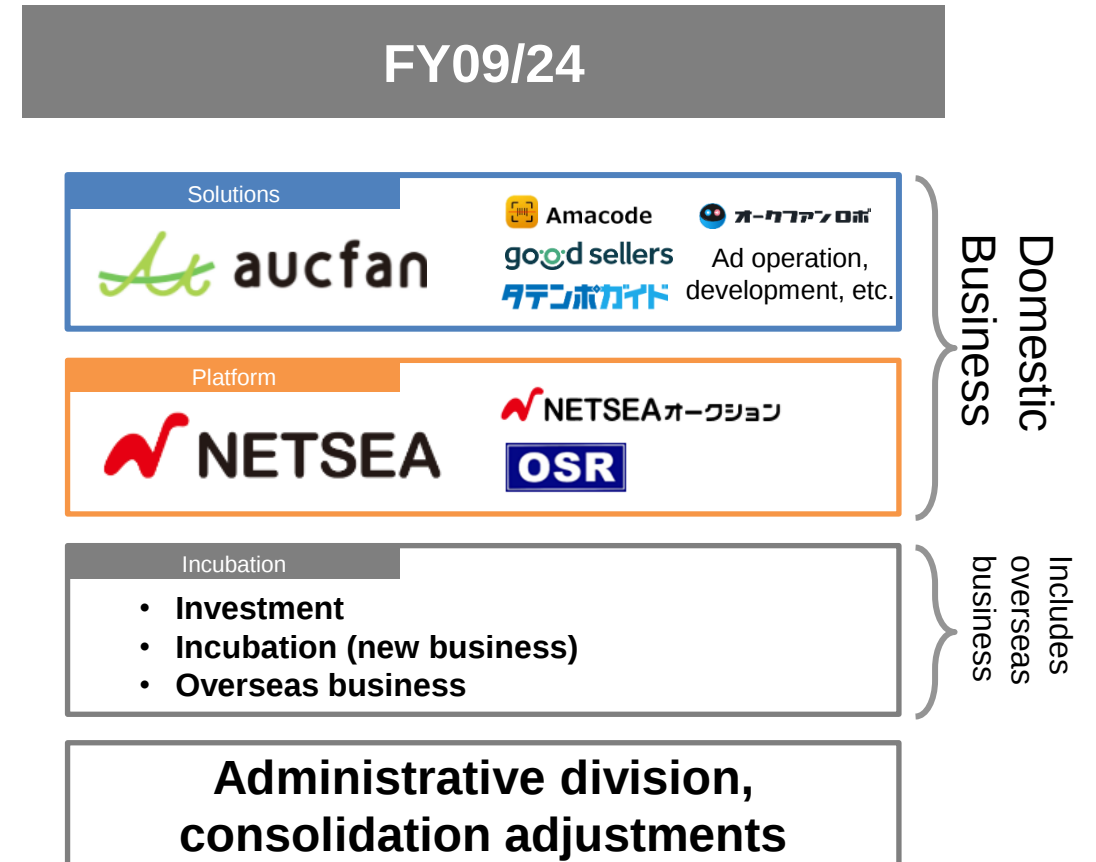
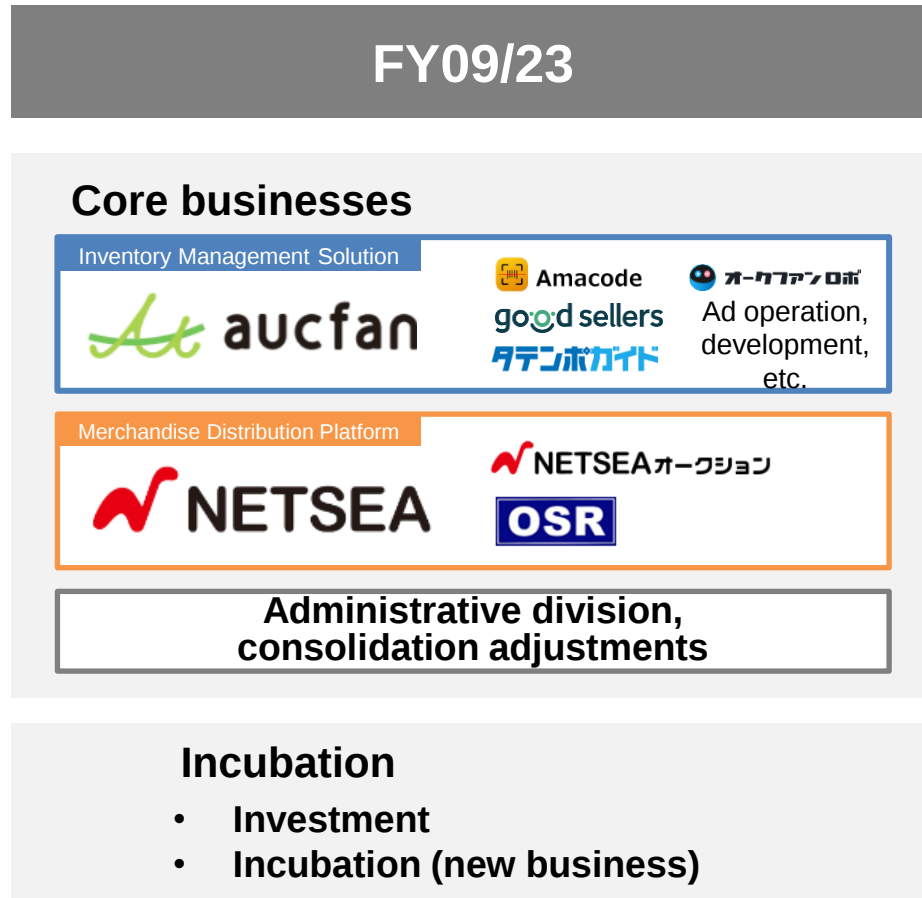


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2 Targets for FY09/24

Business Segments

Revised classification in financial results briefing materials
to clarify figures for each business segment



Consolidated Earnings Forecast for FY09/24

Continue expanding the domestic business, while aggressively investing in the overseas business

(Millions of yen)	Earnings forecast		
	FY09/23	FY09/24	YoY
GMV	13,639	15,500	114%
Net sales	5,145	5,330	104%
-Solutions	2,724	2,800	103%
-Platform	2,014	2,100	104%
-Incubation	655	730	141%
-Administrative department / Consolidation adjustment	-248	-300	-
Gross profit	2,566	2,630	102%
-Solutions	1,088	1,100	101%
-Platform	1,234	1,300	105%
-Incubation	537	580	108%
-Administrative department / Consolidation adjustment	-293	-350	-
Operating profit	304	350	115%
-Solutions	572	600	105%
-Platform	54	150	278%
-Incubation	305	30	10%
-Administrative department / Consolidation adjustment	-630	-430	-
Recurring profit	341	345	101%
Net income	17	200	1,176%

Expand sales and gross profit in each business

Note: Began disclosing sales and gross profit for each business from FY09/24

Increase consolidated operating profit by 15% YoY, driven primarily by the domestic business

Aggressively invest in the overseas business (mainly system development and personnel expenses)

Review of FY09/23

Monthly billing amount rose 10% YoY

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- Access count to a medium publishing original articles was **strong, up 167% YoY**

 ドロップボット

- Launched **DropBot, an RPA for e-commerce operators** to automate inventory monitoring and product listing

 good sellers

- Opened **China Import Business School** for novice product sales users

Initiatives for FY09/24

 aucfan

- Establish a new revenue stream
 - Launch **Amazon price research** service

- Cross-sell** to NETSEA and NETSEA Auction users (new function development)

 ドロップボット

- Offer **DX packages** using ChatGPT (AI)

 good sellers

- Grow sales of **China Import Business School**

Review of FY09/23

NETSEA

-  Great Dinosaur Fair recorded **record-high GMV of 300 million yen** in the event's history
-  **Improved site functions**, including search function updates and discount and shipment settings

NETSEA Auction

-  **Expanded the floorspace of logistics warehouse by 1.5x**
-  **Stepped up purchase of returned goods**
-  Launched **Zaiko Kaitori King**, a slow-moving or obsolete inventory purchase site, provided through collaboration of the Group's four services*¹

Initiatives for FY09/24

NETSEA

-  **Release a smartphone app** aimed at retaining new buyers
-  **Acquire Chinese suppliers** through collaboration with the overseas business
-  **Set up a new paying member plan** to expand GMV

NETSEA Auction

-  **Begin sales of products procured from China** in collaboration with the overseas business

OSR

-  **Hold business meetings with Chinese suppliers** in collaboration with the overseas business

*1 aucfan.com, NETSEA, OSR, NETSEA Auction

Expand into overseas markets centered in China, in the four axes of online, offline, import, and export

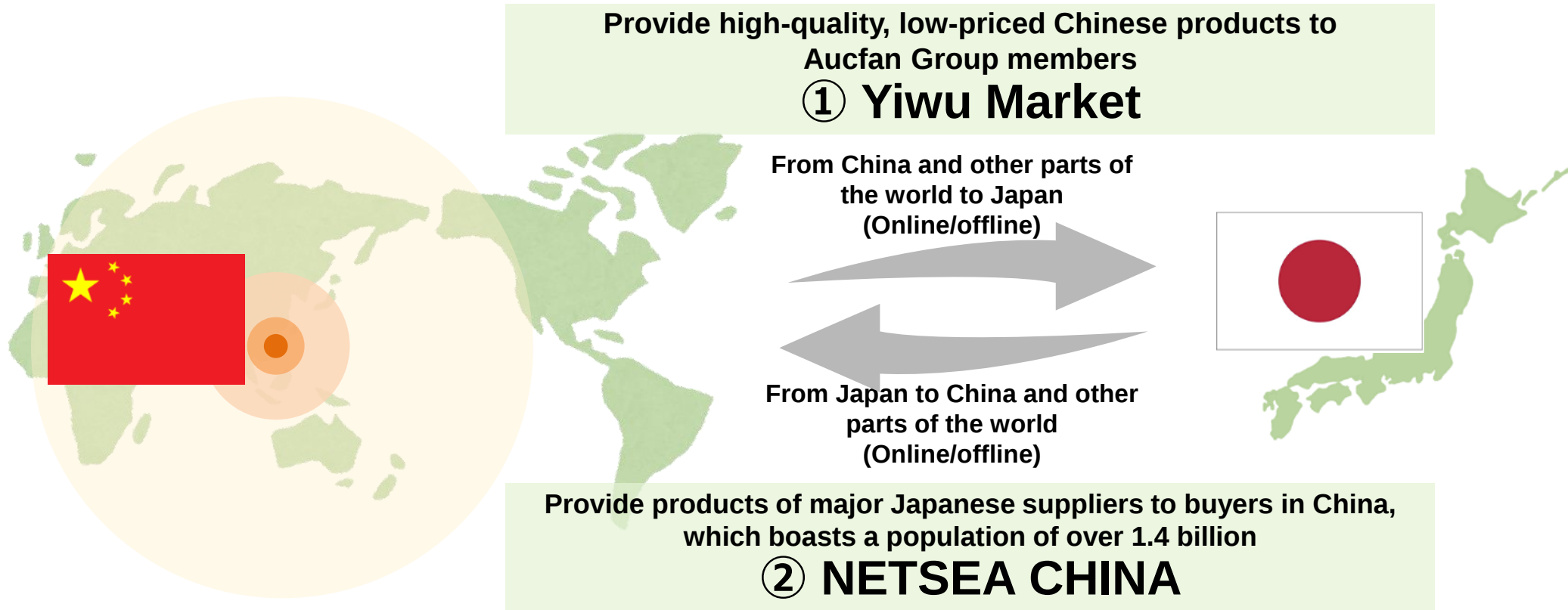


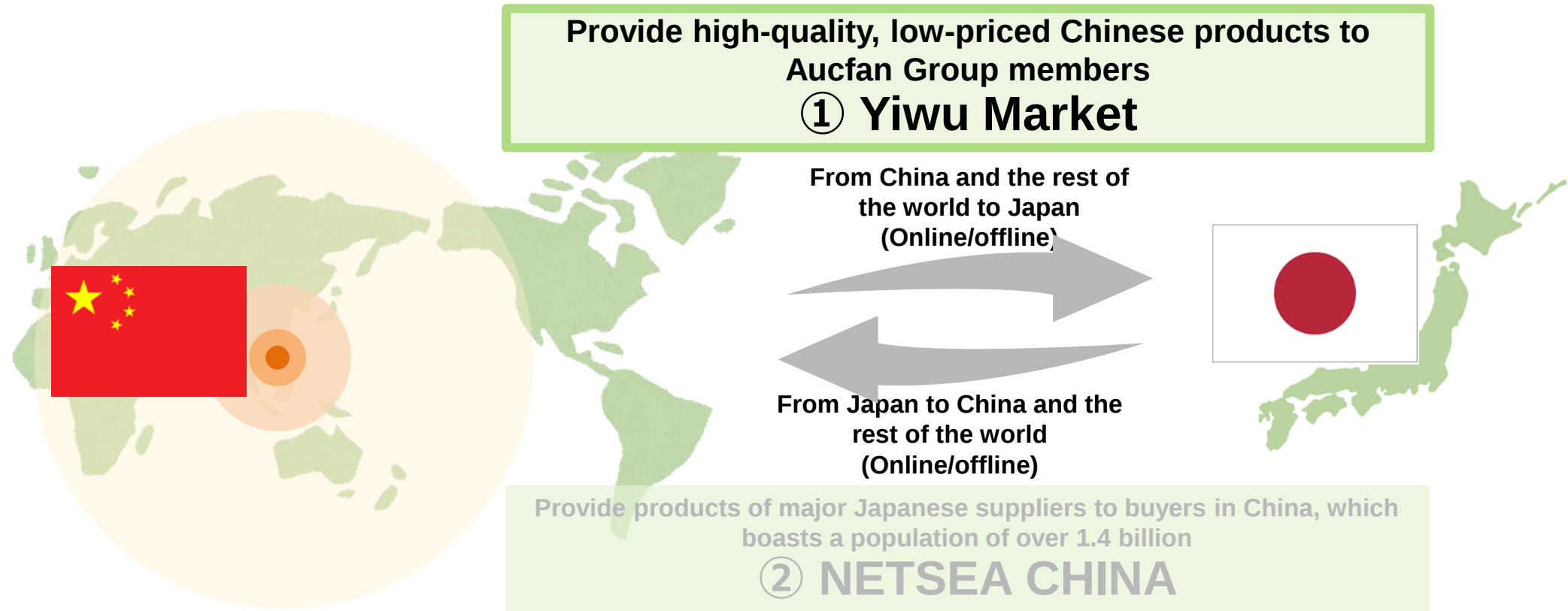


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3 トピックス

Accelerate development of overseas B2B markets, centered in China





Note: Repost of a slide included in Q3 FY09/23 results briefing materials released on August 14, 2023

Yiwu Market (Zhejiang China Commodities City Group Co., Ltd.)



- China’s **state-owned holding company; listed on Shanghai Stock Exchange** (Securities code: 600415)
- Market area: **6.4 million sqm**, no. of suppliers: **75,000 companies**
- No. of market visitors: **About 200,000 persons/day**
- Market **GMV: About 4 trillion yen/year**

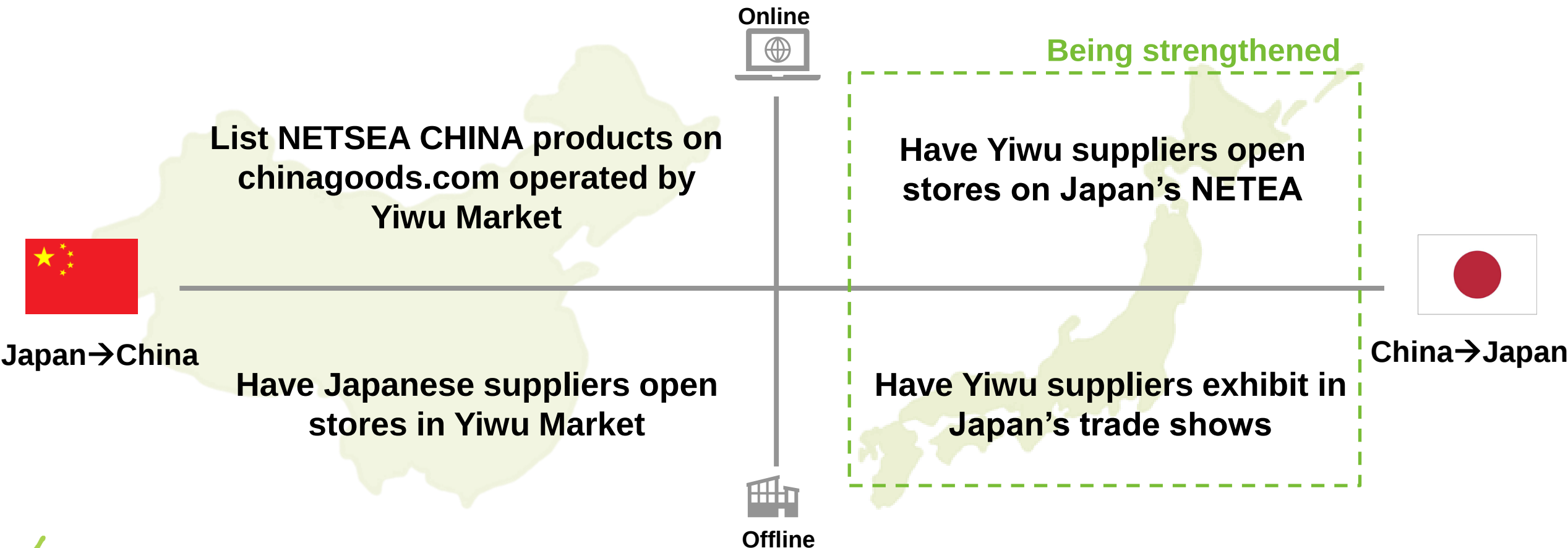
Company name	Zhejiang China Commodities City Group Co., Ltd.
Representative	Wen’ge Zhao
Established	December 1993
Capital	Approx. 5,489 million yuan (approx. 100 billion yen)
Address	Ocean Business Building No. 105, Futian Road, Yiwu City, Zhejiang Province
Business	Sale of real estate and commodities, operation of markets, development of online trading platforms, and provision of hotel, exhibition, and advertising services

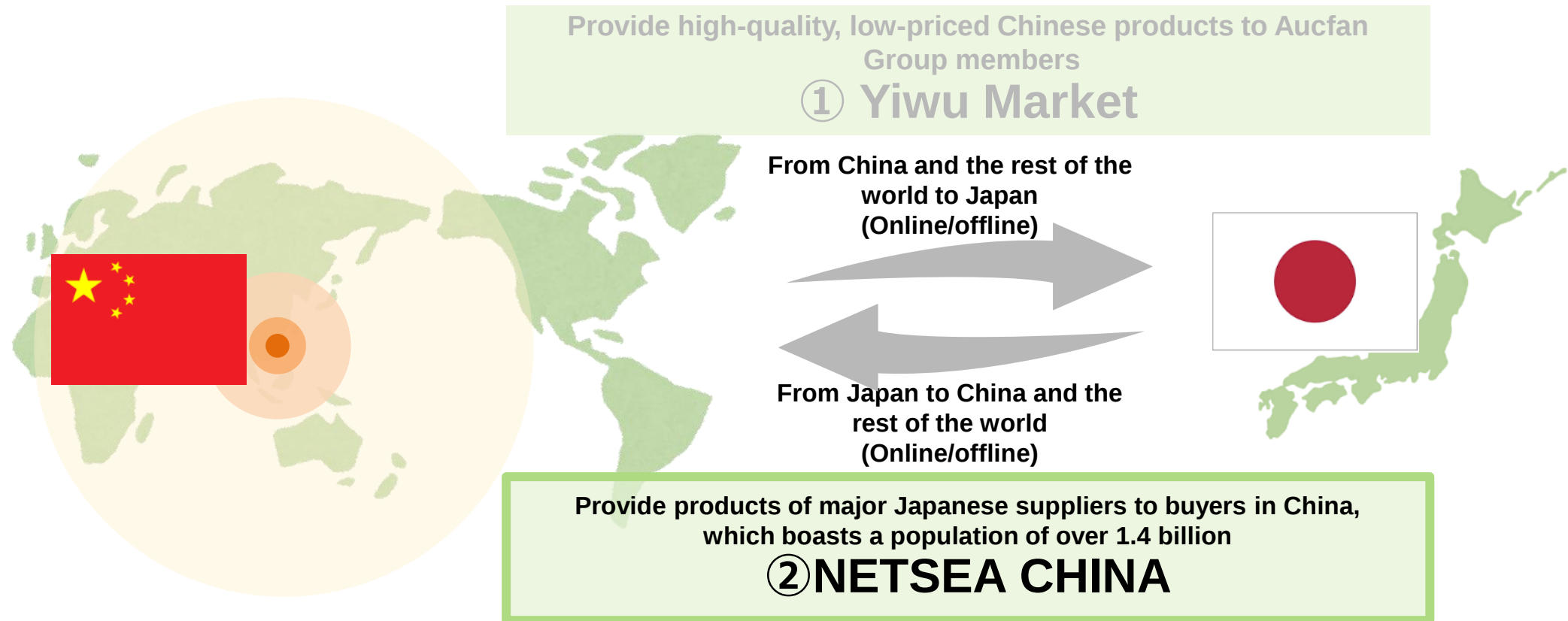


Online
Offline

Steady progress is being made in collaboration with Yiwu Market (Zhejiang China Commodities City Group)

Began with initiatives for China→Japan operations







Launched NETSEA CHINA, a B2B platform for exporting to China

 **NETSEA CHINA**

An export service to China that enables domestic manufacturers to do business with Chinese buyers
without setting up a local business base

Sales channels & customer attraction



Supports everything from attracting to selling to Chinese buyers
Japanese manufacturers can utilize major cross-border e-commerce malls and KOLs*1

Settlement & payment



Enables foreign currency exchange from yuan to yen
Japanese manufacturers can receive payments in yen

Logistics



Thanks to the service's collaboration with Alibaba Group's Cainiao, Japanese manufacturers only need to ship to designated warehouses
*After manufacturers ship their products, Cainiao takes care of the rest

Various procedures

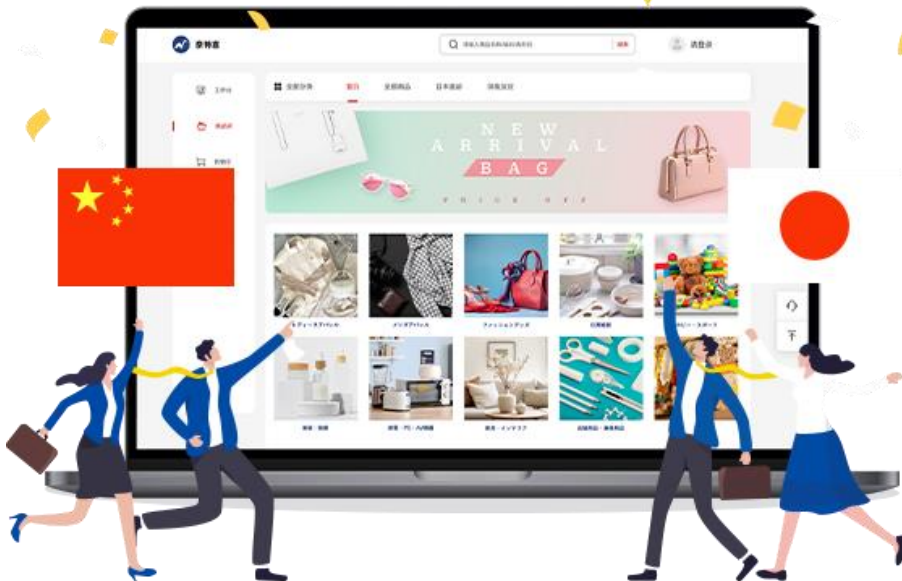


The service provides peace of mind, with the customs declarations manual and CS support system in place

Delivery guarantee



Cainiao guarantees delivery to destined buyers in China, after Japanese manufacturers ship products



https://www.netsea.jp/nsc_business

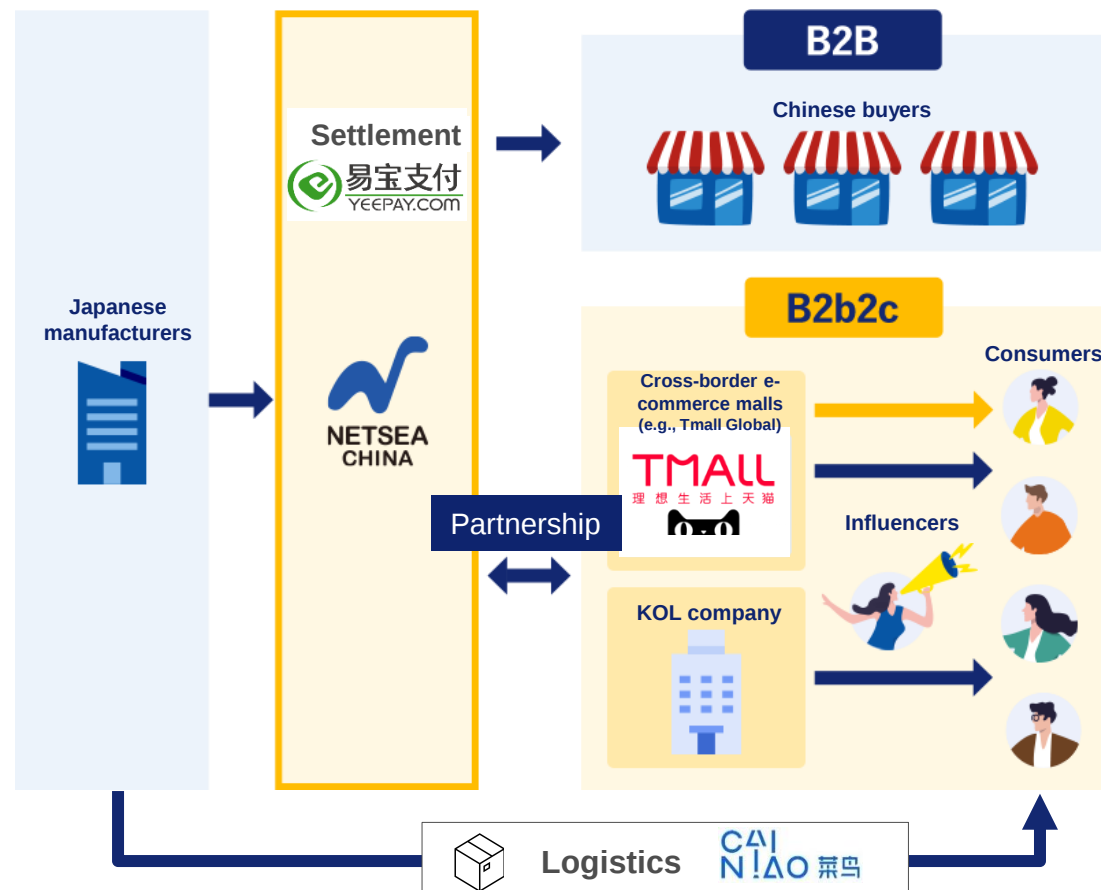
*1 Key opinion leaders, referring to Chinese influencers.



<Scheme>

Owing to the service's partnership with Alibaba's Cainiao and Tmall, just by opening a store on NETSEA, Japanese suppliers

can sell to Chinese buyers and cross-border e-commerce malls





Thanks to the service's partnership with Cainiao, Japanese manufacturers only need to ship to designated warehouses
*After products are shipped, Cainiao handles the rest



Due to the service's tie-up with Tmall, Japanese manufacturers can have their products automatically listed on the cross-border e-commerce mall; can also utilize KOLs



<Business Partnership>

Signed a strategic partnership agreement with China's major payment service provider, YeePay
Enabling seamless currency exchange from yuan to yen



Company	YeePay Co., Ltd.
Representative	Bin Tang
Established	July 2003
Capital	100 million yuan (approx. 2 billion yen)
Address	Room 228, 4 th floor, Building 2, No. 55 Xinhua North Road, Tongzhou District, Beijing, China



Jianyi Huang
General Manager of Cross-border business
YeePay Co., Ltd.

Watch video message here:

<https://aucfan.tv/relations/L1ser>



<Fees>

**Japanese manufacturers can sell to China by paying
only 10%*1 of the transaction amount**

***1 For a packaged service including matching, order receipt, payment processing, trade operations, and logistics support**

	General cross-border e-commerce malls	NETSEA CHINA
Initial fee	1.0–3.0 million yen	None
Annual/monthly fee	600,000–1.2 million yen/year	20,000 yen/ month → 0 yen for six months*2
Usage fee	Paid service	10% of transaction amount
Partnership with cross-border e-commerce malls	Need to list products separately for each cross-border e-commerce mall *Need to pay initial fee + annual fee for each cross-border e-commerce mall	Can link with various cross-border e-commerce malls on NETSEA CHINA *No linking fees
Contract period	One year	Six months
Product listing	Separately manage for each cross-border e-commerce mall	Centralized management on NETSEA CHINA
Order management		
Customs procedures		
Payment collection		

*2 Actual logistics costs and foreign currency exchange fees will be incurred separately.



<Competitiveness>

**Overwhelmingly competitive in terms of costs, sales, and logistics,
owing to partnerships with prominent partners**

Issues facing cross-border e-commerce

Costs

For each cross-border e-commerce mall,
users need to pay

- **Initial and annual fees** (initial fee: Approx. 3.0 million yen, annual fee: approx. 1.0 million yen)*1

Listing on cross- border e- commerce malls

For each cross-border e-commerce mall,

- Suppliers need to deal with translation and contract procedures
- Various risk management is necessary

Sales and logistics

- Users are unsure of ways to attract buyers/customers and promote their products
- Logistics, customs screening, inventory control, and customs procedures are complex

Strengths of NETSEA CHINA

Costs

- **Initial fee: 0 yen**
- **Annual fee: 0 yen**
- **Success fee** (sales commissions only)

Listing on cross- border e- commerce malls

- **No. of e-commerce malls users can list products on: Unlimited**
- **Contracted by: NETSEA CHINA only**

Sales and logistics

- **Sales promotion by some 1.7 million KOLs**
- **Centralized management on administration screen**

*Support from CS staff available

Re-Infra Company



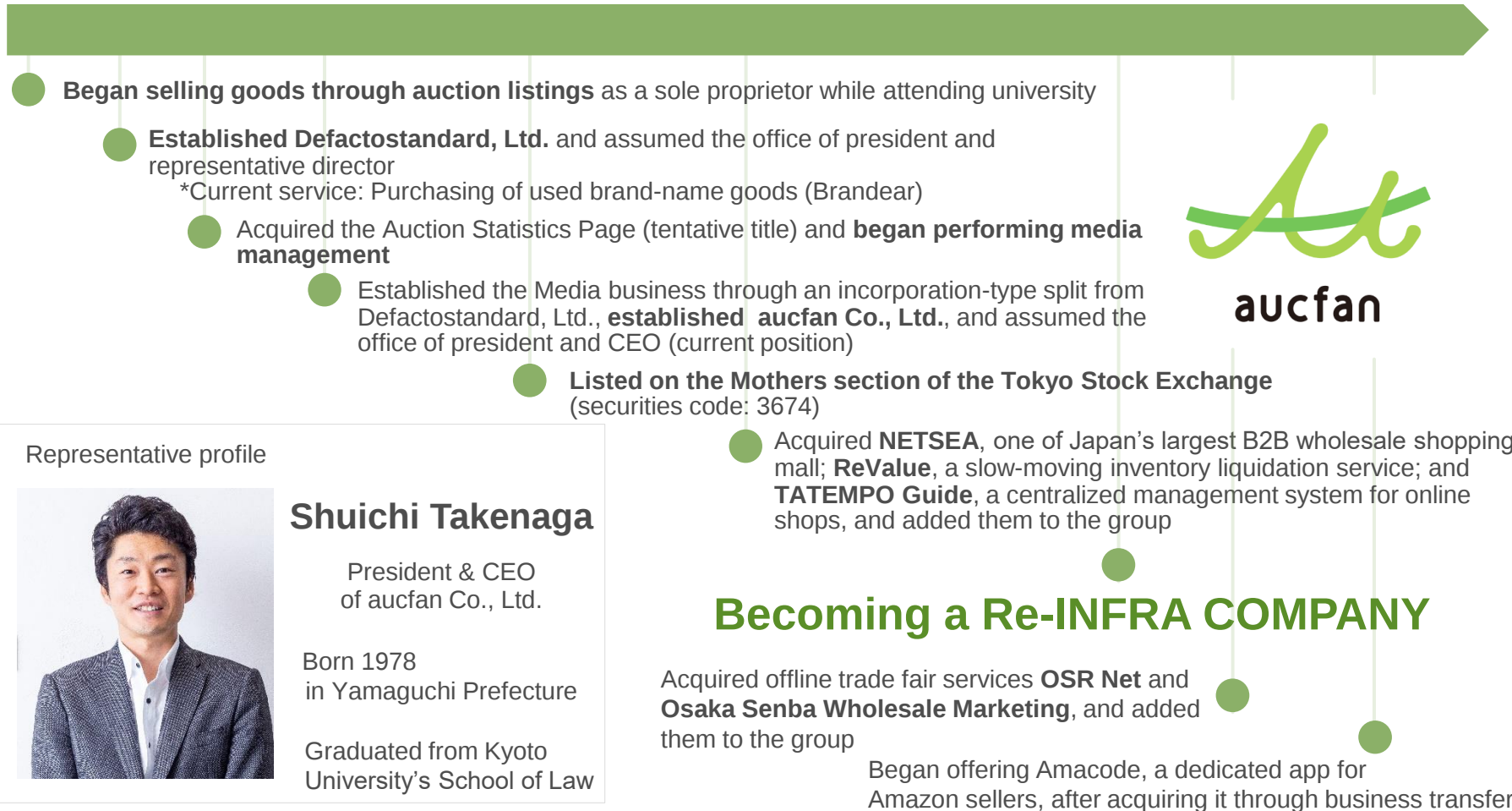
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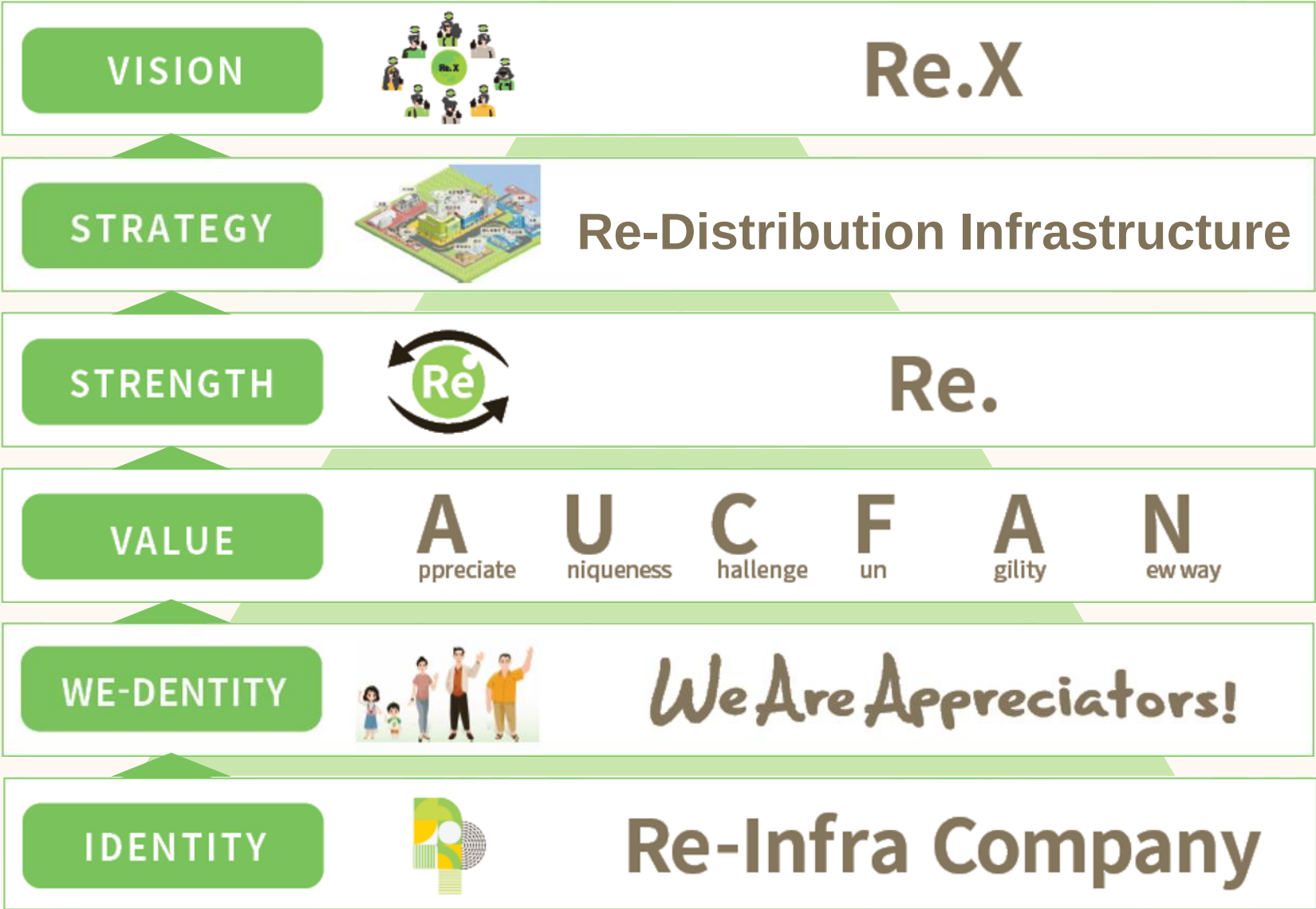
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Consistent business development from university startup to present



VISION



VISION

STRATEGY

STRENGTH

VALUE

WE-DENTITY

IDENTITY

Re-Infra Company

Building “Once Again” (RE):

Reuse, Resale, Revalue, Reverse, Recover, Reduce, Rebalance, and Reconstruct.

We re-examine the value of things before us, rather than creating something new from zero.

Aucfan is a company that builds the one and only distribution infrastructure that integrates various “REs” of society.

VISION

STRATEGY

STRENGTH

VALUE

WE-IDENTITY

IDENTITY

We Are Appreciators!

We define small businesses and sole proprietorships, our customers, as “appreciators.”
The word “appreciate” means to “recognize and acknowledge the true value of, be thankful for, enjoy in awe, increase in value or price, or purchase.”
Hence, appreciators refer to those who can discover true value and be thankful for the value they find.
Much undiscovered value remains buried in this world.
We, as appreciators, aim to bring to light the value of people, society, and things,
and create a circular, recycling society.

*“We” here refers to clients, suppliers, buyers, and the Company members.

VISION

STRATEGY

STRENGTH

VALUE

WE-DENTITY

IDENTITY

Appreciate.....「先見性」

Uniqueness.....「独自性」

Challenge.....「挑戦」

Fun.....「達成感」

Agility.....「速度」

New way.....「変化」



VISION

STRATEGY

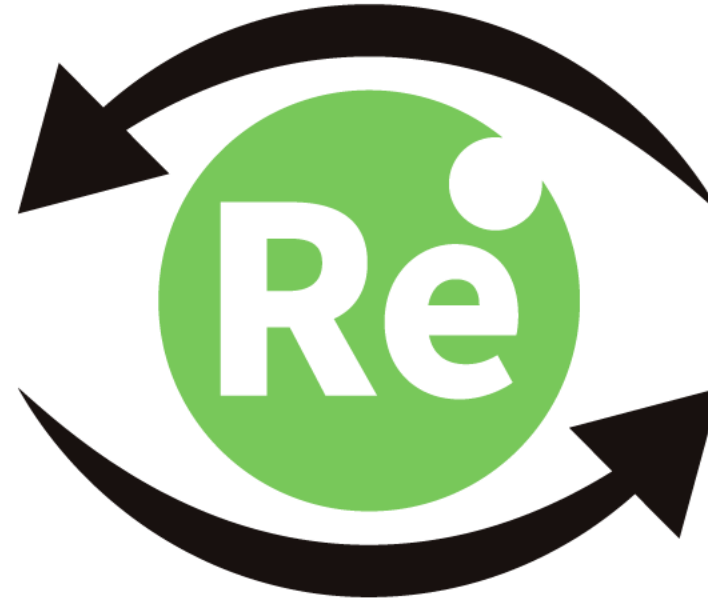
STRENGTH

VALUE

WE-DENTITY

IDENTITY

Senri
(long distance)



Kouri
(public benefits)

Douri
(reason)

To build truly circular infrastructure, we look a thousand miles ahead, respect reason,
and produce public benefits.

VISION

STRATEGY

STRENGTH

VALUE

WE-DENTITY

IDENTITY



We build a re-distribution infrastructure of goods, including those overseas. Within the infrastructure, appreciators play an active role and achieve self-actualization. This will result in the realization of an “all-well” world where individuals, companies, goods, and society circulate smoothly.

VISION

STRATEGY

STRENGTH

VALUE

WE-DENTITY

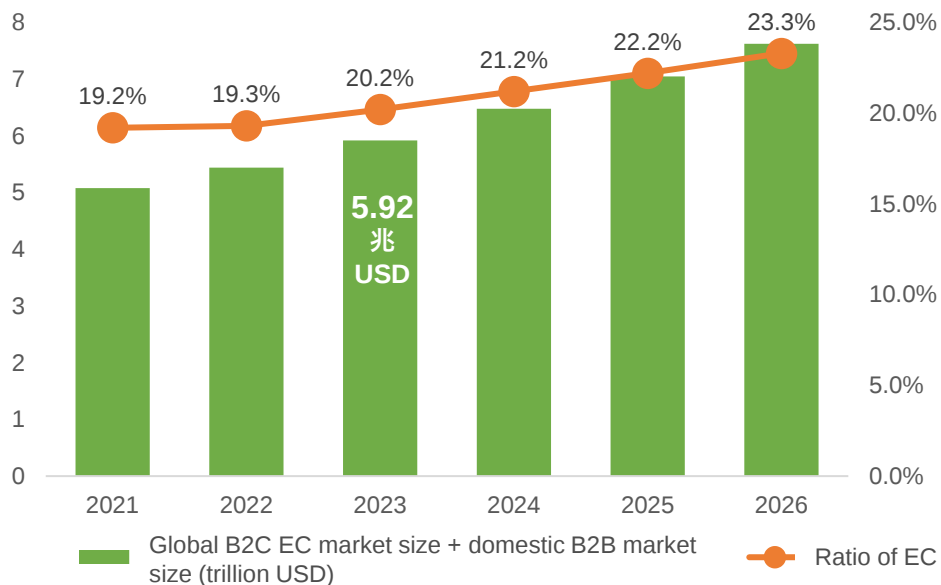
IDENTITY



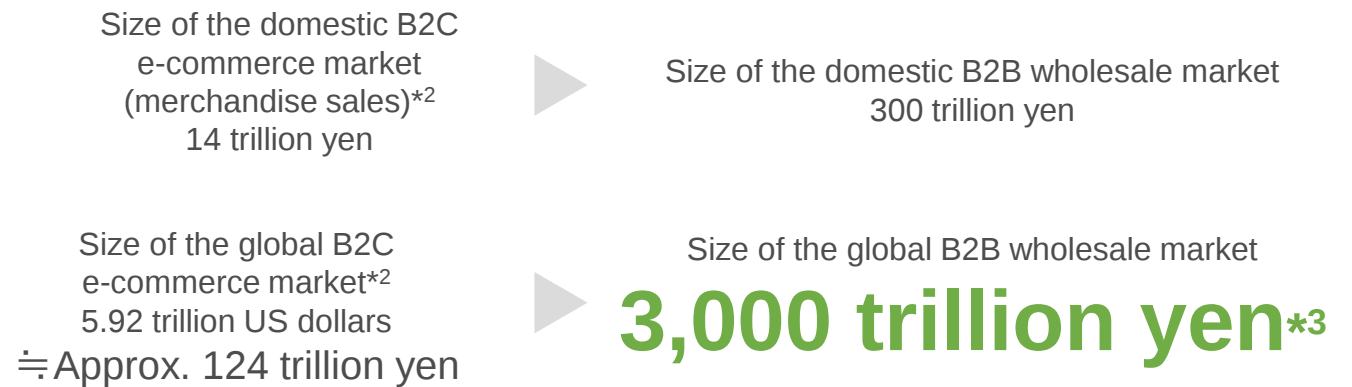
We will build “Re” infrastructure that can support the transformation of the world into a re-circulating society, which is the way it should be. The purpose of all Aucfan’s businesses is to Re-transform (“Re. X”) the earth with appreciators.

B2B wholesale market, including overseas markets, is worth 3,000 trillion yen

Global B2C market scale*1



Global B2B wholesale market scale

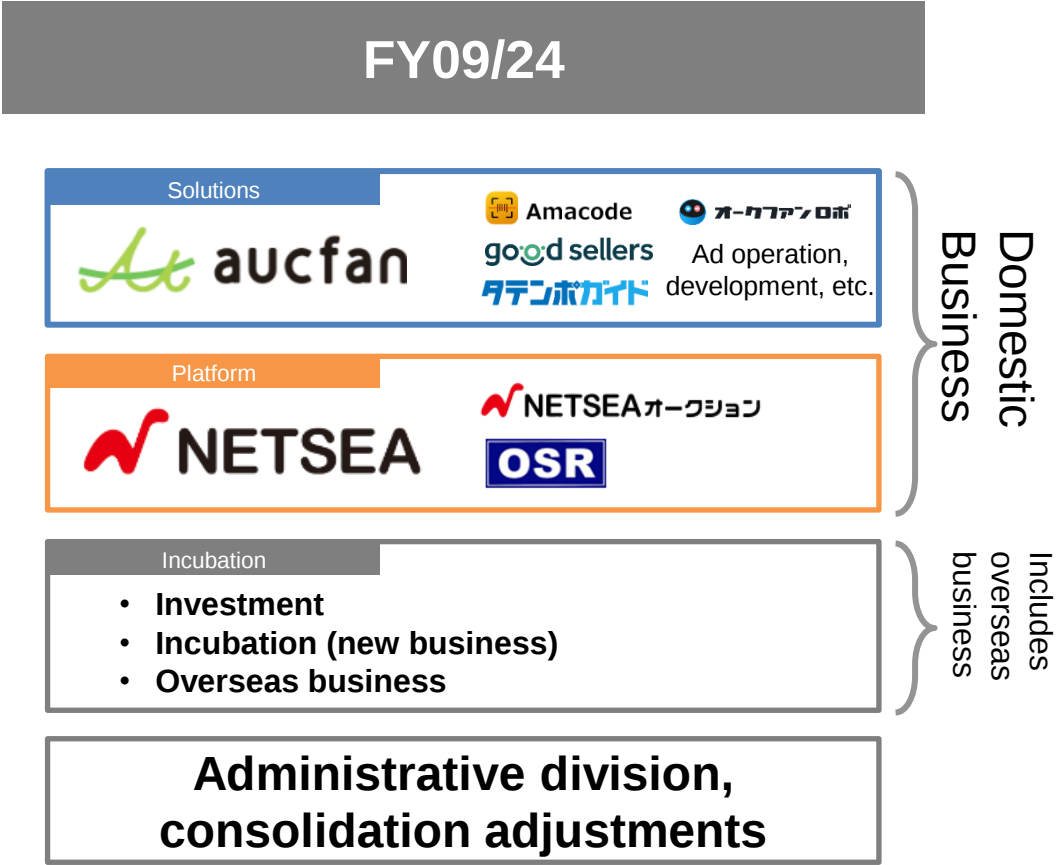
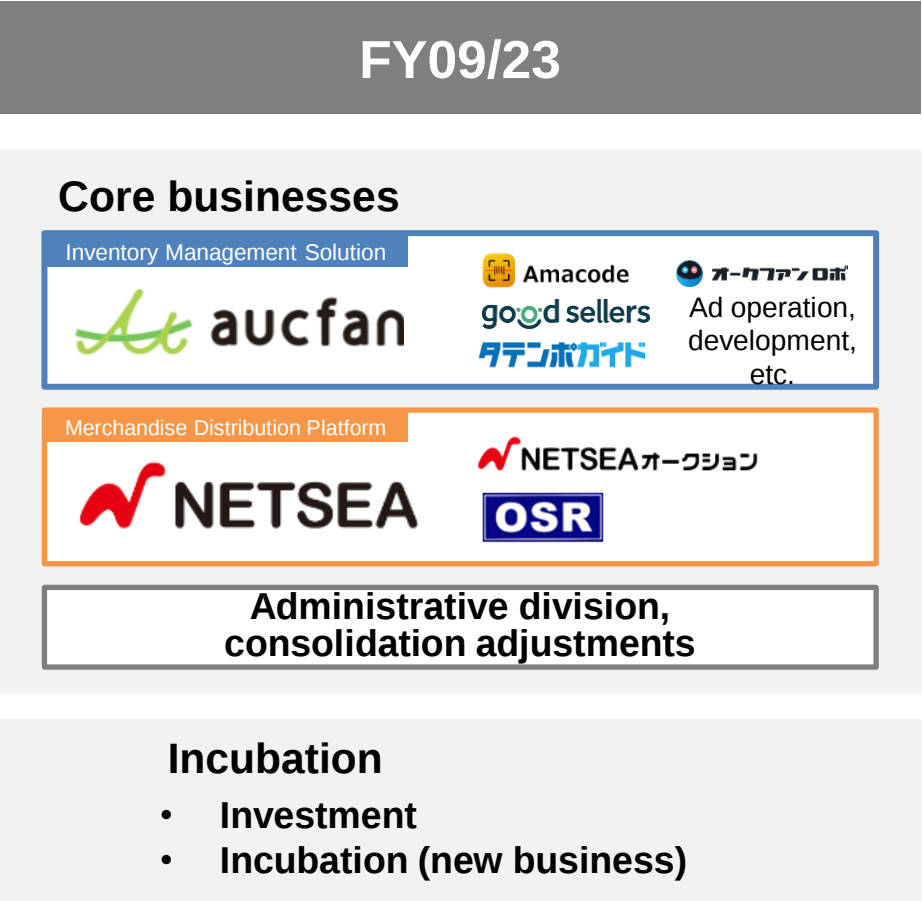


*1 From E-Commerce Market Survey (<https://www.meti.go.jp/press/2023/08/20230831002/20230831002-1.pdf>) conducted by the Ministry of Economy, Trade and Industry and released on August 31, 2023, p. 102, "Figure 7.4: Global B2C e-commerce market size (unit: trillion of US dollars)"

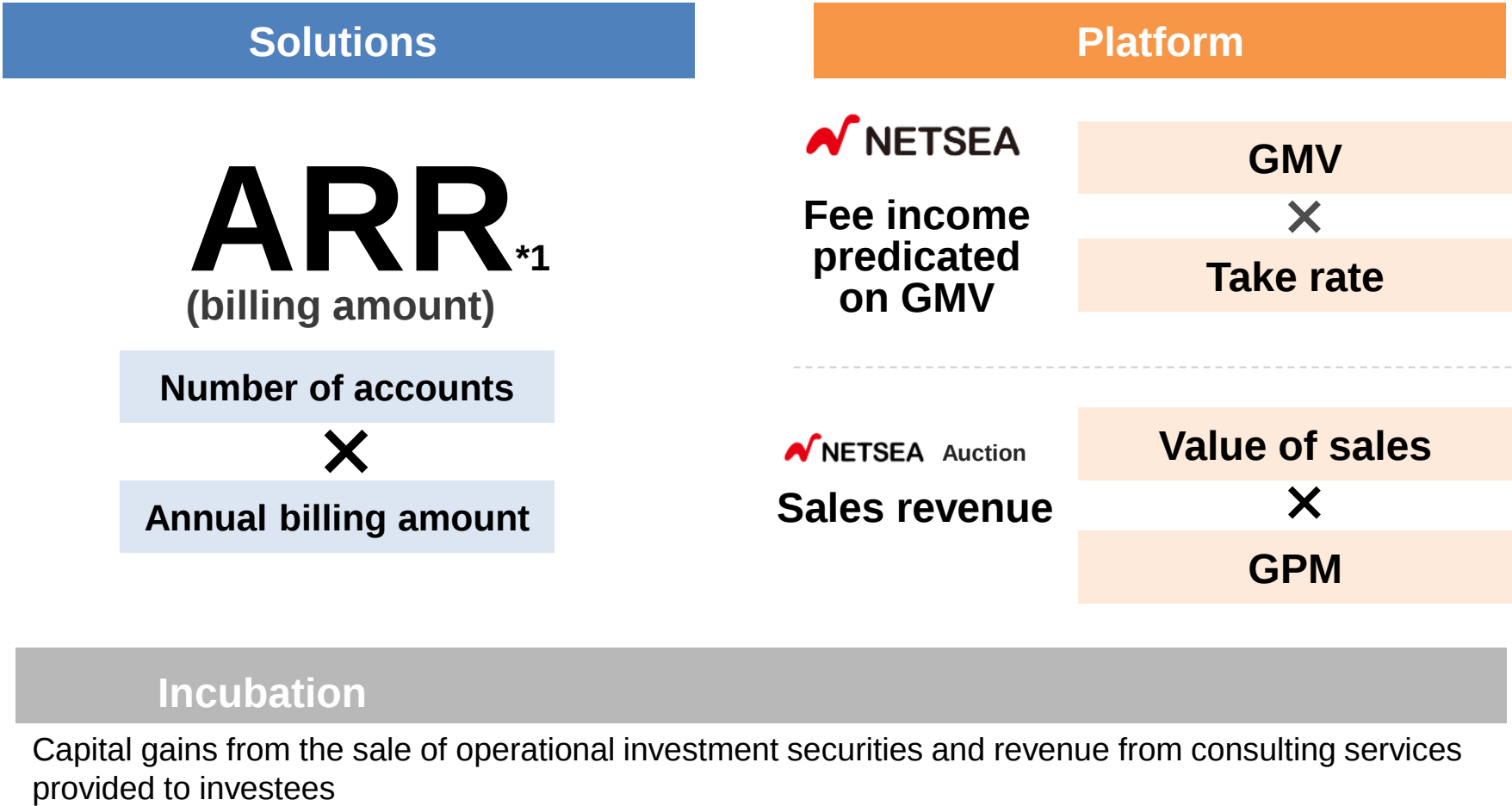
*2 Same as above, p. 32, "Figure 4.3: B2C e-commerce market size in merchandise sales"

*3 The Company estimated the global B2C market size, based on the size comparison of the domestic B2C e-commerce market and the domestic B2B wholesale market

Revised classification in financial results briefing materials
to clarify figures for each business segment



Hybrid earnings model of fees obtained through SaaS,
fee income predicated on GMV, and sales revenue



*1: Abbreviation for Annual Recurring Revenue.



Provides market price quotations for online shopping and auctions, as well as a statistical price comparison service

- Usage fee:
- No fee
Note: Premium service charges a monthly fee of 908 yen (excluding tax)
- Functions provided:
- Bulk searching for online shopping and auctions, searching for previous successful bidding prices, auction listing support tools



Note: As of June 2023





Paid Services

aucfan Premium



Premium features to make better use of aucfan.com

Usage fees: 908 yen per month (excluding tax)

Functions provided: 10 years' worth of successful bids search, time frame summary search, bid reservation tool, My Bookmarks, search alerts, easy listing tool, listing template saving, etc.

Amacode



Amacode

Dedicated app for Amazon sellers

Usage fees: 5,000 yen per month (excluding tax) * For paid version Amacode Pro

Functions provided: High-performance product barcode reading search, product keyword search, alerts for valuable finds, automatic calculation of product commissions, sourcing list management, etc.
Paid version Amacode Pro offers graphics functions showing price changes and increase/decrease in listings, custom options, access from website, etc.

aucfan Pro Plus



Market price search and data analysis tools for professionals

Usage fees: 10,000 yen per month (excluding tax)

Functions provided: Yahoo! shopping analysis, auction market price search and data analysis, Amazon research, global e-commerce site comparison, provision of other e-commerce support tools, etc.

aucfan Robo



アウファンロボ

RPA tools that even users without specialized knowledge can operate intuitively

Usage fees: From 120,000 yen per month (excluding tax)

Usage examples: Back-office operations including research concerning competitors, inventory ordering, order processing, shipping invoice preparation, and personnel- and labor-related operations, etc.



Goodsellers

A side business support service that creates a place where people can continue to experience the essential fun of business transaction

Usage fee: Varies according to each individual service

Example: **eBay cross-border e-commerce seller training program**



Information session content:

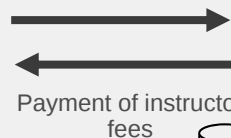
- Teaching materials for export businesses (registration)
- Teaching materials for export businesses (practical exercises)
- List of 15 products with price differences in export businesses
- Discount coupons for ReValue BtoB Mall



Business model

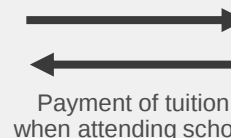


- Professional and practical expertise
- Proper tool use
- Advice



- Provides side-business expertise
- Provides a community
- Side-business support school

Note: for applicants only



SMBs

(side businesses and sole proprietors)



One of Japan's largest B2B wholesale purchasing platforms

Usage fee: Suppliers: 20,000 yen monthly (excluding tax) plus a contract commission of 8–10%

Buyers: **No fee**^{*1}

Features: About 520,000 registered buyer companies
Annual distribution value of about 10 billion yen

Note: As of June 2023



Business model



^{*1} The NETSEA Prime service charges fees

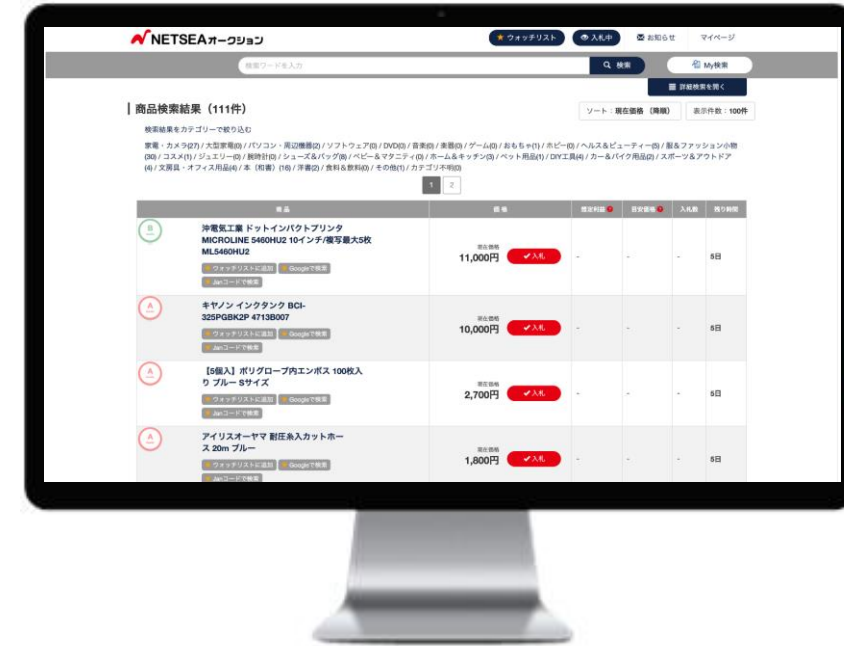


Inventory liquidation support service focused on returned or outdated items and slow-moving inventory, etc.

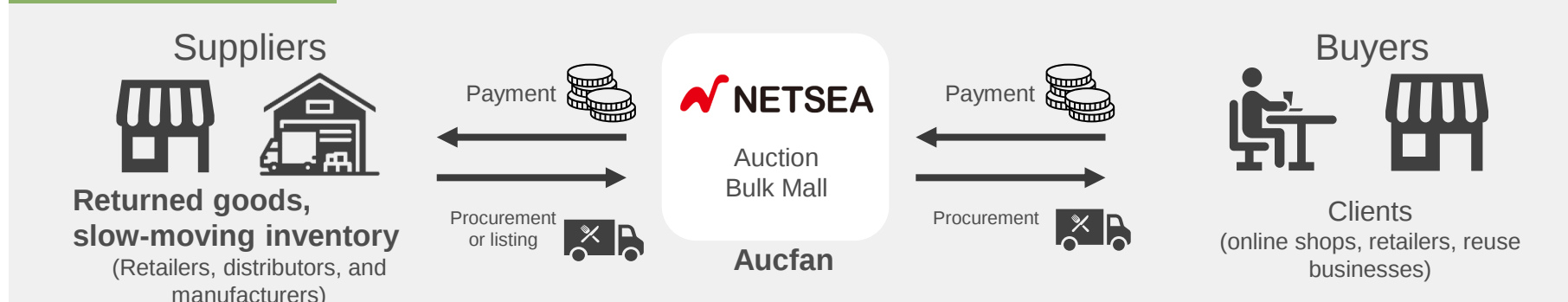
We purchase slow-moving inventory from manufacturers and retailers and sell it to recycling businesses and sole proprietors through our members-only closed community websites, NETSEA Auction and NETSEA Bulk Mall. Additionally, we provide comprehensive support for a range of e-commerce business operations comprising return policy revisions, procedures associated with the disposal and trading-in of returned goods, return acceptance, product inspection, and central processing.

Primary users: Manufacturers, retailers, reuse companies, and individual proprietors

Note: ReValue BtoB Mall was renamed to NETSEA Auction in August 2021.



Business model





OSR Net and Osaka Senba Wholesale Marketing

Trade fair service operators based in Osaka Senba district

- Usage fee: Suppliers: 10,000 yen monthly (excluding tax)
Plus basic booth fees for permanent display:
15,000 yen monthly (excluding tax)
Plus commissions on receivables collection: 5%

* 50,000 yen deposit charged separately when commencing display (returned at contract termination)

Buyers: No fee

- Features: Holds trade fairs and provides opportunities for business negotiations on the first Sunday, Monday, and Tuesday, and the third Monday and Tuesday of each month

Annual GMV of approximately 4.0 billion yen

* As of June 2023



Business model



Engage in ESG-conscious management with a particular focus on Environment (E) and Social (S) Reinforce the governance structure



- Reduce disposal loss in core businesses
- Conserve the environment through supporting reuse business operators
- Reduce CO2 emissions by cutting down travel with the introduction of remote work



- Contribute to local communities and regional revitalization through collaboration with local municipalities
- Support the social economy through donation activities



- Bolster corporate governance system
- Enhance the compliance
- Promote risk management

Company Profile

Company name

Aucfan Co., Ltd.

<https://aucfan.co.jp>

Location

Sumitomo Fudosan Osaki Twin Bldg.East 7F
5-1-18 Kitashinagawa,Shinagawa-ku,
Tokyo 141-0001

Founded

June 2007

Capital

973.68 million yen

(as of September 30, 2022)

Employees

165* (as of September 30, 2022)

*Number of employees on a consolidated basis
(excl. part-time)

Head office



and others.

