

Financial Results

FY09/20

Aucfan Co., Ltd. <3674>
November 13, 2020



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Executive Summary



Booked a YoY increase in net sales for the 13th
consecutive year since our founding and logged
record-high operating income



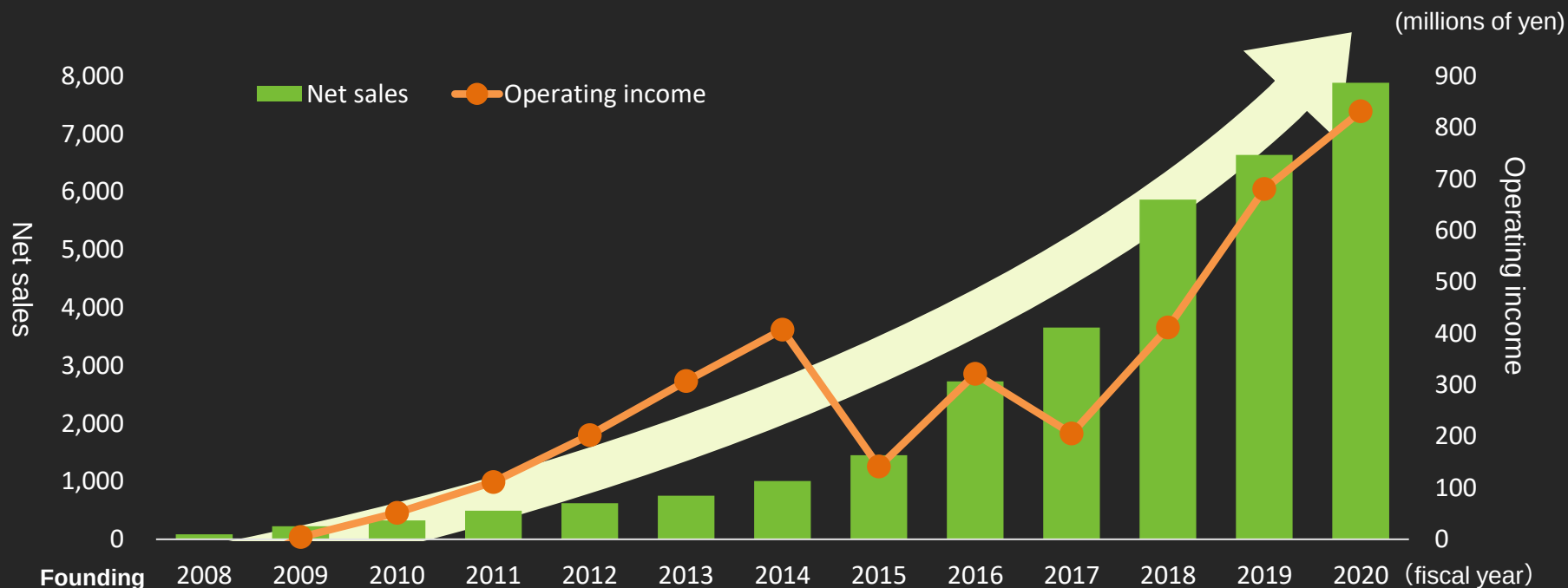
Defined ourselves as a RE-INFRA COMPANY

FY09/20 Summary

Consolidated Results

Recorded a YoY increase in net sales for the 13th consecutive year since our founding and logged record-high operating income

Net sales reached **7,874 million yen** (+18.7% YoY, 96.6% of full-year forecast). Operating income amounted to **820 million yen** (+20.8% YoY, 100.6% of full-year forecast).



Growth in the Merchandise Distribution Platform Segment

In the Merchandise Distribution Platform segment (responsible for operating NETSEA and otameshi), **sales grew 20% YoY**, and **operating income rose 372% YoY**.

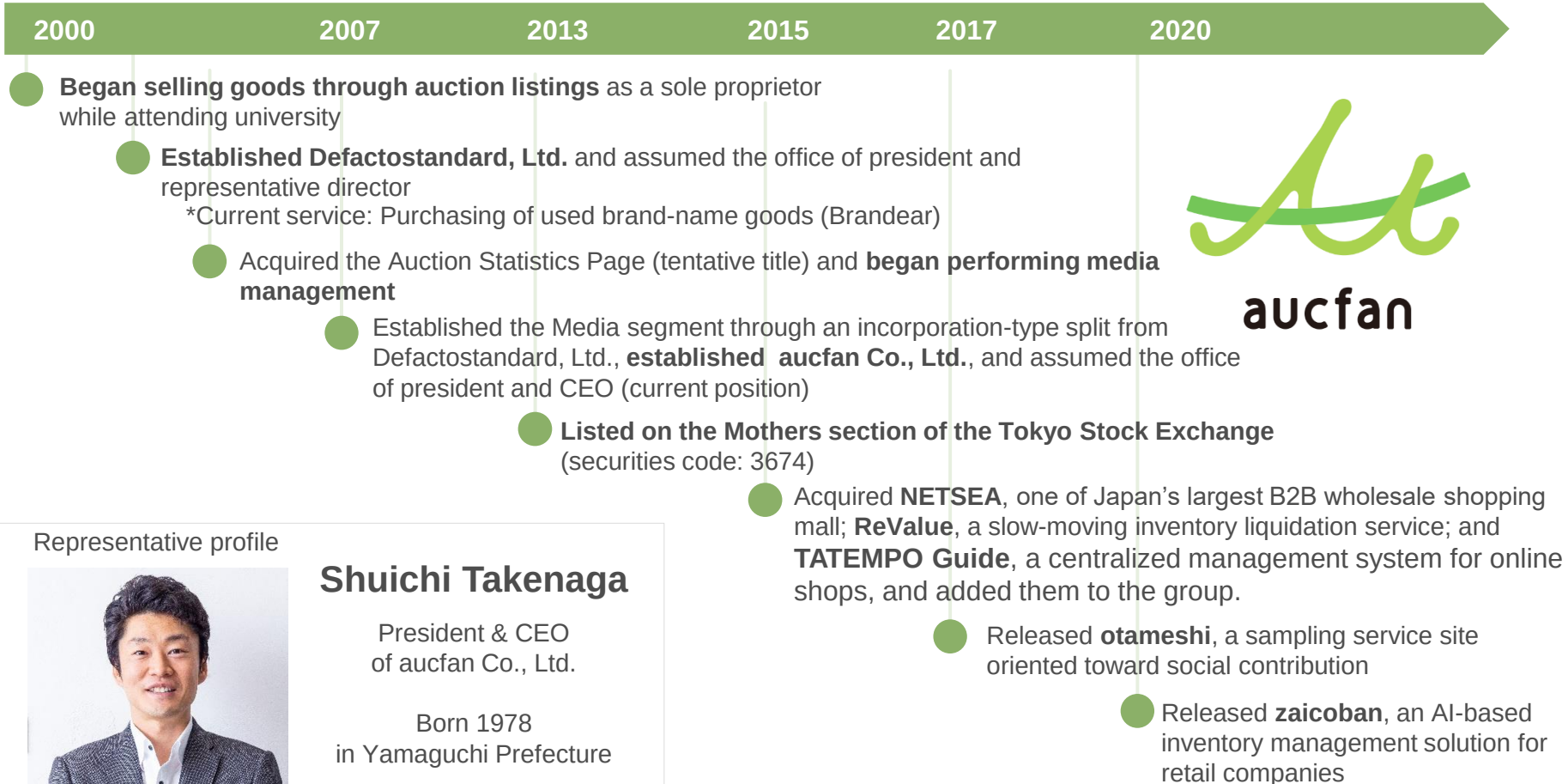
Established an Identity as a RE-INFRA COMPANY

We reidentified ourselves as a **RE-INFRA COMPANY** as we build unique infrastructure through the integration of various "REs" in society.



History

We have achieved **consistent business development** since President & CEO Shuichi Takenaga founded our company as a student entrepreneur.



Representative profile



Shuichi Takenaga

President & CEO
of aucfan Co., Ltd.

Born 1978
in Yamaguchi Prefecture

Graduated from Kyoto
University's School of Law

Becoming a RE-INFRA COMPANY





IDENTITY

RE-INFRA COMPANY

Reexamining the value that lies before us,
rather than generating new value from scratch.
Aucfan is constructing a peerless infrastructure that
integrates the various “REs” of society.

RE.

Building “Once Again” (RE)

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

Our societies and the world at large will become happier when we improve the circumstances surrounding both people and products.

The predictive power of AI and the trading power of people

Our AI technology analyzes trading data of over 70 billion transactions to determine where products can be sold and at what prices.

Subsequently, more than 1.35 million accounts of SMBs (people) maximize the appeal of these products and sell off their entire inventories.

Our unparalleled strength lies in the unique way in which we combine AI analysis with human enthusiasm.

ALL WELL

The background of the slide is a photograph of several people jumping joyfully on a grassy hill. The image is in a warm, golden-brown color palette, suggesting a sunset or sunrise. The people are silhouetted against the bright sky, with their arms raised in the air. The overall mood is one of happiness and freedom.

Companies

SMBs

Products

aucfan

Consumers

By getting involved with companies (B), cloud sellers (SMBs), consumers (C), our own company, and products, we will target a positive cycle through which all five of these aspects improve their own, and each other's, wellness.

Aucfan and the SDGs*1

Through its businesses, the Group aims to reduce disposal loss, a goal that is consistent with the concepts behind the SDGs. In particular, through its otameshi the Group is striving to reduce food loss and making charitable donations.

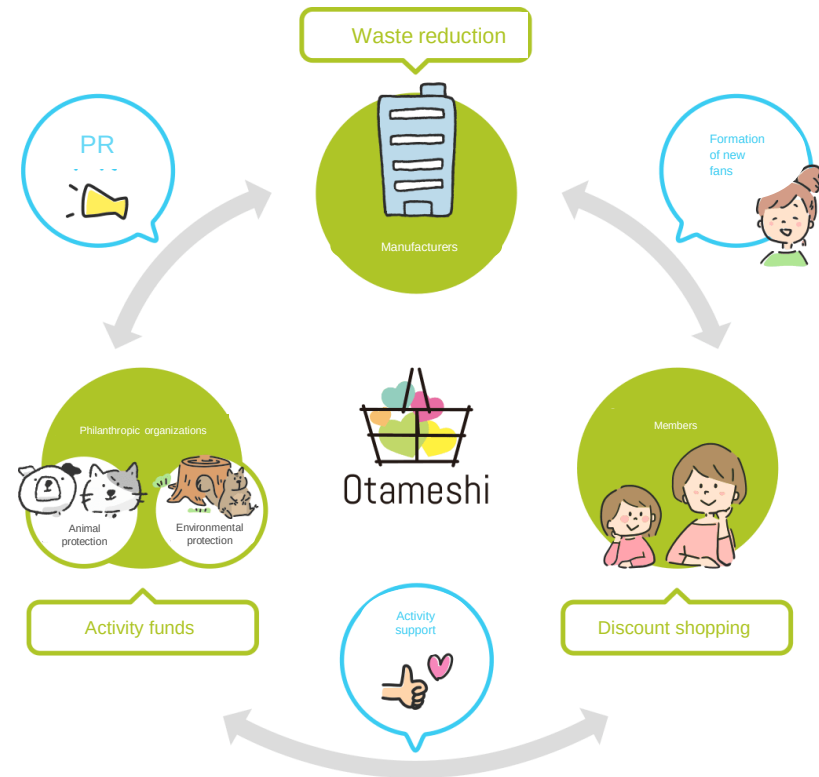
SUSTAINABLE DEVELOPMENT GOALS



Donation recipients



otameshi initiatives



*1 Sustainable Development Goals (SDGs): A set of international goals laid out in the 2030 Agenda for Sustainable Development adopted by the United Nations during a summit held in September 2015. They consist of 17 different goals aimed at resolving global issues related to challenges such as the environment, education, labor, gender equality, and peace. Since 2015, all UN member nations have been engaging in a variety of initiatives targeting the achievement of these goals by the end of 2030.

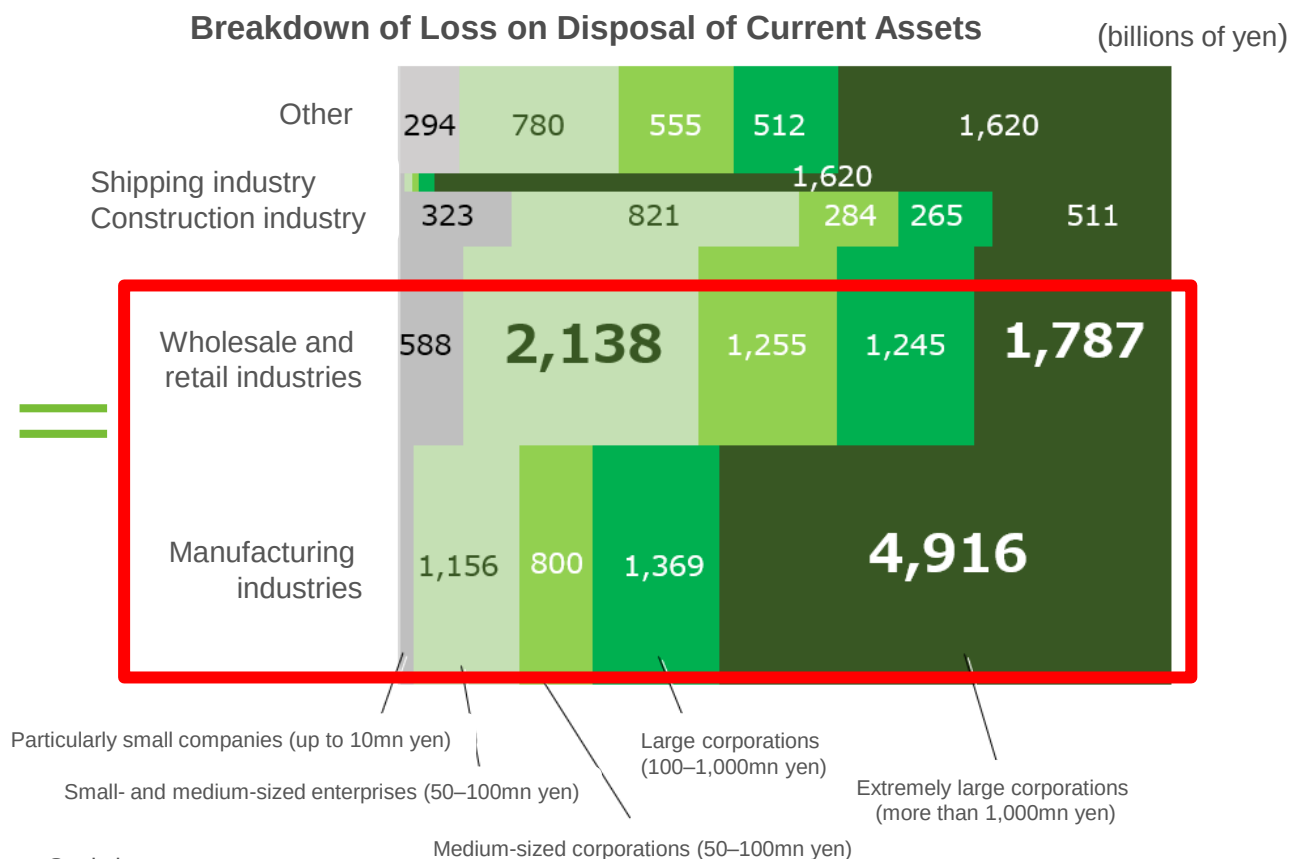


The Group's Face-to-Face Market

- In Japan, annual disposal loss of product inventory is **22 trillion yen***¹. On a global scale, it is over **100 trillion yen**.
- Disposal requires huge costs in terms of both labor and financial resources and accompanies concerns regarding adverse effects on the environment.
- Due to the spread of the COVID-19 pandemic, loss associated with product inventory disposal is expected to become more serious, particularly in the wholesale and retail industries.

Loss on disposal of
product inventory

22 trillion
yen =

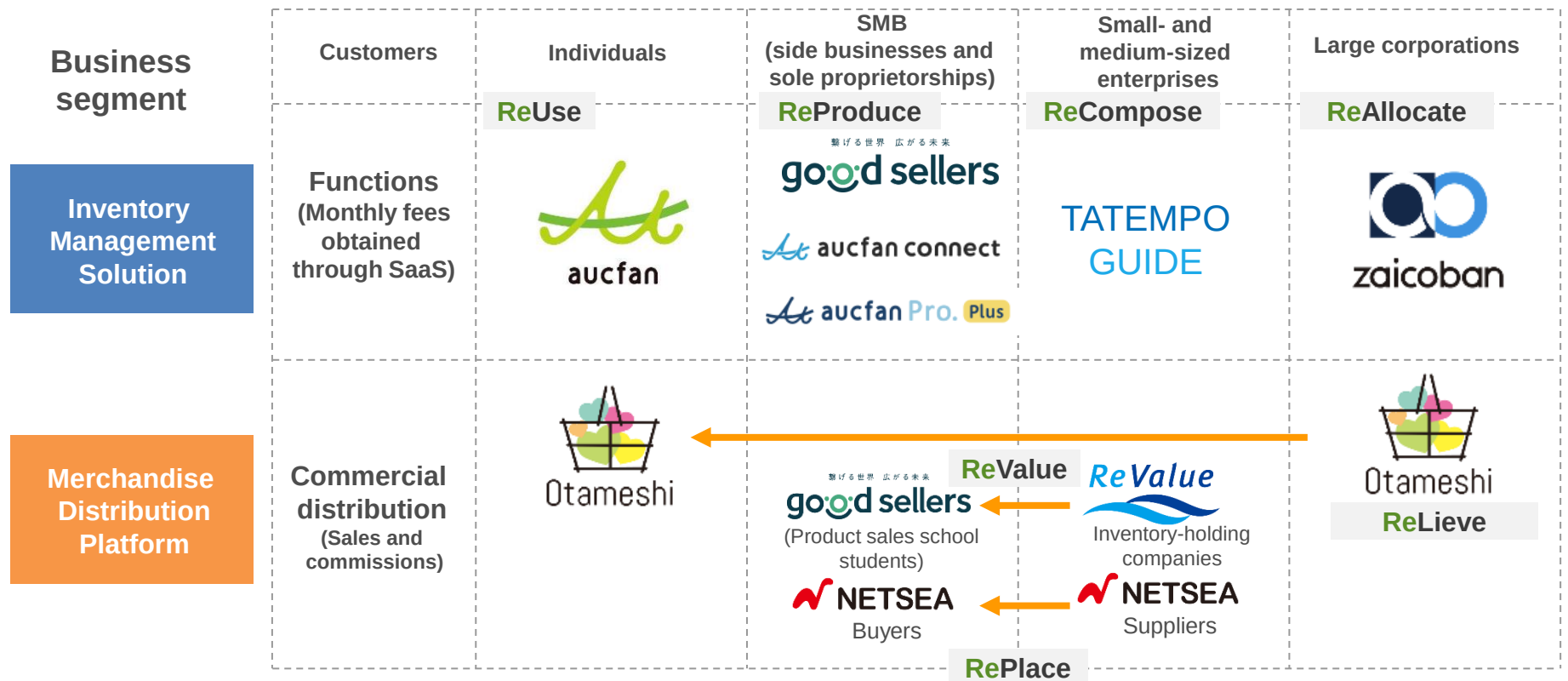


Source: Estimated by aucfan using Financial Statements Statistics
Of Corporations by Industry (Ministry of Finance), etc.

Our Businesses

- Our strength is our extensive product redistribution infrastructure through the assembly and integration of trading data comprising over **70 billion transactions** and the power of more than **1.35 million SMB accounts**.
- We promote **digital transformation (DX) in the retail and distribution industries** by providing total e-commerce support solutions primarily for SMEs and SMBs.

Total E-Commerce Support Solutions



← Product flow 15



Earnings Model

The earnings model of our Inventory Management Solution segment is based on monthly fees obtained through SaaS. Our Merchandise Distribution Platform segment has two primary earnings models, the first of which is based on sales and the second of which is based on fee income predicated on GMV.

Inventory Management Solution

Monthly fees obtained through SaaS



Number of user companies
×
Monthly billing amount



Number of user companies
×
Monthly billing amount



Number of accounts
×
Monthly billing amount



Merchandise Distribution Platform

Sales and fee income predicated on GMV



Value of sales
×
GPM



Distribution value
×
Commission rate



Value of sales
×
GPM



Market Potential

Potential markets for our services are expanding along with changes in social conditions. Examples include revitalization in the e-commerce market, a rising need for side businesses, and growth in slow-moving corporate inventory.

Inventory Management Solution



Monthly fees from 500 thousand yen
(Estimates made on an individual basis)
×
Tens of thousands of companies

TATEMPO GUIDE

Monthly fees from 24 thousand yen*¹
×
Hundreds of thousands of companies

At aucfan Pro. Plus

Monthly fees ranging from 908 yen to 10,000 yen*²

At aucfan connect

×

About one million people

At aucfan

*1: 1,000-order plan

*2: Offering Aucfan Premium for 980 yen per month, Aucfan Pro Plus for 10,000 yen per month, and aucfanconnect for no monthly fee (as of November 13, 2020)

Merchandise Distribution Platform



Inventory disposal market*³
1.1 trillion yen annually
×
20% target market share



Domestic B2B e-commerce market size*⁴
131.2 trillion yen annually
×
Target market share of a few percent
×
Commission rate of 8–10%



Cross-border e-commerce market size*⁵
2.6 trillion yen annually
×
10% target market share

*3: Company estimates based on statistics regarding food, beverages, toiletries, cosmetics, and pet supplies taken from report-by-commodity tables within the 2018 Census of Manufactures released by the Ministry of Economy, Trade, and Industry on August 23, 2019, as well as the publications on a survey on the domestic cosmetic market in FY2017 and a 2017 study on the domestic toiletries market from Yano Research Institute Ltd.

*4: Calculated based on citations taken from by-industry B2B and e-commerce market size breakdowns contained in the report on Fiscal 2019 International Economic Research Project concerning the Construction of an Integrated International and Domestic Growth Strategy (Market Research Related to E-Commerce) from the Ministry of Economy, Trade, and Industry (from the following categories: Large-category manufacturing–Medium-category-food products; Large-category wholesale–Medium-category wholesale; and Large-scale other–Medium-category retail)

*5: Combined total of 1,655,800 million yen in purchases from Japan made by Chinese consumers and 903,400 million yen in purchases from Japan made by US consumers (figures taken from the study above)



Financial Highlights

Net sales, operating income, ordinary income, and net income were all generally consistent with our forecast. In core businesses^{*1}, sales were up 13.3% YoY while operating income rose 197.7% YoY.

(millions of yen)	YoY			Vs. forecast	
	FY09/20	FY09/19	YoY	Forecast	Rate of achievement
Net sales	7,874	6,636	118.7%	8,155	96.6%
-Core businesses	6,604	5,829	113.3%	7,582	87.1%
-Incubation	1,270	807	157.2%	572	222.0%
Operating income	820	679	120.8%	816	100.6%
-Core businesses	317	106	297.7%	610	52.0%
-Incubation	503	573	87.9%	205	245.7%
Ordinary income	807	672	120.1%	814	99.2%
Net income	419	327	128.2%	430	97.6%

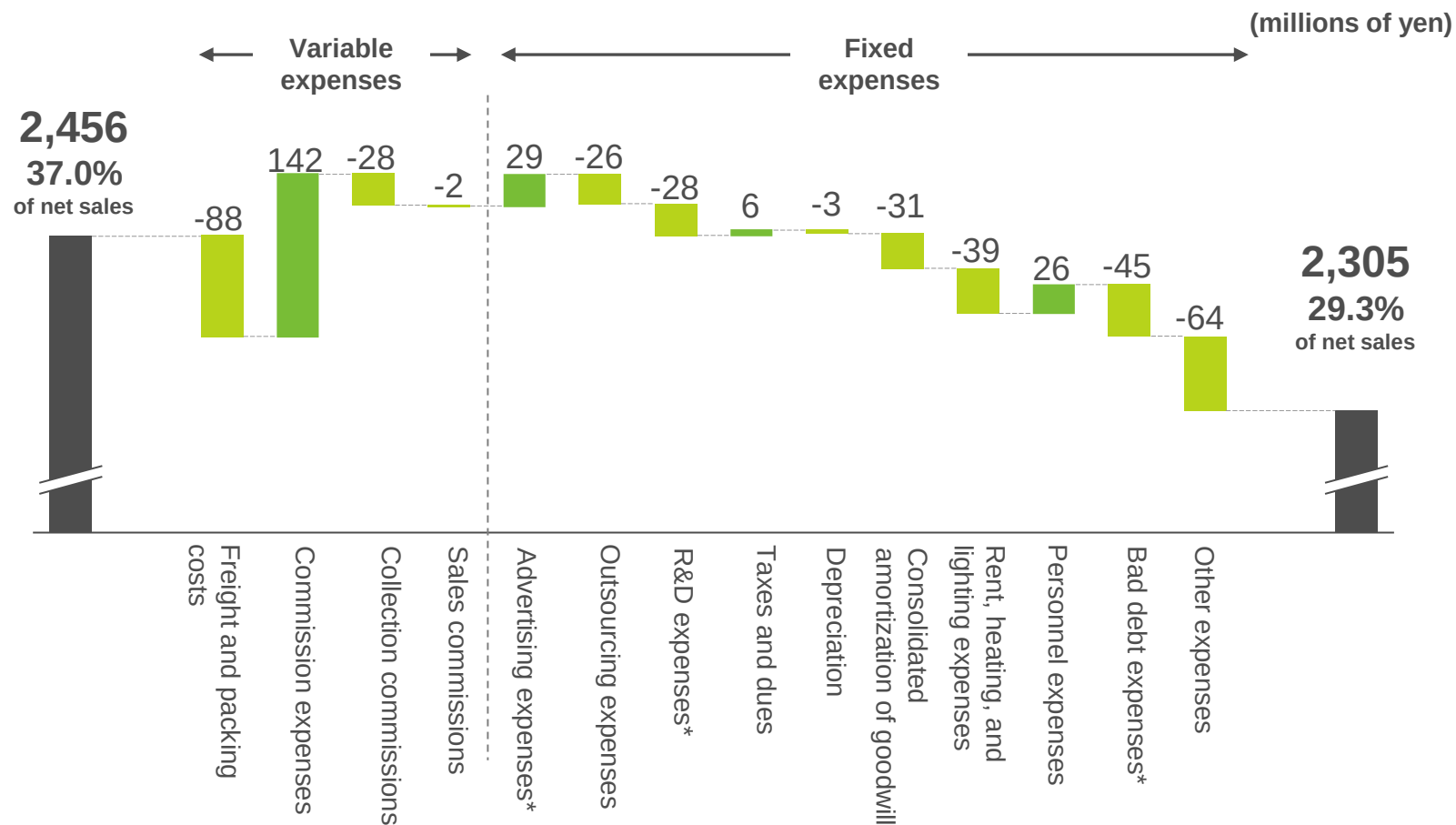


Performance Summary by Segment

(millions of yen)		FY09/20									
		Q1		Q2		Q3		Q4		Full-year	
			YoY		YoY		YoY		YoY		YoY
Inventory Management Solution	Sales	515	107.7%	572	124.7%	374	80.5%	469	91.4%	1,932	100.8%
	Operating income	117	86.0%	102	98.3%	63	67.1%	84	125.8%	367	91.4%
Merchandise Distribution Platform	Sales	1,061	109.0%	876	96.7%	1,190	141.7%	1,692	130.0%	4,831	119.9%
	Operating income	32	43.3%	13	58.9%	147	-	131	-	324	472.7%
Incubation (investment business)	Sales	26	13.7%	3	1.0%	576	3337.6%	663	284.4%	1,270	157.2%
	Operating income	2	1.8%	-14	-	418	-	96	106.6%	503	87.9%
Common, other	Sales	-30	-	-41	-	-40	-	-36	-	-146	-
	Operating income	-89	-	-82	-	-94	-	-107	-	-374	-
Consolidated total	Sales	1,573	95.1%	1,410	82.6%	2,101	161.5%	2,788	141.3%	7,884	118.7%
	Operating income	62	22.8%	19	5.2%	534	8842.0%	204	617.0%	820	120.8%

Breakdown of YoY Change in SG&A Expenses

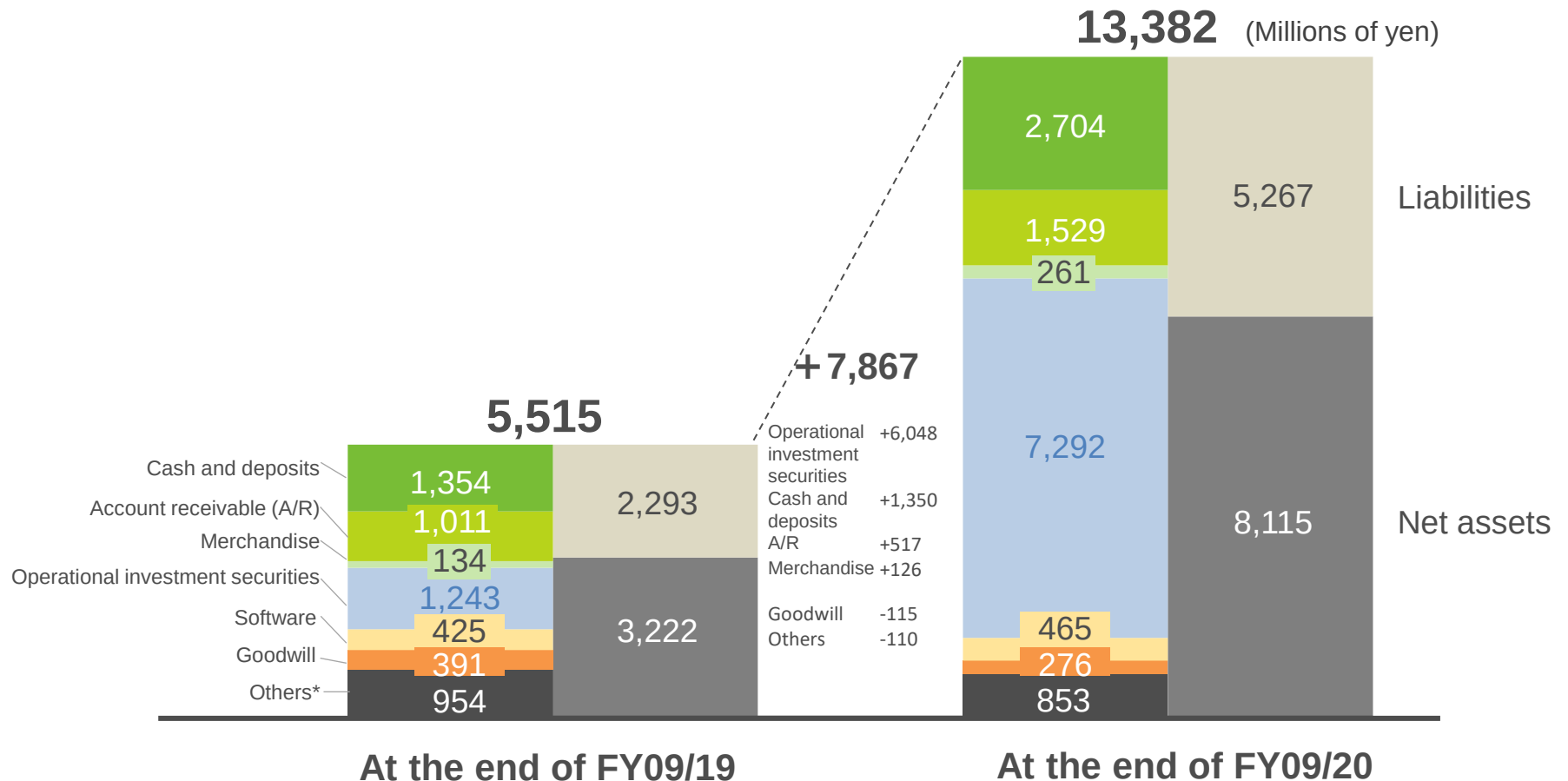
Consolidated SG&A expenses **decreased by 150 million yen YoY** due mainly to business restructuring at some consolidated subsidiaries. Meanwhile, the company made appropriate upfront investment.



* Cost items that were affected considerably by temporary factors

Assets

Total assets rose by 7,867 million yen YoY due to increases in cash and deposits and operational investment securities. **The equity ratio** remained high **at 60.5%**.



* Includes deferred assets



FY09/21 Consolidated Earnings Forecast

- We project growth that is more accelerated than in FY09/20.
- In core businesses, we predict a sales increase of 51.4% YoY and a 57.6% YoY rise in operation income.

	FY09/21 (targets)			YoY (%)
	Consolidated	Core businesses	Investment business	
Net sales 	10,900 million yen	[10,000 + 900]		138.4% (core businesses 151.4%)
Operating income 	1,300 million yen	[500 + 800]		158.4% (core businesses 157.6%)
Ordinary income 	1,250 million yen			154.5%
Net income 	800 million yen			186.6%



Topics

Launched our first-ever full-fledged promotional campaign featuring celebrity talent



LEISURE GOODS SWEETS MAKEUP VARIOUS GOODS MUSIC

**国内卸売モールサイト
最大級の出展企業数**

個人事業主も
大歓迎！
1品からの
仕入れも
可能！

- 1 様々なジャンルの **170 万点以上**の
商品を **卸価格** で購入可能！
- 2 仕入れ会員 **登録無料・月会費無料**！
- 3 **業務効率化** 機能が満載！
- 4 新規登録で使える **クーポン 3 回発行**！

繋げる世界 広がる未来

go:od sellers

繋げる世界 広がる未来

go:od sellers

創業以来蓄積してきた680億を超える
膨大な取引売買データを活用！

**「副業をしたい」を後押しします。
新たな一歩をスタートさせよう。**

A full-body photo of actor Ryuta Sato in a dark blue suit, running towards the viewer with a determined expression.

TATEMPO GUIDE

ネットショップの **一元管理なら**

初期費用 **無料!** 利用料は
最大6ヶ月間 **無料!** 半年後も
月額 **1万円**
から!

複数モールの在庫管理や発注管理を
これ1つで一元管理!

タテンポガイド

A photo of actor Ryuta Sato in a dark blue suit, holding a laptop and pointing at the screen with a smile.

At aucfan connect

Amazon専用の管理ツールなら

At aucfan connect

個人の方でもかんたん
あのAmazonでショップが
持てることをご存じでしょうか？

A photo of actor Ryuta Sato in a dark blue suit, sitting at a desk with a laptop, resting his chin on his hand and smiling.

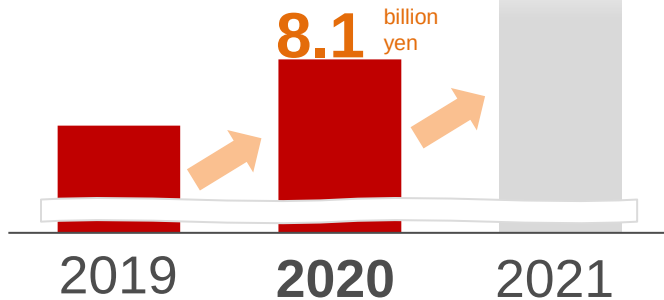
*Actor Ryuta Sato represents the Company as its first promotional character

Merchandise Distribution Platform Segment -NETSEA-

	Individuals	SMB	SME	Large corporations
Functions	 aucan	good sellers aucan connect aucan Pro	アテンホーガイド	zaicoban
Distribution	Otameshi	 NETSEA	 NETSEA	Otameshi

FY09/20 Summary

Record-high distribution value of
8.1 billion yen (+24% YoY)



“NETSEA Prime” release



NETSEA プライムなら、
**全商品・全決済
実質MAX2%OFF!**

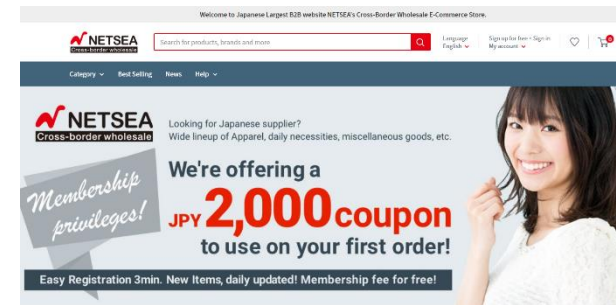
仕入れた分だけ還元されるクーポンで
仕入れをさらにお得にしましょう。

月額800円で、仕入れの最大2%が還元されます。
最初の3ヶ月は1,200円分のクーポンも配布されます。

NETSEAプライムへ加入する >

Initiatives in FY09/21

Launch NETSEA Cross-Border
Wholesale website



Support sales channel expansion at
Japanese SMEs through collaboration
with local governments

Strengthen consulting for suppliers
and buyers

Merchandise Distribution Platform Segment

-otameshi-

	Individuals	SMB	SME	Large corporations
Functions	 aucan	 good sellers auctan connect auctan Pro	 タデノボガイド	 zaicoban
Distribution	 Otameshi	 NETSEA	 NETSEA	 Otameshi

FY09/20 Summary

-  **Launched OEM website**
Provided services through OEM for Kansai Electric Power Company and Toho Gas in addition to Tokyo Electric Power Company



-  **Began collaborating with Norinchukin Bank to provide support for manufacturers and producers**

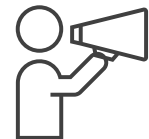


Initiatives in FY09/21

-  **Begin full-scale handling of products sold directly from their production areas**



-  **Strengthen user enticement through online customer attraction, SNS, and influencers**



Inventory Management Solution Segment -TATEMPO GUIDE and zaicoban-

	Individuals	SMB	SME	Large corporations
Functions	 aucfan	 good sellers aucfan connect aucfan Pro	 TATEMPO GUIDE	 zaicoban
Distribution	 Otameshi	 NETSEA	 NETSEA	 Otameshi

FY09/20 Summary

- Launched zaicoban, an AI-based inventory management service

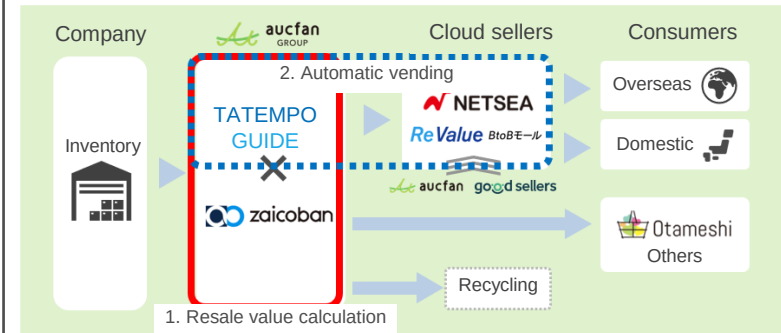


- Began linking TATEMPO GUIDE and NETSEA systems



Initiatives in FY09/21

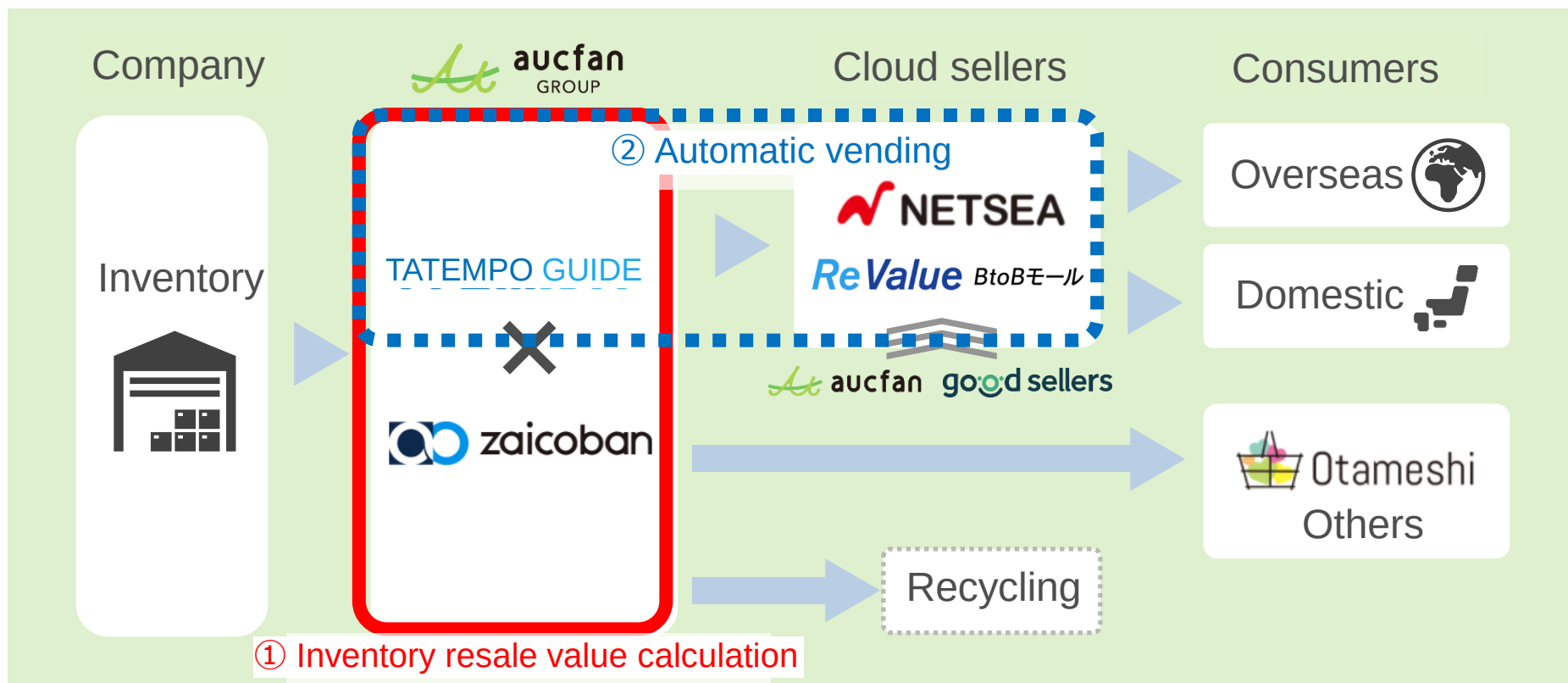
- Link zaicoban with TATEMPO GUIDE.
Offer one-stop solutions for manufacturers and the distribution and retail industries



- Expand pool of customers through alliances with companies with distribution and retail strength

Focus Areas

The Group will establish a redistribution infrastructure by integrating various functions. Furthermore, we will determine both inventory resale values and optimal sales channels, enabling both direct (sales to customers) and indirect (sales to SMBs) automatic vending of one-stop solutions for manufacturers, distributors, and retailers.



Moving forward, we will develop business relationships with major companies and with local companies through the offices of local governments. Meanwhile, we aim for a transaction value of one trillion yen^{*1}.

^{*1} Total includes transaction value associated with cloud sellers. Based on aucfan's estimates, transaction value was 100.0 billion yen as of September 30, 2020.



6 Shareholder Return Policy

Shareholder Return Policy

Shareholder benefits

As a benefit for our shareholders in FY09/20, we provided special discount coupons for amounts that correspond to the numbers of shares owned by each shareholder. These coupons can be used when making purchases through **Otameshi, a sampling service site oriented toward social contribution.**



Number of shares owned	Benefit
300 or more but less than 500	5,000 yen coupon
500 or more but less than 1,000	7,000 yen coupon
1,000 or more	15,000 yen coupon

Dividend

We will continue to consider our range of dividend options while remaining aware of surrounding market conditions and world affairs.

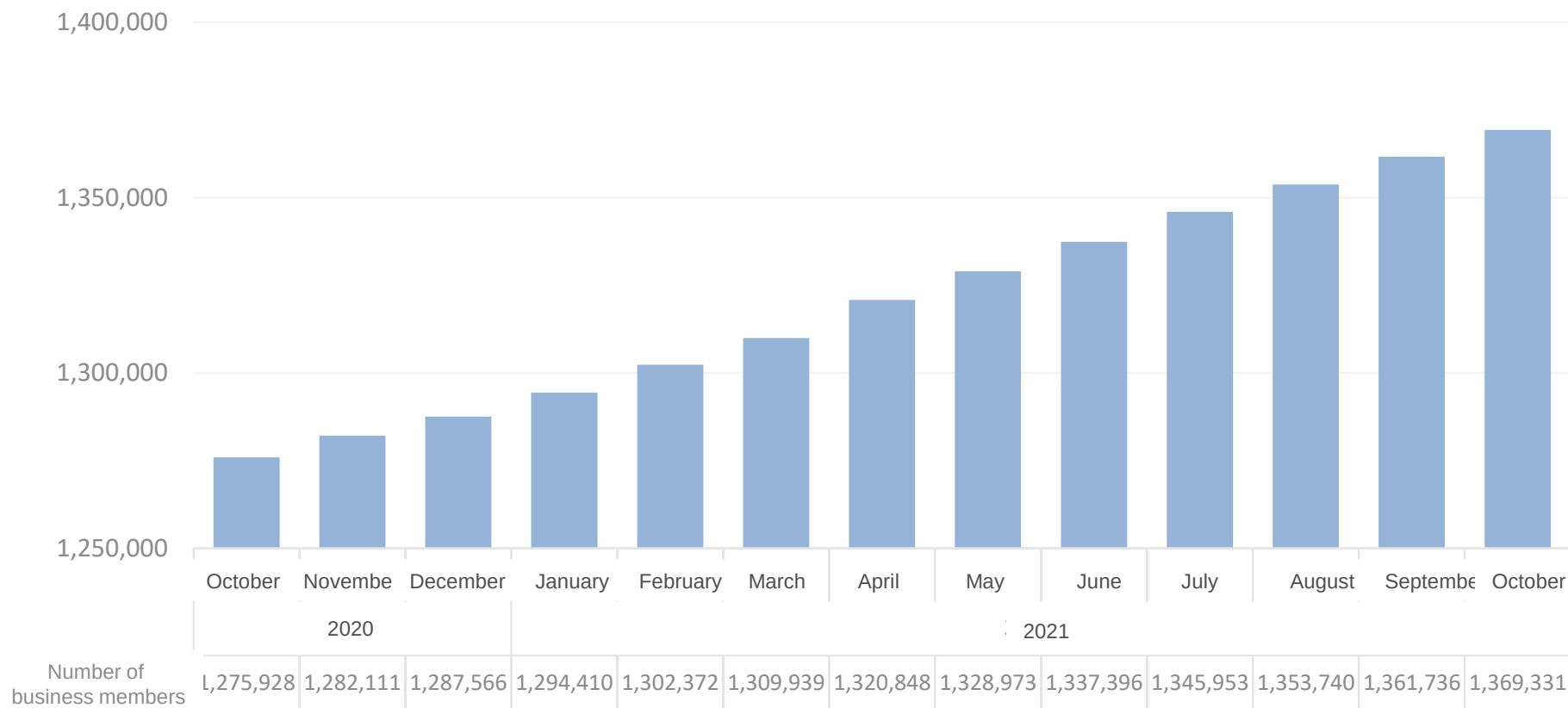


aucfan

At

Monthly Number of Business Members

We began disclosing monthly data concerning business usage account numbers in June 2020. The number of business usage accounts is increasing steadily on a monthly basis.

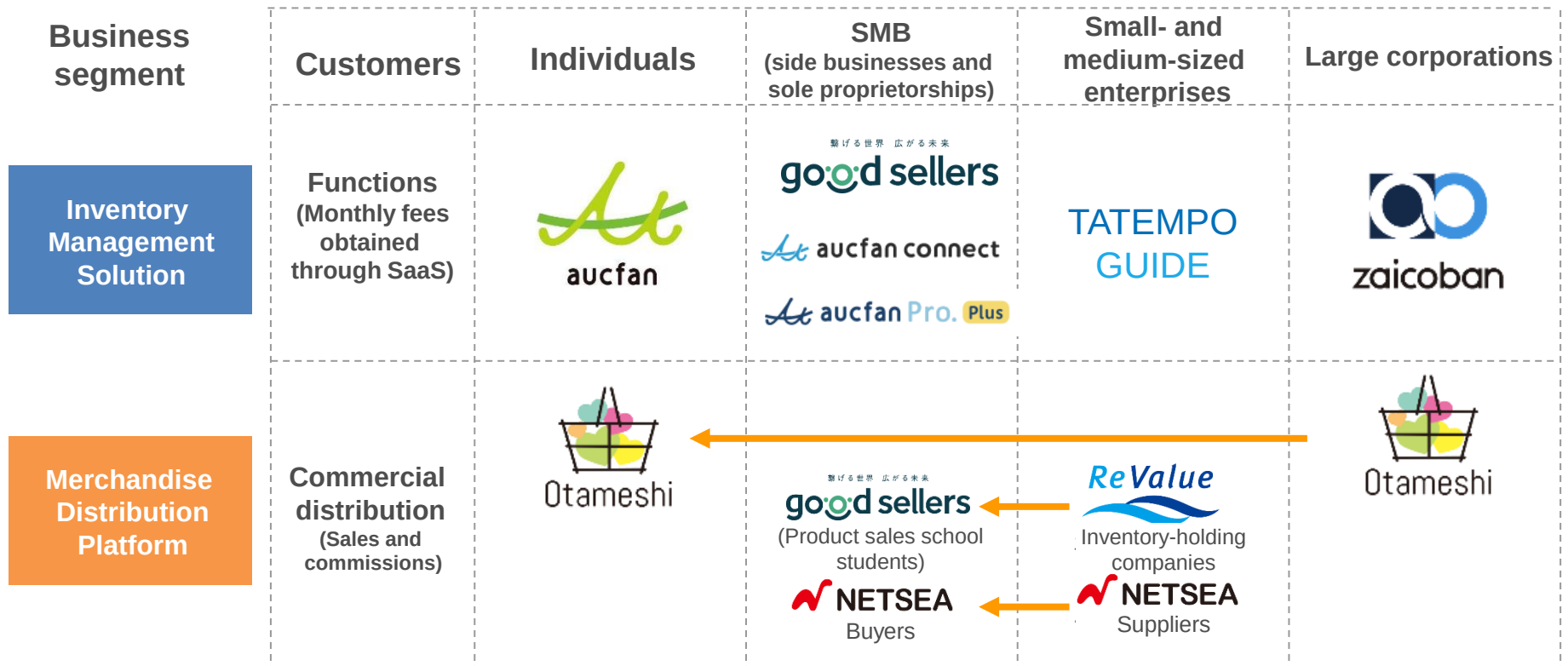


*1 Total including aucfan.com members, NETSEA suppliers, NETSEA buyers, TATEMPO GUIDE user companies, and Otameshi merchandise providers.

Our Businesses

- Our strengths are our global product redistribution network and our ability to assemble and integrate trading data comprising over **70 billion** transactions and more than **1.35 million accounts** of “cloud sellers” (SMBs).
- We promote **digital transformation (DX) in the retail and distribution industries** by providing total e-commerce support solutions primarily for SMEs and SMBs.

Total E-Commerce Support Solutions



← Product flow



Inventory Management Solution Segment

Target Customers

Large corporations

Small and medium-sized enterprises

SMBs
(Side businesses and sole proprietorships)

Individuals

Services



zaicoban

Visualizes market value through AI and identifies issues related to inventories at companies; provides services that optimize selling prices and product lineups



TATEMPO GUIDE

Centralized order, inventory, and product management system for multiple online shops



At aucfan Pro. Plus

Provides market price searching used by professionals, data analysis tool, and bulk searching for the world's lowest prices



At aucfan connect

Display tool for listing products on Amazon.com; simplifies product listing and substantially reduces the time required



At aucfan

Possesses 68.0 billion units of data; provides market price quotations for online shopping and auctions, as well as a statistical price comparison service

Merchandise Distribution Platform Segment



Corporate inventory facing possible disposal

- Slow-moving or surplus inventory
- Returned goods
- Damaged goods
- Products sold at discounts by their respective manufacturers (outlet products)

Market size:

22 trillion yen

Merchandise Distribution Platform

Direct distribution

To Customers



Otameshi

Sampling service site oriented toward social contribution

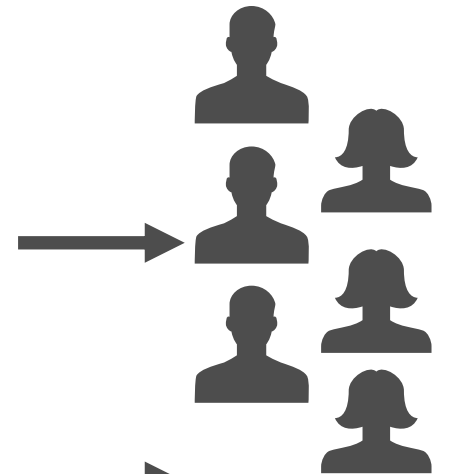
Indirect distribution

To Businesses

One of Japan's  **NETSEA**
largest B2B wholesale purchasing platform

Online store for overseas buyers

 **NETSEA**
Cross-border wholesale



Consumers

Inventory management and proposals for optimal pricing and sales channels

TATEMPO GUIDE



- More than 70 billion units of actual trading data
- Automation of price forecasting and sales management

Business Details

-Inventory Management Solution Segment-

	Individuals	SMB	SME	Large corporations
Functions	 aucfan	 good sellers aucfan connect	 タデコボヤ	 zaicoban
Distribution	 Otameshi	 NETSEA	 NETSEA	 Otameshi

zaicoban

AI-based inventory management solution for retailers

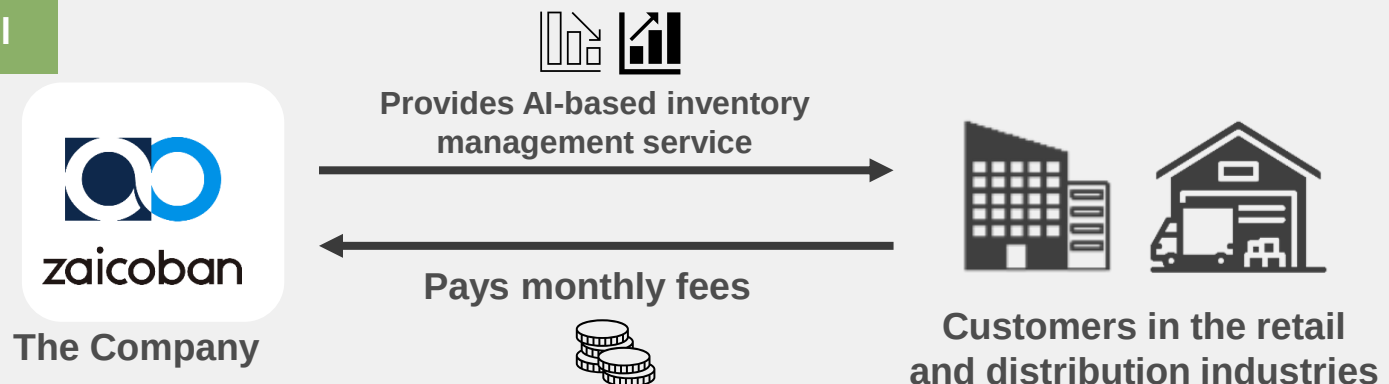
Displays current market values using AI and identifies inventory-related issues facing companies; provides services that optimize selling prices and product lineups

- Usage fee: **Individual quotes**
Note: From 500,000 yen per month
- Functions provided: **Visualization of inventory-related issues and optimization of product lineups and selling prices**

Note: as of September 2020



Business model



Business Details

-Inventory Management Solution Segment-

	Individuals	SMB	SME	Large corporations
Functions	 aucfan	good seller aucfan connect aucfan Pro	TATEMPOガイド	 zaicoban
Distribution	 Otameshi	 NETSEA	 NETSEA	 Otameshi

TATEMPO GUIDE

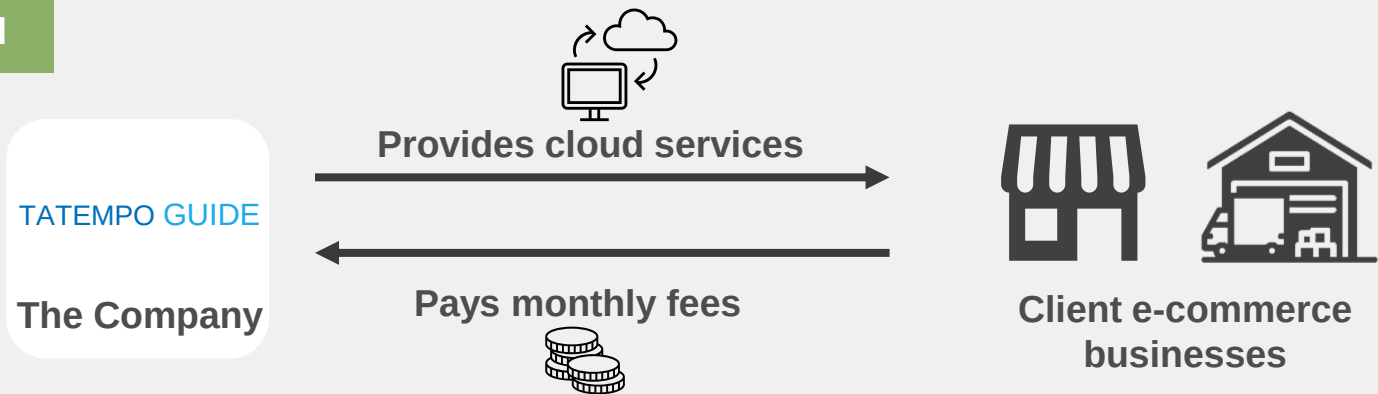
Cloud service that simplifies the complicated operational processes associated with online shops

- Usage fee: **From 24,000 yen per month** (excluding tax)
Note: Applies to 1,000-order plan
- Functions provided: Collective recording, editing, and updating of product information, automatic synchronization of inventory figures, automatic acquisition of order information, order status management, inventory status management, etc.



Note: as of September 2020

Business model



Business Details

-Inventory Management Solution Segment-

	Individuals	SMB	SME	Large corporations
Functions		 auctan connect auctan Pro		
Distribution				

auctan connect

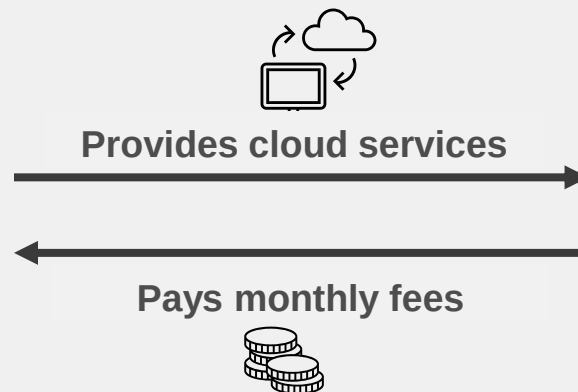
Display tool for listing products on Amazon.com; simplifies product listing and substantially reduces the time required

- Usage fee: Provided free of charge
- Functions provided: Amazon product registration (Japan, overseas), auto-detection for hazardous goods specified under the FBA Dangerous Goods Program, product listing using comma separated value (CSV) files, calculation and display of gross profit to be obtained at the lowest selling price, automatic SKU input, etc.

Note: as of September 2020



Business model



Business Details

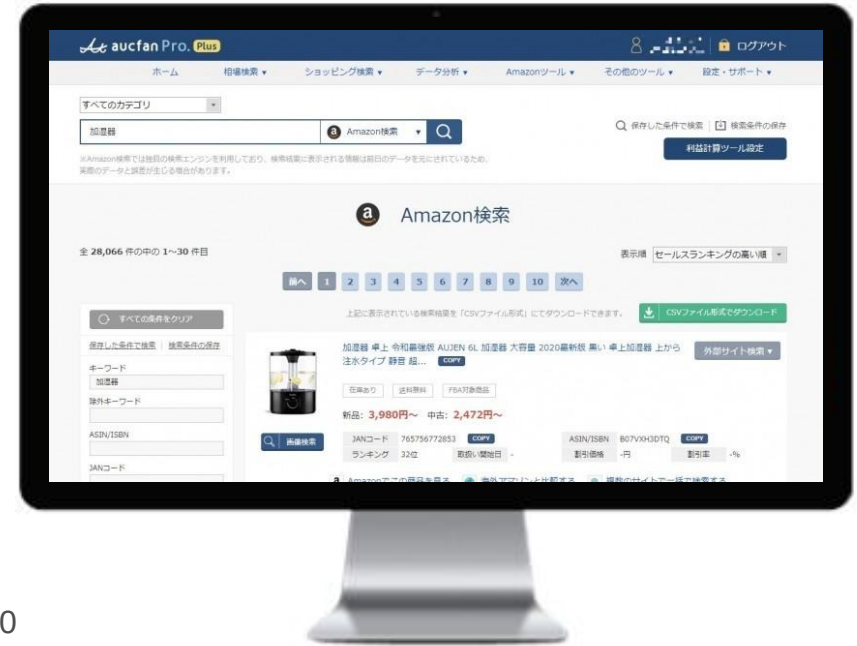
-Inventory Management Solution Segment-

	Individuals	SMB	SME	Large corporations
Functions				
Distribution				

aucfan Pro plus

Provides market price searching used by professionals, as well as data analysis tools

- Usage fee: 10,000 yen per month (excluding tax)
- Functions provided: Yahoo! shopping analysis, auction market price searching and data analysis, Amazon research, global e-commerce site comparing, other e-commerce support tools

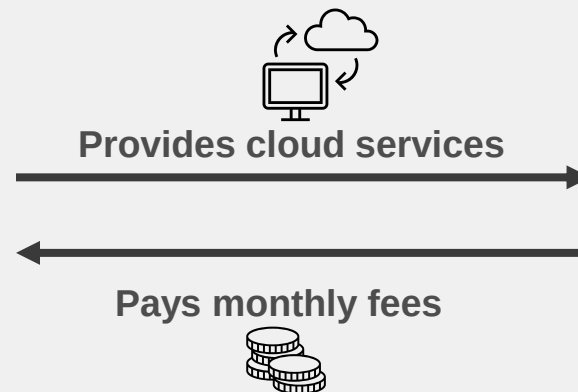


Note: as of September 2020

Business model



The Company



Customers of SMBs and recycling companies

Business Details

-Inventory Management Solution Segment-

aucfan.com

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

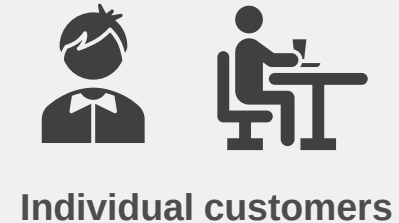
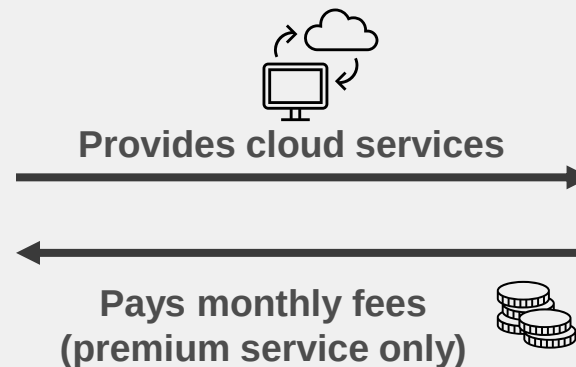
- Usage fee: **No fee**
Note: Premium service charges a monthly fee of 908 yen
- Functions provided: Bulk searching for online shopping and auctions, searching for previous successful bids prices, auction listing support tools

Note: as of September 2020

	Individuals	SMB	SME	Large corporations
Functions		good sellers aucfan connect aucfan Pro	アテンボガイド	zaicoban
Distribution	Otameshi	NETSEA	NETSEA	Otameshi



Business model



Business Details

-Merchandise Distribution Platform Segment-

	Individuals	SMB	SME	Large corporations
Functions	 aucan	good sellers  aucan connect	 Aucan Pro	 zaicoban
Distribution	 Otameshi	 NETSEA	 NETSEA	 Otameshi

otameshi

Charitable shopping site

Purchases goods from manufacturers, offers them to consumers at reasonable prices, and donates a portion of the proceeds to organizations providing societal support, thereby contributing to the reduction of food loss and clothing disposal, which have recently become pressing issues

- Supported organizations:

公益財団法人 日本動物愛護協会

赤い羽根共同募金



Florence
認定NPO法人フロレンス

Eva
Every animal on Earth
has a right to live
has a right to live

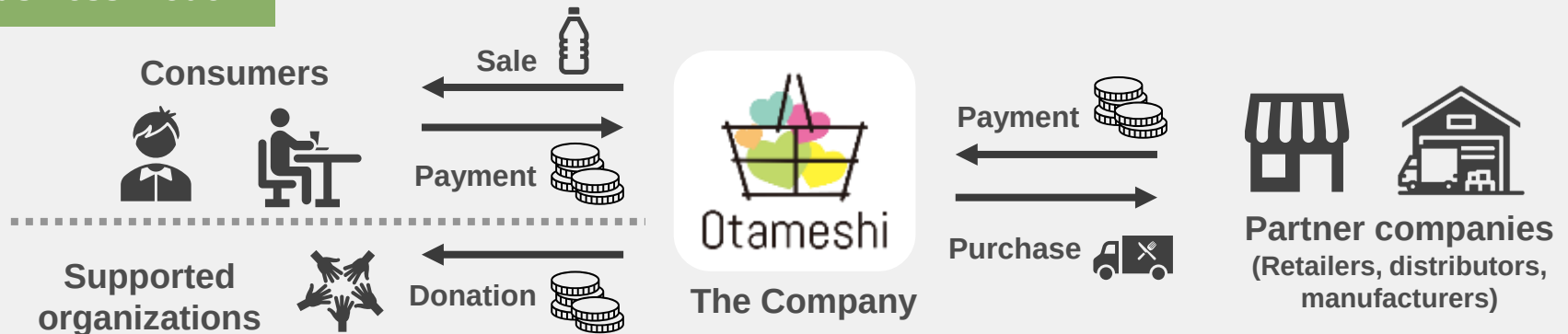
日本赤十字社
わたしたちは日本赤十字社の活動を支援しています。

TABLE FOR TWO



Note: as of September 2020

Business model



Business Details

-Inventory Management Solution Segment-

	Individuals	SMB	SME	Large corporations
Functions	 aucfan	good sellers aucfan connect aucfan Pro. 	 zaibon	 zaibon
Distribution	 Otameshi	 NETSEA	 NETSEA	 Otameshi

Goodsellers

A side-business support service that allows users to experience the intrinsic fun of trading on a continuous basis

- Usage fee: Varies according to each individual service
- Example: **Training support service for eBay cross-border-commerce sellers**



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



Business Details

-Merchandise Distribution Platform Segment-

NETSEA

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 400,000 registered buyer companies
Annual distribution value of about 8.0 billion yen

	Individuals	SMB	SME	Large corporations
Functions		good sellers aucfan connect aucfan Pro	デジホカバド	zaicoban
Distribution	Otameshi	NETSEA	NETSEA	Otameshi



Business Details

-Merchandise Distribution Platform Segment-

NETSEA

Cross-border wholesale



The aucfan Group takes responsibility for functions necessary for overseas sales, including customer enticement, translation, distribution (exporting), and handling of inquiries. Suppliers can expand their sales channels overseas simply by delivering their products to designated aucfan warehouses.

Supported languages:

English

Traditional Chinese

Simplified Chinese

Business model

Overseas buyers



English-speaking and Chinese-speaking regions



The Company takes responsibility for customer enticement, translation, distribution (exporting), the handling of inquiries, etc.



Suppliers



Manufacturers and wholesalers

	Individuals	SMB	SME	Large corporations
Functions	aucfan	good sellers aucfan connect	アテンションマーク	zaicoban
Distribution	Otameshi	NETSEA	NETSEA	Otameshi

Launched initiatives involving collaboration with local governments

By partnering with local governments, we are striving to jump-start regions where online wholesale remains uncommon.

Corporate Profile

Company name

Aucfan Co., Ltd.

<https://aucfan.co.jp>

Location

Oak Meguro 3F, 2-13-30 Kamiosaki,
Shinagawa-ku, Tokyo 141-0021

Founded

June 2007

Capital

884.08 million yen

(as of September 30, 2020)

Employees

154* (as of September 30, 2020)

*Number of employees on a consolidated basis

Head office

