

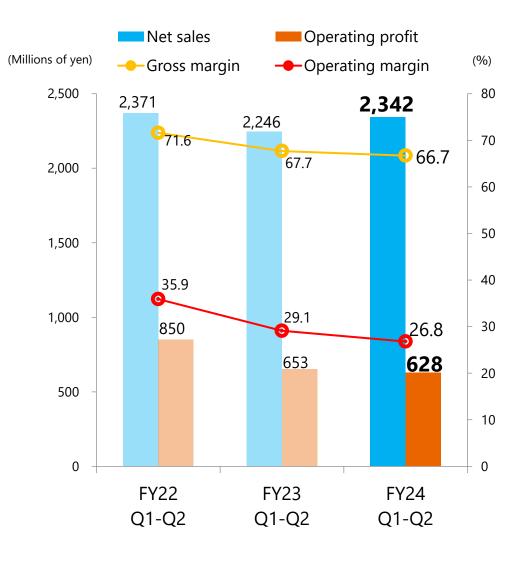
Financial Results for the Six-Month Period Ended September 30, 2024

November 6, 2024 Oricon Inc. (Securities Code: 4800)

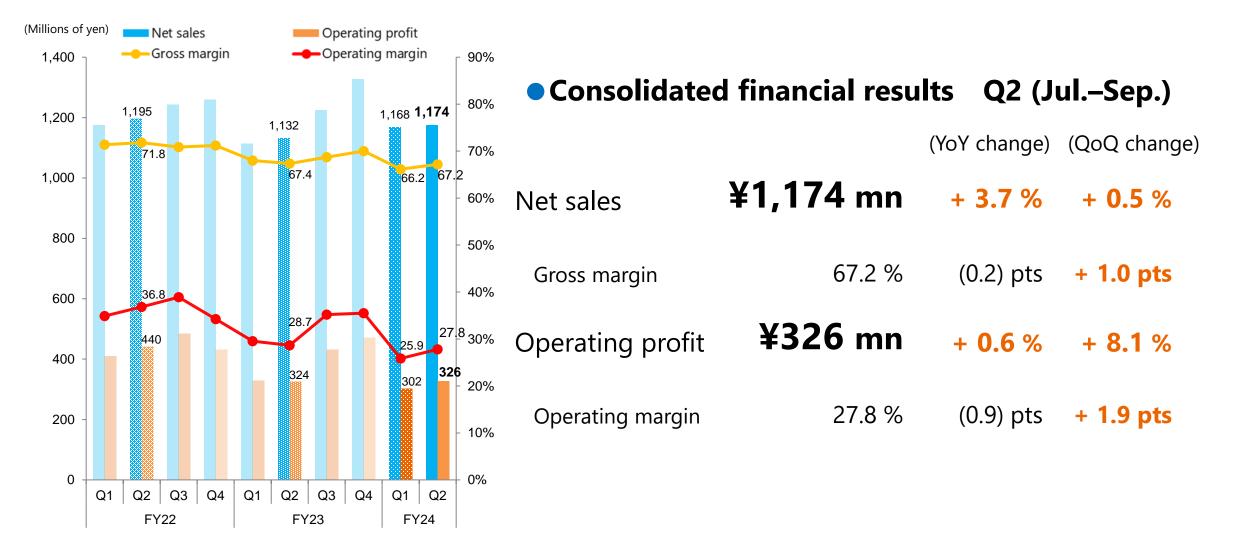


Corporate Philosophy Turning facts into intelligence

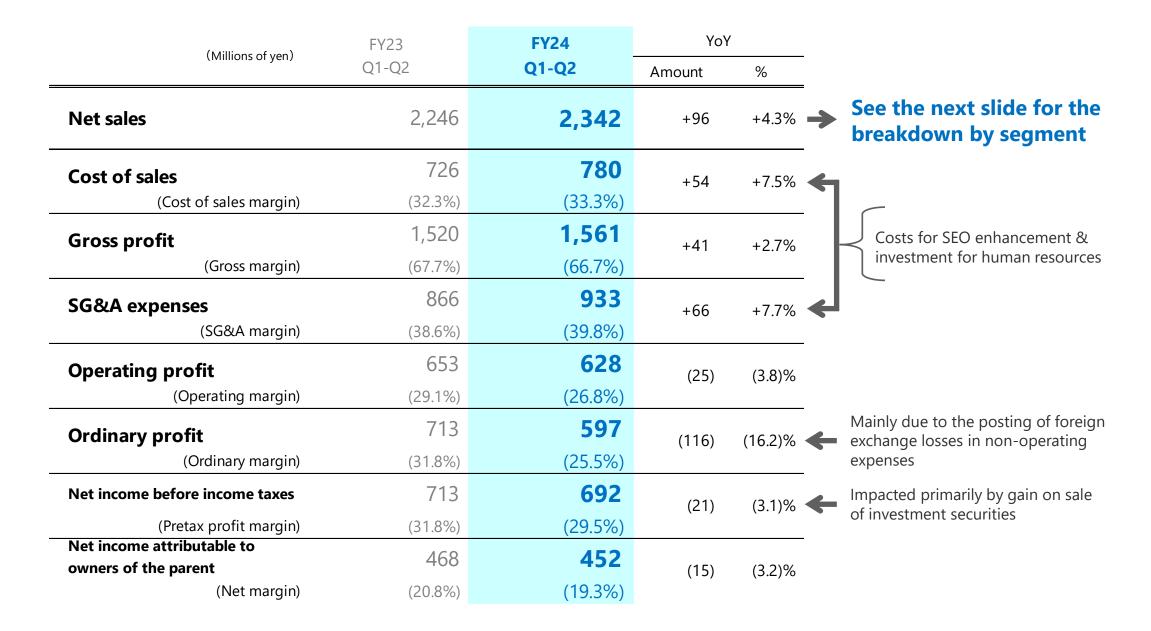
Management
PolicyIn a society where information makes things complicated because, for
example, of the scourge of fake news, Oricon will earn the trust of society
by turning facts into intelligence from an objective and fair standpoint
and disseminating it widely.By doing so, we aspire to be a company of high social value that
contributes to the realization of affluent lifestyles and the development of
various industries.



Consolidated fin	(YoY change)	
Net sales	¥2,342 mn	+ 4.3 %
Gross margin	66.7 %	(1.0) pts
Operating profit	¥628 mn	(3.8) %
Operating margin	26.8 %	(2.3) pts



1-2 Consolidated Statement of Income



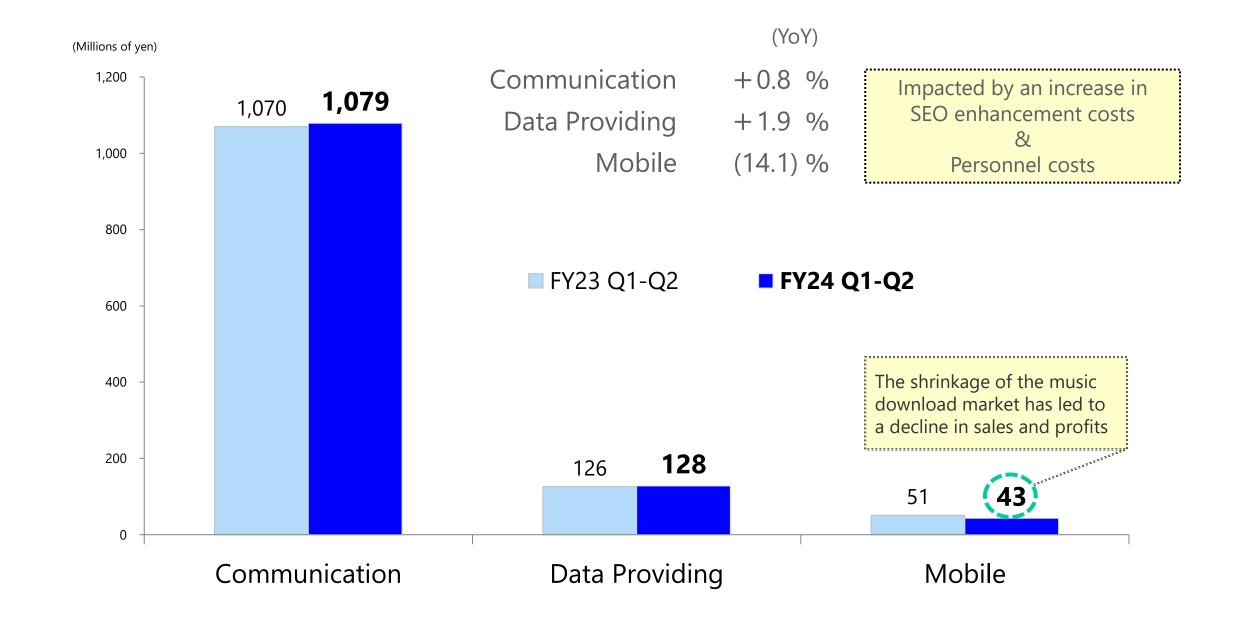


Sales of the Communication Business increased by 6.8% YoY

		FY2023	FY2024	YoY	
	(Millions of yen)	Q1-Q2	Q1-Q2	Amount	%
Со	mmunication	1,731	1,848	+116	+6.8%
	Customer Satisfaction Research	943	1,079	+135	+14.4%
	News & Media	788	769	(19)	(2.4)%
Da	ta Providing	337	341	+3	+1.1%
Мо	obile	177	152	(24)	(13.8)%
	Total	2,246	2,342	+96	+4.3%

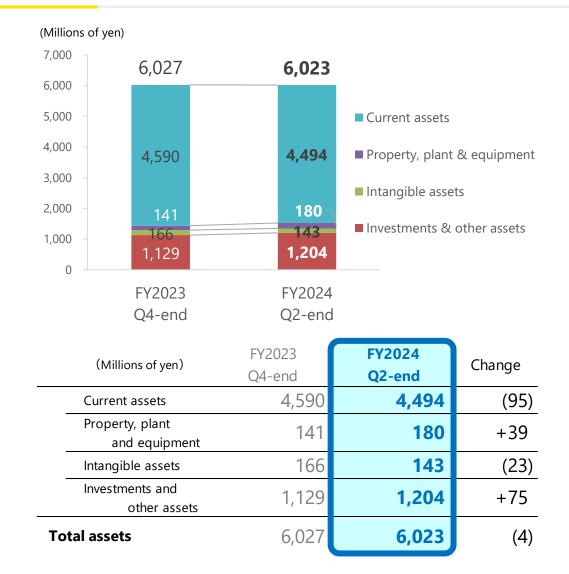
1-4 Breakdown of Operating Profit by Segment

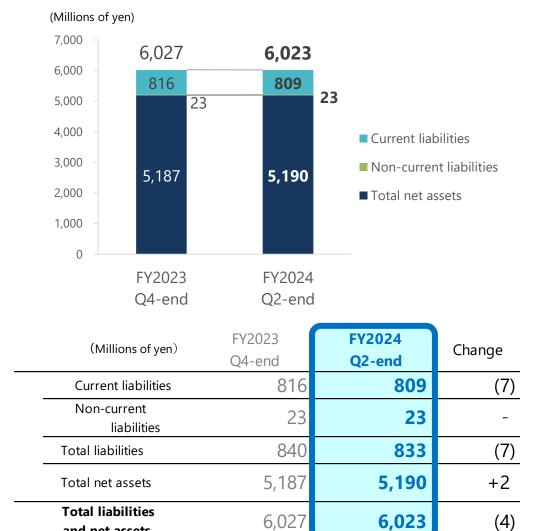




1-5 Consolidated Balance Sheet



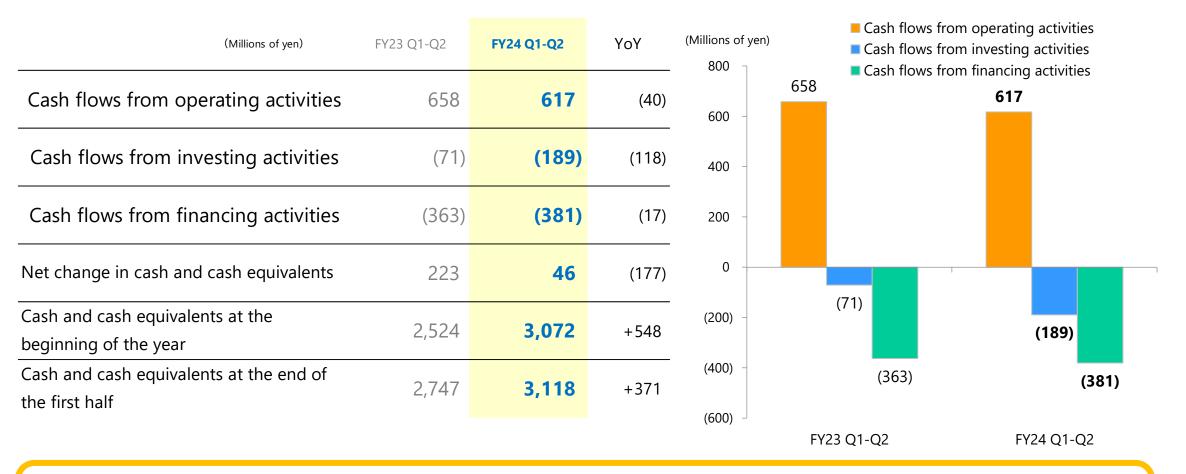




The equity ratio stood at 86.2% (up 0.1 pts from FY2023 Q4-end)

and net assets

1-6 Consolidated Statement of Cash Flows



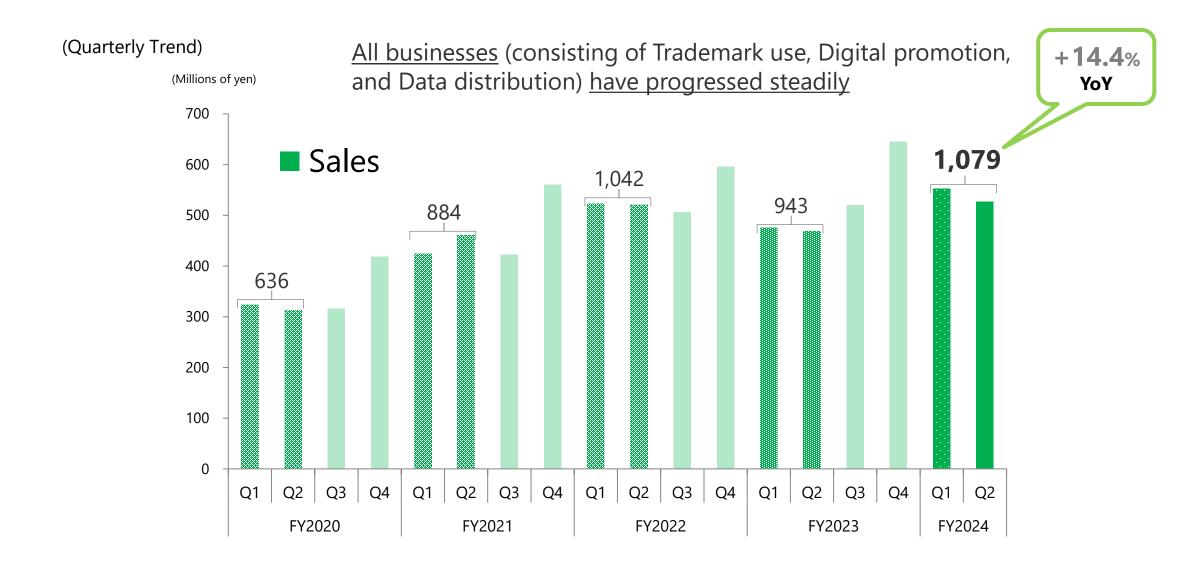
Positive factors ⇒ Posting of net income before income taxes of ¥**692** mn, proceeds from sale of investment securities of ¥**284** mn, and income taxes refund of ¥**87** mn

Negative factors ⇒ Cash dividends paid of ¥(381) mn, purchase of investment securities of ¥(334) mn, and income taxes paid of ¥(198) mn

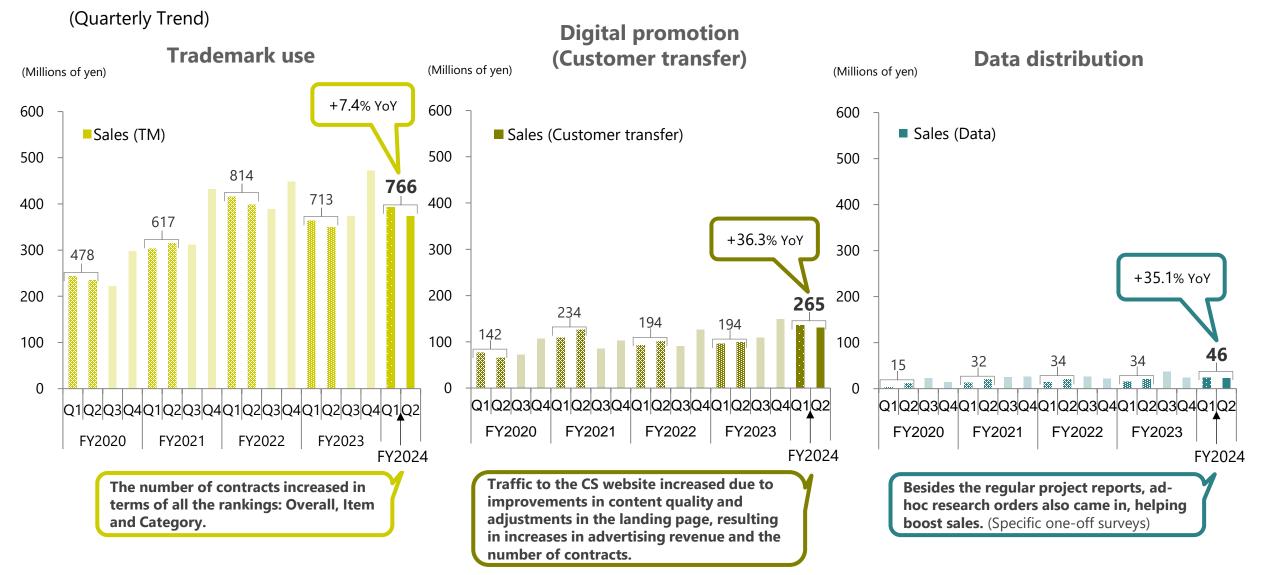




Customer Satisfaction (CS) Research Business



Customer Satisfaction (CS) Research Business

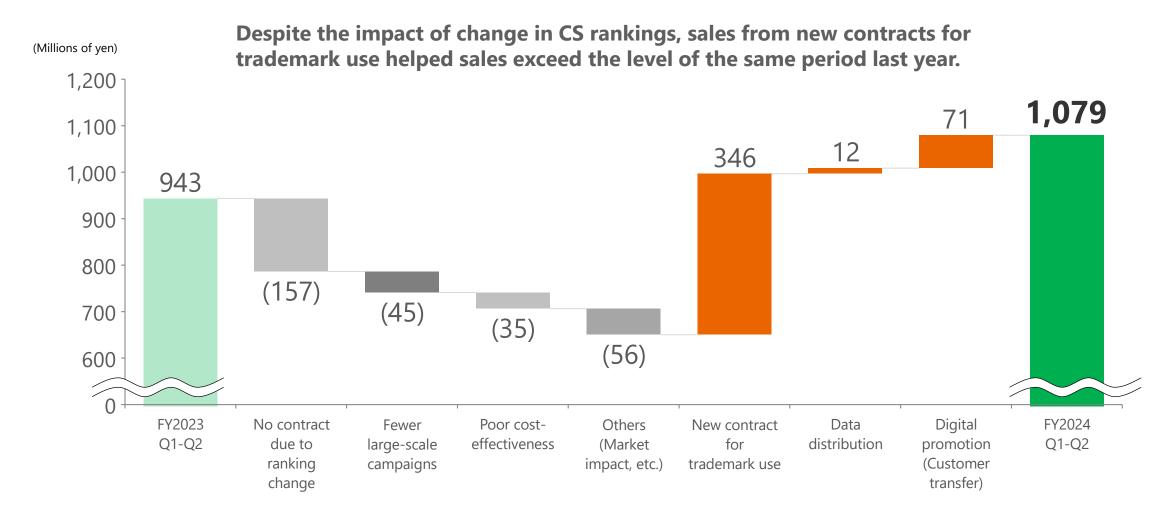






Customer Satisfaction (CS) Research Business

(Analysis of YoY Change in Sales)





Customer Satisfaction (CS) Research Business Ranking lists by category

■ Insurance Industry

Car (Direct/Agent)/Bike (Direct/Agent)/Bicycle/Fire/Pets/Life/Medical/Cancer/Insurance consultation shop/Educational

■ Insurance Industry (Financial Planner (FP)'s Evaluation)

Car (Direct/Agent)/Fire/Pets/Pets (small dogs)/Pets (cats)/Medical (whole life/term)/Medical with relaxed underwriting criteria/Life (whole life/term)/Income protection/Cancer (whole life/term)/Disability/Dementia/Long-term care/Comprehensive protection/Individual pension/Foreign currency-denominated

Financial Industry

Internet securities/iDeCo Securities Company/Internet bank/Net banking/Foreign currency deposits/Housing loan/ FX trading/Bank card loan/Non-bank card loan/Mobile payment apps/Cryptocurrency Exchange(Spot trading)/ Cryptocurrency Exchange(Margin trading)/Robo advisor/Credit card(No annual fee/Standard/Gold)/New NISA(Securities Company/Bank)

Cram School

College entrance exam (Group guidance for senior high school students/Personal coaching for senior high school students/Topnotch universities for senior high school students)/Senior high school entrance exam (Group/Personal)/Junior high school entrance exam (Group/Personal)/Publicly-run integrated junior and senior high school (Group) /Elementary school students (Group/Personal)/Correspondence study(for elementary school/junior high school/senior high school)/Intellectual education for infants

School

English conversation school/Children's English (Infant/Elementary)/Online English Conversation/Programming classroom for kids

Life related

Hometown Tax Donation Program Website/Water server/Purified water server/House cleaning/Moving firm/Food delivery service(Metropolitan area/Tokai/Kinki)/Meal kit(Metropolitan area/Tokai/Kinki)/Subscription video distribution/Car purchase traders/Digital comics(Comprehensive/Original works only)/Used car seller/Vehicle inspection/GPS tracker for kids/Car maintenance service

Telecommunications Industry

Low-cost SIM(Subscriber Identity Module)/Low-cost smartphone/Internet connection/Mobile carrier/Low-cost mobile carrier

Housing Industry

Real Estate Brokerage for Sales (Condominiums/Houses/Land) /Real Estate Brokerage for Purchases (Condominiums/Houses)Condominium Management Companies /Rental Information Stores/Rental Information Websites /House Manufacturers for Custom Home Renovations (Full/Houses/Condominiums)/New Condominium Developments/ Built-for-Sale Houses (Builders)/Companies for Large-Scale Condominium Repairs

Beauty Industry

Beauty salon(Facial/Lose weight · Body)

■ Sports & Health

Fitness club/Kid's swimming school(Infants/Elementary school)/24-hour gyms

Wedding Industry

House wedding/Marriage agency/Wedding hall consultation counter/Wedding hall information website/Dating apps/Low-cost wedding

Human resources

Job hunting agency/Job hunting website/Employment information service/Changing job website/Changing job agency/Reverse job application service/Nurse changing job/High-class • Middle-class changing job/ Temporary staffing agency/Manufacturing temp/Temporary staffing job website/Changing job scout service/ Carer for the elderly changing job

Travel

Hotel comparison website/Airline ticket comparison website

Business Solutions

Internet printing online order/Corporate training

Additional ranking lists announced in July through September

- New NISA (Securities Company)
- New NISA (Bank)
- Car maintenance service

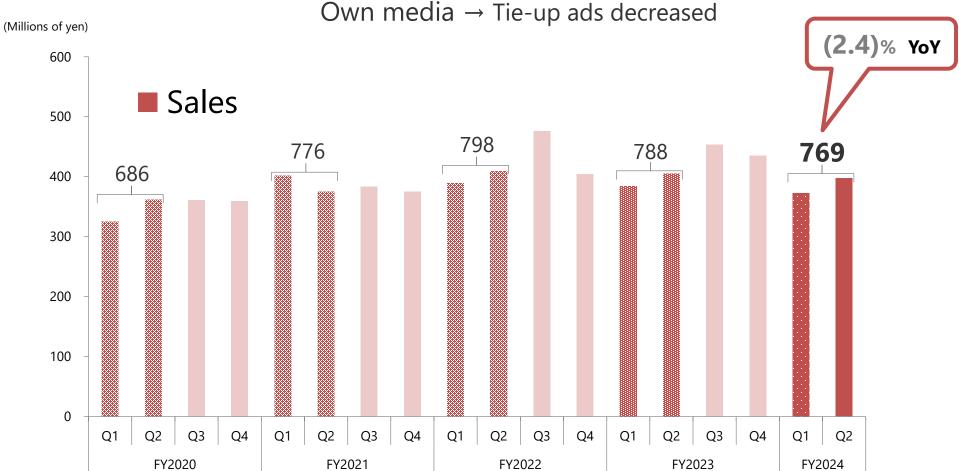


(As of Sep. 2024) YoY 6 rankings decreased.

The rankings by "Overall", "Item" & "Category" the number of contracts for Trademark use has increased.

News & Media Business

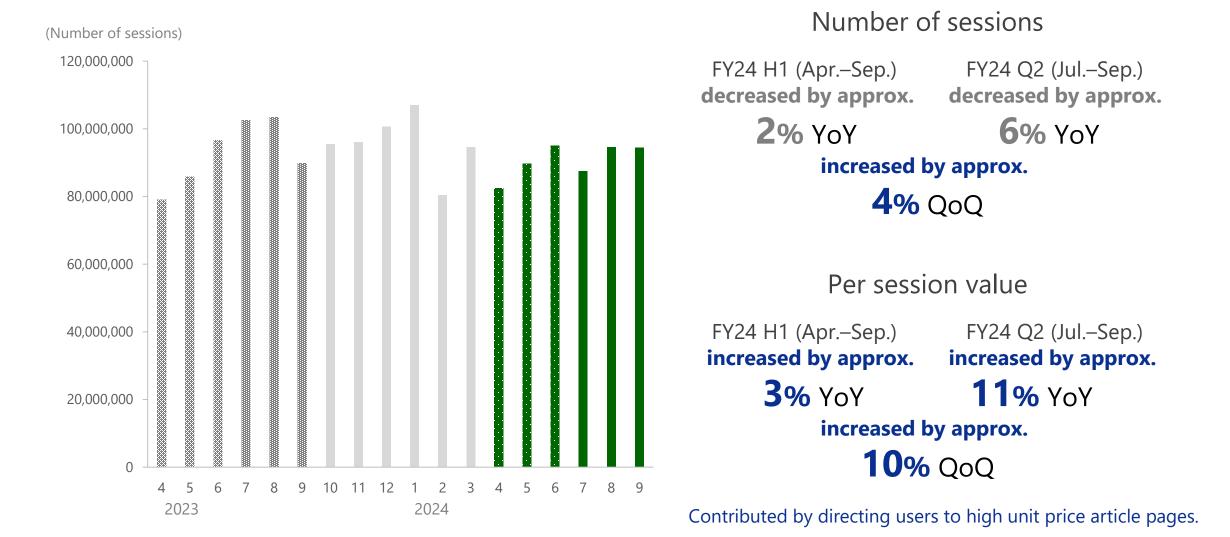
(Quarterly Trend)







News & Media Business Own Media "ORICON NEWS" Trends in the number of sessions

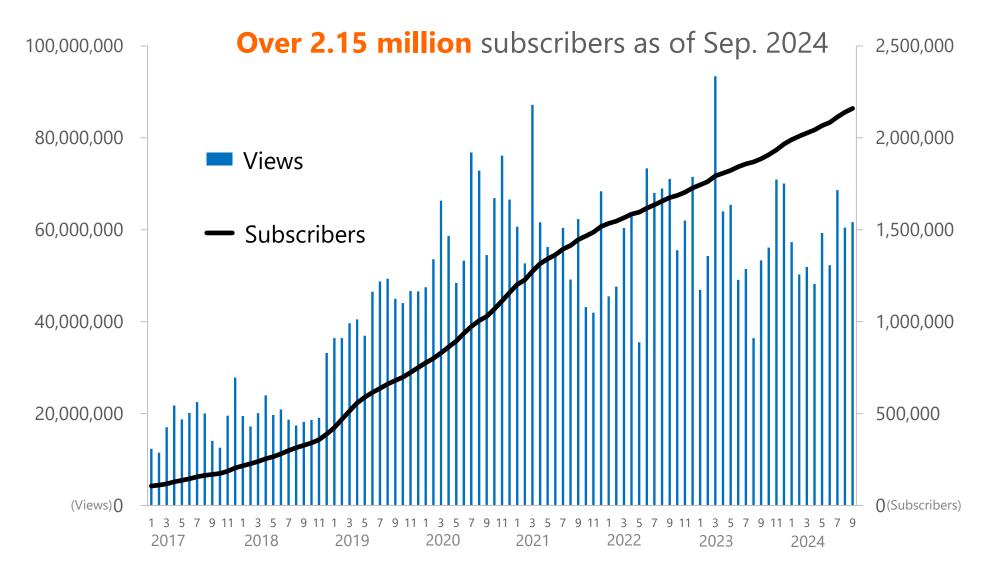


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2. Overview of Communication Business (7)



News & Media Business "ORICON NEWS" The Official YouTube Channel

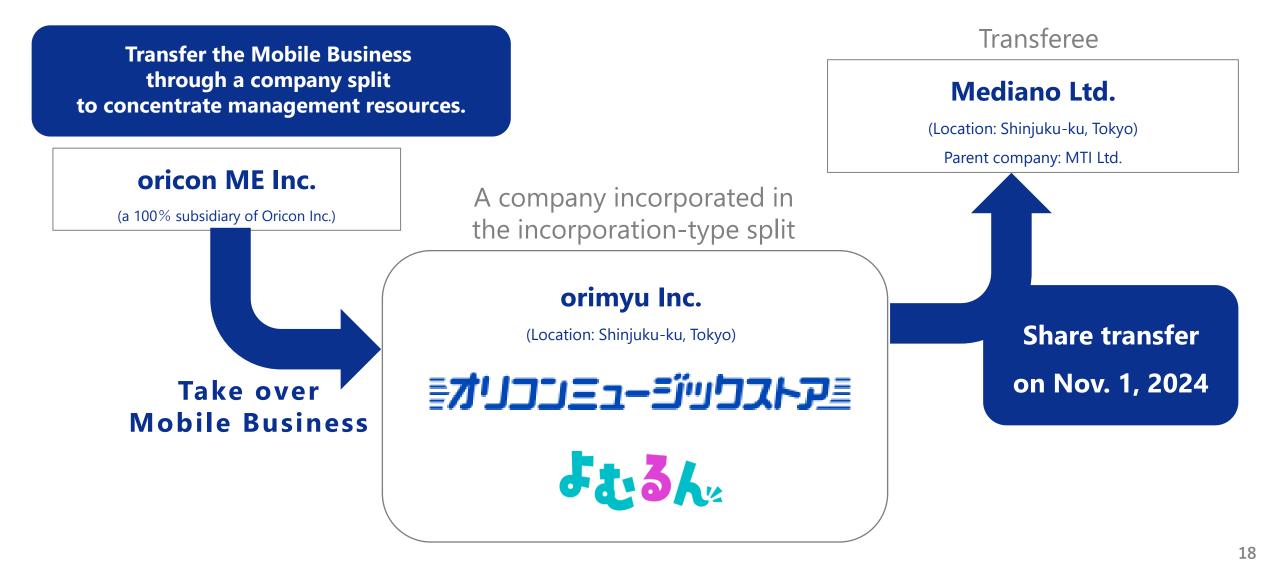


Business Restructuring











Acquisition (Announced on Oct. 15, 2024)

ShinASA INC. (Location: Chiyoda-ku, Tokyo)

ShinASA

[Recent project]

TORAY PAN PACIFIC OPEN

TENNIS TOURNAMENT 2024

A boutique, specialized advertising planning and production company, established primarily by members who previously led the sales division of a major advertising agency.

The team consists of experienced professionals.

- Promoting sports events for major clients
- · Creating digital content and others

Extensive expertise in advertising production



Television & Video advertising

Providing high added-value services

Reach out to the companies listed in the Oricon CS Rankings

As ShinASA follows a fiscal year ending on April 30, Oricon will incorporate its three-month (Nov.2024 –Jan.2025) performance into Oricon's consolidated financial statements for the fiscal year ending March 31, 2025.

It will fully contribute to Oricon's performance for the next fiscal year (ending March 31, 2026).



The forecast of consolidated financial results announced on May 8, 2024 left unchanged

Both net sales and profits are expected to increase year on year

"Changes in the business portfolio." "Completion of spending on SEO enhancement" "A tendency for second-half-weighted revenue."

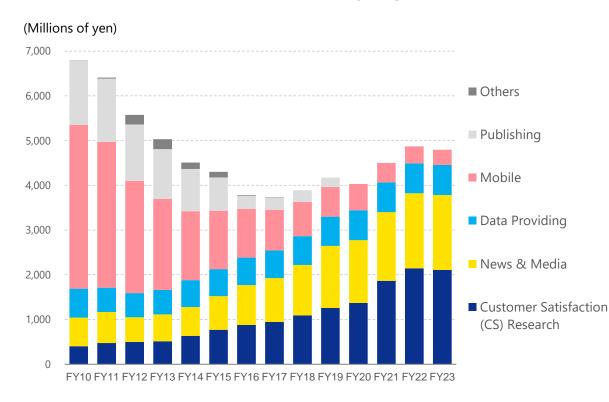
	FY2023	FY2024	24 YoY		FY24 Q1-Q2	Progress against
(Millions of yen)	Results	Forecast	Amount	%	Results	full-year forecast
Net sales	4,800	5,200	+399	+8.3%	2,342	45.1%
Operating profit	1,556	1,720	+163	+10.5%	628	36.5%
Ordinary profit	1,588	1,710	+121	+7.6%	597	35.0%
Net income attributable to owners of the parent	1,055	1,170	+114	+10.9%	452	38.7%

Appendix

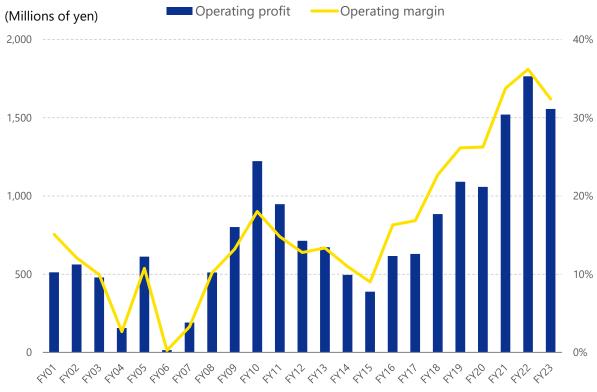


Promotion of Business Transformation Based on the Corporate Philosophy "Turning Facts Into Intelligence" ____ ORICON

- Previously, the Mobile Business and Publishing Business had been the main contributors to net sales, but proactive business restructuring has made the Customer Satisfaction (CS) Research Business and News & Media Business into major revenue supporters
- As a result of promoting business restructuring, we have dramatically increased our operating margin and recently transformed ourselves into a highly profitable company maintaining an operating margin around 35%.



Net Sales Trends by Segment



Operating Profit and Operating Margin Trends

Business Description and Main Revenue Sources of Each Segment



Segment	Business description	Main revenue sources		
Communication Business				
Customer Satisfaction (CS) Research	 Conducts internet surveys for users of various services and ranks and announces the results annually from an independent position that is fair and unbiased 	The largest revenue source is "Trademark use," in which companies pay a fee for a license to use the ranking results marked with Oricon's trademark logo for their own advertising and promotion		
	As of December 2023, has surveyed a total of 3.53 million people across 168 categories	"Digital promotion," in which customers are transferred to client company websites from search engines and Oricon's own media		
		"Data distribution," which provides broad-ranging analyses of survey results		
		"Consulting," which provides details and additional surveys to individual companies		
News & Media	Creates over 3,500 news/feature articles and video contents per month, focusing on entertainment	Ad revenue from the number of page views and sessions on Oricon's own media and distribution partner platforms		
	 Acts as a news agency to distribute news to Yahoo! News and other major online media sites and apps The official YouTube channel of Oricon's own media "ORICON NEWS" has amassed 2 million subscribers 	 Revenue from sponsored advertising and PR consulting for companies Fees received for providing content to distribution partner media outlets Creation and promotion/management of online ads 		
Data Providing Business	 Collects sales data and creates rankings for music, videos, and books 	Revenue from broadcasters and e-commerce sites, etc. for providing music databases and ranking data		
Mobile Business	 Paid streaming service for mobile devices and PCs Music streaming site "Oricon Music Store" eBook site "Yomulun" 	Pay-as-you-go billing for member downloads		

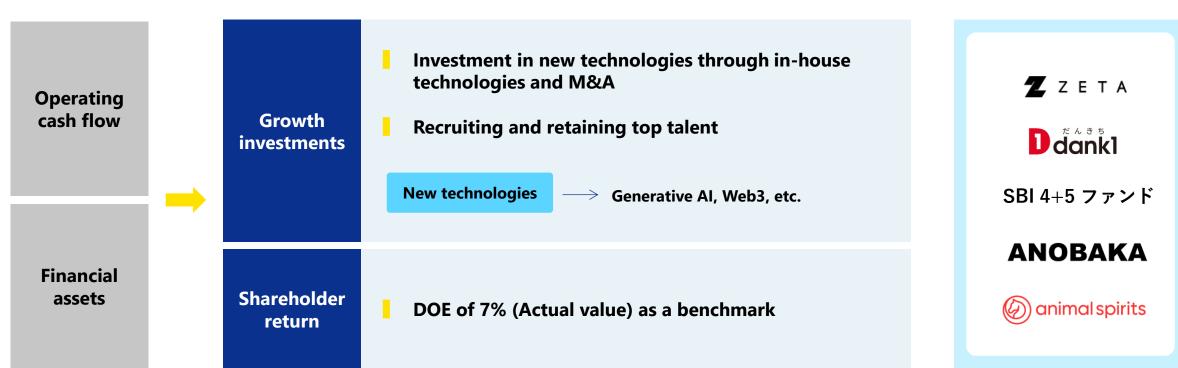
Asset Allocation Approach



Policy to Proactively Invest Management Resources in Technologies and Seeds of Future Business Opportunities

Cash allocation approach

- In addition to shareholder return, cash and deposits and free cash flow will be used to actively invest management resources in technologies and seeds of future business opportunities
- In addition to our recent demonstration test efforts involving generative AI and other technologies, we will develop approaches to promising technologies and seeds of future business opportunities through various methods, including in-house technology investment and M&A







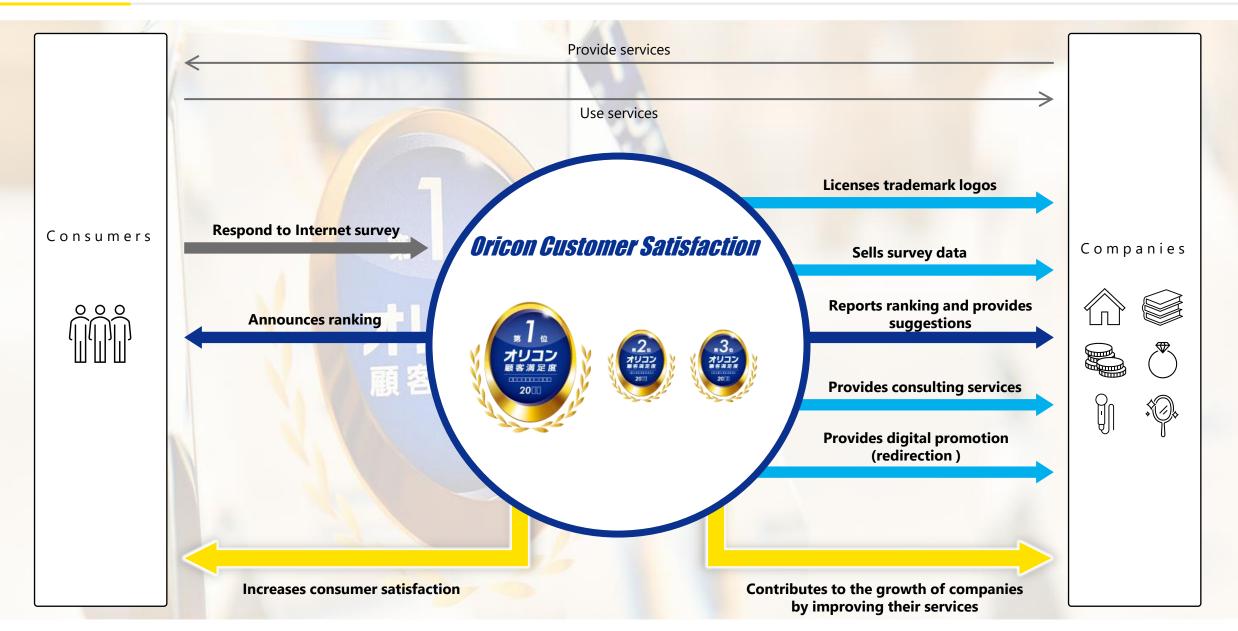
- **Continue to achieve one of the highest DOE among TSE listed companies, backed by ROE levels exceeding 20%**
- **Dividend per share has increased 3.6 times that of 8 years ago**

Accounting period	FY15	FY16	FY17	FY18	FY19	FY20	FY21	FY22	FY23
ROE	16.4%	17.6%	18.9%	24.1%	27.1%	25.9 %	26.1%	25.2%	21.4%
Dividend per share (yen)	8.0	10.0	10.0	12.0	17.0	17.0	23.0	27.0	29.0
DOE	6.0%	7.4%	6.8%	7.0%	8.3%	7.1%	8.1%	8.2%	7.7%

Customer Satisfaction (CS) Research Business Model and Strengths



Customer Satisfaction (CS) Research Business Overview





Oricon Customer Satisfaction Research Trademark Use and Trends in the Number of Annual Rankings Announced

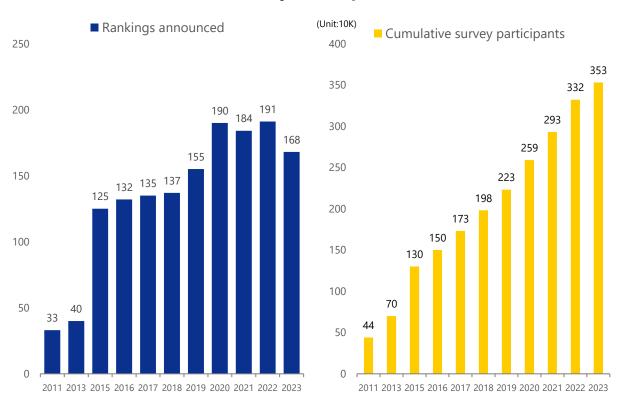
- The Oricon Customer Satisfaction Research trademark logo can be used in various media by signing a contract by plan
- Although the number of services covered by the rankings has increased and trademark use sales are growing, there is still great potential for further use of the Oricon trademark logo as trust in the rankings grows even further



Main media in which logo can be used (range varies by plan)

TV commercials / Externally-distributed ads (GDN, YDA, listing ads) / YouTube ads / Social media ads / Transit ads (in taxis, trains, etc.) / Outdoor ads (board posters, large screens, etc.) / Direct ads (DMs, mail magazines, newspaper inserts, free newspapers, etc.) / In-store sales promotional materials (catalogs, novelty items, etc.) / Newspaper and magazine ads / Company websites (corporate sites)

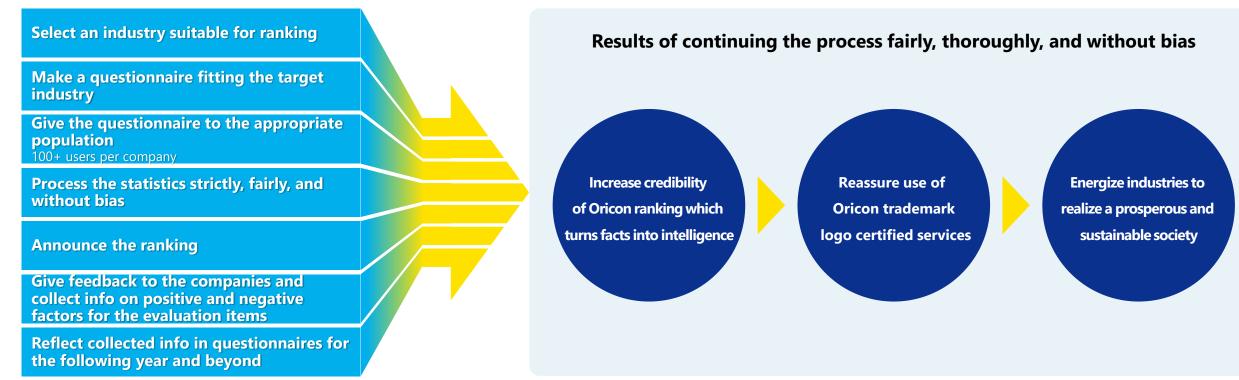
Trends in the Number of Annual Rankings Announced and Number of Survey Participants (Cumulative)





- Select target industries independently as a third party that takes neither consumers' nor companies' sides, conduct fair and unbiased research, and strictly process data and statistics to create rankings
- Leverage our brand power built through the music rankings which we have continuously provided to consumers from a fair and unbiased standpoint to steadily build credibility of Oricon rankings in industries besides music

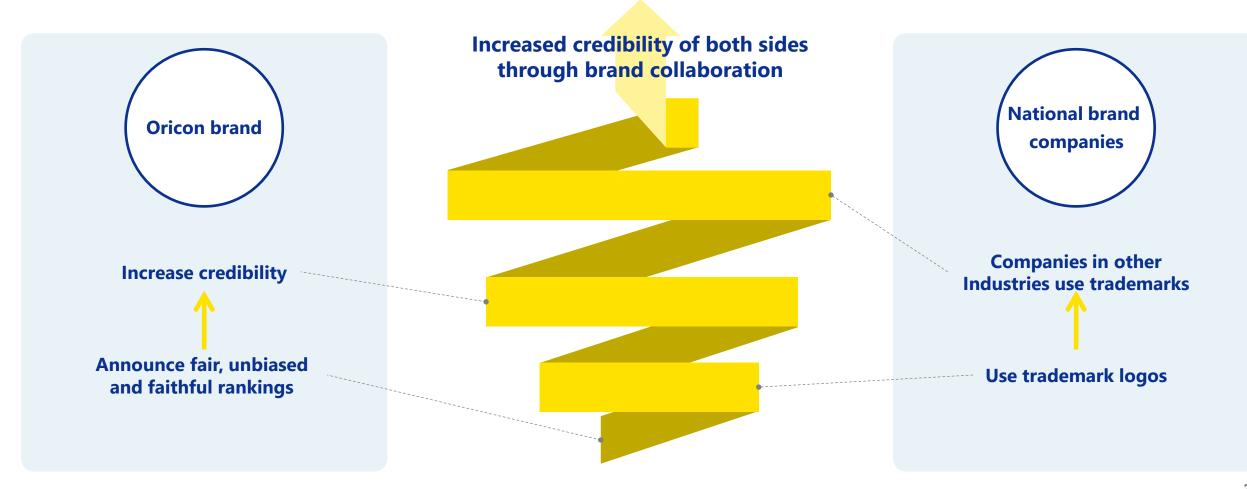
Customer Satisfaction (CS) Research Process: "Turning Satisfaction into Intelligence"



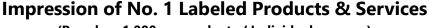


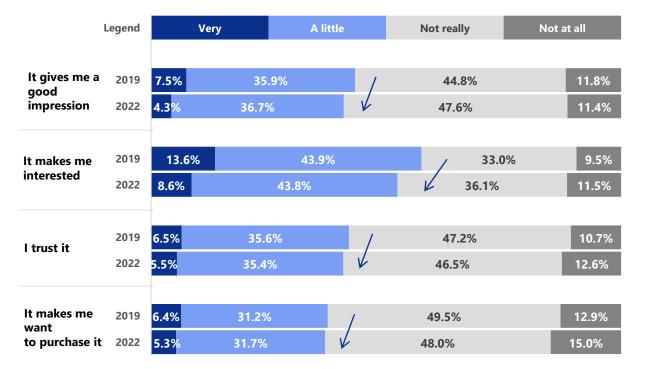
Brand Collaboration with Oricon Trademark Logo Licensed Companies

Oricon brand credibility is further increased when renowned national brand companies use Oricon trademark logos backed by fair, unbased, and faithful Oricon rankings, which in turn encourages other national brand companies in different business industries to use our trademark logos. This brand collaboration eventually leads to increased credibility of both the Oricon brand and Oricon trademark logo certified services

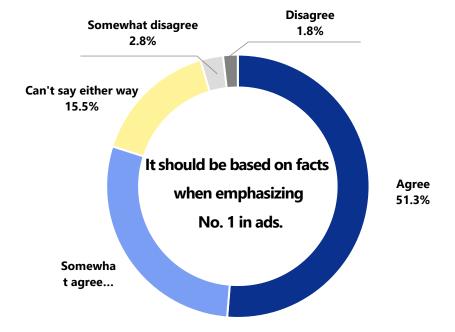


- Due to the increased No.1 labeled ads without legitimate evidence, the image of such advertised products and services have been slightly tarnished from 2019 to 2022
- Many people think No.1 labeled ads should be based on facts (nearly 80%). Therefore, this situation is a tailwind for a fair and unbiased third party institution like us which prioritizes improving customer satisfaction, as it will help increase the credibility of our rankings





(Based on 1,000 respondents / Individual answers)

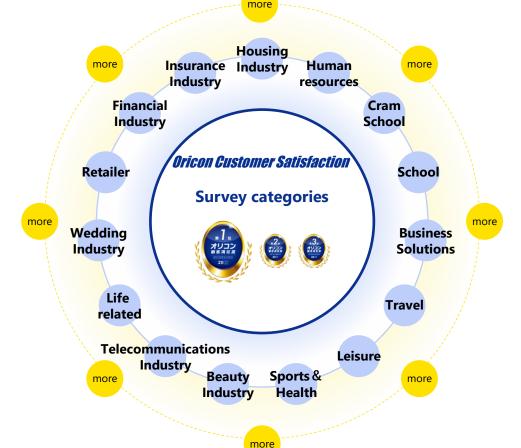


Opinions on No. 1 Labeled Ads

(Based on 1,000 respondents / Individual answers)



- Oricon Customer Satisfaction Research still has room to expand the number of categories covered, as well as potential for growth in terms of personalized rankings based on factors such as region, age, and gender. Additionally, there is room for growth in contract rates.
- Continue to conduct fair and accurate surveys and announce rankings to further enhance its credibility as an index established in society that connects consumers and companies



Trends in Contract Rates

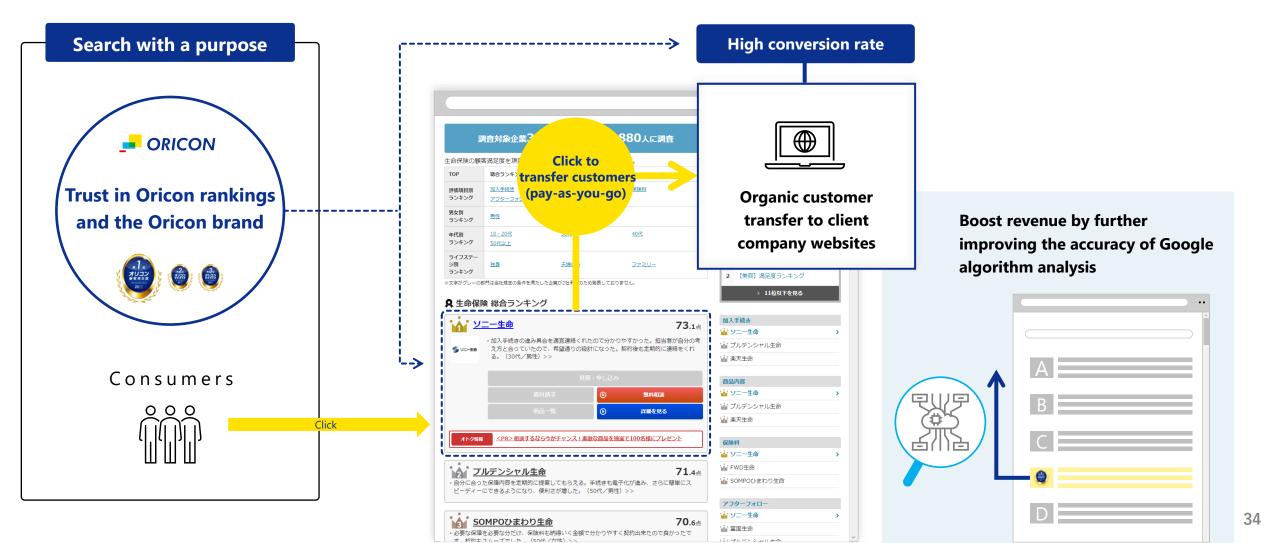




The business focuses on organic customer transfer from search engines and Oricon's own media to client company websites. The conversion rate from Oricon rankings to client company websites is high due to trust in the Oricon brand

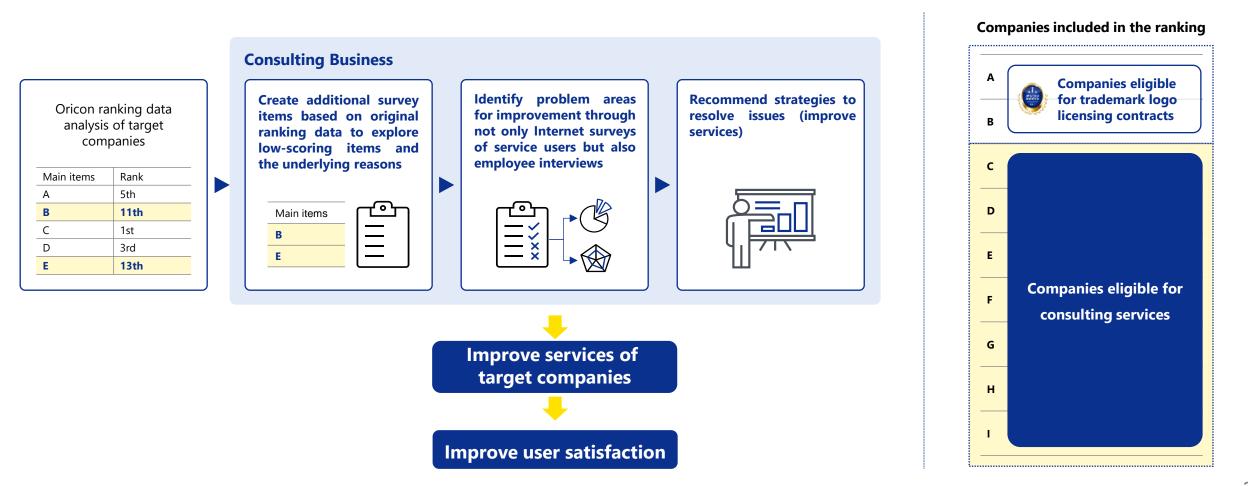
ORICON

Strengthen initiatives to boost revenue by further refining search engine algorithm analysis, particularly that of Google

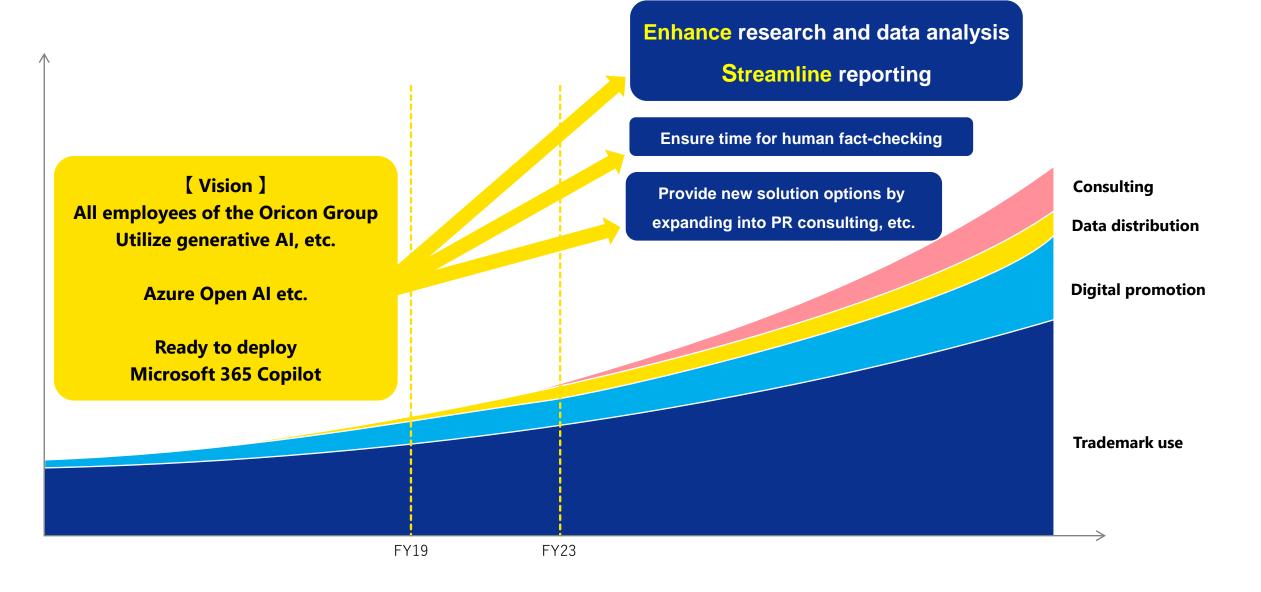


Consulting Business Initiatives

- By identifying low-scoring items in Oricon ranking data and conducting additional user surveys and employee interviews, we can locate specific areas of dissatisfaction among service users and propose measures to solve issues
- We intend to expand the Consulting Business to companies that have not yet concluded trademark logo licensing contracts because we can apply our accumulated expertise without a large increase in personnel











Customer Satisfaction (CS) Research Business Quarterly Net Sales Trends

Trademark use Digital promotion Data distribution (Millions of yen) 700 600 500 400 300 200 100 0 Q1Q2Q3Q4Q1Q2Q3Q4Q1Q2Q3Q4Q1Q2Q3Q4Q1Q2Q3Q4Q1Q2Q3Q4Q1Q2Q3Q4Q1Q2Q3Q4 FY2018 FY2019 FY2020 FY2021 FY2022 FY2016 FY2017 FY2023

Customer Satisfaction (CS) Business Net Sales Trends

(Millions of yen)	Trademark use	Digital promotion	Data distribution
FY2016	601	224	54
FY2017	644	222	78
FY2018	828	201	63
FY2019	953	237	65
FY2020	997	320	52
FY2021	1,362	421	83
FY2022	1,651	410	82
FY2023	1,559	452	95

News & Media Business Model and Strengths



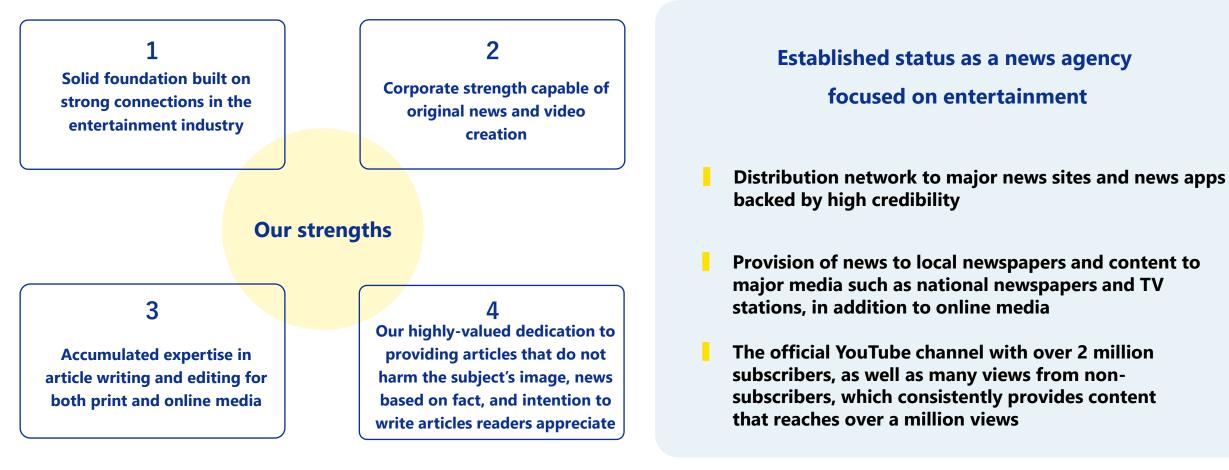
News & Media Business Overview





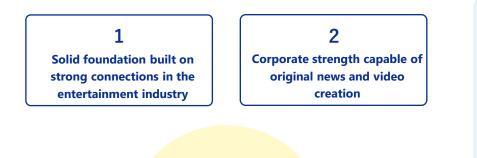


- Distributes reliable news backed by strong connections in the entertainment industry
- Captured the top market share in the entertainment category of major portal sites for over 10 years
- Established status as an entertainment news agency, including being used by Kyodo News to distribute articles to local newspapers





- Be the first to focus on the potential of short videos (Less than 1 minute or 3 to 5 minutes long) in entertainment news distribution
- Capture new user demographics through short videos that take advantage of Oricon's strengths and appeal to the lifestyles and tastes of the younger generation

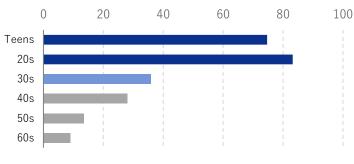


Be the first to focus on the potential of entertainment short videos 芸能動画を毎日配信!

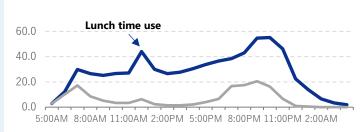
ORICON NEWS

Capture new user demographics

Video Site Viewing Time on Mobile Devices by Age Group: Weekdays (Minutes)



Users in their 20s by Media Type: Weekdays (%)



Source: Ministry of Internal Affairs and Communications FY2021 Survey Report on

Usage Time of Information and Communications Media and Information Behavior

Source: Ministry of Internal Affairs and Communications FY2021 Survey Report on Usage Time of Information and Communications Media and Information Behavior

YouTube Ranking by the Number of Gen Z Viewers

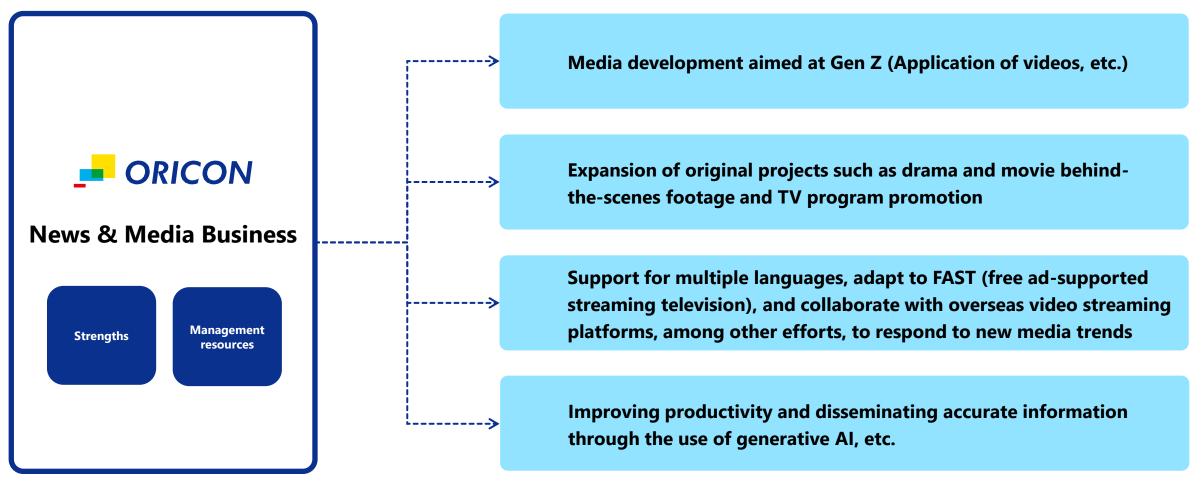
Rank	Channel name	Viewers	Video category
1	THE FIRST TAKE	2.27 million	Music
2	oricon	1.78 million	Entertainment / variety shows
3	Hyakumantenbara Salome	1.51 million	VTuber
4	Nintendo official channel	1.41 million	Gameplay and game-related content
5	Ayase / YOASOBI	1.40 million	Music

Notes: • Gen Z is defined as viewers aged 16-26 as of December 2022. • Data collection period: June 2022 - Dec. 2022 (target devices: PCs and smartphones) • It is counted as one viewer if a video is played at least once during the data collection period. • The number of views is the number of views per month.

Source: VALUES, Inc. "Ranking of YouTube Channels by the Number of Gen Z Viewers"



- Policy to promote multifaceted business expansion based on the strengths and management resources cultivated to date in the News & Media Business
- Take on new and unique challenges without being reliant on a specific platform



The forward-looking statements including the earnings forecasts contained in this report are based on information currently available to us and certain assumptions that we believe to be reasonable. Accordingly, please be advised that we do not guarantee the achievement of the forecasts, and the actual results may differ significantly from the forecasts due to a variety of factors.

Oricon Inc. https://www.oricon.jp/

