

Financial Announcement

for 2Q FY2018/8

(from Sep. 2017 to Feb. 2018)

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(JASDAQ:2484)

March 30, 2018

Chapter I

Financial Review for 2Q FY2018/8



Overview of Consolidated Financial Results for 2Q FY2018/8

Net sales achieved 100.6%, operating profit achieved 102.1% compared with our plan in 1st half of this fiscal year.

■ Key factors for the accomplishment

✓ Thanks to the aggressive marketing investment and the expansion of *sharing delivery*®, the growth of Demae-can was accelerating.

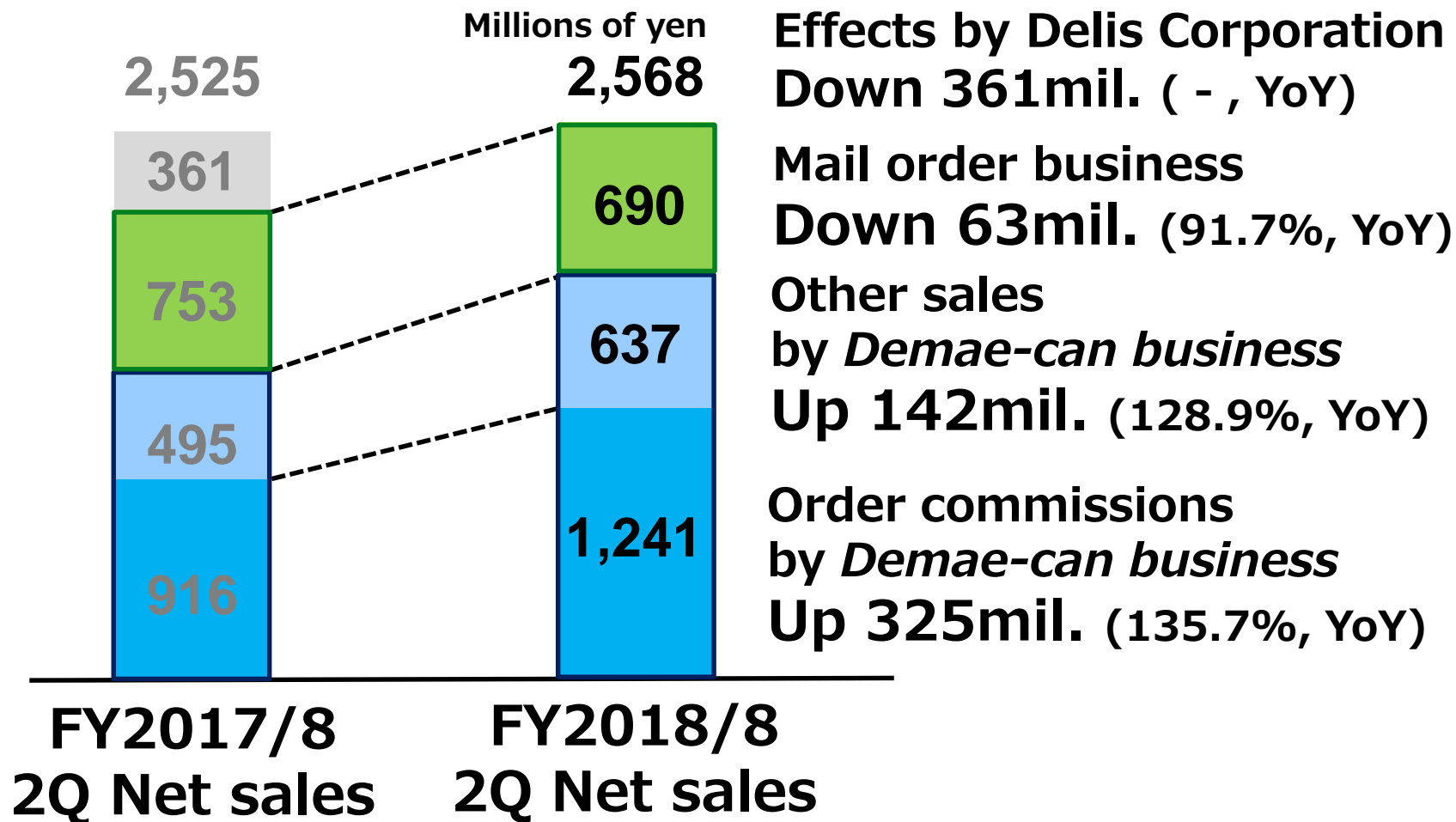
■ Others

✓ Due to the sales of the share of Delis Corporation in last fiscal year, our consolidated net sales were slight increase.

Millions of yen	FY2017/8 2Q Actual	FY2018/8 2Q Actual	Year on year Difference	Year on year Comparison	FY2018/8 Sales ratio
Net sales	2,525	2,568	43	101.7%	100.0%
Gross profit	1,643	1,644	1	100.1%	64.0%
SG & A	1,271	1,303	32	102.5%	50.8%
Operating profit	372	341	▲31	91.6%	13.3%
Ordinary profit	368	353	▲15	96.0%	13.8%
Profit attributable to owners of parent	181	225	44	124.0%	8.8%

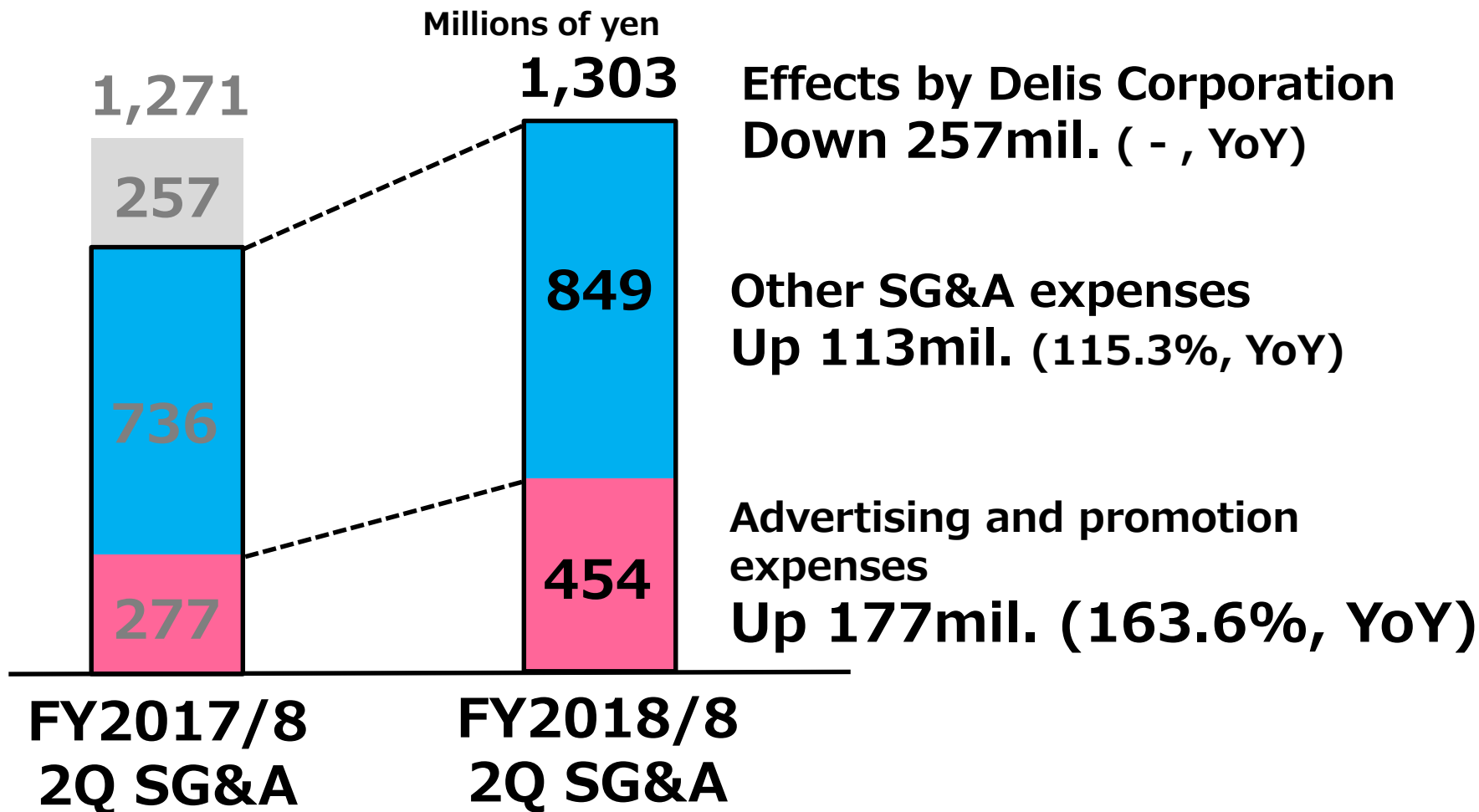
Net sales by segments for 2Q FY2018/8

Demae-can business enjoyed the rapid growth thanks to the increment of order commissions, although our consolidated net sales were slight increase compared with the same period of last fiscal year due to the effects by Delis Corporation.



Changes in SG&A for 2Q FY2018/8

As for expenses, we executed the aggressive marketing investments for the acquisition of mid-term management plan.

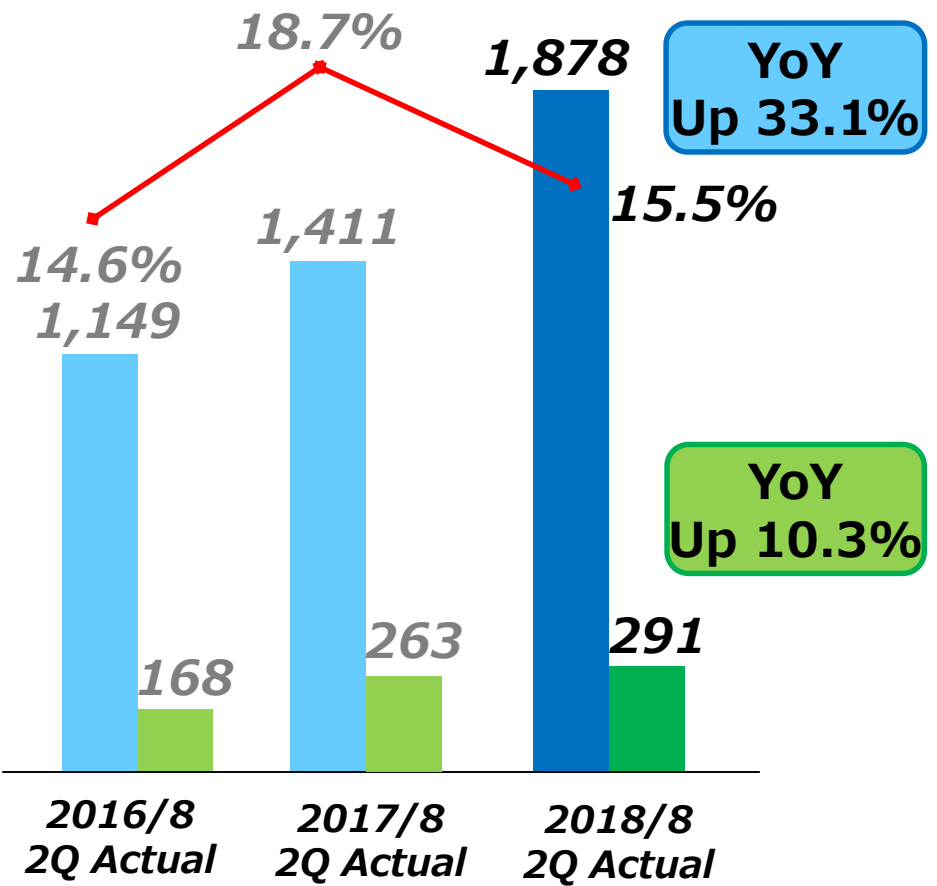


Financial Summary by Segments for 2Q FY2018/8

Demae-can business

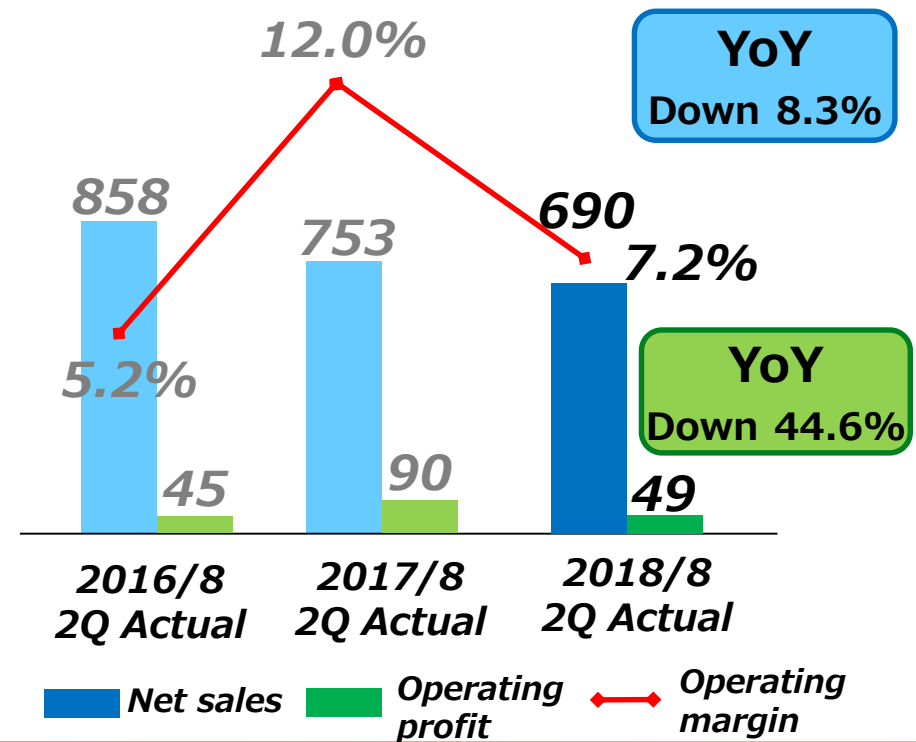
(Excluding the effects of Delis)

(Millions of yen)



Mail order business

(Millions of yen)



Overview of Consolidated Balance Sheet for 2Q FY2018/8

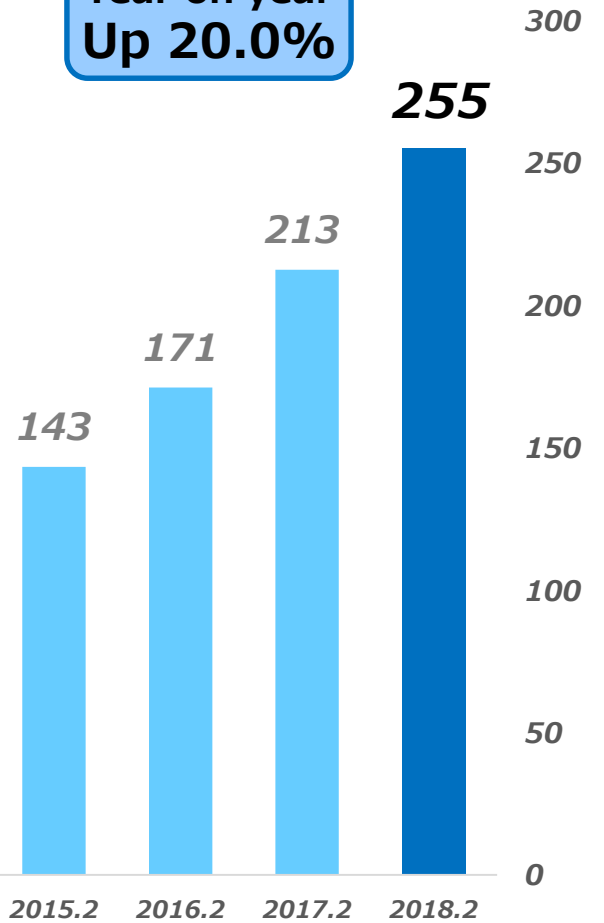
Millions of yen	End of Aug., 2017	End of Feb., 2018	Year on year Difference	Year on year Comparison
Current assets	3,519	3,960	441	112.5%
Cash and deposits	2,262	2,181	▲81	96.4%
Other current assets	1,257	1,778	521	141.5%
Non-current assets	919	990	71	107.8%
Intangible assets	520	522	2	100.3%
Other non-current assets	398	468	70	117.5%
Total assets	4,439	4,950	511	111.5%
Liabilities	1,726	2,073	347	120.1%
Current liabilities	1,698	2,048	350	120.6%
Non-current liabilities	28	24	▲4	88.2%
Net assets	2,712	2,877	165	106.1%

Major KPI Summary for 2Q FY2018/8

The number of active users
(End of Feb.)

(10,000 people)

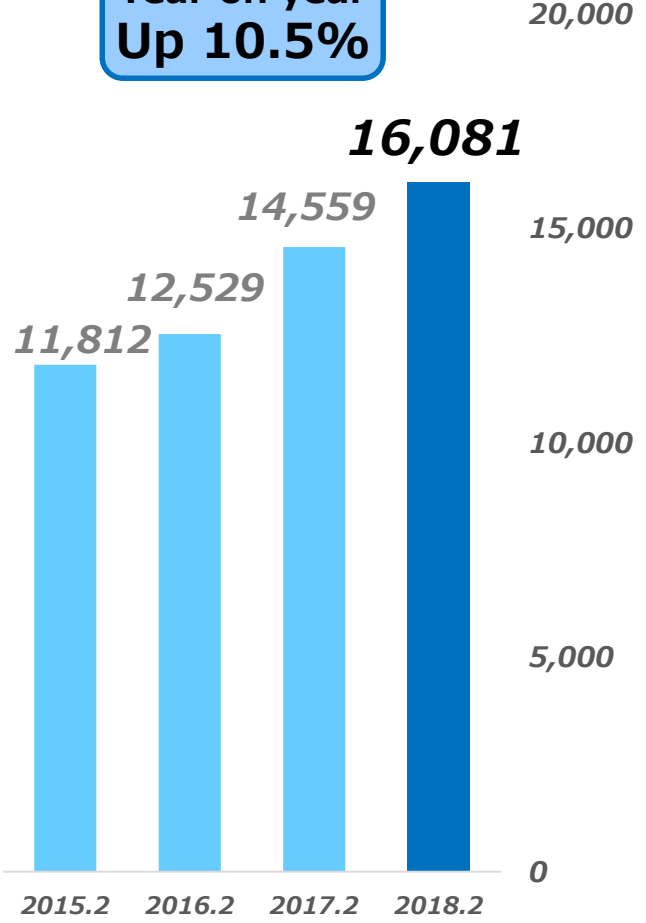
Year on year
Up 20.0%



The number of affiliated stores
(End of Feb.)

(Stores)

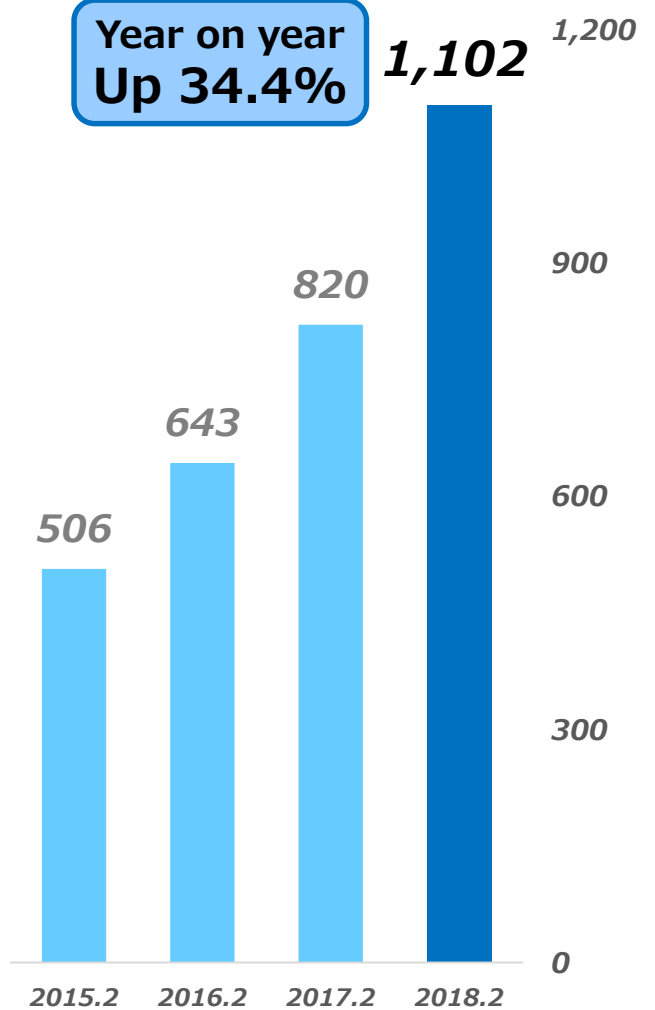
Year on year
Up 10.5%



The number of orders
(from Sep. 1 to Feb. 28)

(10,000 orders)

Year on year
Up 34.4%



Chapter II

Financial Forecast for FY2018/8



【FY2018/8 KPI Target】

	FY2017/8 Actual	FY2018/8 Target	Year on year Difference	Year on year Comparison
Orders (10,000)	1,728	2,383	655	137.9%
Affiliated stores	15,318	17,071	1,753	111.4%
Active users (10,000)	235	314	79	133.2%

【FY2018/8 Consolidated Financial Forecast】

Millions of yen	FY2017/8 Actual	FY2018/8 Forecast	Year on year Difference	Year on year Comparison	FY2018/8 Sales ratio
Net sales	4,943	5,434	491	109.9%	100.0%
Operating profit	800	819	19	102.4%	15.1%
Ordinary profit	797	824	26	103.3%	15.2%
Profit attributable to owners of parent	432	478	46	110.7%	8.8%

Chapter III

Progress of Key Strategy



【Key Strategy 1】 Rising recognition by the increased exposure

Increased exposure

Appealing the utilization of *Demae-can* for the attainment of work-life balance of Moms who work busily every day

毎日、かあさん。
ときどき、出前館。

「夜だけど、洗濯しなくちゃ」
「食事はやっぱり、自分でつくりたい」
「散らかった部屋・・・窮乏かしい」

かあさんは、家族を愛してる。
だから、手抜きをすするの、勇気がいる。

でも、たまには休んでみない？
出前にしても、いいんじゃない？

今日は、いっしょに過ごそ。
かあさんに抱っこして欲しがっている、
愛する家族と。



毎日がんばる、おかあさんを応援します。 

■ Spot TV advertising from Dec.'17 to Jan.'18



■ Ad on train for half price promotion in Feb.'18



[Key strategy 2] Active promotion activity

Promotion

Active promotion for the acquisition of new customers and repeat orders

- “Mainichi Kaasan, Tokidoki Demae-can” promotion linked with TV commercial
- Approach to our target customers through the collaboration with other industries, like ZOZOTOWN, Mandom



期間: 12月9日(土)~12月31日(日)

西原理恵子さん著書(サイン入り)
(100名)

[あなたが笑うと、あなたの大切な人が笑うよ
毎日かあさん名言集]
(毎日新聞出版刊)



期間: 1月6日(土)~1月31日(水)

親子ペア割烹着
(100名)

毎日頑張っているお母さんのお手伝い



期間: 2月1日(木)~2月28日(水)

オリジナルスタジャン
(100名)

胸に毎日、かあさん。ときどき出前館。
のオリジナルステッカーを配置した限定モデル。

「毎日、かあさん。ときどき、出前館。」新キャンペーン!


 ×
 

出前館でご注文
 &
 エントリーした方限定!
 クレンジンググローション ブライトアップを
 抽選で **100** 名様にプレゼント!

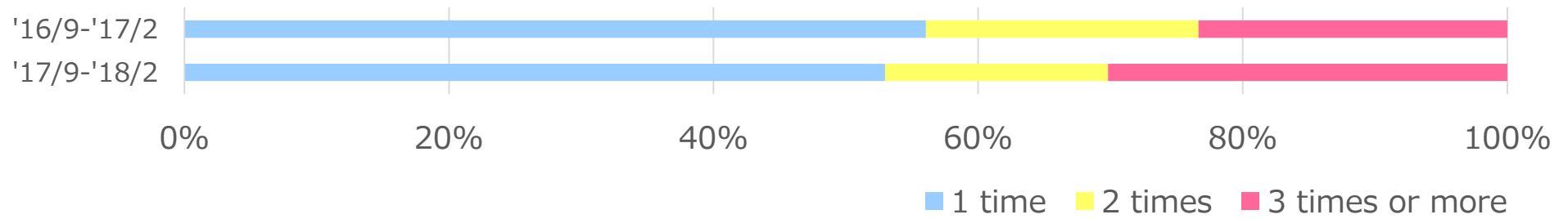
[Key strategy 3] Promotion of Three-time orders

Three-time orders

Create a strong guide to encourage users to place three-time orders, which is when the rate of withdrawal from the service drops rapidly.



Number of orders from new active users in 1st half * Excluding unregistered users







【Key Strategy 4】 Introduction of Royalty Program

Royalty Program

The increment of high rank member Ratio by the introduction of royalty program

* composition of active members excluding unregistered users

Member rank	Number of orders per year	End of Feb., 2017	End of Feb., 2018
 ゴッド	60 -	2.0%	2.9% ↑
 ゴールド	30 - 59	4.5%	5.6% ↑
 シルバー	10 - 29	14.8%	17.5% ↑
 ブロンズ	3 - 9	28.4%	31.0% ↑
 レギュラー	1 - 2	50.1%	42.9% ↓

Sharing Delivery

Acceleration of the expansion of service

■ Expansion of service launch area

(started Kansai area in 1st half, plan to start Tokai area in 2nd half)

■ Acceleration of expansion

(launched 13 offices in 1st half, plan to open 37 offices in 2nd half)

■ Lunched area

(Total 27 areas including 4 offices which were opened on Mar. '18)

14 offices in Tokyo

4 offices in Kanagawa pref.

2 offices in Chiba pref.

2 offices in Saitama pref.

3 offices in Osaka pref.

1 office in Hyogo pref.

1 office in Fukuoka pref.





The system which can't maintain the service in case of more access than supposition (slow response)



- Buildup of System infrastructure
- Change of priority of system development



Improvement of repeat order ratio



- PUSH function and recommendation function for apps users



High quality of *Sharing delivery*®



- Update of the apps for delivery office & affiliated store
- Education of delivery staff
- Segmentation of new affiliated stores



This presentation contains forward looking statements that are based on current expectations and assumptions. Actual results could differ materially due to risks and uncertainties, which includes, but not limited to, currency fluctuation and competitive activity.

Fractions are rounded down for the amount listed.