

Presentation Material Regarding Eight Business

Sansan, Inc.

January 15, 2021



Kenji Shiomi

Sansan, Inc.
Director, Eight Division Head

At Bussan System Integration Co. Ltd. (now Mitsui Knowledge Industry [MKI]), Kenji was responsible for designing and developing digital satellite broadcasting systems and mail systems for major mobile phone carriers. Kenji cofounded Sansan, Inc. in 2007, and currently manages business strategy as head of the Eight Division.

Table of Contents

1 Eight Business Overview

2 Business Models

3 Growth Strategies

Table of Contents

1 Eight Business Overview

- Basic Functions/Features of “Eight”
- History of “Eight”
- Current Position of “Eight”
- Business Performance

2 Business Models

3 Growth Strategies

Basic Functions/Features of “Eight”

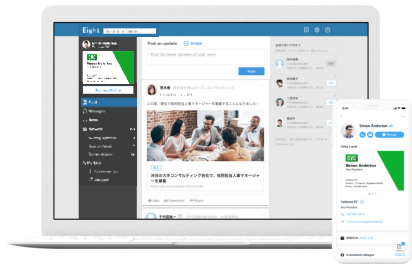
A business card management app with the characteristics of a business SNS that business people use as individuals

Basic Functions of “Eight”



Business Social Networking Based on Business Card Information

Eight is a business management card app that builds your own business network with imported business cards



Main Functions

- Business card management
- Profile management
- Message with connected people
- Notification of connected people’s latest status information, etc.

Features of "Eight" Basic Functions (Comparison with "Sansan")



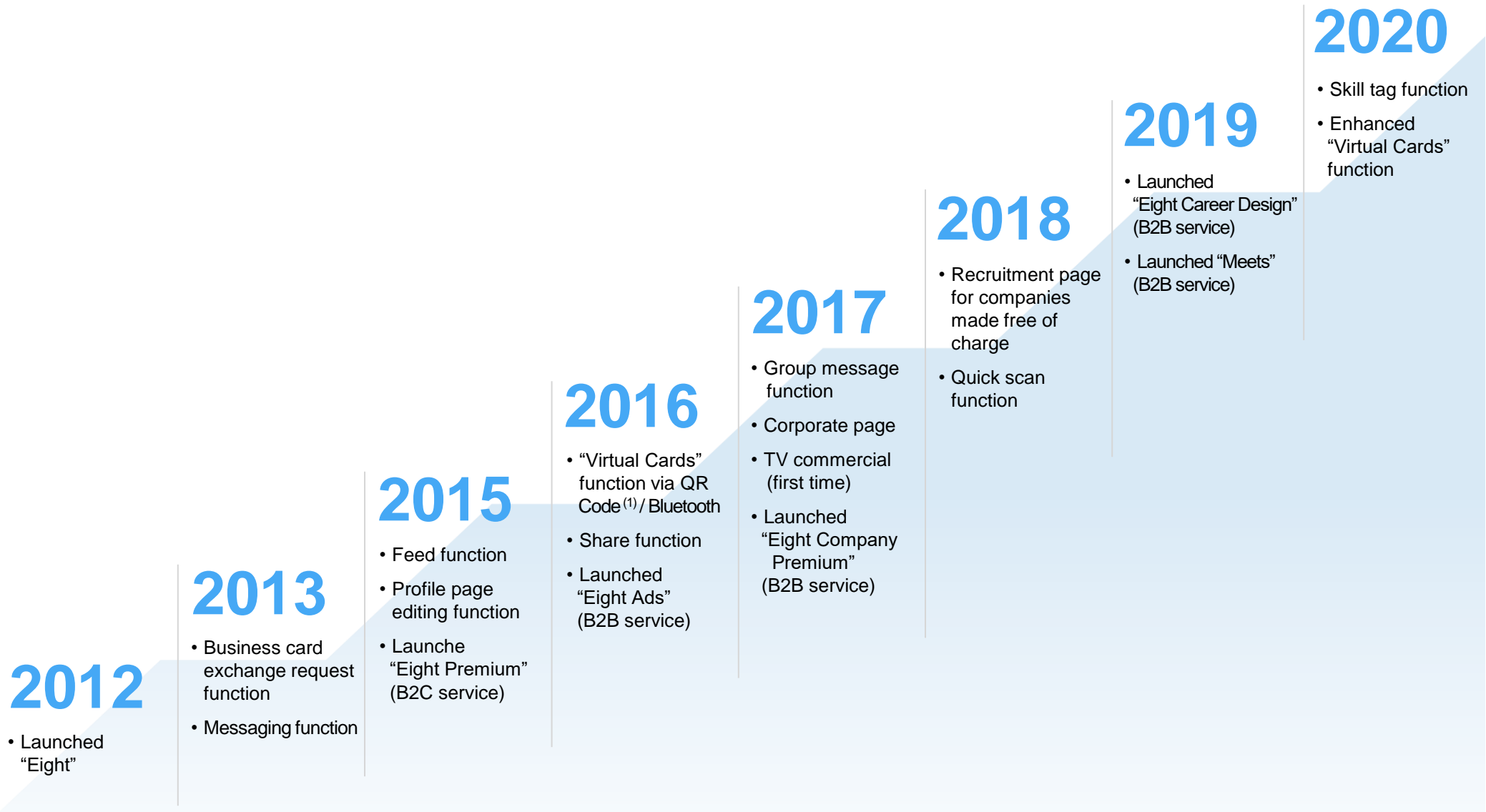
	Eight	sansan
Main User	Individual ⁽¹⁾	Corporation
Pricing	Free service ⁽²⁾	Paid service
Network (SNS) Function	Installed	Not installed
Advanced business card data utilization function	Not installed	Installed
“Virtual Cards” Function	Installed	Installed

(1) There are multiple services for corporations

(2) There are multiple paid services for individuals and corporations

History of “Eight”

Evolution into a business network by function upgrades



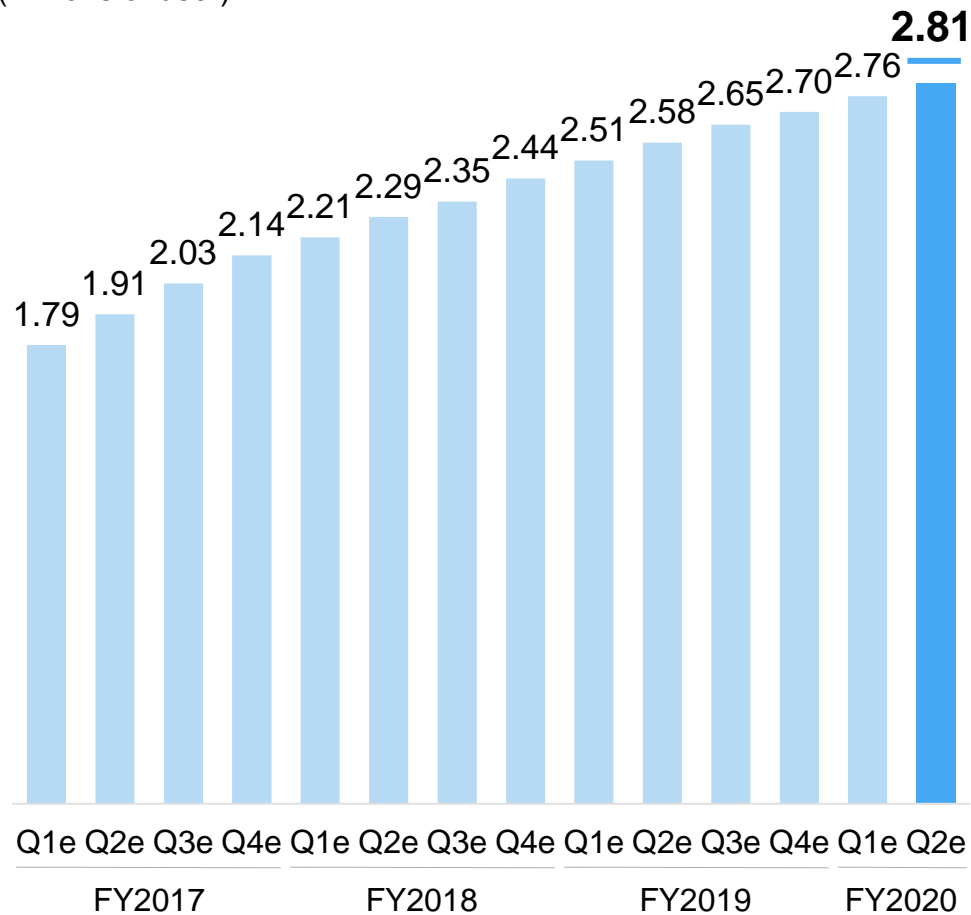
(1) QR Code is a registered trademark of DENSO WAVE INCORPORATED.

Current Position of “Eight”

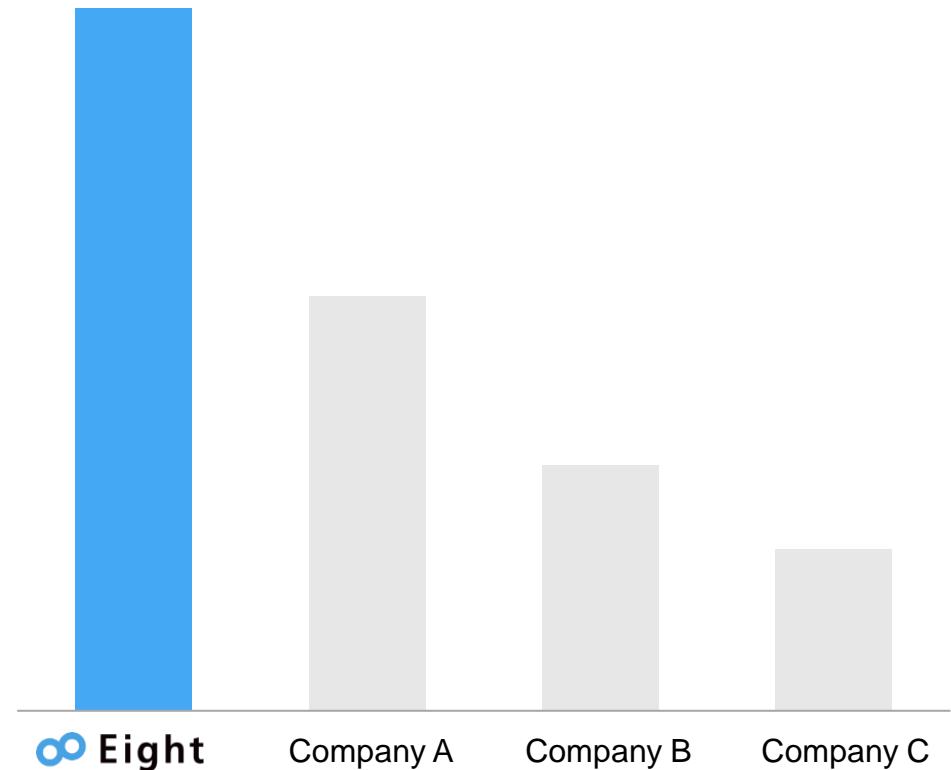
Business SNS with the largest number of monthly active users in Japan

Number of “Eight” Users ⁽¹⁾

(millions of user)



MAU of “Eight” (Comparison with Business SNS in Japan) ⁽²⁾



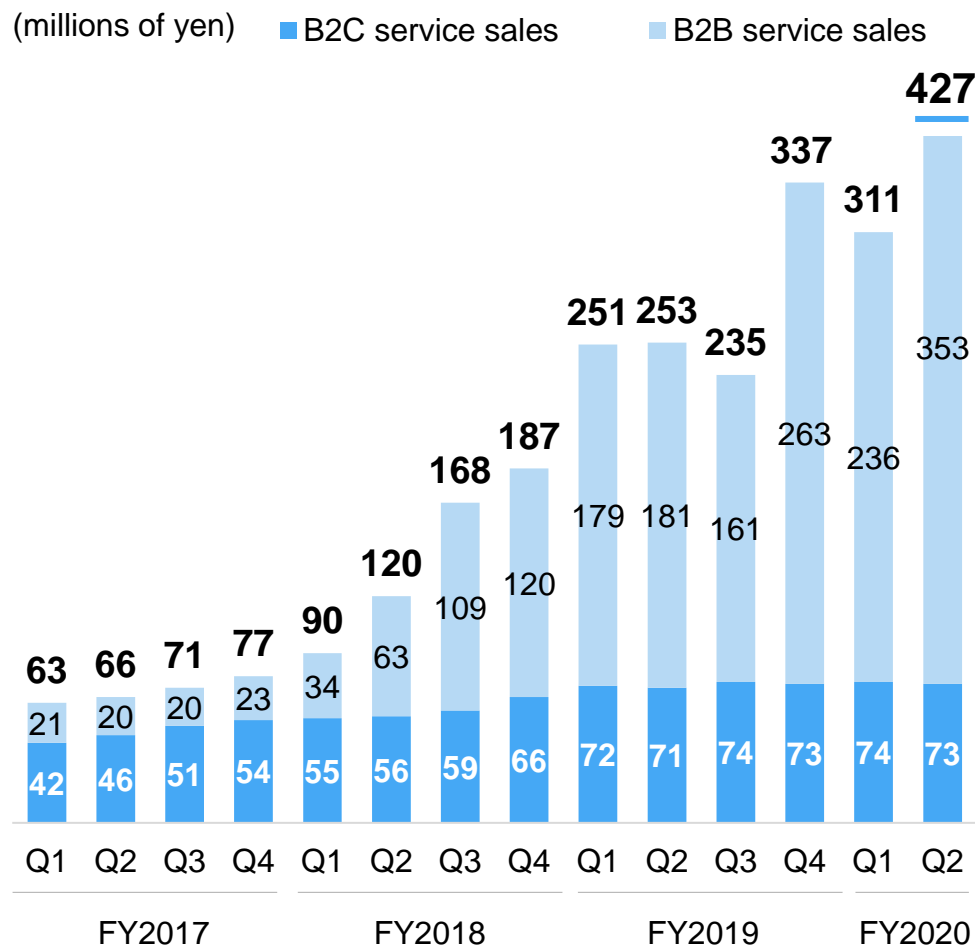
(1) Number of confirmed users who registered their business card to their profile after downloading the application

(2) Source: "Average number of monthly active users, domestic business SNS apps, January-December 2020 (App Store+Google Play)," January 2021, App Annie research

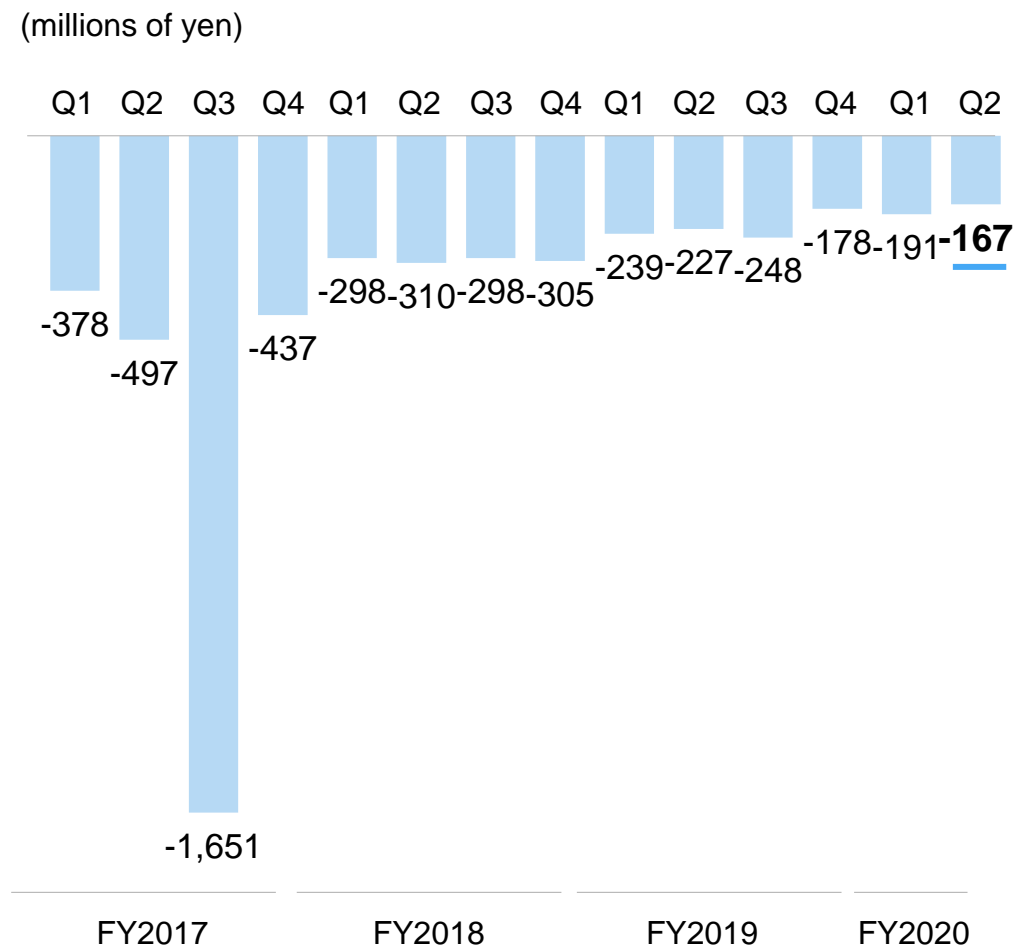
Business Performance ⁽¹⁾

Growth in B2B service sales drives growth in overall segment performance

Net Sales in Eight Business ⁽¹⁾



Operating Profit in Eight Business ⁽¹⁾



(1) Quarterly results for FY2017 were unaudited

Table of Contents

1 Eight Business Overview

2 Business Models

- Monetization Policy
 - ① Business Card Management: “Eight Premium”/“Eight Company Premium”
 - ② Ad. Delivery: “Eight Ads”
 - ③ Business Events: “Meets”
 - ④ Recruiting Platform: “Eight Career Design”
- Relevance to Event Tech Services
- Business Event Platform: “Eight ONAIR”
- Eight Division Structure

3 Growth Strategies

Monetization Policy

Strengthen and accelerate monetization by strengthening existing services in the B2B domain and creating new services

Major Paid Services in “Eight”

① Business Card Management

B2C “Eight Premium”

B2B “Eight Company Premium”

A service that enables use of additional functions, such as business card data downloads. Corporate plan allows sharing of business card information between subscriber companies and users within their organizations

② Ad. Delivery

B2B “Eight Ads”

A service for delivering ads to “Eight” users

③ Business Events

B2B “Meets”

Business events that match sellers and buyers in a highly productive manner. Enable the making of sales pitches to participating “Eight” users and efficiently connecting them to business negotiation opportunities

④ Recruiting Platform

B2B “Eight Career Design”

Recruitment services targeting “Eight” users (potential career changers)

① Business Card Management: “Eight Premium”/“Eight Company Premium”

Develop paid plans with additional functions available for both individuals (B2C) and companies (B2B)

“Eight Premium” Overview

B2C

 **Eight** Premium

Main Target	<ul style="list-style-type: none"> - All business people with business card management needs
Main Services Provided	<ul style="list-style-type: none"> - In addition to the basic functions, mainly the following additional functions are available: “Business card data download,” “Image memo function,” “contact application syncing,” etc. - Speedily converts into data all items on the front and reverse of business cards
Pricing	<ul style="list-style-type: none"> - Monthly ¥480 or annually ¥4,800

“Eight Company Premium” Overview

B2B

 **Eight** 企業向けプレミアム

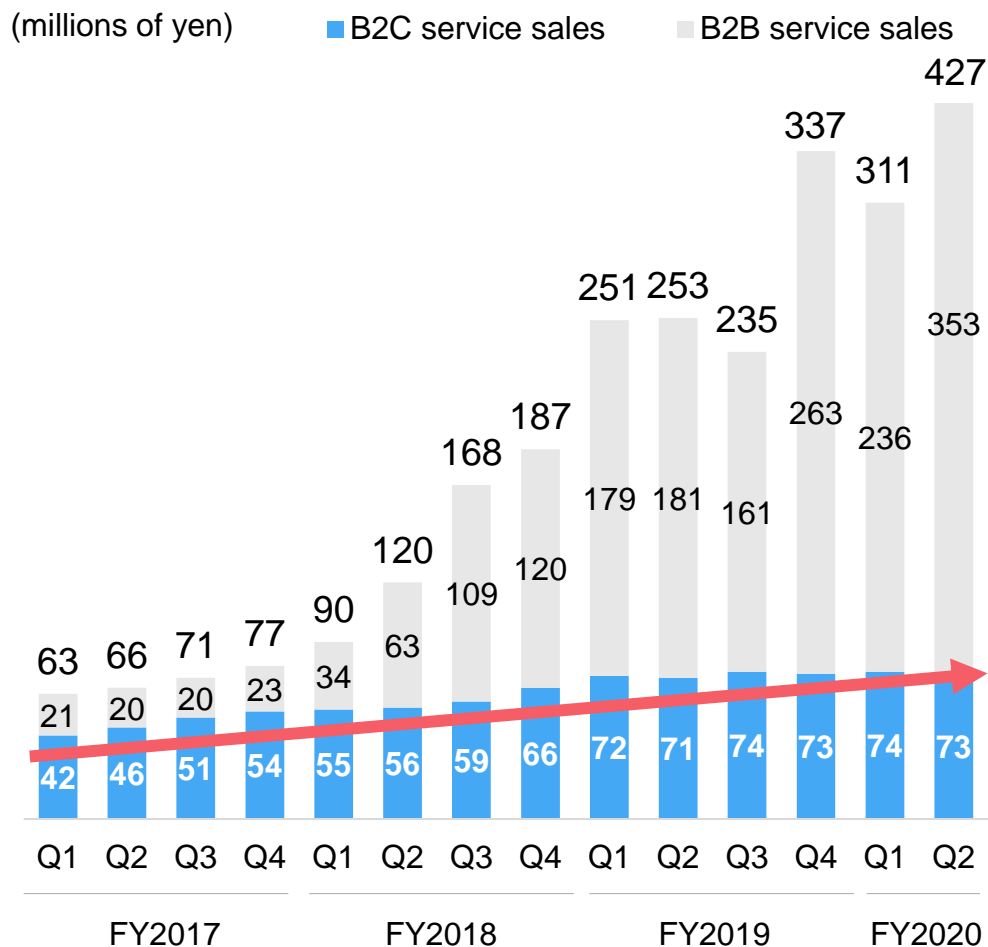
Main Target	<ul style="list-style-type: none"> - Targeting small companies with under 20 employees - Number of small businesses in Japan: 1.8 million + ⁽¹⁾
Main Services Provided	<ul style="list-style-type: none"> - In addition to the “Eight Premium” functions shown on the left, mainly the following additional functions are available: “Sharing of business card information between employees,” “Business card information management by shared tag settings” - Enables subscriptions to be made for each department/organization within a company
Pricing ⁽²⁾	<ul style="list-style-type: none"> - Basic fee: monthly ¥10,000 - Account fee: monthly ¥400 per user

(1) Number of companies with under 99 employees (based on Economic Census for Business Activity in 2016 issued by the Statistics Bureau as the denominator on June 28, 2018)

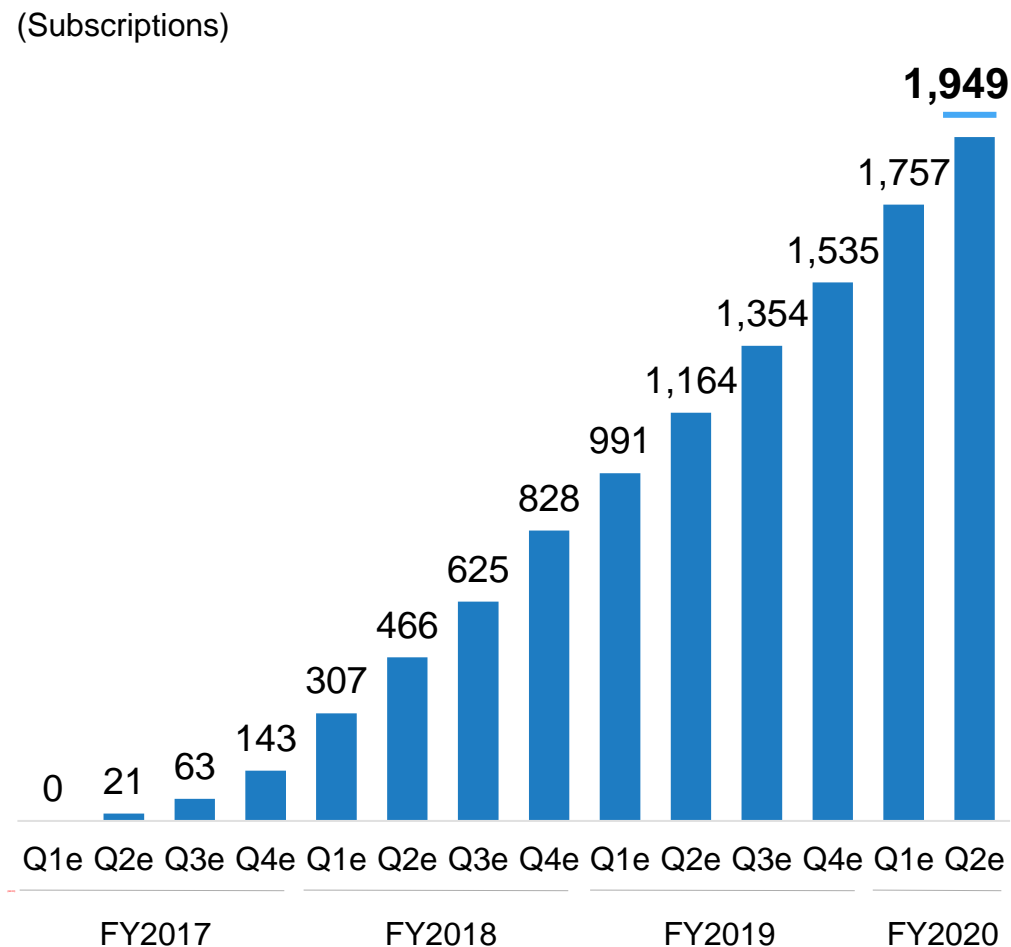
(2) Annual contract for basic fee, monthly contract for account fee

① Business Card Management: “Eight Premium”/“Eight Company Premium”

Contributing to stable growth of Eight Business as recurring net sales

Results of “Eight Premium” (B2C Service Sales) ⁽¹⁾

Number of “Eight Company Premium” Subscriptions



(1) Quarterly results for FY2017 were unaudited

② Ad. Delivery: “Eight Ads”

Enables deployment of various advertising strategies to the largest group of business people in Japan (“Eight” users)

“Eight Ads” Overview

B2B

 **Eight Ads**

Main Target	<ul style="list-style-type: none"> - All companies with advertising placement needs - Internet advertising market in Japan: ¥1,845.9 billion (forecast) ⁽¹⁾
Main Services Provided	<ul style="list-style-type: none"> - “Eight Native Ad” (Basic in-feed advertising) - “Lead Generation Option” (B2B lead acquisition advertising) - “BNL Branding Option” (Corporate tie-up articles) - Programmatic advertising, etc.
Pricing	<ul style="list-style-type: none"> - Pay-for-use charges depending on delivery volume - There is a minimum advertisement placement price for each service

Utilizing business card data, enables use for a variety of purposes, such as corporate tie-up articles and in-feed advertisements



(1) Source: “2019 Advertising Expenditures in Japan: Detailed Analysis of Expenditures on Internet Advertising Media” issued by Dentsu Inc. on March 17, 2020

③ Business Events: “Meets”

Business events that provide opportunities to meet for services (corporations) and customers ("Eight" users)

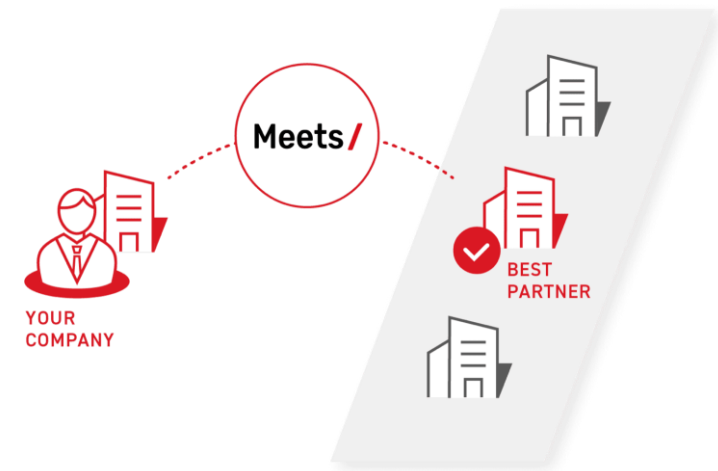
“Meets” Overview

B2B

Meets /

Main Target	<ul style="list-style-type: none">- All companies with sales opportunity needs
Main Services Provided	<ul style="list-style-type: none">- “Pitch Event” (Sales pitch, Q&A session/networking, meeting)- “Online Seminar” (Seminar video, online meeting)
Pricing	<ul style="list-style-type: none">- Mainly fixed system according to the form and scale of event being held- Charges are incurred for each event

A new form of business event where the best services can be found by the shortest route



Focus on holding online from 2020

④ Recruiting Platform: “Eight Career Design”

Enables direct recruiting for personnel (“Eight” users) who are differentiated from other companies’ services

“Eight Career Design” Overview

B2B

Eight Career Design

Main Target	<ul style="list-style-type: none"> - All companies with recruiting needs - Recruitment Market in Japan: Job Advertisement: ¥952.8 billion ⁽¹⁾ Job Placement: 308.0 billion ⁽²⁾
Main Services Provided	<ul style="list-style-type: none"> - “Direct Scouting Service” (Use the messaging function of “Eight”) - Recruitment candidate pool function - Utilization for referral recruitment of in-house personal connections
Pricing ⁽³⁾	<ul style="list-style-type: none"> - Fixed monthly fee for each plan - There is an additional charge when a decision to hire is made



Extends reach to untapped talented personnel



Promote referral hiring



Realization of direct recruiting

(1) Job information service market size in FY2018 (Source: “Results of the Market Size Survey of the Job Information Service and the Number of Recruitment Advertisements” issued by Association of Job Information of Japan on January 24, 2020)

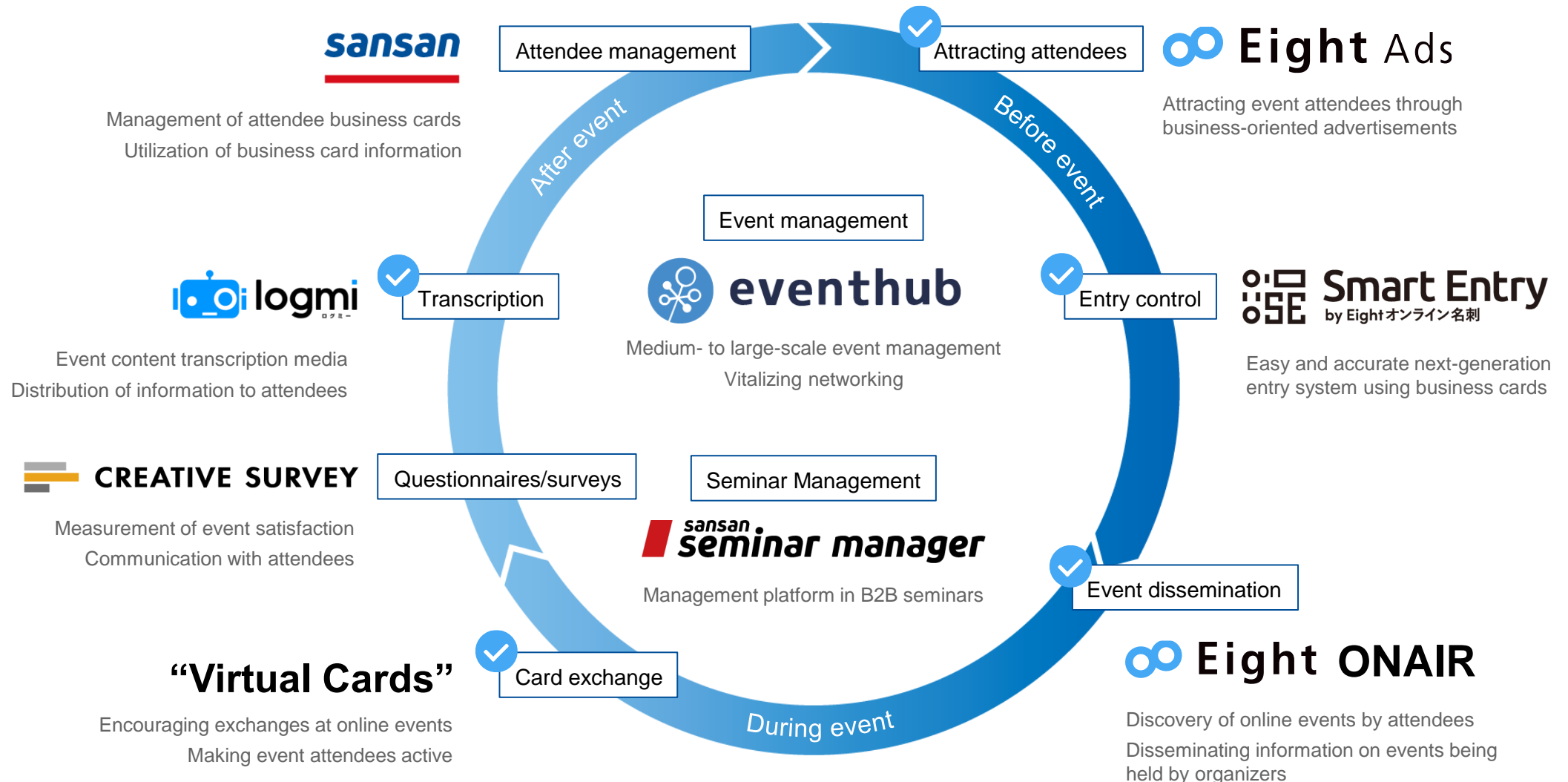
(2) Job placement service market size in FY2019 (Source: “Human Resources Business Market in Japan: Key Research Findings 2020” issued by Yano Research Institute Ltd. on October 15, 2020)

(3) Six-month contract (minimum)

Relevance to Event Tech Services

Multiple Eight Business-related services and functions make up Event Tech service portfolio

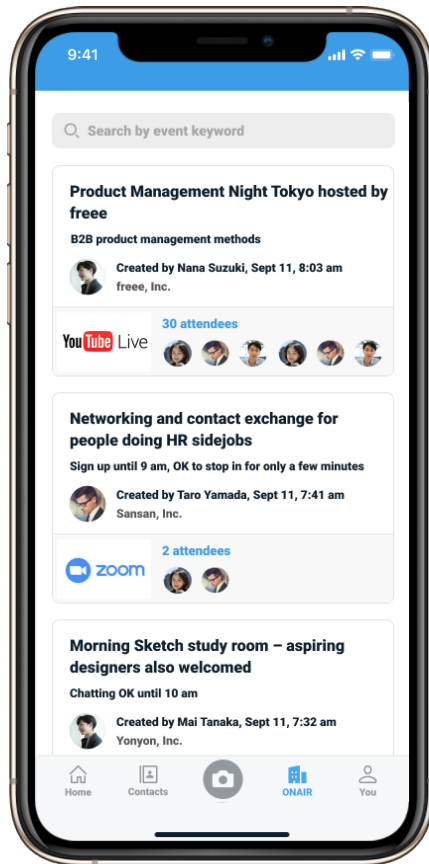
✓ Services/functions related to Eight Business



Business Event Platform: “Eight ONAIR”

A highly convenient online platform for both event organizers and participants

“Eight ONAIR” Overview



Screen under development

Eight ONAIR

Events taking place in real time are also posted
Take part in events that fit your schedule

- Display recommended events according to job and attributes
- Search and list events
- Manage favorites
- One-tap joining via “Virtual Cards” function

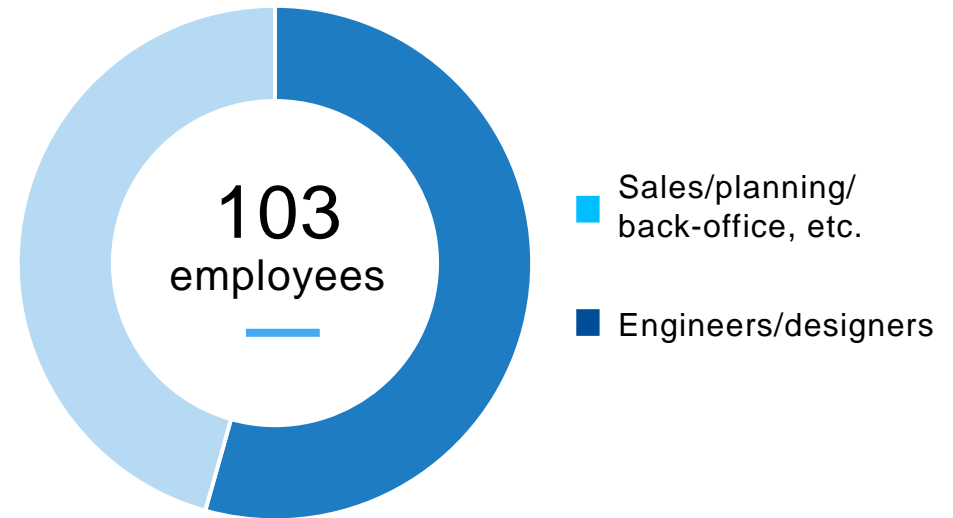
Eight Division Structure

Build organizational structure that can strongly promote monetization of each service

Organizational Structure of Eight Division ⁽¹⁾



Personnel Composition of Eight Division ⁽²⁾



(1) As of December 1, 2020
(2) As of November 30, 2020

Table of Contents

1 Eight Business Overview

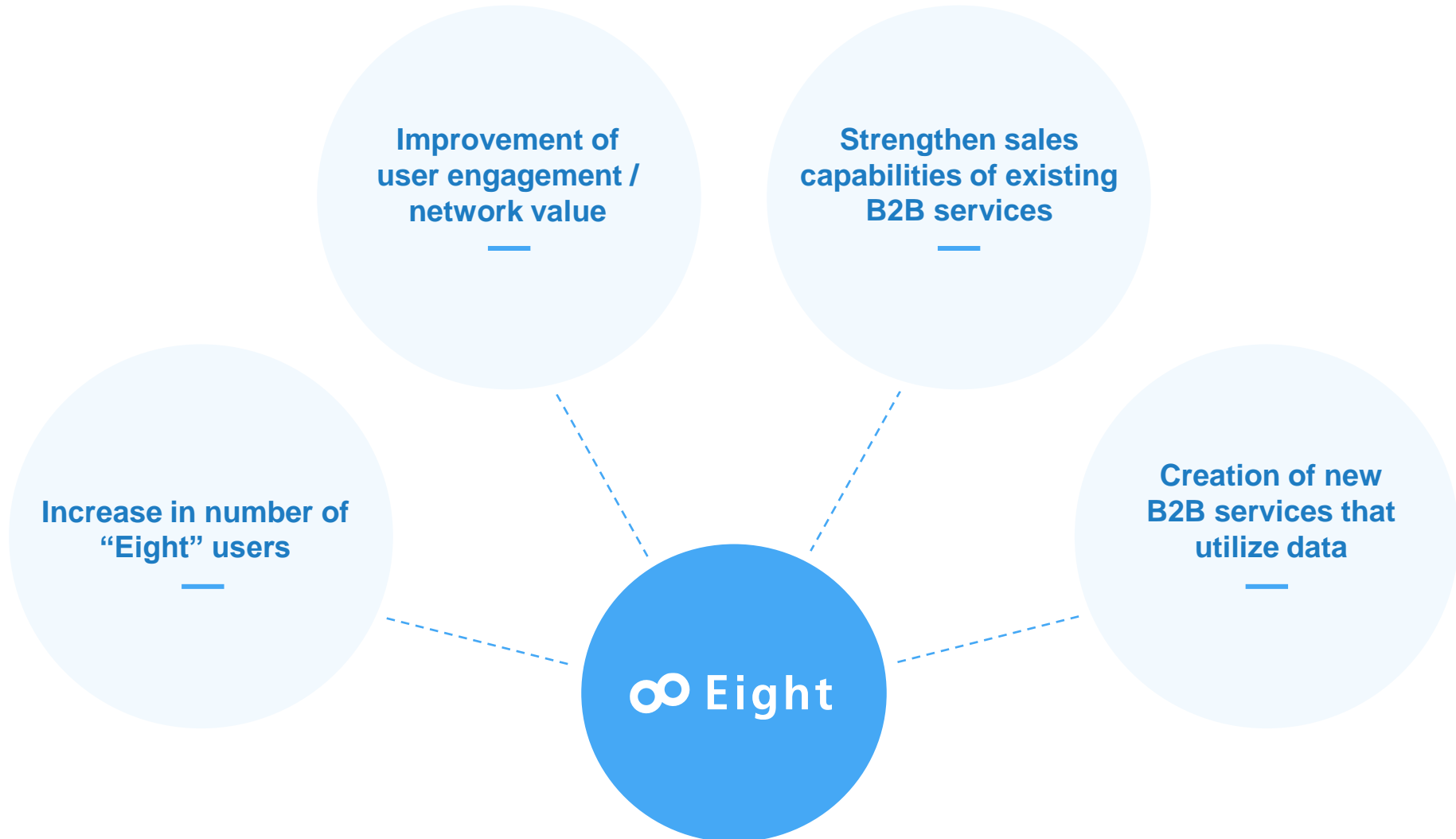
2 Business Models

3 Growth Strategies

- Main Challenges in/Measures for Achieving Growth
- Our Future Vision for “Eight”

Main Challenges in/Measures for Achieving Growth

Plant to achieve medium- to long-term growth by both broadening user base and strengthening monetization of B2B services



Our Future Vision for “Eight”

Grow to become a platform for creating new encounters and the Group’s next largest earnings pillar after the Sansan Business



sansan
