

– Eight Business

# Personal Career Management App

The Eight business offers the Eight contact and career management app for individuals, with free basic features. Eight has more than 3 million users and is

developing a range of paid individual and B2B services. We also offer event transcription services through the logmi series of services.

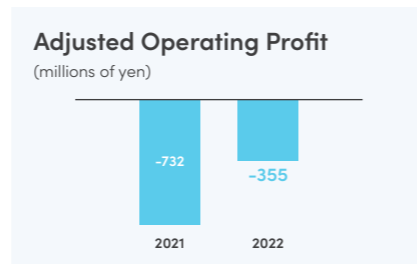
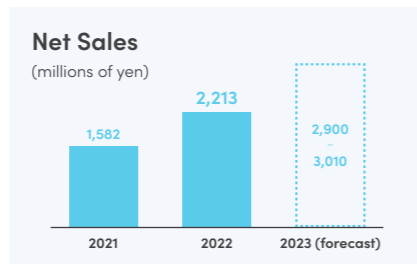
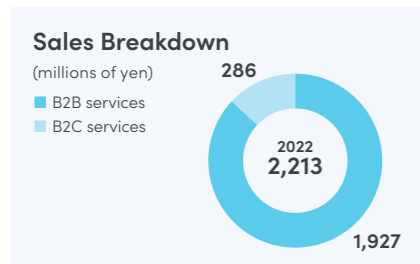
## Overview of Eight Business

### Financial Results\*1

In the fiscal 2021, we augmented the monetization of our B2B services (paid services for corporate), thereby increasing Eight business net sales by 39.9% year-on-year. This increase resulted in a reduction of the adjusted operating loss by 367 million yen compared with the

same period last year.

The net sales growth rate is forecast to rise from 31.0% to 36.0% in fiscal 2022, and we are aiming adjusted operating profit.



\*1 Results for fiscal years ended in May

### Social Issues/Needs

Faced with a rapidly changing business environment in recent years, more people are valuing career independence – taking charge of their own development instead of leaving it to their employer. Nevertheless, thus far, few businesspeople have actually managed to design their own careers. There is demand for opportunities to actively do this and for the right conditions to be established.

Meanwhile, securing talented staff is an urgent challenge for businesses. There is a growing diversity of recruitment methods, from job advertisements to employment agencies, social network services, and word of mouth, yet they are failing to attract sufficient workers amid a declining productive population. New methods to reach quality talent are needed.

### Competitive Advantages

#### Technology for Digitizing Analog Information

Our unique operations combine technology and manual human input to achieve highly accurate digitization. (→ p.18 Business Model)

#### Network of More than 3 Million Users

At the end of fiscal 2021, Eight had 3.1 million users.\*2

\*2 Authenticated users who have downloaded the app and registered their own business card in their profile.

#### Unique User Base of Businesspeople

A key feature of Eight is that users must enter their business card data to start using the service. This means the majority of its userbase is businesspeople.

## Main Services

Contact and Career Management App

Event Transcription Services



## Contact and Career Management App: Eight

### Service Overview

Eight is an app geared toward individuals rather than companies. When first time users open Eight, they scan their business card and create a profile. Doing so gives them free access to the basic features. The app is useful for accumulating and managing contacts with its business card management functions, yet it also lets users build their own career database by importing their own past and present contacts. Users can also efficiently identify useful career information and opportunities and other information to help career

development, previously inaccessible company alerts, and job openings. If users display their intent to seek new employment, they can also receive job offers or be headhunted.

The business model is based on providing paid services to individuals and businesses. Our B2B offerings include a recruitment platform, advertising service, business events, and contact management service. Our B2C (paid, direct-to-consumer) service allows use of premium contact management features.

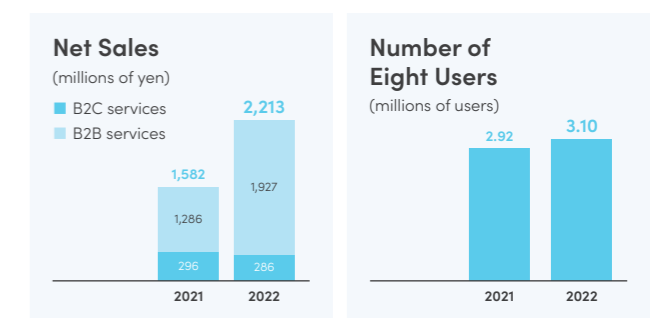
Service Category	Service Name	Description	Business Model
B2B services	Recruiting Platform	Eight Career Design	Fixed monthly fee*3 (fixed-term subscription)
	Advertising Service	Eight Marketing Solutions	Usage fee based on number of ads sent*4 (fixed-term subscription)
	Business Events	Meets, Climbers, DX Camp, Business IT & SaaS EXPO	Fixed fee*5 (pay-per-use)
	Business Card Management Service	Eight Team	Fixed monthly fee (annual subscription)
B2C services	Business Card Management Service	Eight Premium	Fixed monthly fee (annual subscription)

\*3 Additional fee when a hiring decision is made. \*4 Minimum ad placement fee. List of direct advertisement options. \*5 Multiple fee settings depending on the type of event held, etc.

### Performance\*1

In the fiscal 2021, we focused on our B2B services. This resulted in a 49.9% increase in net sales of B2B services year on year. Moreover, the number of Eight users increased by 180,000 year on year. However, the COVID-19 pandemic brought changes in user behavior, causing a 3.6% fall in B2C net sales year on year.

Seeking further growth, we revamped Eight's concept in April 2022, with it now acting as a contact and career management app.



### Strategy

Revamping the Eight product, as well as developing and enhancing features to help users design their careers, will lead to the Eight Career Designs further growth. We

also aim to achieve a positive adjusted operating profit in this fiscal year by harnessing our three-million-strong user network and boosting monetization of B2B services.