

**sansan**

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Turning encounters  
into innovation



**Presentation Materials  
for FY2024 Q1**

Sansan, Inc., October 11, 2024

# Disclaimer

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In preparing these materials, Sansan, Inc. (the “Company,” “we,” “us,” or “our”) relies upon and assumes the accuracy and completeness of all information available to us. However, the Company makes no representations or warranties of any kind, expresses or implies, about the completeness and accuracy. This presentation may contain future assumptions, prospects and forecasts based on planning, but these forward-looking statements are based on the information that is currently available to us, and on certain assumptions that we assume to be reasonable, but the Company does not promise to achieve these. The actual performance may differ significantly from the forecast due to changes in economic conditions, consumer needs and user preferences; competition with other companies; changes in laws and regulations; and a number of other future factors.

In addition, the Company has no obligation to revise or publish the future prospects contained in these materials.

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## Highlights of FY2024 Q1 Results

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### **Steady performance continued in both sales and adjusted operating profit <sup>(1)</sup>**

Net sales increased by 27.7% YoY and ARR<sup>(2)</sup> by 34.0% YoY to ¥36,312 million.

Although personnel, rent and other expenses increased due to increased headcount and head office relocation, adjusted operating profit increased by 44.4% YoY to ¥207 million.

### **Sansan, the sales DX solution, experienced continued solid growth**

Sansan net sales up 15.5% YoY.

Strengthened sales structure contributed to an accelerated pace of growth in the number of subscriptions.

### **Bill Ones, the cloud-based invoice management solution, continued a high-growth trend**

Bill One net sales up 82.8% YoY.

Launched Bill One Expense, an expense reimbursement feature through use of the Bill One Business Card

(1) Operating profit + share-based payment expenses + expenses arising from business combinations (amortization of goodwill and amortization of intangible assets)

(2) Annual recurring revenue

1 Consolidated Financial Results for FY2024 Q1

## Overview of Financial Results

Net sales up 27.7% YoY and adjusted operating profit up 44.4% YoY.

The line-item profits of ordinary profit and below were recorded in the red due to a significant increase of share-based payment expenses.

		FY2023	FY2024	
		Q1 Results	Q1 Results	YoY
(millions of yen)				
Financial Results	Net sales	7,504	9,584	+27.7%
	Gross profit	6,510	8,313	+27.7%
	Gross profit margin	86.8%	86.7%	-0.1 pts.
	Adjusted operating profit	143	207	+44.4%
	Adjusted operating profit margin	1.9%	2.2%	+0.3 pts.
	Ordinary profit	110	-329	—
	Profit attributable to owners of parent <sup>(1)</sup>	31	-372	—
	EPS <sup>(1)</sup>	¥0.25	-¥2.96	—

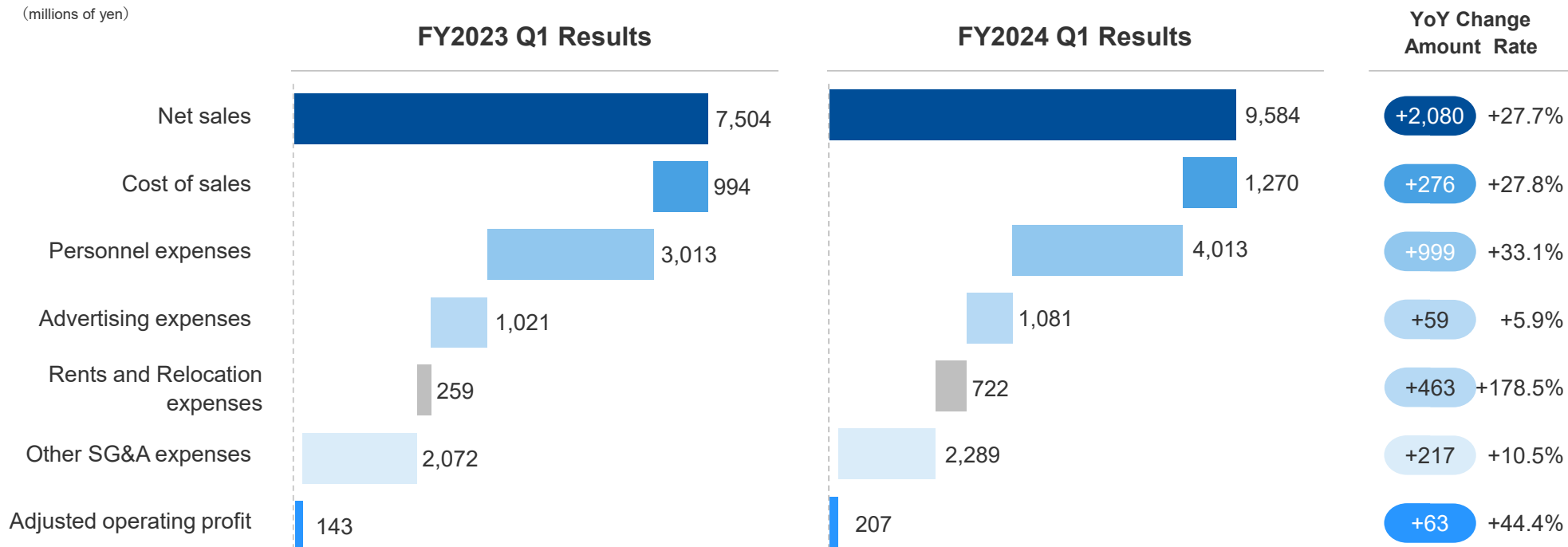
(1) Effective from the fiscal year ending May 31, 2025, the method of calculating tax expenses for quarterly financial reporting has been changed. This change has been reflected retrospectively in the results for the fiscal year ended May 31, 2024

## Contributors to Changes in Adjusted Operating Profit

Advertising expenses and personnel expenses increased YoY by ¥59 million and ¥999 million resulting from the execution of growth strategies. Additionally, rent expenses increased YoY by ¥463 million due to the head office relocation. Nevertheless, adjusted operating profit increased YoY by ¥63 million owing to robust sales growth and a lower advertising expenses ratio.

### Status of Net Sales Through Adjusted Operating Profit

(millions of yen)



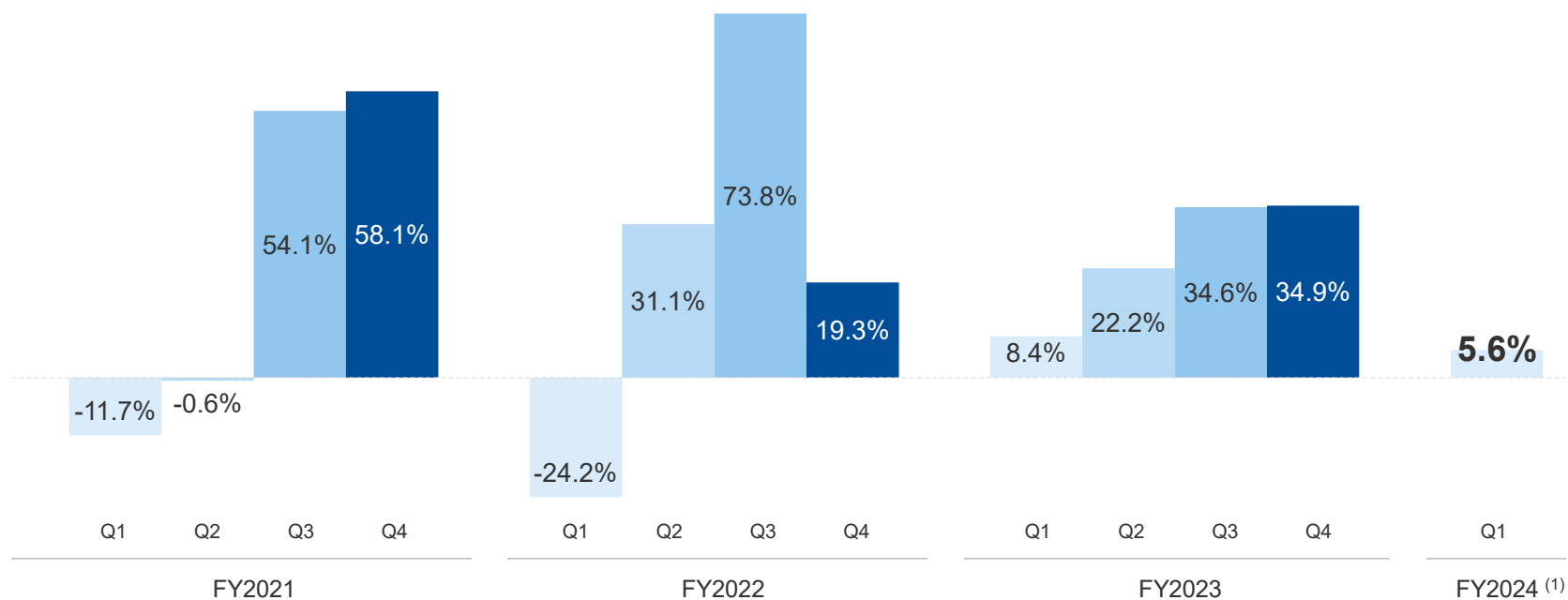
1 Consolidated Financial Results for FY2024 Q1

## Progress in Adjusted Operating Profit

As our business model is centered on recurring sales, adjust operating profit tends to be higher in the second half of the fiscal year.

FY2024 plan follows the same trend with Q1 results having progressed steadily against the earnings forecast.

Percentage of Profit by Quarter



(1) progress against the mid-point of the forecast range



## Contributors to Changes in Share-based Payment Expenses

To further share value with our shareholders, we have issued several stock options for our executives and employees. In line with an increase in stock price during the period under review, we fully expensed certain stock options with share price condition that satisfied the relevant exercise conditions, resulting in the increased share-based payment expenses.

	FY2023		FY2024	
	Q1 Results	Q1 Results	YoY	
(millions of yen)				
Adjusted operating profit	143	207	+44.4%	
Share-based payment expenses	-5	500	—	
Issued 2022 Stock options with share price condition (Series 7 and 9)	-32	427	—	
Others Stock options				
• Issued 2023: Stock options with share price condition (Series10 and 12) Performance target-linked stock options (Series 11)	27	72	+165.8%	
• Issued 2024: Stock options with share price condition (Series13)				
Expenses arising from business combinations	27	32	+18.7%	
Operating profit	120	-325	—	

1 Consolidated Financial Results for FY2024 Q1

## Change in Method for Calculating Segment Profit

Effective from FY2024, we have changed the method for calculating segment profit (with the same method retrospectively applied to the FY2023 results).

Based on a certain rule, adjustments (corporate expenses) will be allocated to each segment.

		FY2023							
		Q1 Results		Q2 Results		Q3 Results		Q4 Results	
		New method	Difference from the previous method (allocated amount of corporate expenses)	New method	Difference from the previous method (allocated amount of corporate expenses)	New method	Difference from the previous method (allocated amount of corporate expenses)	New method	Difference from the previous method (allocated amount of corporate expenses)
(millions of yen)									
<b>Adjusted Operating Profit</b>	Consolidated	143	—	379	—	590	—	595	—
	Sansan/ Bill One Business	459	-1,440	486	-1,521	812	-1,569	492	-1,893
	Eight Business	-289	-198	-97	-193	-196	-183	120	-201
	Others	-26	—	-10	—	-25	—	-17	—
	Adjustments (corporate expenses)	—	+1,638	—	+1,714	—	+1,752	—	+2,095

1 Consolidated Financial Results for FY2024 Q1

## Results by Segment

While the Sansan/Bill One business increased net sales, it decreased adjusted operating profit due to increased personnel expenses resulting from the execution of growth strategies.

The Eight business reduced the amount of loss resulting from a significant increase in net sales.

		FY2023		FY2024	
		Q1 Results	Q1 Results	YoY	
		(millions of yen)			
Net Sales	Consolidated	7,504	9,584	+27.7%	
	Sansan/Bill One Business	6,816	8,653	+26.9%	
	Eight Business	599	851	+42.0%	
	Others	117	110	-6.2%	
	Adjustments	-29	-30	—	
Adjusted Operating Profit	Consolidated	143	207	+44.4%	
	Sansan/Bill One Business	459	404	-11.9%	
	Eight Business	-289	-159	—	
	Others	-26	-37	—	
	Adjustments	—	—	—	

## Sansan/Bill One Business Overview

Sansan showed solid growth, and Bill One continued a high-growth trend, resulting in the segment sales up 27.7% YoY. Adjusted operating profit decreased by 11.9% YoY as expected at the beginning of the period due to an increase in personnel expenses along with the execution of growth strategies.

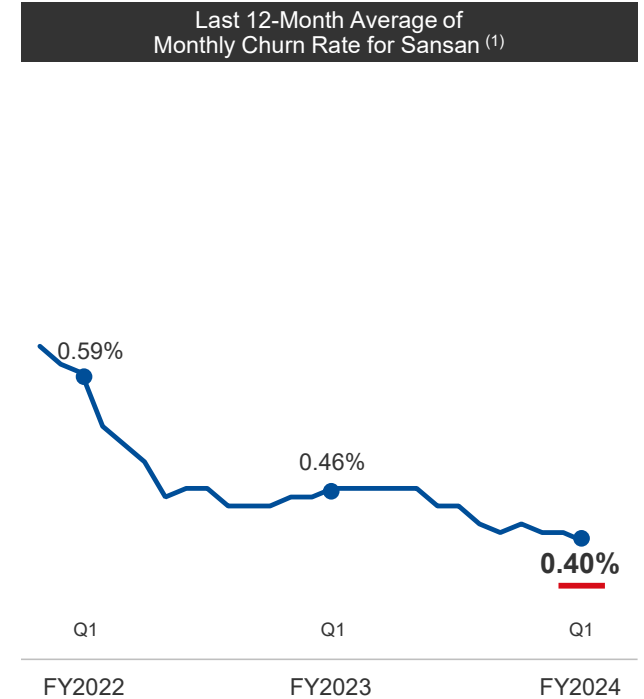
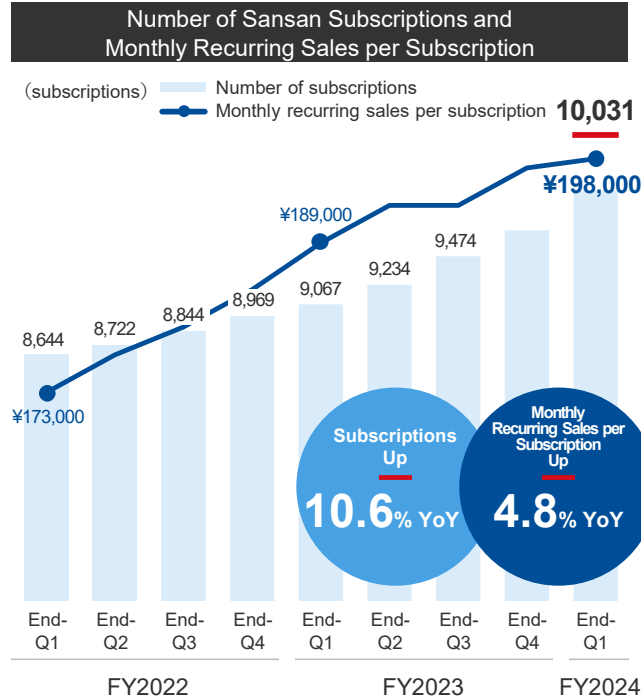
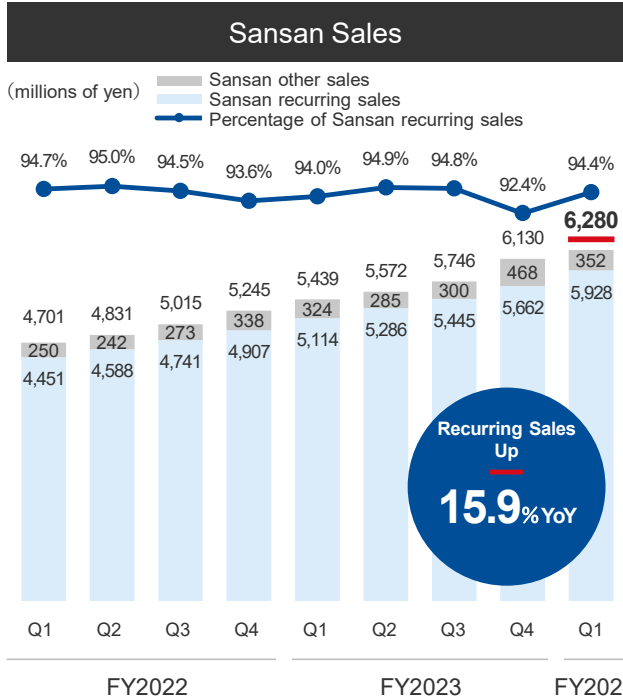
		FY2023	FY2024	
		Q1 Results	Q1 Results	YoY
		(millions of yen)		
<b>Sansan/ Bill One Business</b>	Net sales	6,816	8,653	+26.9%
	Sansan	5,439	6,280	+15.5%
	Sansan recurring sales	5,114	5,928	+15.9%
	Sansan other sales	324	352	+8.4%
	Bill One	1,160	2,122	+82.8%
	Others	216	251	+16.0%
	Adjusted operating profit	459	404	-11.9%
	Adjusted operating profit margin	6.7%	4.7%	-2.0 pts.

1 Consolidated Financial Results for FY2024 Q1

# Sansan: Status of Key Indicators



Steady growth in subscriptions and monthly recurring sales per subscription owing to the strengthened sales structure.  
Churn rate down 0.06 pts. YoY to 0.40%, maintaining a rate as low as below 1%.



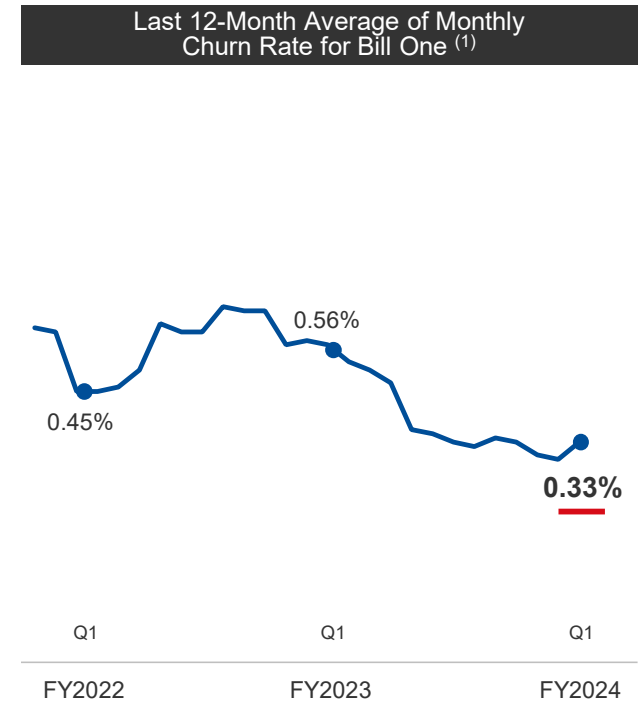
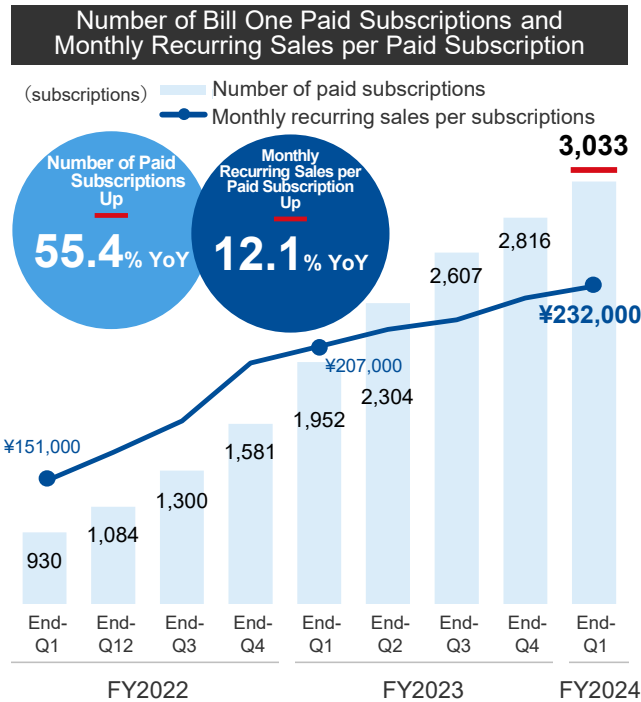
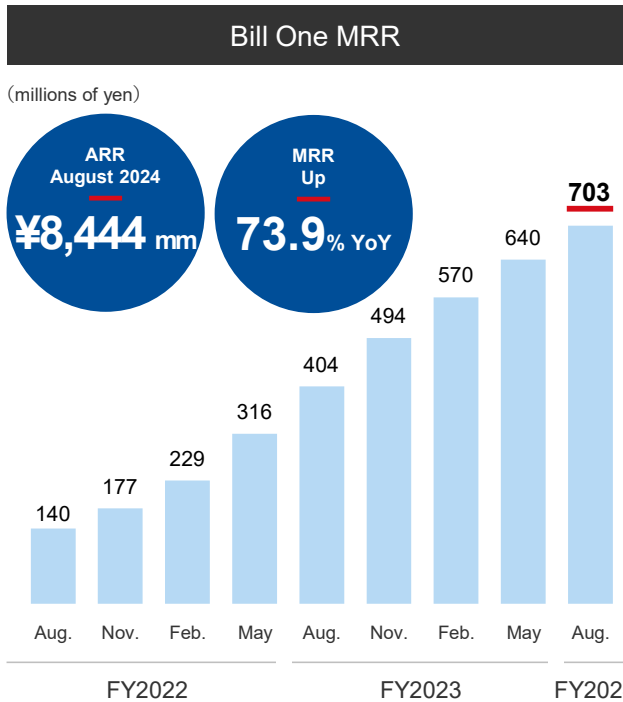
(1) Ratio of decreased MRR associated with contract cancellations to total MRR for existing Sansan contracts.

1 Consolidated Financial Results for FY2024 Q1

# Bill One: Status of Key Indicators



ARR exceeded ¥8.4 billion as of August 31, 2024, increased by 73.9% YoY. Steady growth in paid subscriptions and monthly recurring sales per paid subscription was primarily owing to the strengthened sales structure.



(1) Ratio of decreased MRR associated with contract cancellations to total MRR for existing Bill One contracts.

## Eight Business Overview



Net sales of the Eight Business was up 42.0% YoY, owing to an M&A deal executed by a New Group company Kaede IR Advisory Inc. Along with net sales growth, adjusted operating profit reduced loss by ¥129 million YoY.

		FY2023	FY2024	
		Q1 Results	Q1 Results	YoY
	(millions of yen)			
Eight Business	Net sales	599	851	+42.0%
	B2C services	81	95	+17.3%
	B2B services	518	755	+45.8%
	Adjusted operating profit	-289	-159	—
	Number of Eight users <sup>(1)</sup>	3.37 million	3.80 millions	+0.43 millions
	Number of Eight Team subscriptions	4,023 subscriptions	4,812 subscriptions	+19.6%

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

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**1** Consolidated Financial Results for FY2024 Q1

**2** Full-Year Forecasts for FY2024

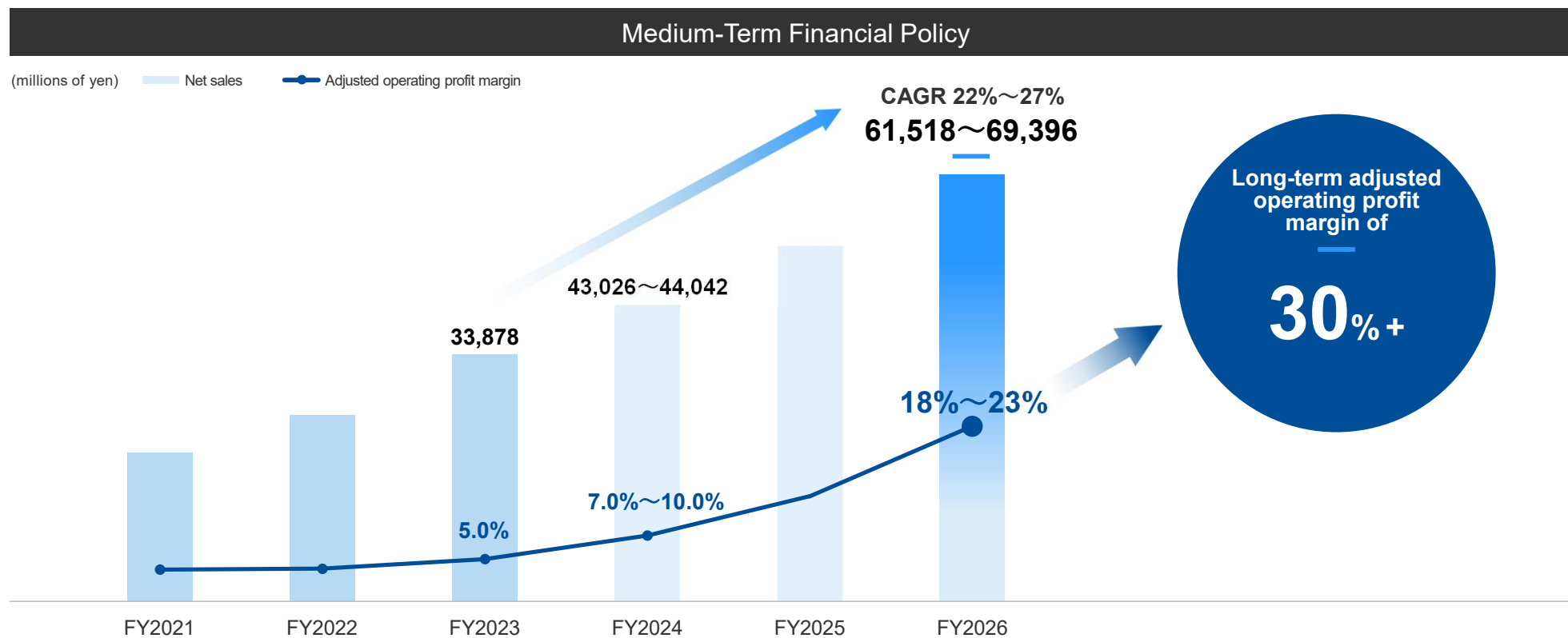
Appendix

Sansan Group Overview, Sansan/Bill One Business, Eight Business, Initiatives for Sustainability



## Medium-Term Financial Policy

Aim for a three-year compound annual growth rate (CAGR) of consolidated net sales to be 22% to 27% through FY2026. Adjusted operating profit margin for FY2026 is expected to be 18% to 23%.



## 2 Full-Year Forecasts for FY2024

# Full-Year Forecasts

**Aim for the sales growth rate of 27.0%–30.0%.**

**Adjusted operating profit margin is expected to improve 2.0–5.0 pts YoY, with accelerating the pace of profit improvement.**

		FY2023		FY2024 <sup>(1)</sup>	
		Full-Year Results	YoY	Full-Year Forecasts	YoY
(millions of yen)					
Earnings Forecasts	Net Sales	33,878	+32.8%	43,026 to 44,042	+27.0% to +30.0%
	Sansan/Bill One Business	29,948	+33.0%	37,734 to 38,483	+26.0% to +28.5%
	Sansan	22,889	+15.6%	26,552 to 26,781	+16.0% to +17.0%
	Bill One	6,168	+155.5%	9,870 to 10,486	+60.0% to +70.0%
	Eight Business	3,548	+23.8%	4,683 to 4,896	+32.0% to +38.0%
	Adjusted Operating Profit	1,709	+81.5%	3,012 to 4,404	+76.2% to +157.6%
	Adjusted Operating Profit Margin	5.0%	+1.3 pts.	7.0% to 10.0%	+2.0 pts. to +5.0 pts.

(1) We do not disclose specific forecast figures for operating profit (loss) and the other line-item profits (losses) below as it is difficult to make a reasonable estimate of expenses related to share-based payment expenses, which may vary significantly depending on the level of our stock price, and certain non-operating income or expenses and other items.

# Appendix



# Sansan Group Overview

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## Mission and Vision

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### Mission

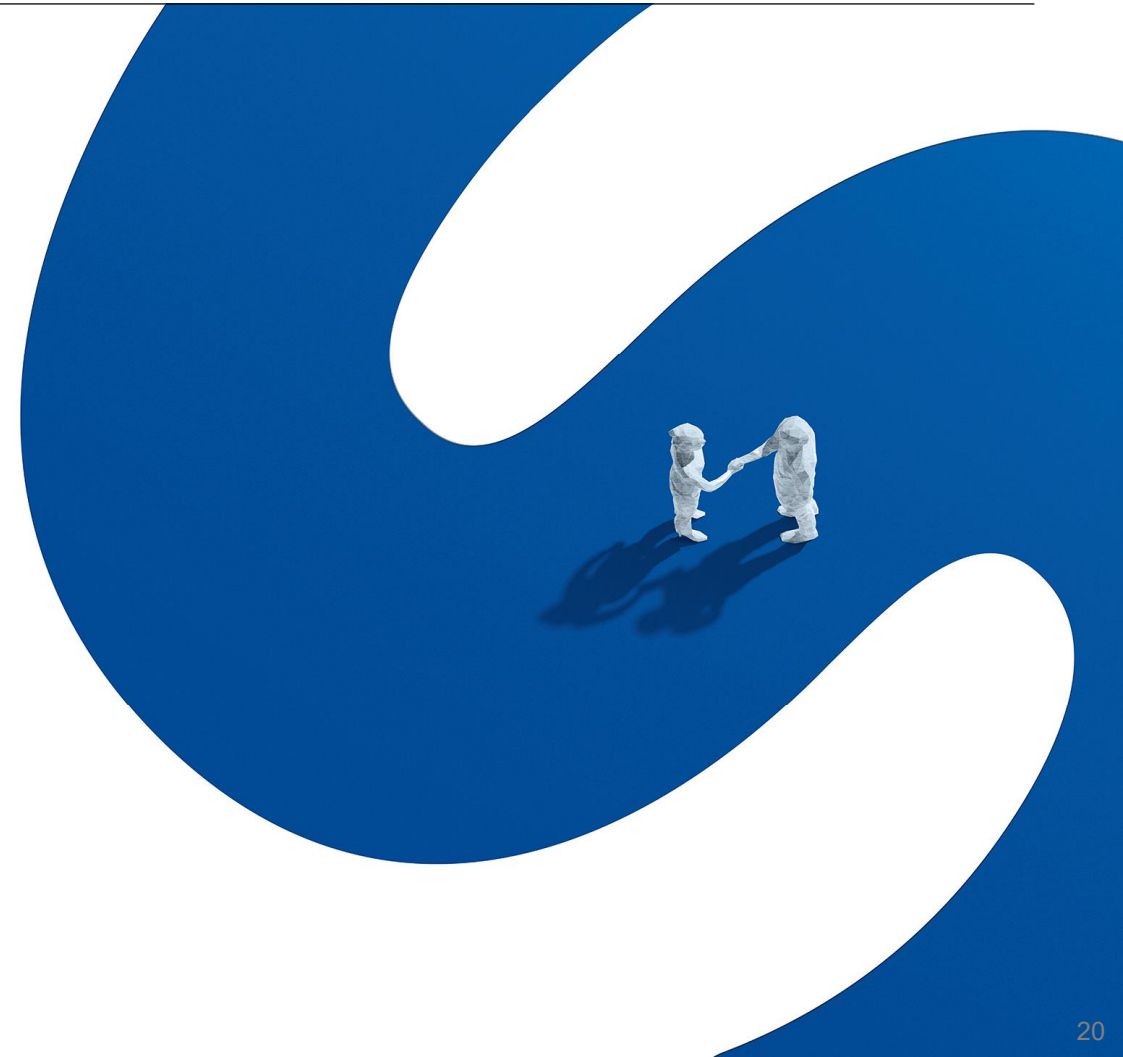
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**Turning encounters  
into innovation**

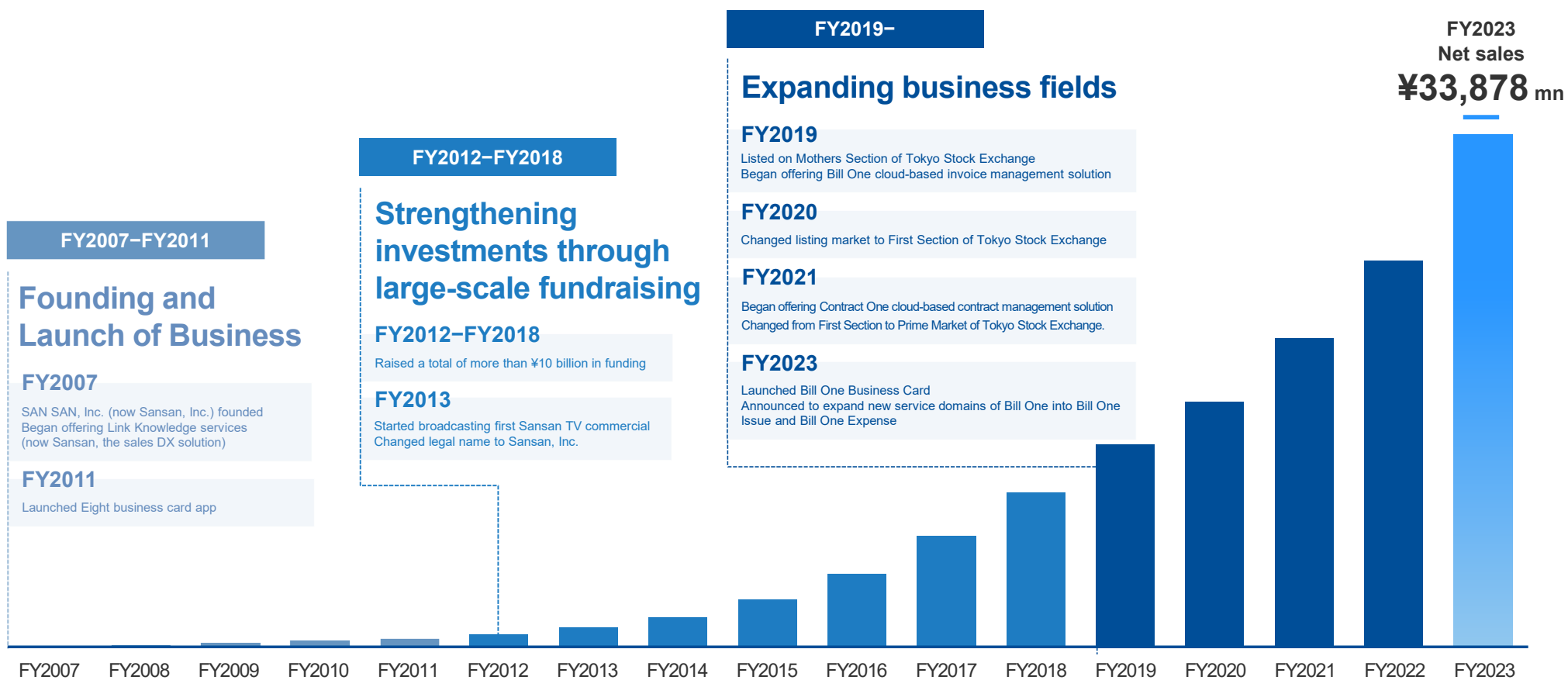
### Vision

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**Become business  
infrastructure**



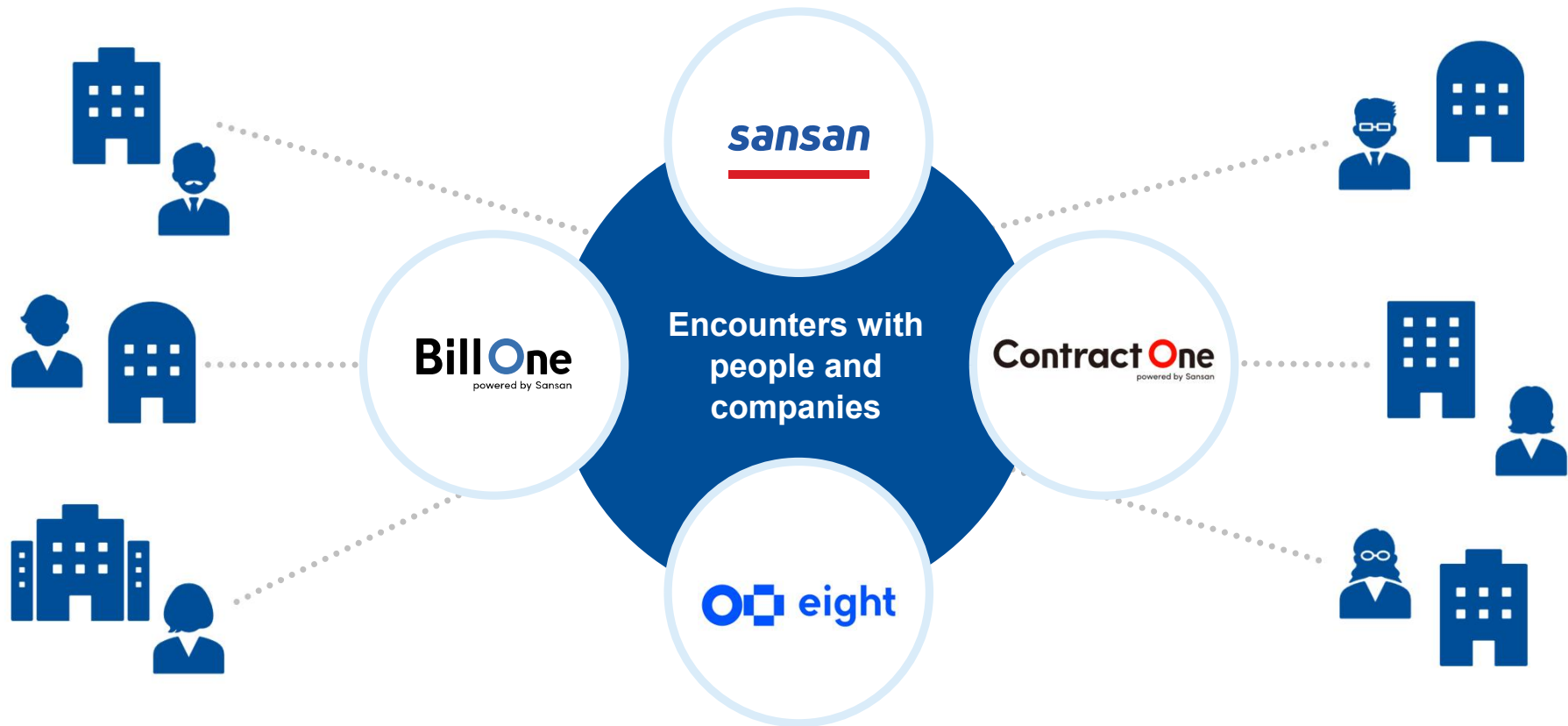
# History (1)



(1) The graph indicates net sales for fiscal years ended May 31 (figures before the fiscal year ended May 31, 2016, are non-consolidated, while subsequent figures are consolidated).

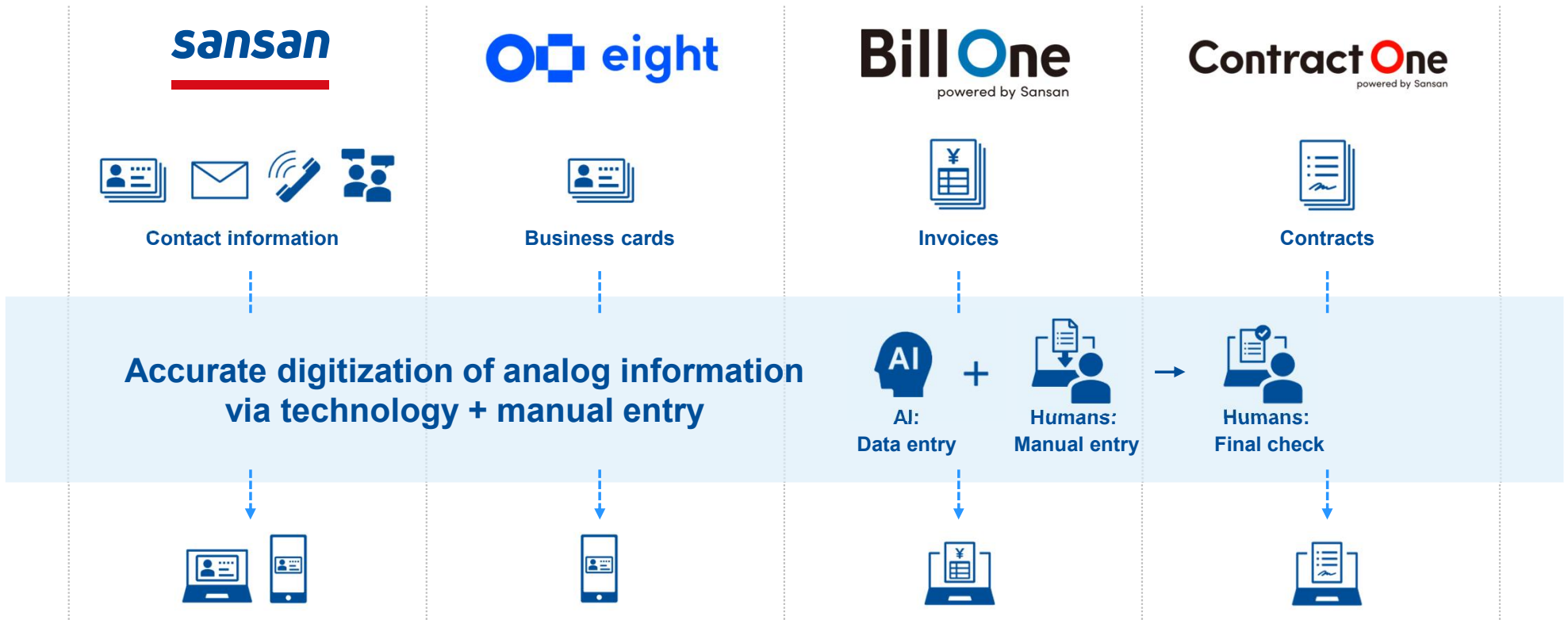
# Digitally Transform How You Work

Offering a business database that reshapes how people work and connects encounters with people and companies to business opportunities.



# SaaS Focused on Analog-to-Digital

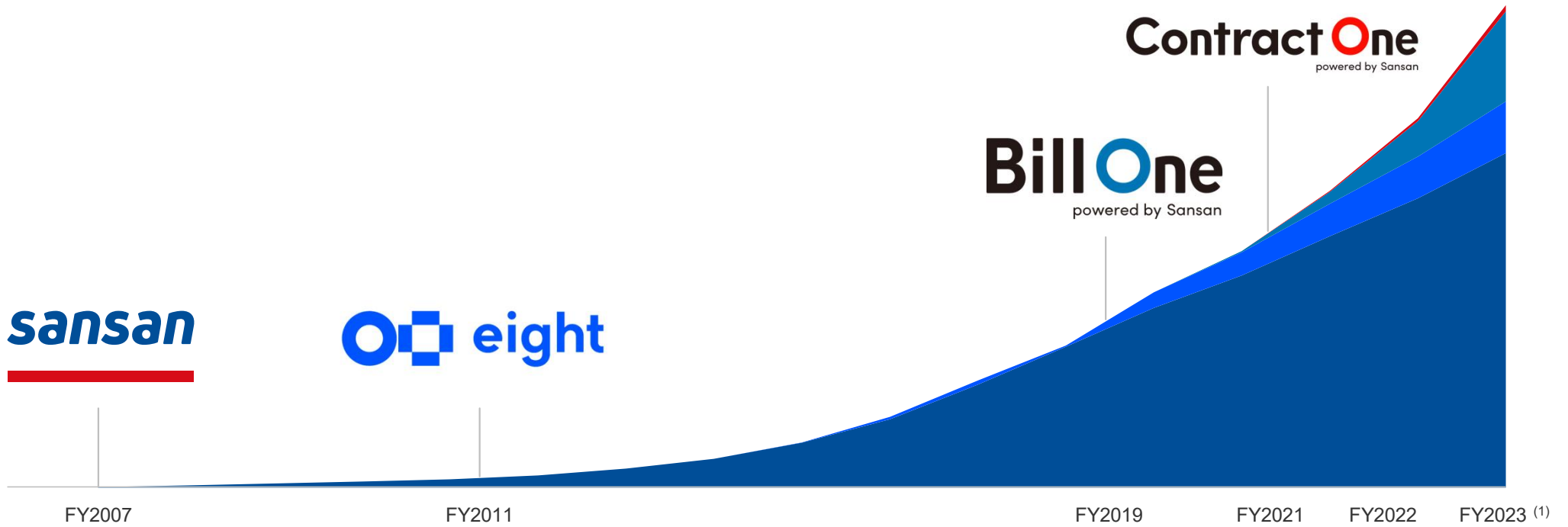
Paper and other analog workflows remain, leaving room for digitization to greatly improve efficiency. Digitizing analog information quickly and accurately to improve business productivity and provide convenience through data usage.





## Launch of Main Solutions











Founded in FY2007 and started offering Sansan.  
Created multiple solutions since then; Bill One, launched in 2020, has achieved rapid growth.



(1) The graph shows total net sales of each solution. Sales ratio of main solutions: Sansan, 68%; Bill One, 18%; and Eight: 10%.

# Overview of Reportable Segments

The Sansan Group comprises two reportable segments <sup>(1)</sup>.

	Percentage of consolidated net sales <sup>(2)</sup>		Main services	
Sansan/ Bill One Business	 Sansan	66%		The sales DX solution
	 Bill One	22%		Cloud-based invoice management solution
	 Others	3%		The contract database
Eight Business	 B2C solutions	1%		B2C business card management
	 B2B solutions	8%		B2B business card management Business events Recruiting platform

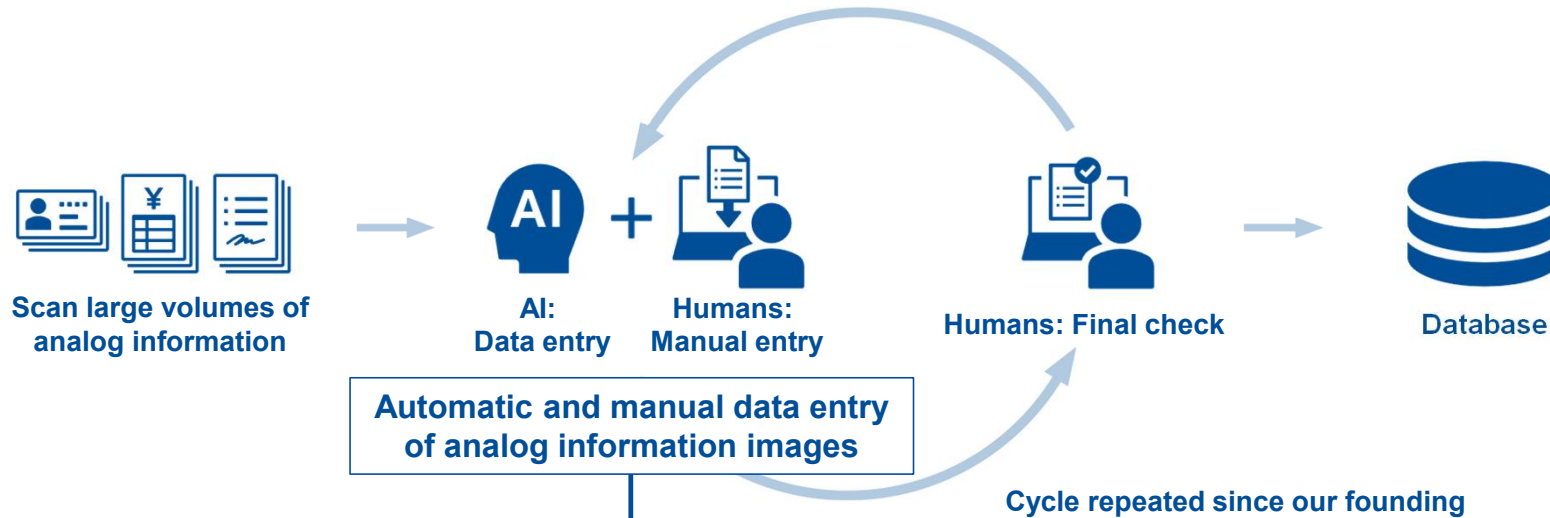
(1) The few other solutions not included in reportable segments are recorded in "Others," while elimination of intra-company transactions (sales) is recorded in "Adjustments."

(2) FY2024 Q1 results

# Operation and Technologies for Digitizing Analog Information

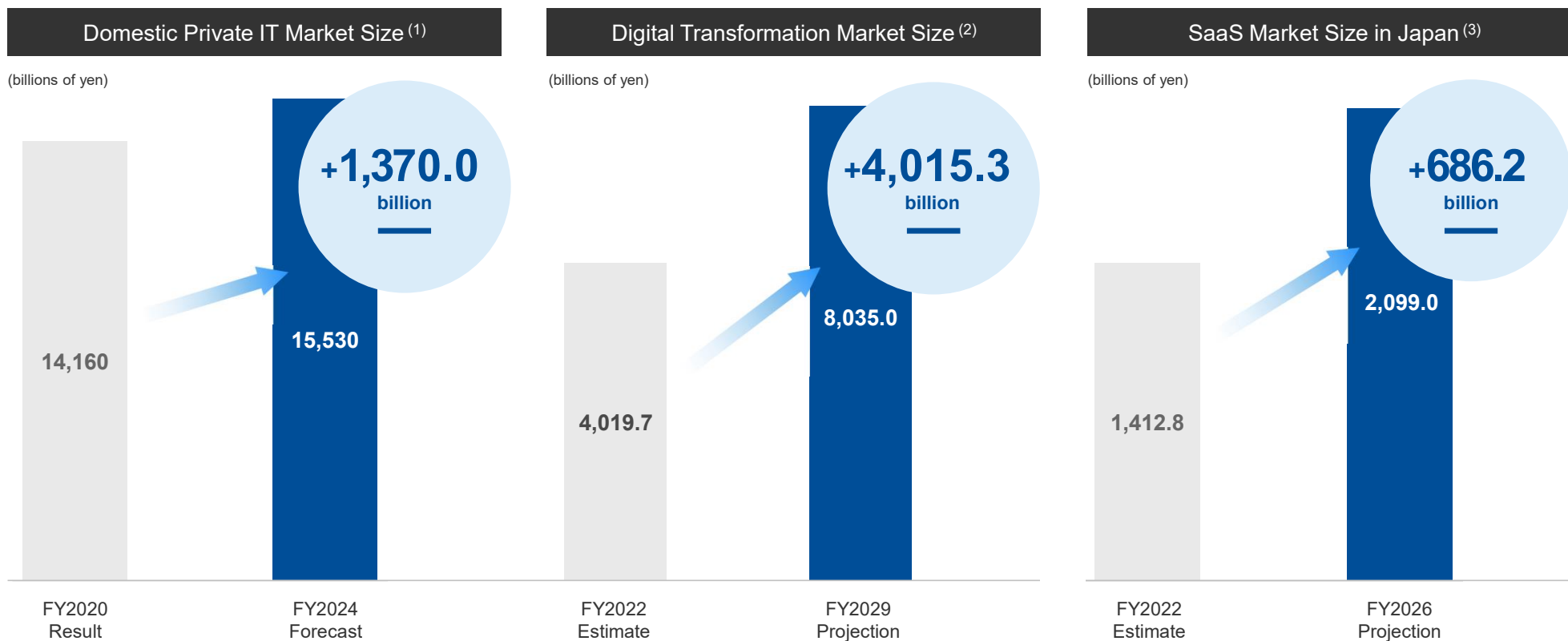
Establishment of analog information digitization operation structure unsurpassed by competitors.

Prompt, accurate digitization of large volume of analog information



# Market Environment as a Tailwind

Digital transformation is boosting the need for cloud-based solutions.

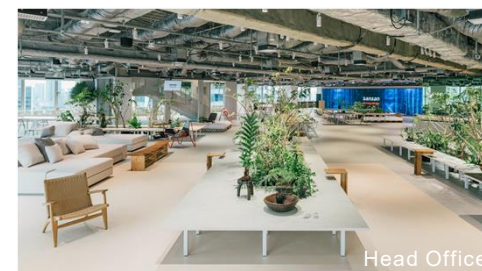


(1) Based on 2023 IT Investment by Japanese Companies: Facts and Forecasts, Yano Research Institute Ltd.  
 (2) Based on Market Edition and Companies Edition of 2024 Outlook of the Digital Transformation Market by Fuji Chimera Research Institute.  
 (3) Based on 2023 New Software Business Markets by Fuji Chimera Research Institute.

## Sansan Group Overview

# Company Overview (1)

Company name	Sansan, Inc.
Founded	June 11, 2007
Head office	Shibuya Sakura Stage 28F, 1-1 Sakuragaoka-cho, Shibuya-ku, Tokyo, Japan
Other locations	Branch offices: Tokyo, Osaka, Fukuoka, Aichi Satellite offices: Tokushima, Kyoto, Niigata
Group companies	Sansan Global Pte. Ltd. (Singapore) Sansan Global Development Center, Inc. (Philippines) Sansan Global (Thailand) Co., Ltd. (Thailand) logmi, Inc. Diamond Corporate Data Services, Inc. CREATIVE SURVEY INC. Institute of Language Understanding Inc.
Representative	Chika Terada
Employees	1,982
Share capital	¥6,933 million
Net sales	¥33,878 million (FY2023)
Classification by shareholder type	Individuals and others: 21.49%; Foreign financial institutions and others: 39.12%; Domestic financial institutions: 12.99%; Other domestic corporations: 26.14%; Securities firms: 0.25% (as of May 31, 2024)

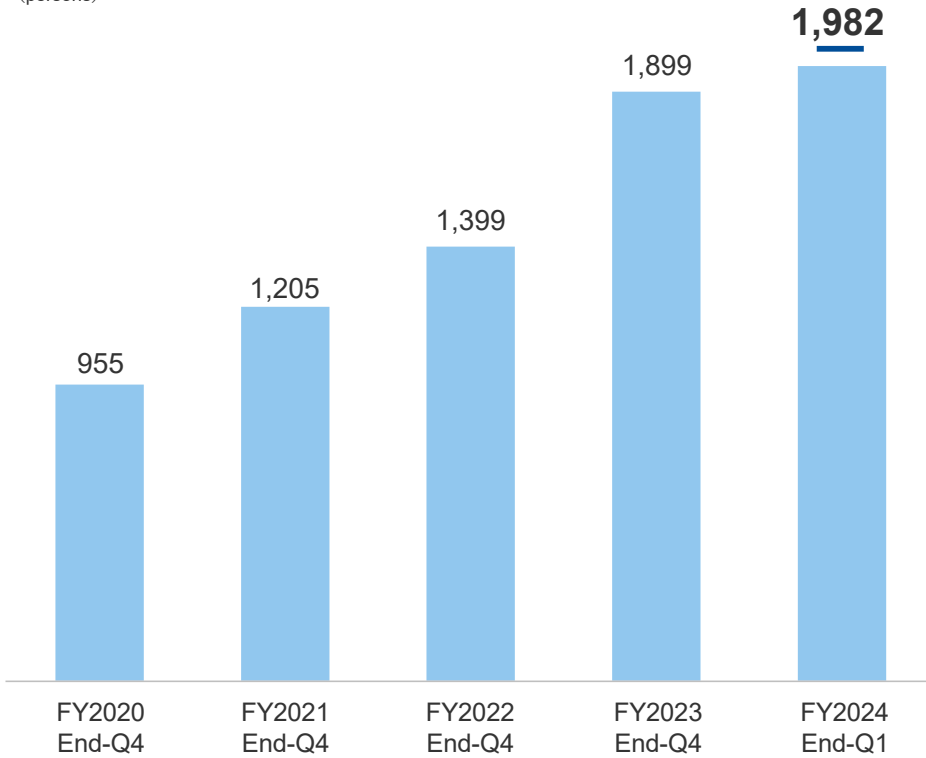


(1) As of August 31, 2024

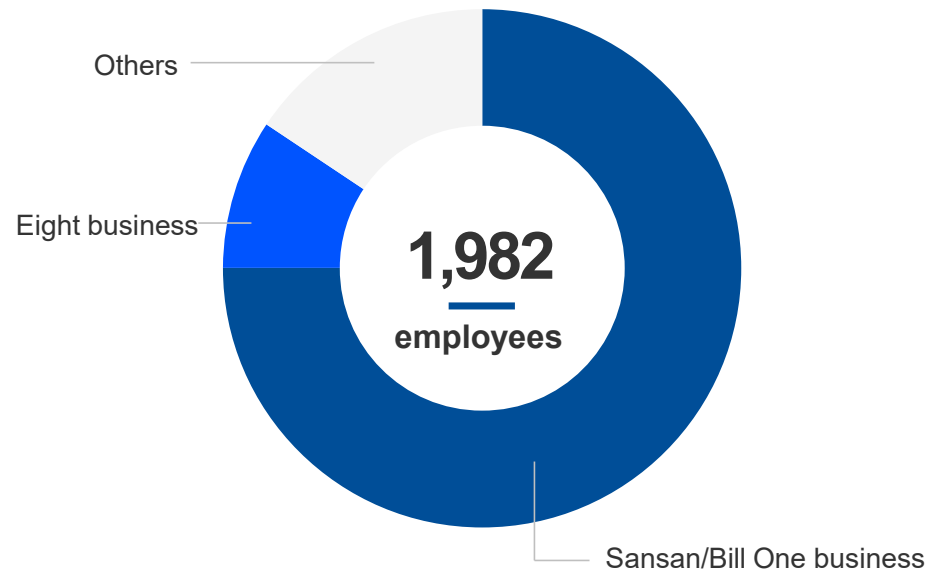
# About Employees

## Employees (Consolidated)

(persons)



## Breakdown by Organization <sup>(1)</sup>



(1) As of August 31, 2024

## About Stock Options

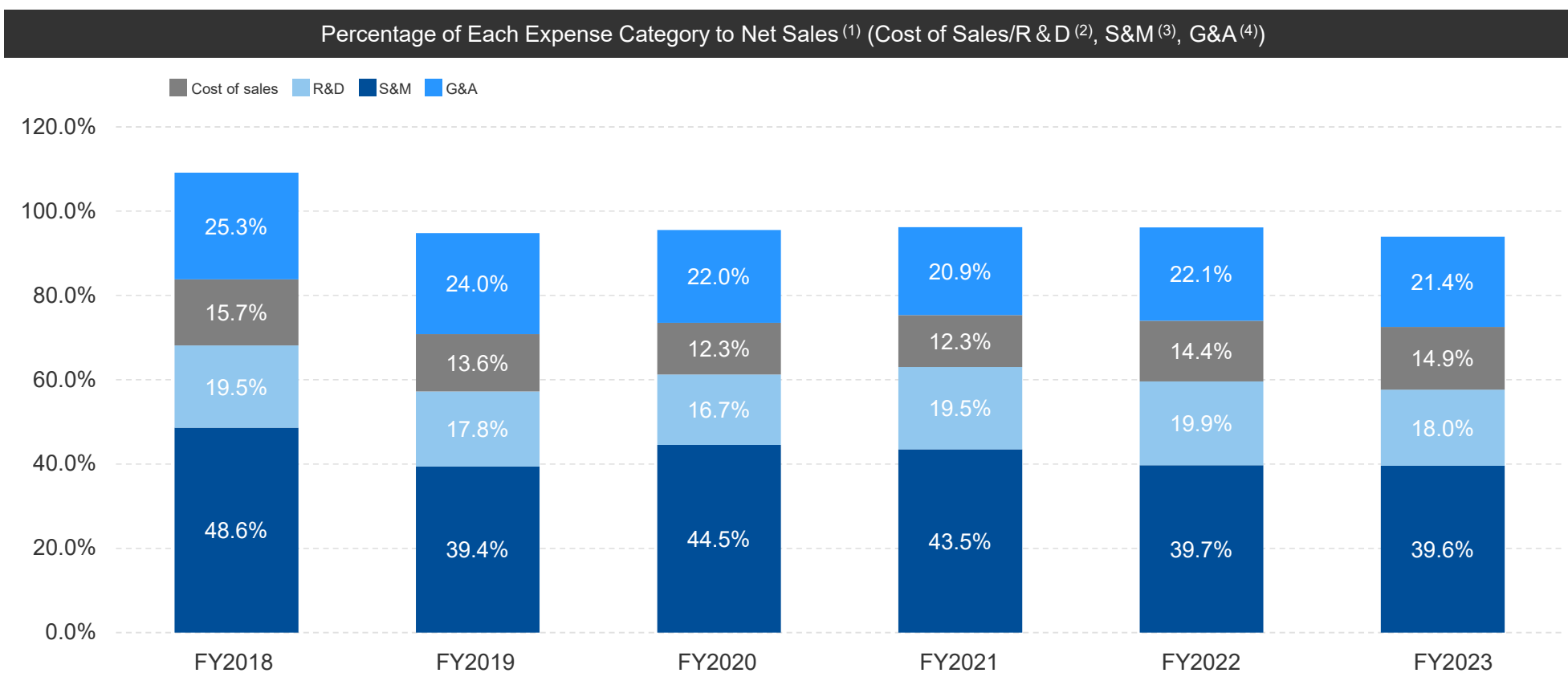
### Exercise Period and Conditions, Maximum Shares to be Granted, and Dilution rate for Outstanding Stock Options

	Issued stock options	Exercise period	Share price condition <sup>(1)</sup>	Number of shares issued <sup>(2)</sup>
Issued 2022	Stock options with share price condition (Series 7)	July 15, 2024 - July 14, 2032	2,344 yen	554,000 shares
	Performance target-linked stock options (Series 8)	September 1, 2023 - September 1, 2032	–	154,200 shares
	Stock options with share price condition (Series 9)	August 31, 2024 - August 30, 2032	2,344 yen	325,000 shares
Issued 2023	Stock options with share price condition (Series 10)	July 14, 2025 - July 13, 2033	3,987 yen	124,300 shares
	Performance target-linked stock options (Series 11)	September 13, 2024 - September 12, 2033	–	142,000 shares
	Stock options with share price condition (Series 12)	August 30, 2026 - August 29, 2033	2,344 yen	144,800 shares
Issued 2024	Stock options with share price condition (Series 13)	July 12, 2026 - July 11, 2034	3,987 yen	221,800 shares
	Performance target-linked stock options (Series 14)	September 5, 2025 - September 4, 2034	–	80,000 shares
	Stock options with share price condition (Series 15)	September 18, 2026 - September 17, 2034	3,987 yen	22,800 shares

(1) Stock acquisition rights can be exercised if the closing share price of the Company's common stock in ordinary transactions on the Tokyo Stock Exchange on a specific day during the period leading up to the end of the exercise period exceeds such price

(2) Description as of the date July 31, 2024. For series 15, description as of the date of resolution of issue (September 17, 2024) is provided.

## Percentage of Each Expense Category to Net Sales



(1) Unaudited

(2) Research and development (total personnel costs, server costs, common costs, etc., related to research and development)

(3) Sales and marketing (total advertising costs and personnel costs, common costs related to advertising and sales promotion)

(4) General and administrative (total personnel costs and common costs related to corporate departments)



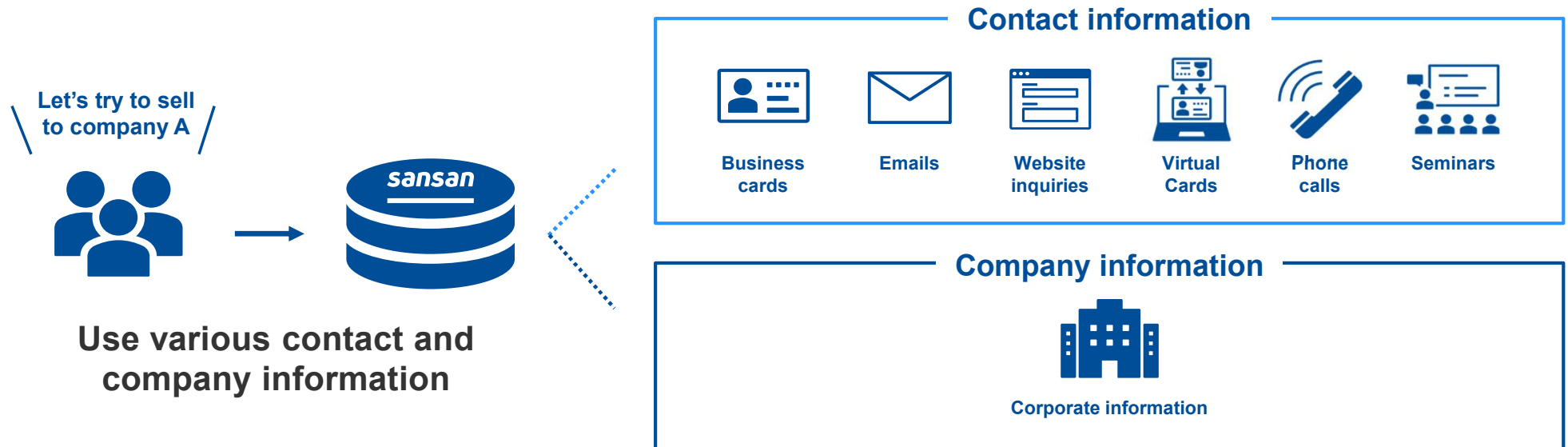
# Sansan/Bill One Business

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# Sansan: Service Outline

Improving productivity and strengthening the sales force by using various contact and company information.



## Resolve Issues in Sales Activities

Missing sales opportunities because of lack of correct customer information



Inefficiencies from analog work




# Sansan: Integrating a Range of Corporate Data

## Company Details

**United Electronics Ltd.**

Organization Tree (237)  
Heat Map  
Cards (485)  
Activity history (83)  
Opportunities (46)  
News  
Contact Updates  
Colleague Updates  
Company News



### United Electronics Ltd.

Follow

Company Info TDB情報 DCD情報 契約管理 Survey responses Inquiry history

**Activity**

500  
250  
No. 0

Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan

2023

Cards 34  
Emails 203  
Calls 54  
Meetings 12

cards, maximize your business

Sansan is a contact management tool for corporations. Centered around business cards, Sansan enables you to effortlessly build a complete contact database, accessible anywhere.

Address 268 Chestnut Ct #145, New Lisdon, NY 13415

URL <http://www.exmple.com>

Company keyword label printing automatic identification date and time labeling PFID



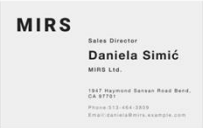





# Sansan: Digitizing Contact Information to Visualize Internal Human Networks

## Contact Management

Create contact 2 Use Tags ▾ Download ▾ Reminders ⌚ Potential Duplicates

All(2) | Selected Contacts(0) | Awaiting Digitization(0)

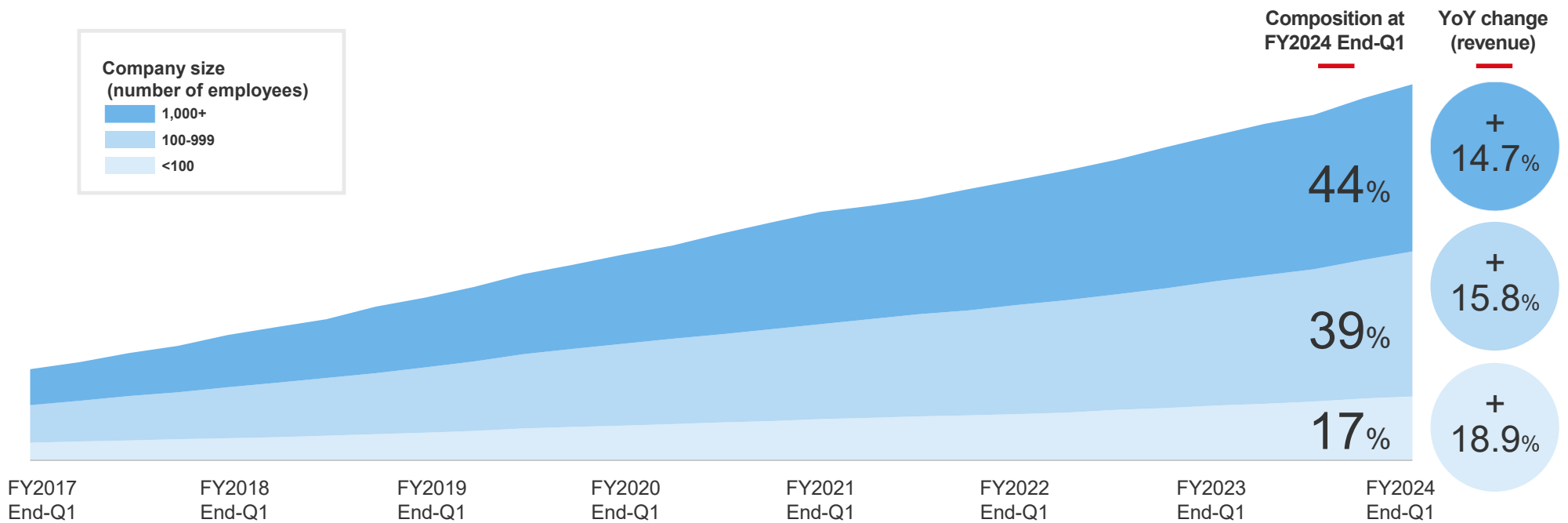
1~30 ▾ < > Received on ▾ ⚙

<input type="checkbox"/>	Company / Name	Department / Position	Contact details	Address	Received by / Received on
<input type="checkbox"/>	 <p><b>MIRS</b> Media Division Manager <b>Lillie Daniels</b> MIRS Ltd. 1947 Haymond Sansan Road Bend, CA 97701 Phone: 541-480-8110 Email: lillie@mirs.example.com</p>	MIRS Ltd. <b>Lillie Daniels</b> Media Division Manager	<p>☎ 333-888-0000</p> <p>📞 541-480-8110</p> <p>✉ lillie@mirs.example.com</p>	<p>📍 1947 Haymond Sansan Road Bend, CA 97701</p>	<p> Kristin Watson [Sales] 2020/8/18</p> <p>⋮</p>
<input type="checkbox"/>	 <p><b>MIRS</b> Sales Director <b>Daniela Simić</b> MIRS Ltd. 1947 Haymond Sansan Road Bend, CA 97701 Phone: 513-464-3809 Email: daniela@mirs.example.com</p>	MIRS Ltd. <b>Daniela Simić</b> Sales Director	<p>☎ 333-888-0000</p> <p>📞 513-464-3809</p> <p>✉ daniela@mirs.example.com</p>	<p>📍 1947 Haymond Sansan Road Bend, CA 97701</p>	<p> Kristin Watson [Sales] 2020/8/18</p> <p>Virtual Cards</p> <p>⋮</p>
<input type="checkbox"/>	 <p>1298 Chandler Hollow RoadGlenshaw, PA 15116 TEL: 888-000-0000 FAX: 888-111-0000 MOBILE: 888-111-0000 Email: kevin@navy-fox.example.com</p> <p><b>Kevin Stella</b></p>	Navy Fox Co.,Ltd. <b>Kevin Stella</b> Vice President of Marketing	<p>☎ 333-000-0000</p> <p>📞 888-111-0000</p> <p>✉ kevin@navy-fox.example.com</p>	<p>📍 1298 Chandler Hollow RoadGlenshaw, PA 15116</p>	<p> John Smith [Sales] 2020/8/18</p> <p>⋮</p>
<input type="checkbox"/>	 <p><b>Sansan Global, Inc</b></p>	Sansan Global, Inc DIRECTOR EXECUTIVE VICE	<p>☎ 1-888-777-66666</p>	<p>📍 268 Chestnut Ct #145,</p>	<p> John Smith [Sales]</p>

# Sansan: Sales Composition by Customer Size (Recurring Sales)

No significant change in the revenue composition ratio by customer size.

Sansan Sales Composition by Customer Size <sup>(1)</sup> (Recurring Sales)

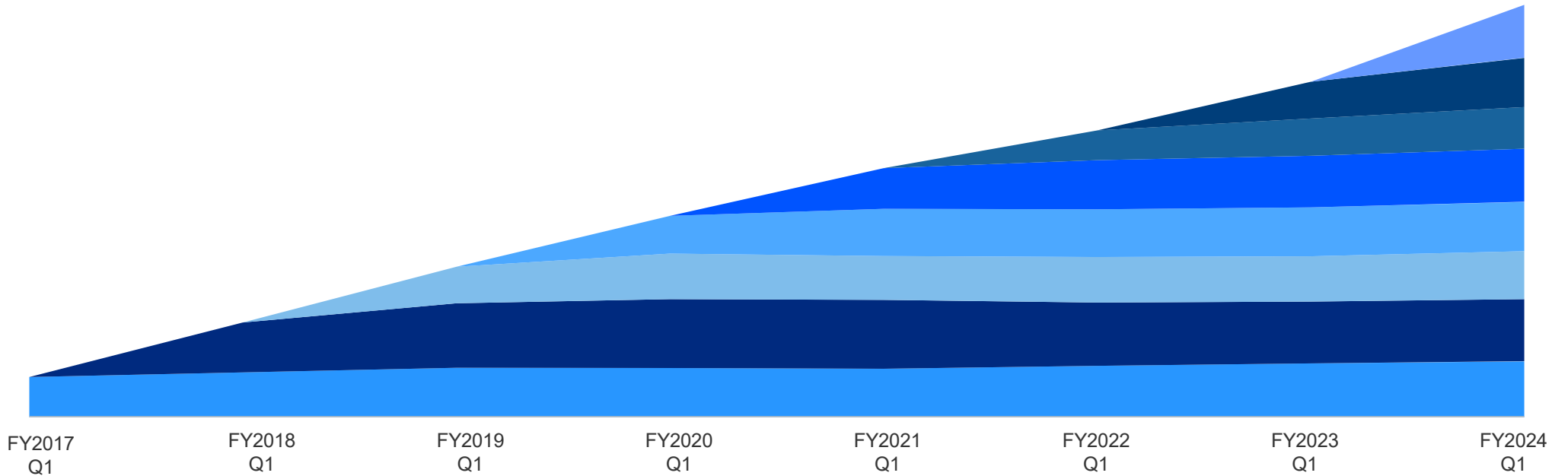


(1) Prepared based on Sansan MRR (unaudited).

# Sansan: Net Revenue Retention

We achieved a stable negative churn rate <sup>(1)</sup> thanks to the solid upselling for the existing customers.

Sansan Sales Stack-up: Accumulation of Net Sales by Service-in Timing <sup>(2)</sup> (Recurring Sales)



(1) Status where increase of revenue generated by existing subscriptions is greater than revenue reduced resulting from cancellation.

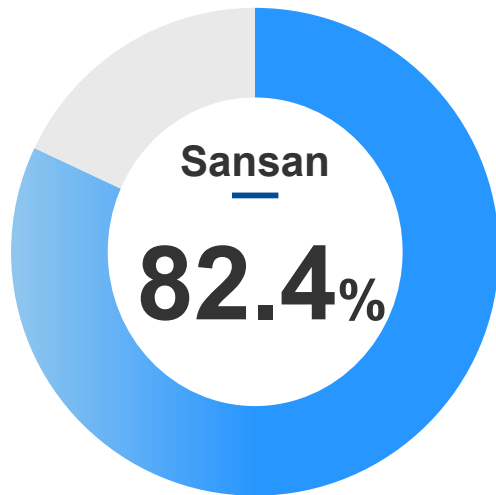
(2) Created based on monthly Sansan license charge (unaudited).

# Sansan: Overwhelming Market Share and Solid Customer Base

Has gained high level of brand recognition among B2B services and established an overwhelming market share. Built a solid customer base backed by Japan's highest level of SaaS management expertise, cultivated since we began.

## Overwhelming Brand Recognition and Market Share in B2B

Sales share in 2022 <sup>(1)</sup>



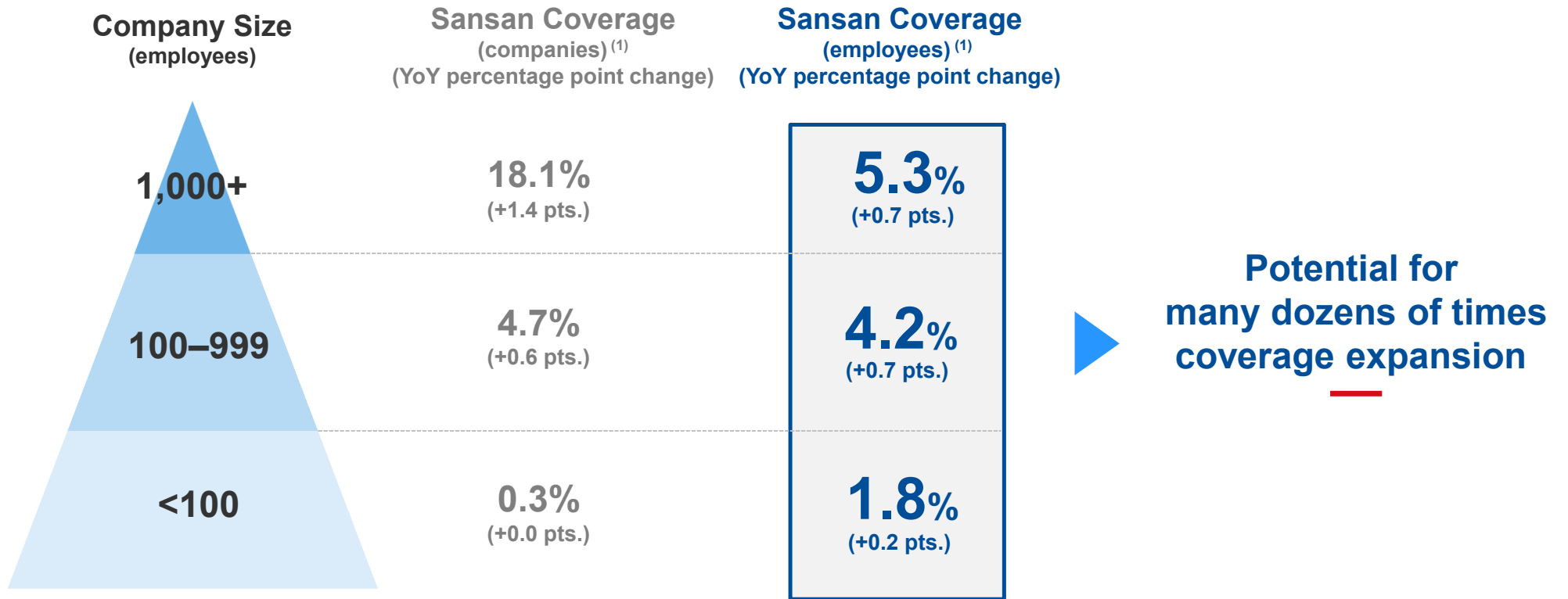
## Solid Customer Base



(1) Based on Latest Trends in Business Card Management Services in Sales Support DX 2024 (January 2024, survey by Seed Planning, in Japanese)

## Sansan: Potential Market Size in Japan (TAM)

The number of users within current customers is limited, and there is room for many dozens of times more coverage expansion in Japan.



(1) Sansan coverage is calculated with the number of subscriptions and total number of IDs in Sansan for FY2024 Q1 end as the numerator and the number based on Economic Census for Business Activity in 2021 issued by the Statistics Bureau as the denominator.



# Sansan: Service Plans

Providing basic company-wide use plan.

	A. Basic company-wide use plan	B. Previous plan (ID subscription)	Timing of payment
1 <b>Initial cost</b> (initial costs)	<b>12 months' license cost</b> Cost for digitizing existing business cards	<b>Cost by number of contract IDs</b> Digitization costs for business cards already held (upper limit placed on number of business cards)	At start of contract
2 <b>Customer Success Plan</b> (initial costs)	<b>Offer introduction support plans with individual quotation</b> Costs for implementation and operational support of Sansan services		At start of contract
3 <b>Scanner</b> (running costs)	<b>Monthly ¥10,000/scanner</b> Rent scanners and tablets to customers based on number of office floors and/or branches		At start or renewal of contract
4 <b>License cost</b> (running costs)	<b>Determined according to company size and usage</b> (annual subscriptions) Tens of thousands to millions of yen per subscription	<b>Setting by number of contract IDs</b> (annual subscriptions) Fixed billing for each ID (upper limit placed on number of business cards digitized)	At start or renewal of contract

# Bill One: Service Outline

Making all forms of invoices receivable online, while promoting DX of invoice operations through accurate digitization. Following Bill One's introduction, customers can smoothly handle various legal amendments and fast monthly closing of financial accounts.



## Resolves Issues in Invoicing Work

Receiving and managing paper invoices is time-consuming and labor-intensive



Personnel forced to come to the workplace to process paper invoices



(1) Digitization accuracy when conditions specified by Sansan, Inc., are met.

# Bill One: Bill One Business Card Feature Overview

The Bill One Business Card, a corporate credit card optionally available with Bill One, boosts efficiency in corporate credit card payments, contributing to even faster monthly closing. Users can effectively adapt to the Invoicing System and Electronic Bookkeeping Act, while reducing fraud risk.



## 1. Centralized control

- Card issuance is available on Bill One.
- Reduces the workload for lending and managing cards.

## 2. Security measures

- Limits and restrictions on usage amount and purposes.
- Minimizes fraud risk.

## 3. Automatic reconciliation of transaction details and receipt

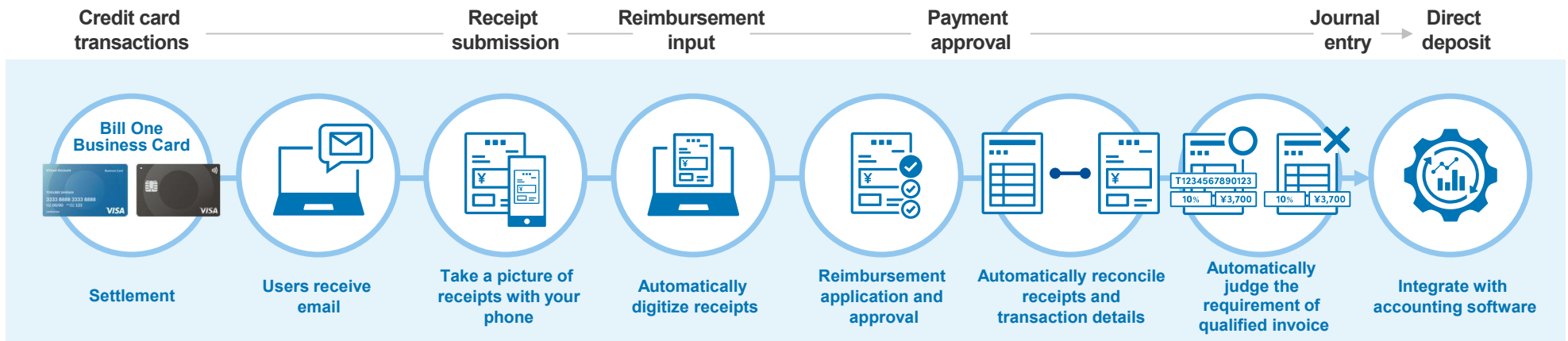
- Receipts are digitized at 99.9% <sup>(1)</sup> accuracy by the end of the next business day.
- Transaction details and receipts are automatically matched.

(1) Digitization accuracy when conditions specified by Sansan, Inc., are met.

# Bill One: Bill One Expense Outline

The introduction of the Bill One Business Card solves issues associated with expenses for reimbursement. It will reduce employees' financial burdens while achieving high efficiency in expense reimbursement operations and cost reduction. <sup>(1)</sup>

## Expense reimbursement process



### (i) Elimination or reduction of reimbursed expenses

It reduces various costs associated with cash usage, eliminates individual financial burdens, including cash advances, and mitigates the risk of improper expense utilization.

### (ii) Online completion

It can complete all the required expense reimbursement processes, from receipt submission, payment approval, journal entry, to receipt storage.

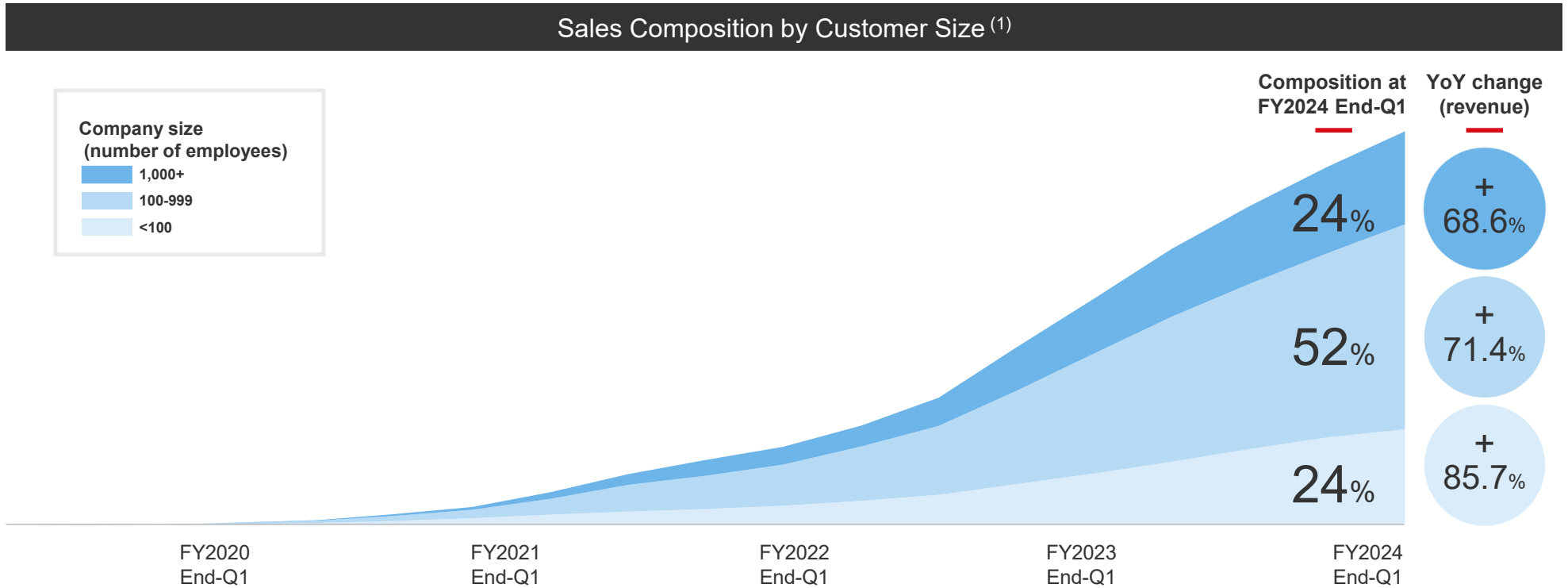
### (iii) Automation of compliance operations

It can automate the operations to comply with the Electronic Bookkeeping Act and the Invoicing system.

(1) Expense reimbursements can be handled in the same way as credit card payments.

# Bill One: Room for Expanded Medium- and Large-Sized Company Coverage

Sales for large-sized companies is largely growing.

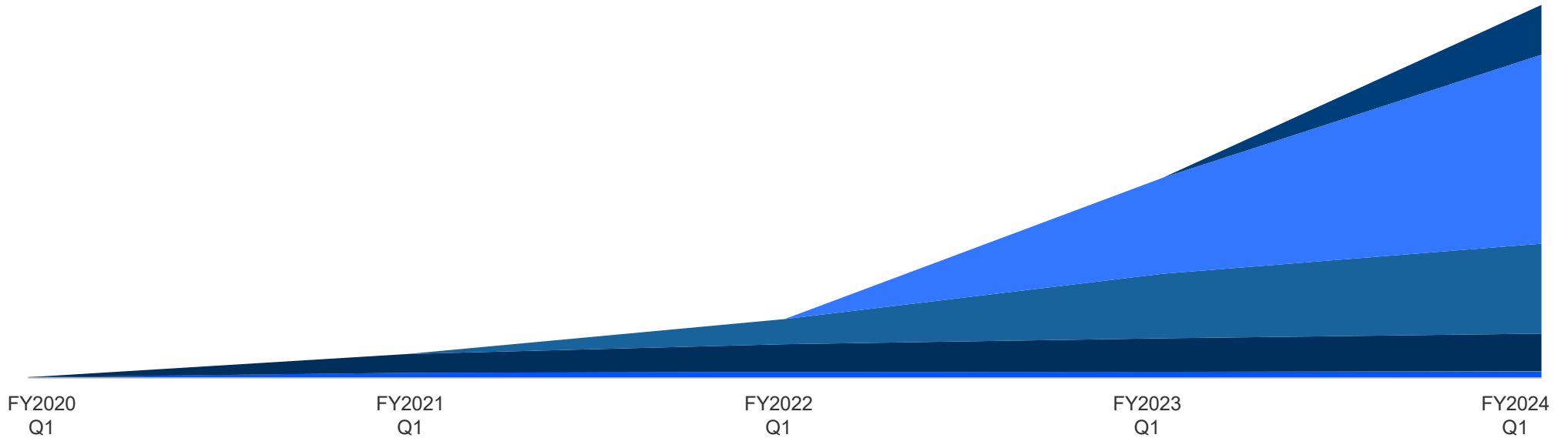


(1) Prepared based on Bill One MRR (unaudited).

## Bill One: Net Revenue Retention

We achieved a stable negative churn rate thanks to the solid upselling for the existing customers.

Bill One Sales Stack-up: Accumulation of Net Sales by Service-in Timing <sup>(1)</sup> (Recurring Sales)



(1) Created based on monthly Bill One license charge (unaudited).

# Bill One: Customer Base and Positioning

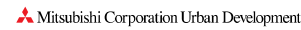
Regardless of industry or business type, acquiring various customers.  
Achieved #1 sales in cloud invoice receiving service market.

## Market Share in Cloud Invoice Receiving Services <sup>(1)</sup>

**Bill One**  
powered by Sansan

Share of Sales  
in Cloud Invoice  
Receiving Service Market  
—  
**#1**

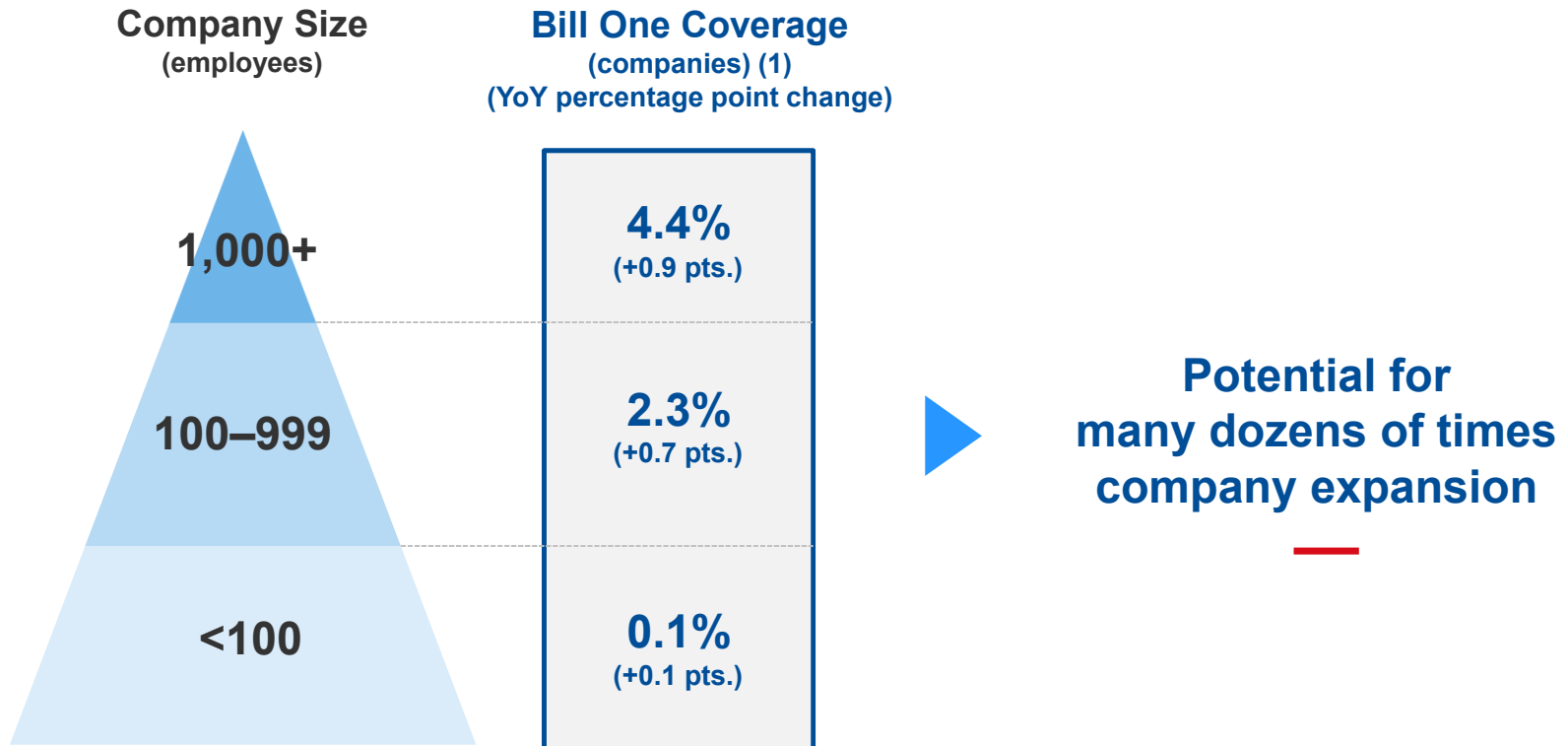
## Customers Running Bill One



(1) Deloitte Tohmatsu MIC Economic Research Institute, "The Present and Future of the Market of Online Invoice Receiving Solution Service Market, Expected to Grow at a Staggering Rate" (MIC IT Report, November 2023).

## Bill One: Potential Market Size in Japan (TAM)

There is a large potential market, even in Japan. Aiming for sustainable high growth, centered on Bill One Receive while enhancing the service's value proposition.



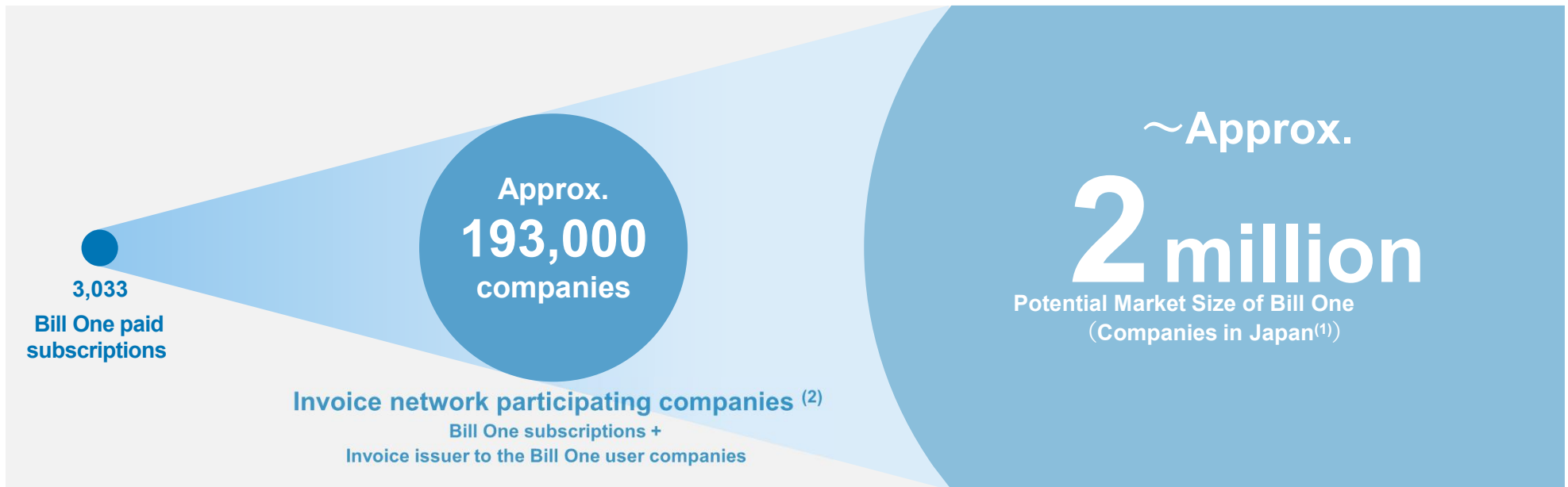
(1) Bill One coverage is calculated with the number of subscriptions for FY2024 Q1 end as the numerator and the number based on Economic Census for Business Activity in 2021 issued by the Statistics Bureau as the denominator.



## Expansion of Bill One Invoice Network

Approx. 193,000 companies in the Bill One invoice network as of FY2024 Q1 end.  
Total invoices in invoice network accounts for ¥50 trillion annualized as of August 2024.

### Bill One Invoice Network

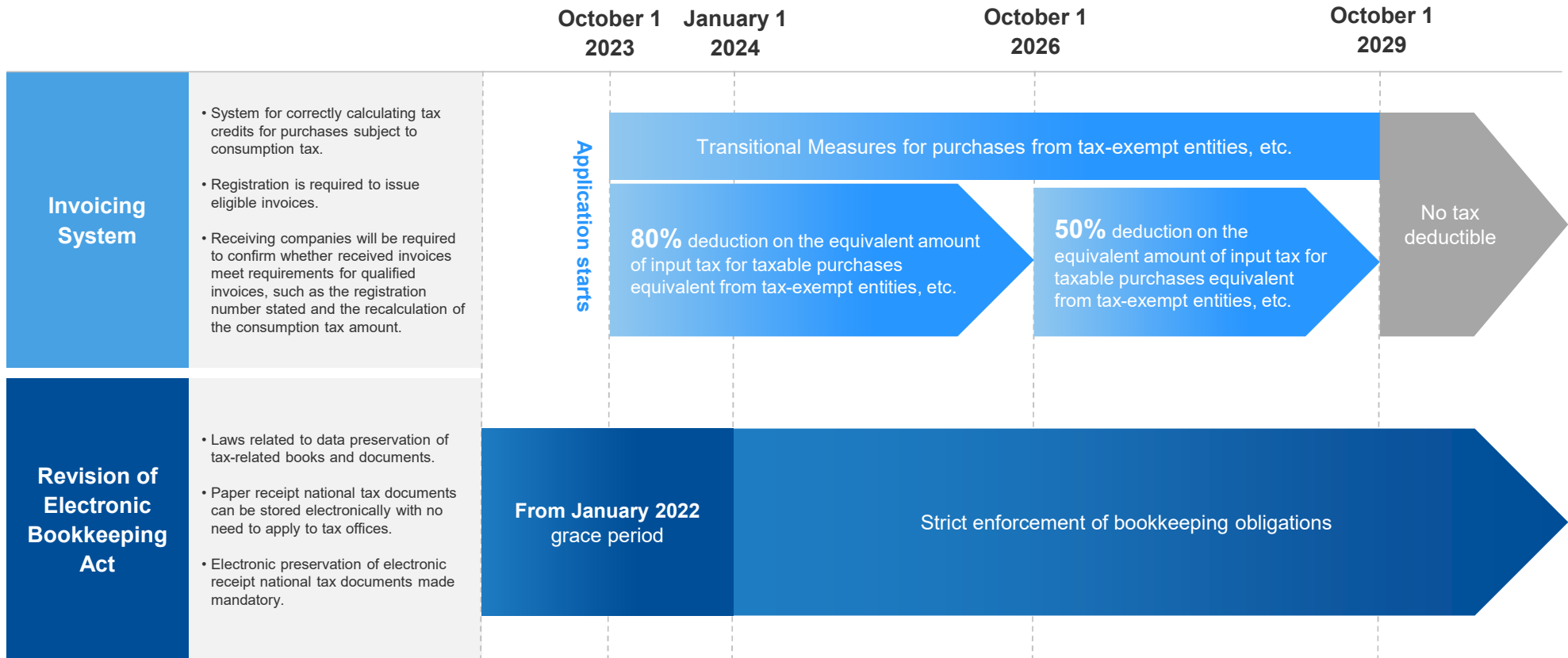


(1) Based on Economic Census for Business Activity in 2021 issued by the Statistics Bureau

(2) Paid subscriptions + free subscriptions + companies that send invoices to paid and free subscriptions

# Bill One: External Environment after Japan's Invoicing System started

Japan's Invoicing System entered into effect in October 2023 and the grace period for the Electronic Bookkeeping Act concluded at the end of December 2024. Various changes are expected to occur in the environment surrounding invoices, such as end of transitional measures of the Invoicing System.

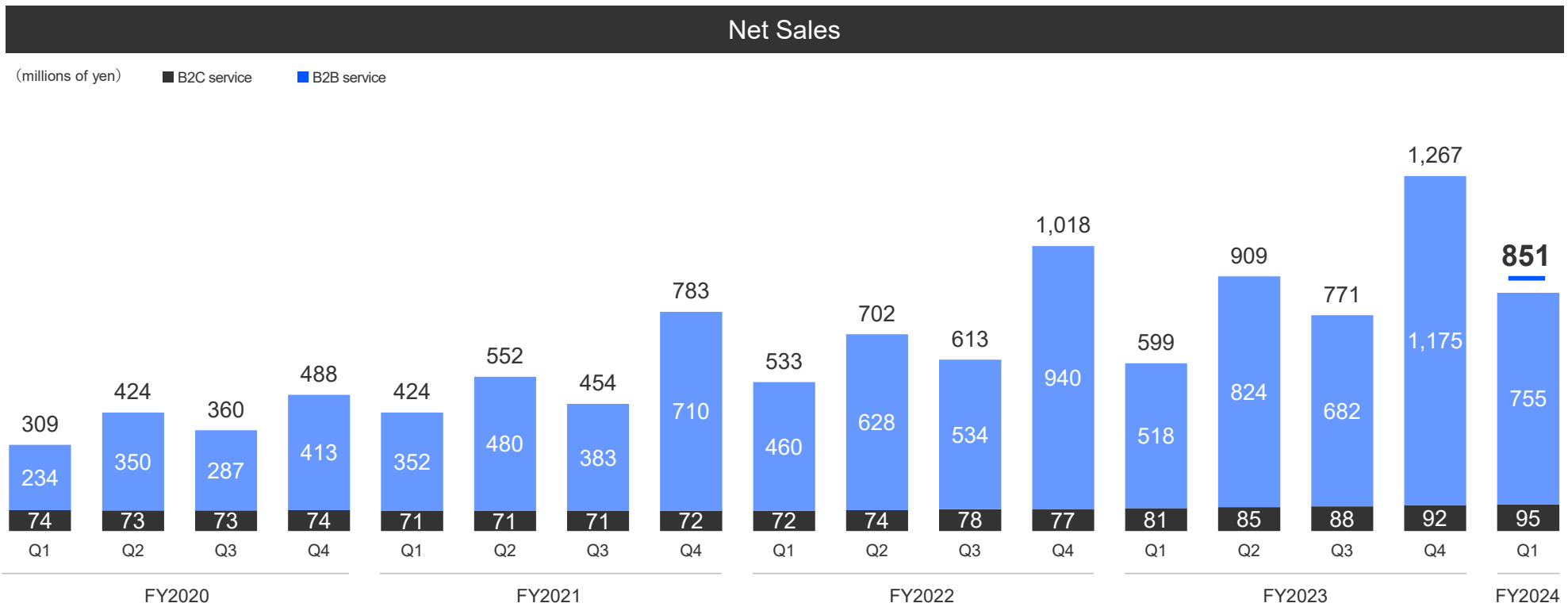


# Eight Business



# Eight Business: Net Sales

Sales tend to be higher in Q2 and Q4, when we hold large business events.



## Eight: Service Outline

Business card app used by 3.8 million+ professionals; enables one-touch business card exchange and smart contract management.

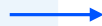
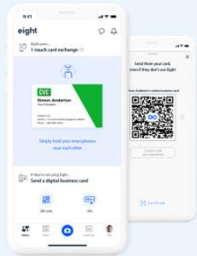
One-touch business card exchange,  
smart contact management

Eight- Business card app

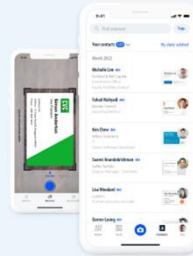


Business card app for turning all your encounters  
into contacts and opportunities, at a touch

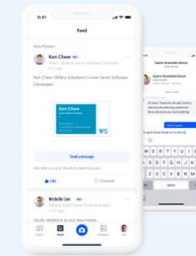
Open the app,  
and swap cards in an instant



Take a photo and easily manage  
and search cards



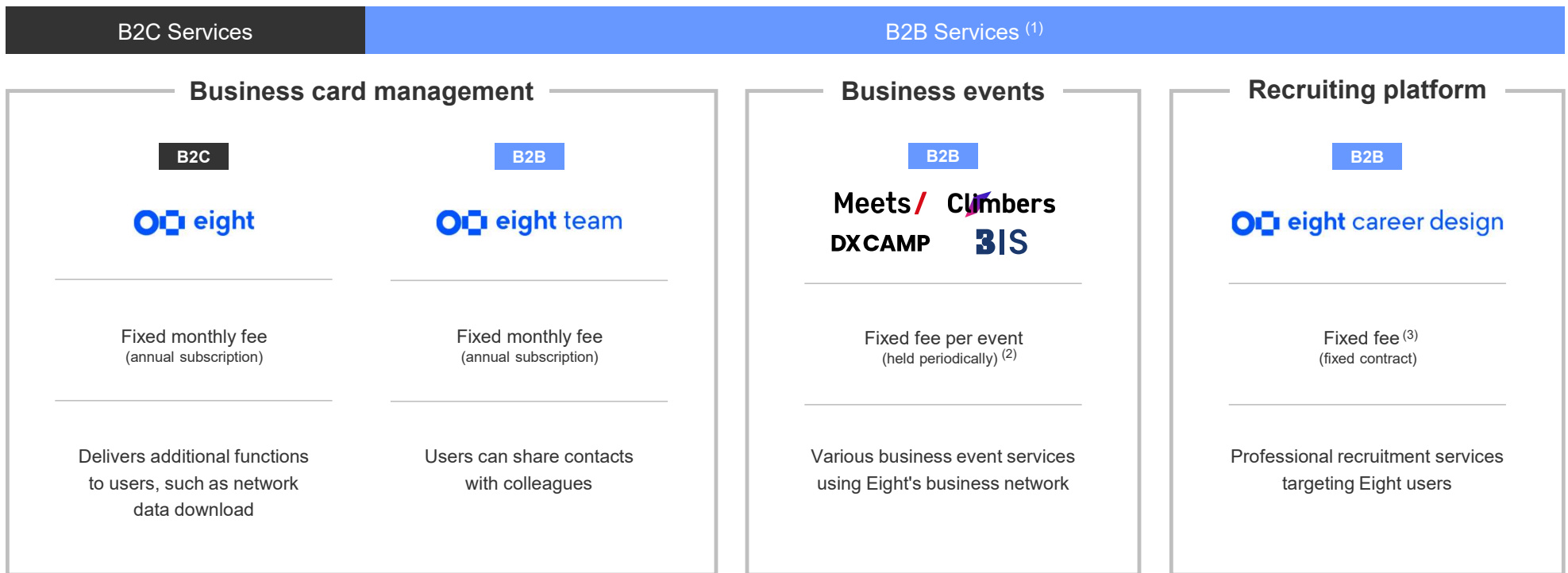
Updates on career moves,  
like promotions and job changes



Offering apps for potential opportunities though business card exchange and management

# Eight: Monetization Plans

Monetization by strengthening corporate solutions that leverage network of 3.8 million+ users.



(1) B2B services in the Eight business include event transcription services for the media logmi Biz, logmi Finance and logmi Tech provided by logmi, Inc.

(2) There are multiple fee settings depending on the type of event held, etc.

(3) There is an additional charge when a decision to hire is made.



# Initiatives for Sustainability

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# Material Issues (Priority Issues)

Identified key material issues (priority issues) relating to environment, society, and governance and set long-term quantitative targets. Working to resolve these issues through our core business, we aim to contribute to achieving the SDGs and building a sustainable society.

**(1) Balance Security and Convenience**  





1. Provide safe and stable infrastructure services
2. Ensure robust protection of data privacy and Information security

Metrics	Targets for FY2029 <sup>(1)</sup>	Results for FY2023 <sup>(1)</sup>
Number of major incidents	0件	0件
Proportion of those qualified as Protection of Individual Information Person	maintained at 80% or higher	86.7%

**(2) Transform Work Through Innovative DX Services**  


3. Promote DX services that improve productivity
4. Create innovative business infrastructure

Metrics	Targets for FY2029 <sup>(1)</sup>	Results for FY2023 <sup>(1)</sup>
Number of items converted from analog to digital information using our services	500 million	240 million <sup>(2)</sup>
Number of users of our services	20 million people	7.89 million people <sup>(2)</sup>

**(3) Respect Employee Diversity and Producing Innovation**    




5. Promote recruitment, development, and success of human resources
6. Promote diversity, equity, and inclusion

Metrics	Targets for FY2029 <sup>(1)</sup>	Results for FY2023 <sup>(1)</sup>
Proportion of recruitment through referrals	35%	10.3%
Unipos <sup>(3)</sup> (peer bonus) posting rate	80%	58.1%
Ratio of female employees in management positions	30% or higher	17.8%
Ratio of female employees	45% or higher	36.7%

**(4) Establish a Firm Management Structure to Support Rapid Business Growth** 

7. Strengthen corporate governance
8. Ensure compliance

Metrics	Targets for FY2029 <sup>(1)</sup>	Results for FY2023 <sup>(1)</sup>
Ratio of female Directors	30% or higher	22.2%
Number of significant compliance violations	0	0
Proportion of employees receiving compliance-related training	100%	100%

**(5) Conserve the Environment Through Business**   

9. Address climate change issue
10. Use natural capital efficiently

Metrics	Targets for FY2029 <sup>(1)</sup>	Results for FY2023 <sup>(1)</sup>
Scope 1+2 <sup>(4)</sup>	carbon neutral	999t-CO <sub>2</sub>
Number of uses of paperless functions in our services	120 million	10 million <sup>(2)</sup>

(1) Results and targets presented here are for the Company on a non-consolidated basis.

(2) Results for the Company's services are aggregated for Sansan, Bill One, Contract One and Eight.

(3) Unipos is a service centered on the peer bonus system provided by Unipos, Inc.

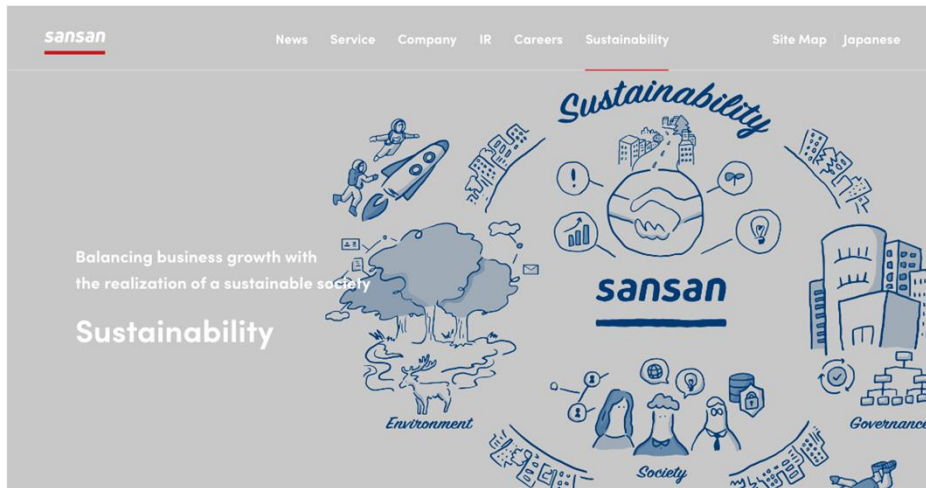
(4) Scope 1 is calculated by aggregating direct GHG emissions from our own offices and facilities. Scope 2 is calculated by aggregating by indirect GHG emissions from the use of purchased electricity and thermal energy in each office



## Expansion and Upgrading of Sustainability Information

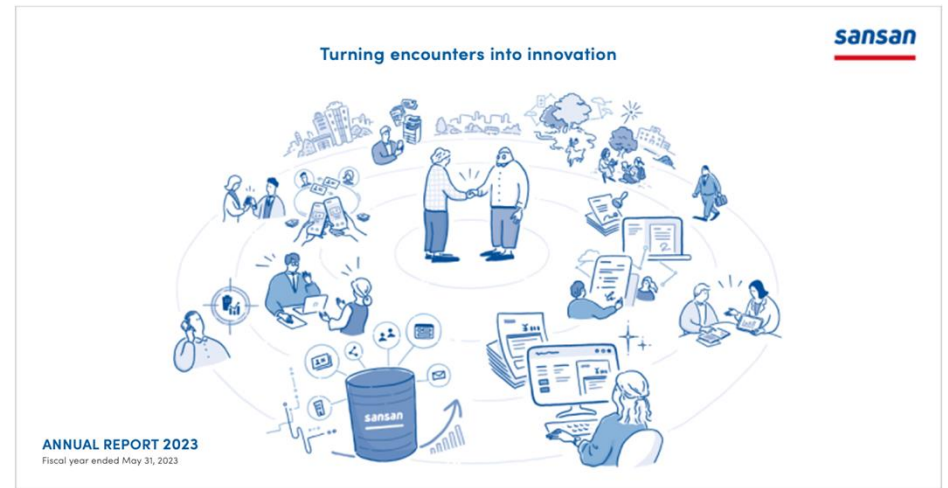
ESG data expanded on sustainability page of our corporate website.  
Published Annual Report 2023, expanding sustainability information.

### Sustainability page



Japanese: <https://jp.corp-sansan.com/sustainability/>  
English: <https://www.corp-sansan.com/sustainability/>

### Annual Report



Japanese: <https://ir.corp-sansan.com/ja/ir/library/report.html>  
English: <https://ir.corp-sansan.com/en/ir/library/report.html>

# External Evaluations

Acquired various external evaluations regarding ESG Rating, Annual Report, and IR activities.

ESG Rating/ESG Index	Annual Report 2023	IR Website
<p>MSCI <sup>(1)</sup>  <b>MSCI ESG rating of “AA”</b></p> 	<p>MerComm, Inc. International ARC Awards  <b>Traditional Annual Report Silver</b></p> 	<p>Nikko Investor Relations Co., Ltd.  <b>All Markets Ranking in Japan                      Corporate Websites AAA</b></p> 
<p>FTSE  <b>FTSE Blossom Japan Index</b></p> 	<p>Government Pension Investment Fund  <b>Excellent Integrated Report                      Most-Improved Integrated Report</b></p>	<p>Daiwa Investor Relations  <b>Commendation Award 2023                      Bronze</b></p> 
<p>FTSE  <b>FTSE Blossom Japan Sector Relative Index</b></p> 		

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***sansan***

