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Presentation Materials for FY2023 Q1

Sansan, Inc. October 12, 2023

Disclaimer

In preparing these materials, Sansan, Inc. ("the Company") relies upon and assumes the accuracy and completeness of all available information. 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. Major differences may occur between the forecast and the actual performance, including changes in economic conditions, consumer needs and user preferences; competition with other companies; changes in laws, regulations and others; and a number of other future factors. Therefore, the actual performance announced may vary depending on these various factors. In addition, the Company has no obligation to revise or publish the future prospects posted on this site.

Contents

Consolidated Financial Results for FY2023 Q1

2 Full-Year Forecasts

Appendix

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

Contents

Consolidated Financial Results for FY2023 Q1

2 Full-Year Forecasts

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Highlights of FY2023 Q1 Results

Steady progress in consolidated net sales, adjusted consolidated operating profit (1) turned positive

Consolidated net sales up 31.3% YoY, ARR ⁽²⁾ up 30.3%, to ¥27,104 million.

Adjusted operating profit turned positive owing to net sales growth, while improving investment in recruitment, etc.

Solid sales growth in Sansan, the sales DX solution, owing to product renewal, etc.

Sansan net sales up 15.7% YoY, to ¥5,439 million.

Expanded functionalities such as email integration and improved sales structure.

Quarterly net increase in MRR (3) for Bill One, the cloud-based invoice management solution, hit record high

Bill One net sales up 189.2% YoY, to ¥1,160 million.

Bill One MRR for August 2023 up 187.4% YoY to ¥404 million, increased net ¥88 million QoQ.

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

⁽²⁾ Annual recurring revenue

⁽³⁾ Monthlyrecurring revenue

Overview of Consolidated Financial Results

Net sales up 31.3% YoY, accelerating growth.

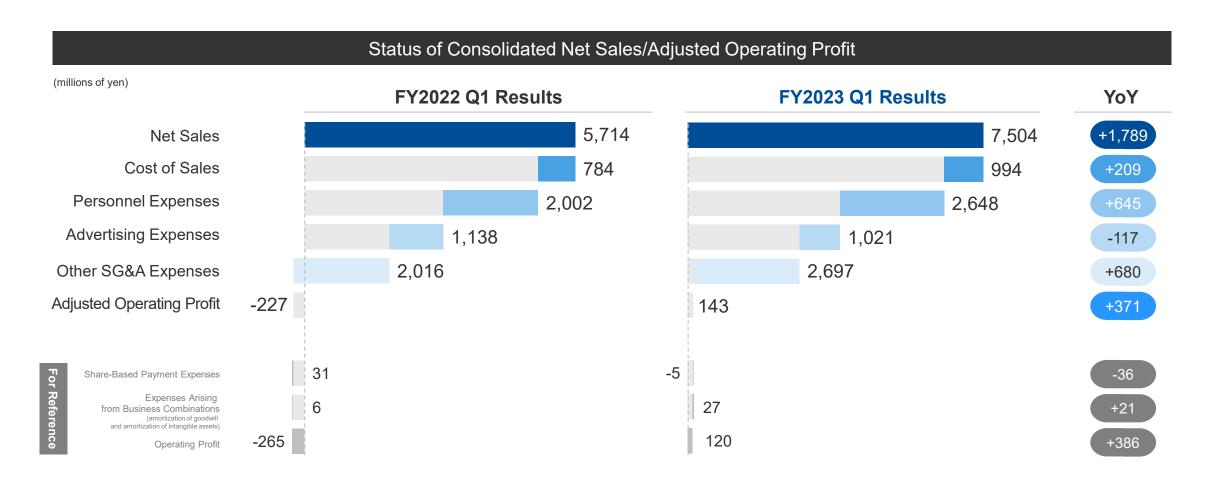
Profit at each stage turned positive owing to net sales increase, while implementing various investments for accelerating sales growth.

	FY2022	FY2023	
(millions of yen)	Q1 Results	Q1 Results	YoY
Net Sales	5,714	7,504	+31.3%
Gross Profit	4,930	6,510	+32.0%
Gross Profit Margin	86.3%	86.8%	+0.5 pts.
Gross Profit Margin Adjusted Operating Profit Adjusted Operating Profit Margin	-227	143	_
	_	1.9%	_
Ordinary Profit Drafit Attributable to Oursers of Barent	-173	110	_
Profit Attributable to Owners of Parent	-325	25	_
EPS	-2.61 yen	0.21 yen	_

Factors Contributing to Changes in Adjusted Consolidated Operating Profit

Personnel expenses up ¥645 million (32.2%) YoY because of stronger personnel recruiting.

Advertising expenses down ¥117 million (10.3%) YoY, as a portion of the planned amount is to be expensed in Q2 or later.



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6

Results by Segment

Increased net sales and adjusted operating profit (reduced deficit) in both Sansan/Bill One and Eight Businesses.

Adjustments amount (adjusted operating profit) expanded by ¥333 million in negative YoY, owing to increased headcount, etc.

	FY2022	FY2	023
(millions of yen)	Q1 Results	Q1 Results	YoY
Consolidated	5,714	7,504	+31.3%
Sansan/Bill One Business	5,147	6,816	+32.4%
Eight Business Others	533	599	+12.4%
Others	55	117	+111.6%
Adjustments	-21	-29	_
Consolidated	-227	143	_
Sansan/Bill One Business	1,221	1,899	+55.5%
Eight Business	-135	-91	_
Sansan/Bill One Business Eight Business Others Adjustments	-9	-26	_
Adjustments	-1,304	-1,638	_

Sansan/Bill One Business Overview

Net sales up 32.4% YoY, owing to solid growth for Sansan and high growth for Bill One.

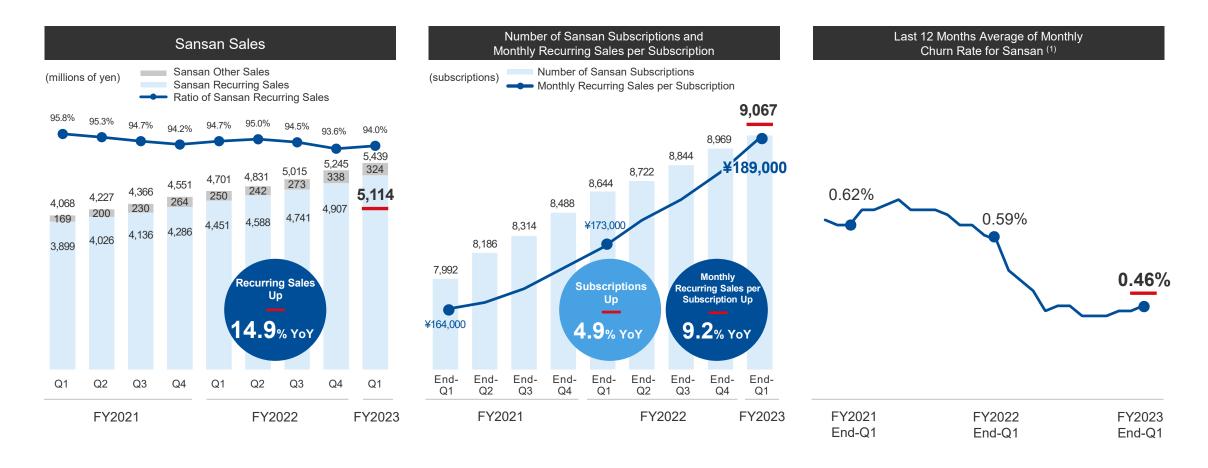
Adjusted operating profit up 55.5% YoY while strengthening investment for sales growth of both Sansan and Bill One.

	FY2022	FY2023	
(millions of yen)	Q1 Results	Q1 Results	YoY
Net Sales	5,147	6,816	+32.4%
Sansan	4,701	5,439	+15.7%
Sansan Sansan Recurring Sales Sansan Other Sales	4,451	5,114	+14.9%
	250	324	+29.8%
Bill One	401	1,160	+189.2%
Others Adjusted Operating Profit	44	216	+385.9%
Adjusted Operating Profit	1,221	1,899	+55.5%
Adjusted Operating Profit Margin	23.7%	27.9%	+4.2 pts.

Sansan/Bill One Business: Status of Key Indicators

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Monthly recurring sales per subscription accelerated on strengthening of sales structure, etc. Churn rate down 0.13 points YoY to 0.46%, maintaining a low churn rate below 1%.



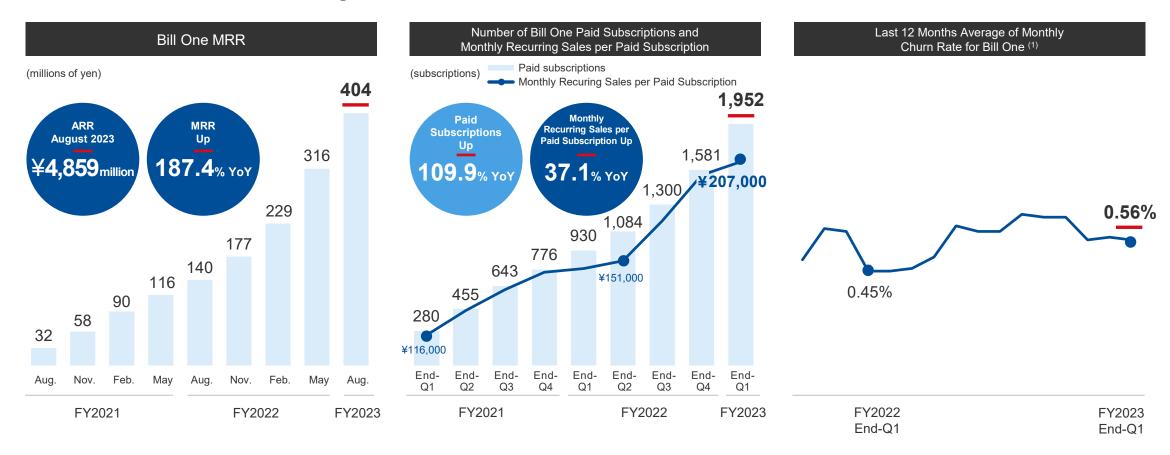
⁽¹⁾ Ratio of decreased monthly fees associated with contract cancellations to total monthly fees for existing contracts of Sansan

Sansan/Bill One Business: Status of Key Indicators



MRR up 187.4% YoY, and ARR hit ¥4.8 billion as of August 2023.

Net increase in paid subscriptions up 109.9% YoY and significantly increased QoQ, owing to strengthened sales structure and marketing activities.



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

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10

Eight Business Overview

Sales up 12.4% YoY owing to solid growth of B2C and B2B services.

Adjusted operating loss shrank by ¥44 million YoY, making steady progress toward profitability for the full fiscal year.

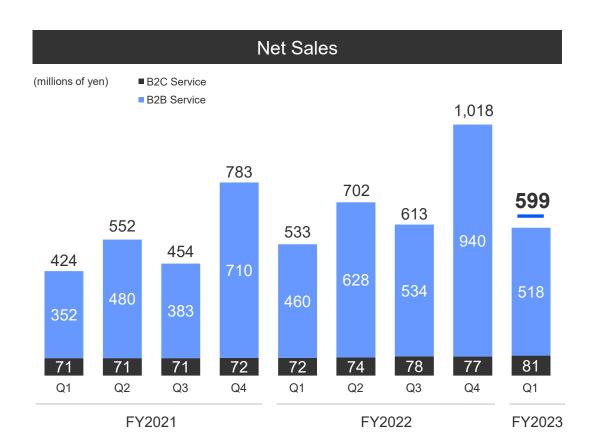
		FY2022	FY2	023
	(millions of yen)	Q1 Results	Q1 Results	YoY
	Net Sales	533	599	+12.4%
	B2C Services	72	81	+12.1%
Щ	B2B Services	460	518	+12.4%
Eight E	Adjusted Operating Profit	-135	-91	_
Business	Adjusted Operating Profit Margin	_	_	_
less				
	Number of Eight Users (1)	3.15 million people	3.37 million people	+0.21 million people
	Number of Eight Team Subscriptions	3,008	4,023	+33.7%

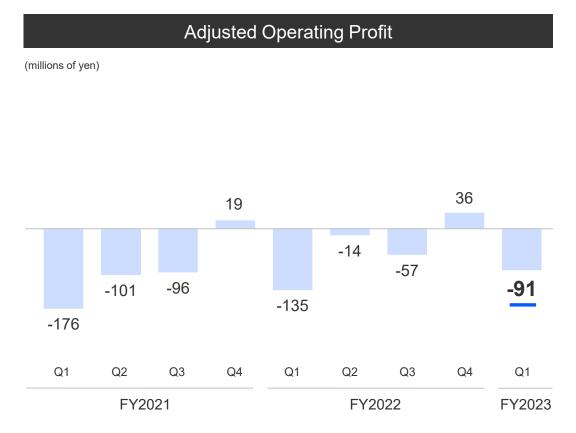
⁽¹⁾ Number of confirmed users who registered their business card to their profile after downloading the app.

Eight Business: Net Sales, Adjusted Operating Profit

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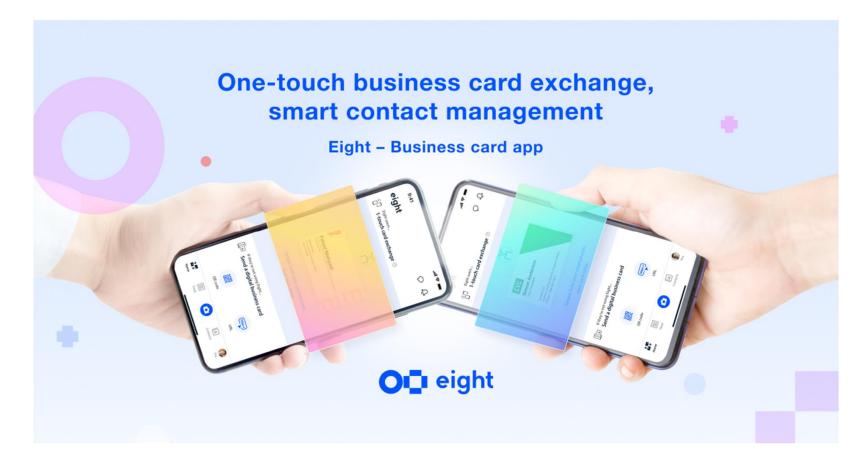
B2B net sales down QoQ, due to not holding business events. Planning to hold large-scale business event in Q2 likewise FY2022.





Product Renewal to Business Card App Eight

Concept changed from contact and career management app to business card app, specializing in virtual card exchange and business card management. Aim to solve paper business card-related issues, such as running out of cards or losing exchanged cards, while introducing a one-touch business card exchange function.



Contents

1 Consolidated Financial Results for FY2023 Q1

2 Full-Year Forecasts

Consolidated Financial Forecasts

No change to consolidated earnings forecast announced at beginning of fiscal year.

Aim for solid growth in consolidated net sales and growth in adjusted consolidated operating profit that exceeds sales growth in FY2023.

		FY2022	FY2023 ⁽¹⁾	
	(millions of yen)	Full-Year Results	Full-Year Forecasts	YoY
	Net Sales	25,510	32,653 to 33,674	+28.0% to +32.0%
Con	Sansan/Bill One Business	22,516	29,046 to 29,835	+29.0% to +32.5%
solic	Sansan	19,793	22,664 to 22,861	+14.5% to +15.5%
Consolidated	Bill One	2,414	5,673 to 6,156	+135.0% to +155.0%
Results	Eight Business	2,867	3,153 to 3,354	+10.0% to +17.0%
ults	Adjusted Operating Profit	942	1,240 to 1,852	+31.7% to +96.6%
	Adjusted Operating Profit Margin	3.7%	3.8% to 5.5%	+0.1 pts. to +1.8 pts.

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

Medium-Term Financial Targets (FY2022-FY2024)

Aim for solid sales growth and stable profit growth.

Important management indicators

Continued consolidated net sales growth of mid-20% range or higher

Improvement of adjusted consolidated profit margin in each fiscal year

Sansan/Bill One Business

Recording adjusted operating profit of ¥10 billion+ for Sansan and Bill One in FY2024 (excluding Others in Sansan/Bill One Business segment) **Eight Business**

Recording stable adjusted operating profit for full year

Appendix

Sansan Group Overview

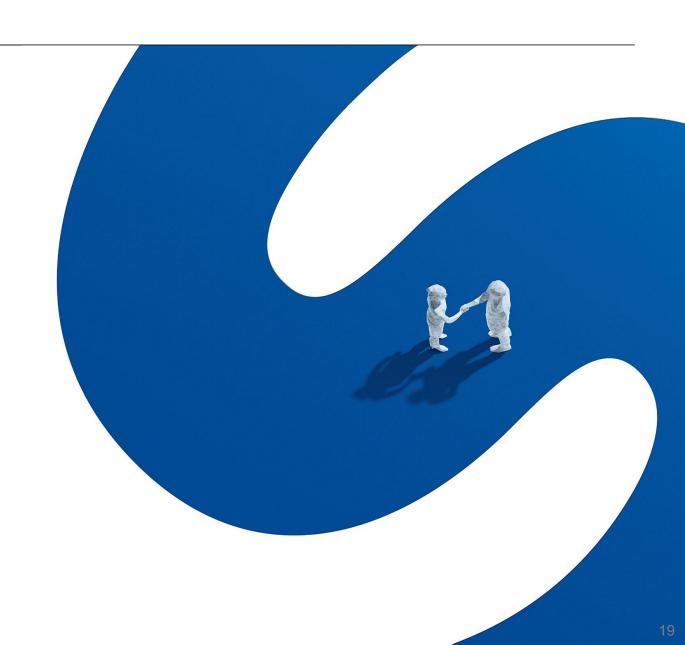
Mission and Vision

Mission

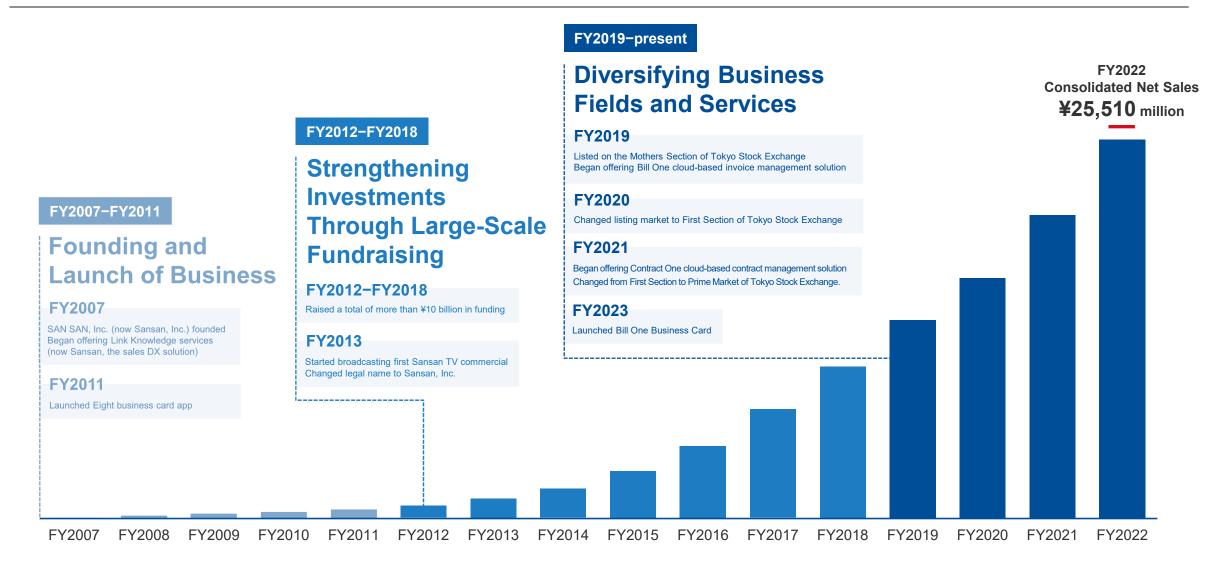
Turning encounters into innovation

Vision

Become business infrastructure



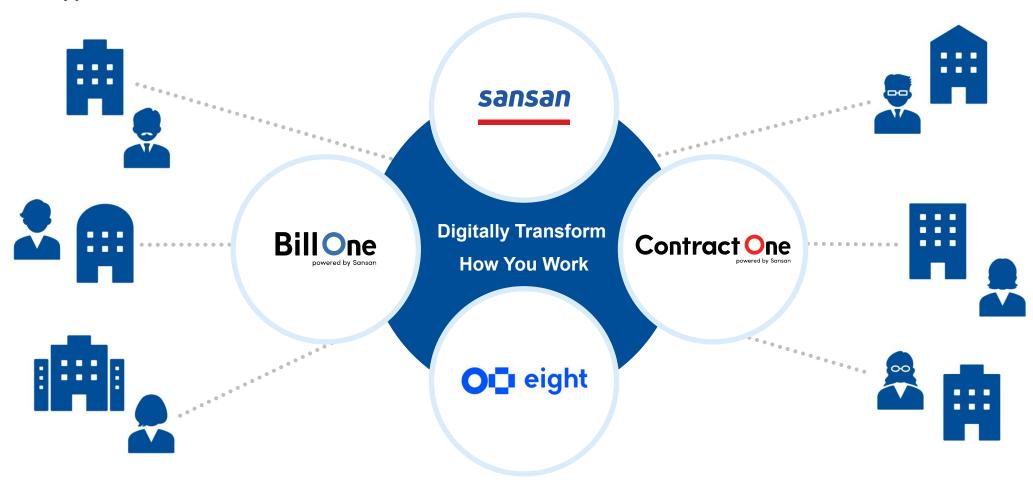
History (1)



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

Digitally Transform How People Work

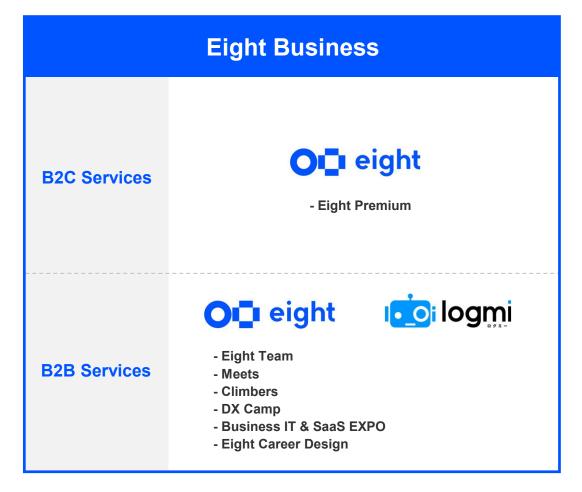
Offering a business database that reshapes how people work and connects encounters with people and companies to business opportunities.



Overview of Reporting Segments

Comprises two reporting segments, the Sansan/Bill One Business and Eight Business. (1)



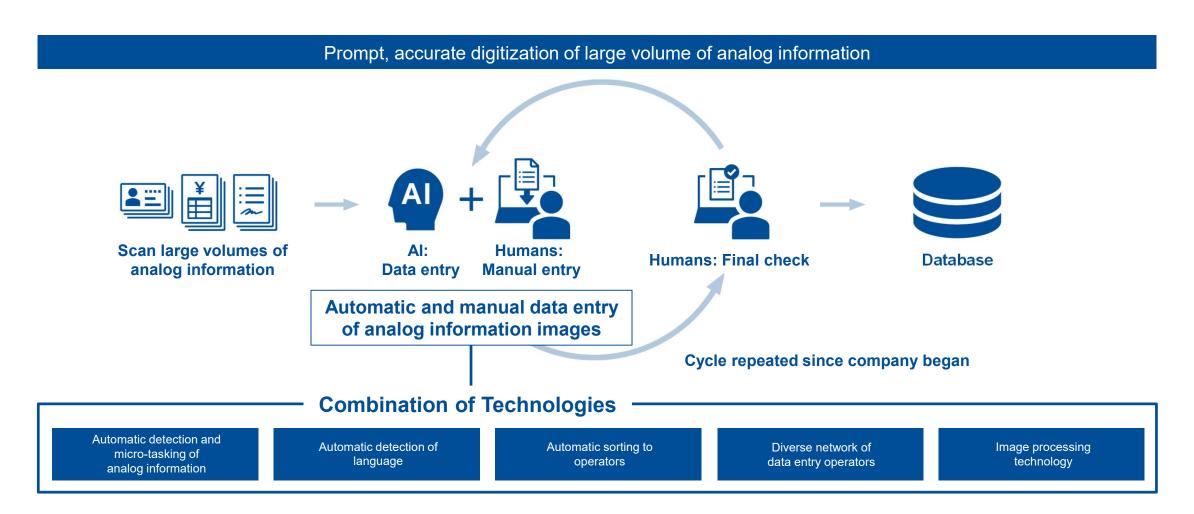


22

⁽¹⁾ The few other services not included in reportable segments are recorded in "Others," while elimination of intra-company transactions (sales), and costs not allocated to segments are recorded in "Adjustments."

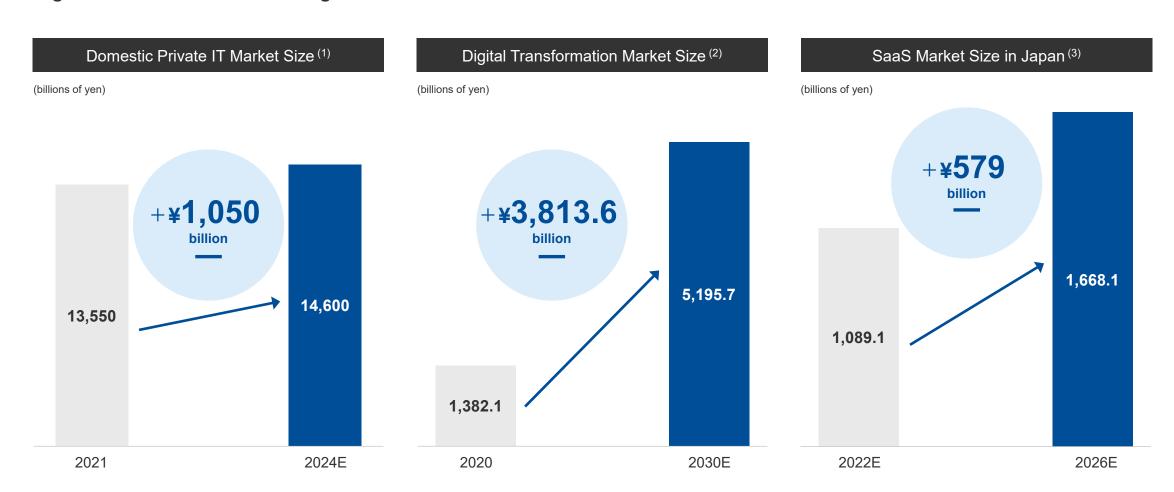
Operation and Technologies for Digitizing Analog Information

Establishment of analog information digitization operation structure unsurpassed by competitors.



Tailwind of Market Environment

Digital transformation is boosting the need for cloud-based solutions



⁽¹⁾ Based on 2022 IT Investment by Japanese Companies: Facts and Forecasts, Yano Research Institute Ltd.

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24

⁽²⁾ Based on Market Edition and Vendor Strategy Edition of 2022 Outlook of the Digital Transformation Market by Fuji Chimera Research Institute.

⁽³⁾ Based on 2022 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 Aoyama Oval Building 13F, 5-52-2 Jingumae, 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 Corporation (United States)

logmi, Inc.

Diamond Corporate Data Services, Inc.

CREATIVE SURVEY INC.

Institute of Language Understanding Inc.

Representative Chika Terada

Employees 1,505

Capital ¥6,633 million

Net sales ¥25,510 million (FY2022)

Classification by shareholder type

Individuals and others: 47.33%; foreign financial institutions and individuals: 28.98%;

domestic financial institutions: 20.71%; other domestic corporations: 1.71%;

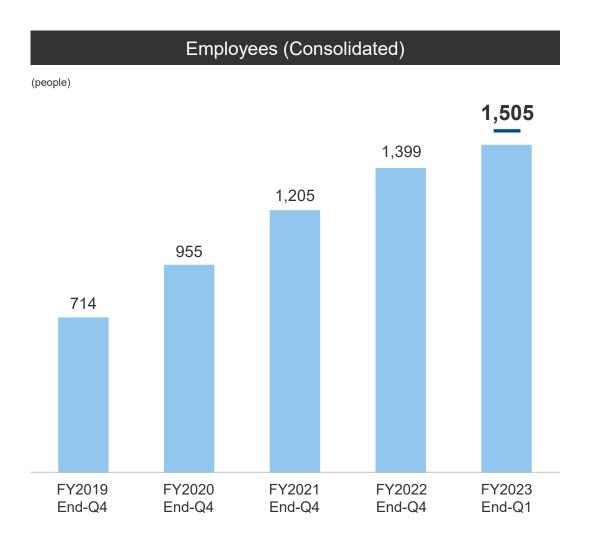
security firms: 1.28% (As of May 31,2023)



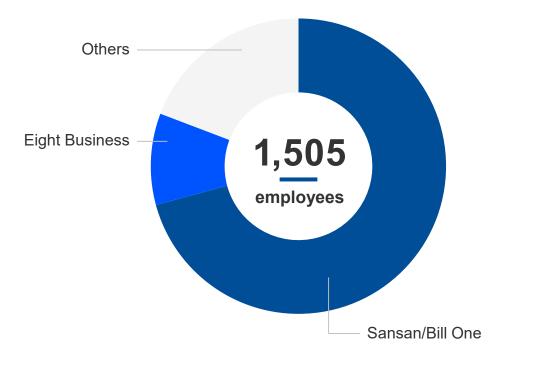




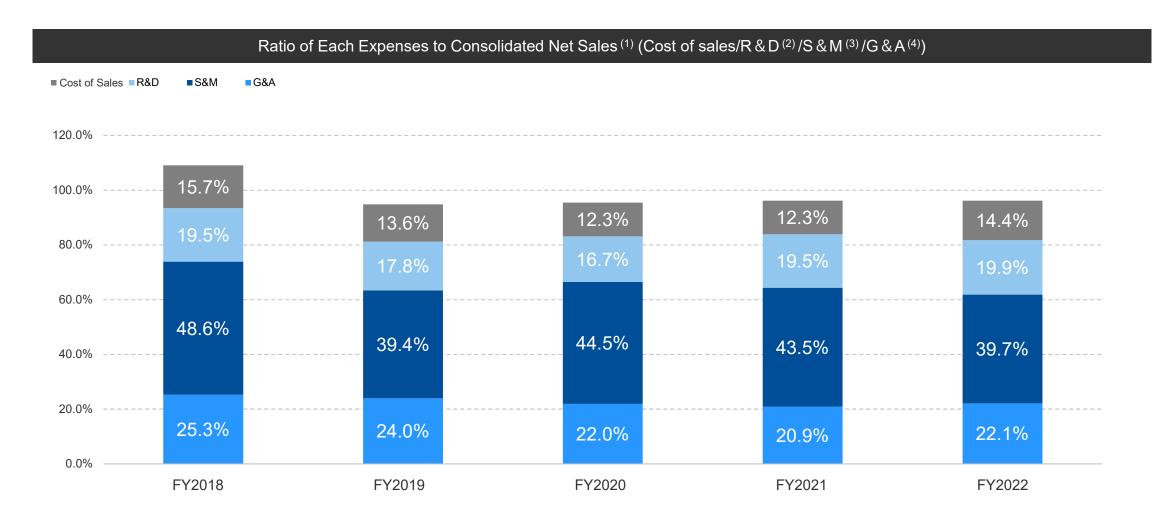
About Employees



Breakdown by Organization (1)



Ratio of Net Sales to Each Expenses



⁽¹⁾ Unaudited

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27

⁽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)

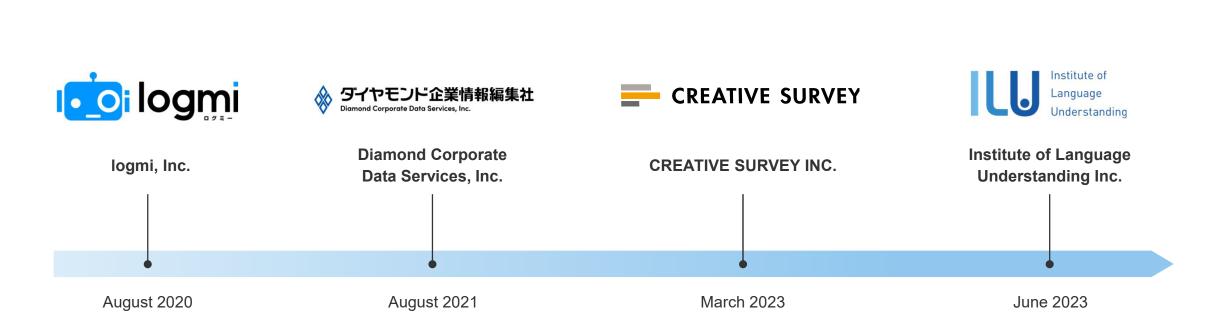
⁽⁴⁾ General and Administrative (total personnel costs and common costs related to corporate departments)

Breakdown of Adjustment Amount

	FY2022	FY2023	V. V.
(millions of yen)	Q1 Results	Q1 Results	YoY
Advertising expenses	11	12	+4.3%
Personnel expenses Server and PC expenses	318	429	+34.5%
	131	175	+33.8%
Rent	235	235	+0.4%
Recruiting expenses	52	67	+27.5%
Others	555	718	+29.4%
Personnel-related expenses	179	224	+25.2%
Office-related expenses	155	176	+14.0%
Rent Recruiting expenses Others Personnel-related expenses Office-related expenses Others Others	220	317	+43.6%
Total	1,304	1,638	+25.6%

Track Record of Company Consolidation

To achieve discontinuous growth, promote company consolidation etc.



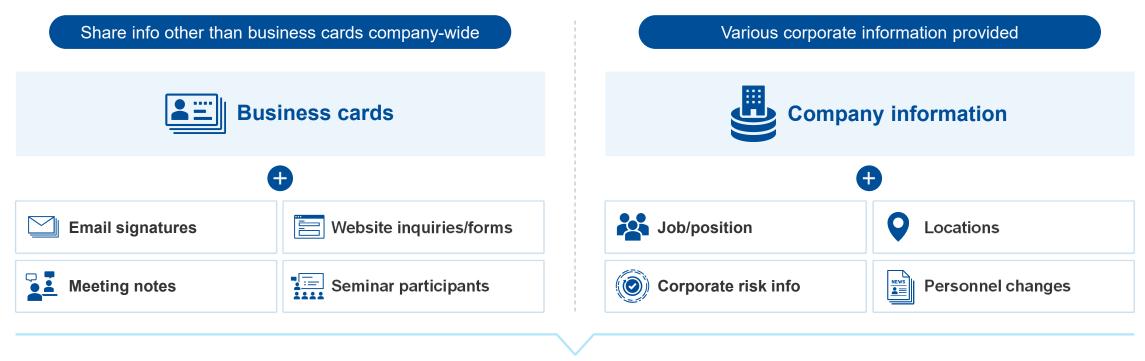
Track Record of Company Consolidation

Sansan/Bill One Business

Sansan: Service Outline

Business card/contact management service repositioned as sales DX solution.

Equipped with company information for realizing sales usage of all types of customer information.



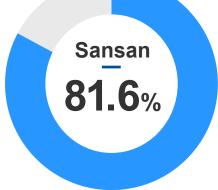


Sansan: Dominant Market Share and Solid Customer Base

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

Dominant Brand Recognition and Market Share in B2B

Sales share in 2021 (1)



Strong Sales Organization and Solid Customer Base

SaaS expertise cultivated over the 16 years since our founding





































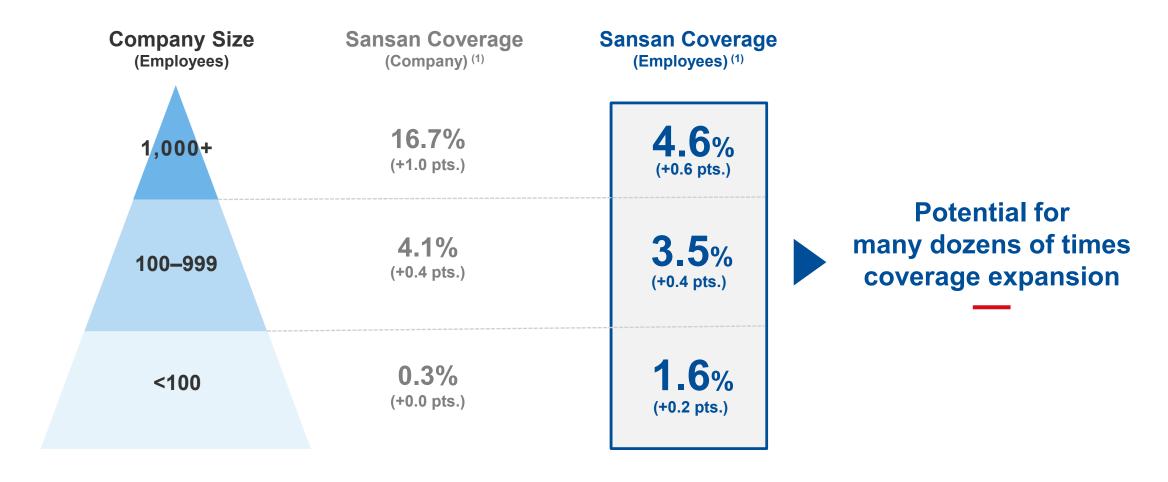




32

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.



⁽¹⁾ Sansan coverage is calculated with the number of subscriptions and total number of IDs in Sansan for FY2023 Q1 end as the number based on Economic Census for Business Activity in 2021 issued by the Statistics Bureau as the denominator.

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33

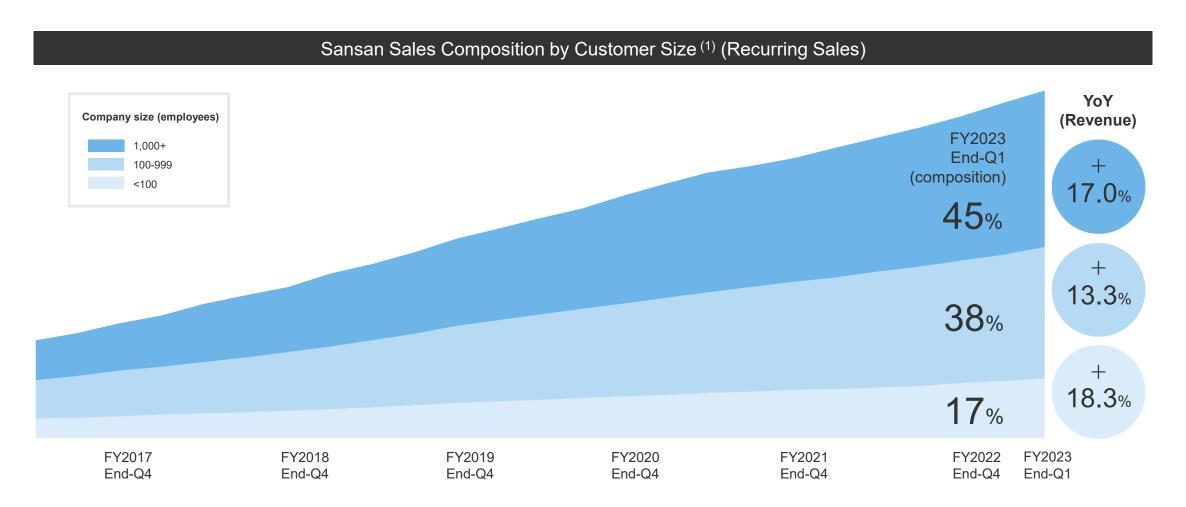
Sansan: Service Plans

Providing basic company-wide use plan.

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

Sansan: Sales Composition by Customer Size (Recurring Sales)

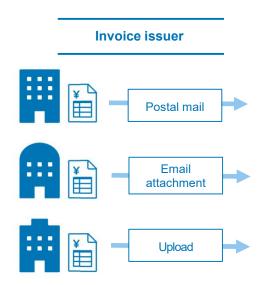
No significant change in revenue composition ratio by customer size.



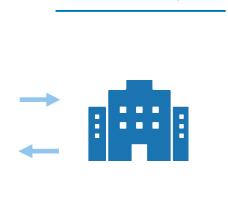
⁽¹⁾ Created based on Sansan monthly fee amounts (unaudited), values from graphs up to and including FY2023 Q1 end changed following review of calculation method.

Bill One: Service Outline

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







Bill One user companies

Resolve issues in the invoicing process

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



Personnel forced to come to the workplace to process paper invoices



36

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

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 (1)

Customers Running Bill One



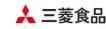


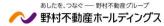


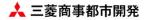


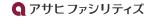












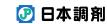
















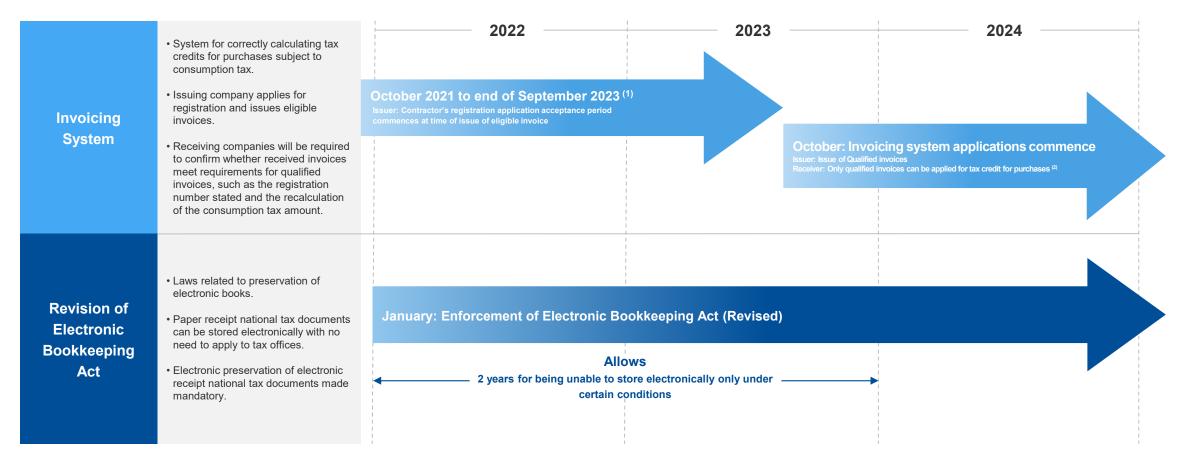




⁽¹⁾ Deloitte Tohmatsu MIC Economic Research Institute, "The Present and Future of the Market of Online Invoice Receiving Solution Service Market, Expected to Grow at a Staggering Rate" (MIC IT Report, July 2022).

Bill One: External Environment in Invoicing Arena

Japan's Invoicing System enters into effect in October and the grace period for the revision of the Electronic Bookkeeping Act is expected to end. Various changes expected to occur in environment surrounding invoices.



⁽¹⁾ For registration from October 1, 2023, the qualified invoice document retention method starts

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⁽²⁾ Certain transitional measures

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

Since all companies are targeted, regardless of industry or size, vast room for development exists in Japan.



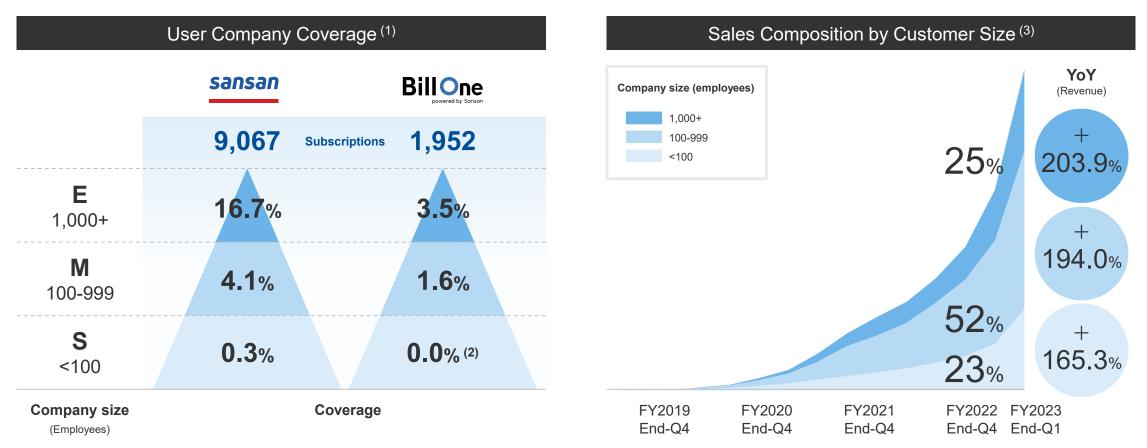
⁽¹⁾ Based on Economic Census for Business Activity in 2021 issued by the Statistics Bureau

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

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

Strong brand recognition of Sansan and robust customer base centered on Medium- and Large-Sized companies making significant contribution to Bill One's gaining credibility.

Income from Medium- and Large-Sized companies continuing to expand, bringing expectations of coverage expansion.



⁽¹⁾ The coverage is calculated with the number of subscription in each services for FY2023 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

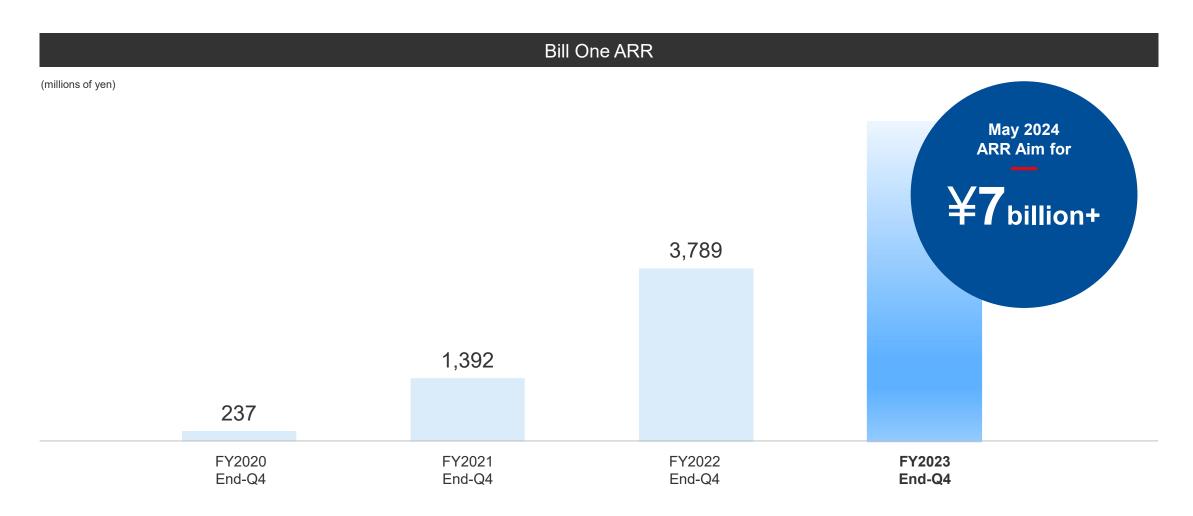
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⁽²⁾ Paid subscriptions only

⁽³⁾ Created based on Bill One monthly fee amounts (unaudited)

Bill One: ARR Targets for Bill One

Aiming for ARR of ¥7 billion+ by the end of FY2023.



Bill One: Bill One Business Card Function Outline

The Bill One Business Card, a corporate credit card that available as an option 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.





Issue cards and process payments on Bill One

Instantly reflect transaction details

Request receipt submission after usage automatically





Digitize receipts and reconcile automatically



42

1. Centralized control

- Card issuance is available on Bill One.
- Reduces the workload to lend and manage 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% ⁽¹⁾ 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.

Eight Business

Eight: Service Outline

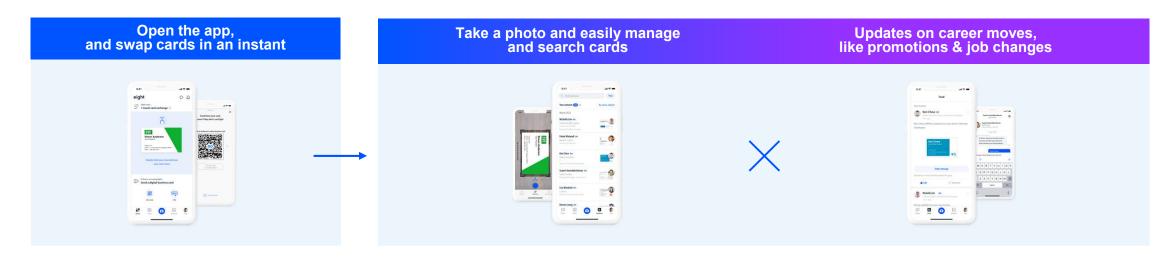
Business card app used by more than 3.3 million professionals; enables one-touch business card exchange and smart contract management.

One-touch business card exchange, smart contact management

Eight- Business card app



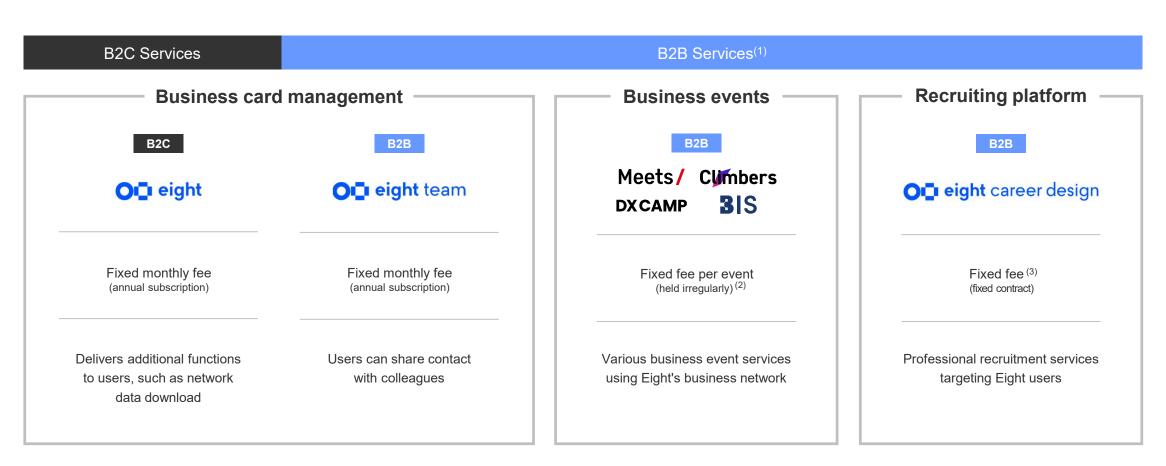
business card app for turning all your encounters into contacts and opportunities, at a touch



Offering apps for potential opportunities though business card exchange and management

Eight: Strengthening and Promotion of Monetization Plans

Monetization by strengthening corporate services that leverage network of 3.3 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.

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

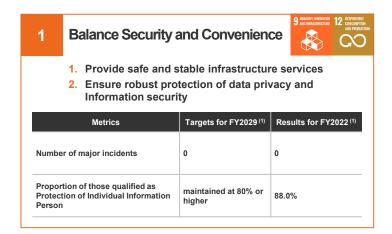
⁽³⁾ There is an additional charge when a decision to hire is made.

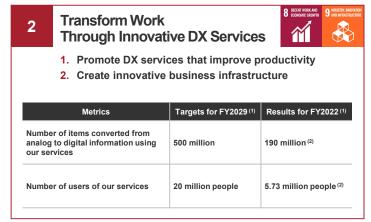
Initiatives for Sustainability

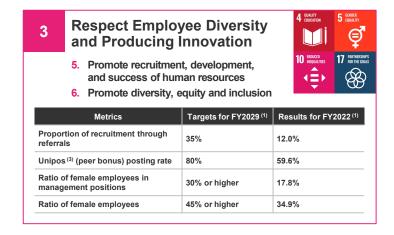
Material Issues (Priority Issues)

Identified key material issues (priority issues) relating to environment, society, and governance and set long-term quantitative targets.

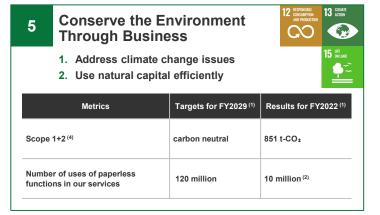
Working to resolve these issues through our core business, we aim to contribute to achieving the SDGs and building a sustainable society.











- (1) 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 our sustainability page in September 2023 Planning to publish Annual Report in October 2023

- 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

Achieved "A" rating in external ESG ratings in 2023, selected as constituent stocks in the ESG index adopted by GPIF. Our annual report was awarded a Bronze at the International ARC Awards and selected as an excellent integrated report and most-improved integrated report by Government Pension Investment Fund (GPIF) domestic equity investment organizations.

ESG Rating

MSCI (1)

MSCI ESG RATING "A"



FTSE

FTSE Blossom Japan Sector Relative Index



Annual Report

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Government Pension Investment Fund

Excellent Integrated Report

Government Pension Investment Fund

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