

**sansan**

Turning encounters  
into innovation



# The 15th Annual General Meeting of Shareholders

Sansan, Inc. August 30, 2022

# **Business Report for the 15th Term**

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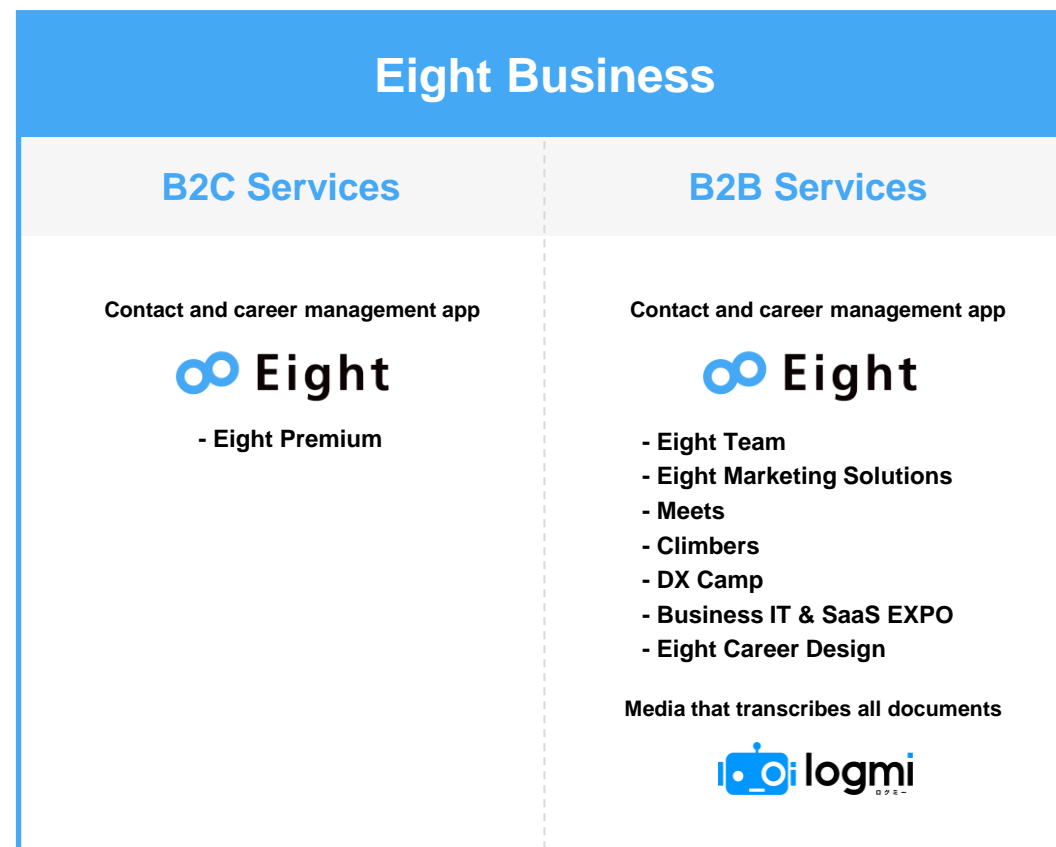
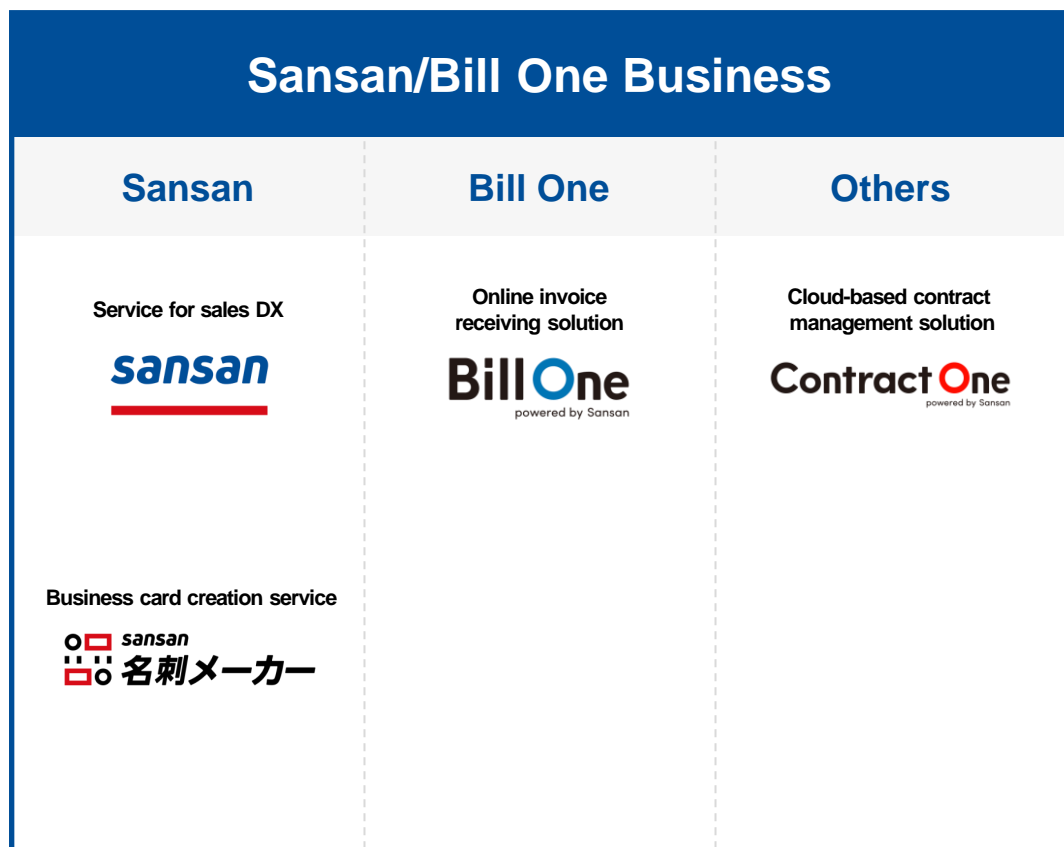


# Overview of Consolidated Financial Results

	14th	15th	
	Full-year Results	Full-year Results	YoY
(millions of yen)			
Net Sales	16,184	20,420	+26.2%
Operating Profit	736	631	-14.2%
Ordinary Profit	375	968	+158.3%
Profit Attributable to Owners of Parent	182	857	+369.7%
EPS	1.47 yen	6.87 yen	+368.8%

(1) As the Company conducted a four-for-one common stock split effective December 1, 2021, the EPS were calculated on the assumption that the stock split was conducted at the beginning of the 14th term.

# Overview of Businesses and Services

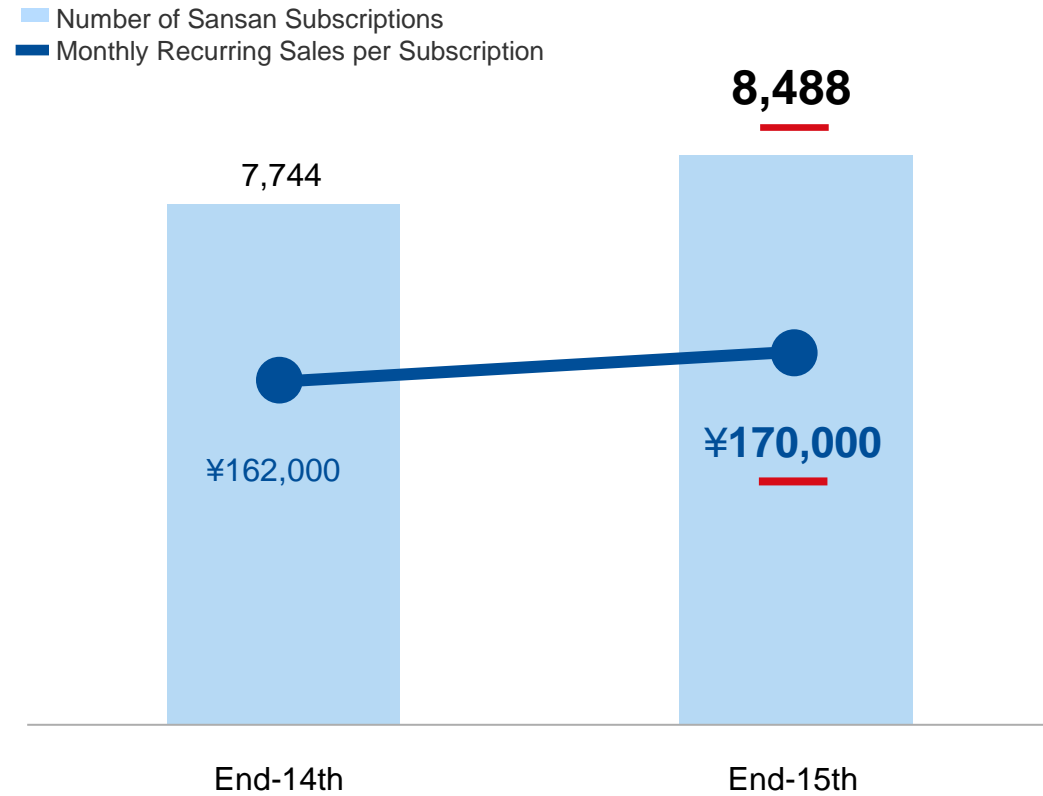


## Overview of Segment Results

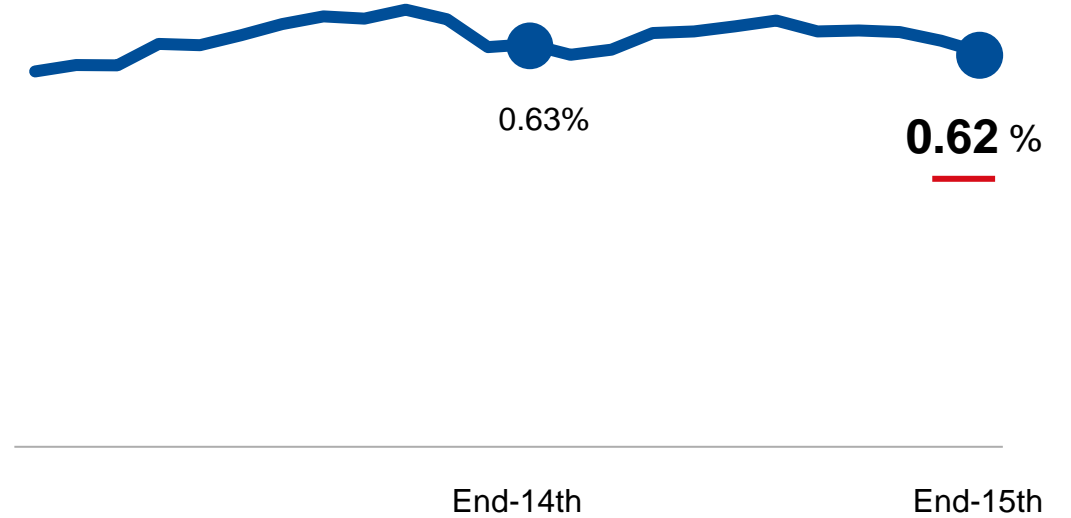
	14th	15th	
	Full-year Results	Full-year Results	YoY
(millions of yen)			
Net Sales	14,605	18,105	+24.0%
Segment Profit (Operating Profit)	5,278	5,725	+8.5%

# Overview of Segment Results

Number of Sansan Subscriptions and Monthly Recurring Sales per Subscription



Last 12 Months Average of Monthly Churn Rate for Sansan <sup>(1)</sup>



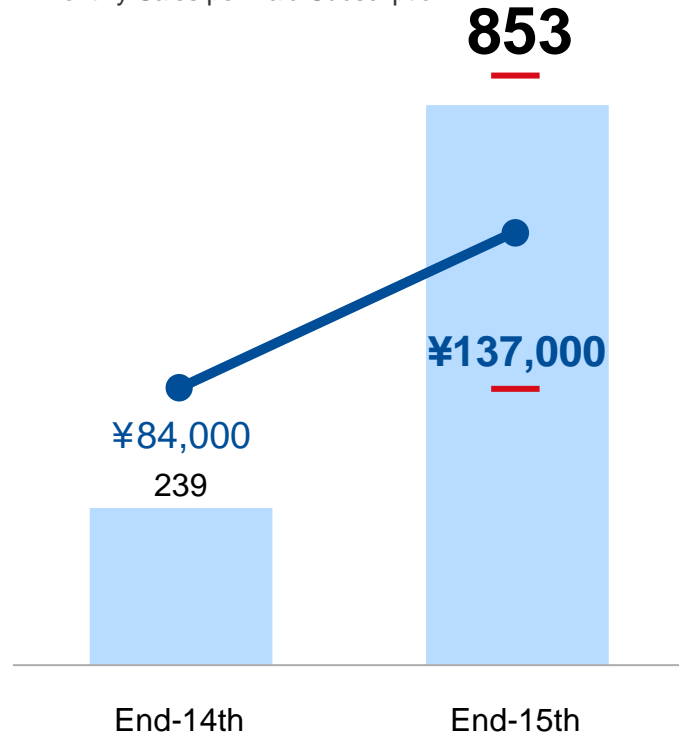
(1) Ratio of decreased monthly fees associated with contract cancellations to total monthly fees for existing contracts

# Overview of Segment Results

Number of Bill One Paid Subscriptions and Monthly Sales per Paid Subscription

(subscriptions)

■ Paid Subscription  
■ Monthly Sales per Paid Subscription



Last 12 Months Average of Monthly Churn Rate for Bill One <sup>(1)</sup>

End of the 15th term

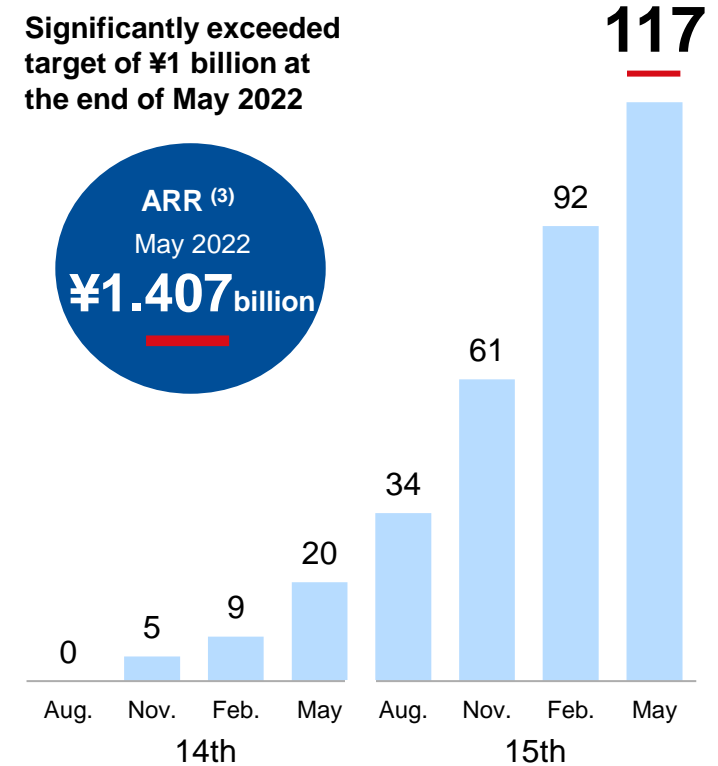
**0.49%**

Bill One MRR <sup>(2)</sup>

(millions of yen)

Significantly exceeded target of ¥1 billion at the end of May 2022

ARR <sup>(3)</sup>  
May 2022  
**¥1.407 billion**



(1) Ratio of decreased monthly fees associated with contract cancellations to total monthly fees for existing contracts  
 (2) Monthly recurring revenue  
 (3) Annual recurring revenue

## Overview of Segment Results

	14th	15th	
	Full-year Results	Full-year Results	YoY
Net Sales	1,582	2,213	+39.9%
Segment Profit (Operating Profit)	-754	-386	—

(millions of yen)

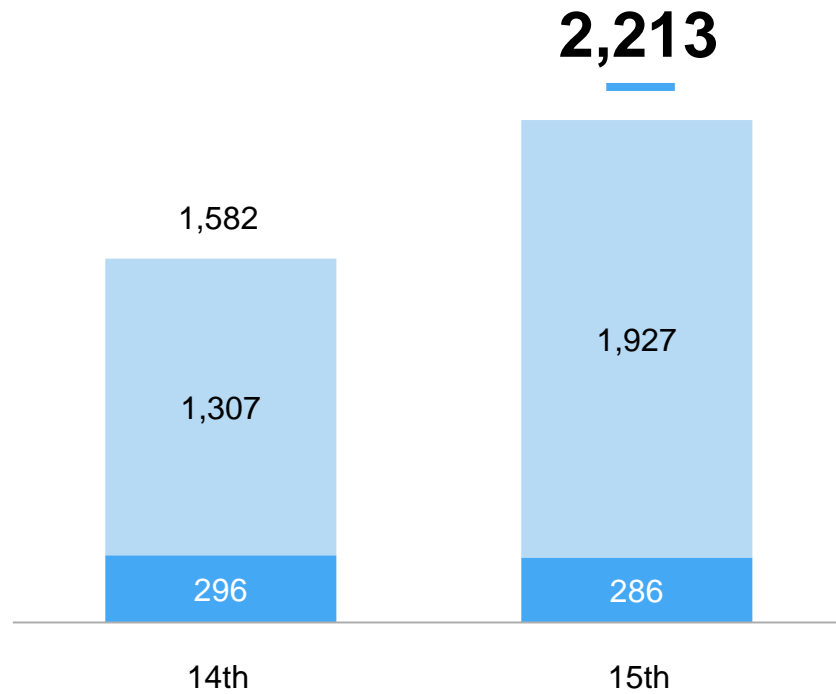


# Overview of Segment Results

## Net Sales

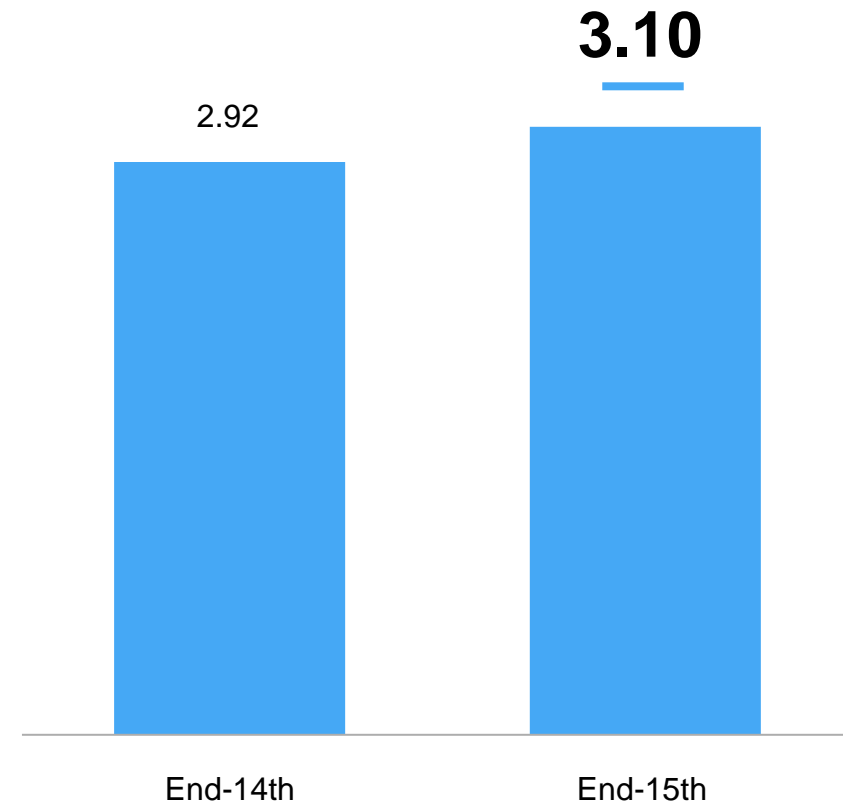
(millions of yen)

- B2B service sales
- B2C service sales



## Number of Eight Users <sup>(1)</sup>

(millions of user)



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

## Overview of Consolidated Balance Sheet

	14th	15th	
	Full-year Results	Full-year Results	YoY
(millions of yen)			
Current Assets	13,542	16,856	+3,314
Non-current Assets	10,768	9,435	-1,332
Total Assets	24,310	26,292	+1,982
Current Liabilities	10,243	11,507	+1,264
Non-current Liabilities	1,482	2,691	+1,209
Total Liabilities	11,725	14,199	+2,473
Total Net Assets	12,584	12,093	-491
Total Liabilities and Net Assets	24,310	26,292	+1,982

# **Issues to Be Addressed (Growth Strategies)**

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# Mission and Vision

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## Mission

**Turning encounters  
into innovation**

## Vision

**Become business  
infrastructure**



# Developing DX Services that Reshapes How People Work

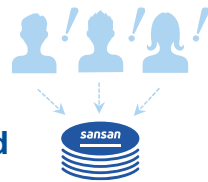
Offering DX services that reshapes how people work and that connects encounters with people and companies with business opportunities.

Developing services in business flows in various fields.



## Work styles that will change with use of business databases

Users can immediately find information they need



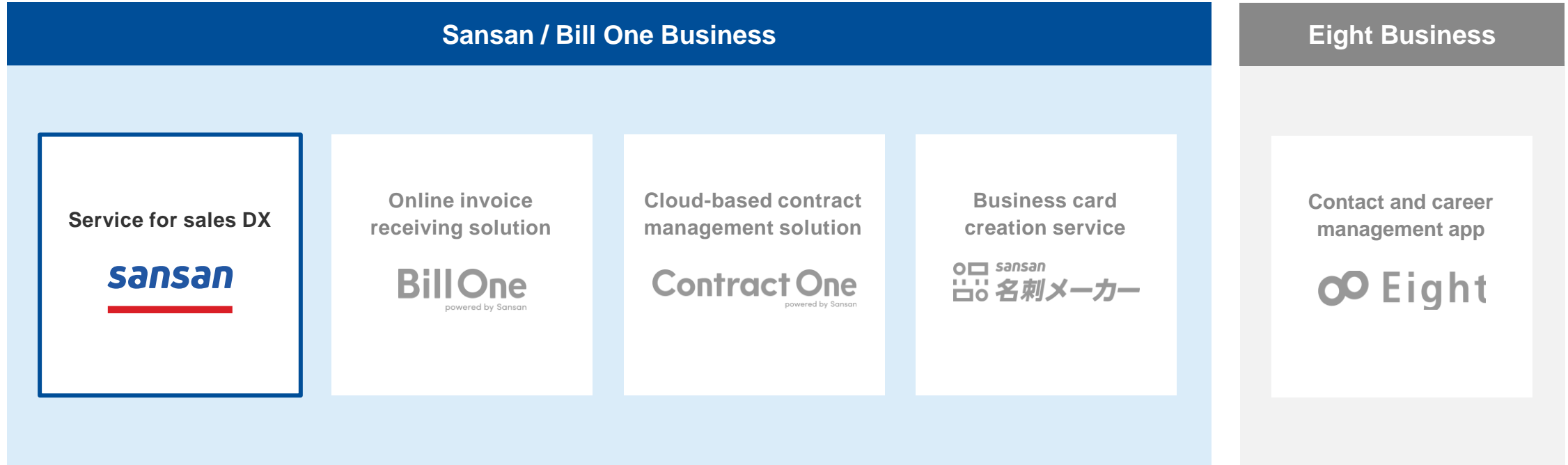
Information is easy to manage and can be shared immediately



Easy to analyze and utilize information and make decisions based on data

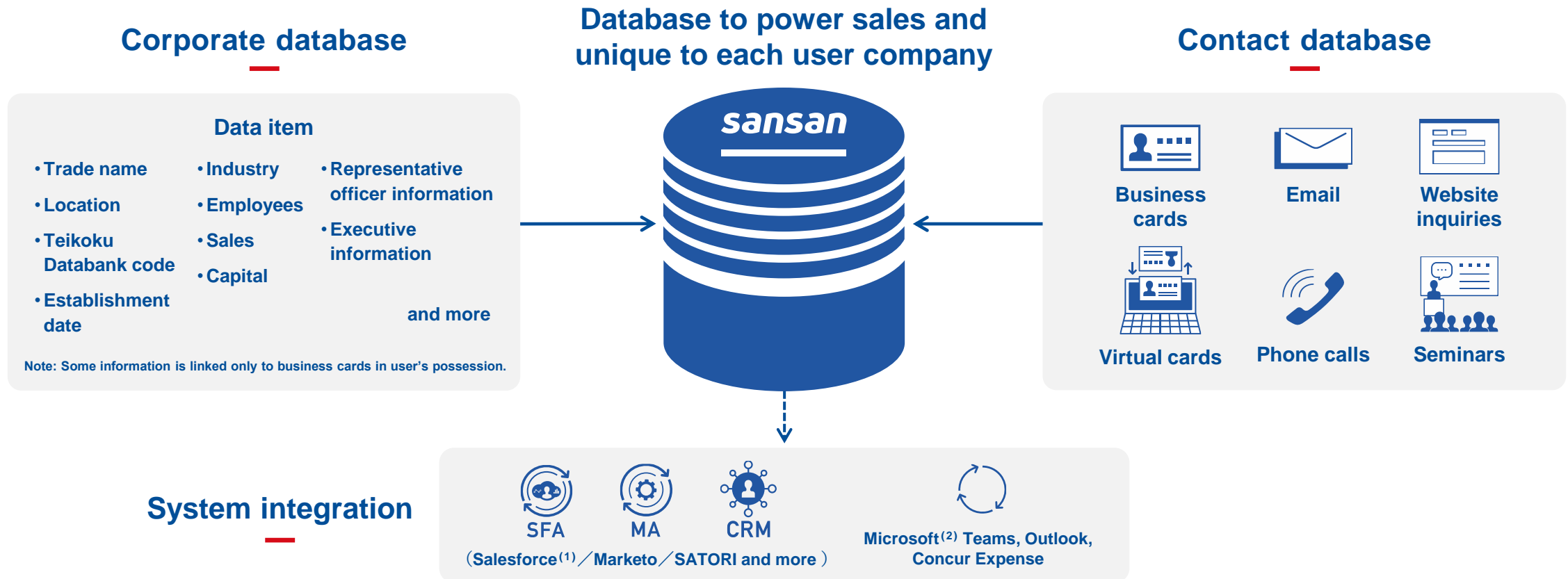


# Growth Strategy: Sansan



# Sansan: Product Reform to Database to Power Your Sales

Reformed product from business card contact management service to service for sales DX.  
Building databases unique to user companies by combining company information and contact databases.

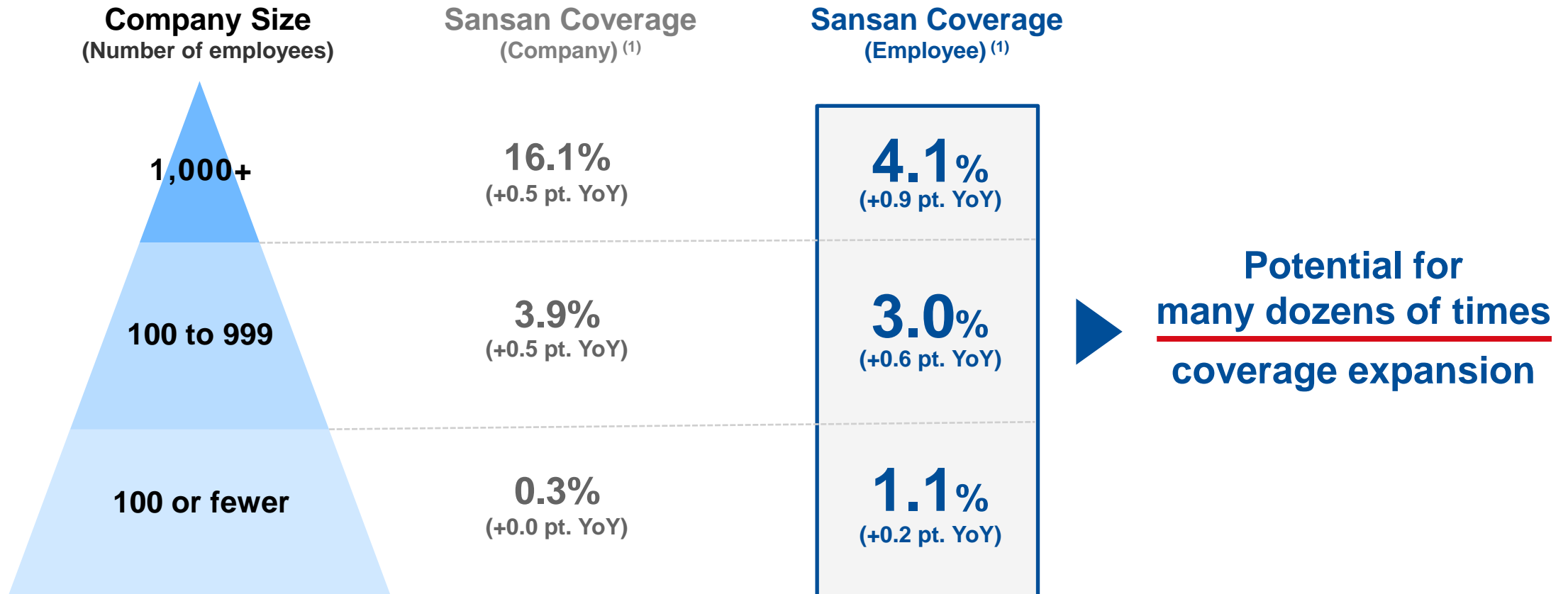


(1) Salesforce is a registered trademark of salesforce.com, Inc.

(2) Microsoft Teams, Teams, and Microsoft Outlook are registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries.

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

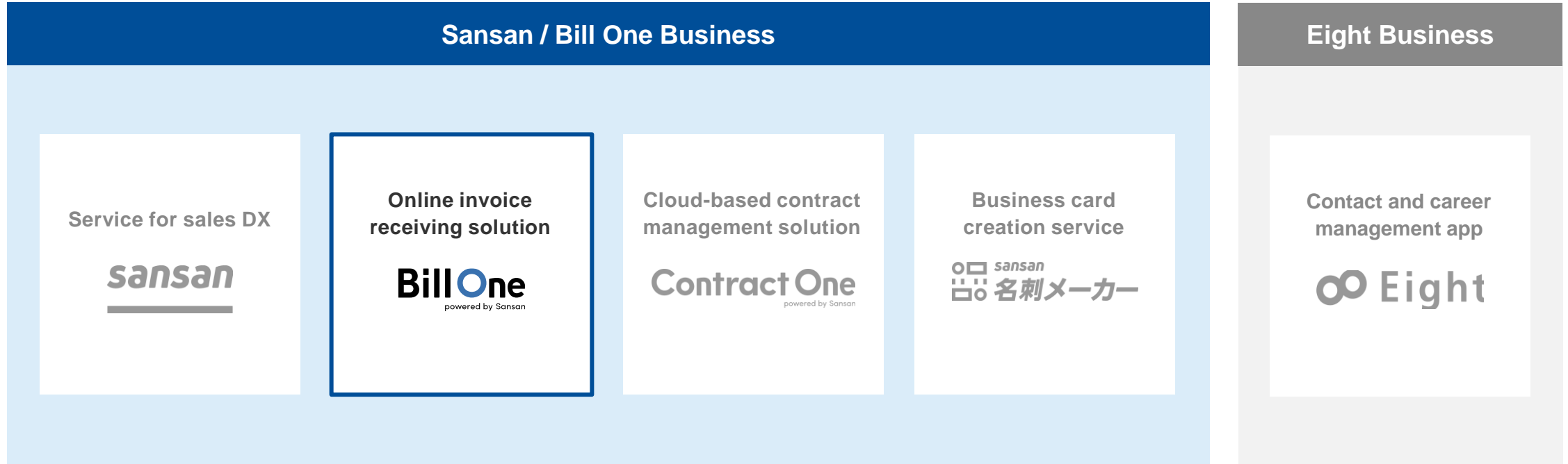
The number of users within current customers is limited, and there's room for many dozens of times more coverage expansion.



(1) Sansan coverage is calculated with the number of subscription and total number of IDs in Sansan for the end of the 15th term as the numerator and the number based on Economic Census for Business Activity in 2016 issued by the Statistics Bureau as the denominator. (Because of a review of the definition of calculation, the value at the end of the 14th term was revised.)



# Growth Strategy: Bill One



# Bill One: External Environment in Invoicing Arena

Planning to commence invoice system applications from October 2023.  
Review not only of invoice receipt but also of issuance operations in demand.

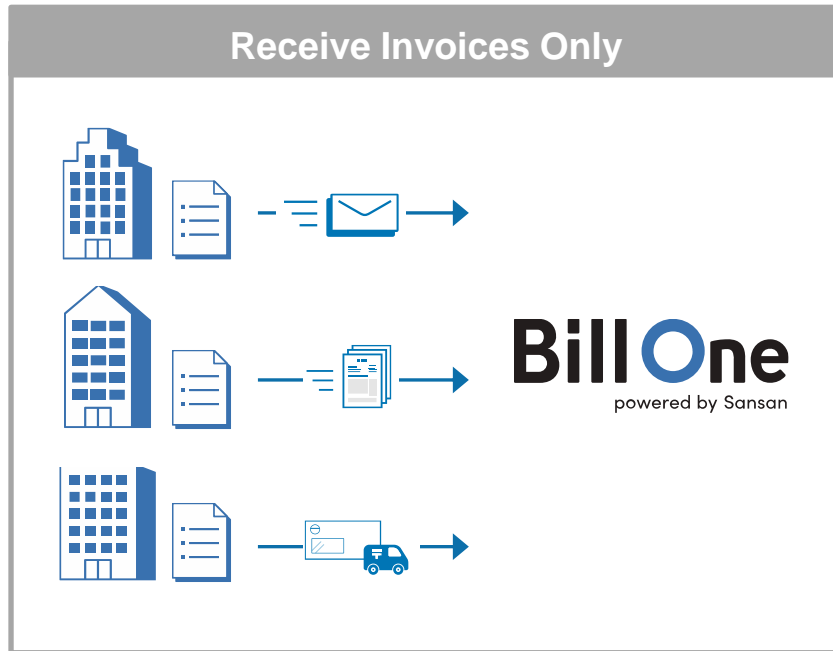


## Bill One: Offering Invoice Issuing Function

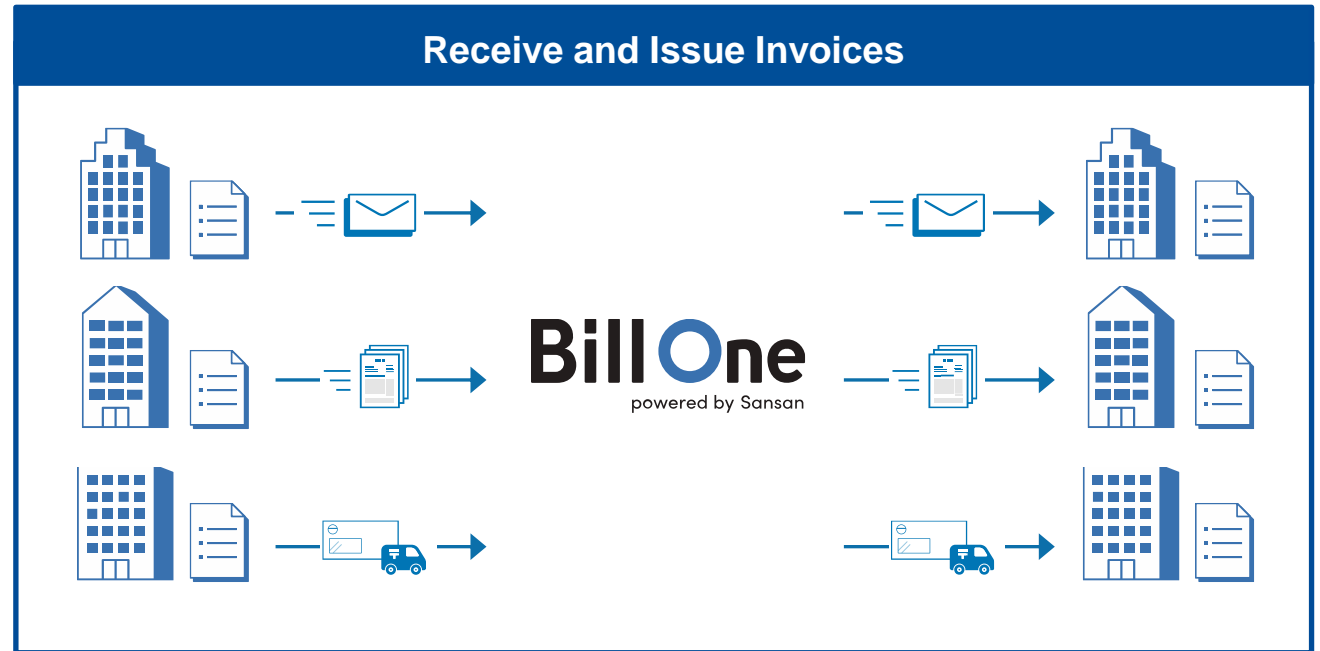
Invoice issuing function has offered from July 2022.

Planning response to eligible invoice issuance, supporting corporate invoicing systems from both receipt and issuing side.

Before

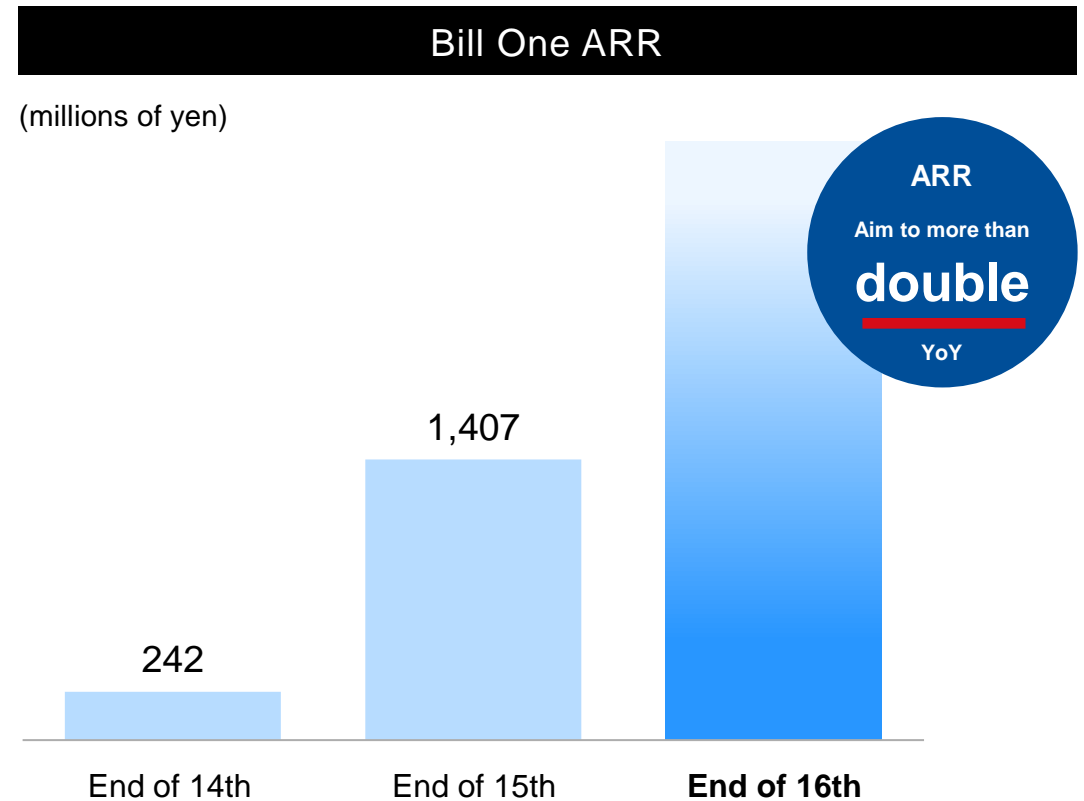
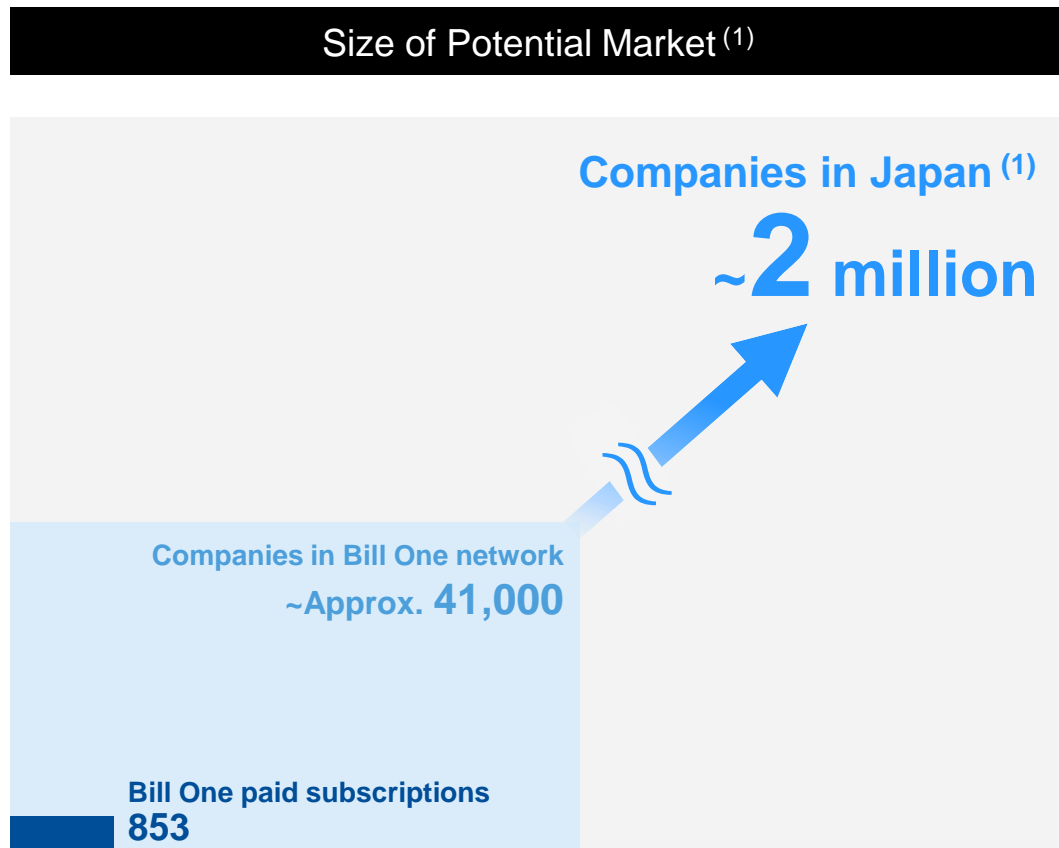


From July 2022



# Bill One: Size of Potential Market and Bill One ARR





Since all companies are targeted regardless of their industry or size, vast room for development exists in Japan. Aiming to more than double ARR YoY by end of the 16th term.



(1) Based on Economic Census for Business Activity in 2016 issued


# Growth Strategy: Contract One and Sansan Meishi Maker

**Sansan / Bill One Business**

<p>Service for sales DX</p> 	<p>Online invoice receiving solution</p> 	<p>Cloud-based contract management solution</p> 	<p>Business card creation service</p> 
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**Eight Business**

Contact and career management app



## Contract One and Sansan Meishi Maker: Service Outlines

**Contract One: cloud-based contract management solution that completes contract operations online and realizes centralized management.**

**Sansan Meishi Maker: business card creation service that streamlines management departments' creating business cards.**



**Accurate digitization of contracts enables centralized data management of both paper and electronic contract information, and contract-related tasks such as sealing, storage, and management can be done online. Provides functions to visualize contract operations, improve operational efficiency, and encourage risk management.**





**The service enables one-stop business card creation and ordering on Sansan, Google Workspace <sup>(1)</sup>, Microsoft Outlook <sup>(2)</sup>, and Microsoft Teams <sup>(2)</sup>, as well as centralized management of business card creation, ordering, and management operations in the cloud.**

(1) Google Workspace is a trademark of Google LLC.

(2) Microsoft Teams, Teams, and Microsoft Outlook are registered trademarks or trademarks of Microsoft Corporation in the United States and other countries.


# Growth Strategy: Eight

Sansan / Bill One Business

<p>Service for sales DX</p> 	<p>Online invoice receiving solution</p> 	<p>Cloud-based contract management solution</p> 	<p>Business card creation service</p> 
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Eight Business

Contact and career management app



# Eight: Product Reform to A Contact and Career Management App

Reformed from a business card management app to a contact and career management app that supports personal career development.

Aiming to return to profitability for the 16th term by strengthening recruitment-related services.

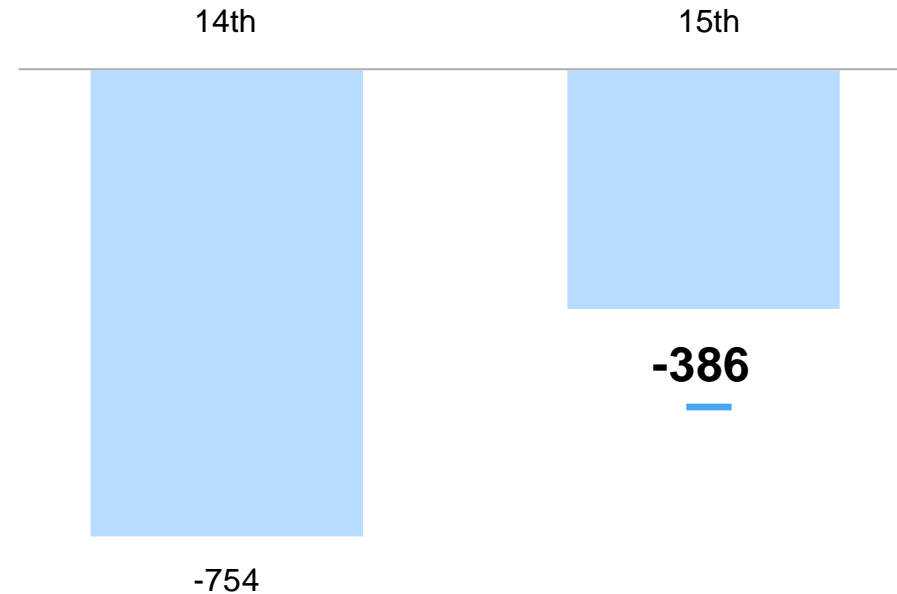
Eight: Contact and Career Management App



Through the new Career tab, Eight offers information relevant to career development, such as reports and company information useful for skill improvement, and recruitment information tailored to user attributes.

Eight Business Operating Profit/Loss

(millions of yen)





# Outlook of Consolidated Financial Forecasts for 16th Term

**Aim for solid growth in consolidated net sales and growth in adjusted consolidated operating profit that exceeds sales growth in the 16th term**

		15th	16th <sup>(1)</sup>	
		(millions of yen)	Full-year Results	Full-year Forecasts
<b>Consolidated Forecasts</b>	Sales	20,420	25,117 ~25,764	+23.0% ~+26.2%
	Sansan/Bill One Business	18,105	21,998 ~22,632	+21.5% ~+25.0%
	Eight Business	2,213	2,900 ~3,010	+31.0% ~+36.0%
	Adjusted Operating Profit <sup>(2)</sup>	730	917 ~1,288	+25.5% ~+76.3%
	Adjusted Operating Profit Margin	3.6%	3.7% ~5.0%	+0.1pt ~+1.4pt

(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.

(2) Operating Profit + Share-Based Payment Expenses + Expenses Arising from Business Combinations (amortization of Goodwill and amortization of Intangible Assets)

# Medium-Term Financial Targets (16th–18th)

Aiming for solid growth in net sales and stable profit growth

## Important management indicators

1

Consolidated net sales

Continue solid growth in the 20%+ range or higher

2

Adjusted consolidated operating profit

Improvement of profit margin in each fiscal year

**Sansan/Bill One Business**

Recording adjusted operating profit of ¥10 billion or more for Sansan and Bill One for the 18th term

(Excluding Other, such as new services in Sansan/Bill One Business segment)

**Eight Business**

Recording stable adjusted operating profit for full year

# Disclaimer

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