



Financial Results Briefing

Ended Jun.2018

MarketEnterprise Co., Ltd.
TSE code:3135

1. Financial Highlights

2. Earning Forecast & Future Tactics

FY2018 Financial Highlights

FY2018 Financial Highlights

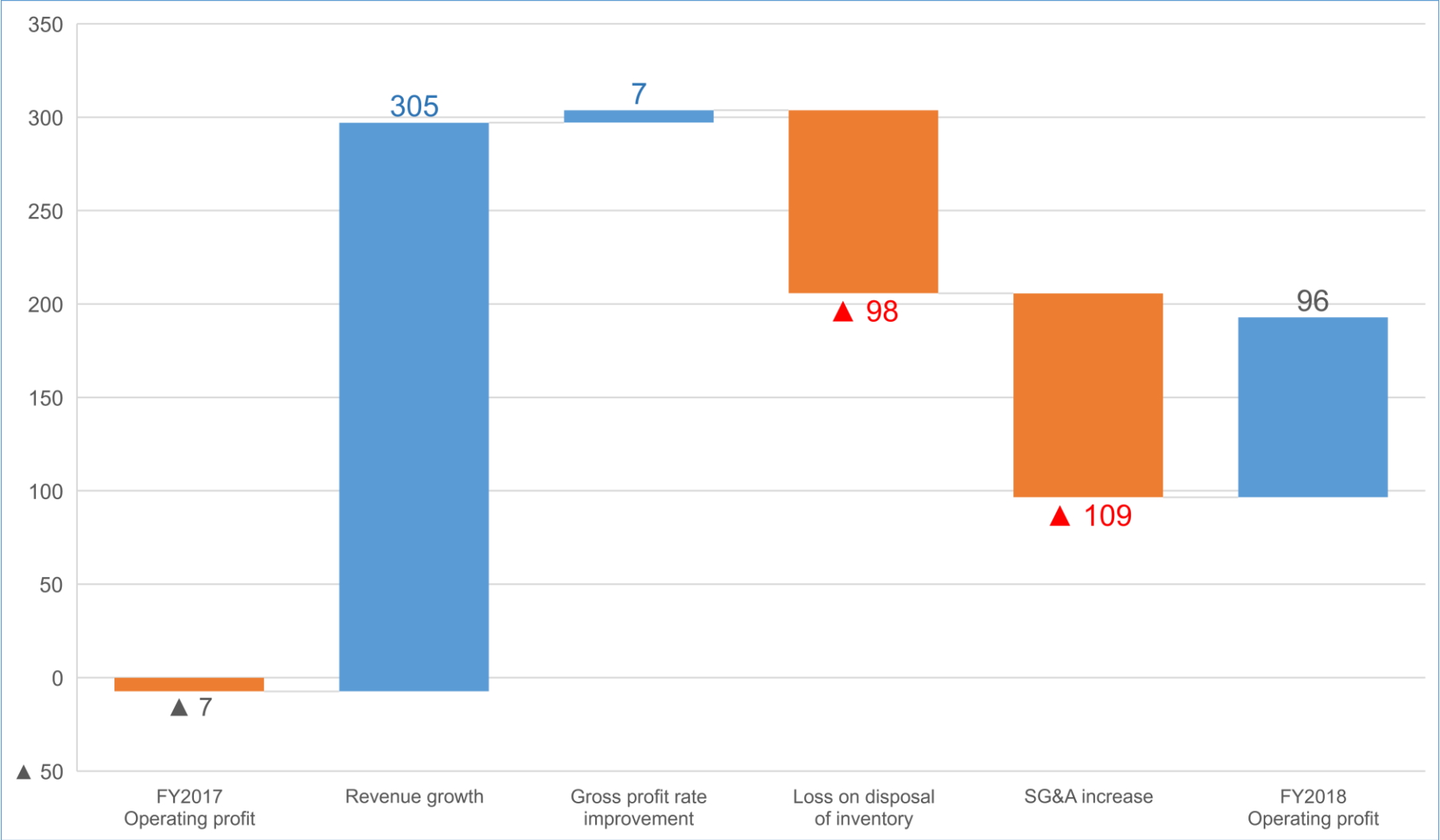
Earnings at all levels exceeded our expectation

Unit: million yen	Net sales	Operating profit	Ordinary profit	Profit attributable to owners of parent
Fiscal year ended Jun. 30, 2018	6,333	96	94	31
Fiscal year ended Jun. 30, 2017	5,630	△7	4	△19
YoY	+12%	—	23x	—
Initial Forecast	6,600	55	51	29
Compared with Initial Forecast	△4%	+75%	+86%	+10%

Causes for the change in operating profit

We achieved operating surplus turned by covering loss on disposal of inventory

Unit: million yen



Causes for the change in revenue

New business drives our performance

Unit: million yen	FY2017	FY2018	change
Existing business *	5,512	5,534	Slight increase
New business **	119	799	6.7x
Total revenue	5,630	6,333	+12%

* Reuse business for individual

** Reuse business for corporate (Agricultural, Construction etc) , Telecommunication service

New business

Strong performance for corporate and direct sales for individual

For corporate



高く売れるドットコム



高く売れるドットコム



医療機器

高く売れるドットコム

Telecommunication

Emobile



Media

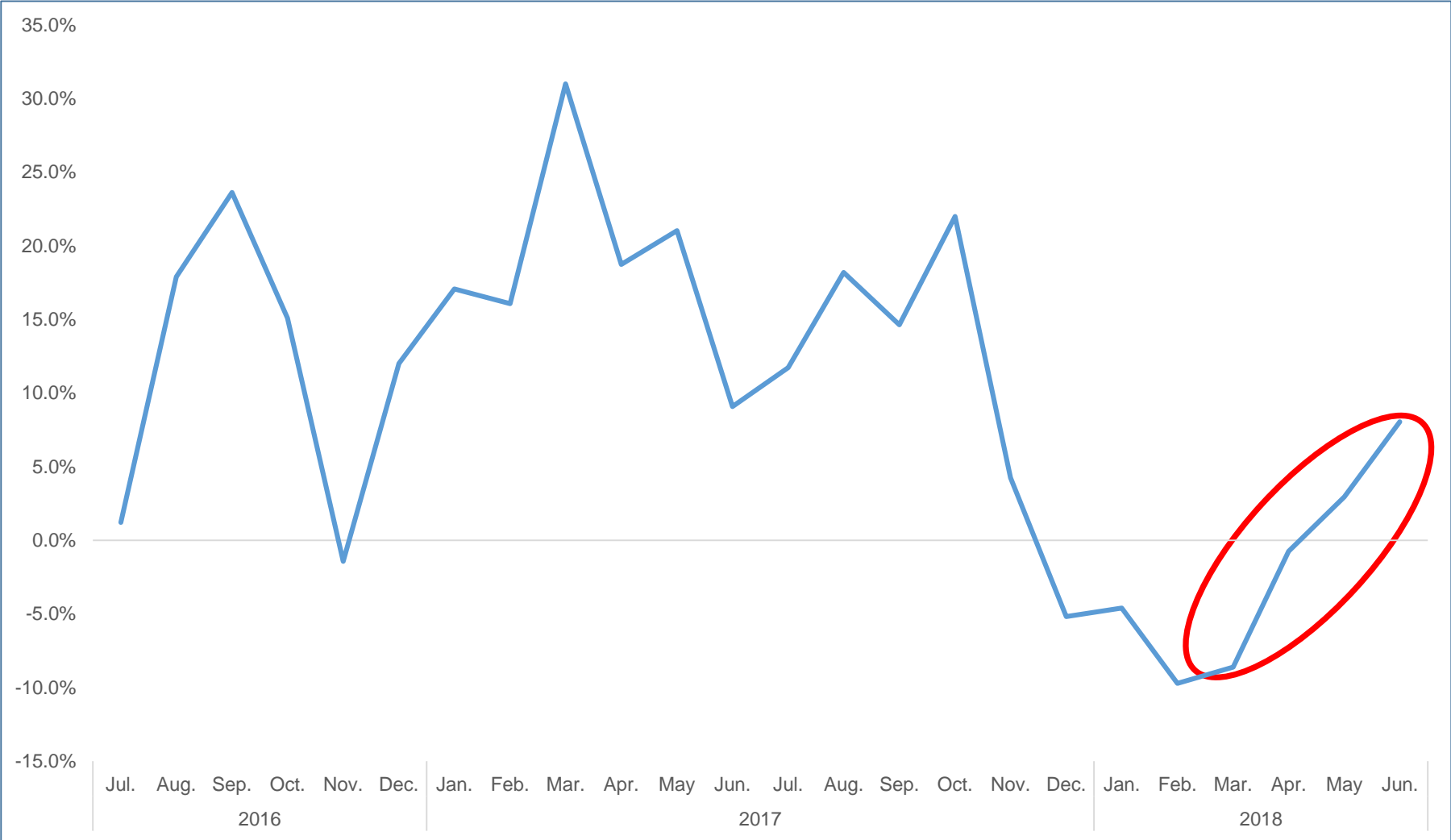


ビギナーズ



Monthly change of Reuse business sales

4th quarter sales recovered up 4% YoY



FY2018 Consolidated Balance Sheet

Compress product inventory and standardize the level

Unit: million yen	FY2017	FY2018	Change
Cash and deposits	825	938	+14%
Product inventory	357	224	(37%)
Other current assets	182	331	+82%
Non-current assets	172	334	+94%
Total assets	1,536	1,829	+19%
Total loans	359	387	+8%
Other liabilities	260	464	+78%
Total liabilities	619	852	+38%
Total net assetes	917	976	+6%
Total liabilities and net assets	1,536	1,829	+19%

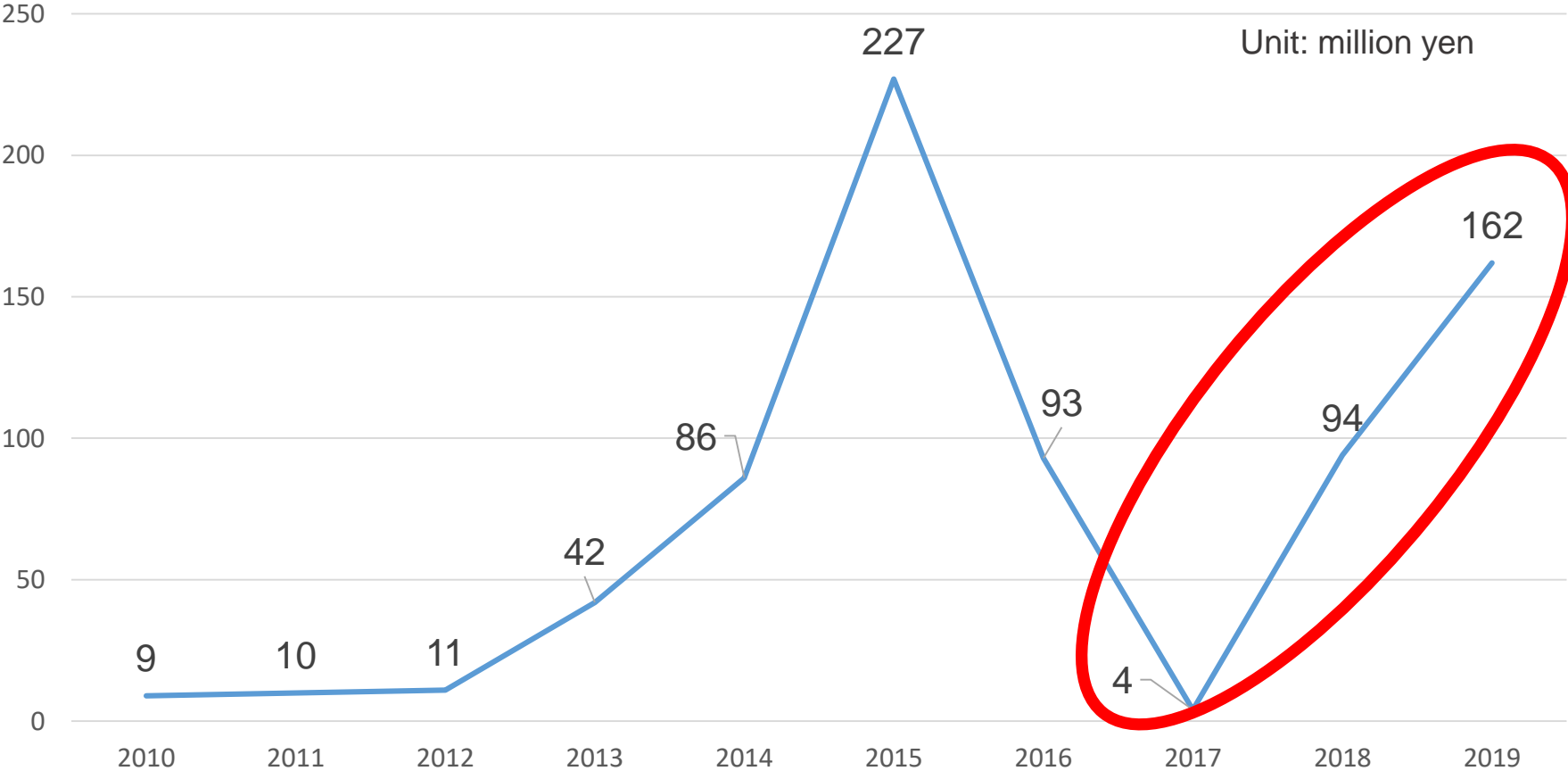
Earning Forecast & Future Tactics

FY2019 Earning Forecast

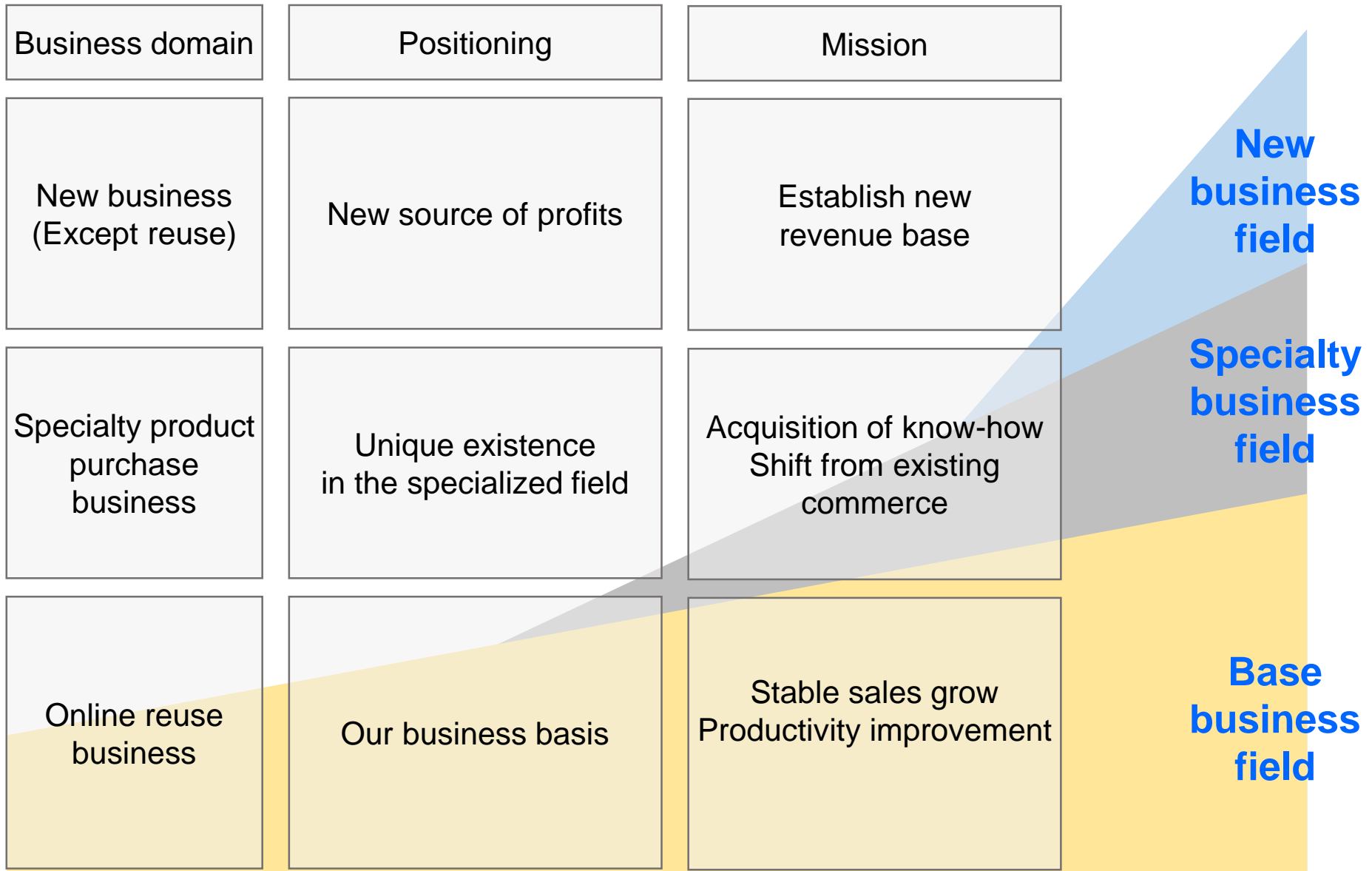
Unit: million yen	Net sales	Operating profit	Ordinary profit	Profit attributable to owners of parent
FY2018 Result	6,333	96	94	31
FY2019 Forecast	7,700	160	162	80
YoY	+22%	+66%	+71%	2.5x

Ordinary profit trend

The foothold to renew past record profits



Our strategy



New business field

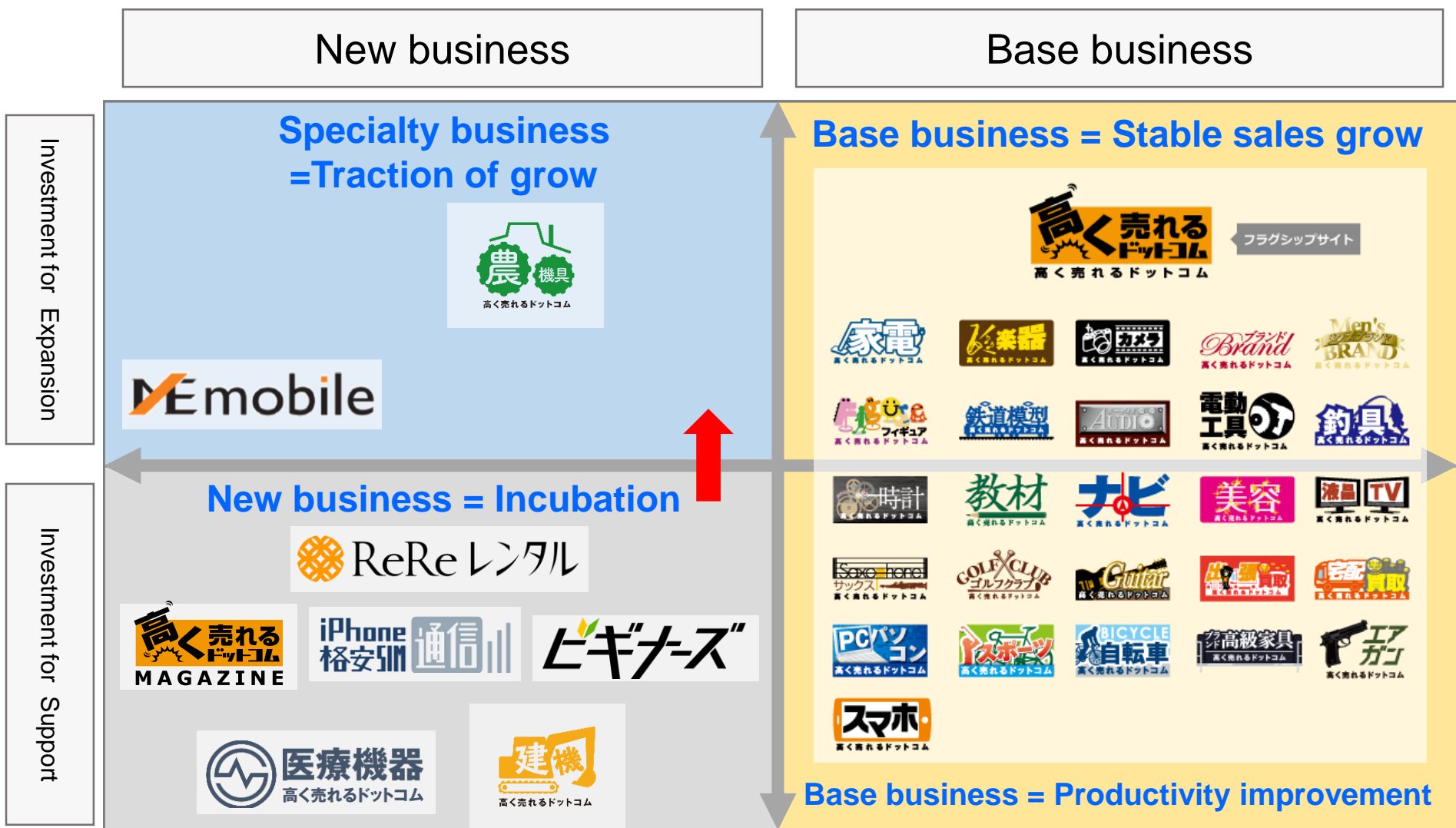
Specialty business field

Base business field

Our strategy

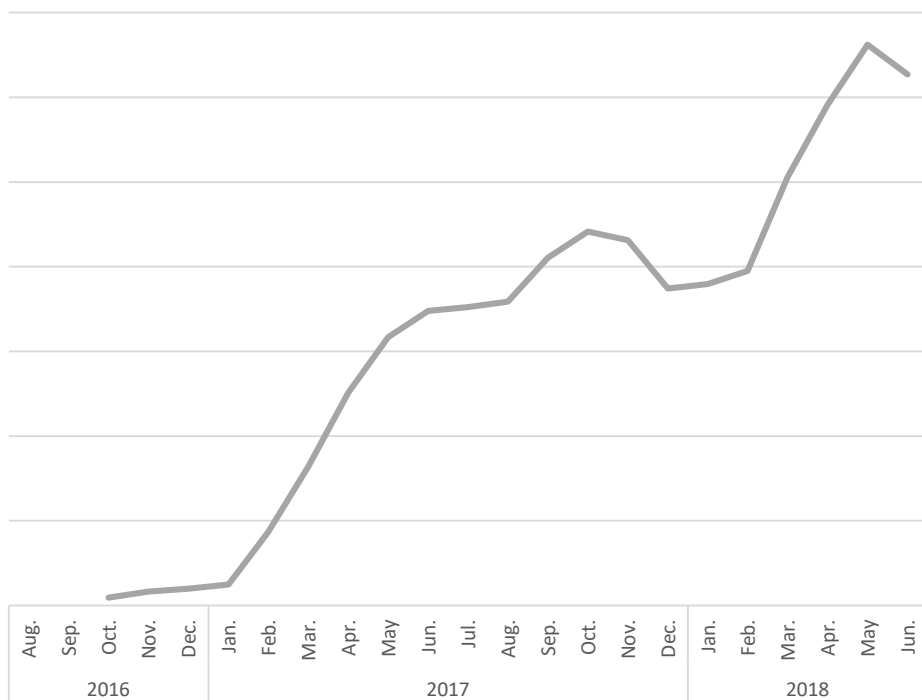


Strategic investments Policy

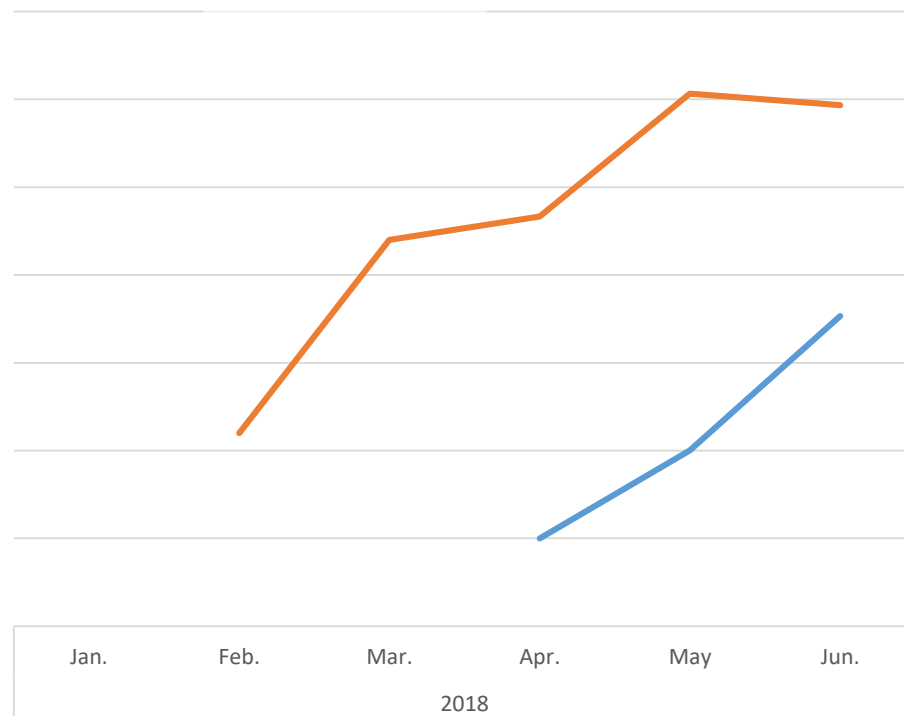


The trend of purchase request from corporate

Agricultural machinery grew into a major business.
Construction equipment and medical equipment start up smoothly.



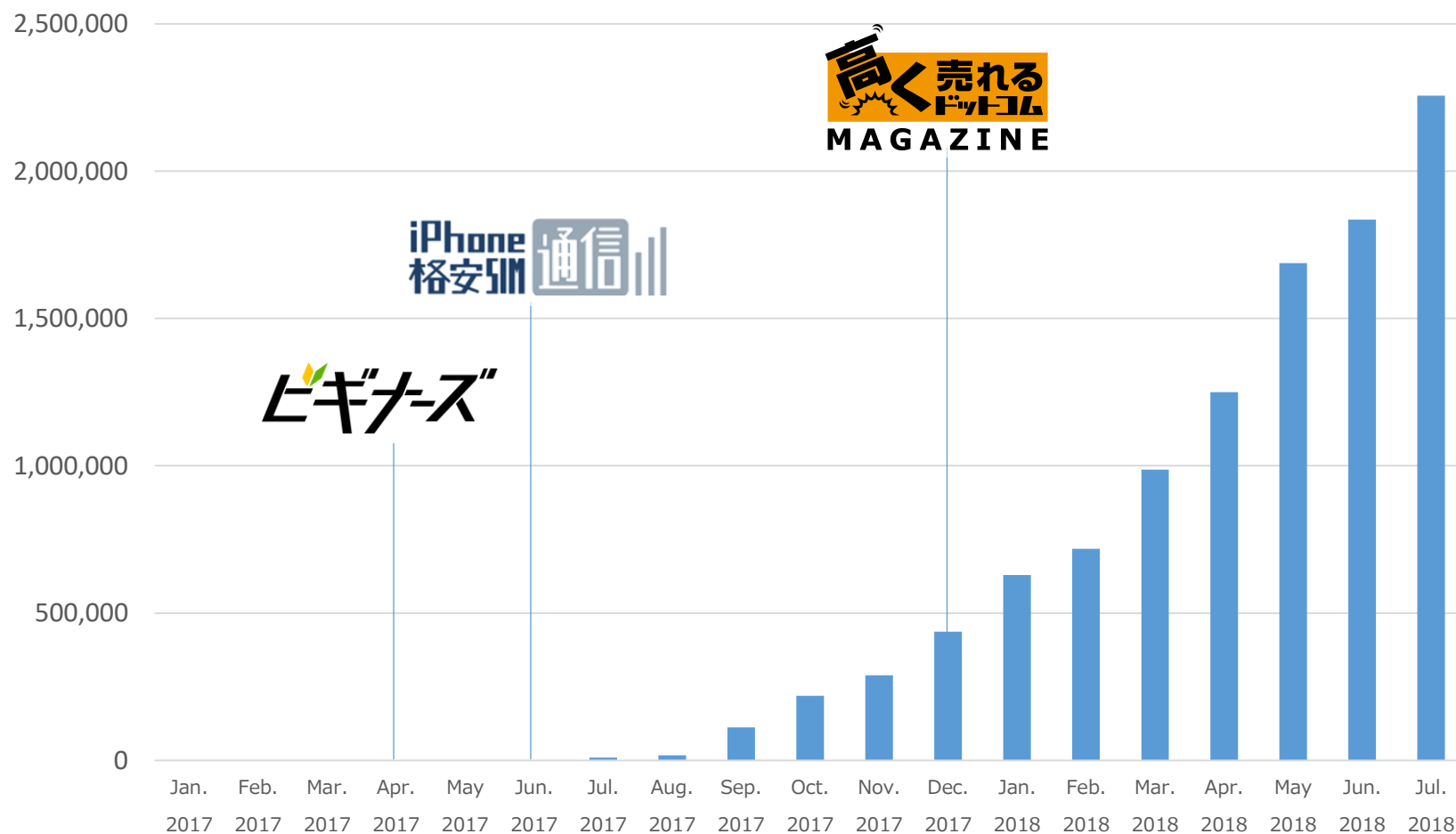
— Agricultural Equipment



— Construction Equipment — Medical Equipment

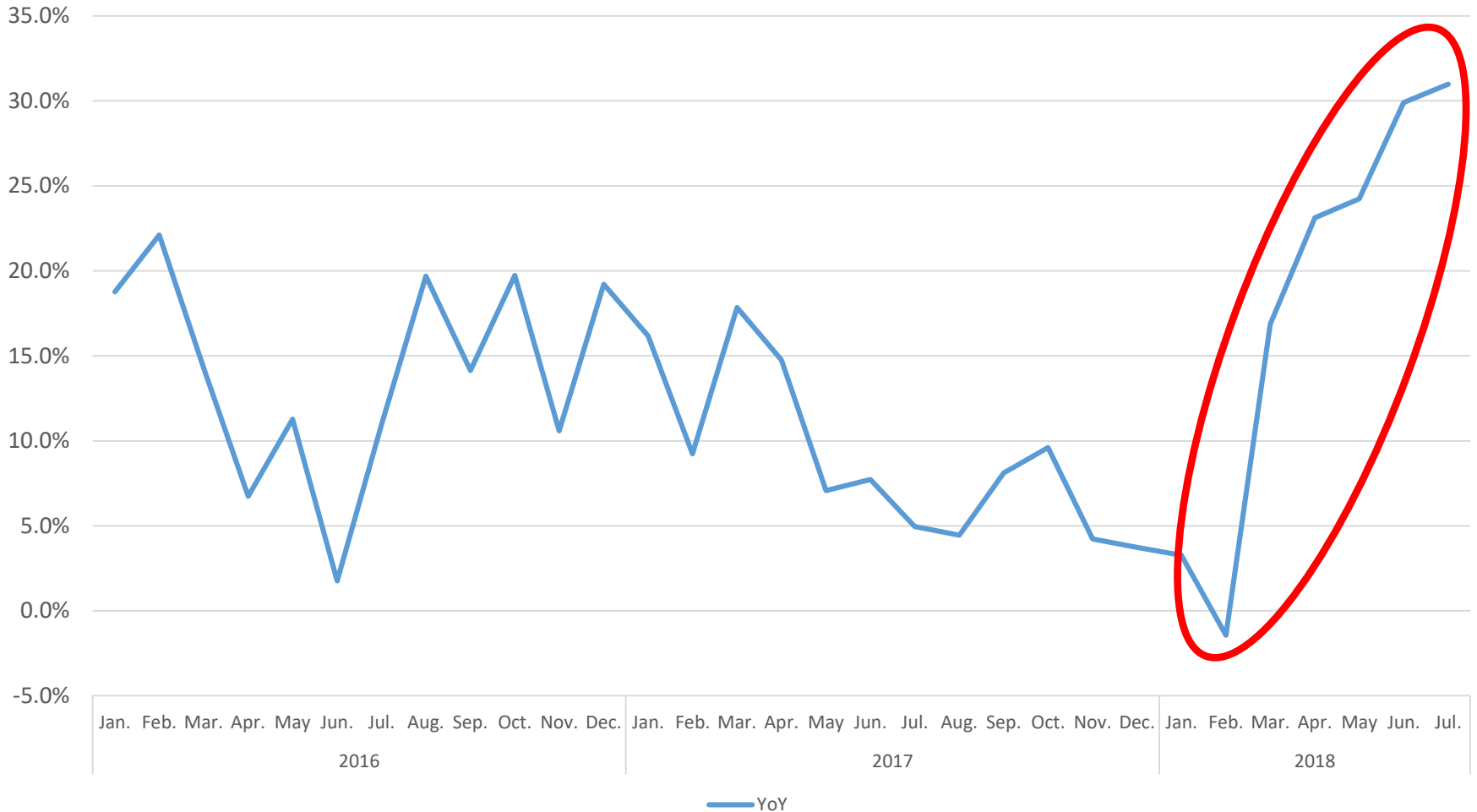
The trend of Page View

The page view of our media reached 2.3 million per month



YoY change of purchase request

By the effect of attracting customers, 4th quarter recovered up 26% YoY



The measure of existing business

Strengthen sales channel development

Purchase

We buy door-to door



Yahoo!

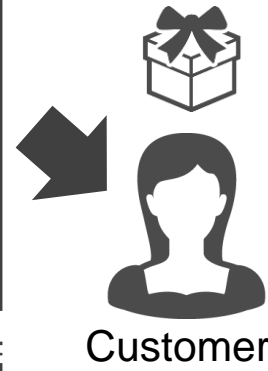
Kaumaenik

Yahuoku!

more

Sell

Efforts to develop sales channels efficiently with a major e-commerce site



Strengthen sales channel development through tie-ups with major companies



MarketEnterprise Co., Ltd. created these materials to assist investors by providing reference information with the goal of greater understanding of our company's current situation. The contents of these materials were written based on generally recognized economic, social, etc. conditions at the time as well as certain assumptions judged to be logical by our company, but contents may be changed without notice due to reasons such as changes in business environments.

Appendix: Company Overview & Business model

Company Overview

Company name

MarketEnterprise Co., Ltd.

Ticker

TSE: 3135

Established

July 7, 2006

Representative

President & CEO Yasushi Kobayashi

Business Contents

Online Reuse Business

Employee Number

326 (Consolidated, include part-timer /as of Jun. 2018)

Business model of Online Reuse

Both purchase and sale are available at multiple-channel.
We can respond customer's wide range needs.

Our base is Consumer to Business to Consumer.
But we can accommodate Large-scale project of corporation.

Business Flow

30 categories
of purchase
web media



Primary Assessment
at call center



Three purchase
methods



Home
Delivery



Door to
Door



Storefront



Repackage and Exhibition
at our own Purchasing Base



Sell on
e-commerce
web site

Yahuoku!

Rakuten

Amazon

eBay

 ReRe