



Company Overview



Securities code: 3135

Profile



Market Enterprise Co., Ltd. **President and CEO Yasushi Kobayashi**

- 1981 Born in Kawagoe City, Saitama Pref, Japan.
- 2003 After graduating from university, joined a venture company
- 2004 Founded Market Enterprise Co., Ltd.
Appointed as CEO of Market Enterprise Co., Ltd.
- 2015 Listed on TSE Mothers
- 2018 23rd Chair of Entrepreneurs' Organization
Trustee of Tokyo Toyo University Incorporated Educational
nstitution
- 2021 Listed on TSE First Section(Prime Market)
Vice President of Japan Reuse Affairs Association



Company Profile

Name	MarketEnterprise Co., Ltd.
Established	July 7, 2006 (business commenced November 1, 2004)
Corp. Philosophy	Developing businesses which build win-win relationships and remaining a group of individuals who enjoy business from the bottom of their hearts
Capital	332,416,200 yen (as of June 30, 2024)
Listing	Tokyo Stock Exchange Prime Market
Representative	Yasushi Kobayashi, President and CEO
Description	Second-Hand Online Business, Media Business, Mobile & Telecommunications Business
Employees	706 (including part-time staff) (as of June 30, 2022)
HQ	Ginza 1st Bldg.2F & 3F, 1-10-6, Ginza Chuo-Ku, Tokyo 104-0061, Japan

Market Enterprise Group - Business Locations

19 locations in Japan, 1 location overseas

MarketEnterprise Head Office and Kinshi-cho Branch

HQ: Chuo-ku, Tokyo; BO: Sumida-ku, Tokyo

Contact Centers and Customer Support Centers

Sumida-ku, Tokyo; Tokushima City, Tokushima

Purchasing Bases (13 locations)

Sapporo City, Hokkaido; Sendai City, Miyagi; Wako City, Saitama;
Chiba City, Chiba; Koto-ku, Tokyo; Fuchu City, Tokyo;
Yokohama City, Kanagawa; Nagoya City, Aichi; Suita City, Osaka;
Osaka City, Osaka; Kobe City, Hyogo; Hiroshima City, Hiroshima;
Fukuoka City, Fukuoka

ME Mobile

Sumida-ku, Tokyo

ME Trading Co., Ltd. (2 locations)

Tottori City, Tottori; Yuuki City, Ibaraki

UMM Co., Ltd.

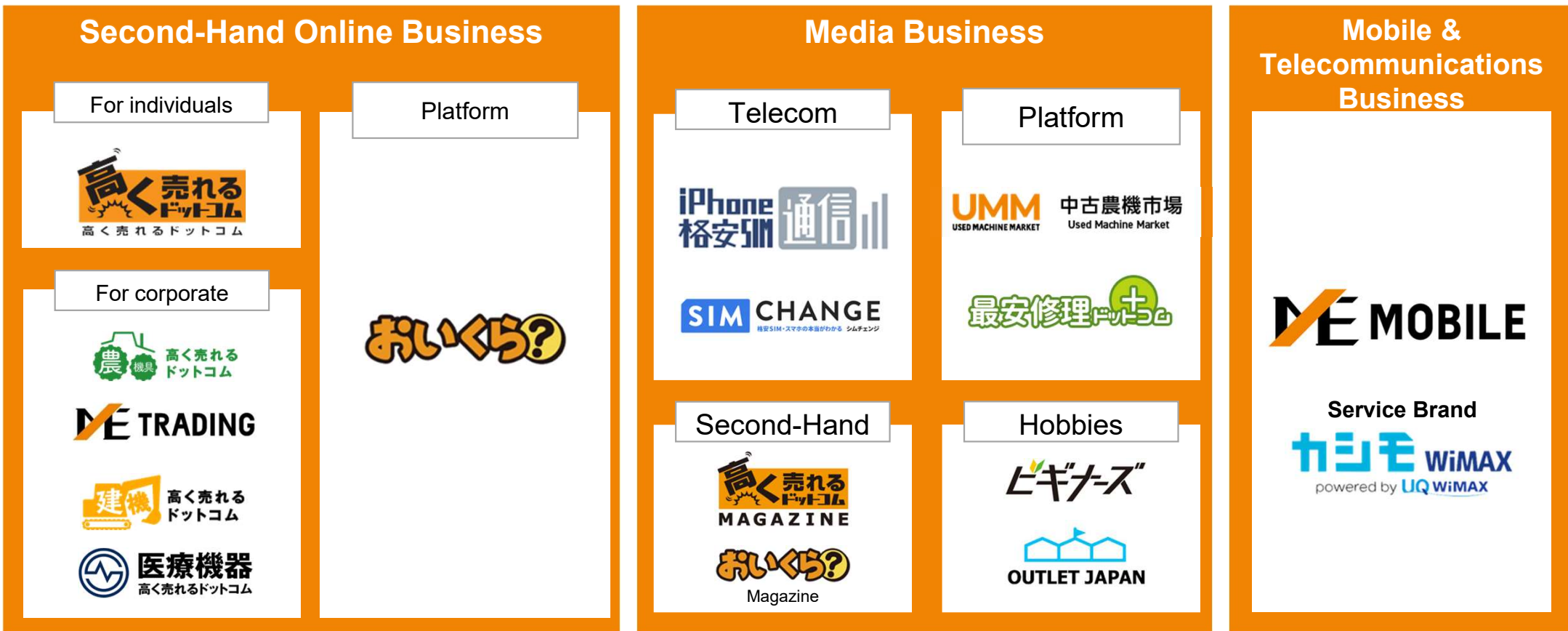
Chuo-ku, Tokyo

MARKETENTERPRISE VIETNAM

HCMC, Viet Nam.

Business Portfolio

Expanding areas of business from Second-Hand Online business for individuals



MarketEnterprise Group - Policy

The Sustainable Development Goals (SDGs) serve as principles for our management.



DX Promotion Support

Capable of comprehensive support, including trading markets, customer attraction support, and infrastructure development

Platform

Providing a fair and safe place to trade

Second-Hand
Online Business

おいくら?

Media Platform

UMM 中古農機市場
USED MACHINE MARKET Used Machine Market

最安修理  ツクリ

Online marketing support

Raising awareness and supporting sales promotion through internet media

Media (article-based media)

Telecom

iPhone
格安SIM 通信

SIM CHANGE
格安SIMの専門店

Hobbies

ビギナース

OUTLET JAPAN

Second-Hand

高く売れる
ブック
MAGAZINE

おいくら?

Provide Internet infrastructure

Constructing an affordable and secure internet environment

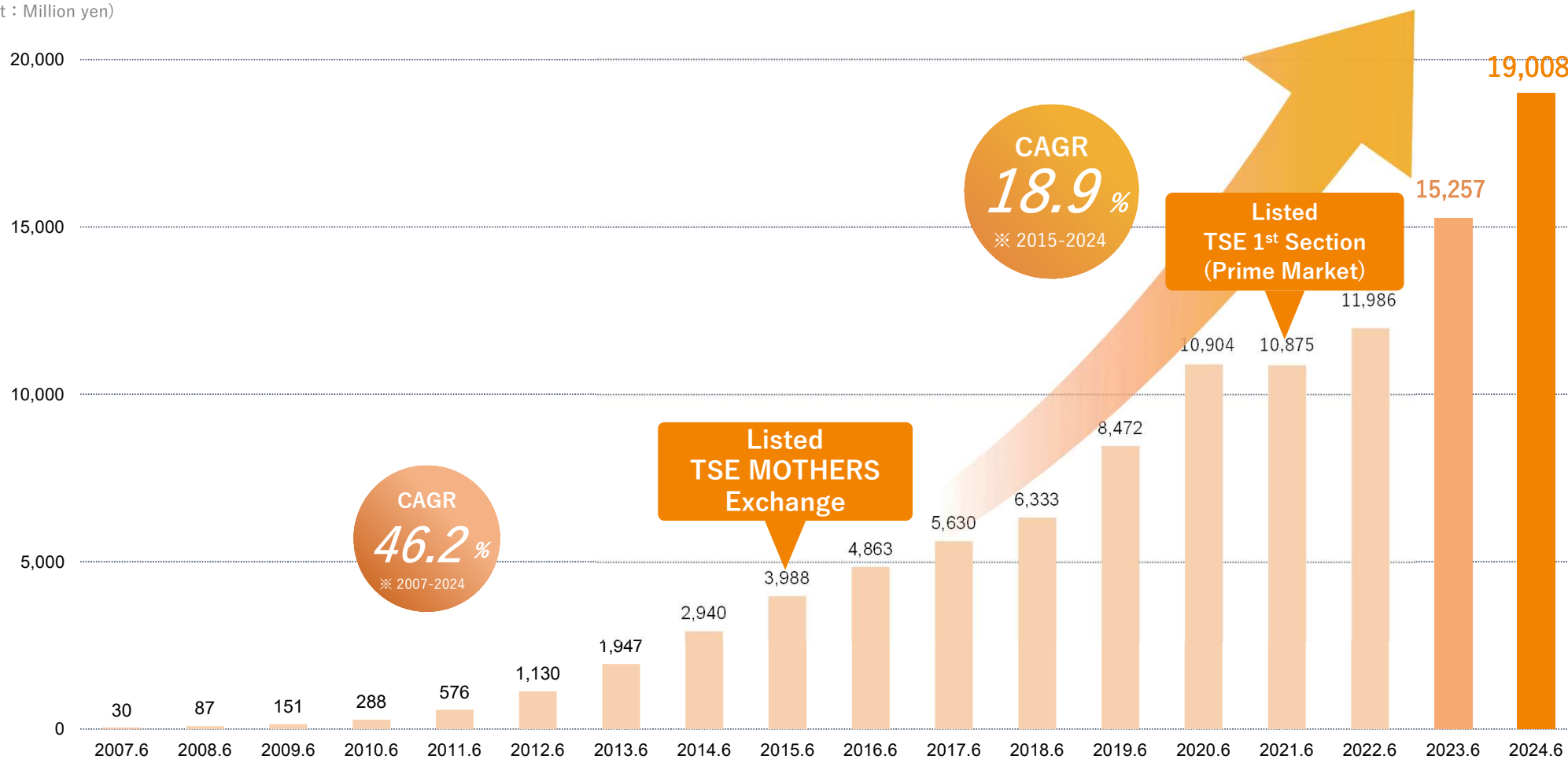


Service Brand

カシモ WiMAX
powered by UQ WiMAX

Business Performance

(unit : Million yen)



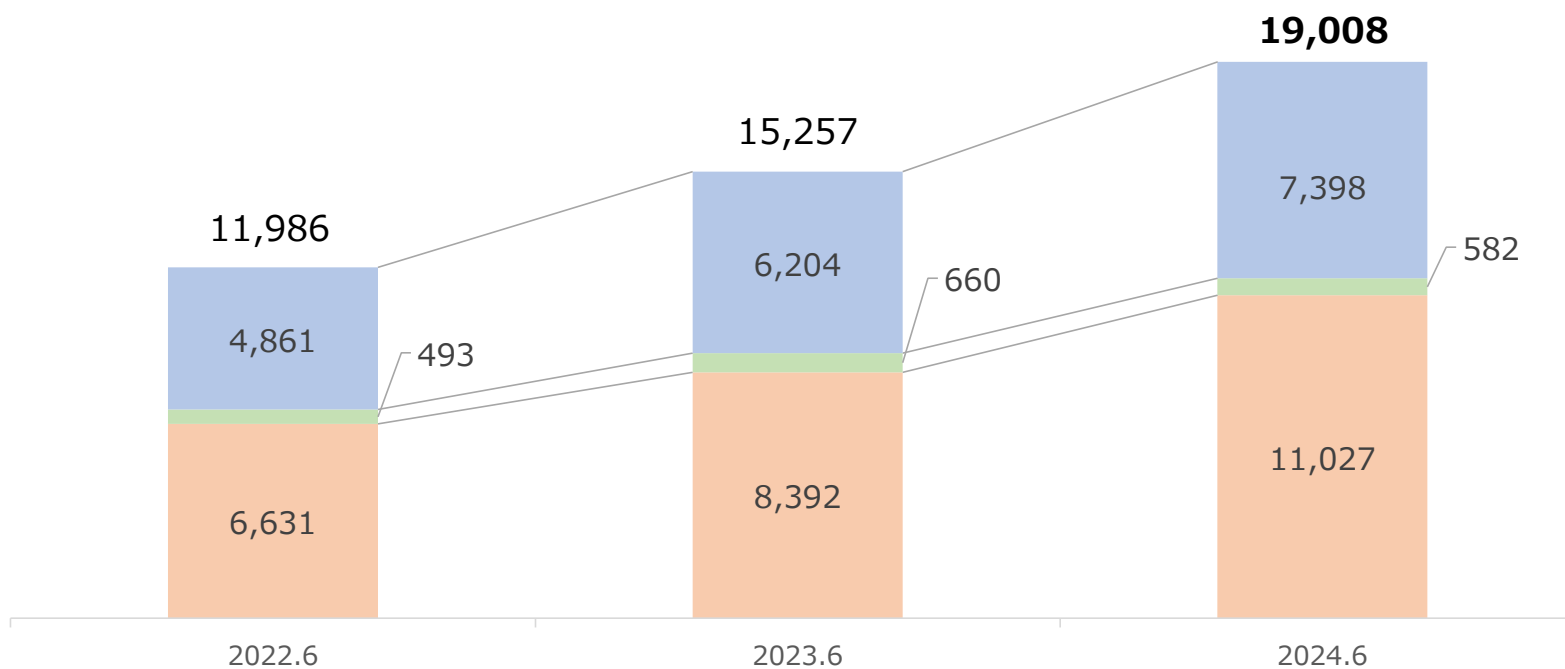
Net Sales by Segment



- Year-on-year sales growth in all business segments

Second-Hand Online Media Mobile & Telecommunications

Unit: million yen





Investor Relations

- English IR Site



- Transcript of FY6/2024 Online Financial Results Briefing





Appendix



Origin of the company name

What is MarketEnterprise?

MARKET+ ENTERPRISE

We are a company engaged in various businesses to aim to be an "**Optimized trading company**" based on the trade of Second-hand goods.

※Our purpose is expressed by the origin of our company name and our long-term vision



Our Goal

An Optimized Trading Company for the creation of Sustainable Society

We can
offer various options
to the consumers
seek to be smart

Establishing a
Second-Hand
circulation business
with Domestic and
Overseas
Corporate Partners

Japan is a developed country which also faces many challenges, such as a falling birthrate, an aging society, and environmental issues.



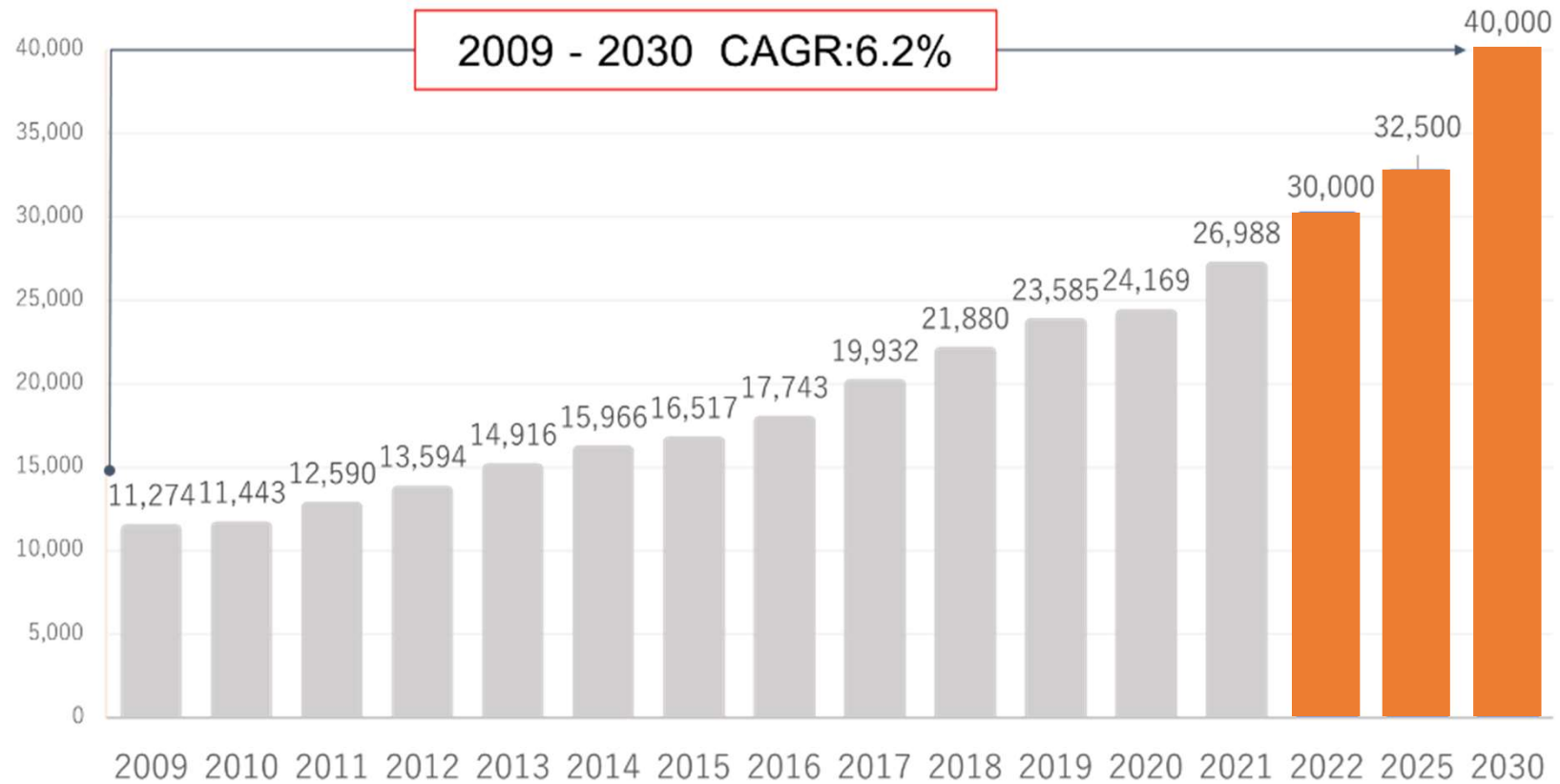
Business Overview

Second-Hand Online Business

Potential Growth of the Second-hand Market

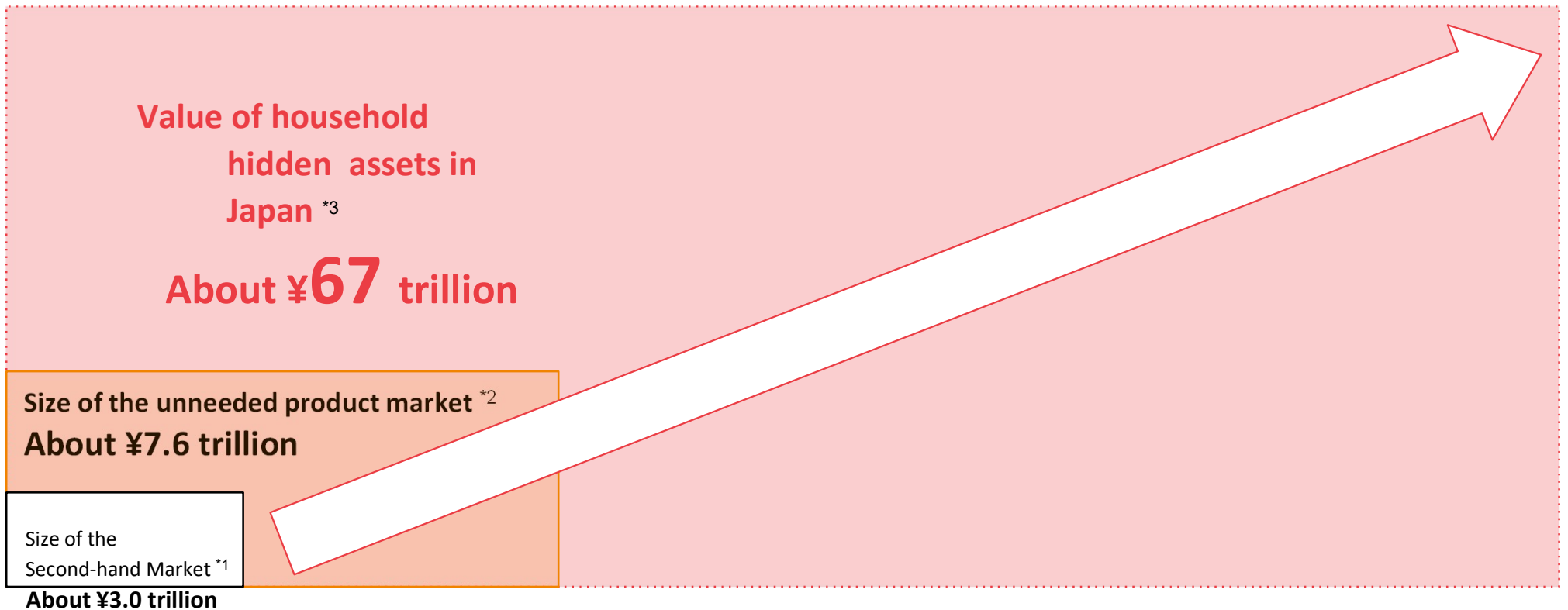
Steady expansion of the second-hand market in Japan

(Unit: billion yen)



Potential Growth of the Second-hand Market

The Second-hand Market in Japan has enormous potential for more growth.



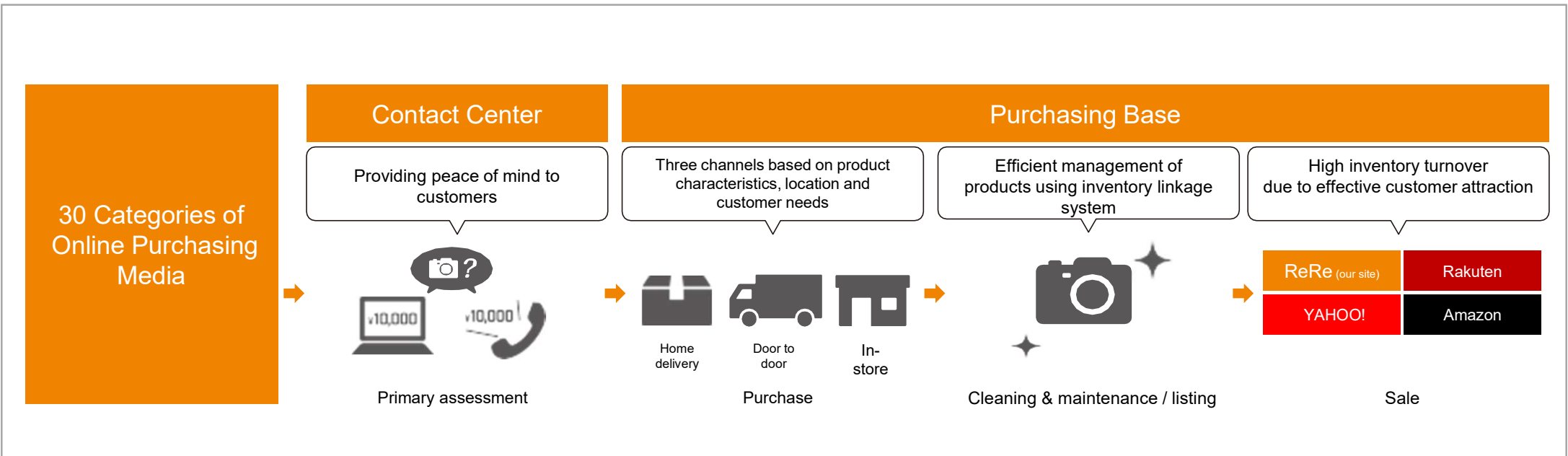
*1 2023 Used Product Market Data Book, Recycle Tsushin

*2 Infrastructure for a Data-driven Society in Japan (E-commerce Market Survey), Ministry of Economy, Trade and Industry (2017)

*3 From the 2023 edition of the survey press release on “hidden assets” in Japanese homes

Second-Hand Online Business: Business Flow

- Both purchase and sales are available at multiple-channel. We can respond to customers' various needs.
- We have strengthened our support for the large corporate projects based on "C2B2C*".



*C2B2C: acronym of "Consumer to Business to Consumer" Transactions conducted through a corporation rather than directly between individuals.

Second-Hand Online Business: Purchasing Vertical Sites

Handling 30 categories of mainly niche products.



Second-Hand Online Business: Strengths

Primary assessment at contact center



Proposing of purchase price/method

Purchasing through 3 channels



Home delivery-based purchasing



In-store purchasing



Door to door purchasing

Purchasing bases across the country

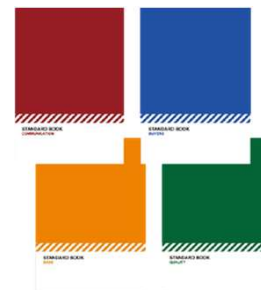


Reduces psychological and physical barriers by developing to areas close to customers

Expanding purchasing bases

to 13 cities: Sapporo, Sendai, Saitama, Chiba, Tokyo, West Tokyo, Yokohama, Nagoya, Osaka, East Osaka, Kobe, Hiroshima, Fukuoka.

Standardized operations



1,000-page operation manual

Manual clarifying business processes
Standardization of service level putting the “STANDARD BOOK” into practice

Business alliance

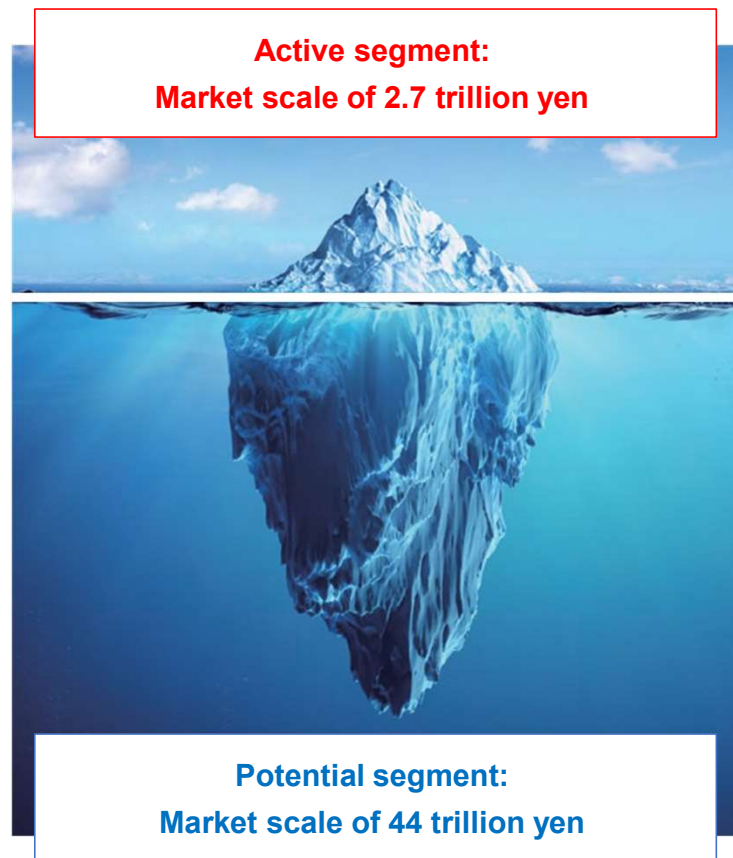
Alliances with various corporations such as e-commerce, banks, and manufacturers



others

Measures for future growth

- Full-scale approach to potential customers and focus on discovering needs
- In addition to recruiting and training personnel, we will also promote productivity improvements.



[Existing Target Audience]

Consumers who have clear needs and are aware of resale value

Purchase by presenting an appropriate flow and price (Our conventional sales style)

[Newly added target group]

Consumers who are not clearly aware of their needs

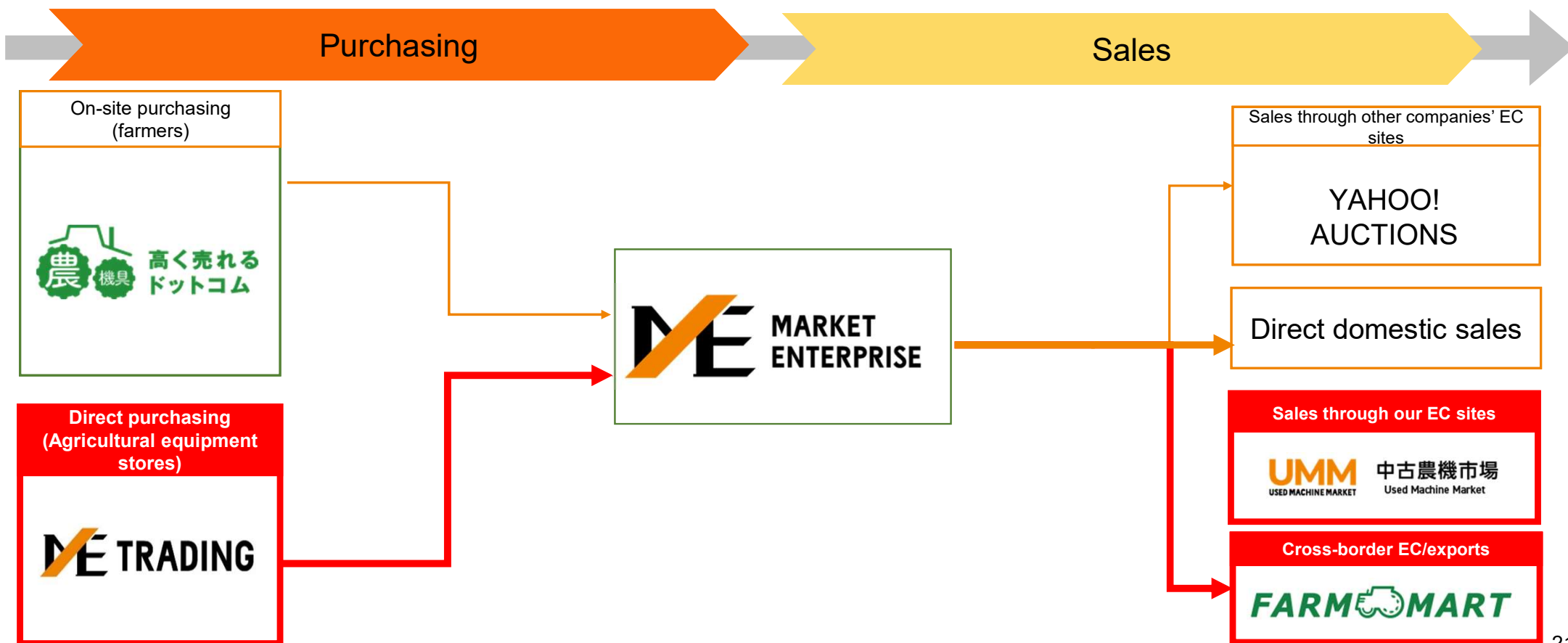
Customer support through direct communication
Clarify needs

Purchase through proposal-based sales

Second-Hand Online Business: Agricultural equipment

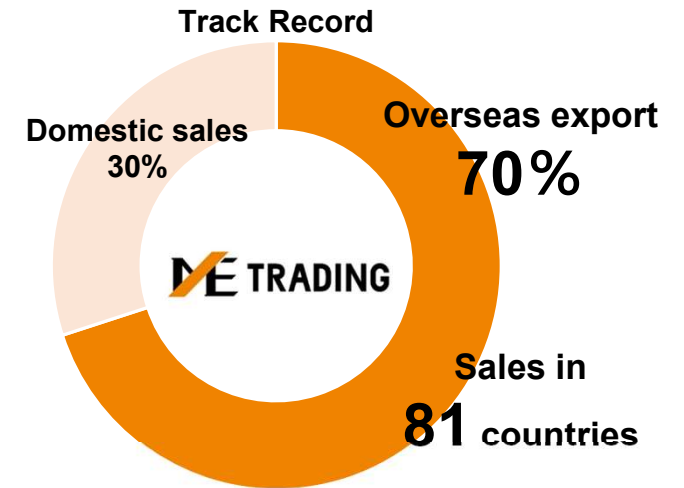
For purchase: direct purchasing from agricultural equipment stores

For sales: exports and our own marketplace



About ME Trading Co., Ltd.

Subsidiary	ME Trading Co., Ltd.
Sales Office Locations	Tottori City, Tottori; Yuuki City, Ibaraki
Business Description	Purchase of used farm equipment Domestic and overseas sales and exports

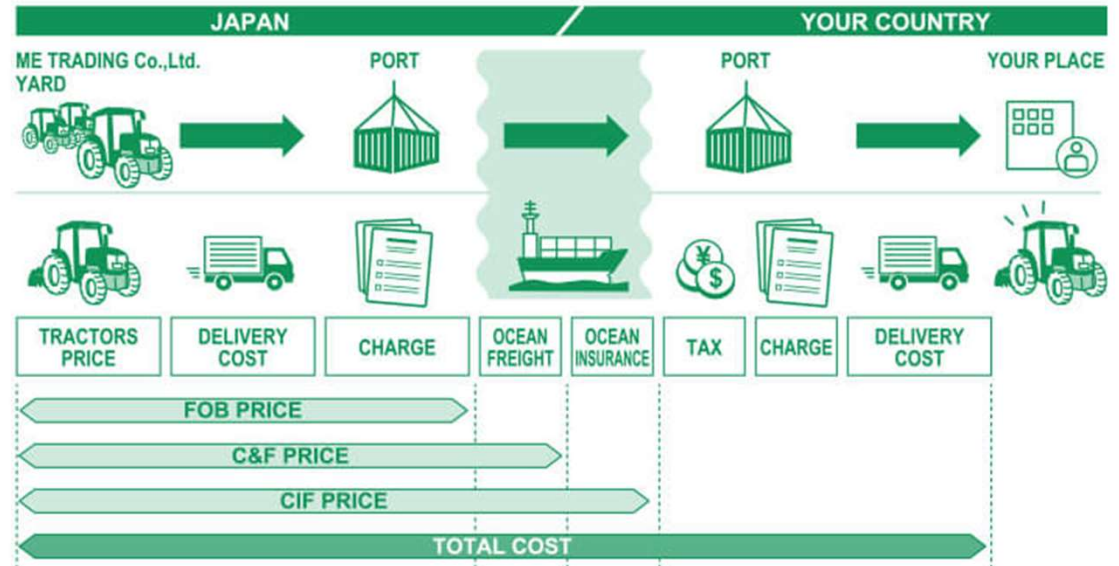


About FARM MART

A wide variety of products. You can purchase high-quality used agricultural machinery from Japan at a low price.

<https://farm-mart.jp/vi>

INCOTERMS



Agricultural equipment

Second-hand agricultural machinery used in Japan is highly durable even if it is 20 or 30 years old.
Popular for its high performance
export a lot to the EU, Asia and the middle eastern countries.



- Vietnam
- Netherlands
- Albania
- Armenia
- Belgium
- France
- England
- Greece
- Italy
- Hungary
- Moldova
- Poland
- Romania
- Spain
- Egypt
- Saudi Arabia
- Yemen
- Kenya
- Morocco
- South Africa
- Bangladesh
- Cambodia
- China

Other

Agricultural equipment

Many countries have no choice but to rely on human power for agricultural work,
Visited by multiple embassy officials



January 2022
Embassy of the Republic of Mozambique



March 2023
Embassy of the Republic of Uganda

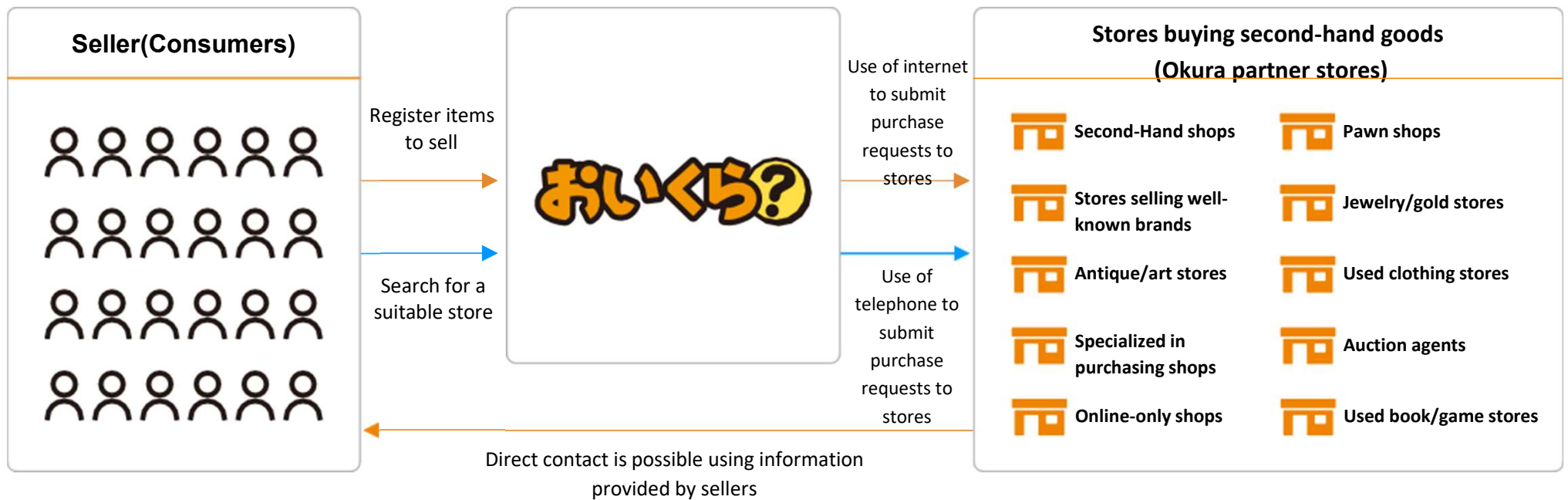


August 2023
Embassy of the Republic of Botswana

Oikura Business Model

Oikura is an Internet platform that helps attract customers to second-hand shops nationwide.

1.3 million people have used the service so far



Oikura Business Model

Accelerating cooperation with local governments to realize a sustainable recycling-oriented society
 142 Collaboration with local governments.



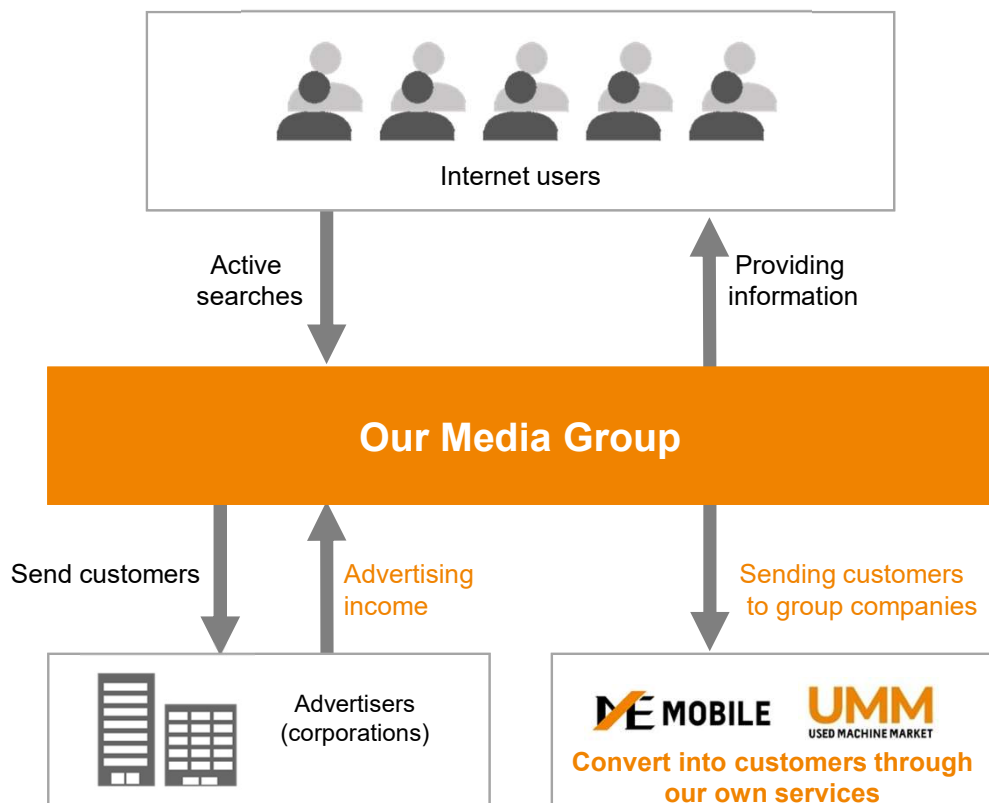


Business Overview
Media Business
Mobile & Telecommunication Business

Media Business : Business Model and List of Operated Media

8 million PV/month

• Business Model



From June 2017
Information media
for iPhones, Wi-Fi and WiMAX



From August 2019
Comparison media for discount SIM services



From March 2018
Second-Hand focused
media to help understand the purchase, sale,
and disposal of goods

Tips for purchasing and
recycling furniture and appliances at a
discount



From June 2017
Media for discovering new hobbies



From January 2019
Information media
for nationwide outlet malls



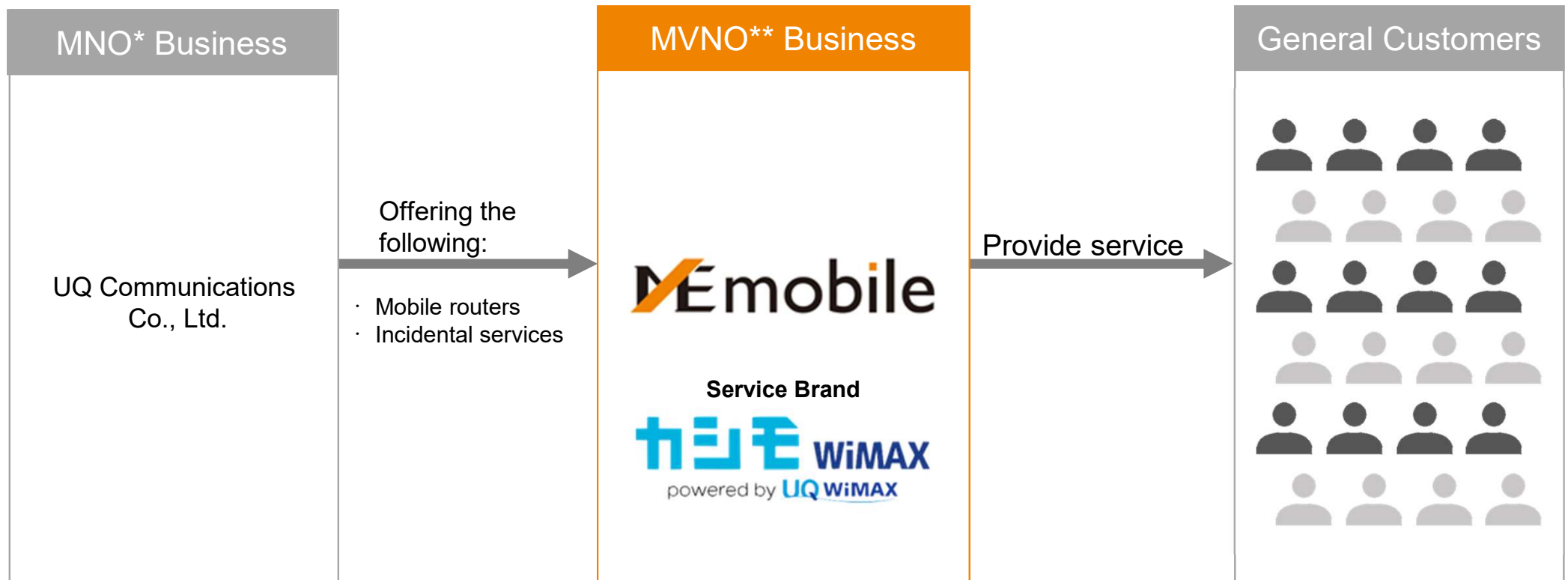
From February 2020
Media pertaining to repairs



From May 2020
Used agricultural equipment purchase and
sales platform

Mobile & Telecommunications Business - Business Model

- The number of contracts increases with the cheap and simple plan of "the lowest class in the industry".
- Total number of lines owned: 100,000 lines



*"MNO" refers to a mobile communications provider that installs and owns its own mobile networks, such as for cellular phones, and provides communication services.

**"MVNO" refers to a virtual mobile communication operator which does not own its own mobile networks, but instead leases wireless communication infrastructure from other companies to provide services.

To be an Optimized Trading Company
for the creation of Sustainable Society

