



Results of Operations for the  
First Nine Months of the Fiscal Year  
Ending June 30, 2023

May 15, 2023

MarketEnterprise Co., Ltd.

Securities code: 3135





# Agenda

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3Q FY6/23 Results of Operations

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Overview of Business Results by Segment

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FY6/23 Forecasts

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1

## 3Q FY6/23 Results of Operations

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## Net sales

- ✓ Record-high sales in the first nine months, which were 74.4% of the FY forecast
- ✓ YoY sales growth in the 1Q, 2Q and 3Q in all business segments

## Operating profit

- ✓ Smaller operating loss despite substantial advertising activities, workforce growth, new locations and other expenditures
- ✓ Returned to profitability (operating profit basis) in the first nine months

## Outlook

- ✓ Sales and earnings in the first nine months are mostly as expected.
- ✓ No change in the FY6/23 forecasts: sales of ¥15 billion, operating profit of ¥300 million

# 3Q Statement of Income

- ✓ Performance was expected with YoY sales growth and an improvement in profitability
- ✓ Profitable on an operating profit basis

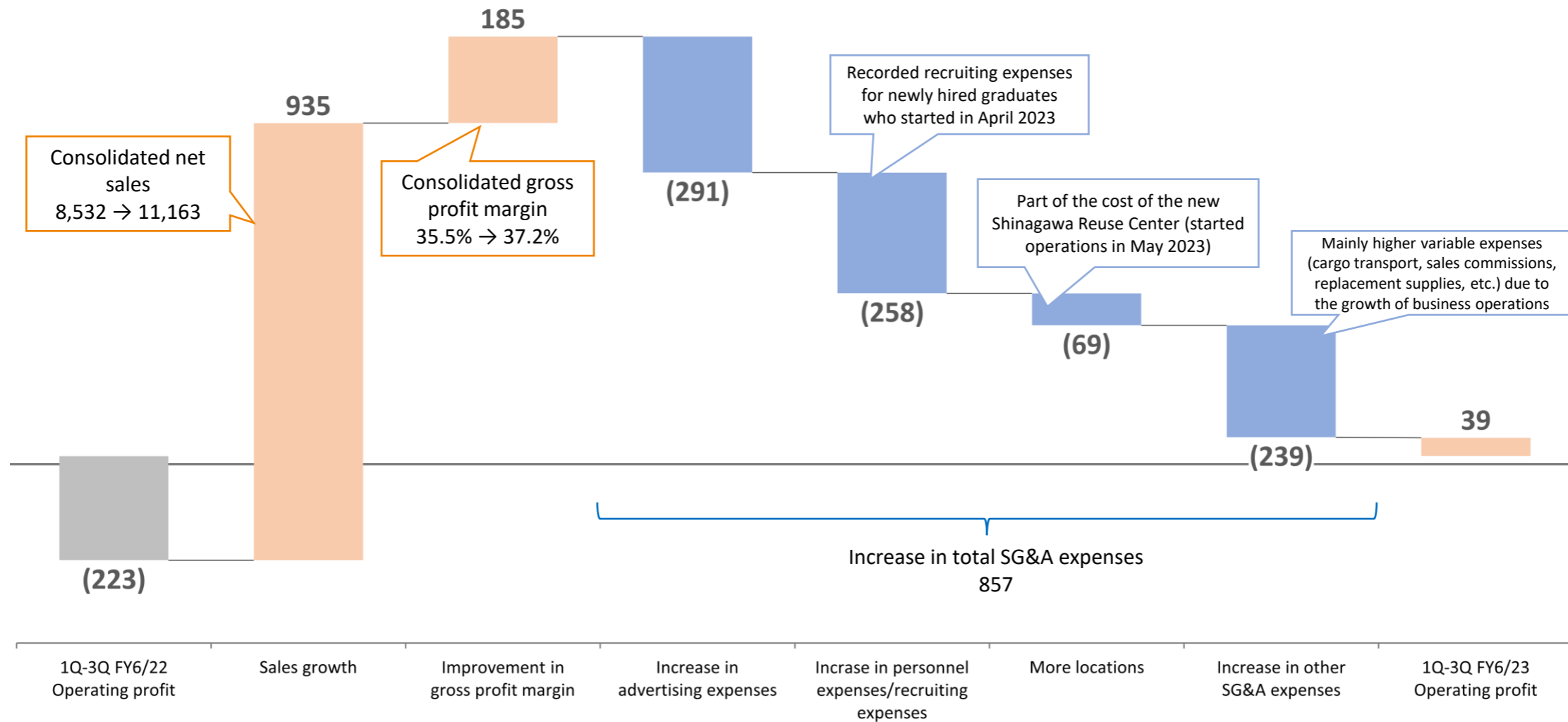
(Million yen)

	1Q-3Q FY6/22	1Q-3Q FY6/23	YoY change	
			Amount	%
Net sales	8,532	11,163	+2,630	+30.8%
Gross profit	3,031	4,151	+1,120	+36.9%
Operating profit	(223)	39	+263	-
Ordinary profit	(240)	89	+329	-
Profit attributable to owners of parent	(213)	(106)	+107	-

# 3Q Analysis of Change in Operating Profit

✓ An operating profit for the first nine months following the 1H operating loss even as large expenditures continue for advertising, personnel and business sites

(Million yen)



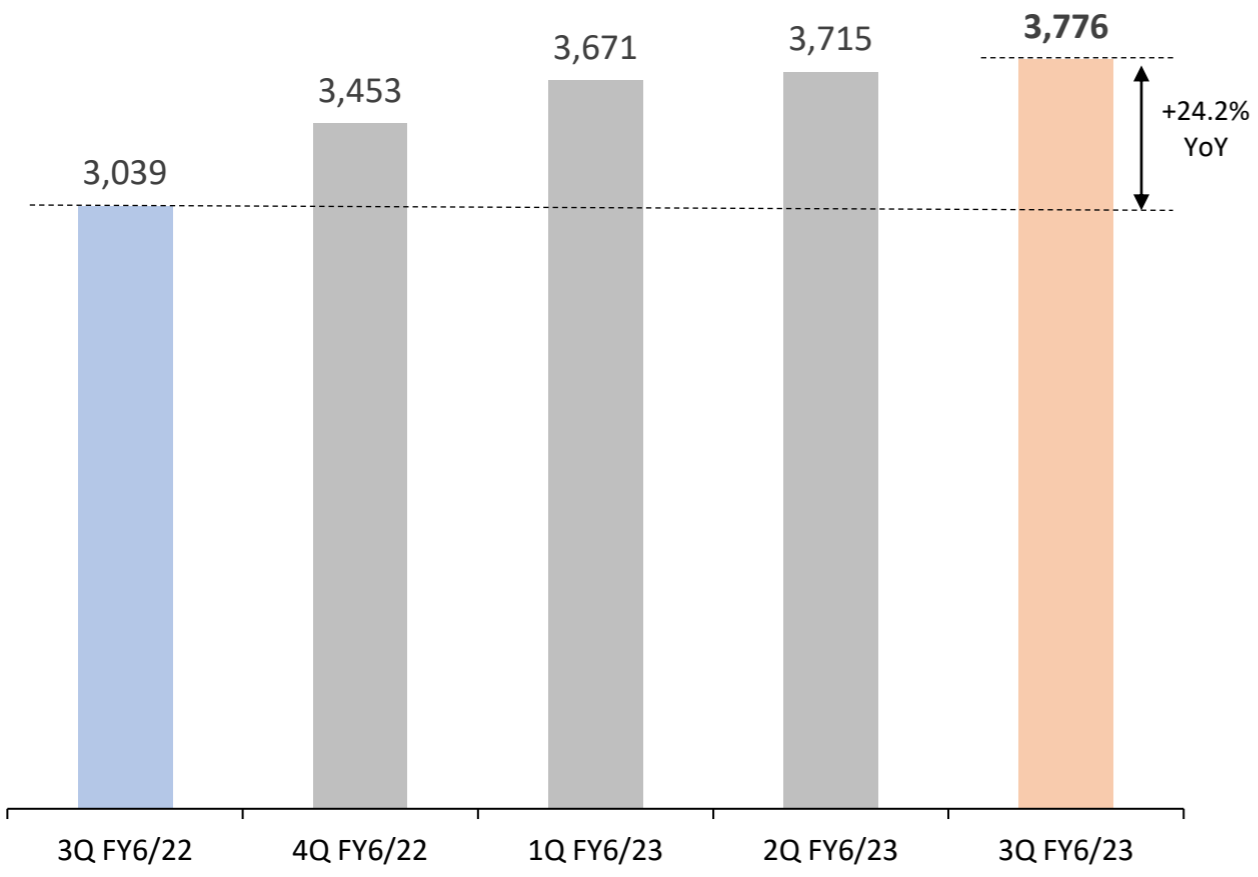
# Quarterly Consolidated Sales and Operating Profit



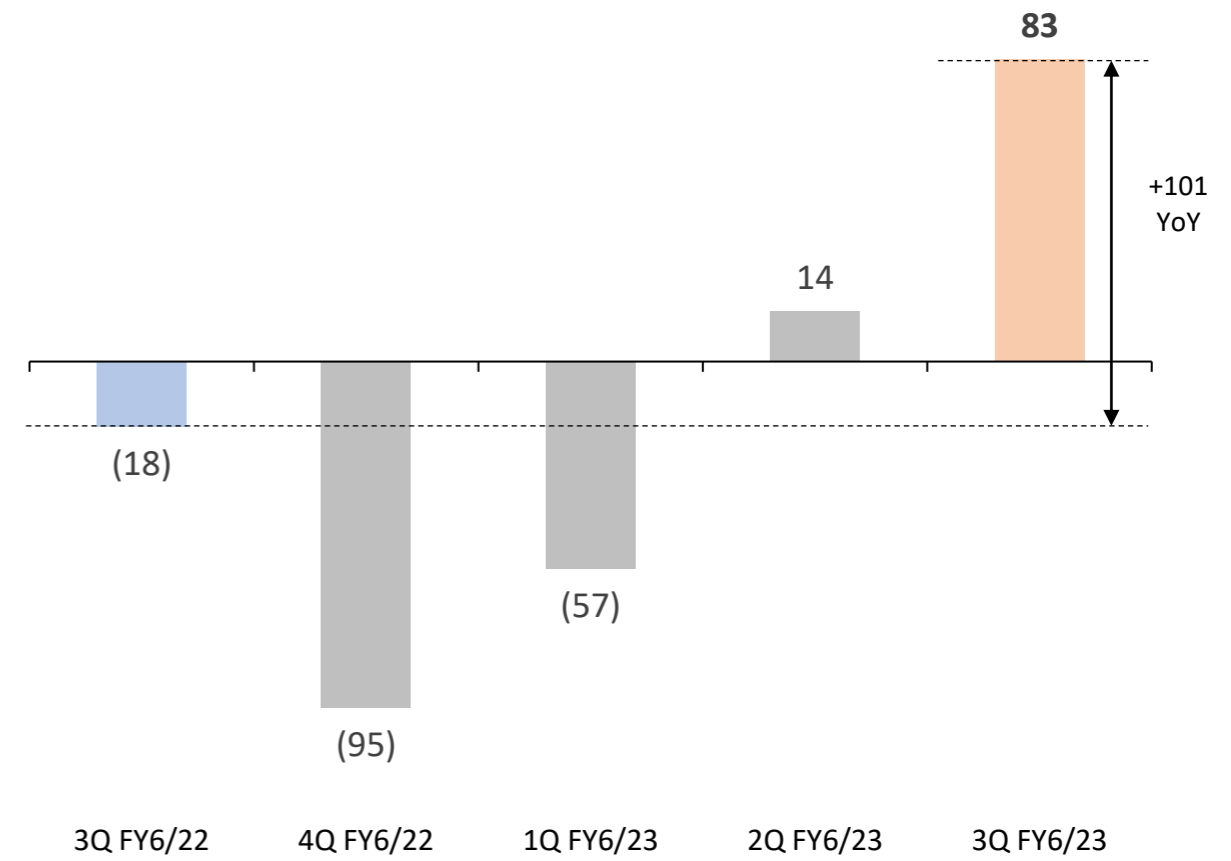
- ✓ Net sales: Sales increased for six consecutive quarters as sales set new records
- ✓ Operating profit: Became profitable in the third quarter on an operating profit basis

(Million yen)

### Consolidated net sales

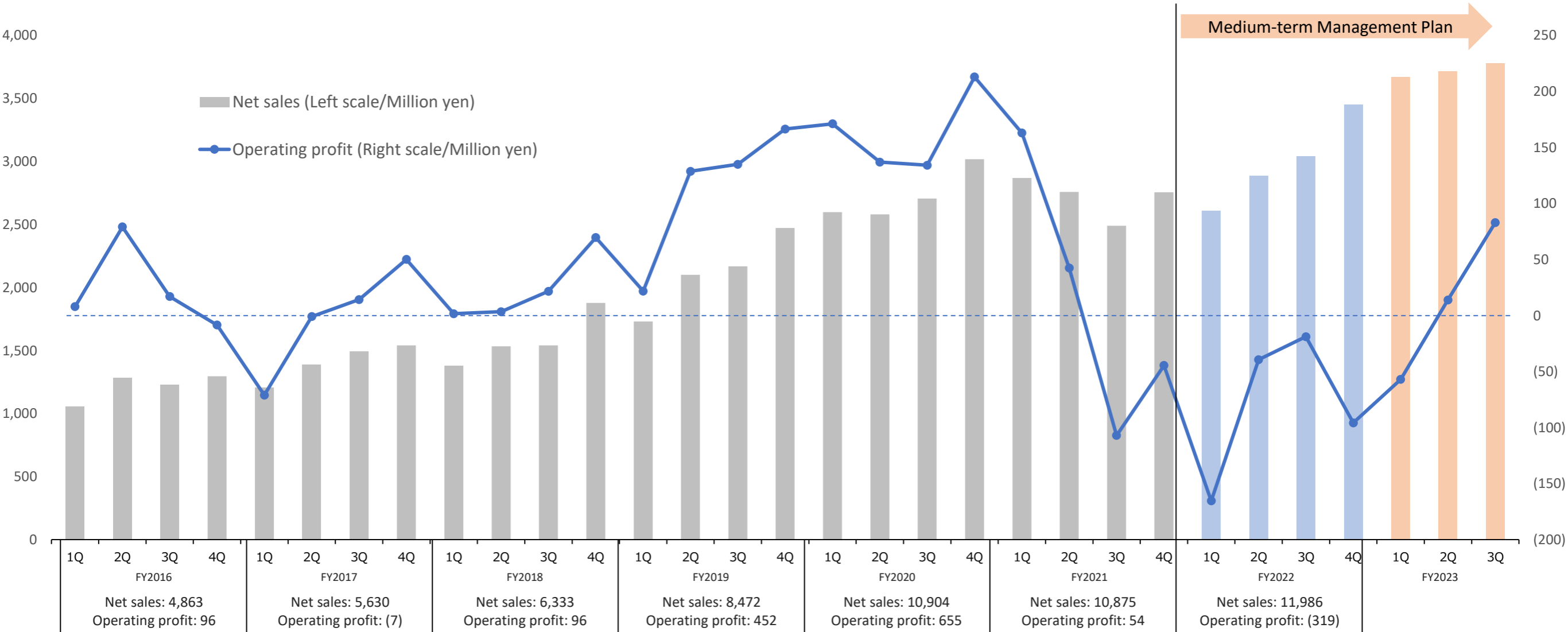


### Consolidated operating profit



# Quarterly Sales and Operating Profit since the IPO

- ✓ Net sales: Increasing steadily during the current medium-term management plan
- ✓ Operating profit: A big recovery due to benefits of investments during the plan's first year

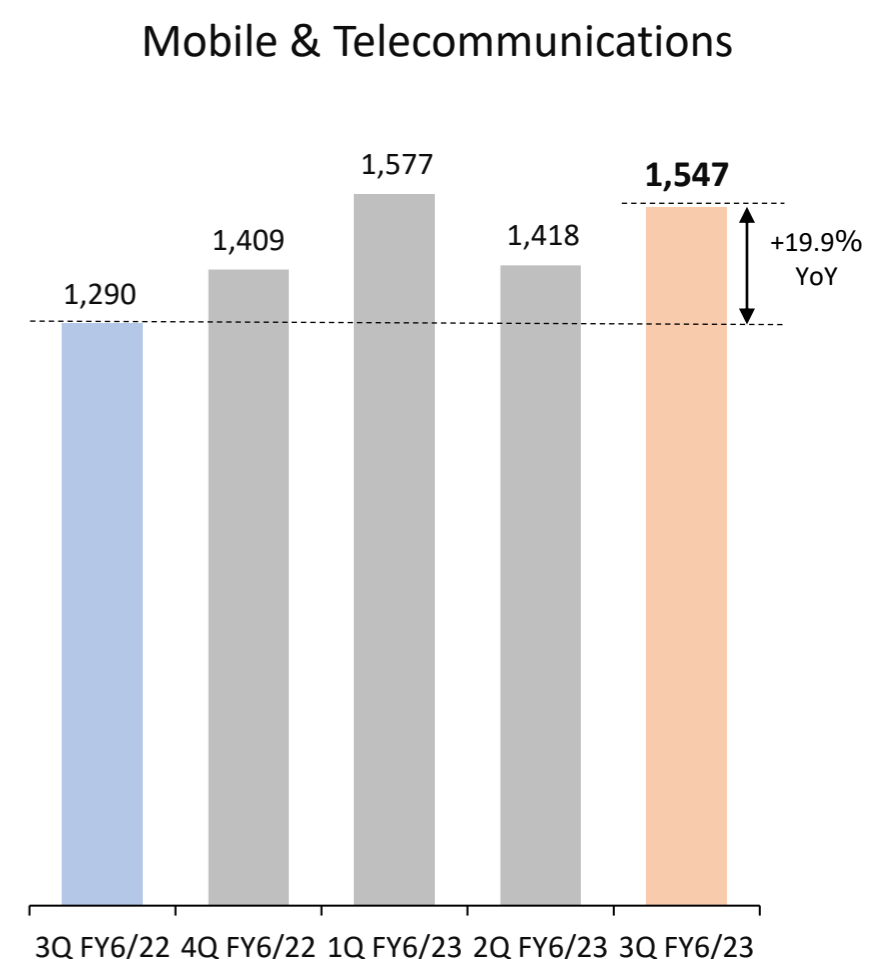
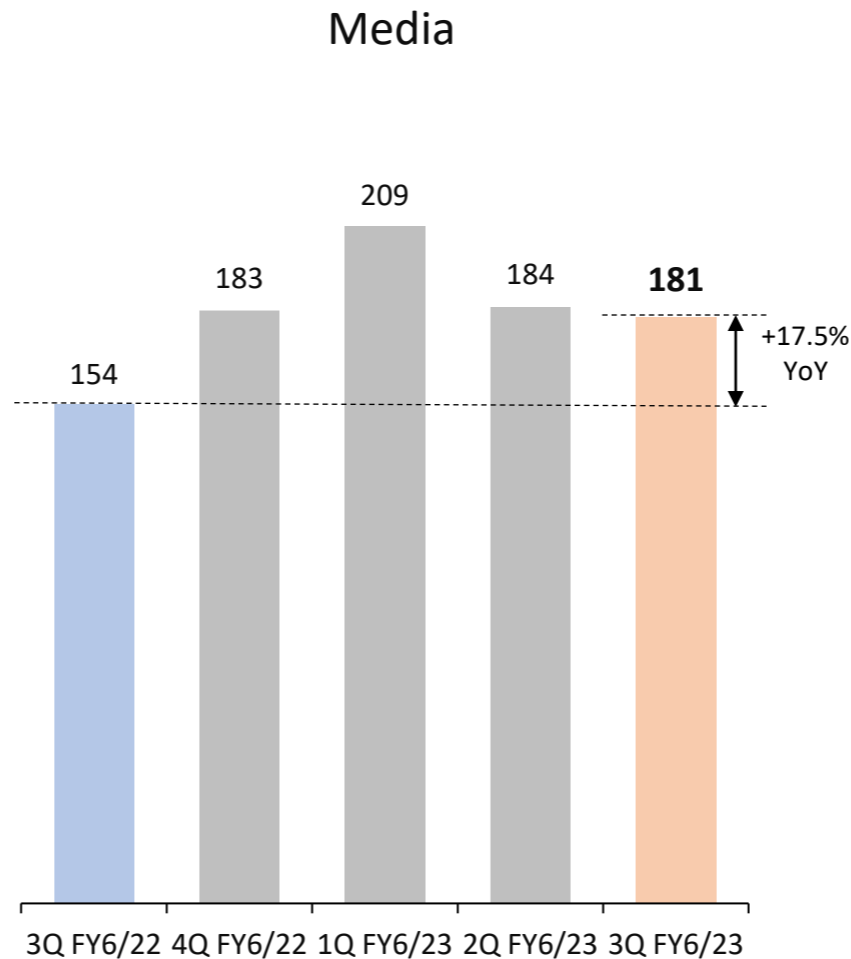
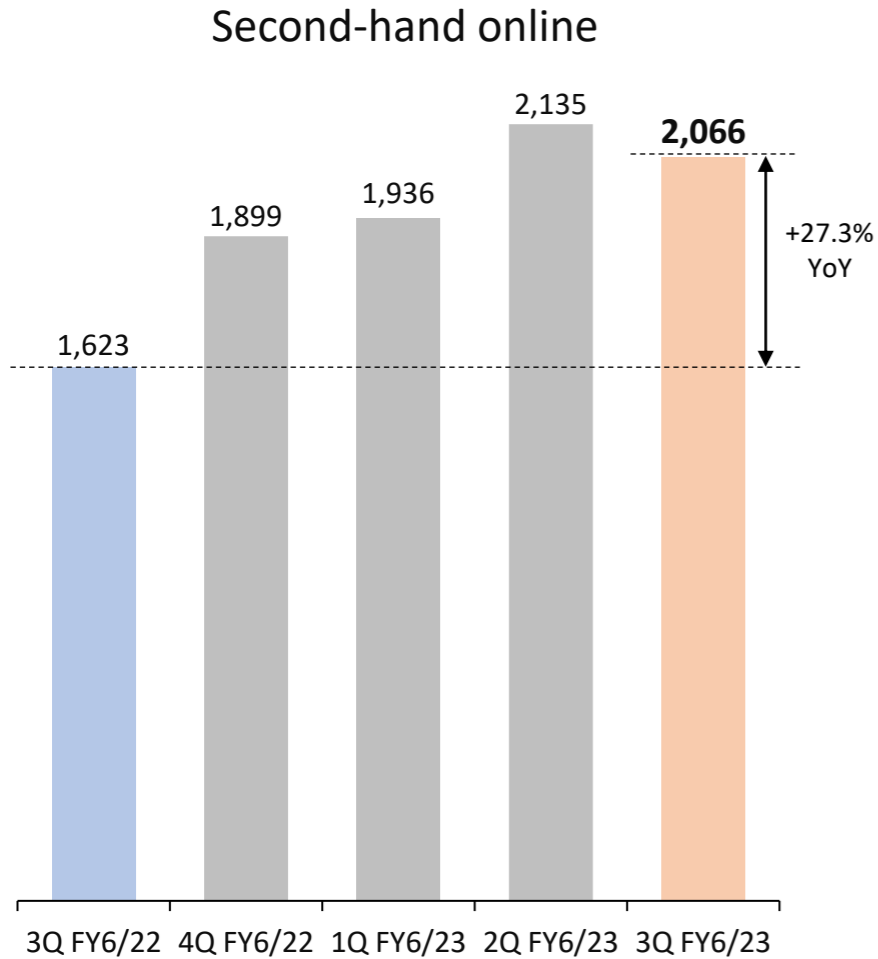




# Quarterly Consolidated Sales By Business Segment

✓ YoY sales growth in all business segments in the 1Q, 2Q and 3Q

(Million yen)



## ✓ Derivative valuation gain (non-operating income) in the third quarter

### Summary

- This gain involves a stock future transaction contract\* with SBI SECURITIES Co., Ltd. that was signed on September 14, 2022. MarketEnterprise will submit or receive a payment depending on the difference between two designated prices involving its stock when the contract ends.
- Until this contract ends, the price of MarketEnterprise stock at the end of each quarter will have an effect as non-operating income or an expense on earnings.
- For example, in the third quarter, there is non-operating income if the price of MarketEnterprise stock at the end of the quarter is higher than at the end of the previous quarter and a non-operating expense if the price is lower.

\*Information about this contract is in a press release dated September 14, 2022 (Japanese version only).

### Third quarter extraordinary income due to this contract

- The derivative valuation gain at the end of the third quarter was +¥87,900 thousand, ¥83,100 thousand higher than at the end of the previous quarter.

	End-2Q	End-3Q
Stock price	942 yen	1,219 yen
Valuation gain	4,800 thousand yen	87,900 thousand yen

### ✓ Expect a fourth quarter gain on the sale of investment securities (extraordinary income)

#### Summary

- Investment securities will be sold to increase financial soundness for supporting the growth of business operations and to use the company's assets more efficiently.
- Planned sale of securities
  - (1) Plan to sell the securities of one privately owned company.
  - (2) The sale is to take place in May or June 2023.
  - (3) The expected gain on this sale is about ¥300 million.

#### Effect on fourth quarter earnings

- A gain on the sale of investment securities (extraordinary income) of about ¥300 million is expected.
- An examination is under way concerning the effects of this sale and other items on the fiscal year forecast. An announcement will be made promptly if there is a need to revise the forecast.

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## Overview of Business Results by Segment

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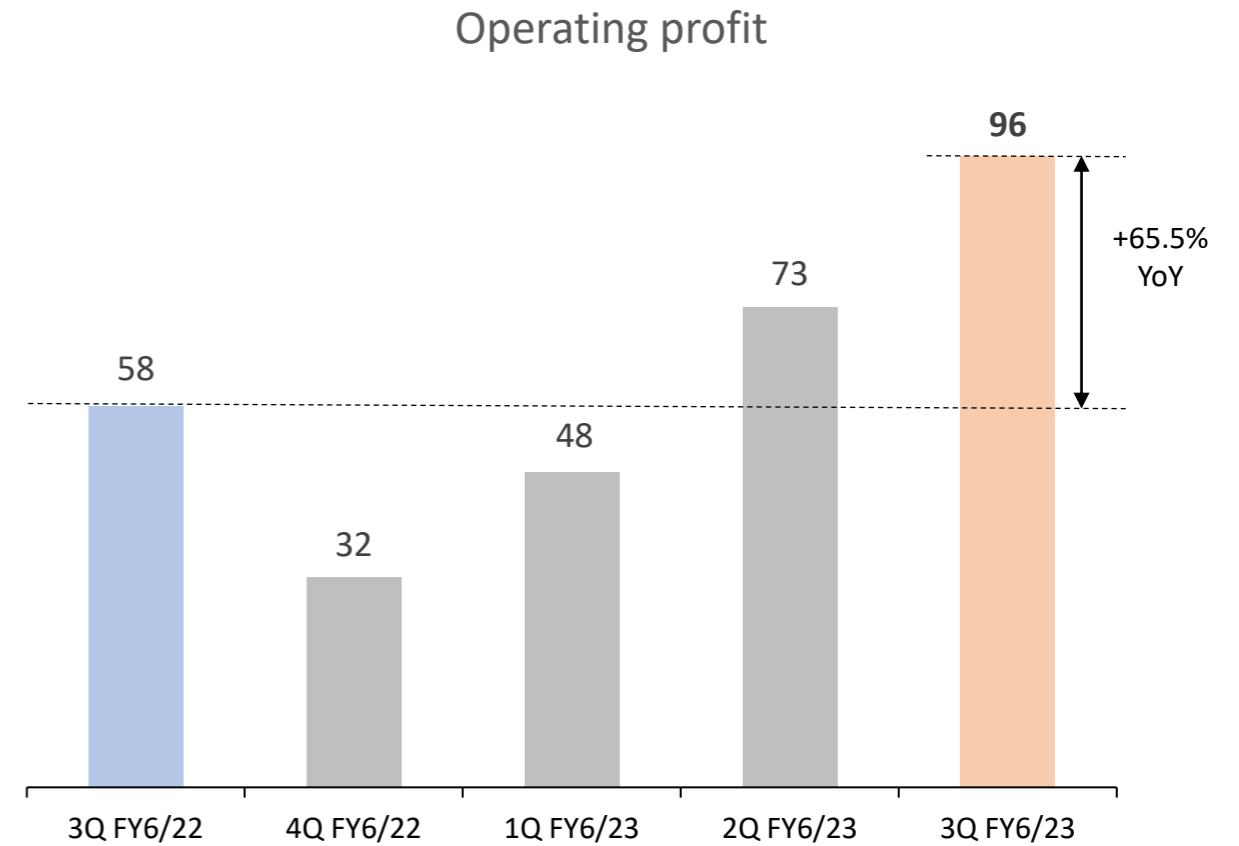
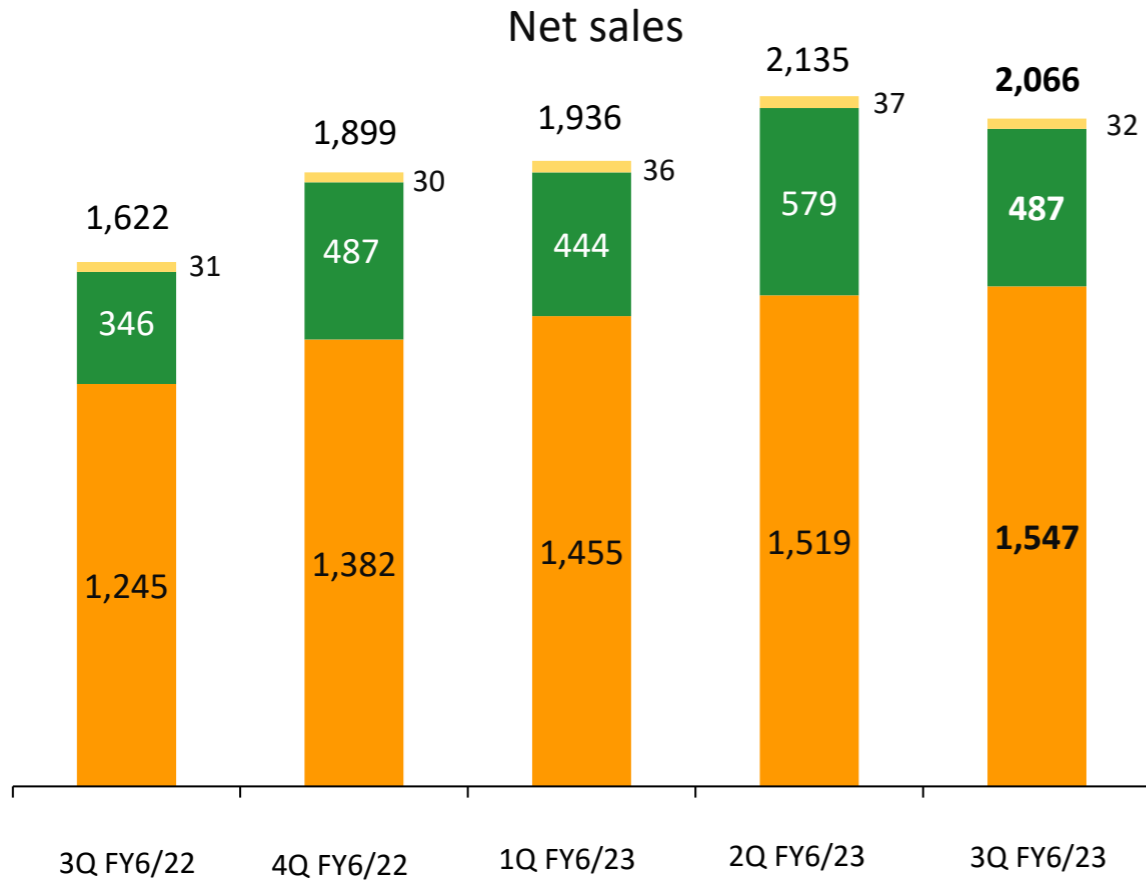


# **Second-hand Online Business**

# Second-hand Online Business: Quarterly Results

- ✓ Net sales: YoY sales growth in all three businesses
- ✓ Profit: Earnings in this segment increased because of the growth of earnings from second-hand services for individuals.

(Million yen)



■ For individuals   
 ■ Machinery (agricultural equipment)   
 ■ Oikura



# Second-hand Online Business

- 1) Second-hand Services for Individuals**
- 2) Machinery (Agricultural Equipment)
- 3) Oikura

- ✓ Starting in FY6/23, many activities to target previously unused customer segments previously in order to create and meet new sources of demand
- ✓ More hiring and training of purchasing personnel along with measures to improve productivity



Currently targeted customers

- Individuals with clear needs involving second-hand items and who know the value of reselling these items
- Individuals who sell these items when offered a proper procedure and price (conventional MarketEnterprise business model)

**Additional customer segments**

- **Individuals who are not well aware of their needs involving second-hand items**
- **Use direct communications to raise the awareness of these needs**

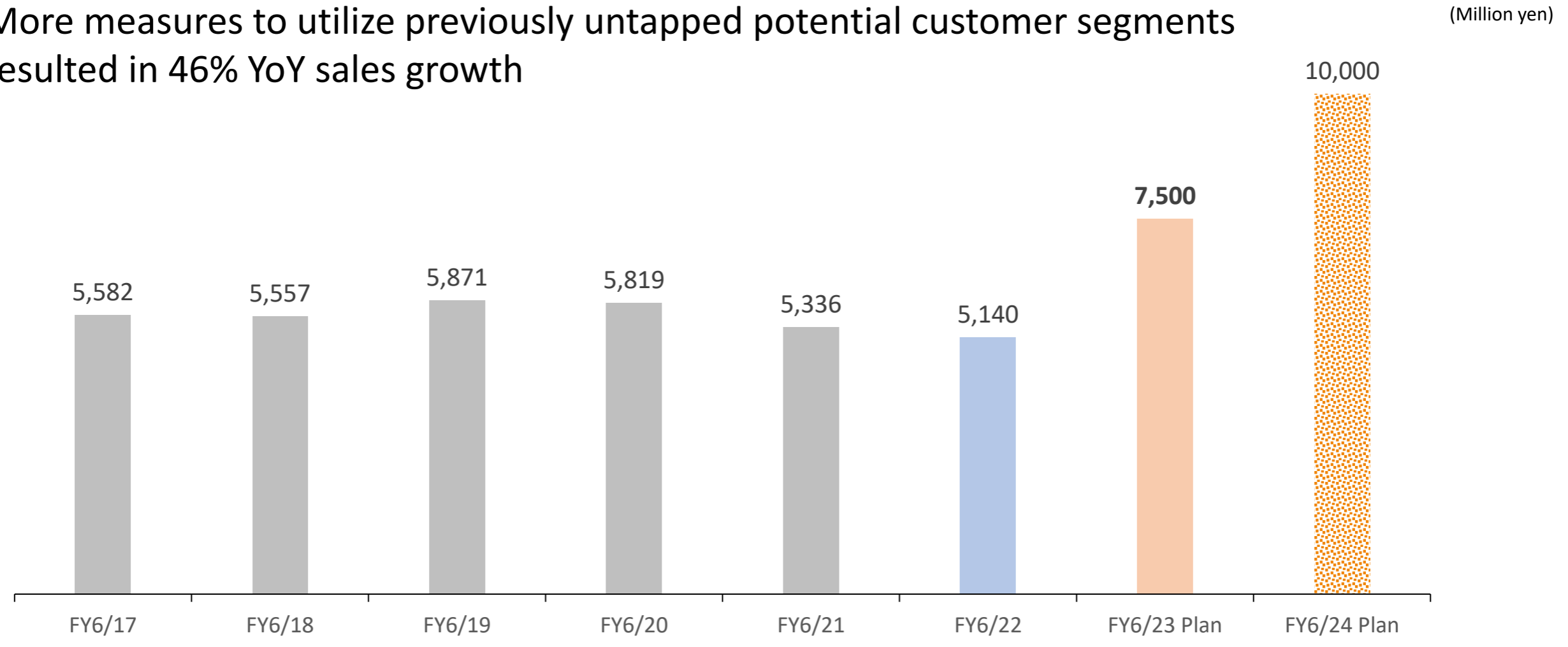
**→ Use sales activities with consultations to create new sources of demand.**



# Services For Individuals (2): Net Sales Plan (in FY6/22 earnings announcement)



- ✓ Hired more people for purchases at customers' homes and opened the Chiba Reuse Center
- ✓ More measures to utilize previously untapped potential customer segments resulted in 46% YoY sales growth

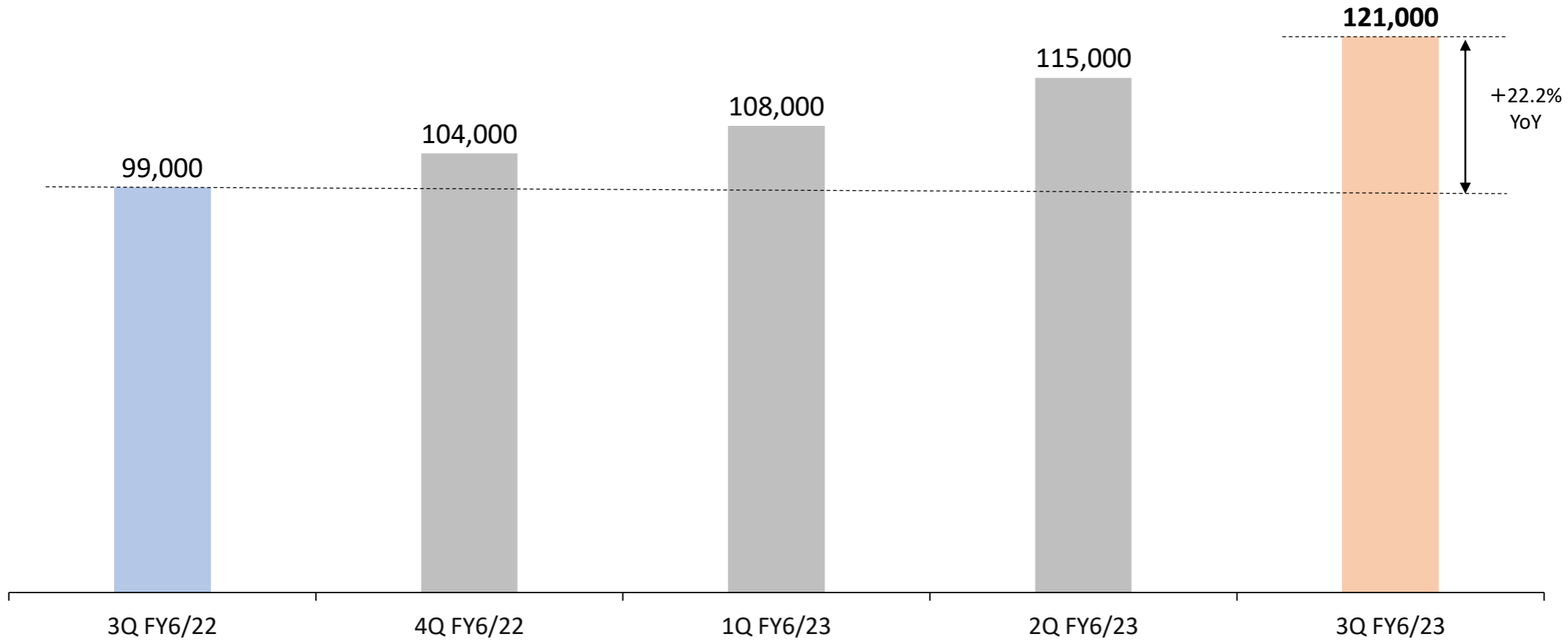


# Reuse Services For Individuals (3): Quarterly Purchase Requests



✓ Purchase requests continue to climb backed by very strong demand in the 1Q, 2Q and 3Q

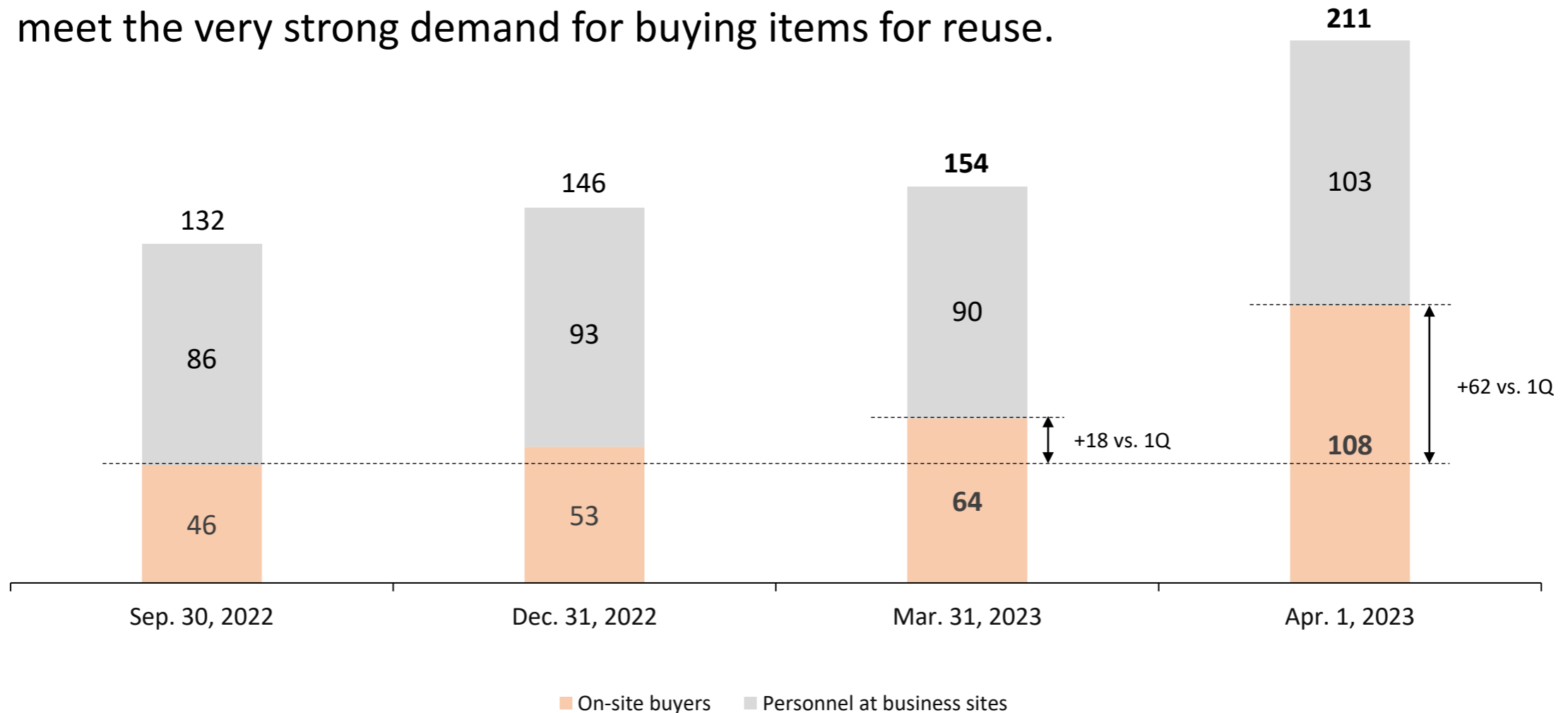
(Number of requests)



# Reuse Services For Individuals (4): Quarterly Headcount

- ✓ Total workforce = 154 (+22 vs.1Q), On-site buyers = 64 (+18 vs. 1Q)
- ✓ 108 employees as of April 1, including new employees (+62 vs. 1Q)

↳ New employees are to become productive by the end of June 2023 in order to meet the very strong demand for buying items for reuse. (Number of employees)

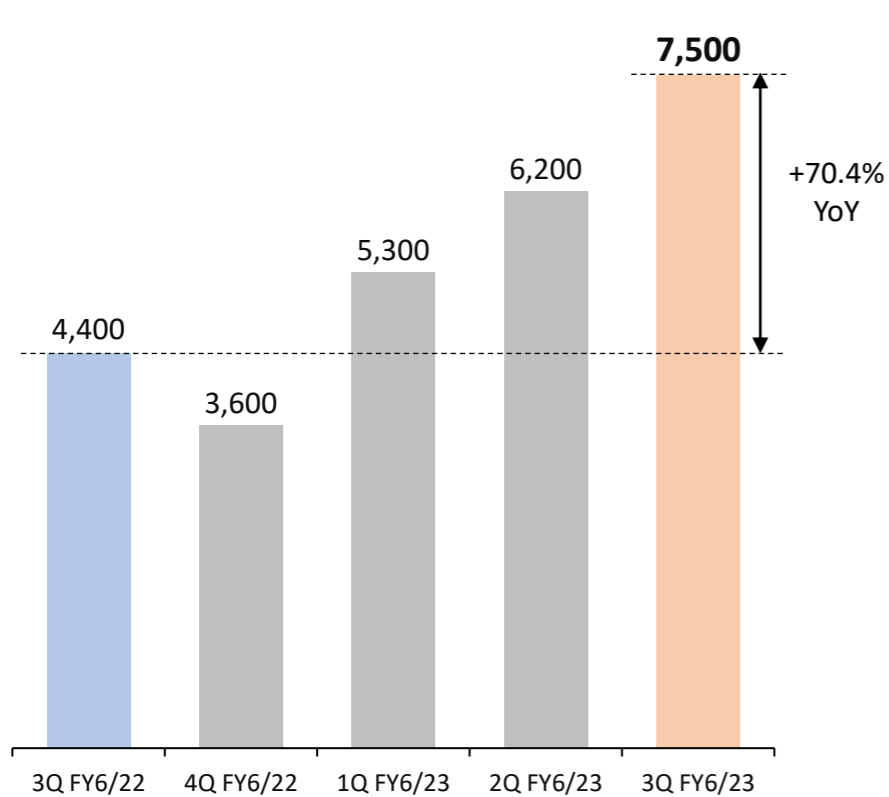


# Services For Individuals (5): Quarterly Purchases

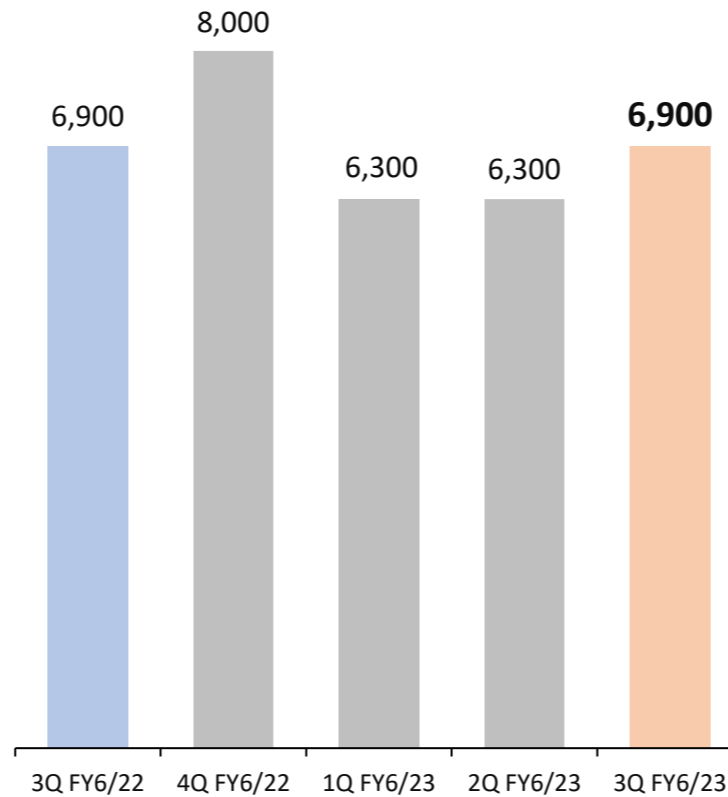
- ✓ As planned, concentrating on home pick-up purchases of high-priced items, an activity that targets a customer need not readily visible
- ✓ Record-high home pick-up purchases in the 1Q, 2Q and 3Q

(Unit: Items purchased)

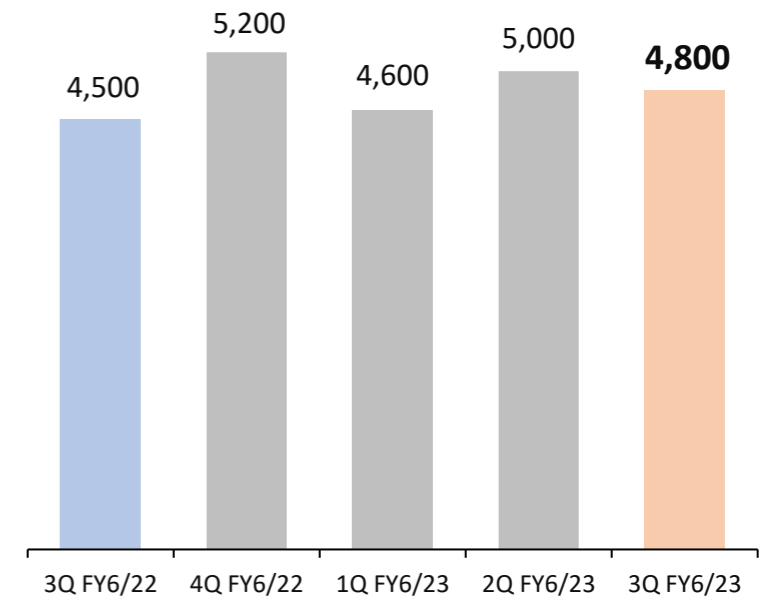
### Home pick-up purchases



### Purchases using delivery services



### Purchases at stores

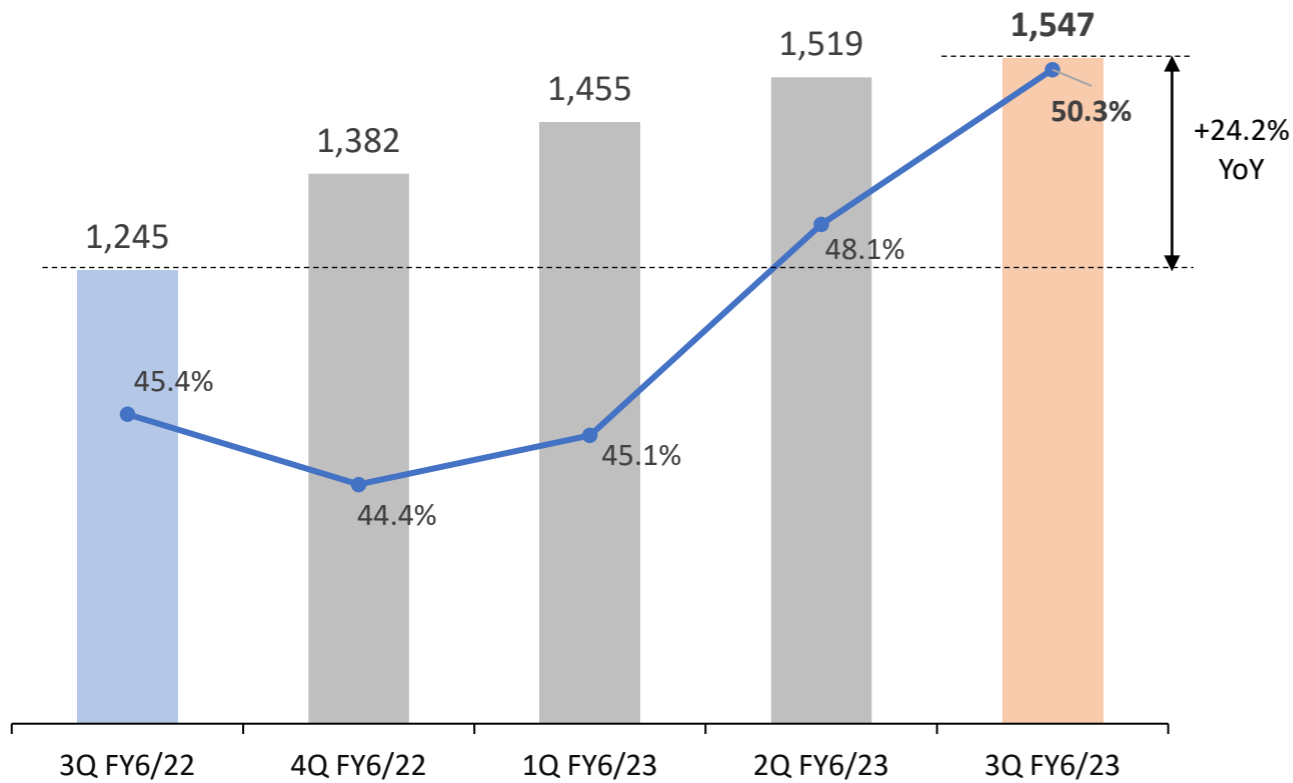


# Reuse Services For Individuals (6): Quarterly Sales and Inventory Levels

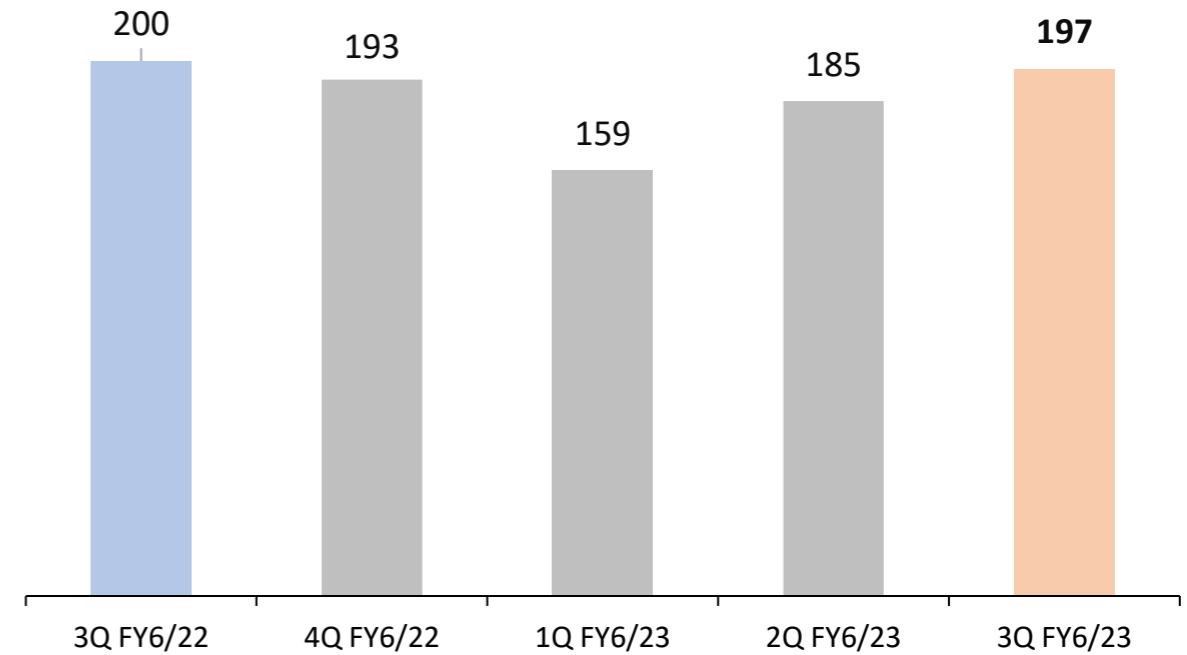
- ✓ Net sales: Sales growth YoY. Gross profit is improving due to the focus on key strategies
- ✓ Inventory: Decreased YoY because of strong sales but higher in 3Q vs. 2Q; inventories are as planned

(Million yen)

Net sales/Gross margin



Inventory



# Reuse Services For Individuals (7): The New Shinagawa Reuse Center Gotanda TOC Store

- ✓ Located in the Gotanda area of Shinagawa-ku, the new reuse center increases the capacity to purchase reuse items in the Tokyo area.
- ✓ This center also strengthens on-site purchasing in central Tokyo, an area where there is particularly strong demand, both currently existing and latent, for buying items for reuse.
- ✓ The center will be at this location for only a limited period in order to reduce the cost of the center and provide the flexibility to enlarge the center at a different location.



- Address  
9th floor TOC Building, 7-22-17 Nishi Gotanda,  
Shinagawa-ku, Tokyo
- Site area  
420.42 m<sup>2</sup>
- \* Plan to enlarge the center as the volume of operations increases.
- Opened on May 18, 2023



# Second-hand Online Business

- 1) Second-hand Services for Individuals
- 2) Machinery (Agricultural Equipment)**
- 3) Oikura

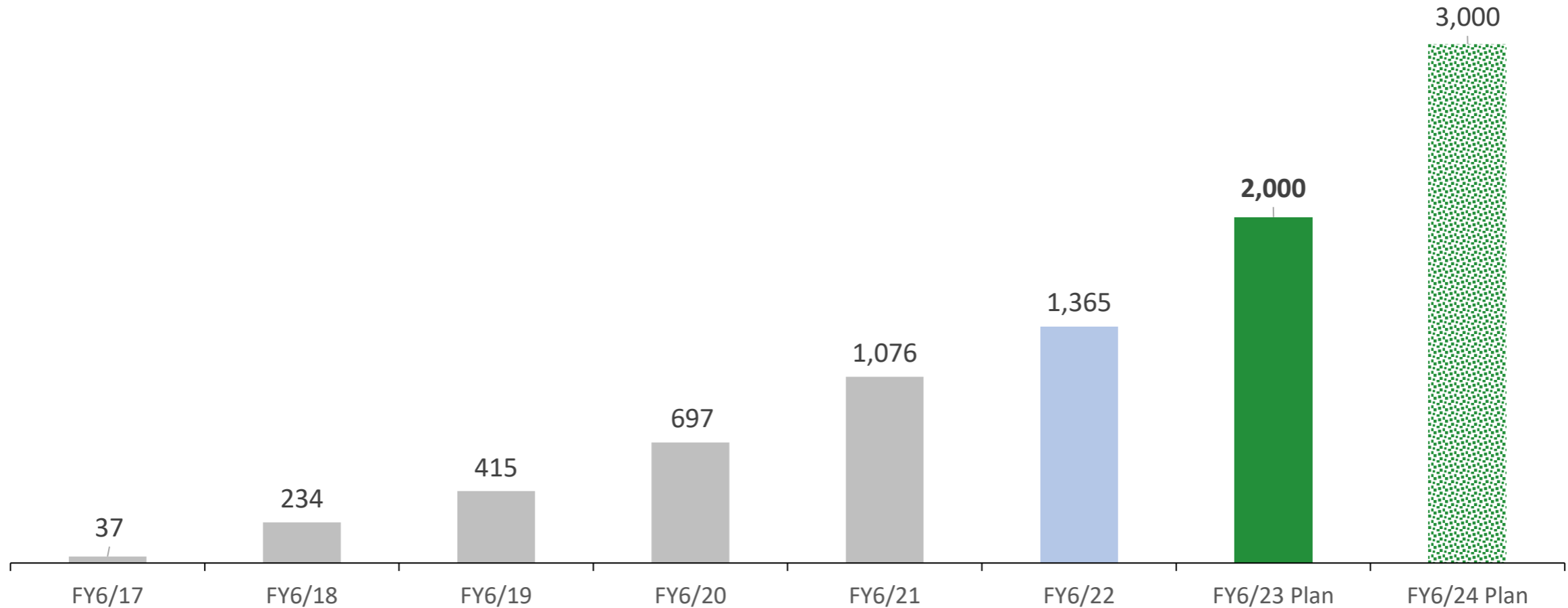
# Machinery (Agricultural Equipment) (1):

Net Sales Plan (in FY6/22 earnings announcement)



- ✓ Use synergies from the acquisition of the Farmally agricultural equipment business to strengthen activities for selling used agricultural equipment to companies in Japan and other countries

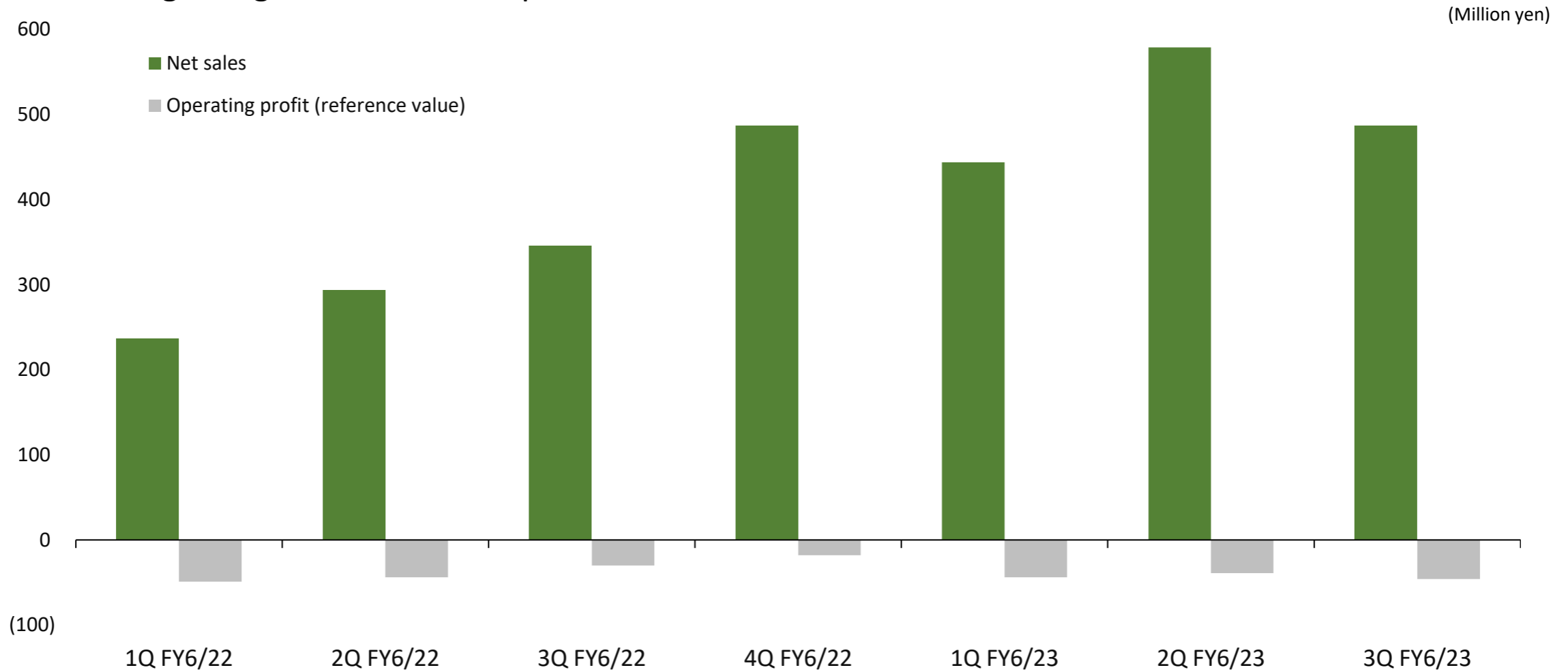
(Million yen)





# Machinery (Agricultural Equipment) (2): Performance during the Medium-term Management Plan

- ✓ Many purchasing activities during the plan's first half in order to increase sales
- ✓ A segment loss (reference value) since the first quarter of FY6/22, but the segment is expected to become profitable beginning with the fourth quarter of FY6/23.



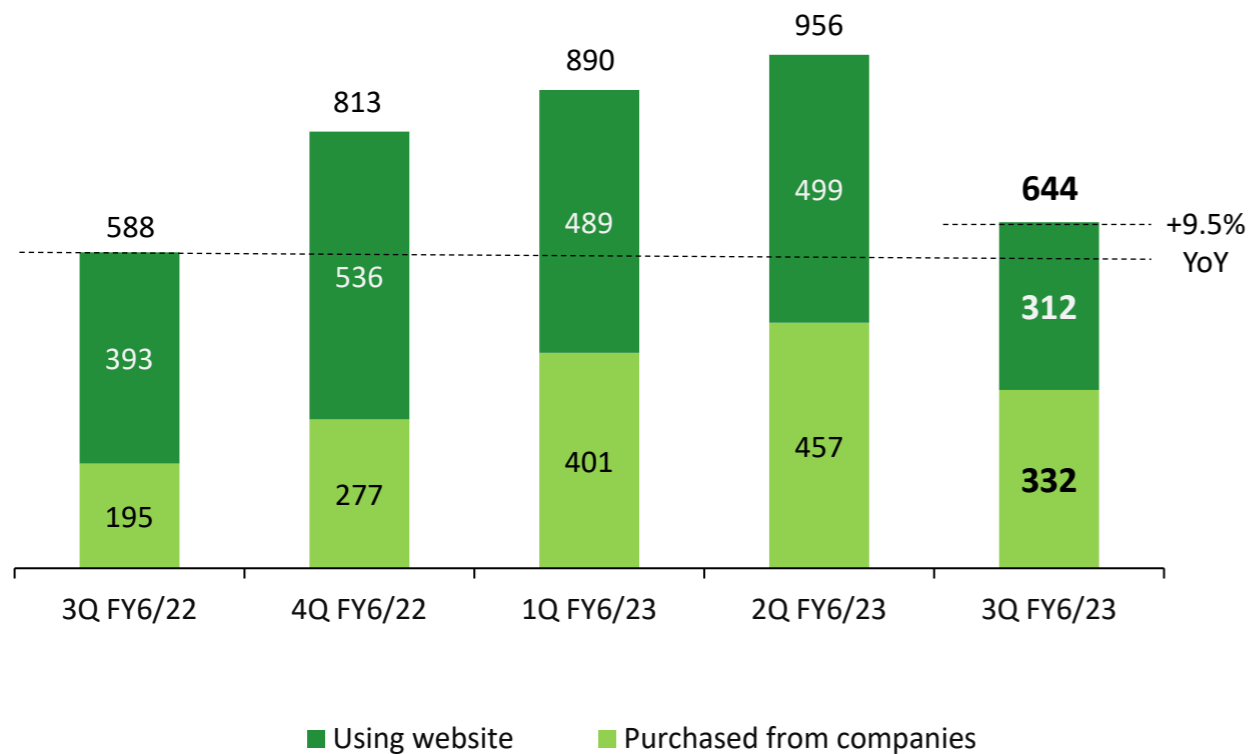
# Machinery (Agricultural Equipment) (3):

## Number of Items Purchased and Monetary Volume of Purchases



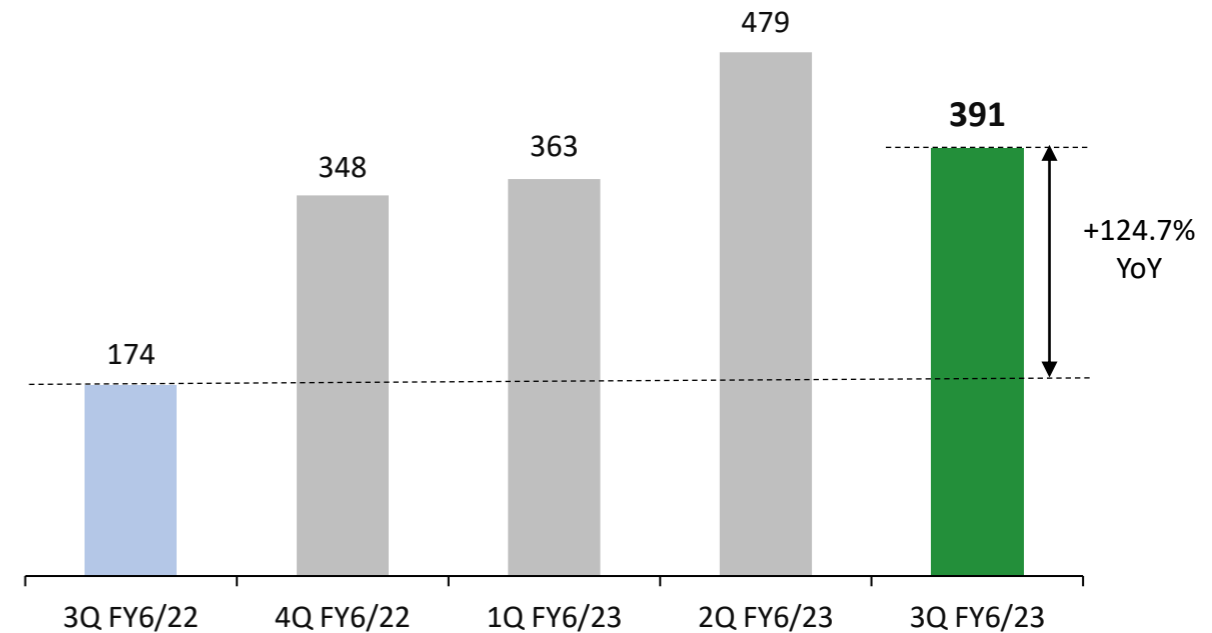
- ✓ Revised the appraisal method for making purchases to improve profitability.
- ✓ The monetary volume of purchases was higher than one year earlier because of an increase in purchases from companies that sell many items at once.

Number of items purchased



Monetary volume of purchases

(Million yen)

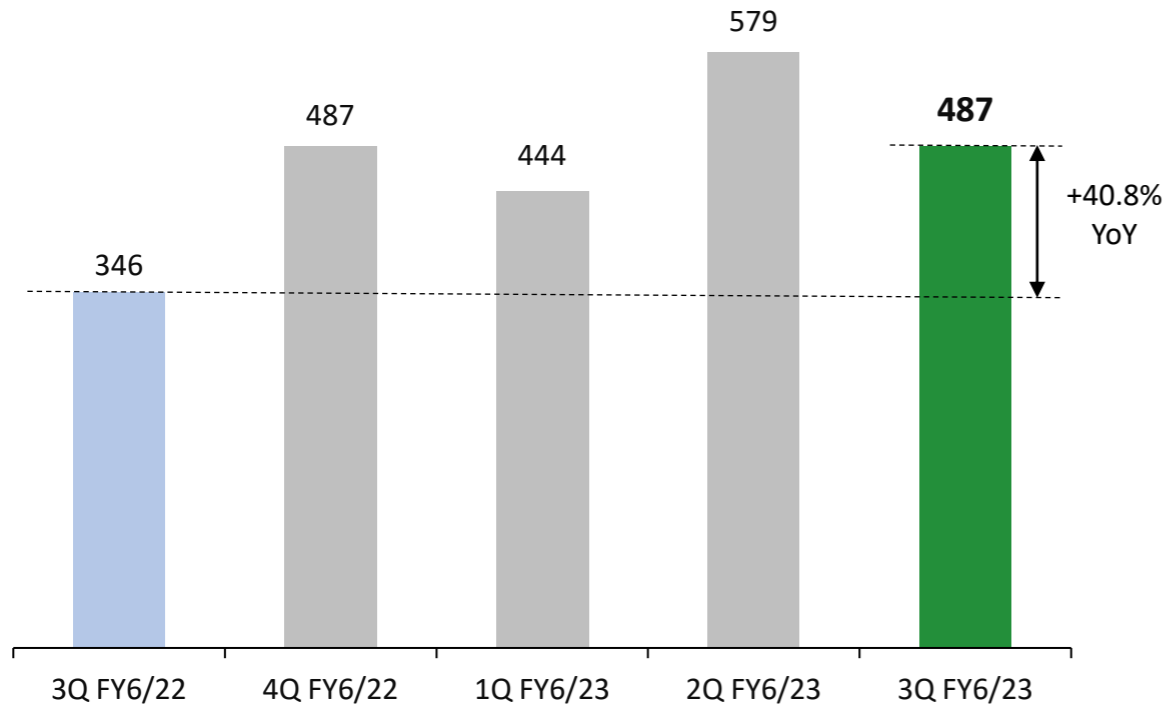


# Machinery (Agricultural Equipment) (4): Quarterly Sales and Inventory Levels

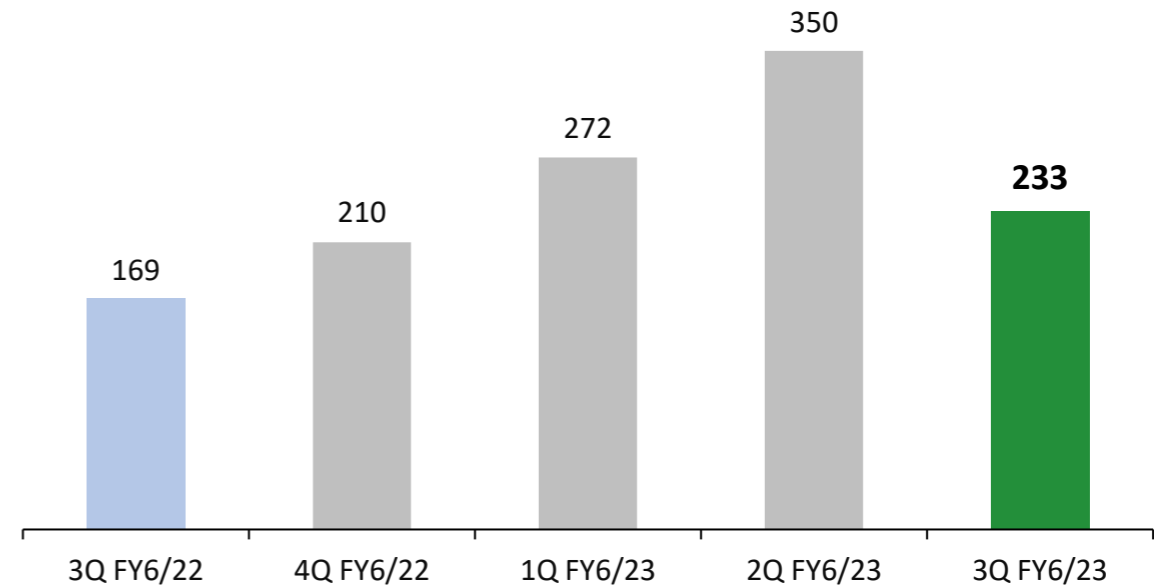
- ✓ Net sales: Steady growth
- ✓ Inventory: A large volume of inventory was sold to achieve a suitable level of profitability. This step has increased potential earnings.

(Million yen)

Net sales



Inventory



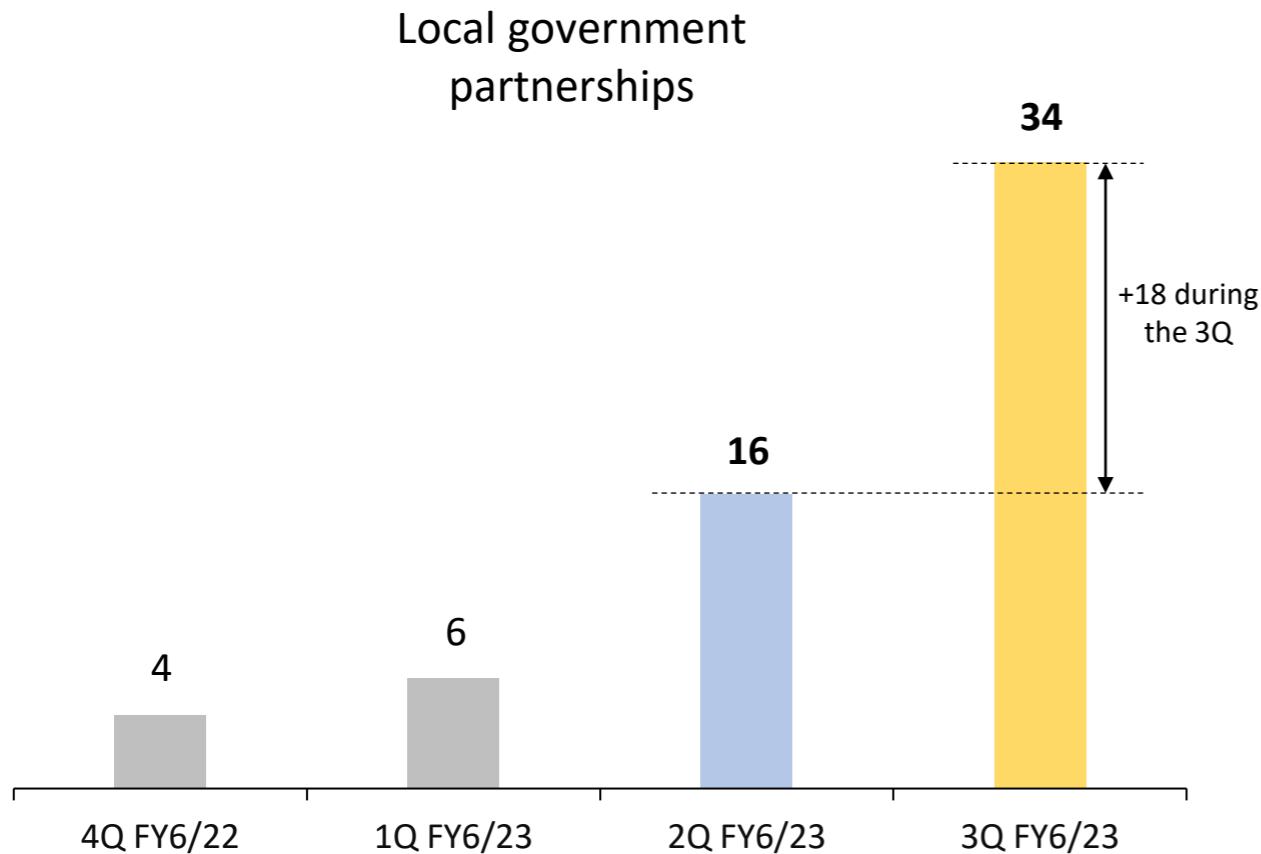


# Second-hand Online Business

- 1) Second-hand Services for Individuals
- 2) Machinery (Agricultural Equipment)
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# Oikura (1): Oikura Local Government Partnerships

- ✓ The number of these partnerships is increasing steadily and was up by 18 in the 3Q to 34.
- ✓ These partnerships have increased to cover 13.4% of Japan's population (based on total population of partnership cities/municipalities). Moving even faster to use public-private sector cooperation for reusing items in order to lower the volume of trash.



## New partnerships in the third quarter

### ■ January 2023

Hiroshima City, Hiroshima/Chikugo City, Fukuoka/Okayama City, Okayama/Toyonaka City, Osaka

### ■ February 2023

Higashi-Matsuyama City, Saitama/Yoshimi machi, Hiki-Gun, Saitama/Tsurugashima City, Saitama/Yoshinogawa City, Tokushima/Zama City, Kanagawa/Kuwana City, Mie

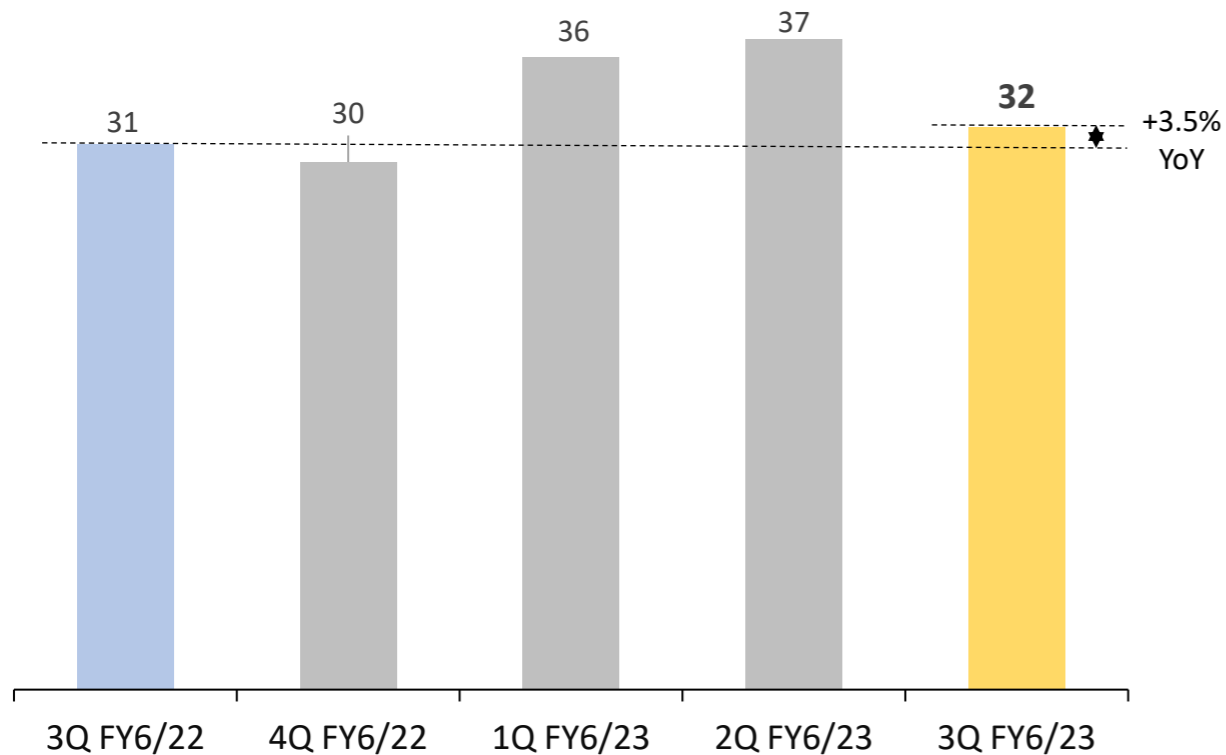
### ■ March 2023

Yokohama City, Kanagawa/Aikawa machi, Aiko-Gun, Kanagawa/Hamamatsu City, Shizuoka/Fujiidera City, Osaka/Funabashi City, Chiba/Matsubara City, Osaka/Sayama City, Saitama/Ibaraki City, Osaka

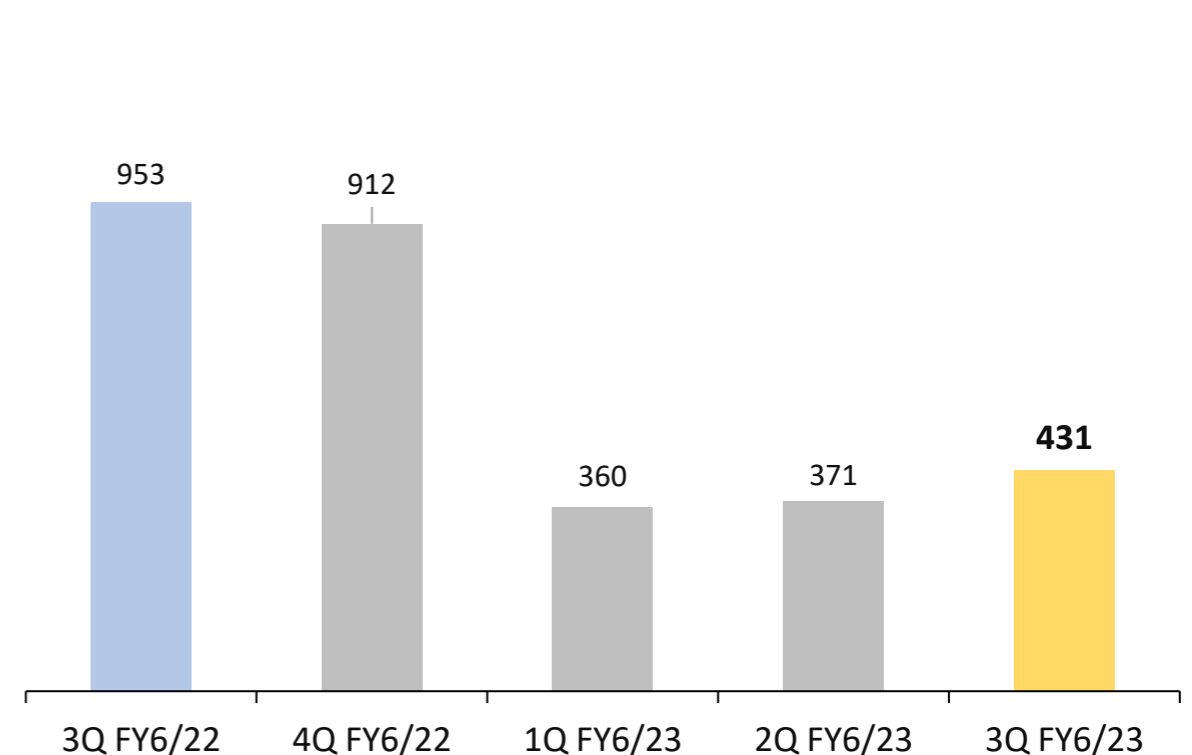
# Oikura (2): Net Sales and Number of Franchised Stores

- ✓ Net sales: YoY sales growth due to higher monthly income
- ✓ Franchised stores: The number of franchised stores is increasing

Net sales  
(Million yen)



Number of franchised store



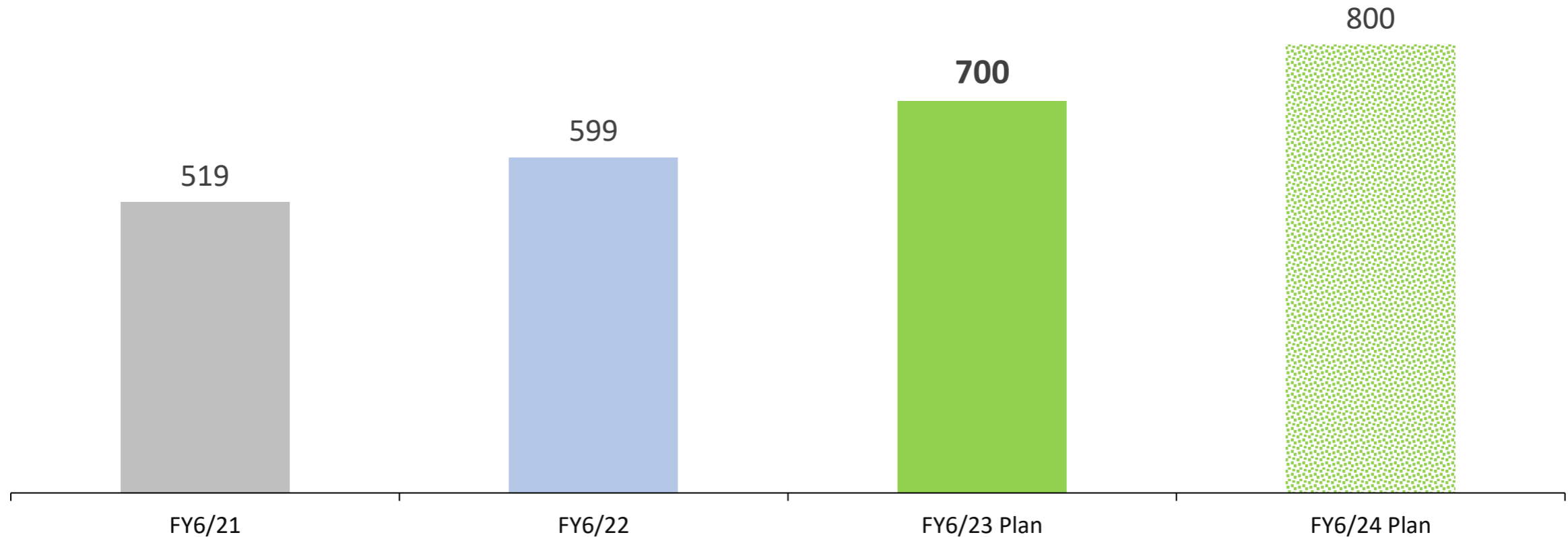


# Media Business

# Media Business (1): Net Sales Plan (in FY6/22 earnings announcement)

- ✓ Diversification of sales by broadening and deepening positions in current business domains
- ✓ Horizontal expansion into new business domains

(Million yen)



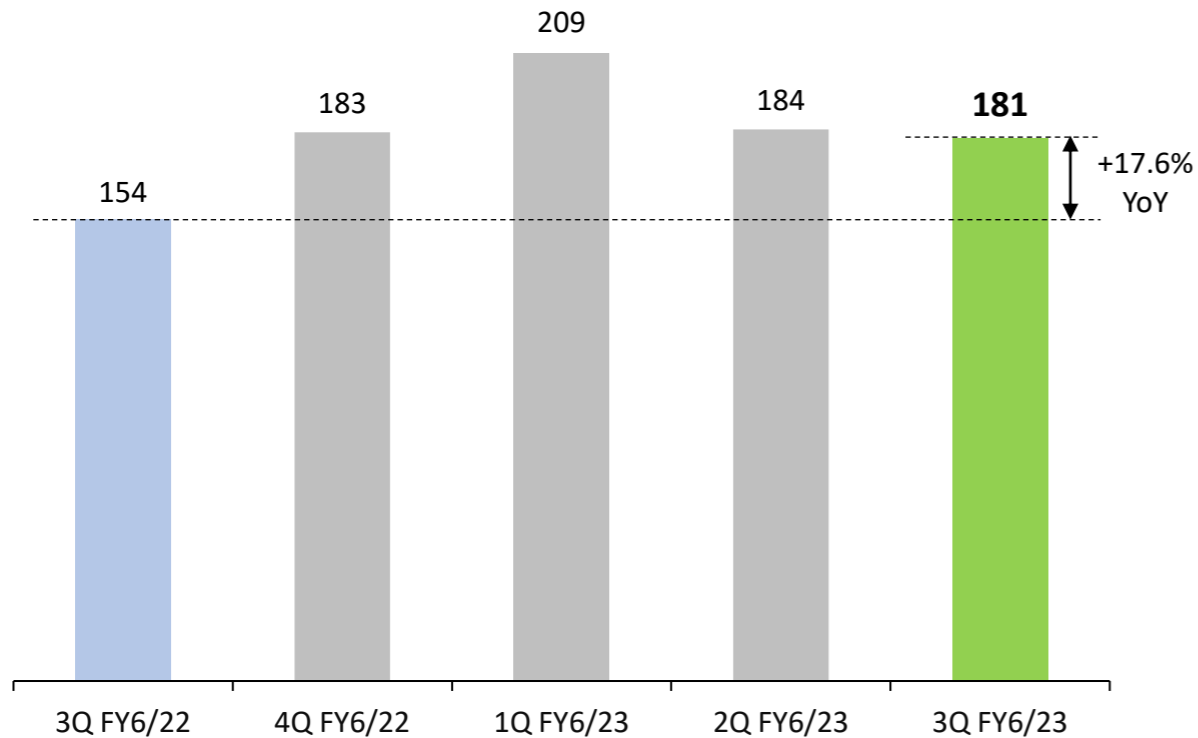


# Media Business (2): Quarterly Results

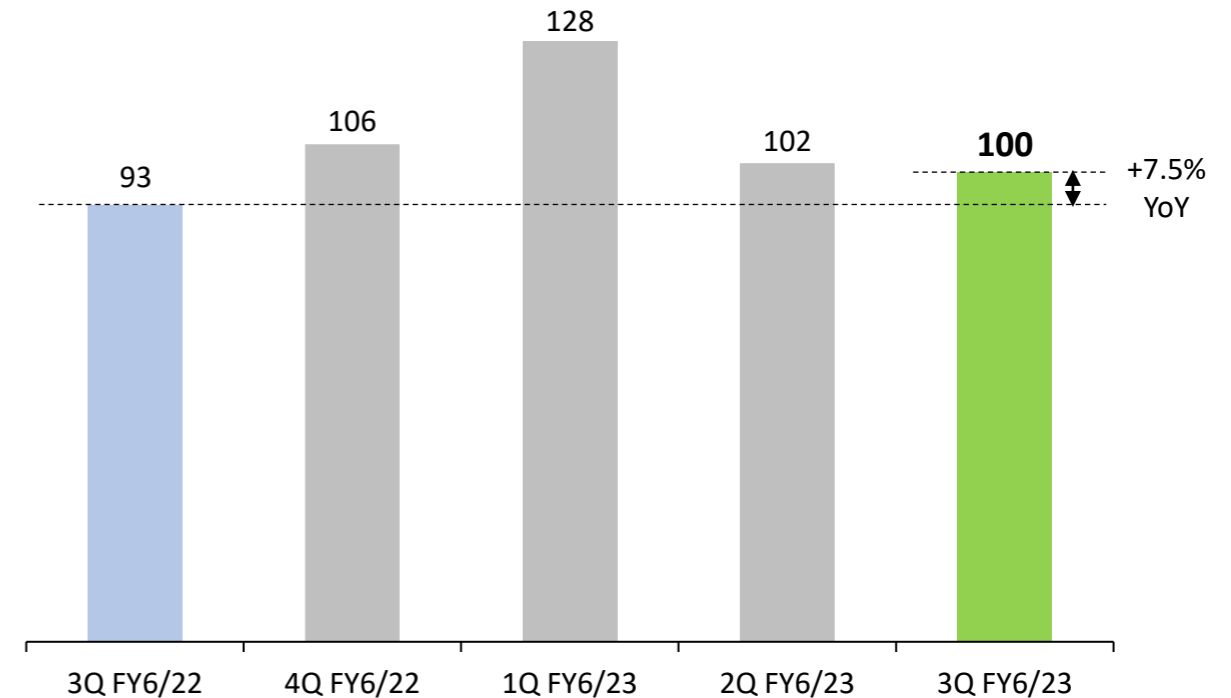
- ✓ Net sales: YoY sales growth due to more customers sent to this business from within the MarketEnterprise Group and from external sources
- ✓ Profit: Only a small increase in earnings because of higher expenses for trials involving the addition of new market sectors

(Million yen)

### Net sales

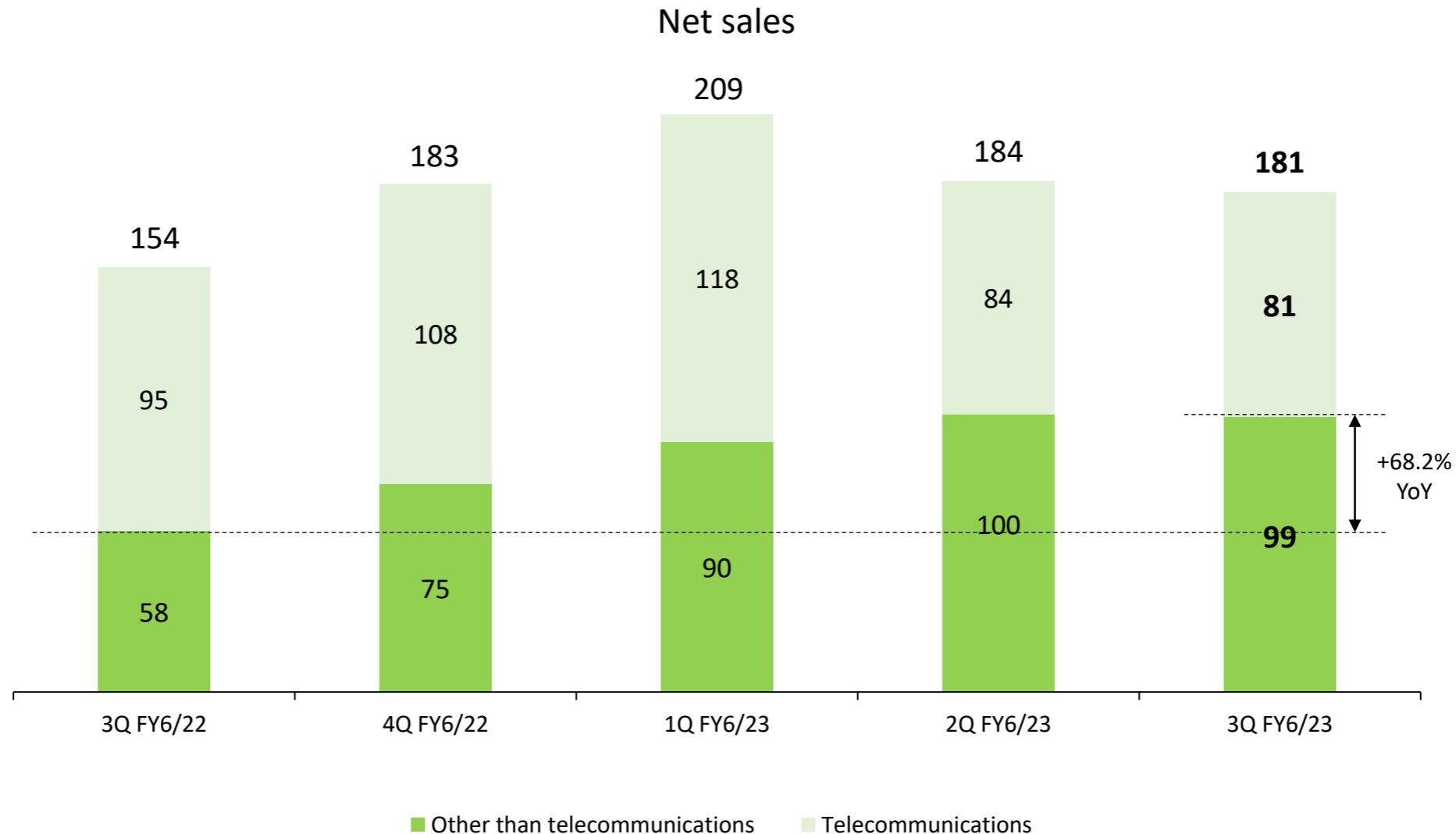


### Segment profit (loss)



# Media Business (3): Quarterly Sales Composition

- ✓ Telecommunications performance is strong; a big increase in sales in other categories
- ✓ Progress with diversification is creating a more stable profit structure

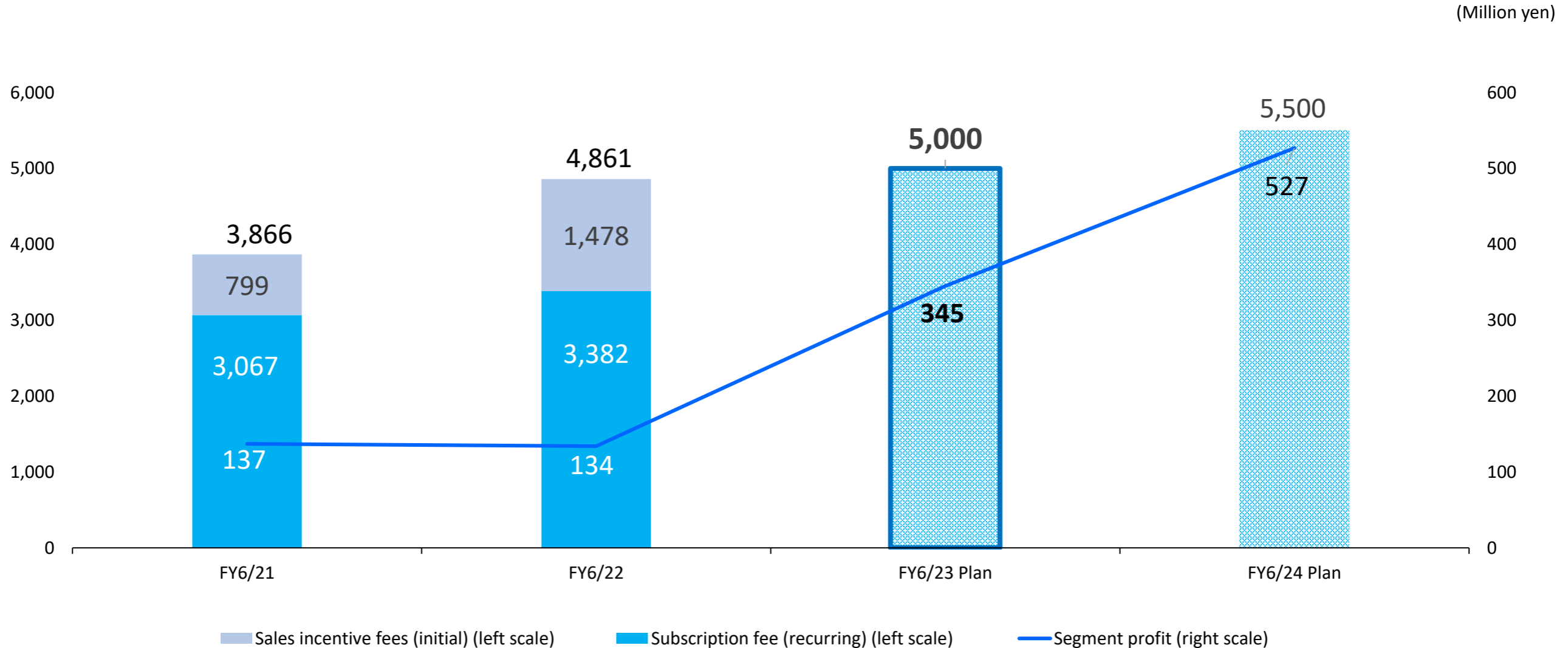




# **Mobile & Telecommunications Business**

# Mobile & Telecommunications Business (1): Business Plan (in FY6/22 earnings announcement)

✓ More activities to increase WiMAX5G customers and focusing on the growth of recurring revenue

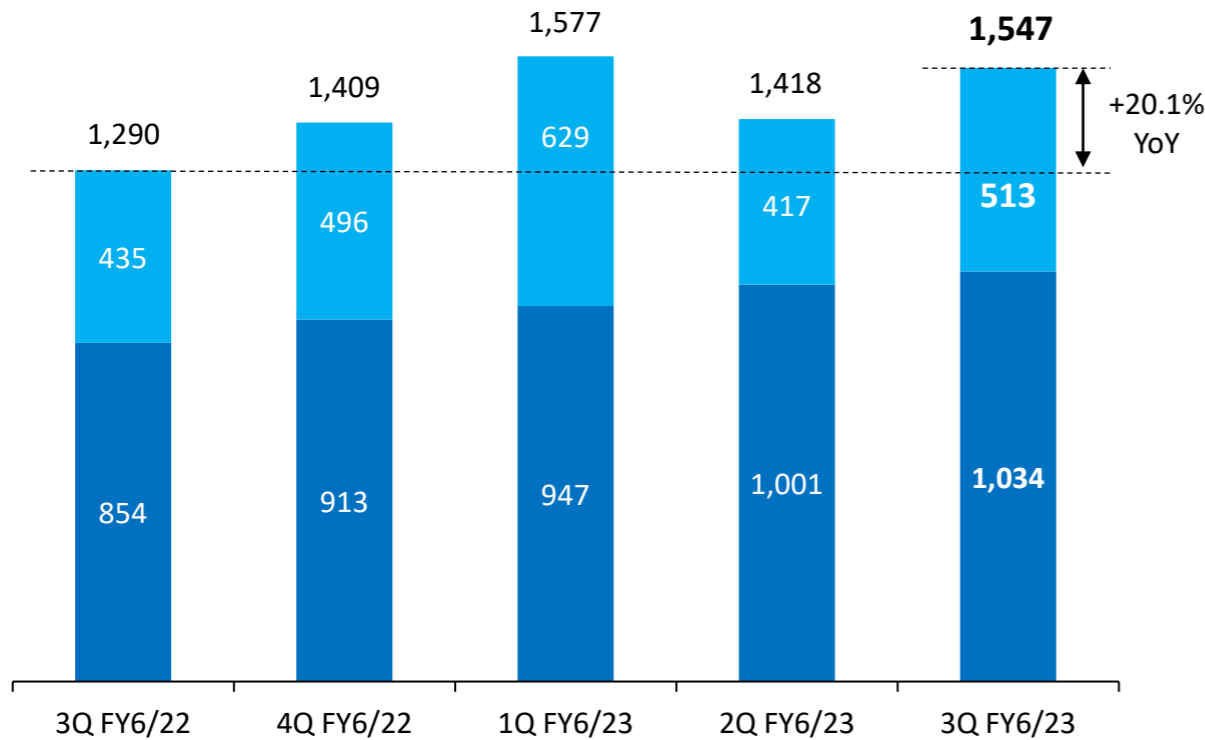


# Mobile & Telecommunications Business (2): Quarterly Results

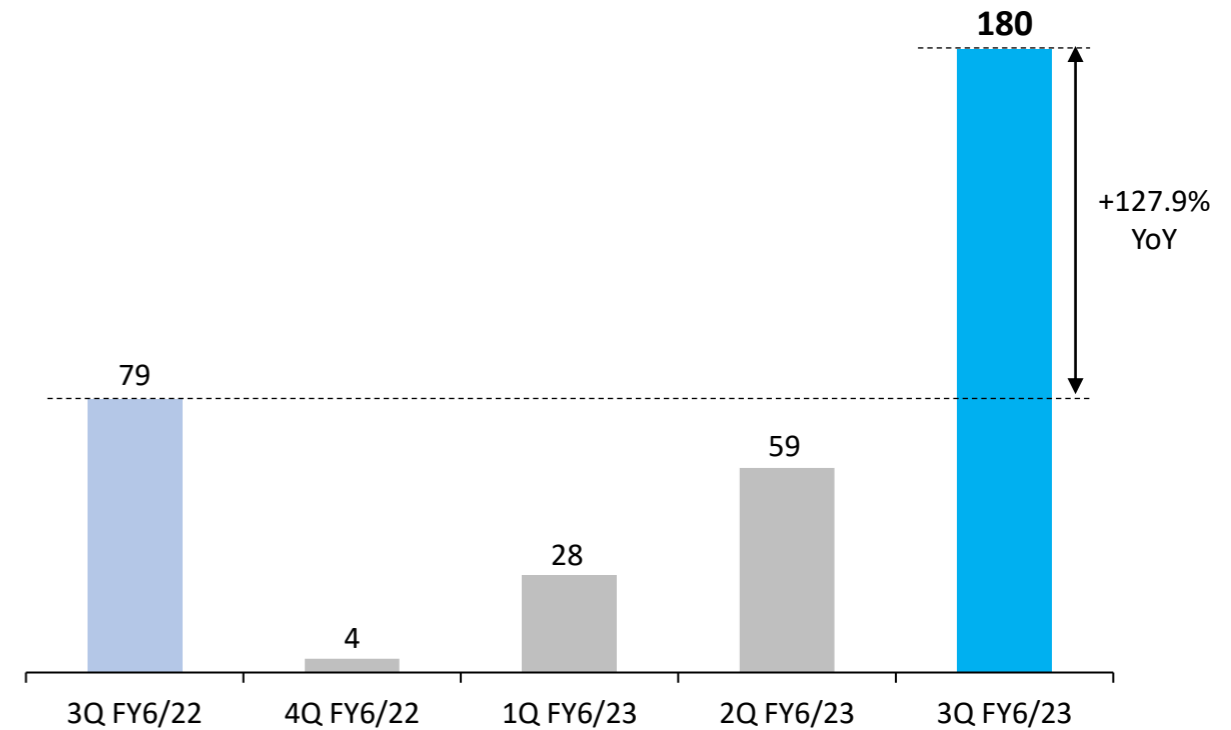
- ✓ Net sales: Sales increased YoY and recurring revenue was steady
- ✓ Profit: A big increase because of a business plan structured for generating substantial earnings in the current fiscal year

(Million yen)

Net sales



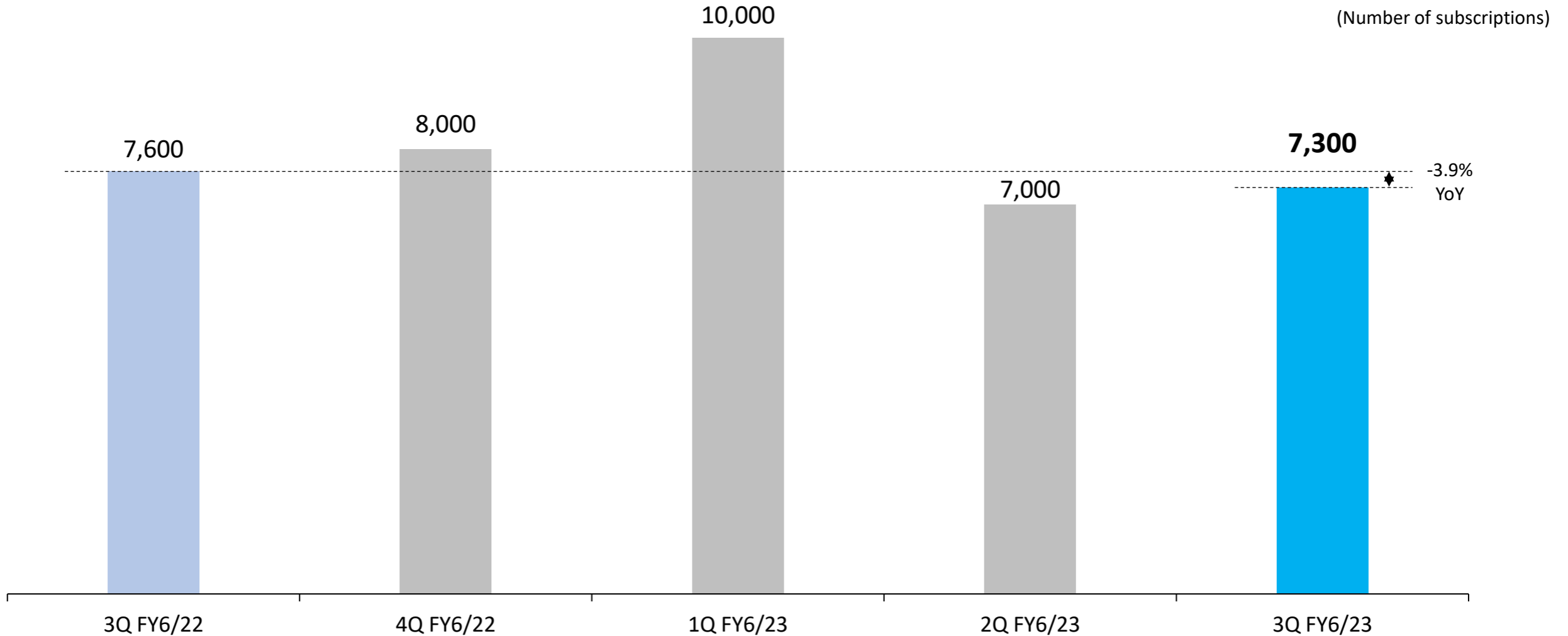
Segment profit (loss)



■ Sales incentive fees (initial)   ■ Subscription fees (recurring)

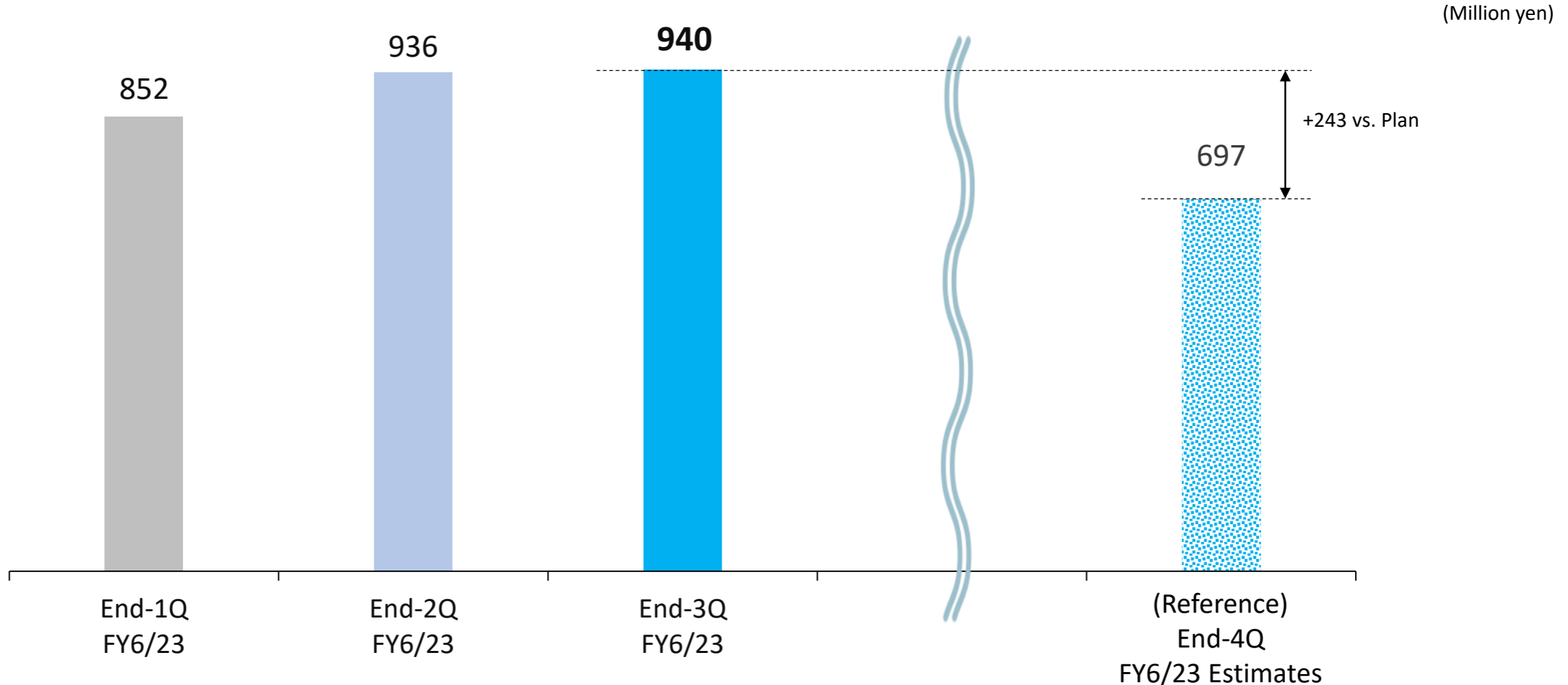
# Mobile & Telecommunications Business (3): New Service Subscriptions

✓ In the third quarter, the number of new subscriptions was down 3.9% YoY because of a smaller number of customers sent from other companies.



# Mobile & Telecommunications Business (4): Future Earnings

✓ Future earnings were far above the initial outlook as of the second quarter. As a result, the third quarter plan focused on generating earnings in the current fiscal year.



\*Future earnings: Earnings from fee income for telecom services and other income expected from current service subscriptions

# Mobile & Telecommunications Business (5): Recognition From Customers

- ✓ First place in the mobile router and home router categories of the 2022 popularity ranking of mobile communication providers by kakaku.com.

(Rankings are for January to December 2022)



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## FY6/23 Forecasts

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# FY6/23 Forecast

- ✓ No change to the initial plan at this time
- ✓ The forecast may be revised if necessary, after confirming the amount of extraordinary income in the fourth quarter.

(Million yen)

	FY6/22	FY6/23
Net sales	11,986	15,000
Operating profit	(319)	300
Ordinary profit	(328)	275
Profit attributable to owners of parent	(404)	167

# Medium-term Performance Target (in FY6/22 earnings announcement)

- ✓ Accomplish the earnings plan through sales growth supported primarily by the second-hand online business
- ✓ Build a stable profit structure by increasing the volume of future earnings in the mobile & telecommunications business

(Million yen)

	FY6/21 (Results)	(Previous fiscal year) FY6/22 (Results)	(Current fiscal year) FY6/23 (Plan)	(Next fiscal year) FY6/24 (Plan)
Net sales	10,875	11,986	15,000	20,000
Second-hand Online	6,580	6,631	9,804	13,744
Second-hand services for individuals	5,350	5,140	7,500	10,000
Machinery (agricultural equipment)	1,061	1,365	2,000	3,000
Oikura	169	125	304	744
Media	519	599	700	800
Mobile & Telecommunications	3,866	4,861	5,000	5,500
Operating profit	54	(319)	300	1,200
Operating profit to net sales	0.5%	-2.7%	2.0%	6.0%
Operating profit + Future earnings	373	398	997	1,950

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## Appendix: Company Overview

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Origin of our name  
MARKET + ENTERPRISE

Our philosophy

Use business activities that build win-win relationships and remain an organization where people truly enjoy their jobs

Our long-term vision

Be an optimized trading company for the creation of a sustainable society

\*Our purpose is expressed by the name of our company and our long-term vision

# Company Profile



Name	MarketEnterprise Co., Ltd.	Past Awards
Established	July 7, 2006 (Operations started: November 1, 2004)	
Business	Second-hand Online Business, Media Business, Mobile & Telecommunications Business	
Capital	325,937,400 yen (As of June 30, 2022)	
Directors	<p>Yasushi Kobayashi, President, CEO</p> <p>Tomoyuki Kamo, Senior Managing Director, COO</p> <p>Kenichi Imamura, Director, CFO</p> <p>Kohei Terada, Outside Director Representative Director and CEO of Warehouse TERRADA</p> <p>Hitoshi Tanii, Outside Director Chairman of Synergy Marketing, Inc.</p> <p>Masaki Yamazaki, Full-time Audit &amp; Supervisory Board Member</p> <p>Eisuke Ito, Audit &amp; Supervisory Board Member Certified public accountant , President of Eisuke Ito Accounting Firm</p> <p>Tetsuya Oi, Audit &amp; Supervisory Board Member Lawyer, Partner of TMI Associates</p>	
Headquarters	Tokyo Tatemono Kyobashi Bldg 3F, 3-6-18 Kyobashi, Chuo-ku, Tokyo 104-0031	
Employees	628 (including part-time employees) * As of April 2023	
Listed stock market	Prime Section of the Tokyo Stock Exchange (Stock code: 3135)	
Affiliates	<p>MEmobile Co., Ltd.</p> <p>ME Trading Co., Ltd</p> <p>UMM CO., LTD.</p> <p>MARKETENTERPRISE VIETNAM Co., Ltd.</p>	

- Japan Technology Fast50, Deloitte Touche Tohmatsu (2015, 2016, 2017, 2020)
- Deloitte Asia Pacific Area Technology Fast500 (2015, 2016, 2017)
- Chairman Award, Venture Awards Japan, the Organization for Small & Medium Enterprises and Regional Innovation, JAPAN (2015)
- EY Entrepreneur Of The Year 2013 Japan, Ernst & Young ShinNihon LLC.
- Grand Prix winner, YAHUOKU! Best Store Awards (2017, 2018, 2019)
- Team Award, Link and Motivation Inc. (2020)



## 17 locations in Japan and 1 overseas

- Headquarters, MarketEnterprise Co., Ltd.  
Chuo-ku, Tokyo
- Contact Center/ Customer Support Center  
Sumida-ku, Tokyo/ Tokushima City, Tokushima
- Reuse centers  
Sapporo City, Hokkaido/ Sendai City, Miyagi/ Wako City,  
Saitama/ Koto-ku, Tokyo/ Fuchu City, Tokyo/ Yokohama City,  
Kanagawa/ Nagoya City, Aichi/ Suita City, Osaka/ Kobe City,  
Hyogo/ Fukuoka City, Fukuoka/ Tottori City, Tottori/ Yuki City,  
Ibaraki/ Chiba City, Chiba/ Shinagawa-ku, Tokyo \*Opened on May 18, 2023
- MEmobile Co., Ltd.  
Sumida-ku, Tokyo
- ME Trading Co., Ltd.  
Tottori City, Tottori/ Yuki City, Ibaraki
- UMM CO., LTD.  
Chuo-ku, Tokyo
- MARKETENTERPRISE VIETNAM CO., LTD.  
HCMC, Vietnam

\* In May 2023, the Kyobashi Branch was closed and consolidated into the headquarters, which was increased floor space.

A diverse business portfolio with all activities based on the vision of operating as an optimized trading company for the creation of a sustainable society

## Second-hand Online

For individuals



Machinery



Oikura



## Media

Communication



Reuse



Platform



Hobbies



## Mobile & Telecommunication



サービスブランド





The MarketEnterprise Group uses all of its businesses to play a role in accomplishing the Sustainable Development Goals that were adopted by the United Nations in September 2015.

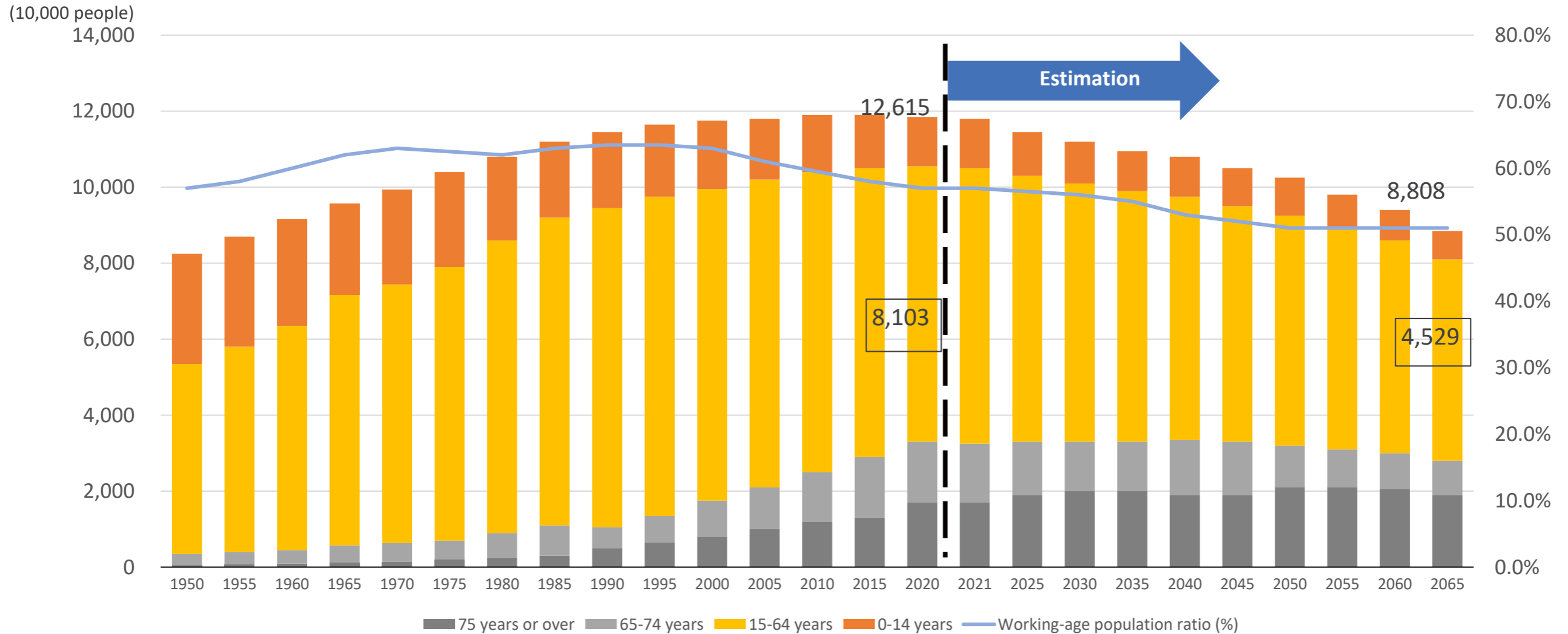
## SUSTAINABLE DEVELOPMENT GOALS



# Our Market Recognition: Population Loss and Aging of Society



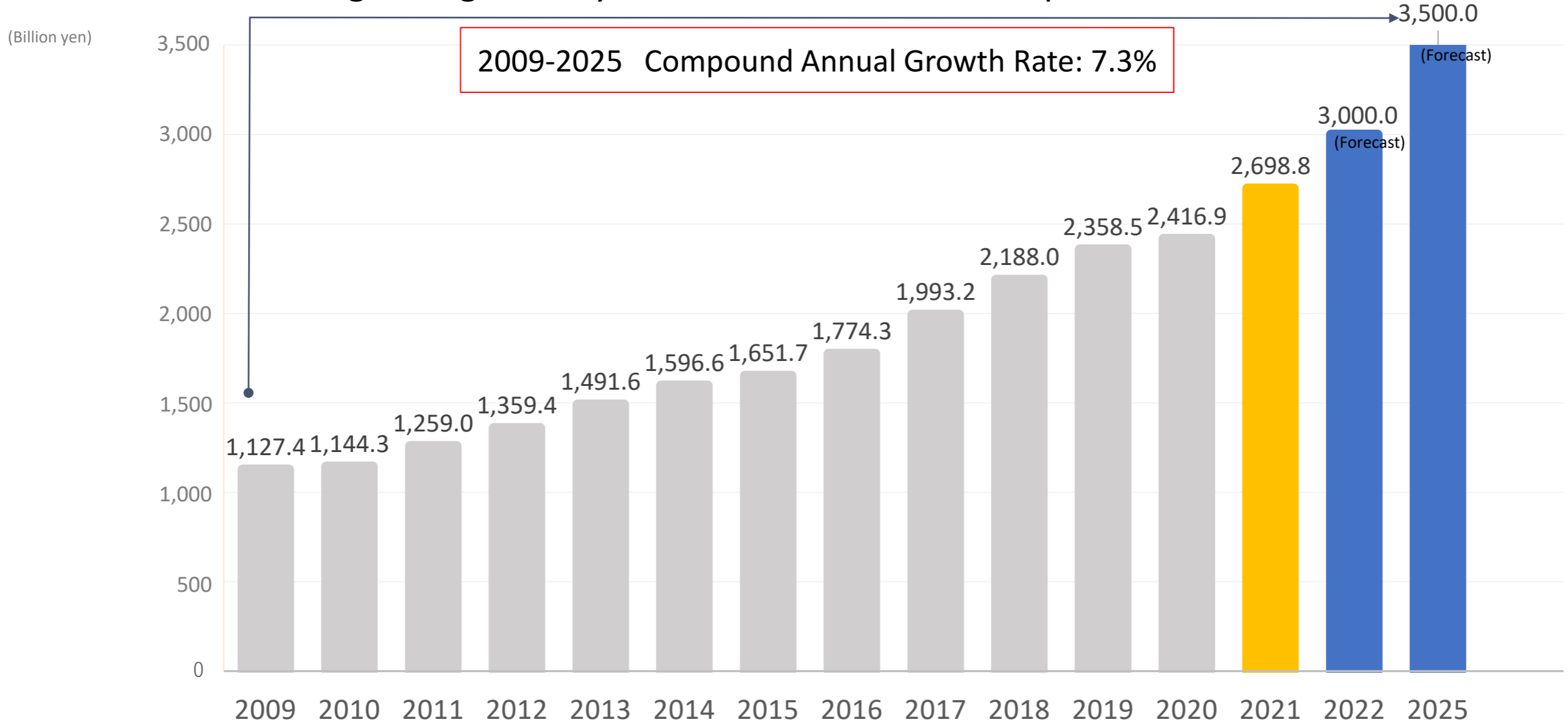
The total population of Japan in 2065 will be 88.08 million, down 30.2% from 2020.  
 The working-age population (15-64) will be 45.29 million in 2065, 44.1% below the 2020 level.



Source: Prepared by MarketEnterprise from the "2022 White Paper on Aging," Cabinet Office, Government of Japan.

# Our Market Recognition: Growth of the Reuse Market

The reuse market growing steadily. Reuse market sales are expected to be ¥3.5 trillion in 2025.



Source: Prepared by MarketEnterprise based on The Reuse Business Journal

Potential reuse market: The value of household hidden assets is estimated at roughly ¥44 trillion, of which 65% is owned by seniors (Age 50+).

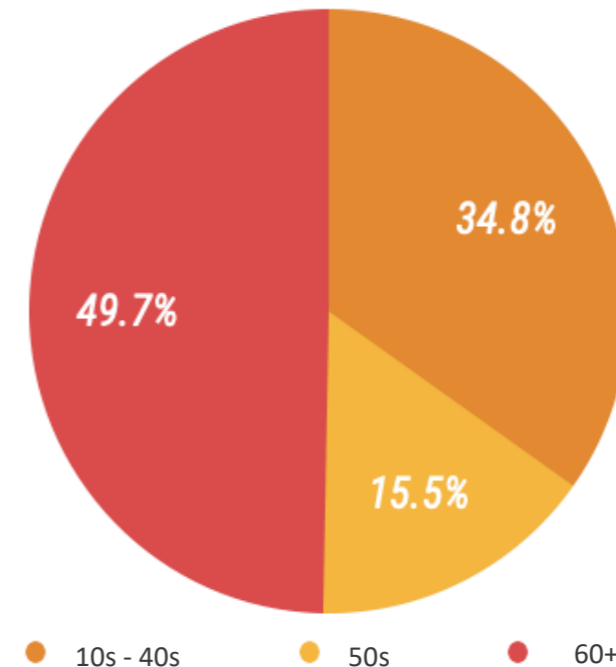


\*1 The Reuse Business Journal estimated in FY2022

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

\*3 Consumer Hidden Assets Survey Committee press release (December 2021)

Breakdown of household hidden assets by age group



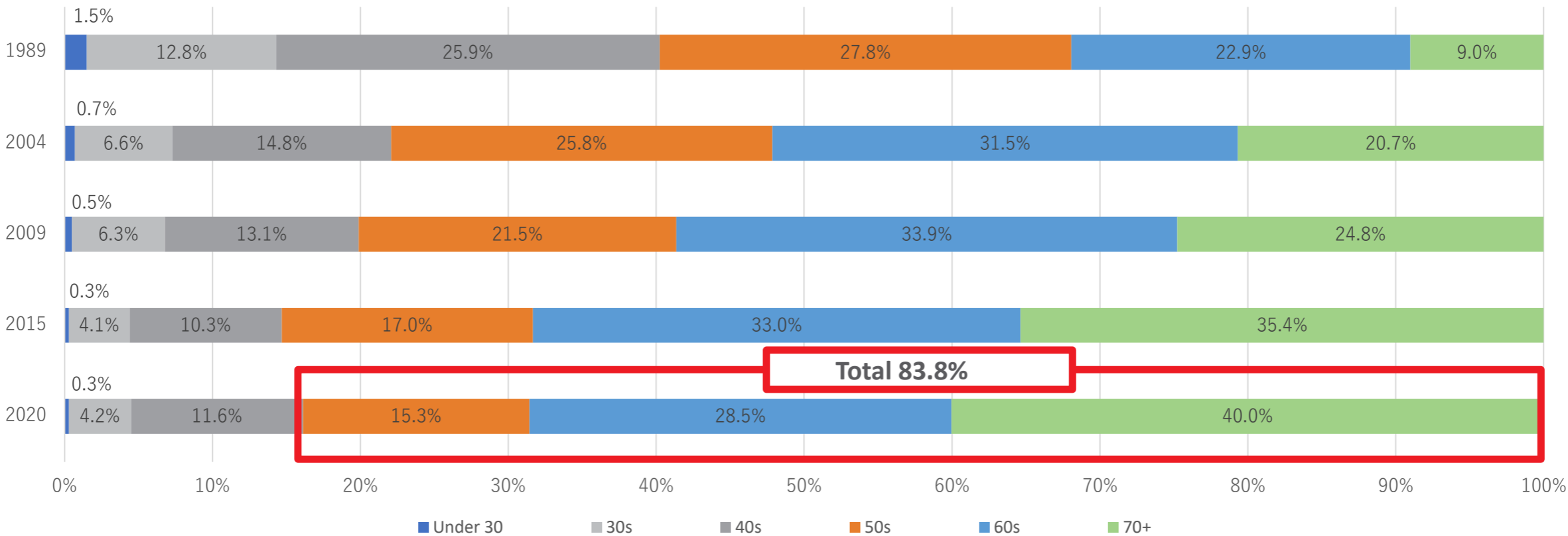
\* Prepared by MarketEnterprise based on Consumer Hidden Assets Survey Committee press release (December 2021) and Population Estimates by the Statistics Bureau of Japan (as of August 2021)

# Our Market Recognition: Personal Financial Assets of Age Groups



The share of financial assets of individuals in the 60+ age group has almost doubled over the past 30 years. In 2020, individuals in this age group accounted for 68.5%. The figure for individuals in the 50+ age group was 83.8%.

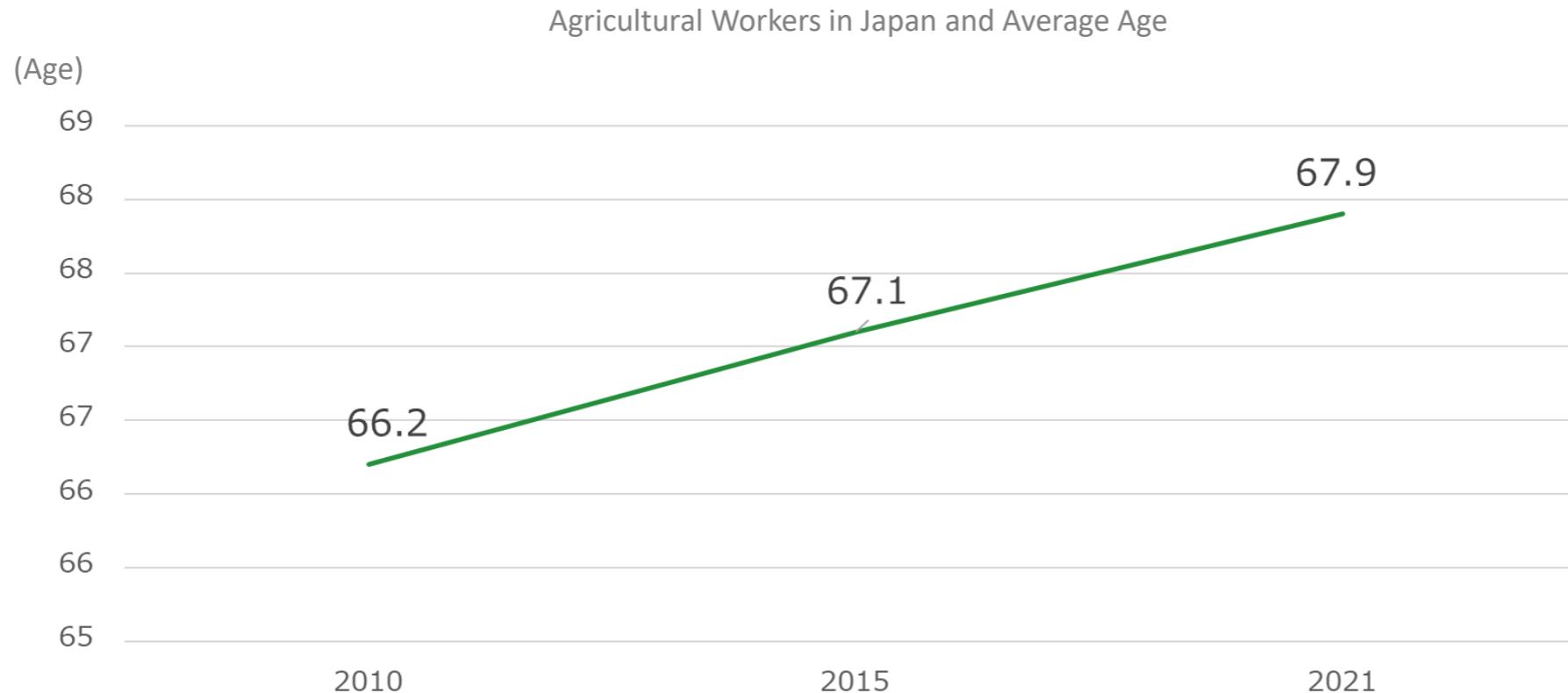
Changes in personal financial assets by age group



Source: Ministry of Internal Affairs and Communications; National Survey of Family Income and Expenditure (Two-or-more-person Households)  
 Note: Financial assets = Current savings (before deduction of current debt)

## Our Market Recognition: Increasing Age of Agricultural Workers in Japan

Farmers are aging as their average age has reached 67.9 years. As a result, the social issue concerning the disposal of farming equipment will persist as farmers abandon farms.



Source: 2021 Agriculture and Agricultural Village White Paper, Ministry of Agriculture, Forestry and Fisheries

# Our Business

## Second-hand Online Business

- 1) Second-hand Services for Individuals
- 2) Machinery (Agricultural Equipment)
- 3) Oikura

## Media Business

## Mobile Communications Business

## More “reuse” convenience for smart consumption

The second-hand online business of MarketEnterprise provides a safe and convenient reuse market that people can use with confidence in order to help build an infrastructure for a society where goods and resources are recycled.

### For individuals



高く売れるドットコム



### Machinery



トラクター クボタ KB20-BSMAPC 使用時間: h  
トラクタークボタ GL21 使用時間: 864 h  
トラクタークボタ M1010WSEDTQDSK ... 使用時間: 675 h

### Oikura





# Second-hand Online Business

- 1) Second-hand Services for Individuals**
- 2) Machinery (Agricultural Equipment)
- 3) Oikura

## Operations of The takakuureru.com, a nationwide comprehensive online purchasing service



The screenshot shows the homepage of takakuureru.com. At the top left is the logo "高く売れるドットコム" (Takakuureru.com). To its right is a navigation menu with links: "買取査定の流れ" (Flow of purchase appraisal), "買取カテゴリ" (Purchase categories), "買取実績" (Purchase record), "店舗一覧" (Store list), "お客様の声" (Customer voice), "よくあるご質問" (Frequently asked questions), "コラム" (Column), and "運営会社" (Operating company). The main banner features a woman in a yellow sweater, the slogan "どこよりも安心。どこよりも満足。" (More安心 than anywhere. More満足 than anywhere.), and the headline "業界最大級の 高価買取サービス" (Industry's largest high-price purchase service). Below the headline is a "No.1 Shopper's Eye" award seal and the text "買取サービス利用者が「薦めたい」と思う買取サービス※" (Purchase service that users want to recommend). The name "イメージキャラクター 小泉 今日子" (Image character: Koizumi Kimiko) is also present. At the bottom of the banner, there are four lines of fine print: "※調査実施: 株式会社ショッパーズアイ ※調査方法: インターネット調査", "※調査期間: 2020年1月31日~2月2日 ※調査対象: 1044名、男女20~79歳", "※調査概要: 家電買取サービス10サービスを対象にしたサイト比較イメージ調査", and "※比較対象企業: '家電買取サービス' Google検索 (2020年1月23日 時点)". The background of the banner is a collage of images showing various services and products.

<https://www.takakuureru.com/>

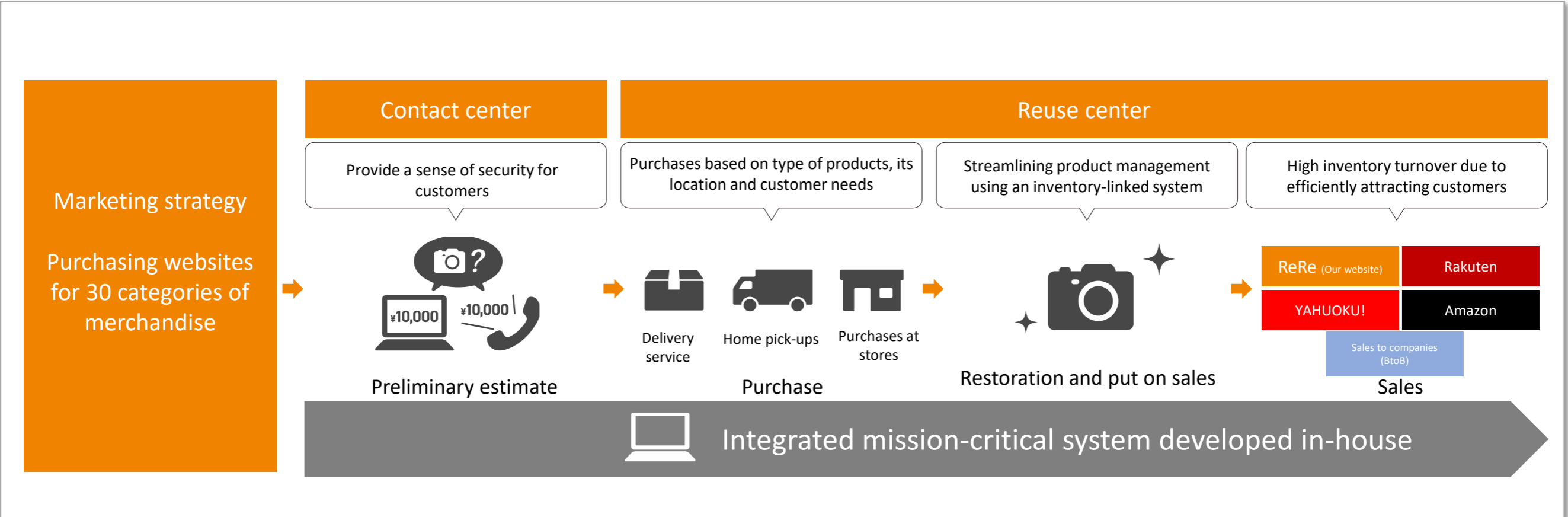
# Second-hand Services for Individuals: Products Purchased by takakuureru.com

Covering a broad spectrum of purchasing needs by operating many websites that handle a single category of merchandise



# Second-hand Services for Individuals: Business Model

Purchase and sale of second-hand products using a C-to-B-to-C model  
 Marketing, call centers, distribution centers and core systems are all operated internally.



\*The C-to-B-to-C model includes direct transactions with consumers as well as transactions that use companies as an intermediary.



## ✓ Preliminary registration using a call center



Call centers provide proposals for purchase prices, purchasing methods and other activities to give customers a reliable and efficient reuse experience.

## ✓ A nationwide network of reuse centers



Reuse centers in 14 cities: Sapporo, Sendai, Ibaraki, Saitama, Tokyo (Koto-ku, Shinagawa-ku), Nishi-Tokyo, Chiba, Yokohama, Nagoya, Osaka, Kobe, Tottori, Fukuoka

Reuse centers throughout Japan eliminate reluctance to using this service involving customers' perceptions and the infrastructure.

## ✓ Many purchasing methods and product categories



Delivery services



Purchases at stores



Home pick-up

## ✓ Standardized operations



A 1,000-page operations manual  
Many training programs

The MarketEnterprise "STANDARD BOOK" contains innovative systems for operations encompassing many business processes. All are backed by data and know-how acquired since the company's inception. This sound basis for all operations ensures consistency of the quality of all services.

## ✓ An IT infrastructure optimized for reuse services



MarketEnterprise developed its own IT infrastructure in order to support all business processes and have the flexibility to adapt to changes in these processes.



IT development units are located in Japan and Vietnam.

# Second-hand Services for Individuals: New Service Locations

Priority is on consulting sales centered on buying items at the customer's home or place of business. Direct communications allow accurately identifying customers' needs.



Chiba Reuse Center opened on October 13, 2022

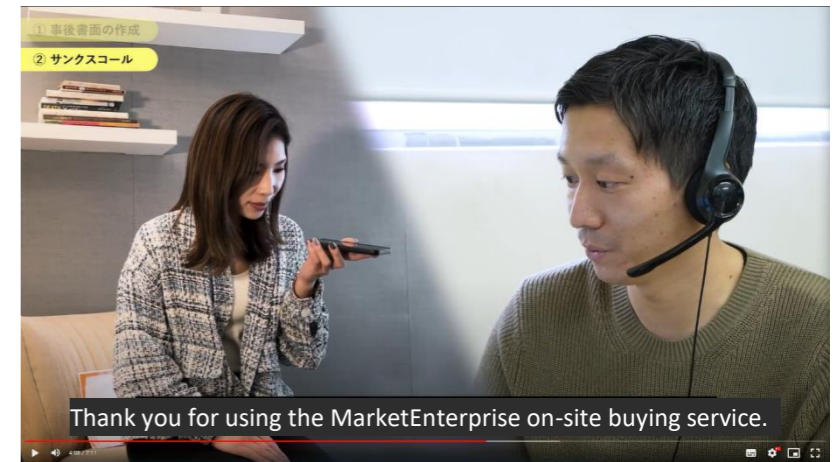
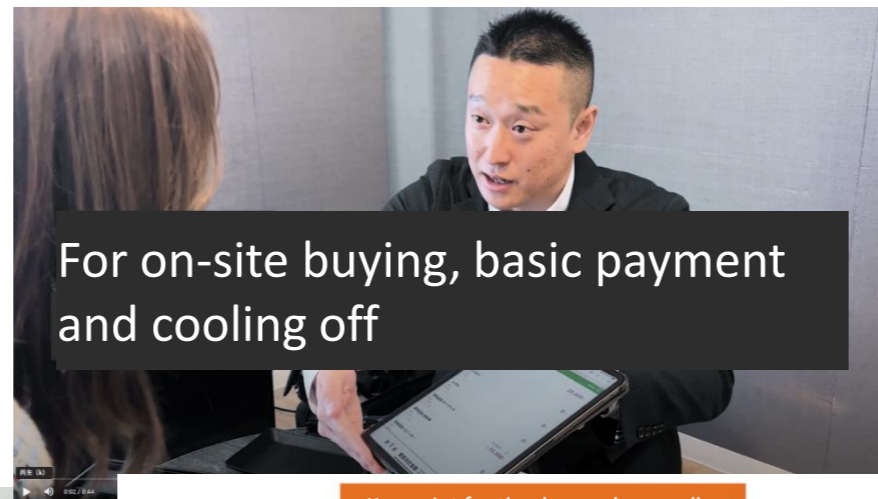


Shinagawa Reuse Center Gotanda TOC store opened on May 18, 2023



# Second-hand Services for Individuals: A Stronger Framework for New Employees

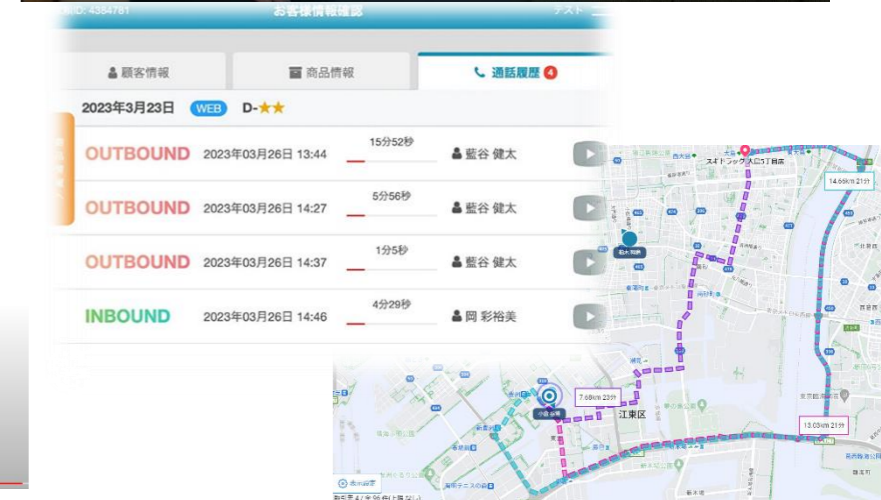
For the growth of business operations for individuals, activities are under way to build a more powerful training system and foundation for these operations. Activities include the development and use of digital tools for improving customer services and preventing problems.



Key point for thank you phone calls



Tell the customer that the day's purchases will be carefully reconfirmed with the head office or other supervisory unit.





## ■ Shoppers Eye “Purchasing services that users want to recommend”

- Recommended purchasing services of flea market app users No.1
- Recommended purchasing services of auction website users No.1
- Recommended purchasing services of audio fans No.1
- Recommended purchasing services of camera fans No.1
- Recommended purchasing services of model train fans No.1
- Recommended purchasing services of musical instrument players No.1

Internet survey by Shoppers Eye from January 31-February 2, 2020, with 1,044 people between age 20-79;  
website perception comparison survey of 10 home appliance purchasing services selected based on Google searches for “home appliance purchasing services” as of January 23, 2020



## ■ YAHUOKU! Best Store Awards

- Best store of the year First (2017, 2018, 2019)
- Home appliances First (2014, 2016, 2017, 2018, 2019, 2020, 2021, 2022)
- PC/smartphones First (2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022)
- DIY/agricultural equipment First (2017, 2018, 2019)
- Home/interior products First (2016)



## ■ Simple Style Awards 2021 by Housekeeping Association

- Simple Style Award, Special Award





# Second-hand Online Business

- 1) Second-hand Services for Individuals
- 2) Machinery (Agricultural Equipment)**
- 3) Oikura

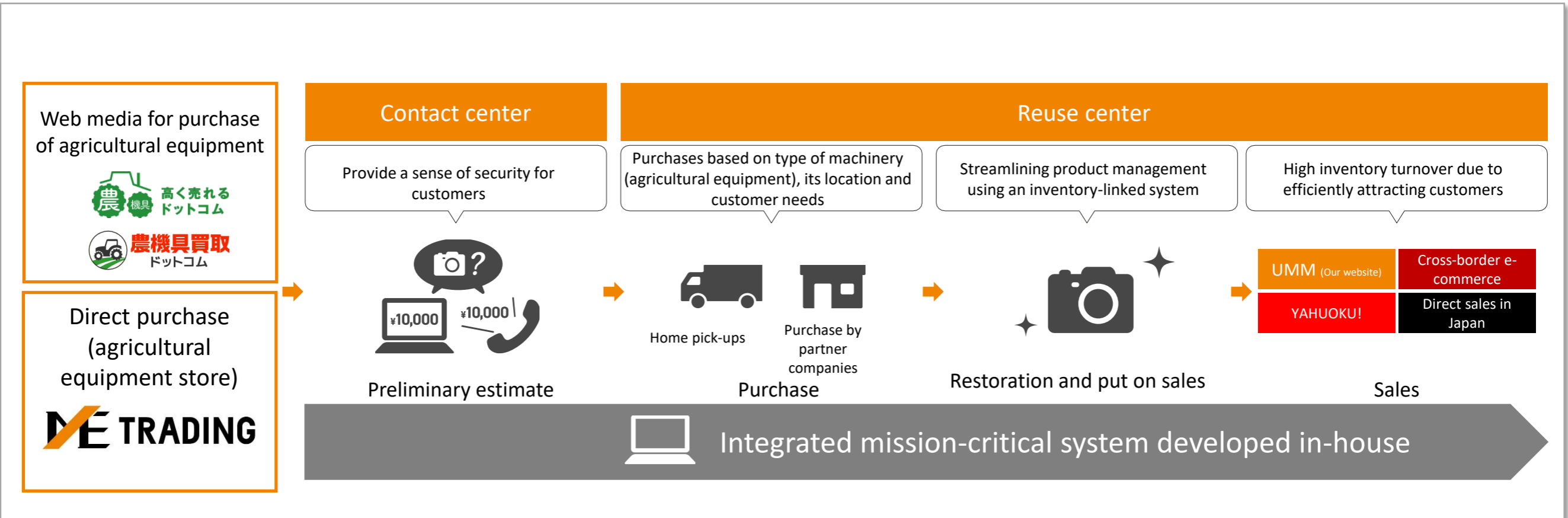
# Machinery (Agricultural Equipment)

Agricultural equipment is purchased everywhere in Japan by using the MarketEnterprise logistics infrastructure. Equipment is sold in Japan and in other countries by using the MarketEnterprise e-commerce website for sales outside Japan.



# Machinery (Agricultural Equipment): Business Flow

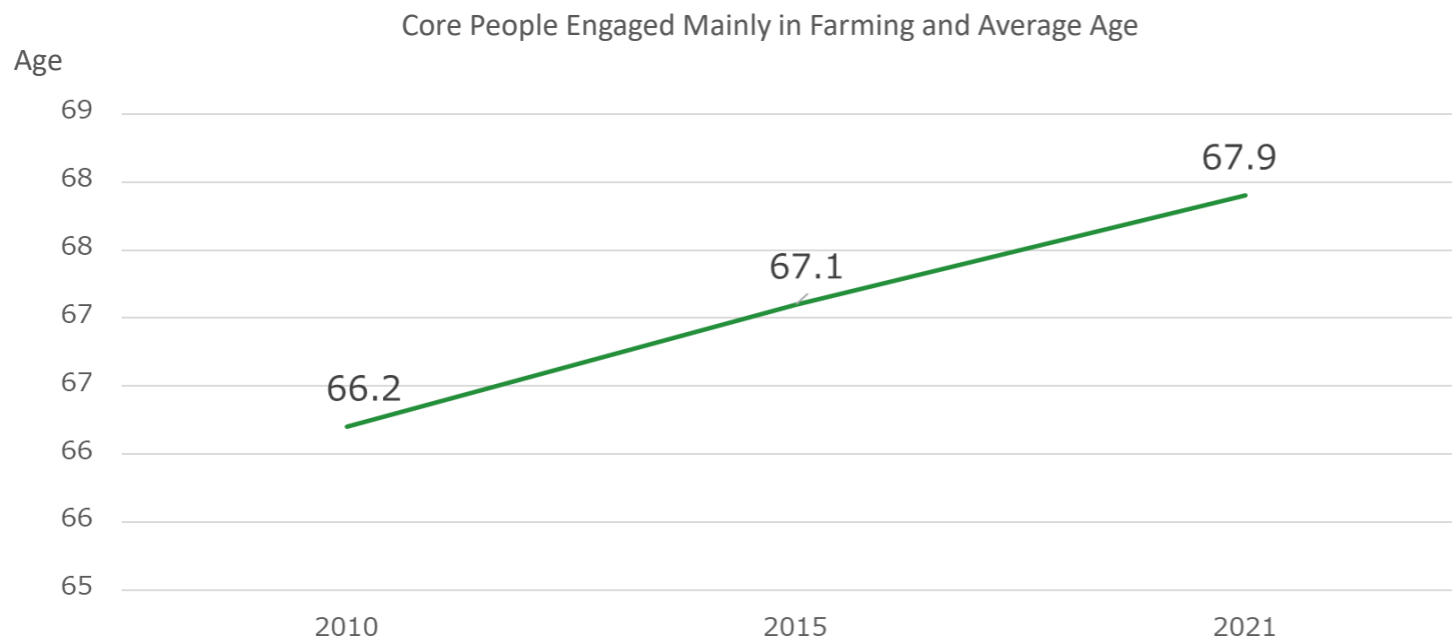
Utilizing the know-how cultivated through second-hand services for individuals, we have established an integrated business flow from the purchase of used machinery (agricultural equipment) to domestic sales and exports.





# Machinery (Agricultural Equipment): Operations in Japan

A growing volume of used agricultural equipment needs to be sold in Japan due to the large number of retiring farmers. MarketEnterprise has started a joint program with the City of Fukushima that utilizes used agricultural equipment to provide support to new farmers.



Source: 2021 Food, Agriculture, Agricultural Village White Paper, Ministry of Agriculture, Forestry and Fisheries

NEWS RELEASE 2023.03.23

## 中古農機活用による就農者支援連携を福島市と開始～リユース活用で農業活性化へ～

株式会社マーケットエンタープライズ

株式会社マーケットエンタープライズ(東京都中央区、代表取締役社長:小林 泰士、東証プライム・証券コード3135、以下「マーケットエンタープライズ」)は、就農者支援と新規就農促進を目的に、2023年3月23日より、中古農機具を用いたリユース連携をスタートすることとなりました。本取組で中古農機具市場の活性化を促進することで、農業の観点からも持続可能な社会形成を目指してまいります。



【経緯・背景】

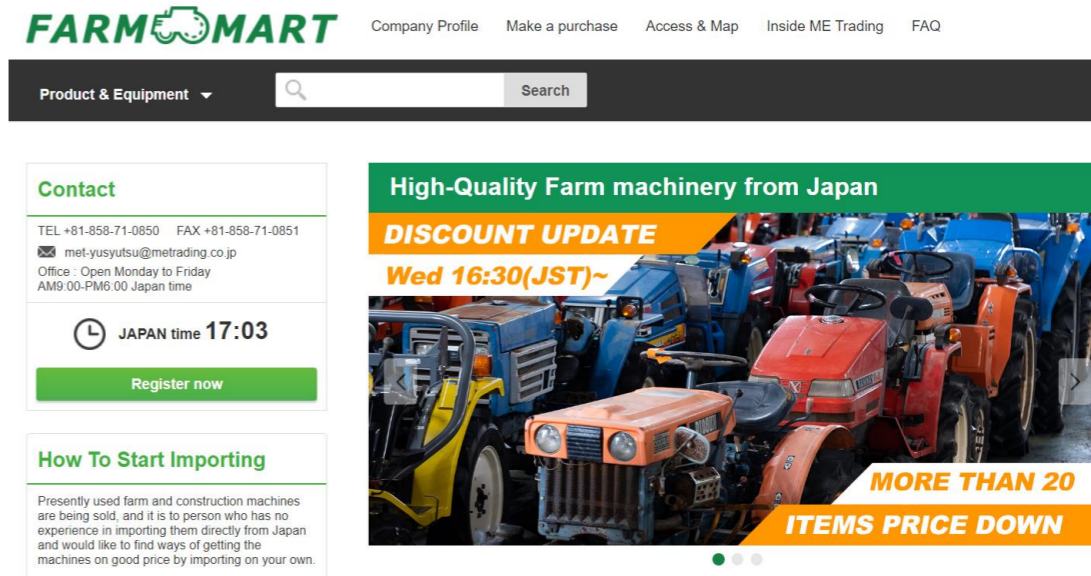
福島市では、「魅力と活力にあふれ、次世代に向け事業成長する農業」を目指す姿とし、これまでさまざまな農業振興施策を進めてきました。その結果、市へ寄せられる新規就農に関する相談も増加し、福島市では、更なる就農環境整備を加速させる施策を模索しておりました。そうした中で、昨年12月、廃棄物減量を目的に当社とのリユース連携事業がスタートしました。その際に福島市が、当社が国内外で行なう農機具のリユース事業を知り、福島市と連携し、中古農機具を用いた就農者支援をスタートすることとなりました。

MarketEnterprise press release on March 22, 2023  
<https://www.marketenterprise.co.jp/news/202303233814.html>

We directly export used machinery (agricultural equipment) to over 81 countries. Even now we are expanding export channels.

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

## EC website for overseas



The screenshot shows the FARM MART website interface. At the top, the logo 'FARM MART' is displayed in green, followed by navigation links: 'Company Profile', 'Make a purchase', 'Access & Map', 'Inside ME Trading', and 'FAQ'. Below the logo is a search bar with a dropdown menu labeled 'Product & Equipment' and a 'Search' button. On the left side, there is a 'Contact' section with the following information: TEL +81-858-71-0850, FAX +81-858-71-0851, email met-yusyutsu@metrading.co.jp, and office hours: Open Monday to Friday, AM9:00-PM6:00 Japan time. A clock icon indicates 'JAPAN time 17:03' and a green 'Register now' button is present. Below this is a 'How To Start Importing' section with a paragraph: 'Presently used farm and construction machines are being sold, and it is to person who has no experience in importing them directly from Japan and would like to find ways of getting the machines on good price by importing on your own.' On the right side, there is a promotional banner for 'High-Quality Farm machinery from Japan' featuring a photo of various tractors. The banner includes a 'DISCOUNT UPDATE' in orange, 'Wed 16:30(JST)~' in yellow, and 'MORE THAN 20 ITEMS PRICE DOWN' in white on a red background.

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



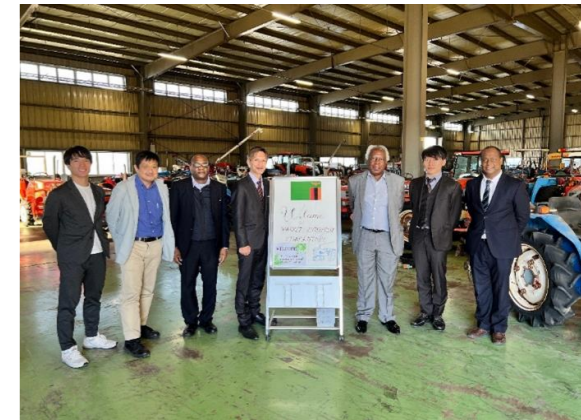
# Machinery (Agricultural Equipment): Made in Japan Used Machinery

Even equipment that is 20 to 30 years old is often in good condition. The demand for “Used in Japan” agricultural equipment is very strong in Europe, the Middle East and Asia. Recently, the need for this equipment has been increasing in Africa too.

“Used in Japan” equipment at work overseas



Ambassadors of African countries visited the storage and distribution facility in Japan





# Second-hand Online Business

- 1) Second-hand Services for Individuals
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This reuse platform allows users to receive appraisals from reuse shops throughout Japan. The number of users was about 1.1 million as of November 2022.



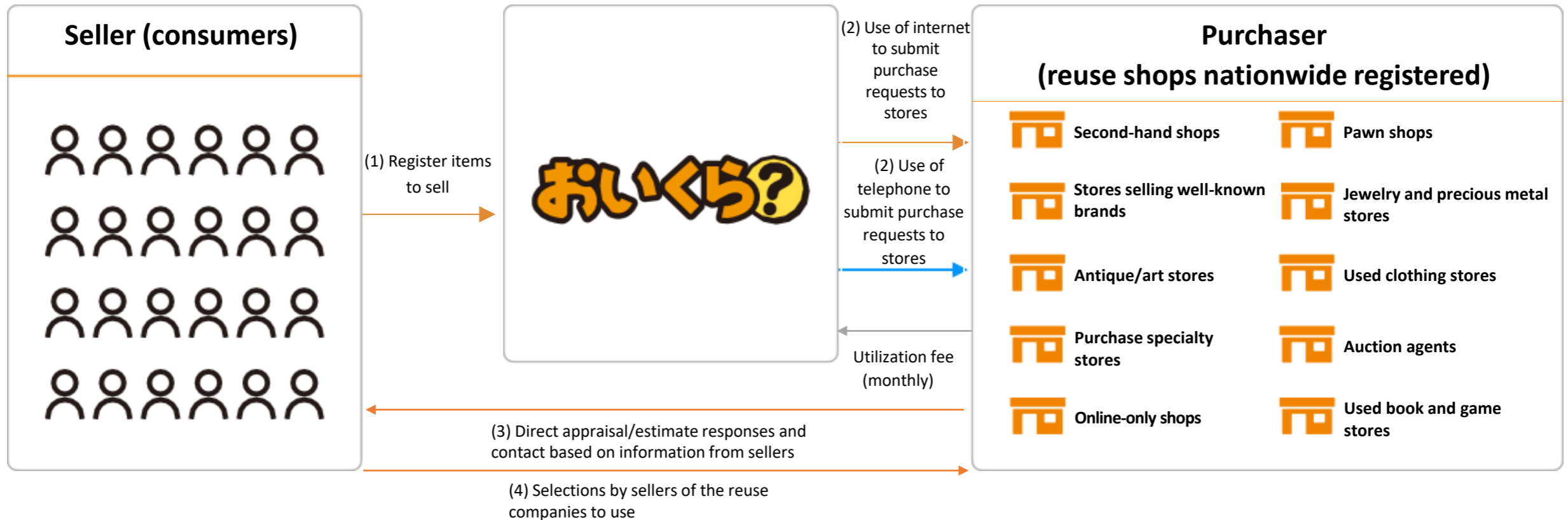
推奨環境:iOS 13.0以降、Android 8.0以降でご利用になれます。



<https://oikura.jp/>



Simply register the information for a reuse item that is to be appraised and sold in order to receive responses from many reuse shops to facilitate the selection of the best company to use.



# Oikura: Partnerships with Local Governments

A faster pace of adding partnerships with local governments to help create a recycling-based society. The number of partnerships is 38 as of the end of April 2023. The goal is 100 partnerships by 2025.

Partnerships started on:



June 10, 2021



October 1, 2021



January 4, 2022



April 14, 2022



August 25, 2022



September 22, 2022



October 11, 2022



October 17, 2022



October 31, 2022



November 1, 2022



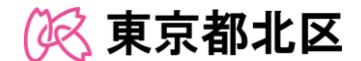
November 21, 2022



November 28, 2022



December 13, 2022



December 16, 2022



December 19, 2022



December 21, 2022



January 12, 2023



January 17, 2023



January 24, 2023



January 26, 2023



February 7, 2023



February 10, 2023



February 14, 2023



February 20, 2023



February 24, 2023



February 28, 2023



March 3, 2023



March 7, 2023



March 14, 2023



March 16, 2023



March 23, 2023



March 27, 2023



March 28, 2023



March 30, 2023



April 11, 2023



April 13, 2023



April 17, 2023



April 25, 2023



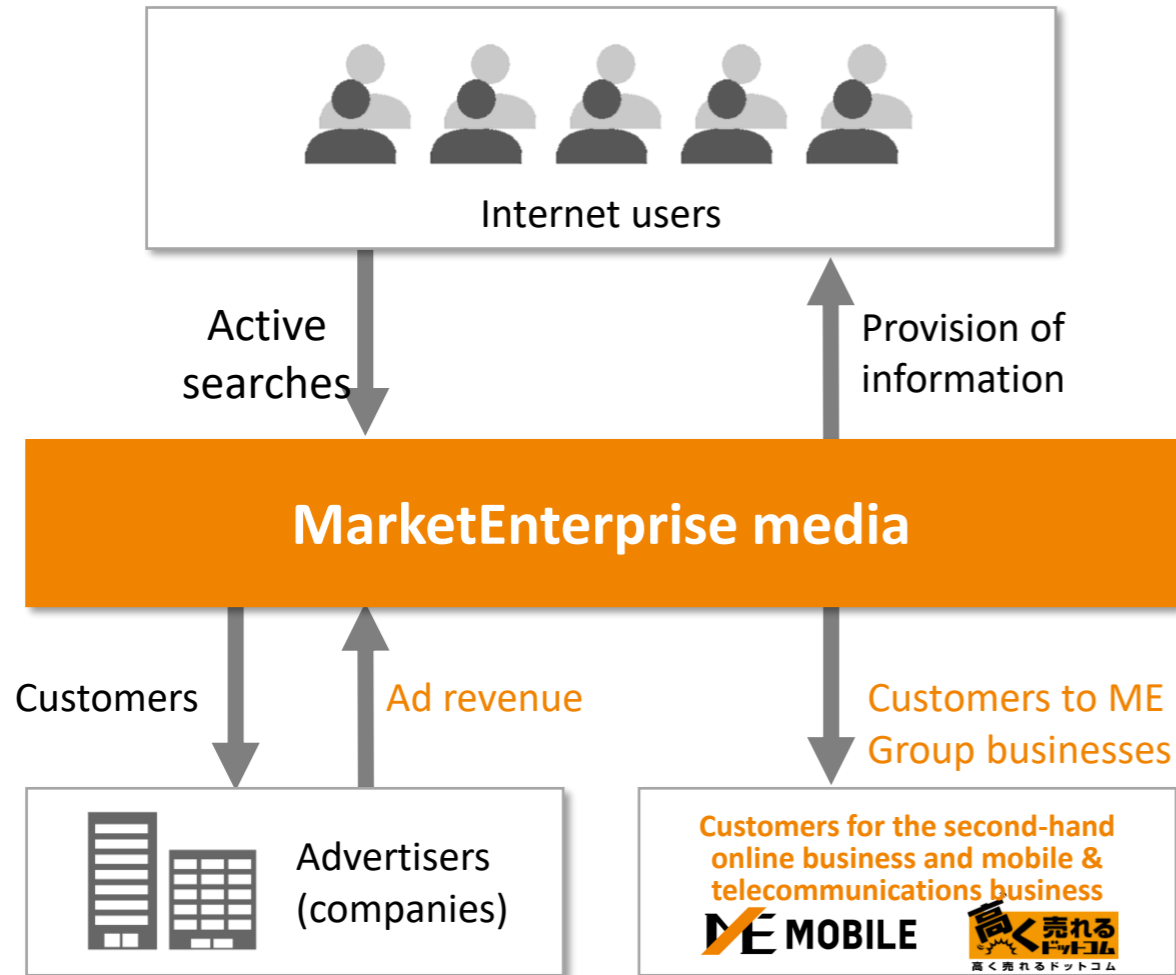
# Media Business

# The best options for everyone as consumer behavior diversifies

The media business is a source of content for “smart consumption” as the behavior of consumers continues to diversify. Websites have content that allows all visitors to find the best option for their requirements.



Internet media that supplies useful information to people who seek “smart consumption” and that sends customers to other ME Group businesses



## Monthly page views

About **14 million**

There are eight websites for telecommunications, merchandise, repairs and other categories with content that supports “smart consumption.”



## Beginners

This website is for people who want to start a new hobby. Content covers more than 100 types of hobbies, enabling people of all ages and backgrounds to find a suitable activity.

<https://www.rere.jp/beginners/>



## Takakuureru.com Magazine and Oikura Magazine

This reuse media has information about buying, selling and disposing of many types of items. The site gives people an option other than simply putting in the trash items no longer needed.

<https://www.takakuureru.com/magazine/>



## Oikura Magazine

This magazine has articles about discarding and recycling items no longer needed, the proper way to use recycling shops, and how to sell items for reuse at high prices.

<https://oikura.jp/magazine/>



## Saiyasu-Syuuri.com

Japan’s largest platform for repair company information, this website encompasses a broad range of categories including smartphones, PCs, iPads, watches, cameras, home appliances, automobiles, motorcycles and many other items. Users can use comparisons to select the best companies for their requirements.

<https://saiyasu-syuuri.com/>



## iPhone Kakuyasu SIM Tsushin

Visitors to this website can find information about iPhones, WiFi and WiMAX that is easy to understand. Using this information allows people to select phones and communication services that are the best match for their requirements.

<https://www.kashi-mo.com/media/>



## SIMCHANGE

This website has information about all aspects of the telecommunications domain in order to enable visitors to select inexpensive SIM cards and smartphones that match their needs.

<https://simchange.jp/>



## OUTLET JAPAN

On this website, visitors can find information about sales and other events at outlet malls in all areas of Japan, new products and other useful information involving online shopping, and other types of “smart consumption” information.

<https://outlet-mall.jp/>



## An information website for agriculture

This website has a broad range of useful information for everyone in the agriculture sector, including people thinking of starting an agriculture business or leaving this business sector.

<https://ummkt.com/blog/>



# **Mobile & Telecommunications Business**



# Mobile & Telecommunications Business

A data communication service people choose first due to outstanding pricing, speed and reliability

Kashimo WiMAX provides reliable high-speed data transmissions at one of lowest rates\* among all WiMAX service providers.

\*Based on information obtained by ME from catalogs and websites of major data communication service providers



WiMAX + 5Gがデータ容量無制限\*で  
ずーっと月額3,980円<sup>(税抜)</sup>  
(税込4,378円)

さらに  
契約解除料 0円

今すぐ申し込む! >

\*一定期間内に大量のデータ通信のご利用があった場合、混雑する時間帯の通信速度を制限する場合があります。



Kashimo (combination of the words kashikoi (smart) and mobile) is a safe, reliable and convenient mobile data communication service that uses a portable WiFi router.



First place in the mobile router and home router categories of the 2022 popularity ranking of mobile communication providers by kakaku.com. (Rankings are for January to December 2022)



カシモ WiMAX powered by UQ WiMAX

MENU

最短即日発送 / 今すぐ申し込む!

WiMAX+5Gがギガ放題で  
月額 1,280円(税抜)~  
(月額税込1,408円)

さらに  
契約解除料 0円

今すぐ申し込む!

カシモWiMAX  
アンバサダー  
磯山さやか

カシモの5Gとは | 料金プラン | 端末 | 保証・オプション | エリア | ご利用の流れ | よくあるご質問 | お申し込み

<https://www.ka-shimo.com/wimax>

Subscriptions are increasing for Kashimo WiMAX, which has one of the lowest rates and simple fee plans.

**No.1 3冠 獲得!!**



※「Wi-Fi」10サービスを対象としたサイト比較イメージ調査 ※調査実施:株式会社ショッパーズアイ※実施日時:2020年4月17日-20日  
※比較対象企業:「Wi-Fi」でのWEB検索上位9社を抜粋 ※調査対象:男女、18-69歳、営業職を対象

## Number of subscriptions

About **78,000**

\*As of March 31, 2023

# Activities for Sustainability



# Musical Instrument Donations for Hometown Tax Payment

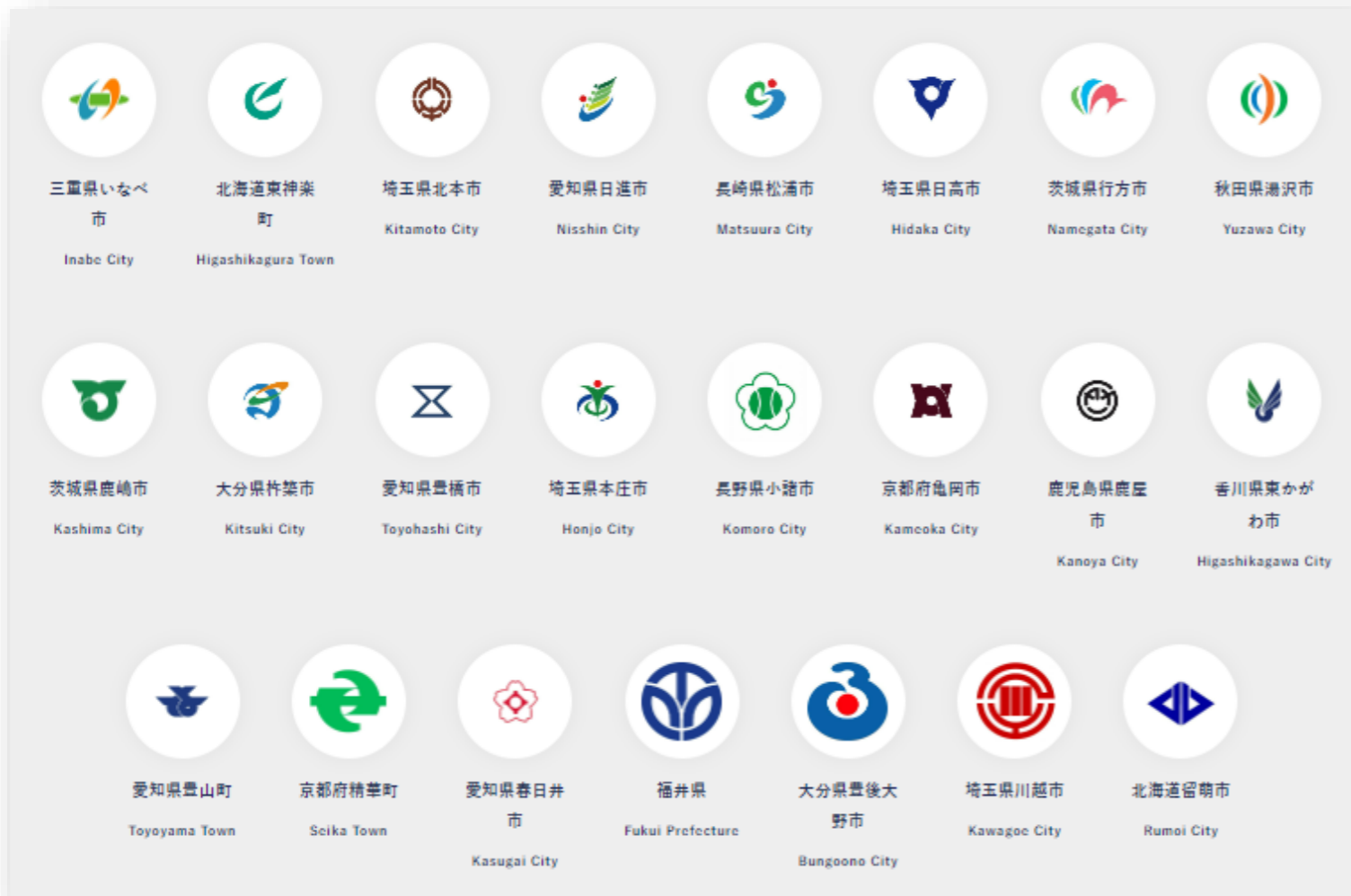
- By using Japan's hometown tax deduction system, individuals can donate musical instruments that are no longer used to schools and other organizations. In return, they receive a tax deduction based on the value of the donated instruments.
- In January 2021, MarketEnterprise received the Local Government Commendation of the Hometown Creation Awards given by the Ministry of Internal Affairs and Communications.



<https://www.gakki-kifu.jp/>

# Participating Local Governments

23 local governments have been participated in this program as of December 31, 2022.



## Cumulative number of appraisals

About **1,594**

## Cumulative number of donation points

About **718**

\*October 1, 2018 to December 31, 2022

Forward-looking statements in this document, such as forecasts of business performance, include forward-looking statements, assumptions and projections that are the basis of our plans. Actual business results may differ substantially due to various factors.

For IR-Related Inquiries and Inquiries about this Document  
MarketEnterprise - IR  
[ir@marketenterprise.co.jp](mailto:ir@marketenterprise.co.jp)

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

