

Hamee (TYO: 3134)

In the fiscal year ended April 2025, results exceeded the Company's forecast; in 2025, NE Inc.'s stock distribution-type spin-off and listing are finally approaching.

◆ **Full-year results highlights for FY04/2025: double-digit increases in both revenue and profit**

Hamee (hereinafter, the Company) announced its full-year financial results for the fiscal year ended April 2025 on June 13, 2025, reporting high growth in net sales, operating profit, ordinary profit, and net profit attributable to the owner of the parent.

Overview: net sales, operating profit, and ordinary profit all exceeded the Company's forecast, with operating profit and ordinary profit reaching record highs. Although net profit attributable to owner of parent fell short of the forecast due to valuation losses on affiliated companies, it still posted double-digit growth.

Specifically, for the full year, net sales were JPY22.89 billion (+30.0% YoY), operating profit was JPY2.35 billion (+22.8% YoY), and ordinary profit was JPY2.35 billion (+16.5% YoY). Net profit attributable to owner of parent was JPY1.27 billion (+13.9% YoY).

While inventories increased on the balance sheet, this was due to business expansion and was generally in line with expectations.

By segment: both of the two core segments showed notable strengths. In the Commerce Segment, all major businesses performed well, and both net sales and segment profit exceeded the initial forecast. In the Platform Segment, although the growth rate in net sales slightly missed the Company's forecast, segment profit exceeded expectations.

Commerce Segment details: the Mobile Life Business, Cosmetics Business, Gaming Accessories Business, and Global Business all achieved steady revenue growth. In terms of profit, the Mobile Life Business, traditionally a core driver, saw profit growth, while the Gaming Accessories Business and Global Business posted significant profit growth, and the Cosmetics Business turned profitable for the full year.

The reason for this seamless expansion in results lies in the effective combination of product strategies leveraging the characteristics of each brand, strengthened sales channels across both e-commerce and physical stores, and targeted promotional efforts. The Company has successfully built a well-balanced business portfolio without excessive reliance on any single business.

Mobile Life Business: 13.2% increase in revenue, 6.6% increase in profit (full-year basis; same applies below). Accessories, such as cases for the latest iPhone models and mobile batteries that utilize MagSafe functionality, performed well. Additionally, product expansion is progressing to include new series, such as BeBling, and cases compatible with Galaxy devices.

Cosmetics Business: 54.3% increase in revenue, turned profitable for the full year. Although quarterly profits and losses fluctuated due to the continuous launch of new products and ongoing efforts to raise brand awareness and expand sales channels, the business achieved full-year profitability, marking a significant milestone.

Gaming Accessories Business: 232.3% increase in revenue, 1,623.0% increase in profit. Based on the concept of spatial appeal, the Company rolled out high-performance new monitors in various colors, including white, along with original monitor arms and other accessories. Sales expanded sharply as sales channels widened. Going forward, the Company plans to strengthen its lineup of monitor-related peripherals and enhance customer engagement through digital transformation (DX) to achieve sustainable growth.

Global Business: 17.2% increase in revenue, 17.2% increase in profit. The business performed strongly by capturing demand during the Christmas season. Sales channel expansion in the U.S. is progressing, and future expansion into South Korea and Europe is also planned. Manufacturing profits are also increasing.

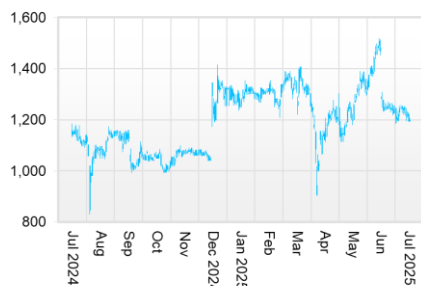
Q4 results update

Retail and IT Services

As of July 17, 2025

Share price (7/16)	1,198 Yen
52weeks high/low	¥830/1,519
Avg Vol (3 month)	98 thou shrs
Market Cap	¥19.5 bn
Enterprise Value	¥19.1 bn
PER (26/4 CE)	9.6 X
PBR (25/4 act)	1.8 X
Dividend Yield (26/4 CE)	1.9 %
ROE (25/4)	12.4 %
Operating margin (25/4)	10.3 %
Beta (5Y Monthly)	0.9
Shares Outstanding	16.3 mn shrs
Listed market	TSE Standard section

Share price



%	1M%	3M%	12M%
Share price	-18.50	6.77	1.35
Japan TSE TOPIX	2.28	12.18	-2.60

Points of interest

Whether the Commerce Business, having built a business portfolio, will gain further momentum in its growth, whether the Mission / Strategy of the Commerce Business, "Gen Z Culture SPA & Decarbonization" will take concrete shape, whether the Platform Business can achieve steady current growth and a rebuilt medium-term growth vision, whether NE Inc.'s stock distribution-type spin-off and listing will take place within 2025 as initially planned, what the IPO price of NE Inc. will be at that time, and whether the Company can manage the impact of U.S. tariffs, among other factors.

This report (Company note) has been prepared at the request of Hamee. For details, please refer to the Disclaimer on the last page.

Platform Segment: The core NextEngine Business achieved steady underlying growth.

For the full year, the segment recorded a 4.1% increase in revenue and an 8.2% increase in profit, with the core NextEngine Business posting a 4.7% increase in revenue. However, when adjusting for the one-time revenue boost from the sales collaboration with Mercari in the second half of the previous fiscal year, the NextEngine Business achieved an 11.3% increase in revenue. The total number of contracted clients continues to grow steadily, the churn rate remains stable, and processed order volume increased by 2.4%. Additionally, actual ARPU, excluding the aforementioned Mercari-related impact, rose by 5.9%.

In terms of profit, although new businesses such as the encer mall incurred increased expenses, the growth of the NextEngine Business, along with solid profitability in the Localco Business and Consulting Business, contributed to the increase in segment profit.

◇ **Spin-off and listing of NE Inc.: progressing toward implementation in 2025 as initially planned.**

In line with the original plan, a proposal will be submitted at Hamee Corp.'s 27th Annual General Meeting of Shareholders, scheduled for July 28, 2025, to distribute all shares of NE Inc., which operates the Platform Segment, held by Hamee Corp. to its shareholders as a dividend in kind (a dividend of property other than cash; hereinafter, the "Spin-off"). This Spin-off will be executed if the listing on the Tokyo Stock Exchange is approved.

The objectives of this move are to maximize management speed and operational efficiency, ensure appropriate valuation of the Platform Business, and expand flexibility in growth strategies. Put simply, by separating the current two segments into independent entities, the aim is to accelerate the growth of each and, if a conglomerate discount exists in the stock market, to eliminate it—thus this is essentially a welcome development.

If the resolution is approved at the General Meeting and listing is approved by the TSE as scheduled, the final day with shareholder rights will be October 29, 2025. Shareholders as of that date will receive shares of NE Inc. on November 4, at which time NE Inc. shares are expected to be listed.

(For details, please refer to the diagram later in this document.)

◇ **Full-year forecast for FY04/2026: The Company projects continued double-digit growth in both revenue and profit**

At this time, the forecast is presented on the assumption that the spin-off mentioned above will not occur.

Consolidated earnings forecast: For the first half, net sales are projected to be JPY11.94 billion (+11.8% YoY), operating profit JPY1.19 billion (+17.1% YoY), ordinary profit JPY1.13 billion (+10.2% YoY), and quarterly net profit attributable to owner of parent JPY770 million (+15.9% YoY).

For the full year, net sales are projected to be JPY25.52 billion (+11.5% YoY), operating profit JPY2.92 billion (+24.1% YoY), ordinary profit JPY2.79 billion (+19.0% YoY), and net profit attributable to owner of parent JPY1.94 billion (+51.8% YoY). Earnings per share are projected to be JPY119.05, and the annual dividend per share is expected to remain unchanged at JPY22.50.

Commerce Business: With a business portfolio taking shape, the Company will adopt the "Gen Z Culture SPA & Decarbonization" as its mission and strategy going forward and will further advance its decarbonization efforts.

In the fiscal year ending April 2026, the Company aims for high growth by expanding all of its businesses, Mobile Life, Cosmetics, Gaming Accessories, and Global, targeting full-year net sales of JPY21.35 billion (+12.5% YoY) and segment profit of JPY2.71 billion (+25.9% YoY). This segment forecast exceeds the guidance in the previous medium-term management plan.

Platform Business: The encer mall Business (a wholesale marketplace matching manufacturers and retailers), which had been under development, will be discontinued and rebuilt as a core service within a newly envisioned "Glocal Commerce Platform Concept." As the Localco Business is also expected to stagnate, the Company will position "ARPU enhancement" as its most important KPI in the core NextEngine Business. It plans to implement a wide-ranging sales approach with a focus on productivity, ranging from the use of AI-based automation tools tailored to customer attributes to building deeper relationships through integration with the Consulting Business.

For the fiscal year ending April 2026, the forecast is for full-year net sales of JPY4.17 billion (+6.9% YoY) and segment profit of JPY2.06 billion (-0.8% YoY). The lack of profit growth reflects the inclusion of IPO preparation costs and upfront investment in new businesses.

Additionally, this forecast is lower than the guidance provided in the previous medium-term management plan.

(For performance forecasts in the event the spin-off is executed, please refer to the diagram later in this document.)

◇Stock price trend and key points to watch going forward

The Company's stock price rose gradually in May and reached a high of JPY1,519 on June 12, the day before the earnings announcement, but declined after the announcement and is currently hovering around JPY1,250.

This is likely because, while the forecast for the fiscal year ending April 2026 calls for double-digit growth in both revenue and profit, the forecasted operating profit (JPY2.92 billion) falls short of the previous medium-term management plan target (JPY3.03 billion), despite the sales forecast exceeding it. The primary reason is sluggish profit growth in the Platform Business, where the current forecast (JPY2.06 billion) falls short of the previous plan (JPY2.39 billion).

This suggests that the investment thesis of "unlocking greater value in the Platform Business through a spin-off" has temporarily lost momentum.

However, based on the current stock price and assuming no spin-off, the forecast PER is around 10x and the PBR is approximately 1.9x, indicating that the stock market has yet to fully reflect the growth potential of the Company's two businesses. In other words, the stock price still has upside potential.

Accordingly, the key points to watch going forward are as follows.

- That growth in the Commerce Segment gains further momentum—in other words, the Mobile Life, Cosmetics, Gaming Accessories, and Global businesses all achieve steady growth and profit expansion.
- A concrete outlook for the Commerce Segment's upcoming Mission / Strategy of "Gen Z Culture SPA & Decarbonization," and the Company's competitive advantage.
- That the Company manages the impact of U.S. tariff increases within the Commerce Segment and minimizes their effects.
- A rebuilding of the growth narrative for the Platform Segment.
- Those measures to maximize ARPU by customer segment in the NextEngine Business progress, and the fiscal year ending April 2026 results in both revenue and profit growth.
- That the capital structure, shareholder composition, and capital allocation policy become clear in the event NE Inc. is spun off and listed.
- The IPO price of NE Inc.
- That NE Inc.'s management team demonstrates its commitment to growth through concrete examples after the IPO.

Company profile

◇ **Hamee Corp.** (hereafter referred to as the Company) was founded in 1997, went public on the TSE Mothers in 2015 and is currently listed on the Standard Market. The Company operates through the Spin-off of two segments. The Commerce Segment, which includes Mobile Accessories, the Cosmetics Business, the Gaming Accessories Business, and the Global Business. the Platform Segment is mainly engaged in the provision of cloud-based (SaaS) EC Attractions "NextEngine", which automates operations related to online shop management and enables cross-mall, multi-store order processing and centralized inventory management.

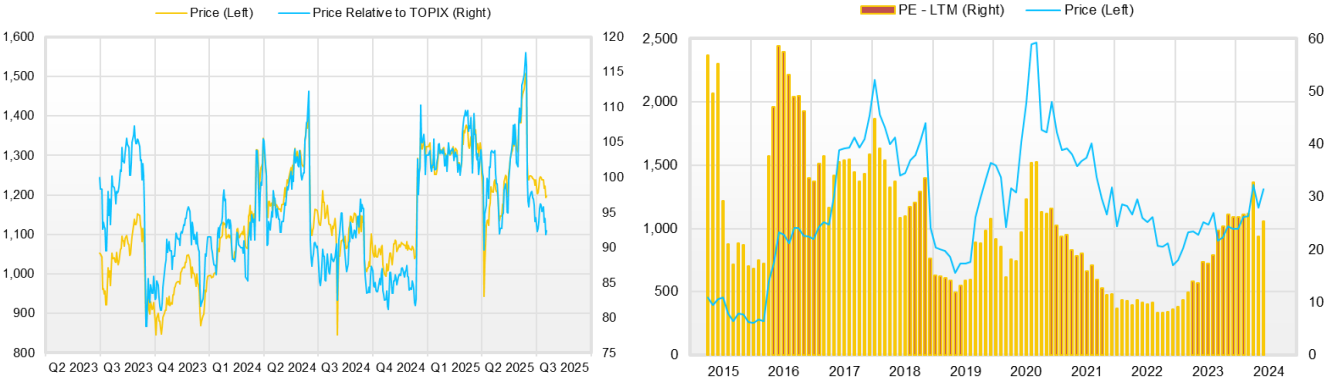
The Company is planning a reorganization by 2025. It plans to conduct a share-distribution-type spin-off of NE Inc., which is in charge of the Platform Segment, and list NE Inc. on the stock exchange. This series of reorganizations aims to avoid the conglomerate discount, efficiently operate each of the two segments, and appropriately and timely reflect the value of each business in the share price.

Key financial data

Unit: million yen	2021/4	2022/4	2023/4	2024/4	2025/4	2026/4 CE
Sales	12,363	13,413	14,038	17,612	22,895	25,528
EBIT (Operating Income)	2,180	2,202	1,251	1,964	2,346	
Pretax Income	2,144	2,463	1,396	2,009	1,991	
Net Profit Attributable to Owner of Parent	1,556	1,744	945	1,122	1,278	1,940
Cash & Short-Term Investments	3,355	4,026	3,536	4,022	4,994	
Total assets	8,342	10,524	12,392	14,885	16,973	
Total Debt	104	544	1,300	2,327	3,850	
Net Debt	-3,251	-3,482	-2,236	-1,694	-1,144	
Total liabilities	1,814	2,271	3,431	4,728	6,402	
Total Shareholders' Equity	6,528	8,253	8,961	10,157	10,570	
Net Operating Cash Flow	1,941	1,186	695	886	827	
Capital Expenditure	351	1,018	487	477	783	
Net Investing Cash Flow	-412	-886	-1,507	-877	-922	
Net Financing Cash Flow	-1,736	298	263	380	1,171	
Free Cash Flow	1,760	362	405	577	225	
ROA (%)	18.94	18.49	8.25	8.22	8.02	
ROE (%)	27.42	23.60	10.98	11.73	12.33	
EPS (Yen)	98.4	109.7	59.4	70.4	80.2	121.6
BPS (Yen)	411.1	519.1	563.0	637.6	662.6	
Dividend per Share (Yen)	10.00	22.50	22.50	22.50	22.50	22.50
Shares Outstanding (Million Shares)	16.21	16.27	16.27	16.28	16.29	

Source: Omega Investment from company data, rounded to the nearest whole number.

Share price





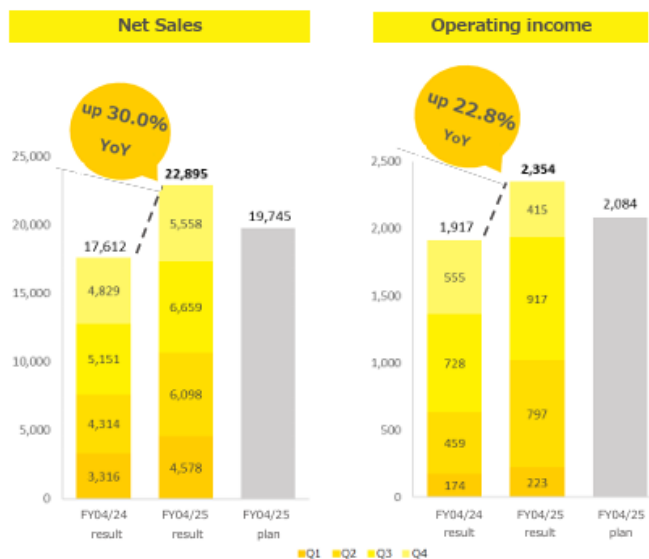
Overview of FY04/2025

Overview of company-wide performance

Consolidated

Q4 FY04/25 Consolidated Financial Highlight

- Both net sales and operating income reached record highs. Because Net sales performed strongly, particularly in the Commerce segment, which drove a corresponding increase in operating income.
- The strong performance of the Commerce segment significantly contributed to the overall improvement in business performance. The successful launch of new products, effective sales promotions, and expansion of sales channels both domestically and internationally all contributed to its success.
- The Platform segment exceeded its profit targets because of a strengthened revenue structure across all businesses, driven by improved ARPU and cost reductions in the Next Engine Business.



Source: Company material

Consolidated

Q4 FY04/25 Segment Overview

- Significant increases in both revenue and profit in the Commerce segment. Sales and segment profit increased by 37.0% and by 58.0% YoY.
- With sales and profit increased by 4.1% and by 8.2% YoY, Platform segment achieved robust growth.
- Regarding the adjustment amount (head office expenses), there was an increase in expenses such as the relocation costs for NE Inc.'s head office, spin-off IPO preparation costs, and personnel expenses for each group company

(Millions of yen)		Accounting period				Cumulative period			
		Q4 FY04/24 Results	Q4 FY04/25 Results	Increase /Decrease	% YoY	Q1-Q4 FY04/24 Results	Q1-Q4 FY04/25 Results	Increase /Decrease	% YoY
Consolidated Segment Overview	Net sales	3,934	4,656	722	18.4%	13,855	18,986	5,130	37.0%
	Segment profit	448	622	173	38.8%	1,365	2,158	792	58.0%
	Profit ratio	11.4%	13.4%	2.0%	-	9.9%	11.4%	1.5%	-
Commerce	Net sales	895	901	6	0.7%	3,756	3,908	152	4.1%
	Segment profit	446	440	(6)	(1.5%)	1,925	2,083	158	8.2%
	Profit ratio	49.9%	48.8%	(1.1%)	-	51.3%	53.3%	2.0%	-
Platform	Net sales	4,829	5,558	729	15.1%	17,612	22,895	5,283	30.0%
	Segment profit	894	1,062	167	18.7%	3,290	4,241	950	28.9%
	Adjusted amount※1	(339)	(646)	(306)	-	(1,373)	(1,887)	(513)	-
Consolidated	Operating income	555	415	(139)	(25.1%)	1,917	2,354	436	22.8%
	Profit ratio	11.5%	7.5%	(4.0%)	-	10.9%	10.3%	(0.6%)	-



※1 Adjusted amount : Company-wide headquarters expenses are presented as "Adjusted amount." In order to more appropriately evaluate the performance of each business segment, we have changed the allocation method to include head office administrative expenses, etc. in the adjustment amount.

Source: Company material



Overview of FY04/2025 (contd.)

Overview of the Commerce Segment

Consolidated

Q4 FY04/25

Commerce Segment Overview(Net sales)

- Significant increase in revenue in all businesses for both accounting and cumulative periods except New Business.
- Revenue increased by 13.2% YoY. New Products and peripheral accessories maintained strong performance in Mobile Life Business.
- Increased revenue and number of installed stores by winning some kinds of awards and opening pop-up stores in Cosmetics Business.
- Revenues increased by approximately 3.3 times YoY because of color monitors led the sales throughout the year, expansion of various marketplace sales and wholesale did well in Gaming Accessories Business.
- Revenue increased by 17.2% YoY for the cumulative period by Wholesales were the main driver throughout the year even though there was a slowdown in EC sales due to the post-Christmas shopping season rebound in Q4.

(Millions of yen)	Accounting period				Cumulative period			
	Q4 FY04/24 Results	Q4 FY04/25 Results	Increase /Decrease	% YoY	Q1-Q4 FY04/24 Results	Q1-Q4 FY04/25 Results	Increase /Decrease	% YoY
Commerce Segment								
Net Sales	3,934	4,656	722	18.4%	13,855	18,986	5,130	37.0%
Mobile Life Business	1,861	2,116	254	13.7%	7,387	8,359	971	13.2%
Cosmetics Business	799	813	14	1.8%	2,219	3,424	1,205	54.3%
Gaming Accessories Business	440	1,094	654	148.4%	1,115	3,706	2,590	232.3%
New Business investment	72	41	(30)	(42.5%)	270	140	(130)	(48.2%)
Global Business	760	590	(170)	(22.4%)	2,863	3,356	493	17.2%

Hamee

Source: Company material

Consolidated

Q4 FY04/25

Commerce Segment Overview(Operating income)

- Mobile Life Business, Gaming Accessories Business, and Global Business contribute to profits because of year-end sales, Christmas shopping season and some malls' sales performed well.
- Achieved full-year profitability even though the Cosmetics Business saw an 87.1% decrease in profit for the accounting period, impacted by changes in sales channel mix and increased promotional and logistics costs associated with the rise in wholesales.

(Millions of yen)	Accounting period				Cumulative period			
	Q4 FY04/24 Results	Q4 FY04/25 Results	Increase /Decrease	% YoY	Q1-Q4 FY04/24 Results	Q1-Q4 FY04/25 Results	Increase /Decrease	% YoY
Commerce Segment								
Net Sales	448	622	173	38.8%	1,365	2,158	792	58.0%
Mobile Life Business	343	385	42	12.3%	1,399	1,491	91	6.6%
Cosmetics Business	54	7	(47)	(87.1%)	(232)	9	242	—
Gaming Accessories Business	28	126	98	348%	16	284	268	1,623.0%
New Business investment	(55)	(65)	(10)	—	(230)	(224)	5	—
Functional Departments	(72)	(66)	5	—	(310)	(250)	60	—
Global Business	149	235	85	57.2%	722	846	124	17.2%
Profit ratio	11.4%	13.4%	2.0%	—	9.9%	11.4%	1.5%	—

Hamee

Source: Company material



Overview of FY04/2025 (contd.)

Overview of the Platform Segment

Consolidated

Q4 FY04/25

Platform Segment Overview

- Sales increased by 4.6% during the accounting period and 11.3% during the cumulative period in Next Engine Business excluding a special factor. Decreased sales compared to the previous Q4 accounting period because we had a one-time sales (JPY 140 million in Q3 and JPY 41 million in Q4) was generated through sales collaboration with Mercari.
- Sales significantly increased by 44.7% during the accounting period and by 11.6% during the cumulative period in Localco Business. EC sales of traditional crafts started contributing.
- Increased in profits in Consulting Business because of profit management and measures to improve operation rates although revenue decreased.

(Millions of yen)

Platform Segment	Accounting period				Cumulative period			
	Q4 FY04/24 Results	Q4 FY04/25 Results	Increase /Decrease	% YoY	Q1-Q4 FY04/24 Results	Q1-Q4 FY04/25 Results	Increase /Decrease	% YoY
Net Sales	895	901	6	0.7%	3,756	3,908	152	4.1%
Next Engine Business	747	737	(9)	(1.3%)	2,820	2,953	133	4.7%
Localco Business	49	71	22	44.7%	520	581	60	11.6%
Consulting Business	98	92	(6)	(6.6%)	415	372	(42)	(10.2%)
Operating income	446	440	(6)	(1.5%)	1,925	2,083	158	8.2%
Operating income ratio	49.9%	48.8%	(1.1%)	—	51.3%	53.3%	2.0%	—



Source: Company material

Platform

Next Engine indicators

Fiscal Year	2024/4					2025/4				
	Q1	Q2	Q3	Q4	Full year	Q1	Q2	Q3	Q4	Full year
Number of clients	5,917	6,033	6,150	6,256	6,256	6,329	6,426	6,489	6,570	6,570
Number of stores introduced (stores)	46,865	47,728	49,311	50,471	50,471	51,396	52,311	52,867	53,602	53,602
GMV (Billions of yen)	279.7	262.3	292.1	279.5	1,113.8	273.6	266.7	342.2	305.2	1,187.9
ARPU (yen)	35,392	32,863	46,534	39,983	38,693	39,450	36,687	39,650	37,666	38,363
Monthly churn rate	0.94%	0.82%	0.92%	0.84%	0.88%	0.75%	0.87%	0.84%	0.90%	0.84%
Number of orders received (ten thousand)	3,702	3,314	3,638	3,553	14,209	3,559	3,322	3,952	3,718	14,554
LTV(Lifetime Value) (yen)	3,784,611	3,991,849	5,050,357	4,779,658	4,401,619	5,238,076	4,209,814	4,735,401	4,170,813	4,588,526

※GMV and the number of orders processed are the totals at the end of each quarter. Monthly churn rate is calculated by dividing the average number of churns during the quarter by the number of clients at the end of the quarter.

Source: Company material



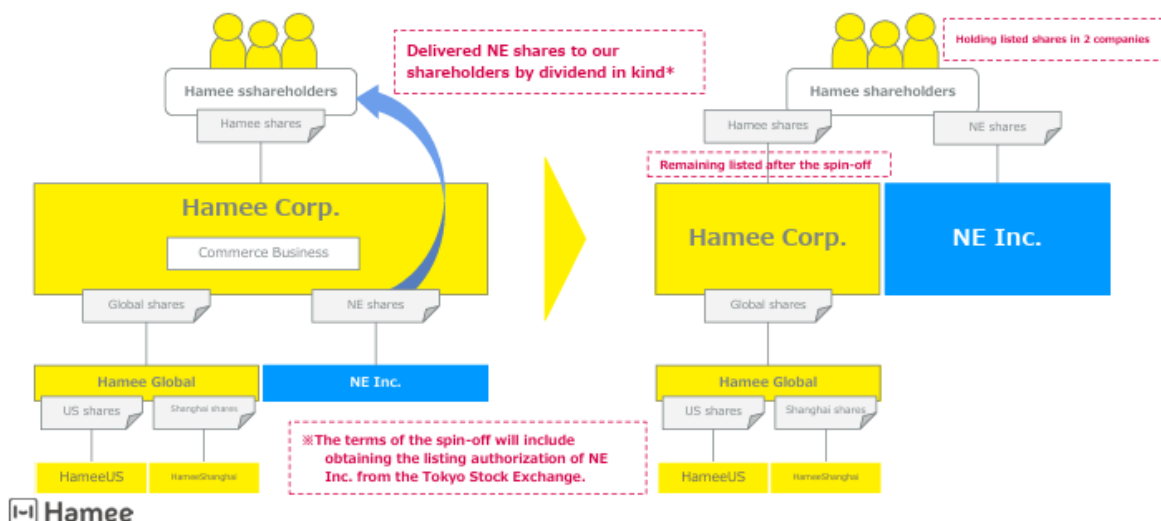
Spin-off and listing of NE Inc.

Share-Distribution-Type Spin-Off



Share-Distribution-Type Spin-Off of NE Inc. (target for listing during 2025)

For details, please refer to the "Notice Regarding Distribution of Shares of a Subsidiary (Spin-off via Stock Distribution) and Change in Scope of a Specified Subsidiary," released on June 13, 2025



Source: Company material

Purpose of the Share-Distribution-Type Spin-Off of NE Inc.

Maximizing management speed and business efficiency.

It is our view that while simplifying decision-making processes and tailoring working conditions and salary levels to each distinct business are necessary to ensure their maximum growth, the current organizational structure prioritizes overall optimization, making it difficult to fundamentally resolve these issues, which in turn leads to inefficiency. This spin-off is expected to enable both companies to adopt appropriate systems and rapid decision-making, leading to an improvement in business growth speed and resource efficiency.

Ensuring appropriate valuation for the Platform Business.

It is our understanding that the market's current valuation of us tends to emphasize its aspect as a commerce company, primarily due to the high sales ratio of our EC and wholesale businesses. It is our view that this has led to the market valuation as a SaaS operating company not being appropriately reflected for the Platform Business, preventing the maximization of shareholder value. This spin-off will enable both companies to obtain appropriate valuations.

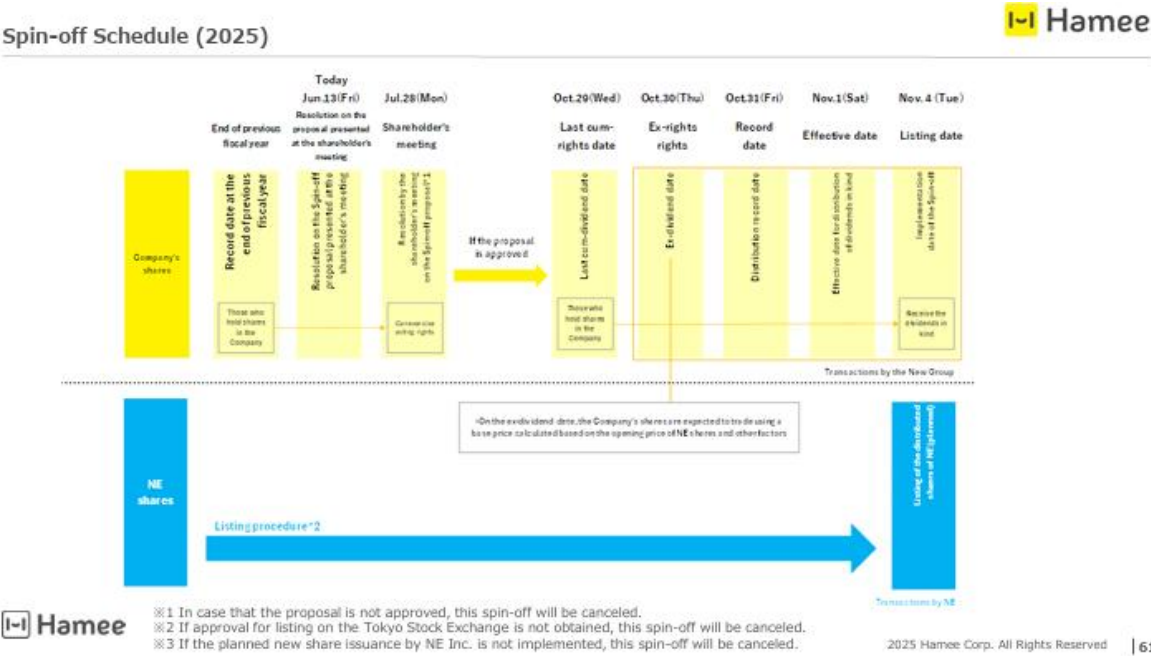
Increased flexibility in growth strategies.

Although no concrete issues are currently present, there is a possibility that if overall optimization is excessively prioritized when devising growth strategies, the flexibility of available options may not be guaranteed, potentially impacting the realization of those growth strategies. This spin-off will enable both companies to select flexible strategic options tailored to their respective business characteristics.

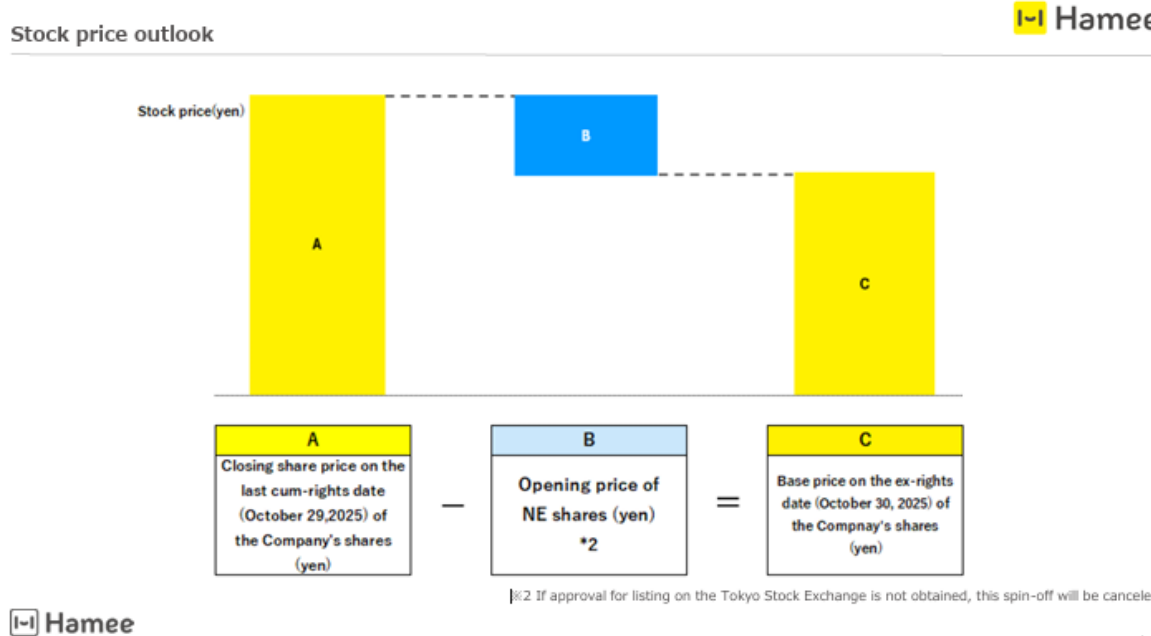


Source: Company material

Spin-off and listing of NE Inc.



Source: Company material



Source: Company material

Strategy of the Hamee Group

Hamee Group After NE Inc. Spin-off



Mission/Strategy

Gen Z Culture SPA & Decarbonization

Mobile Life Business



Cosmetics Business



Gaming Accessory Business



Global(toy)Business

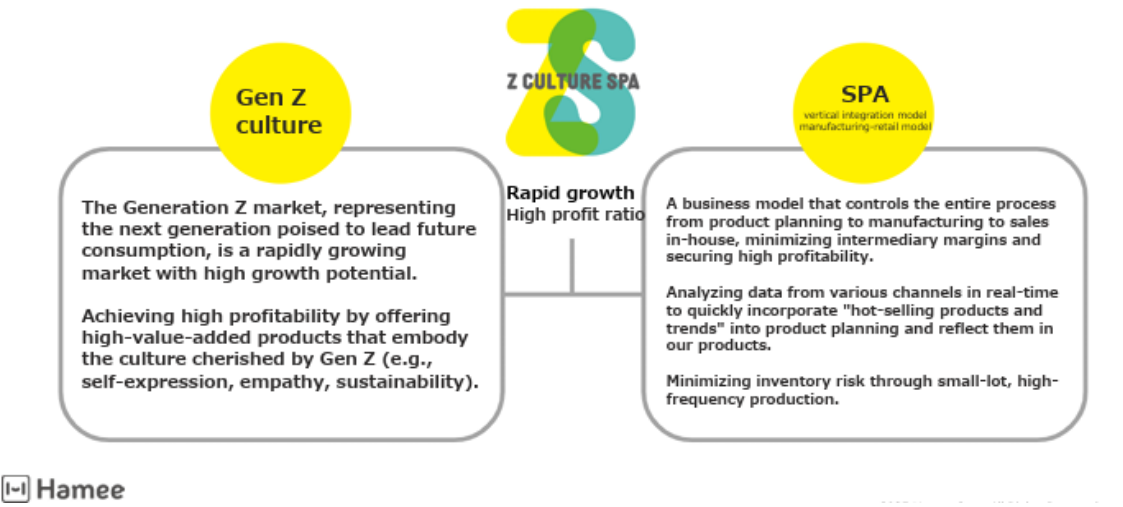


Gen Z culture x SPA (vertically integrated manufacturing and retail) model to achieve agile business development and high-profitability, thereby enhancing corporate value.

 Hamee

Source: Company material

Hamee Group After NE Inc. Spin-off



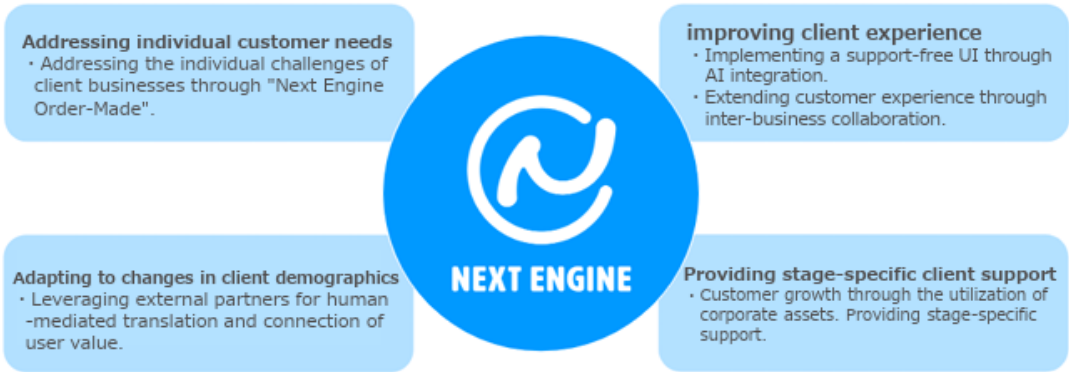
Source: Company material

Strategy of NE Inc.

Consolidated

Basic business strategy

Placing Next Engine and its robust client base at the core of our operations, we will enhance brand value through improving client experience, addressing individual client needs, providing stage-specific client support, and adapting to changes in client demographics.



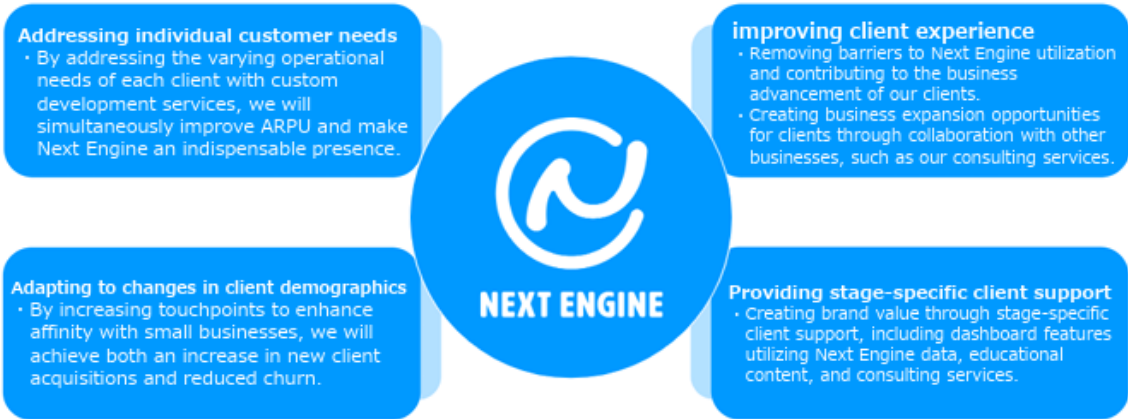
 Hamee

Source: Company material

Consolidated

Aims of each initiative

• Each initiative will foster a virtuous cycle of contributing to clients and achieving the growth of our own services.



 Hamee

Source: Company material



FY04/2026 earnings forecast (without spin-off)

Consolidated

Consolidated Earnings Forecast (without spin-off)

(Millions of yen)	Results		Earnings Forecast			
	Q2 FY04/25	Q4 FY04/25	Q2 FY04/26	% YoY	Q4 FY04/26	% YoY
Consolidated Segment						
Net sales	10,677	22,895	11,940	11.8%	25,528	11.5%
Gross profit	1,021	2,354	1,196	17.1%	2,920	24.1%
Operating income	1,033	2,352	1,139	10.2%	2,798	19.0%
Net Profit attributable to owners of parent	665	1,278	771	15.9%	1,940	51.8%
Dividend per share	—	22.5	—	—	22.5	—

 Hamee

Source: Company material

Consolidated

Consolidated Earnings Forecast (without spin-off)

(Millions of yen)		Results		Earnings Forecast			
		Q2 FY04/25	Q4 FY04/25	Q2 FY04/26	% YoY	Q4 FY04/26	% YoY
Consolidated Segment							
Commerce	Net Sales	8,874	18,986	10,006	12.7%	21,350	12.5%
	Segment profit	834	2,158	1,226	46.9%	2,716	25.9%
	Profit ratio	9.4%	11.4%	12.3%	—	12.7%	—
Platform	Net Sales	1,802	3,908	1,934	7.3%	4,177	6.9%
	Segment profit	950	2,083	905	(4.7%)	2,066	(0.8%)
	Profit ratio	52.7%	53.3%	46.8%	—	49.5%	—
Total	Net Sales	10,677	22,895	11,940	11.8%	25,528	11.5%
	Segment profit	1,784	4,241	2,131	19.4%	4,783	12.8%
	Adjusted amount ※1	(763)	(1,887)	(935)	—	(1,862)	—
	Operating income	1,021	2,354	1,196	17.1%	2,920	24.1%
	Profit ratio	9.6%	10.3%	10.0%	—	11.4%	—

 Hamee

Source: Company material

FY04/2026 earnings forecast (without spin-off)

Consolidated

Consolidated earnings forecast(Commerce segment)

(Millions of yen)	Results		Earnings Forecast			
	Q2 FY04/25	Q4 FY04/25	Q2 FY04/26	% YoY	Q4 FY04/26	% YoY
Commerce segment						
Net sales	8,874	18,986	10,006	12.7%	21,350	12.5%
Mobile Life Business	4,188	8,359	4,436	5.9%	8,724	4.4%
Cosmetics Business	1,822	3,424	2,136	17.2%	4,520	32.0%
Gaming Accessories Business	1,461	3,706	1,786	22.3%	3,970	7.1%
New Business investment	61	140	56	(7.6%)	117	(16.6%)
Global Business	1,341	3,356	1,591	18.6%	4,018	19.7%
Segment Profit	834	2,158	1,226	46.9%	2,716	25.9%

 Hamee

Source: Company material

Consolidated

Consolidated earnings forecast(Platform segment)

(Millions of yen)	Results		Earnings Forecast			
	Q2 FY04/24	Q4 FY04/25	Q2 FY04/26	% YoY	Q4 FY04/26	% YoY
Platform segment						
Net sales	1,802	3,908	1,934	7.3%	4,177	6.9%
Next Engine Business	1,448	2,953	1,540	6.3%	3,238	9.7%
Localco Business	170	581	175	2.6%	401	(30.9%)
Consulting Business	183	372	218	19.3%	537	44.1%
Segment profit	950	2,083	905	(4.7%)	2,066	(0.8%)

 Hamee

Source: Company material



FY04/2026 earnings forecast (with spin-off)

Consolidated

Consolidated Earnings Forecast (with spin-off)

(Millions of yen)

Consolidated Segment	Results		Earnings Forecast			
	Q2 FY04/25	Q4 FY04/25	Q2 FY04/26	% YoY	Q4 FY04/26	% YoY
Net sales	10,677	22,895	11,940	11.8%	23,285	—
Gross profit	1,021	2,354	1,196	17.1%	2,073	—
Operating income	1,033	2,352	1,139	10.2%	1,990	—
Net Profit attributable to owners of parent	665	1,278	771	15.9%	1,417	—
Dividend per share	—	22.5	—	—	22.5	—

NE Inc. will be consolidated for Q1 and Q2. Subsequently deconsolidated for Q3 and Q4.



Source: Company material

Consolidated

Consolidated Earnings Forecast (with spin-off)

(Millions of yen)

Consolidated Segment		Results		Earnings Forecast			
		Q2 FY04/25	Q4 FY04/25	Q2 FY04/26	% YoY	Q4 FY04/26	% YoY
Commerce	Net Sales	8,874	18,986	10,006	12.7%	21,350	12.5%
	Segment profit	834	2,158	1,226	46.9%	2,716	25.9%
	Profit ratio	9.4%	11.4%	12.3%	—	12.7%	—
Platform	Net Sales	1,802	3,908	1,934	7.3%	1,934	—
	Segment profit	950	2,083	905	(4.7%)	905	—
	Profit ratio	52.7%	53.3%	46.8%	—	46.8%	—
Total	Net Sales	10,677	22,895	11,940	11.8%	23,285	—
	Segment profit	1,784	4,241	2,131	19.4%	3,621	—
	Adjusted amount ※1	(763)	(1,887)	(935)	—	(1,548)	—
	Operating income	1,021	2,354	1,196	17.1%	2,073	—
	Profit ratio	9.6%	10.3%	10.0%	—	8.9%	—

NE Inc. will be consolidated for Q1 and Q2. Subsequently deconsolidated for Q3 and Q4.



Source: Company material

Financial data (quarterly basis)

Unit: million yen	2023/4	2024/4				2025/4			
	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
(Income Statement)									
Sales	3,496	3,317	4,315	5,151	4,829	4,579	6,099	6,659	5,558
Year-on-year	1.8%	6.8%	22.3%	31.8%	38.1%	38.1%	41.3%	29.3%	15.1%
Cost of Goods Sold (COGS)	1,517	1,279	1,631	1,858	1,977	1,841	2,628	2,668	2,261
Gross Income	1,979	2,038	2,684	3,293	2,852	2,738	3,471	3,991	3,297
Gross Income Margin	56.6%	61.4%	62.2%	63.9%	59.1%	59.8%	56.9%	59.9%	59.3%
SG&A Expense	1,894	1,863	2,224	2,565	2,306	2,505	2,691	3,074	2,882
EBIT (Operating Income)	85	187	470	756	551	233	780	917	415
Year-on-year	-74.0%	-24.8%	44.1%	27.0%	545.8%	24.7%	65.9%	21.3%	-24.6%
Operating Income Margin	2.4%	5.6%	10.9%	14.7%	11.4%	5.1%	12.8%	13.8%	7.5%
EBITDA	332	377	670	953	749	435	941	1,163	623
Pretax Income	174	205	492	737	576	200	811	702	278
Consolidated Net Income	130	-133	334	492	428	101	564	400	211
Minority Interest	130	-133	334	492	428	101	564	400	211
Net Income ATOP	-55.8%	-164.0%	16.1%	53.6%	228.4%	-176.6%	68.8%	-18.6%	-50.5%
Year-on-year	3.7%	-4.0%	7.8%	9.5%	8.9%	2.2%	9.3%	6.0%	3.8%
Net Income Margin									
(Balance Sheet)	3,536	3,176	2,983	3,430	4,022	3,642	3,912	4,204	4,994
Cash & Short-Term Investments	12,392	12,350	13,197	14,210	14,885	15,295	16,838	18,197	16,973
Total assets	1,300	1,700	1,650	1,928	2,327	3,232	3,980	3,927	3,850
Total Debt	-2,236	-1,476	-1,333	-1,502	-1,694	-410	68	-277	-1,144
Net Debt	3,431	3,608	4,040	4,566	4,728	5,242	6,490	7,553	6,402
Total liabilities	8,961	8,742	9,156	9,644	10,157	10,053	10,348	10,644	10,570
Total Shareholders' Equity									
(Profitability %)	8.25	5.31	5.29	6.20	8.22	9.81	10.56	9.22	8.02
ROA	10.98	7.12	7.41	8.88	11.73	14.43	16.26	14.73	12.33
ROE									
(Per-share) Unit: yen	8.2	-8.3	21.0	30.9	26.9	6.4	35.4	25.1	13.3
EPS	563.0	549.2	575.0	605.6	637.6	630.7	648.8	667.4	662.6
BPS	22.50	0.00	0.00	0.00	22.50	0.00	0.00	0.00	22.50
Dividend per Share	16.28	16.28	16.28	16.28	16.28	16.29	16.29	16.29	16.29

Source: Omega Investment from company materials

Financial data (full-year basis)

Unit: million yen	2017/4	2018/4	2019/4	2020/4	2021/4	2022/4	2023/4	2024/4	2025/4
(Income Statement)									
Sales	8,503	9,379	10,300	11,325	12,363	13,413	14,038	17,612	22,895
Year-on-year	30.8%	10.3%	9.8%	10.0%	9.2%	8.5%	4.7%	25.5%	30.0%
Cost of Goods Sold	4,485	4,618	5,056	4,894	4,802	4,892	5,563	6,745	9,398
Gross Income	4,018	4,761	5,244	6,431	7,562	8,522	8,476	10,867	13,497
Gross Income Margin	47.3%	50.8%	50.9%	56.8%	61.2%	63.5%	60.4%	61.7%	59.0%
SG&A Expense	2,916	3,381	4,080	4,686	5,382	6,319	7,225	8,959	11,151
EBIT (Operating Income)	1,102	1,380	1,164	1,745	2,180	2,202	1,251	1,964	2,354
Year-on-year	146.8%	25.2%	-15.7%	50.0%	24.9%	1.0%	-43.2%	57.0%	19.5%
Operating Income Margin	13.0%	14.7%	11.3%	15.4%	17.6%	16.4%	8.9%	11.1%	10.2%
EBITDA	1,272	1,627	1,525	2,227	2,694	2,840	2,042	2,749	3,162
Pretax Income	1,010	1,259	1,179	1,582	2,144	2,463	1,396	2,009	1,991
Consolidated Net Income	696	873	821	1,069	1,556	1,744	945	1,122	1,278
Net Income ATOP	696	873	821	1,069	1,556	1,744	945	1,122	1,278
Year-on-year	169.7%	25.4%	-5.9%	30.2%	45.5%	12.0%	-45.8%	18.6%	13.9%
Net Income Margin	8.2%	9.3%	8.0%	9.4%	12.6%	13.0%	6.7%	6.4%	5.6%
(Balance Sheet)									
Cash & Short-Term Investments	1,324	1,695	1,660	3,453	3,355	4,026	3,536	4,022	4,994
Total assets	4,240	5,042	5,761	8,097	8,342	10,524	12,392	14,885	16,973
Total Debt	468	298	500	1,740	104	544	1,300	2,327	3,850
Net Debt	-856	-1,397	-1,160	-1,713	-3,251	-3,482	-2,236	-1,694	-1,144
Total liabilities	1,484	1,445	1,572	3,272	1,814	2,271	3,431	4,728	6,402
Total Shareholders' Equity	2,756	3,597	4,189	4,824	6,528	8,253	8,961	10,157	10,570
(Cash Flow)									
Net Operating Cash Flow	576	1,246	651	1,934	1,941	1,186	695	886	827
Capital Expenditure	228	437	291	649	351	1,018	487	477	783
Net Investing Cash Flow	-433	-674	-671	-1,020	-412	-886	-1,507	-877	-922
Net Financing Cash Flow	69	-230	-7	933	-1,736	298	263	380	1,171
Free Cash Flow	464	960	526	1,440	1,760	362	405	577	225
(Profitability %)									
ROA	19.18	18.81	15.21	15.43	18.94	18.49	8.25	8.22	8.02
ROE	29.30	27.48	21.10	23.73	27.42	23.60	10.98	11.73	12.33
Net Profit Margin	8.18	9.31	7.97	9.44	12.59	13.00	6.73	6.37	5.58
Asset Turnover	2.34	2.02	1.91	1.63	1.50	1.42	1.23	1.29	1.44
Financial Leverage	1.53	1.46	1.39	1.54	1.45	1.28	1.33	1.43	1.54
(Per-share) Unit: yen									
EPS	44.2	54.7	51.2	67.4	98.4	109.7	59.4	70.4	80.2
BPS	174.0	224.1	263.0	305.5	411.1	519.1	563.0	637.6	662.6
Dividend per Share	4.50	5.50	6.50	7.00	10.00	22.50	22.50	22.50	22.50
Shares Outstanding (Million Shares)	15.74	15.94	16.08	16.10	16.21	16.27	16.27	16.28	16.29

Source: Omega Investment from company materials



General disclaimer and copyright

This report was created and displayed based on interviews with the Company concerned and financial statements, but we do not guarantee the accuracy, completeness, or credibility of the content and data. This report is for informational purposes only and is not intended to solicit or recommend investment. Omega Investment is not responsible for the consequences of using this report.

This report is informed by the target company through interviews with the target company, but the hypotheses, conclusions and all other content contained in this report are based on research by Omega Investment.

Intellectual ownership, including copyrights of the text and data, belongs to Omega Investment. Distribution, transfer, reproduction, transfer or other use constitutes copyright infringement of this report and is strictly prohibited.