

# **Z Holdings Corporation Business Results**

## **FY2021 Q1**

**August 3, 2021**

**Z HOLDINGS**

Revenue and income both increased, driven by the growth of Advertising/Commerce Businesses due to integration with LINE, etc.

Revenue: **JPY373.3 B (YoY +36.3%)** – the highest first quarter revenue

Adjusted EBITDA: **JPY86.3 B (YoY+11.2%)**

Consolidated  
Results

- **Group Total advertising revenue YoY+68.4%**, as a result of significant growth in advertising business due to LINE integration, recovery in advertisers' demand, and digital shift in advertisers' sales promotion & ad budgets, etc.
- **EC transaction value YoY+15.5%**, due to LINE integration and growth in Reuse business
- **LINE achieved a consolidated operating profit for the third consecutive quarter** since FY2020 Q3, excluding one-time gains and losses

Topics

- **Steady progress made in PMI**  
Service collaborations beginning in all segments (Media/Commerce/Strategic) to generate synergies
- Scheduled to **acquire Yahoo! related trademark, licensed technology, etc., in Japan** in second half of 2021, providing the ZHD Group with greater flexibility in the uses of the brand and licensed technology, and business development without royalty payments

**1 Topics/Consolidated Business Results – Whole Group**

**2 Topics/Business Results – By Segment**

**3 International Business Development**

**4 FY2021 Business Results Forecast**

**1 Topics/Consolidated Business Results – Whole Group**

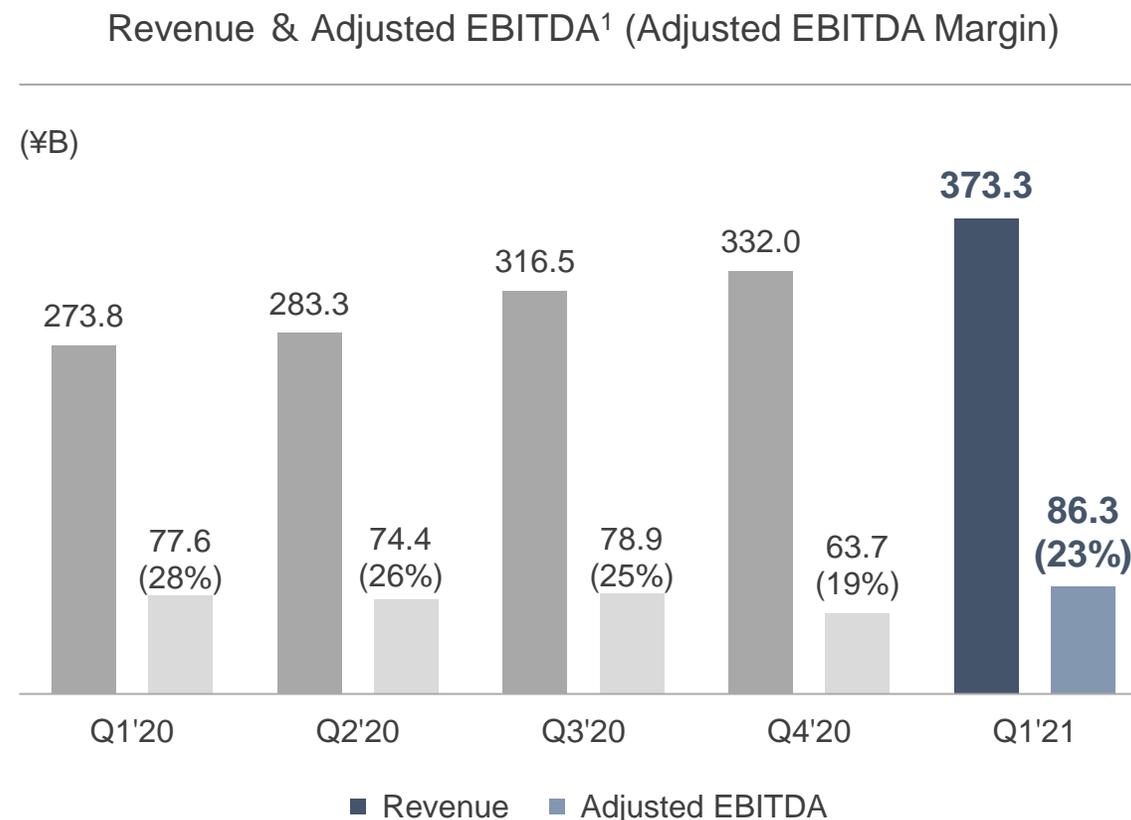
2 Topics/Business Results – By Segment

3 International Business Development

4 FY2021 Business Results Forecast

- Both revenue and adjusted EBITDA increased due to positive impacts from integration with LINE, etc.

| Item                         | FY2020 Q1  | FY2021 Q1         | YoY           |
|------------------------------|------------|-------------------|---------------|
| Revenue                      | 273.8 (¥B) | <b>373.3 (¥B)</b> | <b>+36.3%</b> |
| Adjusted EBITDA <sup>1</sup> | 77.6 (¥B)  | <b>86.3 (¥B)</b>  | <b>+11.2%</b> |
| Adjusted EPS <sup>2</sup>    | 5.11 (¥)   | <b>3.56 (¥)</b>   | <b>-30.3%</b> |



1. Operating income + depreciation & amortization ± EBITDA adjustment items

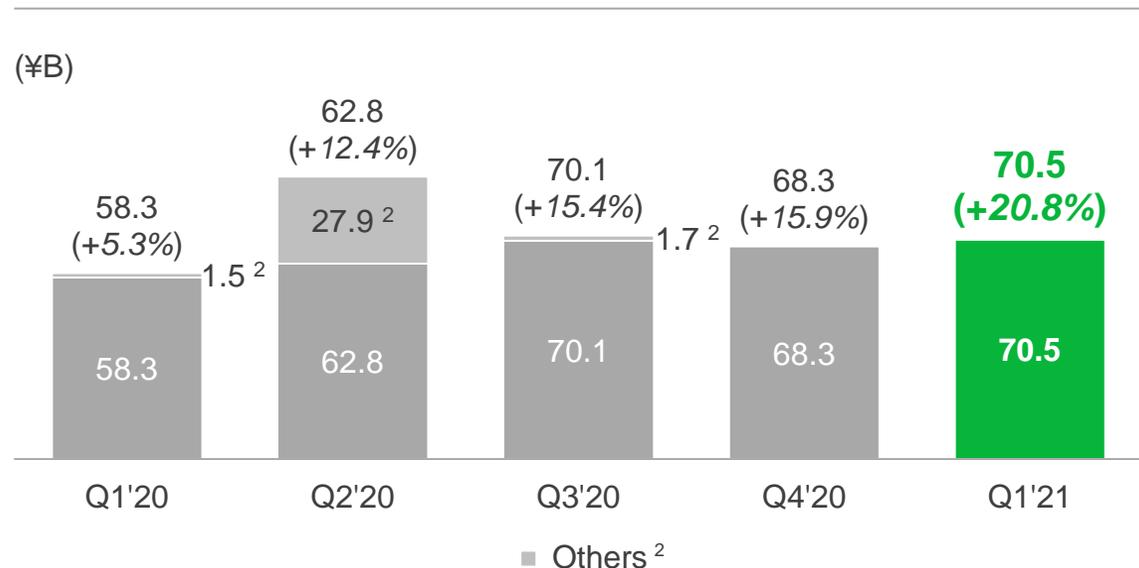
2. Adjusted net income/Average number of common stocks outstanding (quarterly cumulative)

EBITDA adjustment items: Gains/losses on non-recurring and non-cash transactions within operating revenue and expenses (loss on retirement of fixed assets, impairment losses, stock compensation expenses, losses/gains on step acquisition, other transactions with undetermined cash outflows (one-time provisions, etc.), etc.)

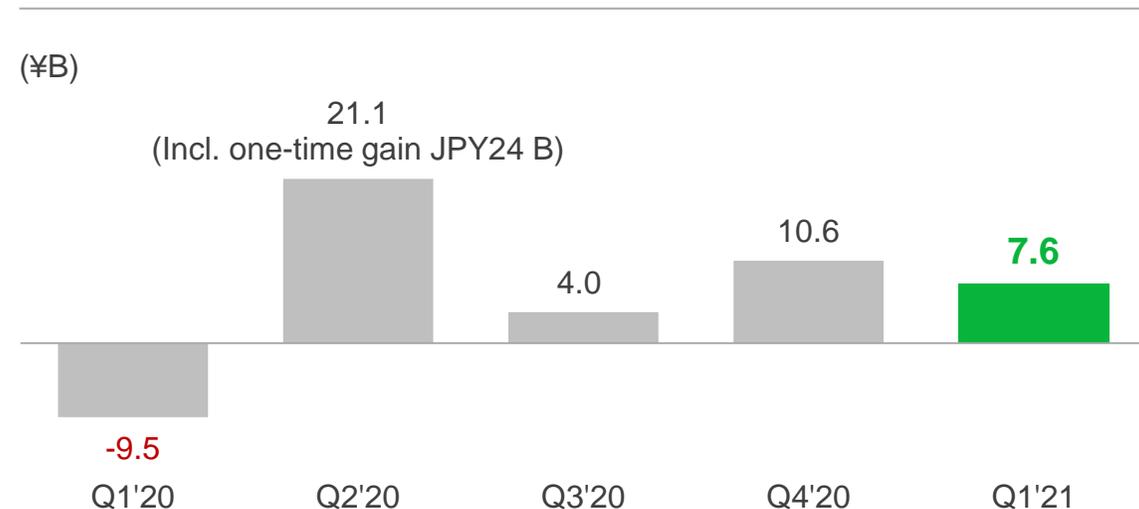
Adjusted net income: Net income attributable to owners of the parent ± EBITDA adjustment items ± Tax equivalent for certain adjustment items

- **Achieved operating profit, without one-time gains and losses**, due to growth in the Advertising business and streamlining of marketing expenses, etc.
- Continue to aim for **full year operating profit** by balancing the growth in the Advertising business with disciplined investments

Revenue (YoY)



Operating Income

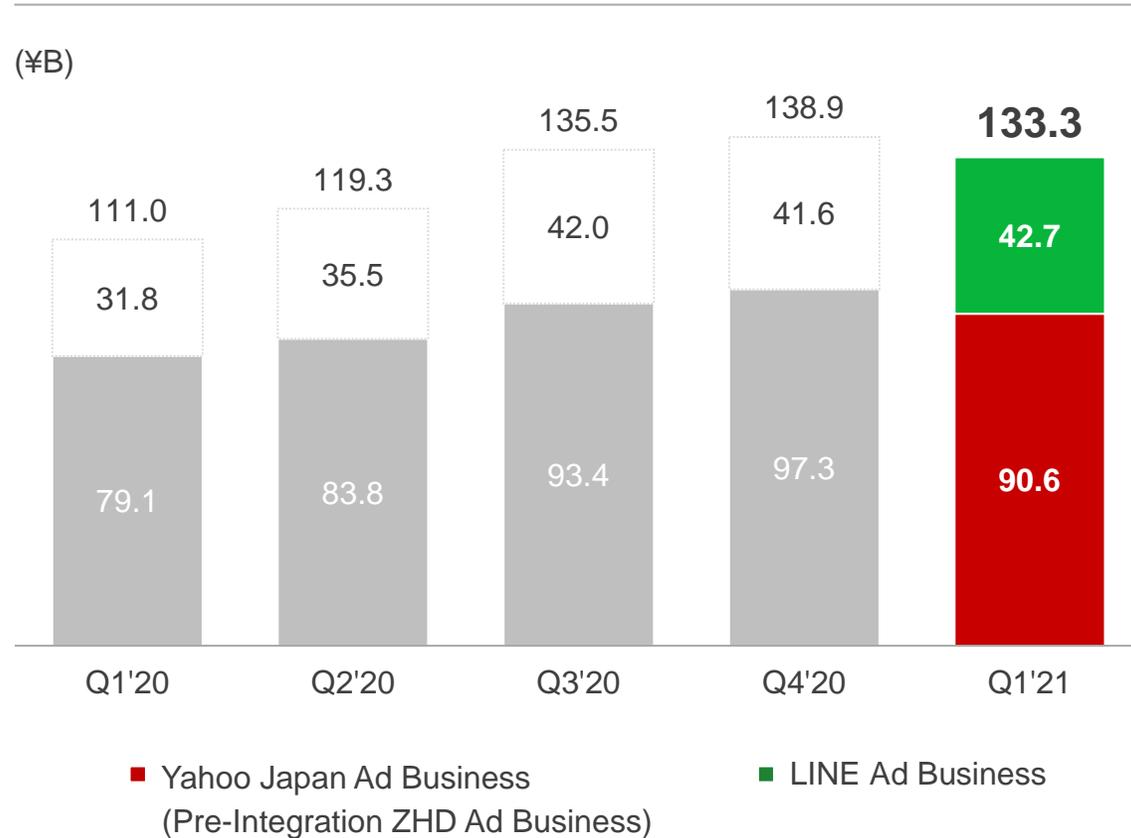


1. Quarterly results are coincided with the accounting period of Z Holdings Corporation (fiscal year ending in March). Figures are before consolidation adjustments by Z Holdings and do not include amortization of PPA (identifiable intangible assets) associated with the business integration. Accounting definitions have been changed since March 2021; past figures have not been retrospectively adjusted.

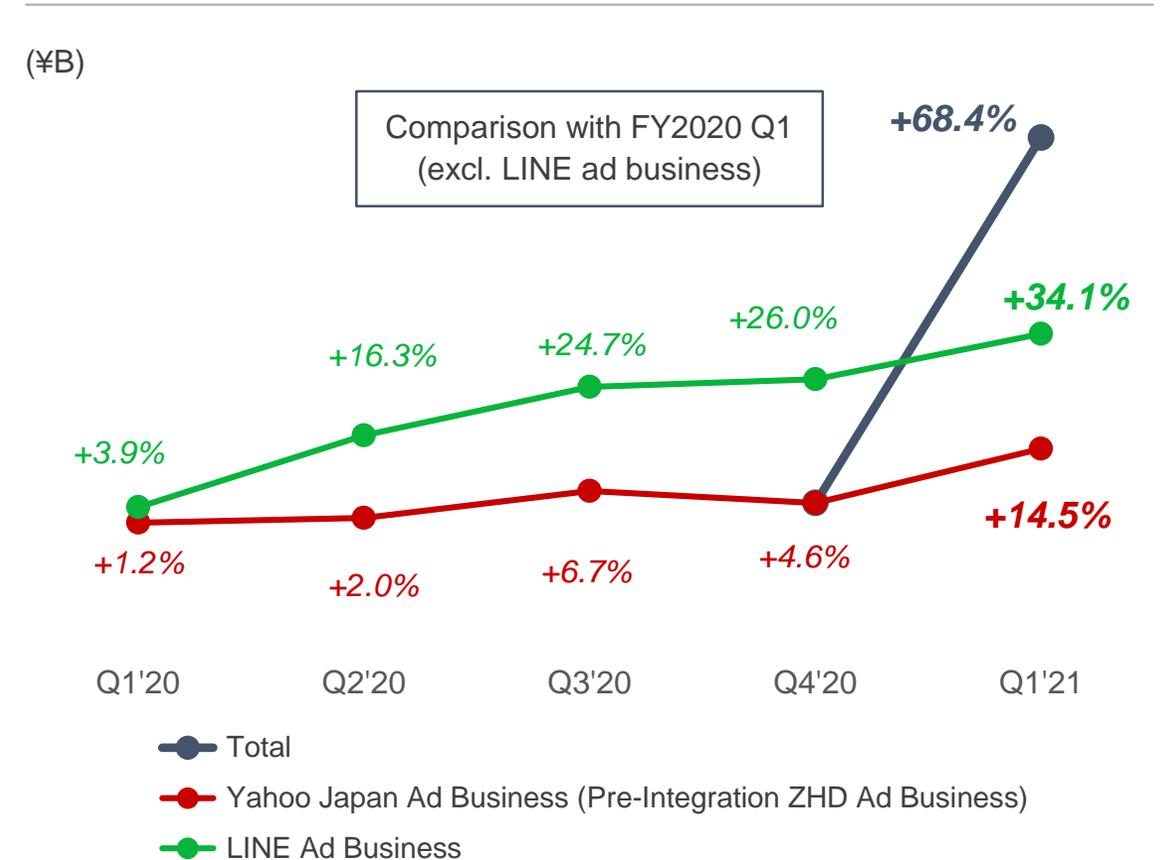
2. Mainly other operating income (mainly one-time gain due to loss of control of subsidiaries, etc.)

- In addition to impact of LINE integration, recovery in advertisers' demand and digital shift in advertisers' sales promotion & ad budgets, etc., drove revenue to **JPY 133.3 B (YoY+68.4%)**

Group Total Advertising Revenue

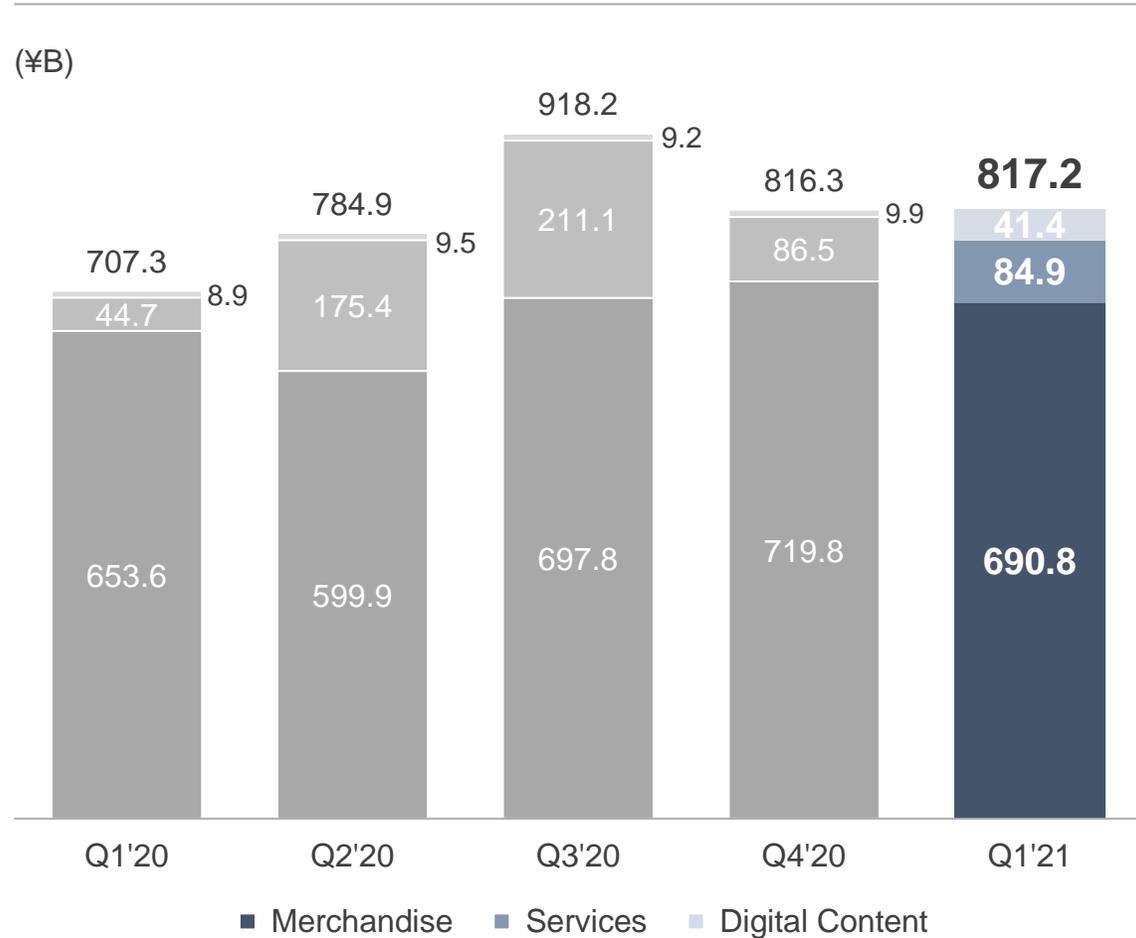


Group Total Advertising Revenue – YoY Growth Rate

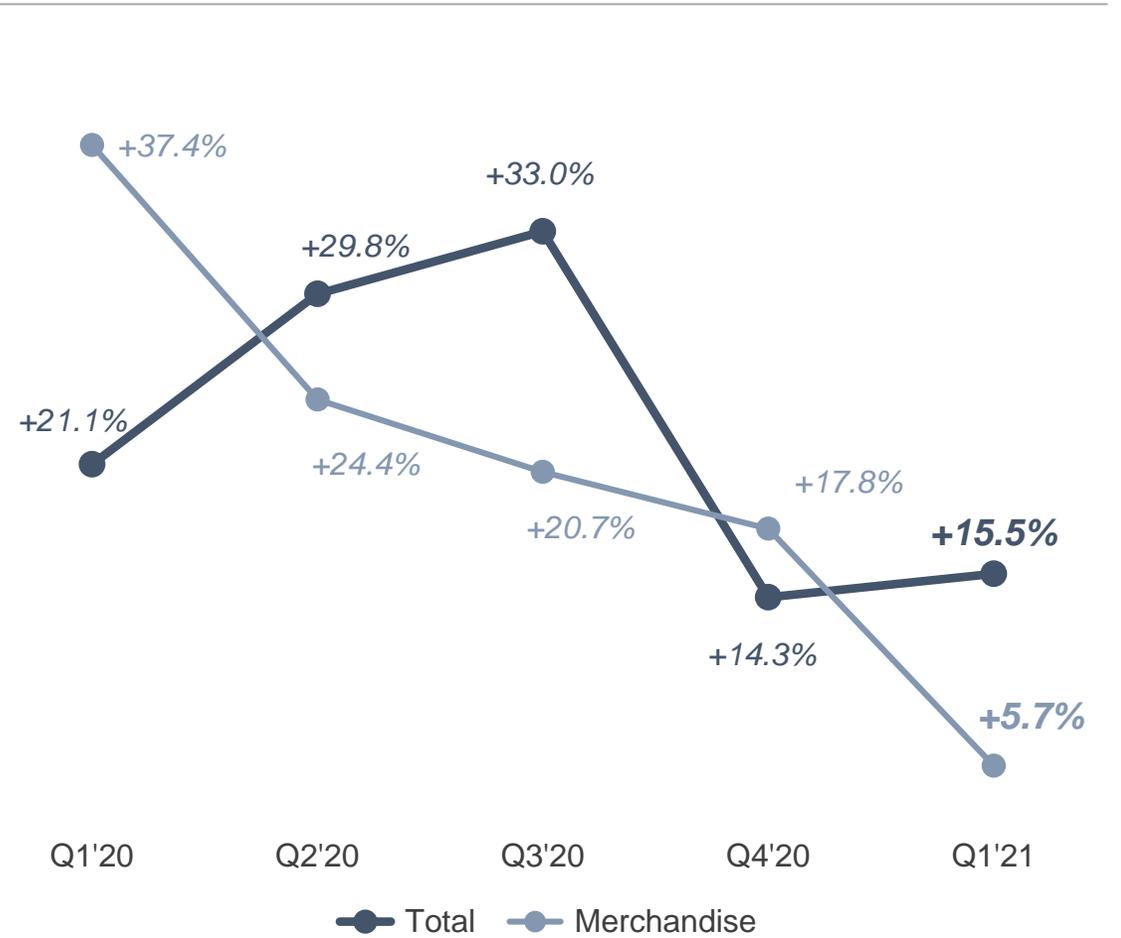


- Achieved **JPY817.2 B (YoY+15.5%)** due to expansion of each transaction value driven by LNE integration, etc.

EC Transaction Value <sup>1</sup>



EC Transaction Value - YoY Growth Rate

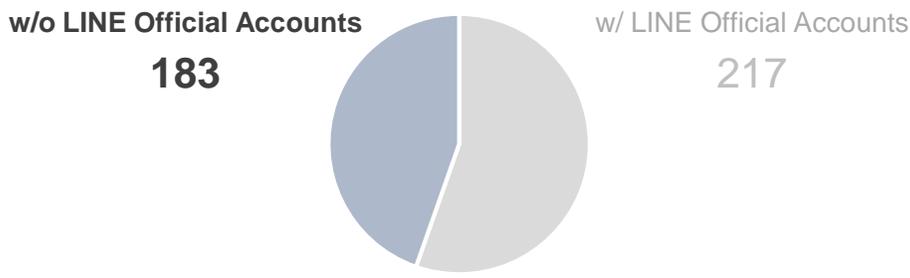


1. Please refer to P.58 for definition of transaction value

- **Began fully introducing** LINE Official Account as Z Holding’s **BtoC communication infrastructure**
- Aim to accelerate top-line growth in each business by increasing the no. of accounts

**Cross-sell to Yahoo Japan Ad Clients**

**YAHOO! JAPAN** About half of top 400 Yahoo Japan clients do not have LINE Official Accounts<sup>1</sup>



**Media Business**

- ▶ Establish 1:1 full-funnel marketing solution
- ▶ Expand account ads revenue

**Introduce to Merchants of Shopping Business and PayPay**

**YAHOO! JAPAN Shopping** Applications began on July 8, 2021

**PayPay Mall** **No. of stores that applied: 13,773 (As of July 28)**

**(Percentage to transaction value<sup>2</sup> Approx. 50%)**

**PayPay** Plan to newly introduce to merchants and expand usage

**Commerce Business**

- ▶ Expand transaction value of Shopping business

1. Result for FY2020

2. Total transaction values of Yahoo! JAPAN Shopping and PayPay Mall in FY2020

- **Existing YAHOO! JAPAN LICENSE AGREEMENT will be terminated** upon the closing of the sales of Verizon Media (expected in second half of 2021), etc.
- **Enables greater flexibility in the use of brand, technology and business development**

Outline of Master Agreement

Financial Impact

- Acquisition of trademark rights related to Yahoo and Yahoo Japan, in Japan
- Acquisition of paid-up perpetual right to use existing licensed technology in Japan, with ongoing technical support during a post-transaction services period
- Termination of YAHOO! JAPAN LICENSE AGREEMENT
  - ※ Collaborative relationship with Verizon on business and technology will continue

B/S

- ▶ **Consideration for the transaction: JPY 178.5 B**
- ▶ Most part: trademark rights (IFRS: non-amortized)
- ▶ Partially: technology-based assets (IFRS: amortized)
- ▶ Source of funds: TBD  
(Allocation from cash on hand, financing, etc.)

P/L

- ▶ **Decrease in royalties in SG&A**
- ▶ **Amortization of technology-based assets**

**1** Topics/Consolidated Business Results – Whole Group

**2** Topics/Business Results – By Segment

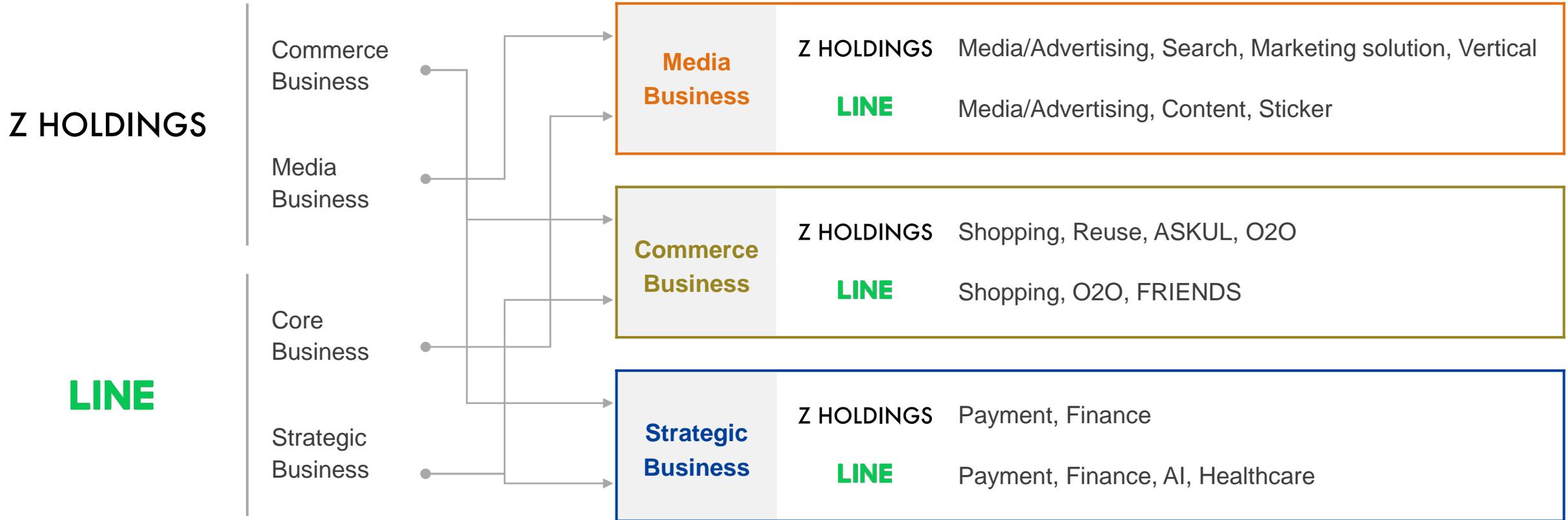
**3** International Business Development

**4** FY2021 Business Results Forecast

- Introduced **3 new business segments: Media, Commerce & Strategic** by classifying businesses according to the growth phase of each business

FY2020

FY2021 Q1 –



# Media Business



## Business Targets

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### **Pursue full-funnel, 1:1 marketing**

- Ad revenue: aim for YoY double-digit growth (including sales promotional products, etc.)
- Adjusted EBITDA margin: 40-50% as a guide

## Major Strategies/Focus Areas to Achieve Business Targets

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### **Generate new revenue sources through development & deployment of advertising/sales promotional products**

- Leverage group assets to provide comprehensive marketing solutions from customer acquisition, purchase to CRM

### **Increase value of existing advertising through collaboration/integration of Yahoo Japan and LINE assets**

- Mutual distribution of advertisements and improvement of advertisement distribution accuracy through data linkage between the two companies
- Maximization of reach and efficiency through integration of ad platforms, and realization of cost synergies

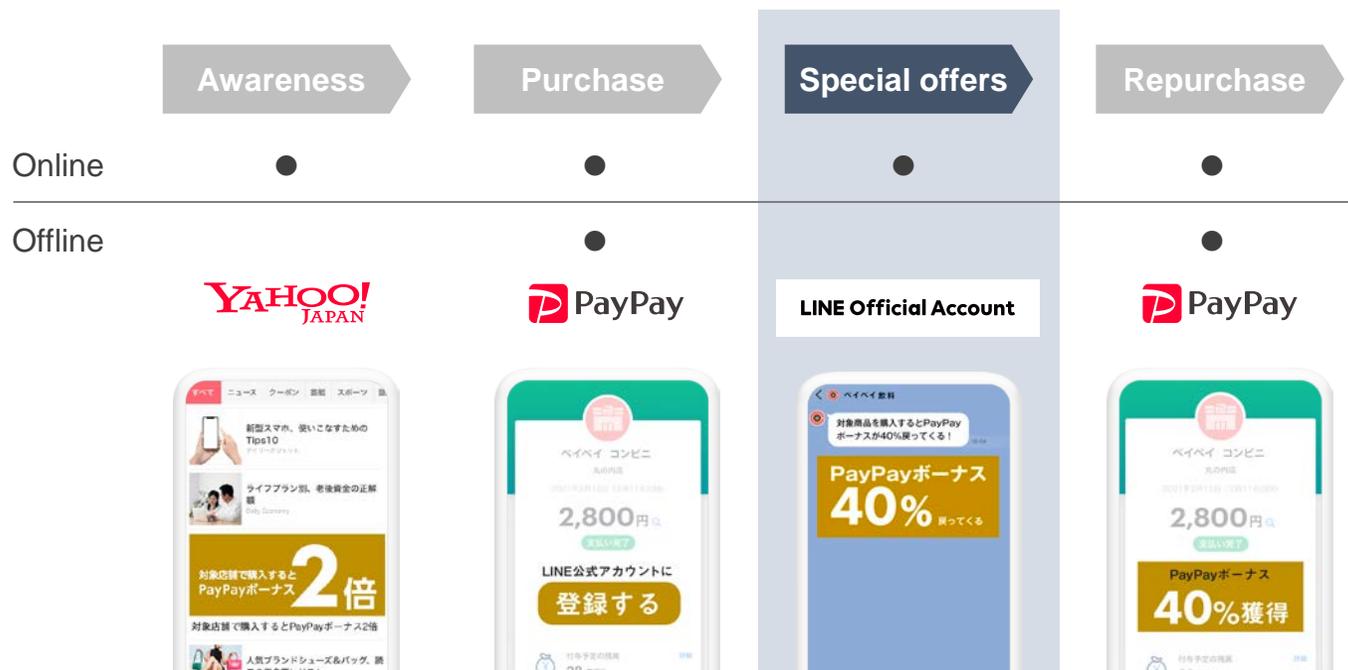
Generate New Revenue Sources Through Development & Deployment of Advertising/Sales Promotional Products

- Accelerate increase in LINE Official Account to establish 1:1 full-funnel marketing

Desired Future of Media Business

Measures to Increase the No. of LINE Official Accounts

1:1 marketing that effectively & continuously approaches each user



1 Promote introduction of LINE Official Account to merchants of Shopping business

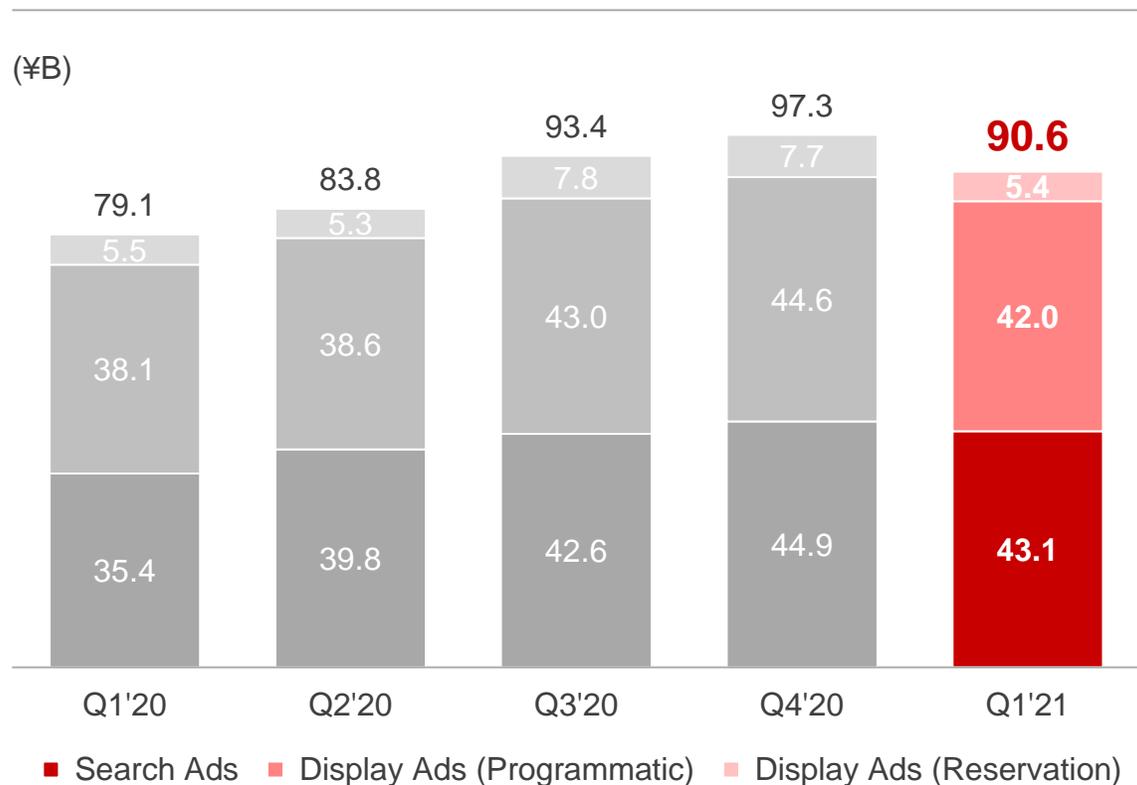
- Applications began on July 8, 2021
- Implemented push notification, inquiry by LINE
  - ✓ Approx. 4 times higher open rates than traditional store newsletters
  - ✓ Chat commerce feature to be sequentially launched
  - ✓ Plan to introduce also to PayPay merchants and expand usage

2 Cross-sell LINE Official Account to Yahoo Japan's ad clients

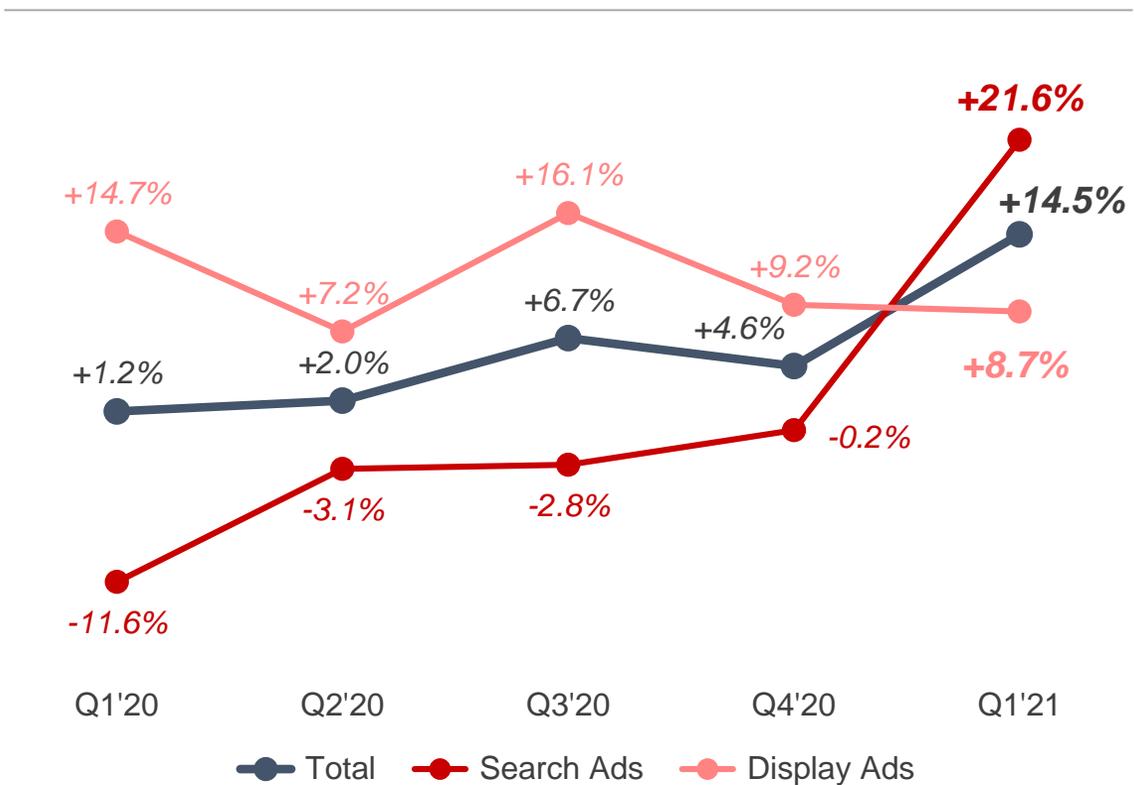
- About half of top 400 Yahoo Japan clients do not have LINE Official Accounts

- Although the impact of COVID-19 continues in certain industries, **capturing of rebounding demand in the overall market and product improvements, etc., have resulted in strong performance**
- **Significantly exceeded** pre-pandemic level of FY2019 Q1 (JPY78.2 B)

Total Advertising Revenue

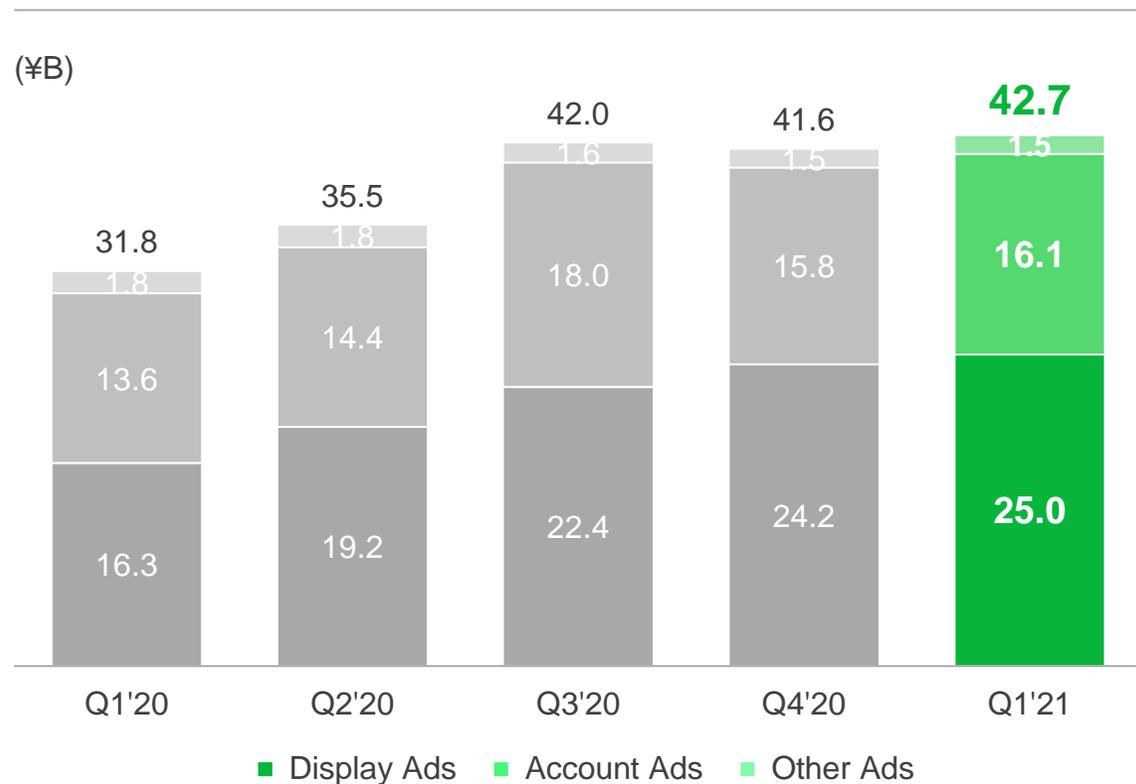


Total Advertising Revenue - YoY Growth Rate

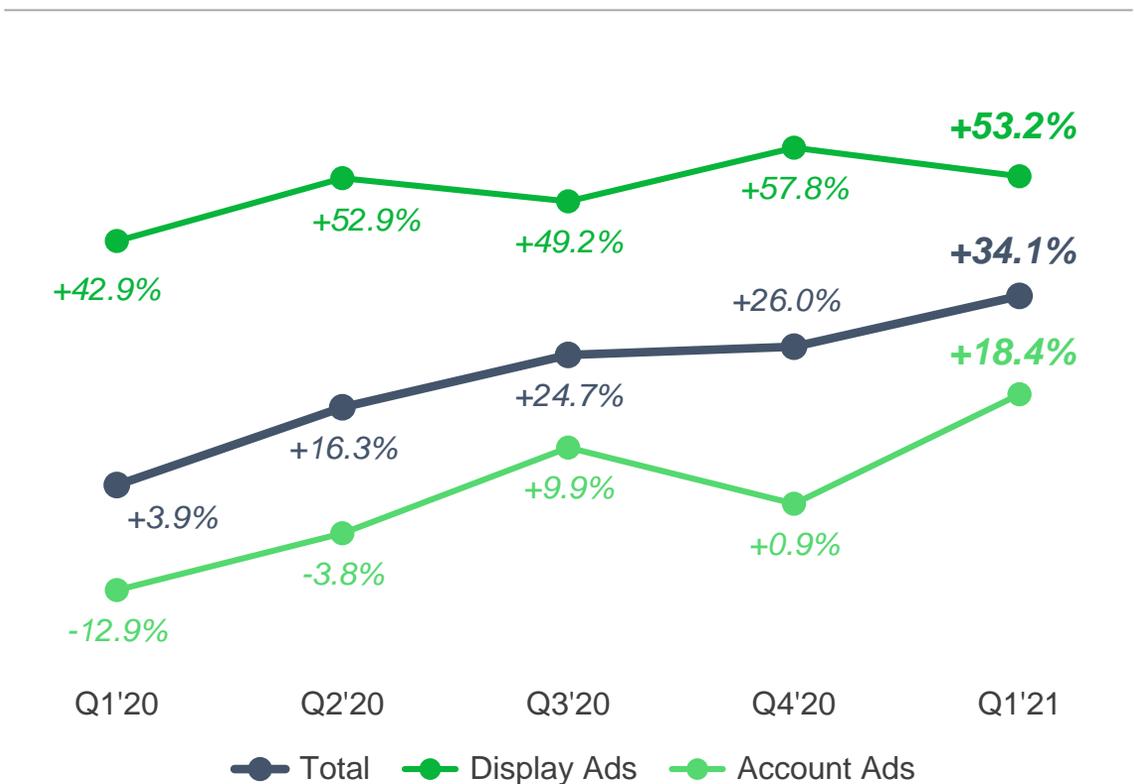


- Performing favorably due to measures to improve products and distribution logic, etc.
- **Aim for further growth in Display ads by improving unit prices and in Account ads by increasing the number of charged accounts**

Total Advertising Revenue<sup>1</sup>



Total Advertising Revenue - YoY Growth Rate<sup>1</sup>



1. Quarterly results are coincided with the accounting period of Z Holdings Corporation (fiscal year ending in March)

| (JPY Million)   | FY2020 Q1             | FY2021 Q1             | YoY            |
|---|-----------------------|-----------------------|----------------|
| <b>Revenue</b>  | <b>75,694</b>         | <b>148,424</b>        | <b>+96.1%</b>  |
| <b>Yahoo Japan (pre-integration ZHD) Advertising revenue</b>                      | <b>65,988</b>         | <b>76,763</b>         | <b>+16.3%</b>  |
| Search advertising  | 35,568                | 43,331                | +21.8%         |
| Display advertising (Programmatic) <sup>1</sup>                                   | 26,139                | 28,909                | +10.6%         |
| Display advertising (Reservation) <sup>1</sup>                                    | 4,280                 | 4,522                 | +5.7%          |
| <b>LINE Advertising revenue</b>   | <b>N/A</b>            | <b>42,718</b>         | <b>N/A</b>     |
| Display advertising   | N/A                   | 25,071                | N/A            |
| Account advertising   | N/A                   | 16,116                | N/A            |
| Other LINE advertising  | N/A                   | 1,530                 | N/A            |
| <b>Other revenue</b> (Vertical/entertainment/digital content/communication, etc.) | <b>9,706</b>          | <b>28,941</b>         | <b>+198.2%</b> |
| <b>Cost of sales</b>  | <b>20,231</b>         | <b>32,641</b>         | <b>+61.3%</b>  |
| <b>Selling, general and administrative expenses</b>                               | <b>22,207</b>         | <b>58,708</b>         | <b>+164.4%</b> |
| Sales promotion cost + Advertising and promotional expenses                       | 1,702                 | 5,442                 | +219.6%        |
| Other selling, general and administrative expenses                                | 20,504                | 53,265                | +159.8%        |
| <b>Other revenue and expenses</b>   | <b>-27</b>            | <b>-</b>              | <b>N/A</b>     |
| <b>Adjusted EBITDA (Margin)</b>   | <b>35,285 (46.6%)</b> | <b>62,409 (42.0%)</b> | <b>+76.9%</b>  |
| <b>Yahoo Japan Adjusted EBITDA (Margin)</b>                                       | <b>35,285 (46.6%)</b> | <b>37,906 (43.3%)</b> | <b>+7.4%</b>   |
| <b>LINE Adjusted EBITDA (Margin)</b>  | <b>N/A</b>            | <b>24,502 (40.3%)</b> | <b>N/A</b>     |

# Commerce Business



## Business Targets

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### **Aim to maximize transaction value by refining fundamental value**

- Aim to become No.1 in domestic EC (merchandise) transaction value in Japan, in early 2020's
- Strengthen social commerce using LINE; our new growth driver

## Major Strategies/Focus Areas to Achieve Business Targets

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### **Enhance user experience through improvement of essential service quality**

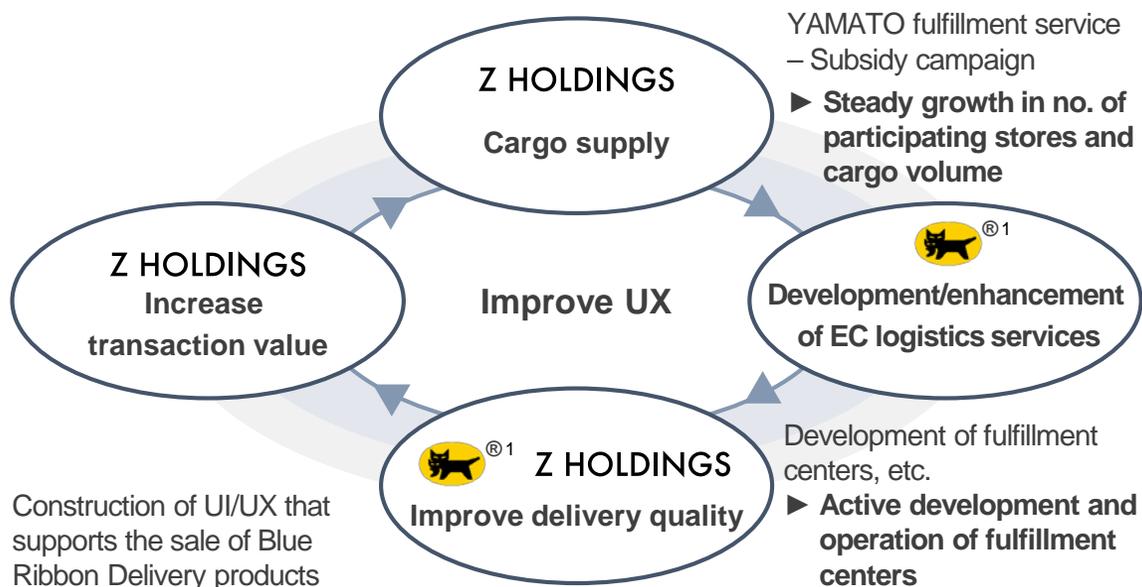
- Improve logistics/delivery quality through collaboration with YAMATO HOLDINGS
- Promote new measures using Demae-can's last mile logistics network
- Unify point-provision system, integrate group-wide loyalty program

### **Differentiate from competitors through development of social commerce, etc., utilizing LINE**

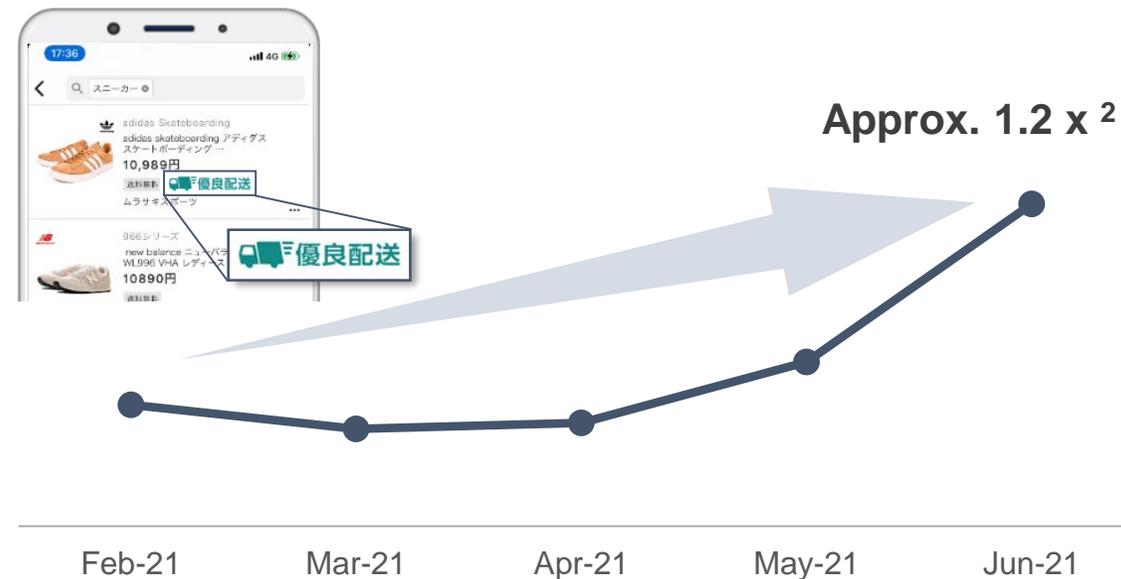
- Create new EC experiences (e.g. LINE GIFT, team purchase, live commerce, etc.)
- Develop EC market in own domain through Smart Store Project

- **Aim to improve delivery quality** and sustainably enhance user experience **through collaboration with YAMATO HOLDINGS CO., LTD. (“YAMATO”)**
- **% of Blue Ribbon Delivery in transaction value has been growing steadily** since the start of this collaboration

Collaboration with YAMATO - Overview



% of Blue Ribbon Delivery<sup>3</sup> in Total Transaction Value



1. Trademark of YAMOTO HOLDINGS CO., LTD.

2. Comparison between February 2021 (when Blue Ribbon Delivery began) and June 2021

3. Products that meet certain standards set by Yahoo Japan, such as shipping delay rate and speed from order receipt to shipment, are given Blue Ribbon Delivery label. (Same day delivery or within 2 days of order date, stores whose shipping delay rate is less than 5%)

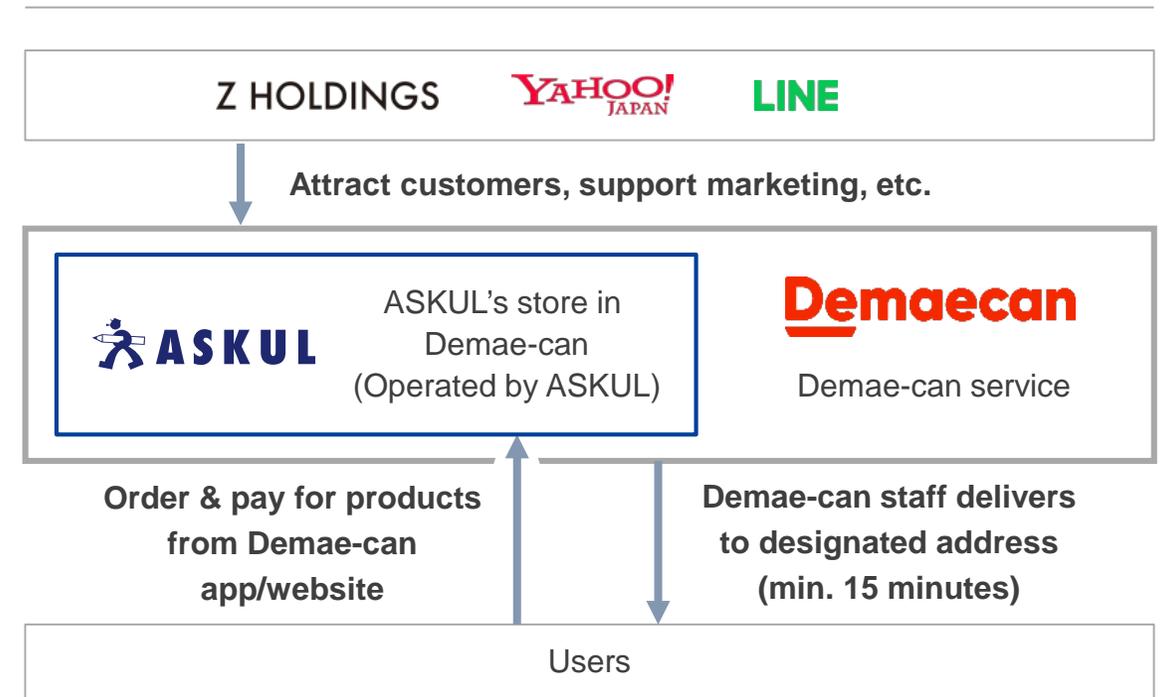
- **Began demonstration experiment<sup>1</sup> on instant delivery service of daily necessities, “PayPay Direct by ASKUL,”** in collaboration with ASKUL and Demae-can
- Understand the instant delivery needs in the last mile, **consider expanding products handled and target areas as well as extending to other services**

Outline of Demonstration Experiment



|                   |  |
|-------------------|--|
| Experiment Period | July 28, 2021 –  |
| Target Area       | Some areas including areas in Itabashi Ward, Tokyo   |
| Products Handled  | <p><b>Approx. 300 types (planned)</b></p> <ul style="list-style-type: none"> <li>• Daily necessities (e.g. laundry products, cleaning products, batteries, baby products, hygiene products, pet products, etc.)</li> <li>• Food and beverages (e.g. chilled food (planned), frozen food, cup noodles, pouched food, bread, juice, alcoholic beverages, etc.)</li> </ul>  |

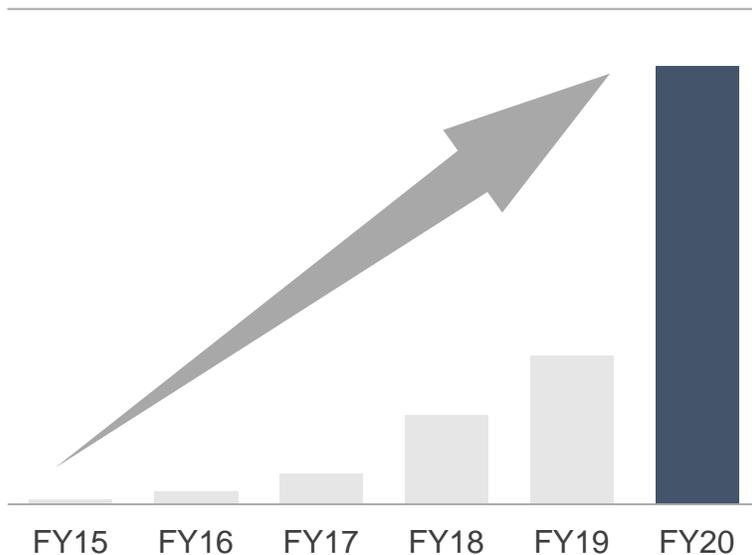
Instant Delivery - Structure



1. May be terminated early as this is a demonstration experiment

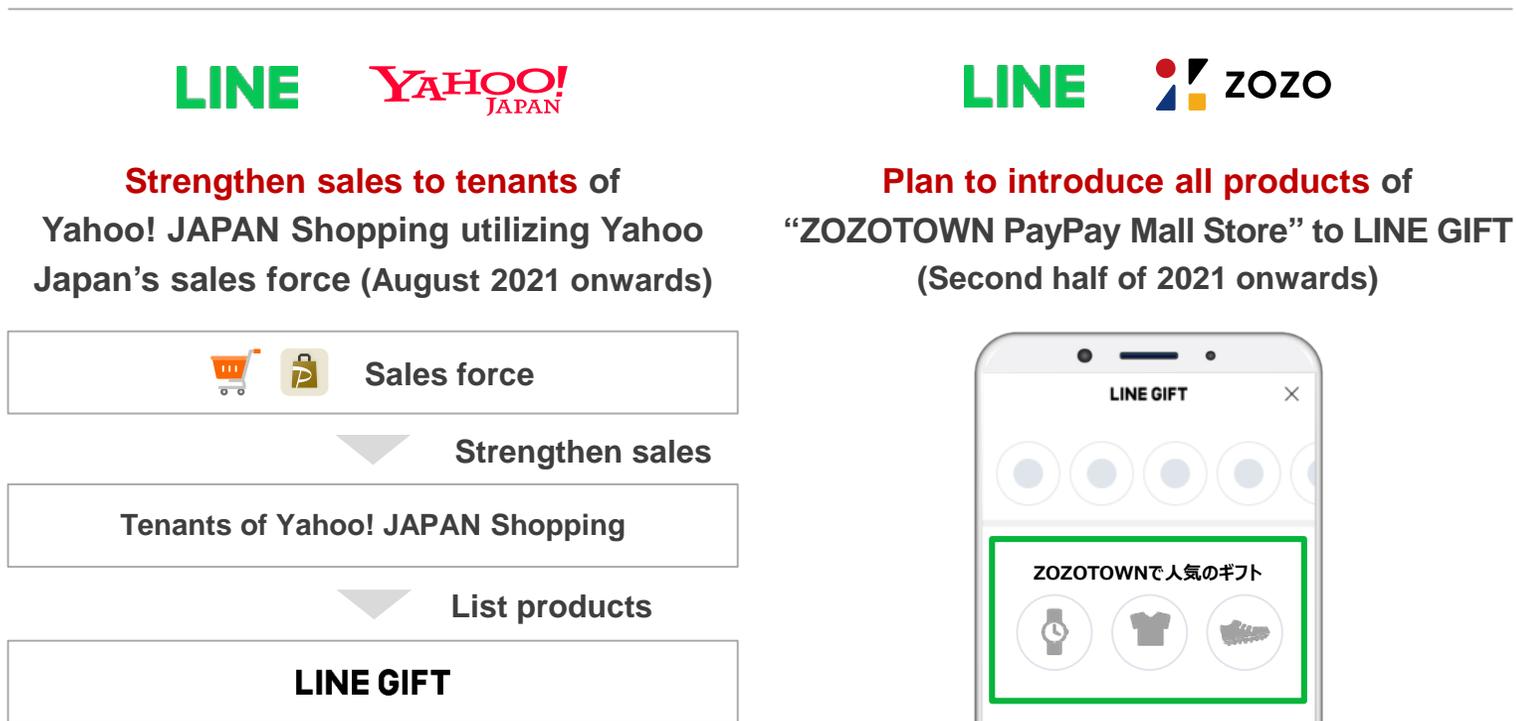
- **Rapid increase in transaction value** since launch of LINE GIFT<sup>1</sup>. **Marketing activities to go into full swing in stages.**
- **Aim to expand lineup through group synergies** (e.g. Introduction to ZOZOTOWN, Yahoo! JAPAN Shopping)

LINE GIFT – Transaction Value



**FY2021 Q1 YoY+203%**  
 May 2021: Successful Mother's Day campaign

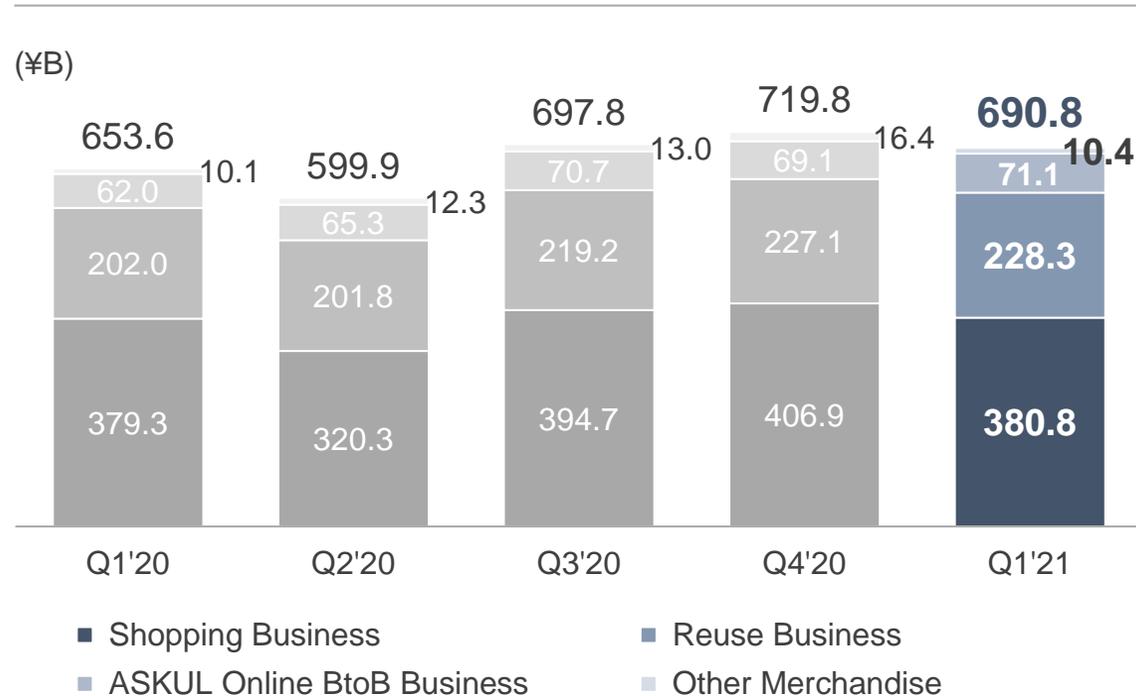
Future Measures (Overview)



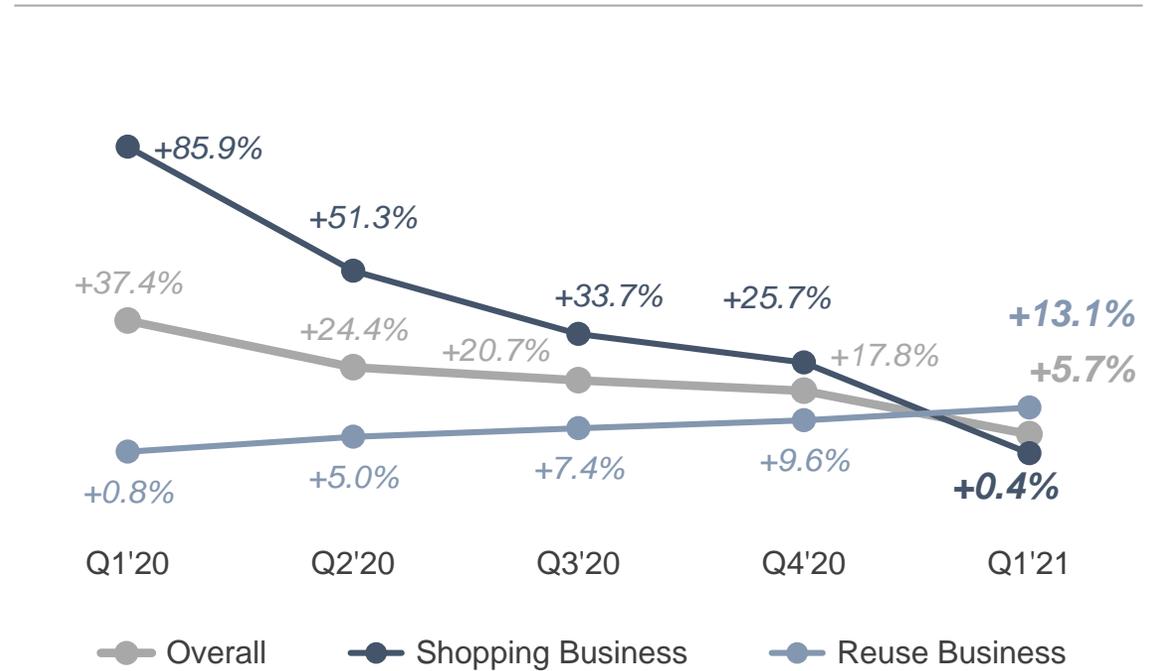
1. A service that allows users to give gifts to family and friends connected through LINE. Two types of gifts: "E-Gifts" – casually priced and suitable for gifts; "Delivery Gifts" – available in wide price ranges to suit various purposes.

- Shopping business transaction value **maintained positive growth** despite difficulty in overcoming the level of the same quarter last year
- Reuse business transaction value **achieved double digit growth** due to **higher spend per YAHUOKU! user and steady expansion of PayPay Flea Market**

Merchandise Transaction Value<sup>1</sup>



Merchandise Transaction Value<sup>1</sup> – YoY Growth Rate



1. Please refer to P.58 for definition of transaction value

| (JPY Million)   | FY2020 Q1             | FY2021 Q1             | YoY            |
|---|-----------------------|-----------------------|----------------|
| <b>Revenue</b>  | <b>175,327</b>        | <b>195,979</b>        | <b>+11.8%</b>  |
| <b>Merchandise EC</b>                                       | <b>140,168</b>        | <b>160,006</b>        | <b>+14.2%</b>  |
| Shopping business   | 65,293                | 74,810                | +14.6%         |
| Reuse business  | 12,842                | 14,034                | +9.3%          |
| ASKUL online BtoB business                                  | 62,033                | 71,161                | +14.7%         |
| <b>Services EC</b>  | <b>956</b>            | <b>2,837</b>          | <b>+196.7%</b> |
| <b>Other</b>  | <b>34,201</b>         | <b>33,134</b>         | <b>-3.1%</b>   |
| <b>Cost of sales</b>  | <b>78,068</b>         | <b>85,223</b>         | <b>+9.2%</b>   |
| <b>Selling, general and administrative expenses</b>         | <b>65,869</b>         | <b>88,118</b>         | <b>+33.8%</b>  |
| Sales promotion cost + Advertising and promotional expenses | 11,567                | 25,216                | +118.0%        |
| Other selling, general and administrative expenses          | 54,302                | 62,902                | +15.8%         |
| <b>Other revenue and expenses</b>                           | <b>-7</b>             | <b>-</b>              | <b>N/A</b>     |
| <b>Adjusted EBITDA (Margin)</b>                             | <b>41,459 (23.6%)</b> | <b>35,420 (18.1%)</b> | <b>-14.6%</b>  |

**Strategic Business**



Business Targets

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**Create new revenue pillars around Fintech**

- More than YoY+20% increase in revenue
- In the future, achieve JPY 100 B-level adjusted EBITDA

Major Strategies/Focus Areas to Achieve Business Targets

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**Establish basis for monetization by expanding the user base of PayPay**

- Expand user base and create cost synergies by integrating Japan's QR/barcode payment businesses
- Execute efficient marketing in line with business phases

**Monetize various financial services in PayPay ecosystem**

- Develop financial services under PayPay brand, provide various financial products through multi-partnership strategy

- From August 17, **payment with LINE Pay will be available in PayPay merchants** (merchant presented mode only)
- Improve usability and **maximize the Group's overall payment GMV** by increasing locations where the services can be used



LINE Pay

No. of users  
in Japan  
Approx. 40 mil



PayPay



Advantages

Users

- Expansion of locations where the service can be used

Merchants

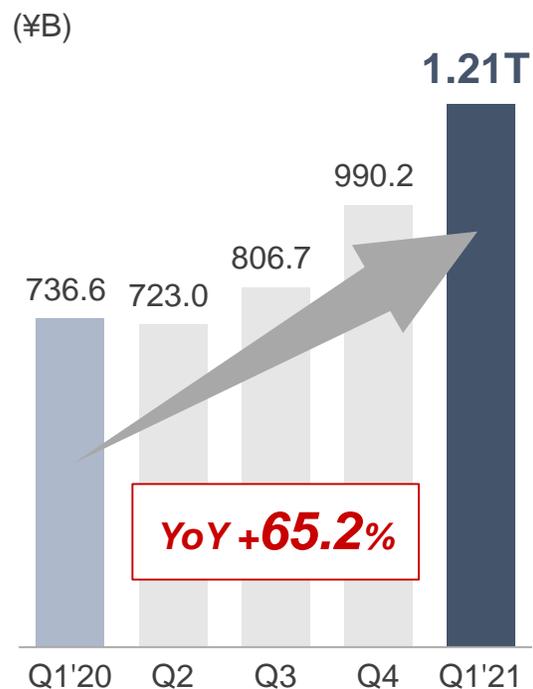
- Able to attract LINE Pay users without introducing new system and additional operational burden
  - ▶ Integrated management using payment management tool for merchants: "PayPay for Business"

Z Holdings

- Expansion of payment GMV
- Further increase in the no. of users in preparation for the integration of QR/barcode businesses in Japan (under discussion)

- Various KPIs continue to perform well, **driving the growth of the cashless payment market**
- **Quarterly PayPay GMV grew to JPY1.2 T, driven by expansion of users and frequency of use which increased the no. of payments**

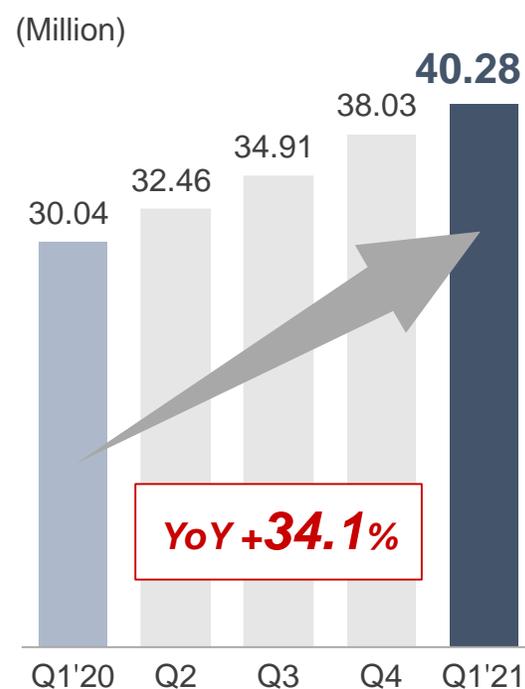
PayPay GMV  
(Quarter)



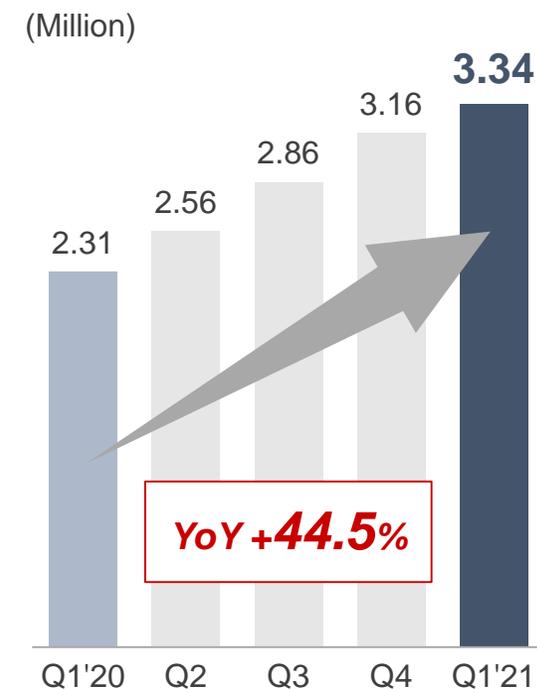
No. of PayPay Payments  
(Quarter)



Cumulative PayPay Registered Users  
(Quarter-End)



No. of PayPay Merchants<sup>1</sup>  
(Quarter-End)

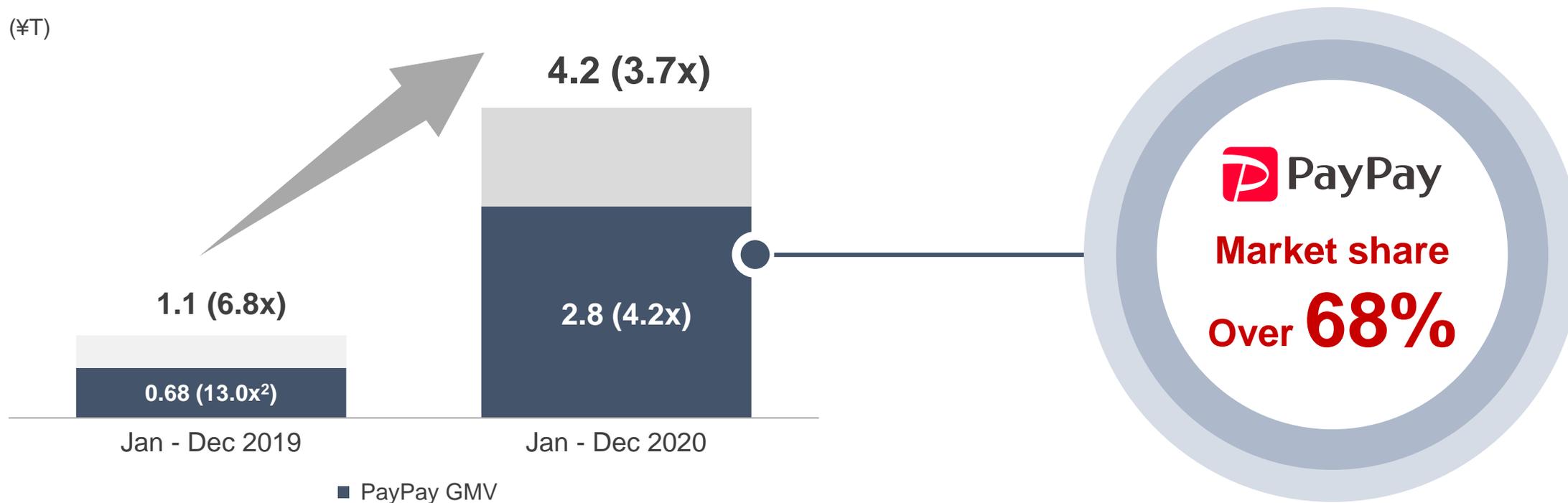


1. No. of merchant applications to PayPay (e.g. stores, taxis)

- **Japan's QR/barcode payment market is growing rapidly**, expanding the base of cashless payments
- **PayPay's growth exceeded the market growth rate, with a market share of over 68%.**  
**Further expansion to come.**

Japan's QR/Barcode Payment Market – Payment GMV<sup>1</sup> (YoY)

(¥T)

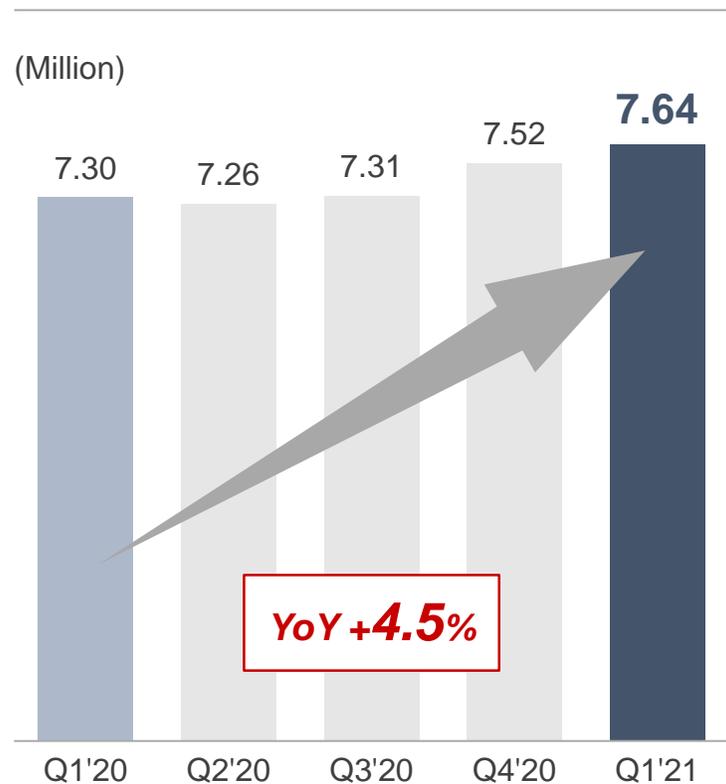


1. May 31, 2021 "Survey on Usage of Code Payment," Payments Japan Association

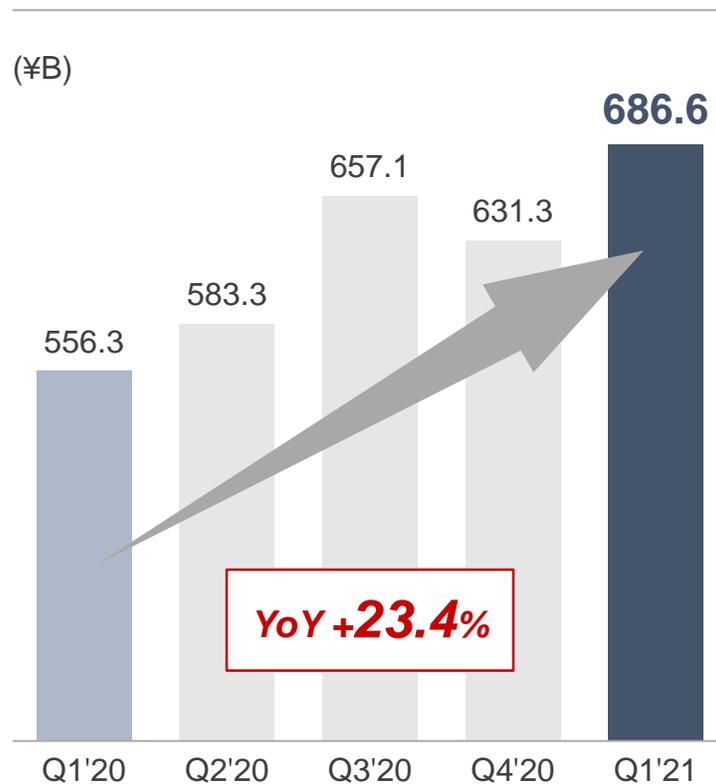
2. Figure for 2018 is based on actual values from October (when the service was launched) to December

- Steady growth in user base and **revolving balance, the main source of revenue**
- **Aiming to accelerate growth in the number of card holders while strengthening sales promotion activities in conjunction with the upcoming launch of new services**

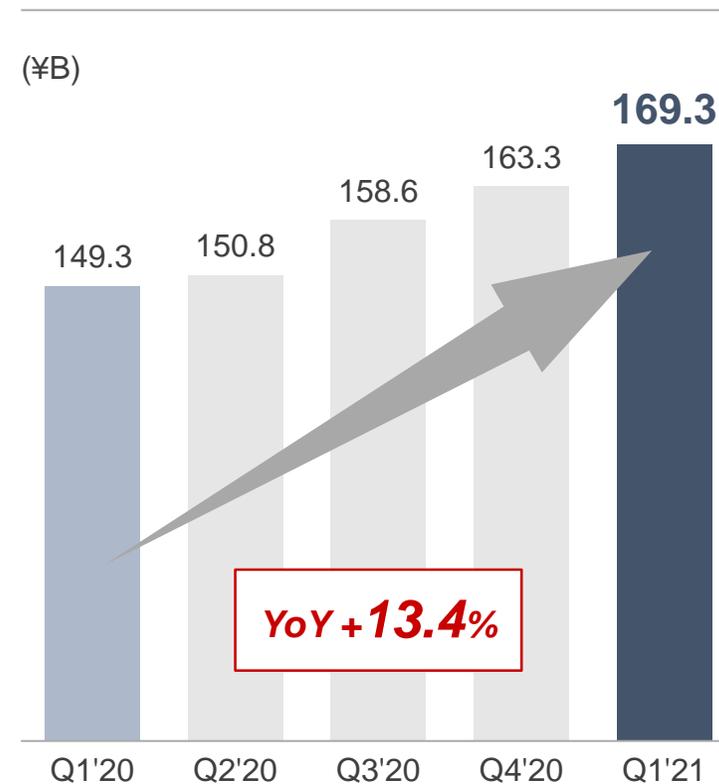
Credit Card – Active Cardholders



Credit Card – Transaction Volume



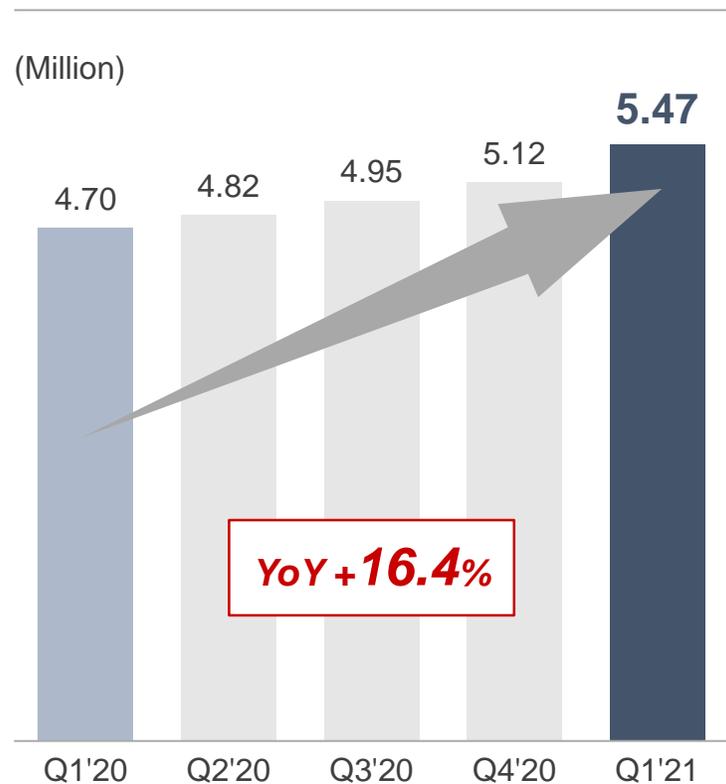
Credit Card – Revolving Balance



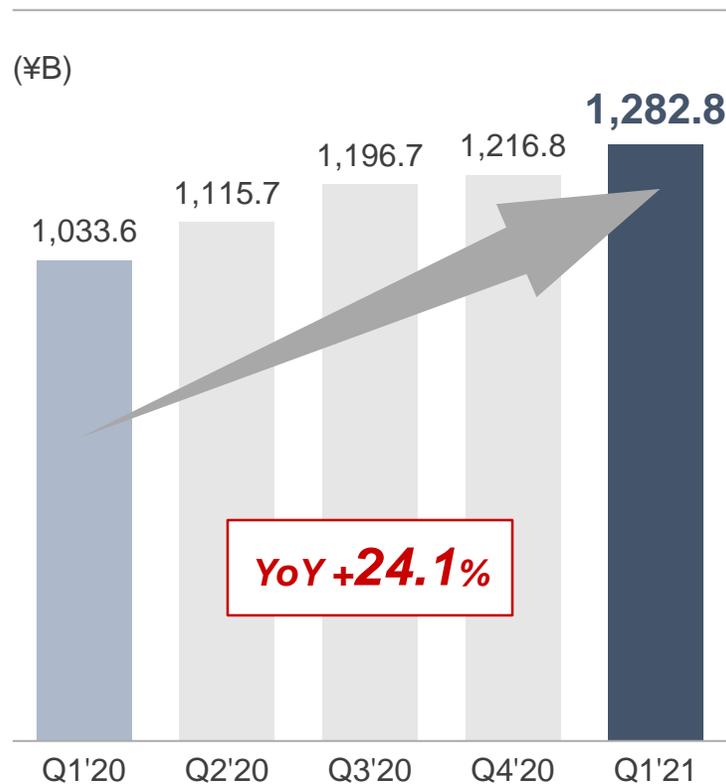
1. YJ Card Corporation is scheduled to change its trade name to PayPay Card Corporation on October 1, 2021

- Changed trade name from The Japan Net Bank, Limited to PayPay Bank Corporation on April 5, 2021
- No. of accounts, deposit balance and loan balance steadily increasing due to **successful acquisition of PayPay users**

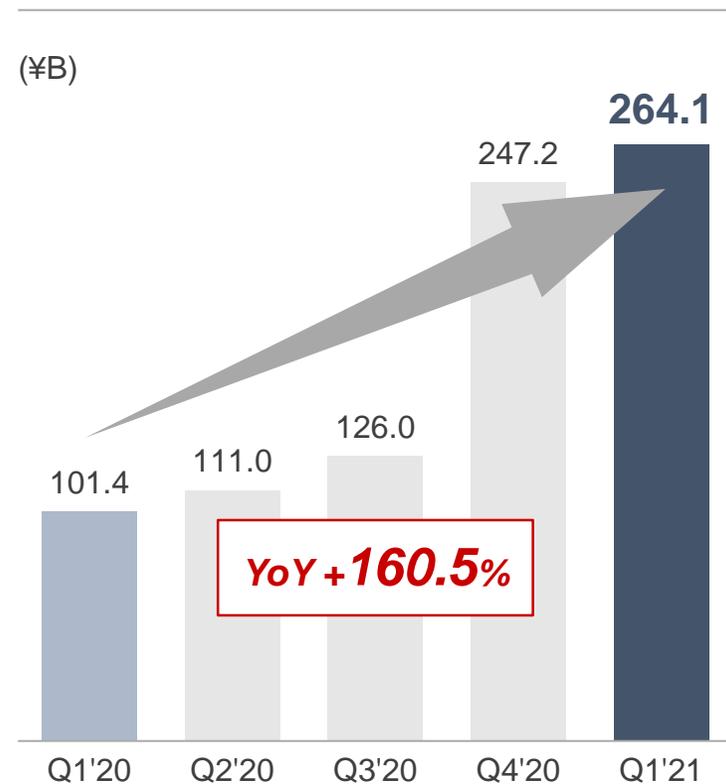
No. of Accounts



Deposit Balance



Loan Balance



| (JPY Million)  | FY2020 Q1            | FY2021 Q1              | YoY            |
|--|----------------------|------------------------|----------------|
| <b>Revenue</b>   | <b>20,990</b>        | <b>28,354</b>          | <b>+35.1%</b>  |
| <b>Fintech</b>   | <b>20,990</b>        | <b>28,049</b>          | <b>+33.6%</b>  |
| YJ Card <sup>1,2</sup>   | 10,211               | 11,450                 | +12.1%         |
| PayPay Bank <sup>2</sup>   | 7,637                | 8,023                  | +5.1%          |
| Other fintech (LINE Fintech, etc.)                                       | 3,141                | 8,575                  | +172.9%        |
| <b>Other Strategic Business (AI, LINE Search, LINE Healthcare, etc.)</b> | <b>N/A</b>           | <b>305</b>             | <b>N/A</b>     |
| <b>Cost of sales</b>   | <b>3,018</b>         | <b>3,733</b>           | <b>+23.7%</b>  |
| <b>Selling, general and administrative expenses</b>                      | <b>14,491</b>        | <b>31,836</b>          | <b>+119.7%</b> |
| Sales promotion cost + Advertising and promotional expenses              | 821                  | 3,648                  | +334.0%        |
| Other selling, general and administrative expenses                       | 13,670               | 28,187                 | +106.2%        |
| <b>Other revenue and expenses</b>  | <b>-531</b>          | <b>-</b>               | <b>N/A</b>     |
| <b>Adjusted EBITDA (Margin)</b>  | <b>5,385 (25.7%)</b> | <b>-6,366 (-22.5%)</b> | <b>-</b>       |

1. YJ Card Corporation is scheduled to change its trade name to PayPay Card Corporation on October 1, 2021

2. Independently calculated by making relevant IFRS adjustments from non-consolidated figures under JGAAP

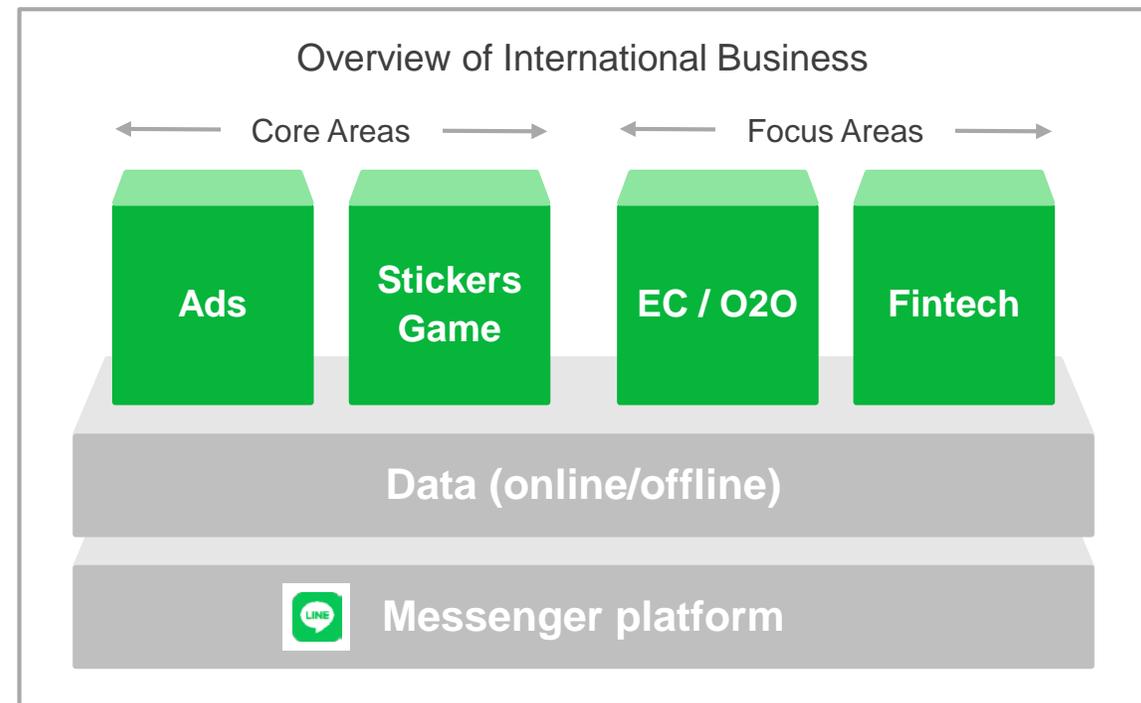
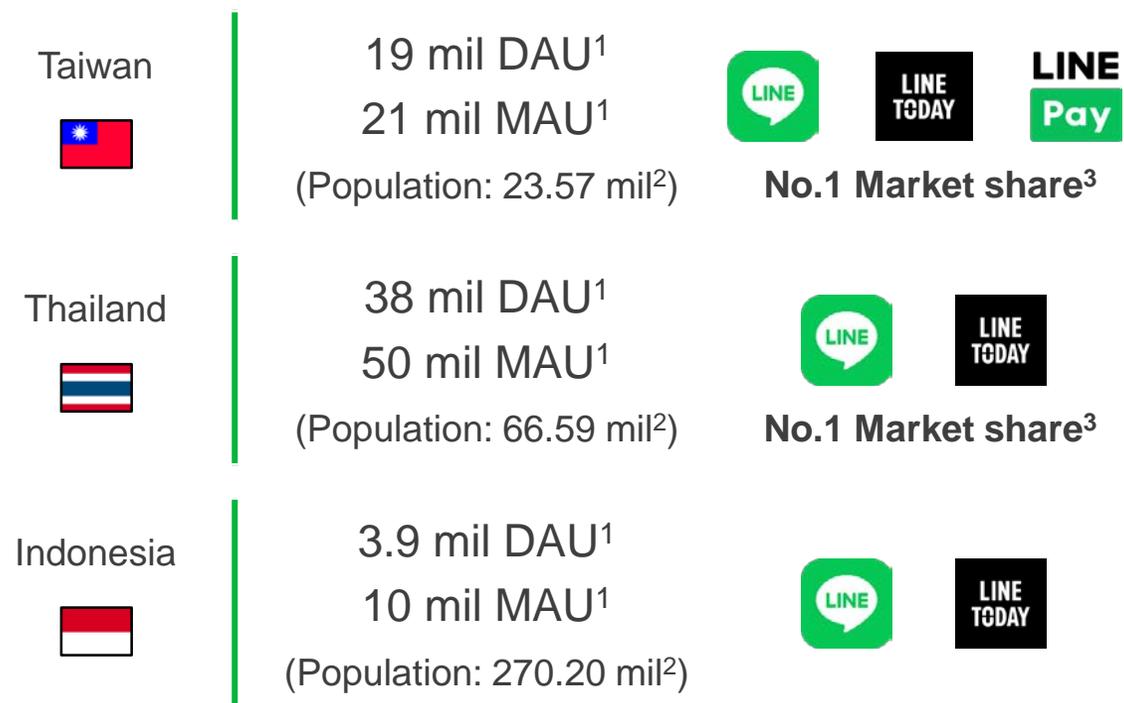
**1** Topics/Consolidated Business Results – Whole Group

**2** Topics/Business Results – By Segment

**3** International Business Development

**4** FY2021 Business Results Forecast

- **Overwhelming reach and market share in Asian countries and regions, mainly Taiwan, Thailand and Indonesia**
- **Generating revenue mainly from advertising, stickers, and game businesses based on messaging**



1. As of June 30, 2021

2. Population for 2020. Figures for Taiwan and Thailand are quoted from data published by the Ministry of Interior. Figure for Indonesia is quoted from data published by the Central Bureau of Statistics.

3. Data for Taiwan and Thailand are based on 2020 market research data for each country and region

- **Focus on expansion of EC/O2O and Fintech services** based on messengers and payments to generate new revenue

|  | Fintech  | O2O   |
|--|--|---|
| <p>Taiwan</p>       | <p><b>LINE Bank</b></p> <p>Launched in April 2021</p> <p>Pure Internet bank</p> <ul style="list-style-type: none"> <li>• Mobile banking, lending service</li> <li>• Exceeded the following in just 3 months since service launch:                             <ul style="list-style-type: none"> <li>• <b>Users: approx. 220,000;</b></li> <li>• <b>Deposit balance: JPY24.3 B;</b></li> </ul> </li> <li>• Loan: JPY3.1 B (As of July 31, 2021)</li> </ul> | <p><b>T LINE TAXI</b></p> <p>Launched in October 2019</p> <p>Taxi dispatch service</p> <ul style="list-style-type: none"> <li>• Official Account</li> <li>• <b>No. of followers: 5.54 mil</b> (As of July 31, 2021)</li> <li>• No. of registered drivers: +10,000</li> <li>• <b>No. of users: 1.85 mil</b> (As of July 31, 2021)</li> </ul>   |
| <p>Thailand</p>    | <p><b>LINE BK</b></p> <p>Launched in October 2020</p> <p>Pure Internet bank (J/V with Kasikorn Bank)</p> <ul style="list-style-type: none"> <li>• Mobile banking, lending service</li> <li>• Exceeded <b>2.91 mil users</b> in approx. 9 months since service launch</li> <li>• <b>Loan balance: JPY 32.7 B</b> (As of July 31, 2021)</li> <li>• No. of debit cards issued: 1.4 mil (As of July 31, 2021)</li> </ul>                                       | <p><b>M LINEMAN wongnai</b></p> <p>Launched in September 2020</p> <p>Food delivery, restaurant review service, etc.</p> <ul style="list-style-type: none"> <li>• <b>Collaborates with more than 170,000 restaurants</b> (As of July 31, 2021)</li> <li>• <b>Transaction value: more than 2.2X YoY</b> (July 2020 – July 2021)</li> <li>• Aim to become Thailand's No.1 delivery platform</li> </ul> |
| <p>Indonesia</p>  | <p><b>LINE Bank</b><br/>by KEB Hana Bank</p> <p>Launched in June 2021</p> <p>Pure Internet bank (J/V with KEB Hana Bank)</p> <ul style="list-style-type: none"> <li>• Mobile banking, lending service</li> <li>• Plan to launch P2P lending service in 2022</li> </ul>   |   |

**1 Topics/Consolidated Business Results – Whole Group**

**2 Topics/Business Results – By Segment**

**3 International Business Development**

**4 FY2021 Business Results Forecast**

- **No change from previous guidance** announced in Business Results Briefing for FY2020 Full Year & Q4 (held on April 28, 2021)

| Segment            | Item   | Estimate               | YoY                     |
|--------------------|--|------------------------|-------------------------|
| Whole Group        | Revenue  | ¥1.52 to 1.57 T        | +26.1 to 30.2%          |
|                    | Adjusted EBITDA  | ¥303.0 to 313.0 B      | +2.8% to 6.2%           |
| Media Business     | Advertising Revenue (Pre-Integration ZHD) <sup>1</sup> | ¥375.0 to 389.2 B      | +6 to 10%               |
|                    | Advertising Revenue (LINE)                             | ¥166.2 to 171.4 B      | +10 to 13% <sup>2</sup> |
|                    | Adjusted EBITDA  | Approx. ¥235 B         | +44.5%                  |
| Commerce Business  | Shopping Business Transaction Value                    | ¥1.69 to 1.89 T        | +12 to 25%              |
|                    | Adjusted EBITDA  | Approx. ¥125 B         | -17.9%                  |
| Strategic Business | Fintech Revenue  | ¥117.4 to 126.5 B      | +30 to 40%              |
|                    | Adjusted EBITDA  | Approx. negative ¥25 B | -                       |
| Adjustments        | Adjusted EBITDA  | Approx. negative ¥32 B | -                       |

1. Includes Shopping-related advertising revenue. Shopping-related advertising revenue is classified in Commerce Business under the new FY2021 business segment.

2. Growth rate compared to the 12-months results (April 2020 – March 2021)

# Z HOLDINGS

**Unleashing the infinite potential of all people,  
with the power of information technology**

# Appendix

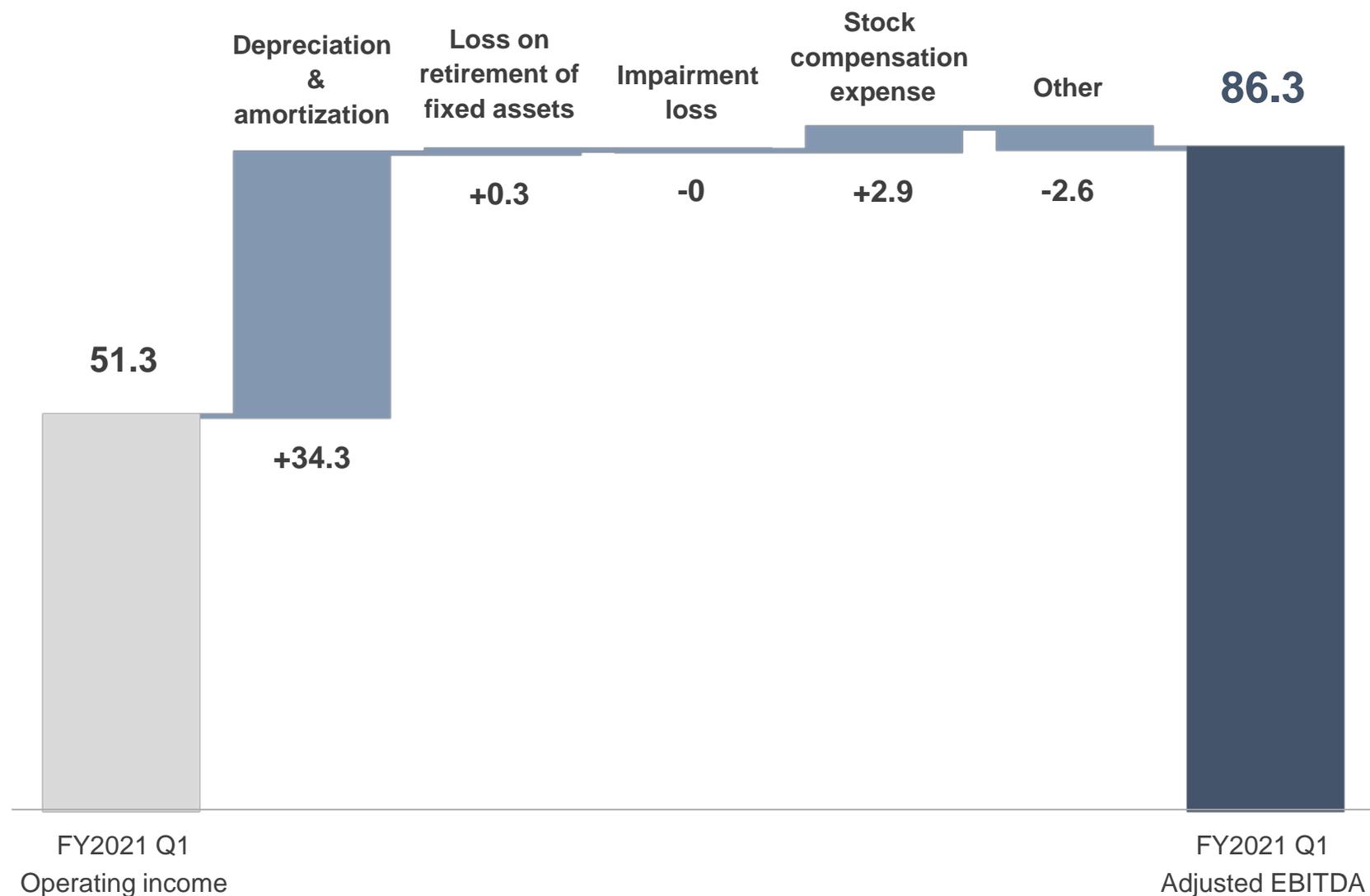
# **Whole Group – Financial Information**



| (¥B)                               |                               | Q1           | YoY Difference | YoY           | Major Factors of Change (¥B)  |
|------------------------------------|-------------------------------|--------------|----------------|---------------|---|
| <b>Revenue</b>                     |                               | <b>373.3</b> | <b>+99.4</b>   | <b>+36.3%</b> | <ul style="list-style-type: none"> <li>• Increase due to LINE consolidation +70.4</li> <li>• Yahoo Japan +12.2</li> <li>• ASKUL Group +7.3</li> <li>• ZOZO +5.4</li> </ul>  |
| <b>Cost of sales</b>               |                               | <b>119.5</b> | <b>+19.1</b>   | <b>+19.0%</b> | <ul style="list-style-type: none"> <li>• Increase due to LINE consolidation +7.9</li> <li>• ASKUL Group +5.7</li> </ul>   |
| <b>SG&amp;A</b>                    |                               | <b>202.3</b> | <b>+80.5</b>   | <b>+66.1%</b> | -   |
| (Major items)                      | Personnel expense             | 53.5         | +24.1          | +82.2%        | • Increase due to LINE consolidation +21.2  |
|                                    | Depreciation and amortization | 33.8         | +9.2           | +37.6%        | • Increase due to LINE consolidation +8.2   |
|                                    | Sales promotion cost          | 28.8         | +16.6          | +136.0%       | <ul style="list-style-type: none"> <li>• Absence of cost reduction implemented in the same quarter last year</li> <li>• Increase in point-provision expense due to expanded transaction value</li> <li>• Increase due to LINE consolidation +1.6</li> </ul> |
|                                    | Business commissions          | 26.1         | +9.5           | +57.4%        | • Increase due to LINE consolidation +7.7   |
| <b>Other income &amp; expenses</b> |                               | <b>-</b>     | <b>+0.9</b>    | <b>N/A</b>    | -   |
| <b>Operating income</b>            |                               | <b>51.3</b>  | <b>+0.7</b>    | <b>+1.5%</b>  | -   |

# Adjusted EBITDA – Breakdown of Adjustment Items

(¥B)



## Adjusted EBITDA

Op. income + depreciation & amortization ± EBITDA adjustment items

## EBITDA adjustment items

Gains/losses on non-recurring and non-cash transactions within operating revenue and expenses

- Losses on retirement of fixed assets
- Impairment losses
- Stock compensation expenses
- Losses/gains on step acquisition
- Other transactions with undetermined cash outflows (one-time provisions, etc.)

etc.

| Item  | LINE FY2021 Q1 (¥B) | FY2021 Q1 (Excl. LINE ) (¥B) | YoY    |
|---|---------------------|------------------------------|--------|
| Revenue   | 70.4                | 302.8                        | +10.6% |
| Operating income                                | 4.6                 | 46.7                         | -7.6%  |
| Net income                                      | 0.08                | 30.8                         | +12.0% |
| Net income attributable to owners of the parent | 0.08                | 26.5                         | +16.6% |

- Measured based on assumptions such as estimated future cash flows, discount rate, declining rate for existing customers, future revenue generated from the trademarks, and royalty rates
- Began amortizing PPA from FY2021 Q1 (FY2021 Q1 JPY3.4 B)

| Item                                   | Amount (¥B)    | Annual Amortization Amount (¥B) | Amortization Period (Straight Line) |
|--|----------------|---------------------------------|-------------------------------------|
| <b>Goodwill</b>                        | <b>1,357.9</b> | -                               | -                                   |
| <b>PPA<sup>1</sup></b>                 | <b>406.9</b>   | <b>13.6</b>                     | -                                   |
| Customer base                          | 17.8           | -                               | 12 years                            |
| Customer relationship<br>(Advertisers) | 219.0          | -                               | 18 years                            |
| Trademarks <sup>2</sup>                | 170.0          | -                               | No amortization                     |

1. Provisional value also in FY2021 Q1

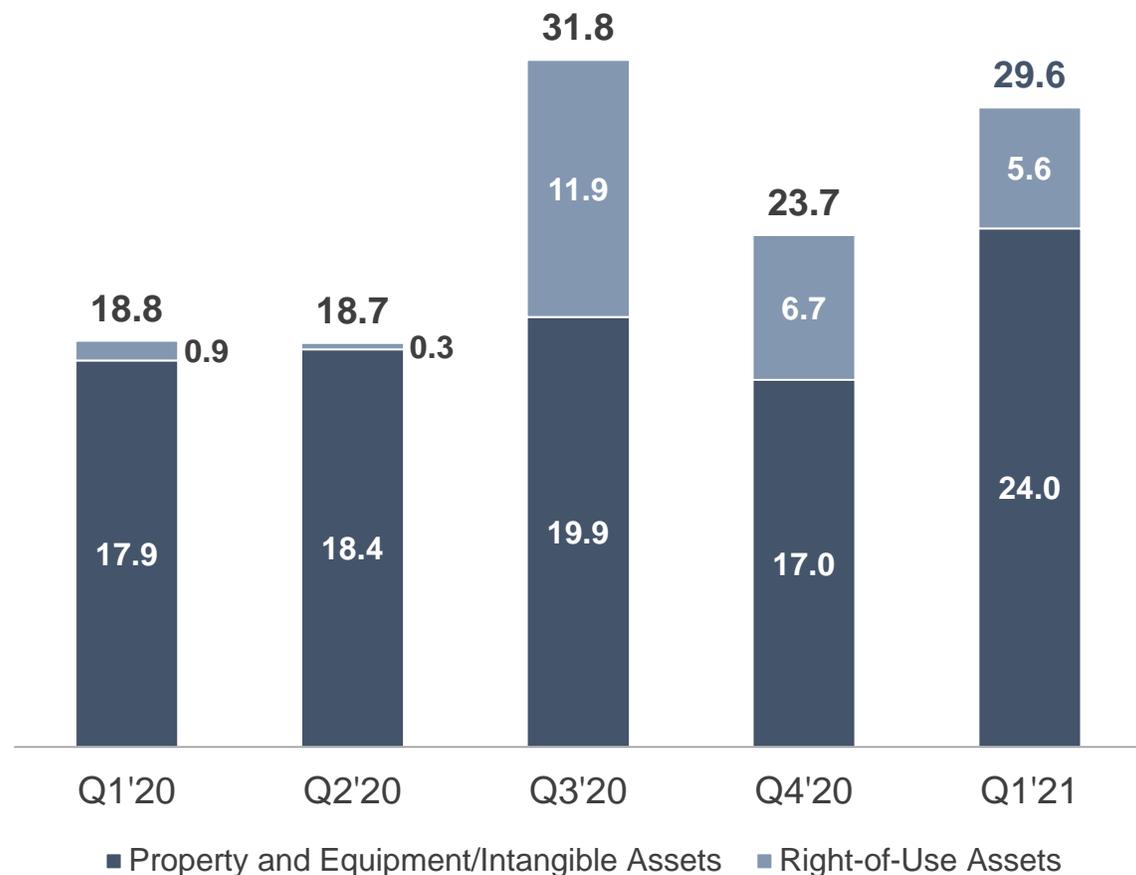
2. Indefinite-lived intangibles

| Item                        | Amount (¥B)  | Annual Amortization Amount (¥B) | Amortization Period (Straight Line) |
|-----------------------------|--------------|---------------------------------|-------------------------------------|
| <b>Goodwill</b>             | <b>212.9</b> | -                               | -                                   |
| <b>PPA</b>                  | <b>502.1</b> | <b>13.2</b>                     | -                                   |
| Customer base (Shops/users) | 322.0        | -                               | 18-25 years                         |
| Trademarks <sup>1</sup>     | 178.7        | -                               | No amortization                     |
| Others                      | 1.4          | -                               | 4 years                             |

| (¥B)                                      | FY2020 Q4      | FY2021 Q1      | Difference   |
|---|----------------|----------------|--------------|
| <b>Assets</b>                             | <b>6,696.6</b> | <b>6,693.3</b> | <b>-3.3</b>  |
| Cash and cash equivalents                 | 1,065.7        | 1,078.0        | +12.3        |
| Trade and other receivables               | 480.1          | 412.9          | -67.2        |
| Loans in credit card business             | 407.9          | 392.1          | -15.8        |
| Investment securities in banking business | 517.9          | 504.9          | -13.0        |
| Property and equipment                    | 153.2          | 153.5          | +0.2         |
| Intangible assets                         | 1,075.8        | 1,056.3        | -19.5        |
| <b>Liabilities</b>                        | <b>3,707.0</b> | <b>3,739.2</b> | <b>+32.1</b> |
| Trade and other payables                  | 616.6          | 545.9          | -70.7        |
| Customer deposit in banking business      | 1,186.2        | 1,251.9        | +65.7        |
| Interest-bearing liabilities              | 1,389.5        | 1,463.2        | +73.6        |
| <b>Equity</b>                             | <b>2,989.5</b> | <b>2,954.1</b> | <b>-35.4</b> |

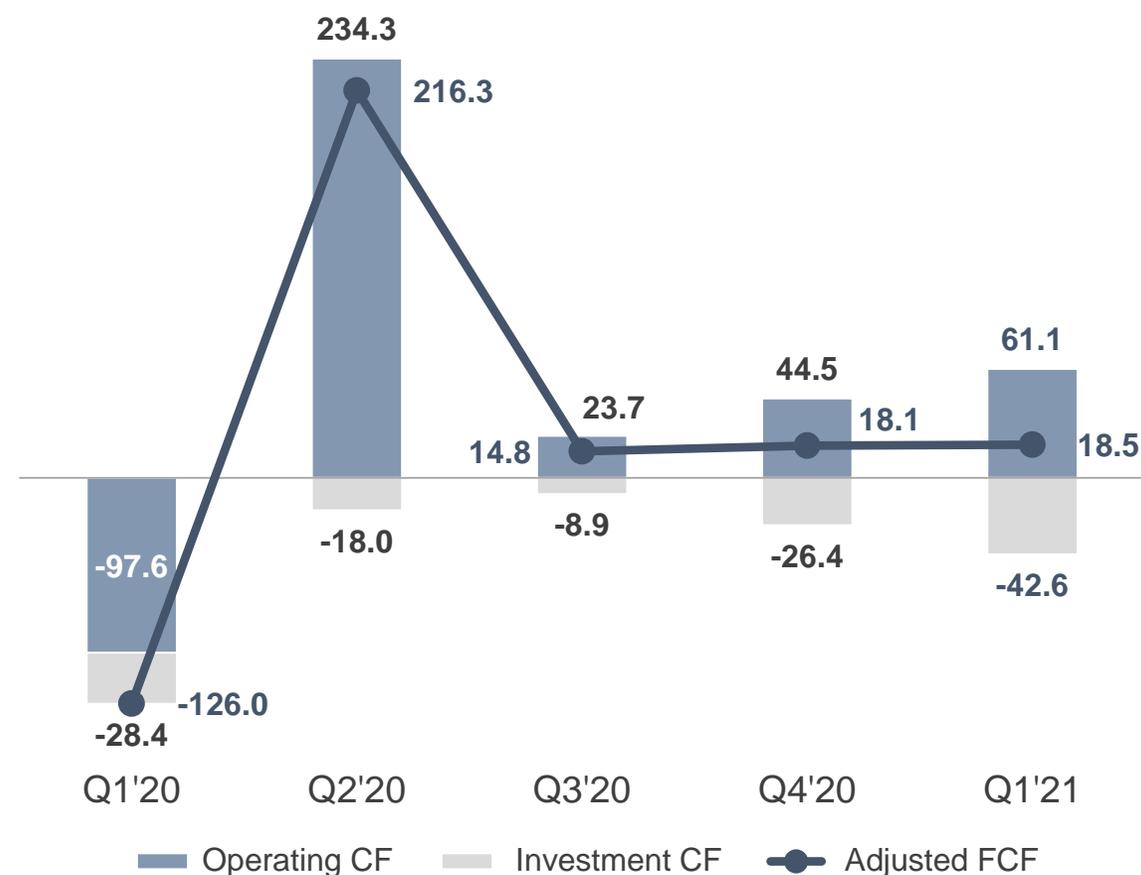
CAPEX<sup>1</sup>

(¥B)



Adjusted FCF<sup>2</sup>

(¥B)

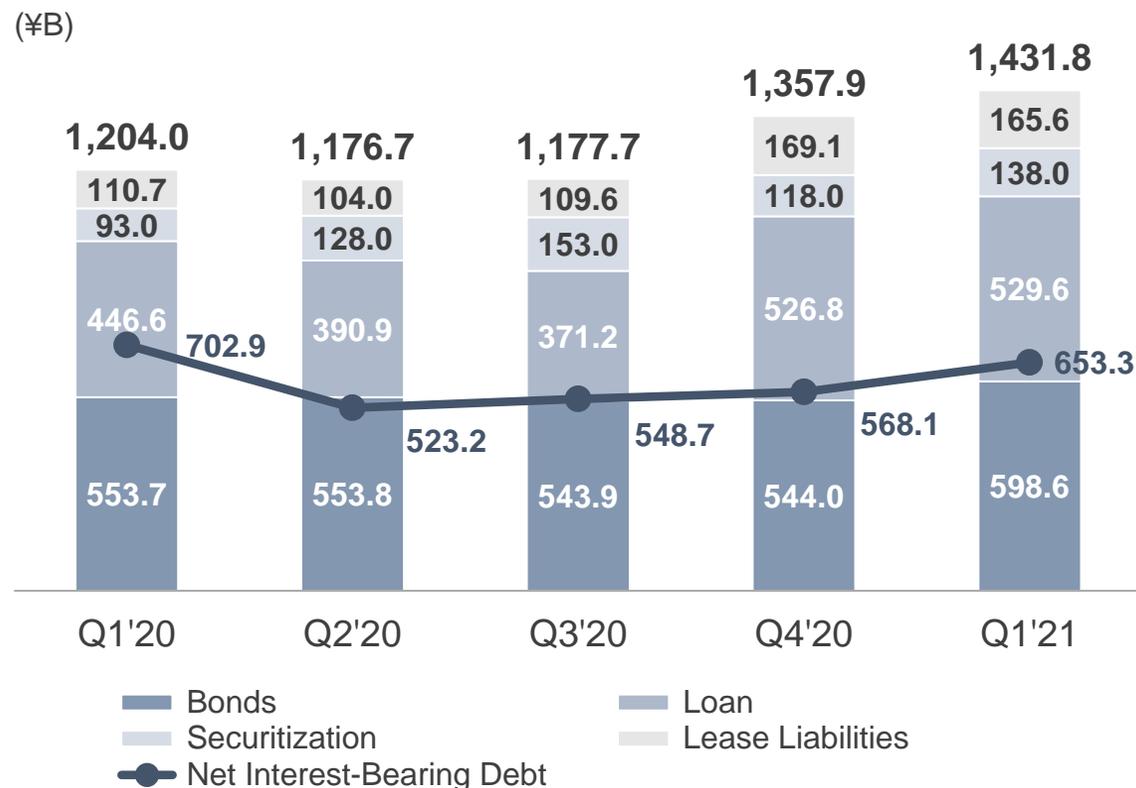


1. The figures are rounded down to the nearest million yen and then rounded to the nearest 100 million yen

2. Excludes banking business. Securitization of credit card receivables is added in operating cash flow. The figures are rounded down to the nearest million yen and then rounded to the nearest 100 million yen.

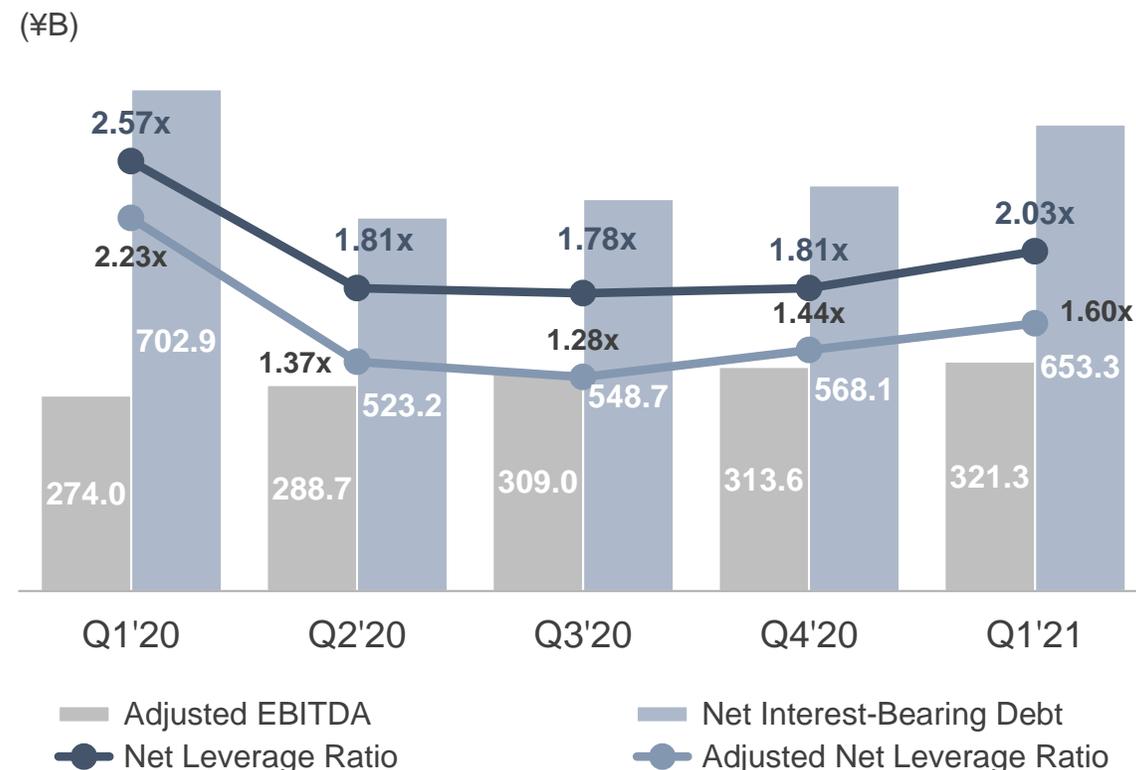
Interest-Bearing Debt & Net Interest-Bearing Debt<sup>1</sup>

(Excludes banking business)



Net Leverage Ratio<sup>2</sup> / Adjusted net leverage ratio<sup>3</sup>

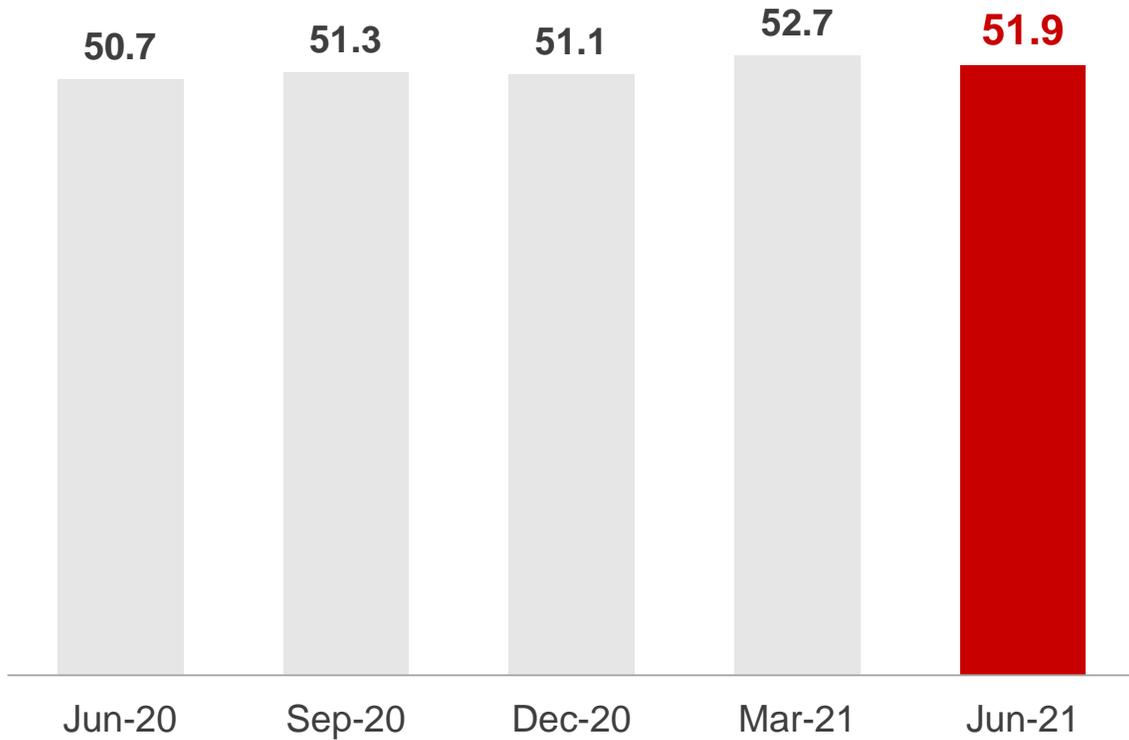
(Excludes banking business)



1. Net interest-bearing debt = Interest bearing debt – Cash and cash equivalents. The figures are rounded down to the nearest million yen and then rounded to the nearest 100 million yen.
2. Net leverage ratio = Net interest-bearing debt/Adjusted EBITDA (Figures for the last 12 months used for calculating Adjusted EBITDA). The figures are rounded down to the nearest million yen and then rounded to the nearest 100 million yen.
3. Excludes impact of asset securitization

Yahoo Japan - Number of Monthly Logged-in User IDs

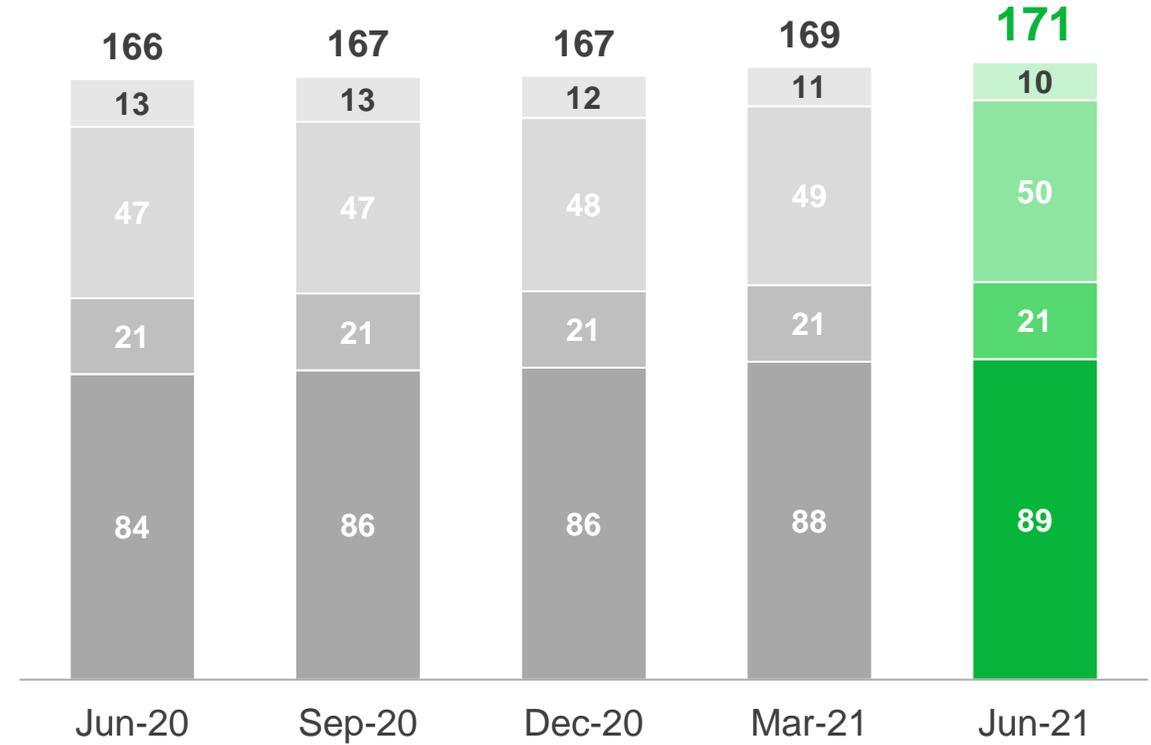
(Million)



LINE - Monthly Active Users

(Million)

June 2021 Global MAU<sup>1</sup> : 188



■ Japan ■ Taiwan ■ Thailand ■ Indonesia

1. Total number of users worldwide, including the four major countries and regions

| Country/Region | Business | Name of Company                 | Type of Company         |
|----------------|----------|---------------------------------|-------------------------|
| Taiwan         | -        | LINE Taiwan Limited             | Consolidated subsidiary |
|                | Fintech  | LINE Pay Taiwan Limited         | Consolidated subsidiary |
|                | Fintech  | LINE Bank Taiwan Limited        | Equity method affiliate |
|                | O2O      | JDW Co., Ltd.                   | Consolidated subsidiary |
| Thailand       | -        | LINE Company (Thailand) Limited | Consolidated subsidiary |
|                | Fintech  | RABBIT-LINE PAY COMPANY LIMITED | Equity method affiliate |
|                | Fintech  | Kasikorn LINE Company Limited   | Equity method affiliate |
|                | O2O      | LINE MAN Corporation            | Equity method affiliate |
| Indonesia      | -        | PT. LINE PLUS INDONESIA         | Consolidated subsidiary |
|                | Fintech  | PT. Bank KEB Hana Indonesia     | Equity method affiliate |

# Media Business

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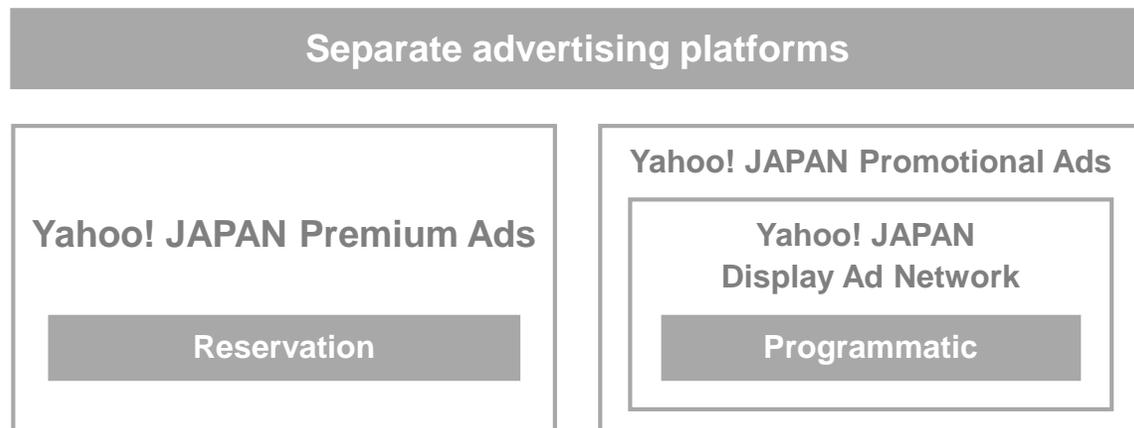
| Item                            | Breakdown   |
|---------------------------------|---|
| <b>Yahoo! JAPAN Ads</b>         |   |
| <b>Search advertising</b>       | Yahoo! JAPAN Ads “Search advertising”   |
| <b>Display advertising</b>      |   |
| <b>Programmatic advertising</b> | Yahoo! JAPAN Ads “Display advertising” (Programmatic-based), etc.               |
| <b>Reservation advertising</b>  | Yahoo! JAPAN Ads “Display advertising” (Reservation-based), etc.                |
| <b>LINE Ads</b>                 |   |
| <b>Display ads</b>              | Timeline, LINE NEWS, Chat List, etc.  |
| <b>Account ads</b>              | LINE Official Account, LINE Promotion Sticker, LINE de Obo, LINE Flyer, etc.    |
| <b>Other ads</b>                | livedoor Blog, LINE Part Time Jobs, etc.  |
| <b>Others</b>                   |   |
| <b>Yahoo Japan</b>              | ebookjapan, Real estate-related services, Yahoo! JAPAN Loco, etc.               |
| <b>LINE</b>                     | LINE Stickers, LINE GAME, LINE Fortune, LINE LIVE, LINE MUSIC, LINE Manga, etc. |

| Item   | Fee Calculation  | Placement Pages  | Type of Advertiser                               |
|--|--|--|--|
| <b>Search advertising</b>  | Cost per-click   | Search results pages   | Major corporations/SMEs                          |
| <b>Display advertising</b>   |  |  |  |
| <b>Programmatic</b>  |  |  |  |
| <b>Yahoo! JAPAN Ads “Display advertising” (Programmatic-based)</b> | Cost per-click<br>Cost per-view                                  | Top page<br>Interior pages of service sites<br>Partner sites | Major corporations/SMEs                          |
| <b>Shopping advertising (Programmatic-based)</b>                   | Cost per-conversion  | Yahoo! JAPAN Shopping<br>PayPay Mall                         | Tenants of Yahoo! JAPAN Shopping and PayPay Mall |
| <b>Reservation</b>   |  |  |  |
| <b>Yahoo! JAPAN Ads “Display advertising” (Reservation-based)</b>  | Cost per-viewable impression<br>Cost per-guaranteed period, etc. | Top page<br>Interior pages of service sites                  | Major corporations                               |
| <b>Shopping advertising (Reservation-based)</b>                    | Cost per-guaranteed period, etc.                                 | Yahoo! JAPAN Shopping<br>PayPay Mall                         | Tenants of Yahoo! JAPAN Shopping and PayPay Mall |

| Item                          | Fee Calculation                     | Placement Pages/Product outline                           | Type of Advertiser      |
|-------------------------------|-------------------------------------|---|-------------------------|
| <b>Display ads</b>            |                                     |   |                         |
| <b>Timeline</b>               | Cost per-click<br>Cost per-view     | Timeline tab  | Major corporations/SMEs |
| <b>LINE NEWS</b>              | Cost per-click<br>Cost per-view     | NEWS tab  | Major corporations/SMEs |
| <b>Chat List</b>              | Cost per-click<br>Cost per-view     | Top of chat list page                                     | Major corporations/SMEs |
| <b>Account ads</b>            |                                     |   |                         |
| <b>LINE Official Account</b>  | Fixed monthly cost<br>Pay-as-you-go | Messages delivered to users who have friended the account | Major corporations/SMEs |
| <b>LINE Promotion Sticker</b> | Fixed fee<br>Pay-as-you-go          | Stickers designed for businesses for user communications  | Major corporations      |
| <b>LINE de Obo</b>            | Basic cost<br>Optional cost         | In-store sales promotion solution utilizing LINE          | Major corporations      |

- Completed integration of display advertising platforms (reservation/programmatic advertising)

### Before



### April 1, 2021 Integration completed



### 1. Flexible ad placements that meet various purposes

Flexible ad placements that meet various purposes and issues faced by advertisers (from awareness, acquisition to loyalty) provided in one-stop

### 2. Easy-to-use ad management tools

Renewed to intuitive, easy-to-operate tools

### 3. Optimal distribution algorithm suited for purpose

From a distribution algorithm mainly geared towards website referral, renovated to an optimal distribution algorithm that suits ad purpose

# Commerce Business



| Item                              | Breakdown   |
|-----------------------------------|---|
| <b>Merchandise EC</b>             | -   |
| <b>Shopping business</b>          | Yahoo! JAPAN Shopping, PayPay Mall, ZOZOTOWN, LOHACO, Charm, LINE SHOPPING, LINE FRIENDS, LINE GIFT |
| <b>Reuse business</b>             | YAHUOKU!, PayPay Flea Market, ZOZOUSED  |
| <b>ASKUL online BtoB business</b> | -   |
| <b>Services EC</b>                | Yahoo! JAPAN Travel, Ikyu Travel, LINE TRAVEL (International), etc.                                 |
| <b>Others</b>                     | Premium membership, ASKUL non-online BtoB business, ValueCommerce, etc.                             |

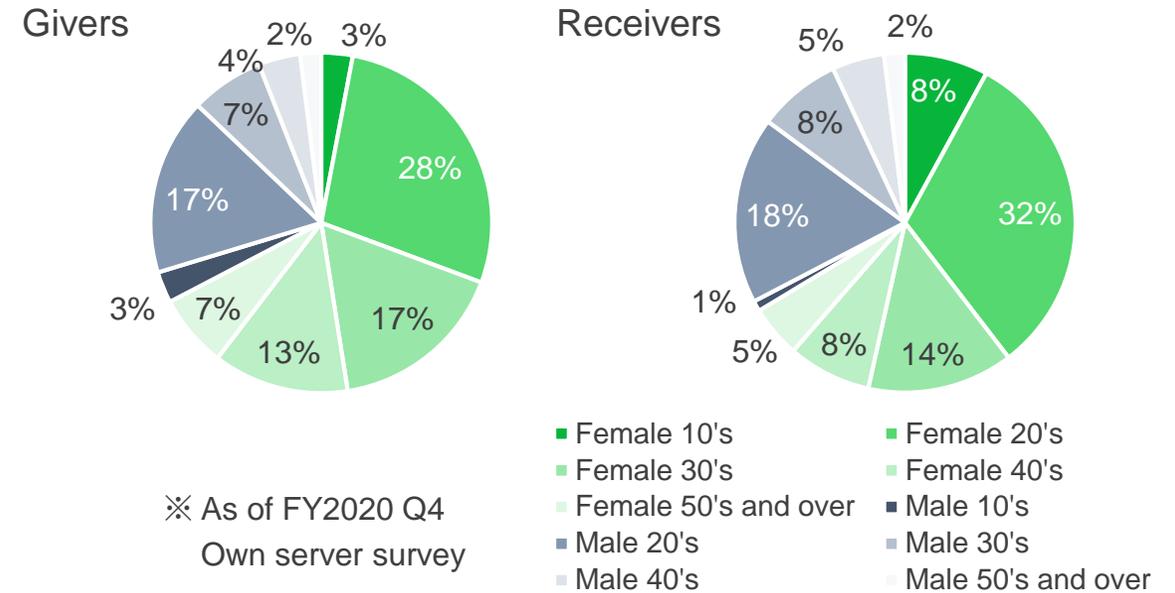
| Items                              | Major services  |
|------------------------------------|---|
| <b>EC transaction value</b>        | -   |
| <b>Merchandise</b>                 | -   |
| <b>Shopping business</b>           | Yahoo! JAPAN Shopping, PayPay Mall, ZOZOTOWN, LOHACO, Charm, LINE SHOPPING, LINE FRIENDS, LINE GIFT               |
| <b>Reuse business</b>              | YAHUOKU!, PayPay Flea Market, ZOZOUSED  |
| <b>ASKUL online BtoB business</b>  | -   |
| <b>Other (merchandise)</b>         | Yahoo! JAPAN Tickets, Ouchi-Direct  |
| <b>Services</b>                    | Ikyu.com, Yahoo! JAPAN Travel, Yahoo! JAPAN Loco <sup>1</sup> , Demae-can   |
| <b>Digital content<sup>1</sup></b> | ebookjapan, LINE Manga, LINE MUSIC, LINE Stickers, LINE GAME, LINE LIVE, LINE Fortune, other paid digital content |

1. Revenue from these services are recorded in the Media business segment

- A service that allows users to give gifts to family and friends connected through LINE
- Two types of gifts: “E-Gifts” – suitably priced for casual presents; “Delivery Gifts” – available in wide price ranges to suit various purposes



User Attribute



No. of cumulative users<sup>1</sup> **15 mil**  
(As of May 31, 2021)

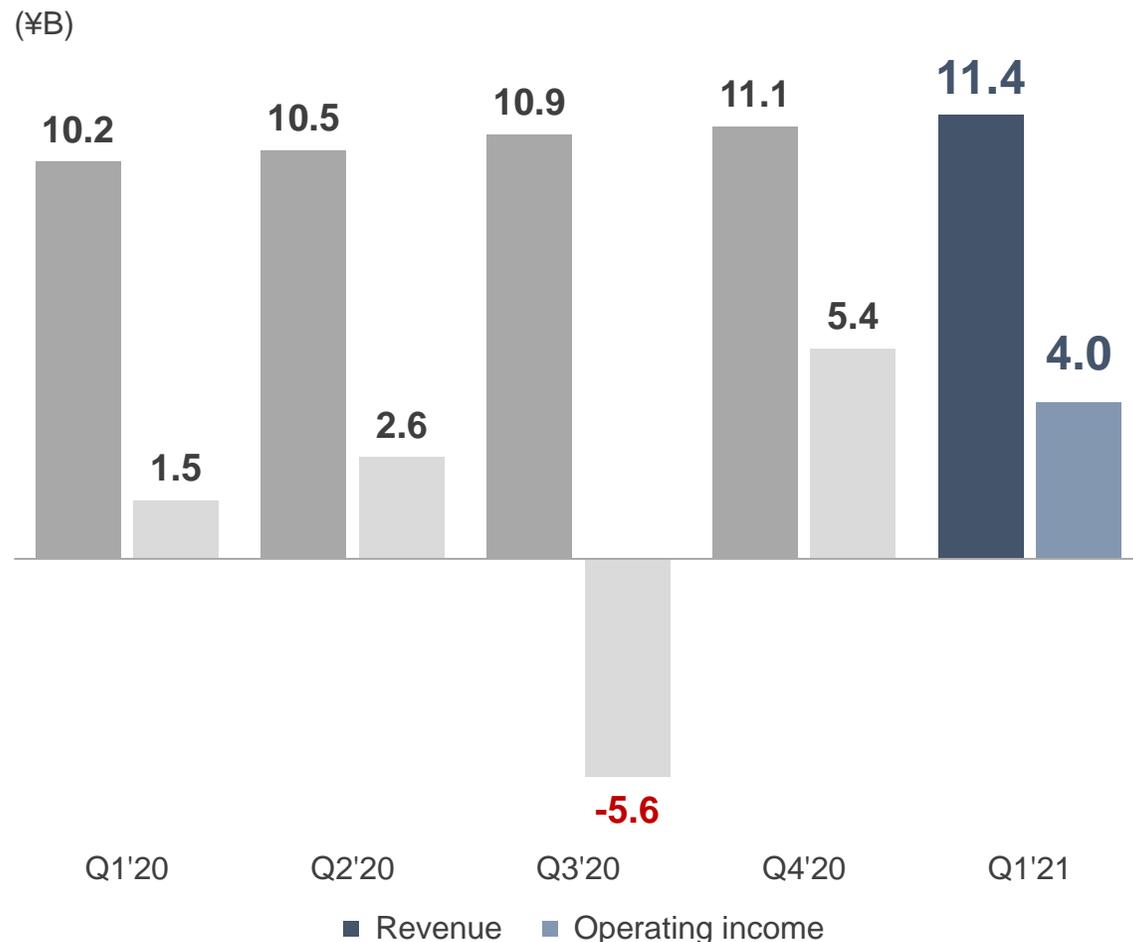
1. Total number of unique users who have given or received LINE GIFT

**Strategic Business**



| Items                      | Breakdown  |
|----------------------------|--|
| <b>Fintech</b>             | -  |
| <b>YJ Card<sup>1</sup></b> | -  |
| <b>PayPay Bank</b>         | -  |
| <b>Other fintech</b>       | PayPay Asset Management, PayPay Insurance, Magne-Max, YJFX!, LINE Pay, LINE Securities, LINE Score, LINE Pocket Money, LINE BITMAX, etc. |
| <b>Others</b>              | AI, LINE Search, LINE Healthcare, etc.   |

1. YJ Card Corporation is scheduled to change its trade name to PayPay Card Corporation on October 1, 2021

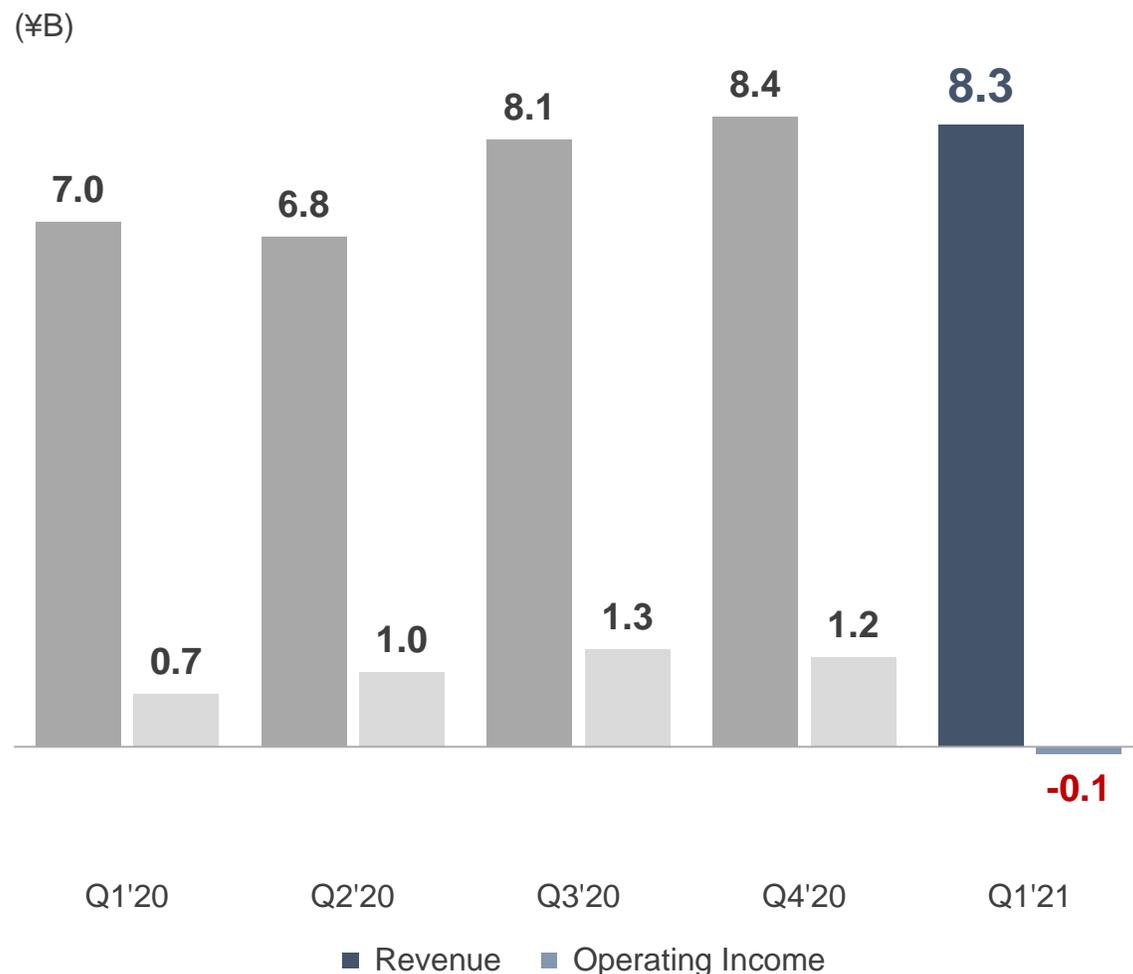
Revenue/Operating Income (non-consolidated IFRS)<sup>2</sup>Statement of Financial Position (JGAAP)<sup>2</sup>

(¥B)

|   | FY2020 Q4    | FY2021 Q1    | Difference  |
|---|--------------|--------------|-------------|
| <b>Assets</b>                             | <b>489.5</b> | <b>500.6</b> | <b>11.1</b> |
| Cash and cash equivalents                 | 17.7         | 35.1         | 17.3        |
| Trade and other receivables               | 15.6         | 17.7         | 2.1         |
| Loans in credit card business             | 391.7        | 382.5        | -9.2        |
| Investment securities in banking business | -            | -            | -           |
| Property and equipment                    | 1.9          | 2.0          | 0           |
| Intangible assets                         | 25.5         | 25.7         | 0.1         |
| <b>Liabilities</b>                        | <b>454.6</b> | <b>463.5</b> | <b>8.9</b>  |
| Trade and other payables                  | 195.1        | 177.3        | -17.7       |
| Customer deposit in banking business      | -            | -            | -           |
| Interest-bearing liabilities              | 248.2        | 276.7        | 28.5        |
| <b>Equity</b>                             | <b>34.9</b>  | <b>37.0</b>  | <b>2.1</b>  |

1. YJ Card Corporation is scheduled to change its trade name to PayPay Card Corporation on October 1, 2021

2. Figures before elimination of internal transactions within the Z Holdings Group. Revenue and operating income are independently calculated by making relevant IFRS adjustments from non-consolidated figures under JGAAP.

Revenue/Operating Income (non-consolidated IFRS)<sup>1</sup>Statement of Financial Position (JGAAP)<sup>1</sup>

(¥B)

|   | FY2020 Q4      | FY2021 Q1      | Difference  |
|---|----------------|----------------|-------------|
| <b>Assets</b>                             | <b>1,338.7</b> | <b>1,401.1</b> | <b>62.3</b> |
| Cash and cash equivalents                 | 306.5          | 330.4          | 23.8        |
| Trade and other receivables               | 25.0           | 24.7           | -0.2        |
| Loans in credit card business             | -              | -              | -           |
| Investment securities in banking business | 527.9          | 514.9          | -13.0       |
| Property and equipment                    | 0.5            | 0.5            | -0          |
| Intangible assets                         | 7.5            | 7.4            | -0          |
| <b>Liabilities</b>                        | <b>1,280.4</b> | <b>1,343.9</b> | <b>63.4</b> |
| Trade and other payables                  | 16.9           | 15.8           | -1.1        |
| Customer deposit in banking business      | 1,216.8        | 1,282.8        | 65.9        |
| Interest-bearing liabilities              | 41.0           | 41.0           | -           |
| <b>Equity</b>                             | <b>58.3</b>    | <b>57.2</b>    | <b>-1.0</b> |

1. Figures before elimination of internal transactions within the Z Holdings Group. Revenue and operating income are independently calculated by making relevant IFRS adjustments from non-consolidated figures under JGAAP.

|                                 |                | May 2018<br>(At founding) | As of end of<br>May 2019 | As of end of<br>Mar 2020 | As of end of<br>Dec 2020 | As of end of<br>Jul 2021 |
|---------------------------------|----------------|---------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Common<br>Stock                 | Yahoo Japan    | 50%                       | 25%                      | 25%                      | 25%                      | 25%                      |
|                                 | SoftBank       | 50%                       | 25%                      | 25%                      | 25%                      | 25%                      |
|                                 | SoftBank Group | -                         | 50%                      | 50%                      | 50%                      | 50%                      |
|                                 | Paytm          | -                         | -                        | -                        | -                        | -                        |
|                                 | <b>Total</b>   | 100%                      | 100%                     | 100%                     | 100%                     | 100%                     |
| Preferred<br>Stock <sup>1</sup> | Yahoo Japan    | -                         | -                        | 50%                      | 50%                      | 41.5%                    |
|                                 | SoftBank       | -                         | -                        | 50%                      | 50%                      | 41.5%                    |
|                                 | SoftBank Group | -                         | -                        | -                        | -                        | 17.0%                    |
|                                 | <b>Total</b>   | -                         | -                        | 100%                     | 100%                     | 100%                     |



| After conversion of preferred stocks<br>&<br>Paytm's exercise of stock option <sup>2</sup> |             |
|--|-------------|
| Yahoo Japan  | 33.0%       |
| SoftBank   | 33.0%       |
| SoftBank Group   | 28.5%       |
| Paytm  | 5.5%        |
| <b>Total</b>   | <b>100%</b> |



Voting rights ratio | **25%**



Voting rights ratio | **33%**

1. From April 2022 onwards, may be converted to common stocks (conversion rate=1:1)  
 2. On September 30, 2020, issued stock options to Paytm. The options can be exercised from the same date

**Non-Financial Information**



- **Acknowledged by various evaluators**
- **Aim to maintain/enhance a high third-party evaluation after integration, to secure our position as the industry-leading ESG issuer**



Note: As of 2021, Z Holdings Corporation receives an MSCI ESG Rating of AA. THE USE BY Z Holdings Corporation OF ANY MSCI ESG RESEARCH LLC OR ITS AFFILIATES (“MSCI”) DATA, AND THE USE OF MSCI LOGOS, TRADEMARKS, SERVICE MARKS OR INDEX NAMES HEREIN, DO NOT CONSTITUTE A SPONSORSHIP, ENDORSEMENT, RECOMMENDATION, OR PROMOTION OF Z Holdings Corporation BY MSCI. MSCI SERVICES AND DATA ARE THE PROPERTY OF MSCI OR ITS INFORMATION PROVIDERS, AND ARE PROVIDED ‘AS-IS’ AND WITHOUT WARRANTY. MSCI NAMES AND LOGOS ARE TRADEMARKS OR SERVICE MARKS OF MSCI.

S&P Global - DJSI

Interactive Media, Services & Home Entertainment sector

**Selected as an Industry Leader**

Member of  
**Dow Jones Sustainability Indices**  
Powered by the S&P Global CSA



2021 CONSTITUENT MSCI JAPAN ESG SELECT LEADERS INDEX

2021 CONSTITUENT MSCI JAPAN EMPOWERING WOMEN INDEX (WIN)

MSCI ESG Rating<sup>1</sup>

Score rising every year since 2018

**Received AA rating**

Named for the first time to MSCI Japan ESG Select Leaders Index (June 2021)

Received the highest evaluation in the following categories:

|                                 |  |
|---------------------------------|--|
| Governance & Economic Dimension | Information Security/Cybersecurity & System Availability |
| Environmental Dimension         | Environmental Reporting                                  |
| Social Dimension                | Corporate Citizenship and Philanthropy                   |

Four areas of material importance

|                         |                           |
|-------------------------|---------------------------|
| Privacy & Data Security | Human Capital Development |
| Carbon Emission         | Governance                |

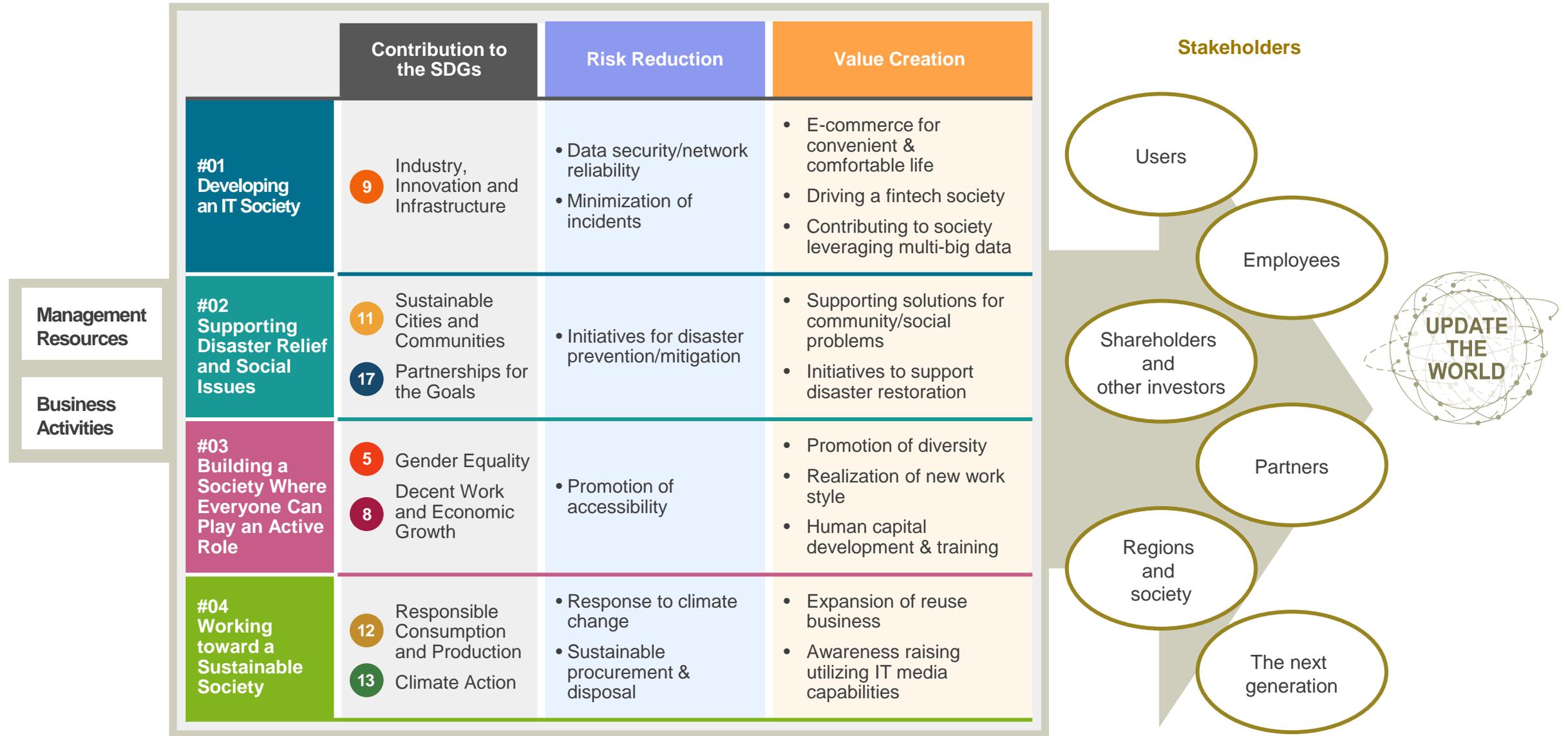
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The numbers and colors in the matrix coincide with the SDG icons.

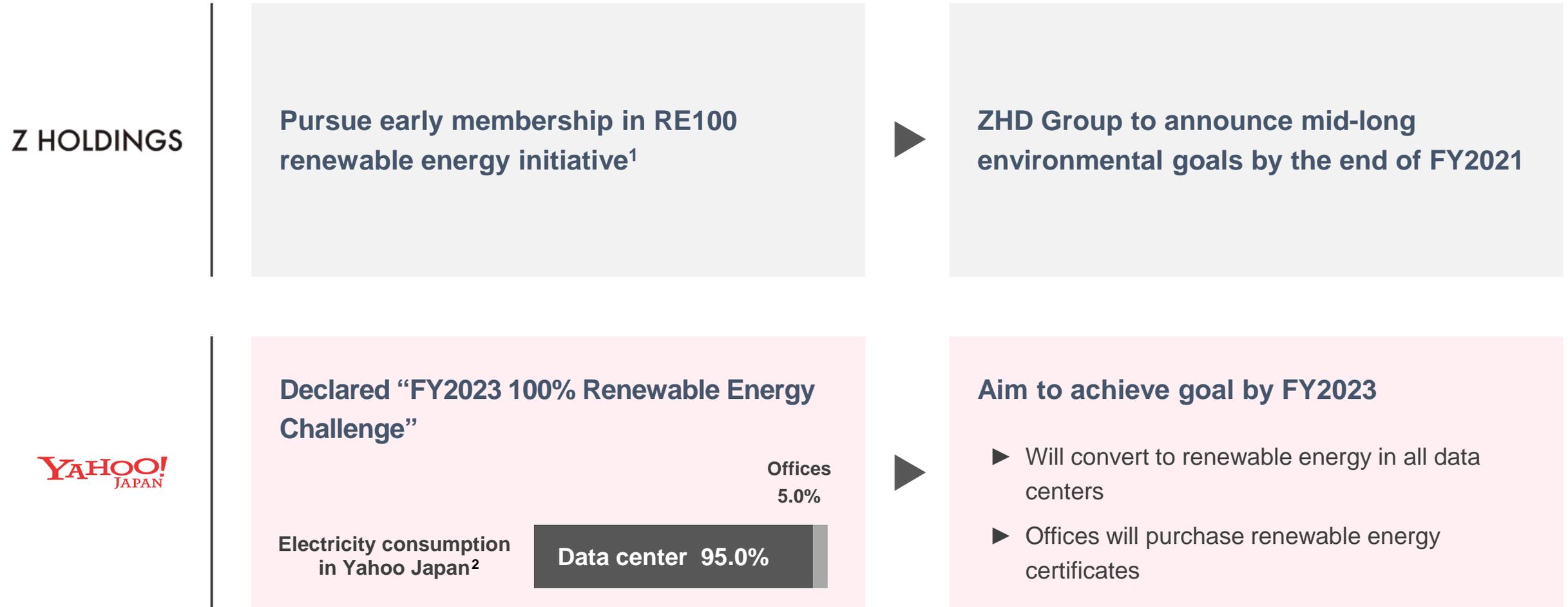
- 4 Quality Education
- 5 Gender Equality
- 6 Clean Water and Sanitation
- 8 Decent Work and Economic Growth
- 9 Industry, Innovation and Infrastructure
- 10 Reduced Inequalities
- 11 Sustainable Cities and Communities
- 12 Responsible Production and Consumption
- 13 Climate Action
- 14 Life Below Water
- 16 Peace, Justice and Strong Institutions
- 17 Partnerships for the Goals

1. Big circles are especially important to the stakeholders and the Z Holdings Group, and need to be dealt with focus



1. The numbers and colors in the picture coincide with the 17 SDG icons

- Aim to achieve neutrality well ahead of Japanese government's "2050 Carbon Neutral" goal



1. Global initiative that promotes 100% renewable energy in corporate activities  
2. Yahoo Japan Corporation and some group companies sharing the Kioicho Office

- **In July 2021, publicly offered JPY 20 B green bonds (unsecured straight bond) in the domestic market**
- **Aimed to accelerate carbon neutral initiatives, including the construction of energy-efficient data centers**

| Item                       | Details  |
|----------------------------|--|
| Issuer                     | <b>Z Holdings Corporation</b>  |
| Term                       | <b>7 years</b>   |
| Issuance amount            | <b>JPY 20 billion</b>  |
| Interest rate              | <b>0.46%</b>   |
| Time of issue              | <b>July 28, 2021</b>   |
| Lead-managing underwriters | <b>Mitsubishi UFJ Morgan Stanley Securities Co., Ltd.; Mizuho Securities Co., Ltd.; Nomura Securities Co., Ltd.; SMBC Nikko Securities Inc.; SBI SECURITIES, Co., Ltd.; and Daiwa Securities Co., Ltd.</b> |
| Structuring agents         | <b>Mitsubishi UFJ Morgan Stanley Securities Co., Ltd. and Mizuho Securities Co., Ltd.</b>  |

- **Acquired a second-party opinion from Sustainalytics on the alignment with the Green Bond Principles 2018 (ICMA) and Green Bond Guidelines 2020 developed by Japan's Ministry of the Environment**

#### ◆ Use of Proceeds

| Criteria 1   | Criteria 2   |
|--|--|
| <b>Data Center</b>   | <b>Renewable Energy</b>  |
| Construction, refurbishment, acquisition, or operation of data centers that achieve a Power Usage Effectiveness (PUE) of less than 1.5 | Sourcing of electricity to be used for data center operation from renewable energy |

#### ◆ Process for Project Evaluation and Selection

The eligible projects will be selected by the Company's department in charge of finance, seeking advice from the department in charge of ESG and the System Management Group of Yahoo Japan Corporation, and finally approved by the Senior Managing Corporate Officer. In implementing projects, we are committed to adhering to relevant laws and regulations and complying with the Charter of Corporate Behavior, which stipulates principles to be observed in order to act with integrity and in accordance with social ethics.

#### ◆ Management of Proceeds

Z Holdings' department in charge of finance will annually manage the allocation of green bond proceeds using its internal management system until the redemption of the bond. Pending full allocation, the proceeds will be held in cash or cash equivalents.

#### ◆ Reporting

##### Allocation reporting

Until the proceeds are fully allocated to eligible projects, Z Holdings will annually report the following items on the Company's website to the extent practicable.

- Status of the proceeds, (project category, overview of project including its progress, and allocated/unallocated amounts)
- Allocation schedule and the management method, if there are any unallocated proceeds
- Asset's age, remaining useful life, and the amount to be refinanced at the time of the issuance of the green bond, when an asset that requires long-term maintenance is refinanced through the issuance of multiple green bonds.
- ※ In case of significant events that may cause major changes after the full allocation, the Company will disclose it in a timely manner.

##### Impact reporting

In addition to the allocation reporting above, Z Holdings will report, to the extent practicable, the following quantitative indicators of environmental improvement on the Company's website. Prior to the launch of eligible projects, we will disclose estimated values of the indicators.

- <Data Center> PUE values
- <Renewable Energy> Amount of electricity procured (kWh)

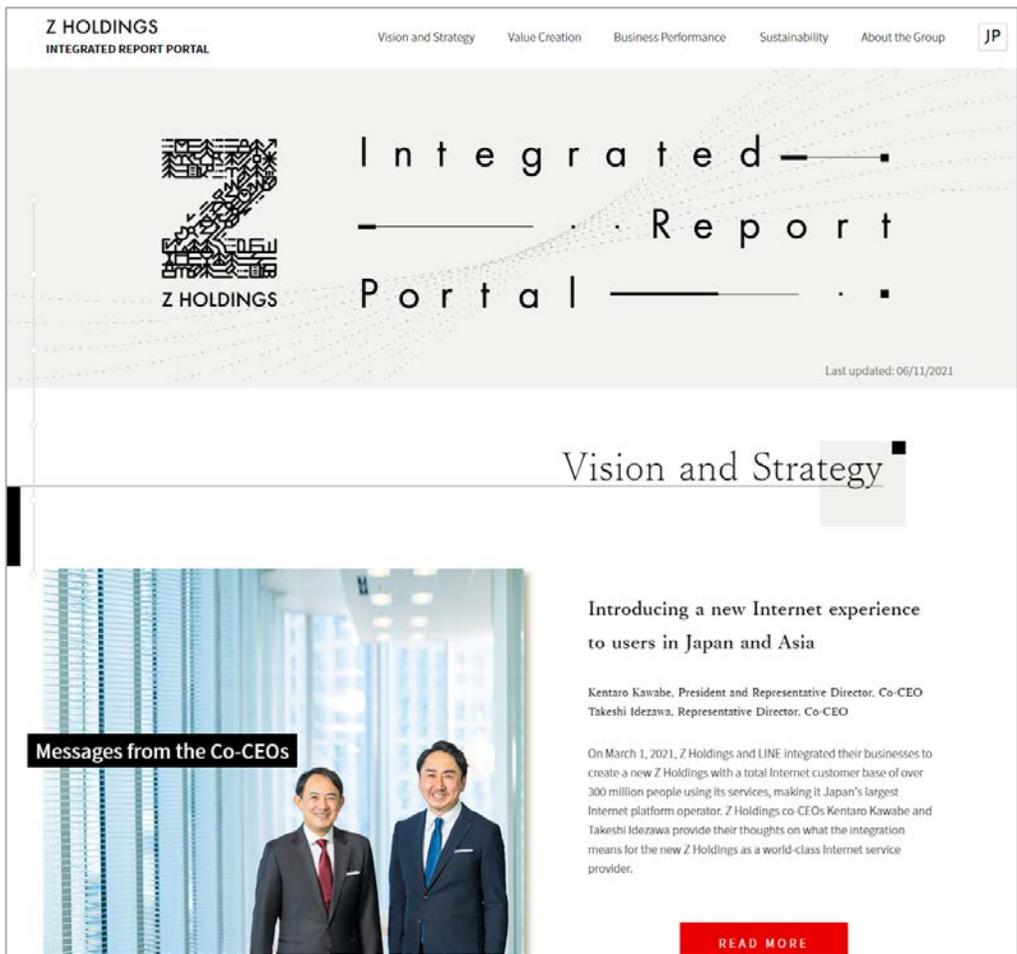
- **Strengthen ESG/SDGs initiatives by allocating the funds to projects related to “FY2023 100% Renewable Energy Challenge” declared by Yahoo Japan Corporation in January 2021**

| Item                               | Data Center   | Renewable Energy   |
|------------------------------------|---|--|
| <b>Project</b>                     | Construction, refurbishment, acquisition, or operation of data centers that achieve a Power Usage Effectiveness (PUE) <sup>1</sup> of less than 1.5 | Sourcing of electricity to be used for data center operation from renewable energy |
| <b>Project Category</b>            | Energy efficiency   | Renewable energy   |
| <b>Alignment with Four UPDATES</b> | #04 Working toward a Sustainable Society  | #04 Working toward a Sustainable Society   |
| <b>Alignment with SDGs</b>         | 7. Affordable and clean energy  | 7. Affordable and clean energy   |



1. One of the indicators used to measure the energy efficiency of data centers, etc. A value closer to 1.0 is considered to be more efficient in terms of electricity use.

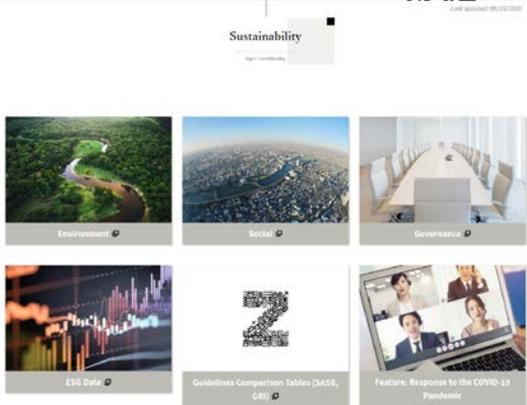
- Financial/non-financial information useful for investment decisions will be updated as needed



### Vision and Strategy



### Sustainability



### Value Creation



### Business Performance



URL: (English) <https://www.z-holdings.co.jp/integrated-report/en/>

(Japanese) <https://www.z-holdings.co.jp/integrated-report/>

## Disclaimer

Statements made at the meeting or included in the documents that are not historical facts are forward-looking statements about the future performance of Z Holdings Corporation (Company, Z Holdings, ZHD) and its consolidated subsidiaries and affiliates.

The Company cautions you that a number of important factors could cause actual results to differ materially from those discussed in the forward-looking statements.

Such factors include, but are not limited to, the items mentioned in “Risk Factors” in “Consolidated Financial Statements and Independent Auditor's Report” (Japanese only). Unauthorized use of the information or the data in this document is not permitted.

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If there is any inconsistency between the English-language documents and the Japanese-language documents, the Japanese-language documents will prevail.

# Z HOLDINGS

**Unleashing the infinite potential of all people,  
with the power of information technology**