



Presentation of Financial Results

For the Third Quarter of the Fiscal Year Ending December 31, 2024

November 14, 2024

giftee Inc.

-
- I. Financial Results for 3Q FY2024
 - II. Growth Strategy
(Reproduced from the presentation materials for FY2023)
 - III. Overview of Business and Services
(Reproduced from the presentation materials for FY2023)

Appendix

I. Financial Results for 3Q FY2024

3Q FY2024 Results (3 months)

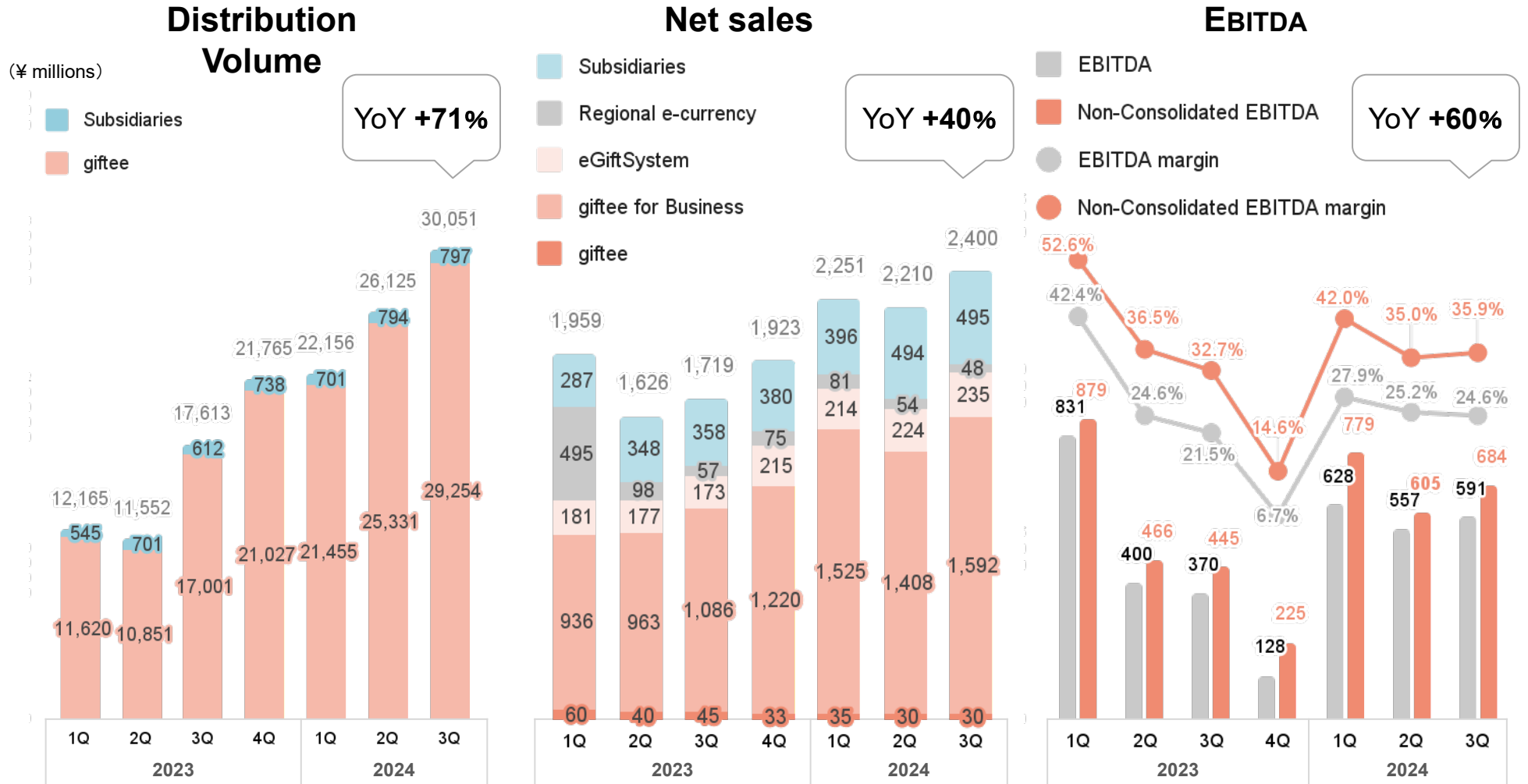
- Distribution volume, sales, and EBITDA all increased YoY, largely due to continued strong e-gift demand in the giftee for Business service.
 - ✓ Distribution Volume: ¥ 30.0bn (+71%YoY)
 - ✓ Sales: ¥ 2.4bn (+40%YoY)
 - ✓ EBITDA: ¥ 591ym (+60%YoY)

3Q Performance by Service

- **Corporate demand for our e-gifts remained strong.**
 - ✓ giftee Service: We were able to harness demand from individuals, leading to robust membership growth.
 - ✓ giftee for Business Service: Demand from corporate clients remained strong, including our largest-ever project, with the number of DPs and projects hitting record quarterly highs.
 - ✓ eGift System Service: Progress was made in acquiring CPs across diverse industries, including via the introduction of digital shareholder benefits.
 - ✓ Regional e-Currency Service: We steadily gained travel destination tax related projects.

Distribution Volume, Sales, EBITDA: Quarterly Change

Distribution volume, sales, and EBITDA all increased YoY, largely due to continued strong e-gift demand in the giftee for Business service.



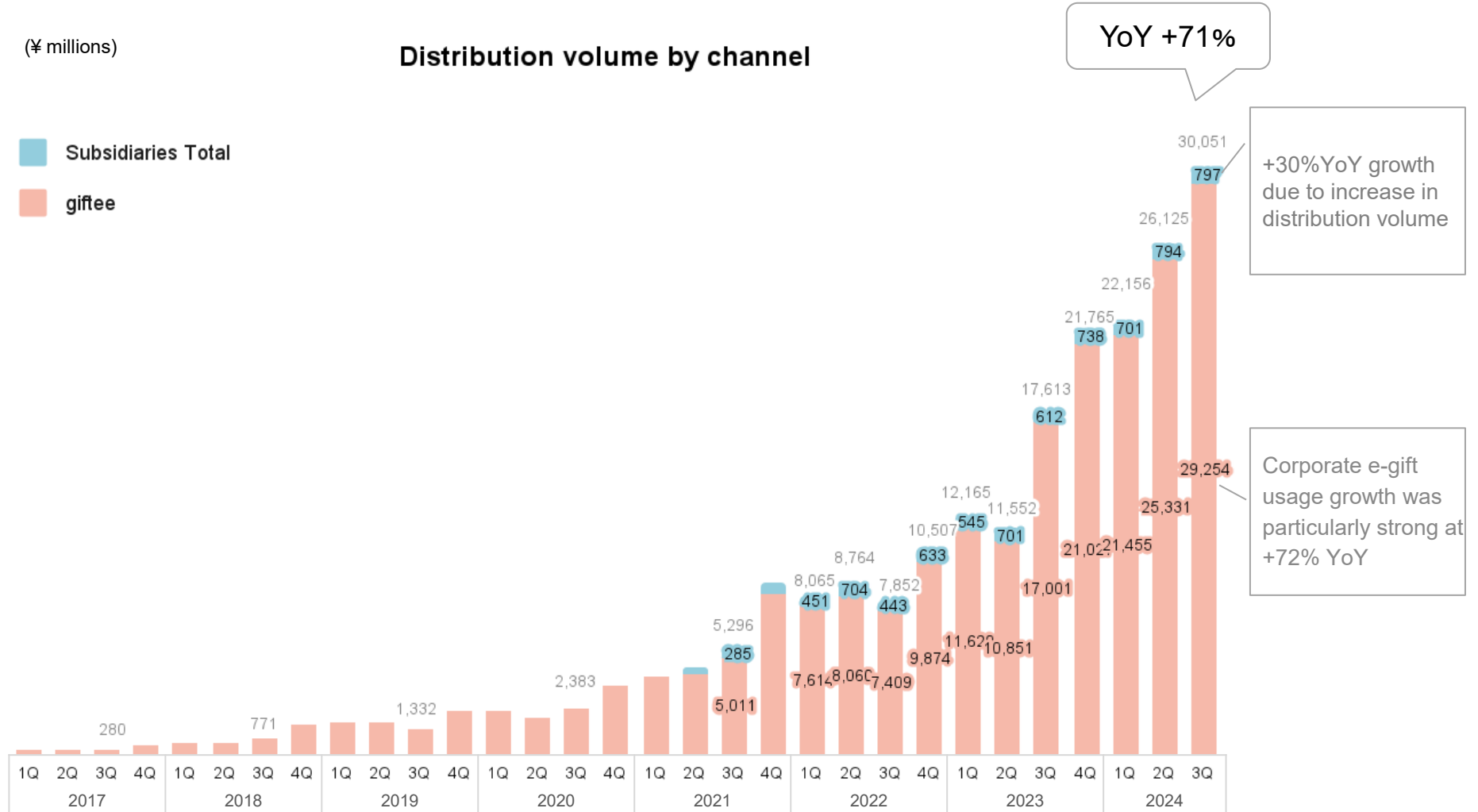
Rate of Progress towards FY Earnings Forecast

Both sales and profit made steady progress.

	3Q (Nine months) Results	FY Forecast	Progress Rate	YoY (reference)
Sales	¥6,860 m	¥9,109 m	75.3 %	+ 29.4 %
EBITDA	¥1,776 m	¥2,280 m	77.9 %	+ 11.0 %
EBITDA Margin	25.9 %	25.0 %		+ 0.9 PP
OP	¥1,385 m	¥1,702 m	81.4 %	+ 9.7 %
OPM	20.2 %	18.7 %		+ 1.5 PP
NP	¥697 m	— m	— %	+ 61.0 %
Distribution Volume	¥78,332 m	¥76,216 m	102.8 %	+ 89.5 %

Distribution Volume: Quarterly Change

In addition to rising individual demand, **corporate e-gift usage increased significantly**, placing the company well ahead of the same period last year.

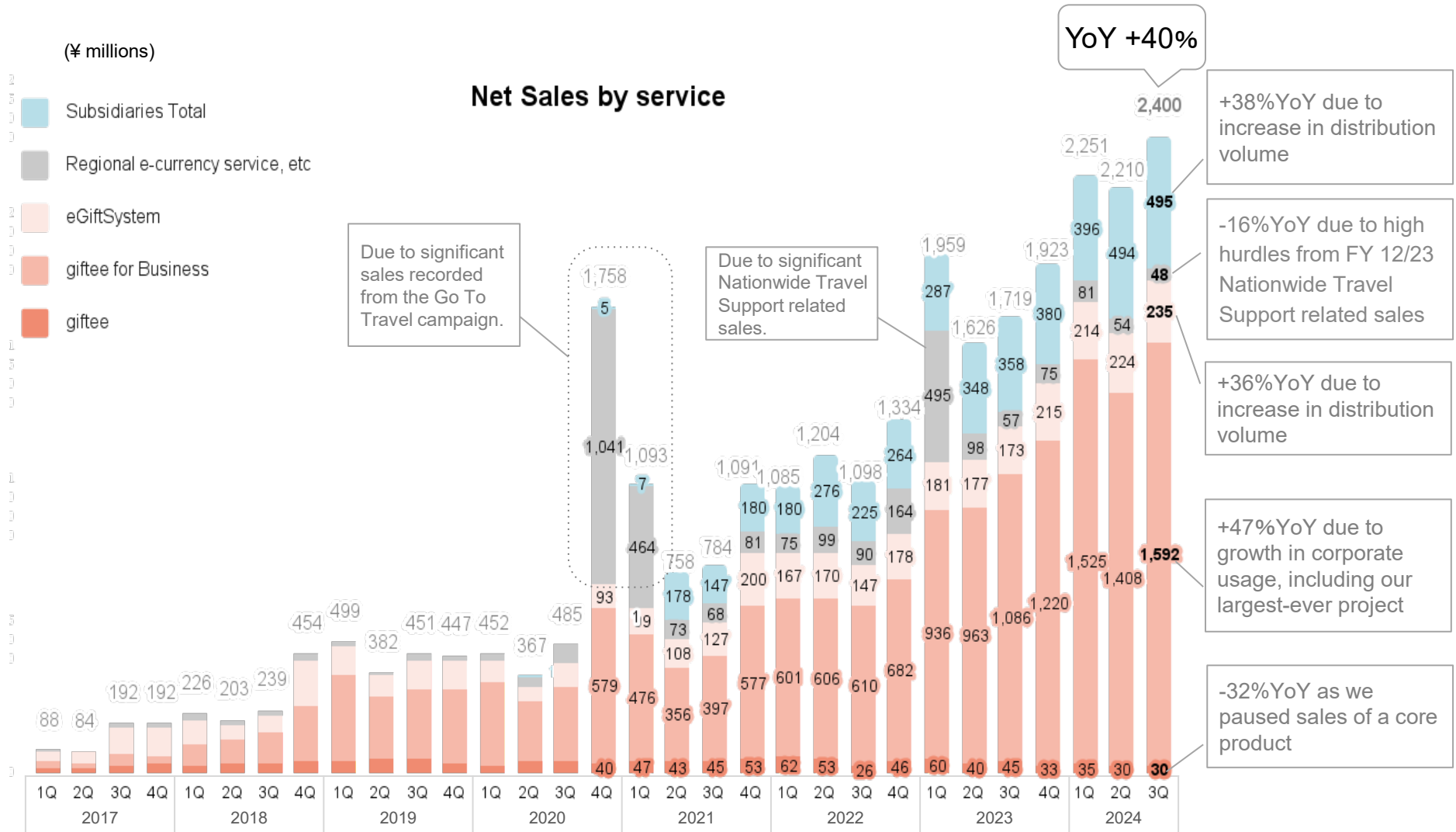


3Q FY2024 Financial Results

Sales: Quarterly Change

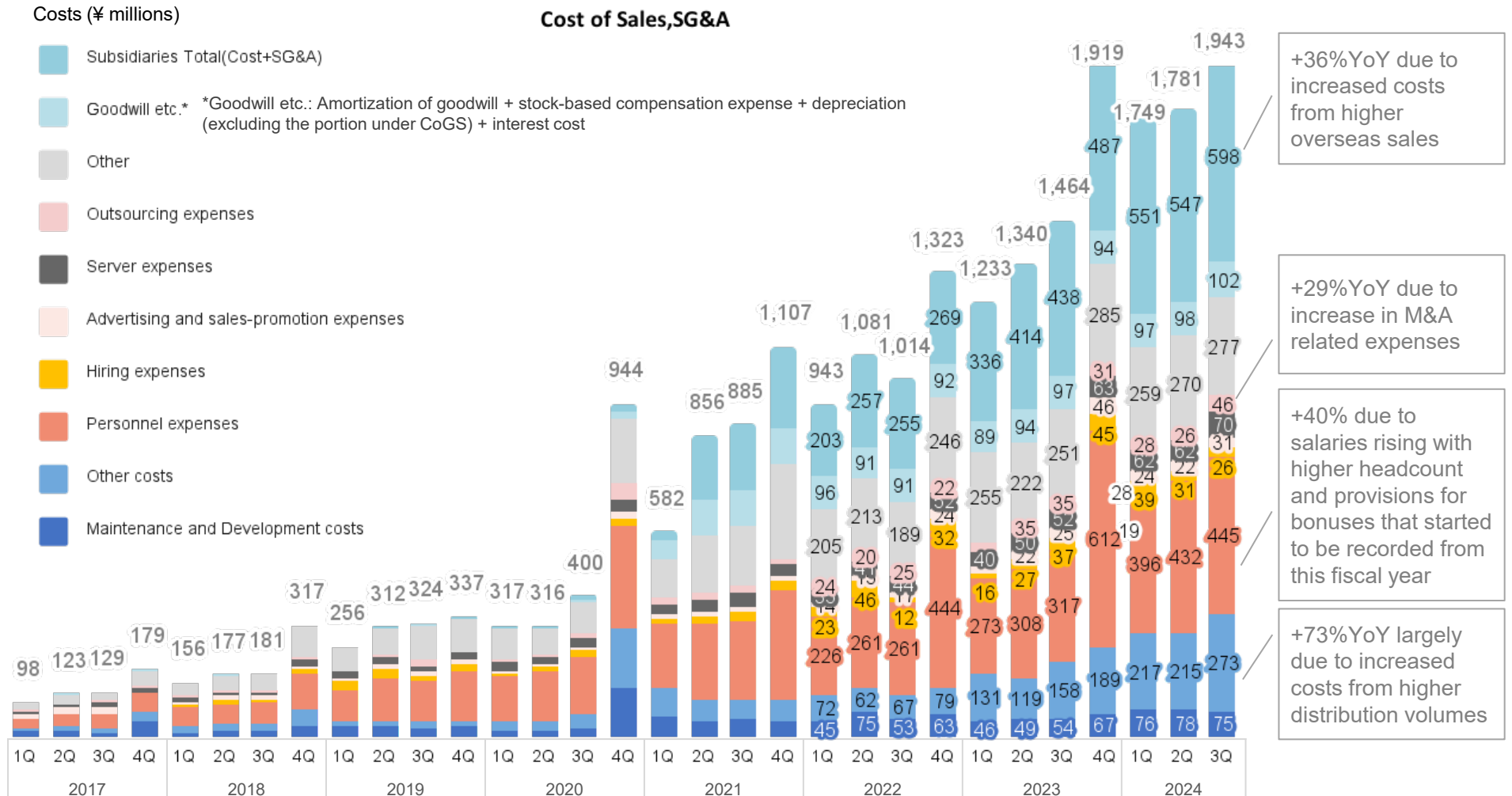


Sales increased significantly YoY, mainly due to giftee for Business strength.



CoGS and SG&A Breakdown: Quarterly Change

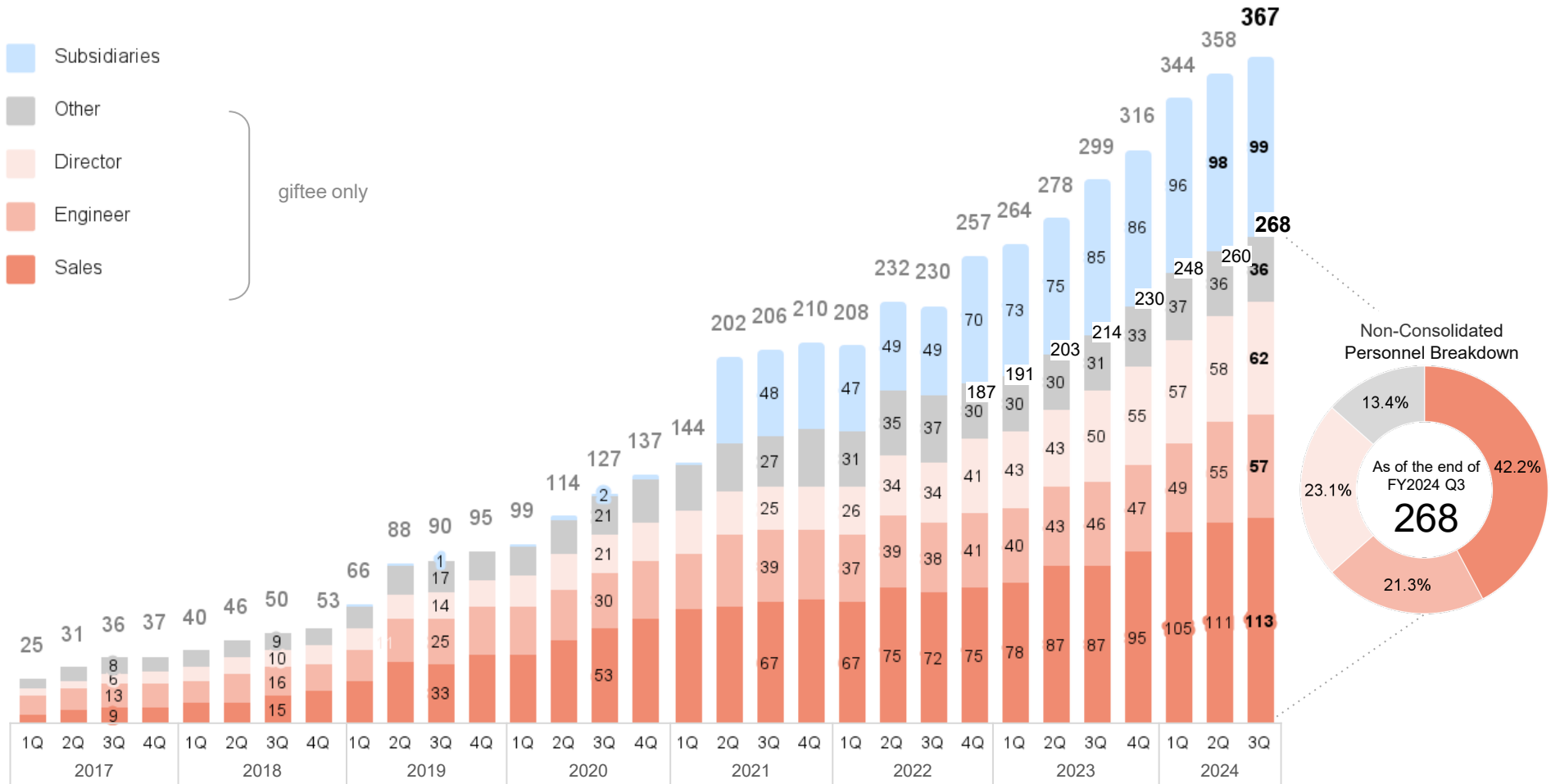
Non-consolidated CoGS grew **+64%YoY**, mainly due to the increase in distribution volumes incurring higher CoGS. Non-consolidated SG&A increased **+22%YoY**, mainly due to increased personnel and higher M&A related costs. We expect to record an increased personnel expenses and the remaining M&A-related expenses in Q4.



Change in Employee Numbers

The non-consolidated personnel headcount increased significantly; +54 YoY and +8 QoQ. Steady progress against the annual employment plan of 50 employees.

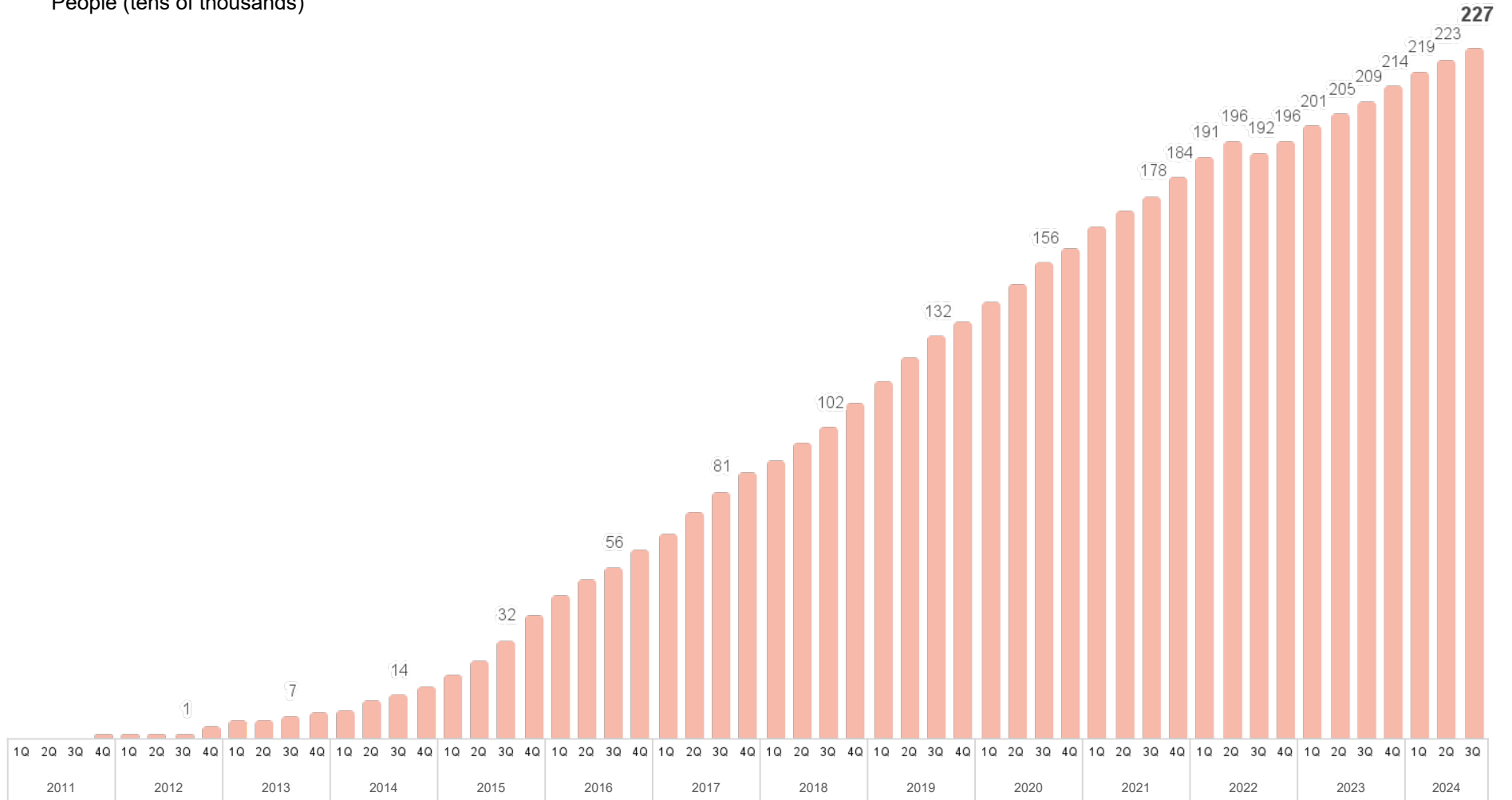
Staff numbers



giftee Service: End-of-Quarter Change in Membership Numbers

giftee service membership **steadily increased**, growing +180,000 YoY and +40,000 QoQ.

People (tens of thousands)



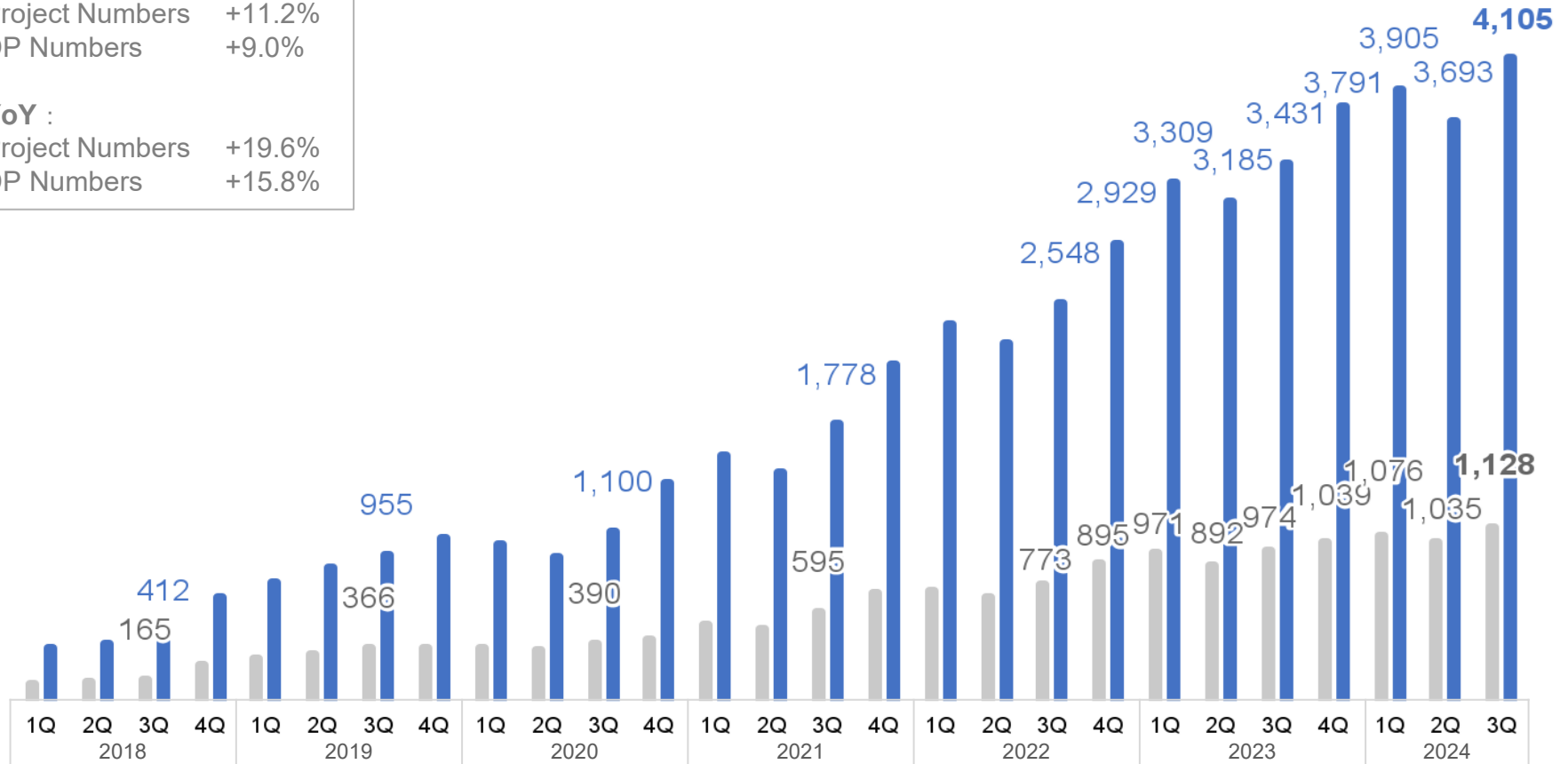
giftee for Business Service: Change in number of DPs and projects

In the 3Q, which tends to be seasonally weak, **both the number of projects and DPs reached record quarterly highs.**

■ Number of DPs ■ Number of projects

No. of companies & projects

QoQ :	
Project Numbers	+11.2%
DP Numbers	+9.0%
YoY :	
Project Numbers	+19.6%
DP Numbers	+15.8%



We are expanding existing applications (1) across existing industries and (2) into new industries.

① Expansion within existing industries

IT Services



Promoting service usage

Kakao piccoma Corp



Points earned from things like browsing manga can be exchanged via Selectable Pay

② Expansion into new industries

Automobiles



Contract benefit

Subaru



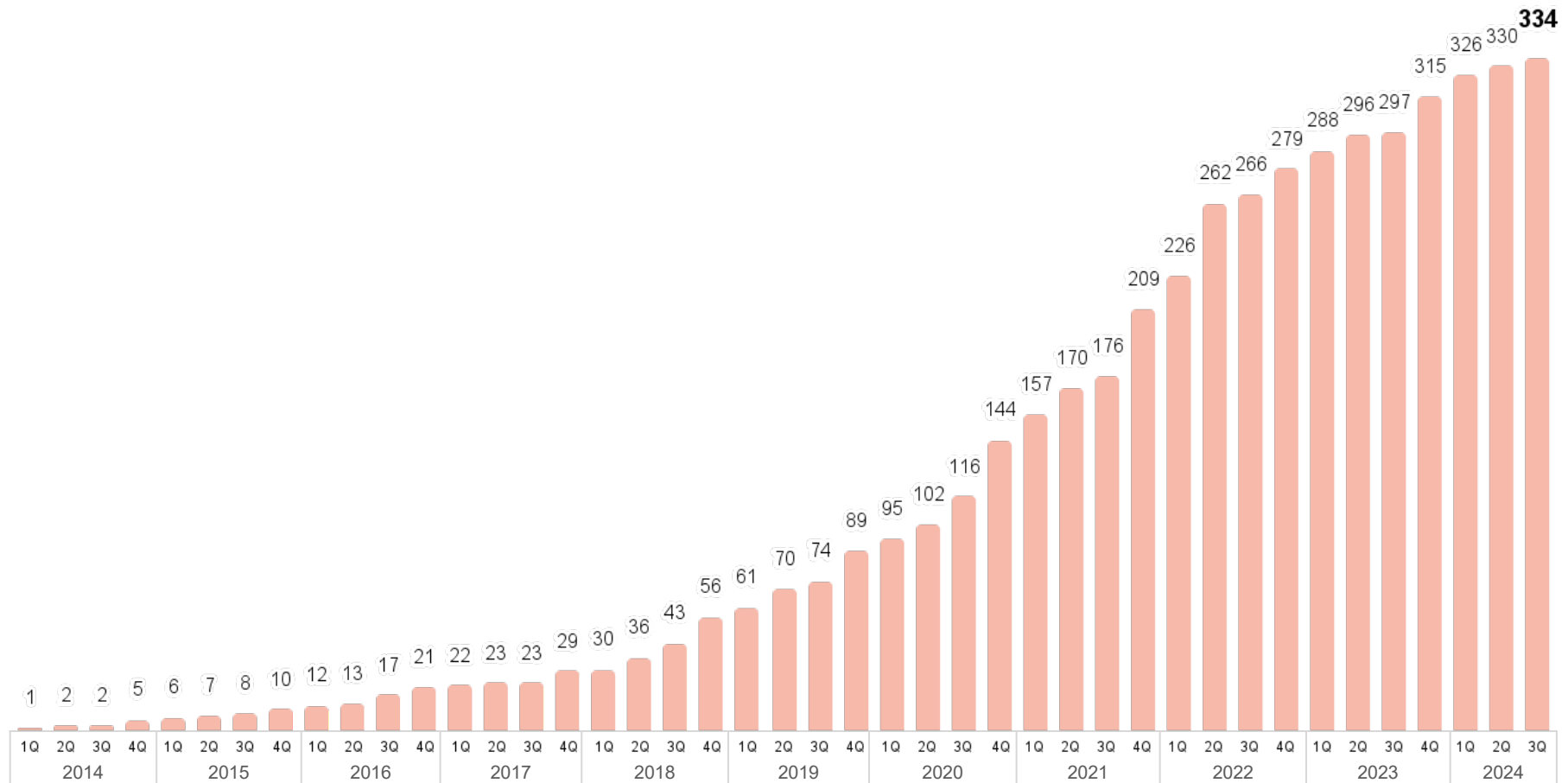
6/22(土)>>>30(日)

Receive a gifteeBox worth up to ¥30,000 with the purchase of an eligible car model

eGift System Service: End-of-quarter change in number of CPs

The number of e-gift issuing companies (CPs) increased steadily, +37 from the end of the previous FY and +4 QoQ.

Companies




* Number of CPs for giftee, GIFTEE MALAYSIA, Giftee Mekong, and giftee International Indonesia.

We are expanding the service into multiple industries & capturing demand for digital shareholder benefits.

eGift System

Toys & Hobbies


TOMY Company, Ltd.



タカラトミー

Relaxation

Wing Inc.




80

Relaxation Salon (Re.Ra.Ku)

Rental Service


Rentio Inc



家電・ベビー用品レンタル **1,000円分**

Food & Drink

KOBEYA BAKING CO., LTD




¥3,000

KOBEYA ONLINE STORE
神戸屋 オンラインストア

Digital shareholder benefit system

UNITED ARROWS LTD.





UNITED ARROWS LTD.

Shareholders/
Special Benefit
Coupon
株主優待券

15% 割引券

Digitized shareholder gift certificates that can be used in stores or online

ASICS Corporation

Digitized shareholder gift certificates that can be used at directly managed stores nationwide and on e-commerce sites

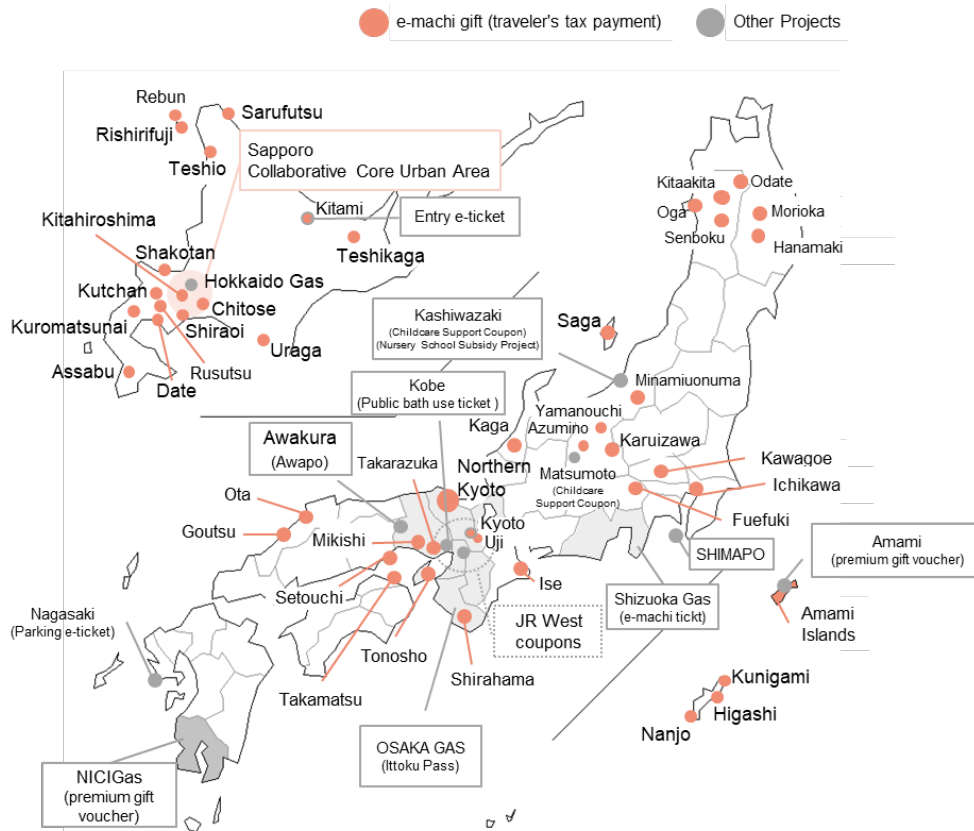
3Q FY2024 Financial Results: Performance by Service

Regional e-Currency Services: Introduction Status



In addition to the steady acquisition of Destination Tax projects, we launched a new donation system aimed at visitors to Japan.

Projects implemented in 3Q FY2024

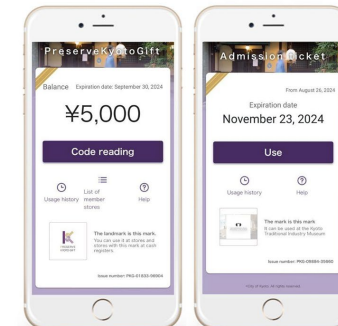


3Q FY2024 Topic: 'Donate & Go'

We launched 'Donate & Go', a donation system for visitors to Japan



Case 1: Kyoto City, Kyoto Prefecture (from September 2024)



*An initiative where foreign tourists who make a donation to an area they have visited can receive an experience-based gift as a thank-you.

Change in Dividend Policy and Initiatives for Sustainable Enhancement of Corporate Value

Change in Dividend Policy

We have decided to implement a policy of paying dividends as we enter a phase of stable profit generation.

Our aim is to achieve an optimal balance between investment in growth and shareholder returns, while also prioritizing investment in growth.

Dividend Policy

- Dividend Payout Ratio **30%***
- **Progressive dividends**, we aim to increase our dividends in line with growth.
- Our FYFY2024 Dividend Forecast is **¥10円** per share.

In addition to stable and continuous dividends in accordance with the above policy, we will also flexibly and dynamically implement share buybacks in consideration of the share price level in the event of the recording of one-time profits or when investment opportunities fall below expectations.

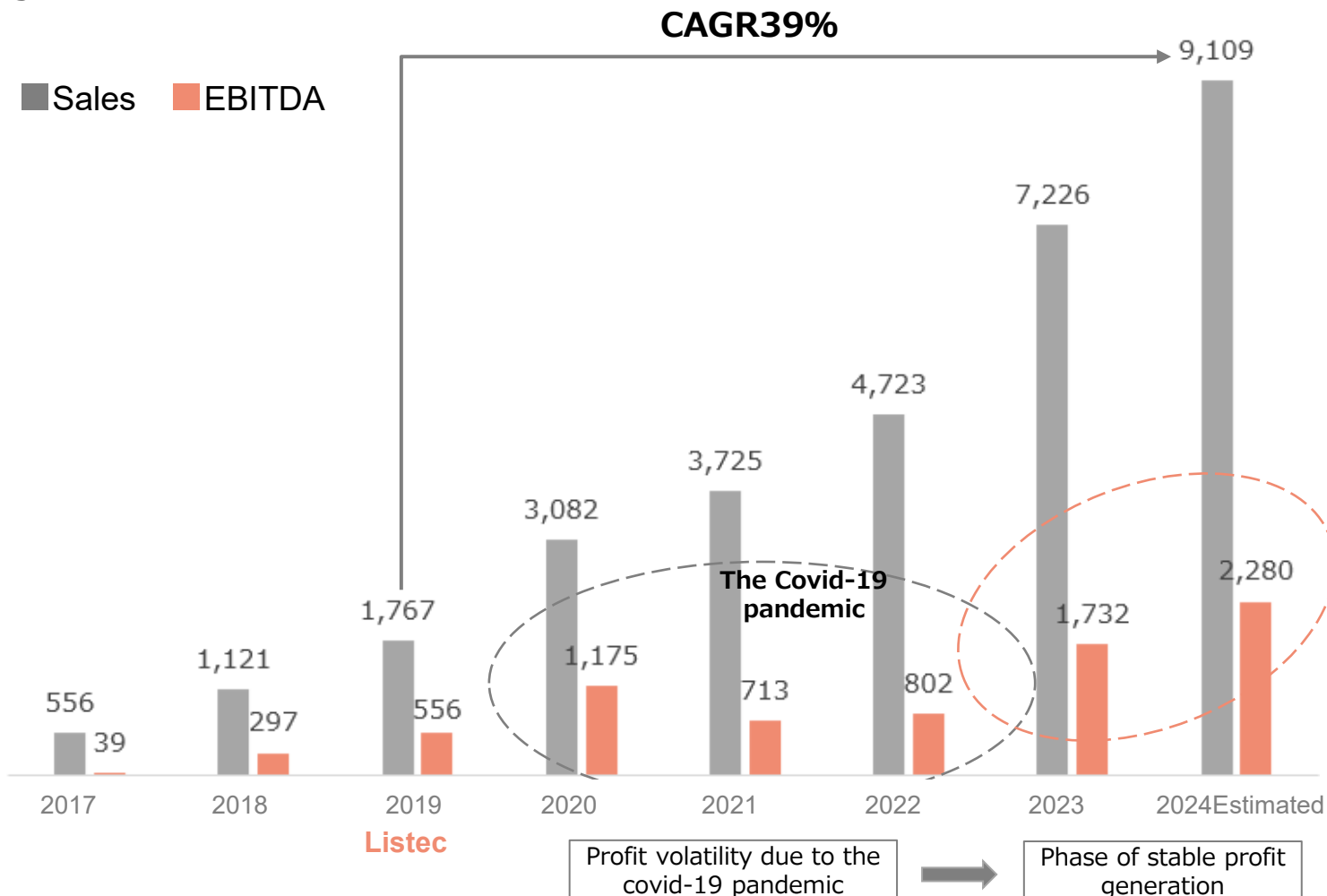
*The dividend payout ratio is calculated based on non-GAAP net income, which is adjusted to exclude one-time gains and losses such as impairment losses, from net income attributable to owners of the parent.

Change in Dividend Policy and Initiatives for Sustainable Enhancement of Corporate Value

Change in Dividend Policy - Shift to a phase of stable profit generation

Due to high growth after listing, we have moved into a stable profit-generating phase.

Changes in sales and EBITDA (yen million)



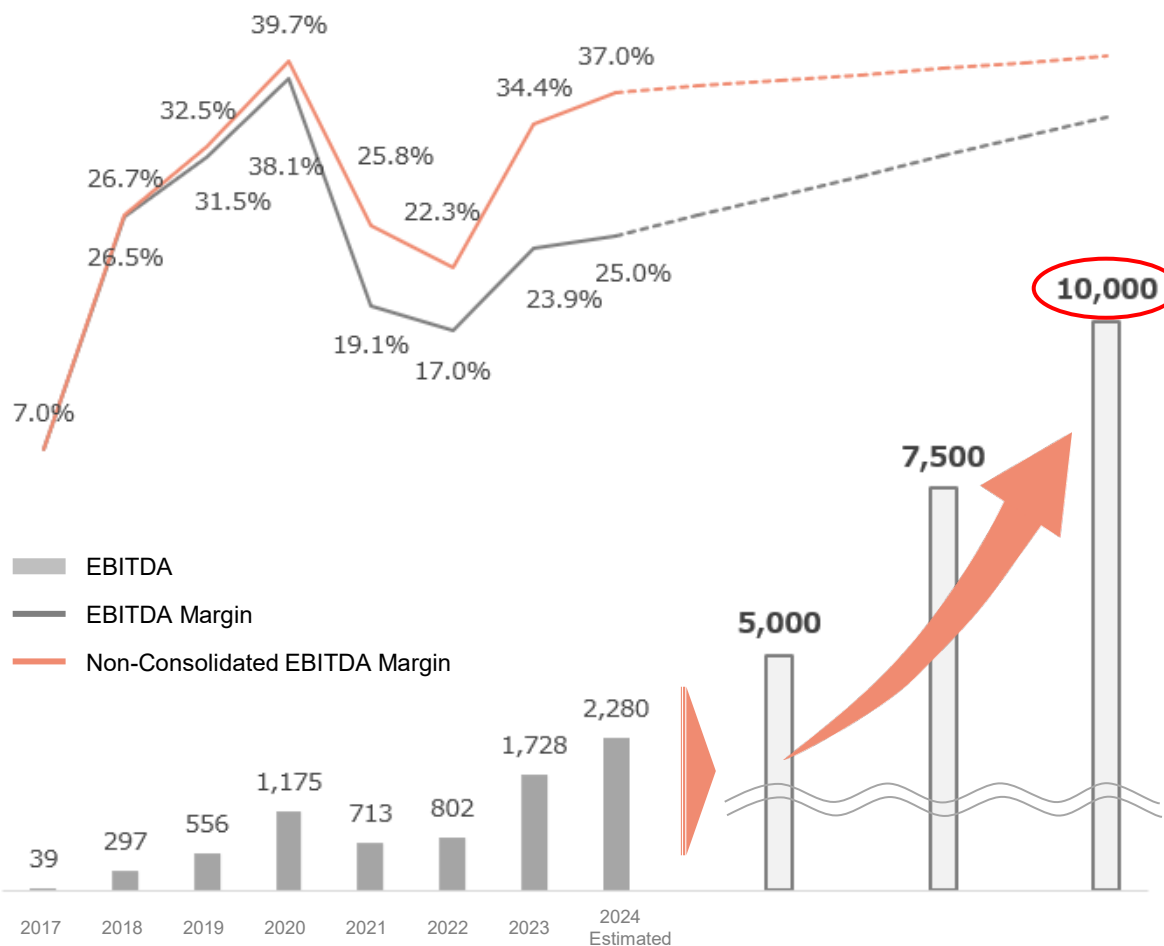
Change in Dividend Policy and Initiatives for Sustainable Enhancement of Corporate Value

Change in Dividend Policy - Focus on Growth

We will continue to focus on **high growth**. We aim to achieve EBITDA of 10 billion yen in the medium term.

Changes in EBITDA and EBITDA margin

Unit (Millions of yen)



1 Further growth of existing businesses

The non-consolidated business has already achieved a high profit margin. We plan to continue to pursue further growth.

2 Achieve profitability for investment-phase subsidiaries

Achieve profitability of subsidiaries through expansion of distribution volumes and synergies.

3 Strategic M&A

M&As with the expectation to contribute to synergies and profits. (e.g., acquisition of YouGotaGift.com Ltd.)

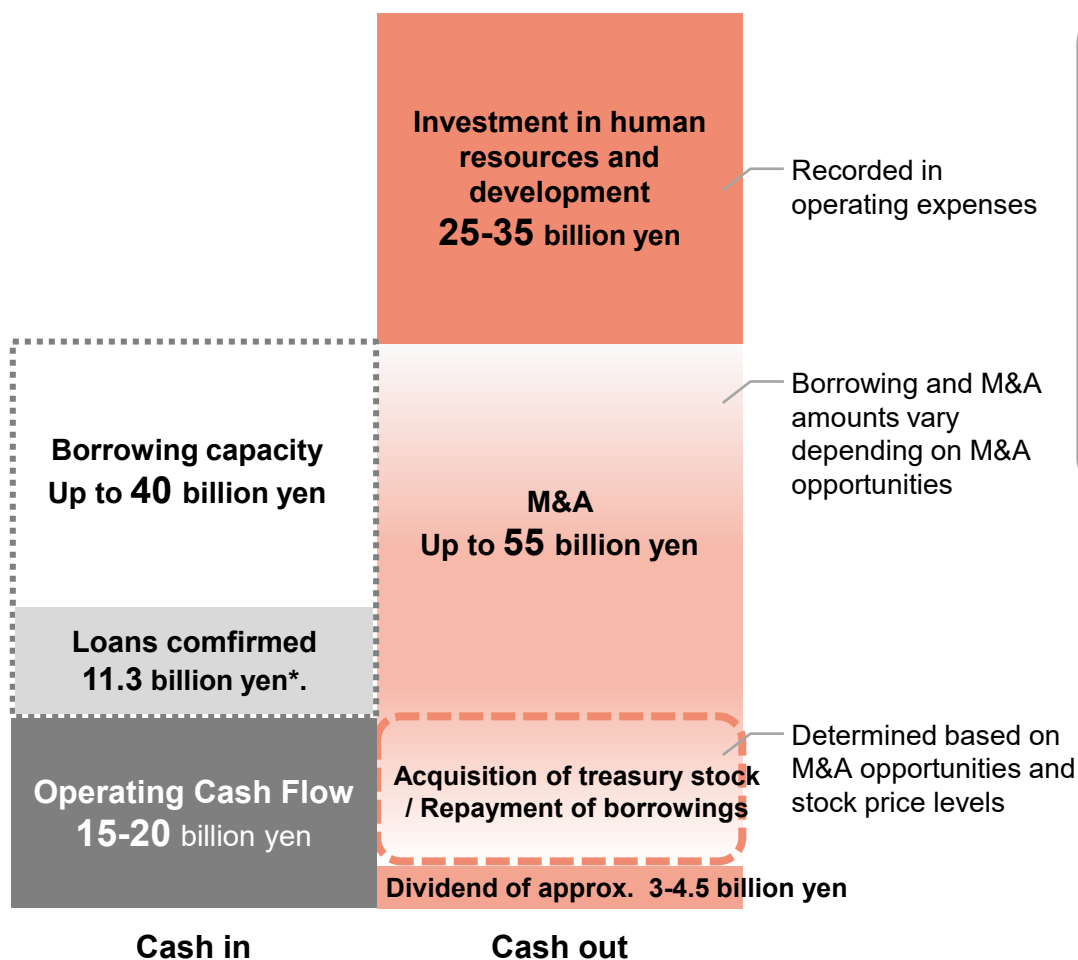
*Please also see "II. [Restatement] Forecast for FYFY2024 and Growth Strategies," "Growth Strategies" for the specific growth strategies.

Change in Dividend Policy and Efforts to Sustainably Increase Corporate Value

Change in Dividend Policy - Image of Capital Allocation for Growth

We will prioritize growth investments aimed at achieving sustained profit growth. In the event that investment opportunities fall below expectations, we will also flexibly implement share buybacks.

Cumulative total from FY2024 to FY2028



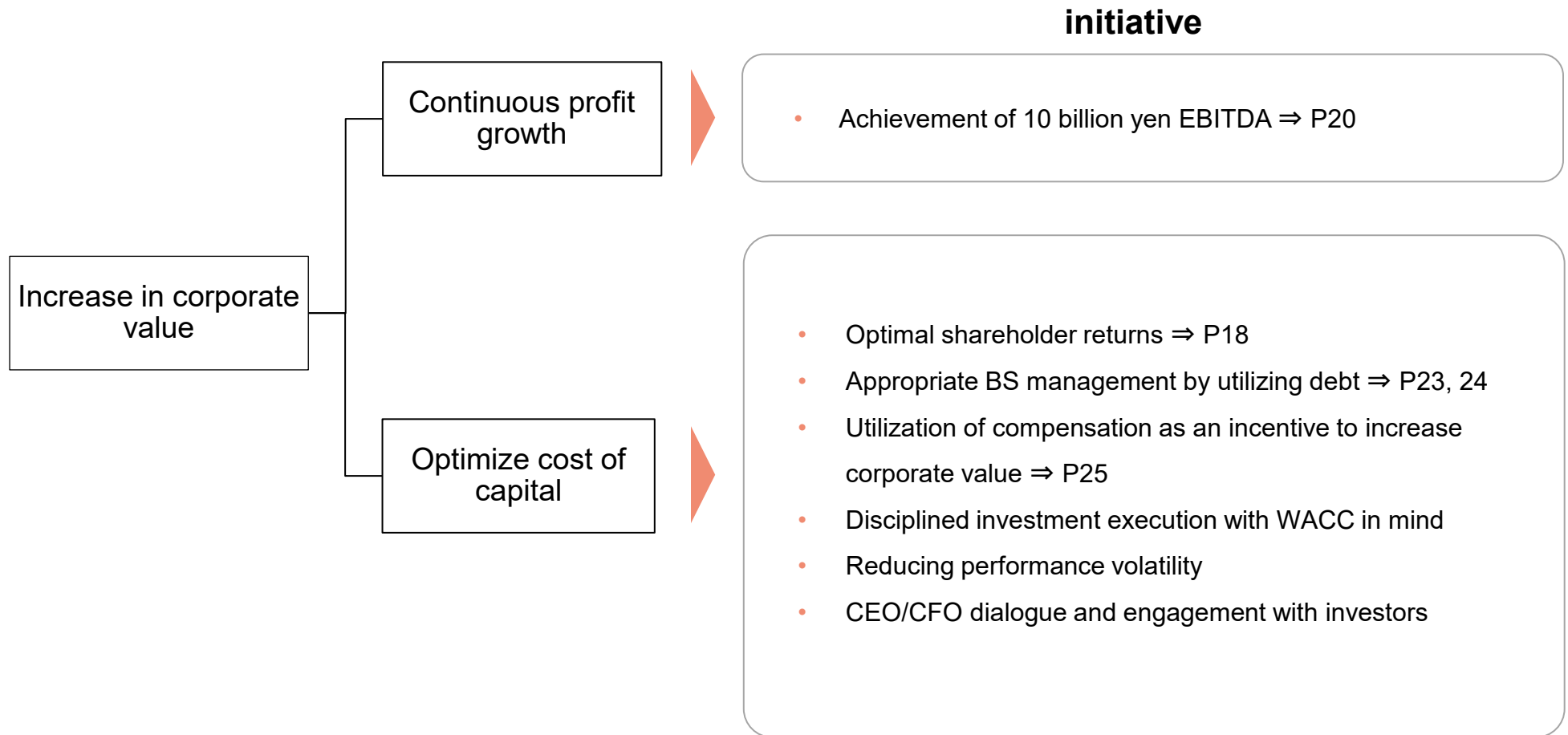
Securing working capital

Borrowing Approx. 10-15 billion yen	Working capital Approx. 10-15 billion yen
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We will flexibly borrow working capital as funding needs arise to support the growth of our existing businesses.

*The above figures are based on the assumption that the full amount of 7 billion yen in CBs will be redeemed, and may change depending on the final redemption amount to be determined.

In addition to continuous profit growth, we will work to sustainably increase corporate value by promoting management that is conscious of the cost of capital.



Changes in Dividend Policy and Initiatives to Sustainably Increase Corporate Value
Optimization of cost of capital - Appropriate BS management using debt



Borrowed 18.3 billion yen, including overdraft facility, to flexibly secure funds for working capital and strategic M&A.

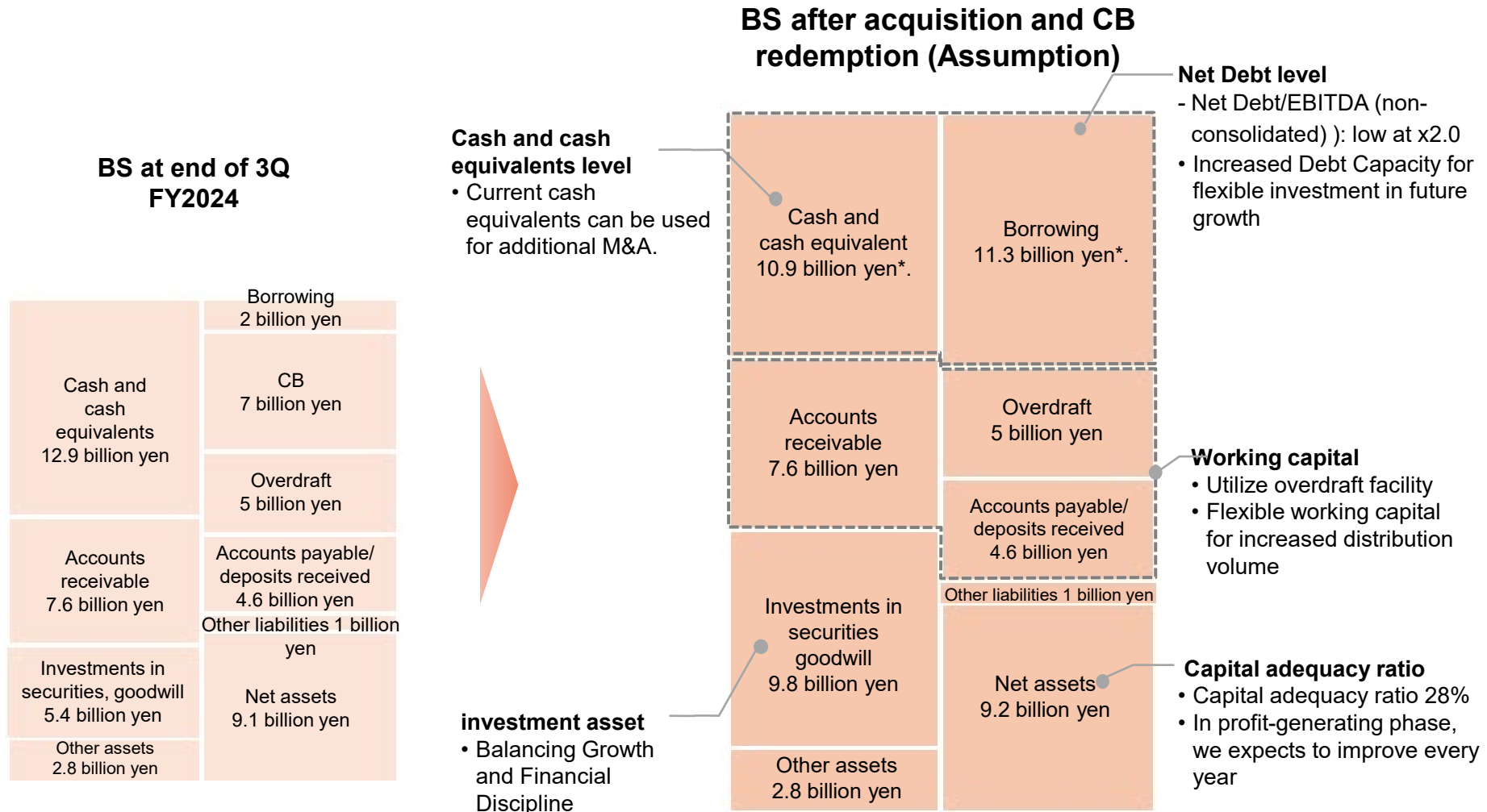
Combination of overdrafts and loans to optimize funding conditions and interest rate costs to meet required funding needs.

Date	Objective	Type	Period	Interest rates	Amount
July 2024	Working capital	Overdraft	1 year	change	8 billion yen
		Loan	3 years	fixation	1 billion yen
November 2024	Acquisition of YouGotaGift.com Ltd.	Loan	7 years	change	4.4 billion yen
December 2024 (Scheduled)	CB Refinancing	Overdraft	1 year	change	3 billion yen
		Loan	3 years	change	1.9 billion yen
Maximum amount including credit line					18.3 billion yen

Changes in Dividend Policy and Initiatives to Sustainably Increase Corporate Value

Optimization of cost of capital - Appropriate BS management using debt

Promoting disciplined investment decisions and appropriate financial management while strategically utilizing cash and debt.



*The above figures are based on the assumption that the full amount of 7 billion yen in CBs will be redeemed, and may change depending on the final redemption amount to be determined.

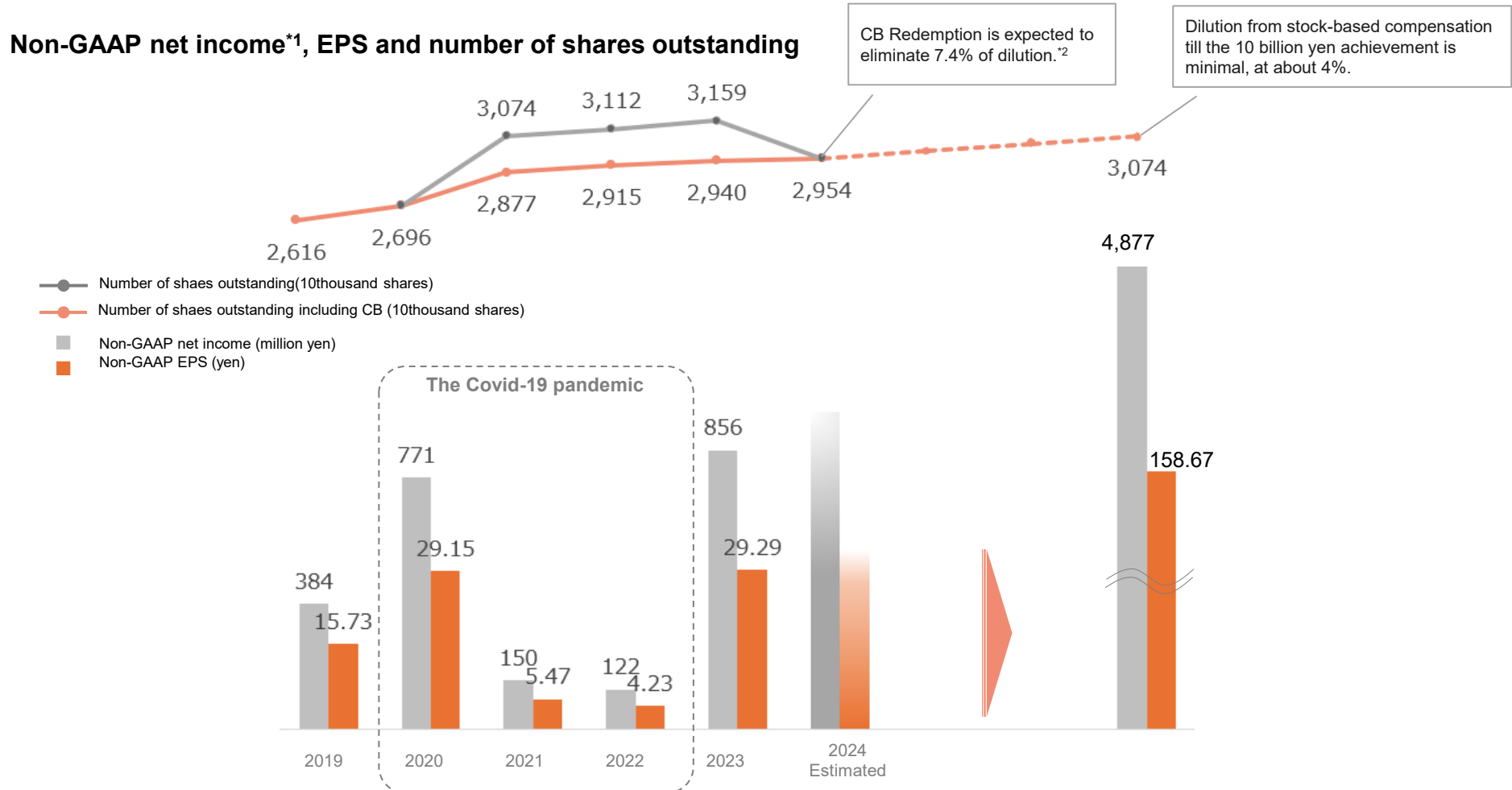
Optimization of cost of capital – Utilization of compensation as an incentive to increase corporate value

We utilizes equity compensation to strengthen the commitment of internal directors and employees.

Objective	<ul style="list-style-type: none"> • By functionizing as a medium- to long-term commitment and incentive for executives and employees, maximize long-term shareholder value • Continuous recruitment and retention of excellent human resources through a competitive compensation structure
Type Requirements	<ul style="list-style-type: none"> • Stock options or restricted stock • Working Conditions or Performance Requirements
Dilution	<ul style="list-style-type: none"> • Minimal dilution impact of approximately 4% until EBITDA of 10 billion yen is achieved after 2024
PL/CF Impact	<ul style="list-style-type: none"> • Stock compensation expense of about 100 million yen is expected in FY2024 • No real impact on operating cash flow

Changes in Dividend Policy and Initiatives for Sustainable Enhancement of Corporate Value [Reference] Appropriate Management of Dilution

In addition to eliminating dilution from the redemption of CBs, we will ensure that dilution related to stock compensation remains within reasonable limits.



1 Non-GAAP net income in this document is calculated as net income attributable to shareholders of the parent company adjusted for impairment losses.

2 The calculation is based on the assumption that 7 billion yen in CBs will be redeemed in full. The amount is subject to change depending on the final redemption amount to be determined.

II. Forecast for FY2024 and Growth Strategy

(Reproduce of FY2023 Result Presentation)

Forecast for FY2024

- **The company aims to achieve all-time highs in distribution volume, net sales, and EBITDA.**
- EBITDA margin is expected to recover to **a record high of 37% on a non-consolidated** basis.

Growth Strategy

- The growth strategy remains unchanged, and the company will continue to expand its e-gift platform and geographic expansion and strengthen and accelerate its realization through M&A.
- Promote the expansion of potential markets by developing new content, applications, and domains.
- In addition, new services will be offered to meet the diverse needs of customers using the e-gifting platform.
- Although there is a risk of impairment in startup portfolio companies, we will continue actively utilizing M&A and equity investments to realize our growth strategy.

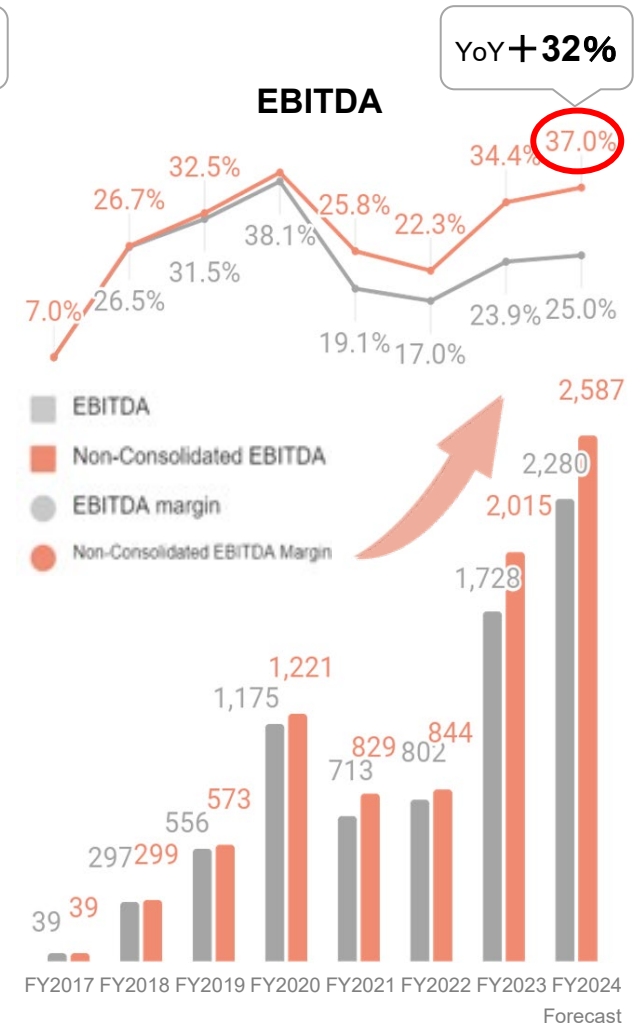
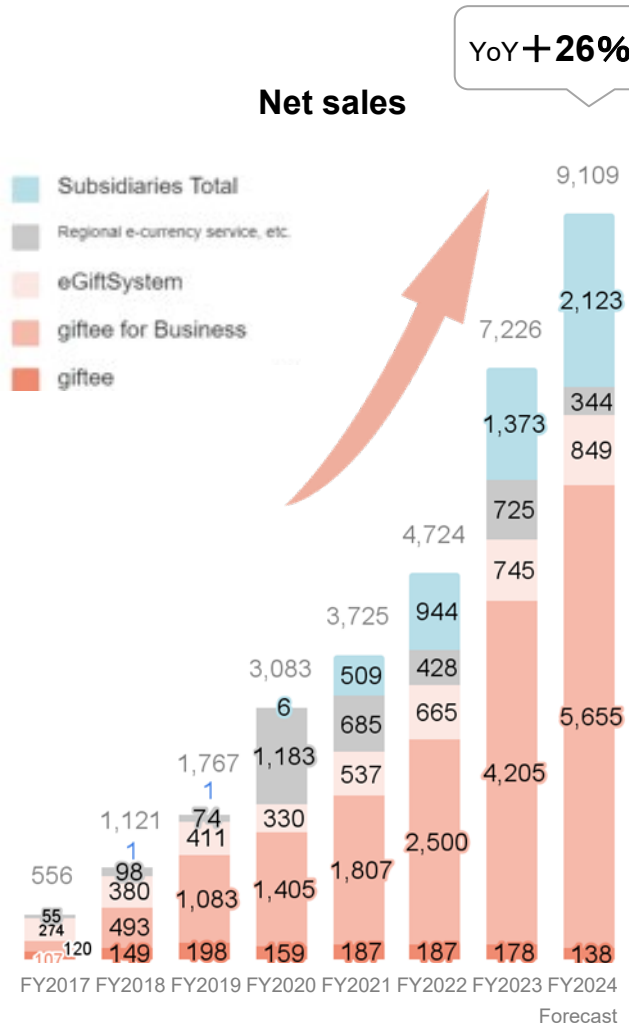
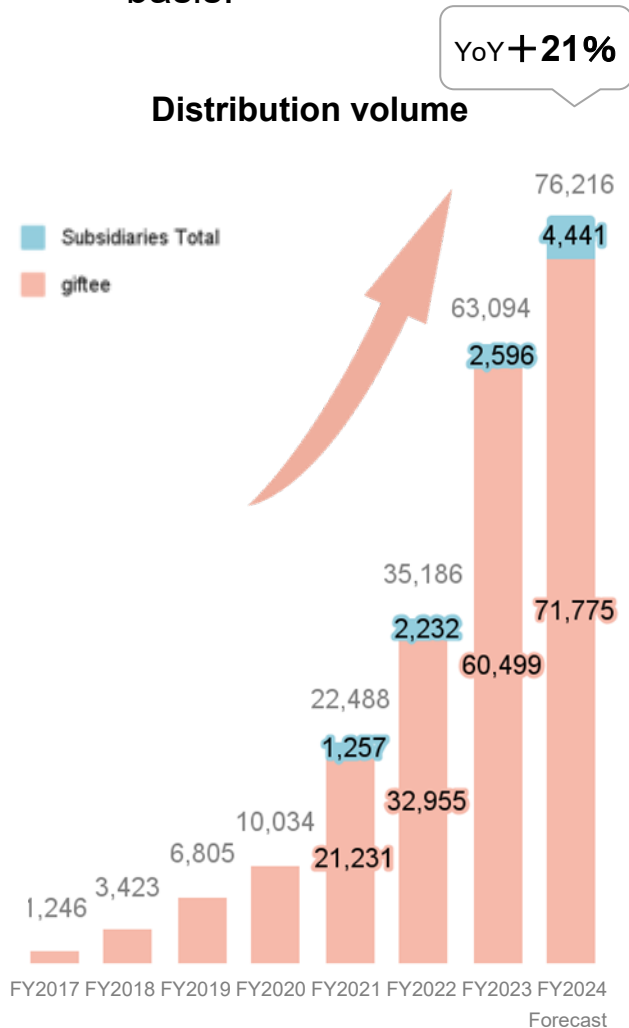
Forecast for FY2024

The company aims to achieve record highs in Distribution volume, Net sales, and EBITDA for the second consecutive year.

To enhance corporate value over the medium to long term, the Company strategically pursuing M&A to realize the Growth Strategy listed in the next chapter, and since it is difficult to estimate Impairment loss and income taxes-deferred precisely, we do not disclose specific figures for the net profit attributable to shareholders of the parent company in the forecast.

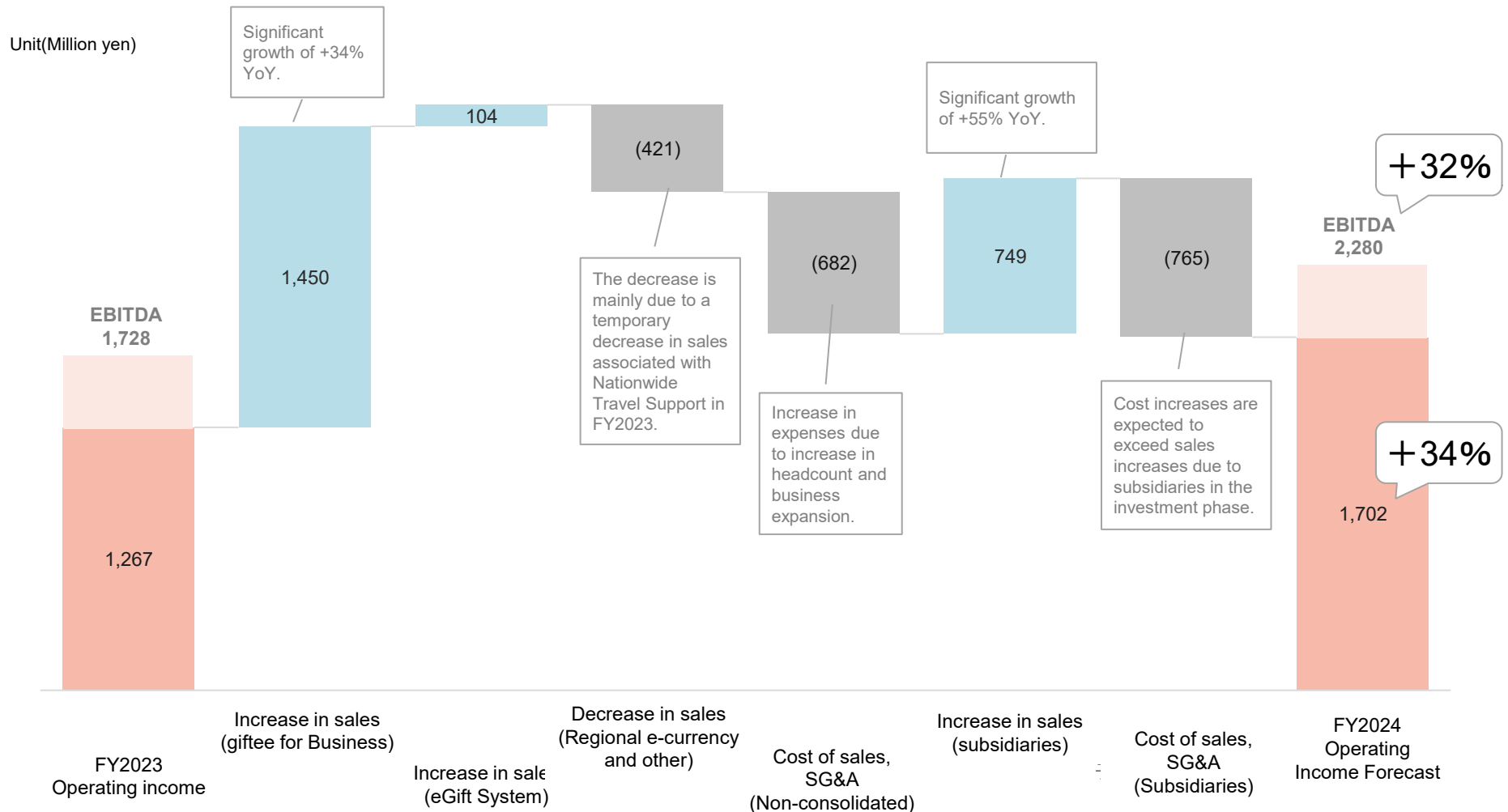
	FY2024 Forecast	FY2023 Result	Change
Net sales	9,109 million yen	7,226 million yen	+ 26%
EBITDA	2,280 million yen	1,728 million yen	+ 32%
EBITDA margin	25.0 %	23.9 %	+ 1.1pp
Operating Profit	1,702 million yen	1,267 million yen	+ 34%
Operating margin	18.7 %	17.5 %	+ 1.2pp
Net profit	— million yen	129 million yen	-
Distribution volume	76,216 million yen	63,094 million yen	+ 21%

- The company aims to achieve all-time highs in distribution volume, net sales, and EBITDA.
- EBITDA margin is expected to recover to a record high of 37% on a non-consolidated basis.

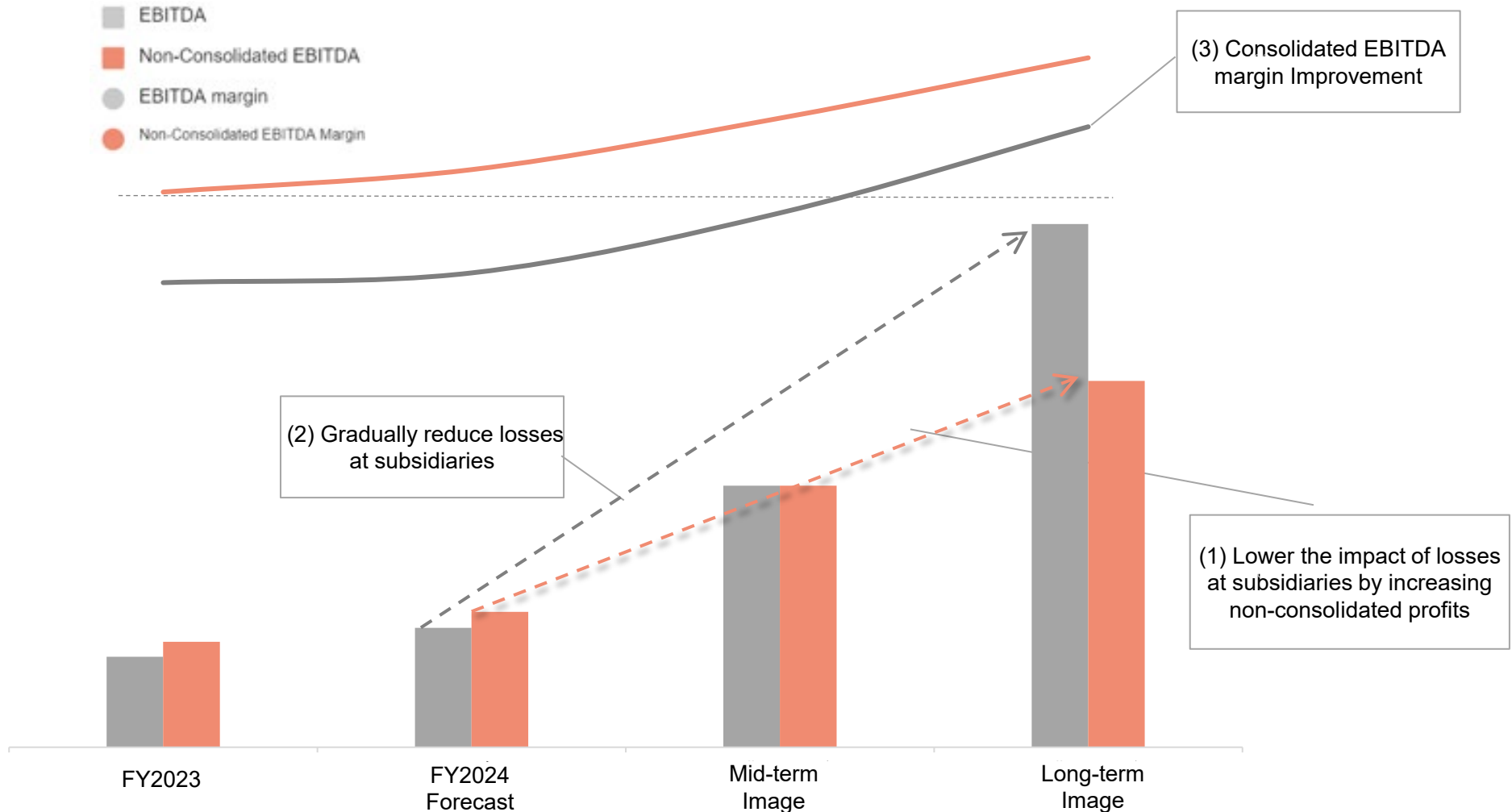


Distribution volume, Net Sales, and EBITDA by YoY

EBITDA is expected to increase YoY by 32% to 2.2 billion yen due to a significant increase in giftee for Business service sales, despite a temporary sales decrease in regional e-currency service. Operating profit is expected to increase YoY by 34% to 1.7 billion yen.



The company aims to (1) lower the impact of losses at subsidiaries by increasing non-consolidated profits and (2) gradually reduce losses at subsidiaries to (3) reach a consolidated EBITDA margin at a high level of the current non-consolidated level in the medium term.



Growth Strategy

The eGift platform provides seamless integration from issuance to distribution.
CPs, DPs, and individual users interact in an expanding, spiraling-up business model.

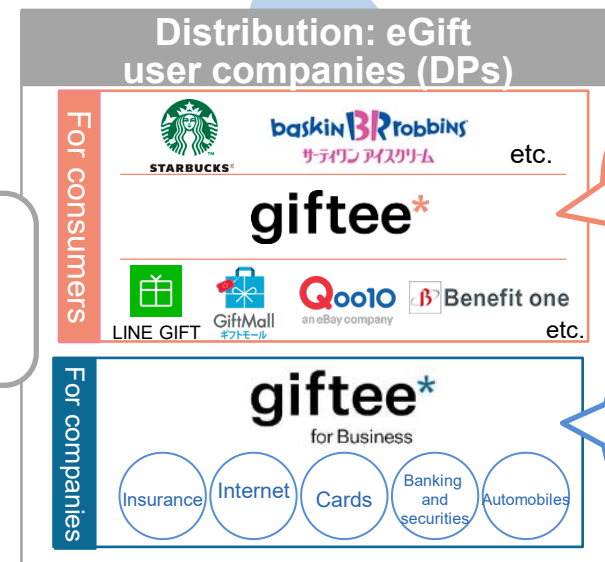
eGift Platform

We're leveraging our wealth of compelling content to strengthen our distribution...



315
CPs

Distribution volume:
¥63.0 billion



2.14million
members

1,778
DPs

...and leveraging our distribution to develop and strengthen content.

Our growth strategy is “expansion of the eGift platform” and “geographical expansion.”
We aim to continue a high growth rate by increasing the value provided to customers for both CP and DP.
We will strengthen and accelerate the realization of this growth strategy through agile M&As.

Expansion of the eGift platform

- Expanding the number of attractive contents (CPs, industries, and categories)
- Expanding the number of eGift users (DPs) and distribution volume
- Developing and deploying new services



Geographical expansion in similar fields

- Establishment of GIFTEE MALAYSIA
- Establishment of Giftee Mekong
- Deployment to ASEAN

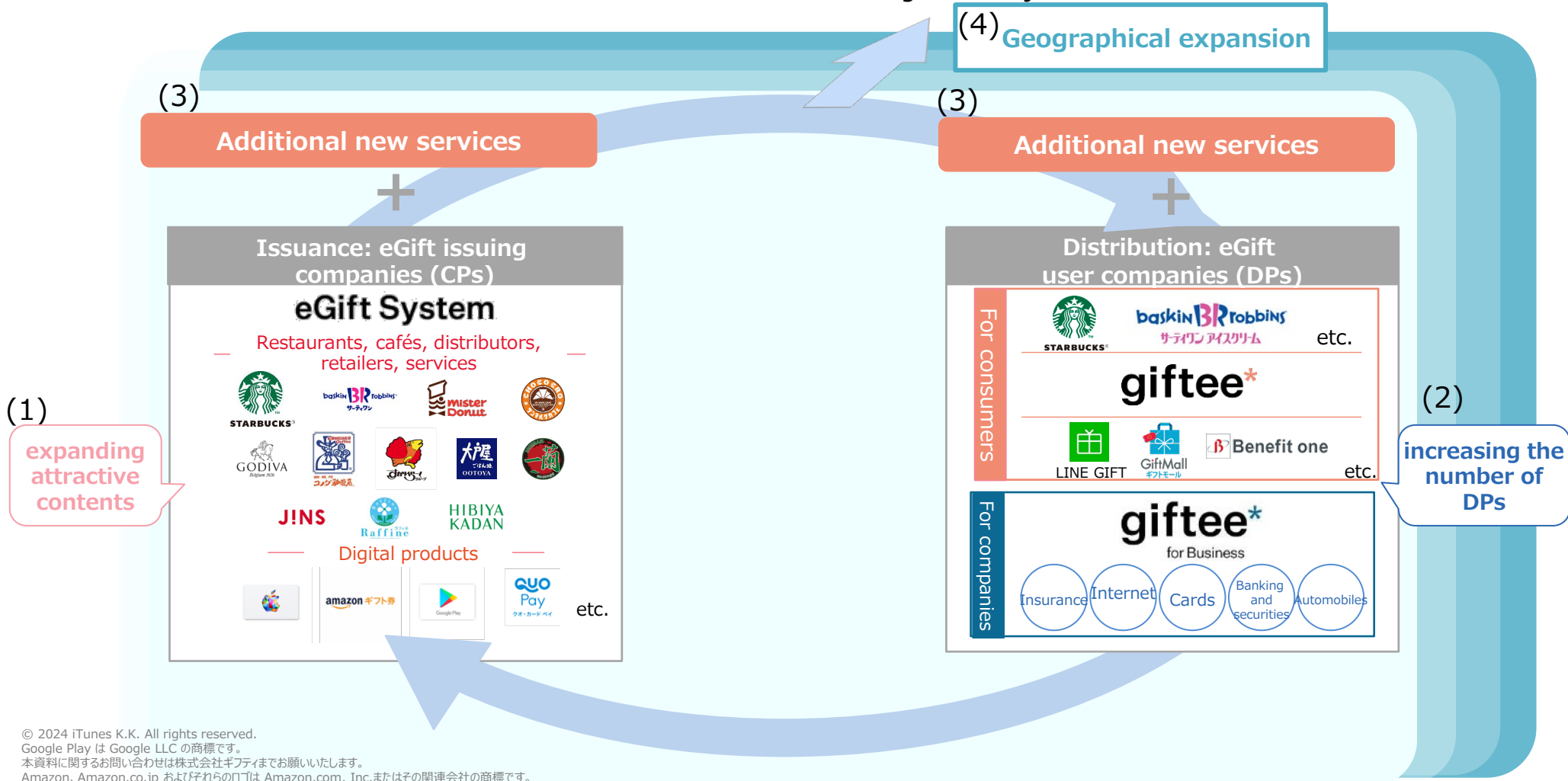
Aiming for accelerated growth through agile M & As

Growth Strategy

Expansion of the eGift platform

giftee aims to maximize the value of its e-gift platform by (1) Expanding attractive contents, (2) increasing the number of e-Gift users (DPs) and the distribution volume, (3) developing and deploying new services, and achieving growth by (4) expanding geographically.

We also intend to conduct M&A and alliances as a means of achieving these objectives.

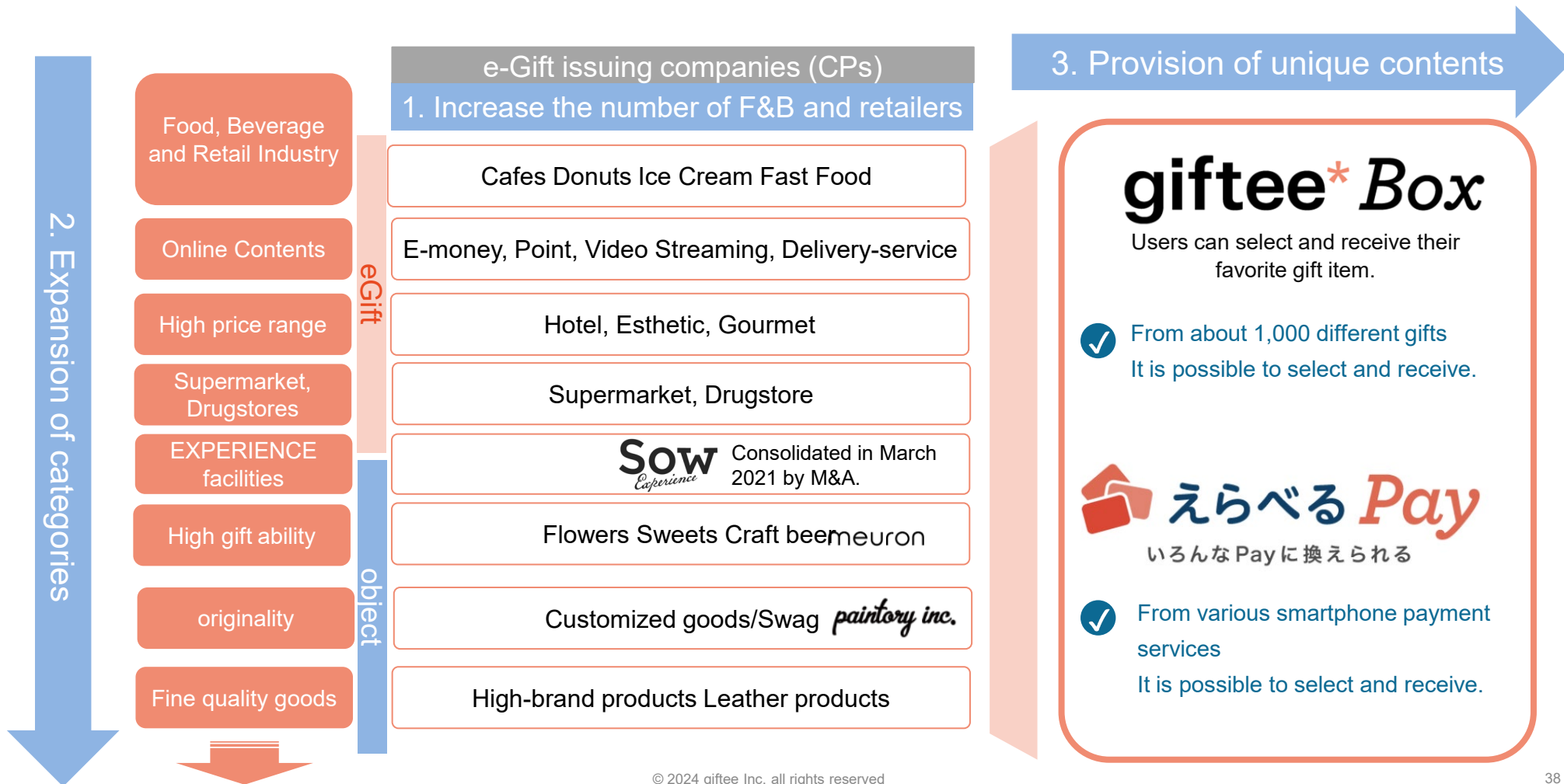


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 「QUOカードPay」もしくは「クオカードペイ」およびそれらのロゴは(株)クオカードの登録商標です。

Growth Strategy -Expansion of the eGift platform

Expanding the number of attractive contents

1. Further increase the number of CPs in F&B and retail industry, which is our focus industry
2. Increase the number of gift categories to meet diverse needs.
3. Provide unique content and more choices for users.



Growth Strategy -Expansion of the eGift platform

Developing and deploying new services

New services to meet diversifying customer needs and enhance value not limited to e-gift issuance.

Services for Stores

Speedy development and provision of services that match store needs

e-Stamp, multiple tickets



Subscriptions, ePasses



Loyalty Programs



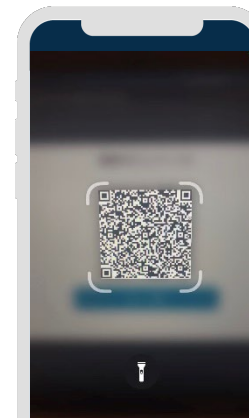
Mobile Order



Services for Corporate

Digitization of shareholder benefits

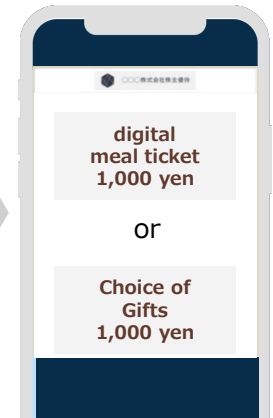
Read the QR code and click
Go to Benefit Receiving Site



Special Benefit Receiving Site top



Select and receive special benefits

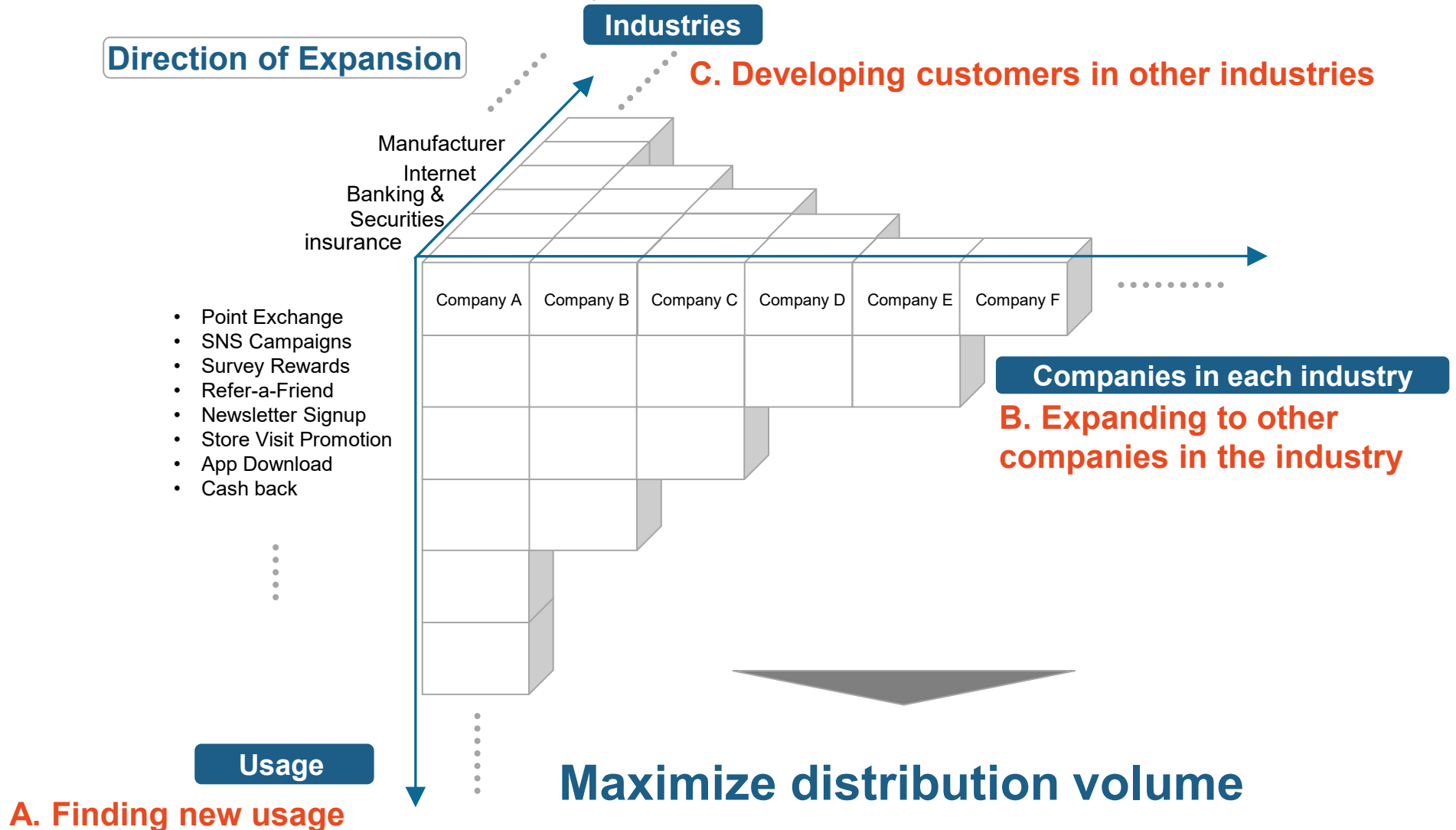


- ✓ Reduction of environmental impact through paperless operation
- ✓ Reduction of indirect costs such as delivery costs and calculation
- ✓ Acquisition of usage data for use in marketing measures, etc.

Growth Strategy Expansion of the eGift Platform

Expansion of the number of DPs and distribution volume – Expansion of areas-

Maximize distribution volume by developing the uses developed in A by expanding such uses in the directions of B and C, respectively.



Growth Strategy Expansion of the eGift Platform

Expansion of the number of DPs and distribution volume – Expansion of areas-



With the development of giftee Box and Selectable Pay, usage has expanded in the new Corporate Gift (B to B/B to E) and G to C domains in addition to the traditional B to C domain since 2022.

Usage examples by area

Usage								
Existing area			New area					
B to C			Corporate Gift (B to B/B to E)			G to C (Government to Consumer)		
Refer-a-friend campaign 	Point Exchange 	Questionnaire Reward 	In-house reward 			Government/Local Government Subsidies (Economic Support Measures, etc.) 		
SNS campaign 	Lottery campaign 	E-mail magazine registration 	Company/Union Anniversary Gift 			child-rearing support 		
Cash back campaign 	Mileage campaign 	Promotion of store visits 	webinar/ Online event benefits 			Energy saving home appliances purchasing support 		
						Digitalization promotion measures 		
						Power saving programs 		

Expand the domain by providing solutions that take advantage of the features of giftee Box that align with local governments' needs.

Project Example:
Project to Support Households Raising Children



Original giftee boxes worth 30,000 yen were distributed to each child under 18.

✓giftee Box can restrict usage according to the purpose of the project.

Project Example:
Measures to Support the Purchase of Energy-Saving Home Appliances

X Prefecture Energy-Saving Home Appliances Support Campaign



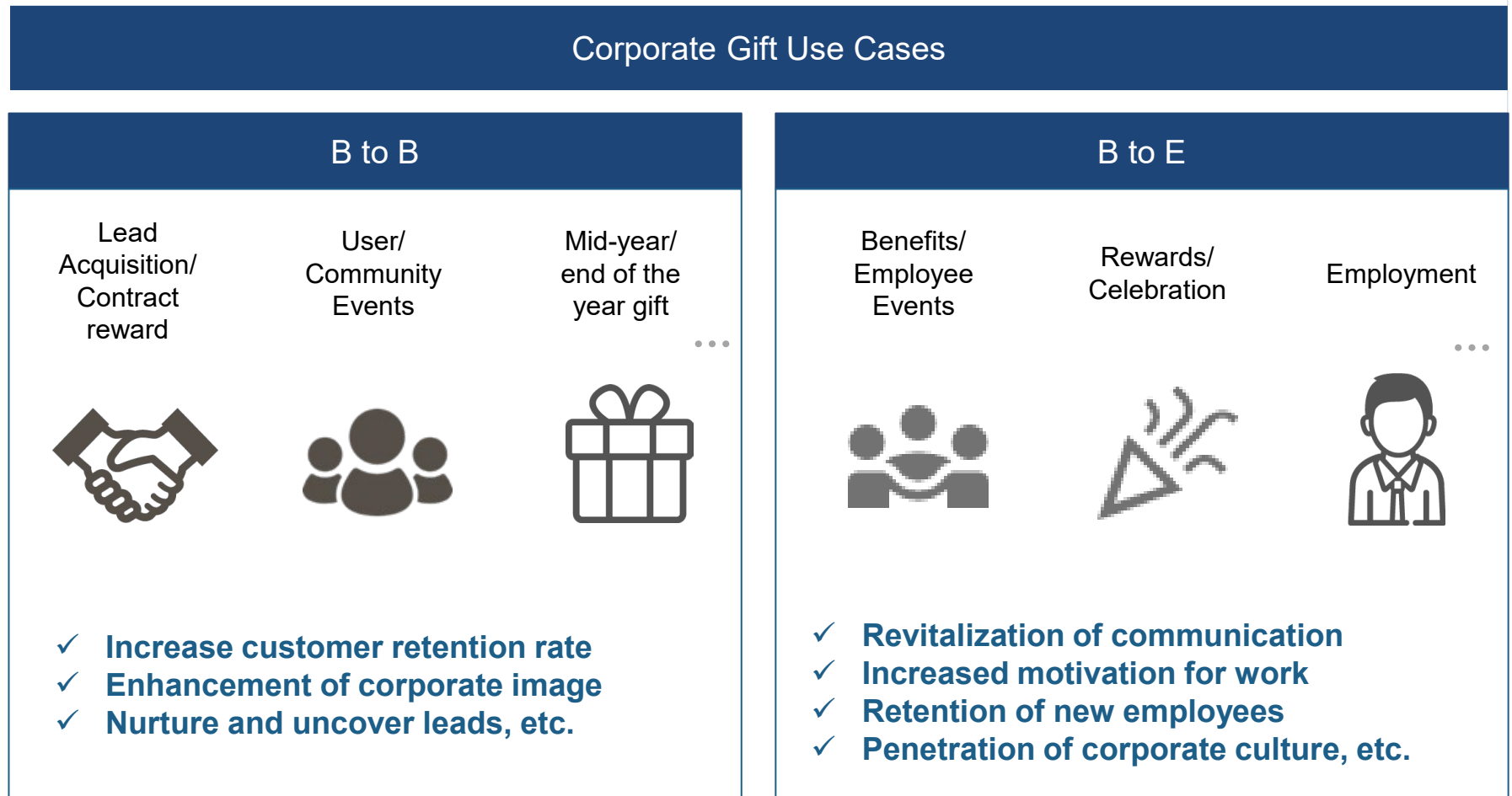
Energy-Saving Home Appliances



Selectable Pay of 5,000-160,000 yen was granted depending on the product purchased.

✓Reduction of administrative costs associated with cash distributions

A corporate gift is a gift given by a company to its business partners, customers (B to B), or employees (B to E) to express its feelings for the purpose of building or maintaining relationships with them.



There are four major contents presented as Corporate Gifts.

eGift

Digital tickets can be used at convenience stores, restaurants, retail stores, etc. nationwide.



Experience

Experience gift tickets available for use at experience facilities nationwide.



Goods

High-quality goods and assorted boxes of them.



Swag, Customized goods

Goods such as apparel, general merchandise, and food products printed with corporate logos, etc.

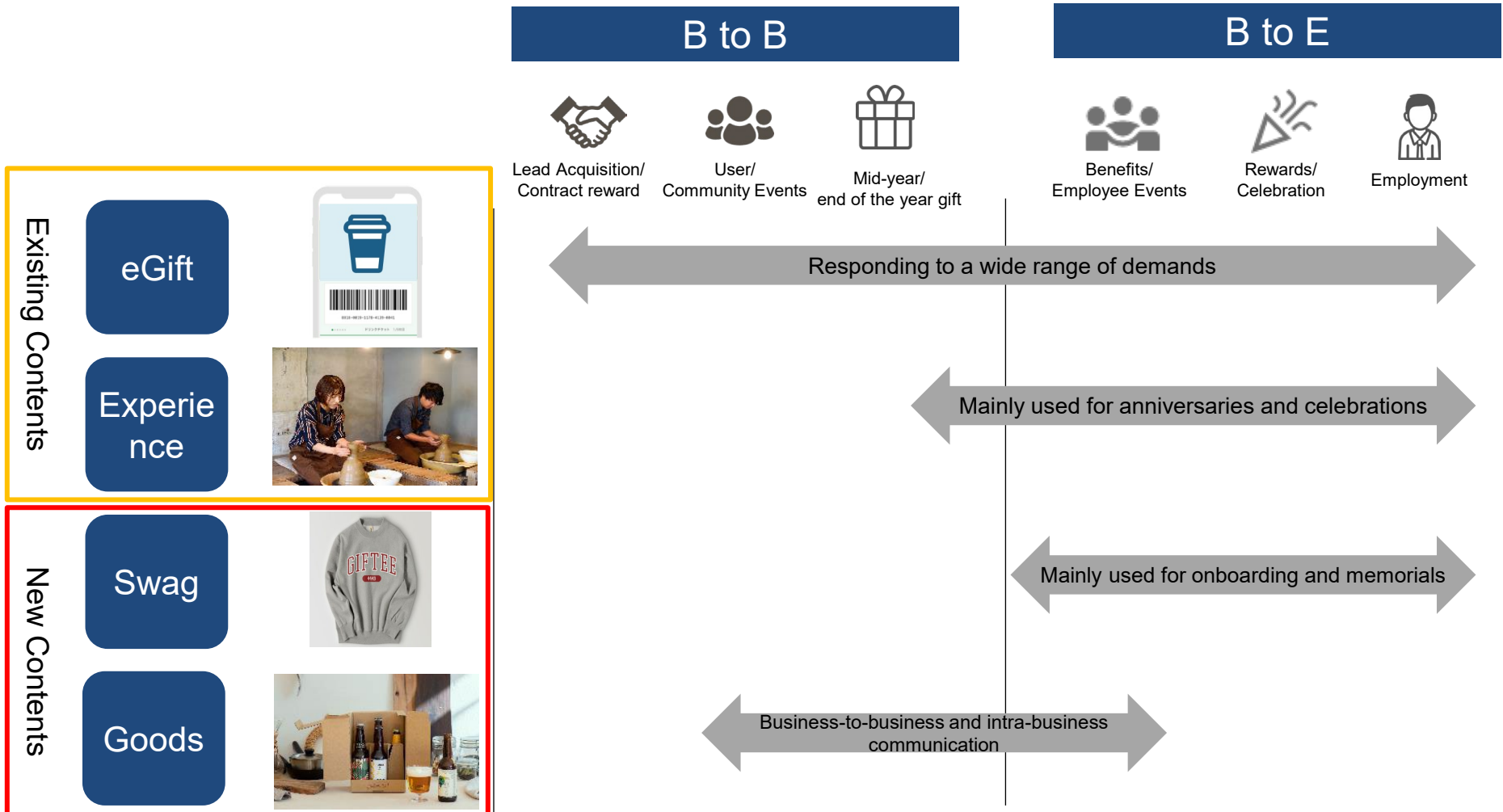


Growth Strategy Expansion of the eGift Platform

Expansion of the number of DPs and distribution volume –Gift scenes and contents-



Corporate gifts are used differently depending on the relationship with the recipient and the occasion. The Company has existing content in the eGift and experience gifts categories. It will respond to various needs by expanding its content in the goods and swag categories.

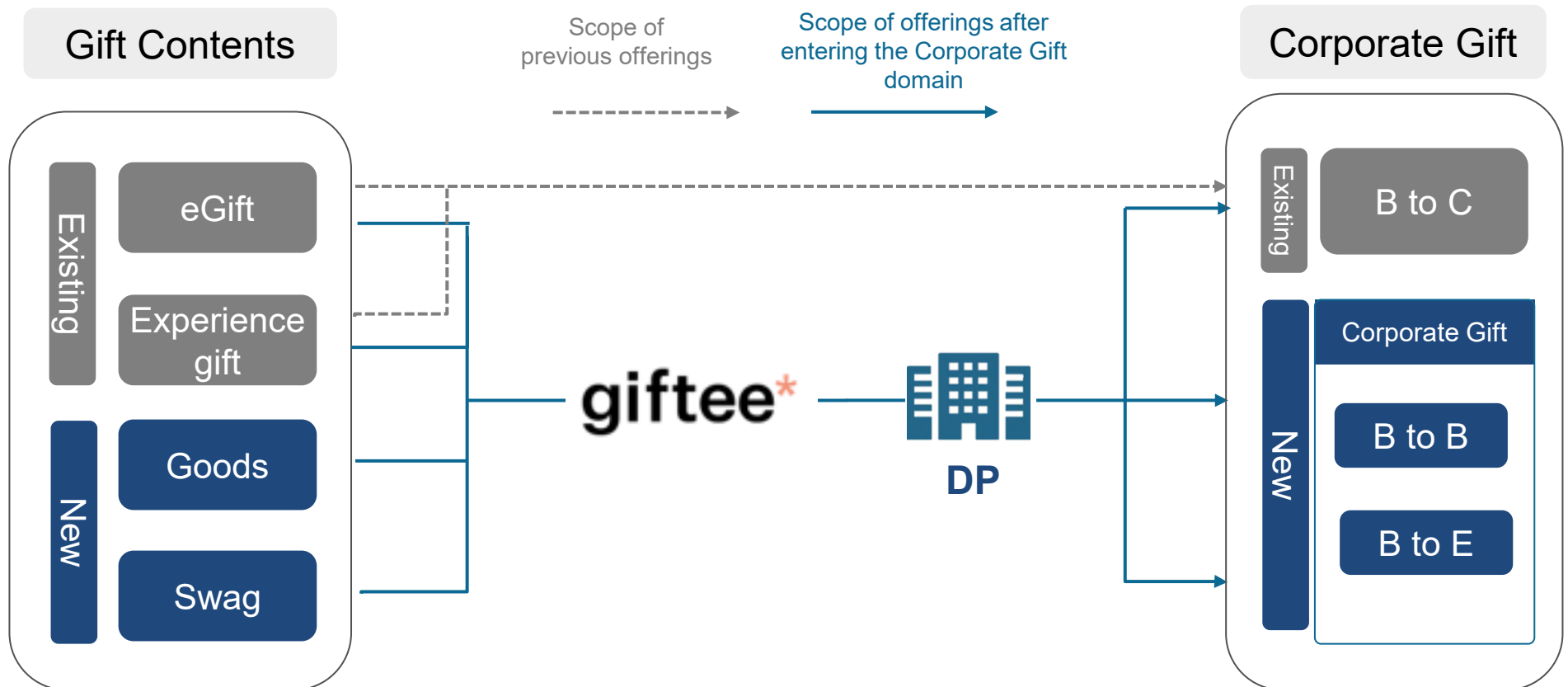


Growth Strategy Expansion of the eGift Platform

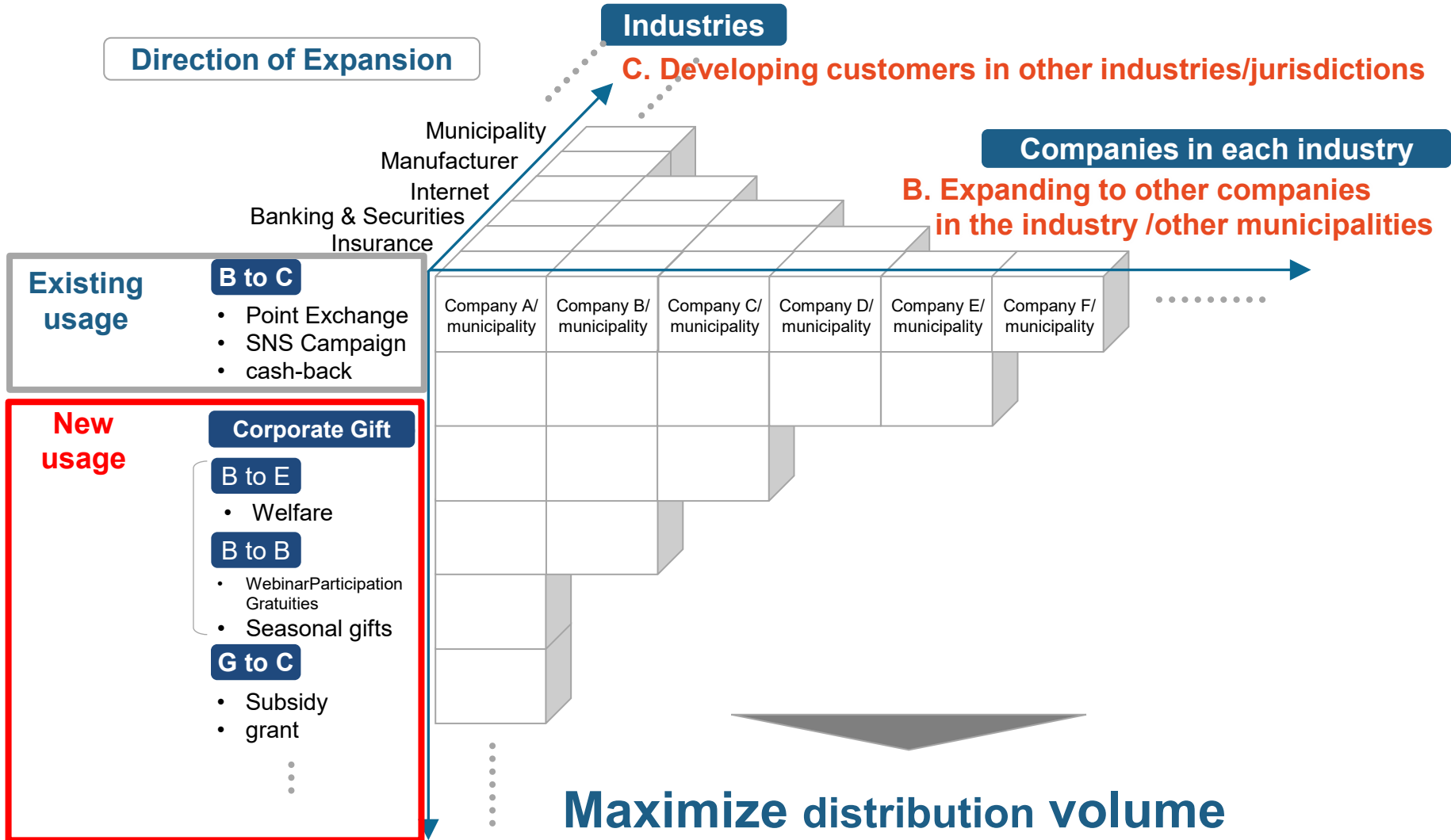
Expansion of the number of DPs and distribution volume –Expansion in Corporate Gifts–



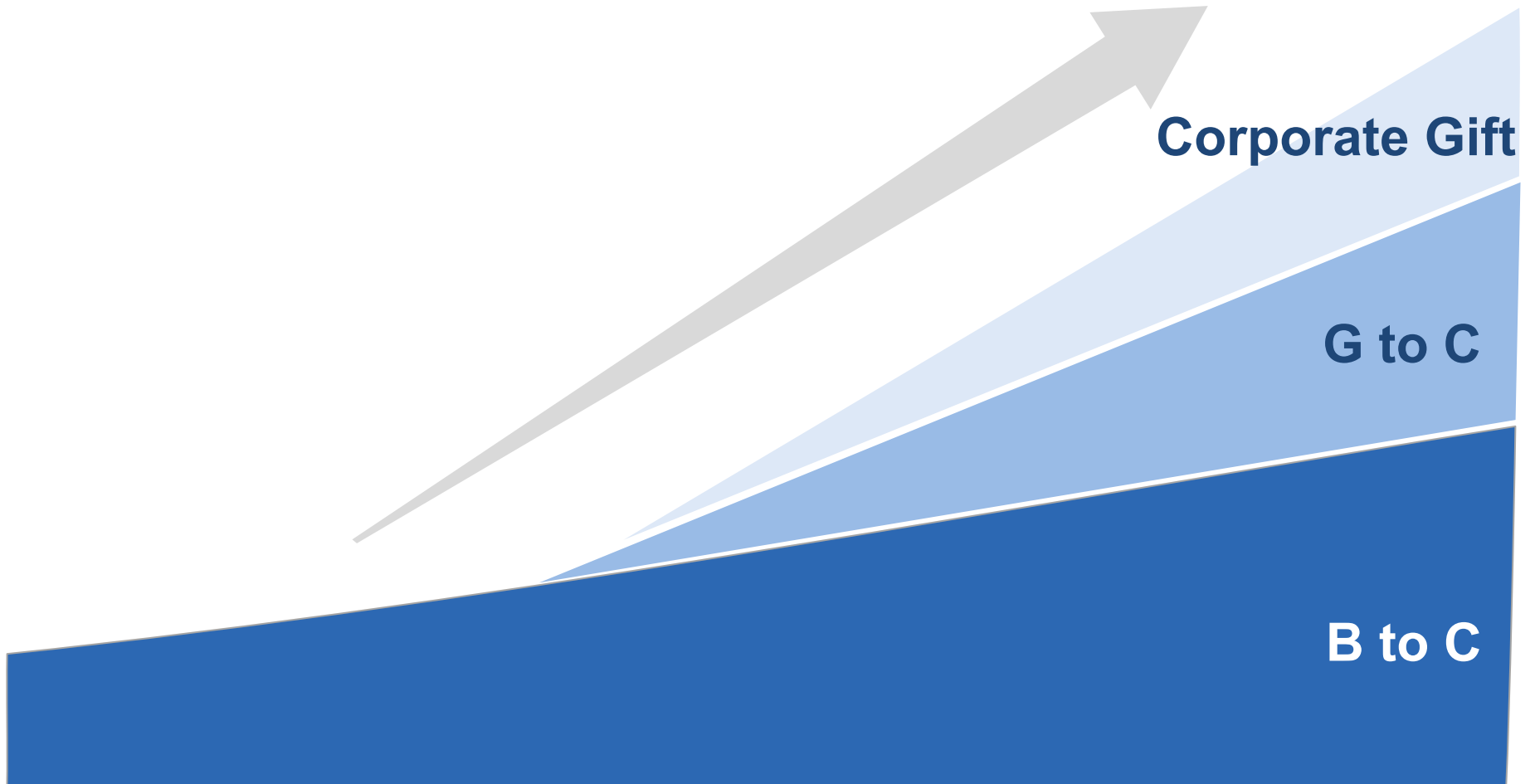
By entering the corporate gift area and expanding the content of goods/swag, the company will contribute to the expansion of not only new but also existing content and areas. We will continue to interact with each other to expand the distribution of corporate gifts.



In addition to the existing B to C, the company intends to expand in the Corporate Gifts and G to C areas through the same three-axis approach.



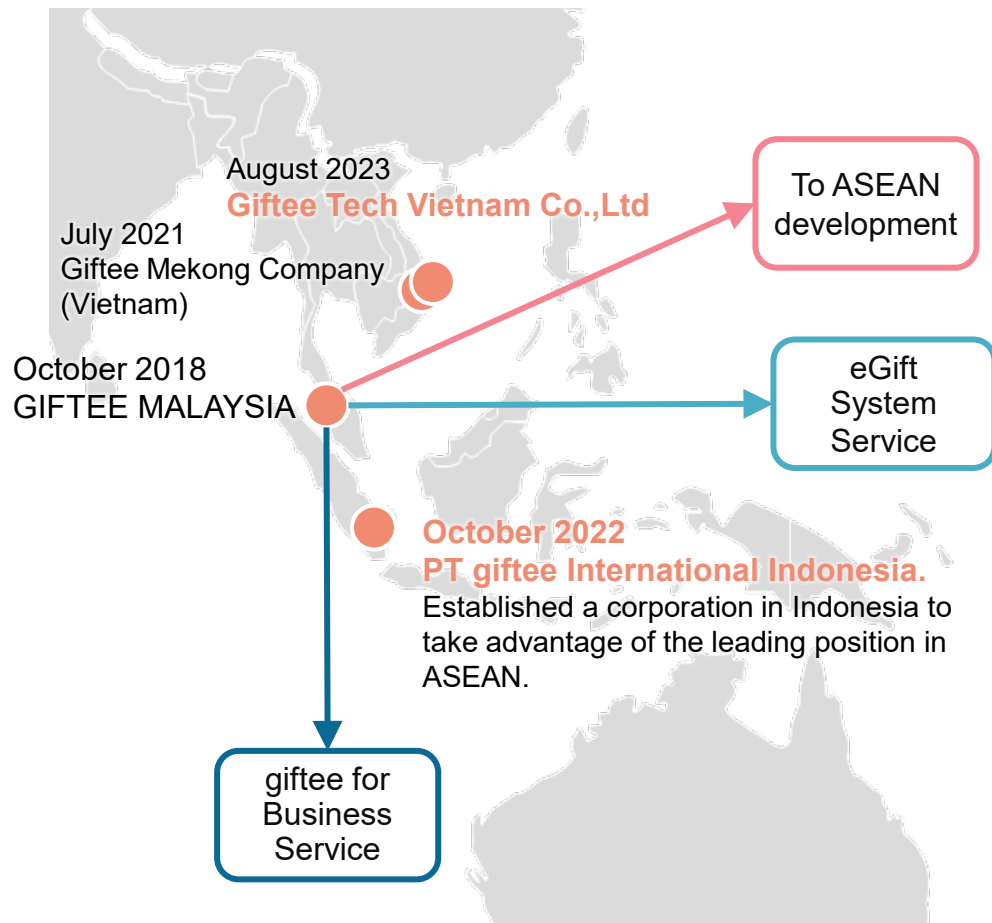
In addition to organic growth in the existing B to C domain, the Company aim to maintain high growth by developing the G to C and Corporate Gift domains that have emerged from FY2023.



Growth Strategy and Forecast for FY2024

Geographical Horizontal Expansion ~Expansion into ASEAN

Since the e-gift platform business has a high first-mover advantage, the Company will horizontally expand the same e-gift platform and new services as in Japan in ASEAN, where there is low competition.



Expansion of e-Gift Platform in ASEAN

- Promote the introduction of the eGift System for leading CPs in ASEAN.
- Increase the number of DPs and distribution volume by solving issues of companies using e-gifts (DPs.)
- Development and deployment of new services

giftee Box also offered in Malaysia and Vietnam



The listed brands and the number of products vary depending on gift points in giftee Box.

Note: Excerpted from our press release:
https://giftee.co.jp/pressrelease20211029_02

Growth Strategy and Forecast for FY2024

M&A Initiatives and Results



In December 2021, the Company raised a total of approximately 10 billion yen for implementing M&A to realize its growth strategy at an accelerated pace. M&A/investments to realize our growth strategy to date are as follows. The Company will continue to promote M&A/alliances that contribute to the realization of our growth strategy.

1 Expansion of e-gift platform

- Enhancement of attractive contents (number of CP, industry/category)
- Increase the number of companies using e-gifts (DPs) and the number of transactions
- Development and deployment of new services

2 Geographic expansion

- Development in ASEAN

Results of M & A and investments

M&A

SOW
Experience
(March 2021)

paintory
(October 2022)

meuron
(January 2023)

Investments

dirigio PAN for YOU 
(July 2021) (Dec 2020)

SIRU+  **KINCHAKU**
(Jan 2021) (June 2020)


GINKAN
(Feb 2020)

Several other companies

Investments

TADA
(May 2021)

JV

MEKONG
COMMUNICATIONS
A member of MEKONG ONE
(March 2021 *)

* Mekong Communications is a JV partner of giftee Mekong, a Vietnamese corporation

Growth Strategy and Forecast for FY2024

M&A Initiatives and Track Record - Risks

There is also a risk of impairment losses due to delays from the initially envisioned business plan, especially in start-up investments with high business uncertainty.

On the other hand, the company will continue actively utilizing M&A and investments as strategic options and seek to create synergies with M&A/investment partners to realize its growth strategy.

Assets at risk as of December 31, 2023

(Million yen)

Assets	Number of companies	Balance at end of year
Goodwill	3	1,608
Investment securities*1	23	2,906
total amount	26	4,514

1 Excluding investments in limited liability investment partnerships

Examples of synergies with portfolio companies

Joint development of nationwide bread coupons with PAN for YOU



National Bread Coupon

eGift available at bakeries nationwide (19 brands, 335 stores) from December 2021. The number of stores using the service is being expanded sequentially.

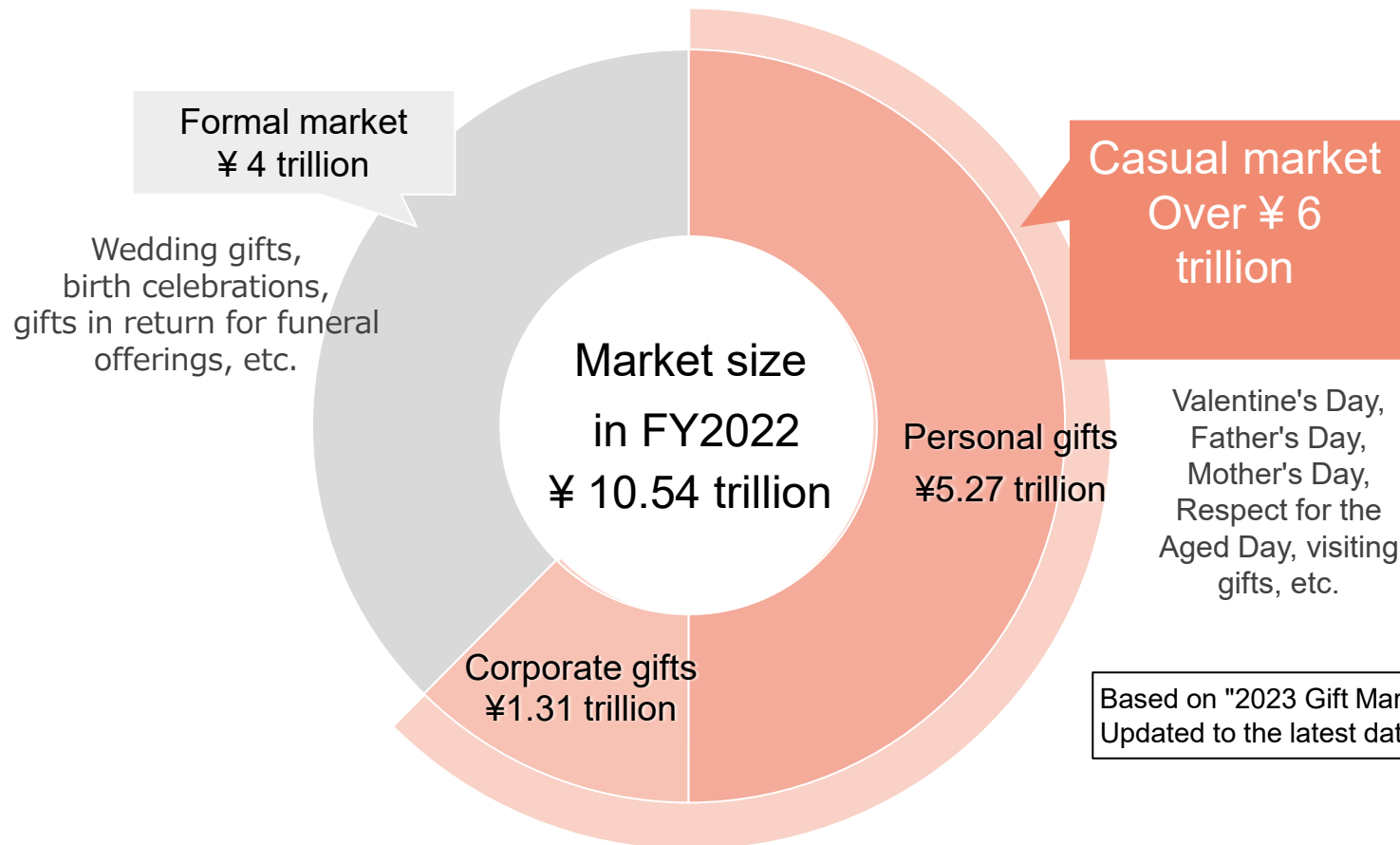
Joint proposal for delivery system with DIRIGIO (Became an equity-method affiliate in 2023)



Adding value to CPs by offering take-out and delivery systems

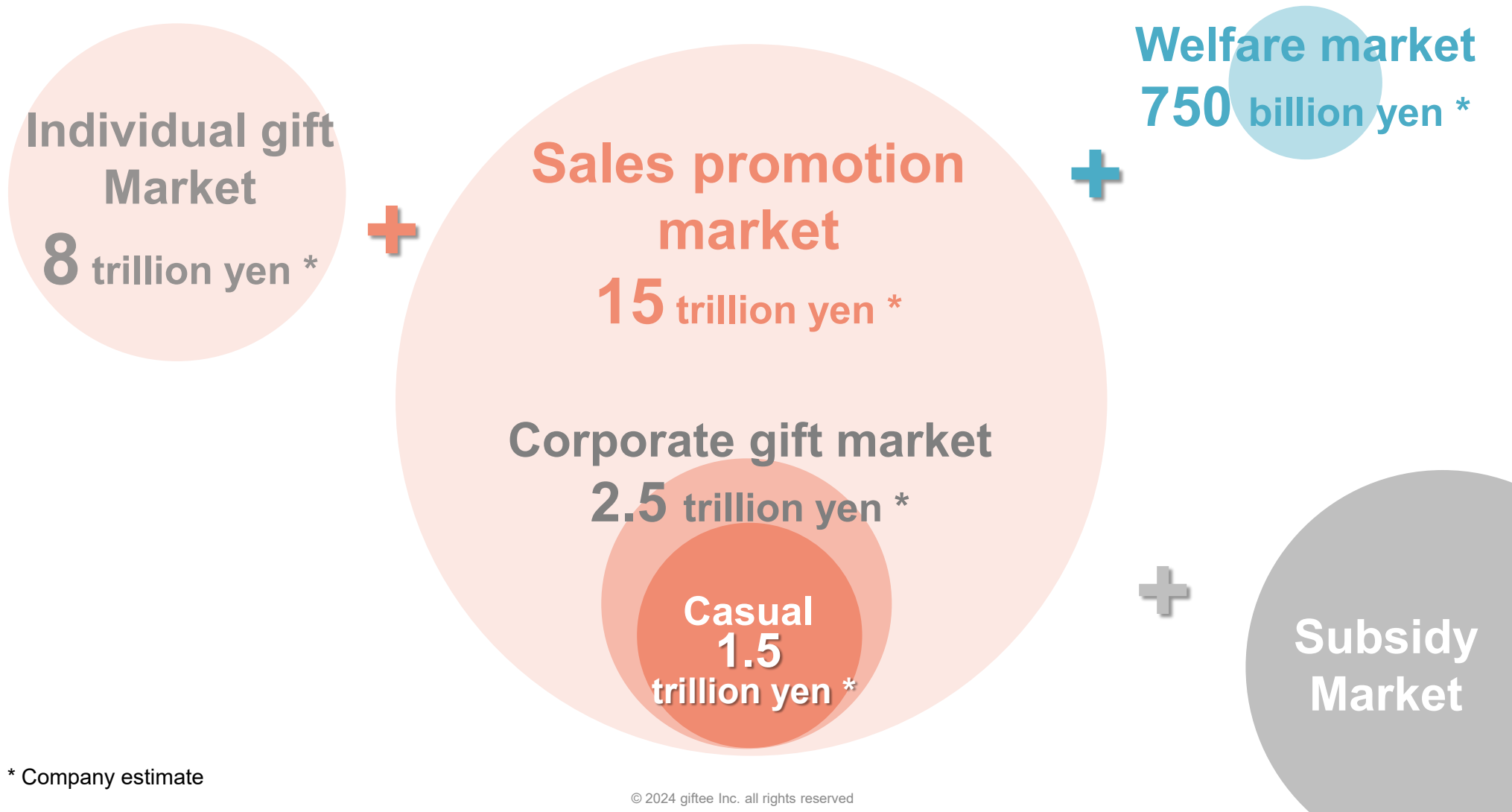
The main target is 6 trillion yen in the domestic casual gift category.

Gift Market Structure



Source: giftee estimate based on 2023 White Paper on the Gift Market, Yano Research Institute

Further expand potential markets by developing new applications



* Company estimate

We have identified key issues (materiality) for the Group's sustainability efforts.
We will contribute to solving social issues through these initiatives to realize our mission and vision.

Material Issues (Materiality)

Initiatives

Contributing SDGs

Solving social issues through services and solutions

Revitalizing communication
Nurturing love, ties, and relationships
Reducing various burdens through digitization

Invigorate communication in various situations through services such as e-gifts
Reduction of environmental burden and other various burdens through digitalization



Foundation for Sustainable Growth

E
(Environment)

Addressing climate change
Effective use of resources

Contribute to reducing CO2 emissions
Contribution to resource use reduction



S
(Society)

Diversity & inclusion
Respect for human rights and a rewarding working environment
Data security
Customer privacy

Promoting diversity
Realization of new ways of working
Promotion of health management
Compliance with security and privacy laws, etc.



G
(Governance)

Corporate governance
Compliance
Fair business environment

To further improve transparency and soundness
Establishment of internal systems, etc.

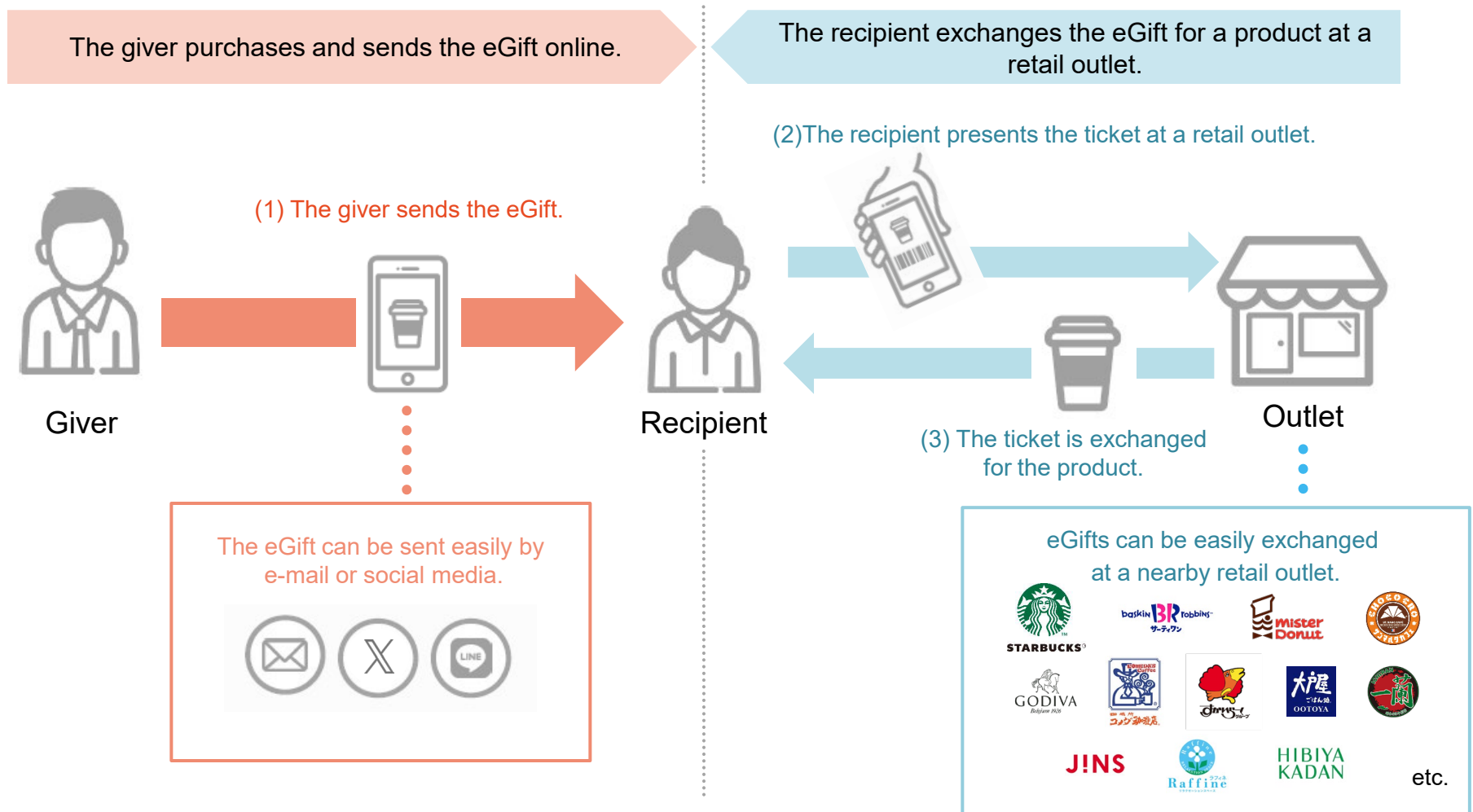


III. Overview of Business and Services

(Reproduce of FY2023 Result Presentation)

What is an eGift?

An eGift is an electronic ticket that can be exchanged for a product or service at a restaurant, café, or other retail outlets.



What is an eGift? Lineup

giftee offers a lineup of over 2,800 gift items starting from a few tens of dollars, gift certificates, catalog-order gifts, travel vouchers worth tens of thousands of yen, and much more.

Convenience-store products



Coffee
¥120



Roll Cake
¥205

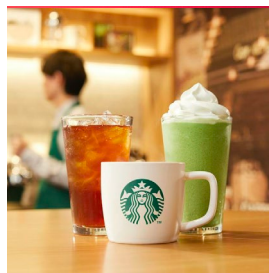


Soft Cream
¥270



Beer
¥265

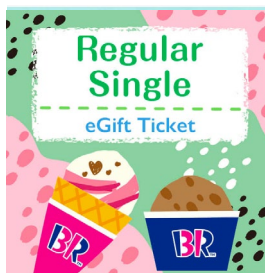
Products at other outlets



Starbucks Coffee Japan

Drink Ticket

¥500 ~



Baskin-Robbins
Regular Single Scoop
eGift Ticket

¥390 税込



Mister Donut
eGift Ticket

¥200 ~



Skylark
eGift Ticket

¥500 ~

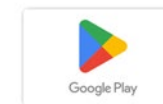
Digital goods



Apple Gift Card
¥100 to ¥10,000

amazon ギフト券

Amazon Gift Code
¥1 to ¥100,000



Google Play Gift Code
¥100 to ¥10,000



ギフティプレモPlus
¥100 to ¥50000

QUO Pay
クオ・カード・ペイ

QUO Card Pay
¥50 to ¥10,000

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「QUOカードPay」もしくは「クオ・カード・ペイ」およびそれらのロゴは株式会社クオカードの登録

Each eGift is issued using a unique URL.

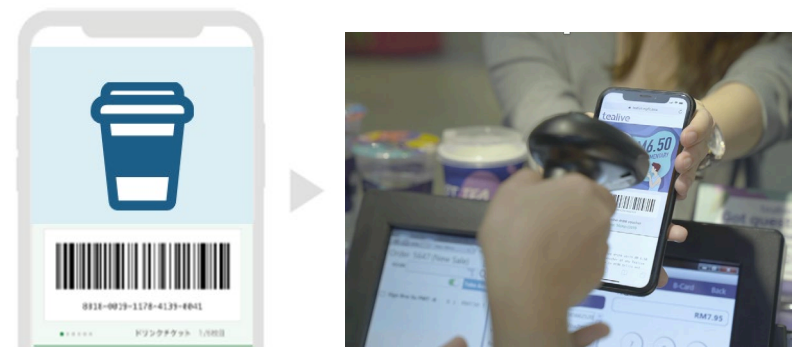
No downloading of applications or member registration is required to receive it. It can be exchanged for a gift right away.

The recipient simply presents the received eGift ticket at the appropriate retail outlet to exchange it. The ticket is redeemed at the instant it is processed at the retail outlet, changing its status to “redeemed.”

- ✓ **It's easy to use—simply send the eGift URL by e-mail or social media.**



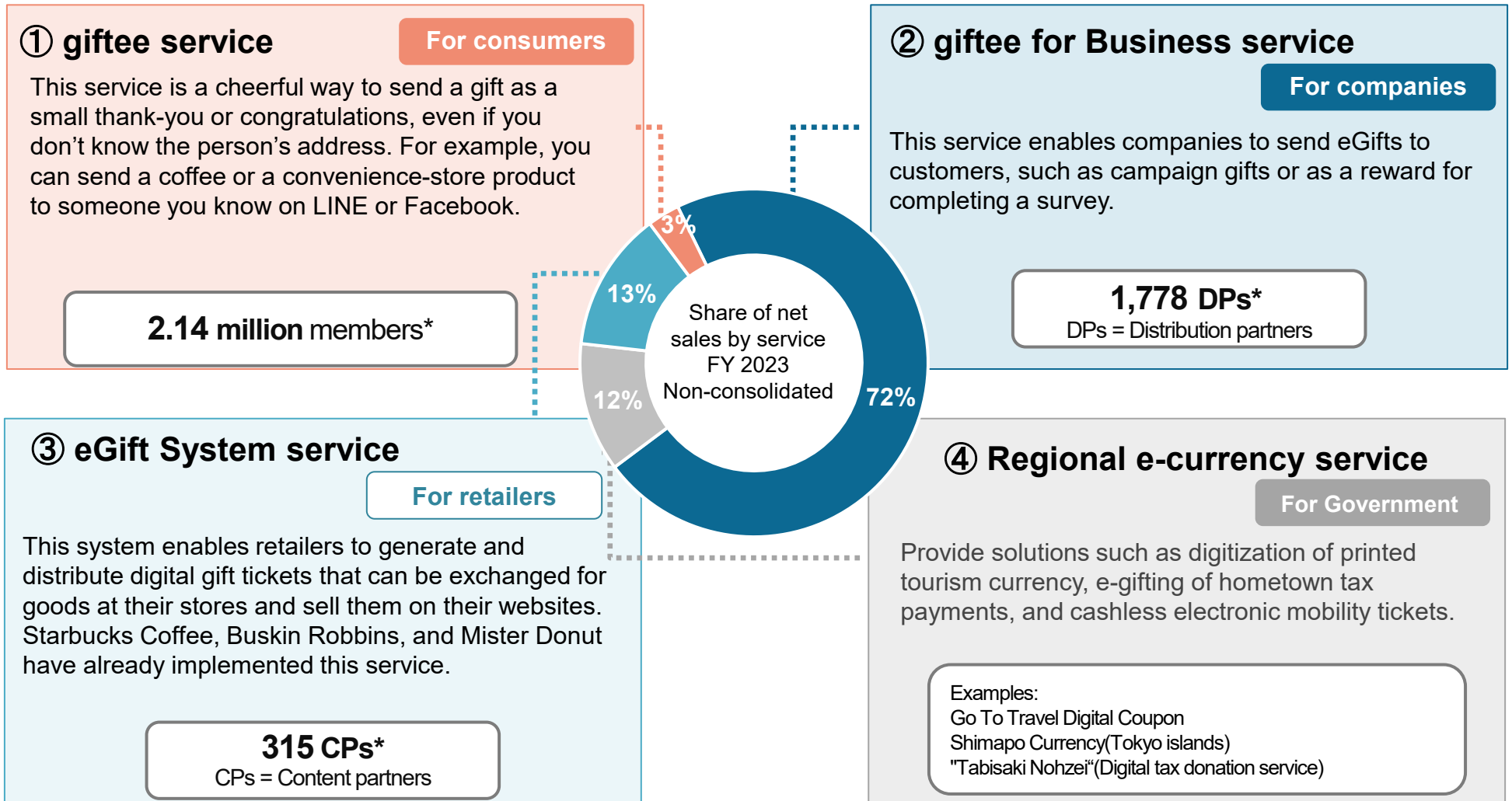
- ✓ **The ticket is redeemed in real time, preventing reuse of the ticket.**



Overview of Business and Services

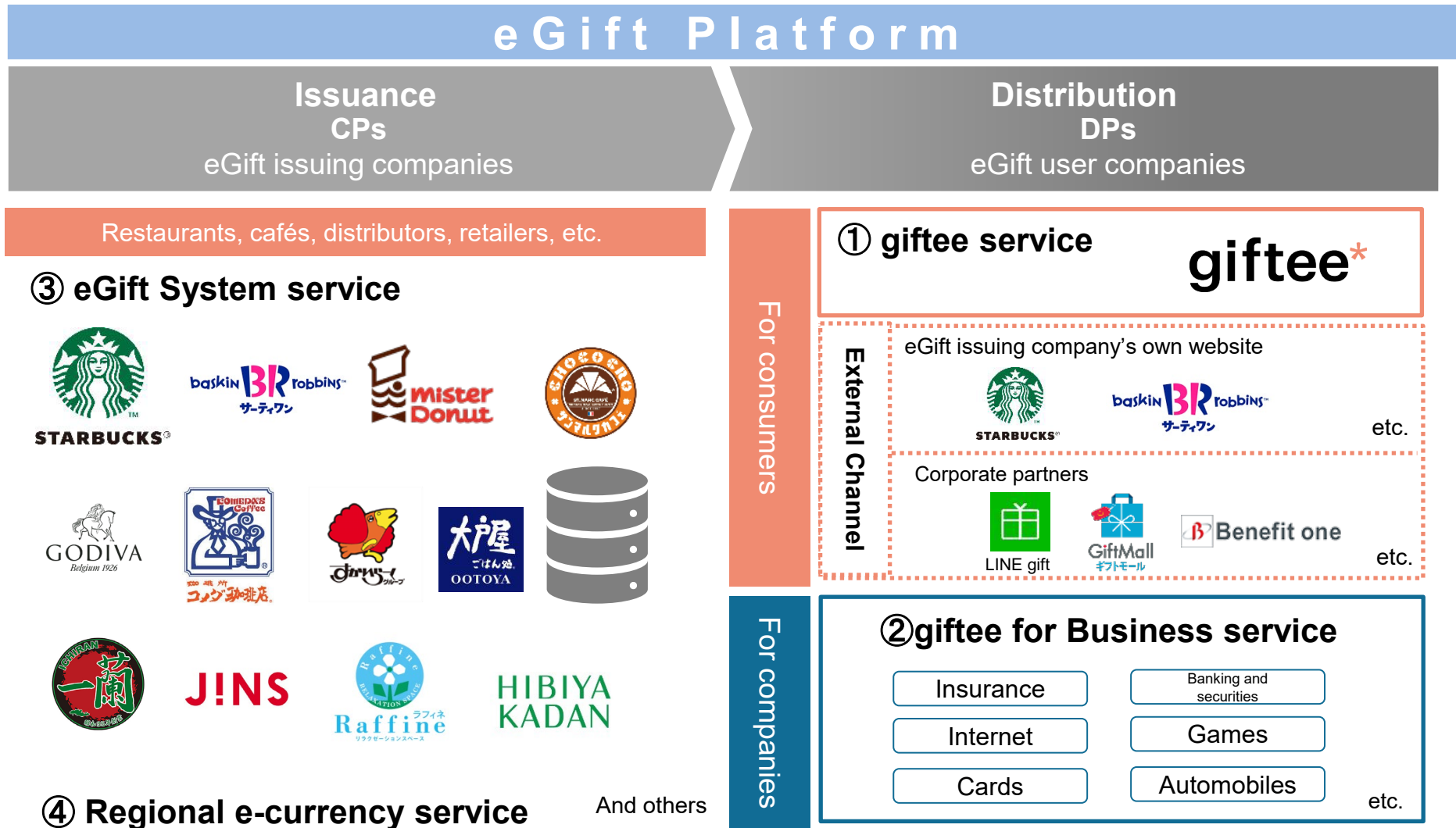
Four Services

The e-gift platform business consists of four services.

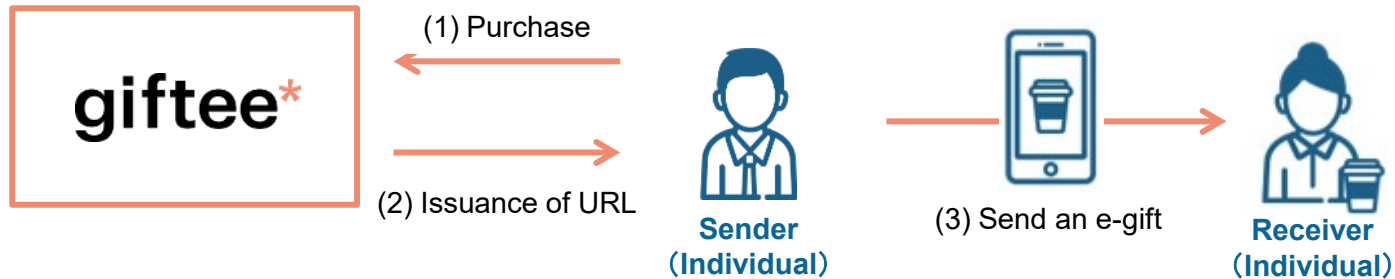


*Figures are for the full year or year-end results for December 31, 2023.

The eGift platform provides seamless integration from issuance to distribution.



"giftee" is a service that enables to send gifts via SNS or email, etc.

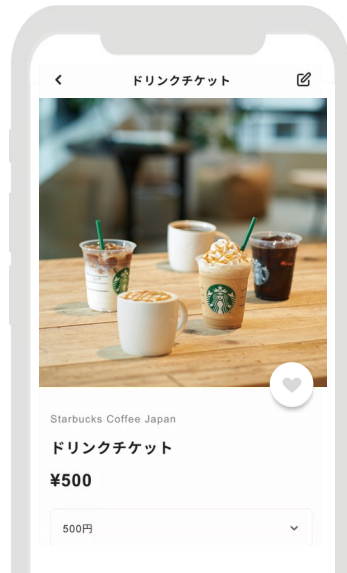


How to purchase e-gifts

(1) Access the App or website.



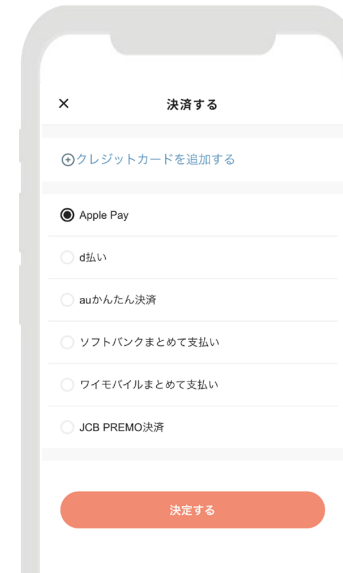
(2) Select an e-gift



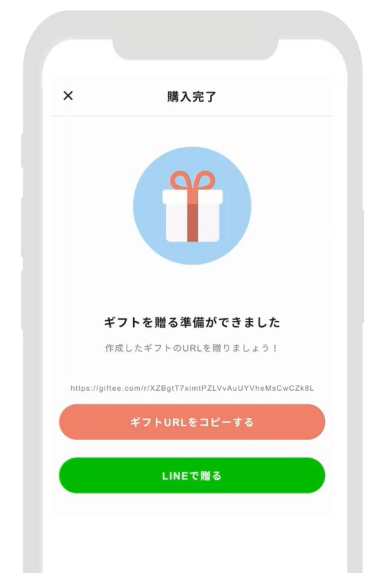
(3) Select a gift card and enter message



(4) Payment

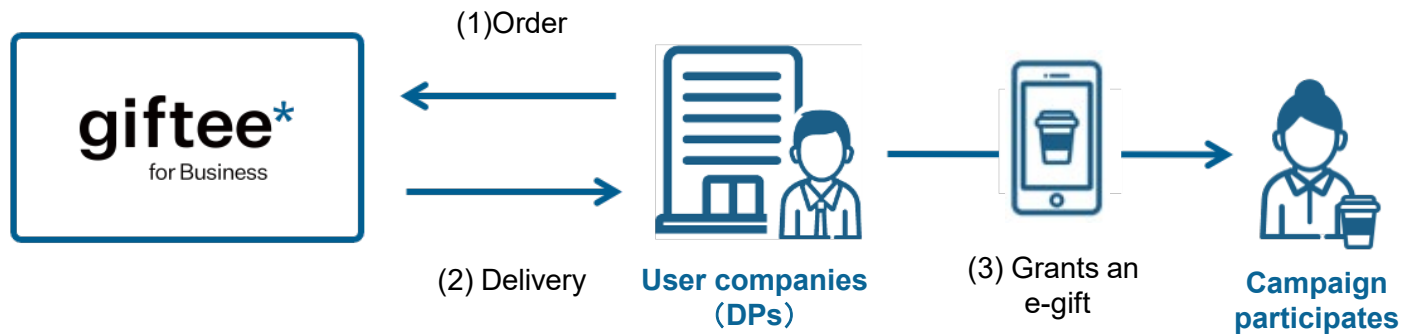


(5) Purchase completed and URL issued



For companies ② giftee for Business service

giftee for Business service provides e-gifts that can be used for campaigns and benefits, etc.



- *Rewards for requesting documents or estimates
- Rewards for completing questionnaires
- X campaign
- LINE campaign
- Exchange of points
- Campaign to encourage store visits

Campaign Example: Questionnaire

Give out ¥500 e-gifts to all survey respondents.

(1) Campaign page



(2) Collect survey responses and email addresses



(3) Send e-gifts via e-mail



Send e-gift URLs to each respondent's e-mail address individually.

For companies ② giftee for Business service: Advantages for the Companies

giftee does more than just make the distribution of incentives more efficient than in previous methods in many ways. It also makes a variety of new initiatives possible.

Advantage 1

Reduction in campaign costs

- ◆ No inventory management is required.
- ◆ Shipping and personnel costs are reduced.



Promotional campaigns can be conducted at a low cost.



Advantage 2

The number of winners can be maximized with no increase in cost.

- ◆ Small incentives (as little as ¥50) can be offered.
- ◆ The number of winners increases, enhancing participation in promotions.



The number of participants is maximized.

Advantage 3

Phased promotions become possible.

- ◆ giftee is low-cost and trouble-free so that incentives can be provided as a phased series of small amounts.



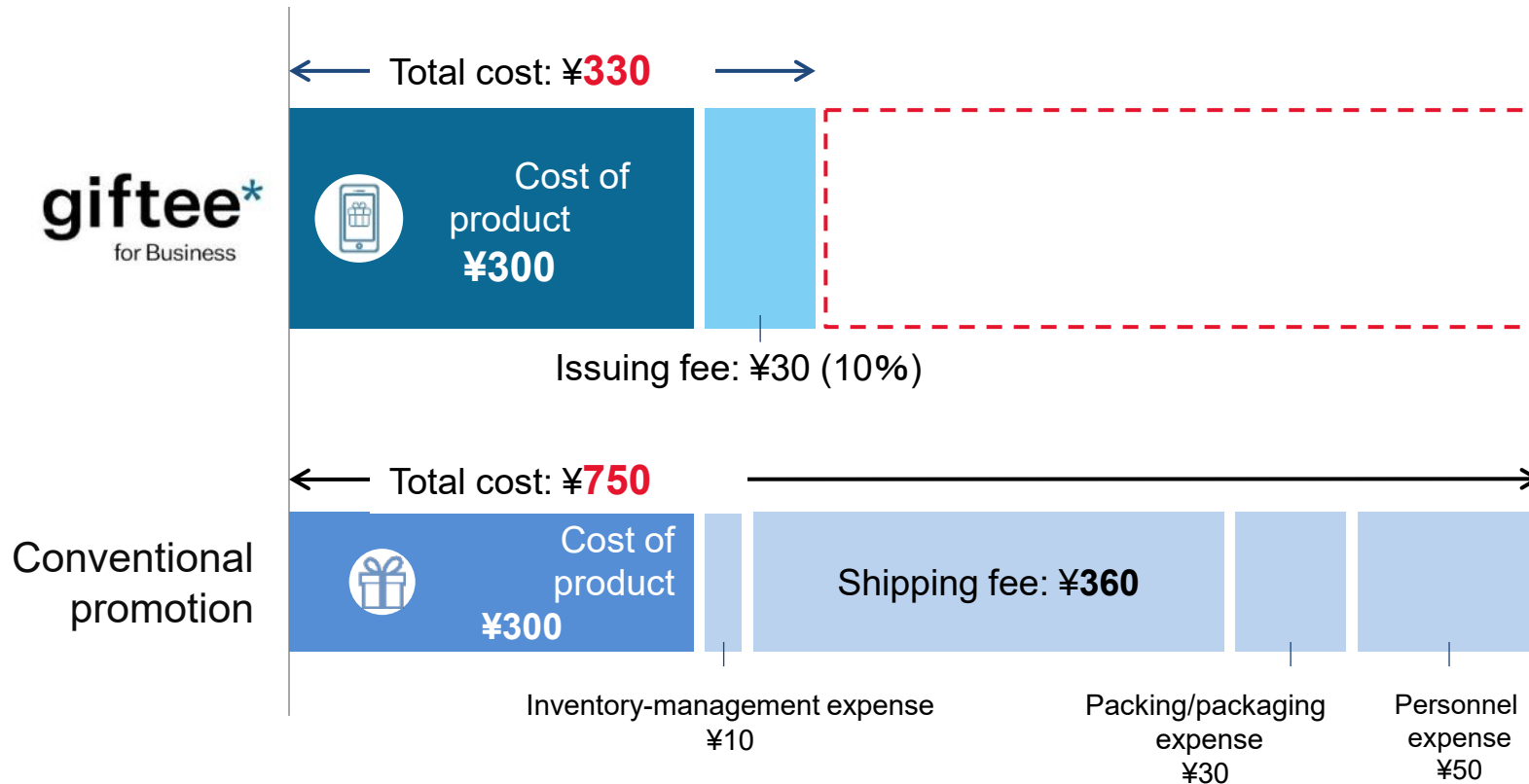
Motivation to participate is improved.

For companies ② giftee for Business service: Advantages for the Companies(1)

Personnel, distribution, and inventory costs are zero, so companies can promote sales with dramatic cost reductions.

Advantage 1 Reduction of campaign costs

Example: Case of a product with ¥300 value ⇒ Cost reduction of more than 50%



② giftee for Business service: Advantages for the Companies(2)

In the following example, the number of winners is multiplied by **100!**

Advantage 2

The number of winners can be maximized on the same budget.



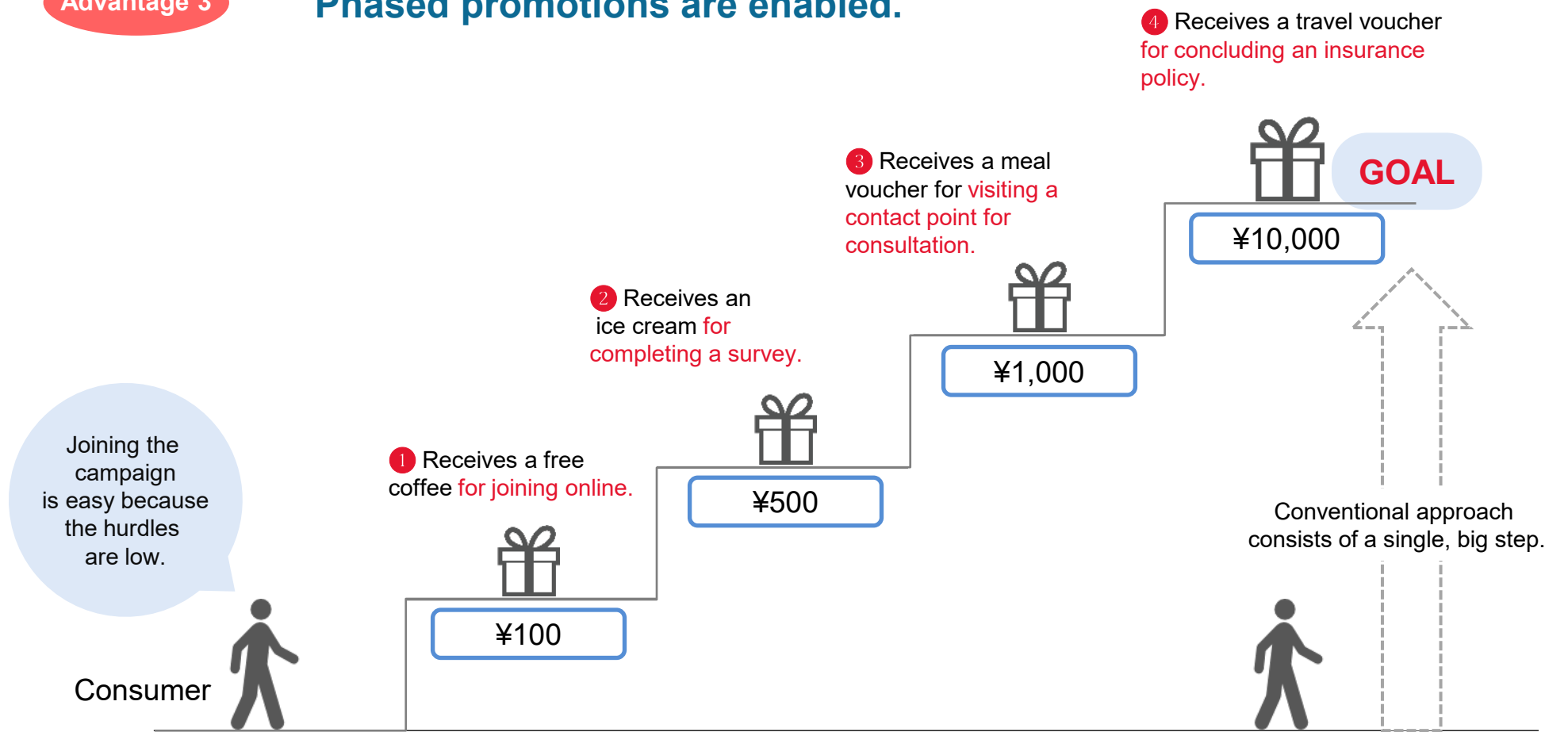
- ✔ Increasing the number of winners boosts consumers' motivation to participate, maximizing the number of participants.

For companies ② giftee for Business service: Advantages for the Companies(3)

Because no cost or effort is required, incentives can be divided into multiple phases of small amounts. Presents are given on the spot, so the real-time effect enhances motivation to participate in the campaign.

Advantage 3

Phased promotions are enabled.



Additional services in giftee for Business

Promotional tools using eGift are provided at low cost to companies that use giftee for Business.



Raffle

A system that can add a raffle function to digital gifts and issue gifts to winners in real-time.



X (formerly Twitter) Campaign

A system that allows for real-time drawings based on follow & RT, etc., and issues gifts to the winners.



LINE Campaign

A system that allows for real-time raffles based on new friend additions and other conditions and issues gifts to the winners.



Surveys

A system that allows providers to issue gifts on the spot after respondents complete a survey.



Direct Distribution

A system that allows users to receive gifts simply by scanning a QR code displayed on a tablet.



Must-buy Campaign

A system that only purchasers of products can participate in.

For companies ② giftee for Business service: Campaign Example(2)

Campaign Example (2) SNS Campaign

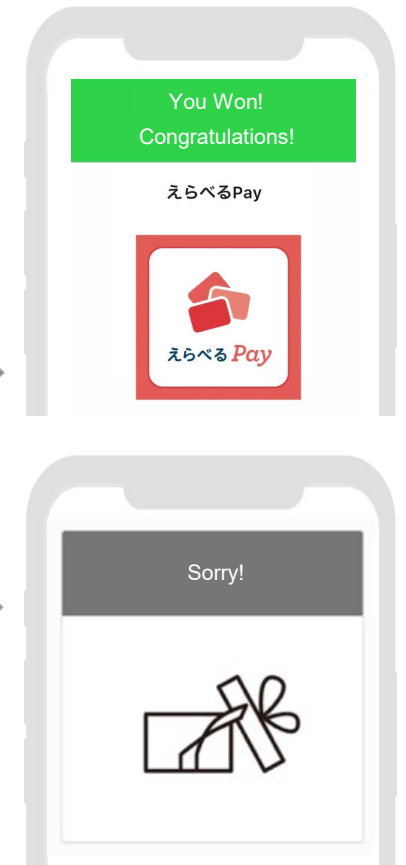
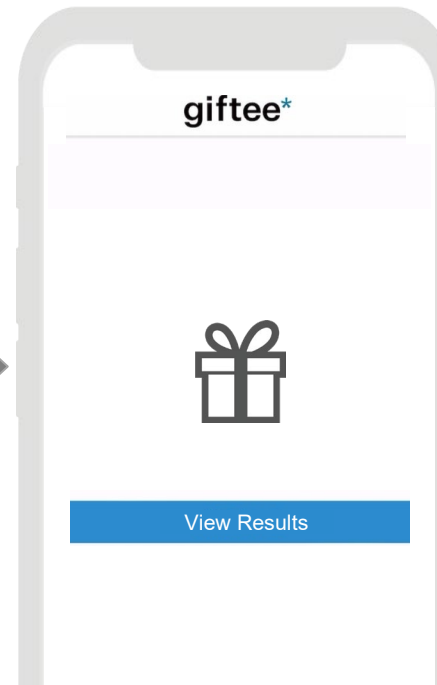
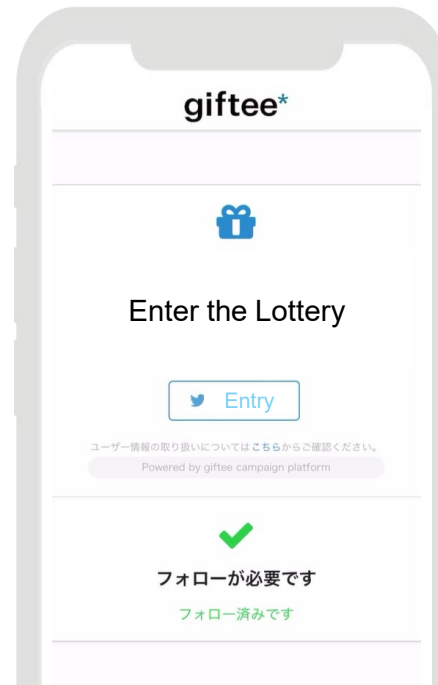
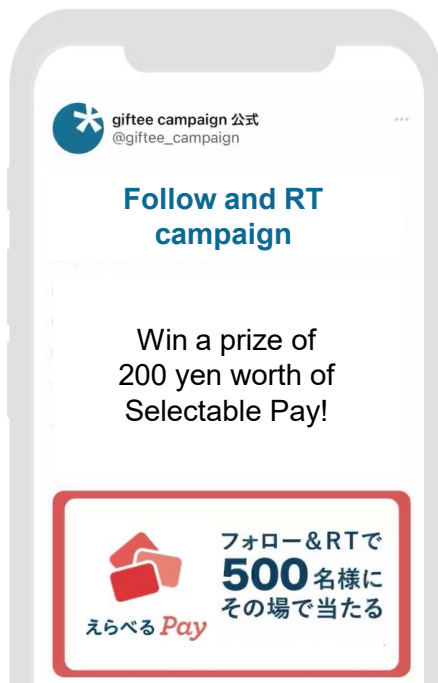
Following the Twitter account and retweeting, 500 winners will be selected in a drawing to receive an e-gift.

(1) Follow the campaign and tweet

(2) Participate in the campaign from the entry page

(3) Lottery starts

(4) Result (e-Gift receipt)



Campaign Example (3) Store Visit Promotion

All customers visiting the store will receive an e-gift.

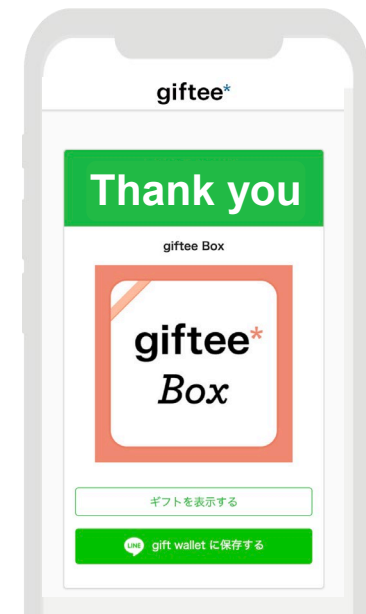
(1) Visit a store



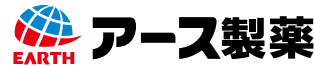
(2) Scan the QR code on the tablet installed in the store
Read the code with the smart phone



(3) Receive an e-gift



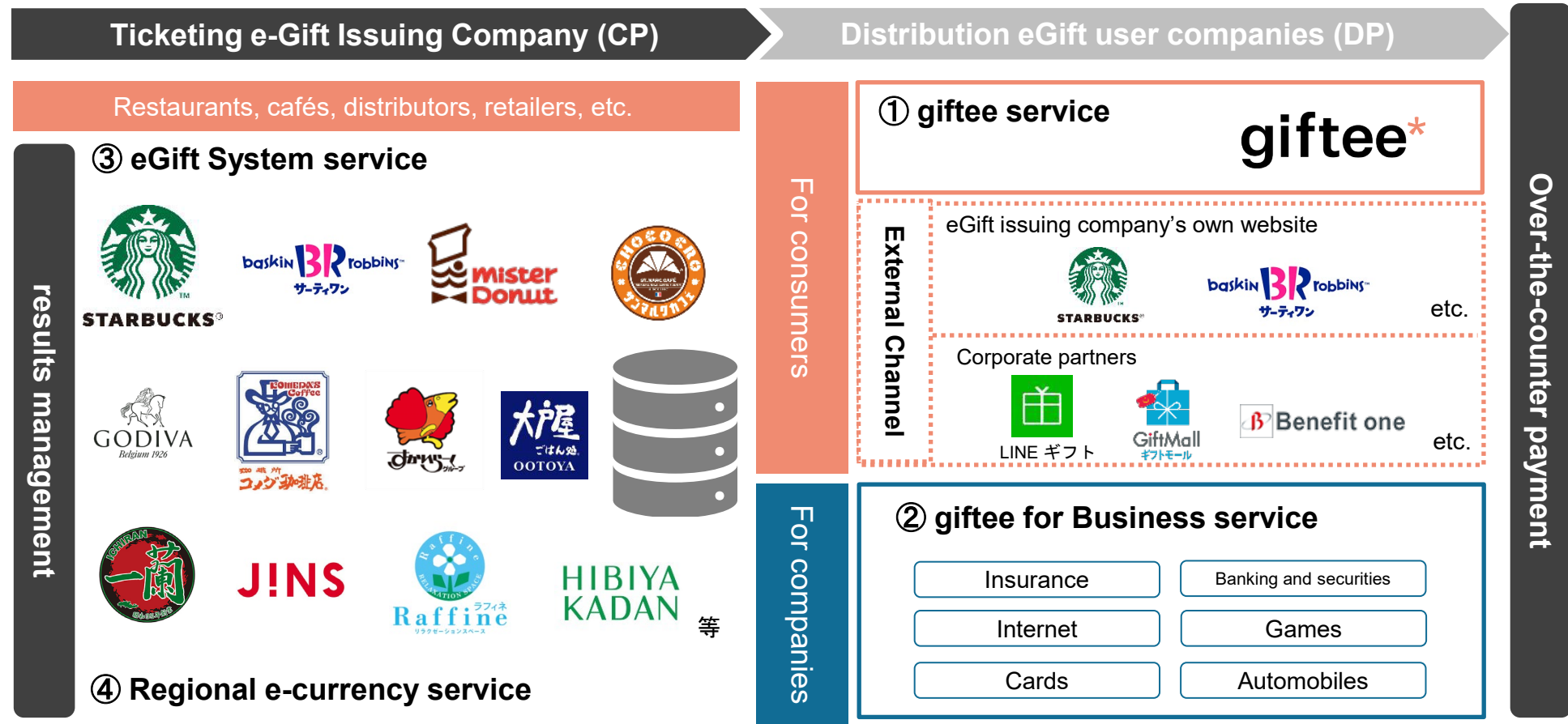
For companies ② giftee for Business service: Example of user companies (DPs)



For retailers ③ eGift System service

"eGift System" is a system for immediate issuance and cancellation of e-gifts
 Provided to eGift issuing companies (CP) such as food & beverage, distribution, and retail companies.

eGift System

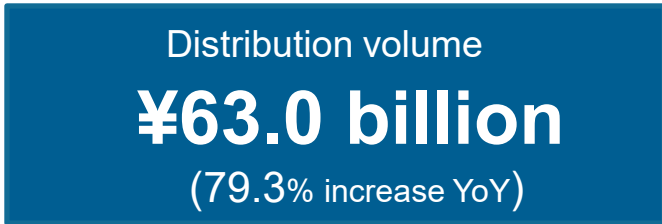


For retailers

③ eGift System service : Advantages for the Retailers

Advantage 1

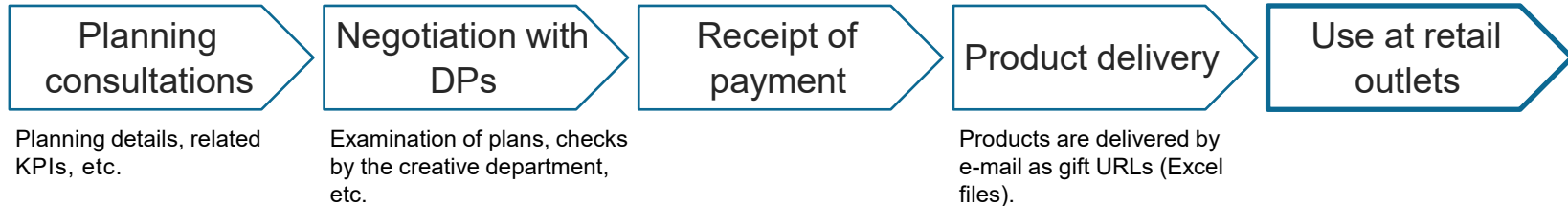
Our platform has high distribution volume and a large number of distribution partners. This platform enables restaurants, cafés, distributors, retailers, etc., to develop demand for their gift products.



Advantage 2

One-stop handling of eGift distribution boosts operating efficiency.

← giftee offers **one-stop** handling of all steps from eGift issuance to distribution. →

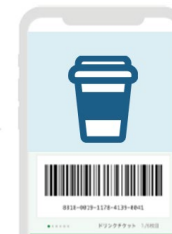


Advantage 3

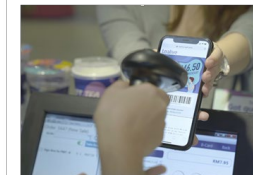
Standardized ticket faces **boost operating efficiency** at retail outlets.

The eGift ticket faces displayed at stores are standardized, improving the efficiency of store operations.

eGift ticket face



Presentation of eGifts at retail outlets

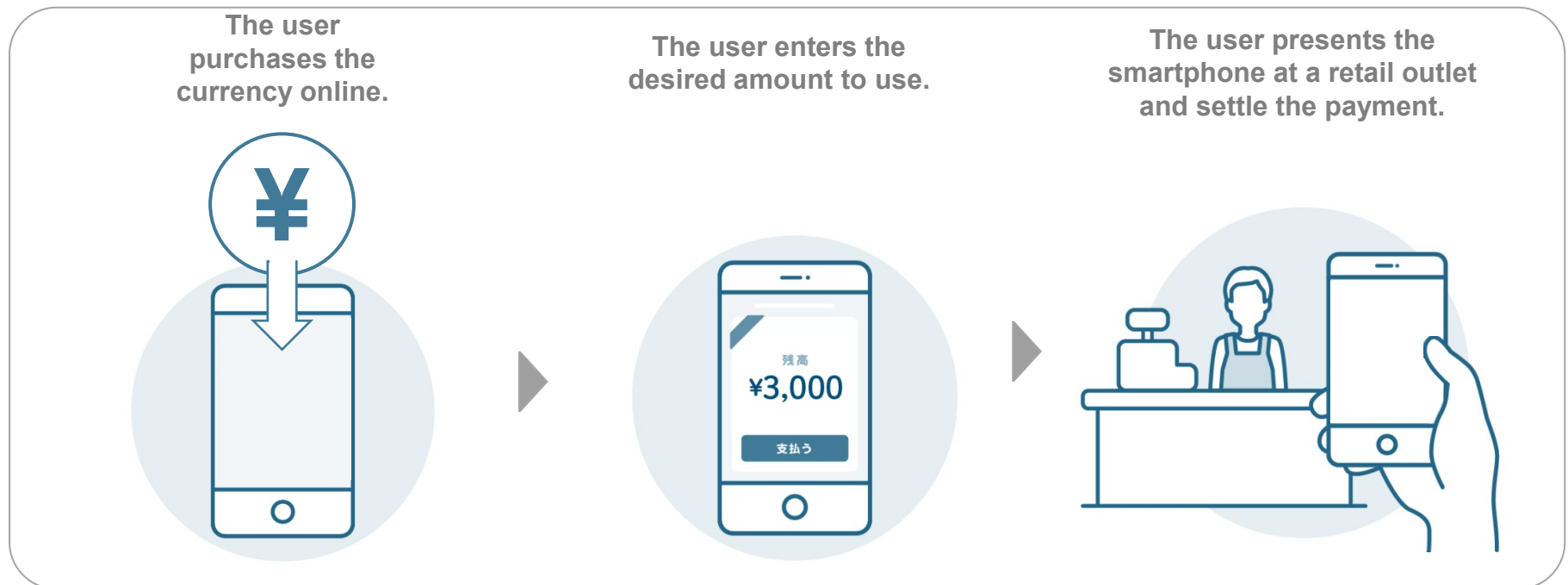


For retailers

④ Regional e-currency service

Regional e-currency service provides a solution that converts regional currencies, formerly issued as paper notes or cards, into e-currency (usable for purchasing via smartphone or mobile telephone) and distributes them. In addition, giftee is developing Welcome! STAMP as a platform for regional revitalization.

■ How to use the regional e-currency



For retailers

④ Regional e-currency service : Advantages and introduction cases

■ Advantages for local governments and retail outlets

Advantage 1

Transactions are completed digitally, eliminating the need for tabulation, invoicing, and management of cash vouchers with paper gift certificates.

Advantage 2

The retail outlets need only prepare the electronic stamps. There is no need to install network circuits or purchase settlement terminals.

Advantage 3

Settlement processing is simple: The merchant simply presses the electronic stamp onto the smartphone screen.

[Instrument of payment]



■ Introduction cases

- Oct 2016 Issued "Shimatoku Currency" that can be used in multiple cities and towns in Nagasaki Prefecture. "Shimapo Currency" was issued for use on 11 remote islands in Tokyo.
- Sep 2017 "Go To Travel" regional electronic coupon issuance and receipt management system
- Oct. 2020 Go To Eat Campaign Okinawa's electronic meal coupons
- Oct. 2020 Nationwide Travel Support*1" Electronic Coupon Issuance and Receipt Management System
- Jan 2023

*1: Adopted in 12 prefectures: Akita, Yamagata, Fukushima, Saitama, Ishikawa, Nagano, Hyogo, Tottori, Okayama, Kagawa, Ehime, and Kochi

④ Regional e-currency service : Destination tax payment

The "Destination tax payment" system is the service that allows taxpayers to pay tax during their trip and immediately receive an e-machi gift (e-gift) as a return gift, which can be used at outlets in the destination region.

Image Flow of Use



Advantage 1

Immediacy of return gift receipt.

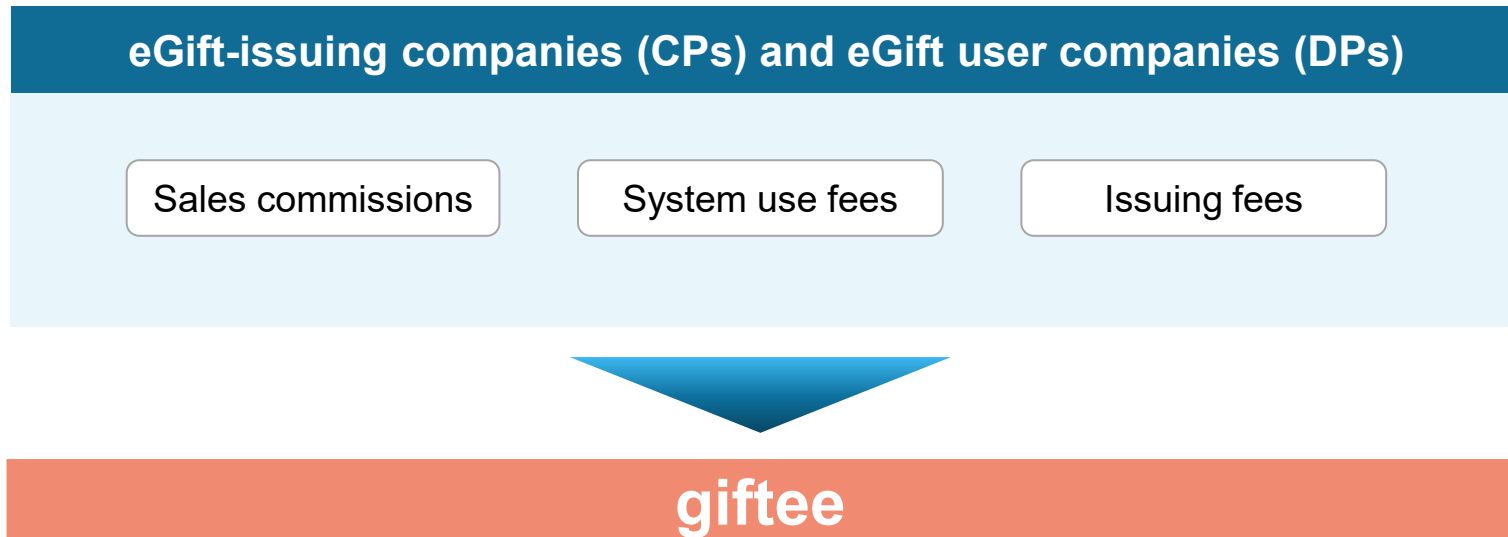
Advantage 2

Increased tourism revenues in a wide range of local stores and services in a wide range of industries in the region.

Advantage 3

Promote the attractiveness of the region and create fans.

giftee receives sales commissions, system use fees and issuing fees from companies.



Overview of Business and Services

【Subsidiary】 SOW EXPERIENCE Inc.

SOW EXPERIENCE Inc. was established in 2005. The company is a leading company in the area of experience gifts.

With its strength in planning and production, the company plans and binds original catalog gifts in line with themes, focusing on gifts that focus on "experiences," and sells them online and offline.

■ Examples of products

The product lineup ranges from 3,000 yen to 100,000 yen.
The company also produces original catalogs in tie-up with corporates.



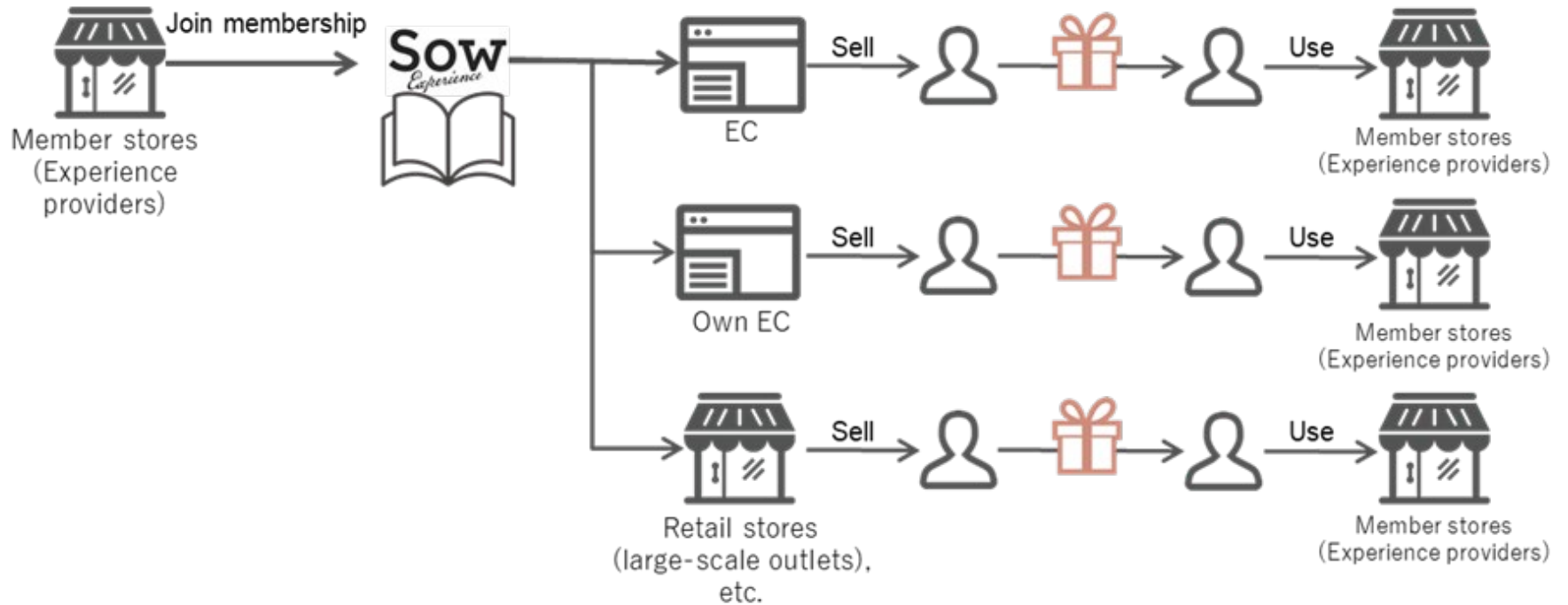
■ Examples of contents

There is approximately 200 experience content, including spas, potteries, kayaking, and restaurants.
The company selects content appropriate for important gift-giving occasions.



SOW sells catalog gifts mainly to individuals through its own e-commerce site, other companies' e-commerce sites, and physical stores such as department stores.

Business model



Overview of Business and Services

【Subsidiary】 paintory Inc.

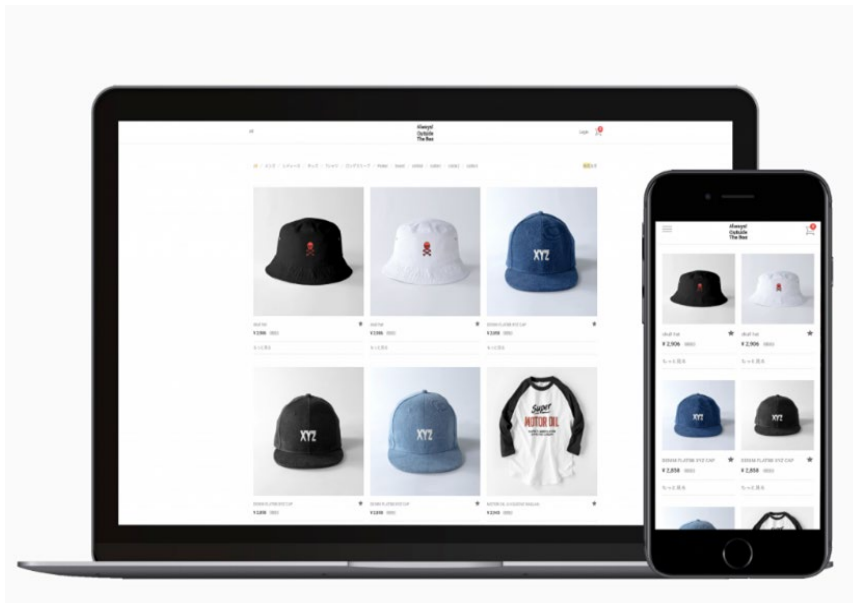
For users who want to create custom apparel, paintory offers a service that allows users to create their own original products by simply uploading their designs and selling them at no risk, starting with a single piece.

■ Service Overview

paintory Inc. provides a service that allows users to freely design items and open their own store to sell them from a single piece.

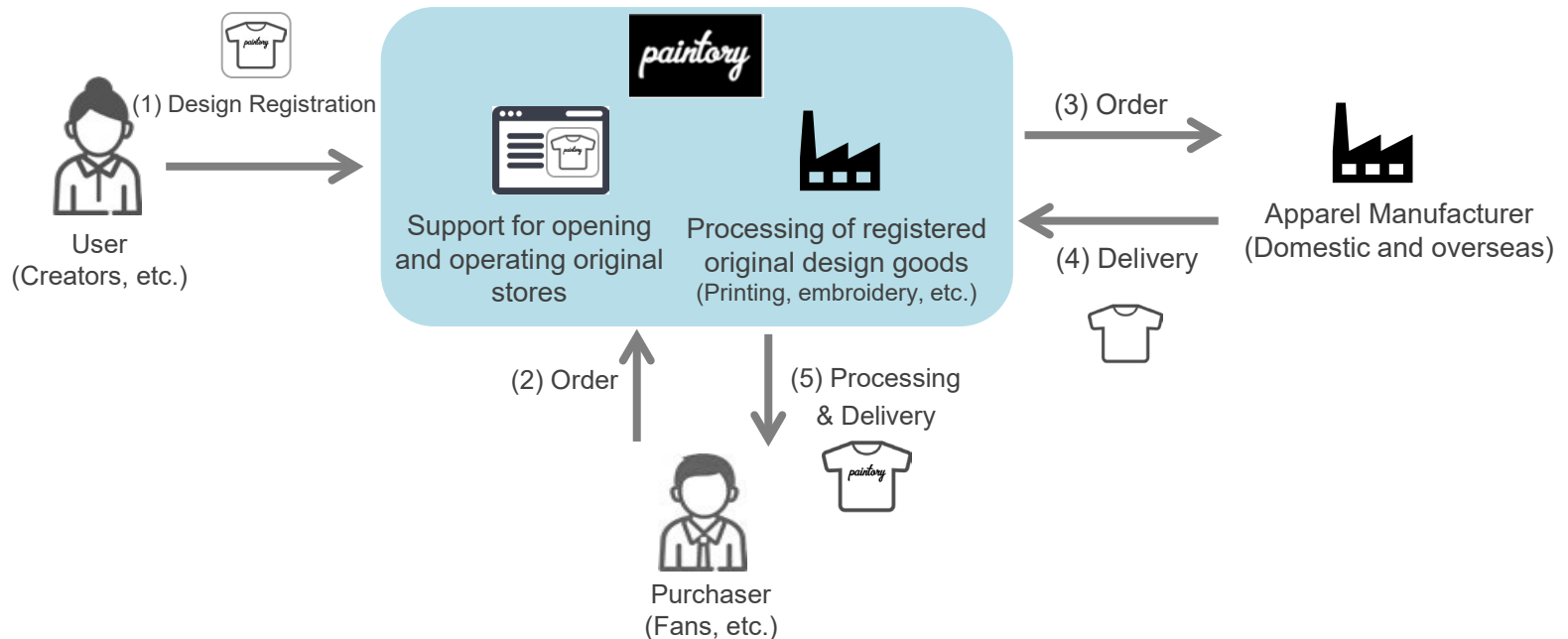
■ Examples of apparel items

There are more than 100 products that can be customized, including tops, caps, pants, and more.



paintory Inc. provides a one-stop support service for creators, etc., who want to create custom apparel, including designing, store opening, selling, and shipping without inventory risk.

Business model image



A wide range of item lineup and easy-to-use UI/UX
to meet a wide range of individual and corporate demands

Overview of Business and Services 【Subsidiary】 meuron Inc.

The company operates a craft beer sales platform with a network of over 280 domestic breweries.

■ Service overview

The company operates a subscription service, “otomoni,” that delivers a different assortment set every time from over 2,000 brands of craft beer from 280 companies nationwide.

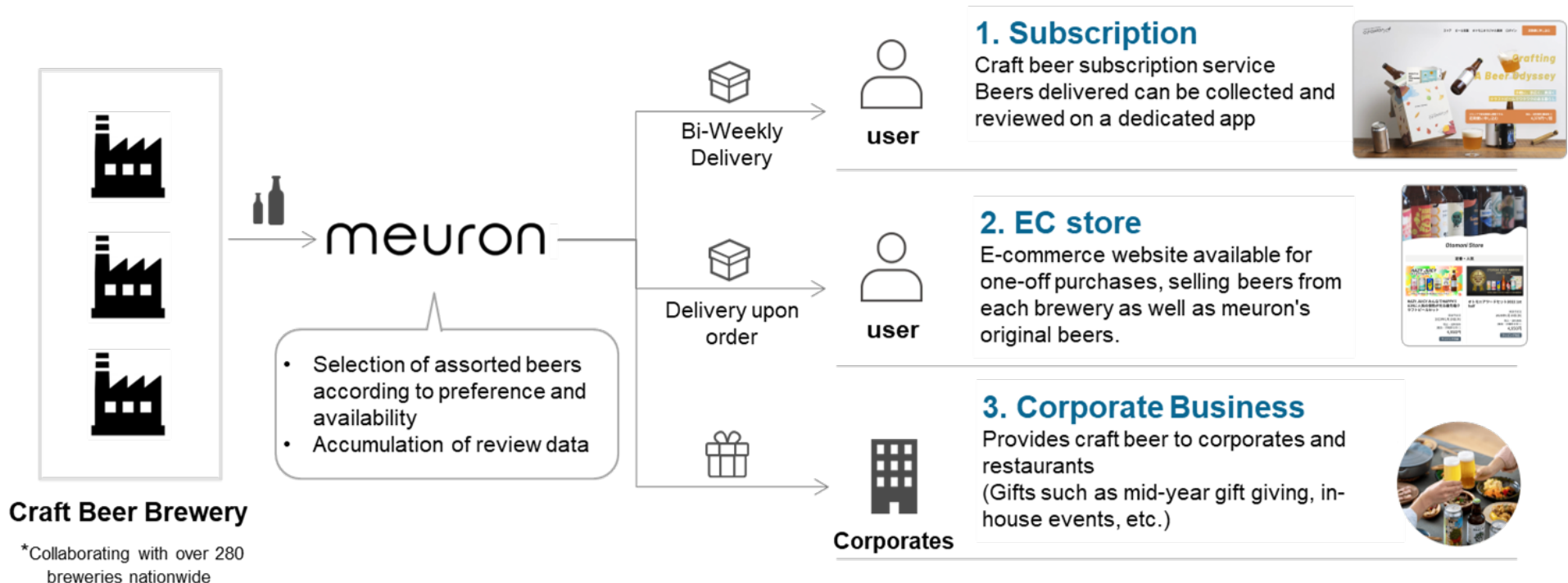


■ Examples of products



The company provides the following three services. (1) Operation of the subscription service “otomoni,” (2) EC store operation, and (3) business for corporations.

Business Model and Service Outline



Appendix

The company launched its new content, "giftee Box," which allows recipients to select their favorite gifts, and its derivative, "Selectable Pay," in the second half of FY2021.

giftee* Box

あなたのほしいが詰まっている

+ その他人気商品からえらべる!

※掲載ブランドと商品数は付与されるポイント数によって異なります。

- ✓ More than 170 brands and 1,000 types of gifts to meet the increasingly complex and diverse needs of users
- ✓ Multiple combinations of favorite gifts within the points can be selected and combined with various gifts of the user's choice.

Received GOOD DESIGN AWARD 2022

えらべる Pay

いろんなPayに換えられる

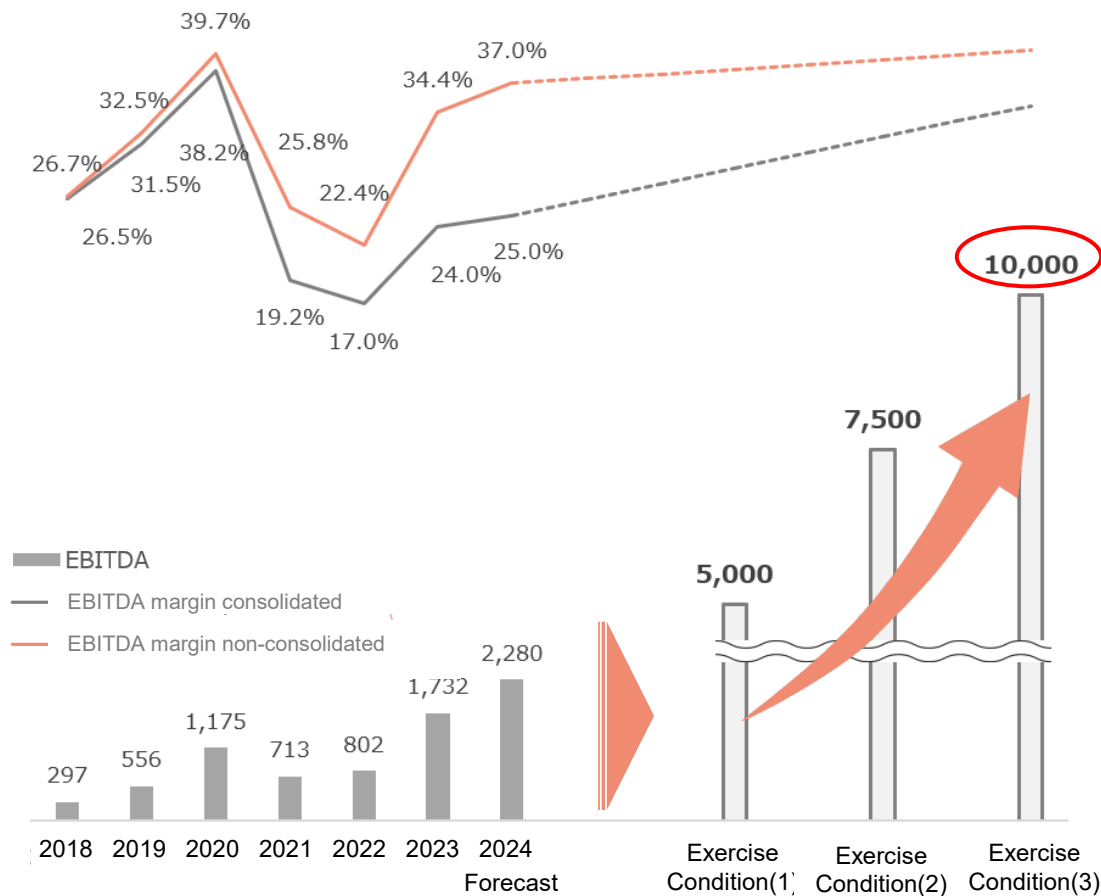
※掲載ブランドと商品数は付与されるポイント数によって異なります。
PayPayポイントは出金、譲渡不可です。PayPay / PayPayカード公式ストアでも利用可能です。
「WAON (ワオン)」は、イオン株式会社の登録商標です。

- ✓ Covers all major payment services to meet a wide range of user needs
- ✓ Can be sent more easily than "cash" for uses similar to "cash."

Issuance of Paid-in Stock Options

As an incentive to increase corporate value over the medium to long term, the company issued paid stock options linked to the achievement of EBITDA.

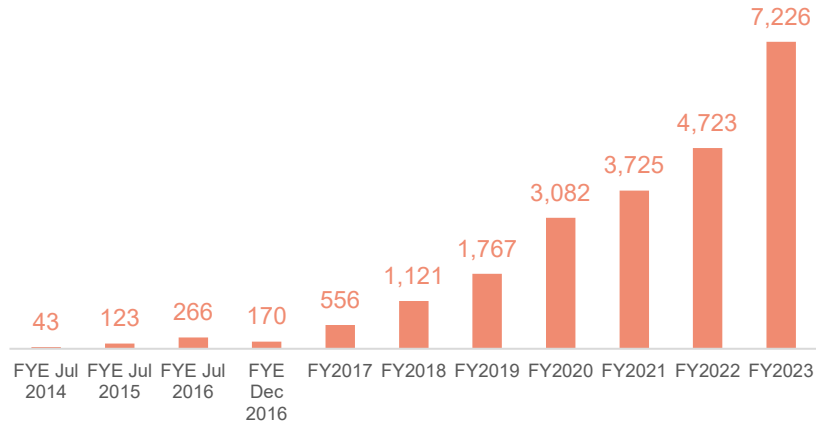
Aim to achieve consolidated EBITDA of 10 billion yen through the following three initiatives.



- 1** Further growth of existing businesses
 The non-consolidated businesses have already reached a high-profit margin. Continue to pursue further growth.
- 2** Prioritization of Overseas Businesses
 Promote profitability of overseas business by expanding distribution volume.
- 3** Profitization of M&A Subsidiaries
 Promote profitability of M&A subsidiaries by leveraging synergies.

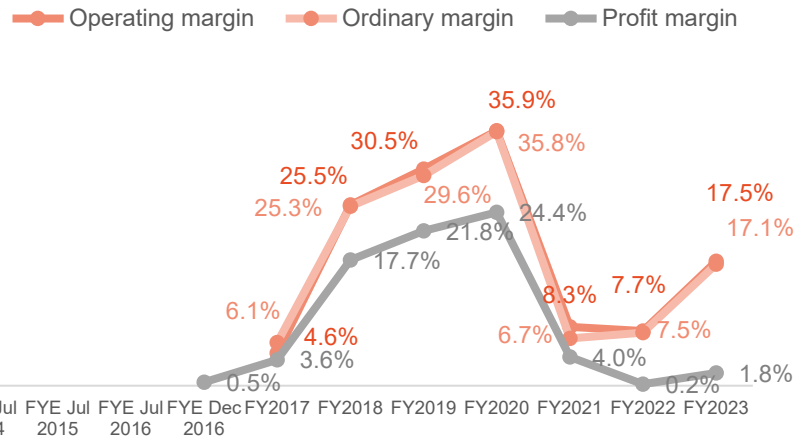
Financial Highlights (1)

Net sales (Million yen)



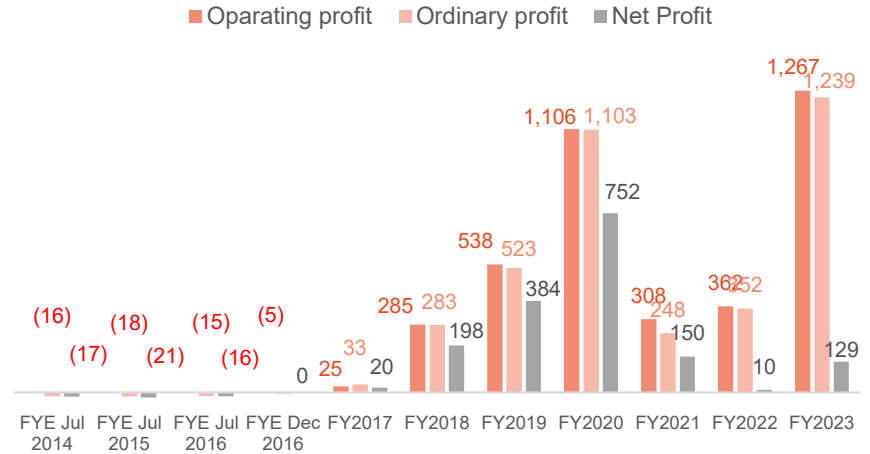
Notes: 1. Figures till the fiscal year ended Dec 2017 are non-consolidated; those from the fiscal year ended Dec 2018 are consolidated.
2. The fiscal year ending Dec 2016 is only five months long due to a change in fiscal year-end.

Margin (%)



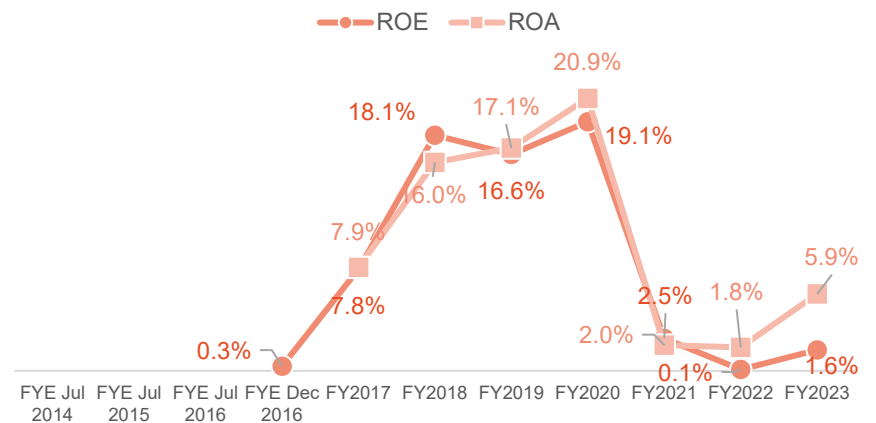
Notes: 1. Figures till the fiscal year ended Dec 2017 are non-consolidated; those from the fiscal year ended Dec 2018 are consolidated.
2. The fiscal year ending Dec 2016 is only five months long due to a change in fiscal year-end.

Profit (Million yen)



ended Dec 2018 are consolidated.
2. The fiscal year ending Dec 2016 is only five months long due to a change in fiscal year-end.

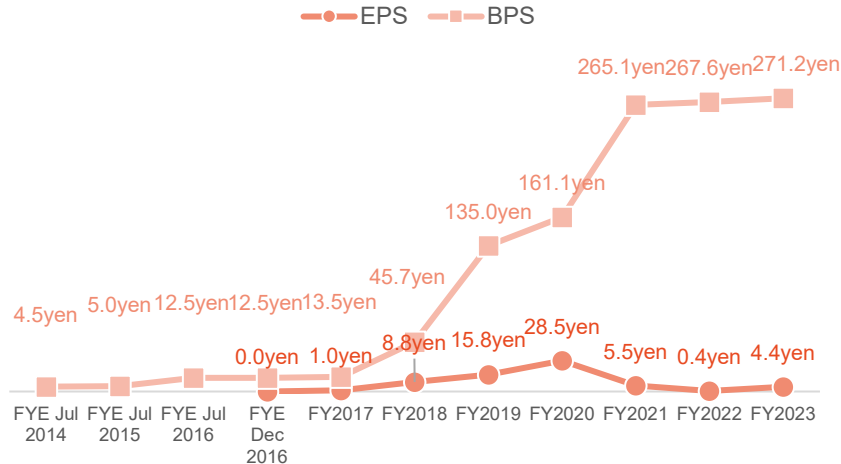
ROE and ROA (%)



Notes: 1. Figures till the fiscal year ended Dec 2017 are non-consolidated; those from the fiscal year ended Dec 2018 are consolidated.
2. The fiscal year ending Dec 2016 is only five months long due to a change in fiscal year-end.
3. ROA=Ordinary profit + total assets (average during the period)

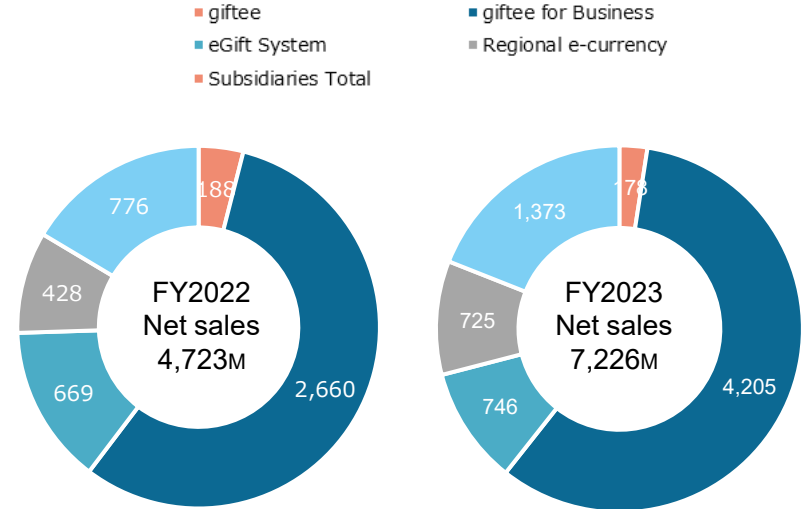
Financial Highlights (2)

Earnings per share and book value per share (yen)

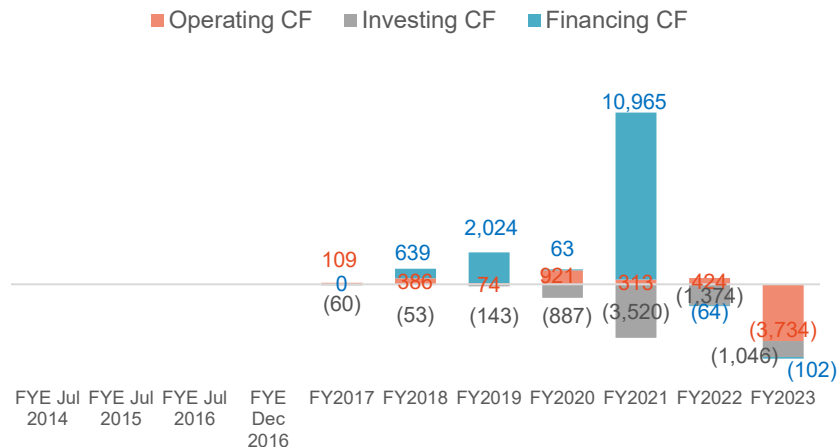


Notes: 1. Figures till the fiscal year ended Dec 2017 are non-consolidated; those from the fiscal year ended Dec 2018 are consolidated.
2. The fiscal year ending Dec 2016 is only five months long due to a change in fiscal year-end.

Net sales by service

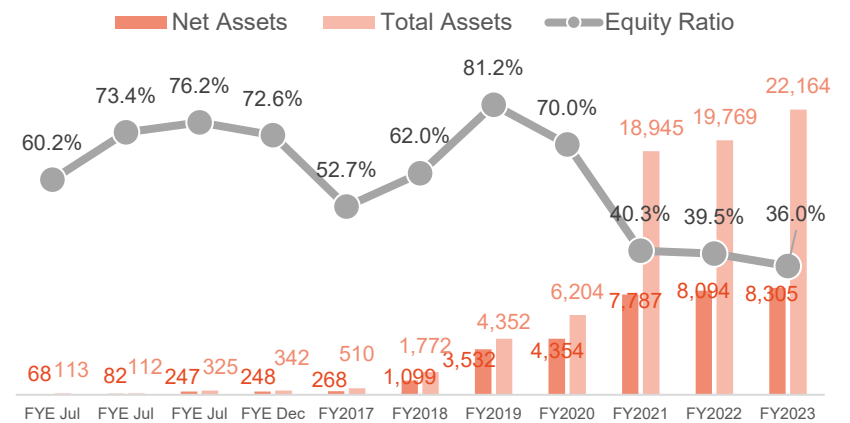


Cash flow (millions of yen)



Notes: Figures till the fiscal year ended Dec 2017 are non-consolidated; those from the fiscal year ended Dec 2018 are consolidated.

Total assets, net assets and equity ratio (millions of yen, %)



Notes: 1. Figures till the fiscal year ended Dec 2017 are non-consolidated; those from the fiscal year ended Dec 2018 are consolidated.
2. The fiscal year ending Dec 2016 is only five months long due to a change in fiscal year-end.

Management Team



Mutsumi Ota,
Representative Director and CEO

1984
Graduated from Keio University with a Bachelor's degree in Policy Management Studies.

- 2007
Joined Accenture, engaging in large-scale development work for government agencies.
- 2010
Established giftee Inc.
Appointed as Representative Director and CEO of giftee



Tatsuya Suzuki
Representative Director and COO

1985
Graduated Faculty of Economics, Hitotsubashi University

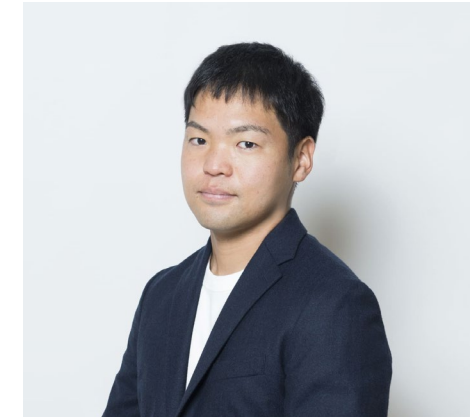
- 2008
Joined Inspire Corporation, engaging in new-business support and venture-support services for large companies.
- 2011
Appointed CEO of WACUL Corporation, a user-experience consulting company
- 2013
Appointed COO of giftee.
- 2020
Appointed as Representative Director of giftee



Fumitaka Yanase
Director and CTO

1980
Graduated Department of Information Sciences, Graduate School of Science and Technology, Tokyo University of Science.

- 2007
Joined Accenture, engaging in application development and project management.
- 2011
Appointed CTO of giftee.



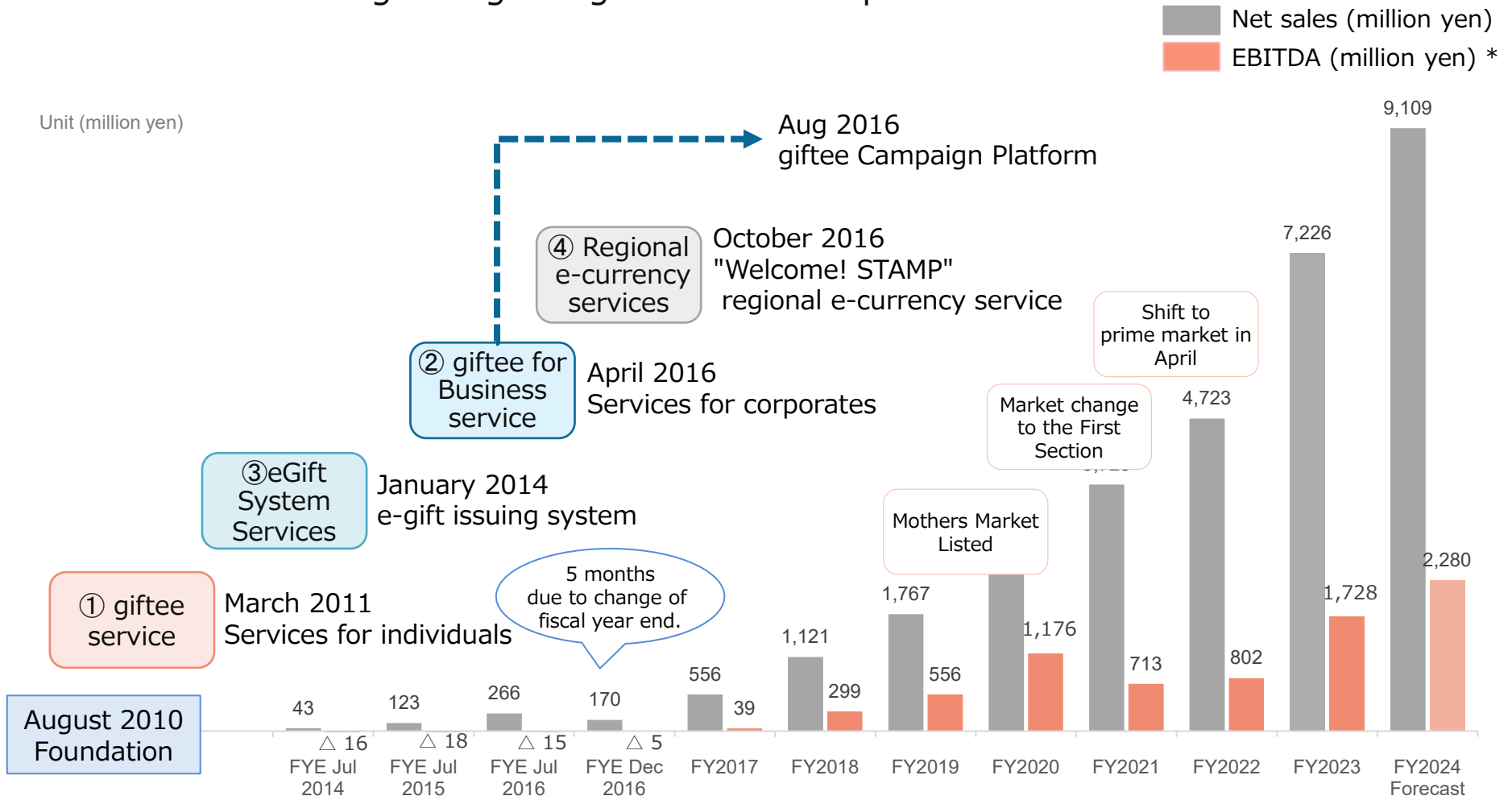
Yoshikazu Fujita
Director and CFO

1986
Graduated Faculty of Economics, Hitotsubashi University

- 2009
Joined Nomura Securities Co., Ltd., engaging in M&A Advisory work.
- 2013
Joined ORIX Corporation, engaging in the proprietary investment business.
- 2017
Appointed CFO of giftee.

History and Performance

Business results are growing along with the eGift platform.



* Non-consolidated until FY2017, consolidated from FY2018 onward
 * FY ended Dec 2016 was a five months period due to a change in the fiscal year end.
 * EBITDA for FY2017 and thereafter, and ordinary income prior to FY2016.

Corporate Profile (As of the end of September 2024)



Company name	giftee Inc.		
Listing exchange and securities code	Tokyo Stock Exchange Prime Section 4449		
Location	2-10-2 Higashigotanda, Shinagawa-ku, Tokyo		
Date established	Aug 10, 2010		
Operations	Planning, development, management and other operations regarding eGift services for consumers, corporates and local governments		
Corporate officers	<p>Mutsumi Ota, Representative Director and CEO Tatsuya Suzuki, Representative Director and COO Fumitaka Yanase, Director and CTO Yoshikazu Fujita, Director and CFO Kenichiro Seno, External Director Shin Nakajima, External Director Miwako Iyoku, External Director Daizo Kugi, External Auditor (full-time) Yoshihiro Akimoto, External Auditor Kazuhiro Ueno, External Auditor</p>		
Number of employees	367 (Consolidated)		
Capital	3,232 million yen		
Subsidiary	SOW EXPERIENCE Inc. paintory Inc. meuron Inc.	GIFTEE MALAYSIA SDN. BHD. Giftee Mekong Company Ltd.	PT giftee International Indonesia Giftee Tech Vietnam Co.,Ltd

In preparing this document, the company has relied on and assumed the accuracy and completeness of the information available. Still, the company makes no representations or warranties for its accuracy or completeness. These forward-looking statements are based on information currently available to the Company and certain assumptions that the Company considers reasonable. The Company does not promise that they will be achieved.

Actual results may differ materially from these forecasts due to various factors in the future, including changes in economic conditions, changes in customer needs and user preferences, competition with other companies, and changes in laws and regulations.

The Company assumes no obligation to update or revise any forward-looking statements contained in this document, even if new information or future events occur after the announcement of this document.

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