



# FY2025.8 Third Quarter Financial Results

coconala Inc. (TSE Growth Market: 4176)

July 11, 2025

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## Vision

Create a world where each person lives their “own story”

## Mission

Provide a platform to empower individuals by making their knowledge, skills and experience visible and connecting them to those who need them

## Growth Policies

By leveraging shared assets such as databases and products, we aim to establish a comprehensive service platform that encompasses everything

## Marketplace

### coconala スキルマーケット Skill Market



A skill marketplace where services can be bought and sold online

### coconala 募集 Job Request

Post a request and select from the collected proposals and talent to place an order



### coconala コンテンツマーケット Content Market

Buy and sell articles, images, and illustrations without intermediaries



### coconala 法律相談 Regal Consultant

Matching consultants with lawyers through our legal media platform



### coconala スカウト Scout

Directly approach professional talent registered on coconala



## Agent

### coconala テック Tech

Introducing engineers and PMs who support corporate IT/DX



### coconala アシスト Assist

Introducing assistant talent who can work for just the required hours



### coconala プロ Pro

Introducing top-class creators by their real names



### coconala コンサル Consult

Introducing high-class consultant talent



## SaaS\*1

### coconala AIスタジオ AI Studio

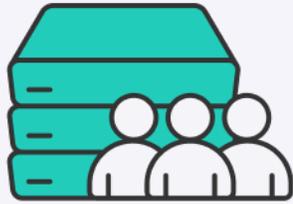
SaaS that allows anyone to easily use the latest AI models and save money through bundled use



\*1: Included in the Marketplace segment in segment performance.

Keep generating vertical startup of businesses and synergies across businesses by utilizing assets, making use of database, product, and marketing and sales infrastructure

## Database Infrastructure



- Talent (skills, knowledge, and experience) database
  - client(Buyer, job) database
- Matching (transaction info and reviews) database

## Marketplace Function

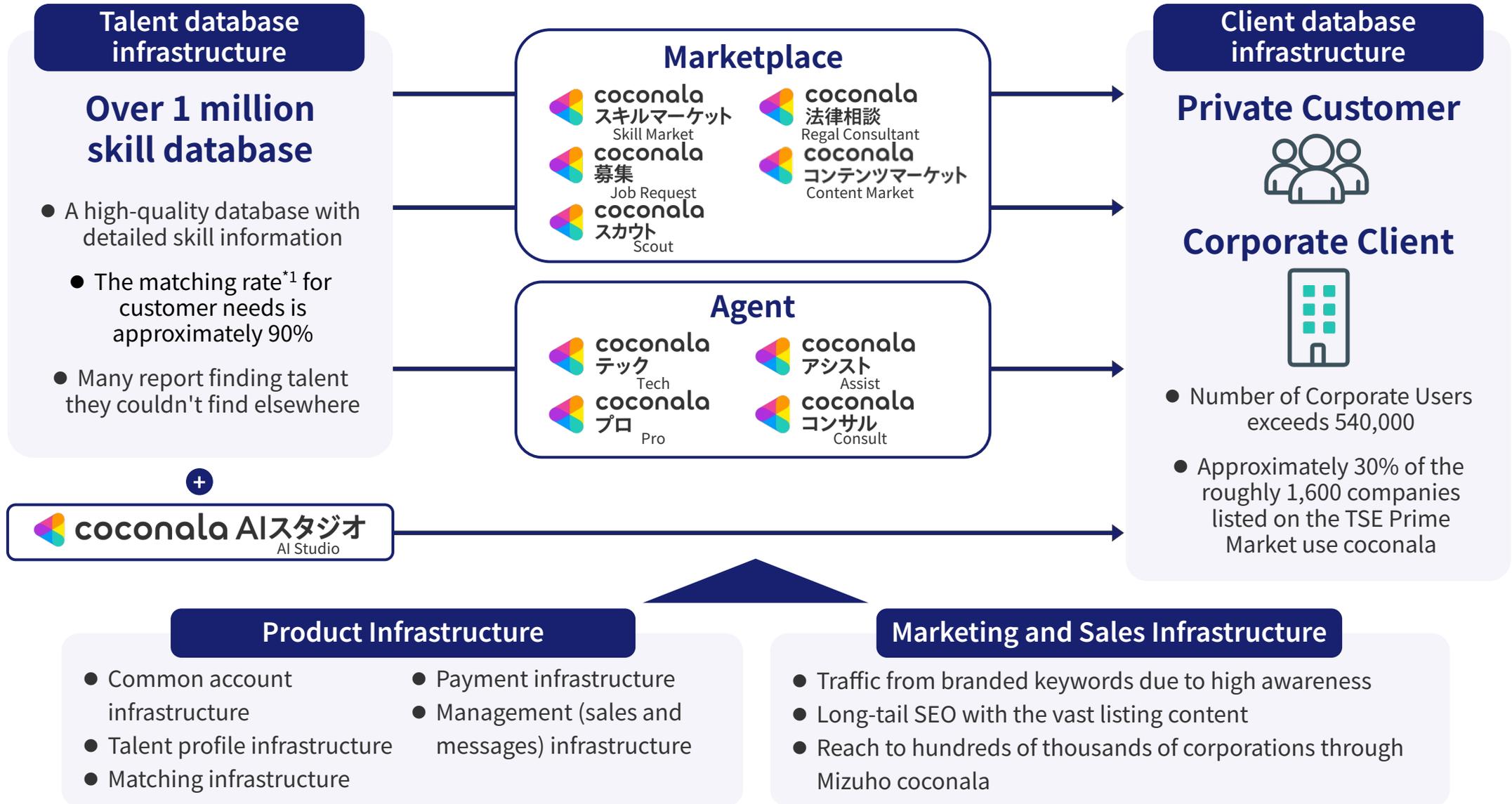


- Common account infrastructure
- Talent profile infrastructure
- Matching infrastructure

## Marketing and Sales Infrastructure



- High awareness rate (general: 50%; business: 75%) driving traffic from branded keywords
- Long-tail SEO with the vast listing content
- Reach extending to Mizuho Bank's 400,000 corporate accounts through Mizuho coconala



\*1: Matching rate: The percentage of cases where coconala Inc. was able to introduce talent that met the client's needs in the agent business.

## Company-Wide Summary

### **The groundwork for new businesses is complete. Now entering the profit generation phase**

- Sales of 2,345 million yen, gross profit of 1,557 million yen, and EBITDA (non-GAAP) <sup>\*1</sup> of 184 million yen
- Full-year earnings forecast revised upward as business launch progress exceeds expectations
- A medium-term management plan is scheduled to be announced at the next full-year financial results presentation

## Marketplace<sup>\*2</sup>

### **Sales reached a record high (YoY +14.4%). Segment profit<sup>\*3</sup> also exceeded 400 million yen, demonstrating a highly profitable structure**

- The number of Skill Registrants has surpassed 1.15 million. Japan's leading talent database continues to expand

## Agent

### **With PMI largely complete, coconala Tech has bottomed out. coconala Assist continues to grow**

- For coconala Tech, productivity per employee has significantly improved, and the top-line has bottomed out
- Hired core talent for the business to strengthen the management structure of the Agent business

## Topics

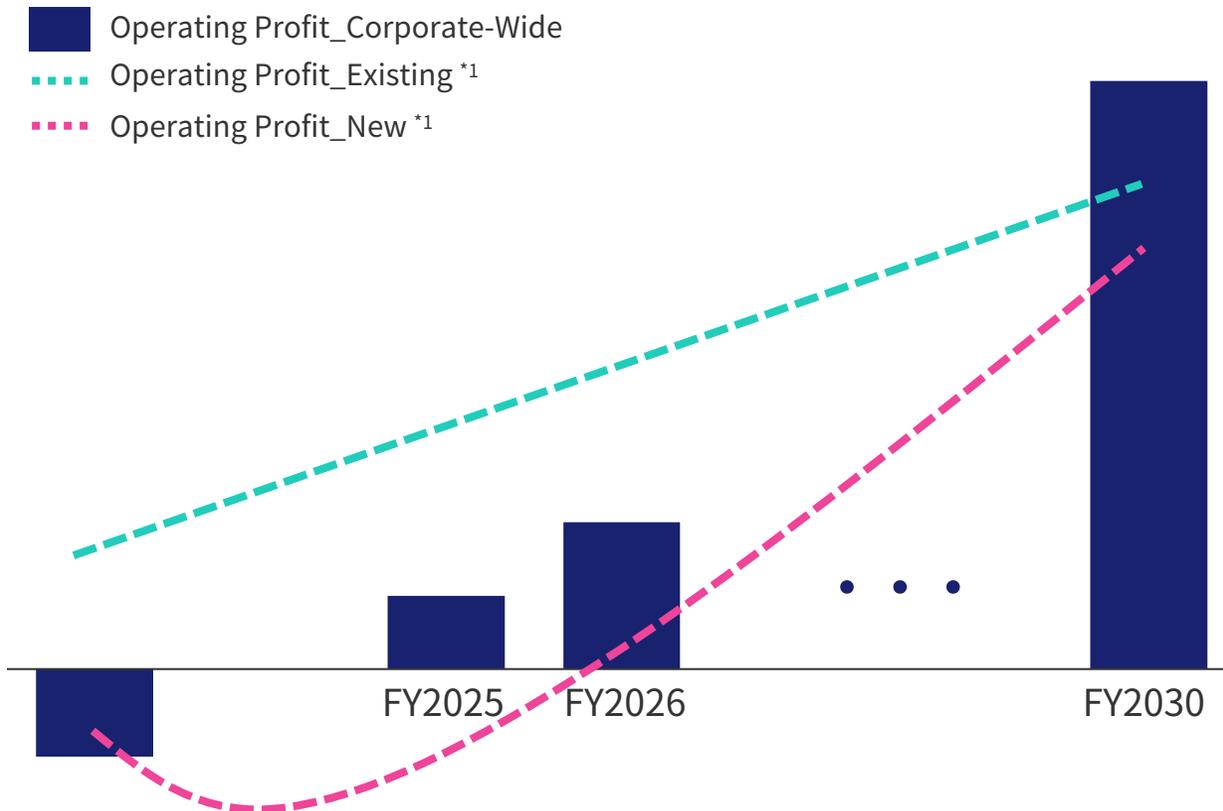
### **Released a major new product, further expanding the value provided to users**

- In June, released 'coconala Content Market,' a new marketplace where articles, images, illustrations, etc., can be easily bought and sold

<sup>\*1</sup>: EBITDA (non-GAAP) = operating profit + depreciation + amortization of goodwill + share-based payment expenses + expenses of Crest Skill Partners (formerly coconala Skill Partners), a former subsidiary. Referred to as EBITDA hereinafter  
<sup>\*2</sup>: Some results from coconala Job Requests (continuous transactions) were recorded in the Agent segment, but from Q3 FY2025.8, they will be changed to the Marketplace segment. Results prior to Q3 FY2025.8 are disclosed with this segment change applied retroactively  
<sup>\*3</sup>: Segment profit = Segment sales - Cost of sales and SG&A (excluding corporate expenses) + Depreciation + Amortization of goodwill

For the past few years, coconala Inc. has been actively investing to launch new businesses, but will shift to a profit generation phase from the next fiscal year. A medium-term management plan is scheduled to be announced at the next full-year financial results presentation

## Medium-Term Growth Image for Operating Profit



### Existing businesses

- coconala Skill Market has already surpassed its break-even point. It is a business with high fixed costs, structured so that most of the increased sales become profit

### New businesses

- coconala Tech has completed its PMI and is now in a phase aiming for top-line growth
- Leveraging the talent database, coconala Assist continues to grow

\*1: Businesses started in or after FY2023.8 are classified as 'New,' while others are 'Existing.'

# 1. Earning Report

- Consolidated Results
- Segment Results - Marketplace
- Segment Results - Agent

# 1. Earning Report

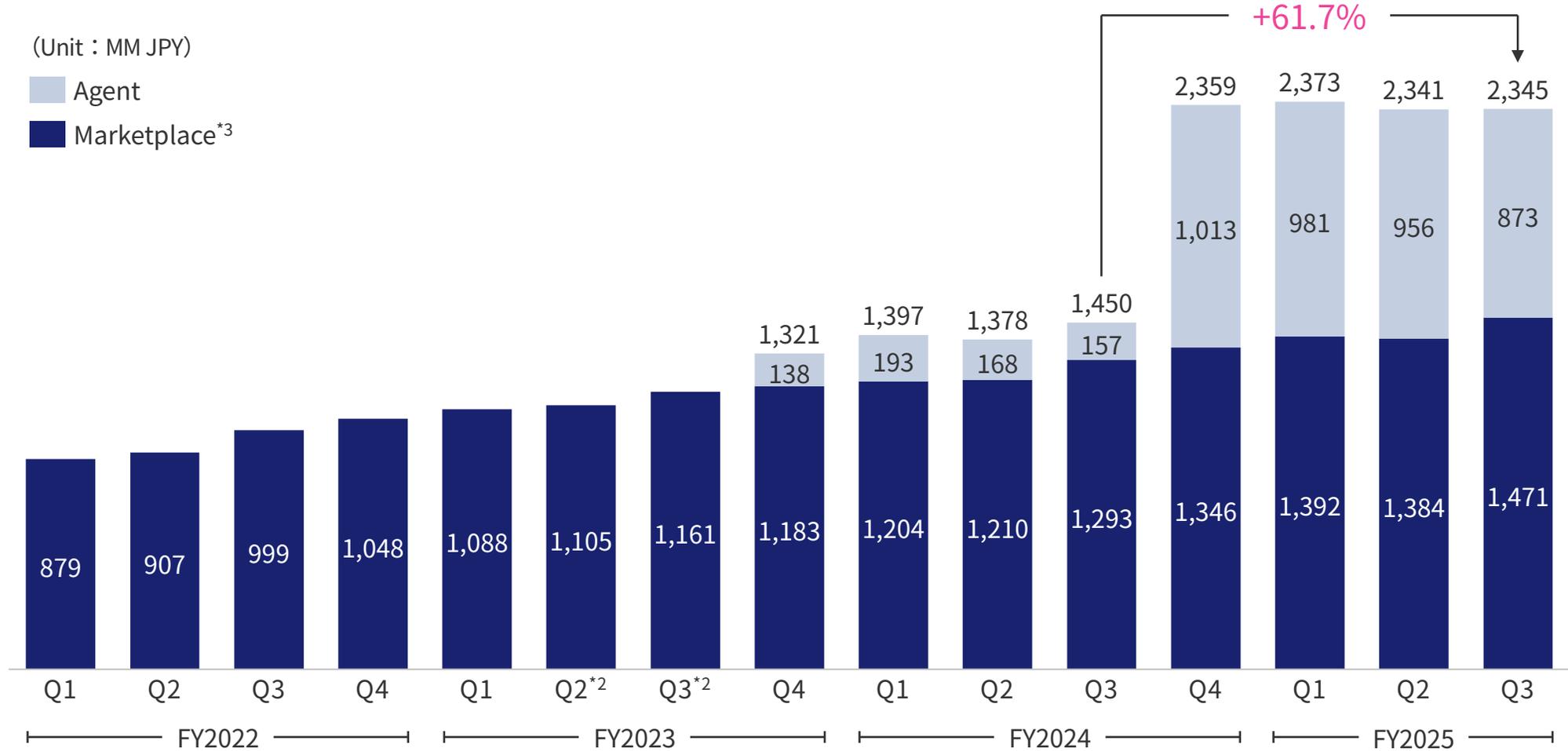
- Consolidated Results
- Segment Results - Marketplace
- Segment Results - Agent

(Unit: MM JPY)	Third Quarter Result			Third Quarter Cumulative		
	FY2024.8 (Mar. – May.)	FY2025.8 (Mar. – May.)	YoY	FY2024.8 (Sep. – May.)	FY2025.8 (Sep. – May.)	YoY
Sales <sup>*1</sup>	1,450	2,345	+61.7%	4,228	7,061	+67.0%
Marketplace <sup>*2</sup>	1,293	1,471	+13.7%	3,710	4,249	+14.5%
Agent	156	873	+458.5%	518	2,811	+442.6%
Gross profit	1,262	1,557	+23.3%	3,624	4,567	+26.0%
Marketplace	1,237	1,387	+12.0%	3,550	4,022	+13.3%
Agent	24	169	+594.5%	74	545	+631.5
EBITDA	170	184	+7.95%	474	576	+21.3%
Operating profit	114	90	-20.7%	299	288	-3.7%
Ordinary profit	57	88	+21.5%	214	260	+54.1%
Profit attributable to owners of parent	101	140	+24.8%	240	300	+38.7%

\*1: Consolidated figures include Crest Skill Partners (formerly coconala Skill Partners), a former subsidiary, and therefore do not match the total of Marketplace and Agent segments. In addition, from the third quarter of FY2025.8, some results of coconala Job Requests (continuous transactions) have been changed from the Agent segment to the Marketplace segment. For FY2024.8, this segment change has been applied retroactively.

\*2: From the first quarter of FY2025.8, the Media segment has been integrated into the Marketplace segment. For FY2024.8, the combined performance figures of both segments are presented.

Sales\*<sup>1</sup> grew substantially by 61.7% YoY to 2,345 million yen

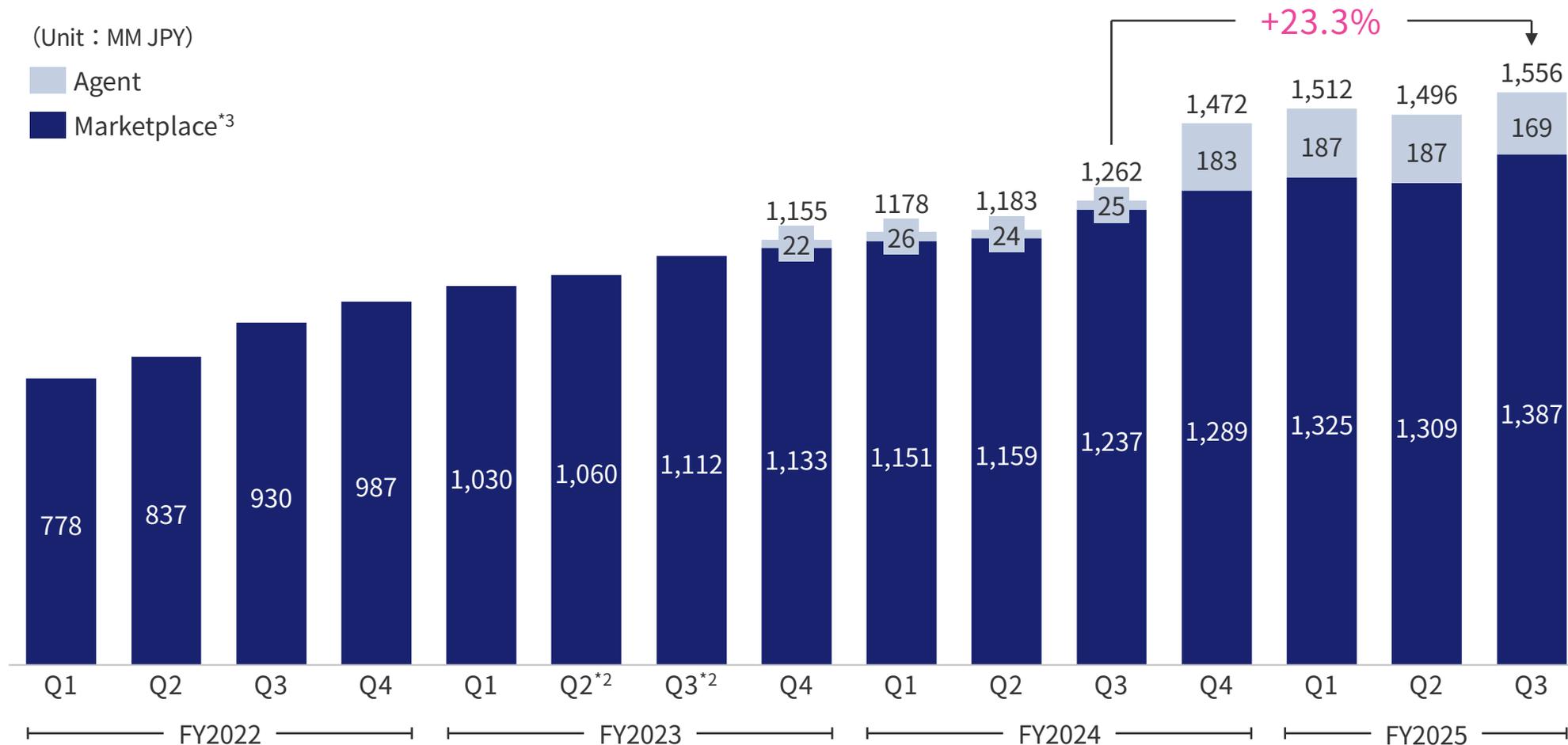


\*1: The figures up to FY2023.8 Q3 show operating revenue. In addition, from the third quarter of FY2025.8, some results of coconala Job Requests (continuous transactions) have been changed from the Agent segment to the Marketplace segment. The results prior to the change have been retroactively applied with this change.

\*2: For FY2023.8 Q2 and Q3, Agent sales are included in Marketplace.

\*3: From FY2025.8, the Media segment has been integrated into the Marketplace segment. For the Marketplace segment before FY2024.8, the figures are the sum of the Marketplace segment and the Media segment.

Gross profit\*<sup>1</sup> grew significantly by 23.3% YoY to 1,556 million yen

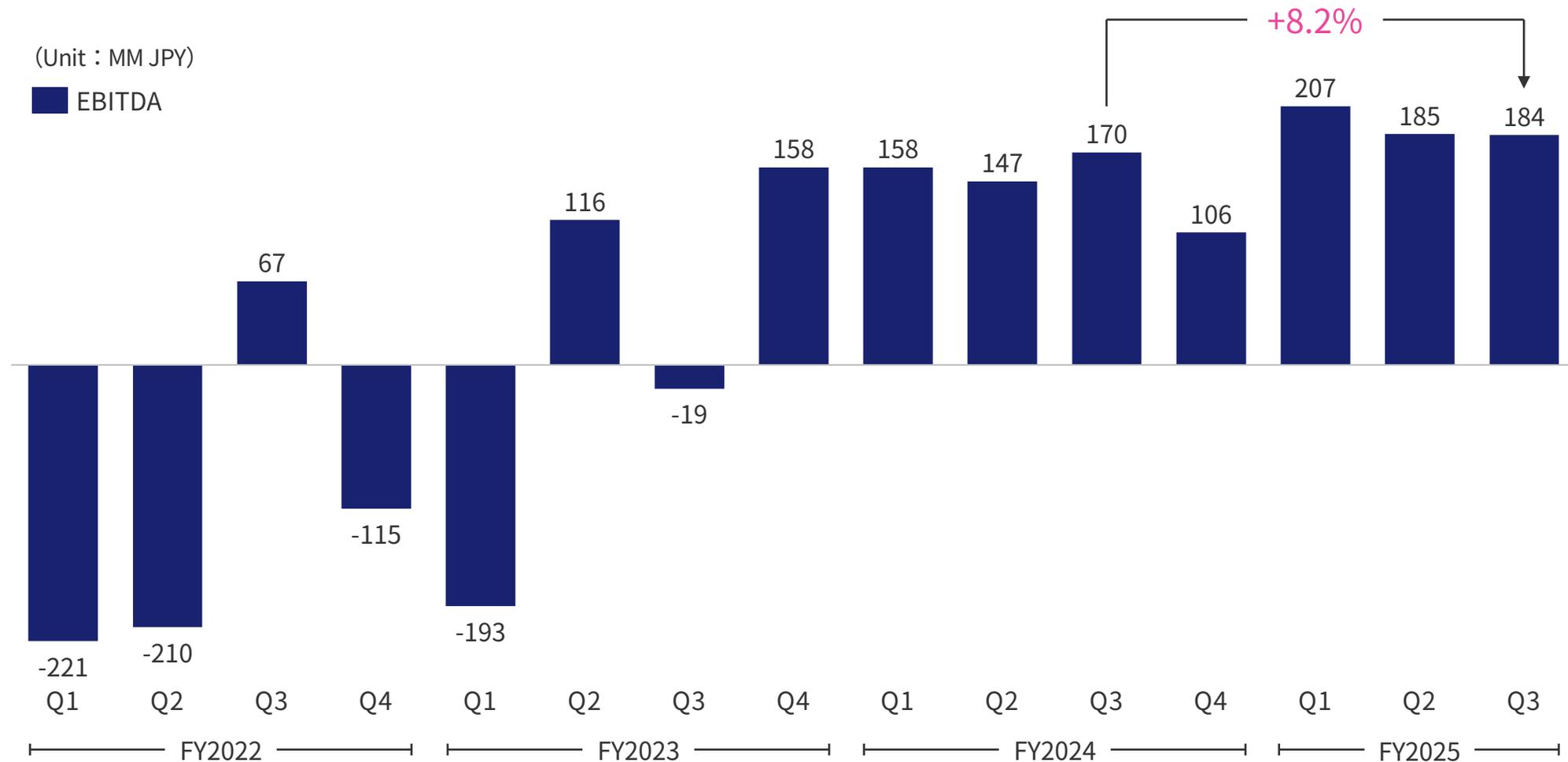


\*1: Gross profit up to FY2023.8 Q3 shows cost of sales applied retroactively. In addition, from the third quarter of FY2025.8, some results of coconala Job Requests (continuous transactions) have been changed from the Agent segment to the Marketplace segment. The results prior to the change have been retroactively applied with this change.

\*2: For FY2023.8 Q2 and Q3, Agent gross profit is included in Marketplace.

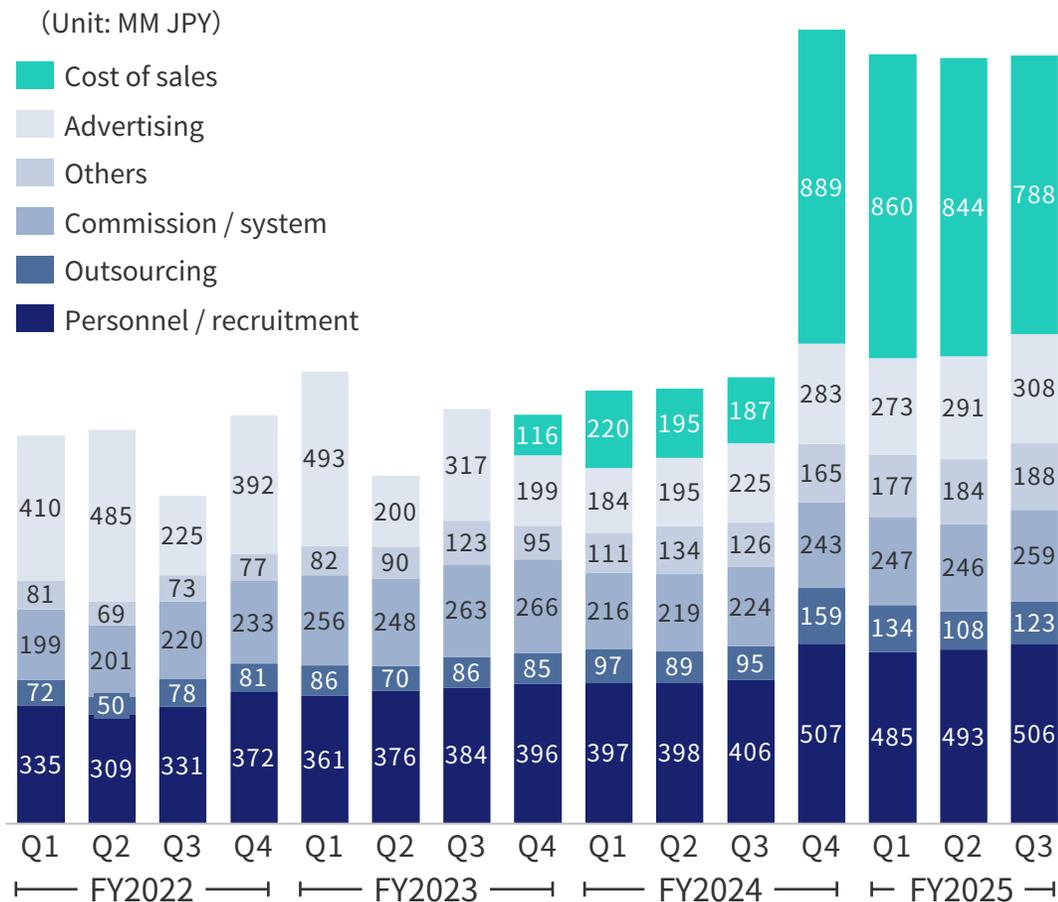
\*3: From FY2025.8, the Media segment has been integrated into the Marketplace segment. For the Marketplace segment before FY2024.8, the figures are the sum of the Marketplace segment and the Media segment.

Although recruitment and personnel expenses increased as a result of proactively hiring core personnel, the company closed with a profit of 184 million yen, up 8.2% YoY

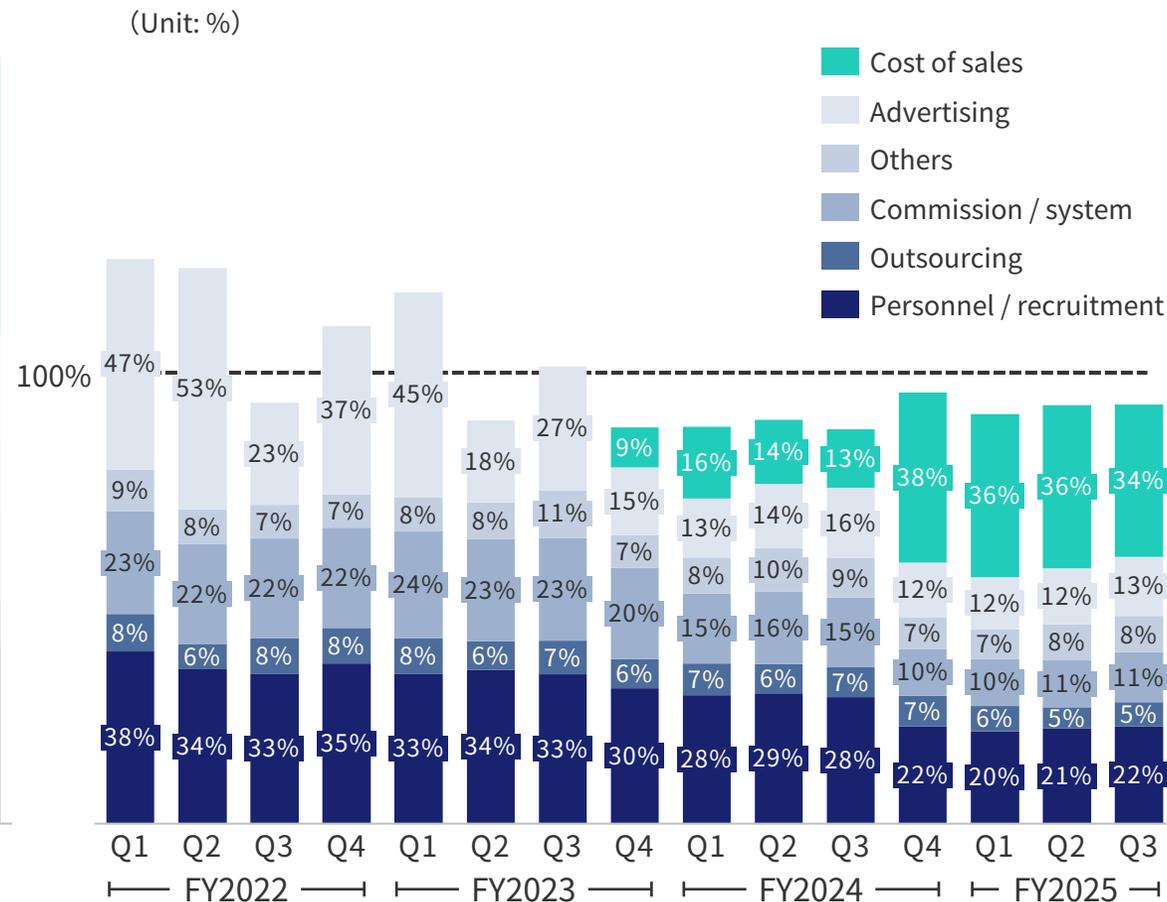


Aiming for sustainable growth by balancing investment in business growth and appropriate cost control

### Cost of sales + Operating expenses\*1



### Relative to Sales



\*1: Excludes share-based payment expenses, expenses of Crest Skill Partners (formerly coconala Skill Partners), depreciation, and goodwill amortization.

# (Reference) Regarding the segment change for coconala Job Requests

Among the transactions generated by coconala Job Requests, "one-time" transactions were recorded in the Marketplace segment, and "long-term" transactions were recorded in the Agent segment. However, since both are business models that match on the Marketplace, we have made a change to also include "long-term" transactions in the Marketplace segment. The results have been disclosed with retroactive application to the third quarter of FY2024.8, when the business started

## Transaction methods for coconala Job Requests

## Segments After Change (From FY2025 Q3)

### One-time



- ✓ Can request a project for a single time
- ✓ Pay for delivered product

Job categories to contract

- Business agency
- Video / Music
- Design
- Illustration
- Consulting
- Web production
- Marketing
- ..., etc.

### Long-term (outsourcing)



- ✓ Can request long-term jobs
- ✓ Pay for time worked

Job categories to contract

- Corporate
- Business development
- Engineers
- Customer support
- Designers
- Marketers
- ..., etc.

### Marketplace Segment

- coconala スキルマーケット Skill Market
- coconala 法律相談 Regal Consultant
- coconala コンテンツマーケット Content Market
- coconala スカウト Scout
- coconala AIスタジオ AI Studio
- coconala 募集 (単発型) Job Request (One-time)
- coconala 募集 (継続型) Job Request (Long-term)

### Agent Segment

- coconala アシスト Assist
- coconala テック Tech
- coconala プロ Pro
- coconala コンサル Consult

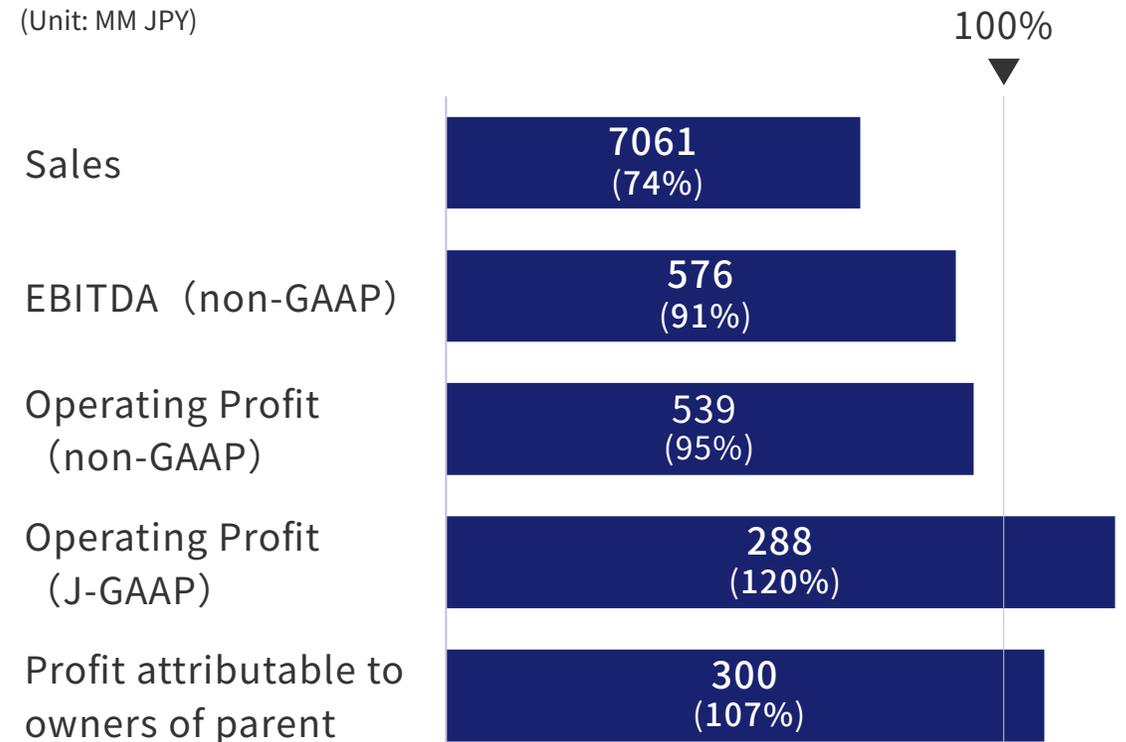
The establishment of the new business structure is progressing at a faster pace than initially anticipated, and the upfront investment for the business launch has been completed. From the next fiscal year onward, the company will enter the recovery phase

## Full-Year Earnings Forecast

(Unit: MM JPY)	FY2024	FY2025	
	Result	Forecast (Initial)	Forecast (Revised)
Sales	6,588	9,500	9,500
EBITDA (non-GAAP)	583	590	630
Operating profit (non-GAAP) <sup>*1</sup>	546	550	570
Operating profit (J-GAAP)	304	160	240
Profit attributable to owners of parent	243	130	280

## Progress for FY2025

(Unit: MM JPY)



\*1: Operating profit (non-GAAP) = operating profit + goodwill amortization + share-based payment expenses + expenses of Crest Skill Partners (formerly coconala Skill Partners).

Keisuke Furuta, former President and Representative Director of Renaissance Inc., has been appointed as the Head of the Corporate Strategy Office, responsible for the IR and M&A departments. He will be in charge of strengthening IR and promoting strategic M&A



VP of Finance

Keisuke Furuta

At Sumitomo Mitsui Banking Corporation and SMBC Nikko Securities, he was engaged in analyzing financial and business strategies for mid-cap companies, providing support for policies, and consulting services. In 2024, he became the President and Representative Director of Renaissance Inc., which was listed on the TSE Growth Market, and contributed to enhancing corporate value by strengthening IR. During his tenure as President, he led the company's market capitalization from 3.5 billion yen to nearly 30 billion yen. He joined coconala Inc. in July 2025 to strengthen IR and promote M&A

## Future IR Initiatives

### Strengthening Information Disclosure

- Communicate coconala Inc.'s business strategy and potential more clearly
- Proactive information disclosure through timely releases

### Strengthening Shareholder Measures

- Strengthening communication with investors
- Consideration and promotion of shareholder return measures

### Enhancing Corporate Value

- Creating a mechanism for enhancing corporate value for all stakeholders
- Promoting M&A

coconala Inc. approached Mr. Satoshi Shinmyo, a former director of the company, to purchase the common shares he holds. Upon his acceptance, the company executed a share buyback through an off-auction own share repurchase trading system (ToSTNeT-3). The company plans to continue actively considering measures that contribute to shareholder returns

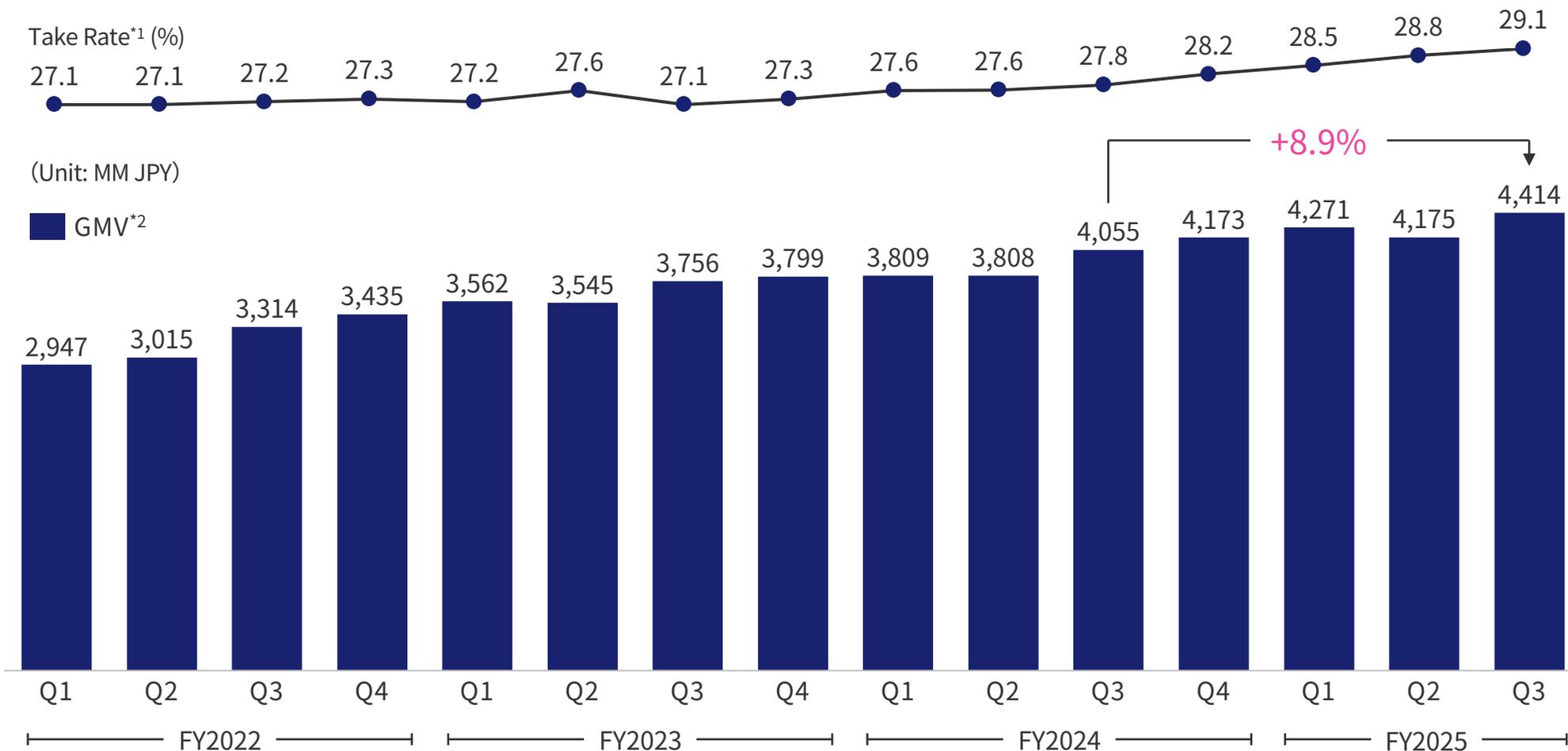
### Overview of Share Repurchase

Class of shares to be acquired	Company's common shares
Total number of shares acquired	1,026,100 shares ※Approximately 4.41% of the Total Outstanding Shares (Excluding Treasury Shares)
Total acquisition price of shares	385,813,600 yen
Acquisition date	June 10, 2025
Acquisition method	Purchase through the off-auction own share repurchase trading system (ToSTNeT-3) of the Tokyo Stock Exchange

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GMV continued to grow, up 8.9% YoY. The take rate remained at 29.1%. For details on the recent increase in the take rate, please refer to the supplementary information on slide P22



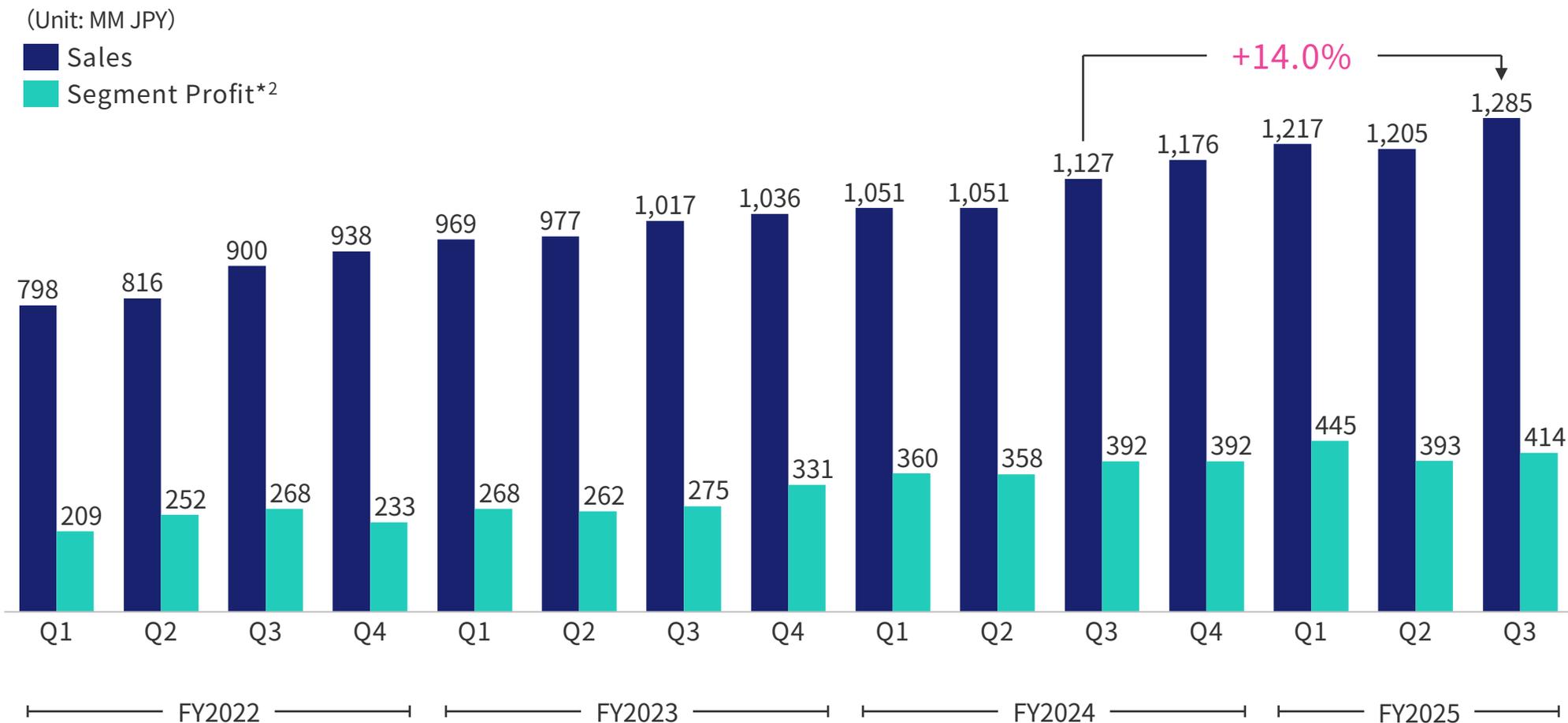
\*1: Including coconala Blog

\*2: Take rate = operating revenue ÷ GMV

The take rate for coconala Skill Market is 25% for regular transactions and approximately 50% for phone consultations. The take rate increased in Q3 due to higher usage of phone services. Furthermore, the revision of the take rate for the video chat service implemented in April 2025 also contributed to the increase. The take rate is expected to continue to rise with the planned release of optional services for sellers

	Previous take rate (excl. tax)				New take rate (excl. tax)			
	Seller	Buyer	Total		Seller	Buyer	Total	
Regular transactions	20 %	5 %	25 %	New	Regular transactions	20 %	5 %	25 %
					Video chat	25 %	5 %	30 %
Phone consultations	Approx. 50 %	0 %	Approx. 50 %		Phone consultations	Approx. 50 %	0 %	Approx. 50 %

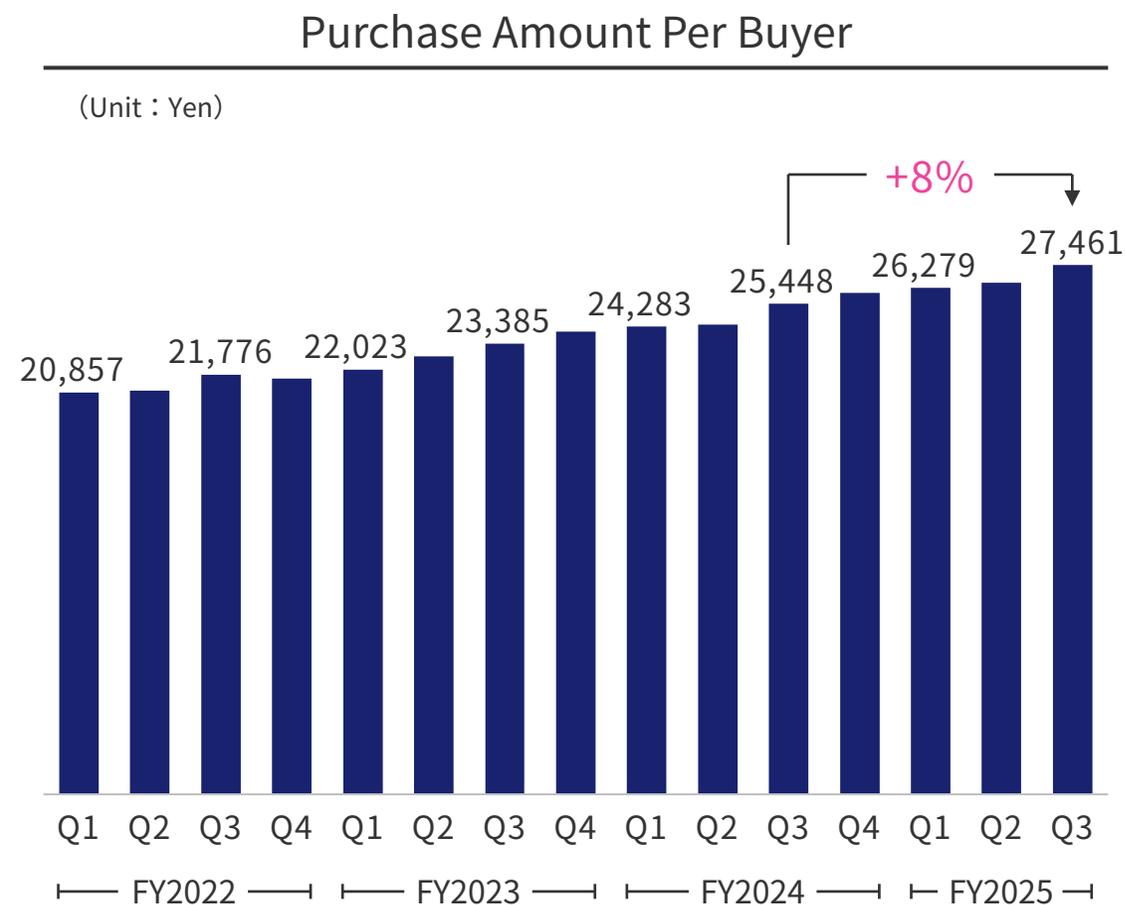
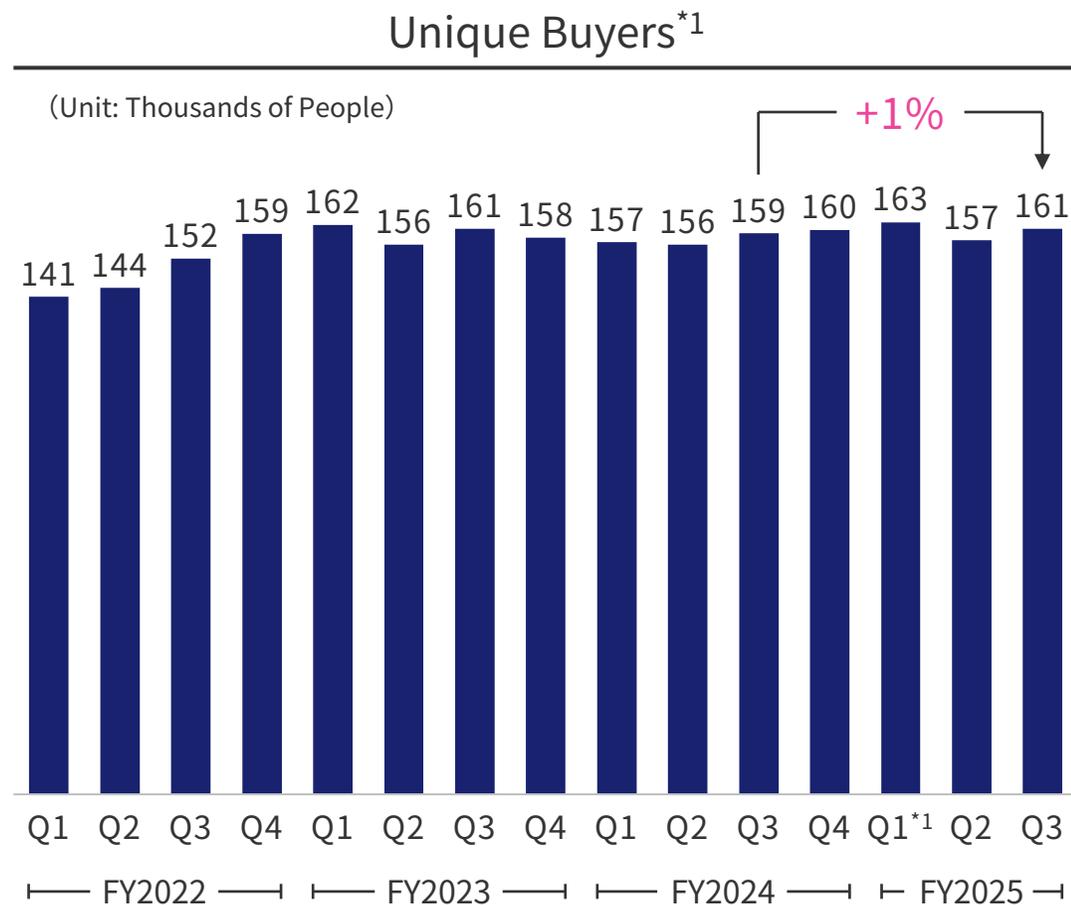
Sales\*<sup>1</sup> grew by 14.0% YoY. While recruitment and personnel expenses increased as hiring progressed, the segment profit margin remained high at 30%



\*1: Figures for revenue represent operating revenue for periods up to Q3 of the fiscal year ending August 2023

\*2: Segment profit is calculated as segment revenue minus cost of sales and selling, general, and administrative expenses (excluding corporate expenses), plus depreciation and goodwill amortization

The number of unique buyers increased by 1% YoY, and the average purchase amount per buyer also grew by 8% YoY, showing steady growth

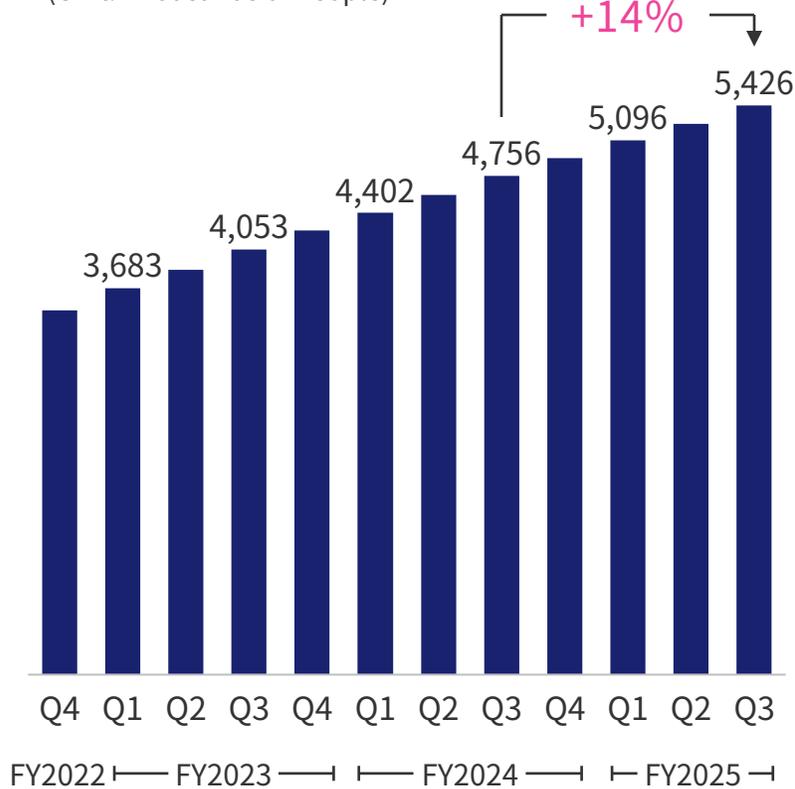


\*1: In the first quarter of 2024, temporary large transactions by some sellers led to discrepancies in the data. Therefore, these impacts have been excluded

The number of registered users has exceeded 5 million. As a result of implementing features such as the automatic entry of resumes using AI, the number of skill registrants increased significantly by 32% YoY

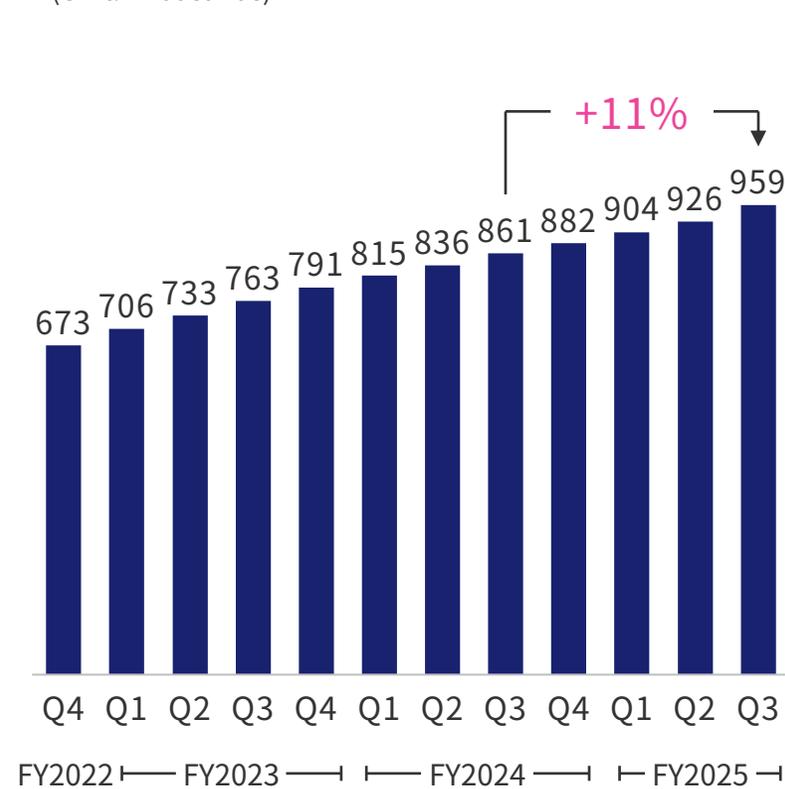
Registered Users

(Unit: Thousands of People)



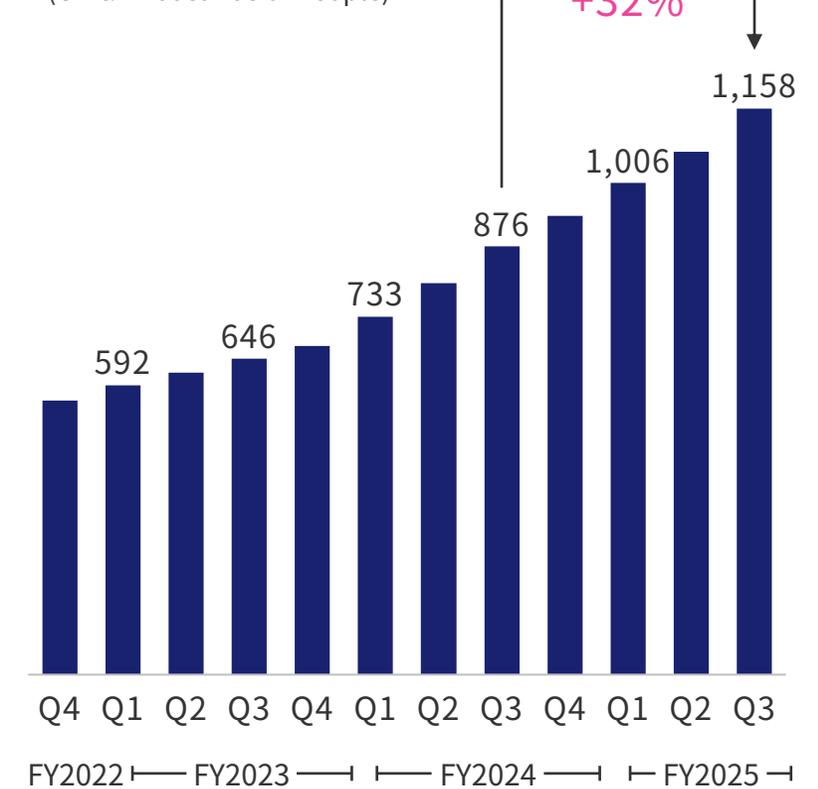
Number of Service Listings

(Unit: Thousands)



Number of Skill Registrants

(Unit: Thousands of People)



In June, coconala Inc. released 'coconala Content Market,' a new marketplace where know-how and works created from individual skills, such as articles, images, and illustrations, can be easily bought and sold. It is expected to contribute to GMV while expanding the value provided

## coconala コンテンツマーケット

Content Market

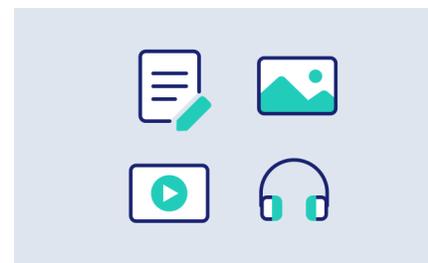


### Features of coconala Content Market



#### POINT 1

Services can be purchased with a single click, and transactions can be completed without any interaction



#### POINT 2

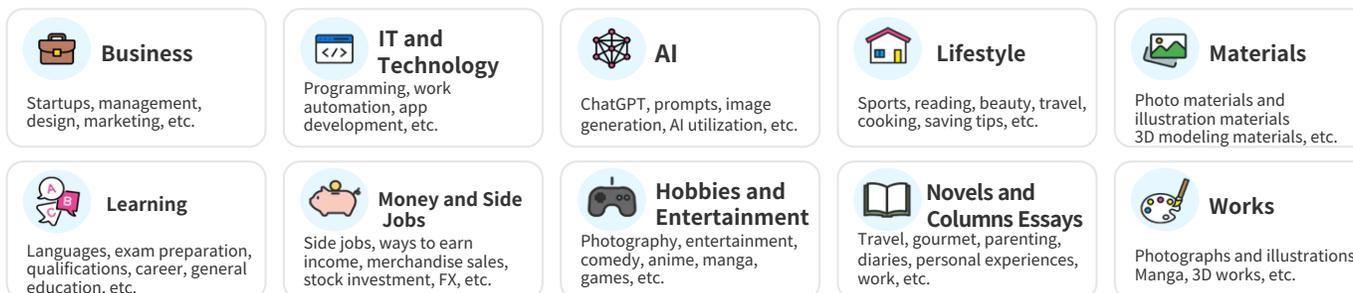
Aggregates all types of content, including articles, images, illustrations, videos, and audio



#### POINT 3

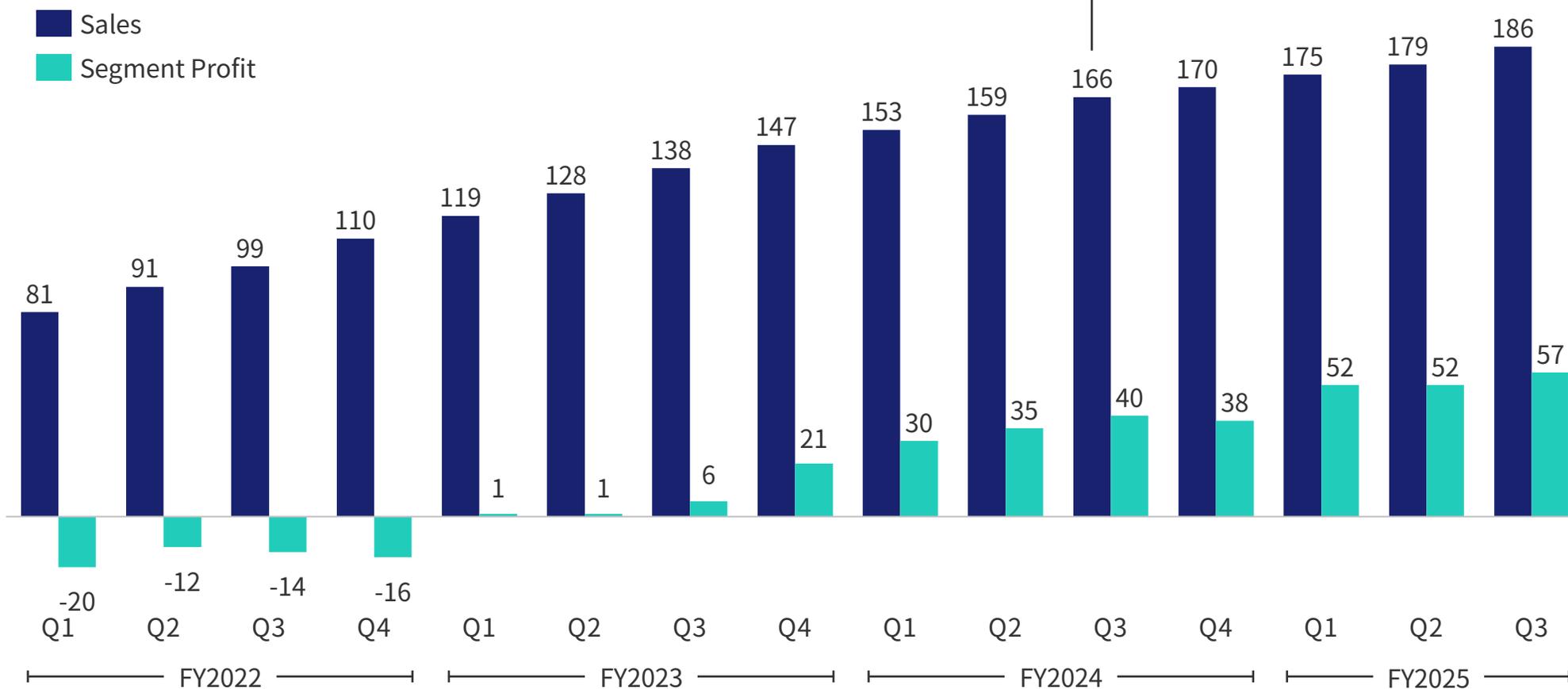
Introduces certain screening criteria and the review/evaluation functions of the Skill Market. A highly reliable purchasing experience

### Over 100 categories available for sale!



Progressing smoothly, with sales growing by 12.2% YoY

(Unit: MM JPY)

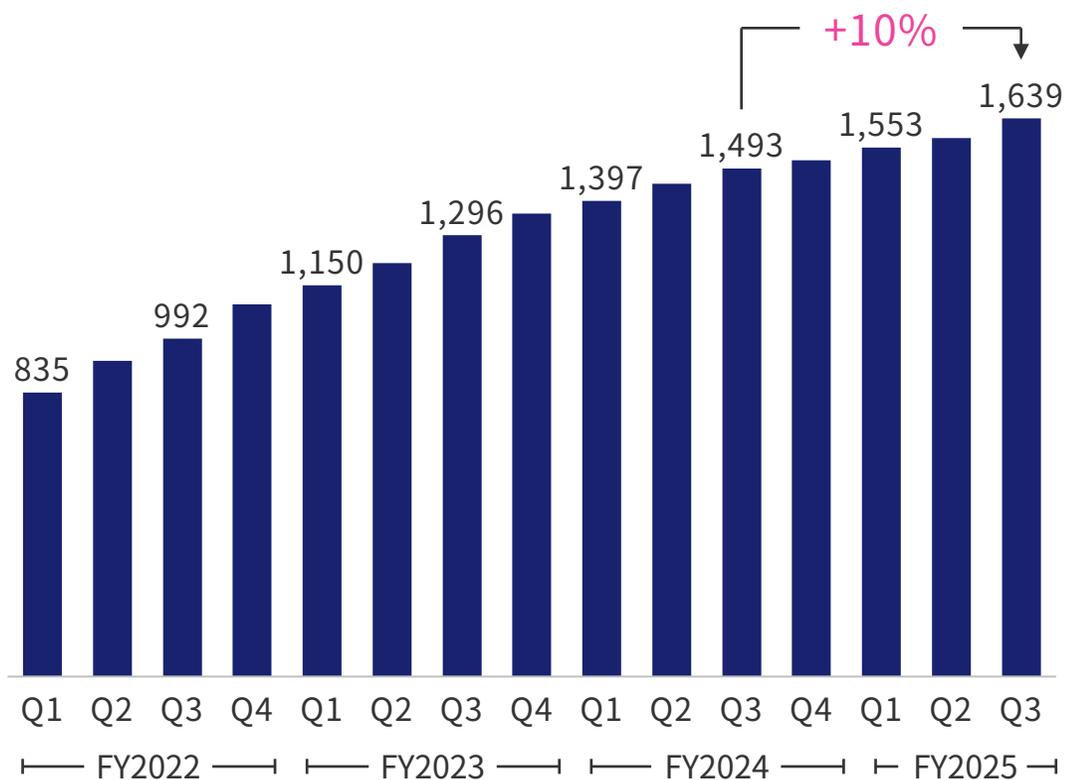


\*1: Consistent with the performance of the Media Segment disclosed up to the fiscal year ending August 2024

The number of paid registered lawyers grew by 10% YoY, and ARPU\*<sup>1</sup> also improved by 3% YoY

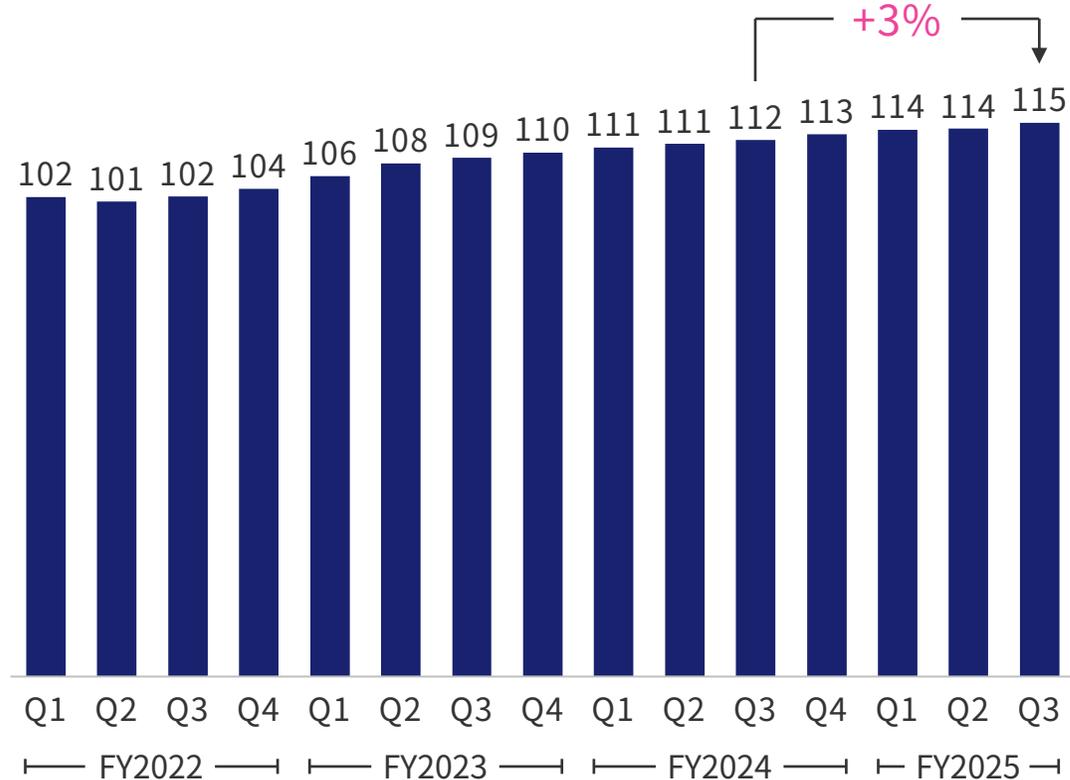
### Number of paid registered lawyers

(Unit: People)



### ARPU

(Unit: MM JPY)

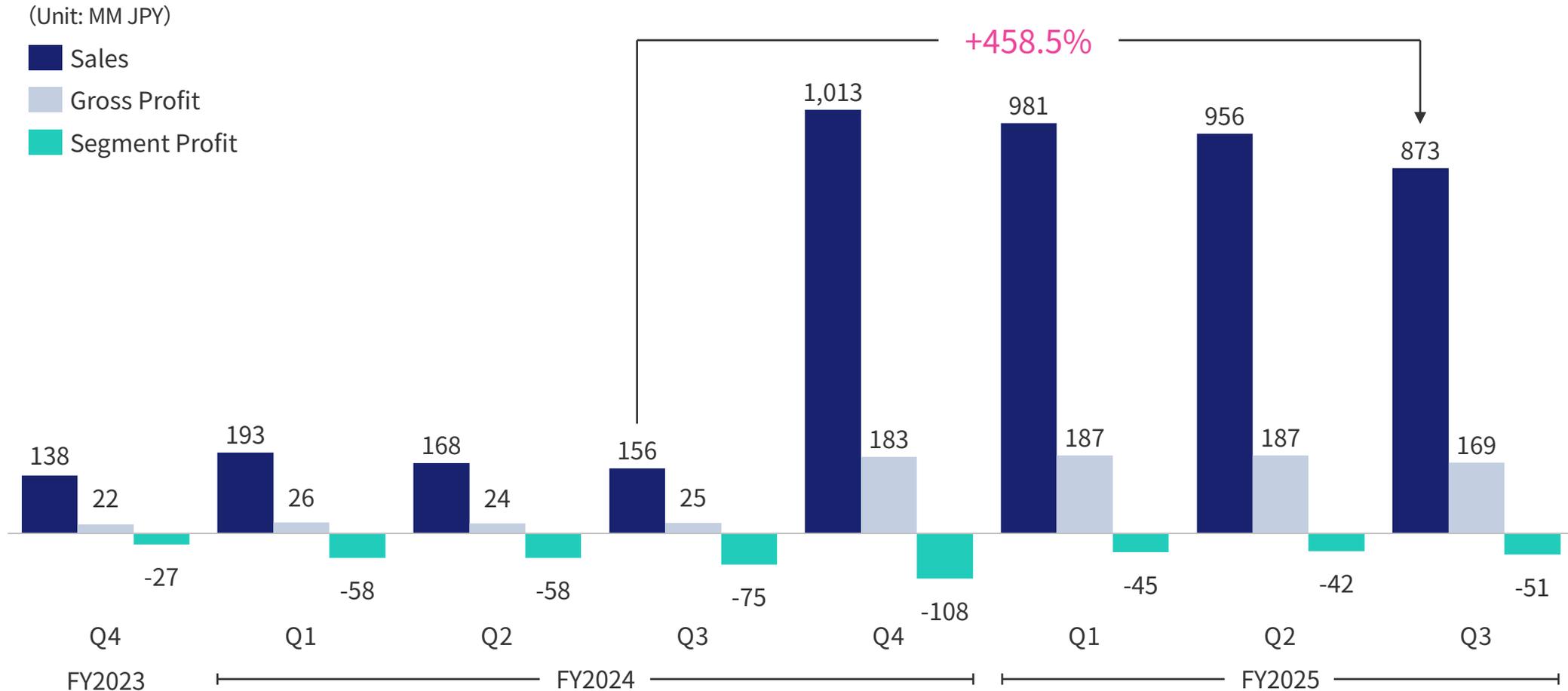


\*1: ARPU: Average Revenue Per User

# 1. Earning Report

- Consolidated Results
- Segment Results - Marketplace
- Segment Results - Agent

While coconala Assist continues to grow, coconala Tech, which accounts for the majority of sales, has seen a decline in revenue due to rationalization from PMI. However, sales are expected to increase from Q4 onwards, with Q3 as the bottom

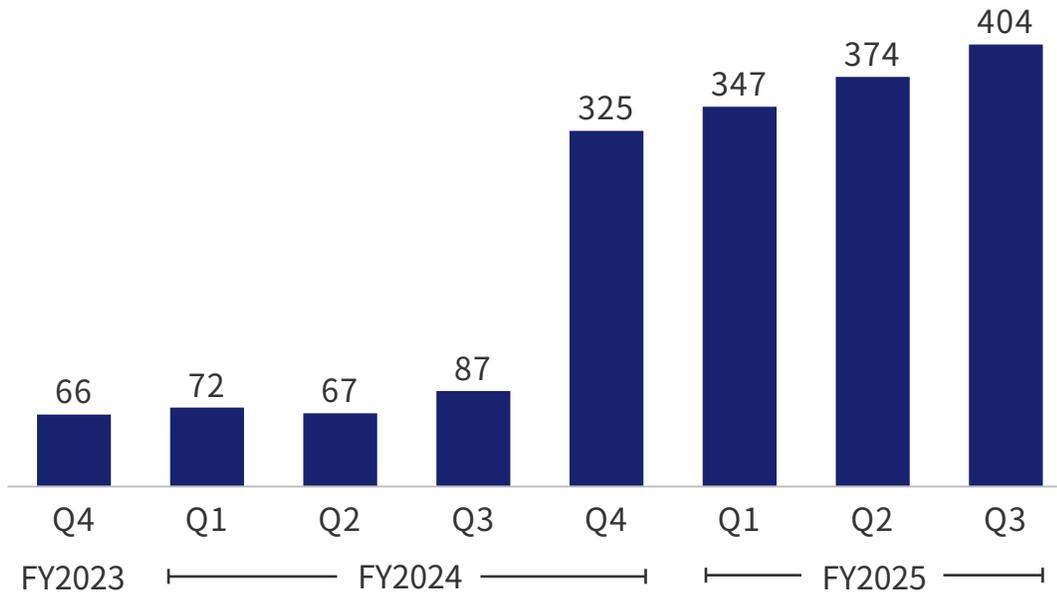


\*1: Segment disclosure began in Q4 of the fiscal year ending August 2023. The performance of the Agent segment includes the results of coconala Tech, coconala Assist, coconala Pro, and coconala Consulting.

The number of clients and active workers increased due to the group integration of coconala Tech and the rapid growth of coconala Assist

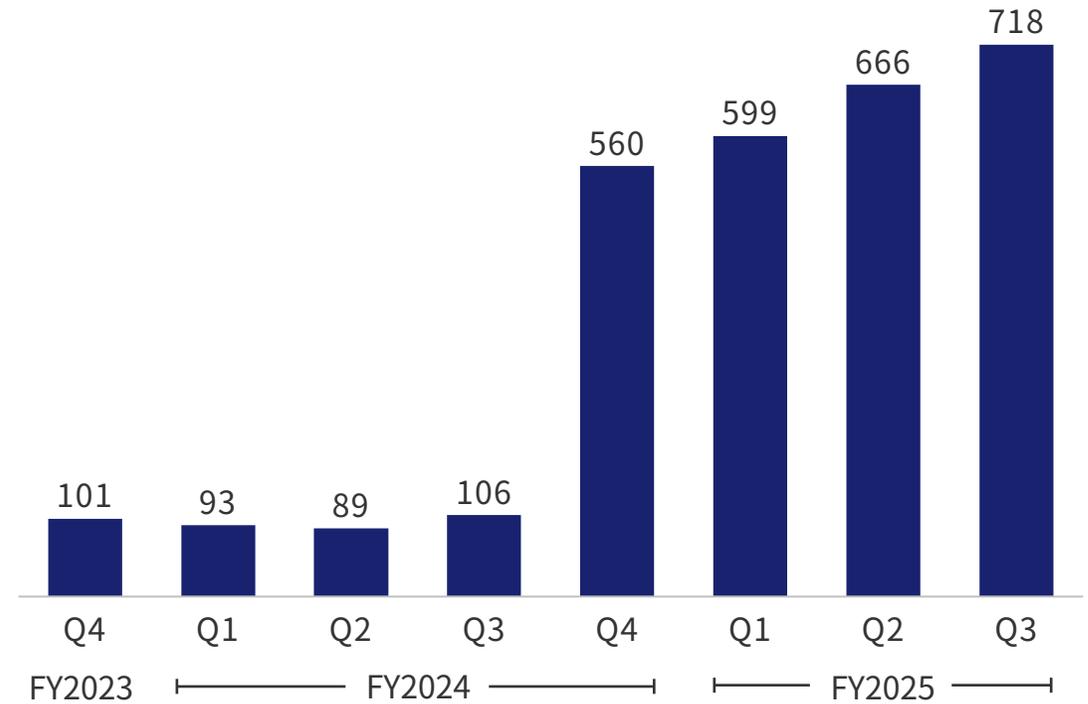
### Agent: Clients<sup>\*1</sup>

(Unit: Companies)



### Agent: Active Workers<sup>\*2</sup>

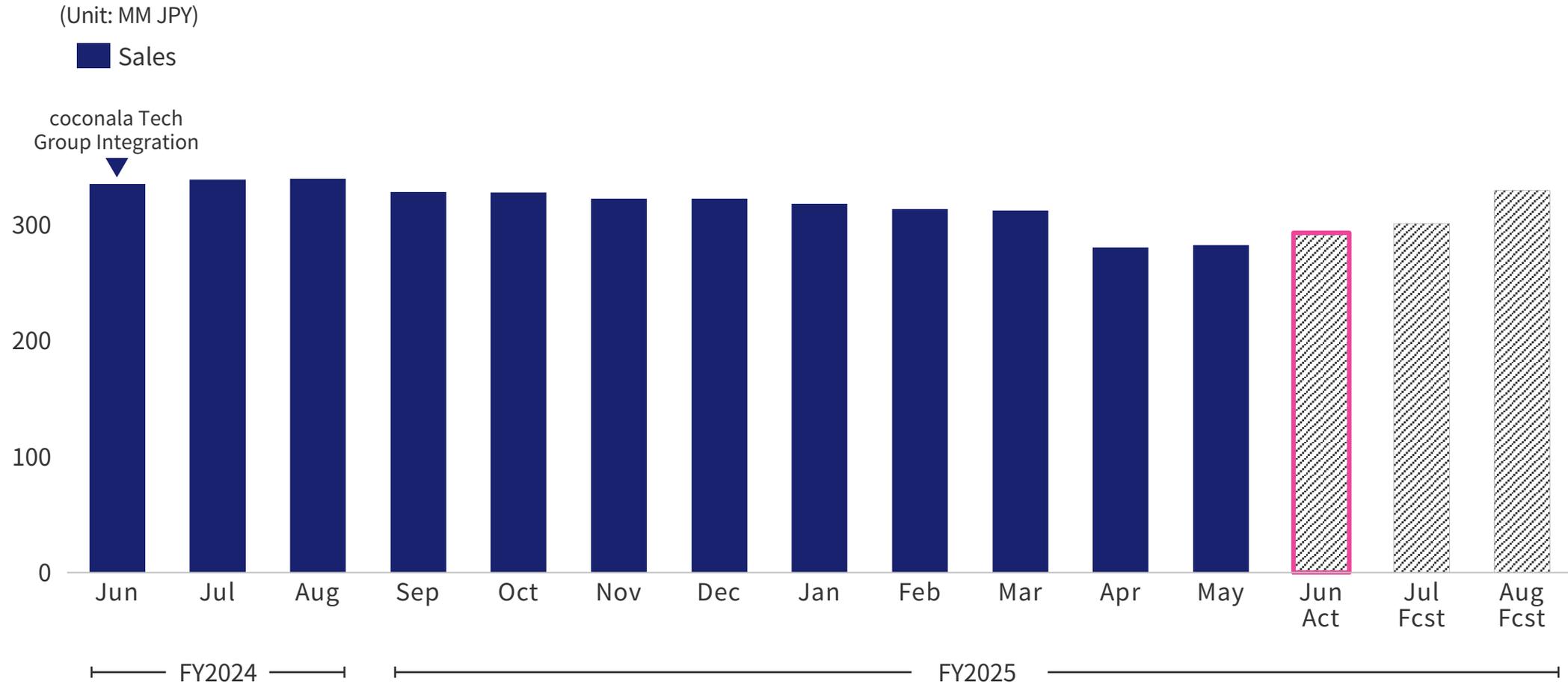
(Unit: People)



\*1: The total number of contracted companies in each agent business as of the end of each quarter. Aggregated using the same definition as before the segment change for long-term engagement in coconala Job Requests.

\*2: The total number of active workers in each agent business as of the end of each quarter. Aggregated using the same definition as before the segment change for long-term engagement in coconala Job Requests.

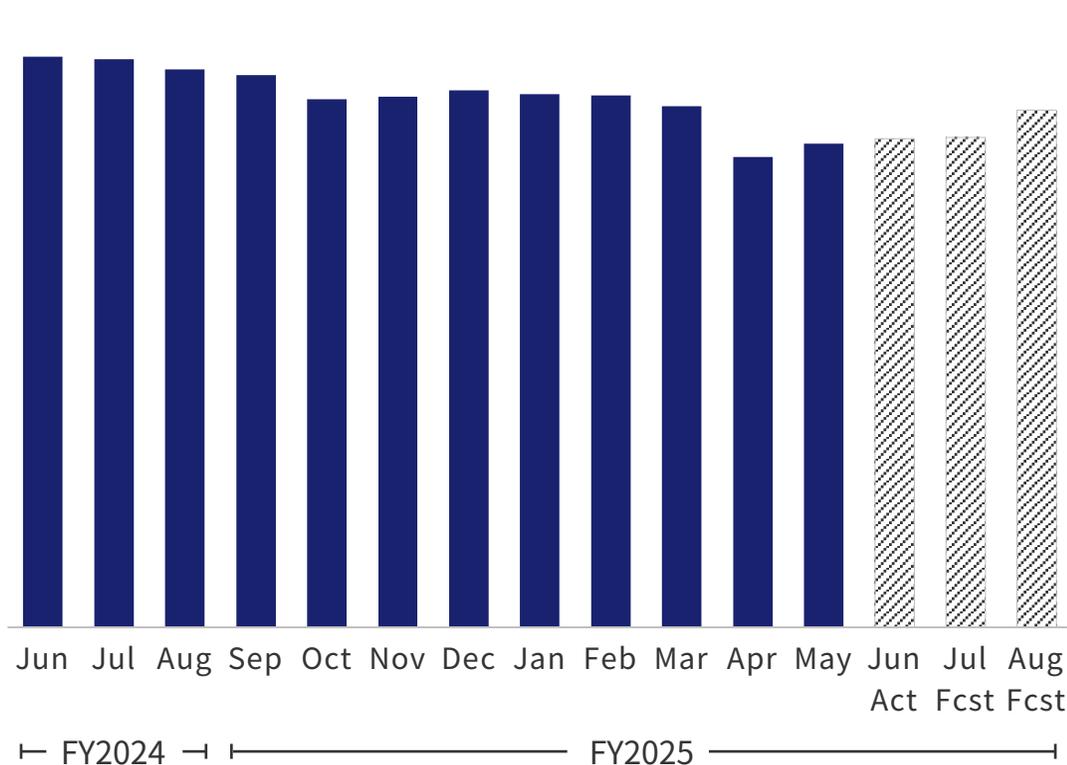
As a result of PMI focused on management efficiency at coconala Tech, the top line was on a downward trend, but has recently reversed, and sales are expected to recover to the level at the time of group integration (June 2024) by the end of August



As a result of promoting PMI with an emphasis on profitability, productivity per employee has improved. Recently, the monthly number of active workers has also increased while maintaining productivity. In the future, coconala Inc. aims to achieve both top-line growth and profitability with a future target of 1,000 monthly active workers

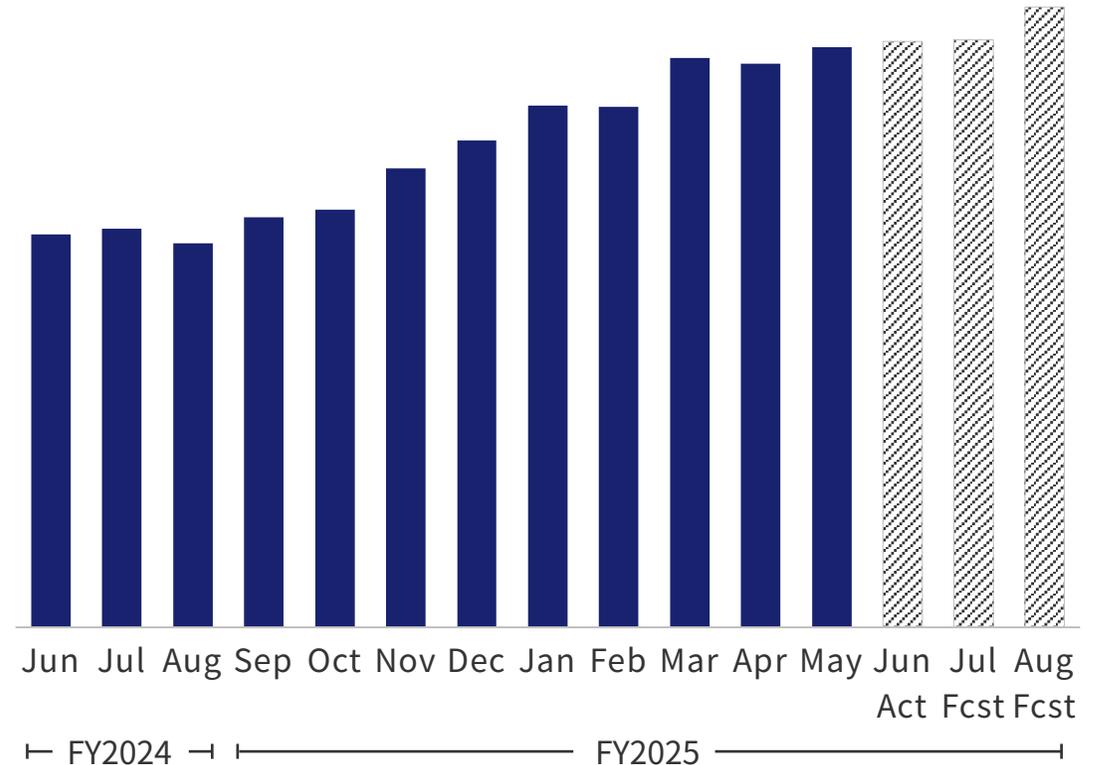
### coconala Tech: Monthly Active Workers Trend

(Unit: People)



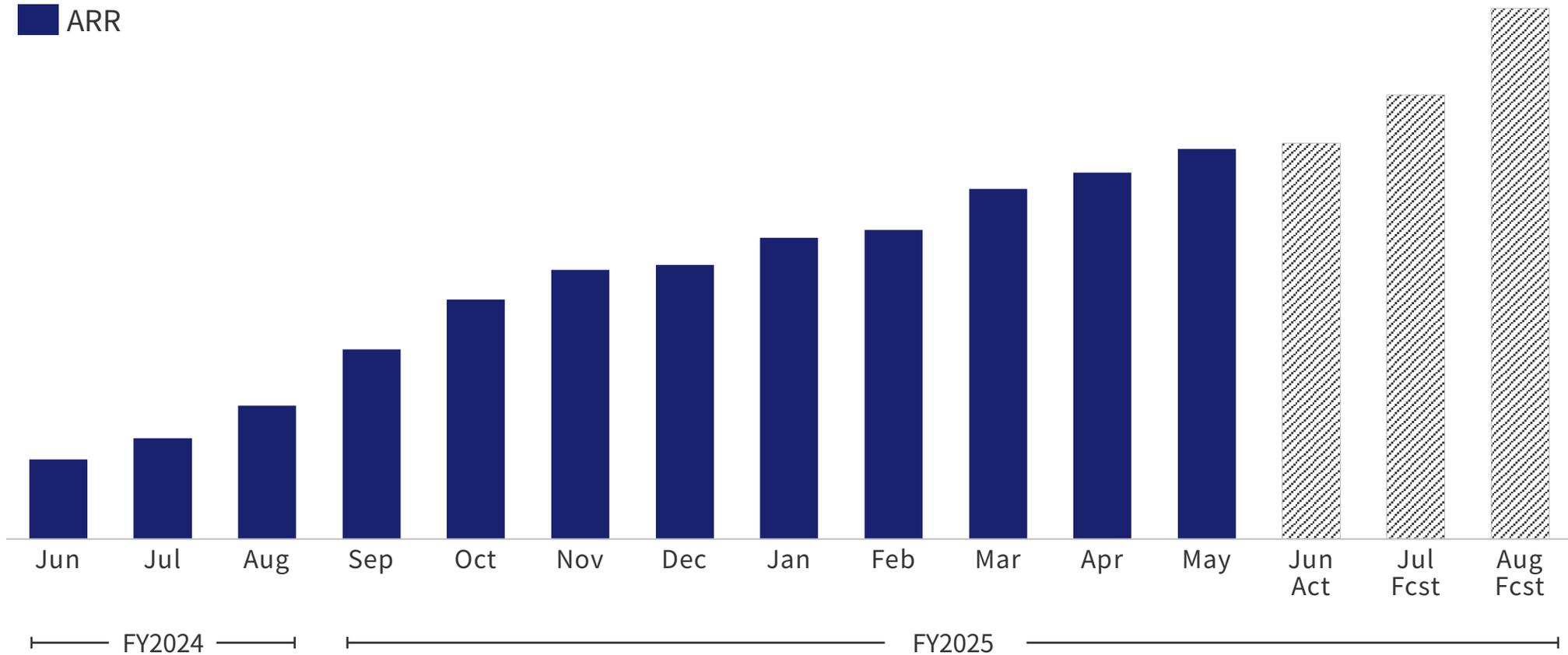
### coconala Tech: Monthly Productivity per Employee<sup>\*1</sup>

(Unit: People (Active Workers) / People (Employees))



\*1: Calculated with the number of active workers as the numerator and the number of coconala Tech Inc. employees (excluding new graduates) as the denominator.

coconala Assist has been steadily increasing its sales since its release in 2024. In the future, coconala Inc. will strengthen its sales structure to achieve more dramatic sales growth



To launch new businesses, including the Agent business, and further enhance corporate value, coconala Inc. is promoting the recruitment of professional talent. Two individuals with outstanding knowledge and achievements have joined coconala Inc



Head of Coconala Tech

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Atsushi Okabe

Completed his graduate studies at Tokyo Medical and Dental University.

In the DX domain, he has experienced three IPOs as CSO/BEO through RPA and AI. In the business development domain, he has launched DMM Online Clinic from scratch and promoted the management of medical institutions, pharmaceutical companies, and medical ventures.

Joined coconala Inc. in June 2025, and has been a Director and COO of coconala Tech Inc. since July 2025.



Head of Coconala Assist

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Shinnosuke Hara

Graduated from the Faculty of Policy Management at Keio University.

Joined S-Pool, Inc. as a new graduate, where he developed four new businesses in the areas of recruitment support, regional revitalization, and business succession, and served as the youngest executive officer and the youngest president of a subsidiary.

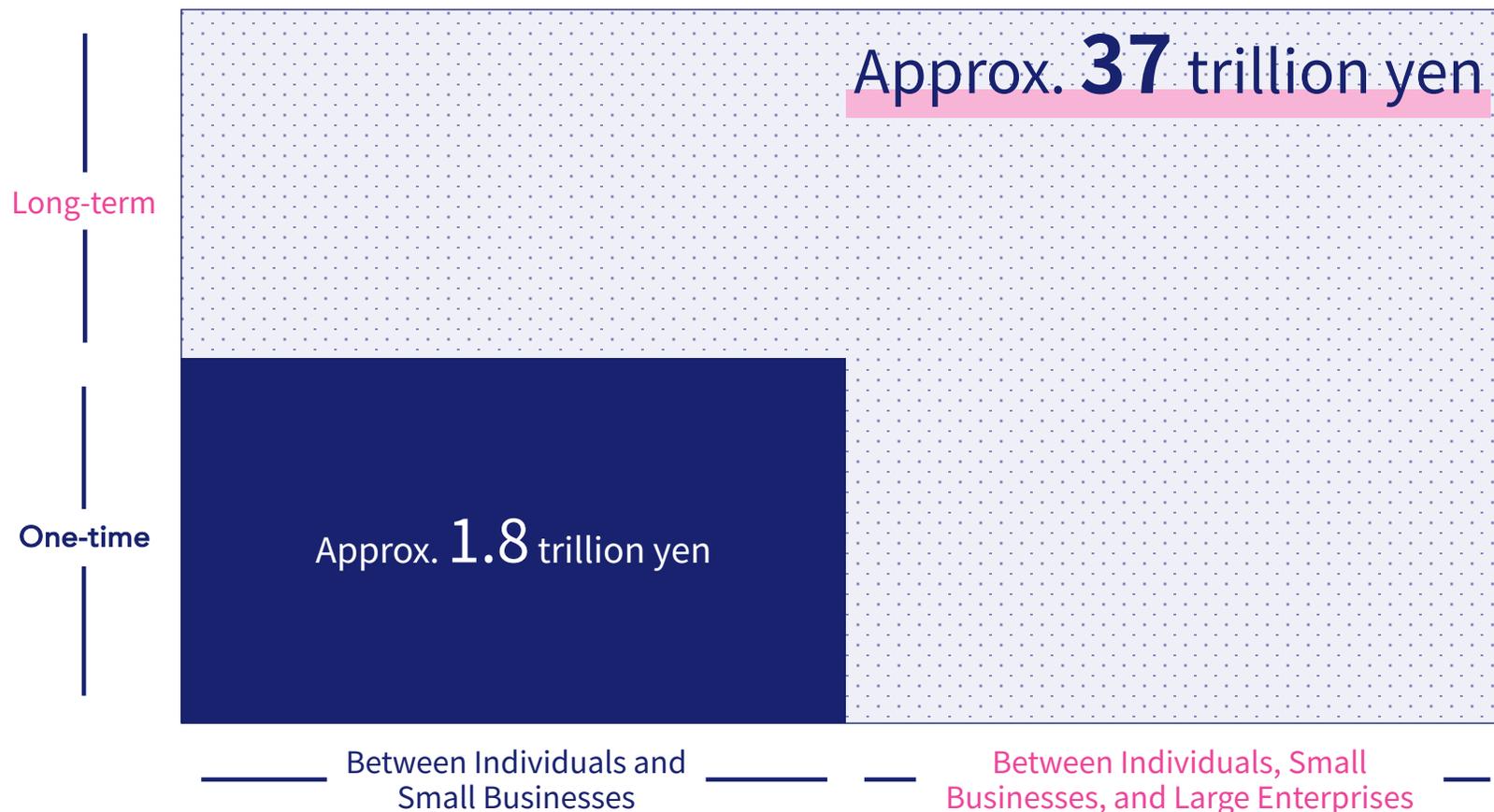
After experiencing entrepreneurship, he joined coconala Inc.



## **2. Growth Policies**

In addition to the single-service areas we have targeted thus far, we aim to accelerate growth by expanding our marketplace product lineup through the utilization of our existing database and product assets, thereby adding the area of ongoing services as a target

## ■ Size of Market for Online Matching Between Individuals and Businesses\*1



\*1: The total revenue for industries classified as capable of providing services through online matching, calculated from the Economic Census. This was commissioned by us to the Japan Research Institute, which prepared the market size for online matching services in August 2024.

## Business Policies

## Progress in Q3 2025

### Corporate-Wide

- Make databases (talent and clients) enriched and common to serve as the source of competitiveness
- Make business lineup additions to meet needs for matching skills, knowledge, and experience
- Make use of horizontal business expansion for integrated sales and marketing and network effects that would lead to overwhelming growth

- Continuing to promote the development of a common platform to facilitate company-wide use of talent and client databases
- Currently strengthening the organization to enable cross-functional sales activities

### Marketplace

- Enrich product lineup through compound strategy by utilizing databases
- Promote matching and lighten user burden by utilizing AI
- Develop functions that would contribute to better retention rate

- Released coconala Scout
- Developed coconala Content Market (released in June)
- Continuously implemented product improvements using generative AI

### Agent

- Create matching by utilizing the talent database
- Improve matching efficiency by utilizing AI
- Maximize gaining efficiency through cross-selling and marketing

- coconala Assist is growing steadily by utilizing the talent database
- coconala Tech's PMI is complete. Aiming for top-line growth while maintaining high productivity

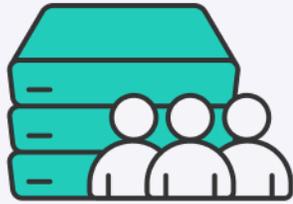
### Business Development

- Select businesses that have the potential of expanding value proposition in the fields consistent with coconala's vision and mission
- Realize vertical startup by utilizing coconala assets or capabilities
- Build the framework for demonstrating mutual synergies as one of the Ecosystem lineup

- Continued development of coconala AI Studio features in response to customer needs
- Considering new SaaS products

Keep generating vertical startup of businesses and synergies across businesses by utilizing assets, making use of database, product, and marketing and sales infrastructure

## Database Infrastructure



- Talent (skills, knowledge, and experience) database
  - client(Buyer, job) database
- Matching (transaction info and reviews) database

## Marketplace Function



- Common account infrastructure
- Talent profile infrastructure
- Matching infrastructure

## Marketing and Sales Infrastructure

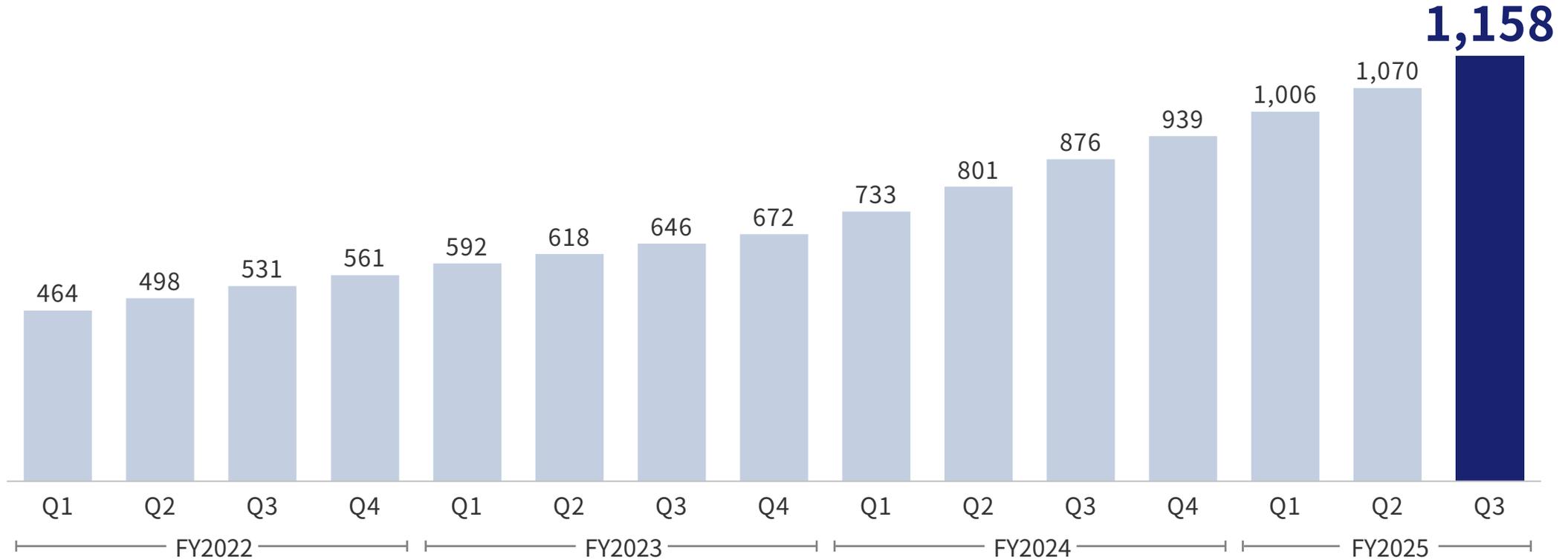


- High awareness rate (general: 50%; business: 75%) driving traffic from branded keywords
- Long-tail SEO with the vast listing content
- Reach extending to Mizuho Bank's 400,000 corporate accounts through Mizuho coconala

coconala Skill Market has become Japan's largest marketplace for skills,<sup>\*1</sup> with the number of workers (the number of people registered with their skills) exceeding 1 million. With detailed skill information of workers, it is the one and only human resource database that is rich in both quantity and quality

## Number of Skill Registrants

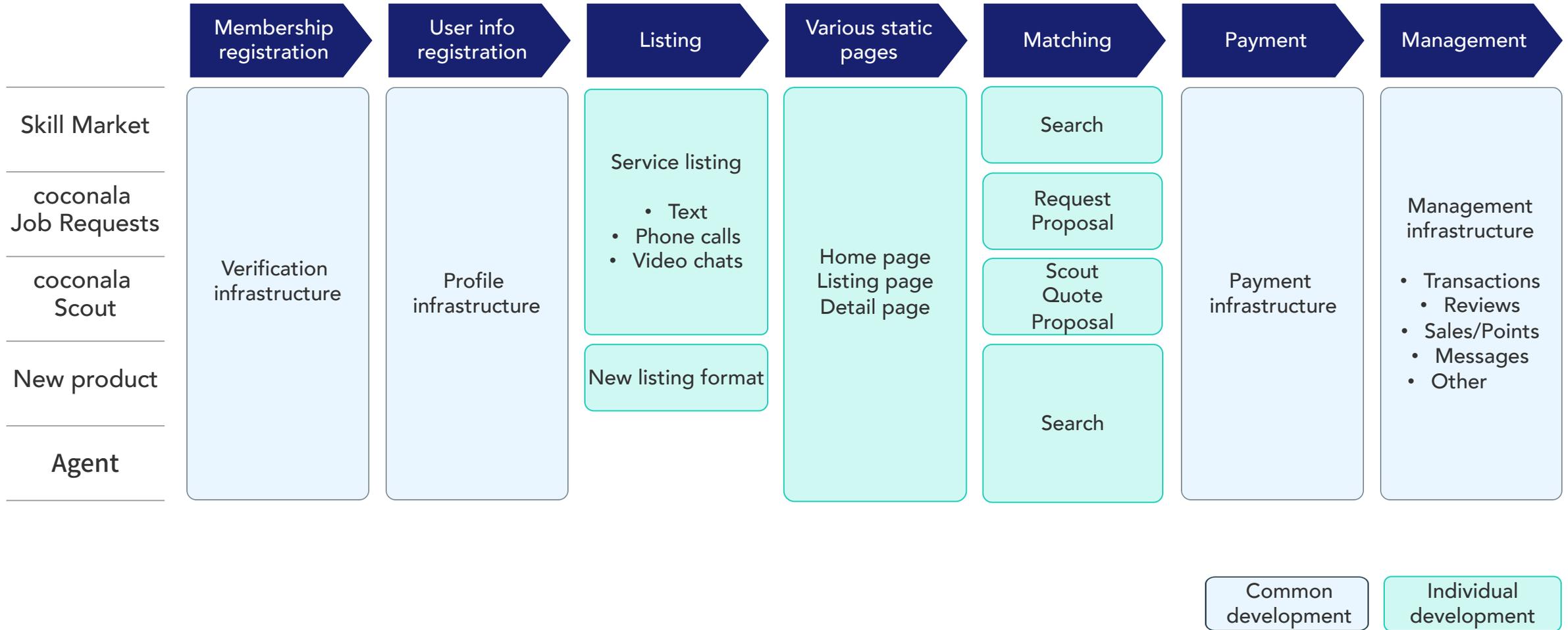
(Unit: Thousands of People)



\*1: Market research on skill-sharing platforms (search for No. 1), by Trending Future Research Institute inc. (as of September 26, 2024)

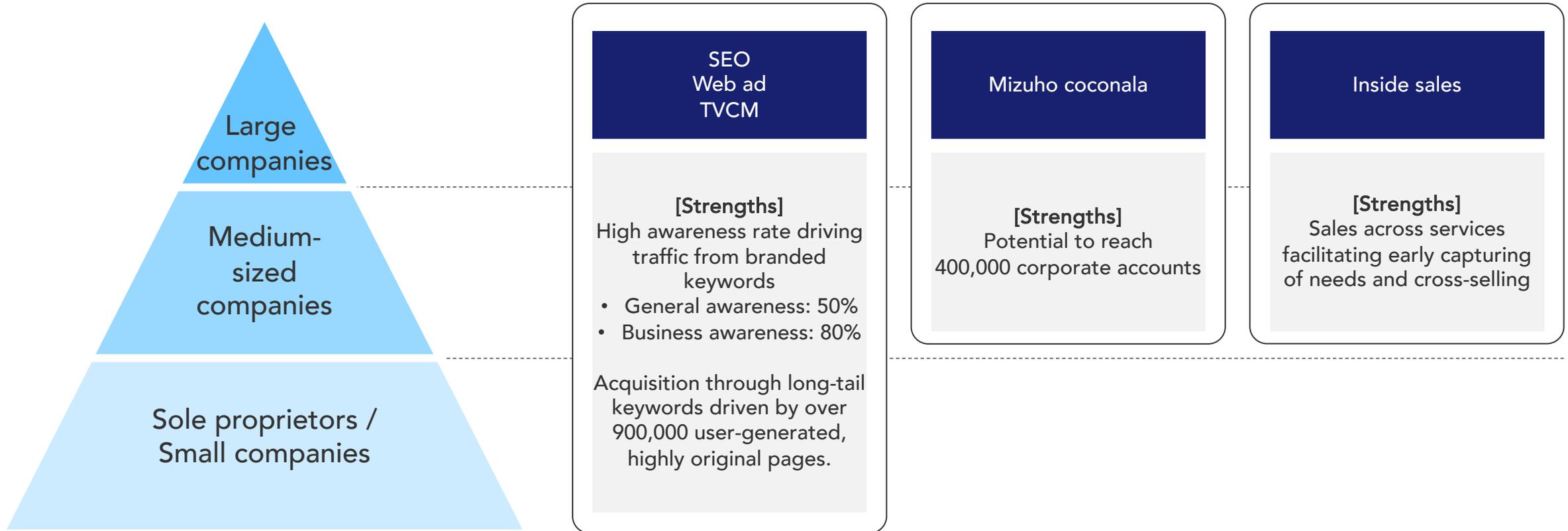
# Asset② Marketplace Function

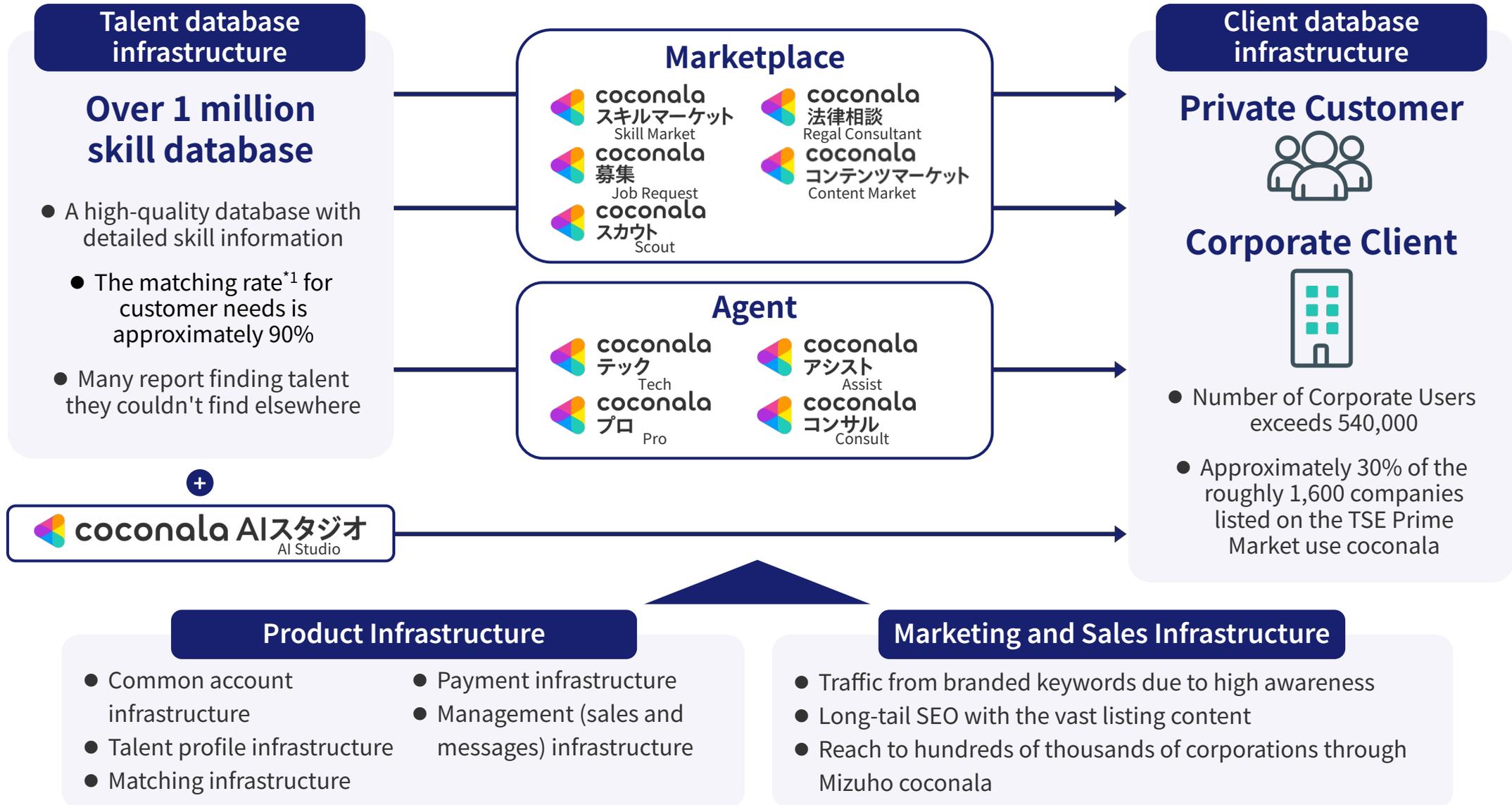
By making most of the features common, development is efficiently of mainly the user interface portion when developing new products



Capturing various client needs of varying sizes through a wide range of reach methods from the utilization of technologies to sales

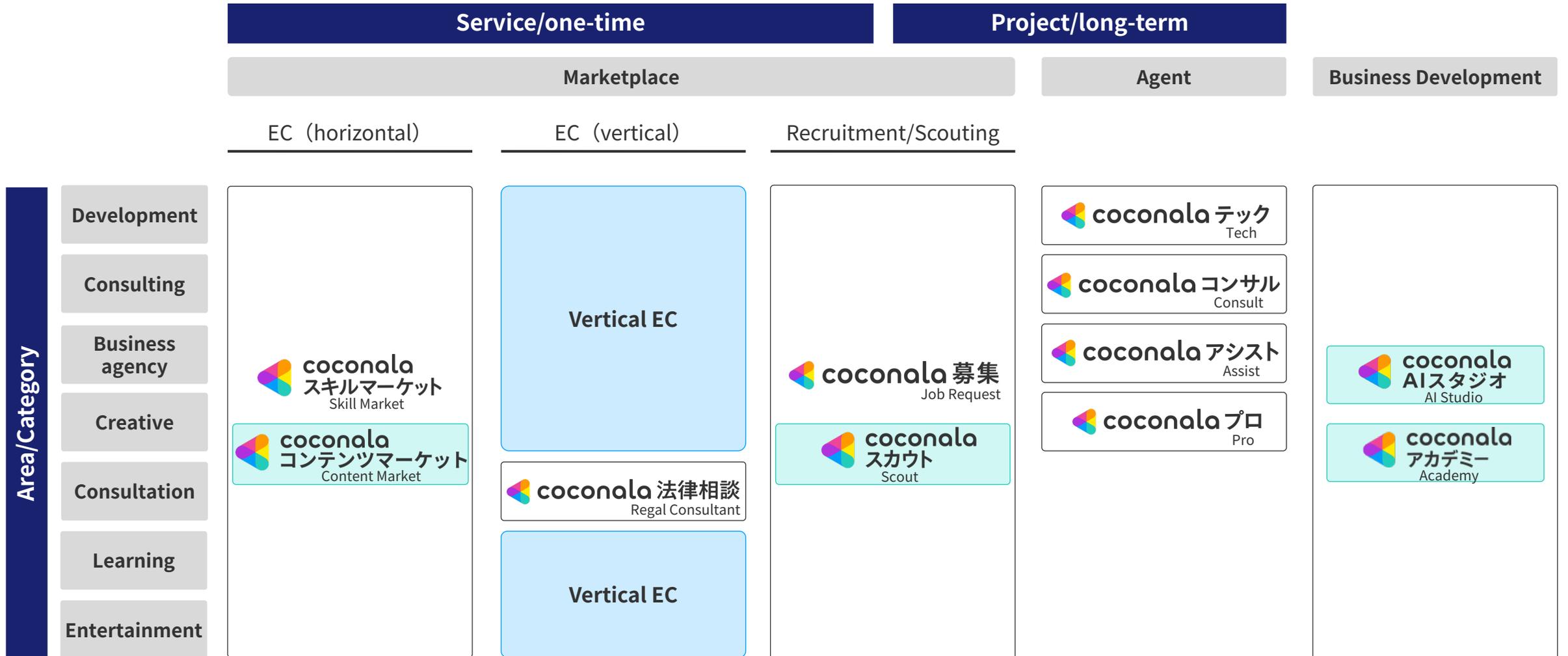
## Measures to Gain Buyers/Clients





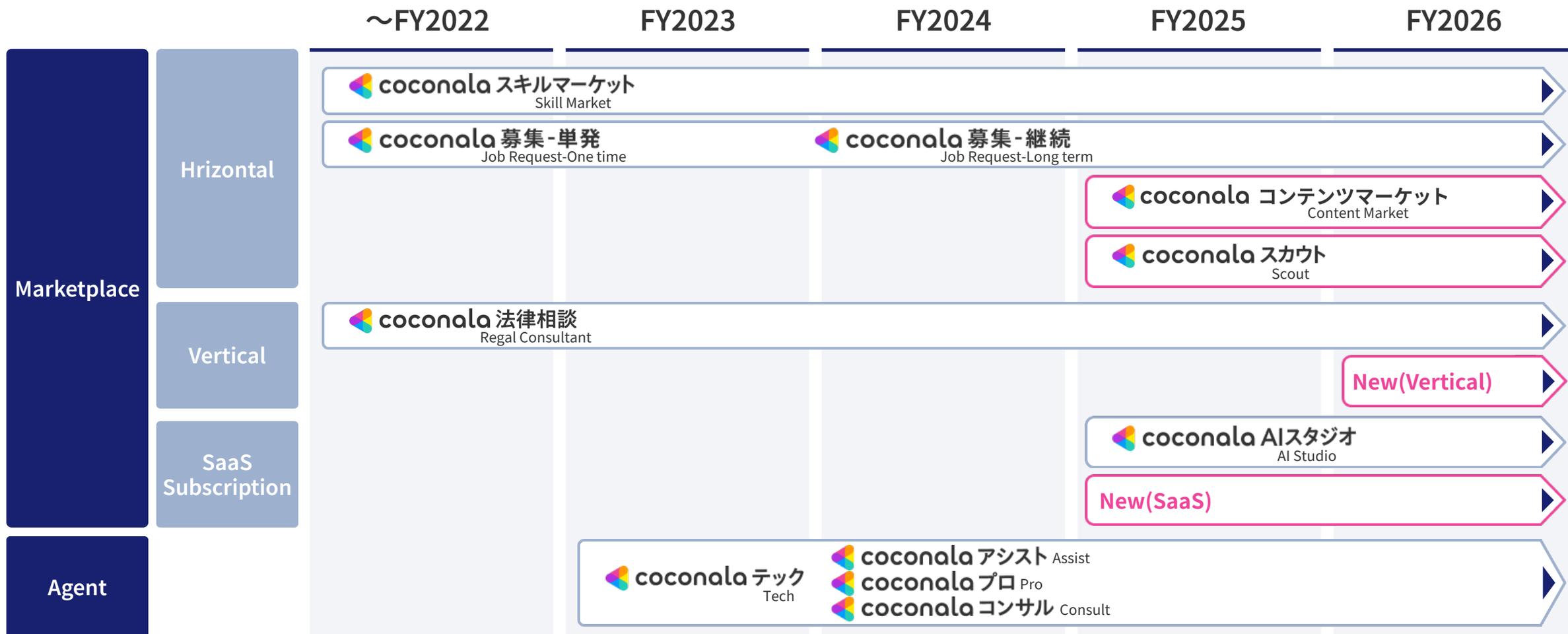
\*1: Matching rate: The percentage of cases where coconala Inc. was able to introduce talent that met the client's needs in the agent business.

Existing
  New
  In preparation



# Towards a Comprehensive Service Platform (Evolution of Business Initiatives and Future Plans)

We will officially begin diversification starting from the fiscal year ending August 2024. From the fiscal year ending August 2025 onward, we aim to strengthen business development based on the talent, client database, and product foundation cultivated in the marketplace, with a particular focus on accelerating the growth of the highly profitable marketplace business



## 3. Appendix

- Overview of Each Service
- Supplementary Materials

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coconala スキルマーケット

Skill Market

Japan's largest skill market where “knowledge, skills and experience” can be sold and bought



### Easy and speedy transactions with e-commerce model

- Skill purchases as seamless as shopping on an e-commerce site
- Access to over 900,000 listed services
- Fully online transactions—anytime, anywhere

### Horizontal expansion

- A horizontal platform where services of more than 740 different categories are listed
- Solves various issues whether for business or for private use

### Can be used in various matching forms

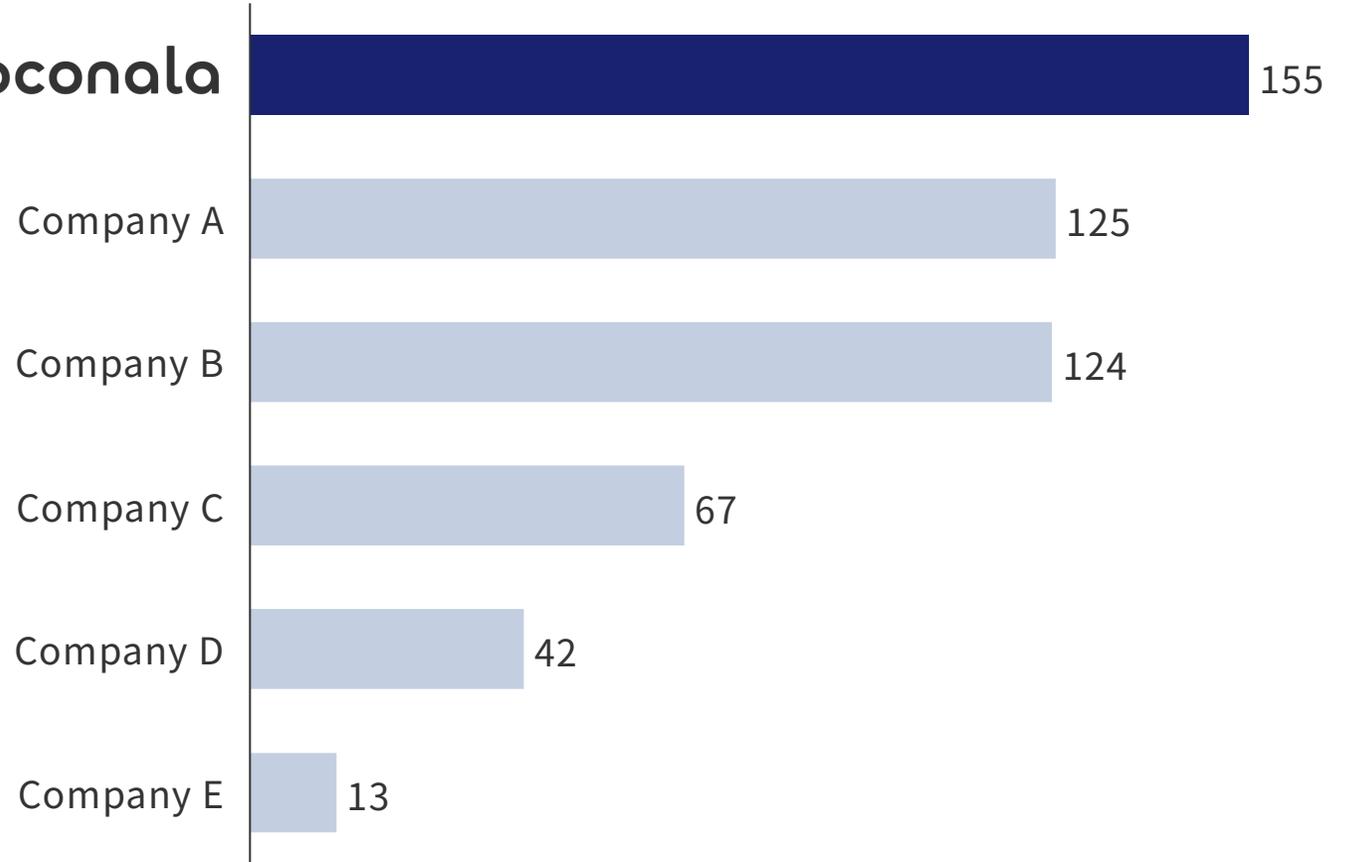
- Various matching forms are available depending on the needs of users including not only direct purchase but also estimate consultation
- Compatible with both PCs and smartphones. Approximately half of the transactions are made via smartphone apps

coconala Skill Market boasts the No. 1 share of the skill-sharing platform services industry in terms of GMV



According to market research on skill matching platforms  
(Trending Future Research's No. 1 Verification Research)  
\* As of September 26, 2024

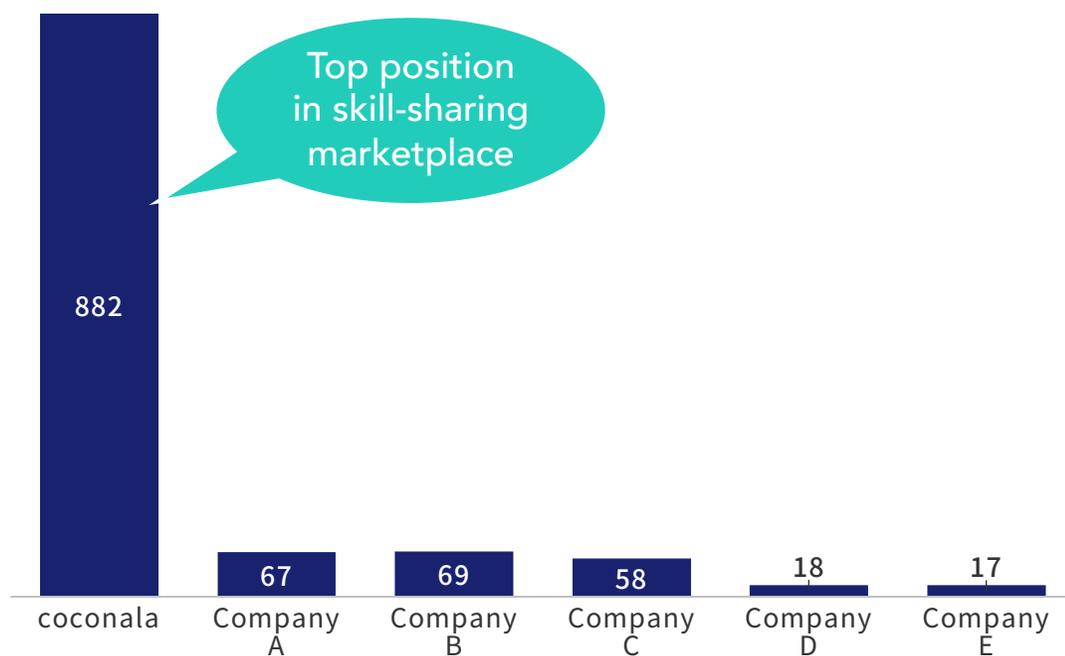
(Unit: 100 million yen)



A market-leading platform providing an abundance of inventories and reviews

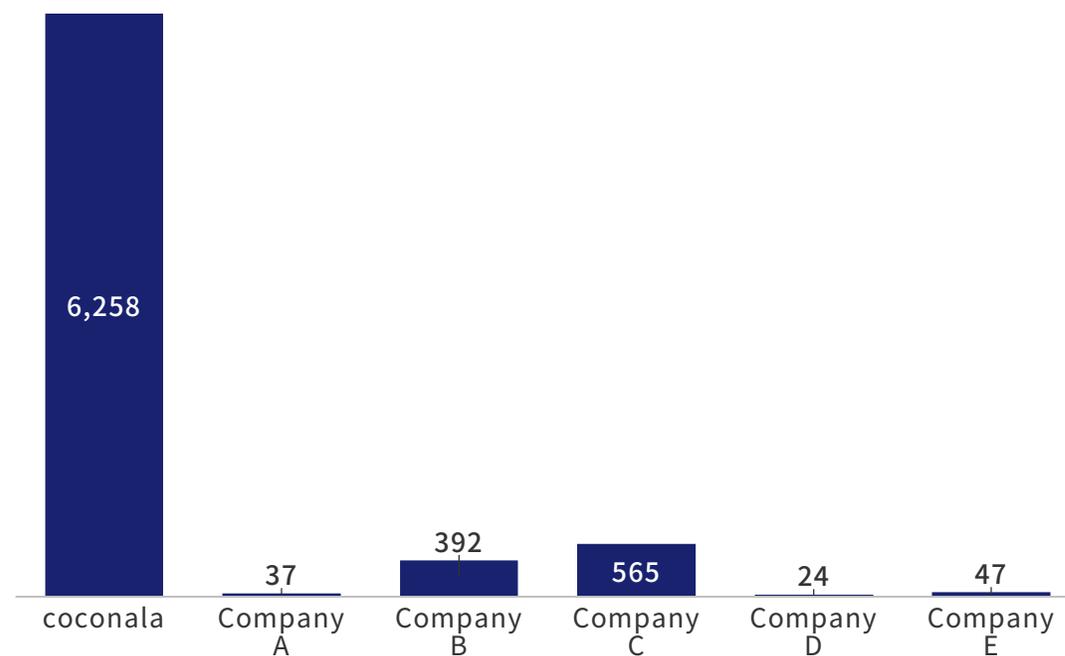
## Number of Services on Offer\*1

(Unit: thousand services)



## Number of Reviews\*2

(Unit: thousand reviews)



\*1 Data as of. August 2024(coconala), October 2023(other companies).

Source: For data related to other companies, we refer to their service pages.

Aggregation method (coconala): The number of listing services on the service website. The number of our listing services does not include proposals from sellers to public or private requests from buyers to sellers. (Unlike the listing services on the service sites of each company, this is not a pre-listed EC-type service.)

Aggregation method (other companies): The number of services displayed on the service search screen in the service site.

\*2 Data as of October 2024.

Source: For data related to other companies, we refer to their service pages.

Aggregation method (coconala): The number of on-offer service reviews on the service website.

Aggregation method (other companies): The number of on-offer service reviews from buyers and sellers displayed on the service/seller search page on the service website. As each company has its own review system, review systems of buyers may be different.

## coconala Skill Market is used by a wide range of clients from large companies to self-employed people

### NIJIYA Cafe & Dining



#### What they ordered

- Logo creation
- Creation of shop's perspective drawings
- Creation of shop cards and business cards
- Creation of shift rosters

### PERSOL CAREER Co., Ltd.



#### What they ordered

- Brushing up company/work brochures

### Kenmin Foods Co., Ltd.



#### What they ordered

- Logo creation
- Brushing up documents
- Designing recipe cards

### SHIMIZU CORPORATION



#### What they ordered

- English translation of technical matters
- Overseas business research
- Designing food posters



**coconala 募集**

Job Request

A bidding type service that receives applications from a large number of professionals by just posting job openings



### Seamless matching by posting a project

- Matching is completed simply by posting a project and selecting from the applications received
- Project posting takes just 5 minutes
- Selection is based on detailed profiles, including skills, portfolios, and past performance and ratings on Coconala

### High cost-effectiveness

- No initial costs and fee for sending scouts are charged
- No closing cost
- Pay-per-use model charging only for actual work

### Operations can begin as early as the next day

- After matching, online interviews can be conducted
- For ongoing projects, contract procedures are handled by an agent, eliminating the need for complex paperwork

## Request for one time



- ✓ Can request one-time jobs
- ✓ Pay for delivered product

### Job categories to order

Design / Web production / Illustration

Web development

Video / Music

Marketing

Writing

Consulting

Business agency

..., etc.

### How to use



#### 1. Post job you want to request

Enter budget and deadline by filling out the form. You can post the job you want to request that easily.



#### 2. Select proposal to order

Just wait and you will receive proposals from professionals. You can immediately order any request you like.



#### 3. Receive delivery

Transaction will become complete upon your approval after confirming the content of the delivery.

## Request for long term (outsourcing)



- ✓ Can request long-term jobs
- ✓ Pay for time worked

### Job categories to contract

Sales

Marketers

Business development

Engineers

Designers

Customer support

Corporate

Consultants

..., etc.

### How to use



#### 1. Job posting

Post job by providing job details, and terms and conditions



#### 2. Document screening

Screen documents based on the content of the applications received



#### 3. Three-way interview

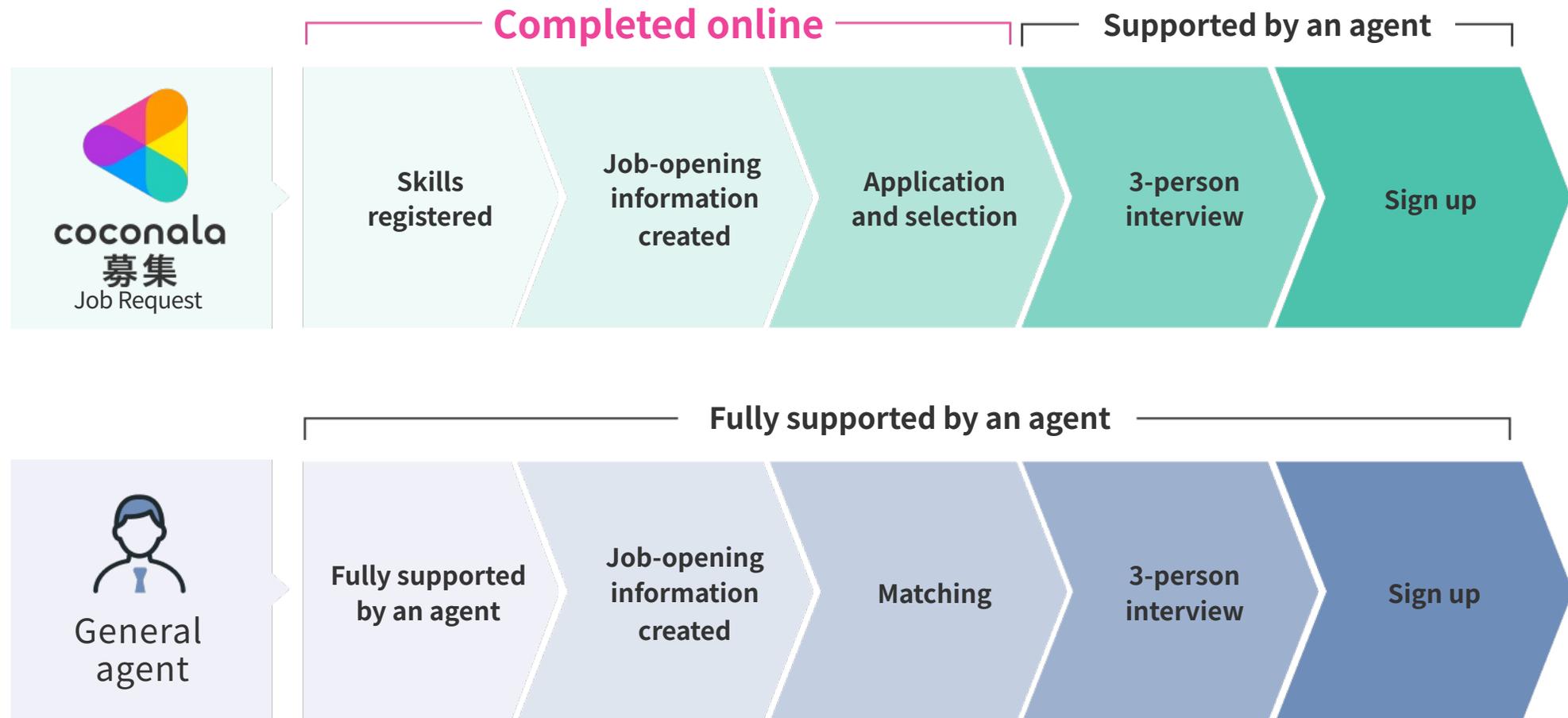
Conduct three-way interview with candidate and coconala operating staff



#### 4. Contract and work commencement

Work commences after terms and conditions are finalized, intermediated by coconala operating staff

In the case of continuing services, matching is possible with far fewer man-hours of sales staff than the case of the agent business. An agent attends from an interview to provide support until the conclusion of a contract; this provides the sense of security for the company and simplifies procedures. Rolling out successful cases of matching in the agent business provides top-line growth more efficiently



Can also meet the needs that could not be met by using a new matching method

WORK HERO Inc.



**Needs and troubles**

Provides BPO services of back offices, and had struggled to recruit operators who actually does the work

**What they ordered**

Recruitment of back office staff for accounting, labor and taxation

**Reason why they have chosen coconala Job Requests**

Wanted to use a medium that may be able to recruit multiple experienced workers all together at the desired hourly wage, while struggling to recruit operators

**Feedback on usage**

Want to use it in the sales area as well since we recently plan to focus more on such area

Sai Co., Ltd.



**Needs and troubles**

Wanted to renew the design of the corporate website, and sought ways to make requests by easily comparing the request destination

**What they ordered**

Design of home page of corporate website

**Reason why they have chosen coconala Job Requests**

We had a feeling of satisfaction as we were able to choose from multiple proposals

**Feedback on usage**

Very satisfied with the high quality



coconala 法律相談

Regal Consultant

A leading media platform for legal consultation in Japan to which more than 1 in 10 domestic lawyers are registered. A recurring-revenue business model that collects a monthly charge from lawyers subscribing to a subscription plan.



### Achieved user acquisition in the intended domain

- Lawyers can choose from 15 major and ~400 subcategories (e.g., divorce, inheritance)
- Over 20,000 monthly inquiries to listed lawyers
- Consultations from both individuals and businesses

### Professionally crafted pages by specialized staff

- Expert team with 1,500+ lawyer ad projects provides hands-on support
- Interview content produced by professionals, including research and photography

### Accessible pricing and strong client satisfaction

- Lower entry threshold than most platforms
- From 30,000 yen/month with 6-month contract
- 98%+ retention rate indicates high satisfaction

It has accumulated results steadily since the start of its services in 2016 and become Japan's top-class\*<sup>1</sup> platform in the area of legal consultation



\*1: Market research on legal consultation platforms (search for No. 1), by Trending Future Research Institute inc. (as of September 26, 2024)

## Strong support for law offices to attract customers online

### Sadanaga Law Office



貞永法律事務所  
Sadanaga Law Office



#### Area of expertise

Corporate legal work with close attention to an actual situation, by taking advantage of working experience as an employee at an automobile company and a game company

#### What they ordered

We were struggling to implement SEO measures in the early years after launching the office.

We considered it superior as a tool to provide office information instantly.

#### Effect of services

Accepted four cases in one month after published for a charge

### Habataki Law Office



はばたき法律事務所  
HABATAKI LAW OFFICE



#### Area of expertise

Addressing various needs from familiar legal troubles to corporate legal work as a local counselor entrenched in Gunma Prefecture

#### What they ordered

We thought that a portal site would allow us to reach customers extensively as a means in the early stage of attracting customers online.

#### Effect of services

We received more online inquiries including through our website.



Agent service that matches IT freelancers with various “skills, knowledge and experience” with companies



### Solving the problems of companies regarding IT/DX

- Introducing IT talent in high demand as freelancers, especially IT engineers, project managers/PMOs, and designers
- Flexible requests can be made according to the skills and work hours required based on the project or proposal

### Flexibly responding to sudden demand

- Proposing multiple candidates as soon as possible after talent requirements are shared
- Possible for candidates to quickly join project in as little as three days, including interview, signing of contract, etc

### Introducing talent with diverse skills

- Able to propose talent with diverse skills from both registered users of services and coconala Skill Market's database

coconala Tech (formerly an consulting) , which has a history of over ten years, joined the Group in June 2024. The value that can be provided expanded significantly for both clients and freelancers

### Track record of supporting freelancers for more than ten years\*<sup>1</sup>

Cumulative number  
of client companies

6,445

Retention rate of  
customer service

98.9%

Cumulative number  
of registered  
freelancers

21,170

Retention rate of  
freelance service

95.9%

\*1: 2024年11月末時点実績

## The service is used by a wide range of clients from large companies to self-employed people

### Uzabase, Inc.



#### Needs and troubles

With our development team expanding rapidly along with business growth, we needed to secure engineers that fit our organization in order to maintain and expand the team without impairing our development culture.

#### What they ordered

Full-stack software engineers

#### Feedback on usage

All persons who joined us hone their skills every day with an interest in technology and a desire for self-improvement; we want them to work for a long period of time.

### International Sports Marketing Co., Ltd.



#### Needs and troubles

Employees in charge of reviewing codes were overwhelmed by work, and we were looking for a person that we can ask to do review work for about 20 hours a month.

#### What they ordered

Person for code review

#### Reason why they have chosen coconala Tech

- Speedy suggestion within the same day
- Staffing of a person who matches needs pinpointed



coconala アシスト

Assist

Agent business that matches full remote assistants who fit the job type, level and experience with companies



### Referring talent suitable for the needs of companies

- Referring a diverse array of talent by utilizing the database of 1 million people
- Referrals range widely from administrative, secretarial, and other assistants to HR, accounting, creative, and other skilled talent

### Placing requests is easy, starting from 40 hours a month

- Requests do not necessarily have to be full time but can also be cases like “when needed during busy season” or “only during the morning every day”

### Zero recruitment cost, starting from 80,000 yen per month

- No additional costs such as recruitment fees or referral fees
- As we introduce professionals with relevant work experience, no training costs are required

## Introducing persons who just match various needs of clients

### Sato Special Oil Co., Ltd.



#### Needs and troubles

Along with business expansion, they decided to hire new graduates for the first time in five years. However, there was no person with knowledge in the company.

#### What they ordered

Advice and support regarding all aspects of new-graduate employment

#### Reason why they have chosen coconala Assist

We were able to ask a person with knowledge on the spot.

#### Feedback on usage

We received an introduction to a perfectly fitting person; it was very helpful. For other areas such as marketing, we want to consider making a request too.

### Nippon Care Communications Co.,Ltd.



#### Needs and troubles

Along with employee's leave of absence, they considered outsourcing some business in his charge.

#### What they ordered

Creation and operation of a corporate website

#### Reason why they have chosen coconala Assist

We were able to ask for work on a one-to-one basis. It carefully helped us define personnel requirements.

#### Feedback on usage

We felt that business opportunities with external resources with deep knowledge also lead to improvement of internal staff's skills.



Top creators perform production tasks with the reconsignment by coconala with contracts (contracting) made via coconala  
coconala is in charge of the assignment of the right talent and project management



### Contract is with coconala

- coconala provides fine-tuned support for operations to proceed smoothly as the go-between with the creators, catering to the needs of corporate clients that cannot place orders directly with individuals

### Performed by top creators in their real names

- Dedicated persons in charge refer top creators in their real names optimal to the client

### High cost performance

- Realizing high cost performance as there is no going through production companies or agencies

## Provide high-quality services mainly to major companies and major company groups

### TOHKnet Co., Inc.



#### Needs and troubles

- There was a need to quickly produce flyers, sales materials, white papers, etc., within limited time and human resources
- It was necessary to create each piece of material with a marketing perspective to drive website traffic and support inside sales activities

#### What they ordered

Creation of various materials

#### Reason why they have chosen coconala Pro

- Based on the basic contract with Coconala, I was able to easily introduce multiple skilled professionals who met my needs with a simple procedure
- I was introduced to creators with the required knowledge and excellent skills in crafting catchy content, allowing for smooth production with just one meeting and material sharing

### Mizuho Pochette Co., Ltd.



#### Needs and troubles

Finding a company that can provide high-quality output without failure within a limited time was an issue

#### What they ordered

Creation of logo and company brochure

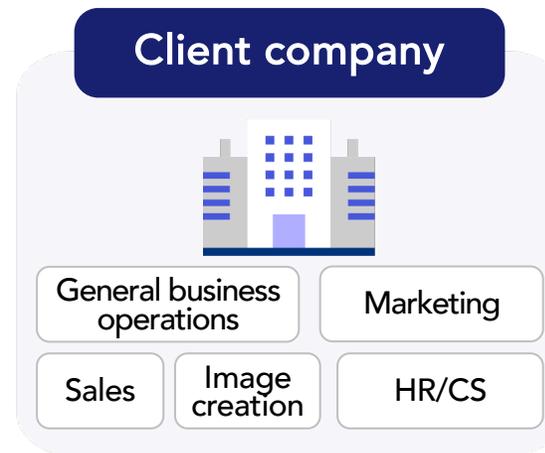
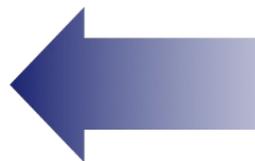
#### Reason why they have chosen coconala Pro

They have a good understanding of businesses, and introduced the right expert More time can be spent on the main business as they promptly responded to the requests

SaaS service that improves business efficiency at companies by making the latest AI models easy for anyone to use and making it possible to save money through bundled use



Generate output just by entering items



### No AI knowledge required. Anyone can use it

- Anyone can easily create output by simply entering data based on a generation template
- Supports sales, marketing, writing, image creation, and general business operations. Over 600 templates available for business use

### High-quality output

- Generated templates and prompts are supervised by experts in each field
- Customized templates can also be created that are tailored to company-specific operations

### Able to save money through bundled use

- Able to select and use the latest AI model that is optimal for each output
- Templates are equipped with the optimal AI model. Designed to make it easy to decide which AI tool should be used

## Offering unique templates tailored to each company. Reducing costs by up to 80%

### HA-LU Inc.



#### Needs and problems

Writing scripts for short videos on TikTok and other platforms took up to six hours of production time per video.

#### What they ordered

Automating scriptwriting for short videos

#### Feedback on usage

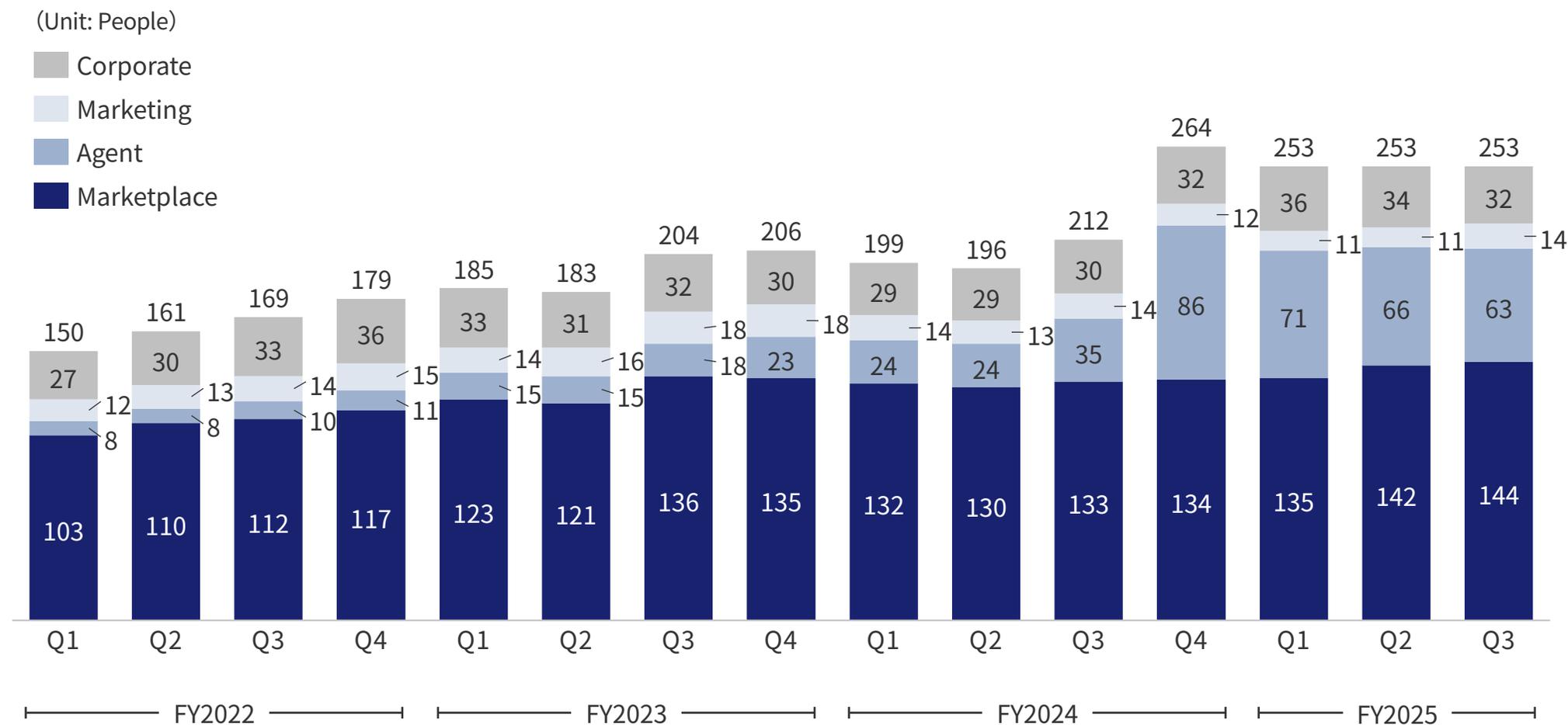
- Easy for anyone to use by simply entering information based on the template
- High-quality output is achieved through the development of unique prompts. Through training with in-house data as well, it was possible to reduce costs by over 80%

## 3. Appendix

- Overview of Each Service
- Supplementary Materials

# Number of Employees by Business\*1

Continue investing in new businesses, while investing in appropriate personnel based on the market environment



\*1: Starting from the fiscal year ending August 2025, the aggregation definition has been revised due to a reorganization of the structure. Figures for the fiscal year ending August 2024 and earlier have been retroactively adjusted to reflect the new aggregation definition, which may differ from previously disclosed figures.

With the sale of Crest Skill Partners (formerly coconala Skill Partners), cash and deposits, other assets, and other net assets have fluctuated. As a result, the shareholders' equity ratio has improved from 26% to 34%, maintaining a sound financial base

## Aug. 2024 (Consolidated)

(Unit: MM JPY)

Cash and deposits 3,905	Advances received 639
	Deposits received 1,061
Other assets 4,349	Other liabilities 2,769
	Other net assets 1,583
	Shareholders' equity 2,202

## May. 2025 (Consolidated)

(Unit: MM JPY)

Cash and deposits 3,241	Advances received 691
	Deposits received 848
Other assets 3,363	Other liabilities 2,314
	Other net assets 363
	Shareholders' equity 2,386

This material includes forward-looking statements.

Such statements do not guarantee the realization of such outlook and includes risks and uncertainties. Please note that the actual performance may differ from the future outlook due to environmental changes, etc.

In addition, the information on companies other than coconala in this material are cited from the disclosed information, etc., and coconala does not verify nor guarantee the accuracy and adequacy of such information.



Create a world where each person lives their “own story”