



1Q FY2019 Presentation Material

# 1Q FY12/2019 Business Results Briefing

Broadleaf Co., Ltd.  
TSE 1st Section: 3673

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Appendix: Corporate Profile, Revenue Category, etc.

Note: Under IFRS, figures smaller than the units of display are rounded off.



## PL Summary (Consolidated, IFRS)

Achieved an increase in both revenue and profit, making good progress towards the forecast for the first half.

(¥ million)	FY2019	FY2018	YoY change	YoY (Ratio)
	1Q	1Q		
Revenue	4,925	4,433	+492	+11.1%
Operating profit	420	258	+163	+63.1%
Profit	274	142	+132	+92.8%
Profit per share*	¥3.13	¥1.61	+1.52	-

\* Calculated assuming that the stock split (1:2) which took effect on April 1, 2018 was carried out from the beginning of FY12/2018.

# Revenue by Category (Consolidated, IFRS)

Applications(By industry) drove revenue.

(¥ million)	FY2019 1Q	FY2018 1Q	YoY change	YoY (Ratio)
Platforms	2,303	2,168	+135	+6.2%
Basic	1,707	1,599	+109	+6.8%
EDI/Payment settlement	228	227	+2	+0.7%
Support	336	316	+20	+6.4%
Others	31	27	+4	+16.4%
Applications	2,622	2,265	+357	+15.8%
By industry	2,149	1,962	+187	+9.5%
OTRS	121	102	+19	+18.6%
Others	352	201	+152	+75.5%
Total	4,925	4,433	+492	+11.1%



## Breakdown of Platform Sales (Consolidated, IFRS)

Sales increased mainly in the Basic (PaaS/SaaS and IaaS) and Support (Support service) categories.

(¥ million)	FY2019 1Q	FY2018 1Q	YoY change	YoY (Ratio)
Basic	1,707	1,599	+109	+6.8%
PaaS/SaaS	1,195	1,118	+77	+6.9%
IaaS	512	481	+32	+6.6%
EDI/Payment settlement	228	227	+2	+0.7%
PSF*	151	151	-1	-0.5%
BLP/CPT*	78	75	+2	+3.0%
Support	336	316	+20	+6.4%
Support service	163	143	+20	+14.3%
Provision of consumables	172	173	-0	-0.2%
Others	31	27	+4	+16.4%
Total platform sales	2,303	2,168	+135	+6.2%

\* PSF: Settlement agency service fee in the recycled parts market  
 BLP: BL Parts Order System use fee  
 CPT: CarpodTab use fee

# Breakdown of Application Sales (Consolidated, IFRS)

Sales remained solid in the Automotive, Non-automotive and OTRS categories.

(¥ million)	FY2019	FY2018	YoY change	YoY (Ratio)
	1Q	1Q		
By industry	2,149	1,962	+187	+9.5%
Automotive	1,787	1,643	+144	+8.8%
Non-automotive	362	320	+43	+13.3%
OTRS	121	102	+19	+18.6%
Others	352	201	+152	+75.5%
Total application sales	2,622	2,265	+357	+15.8%

[Reference] Revenue by Previous Category (Consolidated, IFRS)

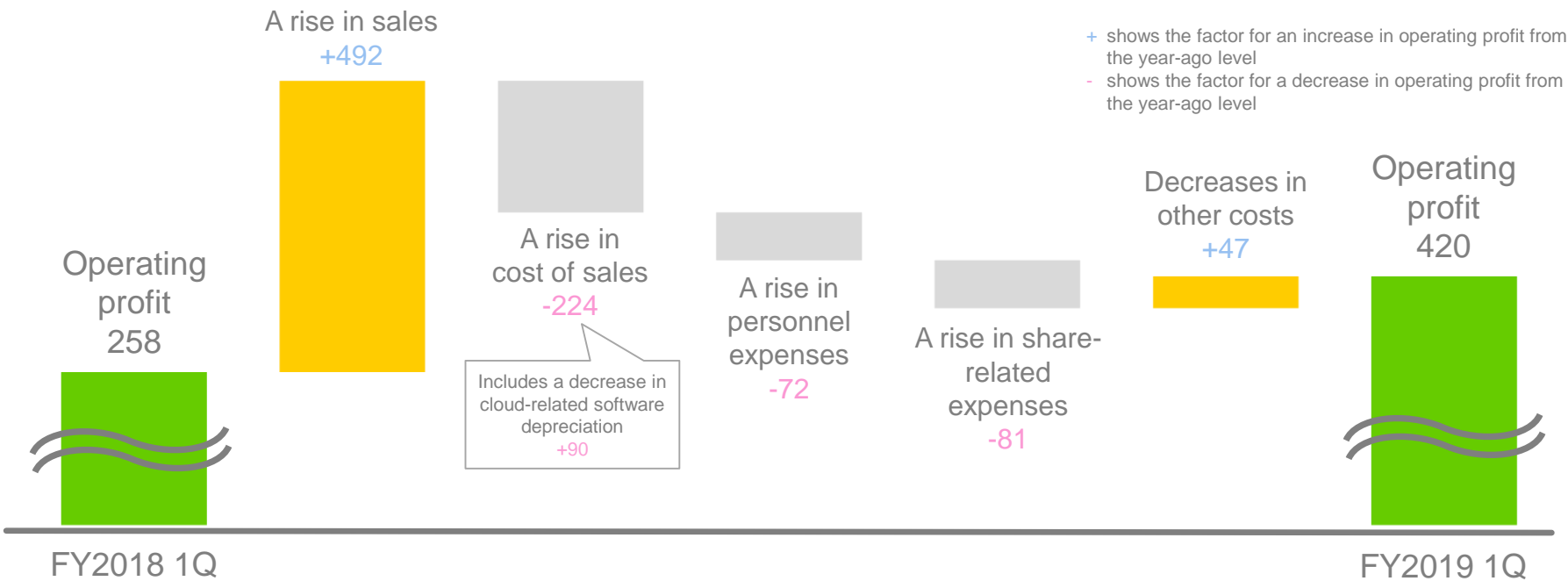
(¥ million)	FY2019 1Q	FY2018 1Q	YoY change	YoY (Ratio)
Business application software	3,117	2,689	+428	+15.9%
System support	336	316	+20	+6.4%
Maintenance	163	143	+20	+14.3%
Provision of consumables	172	173	-0	-0.2%
Network service	1,472	1,428	+45	+3.1%
Stock	1,213	1,174	+39	+3.3%
Transaction	228	227	+2	+0.7%
PSF	151	151	-1	-0.5%
Order placement and acceptance	78	75	+2	+3.0%
Others	31	27	+4	+16.4%
Total	4,925	4,433	+492	+11.1%



# Breakdown of Increase/Decrease in Operating Profit (Consolidated, IFRS)

Operating profit increased significantly due to higher sales of Broadleaf and Tajima, which offset higher expenses.

(¥ million)



## BS Summary (Consolidated, IFRS)

Cash deposits decreased due to the payment of income taxes, dividends and others.

(¥ million)	FY2019 End of 1Q	End of FY12/2018	YoY change	Main factors for increase/decrease
Current assets	6,765	10,619	-3,854	Decrease in cash and deposits -3,368
Non-current assets	21,254	18,794	+2,460	Increase in property, plant and equipment +856 Increase in intangible assets +591
Total assets	28,019	29,413	-1,394	
Current liabilities	6,573	7,913	-1,340	Decrease in income taxes -852
Non-current liabilities	653	466	+186	Increase in long-term interest-bearing debt +161
Total liabilities	7,226	8,379	-1,154	
Total shareholders' equity	20,793	21,033	-240	Recognition of profit +274 Decline due to dividend payout -568
Total liabilities and shareholders' equity	28,019	29,413	-1,394	



# Results Forecasts (Consolidated, IFRS)

No change to results forecasts (announced on February 14, 2019).

(¥ million)	FY2019	FY2018			FY2019	FY2018		
	Full-year Forecasts	Full-year	YoY change	YoY (Ratio)	1H Forecasts	1H	YoY change	YoY (Ratio)
Revenue	22,000	21,285	+715	+3.4%	10,600	10,090	+510	+5.1%
Operating profit	4,500	4,115	+385	+9.4%	1,700	1,542	+158	+10.2%
Profit	2,800	2,656	+144	+5.4%	1,000	998	+2	+0.2%
Profit per share	¥32.07	¥30.36	+¥1.71	-	¥11.45	¥11.39	+¥0.06	-

## Revenue Forecasts by Category (Consolidated, IFRS)

Revenue are expected to increase in both platforms and applications.

(¥ million)	FY2019 Full-year Forecasts	FY2018 Full-year Results	YoY Change	YoY (Ratio)	FY2019 1H Forecasts	FY2018 1H Results	YoY Change	YoY (Ratio)
Platforms	9,900	9,543	+357	+3.7%	4,700	4,552	+148	+3.3%
Basic	7,270	7,175	+95	+1.3%	3,470	3,392	78	+2.3%
EDI/Payment settlement	1,010	935	+75	+8.0%	480	453	+27	+6.0%
Support	1,320	1,314	+6	+0.5%	650	649	+1	+0.1%
Others	300	118	+182	+153.2%	100	58	+42	+73.8%
Applications	12,100	11,742	+358	+3.0%	5,900	5,538	+362	+6.5%
By industry	10,200	10,176	+24	+0.2%	4,950	4,914	+36	+0.7%
OTRS	600	390	+210	+53.8%	250	181	+69	+38.1%
Others	1,300	1,175	+125	+10.6%	700	443	+257	+58.2%
Total	22,000	21,285	+715	+3.4%	10,600	10,090	+510	+5.1%

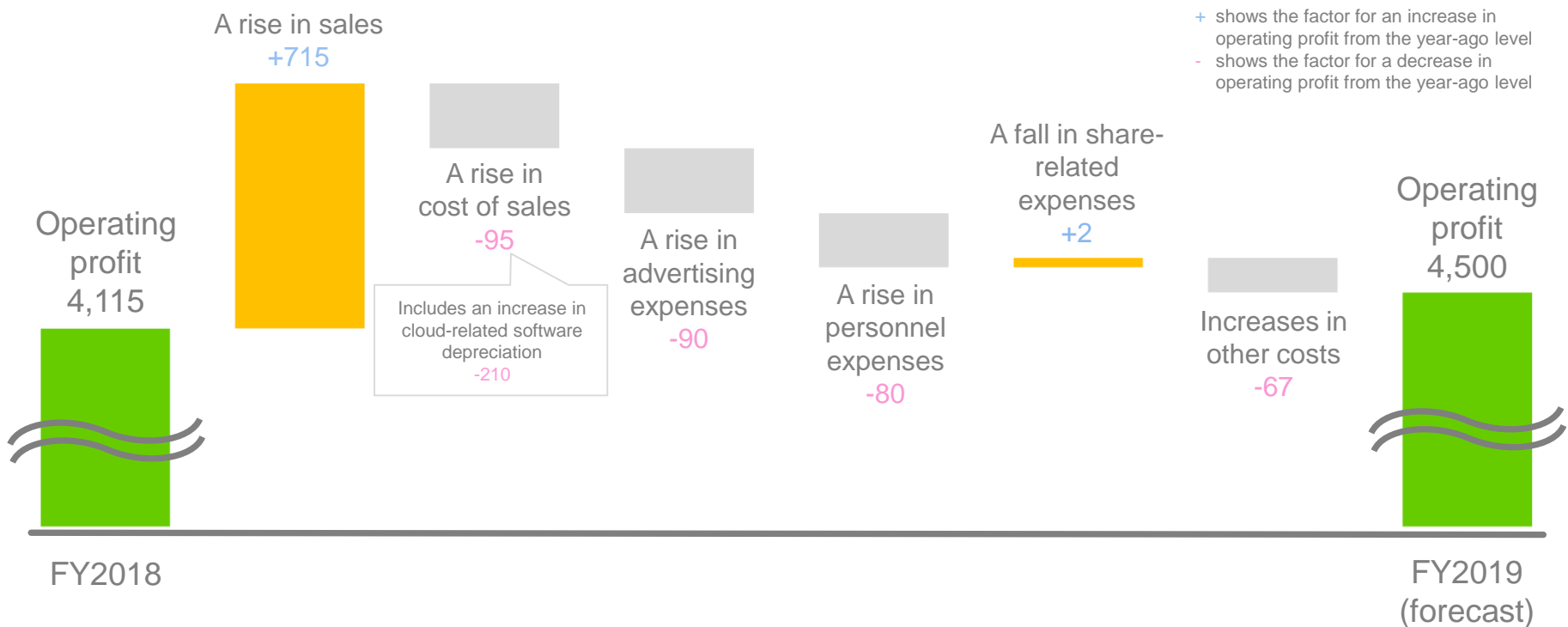
[Reference] Revenue Forecasts by Previous Category (Consolidated, IFRS)

(¥ million)	FY2019 Full-year Forecasts	FY2018 Full-year	YoY change	YoY (Ratio)	FY2019 1H Forecasts	FY2018 1H	YoY change	YoY (Ratio)
Business application software	14,360	14,206	+154	+1.1%	6,910	6,596	+314	+4.8%
System support	1,320	1,314	+6	+0.5%	650	649	+1	+0.1%
Maintenance	650	601	+49	+8.2%	320	291	+29	+10.1%
Provision of consumables	670	713	-43	-6.0%	330	359	-29	-8.0%
Network service	6,320	5,765	+555	+9.6%	3,040	2,844	+196	+6.9%
Stock	5,010	4,711	+299	+6.3%	2,460	2,334	+126	+5.4%
Transaction	1,010	935	+75	+8.0%	480	453	+27	+6.0%
PSF	650	634	+16	+2.5%	310	304	+6	+2.1%
Order placement and acceptance	360	301	+59	+19.6%	170	149	+21	+13.9%
Others	300	118	+182	+153.2%	100	58	+42	+73.8%
Total	22,000	21,285	+715	+3.4%	10,600	10,090	+510	+5.1%

# Breakdown of Increase/Decrease in Operating Profit (Consolidated, IFRS)

Cost rises are expected to be offset by an increase in sales.

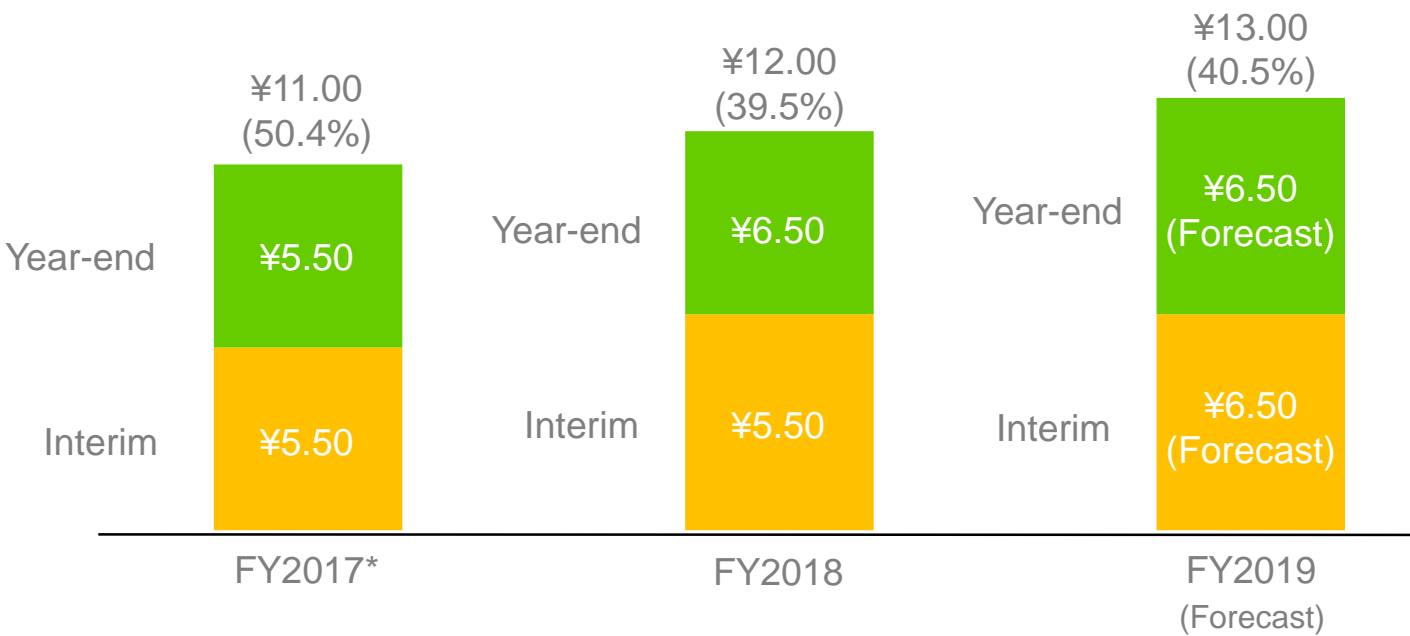
(¥ million)





# Dividends

No change to the initial forecasts (announced on February 14, 2019).



\* Amount after adjustment for the stock split (1:2), which took effect on April 1, 2018



Strengthened the promotion of services with a focus on AI and the cloud.

Participated in IAAE 2019, the 17th International Auto Aftermarket Expo.



■ International Auto Aftermarket Expo 2019  
One of Japan's largest conventions in which the latest solutions for domestic and overseas automotive aftermarkets are exhibited. The actual number of exhibitors and visitors totaled 296 and 16,259, respectively, in 2019.



# Initiatives for Full-Scale Overseas Promotion of OTRS, Operation Analysis Software

Participated in the Hannover Messe in Germany.



■ Hannover Messe

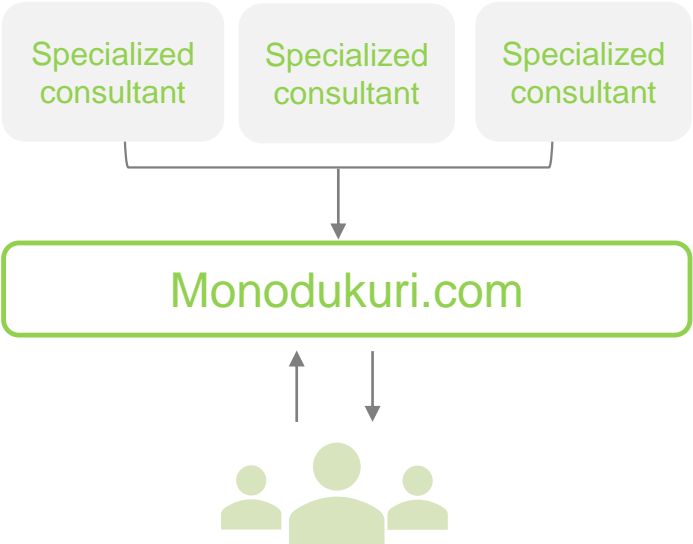
An exhibition in which latest technologies and solutions are presented for manufacturers.  
In 2018, the actual numbers of exhibitors and visitors totaled 5,000 and 210,000, respectively.



## Investment in Strategic Areas

Acquisition of an information portal media for B2B (announced in May 2019)

Acquired shares (67.5%) in Industrial Innovation Institute Inc., which operates “Monodukuri.com”, a website that supports manufacturing companies’ process innovations and problem-solving, with an eye on promoting OTRS and realizing the motion bank vision.



Cumulative number of PVs: 3 million  
Number of registered users: 17,000

- 1 Generation of new leads for OTRS
- 2 Business collaboration through consulting and establishment of OTRS
- 3 Acquisition of vendors allied to provide solutions



# Corporate Profile

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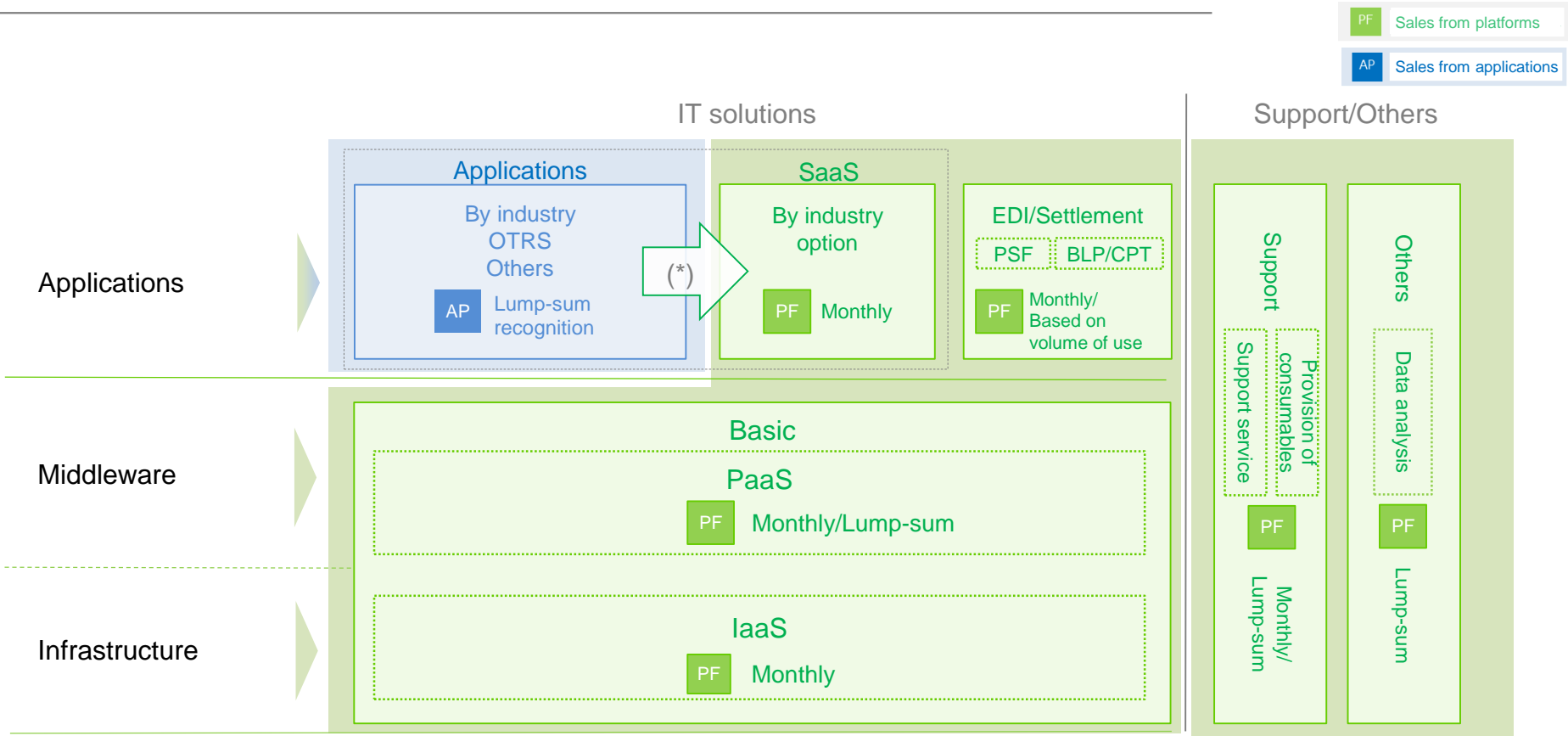
Corporate Name	Broadleaf Co., Ltd. Representative Director, President and CEO Kenji Oyama
Listed on	Listed on the First Section of the Tokyo Stock Exchange on March 22, 2013 (3673)
Founded/Established	December 2005/September 2009
Capital Stock	JPY 7,148 million (consolidated)
Business Outline	IT network system to support automotive aftermarket operators and provision of services on the platform  (Business applications, platforms for cooperation with different industries, recycled parts marketplace, development of car-related contents, etc.)
Head Office Address	Floor 8, Glass Cube Shinagawa, 4-13-14 Higashi-Shinagawa, Shinagawa-ku, Tokyo
Sales Offices	29 offices in Japan
Development Centers	3 centers in Japan (Sapporo, Tokyo and Fukuoka)



# Explanation of Revenue Category

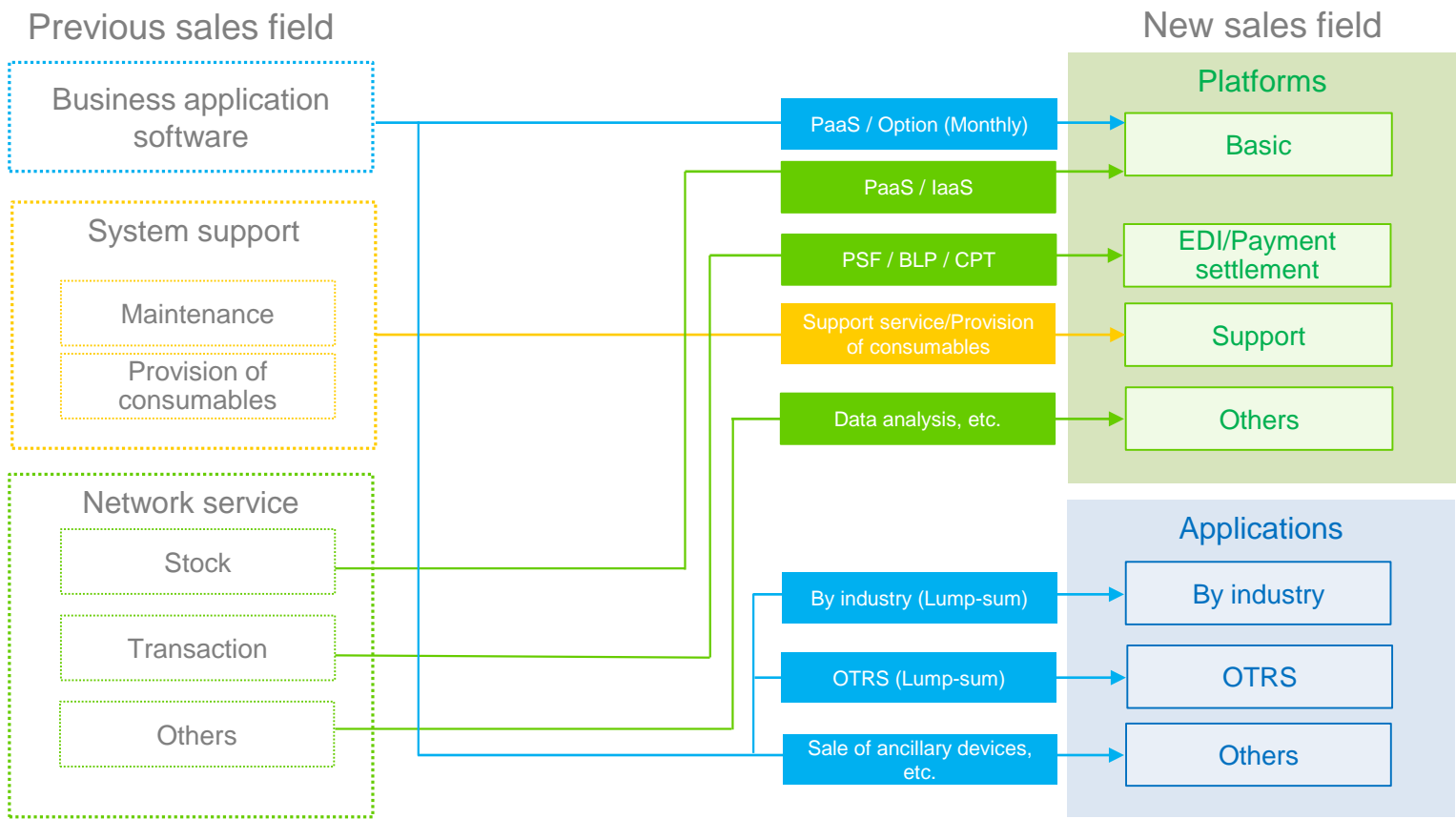
Classification			Detailed businesses
Major category	Medium category	Small category	
Platforms	Basic	PaaS/SaaS	- Provision of applications (on a monthly fee basis) - Provision of databases for applications (information on automotive parts, vehicles and indexes, data on transportation means, data on tourism spots, etc.) - Provision of basic application functions and middleware
		IaaS	- Provision of network servers required for the use of applications
	EDI/Payment settlement	PSF	- Provision of settlement agency services for “Parts Station NET,” a network specialized in the transaction of automotive recycled parts
		BLP/CPT	- Provision of an electronic system “BL Parts Order System” for receiving/placing orders for automotive parts - Provision of tablet-type operation terminals “CarpodTab” mainly for automotive maintenance companies
	Support	Support service	- Provision of support and hardware maintenance services for clients in varieties of industries
		Provision of consumables	- Sale of exclusive forms and OA supply goods
	Others		- Analysis, processing and provision of a large amount of accumulated anonymization data collected from clients, etc.
Applications	By industry		- Sale of applications in the By industry category (excluding basic functions) (Industries: automotive maintenance, bodywork, sales, parts dealers, recycling, machinery and tool dealers, mobile phone dealers, travel agencies, etc.)
	OTRS		- Sale of operation analysis/optimization software
	Others		- Sale of PC bodies and ancillary devices such as printers

# Supplementary Explanation of Revenue Category



(\*) Sales from applications in the By industry and OTRS categories will be recognized as sales from SaaS due to the transfer to cloud-based versions.

# Supplementary Explanation of Revenue Category (Comparison between Previous and New Category)



# Explanation of Previous Revenue Category

Classification			Detailed businesses
Major category	Medium category	Medium category	
Business application software			<ul style="list-style-type: none"><li>- Development and sale of industry-specific business applications</li><li>- Development and sale of operation analysis/optimization software</li><li>- Purchase and sale of PC bodies, printers, etc.</li></ul>
System Support	Maintenance		<ul style="list-style-type: none"><li>- Business application maintenance service to the Company's Business Application Software customers and provision of hardware maintenance services</li></ul>
	Provision of consumables		<ul style="list-style-type: none"><li>- Purchase and sale of exclusive forms and OA supply goods to be used for the business applications</li></ul>
Network service	Stock		<ul style="list-style-type: none"><li>- Provision of database of car-related vehicle information and parts-related information that is updated daily</li><li>- Consideration for server maintenance required for the use of network-type systems</li></ul>
	Transaction	PSF	<ul style="list-style-type: none"><li>- Operation of recycled parts distribution network "Parts Station NET" that shares inventory information on recycled parts</li><li>- Collecting fees as transaction amount settlement agency for parts dealing</li></ul>
		Order placement and acceptance	<ul style="list-style-type: none"><li>- Provision of computerized ordering system for automotive parts</li><li>- Provision of tablet-type operation terminals, CarpodTab, to maintenance business operators, etc</li></ul>
	Others		<ul style="list-style-type: none"><li>- Products and services other than the above</li></ul>

# Disclaimer

Results forecasts and future predictions provided in this document are the Company's judgment based on the information available as of the time of preparation of the document and contain potential risks and uncertainties.

Accordingly, please understand that the actual results may differ from the results forecasts provided here.

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