



2Q FY2019 Presentation Material

2Q 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 year on year, surpassing the forecast for the first half.

(¥ million)	FY2019 1H	FY2018 1H	YoY change	YoY (Ratio)	FY2019 1H forecasts
Revenue	11,072	10,090	+982	+9.7%	10,600
Operating profit	2,080	1,542	+538	+34.9%	1,700
Profit	1,361	998	+363	+36.4%	1,000
Profit per share*	¥15.59	¥11.39	-	-	¥11.45

* 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)

Revenue rose in both platforms and applications.

(¥ million)	FY2019	FY2018			FY2019
	1H	1H	YoY change	YoY (Ratio)	1H forecasts
Platforms	4,948	4,552	+396	+8.7%	4,700
Basic	3,717	3,392	+325	+9.6%	3,470
EDI/Payment settlement	455	453	+2	+0.4%	480
Support	706	649	+57	+8.8%	650
Others	70	58	+13	+22.0%	100
Applications	6,123	5,538	+585	+10.6%	5,900
By industry	5,173	4,914	+259	+5.3%	4,950
OTRS	208	182	+26	+14.2%	250
Others	743	442	+300	+67.9%	700
Total	11,072	10,090	+982	+9.7%	10,600

Breakdown of Platform Sales (Consolidated, IFRS)

Use of PaaS/SaaS increased in line with a rise in application sales.

(¥ million)	FY2019 1H	FY2018 1H	YoY change	YoY (Ratio)
Basic	3,717	3,392	+325	+9.6%
PaaS/SaaS	2,682	2,424	+258	+10.7%
IaaS	1,035	968	+67	+6.9%
EDI/Payment settlement	455	453	+2	+0.4%
PSF*	299	304	-4	-1.4%
BLP/CPT*	155	149	+6	+4.0%
Support	706	649	+57	+8.8%
Support service	337	291	+47	+16.1%
Provision of consumables	369	359	+10	+2.8%
Others	70	58	+13	+22.0%
Total platform sales	4,948	4,552	+396	+8.7%

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

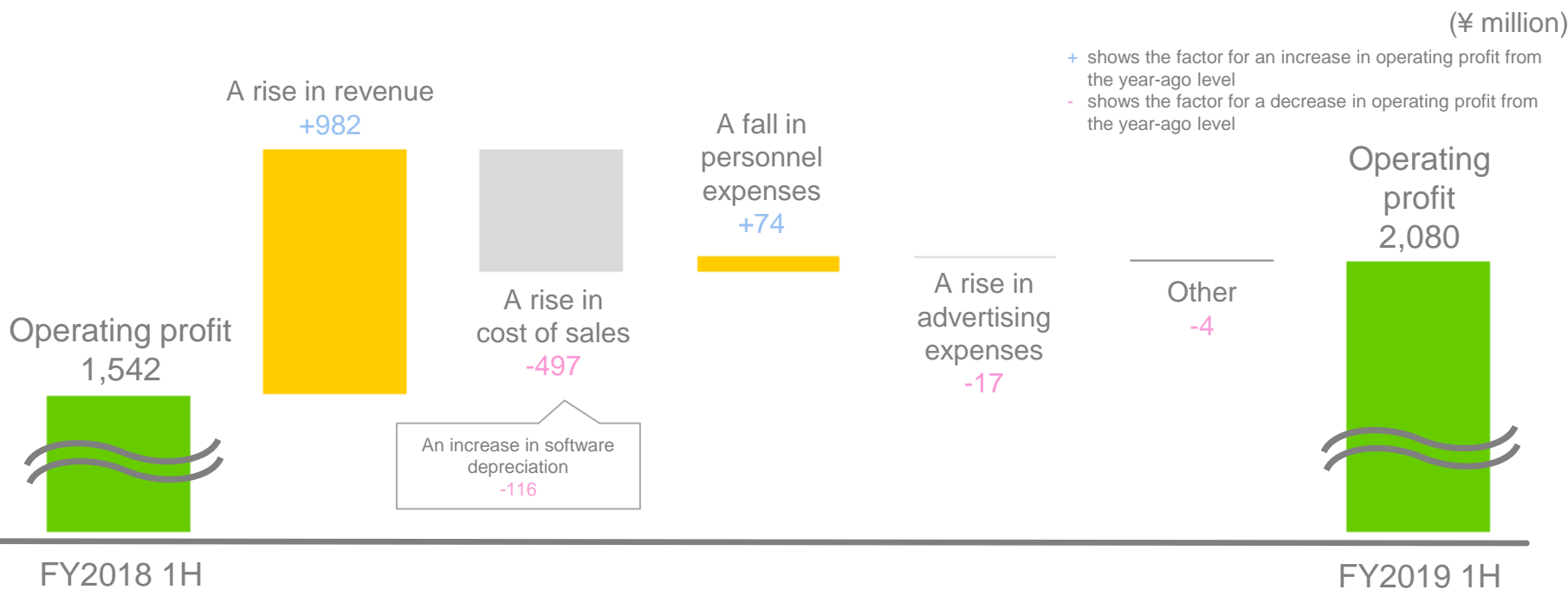
Breakdown of Application Sales (Consolidated, IFRS)

Sales by industry were driven by the Automotive category. Sales of equipment and ancillary devices (Others) also increased.

(¥ million)	FY2019 1H	FY2018 1H	YoY change	YoY (Ratio)
By industry	5,173	4,914	+259	+5.3%
Automotive	4,387	4,100	+287	+7.0%
Non-automotive	786	814	-28	-3.4%
OTRS	208	182	+26	+14.2%
Others	743	442	+300	+67.9%
Total application sales	6,123	5,538	+585	+10.6%

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

Operating profit increased due to a rise in sales, which offset the increased burden of cloud-related depreciation expenses.



BS Summary (Consolidated, IFRS)

Intangible assets increased due to investments in software development.

(¥ million)	FY2019 End of 1H	End of FY12/2018	YoY change	Main factors for increase/decrease
Current assets	8,833	10,619	-1,786	Decrease in cash and deposits -2,474
Non-current assets	21,105	18,794	+2,311	Increase in property, plant and equipment +734 Increase in intangible assets +1,227
Total assets	29,937	29,413	+525	
Current liabilities	7,423	7,913	-491	Decrease in income taxes -201
Non-current liabilities	585	466	+119	Increase in long-term interest-bearing debt +139
Total liabilities	8,008	8,379	-372	
Total shareholders' equity	21,930	21,033	+897	Recognition of profit +1,361
Total liabilities and shareholders' equity	29,937	29,413	+525	

CF Summary (Consolidated, IFRS)

Investments in growth areas, such as software development, were made more aggressively.

(¥ million)	FY2019 1H	FY2018 1H	YoY Change	Main Factors for Increase/Decrease
CF from operating activities	898	1,516	-617	Increase in trade and other receivables -714
CF from investing activities	-2,039	-1,008	-1,031	Increase in purchase of intangible assets -667
CF from financing activities	-1,324	-1,583	+259	-
FCF	-1,140	508	-1,648	-
Cash and cash equivalents	3,153	4,890	-1,737	-

Results Forecasts (Consolidated, IFRS)

No change to results forecasts

(¥ million)	FY2019 Full-year Forecasts	FY2018 Full-year	YoY change	YoY (Ratio)	FY2019 2H Forecasts	FY2018 2H	YoY change	YoY (Ratio)
Revenue	22,000	21,285	+715	+3.4%	10,928	11,195	-267	-2.4%
Operating profit	4,500	4,115	+385	+9.4%	2,420	2,573	-152	-5.9%
Profit	2,800	2,656	+144	+5.4%	1,439	1,657	-219	-13.2%
Profit per share	¥32.07	¥30.36	+¥1.71	-	-	-	-	-

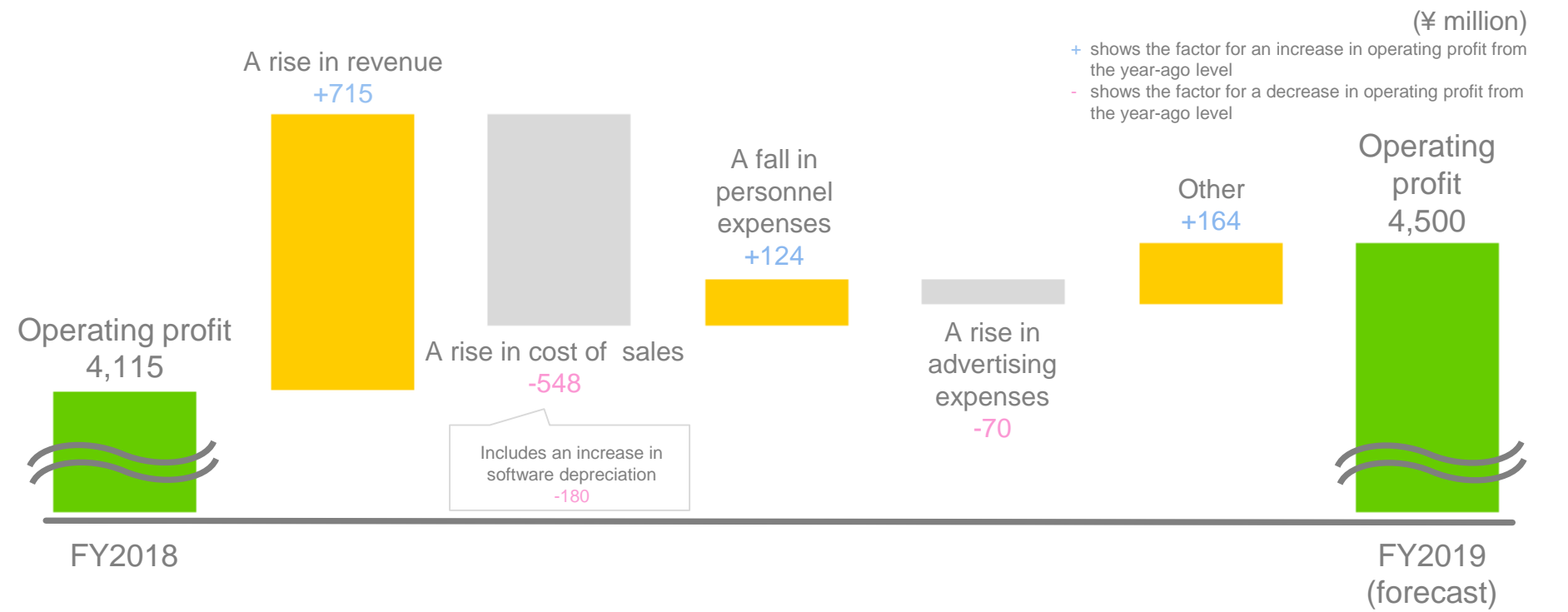
Revenue Forecasts by Category (Consolidated, IFRS)

No change to Revenue forecasts

(¥ million)	FY2019 Full-year Forecasts	FY2018 Full-year	YoY change	YoY (Ratio)	FY2019 2H Forecasts	FY2018 2H	YoY change	YoY (Ratio)
Platforms	9,900	9,543	+357	+3.7%	4,952	4,991	-40	-0.8%
Basic	7,270	7,175	+95	+1.3%	3,553	3,784	-230	-6.1%
EDI/Payment settlement	1,010	935	+75	+8.0%	555	482	73	15.1%
Support	1,320	1,314	+6	+0.5%	614	665	-51	-7.7%
Others	300	118	+182	+153.2%	230	61	169	277.0%
Applications	12,100	11,742	+358	+3.0%	5,977	6,204	-227	-3.7%
By industry	10,200	10,173	+27	+0.3%	5,027	5,259	-232	-4.4%
OTRS	600	391	+209	+53.6%	392	209	184	87.9%
Others	1,300	1,178	+122	+10.3%	557	736	-178	-24.3%
Total	22,000	21,285	+715	+3.4%	10,928	11,195	-267	-2.4%

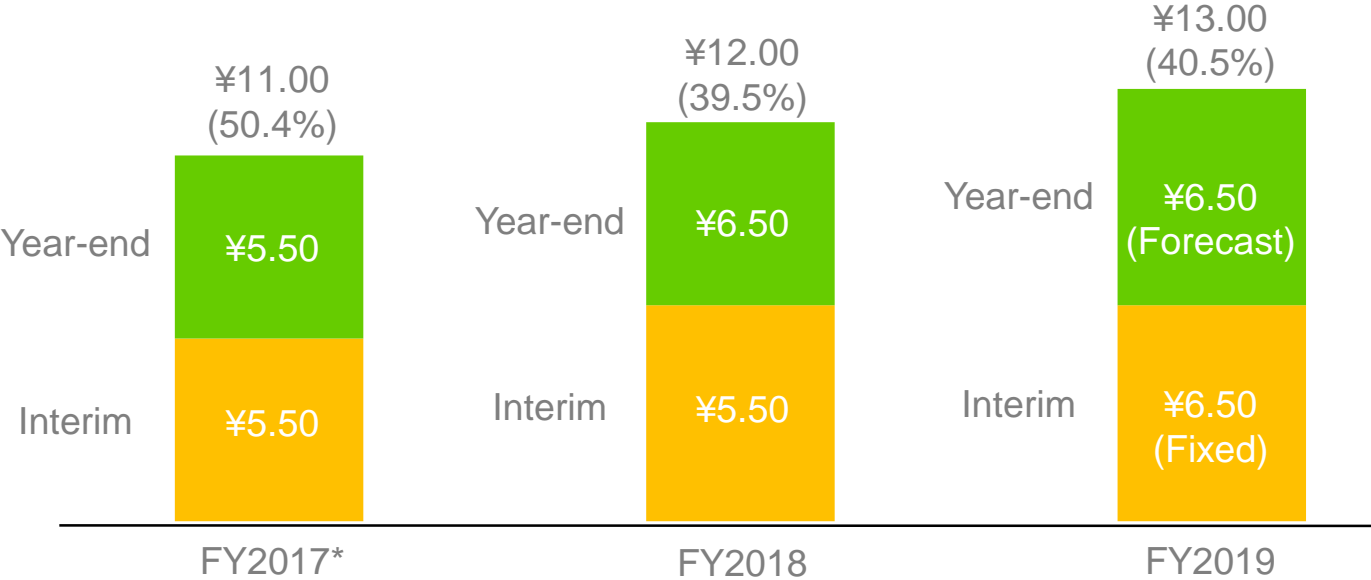
Breakdown of Increase/Decrease in Full-year Operating Profit(Consolidated, IFRS)¹²

An increase in the burden of software depreciation was offset by a rise in sales and reduction in general expenses, among other measures.



Dividends

The interim dividend of ¥6.5 per share will be paid. No change to the year-end forecasts.



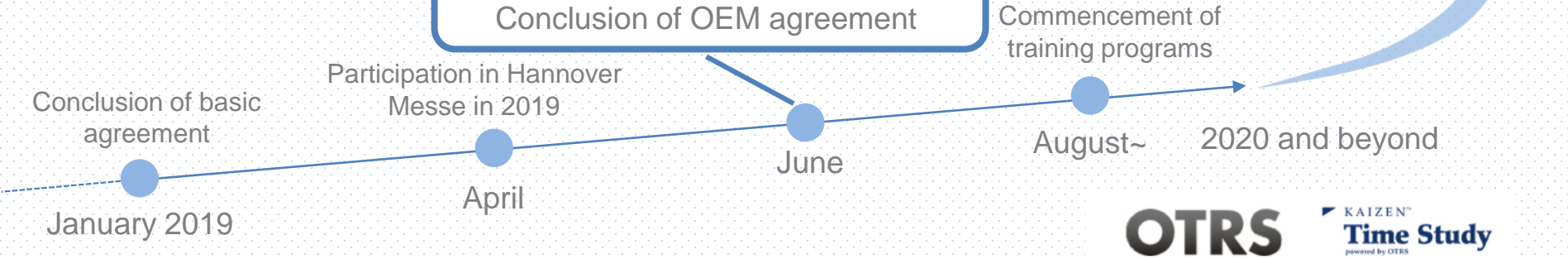
* Amount after adjustment for the stock split (1:2), which took effect on April 1, 2018

Progress on Initiatives for the Overseas Expansion of OTRS

Aimed to accelerate sales growth in 2020 and beyond through measures to increase sales channels, such as OEM-based provision to KAIZEN Institute.



To be launched progressively through 47 global bases.



Progress on Initiatives for the Growth of Data Science Areas

Work to improve value added in the Broadleaf Cloud Platform through collaboration with external sources.

Concluded a basic agreement on industry-academia collaboration with Yokohama City University.

Concluded a basic agreement on industry-academia collaboration to promote education for students and link with society in data science.

We expect this agreement to create synergies among human resources, information resources and the expertise of each party. With this in mind, the parties will develop human resources and engage in joint research through human exchange, while introducing practical training programs for students in which they are involved in actual processes for data creation, thereby contributing to the development of society.



Yokohama City University School of Data Science
The university established the first data science department in the Tokyo metropolitan area in April 2018 with the purpose of promoting data scientists.



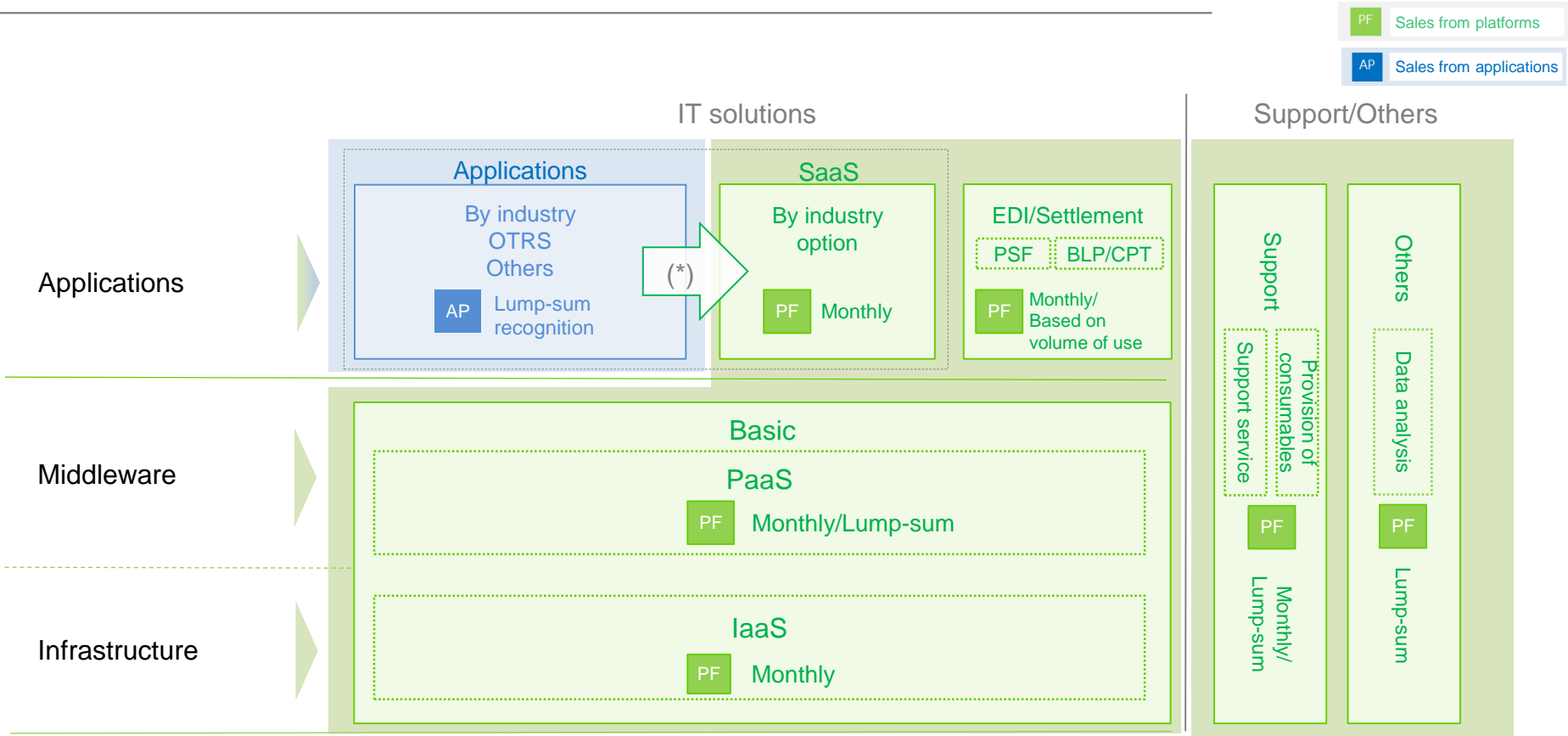
Corporate Profile

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.

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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