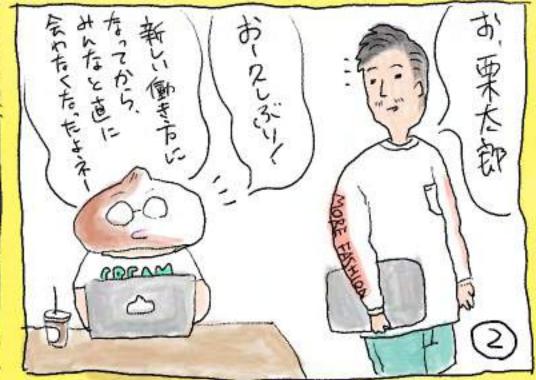




(FV2021)10 TOTO INC. CONSORDING CREMERS CERROLLIS





















## FY2021 1Q HIGHTS

#### Overview

- Gross Merchandise Value: 116,812 million yen (+22.5%,YoY)
- Gross Merchandise Value (excluding other GMV): 106,700 million yen (+11.9%,YoY)

YoY growth rate declined slightly, as the 1st quarter of the previous fiscal year was the quarter with strong positive impact (digital shift) due to COVID-19. Though the high hurdle from the last year results, we managed to secure a double-digit YoY growth from successful user attraction measures such as TV commercials, healthy growth of PayPay Mall etc.

Operating Profit: 12,591 million yen (+ 20.8,YoY)

Operating profit increased as an increase of gross profit in tandem with GMV growth and advertisement business growth and a decrease in expenses (logistics-related expenses and commission of payment collection).

#### **Gross Merchandise Value**

ZOZOTOWN BUSINESS	O PayPay Mall: 9,805 million yen (+124.3%,YoY
Gross Merchandise Value: 90,648 million yen (+6.6%,YoY)	O BtoB Business: 6,246 million yen (+4.8%,YoY
Consignment sales: 87,346 million yen (+6.0%,YoY)	Others*: 10,111 million yen
Outright Purchase / Production & Sales: 720 million yen (+39.7%,YoY)	O Average Order Value: 7,501 yen (+1.2%,YoY)
USED sales: 2,581 million yen (+23.3%,YoY)	O Average Retail Price: 3,490 yen (+1.4%,YoY)

<sup>\*1</sup> From the 3rd quarter of the fiscal year ended March 2021, GMV for ZOZO Option stores at PayPay Mall are recorded.

ZOZO Option: Option contracts which enables fashion category stores outside of ZOZOTOWN PayPay Mall, to participate special events produced by ZOZO and enjoy merits such as sales support

<sup>\*2</sup> From the fiscal year ending March 2022, we are disclosing the GMV and net sales in new business segmentation. For detail, please refer "Change of business segments" in P.34.

## FY2021 1Q HIGHTS

#### **Profitability**

- Operating profit margin\* (to the total gross merchandise value): 11.8% (10.9% for FY2020 1Q)
  - Factors improving profitability: Improvement of gross profit margin due to the growth of advertisement business etc., a decline in logistics-related expenses ratio from improvement of operation efficiency improvement in logistics bases and a decline in payment collection commission due to the change of the vendor.
  - ·Factors worsening profitability: An increase in advertising expenses from an increase of user attraction measures such as TV commercials and ZOZOGLASS distribution

#### Topic

- The first adoption of a new delivery method "EAZY" by Yamato Transports, in Japan. Decrease risks of personal information leakage from package drop service and meet diversified needs of ZOZOTOWN users (May 2021)
- "Salvatore Ferragamo" opened its shop in ZOZOVILLA (May 2021)
- OPre-order of the face color measurement tool "ZOZOGLASS" exceeded a million. The number of measured users reached 800 thousand in 3 months (June 2021)
- "DIOR" opened its shop in ZOZOCOSME on June 28, with lineups of 272 marketable items of makeup, skin care and flagrance.
   14 foundation related items are supported by the ZOZOGLASS (June 2021)
- "ZOZOSALE" started from June 18 and TV commercial of Ms. Tsubasa Honda started on the same day (June 2021)
- The grand opening of "CHANEL" in ZOZOCOSME. 100 years anniversary of "CHANEL N°5" collections were available for a limited time only (July 2021)

<sup>\*</sup>Operating profit margin is calculated by operating profit divided by the gross merchandise value (excluding other GMV)

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## OVERVIEW OF THE FYZ0211Q

(million¥)

	FY2020 1Q	FY2021 1Q	YoY	Target	Progress Rate(%)
Gross Merchandise Value	95,330	116,812	22.5%	472,800	24.7%
Gross Merchandise Value (excluding other GMV)	95,330	106,700	11.9%	450,400	23.7%
Net sales	33,674	38,866	15.4%	162,600	23.9%
Gross profit	32,283	36,924	14.4%	_	_
(%Gross Merchandise Value)	33.9%	34.6%	0.7%	-	_
SG&A	21,860	24,333	11.3%	_	_
(%Gross Merchandise Value)	22.9%	22.8%	-0.1%		_
Operating profit	10,423	12,591	20.8%	47,800	26.3%
(%Gross Merchandise Value)	10.9%	11.8%	0.9%	10.6%	-
Ordinary profit	10,473	12,534	19.7%	47,800	26.2%
Profit attributable to owners of parent	7,321	8,731	19.3%	33,300	26.2%

<sup>\* %</sup>Gross Merchandise Value are represented in percentages after division by gross merchandise value (excluding other GMV)

Until the fiscal year ended March 2021, points-related expenses, which had been recorded in SG&A expenses, were reduced from salesin the respective businesses, and the results are disclosed as net sales.

<sup>\*</sup> From the fiscal year ending March 2022, we are disclosing the GMV and net sales in new business segmentation. For detail, please refer "Change of business segments" in P.34.

<sup>\*</sup> Effective from the fiscal year ending March 2022, we have adopted the new accounting standards for revenue recognition.

## OVERVIEW OF EACH QUARTER

(million¥)

			FY2021		
	1Q	2Q	3Q	4Q	1Q
Gross Merchandise Value	95,330	90,301	118,611	115,194	116,812
Gross Merchandise Value (excluding other GMV)	95,330	90,195	115,247	106,999	106,700
YoY (%)	19.5%	13.0%	22.2%	17.3%	11.9%
Net sales	33,674	32,818	41,987	38,922	38,866
SG&A	21,860	21,571	25,742	26,714	24,333
YoY (%)	18.3%	4.3%	1.4%	25.5%	11.3%
(%Gross Merchandise Value)	22.9%	23.9%	22.3%	25.0%	22.8%
Operating profit	10,423	9,482	13,880	10,358	12,591
YoY (%)	33.9%	73.4%	126.4%	21.8%	20.8%
(%Gross Merchandise Value)	10.9%	10.5%	12.0%	9.7%	11.8%

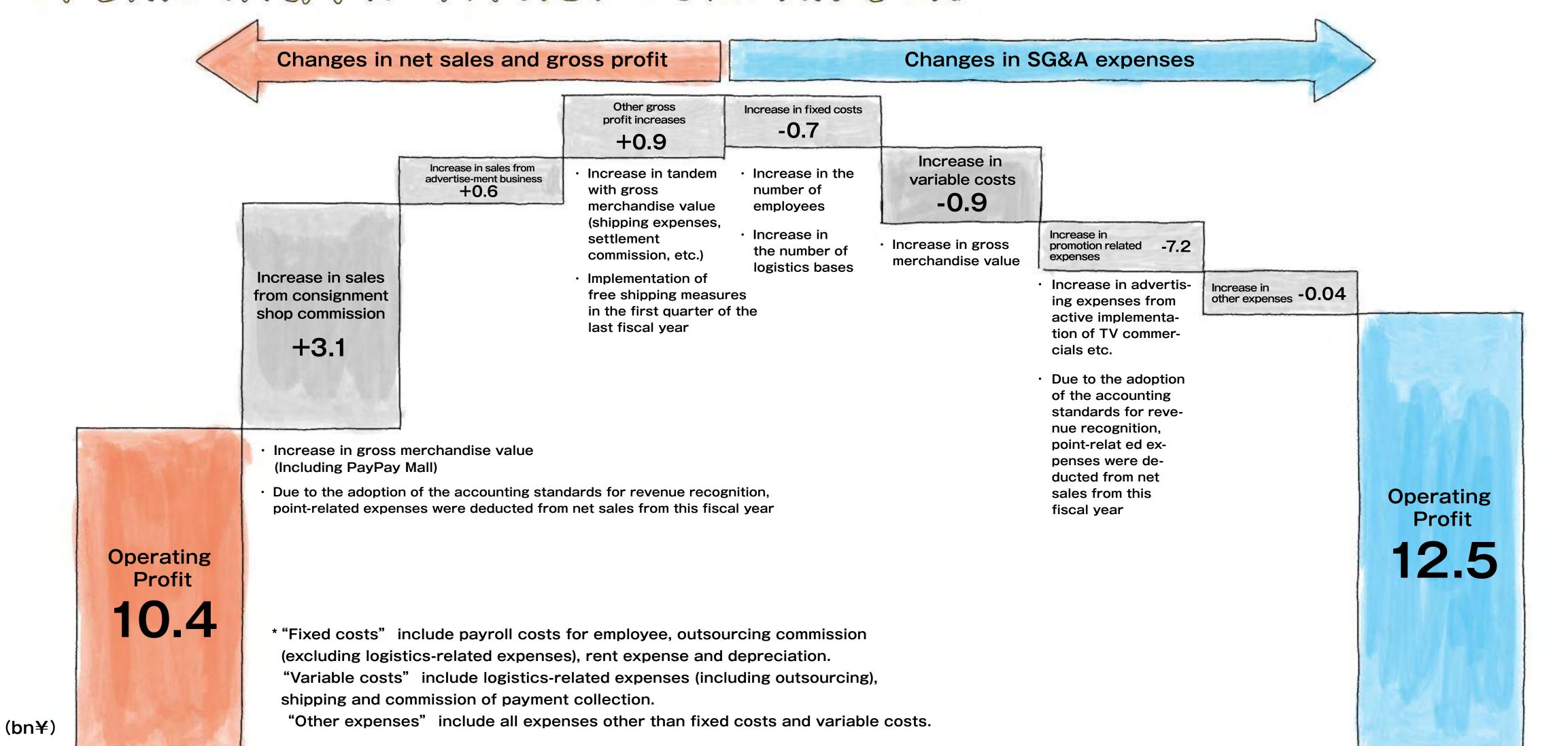
<sup>\* %</sup>Gross Merchandise Value are represented in percentages after division by gross merchandise value (excluding other GMV)

Until the fiscal year ended March 2021, points-related expenses, which had been recorded in SG&A expenses, were reduced from sales in the respective businesses, and the results are disclosed as net sales.

<sup>\*</sup> From the fiscal year ending March 2022, we are disclosing the GMV and net sales in new business segmentation. For detail, please refer "Change of business segments" in P.34.

<sup>\*</sup> Effective from the fiscal year ending March 2022, we have adopted the new accounting standards for revenue recognition.

## INCREASE-DECREASE ANALYSIS OF OPERATING PROFIT(YOY COMPARISON)



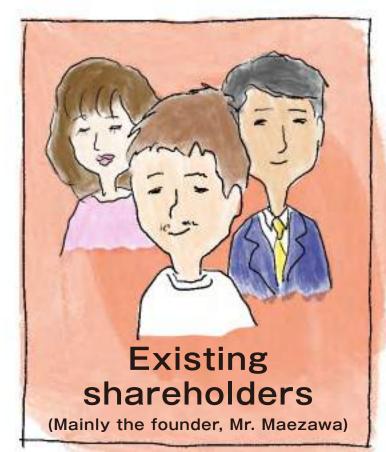
FY2020 1Q FY2021 1Q

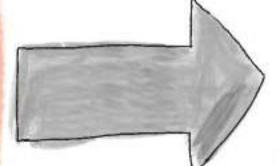
## CONSOLIDAYED BALANCE SHEET

(million¥)

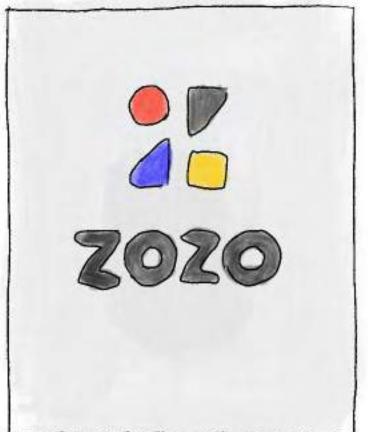
	<b>FY2020</b> (as of March 31, 2021)	FY2021 1Q (as of June 30, 2021)		FY2020 (as of March 31, 2021)	FY2021 1Q (as of June 30, 2021)
Current assets	99,796	60,877	Current liabilities	65,180	56,207
Cash and deposits	61,648	27,034	Short-term borrowing	20,000	20,000
Merchandise and finished products	1,792	2,223	Noncurrent liabilities	4,968	5,126
Noncurrent assets	25,860	24,848	Total liabilities	70,149	61,333
Tangible assets	12,019	12,010	Shareholders' equity	55,651	24,445
Intangible assets	2,915	2,790	Treasury stock	-24,146	-56,143
Investments and other assets	10,925	10,048	Total net assets	55,507	24,392
Total assets	125,656	85,726	Total liabilities and net assets	125,656	85,726

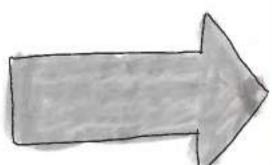
## OUTLINE OF INITIATIVES TO COMPLY WITH THE NEW TSE MARKET SEGMENTSIPRIME MARKETI



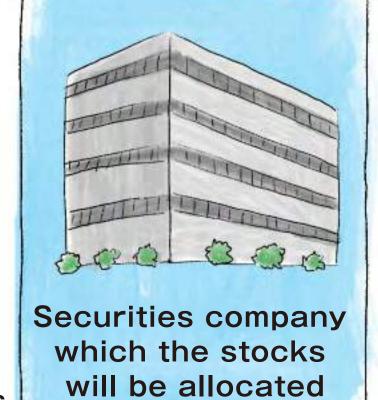


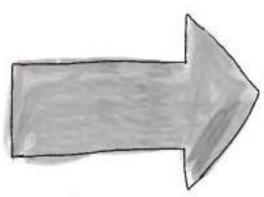
Purchase of treasury stock



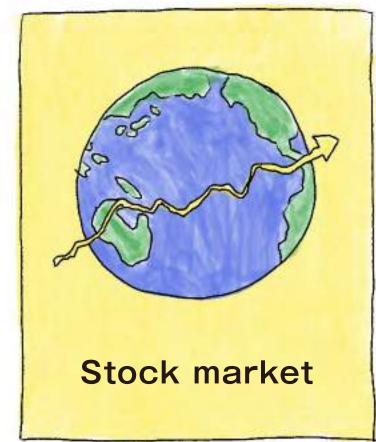


Issuance of stock acquisition rights





Distribution to the market



Date of acquisition: May 25, 2021

Total number of shares acquired: 8,544,000shares Ratio to the number of shares issued: Approx. 2.7%

Method of acquisition: ToSTNeT-3

Date of resolution to determine conditions: May 27, 2021 Total number of issuable shares: 6,780,000 shares

Ratio to the number of shares issued: Approx. 2.2%

Date of Allotment: June 15, 2021

Exercise period of stock acquisition rights:

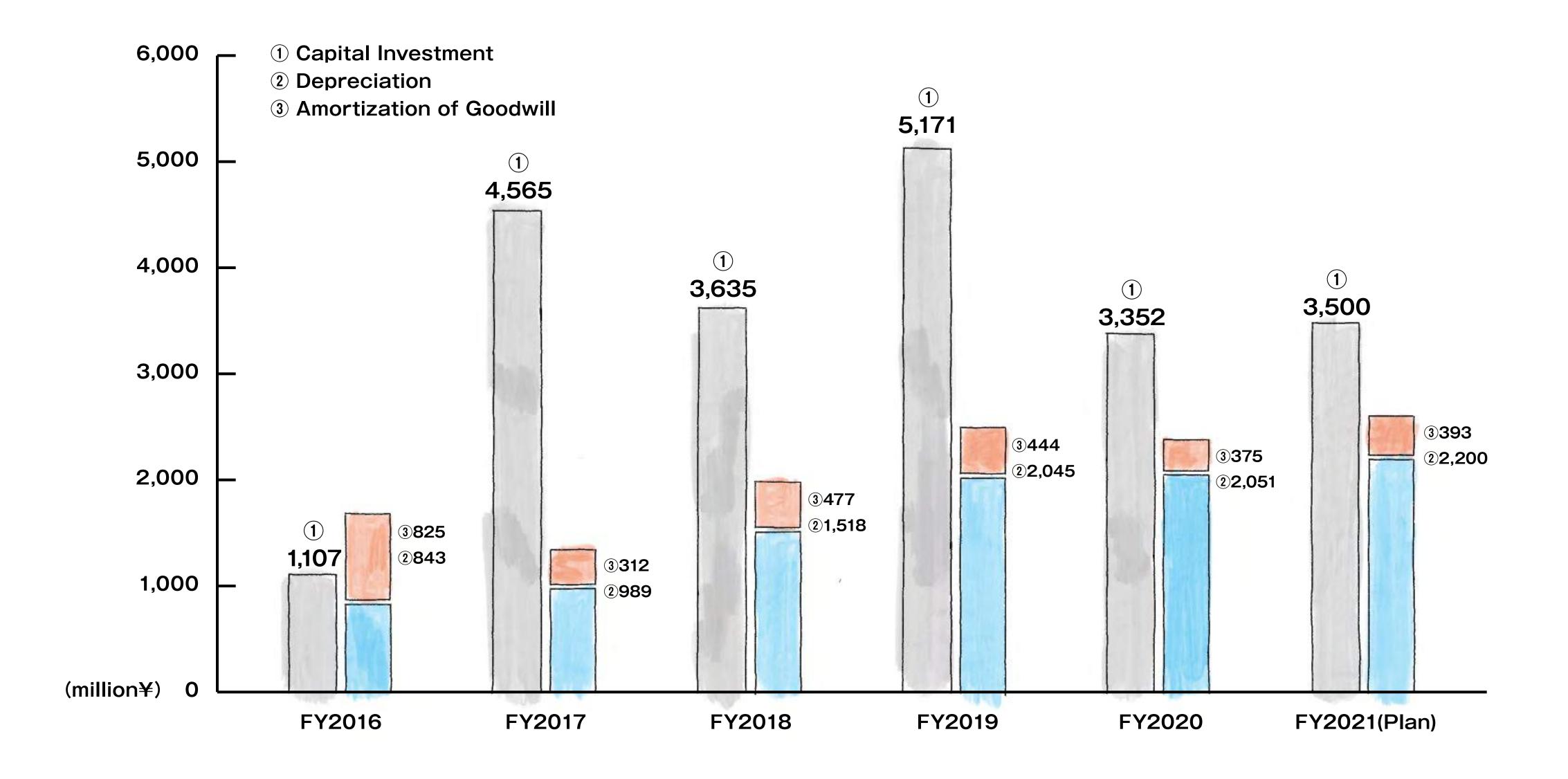
June 16 2021 to June 15,2023

We are considering to move to the new market segments (Prime Market) of the Tokyo Stock Exchange that is scheduled to open in April 2022.

We are implementing the above measures in order to meet one of the requirements of the Prime Market; the ratio of tradable shares must be at least 35%.

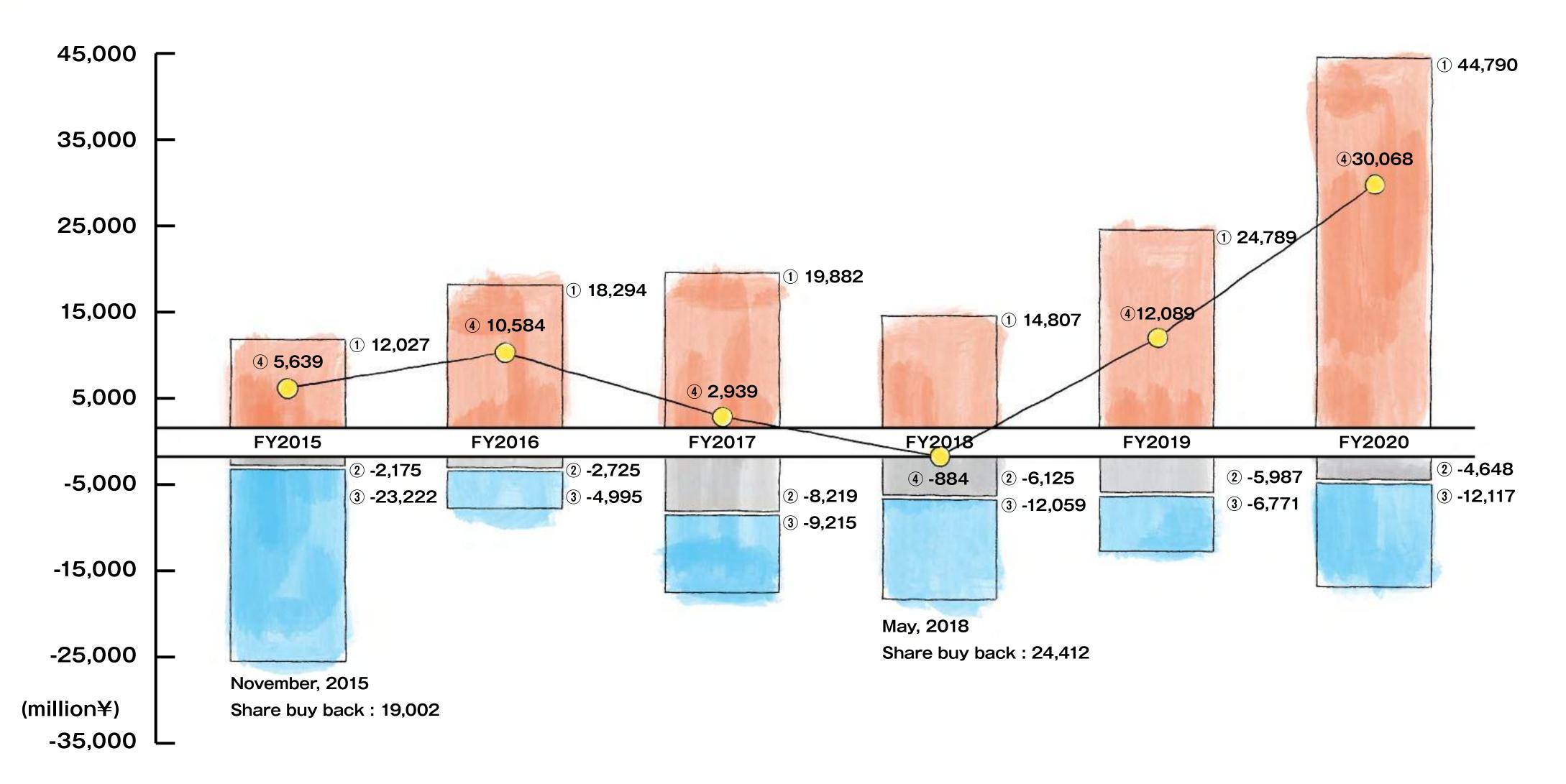
When the distribution to the market is completed, the ratio of tradable shares is expected to exceed 35%.

### CAPITAL INVESTMENT

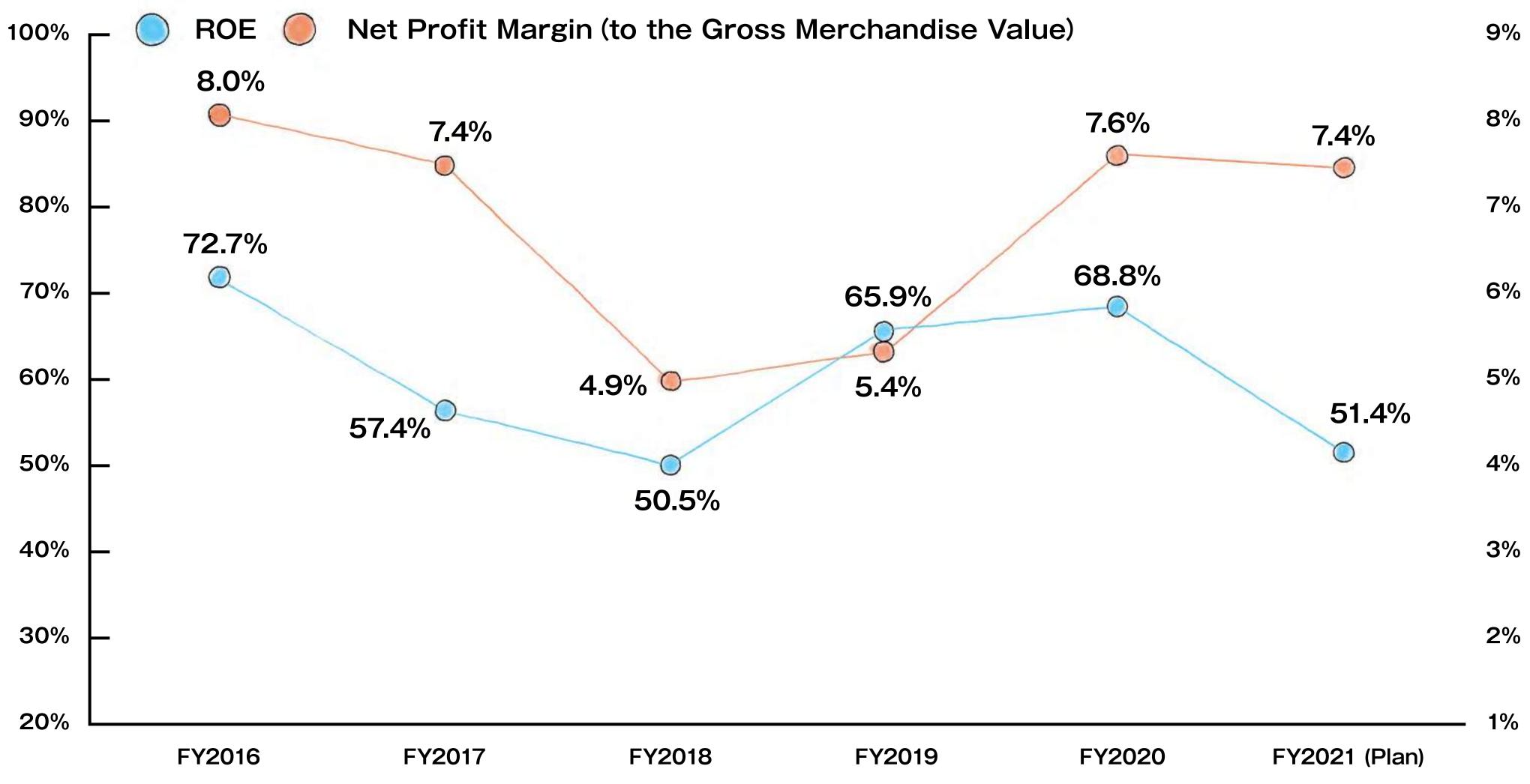


#### CASH FLOWS

- 1 Cash flows from operating activities
- 2 Cash flows from investing activities
- **3** Cash flows from financing activities
- 4 Substantial free cash flows
  - 1 + 2 -Expenditure from dividends

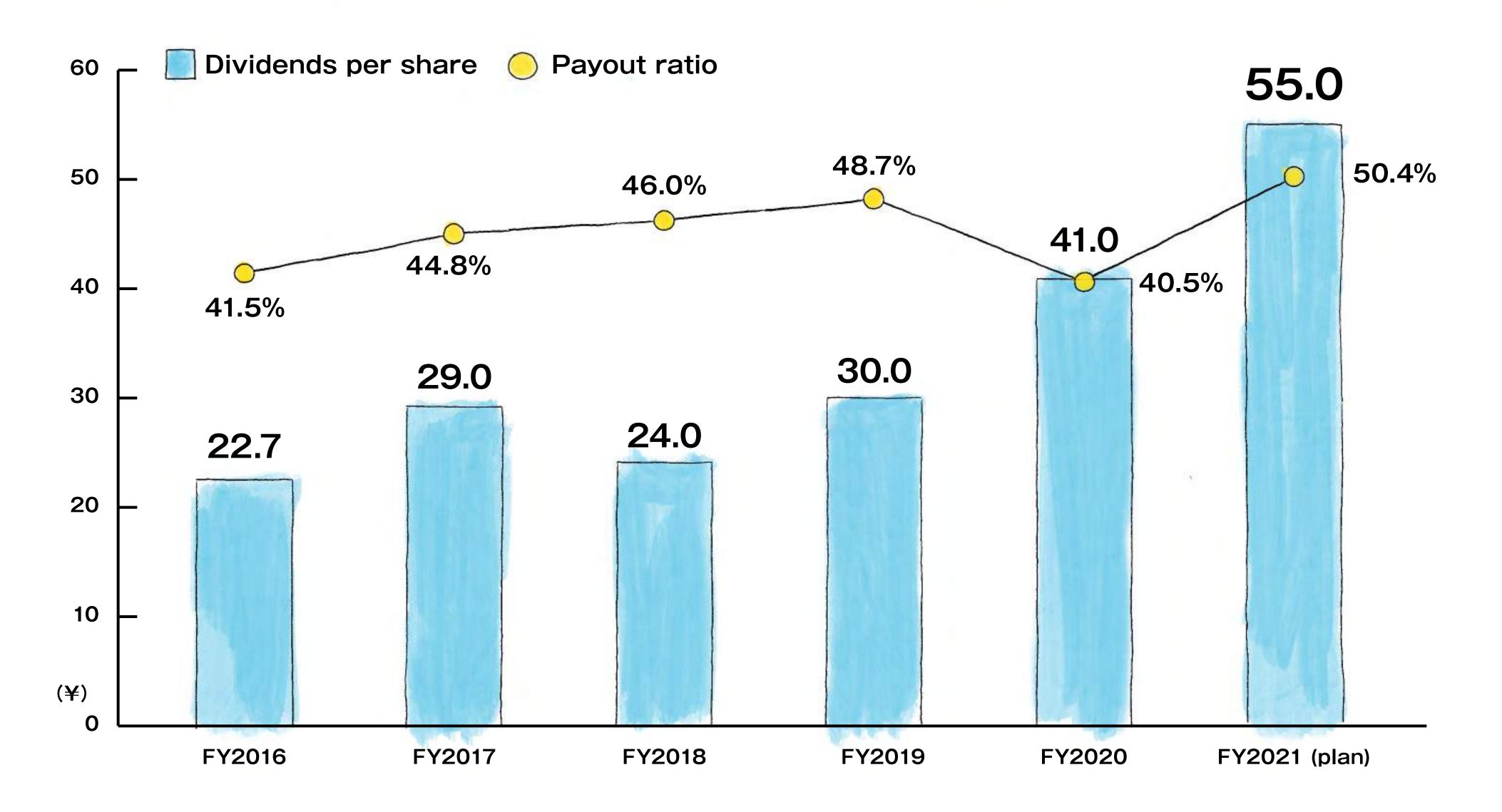


#### ROE AND WET PROFIT MARGIN



<sup>\*</sup> Net Profit margin are calculated by net profit divided by gross merchandise value (excluding other GMV)

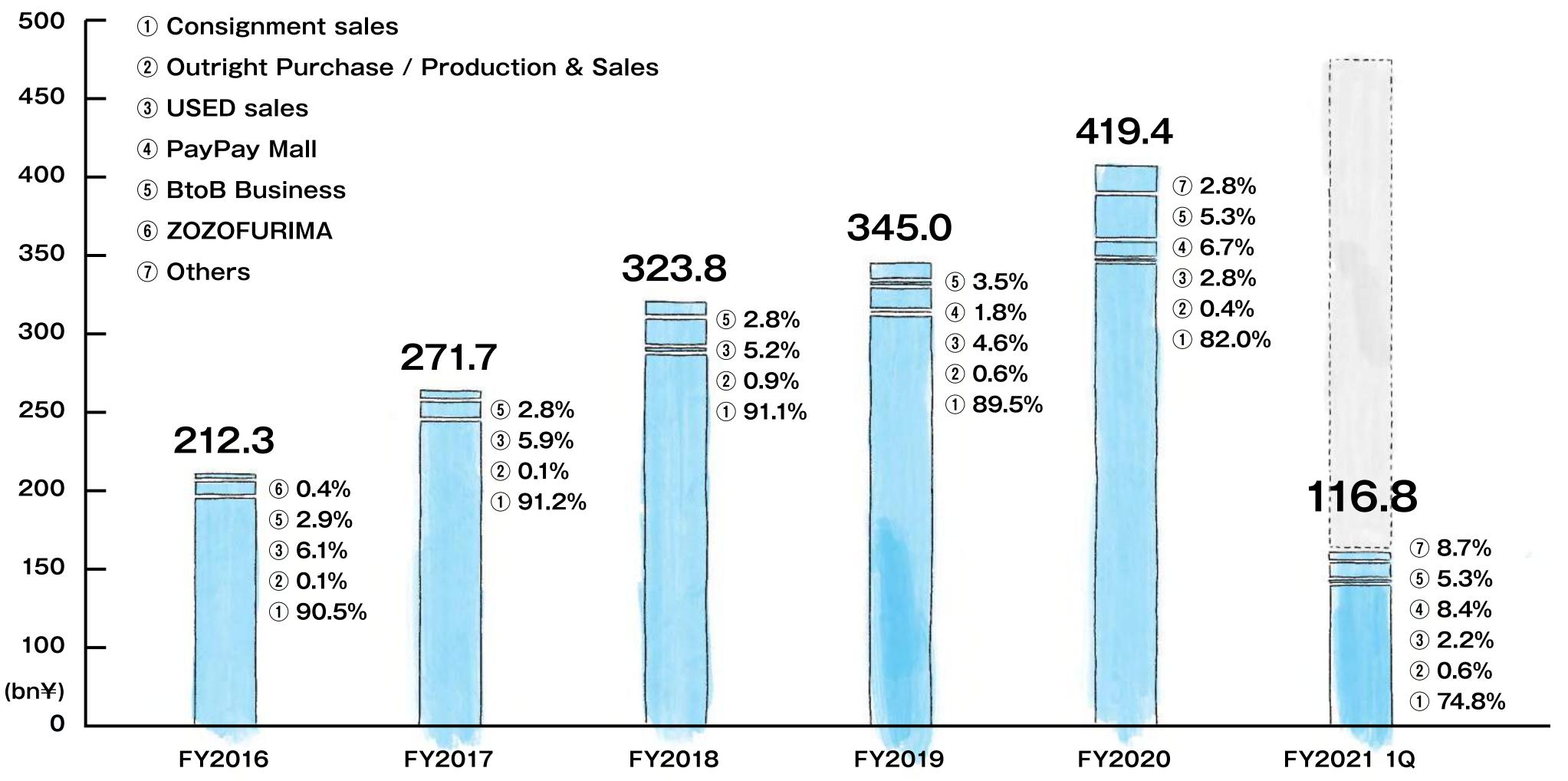
## DIVIDENDS PER SHARE AND PAYOUT RATIO



#### GROSS MERCHANDISE VALUE

#### Gross merchandise value of new shops opened in FY2021 1Q ZOZOTOWN Business : ¥0.6 billion

(accounts for 0.7% of the gross merchandise value)

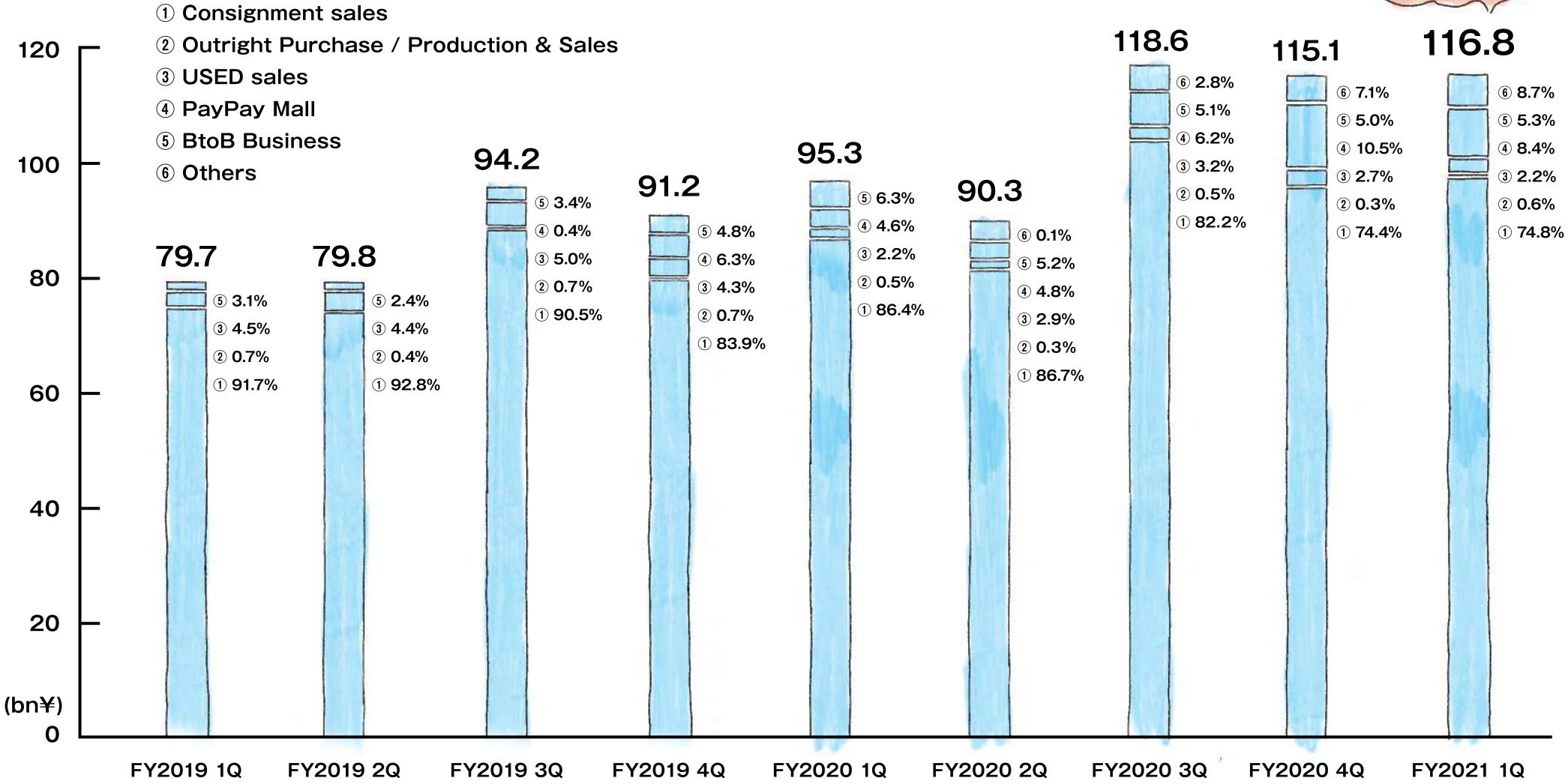


<sup>\*</sup> ZOZO FURIMA Business ended on June 30, 2017.

<sup>\*</sup> From the fiscal year ending March 2022, we are disclosing the GMV and net sales in new business segmentation. For detail, please refer "Change of business segments" in P.34. Figures in above are after the change.

## GROSS MERCHANDISE VALUE(QUARTERLY)

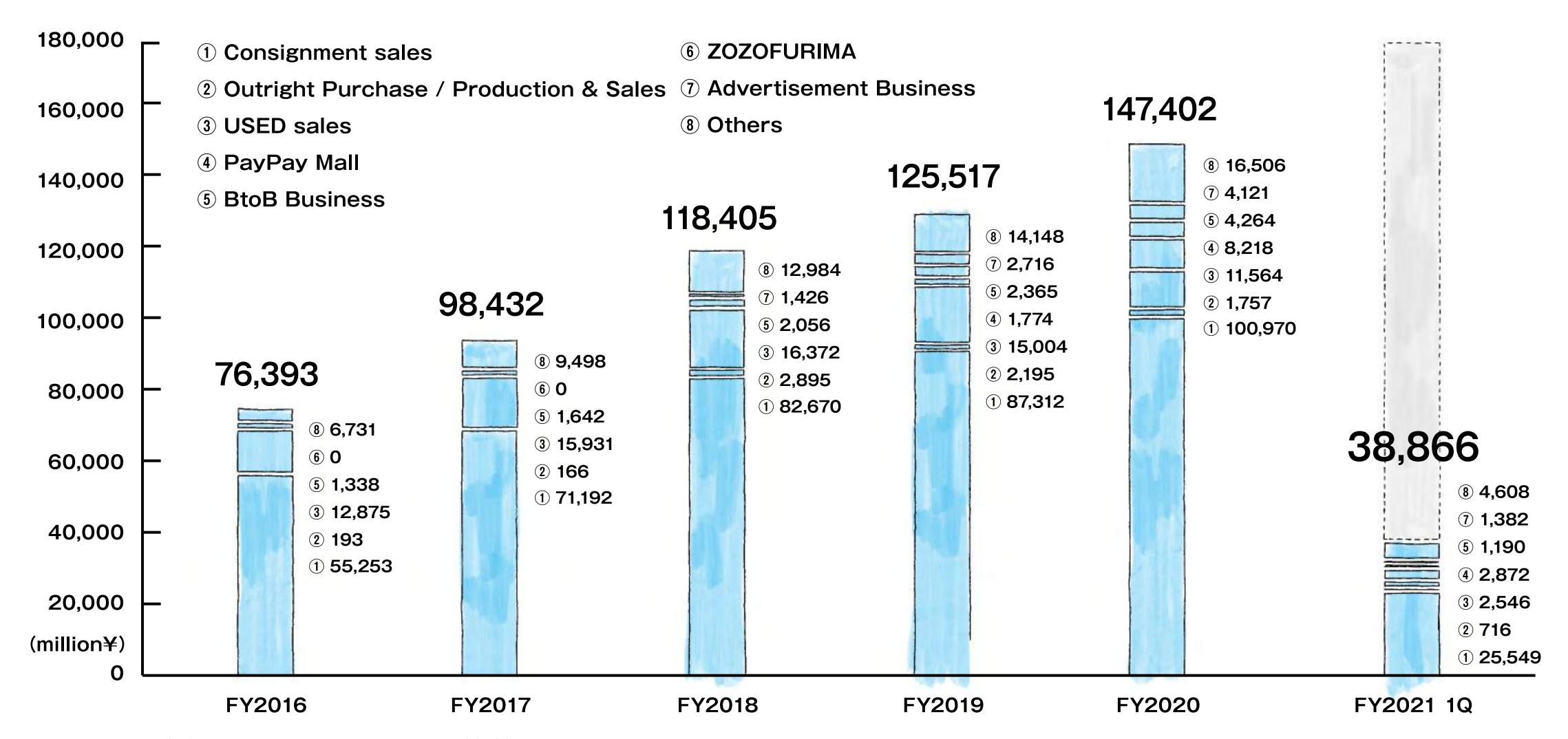




<sup>\*</sup> YoY are calculated with GMV excluding "6 Others".

<sup>\*</sup> From the fiscal year ending March 2022, we are disclosing the GMV and net sales in new business segmentation. For detail, please refer "Change of business segments" in P.34. Figures in above are after the change.

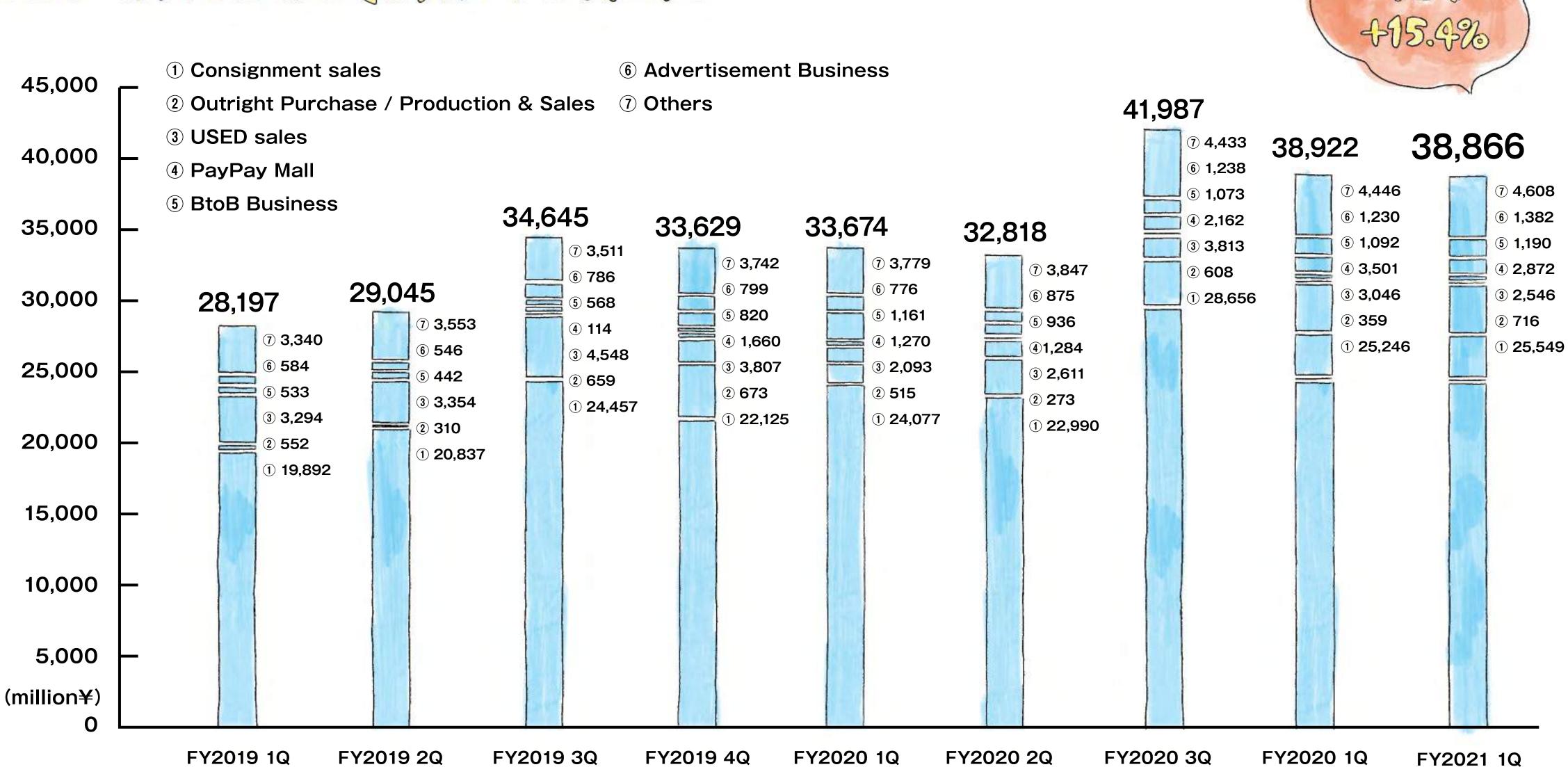
### NET SALES



<sup>\*</sup> ZOZO FURIMA Business ended on June 30, 2017.

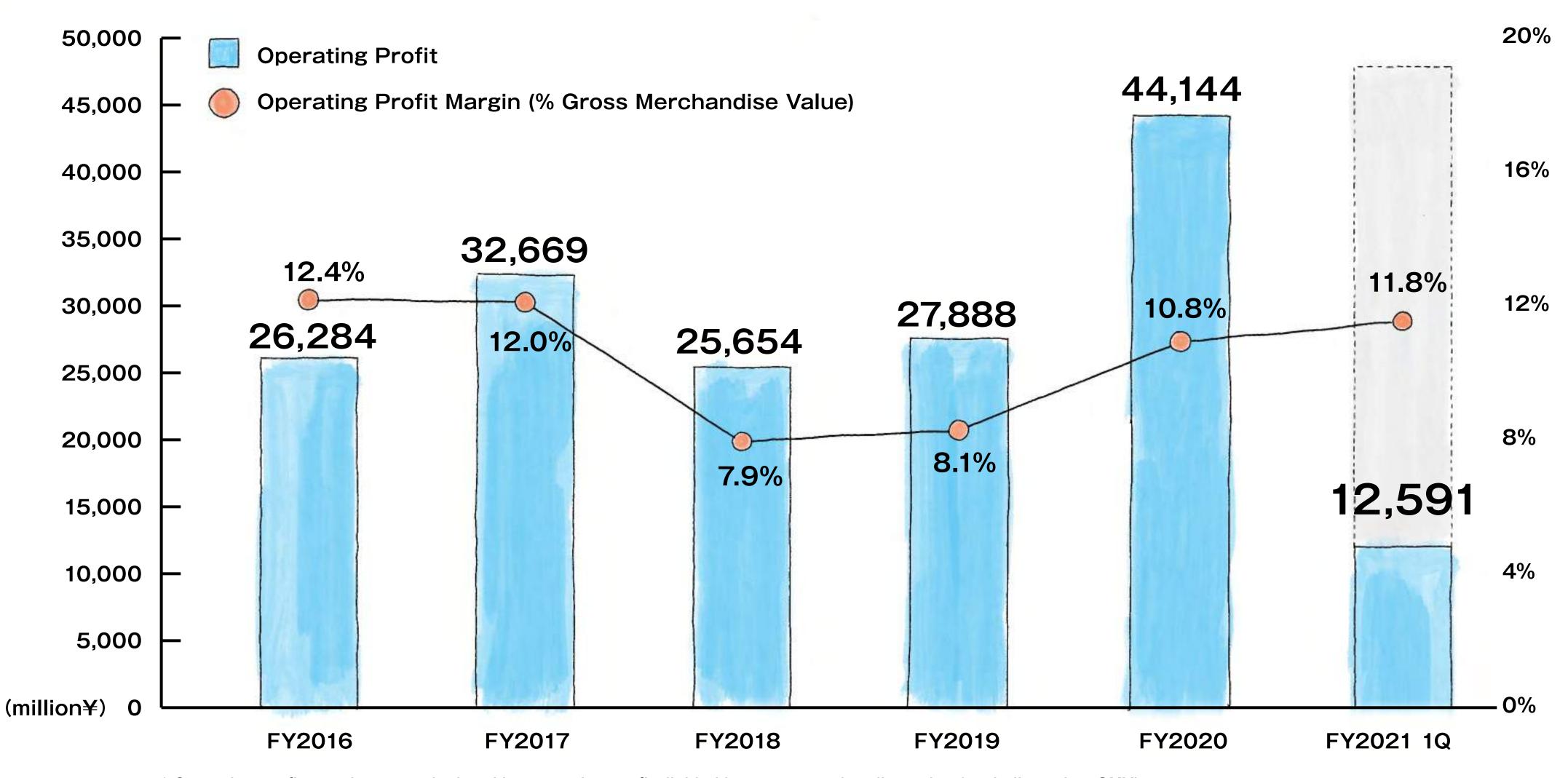
<sup>\*</sup> Effective from the fiscal year ending March 2022, we have adopted the new accounting standards for revenue recognition. Until the fiscal year ended March 2021, points-related expenses, which had been recorded in SG&A expenses, were reduced from sales in the respective businesses, and the results are disclosed as net sales.

## NET SALESQUARTERLY)



<sup>\*</sup> Effective from the fiscal year ending March 2022, we have adopted the new accounting standards for revenue recognition. Until the fiscal year ended March 2021, points-related expenses, which had been recorded in SG&A expenses, were reduced from sales in the respective businesses, and the results are disclosed as net sales.

## OPERATING PROFIT AND OPERATING PROFIT MARGIN



<sup>\*</sup> Operating profit margins are calculated by operating profit divided by gross merchandise value (excluding other GMV)

## SELLING, GENERAL AND ADMINISTRATIVE(SG&A) EXPENSES

(million¥)

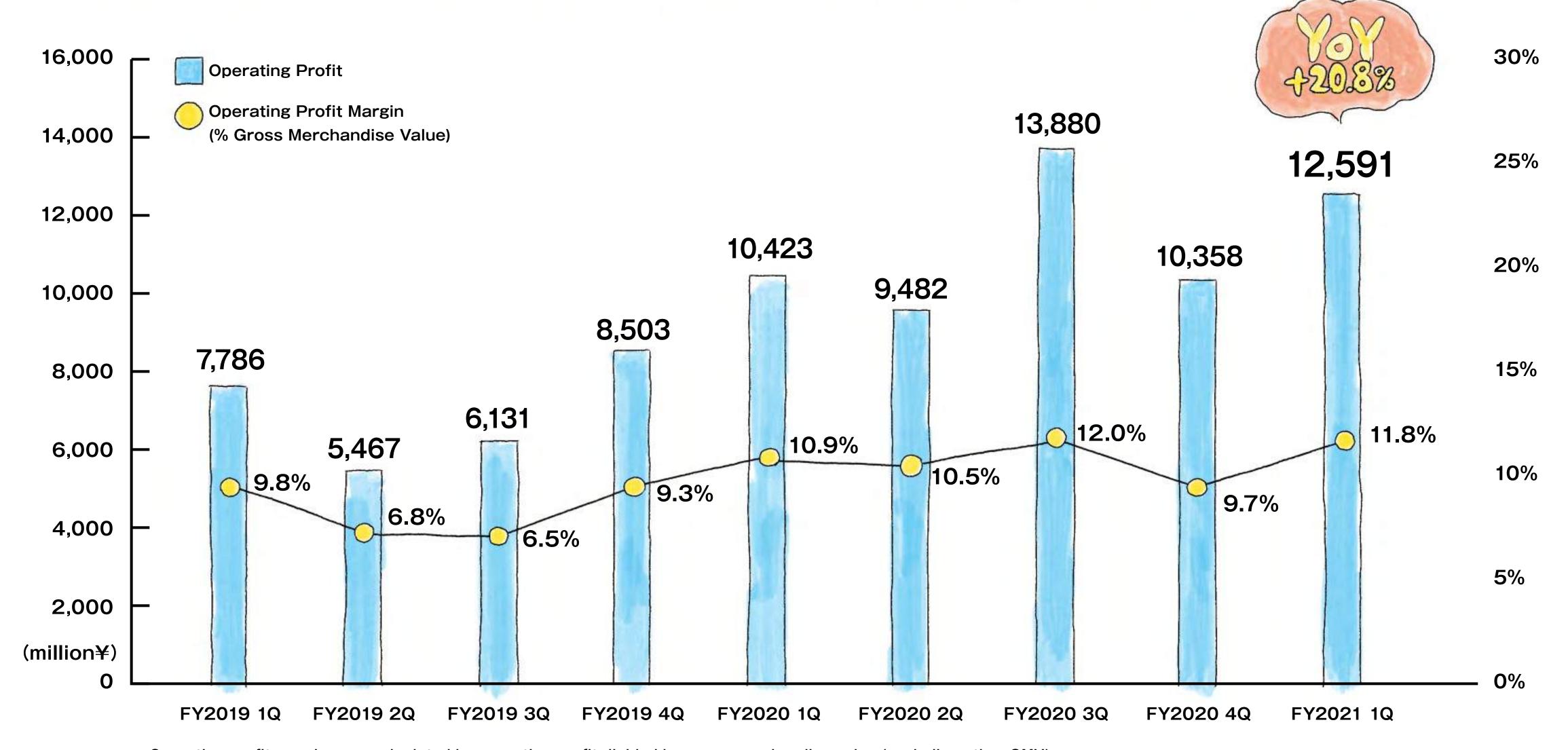
	FY2020 1Q		FY2020 1Q FY2021 1Q YOY		YOY	Increese decreese feeters	
	Amount	%Gross Merchandise Value	Amount	%Gross Merchandise Value	%Gross Merchandise Value	Increase decrease factors	
Payroll and staff costs(*)	6,465	6.8%	6,883	6.5%	-0.3%		
Payroll costs for employee	2,409	2.5%	2,831	2.7%	0.2%	Transition of the number of employees on consolidated basis: FY2020 1Q 1,209 → FY2021 1Q 1,331	
Logistics-Related Expenses (Including Outsourcing)	4,056	4.3%	4,051	3.8%	-0.5%	Last fiscal year: confusion from large volume of arrival of goods due to COVID-19 Current fiscal year: efficient operation without any major confusion	
Outsourcing Commission (Excluding Logistics-Related Expenses)	1,197	1.3%	1,429	1.3%	0.0%		
Shipping	6,655	7.0%	7,597	7.1%	0.1%	Same-day delivery resumed in the current fiscal year, which was paused in the last fiscal year	
Commission of Payment collection	2,561	2.7%	2,580	2.4%	-0.3%	Decrease in expenses from the change of vendor	
Promotion related expenses	1,075	1.1%	1,796	1.7%	0.6%		
Advertising	619	0.7%	1,796	1.7%	1.0%	Deployed active user attraction measures such as TV commercials Distribution of ZOZOGLASS free-of-charge	
Reward points related expenses	455	0.5%	-		-	Deduction from net sales instead of recording to the SG&A expense, due to the adoption of the accounting standards for revenue recognition	
Rent expense	1,232	1.3%	1,431	1.3%	0.0%		
Depreciation	553	0.6%	454	0.4%	-0.2%	Undepreciated expenses of the old office were recorded as extraordinary loss in the 4th quarter of the last fiscal year	
Amortization of goodwill	81	0.1%	101	0.1%	0.0%		
Stock Compensation Expenses	0	0.0%	13	0.0%	0.0%		
Others	2,035	2.1%	2,043	1.9%	-0.2%	Decrease in expenses due to the change of packaging materials (cardboard for delivery	
Total SG&A	21,860	22.9%	24,333	22.8%	-0.1%		

<sup>\*</sup> Payroll includes directors' remuneration, employee salaries, bonus, legal welfare expenses, welfare expenses, retirement benefits cost, provision for employee bonus, expenses of company pension premium, subcontracting payroll, a portion of expenses at logistics centers operation. "Employee" includes directors and employees,

<sup>&</sup>quot;Logistics-Related Expenses" includes part-timers, dispatched workers(subcontracting payroll) and substantial personnel expenses within outsourcing commission of staff working for logistics operations.

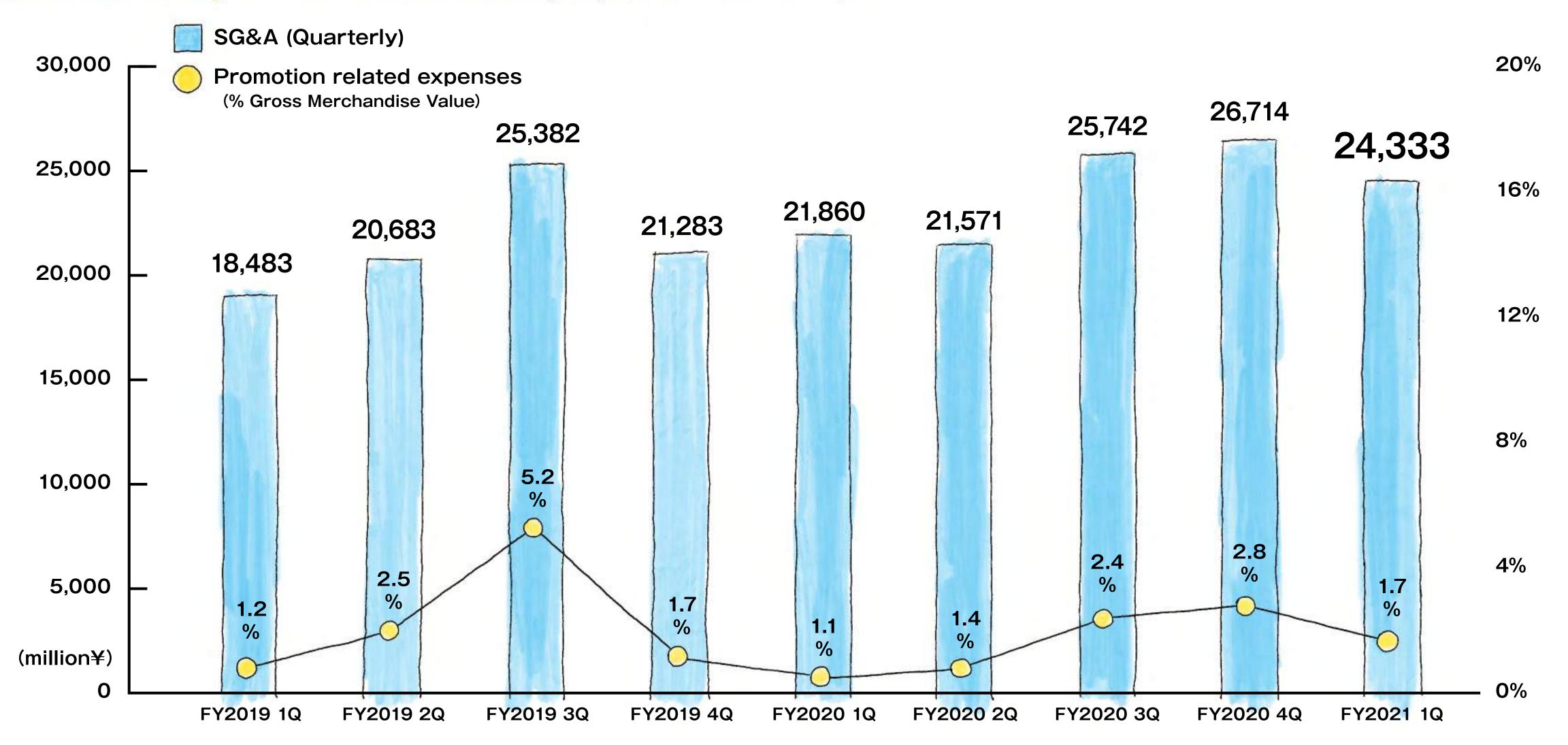
<sup>\*</sup> Numbers of % Gross Merchandise Value are calculated by each expense divided by gross merchandise value (excluding other GMV).

## OPERATING PROFIT AND OPERATING PROFIT MARGINIQUARTERLY)



<sup>\*</sup> Operating profit margins are calculated by operating profit divided by gross merchandise value (excluding other GMV)

# SELLING, GENERAL AND ADMINISTRATIVE (SG&A)EXPENSES(QUARTERLY)



<sup>\*</sup> Promotion related expenses ratios are calculated by related items divided by gross merchandise value (excluding other GMV).

<sup>\*</sup> Effective from the fiscal year ending March 2022, we have adopted the new accounting standards for revenue recognition. Until the fiscal year ended March 2021, points-related expenses, which had been recorded in SG&A expenses, were reduced from sales in the respective businesses, and the results are disclosed as net sales.

## OVERVIEW OF SCHABY EACH QUARTER

(million¥)

	FY2020								FY	2021
	1Q		2Q			3Q		4Q	1Q	
	Amount	%Gross Merchandise Value	Amount	%Gross Merchandise Valu						
Payroll and staff costs(*)	6,465	6.8%	6,294	7.0%	6,639	5.8%	7,844	7.3%	6,883	6.5%
Payroll costs for employee	2,409	2.5%	2,484	2.8%	2,497	2.2%	3,666	3.4%	2,831	2.7%
Logistics-Related Expenses (Including Outsourcing)	4,056	4.3%	3,809	4.2%	4,141	3.6%	4,177	3.9%	4,051	3.8%
Outsourcing Commission (Excluding Logistics-Related Expenses)	1,197	1.3%	1,149	1.3%	1,320	1.1%	1,418	1.3%	1,429	1.3%
Shipping	6,655	7.0%	6,542	7.3%	7,195	6.2%	7,185	6.7%	7,597	7.1%
Commission of Payment collection	2,561	2.7%	2,464	2.7%	3,078	2.7%	2,734	2.6%	2,580	2.4%
Promotion related expenses	1,075	1.1%	1,279	1.4%	2,779	2.4%	2,967	2.8%	1,796	1.7%
Advertising	619	0.7%	855	0.9%	2,230	1.9%	2,228	2.1%	1,796	1.7%
Reward points related expenses	455	0.5%	424	0.5%	548	0.5%	739	0.7%	-	-
Rent expense	1,232	1.3%	992	1.1%	1,515	1.3%	1,484	1.4%	1,431	1.3%
Depreciation	553	0.6%	450	0.5%	497	0.4%	548	0.5%	454	0.4%
Amortization of goodwill	81	0.1%	93	0.1%	99	0.1%	100	0.1%	101	0.1%
Stock Compensation Expenses	0	0.0%	17	0.0%	13	0.0%	15	0.0%	13	0.0%
Others	2,035	2.1%	2,285	2.5%	2,602	2.3%	2,414	2.3%	2,043	1.9%
Total SG&A	21,860	22.9%	21,571	23.9%	25,742	22.3%	26,714	25.0%	24,333	22.8%

<sup>\*</sup> Payroll includes directors' remuneration, employee salaries, bonus, legal welfare expenses, welfare expenses, retirement benefits cost, provision for employee bonus, expenses of company pension premium, subcontracting payroll, a portion of expenses at logistics centers operation. "Employee" includes directors and employees,

<sup>&</sup>quot;Logistics-Related Expenses" includes part-timers, dispatched workers(subcontracting payroll) and substantial personnel expenses within outsourcing commission of staff working for logistics operations.

<sup>\*</sup> Numbers of % Gross Merchandise Value are calculated by each expense divided by gross merchandise value (excluding other GMV).

<sup>\*</sup> Effective from the fiscal year ending March 2022, we have adopted the new accounting standards for revenue recognition.

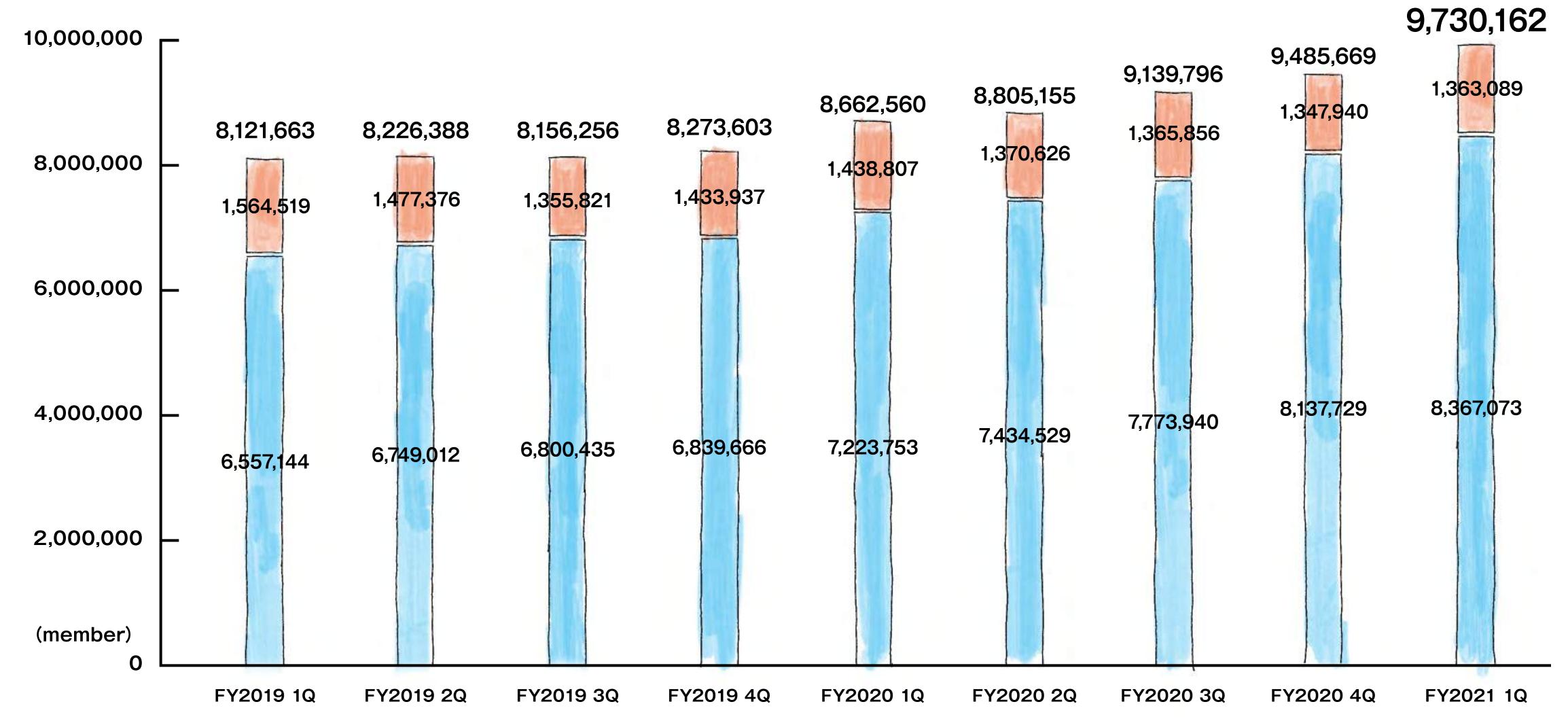
Until the fiscal year ended March 2021, points-related expenses, which had been recorded in SG&A expenses, were reduced from sales in the respective businesses, and the results are disclosed as net sales.

#### NUMBER OF TOTAL BUYERS

Number of total buyers = Active members and guest buyers who made at least one purchase within a year

Guest buyers = Total number of guest purchases within a year

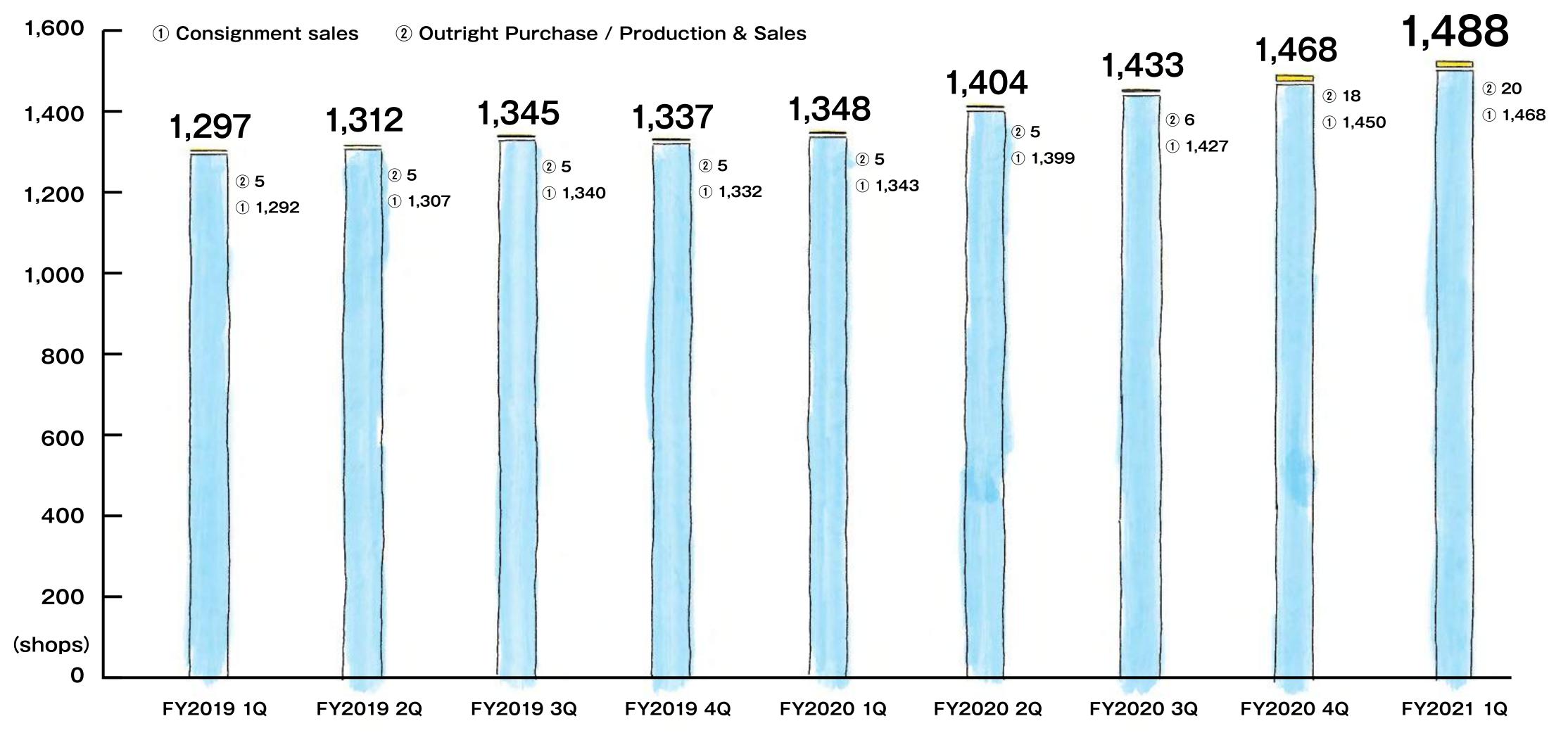
Active members = Members who have made at least one purchase within a year



<sup>\*</sup> Excluding the users only purchased the body measurement device "ZOZOSUIT" "ZOZOMAT" and "ZOZOGLASS"

<sup>\*</sup> PayPay Mall is not included

#### NUMBER OF SHOPS ON ZOZOTOWN

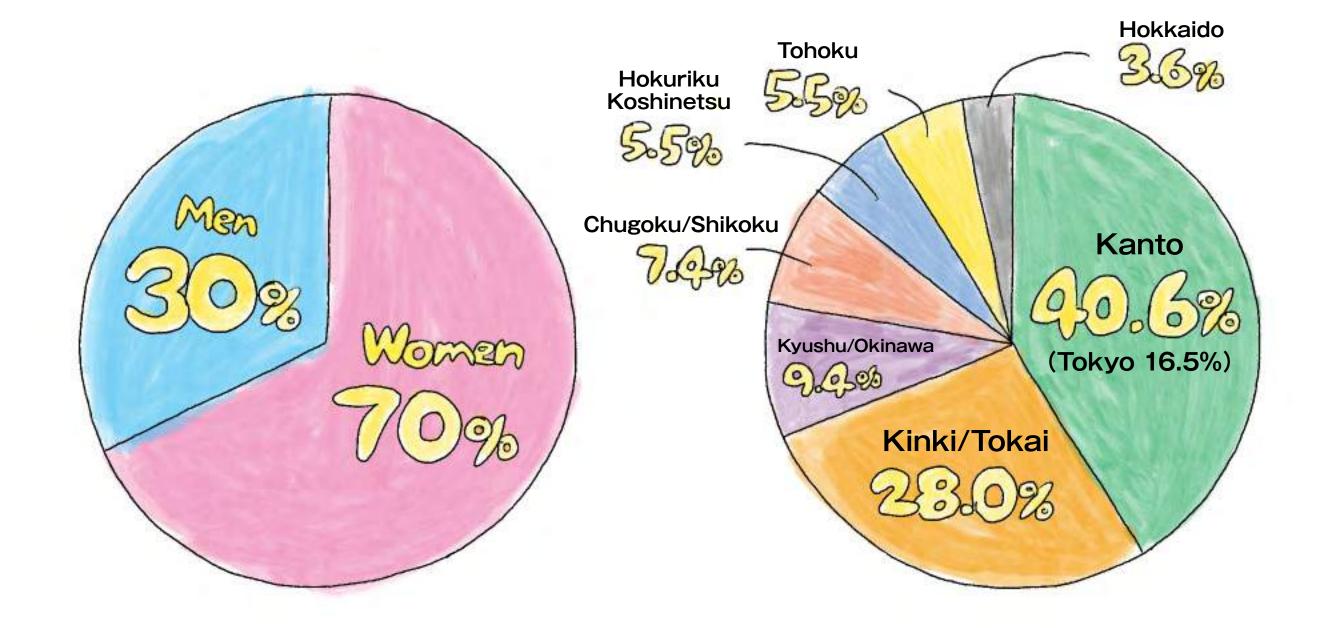


<sup>\*</sup> Shops of the private brand "ZOZO" and "Multi-Size" are not included to the number of shops

## ACTIVE MEMBER DISTRUBUTION

#### Gender ratio

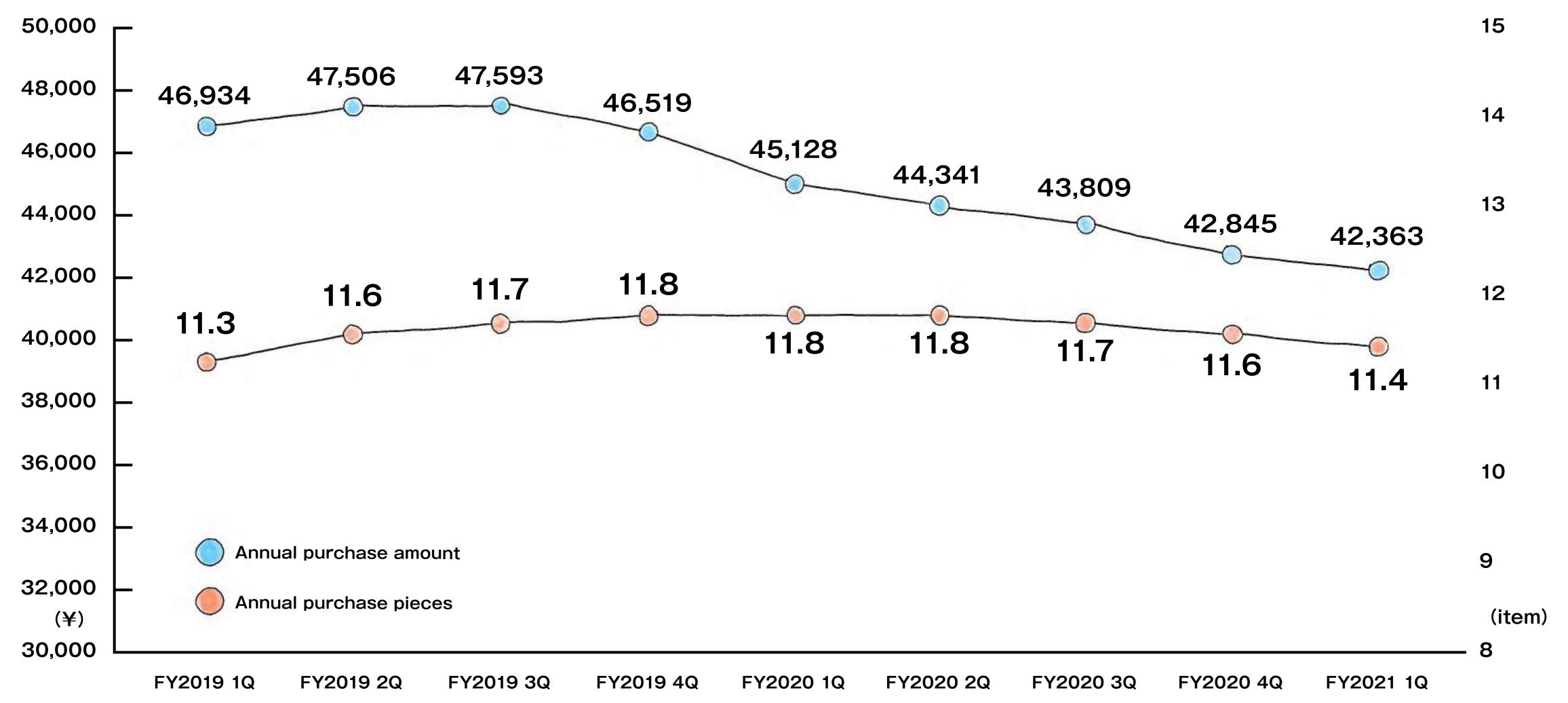
## Geographical distribution



#### Age distribution 400,000 350,000 300,000 Average age 250,000 200,000 150,000 Men 31.8 **Women 34.4** 100,000 50,000 (member) O(age) 20 40 60 80 100

<sup>\*</sup> PayPay Mall is not included

## ANNUAL PURCHASE AMOUNT AND PIECES PER ACTIVE MEMBER

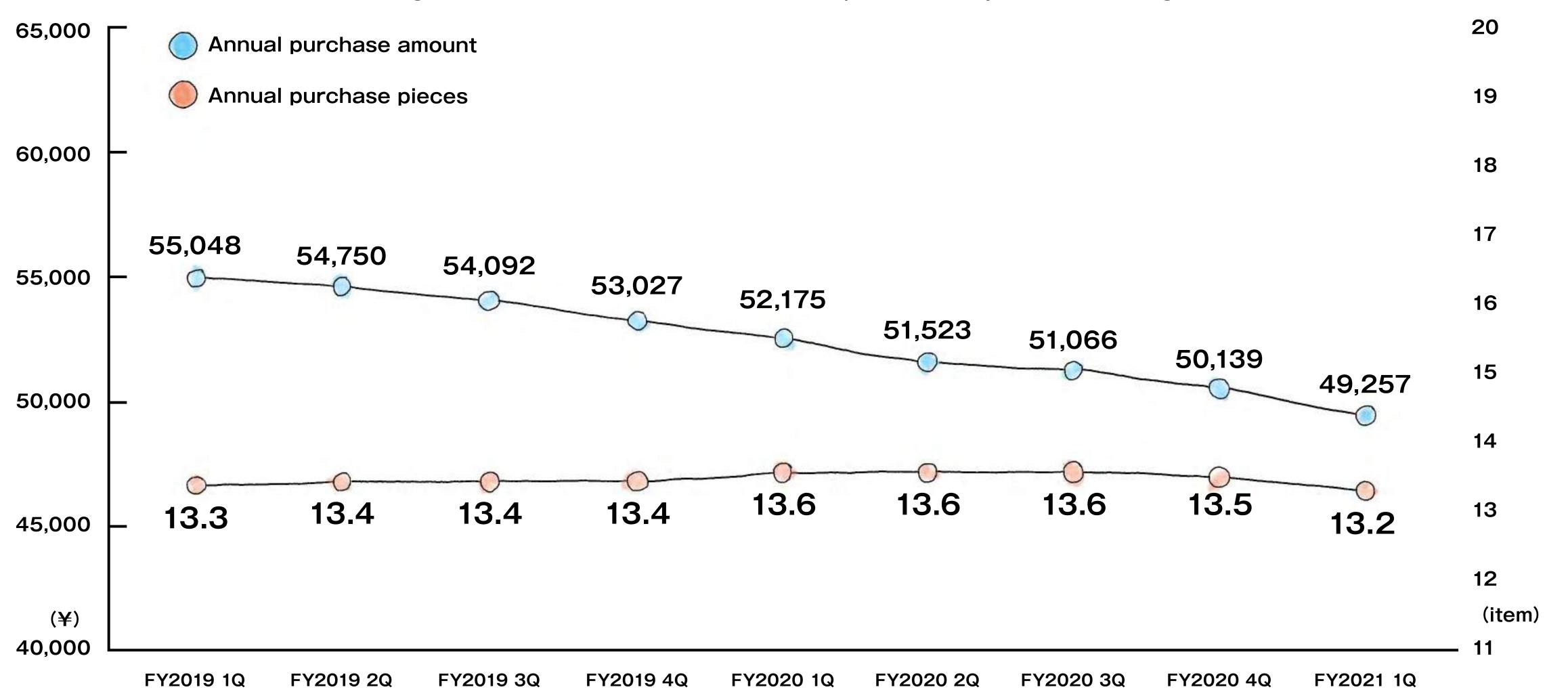


<sup>\*</sup> Excluding the users only purchased the body measurement device "ZOZOSUIT" "ZOZOMAT" and "ZOZOGLASS"

<sup>\*</sup> PayPay Mall is not included

### ANNUAL PURCHASE AMOUNT AND PIECES PER EXISTING ACTIVE MEMBER

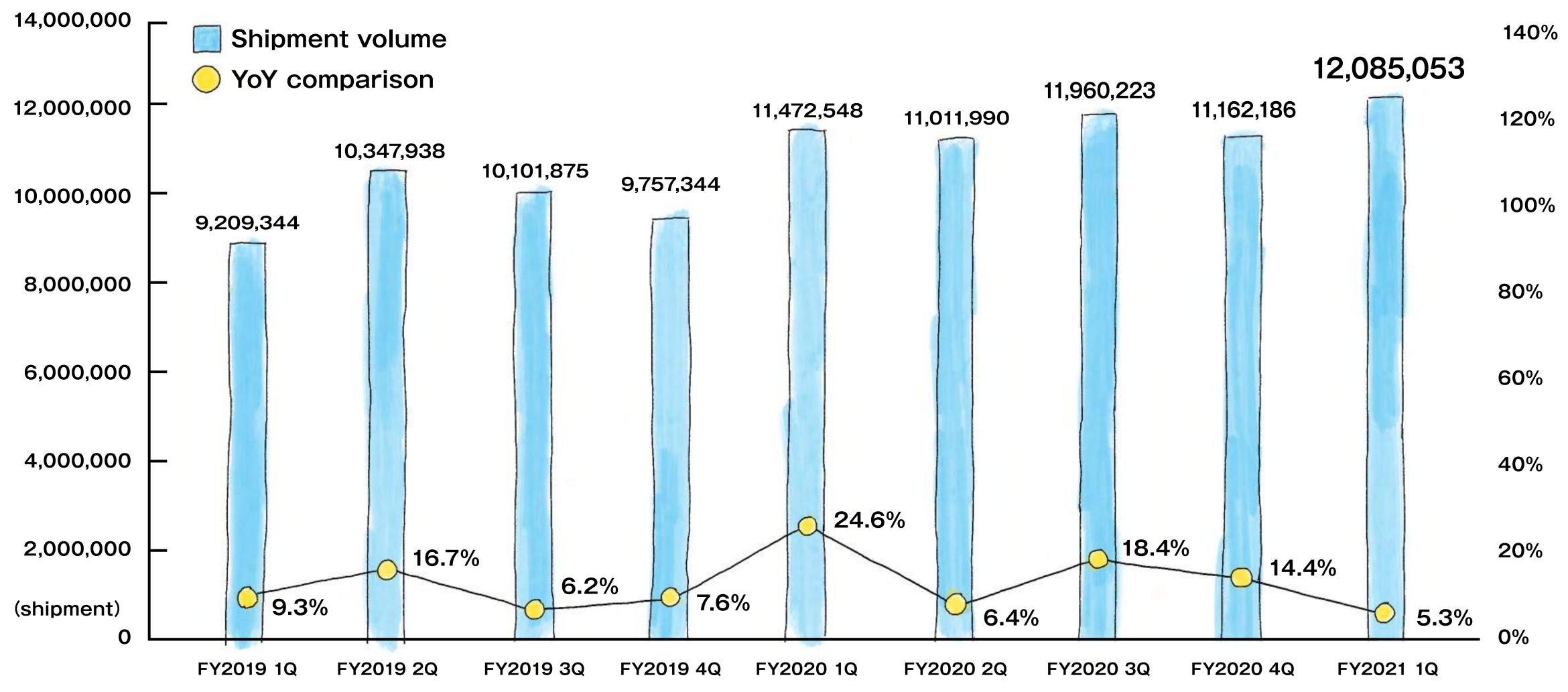
Existing active members: Active members who have passed over 1 year since their registration



<sup>\*</sup> Excluding the users only purchased the body measurement device "ZOZOSUIT" "ZOZOMAT" and "ZOZOGLASS"

<sup>\*</sup> PayPay Mall is not included

### NUMBER OF SHIPMENTS

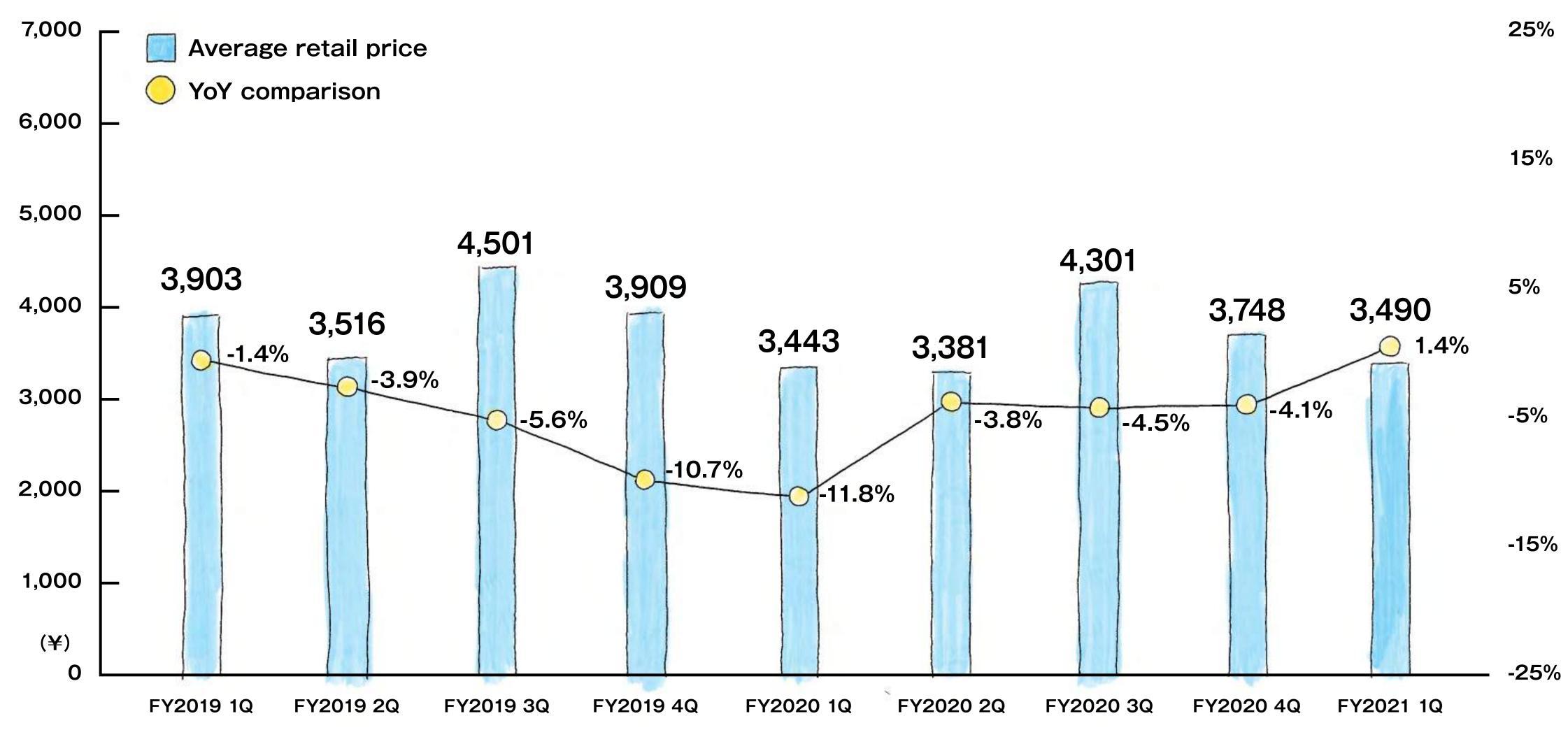


<sup>\*</sup> Excluding the users only purchased the body measurement device "ZOZOSUIT" "ZOZOMAT" and "ZOZOGLASS"

<sup>\*</sup> PayPay Mall is not included \* The numbers of shipments are the combined results of the ZOZOTOWN business

#### AVERAGE RETAIL PRICE

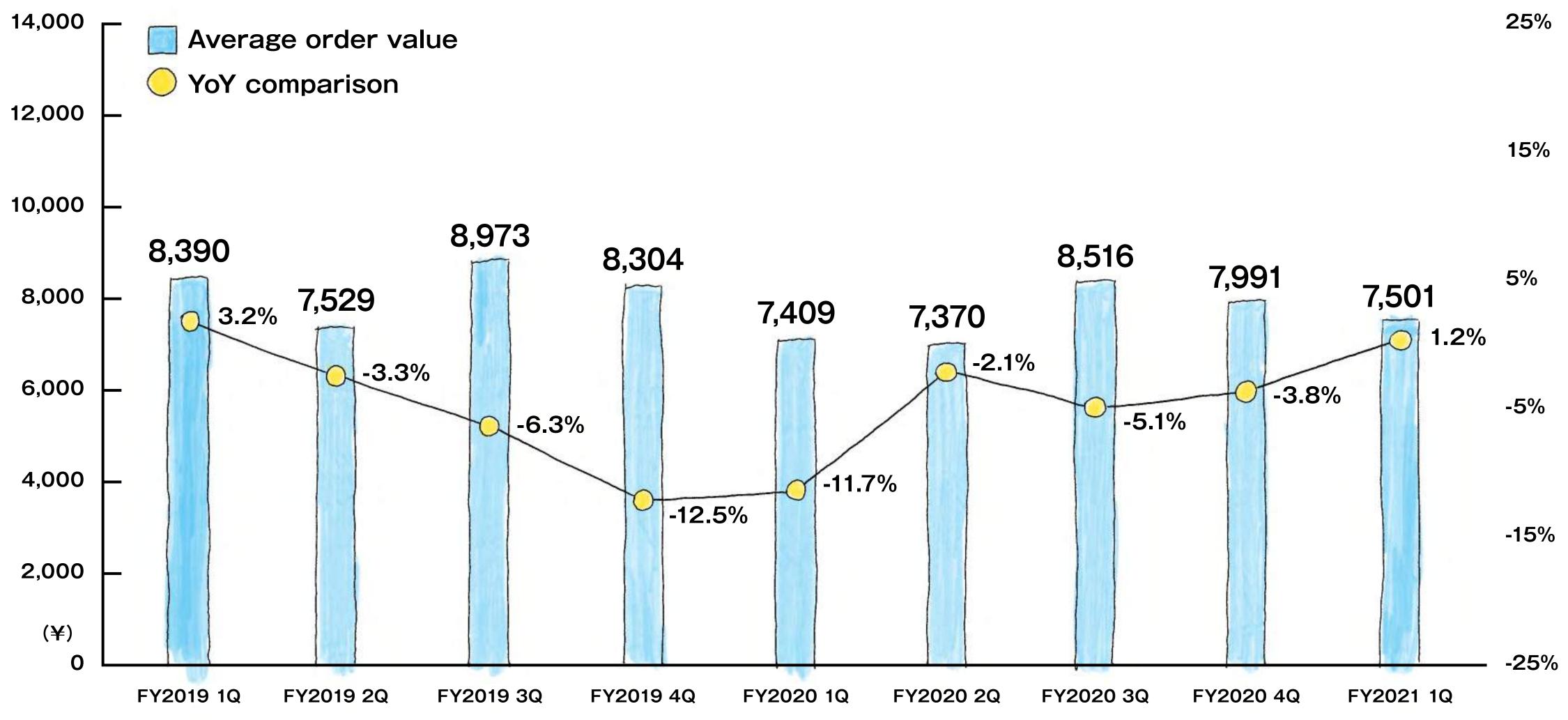
Average retail price = Gross Merchandise Value / Number of pieces



<sup>\*</sup> The numbers of average retail price are averages calculated from combined results of the ZOZOTOWN business

<sup>\*</sup> PayPay Mall is not included

#### Average order value = Gross Merchandise Value / Number of shipments



<sup>\*</sup> The numbers of Average Order Value are averages calculated from combined results of the ZOZOTOWN business

<sup>\*</sup> PayPay Mall is not included





# CONSOLIDATED BUSINESS FORCAST AND DIVIDEND FORECAST FOR FY2021

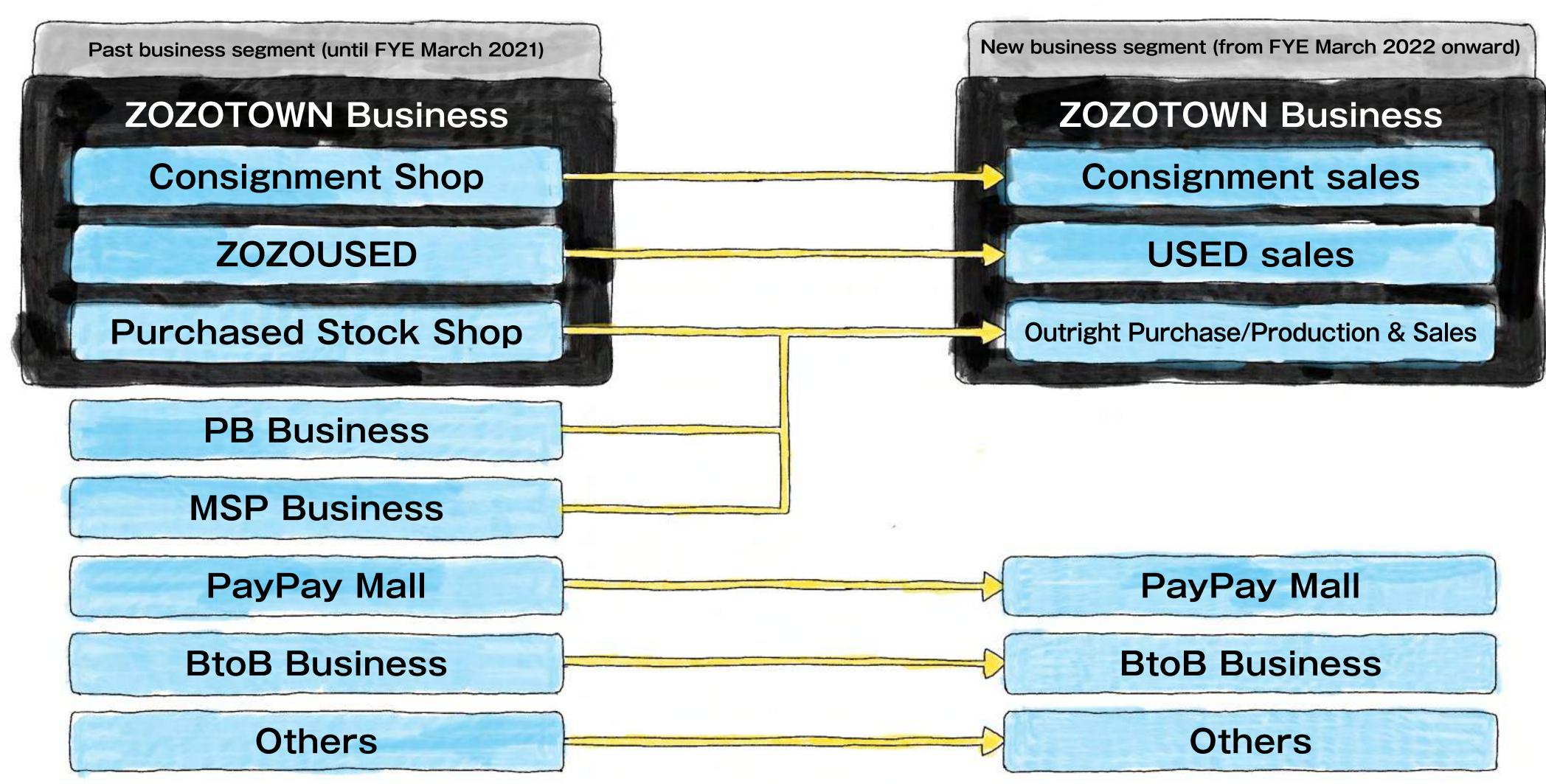
	FY2021 Plan*	YoY
Gross Merchandise Value	472.8 billion yen	12.7%
Gross Merchandise Value (excluding other GMV)	450.4 billion yen	10.5%
Net sales	162.6 billion yen	10.3%
Operating profit	47.8 billion yen	8.3%
Operating Profit Margin (% Gross Merchandise Value)	10.6%	
Ordinary profit	47.8 billion yen	7.7%
Profit attributable to owners of parent	33.3 billion yen	7.7%
Net profit per share	109.05 yen	
Estimated dividends per share (Plan)	<b>55</b> yen	

<sup>\*</sup> Operating profit margin is calculated by operating profit divided by gross merchandise value (excluding other GMV)

<sup>\*</sup> Effective from the fiscal year ending March 2022, we have adopted the new accounting standards for revenue recognition.

#### CHANGES IN BUSINESS SEGMENT

We will disclose the gross merchandise value and net sales in the following business segment from the fiscal year ending March 2022. In addition, we will retrospectively reclassify and disclose the results for the fiscal year ended March 31, 2021 and earlier.

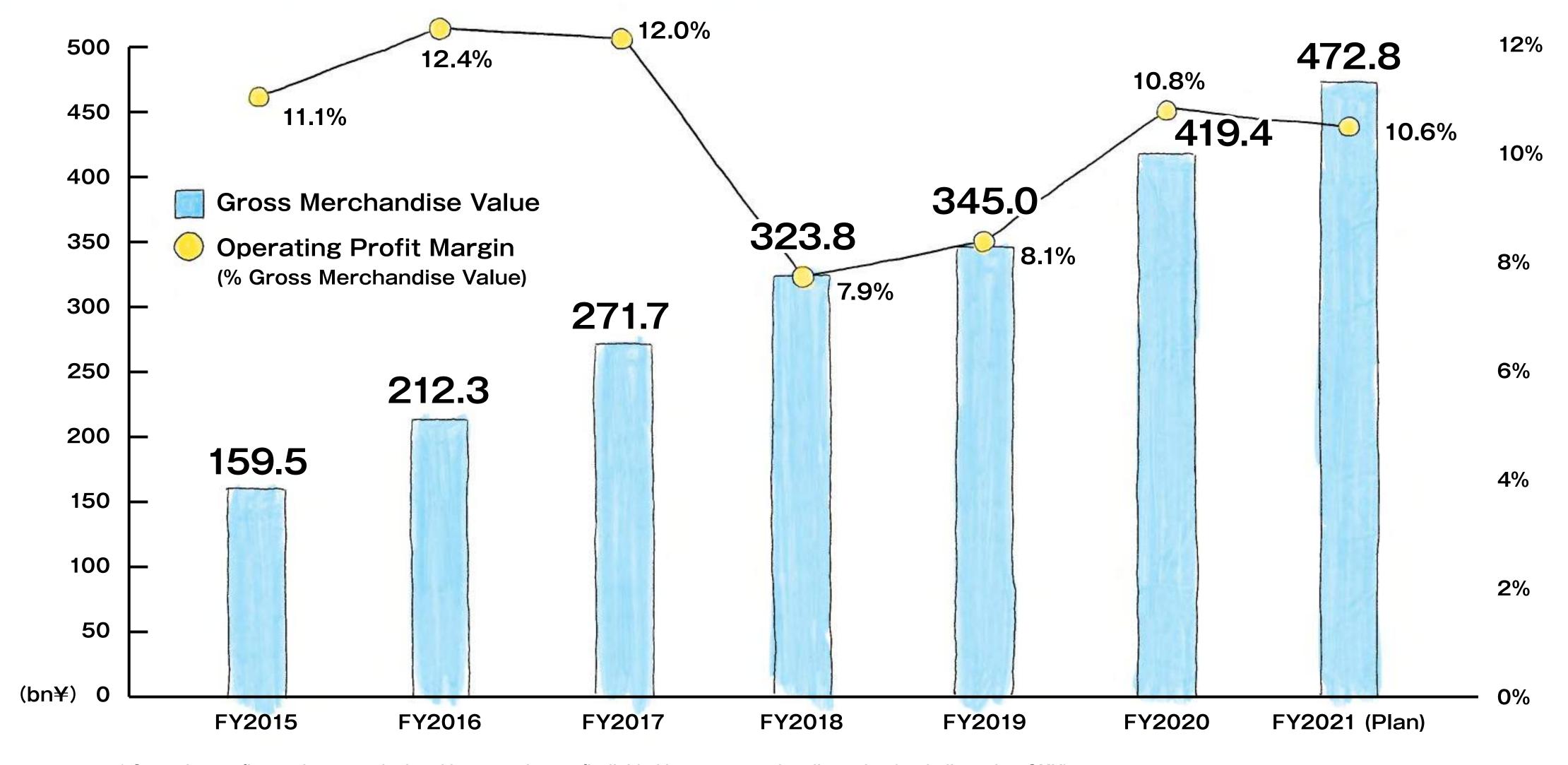


## FY2021 TARGET BY BUSINESS SEGMENT

	Target for Gross Merchandise Value	YoY
ZOZOTOWN Business	393.4 billion yen	+10.1%
Outright Purchase/Production & Sales	3.6 billion yen	+104.7%
Consignment sales	378.0 billion yen	+9.9%
USED sales	11.8 billion yen	+1.5%
PayPay mall	33.0 billion yen	+17.0%
BtoB Business	24.0 billion yen	+7.3%
Gross Merchandise Value (excluding other GMV)	450.4 billion yen	+10.5%
Others	22.4 billion yen	+92.0%
Gross Merchandise Value	472.8 billion yen	+12.7%

	Target for Net Sales	YoY
Advertisement Business	4.9 billion yen	+19.0%

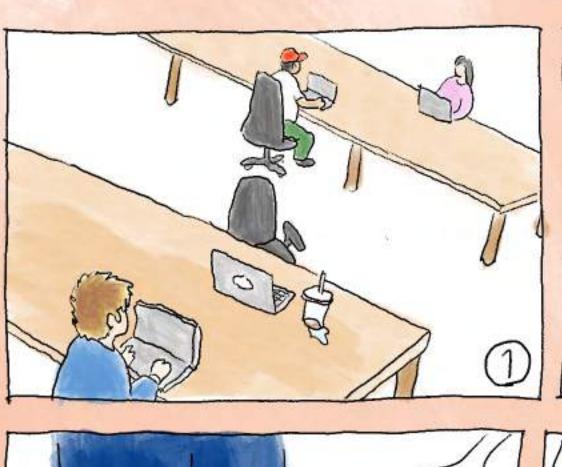
# GROSS MERCHANDISE VALUE & OPERATING PROFIT MARGIN



<sup>\*</sup> Operating profit margins are calculated by operating profit divided by gross merchandise value (excluding other GMV)

## REFERENCE DATE

FYZDZI ING.
CONSOLUDIRGO CINGWEGG (REGULTIC











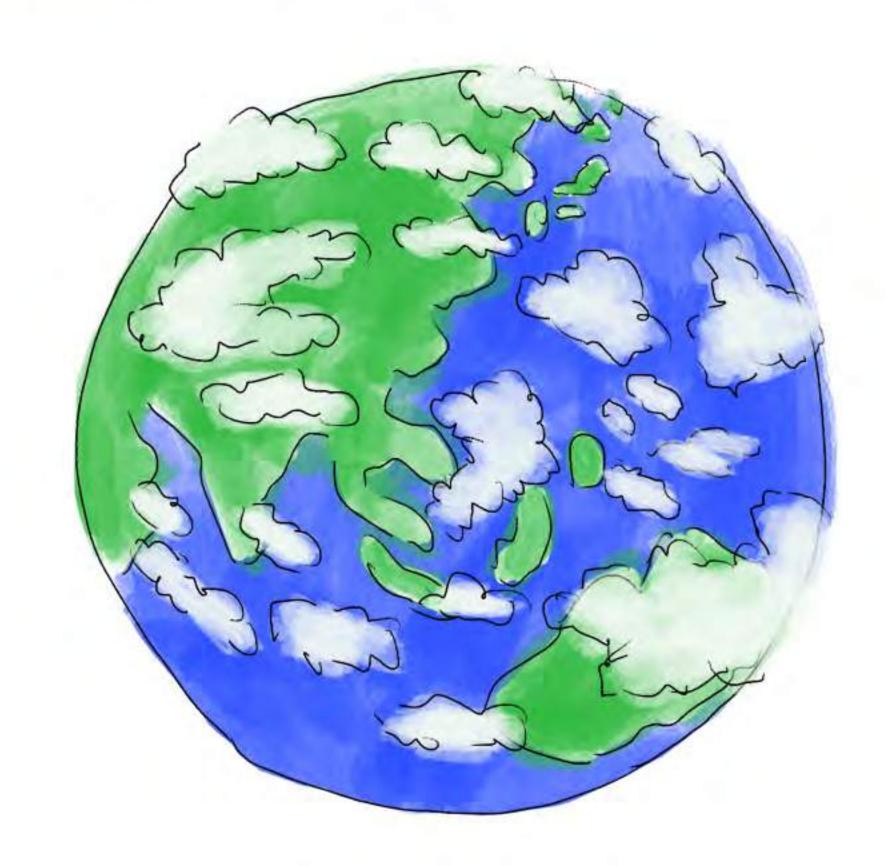








## CORPORATE PHILOSOPHY



Inspire the world. Deliver joy every day.

#### STATISTICS OF ZOZO

#### **EMPLOYEES**



(Average age 32.9 years old)

#### **SHARE HOLDERS**



#### NUMBER OF BRANDS HANDLED



#### **ZOZOTOWN TOTAL BUYERS**

(1 year basis)



#### MAJOR SERVICES

#### ZOZOTOWN

Japan's Largest Online Retailer of Apparel and Accessories

- 1,488 stores offering 8,490 brands.
- At any given time, more than 830,000 items are available with an average of 2,900 new items added everyday.
- O Systems, design, to fulfillment, all functions are built in house.
- O Same-day delivery service/Gift-wrapping service/Deferred payment etc.
- Opened ZOZOTOWN shop on PayPay Mall which is operated by Yahoo Japan Corporation.

#### WEAR

Japan's largest fashion coordination app

- When uploading coordinate pictures, tag each item worn in the look, using information on our data base.
  The systems allows anyone to search for coordinates and items by various queries.
- Official users who we call WEARISTAs, include popular models, singers, actors and actresses.
- Over 15.0 million downloads
- O Now available in all geographic areas.





## DIFFERENCES BETWEEN ZOZOTOWN AND ZOZOTOWN SHOP ON PAYPAY MALL

		ZOZOTOWN	ZOZOTOWN PayPay Mall Shop		
Overview		One of the largest fashion e-commerce sites in Japan providing original services specialized in fashion	E-commerce site for wide range of users also expecting cross-category shopping other than the fashion category		
Nur	mber of shops	1,488 (As of June 30, 2021)	1,347 (As of June 30, 2021)		
S	Selling items	Full line-up	Freely selected by each shop		
Detail	I of consignment	All the operations needed for EC business such as shooting, measurement, logistics, customer support, operation support etc.	Same as the left		
Original services provided		Deferred payment, ZOZO Trade-in, same-day delivery, preorder, ZOZOCARD, brand coupons, gift-wrapping service, image search function, ZOZOMAT, ZOZOGLASS etc.	Brand coupons, same-day delivery, preorder		
Payment methods		Credit cards, cash on delivery, convenience store payment, deferred payment, LINE Pay, PayPay	PayPay, credit cards, cash on delivery		
Re	eward points	No *ZOZO point of 5% of product price (excluding tax) will be granted only for ZOZOCARD	PayPay bonus points or T points based on PayPay campaign		
	Consignment sales commission from brands	Commission rate stipulated in each contract with brands	Same as the left (Commission rate is same as ZOZOTOWN)		
Shipping revenue from customers		210 yen (including tax)	Same as the left		
Shop opening commission		No	Yes (rate is undisclosed)		
_	enses Payment collection commission Yes		No (yes for only cash on delivery)		
bear by ZOZO	Customer attraction cost	Yes	No		
Reward points cost		Yes	No		

#### BUSINESS MODEL

#### ZOZOTOWN Business

#### Outright Purchase / Production & Sales

20 stores are operating on ZOZOTOWN. In addition to purchasing inventory from brand manufacturers and selling them on ZOZOTOWN, it manufactures and sells merchandise by utilizing the planning abilities of influencers such as brand manufacturers, celebrities etc.

Sales = Gross merchandise value generated by each store\*

#### Consignment Sales

We operate 1,468 shops as consignment businesses.

This business model allows us to carry a certain amount of products from the brands, while giving us low inventory risk.

Sales = Gross merchandise value of each store × commission rate\*

#### ○ USED Sales

We purchase used fashion products from our users, and resell them as a second-hand business.

Sales = Gross merchandise value\*

#### PayPay Mall

Opened ZOZOTOWN shop on PayPay Mall which is operated by Yahoo Japan Corporation.

Sales = Gross merchandise value of each store × commission rate

#### Bhos Business

We help developing and operating online shop and logistics operations, etc., on behalf of some brands which have stores on ZOZOTOWN.

We currently provide back-end service to 49 stores.

- •In the case of providing all services from website development and operation to logistics operations, etc.
- Sales = Gross merchandise value of these online shop  $\times$  Commission rate
- ·In the case of providing logistics operations service but not website development and operation services

Sales = Commission fee based on the number of shipments and items Both of the above sales include other sales such as initial shop opening commission, shipping fee etc.

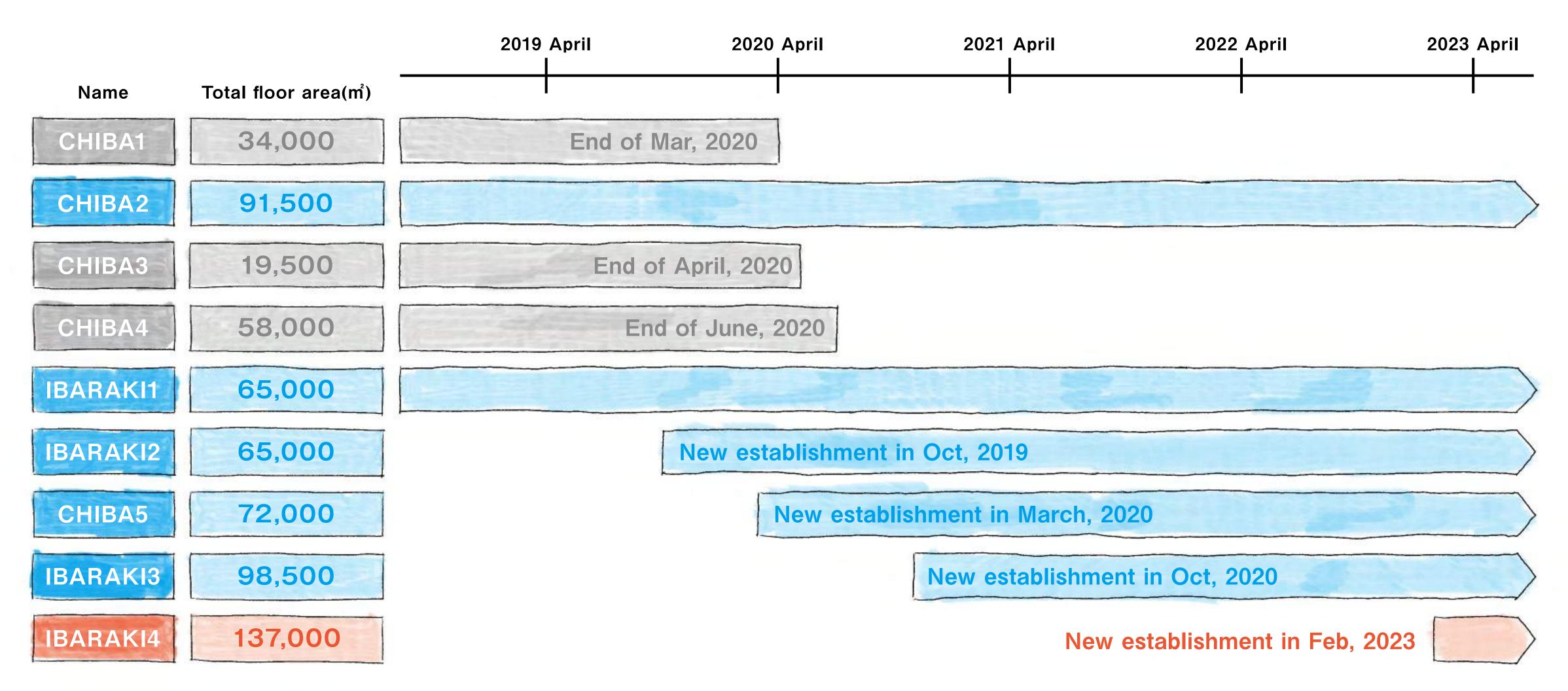
#### Advertisement Business

Advertisement business will gain advertisement income from client companies including brands by providing advertisement spots utilizing the user base of ZOZOTOWN and WEAR.

Sales = Advertisement income

<sup>\*</sup> There are adjustments such as a reduction due to the adoption of the accounting standards for revenue recognition.

#### LOGISTICS BASES EXPANSION PLAN



CHIBA2 and IBARAKI1 are warehouses with shipping function and IBARAKI4 will also have the function in the future.



#### Introduction of IR website https://corp.zozo.com/en/ir-info/

Information below are available at our IR website.

IR News ... The latest IR information are posted in a timely manner.

https://corp.zozo.com/en/ir/

**ESG/CSR** ... Introducing our initiatives on ESG/CSR.

https://corp.zozo.com/esg/

Financial Highlights ... Financials for the past 3 years are available.

Data can be downloaded in both PDF and excel format.

https://corp.zozo.com/en/ir-info/financial-highlights/

#### Introduction of IR Mail

By registering your email address to our IR Mail,

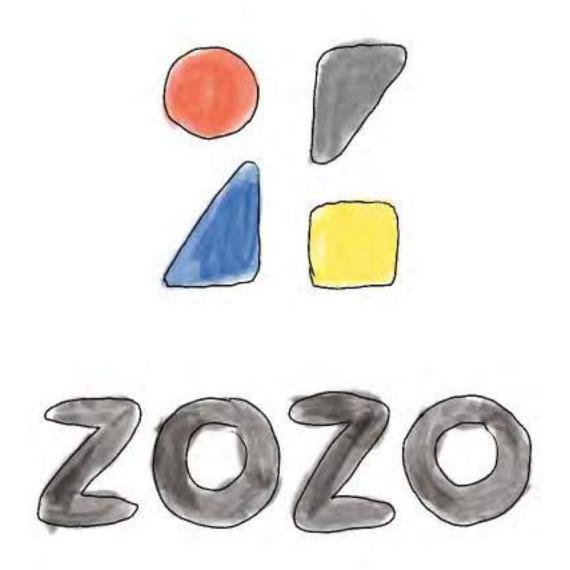
we will send you information pertain to our IR such as latest news releases.

If you wish to register, please make access to the following link.

\* News and information will be sent through the service provided by Magical Pocket Corporation.

IR Mail Subscription <a href="https://corp.zozo.com/ir-info/mail-magazine/">https://corp.zozo.com/ir-info/mail-magazine/</a>

This material has been created for the sole purpose of introducing the company's business activities, and not for soliciting investments. The business forecasts and the future outlook described in the material is based on information currently available. The forecast includes uncertainties such as sudden changes, therefore actual results may differ.



あとがき

2006年入社は失っると会社見できていますが、2020の時酸の1つにスタッフにいい人が多いというのかあります。
いい人が集まることではまれる社内の需要をや人間関係の良さが2020の力の源泉と感じます。
今日はこの愛すべき人たちや日常をマンヤにしました。一部マンかりえの誇張もありますが、基本的には末なちの自覚を元に描いています。
かしても親しみを感じ、応援してもらえめば、幸いです。

