

Disclaimer: This document is a translation of the original Japanese version and provided reference purpose only. In the event of any discrepancy between the Japanese original and this English translation, the Japanese original shall prevail.

November 5, 2024

To whom it may concern:

Company Name: ASKUL Corporation
(Code No.: 2678, Tokyo Stock Exchange Prime Market)
Representative: Akira Yoshioka
President and Chief Executive Officer
Contact Person: Tsuguhiro Tamai
Director and Chief Financial Officer
Phone: +81-3-4330-5130

Announcement of Financial Results by Other Affiliated Company

ASKUL Corporation (the “Company”) hereby announces that there are some descriptions about the Company in the presentation materials for the financial results briefing for the second quarter of fiscal year 2024 announced today by LY Corporation (headquarters: 1-3 Kioicho, Chiyoda-ku, Tokyo; representative: Takeshi Idezawa, President and Representative Director, CEO), a company defined as “other affiliated company” of the Company. Please refer to the appendix for the applicable page of the presentation materials.

In the attached material, there are descriptions of the Company’s business results. Please note that the consolidated accounting periods of LY Corporation and the Company differ as shown in the table below, and due to the differences in the accounting standards, etc. between the two companies*, the figures described in the material do not match the financial results to be announced by the Company.

*The Company applies Japanese GAAP, and LY Corporation applies IFRS as accounting standards.

Consolidated accounting period	LY Corporation	Company
Second quarter	From July 1, 2024, to September 30, 2024 • Page 1 ASKUL B-to-B transaction value in each quarter. • Page 2 The Company’s consolidated revenue.	From August 21, 2024 to November 20, 2024

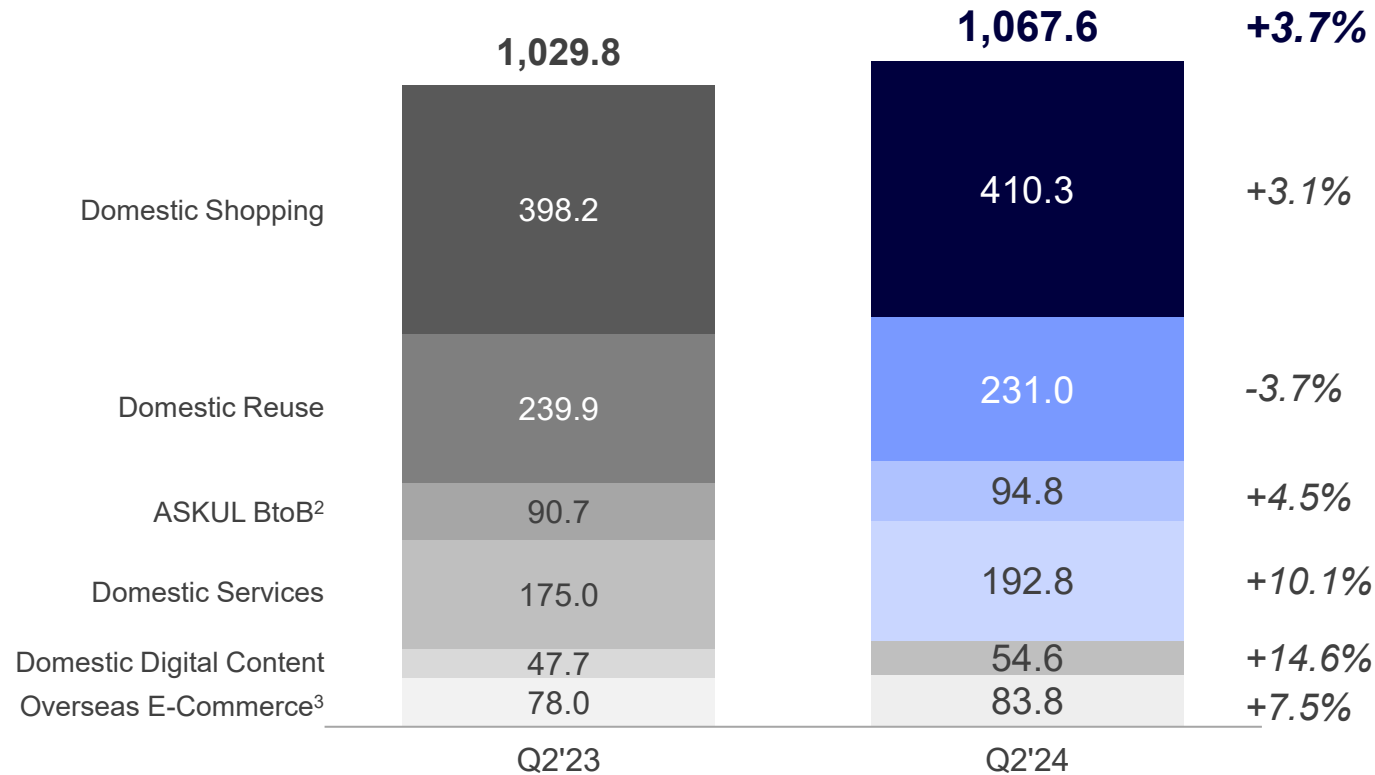
Appendix: LY Corporation Financial Briefing Presentation Materials for FY2024 Q2 (excerpt)

Note: LY Corporation holds 44.90% of the Company’s outstanding shares as of May 20, 2024.

- Travel business’s growth rate exceeded 20% YoY; shopping business recorded positive growth despite the absence of last year’s demand from hometown tax reform.

Entire Group – E-Commerce Transaction Value¹

(JPY B)



Domestic shopping business: +JPY12.1 billion

- Solid growth in ZOZO’s transaction value.
- Yahoo! JAPAN Shopping’s transaction value increased +2.0% YoY, despite a decline due to the absence of last fiscal year’s last-minute demand from hometown tax reform. (Core performance without the reactionary decline: +8.1% YoY)

Domestic reuse business: -JPY8.9 billion

- Yahoo! JAPAN Flea Market’s transaction value grew favorably, but the transaction value of Yahoo! JAPAN Auction showed a weak growth due to sluggish growth in the number of successful bidders.

Domestic services e-commerce: +JPY17.8 billion

- Travel recorded a high growth of +22.3% YoY as a result of sales promotional measures for Yahoo! JAPAN Travel and Ikyu.

1. Please refer to P.25 of the Appendix for a definition of “transaction value.”
 2. From FY2023 Q1, the definition has been changed to include APMRO and FEED DENTAL in ASKUL’s online BtoB business.
 3. From FY2023 Q1, includes the transaction value of ZOZOFIT.

Business Results (P/L): Commerce Business

(JPY Million)	FY2023 Q2 ^{1, 2, 3}	FY2024 Q2 ^{1, 2, 3}	YoY
Revenue	198,119	200,582	+1.2%
LY Corporation	37,058	38,459	+3.8%
Shopping business	18,953	18,377	-3.0%
Reuse business	9,199	10,200	+10.9%
Services e-commerce	8,696	9,383	+7.9%
Other	209	497	+136.9%
ZOZO, ASKUL^{4,5}	161,061	162,123	+0.7%
Cost of sales	92,234	91,527	-0.8%
Selling, general and administrative expenses	91,696	91,318	-0.4%
Sales promotion cost + Advertising and promotional expenses	15,690	17,764	+13.2%
Other selling, general and administrative expenses	76,006	73,554	-3.2%
Other revenue and expenses	4,068	-	N/A
Adjusted EBITDA (Margin)	31,856 (16.1%)	34,796 (17.3%)	+9.2%

- From FY2023 Q1, part of the expenses related to LINE Corporation and its subsidiaries, which were previously allocated to Other and Adjustments, have been allocated to Commerce Business. The segment information for FY2022 has been revised as a result.
- In FY2023 Q3, membership service business was transferred from Commerce Business to Media Business. In addition, email service was transferred from Other to Media Business. As a result, figures for FY2022, FY2023 Q1, and FY2023 Q2 have been retroactively revised.
- In FY2023 Q3, personnel expenses of the back office and technology divisions as well as expenses related to data centers and internal infrastructure that were classified under Adjustments, were allocated to each segment. In addition, some accounting items to which figures are recorded were changed due to the merger. As a result, figures for FY2022, FY2023 Q1, and FY2023 Q2 have been retroactively revised.
- From FY2023 Q1, the definition has been changed to include APMRO and FEED DENTAL.
- ValueCommerce Co., Ltd. ("ValueCommerce") implemented and completed a tender offer of its own shares (March 12 to April 9, 2024), to which Z Intermediate Holdings Corporation, LY Corporation's subsidiary, tendered its ValueCommerce's shares. As a result, ValueCommerce became an equity method affiliate as of May 2, 2024. Thus, the services of ValueCommerce are not included from this date.

Major Services and Products of Commerce Business Segment

Item	Breakdown
LY Corporation	—
Shopping business	Yahoo! JAPAN Shopping, LINE Brand Catalog ¹ , LINE FRIENDS, LINE GIFT, MySmartStore ² , Yahoo! JAPAN Quick Mart ³ , Yahoo! JAPAN Mart by ASKUL ⁴ , LIVEBUY ⁵ , overseas e-commerce (LINE SHOPPING (Taiwan, Thailand), GIFTSHOP, EZ STORE, QUICK EC, MyShop, etc.)
Reuse business	Yahoo! JAPAN Auction, Yahoo! JAPAN Flea Market
Services e-commerce	Yahoo! JAPAN Travel, Ikyu Travel, LINE TRAVEL (Taiwan), etc.
Other	Other
ZOZO/ASKUL	—
ZOZO	ZOZOTOWN, ZOZOUSED, etc.
ASKUL	ASKUL BtoB business (ASKUL, SOLOEL ARENA, APMRO, FEED DENTAL, etc.), LOHACO, Charm, etc.
Other⁶	Other

1. LINE SHOPPING in Japan was renamed to LINE Brand Catalog from August 20, 2024.

2. MySmartStore service has ended on July 31, 2024.

3. Yahoo! JAPAN Quick Mart launched its services from August 13, 2024.

4. Yahoo! JAPAN Mart by ASKUL has ended its services on August 31, 2024.

5. LIVEBUY service has ended on July 31, 2024.

6. ValueCommerce Co., Ltd. ("ValueCommerce") implemented and completed a tender offer of its own shares (March 12 to April 9, 2024), to which Z Intermediate Holdings Corporation, LY Corporation's subsidiary, tendered its ValueCommerce's shares. As a result, ValueCommerce became an equity method affiliate as of May 2, 2024. Thus, the services of ValueCommerce are not included from this date.

KPI - Definition of E-Commerce Transaction Value

Item	Major Services/Products
E-commerce transaction value	—
Domestic merchandise	—
Shopping business	Yahoo! JAPAN Shopping, ZOZOTOWN, LOHACO, Charm, LINE Brand Catalog ¹ , LINE GIFT, LINE FRIENDS, MySmartStore ² , Yahoo! JAPAN Quick Mart ³ , Yahoo! JAPAN Mart by ASKUL ⁴ , LIVEBUY ⁵
Reuse business	Yahoo! JAPAN Auction, Yahoo! JAPAN Flea Market, ZOZOUSED
ASKUL online BtoB business	ASKUL, SOLOEL ARENA, APMRO, FEED DENTAL, etc.
Domestic services	Ikyu.com, Yahoo! JAPAN Travel, Demae-can, LINE PLACE
Domestic digital content⁶	ebookjapan, LINE Manga, LINE MUSIC, LINE Stickers, LINE GAME, LINE Fortune, other paid digital content
Overseas e-commerce	LINE SHOPPING (Taiwan, Thailand), GIFTSHOP, EZ STORE, QUICK EC, MyShop, ZOZOFIT, LINE FRIENDS, LINE TRAVEL, LINE MAN, LINE Stickers ⁶ , LINE GAME ⁶ , DOSI ⁷

1. LINE SHOPPING in Japan was renamed to LINE Brand Catalog from August 20, 2024.

2. MySmartStore service has ended on July 31, 2024.

3. Yahoo! JAPAN Quick Mart launched its services from August 13, 2024.

4. Yahoo! JAPAN Mart by ASKUL has ended its services on August 31, 2024.

5. LIVEBUY service has ended on July 31, 2024.

6. Revenue from these services are recorded in the Media Business segment.

7. Global NFT platform. Revenue from this service is recorded in the Strategic Business segment.