



ラクス

Earnings Results for Q3 of the fiscal year ending March 2025

RAKUS Co., Ltd.
(Securities Code : 3923)

February 13, 2025

Consolidated Results for Q3 of FY2025.3

Sales continues to maintain stable growth year-over-year.
Significant profit increase driven by sales growth and flexible adjustments to advertising costs based on cost-effectiveness.

Cloud Business

In our core service, Raku Raku Meisai, the impact of the rebound effect from front-loaded demand due to the postal rate hike (implemented in October 2024) has been limited, and the number of newly acquired customers has remained steady.

IT Outsourcing Business

Continued efforts to strengthen sales activities have kept engineer utilization at a high level, contributing to revenue growth.

Future forecast

While maintaining steady sales growth and generating profits, we aim to improve profit margins as we move toward the final year of the Medium-Term Management Targets.

Consolidated Results for Q3 of the fiscal year ending March 2025

Summary of Consolidated Results for Q3 of FY2025.3

Sales showed solid year-on-year growth. Significant profit increase driven by substantial sales growth and flexible adjustments to advertising costs based on cost-effectiveness.

Net Sales

35,549 million yen

YoY **+27.7%**

Operating Profit

7,546 million yen

+111.3%

Ordinary Profit

7,557 million yen

+109.3%

EBITDA

8,374 million yen

+98.1%

Profit attributable to owners of parent

5,590 million yen

+125.9%

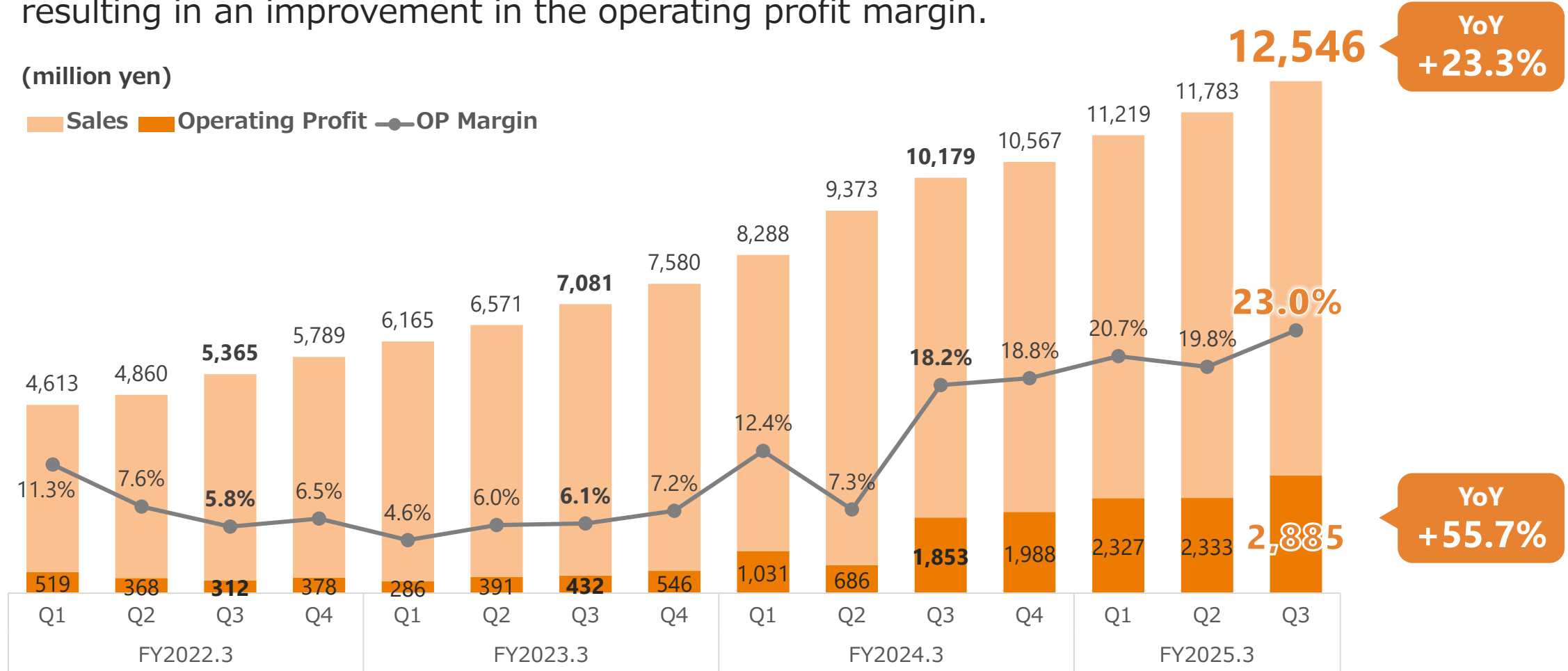
* EBITDA = pretax net income + extraordinary profits/losses + depreciation + goodwill amortization + interest payment

Trends in Sales Revenue and Operating Profit

The expansion in sales absorbed the increase in advertising costs, resulting in an improvement in the operating profit margin.

(million yen)

■ Sales ■ Operating Profit ● OP Margin



Outline of the Consolidated Results for Q3 of FY2025.3



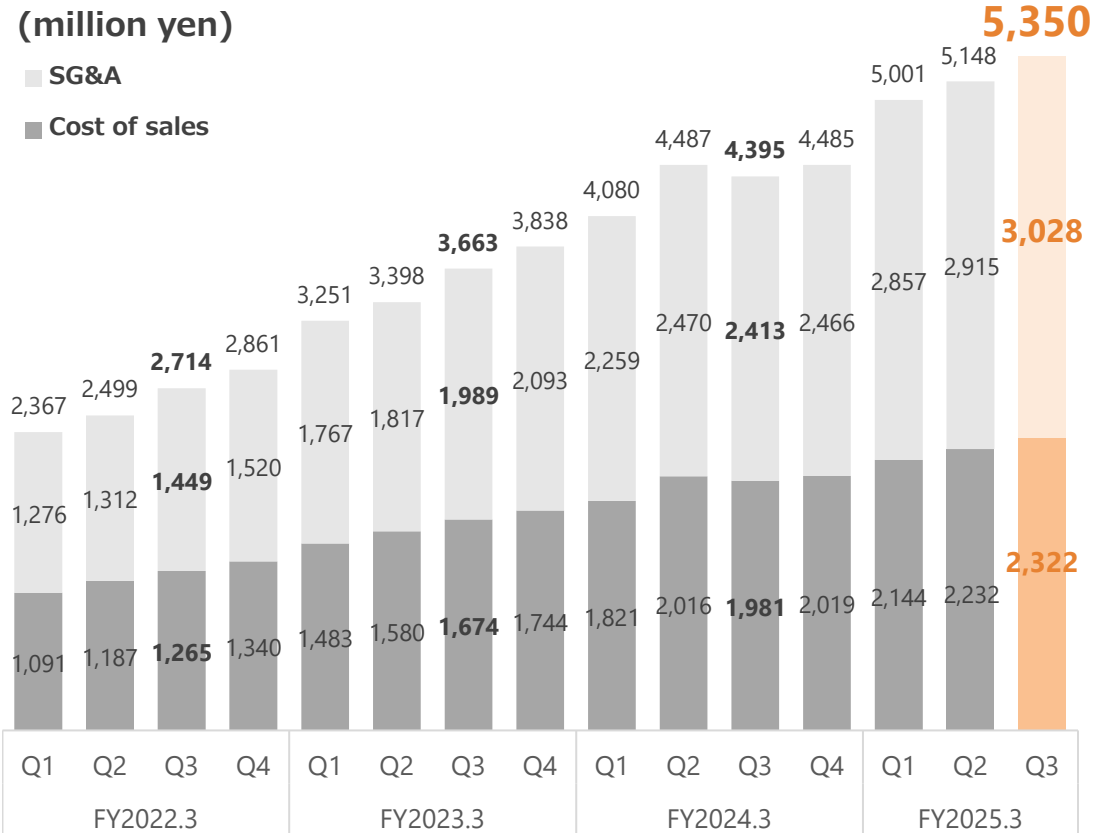
(million yen)

	FY2024.3 Q1-Q3	FY2025.3 Q1-Q3	YoY		FY2024.3 Q3	FY2025.3 Q3	YoY
Net Sales	27,841	35,549	+7,707	+27.7%	10,179	12,546	+23.3%
Cost of sales	7,999	9,225	+1,226	+15.3%	2,781	3,236	+16.4%
Gross profit	19,842	26,323	+6,481	+32.7%	7,397	9,309	+25.9%
GP margin	71.3%	74.0%			72.7%	74.2%	
SG&A	16,270	18,777	+2,506	+15.4%	5,543	6,424	+15.9%
Operating profit	3,571	7,546	+3,974	+111.3%	1,853	2,885	+55.7%
OP margin	12.8%	21.2%			18.2%	23.0%	
Ordinary profit	3,610	7,557	+3,947	+109.3%	1,860	2,897	+55.7%
Ordinary profit margin	13.0%	21.3%			18.3%	23.1%	
EBITDA	4,227	8,374	+4,146	+98.1%	2,102	3,192	+51.8%
EBITDA margin	15.2%	23.6%			20.7%	25.4%	
Income tax	1,134	1,966			588	937	
Tax rate	31.4%	26.0%			31.7%	32.4%	
Profit attributable to owners of parent	2,474	5,590	+3,115	+125.9%	1,266	1,959	+54.8%

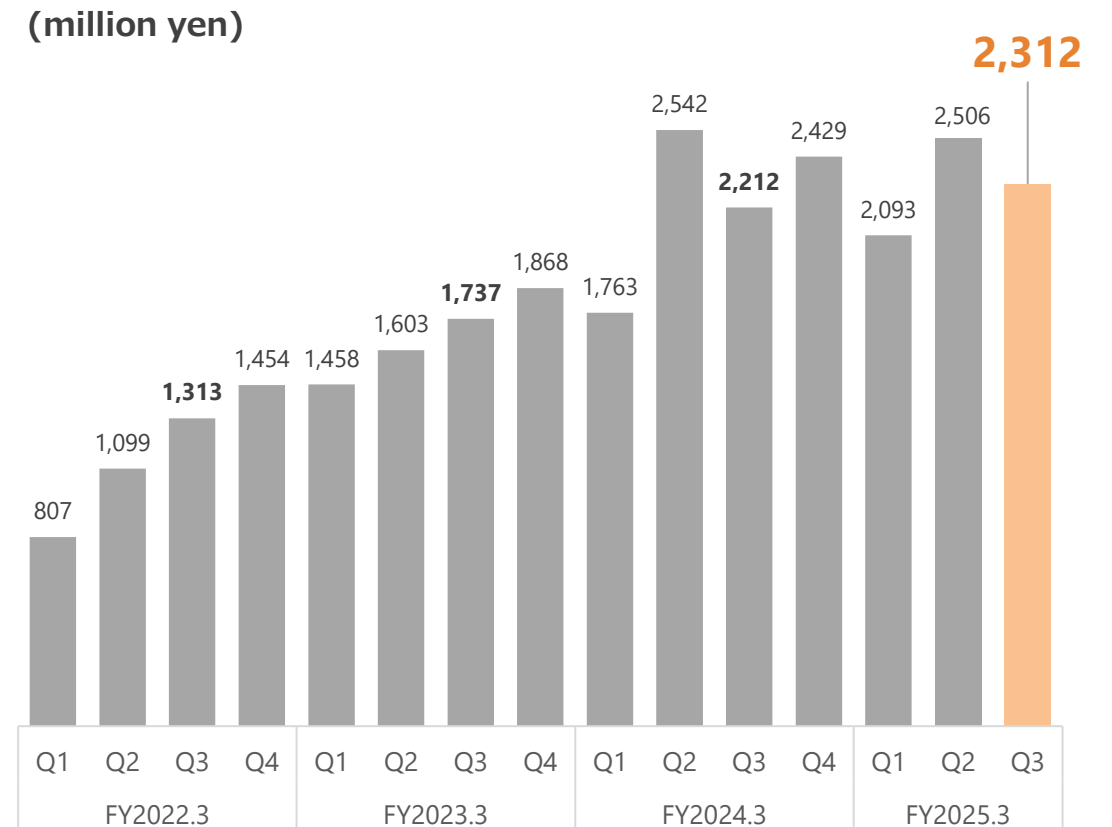
Personnel Costs and Advertising Costs

Personnel costs increased due to ongoing aggressive hiring, in line with the estimates. Invest in advertising, mainly in TV commercials, while assessing investment effectiveness.

Personnel Costs



Advertising Costs



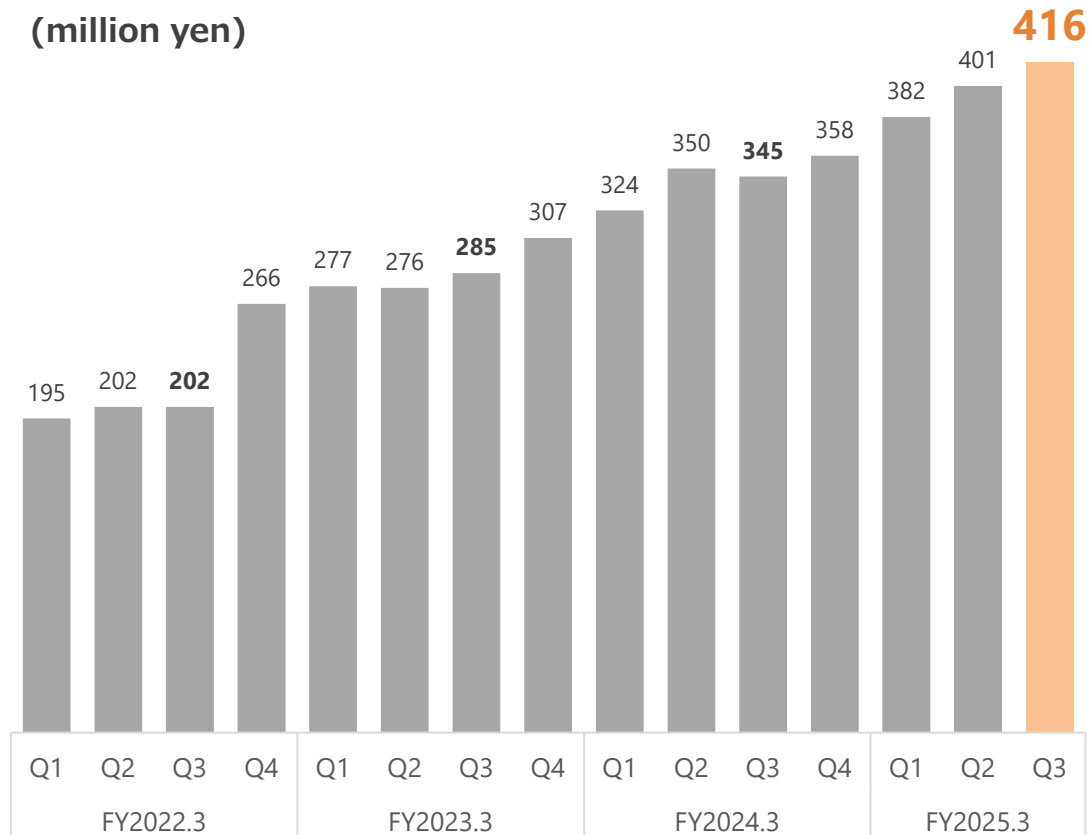
Office Rent and Outsourcing Costs

Office rent increased due to office expansion to accommodate the personnel increase.

Outsourcing costs decreased YoY due to advancement of internalization of setup services in Raku Raku Seisan.

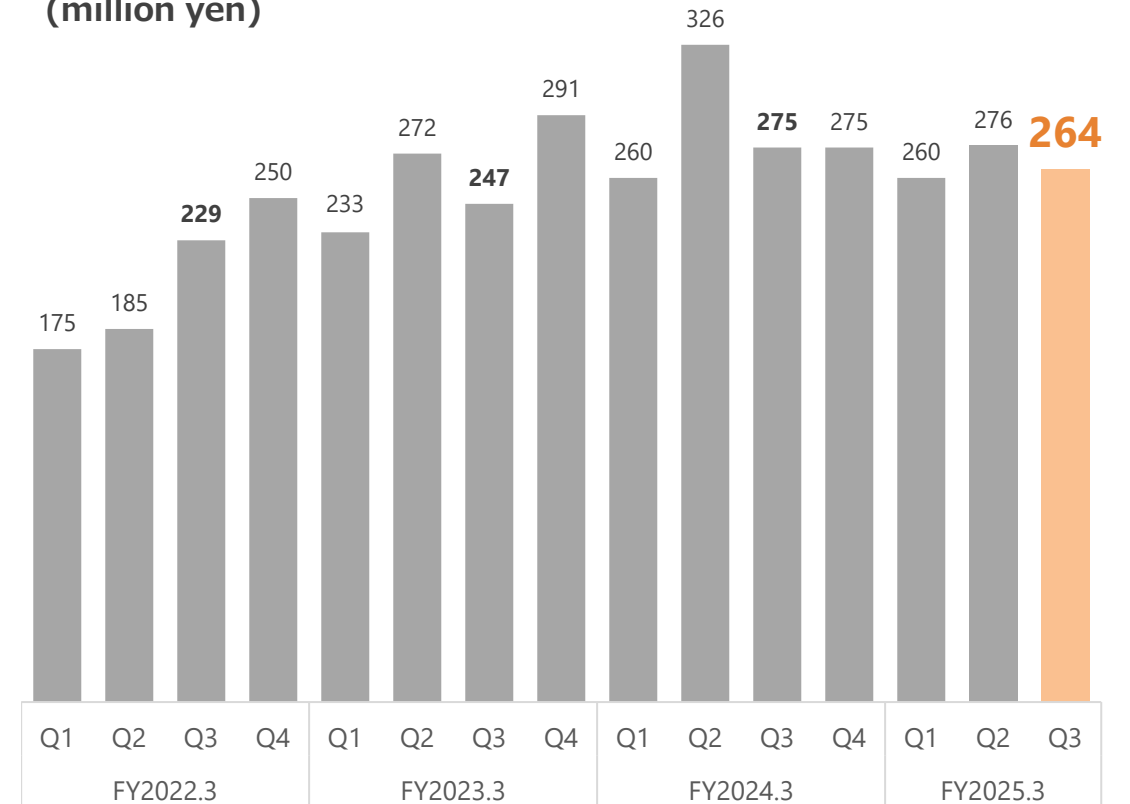
Office Rent

(million yen)



Outsourcing Costs

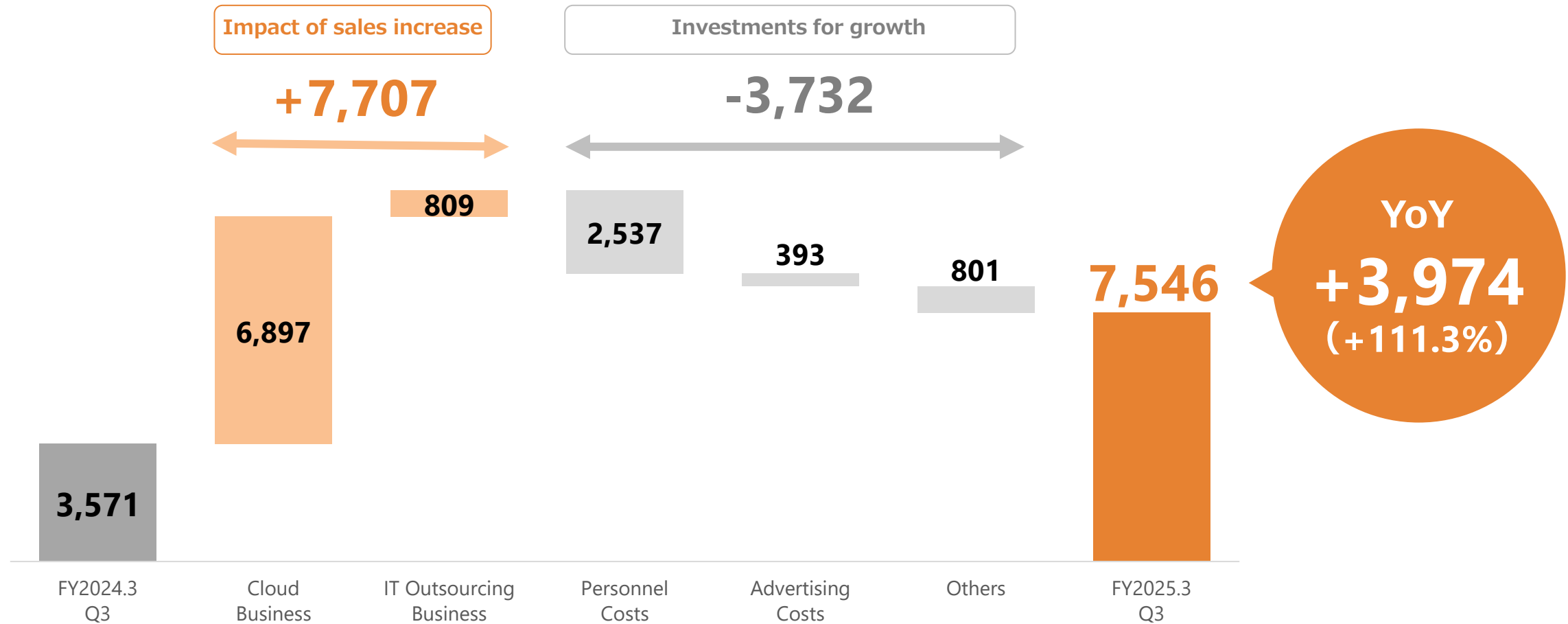
(million yen)



Factors for Changes in Consolidated Operating Profit (YoY)

Significant profit growth driven by sales increases in the Cloud Business that exceeded growth investments.

(million yen)



Consolidated Balance Sheet

(million yen)

	End of March 2024	End of December 2024	Difference
Current assets	13,145	15,466	+2,320
Non-current assets	8,088	10,815	+2,726
Total assets	21,234	26,282	+5,047
Current liabilities	7,372	7,330	-41
Non-current liabilities	513	259	-254
Total liabilities	7,886	7,590	-296
Shareholders' equity	13,365	18,535	+5,169
Accumulated other comprehensive income	-18	155	+173
Total equity	13,347	18,691	+5,343
Total liabilities and equities	21,234	26,282	+5,047
Equity ratio	62.9%	71.1%	

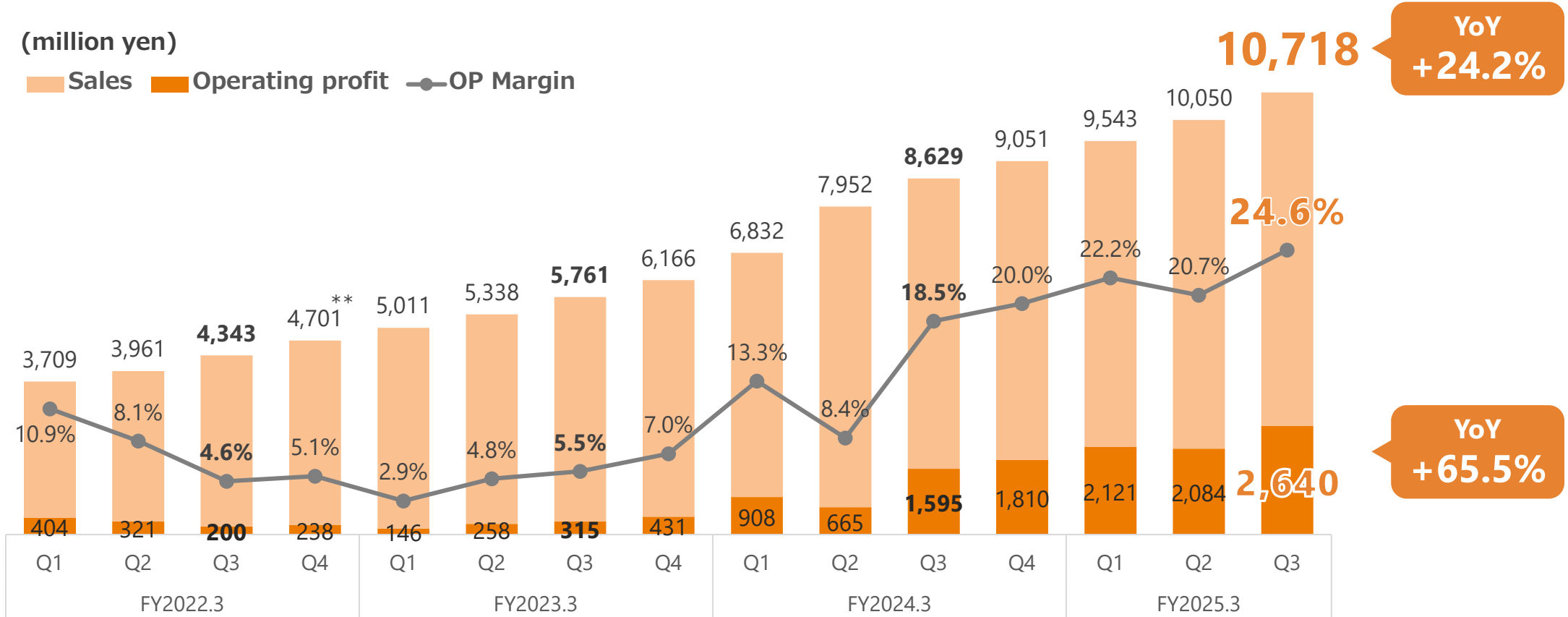
Cloud Business

Performance of the Cloud Business

New orders in main services are steadily increased and high growth, sustaining a high level of OPM.

(million yen)

■ Sales ■ Operating profit ● OP Margin



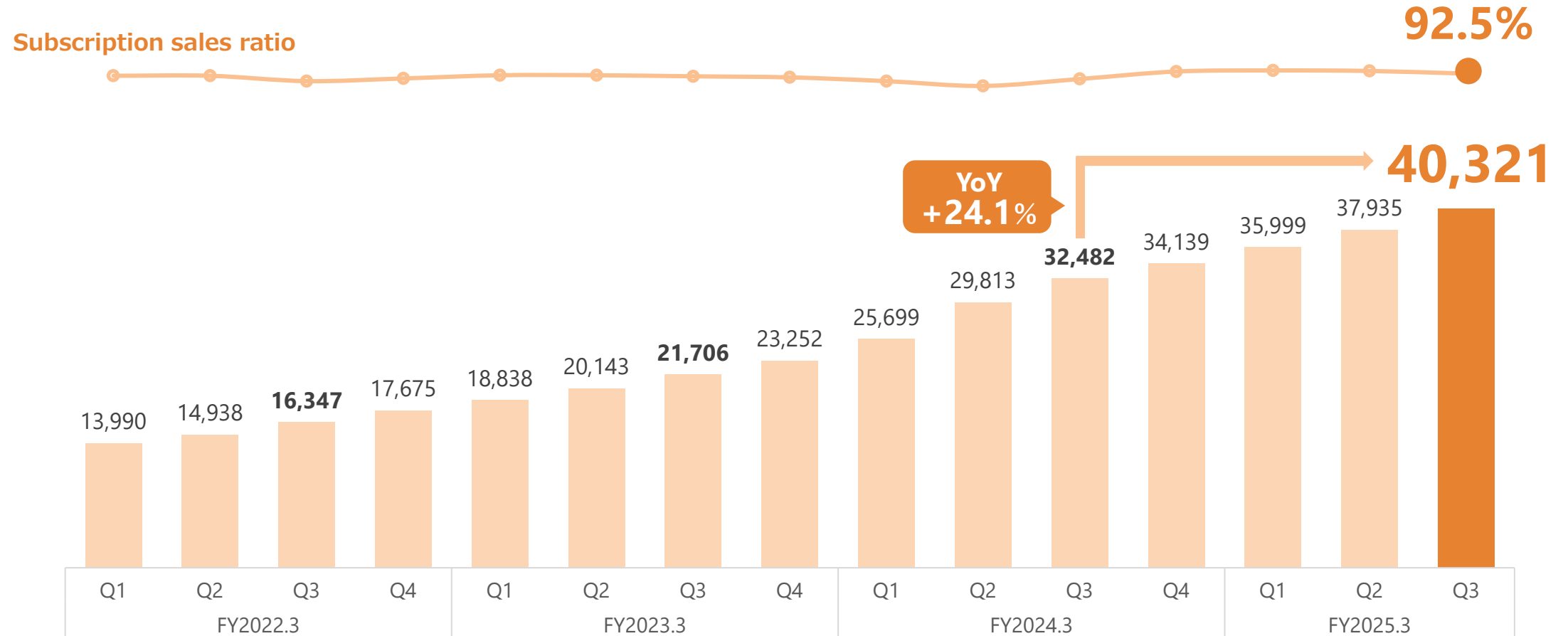
* Indirect expense allocation method revised for FY2024.3 and earlier. Figures restated retroactively.

** There was an error in the sales figure for the fourth quarter of the fiscal year ended March 2022 in the previously disclosed materials. This has been corrected in the current document (previously reported: 4,702).

ARR and Subscription Sales Ratio of the Cloud Business

ARR grew steadily, surpassing 40 billion yen in December 2024.

(million yen)



* ARR (Annual Recurring Revenue) = Monthly Recurring Revenue × 12

Sales of the Cloud Business by Service

Our main product line Raku Raku series, continued to drive overall growth, while sales scale is expanding.

(million yen)	FY2024.3			FY2025.3		
	Q1-Q3	Q1-Q3	YoY	Q3	Q3	YoY
Raku Raku Seisan	10,511	12,559	+19.5%	3,798	4,307	+13.4%
Raku Raku Meisai	4,860	7,169	+47.5%	1,903	2,631	+38.3%
Raku Raku Hambai (Raku Raku Hambai) (Raku Tel)	2,822 (2,530) (292)	3,962 (3,661) (301)	+40.4% (+44.7%) (+3.2%)	1,035 (934) (101)	1,477 (1,378) (99)	+42.7% (+47.5%) (-1.9%)
E-mail distribution services	2,220	2,721	+22.6%	770	949	+23.3%
Mail Dealer	2,115	2,293	+8.4%	716	786	+9.7%
Others	883	1,605	+81.7%	405	564	+39.4%
Total of the Cloud Business	23,414	30,312	+29.5%	8,629	10,718	+24.2%

* Starting from the fiscal year ending March 2025, Raku Raku Hambai's figures are reported together with Raku Tel, a related product. Past figures have been adjusted retroactively to reflect this change.

* The figure for E-mail distribution services is the sum of Hai Hai Mail, Curumeru and blastmail.

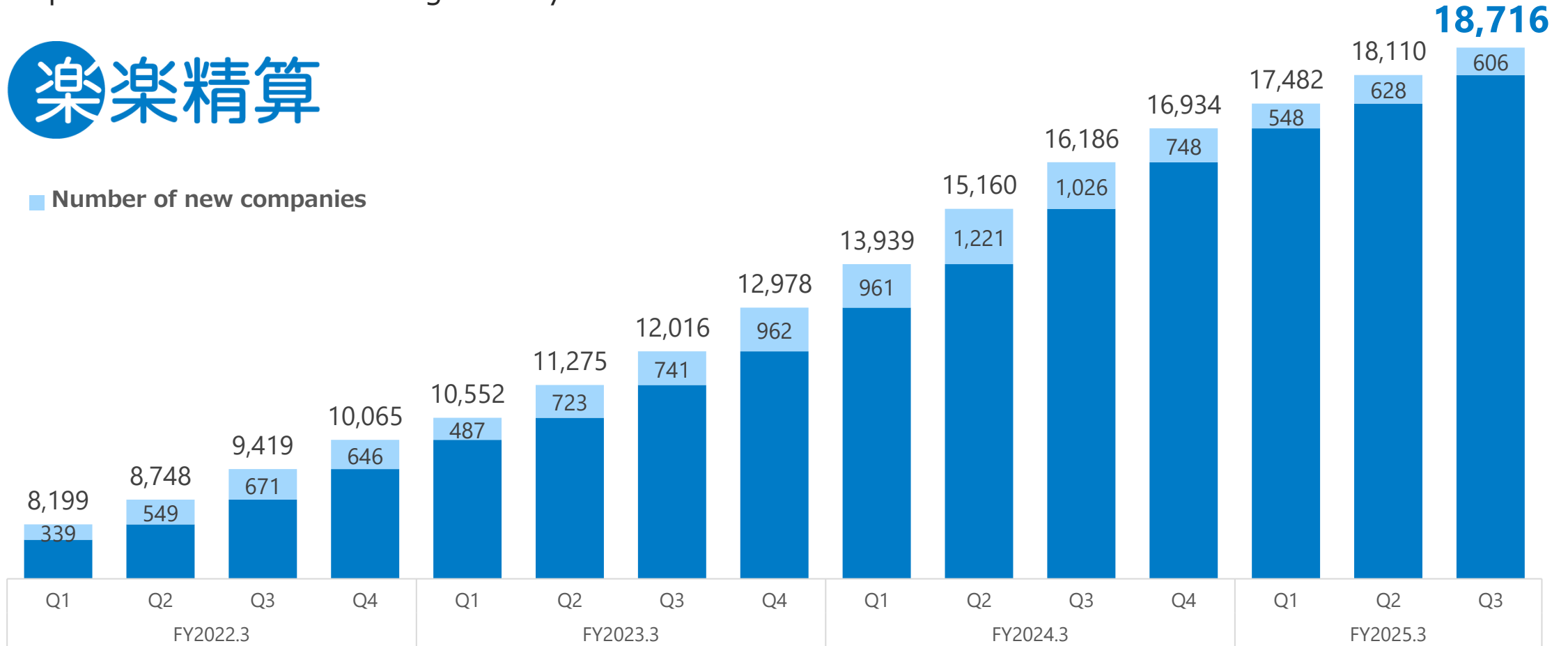
Cumulative Number of Companies Using Raku Raku Seisan



Raku Raku Seisan bottomed out from the impact of backlash from the advance demand for the Invoice System and the Electronic Bookkeeping Law in Q1 and the number of new client implementations is increasing steadily.



■ Number of new companies



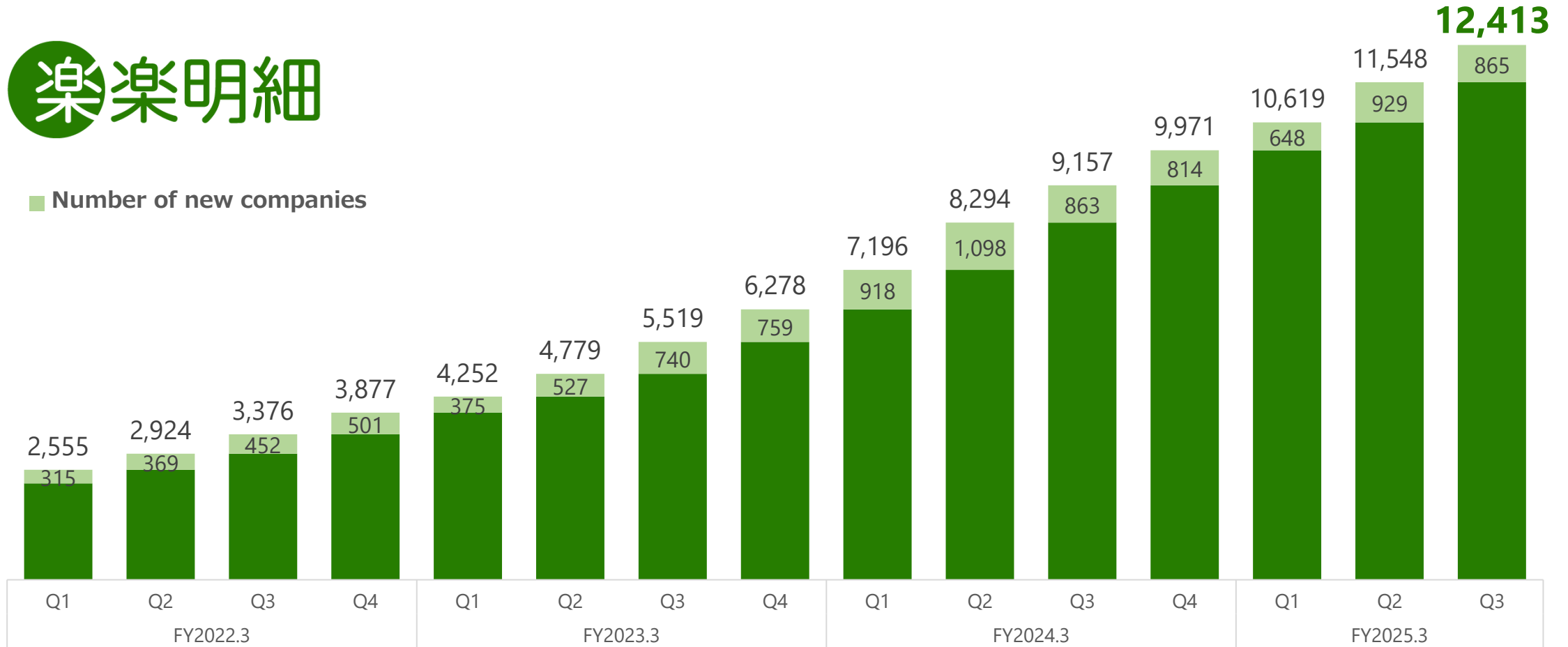
Cumulative Number of Companies Using Raku Raku Meisai



Although the tailwind effect of the postal rate increase has stabilized, the number of newly acquired clients has remained steady.



■ Number of new companies

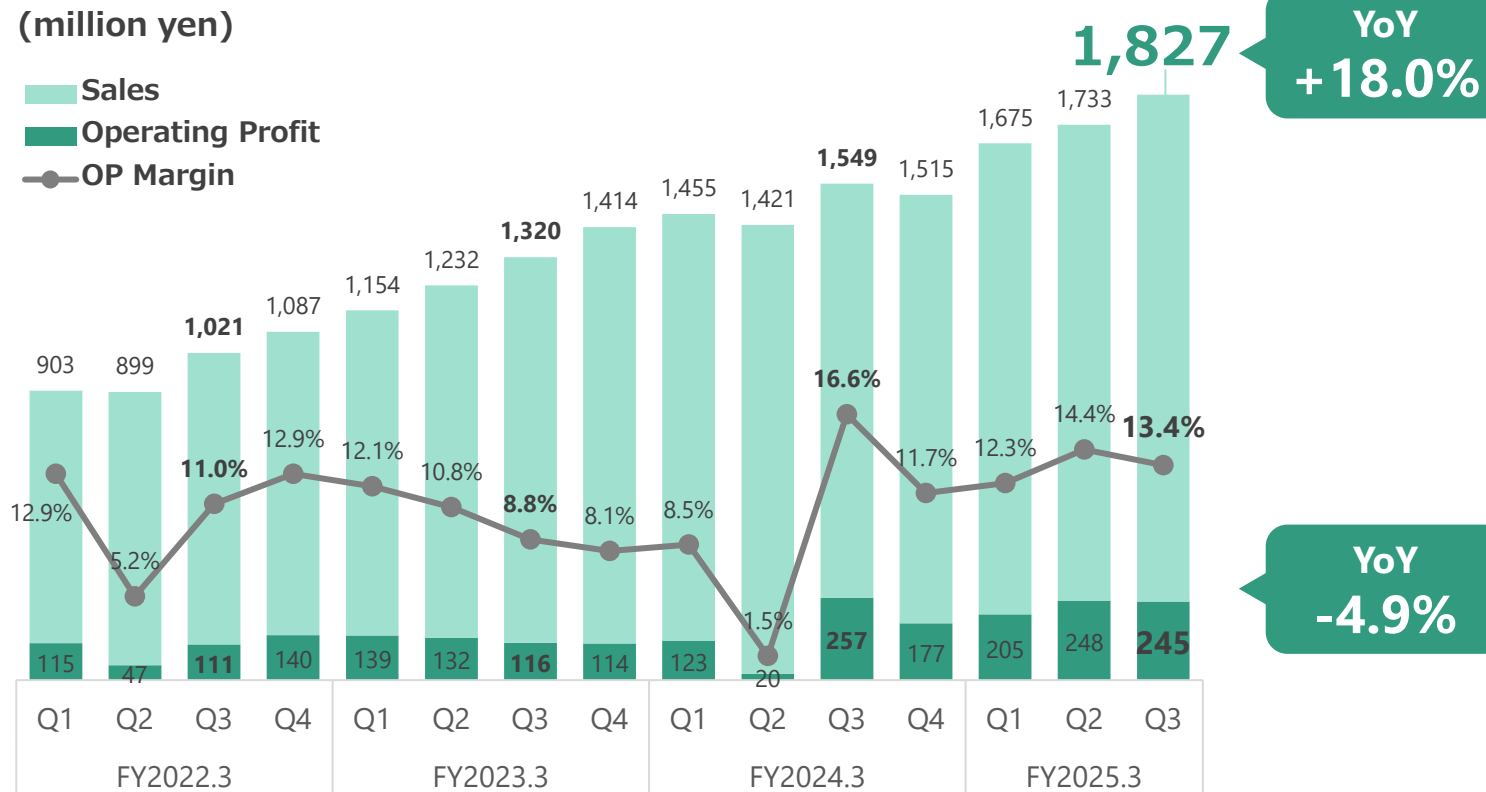


IT Outsourcing Business

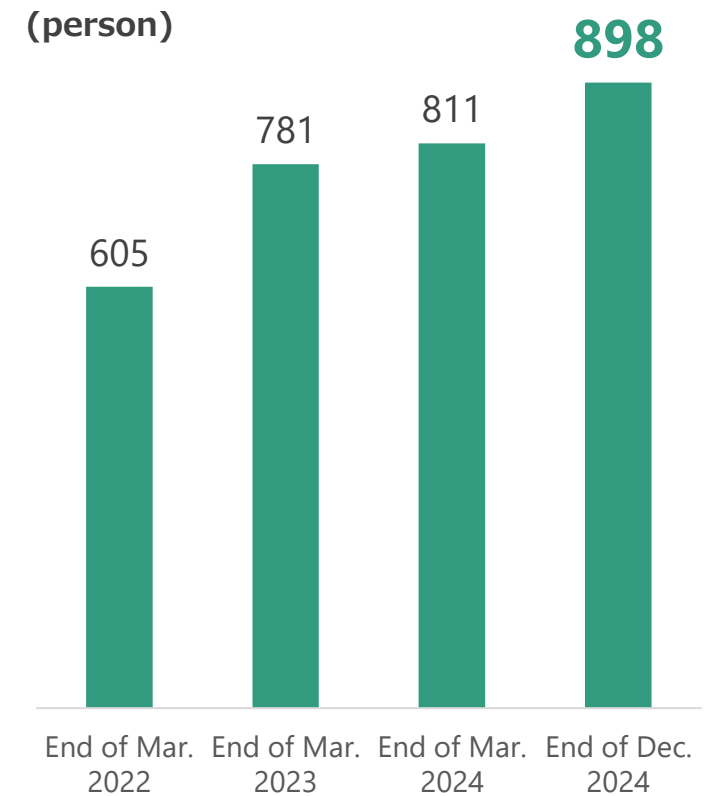
Performance and Number of Engineers of the IT Outsourcing Business

Revenue increased year-on-year due to the high utilization rate of engineers, but profit declined due to an increase in recruitment.

Sales & Profit



Number of Engineers



* Indirect expense allocation method revised for FY2024.3 and earlier. Figures restated retroactively.

* These figures include apprentice engineers.

Guidance for full year of the fiscal year ending March 2025

Medium-Term Management Targets (FY2022-FY2026)

1

Five-Year sales

CAGR

31%~32%

2

Profit for FY2026.3

10 billion
yen or more

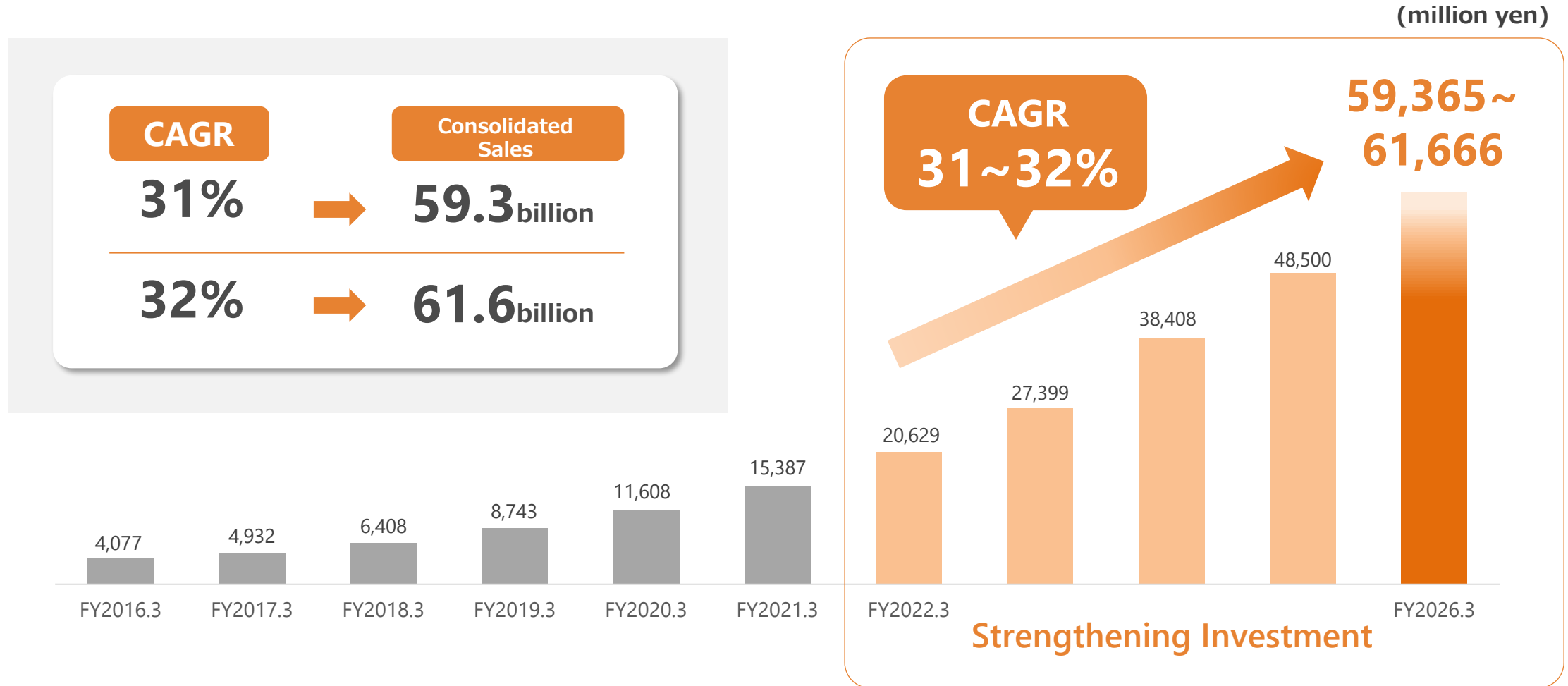
3

Net assets as of 2026.3

20 billion
yen or more

Five-Year Sales and Profit Targets

Aiming for 31-32% sales CAGR, we will continue to make aggressive investments. We will strive to enhance investment efficiency towards the final year of the Medium-Term Management Targets and achieve net profit of 10 billion yen in FY2026.3 by adjusting expenses.



Guidance for full year of FY2025.3

While maintaining high sales growth, we aim to improve profitability towards the final year of Medium-Term Management Targets.

(million yen)

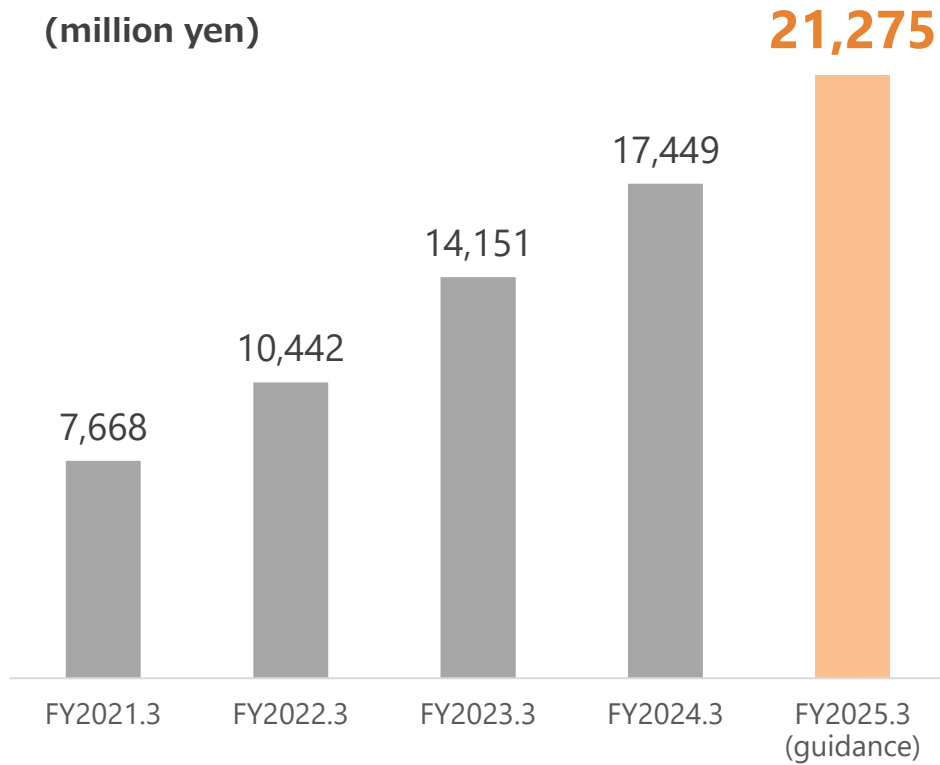
	FY2024.3	FY2025.3 (Guidance)	YoY	
Net Sales	38,408	48,500	+10,091	+26.3%
Cost of sales	10,789	12,727	+1,937	+18.0%
Gross profit	27,619	35,773	+8,153	+29.5%
GP margin	71.9%	73.8%		
SG&A	22,059	26,373	+4,313	+19.6%
Operating profit	5,559	9,400	+3,840	+69.1%
OP margin	14.5%	19.4%		
Ordinary profit	5,610	9,410	+3,799	+67.7%
Ordinary profit margin	14.6%	19.4%		
EBITDA	6,480	10,540	+4,059	+62.6%
EBITDA margin	16.9%	21.7%		
Income tax	1,422	2,079		
Tax rate	25.4%	22.1%		
Profit attributable to owners of parent	4,185	7,310	+3,124	+74.6%

Personnel Costs and Advertising Costs Guidance

We will continue to invest in recruitment and marketing activities, focusing on our main services, while assessing their efficiency.

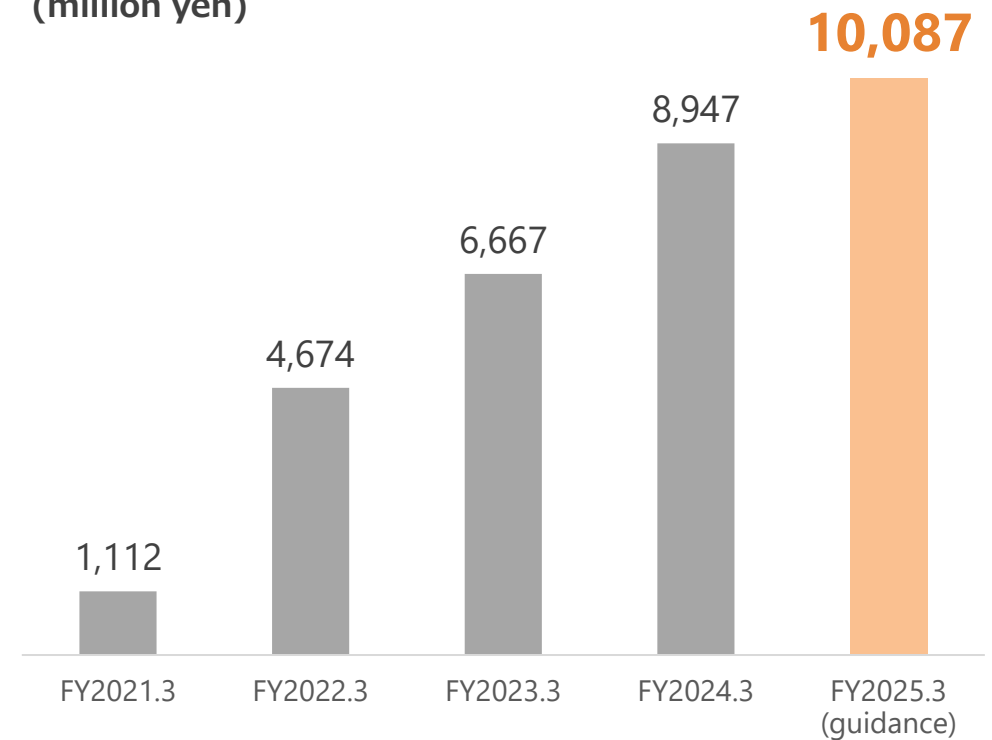
Personnel Costs

(million yen)



Advertising Costs

(million yen)

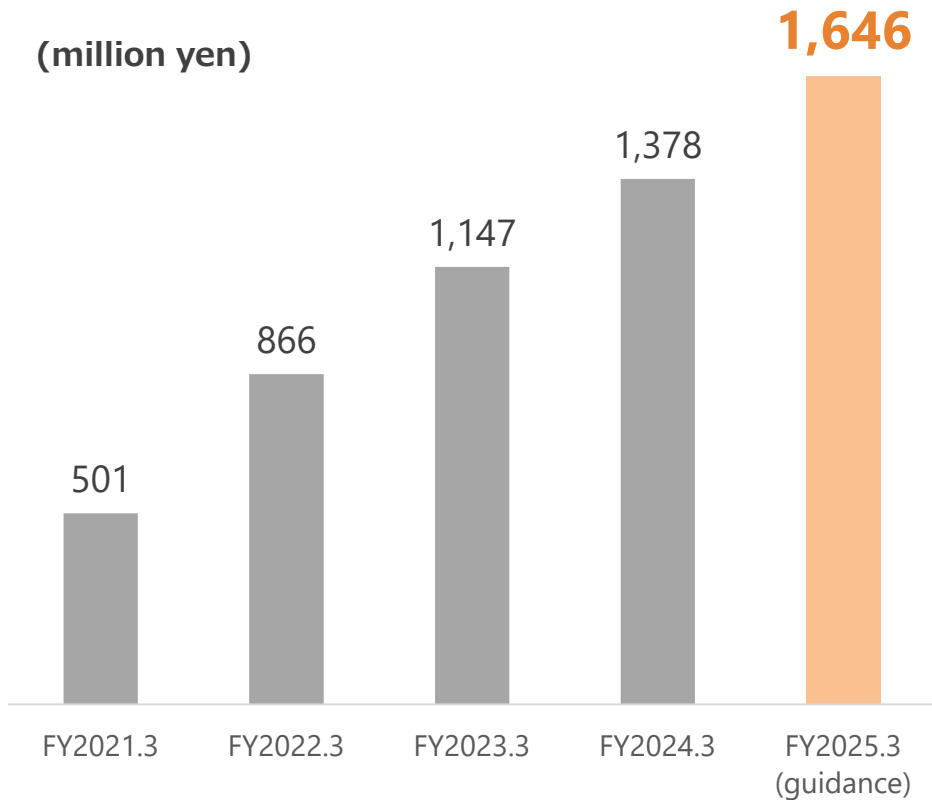


Office Rent and Outsourcing Costs Guidance

Flexible adjustments in investment allocation based on cost-effectiveness.

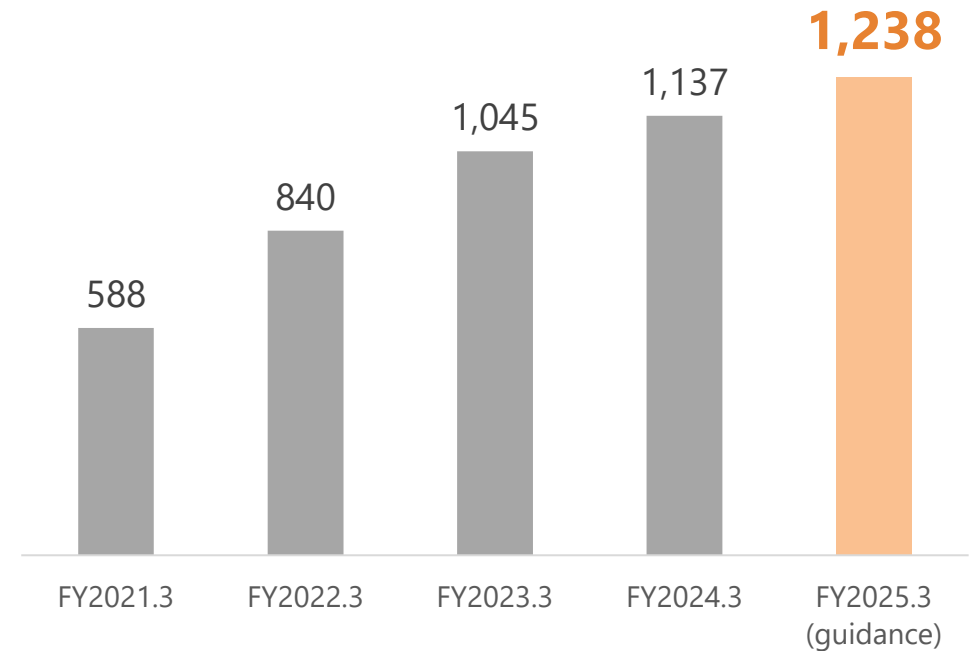
Office Rent

(million yen)



Outsourcing Costs

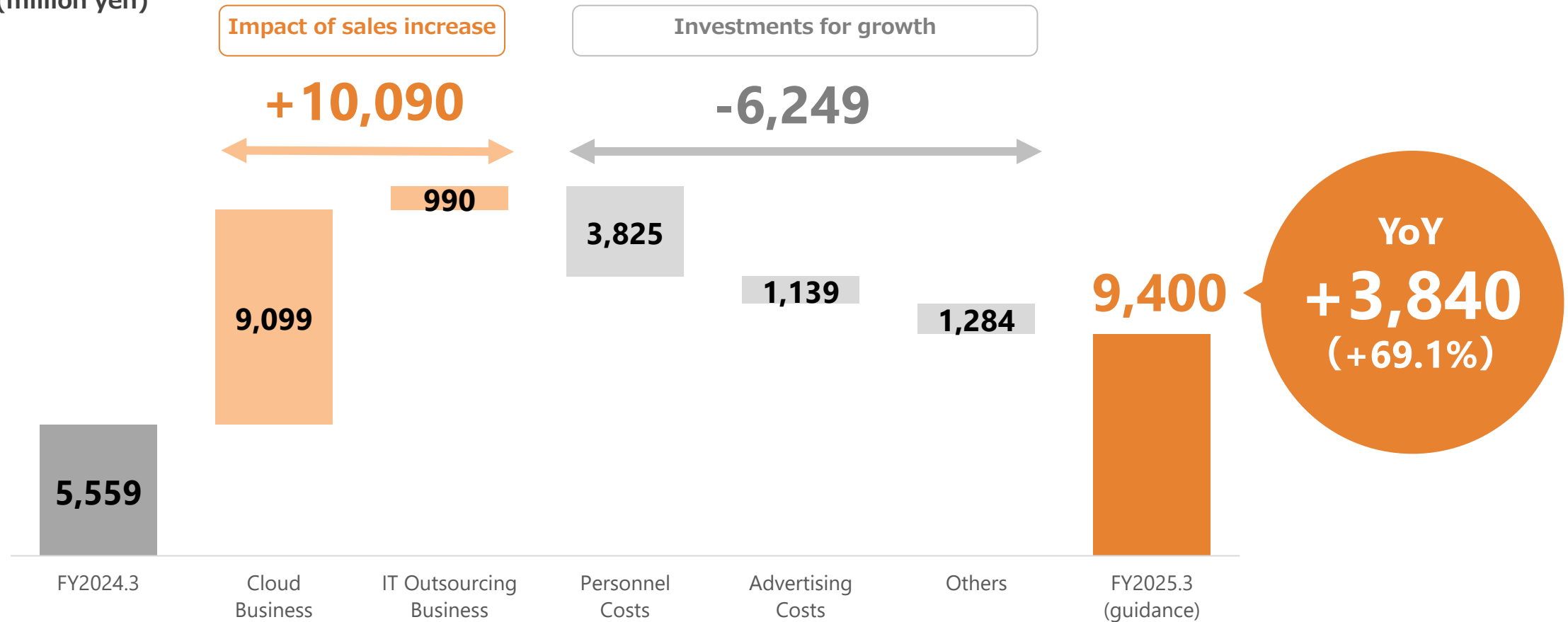
(million yen)



Factors for Changes in Consolidated Operating Profit

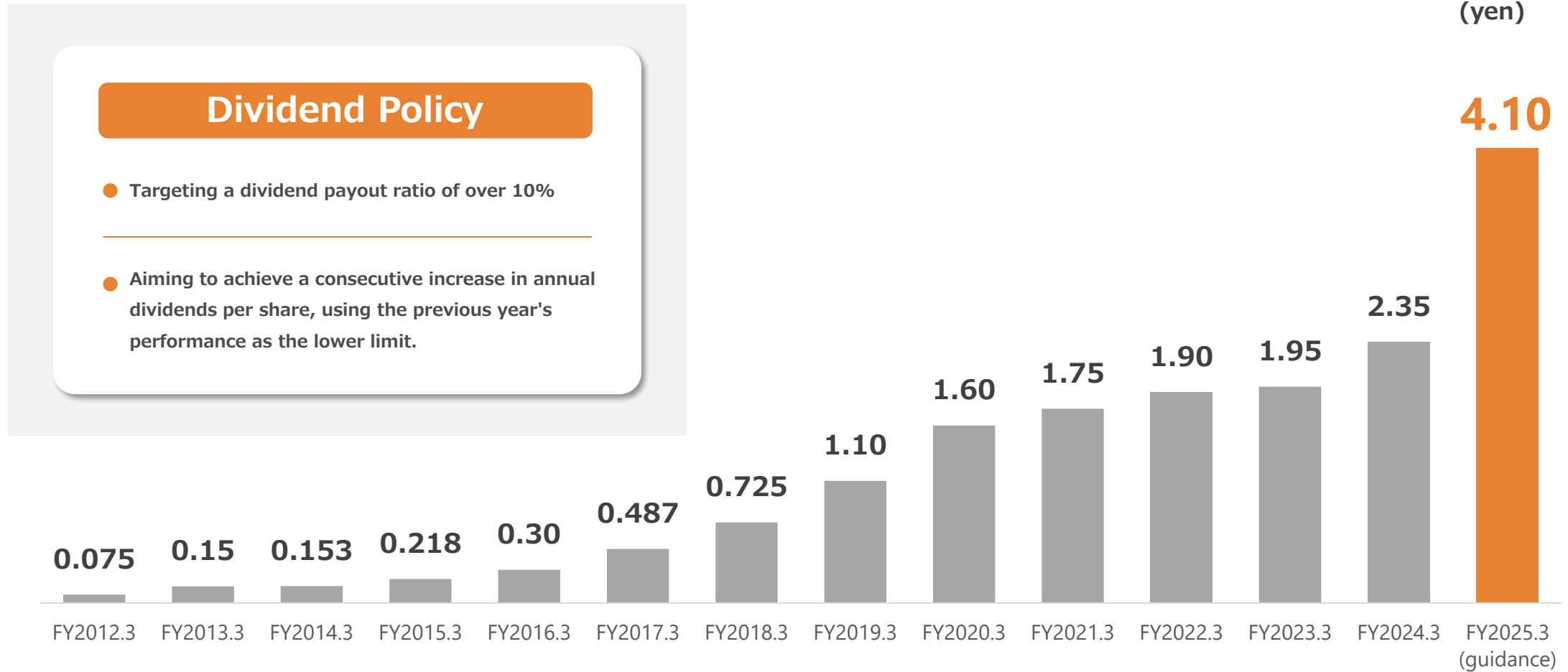
While investment for growth continues, the effect of increased sales exceeds it, and a significant increase in profit is planned.

(million yen)



Dividend

We plan to increase dividends for the 13th year in a row, in line with the Company's policy of increasing dividends every fiscal year.



* Figures are after share split adjustment.

Appendix

Rakus Invested in CPS, a Leading SaaS Company in Indonesia

In December 2024, invested in CPS, an Indonesia-based company providing ERP SaaS solutions focused on accounting.



Name PT. Cipta Piranti Sejahtera

Business Development and provision of cloud services for corporations in Indonesia

Key Service ERP SaaS “Accurate”

Background

- 1 Expectations for Indonesia's economic growth
- 2 Potential for expansion in Indonesia's SaaS market
- 3 High growth of “Accurate”, the ERP SaaS provided by CPS

* Please see the press release [“Rakus Invests in CPS, a Leading SaaS Company in Indonesia”](#) dated December 13, 2024 for more information.

Establishment of a Subsidiary in Indonesia

In January 2025, a decision was made to establish a development base in Indonesia. Further strengthening our global development organization.

Overview

● Name

PT. Reformasi Kerja Solusi
(tentative)

● Business

Development of cloud services

● Established

April 2025 (scheduled)

Purpose

● Purpose

strengthening the global development
framework

● Background

With the increasing demand for IT talent,
competition for engineers is intensifying in
Japan

Indonesia, on the other hand, is
experiencing rapid economic growth and
has a relatively large pool of engineers

Outlook

- The establishment of this subsidiary is expected to have only a minimal effect on the Company's consolidated results
- Aiming to grow into a global development hub following Vietnam.

* Please see "[Notice Regarding Establishment of a Subsidiary in Indonesia](#)" dated January 17, 2025 for more information.

Launch of "Raku Raku Kintai" TV Commercial

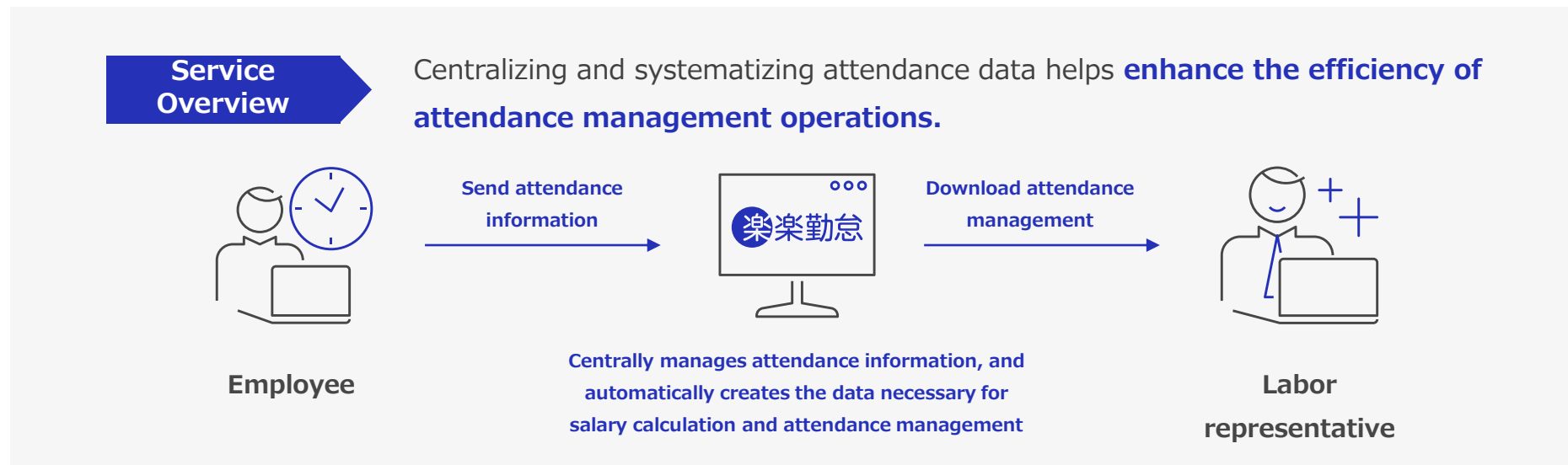
The TV commercial for the cloud-based attendance management system "Raku Raku Kintai" began airing on February 3, 2025 (Monday).

The commercial highlights the efficiency improvements in attendance management operations through centralized management of attendance information on the "Raku Raku Kintai" platform.



Broadcast Start Date	February 3, 2025, with a gradual rollout
Broadcast Area	Kanto, Kansai, Chukyo regions, and Fukuoka Prefecture
TVCM	"Top 3 Common Attendance Management Issues" Version "High-Speed Hustle" Version

Video URL : [30s](#) / [15s](#)
 Video URL : [30s](#) / [15s](#)



* Please see the [press release](#) for more information (only in Japanese)

Sales of the Cloud Business by Service

(million yen)

		FY2020.3	FY2021.3	FY2022.3	FY2023.3	FY2024.3
Raku Raku Seisan	Sales	3,935	5,559	7,658	10,343	14,446
	YoY	+52.6%	+41.3%	+37.7%	+35.1%	+39.7%
Raku Raku Meisai	Sales	552	1,177	2,260	3,735	6,840
	YoY	+68.8%	+113.3%	+92.0%	+65.3%	+83.1%
Raku Raku Hambai	Sales	869	1,281	1,867	2,626	3,907
	(Raku Raku Hambai)	770	1,124	1,624	2,298	3,513
	(Raku Tel)	98	157	242	327	393
	YoY	+45.3%	+47.5%	+45.7%	+40.7%	+48.7%
E-mail distribution services	Sales	1,573	1,963	2,367	2,672	3,035
	YoY	+11.6%	+24.8%	+20.6%	+12.9%	+13.6%
Mail Dealer	Sales	1,732	1,979	2,178	2,430	2,841
	YoY	+12.7%	+14.2%	+10.1%	+11.5%	+16.9%
Others	Sales	291	336	384	468	1,394
	YoY	+6.8%	+15.2%	+14.3%	+22.1%	+197.4%

* Starting from the fiscal year ending March 2025, Raku Raku Hambai's figures are reported together with Raku Tel, a related product. Past figures have been adjusted retroactively to reflect this change.

* The figure for E-mail distribution services is the sum of Hai Hai Mail, Curumeru and blastmail.

LTV of the Cloud Business by Service

(yen)	FY2020.3	FY2021.3	FY2022.3	FY2023.3	FY2024.3
Raku Raku Seisan	14,278,231	15,449,125	17,354,319	20,931,651	17,268,962
Raku Raku Meisai	9,016,996	20,303,924	15,402,526	23,408,991	25,543,657
Raku Raku Hambai	8,120,258	8,759,510	8,833,376	10,463,032	12,032,671
E-mail distribution services	1,229,511	1,521,779	1,887,750	2,318,227	2,370,458
Mail Dealer	3,992,650	4,281,398	4,506,168	4,986,751	6,009,109

- * LTV (Life Time Value) = revenue that a customer will generate during their lifetime (ARPU × estimated average usage years × gross profit margin)
- * Starting from the fiscal year ending March 2025, Raku Raku Hambai's figures are reported together with Raku Tel, a related product. Past figures have been adjusted retroactively to reflect this change.
- * The figure for E-mail distribution services is the sum of Hai Hai Mail and Curumeru.

Monthly Churn Rate of the Cloud Business by Service

		FY2020.3	FY2021.3	FY2022.3	FY2023.3	FY2024.3
Raku Raku Seisan	Customer churn	0.41%	0.43%	0.42%	0.36%	0.46%
	Revenue churn	0.30%	0.30%	0.26%	0.22%	0.25%
Raku Raku Meisai	Customer churn	0.33%	0.18%	0.27%	0.20%	0.22%
	Revenue churn	0.15%	0.07%	0.11%	0.10%	0.11%
Raku Raku Hambai	Customer churn	0.85%	0.83%	0.84%	0.78%	0.76%
	Revenue churn	0.66%	0.62%	0.70%	0.62%	0.60%
E-mail distribution services	Customer churn	1.62%	1.49%	1.29%	1.18%	1.25%
	Revenue churn	1.47%	1.38%	1.25%	1.18%	1.23%
Mail Dealer	Customer churn	0.97%	0.91%	0.90%	0.85%	0.87%
	Revenue churn	0.73%	0.71%	0.68%	0.73%	1.02%

- * Customer churn: Average percentage of contracts lost due to churn over the past 12 months.
- Revenue churn : Average percentage of Monthly Recurring Revenue (MRR) lost due to churn over the past 12 months.
- * Starting from the fiscal year ending March 2025, Raku Raku Hambai's figures are reported together with Raku Tel, a related product. Past figures have been adjusted retroactively to reflect this change.
- * The figure for E-mail distribution services is Hai Hai Mail alone.

Monthly Average Unit Price of the Cloud Business by Service



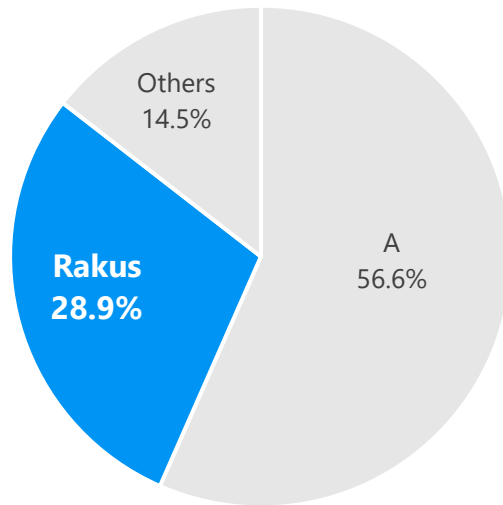
(yen)

	2020.3	2021.3	2022.3	2023.3	2024.3	2024.12
Raku Raku Seisan	71,222	78,655	85,530	88,818	92,731	93,325
Raku Raku Meisai	54,142	64,923	65,092	67,644	72,733	78,090
Raku Raku Hambai	86,164	95,865	103,343	110,141	117,191	145,014
E-mail distribution services	22,053	25,295	28,175	33,511	35,324	40,028
Mail Dealer	46,085	46,819	47,893	50,497	61,304	65,449

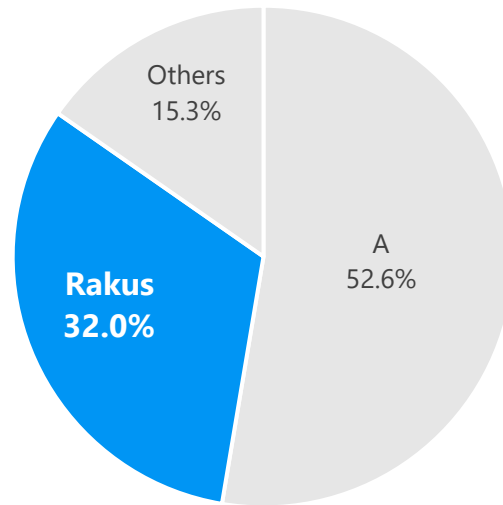
- * Starting from the fiscal year ending March 2025, Raku Raku Hambai's figures are reported together with Raku Tel, a related product. Past figures have been adjusted retroactively to reflect this change.
- * The figure for E-mail distribution services is the sum of Hai Hai Mail and Curumeru.

Sales Share Trends in the SaaS-based Expense Management Market

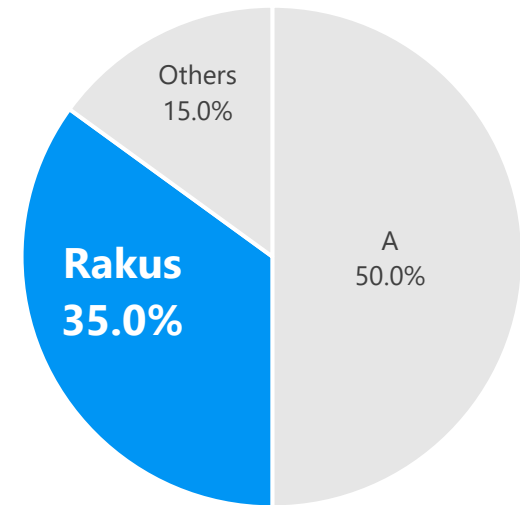
FY2021
(April 2021 – March 2022)



FY2022
(April 2022 – March 2023)



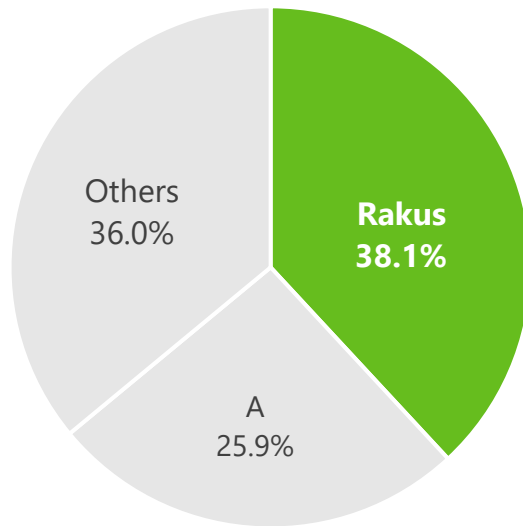
FY2023 Estimate
(April 2023 – March 2024)



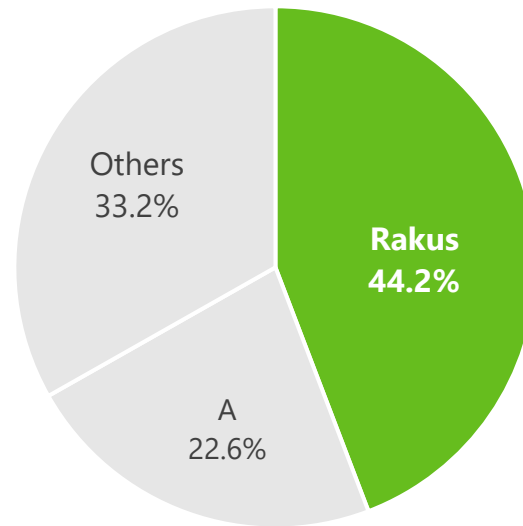
Source : ITR "ITR Market View : 予算・経費・サブスクリプション管理市場2024" SaaS型経費精算市場 : ベンダー別売上金額シェア (2021~2023年度予測) (only in Japanese)

Sales Share Trends in the Electronic Invoice Issuance Service Market

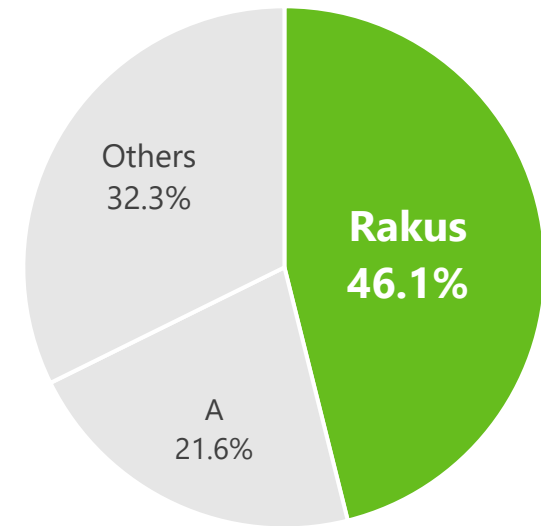
FY2022
(April 2022 – March 2023)



FY2023
(April 2023 – March 2024)



FY2024 Estimate
(April 2024 – March 2025)

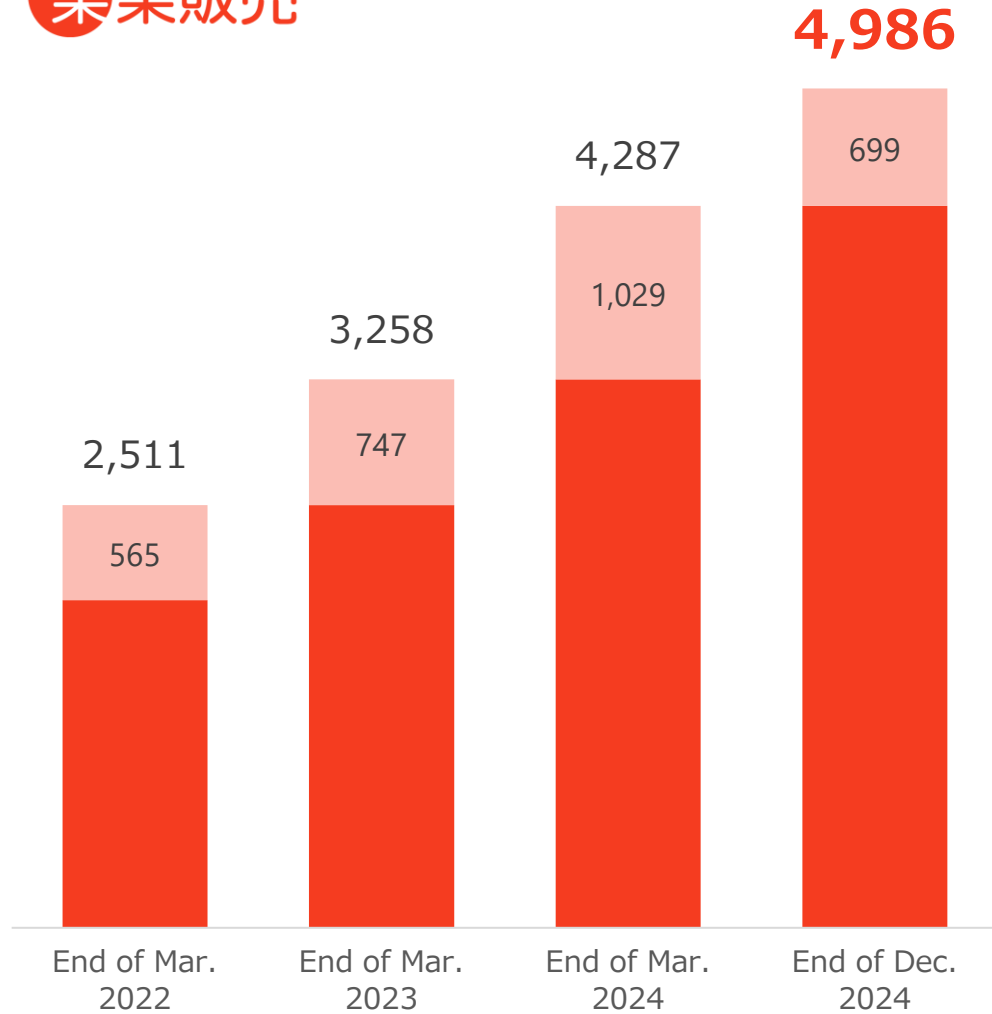


Source : ITR “ITR Market View : ECサイト構築/CMS/SMS送信サービス/電子請求書サービス/電子契約サービス市場2024”電子請求書発行サービス市場
: ベンダー別売上金額シェア (2022~2024年度予測) (only in Japanese)

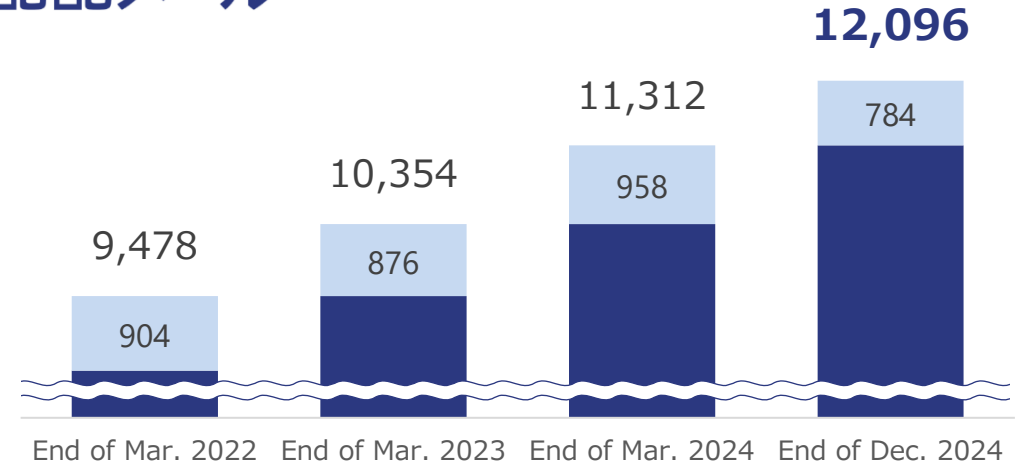
Cumulative Number of Companies Using Raku Raku Hambai, Hai Hai Mail & Mail Dealer



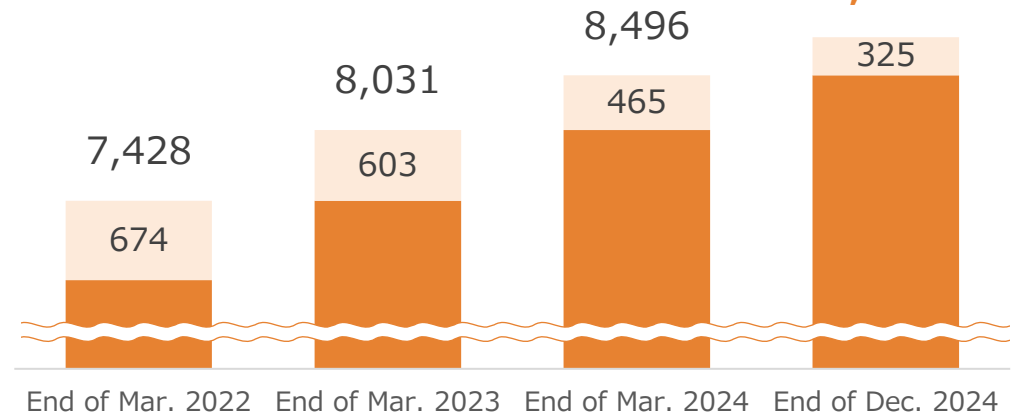
楽楽販売



楽! 配配メール

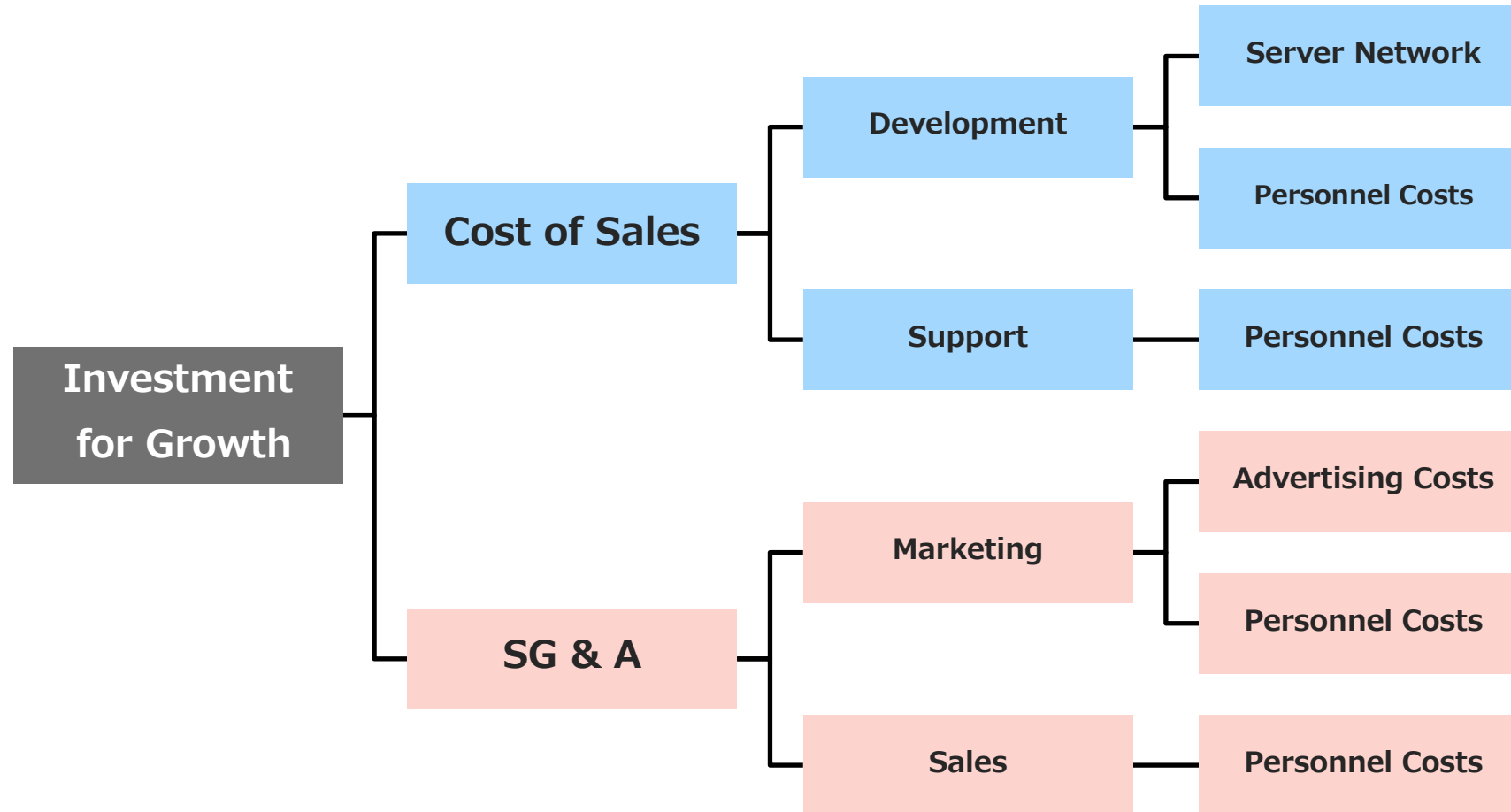


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* Starting from the fiscal year ending March 2025, Raku Raku Hambai's figures are reported together with Raku Tel, a related product. Past figures have been adjusted retroactively to reflect this change.

Breakdown of Investment for Growth (Cloud Business)

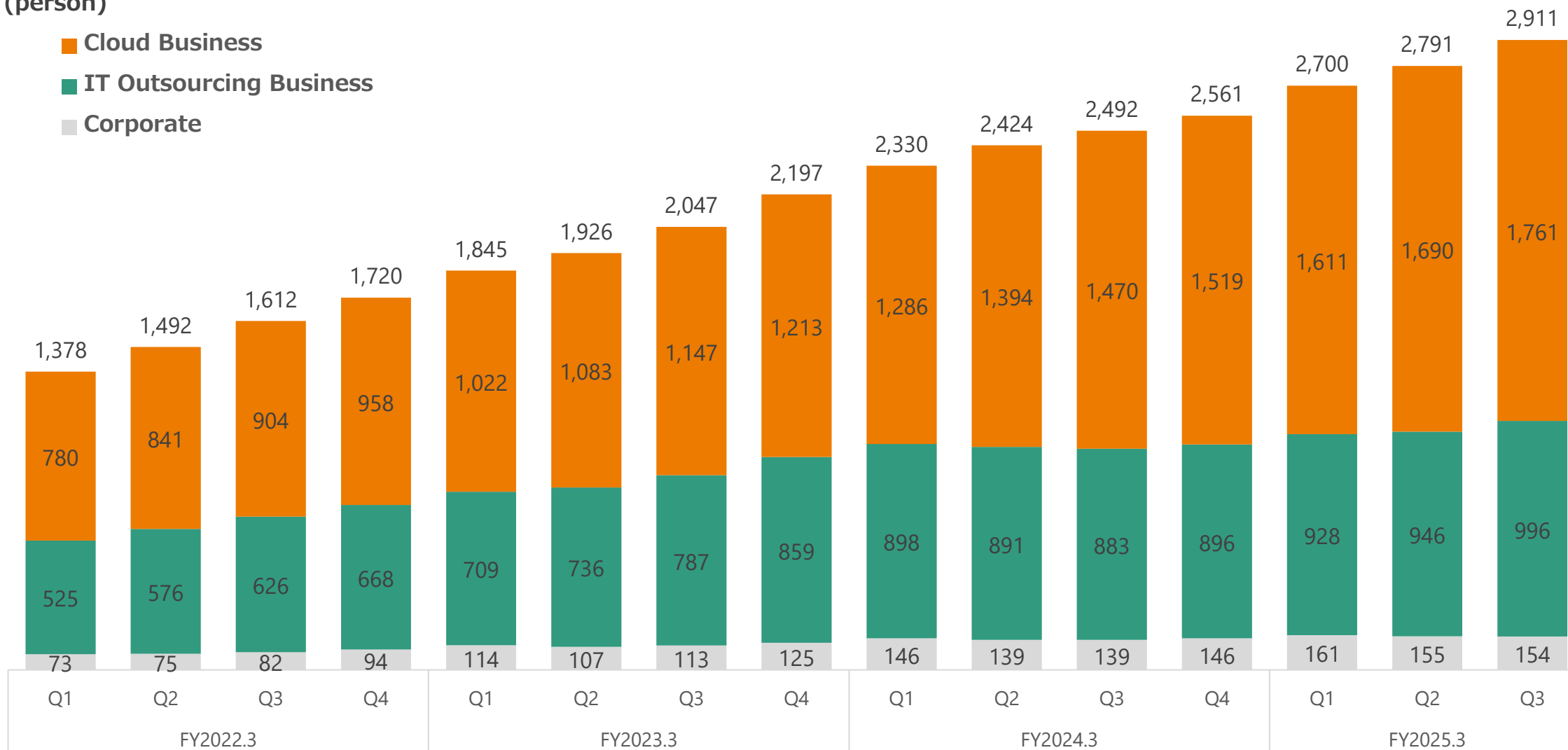


Number of Employees



(person)

- Cloud Business
- IT Outsourcing Business
- Corporate



* The Figures are as of the end of each quarter.

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It is not to induce investors to buy or sell shares in the company.

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They are not guarantees of future performance.

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