



FY2014 1Q Result Report

(April 1, 2014 – June 30, 2014)

August, 2014
Oisix Inc.



1. About Oisix



2. FY2014 1Q Result & Present Situation



3. Oisix middle-term vision



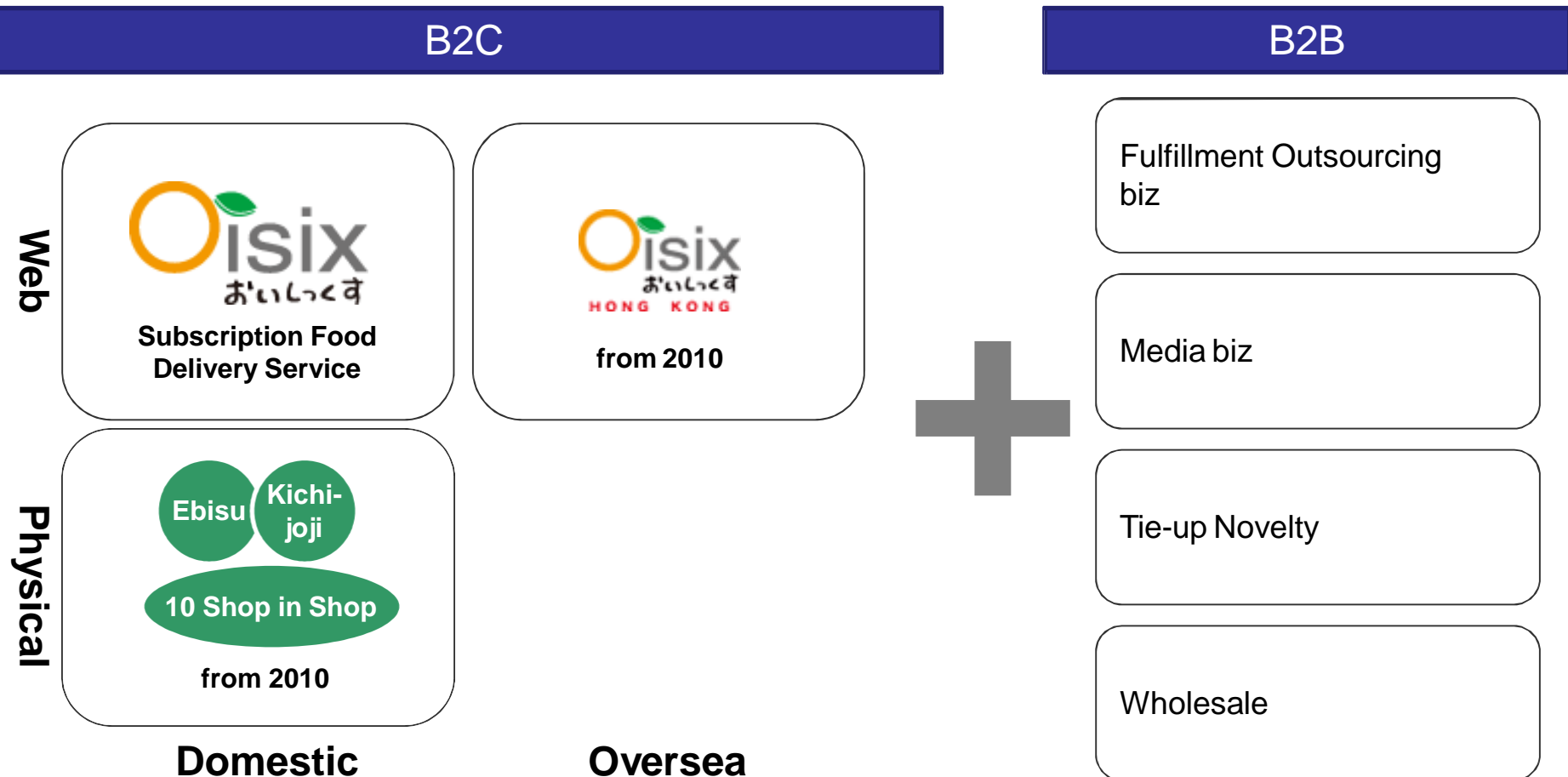
Our mission

Richer foods for more people

Not only a supplier of foods
but also organizer of happy table.



Our Business Domain



Oisix Station (Distribution Center, Central Kitchen),
IT system, High Added Value Product, Quality Management

Oisix 1. About Oisix

B2C Service

[Oisix.com]



- The Most largest internet-based food EC site "Oisix.com"
- Main service is subscription food delivery service

[Oisix HongKong]



- Oisix HongKong have Japanese site and Chinese site
- Main product is food export from Japan

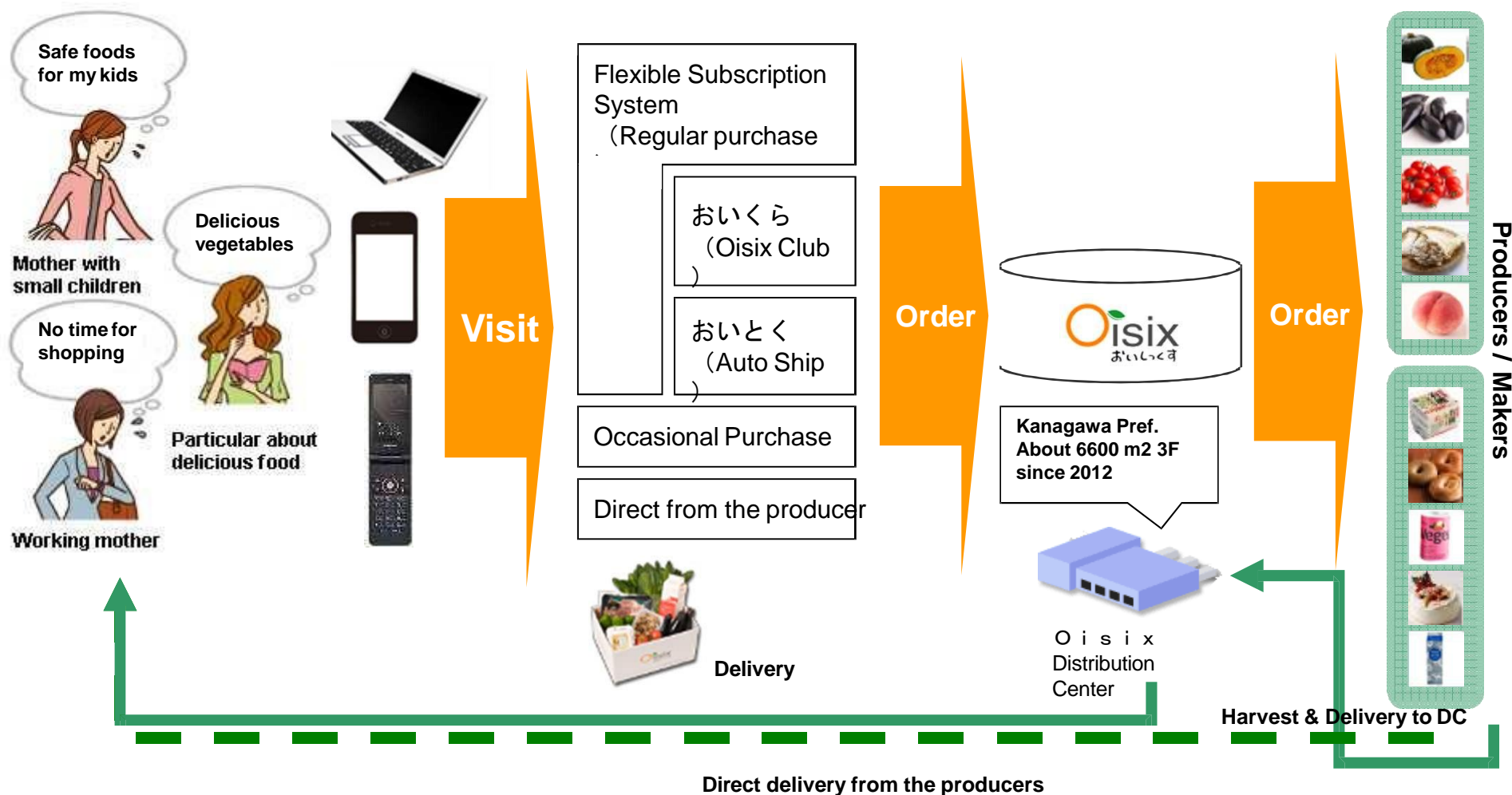
[Physical Shop]



- 2 own shops (Ebisu, Kichijoji)
- 10 Shop in Shop

E-commerce system

Our web site, supporting PC & Smart phone, gives orders from customers to suppliers.
Products, once gathered to our DC are delivered to customers. Some are direct from suppliers



Features of Oisix

Positive

We set strictly safety standards and sell only safety food

Positive

We directly connect with prime farmers and delivery delicious and fresh food

Positive

Customers all over Japan order easily on internet

Neutral

Due to harvest after customer's order, customers wait 3-7 days but get fresh food

Neutral

Our products are high-added value and high-priced



1. About Oisix



2. FY2014 1Q Result & Present Situation



3. Oisix middle-term vision

- **Announced that we expected to register losses for 1Q FY2014, operating profit turned into the black, 47 million yen, by controlling fixes cost and variable cost (expect for sales promotion expenses)**
- **The number of subscribers strongly increased to 87,000 (+13% YoY)**
 - Focused on acquisition of new subscribers by spending sales promotion expenses (+4,937 subscribers QoQ)
- **New services released in FY2013 are showing stable expansion**
 - “KitOisix” (half processed food set) sold more than 300,000 kits in total
 - The number of premium brand stores on “Oichika gourmet” (mall-type E-commerce service) increased to 71 (+34% QoQ)
- **Launch Salad Oisix for Office, our first business in “business-to-employee (B2E)” market**
 - Delivery salad with Oisix’s vegetable to office workers

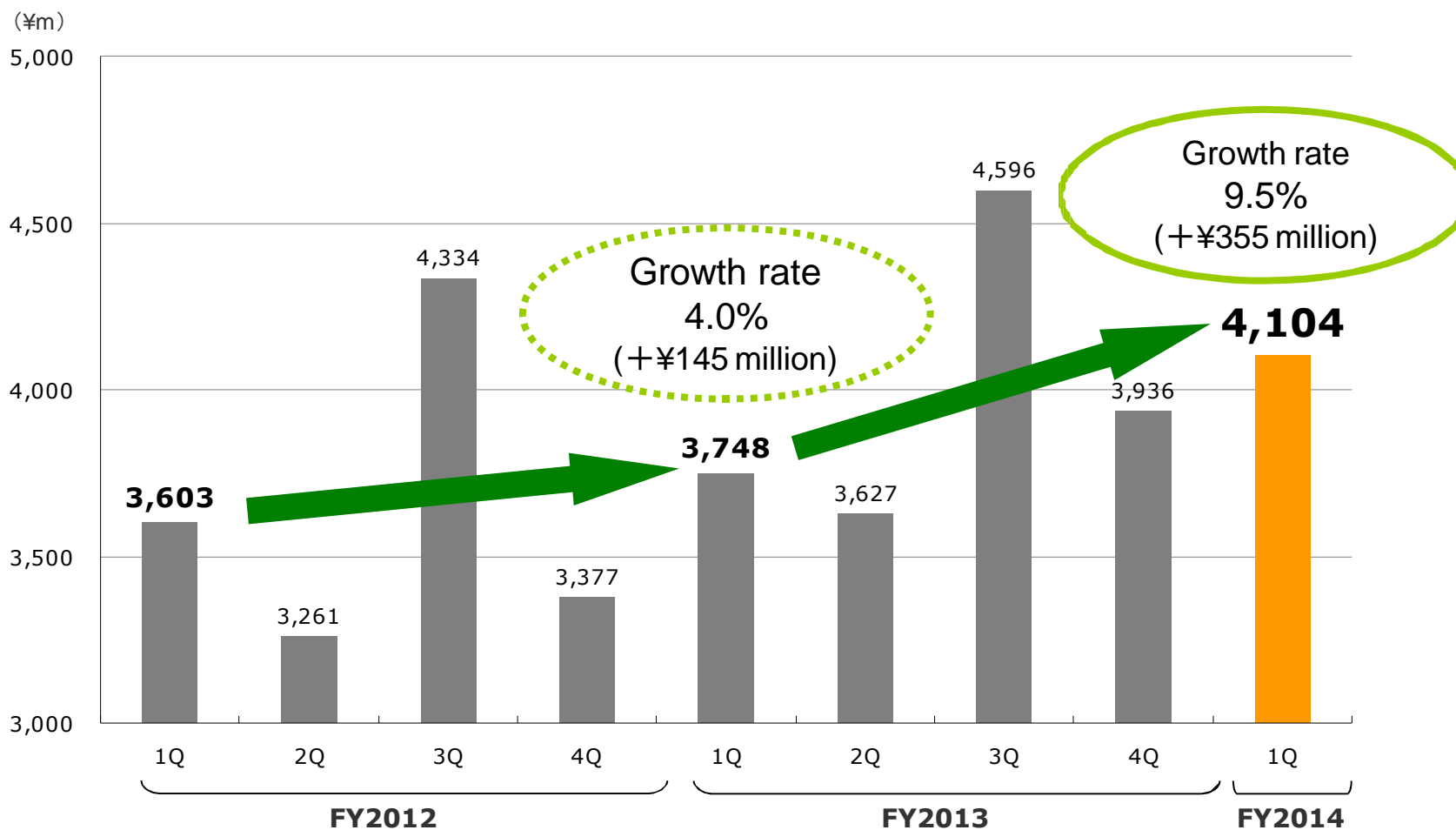
Oisix Overview of 1Q FY2014

- Announced that we expected to register losses for 1Q FY2014*, operating profit turned into the black, 47 million yen, by controlling fixes cost and variable cost (expect for sales promotion expenses)

(¥m)	FY2014 1Q	FY2013 1Q	YoY	Forecast 1H	Progress 1H	Forecast year	Progress year
Sales	4,104	3,748	109%	8,274	49%	18,300	22%
Operating Profit	47	197	24%	72	66%	750	6%
Recurring Profit	55	202	27%	83	66%	775	7%
Net Profit	31	121	25%	50	62%	465	6%

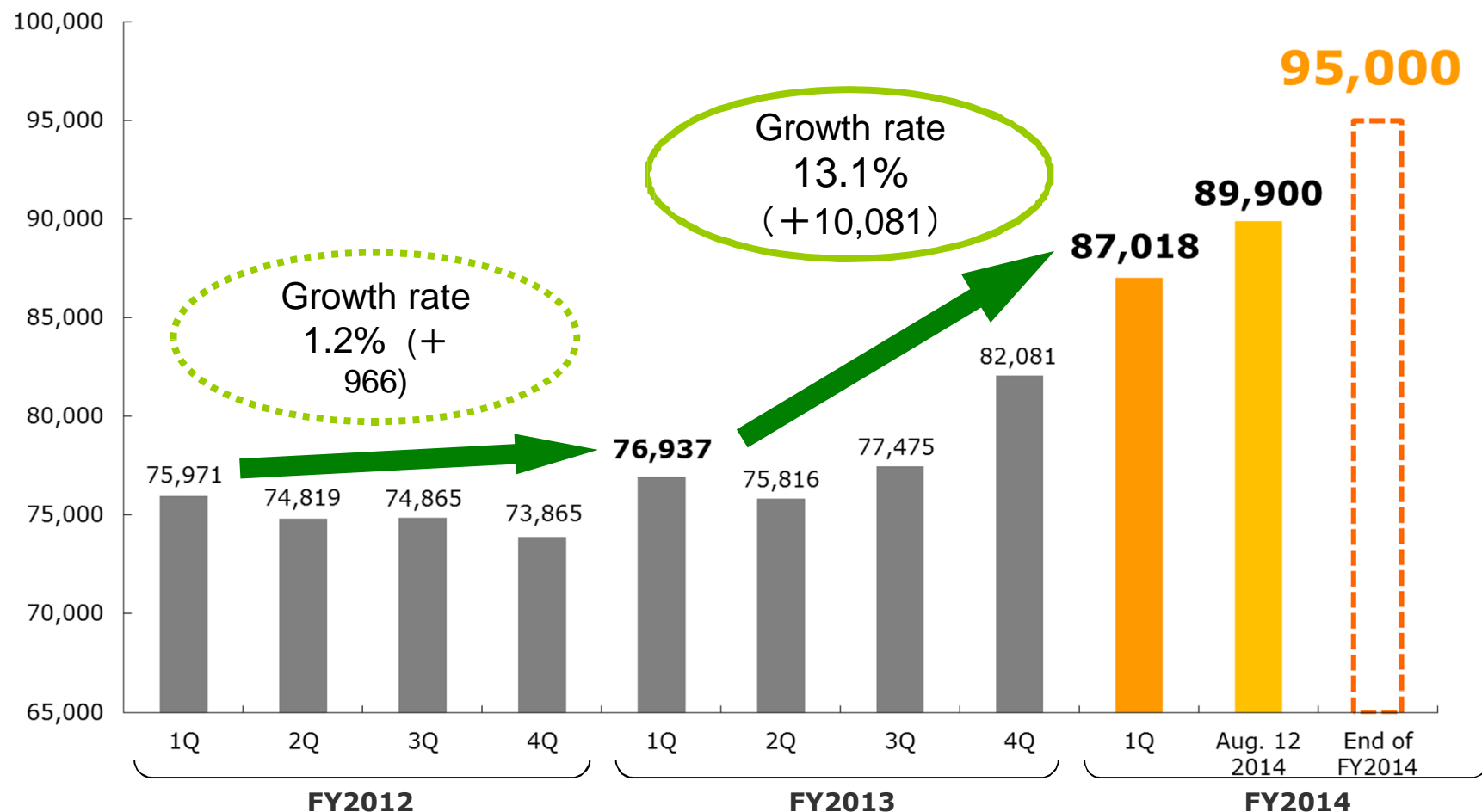
*"FY2013 Financial Results(in Japanese)"p3 financial forecast

- The year-over-year growth rate was improved, and net sales for 1Q FY2014 exceeded 4.1 billion yen.



Number of Subscribers

- The number of subscribers strongly increased to 87,000 (+13% YoY)

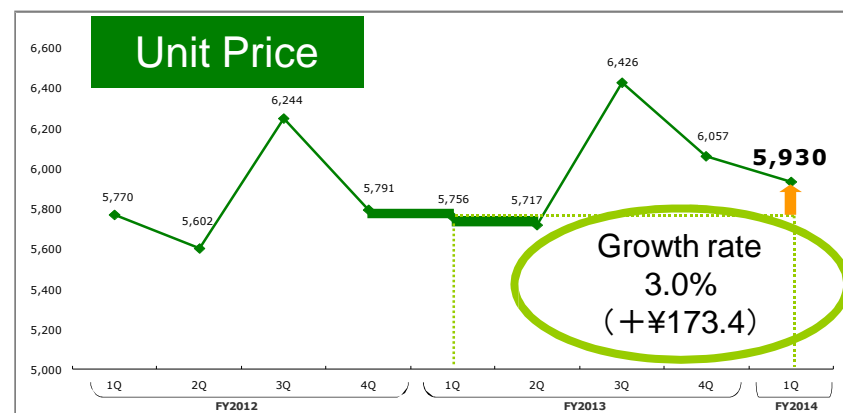
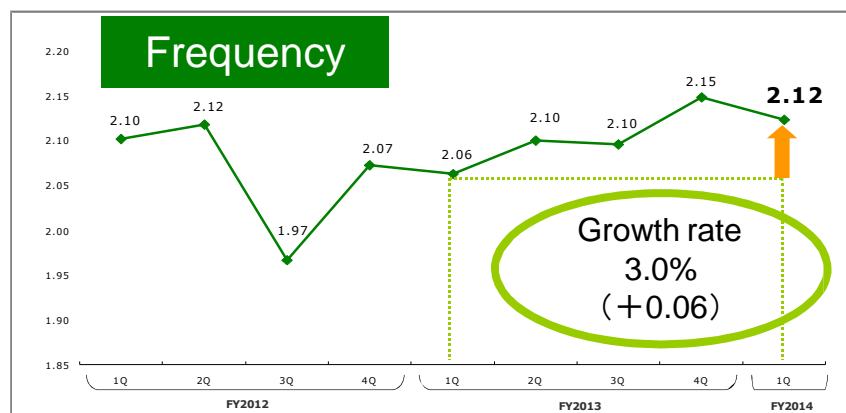
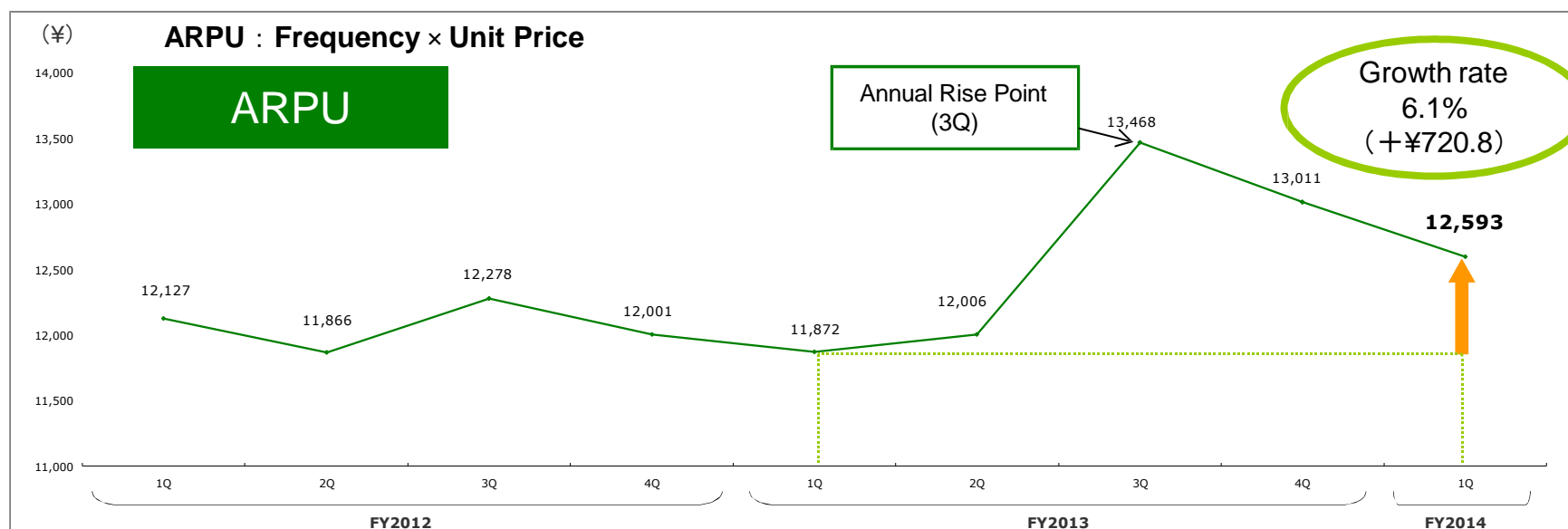


Oisix Transition of ARPU

*ARPU: Average Revenue Per User

■ ARPU* improved by 12,593 yen (+6.1% YoY)

- Both the frequency of purchases per month and the unit price increased



■ Expansion of new service “KitOisix”

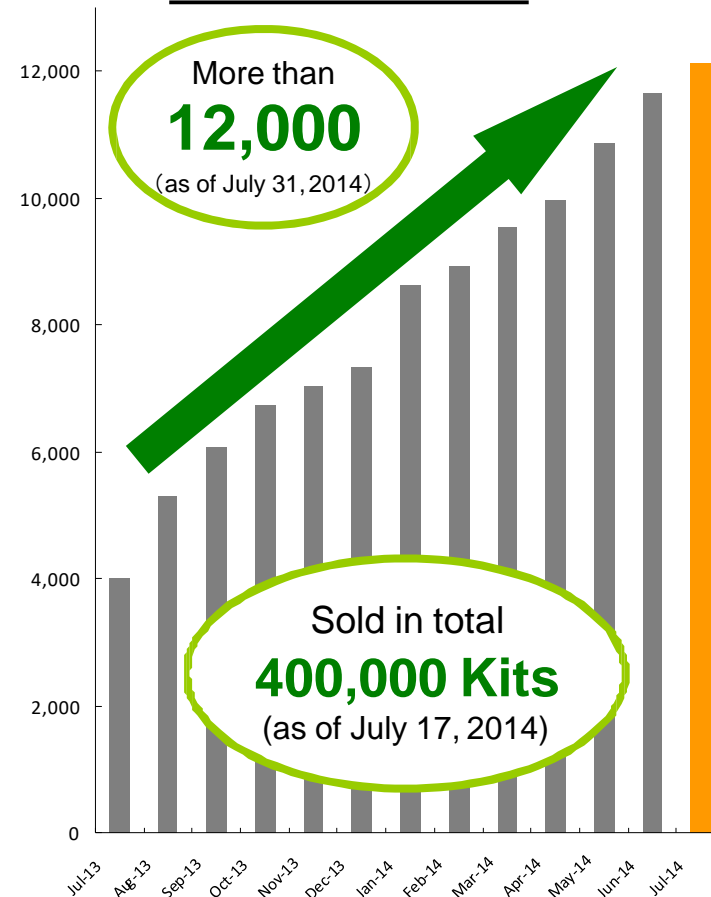
- For busy mama, we launched KitOisix that is half processed food set. It needs only 20 minute for cooking.

■ only 20 min Main dish & sub dish



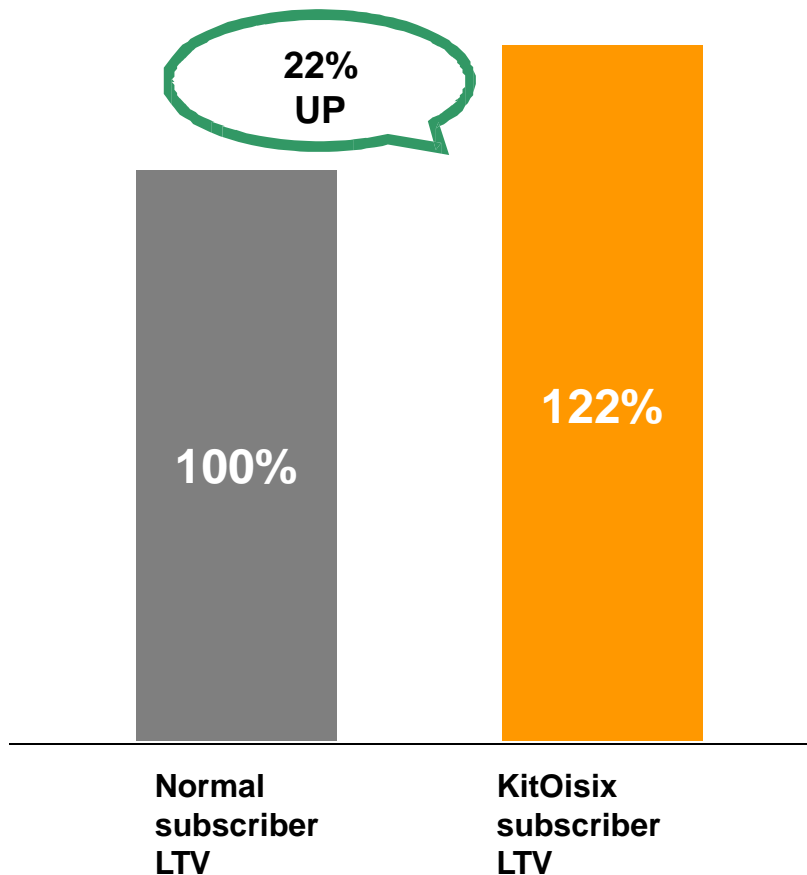
➡ Working mother don't have much time for cooking, so this is convenience for them.

The number of KitOisix subscribers



■ Expansion of new service “KitOisix”

- KitOisix subscriber's LTV is 22% above normal subscriber's LTV



- KitOisix get Parenting award 2013



- KitOisix media publicity



- For establish premium branding, improvement unit price, we launch "Oichika gourmet" that service is delivery hi-end brand food with our food.

The screenshot shows the Oichika gourmet website interface. At the top, there's a navigation bar with various brand names like DEAN & DELUCA, LUPICIA, Soup Stock Tokyo, LeTAO, ENOTECA, JUNOESQUE BAGEL, うね乃, CUOCA, CHEESE STAND, PALOMITAS, and 菊光屋. Below this is a header with the Oichika gourmet logo and a brief description. A news section follows with two items dated 2013.8.22. The main content area features several promotional banners: 'Oichika 2013 SUMMER 人気ブランドの2013夏味、食べ納め' (Oichika 2013 SUMMER Popular brands' 2013 summer flavors, eat up), '9/5 Debut! Soup Stock Tokyo x Oisix', 'RANKING' (Ranking of featured products), 'SHIROKUMA BRUT' (Shirokuma Brüt), 'ENOTECA シロクマブリュット' (Enoteca Shirokuma Brüt), 'ガスパチョや 冷製パスタに' (Gas Pachioya Cold pasta), and 'LeTAO ドーブルフロマージュ' (LeTAO Double Brie). At the bottom, there's a banner for 'ENOTECA シロクマブリュット' and 'ガスパチョや 冷製パスタに'.

■ Hi-end brand store

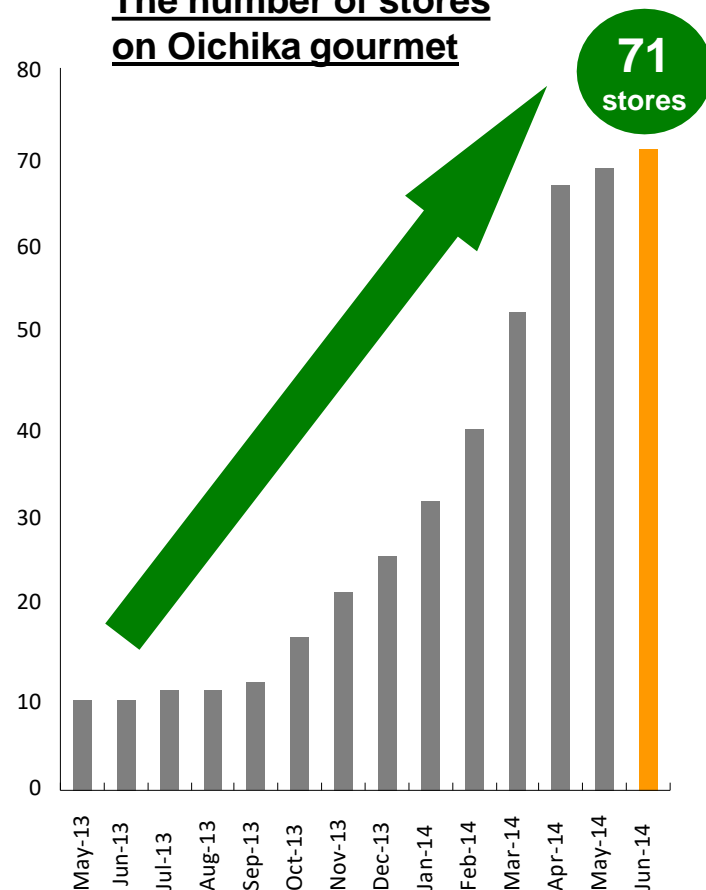
A grid of images showcasing various hi-end brand food items and stores. The items include:

- DEAN & DELUCA: Various food items and a banner for 'CHEESE STAND'.
- Soup Stock Tokyo: A bowl of soup.
- JUNOESQUE BAGEL: Several bagels.
- CUOCA: A stack of pancakes.
- 平田牧場 (Hirata Makaba): A bowl of food.
- CHEESE STAND: A block of cheese.
- KEISUKE MATSUSHIMA: A bowl of food.
- PALOMITAS: A bowl of food.
- LeTAO: A bowl of food.
- 伊藤久右衛門 (Ito Kueemon): A bowl of food.
- うね乃 (Uneno): A bowl of food.
- ENOTECA: A bottle of wine.
- KALDI: A coffee shop interior.
- アンリ・シャルパンティエ (Anri Charpentier): A bowl of food.
- 天平庵 (Tenpian-an): A bowl of food.

■ Expansion of new service “Oichika gourmet”

- The number of premium brand stores increased to 71 (+34% QoQ)
- Contributed to net sales in the E-commerce business

The number of stores
on Oichika gourmet



■ Collaborative products with Hi-end brand



with LA BOUTIQUE de Joël Robuchon



with Inés Lignon



with Soup Stock TOKYO



Leverage of new service

- So far, our main target segment is mama who are interested food safety.
- “KitOisix” reach working mother and busy mother.
- “Oichika gourmet” reach people interested in gourmet.

Improvement name recognition of physical world

- Improvement name recognition by physical shop and event.
- Enforce acquisition from marche event.
- Improvement exposure by wholesale PB product to large-retailer.

Increase promotion budget

- Promotion budget of FY2014 1Q is 50% above YoY

Oisix おいしくす Physical shop

■ New own shop & 2 Shop in Shop

- 2014 January, started new own shop “Oisix CRAZY for VEGGY” at Kichijoji
- Opened in Queen's Isetan & Tokyu Store (10 shops in total)



“Oisix CRAZY for VEGGY” Kichijoji



In Queen's Isetan, Kami-shakujii



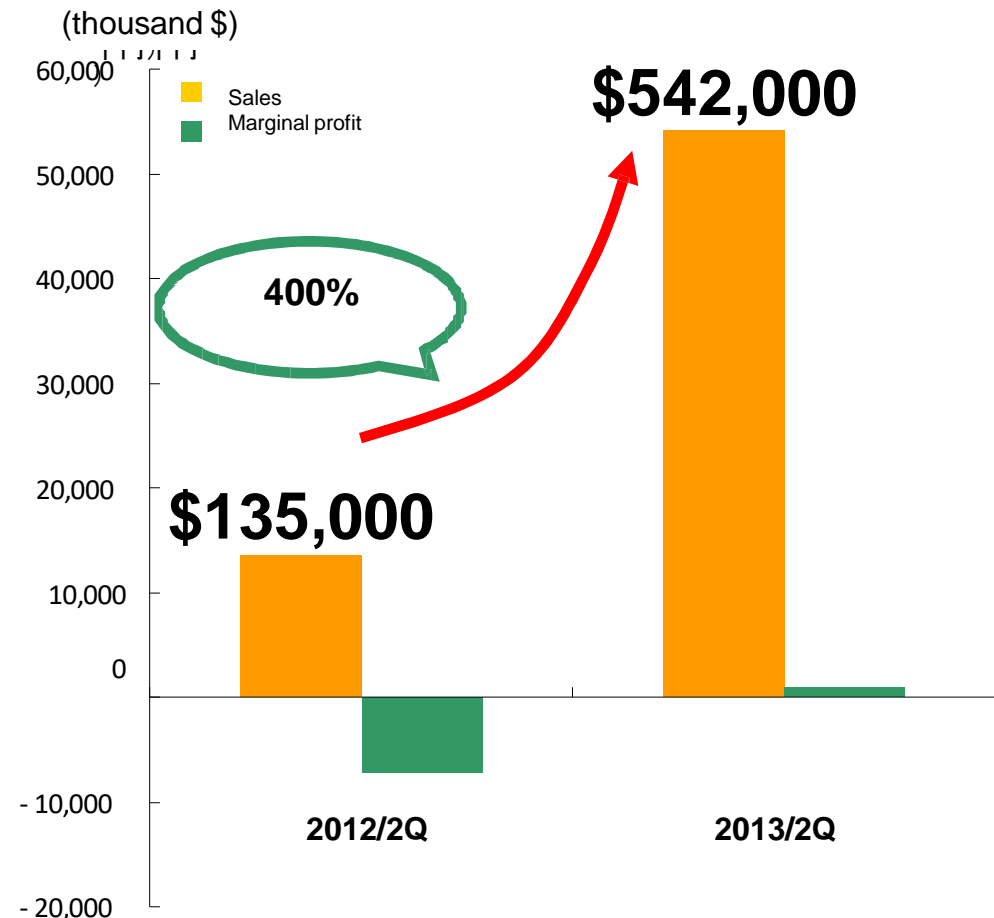
In Tokyu Store, Futakotamagawa

■ Oisix HK sales is above break-even point because of introduce subscribe purchase system, new product.

■ OisixHK



■ OisixHK Sales and marginal profit



- We started support MI Deli's logistics part that is Mitsukoshi Isetan group's food delivery service from Nov 7. We start find new client.

■ MI Deli



■ Start Oisix fulfillment service

— Main menu

- ① Logistics (picking, packing)
- ② Manage of inventory
- ③ Manage of expiry date
- ④ Food quality control

— Find new client

- Next year, our target is our client's sales achieve 30 M\$(not our sales)

■ About MI (Mitsukoshi Isetan) group

— The largest department store group in Japan



■ **Salad Oisix for Office**

- Delivery salad with Oisix's vegetable to office workers
- Our first business in “business-to-employee (B2E)” market

Salad Oisix for オフィス





1. About Oisix

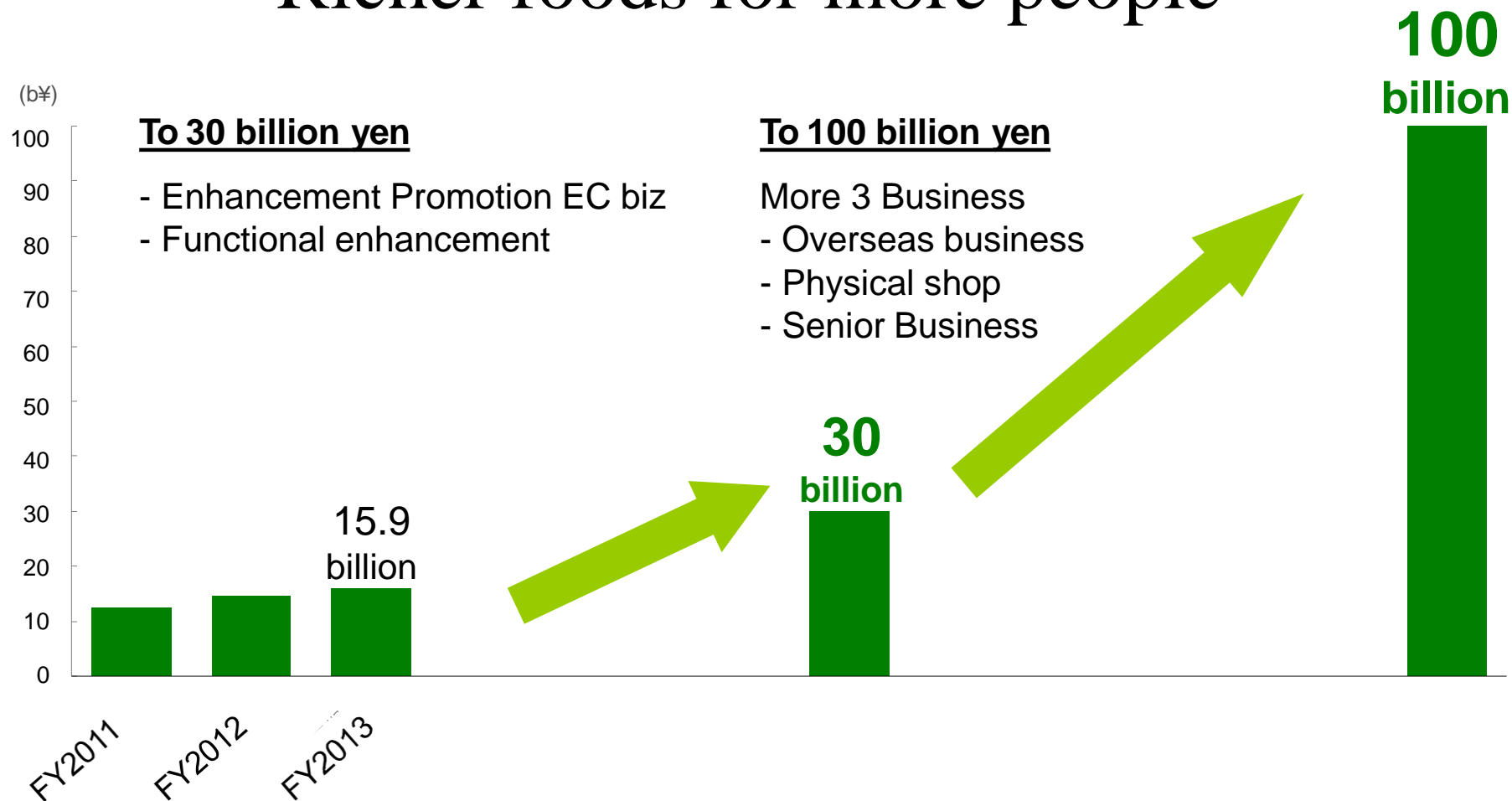


2. FY2014 1Q Result & Present Situation



3. Oisix middle-term vision

Richer foods for more people



2. Oisix middle-term vision

Focus point for 30 billion yen

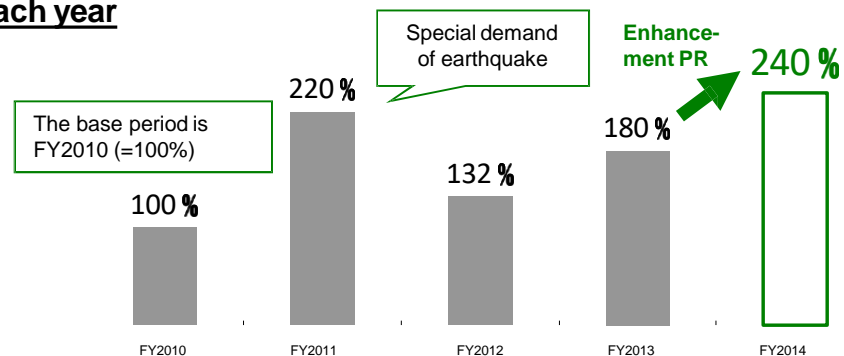
- Active promotion of EC business
- Investment on function for future growth
 - Higher functionality
 - Improvement capability

FY2014 Focus Point

Point1

Active promotion of EC business

Transition of new subscription members in each year



Point2

Investment on function for future growth

Main investment points are

1. Launch another distribution center for both future growth and risk hedge
2. Scale expansion of food processing center
3. Enhancement IT platform

500-1,000 million yen
200million yen
150million yen

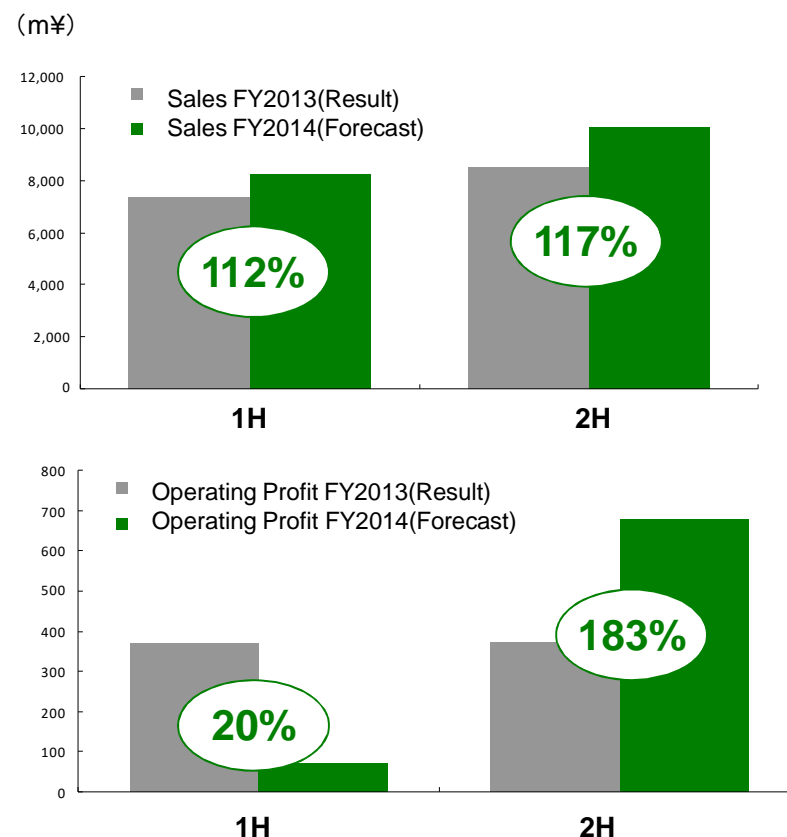
Invest in further growth

Earnings Forecast

We invest promotion and functional enhancement. Our sales target is up 15% YoY but operating profit keep last year level

(m¥)	FY2014 Forecast	FY2013 Result	YoY
Sales	18,300	15,909	115%
Operating Profit	750	741	101%
Recurring Profit	775	775	100%
Net Profit	465	436	106%

Sales & Operating Profit



2. Oisix middle-term vision

Sales & Operating profit

