



FY2015 1Q Result Report
(April 1, 2015 – June 30, 2015)

August, 2015
Oisix Inc.

Results

□ **15 consecutive years the best sales of 1Q]**

- Sales 4.71 billion yen +15.0% YoY
- Operating profit 161 million yen +237.7% YoY

A rise in subscribers caused net sales to grow to 4.71 billion yen. (+15.0% YoY). Operating profit increased almost 3.3 times higher YoY by controlling sales promotion expenses

E-commerce (Oisix.com)

□ **Number of Subscribers : 101,079 +16.2% (+14,061) YoY**

□ **Upgrading services**

- Opened a new processing plant
- The number of KitOisix subscribers jumped up to 20,000+
- More mobile-friendly UI/UX
- Launch of Highly Nutritious Vegetable Brand, “Kiku-vege”

Others (not Oisix.com)

□ **Overseas (Oisix HongKong)**

- Establishment of a local subsidiary in HongKong

□ **Store business**

- Expansion of “Shop-in-Shop”

□ **Fulfillment outsourcing service**

- Increasing clients of Oisix Fulfillment Marketing Support

1. FY2015 1Q Result

2. Present Situation

Overview of 1Q FY2015

- A rise in subscribers caused net sales to grow to 4.71 billion yen.
(+15.0% YoY, 15 consecutive years the best sales)
- Operating profit increased almost 3.3 times higher YoY by controlling sales promotion expenses

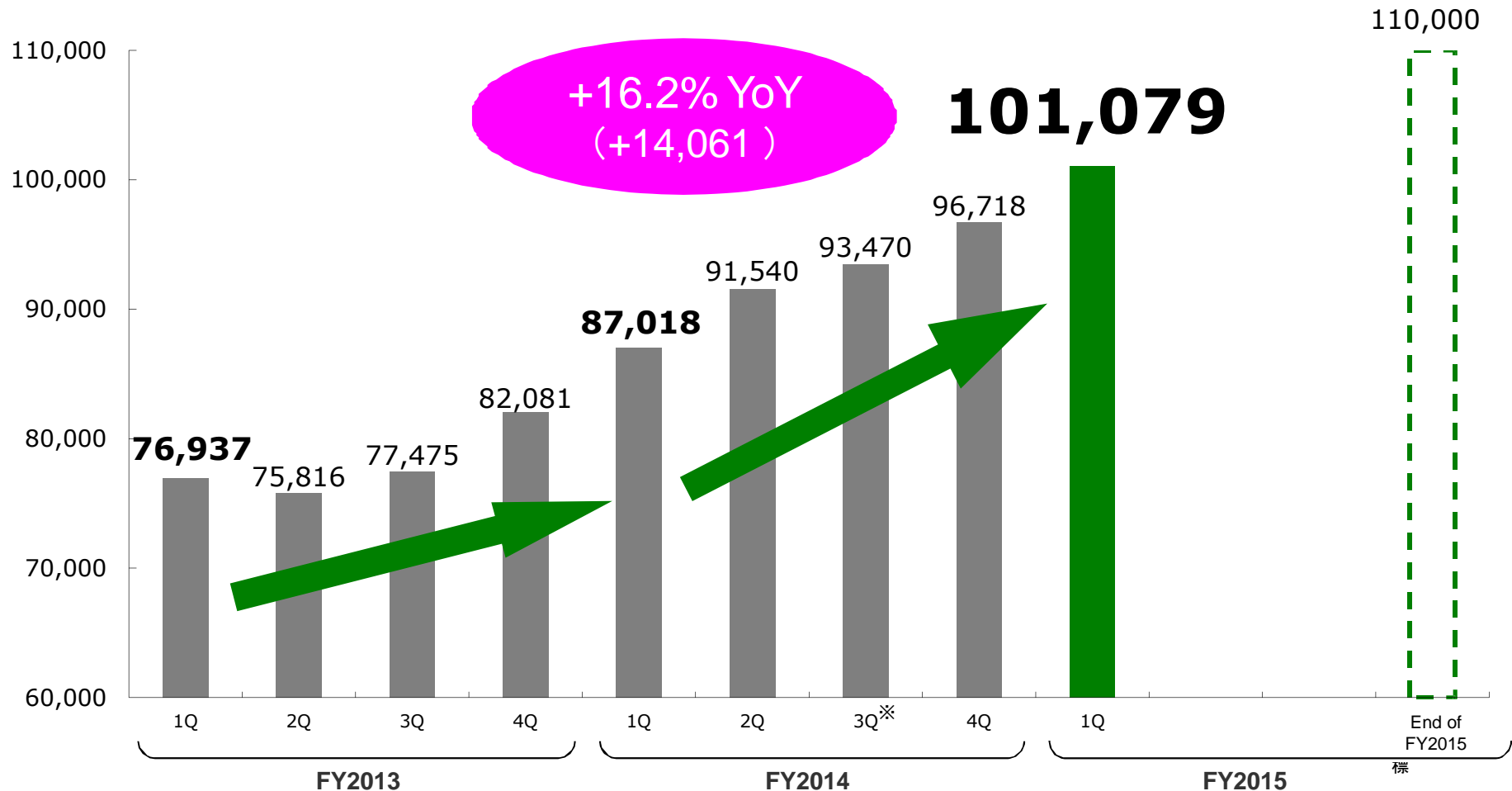
(¥M)	FY2014 1Q	FY2015 1Q	YoY	Forecast 1H	Progress 1H	Forecast year	Progress year
Sales	4,104	4,719	115.0%	9,300	50.7%	20,000	23.6%
Operating Profit	47	161	337.7%	250	64.8%	750	21.6%
Recurring Profit	55	169	304.5%	260	65.0%	770	22.0%
Net Profit	31	107	347.0%	160	67.4%	480	22.5%

The 1Q sales rose for the 15th consecutive year and increased 15% YoY to 4.7 billion yen.



① Subscriber Base

Subscriber base steadily increased and exceeded 100,000.

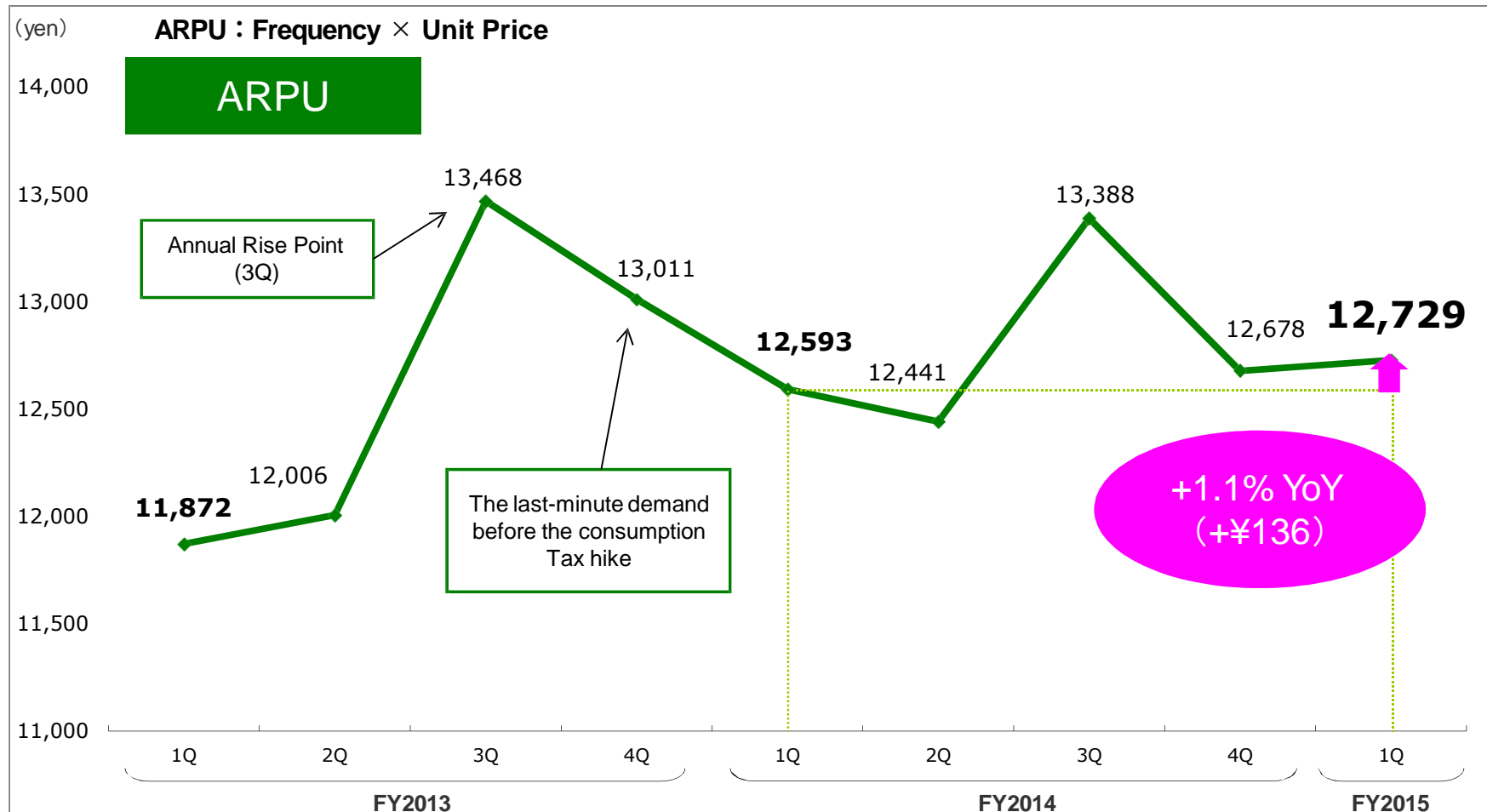


* In October 2014, 2,261 subscribers to the Oisix-Recruit Point Site were integrated.

② ARPU

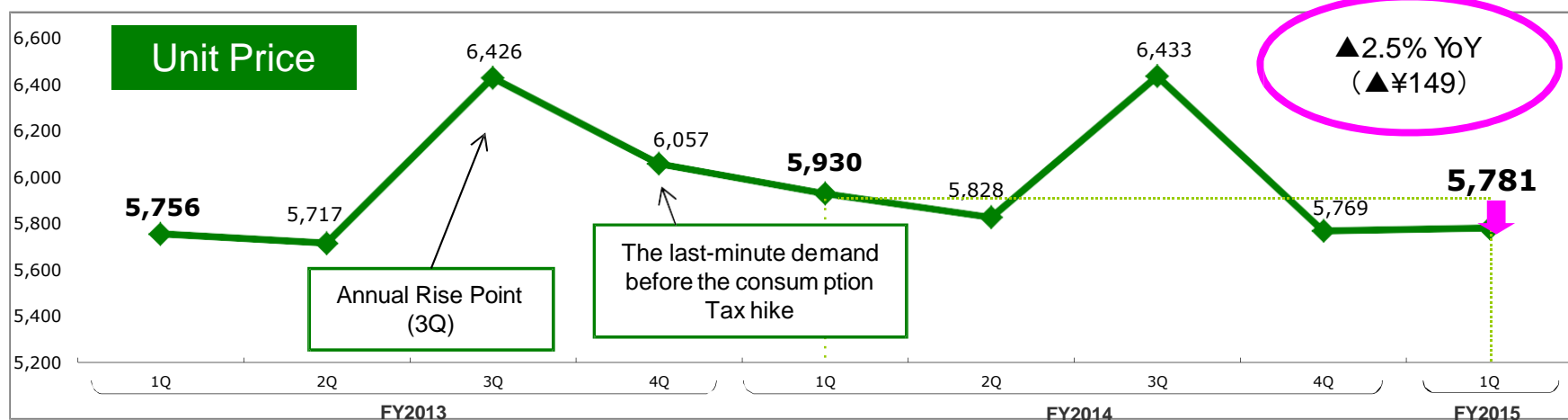
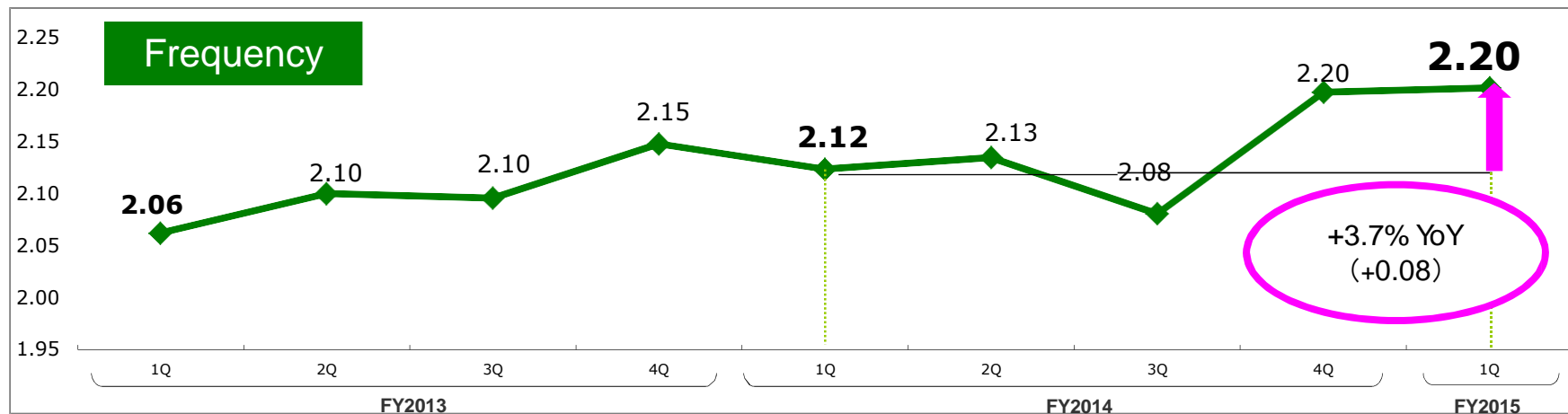
※ARPU: Average Revenue Per User

- An upward trend continued as services being upgraded



② ARPU Breakdown

- Purchase Frequency jumped up in 1Q as services being upgraded
- Unit Price slightly dropped due to increasing smart device user's ratio



1. FY2015 1Q Result

2. Present Situation

□ Our Focuses

□ Progress

Upscaling
Infrastructure

① Investing to Support Fast-growing Services

(a) Opened a new processing plant “Oisix Dining Center”

Upgrading
Current
Businesses

② Growing Core EC Business

(a) Growing KitOisix course
(b) More mobile-friendly UI/UX

③ Contribution of non-EC businesses to revenues

(a) Establishment of a local subsidiary in HongKong
(b) Expansion of “Shop-in-Shop”
(c) Increasing clients of Oisix Fulfillment Marketing Support

Future
Growth

④ R&D in Food/healthcare Domain

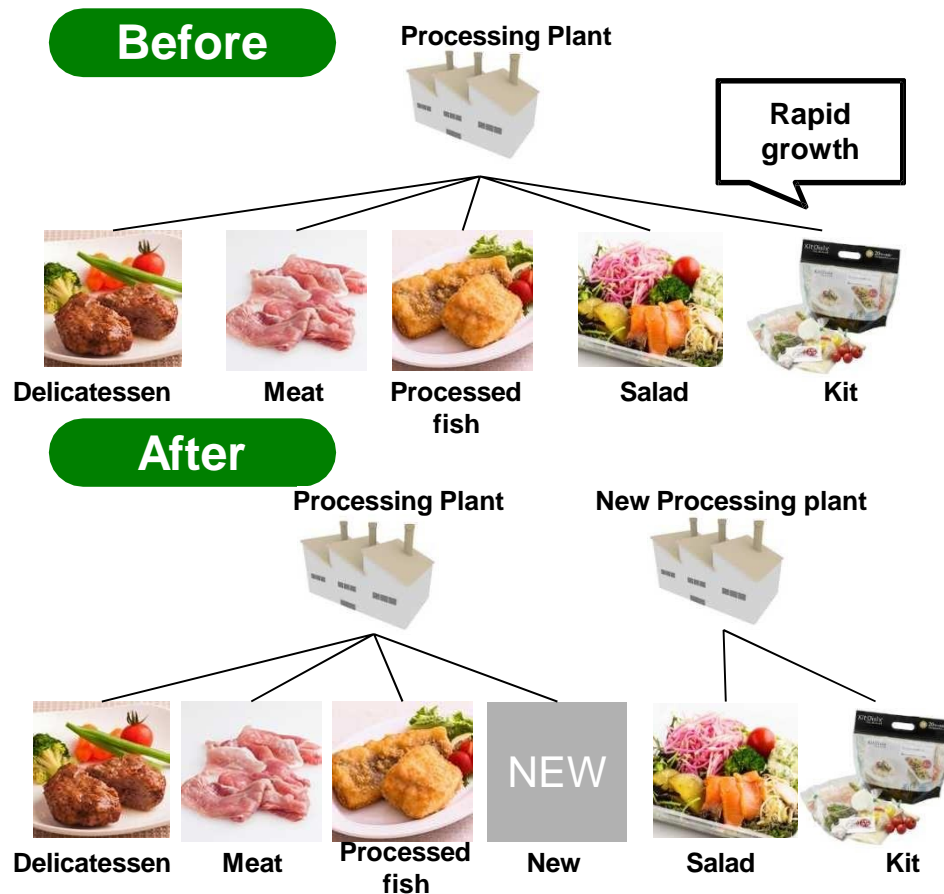
(a) Launch of Highly Nutritious Vegetable Brand, “Kiku-vege”

① Investing to support fast-growing services

a) New Processing Plant “Oisix Dining Center”

- Keeping up with the fast-growing KitOisix subscriber base, a new processing plant was opened in June 2015

□ How it Works



□ Expected Impact

Capacity Enhancement

- Capacity to ship nearly **4** times the current level

Cost Reduction

- A production line designed exclusively for the production of KitOisix products to **lower the KitOisix production cost**

More Efficient Product Development

- Freezing technologies and low-speed press systems have opened the way for yet **a higher speed in the development** of new product.

a) Growing KitOisix course

- Subscriber based jumped up to 20,000+
- Enthusiastically supported by consumers looking for time-saving yet premium products
- With a change in Japanese social structure in sight, KitOisix has vast opportunities ahead

□ About KitOisix



- Oisix safety standard
- Just 20 minutes
- Seasonal vegetables

Like Blue Apron service



□ Main activities in 1Q FY2015



Make Ahead Kit

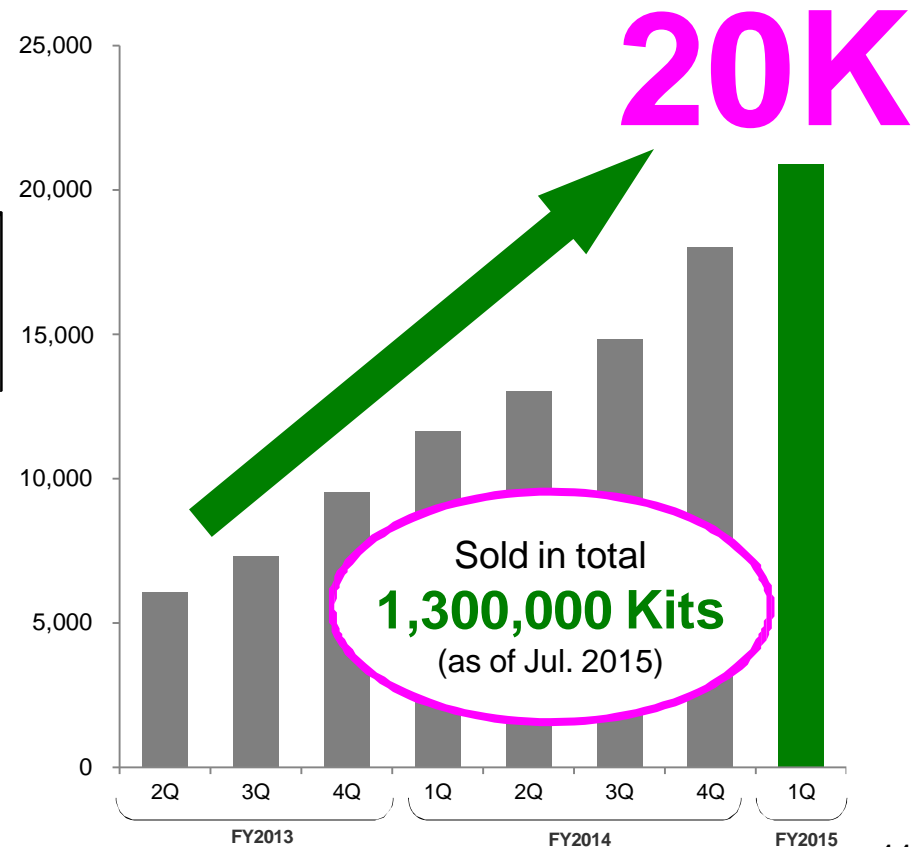


Salad Kit



KitOisix for Mother's Day

□ The number of KitOisix subscribers



b) More mobile-friendly UI/UX

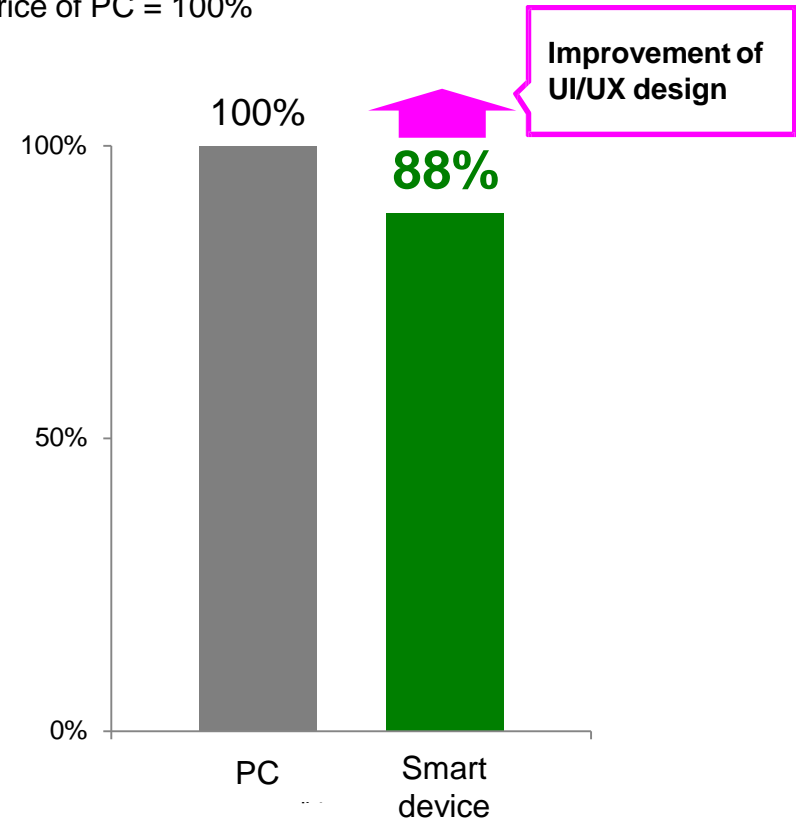
- More Subscribers sign up through smart device
- Improvement of unit price of smart device user

☐ Images



☐ Comparison of unit price

Unit price of PC = 100%



③ Contribution of non-EC businesses to revenues

Images

Overview

(a)
Overseas
(Oisix
HongKong)



(b)
Store
business



(c)
Fulfillment
outsourcing
service



□ Establishment of a local subsidiary in HongKong

- More extensive product lineup by import agent
- More localized promotion
- Stabler logistics operations

□ Expansion of “Shop-in-Shop”

- 16 shops in major premium grocery stores (Tokyu Stores, Queens Isetan)
- Sales increased by 72%

□ Increasing clients of Oisix Fulfillment Marketing Support

- Serving 6 clients (as of Jul. 2015)
- One-stop service from marketing consultation, implementation to fulfillment

④ R&D in Food/healthcare Domain

a) Launch of Highly Nutritious Vegetable Brand

Launched “Kiku-vege” brand, a collection of highly nutritious vegetables

•“Kiku” means “effective” especially in treatment

□ Images



□ Products



Beauty Tomatoes



Sprouts rich in vitamin B12

□ Background

- The food functionality labeling system law change 2015 spring



“Salad Oisix for Office” with “Kiku-vege”