



# FY2015 3Q Result Report

(April 1, 2015 – December 31, 2015)

February 9 2016

Oisix Inc.

## Results

- 【15 consecutive years the best sales of 3Q】
- Sales 15.117 billion yen **111.4% YoY**
- Operating profit 6.34 million yen **291.5% YoY**

## E-commerce (Oisix.com)

- **Number of subscribers: 107,000**  
(Up 14,000 YoY, and up 10,000 from the beginning of the FY)
- **A variety of measures implemented as planned**
  - Stable operation at the new processing plant (Oisix Dining Center)
  - Stable operation at the new logistics center (No. 2 Oisix Station)
  - Increased number of KitOisix subscribers and the creation of a new service with Tamahiyo, etc.

## Others (not Oisix.com)

- **Organized the Tokyo Harvest**  
Held the largest harvest festival in Tokyo for the third time.

1. Result in the 3Q of FY2015
2. Progress on the action plan of FY2015 and action plan in the 3Q of FY2015

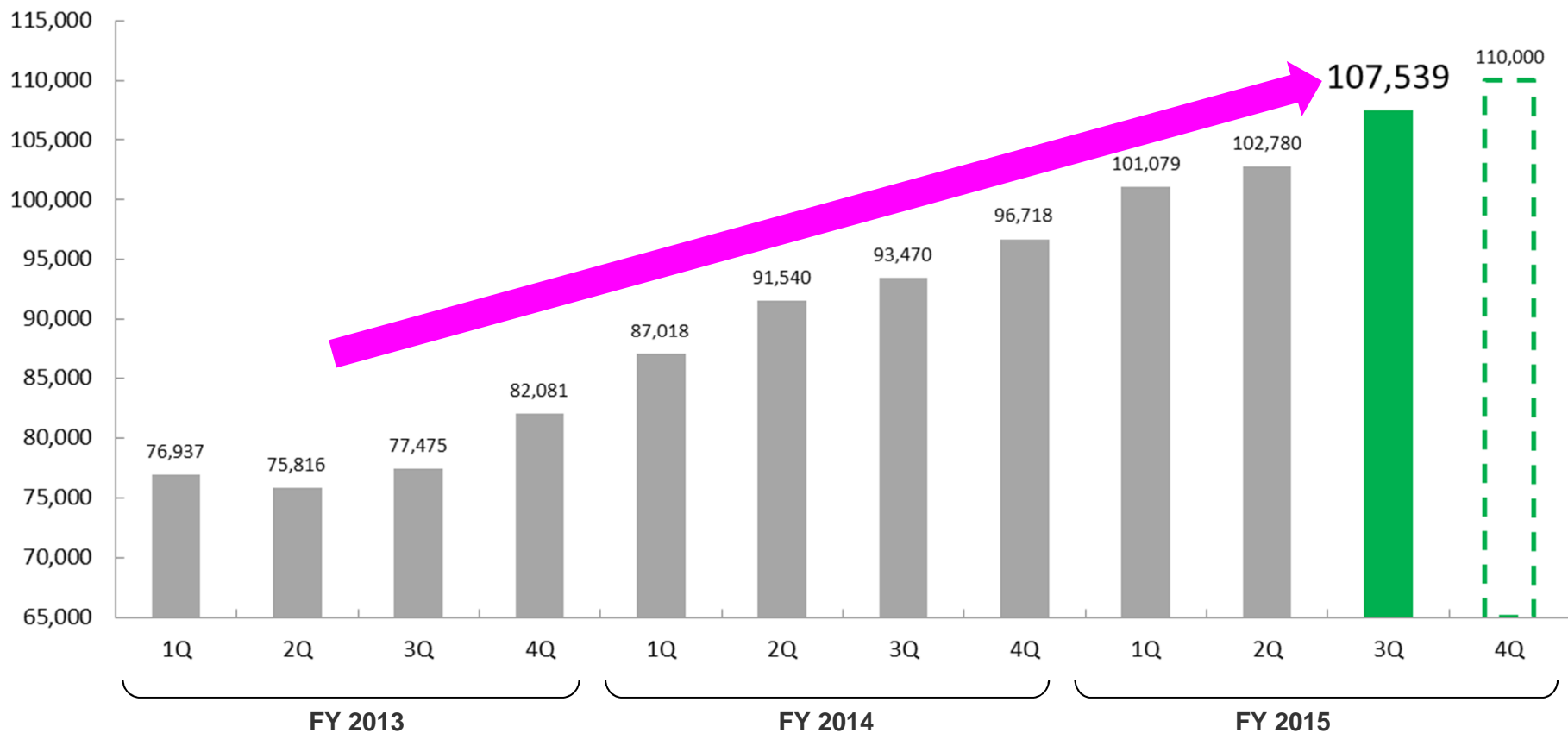
# Overview in the 3Q of FY2015

- **Growth of net sales by 11.4%, driven mainly by a rise in the number of regular members/Growth of an operating profit by 51.5%**
- **Growth of the mainstay EC business and improvement in the efficiency of promotions, as well as the contribution of non-EC businesses to revenue**

Unit:million Yen	FY 2014 3Q	FY 2015 3Q	YoY	Forecast Year	Progress Year
Salesa	13,576	15,117	111.4%	20,000	75.6%
Operating income	418	634	151.5%	750	84.6%
Ordinary income	434	657	151.2%	770	85.3%
Net income	267	427	160.0%	480	89.0%

## Subscriber Base

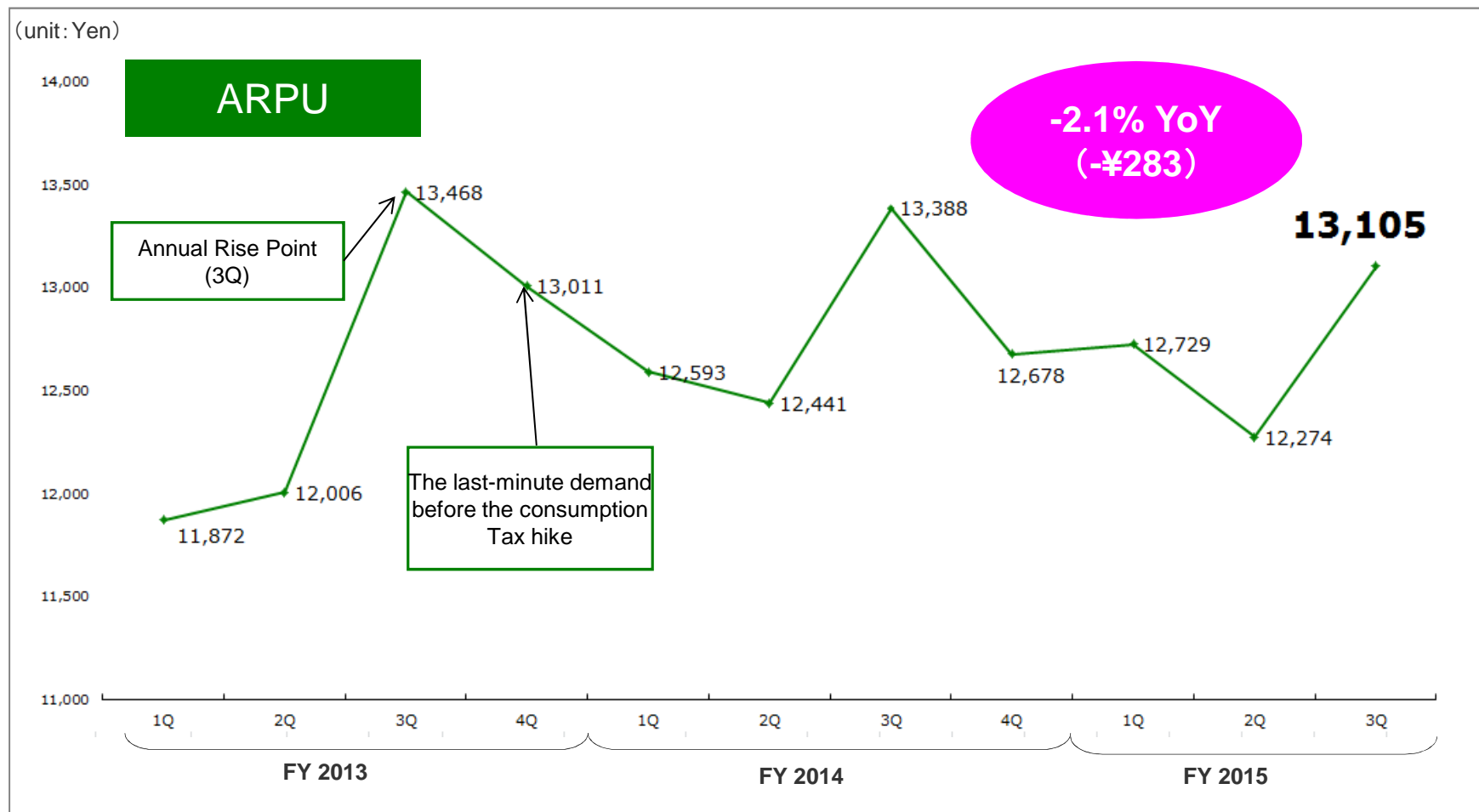
- The number of subscribers increased by approximately 10,000 from the beginning of FY, rising to 107,000.
- A rise in the number of KitOisix members contributed to the increase.



## ARPU

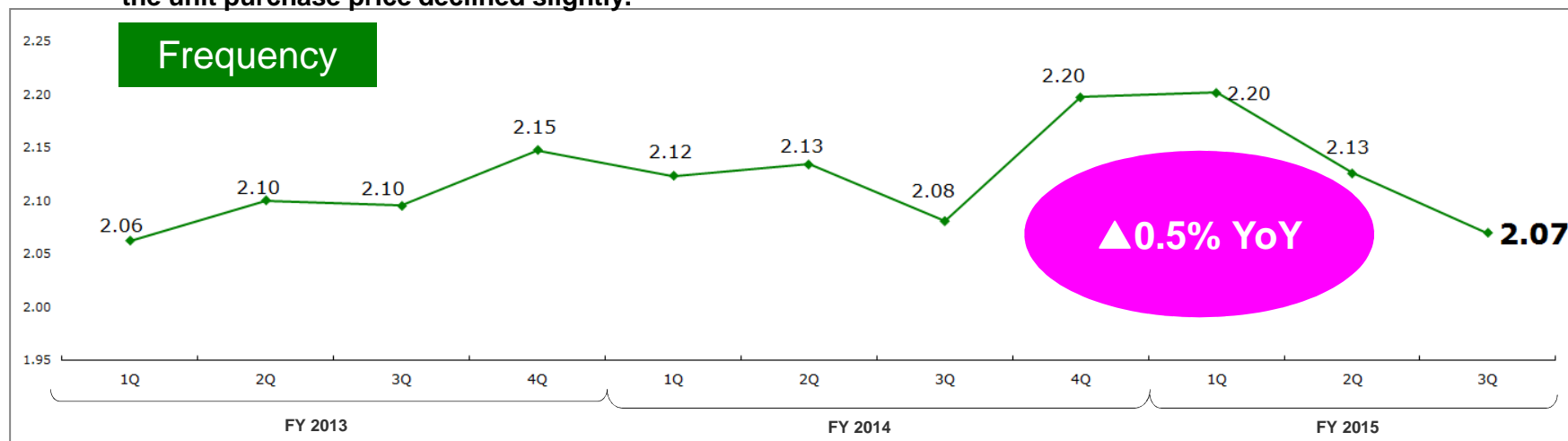
※ARPU: Frequency of Purchases by Subscribers/Month x Unit Purchase Price/Purchase

- Both purchase frequency and unit purchase prices declined slightly YoY

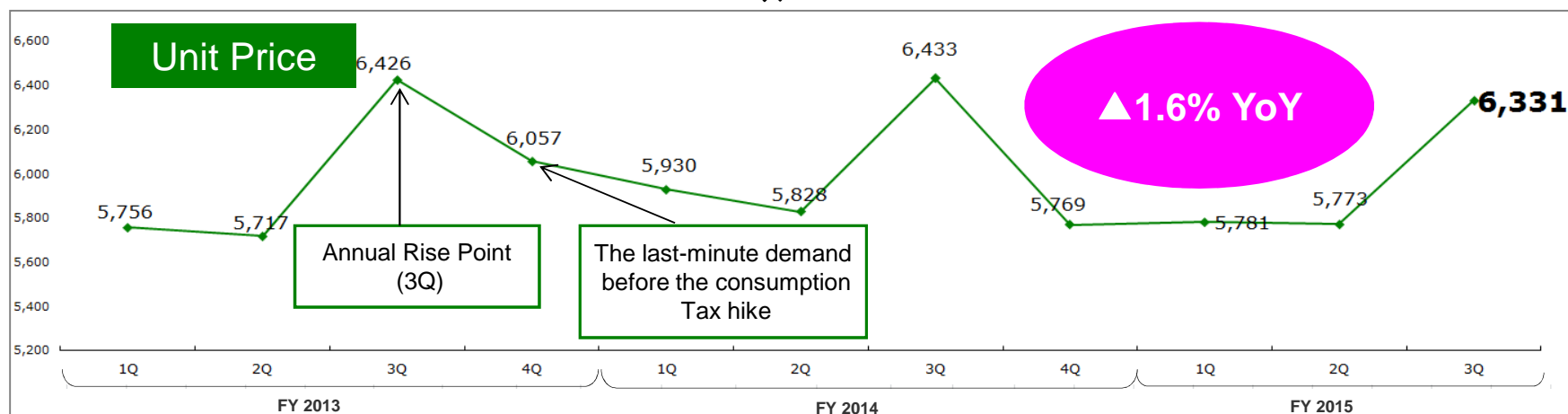


## ARPU Breakdown

- Purchase frequency declined slightly, reflecting the increased rate of people visiting their hometowns during the long holiday seasons as a result of a rise in the percentage of working mothers.
- The unit price of smart devices increased YoY. However, with the higher percentage of people using smart devices, the unit purchase price declined slightly.



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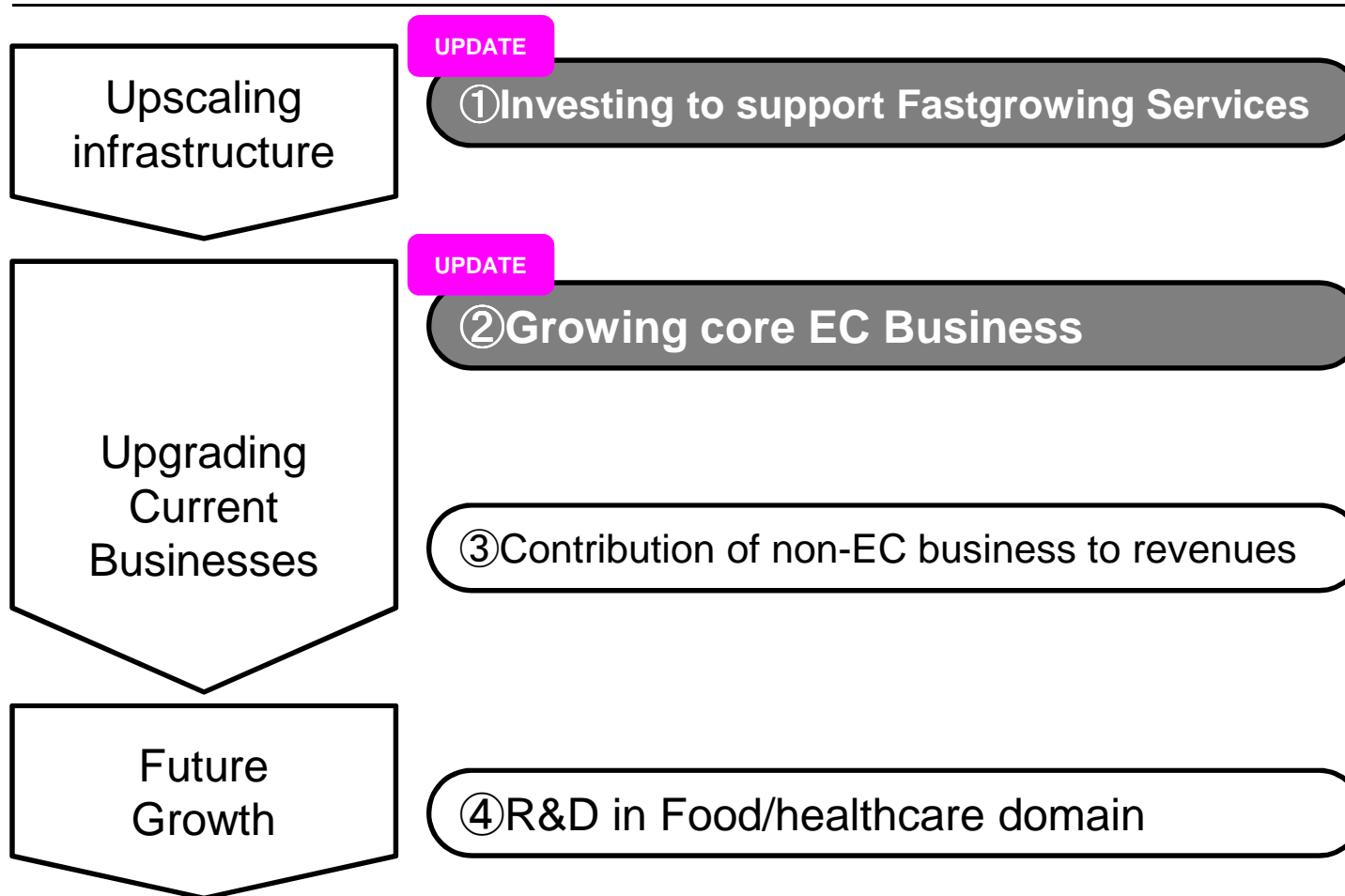


1. Result in the 3Q of FY2015
2. Progress on the action plan of FY2015 and action plan in the 3Q of FY2015



# Overview of Action Plan in FY2015

## □ Main activity



## ① Investing to support Fastgrowing Services

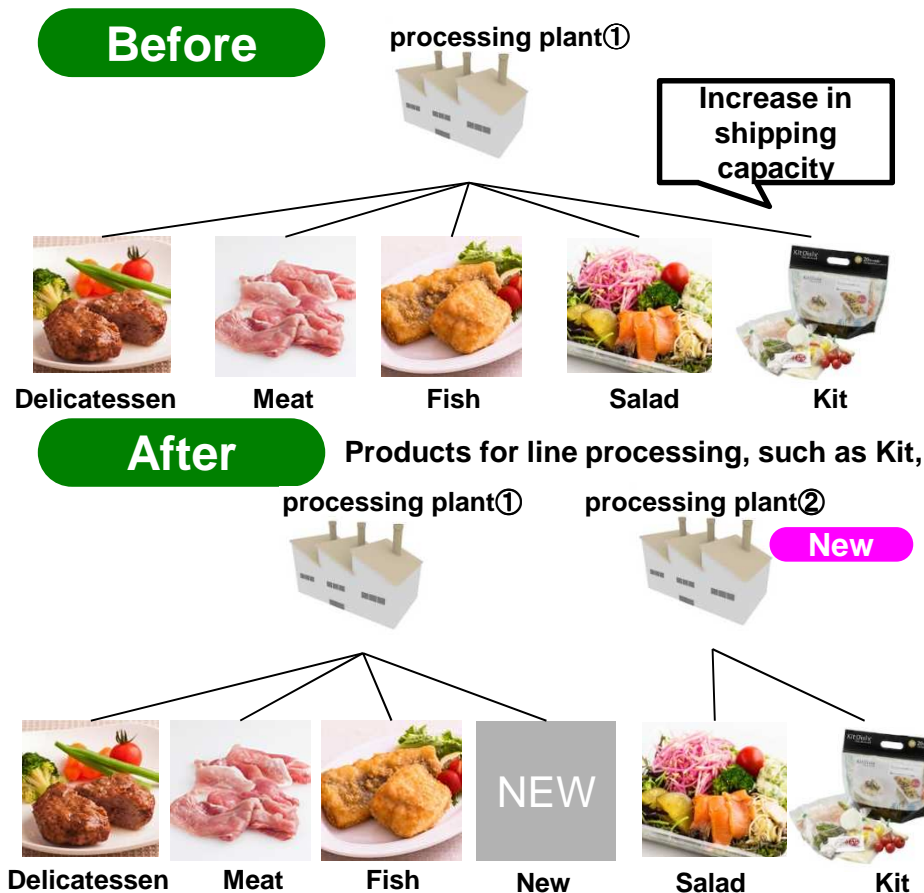
- (a) Stable operation at the new processing plant  
(Oisix Dining Center)
- (b) Stable operation at the new logistics center  
(No. 2 Oisix Station)

# ① Investing to support Fastgrowing Services

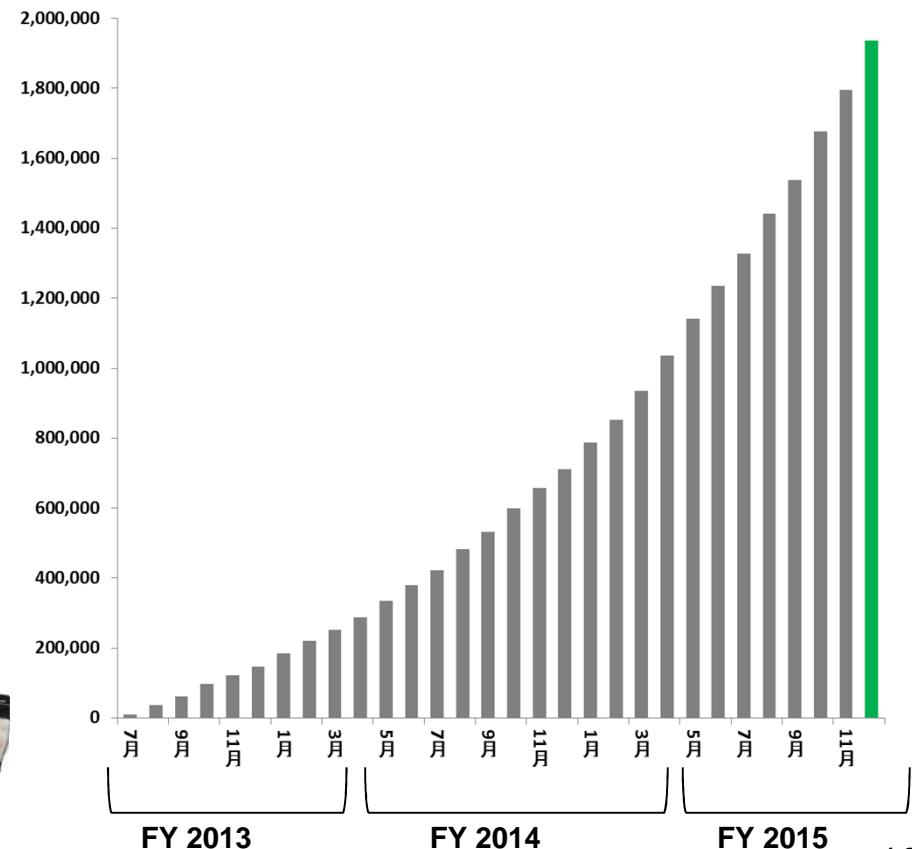
## (a) Stable operation at the new processing plant (Oisix Dining Center)

- KitOisix shipments increased, thanks to stable operation at the new processing plant.
- Shipments as of December 2015 had successfully increased by 165% compared to those of the previous year.

### □ Optimizing processed items



### □ Number of Kit Oisix(Accumulated total)



# ① Investing to support Fastgrowing Services

## (b) Stable operation at the new logistics center (No. 2 Oisix Station)

- The new logistics center commenced trial operation in September.
- increased by 25% compared to those of the three month ago

### □ No2 Oisix Station



Digital picking system

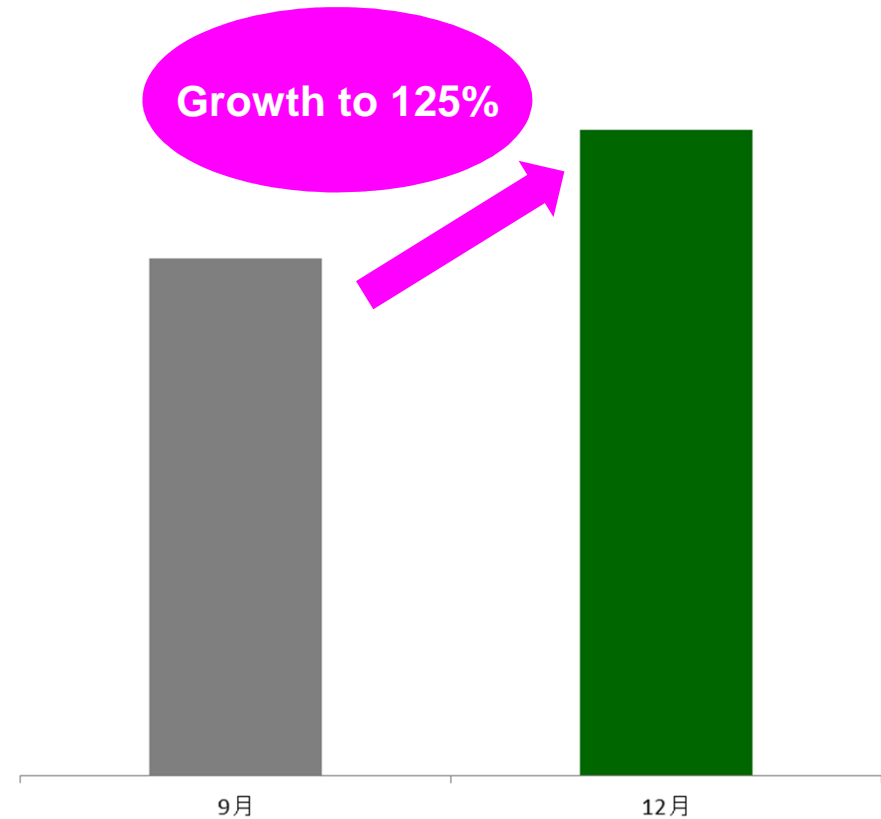


The Company's own shipping case



Pre-delivery processing machine

### □ Increase in shipments at the No. 2 Oisix Station



## ② Growing core EC Business

- (a) Increased number of KitOisix subscribers
- (b) Launched new service with [Tamahiyo]
- (c) Efficient the year-end shopping season

## ② Growing core EC Business

### (a) Increased number of KitOisix subscribers

- Pursued efforts such as the promotion of the Nabe (hot pot) and Frozen Food Kits and initiatives for the extension of product expiration dates.

#### □ About KitOisix



- Oisix safety standard
- Just 20 minutes
- Seasonal vegetables

#### □ Main activity of 3Q



Nabe Kit



Extending product expiration dates

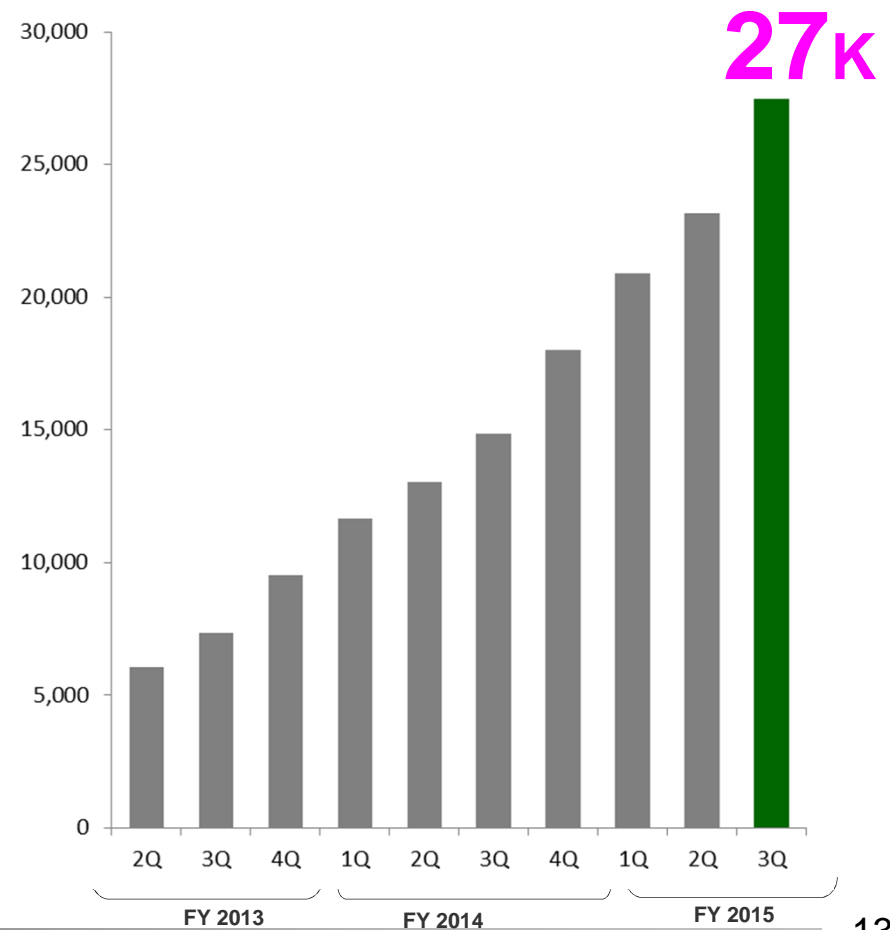


Frozen Kit



Promotion of the Halloween Kit.

#### □ The number of KitOisix subscribers



### (b) Launched new service with [Tamahiyo]

- Started regular delivery service of foods for pregnant or postnatal mothers on Feb 9.
- Proposing foods suitable for mothers and babies during pregnancy and the postnatal period.

#### □ Site image



#### □ About service

- ① Food plans administered by a seasoned obstetrician and gynecologist during pregnancy and the postnatal period
- ② Foods proposed by nutritionists with a focus on nourishment.
- ③ Easy access to reliable and necessary information for the purchase of foods during pregnancy or the postnatal period

#### □ Examples of the items

- Information related to the conditions of babies and mothers in different natal stages.
- Tips to eliminate worries during pregnancy and the postnatal period, as well as Q&A.
- Information on ingredients and foods for different body conditions that should be consumed by mothers.
- Information on how to give baby food, baby food recipe and foods based on the baby's age, etc.



## ② Growing core EC Business

### (c) Efficient the year-end shopping season

- Net sales declined but profits rose as a result of efforts focused on sales through efficient channels.
- Special foods for the New Year season made in collaboration with DEAN & DELUCA performed well and sold out in three weeks.

□ Successfully sold out.



□ Collaboration with DEAN & DELUCA





Other

(a) **Organized the Tokyo Harvest**

## (a) Organized the Tokyo Harvest

- Held the largest harvest festival in Tokyo for the third time.

