June 13, 2025

Company Hamee Corp.
Representative President and CEO Ikuhiro Mizushima
(Code: 3134, Standard Market of the Tokyo Stock Exchange)
For inquiries Corporate Planning Dept. Manager Toshiki kunii
(TEL +81-465-25-0260)

Notice Regarding Differences Between Full-Year Earnings Forecasts and Results

We announce a discrepancy arose between the consolidated earnings forecast for the fiscal year ending April 2025, which was publicly announced in the "Consolidated Financial Results FY04/24[Japanese GAAP]" on June 14, 2024, and the results released today. So, we announce the details below.

Notes

1. Differences Between Consolidated Earnings Forecasts and Results for the Fiscal Year Ending April 2025 (May 1, 2024 - April 30, 2025)

	Net sales	Operating income	Ordinary income	Net profit attributable to owners of parent	Earnings Per share
	Millions of yen	Millions of yen	Millions of yen	Millions of yen	Yen
Initial forecast(A)	19,745	2,084	2,051	1,362	83.69
Results(B)	22,895	2,354	2,352	1,278	80.15
Change(B-A)	3,150	270	301	(84)	
Growth ratio (%)	16.0%	13.0%	14.7%	(6.2%)	
[Reference] Consolidated results for the previous fiscal year(FY04/24)	17,612	1,917	2,018	1,121	70.45

(Reasons for the differences)

In the consolidated accounting year, despite profit attributable to owners of parent falling below the full-year earnings forecast due to recording an impairment loss on shares of an unconsolidated associate as an extraordinary loss in the third quarter, net sales performed strongly, mainly in the Commerce segment. This also led to operating profit and ordinary profit reaching record highs, resulting in net sales, operating profit, and ordinary profit exceeding the full-year earnings forecast. The status of each segment is as follows.

(1) Commerce segment

Sales and segment profit significantly exceeded the initial forecasts. The primary factors for this were the aggressive development of new products across our businesses, effective marketing and promotional strategies (such as IP collaborations, sales events, and optimization of advertising channels), and the strategic expansion of sales channels both domestically and internationally. These initiatives were more successful than anticipated, significantly exceeding our plans for both sales and segment profit. Specifically, sales of peripheral accessories in the Mobile Life Business performed better than planned. Additionally, the Gaming Accessories Business achieved a significant increase in revenue by effectively capturing replacement demand driven by the release of major game titles. Furthermore, the Cosmetics brand "ByUR" saw greater-than-expected results through increased brand recognition from various award wins and aggressive promotions, as well as channel expansion via pop-up stores and other initiatives. Furthermore, the Global Business also saw significant growth, particularly in wholesales within the U.S. market, contributing beyond our initial plans.

This significant boost in overall segment sales and profit is a result of the multifaceted success of our product strategies, which leveraged each brand's unique characteristics, strengthened sales channels in both EC and physical stores, and implemented promotions that accurately captured current trends.

(2) Platform segment

Segment profit exceeded the plan. Sales fell slightly short of the plan due to a delay in the launch of new businesses. The main factors were a real ARPU improvement in the Next Engine Business (excluding special factors from the previous fiscal year), and enhanced profit ratio because of thorough profitability management and cost reviews across the Next Engine, Consulting, and Localco Business.

The strengthened profitability of each of these businesses, combined with the stable earning power of the Platform Segment based on its robust customer base, led to results that exceeded the profit plan.

End