



FY2025.8 Second Quarter Financial Results

coconala Inc. (TSE Growth Market: 4176)

April 14, 2025

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Company-Wide
Summary

Sales of 2,341 million yen, gross profit of 1,513 million yen, and EBITDA (non-GAAP) ^{*1} of 185 million yen

- The growth of each business coupled with coconala Tech (formerly an consulting) joining the Group resulted in sales growing substantially by 69.7% YoY
- Sales and various profit indicators are progressing steadily against the full-year forecast

Marketplace^{*2}

Sales of 1,354 million yen, gross profit of 1,296 million yen, and segment profit of 370 million yen^{*3}

- Marketplace business sales (excluding legal consultations) continued to grow, increasing 11.7% year-on-year

Agent

Sales of 986 million yen, gross profit of 201 million yen, and improvement in segment profitability

- coconala Tech shifted toward lean management through disciplined cost control with a focus on financial prudence
- The number of clients and active workers both progressed steadily

Topic

Refining products to maximize the value and matching opportunities we provide to users

- The total number of subscription plan service listings exceeded 20,000 in the two months following its December release
- Updated the functions of coconala Skill Market and coconala Job Requests using generative AI
- coconala Scout scheduled to launch in April 2025

^{*1}: EBITDA (non-GAAP) = operating profit + depreciation + goodwill amortization + share-based payments + expenses of Crest Skill Partners (formerly coconala Skill Partners), a former subsidiary. Referred to as EBITDA hereinafter.

^{*2}: From FY2025, the Media segment, which had been disclosed until FY2024, will be integrated into the Marketplace segment

^{*3}: Segment profit is calculated as segment revenue minus cost of sales and selling, general, and administrative expenses (excluding corporate expenses), plus depreciation and goodwill amortization

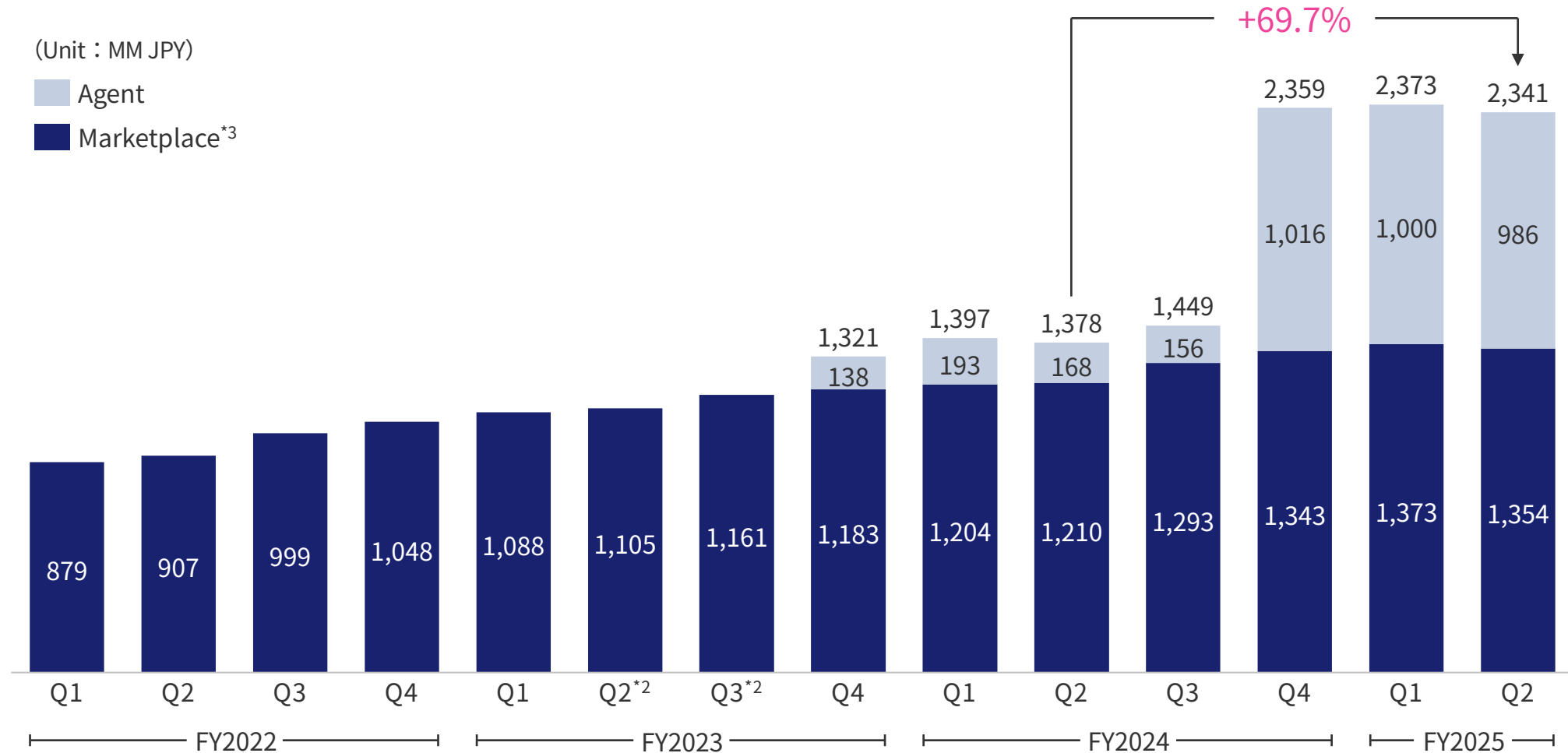
1. Earning Report

(Unit: MM JPY)	Second Quarter		
	FY2024 Q2 (Dec. - Feb.)	FY2025 Q2 (Dec. - Feb.)	YoY
Sales ^{*1}	1,379	2,341	+69.7%
Marketplace ^{*2}	1,210	1,354	+11.7%
Agent	168	986	+485.8%
Gross profit	1,184	1,497	+26.4%
Marketplace	1,159	1,296	+11.5%
Agent	24	201	+753.0%
EBITDA	146	185	+26.1%
Operating profit	88	89	+1.4%
Ordinary profit	55	91	+64.0%
Profit attributable to owners of parent	55	54	-0.5%

*1: Consolidated figures include Crest Skill Partners (formerly coconala Skill Partners), which was previously a subsidiary, and therefore do not match the total of Marketplace and Agent segments

*2: Effective from the fiscal year ending August 2025, the Media Segment has been integrated into the Marketplace Segment. For the fiscal year ending August 2024, the combined performance figures of both segments will be presented

Due to the impact of the number of days in a leap year and the negative effect of the year-end and new year holidays as a result of increased business use compared to before, revenue*¹ increased by 69.7% YoY to 2,341 million yen, representing significant growth

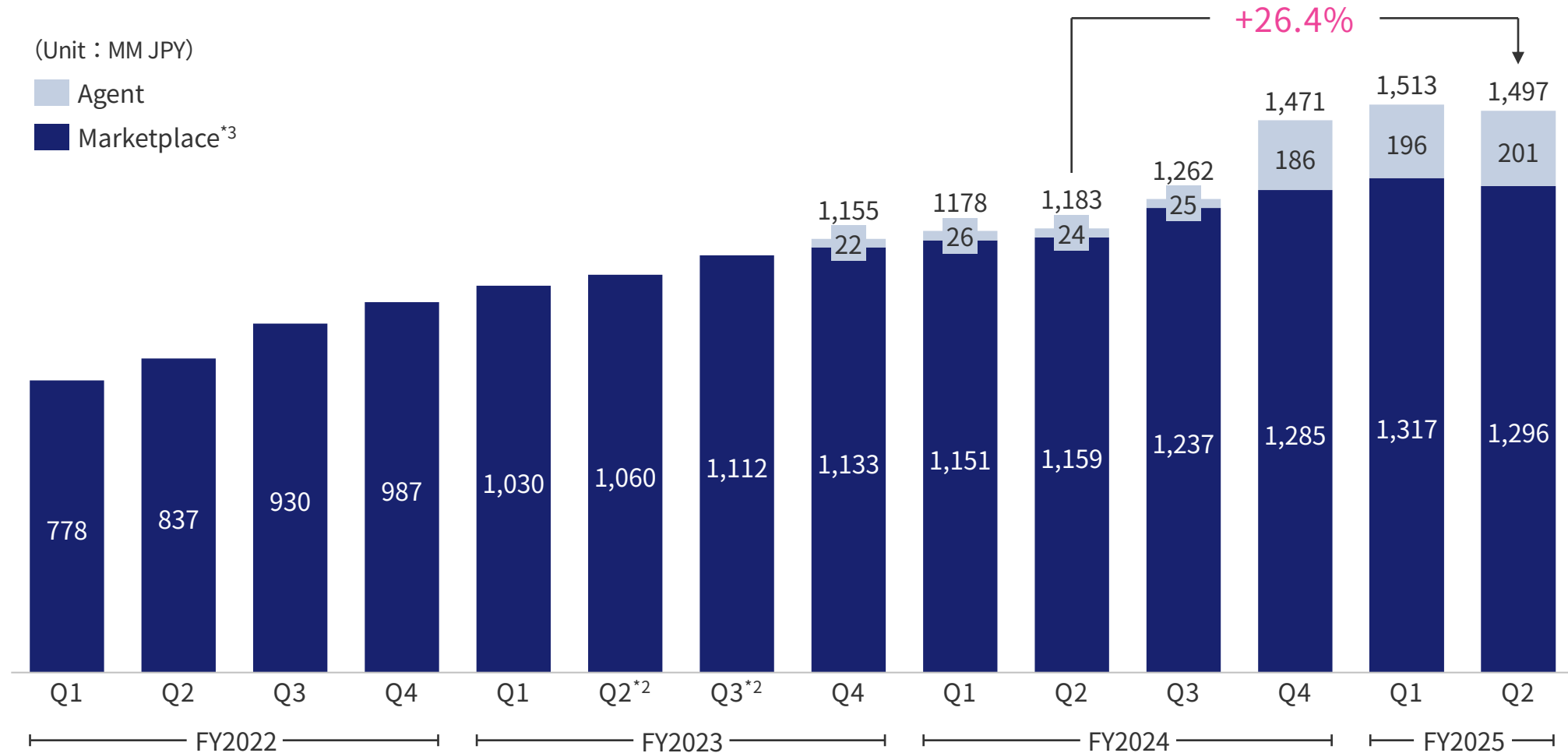


*1: The figures up to FY2023 Q3 show operating revenue

*2: For FY2023 Q2 and Q3, Agent sales are included in Marketplace

*3: Starting from the fiscal year ending August 2025, the Media Segment has been integrated into the Marketplace Segment. For fiscal year August 2024 and earlier, combined performance of both segments is shown

Gross profit^{*1} increased steadily by 26.4% to 2,341 million yen

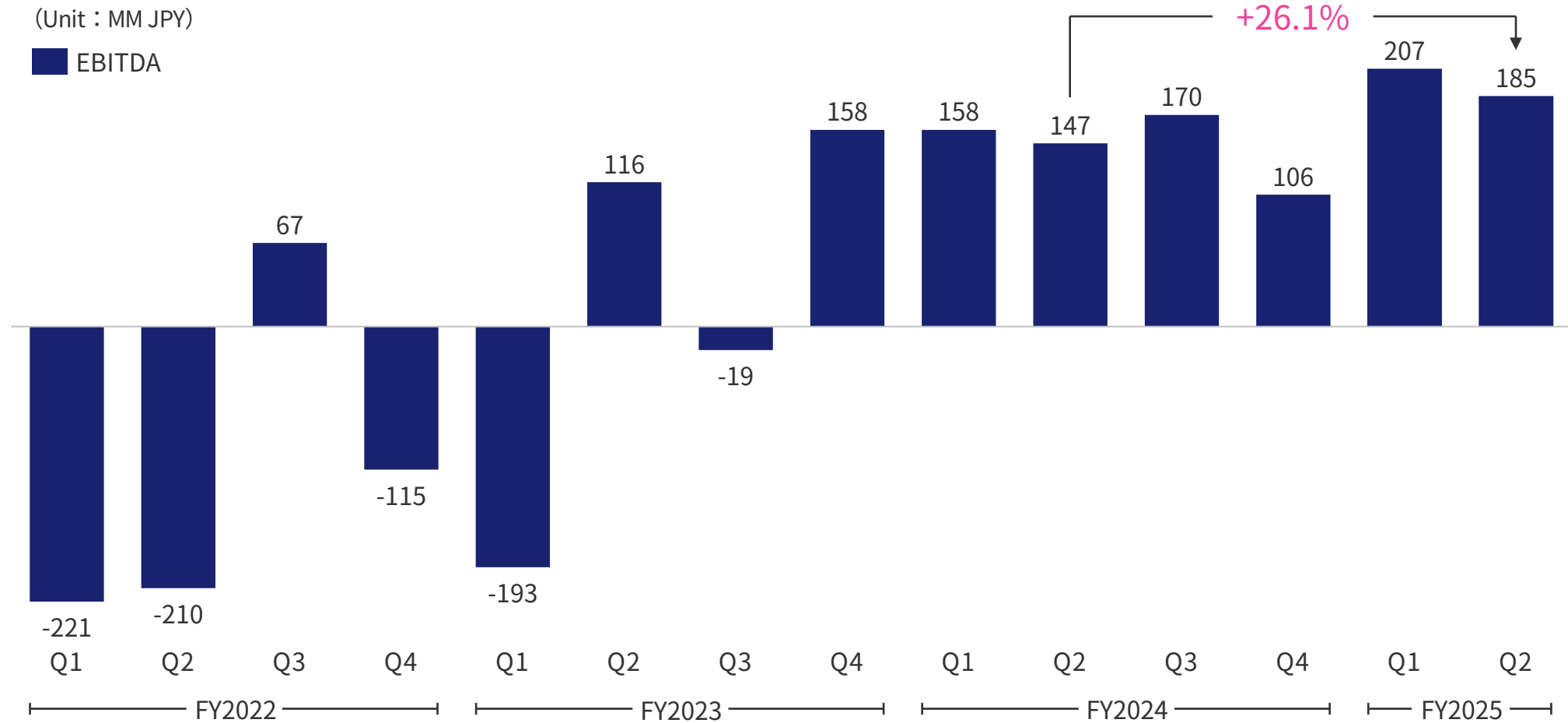


*1: Gross profit up to FY2023 Q3 shows cost of sales applied retroactively, and the figures therefore differ from the disclosure figures in the financial statements.

*2: For FY2023 Q2 and Q3, Agent gross profit are included in Marketplace

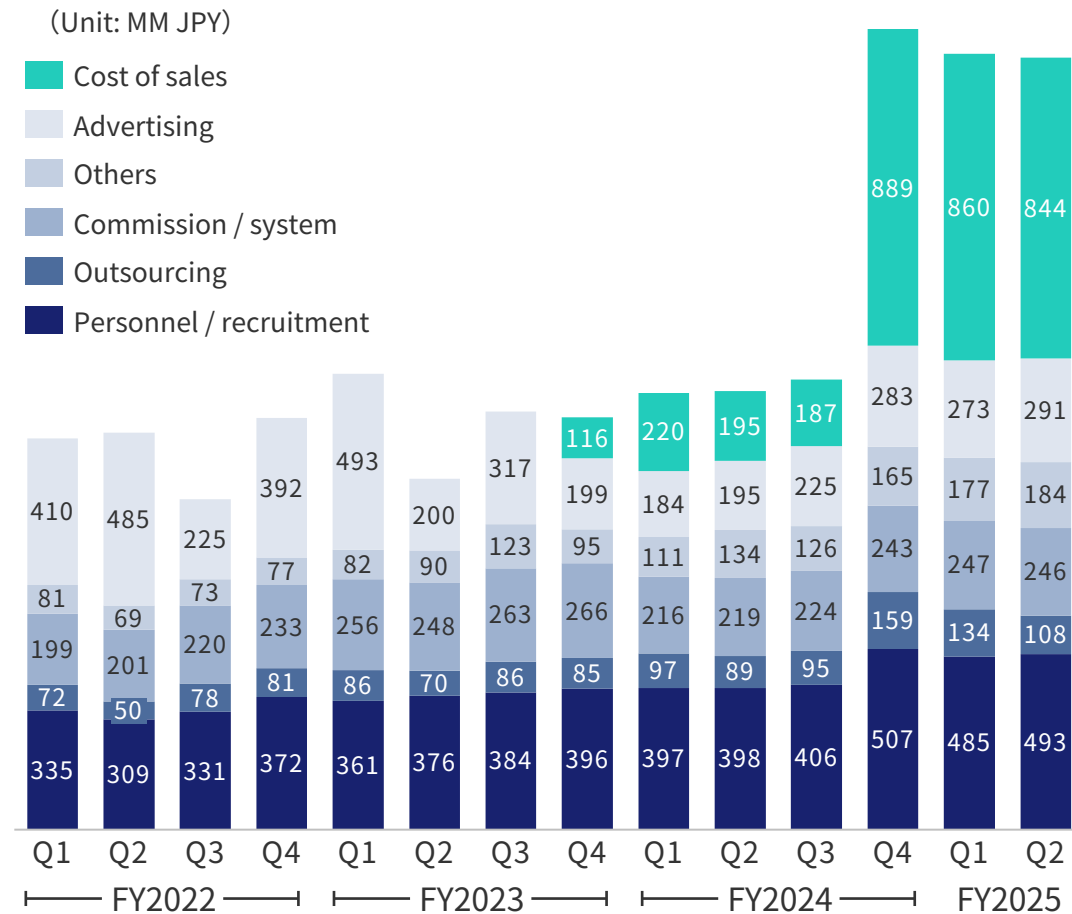
*3: Starting from the fiscal year ending August 2025, the Media Segment has been integrated into the Marketplace Segment. For fiscal year August 2024 and earlier, combined performance of both segments is shown

EBITDA increased steadily by 26.1% to 185 million yen

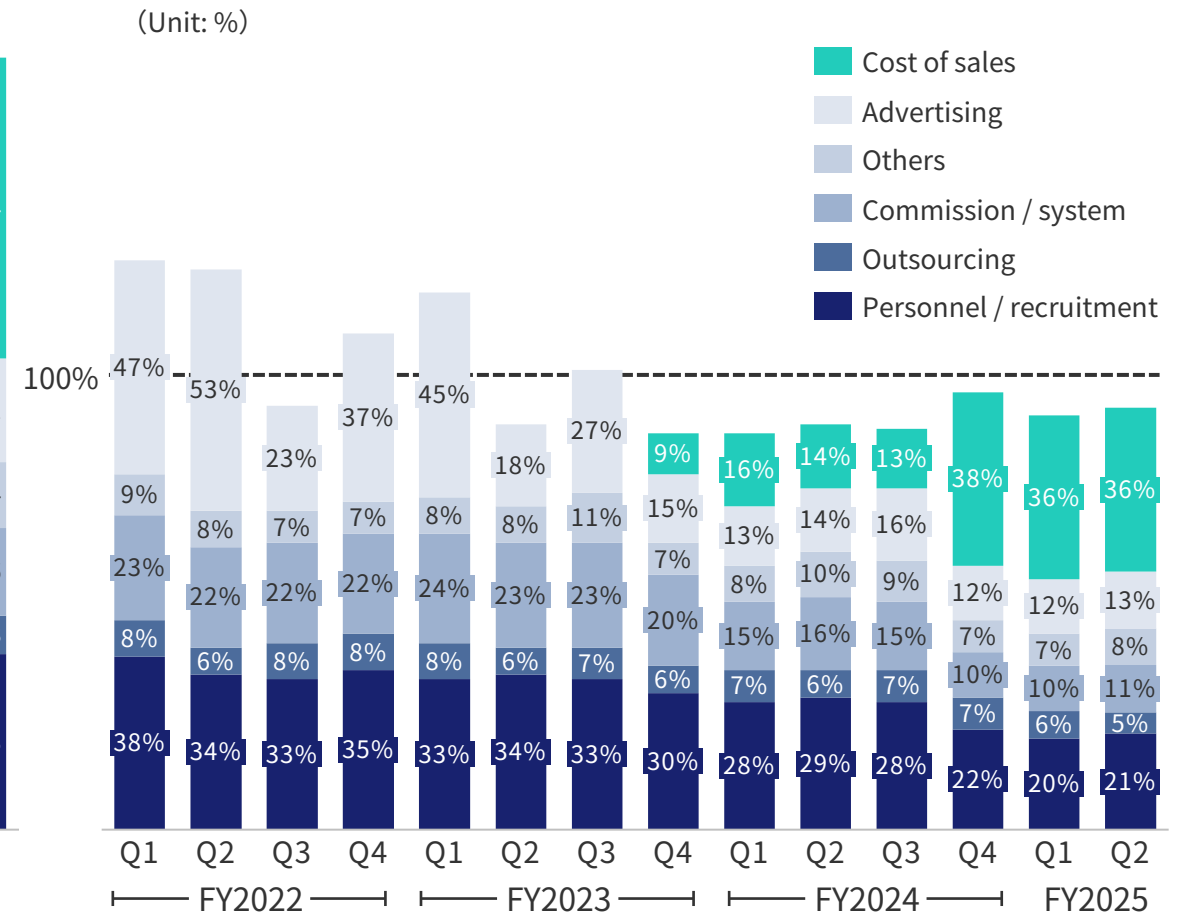


Aiming for sustainable growth through a balanced approach to strategic business investment and appropriate cost control

Cost of sales + Operating expenses^{*1}

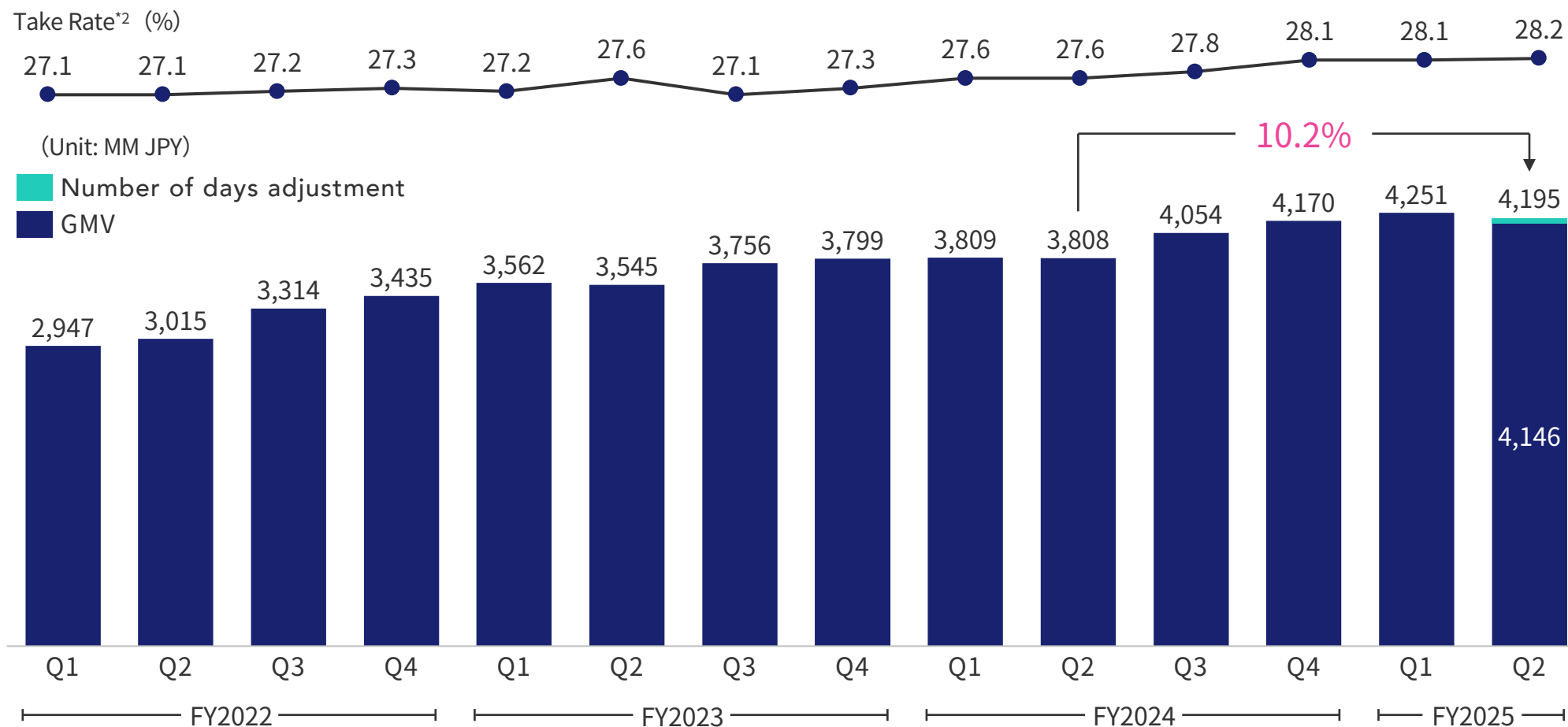


Relative to Sales



^{*1}: Excludes share-based payment expenses, expenses of Crest Skill Partners (formerly coconala Skill Partners), depreciation, and goodwill amortization.

Due to the impact of the number of days in a leap year and the negative impact of the year-end and new year holidays as a result of increased business use compared to before, GMV*¹ increased by 8.9% year-on-year. When the number of days in a leap year is factored in, the real growth rate was 10.2%, maintaining the year-on-year growth rate at more than 10%



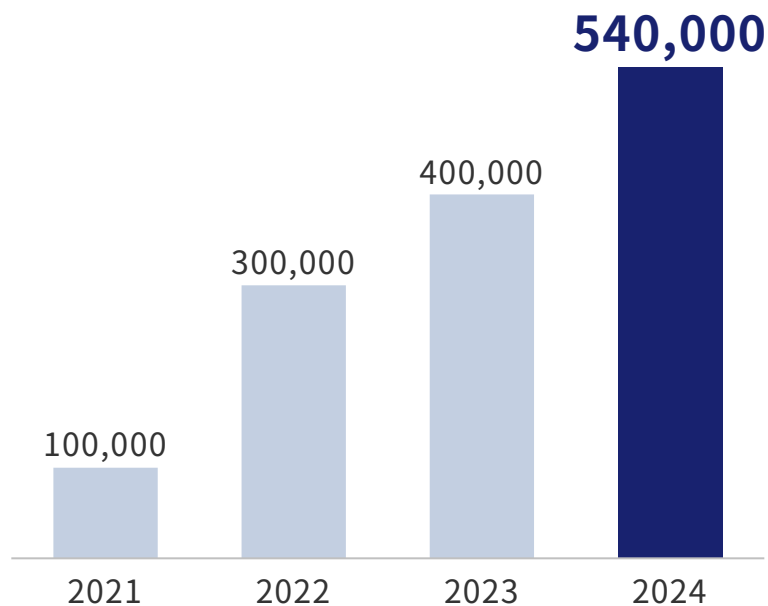
*1: Including coconala Blog

*2: Take rate = operating revenue ÷ GMV

Since the launch of coconala Business (now part of coconala Skill Market) in 2021, business use has accelerated, with registered users surpassing 500,000. Usage is increasing among corporations in labor-strapped sectors such as retail and distribution, as well as sales and recruitment agencies. Amid a growing labor shortage, coconala is expected to continue delivering value and driving further transaction growth

Changes in Number of Corporate Users

(Unit : People)



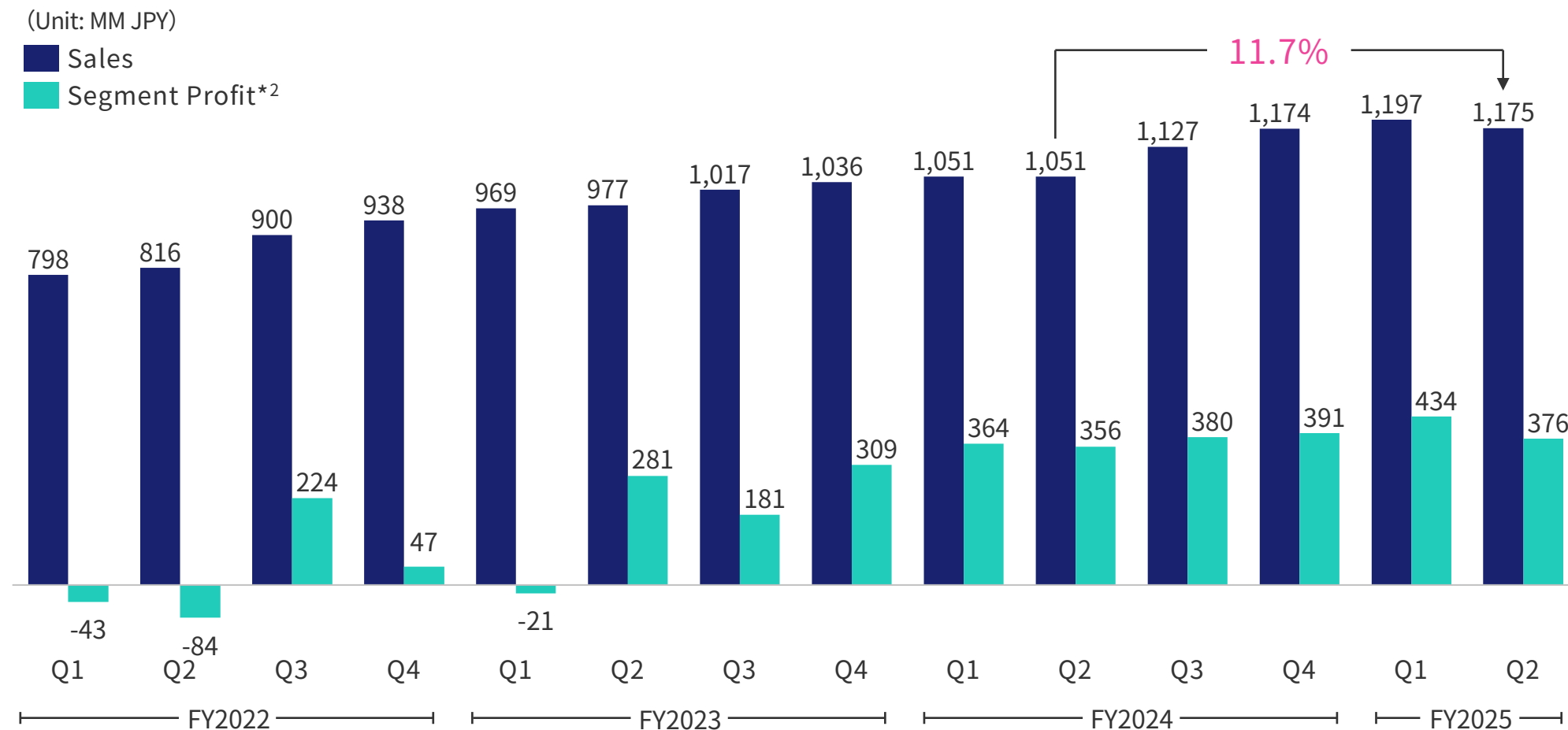
Ranking of Number of Corporate Users by Industry

- 1 **Retail and distribution**
- 2 **Construction, architecture, and civil engineering**
- 3 **Medical, welfare, and healthcare**
- 4 **IT, communications, and Internet**
- 5 **Web production**

Ranking by Usage Increase Rate (Number of Transactions)

- 1 **How to use ChatGPT / prompt generation**
- 2 **Sales agencies**
- 3 **Recruitment/labor agencies**
- 4 **Conversion and disc storage of video data**
- 5 **System development**

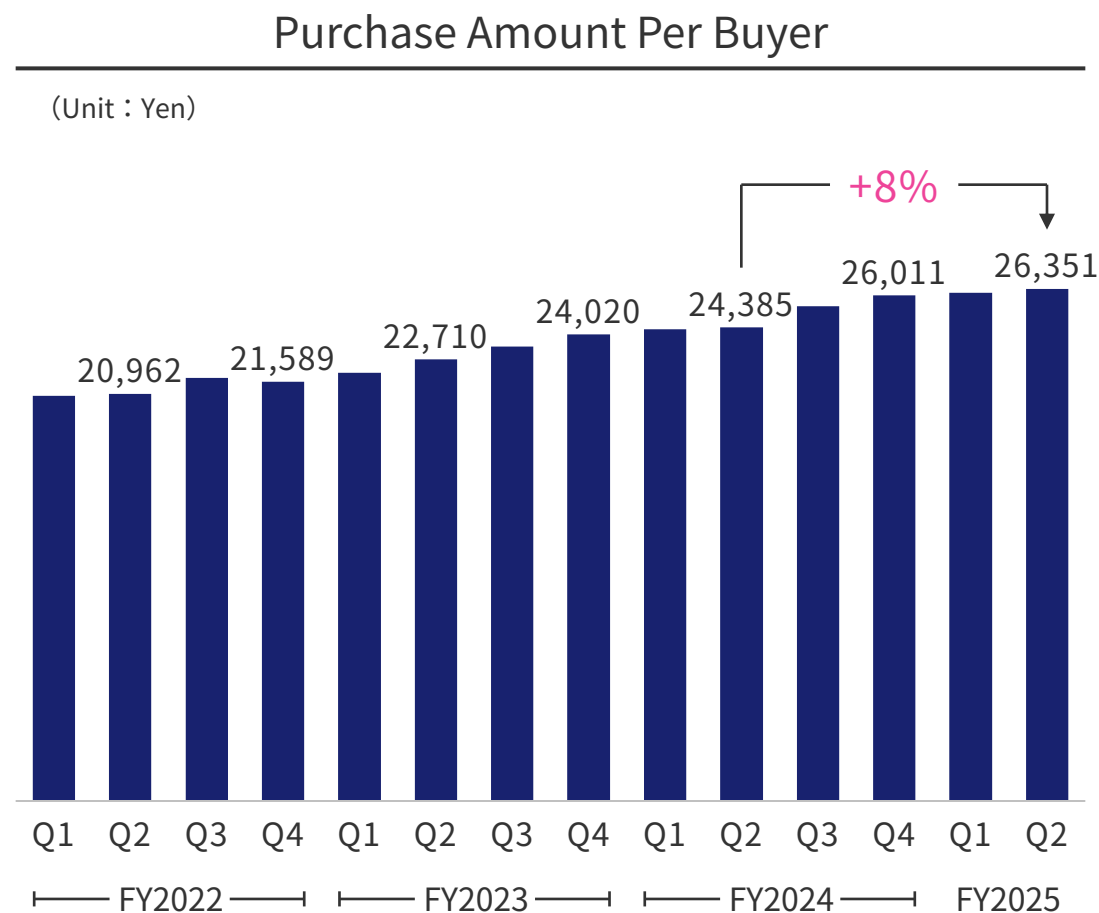
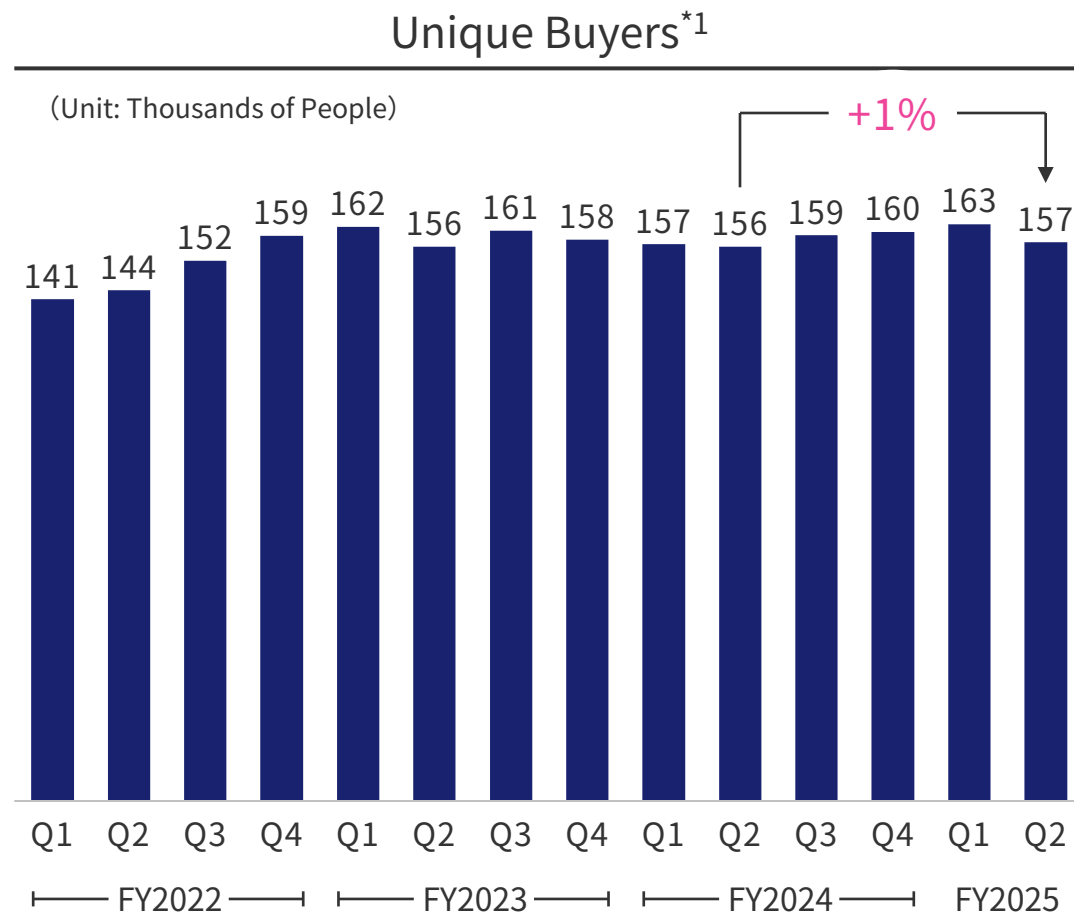
Revenue*1 grew 11.7% YoY. While expenses recorded as corporate expenses were revised and expenses allocated to each business increased, the segment profit margin remained high at 32%



*1: Figures for revenue represent operating revenue for periods up to Q3 of the fiscal year ending August 2023

*2: Segment profit is calculated as segment revenue minus cost of sales and selling, general, and administrative expenses (excluding corporate expenses), plus depreciation and goodwill amortization

The number of unique buyers increased by 1% YoY. The average purchase amount per buyer also grew by 8% compared to the previous year, showing steady growth

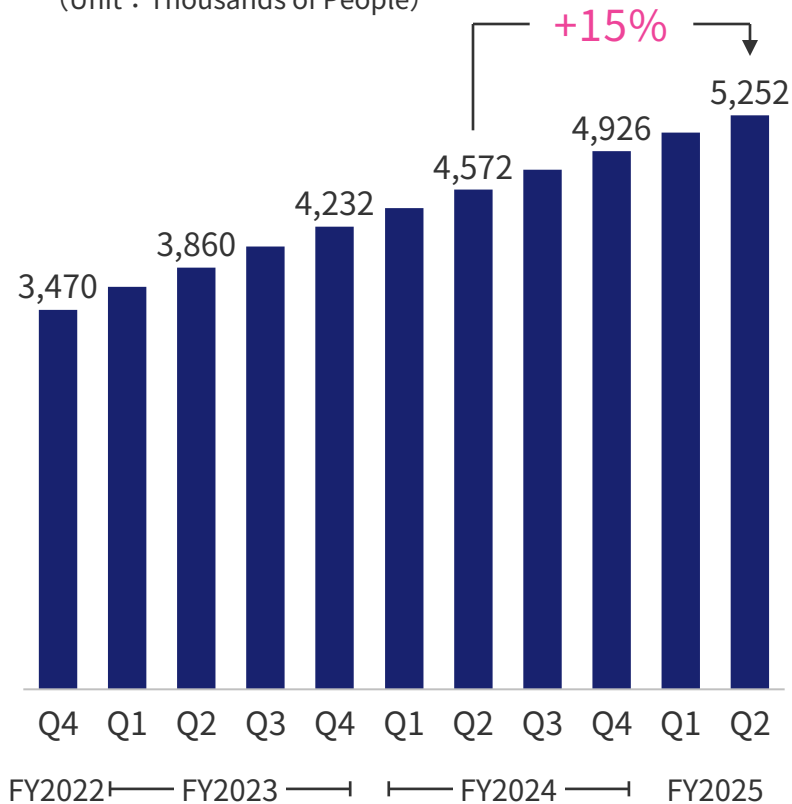


*1: In the first quarter of 2024, temporary large transactions by some sellers led to discrepancies in the data. Therefore, these impacts have been excluded

The number of registered Users has surpassed 5 million, and the number of skill registrants has also exceeded 1 million. It is now a platform with one of the largest talent databases in Japan

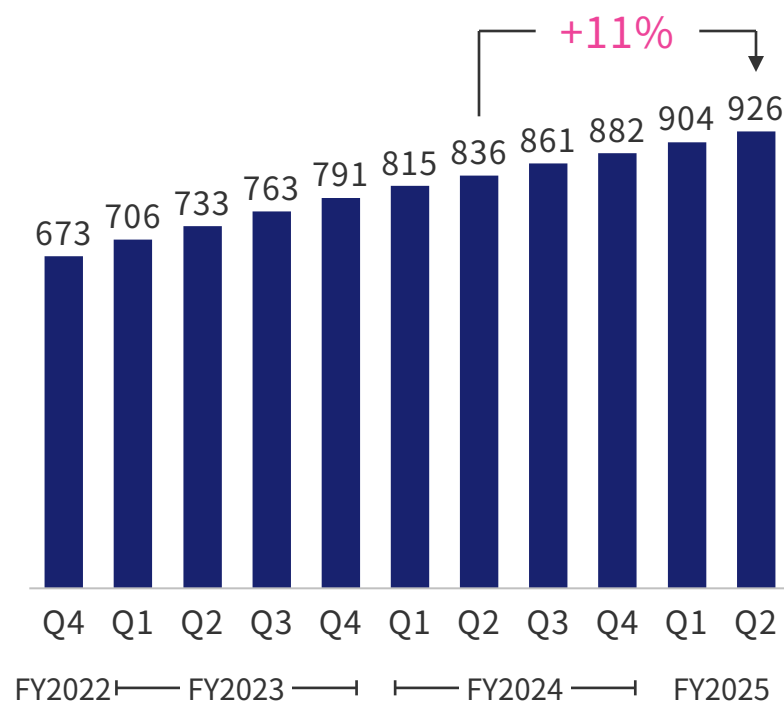
Registered Users

(Unit : Thousands of People)



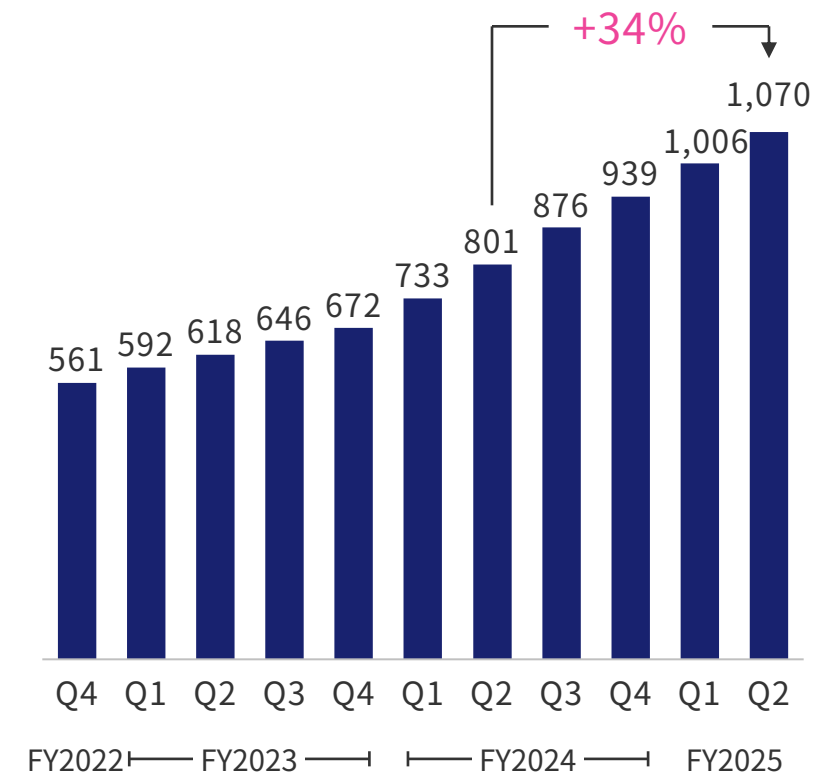
Number of Service Listings^{*1}

(Unit : Thousands)



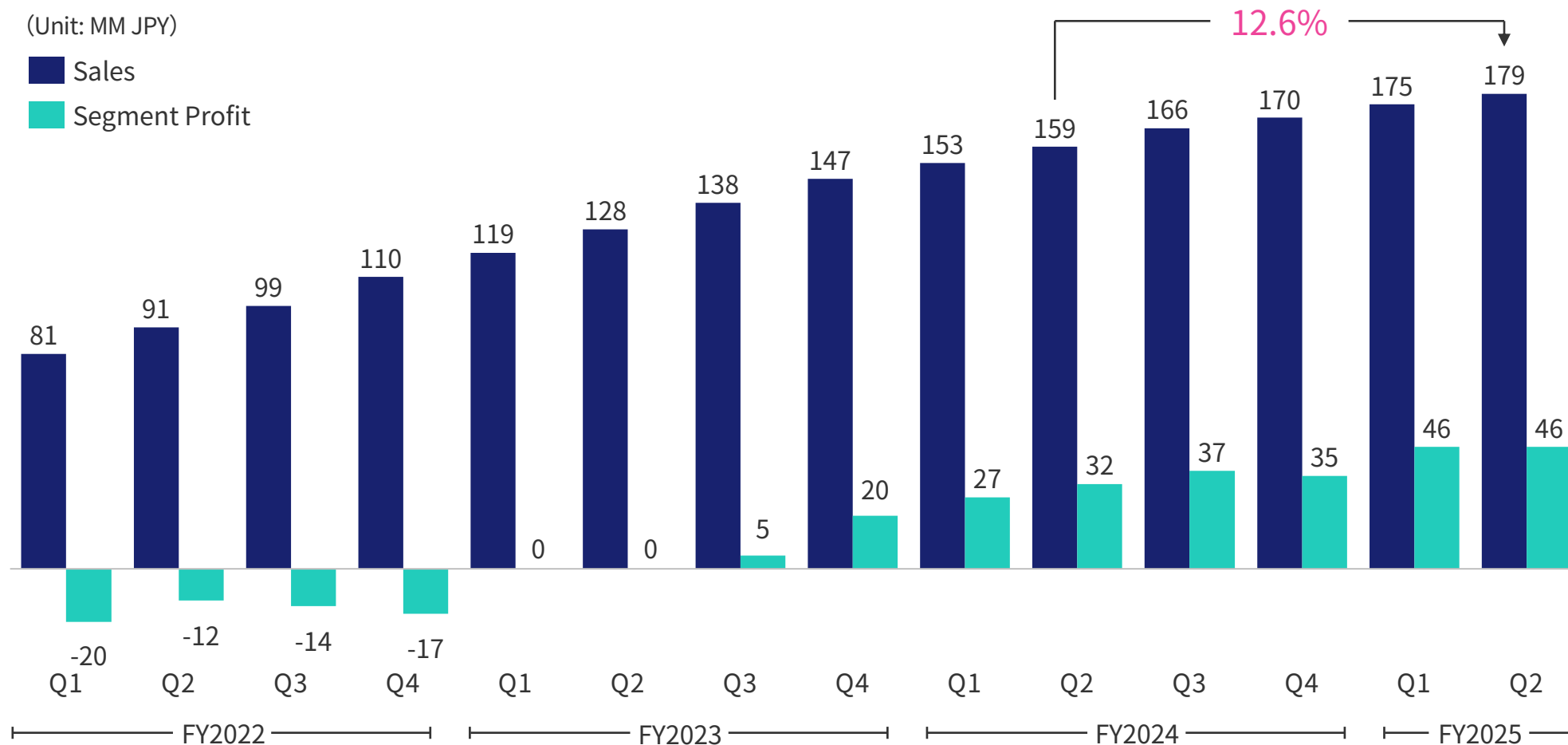
Number of Skill Registrants

(Unit : Thousands of People)



*1: The definition of service listings has been changed. Only information from FY2022 onward is provided under the new definition, which can be applied retroactively

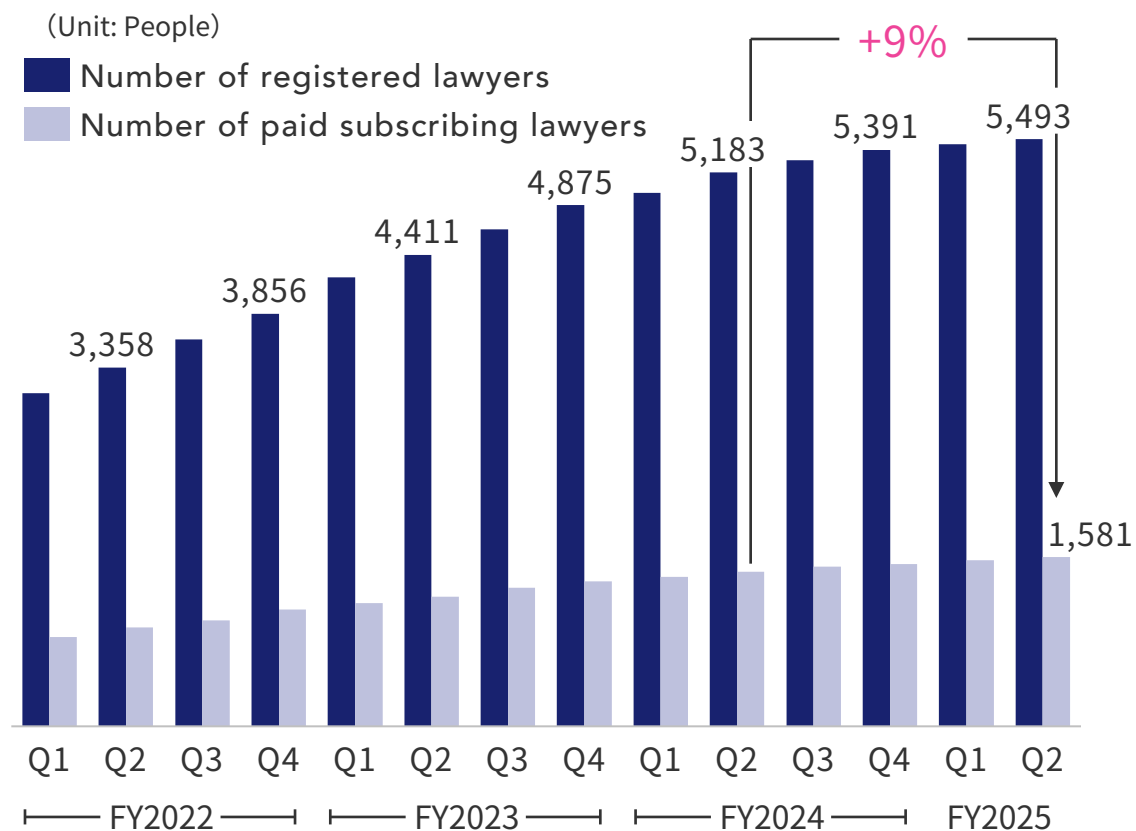
It has been progressing smoothly, with revenue showing a YoY growth of 12.6%



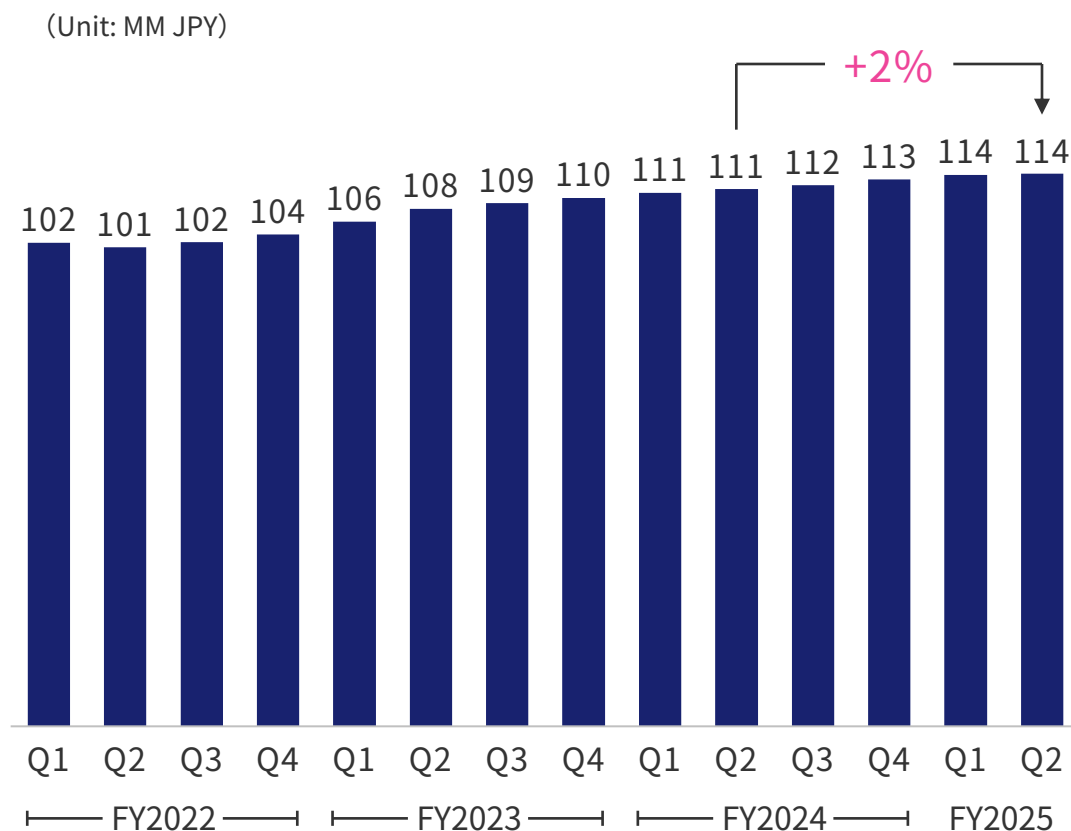
*1: Consistent with the performance of the Media Segment disclosed up to the fiscal year ending August 2024

The number of paid registered lawyers grew by 9% YoY, and the Average Revenue Per User (ARPU*¹) also improved by 2% YoY

Number of Registered Lawyers

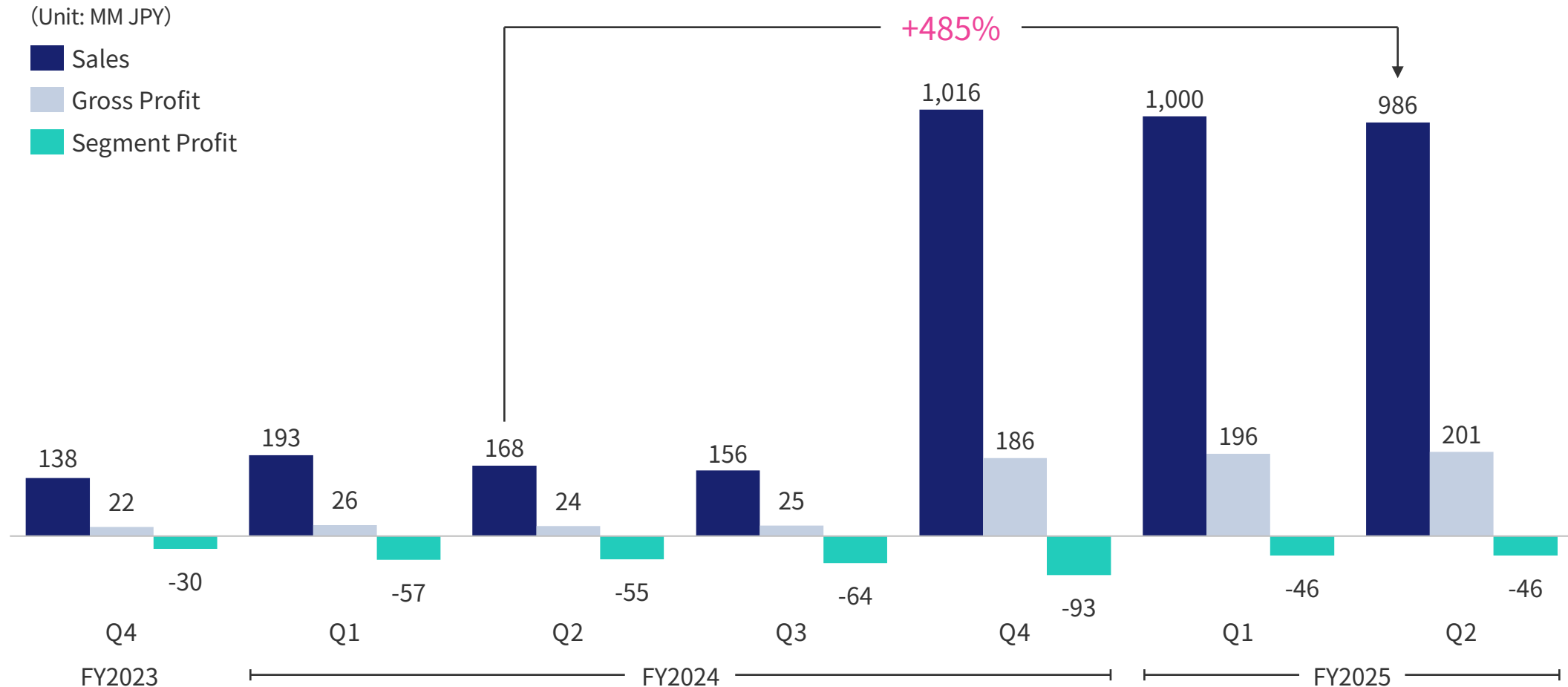


ARPU



*1: Starting from Q4 2024, the term "Average Revenue Per User" will be used to refer to revenue per user. The calculation definition remains the same as that disclosed in Q3 2024.

Revenue grew significantly by 485% YoY, driven by the group integration of Coconala Tech. While Coconala Tech, which accounts for the majority of revenue, prioritizes management integration and cultural alignment over short-term revenue expansion, Coconala Assist has been experiencing rapid growth, with gross profit also steadily increasing

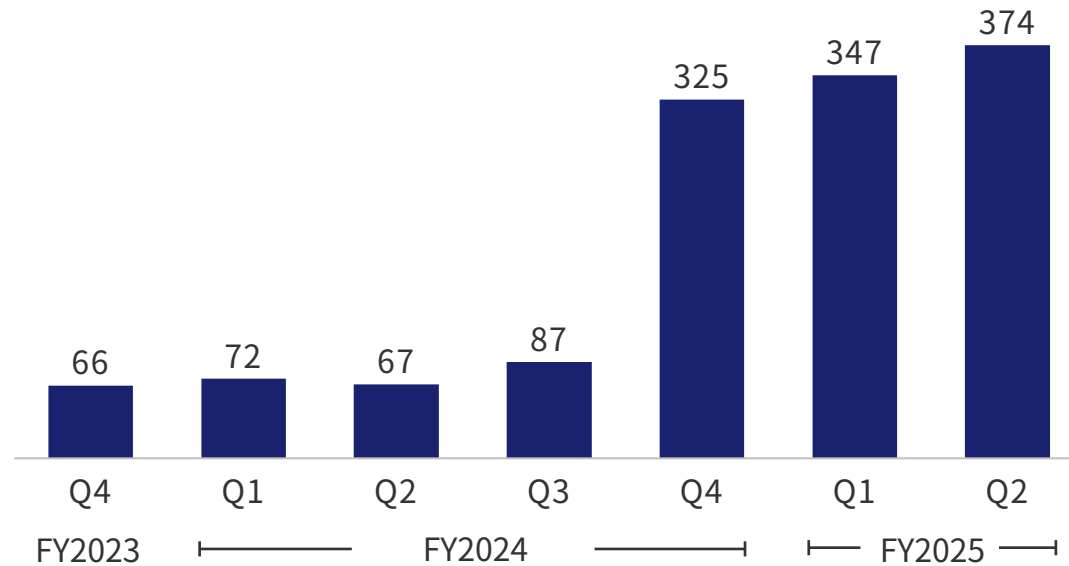


*1: Segment disclosure began in Q4 of the fiscal year ending August 2023.

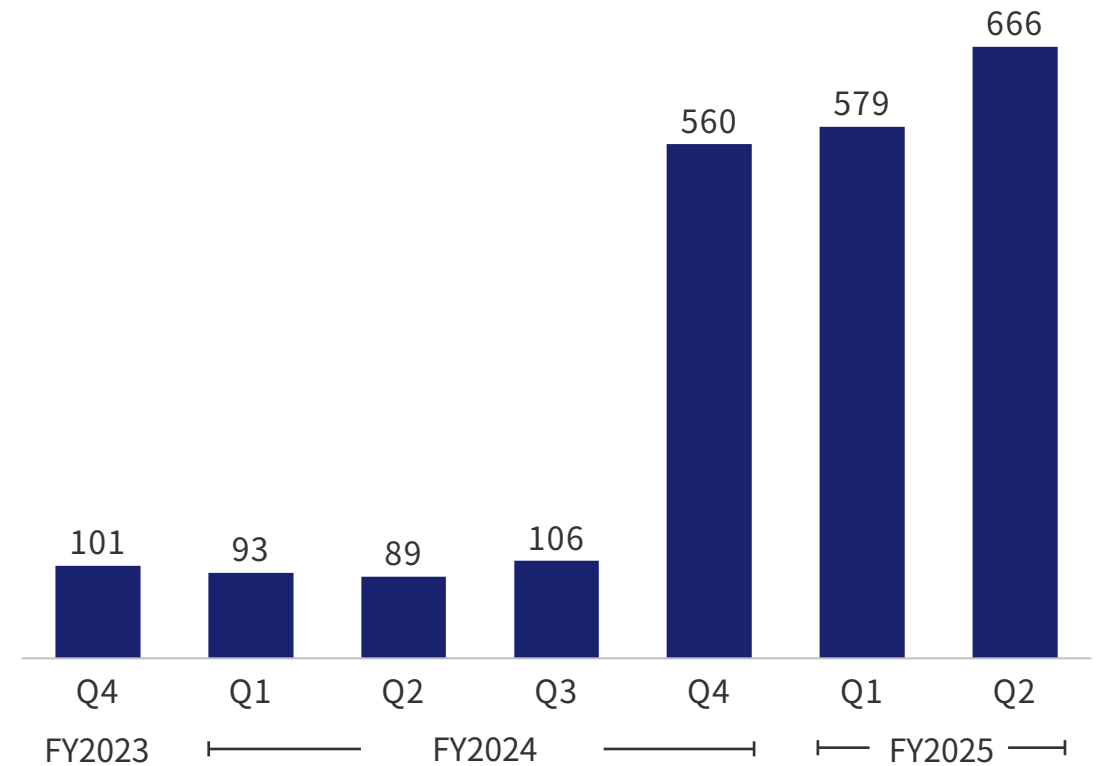
With the group integration of coconala Tech (formerly an consulting) and the rapid growth of Coconala Assist have led to a significant increase in both the number of clients and active workers

Clients^{*1}

(Unit: Companies)

Active Workers^{*2}

(Unit: People)



*1: The total number of contracted companies in each agent business as of the end of each quarter

*2: The total number of active workers in each agent business as of the end of each quarter

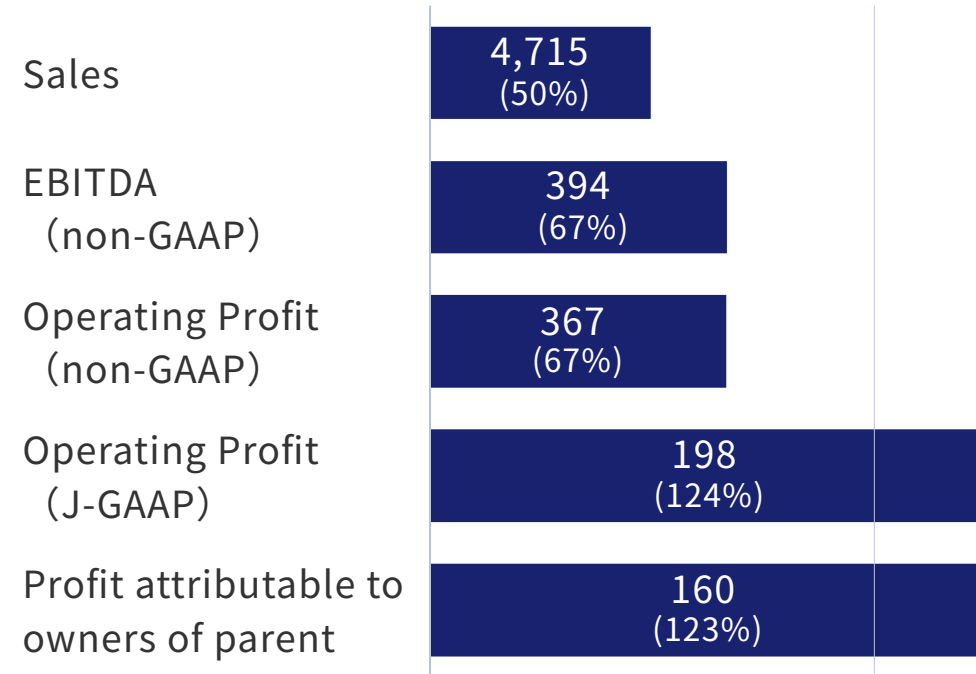
All indicators are tracking steadily. The full-year outlook is maintained, with planned investments in recruitment and marketing to support business growth in the second half

Full-Year Earnings Forecast

(Unit : MM JPY)	FY2024	FY2025	YoY
	Result	Forecast	
Sales	6,588	9,500	+44.2%
EBITDA (non-GAAP)	583	590	+1.2%
Operating profit (non-GAAP) *1	546	550	+0.7%
Operating profit (J-GAAP)	304	160	-47.3%
Profit attributable to owners of parent	243	130	-46.5%

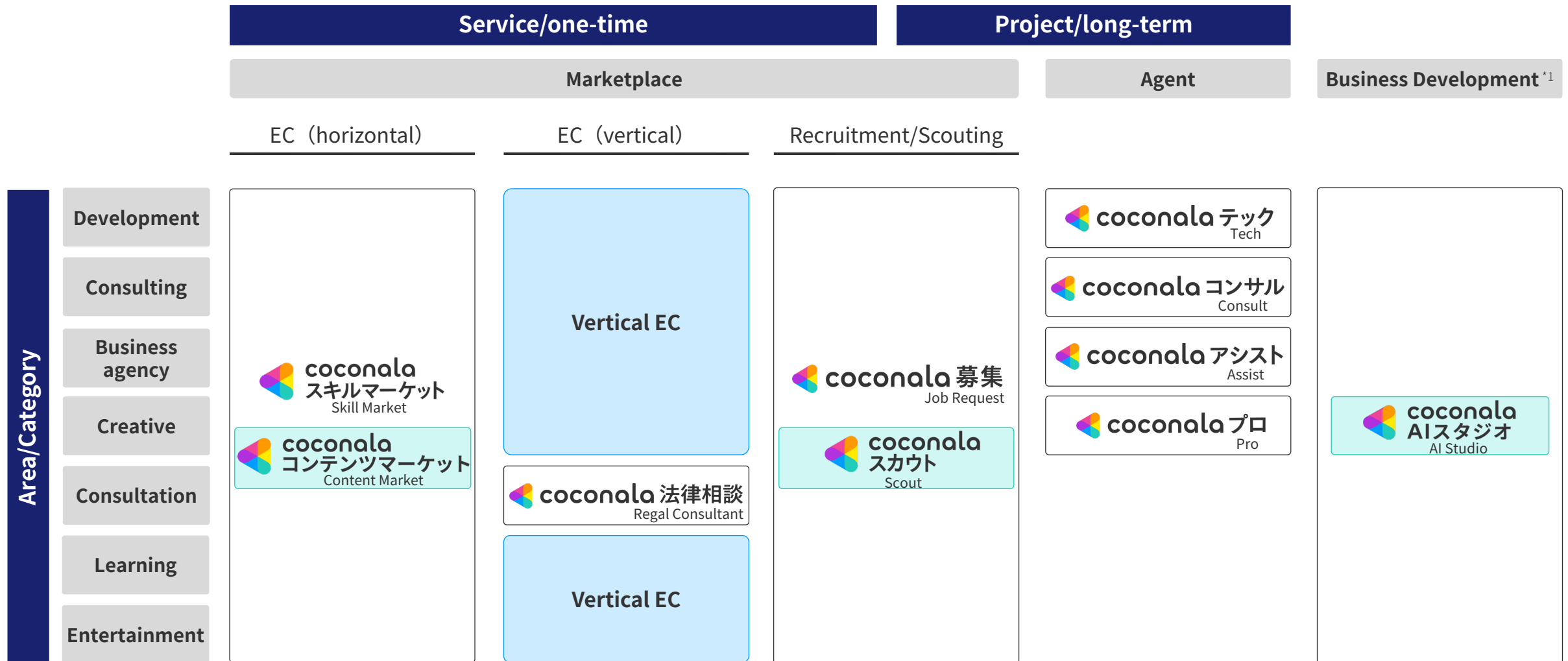
Status of Progress

(Unit: MM JPY)

100%
▼

*1: Operating profit (non-GAAP) = operating profit + goodwill amortization + share-based payment expenses + expenses of Crest Skill Partners (formerly coconala Skill Partners).

☐ Existing ☒ New ☐ In preparation



*1: Coconala Academy has been integrated into the Coconala Skill Market service for development and operation, and is therefore excluded from the scope of new business development.

In the two months following its release in December (PC version only), the total number of service listings exceeded 20,000. An app version is scheduled for release in late March, with further growth expected. Going forward, we plan to continue improving functions for the purpose of enhancing usability and maximizing transaction opportunities

**coconala**

\ Can be repeatedly purchased  automatically every month! /

Number of
subscription function
service listings

over
200,00

Release
of app
version!

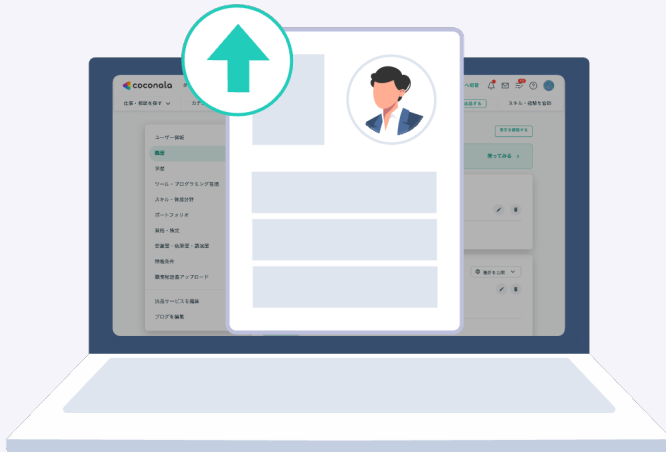


A function has been added that automatically fills in the “Work history and job experience” field when a resume is uploaded. By enhancing profiles, the aim is to create more accurate matching opportunities and further expand the database

Enhancing profile to create more accurate matching

1

Upload resume



2

Profile is completed automatically!



Using generative AI, coconala Job Recruit has added a function that recommends job types when creating a job request and a function that automatically generates suggested text when applying, using the applicant's own profile as reference. When these functions are used, the job request posting rate and application posting rate improved compared to when they are not used

Increasing efficiency of job requests, etc. and application completion rate with generative AI

New function 01

Recommending job types after job request title is input

1. 募集内容を入力しましょう

募集タイトル

募集する

具体的な例：オンライン

募集職種

職種を選択する

募集タイトルからのおすすめ職種

- ☒ WEB広告運用
- ☐ SNSマーケティング
- ☐ 広報・宣伝・プロモーション
- ☐ WEBプロデューサー・ディレクター

すべての職種から選択する >

キャンセル 選択する

支払い形式

- ☐ 時間単価（稼働時間に応じてお支払い）
- ☐ 月単価（月額固定でお支払い）

New function 02

Generating application message from profile information

2. 応募メッセージ 必須

● 応募メッセージを完成させましょう！

あなたのプロフィール情報をもとに、応募メッセージの下書きを作成しました。内容を確認、編集してご利用ください。

はじめまして。[お名前]と申します。
貴社の求人内容拝見し、Webライターとして7年間培ってきた経験と、幅広い執筆実績を活かし、貴社のオウンドメディアの発展に貢献できると確信いたしましたので、応募させていただきます。

【実績】

- Webメディア向けライティング
- 大手メディアでの執筆経験
- 検索順位向上のためのライティングスキル

SEO対策

- キーワード選定
- 記事構成

多様なテーマの執筆経験

- 不動産、金融、ビジネス、建築、転職、資格、旅行、料理、教育、占い、買取、ファッション、美容、ダイエット、健康、アニメ、生活、音楽、映画、エンタメ、恋愛など

【経歴】

フリーランスwebライター(専任)

経歴

スキル・得意分野

資格・検定

稼働条件

A new matching method using the talent database is being prepared in order to meet the diverse needs of companies seeking personnel with optimal skills and experience. coconala is targeting April as the launch date.

Launch scheduled for April 2025



Companies select optimal talent from among 1 million people

coconala Scout introduces a new matching method on coconala Skill Market, allowing companies to directly search for and approach ideal talent. Built on a database of over 1 million users, it enhances matching infrastructure to swiftly meet diverse corporate needs

Approaching optimal talent directly



2. Growth Policies

Vision

Create a world where each person lives their “own story”

Mission

Provide a platform to empower individuals by making their knowledge, skills and experience visible and connecting them to those who need them

Opportunities for All / Freedom from Constraints / Fair and Transparent Transactions

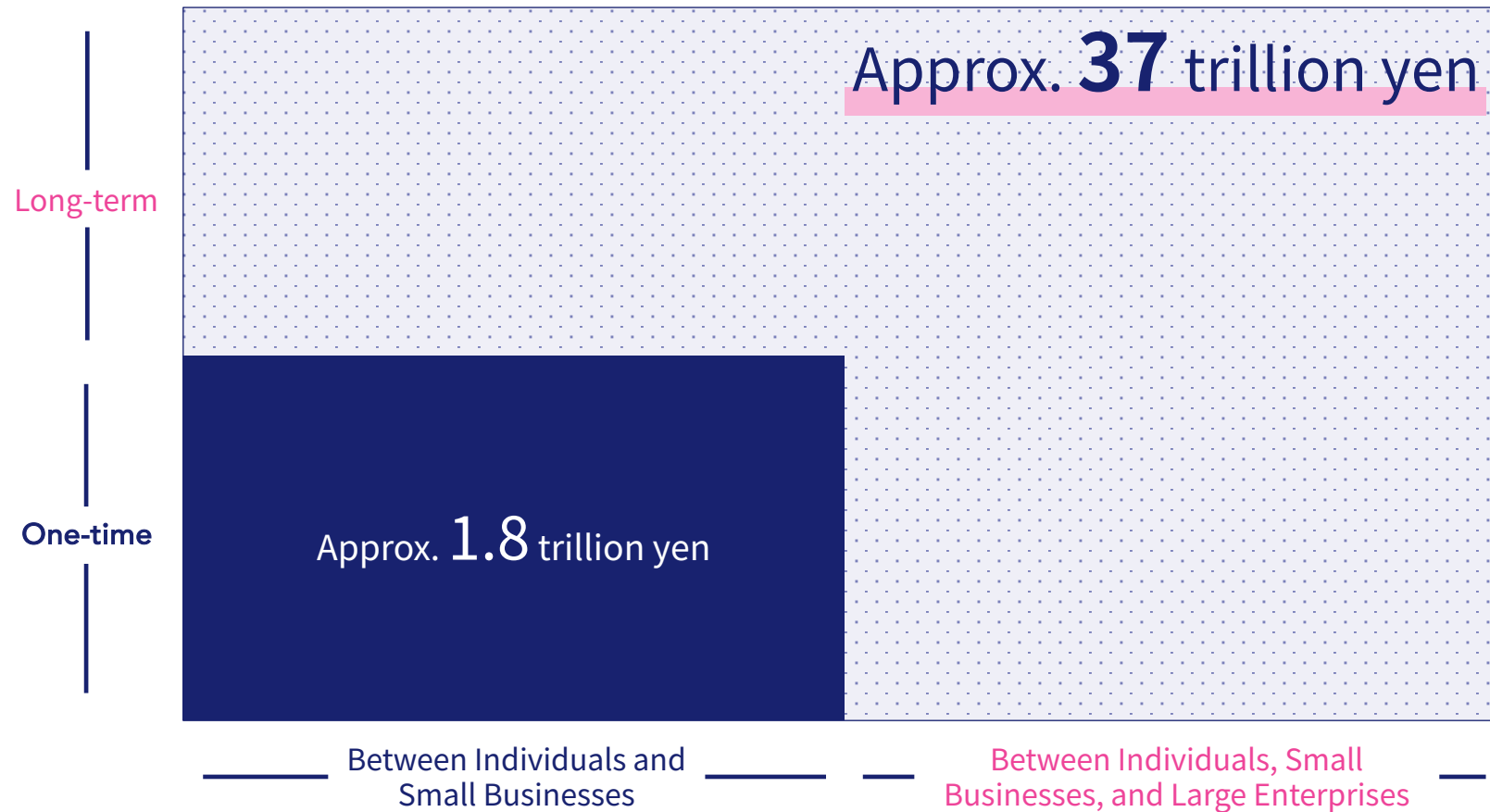
Growth Policies

By leveraging shared assets such as databases and products, we aim to establish a comprehensive service platform that encompasses everything



In addition to the single-service areas we have targeted thus far, we aim to accelerate growth by expanding our marketplace product lineup through the utilization of our existing database and product assets, thereby adding the area of ongoing services as a target

■ Size of Market for Online Matching Between Individuals and Businesses*1



*1: The total revenue for industries classified as capable of providing services through online matching, calculated from the Economic Census. This was commissioned by us to the Japan Research Institute, which prepared the market size for online matching services in August 2024.

	Business Policies	Progress in Q2 2025
Corporate-Wide	<ul style="list-style-type: none"> Make databases (talent and clients) enriched and common to serve as the source of competitiveness Make business lineup additions to meet needs for matching skills, knowledge, and experience Make use of horizontal business expansion for integrated sales and marketing and network effects that would lead to overwhelming growth 	<ul style="list-style-type: none"> Continuing to promote the development of a common platform to facilitate company-wide use of talent and client databases Currently strengthening the organization to enable cross-functional sales activities
Marketplace	<ul style="list-style-type: none"> Enrich product lineup through compound strategy by utilizing databases Promote matching and lighten user burden by utilizing AI Develop functions that would contribute to better retention rate 	<ul style="list-style-type: none"> Currently developing coconala Scout and coconala Content Market Implemented updates to both coconala Job Request posting functions and application functions using generative AI Released app version of subscription function
Agent	<ul style="list-style-type: none"> Create matching by utilizing the talent database Improve matching efficiency by utilizing AI Maximize gaining efficiency through cross-selling and marketing 	<ul style="list-style-type: none"> Using talent database to steadily grow coconala Assist and coconala Pro Pursuing the integration of coconala Tech to drive more efficient advertising and sales measures
Business Development	<ul style="list-style-type: none"> Select businesses that have the potential of expanding value proposition in the fields consistent with coconala's vision and mission Realize vertical startup by utilizing coconala assets or capabilities Build the framework for demonstrating mutual synergies as one of the Ecosystem lineup 	<ul style="list-style-type: none"> Continued development of coconala AI Studio features in response to customer needs Considering new SaaS products

Financial Policies by Segment

Corporate-Wide

- Stably keep up sales growth in the range between +20% and +30% YoY
- Continue to invest in strategic fields while keeping up profitable management

Marketplace

- In the medium to long term, further increase profit margin (currently over 30%) to form a high profit structure
- In terms of core businesses, place emphasis on medium- to long-term growth and use any increase in contribution margin as the source of funds for making reinvestments

Agent

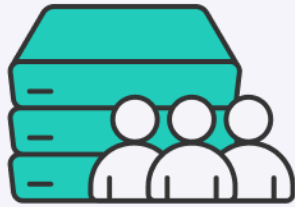
- Expanded business lineup to broaden value delivery, while promoting a profit-focused management approach
- Continue to consider enriching through M&As within the scope that operating profit after amortization of goodwill is in the black

Business Development

- Consider active investment premised on maintaining or expanding profitability in terms of consolidated operating profit

Keep generating vertical startup of businesses and synergies across businesses by utilizing assets, making use of database, product, and marketing and sales infrastructure

Database Infrastructure



- Talent (skills, knowledge, and experience) database
 - client(Buyer, job) database
- Matching (transaction info and reviews) database

Marketplace Function



- Common account infrastructure
- Talent profile infrastructure
- Matching infrastructure

Marketing and Sales Infrastructure

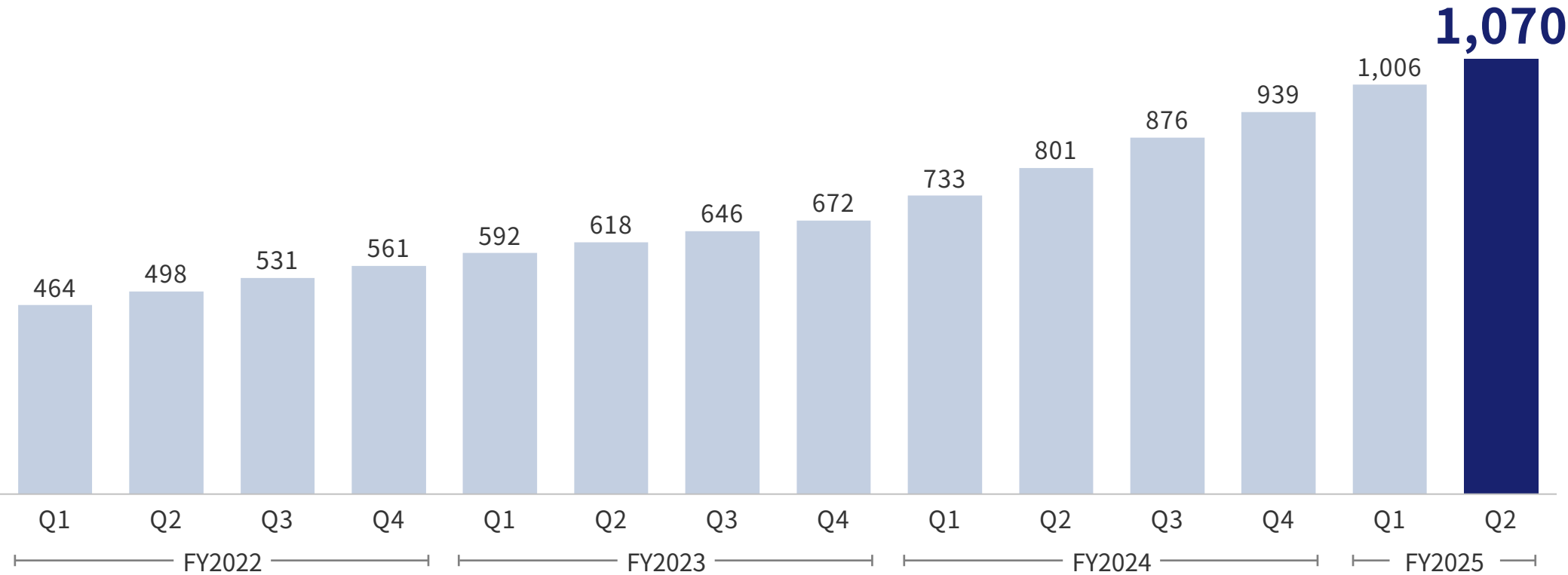


- High awareness rate (general: 50%; business: 75%) driving traffic from branded keywords
- Long-tail SEO with the vast listing content
- Reach extending to Mizuho Bank's 400,000 corporate accounts through Mizuho coconala

coconala Skill Market has become Japan’s largest marketplace for skills,*1 with the number of workers (the number of people registered with their skills) exceeding 1 million. With detailed skill information of workers, it is the one and only human resource database that is rich in both quantity and quality

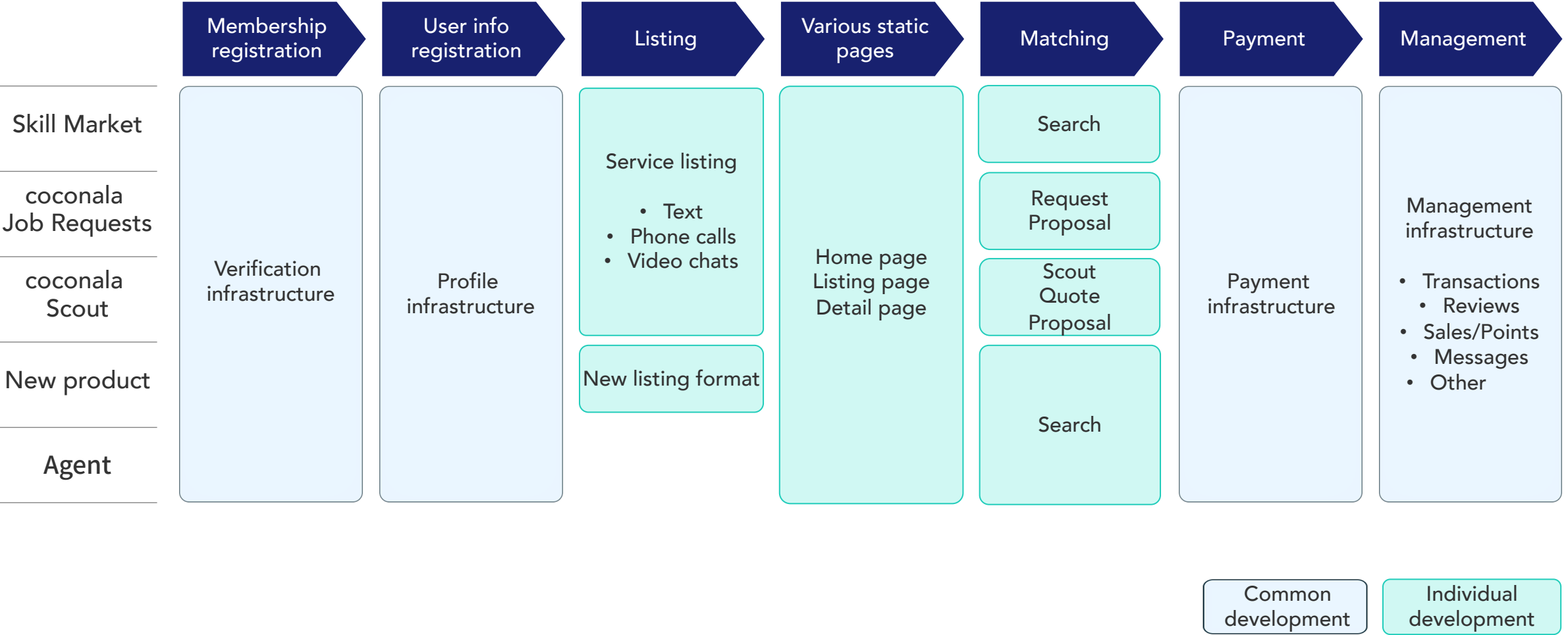
Number of Skill Registrants

(Unit: Thousands of People)

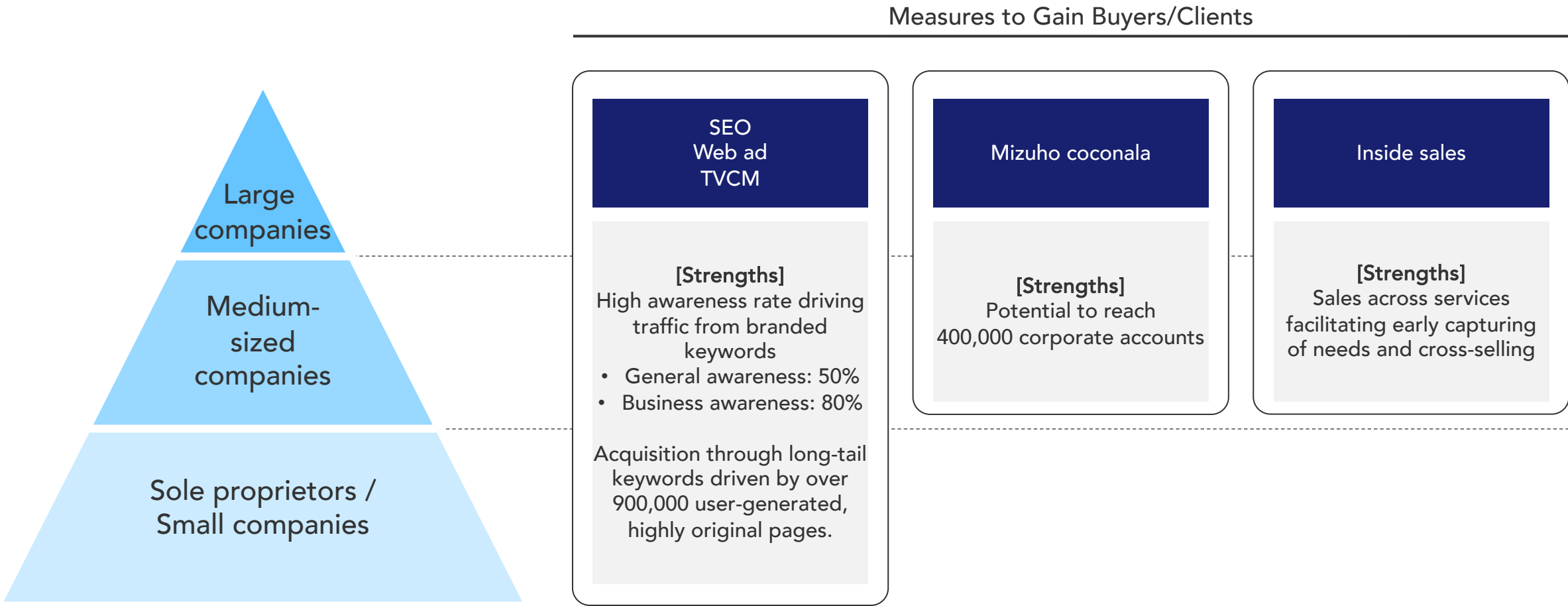


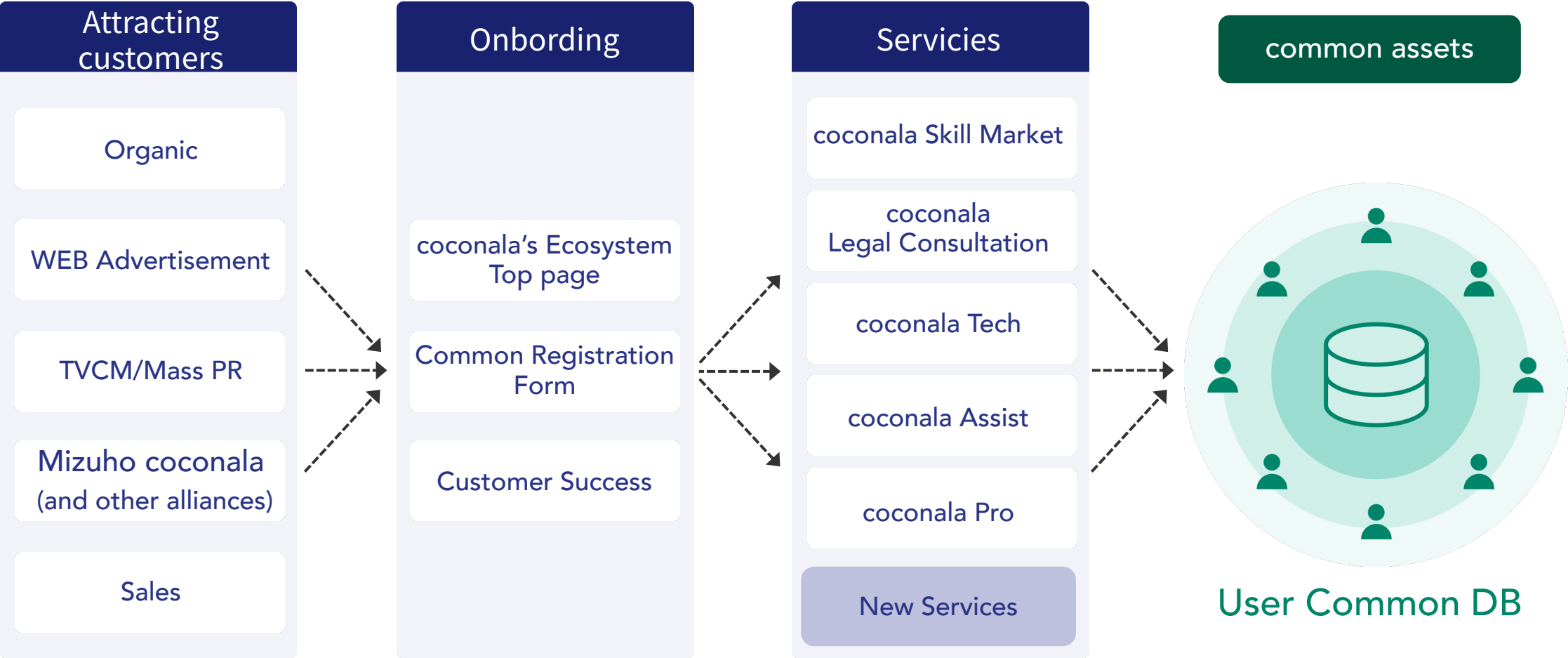
*1: Market research on skill-sharing platforms (search for No. 1), by Trending Future Research Institute inc. (as of September 26, 2024)

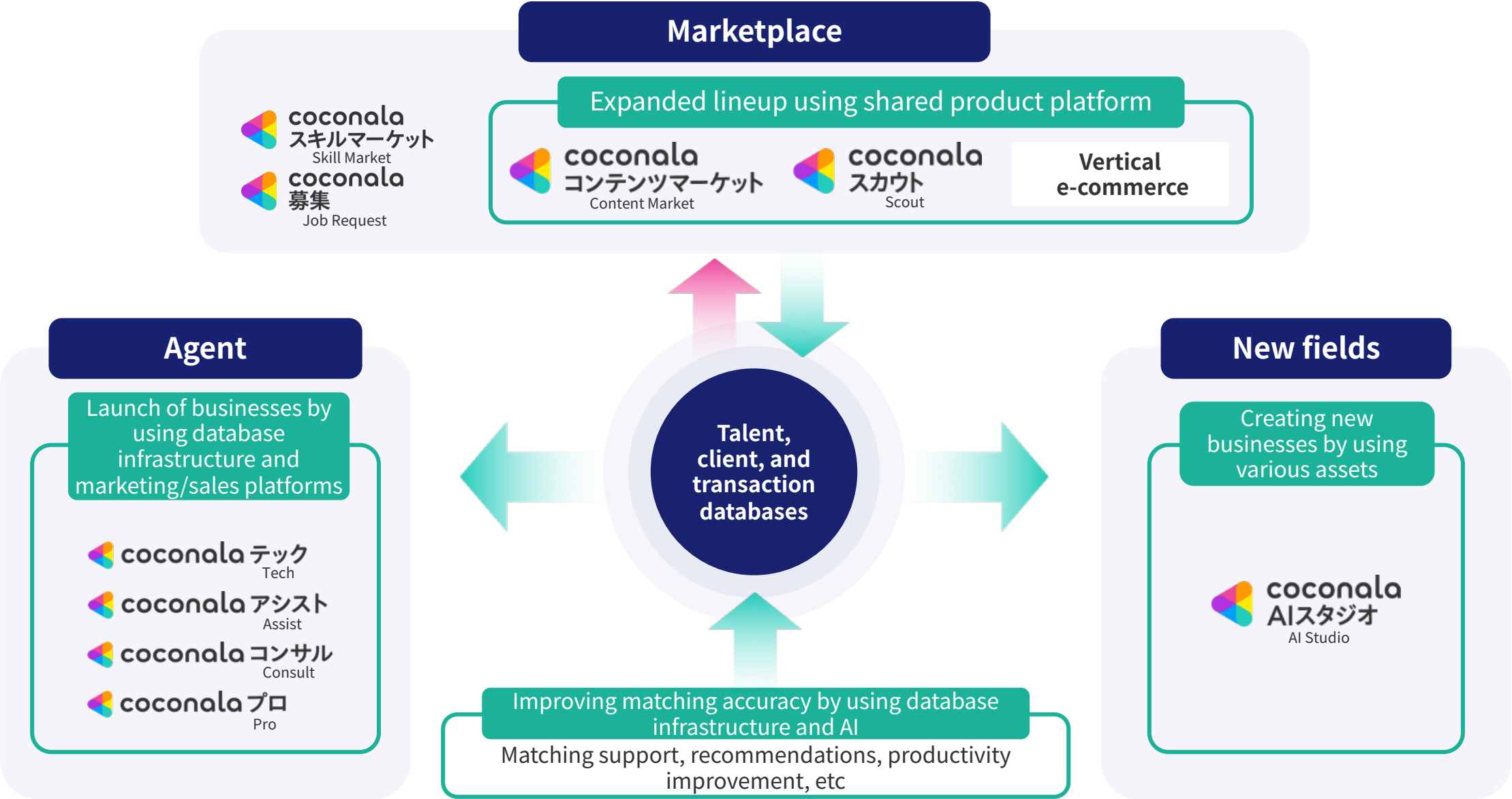
By making most of the features common, development is efficiently of mainly the user interface portion when developing new products



Capturing various client needs of varying sizes through a wide range of reach methods from the utilization of technologies to sales







① Extended Value Proposition Through Enriched Product Lineup

Pursue growth through compound product lineup with provision fields, matching methods and deepening by category

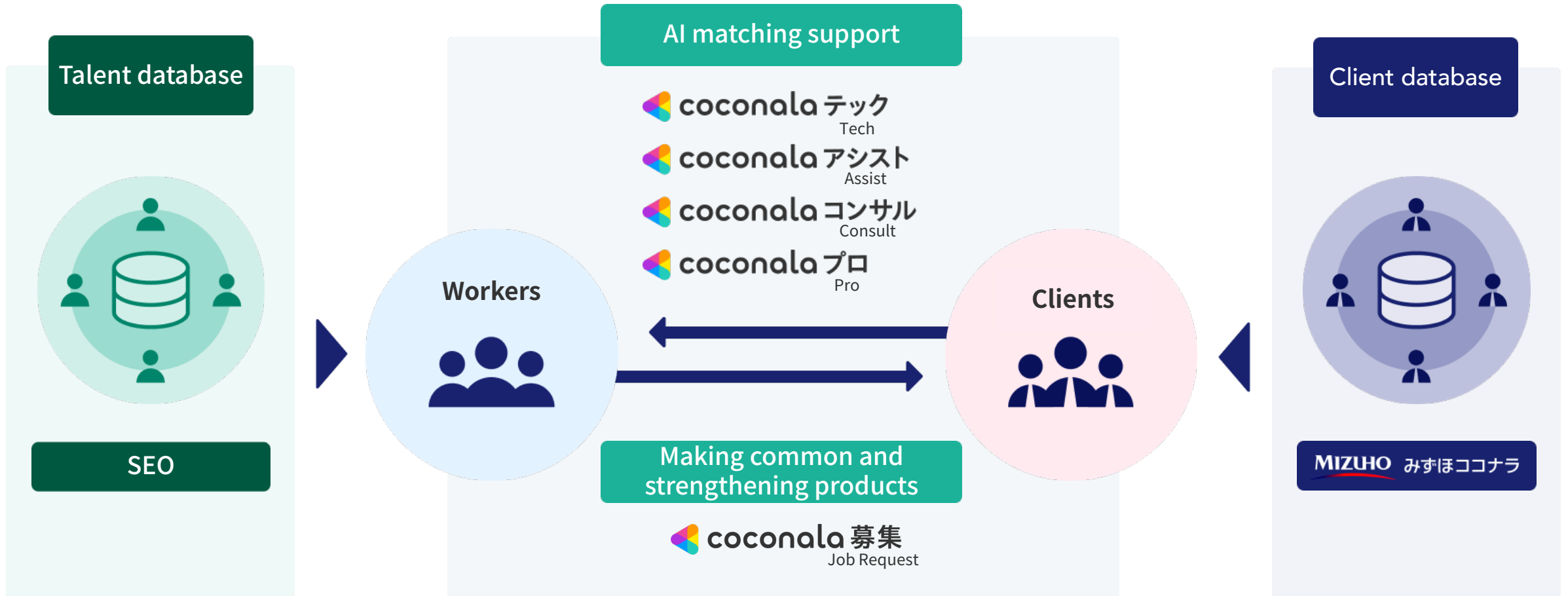
	Widening service provision fields	Expansion of Matching Methods	Deepening by category
Content of extension	One-time engagement	E-commerce	Horizontal e-commerce – services
	+	+	+
	Long-term engagement (outsourcing)	Bidding	Horizontal e-commerce – content
		+	+
		Scout	Vertical e-commerce
Points	<ul style="list-style-type: none">Providing matching of work that continues to generate over a long term (IT development, assistant operations, consulting)	<ul style="list-style-type: none">Preparing matching forms in line with IT literacy, needs, and corporate size	<ul style="list-style-type: none">Capable of providing UI/UX comparable to specialized productsRefining content, consulting, divination, and other categories with ample room for growth with professional organizations
Impact on KPIs	<ul style="list-style-type: none">Improving LTV with better retention rates and unit prices	<ul style="list-style-type: none">Increasing matching countIncreasing medium-sized and enterprise clients	<ul style="list-style-type: none">Boosting GMV with growth of individual categories

② Launch of Agent Businesses by Utilizing Assets

coconala

Fully utilize assets to keep realizing more efficient worker and client gaining and matching

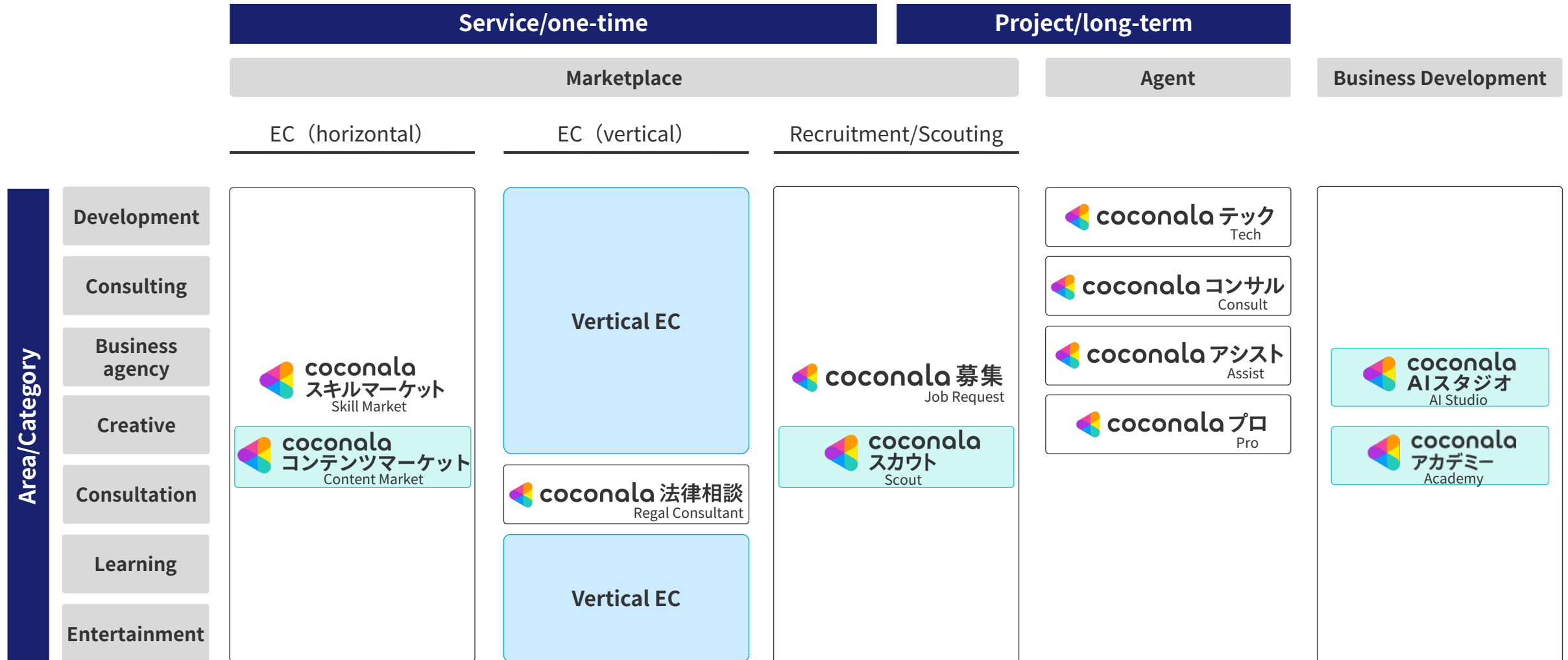
Maximizing matching efficiency



In addition to improving the convenience of clients and contractors and maximizing matching efficiency, we prioritize the implementation of AI across all businesses to enhance employee productivity

Marketplace	Agent	Others
<div>【Order/Request】<ul style="list-style-type: none">• Support for Estimate Request/Response Input• Support for Posting Job Opening/Applications<ul style="list-style-type: none">• Support for Inputting Listing Information</div>	<div>【Internal】<ul style="list-style-type: none">• Matching Assistance</div>	<div>【Internal】<ul style="list-style-type: none">• Improving Productivity of Routine Operations<ul style="list-style-type: none">• Automating Marketing Operations</div>
<div>【Ordering】<ul style="list-style-type: none">• AI Chat Purchase Assistance• Image Recommendations• Keyword Search Suggestions</div>	<div>【Active Workers】<ul style="list-style-type: none">• Recommended Projects at Registration</div>	<div>【Product】<p>Launching New Businesses Utilizing Generative AI</p></div>
<div>【Internal】<ul style="list-style-type: none">• Service Listing Health Check• Optimization of Service Category Classification</div>		

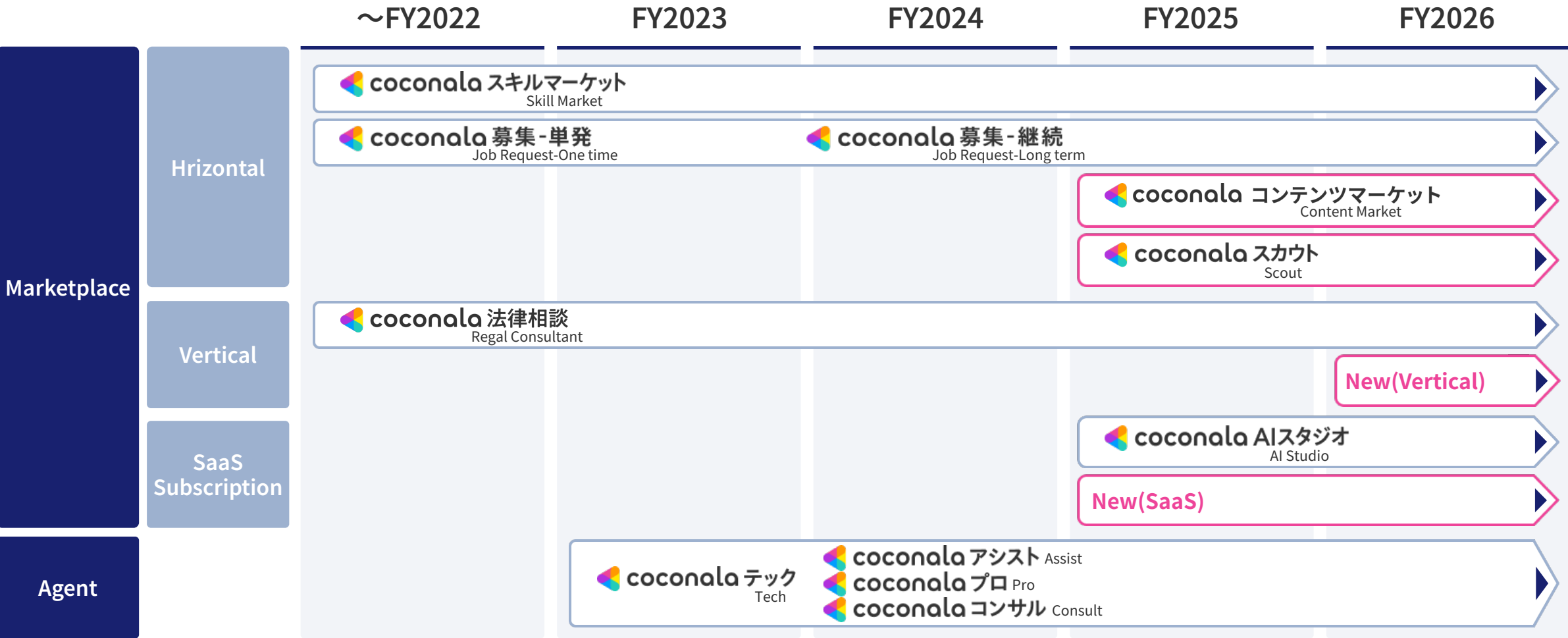
☐ Existing
 ☒ New
 ☐ In preparation



Towards a Comprehensive Service Platform (Evolution of Business Initiatives and Future Plans)

coconala

We will officially begin diversification starting from the fiscal year ending August 2024. From the fiscal year ending August 2025 onward, we aim to strengthen business development based on the talent, client database, and product foundation cultivated in the marketplace, with a particular focus on accelerating the growth of the highly profitable marketplace business



3. Appendix

- Company Overview
- Overview of Each Service
- Market Environment Serving as Tailwinds
- Supplementary Materials

3. Appendix

- Company Overview
- Overview of Each Service
- Market Environment Serving as Tailwinds
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Company Name		coconala Inc.
Address		Tokyo Headquarters 20-1 Shibuya Infoss Tower 6F, Sakuragaoka-cho, Shibuya-ku, Tokyo, Japan, 150-0031
CEO		Ayumu Suzuki
Founding Date		January 4, 2012 (March 19, 2021 Listed on the TSE Mothers Market (TSE Growth, current))
Business Overview		Addressing management and human resource challenges through various services. <ul style="list-style-type: none">— coconala Skil Market— coconala Job Requests— coconala Legal Consultation— coconala Tech— coconala Assist— coconala Pro— coconala Consult— coconala AI studio



Transition to the following structure upon approval at the November 2024 Shareholders' Meeting. Mr. Koike will leverage his expertise in launching and scaling new businesses, while Mr. Imamura will apply his specialized knowledge in human resources, organizational management, and corporate planning to enhance our corporate value



Ayumu Suzuki / CEO

Graduated from Waseda University. Gained experience in product planning and sales as well as new business development in Ad-technology at Recruit Co., Ltd. Later worked in the overseas business planning division at Recruit Holdings Co., Ltd. and joined coconala Inc. in May 2016



Masahide Koike / Outside Director

As Executive Vice President at CyberAgent, Inc., he was responsible for launching and scaling various media platform models, including Ameba and ABEMA, as well as other businesses such as gaming. Subsequently, he founded Gratch Scaling Inc. and assumed the role of President and CEO. Outside Director of our company since November 2024



Kentaro Yadomi / Outside Director (Audit and Supervisory Committee Member)

Certified Public Accountant. After joining KPMG AZSA (now KPMG AZSA LLC), he was engaged in accounting audits based on Japanese GAAP, U.S. GAAP, and IFRS, as well as financial due diligence work related to domestic and international M&A and business restructuring support. Auditor of our company since March 2017



Kenichi Imamura / Outside Director (Audit and Supervisory Committee Member)

At Recruit Co., Ltd., he served as Head of Corporate Planning and Head of Human Resources, overseeing a wide range of HR functions, including system design, as well as leading management and overseas business development for the holding company. He later became Executive Officer and Head of Human Resources at Z Holdings Corporation before assuming the role of Chief People Officer (CPO) at ispace, Inc. Outside Director of our company since November 2024 (Audit and Supervisory Committee Member)



Yuka Hattori / Outside Director (Audit and Supervisory Committee Member)

After working at Recruit Co., Ltd. in human resources and business development, established Inclusion Japan Inc. which provides incubation services and became its representative director. Auditor of our company since August 2015

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coconala スキルマーケット

Skill Market

Japan's largest skill market where “knowledge, skills and experience” can be sold and bought



Easy and speedy transactions with e-commerce model

- Skill purchases as seamless as shopping on an e-commerce site
- Access to over 900,000 listed services
- Fully online transactions—anytime, anywhere

Horizontal expansion

- A horizontal platform where services of more than 740 different categories are listed
- Solves various issues whether for business or for private use

Can be used in various matching forms

- Various matching forms are available depending on the needs of users including not only direct purchase but also estimate consultation
- Compatible with both PCs and smartphones. Approximately half of the transactions are made via smartphone apps

coconala Skill Market boasts the No. 1 share of the skill-sharing platform services industry in terms of GMV

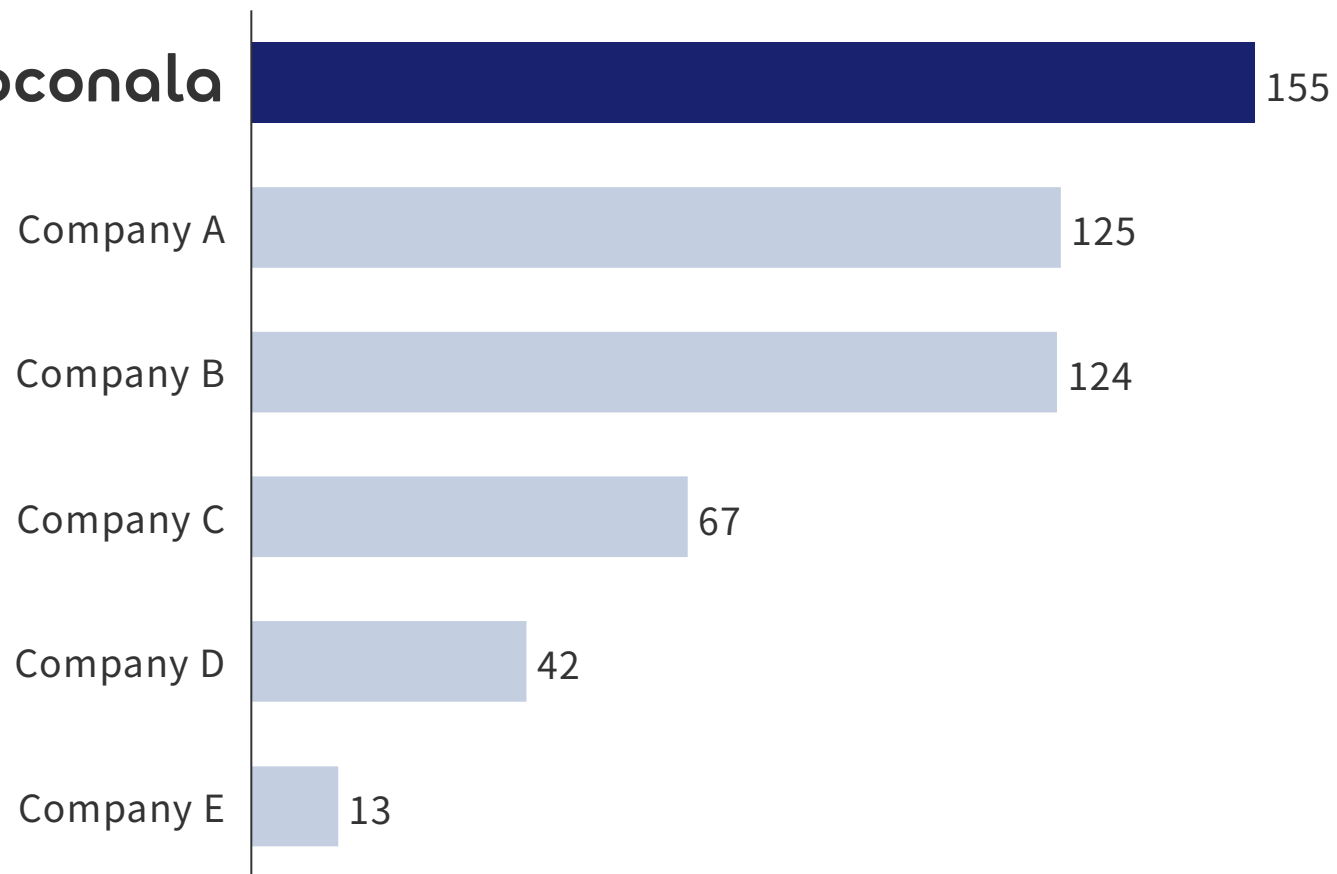


According to market research on skill matching platforms
(Trending Future Research's No. 1 Verification Research)
* As of September 26, 2024



coconala

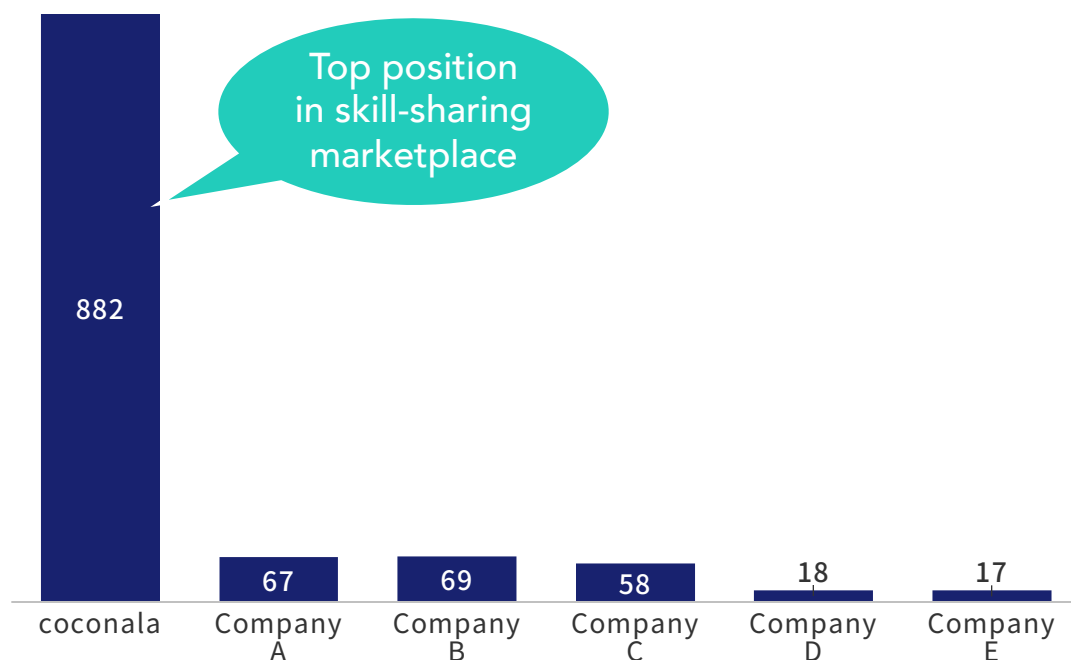
(Unit: 100 million yen)



A market-leading platform providing an abundance of inventories and reviews

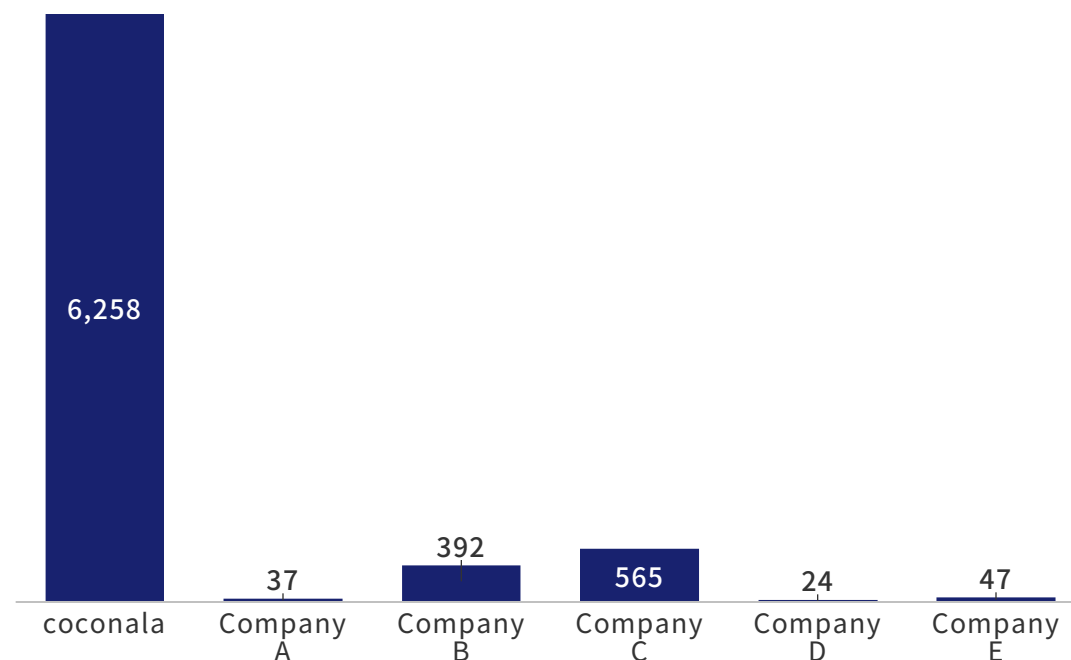
Number of Services on Offer*¹

(Unit: thousand services)



Number of Reviews*²

(Unit: thousand reviews)



*¹ Data as of. August 2024(coconala), October 2023(other companies).

Source: For data related to other companies, we refer to their service pages.

Aggregation method (coconala): The number of listing services on the service website. The number of our listing services does not include proposals from sellers to public or private requests from buyers to sellers. (Unlike the listing services on the service sites of each company, this is not a pre-listed EC-type service.)

Aggregation method (other companies): The number of services displayed on the service search screen in the service site.

*² Data as of October 2024.

Source: For data related to other companies, we refer to their service pages.

Aggregation method (coconala): The number of on-offer service reviews on the service website.

Aggregation method (other companies): The number of on-offer service reviews from buyers and sellers displayed on the service/seller search page on the service website. As each company has its own review system, review systems of buyers may be different.

coconala Skill Market is used by a wide range of clients from large companies to self-employed people

NIJIYA Cafe & Dining



What they ordered

- Logo creation
- Creation of shop's perspective drawings
- Creation of shop cards and business cards
- Creation of shift rosters

PERSOL CAREER Co., Ltd.



What they ordered

- Brushing up company/work brochures

Kenmin Foods Co., Ltd.



What they ordered

- Logo creation
- Brushing up documents
- Designing recipe cards

SHIMIZU CORPORATION



What they ordered

- English translation of technical matters
- Overseas business research
- Designing food posters



coconala 募集

Job Request

A bidding type service that receives applications from a large number of professionals by just posting job openings



Seamless matching by posting a project

- Matching is completed simply by posting a project and selecting from the applications received
- Project posting takes just 5 minutes
- Selection is based on detailed profiles, including skills, portfolios, and past performance and ratings on Coconala

High cost-effectiveness

- No initial costs and fee for sending scouts are charged
- No closing cost
- Pay-per-use model charging only for actual work

Operations can begin as early as the next day

- After matching, online interviews can be conducted
- For ongoing projects, contract procedures are handled by an agent, eliminating the need for complex paperwork

Request for one time



- ✓ Can request one-time jobs
- ✓ Pay for delivered product

Job categories to order

Design / Web production / Illustration

Web development

Video / Music

Marketing

Writing

Consulting

Business agency

..., etc.

How to use



1. Post job you want to request

Enter budget and deadline by filling out the form. You can post the job you want to request that easily.



2. Select proposal to order

Just wait and you will receive proposals from professionals. You can immediately order any request you like.



3. Receive delivery

Transaction will become complete upon your approval after confirming the content of the delivery.

Request for long term (outsourcing)



- ✓ Can request long-term jobs
- ✓ Pay for time worked

Job categories to contract

Sales

Marketers

Business development

Engineers

Designers

Customer support

Corporate

Consultants

..., etc.

How to use



1. Job posting

Post job by providing job details, and terms and conditions



2. Document screening

Screen documents based on the content of the applications received



3. Three-way interview

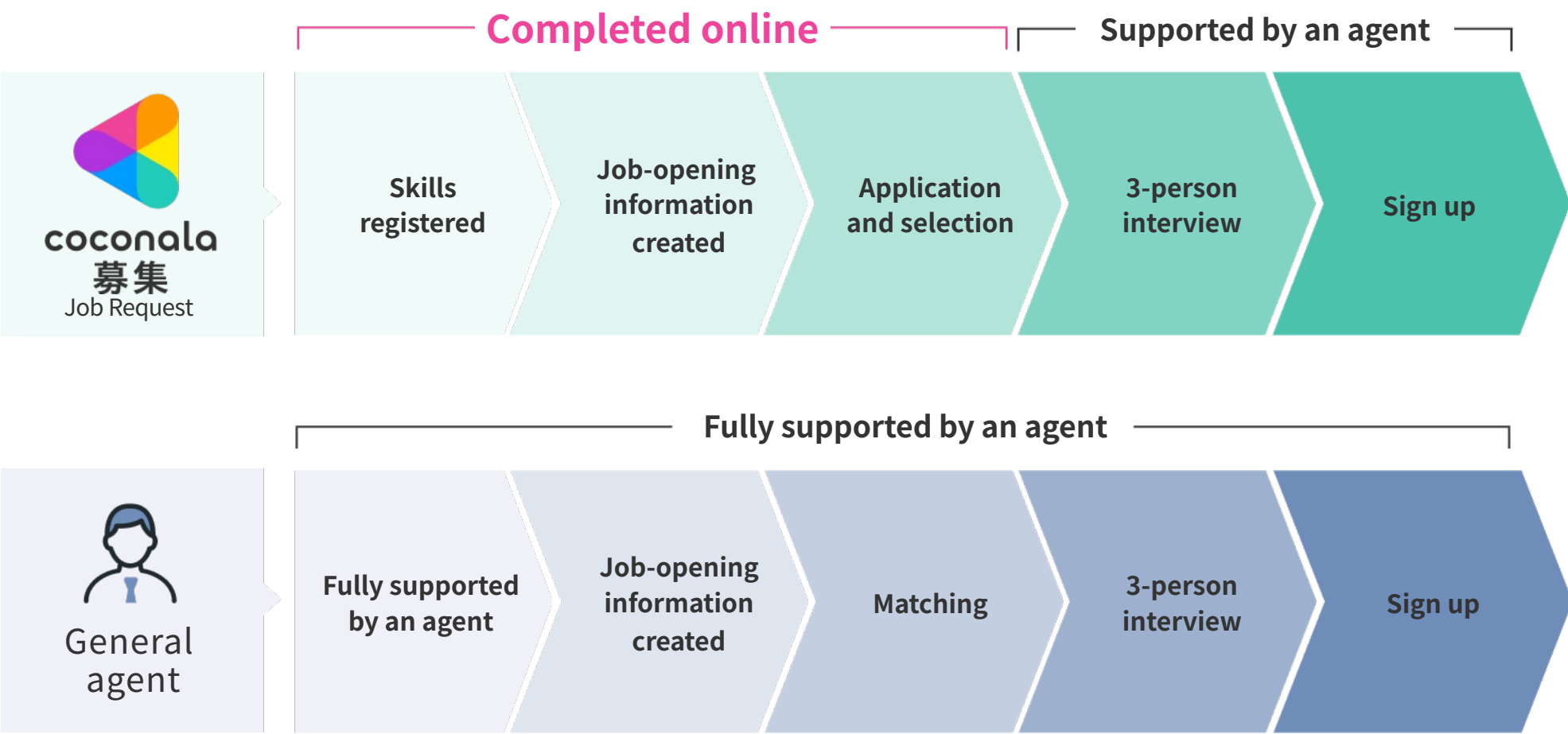
Conduct three-way interview with candidate and coconala operating staff



4. Contract and work commencement

Work commences after terms and conditions are finalized, intermediated by coconala operating staff

In the case of continuing services, matching is possible with far fewer man-hours of sales staff than the case of the agent business. An agent attends from an interview to provide support until the conclusion of a contract; this provides the sense of security for the company and simplifies procedures. Rolling out successful cases of matching in the agent business provides top-line growth more efficiently



Can also meet the needs that could not be met by using a new matching method

WORKHERO Inc.



Needs and troubles

Provides BPO services of back offices, and had struggled to recruit operators who actually does the work

What they ordered

Recruitment of back office staff for accounting, labor and taxation

Reason why they have chosen coconala Job Requests

Wanted to use a medium that may be able to recruit multiple experienced workers all together at the desired hourly wage, while struggling to recruit operators

Feedback on usage

Want to use it in the sales area as well since we recently plan to focus more on such area

Sai Co., Ltd.



Needs and troubles

Wanted to renew the design of the corporate website, and sought ways to make requests by easily comparing the request destination

What they ordered

Design of home page of corporate website

Reason why they have chosen coconala Job Requests

We had a feeling of satisfaction as we were able to choose from multiple proposals

Feedback on usage

Very satisfied with the high quality



A leading media platform for legal consultation in Japan to which more than 1 in 10 domestic lawyers are registered. A recurring-revenue business model that collects a monthly charge from lawyers subscribing to a subscription plan.



Achieved user acquisition in the intended domain

- Lawyers can choose from 15 major and ~400 subcategories (e.g., divorce, inheritance)
- Over 20,000 monthly inquiries to listed lawyers
- Consultations from both individuals and businesses

Professionally crafted pages by specialized staff

- Expert team with 1,500+ lawyer ad projects provides hands-on support
- Interview content produced by professionals, including research and photography

Accessible pricing and strong client satisfaction

- Lower entry threshold than most platforms
- From 30,000 yen/month with 6-month contract
- 98%+ retention rate indicates high satisfaction

It has accumulated results steadily since the start of its services in 2016 and become Japan's top-class^{*1} platform in the area of legal consultation



^{*1}: Market research on legal consultation platforms (search for No. 1), by Trending Future Research Institute inc. (as of September 26, 2024)

Strong support for law offices to attract customers online

Sadanaga Law Office



貞永法律事務所
Sadanaga Law Office



Area of expertise

Corporate legal work with close attention to an actual situation, by taking advantage of working experience as an employee at an automobile company and a game company

What they ordered

We were struggling to implement SEO measures in the early years after launching the office.

We considered it superior as a tool to provide office information instantly.

Effect of services

Accepted four cases in one month after published for a charge

Habataki Law Office



はばたき法律事務所
HABATAKI LAW OFFICE



Area of expertise

Addressing various needs from familiar legal troubles to corporate legal work as a local counselor entrenched in Gunma Prefecture

What they ordered

We thought that a portal site would allow us to reach customers extensively as a means in the early stage of attracting customers online.

Effect of services

We received more online inquiries including through our website.



Agent service that matches IT freelancers with various “skills, knowledge and experience” with companies



Solving the problems of companies regarding IT/DX

- Introducing IT talent in high demand as freelancers, especially IT engineers, project managers/PMOs, and designers
- Flexible requests can be made according to the skills and work hours required based on the project or proposal

Flexibly responding to sudden demand

- Proposing multiple candidates as soon as possible after talent requirements are shared
- Possible for candidates to quickly join project in as little as three days, including interview, signing of contract, etc

Introducing talent with diverse skills

- Able to propose talent with diverse skills from both registered users of services and coconala Skill Market's database

coconala Tech (formerly an consulting) , which has a history of over ten years, joined the Group in June 2024. The value that can be provided expanded significantly for both clients and freelancers

Track record of supporting freelancers for more than ten years*¹



Cumulative number
of client companies

6,445



Retention rate of
customer service

98.9%



Cumulative number
of registered
freelancers

21,170



Retention rate of
freelance service

95.9%

*1: 2024年11月末時点実績

The service is used by a wide range of clients from large companies to self-employed people

Uzabase, Inc.



Needs and troubles

With our development team expanding rapidly along with business growth, we needed to secure engineers that fit our organization in order to maintain and expand the team without impairing our development culture.

What they ordered

Full-stack software engineers

Feedback on usage

All persons who joined us hone their skills every day with an interest in technology and a desire for self-improvement; we want them to work for a long period of time.

International Sports Marketing Co., Ltd.



Needs and troubles

Employees in charge of reviewing codes were overwhelmed by work, and we were looking for a person that we can ask to do review work for about 20 hours a month.

What they ordered

Person for code review

Reason why they have chosen coconala Tech

- Speedy suggestion within the same day
- Staffing of a person who matches needs pinpointed



coconala アシスト

Assist

Agent business that matches full remote assistants who fit the job type, level and experience with companies



Referring talent suitable for the needs of companies

- Referring a diverse array of talent by utilizing the database of 1 million people
- Referrals range widely from administrative, secretarial, and other assistants to HR, accounting, creative, and other skilled talent

Placing requests is easy, starting from 40 hours a month

- Requests do not necessarily have to be full time but can also be cases like “when needed during busy season” or “only during the morning every day”

Zero recruitment cost, starting from 80,000 yen per month

- No additional costs such as recruitment fees or referral fees
- As we introduce professionals with relevant work experience, no training costs are required

Introducing persons who just match various needs of clients

Sato Special Oil Co., Ltd.



Needs and troubles

Along with business expansion, they decided to hire new graduates for the first time in five years. However, there was no person with knowledge in the company.

What they ordered

Advice and support regarding all aspects of new-graduate employment

Reason why they have chosen coconala Assist

We were able to ask a person with knowledge on the spot.

Feedback on usage

We received an introduction to a perfectly fitting person; it was very helpful. For other areas such as marketing, we want to consider making a request too.

Nippon Care Communications Co.,Ltd.



Needs and troubles

Along with employee's leave of absence, they considered outsourcing some business in his charge.

What they ordered

Creation and operation of a corporate website

Reason why they have chosen coconala Assist

We were able to ask for work on a one-to-one basis. It carefully helped us define personnel requirements.

Feedback on usage

We felt that business opportunities with external resources with deep knowledge also lead to improvement of internal staff's skills.



Top creators perform production tasks with the reconsignment by coconala with contracts (contracting) made via coconala
coconala is in charge of the assignment of the right talent and project management



Contract is with coconala

- coconala provides fine-tuned support for operations to proceed smoothly as the go-between with the creators, catering to the needs of corporate clients that cannot place orders directly with individuals

Performed by top creators in their real names

- Dedicated persons in charge refer top creators in their real names optimal to the client

High cost performance

- Realizing high cost performance as there is no going through production companies or agencies

Provide high-quality services mainly to major companies and major company groups

TOHKnet Co., Inc.



Needs and troubles

- There was a need to quickly produce flyers, sales materials, white papers, etc., within limited time and human resources
- It was necessary to create each piece of material with a marketing perspective to drive website traffic and support inside sales activities

What they ordered

Creation of various materials

Reason why they have chosen coconala Pro

- Based on the basic contract with Coconala, I was able to easily introduce multiple skilled professionals who met my needs with a simple procedure
- I was introduced to creators with the required knowledge and excellent skills in crafting catchy content, allowing for smooth production with just one meeting and material sharing

Mizuho Pochette Co., Ltd.



Needs and troubles

Finding a company that can provide high-quality output without failure within a limited time was an issue

What they ordered

Creation of logo and company brochure

Reason why they have chosen coconala Pro

They have a good understanding of businesses, and introduced the right expert More time can be spent on the main business as they promptly responded to the requests

SaaS service that improves business efficiency at companies by making the latest AI models easy for anyone to use and making it possible to save money through bundled use



 **coconala AIスタジオ**
AI studio

Generate output just
by entering items

Client company



General business
operations

Marketing

Sales

Image
creation

HR/CS

No AI knowledge required. Anyone can use it

- Anyone can easily create output by simply entering data based on a generation template
- Supports sales, marketing, writing, image creation, and general business operations. Over 600 templates available for business use

High-quality output

- Generated templates and prompts are supervised by experts in each field
- Customized templates can also be created that are tailored to company-specific operations

Able to save money through bundled use

- Able to select and use the latest AI model that is optimal for each output
- Templates are equipped with the optimal AI model. Designed to make it easy to decide which AI tool should be used

Offering unique templates tailored to each company. Reducing costs by up to 80%

HA-LU Inc.



Needs and problems

Writing scripts for short videos on TikTok and other platforms took up to six hours of production time per video.

What they ordered

Automating scriptwriting for short videos

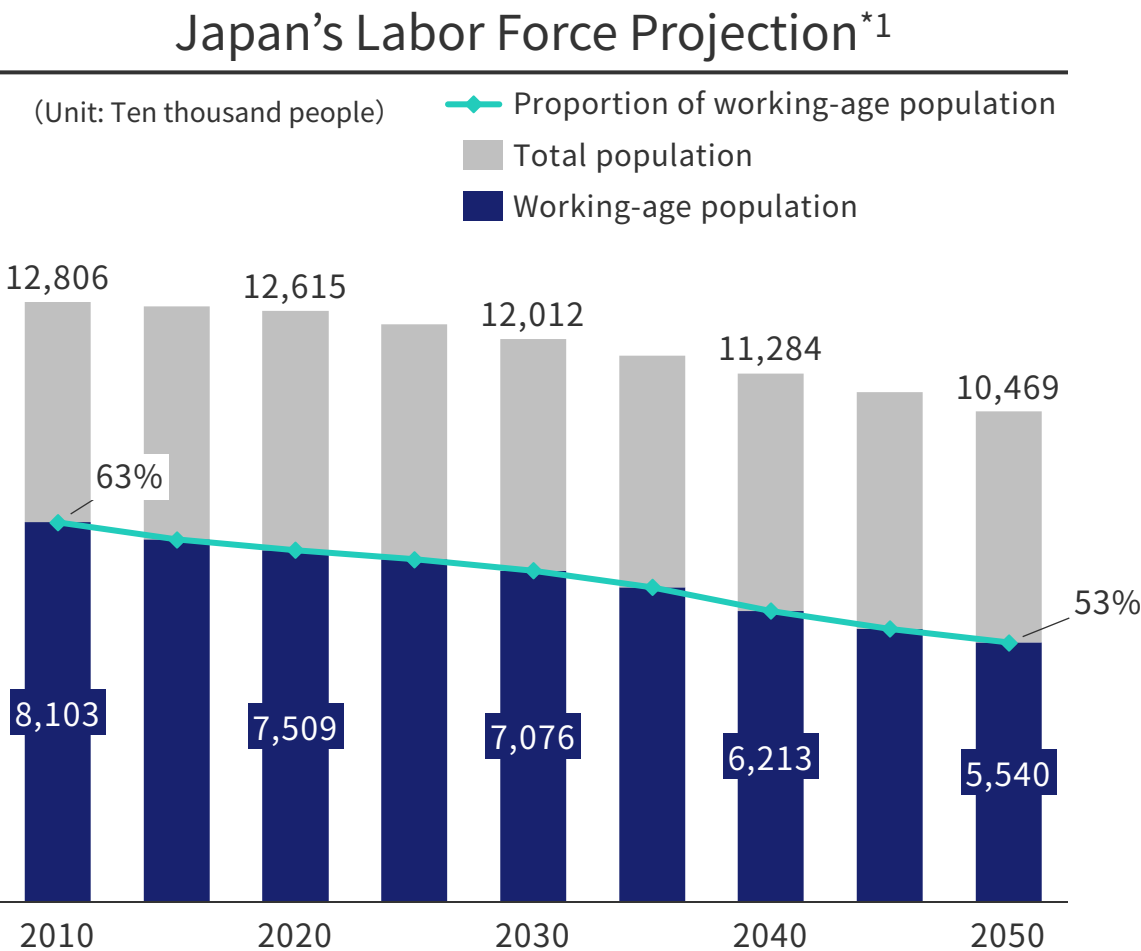
Feedback on usage

- Easy for anyone to use by simply entering information based on the template
- High-quality output is achieved through the development of unique prompts. Through training with in-house data as well, it was possible to reduce costs by over 80%

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Projections of Japan’s working-age population gradually decreasing suggest that securing work force through full-time employment would become increasingly challenging going forward, calling for solutions for tackling labor shortages



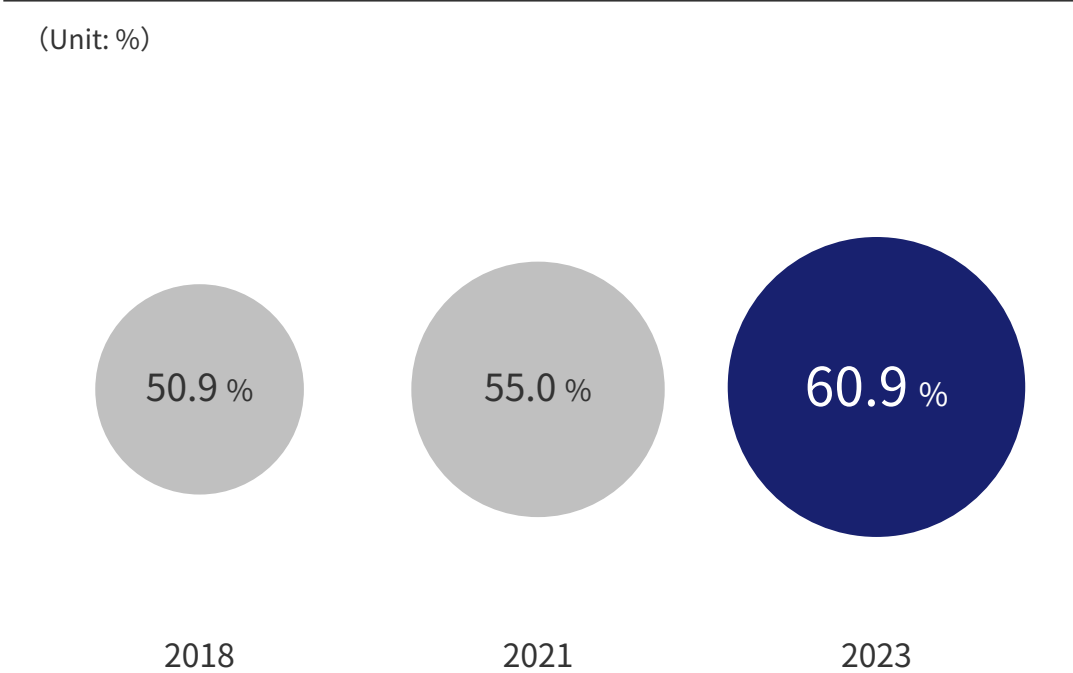
- ✓ With the fertility rate decreasing year by year in Japan, total population is projected to fall below 100 million in 2056
- ✓ Working-age population to decrease to approximately 50% in 2050
- ✓ Securing workers is expected to become more and more challenging going forward
- ✓ Need for new solutions not bound to full-time employment as the single way to work

^{*1}: Prepared by coconala Inc. based on the Cabinet Office’s “Annual Report on the Ageing Society FY2024” (June 2024)

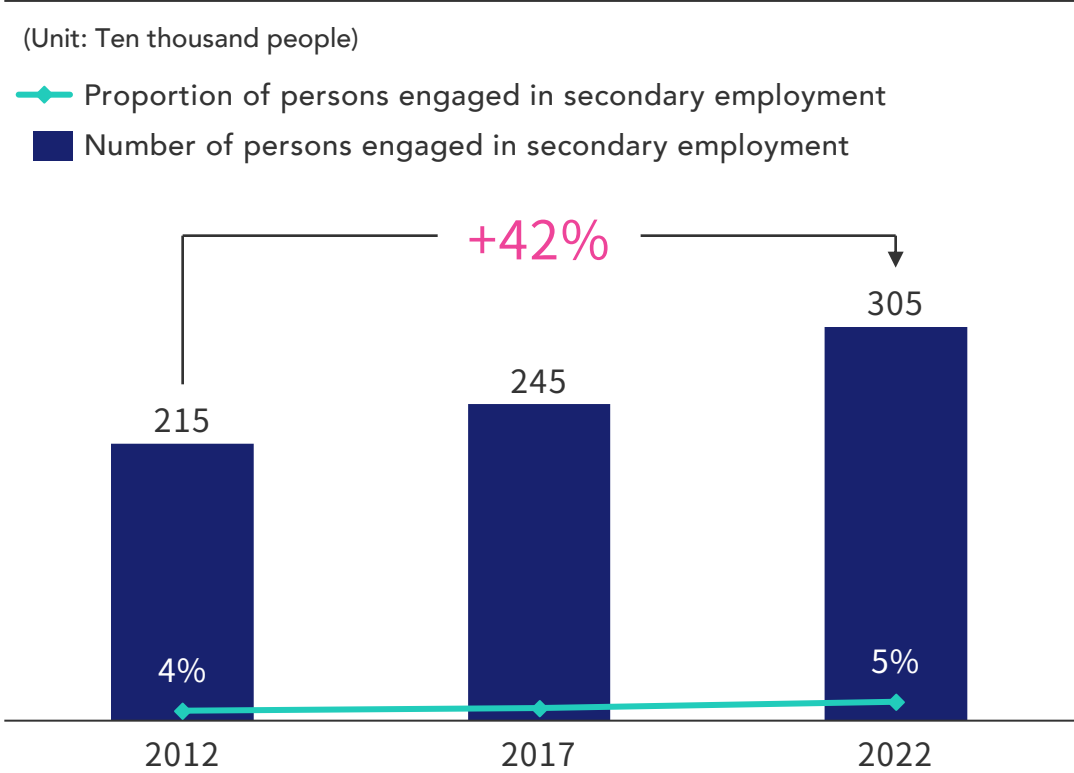
The proportion of Japanese companies not banning secondary employment has exceeded 60% in recent years, and the number of persons engaged in secondary employment, too, has increased by more than 40% over the past decade.

The environment is increasingly becoming one that would facilitate easier participation by persons taking on secondary employment

Proportion of Japanese Companies Not Banning Secondary Employment*1



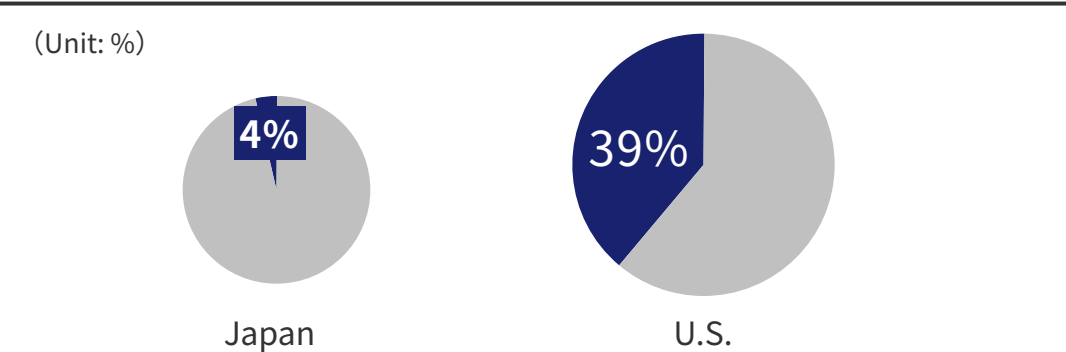
Population Engaged in Secondary Employment in Japan*2



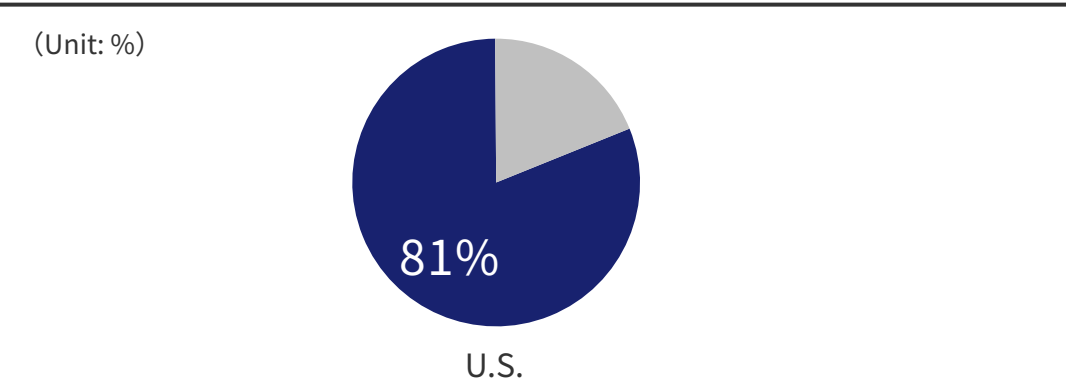
*1: Prepared by coconala Inc. based on PERSOL RESEARCH AND CONSULTING's "Third Quantitative Survey on the Actual Situation and Awareness of Secondary Employment" (October 2023)
*2: Prepared by coconala Inc. based on the Statistics Bureau of the Ministry of Internal Affairs and Communications' "2022 Employment Status Survey" (July 2023)

With ample room for growth in Japan’s freelance population, corporate utilization opportunities will, too, highly likely increase. Able to approach from both the freelancer and corporate sides, the service offering of coconala’s Ecosystem is quite highly capable of contributing to tackling Japan’s social issue of labor shortages

Proportion of Freelance Population
(Japan vs. the U.S.)*1



Proportion Utilizing Freelancers (U.S.)*2



- ✓ The proportion of the freelance population differs from the U.S. by a substantial 35%, meaning that there is plenty of room for much of Japan’s labor force to participate as freelance talent
- ✓ The utilization of freelancers is highly likely to serve as one solution for Japanese companies facing labor shortage concerns
- ✓ The opportunities and environment for making freelancing available as a choice of the way of working for workers and the environment for making freelancing available as an option for Japanese companies can both be provided through the service offering of coconala’s Ecosystem

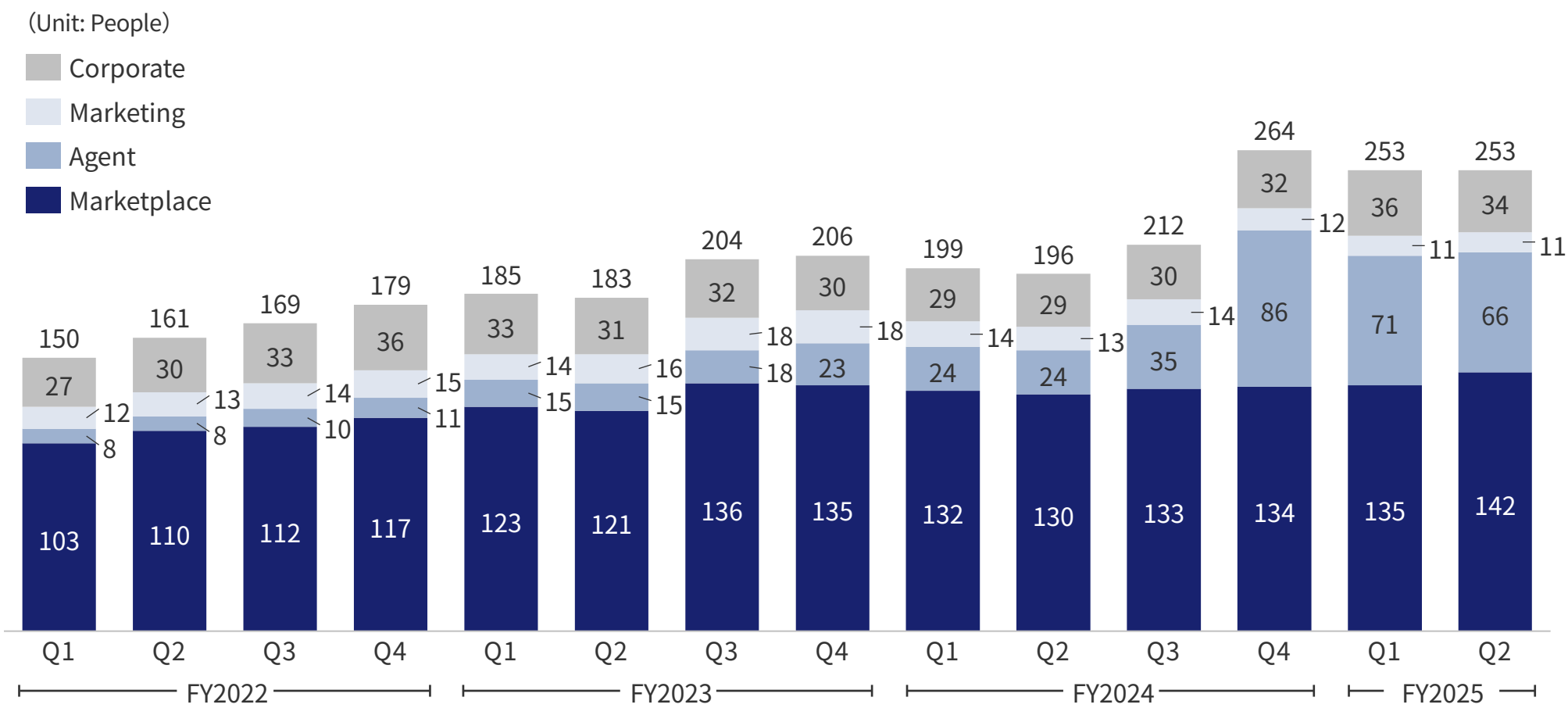
*1: Prepared by coconala Inc. based on the Statistics Bureau of the Ministry of Internal Affairs and Communications’ “Freelancers’ Ways of Working Grasped for the First Time as Fundamental Statistics (2022 Employment Status Survey)” (July 2023) and Upwork’s “Freelance Forward 2022” (December 13, 2022)
*2: Prepared by coconala Inc. based on Fiverr’s “PRESS RELEASE: 85% of U.S. Business Owners Plan to Implement a Hiring Freeze During Economic Downturn, According to New Data from Fiverr Business” (August 2022)

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Number of Employees by Business*1

Continue investing in new businesses, while investing in appropriate personnel based on the market environment



*1: Starting from the fiscal year ending August 2025, the aggregation definition has been revised due to a reorganization of the structure. Figures for the fiscal year ending August 2024 and earlier have been retroactively adjusted to reflect the new aggregation definition, which may differ from previously disclosed figures.

We are maintaining a sound financial base with sufficient cash and capital levels

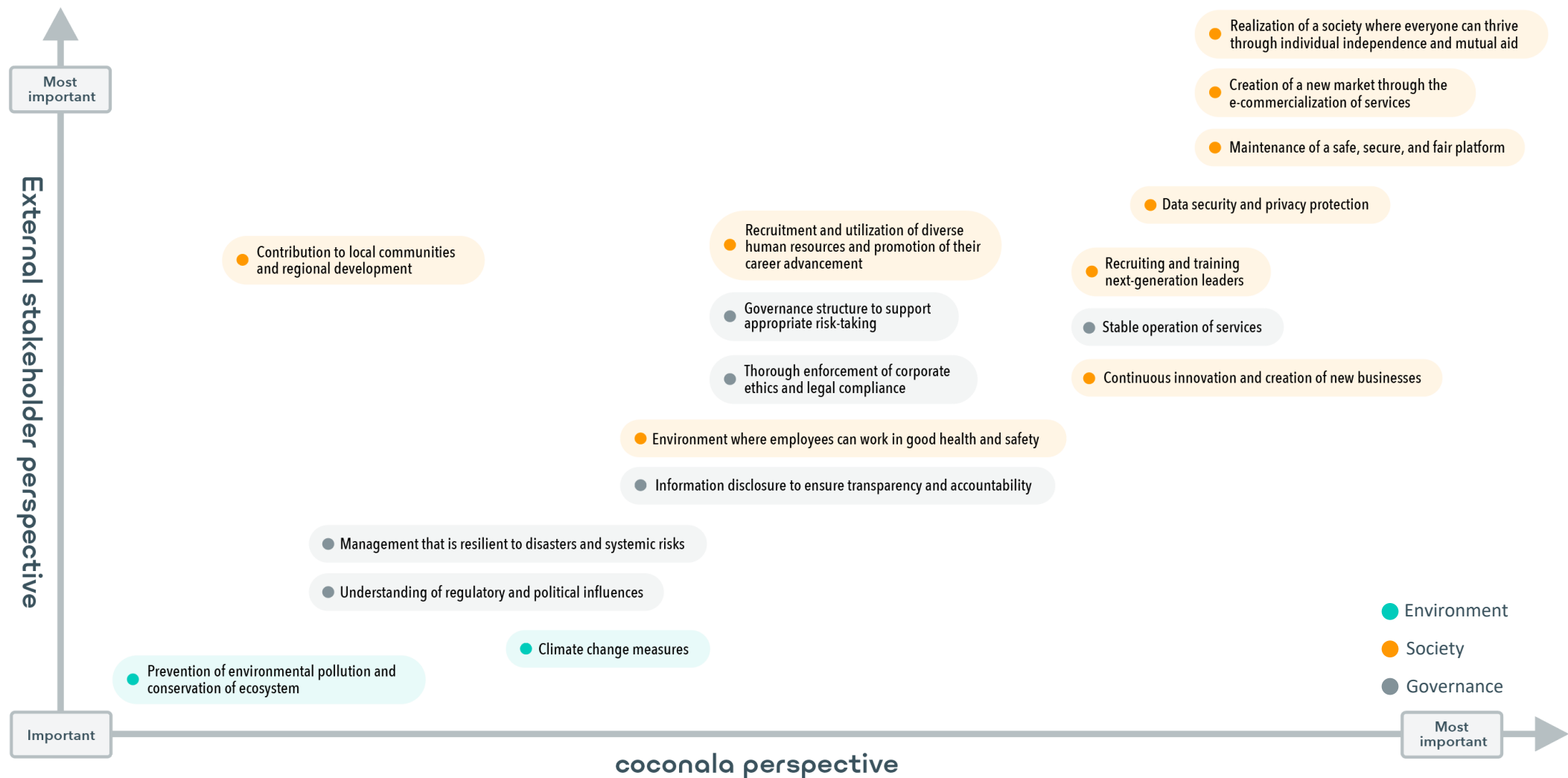
Aug. 2024 (Consolidated)

(Unit: MM JPY)	
Cash and deposits 3,905	Advances received 639
	Deposits received 1,061
	Other liabilities 2,769
Other assets 4,349	Other net assets 1,583
	Shareholders' equity 2,202

Feb. 2025 (Consolidated)

(Unit: MM JPY)	
Cash and deposits 3,464	Advances received 784
	Deposits received 849
	Other liabilities 2,370
Other assets 3,139	Other net assets 325
	Shareholders' equity 2,275

Formulated materiality map based on discussions with internal and external stakeholders. coconala places particular importance on social issues



This material includes forward-looking statements.

Such statements do not guarantee the realization of such outlook and includes risks and uncertainties. Please note that the actual performance may differ from the future outlook due to environmental changes, etc.

In addition, the information on companies other than coconala in this material are cited from the disclosed information, etc., and coconala does not verify nor guarantee the accuracy and adequacy of such information.



Create a world where each person lives their “own story”