CYND

Material on Financial Results for the Fiscal Year Ended March 31, 2025

CYND Co., Ltd. (Securities code: 4256)



Financial highlights for the full year

- 1. Financial highlights for the full year
- 2. Topics
- 3. Forecast of financial results for the fiscal year ending March 31, 2026
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Financial highlights for the fiscal year ended March 31, 2025



Net sales/YoY change

2.24 billion yen (FY25)/14.8%

Consolidated ARR₍₂₎/YoY change

2.21 billion yen (FY25)/15.2%

EBITDA₍₁₎/YoY change

0.57 billion yen (FY25)/18.9%

Number of contracted stores (consolidated)(3)/YoY change

20,699 stores (FY25)/18.1%

ARPU (BeautyMerit)(4)

15,447 yen (FY25)

ARPU (Kanzashi)(4)

4,186 yen (FY25)

Consolidated customer churn rate(5)

0.71% (FY25)

⁽¹⁾ EBITDA: Operating income + Depreciation and amortization + Amortization of goodwill.

⁽²⁾ ARR: Abbreviation for Annual Recurring Revenue. Calculated by multiplying monthly subscription net sales at each fiscal year-end by 12. An indicator representing expected net sales over the next 12 months from existing contracts as of fiscal year-end.

⁽³⁾ Number of contracted stores: Total number of stores under monthly billing contracts as of each fiscal year-end.

⁽⁴⁾ ARPU: Abbreviation for Average Revenue Per User. Average monthly fee per paying store.

⁽⁵⁾ Customer churn rate: Average cancellation rate over the past 12 months based on the number of contracted stores.

Differences between forecast of consolidated financial results for the fiscal year ended March 31, 2025 and results



Due to the recording of deferred tax assets at a subsidiary, net income significantly exceeded the forecast of financial results

Millions of yen	FY24 Results	FY25 Previous forecast (announced May 14, 2024)	FY25 Results	Change from previous forecast
Net sales	1,952	2,244	2,241	(0.1)%
EBITDA ₍₁₎	479	540	570	5.7%
Operating income	161	223	237	6.3%
Ordinary profit	153	212	227	7.5%
Profit attributable to owners of parent	38	40	112	180.6%

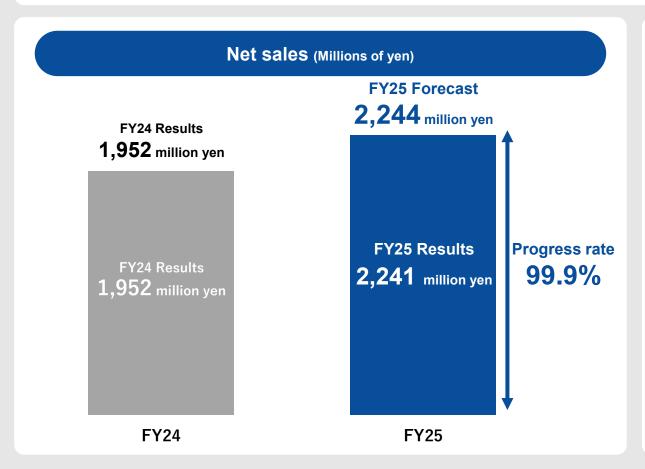
⁽¹⁾ EBITDA: Operating income + Depreciation and amortization + Amortization of goodwill.

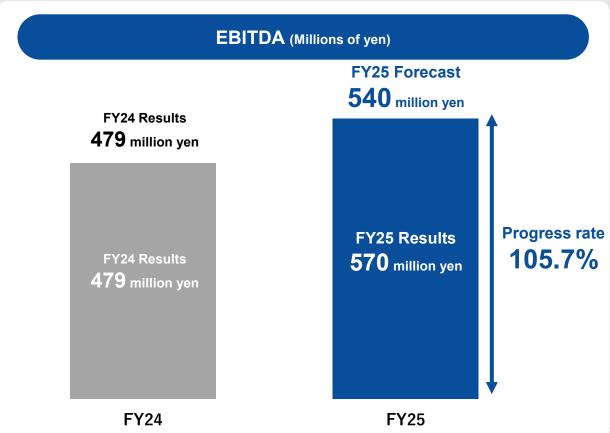
^{*}For details, please refer to the "Notice Regarding Differences Between Full-Year Forecast of Consolidated Financial Results and Results and Recording of Income Taxes – Deferred" disclosed on May 15, 2025.

Progress of net sales and EBITDA



Net sales were generally in line with the forecast of financial results, and EBITDA exceeded the forecast of financial results





Progress of the fiscal year ended March 31, 2025



Millions of yen		FY25 (Results)	FY25 (Forecast)	Progress rate
Net sales	Consolidated	2,241	2,244	99.9%
	CYND	1,685	1,691	99.7%
	Pacific Porter	555	553	100.5%
EBITDA ₍₁₎	Consolidated	570	540	105.7%
	CYND	473	464	102.2%
	Pacific Porter	96	76	127.4%
Operating income	Consolidated	237	223	106.3%
	CYND	440	447	98.5%
	Pacific Porter	80	59	135.9%
Ordinary profit	Consolidated	227	212	107.5%
	CYND	431	436	99.0%
	Pacific Porter	79	58	137.3%
Net income	Consolidated	112	40	280.6%
	CYND	281	261	107.8%
	Pacific Porter	109	58	188.8%

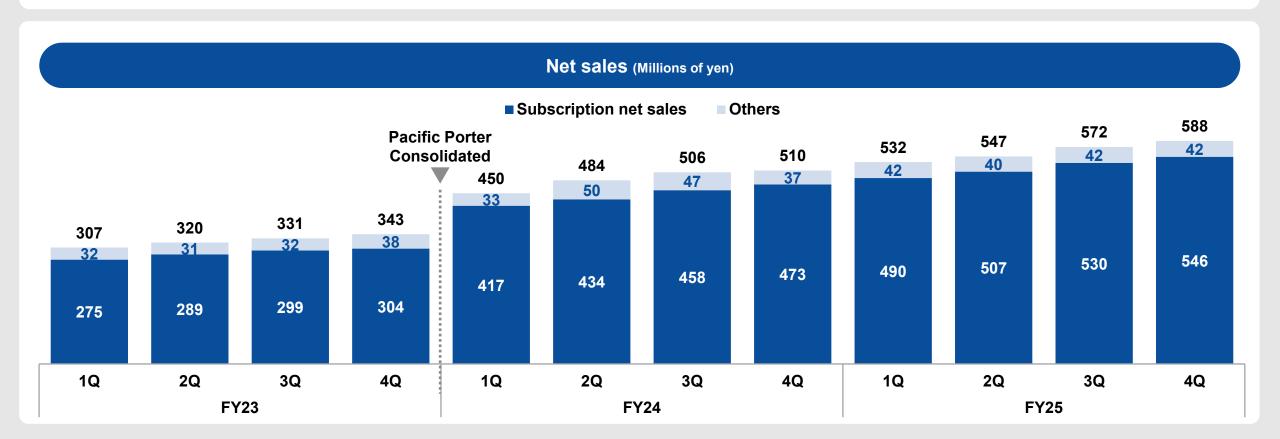
- Net sales were generally in line with the plan, driven by steady growth in the number of contracted stores of each company
- EBITDA also progressed as planned for each company, and in the case of Pacific Porter, profits at each level exceeded expectations due to cost controls being more effective than anticipated relative to net sales growth
- Consolidated net income significantly exceeded the plan, mainly due to the recording of deferred tax assets at Pacific Porter

⁽¹⁾ EBITDA: Operating income + Depreciation and amortization + Amortization of goodwill.

Quarterly trends in net sales



Net sales grew +15.2% YoY, and subscription net sales(1) grew +15.4% YoY

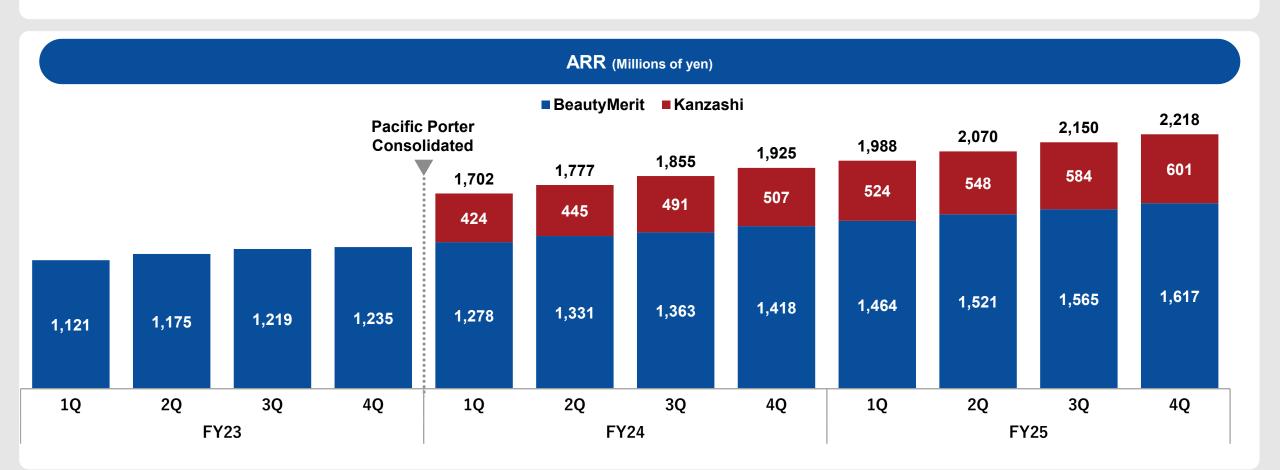


⁽¹⁾ Subscription net sales: Total monthly recurring fees included in net sales.

Quarterly trends in ARR



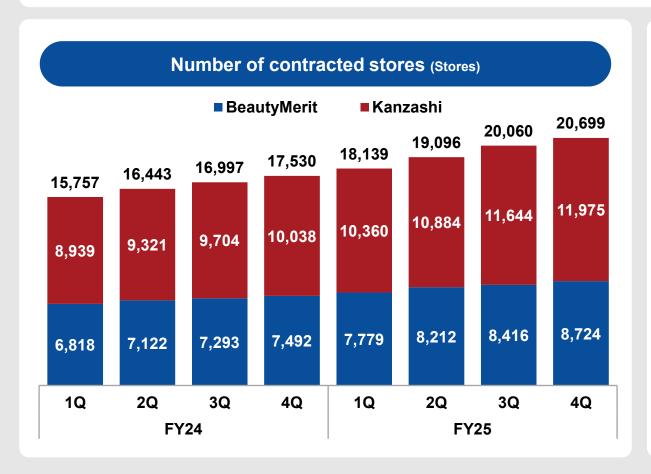
The number of contracted stores at each service grew steadily, and ARR grew +15.2% YoY

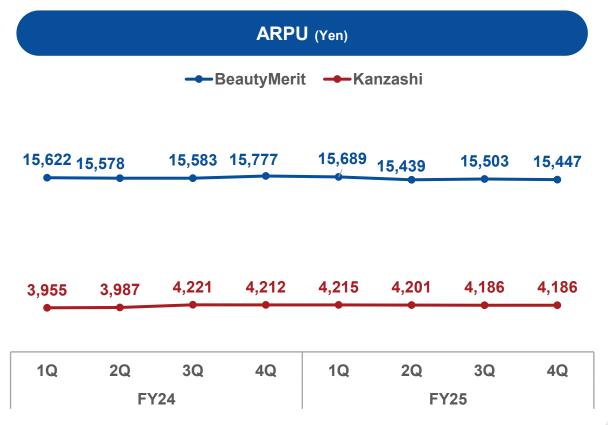


Quarterly trends in the number of contracted stores and ARPU



Due to contracts with major chain stores, etc., the number of contracted stores grew +18.1% YoY

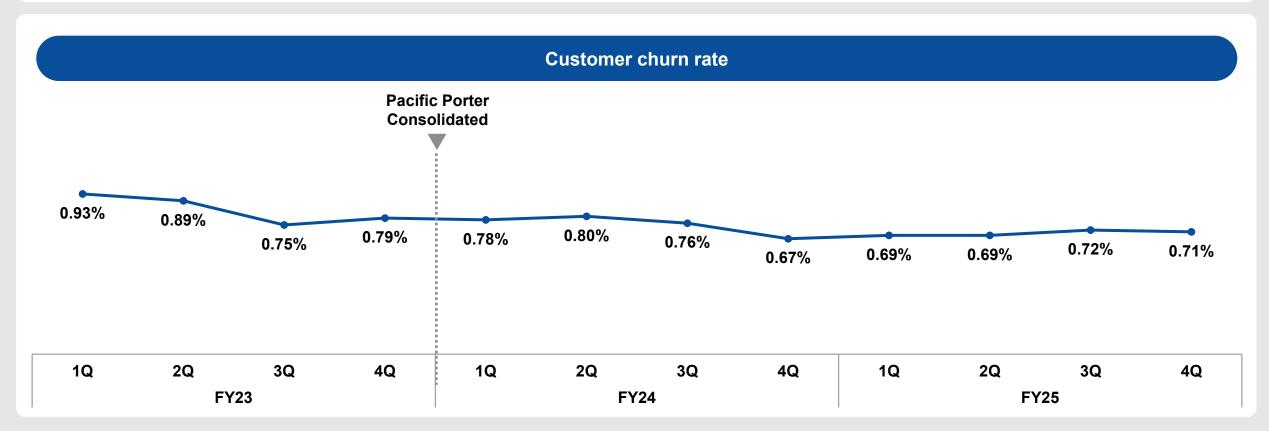




Quarterly trends in the customer churn rate



Customer churn rate continued to be maintained at 1.0% or below at 0.71%

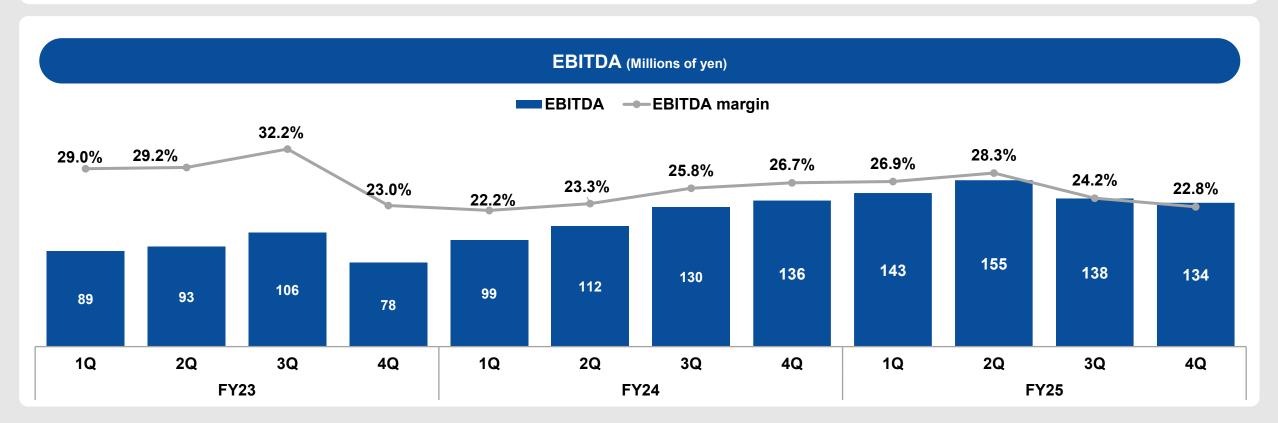


^{*}Starting from 1Q of the fiscal year ended March 31, 2024, customer churn rate is calculated based on the combined number of contracts for BeautyMerit and Kanzashi.

Quarterly trends in EBITDA(1)



Due to investment in personnel, 4Q was nearly flat compared to 3Q, when one-time costs associated with the head office relocation were recorded

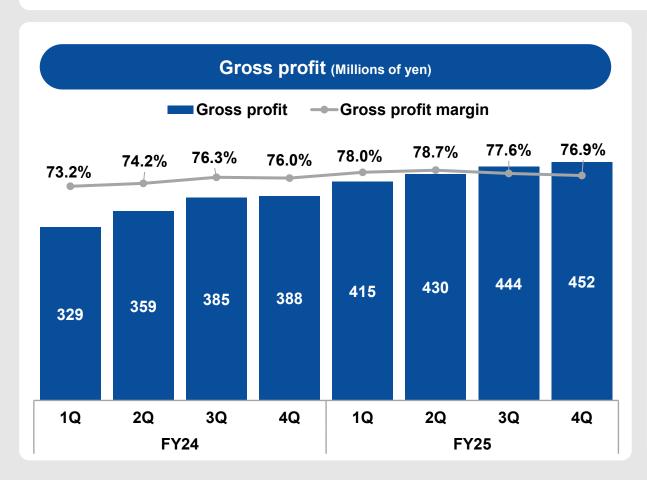


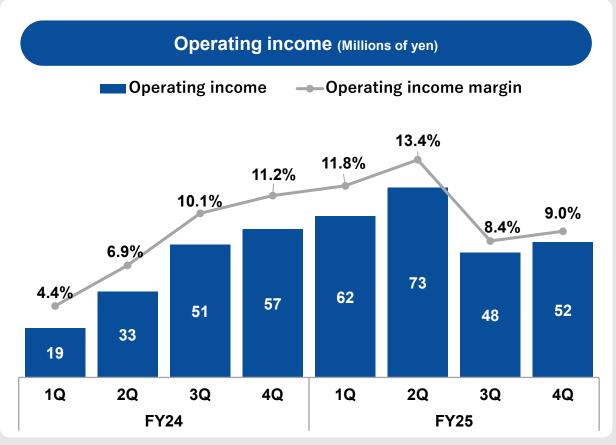
(1) EBITDA: Operating income + Depreciation and amortization + Amortization of goodwill.

Quarterly trends in gross profit and operating income



Gross profit grew +16.5% YoY due to increased net sales, and due to investment in personnel, etc., operating income increased slightly from 3Q, when the head office relocation took place

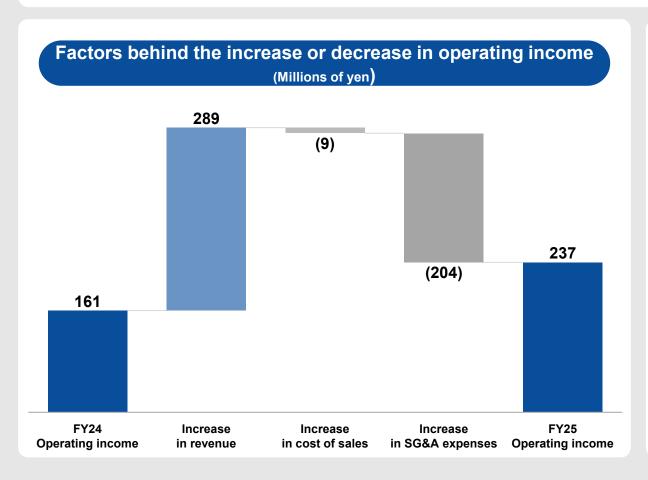


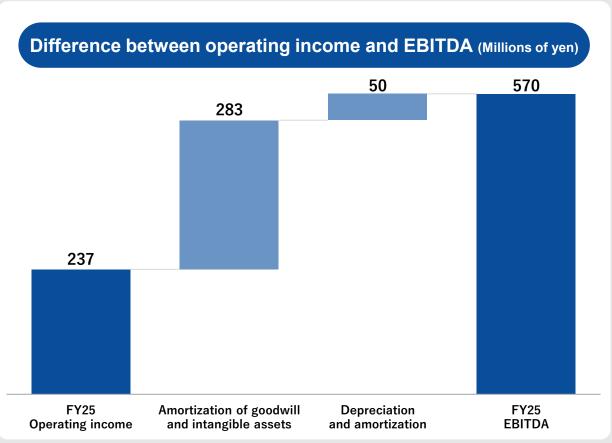


Factors behind the increase or decrease in operating income and the difference between operating income and EBITDA



Operating income grew +46.6% YoY, due to increased revenues and profit contributions from subsidiaries, and amortization of goodwill and intangible assets were 283 million yen

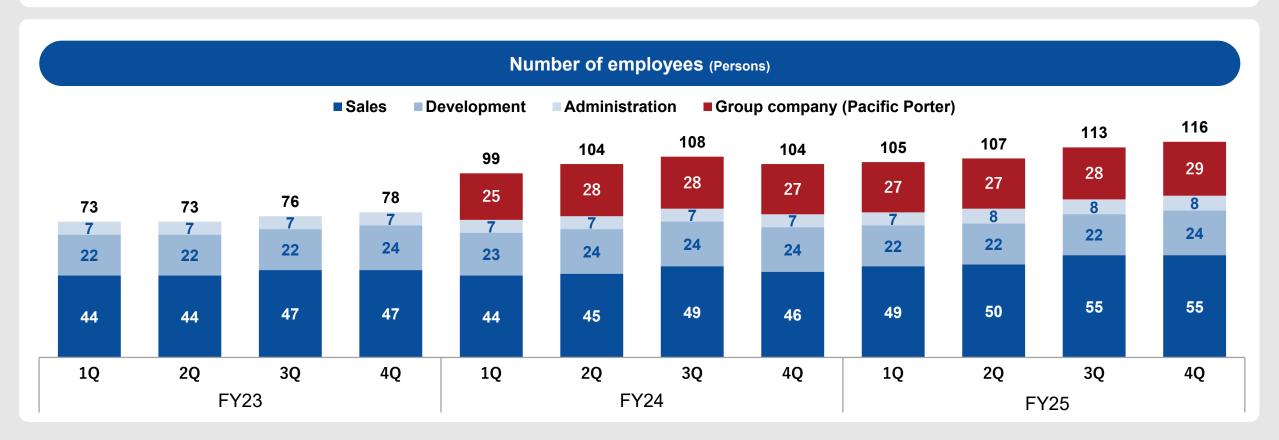




Quarterly trends in the number of employees(1)



Increased by 3 QoQ, bringing the total number of employees in the group to 116



(1) Number of employees at the end of each period.

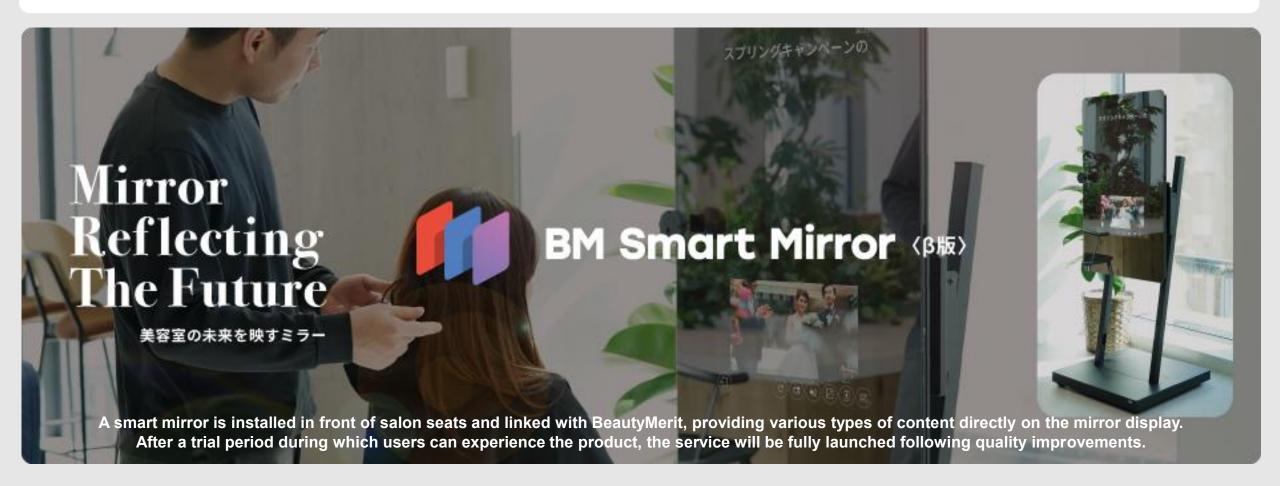




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Released a beta version (trial version) of "BM Smart Mirror" as a new business





Forecast of financial results for the fiscal year ending March 31, 2026

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Forecast of financial results for the fiscal year ending March 31, 2026



Millions of yen		FY25	FY26 (Forecast)	YoY Change
Net sales	Consolidated	2,241	2,582	+15.2%
	CYND	1,685	1,934	+14.7%
	Pacific Porter	555	647	+16.4%
EBITDA(1)	Consolidated	570	645	+13.2%
	CYND	473	549	+15.8%
	Pacific Porter	96	95	-1.9%
Operating income	Consolidated	237	315	+32.9%
	CYND	440	516	+17.2%
	Pacific Porter	80	82	+2.3%
Net income	Consolidated	112	164	+46.1%
	CYND	281	353	+25.5%
	Pacific Porter	109	89	-18.7%
Adjusted net income(2)	Consolidated	390	442	+13.2%

- CYND will continue to strengthen our efforts in sales enablement and focus on driving further overall growth across sales divisions.
- Pacific Porter plans to make investments to enhance the sales structure. As a result, profit levels are expected to remain on par with the fiscal year ended March 31, 2025.
- With continued reinforcement of the sales framework and partner network, etc., will plan for the number of contracted stores (consolidated) to reach 23,000 by the end of the fiscal year ending March 31, 2026.
- From the fiscal year ended March 31, 2024 onward, amortization of goodwill from the acquisition of Pacific Porter's shares (0.27 billion yen per year) will be recorded annually. The amortization period is scheduled to run for 10 years (through the fiscal year ending March 31, 2033).

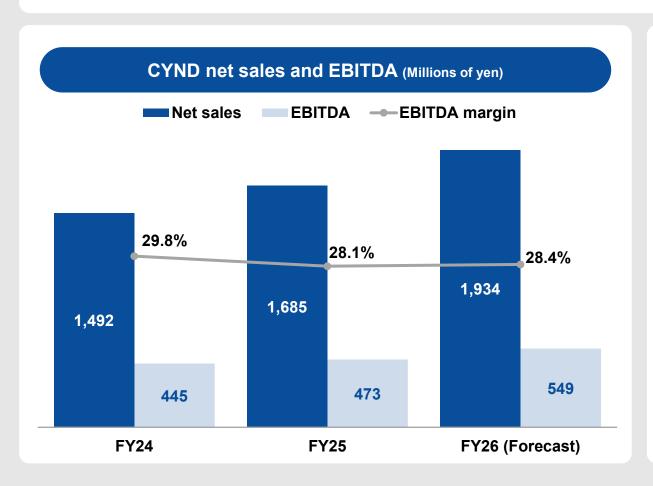
⁽¹⁾ EBITDA: Operating income + Depreciation and amortization + Amortization of goodwill

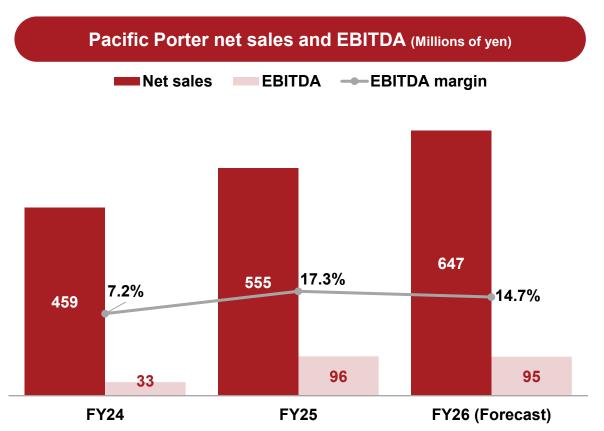
⁽²⁾ Adjusted net income: Net income + Amortization of goodwill + Amortization of intangible assets (After tax adjustments)

Forecast of financial results for each company for the fiscal year ending March 31, 2026



Plan for increased revenues due to the increased number of contracted stores of each company, and Pacific Porter plans for investment to strengthen the sales structure

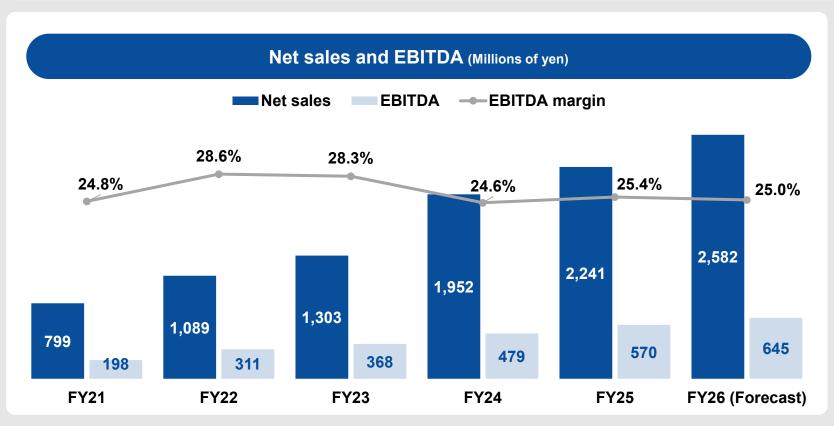


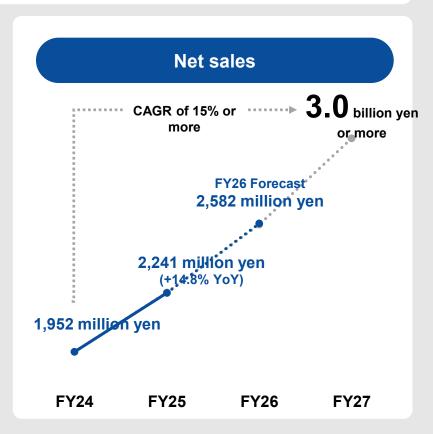


Mid-term financial targets₍₁₎ and forecast of consolidated financial results for the fiscal year ending March 31, 2026



Aim for increased revenues and increased profits, planning for net sales of 2.58 billion yen and EBITDA of 0.64 billion yen





(1) Consolidated net sales of 3.0 billion yen or more for the fiscal year ending March 31, 2027, and 20%-30% EBITDA margin each period.





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CYND

Connecting Hearts through Technology

-Beauty industry infrastructure-

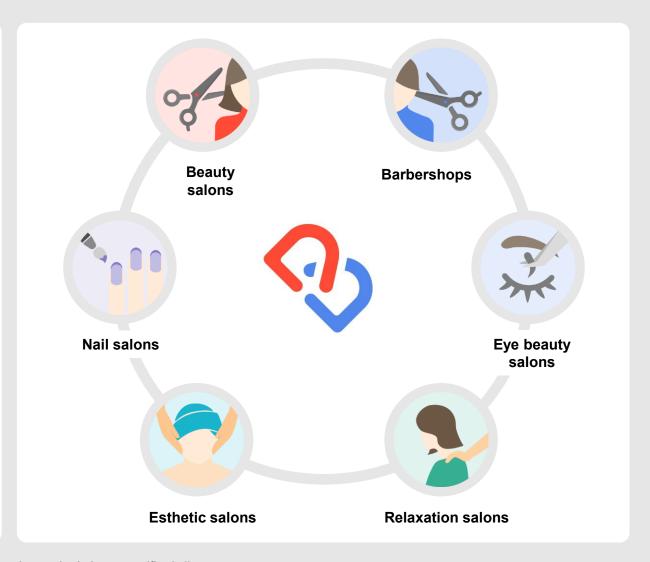
Vertical SaaS₍₁₎ specializing in hairdressing and beauty services





Reservation management system called "BeautyMerit" for beauty salons.

Built around reservation management, provide a subscription-based model that offers services that support connections between stores and customers.



(1) A service that delivers software specialized for specific industries or sectors via the Internet or other computer networks to solve industry-specific challenges.

In-house reservation system that supports the enhancement of customer experience CYND



In-house reservation system that supports connecting stores and customers



Smartphone application

Features such as point and rank systems to encourage repeat visits, chat functions for aftercare. and e-commerce capabilities for product sales enable salons to provide customer service online that was previously only possible in-store.

LINE Mini App

Provides a reservation interface within LINE, one of Japan's largest communication apps. Since all notifications are also delivered via LINE, it helps prevent missed reservation confirmations.





Web reservation function

Online reservations can be enabled simply by adding a link to the salon's website or social media profiles.



Instagram reservations

A "Book Now" button is placed on the top page of an Instagram account, guiding users directly to the online reservation system.

Reserve with Google

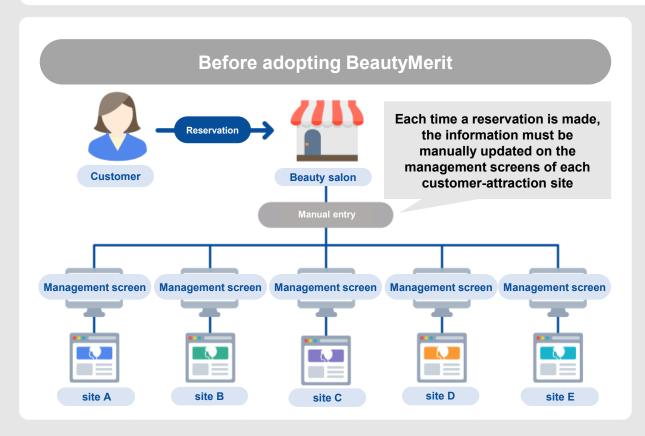
Seamlessly guides potential customers from Google Search or Google Maps directly to the online reservation system.

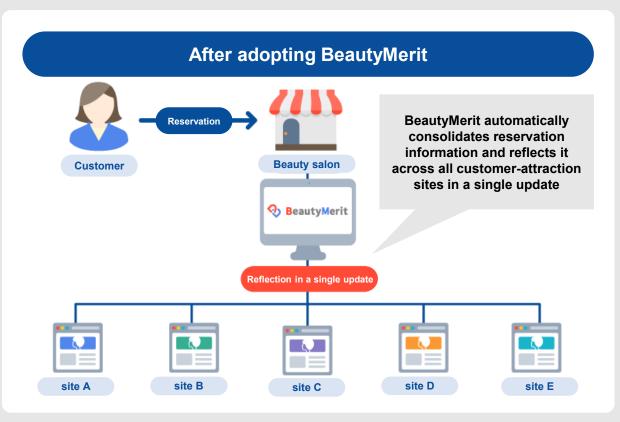


Centralized management function that automates the management of customerattraction sites



Automatically consolidates reservation information from customer-attraction sites₍₁₎ and automatically reflects the salon's availability, significantly reducing the workload associated with reservation management



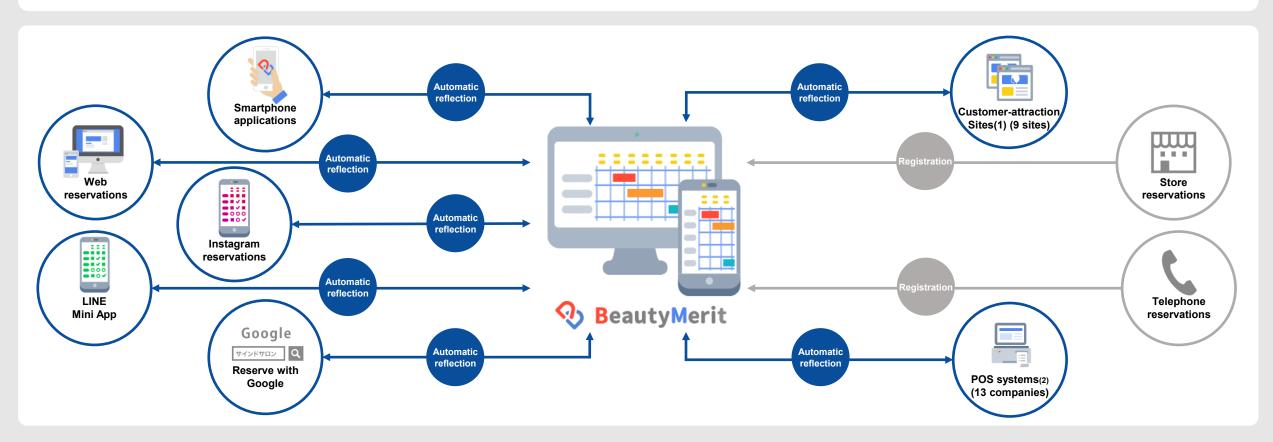


(1) Customer-attraction sites: Online media designed to support beauty salons in acquiring new customers.

Centralized management function that supports the digital transformation (DX) of reservation management operation



Automates previously fragmented reservation management operations, enabling centralized management of reservations and customer information



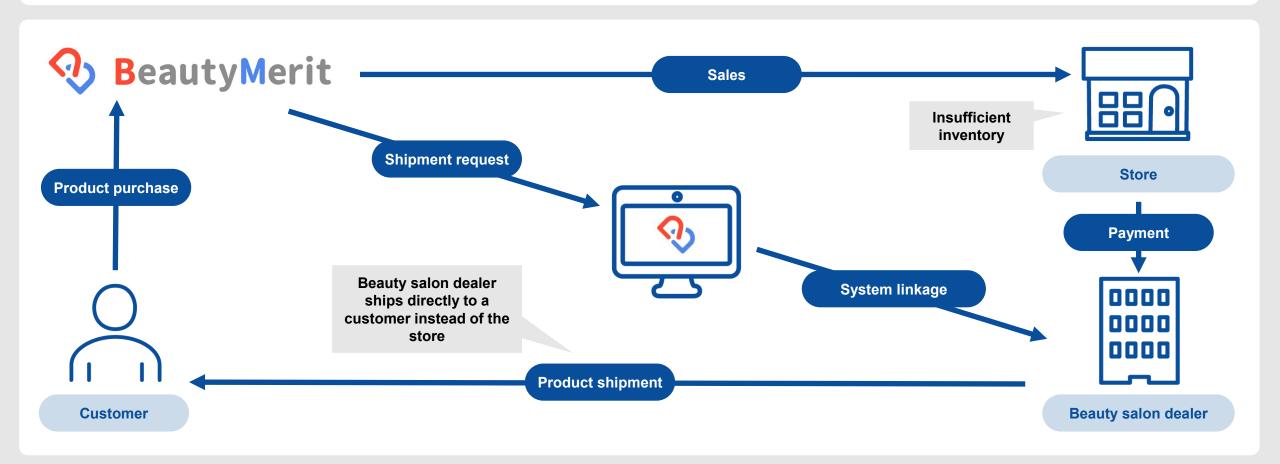
⁽¹⁾ Customer-attraction sites: Online media designed to support beauty salons in acquiring new customers. The number of integrated platforms (nine customer-attraction sites) is as of March 31, 2025.

⁽²⁾ POS systems: A point-of-sale system that records and aggregates sales data. The number of integrated POS providers (13 companies) is as of March 31, 2025.

Collaboration with beauty salon dealers with e-commerce functionality



By having beauty salon dealers handle packaging and shipping operations, beauty salons can build an online shopping platform without operational burden



Overview of centralized reservation management system "Kanzashi"





Streamline beauty industry reservations

with the "Kanzashi" centralized

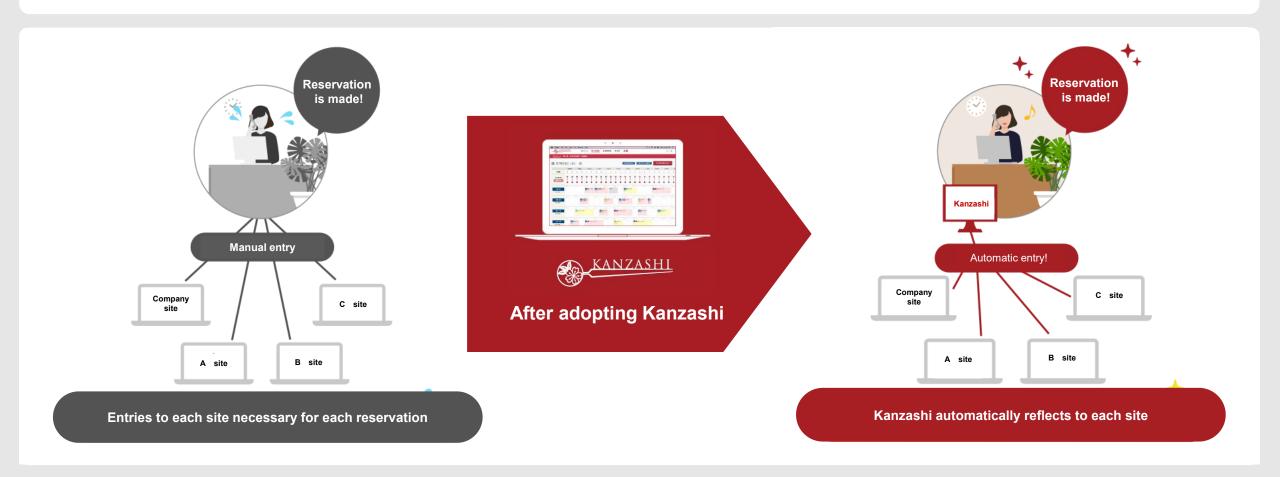
Industry-leading [Monthly] 5,500 yen (including tax)

*Pricing may differ when linked with POS systems.

Kanzashi linkage diagram



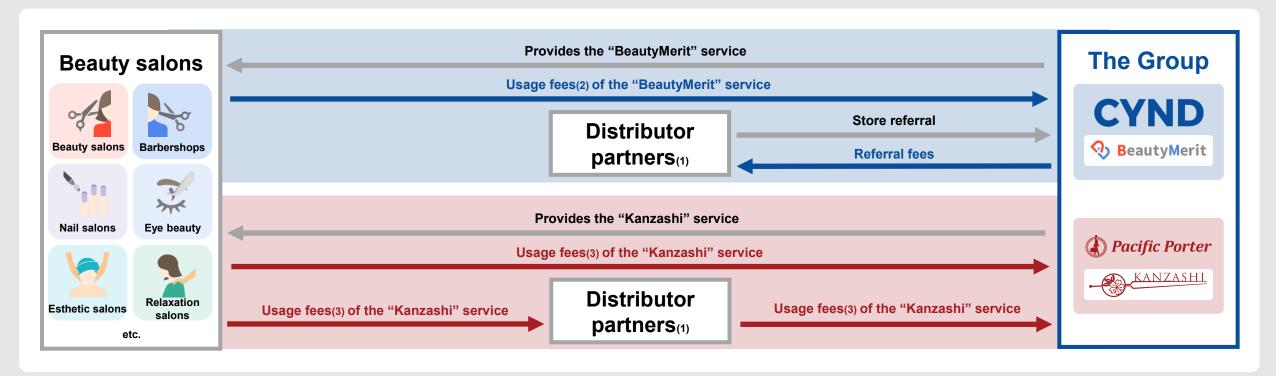
A centralized reservation management service that consolidates reservations from various sites



Business model



The primary source of revenue is a subscription-based model that collects monthly usage fees from beauty salons



(1) Distributor partners: Hairdressing and beauty industry-related businesses that introduce or sell our services to beauty salons.

(3) For "Kanzashi," a monthly subscription fee (subscription-based) is charged as the service usage fee.

⁽²⁾ For "BeautyMerit," in addition to monthly subscription fees (subscription-based), an initial setup fee is charged at the time of onboarding to support smooth implementation at beauty salons. This includes account issuance and initial configuration. Additional revenue is also generated through optional feature fees (subscription-based) and payment processing fees from the use of payment and e-commerce functions.





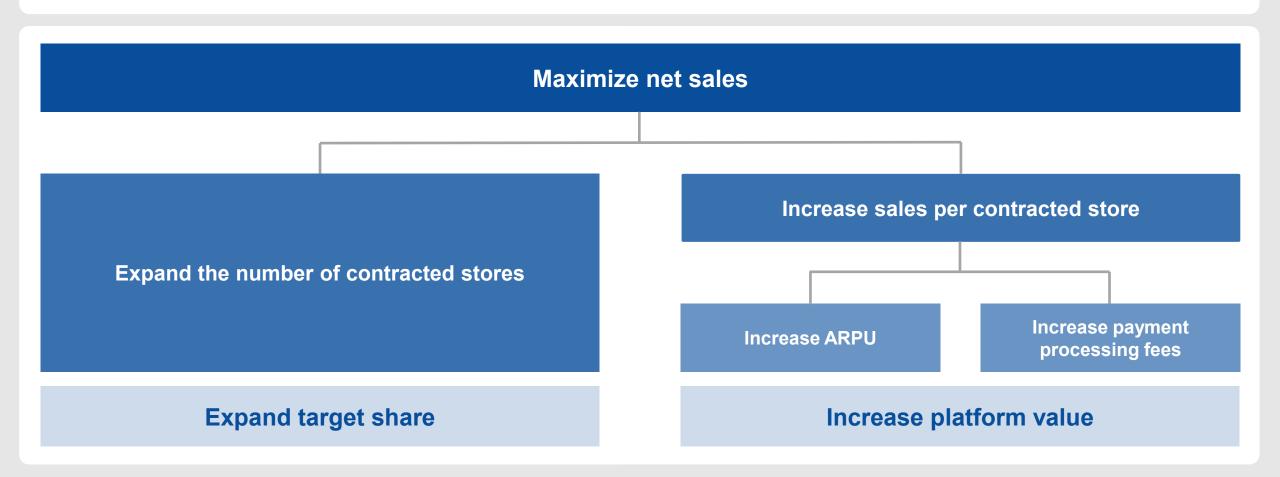
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Guidelines for growth

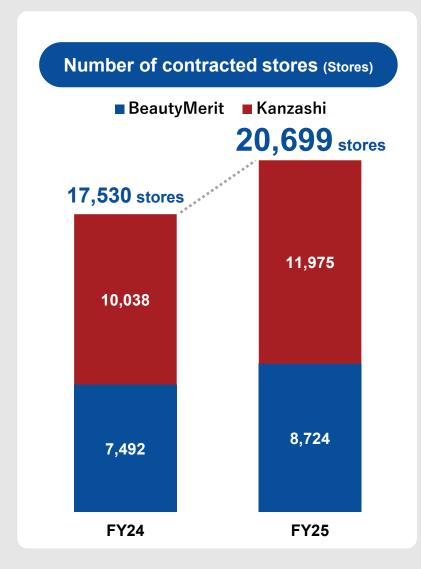


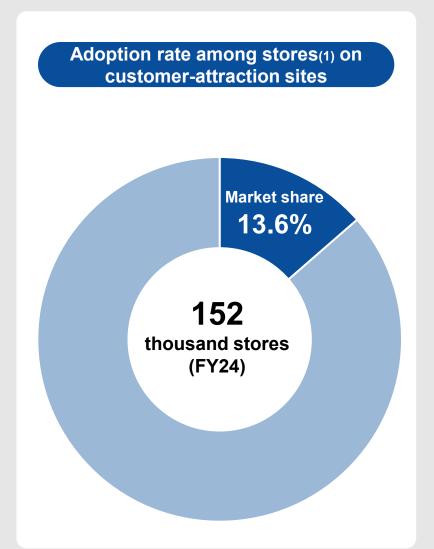
Aim for growth by expanding the number of contracted stores and increasing sales per contracted store

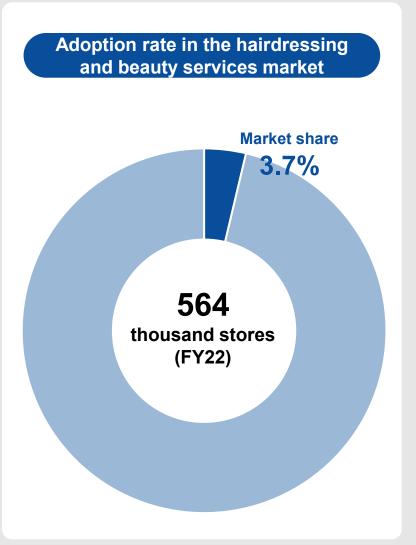


Number of contracted stores and market share across the entire group







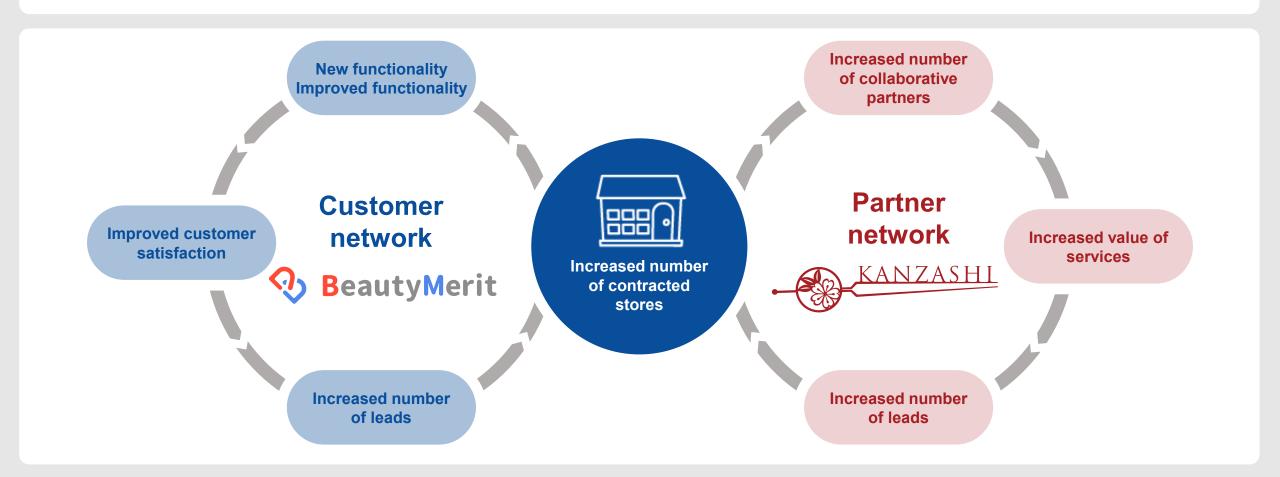


⁽¹⁾ Number of participating stores based on "HOT PEPPER Beauty Latest Data Collection" updated in May 2024, by Recruit Co., Ltd.

Increase network effectiveness



Increase the number of contracted stores through network effectiveness, leveraging the expanded customer and partner base resulting from the integration of both companies



Store DX leveraging data



Supporting store DX through the creation of synergies between both companies by leveraging vast amounts of data, and by strengthening collaboration with partners



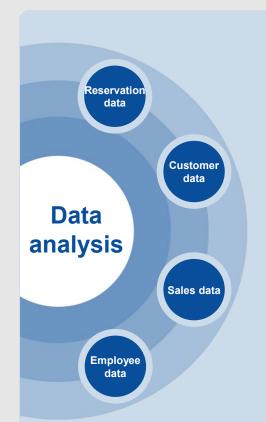
Data platform built around centralized management of reservations

Reservation data, customer data, sales data, employee data, etc.

Improve value of platforms through improved functionality and the addition of new functionality



Aim to further increase ARPU by enhancing and expanding functionality, leveraging data accumulated daily



Support DX that uses data

By analyzing reservation data, etc., improve the value of products using data.

Upsell

Enhance and launch premium plans

Cross-sell

 Develop optional functionality and new functionality

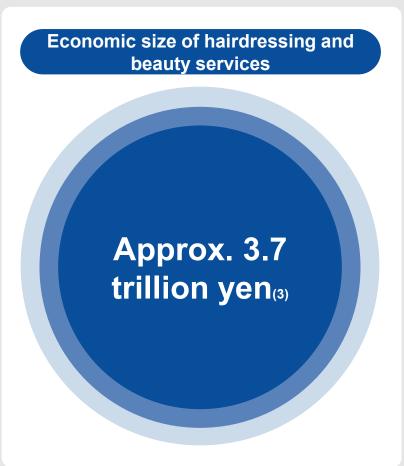
Take rate (payment processing fees)

Generate sales based on transaction volume (GMV)

Market size of hairdressing and beauty services







⁽¹⁾ Calculated by multiplying the number of participating stores (152,653 stores) listed in "HOT PEPPER Beauty Latest Data Collection" updated May 2024 by Recruit Co., Ltd. by the annual fee of the "BeautyMerit" premium plan (40,000 yen x 12 months).

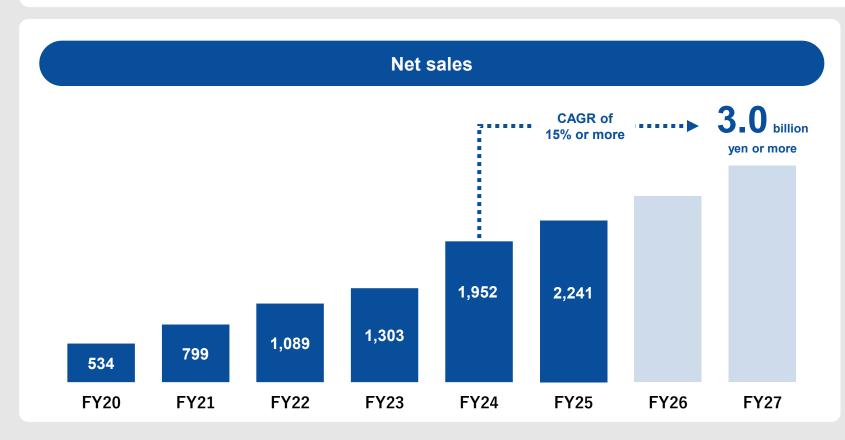
⁽²⁾ Based on "Hair Salons and Barber Shops Market 2023" by Yano Research Institute Ltd., "Aesthetic Salon Industry 2024" by Yano Research Institute Ltd., "Nail White Paper 2023" by Japan Nailist Association, and "Report on Public Health Administration and Services FY2022" by the Ministry of Health, Labour and Welfare, the total for FY22 includes the number of barbershops (112,468), the number of beauty salons (269,889), the number of nail salons (30,400), the number of esthetic salons (7,640), and relaxation salons (144,309), and the calculation multiplies this total by the annual fee of the "BeautyMerit premium plan" (40,000 yen x 12 months).

⁽³⁾ Based on "Hair Salons and Barber Shops Market 2023" by Yano Research Institute Ltd., "Aesthetic Salon Industry 2024" by Yano Research Institute Ltd., "Relaxation and Warm Bathing Business 2019" by Yano Research Institute Ltd., "Orthopedic, Acupuncture, Moxibustion, and Massage Clinics Markets 2022" by Yano Research Institute Ltd., and "Nail White Paper 2023" by Japan Nailist Association, the total for FY19 includes hairdressing and beauty market (2,125,300 million yen), relaxation market size (122,000 million yen), judo therapy, acupuncture, massage market (971,000 million yen), esthetic salon market size (361,680 million yen), and nail service market size (173,650 million yen).

Mid-term financial targets



Aim for consolidated net sales of 3.0 billion yen or more for the fiscal year ending March 31, 2027, and 20%-30% EBITDA margin each period as mid-term financial targets



- From the fiscal year ended March 31, 2025 through the fiscal year ending March 31, 2027, we aim to achieve a consolidated net sales CAGR of 15% or more, along with an EBITDA margin of 20%–30% each period, driving growth in both revenue and profit.
- These target figures are based on organic growth, excluding M&A and new business initiatives. Should such activities be undertaken, a revision of the targets may be considered.
- While prioritizing a basic principle of increasing both revenue and profit, we will remain flexible in responding to changes in the business environment and seizing investment opportunities with the goal of achieving 3.0 billion yen in net sales at an early stage.

(1) EBITDA: Operating income + Depreciation and amortization + Amortization of goodwill



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Quarterly statement of income



Millions of yen	4Q of FY24	3Q of FY25	4Q of FY25	YoY Change	QoQ Change
Net sales	510	572	588	+15.2%	+2.7%
Gross profit	388	444	452	+16.5%	+1.8%
Gross profit margin	76.0%	77.6%	76.9%	+0.9pt	-0.7pt
EBITDA	136	138	134	-1.7%	-3.2%
EBITDA margin	26.7%	24.2%	22.8%	-3.9pt	-1.4pt
Operating income	57	48	52	-7.6%	+10.0%
Operating income margin	11.2%	8.4%	9.0%	-2.2pt	+0.6pt
Ordinary profit	55	45	50	-7.9%	+12.0%
Net income	30	3	53	+74.5%	+1,590.7 %

Cumulative statement of income



Millions of yen	FY24	FY25	YoY Change
Net sales	1,952	2,241	+14.8%
Gross profit	1,463	1,743	+19.1%
Gross profit margin	75.0%	77.8%	+2.8pt
EBITDA	479	570	+18.9%
EBITDA margin	24.6%	25.5%	+0.9pt
Operating income	161	237	+46.6%
Operating income margin	8.3%	10.6%	+2.3pt
Ordinary profit	153	227	+48.4%
Net income	38	112	+193.1 %

Balance sheet



Millions of yen	FY24	FY25	Change
Current assets	2,180	2,282	+102
Cash and deposits	2,006	2,071	+65
Non-current assets	2,761	2,581	-180
Total assets	4,941	4,863	-78
Current liabilities	541	762	+221
Non-current liabilities	1,204	786	-418
Total liabilities	1,745	1,548	-197
Total net assets	3,196	3,315	+119
Total liabilities and net assets	4,941	4,863	-78

Statement of cash flows



Millions of yen	FY24	FY25
Cash flows from operating activities	353,345	417,462
Cash flows from investing activities	(87,327)	(141,544)
Cash flows from financing activities	(210,701)	(210,854)
Net increase (decrease) in cash and cash equivalents	55,317	65,063
Cash and cash equivalents at beginning of period	1,950,936	2,006,253
Cash and cash equivalents at end of period	2,006,253	2,071,316

Basic information



Name CYND Co., Ltd.

Address 4-13 8-chome, Nishigotanda, Shinagawa-ku, Tokyo

Offices Osaka, Fukuoka, Sendai, and Sapporo

Established October 20, 2011

Share capital 53 million yen

Provide the reservation management system called "BeautyMerit" to Business

116 persons (As of March 31, 2025)

beauty salons

Number of employees

(consolidated)

Management

Representative Director and President Ryuji Okuwaki

Representative Director and Vice President Naoya Takahashi

Director Shingo Kamei

Outside Director Takashi Kanno

Outside Director Yosuke Minezaki

Full-time Audit & Supervisory Board Member Hajime Koyama

Part-time Audit & Supervisory Board Member Kenichi Kakuta

Part-time Audit & Supervisory Board Member Yuko Sakurai

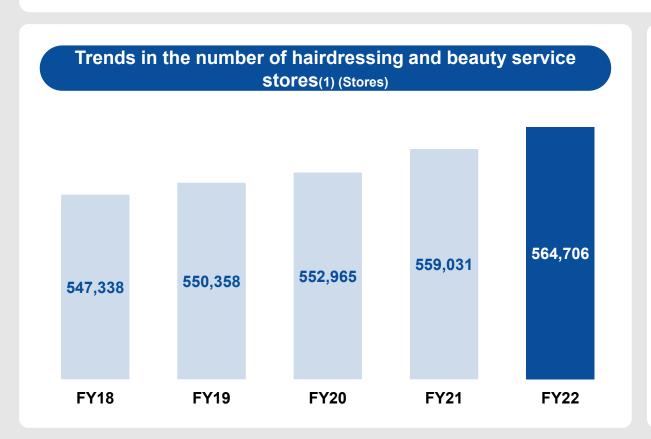
Group company Pacific Porter,inc



An ever-expanding number of hairdressing and beauty service stores across a vast CYND market



The hairdressing and beauty services sector is a major and growing industry



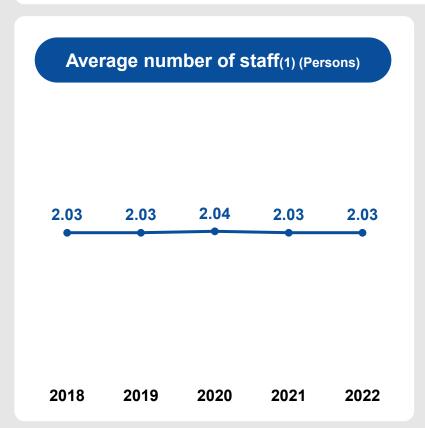


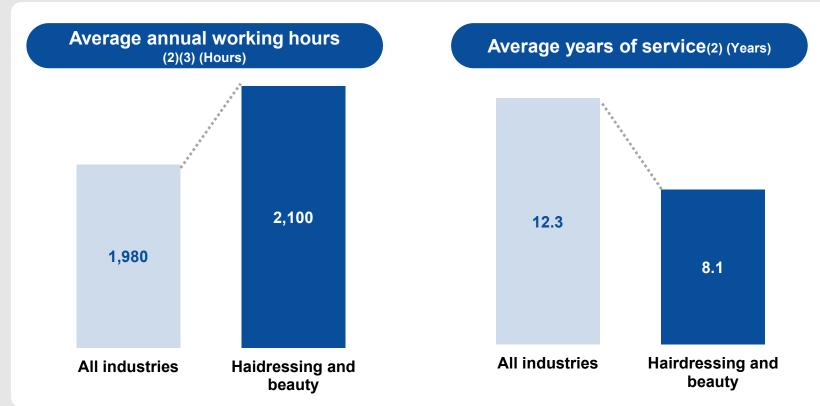
⁽¹⁾ Compiled by the Company based on "Hair Salons and Barber Shops Market 2023" by Yano Research Institute Ltd., "Aesthetic Salon Industry 2024" by Yano Research Institute Ltd., "Nail White Paper 2023" by Japan Nailist Association, and "Report on Public Health Administration and Services FY2022" by the Ministry of Health, Labour and Welfare.

Status of the hairdressing and beauty industry



Hairdressing and beauty salons are typically operated by a small number of staff, an average of two technicians per location₍₁₎, making DX essential for all aspects of operations outside of service delivery





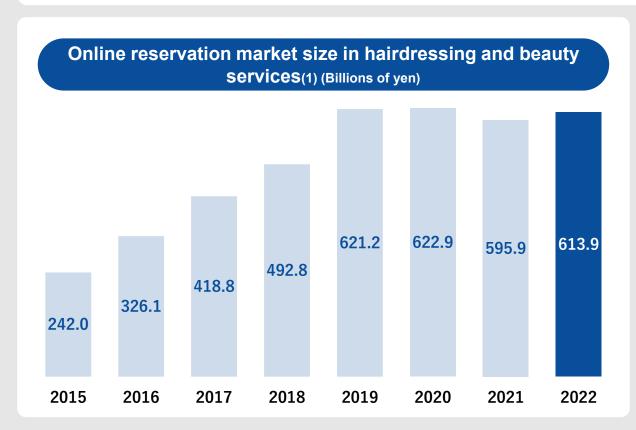
⁽¹⁾ Based on "Hair Salons and Barber Shops Market 2023" by Yano Research Institute Ltd., calculated by dividing "barbers and beauticians" by "number of hairdressing and beauty salon facilities" for each fiscal year.

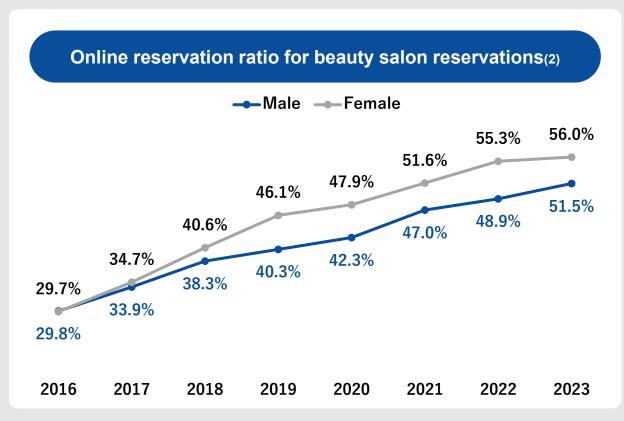
⁽²⁾ Based on the "2022 Basic Survey on Wage Structure" by the Ministry of Health, Labour and Welfare (for companies with 10 or more employees), compiled by the Company.

Status of the online reservation market in hairdressing and beauty services



Online reservations have become the mainstream in hairdressing and beauty services, further increasing the need for centralized reservation management systems



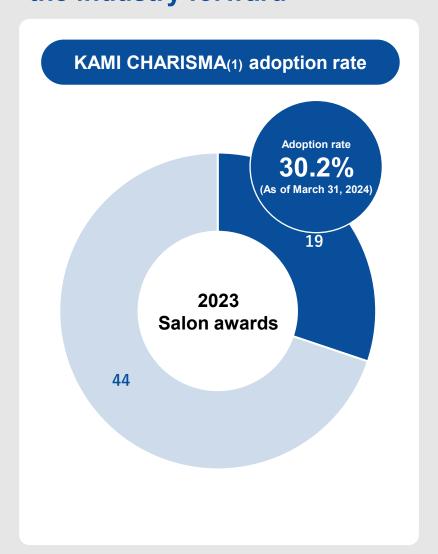


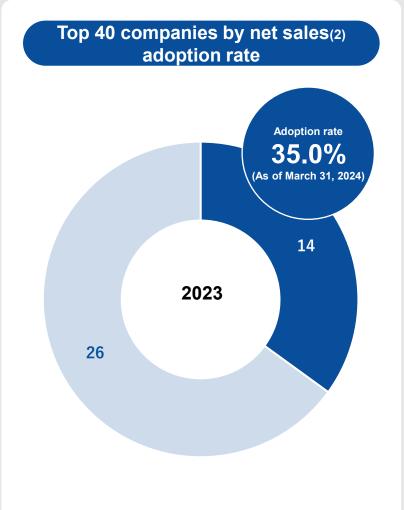
⁽¹⁾ Compiled by the Company based on "Report on the Results of FY2022 E-Commerce Market Survey" by the Ministry of Economy, Trade and Industry.

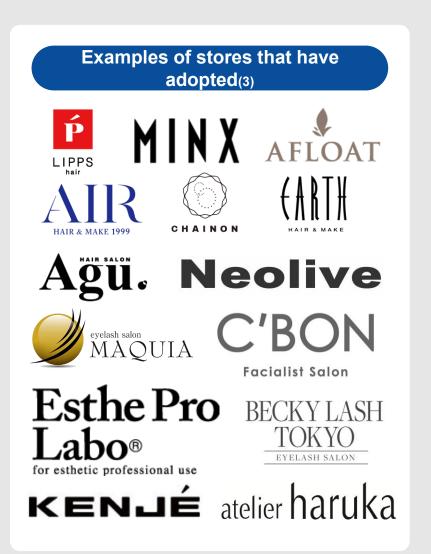
⁽²⁾ Compiled by the Company based on "Beauty Census 2023 First Half" by Recruit Co., Ltd.

A service used by leading hairdressing and beauty service providers that are driving CYND the industry forward





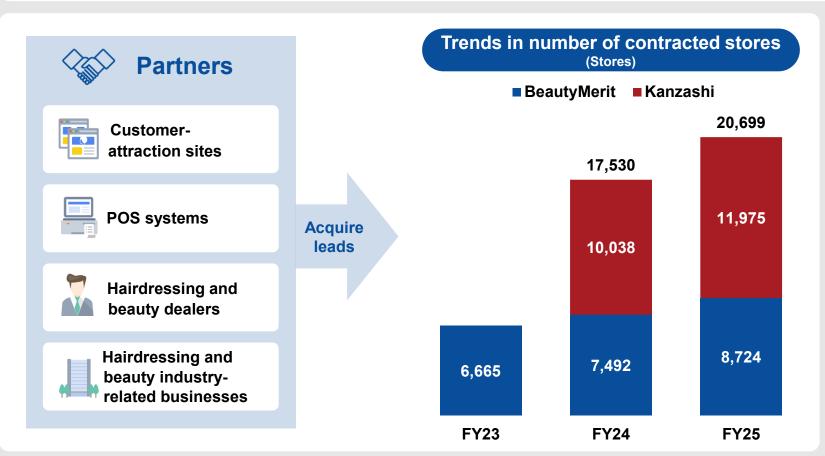


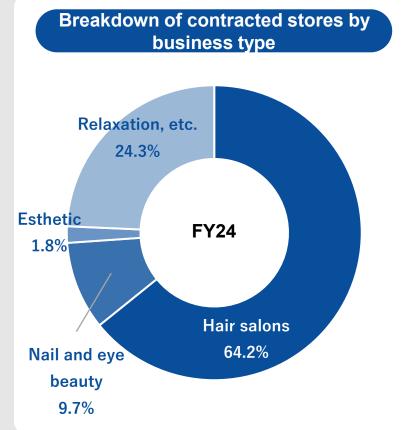


(1) "KAMI CHARISMA 2024" by the KAMI CHARISMA Executive Committee (2) "Hair Salons and Barber Shops Market 2023" by Yano Research Institute Ltd. (3) As of March 31, 2024.



Efficient sales structure built by acquiring leads from partners integrated through the product

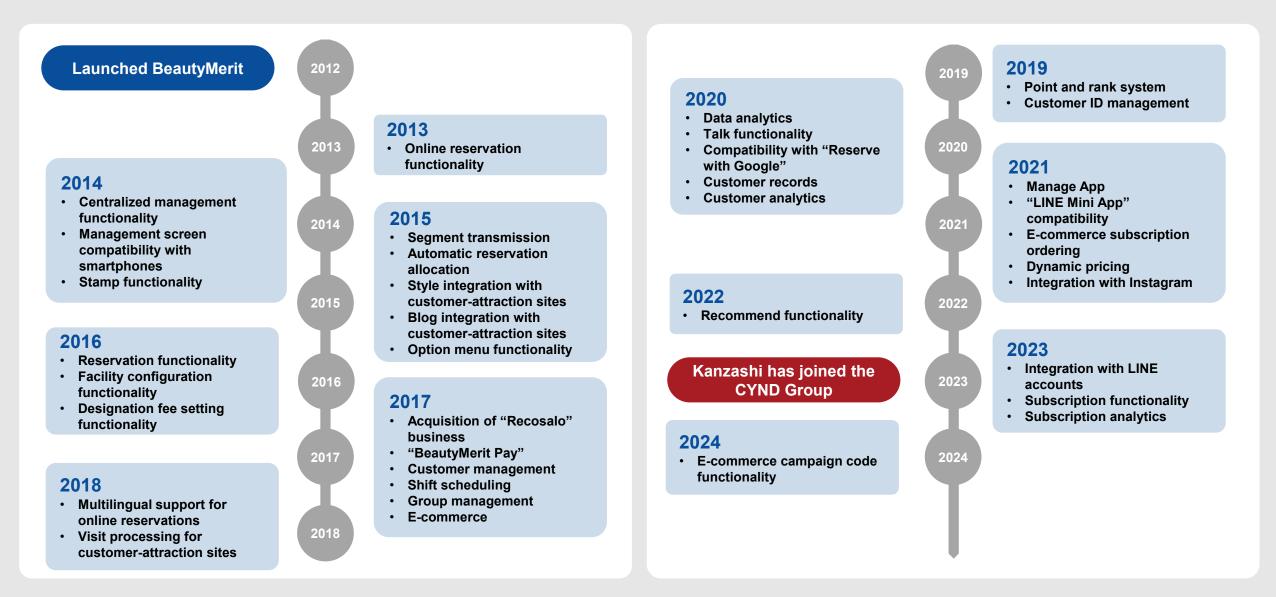




Product competitiveness driven by a consistent track record of feature releases



50



Solving challenges through the digitalization of customer touchpoints



By supporting the digitalization of customer touchpoints, we solve challenges faced by customers, salons, and partners

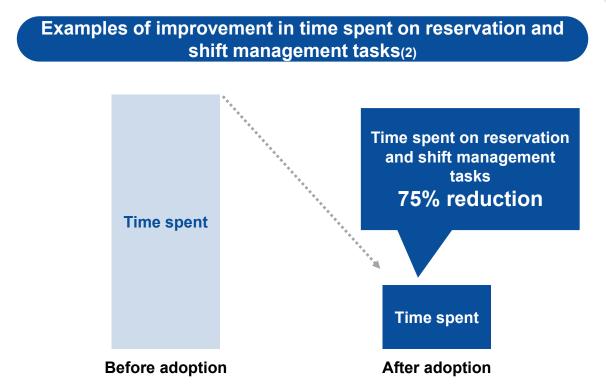
Customer touchpoints	Customers	Stores	Partners	
Customer attraction	Availability information is synchronized across all customer acquisition platforms, allowing users to make reservations online with confidence	Centralization and automation of reservation and shift management tasks across customer acquisition platforms	[Customer-attraction sites] Inventory is unlocked through centralized	
Reservation	All services from reservation to aftercare are seamlessly integrated within the app, providing personalized campaigns and communication	Reduction of phone reservations and support for inbound customers	management, allowing for maximum customer attraction	
Service		Digitalization of customer records and improvement of customer satisfaction	[POS Systems] Through the centralized management function	
Payment		Streamlining of accounting operations, digitalization of point cards, and no-show prevention measures	issues that could not be addressed by in-house systems are resolved, leading to an increase in the number of adopting stores	
Aftercare		Digitalization of customer service and retail product sales	[Hairdressing and beauty dealers] Boost sales by enabling stores to implement e- commerce through EC integration	
Accumulated data	Personalized customer experience enabled by leveraging member data	Making informed management decisions through the visualization of management indicators	Visualization of cost-effectiveness	

Effectiveness of adopting BeautyMerit



After adopting BeautyMerit, demonstrated overwhelming effectiveness in both sales and cost aspects





⁽¹⁾ Monthly average of year-over-year growth rates in the number of visitors over the 12 months leading up to March 2024, using March 2024 as the baseline (New customers are defined as first-time visitors, repeat customers as those with two or more visits).

⁽²⁾ Calculated based on the number of integrations with the centralized management function at stores using "BeautyMerit" as of March 2024.

Overview of Pacific Porter



	Company overview
Name	Pacific Porter,inc
Address	4-13 8-chome, Nishigotanda, Shinagawa-ku, Tokyo
Established	December 3, 2013
Share capital	0.1 billion yen
Representative	Hisato Matama
Number of employees	29 persons (As of March 31, 2025)
Business	Provide and operate the centralized reservation management system called "Kanzashi" to beauty salons

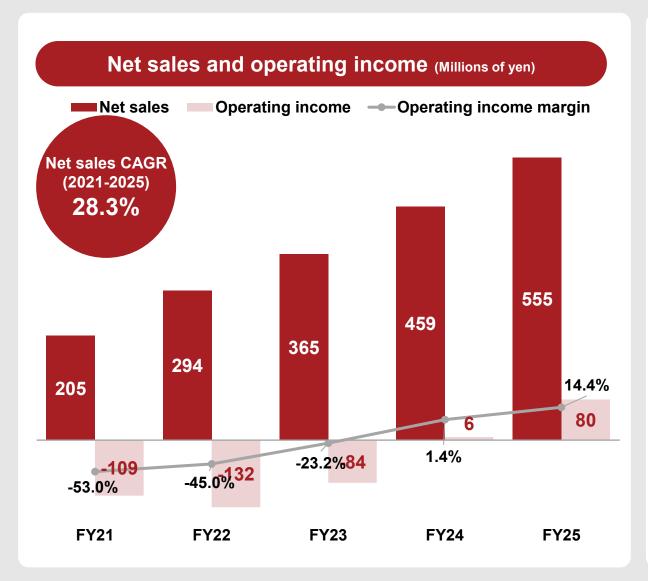
Mission

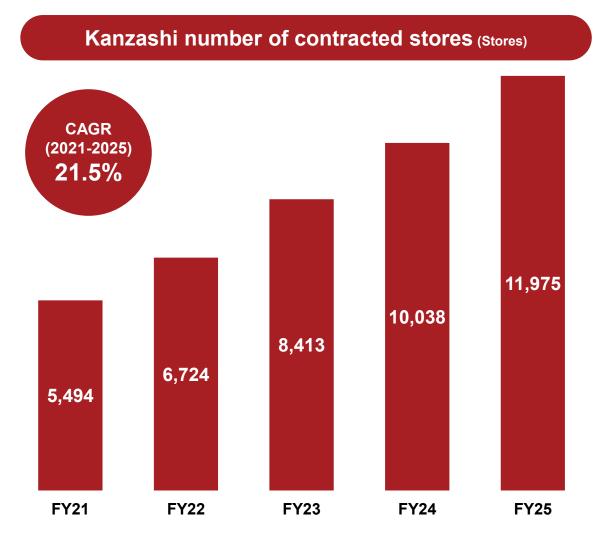


Creating time for what matters

Trends in financial results and number of contracted stores at Pacific Porter







Disclaimer



This document contains forward-looking statements. These forward-looking statements are based on information available as of the date of this document. These statements do not guarantee future results or performance. Such forward-looking statements include known and unknown risks and uncertainties, and as a result, actual future performance and financial condition may differ significantly from the forecasts of future performance or results explicitly or implicitly indicated in the forward-looking statements.

Factors that could cause actual results to differ significantly from those described in these statements include, but are not limited to, changes in domestic and international economic conditions and trends in the industry in which the Company operates.

In addition, while the content of this document has been prepared with the utmost care, we make no guarantees regarding its validity, accuracy, or usefulness.

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Connecting Hearts through Technology
-Beauty industry infrastructure-