

Safie Inc.

TSE: 4375

Q1 FY2025 Financial Results Presentation Material

May 15, 2025

Vision



Safie

Safie Inc.

Create a better future with intelligent vision

A platform to assist the decisions made by people and

things by building an infrastructure of data from

the household to the city

1. Executive summary

2. Q1 FY2025 financial results

safie

3. Business updates

Appendix

1. Executive summary

Safie IR website

O1 FY2025 results

surplus



Executive summary

- O1 FY2025 Revenue **¥4.22**_{bn} $Y_{0}Y + 22.5\%$ Q1 FY2025 Gross profit **¥2.07**_{bn} YoY + 22.2%Q1 FY2025 Adjusted operating profit^{*1} 0.05bn **Achieved quarterly**
- Good start with adjusted operating profit achieved for Q1 FY25. Launch of "Safie Trail Station" accelerates our business expansion into onpremise camera market

Summary for Q1 FY2025

- Revenue and gross profit grew both by 22%, while SG&A expenses decreased. Adjusted operating profit achieved and the surplus was the first time since listing in 2021
- $\checkmark~$ One-time revenue remains above ¥1bn and recurring revenue grew by 26.8% YoY

Business updates for accelerating mid/long term growth

- ✓ Launch of "Safie Trail Station" accelerates business expansion into existing (onpremise) camera market by acquiring enterprise customers
- It enables easier management with multi-cameras in multi-locations in logistics, manufacturing retail and service industries
- ✓ Especially in retail industry, it supports store operation with AI
- ✓ Solution revenue for our Onsite DX increased temporarily

Forecast for Q2 FY2025

- \checkmark Both one-time and recurring revenue is expected to grow
- $\checkmark\,$ Adjusted operating profit instead of loss is within our reach
- \checkmark Promotional expenses for enterprise customers are expected to increase

FY2025 full year forecast

No change in forecast

- 1. Executive summary
- 2. Q1 FY2025 financial results
- 3. Business updates

Appendix

2. Q1 FY2025 financial results



Trend of ARR and billing cloudcams



ARR grew by 26.8% YoY to ¥12.3bn, and the billing cloudcam reached 306k units



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Trend of billing cloudcams by sales channel



Safie PRO via partner channel was strong and drove the growth of billing cloudcams



ARPC decreased due to decrease in proportion of Safie GO/Pocket series, whose unit price is higher, in our product mix

Quarterly (thousand)



Revenue trend

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One-time revenue remains above ¥1bn, while recurring revenue grew by 26.8% YoY. The overall revenue grew by 22.5% YoY



*3 Reporting on a consolidated basis from O3 FY2022

Revenue and gross profit margin breakdown



Recurring gross profit declined temporarily due to upfront costs for cloud cost optimization, while onetime gross profit margin grew QoQ thanks to price increase for some cloudcam products



*1 Recurring revenue includes cloud, applications, rental and including SIM, etc.

*2 One-time revenue includes merchandise and camera set up installation work etc.

Gross profit remained similar level compared to previous quarter, and grew by 22.2% YoY



*2 One-time revenue includes merchandise and camera set up installation work etc.

*3 Reporting on a consolidated basis from Q3 FY2022

SG&A expenses trend



R&D expenses, including NEDO related costs, increased in Q1 FY2025, and its ratio to revenue also increased. The figure on the slide includes NEDO related costs of approx. ¥64m to be adjusted



Research and Development and is the sum-total of R&D engineer personnel cost, outsourcing expense and other related/common expenses. *3 G&A stands for General and Administrative and is the sum-total of administrative personnel cost and other related/common expenses. *4 Reporting on a consolidated basis from Q3 FY2022. *5 Temporary expenses include (NEDO related expenses) from FY2025 Q1

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Adjusted operating profit was ¥59m for Q1 FY2025. Adjusted operating profit achieved first time since listing in Sep 2021



*1 Adjusted operating profit/loss = operating profit/loss + stock-based compensation expense + depreciation of intangible assets arising from M&A + temporary expenses. Temporary expenses include such as NEDO related expenses that newly incurred for NEDO project *2 Reporting on a consolidated basis from 03 FY2022



Solution revenue increased temporarily through customization projects for enterprise customers. Various solutions are used to meet the diverse customer needs

Solution revenue trend^{*1}



Q1 FY2025 results

needs

Revenue recorded from customization R&D project for **enterprise customers** to meet their diverse

"**Safie Survey**" which is AI traffic volume search offering, use is wide-spread due to labor shortage



More use of **AI-App** mainly in retail industry. Solution use is increasingly progressing for various onsite challenges

*1 It includes application such as AI-App, various options for camera/recording, and user support service and so on. It also includes both recurring and one-time revenue.

*2 Recurring revenue includes various application and options such as AI-app

*3 One-time revenue includes for example various research work such as Safie Survey and ad-hoc customization work



Gross profit per head decreased temporarily due to increase in employees in order to strengthen our business, as gross profit stays similar level

Gross profit per head^{*1}

(million)



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3. Business updates



Business expansion to existing camera market to expand our target market

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Business is to expand by entering into existing camera (on-premise camera) market with is 9m unit worth



*1 Network camera refers to a usable commercial-use camera with a built-in IP function that can self-connect to the internet. (Source: Yano Research Institute) Figures are calculated by applying certain assumptions on data from various sources.

*2 A surveillance/monitoring camera refers to surveillance camera products which can be broadly classified as IP cameras or analog cameras. (Source: Yano Research Institute) Figures are Safie estimates calculated by applying certain assumption to the shipment volume data stated in Yano Research Institute Ltd.'s "Surveillance Camera Market Forecast 2020 – Visual Communication Research".

現場

DX

Present by 7 safi

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We pursue revenue per customer by providing solution for multi-location and multicloudcams



safie Trail Station

Safie Trail Station

It enables to view video anytime, anywhere simply by connecting to existing cameras





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Easy set up for multilocation/multi-camera

Connecting existing cameras to cloud





Efficient use of network bandwidth

Record video image in internal memory

Connecting existing multiple cameras in multiple locations to Safie interface

- Reduction of initial costs and installation work
- Installation anytime is possible regardless of timing (e.g., store opening)
- Sales to enterprise customers at supermarkets and distribution warehouses ongoing since launch





Multi-location, multi-camera installations are progressing, mainly in the retail/service, manufacturing, and logistics industries, including converting existing cameras to cloud-driven interface

Customer industry		Overview of camera uses	
	Apparel	Remote management of 1.5K stores nationwide is in progress by connecting cameras to cloud	
Retail	Discount stores	Connecting existing cameras to cloud-driven interface is in progress for 80 stores nationwide	
	General supermarkets	Currently test operation is in progress in new type of small size stores	
Service	Care facilities	Considering to install 120 cloudcams in 3 locations for remote management	
Manufacturing /Logistics	Food process factories	Considering to connect existing approx. 60 cameras in factories to cloud, and to newly install approx. 70 Safie's cloudcams in new factories	

Onsite DX is our growth theme







AIRF

Applying The digtal transformation D using video data to a wide range of industries

Revenue per customer can be increased through labor saving combined video data from multi-cameras (inc. connecting existing cameras to cloud-driven interface) and AI



Safie

Retail/Service: Safie Onsite DX solution



While focusing on risk management and operational transformation, as they are easier to evaluate the investment return, we will also contribute to improving store sales in the future through our solution including connecting existing cameras to cloud



Retail/service: risk management cases



- Crime prevention measures Camera data is used as evidence when accidents or troubles occur
- Route cause analysis and prevention of similar accidents



Crime prevention measures

Movie clip function (to save video for specific date/time) for crime prevention and cooperation with the police

Remote store monitoring

Travel time max. 2.5 hours each way has been reduced and real-time confirmation of stores condition is now possible



現場

Retail/service: operation transformation cases



 Remote management with existing cameras

To handle labor shortage due to more store openings/ to manage thousands of stores nationwide simultaneously

• Less waiting time at cashers

To reduce opportunity loss by detecting AI-App people counting





Personnel at each location can now focus of onsite work while remote personnel can handle front desk operation

Store operation with minimum personnel

Efficient store operation via reducing personnel who handle front desk operation



Retail/service: marketing and promotion cases



previously tacit knowledge

To measure customer behavior about the lunch box and analyze food section by day and time

 Reduced missed opportunities and sales improvement

Change product according to purchasing behavior, and control sales volume by time of day



data Automatically measure traffic in front of the store, number of customers entering the store, and number of people staying in specific areas/Calculate purchase

the store, and number of people staying in specific areas/Calculate purchase rates by cross-referencing the number of store entrants with POS data

• Effective store and promotional strategies

Acquired data used for promotional strategies such as store layout changes and event hosting



現場

Summary Q1FY2025





Q1FY2025 results

- Revenue achieved ¥4.22b with stable sales from both direct and partner channels
 We took good initial step for achieving full year FY2025 target
- Adjusted operation profit was at ¥59m
 The quarterly surplus was first time since listing in 2021

Acquisition of enterprise companies is progressing smoothly

- The launch of new product "Safie Trail Station" accelerates expanding business into on-premise camera markets
- Accelerating problem solving for onsite workplaces through connecting cameras (including existing cameras) to cloud and providing AI solutions
- Revenue from customization R&D for enterprise customers to meet diverse needs

Aim to increase the unit price via increase in the number of billing cloudcams and solution introduction



Create a better future with intelligent vision

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Appendix





Company overview



At a glance

Established

October 2014

The number of employees (as of Apr 2025)*1

519

Annual revenue (FY2025 forecast) ¥18,400m

ARR (as of end-Mar 2025)*2

¥12,342m

The number of billing cloudcams (as of end-Mar 2025) $*_{3}$

306k units

*1 Number of employees is counted at the beginning of the month.

*2 ARR: Annual Recurring Revenue. ARR is calculated by multiplying MRR (Monthly Recurring Revenue) at the end of the month by 12 (months). MRR: Monthly Recurring Revenue. MRR is the sum of total charges in the current month based on the contracts with continuous billing as of the end of the applicable month (including sales through sales partners).

*3 Billing cloudcam is the number of cloudcams in operation that is fee-charging for each quarter. It does not represent the number of cloudcams sold in each quarter.

Overview of products and services



History and market share

Billing cloudcams and major business alliance

Number of billing cloudcams



Market share

Market share of cloud monitoring and video recording services $^{\ast 1}$



*1 Techno System Research report of "Cloud recording service market research of network camera (2024). Market share is based on the number of registered cameras by engine



The working age population will decrease sharply from a peak of over 85 million to around 50 million in the future

Trend of Japanese population



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There will be a shortage of 11 million workers to meet the demand for labor nationwide in 2040, and a shortage of 3.41 million workers in 2030^{*1}



Retail

In 2024 Labor demand: 4.385ml Labor supply: 3.297ml



Restaurants

In 2024 Labor demand: 3.748ml Labor supply: 3.181ml





In 2024 Labor demand: 2.989ml Labor supply: 2.332ml





In 2024 Labor demand: 413.2ml Labor supply: 313.4ml





In 2024 Labor demand: 2.297ml Labor supply: 1.717ml

*1 "Future Predictions 2040 in Japan —The Dawn of the Limited-Labor Supply Society—" Recruit Works Institute *2 Labor supply shortage rate = 1 – (labor supply \div labor demand), in 2040





In 2024 Labor demand: 4.676ml Labor supply: 3.860ml

Factory 13.3%

In 2024 Labor demand: 8.450ml Labor supply: 7.326ml



Market environment (retail/service): manpower saving and data use is in progress

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The needs for manpower saving/unmanned stores are further increasing due to expected labor shortage. The usage of security cameras are expanding, including risk management and data use for wide range of needs

Further manpower saving from efficient store operation

% of (semi-)self-checkout payment system \ast_1



Increasing awareness of store risk management

Given the increase in theft and troubles as the number of unstaffed/unmanned stores expands, security cameras are being used for various risk management purposes

Behavior needs analysis is possible for diversifying needs

Better return on improvement through data acquisition, quantification and analysis



Our customers in various industries



%safie

Safie's business consist of sales of cloudcams^{*1} by direct and/or through sales partners as well as providing cloud recording services^{*2}



Recurring revenue (revenue from monthly charges for cloud recording services, viewing and use of applications)

*1 Safie procures cloudcams from various camera manufacturers (incl. Safie brand cloudcams) and does not engage in manufacturing.

- *2 Safie does not develop all the cloud infrastructure on its own but utilizes the services of major cloud vendors to provide data storage and viewing services.
- *3 "OEM partner" is a partner that purchases cloudcams and cloud services (or only the latter) from Safie and resells to end clients under the partner's brand name.

"Other sales partners" is a partner that purchases cloudcams and cloud services (or only the latter) from Safie and resell to end customers under the Safie brand name.

Management team (1)



Ryuhei Sadoshima

Representative Director & CEO

Dec. 1999	Founded Daigakunote.com (CEO)								
Apr. 2002	Joined So-net Co., Ltd								
	(currently Sony Network Communications Inc.)								
Oct. 2010	Joined Motion Portrait, Inc. (CMO)								
Oct. 2014	Founded Safie Inc.								
Dec. 2020	Ranked in first place of Forbes JAPAN's 200 Superstar								

Entrepreneurs 2021

Director and CTO, R&D Division Head

Mar. 2001	Graduated from The University of Tokyo,
	Department of Applied Physics, School of Engineering
Apr. 2001	Joined Sony Corporation
Aug. 2012	Joined GREE, Inc. (currently GREE Holdings, Inc.)
Nov. 2013	Joined Motion Portrait, Inc.
Oct. 2014	Founded Safie Inc.



Tetsuharu Furuta

Director and CFO, Administration Division Head

Apr. 2006 Joined McKinsey & Company Inc. Nov. 2010 Joined INCJ. Ltd.

(Innovation Network Corporation of Japan) Mar. 2017 Joined Safie Inc. as CFO (current position)

Oct. 2019 Director of Safie Inc. (current position)



Shoichiro Iwata

Outside Director

Mar. 1973	Joined Lion Fat and Oil Co., Ltd.
	(currently Lion Corporation)
Mar. 1986	Joined PLUS CORPORATION
May 1992	Head of ASKUL Business Promotion Office at PLUS CORP.
Mar. 1997	President of ASKUL Corporation
May 2000	President and CEO of ASKUL Corporation
Jun. 2006	Outside Director of Shiseido Company, Limited
Apr. 2008	Vice Chairman of Japan Association of Corporate Executives
Apr. 2012	Trustee of Japan Association of Corporate Executives
Sep. 2019	CEO of FORCE Marking & Management, Inc. (current
	position)
Aug. 2020	Outside Director of Safie, Inc. (current position)
Jun. 2021	Outside Director of S. T. Corporation (current position)
C 2021	Outside Divertee of Avithmene Test (summer estimate)

- Sep. 2021 Outside Director of Arithmer, Inc. (current position)
- May 2022 Outside Director of Hacobu, Inc. (current position)

Management team (2)



Chuya Sakurada

Executive Officer and CRO, Corporate Business Division Head

- Mar. 2009
 Graduated from School of International Liberal Studies, Waseda University

 Apr. 2009
 Joined Hikari Tsushin, inc.

 Oct. 2010
 Joined Rakuten, Inc. (currently Rakuten Group, Inc)

 Jul. 2013
 Joined Kotobuki Spirits Co., Ltd.

 Mar. 2020
 Joined Safie Inc.
- Jan. 2025 Appointed Executive Officer



Nobuaki Nishimura

Executive Officer and VPoS, Corporate Business Deputy Division

Apr. 2001Joined Orix CorporationMay 2018Seconded to ORIX Corporation USAMay 2022Joined Safie Inc.Jan. 2023Appointed Executive Officer



Shinya Nakamura

Executive Officer and CCO, Customer Service Division Head

Oct. 2001 Joined IT-it Co., Ltd.

(currently EXEO System Management, Inc.)

Mar. 2007 Joined So-net Corp.

(currently Sony Network Communications Inc.)

- Apr. 2020 Joined Safie Inc., Operations Head
- Dec. 2021 Appointed Executive Officer



Hisaya Shiraishi

Executive Officer and CPO, Planning Division Head

- Apr. 1997 Joined TDC Soft Inc.
- Oct. 2002 Joined Yahoo Japan Corporation
- Jun. 2018 Joined GYAO Corporation as Director
- Oct. 2021 Joined Z Entertainment Corporation as head of CPO office
- Jun. 2022 Joined Safie Inc.
- Jan. 2023 Appointed Executive Officer

Yumi Uematsu

Executive Officer and AI Solution Platform Office Head

 Mar. 1999
 Masters from Division of Quantum Science and Engineering, Graduate School, Hokkaido University

 Apr. 1999
 Joined Hitachi Medico (currently Fuji Film Health Manufacturing Corporation)

 Nov. 2006
 Joined Sony Corporation

 Jan. 2015
 Joined Spotlight Inc. (currently Rakuten Payment, Inc.)

 Sep. 2017
 Joined Amazon G.K.

 Feb. 2020
 Joined Safie Inc.

 Apr. 2021
 Appointed Planning Division Head

 Dec. 2021
 Appointed Executive Officer



Employees



Number of employees^{*1}

Total

- R&D and planning
- Sales and marketing



Employee breakdown





Quarterly



Charn rate

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Safie PRO billing cloudcam 12-month average churn rate (volume basis)



Estimated TAM (Safie estimates)

Industry	Potential locations (thousands sites)	Estimated number of cloudcams per location ^{*1}	Potential number of cloudcams (million units)
Restaurants/café	1,400k locations ^{*2}	Approx. 4 units	Approx. 5.62m units
Retail	880k locations*3	Approx. 10 units	Approx. 8.80m units
Service (excluding hotels)	430k locations ^{*4}	Approx. 4 units	Approx. 1.73m units
Service (hotels)	50k locations*4	Approx. 10 units	Approx. 0.51m units
Construction	300k locations ^{*5}	Approx. 5 units	Approx. 1.50m units
Housing construction	2,210k locations ^{*6}	Approx. 1 units	Approx. 2.21m units
Manufacturing/logistics	260k locations*7	Approx. 10 units	Approx. 2.60m units
Infrastructure/public	1,990k locations ^{*8}	Approx. 3 units	Approx. 5.98m units
Finance	160k locations*9	Approx. 3 units	Approx. 0.50m units
Parking	5,560k locations ^{*10}	Approx. 1 units	Approx. 5.56m units
Hospitals/nursing/educational institution	270k locations*11	Approx. 10 units	Approx. 2.77m units
Offices	260k locations*12	Approx. 3 units	Approx. 0.78m units
Condominiums	120k locations*13	Approx. 4 units	Approx. 0.49m units
Elevators	770k locations*14	Approx. 1 units	Approx. 0.77m units
Office buildings	10k locations ^{*15}	Approx. 50 units	Approx. 0.52m units
Total	14,620k locations	-	Approx. 40.34m units

Consolidated balance sheet

ousand)	End Dec 2024	End Mar 2025		End Dec 2024	End Mar 2025
ets)			(Liabilities)		
Current assets			Current liabilities		
Cash and deposits	6,799,232	5,848,498	Accounts payable –trade	1,094,652	1,043,151
Accounts receivable – trade	2,235,019	2,158,543	Current proportion of long-term borrowings	1,656	1,656
Electronically recorded monetary claims	12,600	12,600	Income tax payable	75,450	27,699
Merchandise	789,745	1,179,565	Provision for bonuses	186,480	33,062
Other	413,504	577,298	Other	1,050,281	813,625
Allowance for doubtful accounts	∆4,995	△5,185	Total current liabilities	2,408,521	1,919,194
Total current assets	10,246,326	9,771,319	Non-current liabilities		
Non-current assets			Long-term borrowings	892	340
Property, plant and equipment	487	731	Other	45,507	38,767
Investment and other assets	776,675	711,930	Total non-current liabilities	46,399	39,107
Total non-current assets	777,163	712,662	Total liabilities	2,454,920	1,958,301
Deferred assets	598	1,156	Net assets		
Total assets	11,024,087	10,485,139	Shareholders' equity		
			Share capital	5,617,220	5,619,220
			Capital surplus	8,102,602	8,104,602
			Retained earnings	△5,194,555	△5,258,937
			- 1		

Retained earnings	riangle5,194,555	△5,258,937	
Treasury shares	△216	△233	
Total shareholders' equity	8,525,050	8,464,651	
Accumulated other comprehensive income Valuation difference on available-for-sale securities	12,478	6,269	
Foreign currency translation adjustment	∆3,238	△2,092	
Total accumulated other comprehensive income	9,240	4,177	
Share acquisition rights	12,720	18,851	
Non-controlling interests	22,156	39,156	
Total net assets	8,569,167	8,526,837	
Total liabilities and net assets	11,024,087	10,485,139	

Reconciliation table for adjusted operating profit

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(million)	2020			2021			2022			2023				2024				2025			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
Operating profit	△147	∆111	6	132	63	31	∆56	∆115	∆218	∆384	∆281	∆398	∆182	∆256	∆399	∆252	∆99	∆203	∆64	∆214	∆20
+) stock-based compensation expense	0	0	0	0	0	0	0	0	0	5	6	6	6	8	10	8	8	11	13	12	15
+) depreciation of intangible assets arising from M&A	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
+) temporary expenses	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	64
Adjusted operating profit	∆147	∆111	6	132	63	31	∆56	∆115	∆218	∆379	∆275	∆391	∆176	∆247	∆389	∆244	∆90	∆191	∆50	△201	59

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For inquiries, please contact Safie IR at <u>ir@safie.jp</u>

Details on Safie Inc.'s as below

Sustainability initiatives: https://safie.co.jp/csr/

IR website: <u>https://safie.co.jp/en/ir/</u>

