**Q2 FY2025**
# Financial Results Presentation Material

**Safie Inc.**

TSE: 4375

August 8, 2025

# Create a better future with intelligent vision

**Safie Inc.**

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

[Safie IR website](#)

safie

## Q2 FY2025 results

Q2 FY2025 revenue

**¥4.48bn**

**YoY +32.1%**

Q2 FY2025 gross profit

**¥2.26bn**

**YoY +32.9%**

Q2 FY2025 adjusted operating profit[*1]

**¥70m**

**Achieved consecutive quarterly surplus**

## Executive summary

- **Achieved surplus in adjusted operating profit for Q2 FY2025 consecutively from Q1 FY2025. We have accelerated the deployment of our onsite DX solutions, increasing average revenue per account in various industries.**

- **Summary for Q2 FY2025**
  - ✓ Revenue grew by 32.1% YoY and gross profit grew by 32.9% YoY. We achieved the surplus in adjusted operating profit for Q2 FY2025 consecutively from Q1 FY2025.
  - ✓ One-time revenue was ¥1.34bn, which grew by 50.1% YoY, and recurring revenue grew by 25.7% YoY.

- **Business updates for accelerating mid/long-term growth**
  - ✓ The increasing expectation to the use of videos/AI to make up for labor shortage as the 8-*gake society* [*2] is expected.
  - ✓ The deployments of "Safie Trail Station" have been in progress satisfactorily, allowing us to cut in the on-premise camera market. This improves the onsite DX and increases average revenue per account, leading to the rapid growth.
  - ✓ AI solution platform business has been progressed as planned with the ongoing PoC.

- **Forecast for Q3 FY2025**
  - ✓ The sales are expected to grow through recurring revenue increase from expanding pipelines.
  - ✓ SG&A expenses are expected to increase to acquire enterprise clients.

- **FY2025 full-year forecast**
  - ✓ No change is expected.

*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 The working-age population (aged 15 to 64) in seven types of essential services (construction, logistics, sales, manufacturing, nursing care, medical care, and food service) will decrease to 80% of the current level.
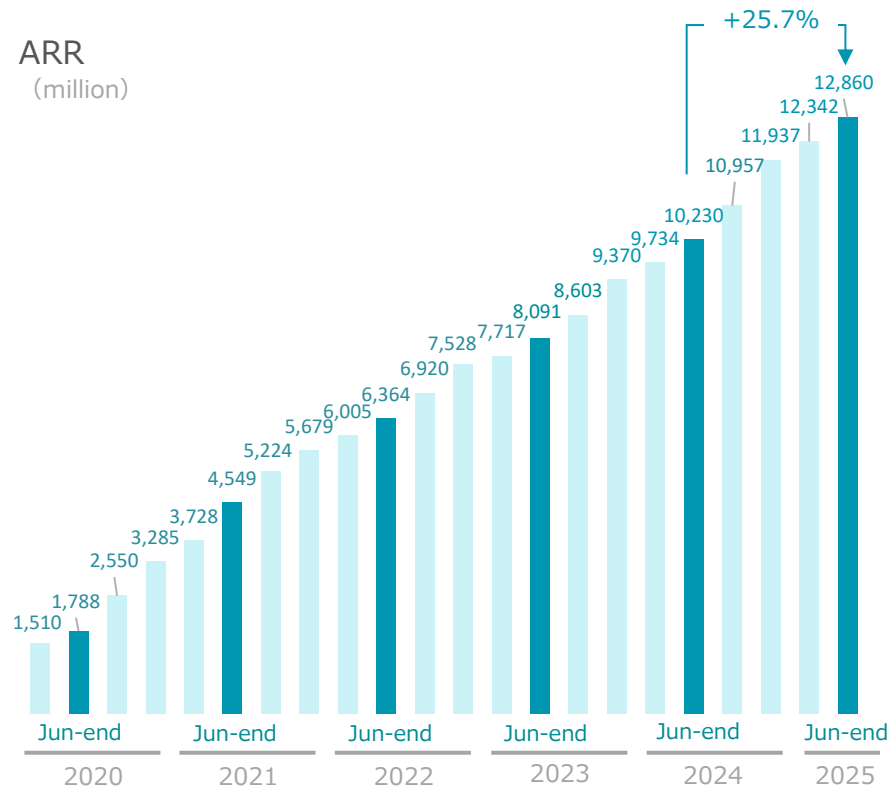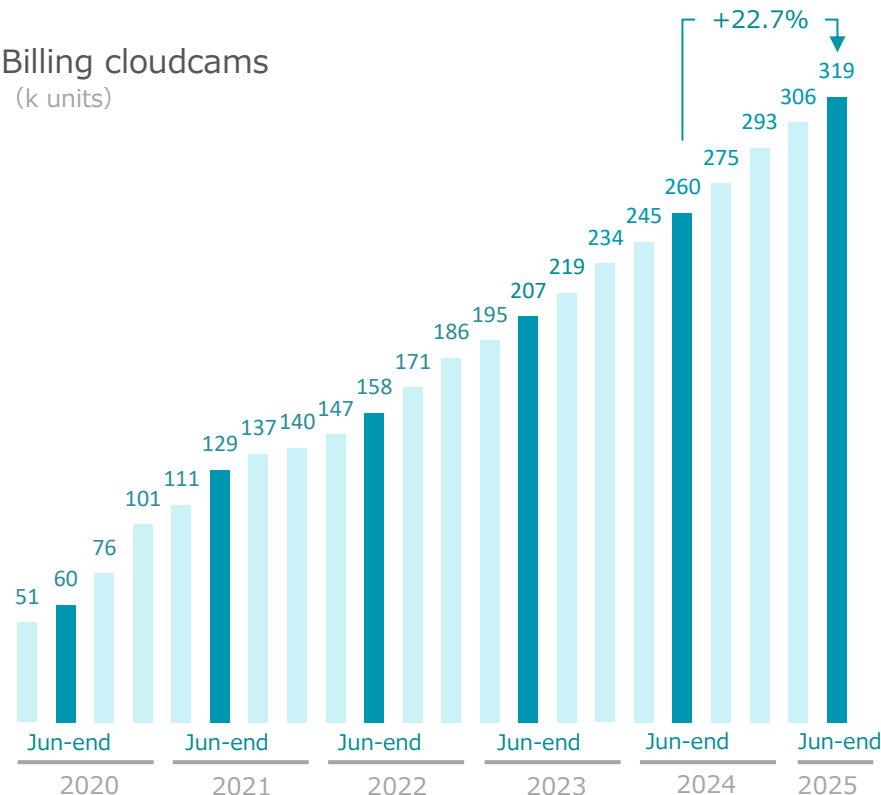
2. Q2 FY2025
   financial results

safie

# Trend of ARR and billing cloudcams

**ARR grew by 25.7% YoY to ¥12.8bn and the number of billing cloudcams reached 319k units**



ARR
(million)

+25.7%

| Period | Value |
|---|---|
| | 1,510 |
| | 1,788 |
| | 2,550 |
| | 3,285 |
| | 3,728 |
| | 4,549 |
| | 5,224 |
| | 5,679 |
| | 6,005 |
| | 6,364 |
| | 6,920 |
| | 7,528 |
| | 7,717 |
| | 8,091 |
| | 8,603 |
| | 9,370 |
| | 9,734 |
| | 10,230 |
| | 10,957 |
| | 11,937 |
| | 12,342 |
| | 12,860 |

Billing cloudcams
(k units)

+22.7%

51, 60, 76, 101, 111, 129, 137, 140, 147, 158, 171, 186, 195, 207, 219, 234, 245, 260, 275, 293, 306, 319

Jun-end 2020, Jun-end 2021, Jun-end 2022, Jun-end 2023, Jun-end 2024, Jun-end 2025

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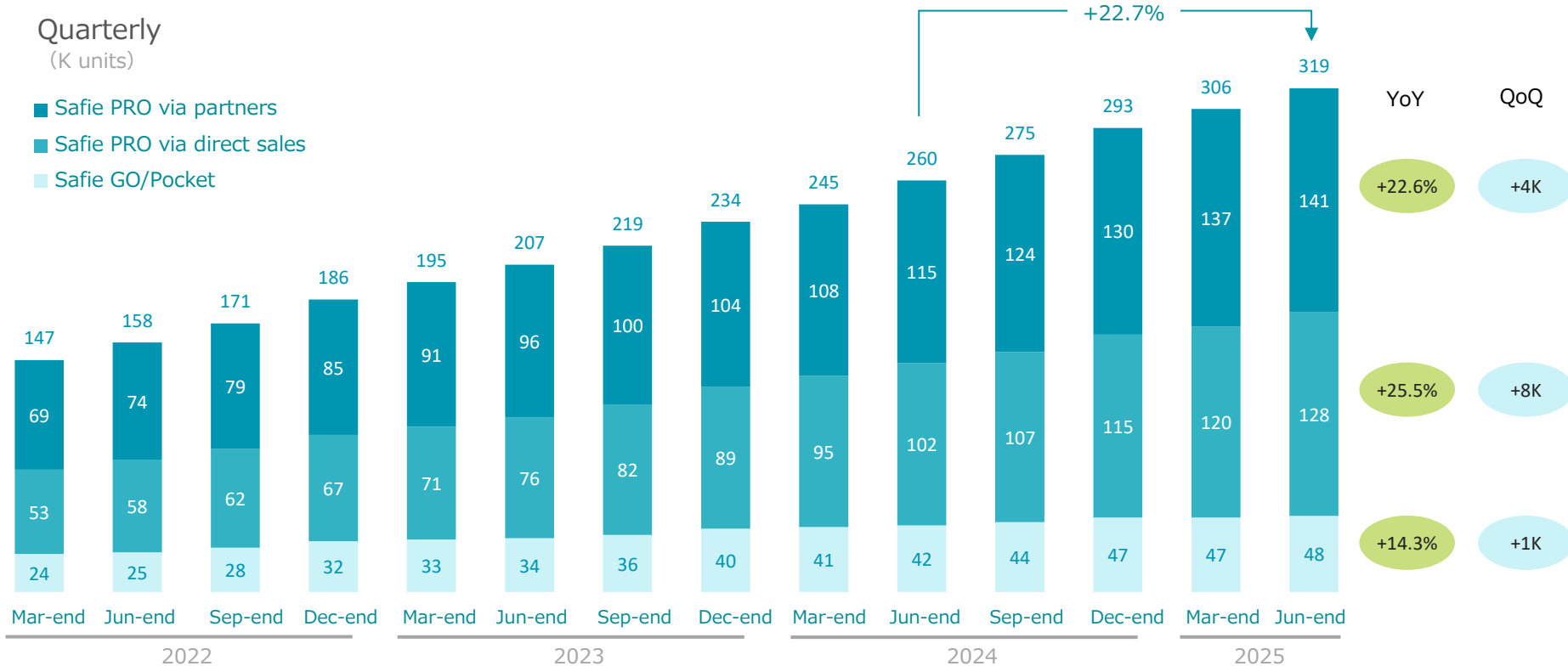© Safie Inc. |  6

# Trend of billing cloudcams by sales channel

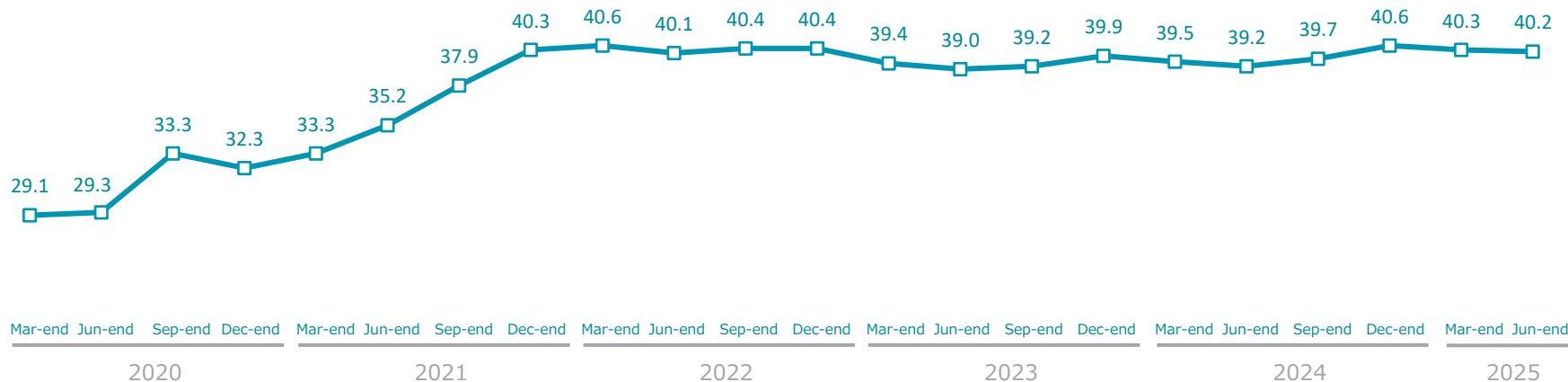## The sales of Safie PRO via direct channel went well due to the increasing deployment in enterprise customers



Quarterly
(K units)

■ Safie PRO via partners
■ Safie PRO via direct sales
■ Safie GO/Pocket

| | Mar-end | Jun-end | Sep-end | Dec-end | Mar-end | Jun-end | Sep-end | Dec-end | Mar-end | Jun-end |
|---|---|---|---|---|---|---|---|---|---|---|
| Total | 147 | 158 | 171 | 186 | 195 | 207 | 219 | 234 | 245 | 260 | 275 | 293 | 306 | 319 |
| Partners | 69 | 74 | 79 | 85 | 91 | 96 | 100 | 104 | 108 | 115 | 124 | 130 | 137 | 141 |
| Direct sales | 53 | 58 | 62 | 67 | 71 | 76 | 82 | 89 | 95 | 102 | 107 | 115 | 120 | 128 |
| GO/Pocket | 24 | 25 | 28 | 32 | 33 | 34 | 36 | 40 | 41 | 42 | 44 | 47 | 47 | 48 |

+22.7%

| | YoY | QoQ |
|---|---|---|
| | +22.6% | +4K |
| | +25.5% | +8K |
| | +14.3% | +1K |

2022    2023    2024    2025

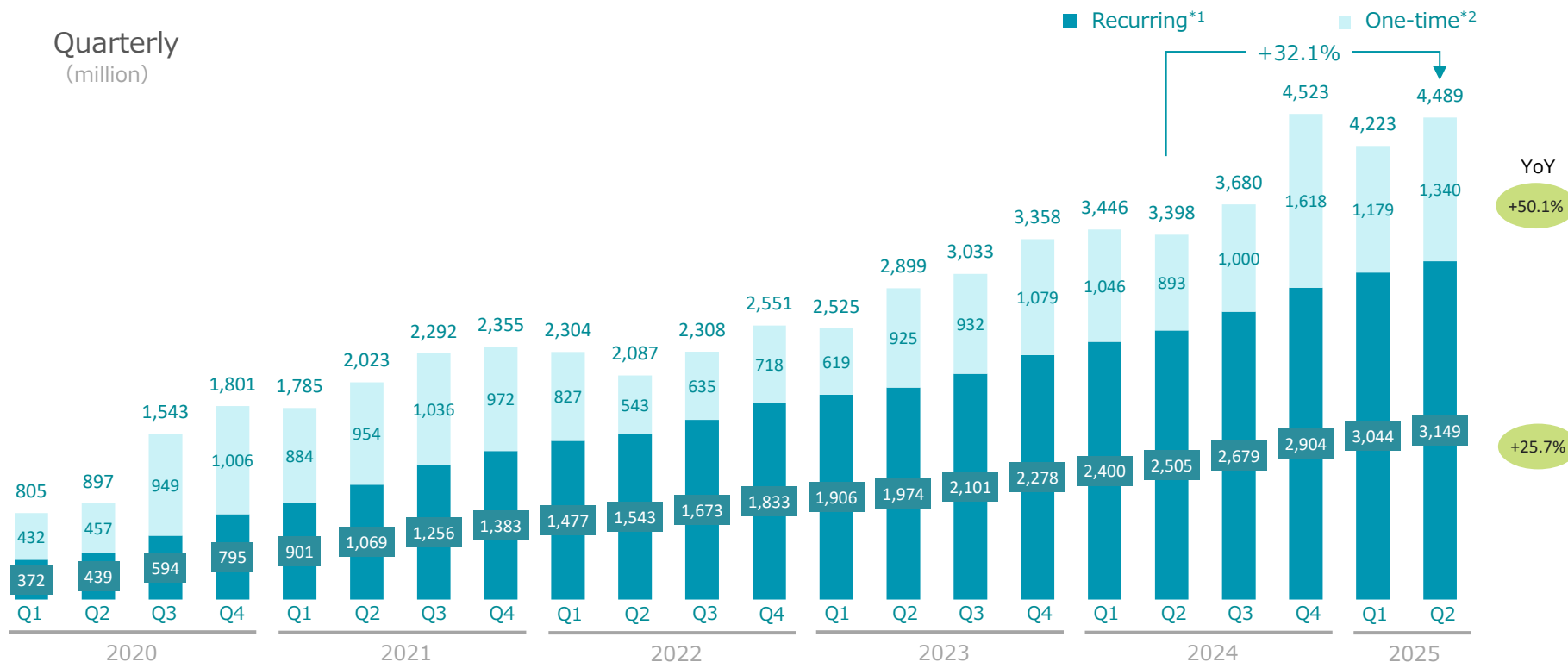# Trend of ARPC (Average revenue per camera)[1]

**safie**

## ARPC decreased due to the increased proportion of Safie PRO series, whose unit price is relatively low, in our product mix

Quarterly
(thousand)



| | 2020 | | | | 2021 | | | | 2022 | | | | 2023 | | | | 2024 | | | | 2025 | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Mar-end | Jun-end | Sep-end | Dec-end | Mar-end | Jun-end | Sep-end | Dec-end | Mar-end | Jun-end | Sep-end | Dec-end | Mar-end | Jun-end | Sep-end | Dec-end | Mar-end | Jun-end | Sep-end | Dec-end | Mar-end | Jun-end |
| 29.1 | 29.3 | 33.3 | 32.3 | 33.3 | 35.2 | 37.9 | 40.3 | 40.6 | 40.1 | 40.4 | 40.4 | 39.4 | 39.0 | 39.2 | 39.9 | 39.5 | 39.2 | 39.7 | 40.6 | 40.3 | 40.2 |

*1 ARPC signifies "Average Revenue per Camera." APRC = ARR÷(the number of billing cloudcams)

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# Revenue trend

**safie**

## One-time revenue grew by 50.1% YoY to ￥1.34bn and recurring revenue grew by 25.7% YoY. The growth of overall revenue reached 32.1% YoY

Quarterly
(million)

■ Recurring[1]  ■ One-time[2]

+32.1%

YoY

+50.1%

+25.7%



| Year | 2020 | | | | 2021 | | | | 2022 | | | | 2023 | | | | 2024 | | | | 2025 | |
|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|------|
| Quarter | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 |
| Total | 805 | 897 | 1,543 | 1,801 | 1,785 | 2,023 | 2,292 | 2,355 | 2,304 | 2,087 | 2,308 | 2,551 | 2,525 | 2,899 | 3,033 | 3,358 | 3,446 | 3,398 | 3,680 | 4,523 | 4,223 | 4,489 |
| One-time | 432 | 457 | 949 | 1,006 | 884 | 954 | 1,036 | 972 | 827 | 543 | 635 | 718 | 619 | 925 | 932 | 1,079 | 1,046 | 893 | 1,000 | 1,618 | 1,179 | 1,340 |
| Recurring | 372 | 439 | 594 | 795 | 901 | 1,069 | 1,256 | 1,383 | 1,477 | 1,543 | 1,673 | 1,833 | 1,906 | 1,974 | 2,101 | 2,278 | 2,400 | 2,505 | 2,679 | 2,904 | 3,044 | 3,149 |

*1 Recurring revenue includes cloud, applications, rental and including SIM, etc.
*2 One-time revenue includes merchandise and camera set up installation work etc.

# Revenue breakdown and trend of gross profit margin

**One-time gross profit margin increased QoQ thanks to our price increases for some cameras and the improvement of profitability in installation-related cases. Recurring gross profit margin also increased due to the optimization of cloud costs.**
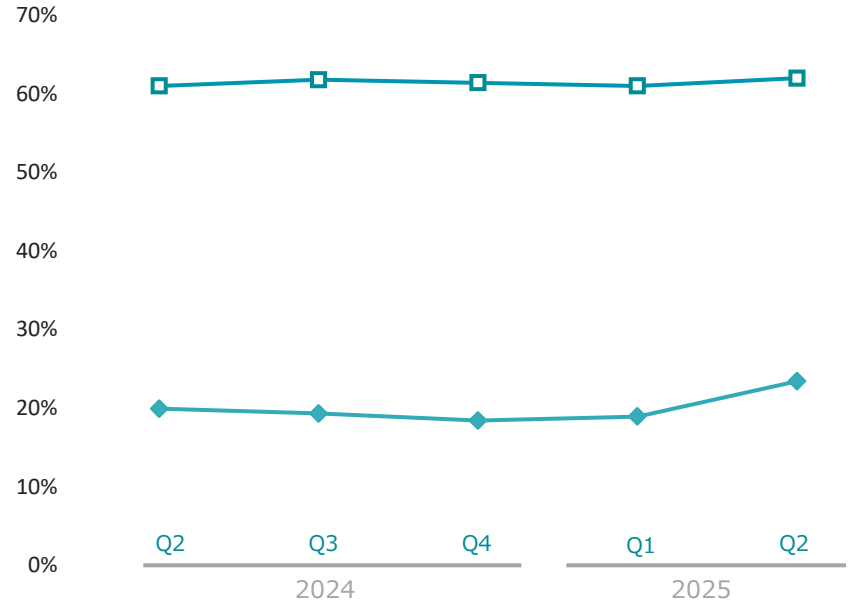
Revenue breakdown（quarterly）

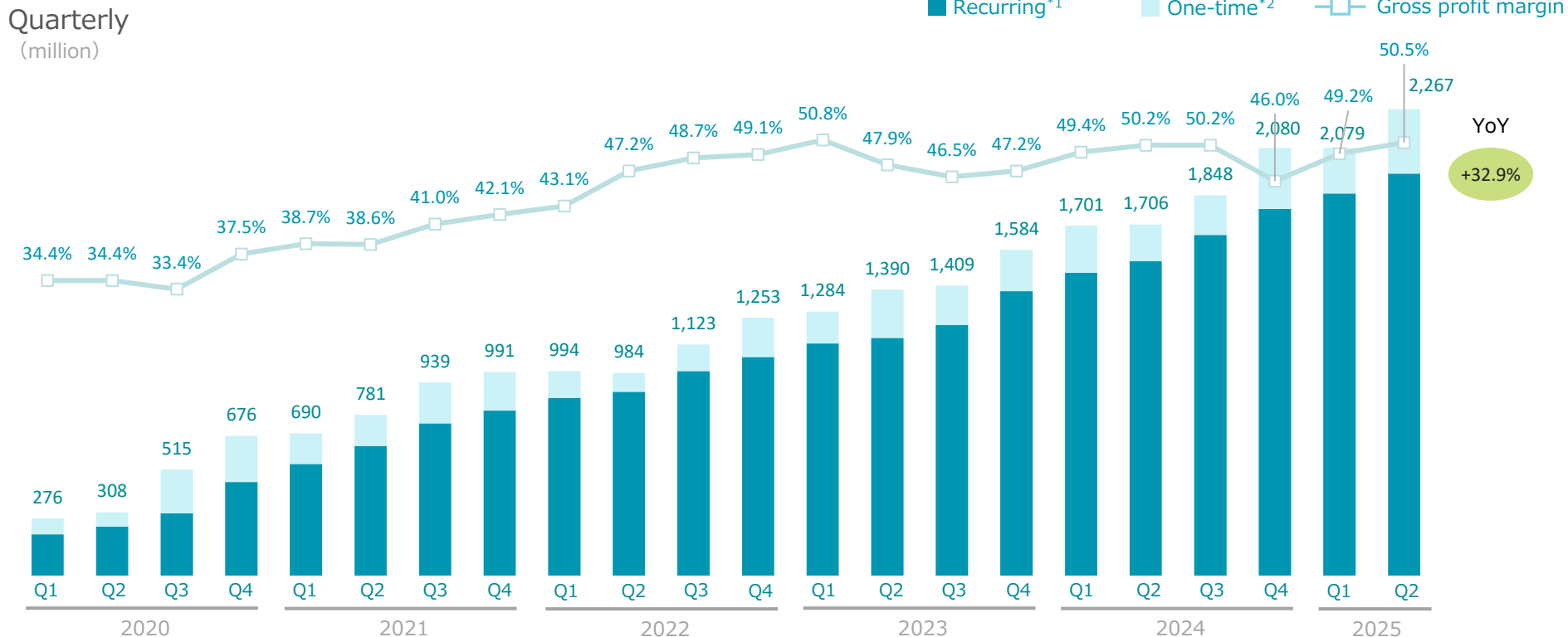- ■ Recurring[1]
- ■ One-time[2]
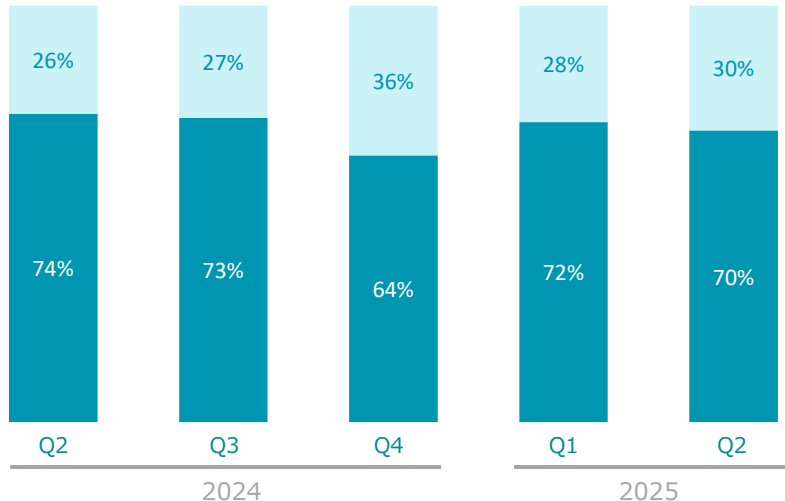
Trend of gross profit margin

- □ Recurring[1]
- ◆ One-time[2]



*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 trend



**Gross profit grew by 32.9% YoY due to the increased revenue and the improved profitability, and gross profit margin reached 50.5%**

Quarterly
(million)

Legend: ■ Recurring[1]　□ One-time[2]　□— Gross profit margin

| | Q1 | Q2 | Q3 | Q4 |
|---|---|---|---|---|
| **2020** | 276 (34.4%) | 308 (34.4%) | 515 (33.4%) | 676 (37.5%) |
| **2021** | 690 (38.7%) | 781 (38.6%) | 939 (41.0%) | 991 (42.1%) |
| **2022** | 994 (43.1%) | 984 (47.2%) | 1,123 (48.7%) | 1,253 (49.1%) |
| **2023** | 1,284 (50.8%) | 1,390 (47.9%) | 1,409 (46.5%) | 1,584 (47.2%) |
| **2024** | 1,701 (49.4%) | 1,706 (50.2%) | 1,848 (50.2%) | 2,080 (46.0%) |
| **2025** | 2,079 (49.2%) | 2,267 (50.5%) | | |

YoY
**+32.9%**

*1 Recurring revenue includes cloud, applications, rental and including SIM, etc.
*2 One-time revenue includes merchandise and camera set up installation work etc.



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# Trend of SG&A expenses

**R&D expenses, including NEDO related costs, continuously increased in Q2 FY2025 and its ratio to revenue also increased. The figures on the slide includes NEDO related costs of approx. ￥109m to be adjusted**

Quarterly

(million)
- ■ S&M*1
- ■ R&D*2
- ■ G&A*3
- ▢ Gross profit

Reasons for QoQ changes
- ・S&M   Increase in promotion costs
- ・R&D   Increase in R&D costs
- ・G&A   Increase in human resource costs
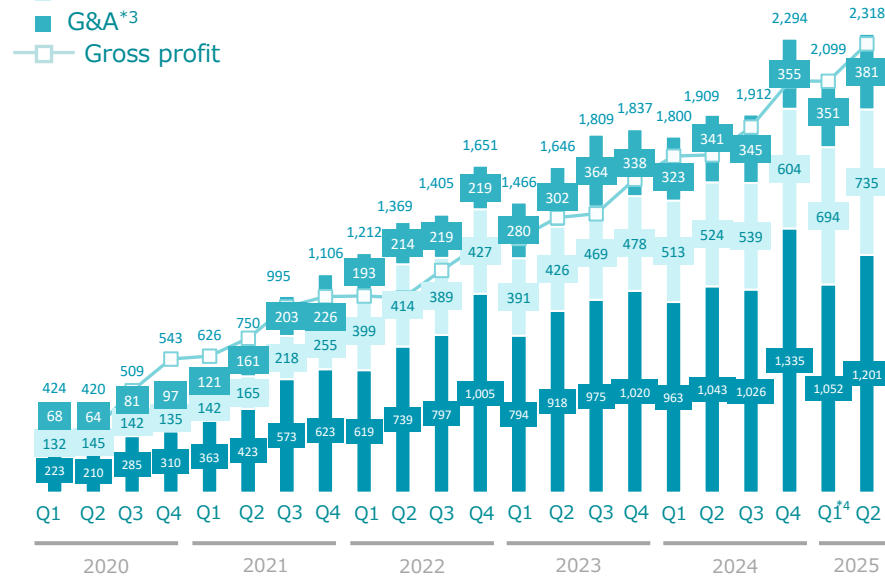
Ratio of SG&A expenses to revenue
- S&M
- R&D
- G&A
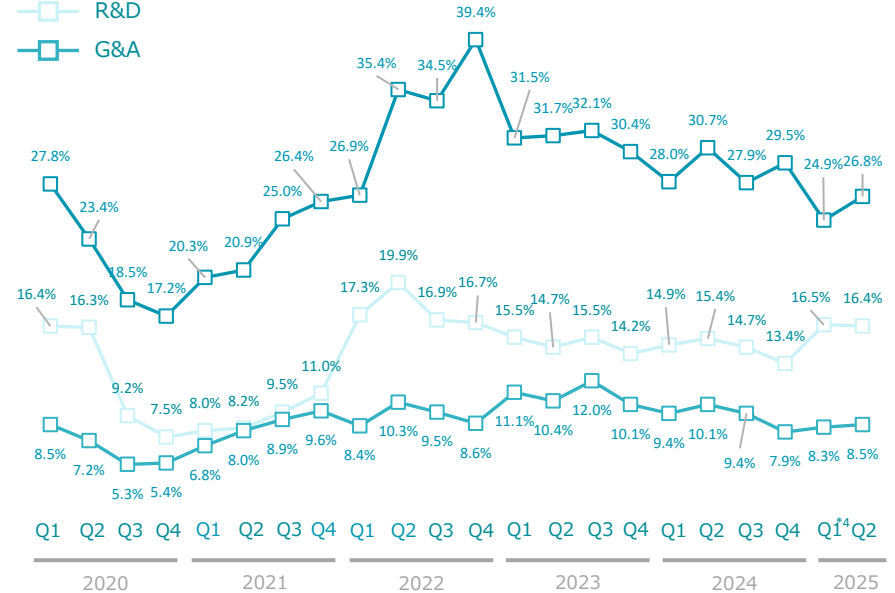


*1 S&M stands for Sales and Marketing and is the sum-total of sales promotion expense, advertising expense, sales personnel costs and other related/common expenses. *2 R&D stands for Research and Development and is the sum-total of R&D engineer personnel cost, outsourcing expense and other related/common expenses. *3 G&A stands for General and Administrative and is the sum-total of administrative personnel cost and other related/common expenses. *4 Temporary expenses include (NEDO related expenses) from FY2025 Q1

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# Trend of adjusted operating profit/loss*¹

**Adjusted operating profit was ¥75m in Q2 FY2025, which has remained positive for 2 consecutive quarters.**
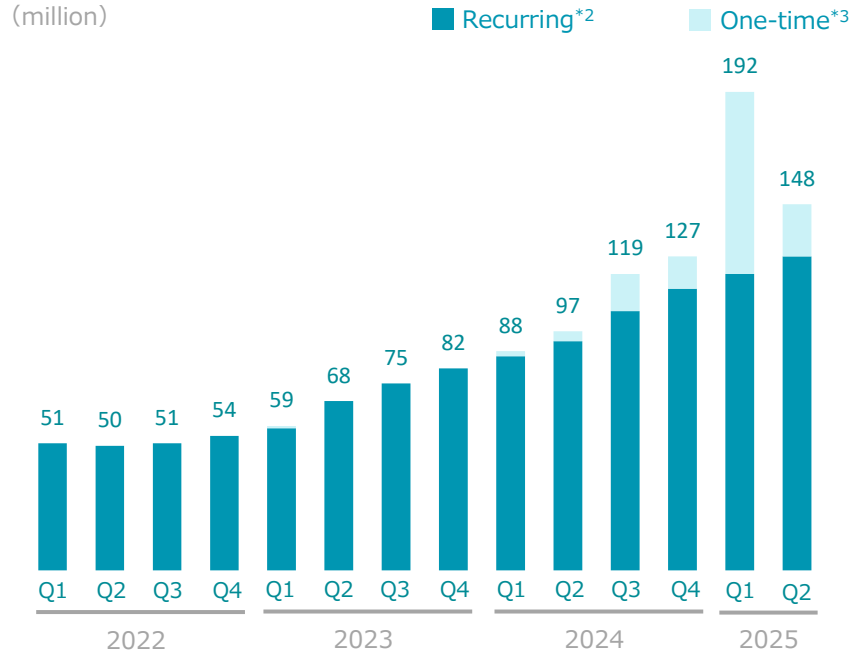
Quarterly
（million）
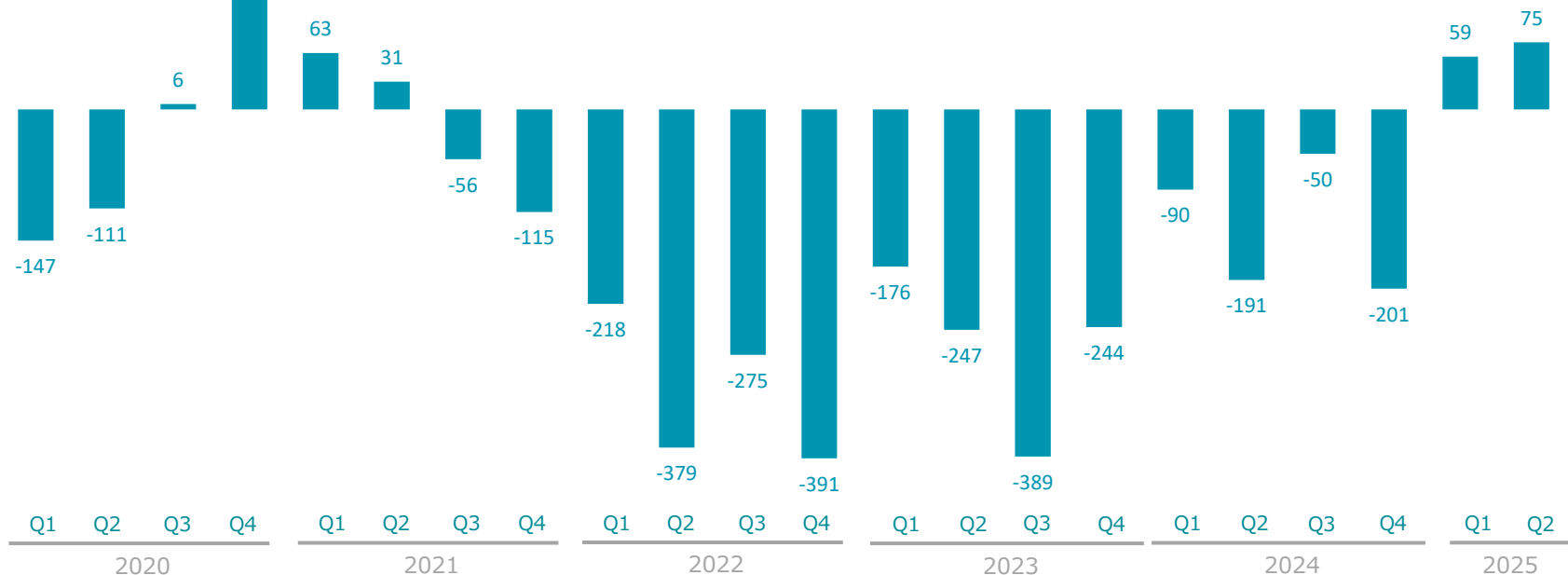


*1 Adjusted operating profit/loss = operating profit/loss + stock-based compensation expense + depreciation of intangible assets arising from M&A + temporary expenses. Temporary expenses include such as NEDO related expenses that newly incurred for NEDO project

**Solution revenue increased due to the PoC in solutions that prepares for the potential deployments to enterprise clients. The use of solutions that meet our clients' various needs is in progress.**

## Trend of solution revenue*1

(million)   ■ Recurring*2   ■ One-time*3

| | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | 51 | 50 | 51 | 54 | 59 | 68 | 75 | 82 | 88 | 97 | 119 | 127 | 192 | 148 |
| | | 2022 | | | | 2023 | | | | 2024 | | | | 2025 |

## Q2 FY2025 results

Conducted the PoC over managing safety in construction sites in collaboration with **a major construction company and an AI vendor**. Gained revenue for the possible implementation in the future.

"**Safie Survey**", offering AI traffic volume search, has been used not only by public sectors but also by construction companies.

The deployment of "**AI-App**" has been increased in the retail/service industries. Video data is used even more to solve challenges in onsite operation.

*1 It includes application such as AI-App, various options allowing the advanced use of videos, 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 employee

**Gross profit per employee grew well due to improving our earning capability by expanding the sales for enterprises and our product lineups**

## Gross profit per employee[1]
(million)
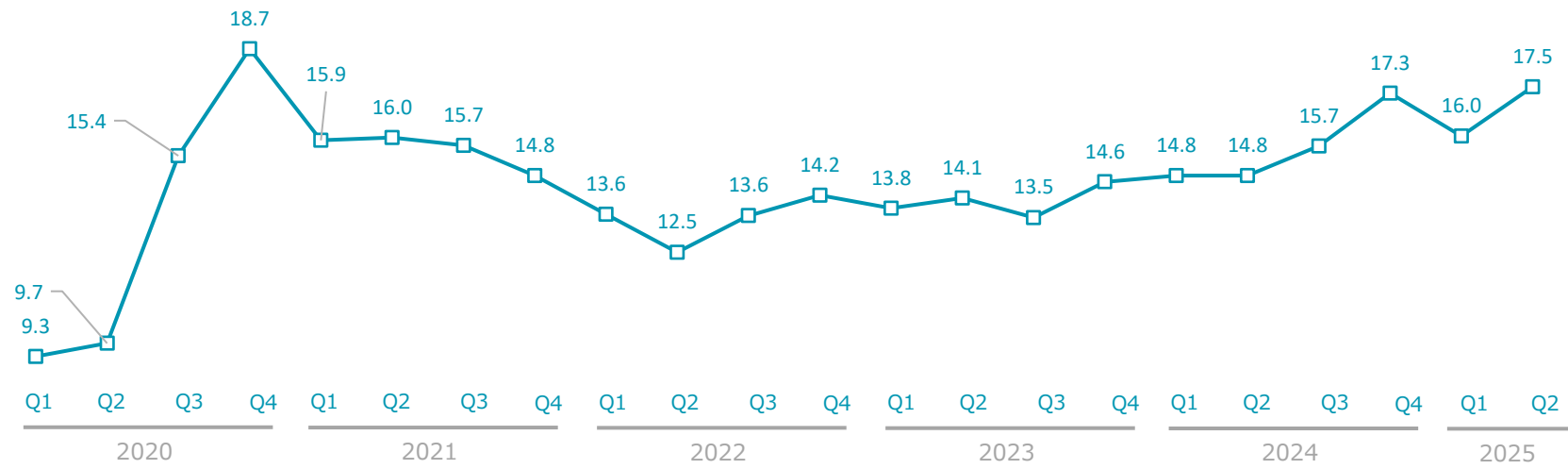
# 3. Business updates
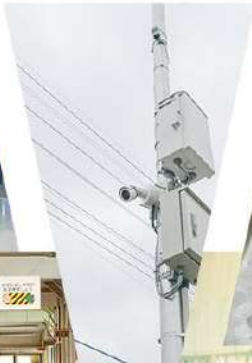
## The working age population will decrease sharply from a peak of over 85 million to around 50 million in the future

**Trend of Japanese population**



(10,000)
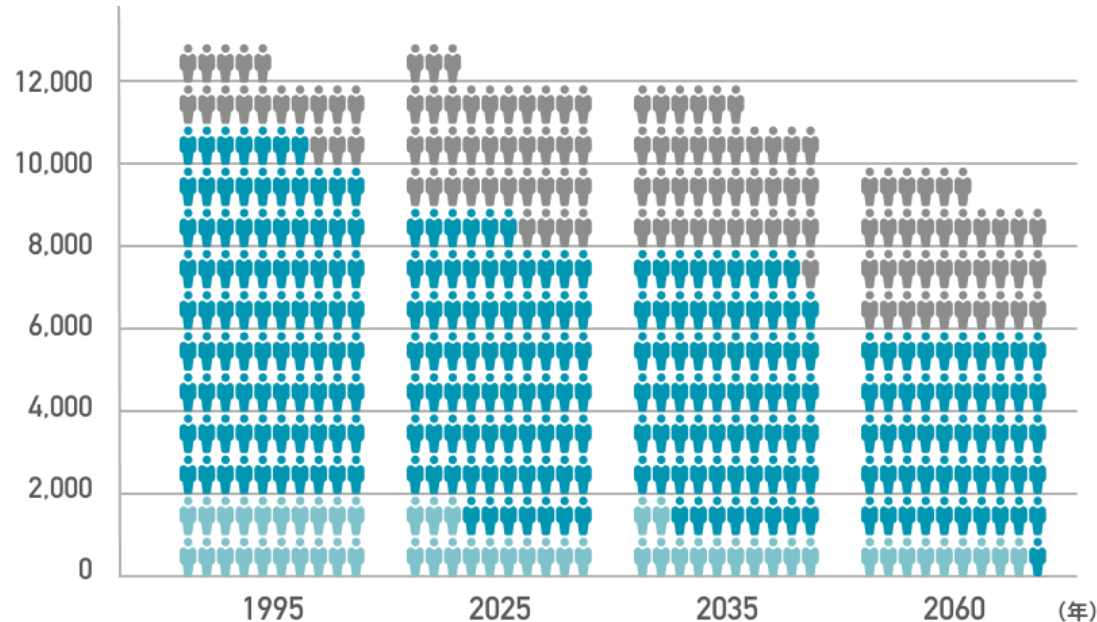
| | <14 years old |
| | 15~64 years old Working population |
| | >65 years old |

**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
**24.8**%[2]

In 2040
Labor demand: 4.385ml
Labor supply: 3.297ml

### Restaurants
**15.1**%

In 2040
Labor demand: 3.748ml
Labor supply: 3.181ml

### Construction
**22.0**%

In 2040
Labor demand: 2.989ml
Labor supply: 2.332ml

### Logistics
**24.2**%

In 2040
Labor demand: 413.2ml
Labor supply: 313.4ml

### Factory
**13.3**%

In 2040
Labor demand: 8.450ml
Labor supply: 7.326ml

### Nursing care
**25.3**%

In 2040
Labor demand: 2.297ml
Labor supply: 1.717ml

### Healthcare
**17.5**%

In 2040
Labor demand: 4.676ml
Labor supply: 3.860ml

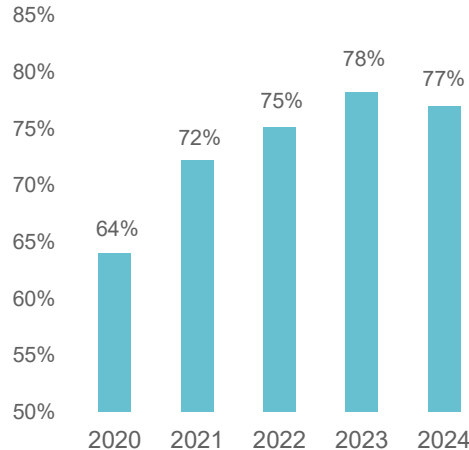# Our winning strategy in retail/Service industry

# Market environment (retail/service): More use of cloudcams as a measure to solve challenges in stores

## Efficient store operation

**Increasing self-checkout（semi-self）payment systems**

The installation rate of semi-self checkouts*1

Bar chart — The installation rate of semi-self checkouts:
- 2020: 64%
- 2021: 72%
- 2022: 75%
- 2023: 78%
- 2024: 77%

## Store risk management

**Making use of security cameras to manage risks such as increasing theft and harassments by customers**

- The use of video data as a crime evidence
- For crime prevention
- For employees' misbehavior
- Avoiding troubles at checkouts

## Understanding customer behaviors

**Meeting diversifying needs by data collection, quantification, and analysis**

Needs A    Needs B    Needs C

**Diversifying needs from consumers**

*1 Source: "supermarket *hakusho* 2025": selecting from 23,039 stores nationwide with annual sales of over 1 billion yen and food sales accounting for 50% or more of their total sales (however, major retailers are included even if their food sales ratio is less than 50%), National Supermarket Association of Japan.
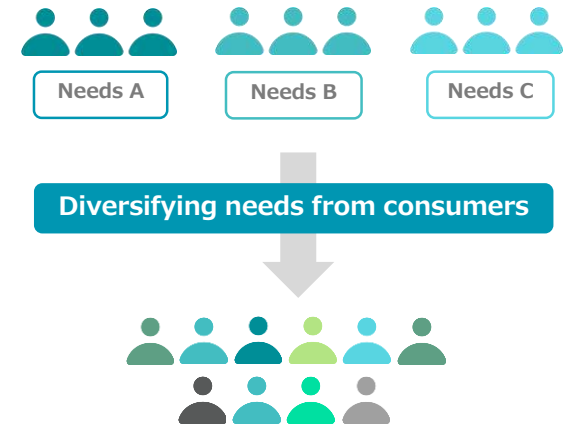
**Revenue per customer can be increased through labor saving combined video data from multi-cameras (inc. connecting existing cameras to cloud-driven interface) and AI**



## Solution with multi-cameras

**1 Better security**
Detect revisit of specific customer

**2 Remote crime prevention**
Remote risk management of stores

**3 Less waiting time at casher**
Better customer experience

**4 Remote customer service**
No need for dedicated personnel in stores/Inbound needs can be handled easily

**5 Marketing**
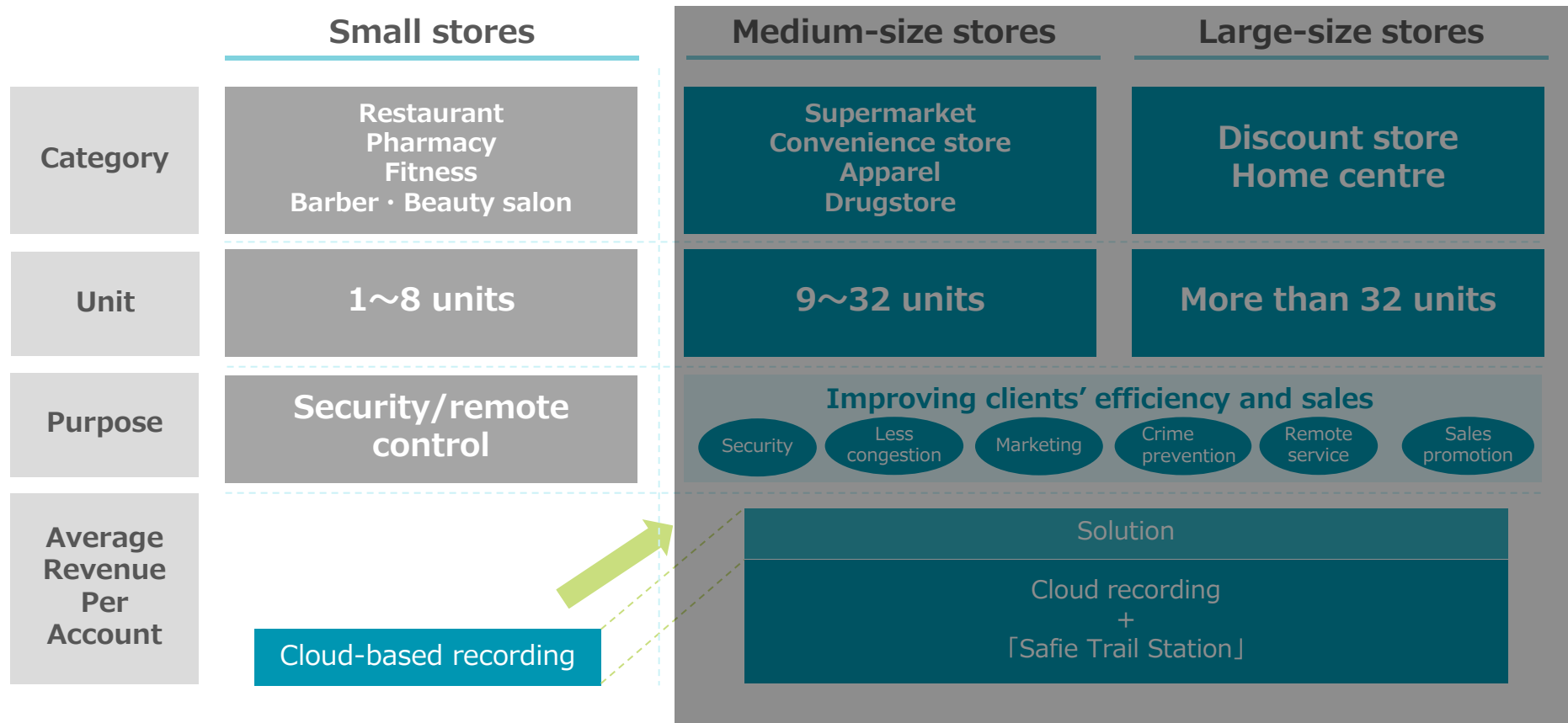Counting number of visitors

**6 Promotion activities**
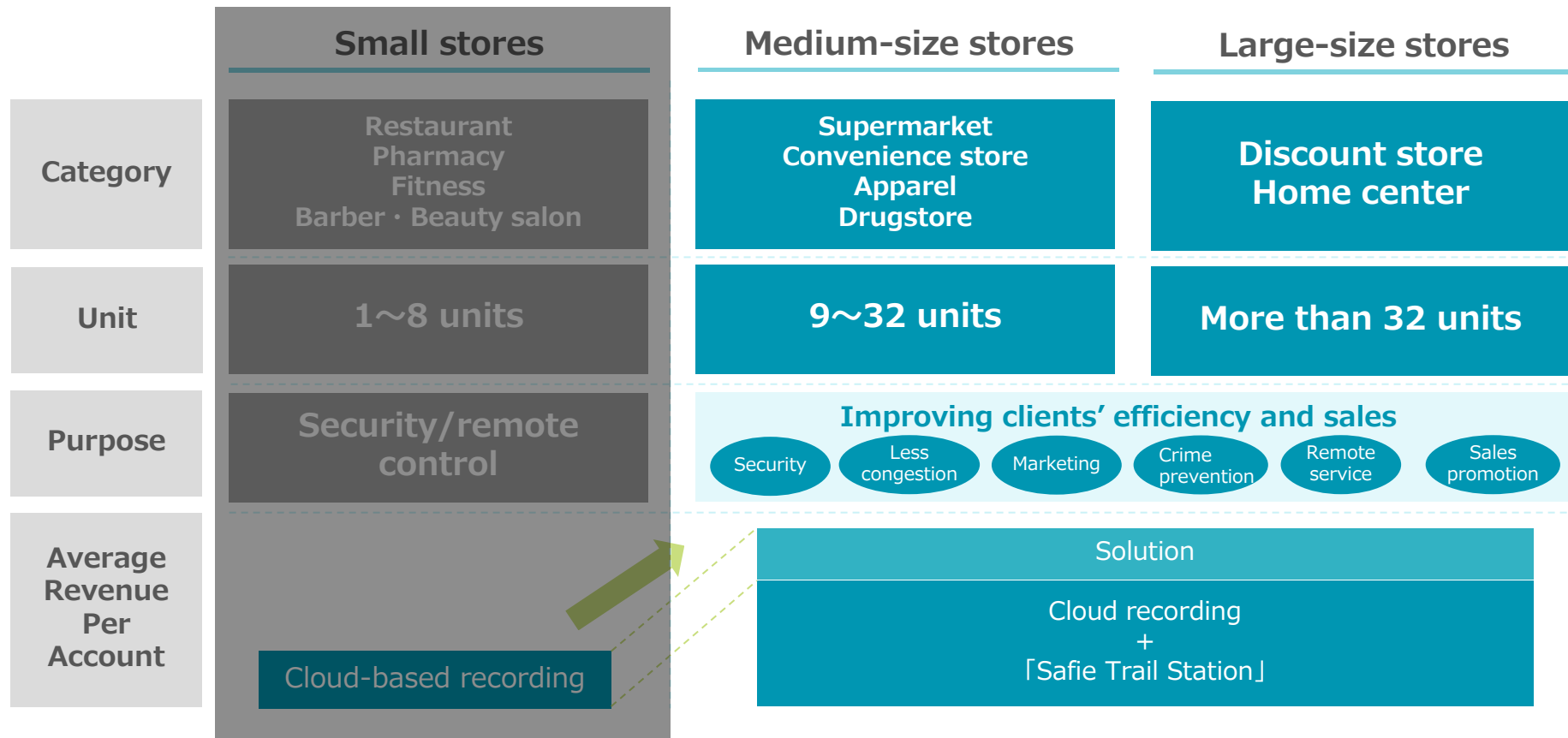Analyzing best timing and arrangement for shelf controlling

**7 Communication support**
Remote instruction via headset

# Retail/service : The targeted area that Safie has expertized in

| | Small stores | Medium-size stores | Large-size stores |
|---|---|---|---|
| **Category** | Restaurant<br>Pharmacy<br>Fitness<br>Barber・Beauty salon | Supermarket<br>Convenience store<br>Apparel<br>Drugstore | Discount store<br>Home centre |
| **Unit** | 1～8 units | 9～32 units | More than 32 units |
| **Purpose** | Security/remote control | **Improving clients' efficiency and sales**<br>Security ・ Less congestion ・ Marketing ・ Crime prevention ・ Remote service ・ Sales promotion | |
| **Average Revenue Per Account** | Cloud-based recording | Solution<br>Cloud recording<br>+<br>「Safie Trail Station」 | |

# Retail/service : The area that Safie will target

| | Small stores | Medium-size stores | Large-size stores |
|---|---|---|---|
| Category | Restaurant<br>Pharmacy<br>Fitness<br>Barber・Beauty salon | Supermarket<br>Convenience store<br>Apparel<br>Drugstore | Discount store<br>Home center |
| Unit | 1〜8 units | 9〜32 units | More than 32 units |
| Purpose | Security/remote control | **Improving clients' efficiency and sales**<br>Security / Less congestion / Marketing / Crime prevention / Remote service / Sales promotion | |
| Average Revenue Per Account | Cloud-based recording | Solution<br>Cloud recording<br>+<br>「Safie Trail Station」 | |

**Three-step strategy solving clients' issues by combining multiple cloudcams with our solutions**

### Step 1
**S**pot
**Initial solution deployment**

Offering our services and solutions to solve clients' issues

### Step 2
**P**ilot
**Trying out the solution at multiple stores**

Expanding them from one store to multiple stores

### Step 3
**R**ollout
**Deploying Safie for an entire store**

Proceeding with "Safication[1]" by deploying various services and solutions in both new and existing stores

In progress in the following companies

GooDay
Belc ベルク
MaxValu マックスバリュ東海
Lion D'or THE SUPERMARKET
Rie RENAISSANCE

- Major apparel stores
- Major discount stores
- Major supermarkets

Safie AI People Count

People count

Personnel search

*1 Safication: the process of restructuring an entire store with Safie's products and services

**The number of camera per store rapidly increased, thanks to Safie Trail Station which helps the cloudification of in-store cameras. Average revenue per account is expected to grow dramatically with our solutions**



safie **Trail Station**

It enables to view videos anytime, anywhere simply by connecting to existing cameras
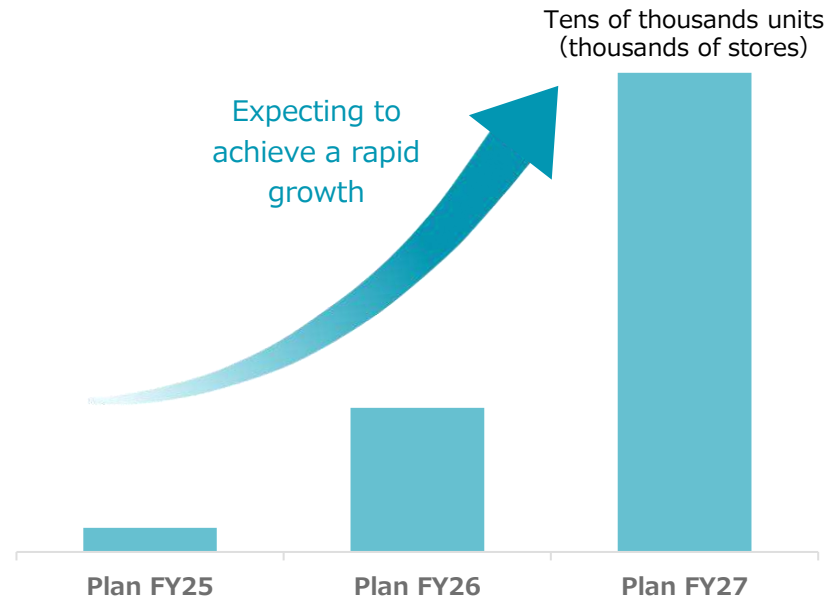
Entry detection

Passage count

RURA (SF)

BONX

## A major drugstore

Trend of the number of billing cameras (stores) that we are proposing

Tens of thousands units (thousands of stores)

Expecting to achieve a rapid growth



Plan FY25　　　Plan FY26　　　Plan FY27

**Deploying solutions for challenges that clients have by cloudification of in-store cameras. Promoting "Safication[*1]" in which an entire store is restructured with Safie**

## A major drugstore

### Market trend

**Drugstores pay increasing attention on legalizing remote sales of OTC drugs**

- Amended the act legislating the rules for production and sales of medications

- Legalizing the sales of OTC drugs in stores without pharmacist under the remote starting from spring 2027

- Consumers will be able to buy OTC drugs not only in drugstores but also in convenience stores and vending machines

### Efficient store operations
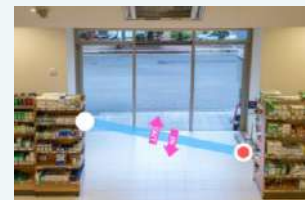


**Remote customer service**

**Communication assistance**

**Risk management**

**Visualizing congestion at checkouts**

**Understanding customer behavior**

**Incoming customer counts**

*1 Safication: the process of restructuring an entire store with Safie's products and services

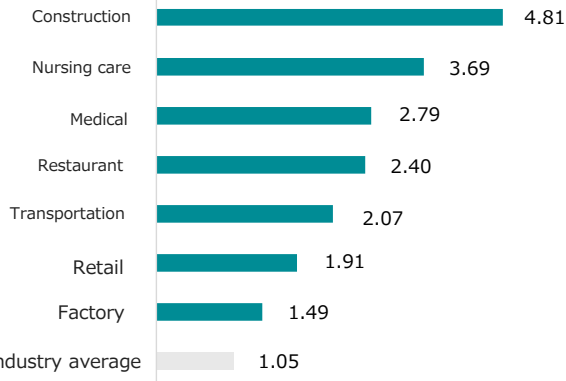# Our winning strategy in construction/ infrastructure industries

# Market trend in construction industry: Supporting the improvements of work efficiency with videos and AI

## Improving work efficiency is essential

**The essentiality to improve work efficiency due to the limitation of long-hour labor and labor supply**

Selection ratio*1

| Industry | Ratio |
|---|---|
| Construction | 4.81 |
| Nursing care | 3.69 |
| Medical | 2.79 |
| Restaurant | 2.40 |
| Transportation | 2.07 |
| Retail | 1.91 |
| Factory | 1.49 |
| All industry average | 1.05 |

## Increasing demand for digitalization

**Analogue regulations have been revised in June 2024.
The increasing need of remote supervision with cameras**

**Replacing a daily site-visit with a combination of weekly visits and remote supervision *2**

## Labor-saving and automation by AI

**MLIT announces the labor saving by 30% by 2040*3
The use of AI is expected as industrial solutions**

**Immediate creation of 3D models**

**Improved danger alerts**

**Controlling construction vehicles autonomously**

**Manualize unstructured data**

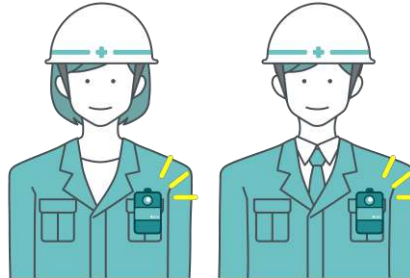*1 Ministry of Health, Labor and Welfare: "General employment situation (May 2025)"
*2 Labor Standards Bureau, Ministry of Health, Labor and Welfare: "Use of digital technology for site inspections by designated contractors"
*3 Ministry of Land, Infrastructure, Transport and Tourism: "i-Construction 2.0 ～Automation in construction sites～"

**Highly-convenient onsite DX in construction industry with multiple cameras and solutions**



## Multiple cameras with solutions

**1 Managing progress**
Management of progress with multiple cameras

**2 Remote supervision/ inspection**
Reducing management costs

**3 Remote security/crime prevention**
Preventing steal of materials

**4 Automatic detection of unsafe activities**
Preventing an entry of unsafe areas

**5 Traffic survey**
Automatic survey with videos and AI

**6 Communication support**
Detecting troubles with sensors and assisting with MUSVI

**7 Management of highways**
Location tracking, which works seamlessly with videos

# Construction industry : Our winning strategy in construction

**Not only providing remote supervision by standardizing the installation of couldcams with solutions but aiming to visualize and manage the entire process from construction to maintenance.**

| Step 1 | Step 2 | Step 3 |
|---|---|---|
| Using cameras for construction management | Structuring the remote construction management model by combining videos with multiple solutions | Visualizing/managing the entire process including post-construction |
| **Standardizing the use of onsite cameras** | **Visualizing the management of large-scale and complicated sites** | **Continuous management of the entire process from planning to maintenance** |

In progress in the following companies

SEKISUI HOUSE　あなたの誇りを建てる。 Panasonic Homes

Daiwa House.

100年をつくる会社 鹿島　SHIMIZU CORPORATION 清水建設

大成建設 For a Lively World　想いをかたちに 未来へつなぐ TAKENAKA　OBAYASHI

**Infrastructure & Urban planning**

Passage count
ai-app

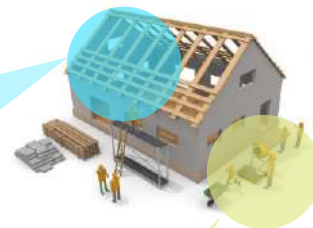**Implementation in the housing industry with our knowledge and skills in the construction industry**

## Continuously expanding our business with major and local housing builders
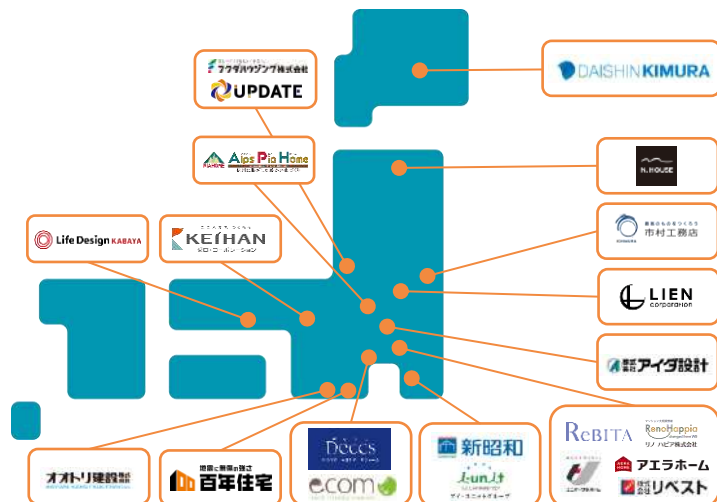


## Remote supervision by selecting cameras situationally [1]

safie **Pocket**

Safie Pocket series

**Structural inspection**
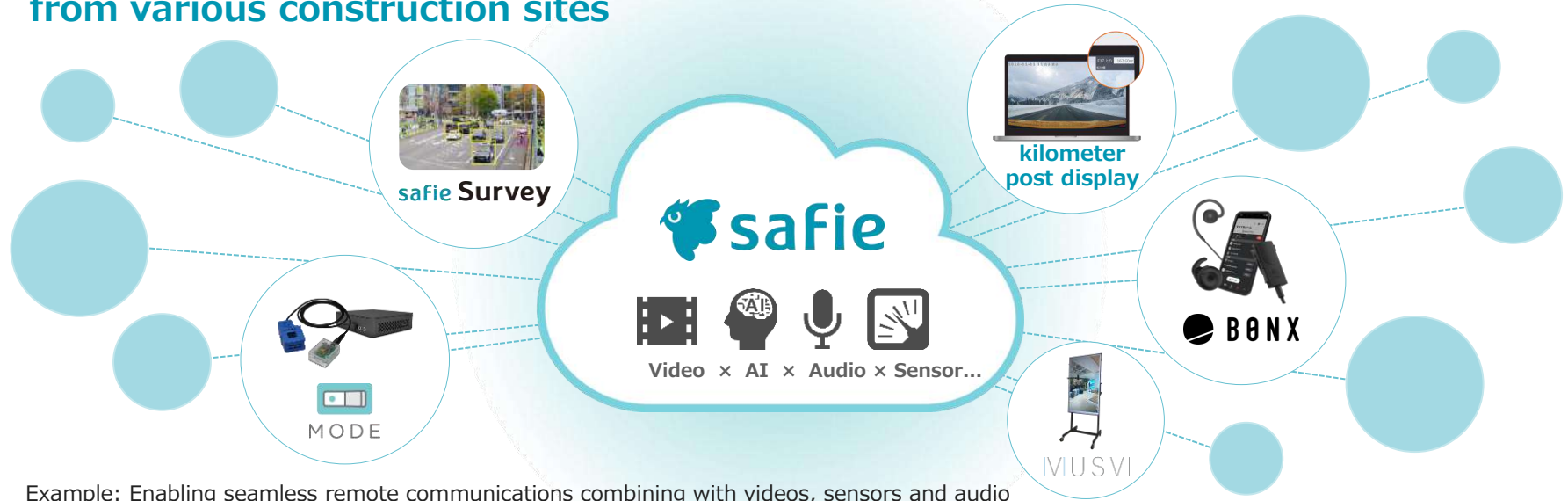
safie **GO 360**

Safie GO 360

**Safety patrol**

*1 Safie Pocket2 and Safie Pocket2 Plus meet the performance requirements necessary for remote supervision, and Safie GO 360 enable even safer and more productive remote supervision when used in combination with Safie GO 360.

© Safie Inc. | 32

**We are driving advanced data use of AI, audio, sensor as well as our video data from various construction sites**



safie Survey

kilometer post display

**safie**

Video × AI × Audio × Sensor...

MODE

BONX

MUSVI

Example: Enabling seamless remote communications combining with videos, sensors and audio

**Sensors detect abnormality**

**Check the site with cameras**

**Share via audio**

**Report via MUSVI**

safie

## Helping remote construction management with our platform creating digital twins from continuous streams of onsite video, AI analysis, audio, and sensor data

3D reconstruction with video data (3D model)

Virtual space

Mapping the results detected by videos and AI to a model

Foresee and strategize in a critical path

**Acquiring comprehensive onsite data instantaneously**

**Construction management based on data from virtual sites**

safie

Videos × AI × Audio × Sensors...

Wearable camera

Patrol drone

Wi-Fi camera

Autonomous robot

Onsite communication device

BONX

MODE

Real space

LTE camera

Onsite sensor

# Construction industry : Our winning strategy in construction step3

**Enabling continuous management over the entire process from construction management to maintenance, increasing LTV in the infrastructure industry as well as the construction industry**

| Pre-construction | Post-construction | Maintenance |
|---|---|---|

### Management/ construction of main lines

**Remote supervision in maintenance**

Reducing a travel time for supervision by 60%

### Measures for weather conditions

**As a countermeasure for snow in winter**

Immediate understanding of a situation and a recovery progress

### Safety patrol

**Immediate location tracking with kilometer post**

Between onsite and management teams. Efficient communications leads to faster decision-makings

### Monitor toll gates and their surroundings

**Fixed cameras in toll gates and surrounds**

Supporting crime prevention and security during night

# Accelerating the development/dissemination of AI by strengthening our video platform

**Platform development initiative for creating AI, that is individually optimized more quickly and easily, has been selected for NEDO for their project**

## Overview

- We are selected for "Research and Development Project to Enhance the Post-5G Information and Communications System Infrastructure / Survey of Advanced Cases Related to the Utilization of Data-generating AI" called by New Energy and Industrial Technology Development Organization (NEDO)

- Safie's efforts to build a platform since its founding will be further promoted by this project

- Maximum of ￥890 ml yen as consignment fees will be received primarily in FY 2025 for the investment related to the project

## Reasons for the selection

| | | | |
|---|---|---|---|
| **01** More than 319K billing cameras | **02** Large amount of video data | **03** High-level and in-house technical capabilities | **04** Collaboration with data holders |

**safie**

## Developing the foundation of platform and its PoC as planned

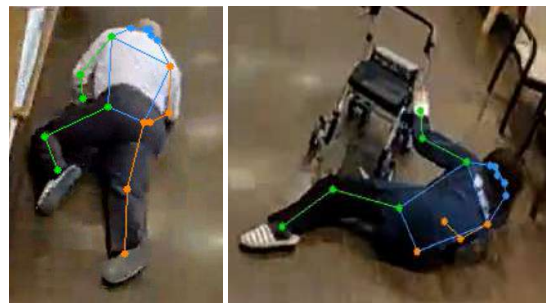### Unsafe behavior detection



Reporting if a staff accurately complies with safety measures by a camara attached to a crane
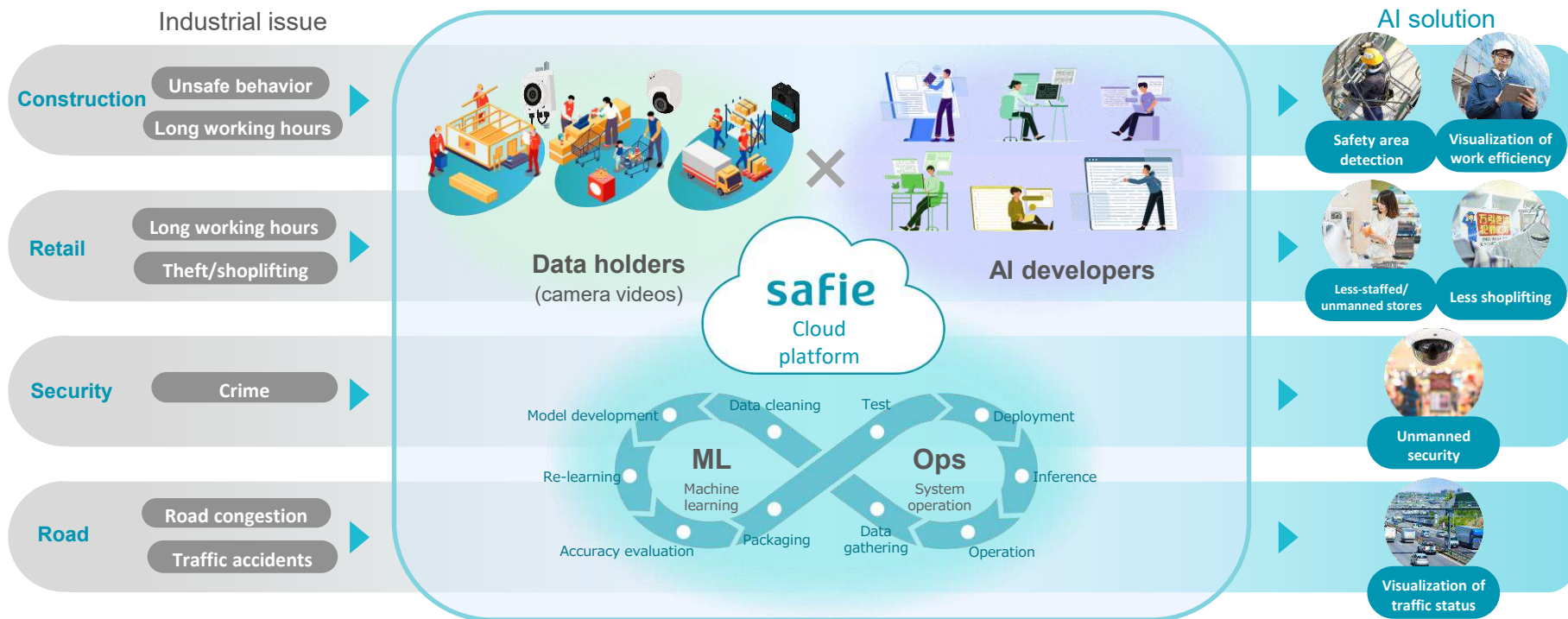
**safie Pocket**



### Fall detection



Detect and notify fall of a patient through multiple cameras set in a nursing home

# Strengthening our AI solution platform to accelerate onsite DX

**Accelerating the creation of new AI business by developing a platform which allows easier use of data, AI generation and its re-learning**

Industrial issue

AI solution

**Construction**
- Unsafe behavior
- Long working hours

**Retail**
- Long working hours
- Theft/shoplifting

**Security**
- Crime

**Road**
- Road congestion
- Traffic accidents

**Data holders** (camera videos) × **AI developers**

**safie** Cloud platform

ML — Machine learning
- Model development
- Data cleaning
- Test
- Re-learning
- Accuracy evaluation
- Packaging

Ops — System operation
- Deployment
- Inference
- Operation
- Data gathering

AI solution images:
- Safety area detection
- Visualization of work efficiency
- Less-staffed/ unmanned stores
- Less shoplifting
- Unmanned security
- Visualization of traffic status

## Q2 FY2025 results

- Revenue grew by 32.1% YoY and was ￥4.48bn, supported by the strong direct sales

- Adjusted operating profit was at ￥75m. Achieved surplus in adjusted operating profit for Q2 FY2025 consecutively from Q1 FY2025

- No change is expected in our full-year performance target

## Increasing deployment of our onsite DX solutions, improving average revenue per account in various industries

- The use of videos and AI is expected to make up the lack of workers in the 8-*gake* [1] society

- The implementation of cameras and solutions, such as Safie Trail Station, is in progress. The rapid growth phase supported by business creation with our AI solution platform and its related increase in average revenue per account and added values

---

[1] The working-age population (aged 15 to 64) in seven types of essential services (construction, logistics, sales, manufacturing, nursing care, medical care, and food service) will decrease to 80% of the current level.

Create a better future with intelligent vision

Appendix

**In order to resolve the labor shortage and improve productivity and convenience, the relaxation and abolition of the 9,669 regulations stipulated by law is progressing, and Safie is also actively proposing the DX of onsite operations*[1]**

# 9,669 articles

**7 main analog regulation**

(1) Visual inspection（2,927）

(2) Regular inspection（74）

(3) Field audit (1,034)

(4) Residencies/full-time（1,062）

(5) Written-notice（772）

(6) Courses in-person（217）

(7) Onsite viewing（1,446）

*[1] Institute for Digital Transformation in Construction to which Safie belong presented about proposals to the government for promoting Construction DX at the public-private partnership forum to expand domestic investment held at Prime Minister of Japan and His Cabinet

## DX in medical field is expected due to the legislative reform allowing the non-pharmacy and online sales of OTC drugs

- On May 21st 2025, the "Act on Securing Quality, Efficacy and Safety of Products Including Pharmaceuticals and Medical Devices" will be promulgated and gradually implemented within six months
- The purpose of this reform is to respond circumstances such as the occurrence of irregularities, **shortages of pharmaceuticals, and changes in the drug discovery environment**, and to continue to provide the public with a stable supply of high-quality pharmaceuticals in a timely and appropriate manner
- In addition to pharmaceuticals, medical devices, cosmetics, quasi-drugs, and regenerative medicine products are also subject to this regulation
- The main four changes are following:
  - （1）**Strengthening the quality and the safety of pharmaceuticals**
    Strengthening responses to serious violations of laws and regulations such as GMP, penalties for false reporting, and monitoring/reporting systems for holder of marketing authorization
  - （2）**Stable supply chains for pharmaceuticals used with prescriptions or guidance**
    Countermeasures when the supply stops, clarifying the duty to secure safety, and formalize the legal basis for storage requests and supply adjustments
  - （3）**Encouraging more drug developments**
    Permanent implementation/expansion of conditional early approval system, and introducing the "Early Phase Consultation"
  - （4）**Strengthening the role of pharmacy to provide appropriate medications**
    ・**Expanding the over-the-counter drugs**
    Those who are not pharmacy operators and store retailers can register as certified delivery agents and provide over-the-counter drugs
    ・**Online medication guidance for pharmaceuticals requiring guidance**
    Based on the judgement of a pharmacist, prescription drugs can be sold after online medication guidance. Items that require face-to-face confirmation are excluded as "Designated pharmaceuticals requiring guidance"

# Company overview

## At a glance

**Established**

October 2014

**The number of employees（As of July 2025）** *1

518

**Annual revenue（FY2025 forecast）**

¥18,400m

**ARR（As of June 2025）** *2

¥12,860m

**The number of billing cloudcams（As of June 2025）** *3

319k units

*1 The number of employees was 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 the sales partners)
*3 Billing cloudcam is the number of cloudcams in operation whose fees are charged in each quarter. It does not represent the number of cloudcams sold in each quarter.
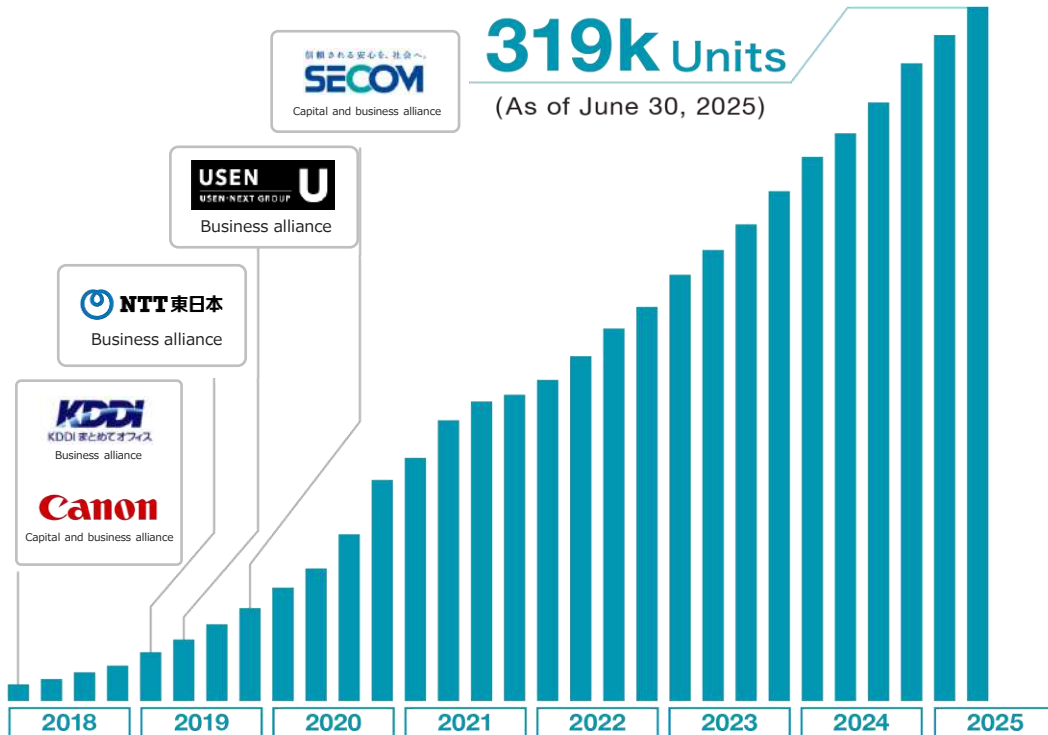
## Overview of the products and services



| | | |
|---|---|---|
| **01** | OS | Cloud-driven camera OS |
| **02** | | Powerful security |
| **03** | UI/UX | High quality UI/UX |
| **04** | | Highly scalable platform |

safie

## Billing cloudcams with major business alliances

The number of billing cloudcams

**319k** Units
(As of June 30, 2025)

SECOM
Capital and business alliance

USEN U
USEN-NEXT GROUP
Business alliance

NTT 東日本
Business alliance

KDDI まとめてオフィス
Business alliance

Canon
Capital and business alliance

2018  2019  2020  2021  2022  2023  2024  2025

## Market share

Market share in the cloud monitoring and video recording services[1]

safie **55.3**%
(2024)



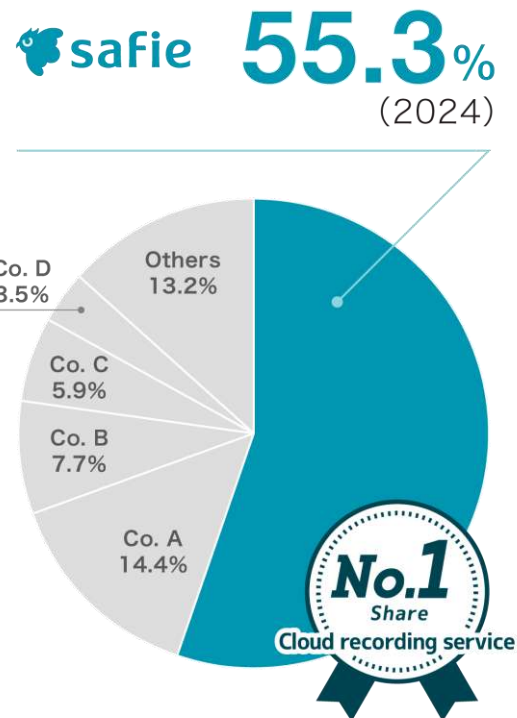Co. D 3.5%
Others 13.2%
Co. C 5.9%
Co. B 7.7%
Co. A 14.4%

No.1
Share
Cloud recording service

*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

# Our customers in various industries



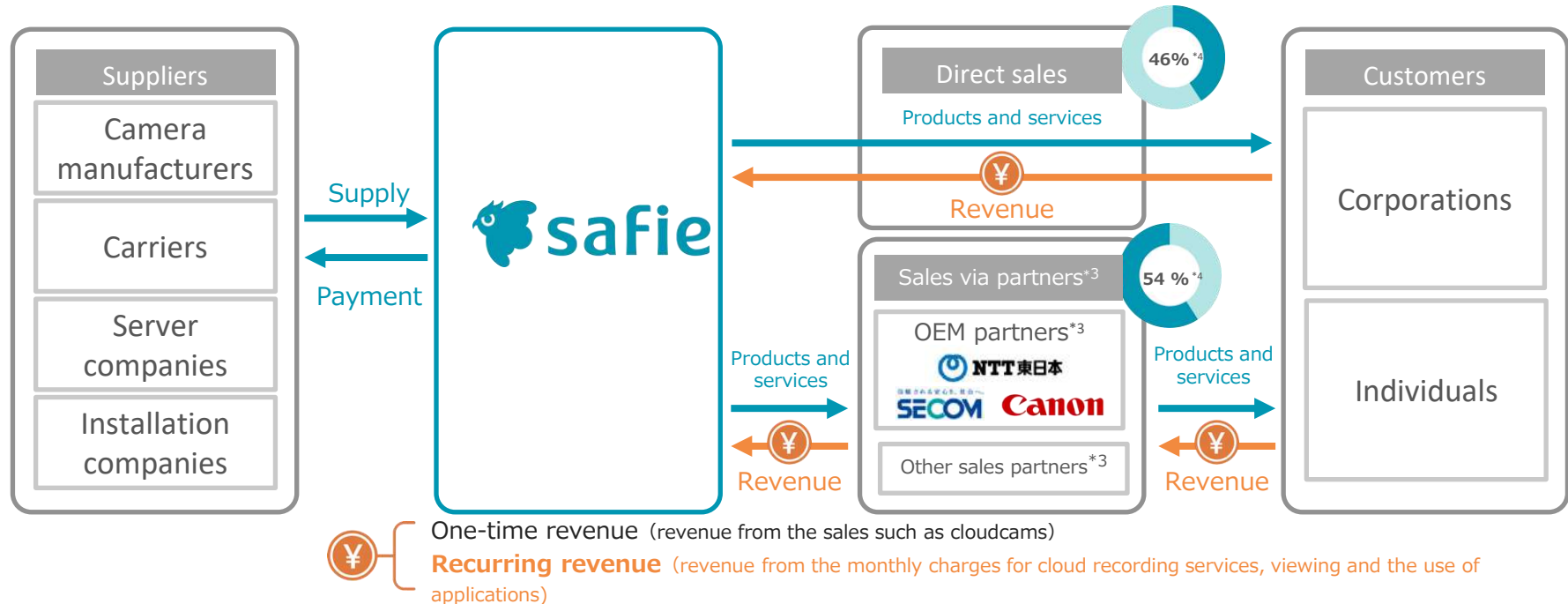© Safie Inc. | 46

**Safie's business consists of selling cloudcams[1] through the direct channel and/or our sales partners and providing cloud recording services[2]**



**Suppliers**
- Camera manufacturers
- Carriers
- Server companies
- Installation companies

Supply

Payment

safie

**Direct sales** — 46% [4]

Products and services

Revenue

**Sales via partners**[3] — 54 % [4]

OEM partners[3]
- NTT東日本
- SECOM  Canon

Other sales partners[3]

Products and services

Revenue

Products and services

Revenue

**Customers**

Corporations

Individuals

One-time revenue （revenue from the sales such as cloudcams）

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

*1 Safie procures cloudcams from various camera manufacturers (incl. Safie-branded cloudcams) and does not engage in manufacturing.
*2 Safie does not develop all the cloud infrastructre 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 from Safie and resells to end clients under the partner's brand name.
   "Other sales partners" are partners that purchase cloudcams and cloud services (or only the latter) from Safie and resell to end customers under the Safie brand name.
*4 Figures based solely on Safie Inc. (Non-consolidated)

## 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 |

## Kazuma Morimoto

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

![Safie](safie logo)

## Chuya Sakurada

Executive Officer & 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 & VPoS, Corporate Business Division Deputy Division Head

| | |
|---|---|
| Apr. 2001 | Joined Orix Corporation |
| May 2018 | Seconded to ORIX Corporation USA |
| May 2022 | Joined Safie Inc. |
| Jan. 2023 | Appointed Executive Officer |

## Shinya Nakamura

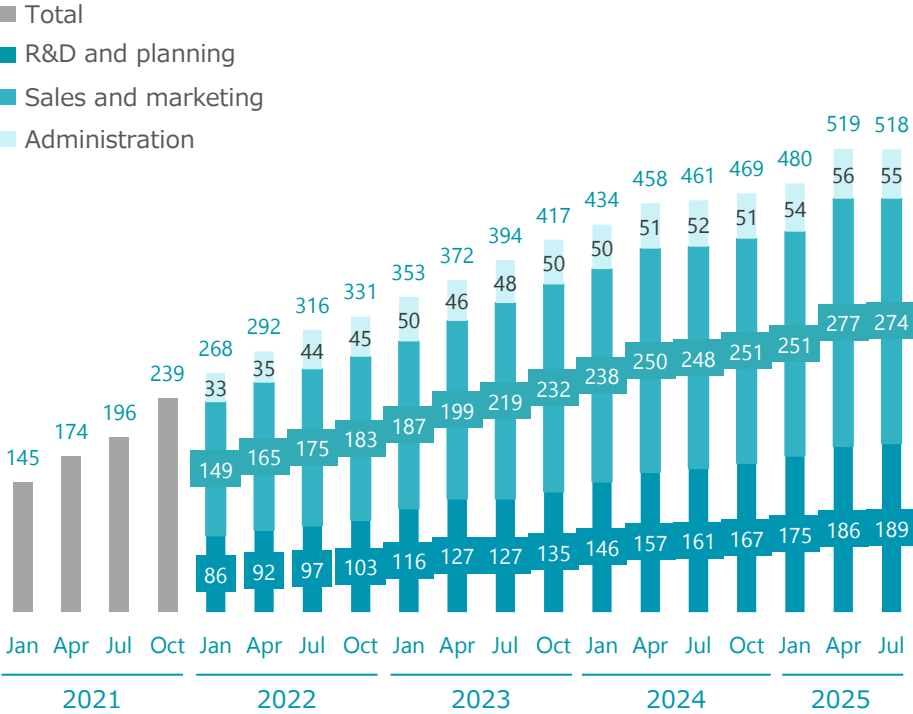Executive Officer & CCO, Customer Service Division Head

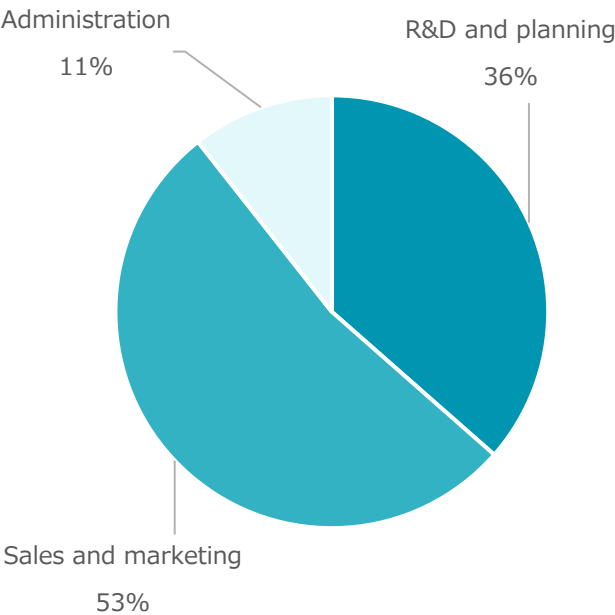| | |
|---|---|
| Oct. 2001 | Joined IT-it Co., Ltd. (currently EXEO System Management, Inc.) |
| Mar. 2007 | Joined So-net Corp. (currently Sony Network Communications Inc.) |
| Apr. 2020 | Joined Safie Inc., Operations Head |
| Dec. 2021 | Appointed Executive Officer |

## Hisaya Shiraishi

Executive Officer & 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, 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
- Administration



| | Jan | Apr | Jul | Oct | Jan | Apr | Jul | Oct | Jan | Apr | Jul | Oct | Jan | Apr | Jul | Oct | Jan | Apr | Jul |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 2021 | | | | 2022 | | | | 2023 | | | | 2024 | | | | 2025 | |

Total: 145, 174, 196, 239, 268, 292, 316, 331, 353, 372, 394, 417, 434, 458, 461, 469, 480, 519, 518

Administration: 33, 35, 44, 45, 50, 46, 48, 50, 50, 51, 52, 51, 54, 56, 55

Sales and marketing: 149, 165, 175, 183, 187, 199, 219, 232, 238, 250, 248, 251, 251, 277, 274

R&D and planning: 86, 92, 97, 103, 116, 127, 127, 135, 146, 157, 161, 167, 175, 186, 189

## Employee breakdown



Administration 11%

R&D and planning 36%

Sales and marketing 53%

*1 The number is based on one at the beginning of each month

# Revenue breakdown by sales channels

Sales per channel（Quarterly）



Partner

Direct sales

| | 2023 | | | | 2024 | | | | 2025 | |
|---|---|---|---|---|---|---|---|---|---|---|
| Partner | 58% | 56% | 54% | 56% | 56% | 56% | 56% | 52% | 56% | 54% |
| Direct sales | 42% | 44% | 46% | 44% | 44% | 44% | 44% | 48% | 44% | 46% |
| | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 | Q3 | Q4 | Q1 | Q2 |
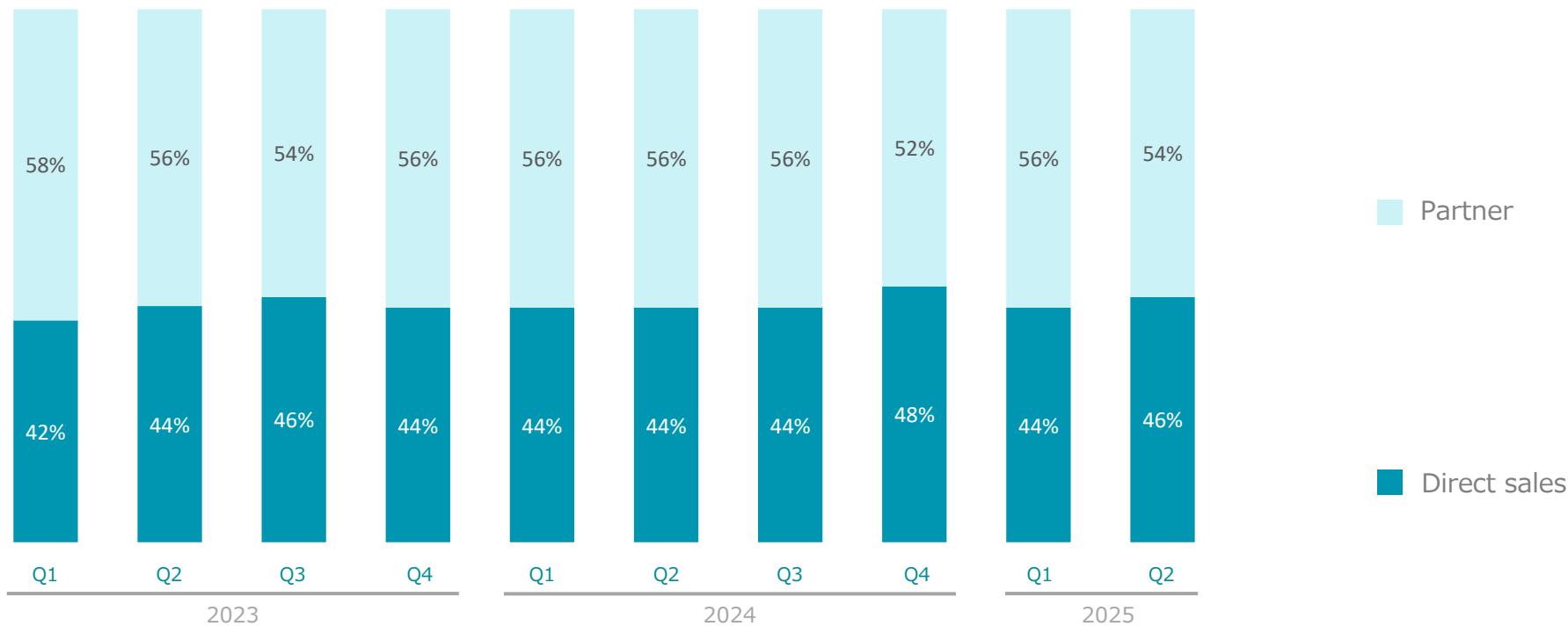
※ Figures based solely on Safie Inc. (Non-consolidated)

# Churn rate

## The 12-month average churn rate of billing Safie PRO cloudcam (based on units)
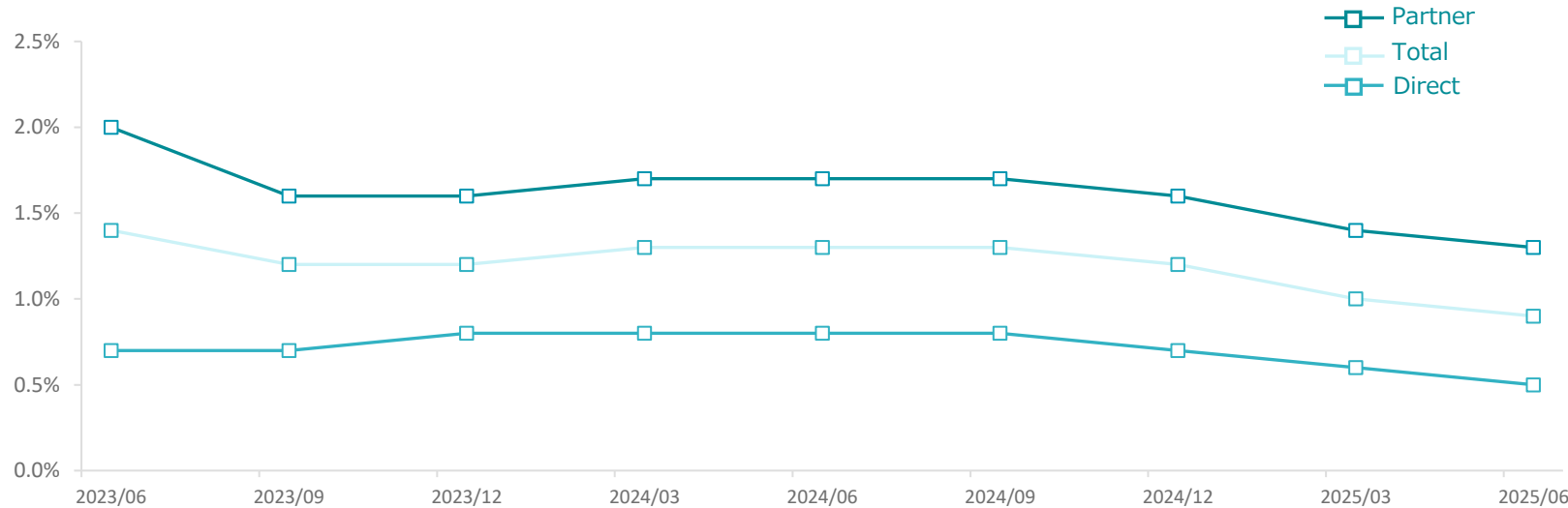


| | 2023/6 | 2023/9 | 2023/12 | 2024/3 | 2024/6 | 2024/9 | 2024/12 | 2025/3 | 2025/6 |
|---|---|---|---|---|---|---|---|---|---|
| Partner | 1.6% | 1.7% | 1.7% | 1.7% | 1.6% | 1.4% | 1.3% | 1.2% | 1.2% |
| Direct | 0.8% | 0.8% | 0.8% | 0.8% | 0.7% | 0.6% | 0.5% | 0.5% | 0.4% |
| Total | 1.2% | 1.3% | 1.3% | 1.3% | 1.2% | 1.0% | 0.9% | 0.9% | 0.8% |

| 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

| （¥ thousand） | End Dec 2024 | End Jun 2025 | | End Dec 2024 | End Jun 2025 |
|---|---|---|---|---|---|
| **（Assets）** | | | **(Liabilities)** | | |
| Current assets | | | Current liabilities | | |
| Cash and deposits | 6,799,232 | 6,039,701 | Accounts payable - trade | 1,094,652 | 942,843 |
| Accounts receivable - trade | 2,236,238 | 2,215,179 | Current proportion of long-term borrowings | 1,656 | 1,582 |
| Electronically recorded monetary claims | 12,600 | 13,900 | Income tax payable | 75,450 | 155,688 |
| Merchandise | 789,745 | 1,258,412 | Provision for bonuses | 186,480 | 66,125 |
| Other | 413,504 | 519,857 | Other | 1,050,281 | 852,401 |
| Allowance for doubtful accounts | △4,995 | △5,354 | Total current liabilities | 2,408,521 | 2,018,640 |
| Total current assets | 10,246,326 | 10,041,695 | Non-current liabilities | | |
| Non-current assets | | | Long-term borrowings | 892 | — |
| Property, plant and equipment | 487 | 822 | Other | 45,507 | 46,420 |
| Investment and other assets | 776,675 | 691,490 | Total non-current liabilities | 46,399 | 46,420 |
| Total non-current assets | 777,163 | 692,313 | Total liabilities | 2,454,920 | 2,065,060 |
| Deferred assets | 598 | 1,097 | Net assets | | |
| Total assets | 11,024,087 | 10,735,106 | Shareholders' equity | | |
| | | | Share capital | 5,617,220 | 5,643,665 |
| | | | Capital surplus | 8,102,602 | 8,129,047 |
| | | | Retained earnings | △5,194,555 | △5,156,581 |
| | | | Treasury shares | △216 | △233 |
| | | | Total shareholders' equity | 8,525,050 | 8,615,897 |
| | | | Accumulated other comprehensive income | | |
| | | | Valuation difference on available-for-sale securities | 12,478 | 10,125 |
| | | | Deferred gains or losses on hedges | — | △16,652 |
| | | | Foreign currency translation adjustment | △3,238 | △2,501 |
| | | | Total accumulated other comprehensive income | 9,240 | △9,028 |
| | | | Share acquisition rights | 12,720 | 25,273 |
| | | | Non-controlling interests | 22,156 | 37,904 |
| | | | Total net assets | 8,569,167 | 8,670,046 |
| | | | Total liabilities and net assets | 11,024,087 | 10,735,106 |

# Reconciliation table for adjusted operating profit

| (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 | Q2 |
| Operating profit | △147 | △111 | 6 | 132 | 63 | 31 | △56 | △115 | △218 | △384 | △281 | △398 | △182 | △256 | △399 | △252 | △99 | △203 | △64 | △214 | △20 | △50 |
| +)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 | 17 |
| +)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 | 0 |
| +)Temporary expenses | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 64 | 109 |
| Adjusted operating profit | △147 | △111 | 6 | 132 | 63 | 31 | △56 | △115 | △218 | △379 | △275 | △391 | △176 | △247 | △389 | △244 | △90 | △191 | △50 | △201 | 59 | 75 |

# Disclaimer

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For inquiries, please contact Safie IR at ir@safie.jp

Details on Safie Inc.'s as below

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

IR website: https://safie.co.jp/en/ir/