



# **Financial Results for the Nine Months Ended December 2024 [April 1,2024 to December 31,2024]**

PROTO CORPORATION

Tokyo Stock Exchange Prime Market  
Nagoya Stock Exchange Premier Market  
Securities Code: 4298

February 4, 2025

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# Performance Summary

## [Q3 FY2025 Results]

## Q3/FY March 2025: Overview of company-wide performance

- Sales and all kinds of profits reached the forecasts, showing healthy performance.
- Ordinary profit started increasing, as operating profit grew and we posted a gain on valuation of derivatives related to mainly currency options.

[unit: million yen]	Plan Q3/FY2025 Apr-Dec 2024	Result Q3/FY2025 Apr-Dec 2024	Comparison to Plan	Actual results for the previous period Q3/FY2024 Apr-Dec 2023	YoY
Net sales	88,775	91,235	+2.8%	86,665	+5.3%
Operating profit	6,036	6,829	+13.2%	6,205	+10.1%
Ordinary profit	6,022	6,966	+15.7%	6,665	+4.5%
Profit attributable to owners of parent	4,108	4,236	+3.1%	4,432	(4.4%)

# Q3/FY March 2025: Net sales and Operating profit by Segment

[unit: million yen]		Plan Q3/FY2025 Apr-Dec 2024	Result Q3/FY2025 Apr-Dec 2024	Comparison to Plan	Actual results for the previous period Q3/FY2024 Apr-Dec 2023	YoY
Platform	Net sales	24,679	24,833	+0.6%	23,525	+5.6%
	Operating profit	6,946	7,469	+7.5%	6,962	+7.3%
Media	Net sales	20,001	19,991	(0.1%)	18,954	+5.5%
	Operating profit	5,691	6,185	+8.7%	5,807	+6.5%
Services	Net sales	4,678	4,842	+3.5%	4,571	+5.9%
	Operating profit	1,255	1,283	+2.2%	1,115	+11.1%
Commerce	Net sales	58,034	59,703	+2.9%	57,052	+4.6%
	Operating profit	624	508	(18.7%)	653	(22.3%)
Sales of goods	Net sales	24,960	28,421	+13.9%	24,224	+17.3%
	Operating profit	423	305	(27.9%)	414	(26.3%)
Ticket sales	Net sales	33,073	31,282	(5.4%)	32,828	(4.7%)
	Operating profit	200	202	+0.8%	239	(15.4%)
Other Business	Net sales	6,060	6,697	+10.5%	6,087	+10.0%
	Operating profit	153	529	+245.3%	173	+205.9%

## Performance summary of each segment

### Platform

[Media]  
Used car field

#### **Affiliated dealers increased thanks to enhanced marketing, and more dealers adopted optional products.**

The number of affiliated dealers has grown steadily. The number of dealers using "Goo Inspection" and "Goo Failure Diagnosis," which are strategic products, and the number of vehicles that have undergone the inspection or diagnosis increased. We promoted "AI Recommend Space," an optional product for supporting used car dealers in receiving orders, and "MG Calendar," a service for managing reservations of customers' visits and business talks, which facilitates digital transformation, targeting mainly existing affiliated dealers.

### Platform

[Media]  
Maintenance field

#### **Through the increase of affiliated maintenance shops, our network of car maintenance shops expanded.**

We proceeded with the expansion of the network of car maintenance shops, which offer maintenance and parts attaching services for "Goo Failure Diagnosis" and our corporate group's "business of tires and wheels." With the aim of increasing affiliated maintenance shops, we will keep enhancing marketing targeted at enterprises entering the car maintenance field.

### Platform

[Services]  
New car field

#### **Dealers using "DataLine SalesGuide" increased.**

The number of dealers that have adopted "DataLine SalesGuide" increased, mainly among dealers of Japanese automobile manufacturers.

We accelerated the promotion of DX for improving the productivity of marketing of dealers, seeing the increase in the number of dealers that have adopted optional products, such as "DLSG car replacement Proposal Movie."

### Commerce

[Sales of goods]  
[Ticket sales]

#### **The sales of goods were healthy, but we need to improve profitability.**

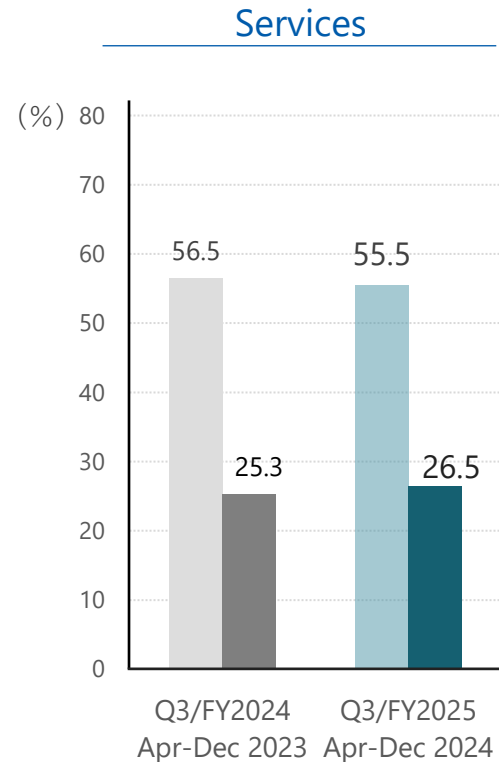
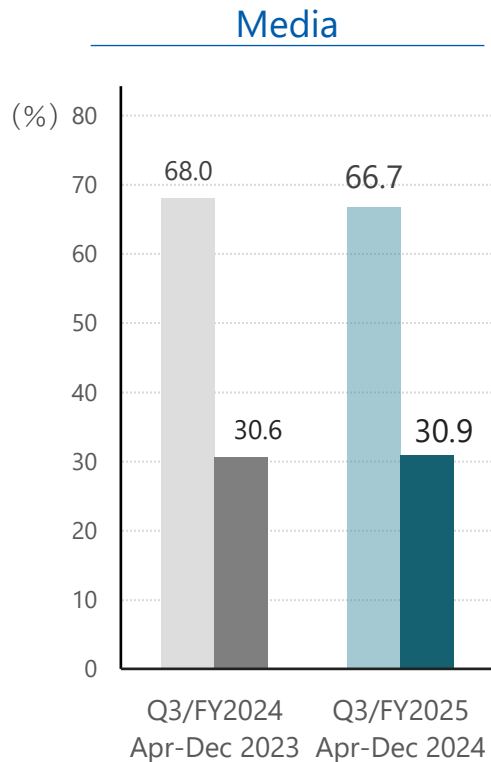
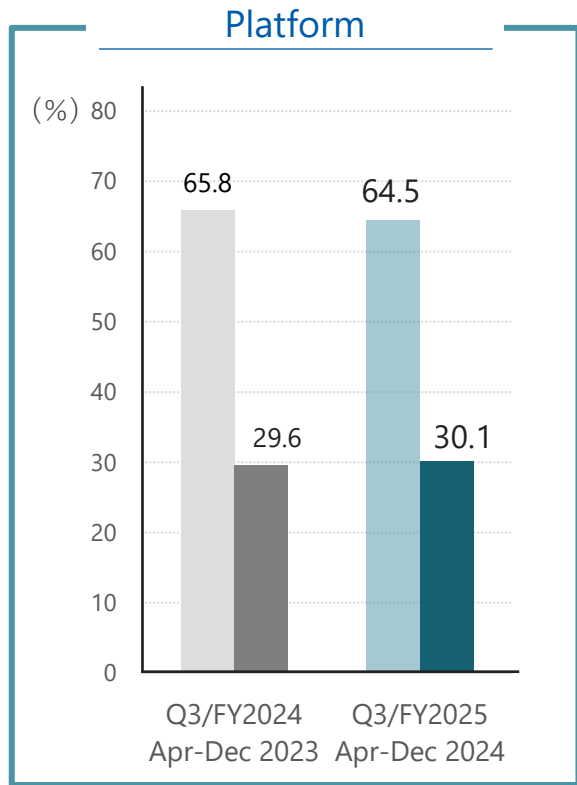
In the business of sale of goods, the number of tires sold and the number of used cars exported reached the forecasts steadily. On the other hand, the ratio of cost of sales rose because the costs for procuring imported tires, etc. augmented due to the depreciation of the yen and distribution costs increased, so we will keep revising prices for improving profitability and enhancing measures for improving in-company operations.

In addition, we will make continuous efforts to revise the lineup of tickets to sell and improve profitability.

# Platform Segment Revenue margin

Operating profit margin improved in both Media and Services.

■ Gross profit margin ■ Operating profit margin

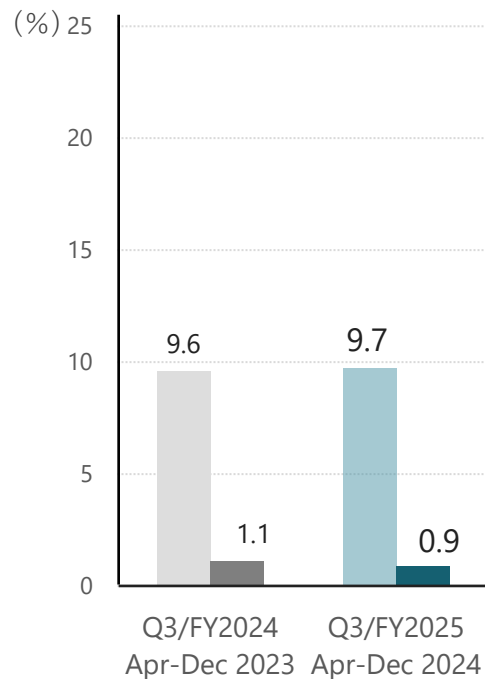


# Commerce Segment Revenue margin

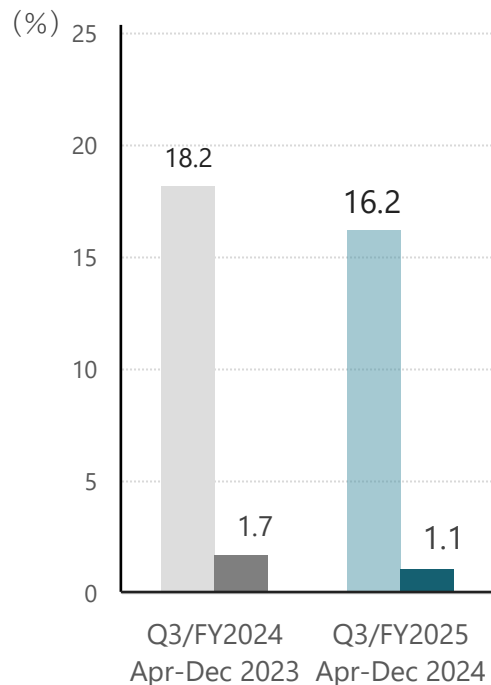
We will continue to improve profitability in terms of gross profit margin and operating profit margin.

■ Gross profit margin ■ Operating profit margin

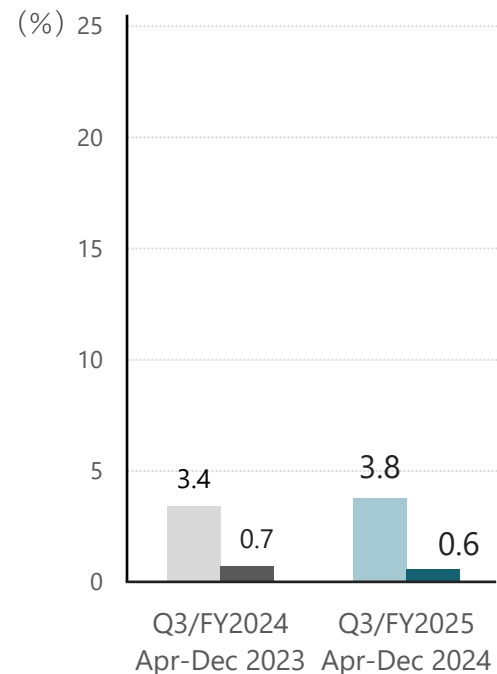
## Commerce



## Sales of goods



## Ticket sales





# Appendix

## —Business Overview・Company Overview—

## Corporate Goal

Create change by continuing to challenge itself.

## CHANGING COMPANY

## Corporate Ideology

**To turn challenges into future power and contribute to society with dreams, inspirations, and joy.**

“To turn challenges into future power”

We, PROTO CORPORATION, think that this means the creation of unprecedented value in the world by recognizing things with new ideas and frameworks.

Accordingly, we hope to take on challenges so as to solve social issues, realize dreams, and inspire people rather than pursuing near-term benefits.

We will pursue “dreams, inspirations, and joy,” to create new value in the world and aim to become a partner for the future society” that will be chosen by society.

President Kenji Kamiya

神谷健司

# Business model of our platform

## Platform[Media]

\* A business model that operates media for users and receives usage fees for the publication management platform of the media

### User

- Browsing content
- Inquiries to used car dealers/car maintenance shops
- Visit reservation, online business meeting reservation

**Billing system: Free**

## Platform[Services]

\* A business model that provides new car dealers with tools to support business negotiations, appraisals, etc., and earns fees for their use.

### User

- Receipt of information from new car dealers

## Platform

**MOTOR GATE**

Automotive related information platform

## Media

**ジーネット**

Goo-net

used car search

**ジーネット ピット**

Goo-net Pit

car maintenance shop search

## Platform

**DataLine**  
SalesGuide

- Cost comparison function for new car negotiations
- Transfer simulation function
- Future price prediction function
- Transfer proposal function

**DataLine**  
AI査定

DataLine AI Assessment  
• Assessment function

## Client

**used car dealers/car maintenance shops**

- used car/maintenance information registration
- Responding to user inquiries

**Billing system: MOTOR GATE usage fee [fixed monthly fee/inventory linked type] + MOTOR GATE various option fee**

## Client

**new car dealers**

- Customer information registration
- Customer vehicle information registration

**Billing system: Monthly usage fee [fixed monthly amount] + Various option fees**

# Segment breakdown by major group companies

	Platform		Commerce		Other Business
	Media	Services	Sales of goods	Ticket sales	—
<b>PROTO</b>	Media: Used cars, Maintenance, Bike	New car negotiation tool	Sale of goods		Agriculture, real estate, food and beverages, Aquaculture/Others
<b>PROTO Solution</b>	Media: Used cars, Maintenance, Bike		Sale of goods		BPO
• <b>CAR CREDO</b>	Appraisal Business				
<b>PROTO RIOS</b>		Maintenance sheet metal software sales			
<b>AUTOWAY</b> 輸入タイヤ通販			Tire and wheel sales		Solar power generation
<b>BEST</b> タイヤワールド館			Tire and wheel sales		
<b>GOONET</b> Exchange	Alliance		Used car export		
<b>smic</b>				Ticket sales	
<b>PROTO Ventures</b>					Investment
<b>kankokeizai.com</b> 観光経済新聞					Media business
<b>ヨツシャ 駒ヶ根</b> YOSSYAA KOMAGANE CO., LTD					Agriculture

# Company Profile

Corporate Name	PROTO CORPORATION
Founded	October 1, 1977
Established	June 1, 1979
Common Stock	1,849 million yen (As of March 31, 2024)
Shares Outstanding	41,925,300 shares (As of March 31, 2024)
Head Offices	1-23-14 Aoi, Naka-ku, Nagoya-shi, Aichi 460-0006 Japan 6-18-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo 160-0023 Japan
Branch Offices	Sapporo, Sendai, Takasaki, Nagano, Hamamatsu, Nagoya, Kanazawa, Osaka, Hiroshima, Matsuyama, Fukuoka, Kumamoto(36 Sales Outlets Nationwide)
Fiscal Year-end	March 31
Number of Employees	Consolidated: 1,523 (As of March 31, 2024)、 Parent: 536 (As of March 31, 2024)
Stock Exchange	Tokyo Stock Exchange Prime Market, Nagoya Stock Exchange Premier Market
Listing Subsidiary	1. AUTOWAY Co., Ltd. 2. TIRE WORLD KAN BEST CO., LTD. 3. GOONET EXCHANGE 4. PROTO-RIOS INC. 5. CAR CREDO Co., Ltd. 6. CAR BRICKS Co., Ltd. 7. PROTO SOLUTION Co., Ltd. 8. OKINAWA CALL STAFF SERVICE Co., LTD 9. Associe Co., Ltd 10. Onion Inc. 11. PROTO Ventures 12. PROTO Ventures 2 Investment Limited Partnership 13. COSMIC RYUTSUU SANGYO LTD., INC. 14. COSMIC GC SYSTEM LTD., INC. 15. okinawa basketball inc. 16. okinawa arena inc. 17. CAR CREDO (Thailand) Co., Ltd. 18. Kankokeizai News Corporation 19. YOSSYAA KOMAGANE CO., LTD. 20. UB Datatech, Inc. (Affiliates accounted for by the equity method)

(As of December 31, 2024)

## **Future Outlook**

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The IR information in this document includes a future outlook.

Such information other than the past events may be influenced by the risk and uncertainty due to the competition, market, and systems in the field of our company's business.

As a result, the outlook based on the assumption and estimation with available information may be different from actual results and performance in the future. We would appreciate your understanding.

## **For Inquiries**

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