



# Financial Results for the Six Months Ended September 2023 [April 1,2023 to September 30,2023]

PROTO CORPORATION

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

October 31, 2023  
[Investor Meeting November 6, 2023]

# Table of Contents

---

---

## **Performance summary [Q2 Cumulative Results and Full-Year Forecasts]**

P.4 ~10...Performance summary[Q2 Cumulative Results]

P.11~13...Main service KPIs of the platform business

P.14~15...Revision of Full-Year Earnings Forecasts for the FY March 2024

---

## **Towards the realization of the medium- term three-year plan**

P.16~23...Towards the realization of the medium-term three-year plan

---

## **Appendix**

P.24~29...Appendix —KPI・Results—

P.30~36...Appendix —business overview—

# Performance summary [Q2 Cumulative Results and Full-Year Forecasts]

## Q2/FY March 2024[cumulative period] : Overview of company-wide performance

Both sales and operating income achieved targets.

Sales and operating income both grew steadily as face-to-face sales activities resumed in earnest and the number of clients and sales volume expanded.

Ordinary income and net income significantly exceeded the plan due to the impact of gain on valuation of derivatives.

[unit: million yen]	Plan Q2/FY2024 Apr-Sep 2023	Result Q2/FY2024 Apr-Sep 2023	Comparison to Plan	Actual results for the previous period Q2/FY2024 Apr-Sep 2023	YoY
Net sales	51,400	54,558	+6.1%	49,811	+9.5%
Operating Income	3,350	3,774	+12.7%	3,607	+4.6%
Ordinary Income	3,340	4,317	+29.3%	3,668	+17.7%
Net Income attributable to owners of parent	2,290	2,836	+23.9%	2,401	+18.1%

## Key points of company-wide performance

- Sales in all segments increased YoY and exceeded the plan.
- Operating income was driven by the platform business, which increased income and achieved the plan.

---

## Key points of performance by segment

### Platform

- Media sales were strong. Our company achieved its sales and operating income targets in the services related to the new car area and maintenance and sheet metal design software.

### Commerce

- Ticket sales were strong. In the tire and wheel business, sales grew, and our company achieved its targets. However, operating income did not reach the target because the increase in purchasing costs was not completely reflected in selling prices.

### Other Business

- Sales grew and achieved the plan due to the consolidation of okinawa basketball inc., but operating income did not reach the plan due to the impact of other group companies.

## Performance summary of the platform segment

**Used car field**

[Media]

**Increased number of optional products introduced, resulting in growth in both sales and operating income.**

The adoption of AI-based option products that have already been launched increased, and sales were steady. Although there was an increase in advertising expenses due to a change in promotion strategy and upfront investment for initiatives in the second half of the year, operating income increased and exceeded the forecast.

**Maintenance field**

[Media]

**Market coverage is steadily increasing, and the number of shops introducing enhanced products is increasing.**

We expanded the number of affiliated maintenance shops by strengthening the marketing of the new corporate marketing section. The number of maintenance shops using "Goo Failure Diagnosis" and "Goo Maintenance Package" is steadily increasing, exceeding the forecast. In the first half of the year, the strategy was to increase the number of affiliated maintenance shops and expand market coverage, but from the third quarter onward, we will shift to a phase of increasing the utilization rate of introduced products to improve monthly unit prices.

**New car field**

[Services]

**The market environment for new car sales has improved, and new acquisitions are growing.**

With the shortening of the delivery time of new cars, the need for new car dealers to acquire new customers is increasing. By strengthening our cooperative structure with domestic car manufacturers, we increased the adoption of the DataLine SalesGuide at dealers affiliated with those manufacturers. Both sales and operating income grew, exceeding the forecast.

**Maintenance sheet metal software**

[Services]

**Expand the number of new business partners and turn into an increase in sales and profits in the cumulative period.**

By strengthening sales, we were able to acquire new partners, which was an issue in the first quarter, and sales and operating income grew. There is also a demand in the market for the use of existing system products. Thus, we will postpone the launch of cloud services and aim to further expand the number of transactions by upgrading existing system products.

### Tire and wheel sales

[Sales of goods]

#### **Sales and number of units sold are growing. Foreign exchange rates and rising costs impact operating income.**

The increase in purchasing costs was gradually passed on to the selling price, ensuring growth in the number of units sold, and sales grew.

The main reason for the decline in gross profit margin and operating income margin was an increase in the cost of purchasing imported tires due to the weak yen. Although we have been increasing prices gradually, we have not been able to pass on the entire cost increase to sales prices, so we will continue to revise sales prices and aim to improve profitability.

### Used car export

[Sales of goods]

#### **Intermittent delays in used car exports due to new car exports.**

Due to the shrinkage of shipping space due to the increase of export of new cars, the export to Malaysia, a major export destination, was delayed, resulting in a decline in sales and failure to achieve targets. However, as this problem is temporary rather than chronic, it is expected to improve from the third quarter onward.

### Ticket sales

[Ticket sales]

#### **Increased sales of highly profitable products by strengthening purchasing.**

Sales grew steadily as the demand for travel and leisure tickets increased due to the demand for gift certificates by foreign tourists traveling to Japan and the active flow of people. The strengthening of e-commerce, which we have been working on since the previous fiscal year, has contributed to increasing the sales of highly profitable products, resulting in operating income growth from the previous fiscal year and profitability improving.

## Q2/FY March 2024[cumulative period] : Net Sales and Operating Income by Segment

[unit: million yen]		Plan	Result	Comparison to Plan	Actual results for the previous period	YoY
		Q2/FY2024 Apr-Sep 2023	Q2/FY2024 Apr-Sep 2023		Q2/FY2024 Apr-Sep 2023	
<b>Platform</b>	Net sales	15,262	15,672	+2.7%	14,843	+5.6%
	Operating Income	4,141	4,556	+10.0%	4,366	+4.3%
Media	Net sales	12,382	12,662	+2.3%	11,969	+5.8%
	Operating Income	3,391	3,680	+8.5%	3,631	+1.3%
Services	Net sales	2,879	3,010	+4.5%	2,874	+4.7%
	Operating Income	749	875	+16.8%	734	+19.3%
<b>Commerce</b>	Net sales	32,758	34,974	+6.8%	32,122	+8.9%
	Operating Income	203	163	(20.0%)	55	+193.9%
Sales of goods	Net sales	13,333	13,831	+3.7%	12,868	+7.5%
	Operating Income	76	(5)	(107.1%)	(57)	-
Ticket sales	Net sales	19,424	21,142	+8.8%	19,253	+9.8%
	Operating Income	127	168	+32.5%	113	+48.8%
<b>Other Business</b>	Net sales	3,379	3,910	+15.7%	2,846	+37.4%
	Operating Income	99	90	(9.2%)	161	(44.0%)

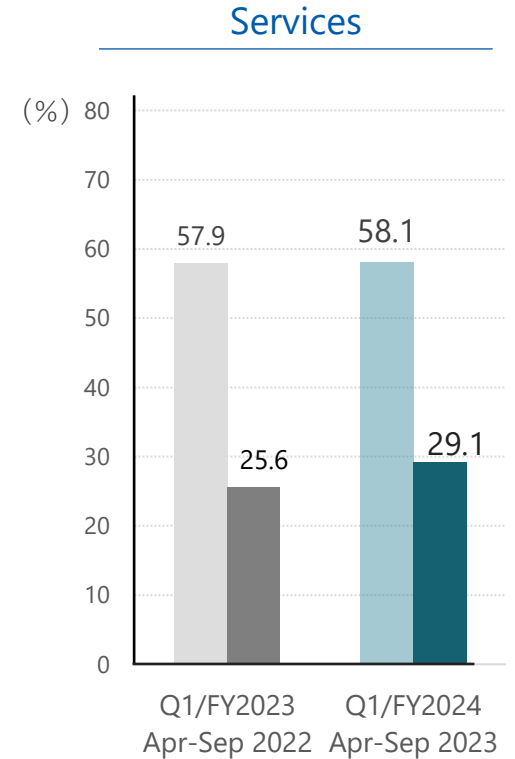
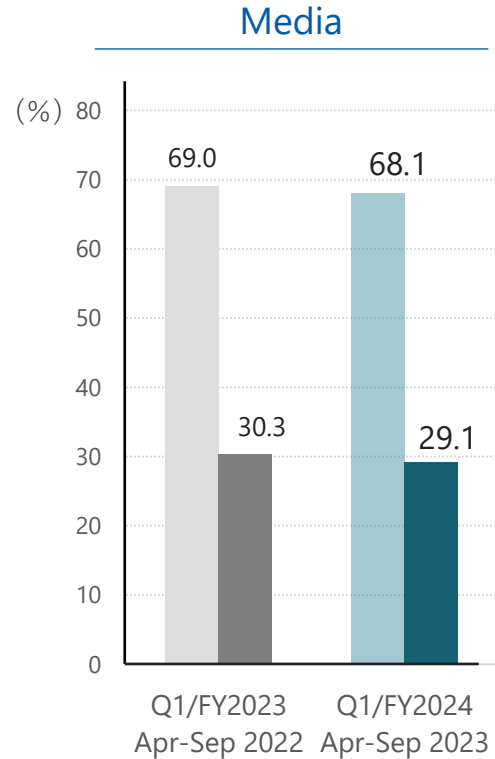
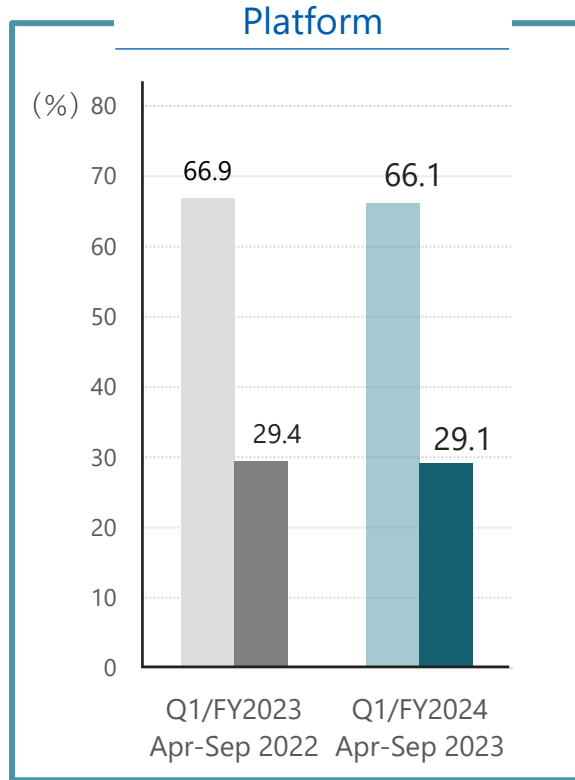


# Platform Segment Revenue margin

Platform

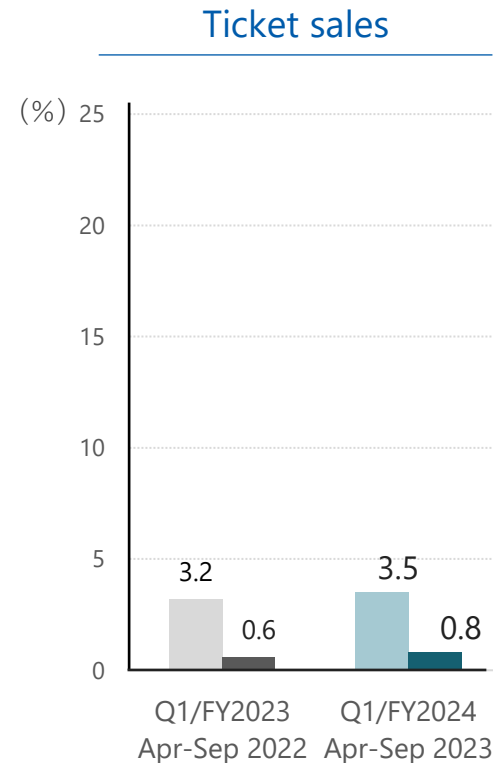
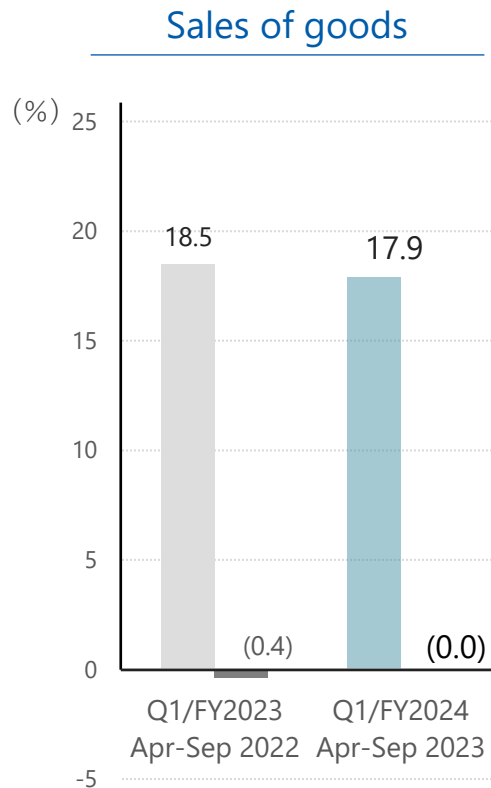
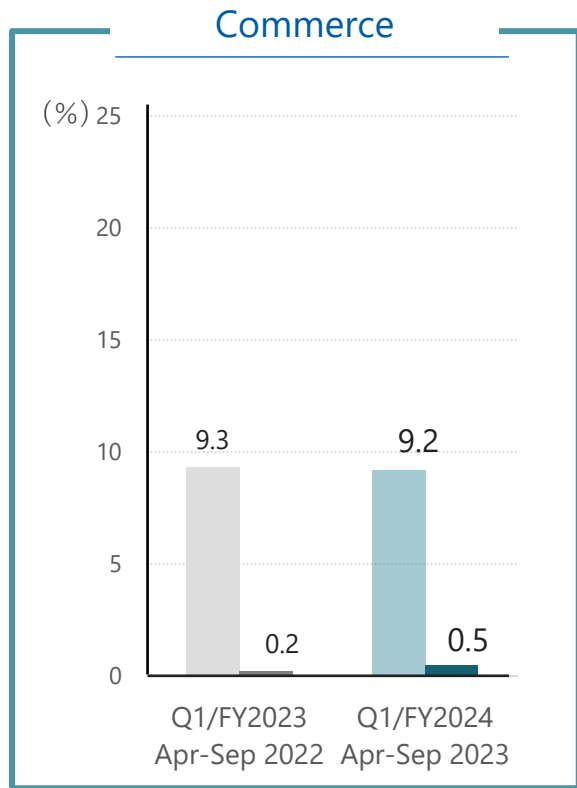
“Media” invested in 2H promotional expenses upfront, while “Services” improved its profitability.

■ Gross profit margin ■ Operating income margin



Continue to promote improved profitability in both "Sales of goods" and "Ticket sales".

■ Gross profit margin
 ■ Operating income margin



# Number of dealers and ARPA/Month in the used car field

The number of affiliated dealers temporarily decreased due to the requirement to display the total payment amount.



Number of dealers  
[unit: dealers]

ARPA/Month  
[unit: thousand yen]

Number of dealers\*1

**22,991** dealers

[58.8% industry share]

YoY  
+2.5%

ARPA/Month

JPY**58.8K**

YoY  
+2.1%

Churn rate\*2

**2.1%**

[12-month average]

MRR\*3

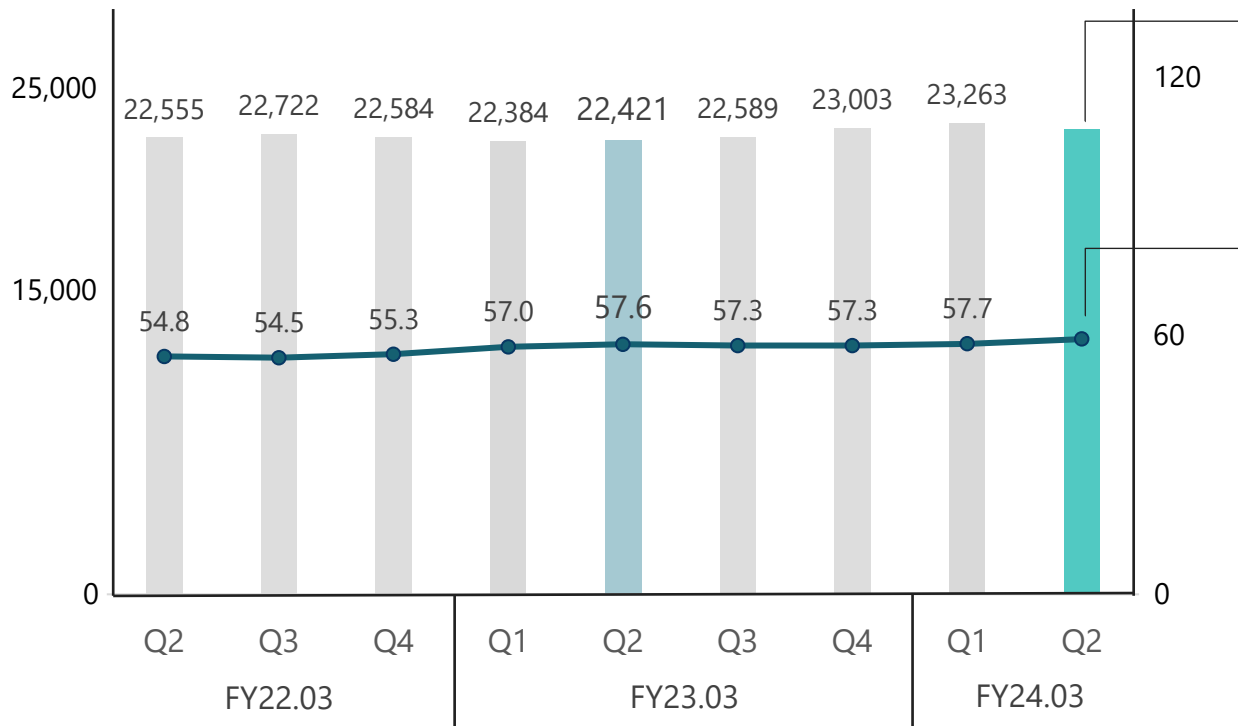
JPY**1.35Bn**

[September, 2023]

\*1: Target markets [In-house research] 39,081 dealers

\*2: Churn rate is the value from April 2022 to March 2023.

\*3: Abbreviation for Monthly Recurring Revenue. This is the total amount of monthly fees for recurring clients as of the end of the applicable month.



# Number of dealers and ARPA/Month in the maintenance field

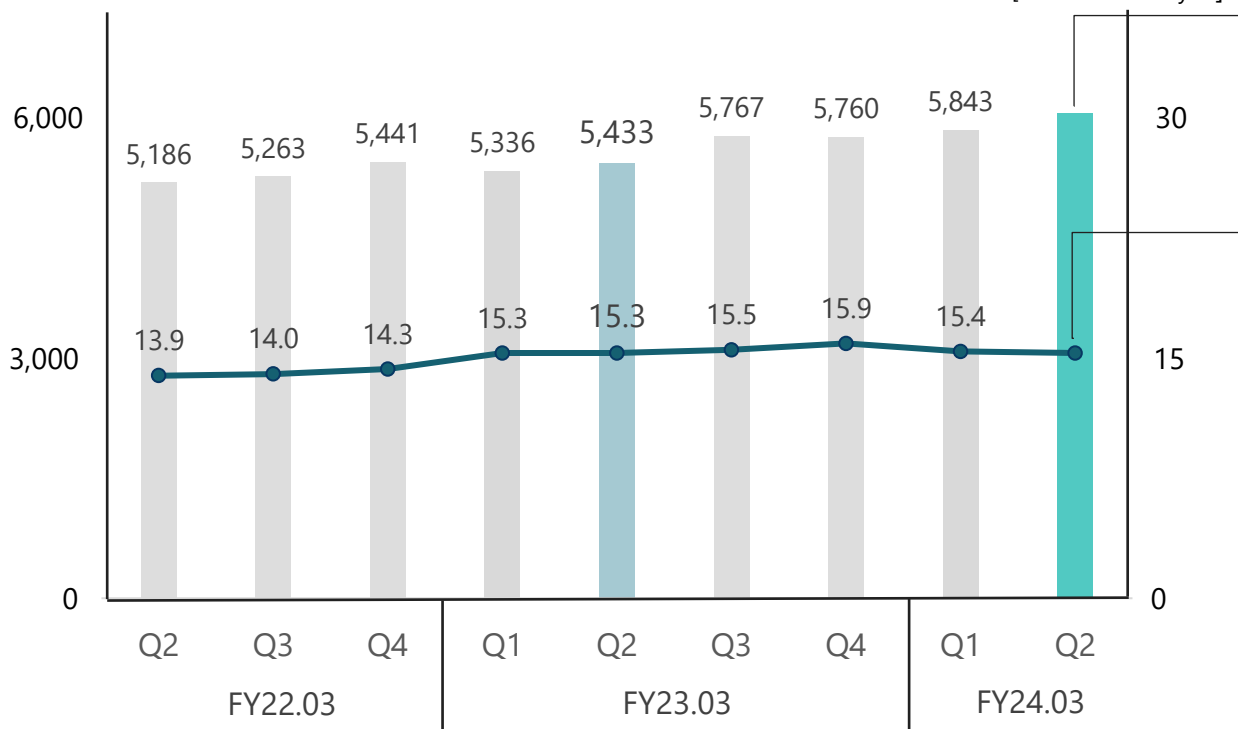
Platform  
[Media]

We expanded the number of affiliated maintenance shops by strengthening the marketing of the corporate marketing section, and the average spending per month decreased slightly.



Number of shops  
[unit: shops]

ARPA/Month  
[unit: thousand yen]



Number of shops<sup>\*1</sup>

**6,054**shops

[6.6% industry share]

YoY  
**+11.4%**

ARPA/Month<sup>\*2</sup>

JPY**15.2K**

YoY  
**(0.5%)**

Churn rate<sup>\*3</sup>

**1.3%**

[12-month average]

MRR<sup>\*4</sup>

JPY**90Mn**

[September, 2023]

<sup>\*1</sup>: Target markets [In-house research] 91,946 shops  
[Japan Automobile Service Promotion Association  
Total as of the end of March 2023]

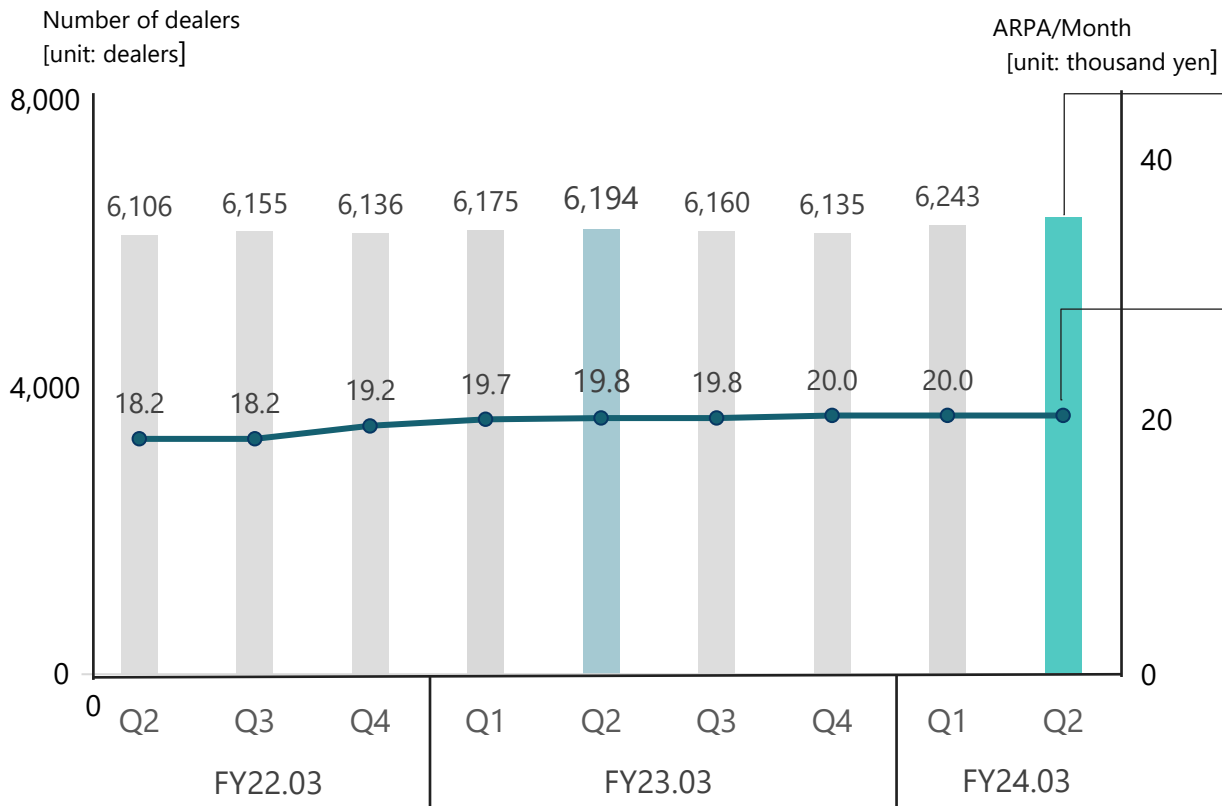
<sup>\*2</sup>: Includes monthly fee for MOTOR GATE PIT IN.

<sup>\*3</sup>: Churn rate is the value from April 2022 to March 2023.

<sup>\*4</sup>: Abbreviation for Monthly Recurring Revenue. This is the total amount of monthly fees for recurring clients as of the end of the applicable month.

# Number of dealers and ARPA/Month in the New car field

As the delivery time of new cars is improving, our company cemented the cooperation with domestic car manufacturers and acquired more new business partners.



## Number of dealers<sup>\*1</sup>

**6,361** dealers

[44.5% industry share]

YoY  
+2.7%

## ARPA/Month

JPY**20.2K**

YoY  
+1.9%

## Churn rate<sup>\*2</sup>

**0.4%**

[12-month average]

## MRR<sup>\*3</sup>

JPY**130Mn**

[September, 2023]

\*1: Target markets [In-house research] 14,300 dealers

\*2: Churn rate is the value from April 2022 to March 2023.

\*3: Abbreviation for Monthly Recurring Revenue. This is the total amount of monthly fees for recurring clients as of the end of the applicable month.

## Revision of full-year earnings forecasts for the FY March 2024[ Announced October 31, 2023 ]

[unit: million yen]	Results [FY March 2023]	Plan before revision [FY March 2024]	Plan after revision [FY March 2024]
Net sales	105,596	109,380	112,538
Operating Income	7,336	7,740	8,164
Ordinary Income	6,963	7,730	8,707
Net Income	4,424	5,340	5,886
Capital investment	2,712	1,803	2,032
Depreciation	988	1,226	1,196
E P S	110.05yen	132.68yen	146.26yen
Dividend per share	35yen	35yen	35yen

### Revision of Earnings Forecasts

For the first half of the fiscal year ending March 31, 2024, net sales, operating income, ordinary income, and net income attributable to shareholders of the parent company exceeded the current plan, mainly due to solid performance in the platform business.

From the third quarter onward, we will strive to expand sales of DX products and services in the platform business in the areas of used cars, maintenance, and new cars, as well as to improve profitability in the commerce business. However, given the uncertain market environment, including concerns about sluggish consumption due to rising prices and rising purchase costs due to the weakening yen, our full-year consolidated earnings forecast for the year ending March 2024 takes into account only the upward swing in the first half.

# Revision of full-year forecast for segment PL for the FY March 2024 [Announced October 31, 2023]

[unit: million yen]		Results [FY March 2023]	Plan before revision [FY March 2024]	Plan after revision [FY March 2024]
<b>Platform</b>	Net sales	30,305	31,570	31,981
	Operating Income	8,565	8,793	9,208
Media	Net sales	24,431	25,729	26,010
	Operating Income	7,100	7,343	7,631
Services	Net sales	5,873	5,840	5,971
	Operating Income	1,465	1,450	1,576
<b>Commerce</b>	Net sales	68,548	70,553	72,769
	Operating Income	417	881	841
Sales of goods	Net sales	29,573	31,553	32,051
	Operating Income	193	620	538
Ticket sales	Net sales	38,974	39,000	40,718
	Operating Income	223	261	302
<b>Other Business</b>	Net sales	6,742	7,255	7,787
	Operating Income	378	260	251

# Towards the realization of the medium-term three-year plan



# Changes in the environment of the used car sales and maintenance industry

## Change rules

### October 2023, mandatory display of the total amounts of used car sales prices

When displaying a sales price, you shall display the price that is the sum of the "vehicle price" and "miscellaneous expenses" using the term "total payment amount."

When displaying a sales price, you shall display the price that is the sum of the "vehicle price" and "miscellaneous expenses" using the term "total payment amount."

### October 2024, Introduction of On-Board Diagnostics inspection

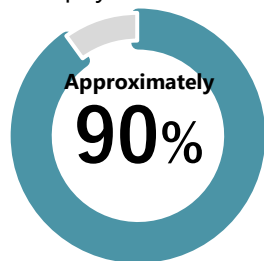
Current vehicle inspections do not check the functionality of electronic devices used in autonomous driving technology.

By regularly checking the status of electronic devices, consumers can continue driving their cars without worrying about invisible electronic control functions.

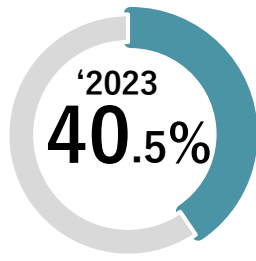
## Consumer perspective when purchasing a used car

### Anxiety about price

Prefer to display the total payment amount\*1

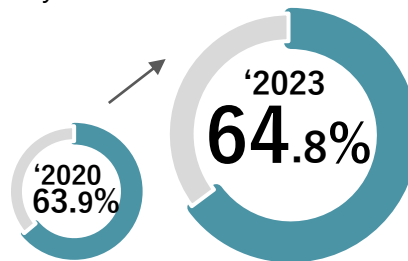


Prefer to know the purchasing price of each car model.\*2

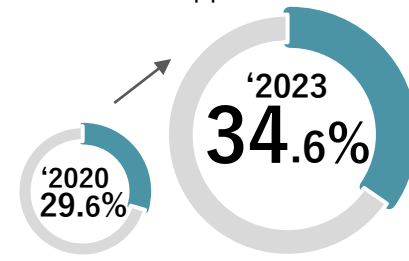


### Anxiety about vehicle condition

Emphasis on whether there is a history of accidents or breakdowns\*3



Emphasis on the presence or absence of an appraisal certificate\*3



\*1 Automobile Fair Trade Council, Japan "The display of the sales price of used cars will be changed to "total payment amount"

\*2 Based on "Car User Report 2023" (survey period: February 21-23, 2023), researched by our company.

Q. Regarding the media you used to gather information when you purchased the car you are currently driving, please tell us all the information you gathered using respective media.

\*3 From "Car User Report 2020" (survey period: December 10-11, 2019) and "Car User Report 2023" (survey period: February 21-23, 2023), researched by our company.

Q. Used cars vary in condition from vehicle to vehicle, even if they are the same model and priced the same. Please let us know how much importance you placed on each of the following conditions when purchasing the used car you mainly drive.

# Our statement: Aiming for a healthy used car industry

We will continue to disclose necessary information to consumers.

1. From October 1, 2023, the sales price of used cars is displayed as the "total payment amount."

→ Eliminate concerns about price

2. It will come with a third-party certification that shows vehicle condition information such as repairs, scratches, and dents through "Goo-inspection."

→ Eliminate concerns about vehicle condition

3. Even the parts that cannot be checked through visual inspection can be "seen" through vehicle health checks.

## For clients

From September 29, sealed postcards will be sent to all stores listed on Goo-net.

## For consumers

Published on the Goo-net site special page

**健全な中古車業界を目指して**  
わたしたちは、ユーザーに必要な情報の開示を進めてまいります。  
カー情報誌 **カー / ネット** から

1 2023年10月1日から中古車の販売価格が「支払総額」表示になりました。

2 「カー鑑定」により修復箇所や傷・凹みの車両状態情報がわかる第三者機関の鑑定証付。

3 OBD点検で目に見えないクルマの状態の「見える化」を促進します。

異常のある箇所はアイコンが赤くなります!

株式会社プロトコーポレーション  
〒160-0028 東京都板橋区板橋6丁目10番10号  
03-3568-4400 FAX 03-3563-3011

カー! **ネット** から、  
大切なお知らせです。

Important notice from Goo-net.

健全な中古車業界を目指して

わたしたちは、ユーザーに必要な情報の開示を進めてまいります。  
クルマ情報誌 **カー / ネット** から

Aiming for a healthy used car industry.

We will continue to disclose necessary information to consumers.

# Our efforts: Aiming for a healthy used car industry

## Eliminate concerns about price

### Total amounts of used car sales prices

- ① Total amounts of used car sales prices  
To display the "vehicle price" and "miscellaneous expenses"
- ② Display of the monthly payment amount (loan)  
To display actual annual percentage rate, the total number of payments, installment payment price, etc.



## Eliminate concerns about vehicle condition



### Goo-inspection

- Point①  
Third-party organization, will appraise used cars
- Point②  
Evaluation of exterior, interior, engine, and repair history
- Point③  
With certificate and condition check sheet

### グー鑑定のポイント①

公正!

### 第三者の鑑定師がチェック

Appraisers from the Japan Automobile Appraisal Association (JAAA), a third-party organization, will appraise used cars. Each car will be checked by a professional.



car exterior



car interior



engine



flame

### グー鑑定のポイント②

納得!

### 外装・内装・機関・修復歴について評価

### グー鑑定評価

ID あんしん、まる見え。

このお車は第三者機関(JAAA)が鑑定を行い、その結果を鑑定証として発行しております。

外装 **5★★★★★**

気になるようなキズやへこみがあった場合は納期に補修済みですが、小さなキズやへこみが残っている場合もあります。

内装 **5★★★★★**

気になる汚れ等がない綺麗な室内を保っています。

機関 **正常**

主要機関に不具合はありません。

修復歴 **無し**

詳細は鑑定書をご確認ください。

### グー鑑定のポイント③

分かりやすい!

### 鑑定証付き



# October 2023, Expanding Goo Failure Diagnosis to the used car field

## Eliminate concerns about vehicle condition

### Goo Failure Diagnosis

[Device performance]

Diagnosable Car Models : all Japanese car makers  
(coverage to be expanded)

Payment : subscription

**Display for consumers : automatic issuing of diagnostic reports**



Diagnosis reports



The icon will turn red if there is an abnormality.

## Aim for

[maintenance field]

Toward Safe and Comfortable Mobility Creating a Culture of Diagnosis.

[used car field]

Even the parts that cannot be checked through visual inspection can be "seen" through vehicle health checks.

## market size

[maintenance field]

Number of maintenance shops : **91,946 shops**\*1

Number of vehicles inspected per year in Japan : **Approximately 33.5 million units**\*2

\*1[Japan Automobile Service Promotion Association  
Total as of the end of March 2023]

\*2 Automobile Maintenance White Paper 2021

[used car field]

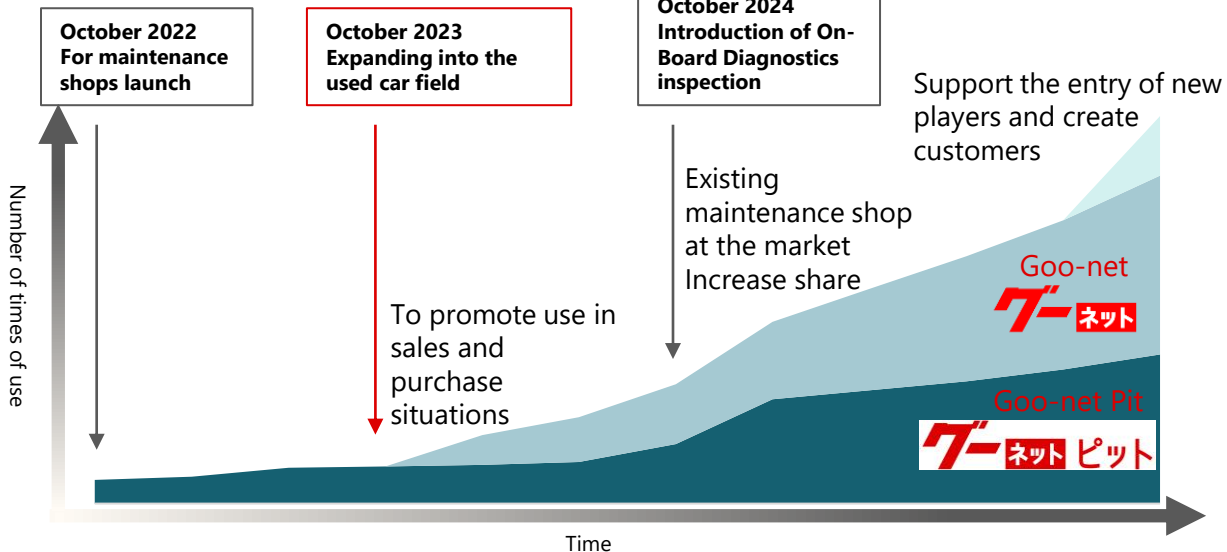
Average number of used cars listed on Goo-net

**Approximately 530,000 units**  
[October 2022 to September 2023]

## Fee structure

Monthly usage fee

+ Pay-as-you-go charge [per diagnosis]



# October 2023, Expanding Goo Maintenance Pack to the used car field

## Goo Maintenance Pack

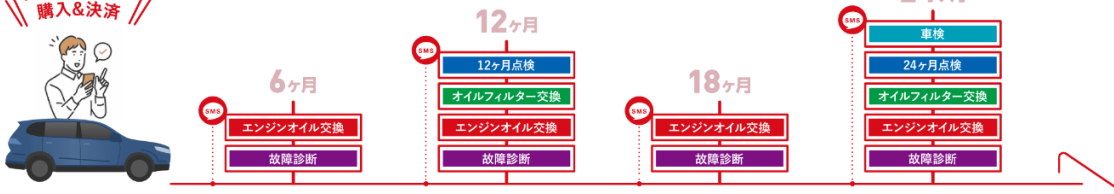


Service Pack which can perform regular car maintenance.  
Car maintenance and diagnosis are carried out at a repair shop that has a contract with Goo-net Pit.



Webでカンタン購入&決済

Diagnose failures every six months.



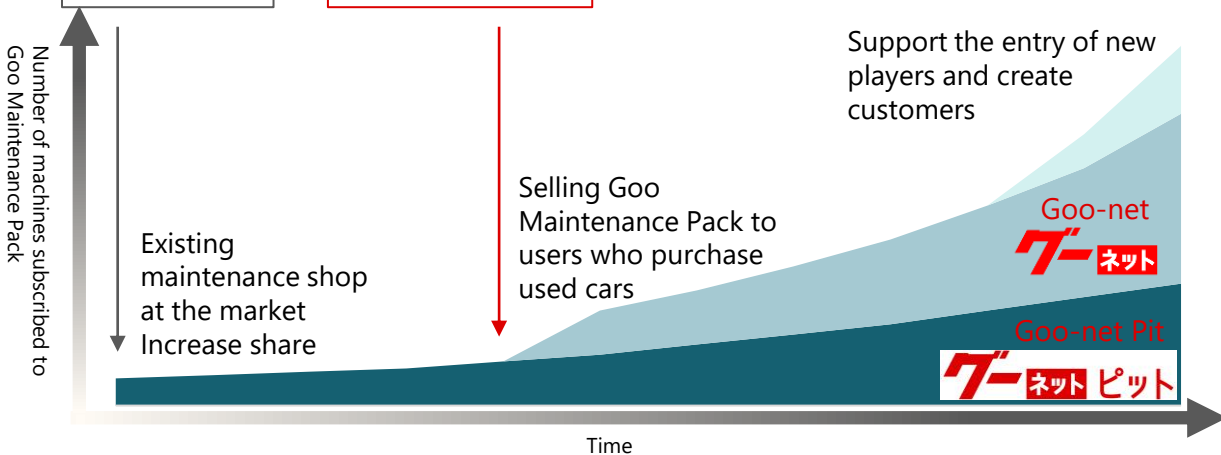
車検入庫時に購入した場合

SMS メンテナンス時期にはSMSにてリマインドメッセージをお送りします。

We will send a reminder message via SMS when maintenance is scheduled.

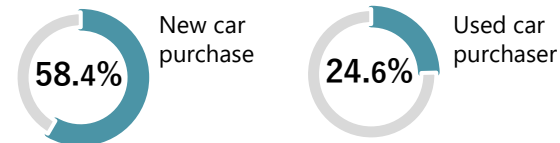
October 2022  
For maintenance shops launch

October 2023  
Expanding into the used car field



### market size

Maintenance pack purchase rate  
[according to our research, 2022]



[used car field]

Average number of used cars listed on Goo-net  
Approximately 530,000 units  
[October 2022 to September 2023]

### Fee structure

27,500yen~ \*For 2-year light vehicle course (no next vehicle inspection)  
\*Based on the price list as of October 1, 2023

# Aiming to accelerate data business by integrating vehicle data

## Data business outlook

Total amounts of used car sales prices

Improved accuracy of price information for listed and purchased vehicles

Goo-inspection



Improved accuracy of price information for listed and purchased vehicles

Goo Failure Diagnosis



Currently, the failure diagnosis Collecting data Phase

Automotive master data

Built domestic/imported cars since 1989  
Coverage approx. 87



Multiply the data stored in each database



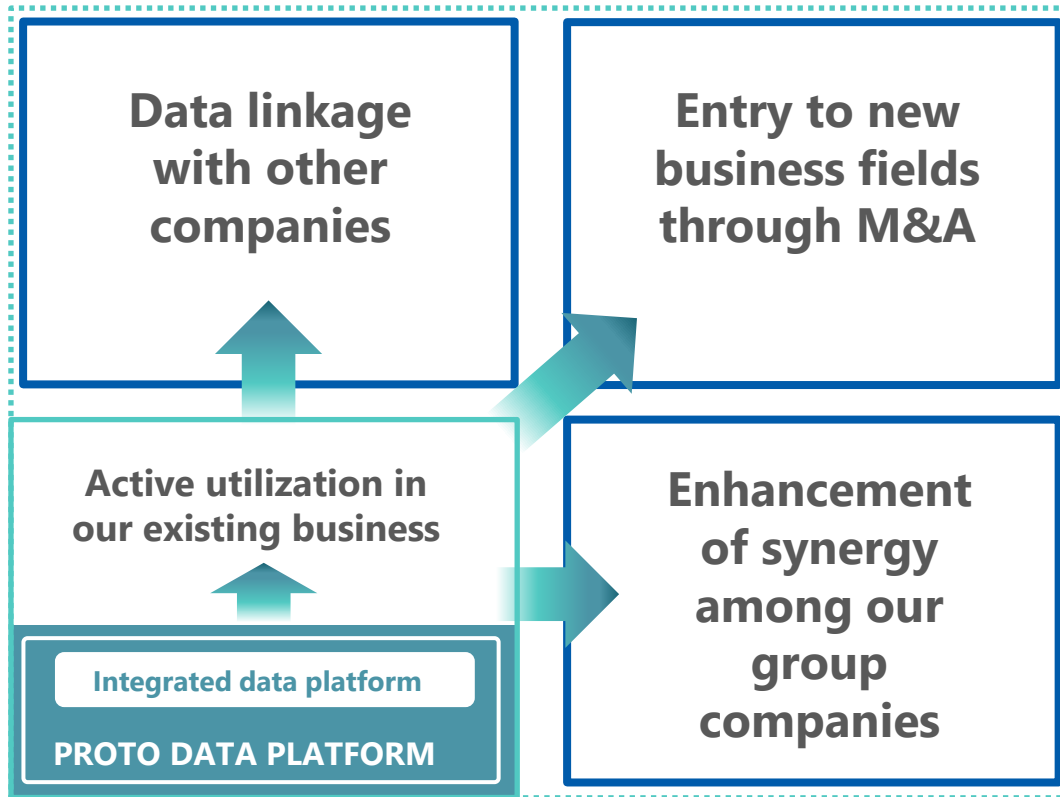
Creating value from data by combining integrated vehicle data with AI



Development of new products and services centered on data

## Medium-term growth strategy : Expansion of Business Domain

To expand our business domain by utilizing cutting-edge technologies and know-how.



挑戦を未来の力に

**PROTO**  
プロト コーポレーション

# Appendix

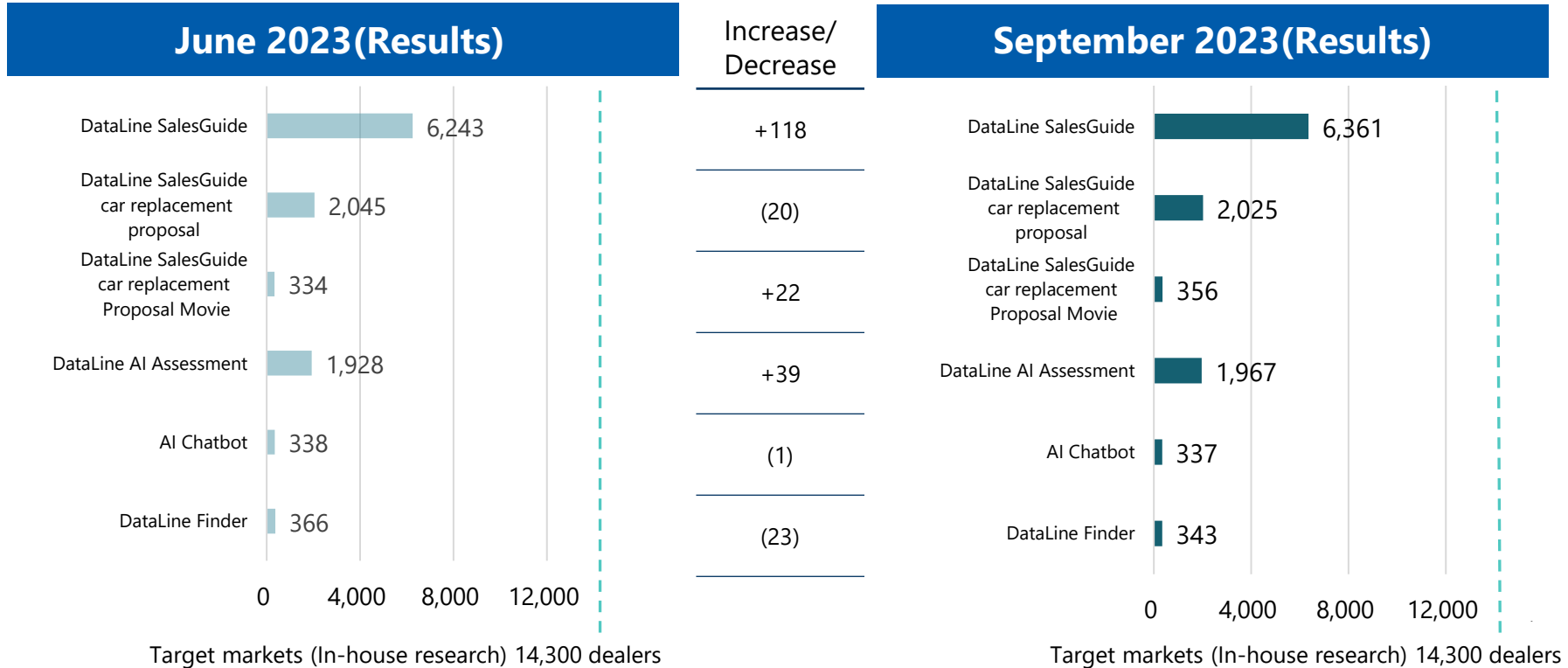
## — KPI ・ Results —



# New Car field Optional Service Number of Installed dealers

Platform  
[Services]

Captured the need to improve operational efficiency for both vehicle delivery and new sales, Increase in the number of locations where DX products are installed.



## Q2/FY March 2024: Consolidated Balance Sheet

[unit: million yen]	As of March 31, 2023		As of September 30, 2023		increase and decrease	
	Results(a)	Ratio	Results(b)	Ratio	(b)-(a)	%
Current Assets	39,537	65.3%	42,336	65.6%	2,798	107.1%
Non-Current Assets	21,016	34.7%	22,154	34.4%	1,138	105.4%
Current Liabilities	15,538	25.7%	17,245	26.7%	1,706	111.0%
Non-Current Liabilities	1,499	2.5%	1,466	2.3%	(32)	97.8%
Net Assets	43,515	71.9%	45,778	71.0%	2,263	105.2%
Total Assets	60,553	100.0%	64,490	100.0%	3,936	106.5%

[unit: million yen]	As of March 31, 2023		As of September 30, 2023		increase and decrease	
	Results(a)	Ratio	Results(b)	Ratio	(b)-(a)	%
Cash and cash equivalents	23,739	39.2%	24,349	37.8%	610	102.6%
Interest-bearing debt	4,446	7.3%	5,151	8.0%	704	105.2%
Net cash	19,292	31.9%	19,198	29.8%	(93)	99.5%

## Q2/FY March 2024: Consolidated Statements of Cash Flows

[unit: million yen]	Q2/FY March 2023	Q2/FY March 2024	increase and decrease
	Results(a)	Results(b)	(b)-(a)
Cash Flows from Operating Activities	61	1,626	1,565
Cash Flows from Investing Activities	(3,173)	(1,019)	2,154
Cash Flows from Financing Activities	444	(17)	(461)
Cash and Cash Equivalents at End of Term	23,283	24,091	807

[unit: million yen]	Q2/FY March 2023	Q2/FY March 2024	increase and decrease
	Results(a)	Results(b)	(b)-(a)
Investment Amount (Tangible/intangible fixed assets)	3,405	1,166	(2,238)
Depreciation	470	529	59
Amortization of Goodwill	244	109	(134)

# Consolidated Earnings (quarterly transition)

[unit: million yen]	FY2021 March,Q2	FY2021 March,Q3	FY2021 March,Q4	FY2022 March,Q1 *1	FY2022 March,Q2 *1	FY2022 March,Q3 *1	FY2022 March,Q4 *1	FY2023 March,Q1 *1	FY2023 March,Q2 *1	FY2023 March,Q3 *1	FY2023 March,Q4 *1	FY2024 March,Q1 *1	FY2024 March,Q2 *1
Net Sales	13,937	17,315	15,325	13,661	12,646	16,384	14,753	23,784	26,027	29,518	26,310	27,220	27,337
Gross Profit	5,978	6,859	6,391	6,233	5,752	6,603	6,037	6,709	6,554	7,688	6,991	7,317	6,850
EBITDA	1,667	2,418	1,347	2,096	1,606	2,366	1,591	2,415	1,907	2,760	1,763	2,541	1,726
Operating Income	1,335	2,088	1,014	1,780	1,304	2,057	1,280	2,082	1,525	2,368	1,360	2,231	1,542
Ordinary Income	1,273	2,045	1,245	1,865	1,365	2,064	1,327	2,100	1,568	1,709	1,584	2,755	1,562
Net Income	774	1,437	1,624	2,281	1,341	1,426	830	1,398	1,002	1,089	933	1,808	1,027

[unit: million yen]	FY2021 March,Q2	FY2021 March,Q3	FY2021 March,Q4	FY2022 March,Q1 *1	FY2022 March,Q2 *1	FY2022 March,Q3 *1	FY2022 March,Q4 *1	FY2023 March,Q1 *1	FY2023 March,Q2 *1	FY2023 March,Q3 *1	FY2023 March,Q4 *1	FY2024 March,Q1 *1	FY2024 March,Q2 *1
SG&A Expenses	4,642	4,771	5,376	4,452	4,448	4,545	4,757	4,627	5,028	5,319	5,631	5,085	5,308
Employment Cost	1,872	1,867	1,883	1,797	1,647	1,682	1,722	1,808	1,828	1,913	1,906	1,942	1,936
Advertising Cost	1,139	1,184	1,782	989	1,421	1,206	1,535	1,132	1,409	1,396	1,690	1,315	1,493
Other Expenses	1,630	1,719	1,710	1,665	1,379	1,656	1,500	1,687	1,790	2,010	2,033	1,827	1,878

\*1: New Revenue Recognition Standard

# Consolidated Earnings by Segment (quarterly transition)

Net Sales [unit: million yen]	FY2022 March,Q2	FY2022 March,Q3	FY2022 March,Q4	FY2023 March,Q1	FY2023 March,Q2	FY2023 March,Q3	FY2023 March,Q4	FY2024 March,Q1	FY2024 March,Q2
<b>Platform</b>	7,210	7,203	7,375	7,364	7,478	7,622	7,839	7,767	7,904
Media	5,743	5,783	5,875	5,925	6,043	6,137	6,325	6,309	6,352
Services	1,466	1,420	1,500	1,439	1,434	1,485	1,514	1,457	1,552
<b>Commerce</b>	4,750	8,152	6,198	15,233	16,888	19,870	16,555	17,316	17,658
Sales of goods	4,750	8,152	6,198	6,544	6,324	9,671	7,033	7,166	6,665
Ticket sales	-	-	-	8,688	10,564	10,198	9,522	10,150	10,992
<b>Other Business</b>	685	1,028	1,178	1,186	1,659	2,025	1,871	2,136	1,774
<b>Total</b>	12,646	16,384	14,753	23,784	26,027	29,518	26,266	27,220	27,337

Operating Income [unit: million yen]	FY2022 March,Q2	FY2022 March,Q3	FY2022 March,Q4	FY2023 March,Q1	FY2023 March,Q2	FY2023 March,Q3	FY2023 March,Q4	FY2024 March,Q1	FY2024 March,Q2
<b>Platform</b>	1,843	2,095	1,711	2,328	2,038	2,243	1,956	2,430	2,125
Media	1,412	1,716	1,313	1,937	1,694	1,867	1,600	2,041	1,639
Services	430	379	398	390	343	375	355	389	486
<b>Commerce</b>	(212)	307	(56)	107	(52)	434	(72)	163	(0)
Sales of goods	(212)	307	(56)	79	(137)	352	(101)	62	(68)
Ticket sales	-	-	-	28	85	81	28	100	67
<b>Other Business</b>	90	133	49	123	38	237	(19)	137	(47)
Management Division	(417)	(478)	(425)	(477)	(498)	(546)	(503)	(499)	(535)
<b>Total</b>	1,304	2,057	1,280	2,082	1,525	2,368	1,360	2,231	1,542

挑戦を未来の力に

**PROTO**  
プロト コーポレーション

# Appendix

## —business overview—

## Corporate Goal

# Create change by continuing to challenge itself. CHANGING COMPANY

### Features of PROTO CORPORATION

#### To realize the No. 1 platform in the mobility field

A leading company of the media for used car information, which operates the car information media "Goo-net" and boasts a share of about 60% in the number of affiliated used car dealers.

We promote DX in the fields of used cars, car maintenance, and new cars, by totally supporting DX in the mobility field.

To establish a platform by combining master data, AI, and data, with the aim of developing infrastructure in the mobility field.

#### To create value by combining master data, AI, and data

### Business Results and Indicators for the Fiscal Year Ended March 31, 2023

Net sales	105.5 billion yen	Market capitalization	47.2 billion yen (As of October 30, 2023)
Operating income	7.3 billion yen	PER	8.50 times
ROE	10.6%	PBR	1.02 times



President  
Kenji  
Kamiya

神谷健司

In the coming 10 years, the mobility environment surrounding us will change drastically. Gasoline-fueled vehicles will evolve into diverse carbon-neutral vehicles. People will shift from owning a car to sharing a car. When the times change significantly, the true value of enterprises is tested.

Our company will accumulate and utilize data on vehicles and users in the fields of used cars, new cars, maintenance, and motorcycles, create new services based on data and AI, and swiftly respond to the rapid changes in the environment.

By pursuing "dreams, inspirations, and joy," we will become a "mobility style partner" in the new age. Then, we will create new value in the world, and become a "partner for the future society" so as to be genuinely selected by society. Our company upholds the corporate goal of being a "changing company," and all of our staff will join hands to attain this corporate goal.

# Transition of Net Sales and Operating Income

Net Sales  
[billion yen]

Nationwide expansion of Goo

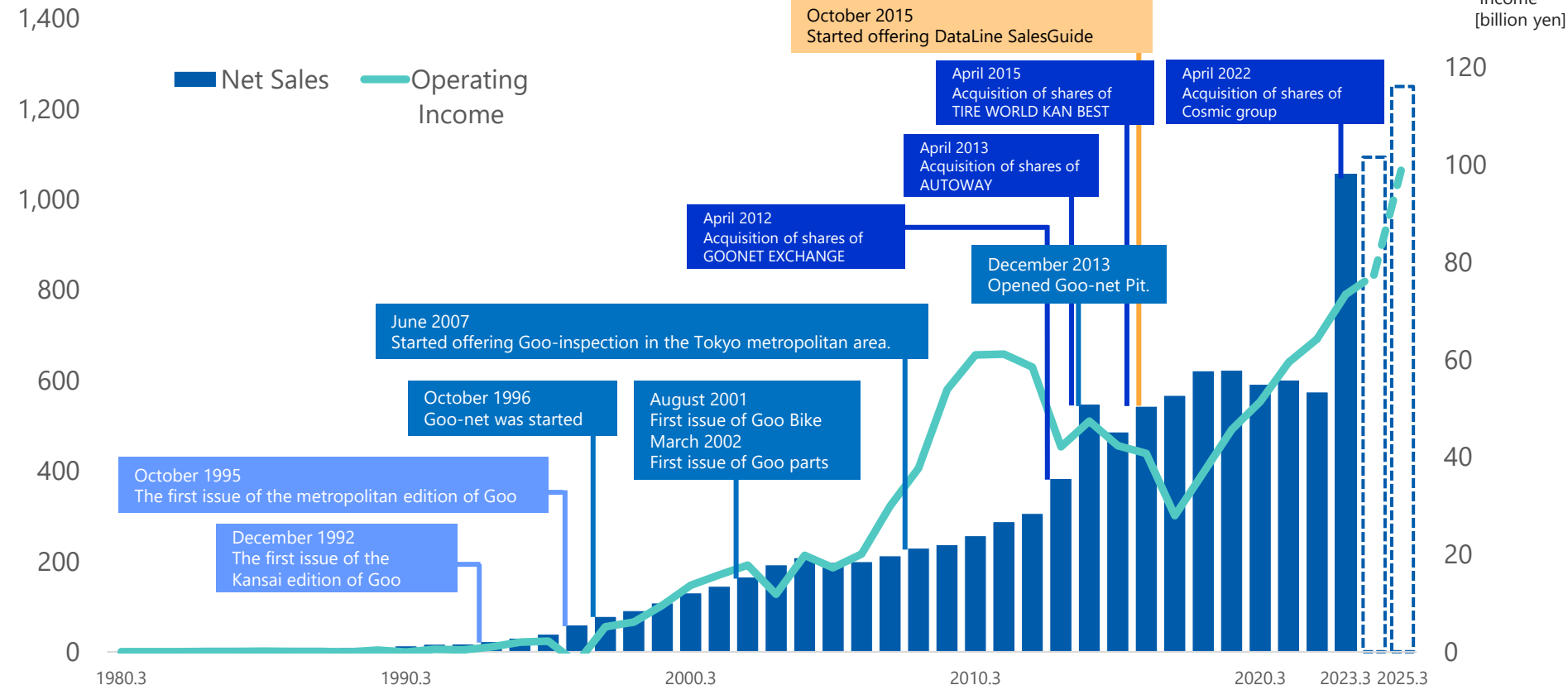
Series development of Goo  
IT shift in services

Aggressive development of  
M&As

Selection and concentration  
of business portfolio

Promote data platform  
construction

Operating  
Income  
[billion yen]



\*1 New Revenue Recognition Standard

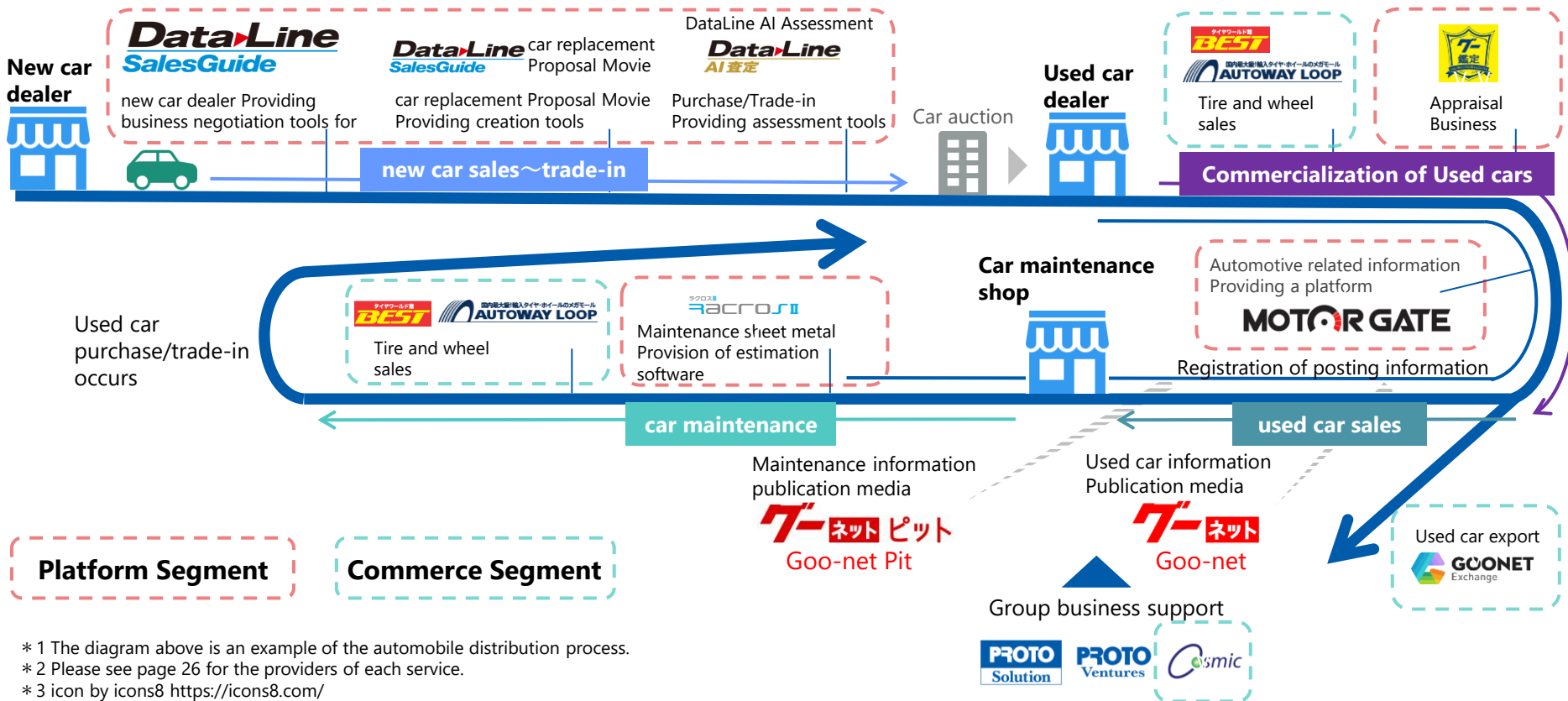
\*2 The figures are those announced on May 13, 2022.

[Plan]



# Management support by PROTO Group

- Proto Group provides total support for the management of automobile sales and maintenance businesses.



\* 1 The diagram above is an example of the automobile distribution process.

\* 2 Please see page 26 for the providers of each service.

\* 3 icon by icons8 <https://icons8.com/>

# 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

**MOTOR GATE**

Automotive related information platform

## Media

**G-net**  
Goo-net

used car search

**G-net** **ピット**  
Goo-net Pit

car maintenance shop search

## 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**

## 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

**DataLine**  
SalesGuide

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

**DataLine** DataLine AI Assessment  
AI査定

- Assessment function

## Client

**new car dealers**

- Customer information registration
- Customer vehicle information registration

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

# Breakdown by Major Group Companies

Segment	Sub-segment	Details
Platform	Media	<b>Media: Used cars, Maintenance, Bike</b> PROTO CORPORATION , PROTO SOLUTION
		<b>Appraisal Business</b> CAR CREDO
	Services	<b>Alliance</b> GOONET EXCHANGE
		<b>New car</b> PROTO CORPORATION <b>Maintenance sheet metal software sales</b> PROTO-RIOS
Commerce	Sale of goods	<b>Tire and wheel sales</b> AUTOWAY , TIRE WORLD KAN BEST
		<b>Used car export</b> GOONET EXCHANGE
	Ticket sales	<b>Sale of goods</b> PROTO CORPORATION , PROTO SOLUTION <b>Ticket sales</b> COSMIC RYUTSUU SANGYO CO., LTD.
Other Business	-	<b>Agriculture, Real Estate, Others</b> PROTO CORPORATION <b>BPO</b> PROTO SOLUTION <b>Investment</b> PROTO Ventures ・ PROTO Ventures 2 Investment Limited Partnership <b>Solar power generation</b> AUTOWAY <b>Basketball team management</b> okinawa basketball

# Company Profile

Corporate Name	PROTO CORPORATION
Founded	October 1, 1977
Established	June 1, 1979
Common Stock	1,849 million yen (As of March 31, 2023)
Shares Outstanding	41,925,300 shares (As of March 31, 2023)
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, Takaskaisaaki, Nagano, Hamamatsu, Nagoya, Kanazawa, Osaka, Hiroshima, Matsuyama, Fukuoka, Kumamoto(35 Sales Outlets Nationwide)
Fiscal Year-end	March 31
Number of Employees	Consolidated: 1,468 (As of March 31, 2023)、 Parent: 534 (As of March 31, 2023)
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. okinawa sports academy inc. 18. CAR Credo (Thailand) Co., Ltd. 19. UB Datatech, Inc. (Affiliates accounted for by the equity method)

(As of March 31, 2023)

## **Future Outlook**

---

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**

---

PROTO CORPORATION

IR staff: Kawai, Nakae

Tel: +81-52-934-1514

Mail: [4298ir@proto-g.co.jp](mailto:4298ir@proto-g.co.jp)