

# Financial Results

for the Six Months Ended September 2022  
(April 1,2022 to September 30,2022)



**DX promotion in the mobility field**



**Expanding earnings through  
data x AI technology**



October 31, 2022  
(Investor Meeting November 4, 2022)

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## Corporate Goals

Create change by continuing to challenge yourself.  
**CHANGING COMPANY**

### Corporate Profile

Established	June 1, 1979
Business Description	Providing mobility-related information DX promotion in the mobility field
Head Offices	23-14, Aoi 1-chome, Naka-ku, Nagoya 460-0006, Japan 6-18-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo 160-0023, Japan
Stock Exchange Listing	Tokyo Stock Exchange Prime Market Nagoya Stock Exchange Premier Market (Securities Code : 4298)

### Business Results and Indicators for the Fiscal Year Ended March 31, 2022

Net sales	57.4 billion yen	market capitalization	47.6 billion
Operating income	6.4 billion yen	PER	10.26 times
ROE	15.4%	PBR	1.12 times

As of October 28, 2022



President  
**Kenji Kamiya**

On October 1, 2022, we celebrated the 45th anniversary of our founding. We would like to express our sincere gratitude to all of you for your support and patronage.

Since our founding, we have taken on many challenges and have evolved from being the first company in Japan to publish a used car information magazine to a company focused on DX in the mobility domain, as well as developing our business in many other areas.

We will continue to create new value in the world through the pursuit of "Dreams, Inspiration, and joy!" and become a "partner company of the future society" that is truly chosen by society. And, we will make every effort to continue to be a company that is loved by our shareholders and investors.

# Features of PROTO CORPORATION



45

YEAR OF  
EXPERIENCE

## ① A leading company in used car information media

- Operates the famous car information media, Goo-net
- Holds a market share of **about 60%** of used car dealers, making the company one of the best in the industry

## ② Provides comprehensive support for DX in the mobility area

- Promotion of DX** in the areas of used cars, maintenance, and new cars
- Expanding profit opportunities using **data and AI** technology

## ③ Aiming for high growth with the new medium-term management plan

- ※**For details, please refer to the financial results briefing material for the fiscal year ending March 31, 2022.**

Target for FY March 2025

Sales of **125 billion yen**, an operating income of **10 billion yen**, and an **ROE of 12%** or higher

Results for FY March 2022

Sales of 57.4 billion yen, an operating income of 6.4 billion yen, and an ROE of 15.4%

# Performance summary

## (Q2 Cumulative Results and Full-Year Forecasts)

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# Executive Summary for the First Half of the Fiscal Year Ending March 31, 2023

**Both sales and operating income significantly exceeded the previous year's results and this fiscal year's plan.**

unit: million yen	Actual results for the previous period	Plan	Result
	Q2/FY2022 Apr-Sep 2021	Q2/FY2023 Apr-Sep 2022	Q2/FY2023 Apr-Sep 2022
Net sales	26,308	40,586 YoY+54.3%	49,811 YoY+89.3% Comparison to Plan+22.7%
Operating Income	3,084	2,887 YoY(6.4%)	3,607 YoY+17.0% Comparison to Plan+24.9%
Ordinary Income	3,230	2,951 YoY(8.6%)	3,668 YoY+13.6% Comparison to Plan+24.3%
Net Income	3,623	1,946 YoY(46.3%)	2,401 YoY(33.7%) Comparison to Plan+23.4%

- Both sales and operating income exceeded this fiscal year's plan for major group companies.
- Net sales significantly exceeded both the previous year's results and the current year's plan due to steady sales expansion of DX-related products in the mobility-related domain, as well as a better-than-expected recovery in market conditions at Cosmic Group, a ticket sales company that joined the group in the current fiscal year.
- Operating income exceeded both the previous year's results and the current year's plan, mainly due to an increase in gross profit on higher revenues and solid sales in the high-margin platform business.
- The previous year saw a gain of 2.14 billion yen on the sale of shares in PROTO MEDICAL CARE (now: HEART MEDICAL CARE)

# PL by segment for the first half of the fiscal year ending March 31, 2023

[unit: million yen]		(a)Result Q2/FY2022 Apr-Sep 2021	(b)Plan Q2/FY2023 Apr-Sep 2022	(c)Result Q2/FY2023 Apr-Sep 2022	YoY (c)-(a)	YoY (%)	Comparison to Plan (c)-(b)	Comparison to Plan (%)
<b>P l a t f o r m</b>	<b>Net sales</b>	<b>14,196</b>	<b>14,345</b>	<b>14,843</b>	<b>+ 647</b>	<b>+4.6%</b>	<b>+497</b>	<b>+3.5%</b>
	<b>Operating Income</b>	<b>4,027</b>	<b>3,949</b>	<b>4,366</b>	<b>+338</b>	<b>+8.4%</b>	<b>+416</b>	<b>+10.6%</b>
M e d i a	Net sales	11,374	11,482	11,969	+594	+5.2%	+487	+4.2%
	Operating Income	3,228	3,169	3,631	+403	+12.5%	+462	+14.6%
S e r v i c e s	Net sales	2,821	2,863	2,874	+52	+1.8%	+10	+0.4%
	Operating Income	799	779	734	(64)	(8.1%)	(45)	(5.8%)
<b>C o m m e r c e</b>	<b>Net sales</b>	<b>10,141</b>	<b>24,035</b>	<b>32,122</b>	<b>+21,980</b>	<b>+216.7%</b>	<b>+8,086</b>	<b>+33.6%</b>
	<b>Operating Income</b>	<b>(184)</b>	<b>(198)</b>	<b>55</b>	<b>+240</b>	<b>-</b>	<b>+254</b>	<b>-</b>
S a l e s o f g o o d s	Net sales	10,141	10,954	12,868	+2,727	+26.9%	+1,913	+17.5%
	Operating Income	(184)	(168)	(57)	+126	-	+110	-
T i c k e t s a l e s	Net sales	-	13,081	19,253	+19,253	-	+6,172	+47.2%
	Operating Income	-	(30)	113	+113	-	+143	-
<b>O t h e r B u s i n e s s</b>	<b>Net sales</b>	<b>1,971</b>	<b>2,204</b>	<b>2,846</b>	<b>+875</b>	<b>+44.4%</b>	<b>+641</b>	<b>+29.1%</b>
	<b>Operating Income</b>	<b>254</b>	<b>179</b>	<b>161</b>	<b>(93)</b>	<b>(36.7%)</b>	<b>(18)</b>	<b>(10.2%)</b>
Management Division	-	(1,013)	(1,042)	(975)	+38	-	+67	-
<b>T o t a l</b>	<b>Net sales</b>	<b>26,308</b>	<b>40,586</b>	<b>49,811</b>	<b>+23,503</b>	<b>+89.3%</b>	<b>+9,225</b>	<b>+22.7%</b>
	<b>Operating Income</b>	<b>3,084</b>	<b>2,887</b>	<b>3,607</b>	<b>+523</b>	<b>+17.0%</b>	<b>+719</b>	<b>+24.9%</b>

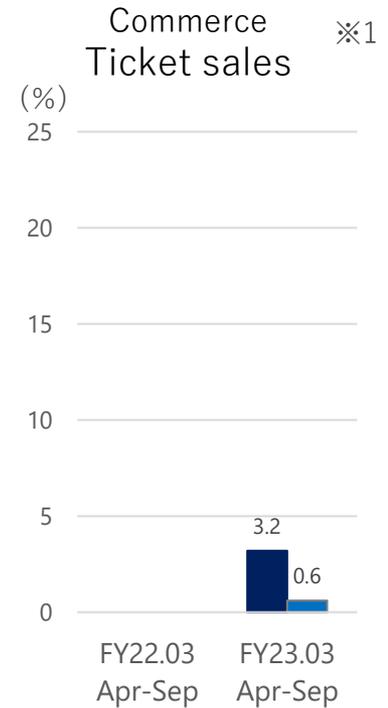
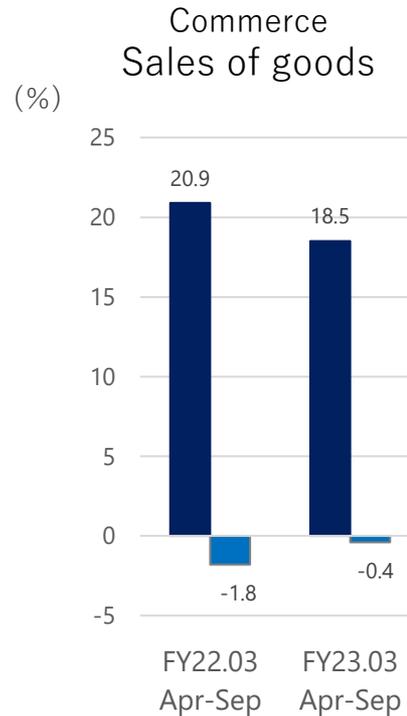
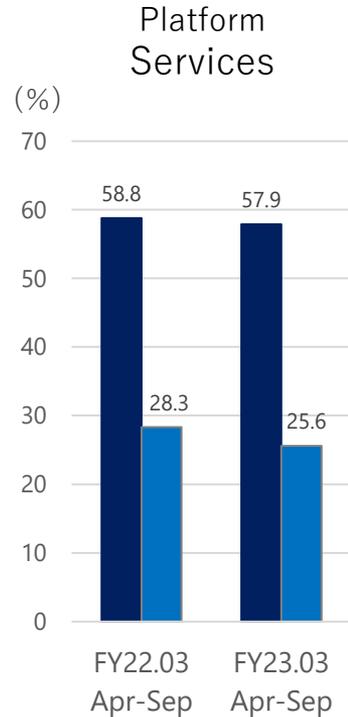
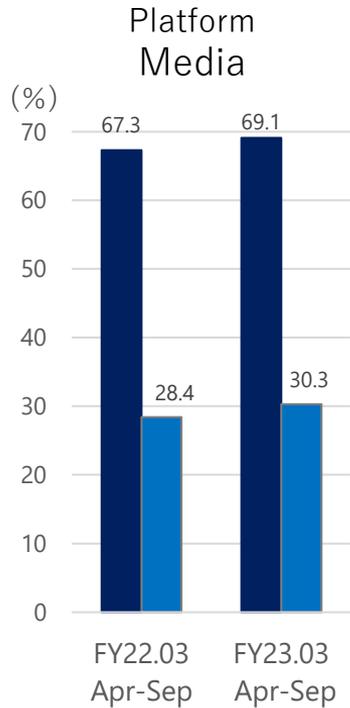
※The decrease in income in the Other Business segment was mainly due to the sale of PROTOMEDICAL CARE

# Gross profit margin and operating margin by segment

Gross profit margin

Operating margin

## Promote profitability improvement in each segment



※1 COSMIC RYUTSUU SANGYO CO., LTD. and COSMIC GIFT CARD SYSTEM CO., LTD. which correspond to ticket sales, are included in the group from this fiscal year.

# Summary of Business Results for the First Half

Both platform and commerce exceeded the previous year's results and this fiscal year's plan by a wide margin.

## Platform

### ① Used car field

Sales expansion of AI and DX-related products such as “AI Recommendation Space” and “MOTOR GATE AI”, which aim to improve closing rates, contributed to a 5.0% YoY increase in monthly unit price.

### ② Maintenance field

Monthly unit price increased 10.2% YoY, mainly due to an increase in the number of factories installing MOTOR GATE PIT IN, which was released in February 2022.

### ③ New car field

Despite the market environment that cannot be called a tailwind due to the prolonged stagnation of new car supply, DataLine SalesGuide is a business negotiation system that supports sales operations at dealerships, so it is difficult for customers to cancel their contracts after installation, resulting in a 1.4% YoY increase in the number of installed locations and a 9.0% YoY increase in the monthly unit price.

## Commerce

### ① Sales of goods

In tire and wheel sales, despite the impact of the weak yen and soaring raw material prices, both sales and operating income exceeded the previous year's results and the current year's plan as a result of the shift of costs to selling prices.

In the used car export business, both sales and operating income exceeded both the previous year's results and the current year's plan due to strong exports to Malaysia, mainly due to a shortage of new car supply, as well as strong sales at the high-margin MG Alliance.

### ② Ticket sales

Both net sales and operating income significantly exceeded the current year's plan due to higher demand for gift certificates from foreign brokers (intermediator) as a result of the weak yen, as well as stronger procurement and sales of shareholder gift certificates, etc., which have high gross profit margins.

# Revision of Full-Year Earnings Forecasts for the Fiscal Year Ending March 31, 2023 ( Announced October 31, 2022 )

[unit: million yen]	Actual results for the previous period (Year ended March 31, 2022)	Plan before revision (Year ending March 31, 2023)	Plan after revision (Year ending March 31, 2023)
N e t s a l e s	57,446	85,681 YoY+49.1%	95,000 YoY+65.4% Comparison to Plan+10.9%
O p e r a t i n g I n c o m e	6,422	6,500 YoY+1.2%	7,200 YoY+12.1% Comparison to Plan+10.8%
O r d i n a r y I n c o m e	6,622	6,650 YoY+0.4%	7,350 YoY+11.0% Comparison to Plan+10.5%
N e t I n c o m e	5,880	4,450 YoY(24.3%)	4,900 YoY(16.7%) Comparison to Plan+10.1%
<hr/>			
C a p i t a l i n v e s t m e n t	1,234	1,590	1,888
D e p r e c i a t i o n	877	1,059	1,041
E P S	146.34yen	110.71yen	121.87yen
D i v i d e n d p e r s h a r e	35yen	35yen	35yen

## Revision of Earnings Forecasts

For the first half of the fiscal year ending March 31, 2023, net sales, operating income, ordinary income, and net income attributable to shareholders of the parent company exceeded the current plan, mainly due to strong sales of gift certificates and other products in Cosmic Group, which became a subsidiary on April 1, 2022, and 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, the prolonged delay in new car supply, and the ongoing yen depreciation, our consolidated earnings forecast for the full year ending March 31, 2023 takes only the upward swing in the first half of the year into account.

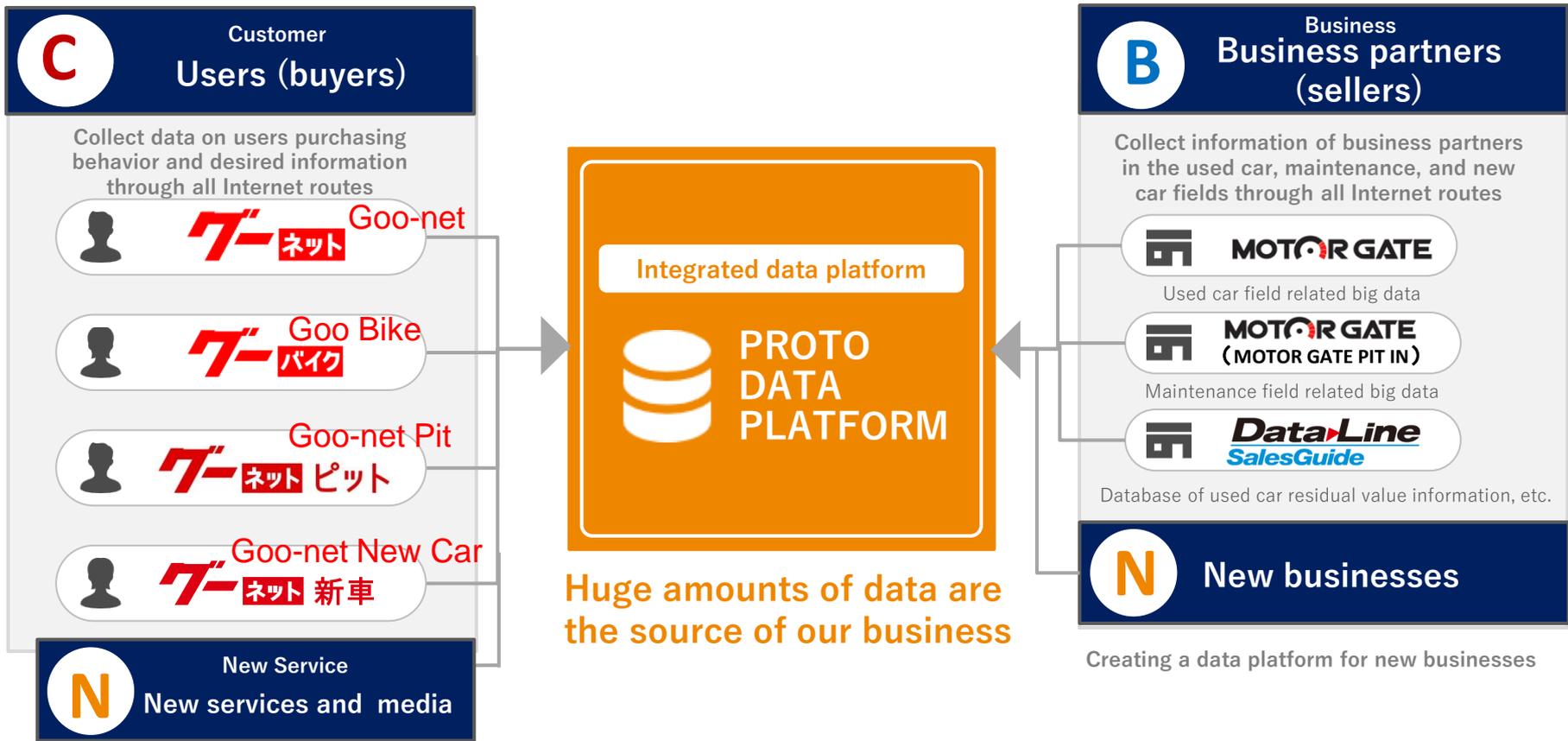
# Revision of full-year forecast for segment PL for the fiscal year ending March 31, 2023 ( Announced October 31, 2022 )

		[unit: million yen]	FY March 2021	FY March 2022	Plan before revision (Year ending March 31, 2023)	Plan after revision (Year ending March 31, 2023)
<b>P l a t f o r m</b>	<b>Net sales</b>		<b>26,896</b>	<b>28,775</b>	<b>29,523</b>	<b>30,114</b>
	<b>Operating Income</b>		<b>6,760</b>	<b>7,835</b>	<b>8,190</b>	<b>8,493</b>
M e d i a	Net sales		21,573	23,032	23,711	24,291
	Operating Income		5,360	6,258	6,605	6,954
S e r v i c e s	Net sales		5,323	5,742	5,812	5,823
	Operating Income		1,400	1,576	1,584	1,538
<b>C o m m e r c e</b>	<b>Net sales</b>		<b>22,347</b>	<b>24,492</b>	<b>51,674</b>	<b>59,760</b>
	<b>Operating Income</b>		<b>257</b>	<b>66</b>	<b>(24)</b>	<b>230</b>
S a l e s o f g o o d s	Net sales		22,347	24,492	25,034	26,947
	Operating Income		257	66	6	116
T i c k e t s a l e s	Net sales		—	—	26,640	32,812
	Operating Income		—	—	(30)	113
<b>O t h e r B u s i n e s s</b>	<b>Net sales</b>		<b>6,544</b>	<b>4,178</b>	<b>4,483</b>	<b>5,124</b>
	<b>Operating Income</b>		<b>565</b>	<b>437</b>	<b>387</b>	<b>368</b>
Management Division	-		(1,641)	(1,917)	(2,053)	(1,892)
<b>T o t a l</b>	<b>Net sales</b>		<b>55,787</b>	<b>57,446</b>	<b>85,681</b>	<b>95,000</b>
	<b>Operating Income</b>		<b>5,941</b>	<b>6,422</b>	<b>6,500</b>	<b>7,200</b>

# Overview of Platform Business

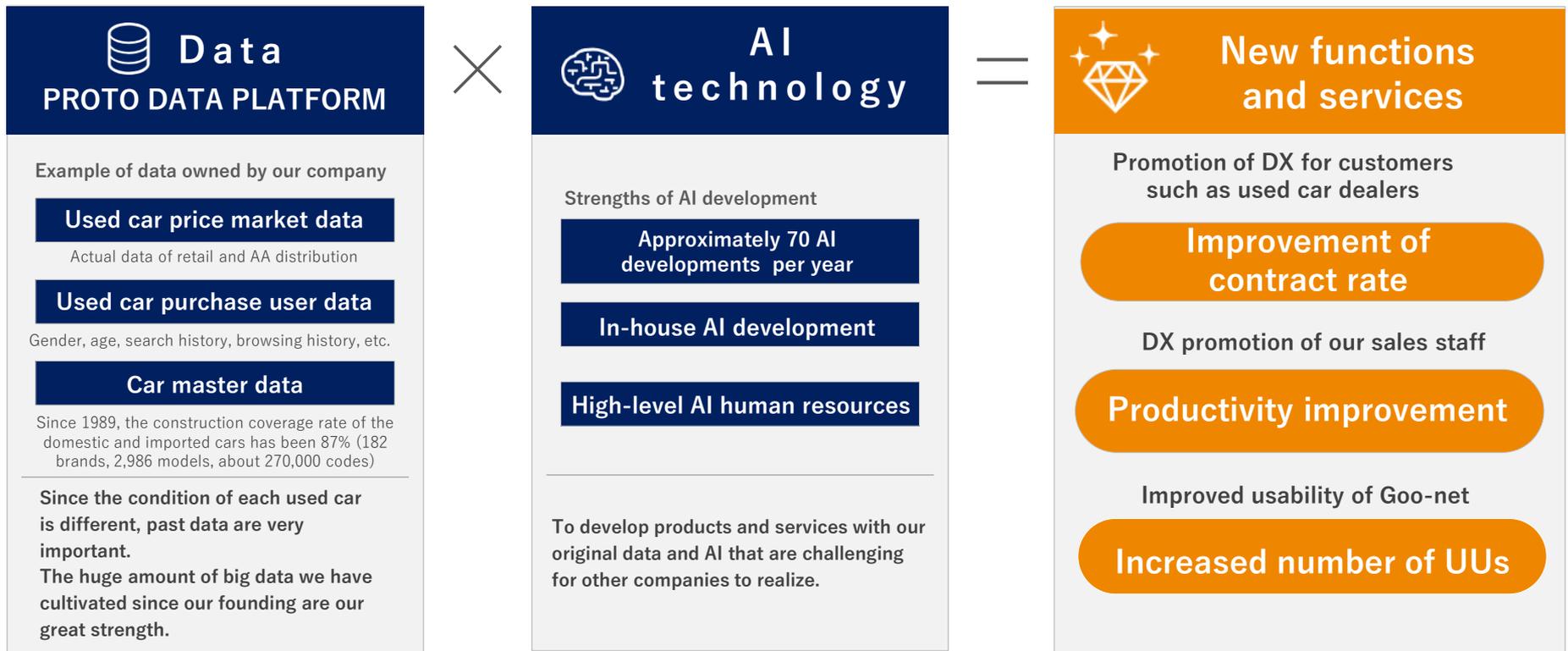
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# ① Construction of a data platform in the mobility field, including M&A



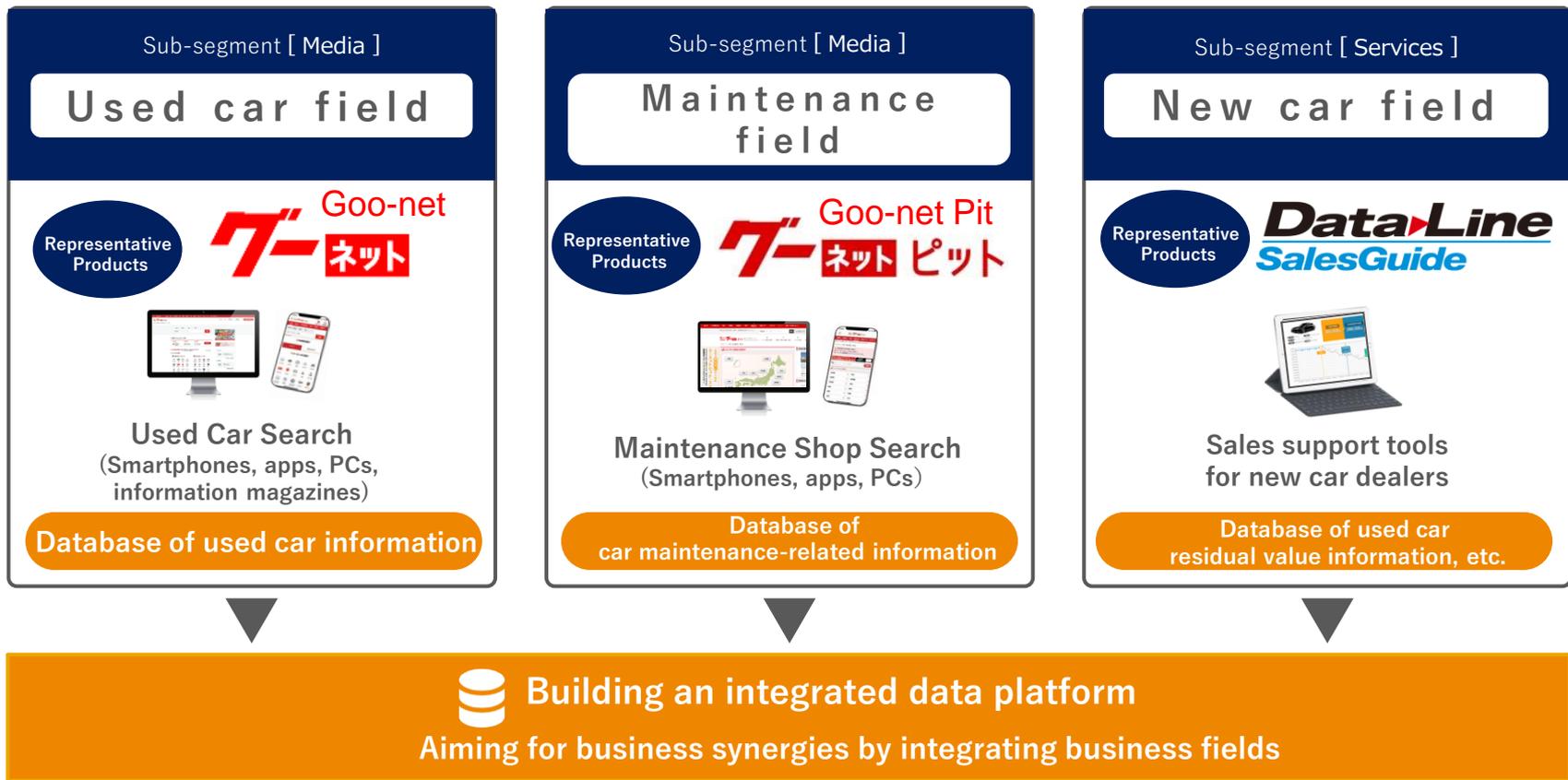
Integrate data acquired from users and business partners into a "data platform"

## ② Development of new products and services that make full use of data and AI technology



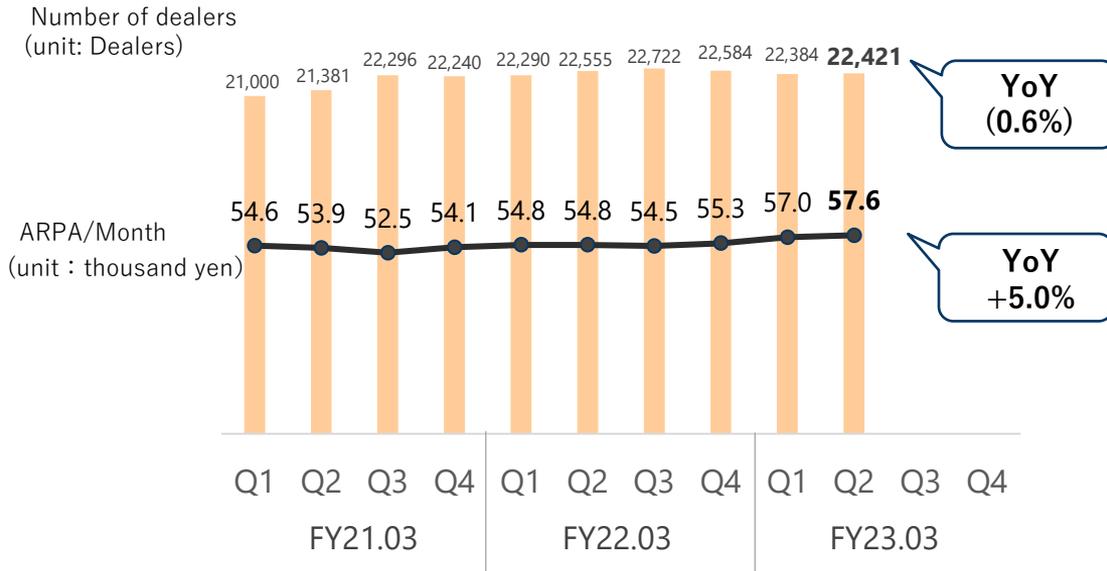
We will continue to promote service development that contributes to DX in the mobility field

# Overview of the Platform Business



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

Although the number of stores transacted with remained flat YoY, sales expansion of AI/DX related products aimed at improving closing rates contributed to an increase in the monthly unit price.



Number of dealers <sup>\*1</sup>  
22,421  
(57.3% industry share)

ARPA/Month  
JPY 57.6K

Churn rate  
2.0%  
(12-month average)

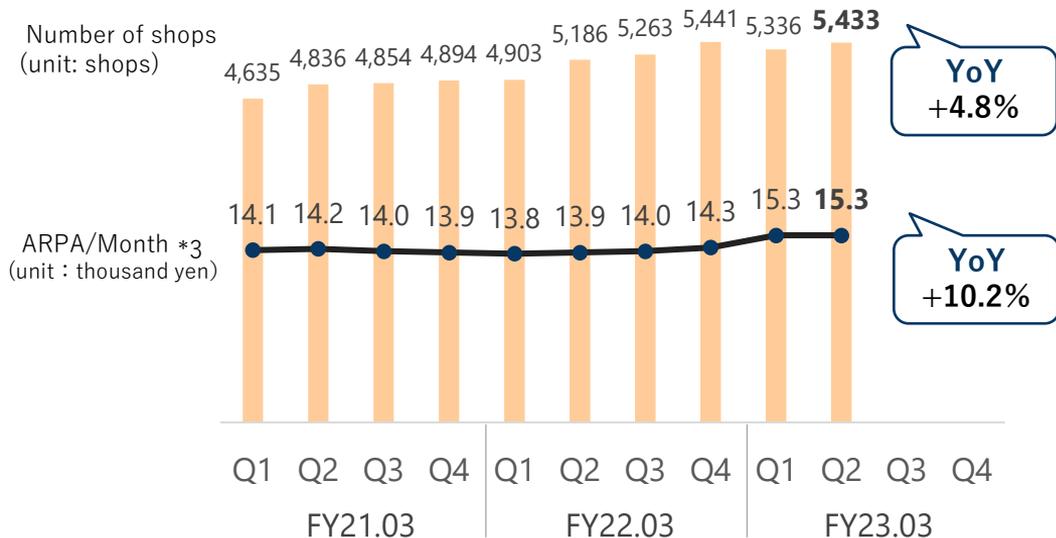
MRR <sup>\*2</sup>  
JPY 1.29Bn  
(September, 2022)

\*1: Target markets 39,081 dealers

\*2: 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 shops and ARPA/Month in the maintenance field

The number of factories and monthly unit price remained steady, and the company aims to significantly increase the number of factories and monthly unit price by promoting the new services "Goo Failure Diagnosis" and "Goo Maintenance Pack," released in October.



Number of shops \*1

**5,433**  
 (5.9% industry share)

ARPA/Month

**JPY15.3K**

Churn rate

**1.3%**  
 (12-month average)

MRR \*2

**JPY0.08Bn**  
 (September,2022)

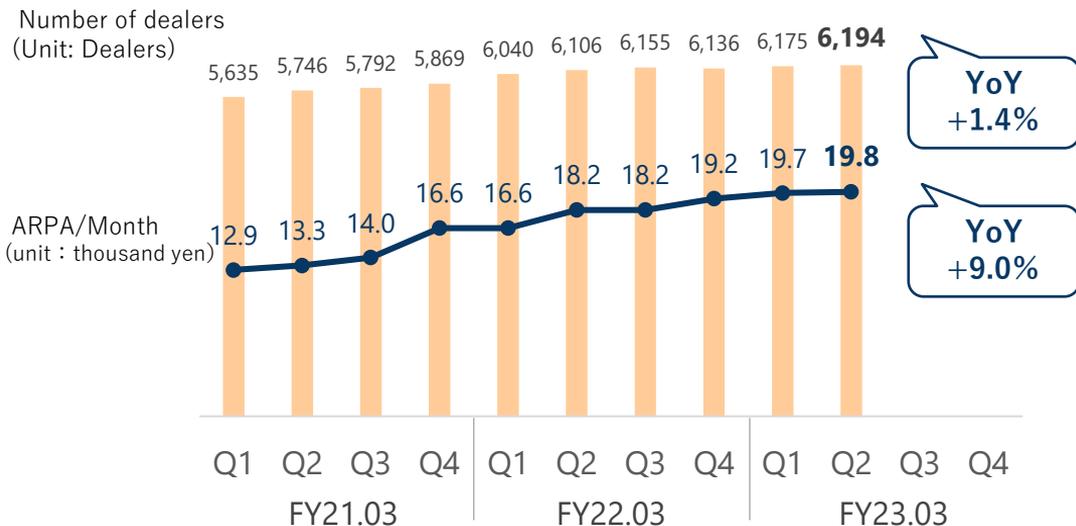
\*1:Target markets 91,790 shops

\*2: Abbreviation for Monthly Recurring Revenue. This is the total amount of monthly fees for recurring clients as of the end of the applicable month.

\*3:Includes monthly fee for MOTOR GATE PIT IN.

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

Low post-introduction churn rate for a system that supports sales operations at dealerships, steadily increasing the number of locations and the monthly unit price.



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

**6,194**  
(43.3% industry share)

ARPA/Month

**JPY 19.8K**

Churn rate

**0.4%**  
(12-month average)

MRR<sup>\*2</sup>

**JPY 0.12Bn**  
(September,2022)

\*1 :Target markets 14,300 dealers

\*2: Abbreviation for Monthly Recurring Revenue. This is the total amount of monthly fees for recurring clients as of the end of the applicable month.

# Toward the Realization of the Medium-Term Three-Year Plan

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# Industry trends surrounding the used car, maintenance, and new car fields

## New Services Released to Address Industry Trends

### Used car industry

October 2023

Mandatory total value labeling of used cars  
(Example) The total amount payable shall be indicated as the selling price, and "Vehicle Price" and "Other Expenses" shall be indicated as its breakdown.



Total Amount Paid  
1.04 million yen

(Car price 964,000 yen Other expenses 76,000 yen)

- Warranty included  
(Partial warranty 1 year unlimited driving)
- Periodic inspection and maintenance is included.

Service

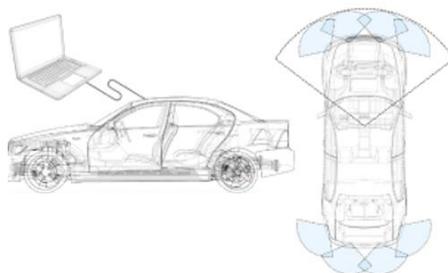
#### • Enhanced loan (installment) display

In response to the growing need for a service that displays monthly payment amounts in an easy-to-understand manner, we have enhanced the display method by enabling multiple loan displays (e.g., standard loan, residual value loan, etc.) on GooNet.

### Car maintenance Industry

Accelerating sophistication and digitization of automotive maintenance

October 2021 Introduction of OBD inspection  
October 2024 Introduction of OBD car inspection



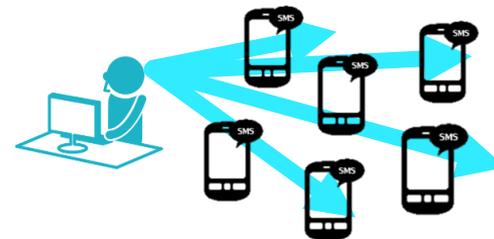
Service

Released in October 2022

- Goo Failure Diagnosis
- Goo Maintenance Pack

### New car industry

- Increase in the number of managed customers at dealerships
- Diversification of sales methods such as leasing



Service

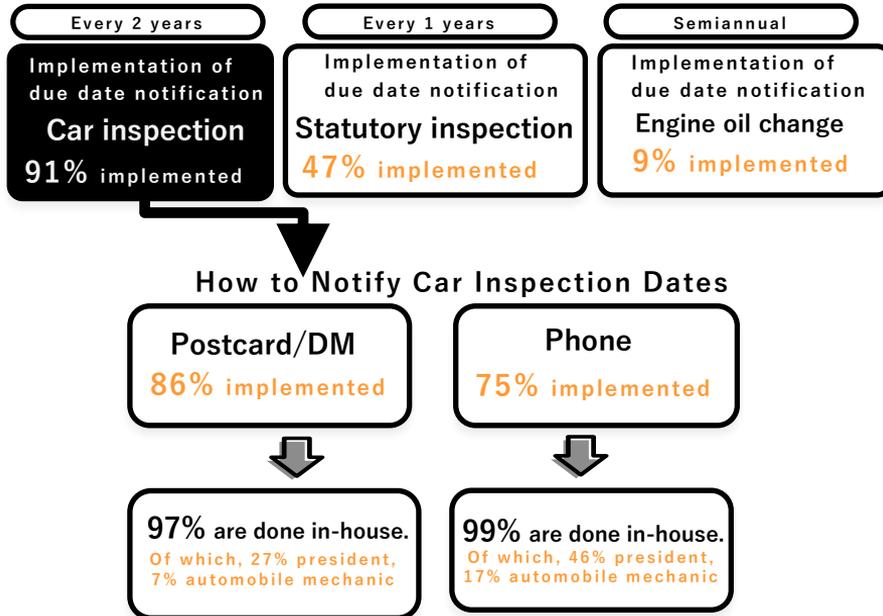
- DLSG car replacement Proposal Movie and centralized SMS sending reservation service using RPA to promote operational efficiency
- Promote the development of services using our residual value data and technology

# Promote DX in maintenance shops

## “Creating a Culture of Diagnosis” for Safe and Comfortable Mobility

### Challenges in creating contacts and methods

Maintenance shops have limited opportunities to create contacts with their own managed customers, and in many cases, they use analog methods such as postcards and direct mail to create contacts for vehicle inspections and checkups.



### There are challenges in selling maintenance packs

The purchase rate of maintenance packages is **58.4%** for new car buyers and **24.6%** for used car buyers. As shown above, despite the growing demand from car users, only about 10% of maintenance shops offer maintenance packages.\*



# Promote DX in maintenance shops

Oct. 2022 Release of Goo Fault Diagnosis and Goo Maintenance Pack

## Promote DX in maintenance shops

### Helping maintenance shops attract customers Maximize the number of units entering the warehouse

Attracting  
new customers

Goo Failure Diagnosis



In addition to inflow from Goo-net Pit and partner sites  
New "Goo Fault Diagnosis" service to help attract customers

Attract customers managed  
by the maintenance shop.

(Attracting customers who have  
already visited the store)

- Goo Maintenance Pack
- Automatic SMS delivery service



New "Goo Maintenance Pack" service and "Automatic SMS delivery service" help  
maintenance shops attract customers managed in-house

### Support for maintenance shops to improve operational efficiency



Accepting car admissions via the Internet  
(Batch management with MOTOR GATE PIT IN)



System to manage the entry of cars

Unified management of reservations not only from Goo-net Pit,  
but also from partner sites, and from maintenance shops' own sites



Customer management system

Automatic SMS  
delivery service

A distribution list is automatically created and SMSs are sent to  
customers regarding maintenance due dates, such as car inspections



Contract Management System

Goo MaintenancePack

Collectively manage and view Goo Maintenance Pack contract details,  
settlement amount, expiration date, and number of times remaining

# Key Points of Goo Failure Diagnosis and Goo Maintenance Pack

Responding to changes in laws and customer needs, etc., this service is highly anticipated by maintenance shops.



## Goo Failure Diagnosis

Utilizing the on-board diagnostic device (OBD), a diagnostic report is automatically issued through the application that shows the car's condition at a glance. Diagnosed results are automatically posted to Goo-Net Pit as work results, contributing to support for attracting customers to maintenance shops.

### ① Early response to legal changes (OBD inspection)

- Form a culture of early detection of failures through periodic diagnosis instead of once every two years.

### ② Increase the number of units entering the warehouse through menuization

- Strengthening customer attraction by adding Failure Diagnosis to the Goo-net Pit menu

### ③ Supporting unit price increases for car maintenance work

- By creating maintenance opportunities through failure diagnosis Increase the unit cost of maintenance



Our exclusive OBD2 device

Medical certificate



## Goo Maintenance Pack

When an automobile user purchases a Goo Maintenance Pack at a maintenance shop, periodic information about oil changes and other services is sent to his or her smartphone, complete with web-based reservations. Contributing to the acquisition of customers managed by the company in situations such as when a car is in for inspection.

### ① Increase in the number of incoming cars by creating regular contact with customers managed by the company

- Create contact with customers every six months, not just every two years for car inspections.
- Perform goo failure diagnosis at the time of half year entry into the garage.

### ② Assist in attracting their own managed customers

- The purchase rate of maintenance packages is 58.4% for new car buyers and 24.6% for used car buyers. As shown above, despite the growing demand from car users, only about 10% of maintenance shops offer maintenance packages.

### ③ Reduce workload by automating due date notifications to your own managed customers

- Automatic delivery of semi-annual notifications of when cars are due in the warehouse

### ④ Automated contract management, including deposit (received)

- Selling through us allows you to digitize your contract management

# Goo Failure Diagnosis Use Cases

Creating a "culture of diagnosis" from inspections toward the advancement and digitization of automobile maintenance

Currently, Goo failure diagnosis can be utilized during maintenance



At the time of entry of a car for maintenance.

Diagnosis with OBD2 device during oil change, 12-month inspection, and car inspection



It can be used in many situations in the future



At the time of sale of used cars

- Posting on the Internet
- In-store display
- During business meetings



When assessing a car  
At the time of trade-in

## Target Market Size

Number of certified maintenance shops  
( Total number of markets covered )

**91,790shops**※ As of March 2022

## Our Share

Total number of factories listed on Goo-net Pit

**14,040shops** ( Includes free listing )

※ As of September 2022

Targets for the fiscal year ending March 31, 2025

Paid listing 8,000 shops ※ Includes MOTOR GATE PIT IN

## Goo Fault Diagnosis Price Plans

Monthly usage fee + pay-as-you-go

# Goo Maintenance Pack Use Cases

Creating a “culture of periodic diagnosis” from inspections toward the advancement and digitization of automobile maintenance

Utilized in situations where maintenance is performed to help attract their own management customers.



## At the time of maintenance entry

Mainly for customers coming to the shop for car inspection



It can be used in many situations in the future.



## At the time of sale of used cars

Mainly for used car buyers during business negotiations



## At the time of new car sales

Mainly for new car buyers during business negotiations

## Target Market Size

Number of cars inspected per year

**Approx. 33.5 million units**

※ From the 2021 edition of the White Paper on Automobile Maintenance

## Goo Maintenance Pack Price Plans

**From 23,500 yen**

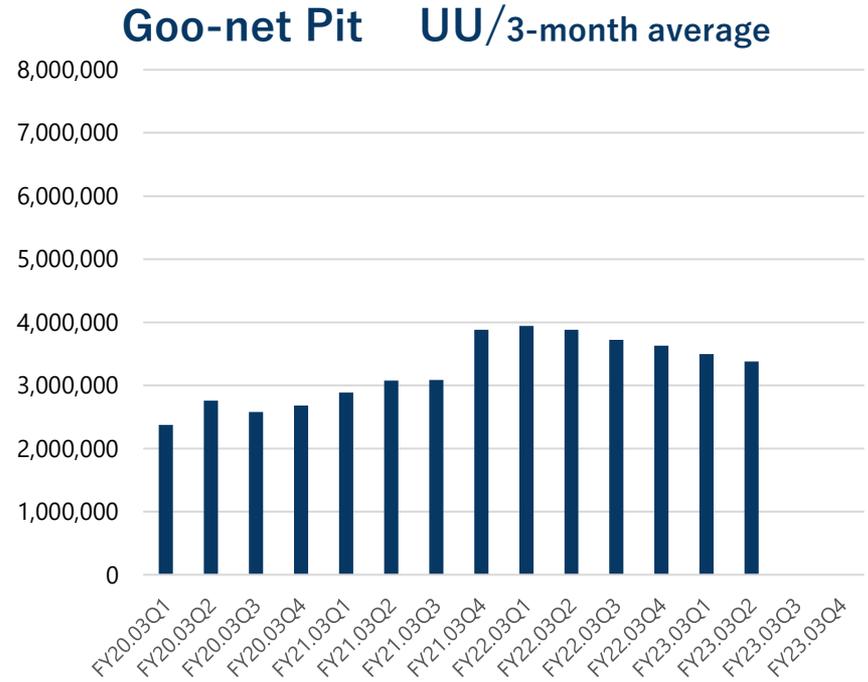
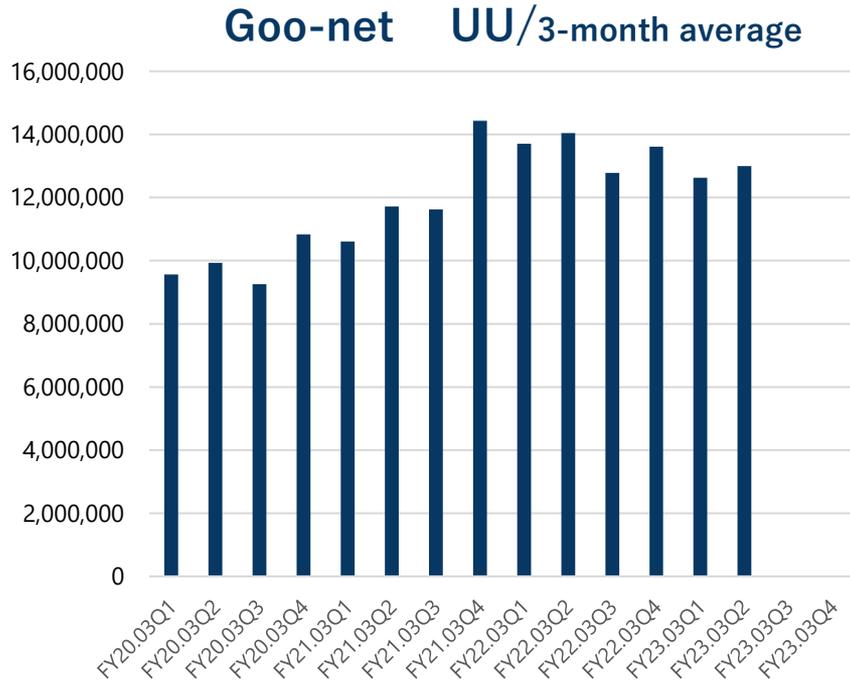
※ Used cars (light cars)  
For 18-month service plans

# Appendix

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# Number of unique users

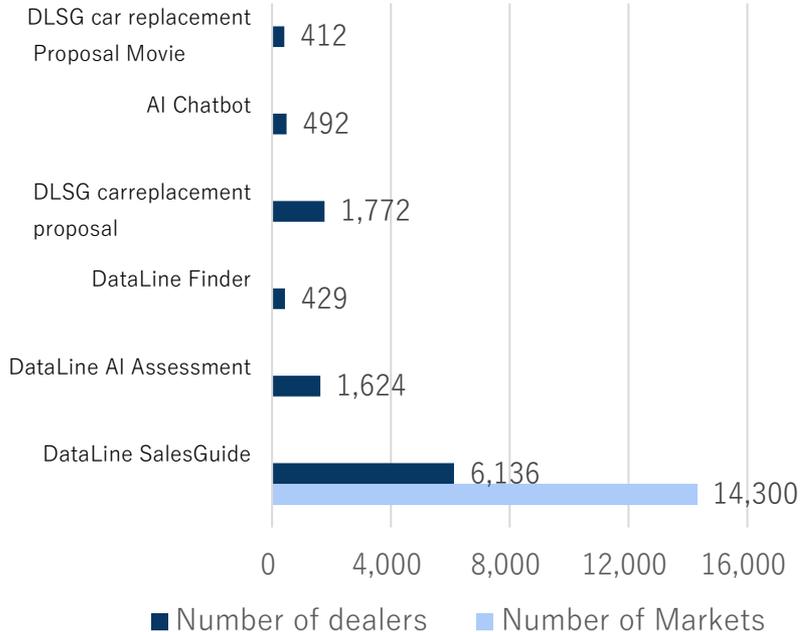
UUs on GooNet and GooNet Pit generally remained steady



# New Car field Optional Service Number of Installed dealers

Establish an absolute position in the new car field by promoting the development of DX products and expanding the number of dealers where they are introduced.

## March 2022(Results)



Increase/  
Decrease

(120)

(22)

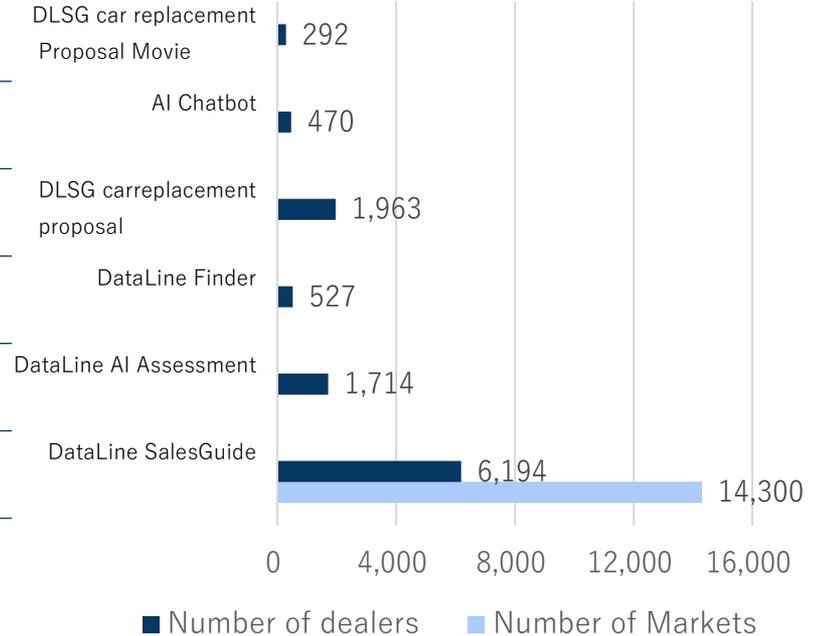
+191

+98

+90

+58

## September 2022(Results)



# Q2/FY March 2023: Consolidated Balance Sheet

[unit: million yen]	As of March 31, 2022		As of September 30, 2022		increase and decrease	
	Results(a)	Ratio	Results(b)	Ratio	(b)-(a)	%
Current Assets	37,635	69.0%	40,290	66.2%	2,655	107.1%
Non-Current Assets	16,890	31.0%	20,539	33.8%	3,649	121.6%
Current Liabilities	13,035	23.9%	17,206	28.3%	4,171	132.0%
Non-Current Liabilities	1,093	2.0%	1,499	2.5%	406	137.2%
Net Assets	40,397	74.1%	42,124	69.2%	1,727	104.3%
Total Assets	54,525	100.0%	60,830	100.0%	6,304	111.6%

[unit: million yen]	As of March 31, 2022		As of September 30, 2022		increase and decrease	
	Results(a)	Ratio	Results(b)	Ratio	(b)-(a)	%
Cash and cash equivalents	26,159	48.0%	23,528	38.7%	(2,630)	89.9
Interest-bearing debt	3,257	6.0%	6,330	10.4%	3,072	194.3
Net cash	22,902	42.0%	17,198	28.3%	(5,703)	75.1

# Q2/FY March 2023: Consolidated Statements of Cash Flows

[unit: million yen]	Q2/FY March 2022	Q2/FY March 2023	increase and decrease
	Results(a)	Results(b)	(b)-(a)
Cash Flows from Operating Activities	860	61	(799)
Cash Flows from Investing Activities	1,907	(3,173)	(5,081)
Cash Flows from Financing Activities	(513)	444	958
Cash and Cash Equivalents at End of Term	23,743	23,283	(459)

[unit: million yen]	Q2/FY March 2022	Q2/FY March 2023	increase and decrease
	Results(a)	Results(b)	(b)-(a)
Investment Amount (Tangible/intangible fixed assets)	597	3,405	2,807
Depreciation	434	470	35
Amortization of Goodwill	183	244	60

# Consolidated Earnings (quarterly transition)

[unit: million yen]	FY2021 March,Q1	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
Net Sales	13,518	13,937	17,315	15,325	13,661	12,646	16,384	14,753	23,784	26,027		
Gross Profit	5,962	5,978	6,859	6,391	6,233	5,752	6,603	6,037	6,709	6,554		
E B I T D A	1,829	1,667	2,418	1,347	2,096	1,606	2,366	1,591	2,415	1,907		
Operating Income	1,502	1,335	2,088	1,014	1,780	1,304	2,057	1,280	2,082	1,525		
Ordinary Income	1,554	1,273	2,045	1,245	1,865	1,365	2,064	1,327	2,100	1,568		
Net Income	1,017	774	1,437	1,624	2,281	1,341	1,426	830	1,398	1,002		

[unit: million yen]	FY2021 March,Q1	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
SG&A Expenses	4,459	4,642	4,771	5,376	4,452	4,448	4,545	4,757	4,627	5,028		
Employment Cost	1,902	1,872	1,867	1,883	1,797	1,647	1,682	1,722	1,808	1,828		
Advertising Cost	964	1,139	1,184	1,782	989	1,421	1,206	1,535	1,132	1,409		
Other Expenses	1,593	1,630	1,719	1,710	1,665	1,379	1,656	1,500	1,687	1,790		

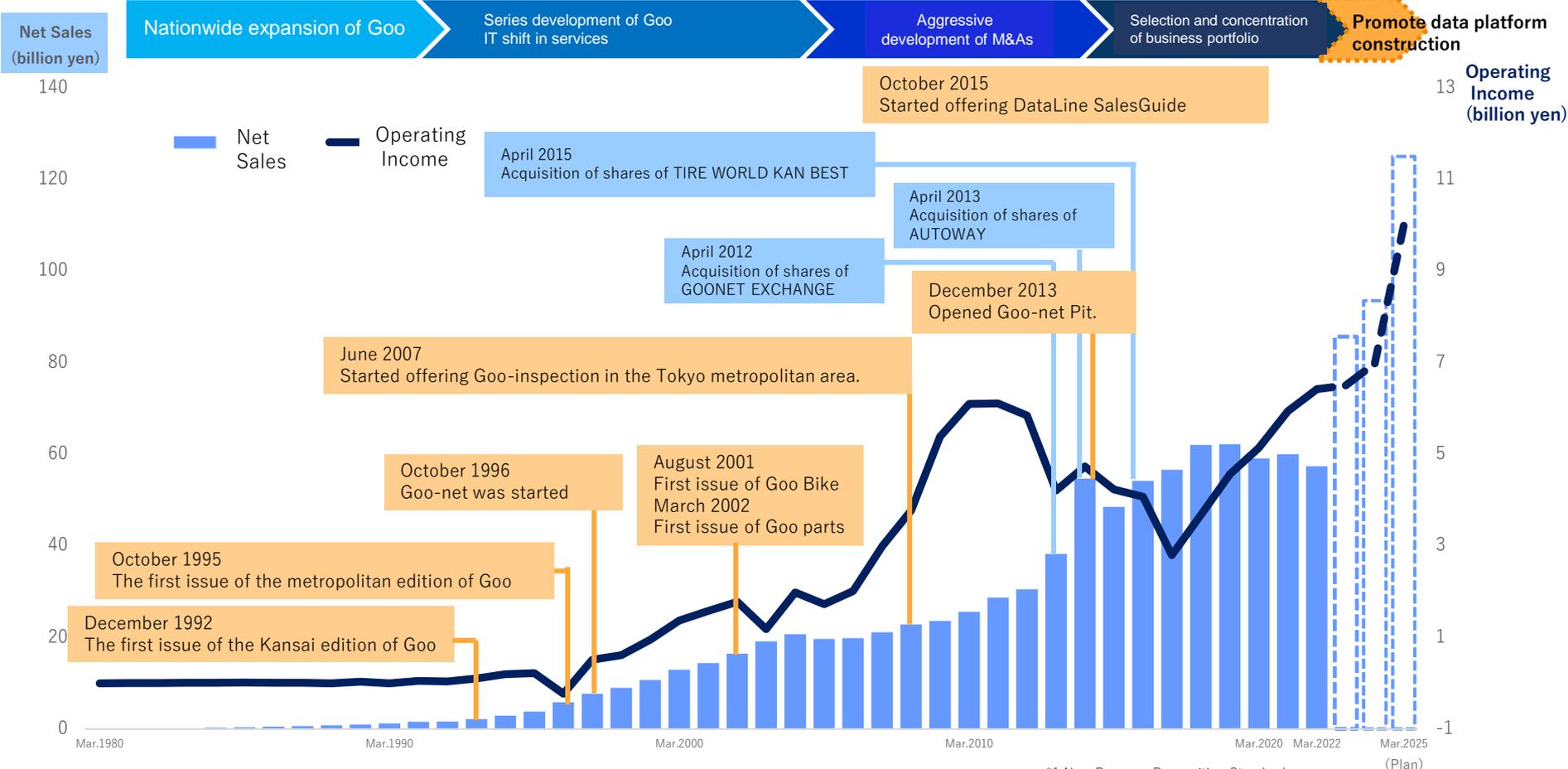
\*1:New Revenue Recognition Standard

# Consolidated Earnings by Segment (quarterly transition)

Net Sales [unit: million yen]	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
<b>P l a t f o r m</b>	6,986	7,210	7,203	7,375	7,364	7,478		
M e d i a	5,630	5,743	5,783	5,875	5,925	6,043		
S e r v i c e s	1,355	1,466	1,420	1,500	1,439	1,434		
<b>C o m m e r c e</b>	5,390	4,750	8,152	6,198	15,233	16,888		
S a l e s o f g o o d s	5,390	4,750	8,152	6,198	6,544	6,324		
T i c k e t s a l e s	-	-	-	-	8,688	10,564		
<b>O t h e r B u s i n e s s</b>	1,285	685	1,028	1,178	1,186	1,659		
<b>T o t a l</b>	13,661	12,646	16,384	14,753	23,784	26,027		
<b>Operating Income</b> [unit: million yen]								
	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
<b>P l a t f o r m</b>	2,184	1,843	2,095	1,711	2,328	2,038		
M e d i a	1,816	1,412	1,716	1,313	1,937	1,694		
S e r v i c e s	368	430	379	398	390	343		
<b>C o m m e r c e</b>	27	(212)	307	(56)	107	(52)		
S a l e s o f g o o d s	27	(212)	307	(56)	79	(137)		
T i c k e t s a l e s	-	-	-	-	28	85		
<b>O t h e r B u s i n e s s</b>	164	90	133	49	123	38		
Management Division	(596)	(417)	(478)	(425)	(477)	(498)		
<b>T o t a l</b>	1,780	1,304	2,057	1,280	2,082	1,525		

\*1New Revenue Recognition Standard

# Transition of Net Sales and Operating Income



\*1 New Revenue Recognition Standard

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

# Company Profile

Corporate Name	PROTO CORPORATION																				
Founded	October 1, 1977																				
Established	June 1, 1979																				
Common Stock	1,849 million yen (As of March 31, 2022)																				
Shares Outstanding	41,925,300 shares (As of March 31, 2022)																				
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(35 Sales Outlets Nationwide)																				
Fiscal Year-end	March 31																				
Number of Employees	Consolidated: 1,302 (As of March 31, 2022) Parent: 534 (As of March 31, 2022)																				
Stock Exchange	Tokyo Stock Exchange Prime Market, Nagoya Stock Exchange Premier Market																				
Listing Subsidiary	<table><tr><td>1. AUTOWAY Co., Ltd.</td><td>11. PROTO Ventures</td></tr><tr><td>2. TIRE WORLD KAN BEST CO., LTD.</td><td>12. PROTO Ventures 2 Investment Limited Partnership</td></tr><tr><td>3. GOONET EXCHANGE</td><td>13. COSMIC RYUTSUU SANGYO CO., LTD.</td></tr><tr><td>4. PROTO-RIOS INC.</td><td>14. COSMIC GIFT CARD SYSTEM CO., LTD.</td></tr><tr><td>5. CAR CREDO Co., Ltd.</td><td>15. okinawa basketball inc.</td></tr><tr><td>6. CAR BRICKS Co., Ltd.</td><td>16. okinawa arena inc.</td></tr><tr><td>7. PROTO SOLUTION Co., Ltd.</td><td>17. okinawa sports academy inc.</td></tr><tr><td>8. OKINAWA CALL STAFF SERVICE Co., LTD</td><td>18. CAR CREDO (Thailand) Co., Ltd.</td></tr><tr><td>9. Associe Co., Ltd</td><td>19. UB Datatech, Inc. (Affiliates accounted for by the equity method)</td></tr><tr><td>10. Onion Inc.</td><td>( As of October 31, 2022 )</td></tr></table>	1. AUTOWAY Co., Ltd.	11. PROTO Ventures	2. TIRE WORLD KAN BEST CO., LTD.	12. PROTO Ventures 2 Investment Limited Partnership	3. GOONET EXCHANGE	13. COSMIC RYUTSUU SANGYO CO., LTD.	4. PROTO-RIOS INC.	14. COSMIC GIFT CARD SYSTEM CO., LTD.	5. CAR CREDO Co., Ltd.	15. okinawa basketball inc.	6. CAR BRICKS Co., Ltd.	16. okinawa arena inc.	7. PROTO SOLUTION Co., Ltd.	17. okinawa sports academy inc.	8. OKINAWA CALL STAFF SERVICE Co., LTD	18. CAR CREDO (Thailand) Co., Ltd.	9. Associe Co., Ltd	19. UB Datatech, Inc. (Affiliates accounted for by the equity method)	10. Onion Inc.	( As of October 31, 2022 )
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# Change in Segment Classification

Previous segment

Segment	Sub-segment
Automobile-related	Ad-related
	Information and Services
	Sales of goods
Lifestyle-related	-
Real Estate	-
Other Business	-



New segment

Segment	Sub-segment
Platform	Media
	Services
Commerce	Sales of goods
	Ticket sales
Other Business	-

By separating the mainstay automobile-related information into platform (media and services) and commerce (sales of goods), and sub-segmenting the newly added ticket sales into commerce, the current organizational structure is accurately reflected and the segment classification is changed to be clearer and easier to understand.

## Breakdown by Major Group Companies

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

## 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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PROTO CORPORATION

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