







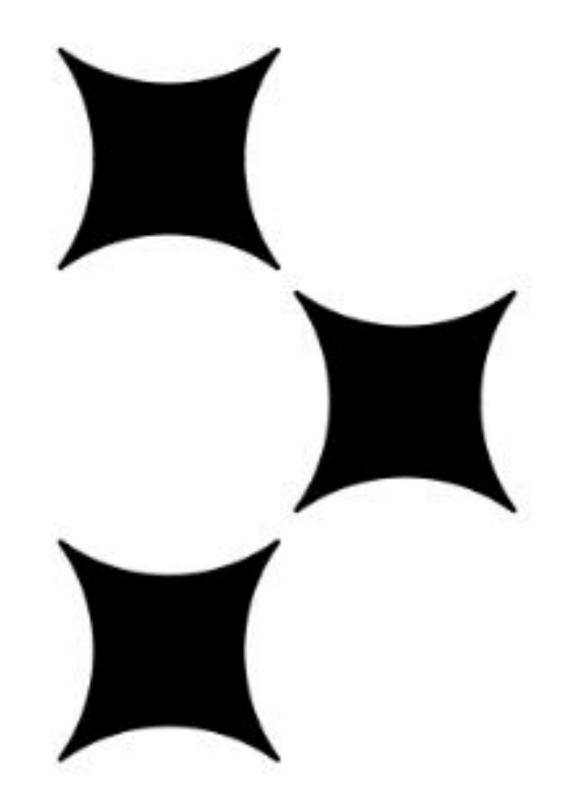


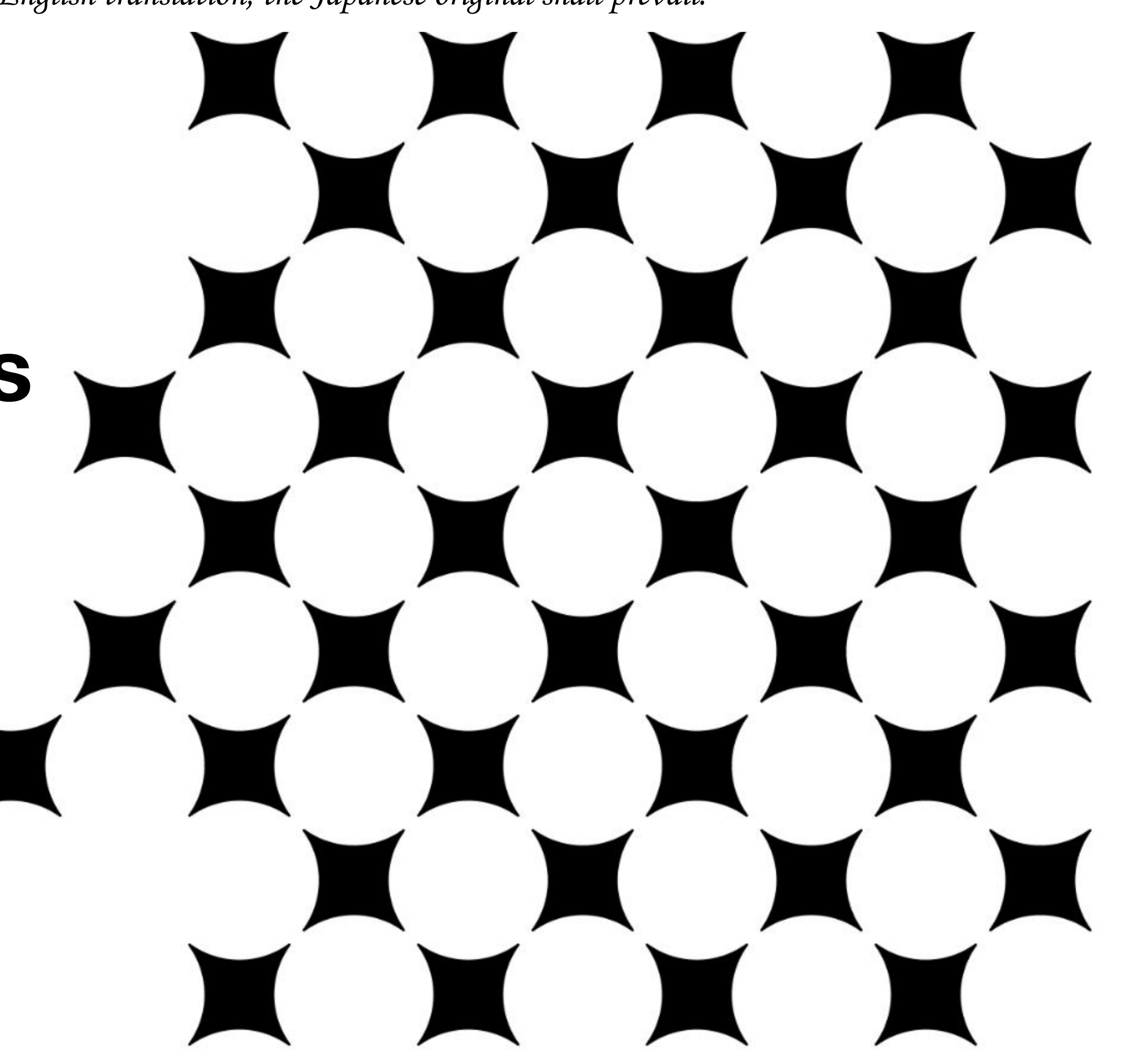
Note: This is a translation of part of the original Japanese version and is provided for reference purposes only. In the event of any discrepancy between the Japanese original and this English translation, the Japanese original shall prevail.

# Q2 FY09/2023 Consolidated Financial Results

HENNGE K.K. (4475 : TYO)

May 12, 2023







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# Q2 FY09/2023 Consolidated Financial Results

(Financial Results)

#### Overview of Consolidated Financial Results

(YoY, 6 months accumulated comparison)

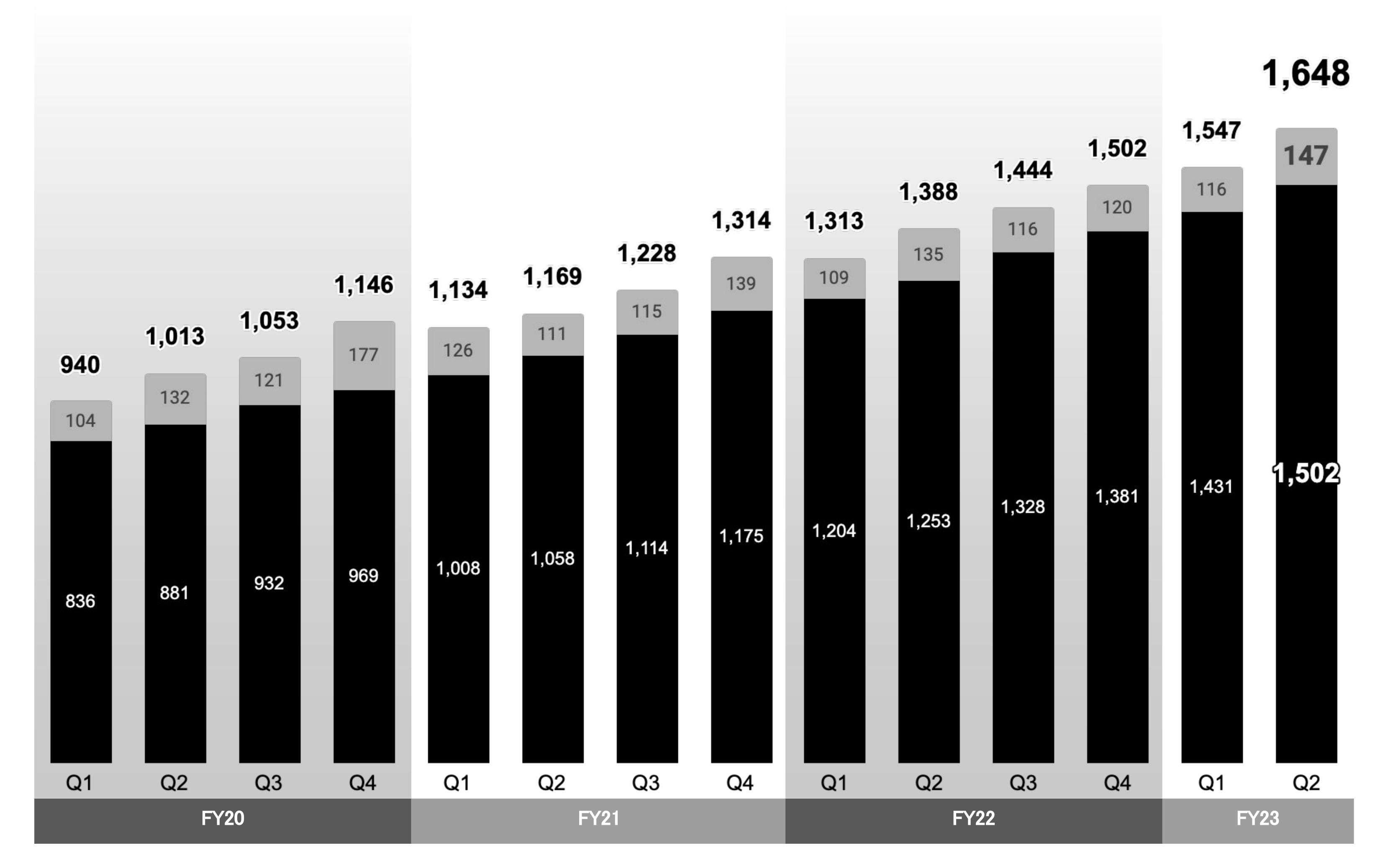
(unit: JPY million)	Q2 FY22	Q2 FY23	YoY	YoY (%)	FY23 Forecast	Progress (%)
Net sales	2,701	3,196	+495	+18.3%	6,725	47.5%
(HENNGE One)	2,457	2,933	+476	+19.4%	6,234	47.0%
(Professional service and others)	244	263	+19	+7.9%	491	53.5%
Total cost of sales	415	546	+131	+31.5%		
Gross profit	2,285	2,649	+364	+15.9%		
(Gross profit margin)	(84.6%)	(82.9%)		(-1.7pt)		
Total selling, general and administrative expenses	1,936	2,381	+445	+23.0%		
Operating income	350	269	-81	-23.2%	561	47.9%
(Operating income margin)	(12.9%)	(8.4%)		(-4.5pt)	(8.3%)	
Ordinary income	339	244	-95	-28.0%	561	43.5%
Profit attributable to owners of parent	228	153	-75	-32.8%	353	43.3%
(Net income margin)	(8.4%)	(4.8%)		(-3.6pt)	(5.3%)	

- 1. The net sales rose by 18.3% YoY to JPY 3.20B. The sales of HENNGE One rose by 19.4% YoY to JPY 2.93B.
- 2. The total SG&A increased by 23.0% (+ JPY 0.45B) YoY to JPY 2.38B.
- 3. The profit attributable to owners of parent decreased by JPY 0.075B YoY to JPY 0.15B.

#### **Quarterly Trend of Net Sales**

- Professional service and others
- HENNGE One

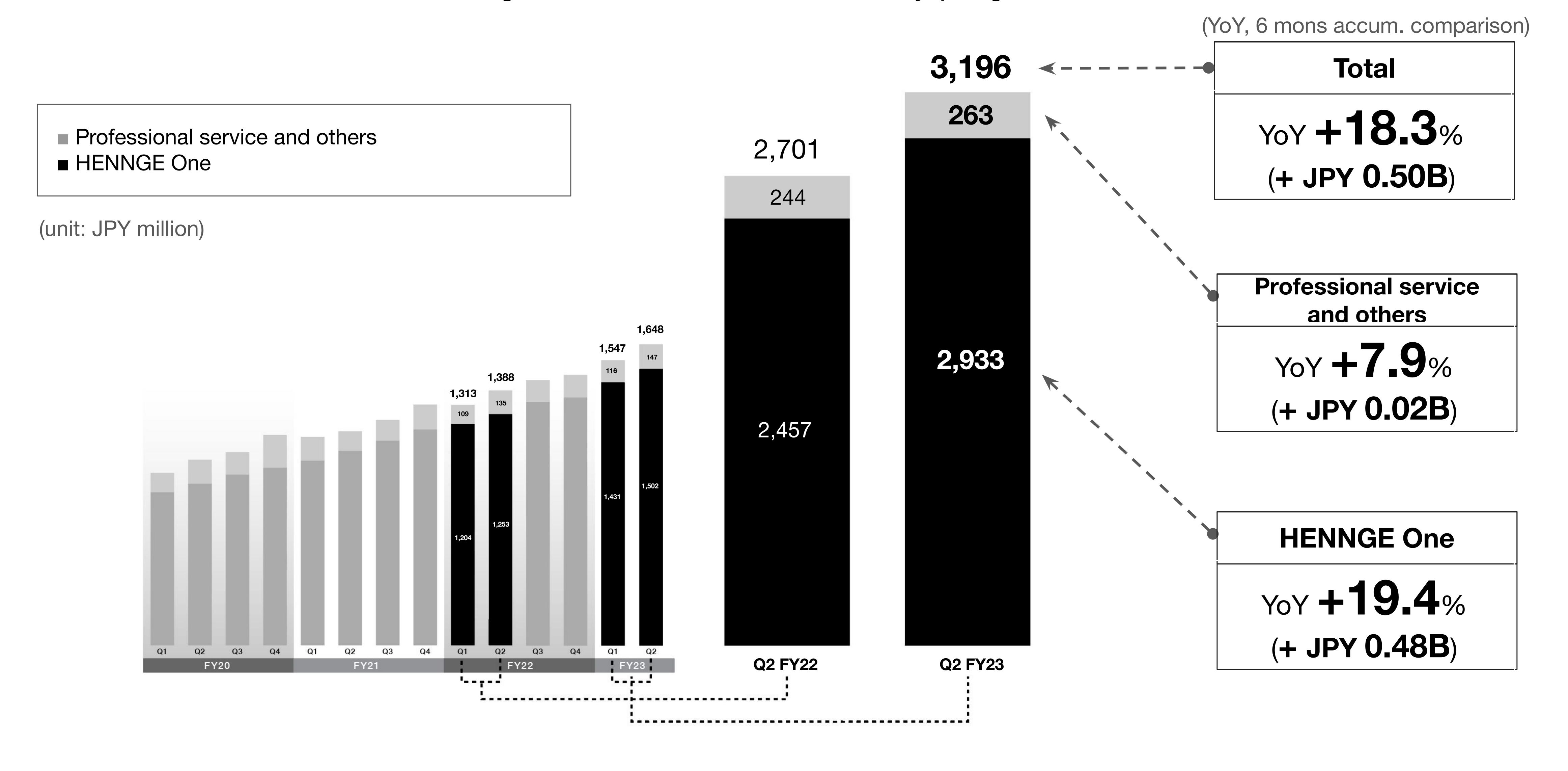
(unit: JPY million)



#### Net Sales

(YoY, 6 months accumulated comparison)

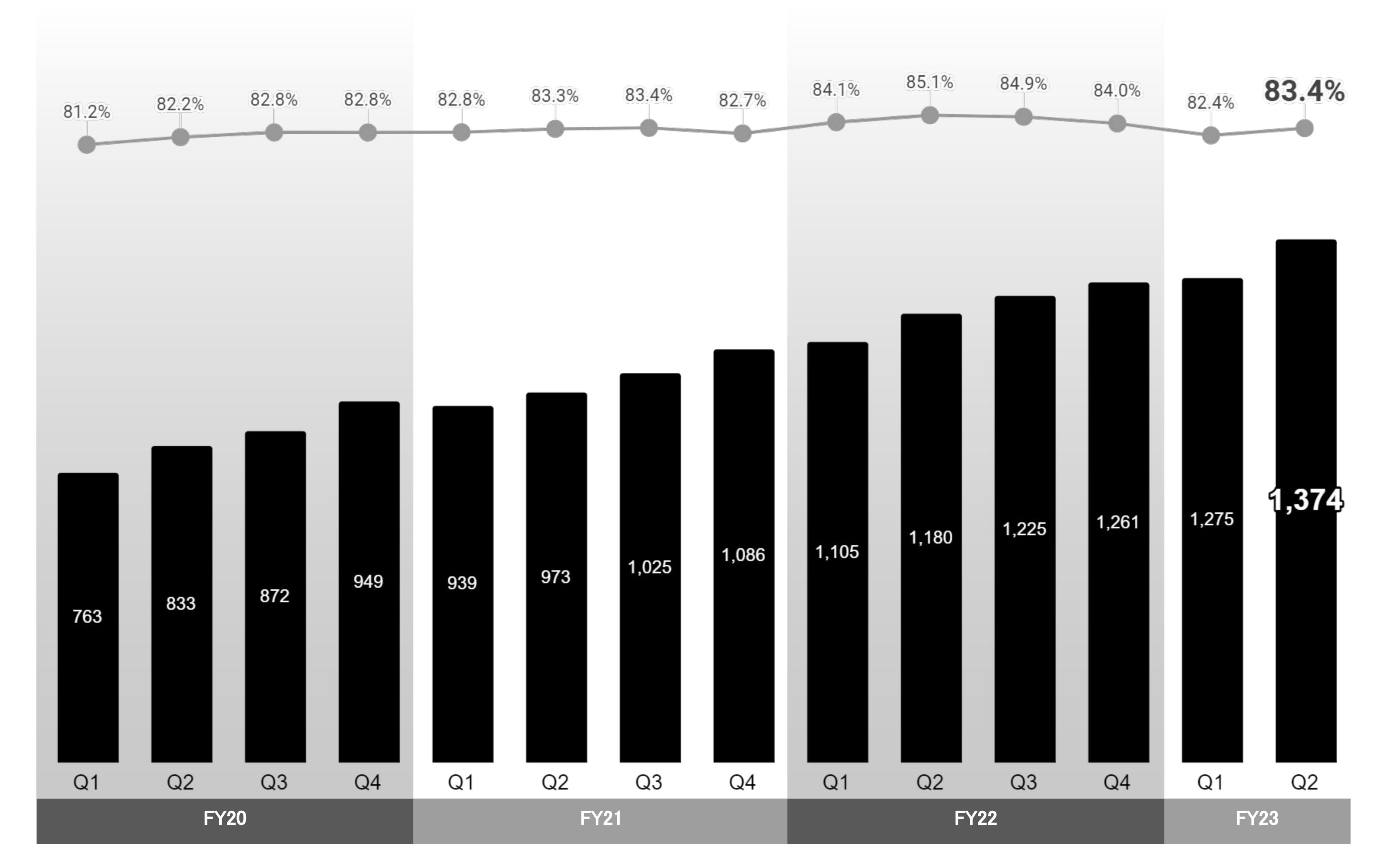
Sales for HENNGE One business, our growth driver, shows a steady progress YoY.



#### **Quarterly Trend of Gross Profit**

- Gross profit margin
- Gross profit

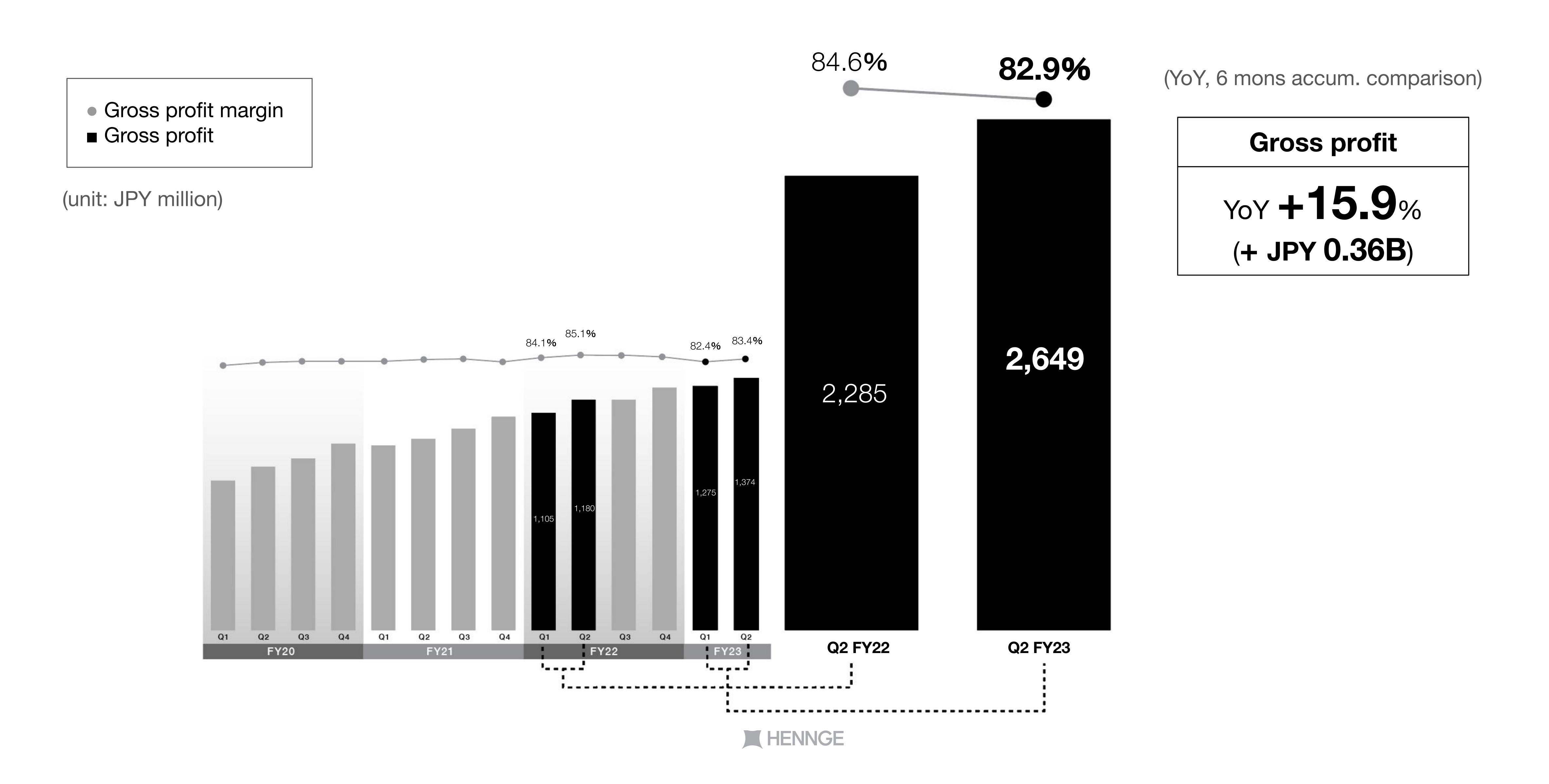
(unit: JPY million)



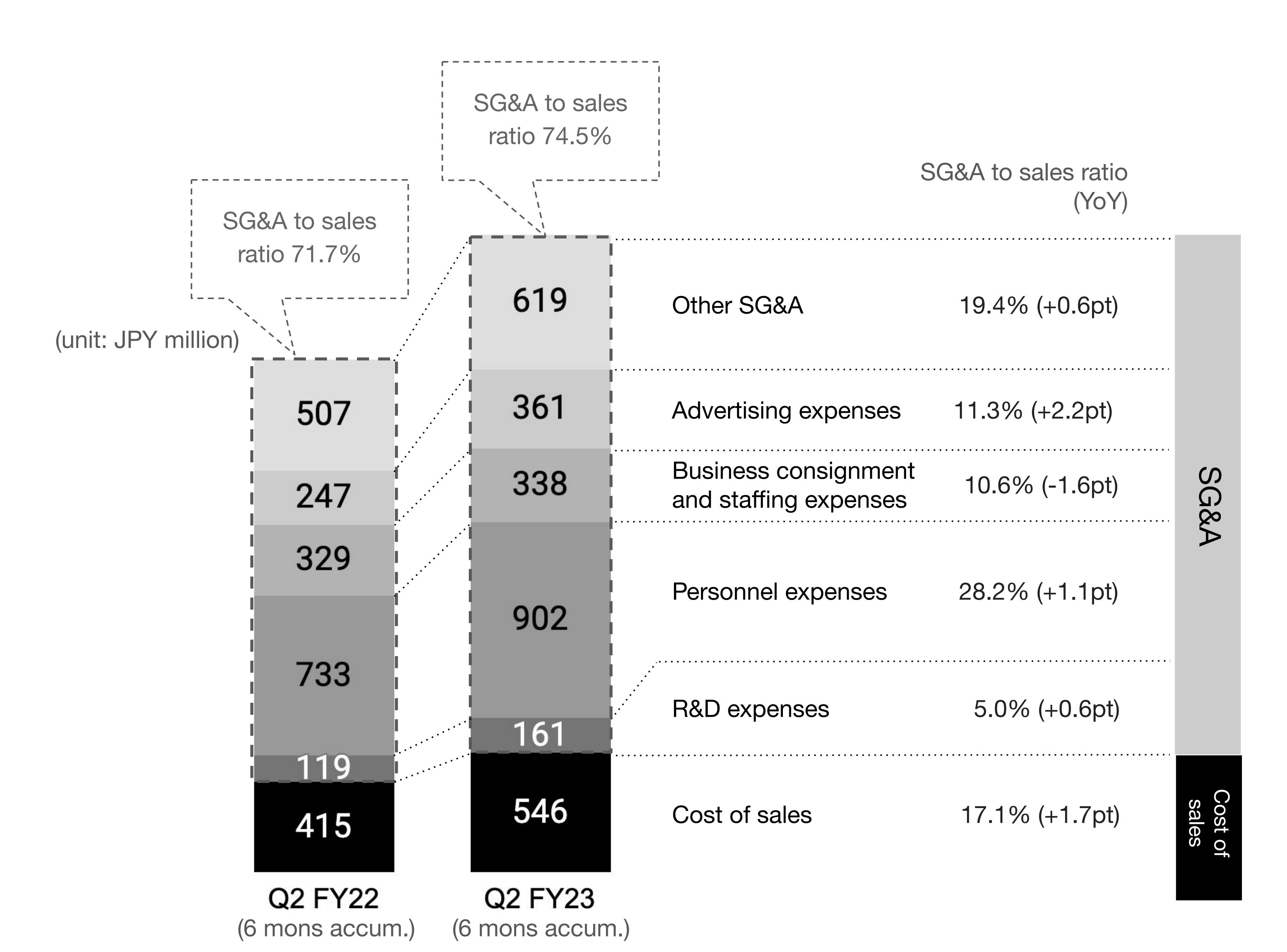
#### Gross Profit

(YoY, 6 months accumulated comparison)

While the gross profit margin decreased slightly mainly due to an increase in R&D members and an increase in infrastructure costs for HENNGE One from exchange rate fluctuations, it still remains high.



#### Structure of Operating Expenses



(YoY, 6 months accumulated comparison)

Other SG&A increased YoY mainly due to enhanced recruitment activities and additional internal system usage fees to accommodate increased employees.

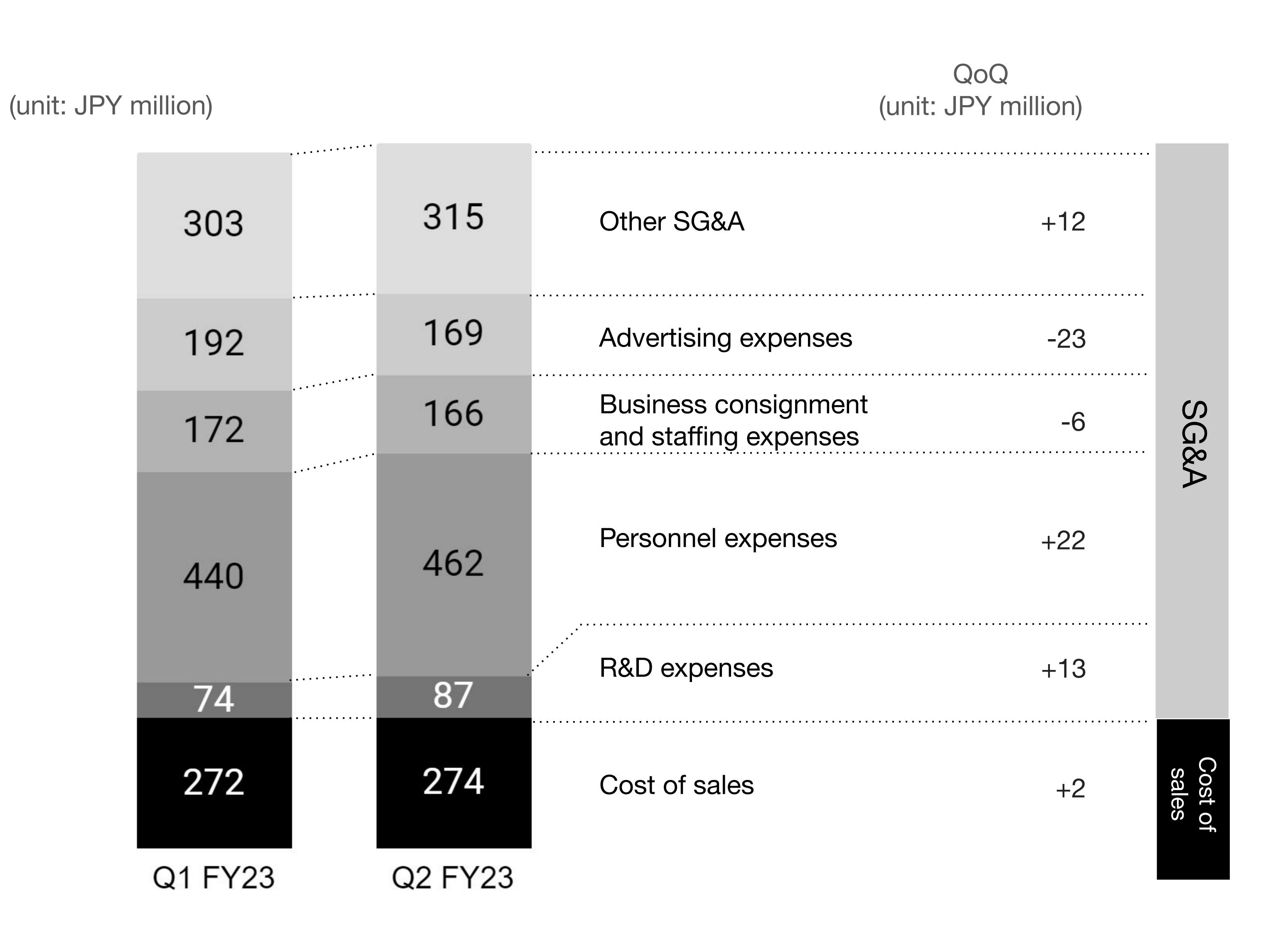
Advertising expenses increased YoY as a result of various events and seminars, including HENNGE NOW!, which targeted large companies, resellers, existing customers, and new customers.

Personnel expenses increased YoY mainly due to an increase in the number of employees and the revision of internal policy in July 2022.

The cost of sales remained at a low rate of 17.1% which enables proactive investment in customer acquisitions, while there is an increase in R&D members and infrastructure costs for HENNGE One from exchange rate fluctuations.

#### Structure of Operating Expenses

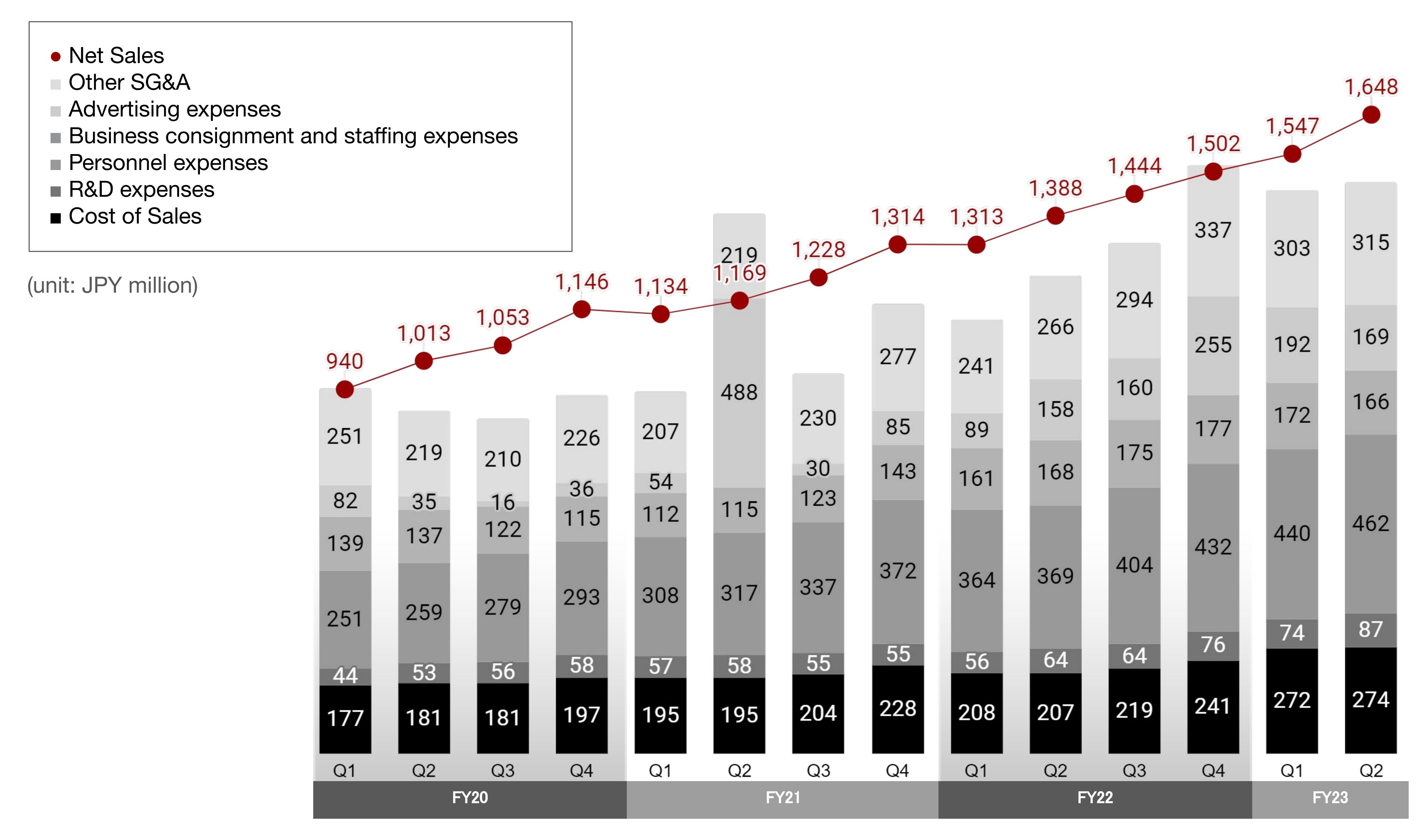
(QoQ comparison of Q1 FY09/2023 & Q2 FY09/2023)



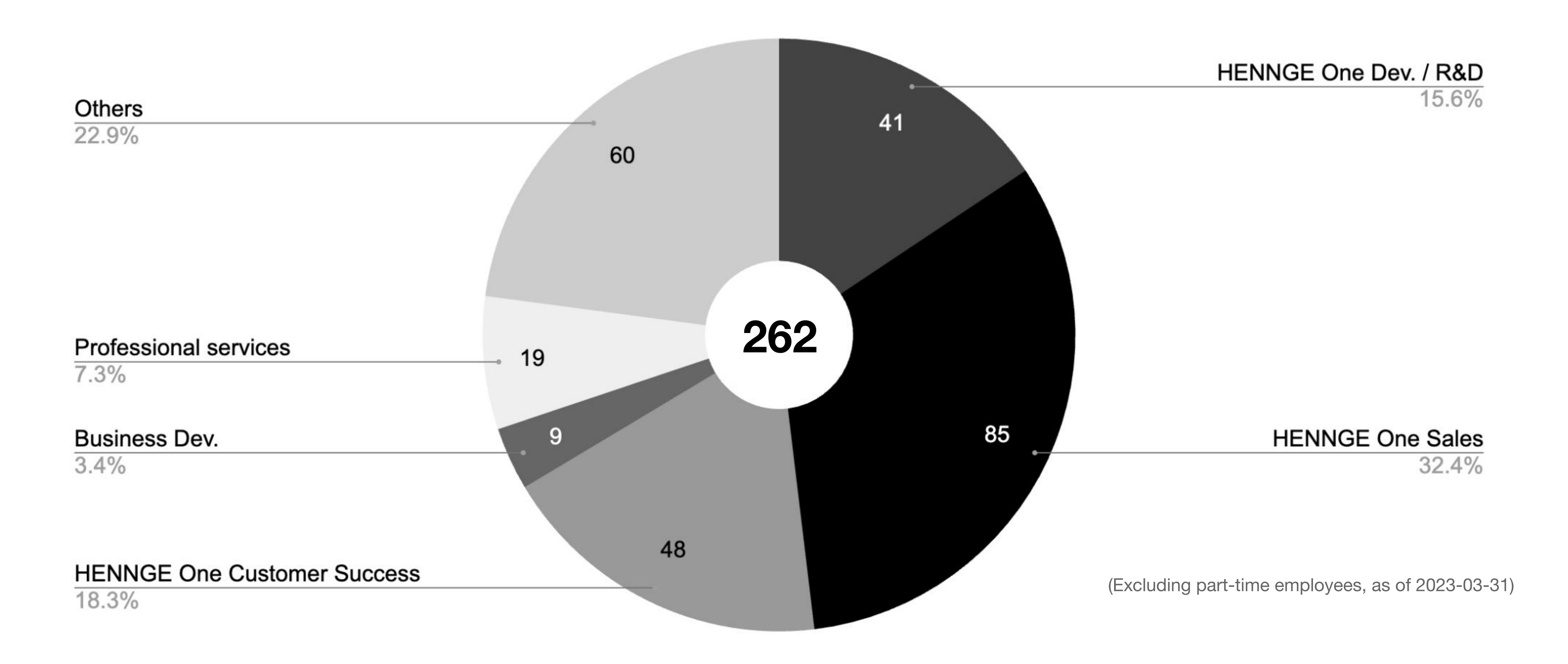
Advertising expenses decreased QoQ due to differences in the contents and approaches that have been applied from the previous quarter while we conducted advertising activities aggressively in this quarter.

Personnel expenses increased QoQ mainly due to an increase in the number of employees.

#### Quarterly Trend of Net Sales and Operating Expenses

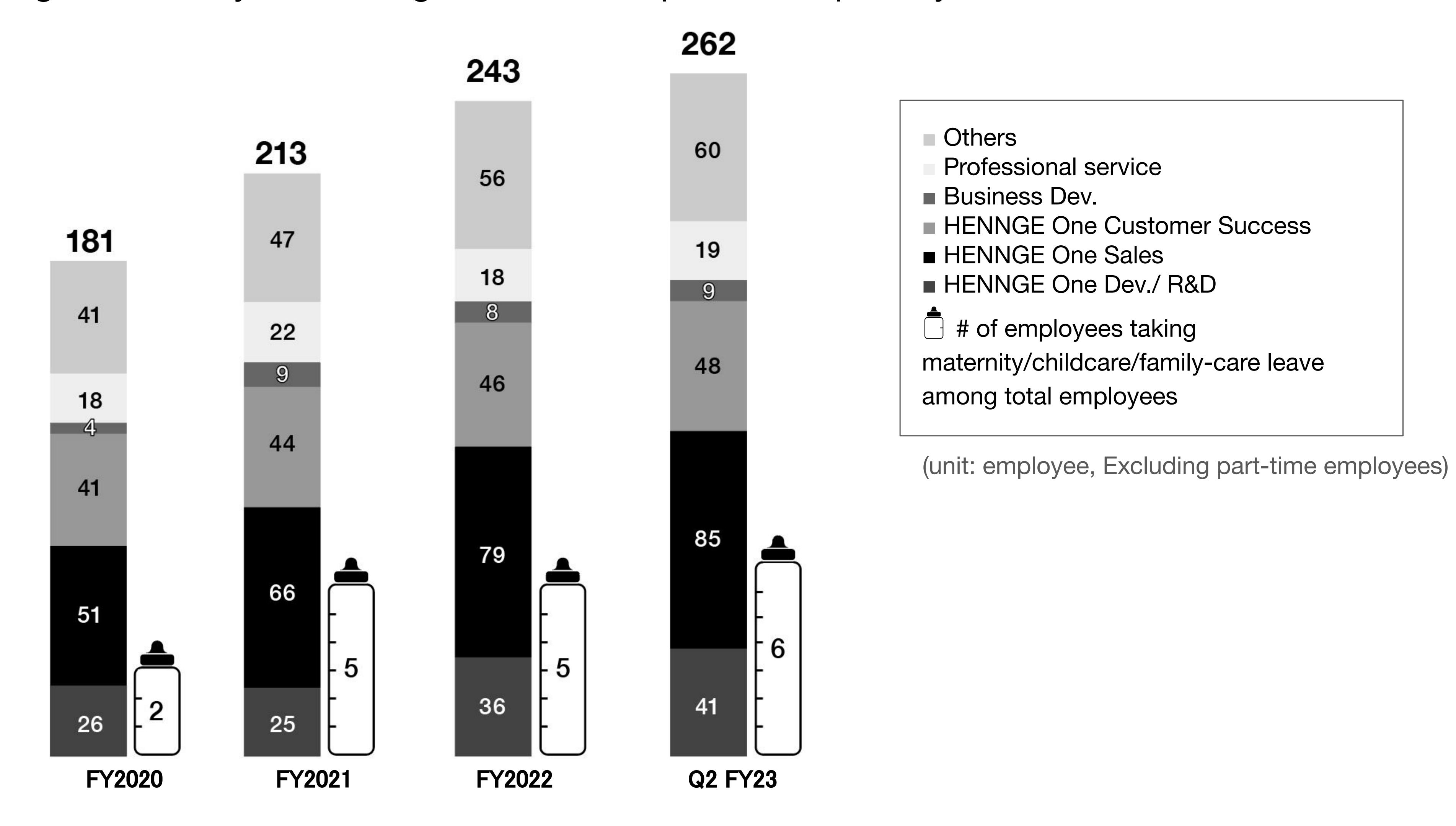


#### Breakdown of Employees by Function



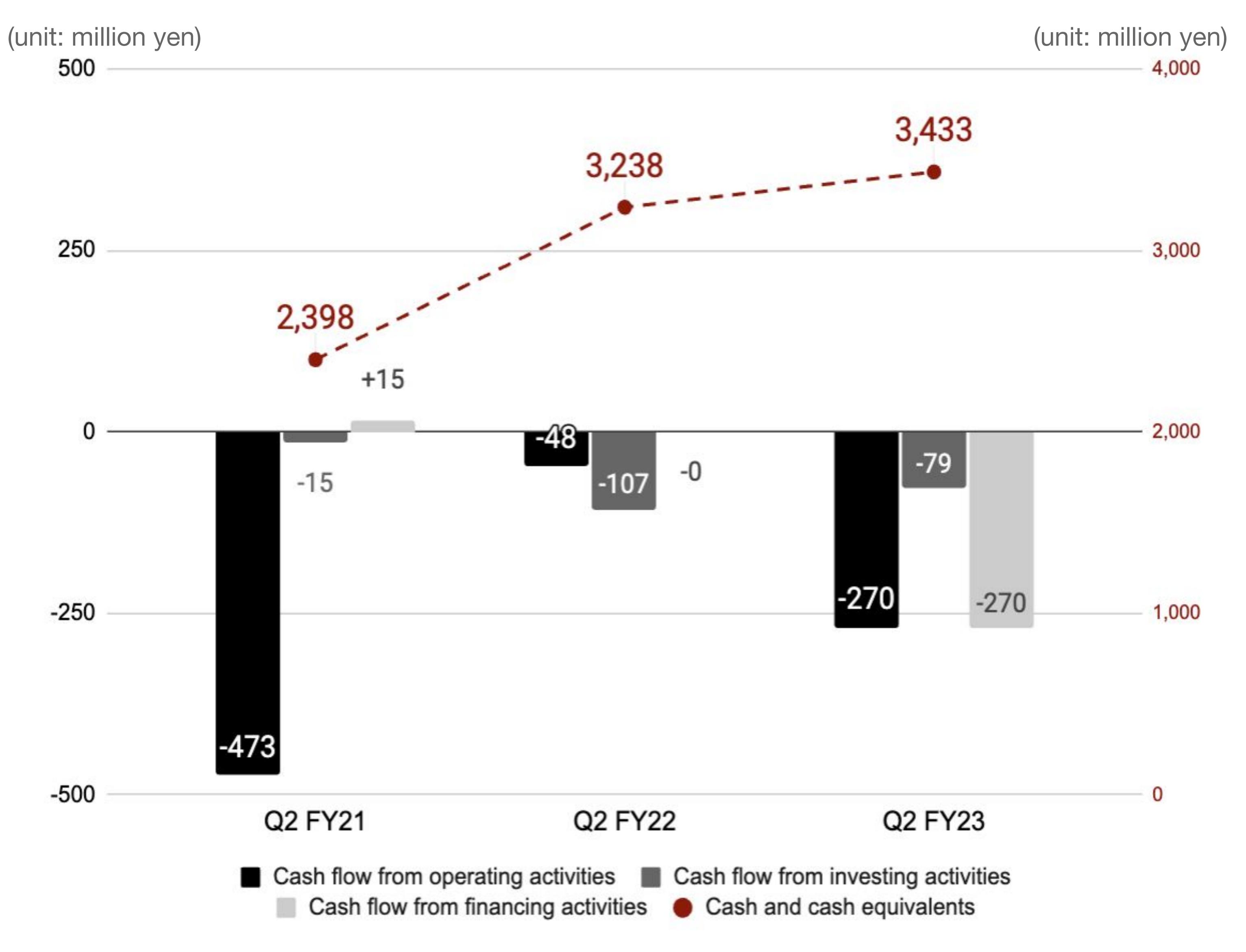
#### Number of Employees

A net increase of 19 employees compared to the end of the previous fiscal year. We will build a more solid organization by enhancing our talent acquisition capability.



#### Cash Flow Statement

(YoY, 6 months accumulated comparison)



#### CF from operating activities

decreased by JPY 0.22B YoY mainly because there was an upfront payment related to our cloud infrastructure and we conducted active advertising activities.

#### CF from investing activities

increased by JPY 0.03B YoY mainly due to the investment in new businesses and the renovation of a part of the office to accommodate increased employees.

#### CF from financing activities

decreased by JPY 0.27B YoY mainly due to the acquisition of treasury shares for the future use in the stock compensation plan.

# Q2 FY09/2023 Consolidated Financial Results

(Business Activities)

#### Business Highlights

#### Advertisements and events

- Exhibition at "Japan IT Week Osaka" (January 2023)
- Holding a security risk management roundtable for executives (March 2023)
- Holding post COVID-19 security workshop for information systems department (March 2023)
- Hosting "HENNGE MATCH DAY", featuring Ricoh's rugby team Ricoh Black Rams Tokyo (March 2023)
- O Hosting, sponsoring and participating in various events (January to March 2023)

#### Others

 Making donation to the Japanese Red Cross Society for humanitarian aid to Ukraine (March 2023)

#### Various events and seminars

We held various events and seminars targeting a variety of customers, including large companies, resellers, existing customers, and new customers.

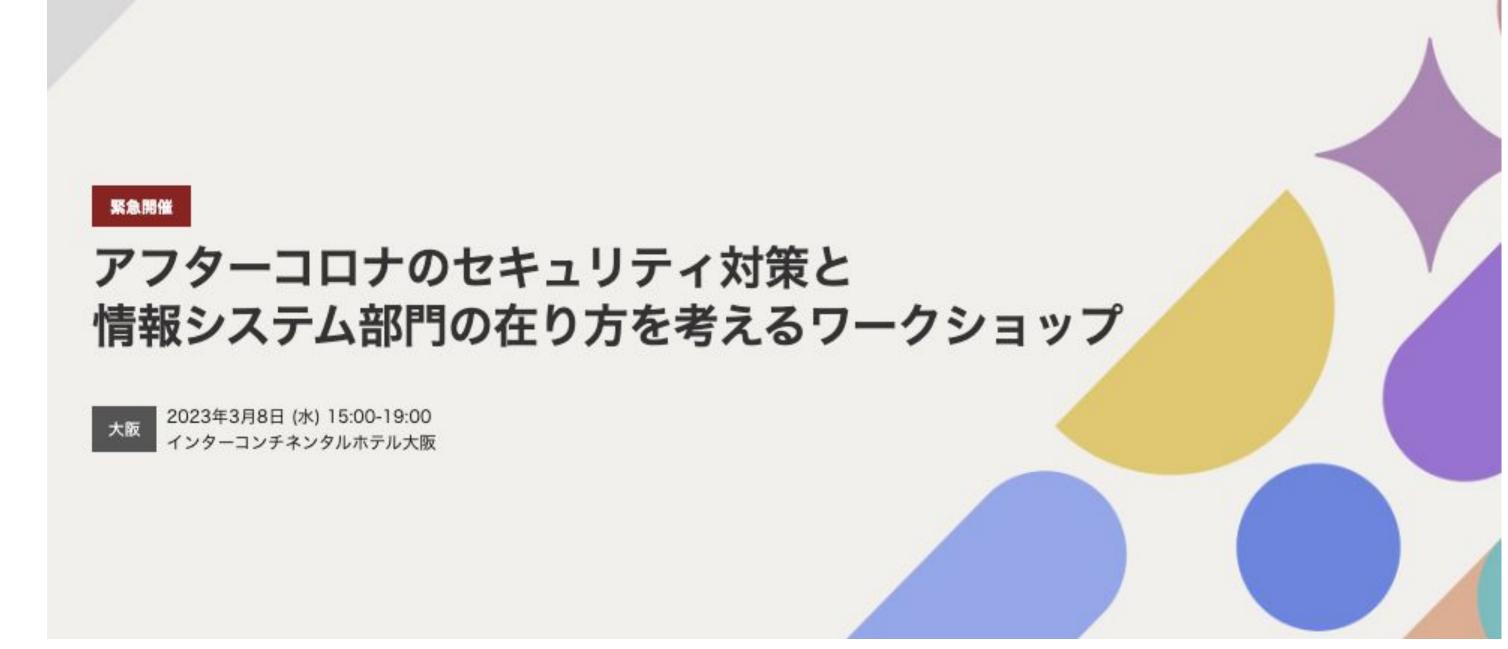
#### Japan IT Week Osaka

#### Various events and seminars











# Q2 FY09/2023 Consolidated Financial Results

(KPI Results)

#### HENNGE One KPI Highlights

(Progress in 6 months, compared to the end of FY09/2022)

# of user companies (N)

2,406 companies increased by 193 companies

# of contracted users

2.39 Musers increased by 68 Kusers

ARR

JPY 6.16B increased by JPY 0.56B

**ARPU** 

JPY 2,576 increased by JPY 166

Average # of users (n)

994 users decreased by 56 users

Average monthly churn rate over the past 12 months

0.28%

rose by **0.06**pts

#### HENNGE One KPI

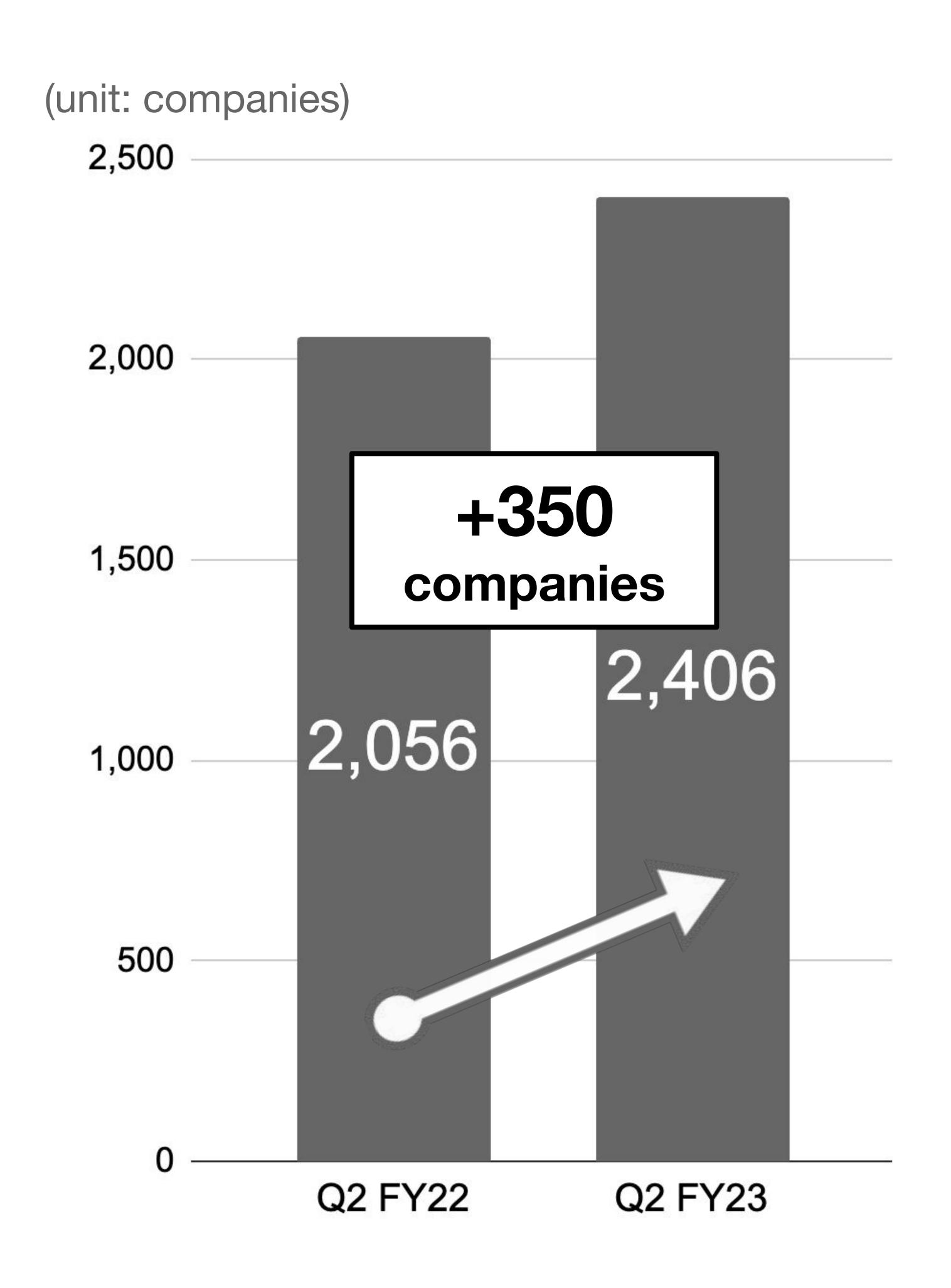
(YoY, compared to the end of Q2 FY09/2022)

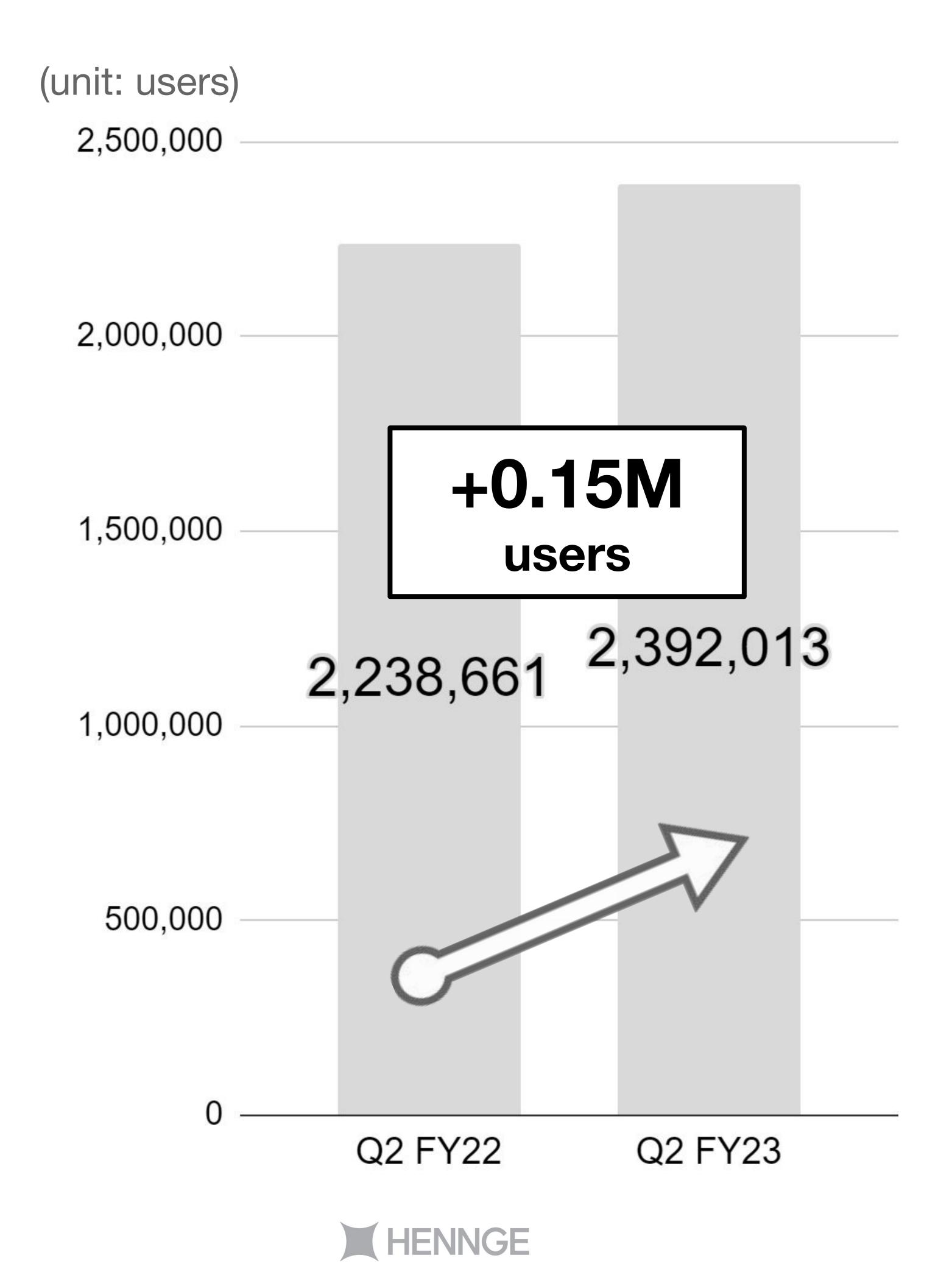
# of contracted companies

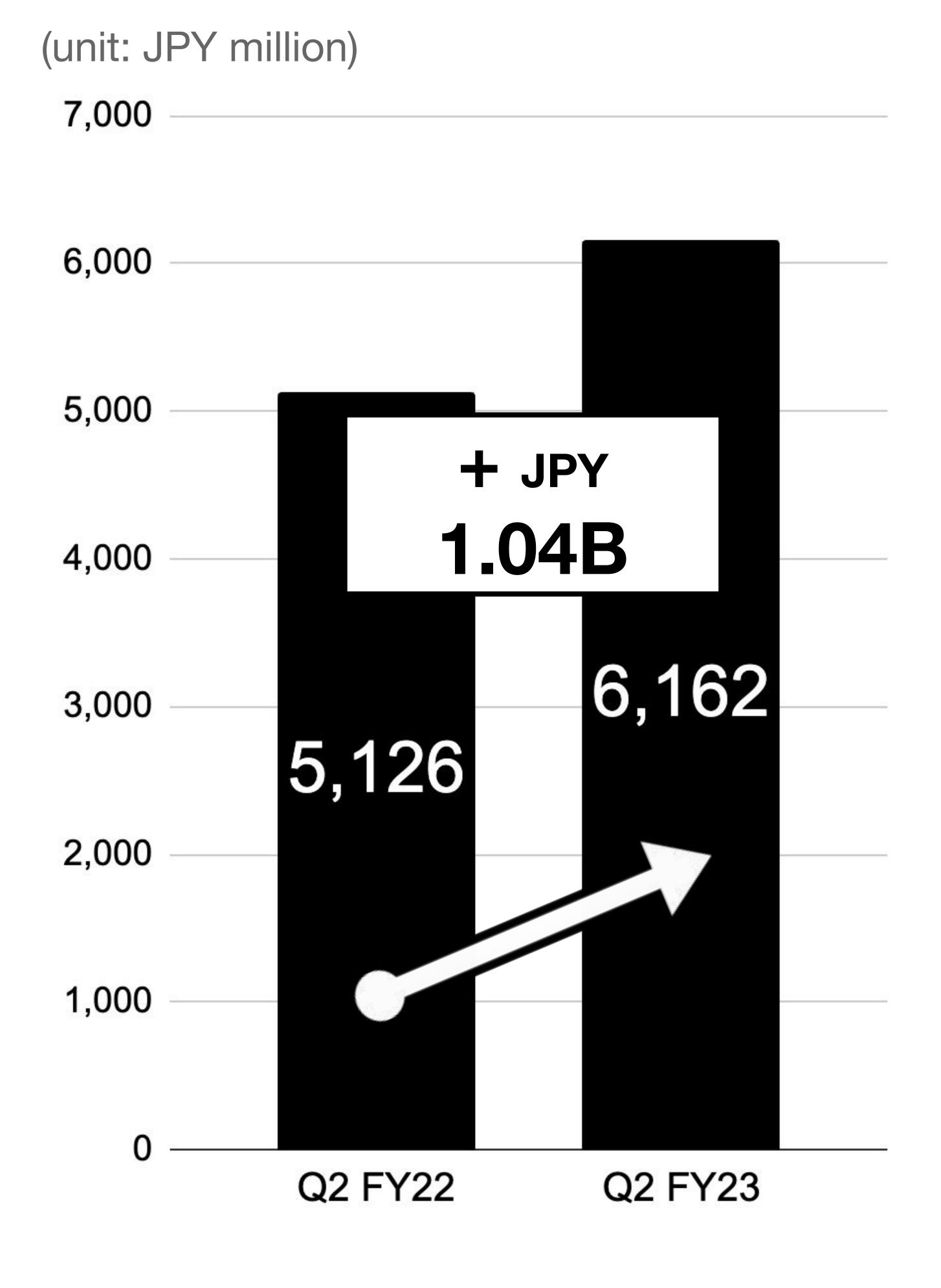
YoY + 17.0%

# of contracted users YoY +6.9%

ARR
YoY +20.2%

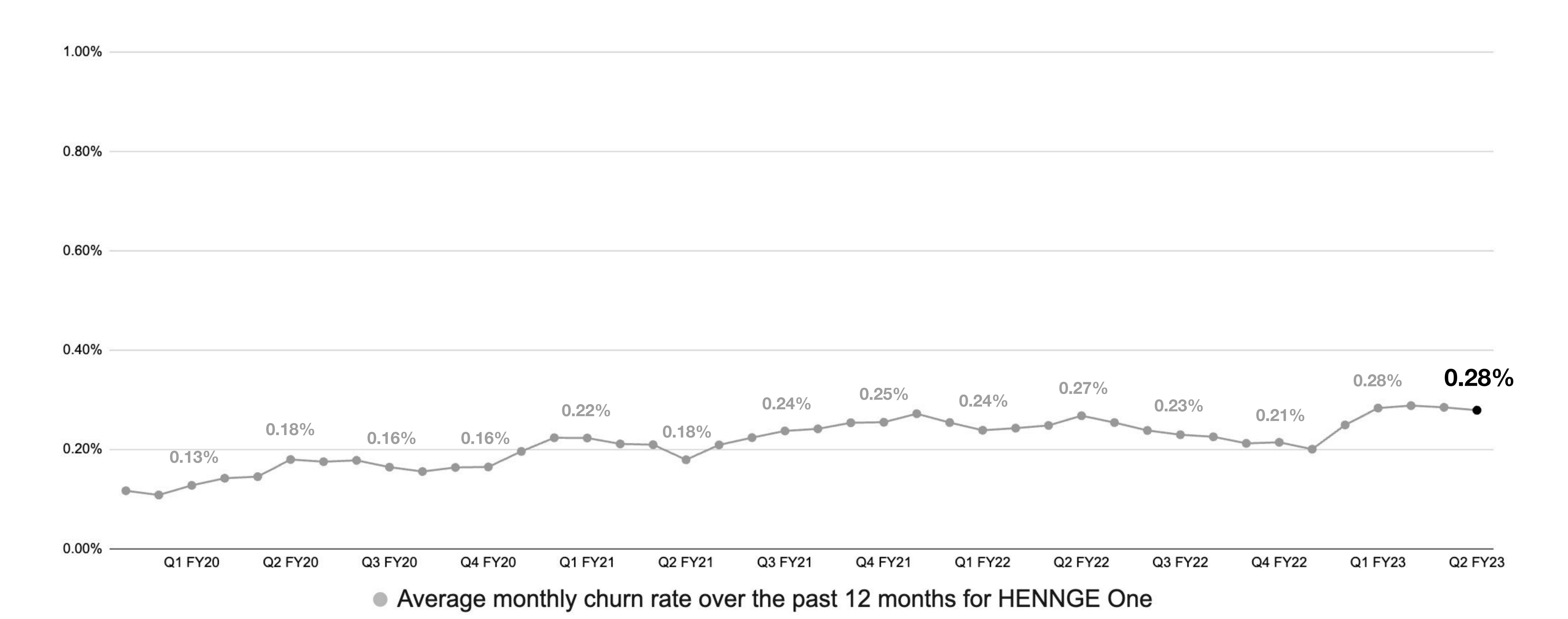






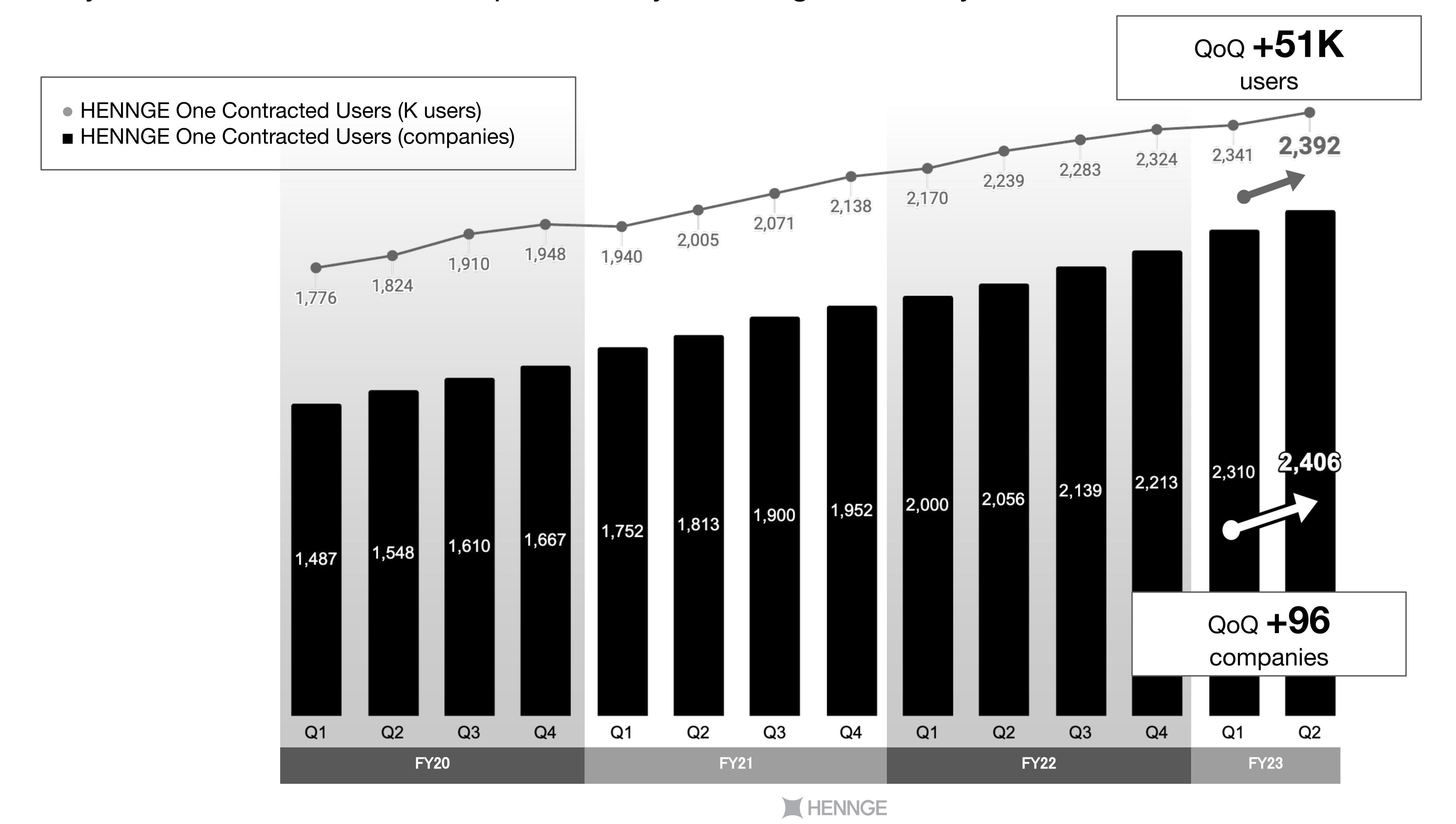
#### HENNGE One Gross Revenue Churn Rate

From Q1 FY23, besides the conventional reasons for our cancellations, there were some cancellations triggered by the migration to new license lineups. Still, we maintain a stable and sustainable growth model with a low churn rate.



#### HENNGE One Contracted Companies & Users

Relatively small contracts can be acquired stably, resulting in a steady increase in the number of contracted companies.

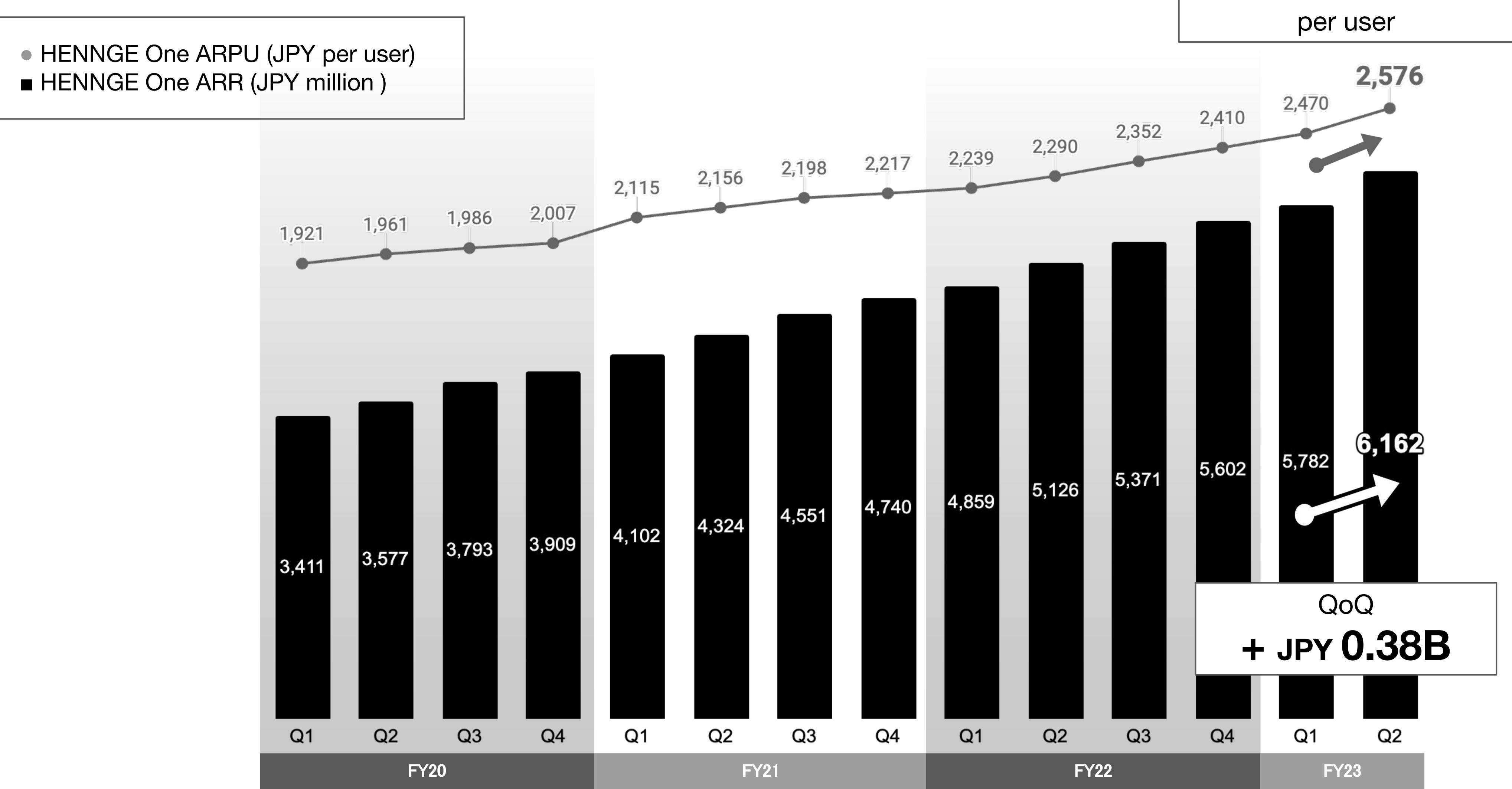


#### HENNGE One ARR & ARPU

ARPU has risen steadily due to acquiring new customers with the new license lineups and transition of existing customers

to the new license lineups. ARR increased significantly.

QoQ + JPY 106



# Progress of FY09/2023 Full-year Forecasts

#### Our Policy of FY2023

## To accelerate mid-term growth in HENNGE One ARR, continuously carrying out active marketing activities and building a more solid organization by enhancing our talent acquisition capability.

#### HENNGE One Business

Achieve the sustained annual growth of more than 20% for the ARR by increasing the number of contracted companies(N) and ARPU.

#### Marketing Activities

Hold the interactive events which are focused on the specific target such as large companies, resellers, existing customers and so on. Carrying out a wide variety of advertisements (web, print advertisements, out-of-home advertising, TV commercials, etc.) to raise recognition of our company and services will be continued.

#### Personnel plan

Actively recruit in each function and aim to increase a total of 45+ headcounts. In order to strengthen the organization for acquiring new customers more, we will focus on increasing the number of experienced IT sales members. We will keep considering various actions which will contribute to our talent acquisition enhancement.

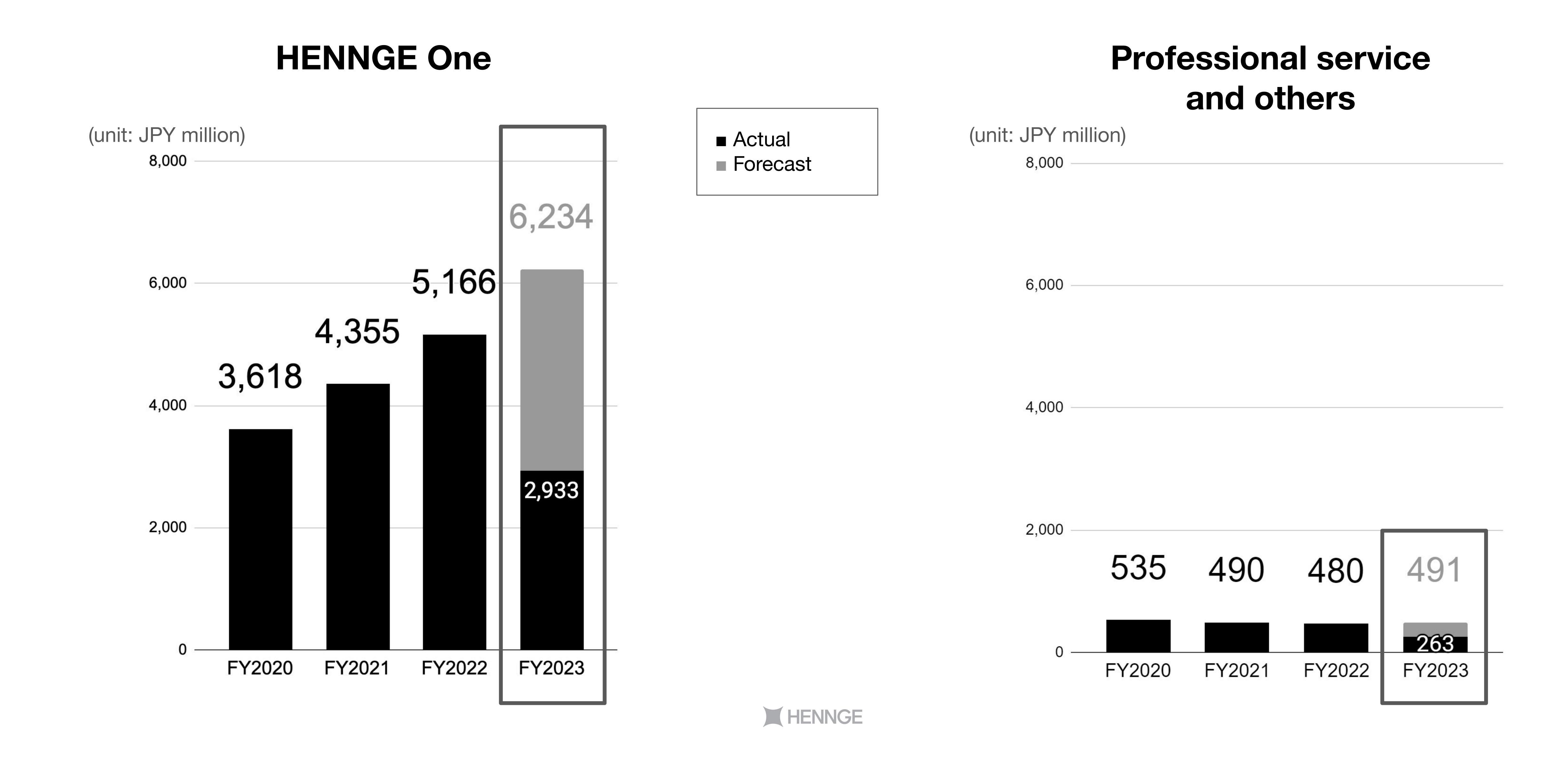
#### Overview of FY2023 Forecasts

(unit: JPY million)	FY21 Result	FY22 Result	FY23 Forecast	YoY	YoY (%)	
Net sales	4,845	5,646	6,725	+1,079	+19.1%	
(HENNGE One)	4,355	5,166	6,234	+1,067	+20.7%	
(Professional service and others)	490	480	491	+11	+2.4%	
Operating expenses	4,465	5,184	6,164	+980	+18.9%	
Operating income	380	462	561	+99	+21.3%	
(Operating income margin)	(7.8%)	(8.2%)	(8.3%)		(+0.2pt)	
Ordinary income	383	452	561	+109	+24.0%	
Profit attributable to owners of parent	224	321	353	+32	+10.0%	
(Net income margin)	(4.6%)	(5.7%)	(5.3%)	(3.0%)	(-0.4pt)	

- 1. The sales of HENNGE One, our key driver of growth, is expected to **grow** by **20.7%** YoY. The sales of Professional service and others is expected to **grow** by **2.4%** YoY.
- 2. The net sales is expected to grow by 19.1% YoY, and the operating income is expected to increase by 21.3% YoY.

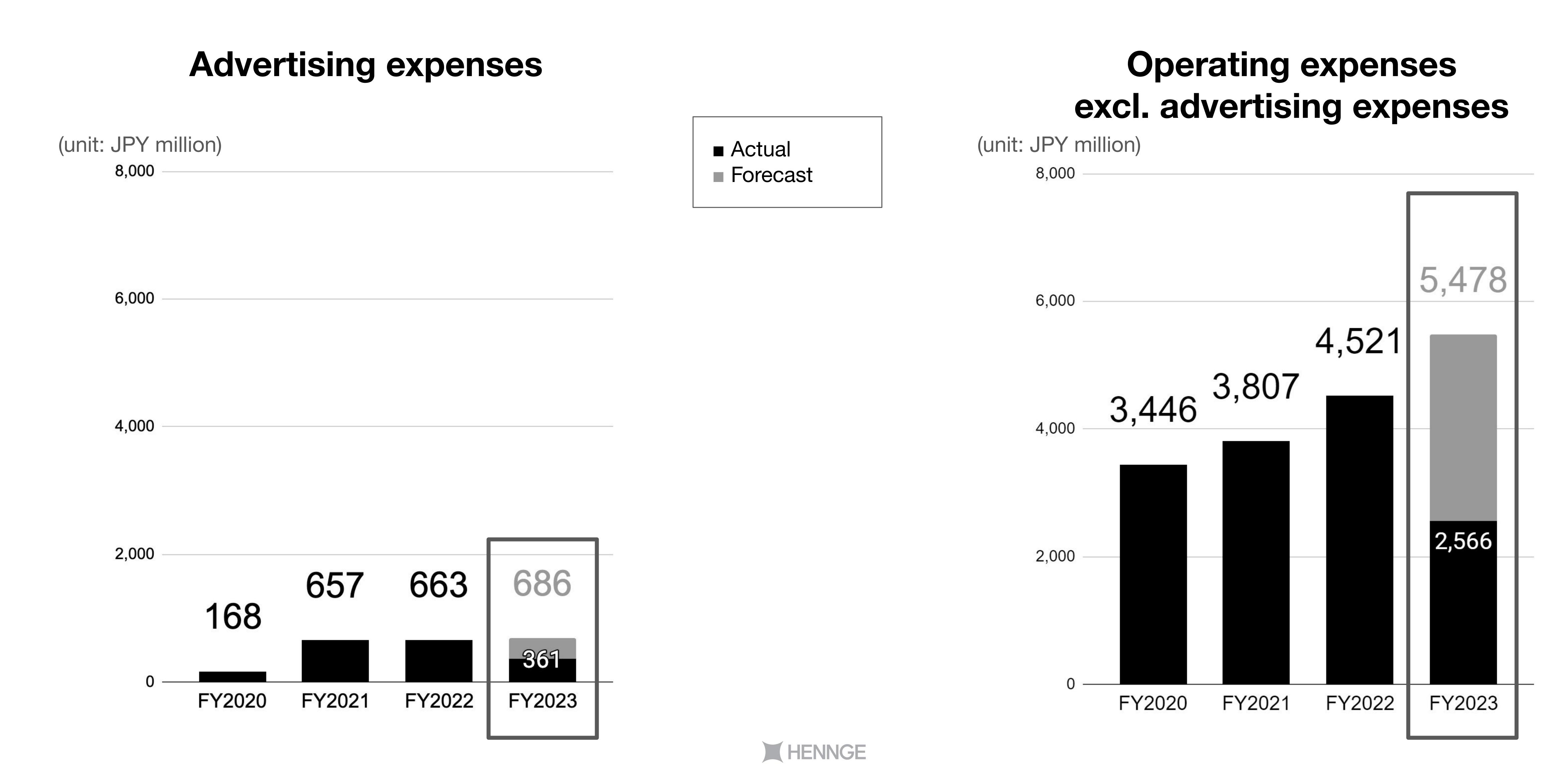
#### FY2023 Forecasts of Sales by Business

The progress rate of HENNGE One's sales was at 47.0% against the full-year forecast.



#### FY2023 Forecasts of Operating Expenses

The progress rate of advertising expenses was at 52.7% against the full-year forecast. The progress rate of operating expenses excl. advertising expenses was at 46.8% against the full-year forecast.



## Growth Strategy

#### Vision

We want to deliver the power of technology as many people as we can.

## Liberation of Technology

テクノロジーの解放

#### Maximize LTV

Our growth strategy is to maximize LTV.

Currently, Y and r are already in a high number, therefore our focus is to maximize ARR.

Y = [Average contract duration in years]

r = [Gross profit rate]

### ARR = N × n × ARPU

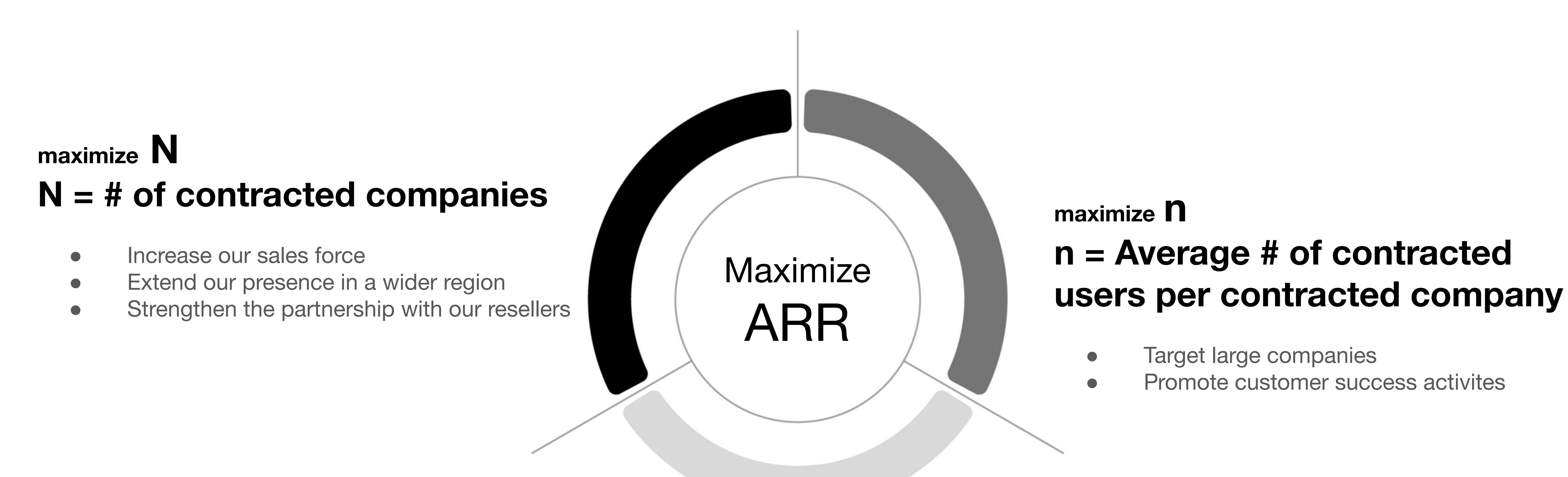
N = [# of contracted companies]

n = [Average # of contracted users per contracted company]

ARPU = [Average Revenue Per User]

#### Maximize ARR

#### ARR = N × n × ARPU



## maximize ARPU ARPU = Average Revenue Per User

Develop new features/services and cross-sell to both new and existing customers

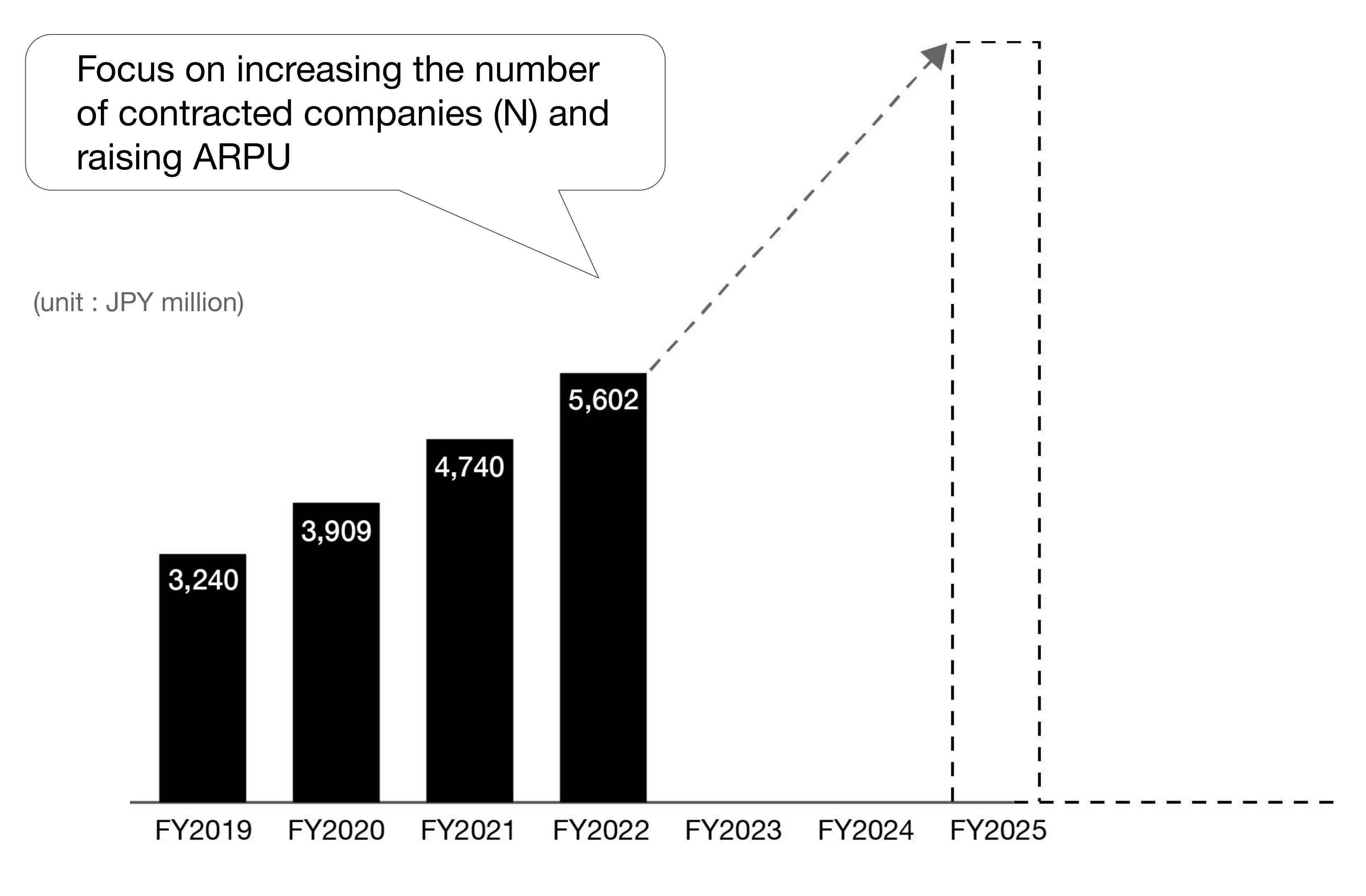
#### Progress of Our Growth Strategy (HENNGE One)

Aim to accelerate ARR growth by focusing on increasing N in the short term while increasing ARPU in the mid/long term.

	ARR			N			n			ARPU			
	ARR	YoY (%)	YoY	# of contracted companies	YoY (%)	YoY	Average # of contracted users per contracted company	YoY (%)	YoY	Average Revenue Per User	YoY (%)	YoY	
	(JPY million)			(companies)			(users)			(JPY)			
FY2015	880		=	399			× 1,095		×	2,015			
		+56.5%	+318		+72.0%	+167		-7.8%	-93		-1.3%	-27	
FY2016	1,288			642			× 1,018		×	1,970			
		+46.3%	+407		+60.9%	+243		-7.0%	-76		-2.2%	-45	
FY2017	1,898			928		3	× 1,107		×	1,848			
		+47.4%	+611		+44.5%	+286		+8.7%	+89		-6.2%	-122	
FY2018	2,552			1,176		2	× 1,166		×	1,861			
		+34.4%	+653		+26.7%	+248		+5.3%	+59		+0.7%	+13	
FY2019	3,240			1,428			× 1,171		×	1,938			
		+27.0%	+688		+21.4%	+252		+0.4%	+5		+4.2%	+77	
FY2020	3,909			1,667			× 1,169		×	2,007			
		+20.7%	+670		+16.7%	+239		-0.2%	-2		+3.5%	+68	
FY2021	4,740			1,952			× 1,095		×	2,217			
		+21.2%	+830		+17.1%	+285		-6.3%	-73		+10.5%	+210	
FY2022	5,602			2,213			× 1,050		×	2,410			
		+18.2%	+862		+13.4%	+261		-4.1%	-45		+8.7%	+193	
Q2 FY23	6,162		-	2,406			× 994		×	2,576			

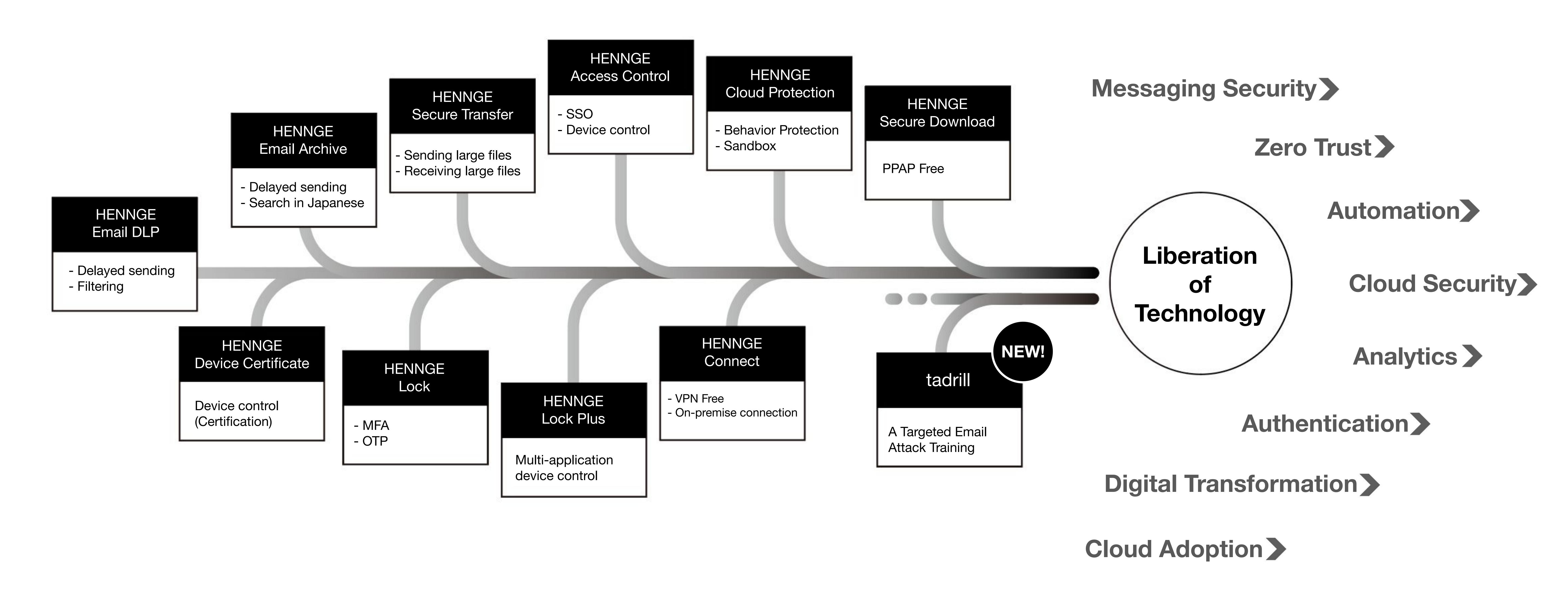
#### Growth Strategy on and After FY2023

By FY25, having HENNGE One ARR growth at mid-20% in CAGR, we aim to exceed JPY 10B for HENNGE One ARR.



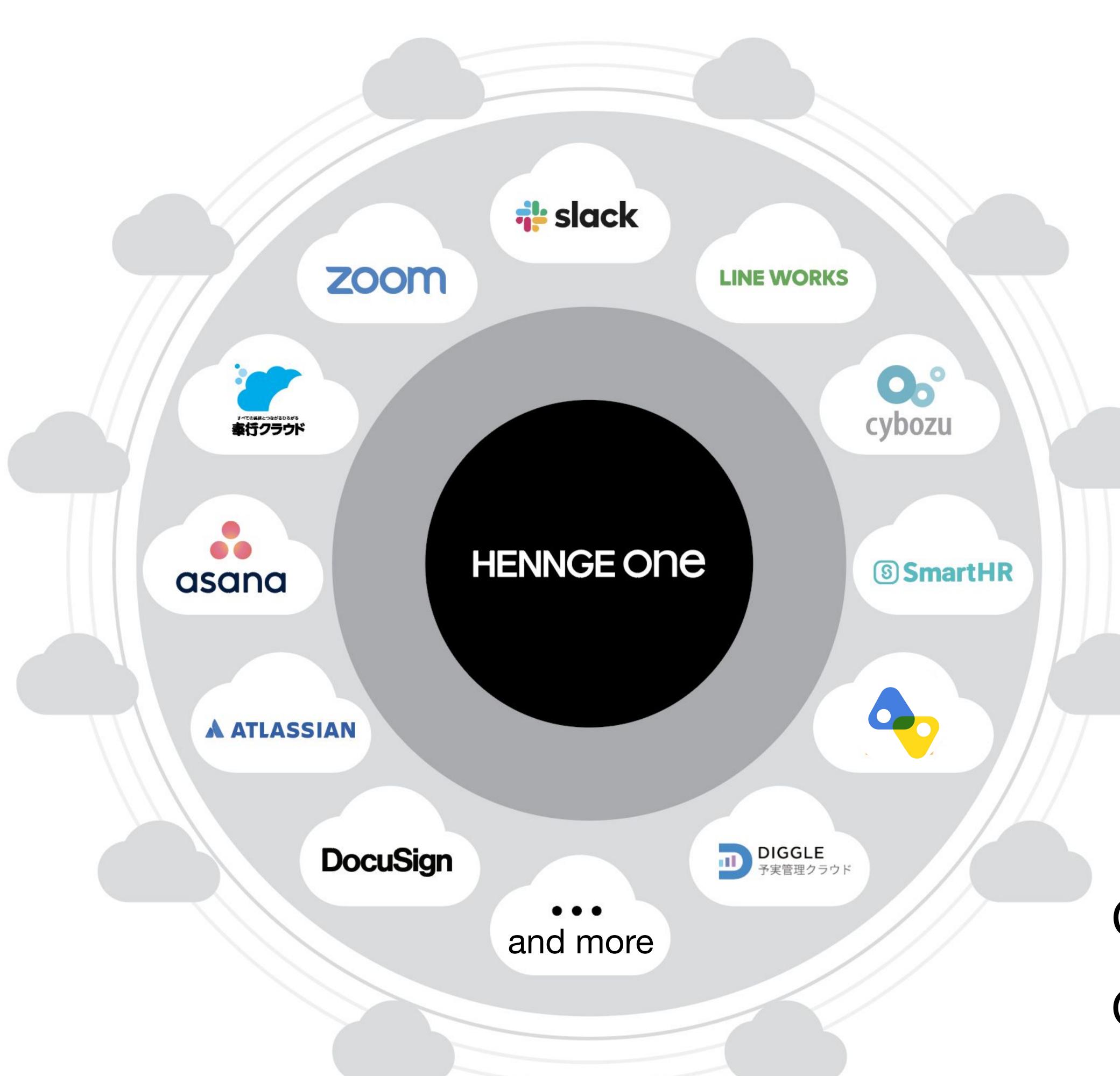
#### HENNGE One Family, Supporting Customers' Change

Supporting customers' SaaS utilization and continuously liberate technology.



#### HENNGE One as a SaaS Platform

HENNGE One will grow as the global SaaS market expands.



Currently integrates with

Over 260 Cloud services





# Appendix (Corporate Overview)

# Corporate Profile

Company name: HENNGE K.K.

#### **Executives:**

Kazuhiro Ogura

Representative Director, President and CEO/CTO

Kazuaki Miyamoto

Representative Director, Executive Senior Vice President

Yoshiki Nagatome

Director, Executive Senior Vice President

Haruo Amano

Director, Executive Senior Vice President

Mio Takaoka Outside Director Michiko Kato Outside Director

Fumiaki Goto Auditor Akenobu Hayakawa Auditor Kunihiro Onai Auditor

Founded on: November 5, 1996

# of employees: 262 (as of 2023-03-31, excluding part-time employees)



# Locations



### Taiwan



### Vision

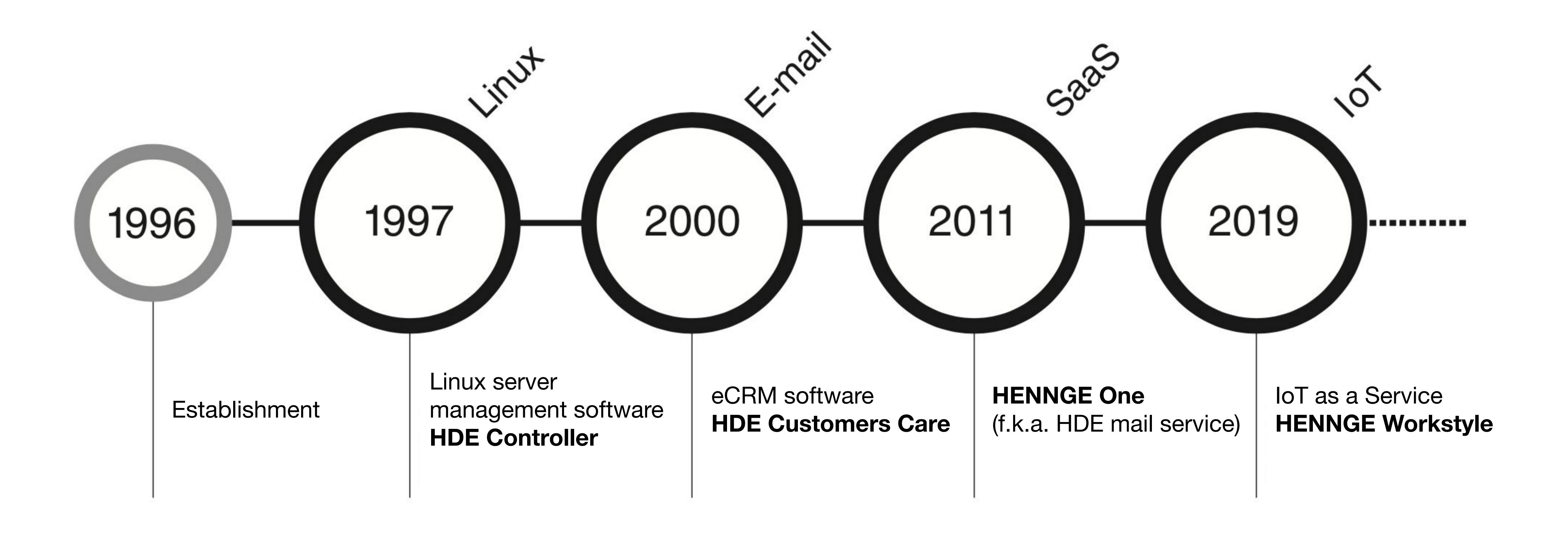
We want to deliver the power of technology as many people as we can.

# Liberation of Technology

テクノロジーの解放

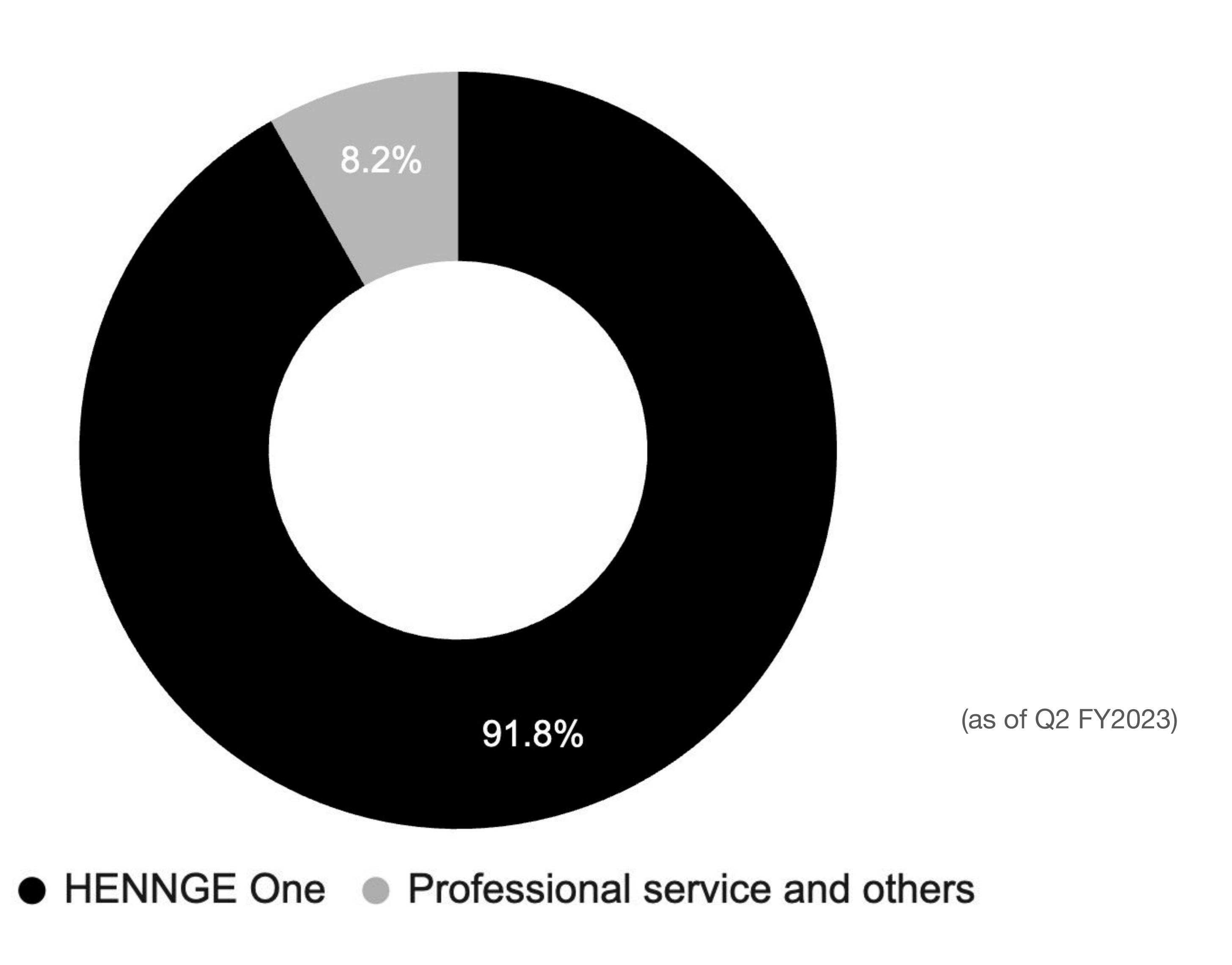
# History

Our business domain is ever-changing, but our will remains steadfast.



# Sales Structure by Business

91.8% of the net sales comes from HENNGE One business.



# HENNGE One

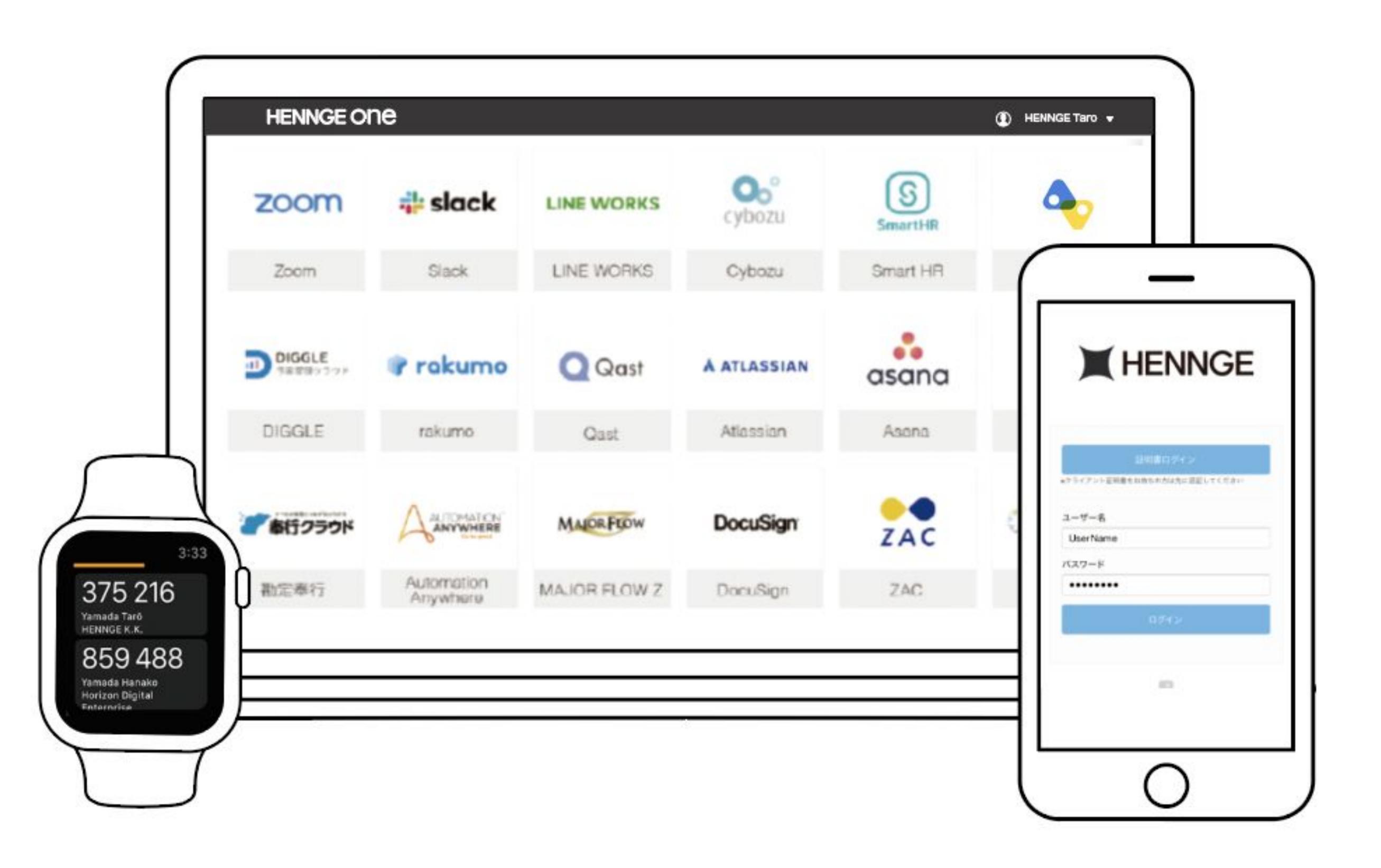
Identity as a Services (IDaaS)

Provide centralized authentication to various SaaS-es, with Single Sign On (SSO) technology

### Access Control

#### **Customizable policy** Administrator Various cloud services SSO Microsoft 365 User management Policy management Access log SAML office **ID/PASS** Google Workspace SAML SSO + MFA @ SAML HR Tech home **ID/PASS** Device cert. SAML HENNGE ONE SFA SSO + MFA and more.. Secure Browser

### ID Federation

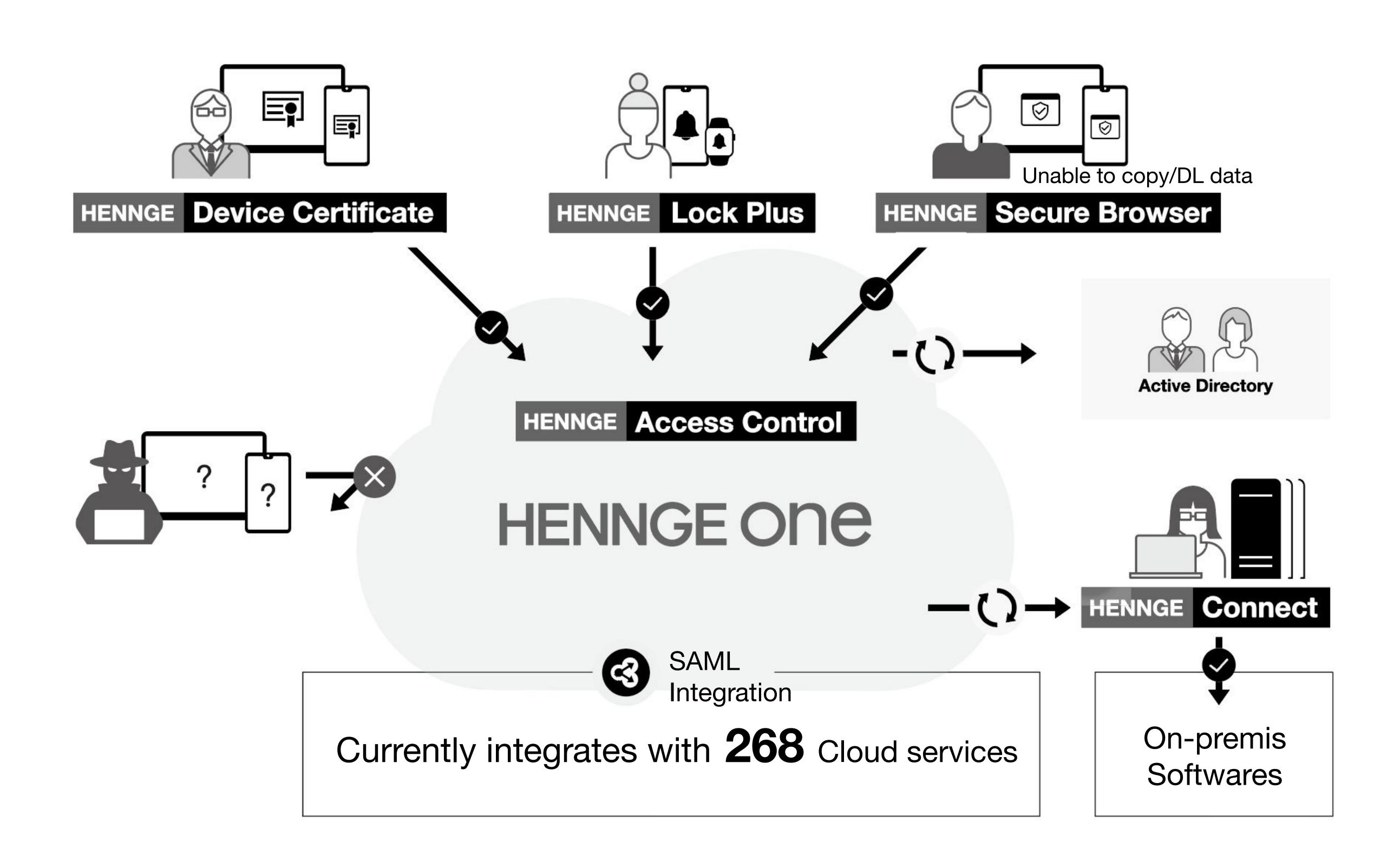


HENNGE One's service availability rate: OVer 99.9%

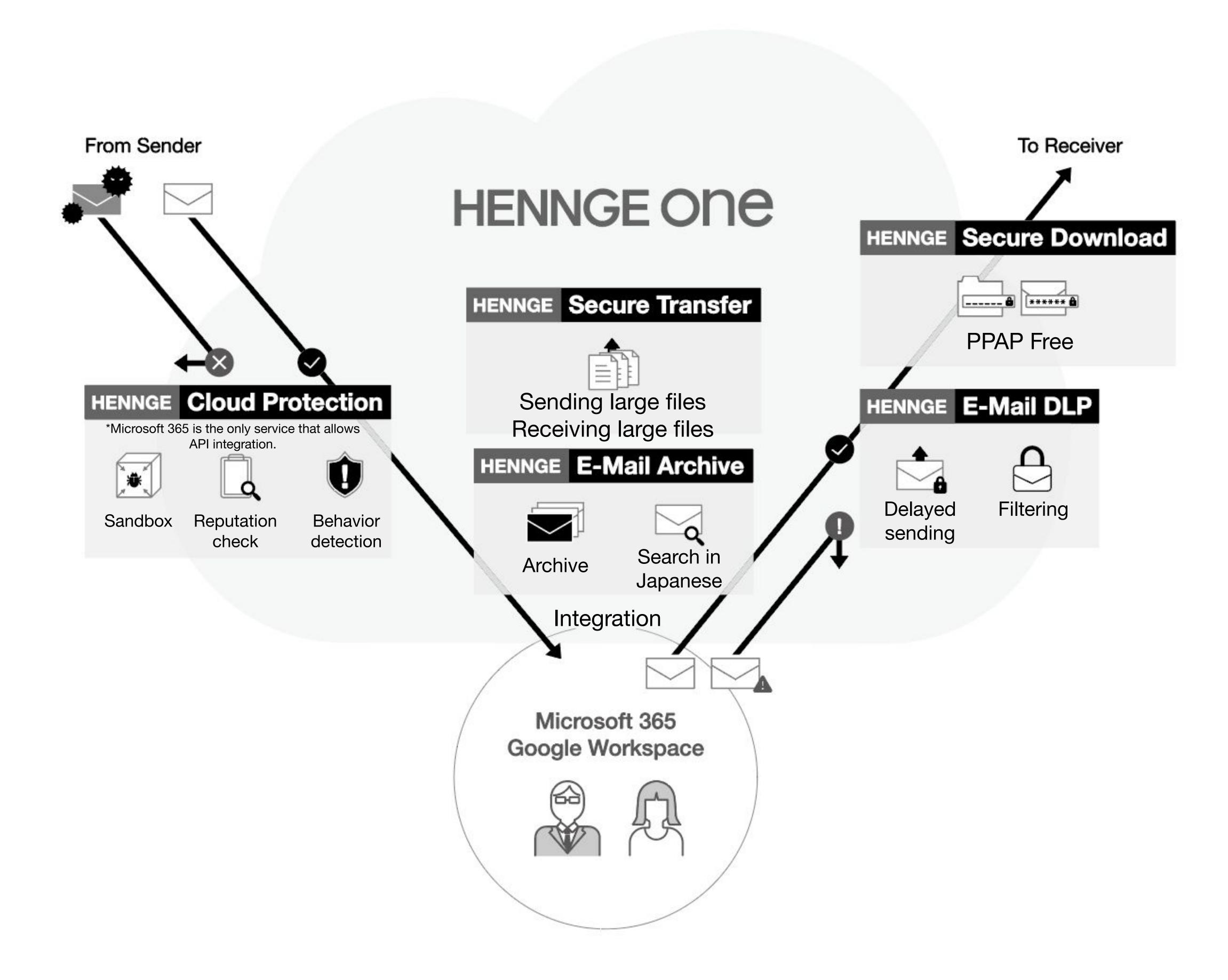
### HENNGE One

Support cloud usage with a balanced convenience and security through IdP features, which provide IP restrictions, device certificate, secure browser, and multi-factor authentication, and E-Mail security features, which provide integrated mail security for both sending and receiving that can be linked to cloud mail.

### IdP Features



### E-Mail Security Features



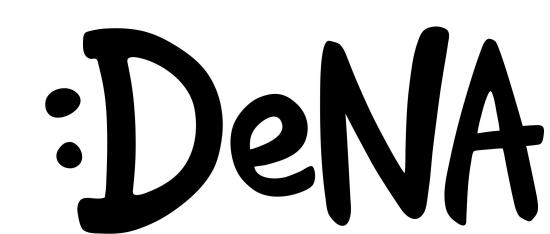
## HENNGE One Solid Customer Base

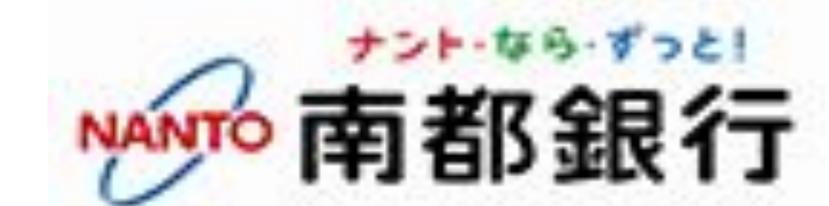
HENNGE One is used by 2,406 customers in various industries, and has 2.39 million users. Average number of contracted users per contracted company is approximately 994. (as of 2023-03-31)



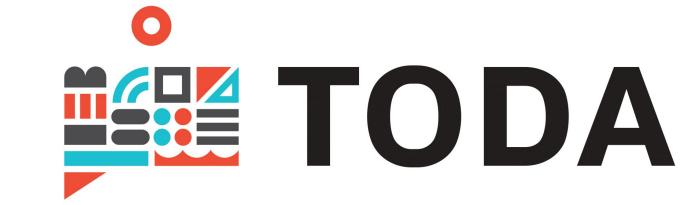
























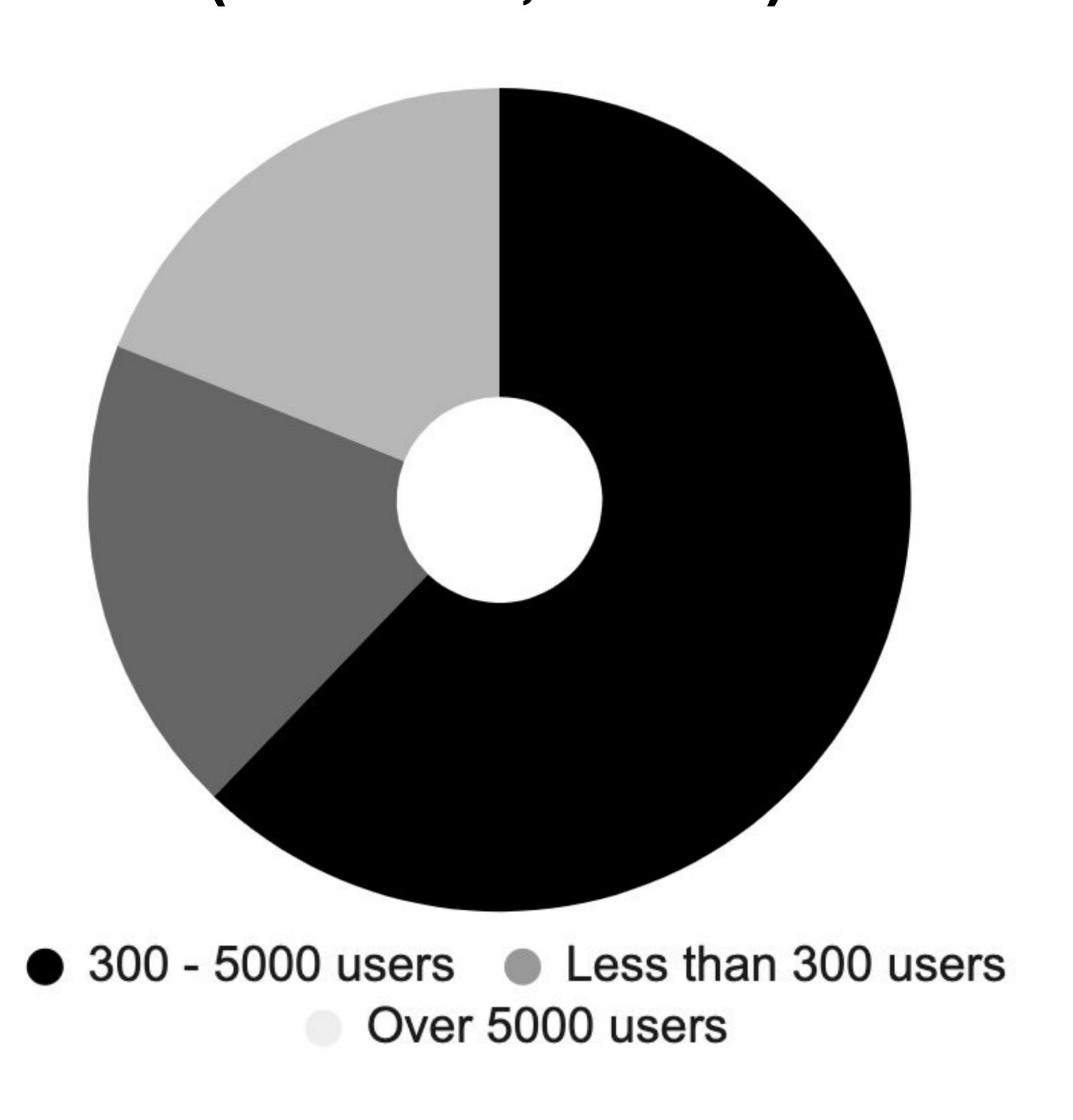




and more

Approx. 16.4% of listed companies on TSE are using HENNGE One.

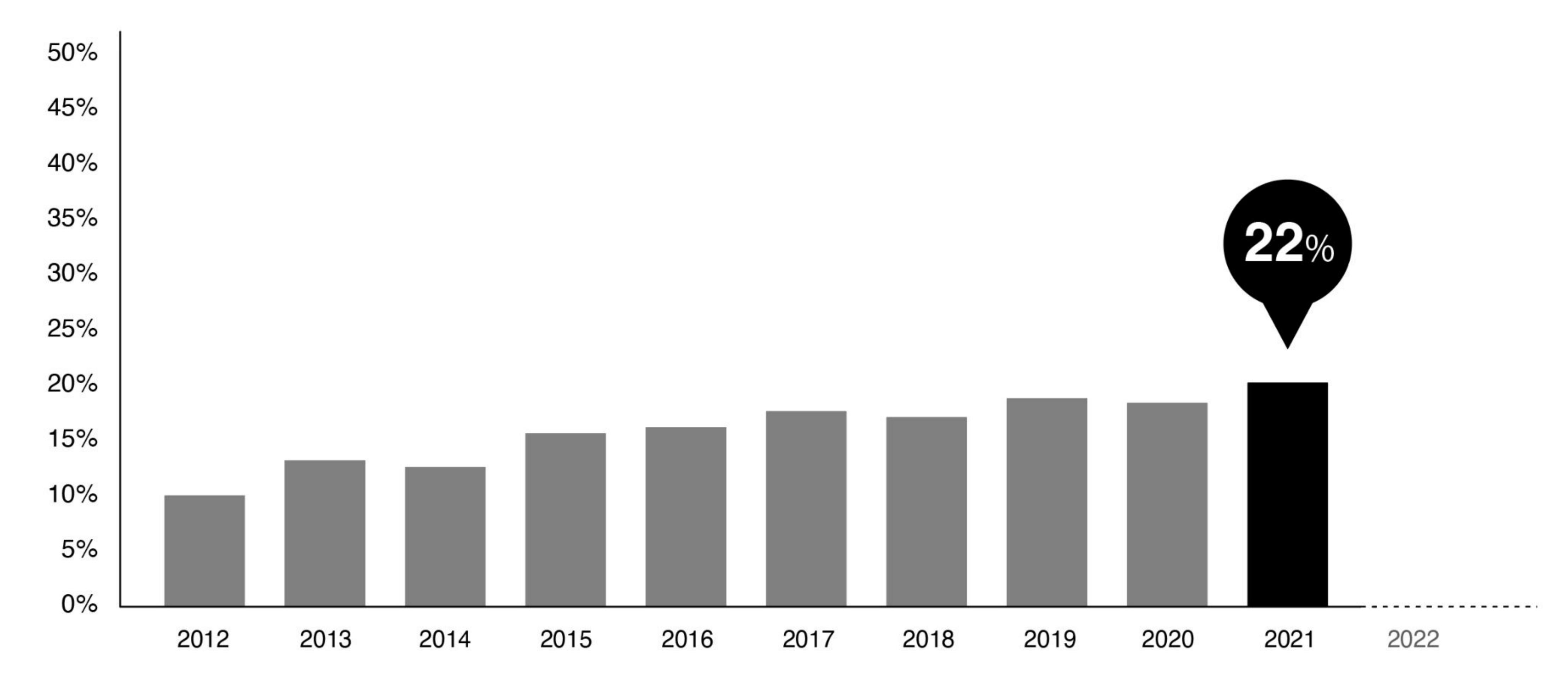
# Breakdown by contracted Users Size (ARR Base, FY2022)



# Appendix (Total Addressable Market)

# Cloud Adoption Rate in Japan

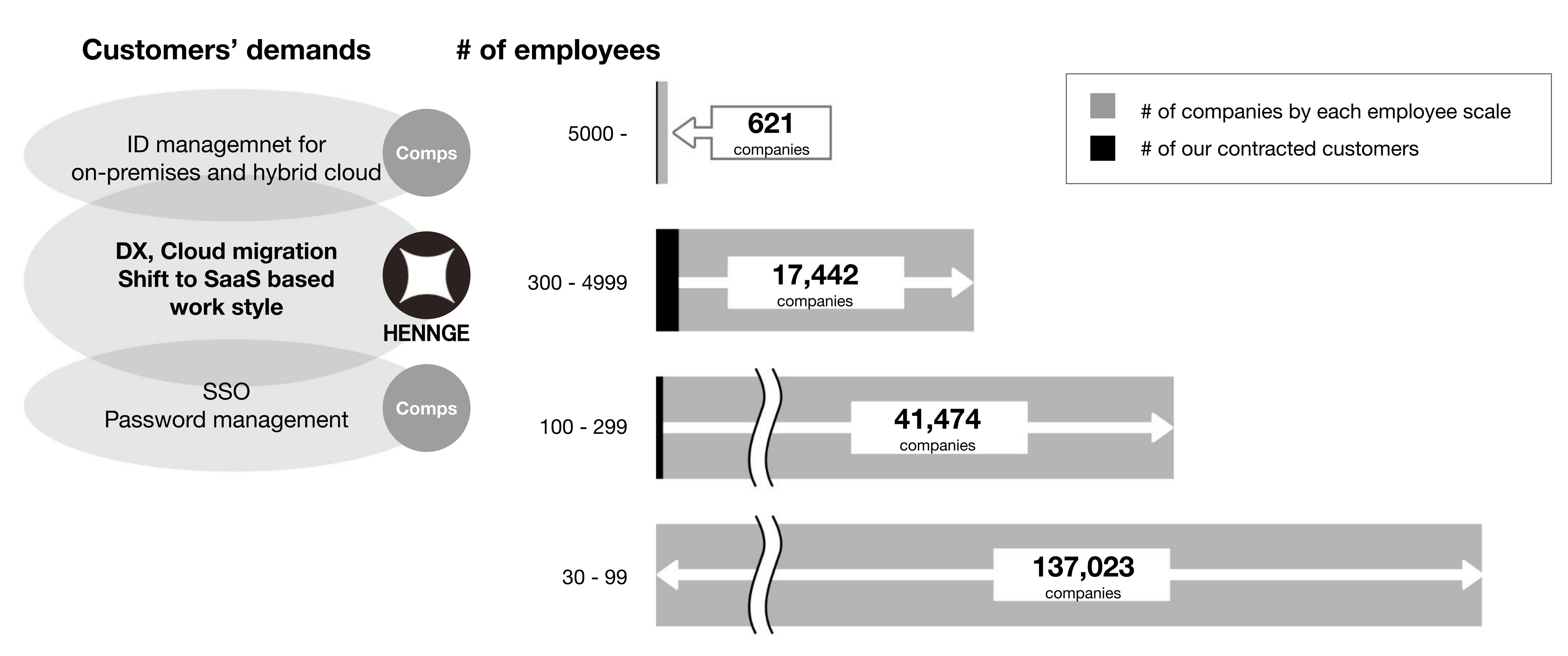
Cloud Adoption Rate in Japan has increased by 4.0pt to 22% from 2021.



(Reference: Press release 'Average Cloud Computing Adoption Rate in Japan' in June 2021 by Gartner, Inc. URL of the original release is https://www.gartner.co.jp/ja/newsroom/press-releases/pr-20210614)

# Number of Companies by Employee Size in Japan

There is a huge potential market because cloud adoption will continue to accelerate.

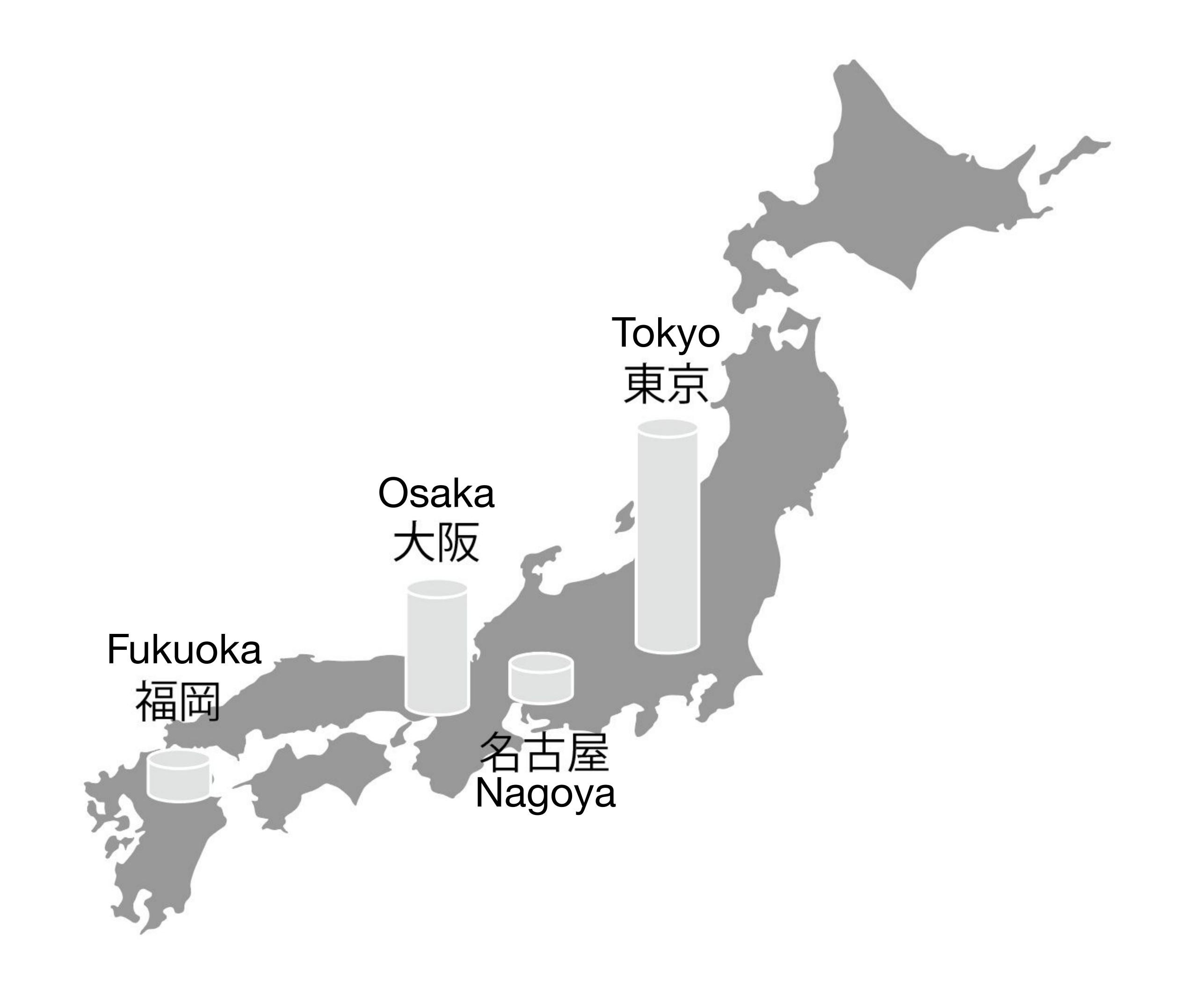


Calculated by HENNGE Group based on the total number of companies with 30 or more employees in Japan as the number of our potential customers if cloud computing become more widespread in Japan in the future.

(References: 'Economic Census -Activity Survey Results' by Ministry of Economy, Trade and Industry of Japan in 2016)

# Regional Split in the number of companies

Japan has number of metro areas other than Tokyo. Our focus is to expand the business not only in Tokyo but also within other metro areas, such as Nagoya, Osaka, Fukuoka, and others.



# Appendix (Others)

### Value

Continuously eat unripe fruits and remain as early adopters in order to make "liberation of technology" happen. Through a number of trial and error, we will identify new technology that is useful for our customers, and widely deliver the technology.

# Eat unripe fruits, and make mistakes early

# HENNGE WAY

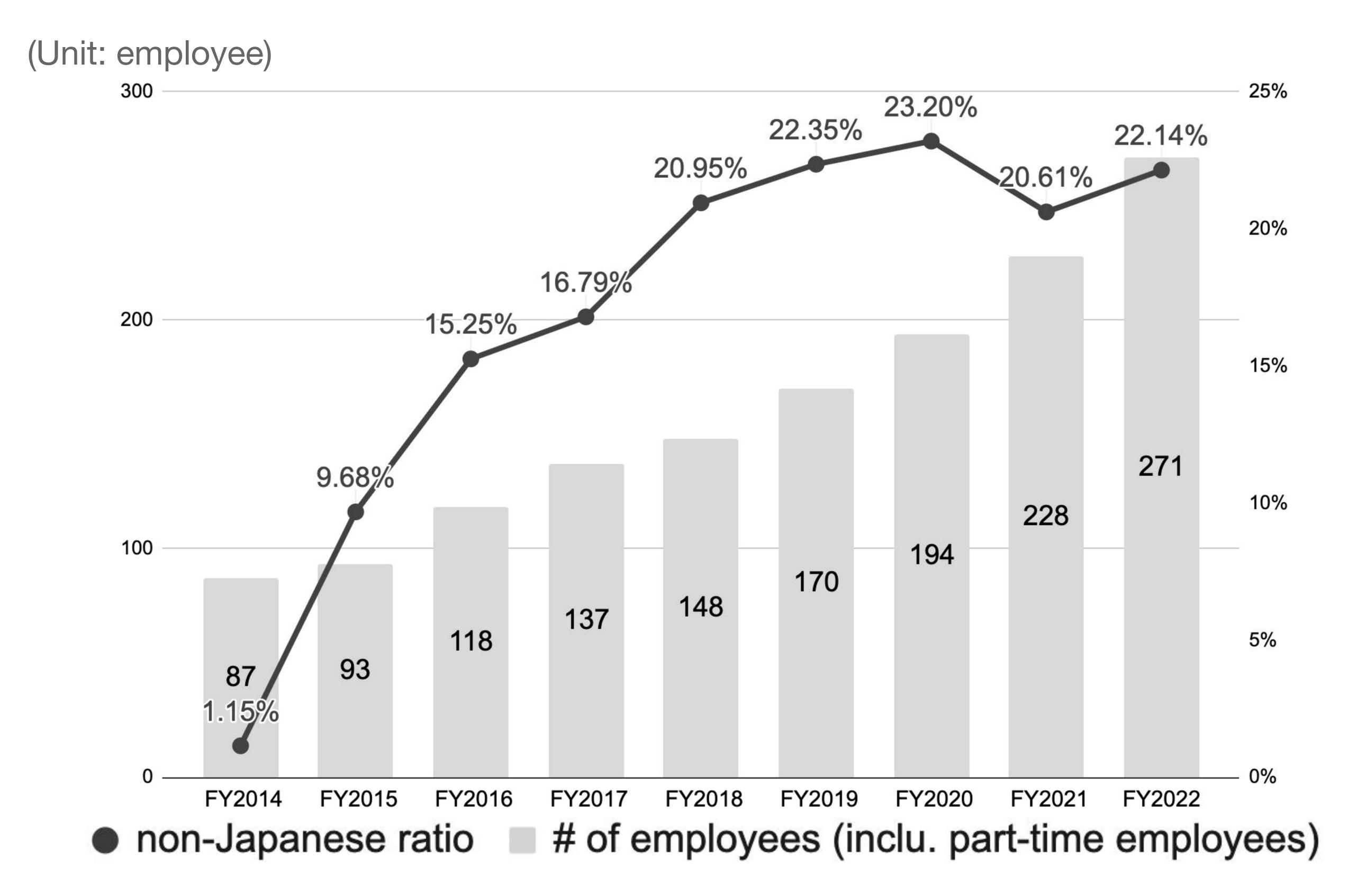
HENNGE WAY is our code of conduct in order to keep changing with challenges and failures.



# Diversity and Inclusion

Focusing our efforts on the Global Internship Program (GIP) to not only provide career development opportunities for the most talented candidates from all over the world, but also to be the precedent organization of diversity and inclusion that utilize the power of digital transformation to overcome social issues.

# Non-Japanese ration and # of employees (including part-time employees)



GIP applications (accum.):

165 countries and regions

21,705 applicants

Interns (accum.):

26 countries and regions

27 interns

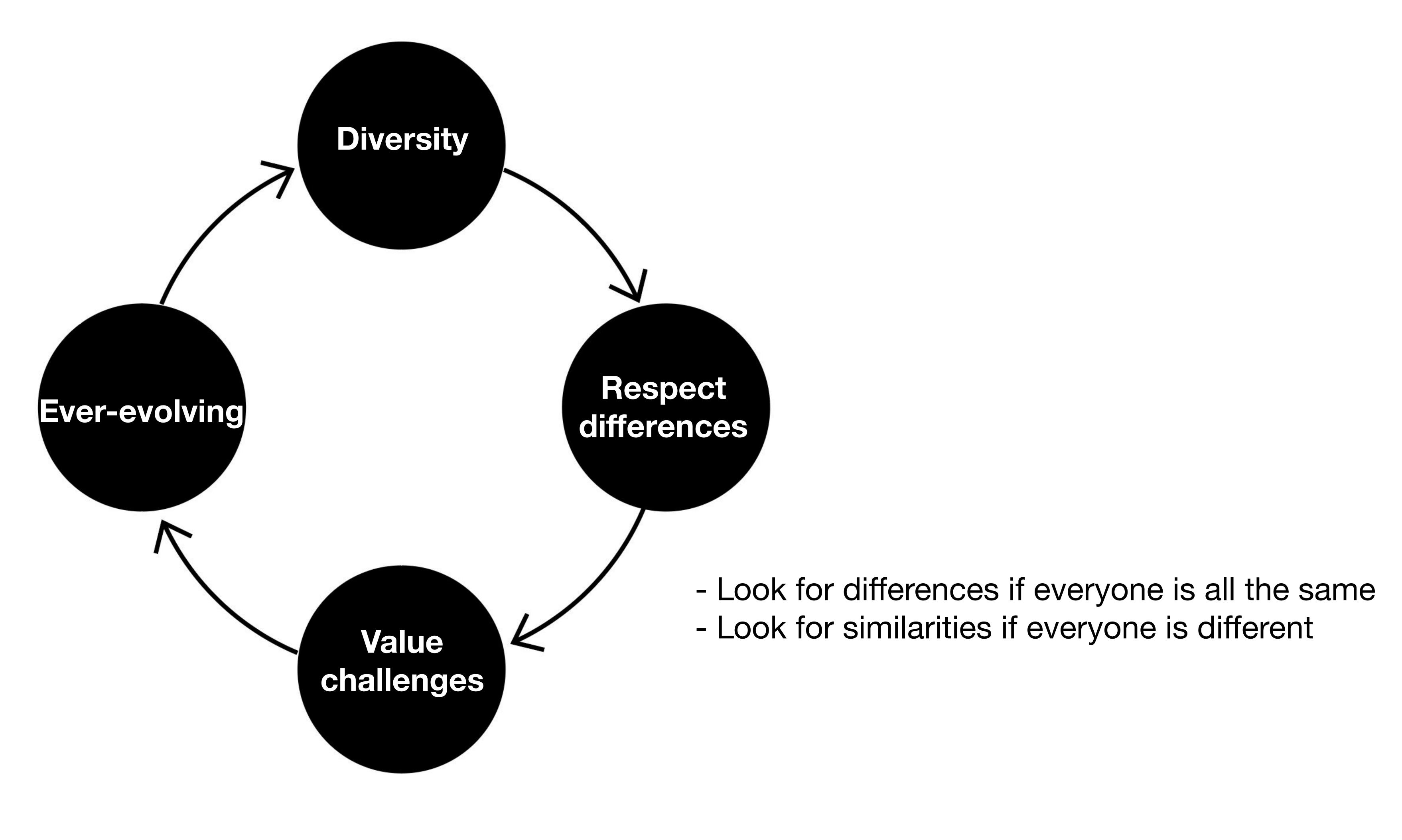
(Accumulated since 2012, as of 2022-09-30)

### Employees (including part-time employees):

from more than 22 countries and regions

# Diversity

Diversity is the key driver to keep challenging and changing. We recognize the differences and respect the differences, which then we can create a basis for an ever-changing organization that value challenges.



# **Business Investments and New Business Development**

We are approaching business fields adjacent to current businesses through both business investment and new business development, along with R&D activities in current businesses.

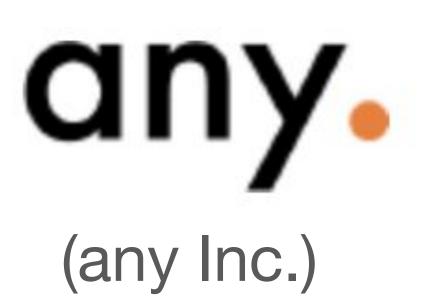
#### **Business investments**

Invested in B2B startups/fund that own proprietary elements and technologies, and that are also in sync with our existing businesses.

### - Our portfolio













### New business development

Regularly holding a sessions across divisions to develop ideas for new businesses based on our mission, 'Making the world a better place through technology by continuing to change and challenge.'



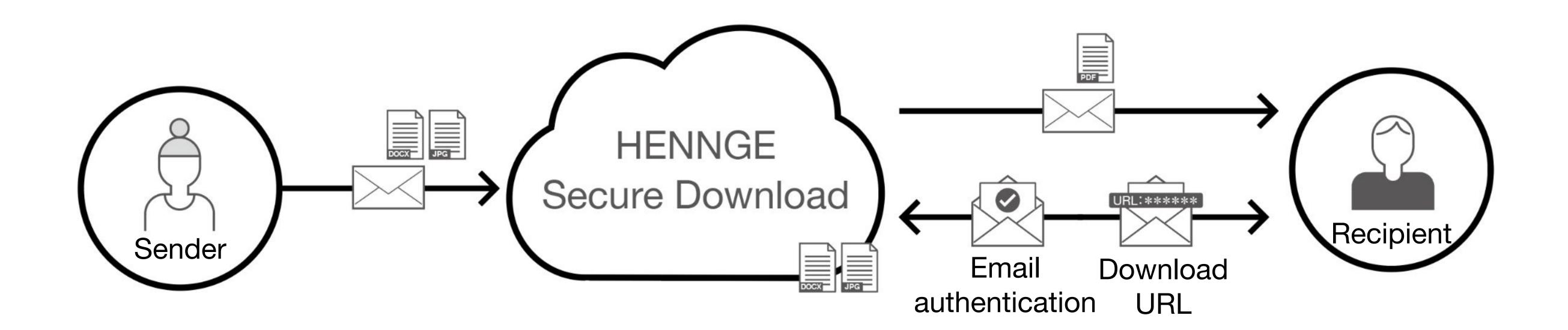
新規事業アイデアコンテスト
Inspire Matsuri
(インスパイア祭り)

# Past Materials

### Three New Features for HENNGE One (Since October 2021)

HENNGE One's new features providing more secure file transfer, smartphone access security, and E-Mail protection from targeted attacks were launched in October 2021.

### HENNGE Secure Download

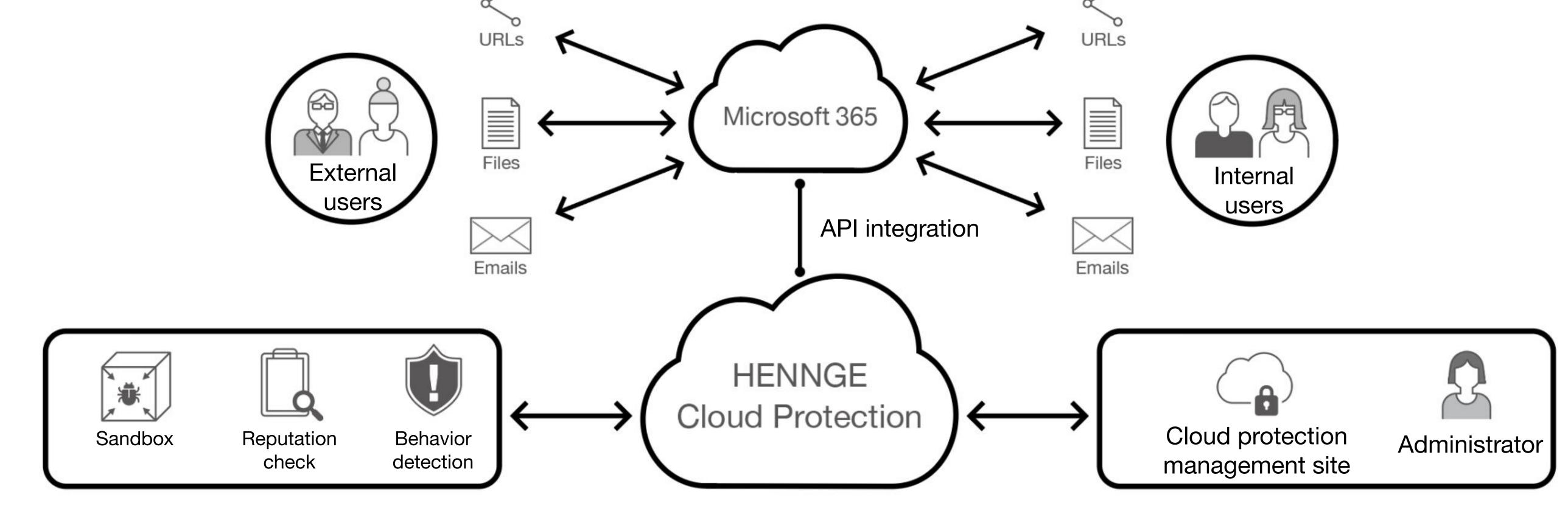


### HENNGE Lock Plus

Push notification

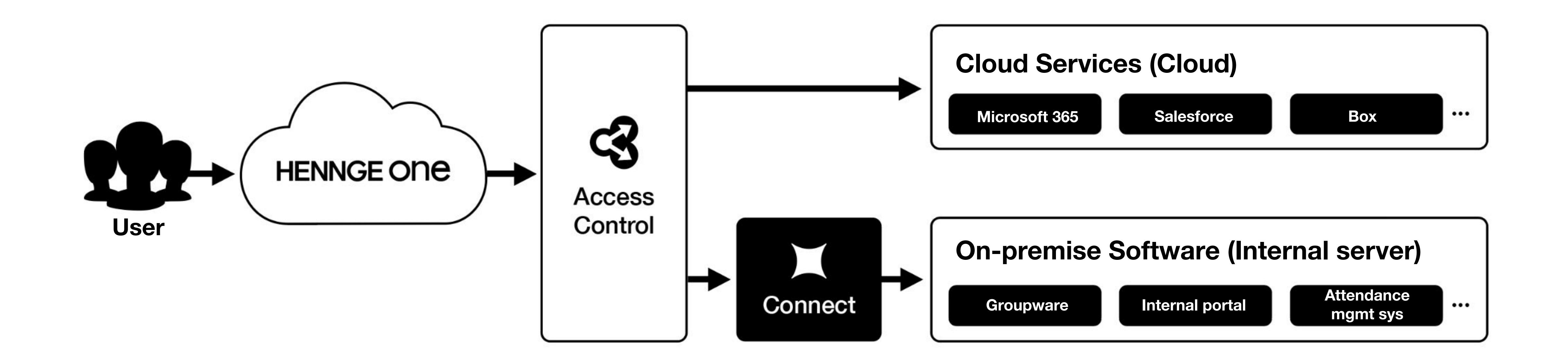
# Multi-Factor Authentication Workflow Communication SFA/CRM Caro trust Workflow Workflow Communication SFA/CRM

### **HENNGE Cloud Protection**



### HENNGE Connect (Since April 2022)

"HENNGE Connect" has been launched as a feature of HENNGE IdP Pro and HENNGE One Pro in April 2022. Enables seamless access management in a hybrid environment of on-premise and cloud.



### Renewal of Service Lineup for HENNGE One (Since October 2021)

Service lineups were renewed from October 2021.

Approaching varieties of customers with high value-added suite plans, as well as setting up single-function plans for light users.

Set plan	Description	Price
HENNGE One Basic	A set plan that offers the best value when implementing all the features of HENNGE One at once (with limited use of Certificates, Lock Plus, and Cloud Protection)	@JPY600/mon
HENNGE One Pro		@JPY1,000/mon

Single-function plan	Description	Price
HENNGE IDP Lite	SSO/IP address control/OTP/AD Connect etc.	@JPY150/mon
HENNGE IDP	Lite function/Device certificates/Support Plus/Lock Plus etc.	@JPY300/mon
HENNGE IDP Pro	IDP/Secure browser/Additional device certificates etc.	@JPY500/mon
HENNGE DLP	Delayed sending/Filtering etc.	@JPY300/mon
HENNGE ARC	Archive etc.	@JPY300/mon
HENNGE Cloud Protection	Behavior detection/Sandbox etc.	@JPY200/mon

### License lineup for HENNGE One announced in June 2019 (From June 2019 to September 2021)

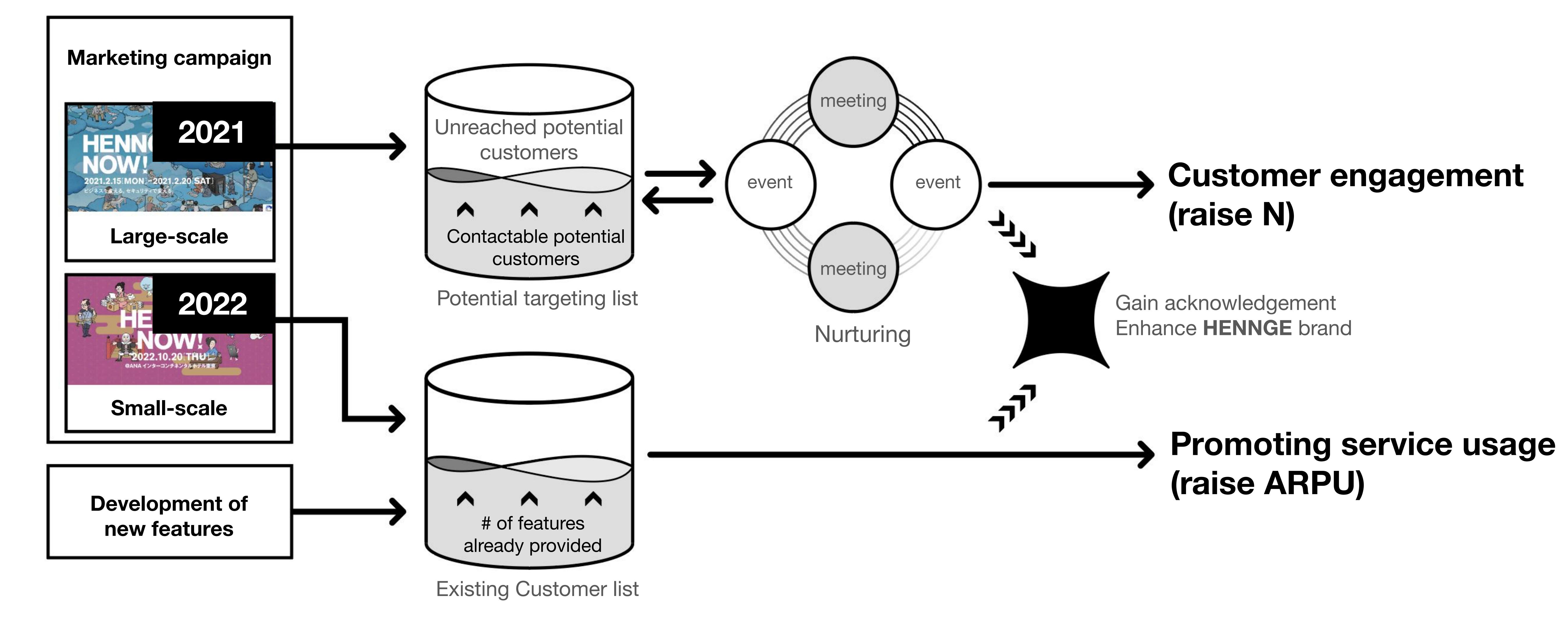
X New contracts taken into place after October 2021 will apply new licence lineup which was announced in August 2021.





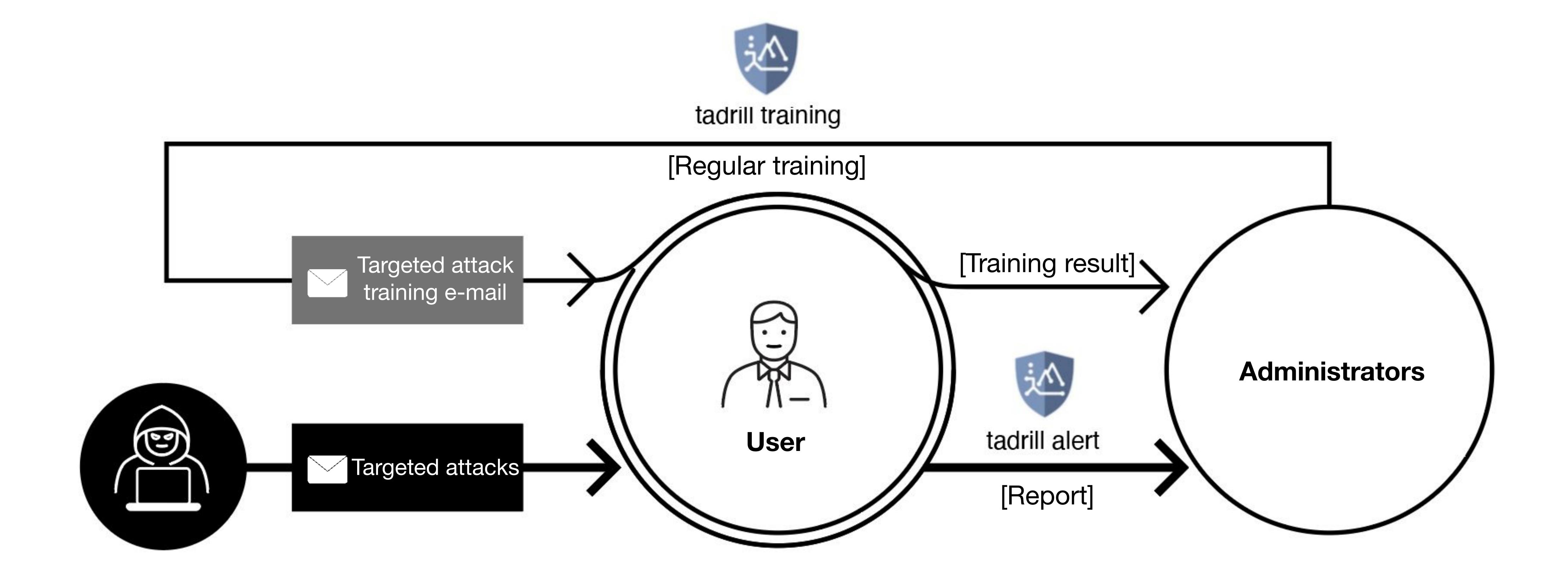
# Marketing Activities for HENNGE One

It requires some time from marketing campaigns to the contribution in expansion of ARR as HENNGE One's lead time is relatively long. However, the results of the investment in advertising expenses can be seen cumulatively in a long term.



# New Service "tadrill"

In November 2022, we launched "tadrill", a self-implementing targeted email attack training service. It enables companies to improve their employees' security awareness by continuous and practical email training, and establishment of reporting flow.



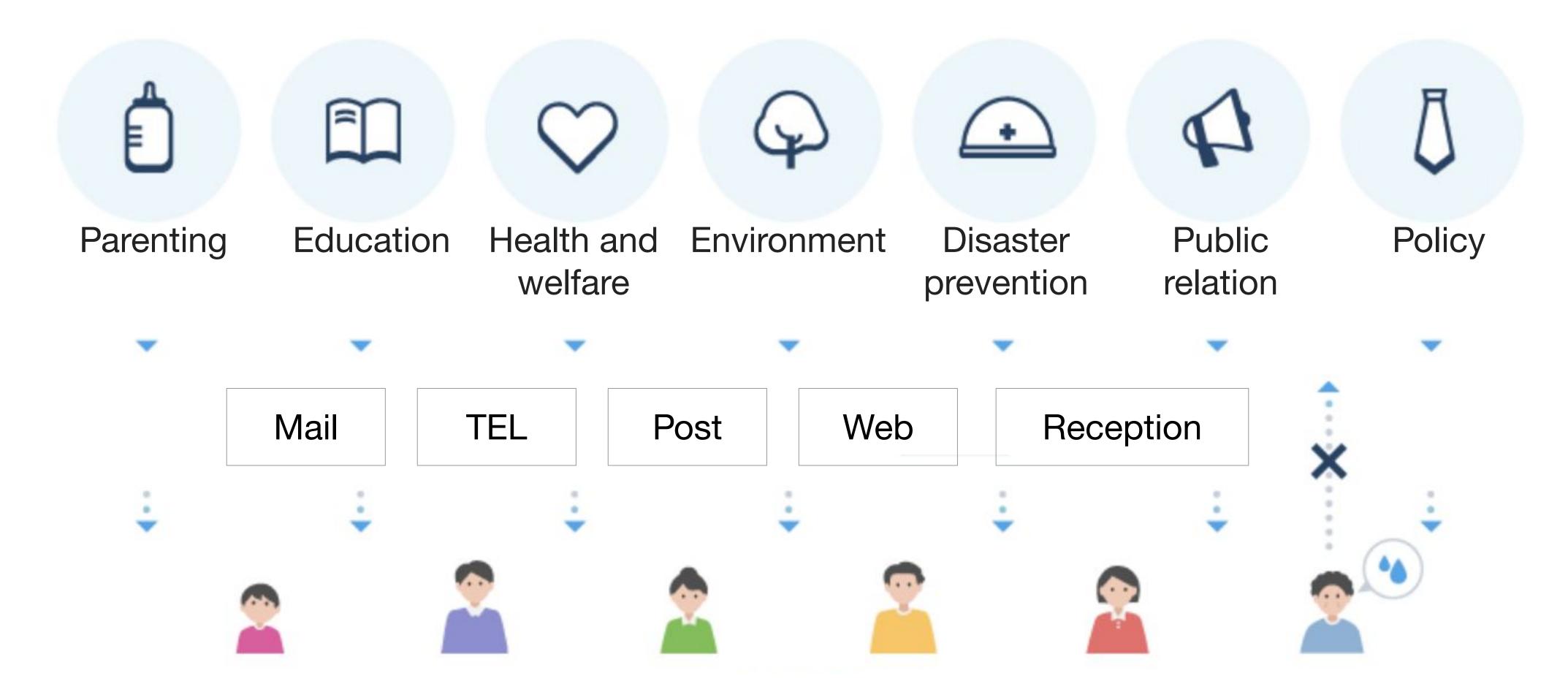
### **Professional Service and Others Business**

### SumaMachi (Since August 2020)

SumaMachi is a communication service that enables smooth two-way communication with community residents to municipalities nationwide.

(Previously named as "CHROMO", which is renamed in October 2021.)

# Municipalities (Issues that municipalities are facing)



The delivery of information is divided between different departments. It's one-way communication and difficult to receive the needs of local residents.

# Municipalities (What SumaMachi can do)



With SumaMachi, it's easy to centralize management of information transmission and revitalize local communities through interactive communication.



# Glossary

#### ARR (Annual Recurring Revenue)

refers to revenue, normalized on an annual basis, that a company expects to receive from its customers for providing them with products or services of subscription-based model.

### ARPU (Average Revenue Per User)

refers to the average annual contract amount per contracted user.

### CAGR (Compound Average Growth Rate)

refers to a geometric progression ratio which provides a constant rate of return over a period of time.

### E-Mail DLP (E-Mail Data Loss Prevention / E-Mail Data Leak Protection)

prevents confidential information loss/data leakage when sending an e-mail externally.

#### **Gross Revenue Churn Rate**

is calculated based on the decrease in contract value due to service cancellations, etc.

### IDaaS (Identity as a Service)

is an Identity and Access Management solution delivered in the form of a cloud-based service.

### LTV (Life Time Value)

is the total worth to a business of a customer over the whole period of their relationship.

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