



Presentation Materials for the Earnings Briefing

for the First Half of the Fiscal Year Ending
March 31, 2025

November 18, 2024

MKSystem Corporation (stock code: 3910)

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Company profile

- Company name: MKSystem Corporation
- Representative: Noboru Miyake
- Location: Osaka Head office
30F, Umeda Center Bldg., 2-4-12, Nakazaki-nishi, Kita-ku, Osaka, Japan
- Bases: Tokyo; Nagoya; Fukuoka; Ninohe, Iwate Prefecture; and Matsuyama
- Subsidiary: Business Net Corporation Co., Ltd. (Minato-ku, Tokyo)
- Date of incorporation: February 22, 1989
- Capital stock: 219 million yen



Mission and vision

MISSION

Management Philosophy

We provide cloud solutions that benefit you

Our services are user-friendly for consumers, their families and employers. Moreover, they support social foundations through contribution to the administration of social security services and human resources development.

VISION

Management Policies

Provide comprehensive services in the field of the personnel and labor management

Streamlines operations and supports the creation of added value

Our services streamline operations and increase productivity at our customers, and simultaneously adds value by supporting the entire organization as well as individual employees.

VALUES

Action Guidelines



Technology Driven

Leverage the state-of-the-art technologies to continue to innovate services.



Speed

Act with speed while being conscious of the concerns of relevant concerned parties.



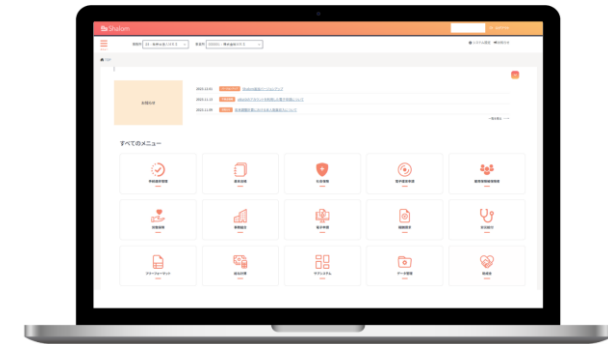
Fairness

Act fairly and equitably to grow and develop together with our stakeholders.

Divided our business into two segments: Shalom Business and CuBe Business

Shalom Business

- ASP service
Monthly system service fee and initial setup fee, etc.
- System construction service
Sales of working time recording systems and payroll ledgers, etc.



CuBe Business

- Contracted development type semi-customized services
System customization and maintenance costs
- Cloud service



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Results highlight (consolidated)

- Sales up 34.8% YoY to 1,506 million yen due to the release of new product Shalom FOREVER.
(The first half sales reached a record high)
- Steady revenue from the Shalom Business up 44.6% YoY to 1,104 million yen due to stable recurring income.
- CuBe Business sales increased 17.9% to 331 million yen due to higher sales of semi-customized services and GooooN personnel evaluation systems.
- Gross profit up 131.8% YoY to 540 million yen.
- Many activities to lower operating cost for the cloud services and other components of the cost of sales. However, there was a 125 million yen operating loss because the yen has remained weak, the release of Shalom FOREVER was delayed and due to other reasons.
(The FY3/24 first half operating loss was 342 million yen)

Financial summary (consolidated)

2Q sales were up 35.9% YoY to 827 million yen because of the release of the new product “Shalom FOREVER. Increases in operating cost for the cloud services and expenses of customer support were responsible for operating loss of 53 million yen.

	2Q FY3/24	1Q FY3/25	2Q FY3/25	YoY change	Vs. 1Q FY3/25
Net sales	608	679	827	+35.9%	+21.8%
Gross profit	118	284	256	+116.1%	(9.9)%
<i>Gross margin</i>	19.5%	41.8%	31.0%	+11.5pt	(10.8)pt
Operating profit	(174)	(71)	(53)	-	-
<i>Operating margin</i>	-	-	-	-	-
Profit attributable to owners of parent	(182)	(74)	(59)	-	-
Basic earnings per share (Yen)	(33.69)	(13.77)	(11.05)	-	-

Unit: Millions of yen

Balance sheet (consolidated)

Decrease in current assets and non-current liabilities due to repayment of borrowings and other reasons. Dividend payments and the loss attributable to owners of parent reduced net assets. The goal is to restore financial soundness while launching new products and lowering the cost of sales.

	FY3/23	2Q FY3/24	FY3/24	2Q FY3/25
Total current assets	1,232	1,381	1,437	1,193
Accounts receivable-trade	507	487	564	563
Total non-current assets	1,327	1,249	1,120	1,061
Total current liabilities	831	989	1,010	1,013
Advances received	111	53	88	72
Total non-current liabilities	201	752	731	583
Total net assets	1,527	888	816	658

Unit: Millions of yen

Cash flows (consolidated)

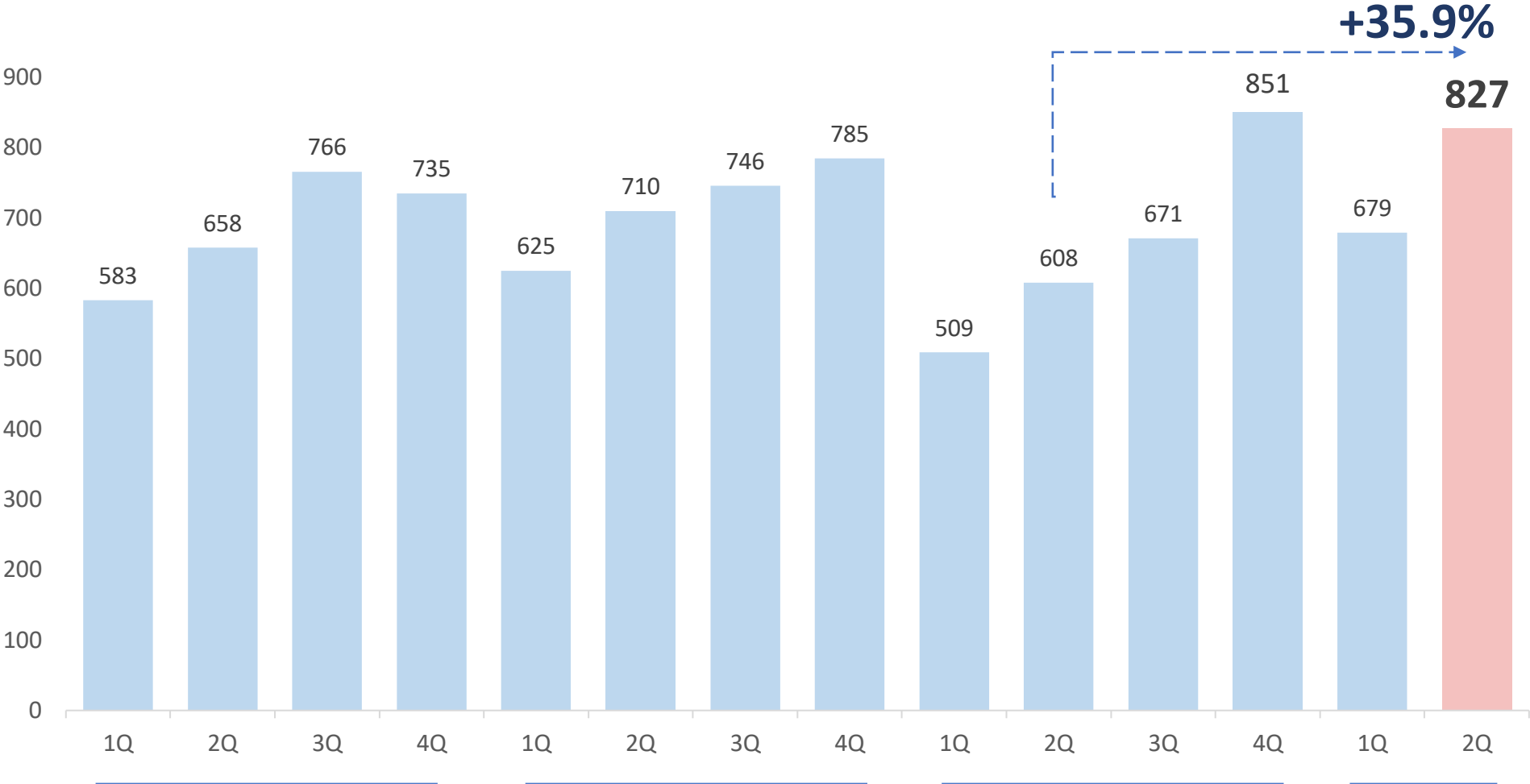
Cash flows from operating activities increased 131 million yen YoY.

Negative investing and financing cash flows because of investments to develop new products and the repayment of borrowings

	FY3/23	1H FY3/24	FY3/24	1H FY3/25
Cash flows from operating activities	617	(407)	(316)	131
Cash flows from investing activities	(557)	(146)	(353)	(164)
Cash flows from financing activities	88	671	772	(173)
Net increase (decrease) in cash and cash equivalents	148	117	102	(206)
Cash and cash equivalents at end of period	609	726	711	505

Net sales (consolidated)

2Q consolidated sales increased 35.9% YoY to 827 million yen.



FY3/22

FY3/23

FY3/24

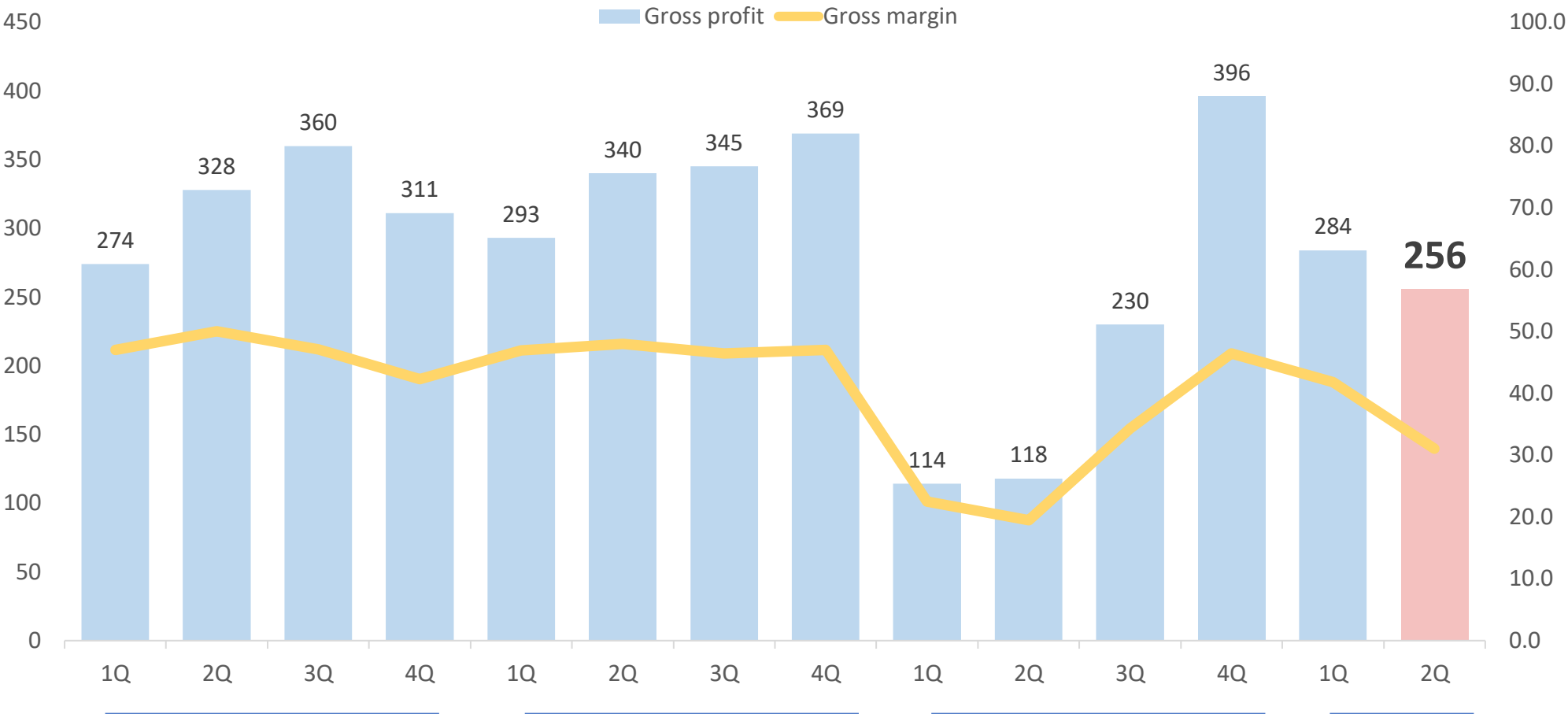
FY3/25

Unit: Millions of yen

Gross profit (consolidated)



Gross profit up 116.1% YoY
Gross margin up 11.5pt YoY



FY3/22

FY3/23

FY3/24

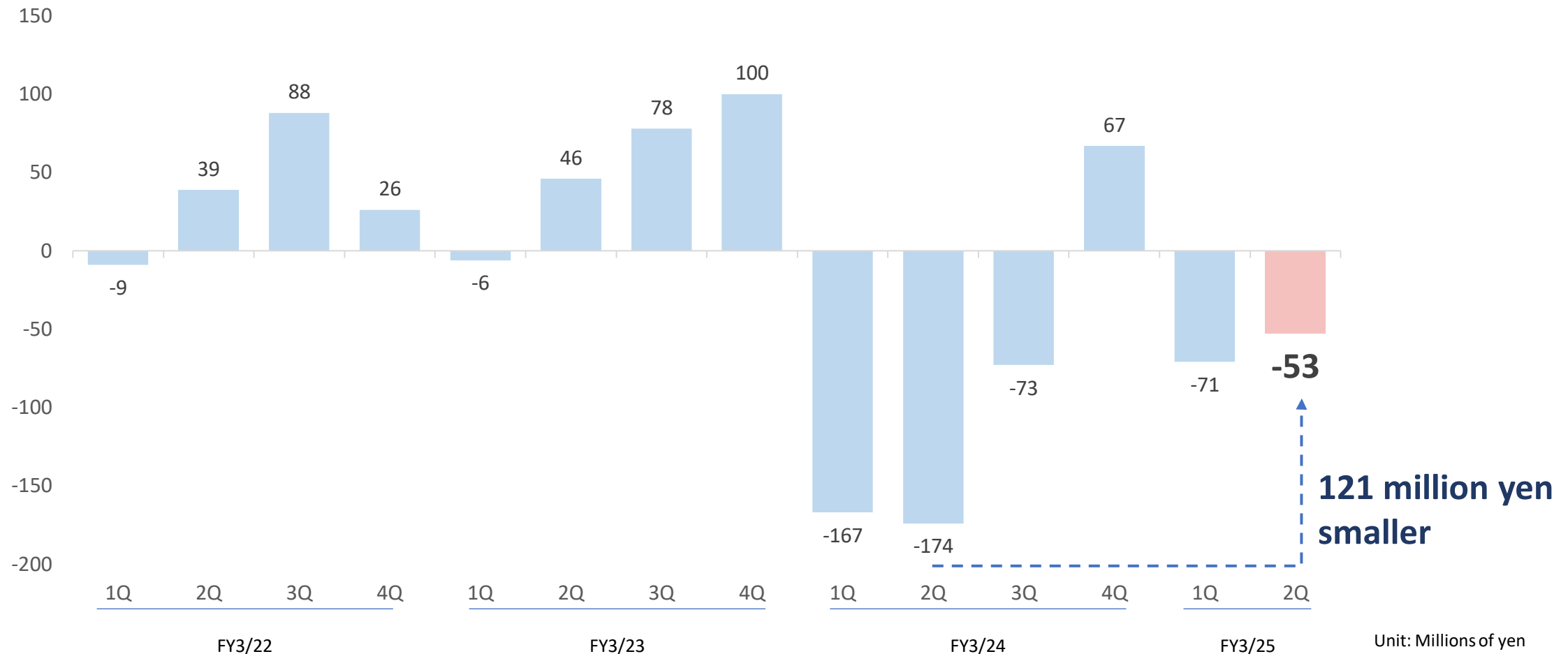
FY3/25

Unit: Millions of yen, %



Operating profit (consolidated)

Progress with dealing with the FY3/24 ransomware incident, but new product releases are delayed. Furthermore, the yen's depreciation and other factors are raising operating cost for cloud services. The result was a second quarter 53 million yen operating loss.

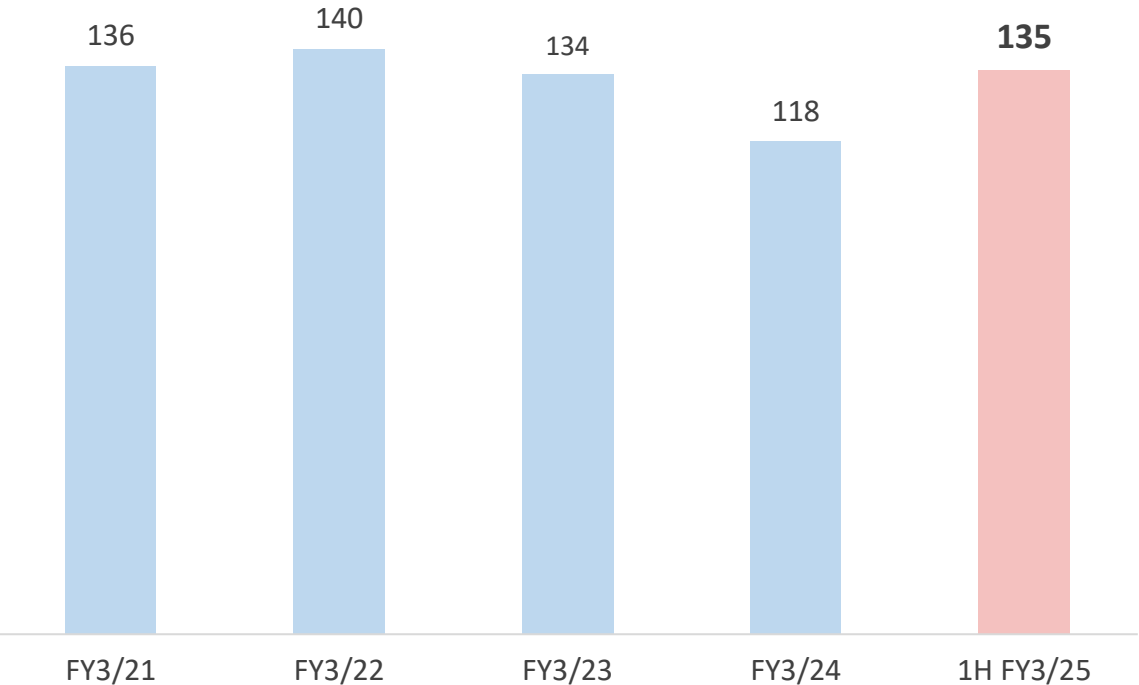


Number of employees (consolidated)



The recruitment of new college graduates and people with previous work experience is continuing to strengthen development and support systems

Number of employees



Composition of employees

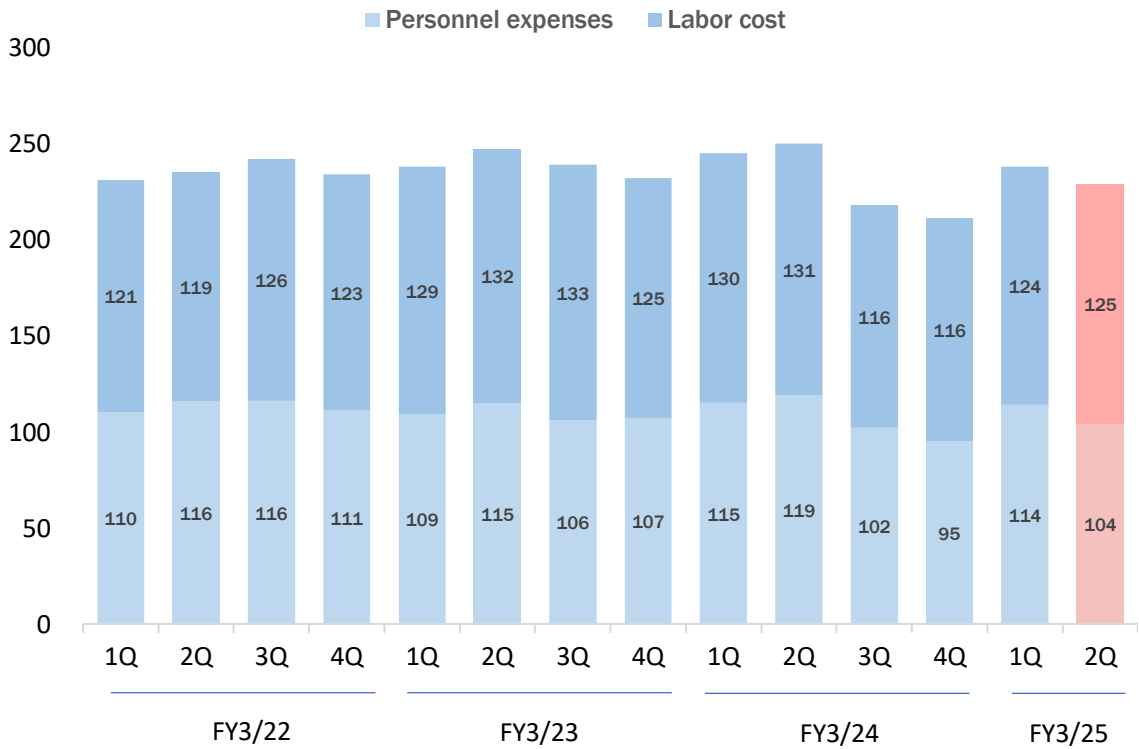


Personnel and promotion expenses (consolidated)

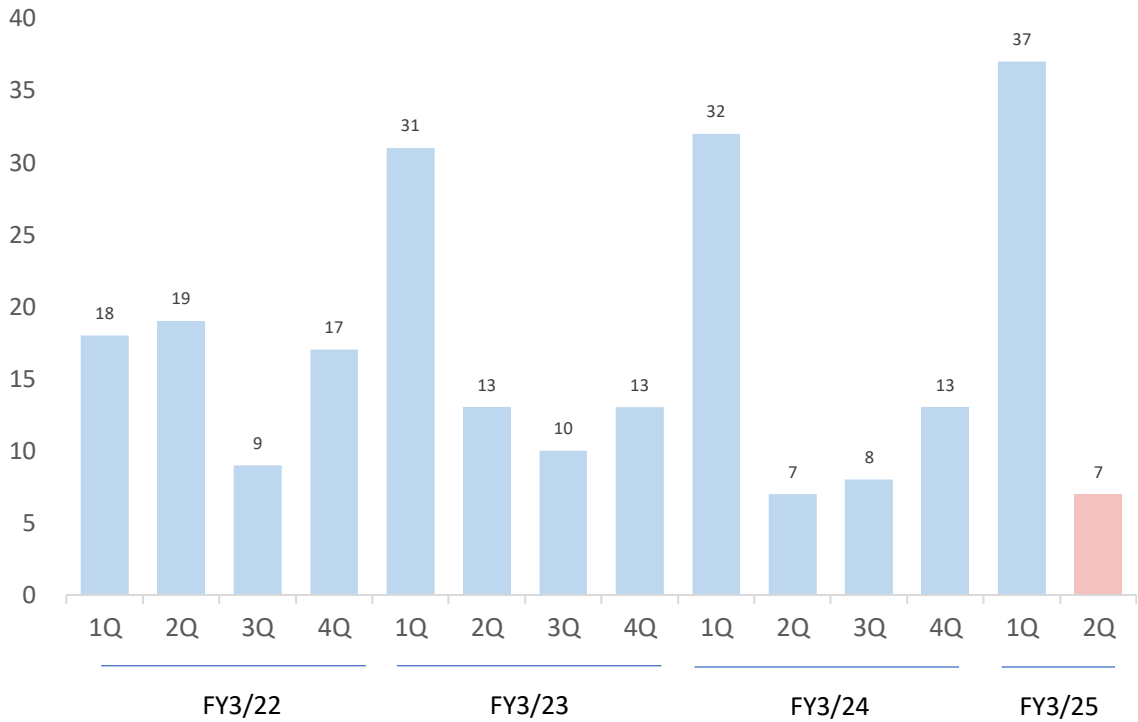


Personnel expenses up due to a salary increase in April 2024
Promotional activities reduced while responding to the ransomware incident; started returning to normal in April 2024

Personnel expenses / labor cost



Promotion expenses

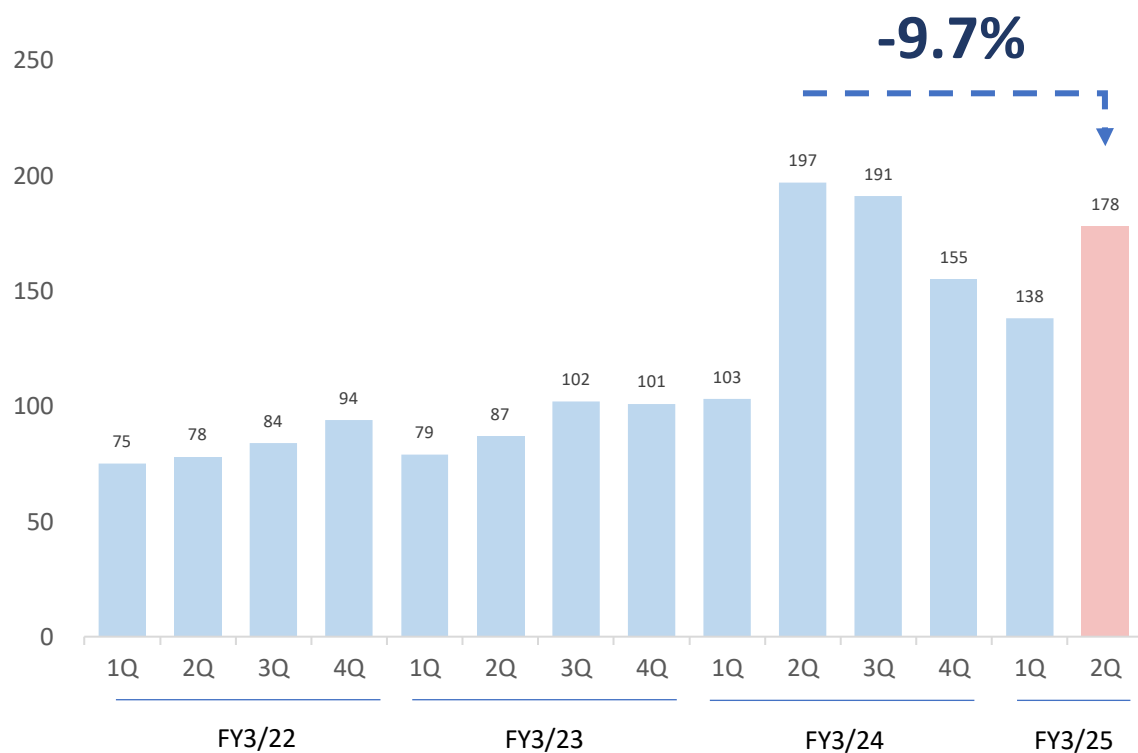


Unit: Millions of yen

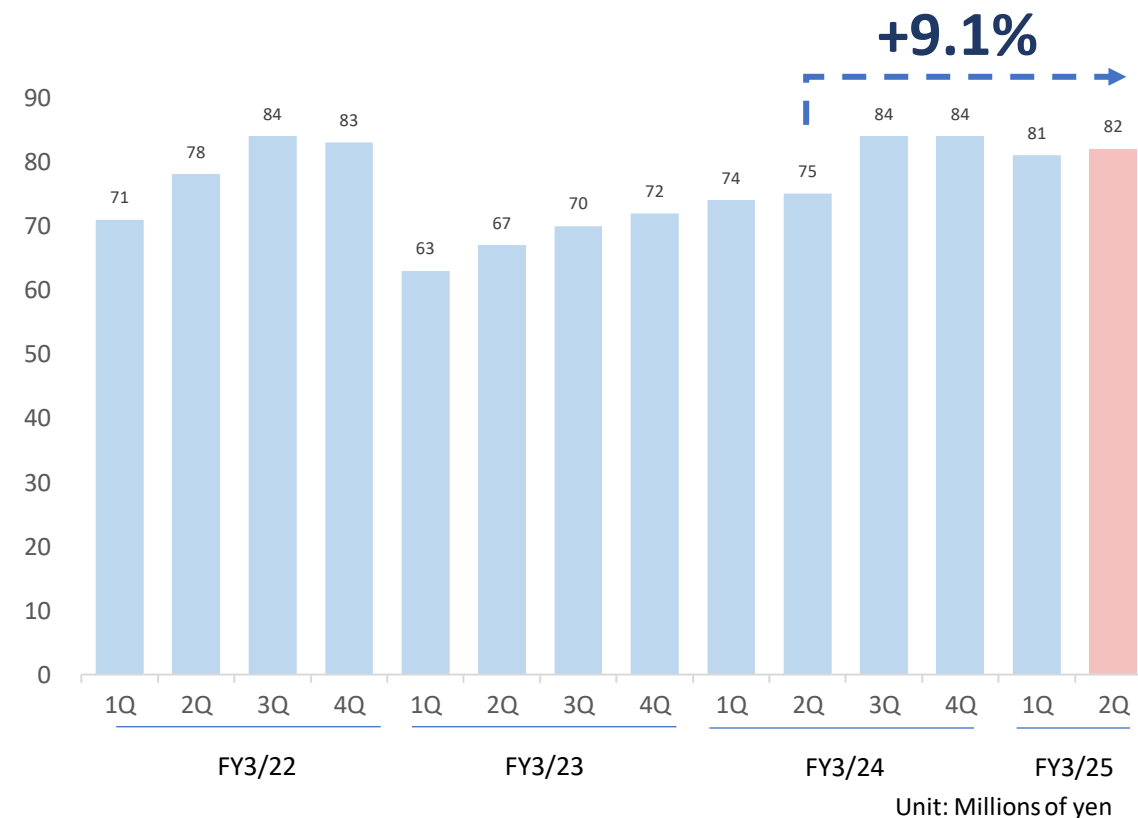
IDC and software amortization expenses (consolidated)

IDC expenses decreased from one year earlier and increased 40 million yen in the second quarter due to the end of a discount but are expected to decline in the second half as a new product was released. Small increase in software amortization expenses due to launch of a new product.

IDC expenses



Software amortization expenses



Unit: Millions of yen

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● Introductions^{*1}

3,085
companies

● IDs issued^{*1}

12,890
IDs

● Registered companies^{*1 and *2}

810,000
companies

● ARPU^{*3}

55,200
yen

● ARPA^{*4}

13,200
yen

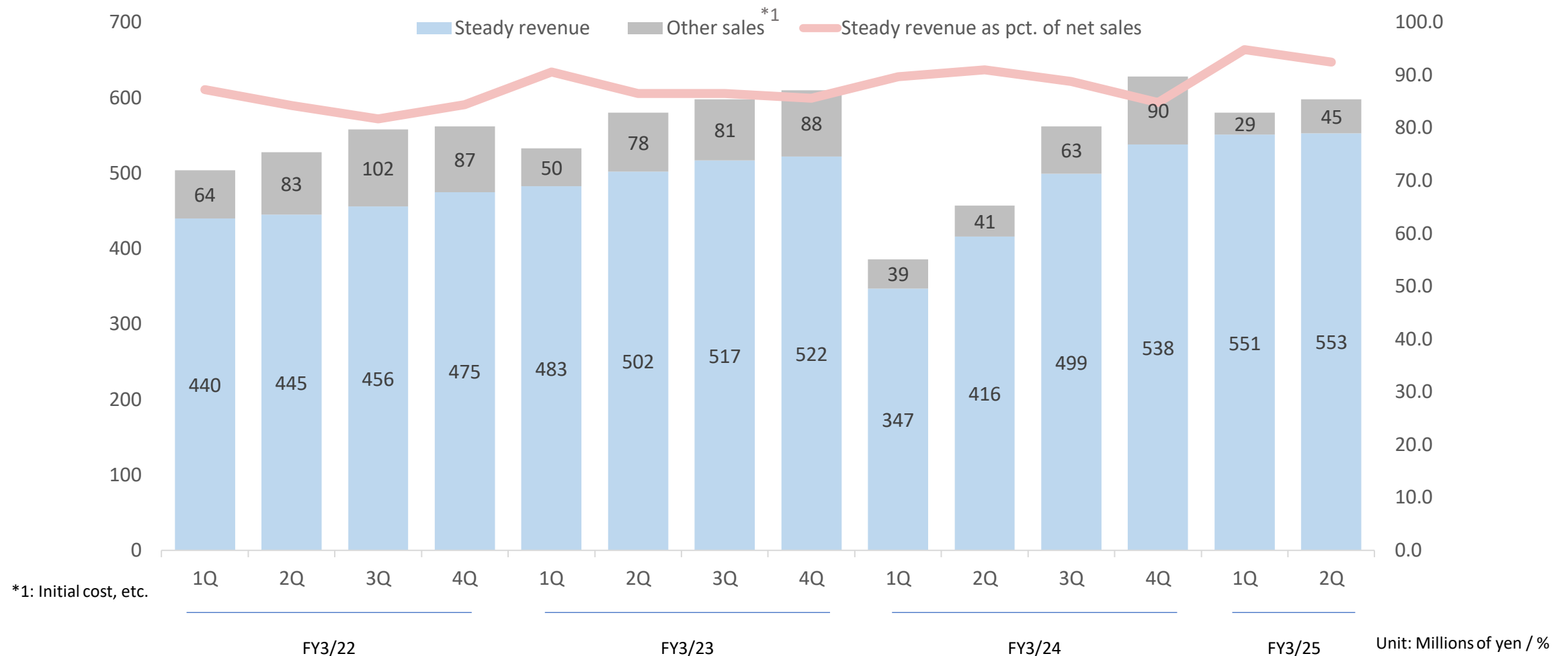
*1: Number of introductions, IDs issued, and companies registered in the Shalom series as of the end of September 2024

*2: The method for aggregating was changed in the first half of FY3/25.

*3: Average Revenue Per User of the Shalom series as of the end of September 2024

*4: Average Revenue Per Account using the Shalom series as of the end of September 2024

Steady revenue increased 32.7% YoY and remained steady as a pct. of net sales.



The loss decreased YoY as sales continue to grow, but the cloud service operating cost continues to increase because of the yen's depreciation and other reasons.

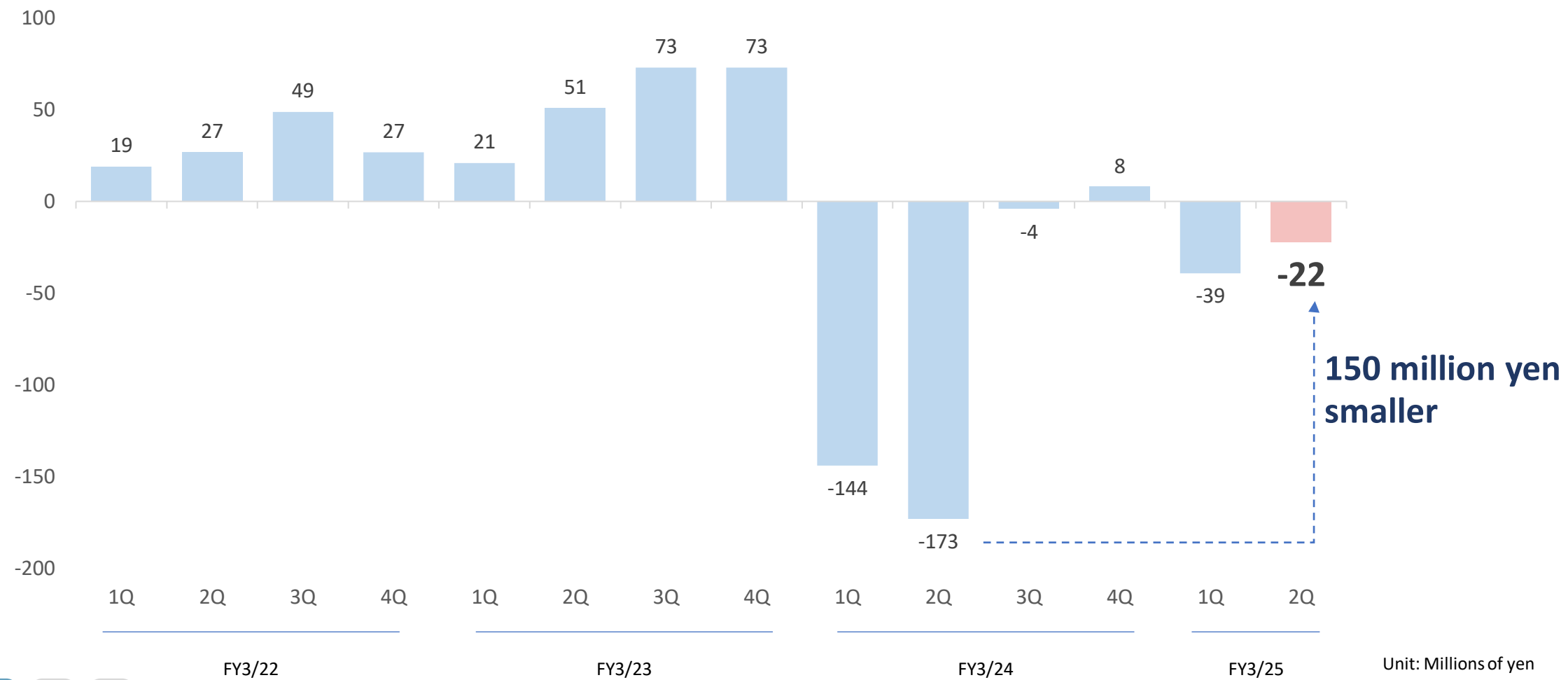
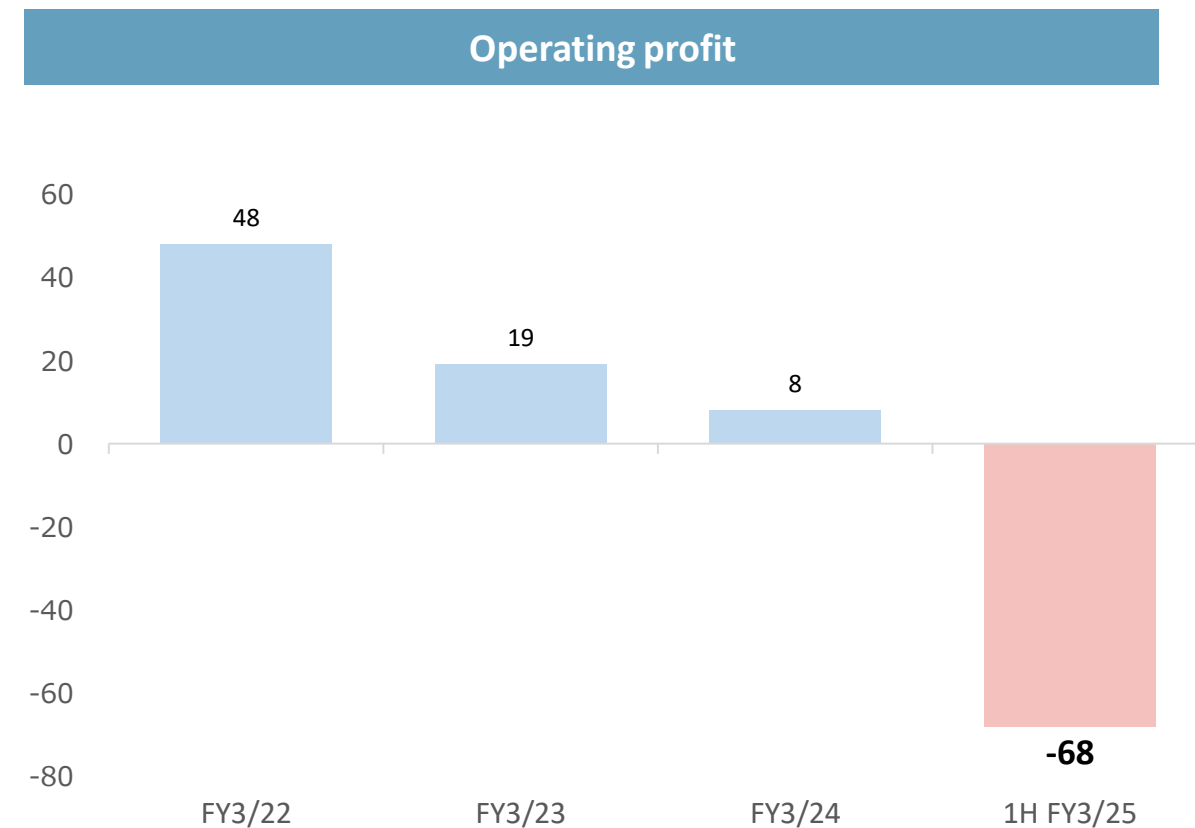
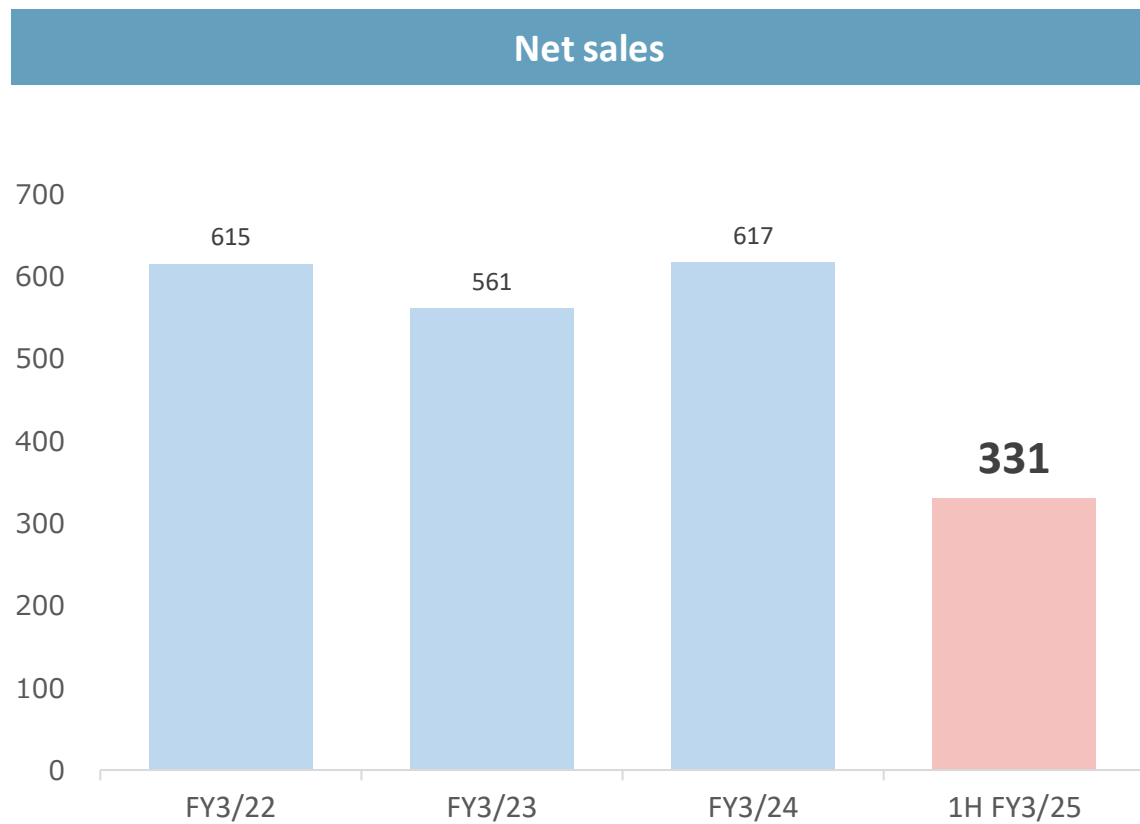


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Net sales and operating profit

First half loss of 68 million yen because most outsourcing expenses were incurred in the first half, but aiming for higher sales and earnings in FY3/25 due to a large volume of orders expected in the second half.



Unit: Millions of yen

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Shalom updated and replaced with Shalom FOREVER

Shalom FOREVER, a system that will follow Shalom V5.0, was released

*Planning on using different schedules for some users requiring customization and certain other users

Shalom FOREVER – Outstanding efficiency and intuitive operations

MKSystem has significantly revised and upgraded Shalom V5.0, which is currently used at offices of labor and social security attorneys nationwide, for even more advances involving simplicity and efficiency of operations and security.

User interface designers provided oversight of this major redesign project that made all elements of Shalom internet compatible. The two primary goals of this upgrade were maximizing efficiency and enabling intuitive operations regarding complex social and labor insurance administrative procedures and salary calculation tasks.

After the launch of Shalom FOREVER, this product will be updated as required with new functions and services to meet users' needs by incorporating new advances in the field of cloud technologies.

Shalom FOREVER – Three key features

Feature 1

Intuitive operation that is easy to understand

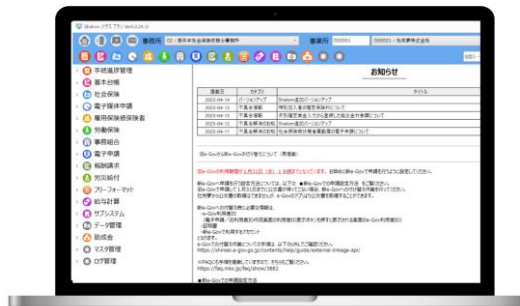
Feature 2

Big improvement in efficiency for file uploads and keyboard use

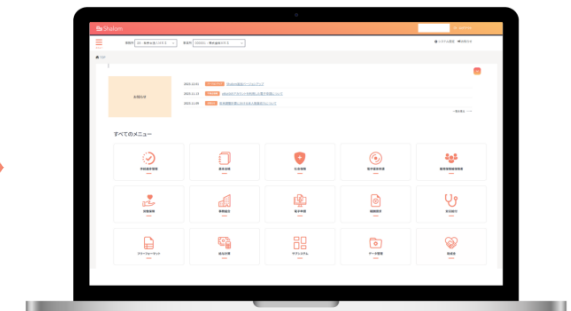
Feature 3

Big improvement in security due to the use of advanced technologies

Menu screen of Shalom V5.0



Menu screen of Shalom



*Screen images are not final and may change.

Shalom updated and replaced with Shalom FOREVER

Seminar prior to the launch of Shalom FOREVER, a next version of Shalom V5.0, to ensure a smooth transition for users

At the seminar, people currently using an MKSystem product received the latest information about Shalom FOREVER, saw a thorough demonstration and learned about how to change to this product seamlessly.

Upcoming Shalom series DX products will be linked with Shalom FOREVER to achieve a dramatic improvement in the efficiency of business operations. The seminar also included a schedule for the release of SR-SaaS.

Seminar feedback

“Easy to understand” “Useful information”
But also “I wanted more detailed information.”

→ **Seminars for specific FOREVER functions**

<https://www.mks.jp/shalom/news/20240830a/>

● **Applicants**
695 (492 businesses)

● **Participants**
587

*Planning on using different schedules for some users requiring customization and certain other users



Popular programs and reasons

● **The future of digital transformation (DX) products**

→ MKSystem provides functions that other companies cannot match.

● **Demonstration – The future of DX products**

→ Information that enables users to decide if they should continue to use Shalom products

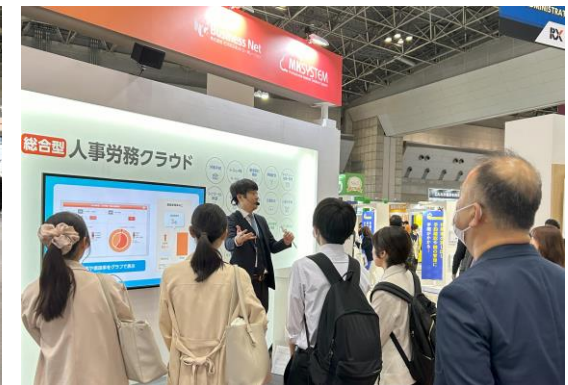
The MKSystem booth at HR EXPO 2024

MKSystem again had a booth at the spring HR EXPO along with subsidiary Business Net Corp. Visitors learned about a variety of products, with emphasis on Shalom Company Edition.

The booth uses orange highlights to promote the new Shalom FOREVER and is structured for quickly giving visitors an understanding of the services of MKSystem. Visitors to the booth appreciated demonstrations by salespeople, posting of examples of businesses using Shalom FOREVER and other information.

HR EXPO 2024

Examples of how Shalom FOREVER is used



Promotion activities 2/New products

Seminar explaining successful use of Shalom

An individual from a labor and social security attorney office using Shalom gave presentations to explain the benefits of Shalom and DX products. The office is using these products to provide a larger range of consulting services to clients.

Feedback: “I appreciated hearing about how a company is using these products and about its knowhow.” “I want to use these products at my office too.”



DirectHR 3000 licenses sold out!

Example of **successful** DX strategy
at el'm Labor and Social Security Law
Office

Thursday, September 26, 2024
🕒 13:30 ~ 15:30

Launch in
November!
SR-SaaS member
terminals with
Shalom FOREVER
specifications

el'm 社会保険労務士法人
高宮 隆朗 様

Sales seminars for numerous products

Online seminars were held on a regular basis to allow people throughout Japan to learn about MKSystem products and services. Thorough explanations of DX products and examples of products in use were popular and led to many sales of these products.



MYNABOX未契約ユーザー様限定

マイナンバー管理システム
活用セミナー

参加特典
初期費用 5万円が
0円に

📅 2024年7月3日(水)
🕒 14:00~15:00

📺 online seminar



社会保険労務士法人アーク&パートナーズ
鈴木 健正 様・木下 翼 様 登壇

成功事務所がお伝えします!
年末調整の
ペーパーレス化

📺 online seminar

2024年9月12日(木)
14:00~15:30

社会保険労務士法人アーク&パートナーズ
鈴木 健正 様
社会保険労務士法人アーク&パートナーズ
木下 翼 様



online seminar

顧問先で簡単に導入できる
人事管理・評価システム

Goooon 社労夢連携版を
社労士事務所に解説

📅 2024年9月27日(金)
🕒 14:00~15:00

社労夢連携版 Goooon

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Basic policy for upgrading security

Main security initiatives of MKSystem

Many activities will continue for more quality and performance improvements and upgrades

All actions have been
completed

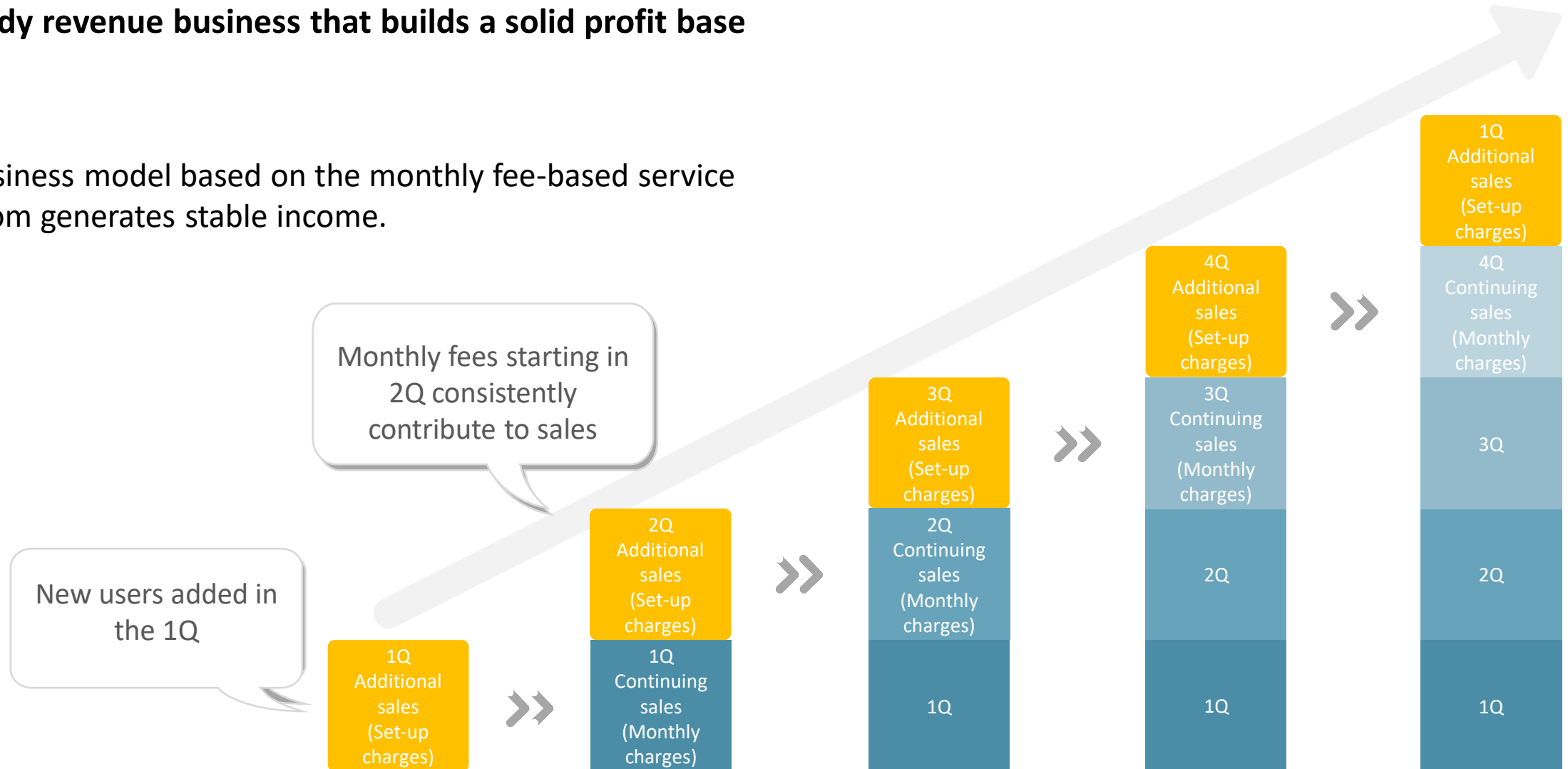
No	Action	Description
1	Upgrade network security	Full utilization of AWS security functions + Addition of multi-factor authentication
2	Upgrade endpoint security	Virus protection software + Behavior detection EDR (SOC)
3	Rigorous OS and software update management	Use automation/labor-efficient processes to shorten the time needed to start using updates
4	Periodic penetration test (vulnerability test)	Testing when released and then twice every year
5	Periodic risk assessments and information security audits	Every month for individual themes
6	Review information security framework (using information security professionals)	Use advisory contracts with external info security specialists
7	Establish framework for responding to information security incidents (computer security incident response teams (CSIRT))	Dispersed CSIRT (used only when an incident occurs)
8	Information security education for employees (education programs on a regular basis)	Switch to education programs created for specific roles and management levels
9	Reexamine the business continuity plan (IT-BCP)	Create and implement a plan using an AWS platform

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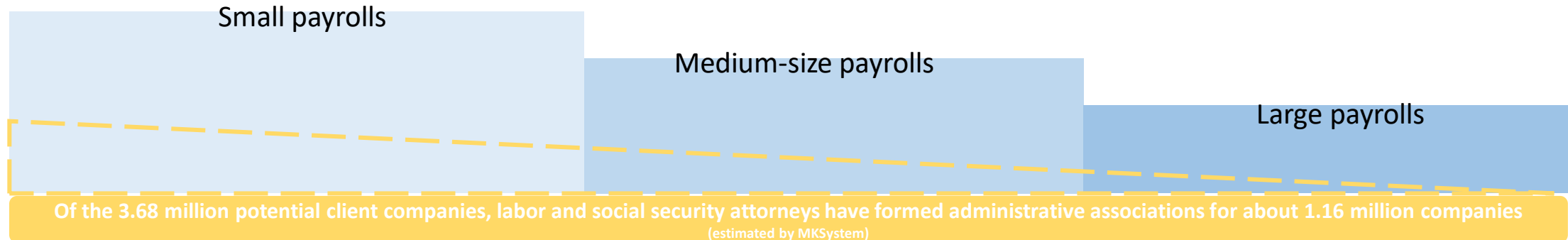
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Steady revenue business that builds a solid profit base

A business model based on the monthly fee-based service Shalom generates stable income.



Our target extends to all companies that outsource/not outsource to labor and social security attorneys. The goal is cross-selling by increasing the use of products associated with the Shalom series.



Mainly for labor and social security attorney offices and labor insurance administration associations

 Shalom

 MYNABOX

ネットde顧問

ネットde
Net de
事務組合
jimukumiai

Mainly for general corporations

 Company Edition

 MYNABOX CL

 Business Net CuBe

All users

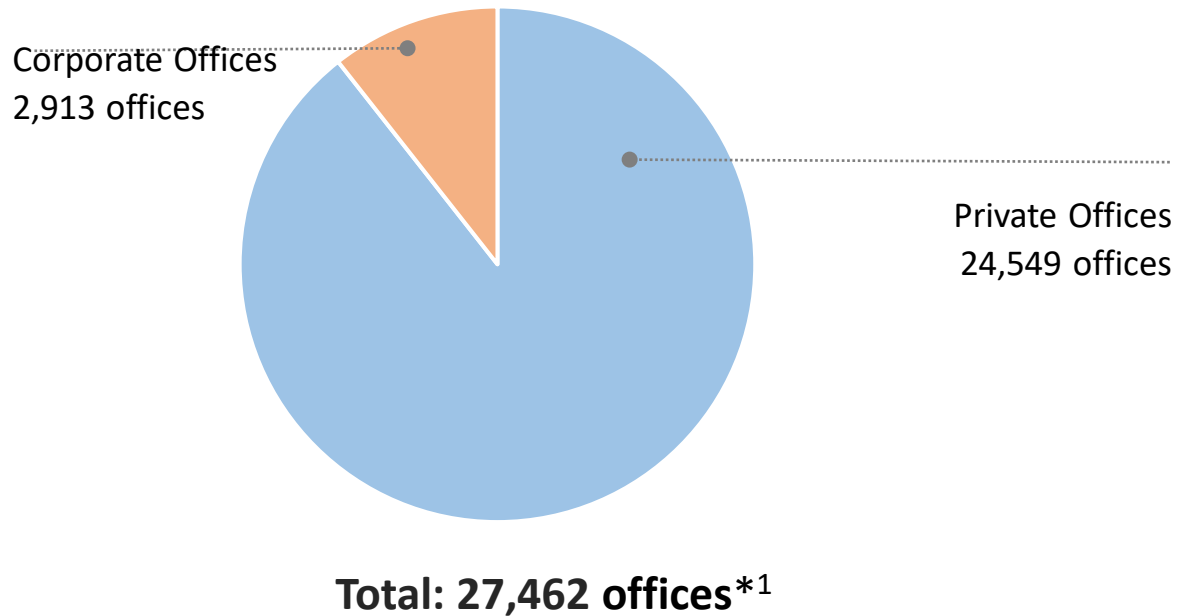
Direct  **HR**

eNEN

 CP Cloud Pocket

GooooON 

General corporate and labor and social security attorney market



*1. Aggregated by MKSystem based on the White Paper on Labor and Social Security Attorney 2024 prepared by Japan Labor and Social Security Attorney's Association

*2. Reflects the number of services for the Basic Plan, House Plan and Lite Plan

End-Sep 2024

Offices using our systems*2 **2,427** offices

Vs. End-Mar 2024 **+23** offices

Our market share **8.8%**

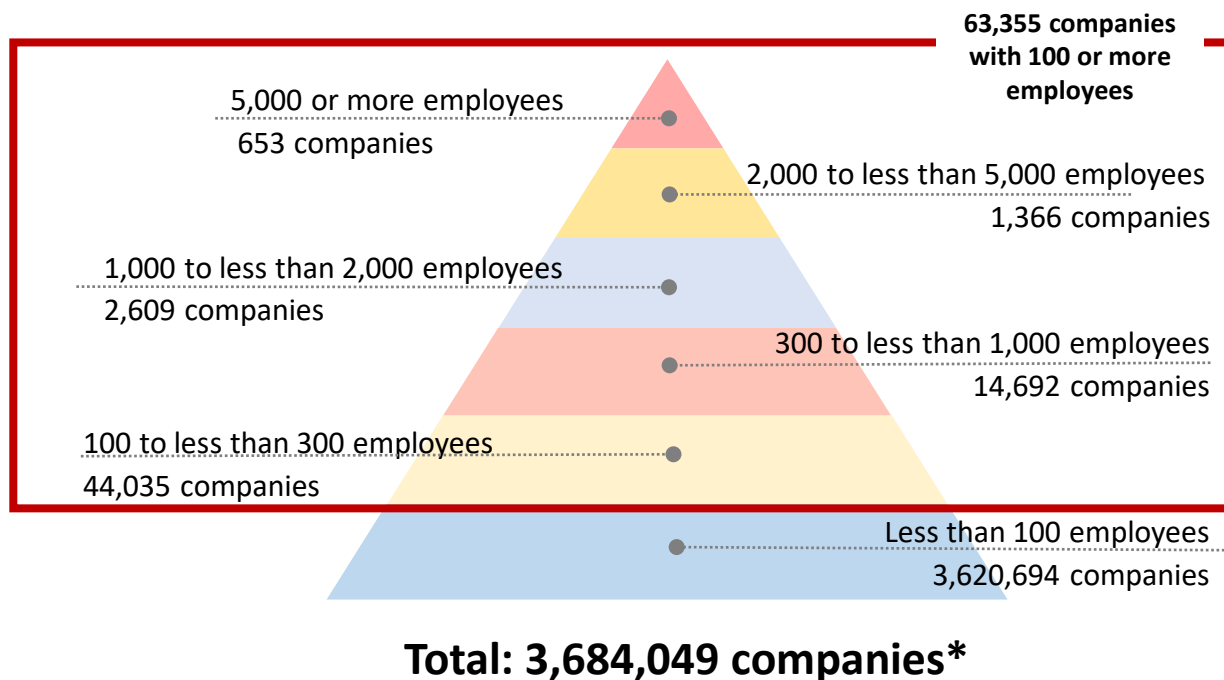
Number of clients registered in our systems **0.81** million offices

- Number of companies registered in our systems are 22.0% of general corporations

Additionally, 69.8% of general corporations that use labor and social security attorneys are using MKSystem products.

- There is only one labor and social security attorney at 56.4%*1 of labor and social security law offices. A large percentage of these small offices probably do not use an IT system of MKSystem or another company.
- Continue to expand the product portfolio and develop more linked services for client companies

General corporate market



End-Sep 2024

Introductions in the Shalom Business	106
Introductions in the CuBe Business	123

- There is still a large market for major companies. In addition to the Shalom series, the number of companies using the year-end tax adjustment system and other systems is steadily increasing.
- Enhanced tuning support and BPO support

*Aggregated by MKSystem based on the 2021 Economic Census for Business Activity (Tabulation of Enterprises, etc. and Tabulation across industries) conducted by the Ministry of Internal Affairs and Communications and the Ministry of Economy, Trade and Industry

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Financial summary (consolidated)

Forecast a recovery from the FY3/24 sales and earnings downturn caused by the ransomware incident. Aiming for growth of cloud service sales and earnings and reaching profitability by adding new services and taking other actions in the second half.

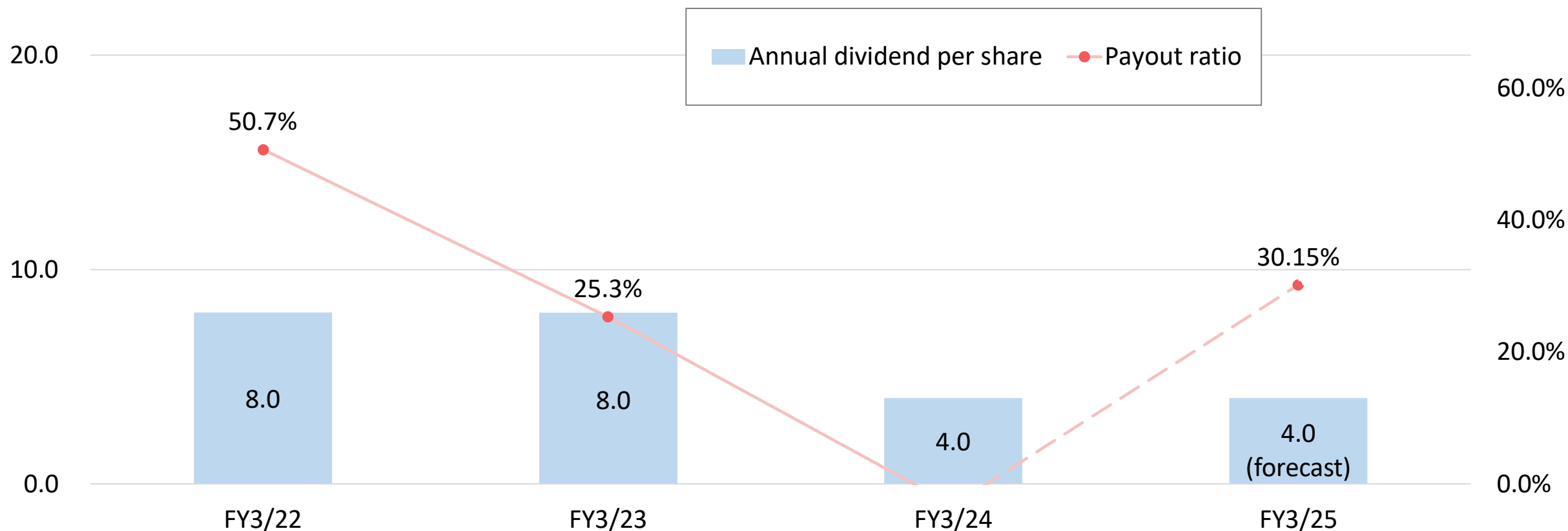
	1H FY3/25 Actual	FY3/25 Forecast	Progress Rate
Net sales	1,506	3,240	46.5%
Gross profit	540	1,516	35.6%
<i>Gross margin</i>	35.9%	46.8%	-
Operating profit	(125)	107	-
<i>Operating margin</i>	-	3.3%	-
Profit attributable to owners of parent	(134)	73	-

Unit: Millions of yen

Dividend forecast for FY3/25

Our basic policy is to pay dividends while placing emphasis on the consistent distribution of earnings to shareholders.

Despite a loss in FY3/24, dividend was based on this earnings distribution policy.



Unit: Yen

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Our mainstay service (Shalom 1)



A system for labor and social security attorney offices
For number one and two tasks performed solely by social security attorney offices

Tasks performed by labor and social security attorneys

No. 1 tasks

Preparation of reports submitted to govt. agencies and agency services for clients

No. 2 tasks

Preparation of accounting ledgers in accordance with labor and social security laws and ordinances

No. 3 tasks

Labor management and social security consultations and guidance (consulting tasks)



Client company

Company A staff

Company B staff

Company C staff



Labor and social security attorney office



Administrative agencies



Public Employment Security Office (Hello Work), Pension office, Japan Health Insurance Association (Kyokaikenpo), Labor Standards Inspection Office, Health Insurance Society



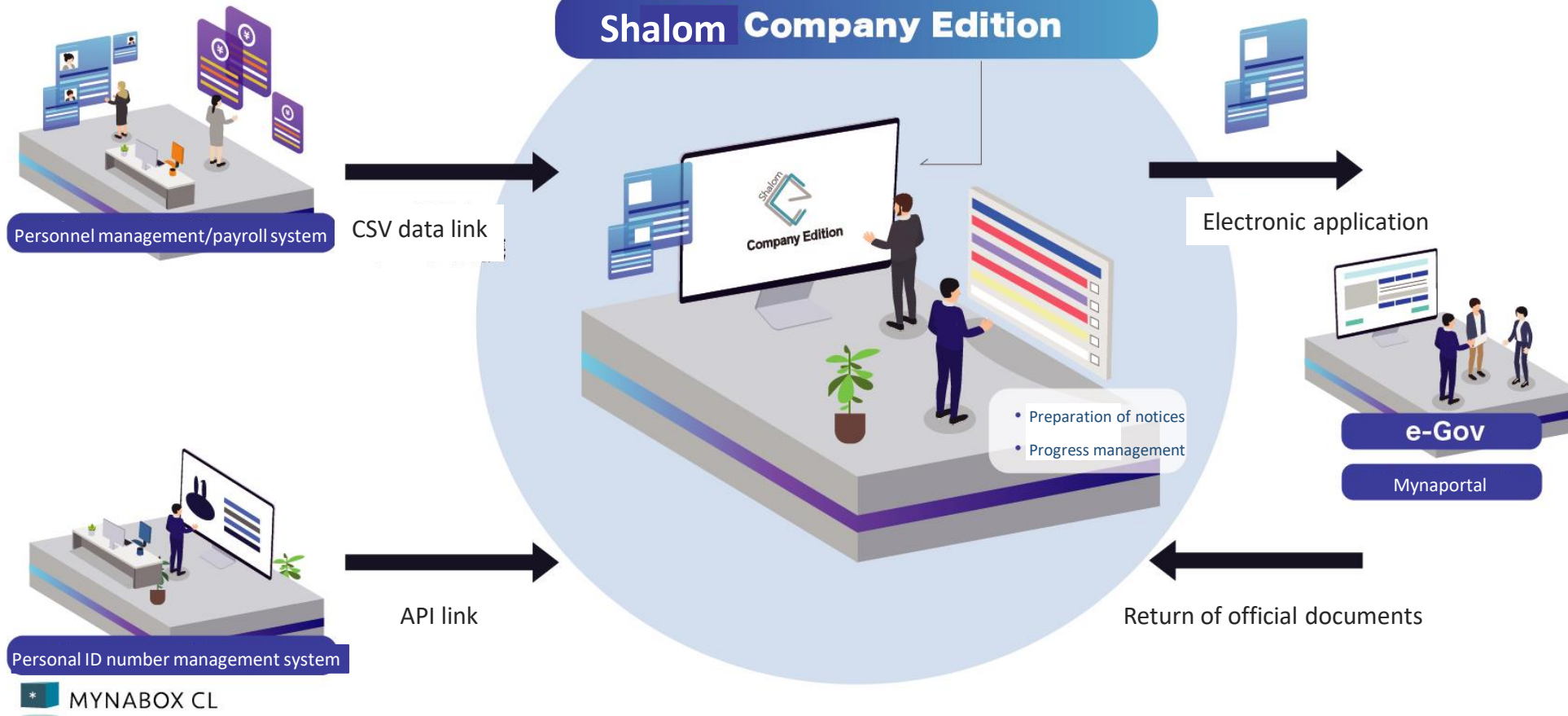
Our mainstay service (Shalom Company Edition)



Company Edition

A version of Shalom for companies that is fully compatible with making e-applications mandatory at large companies

Allows performing internally all application procedures for unemployment and social security insurance



MYNABOX CL

*Shalom series personal ID number management system

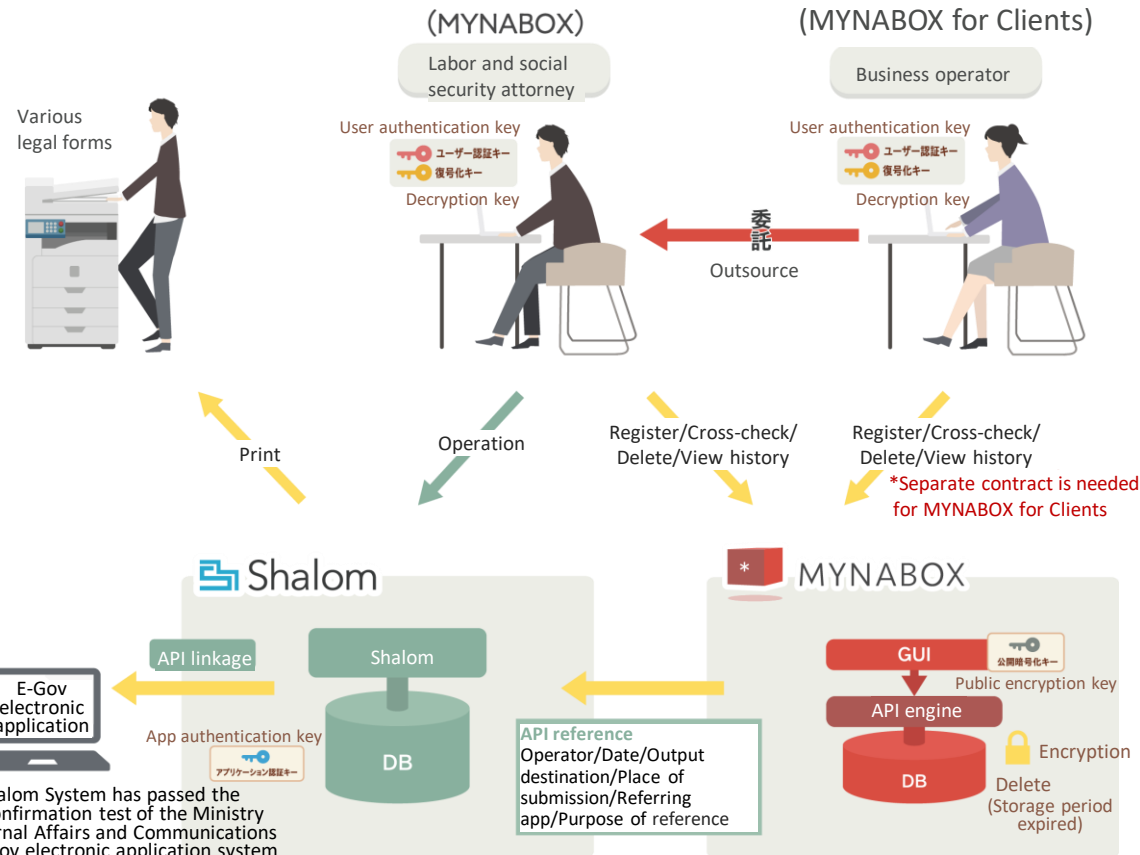
*Can be linked with products of other companies (consultation required)

Our mainstay service (MYNABOX)

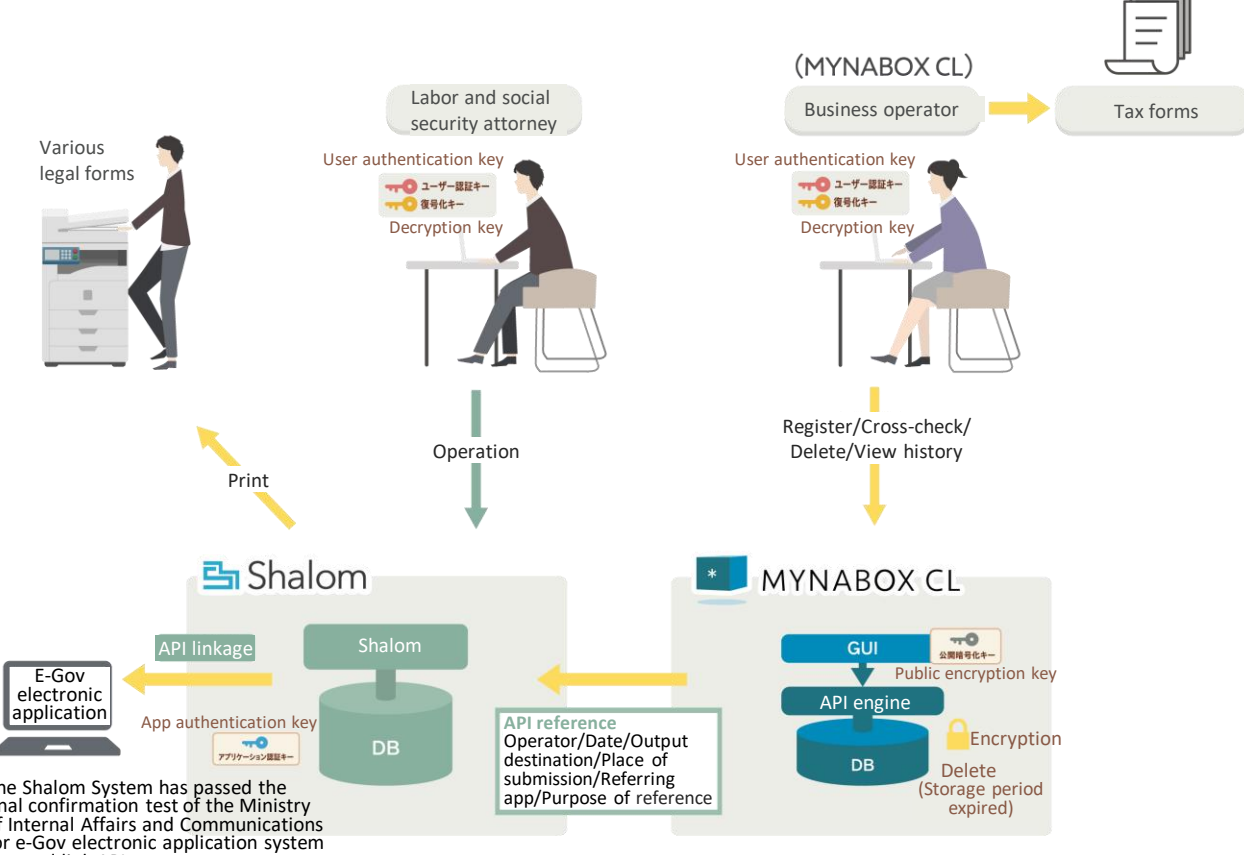
* MYNABOX

A personal ID number management system that can be used with Shalom Links with a variety of procedures and a use history and other capabilities

* MYNABOX Flowchart



* MYNABOX CL Flowchart



* The Shalom System has passed the final confirmation test of the Ministry of Internal Affairs and Communications for e-Gov electronic application system external link API

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Our mainstay service (Net de Komon)

ネットde顧問

Net de Komon

A web application for use with Shalom
Use with master data recorded in Shalom

Concerned about erroneous transmission?

Can process with correct information.



Client company



Labor and social security attorney

One step payroll calculation by linking with work attendance data

Can be accessed anywhere and anytime (Smartphone access)

Net de Shugyo

Real time access to employee's work attendance data. (Smartphone access)



Net de Chingin

Uses the same payroll accounting system as that of labor and social security attorney offices. Cuts back payroll accounting steps.



Net de Meisai

Paperless payroll slips. Realizes labor saving in stroke.



Net de Uketsuke

Place orders with labor and social security attorneys on the web.



Data sharing among employees

Net de Daicho

Employee data managed at labor and social security attorney offices can be accessed around the clock throughout the year



Net de Kisoku

Facilitates safety management by disclosing labor/employment regulations on the Web



Net de Schedule

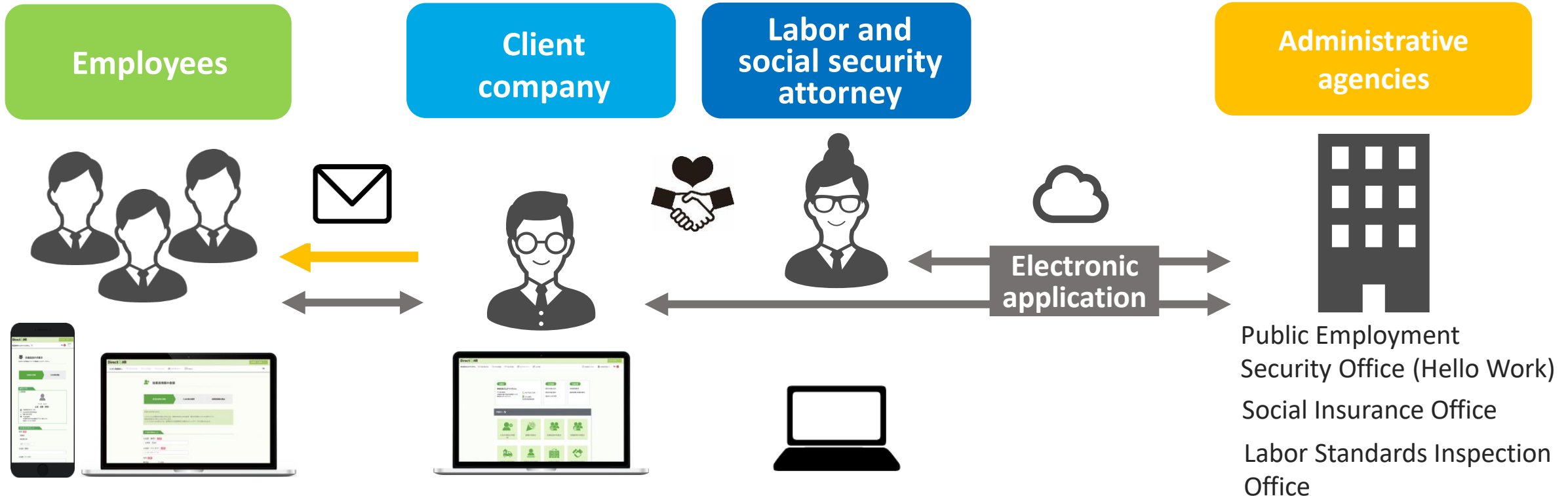
Management of business communication, in-house events, and personal schedules



Our mainstay service (DirectHR)

DirectHR

Centralized management using the cloud for all applications submitted by employees during their entire time at the company, including for events like childbirth. Smartphones and PCs can be used for applications. Handles everything from data input to e-applications.



New employment, retirement, addition/deletion of dependents, change of name and address, transfers, employment contracts, senior employment subsidy, start/end of child birth/care leave, nursing care payment, change in monthly salary, basis for calculating monthly salary, insurance benefit payments, change of category, register/change of personal ID number, year-end tax adjustment, payroll slips

Our mainstay service (eNEN)



Fully supporting year-end tax adjustment operations by reducing tax filling input and implementing progress management function

1. It makes the operation easy to understand!

The screen guides you “what to do,” “when to do,” and “how to do.”



2. Registered information is displayed from the start!

- ✓ The screen initially displays a form without redundant inputs.
- ✓ The system automatically calculates the deductible amount.
- ✓ The screen initially displays filling data of the previous year.

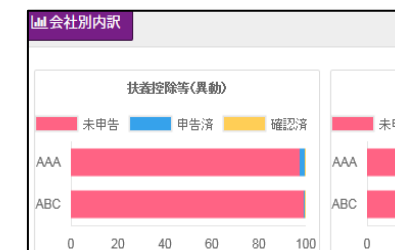
3. It reduces your workload at final submission!

- ✓ The system checks for your mistake.
- ✓ The system guides you what to submit.

Enhanced control with authority settings

Supporting business process of large companies and shared service providers!

Work environment with multiple personnel are classified into three elements (company, department, and person in charge).



Enhanced efficiency with progress management

It lets you know where the bottleneck is, thereby ensuring on-time delivery!

Progress of each process and the entire business process is managed on the system!



Our mainstay service (Cloud Pocket)



Cloud Pocket

For the safe and easy distribution and receipt of official documents. Greatly simplifies the distribution of job separation forms, benefit receipt qualification confirmation notices, workplace accident forms and other official forms as well as important company forms and other documents.

Client company



● Official/company forms and documents



Labor and social security attorney



Employees



Upload required documents to Cloud Pocket.

Employees can **download** the documents at their convenience.

Eliminates the **time** and **expense** needed to send forms and documents by postal mail to individuals at other offices.

✓ Highly secure folders for individuals

✓ Big reduction in the need for postal mail and hand deliveries

✓ Also handles uploads from labor and social security attorney offices

Our mainstay service

(Contracted development type semi-customized services / CuBe Business)



Business Net CuBe

Business process design + semi-customized system development
Accurate and flexible like the one for custom-built houses

Used by **half a million major company employees**. Your IT partner for the **reform of** human resources and general affairs **functions** as well as **for transition to DX**



人財CuBe Jinzai CuBe

Based on the job performance evaluation system, supports all the functions necessary for human resource development, self-personal performance assessment and human resource profiling



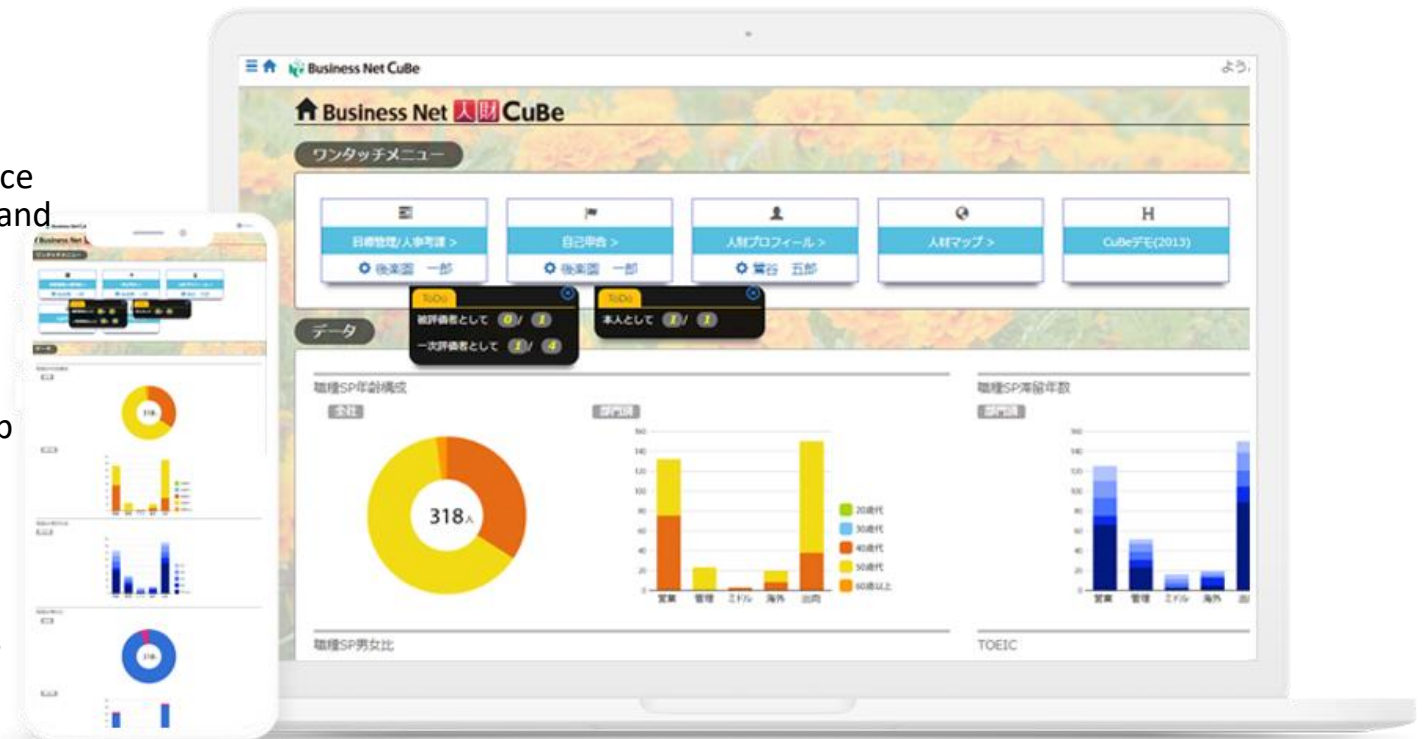
就業CuBe Shugyo CuBe

Covers all employee-related services, such as attendance management and payrolls and play roll slip checks



精算CuBe Seisan CuBe

Supports all the functions required for internal fiscal management, including payment to business partners and reimbursement of employee expenses



Our mainstay service (GooooN / CuBe Business)



A cloud service for personal job performance evaluation system that supports job performance management of half million employees at major companies
GooooN coordinates three business operations, deepens communication with employees, and supports human resource development led by on-site staff

The latest **evaluation and training tool** that you can use **on-site** on **a day-to-day basis**, **crystalizing know-how** that has been used by **large companies** for over 30 years

1

Prompting their growth through processes from execution to evaluation of **actual work**.

Target & performance management

- We wish to let our personnel learn more about the management's intention.
- We wish to set up target & performance management that makes our employees to participate with more enthusiasm.
- We wish to link target management to improvement in corporate performance.

2

Sharing information from different viewpoints **among people concerned** to encourage daily growth.

Human resource profile inquiry

- We wish to know personal profile of our staff in a timely manner.
- We wish to manage personnel data in single database and make full use of them.
- We wish to have a system to support employees' career development.
- We wish to have a contact point that directly connects personnel and personnel department.

3

Considering about future career, urging the personnel to develop as **he/she wishes**.

Self-assessment / Career plan

- We wish to make consideration over my current position and the way I want to be in the future.



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