



Presentation Material for 1Q of FY2017

Cookpad Inc.



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1. Business Overview

1Q Highlights

Overview

Due to divestiture of group companies etc. in FY2016, Sales revenue decreased and Operating margin improved.

Sales revenue : 3,660Mil -10.7% Growth vs Prior Year

Operating income : 1,972Mil -4.9% Growth vs Prior Year

“Cookpad” user trend : Decreased due to the Google Algorithm update

Premium Service

Premium Service sales growth driven by Revenue sharing Sales.

Premium Service sales : 2,339Mil +14.7% Growth vs Prior Year

Revenue sharing sales (included above) : 592Mil +30.4% Growth vs Prior Year

Advertising

Decrease in display ads due to limiting space dedicated to ads in order to focus on service development.

Ads sales : 1,121Mil -14.7% Growth vs Prior Year

1. Business Overview

Operation Results

(in millions of JPY)

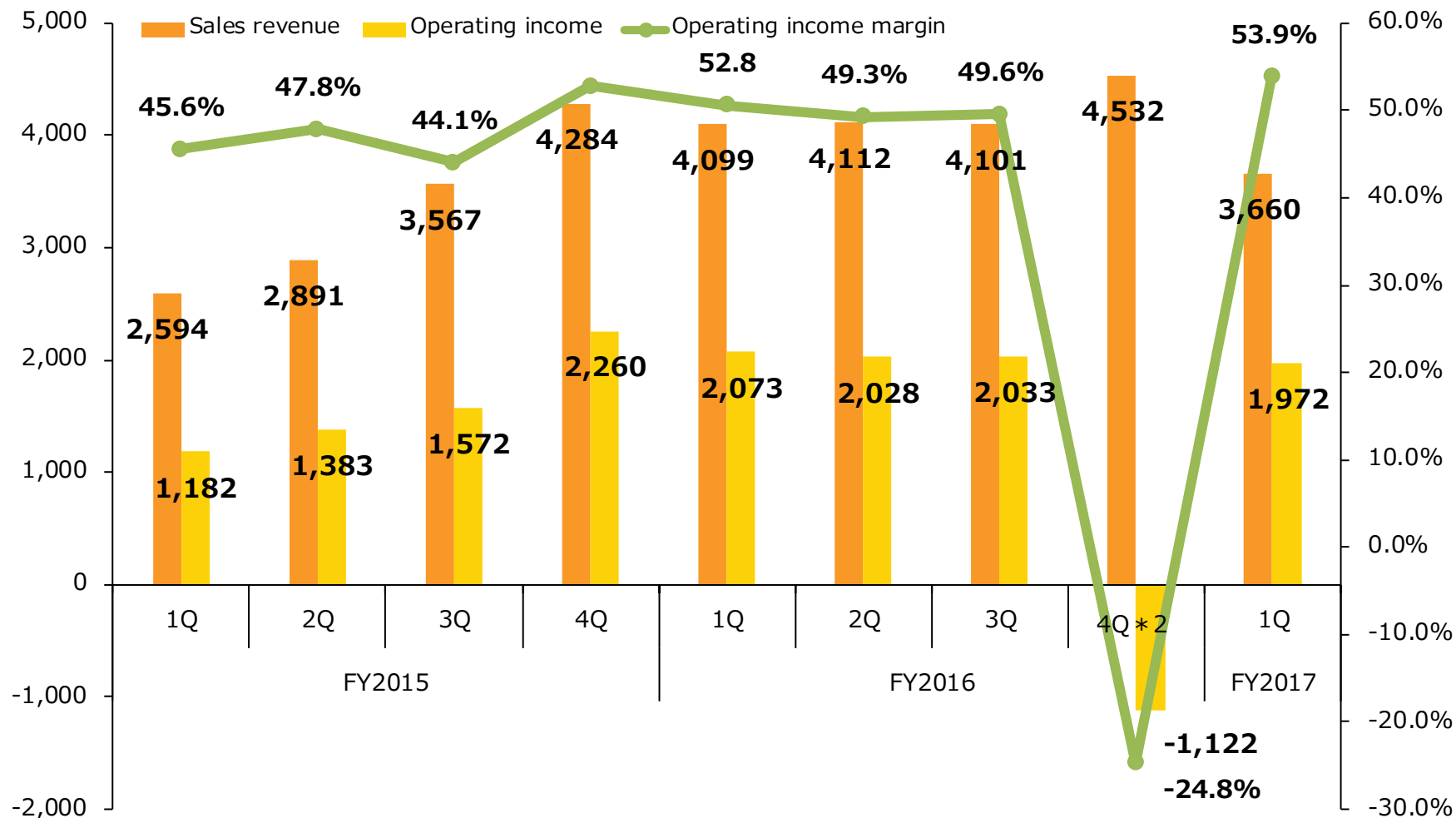
	FY2017 1Q (Jan. - Mar.)	FY2016 1Q (Jan. - Mar.)	vs PY	FY2016 4Q (Oct. - Dec.)	vs Pre. Qtr	Causes
Sales revenue (Continuing operations)	3,660	4,099	-10.7%	4,532	-19.2%	Mainly due to exclusion of Minnnano Wedding Co., from consolidation.
Operating income (Continuing operations)	1,972	2,073	-4.9%	-1,122	-	Decrease in Sales Revenue and SG&A due to the sale of group companies etc. in FY2016.
Operating income margin (Continuing operations)	53.9%	50.6%	+3.3pt	-24.8%	-	Improved profitability due to the sale of group companies etc. in FY2016.
Profit before tax (Continuing operations)	2,428	1,807	34.4%	-1,986	-	Increase in financial income due to gain on valuation of investment securities.
Profit attributable to shareholders of CookpadInc. (All business operations	1,517	1,084	40.0%	-2,778	-	Increase in Profit before Tax Continuing operations.

* Due to disposition of EC segment in 3Q 2016, revenue from EC segment is excluded under IFRS 5.

1. Business Overview

Sales revenue, Operating income by Quarter

(in millions of JPY)

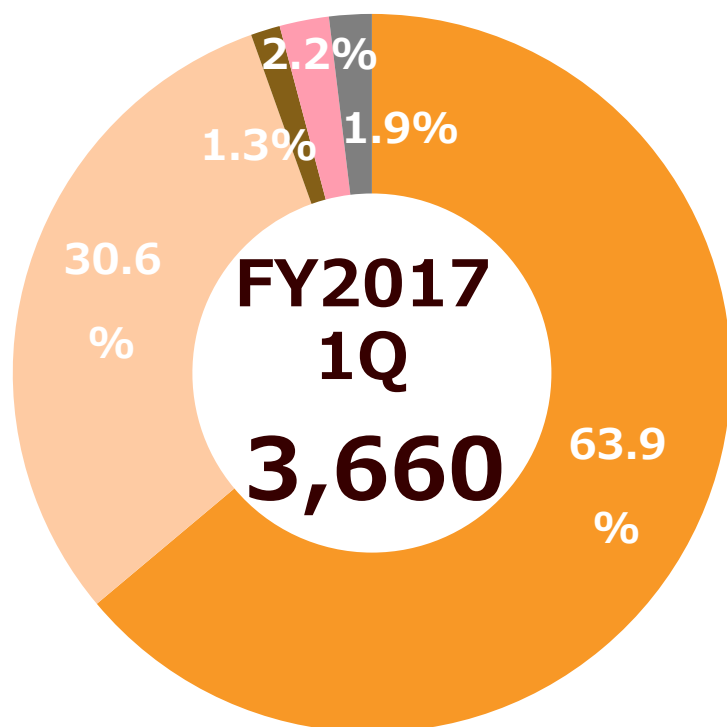


*1 Due to disposition of EC segment in 3Q 2016, Revenue and Operating income and loss from EC segment is excluded under IFRS 5.

*2 Recorded Impairment losses on goodwill of approximate 3.5 billion of JPY.

1. Business Overview

Sales revenue Mix



IT/Media

Recipe Services

(in millions of JPY)

Premium Service	2,339
"Cookpad" premium membership sales	
Advertising	1,121
Ad sales on "Cookpad" sites	
Others	48
Editorial fees for "Cookpad" related publications, etc	

Other IT/Media

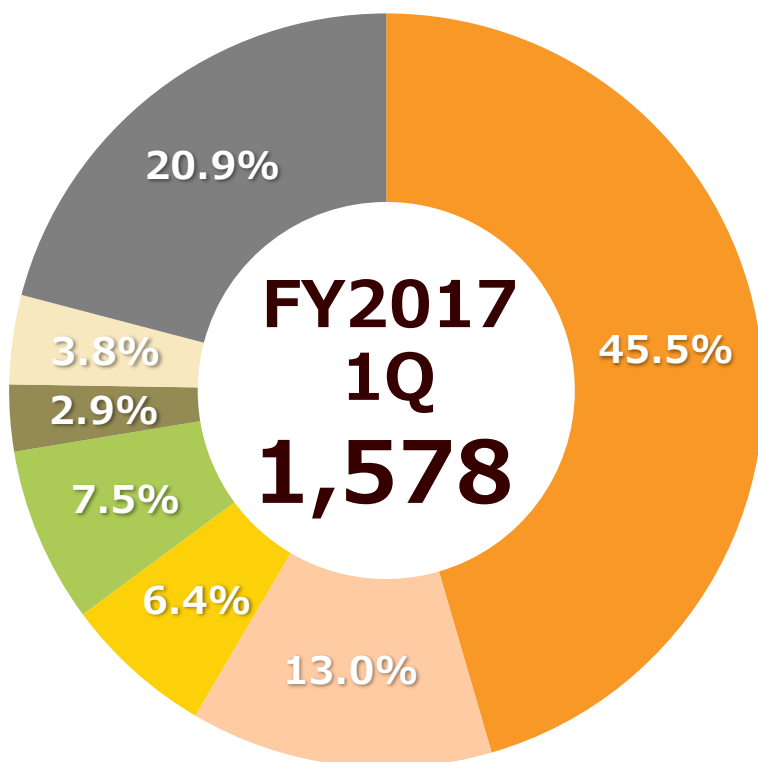
Other IT/Media	81
"Cyta", "Cookpad cooking school" sales	

Others

Others	70
Other than as described above	

1. Business Overview

SG&A Expenses Mix

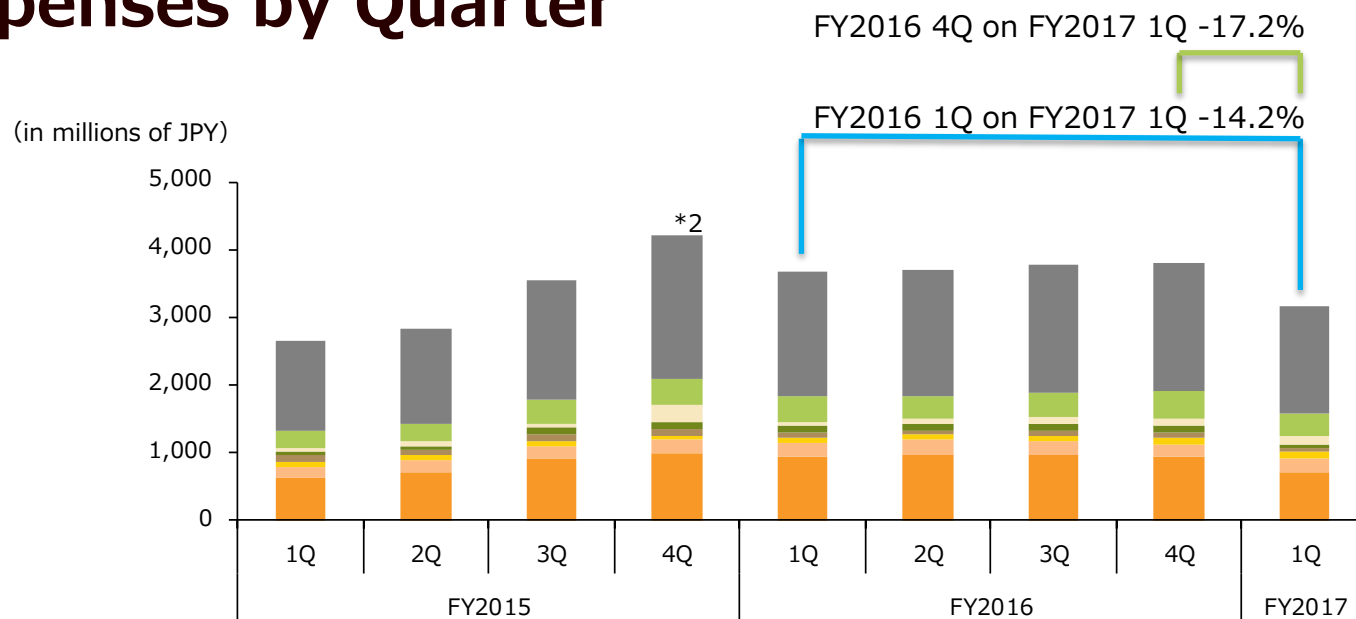


(in millions of JPY)

Personnel expenses	717
Salary for employees	
Sales commissions	204
To collect Premium membership fee through settlement platform	
Cloud computing fee	101
To use cloud computing for "Cookpad" services	
Outsourcing expenses	118
Mainly "Cookpad" outsourcing expenses	
Promotion fee/ Advertising	45
Promotion fee, Advertising for each service	
Rent	60
Office rent	
Others	330
	—

1. Business Overview

SG&A Expenses by Quarter



Others*1	256	254	353	387	377	341	353	393	330
rent	57	58	99	100	94	93	100	95	60
Promotion fee/ Advertising*1	89	76	83	99	77	57	62	77	45
Outsourcing expenses*1	55	66	54	260	63	78	116	117	118
Cloud computing fee	74	81	81	63	82	83	81	92	101
Sales commissions	164	182	188	195	202	214	214	186	204
Personnel expenses	630	698	914	999	942	978	963	941	717
Total	1,327	1,418	1,774	2,107	1,840	1,848	1,891	1,905	1,578

Consolidated employees as end of quarter	291	365	487	519	499	523	516	321	333
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*1 Changed subject from FY20171Q.

*2 Cost about 200M JPY for management change in English recipe site ALLTHECOOKS.

1. Business Overview

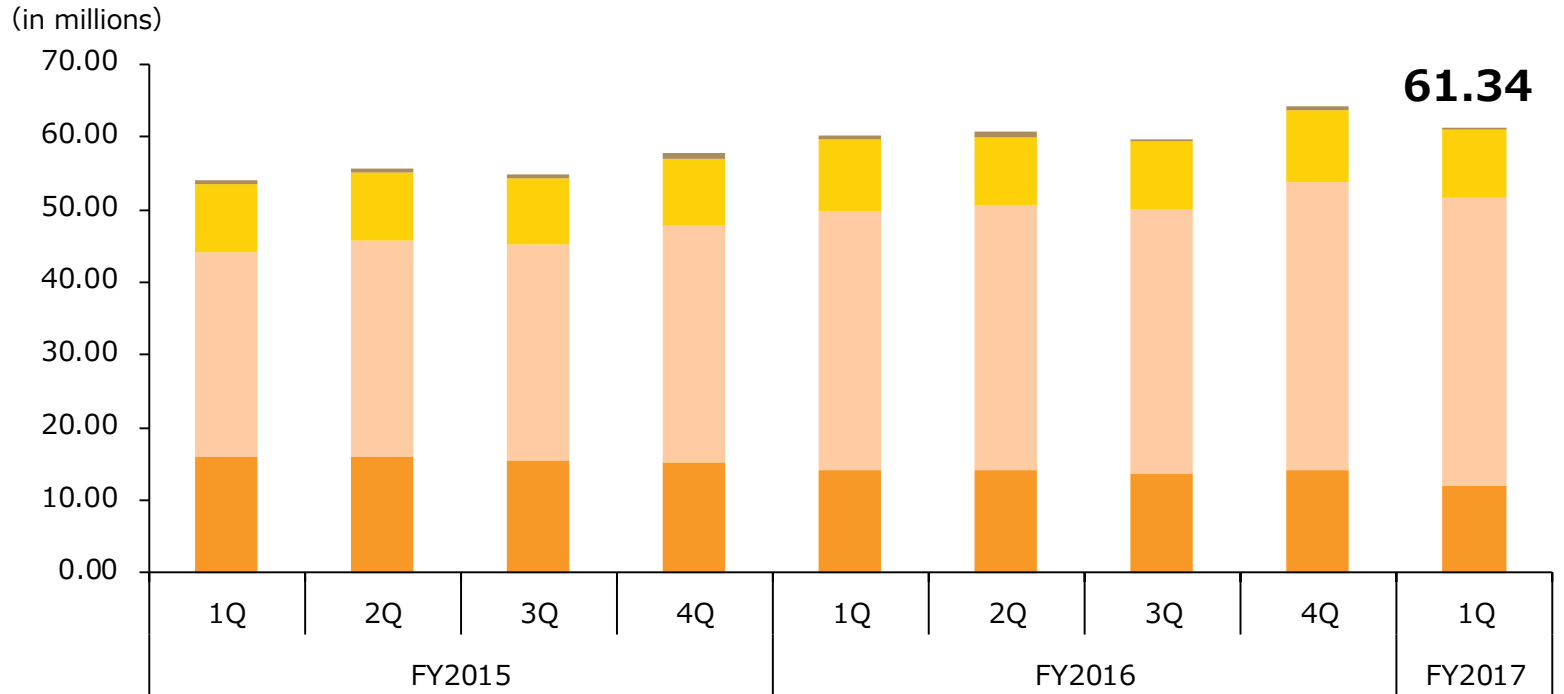
Cash Flows

(in millions of JPY)

	FY2017 1Q (Jan. - Mar.)	FY2016 1Q (Jan. - Mar.)	increase or decrease of amount	FY2016 Full year
Cash flows from operating activities	0	424	-424	5,248
Cash flows from investing activities	2,452	-392	2,844	-693
Cash flows from financing activities	-1,082	-1,084	2	-1,167
Cash and cash equivalents at end of period	17,842	11,879	5,963	16,543

2. Trends in Service

Domestic “Cookpad” monthly average users by quarter*₁



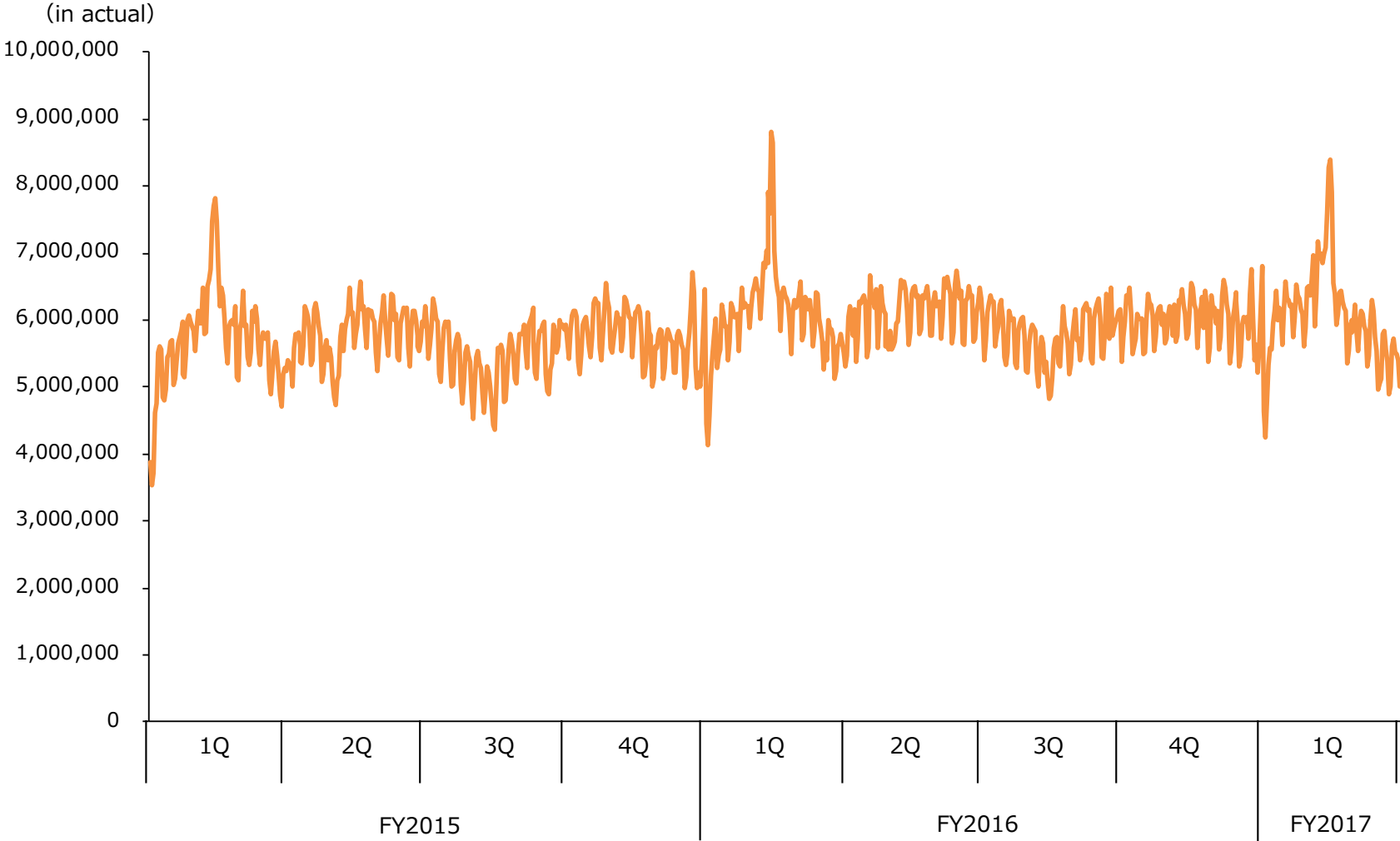
Features Phone	0.75	0.70	0.62	0.63	0.75	0.66	0.47	0.49	0.31
Apps *2	9.14	9.21	9.18	9.31	9.69	9.49	9.19	9.86	9.40
Smartphone Browsers	28.39	29.91	29.65	32.68	35.77	36.40	36.59	39.71	39.67
PC	15.88	15.97	15.46	15.13	14.13	14.14	13.53	14.08	11.94
Total	54.17	55.81	54.93	57.75	60.36	60.70	59.81	64.16	61.34

*1 The number of domestic users is calculated by monthly average for each quarter visitor counted by every access from one of the devices or browsers above.

*2 Categorization has changed in July 2014.

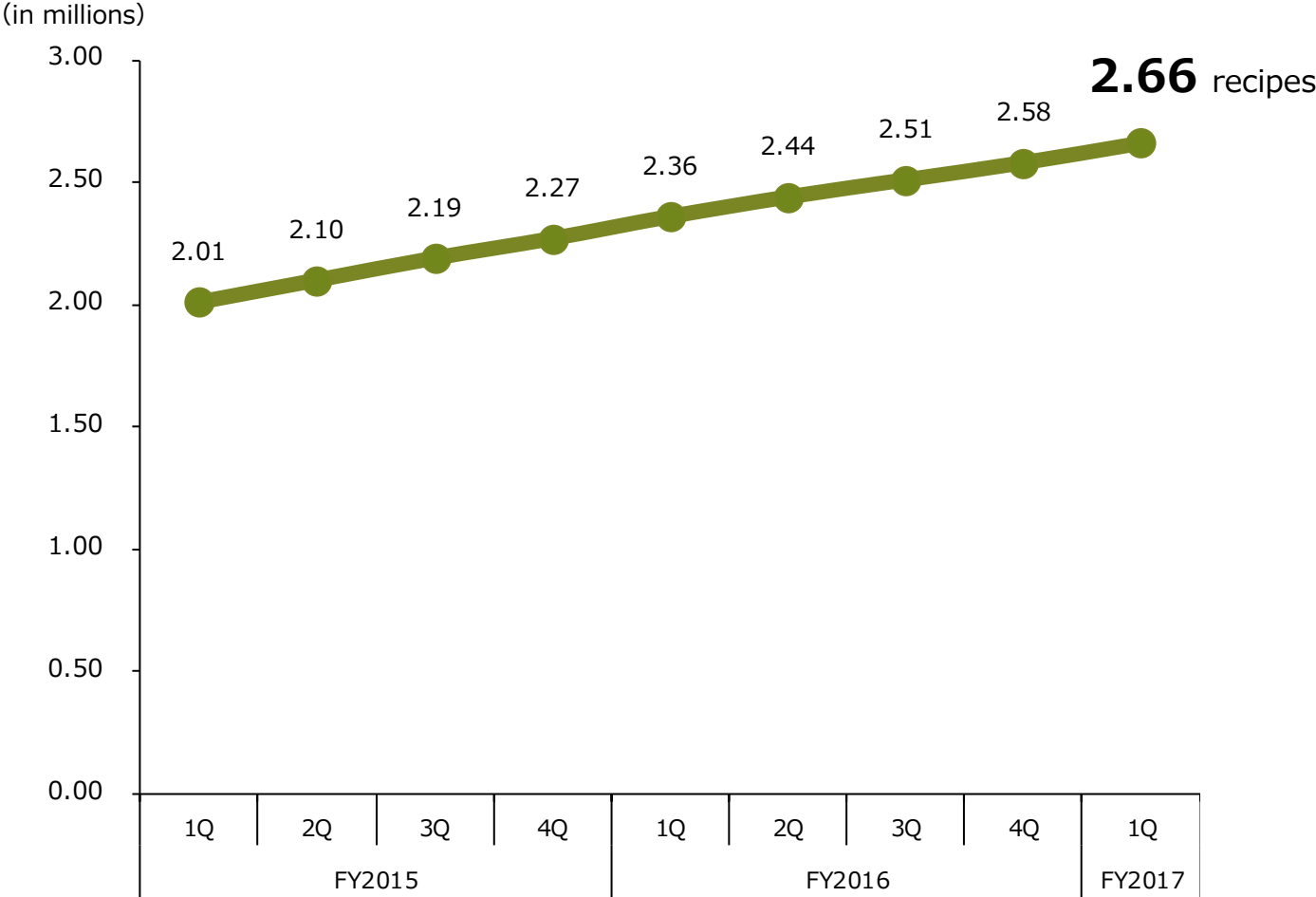
2. Trends in Service

Domestic “Cookpad” daily user trend



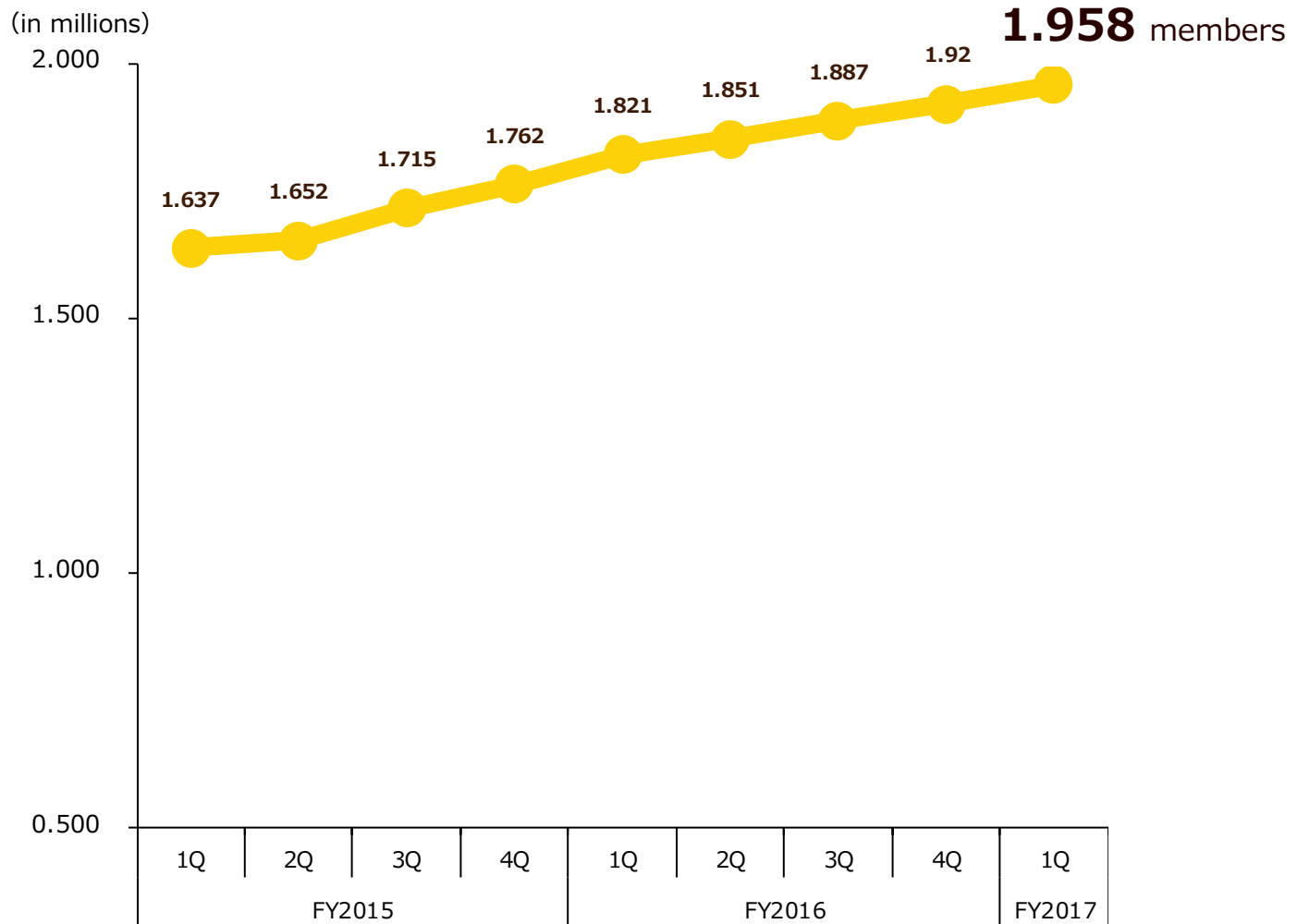
2. Trends in Premium Service

Domestic “Cookpad” cooking recipes



3. Trends in Premium Service

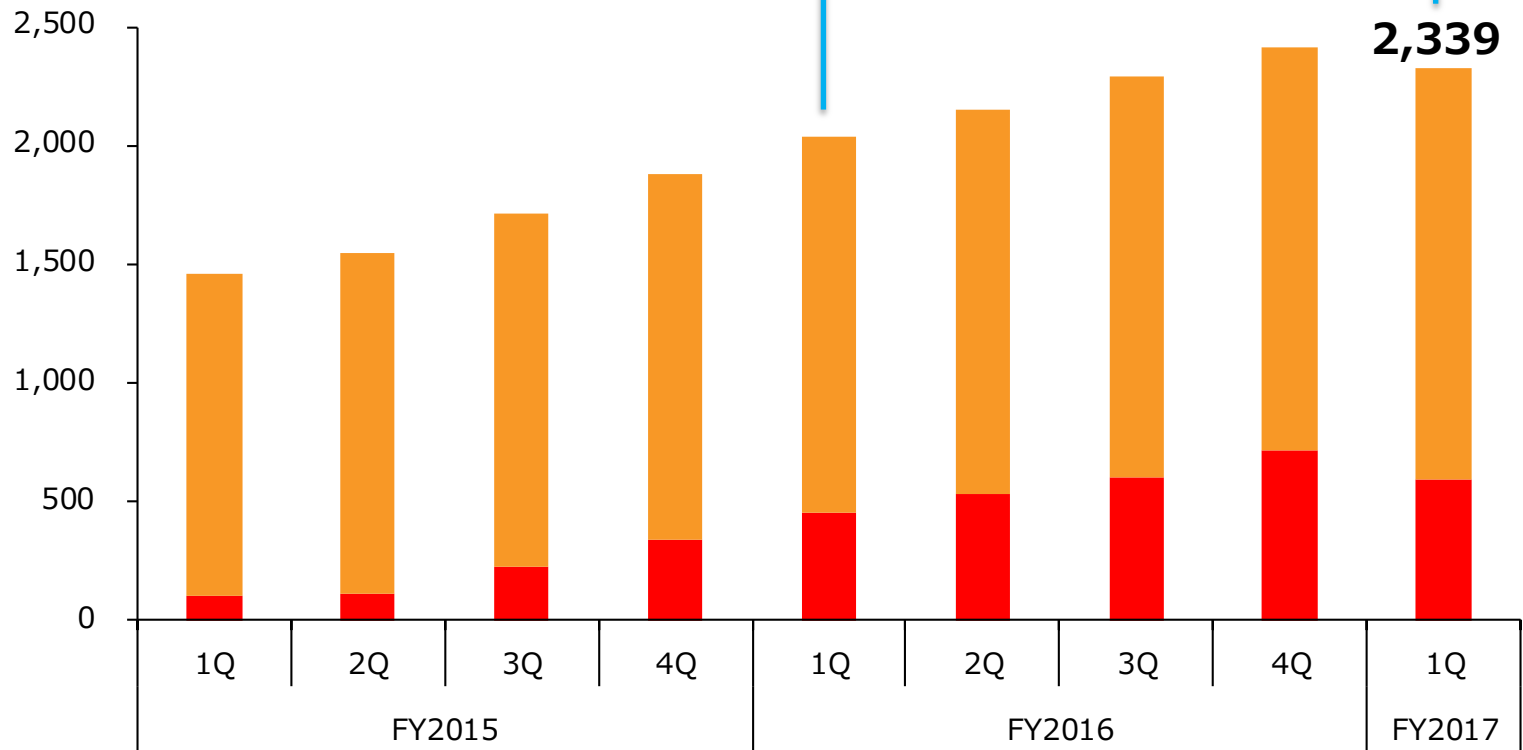
Domestic “Cookpad” premium service members



3. Premium Service

Premium Service sales by quarter

(in millions of JPY)

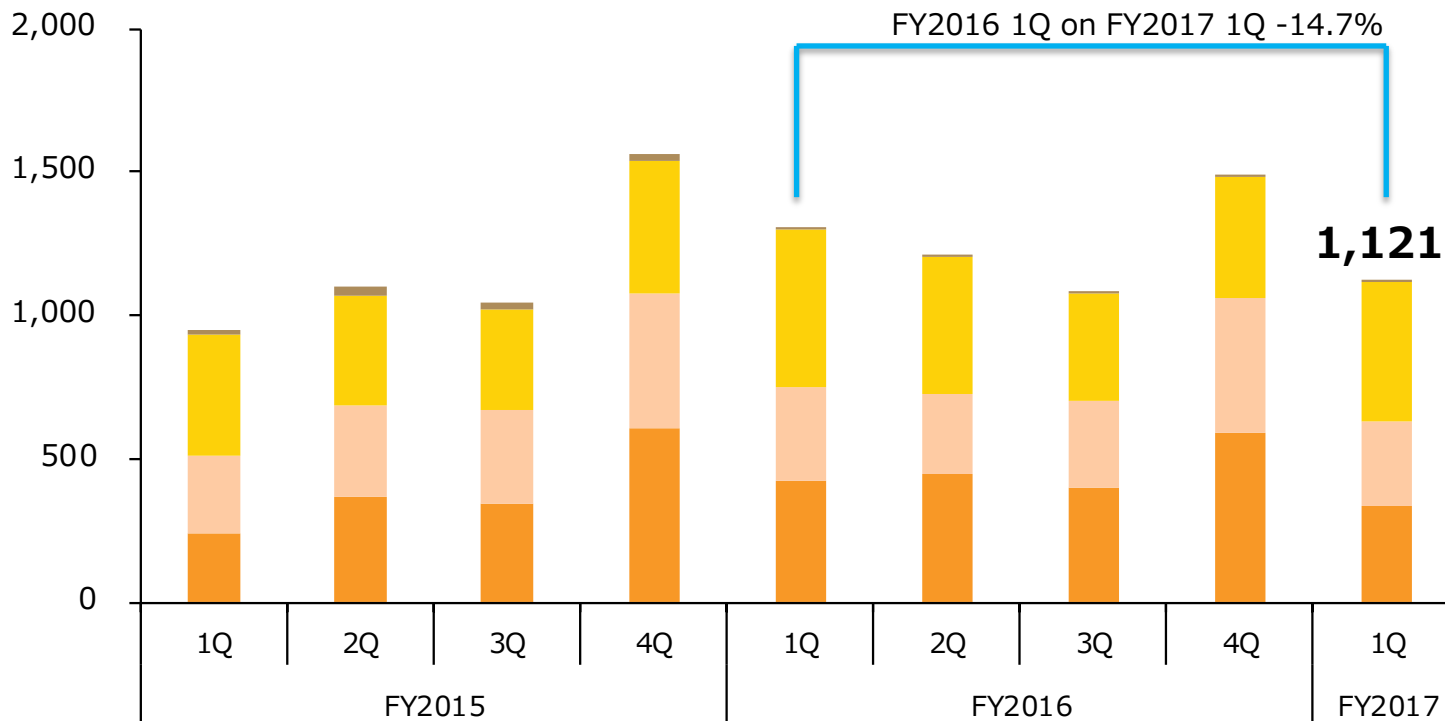


● Premium membership sales	1,360	1,435	1,487	1,540	1,585	1,627	1,693	1,694	1,746
● Revenue sharing sales	99	112	230	342	454	529	598	719	592
Total	1,459	1,547	1,717	1,882	2,038	2,156	2,292	2,413	2,339

4. Advertising Revenue

Advertising sales by quarter

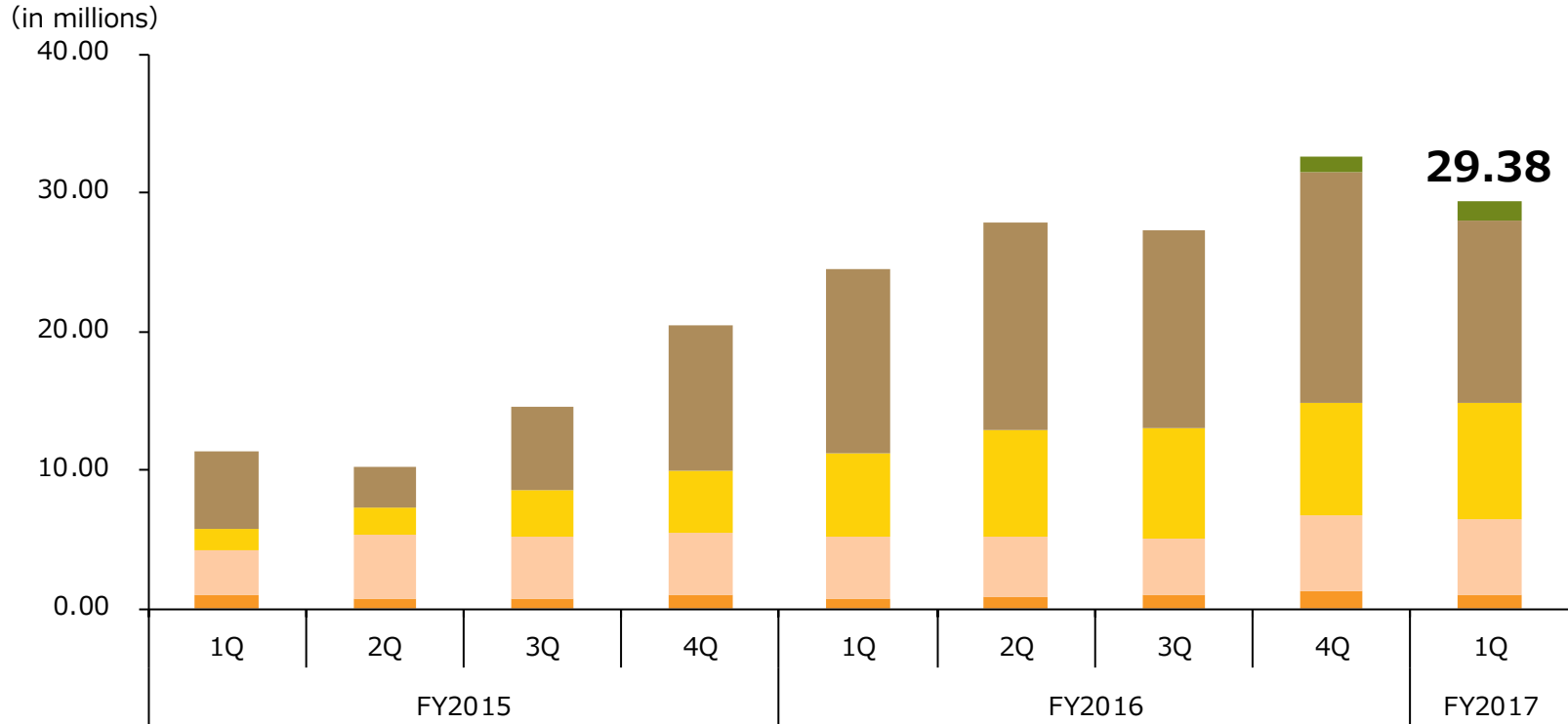
(in millions of JPY)



● Others	13	30	22	22	7	0.7	4	5	5
● Network ads	429	385	355	465	545	477	378	425	484
● Display ads	264	318	323	468	330	282	301	470	297
● Tie-up ads	243	366	347	609	423	445	401	588	334
Total	950	1,100	1,048	1,565	1,306	1,206	1,085	1,490	1,121

5. “Cookpad” in Global

Overseas “Cookpad” monthly average users by quarter*1



*1 Measured by Google Analytics.

*2 Users in Vietnam, Thailand, etc.

Make everyday cooking fun!



This presentation contains certain comments that may be characterized as forward-looking statements. These statements are based on information currently available to management and its beliefs and assumptions regarding future business and financial performance. A number of factors such as changes in business environment may cause actual results to differ materially from any future results or performance expressed or implied by this presentation.

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