

## News Release Dated November 15, 2021

Company: YA-MAN LTD.  
Stock code: 6630, TSE (1st section)  
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### Notice of Revisions to Forecast

The Board of Directors of YA-MAN LTD. approved a resolution on November 15, 2021 to revise the first-half forecast for the fiscal year ending April 30, 2022 (May 1, 2021 to April 30, 2022) that was in the earnings announcement dated June 11, 2021 as follows to reflect current trends in operating results.

#### 1. Revisions to consolidated forecast for the first half of fiscal year ending April 30, 2022 (May 1, 2021 – October 31, 2021)

	Net sales	Operating profit	Ordinary profit	Profit attributable to owners of parent	Net income per share
	Million yen	Million yen	Million yen	Million yen	Yen
Previous forecast (A)	20,299	3,024	2,933	2,031	36.92
Revised forecast (B)	20,907	3,925	4,110	2,796	50.82
Change (B - A)	607	900	1,177	765	
Percentage change (%)	3.0	29.8	40.1	37.7	
(Reference) Results for the previous first half (ended October 31, 2020)	18,727	4,026	3,948	2,354	42.80

#### 2. Consolidated forecast for the fiscal year ending April 30, 2022 (May 1, 2021– April 30, 2022)

	Net sales	Operating profit	Ordinary profit	Profit attributable to owners of parent	Net income per share
	Million yen	Million yen	Million yen	Million yen	Yen
Previous forecast	40,000	6,400	6,218	4,306	78.26
(Reference) Results for the previous fiscal year (ended April 30, 2021)	36,631	6,116	6,104	3,727	67.75

Note: There is no revision to the fiscal year forecast.

#### 3. Reasons for revisions

Sales exceeded our earnings forecasts due to factors including a recovery in store sales centered on the Rei Beaute and myse series and e-commerce sales continuing to perform well in China.

Profits also exceeded earnings forecasts, due in part to the impact of company-wide branding advertising and other results raising profits more than anticipated in the first quarter.

In accordance with the new revenue recognition standard effective from the beginning of the current fiscal year, YA-MAN has changed the cost processing of points awarded to customers at external malls such as Rakuten and Yahoo from conventional advertising expenses to direct deductions from sales, with these sums subtracted from sales.

Concerning operating segments, e-commerce sales centered on Tmall remained strong and greatly exceeded expectations, especially in the overseas operations.

On Singles Day, held on November 11, 2021 and known as the world's largest online sales day, we ranked first in sales results and market share in the beauty care device category\* for the sixth consecutive year.

Since entering the Chinese market, we have collaborated with local distributors, investing capital to support the formation of a healthy market as a leading beauty care device company in China and continuing to expand the possibilities of beauty care devices. We believe that these steady efforts have been successful.

\*The beauty care device category includes facial care devices, beauty rollers, body care devices, hair removal devices, steamers and other products.

#### **4. Upcoming actions**

Since the beginning of the fiscal year ending April 30, 2022, COVID-19 vaccinations have become widespread, and the state of emergency was lifted in October 2021. We believe that demand for our products will remain strong due to the impact of strengthening our company-wide branding from the end of the previous fiscal year.

However, we will continue to monitor the situation closely in the second half of the fiscal year as it remains uncertain due to factors including changes in customers' consumption behavior and the impact of supply shortages and soaring prices for semiconductor electronic components.

Concerning advertising, we will focus on TV commercials, web advertising, and other measures to capture demand during the Year-end and New Year holidays, centered on dryers and steamers as new products for autumn and winter.

In addition, we have systematically arranged the procurement of semiconductor electronic components for more than a year and have secured ample inventory. Nevertheless, we will continue striving to reduce procurement costs.

As a global brand, we will focus on maintaining and improving our quality control system so that domestic and overseas customers can purchase with confidence.

Going forward, we will continue to strive for growth and optimization of each of our mail-order, store, direct, and overseas sales channels while investing more actively in R&D, advertising, and other activities that will lead to future sales. We will strive to achieve sales of 50 billion yen and an operating margin of 20% or more, as set forth in the medium-term management plan.

Reference

