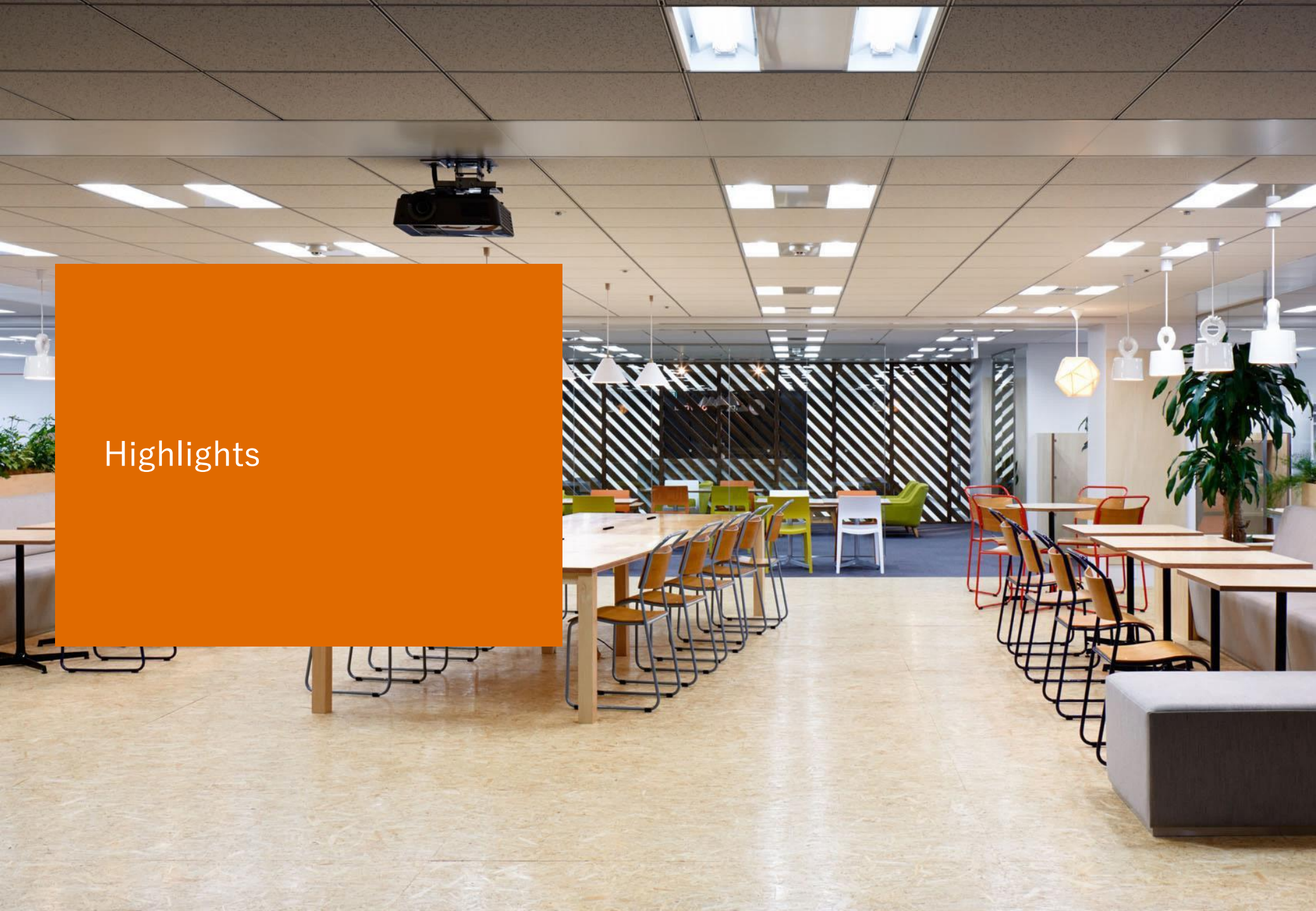
Financial Results for the 1st Quarter of Fiscal Year Ending November 30, 2018

Money Forward, Inc.

April 16, 2018

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Highlights

Financial Highlights in Q1 of FY11/18

- Consolidated net sales continued to grow rapidly, increasing by **78% YoY** to ¥906 million. Steady progress is being made toward achieving our full-year forecast (an annual growth rate of 50-60%).

- By service, both PFM Services and *MF Cloud* Services achieved significant growth, increasing by **49%** and **102%** respectively.

- Consolidated **EBITDA improved** to minus ¥94 million (up ¥465 million YoY). Consolidated EBITDA excluding advertising expenses was ¥53 million (up ¥113 million YoY).

Key Topics in and after Q1 of FY11/18

- The number of PFM services' total users and premium users **increased steadily**.
- We released *Money Forward for <Mizuho>*, our **first service targeting megabank customers**.
- *MF Cloud* Services grew markedly owing to expanded sales of *MF Cloud Series* and **cross-selling with *STREAMED***.
- We formed a business alliance with ACCS Consulting and **started user migration from *Crew Series* to *MF Cloud***.
- *MF KESSAI* **formed business alliances with companies** including major quality assurance service provider **SHIFT**.
- We received the **Judges Association's Special Award** at the 4th Nippon Venture Awards.


About Us

CEO Profile



Yosuke Tsuji

Representative Director, President and CEO

After graduating from the Faculty of Agriculture (BS), Kyoto University, Yosuke Tsuji obtained his MBA at the Wharton School, University of Pennsylvania. He worked at Sony Corporation and Monex Securities before establishing Money Forward, Inc. in 2012. He currently serves as an executive officer of the Japan Association of New Economy (JANE) and committee member of the METI Fintech Review Conference.

Awards

Jan. 2014	US Embassy's Award at the Entrepreneur Awards Japan (TEAJ) 2014
Feb. 2014	JVA Chief Judge's Award at the Japan Venture Awards (JVA) 2014
Mar. 2014	Grand Prize at the Financial Innovation Business Conference (FIBC) 2014
Nov. 2016	Ranked in Forbes Japan's "Japan's Top 10 Entrepreneurs" for two consecutive years
Dec. 2016	Selected by *Nikkei Business* magazine as one of "The 100 Most Influential People for Japan 2017"
Feb. 2018	Judges Association's Special Award at the 4th Nippon Venture Awards

Executives Profile

Our management team has in-depth finance and IT expertise. Takuya and Hirokazu were appointed as directors at the Annual Shareholders' Meeting held in February.



Toshio Taki

Director and Executive Officer
Head of Money Forward Fintech Institute

- Appointed as director of Money Forward, Inc. in 2012.
- Member of FSA panel of experts on FinTech start-ups.
- 2004-2012: Nomura Securities Co., Ltd./Nomura Institute of Capital Markets Research. Engaged in research on household behaviour, the pension system, and financial institution business models etc.
- Graduated Keio University (Faculty of Economics) in 2004 and Stanford University (MBA) in 2011.



Takayuki Tsuzuki

Director and Executive Officer

- Appointed as director of Money Forward, Inc. in 2013.
- 2001-2012: Sony Corporation. Developed 5GHz WiFi routers, content delivery services for the PlayStation series, copyright protection systems, and product security measures.
- Graduated Yokohama National University (Faculty of Engineering, Master) in 2001.



Takashi Ichikawa

Director, Executive Officer and CFO

- Joined Money Forward, Inc. in 2012. Appointed as director in 2017.
- 2011-2012: Major financial systems development company. Led the infrastructure division and launched a new FX transactions site.
- 2000-2011: Monex Group, Inc. Developed and operated securities trading systems and engaged in project management for subsidiary mergers, etc.



Naoya Kanesaka

Director, Executive Officer and CFO

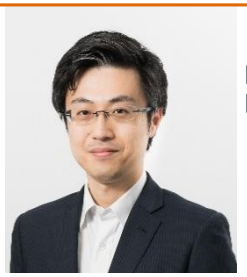
- Joined Money Forward, Inc. in 2014. Appointed as director in 2017.
- 2007-2014: Goldman Sachs (Tokyo and San Francisco offices). Engaged in advisory services for cross-border M&As and fund procurement mainly in the technology and financial industries, and in enhancing value of investee companies.
- Graduated The University of Tokyo (Faculty of Economics) in 2007.



Takuya Nakade

Director, Executive Officer and CTO

- Joined Money Forward, Inc. in 2015. Developed financial systems, and was appointed as CTO in 2016 and director in 2018.
- 2007-2014: Simplex Inc. Developed stock trading systems catered to securities companies.
- 2001-2007: Jupiter Shop Channel Co., Ltd. Led CRM system development as IT manager.



Hirokazu Ban

Director, Executive Officer and Administration Division Manager

- Joined Money Forward, Inc. in 2016. Appointed as director in 2018.
- 2009-2015: SBI Securities Co., Ltd. Served in the Legal and Corporate Planning Departments. Launched SBI Money Plaza Co., Ltd. in 2012 and became director.
- Graduated Waseda University (Sociology) in 2001. After graduating Aoyama Gakuin University Law School, registered as an attorney in 2008.

Newly appointed directors

Executives Profile

We have appointed external directors and advisers with the highest level of expertise in Japan. Masaaki and Akira were appointed as external directors at the Annual Shareholders' Meeting held in February.



Nobuaki Kurumatani

External Director
Representative Executive Officer, Chairman and CEO, Toshiba Corporation

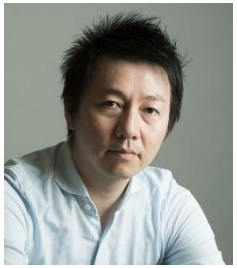
・Worked for Mitsui Bank. Served as deputy president and executive officer at Sumitomo Mitsui Financial Group, and representative director deputy president and executive officer at Sumitomo Mitsui Banking Corporation.



Masaaki Tanaka

External Director
Senior Global Adviser, PwC International

・Member of the FSA panel of experts on FinTech startups and numerous other government-related panels.
・Adviser to the FSA since 2017.
・Served as director and deputy president at Mitsubishi UFJ Financial Group, Inc. and director at Morgan Stanley.



Akira Kurabayashi

External Director
Managing Director, Draper Nexus Venture Partners

・ Joined Draper Nexus Venture Partners in 2015 and serves as managing director.
・Engaged in venture capital businesses targeting Japan and the U.S. at Fujitsu Limited and Mitsui & Co., Ltd.
・Oversaw investments in Japan at Globespan Capital Partners and Salesforce Ventures.

Newly appointed directors



Akira Morikawa

Adviser (Former External Director)
Representative Director and President, C Channel Corporation

・Founded C Channel Corporation in 2015.
・External director of Ubicom Holdings, Inc. and Lifull Co., Ltd.
・Worked for Nippon Television Network Corporation, Sony Corporation, and Hangame Japan Corporation (currently LINE Corporation) where he served as representative director.



Takashi Mitachi

Adviser (Former External Director)
The Boston Consulting Group
Senior Advisor

・External director of Rakuten, Inc., board member of the Japan Association for the UN World Food Programme, and visiting professor at the Graduate School of Management, Kyoto University.
・Worked for Japan Airlines Co., Ltd., and BCG, where he served as a Global Management Committee from 2006 to 2013.



Makoto Haruta

Adviser
Representative Director and CEO, betaCatalyst Inc.

・Established betaCatalyst Inc. in 2015.
・Worked for The Sumitomo Bank, Ltd., and DeNA Co., Ltd., where he served as managing director and CFO, and then director and chairman. Led DeNA's stock exchange listing, established joint venture companies with major corporations, and oversaw M&As, including the purchase of the Yokohama DeNA BayStars.

Judges Association’s Special Award at the 4th Nippon Venture Awards

We received the Judges Association’s Special Award at the 4th Nippon Venture Awards in February 2018.



Mission/Vision/Value

We alleviate individuals' concerns and insecure feelings about personal finance, boost businesses' growth potential, and aspire to become largest financial platform in Japan.



'Money' may be nothing more than a tool for living. However, money is also essential for guarding ourselves and our families, as well as for realizing our dreams.
Money Forward, Inc. contributes to building a better society by providing services that enable users to "see money in a positive light and broaden their range of opportunities," thereby significantly enriching their lives.

Mainstay Services

We provide various B2C and B2B services.

PFM Services ※1

Money Forward
Automated PFM Service
"Money Forward"

MONEY PLUS
Practical Economic Media
"MONEY PLUS"

MF Cloud Services

MFクラウド
SaaS platfotm for businesses
"MF Cloud" ※2

MFクラウド会計 MFクラウド確定申告 MFクラウド請求書
MFクラウド給与 MFクラウド経費 MFクラウド消込
MFクラウドマイナンバー MFクラウドファイナンス

STREAMED
Cloud bookkeeping service
"STREAMED"

New Services

MF KESSAI
Inter-company post-pay settlement service
"MF KESSAI"

SiraTama
Savings app that makes life more fun
"SiraTama"

mirai talk
Place to learn about the money of your future
"mirai talk"

※1 PFM：Personal Financial Management
※2 SaaS：Software as a Service

Money Forward—Automated PFM Service

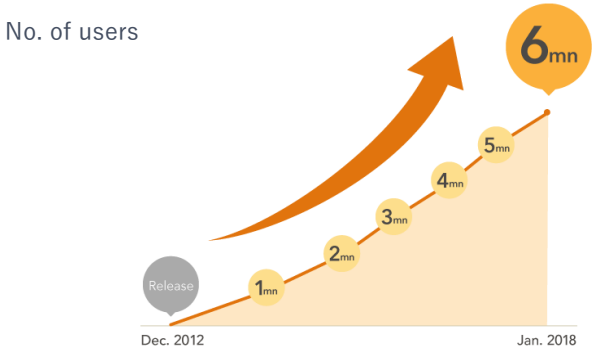
Money Forward has the top share in PFM apps. The number of users exceeded 6 million, with one out of every four PFM app users now using *Money Forward.*

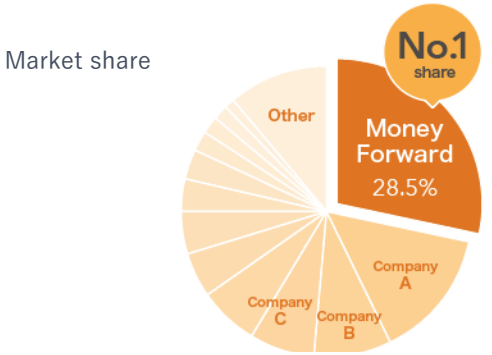
No.1* coverage: links with 2,650+ financial services/ Automatically creates household accounting books by aggregating multiple accounts



* Based on research by Money Forward, Inc. as of March 31, 2018

No. of users and market share





Source: Mar. 23 to 27, 2017, Rakuten Research, Inc., "PFM app currently used"
Survey targets: 685 PFM app users in their 20s to 60s

MONEY PLUS—Practical Economic Media

MONEY PLUS aims to encourage readers to familiarize themselves with money, which is often considered a complex matter. It delivers wide ranging information on how to use money wisely as a tool for living.

MONEY PLUS
くらしの経済メディア

A practical economic media that enriches readers' lives now and in the future



MF Cloud Series—SaaS Platform

The *MF Cloud Series* is a SaaS-type service platform for businesses providing comprehensive services for back office operations.

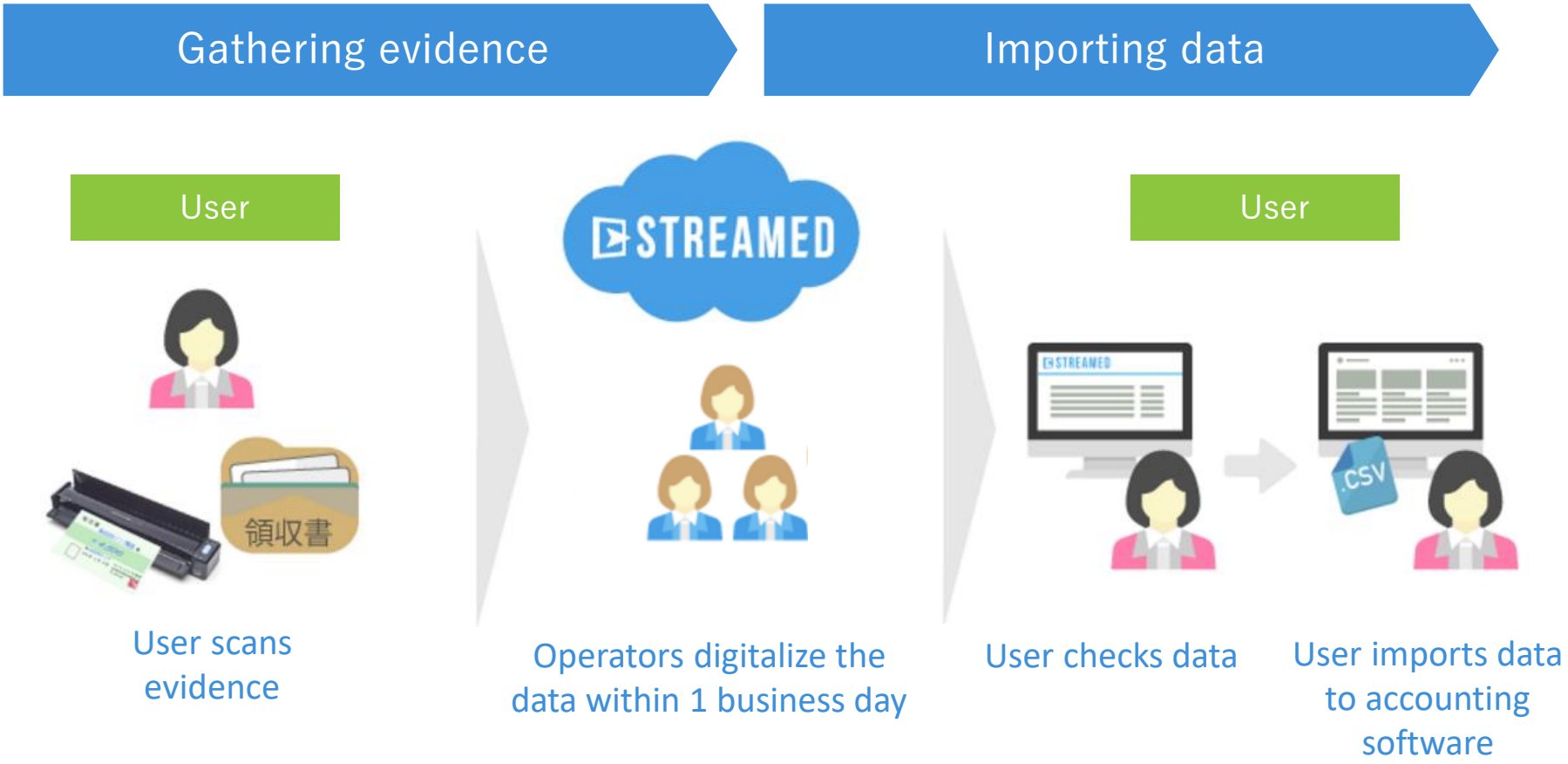


MF Cloud Accounting/Tax Return, MF Cloud Invoice, MF Cloud Payroll,
MF Cloud Reconciliation, MF Cloud My Number,
MF Cloud Expense, MF Cloud Finance

Tapping into the dissemination of cloud computing, we provide systems that would usually require large initial investments in the form of SaaS, thereby offering the benefits of IT to all businesses ranging from small businesses to large enterprises.

STREAMED—Cloud Bookkeeping Service

STREAMED is a cloud bookkeeping service in which users simply scan and upload images of receipts etc., and operators accurately and swiftly digitalize that data. The service is provided by Klavis Inc., which joined Money Forward group in November 2017.



MF KESSAI—Inter-company Post-pay Settlement Service

MF KESSAI is a smart invoicing and settlement processing service released in June 2017 which enables companies to improve their cash flow.

1. Inputting sales record

Seller inputs sales record.

2. Credit screening

Credit screening can be completed in a few seconds at the shortest.

3. Sending invoice

MF KESSAI issues and sends invoice to buyer.

Seller ⇄ MF KESSAI ⇄ Buyer

5. Payment to seller

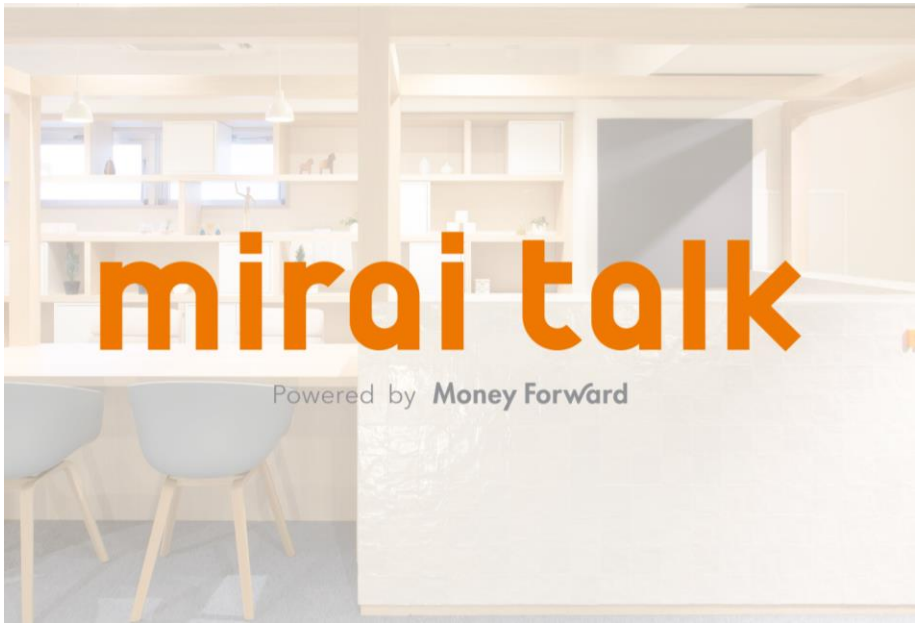
MF KESSAI guarantees the payment to seller on the due date.

4. Collecting receivable

MF KESSAI collects receivable from buyer.

mirai talk—Venue Offering Consulting on “Your Future Finance”

We opened our first *mirai talk* venue in Shinjuku. *mirai talk* combines *Money Forward*’s data with the insight of FPs to deliver advice on lifetime planning and improvements of personal finance, with an aim to improve customers’ financial health.

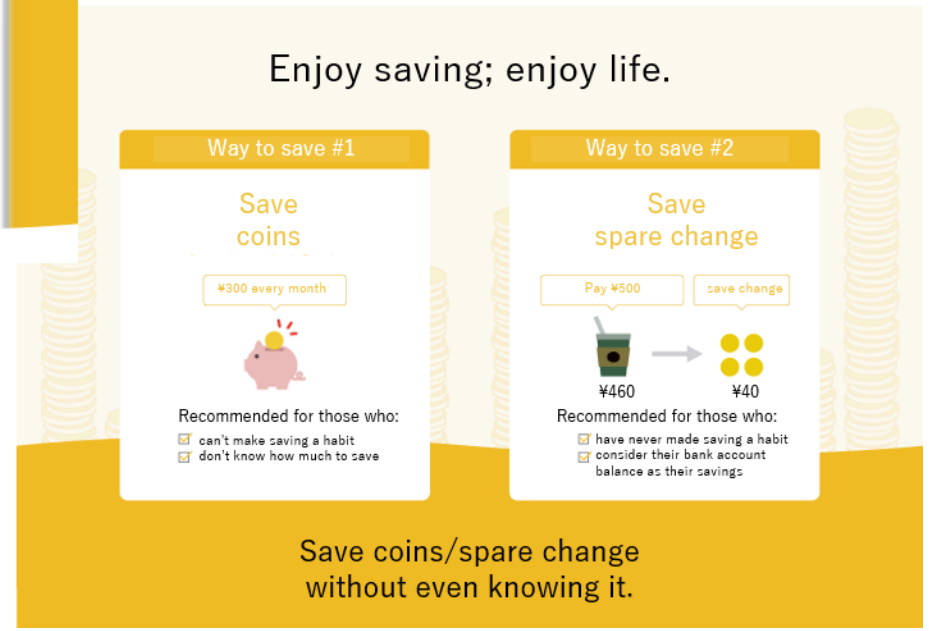




SiraTama—Savings App that Makes Life More Fun

SiraTama is an automatic savings app that enables users to unconsciously (*"sira"zu*) save money (*"tama"ru*) based on the concept to "make every day more delightful and a bit more luxurious."



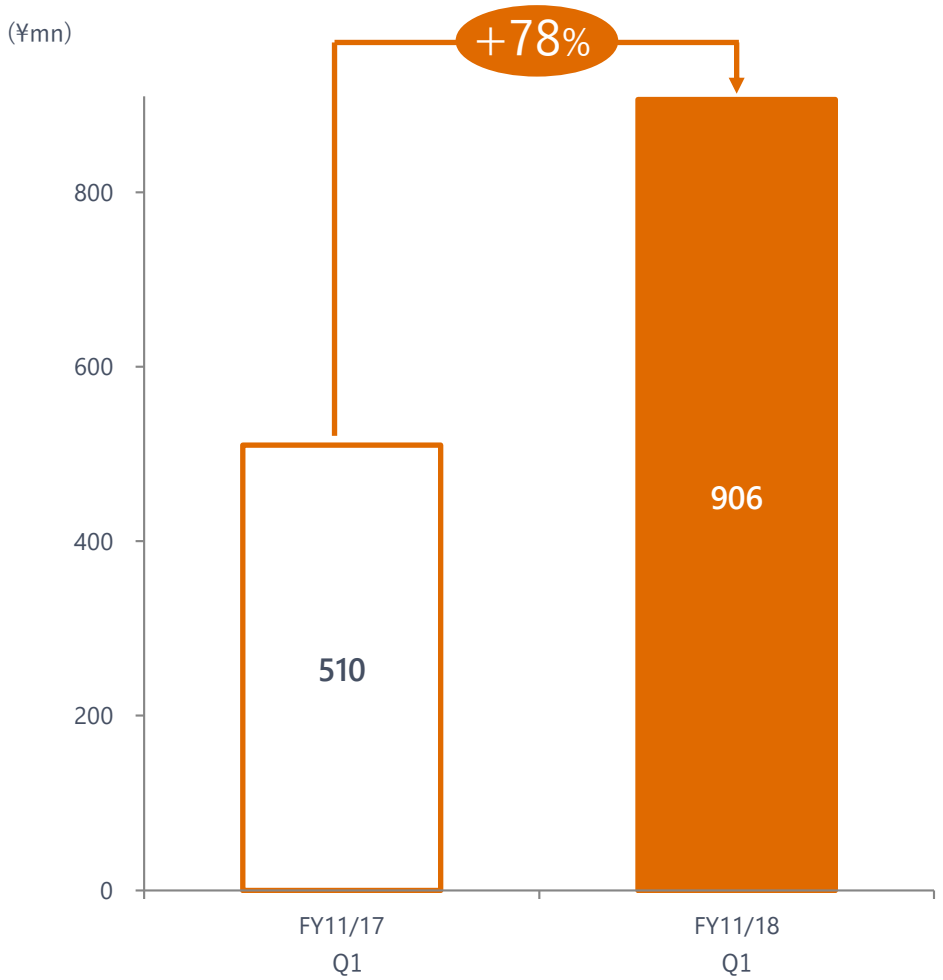


Financial Highlights



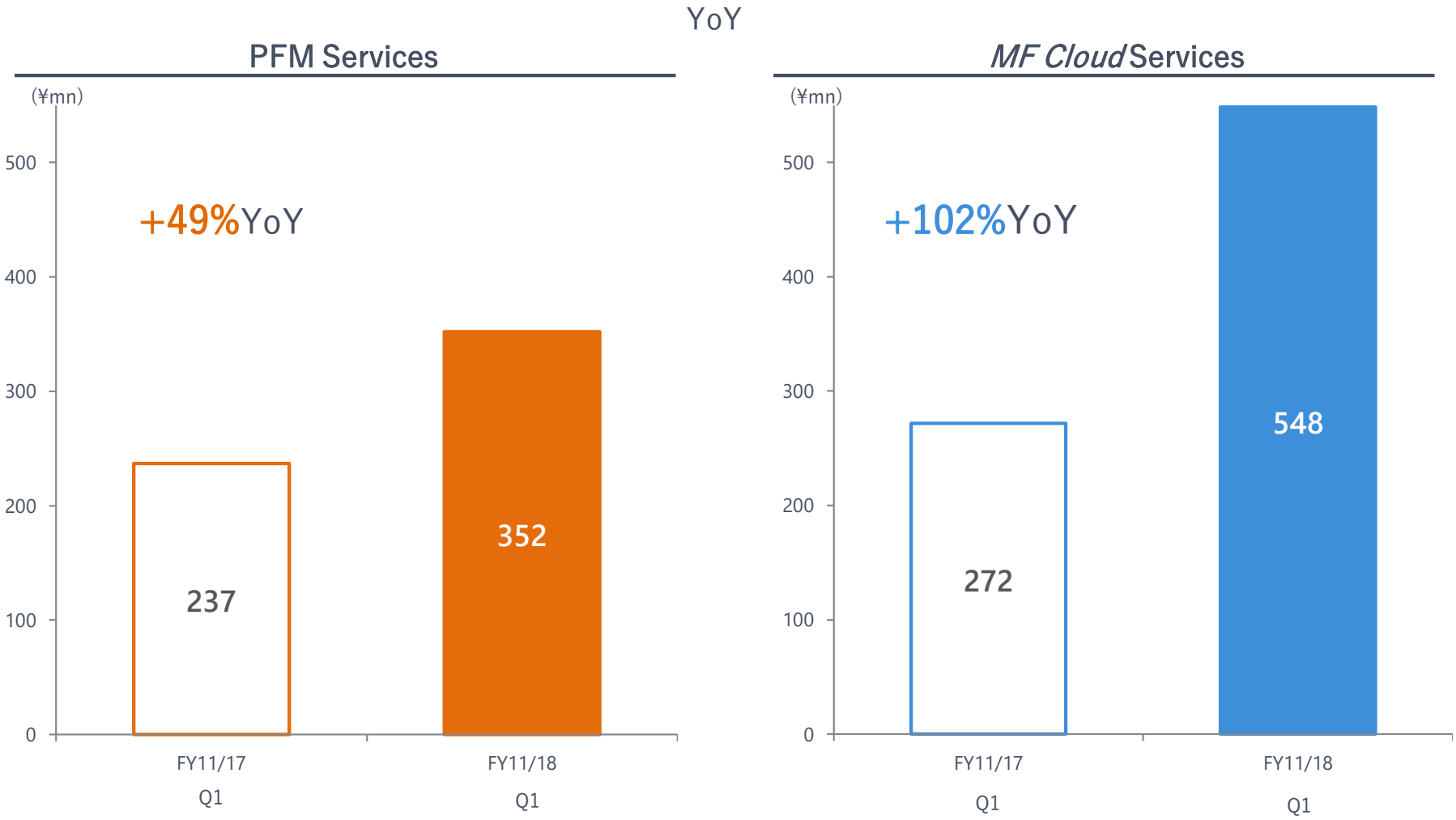
Net Sales (YoY Comparison)

Consolidated net sales grew rapidly, increasing by **78%** YoY.



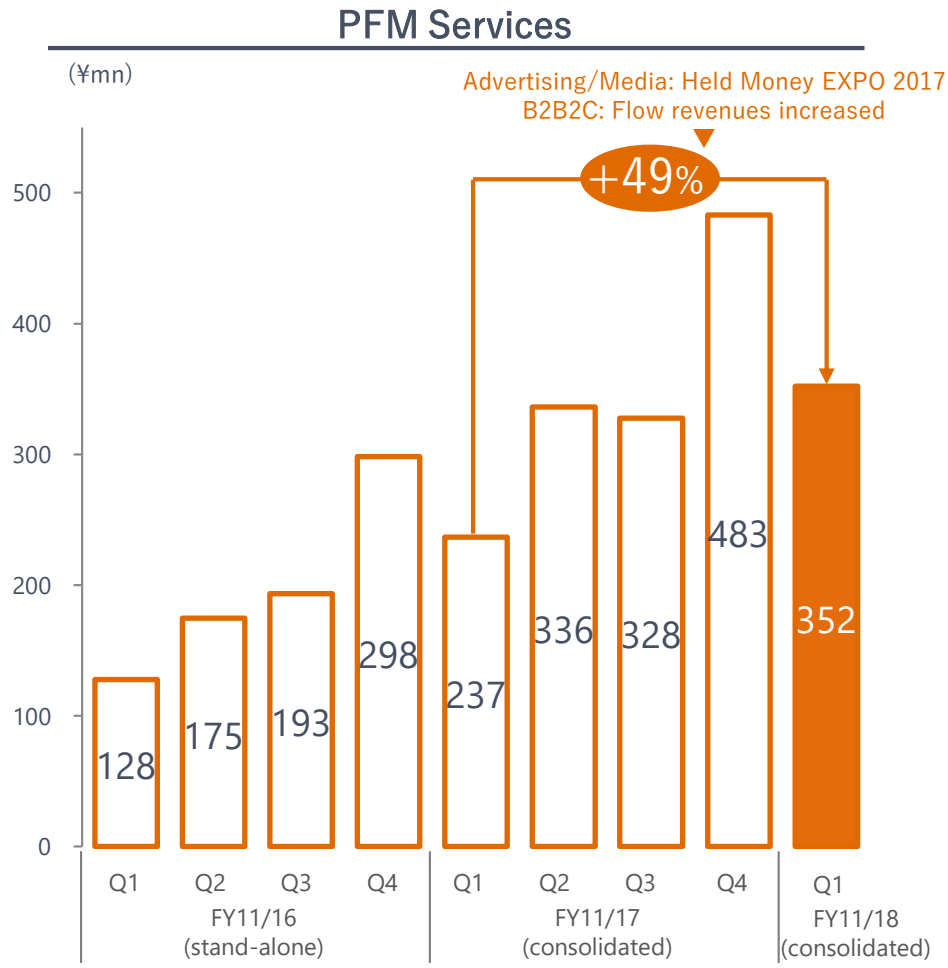
Net Sales (By Key Service, YoY Comparison)

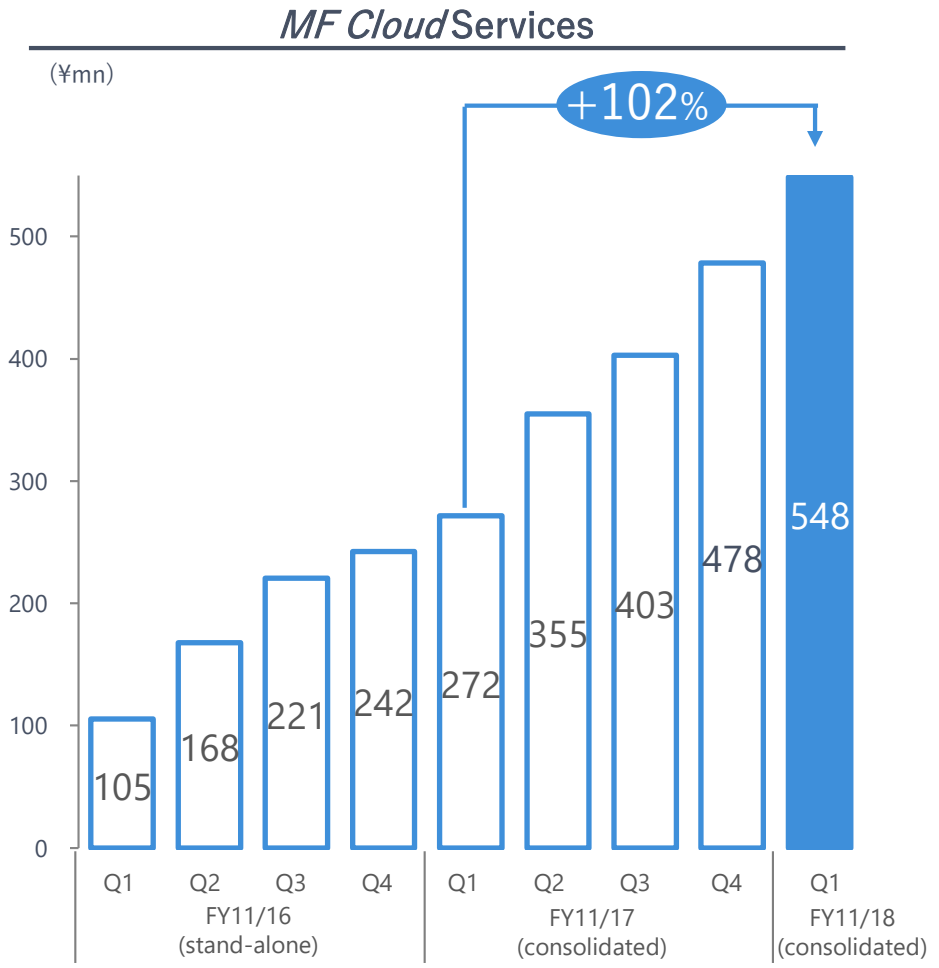
Net sales of both PFM Services and *MF Cloud* Services grew significantly YoY for Q1, increasing by **49%** and **102%** respectively.



Net Sales (By Key Service, Quarterly Trend)

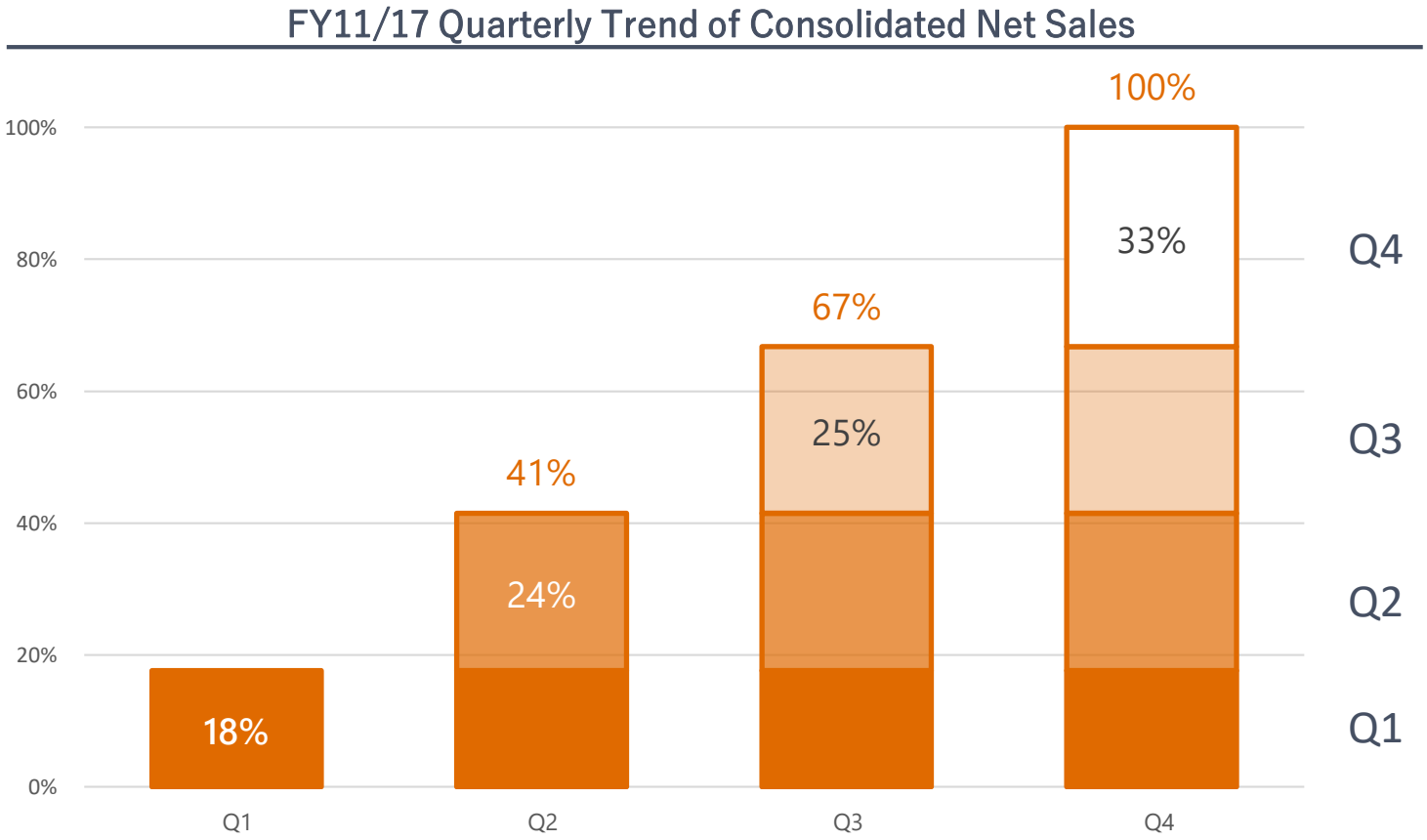
Although total net sales for PFM Services decreased QoQ since flow revenues concentrated in Q4 of FY11/17, stock revenues increased steadily. *MF Cloud* Services posted record-high quarterly net sales.





Incremental Increase of Net Sales (SaaS Model)

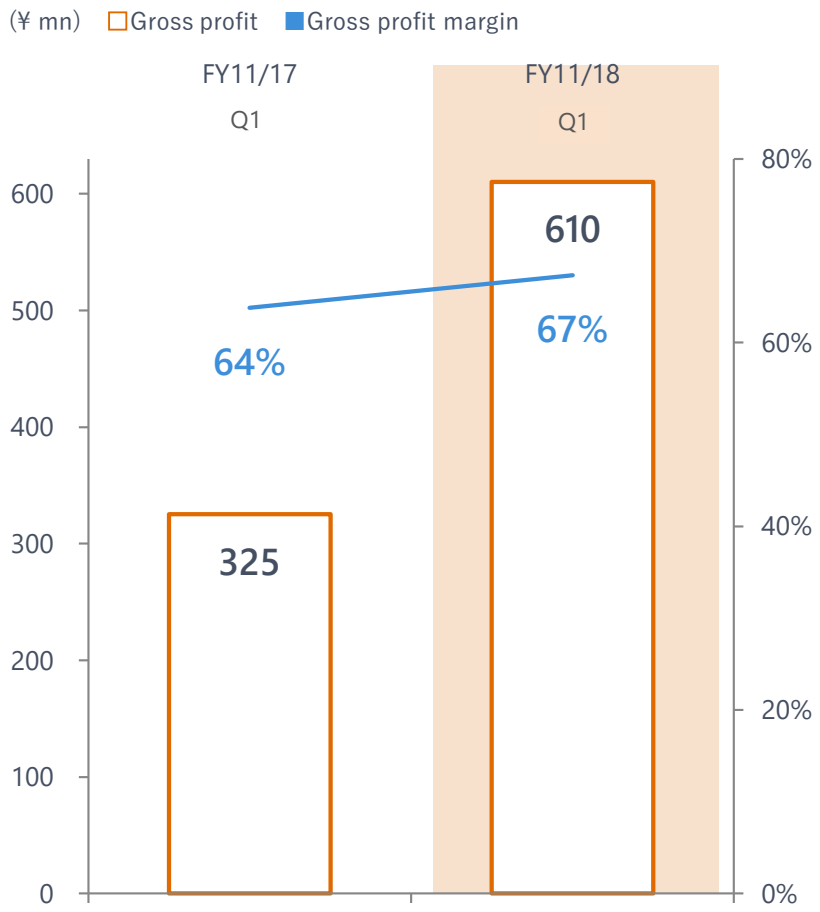
Our net sales tend to increase more toward 2H since the majority consists of stock revenues, and flow revenues including those generated from events concentrate in Q4. In Q1, we achieved 19-21% (*) of our full-year forecast; higher than the progress rate for Q1 of FY11/17 (18%).

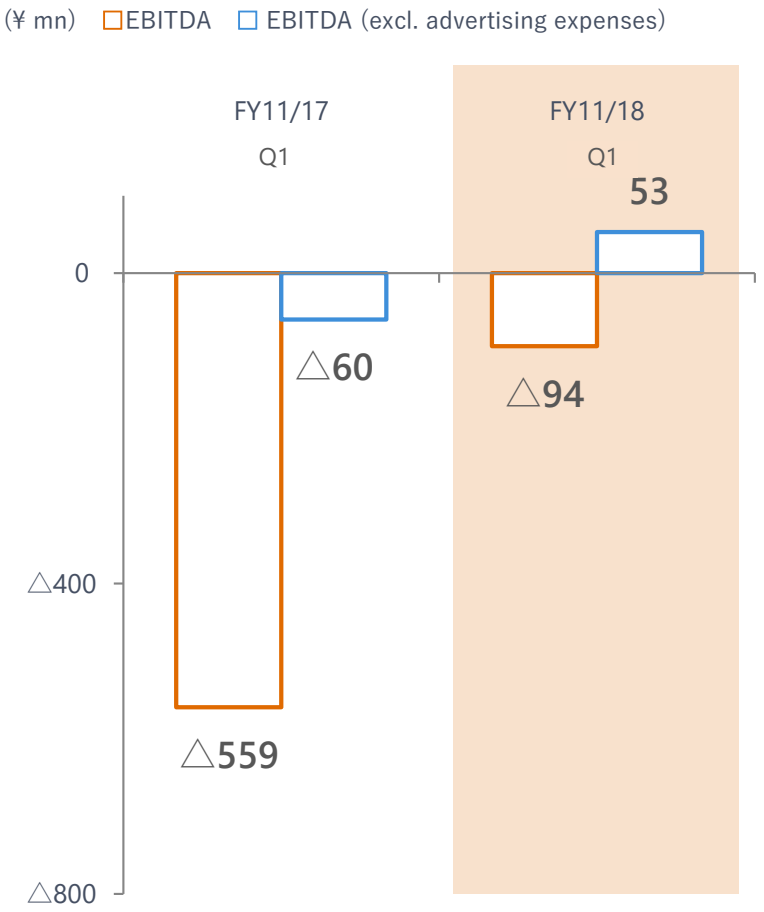


* The Q1 progress rate vs. our full-year forecast is 21% vs. the minimum forecast (¥4.35 billion), and 19% vs. the maximum forecast (¥4.65 billion).

Gross Profit & EBITDA

Gross profit increased 1.9x YoY while gross profit margin also improved.
EBITDA improved, both including and excluding advertising expenses.

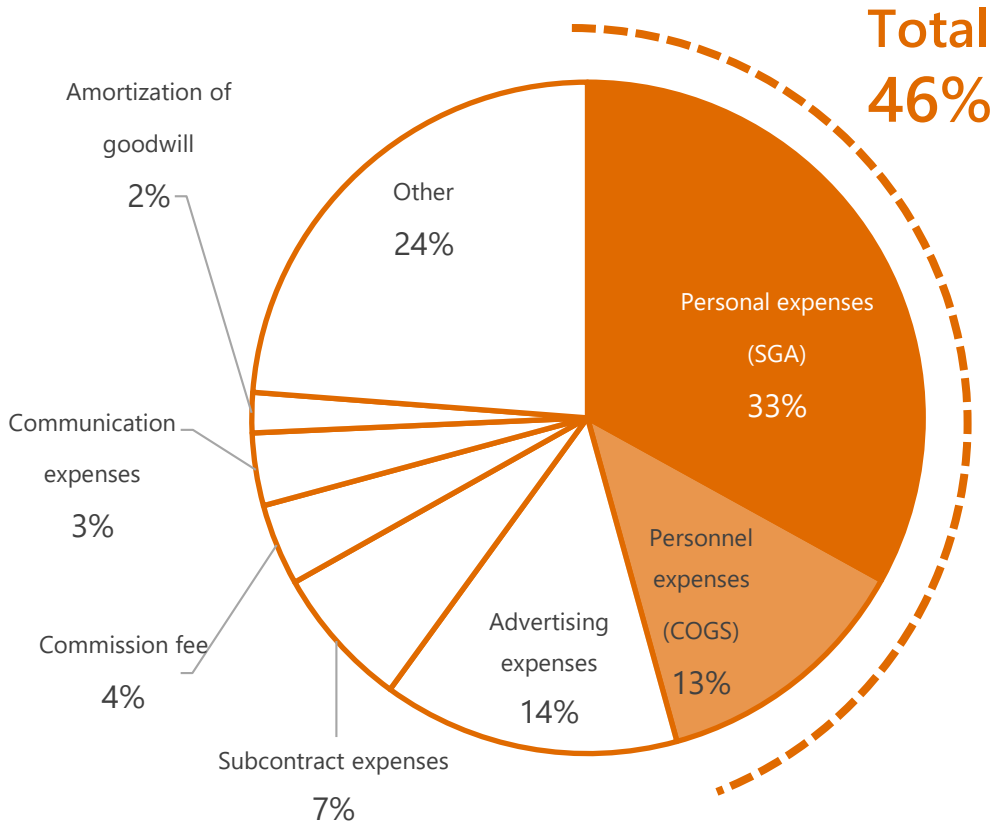




* EBITDA = Operating profit/loss + depreciation and amortization

Breakdown of Expenses (COGS & SGA)

Personnel expenses accounting for the half of the total cost, and expenses directly linked to revenues are limited. From Q1, amortization of goodwill of Klavis Inc. started.

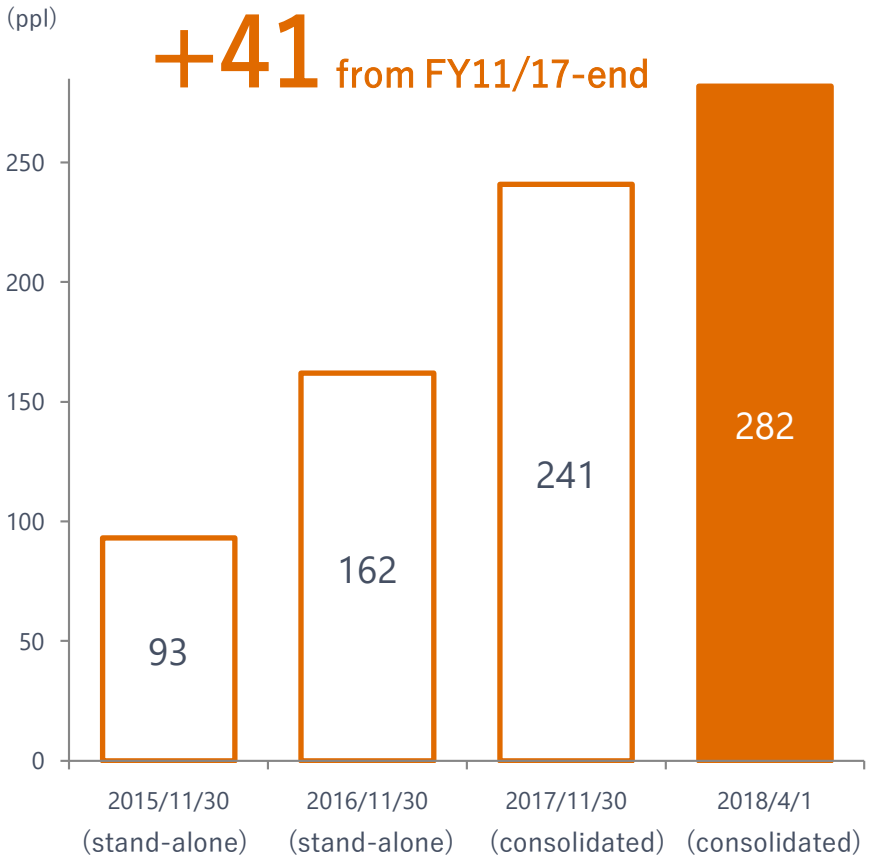


* FY11/18 Q1 Results

Personnel expenses (SGA)	: ¥337 mn
Personnel expenses (COGS)	: ¥130 mn
Advertising expenses (SGA)	: ¥147 mn
Subcontract expenses (COGS)	: ¥71 mn
Commission fee (COGS)	: ¥40 mn
Communication expenses (COGS)	: ¥36 mn
Amortization of goodwill (SGA)	: ¥20 mn
Other (COGS and SGA)	: ¥247 mn
Total COGS and SGA	**: ¥1,029 mn**

Number of Full-time Employees (Consolidated)

The number of full-time employees increased by some threefold in the past two and a half years. We will keep focusing on recruitment during FY11/18 with an eye toward future growth. We welcomed 19 new graduates this April.





PFM Services

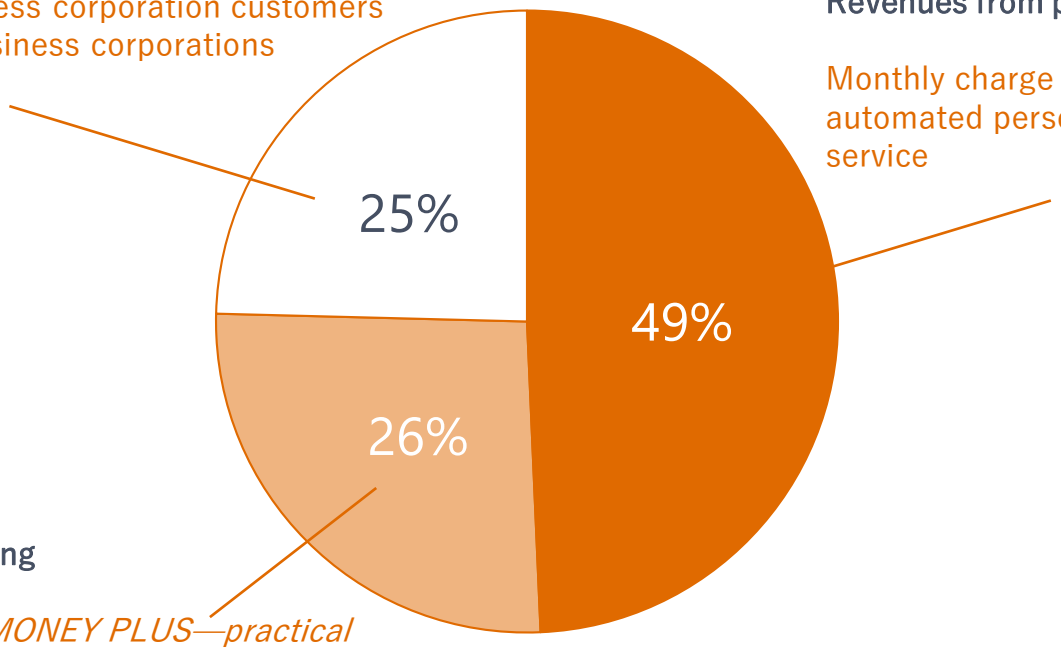


PFM Services: Revenue Profile

We maintain a well-balanced revenue profile among three pillars: revenues from premium charges, revenues from media/advertising and revenues from B2B2C businesses.

Revenues from B2B2C businesses

- Charge from *Money Forward for XX*—service for financial institution/business corporation customers
- API usage charge from business corporations



Revenues from premium charges

Monthly charge for *Money Forward*—automated personal financial management service

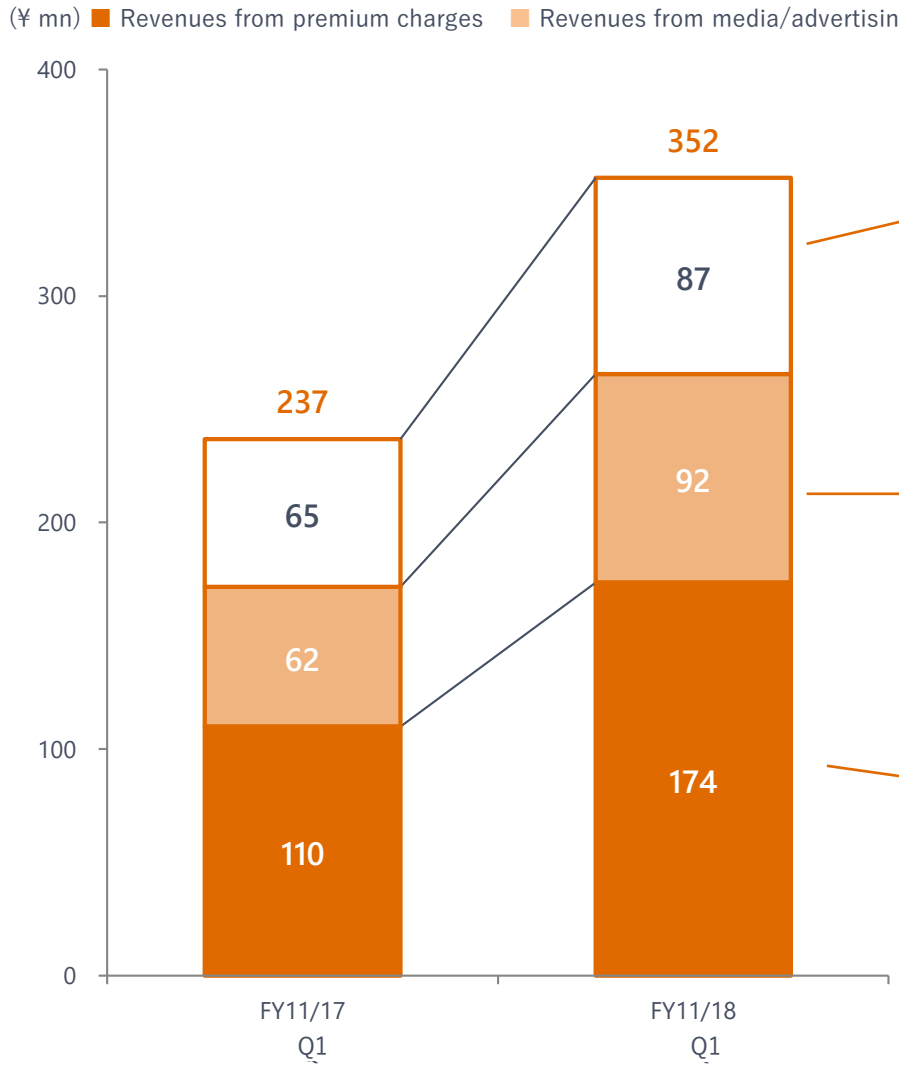
Revenues from media/advertising

- Advertising revenues from *MONEY PLUS—practical economic media*
- Revenues from events (Money EXPO) and seminars (e.g., on real estate and DC plan)

Results for Q1 YTD

Net Sales of PFM Services

All categories sustained firm growth. In particular, stock revenues from premium charges achieved a high growth rate.



Revenues from B2B2C businesses

+32%

Revenues from media/advertising

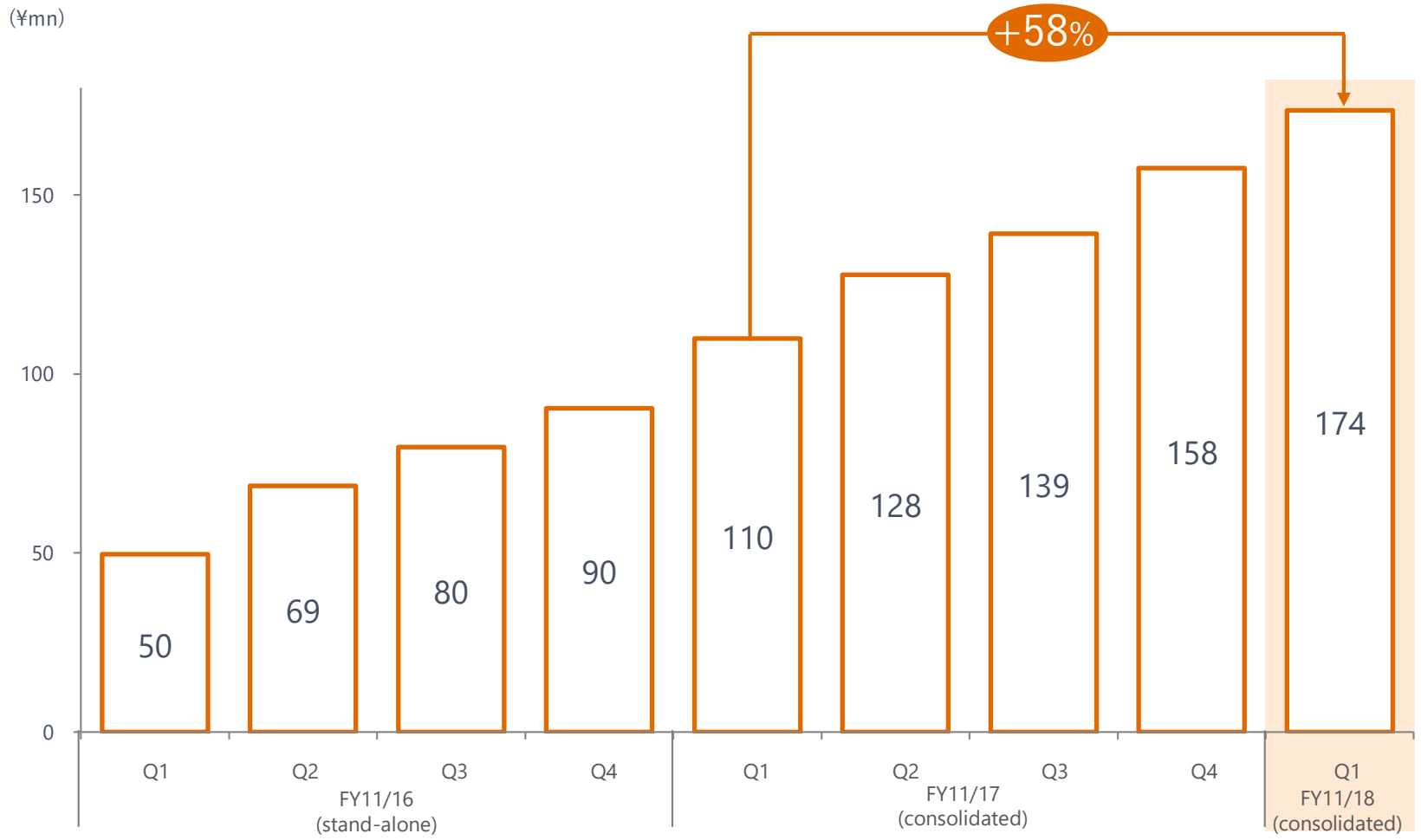
+49%

Revenues from premium charges

+58%

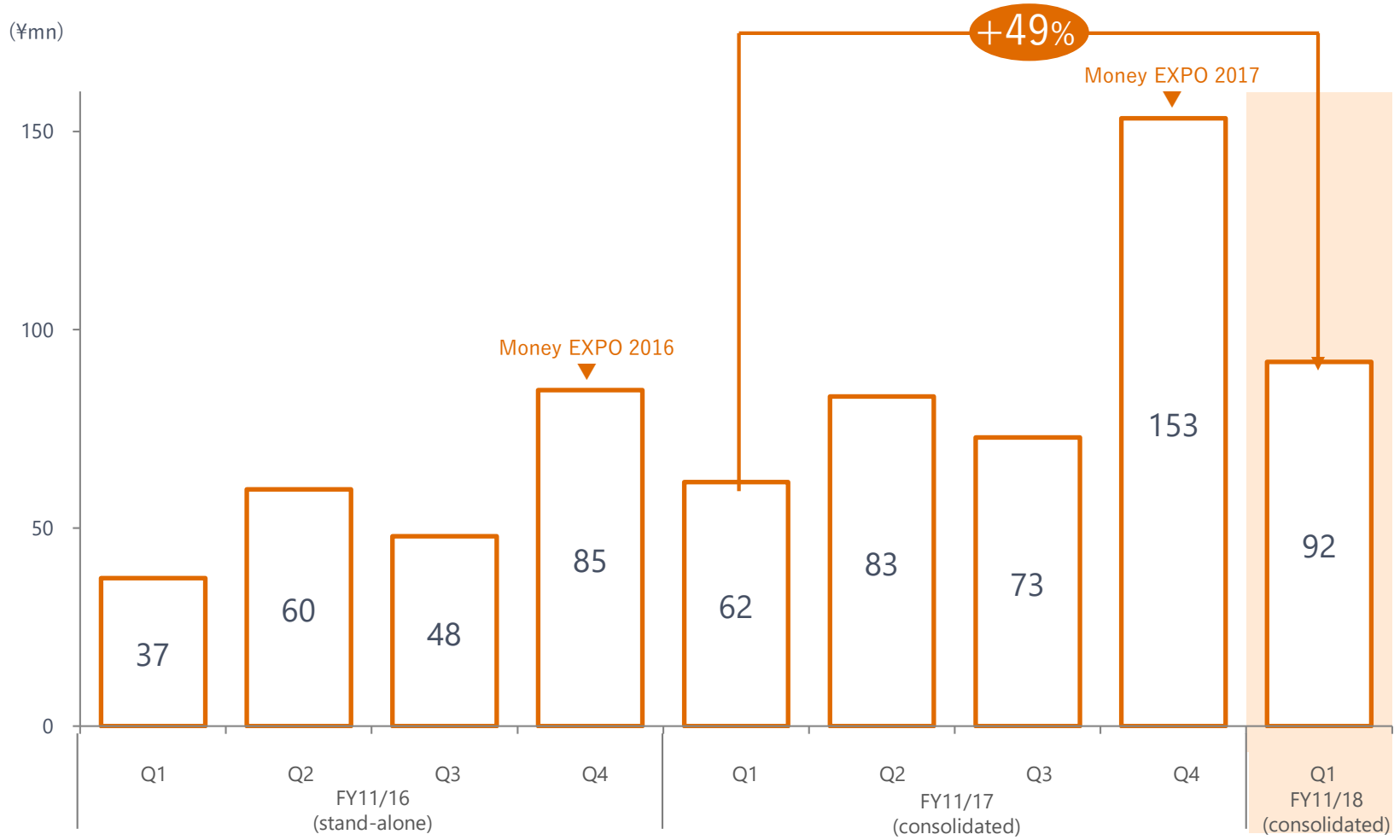
Revenues from Premium Charges (Trend in Net Sales) 30

The number of charged users increased steadily, exceeding 130,000 (as of Feb 28, 2018). Net sales increased markedly, growing by 58% YoY.



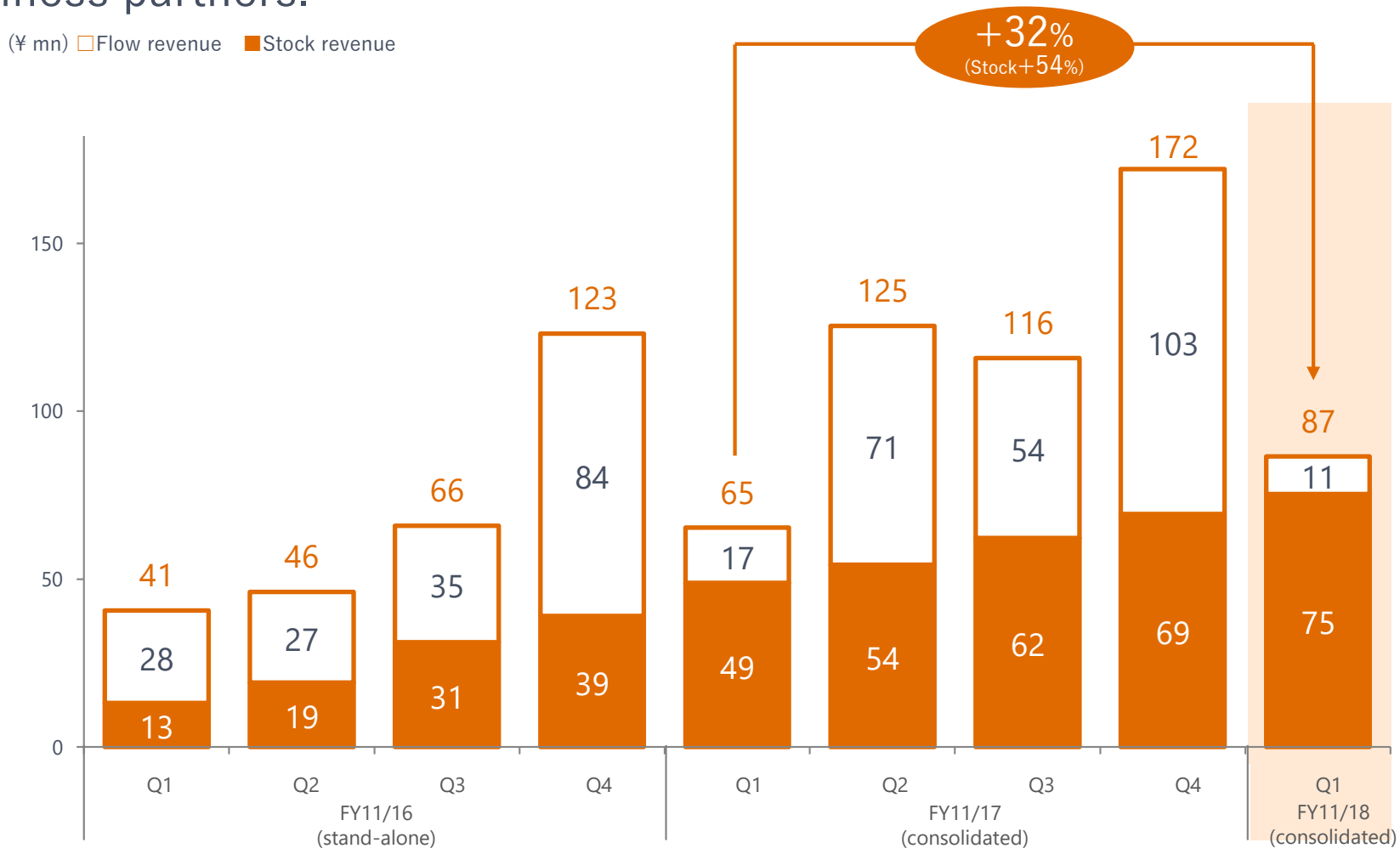
Revenues from Media/Advertising (Trend in Net Sales) 31

Revenues decreased QoQ as event sponsorships revenues were recorded in Q4 of FY11/17; however, increased significantly YoY by 49% owing to favourable growth in advertising revenues.



Revenues from B2B2C Businesses (Trend in Net Sales) 32

While flow revenues were relatively small in Q1 of FY11/18 due to delivery timing, stock revenues rose steadily owing to provision of services to new business partners.



Premium Charges (Topics)

We launched a campaign with *bitFlyer* (crypto exchanges), *Kyash* (P2P payments) and *Ponta* (point card) in Q1 to strengthen the user referral between those services and *Money Forward*.



Premium Charges (Topics)

We organized *SHIP*, a networking event for *Money Forward* users and our employees. By applying users' perspectives in our service development, we aim to increase the number of users and enhance user loyalty.



Media/Advertising (Topics)

In May, we plan to launch *Money Forward Mall*—a platform for comparing and registering to various financial services. We will increase the partnership with financial institutions to deliver optimal financial services to our users.



B2B2C Businesses (Topics)

We launched services for customers of Mizuho Bank, Tochigi Bank, and Taiko Bank.

Money Forward for <Mizuho> (released in March)

Money Forward for Tochigi BanK (released in March)

Simple Bankbook (released in March)

MF Unit: Asset Management Function
(to be released in May)

Simple Bankbook (to be released in May)

MF Cloud Services



MF Cloud Services: Revenue Profile

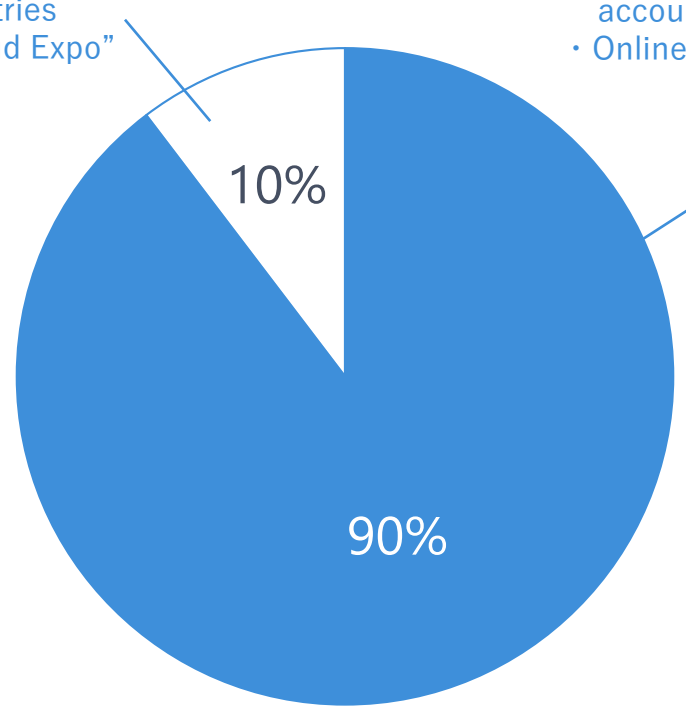
90% is covered by revenues from web channel and direct marketing channel.

Revenues from alliance businesses

- Provision of OEM and other services to leading companies in various industries
- Organizing events such as “MF Cloud Expo”

Revenues from *MF Cloud Series* sales

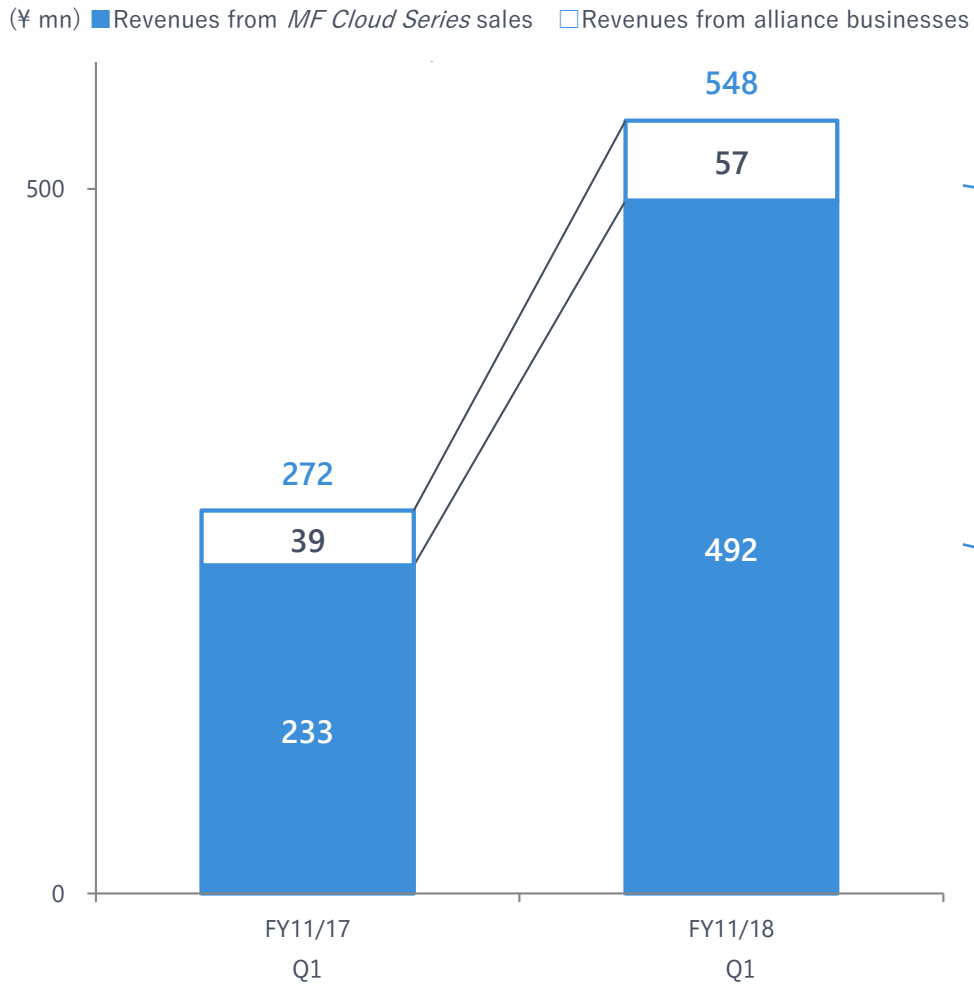
- Direct sales to business corporations and accounting firms, etc.
- Online sales through promotions, etc.



Results for Q1 YTD

Net Sales of *MF Cloud* Services

Revenues from *MF Cloud Series* sales increased significantly by 111% YoY.



Revenues from alliance businesses

+45%

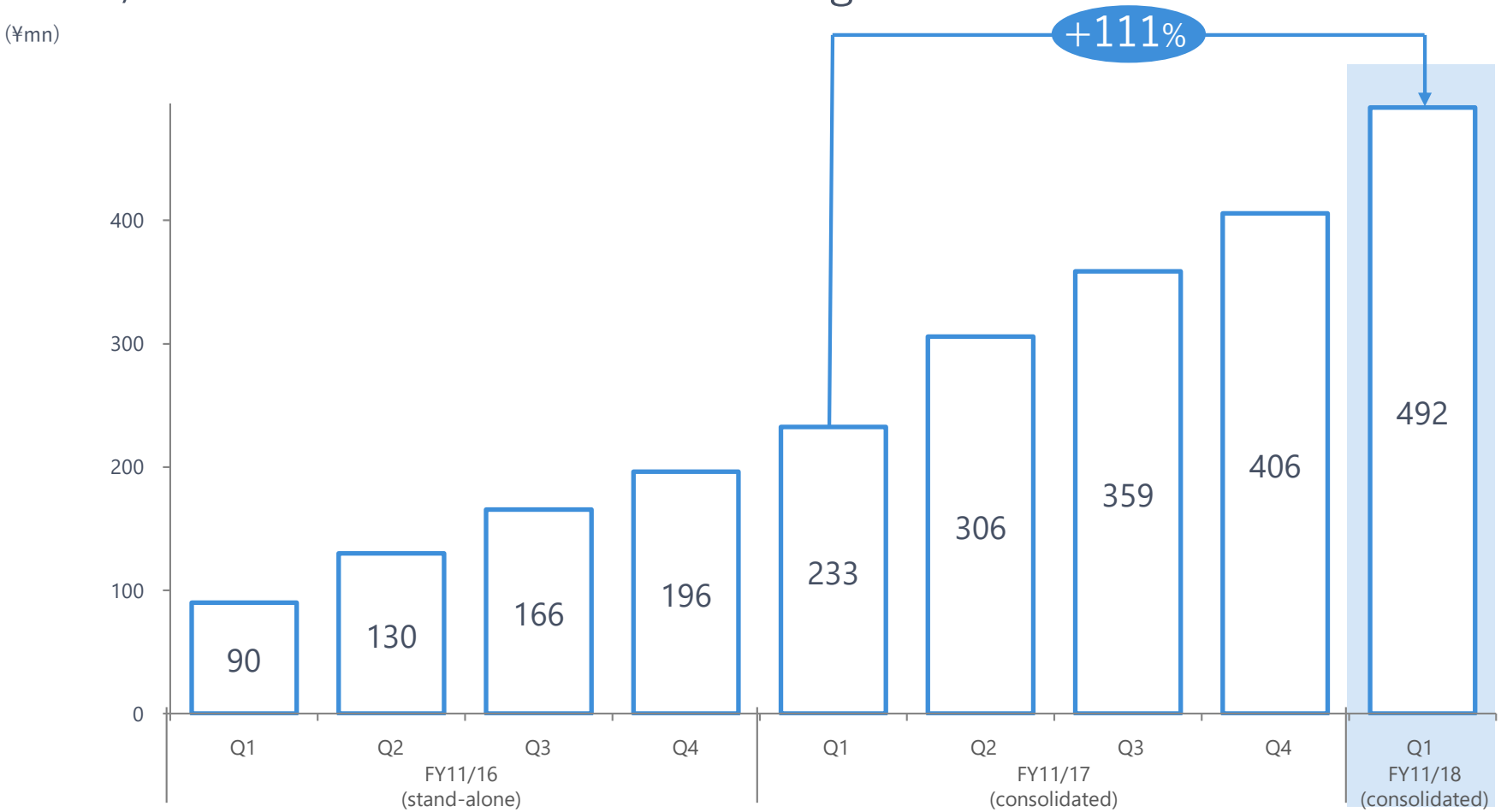
Revenues from *MF Cloud Series* sales

+111%

* The revenue of *STREAMED* provided by Klavis Inc. (acquired in Nov. 2017) is included in revenues from *MF Cloud Series* sales starting from Q1 of FY11/18.

Revenues from *MF Cloud Series* sales (Trend in Net Sales)

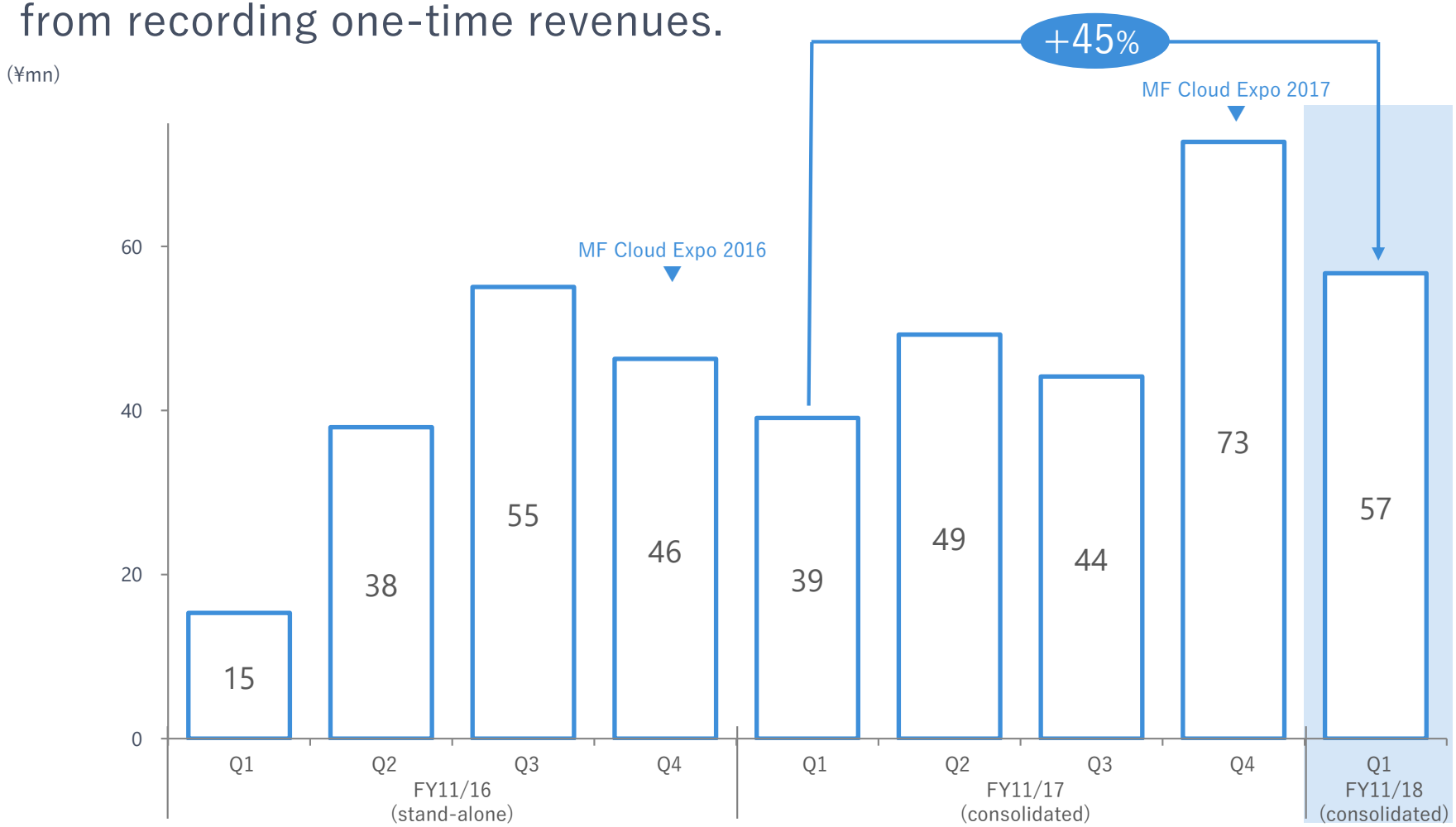
In addition to the steady growth of *MF Cloud Series*, revenues from *STREAMED*—provided by Klavis Inc. which was acquired at the end of FY11/17—also contributed to revenue growth.



* The revenue of *STREAMED* provided by Klavis Inc. (acquired in Nov. 2017) is included in revenues from *MF Cloud Series* sales starting from Q1 of FY11/18.
Revenues from *STREAMED* partly consist of volume-based charging.

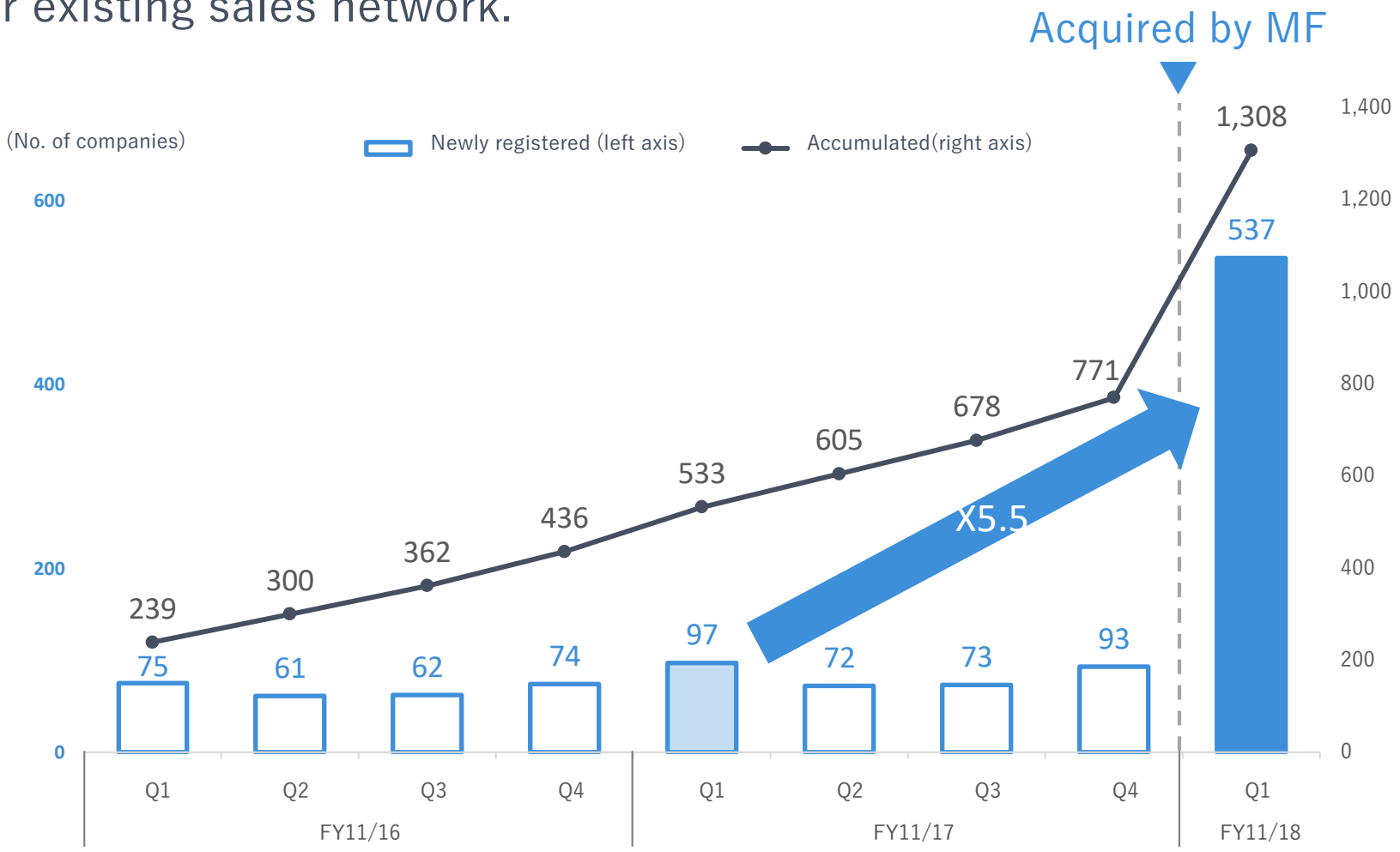
Revenues from Alliance Businesses (Trend in Net Sales) 41

Revenues decreased QoQ as event sponsorships revenues were recorded in Q4 of FY11/17; however, on a YoY-basis, revenues increased by 45% from recording one-time revenues.



MF Cloud Series (Topics)

Synergy of the acquisition of Klavis Inc. has been realized. The number of accounting firms newly registered to *STREAMED* increased 5.5x YoY owing to our existing sales network.



* “Accumulated” indicates the accumulated number of provisional registrations by accounting firms in accordance with Money Forward Inc.’s fiscal term.

MF Cloud Series (Topics)

We have agreed with ACCS Consulting Co., Ltd. to acquire their *Hybrid Accounting Crew* and *Crew Series* services, and will start supporting migration to *MF Cloud Series* starting in April, aiming to reinforce our user base.



MF Cloud Series (Topics)

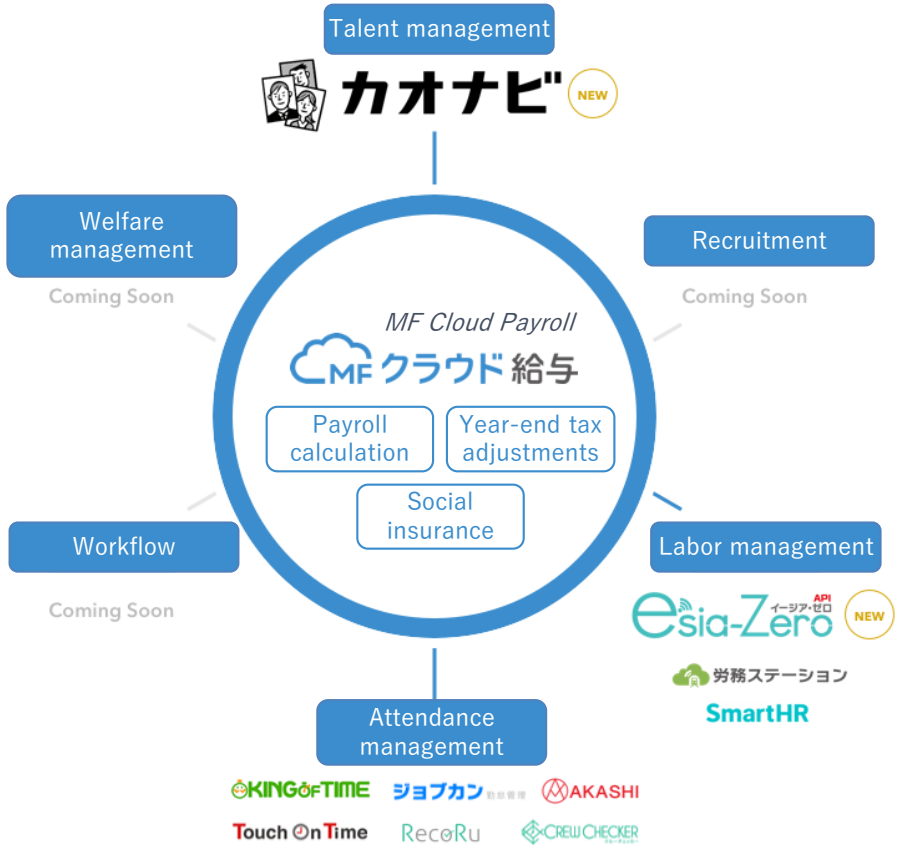
Accompanying the termination of *Net de Kaikei,* the cloud accounting service on May 30, 2018, we will collaborate with its provider, Piped Bits Co., Ltd. to support seamless user migration to *MF Cloud*.

Net de Kaikei × MFクラウド

MF Cloud Series (Topics)

We have accelerated the promotion of our *Connected HR* scheme in order to improve usability. *kaonavi* and *Esia-Zero* are newly connected to *MF Cloud Payroll* by API.

New API Connections between
Money Forward and *MF Cloud Payroll*, and
talent and labor management services



MF Cloud Series (Topics)

The government raised its subsidy budget for supporting IT tool installations to ¥50 billion, fivefold from last year, to help small- and medium-sized businesses improve their productivity. We also plan to bolster promotions through nationwide seminars.

A subsidy of up to ¥500,000 will be provided to companies installing *MF Cloud Series*.

14,301 companies used “IT installation subsidy” in 2017.
The government aims to raise this number by ninefold to 135,000 in 2018.

IT Installation Subsidy × MFクラウド

MF Cloud Series (Topics)

We organized the *Crypto Currency Tax Return Support Program* and *Tax Return Cafe* to help users complete tax return more easily.

Crypto Currency Tax Return Support Program

Crypto Currency Tax Return Support Program was launched by
Money Forward and Aerial Partners
- Certified crypto currency tax accountants provide advice on preparing earnings statements and tax returns, and asset formation -

AERIAL PARTNERS × Money Forward

Tax Return Cafe



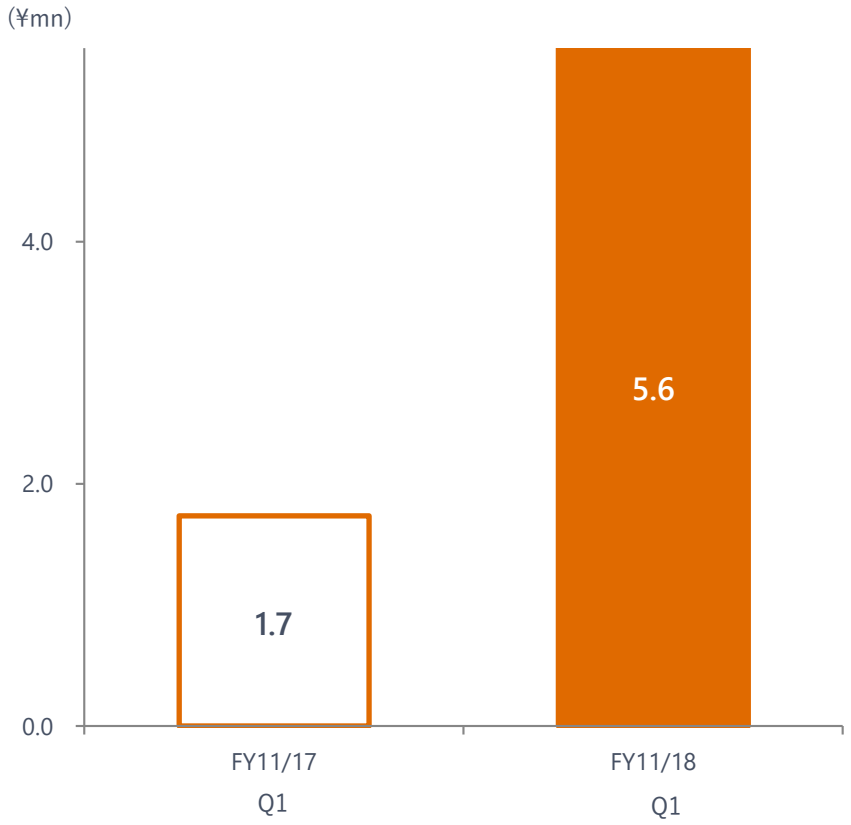


New Businesses etc.

Net Sales of New Businesses etc.

MF KESSAI has started to record net sales.

+221% YoY



* Business results of MF KESSAI Inc. and mirai talk Inc. are those from Oct. to Dec. 2017 as their fiscal year ends on Sep. 30.
The net sales shown above also include revenues from businesses other than *MF KESSAI* and *mirai talk.*

MF KESSAI (Service Deployment)

MF KESSAI steadily increased the number of business partners and will contribute to consolidated revenues more in Q2 and beyond.
The service is now more convenient with an early payment solution.

Service Deployment Examples

API connection between *MF KESSAI* and *Hotel Banzuke*

ホテル番付 × MF KESSAI

Enables payments on invoice
by corporate users of *Hotel Banzuke*

API connection between *MF KESSAI* and *Spacemarket*

SPACEMARKET × MF KESSAI

Enables payments on invoice
by corporate users of *Spacemarket*



Hisamatsu Farm



favy, Inc.

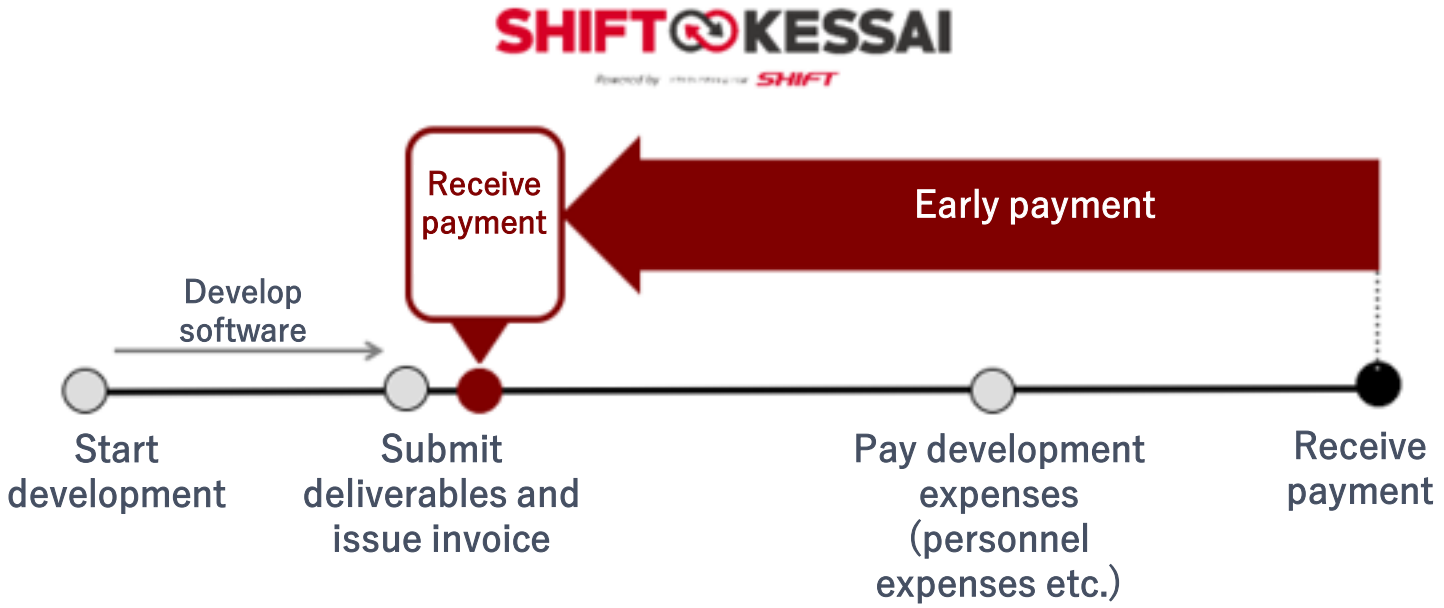


New Edge

MF KESSAI (Topics)

MF KESSAI formed a business alliance with SHIFT, Inc., a major software quality assurance service provider. Factoring service *SHIFT KESSAI* will be launched in May 2018 by combining SHIFT, Inc.'s data with *MF KESSAI*'s credit scoring model.

MF KESSAI and SHIFT partnered to launch *SHIFT KESSAI*.
- The service aims to improve cash flows in the IT/software development sector by introducing factoring service -



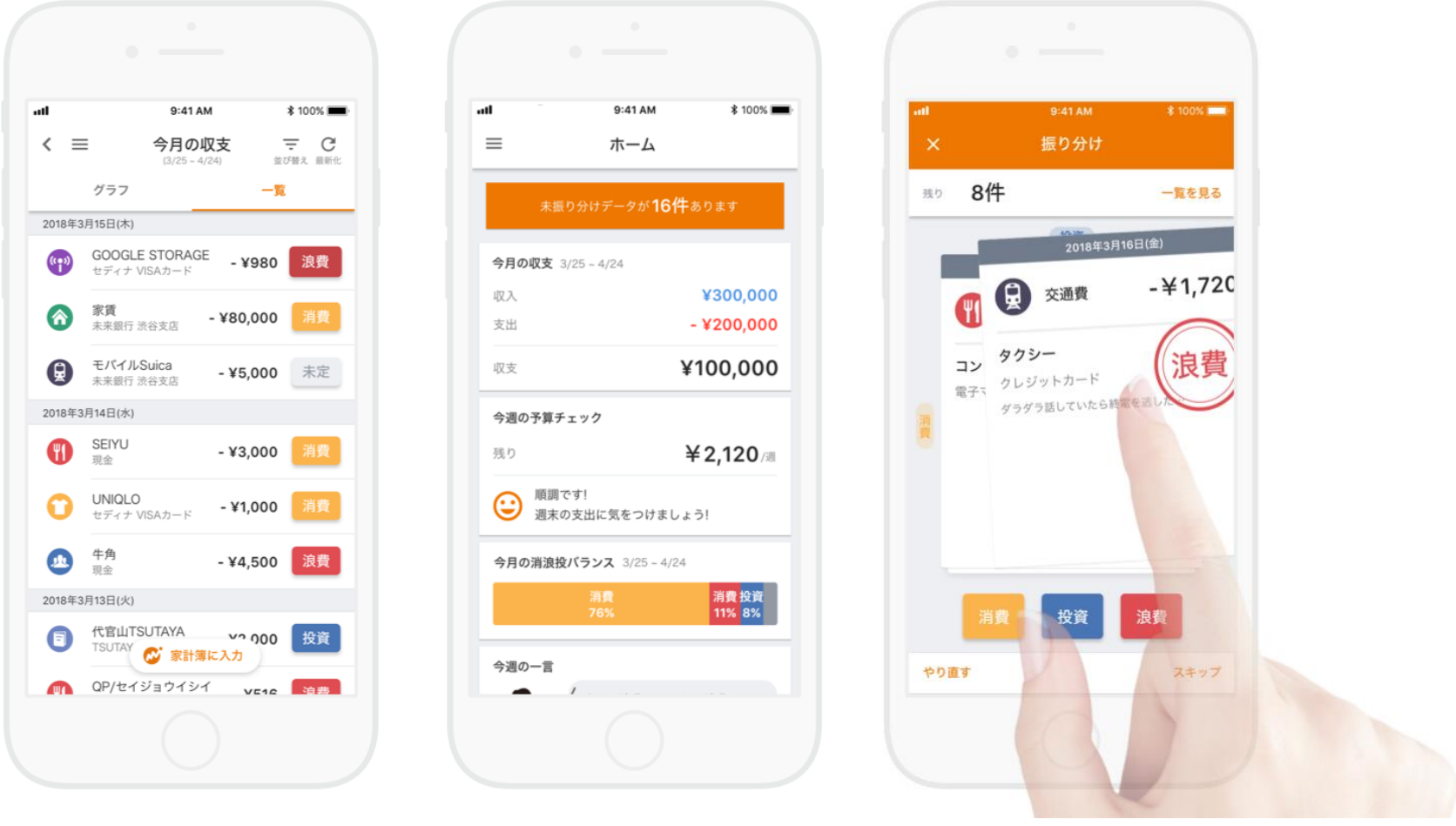
mirai talk (Topics)

mirai talk started its business in January 2018. “Money School”—a program based on expertise of Mitsuaki Yokoyama who has helped over 10,000 families’ finances—was received favourably by participants.



mirai talk (Topic)

In March, *mirai talk* released *Money Health Improvement App,* by which users can improve the way they use money. *mirai talk* offers “Money Personal Training” using the app data and FP’s insight to shape users’ financial values and help improve personal finance.





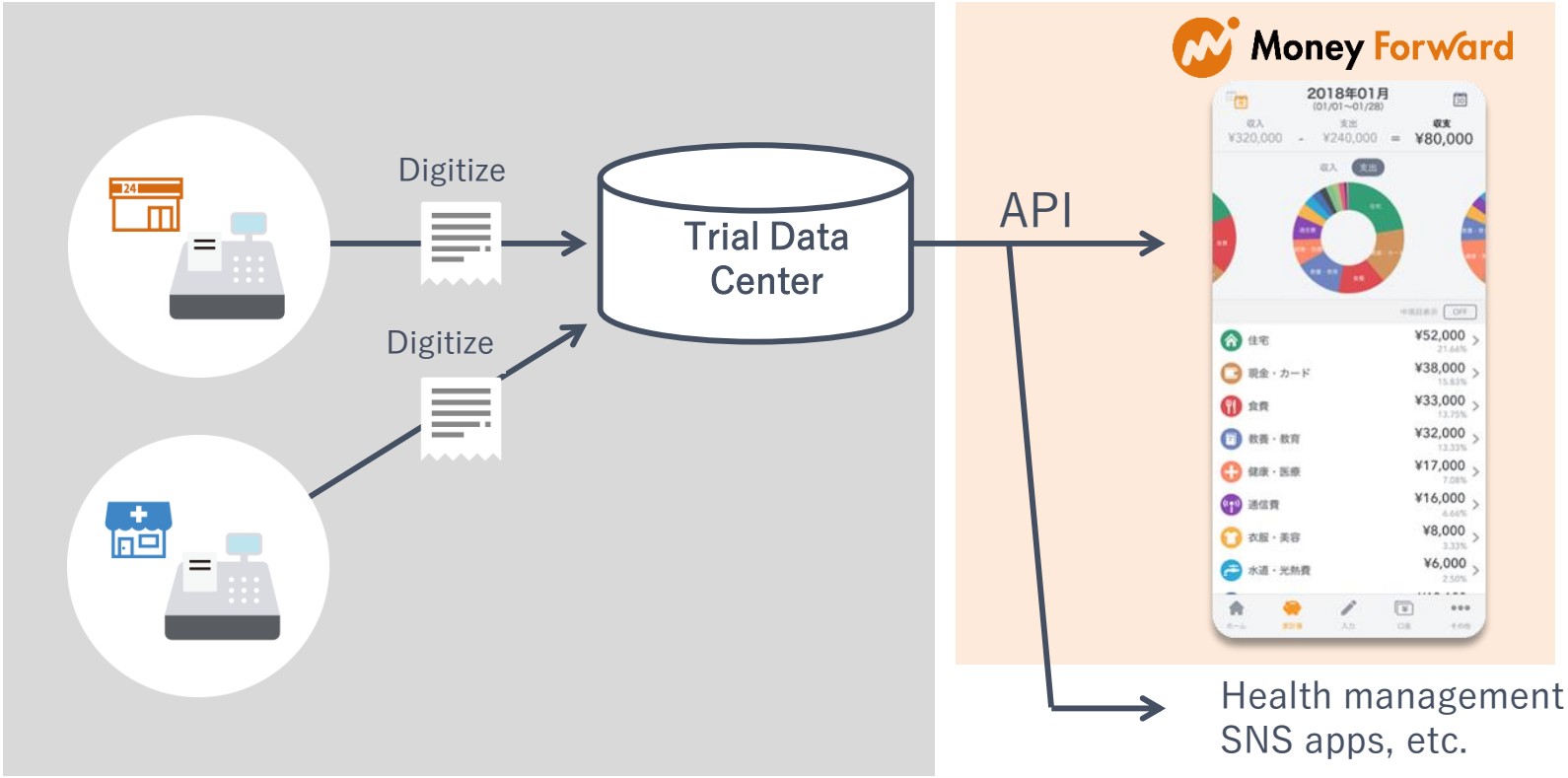
Other Strategic Initiatives

Initiatives to Utilize Data

We participated in a trial for digital receipts (*1) led by the Ministry of Economy, Trade and Industry and NEDO (*2) by connecting *Money Forward* with the digital receipt platform.

Consolidate and manage digital receipts of convenience stores and pharmacies etc.

Connect with *Money Forward* and other apps.



*1 Standardized and digitized versions of analog receipts issued by stores.
*2 New Energy and Industrial Technology Development Organization
Reference: The Ministry of Economy, Trade and Industry, "2017 Scheme of Digital Receipt Trial"

Bolstering Alliances with Financial Institutions (API Connection)

We have been steadily increasing the number of banking API connections. “Future Investment Strategy 2017” targets the adoption of open banking APIs by 80+ banks by 2020.

Financial Institution	Start of API Connection
SBI Sumishin Net Bank	Mar. 2016 (Ref API for individual & corporate customers) Mar. 2017 (Transfer API for individual & corporate customers)
Shizuoka Bank	Apr. 2016 (Ref API for individual customers)
Gunma Bank	June 2016 (Ref API for individual customers) Mar. 2018 (Ref API for corporate customers)
Mizuho Bank	Oct. 2016 (Ref API for corporate customers) Mar. 2017 (Transfer API for corporate customers)
Seven Bank	Jan. 2017 (Ref API for corporate customers) Nov. 2017 (Transfer API for corporate customers)
Aichi Bank	Feb. 2017 (Ref API for Individual & corporate customers)
Sumitomo Mitsui Banking Corporation	Mar. 2017 (Ref and Transfer API for corporate customers) July 2017 (Ref API for individual customers)
Minato Bank	Apr. 2017 (Ref API for corporate customers)
Japan Net Bank	Aug. 2017 (Ref API for individual & corporate customers)
Michinoku Bank	Dec. 2017 (Ref API for individual customers)
MUFG Bank	Feb. 2018 (Ref API for individual customers)
Chiba Bank	To be released in Apr. 2018 (Ref API for individual customers)
Hokuyo Bank	To be released in Apr. 2018 (Ref API for individual customers)
Taiko Bank	To be released in May. 2018 (Ref API for individual customers)

*Ref API: Referential API
*Transfer API: Money transfer API
*Those written in red are the newly announced services

Bolstering Alliances with Financial Institutions (PFM Services)

We released *Article Distribution Unit* and two *Money Forward for XX* services.

Money Forward for XX

Developing *Money Forward* for financial institutions' customers

Money Forward 住信SBIネット銀行
Money Forward for YMFG
Money Forward 静岡銀行
Money Forward MONEQUE
東邦銀行 Money Forward
Money Forward 群馬銀行
Money Forward SHIGA BANK
FUKUI BANK Money Forward
岡崎信用金庫 Money Forward
Money Forward みちのく銀行
Money Forward 筑波銀行
Money Forward
三井のすまいLOOP Money Forward
Money Forward
Money Forward 栃木銀行
Money Forward for MIZUHO

Simple Bankbook

Developing bankbook apps for financial institutions' customers

GB かんたん通帳
通帳アプリ
TOCHIGIN かんたん通帳
大光銀行

MF Unit Series

Offering PFM functions within financial institutions' apps

Asset Monitoring Unit

JAL CARD
大光銀行アプリ

Article Distribution Unit

静岡銀行
MIZUHO

Newly announced services (Includes those not yet released. Logos of those not yet released may be subject to change.)

Bolstering Alliances with Financial Institutions (*MF Cloud* Services)

We provide *MF Cloud* services to financial institution customers. In April, we started providing Fukui Bank's services through *MF Cloud Finance.*

MF Cloud Finance Service utilizing *MF Cloud* data for quick and easy funding

GMOイプシロン株式会社 個人 法人
GMOイプシロン トランザクション レンディング
GMO EPSILON

福岡銀行 個人 法人
ファストパス
ふくぎん ビジネスローン ファストパス

福井銀行 個人 法人
Q-pit
福井銀行 ビジネス応援ローン Q-Pit キュービット

MF Cloud Accounting/Tax Return for BANK Accounting/tax return service for financial institutions' customers

MFクラウド会計 for 福井銀行

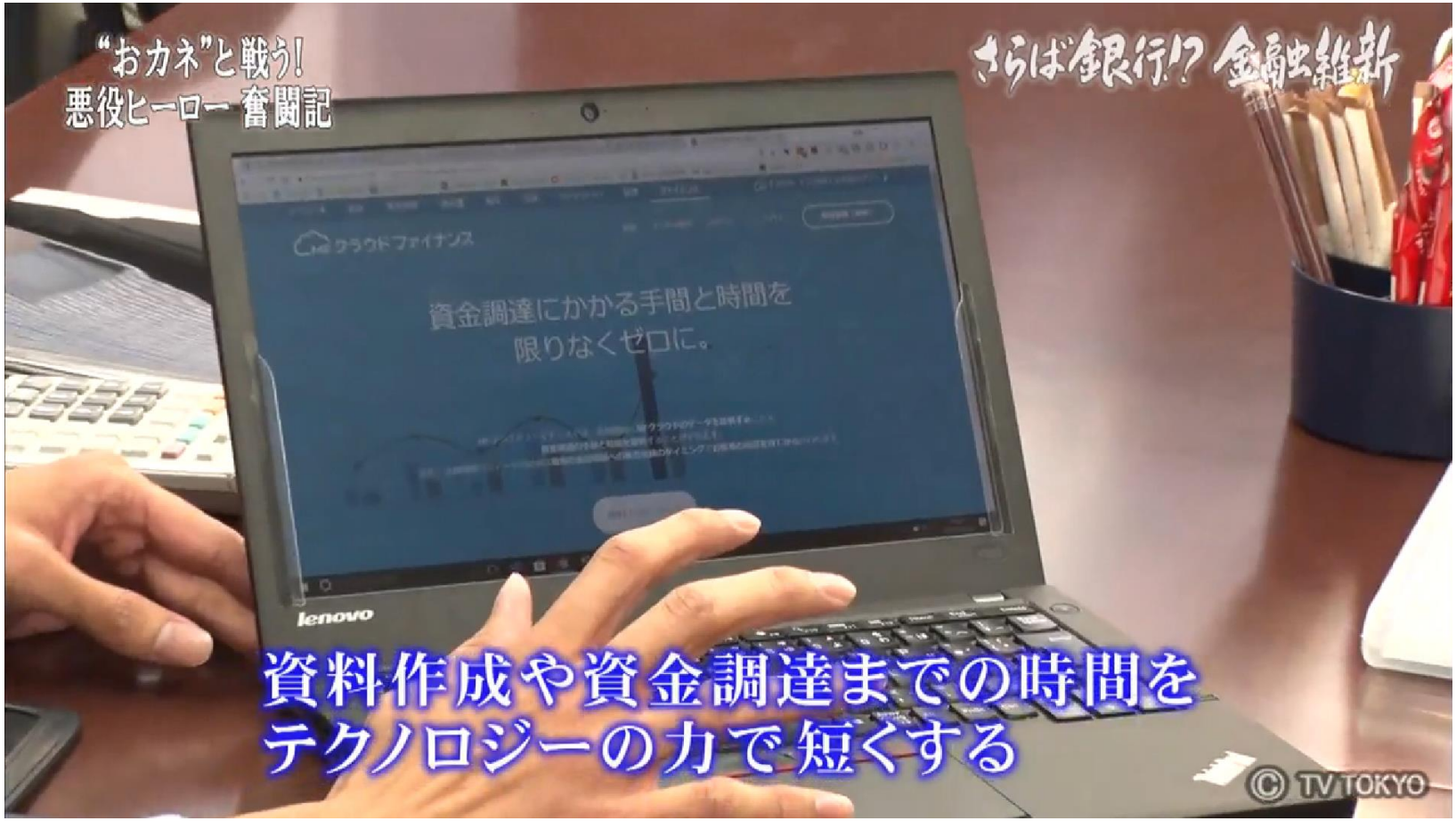
MFクラウド確定申告 for 福井銀行

We are also developing a service targeting customers of North Pacific Bank.

Newly announced services

Bolstering Alliances with Financial Institutions (*MF Cloud* Services)

Our *MF Cloud Finance* initiative with Fukuoka Bank was covered in a popular program on national TV in January 2018. The program introduced cases of small- and medium-sized businesses efficiently receiving funding.





Growth Strategies

Medium- to Long-term Strategies

Growth Strategy

Since our business is mainly subscription model, we will prioritize maximizing the present value of medium- to long-term cash flows.

Human Resource Strategy

We will consistently invest in recruitment of exceptional talents and human resource development.

Brand Strategy

We will invest in enhancing brand awareness, while also focusing on social contributions and fostering a supportive corporate culture.

Contributions in Various Fields

We will make contributions to the realm of Fintech and to advances in technology.

1 Customer base expansion

2 ARPU enhancement / Monetize acceleration

3 Launch of new services

4 Value creation with data utilization

Progress in Growth Strategies

We have expanded our customer base to maintain our top market share position in Japan for both individual and businesses. We are also bolstering our earnings capability and accelerating investment for future growth.

1

Customer base expansion

- The number of *Money Forward* 's premium users exceeded 130,000. We strengthened the user referral with other services.
- We have been expanding the provision of B2B2C services, including our first service targeting megabank customers.
- We started promoting user migration from *Crew Series* to *MF Cloud*.

2

ARPU* enhancement/ Monetize acceleration

- Consolidated net sales increased markedly, up 78% YoY.
- We are making steady progress toward achieving our full-year forecast (an annual growth rate of 50-60%).
- We improved ARPU by promoting the installation of *STREAMED* to accounting firms already using *MF Cloud*.

* ARPU: Average Revenue Per User

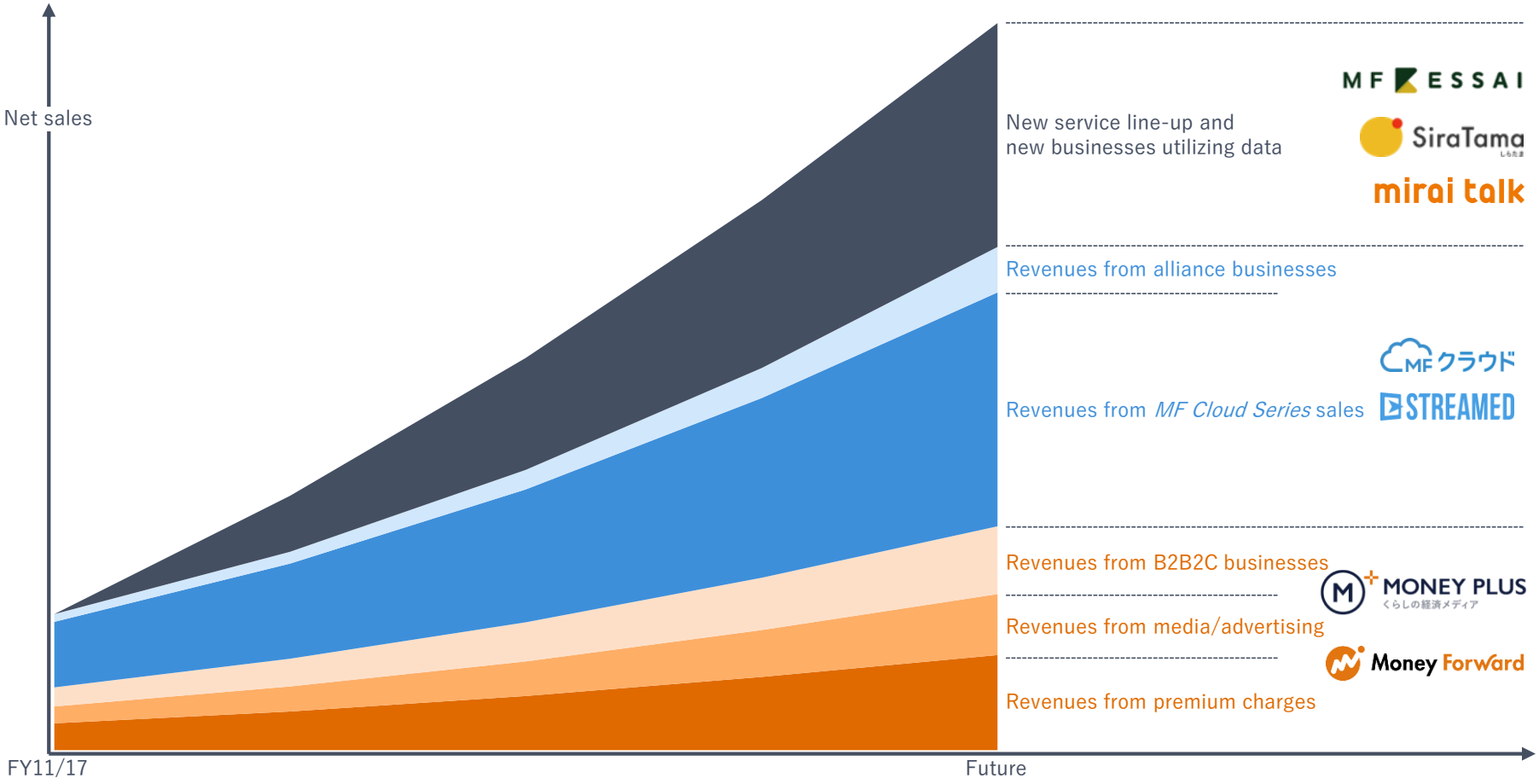
Progress in Growth Strategies

We extended our service lineup, and are striving to develop and deliver value-added services by utilizing data.

3 Launch of new services	・ We announced the release of *Money Forward Mall* (May 2018). ・ *mirai talk* released *Money Health Improvement App.* ・ *MF KESSAI* formed a business alliance with SHIFT, Inc., a software quality assurance service provider, and has announced the provision of *SHIFT KESSAI*.
4 Value creation with data utilization	・ We plan to offer value-added services unique to our company by leveraging on accumulated big data. ・ We will accelerate the development of our data infrastructure while also focusing on recruitment. ・ We collaborate with external parties, including participating in the trial for digital receipts and extending the provision of *MF Cloud Finance* to more businesses.

Growth Strategies

We will aspire to grow further by expanding our user base, strengthening our monetization capabilities, extending our service line-up, and adding value by utilizing data.



Money Forward

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