



SMS Co., Ltd. (2175 TSE Prime Market) Earnings Presentation for Investors, Q2 FY03/2025

October 29, 2024

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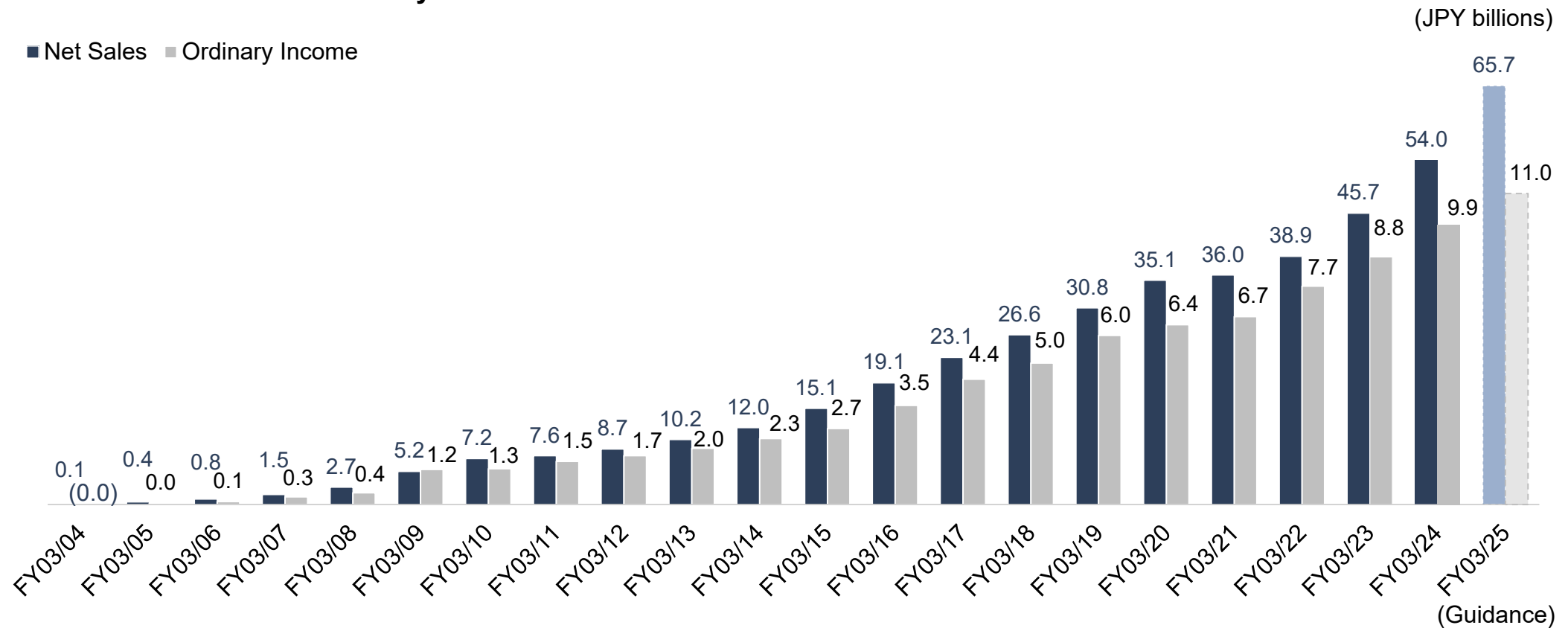
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01 **Q2 FY03/2025 Consolidated Financial Results**

Historical Financial Results and FY03/25 Guidance

Expect to achieve growth in both sales and profits for the 21st consecutive year since our establishment.

Trends in net sales and ordinary income



FY03/25 Consolidated Financial Results (Q2)

- Sales increased and profits decreased YoY due to the intensive hiring of career partners in Q1 and increased investments in advertising, etc.
- Aim to achieve the FY03/25 guidance by increasing the sales growth rate from Q3, mainly in the Career Segment.

Q2 FY03/25 [JPY million]

	Q2 FY03/24 Actual	Q2 FY03/25 Actual	YoY Change
Net Sales	27,474	31,842	+16%
Operating Income	4,701	3,574	(24%)
Ordinary Income	5,775	4,926	(15%)
Net Income	4,176	3,670	(12%)

FY03/25 Career Segment (Q2)

- Grew steadily with strong demand for hiring professionals by medical/elderly care business operators.
 - The rebranding of services for nurses is well underway, with the unification of the brand completed in August.
 - Newly hired career partners started to contribute to the matching activities as expected.
- Sales growth was limited due to a temporary slowdown in job seekers' motivation to change jobs in Q2.
- The current trend of job seekers is recovering, and we aim to increase the sales growth rate from Q3 with further contributions to matching activities by career partners hired to date and the materialization of investment effects.

Sales, Q2 FY03/25 [JPY million]

	Q2 FY03/24 Actual	Q2 FY03/25 Actual	YoY Change
Elderly Care Career	8,485	10,330	+22%
Medical Care Career	9,650	10,327	+7%
Total	18,136	20,657	+14%

FY03/25 Elderly/Disability Care Operators Segment (Kaipoke, Q2)

- The number of Kaipoke memberships increased steadily.
 - 53,100 service offices (30,550 locations)*¹ as of October 1, 2024
 - 1H membership increase: 2,700 service offices (1,400 locations)
- Sales of optional add-ons such as additional tablets and smartphones, as well as M&A matching business, grew steadily.

Sales, Q2 FY03/25 [JPY million]

	Q2 FY03/24 Actual	Q2 FY03/25 Actual	YoY Change
Elderly/Disability Care Operators (Kaipoke)	4,659	5,770	+24%

1. # of service offices: the number of elderly care services / welfare services for persons with disabilities provided based on the public insurance scheme

of locations: the number of service office locations

e.g. When an operator provides two types of elderly care services, home care support service and home-visit elderly care, at one specific address, the number of locations is counted as one and the number of service offices is counted as two. Kaipoke's subscription fee is charged per membership location. Normally, the number of locations is smaller than the number of service offices.

FY03/25 Overseas Segment (Q2*1)

- **Medical Platform Business** grew steadily with stable orders for both digital and non-digital services.
- **Global Career Business** grew steadily driven by the increasing domestic/cross-border introductions of HCPs *2 in the countries where we have already operated.

Sales, Q2 FY03/25 [JPY million]

	Q2 FY03/24 Actual	Q2 FY03/25 Actual	YoY Change
Overseas	3,436	3,879	+13%

1. Income statement of MIMS group is consolidated with a three-month delay and the 1H results are for January to June. (Please refer to p.92)

2. Healthcare professionals

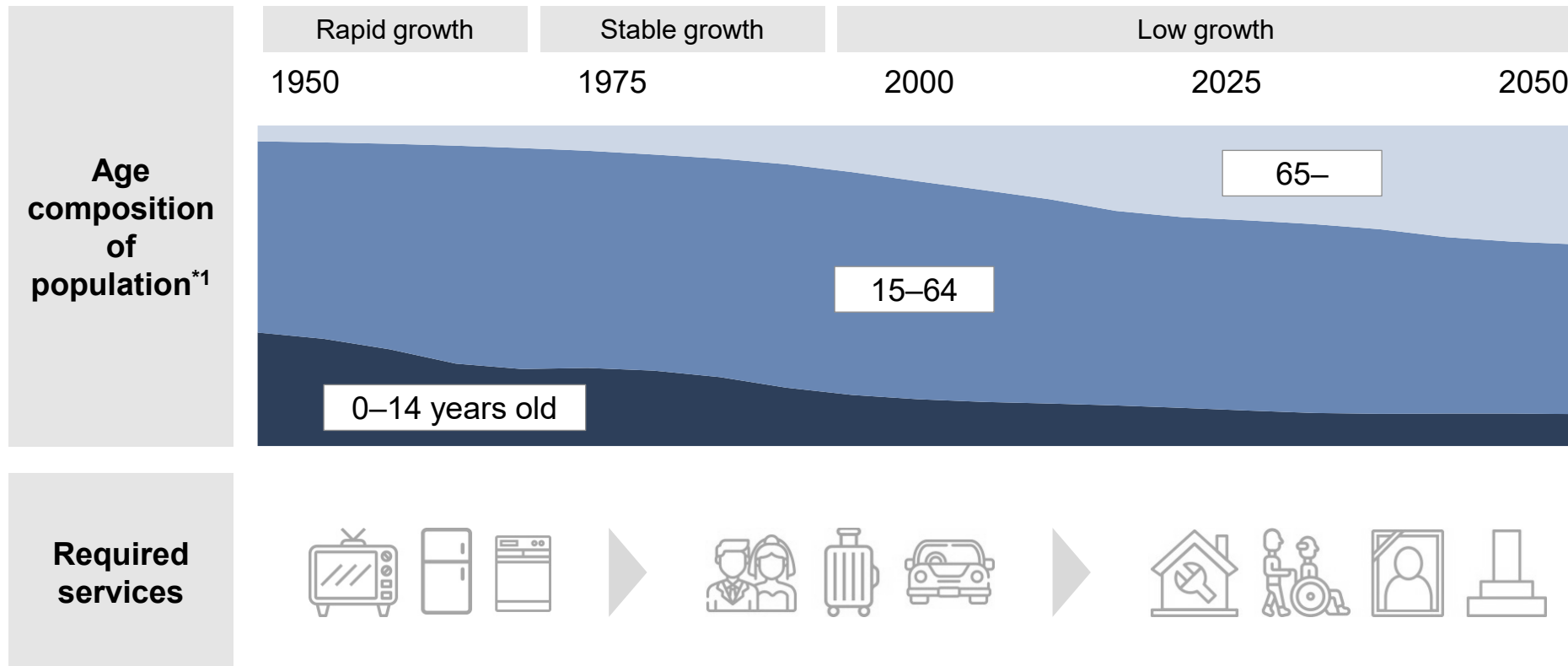
02 Topic

New Business (Senior Life) Strategy

Social issue addressed in Senior Life Business:

Difficulty in solving problems related to living in an aging society

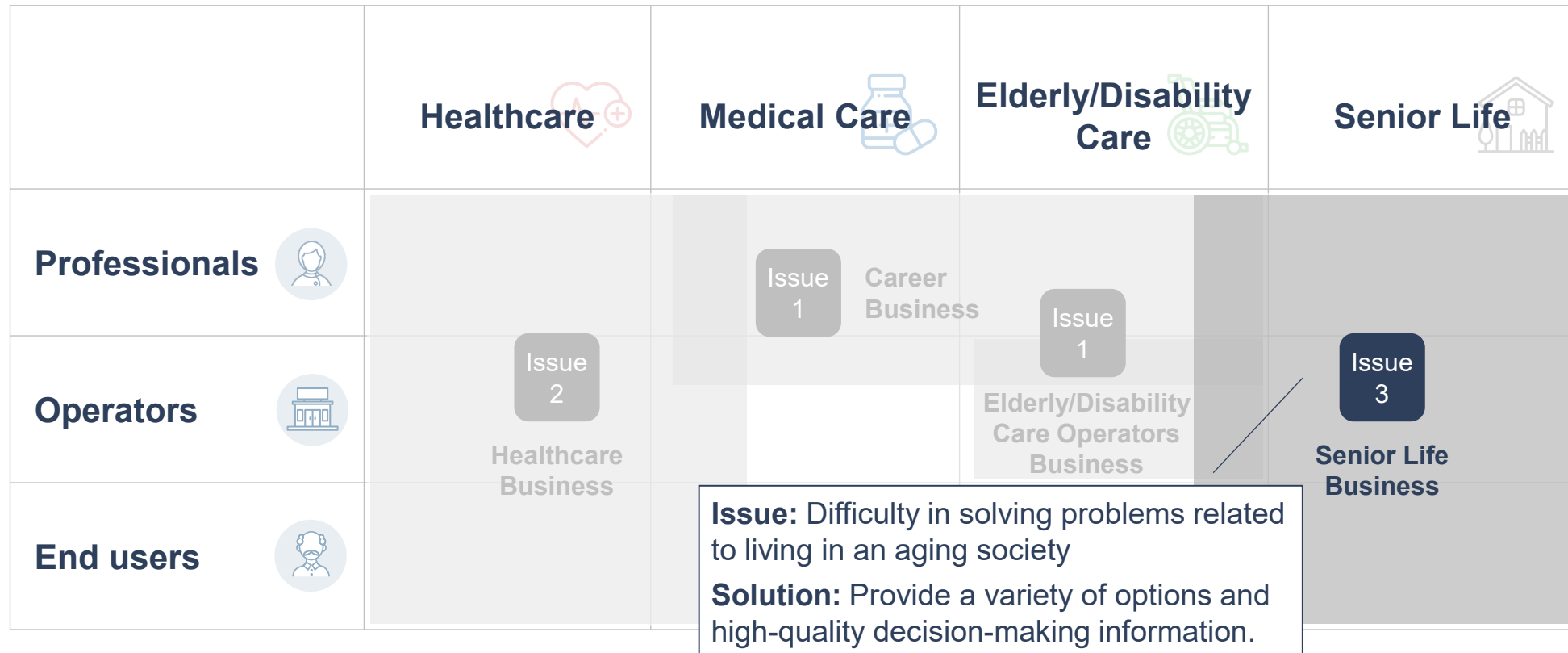
- While services required in society are changing and expanding with the population aging, information related to living in an aging society is insufficient in terms of quality and quantity, and the future labor shortage will result in an inability to adequately supply such services.
- The elderly and their families will have difficulties in solving life-related problems in an aging society.



1. MIC "Census", "Population estimates", National Institute of Population and Social Security Research "2023 Estimated future population of Japan"

Solution for Social Issue in Senior Life Business

Contribute to solving the social issue “difficulty in solving problems related to living in an aging society” by developing a platform that connects people who have some worries or problems in their lives, with advisors and solution services.

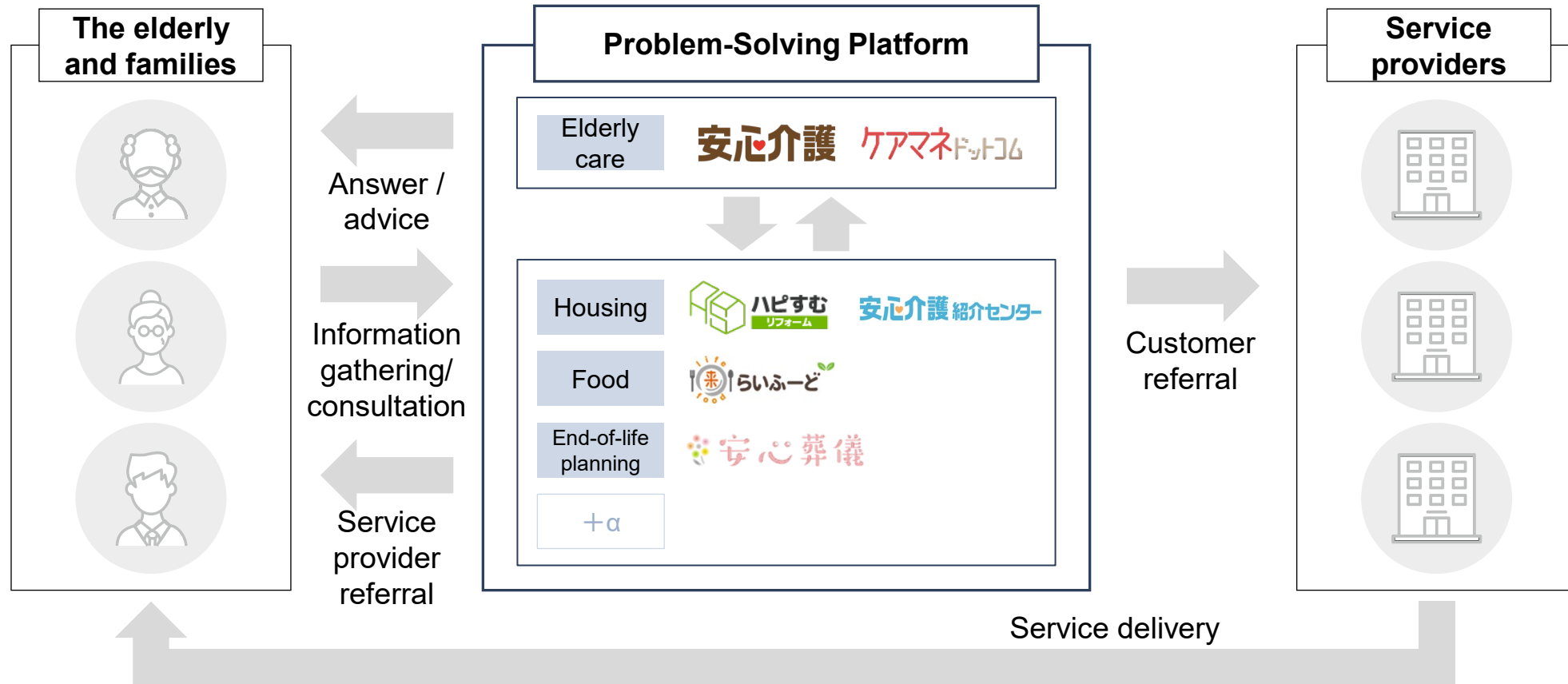


Mission of Senior Life Business

**We aim to contribute to improving people's lives
by offering a wide range of options and
information related to living in an aging society.**

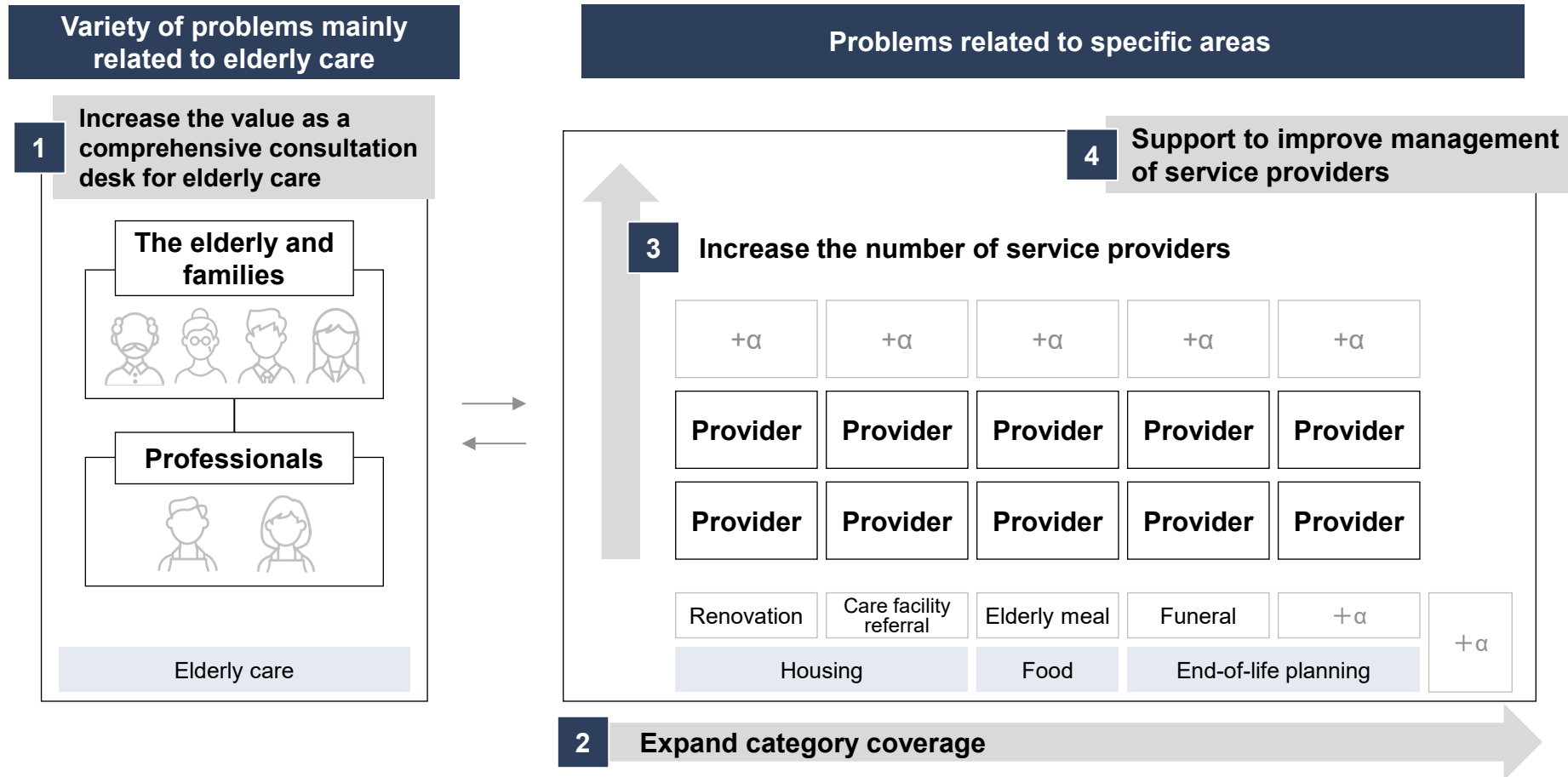
Problem-Solving Platform

- Help to solve a variety of problems, mainly related to elderly care, through communication among those who have similar problems and advice from professionals.
- Refer service providers to solve problems related to specific categories such as housing, food, and end-of-life planning.



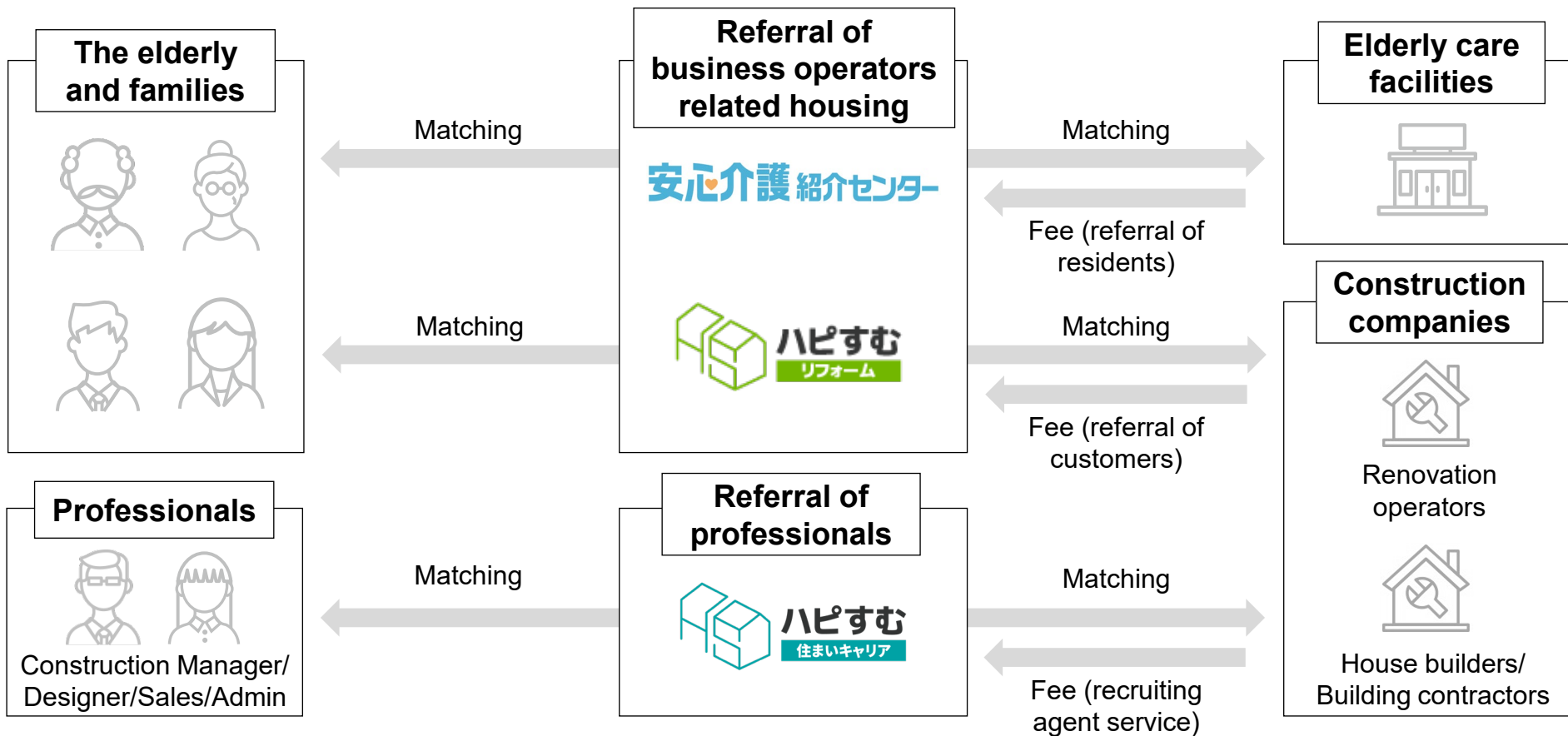
Strategy of Senior Life Business

Maximize the value as a problem-solving platform by No. 1 – 4 below.



Solutions in the housing domain

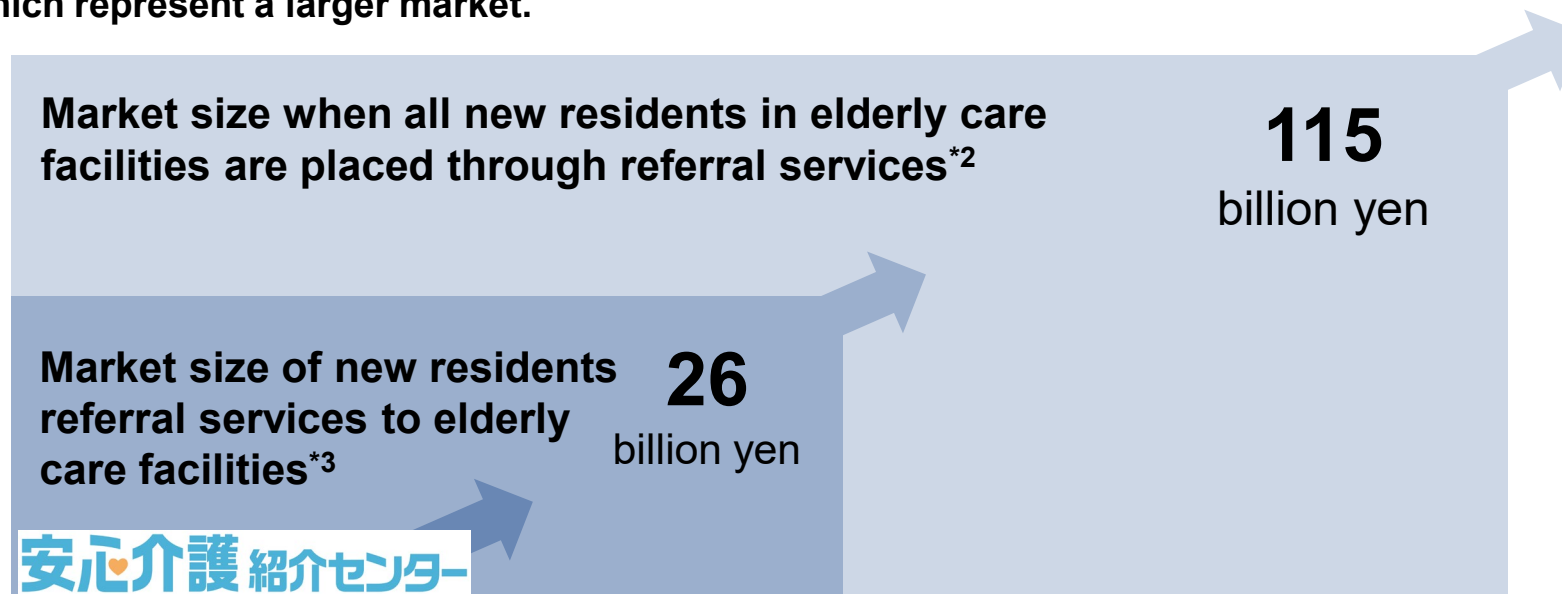
- Support the elderly and families to find elderly care facilities and construction companies such as renovation operators, house builders, and building contractors according to the housing-related problems in an aging society.
- In addition, we help construction companies to recruit professionals so that they can provide better services.*1



1. Support for the recruitment of staff working at elderly care facilities is provided in the Career Segment.

Market Size - Referral to Elderly Care Facilities

- The number of new residents in elderly care facilities is expected to continue to grow as the number of elderly people increases and the number of elderly care facilities increases accordingly.
- There are many cases where care managers (CMs) and medical social workers (MSWs) are consulted by the elderly and their families about referrals to elderly care facilities, and about 30% of these cases are handed over elderly care facility referral center, which refers them to facilities face-to-face.*1
- While our current referrals to elderly care facilities are mainly via the Web, we will expand to include face-to-face referrals, which represent a larger market.



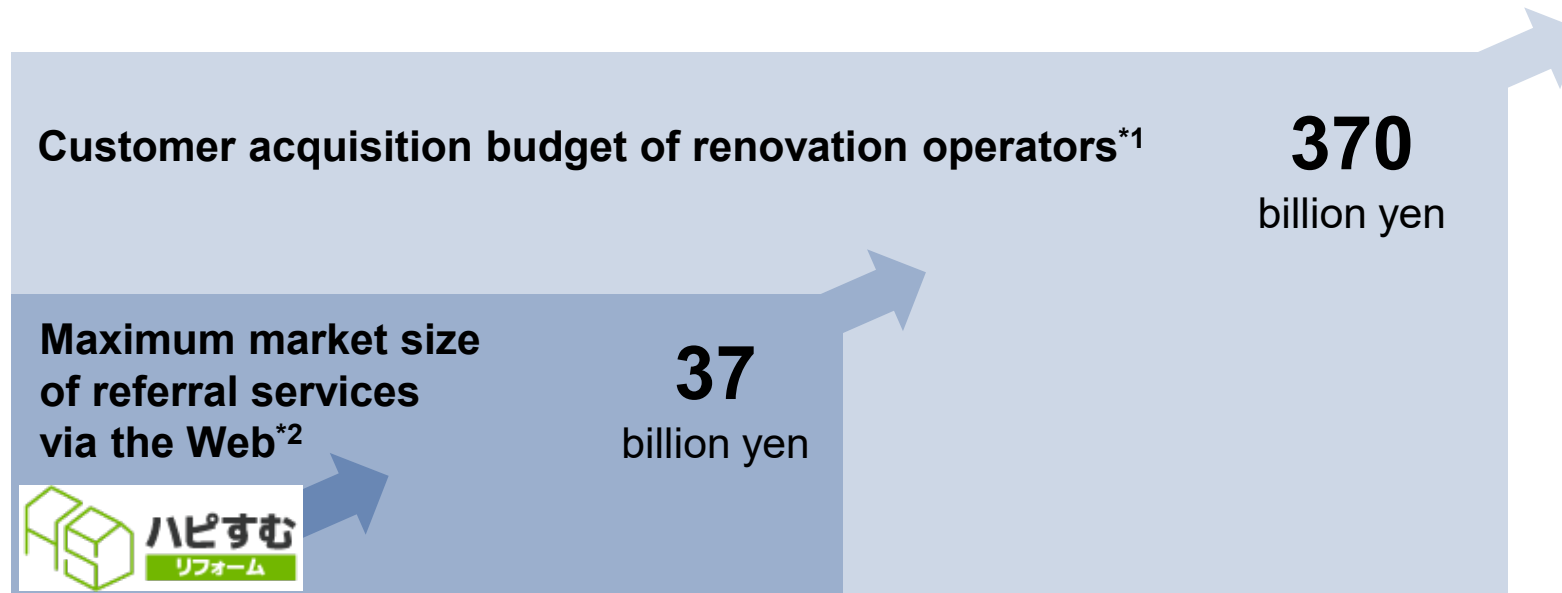
1. Results of the survey conducted by SMS

2. The number of new residents in fee-based nursing homes, residences with health and welfare services, and group homes for elderly with dementia (539,000 people) × Average referral fee (213,000 yen)
MHLW, “Social security council, Branch council of long-term care benefits (221st) Materials”, “2019 Survey of long-term care service facilities and offices”, Japan Group-Home Association for people with Dementia, “Research project report on the situation after the implementation of the 2021 revision of nursing care fees for group homes for elderly with dementia”, PwC Consulting LLC, “Research report on approaches to referring housing for the elderly”

3. Number of referrals via elderly care facility referral center (91,000 people) x Average referral fee (219,000 yen) + Number of referrals via the Web (34,000 people) x Average referral fee (190,000 yen)
MHLW, “Study group on issues related to care management (1st) reference materials”, Results of the survey conducted by SMS, etc. Additionally, referred to the data in 2 above.

Market Size - Referral to Renovation Operators

- Demand for home renovations is expected to continue to grow due to the aging of houses and the expansion of in-home care.
- The services provided by renovation operators are also diversifying as demand increases. Accordingly, there is a large room for growth in the need to find renovation operators via the web, which is more convenient and allows users to compare estimates/plans from multiple operators.

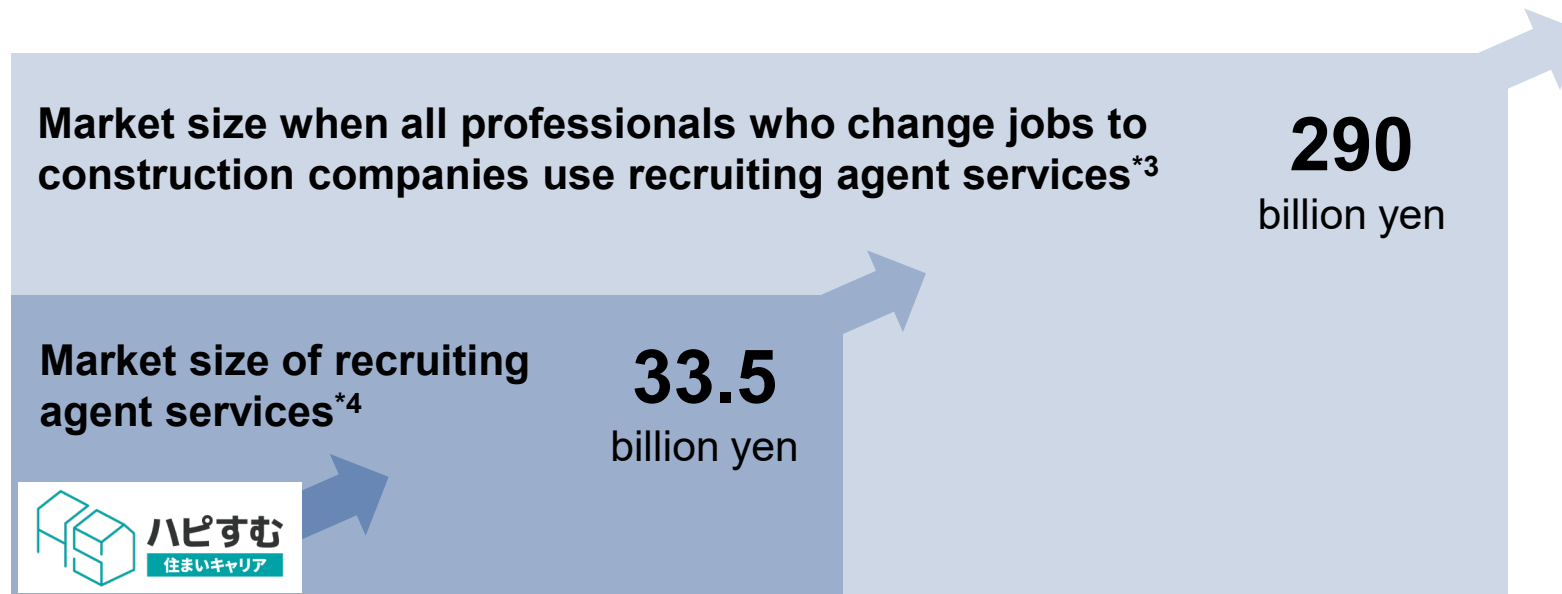


1. Market size of home renovation (7.36 trillion yen) x Advertising expense ratio (5%)
 Yano Research Institute, "Home Renovation Market 2024"

2. Assuming renovation operators will use 10% of their customer acquisition budget for referral services.

Market Size – RAG*1 for Professionals in Construction Companies

- The penetration of recruiting agent services for the target occupations is expected to continue to grow due to the labor shortage. (assuming the current penetration is around 18%*2)
- In addition to the growth of the addressable market, there is a large room to increase our market share in this area, where the know-how developed in the Career Business can be leveraged.



1. RAG: Recruiting agent service
2. Annual number of professionals placed via recruiting agencies (19,600 people) / (Number of professionals (1.69 million people) x Turnover rate (10.1%))
The target occupations are managerial, technical, administrative and sales positions in the construction industry. Calculated based on the following references: MIC, "Labour Force Survey (2023)", MHLW, "Survey on Employment Trends (2023)"
3. Number of professionals (1.69 million people) x Turnover rate (10.1%) x Average annual income (5.7 million yen) x RAG fee rate (30%)
Calculated based on MIC, "Basic Survey on Wage Structure (2023)" and the data in 2 above.
4. Annual number of professionals placed via recruiting agencies (19,600 people) x Average annual income (5.7 million yen) x RAG fee rate (30%)

03 References

Mission and Strategy

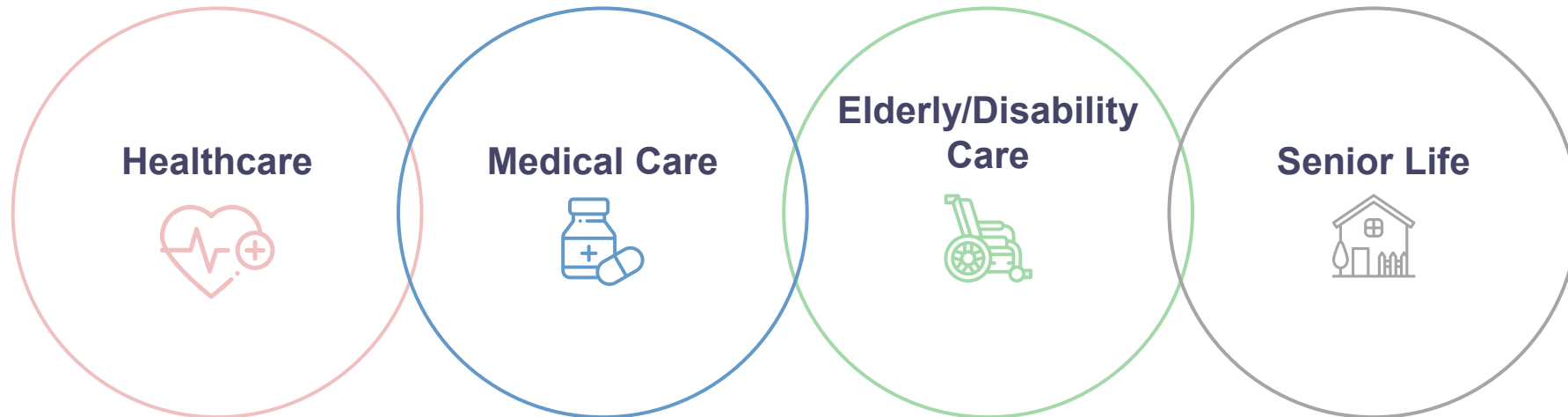
Mission

Group Mission

**We aim to improve people's quality of life
by providing information infrastructure
for an aging society.**

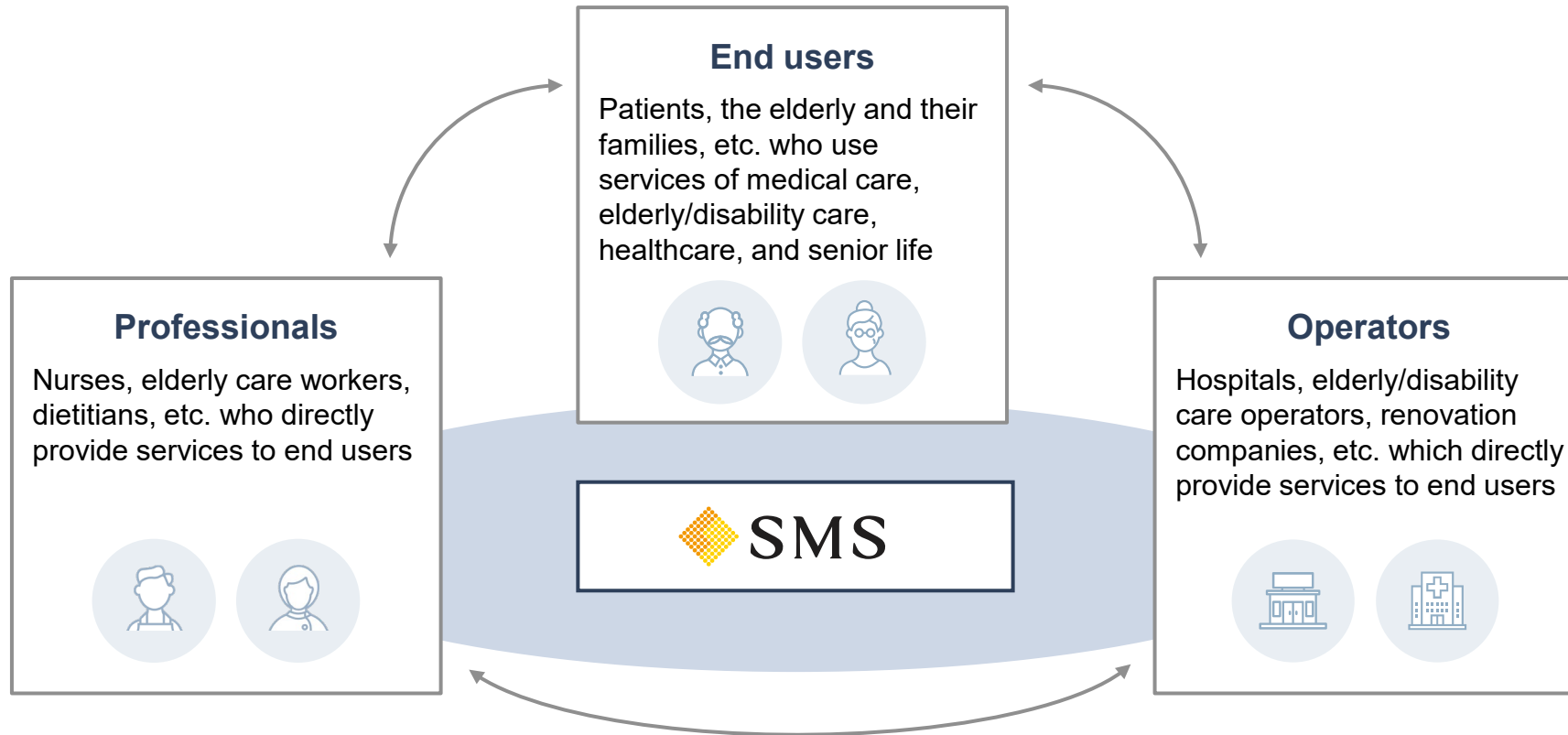
Aging Society

Define our business domains in an aging society as **Medical Care**, **Elderly/Disability Care**, **Healthcare**, and **Senior Life**.









Information Infrastructure

Define information infrastructure as a platform to connect those to whom we provide value: end users such as patients, the elderly and their families; professionals such as nurses and elderly care workers; and business operators such as hospitals and elderly/disability care operators.



Business Areas

- Set our business areas based on the four domains required for an aging society and the three stakeholders to whom we provide value.
- Build the information infrastructure by developing and nurturing businesses in each business area.

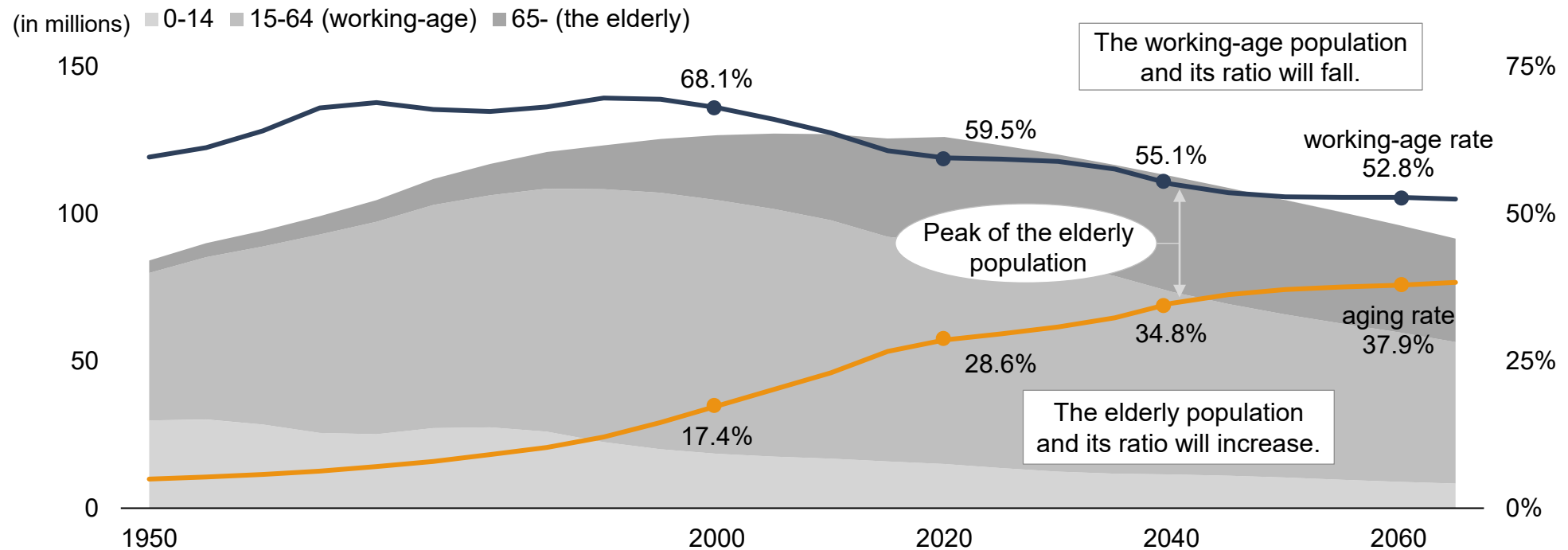
	Healthcare 	Medical Care 	Elderly/Disability Care 	Senior Life 
Professionals 				
Operators 	Business Areas			
End users 				

Issues in an Aging Society and Our Solutions

An Unprecedented Era of Low Birth Rate, Aging and Population Decline

- We are facing rapid aging and population decline simultaneously in Japan.
- The aging rate is expected to reach approximately 35% by 2040 when the elderly population approaches its peak.
- The working-age population is declining, and its ratio will drop to nearly 55% by 2040.

Population trends in Japan*1



1. MIC "Census", "Population estimates", National Institute of Population and Social Security Research "2023 Estimated future population of Japan"

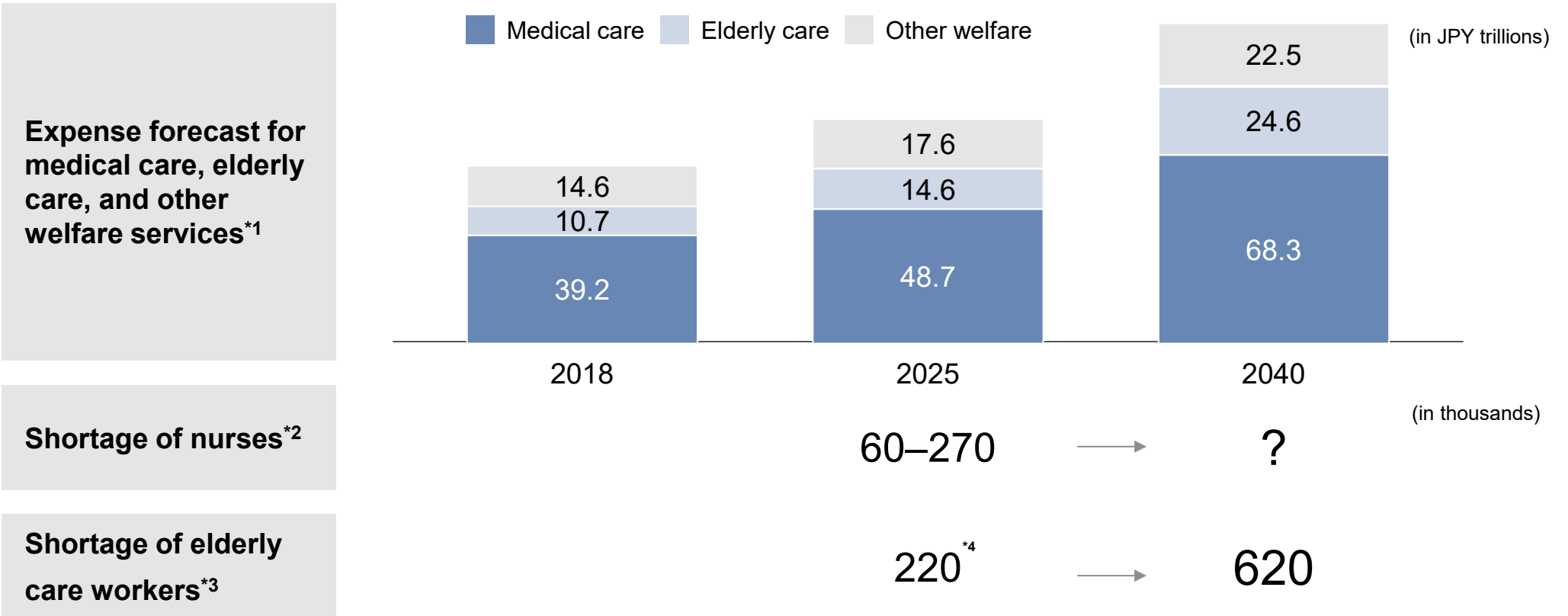
Three Critical Issues Faced by an Aging Society

- We are facing three critical social issues in an aging society with the low birth rate, aging and population decline.
- Need to solve these issues in order to improve people's quality of life in an aging society.

Issue 1	Difficulty in sustaining high-quality medical care and elderly/disability care services
Issue 2	More severe burden on the working generation
Issue 3	Difficulty in solving problems related to living in an aging society

Issue 1: Difficulty in sustaining high-quality medical care and elderly/disability care services

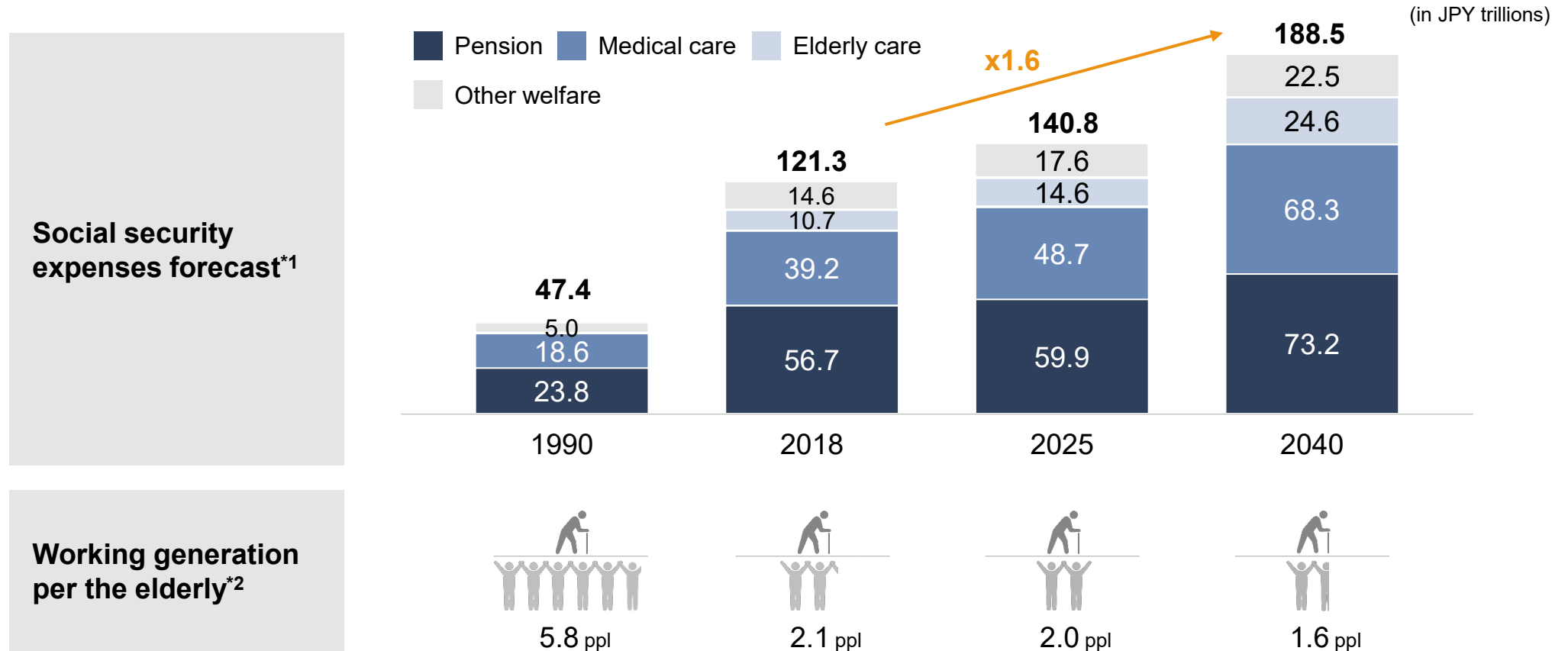
While the demand for medical care and elderly/disability care services is increasing due to the population aging, a growing shortage of medical care and elderly care professionals is making it difficult to sustain high-quality medical care and elderly/disability care services.



1. Cabinet Secretariat, CAO, MOF, MHLW, "Future outlook for social security in 2040"
 2. MHLW, "Subcommittee on supply and demand of nursing staff, study group on supply and demand of medical care workers"
 3. MHLW, "Required number of elderly care staff based on the 9th plan for long-term care insurance"
 4. Number of shortages as of 2026

Issue 2: More severe burden on the working generation

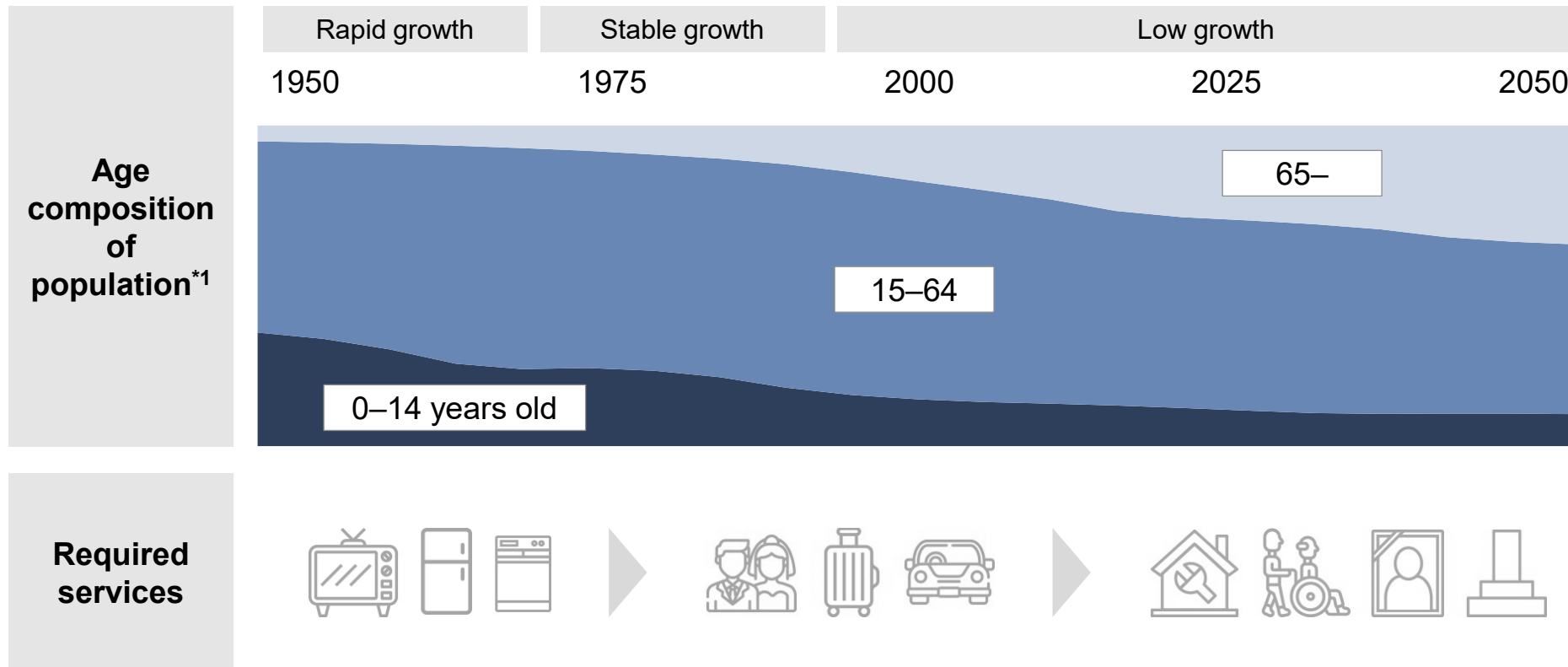
The burden on the working generation will become more serious due to the increasing social security expenses for pensions, medical care, elderly care, and other welfare services, as well as the declining working-age population who cover these expenses.



1. MHLW, "Trends in Social Security Benefits", Cabinet Secretariat, CAO, MOF, MHLW, "Future outlook for social security in 2040"
 2. MIC "Census", "Population estimates", National Institute of Population and Social Security Research "2023 Estimated future population of Japan"

Issue 3: Difficulty in solving problems related to living in an aging society

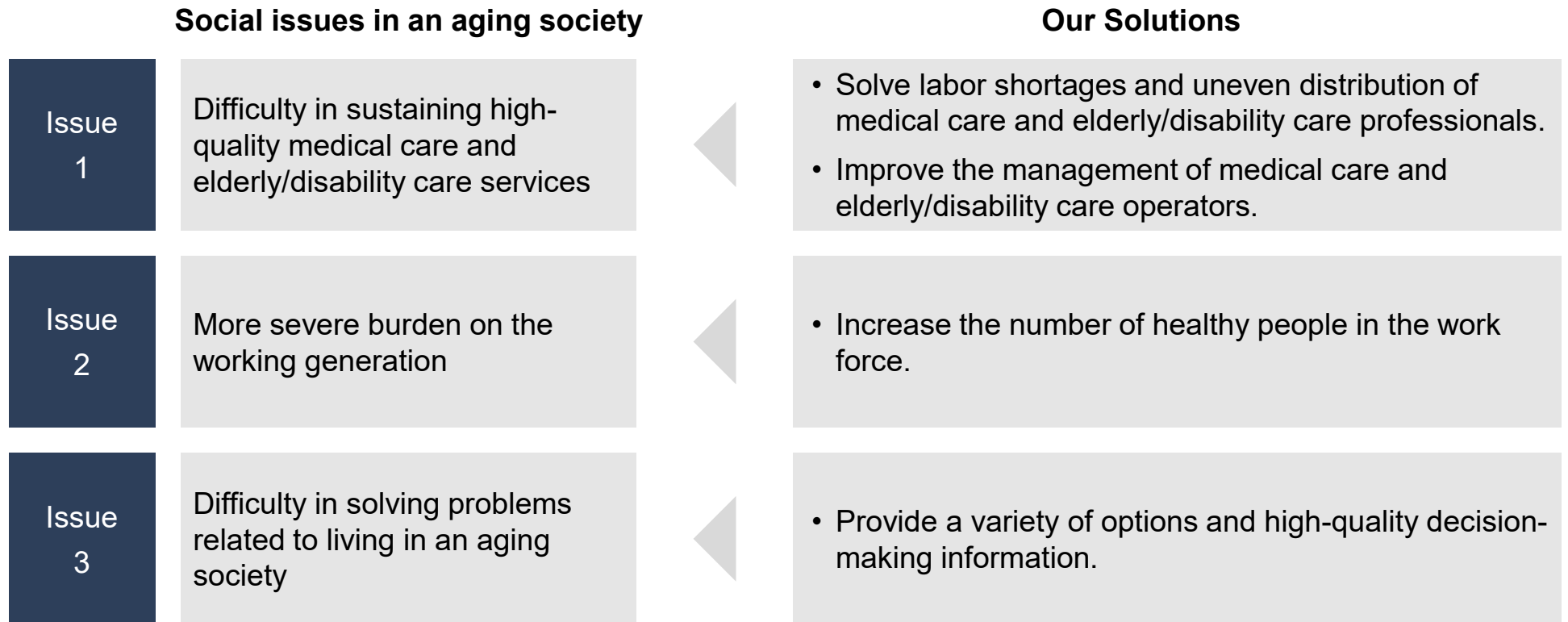
- While services required in society are changing and expanding with the population aging, information related to living in an aging society is insufficient in terms of quality and quantity, and the future labor shortage will result in an inability to adequately supply such services.
- The elderly and their families will have difficulties in solving life-related problems in an aging society.



1. MIC "Census", "Population estimates", National Institute of Population and Social Security Research "2023 Estimated future population of Japan"








Our Solutions for Issues in an Aging Society

Address the social issues in an aging society by establishing specific solutions targeting each social issue and building information infrastructure.



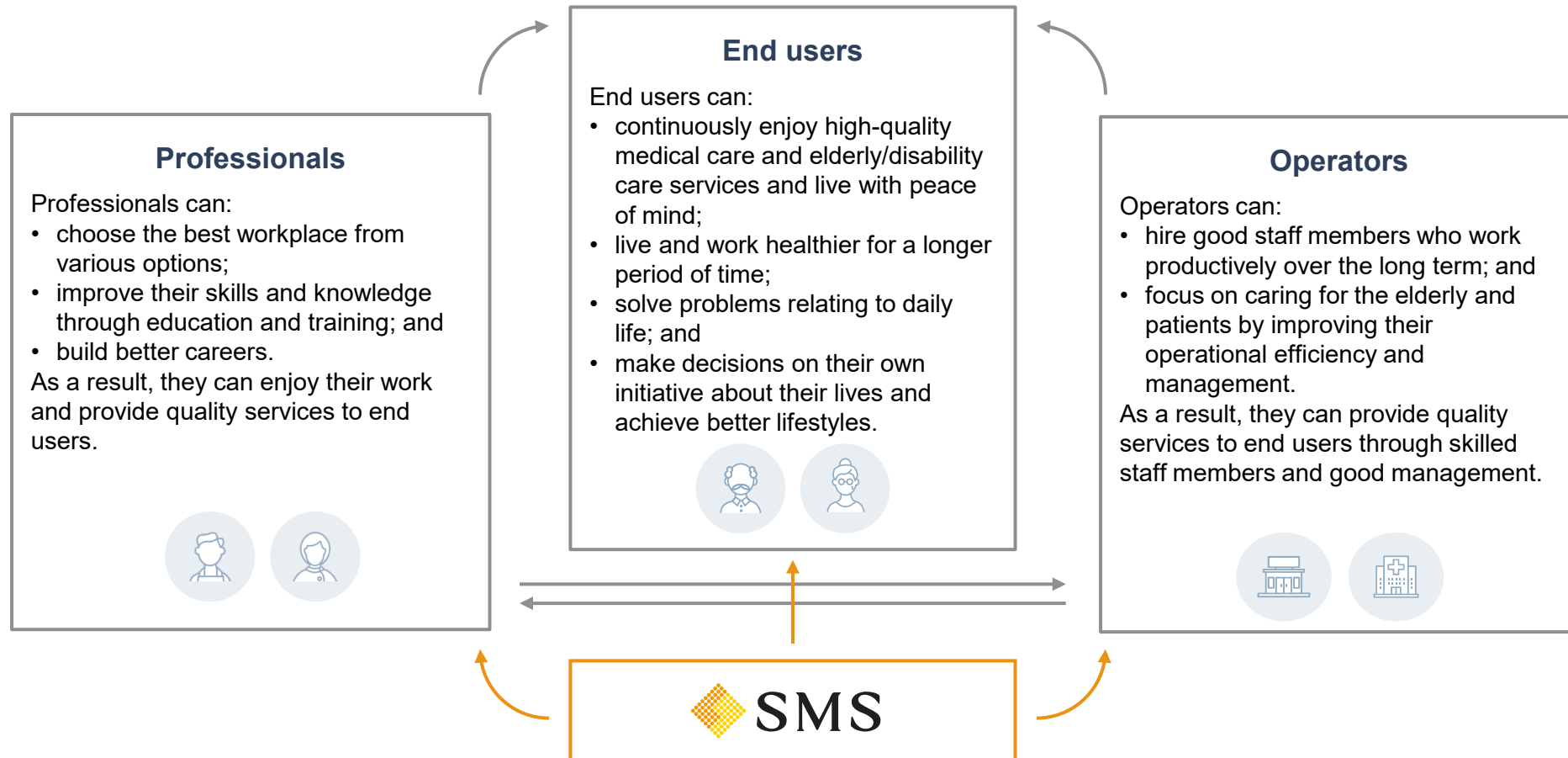
Strategic Business Areas

Aim to solve the three critical issues in an aging society by defining our strategic business areas as Career, Elderly/Disability Care Operators, Healthcare, and Senior Life, and by strategically developing and nurturing businesses to address the issues.

	Healthcare 	Medical Care 	Elderly/Disability Care 	Senior Life 	
Professionals 	<div data-bbox="930 906 1031 1006" style="background-color: #333; color: white; padding: 5px; border-radius: 10px; display: inline-block;">Issue 2</div> Healthcare Business	<div data-bbox="1223 806 1324 906" style="background-color: #333; color: white; padding: 5px; border-radius: 10px; display: inline-block;">Issue 1</div> Career Business		<div data-bbox="1949 906 2051 1006" style="background-color: #333; color: white; padding: 5px; border-radius: 10px; display: inline-block;">Issue 3</div> Senior Life Business	
Operators 		<div data-bbox="1567 849 1668 949" style="background-color: #333; color: white; padding: 5px; border-radius: 10px; display: inline-block;">Issue 1</div>			Elderly/Disability Care Operators Business
End users 					

Realization of the Group Mission

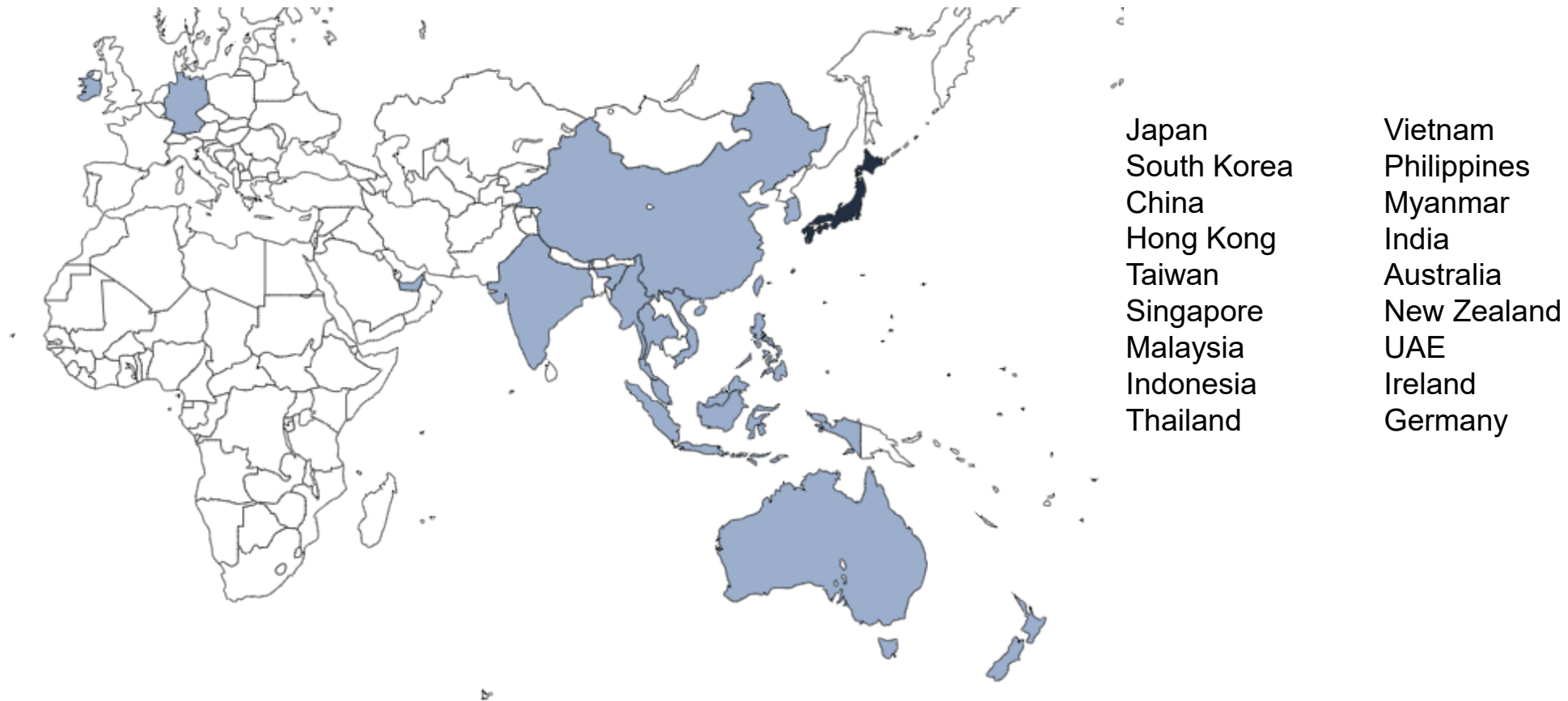
Contribute to improving people's quality of life in an aging society by building information infrastructure and providing value to end users, professionals, and operators.



Growth Track

Location

- Started our business in Japan in 2003 and have accelerated our overseas expansion since the acquisition of MIMS group in 2015.
- Have offices in 18 countries and regions, mainly in Japan and APAC.



Business Portfolio

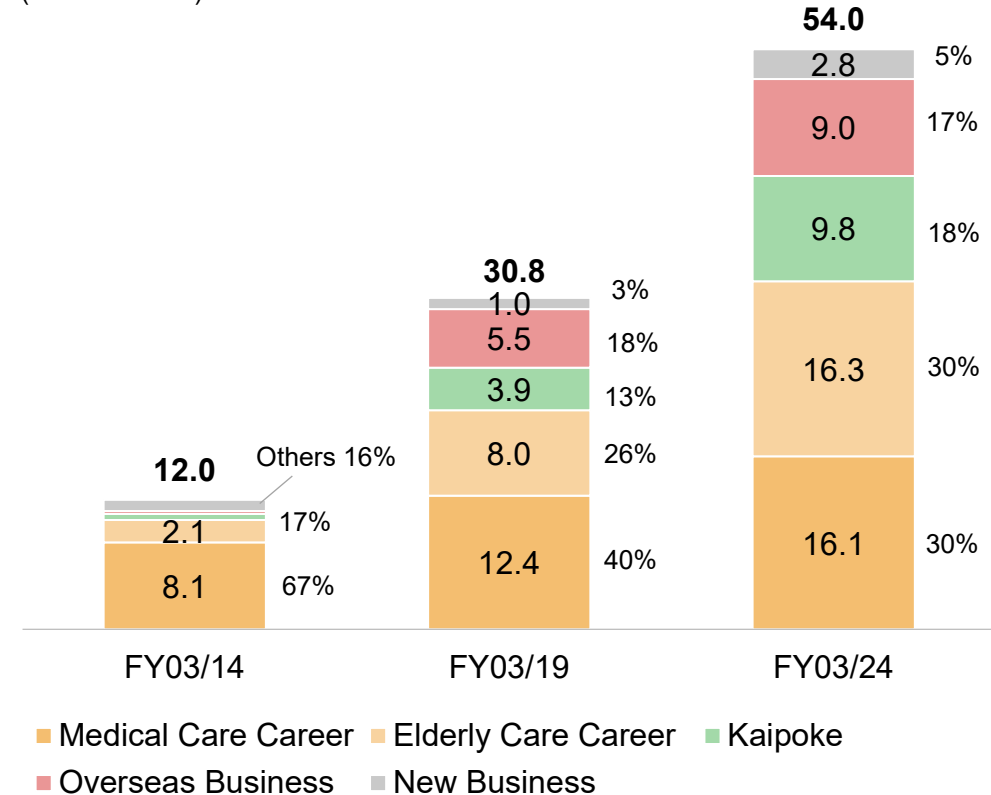
- **Medical Care Career** has been driving our growth since our establishment.
- **Elderly Care Career, Kaipoke and Overseas business** are growing as the new pillars of our business portfolio.

Business Areas

- **Career Business – Medical Care Career**
 - Recruiting service for medical care professionals
- **Career Business – Elderly Care Career**
 - Recruiting service for elderly/disability care professionals
- **Elderly/Disability Care Operators Business (Kaipoke)**
 - Management support platform for elderly/disability care operators
- **Overseas Business**
 - Marketing support service for medical-related companies
 - Clinical decision support
 - Domestic/cross-border recruiting service of HCPs*1
- **New Business**
 - Developing new businesses mainly in Healthcare and Senior Life domains

Breakdown of Net Sales

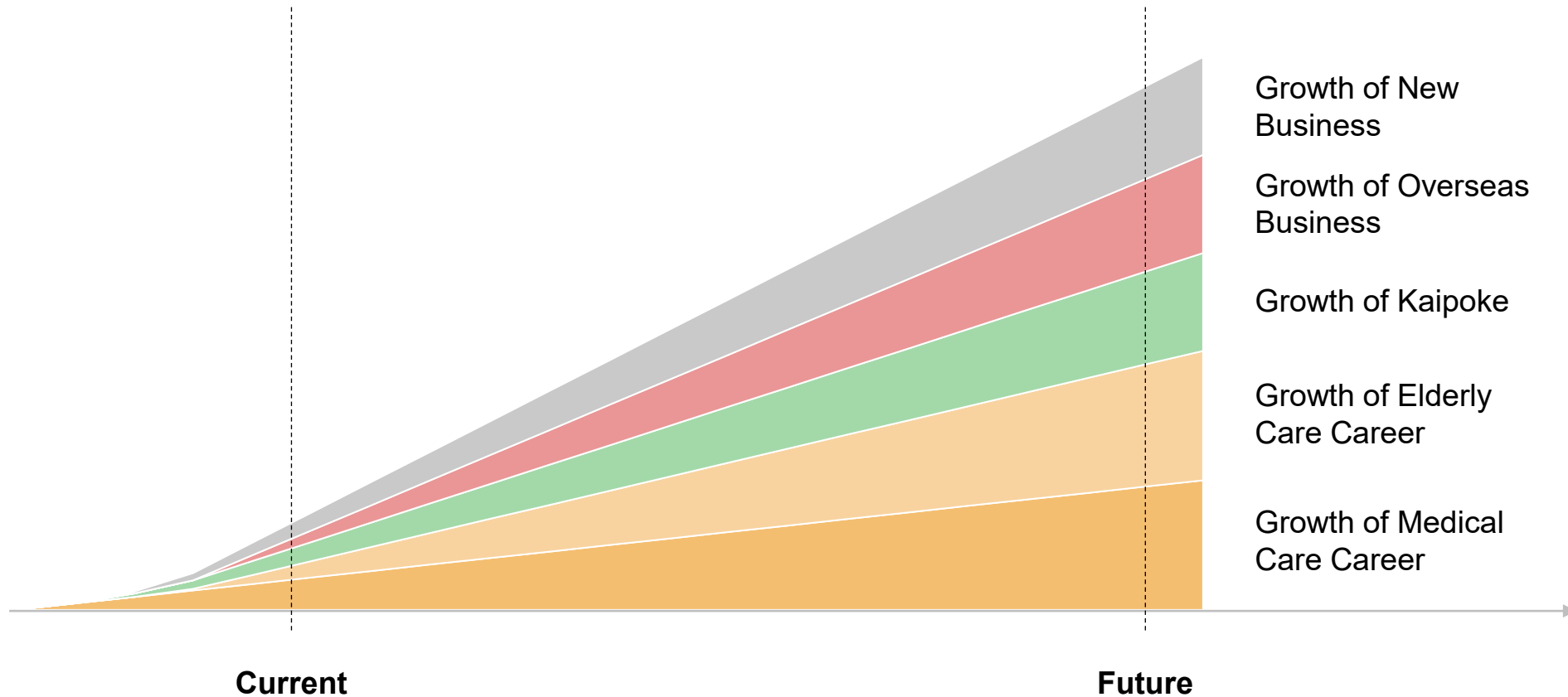
(in JPY billions)



1. HCP: Healthcare professionals

Growth Scenario

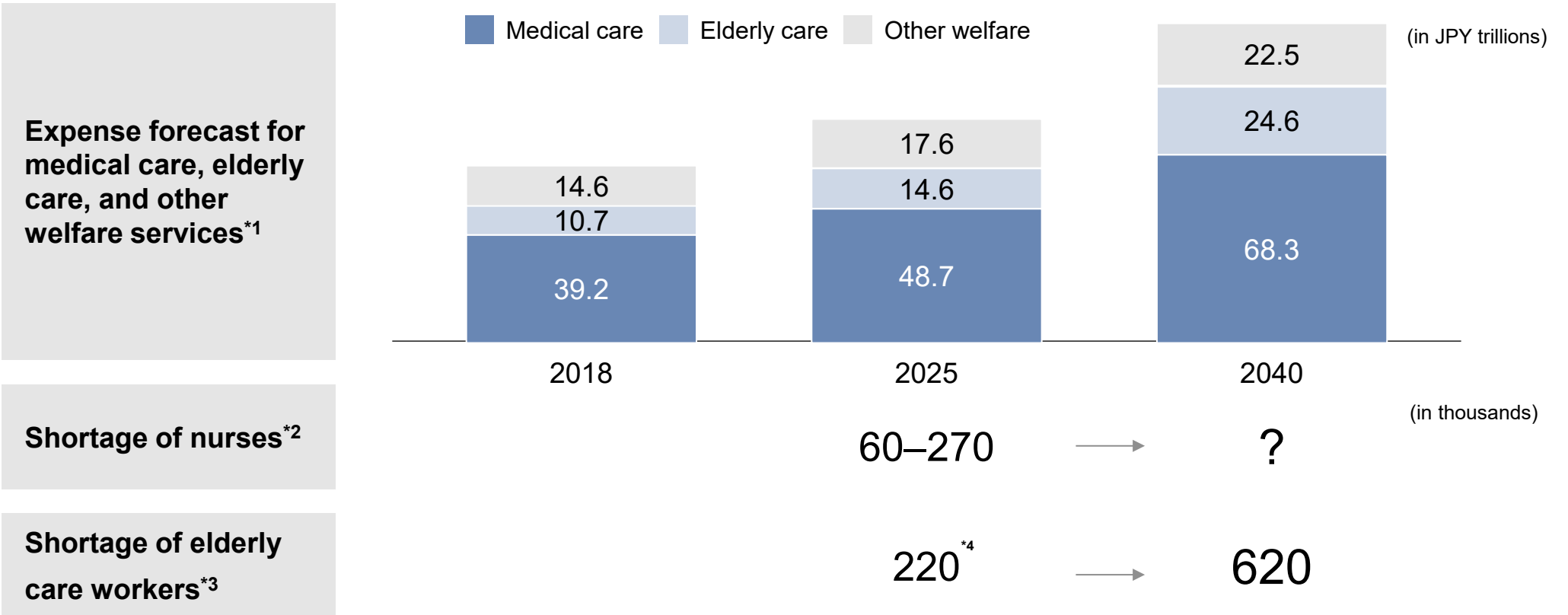
- On top of the solid expansion of Career Business, we accelerate the growth of Kaipoke and Overseas Business.
- Actively develop new businesses, mainly in healthcare and senior life domains, to create next pillars of our businesses, which will further drive our long-term growth.



Career Strategy

Issue 1: Difficulty in sustaining high-quality medical care and elderly/disability care services (Repost)

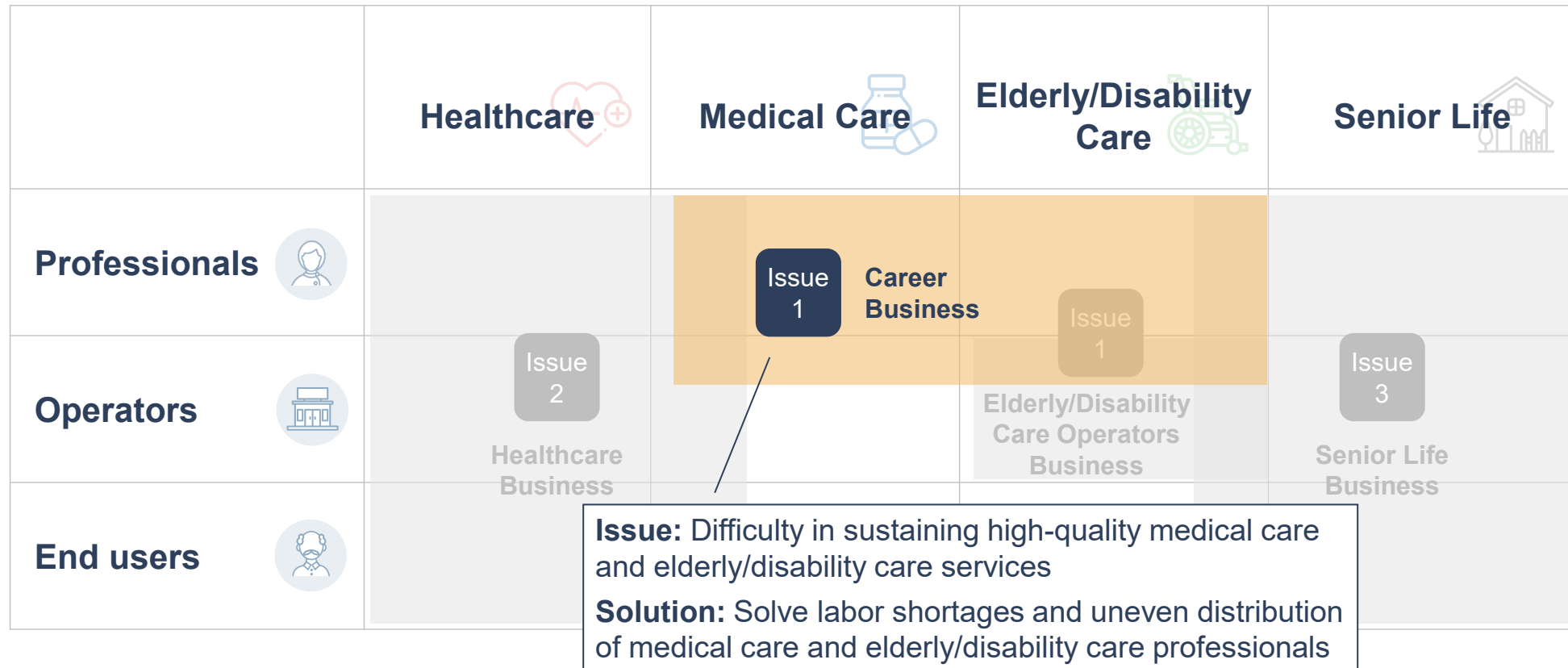
While the demand for medical care and elderly/disability care services is increasing due to the population aging, a growing shortage of medical care and elderly care professionals is making it difficult to sustain high-quality medical care and elderly/disability care services.



1. Cabinet Secretariat, CAO, MOF, MHLW, "Future outlook for social security in 2040"
2. MHLW, "Subcommittee on supply and demand of nursing staff, study group on supply and demand of medical care workers"
3. MHLW, "Required number of elderly care staff based on the 9th plan for long-term care insurance"
4. Number of shortages as of 2026

Solution for Issue 1 in Career Business

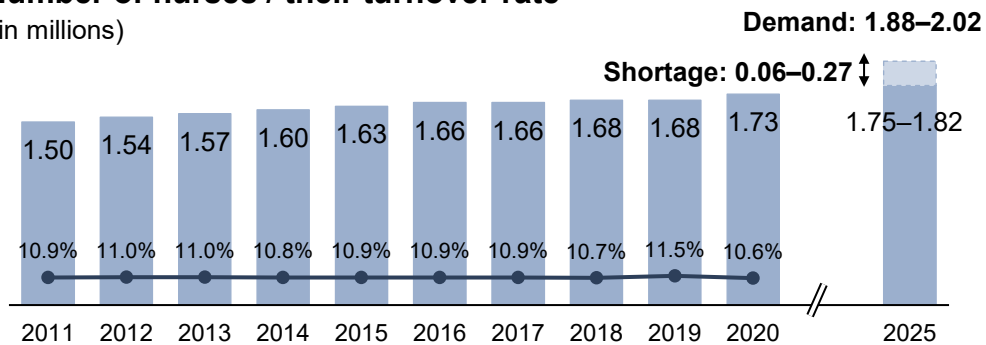
Contribute to solving the social issue “difficulty in sustaining high-quality medical care and elderly/disability care services” by solving labor shortages and uneven workforce distribution through optimized matching of professionals and operators.



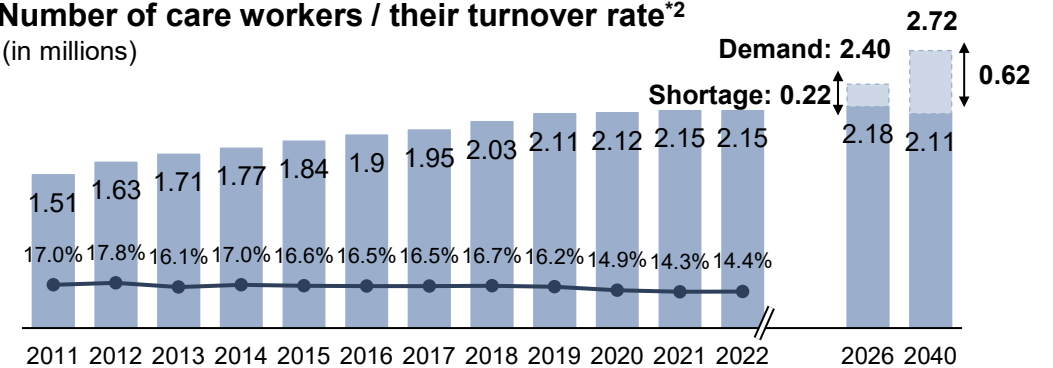
Shortage of Professionals

- Labor shortage continues to be a serious issue despite the increasing numbers of nurses and elderly care workers.
- The labor shortage of care workers is particularly severe, with a projected shortage of 620,000 professionals in 2040.

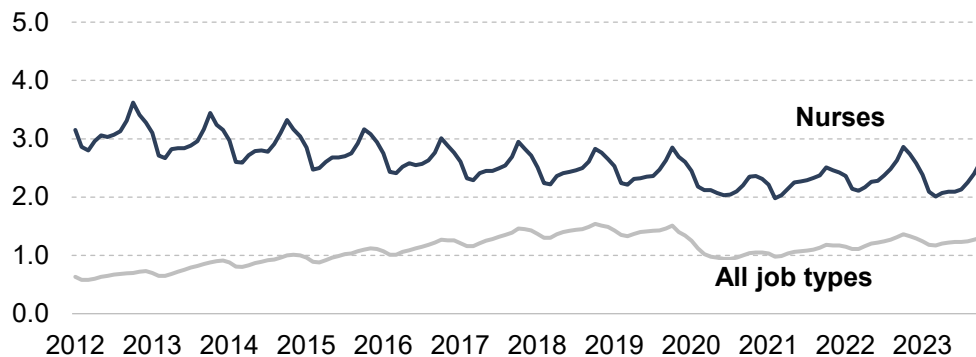
Number of nurses / their turnover rate*1
(in millions)



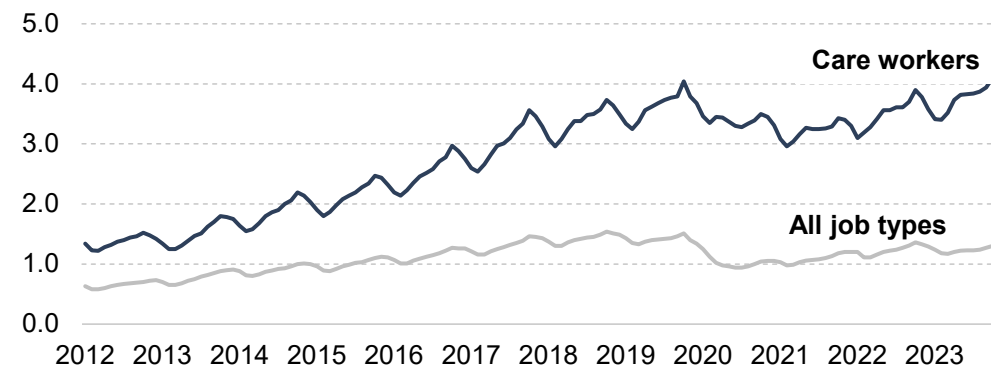
Number of care workers / their turnover rate*2
(in millions)



Jobs-to-applicants ratio of nurses*3



Jobs-to-applicants ratio of care workers*3



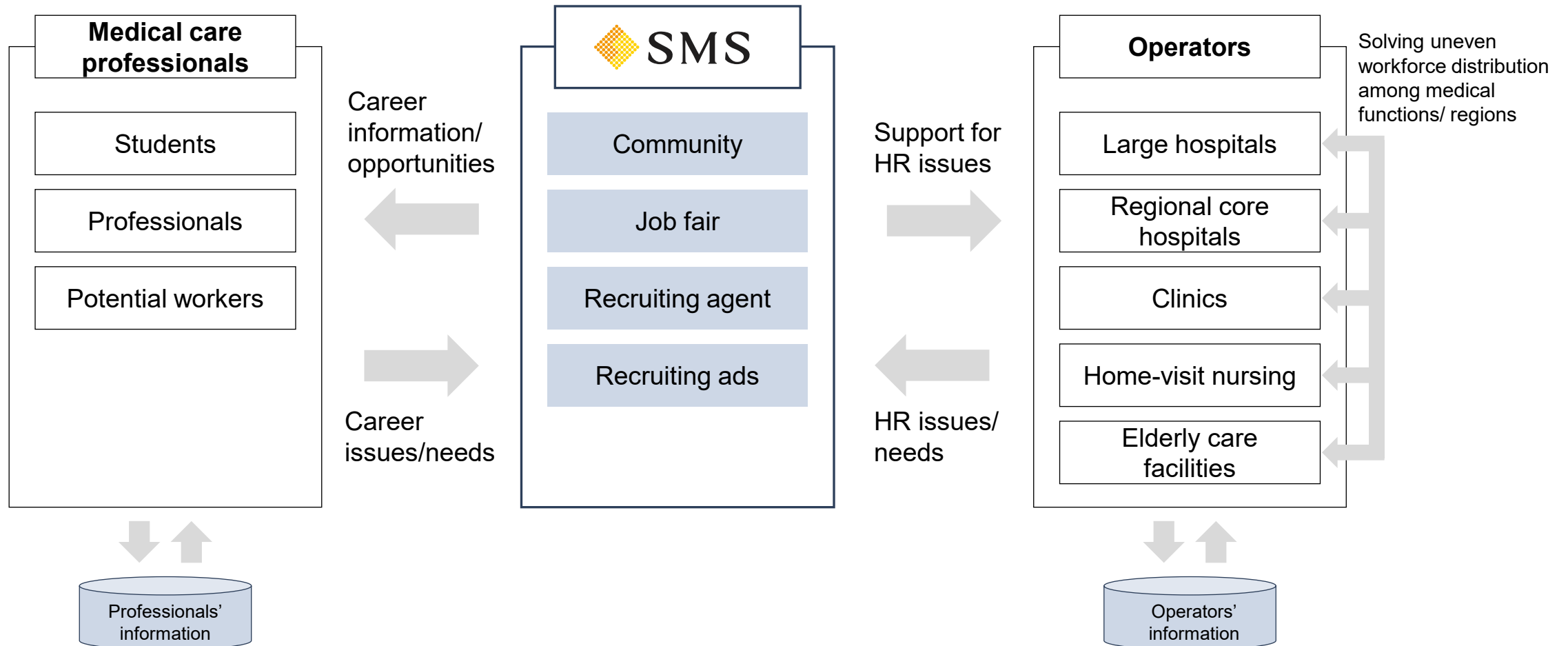
1. Number of nurses/their turnover rate: Japanese Nursing Association "Nursing Statistics", Forecasted number of nurses in 2025: MHLW, "Subcommittee on supply and demand of nursing staff, study group on supply and demand of medical care workers"
 2. Number of elderly care workers: MHLW, "Required number of elderly care staff based on the 9th plan for long-term care insurance", Turnover rate: Care Work Foundation "Care Work Survey"
 3. MHLW, "Employment referrals for general workers"

Mission of Career Business

We aim to contribute to sustaining high-quality medical care and elderly/disability care services by solving labor shortages and uneven workforce distribution.

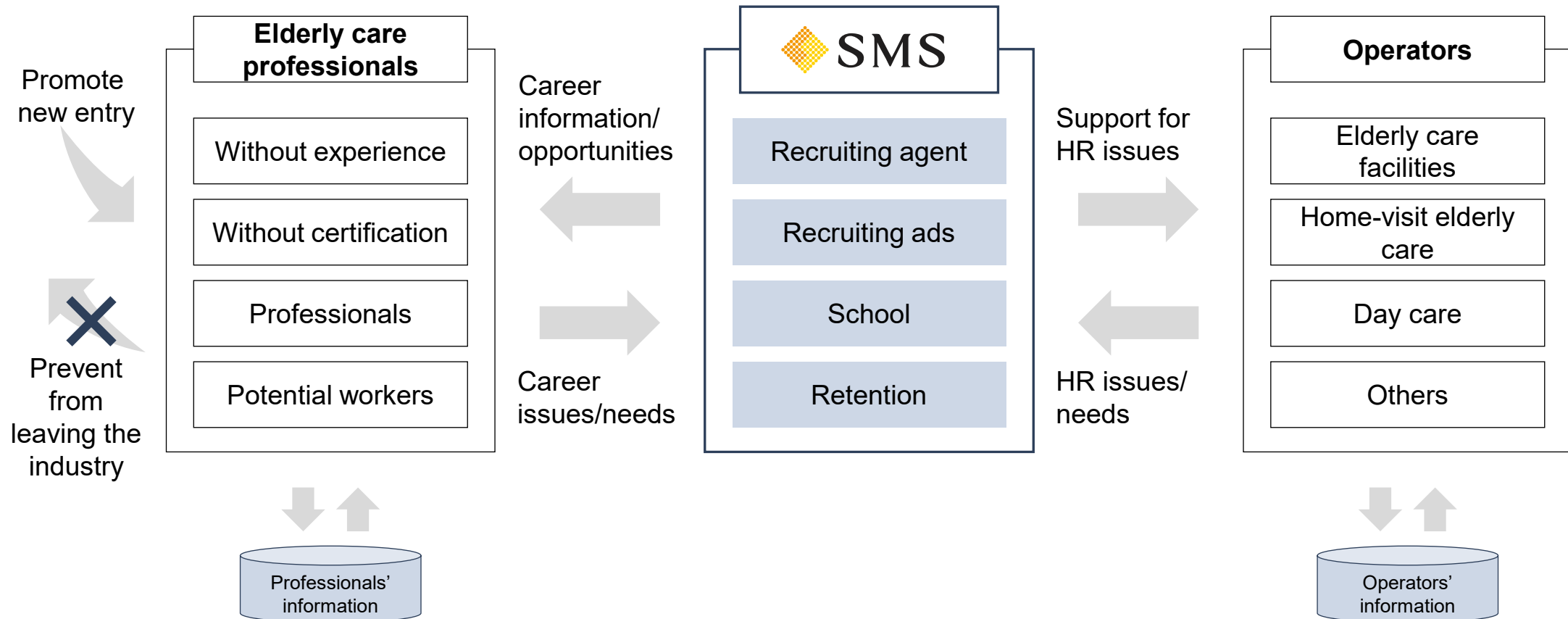
Strategy of Medical Care Career

- Provide various supports for professionals in pursuing their ideal careers throughout their professional lives, including supports in: finding/changing jobs, returning to work, and developing their careers.
- Promote optimal matching between professionals and operators in order to solve uneven workforce distribution among medical functions and regions.



Strategy of Elderly Care Career

- Promote new entry from outside the industry through helping new entrants obtain a qualification and find a good job at a good operator.
- Prevent turnover to outside the industry through enhancing working environments of operators and optimizing matching between professionals and operators.

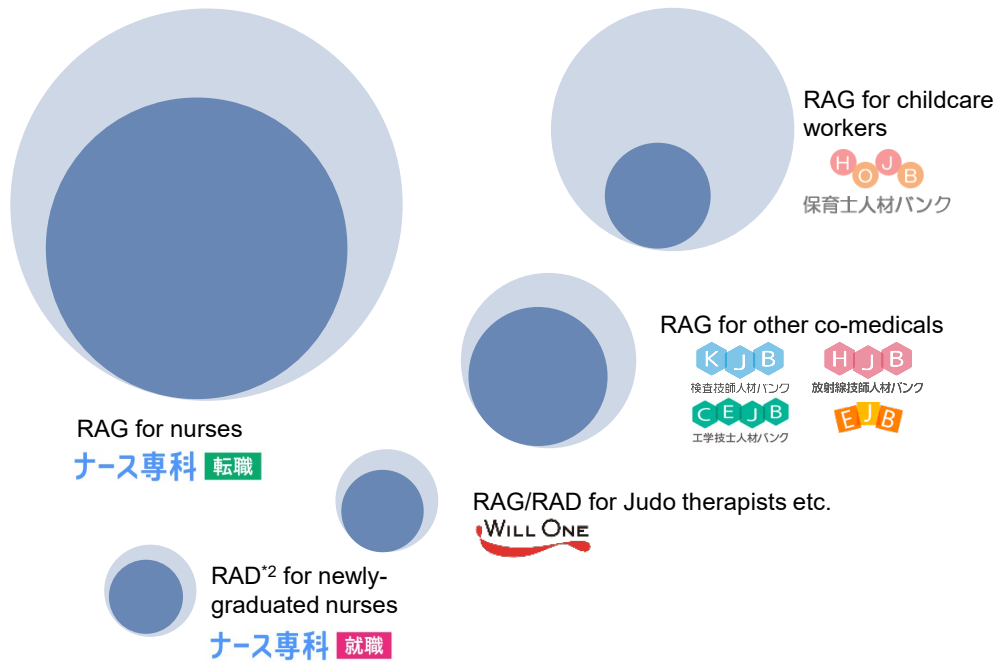


Growth Scenario

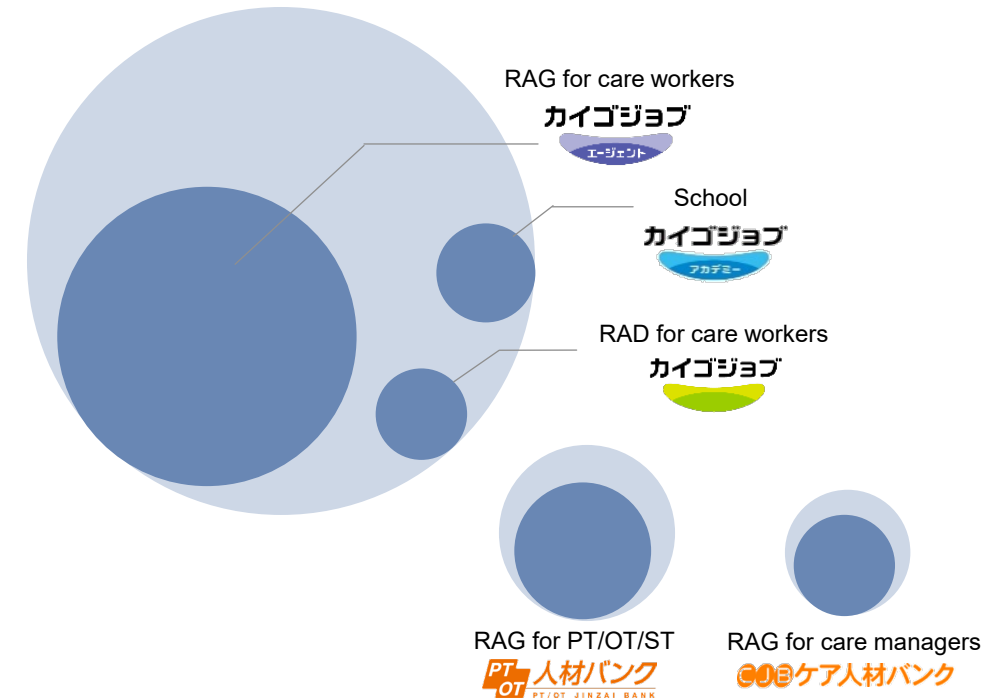
- The Career Segment has huge growth opportunities.
- In addition to the market share expansion of existing services such as RAG*1 for nurses, services for elderly care workers with serious labor shortages and services for newly-covered occupations such as childcare workers drive the growth.

Sales of Medical Care Career: JPY 16.1 billion*3*4

● : Sales for FY03/24 ● : Estimates of the future sales



Sales of Elderly Care Career: JPY 16.3 billion*4

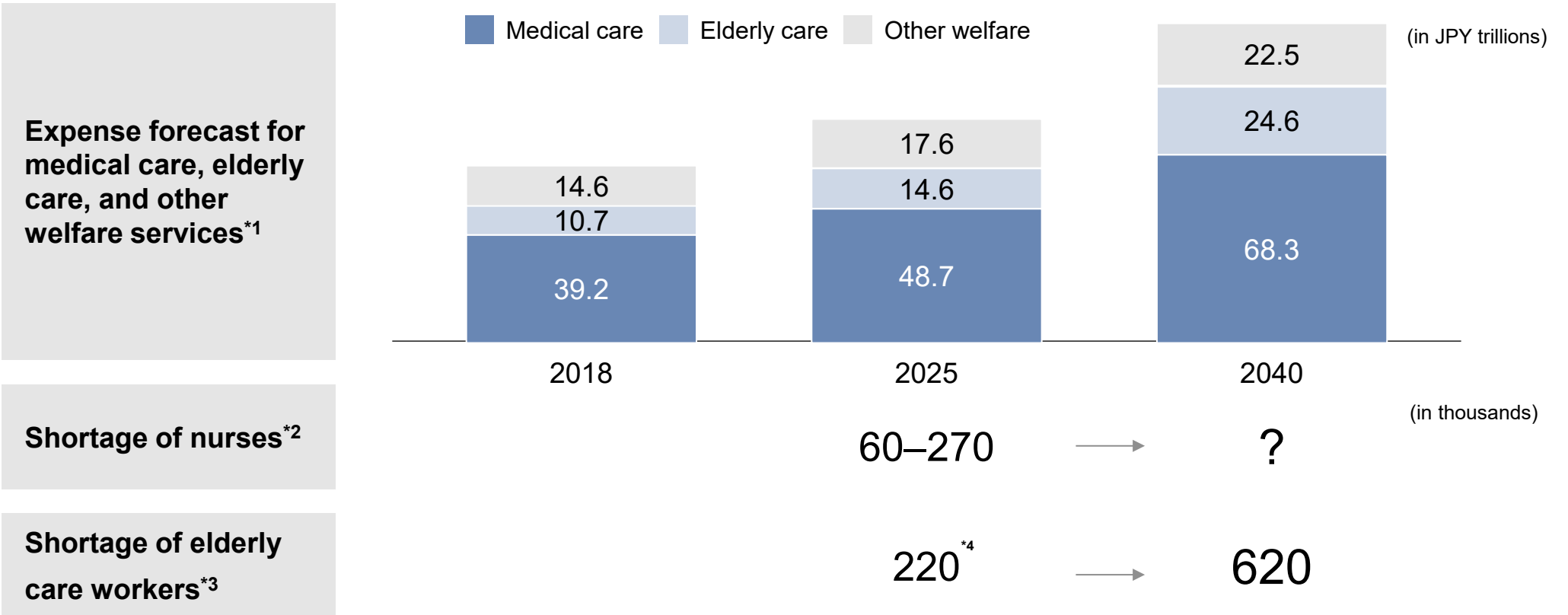


1. RAG: Recruiting agent service
2. RAD: Recruiting ads service
3. Career businesses for doctors and pharmacists are operated by M3 Career, Inc., a JV between M3, Inc.(51%) and SMS (49%).
4. Sales for FY03/24

Elderly/Disability Care Operators (Kaipoke) Strategy

Issue 1: Difficulty in sustaining high-quality medical care and elderly/disability care services (Repost)

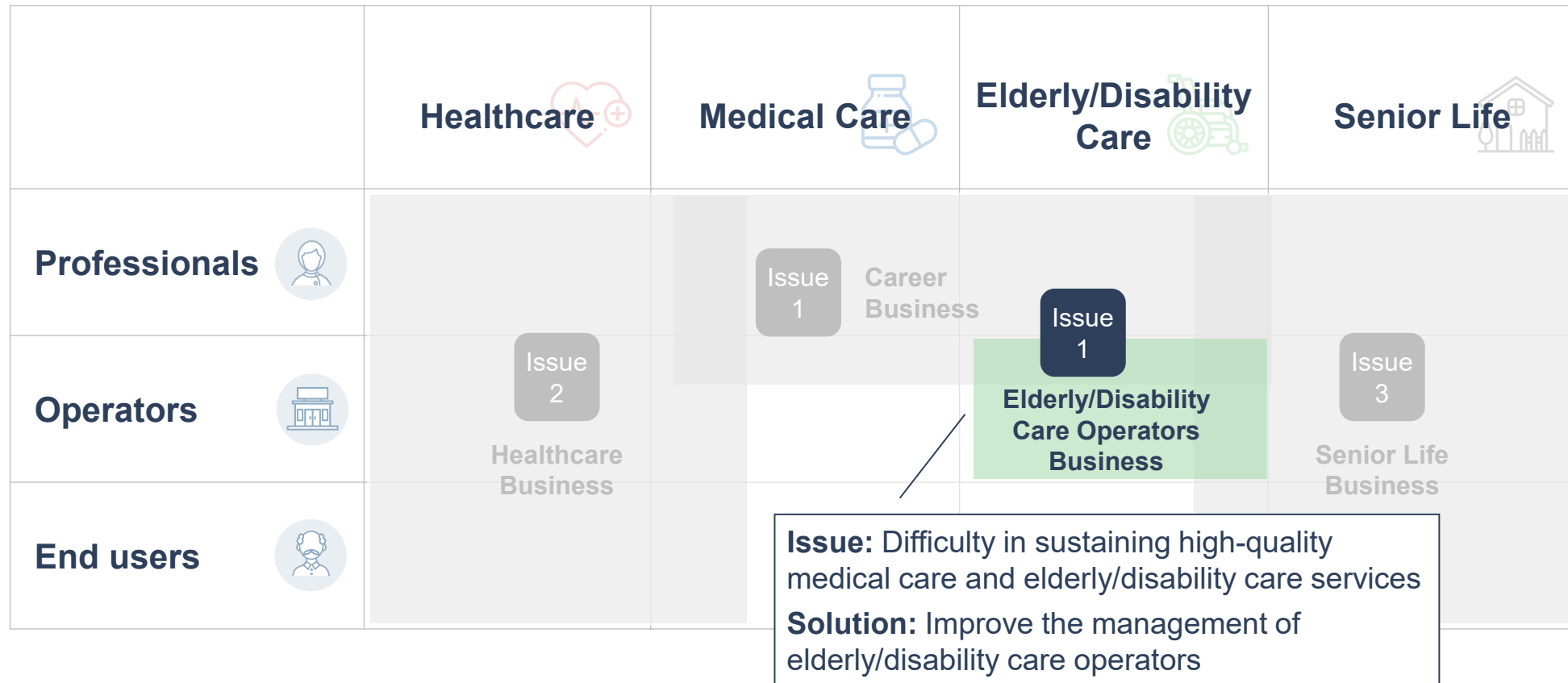
While the demand for medical care and elderly/disability care services is increasing due to the population aging, a growing shortage of medical care and elderly care professionals is making it difficult to sustain high-quality medical care and elderly/disability care services.



1. Cabinet Secretariat, CAO, MOF, MHLW, "Future outlook for social security in 2040"
2. MHLW, "Subcommittee on supply and demand of nursing staff, study group on supply and demand of medical care workers"
3. MHLW, "Required number of elderly care staff based on the 9th plan for long-term care insurance"
4. Number of shortages as of 2026

Solution for Issue 1 in Elderly/Disability Care Operators Business

Contribute to solving the social issue “difficulty in sustaining high-quality medical care and elderly/disability care services” by improving the management of elderly/disability care operators through a management support platform “Kaipoke”.



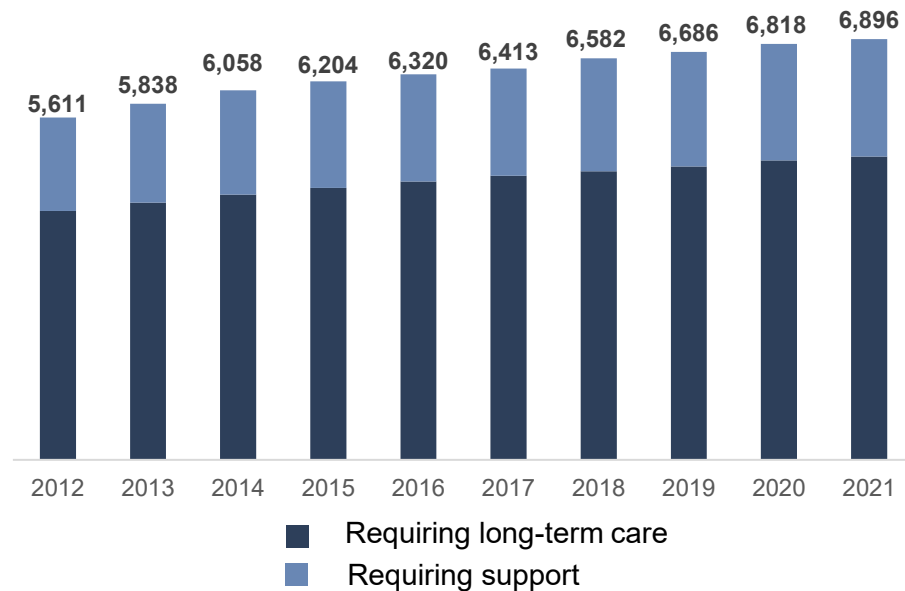
Business Environment of Elderly Care Services

As the population ages, the number of elderly care operators continues to increase, amounting to 260,000 offices.

Number of people certified for long-term care/support need*1

(in thousands)

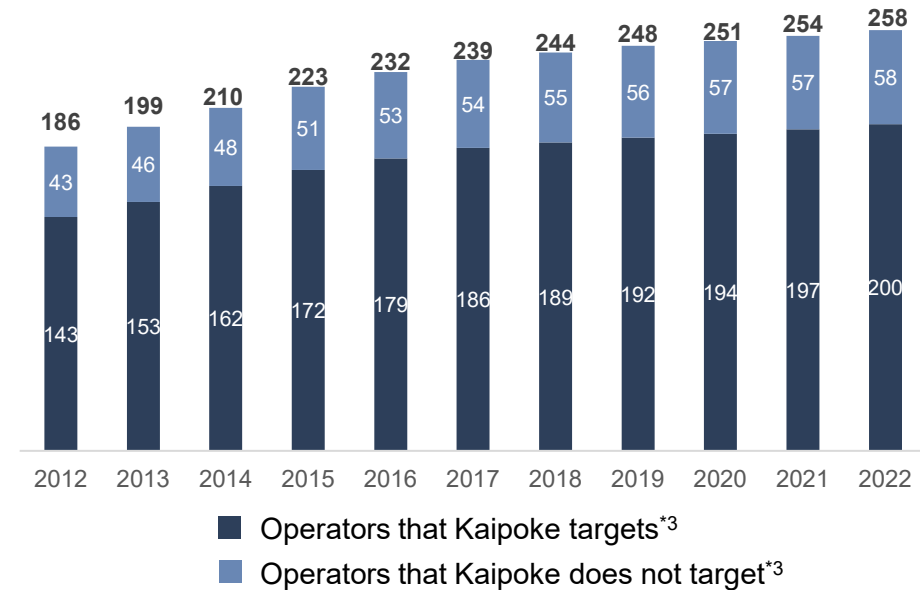
Average annual rate of increase: 2.3%



Number of elderly care service offices*2

(in thousands)

Average annual rate of increase: 3.3%



1. MHLW, "Report on Long-Term Care Insurance"

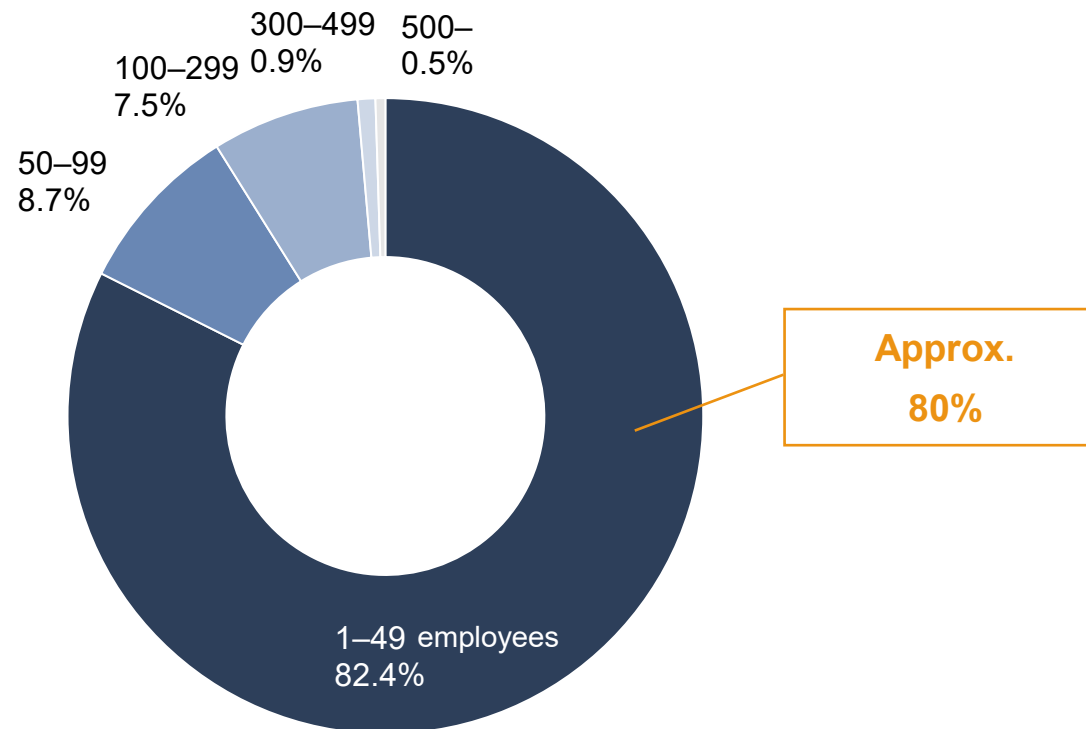
2. MHLW, "Statistics of Long-term Care Benefit Expenditures" (March of each year)

3. Kaipoke targets in-home services such as in-home care support, home-visit elderly care, day care, home-visit nursing, and outpatient rehabilitation, etc., and does not target facility services such as commuting care for elderly with dementia, short stay, daily life care for elderly in specific facilities, and small-sized multifunctional inhome care, etc.

Business Environment of Elderly Care Services

- Approximately 80% of elderly care operators are small corporations with fewer than 50 employees.
- It is difficult for these operators to focus on the care for the elderly due to various operational/management issues such as numerous indirect tasks, including document preparation, insufficient manpower, low purchasing power, and cash-flow issues.

Size of elderly care operators*1



1. Survey by SMS

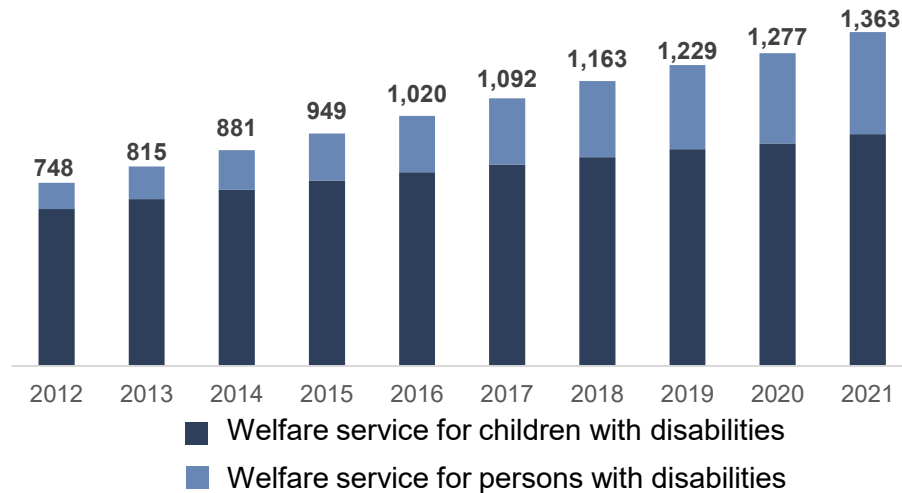
Business Environment of Disability Welfare Services

The number of users of welfare services for persons with disabilities is on the rise due to better understanding of disabilities and easier access to diagnosis, and the number of service offices is continuously increasing.

Number of users of welfare services for persons with disabilities and for children with disabilities (average per month)^{*1}

(in thousands)

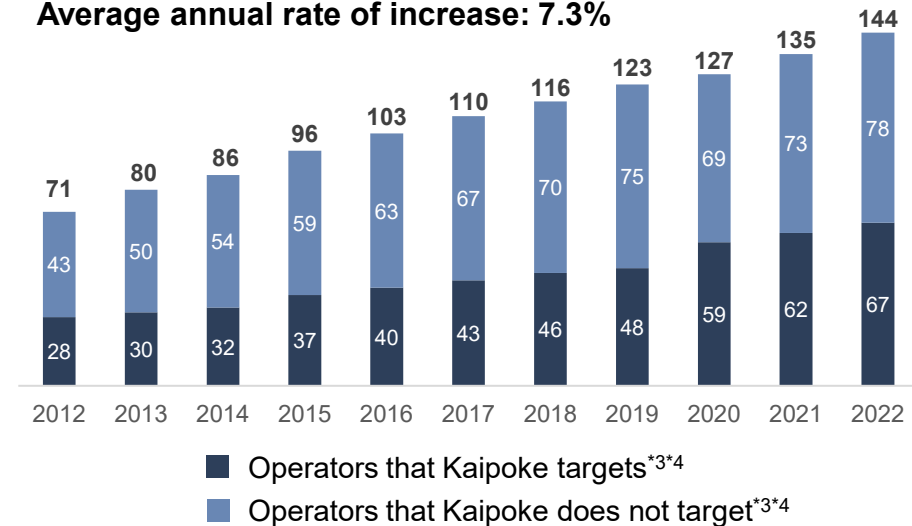
Average annual rate of increase: 6.9%



Number of welfare service offices for persons with disabilities^{*2}

(in thousands)

Average annual rate of increase: 7.3%



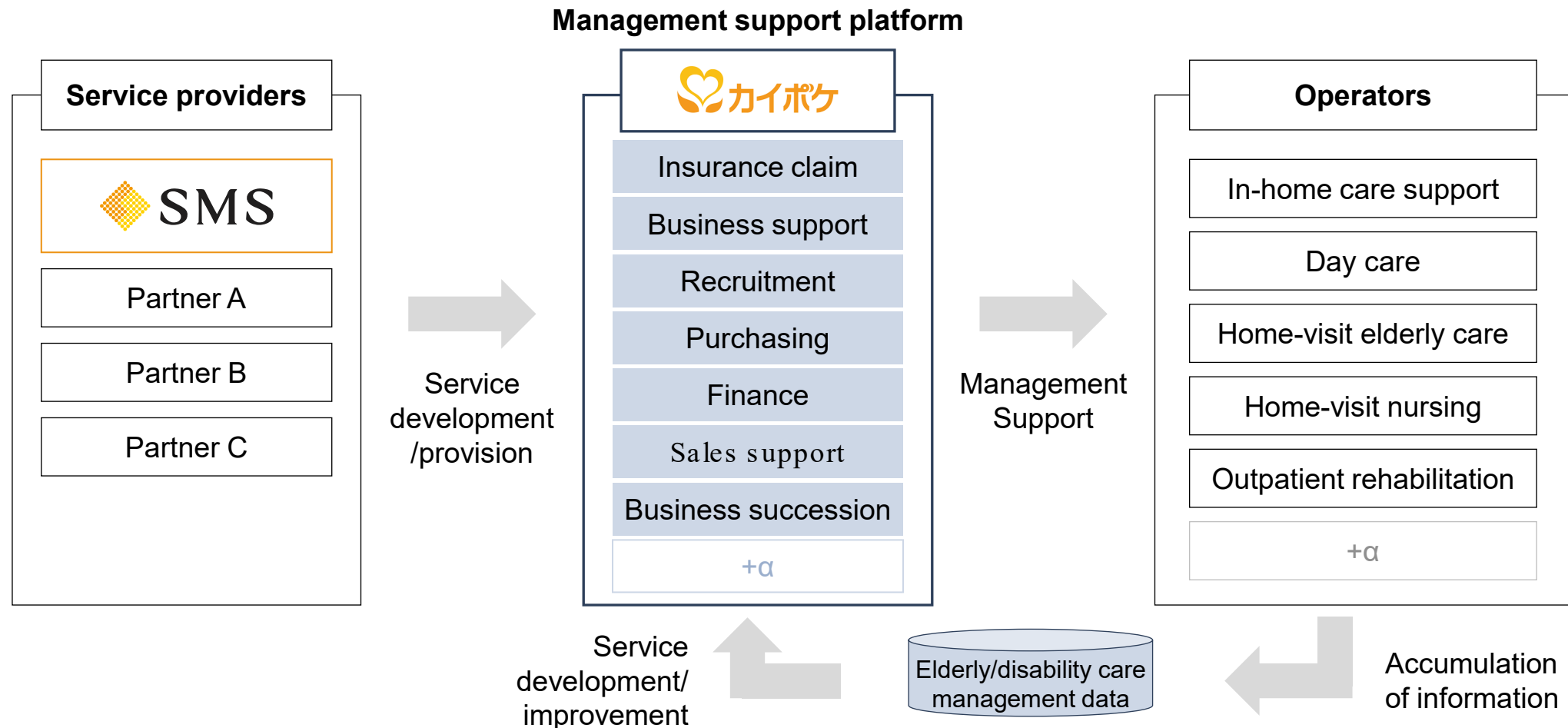
1. MHLW, "Statistical Information on Welfare for Persons with Disabilities: Status of Use of Welfare Services for Persons with Disabilities, etc."
2. MHLW, "Statistical Information on Welfare for Persons with Disabilities: Status of Use of Welfare Services for Persons with Disabilities, etc.", "Recent Trends in the Field of Welfare for Persons with Disabilities"
3. Kaipoke targets child development support, after-school day services, in-home nursing care, visiting care for persons with severe disabilities, companion support, and activity support. Employment transition support and employment continuation support (Type A/B) are targeted by the user attraction support service, but are counted as not targeted by Kaipoke.
4. For companion support and activity support are targeted by Kaipoke, but the number of individual offices is unknown prior to FY 2019, so they are not targeted until 2019 and are counted as targeted starting in 2020.

Mission of Elderly/Disability Care Operators Business (Kaipoke)

We aim to contribute to sustaining high-quality elderly/disability care services by improving the management and the service quality of elderly/disability care operators.

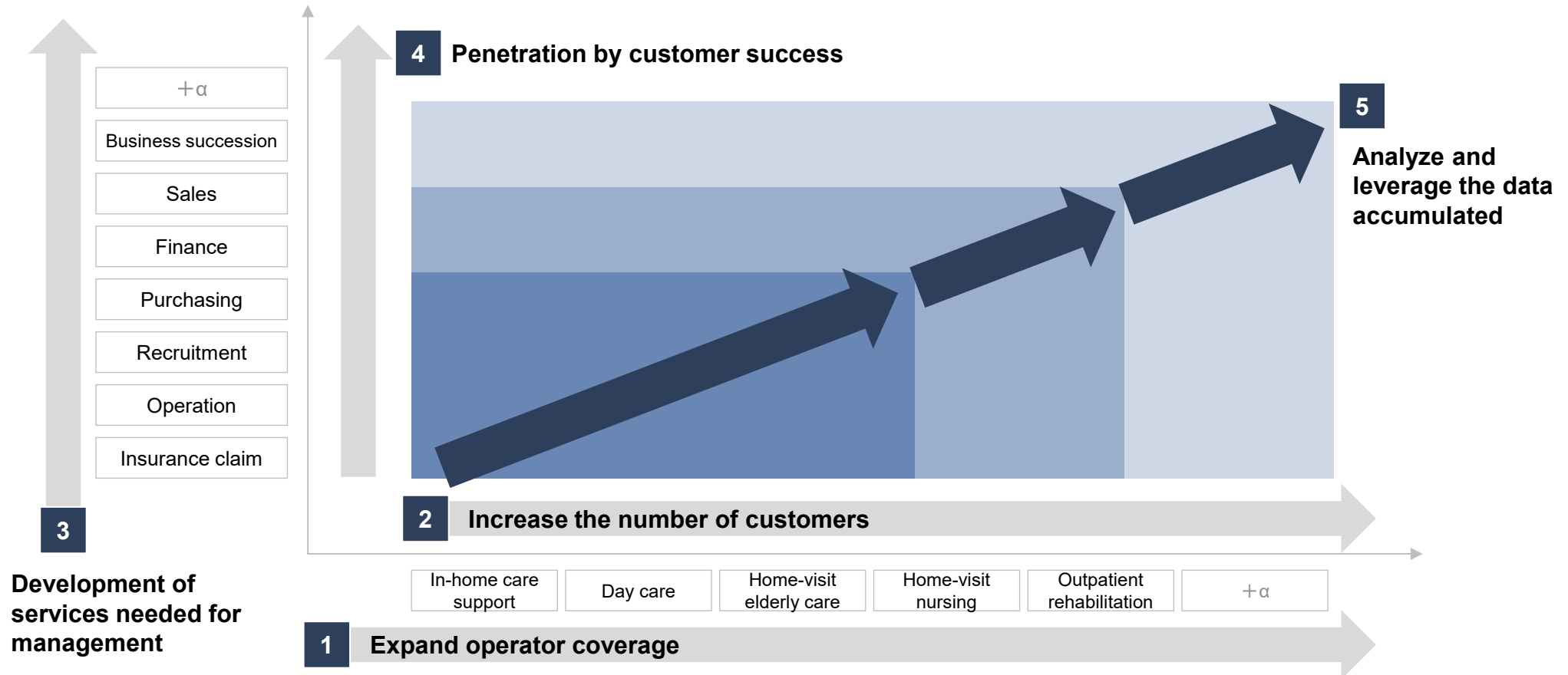
Management Support Platform

- Kaipoke is a management support platform provided in the form of SaaS, which realizes one-stop support for the management of elderly/disability care operators.
- Offer more than 40 services that support operations, recruitment, purchasing, finance, sales, M&A (Business succession), etc., on top of the insurance claim service that is essential for elderly/disability care operations.



Strategy of Kaipoke

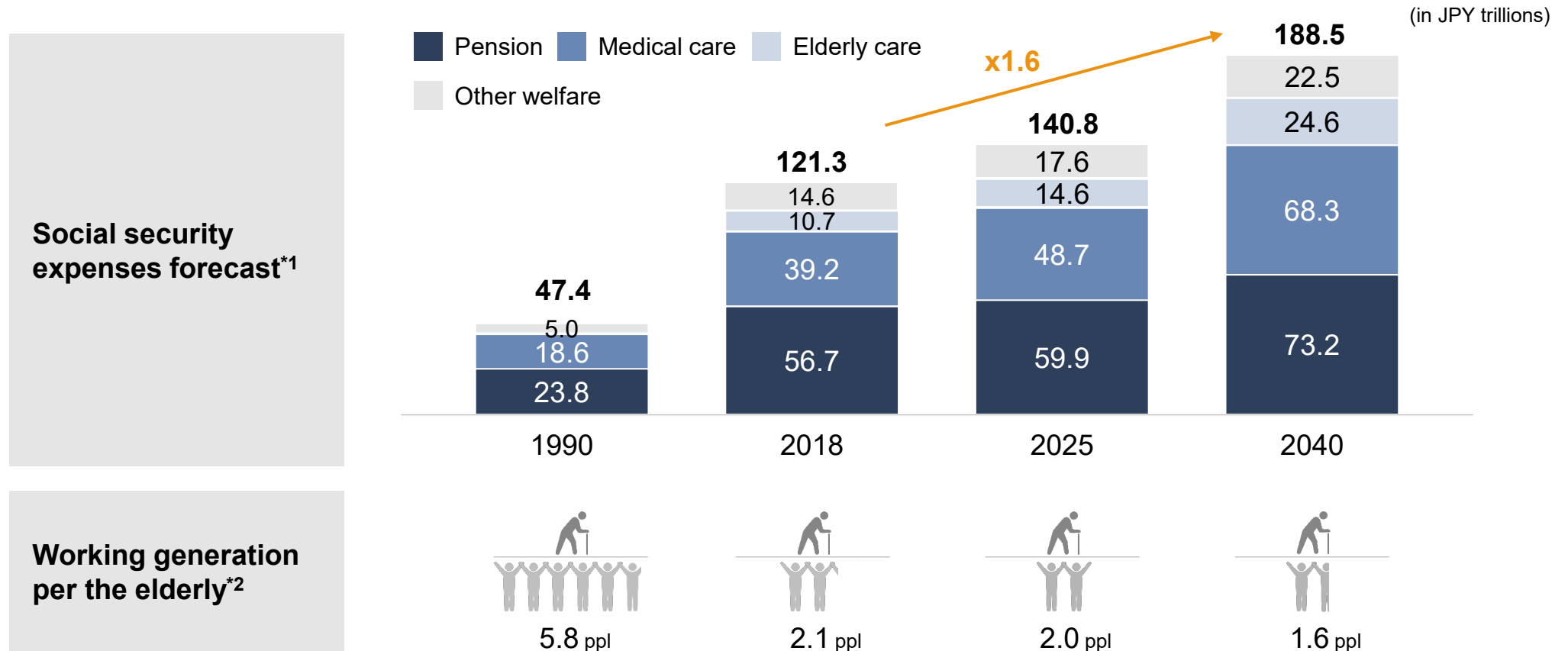
Maximize the value as a management support platform by No. 1 – 5 below.



New Business (Healthcare) Strategy

Issue 2: More severe burden on the working generation (Repost)

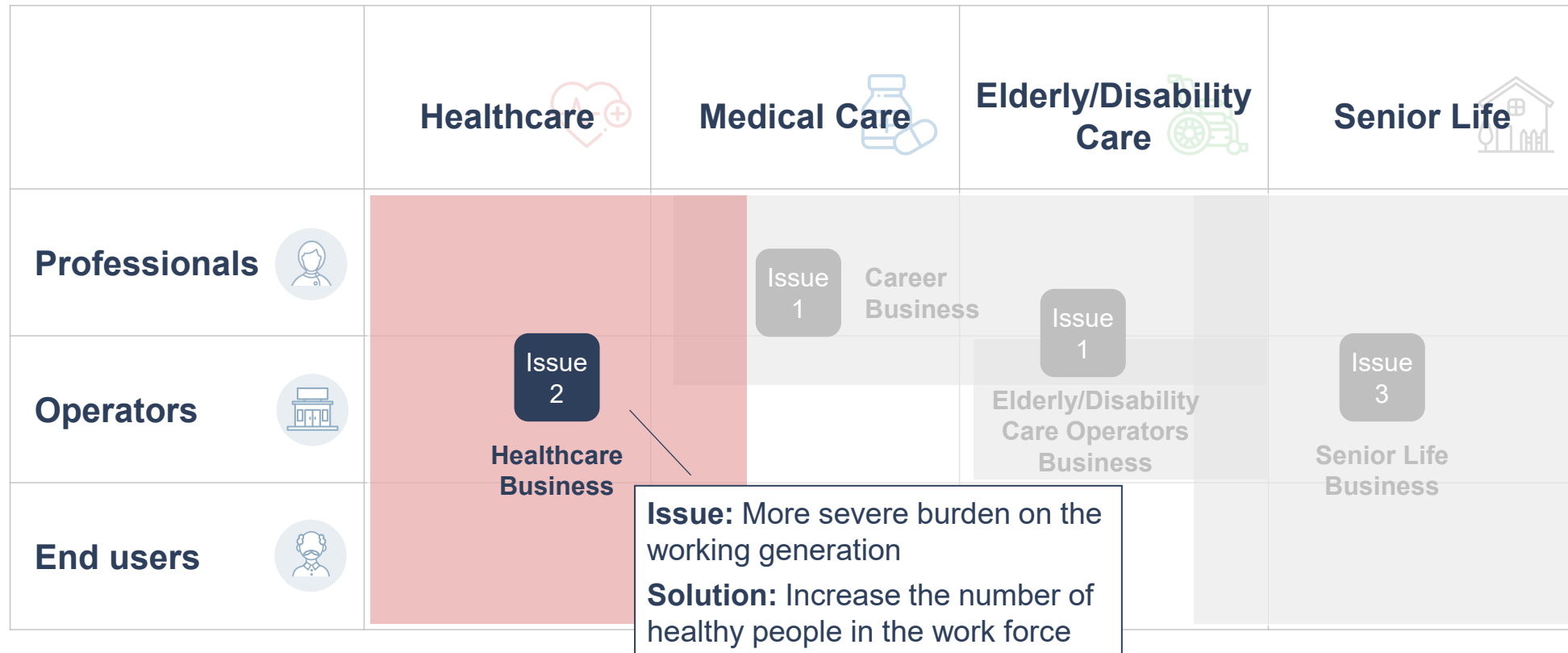
The burden on the working generation will become more serious due to the increasing social security expenses for pensions, medical care, elderly care, and other welfare services, as well as the declining working-age population who cover these expenses.



1. MHLW, "Trends in Social Security Benefits", Cabinet Secretariat, CAO, MOF, MHLW, "Future outlook for social security in 2040"
 2. MIC "Census", "Population estimates", National Institute of Population and Social Security Research "2023 Estimated future population of Japan"

Solution for Issue 2 in Healthcare Business

Contribute to solving the social issue “more severe burden on the working generation” by increasing the number of healthy people in the work force through a platform that supports “health and productivity management” of companies.



Declining QOL*¹ and Productivity Caused by Physical/Mental Disorders

- Among the working generation, there are many patients/potential patients with life-style related diseases, which often progress to critical illnesses such as diabetes.
- Mental disorders caused by overworking or workplace stress are increasing in recent years.
- The government encourages “health and productivity management,” in which companies work to improve the health of employees and their families.

Physical disorder		Mental disorder
Risk of lifestyle-related diseases	Lifestyle-related diseases	
Number of recipients of specific health guidance* ²	Number of diabetics* ³	Number of patients with mood disorders* ³
Approx. 5.12 million	Approx. 5.79 million	Approx. 1.72 million
	Number of hypertensive patients* ³	
	Approx. 15.11 million	

1. QOL: Quality of life
 2. Subjects are 40 – 74 years old. MHLW, "2022 Implementation of specified health checkups and specific health guidance"
 3. MHLW, "2020 Patient survey"

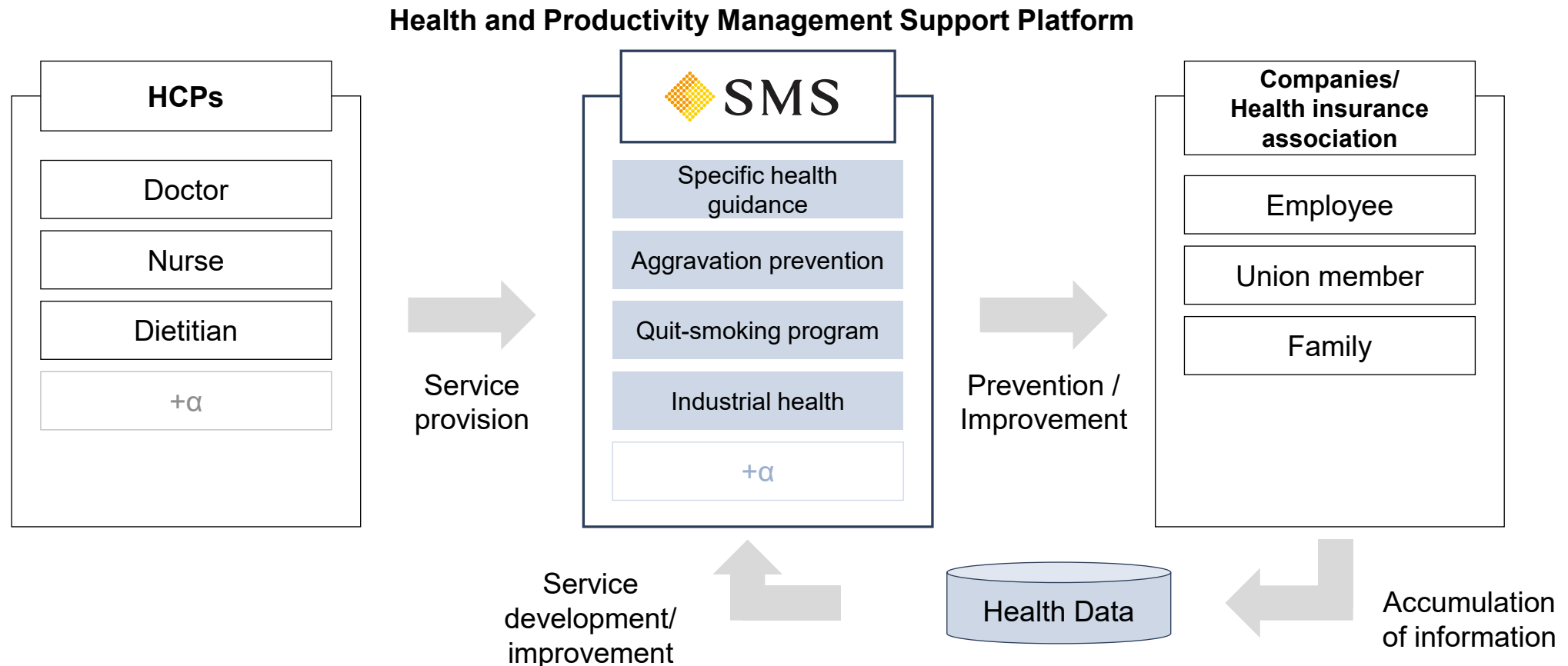
Mission of Healthcare Business

We aim to contribute to improving QOL^{*1} and increasing the number of healthy people in the work force by preventing and treating lifestyle-related diseases and mental disorders.

1. QOL: Quality of life

Health and Productivity Management Support Platform

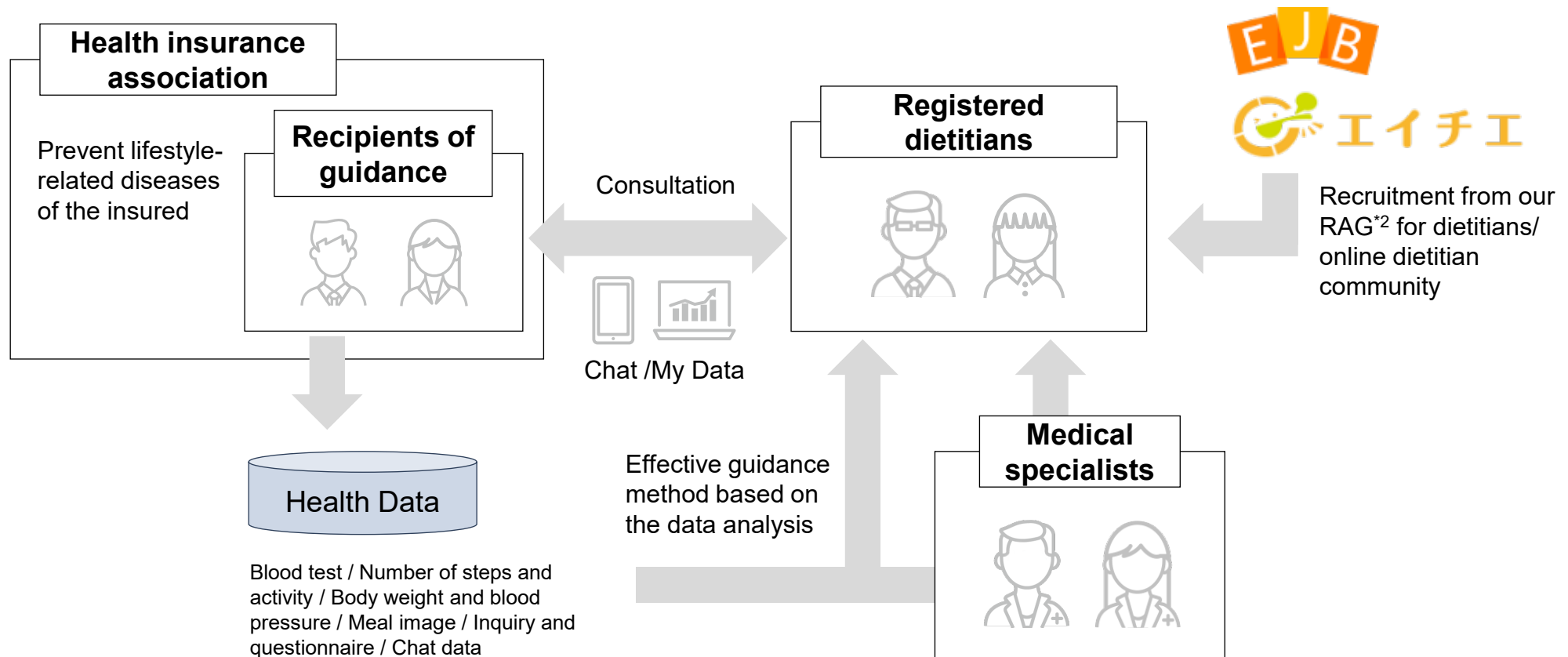
- Provide digital health services*1 for companies and health insurance associations.
- The services are based on scientific evidences and provided by seasoned healthcare professionals (HCPs) including doctors, nurses, and dietitians.



1. Digital Health: Improving the effects of medical care and healthcare by utilizing the latest digital health technologies such as AI, ICT, IoT, wearable devices, and big data analysis.

Remote Health Guidance Service

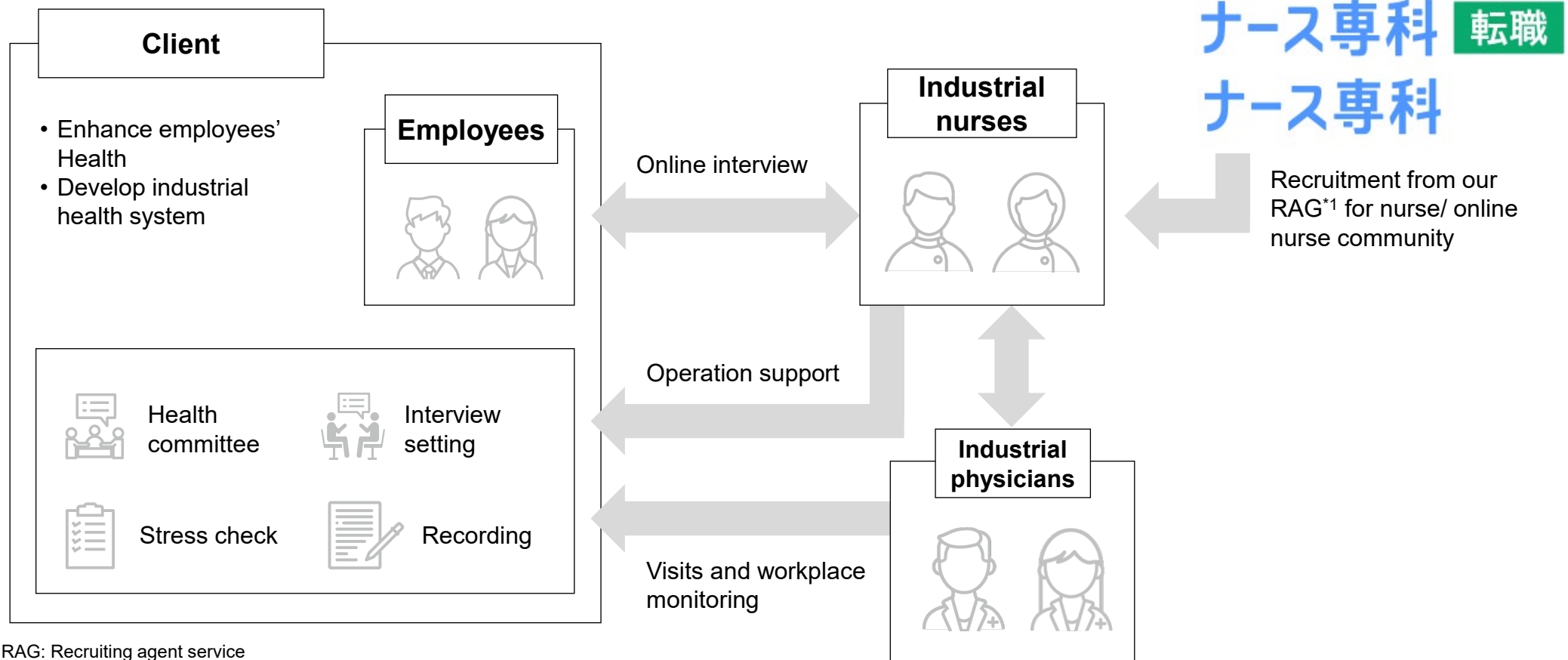
- Provide specific health guidance service for HIAs*¹ aiming to prevent lifestyle-related diseases of employees and their families. The service is provided by registered dietitians and based on the results of verification projects conducted with MHLW.
- Remote service using smartphones enables frequent and continuous intervention.



1. HIA: Health insurance association
 2. RAG: Recruiting agent service

Remote Industrial Health Service

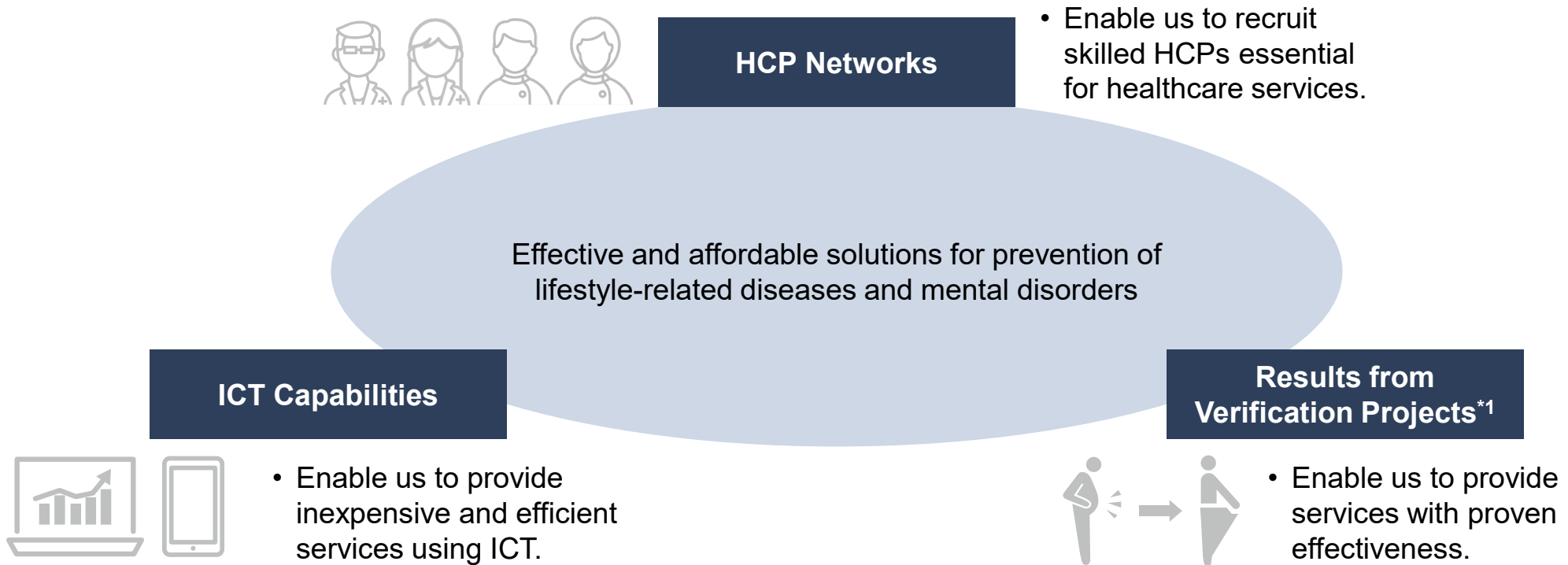
- Provide comprehensive support for industrial health operations in the human resources and labor departments of companies, including visits by industrial physicians, stress checks, and the establishment and operation of health committees.
- Reduce the workload of HR and realize effective mental care through the service provided by the two-person system of an industrial physician and an industrial nurse.



1. RAG: Recruiting agent service

Our Strength

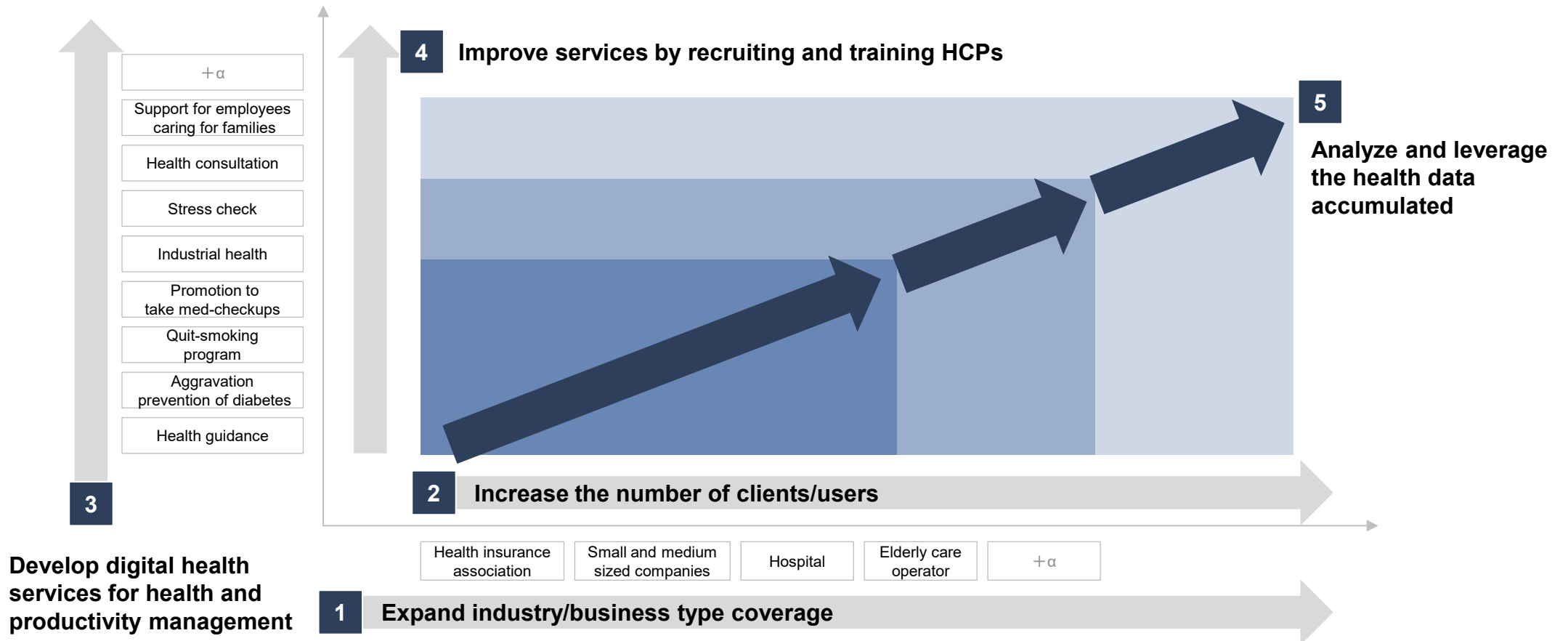
Leveraging our strengths in healthcare professional (HCP) networks, ICT capabilities, and proven results from verification projects conducted with ministries and national agencies, we offer effective solutions with a reasonable price for prevention of lifestyle-related diseases and mental disorders.



1. Joint project with MHLW, METI, and national hospitals

Strategy of Healthcare Business

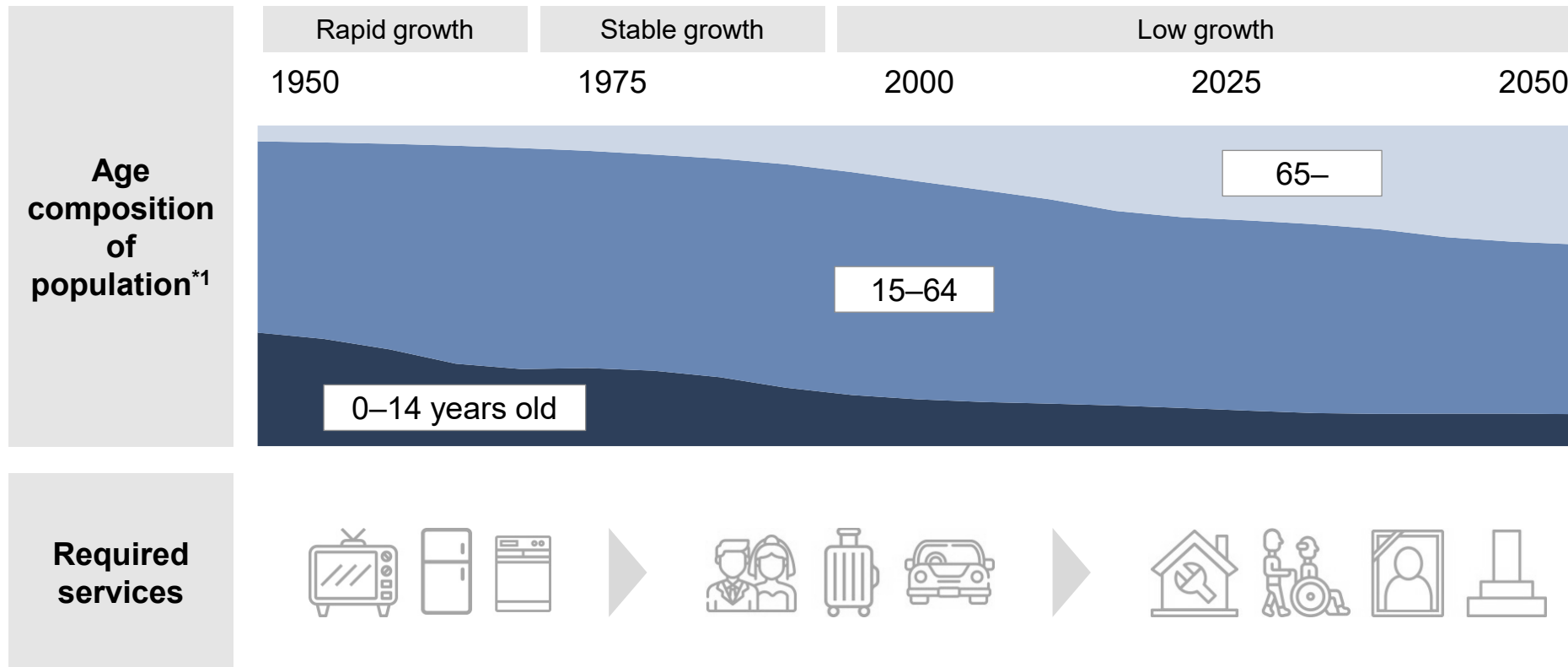
Maximize the value as a health and productivity management support platform by No. 1 – 5 below.



New Business (Senior Life) Strategy

Issue 3: Difficulty in solving problems related to living in an aging society (Repost)








- While services required in society are changing and expanding with the population aging, information related to living in an aging society is insufficient in terms of quality and quantity, and the future labor shortage will result in an inability to adequately supply such services.
- The elderly and their families will have difficulties in solving life-related problems in an aging society.



1. MIC "Census", "Population estimates", National Institute of Population and Social Security Research "2023 Estimated future population of Japan"

Solution for Issue 3 in Senior Life Business

Contribute to solving the social issue “difficulty in solving problems related to living in an aging society” by developing a platform that connects people who have some worries or problems in their lives, with advisors and solution services.

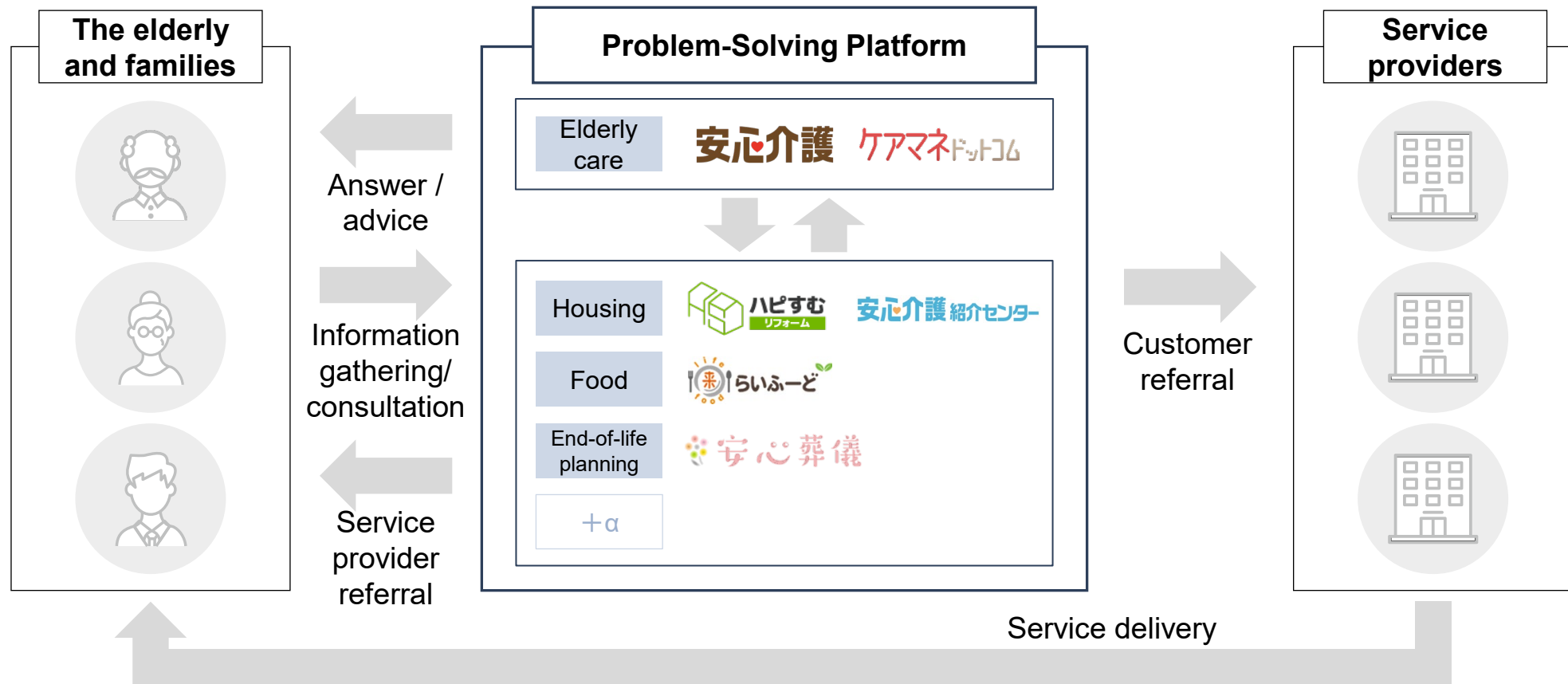
	Healthcare 	Medical Care 	Elderly/Disability Care 	Senior Life 
Professionals 		Issue 1 Career Business	Issue 1	
Operators 	Issue 2 Healthcare Business		Elderly/Disability Care Operators Business	Issue 3 Senior Life Business
End users 		Issue: Difficulty in solving problems related to living in an aging society Solution: Provide a variety of options and high-quality decision-making information.		

Mission of Senior Life Business

**We aim to contribute to improving people's lives
by offering a wide range of options and
information related to living in an aging society.**

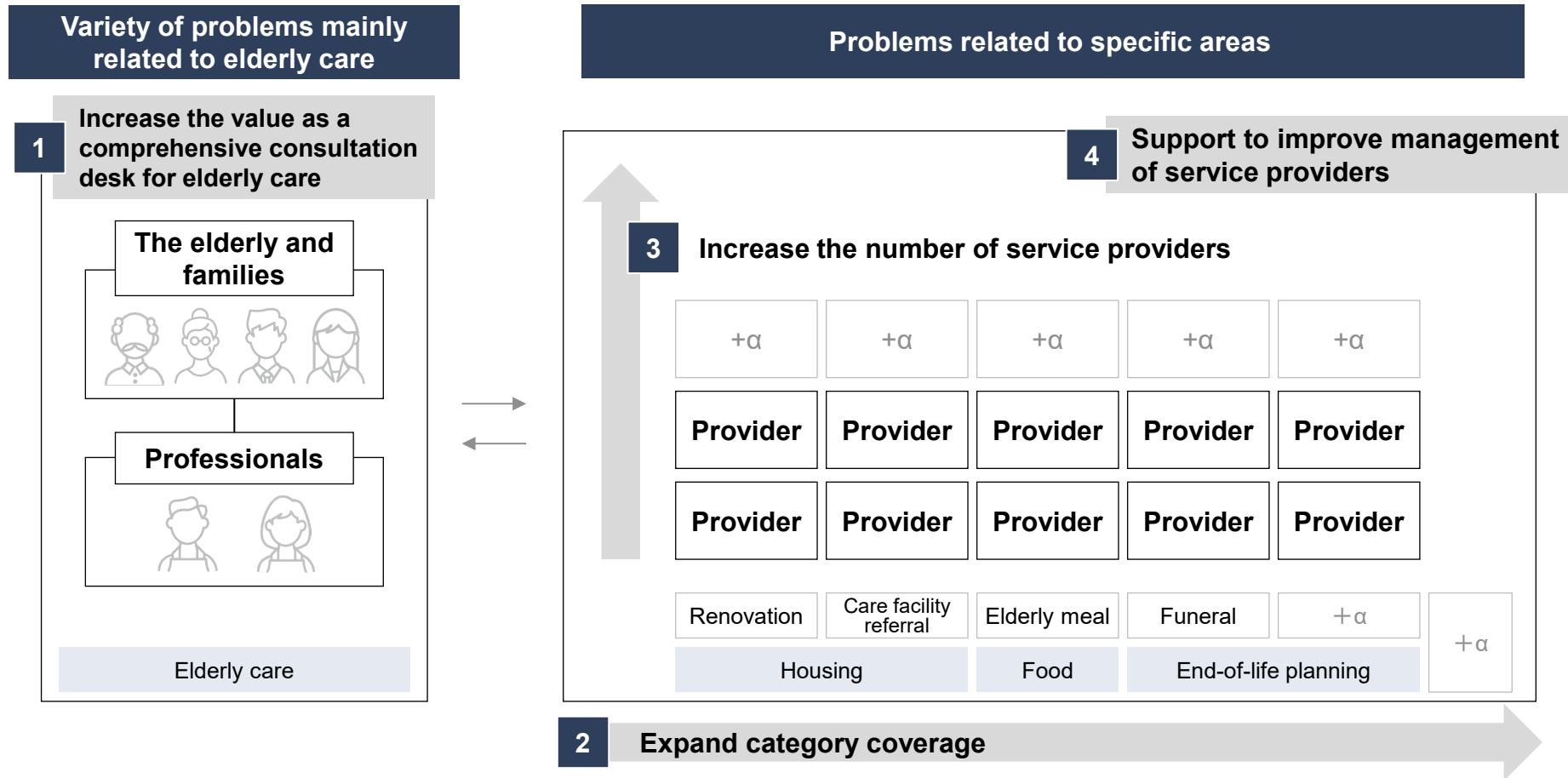
Problem-Solving Platform

- Help to solve a variety of problems, mainly related to elderly care, through communication among those who have similar problems and advice from professionals.
- Refer service providers to solve problems related to specific categories such as housing, food, and end-of-life planning.



Strategy of Senior Life Business

Maximize the value as a problem-solving platform by No. 1 – 4 below.

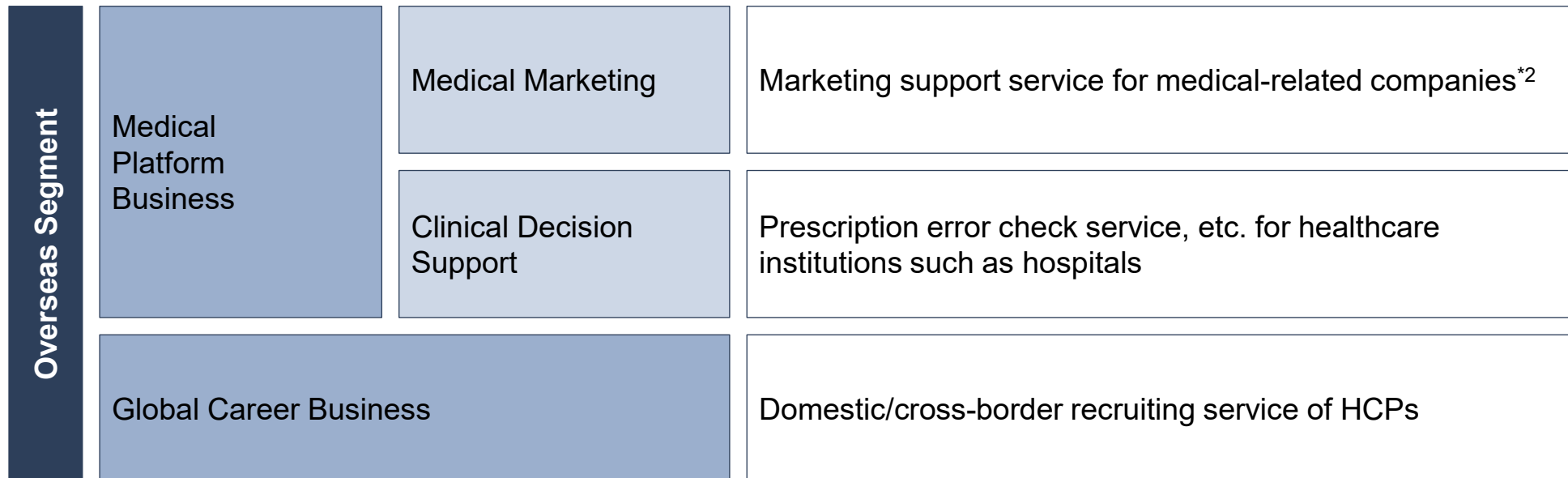


Overseas Strategy

Overview of Overseas Segment

- Define two strategic business areas in the segment:
 - Medical Platform Business, operated mainly in MIMS group, which we acquired in 2015, and
 - Global Career Business, which supports recruitment of HCPs*1 around the world.

Overseas Business Structure



1. HCP: Healthcare professionals

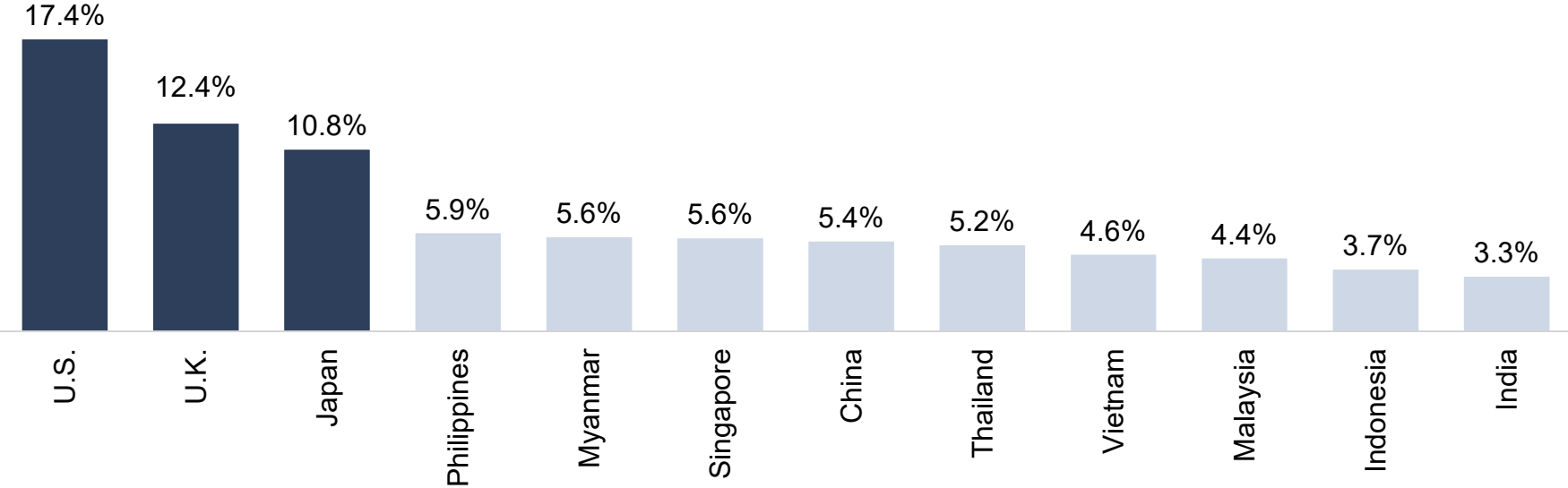
2. Operators such as pharmaceutical companies, medical device manufacturers, healthcare service operators, and industrial group.

Medical Platform Business

Issue: Low Availability of Medicines and Medical Devices, and Inadequate Quality of Medical Care in APAC

- Health expenditure per economic scale in APAC is less than in developed countries.
- Medical-related companies face high entry barriers, as the medical systems, regulations, languages, cultures, and social customs are different by country.
- This results in the social issue of low availability of medicines/medical devices and inadequate quality of medical care.

Health Expenditure to GDP*1



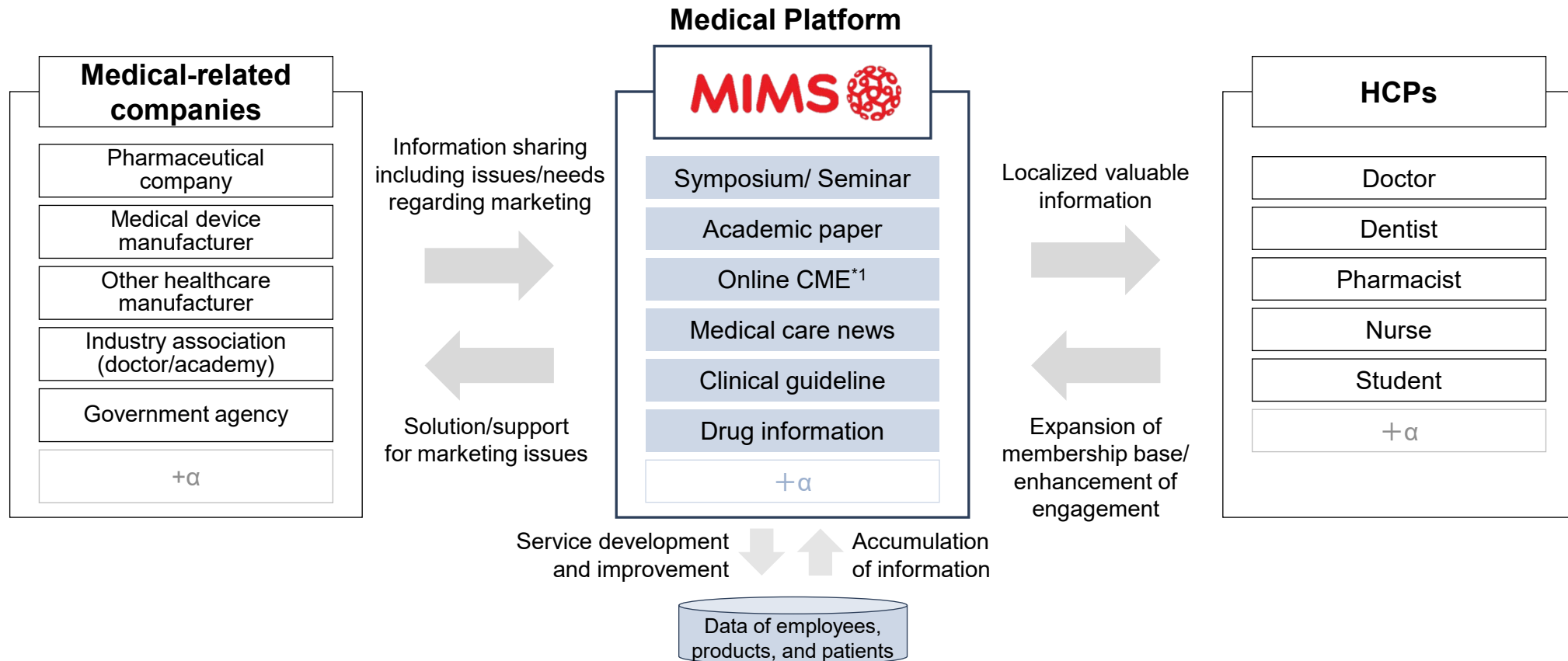
1. WHO "Global Health Expenditure Database" (2021)

Mission of Medical Platform Business

We aim to contribute to realizing healthy and high-quality lives by improving the availability and safety of medical care in APAC.

Medical Platform

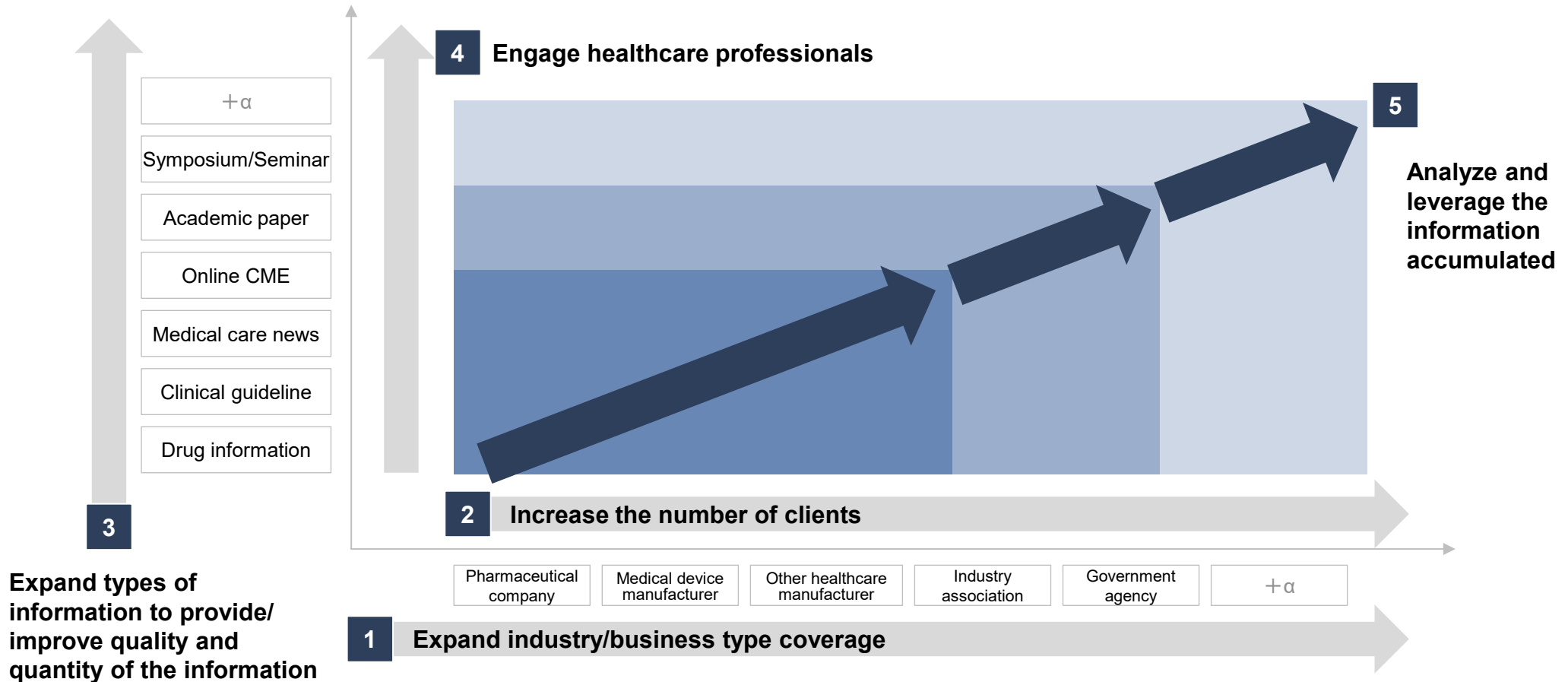
- Support the marketing activities of medical-related companies by using our membership base of healthcare professionals (HCPs) in APAC.
- Expand our membership base of HCPs and enhance their engagement by providing localized valuable information, thereby making marketing activities of medical-related companies more effective and efficient.



1. CME: Continuing medical education

Strategy of Medical Platform Business

Maximize the value as a medical platform by No. 1 – 5 below.

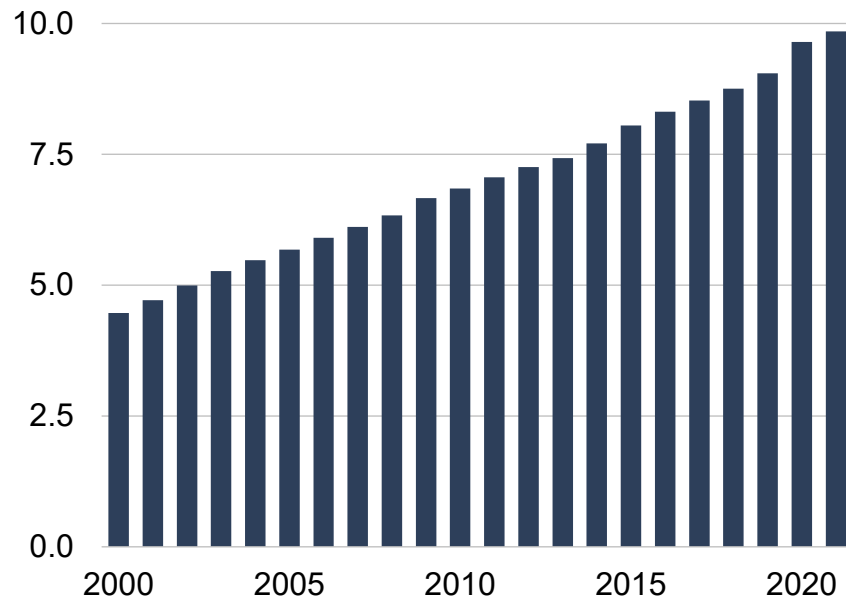


Global Career Business

Issue: Global Shortage and Uneven Distribution of Healthcare Professionals

- While the situation surrounding medical care services differs greatly among countries and regions, the demand for medical care is continuously increasing around the world due to economic growth and population aging.
- The shortage and uneven distribution of healthcare professionals has become an issue in many countries due to the increasing demand for medical care.

Health Expenditure*1
(in USD trillions)



Expected Shortage of Nurses*2
(in thousands)

	Japan	60 – 270	(2025)
	Germany	390	(2035)
	Australia	120	(2030)
	South Korea	160	(2030)
	Saudi Arabia	100	(2030)

1. WHO "Global Health Expenditure Database" (FX rates: 2021)

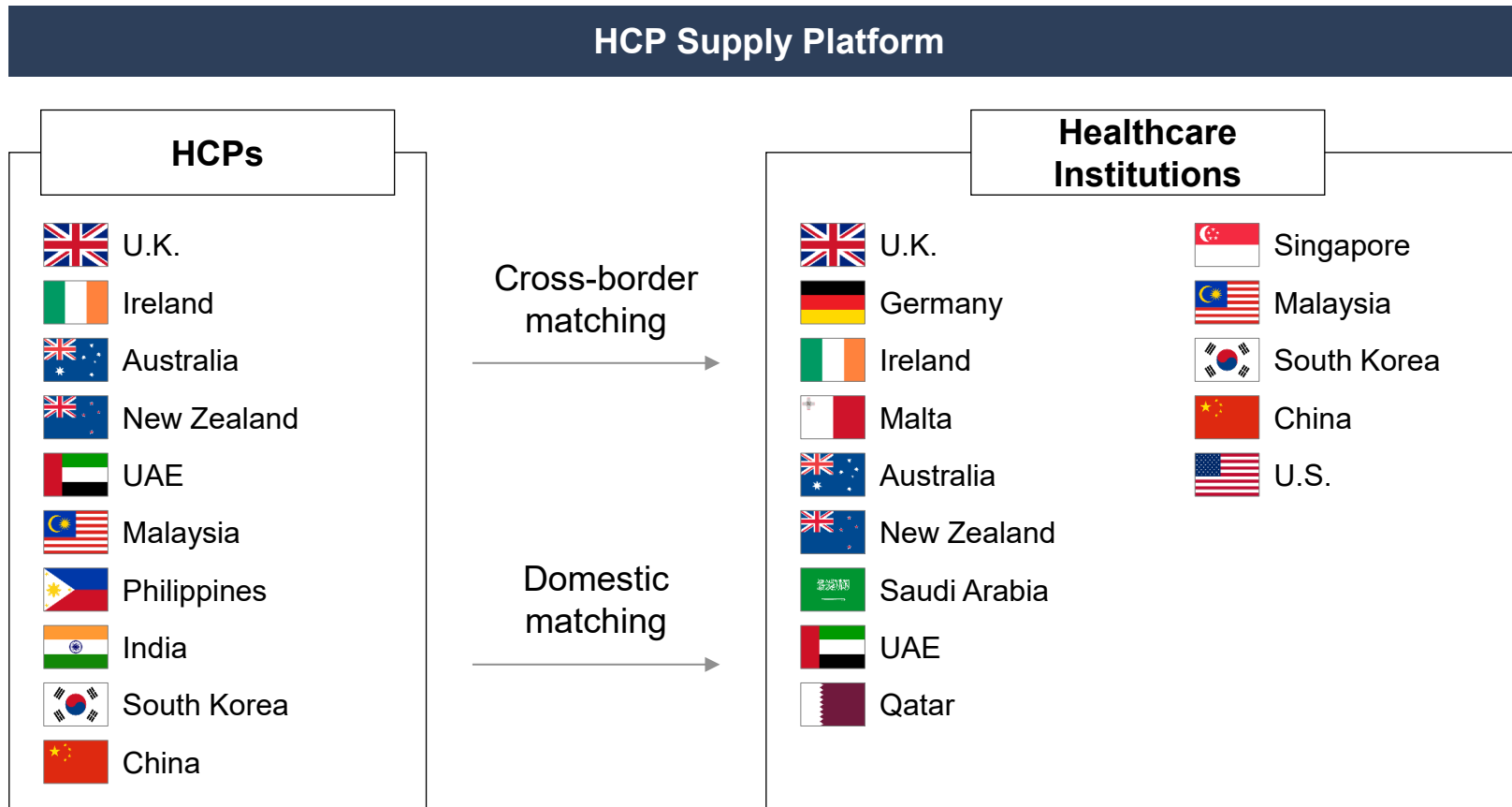
2. Japan: MHLW, "Subcommittee on supply and demand of nursing staff, study group on supply and demand of medical care workers", Germany: PwC "Fachkräftemangel im Gesundheitswesen: Wenn die Pflege selbst zum Pflegefall wird", Australia: Department of Health and Aged Care "Australia's Future Health Workforce – Nurses Overview Report", South Korea: Korea Institute for Health and Social Affairs "2017 mid- to long-term supply and demand outlook for major health and medical personnel", Saudi Arabia: Nourah Alsadaan, Linda K. Jones, Amanda Kimpton and Cliff DaCosta "Challenges Facing the Nursing Profession in Saudi Arabia: An Integrative Review"

Mission of Global Career Business

We aim to contribute to improving the quality of medical care around the world by solving the shortage and uneven distribution of healthcare professionals.

HCP*¹ Supply Platform

Promote optimal cross-border and domestic matching according to the supply of HCPs and the demand from healthcare institutions*².

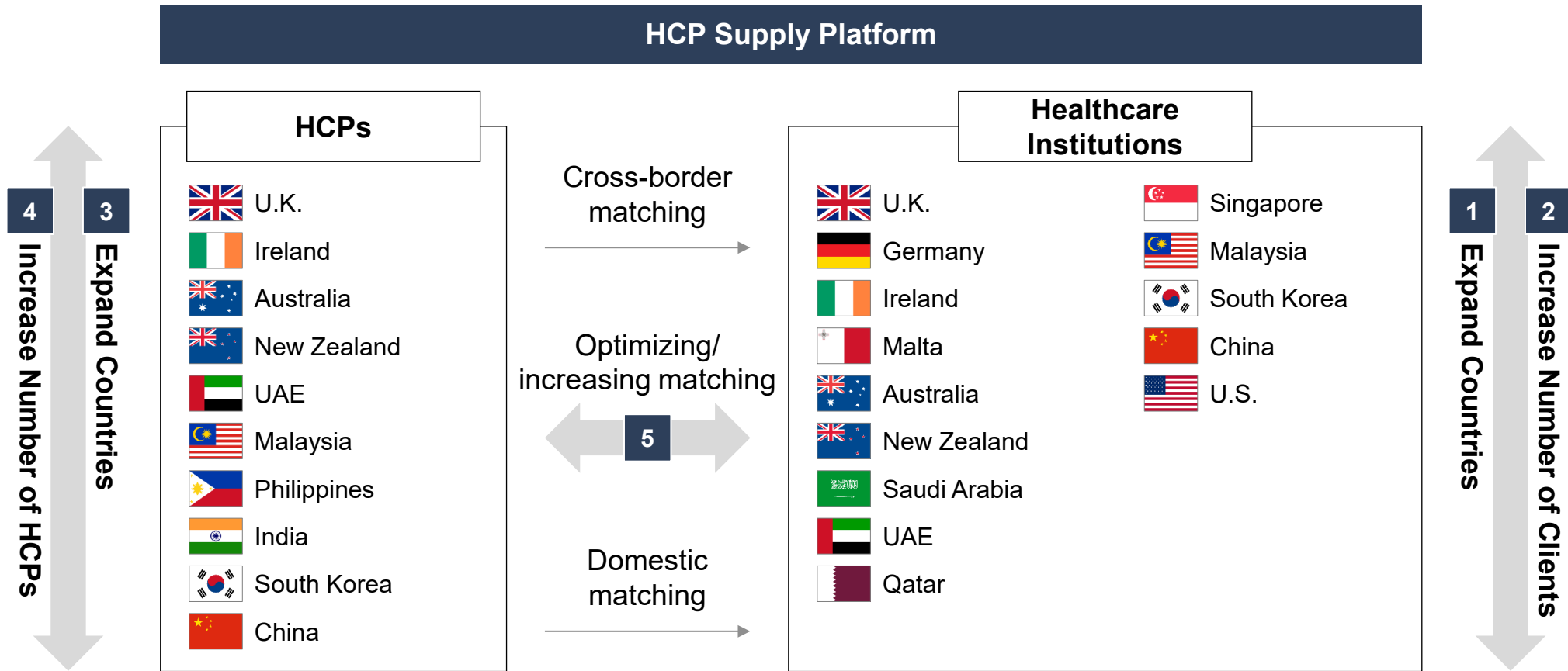


1. HCP: Healthcare professional

2. Hospitals, clinics etc.

Strategy of Global Career Business

Maximize the value as a HCP supply platform by No. 1 – 5 below.

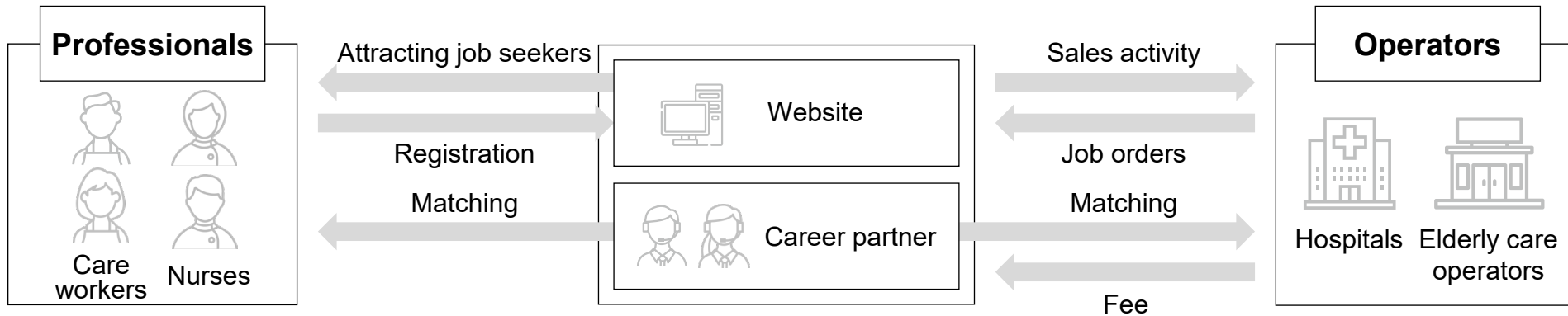


Appendix

Business Model of Career Business

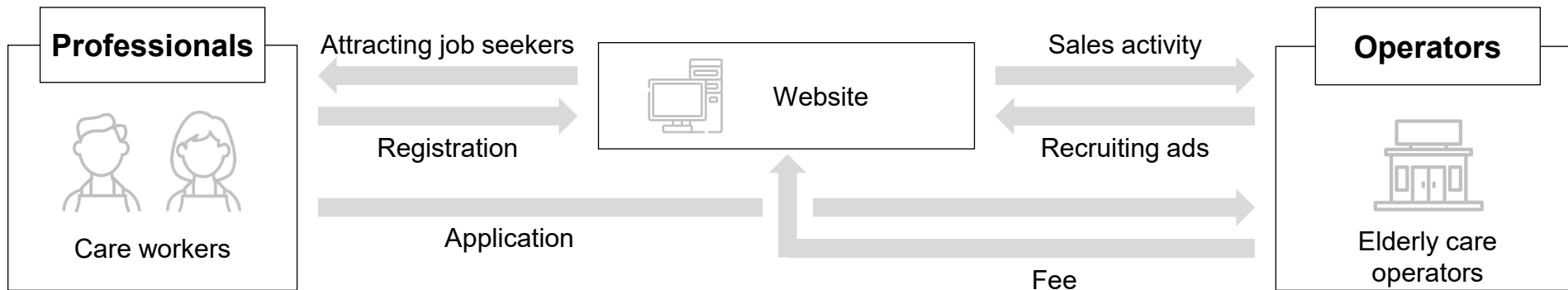
Business model of Recruiting Agent

Receive a certain percentage of an annual salary from a hiring business operator as a fee when an applicant joins it.



Business model of Recruiting Ads

Receive a fee for each application or each hiring via our Recruiting Ads website.



Kaipoke's Main Services

Subscription-based management support platform providing more than 40 services as a package*¹

Insurance Claim	<ul style="list-style-type: none"> Elderly care operators can claim for the reimbursement of insurance efficiently.
Recruitment	<ul style="list-style-type: none"> Provide SMS's industry-leading Recruiting Ads service "Kaigo Job" for free and a job ad creation agency service.
Sales Support	<ul style="list-style-type: none"> Assist sales activities by supporting research, planning, and managing actions. Offer a function to create a website for free by automatically linking with registered data.
Operation Improvement	<ul style="list-style-type: none"> Provide one iPad for free to enable care workers to complete documentations at their customer sites.
Opening Support	<ul style="list-style-type: none"> Support procedures needed to open an elderly care business such as application for designation, financing, finding office properties and market research.
Finance	<ul style="list-style-type: none"> Provide factoring services to improve operators' cash flows.
Purchasing	<ul style="list-style-type: none"> Elderly care operators can procure various equipment and supplies, such as rental smartphones, in an easy and inexpensive way.
Business Succession	<ul style="list-style-type: none"> Supporting the succession of elderly care operators

1. Additional payments are required for the use of two or more iPads, factoring, etc.

MIMS Group Profile

MIMS group global coverage



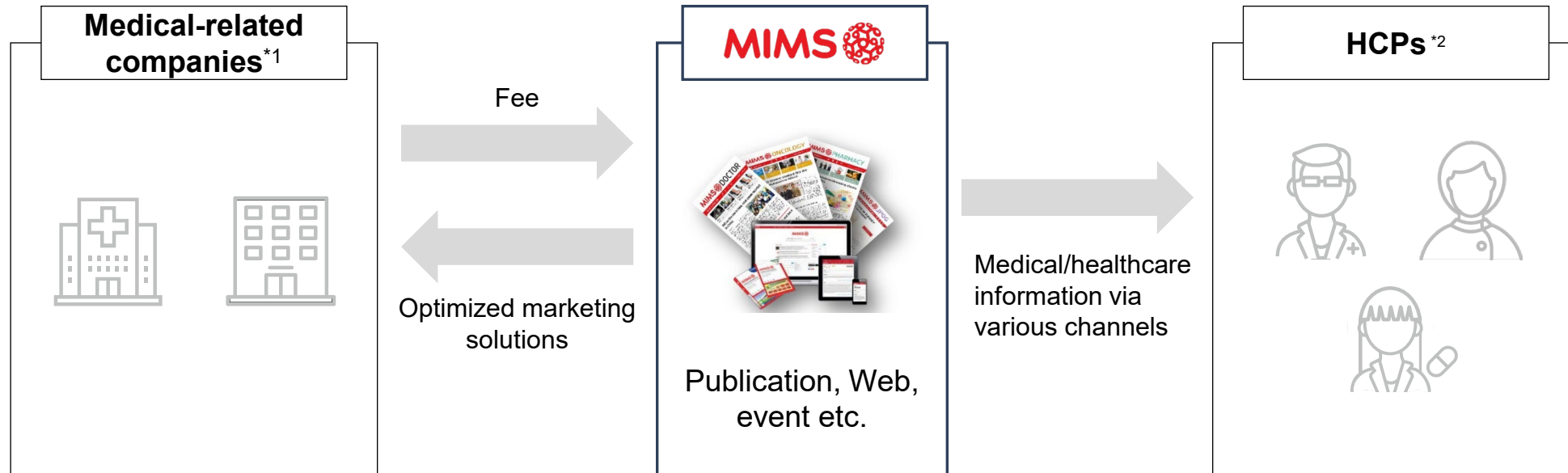
MIMS group profile

Founded	1963
Business	<ul style="list-style-type: none"> • Medical Platform • Global Career
Global coverage	18 countries and regions, mainly in APAC
Number of memberships	3.50 million ^{*1}
Acquisition date	October 7, 2015

1. As of December 2023

Business Model of Medical Marketing

Support marketing activities of medical-related companies*¹

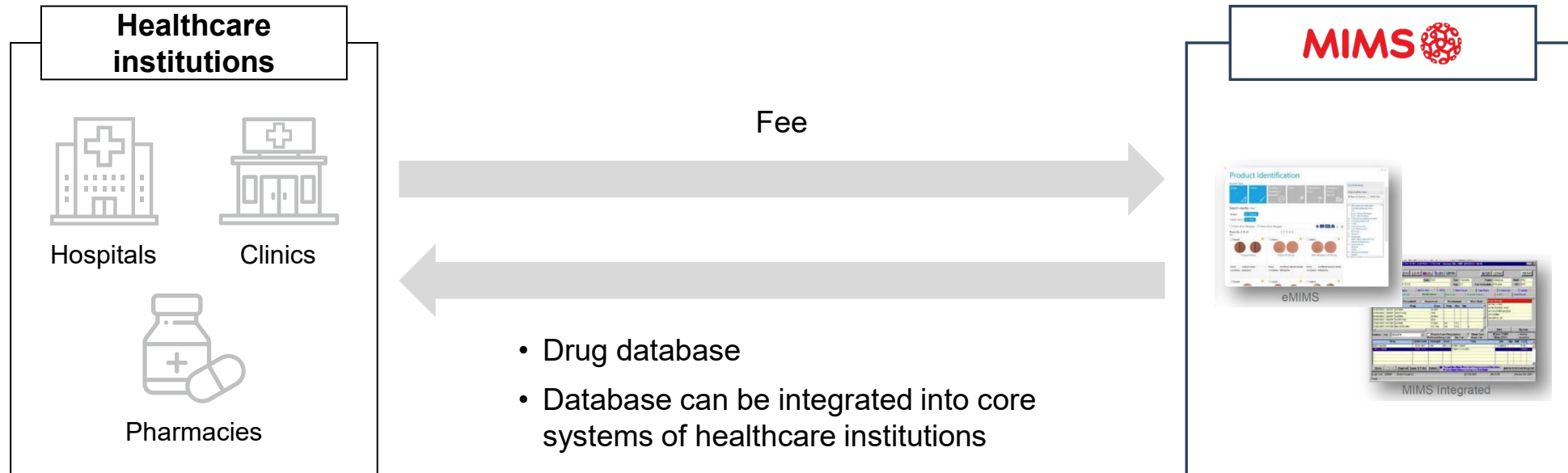


1. Operators such as pharmaceutical companies, medical device manufacturers, healthcare service operators, and industrial group

2. Healthcare professionals such as doctors, nurses, and pharmacists









Business Model of Clinical Decision Support

Provide a drug database for prescription error checks in healthcare institutions



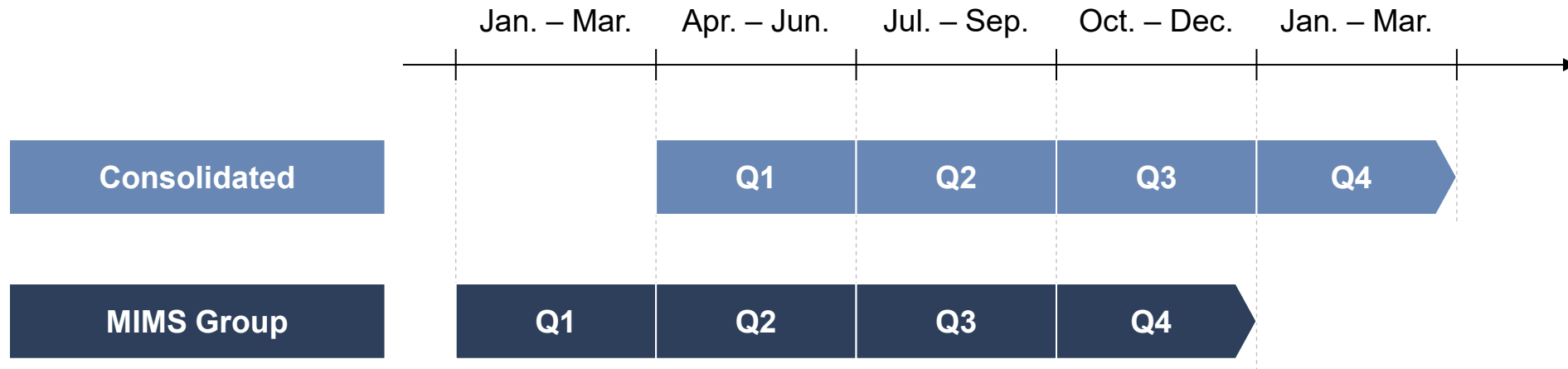
Expansion of the Global Career Business

Starting with the acquisition of NURSCAPE in South Korea in 2011, we have expanded our overseas bases steadily to Malaysia in 2017, to the Philippines in 2018, to Europe and Oceania in 2019, and to Germany in 2022.



















<p>Sep. 2011</p>	 <p>South Korea</p>	 <p>Acquired NURSCAPE</p>	<p>Launched the Global Career Business.</p> <ul style="list-style-type: none"> Started career-related business for nurses in South Korea
<p>Jun. 2017</p>	 <p>Malaysia</p>	 <p>Acquired MELORITA</p>	<p>Launched cross-border matching.</p> <ul style="list-style-type: none"> Started cross-border introduction of Malaysian healthcare professionals(HCPs) to hospitals in the middle east and other countries.
<p>May 2018</p>	 <p>the Philippines</p>	 <p>Acquired MSR</p>	<p>Increased the number of countries from which nurses are introduced.</p> <ul style="list-style-type: none"> Started introduction of Filipino HCPs to hospitals in the middle east and other countries.
<p>Aug. 2019</p>	 <p>Ireland Australia</p>	 <p>Acquired CCM</p>	<p>Expanded business to Europe and Oceania.</p> <ul style="list-style-type: none"> Started matching for European/Oceanian healthcare professionals. Expanded client hospitals in Europe/Oceania for HCPs from Southeast Asia and other countries.
<p>Dec. 2022</p>	 <p>Germany</p>	 <p>Acquired CWC/CF</p>	<p>Expanded business to Germany.</p> <ul style="list-style-type: none"> Started cross-border introduction of foreign nurses to healthcare institutions and elderly care operators in Germany.

Consolidation of MIMS Group Financial Results

Income statement of MIMS group is consolidated to income statement of SMS following a time lag of three months.



Business Portfolio*1 – Career*2

Segment	Category	Services					
Elderly Care Career	Services for care workers	RAD*3 for care workers 	RAG*3 for care workers 	Elderly care certification course 	Certification course information 		
	Others	RAG*3 for PT/OT/ST 	RAG*3 for care managers 				
Medical Care Career	RAG*3 services	RAG*3 for nurses 	RAG*3 for radiological technologists 	RAG*3 for medical technologists 	RAG*3 for clinical engineers 	RAG*3 for childcare workers 	
	Others	RAG*3 for Judo therapists etc. 	RAG*3 for dietitians 	RAD*3 for newly-graduated nurses 	Scholarship information portal 	Web community for nurses and nurse students 	RAD*3 for Judo therapists etc. 
		Workplace assessment tool for nurses 					

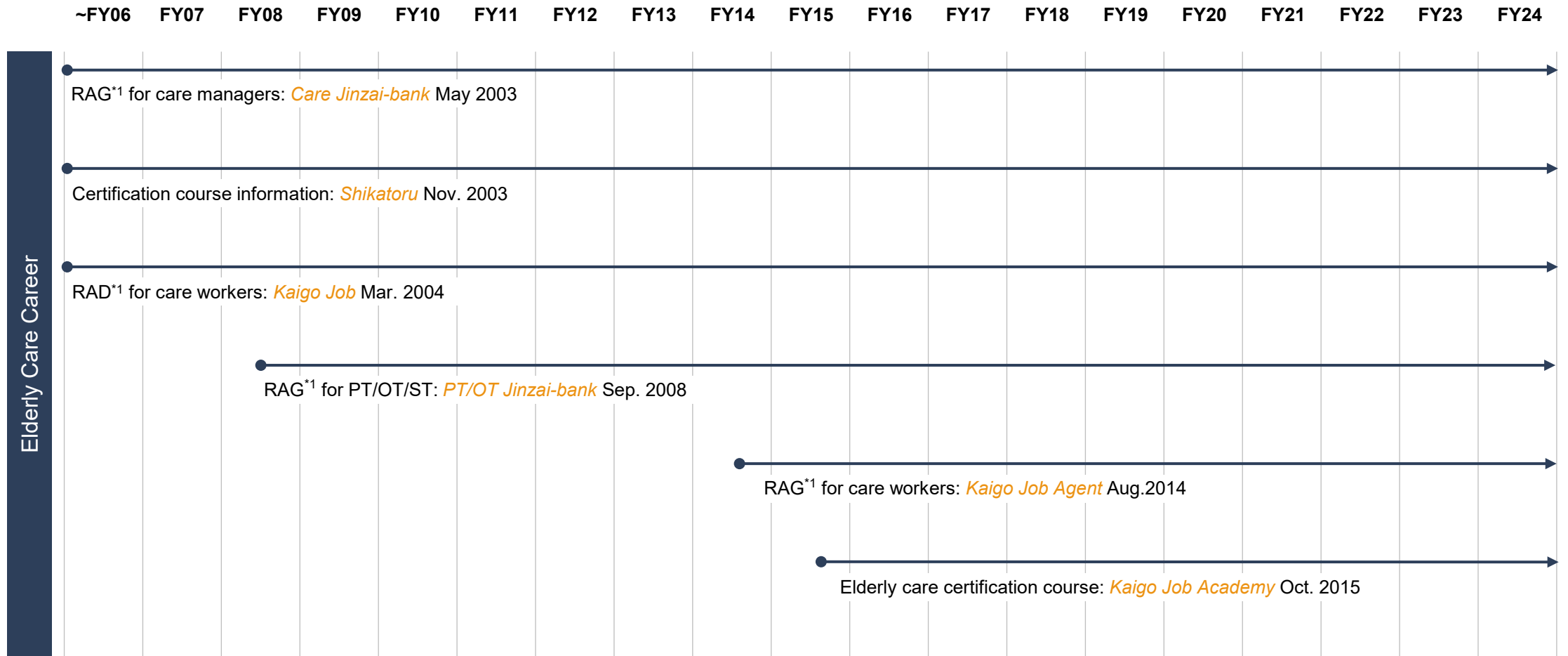
1. As of October 2024
 2. Career businesses for doctors and pharmacists are operated by M3 Career, Inc., a JV between M3, Inc.(51%) and SMS (49%).
 3. RAD: Recruiting ads service RAG: Recruiting agent service

Business Portfolio*1 – Elderly/Disability Care Operators, Overseas, New Business

Segment	Services						
Elderly/Disability Care Operators	Management support platform for elderly/disability care operators 	Information portal for management of elderly care operators 	Research and information on the aging society 高齢社会ラボ	RAG*2 for persons with disabilities 	Information service on employment support offices for persons with disabilities 		
Overseas	Drug information service for healthcare professionals and institutions 	Cross-border RAG*2 for healthcare professionals (Malaysia, Philippines, Ireland, UK, Germany, etc.) 			Career related service for nurses (South Korea) 	Medical ad services (Philippines, Indonesia, Malaysia)	
New Business (Healthcare)	Preventive solution for lifestyle-related diseases 	Health guidance solution 	Quit-smoking support using ICT 	Quit-smoking solution with behavior therapy 	Remote industrial health service 	Information portal of dementia 	Solution for dementia prevention
	Web community for dietitians 	Frailty prevention service 	Preventive solution for elderly care turnover 	Health maintenance/promotion support for women 	Information portal of industrial health service 	Stress checks specialized for medical care and elderly care industries 	Habitual support for dementia prevention
New Business (Senior life)	Web community for people struggling with elderly care 	Referral service of home-delivered meals 	Referral service of housing for the elderly 	Referral service of renovation operators 	RAG*2 for construction industry 	Referral service of funeral companies 	Web community for care managers

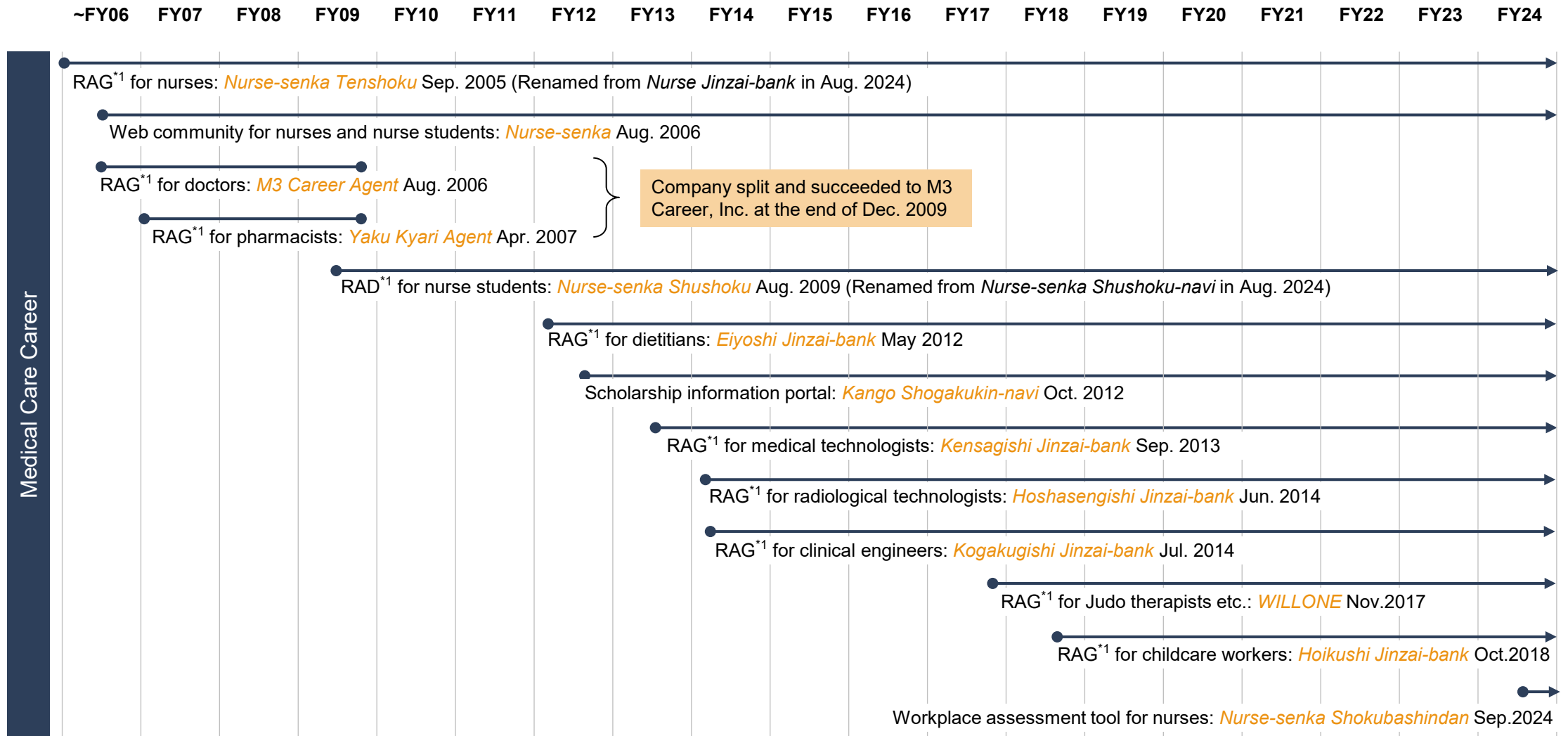
1. As of October 2024
2. RAG: Recruiting agent service

History of Service Launches – Elderly Care Career



1. RAD: Recruiting ads service RAG: Recruiting agent service

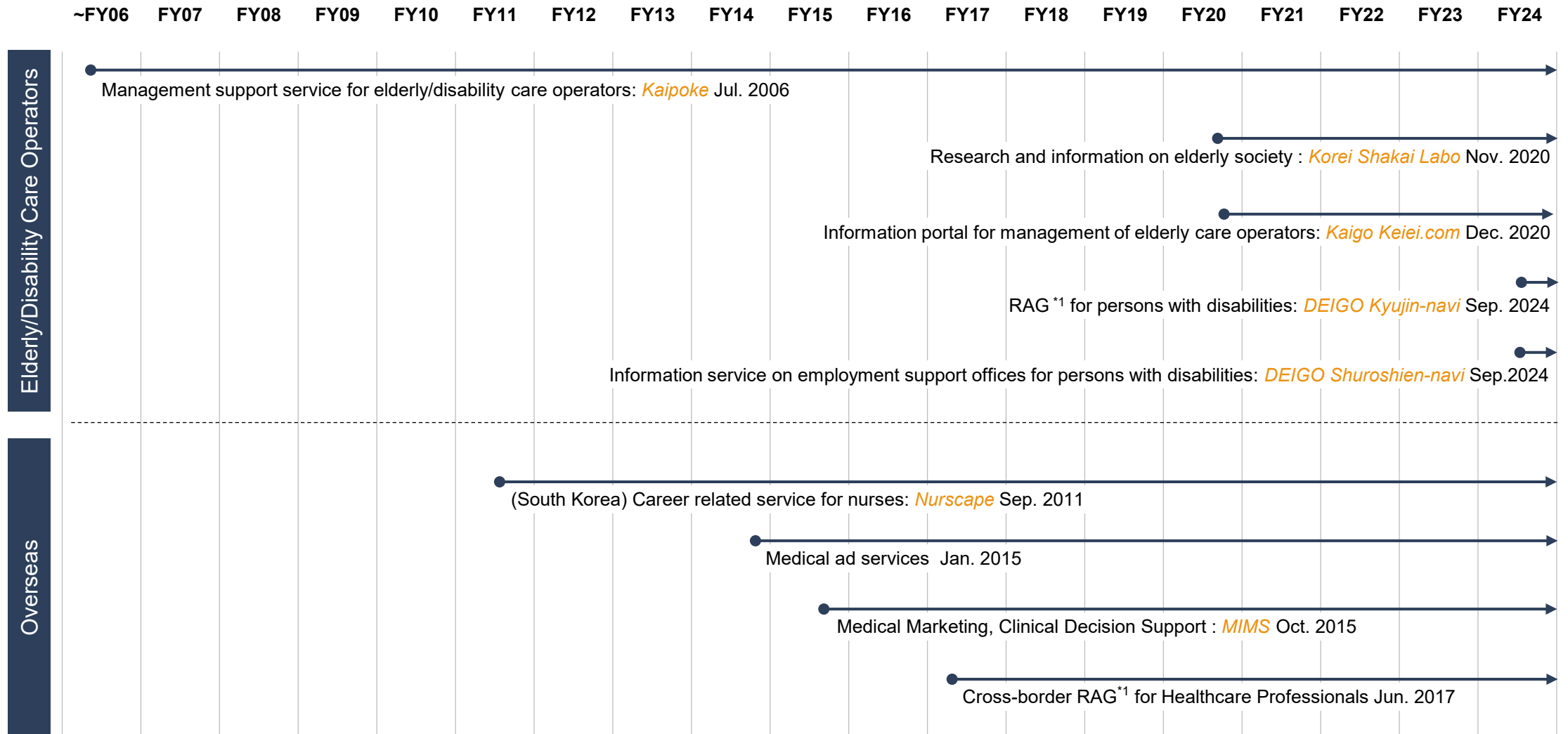
History of Service Launches – Medical Care Career



Medical Care Career

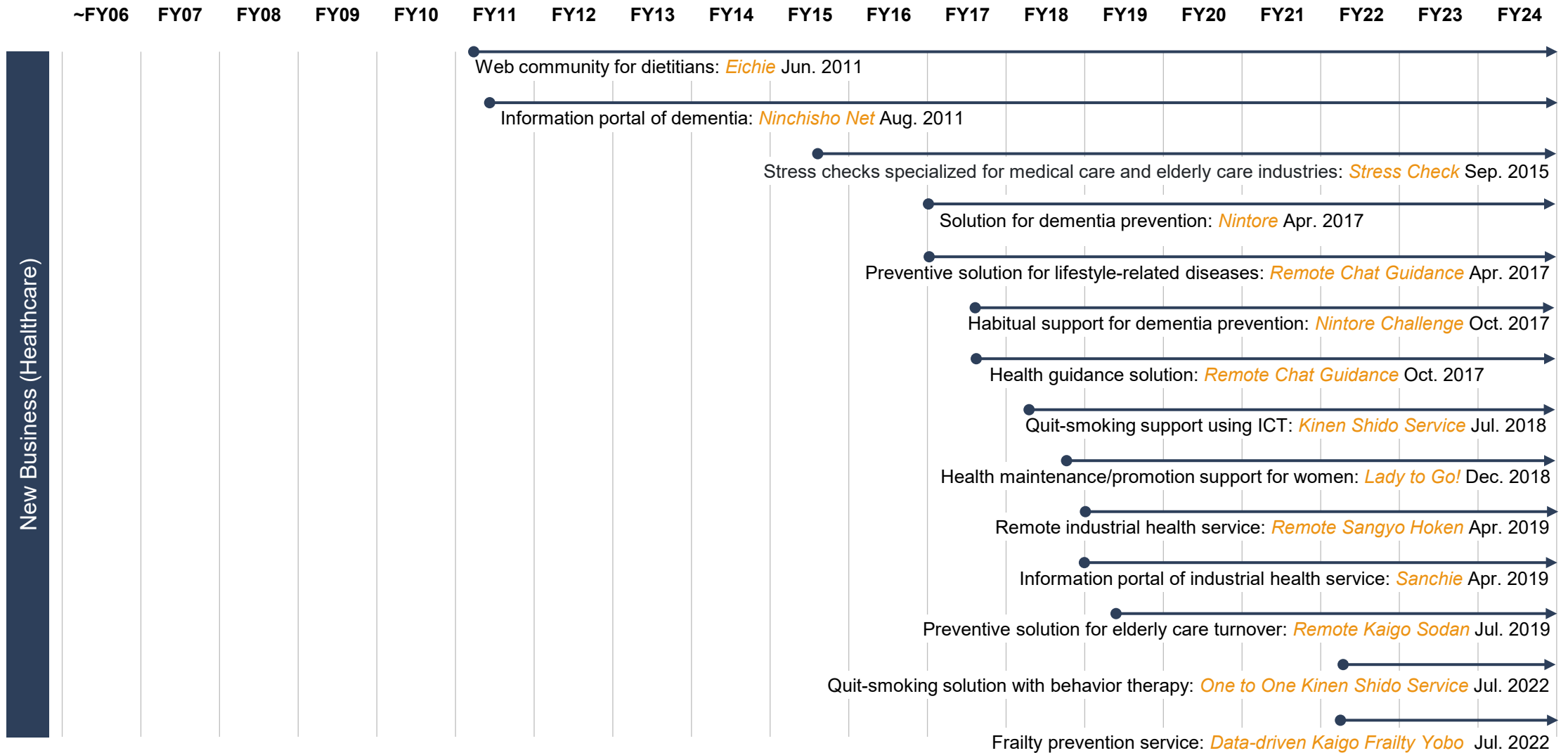
1. RAD: Recruiting ads service RAG: Recruiting agent service

History of Service Launches – Elderly/Disability Care Operators, Overseas



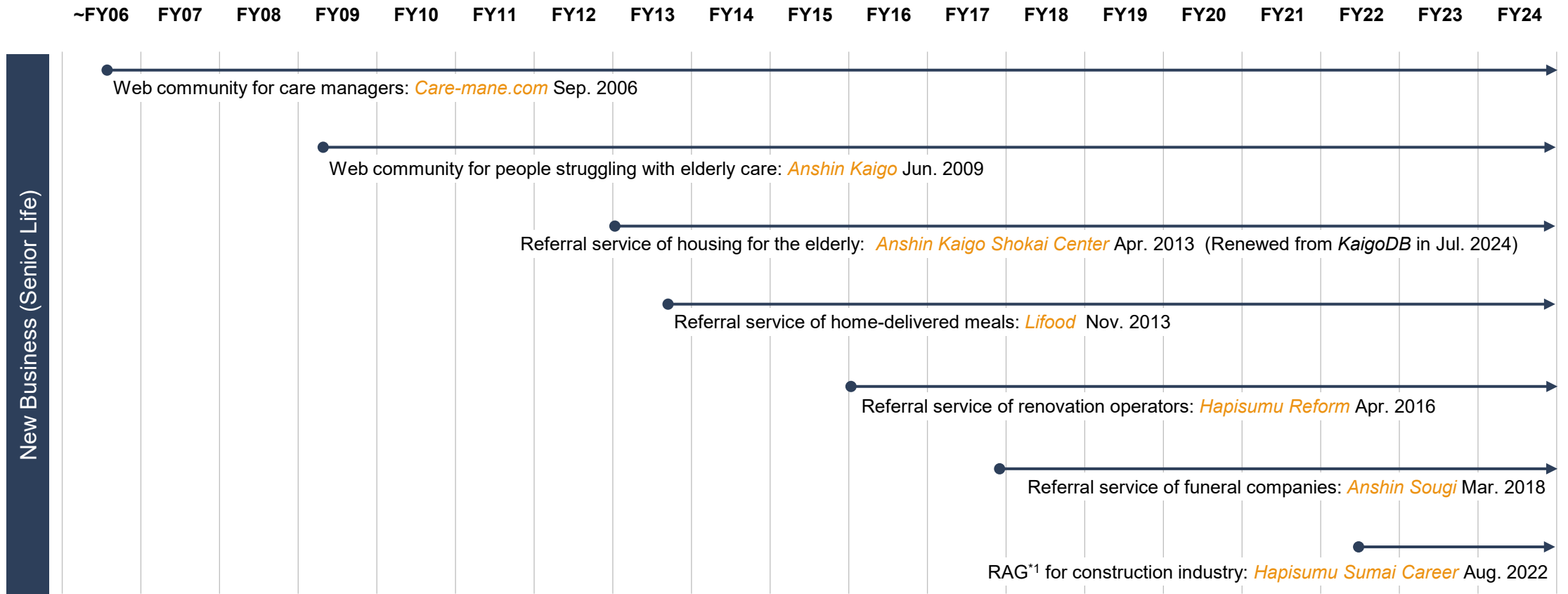
1. RAG: Recruiting agent service

History of Service Launches – New Business (Healthcare)



New Business (Healthcare)

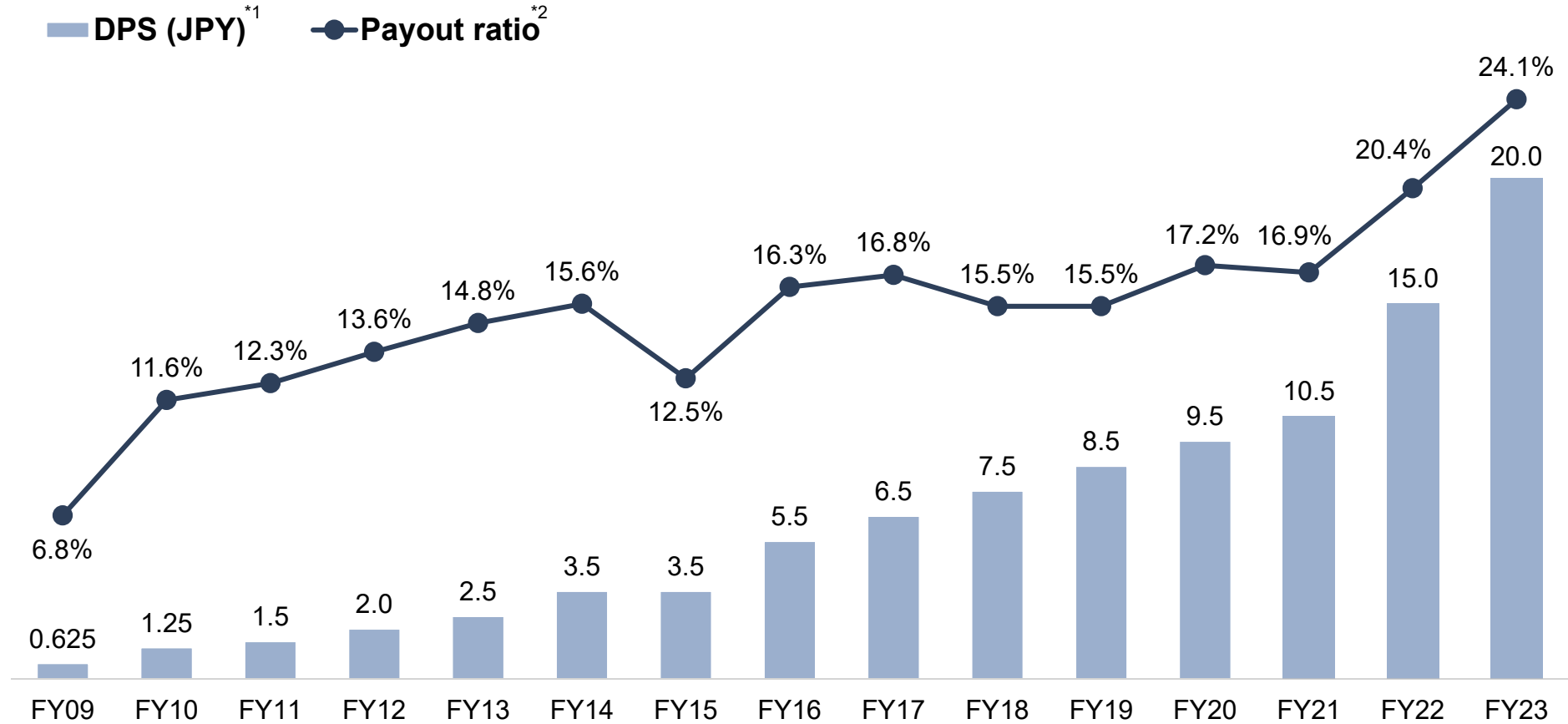
History of Service Launches – New Business (Senior Life)



New Business (Senior Life)

1. RAG: Recruiting agent service

Dividends



1. Past stock splits are taken into account for the DPS calculation.

2. Payout ratio = DPS / EPS

Historical Financial Results

(in JPY millions)

	FY03	FY04	FY05	FY06	FY07	FY08	FY09	FY10	FY11	FY12	FY13	FY14	FY15	FY16	FY17	FY18	FY19	FY20	FY21	FY22	FY23
Net Sales	58	383	835	1,545	2,715	5,177	7,172	7,618	8,692	10,181	12,046	15,056	19,069	23,054	26,611	30,836	35,140	35,960	38,899	45,667	53,973
Operating Income	(5)	52	109	269	426	1,230	1,261	1,480	1,519	1,570	1,730	2,079	2,756	3,646	4,021	4,743	4,935	5,470	6,318	7,279	8,269
Ordinary Income	(5)	49	108	269	415	1,238	1,266	1,530	1,734	1,990	2,340	2,693	3,509	4,430	5,007	5,979	6,355	6,653	7,726	8,759	9,901
Net Income	(5)	31	63	157	244	719	717	876	1,004	1,226	1,380	1,824	2,265	2,801	3,361	4,216	4,760	4,800	5,408	6,406	7,227
EPS*1 (JPY)	(5.8)	1.8	1.5	2.2	3.3	9.2	9.2	11.1	12.2	14.9	16.8	22.4	27.9	33.7	38.7	48.5	54.7	55.1	62.1	73.5	83.0
Total Assets	59	357	566	1,016	1,806	3,118	3,645	4,672	5,716	6,948	8,406	11,421	41,689	43,231	46,087	47,467	50,996	49,444	56,585	65,098	72,475
Liabilities	55	166	196	489	822	1,410	1,266	1,430	1,579	1,794	2,331	4,497	28,532	21,648	22,446	31,928	31,597	26,785	26,594	26,677	28,190
Net Assets	4	190	369	527	983	1,708	2,379	3,242	4,136	5,153	6,074	6,923	13,157	21,583	23,641	15,539	19,398	22,658	29,991	38,421	44,284
Equity Ratio (%)	7.5	53.3	65.3	51.9	54.4	54.8	65.2	69.2	72.3	74.1	71.5	59.7	20.5	39.6	41.8	32.4	37.7	45.3	52.4	58.3	60.7
ROE (%)	(124.9)	31.8	22.8	35.1	32.3	53.4	35.1	31.2	27.3	26.4	24.7	28.4	29.5	21.8	18.5	24.4	27.5	23.1	20.8	19.0	17.6
DPS*1 (JPY)	-	-	-	-	-	0.625	0.625	1.25	1.5	2.0	2.5	3.5	3.5	5.5	6.5	7.5	8.5	9.5	10.5	15.0	20.0
Dividend Payout Ratio (%)	-	-	-	-	-	6.8	6.8	11.6	12.3	13.6	14.8	15.6	12.5	16.3	16.8	15.5	15.5	17.2	16.9	20.4	24.1
TSR**2 (%)	-	-	-	-	-	-	-	-	-	-	177.1	514.5	1,150.3	1,057.5	682.8	402.3	263.6	317.8	243.5	143.2	132.6

1. Past stock splits are taken into account for the EPS, DPS and TSR calculations.
2. (Ending share price of the fiscal year + Total dividends paid over 5 years) / Ending share price 5 fiscal years ago

Number of Employees and Shareholder Composition

Number of Employees

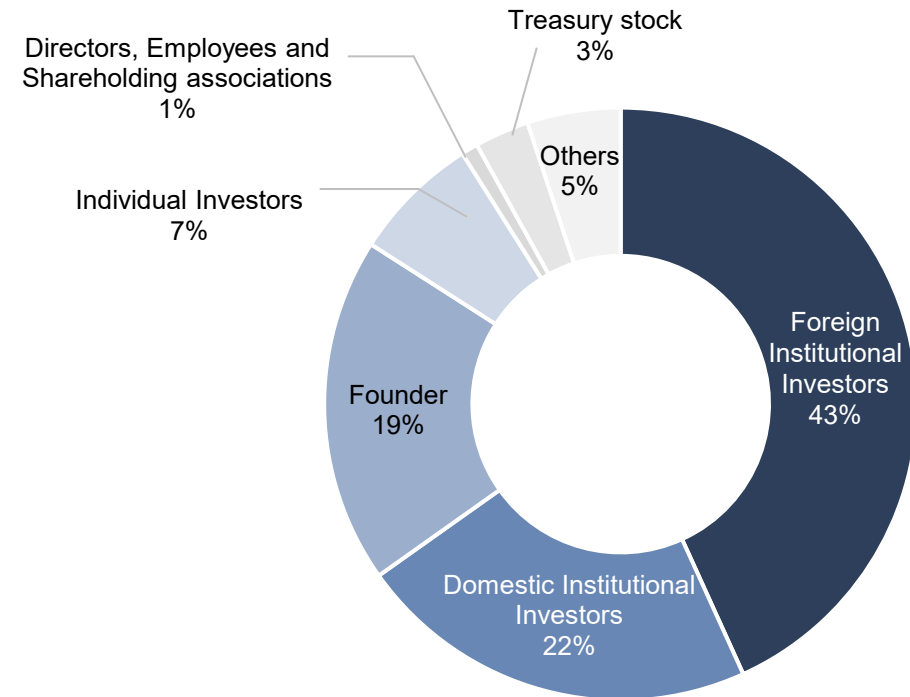
As of September 30, 2024:

Category	# of Employees
Consolidated	4,659
Japan	3,502
Overseas	1,157

Shareholder Composition*1

As of September 30, 2024:

Number of shareholders 8,578



1. Pie chart shows the ratio of number of stocks held by each category.

Cautionary Statement with Respect to Forward-Looking Statements

These materials contain forward-looking statements, including estimates, projections, and statements related to the business operations of SMS Co., Ltd. (hereinafter, “the Company”) based on current expectations and assumptions in light of the information available to the Company as of September 30, 2024. These forward-looking statements are not guarantees of future performance and involve known and unknown risks, uncertainties and other factors that may cause the Company’s actual results, performance, achievements or financial position to be materially different from any future results, performance, achievements or financial position expressed or implied by these forward-looking statements. These factors include, but are not limited to:

- changes in economic conditions, market demand, and the competitive environment affecting Japan, Asia and other markets in which the Company operates;
- reliance on digital and information technology, including with respect to the handling of medical care, elderly/disability care and other client information and operation of the Company’s online community services;
- Inability to effectively execute M&A/business alliance and overseas expansion strategies;
- Changes in the laws, regulations and government policies in the markets in which the Company operates, particularly relating to employment placement, medical care, and elderly/disability care;
- any damage to the brand image;
- risk of infringing intellectual property rights;
- fluctuations in currency exchange rates, particularly with respect to the value of the Japanese yen, the US dollar, the Singapore dollar, the Hong Kong dollar and the Australian dollar; and
- risk of impairment losses, particularly with respect to goodwill, trademark right and customer-related assets recognized in connection of the acquisition of Medica Asia (Holdco) Limited in October 2015.

A discussion of these and other factors which may affect the Company’s actual results, performance, achievements or financial position is described in “Business Risks” contained in the Company’s corporate website^{*1}.

We do not intend, and disclaim any duty, to update or revise any forward-looking statements contained in these materials to reflect new information, future events or otherwise. We caution you not to place undue reliance on any forward-looking statements contained in these materials.

For any inquiries on the materials, please contact below:

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1. https://global.bm-sms.com/ir/management/risk_factor/