

**SMS CO., LTD.**

(Securities Code: 2175/TSE 1<sup>st</sup> section)

## **Presentation Material for Investors**

Financial Results Summary for the First Half of the  
Fiscal Year Ending March 31, 2020 (the 17<sup>th</sup> Fiscal Year)

---

**October 30, 2019**

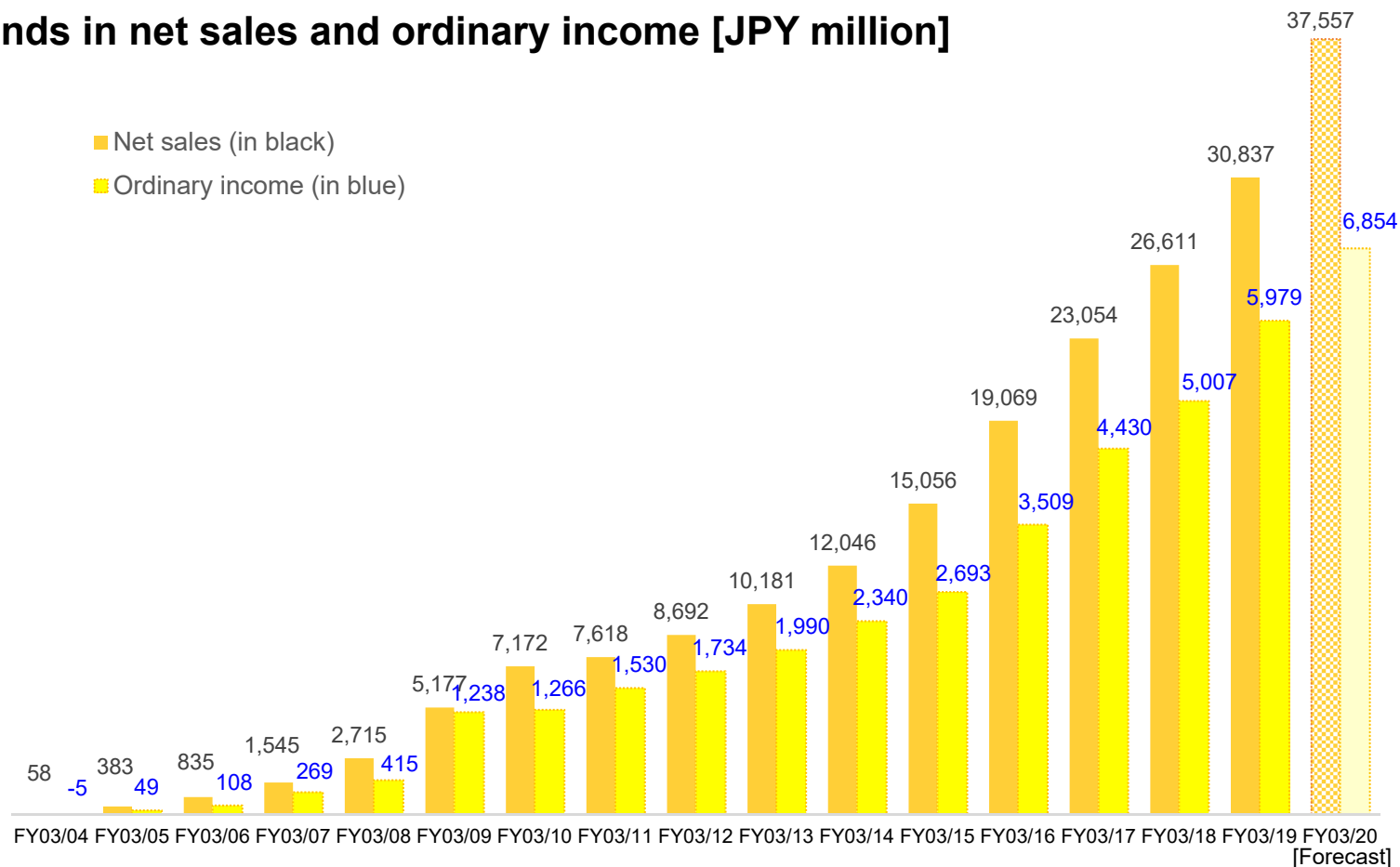


<b>1</b>	<b>1H FY03/20 Consolidated Financial Results P3-P9</b>
<b>2</b>	<b>FY03/20 Strategy P11-P43</b>
<b>3</b>	<b>Appendix P45-P61</b>

<b>1</b>	<b>1H FY03/20 Consolidated Financial Results P3-P9</b>
2	FY03/20 Strategy P11-P43
3	Appendix P45-P61

- ✓ Expect to achieve growth in both sales and profits for the 16<sup>th</sup> consecutive year since our establishment.

### Trends in net sales and ordinary income [JPY million]



- ✓ Achieved growth in both sales and profits by expanding businesses steadily.
- ✓ Marked steady progress to meet the FY03/20 guidance, while 1H profits were below the forecast due to factors including additional hiring of career partners for the growing recruiting agent business.

**Consolidated P/L Statement [JPY million]**

	1H FY03/19 Actual	1H FY03/20 Forecast	1H FY03/20 Actual	YoY Change	vs. Forecast
<b>Net Sales</b>	<b>15,040</b>	<b>18,358</b>	<b>17,628</b>	<b>+17%</b>	<b>▲4%</b>
<b>Operating Income</b>	<b>1,953</b>	<b>2,586</b>	<b>2,074</b>	<b>+6%</b>	<b>▲20%</b>
<b>Ordinary Income</b>	<b>2,905</b>	<b>3,529</b>	<b>3,119</b>	<b>+7%</b>	<b>▲12%</b>
<b>Net Income</b>	<b>2,157</b>	<b>2,577</b>	<b>2,319</b>	<b>+8%</b>	<b>▲10%</b>

# 1 The Career Segment (1H)



- ✓ Segment sales increased 21% YoY.
- ✓ Hired 290 career partners in 1H, exceeding the original plan.

## YoY Comparison of Sales[JPY Million]

	1H FY03/19	1H FY03/20	YoY Change
<b>Elderly Care Career</b>	<b>3,802</b>	<b>5,426</b>	<b>+43%</b>
<b>Medical Care Career</b>	<b>6,732</b>	<b>7,371</b>	<b>+9%</b>
<b>Total</b>	<b>10,534</b>	<b>12,797</b>	<b>+21%</b>

## Highlights

### Elderly Care Career

- Recruiting Agent (RAG) for care workers recorded strong growth mainly due to the increase in the number of career partners.

### Medical Care Career

- RAG for nurses marked steady progress.
- RAG for dietitians and WILLONE\*<sup>1</sup> grew significantly.
- RAG for childcare workers, a new business launched in Oct. 2018, grew as planned.

# 1 The Elderly Care Operators Segment [Kaipoke] (1H)



✓ Segment sales increased 22% YoY.

## YoY Comparison of Sales[JPY Million]

	1H FY03/19	1H FY03/20	YoY Change
<b>Elderly Care Operators [Kaipoke]</b>	<b>1,866</b>	<b>2,282</b>	<b>+22%</b>

## Highlights

- The number of Kaipoke memberships increased steadily.
  - 25,850 service offices [17,850 locations\*<sup>1</sup>] as of Oct. 1, 2019.
- Sales of optional add-ons such as additional tablets, smartphones, and factoring service increased.

\*1. # of locations: the number of elderly care service office locations # of service offices: the number of elderly care services provided based on the public elderly care insurance scheme 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 at each membership location. Normally, the number of locations is smaller than the number of service offices.

# 1 The Overseas Segment (1H)



- ✓ MIMS's existing businesses grew YoY.
- ✓ Global Career Business marked steady progress, while its sales decreased YoY due to the consolidation timing of a Korean subsidiary\*<sup>1</sup> and changes in the immigration process for Malaysian healthcare professionals (HCPs).

## YoY Comparison of Sales[JPY Million]

	1H FY03/19	1H FY03/20	YoY Change
Overseas	2,127	2,046	▲4%

## Highlights

### MIMS's Existing Businesses

- Sales grew steadily despite negative effects of the foreign exchange rates.

### Global Career Business

- Changes in the immigration process for HCPs from MY\*<sup>2</sup> to SA\*<sup>2</sup> prolonged the lead time\*<sup>3</sup> for 2-3 months.
- Acquired CCM, a recruiting agency introducing European and Oceanian HCPs to Middle East hospitals, in Aug. 2019.

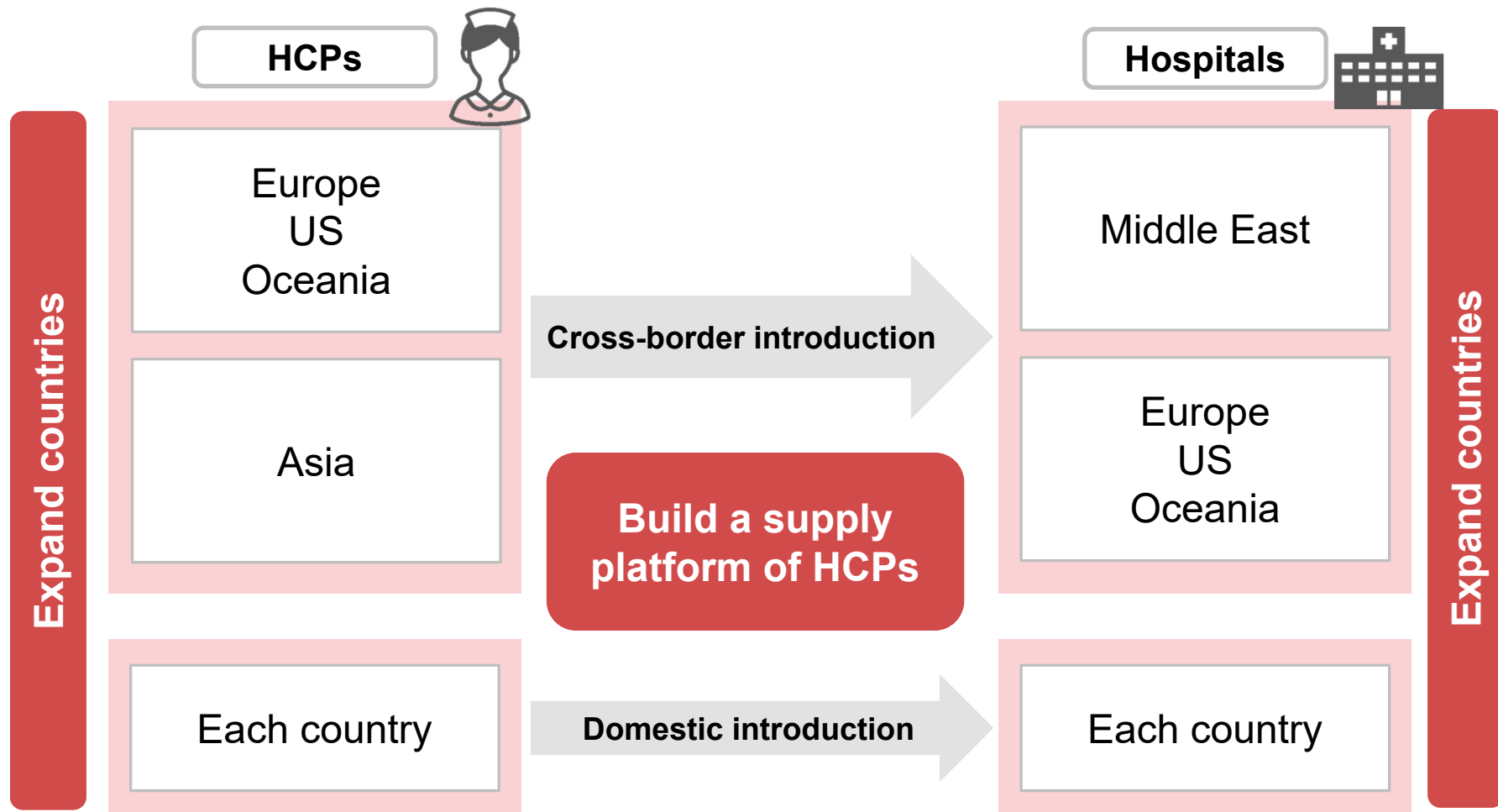
\*1. Reorganized Medilabs, a company providing career-related services for nurses in Korea under MIMS group in Mar. 2019. MIMS P/L statement is consolidated with a three-month delay and Medilabs started to be consolidated from Q2 this fiscal year. \*2. MY: Malaysia SA: Saudi Arabia

\*3. The lead time between Offer Accepted and the start of employment. Offer Accepted means the event that an applicant accepts a job offer from a hospital. Sales are recorded when an applicant starts working.



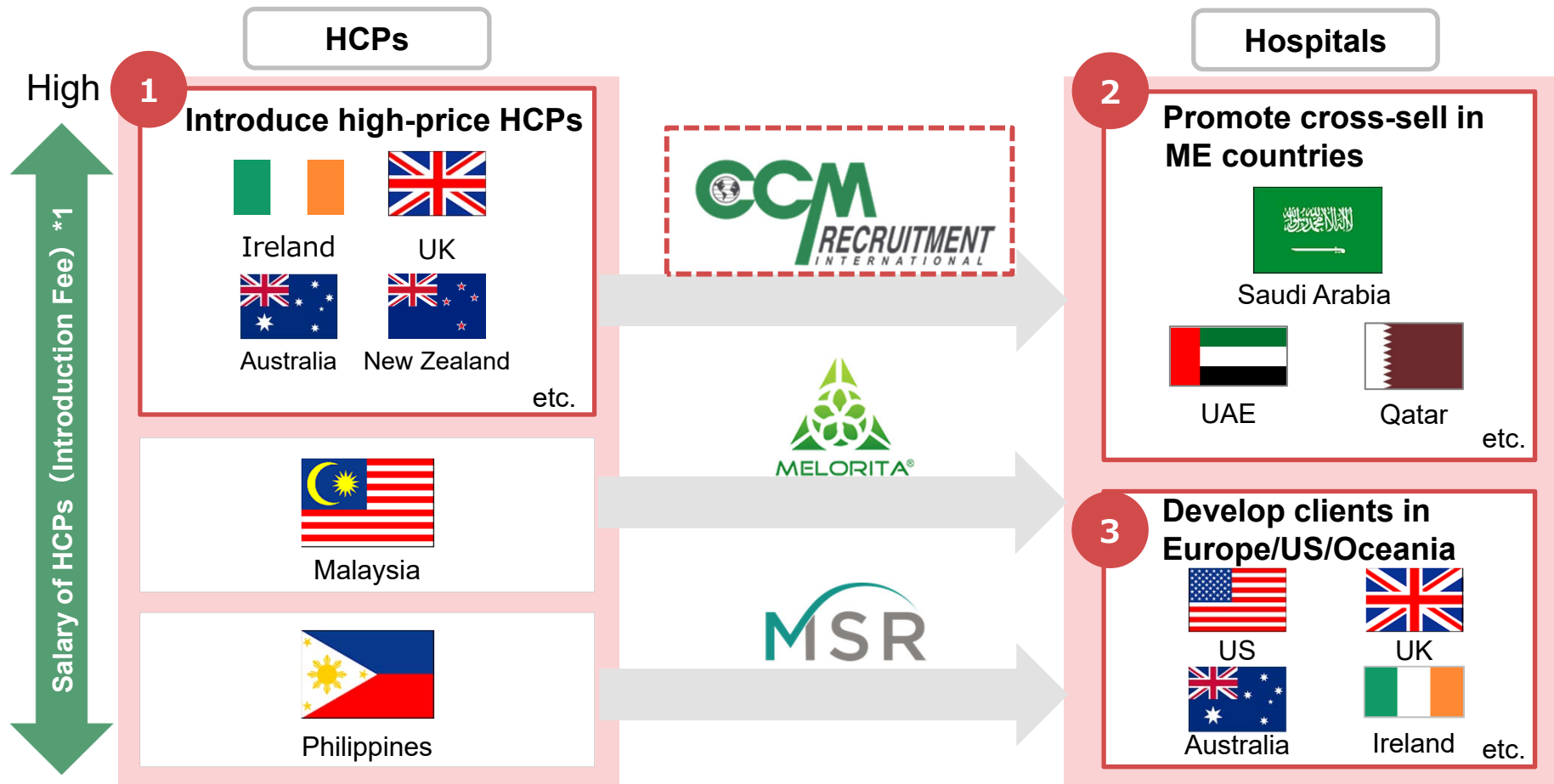
# 1 Strategy of Global Career Business

- ✓ Establish No.1 position as a global recruiting agency for healthcare professionals (HCPs) by expanding countries for sourcing HCPs and acquiring job orders.
- ✓ Build a supply platform of HCPs for both domestic/cross-border introductions.



# 1 Acquisition of CCM

- ✓ Satisfy high-price job orders from hospitals in the Middle East (ME) by introducing European/Oceanian healthcare professionals (HCPs).
- ✓ Promote introductions of Malaysian/Filipino HCPs to CCM's hospital accounts in ME.
- ✓ Develop hospital clients in Europe/US/Oceania for further business expansion.



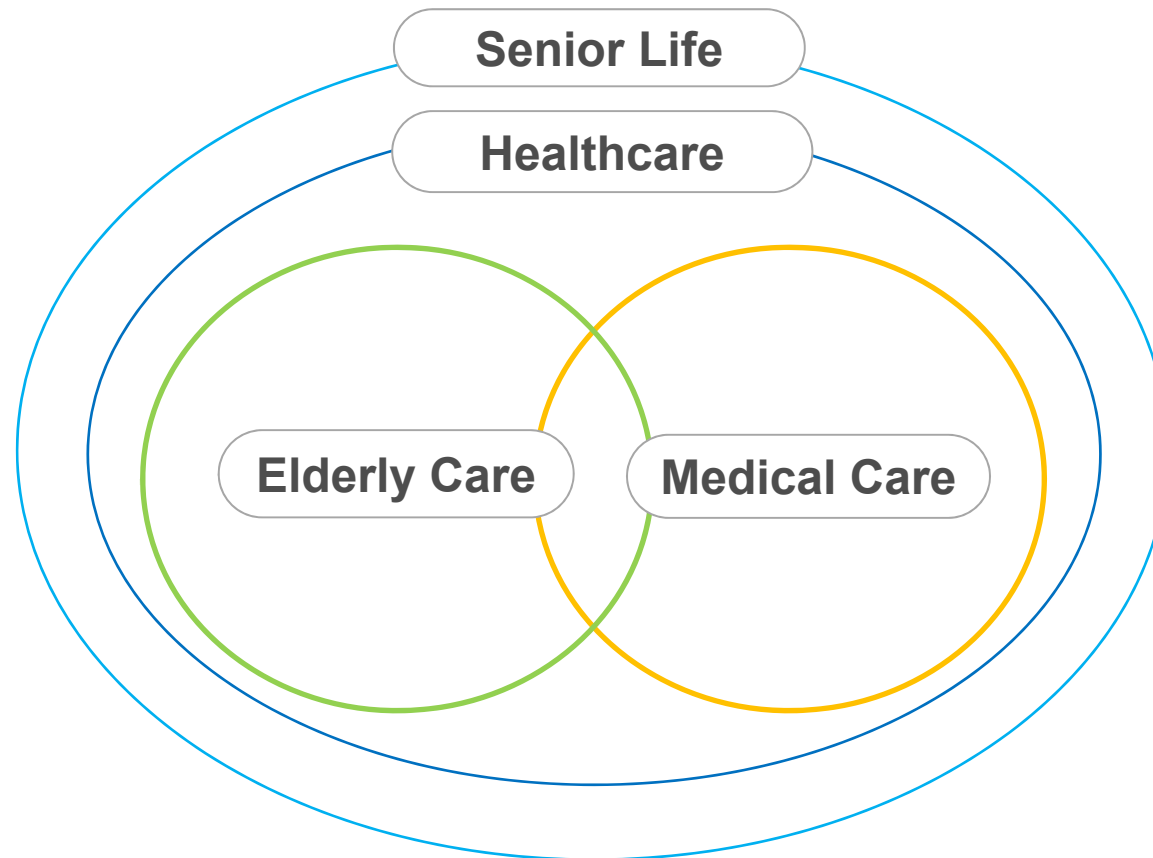
\*1. HCPs in ME hospitals are usually categorized depending on the countries where they were educated, and the demand and salary level for them vary by category.

1	1H FY03/20 Consolidated Financial Results P3-P9
2	<b>FY03/20 Strategy P11-P43</b>
3	Appendix P45-P61

**We aim to improve the quality of life  
by providing information infrastructure  
for aging society.**

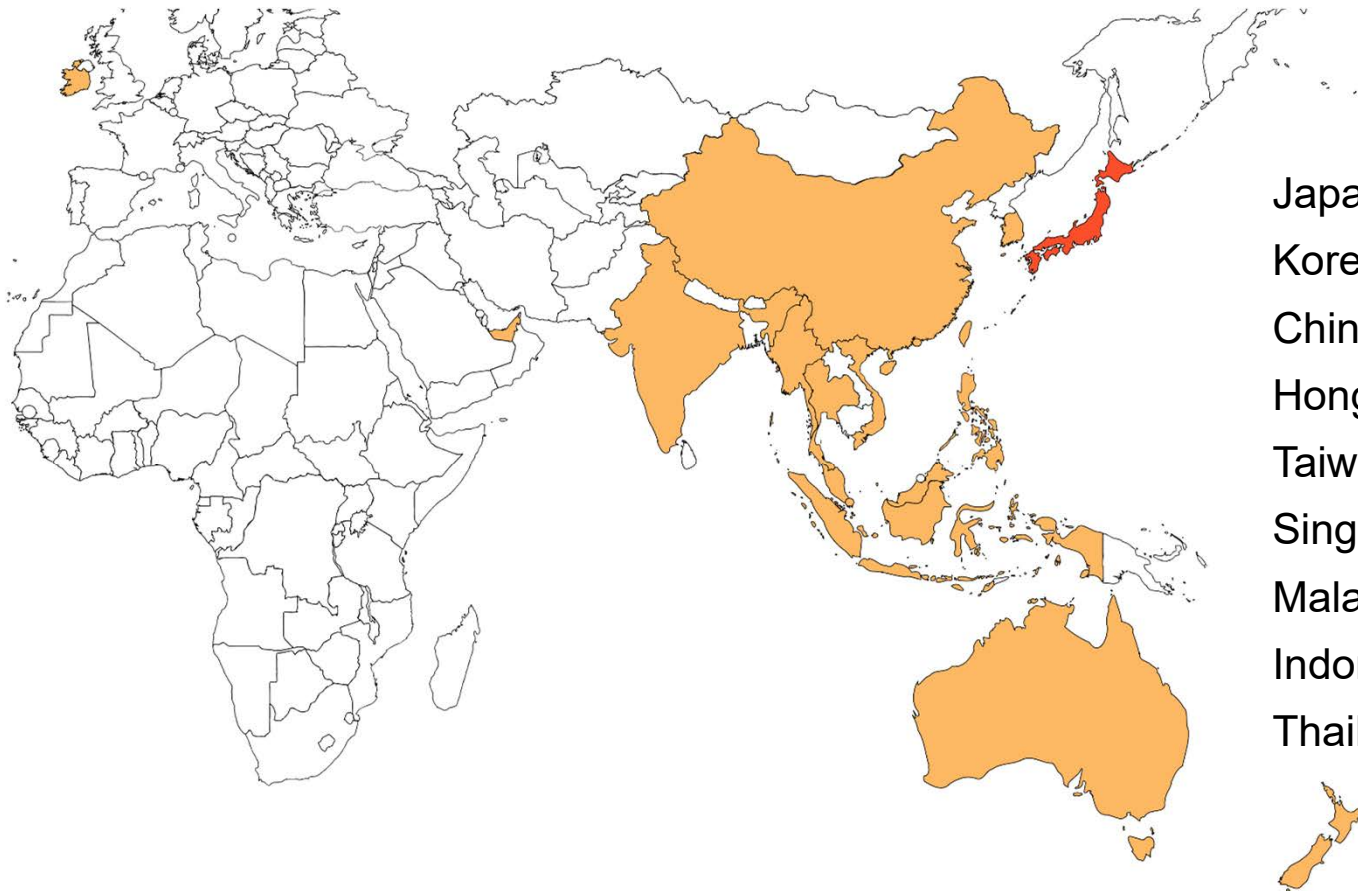
## 2 Business Domains in Aging Society

- ✓ Define our business domains in aging society as Elderly Care, Medical Care, Healthcare and Senior Life.



## 2 Where We Operate

- ✓ Started our business in Japan and have established a leading position in this attractive market with an enormous growth potential.
- ✓ Expanding our businesses into the growing Asian and Oceanian markets.



Japan

Korea

China

Hong Kong

Taiwan

Singapore

Malaysia

Indonesia

Thailand

Vietnam

Philippines

Myanmar

India

Australia

New Zealand

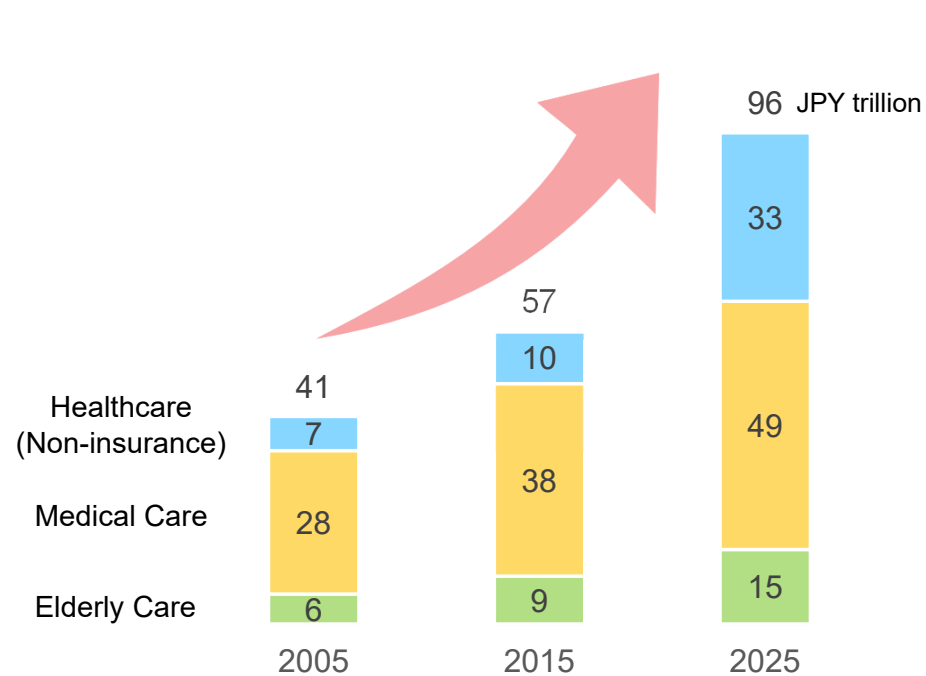
UAE

Ireland

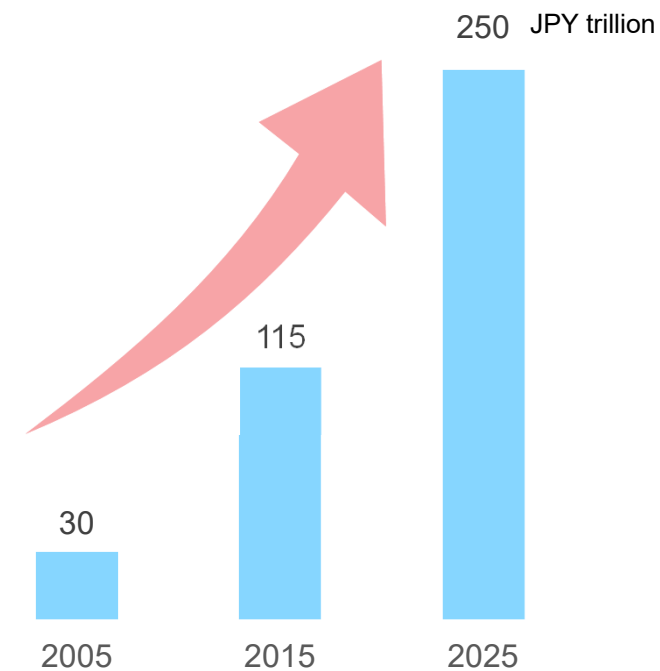
## 2 Market Size

- ✓ The healthcare-related markets are expanding rapidly because of the aging population in Japan and the economic growth in Asia.

### Healthcare Expenditure\*1 in Japan



### Healthcare Expenditure\*2 in Asia and Oceania\*3



## 2 Information Infrastructure

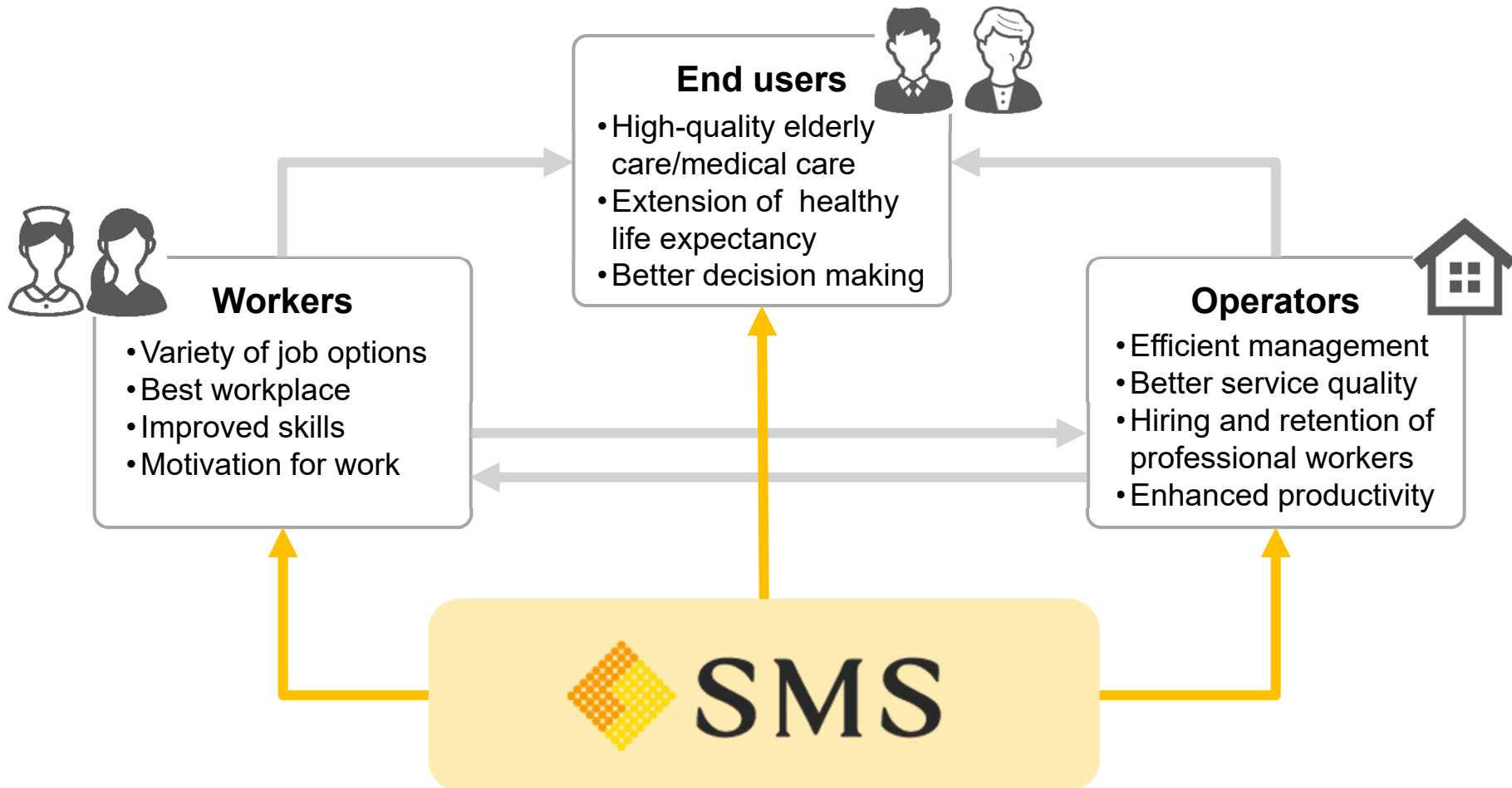
- ✓ Information infrastructure is a platform to support people in aging society through information.
- ✓ Aging of society causes information gaps related to elderly care, medical care, healthcare, etc., creating enormous business opportunities for us.





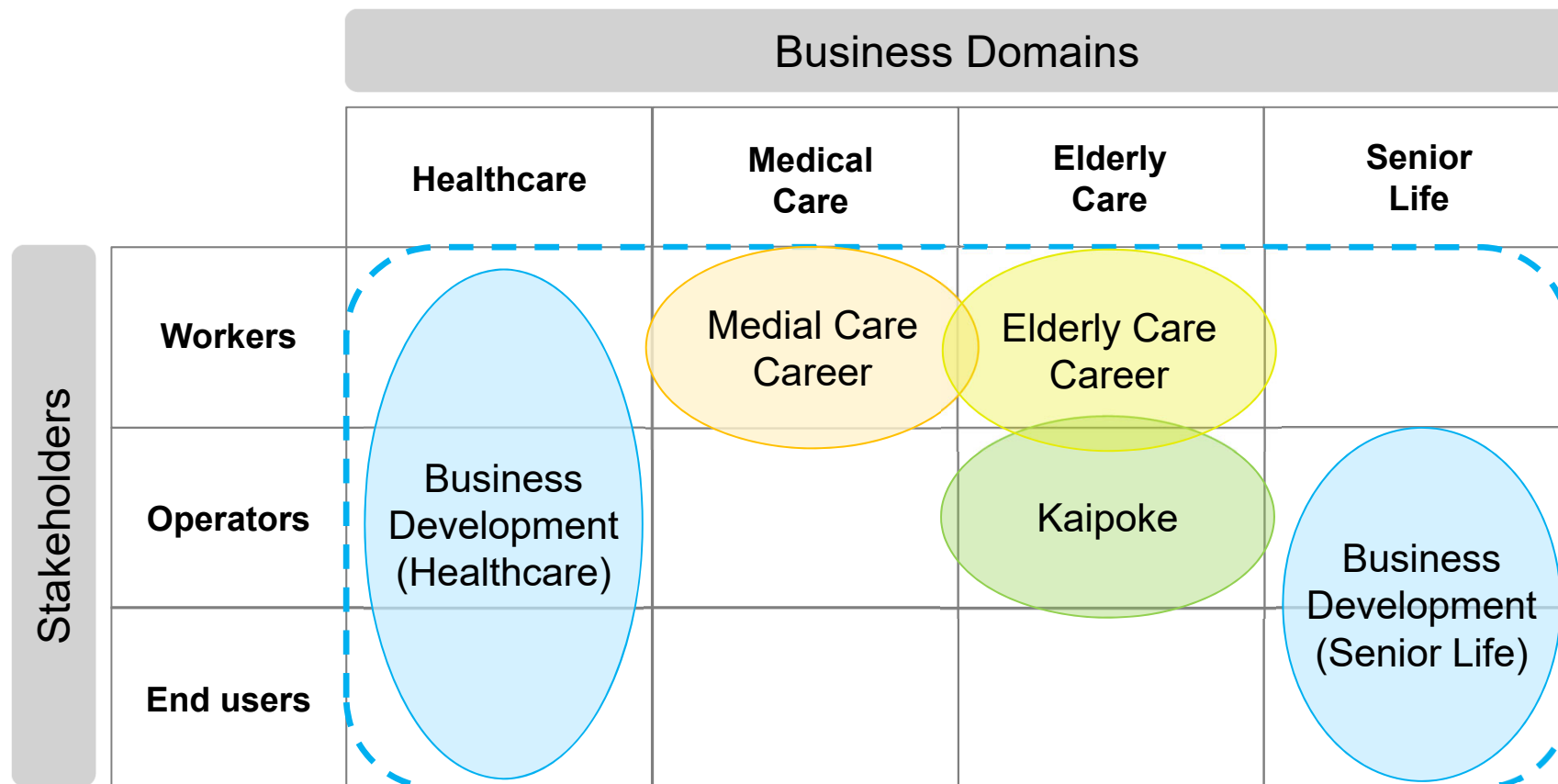
## 2 Improving the Quality of Life

- ✓ Address social issues that arise in aging society and contribute to improve the quality of lives of workers, operators, and end users.



## 2 Business Segments

- ✓ Operate Elderly Care Career, Medical Care Career and Kaipoke as our core businesses in Japan.
- ✓ Develop new businesses mainly in Healthcare and Senior Life.



Actively develop new businesses in other areas.

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

### Strategic Units

#### Career Business - Medical Care Career

- No.1 recruiting service provider for medical care workers

#### Career Business - Elderly Care Career

- No.1 recruiting service provider for elderly care workers

#### Kaipoke

- Management support platform for elderly care operators

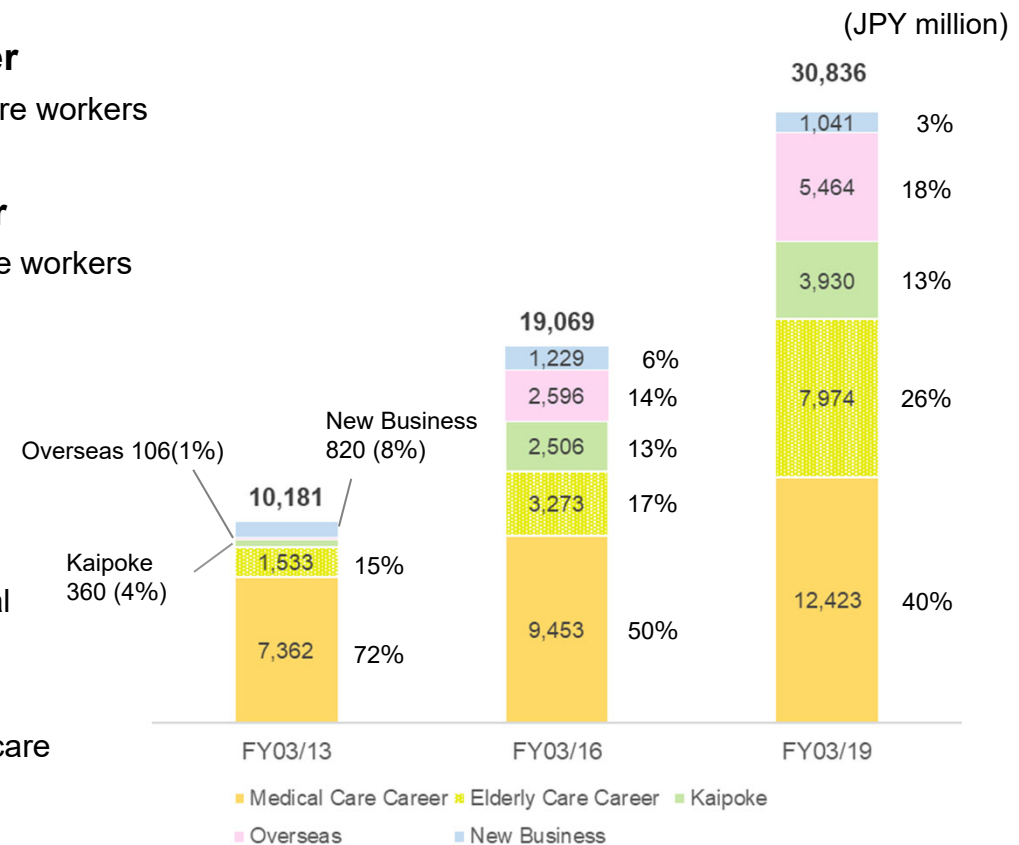
#### Overseas Business (MIMS)

- Asia's No.1 drug information service provider
- Expanding career business from Asia to global

#### New Business

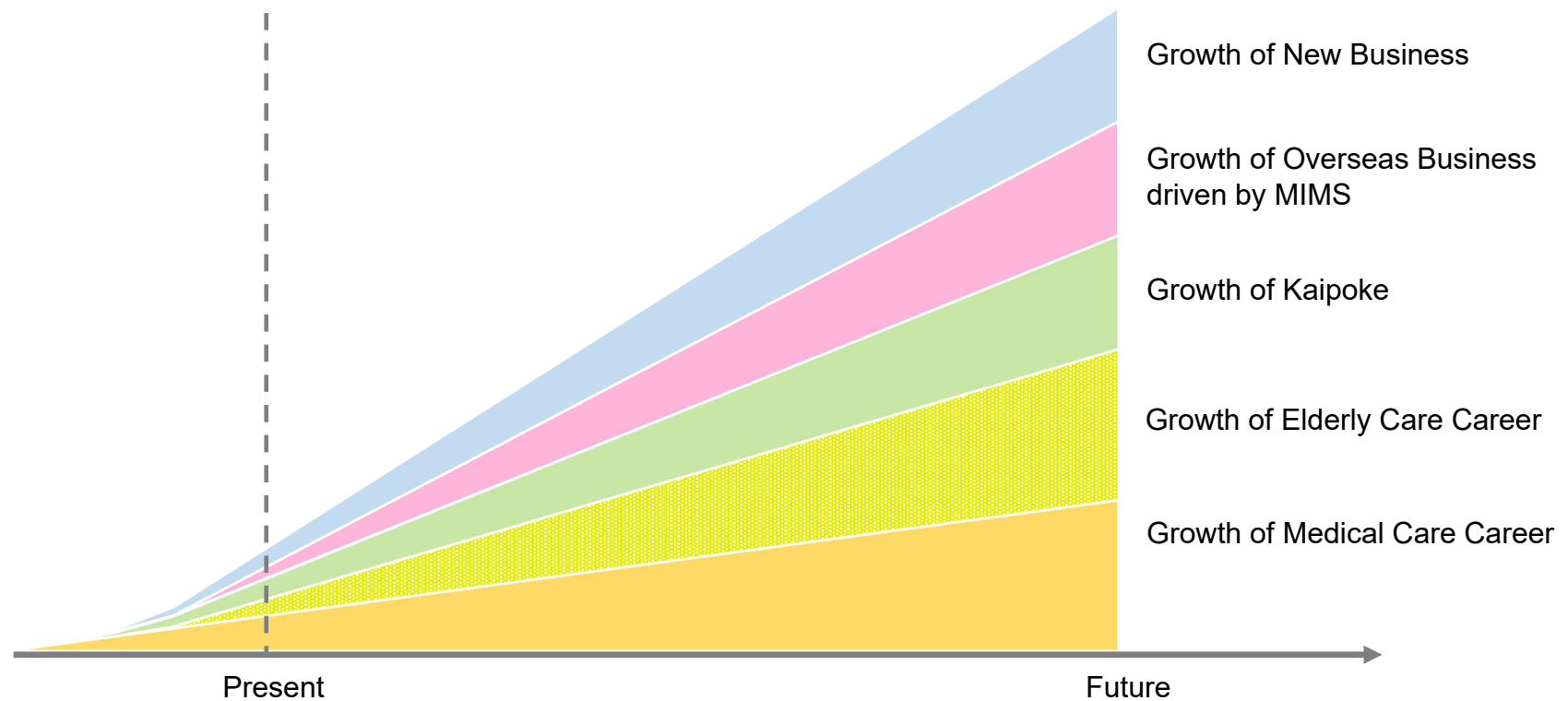
- Developing new businesses mainly in Healthcare and Senior Life

### Breakdown of Net Sales



## 2 Growth Scenario

- ✓ On top of the solid expansion of Medical Care Career, we accelerate the growth of Elderly Care Career, Kaipoke, and Overseas Business.
- ✓ Actively develop new businesses to create next pillars of our businesses, which will further drive our long-term growth.



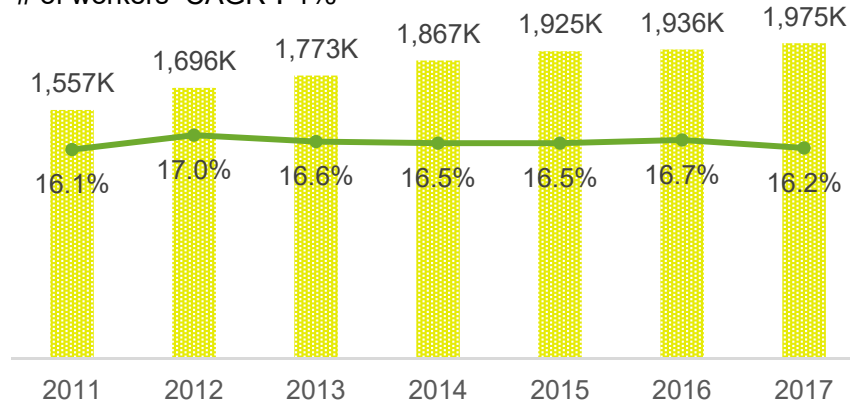
# Career Business

## 2 Environment : Care workers and Nurses

✓ Labor shortage continues to be a serious issue despite the increasing numbers of care workers and nurses.

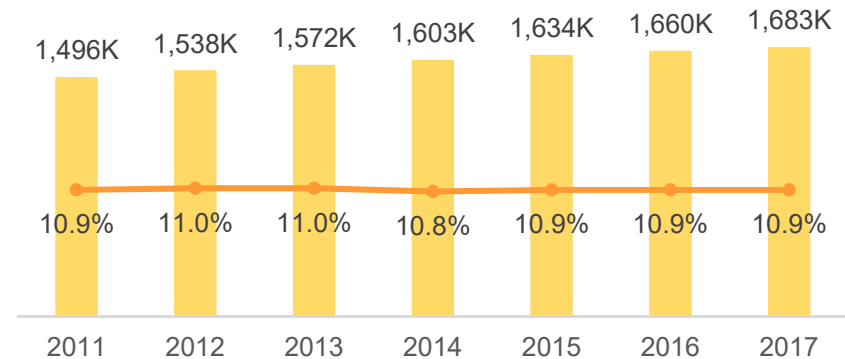
### Number of care workers and their turnover rate\*1

# of workers CAGR : 4%

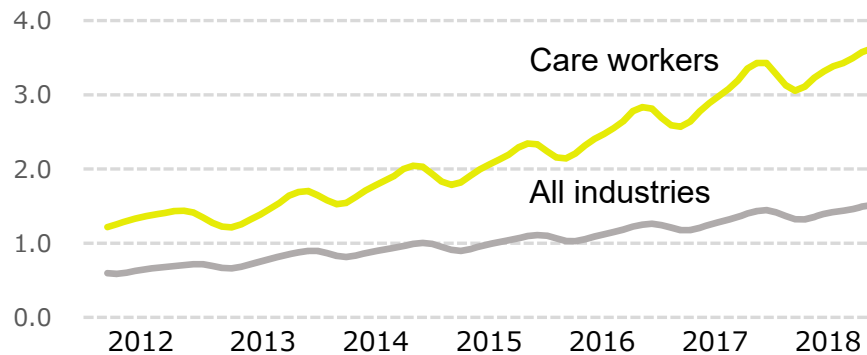


### Number of nurses and their turnover rate\*3

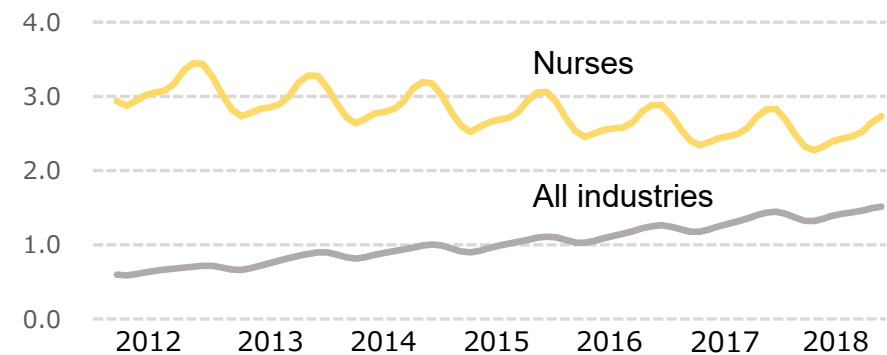
# of workers CAGR : 2%



### Jobs-to-applicants ratio of care workers\*2



### Jobs-to-applicants ratio of nurses\*2

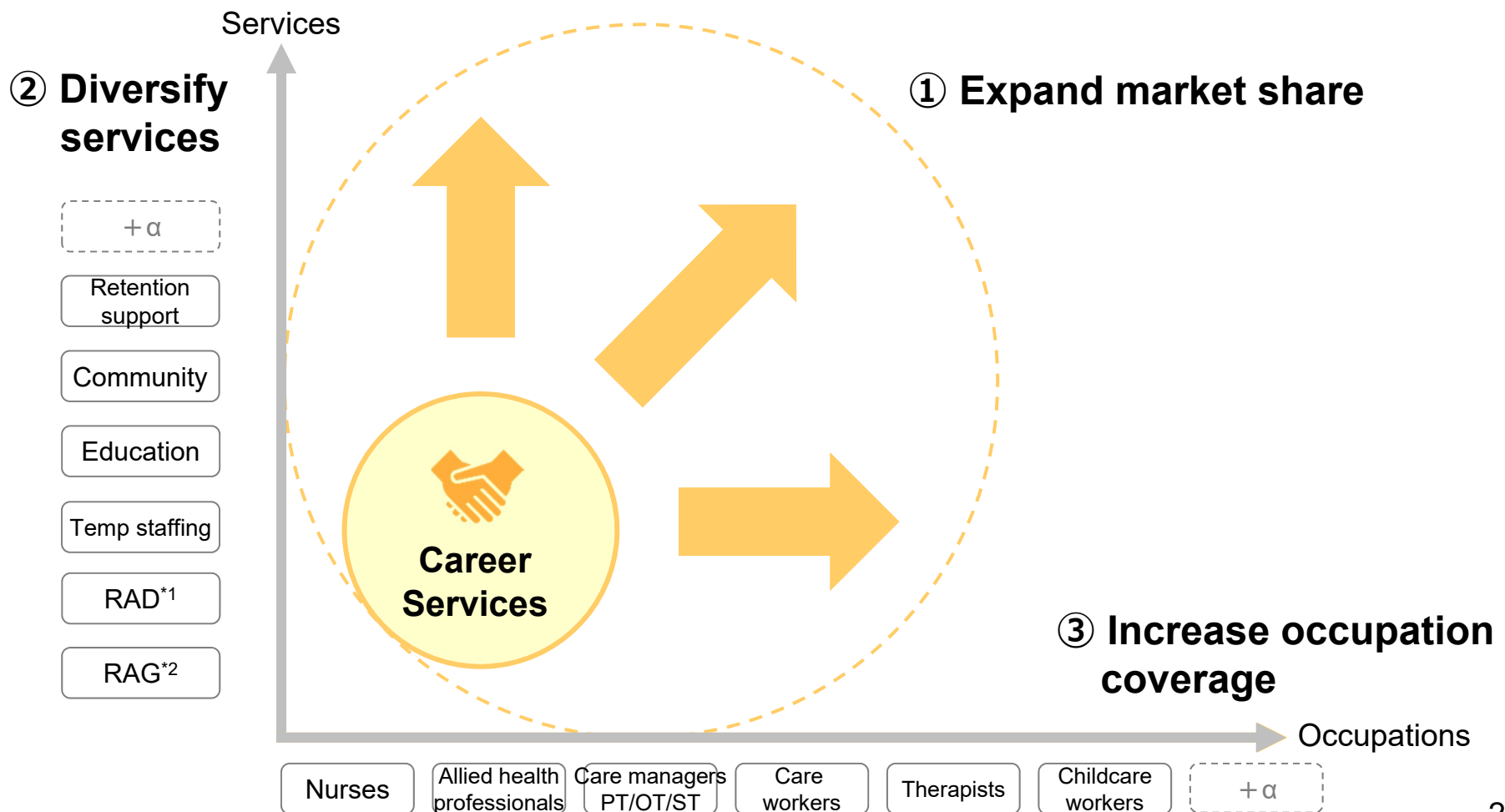


\*1. Sources : Number of workers – MHLW; Turnover rate – Care Work Foundation

\*2. Source : MHLW \*3. Sources : Japanese Nursing Association; Number of workers in 2017 – SMS estimate

## 2 Strategy of Career Business

- ✓ Contribute to mitigate labor shortage problem by expanding the market shares of the existing services, diversifying service offerings, and increasing the variety of occupations we cover.



## 2 ① Expand Market Share

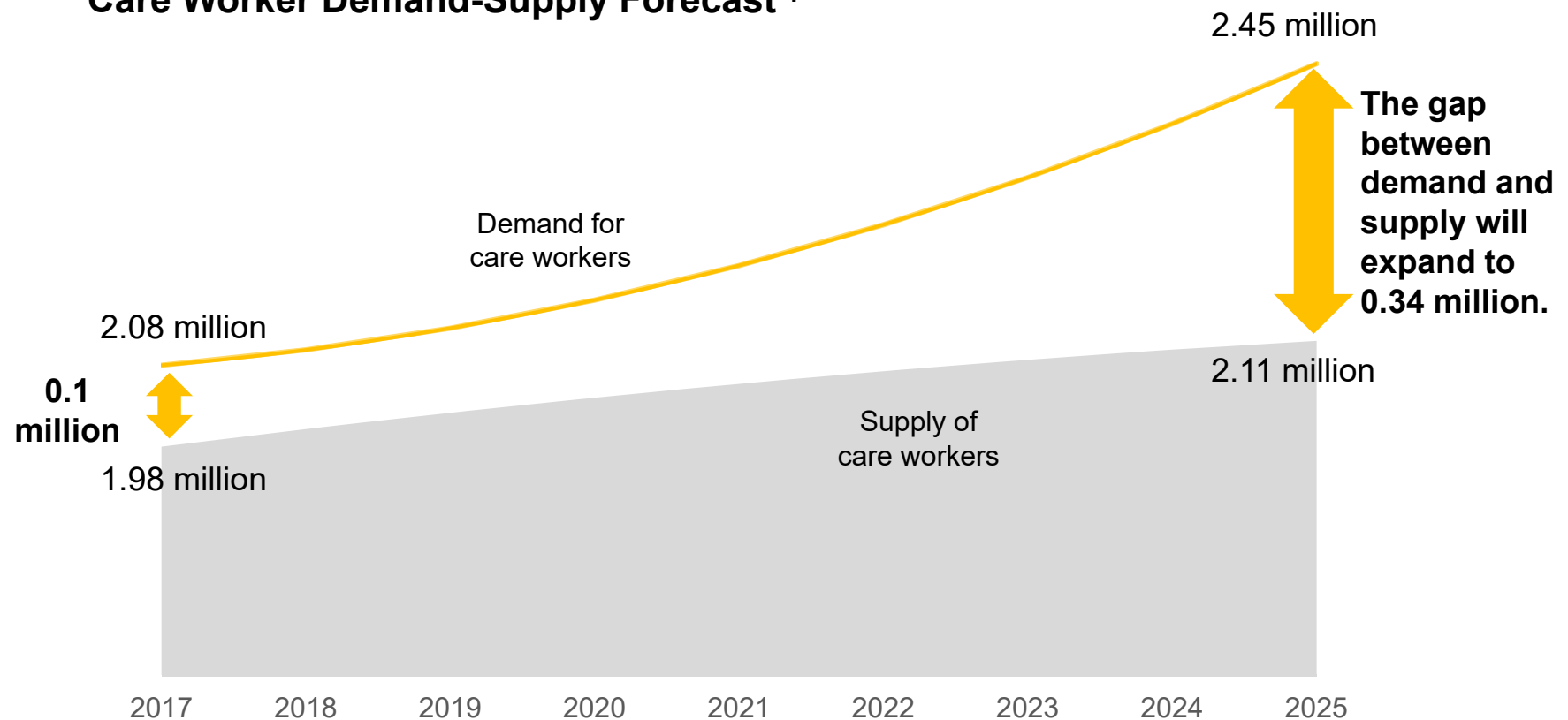
- ✓ As a pioneer, we created attractive markets of recruiting services for elderly and medical care workers and established No.1 positions.
- ✓ Continue to increase the market shares by leveraging a large number of both healthcare professionals (HCPs) and job orders we have accumulated.





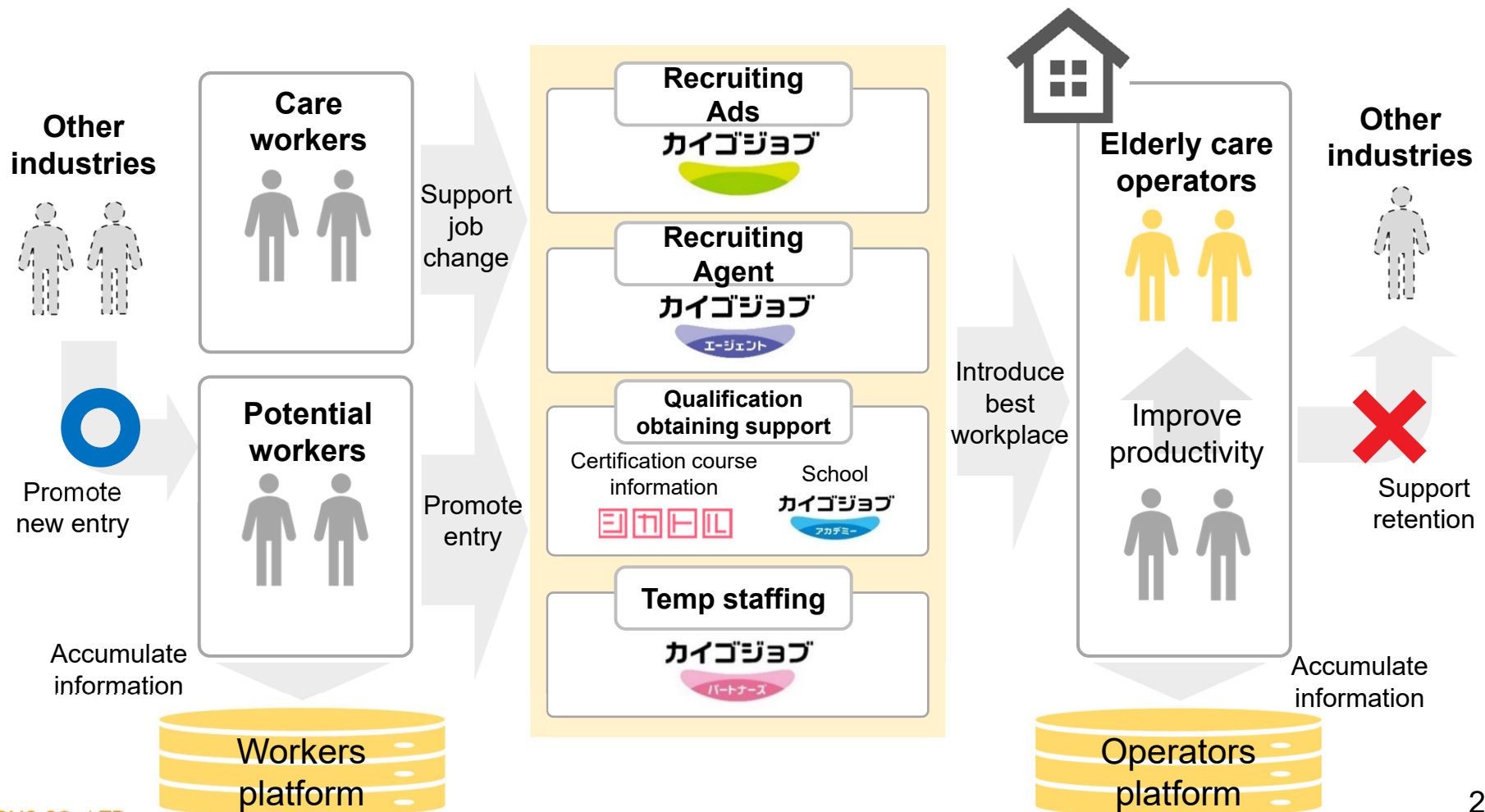
- ✓ The labor shortage in elderly care is worsening due to the rapid aging of population, the gap between demand and supply of care workers being expected to reach 340,000 in 2025.

### Care Worker Demand-Supply Forecast\*<sup>1</sup>



\*1. Source: MHLW. 2017 - SMS estimate.

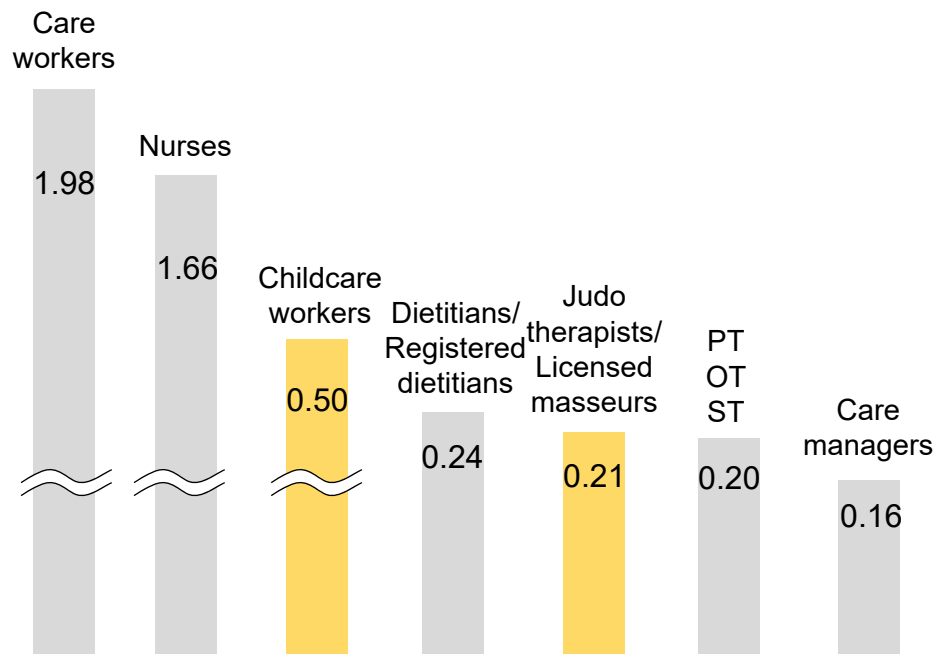
- ✓ Improve the shortage of workers by providing diverse services.
  - Promote new entry from other industries in addition to support for changing jobs.
  - Contribute to improve productivity of workers and reduce their turnover through education and retention support.



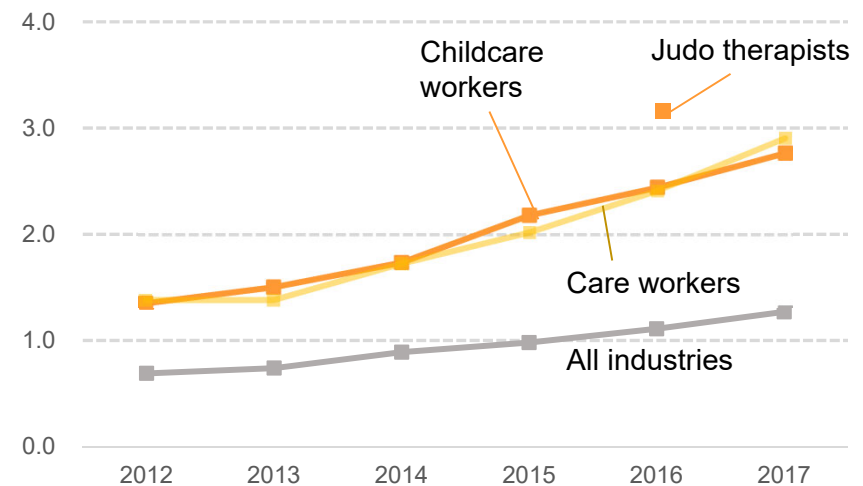
## 2 ③ Increase Occupation Coverage

- ✓ Enter promising markets to develop new growth businesses following Recruiting Agent (RAG) for nurses and elderly care workers.
- ✓ Started career services for Judo therapists/licensed masseurs\*<sup>1</sup> in FY03/18 by M&A and launched RAG for childcare workers in FY03/19 by ourselves.

**Number of Workers\*<sup>2</sup> [million]  
for Occupations in the Career Segment**



**Jobs-to-Applicants Ratios\*<sup>3</sup>**



**The jobs-to-applicants ratio for childcare workers has risen in metropolitan areas such as Tokyo (over 5 times)**

\*1. Finger pressure practitioners, acupuncturists, and moxibustion practitioners

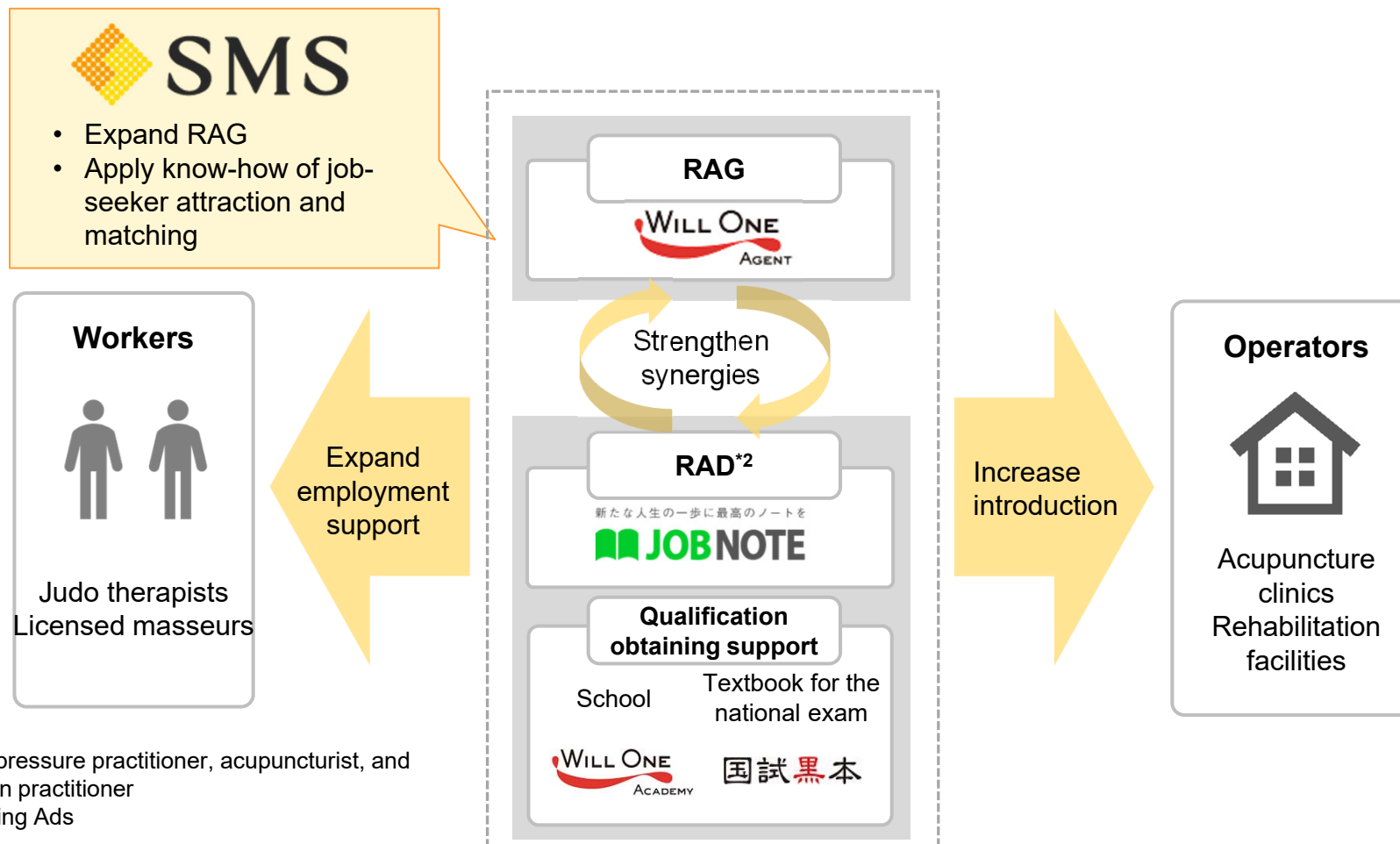
\*2. Sources: Care workers/Care managers: MHLW 2017, Nurses: Japanese Nursing Association 2016, Childcare workers/Dietitians/Licensed dietitians: SMS estimates based on MHLW data 2017, Judo therapists/Licensed masseurs: SMS estimate based on MHLW data 2016, PT/OT/ST: MHLW 2017

\*3. Source: MHLW

2

## ③ Increase Occupation Coverage - Judo Therapists/Licensed Masseurs<sup>\*1</sup> SMS

- ✓ Acquired WILLONE in Nov. 2017.
- ✓ Accelerate its growth by applying SMS's know-how and expanding Recruiting Agent (RAG) service.



\*1. Finger pressure practitioner, acupuncturist, and moxibustion practitioner

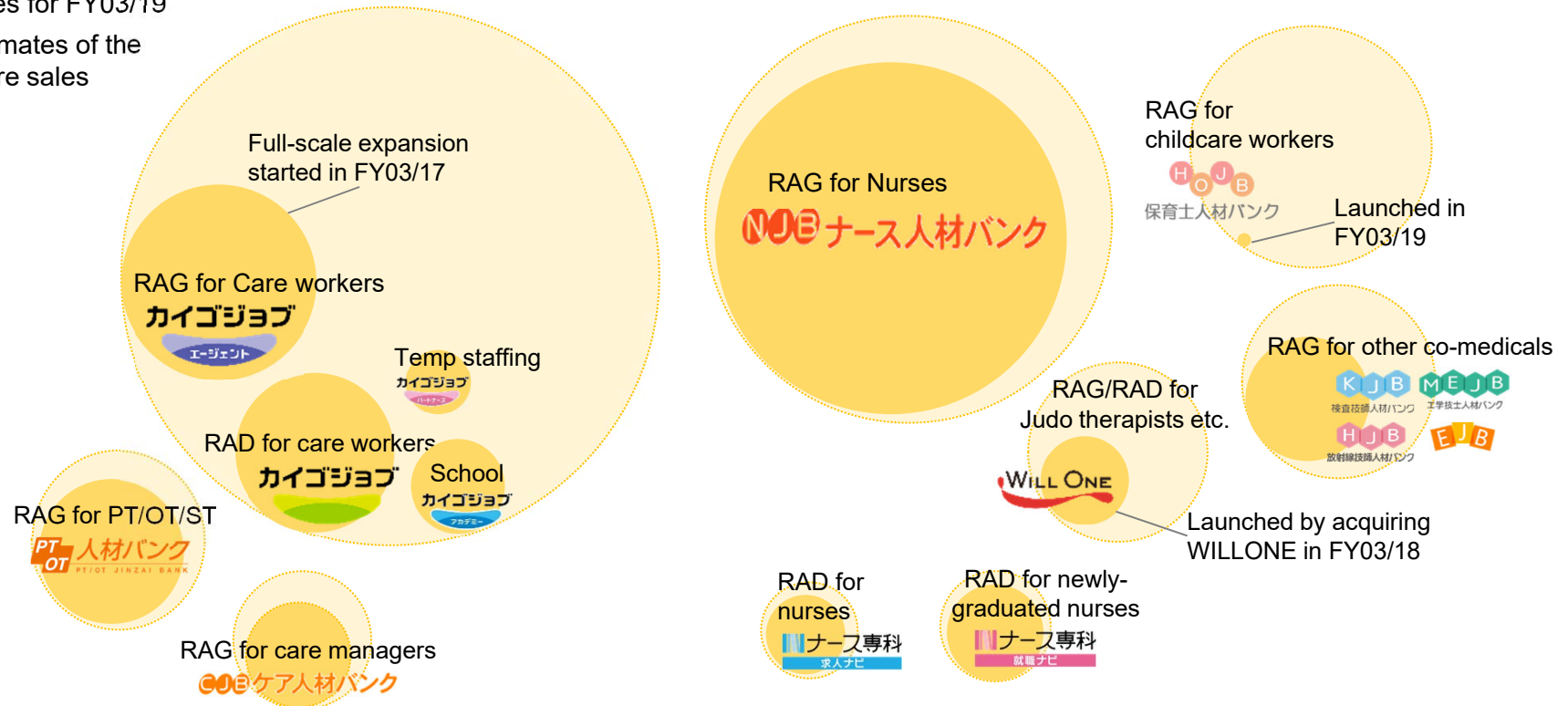
\*2. Recruiting Ads

## 2 Growth Scenario

- ✓ The Career Segment as a whole has huge growth opportunities.
- ✓ Increase in the market shares of existing services, rapid expansion of Elderly Care Career and services for newly-covered occupations drive the growth.

### Current and future sales by service<sup>\*1\*2</sup>

- : Sales for FY03/19
- : Estimates of the future sales



Elderly Care Career : 7,974 JPY million<sup>\*3</sup>

Medical Care Career : 12,423 JPY million<sup>\*3</sup>

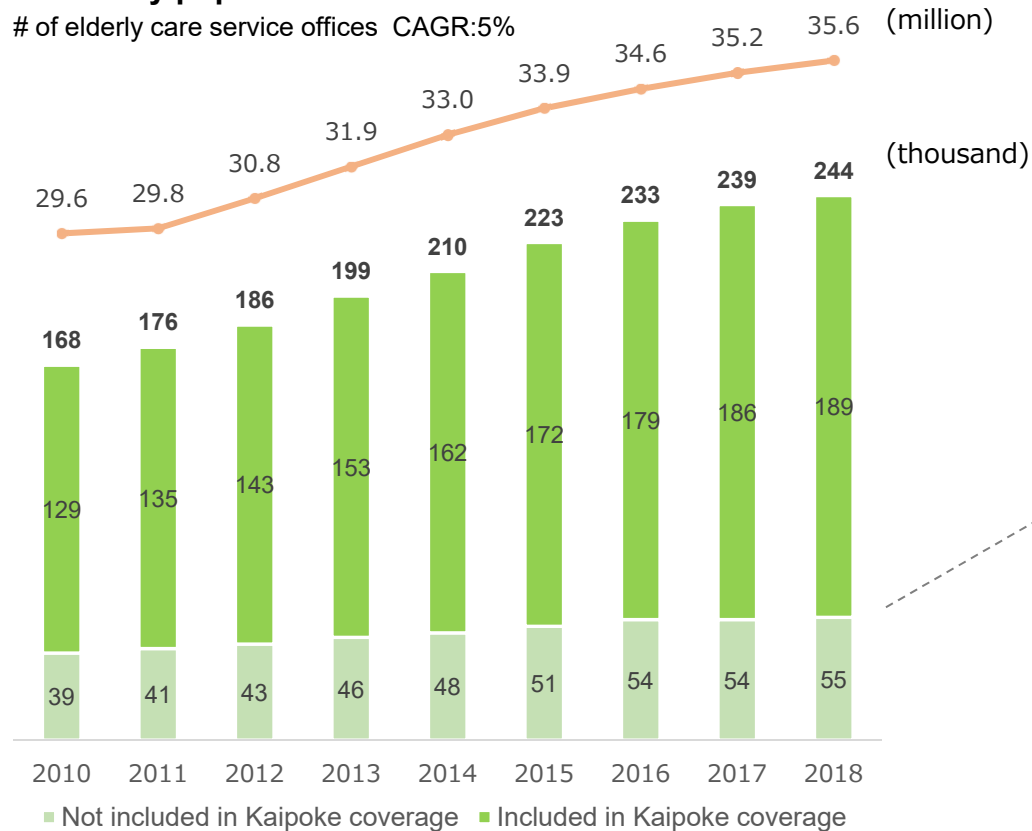
\*1. Career businesses for doctors and pharmacists are operated by M3 Career, Inc., a JV between M3, Inc.(51%) and SMS (49%).  
 \*2. RAG: Recruiting Agent RAD: Recruiting Ads \*3. Sales for FY03/19

# Kaipoke

## 2 Environment : Elderly Care Operators

- ✓ The number of elderly care operators continues to increase as the population ages.

### The number of elderly care service offices and the elderly population\*1



#### Operators that Kaipoke covers\*2

- Home care support services
- Home-visit elderly care
- Day care
- Home-visit nursing
- Outpatient rehabilitation etc.

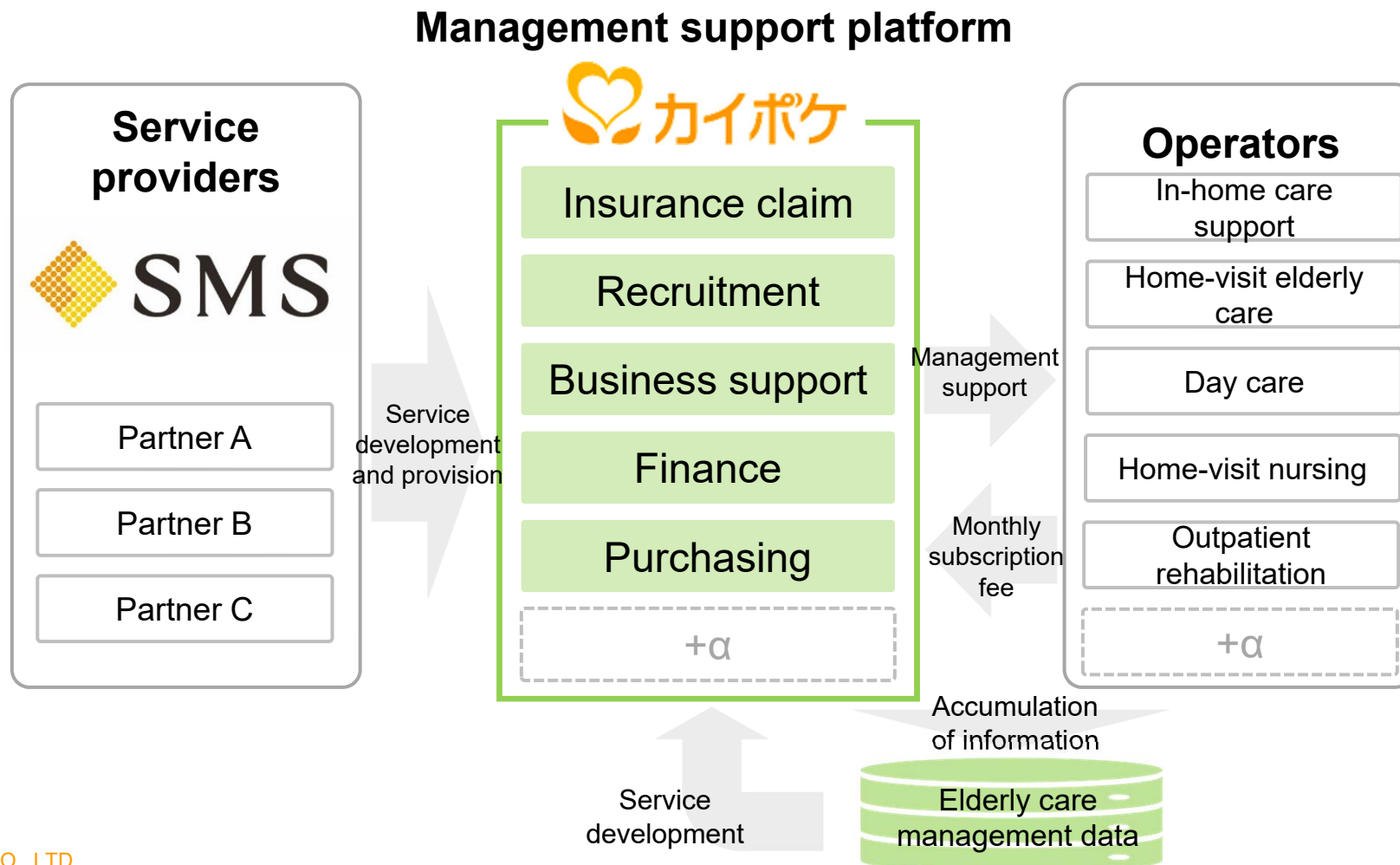
#### Operators that Kaipoke doesn't cover\*2

- Commuting care for elderly with dementia
- Short stay
- Daily life care for elderly in specific facilities
- Small-sized multifunctional in-home care
- Facilities etc.

\*1. Sources : Number of elderly care service offices – MHLW; The elderly population – MIC

## 2 Kaipoke's Business Model

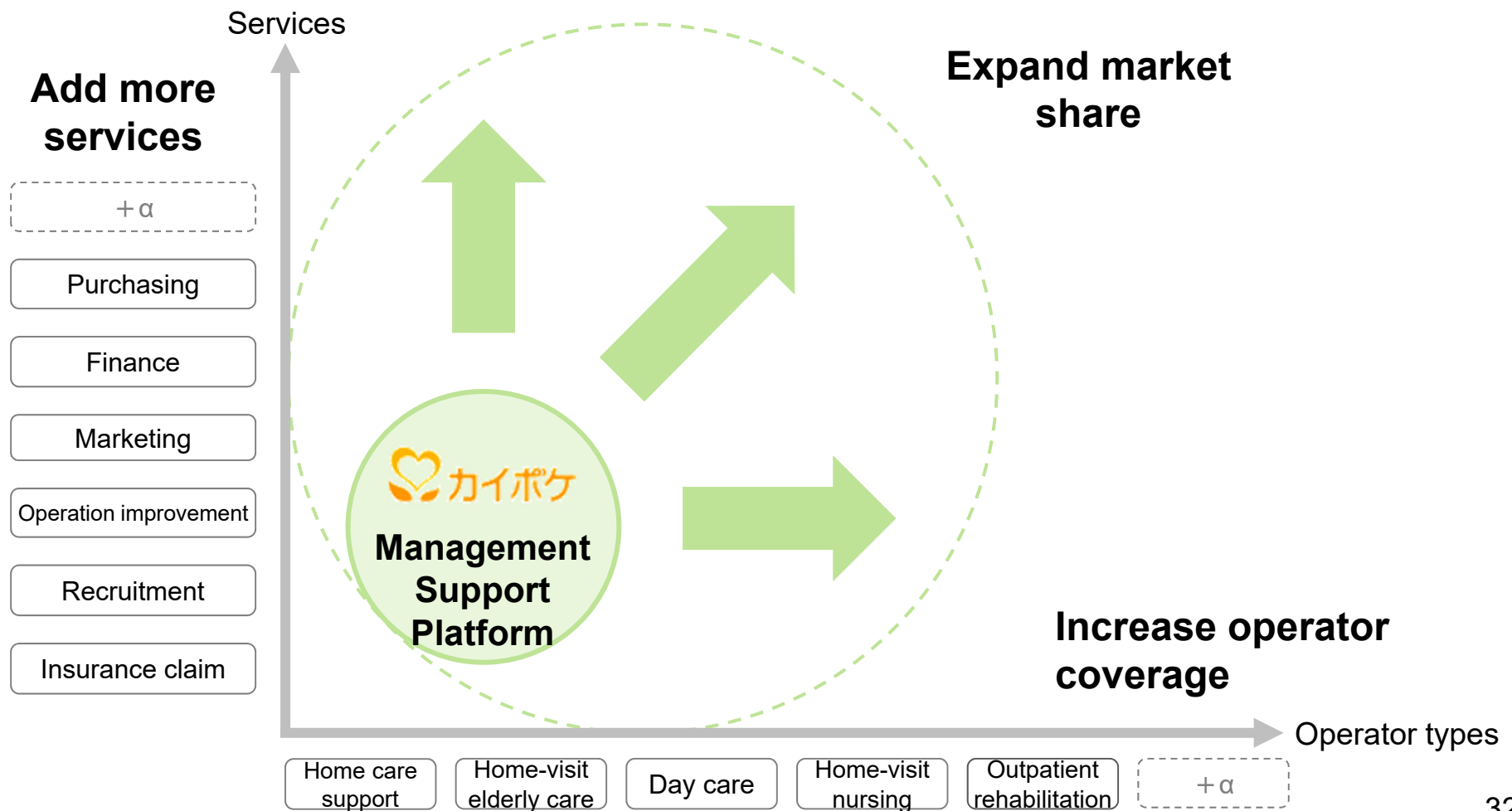
- ✓ Kaipoke is a management support platform provided in the form of SaaS, which offers more than 40 services to improve the management efficiency of elderly care operators.





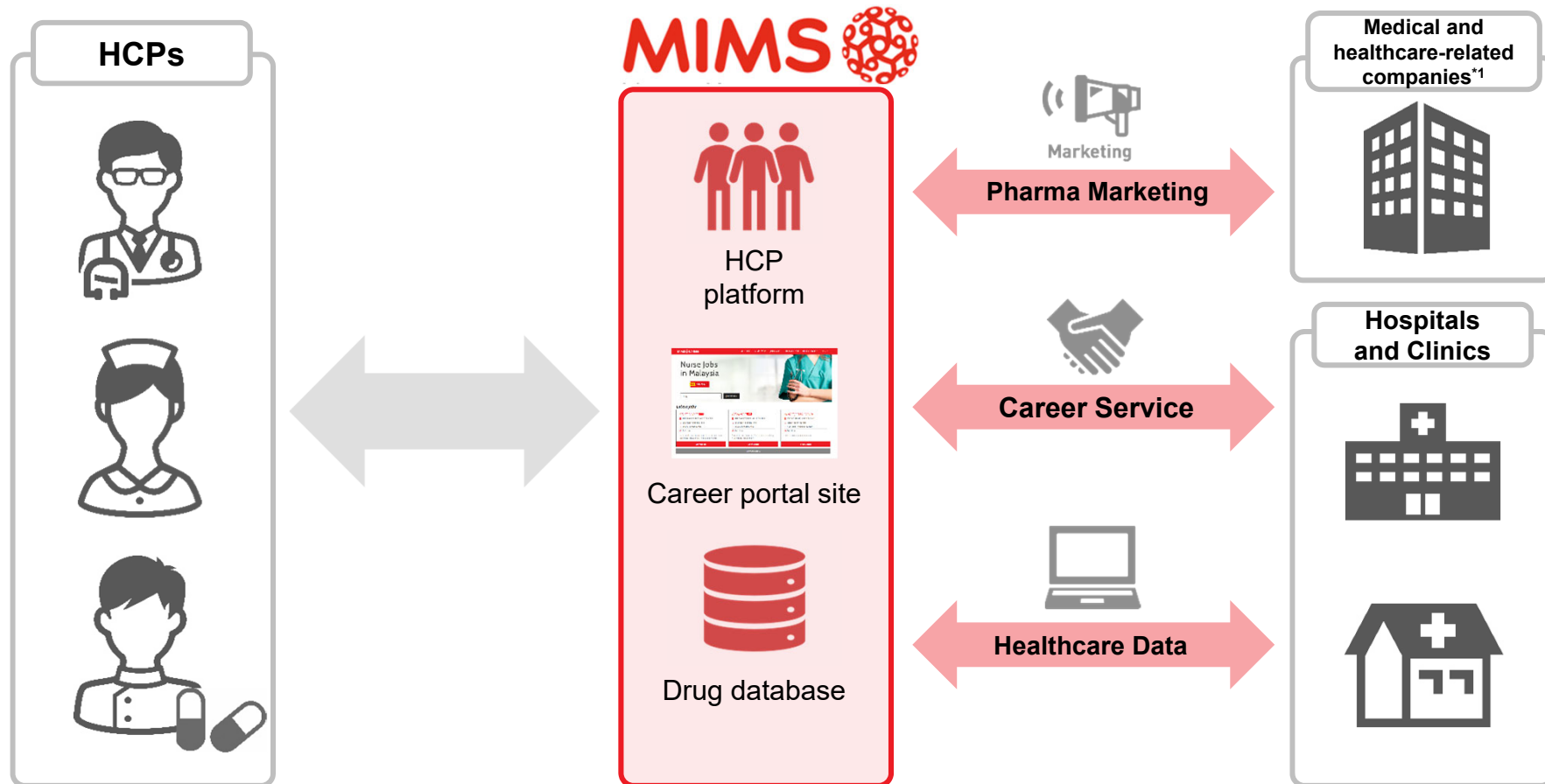
## 2 Strategy of Kaipoke

- ✓ Maximize value as a management support platform by expanding the market share, adding more services and increasing types of operators we cover.
- ✓ Contribute to enhance the management efficiency and the service quality of elderly care operators.

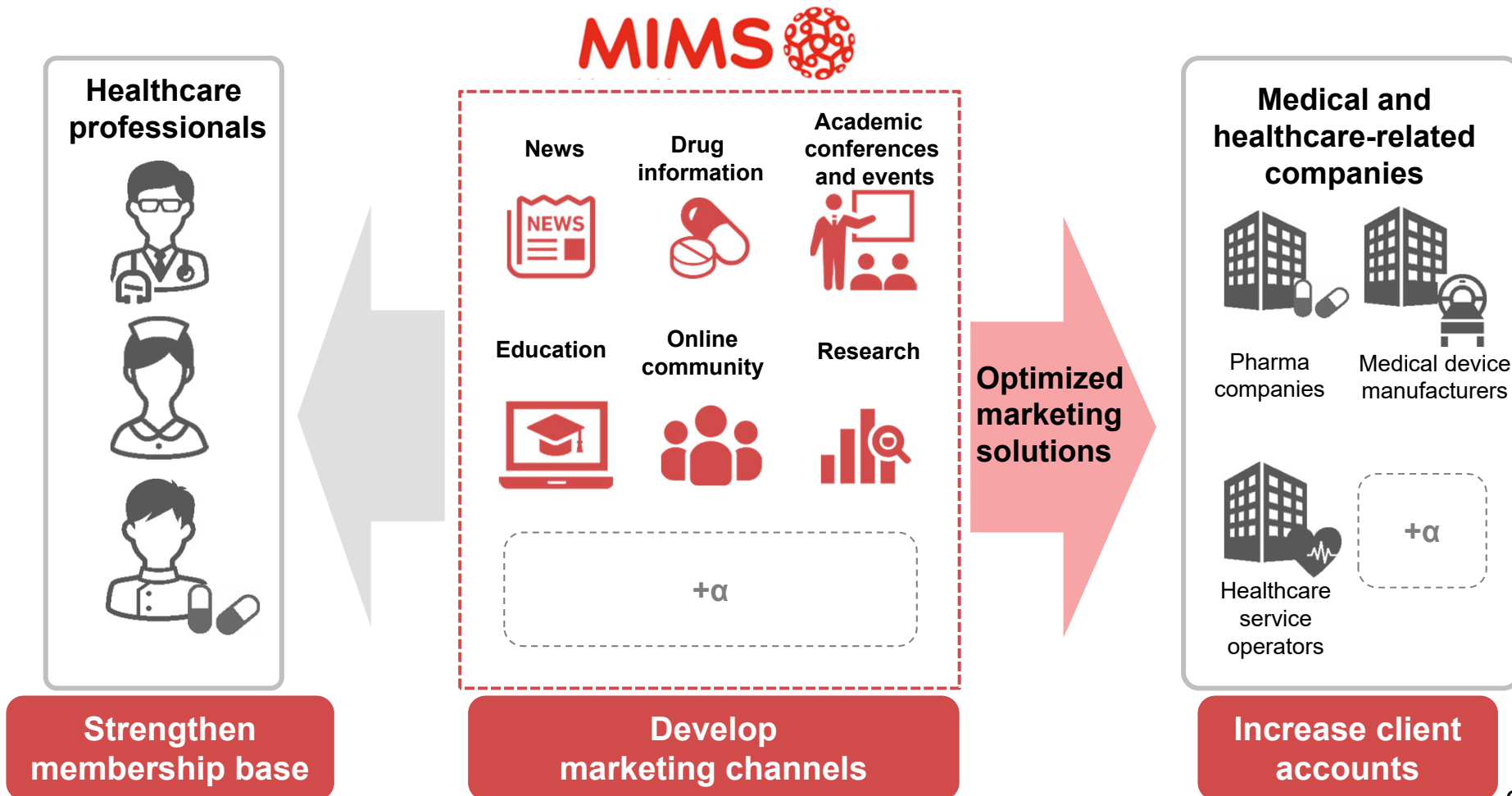


# Overseas Business

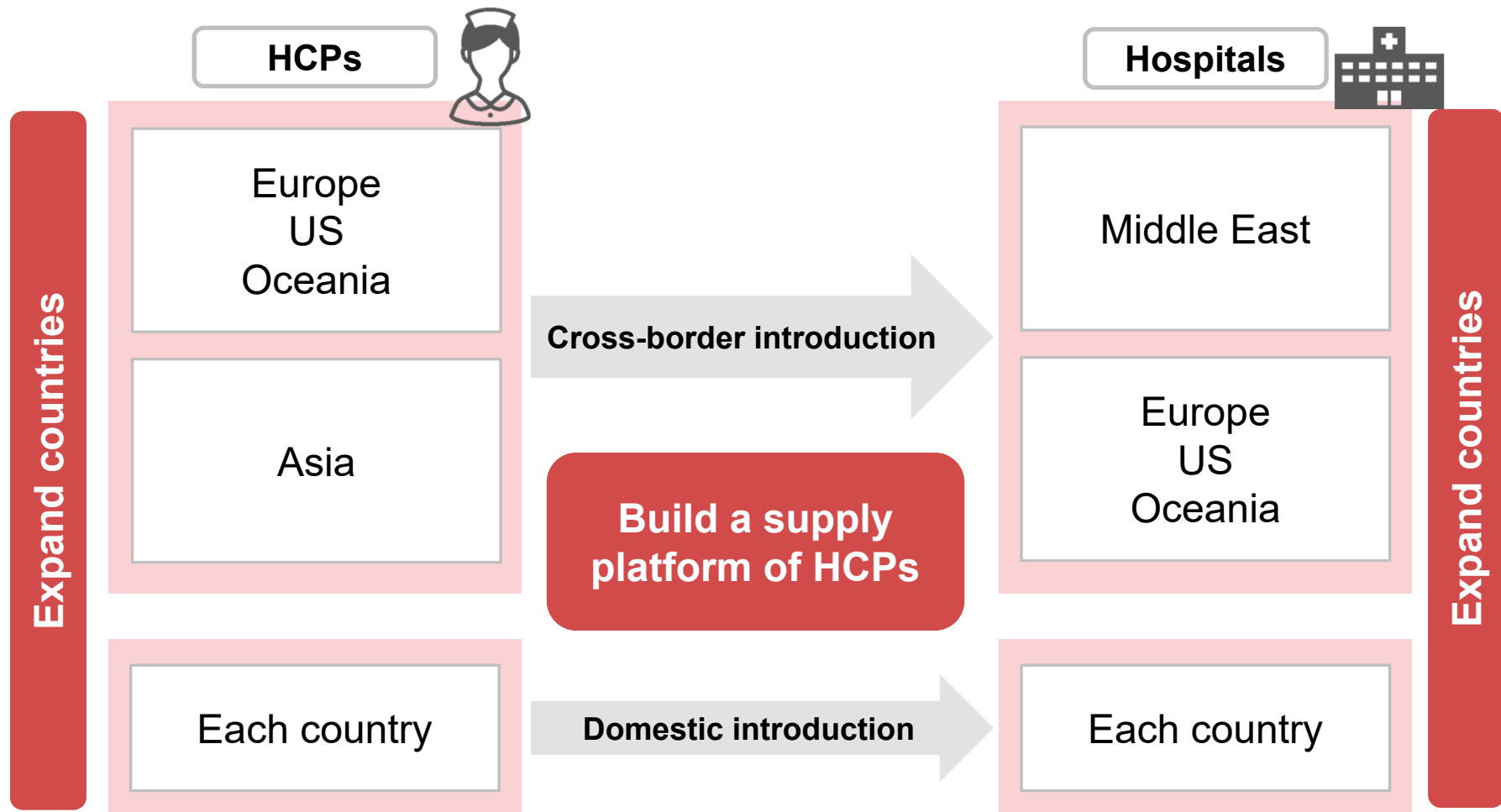
✓ Overseas businesses are built on the strengths of MIMS, which include its overwhelming brand value in Asia and Oceania, enormous membership base of healthcare professionals (HCPs), and strong relationships with medical and healthcare-related companies and hospitals.



✓ Maximize the value as a marketing platform and provide optimized solutions to meet customer needs by strengthening the membership base, increasing client accounts and developing marketing channels.





















- ✓ Establish No.1 position as a global recruiting agency for healthcare professionals (HCPs) by expanding countries for sourcing HCPs and acquiring job orders.
- ✓ Build a supply platform of HCPs for both domestic/cross-border introductions.



# New Business

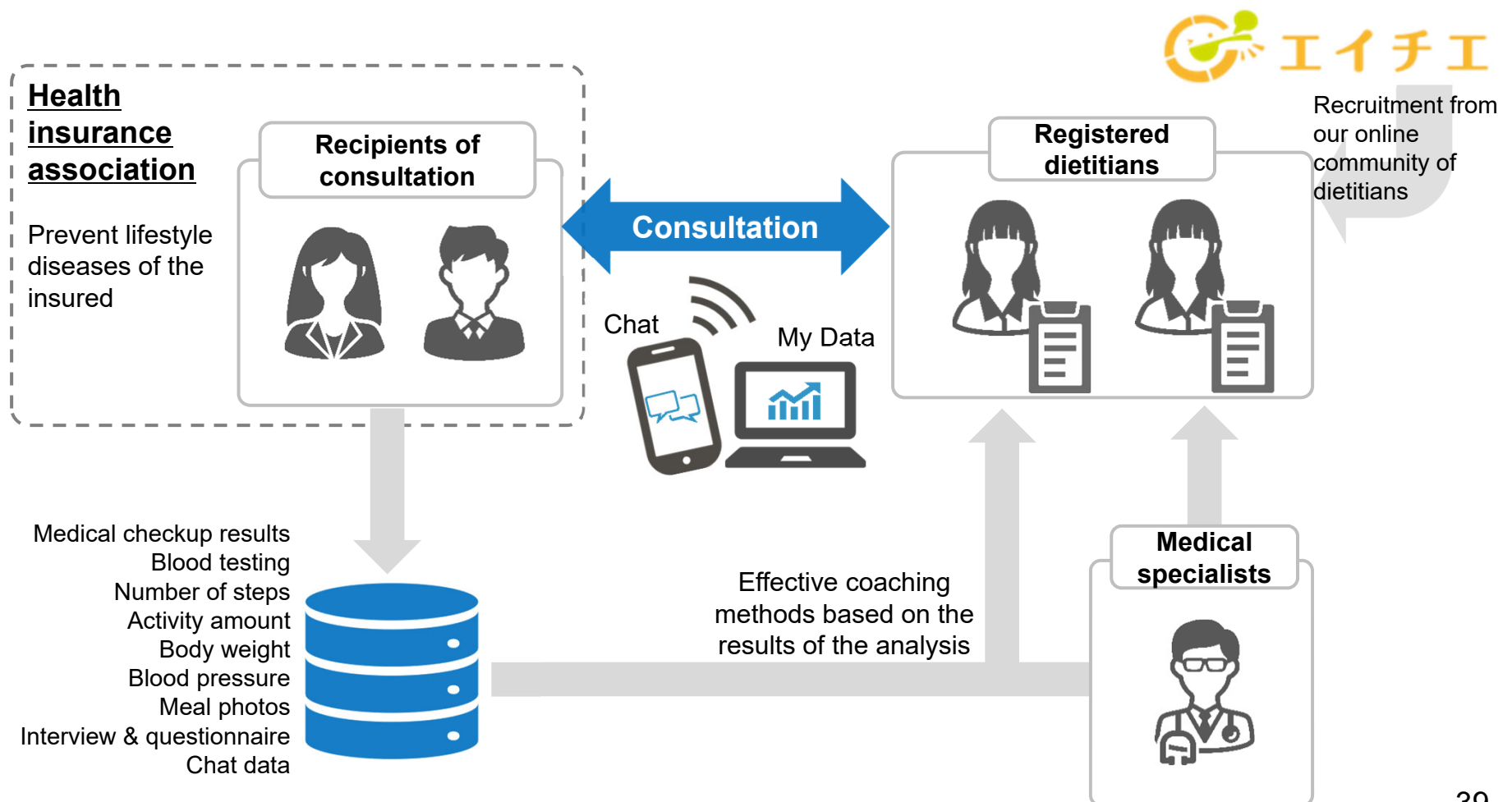
## 2 Focus of Business Development

- ✓ Develop new businesses mainly in Healthcare and Senior Life.
- ✓ Capture the growing needs for prevention of diseases and services not covered by public insurance schemes.

Domains	Outline	Services					
Healthcare	Services such as health guidance, disease prevention, and industrial health services etc.	Preventive solution of lifestyle diseases	Health guidance solution	Personalized anti-smoking solution	Web community for dietitians		
		 専門医・管理栄養士による 遠隔チャット指導	 専門医・管理栄養士による 遠隔チャット指導	 パーソナライズ 禁煙指導サービス	 エイチエ		
		Remote industrial health service	Information portal of industrial health service	Preventive solution for workforce departure due to family care	Health maintenance/promotion support for women	Q&A site on health	
 リモート産業保健	 産業保健の知恵袋 サンチエ	 リモート介護相談	 LADY to GO!	 なるカラ			
Information portal of diabetes	Information portal of dementia	Solution for dementia prevention	Habituation support of dementia prevention				
 糖尿病ねっと	 認知症ねっと	 MCIドクター監修 認トレ	 認トレ チャレンジ				
Senior Life	Services to connect operators and end users in areas such as elderly care, housing, and end of life planning.	Web community for people caring for their families		Home-delivered meals search site	Information portal of housing for the elderly		
		 安心介護		 来らいふ-ど	 かいごDB kaigodb.com		
		Housing renovation operators search site		Information of funeral companies			
 ハピすむ	<small>住まいにまつわる総合情報サイト</small>	 安心葬儀					

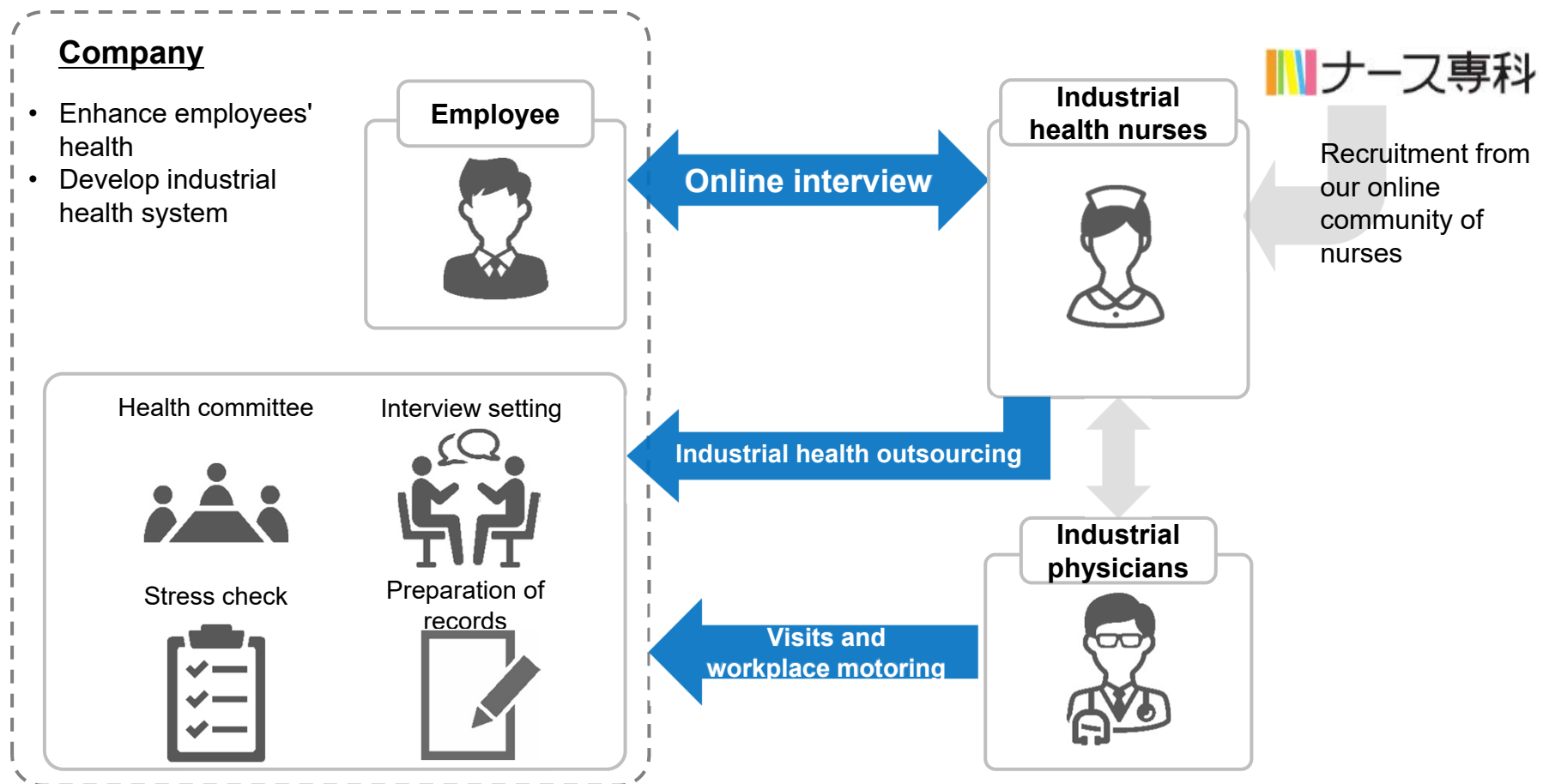
## 2 Healthcare - Remote Health Guidance

- ✓ Provide remote health guidance services to health insurance associations\*1.
- ✓ Contribute to prevent lifestyle diseases of the insured people through effective health guidance.

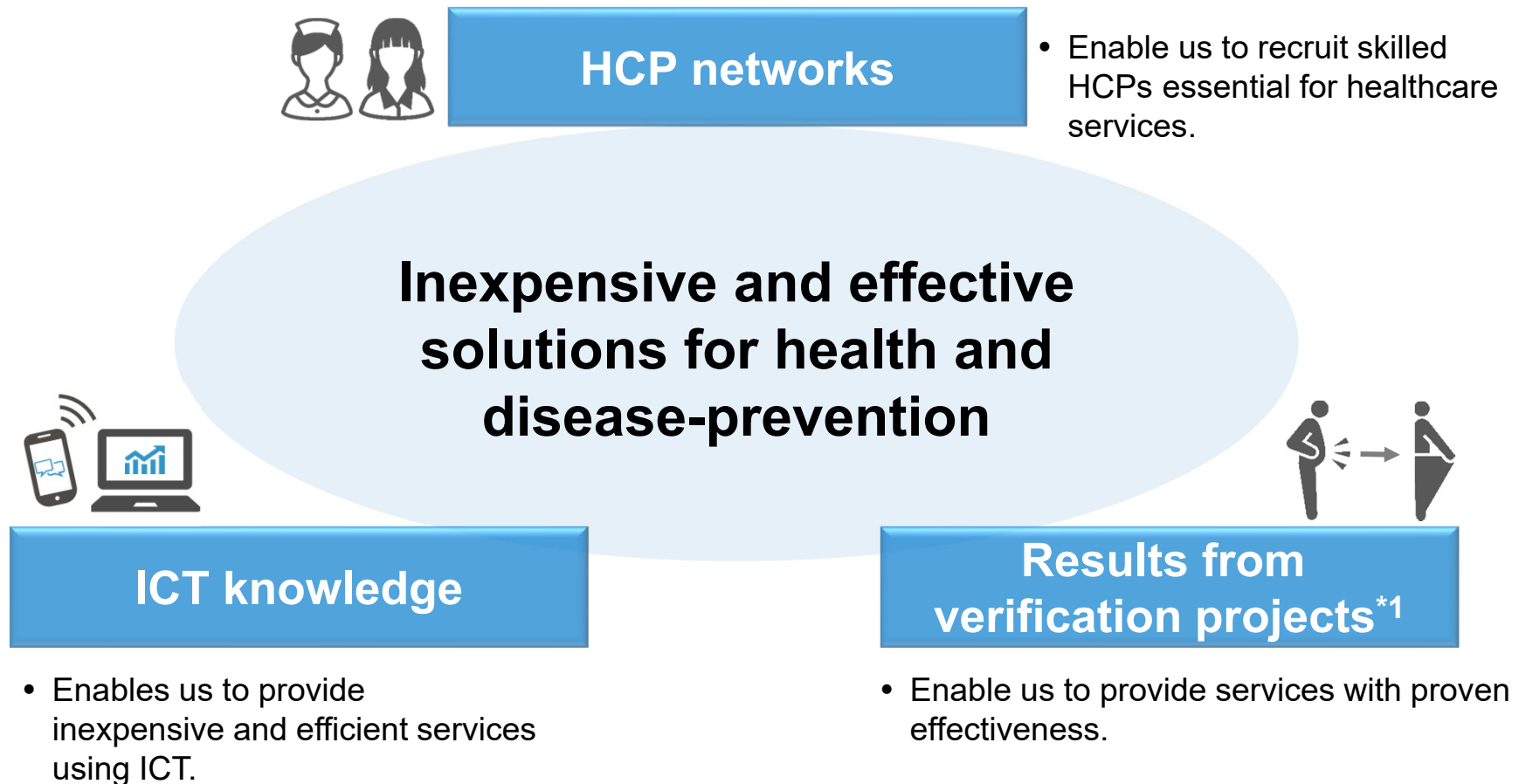




- ✓ Provide industrial health services that combine visits and remote support to companies.
- ✓ Contribute to enhance employees' health by providing comprehensive support for operations related to industrial health.

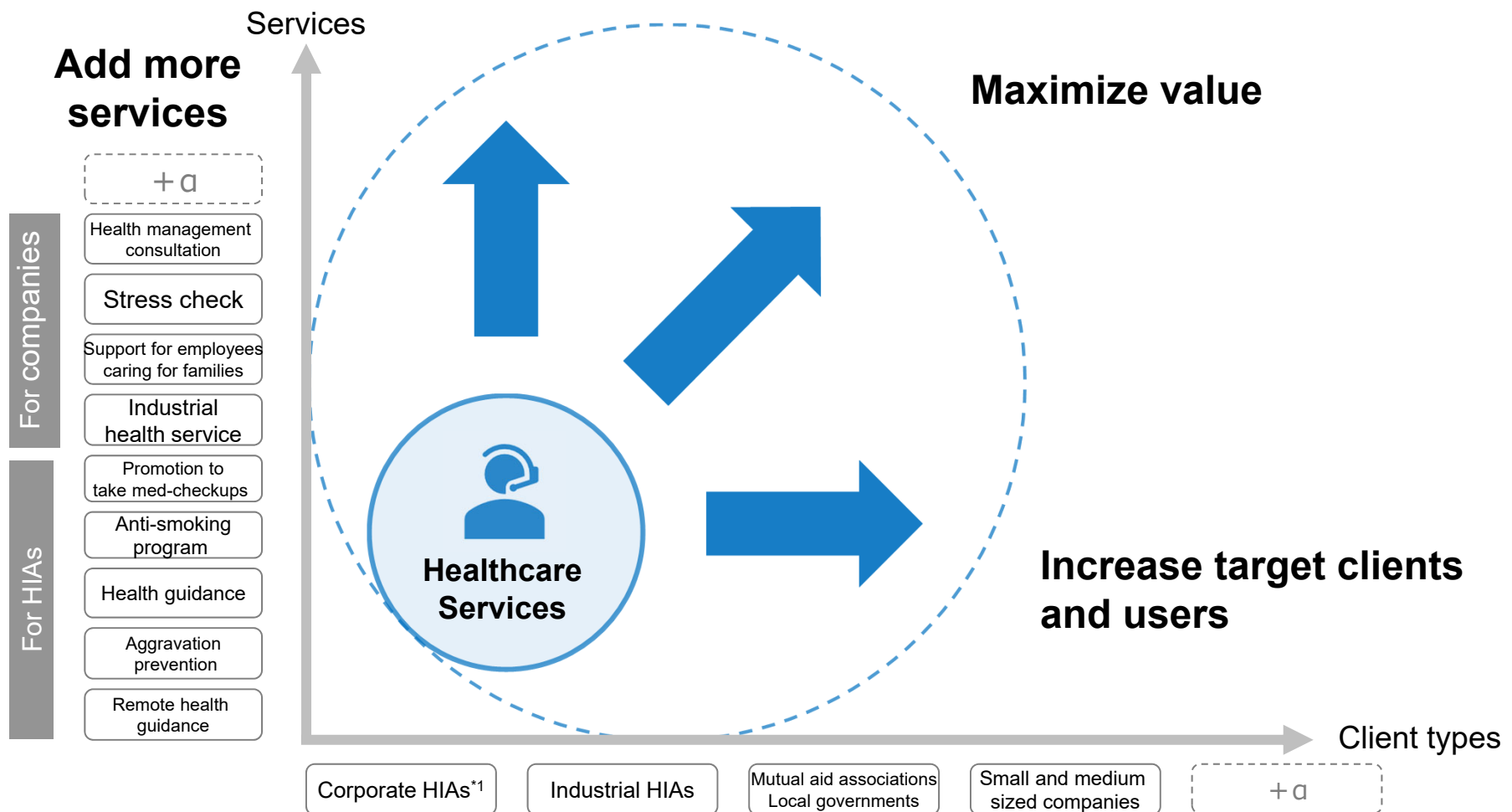


- ✓ Leveraging our strengths in healthcare professional (HCP) networks, ICT knowledge, and proven results from verification projects conducted with ministries and national agencies, we provide inexpensive and effective solutions for health and disease-prevention.



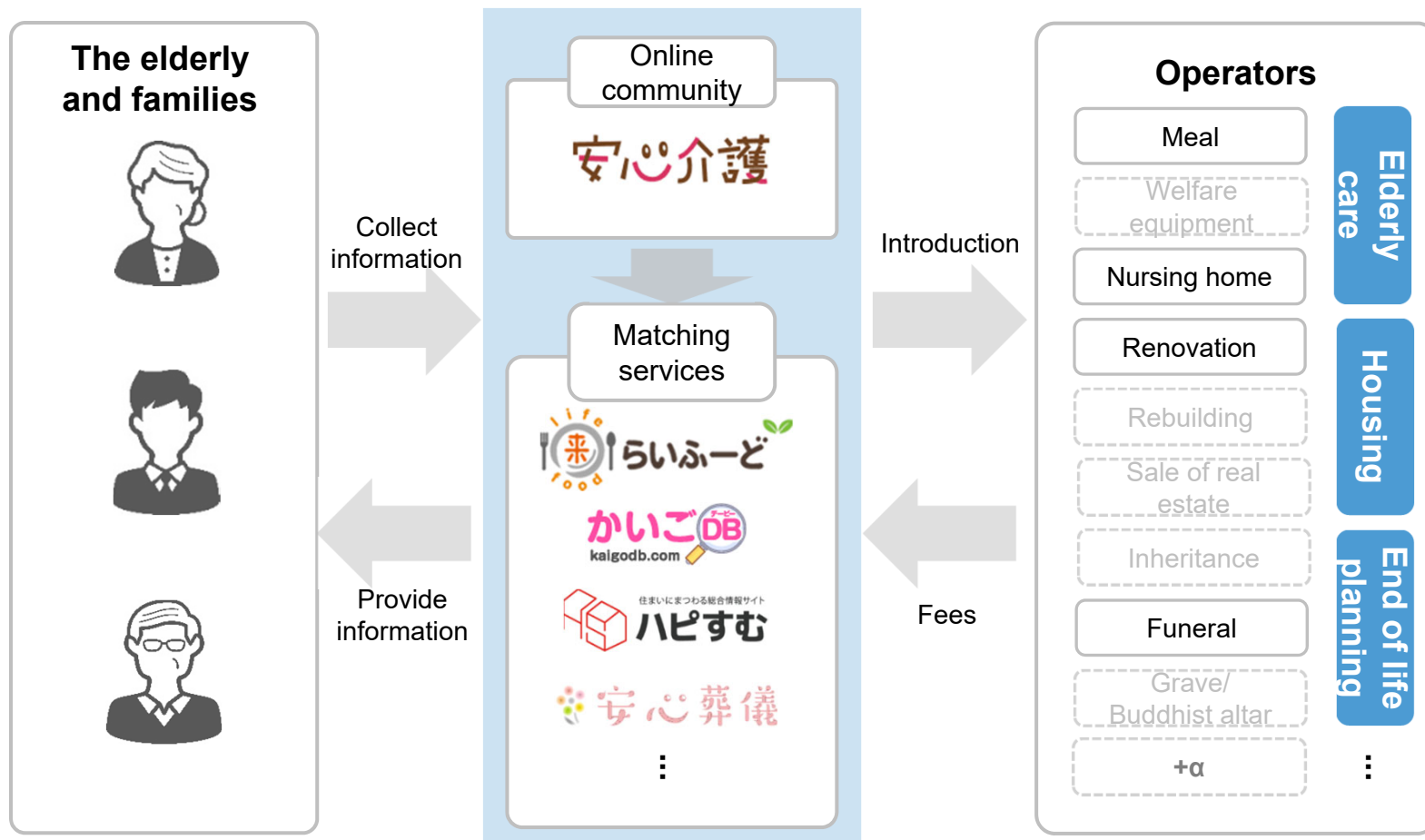
## 2 Strategy of Healthcare

- ✓ Maximize the value offered and contribute to increase healthy workforce by adding more services and expanding target clients and users.



## 2 Strategy of Senior Life

- ✓ Develop services to connect operators and end users to meet various needs in the aging society, such as elderly care, housing, and end of life planning.
- ✓ Contribute to improve the quality of lives of the elderly and their families by helping them make better decisions.

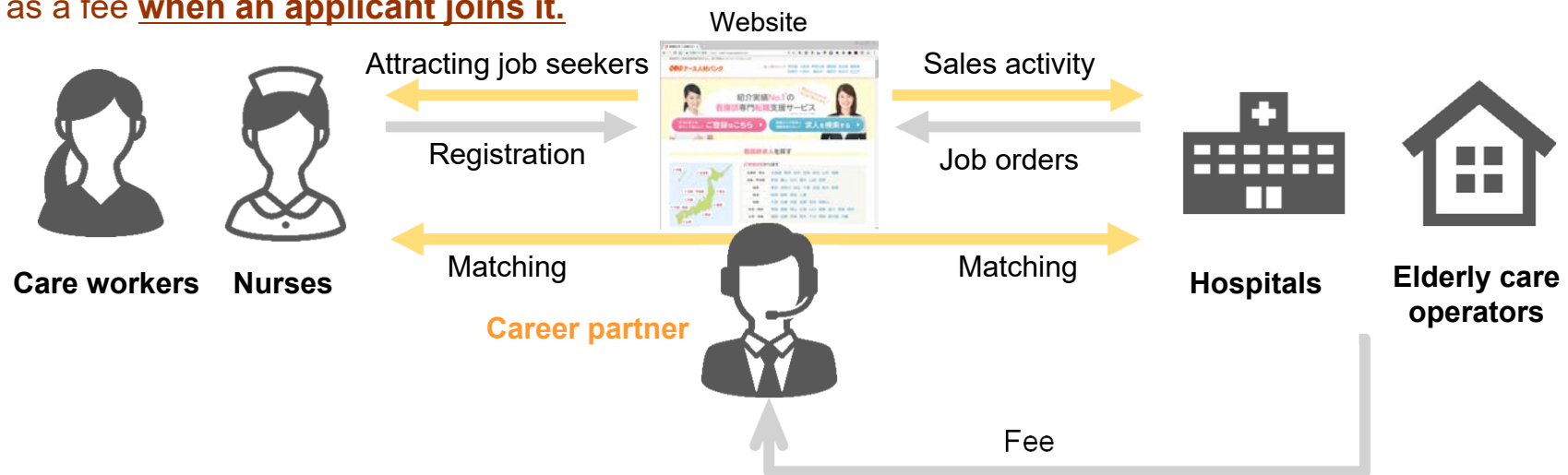


1	1H FY03/20 Consolidated Financial Results	P3-P9
2	FY03/20 Strategy	P11-P43
3	<b>Appendix</b>	<b>P45-P61</b>

### 3 Business Models of Recruiting Agent and Recruiting Ads

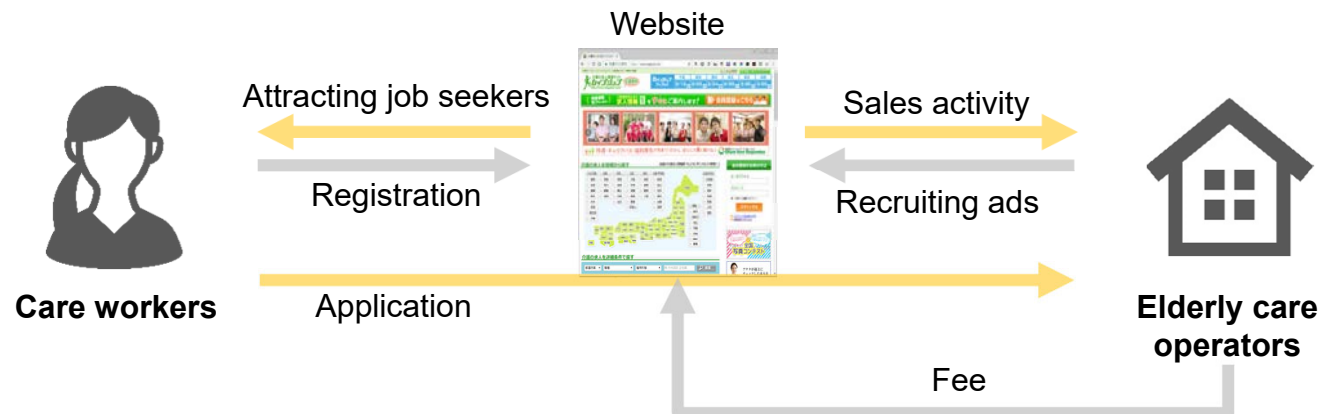
#### Business model of Recruiting Agent

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 for a job via our Recruiting Ads website.





## Subscription-based management support platform providing more than 40 services as a package<sup>\*1</sup>

Insurance  
Claim

Elderly care operators can claim for the reimbursement of insurance efficiently.

Recruitment

Provide SMS's industry-leading Recruiting Ads service "Kaigo Job" for free.<sup>\*2</sup>

Sales  
Support

Offer a function to prepare sales leaflets and a list of care managers who are the sales target of elderly care operators.

Operation  
Improvement

Provide one iPad for free to enable care workers to complete documentations at their customer sites.

Opening  
Support

Support procedures needed to open an elderly care business such as application for designation, financing, finding office properties and market research.

Finance

Provide factoring services to improve operators' cash flows.

Purchasing

Elderly care operators can procure various equipments and supplies, such as rental smartphones, in an easy and inexpensive way.

<sup>\*1</sup>. Additional payments are required for the use of two or more iPads, factoring, etc.

<sup>\*2</sup>. Charged for some types of occupations.

### 3 Concept Change of Kaipoke

- ✓ Penetrated the market as a discounter of insurance claim system.
- ✓ Changed the service concept in 2014 and established a unique position as a provider of a management support platform for elderly care operators.

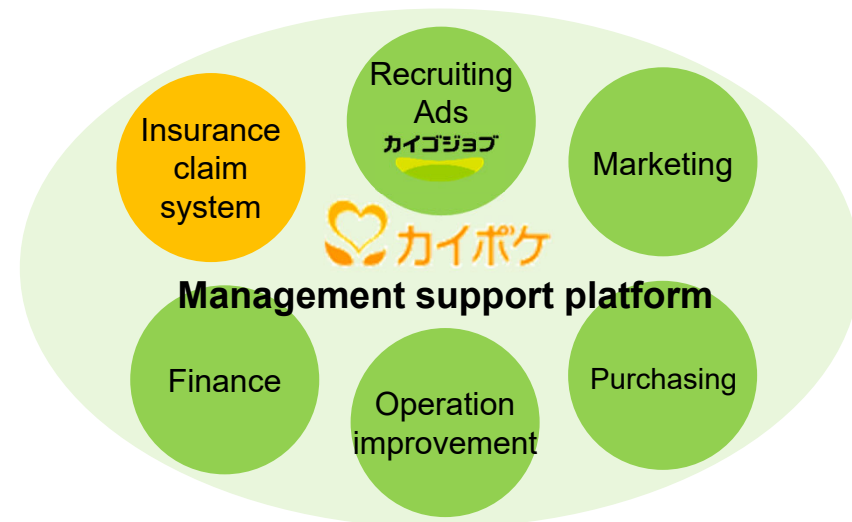
#### Before February 2014



(ARPU) JPY 3,000 /month

- Intense competition among many providers of on-premise insurance claim system
- SMS entered the market as a discounter with ASP\*1 type service

#### Since February 2014



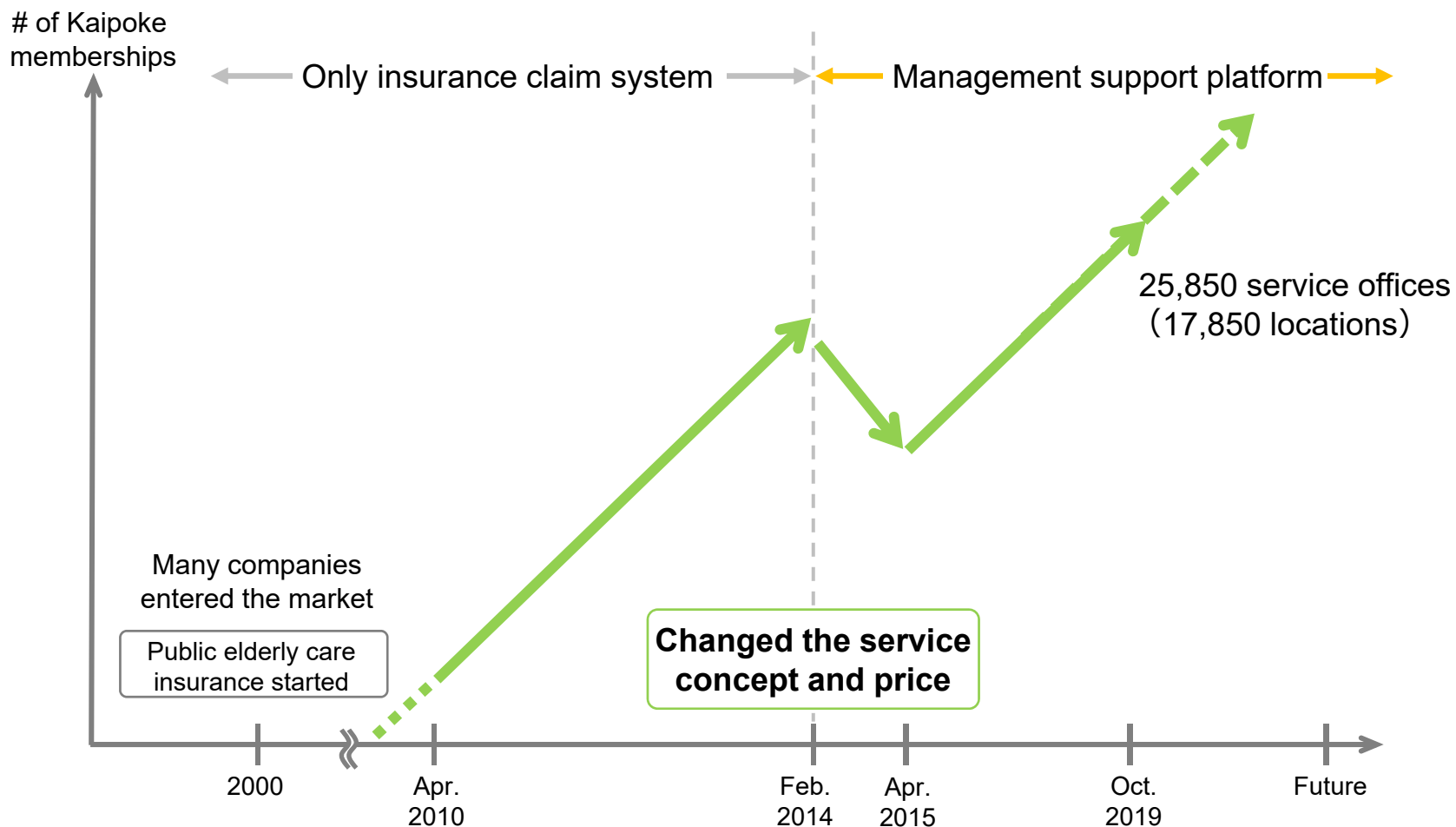
(ARPU) JPY 20,000 /month

- Provide highly differentiated services such as the industry No.1 Recruiting Ads service via the management support platform.



### 3 Kaipoke Memberships

✓ The number of memberships is increasing in accordance with our strategy, despite a temporary decline right after the concept and price change.



### MIMS group global coverage



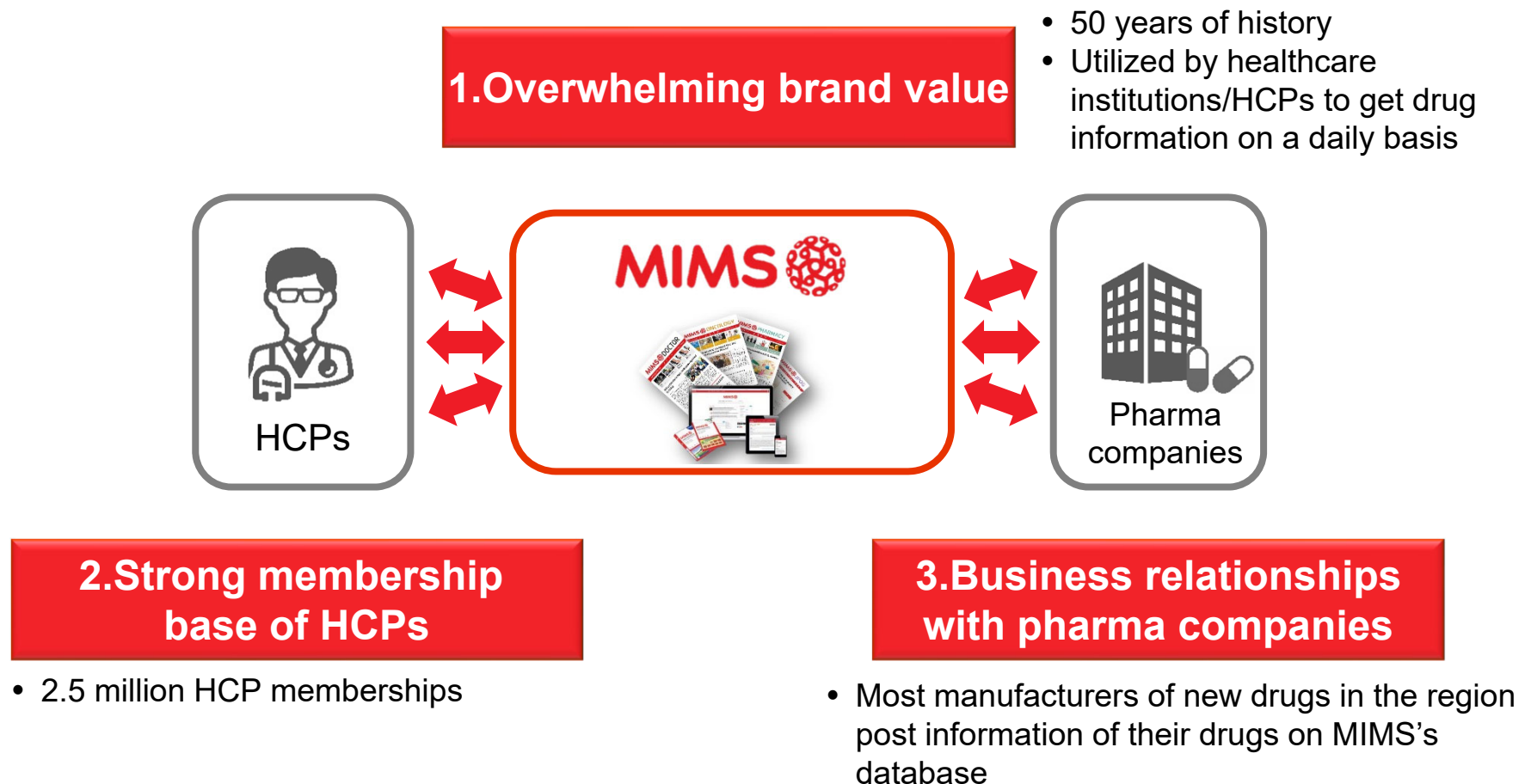
### MIMS group profile



Founded	1963
Business	<ul style="list-style-type: none"><li>• Pharma Marketing</li><li>• Healthcare Data</li><li>• Career Service</li></ul>
Global coverage	17 countries and regions mainly in Asia and Oceania
Number of memberships	2.5 million
Acquisition date	Oct. 7, 2015

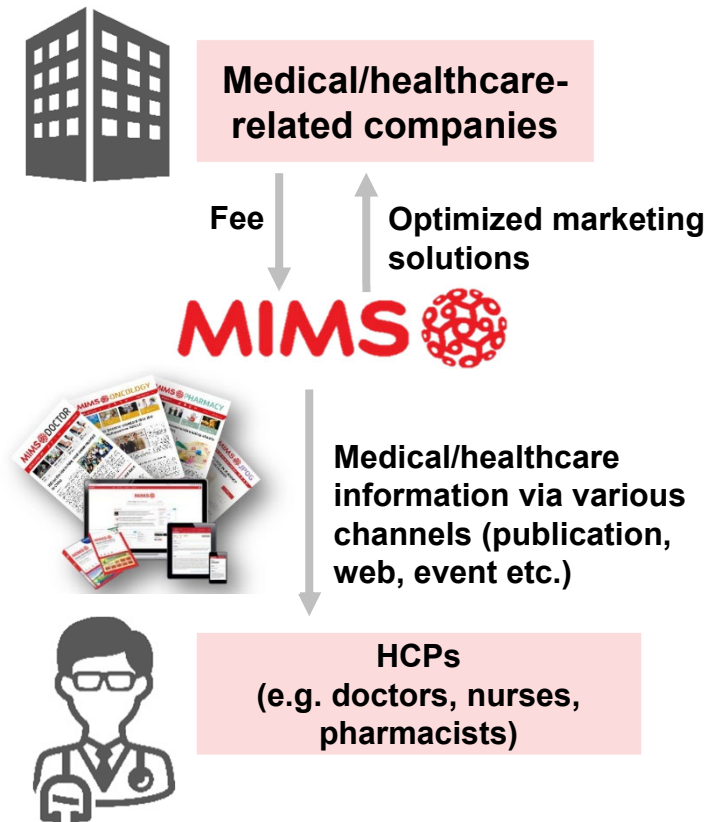
### 3 Strengths of MIMS Group

- ✓ Strengths of MIMS group include its overwhelming brand value in Asia and Oceania, strong membership base of healthcare professionals (HCPs), and business relationships with pharmaceutical companies.



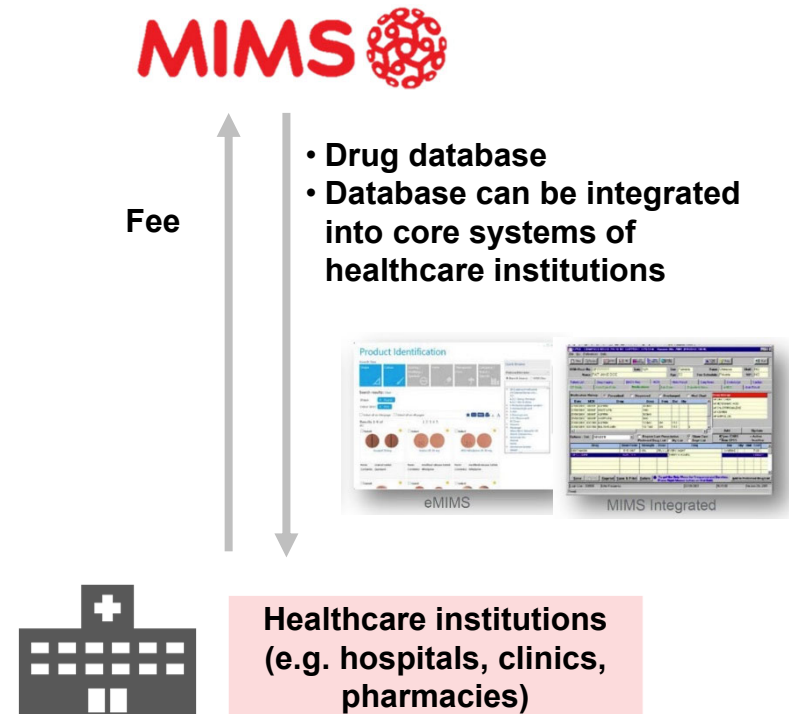
### Pharma Marketing

Support marketing activities of medical/healthcare-related companies



### Healthcare Data

Provide a drug database for prescription error checks in healthcare institutions

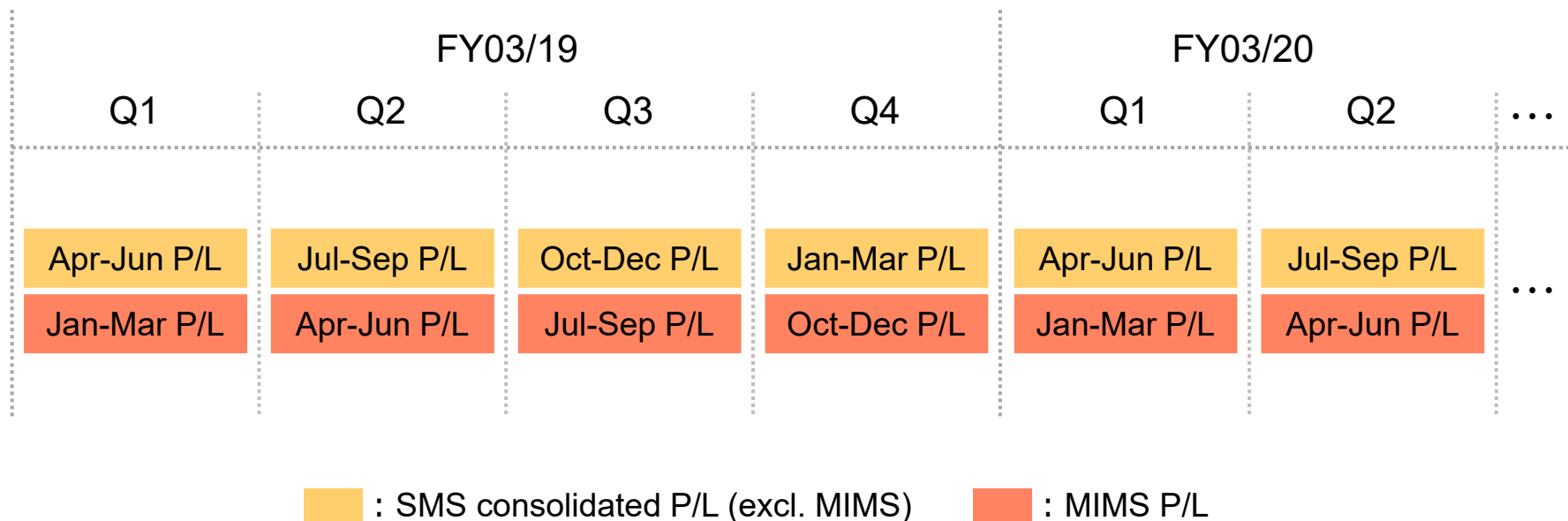


### 3 Consolidation of MIMS Financial Results



✓ MIMS P/L statement is consolidated to SMS P/L statement following a time lag of three months.

#### Illustration of MIMS P/L Consolidation to SMS Consolidated P/L (excl. MIMS) \*1



\*1. Q1-Q4 presented above are those of the fiscal year of SMS. SMS fiscal year ends in March, while MIMS fiscal year ends in December.

### 3 Business Portfolio – Career<sup>\*1\*2</sup>



Sub-Segment	Category	Services				
Elderly Care Career	Services for care workers	RAD <sup>*3</sup> for care workers <b>カイゴジョブ</b>	RAG <sup>*3</sup> for care workers <b>カイゴジョブ</b> エージェント	Temporary staffing for care workers <b>カイゴジョブ</b> パートナース	Elderly care certification course <b>カイゴジョブ</b> アカデミー	Certification course information 
	Others	RAG <sup>*3</sup> for PT/OT/ST <b>PT/OT 人材バンク</b> PT/OT JINZAI BANK	RAG <sup>*3</sup> for care managers <b>COB ケア人材バンク</b>	Web community for care managers <b>ケアマネドットコム</b>		
Medical Care Career	RAG <sup>*3</sup> services	RAG <sup>*3</sup> for nurses <b>NJB ナース人材バンク</b>	RAG <sup>*3</sup> for dietitians <b>EJB</b>	RAG <sup>*3</sup> for radiological technologists <b>HJB</b> 放射線技術人材バンク	RAG <sup>*3</sup> for medical technologists <b>KJB</b> 検査技師人材バンク	RAG <sup>*3</sup> for clinical engineers <b>MEJB</b> 工学技士人材バンク
	Others	RAG <sup>*3</sup> for childcare workers <b>HOJB</b> 保育士人材バンク	RAG <sup>*3</sup> for Judo therapists etc. <b>WILL ONE</b> AGENT	Scholarship information portal <b>看護奨学金Navi</b>	Web community for nurses and student nurses <b>ナース専科</b>	
		RAD <sup>*3</sup> for nurses <b>ナース専科 求人ナビ</b>	RAD <sup>*3</sup> for newly-graduated nurses <b>ナース専科 就職ナビ</b>	National examination reference book for Judo therapists etc. <b>国試黒本</b>	HR solution for hospitals <b>SOL ソリューション</b>	
		RAD <sup>*3</sup> for Judo therapists etc. 新たな人生の一歩に最高のノートを <b>JOBNOTE</b>	Chiropractic certification course <b>WILL ONE</b> ACADEMY			

\*1. As of Oct. 2019

\*2. Career businesses for doctors and pharmacists are operated by M3 Career, Inc., a JV between M3, Inc.(51%) and SMS (49%).

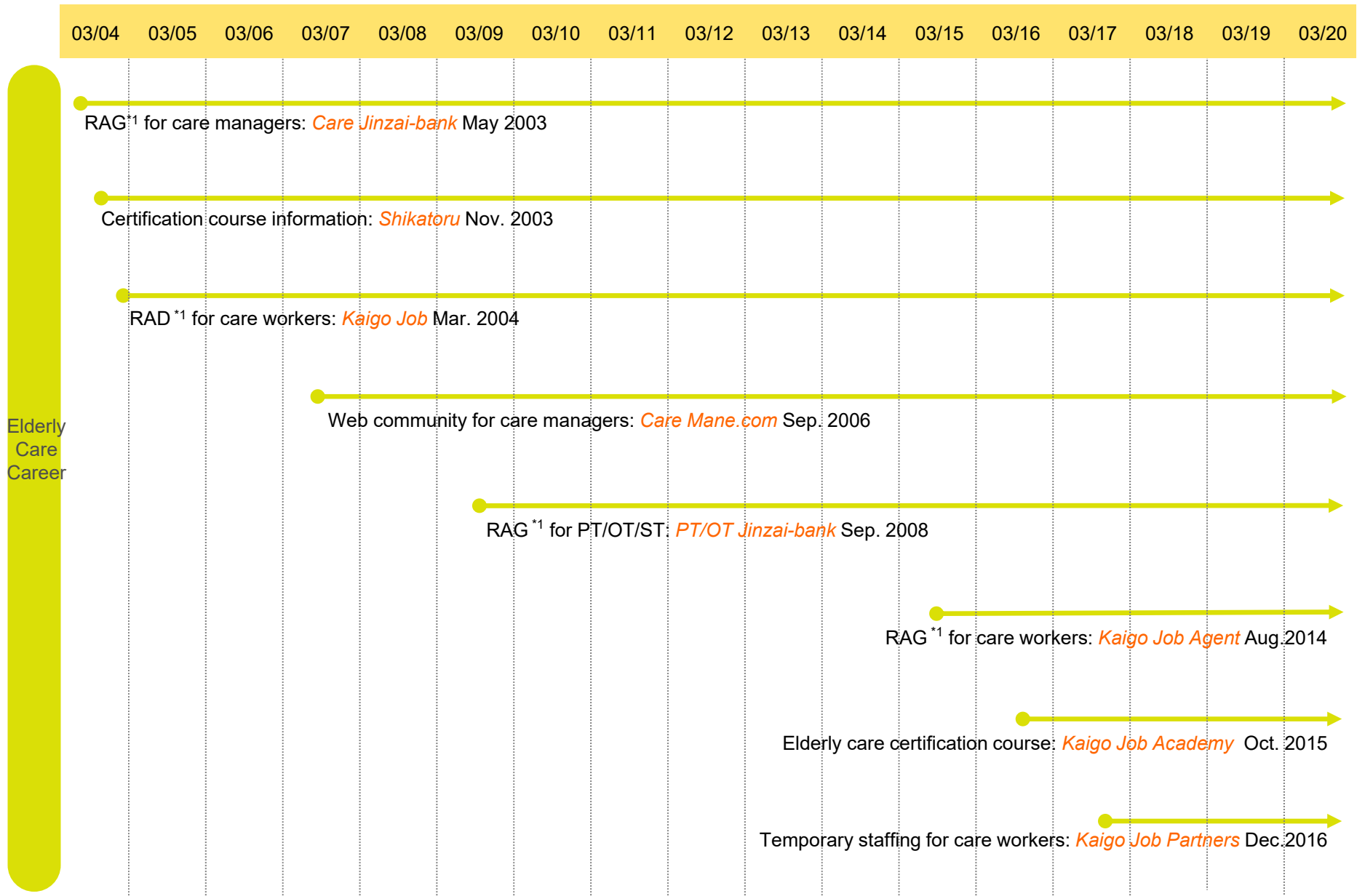
\*3. RAD: Recruiting Ads RAG: Recruiting Agent

### 3 Business Portfolio\*1 – Kaipoke/Overseas/New Business

Segment	Services				
Kaipoke	Management support platform for elderly care operators 				
Overseas	Drug information service for healthcare professionals and institutions 	Cross-border RAG*2 for healthcare professionals (Malaysia, Philippines, Ireland, UK, etc.) 	Career related service for nurses (South Korea) 	Medical ad services (Philippines, Indonesia, Malaysia)	
New Business	Preventive solution of lifestyle diseases  Information portal of industrial health service  Information portal of diabetes  Web community for people caring for their families 	Health guidance solution  Preventive solution for workforce departure due to family care  Information portal of dementia  Home-delivered meals search site 	Personalized anti-smoking solution  Q&A site on health  Solution for dementia prevention  Information portal of housing for the elderly 	Web community for dietitians  Health maintenance /promotion support for women  Habituation support of dementia prevention  Housing renovation operators search site 	Remote industrial health service  Online academic media for nurses  Web community for managers of elderly care operators  Information of funeral companies 

\*1. As of Oct. 2019  
 \*2. Recruiting Agent

### 3 History of Service Launces 1/4



Elderly  
Care  
Career

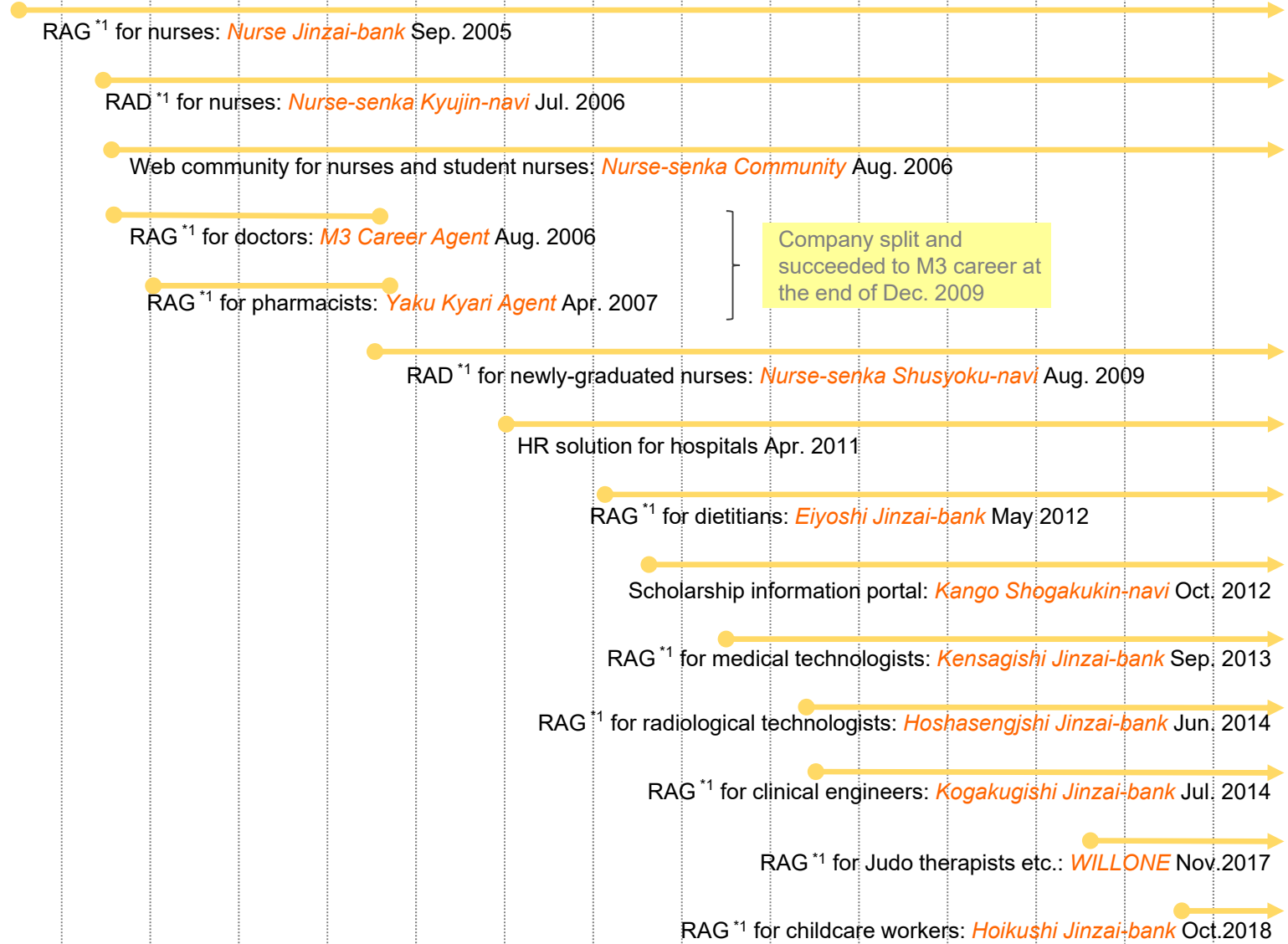


### 3 History of Service Launces 2/4



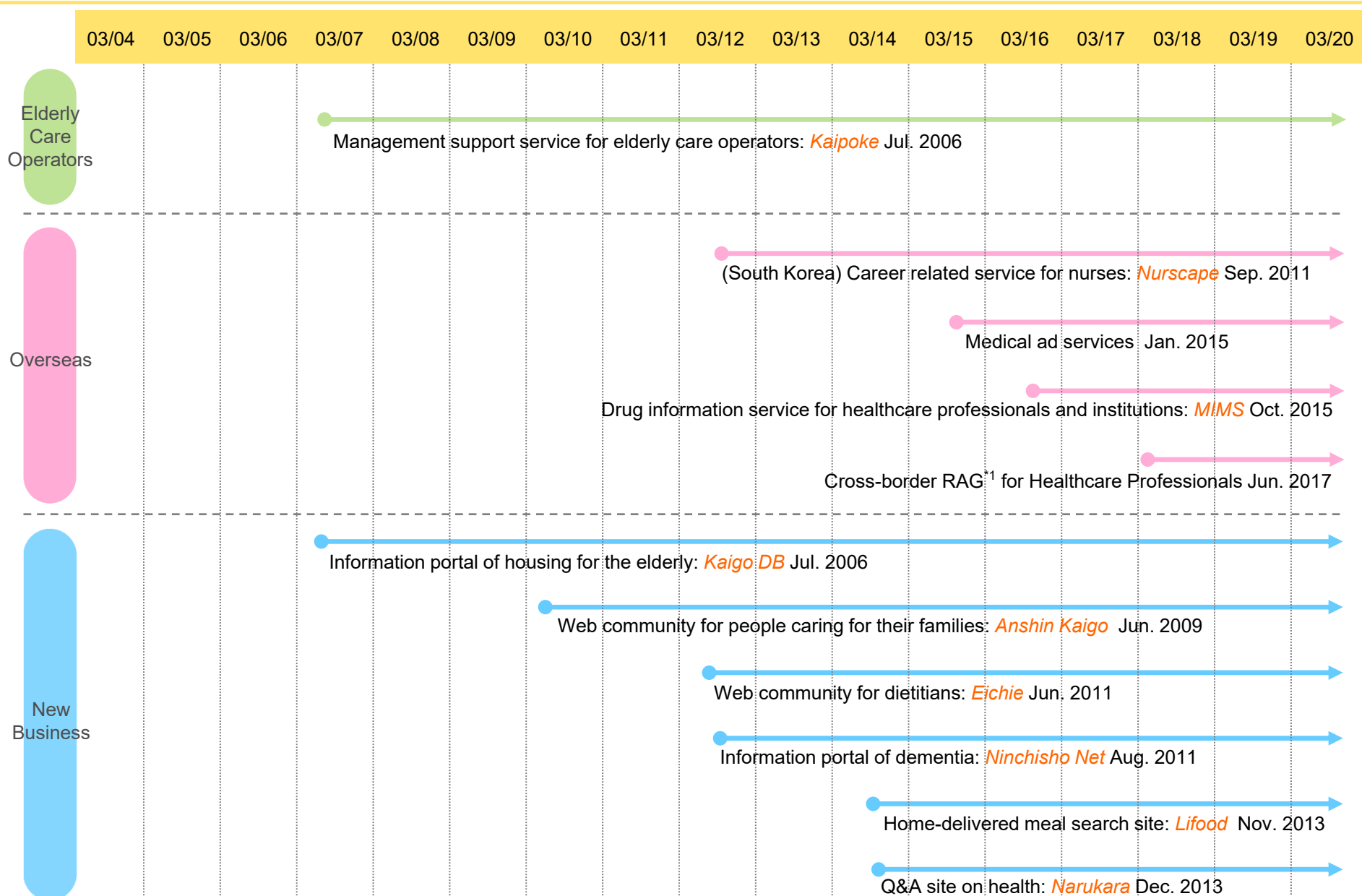
03/04 03/05 03/06 03/07 03/08 03/09 03/10 03/11 03/12 03/13 03/14 03/15 03/16 03/17 03/18 03/19 03/20

Medical  
Care  
Career



Company split and succeeded to M3 career at the end of Dec. 2009

### 3 History of Service Launces 3/4



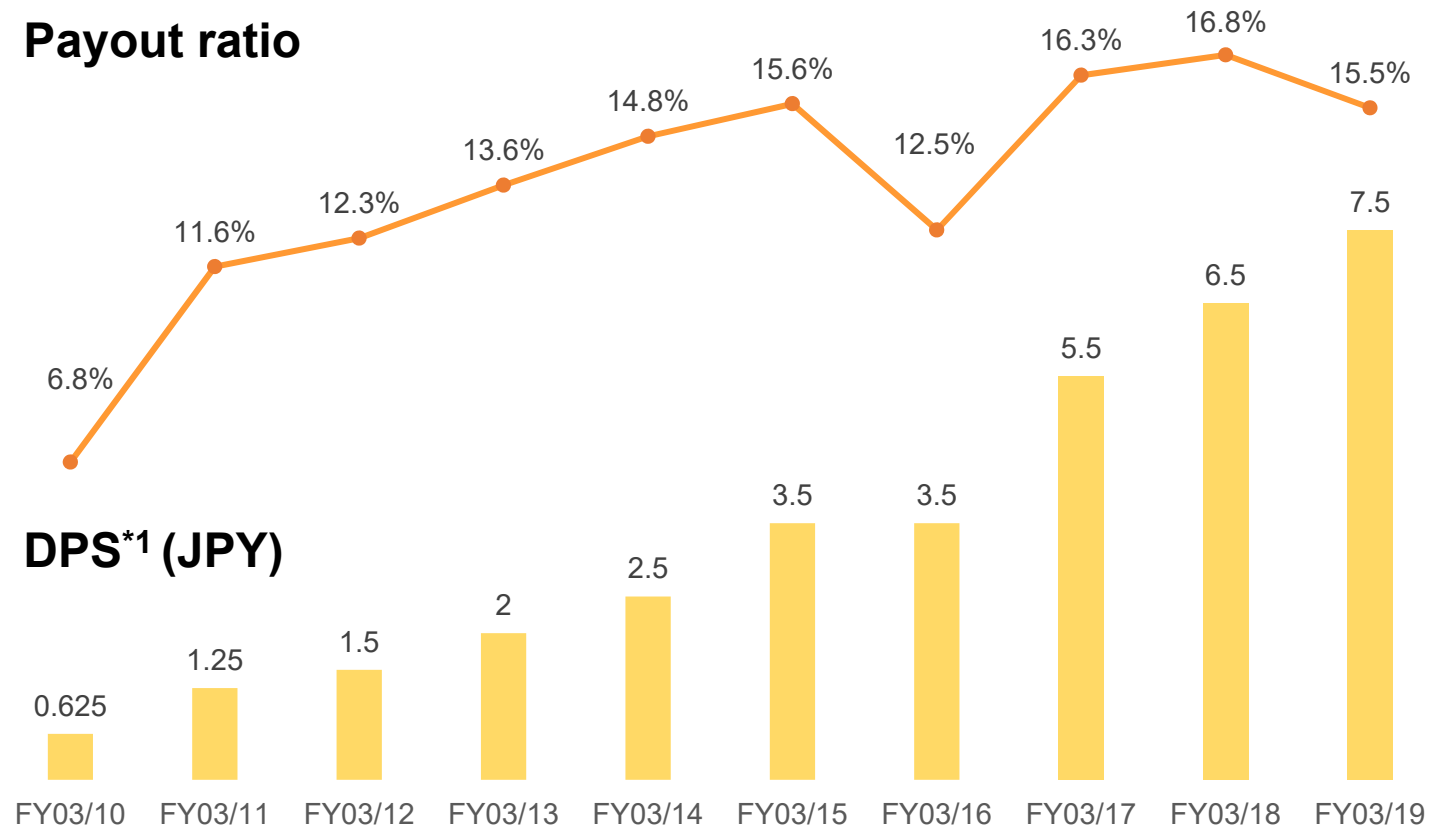
### 3 History of Service Launches 4/4



03/04 03/05 03/06 03/07 03/08 03/09 03/10 03/11 03/12 03/13 03/14 03/15 03/16 03/17 03/18 03/19 03/20



### 3 Dividends



### 3 Historical Financial Results



(JPY million)

	FY03	FY04	FY05	FY06	FY07	FY08	FY09	FY10	FY11	FY12	FY13	FY14	FY15	FY16	FY17	FY18
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
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
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
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
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
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
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
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
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
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
DPS*1 (JPY)	-	-	-	-	-	0.625	0.625	1.25	1.5	2	2.5	3.5	3.5	5.5	6.5	7.5
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
TSR*2 (%)	-	-	-	-	-	-	-	-	-	-	177.1	514.5	1,150.3	1,057.5	682.8	402.3

\*1. Past stock splits are taken into account for the EPS and DPS calculations.

\*2. (Ending share price of the fiscal year + Total dividends paid over 5 years) / Ending share price 5 fiscal years ago

### 3 Number of Employees and Shareholder Composition

#### Number of Employees

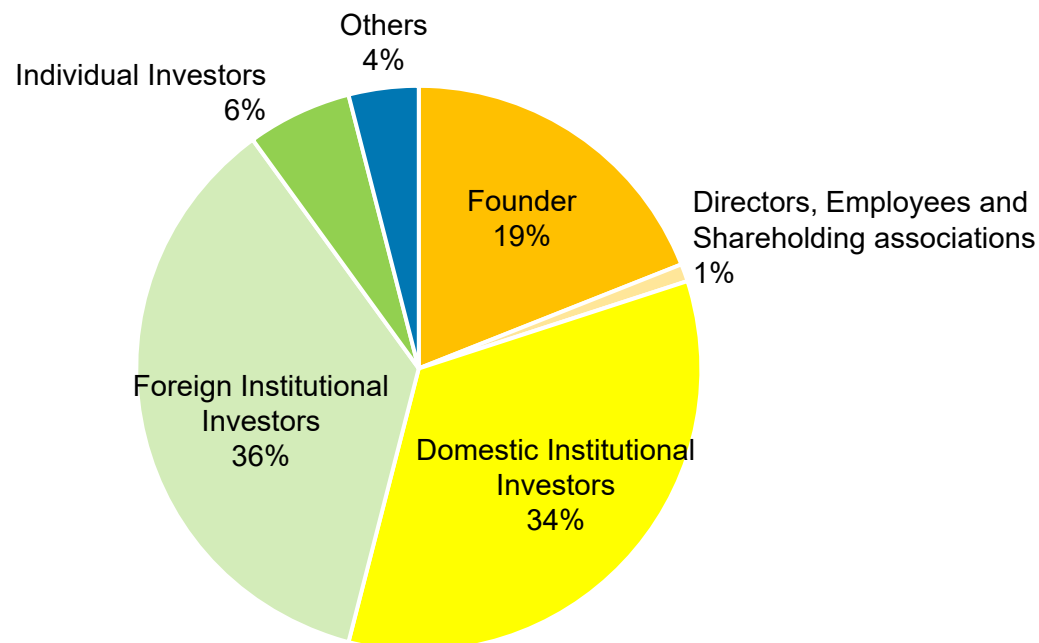
As of Sept. 30, 2019:

<b>Employees (consolidated)</b>	<b>3,001</b>
Japan	2,204
Overseas	797

#### Shareholder Composition

As of Sept. 30, 2019:

Number of shareholders  
4,549



# 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, 2019. 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 elderly care, medical 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, elderly care and medical 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.

\*1. <https://www.bm-sms.co.jp/en/ir/policy/risk/>

For any inquiries on the materials, please contact below:  
Finance & Accounting Department  
E-mail: [irinfo@bm-sms.co.jp](mailto:irinfo@bm-sms.co.jp)  
Phone: +81-3-6721-2403