SMS CO., LTD. (Securities Code: 2175/TSE 1st section)

Presentation Material for Investors

Financial Results Summary for the First Quarter of the Fiscal Year Ending March 31, 2020 (the 17th Fiscal Year)

July 30, 2019



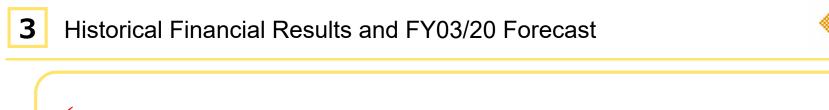




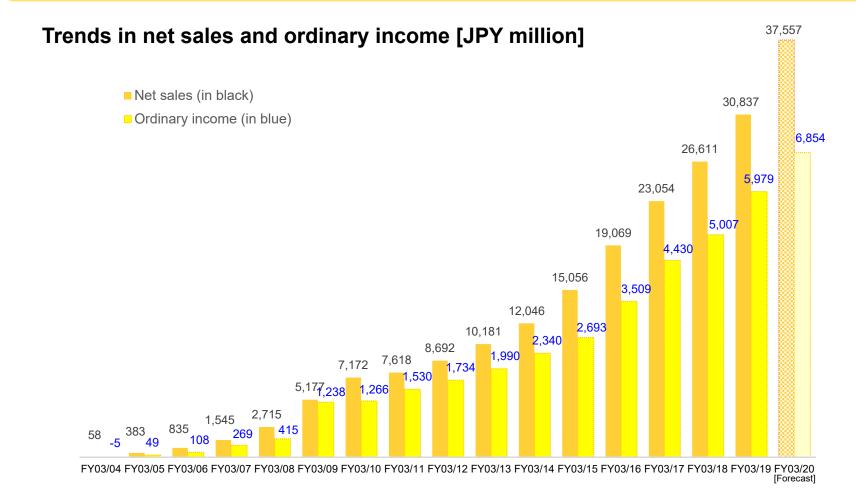


Q1 FY03/20 Consolidated Financial Results P3-P7

2	FY03/20 Strategy	P9-P41
3	Appendix	P43-P59



 Expect to achieve growth in both sales and profits for the 16th consecutive year since our establishment.



SMS

1 Q1 FY03/20 Consolidated Financial Results



- Marked a steady progress according to the FY03/20 guidance, achieving growth in both sales and profits.
- Q1 income growth was limited due to the hiring of a large number of new employees including career partners.

	Q1 FY03/19 Actual	Q1 FY03/20 Actual	YoY Change
Net Sales	8,067	9,379	+16%
Operating Income	1,376	1,433	+4%
Ordinary Income	2,090	2,321	+11%
Net Income	1,644	1,799	+9%

Consolidated P/L Statement [JPY million]

1 The Career Segment (Q1)



- Segment sales increased 20% YoY.
- Elderly Care Career grew strongly.
- Succeeded in hiring 200 career partners in Q1 as planned.

YoY Comparison of Sales[JPY Million]

	FY03/19	FY03/20	YoY Change
Elderly Care Career	1,988	2,862	+44%
Medical Care Career	4,053	4,364	+8%
Total	6,041	7,226	+20%

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 a steady progress.
- RAG for dietitians and WILLONE^{*1} grew significantly.
- RAG for childcare workers, a new business launched in Oct. 2018, grew as planned.

1 The Elderly Care Operators Segment [Kaipoke] (Q1)

Segment sales increased 22% YoY.

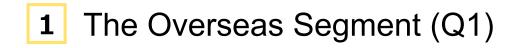
YoY Comparison of Sales[JPY Million]

	FY03/19	FY02/20	YoY Change
Elderly Care Operators [Kaipoke]	905	1,109	+22%

Highlights

- The number of Kaipoke memberships increased steadily.
 - 25,000 service offices [17,250 locations^{*1}] as of Jul. 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.





 Both MIMS's existing businesses and Global Career Business proceeded as planned.

YoY Comparison of Sales[JPY Million]

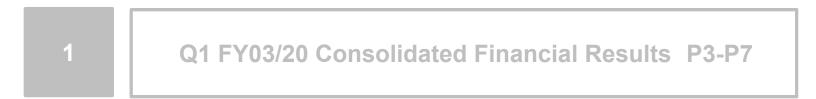
	FY03/19	FY02/20	YoY Change
Overseas	872	807	▲7%

Highlights

- Sales grew YoY excluding factors such as the impact of the consolidation timing*.
 - * Reorganized Medilabs Co.,Ltd.^{*1} under MIMS group in Mar. 2019. The sales of Global Career Business decreased YoY because MIMS P/L statement is consolidated with a three-months delay and Medilabs will be consolidated from Q2 this fiscal year.

*1. Former "Senior Marketing System Korea Co., Ltd.", a company providing career-related services for nurses in Korea.





2	FY03/20 Strategy	P9-P41
3	Appendix	P43-P59



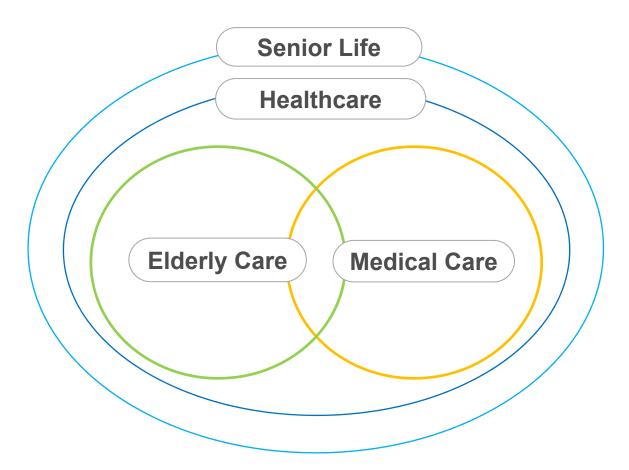


We aim to improve the quality of life by providing information infrastructure for aging society.





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

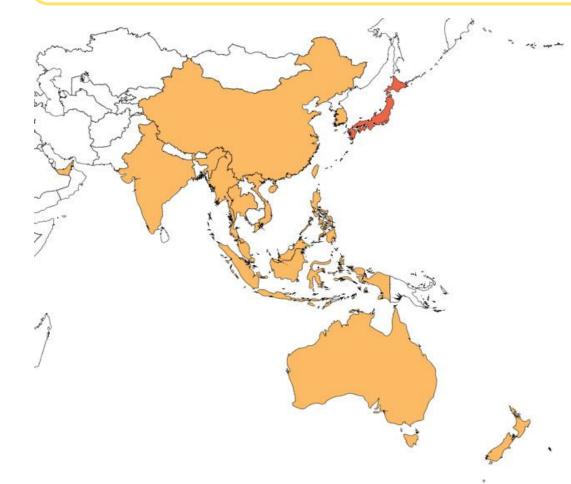






 Started our business in Japan and have established a leading position in this attractive market with an enormous growth potential.

Expanding our businesses into the growing Asian and Oceanian markets.



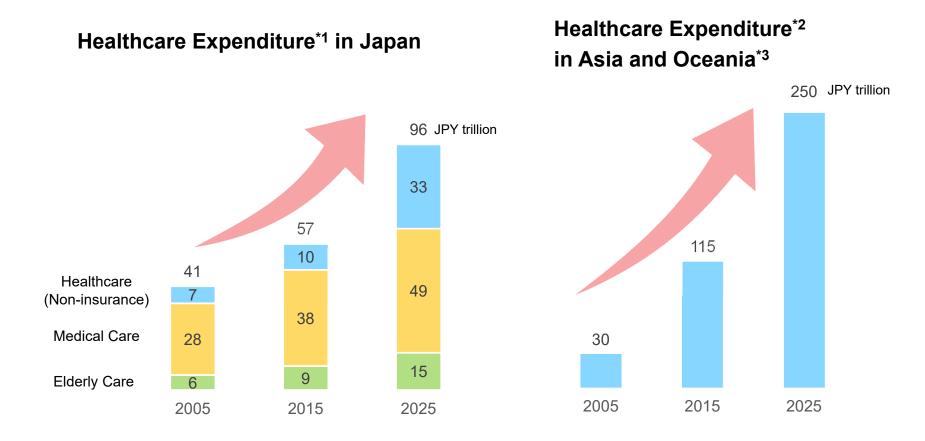
Japan
Korea
China
Hong Kong
Taiwan
Singapore
Malaysia
Indonesia

Thailand Vietnam Philippines Myanmar India Australia New Zealand UAE





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



*1. Source: SMS estimates based on MHLW, METI, and WHO statistics
 *2. Source: 2005/2015-WHO 2025-SMS estimate
 *3. Excluding Japan

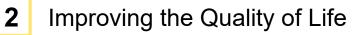
Information Infrastructure

2



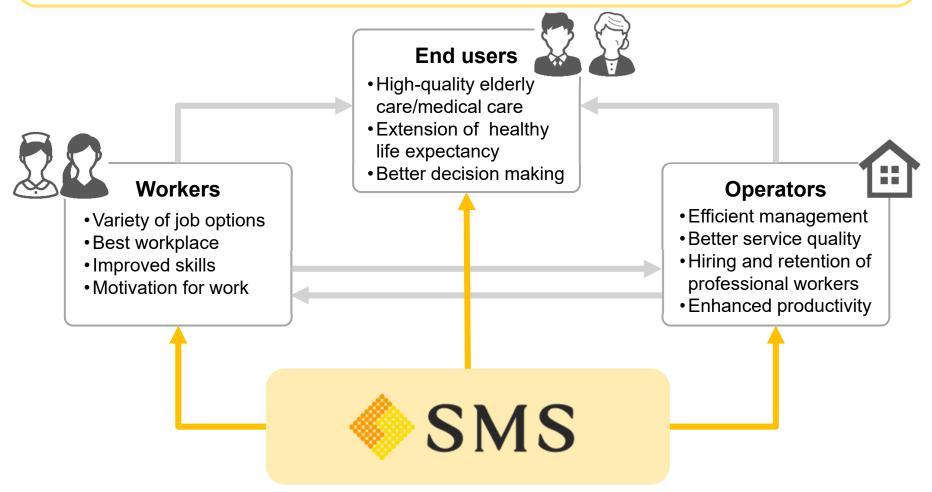
- Information infrastructure is a platform to support people in aging society through information.
- Aging of society causes information gaps related to elderly care, medical care, healthcare, etc., creating enormous business opportunities for us.

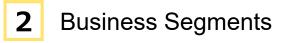






Address social issues that arise in aging society and contribute to improve the quality of lives of workers, operators, and end users.

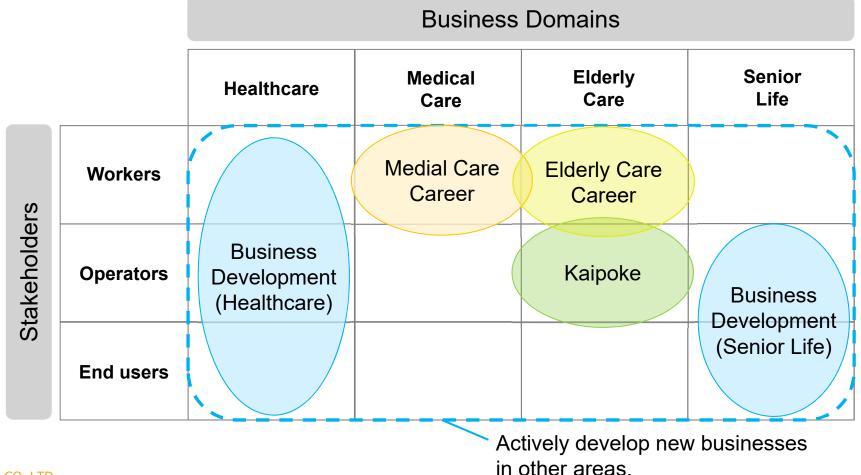






Operate Elderly Care Career, Medical Care Career and Kaipoke as our core businesses in Japan.

Develop new businesses mainly in Healthcare and Senior Life.

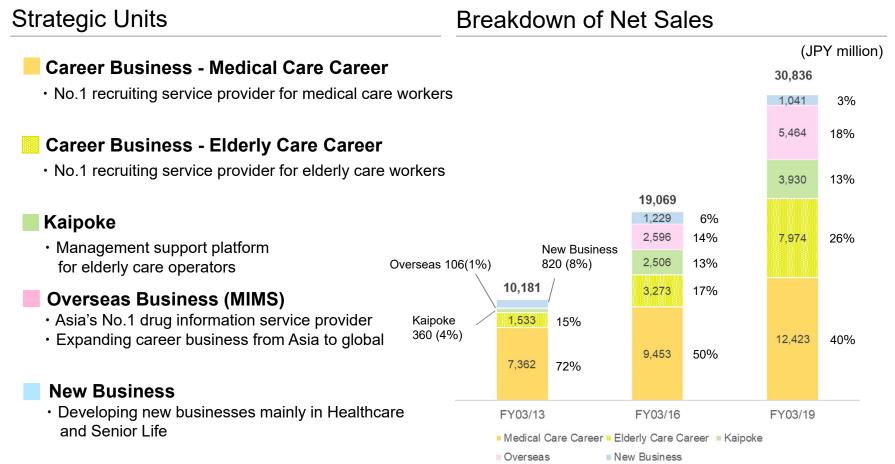


2 Growth Track



Medical Care Career has been driving our growth since our establishment.

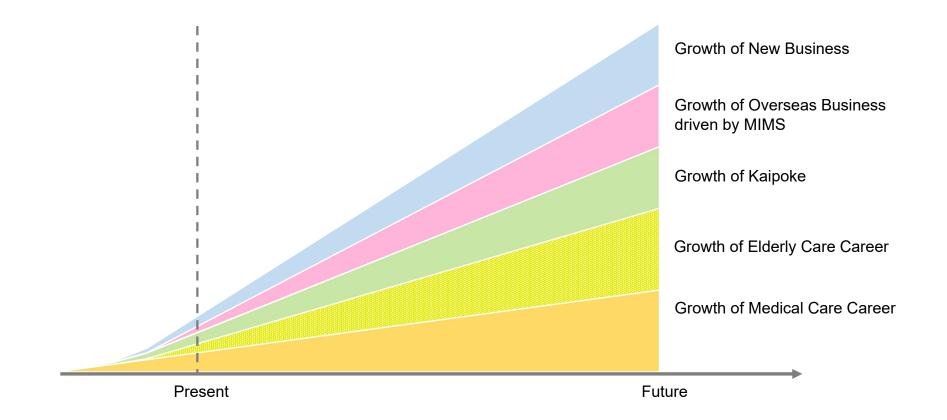
 Elderly Care Career, Kaipoke and Overseas businesses are growing as the new pillars of our business portfolio.







- 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.



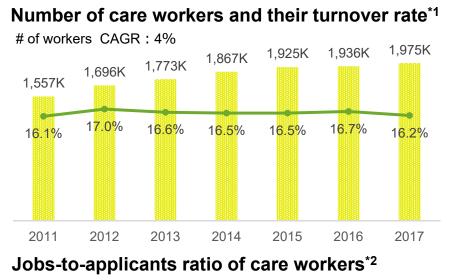


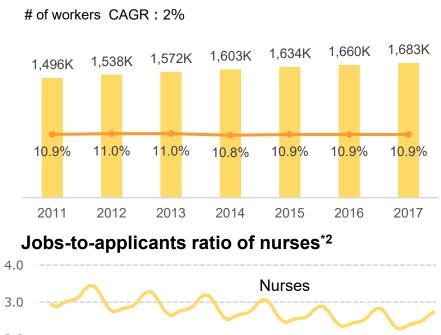
Career Business



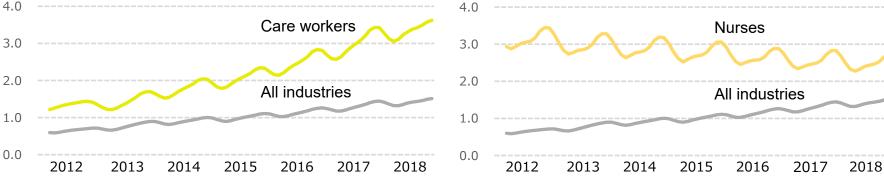


Labor shortage continues to be a serious issue despite the increasing numbers of care workers and nurses.





Number of nurses and their turnover rate *3



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

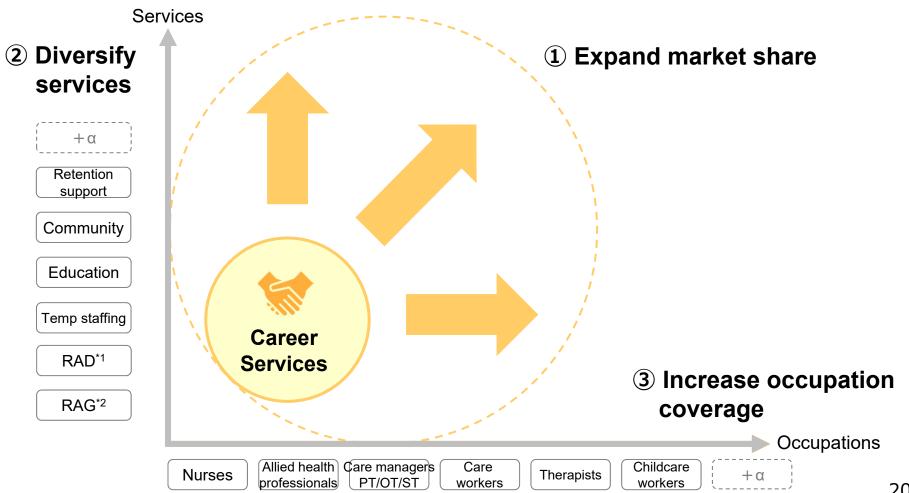


*2. Source : MHLW *3. Sources : Japanese Nursing Association; Number of workers in 2017 - SMS estimate

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.

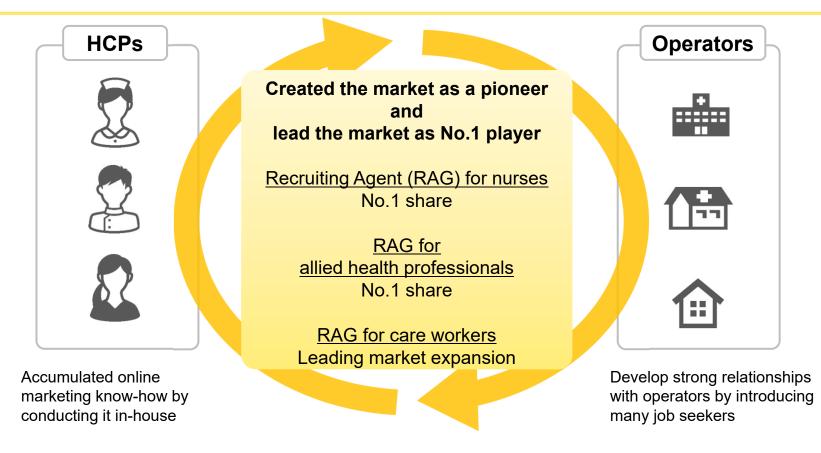


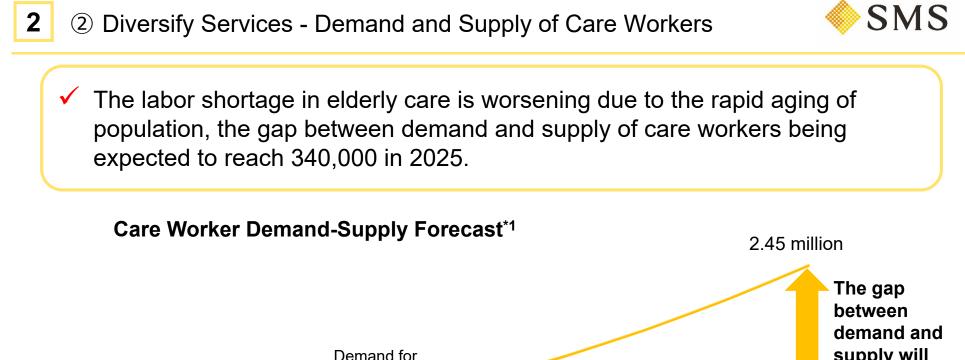
① Expand Market Share

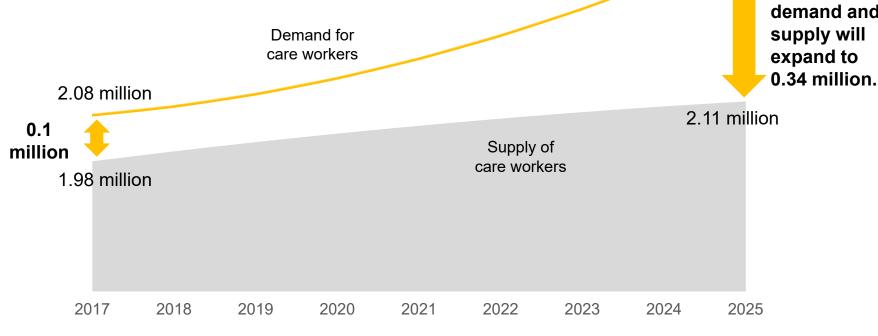
2



- 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.







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

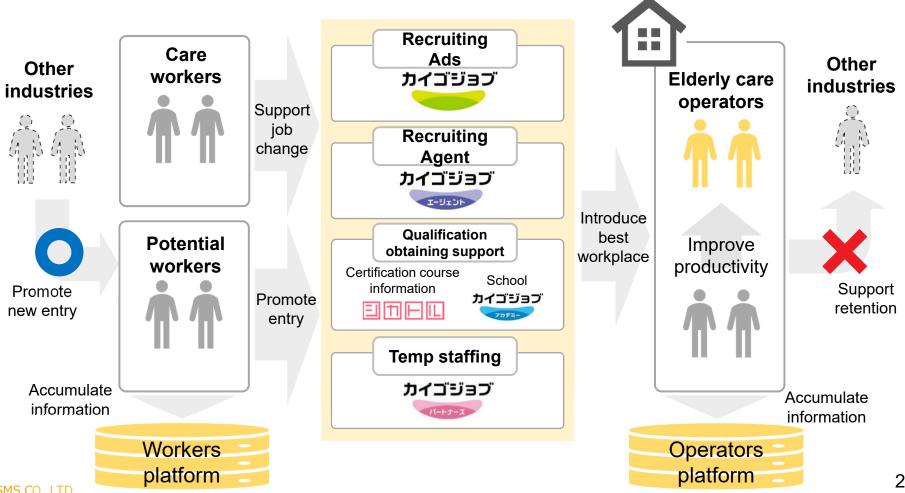
22

2 ② Diversify Services - Strategy of Elderly Care Career



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.

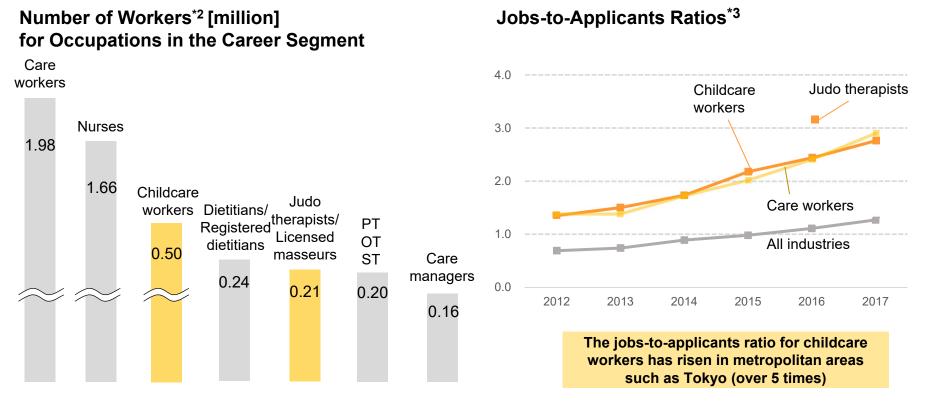


③ Increase Occupation Coverage



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^{*1} in FY03/18 by M&A and launched RAG for childcare workers in FY03/19 by ourselves.



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

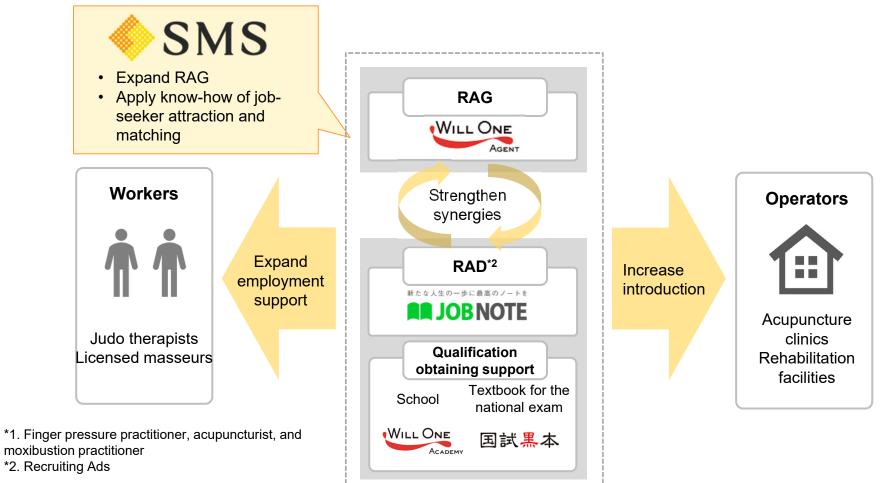
*2. Sources: Care workers/Care managers: MHLW 2017, Nurses: Japanese Nursing Association 2016, Childcare workers/Dietitians/Licensed dietitians: SMS estimates based on MHLW data 2017, Judo therapists/Licensed masseurs: SMS estimate based on MHLW data 2016, PT/OT/ST: MHLW 2017 *3. Source: MHLW

2



✓ Acquired WILLONE in Nov. 2017.

 Accelerate its growth by applying SMS's know-how and expanding Recruiting Agent (RAG) service.



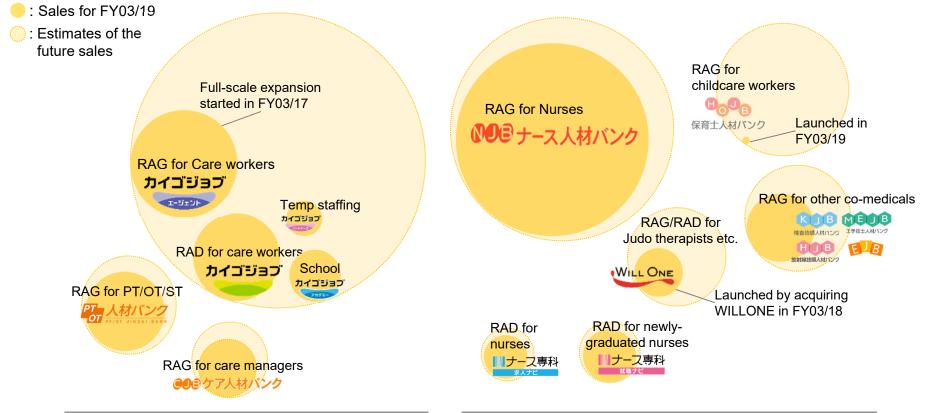
2 Growth Scenario



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*1*2



Elderly Care Career : 7,974 JPY million^{*3}

Medical Care Career : 12,423 JPY million^{*3}

*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

26



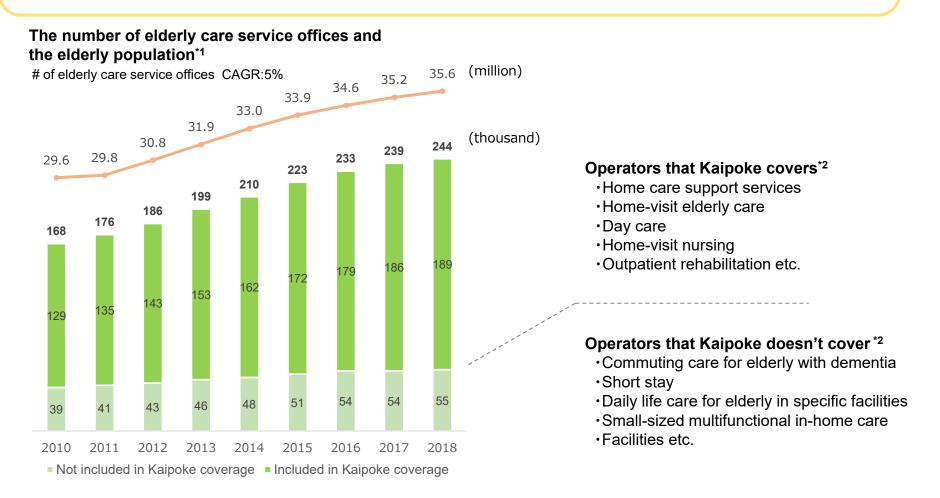
Kaipoke

Environment : Elderly Care Operators

2



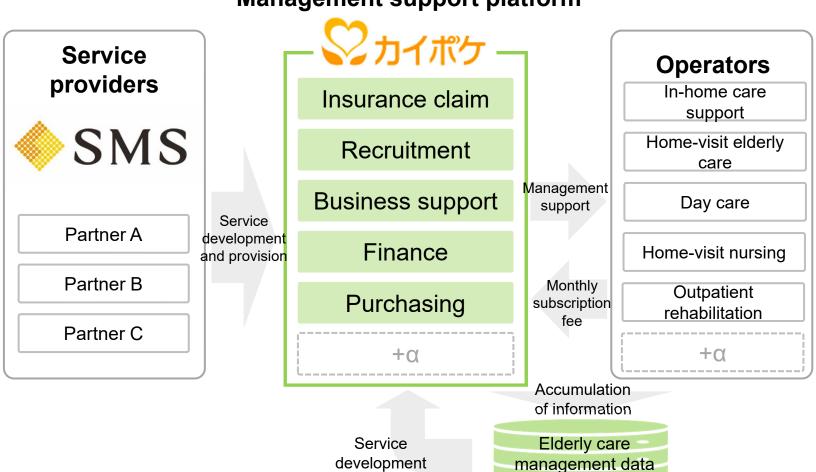
The number of elderly care operators continues to increase as the population ages.







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.

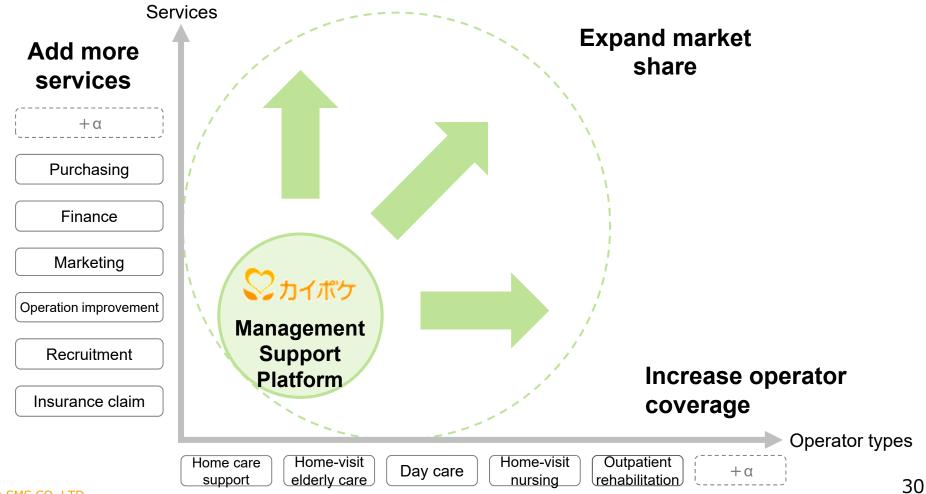


Management support platform

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.



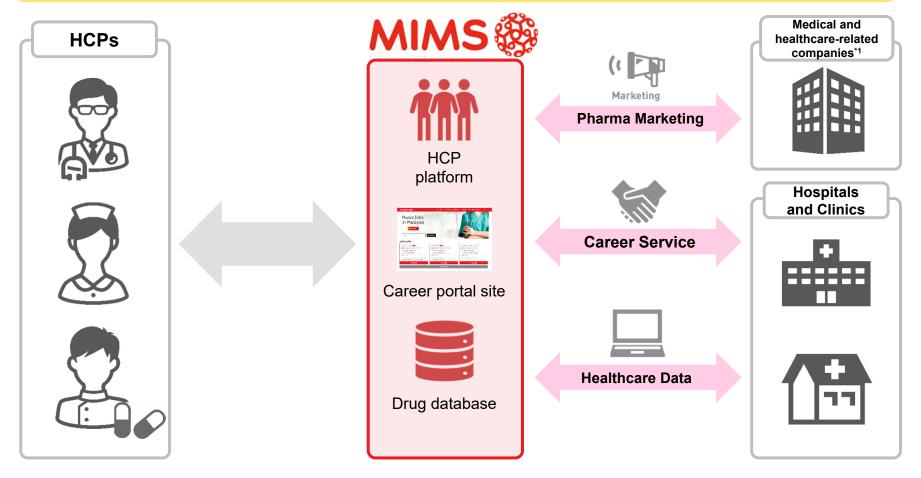


Overseas Business





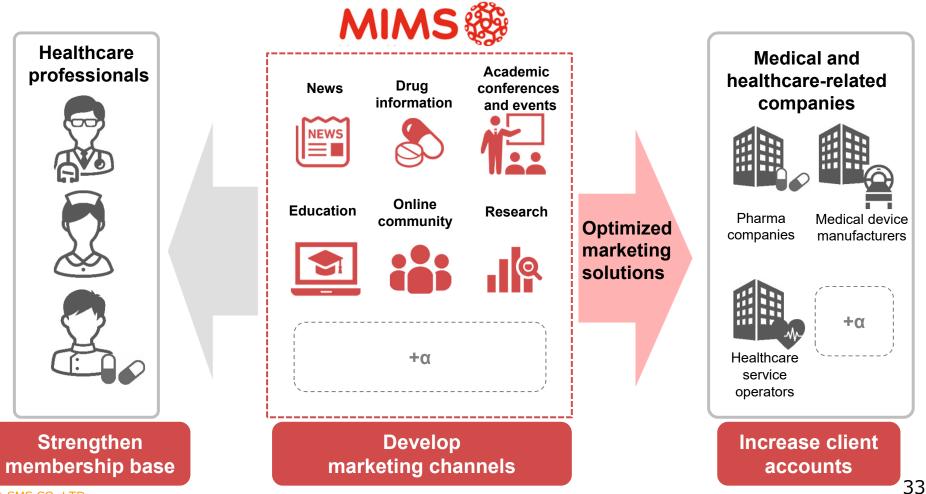
Overseas businesses are built on the strengths of MIMS, which include its overwhelming brand value in Asia and Oceania, enormous membership base of healthcare professionals (HCPs), and strong relationships with medical and healthcare-related companies and hospitals.







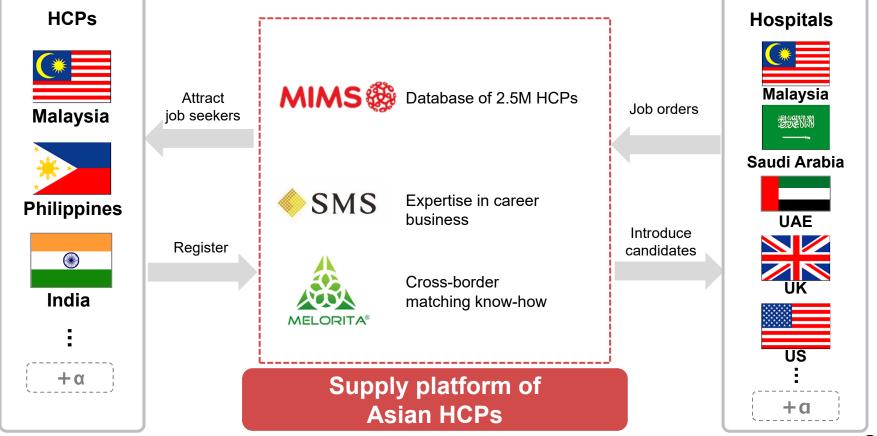
Maximize the value as a marketing platform and provide optimized solutions to meet customer needs by strengthening the membership base, increasing client accounts and developing marketing channels.



Strategy of Overseas Business 3/3 (Global Career Business)



- Accelerate the growth of Global Career Business by combining MIMS's healthcare professional (HCP) database, SMS's expertise in career business and Melorita's cross-border matching know-how.
- Establish a dominant position as the leading supplier of Asian HCPs to both inside and outside the region.



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2



New Business





✓ Develop new businesses mainly in Healthcare and Senior Life.

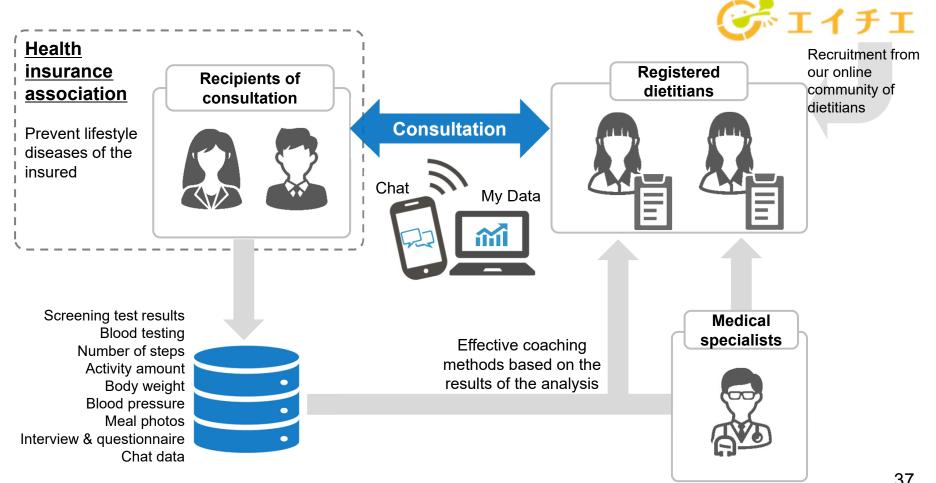
 Capture the growing needs for prevention of diseases and services not covered by public insurance schemes.

Domains	Outline	Services
Healthcare	Services such as health guidance, disease prevention, and industrial health services etc.	Preventive solution of lifestyle diseasesHealth guidance solutionRemote industrial health serviceInformation portal of industrial health servicePreventive solution for workforce departure due to family care
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 familiesHome-delivered meals search siteInformation portal of housing for the elderlyでいたすうな#ef##サイトInformation of funeral companiesInformation of funeral companiesInformation of funeral companies





Provide remote health guidance services to health insurance associations^{*1}.
 Contribute to prevent lifestyle diseases of employees through effective health guidance.

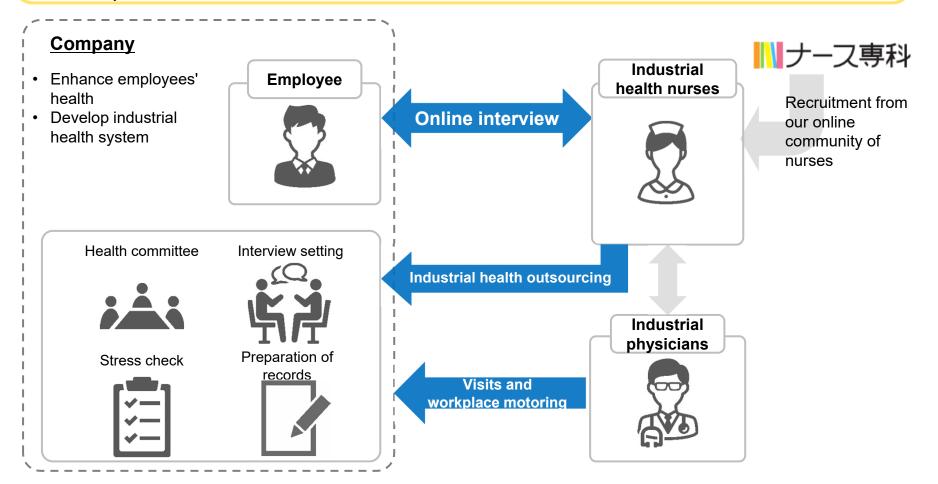


[©] SMS CO.,LTD.*1. In Japan, employees and their dependents are usually enrolled to public health insurance by joining the health insurance association of the employers.

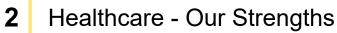
Healthcare - Remote Industrial Health Service



- 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.

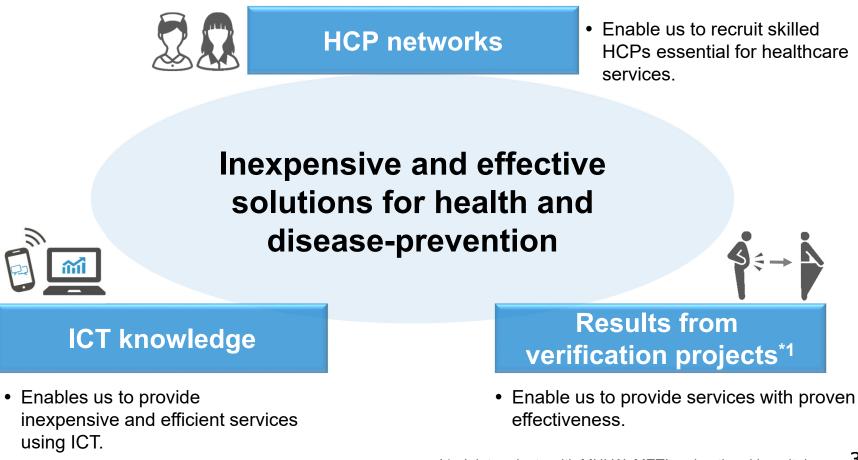


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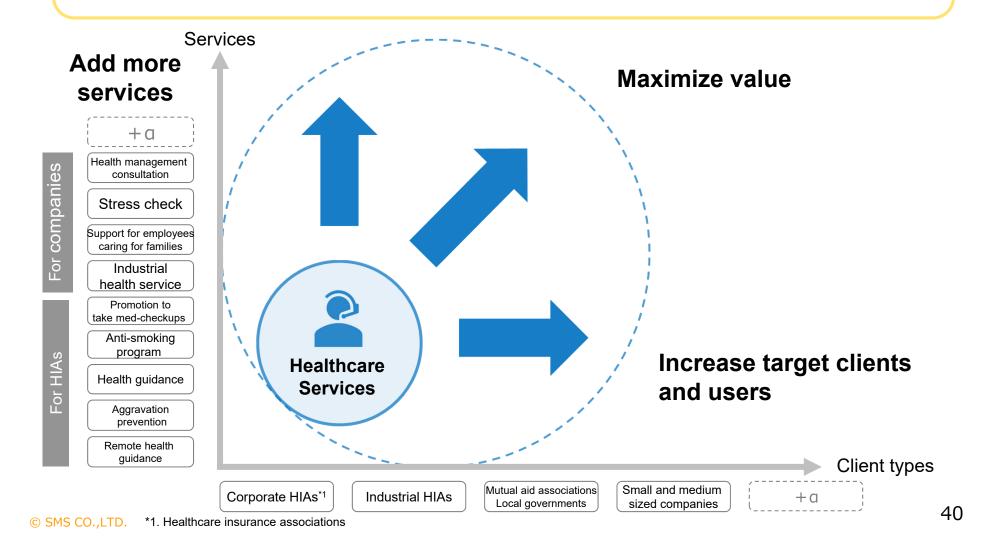
Leveraging our strengths in healthcare professional (HCP) networks, ICT knowledge, and proven results from verification projects conduced with ministries and national agencies, we provide inexpensive and effective solutions for health and disease-prevention.



2 Strategy of Healthcare



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

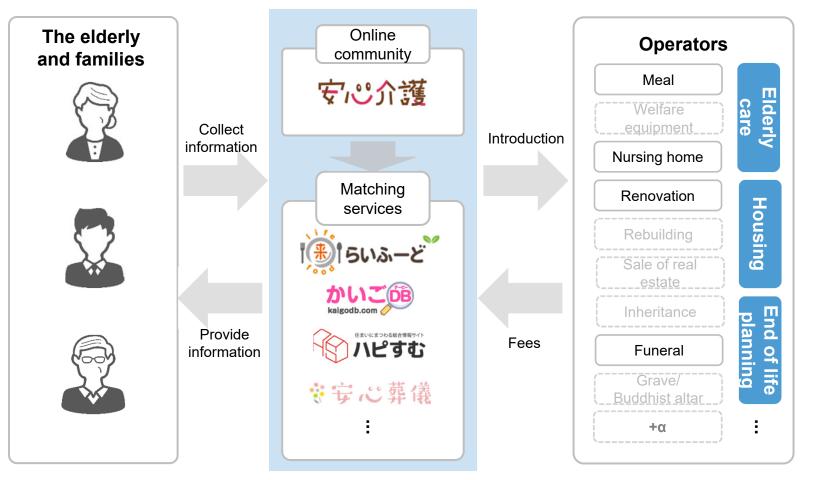


2 Strategy of Senior Life

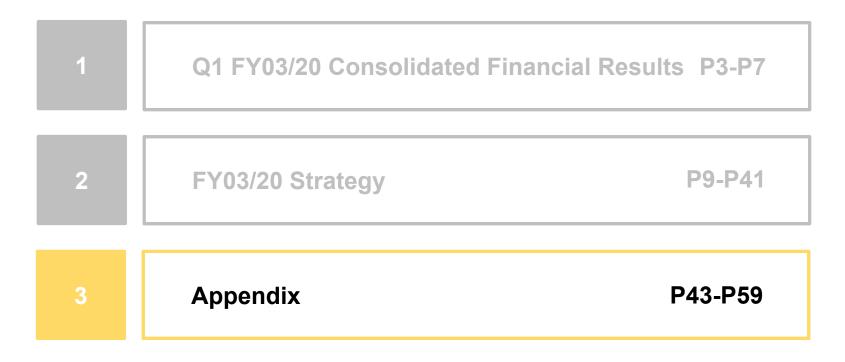


✓ Develop services to connect operators and end users to meet various needs in the aging society, such as elderly care, housing, and end of life planning.

 Contribute to improve the quality of lives of the elderly and their families by helping them make better decisions.









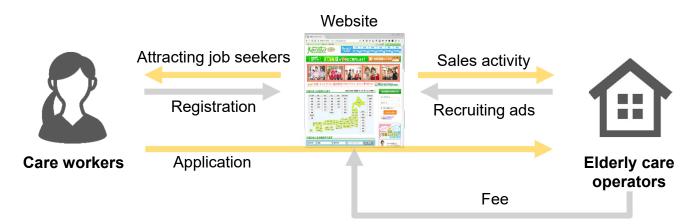
Business model of Recruiting Agent

Receive a certain percentage of an annual salary from a hiring business operator



Business model of Recruiting Ads

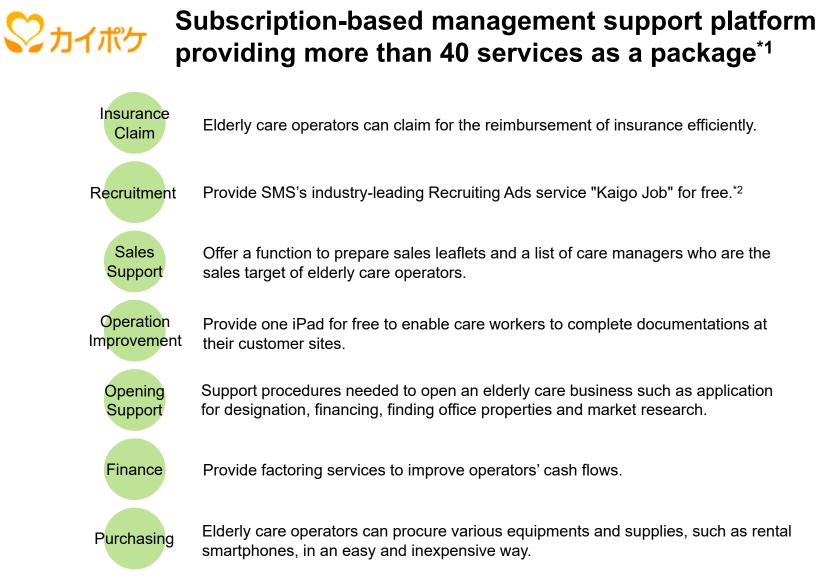
Receive a fee for each application for a job via our Recruiting Ads website.



4

4





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

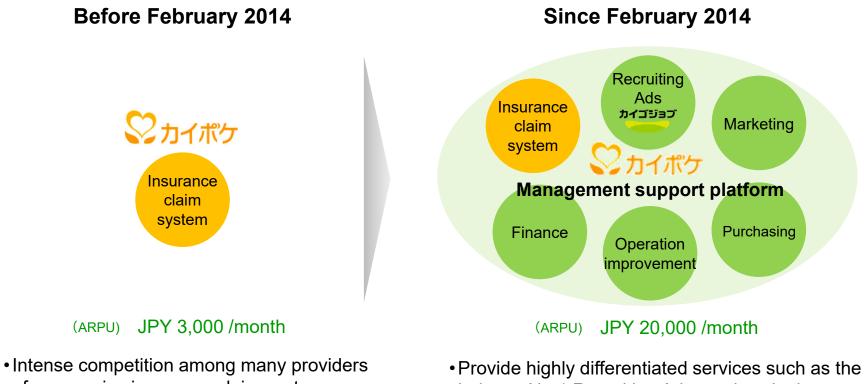
*2. Charged for some types of occupations.





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.



of on-premise insurance claim systemSMS entered the market as a discounter

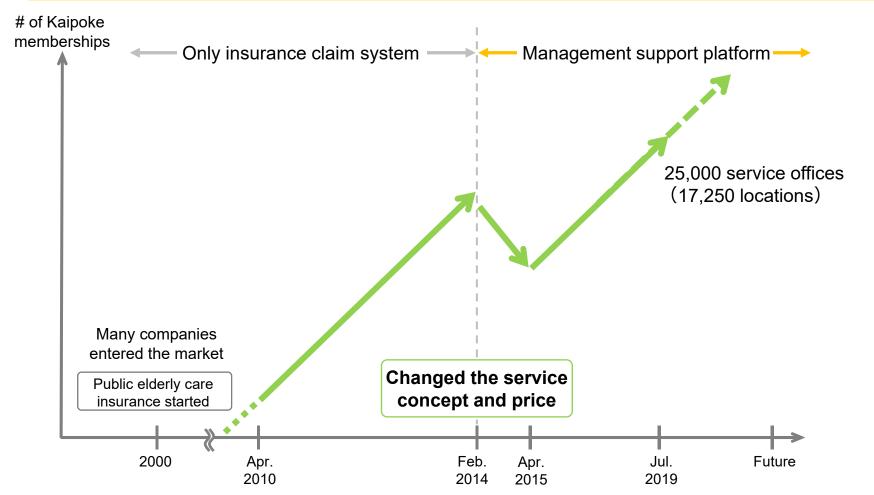
with ASP^{*1} type service

industry No.1 Recruiting Ads service via the management support platform.





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



4 MIMS Group Profile





MIMS group profile



Founded	1963							
Business	 Pharma Marketing Healthcare Data Career Service 							
Global coverage	15 countries and regions in Asia and Oceania							
Number of memberships	2.5 million							
Acquisition date	Oct. 7, 2015							





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.

1.Overwhelming brand value

- 50 years of history
- Utilized by healthcare institutions/HCPs to get drug information on a daily basis



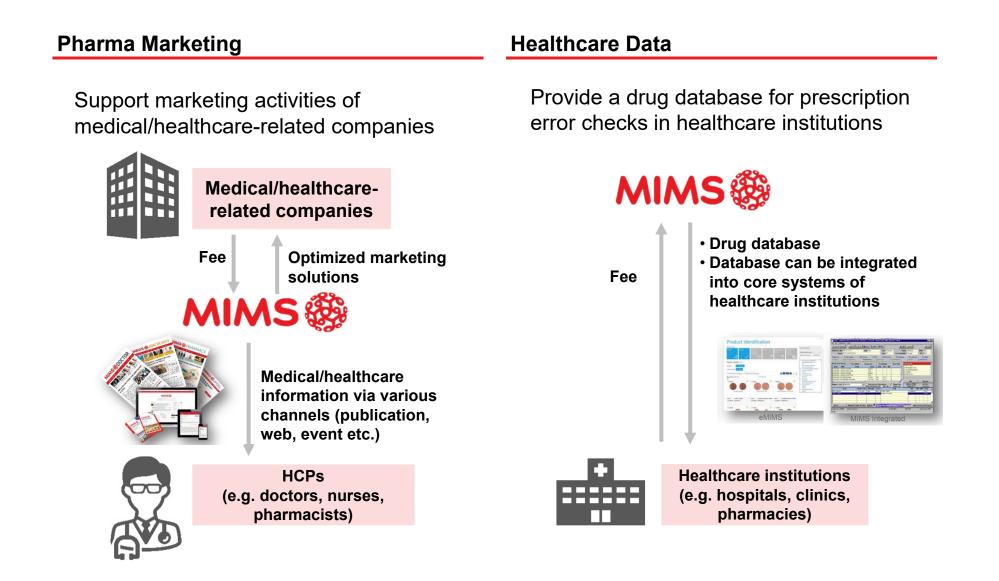
2.Strong membership base of HCPs

• 2.5 million HCP memberships

3.Business relationships with pharma companies

 Most manufacturers of new drugs in the region post information of their drugs on MIMS's database









 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

	FY0	FY03/20						
Q1	Q2	Q3	Q4	Q1	Q2	•••		
Apr-Jun P/L	Jul-Sep P/L	Oct-Dec P/L	Jan-Mar P/L	Apr-Jun P/L	Jul-Sep P/L			
Jan-Mar P/L	Apr-Jun P/L	Jul-Sep P/L	Oct-Dec P/L	Jan-Mar P/L	Apr-Jun P/L	•••		

: SMS consolidated P/L (excl. MIMS) I MIMS P/L



Sub- Segment	Category			Services		
Elderly	Services for care workers	RAD ^{*3} for care workers דבניביב דר	RAG ^{*3} for care workers カイゴジョブ ^{T-ジェント}	Temporary staffing for care workers カイゴジョブ	Elderly care certification course カイゴジョブ	Certification course information
Care Career	Others	RAG for PT/OT/ST	RAG for care managers <u> </u> <i>●</i>●● ケア人材バンク 	Web community for care managers ケアマネドットコム		
Medical Care	RAG services	RAG for nurses いうごナース人材バンク RAG for childcare workers ほうこう 保育主人材バンク	RAG for dietitians	RAG for radiological technologists 使し 度 放射線技師人材バンク	RAG for medical technologists 後直拉師人切バンウ	RAG for clinical engineers
Career	Others	RAD for nurses が ナース専科 マルナビ RAD for Judo therapists etc. またな人生の一歩に最高のノートを JOBNOTE	RAD for newly-graduated nurses ・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・	Scholarship information portal 看護奨学金Navi National examination reference book for Judo therapists etc. 国武黑本	Web community for nurses and student nurses ・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・	Information portal for hospital admin. managers 師じむコム

*1. As of Mar. 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

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Segment			Services		
Kaipoke	Management support platform for elderly care operators いたがった				
Overseas	Drug information service for healthcare professionals and (Ma institutions MIMS	RAG ^{*1} for nurses alaysia and Saudi Arabia, etc ₩■CONTX	Career related service for nurs c.) (South Korea) 11 너스케입	ses Medical ad ser (Philippines, Indonesia	
New Business	Preventive solution of lifestyle diseases 家部医・管理業主による 遠隔チャット指導 Health maintenance /promotion support for women <i>CLADY to GO!</i> Web community for dietitians	Health guidance solution 新聞:管理業業上による 遠隔チャット指導 Information portal of diabetes * 糖尿病ねっと Q&A site on health		Information portal of industrial health service デザンチェ Solution for dementia prevention WCIFクター監修 認トレ	Preventive solution for workforce departure due to family care ひリモート介護相談 Habituation support of dementia prevention ぼう チャレンジ
	<mark>Gデェイチェ</mark> Web community for people caring for their families 安ご介護	R なるカラ Home-delivered meals search site	ナーフ専科 🍰 Information portal of housing for the elderly	 介護マスト Housing renovation operators search site アピすむ 	Information of funeral companies ず守で葬儀

*1. Recruiting Agent



4 History of Service Launces 1/4



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/
RAG	for care	manager	s: Care Ji	nzai-ban	<mark>k</mark> May 20	03										
Ce	rtification	course ir	formatio	n: <i>Shikato</i>	əru Nov.	2003										
1	RAD for	care worl	kers: <i>Kai</i> g	jo Job Ma	ar. 2004											
rly e ⊧er			We	b commu	nity for c	are mana	gers: <i>Ca</i> l	re Mane.	com Sep.	2006						
					RA	G for PT/	OT/ST: F	PT/OT Jir	zai-bank	Sep. 200	8					
											RAG for	care wor	kers: <i>Kai</i>	go Job Ag	gent Aug.	201
									Elde	rly care c	ertificatio	n course	Kaigo Jo	ob Acade	<i>my</i> Oct.	201
									_		ng for ca		·		_	





	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
			RÆ	AG for nu	ırses: <i>Nu</i>	rse Jinza	i-bank Se	p. 2005									
				RA	D for nur	ses: Nur	se-senka	Kyujin-n	a <i>vi</i> Jul. 20	006							
				W	eb comm	unity for	nurses a	nd studer	nt nurses	Nurse-s	enka Cor	nmunity I	Aug. 2006	3			
				R	AG for do	ctors: M	3 Career	Agent Au	g. 2006				ny split ar led to M3	nd career a	t		
					RAG fo	r pharma	cists: Ya	ku Kyari /	A <i>gent</i> Ap	r. 2007			of Dec. 2				
							F	RAD for n	ewly-gra	duated nu	ırses: <i>Nu</i>	rse-senk	a Shusyc	ku-navi F	ug. 2009		
Medica Care	I							(HR solu	ition for h	ospitals /	Apr. 2011					
Career										RAG fo	r dietitiar	s: <i>Eiyosł</i>	i Jinzai-k	ank May	2012		
										 Scho	larship in	formation	i portal: /	ango Sh	ogakukin	navi Oct.	2012
										RAG	for medic	al techno	logists: /	(ensagisl	ni Jinzai-k	ank Sep	2013
									RA	G for radi	ological t	echnolog	ists: <i>Hos</i>	hasengjs	hi Jinzai-l	o <i>ank</i> Jun.	2014
										R	AG for cl	inical eng	jineers: /	ogakugi	hi Jinzai-	<i>bank</i> Jul	2014
										Informa	ition porta	al for hos	pital adm	in. mana	gers: <i>Jim</i>	com Sep.	2014
												RAG for	Judo the	rapists e	tc.: WILL	ONE Nov	.2017
											RAG fo	r childca	re workei	s: Hoikus	shi Jinzai	bank Oc	.2018



History of Service Launces 3/4



	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
Elderl	y																
Care Operato				Mana	agement	support s	ervice fo	r elderly	care oper	ators: Ka	<i>ipoke</i> Jul	. 2006					
									-								
									(Soi	uth Korea	i) Career	related s	ervice for	nurses:	Nurscape	Sep. 20	11
Overse	as											M	edical ad	services	Jan. 201	5	
								Drug info	rmation s	ervice fo	r healthca	are profe	ssionals a	and institu	itions: <i>MI</i>	<mark>MS</mark> Oct.	2015
														Global ca	roor son	rice Jun. :	2017
				Inform	nation po	rtal of ho	using for	the elde	rly: <i>Kaigo</i>	DB Jul. 2	2006						
							Web	commun	ity for peo	ple carin	g for thei	r families	. Anshin	Kaigo Ju	n. 2009		
New									Web	commun	ity for die	titians: <i>E</i>	<i>ichie</i> Jun	. 2011			
Busine	SS								Infor	mation p	ortal of d	ementia:	Ninchish	o <i>Net</i> Au	g. 2011		
											Но	me-delive	ered mea	l search	site: <i>Lifoc</i>	d Nov. 2	013
											Q&	A site on	health: <mark>/</mark>	larukara	Dec. 201	3	→





	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
												•					
								W	/eb comm	nunity for	manage	rs of elder	ly care o	perators	Kaigo M	<i>ust</i> Feb.	2015
										Onli	ne acade	mic medi	a for nurs	ses: Nurs	e Senka	Plus Apr.	2016
										Ηοι	using ren	ovation op	perators s	search si	e: <i>Hapis</i> ı	<i>ımu</i> Apr.	2016
											Info	rmation p	ortal of d	iabetes:	Tonyobyc	Net Jul.	2016
											ç	Solution fo	or demen	tia preve	ntion: Nin	tore Apr.	2017
New									Preve	ntive solu	ition of lif	estyle dis	eases: R	emote C	hat Guida	<mark>nce</mark> Apr.	2017
Busine	55								Hab	ituation s	upport of	dementia	a prevent	ion: <i>Nint</i> o	ore Challe	nge Oct.	2017
											Health gu	iidance so	olution: R	emote C	hat Guida	ance Oct.	2017
											Informa	tion of fur	neral con	panies:	Anshin S	b <i>ugi</i> Mar.	2018
									Hea	lth maint	enance/p	romotion	support f	or wome	n: <i>Lady to</i>	Go Dec	. 2018
										Remot	e industri	al health	service: <i>I</i>	Remote S	Sangyo H	oken Apr	2019
										Info	ormation	portal of ir	ndustrial	health se	rvice: <mark>Sa</mark>	nchie Api	. 2019
							Prevent	ive soluti	on for wo	rkforce d	eparture	due to fa	mily care	Remote	Kaigo S	odan July	2019 56







4 Historical Financial Results

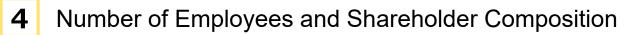


	(JPY millio														million)	
	FY03	FY04	FY05	FY06	FY07	FY08	FY09	FY10	FY11	FY12	FY13	FY14	FY15	FY16	FY17	FY18
Net Sales	58	383	835	1,545	2,715	5,177	7,172	7,618	8,692	10,181	12,046	15,056	19,069	23,054	26,611	30,836
Operating Income	▲5	52	109	269	426	1,230	1,261	1,480	1,519	1,570	1,730	2,079	2,756	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

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*1. Past stock splits are taken into account for EPS and DPS calculation.

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

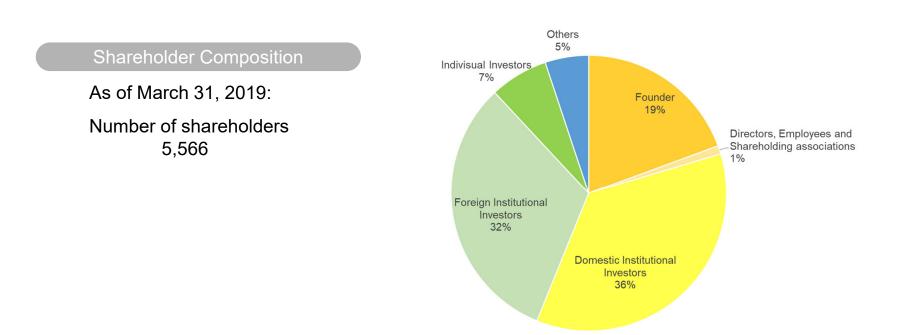




Number of Employees

As of June 30, 2019:

Employees (consolidated)	2,848
Japan	2,110
Overseas	738



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 June 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 Phone: +81-3-6721-2403