

# Quarter 3, FY2018 (Jan. to Sep. 2018)

### MonotaRO Co., Ltd. www.monotaro.com

# 1. Company Profile

| MonotaRO means            | <ul> <li>Maintenance, Repair, and Operation</li> <li>"The sufficient number of products" in Japanese</li> <li>Like "Momotaro," fight against unfair-old distribution system</li> </ul>      |
|---------------------------|---|
| MonotaRO Business         | <ul> <li>Providing MRO products through Internet and catalogs,<br/>targeting small to mid-sized domestic manufacturers which<br/>are not treated well by conventional retailers.</li> </ul> |
| MRO products              | <ul> <li>Cutting tools/Safety products/Bearings/Fasteners/Industrial<br/>equipment (number of product SKU 17 million)</li> </ul>  |
| Number of Customers       | <ul> <li>Approximately 3.0 million</li> </ul>   |
| Capital Stock             | <ul> <li>1.97 billion JPY or 17.3 million USD (USD1=JPY113.57)</li> </ul>   |
| Number of Employees       | <ul> <li>2,015 including 459 regular employees<br/>(as of Sep. 30, 2018 consolidated)</li> </ul>  |
| Head Office               | <ul> <li>Amagasaki-city, Hyogo Prefecture</li> </ul>  |
| Major Distribution Center | <ul> <li>Amagasaki-city, Hyogo Prefecture</li> <li>Kasama-city, Ibaraki Prefecture</li> <li>Sapporo-city, Hokkaido Prefecture</li> </ul>  |

# 2. Product Category

- Safety Protection, Wear, Shoes
- Logistic, Packing & Handling Material, Safety Signs
- Office, Tape, Cleaning
- Cutting Tools, Abrasives
- Measuring & Surveying Tools
- Hand Tools, Power Tools, Pneumatics Tools
- Chemicals, Adhesive, Welding
- Hydraulics, Pneumatics, Hose
- Bearing, Mechanical Parts, Caster
- Electrical Parts, Control Equipment, Solder, Anti-static Elec.
- Construction, Painting, Interior
- Air Conditioning, Electric Facilities, Piping, Plumbing
- Screws, Bolts, Nails, Material
- Auto, Cargo Truck Maintenance & Parts (May 2008-)
- Motor Bike, Bicycle Maintenance & Parts
- Laboratory (Oct. 2010-)
- Kitchen Equipment & Supplies (May 2014-)
- Agricultural Equipment & Supplies (May 2014-)
- Medical & Nursing care Equipment & Supplies (May 2015-)



# 3. Strength

#### After (MonotaRO) **Before (Conventional Suppliers) Efficient Sales through Internet** Labor Intensive and localized & Sales through internet, realizing economies of scale. Efficient promotions, leveraging IT, and cutting-edge & small sized data-base marketing. **One-Price Policy** Providing same price to all customers on web site. Individual and unclear price Customers trust in open, fair, and proper prices and are free from bothers in asking quotes every time. **Product Availability** Limited product availability Selling more than 17 million items; 505 thousand items are available for same day shipment. and small selection 388 thousand items out of the same day shipment products are in inventory. **Private Label Brand and Direct Import Products** Sell mainly National Brand Introducing private label brand and direct import products products, so that customers can choose the best one to meet their needs among guite a few options.

# 4. Marketing

- 1. Customer Acquisition
  - Search engine marketing (SEO and paid search)
  - Sending direct e-mail, flyers, and faxes to prospects
  - Broadcasting CM
- 2. Website
  - Recommendations and personalized contents
- 3. Direct e-mail, Flyers, and Faxes
  - Semi-personalized contents
- 4. Direct Mail Flyers
  - Small batches of on-demand printed flyers with DTP
- 5. Catalog
  - 19 separate volumes for better targeting
- 6. Data Mining and Campaign Management
  - Personalized promotion for more effectiveness and efficiency

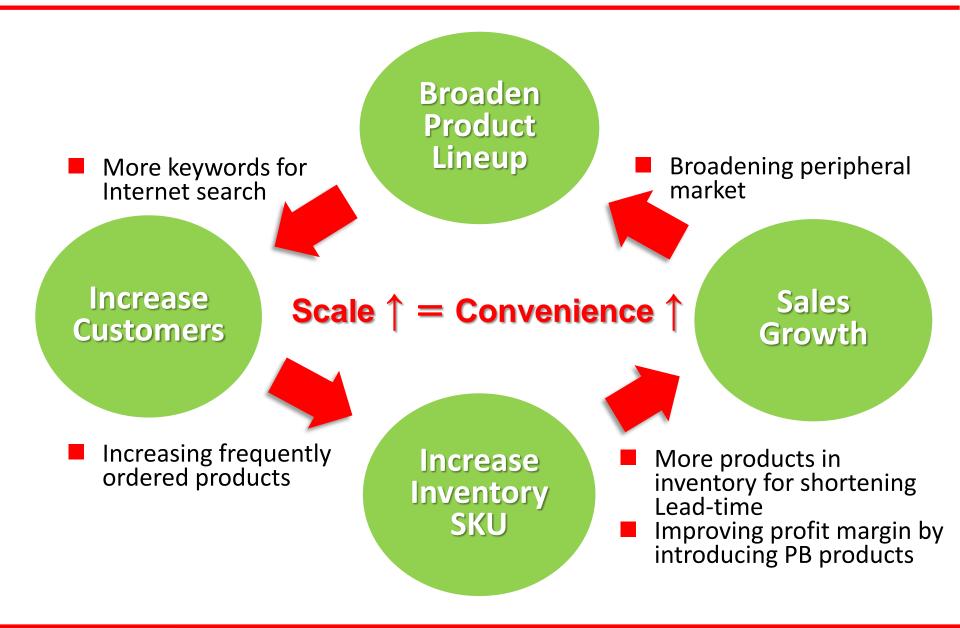




### 5. Procurement

- Enhancement of Product Sources
  - Developing new suppliers and new products through various channels
- Direct Import and Private Brand Products
  - Higher margin with national brand quality maintained
  - Unique-competitive advantage

## 6-1. Growth – Development Cycle



### 6-2. Growth – Industrial Beachhead Expansion

| 2002 | <ul> <li>Started with small-to-mid sized manufacturing companies, iron works, metal works, and<br/>machine assembly companies</li> </ul>   |
|------|--|
| 2008 | Entered automotive aftermarket   |
| 2009 | <ul> <li>Entered independent contractor market</li> </ul>  |
| 2010 | <ul> <li>Introduced laboratory products</li> <li>Started US business with providing consulting service to Zoro Tools</li> <li>Business with large corporations started to grow</li> </ul>  |
| 2011 | <ul> <li>Established Tagajyo Distribution Center in Miyagi Prefecture</li> </ul>   |
| 2013 | <ul> <li>Started South Korean business by establishing a subsidiary NAVIMRO</li> </ul>   |
| 2014 | <ul> <li>Established Amagasaki Distribution Center in Hyogo Prefecture</li> <li>Expanded product lineup: agricultural equipment and kitchen equipment</li> <li>Introduced "MonotaRO One Source" procurement system for large corporations</li> </ul>   |
| 2015 | <ul> <li>Introduced medical &amp; nursing care equipment category</li> </ul>   |
| 2016 | <ul> <li>Started Indonesian business by acquiring majority (51%) of PT MONOTARO<br/>INDONESIA and consolidated to MonotaRO's in Q4</li> </ul>  |
| 2017 | <ul> <li>Established Kasama Distribution Center in Ibaraki Prefecture</li> <li>Introduced simplified and easy-installation system "MonotaRO One Source Lite" for large corporations</li> <li>Closed Tagajyo Distribution Center</li> <li>Established Hokkaido Distribution Center</li> </ul> |
| 2018 | <ul> <li>Established a real shop in Saga Prefecture for demonstration experiment</li> <li>Launched business in Shanghai, China</li> <li>Number of Accounts exceeded 3.0 million</li> <li>Product lineup SKU exceeded 1.7 million</li> </ul>  |

# 7-1. (Non-consolidated) 2018Q3 Financial Result Outline P/L 1/2

#### Sales: 75,987 million JPY (YonY +23.8%, A/F +0.9%)

- Improving listing ad., working on search engine optimization (SEO), broadcasting new version of TV ad., expanding number of product lineup (4 million products added this year and reached 17 million), etc. contributed to acquiring new customers (454 thousand this fiscal year). Due to expanding effect of campaign for raising usage frequency (started in Mar. 2017), favorable economic condition, etc. sales to existing customers increased, and monotaro.com sales exceeded last year and Plan.
- Number of new customers of large corporations increased, and sales exceeded last year and Plan.

| J         | Jan. – Sep. 2017 Result |      |              |             | - Sep. 2018 | Plan         | Jan. – Sep. 2018 Result |       |      |     |              |
|-----------|-------------------------|------|--------------|-------------|-------------|--------------|-------------------------|-------|------|-----|--------------|
| No. Corp. | Million JPY             | YonY | /Total Sales | Million JPY | YonY        | /Total Sales | No. Corp. Million JPY   |       | YonY | A/F | /Total Sales |
| 410       | 6,230                   | +57% | 10.2%        | 9,150       | +46%        | 12.2%        | 581                     | 9,500 | +52% | +3% | 12.5%        |

- Gross Profit: 22,684 million JPY (YonY +18.6%, A/F △0.2%)
  - Gross Profit (GP%) vs. last year △1.2 pt. Increase in NB/domestic goods sales ratio, wider gaps in sales and profit growths between MonotaRO and business subject to consulting/ royalty, etc. resulted in lower product GP% by 0.6 pt. Delivery charge hike, etc. increased delivery cost ratio by 0.6 pt.
  - GP% vs. Plan Δ0.3 pt. Expanded effect of campaign for raising usage frequency, delivery charge hike, higher number of boxes due to increased orders of large-sized products, etc. resulted in higher delivery cost ratio by 0.2 pt. Product GP% was 0.1 pt. lower due mainly to decrease in consulting/ royalty received.

#### SG&A Expense: 12,183 million JPY (YonY +18.3%, A/F △1.3%)

- SG&A Expense % vs. last year △0.8 pt. Costs for launching new DC not incurred this year and increase in sales, etc. caused SG&A Exp.% to be lower than last year.
- SG&A Exp.% vs. Plan △0.4 pt. Amagasaki DC's higher operation level (low productivity caused by weather/ fierce heat and by increased orders of large-sized products), etc. caused Outsourcing Exp.% to increase. Other SG&A Exp.%, however, were below Plan (including partial Mailing Exp. to be incurred in Q4 for delay in catalog shipment as large typhoon hit), and this resulted in lower SG&A Exp.% total.
- Operating Income: 10,500 million JPY (YonY +19.1%, A/F +1.1%)

■ Net Income: 7,213 million JPY (YonY +15.4%, A/F △0.0%)

- Tax benefit granted last year for investment in Kasama DC for high-productivity is not applicable this year, resulting in higher tax % this year and in lower Net Income (NI) % than last year by 0.7 pt.
- Despite Op. Income % equal to Plan, balance-gap in Plan and actual tax % between 1st & 2nd Halves caused tax % higher and thus NI % 0.1pt. lower than Plan. Gap diminishes by fiscal year end.

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### 7-1. (Non-consolidated) 2018Q3 Financial Result Outline P/L 2/2

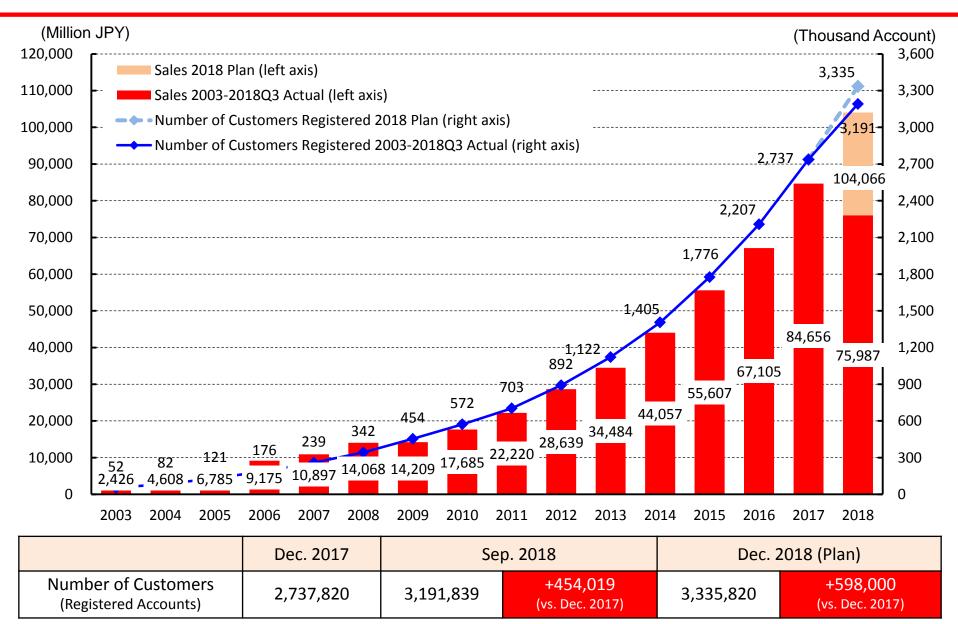
|                          | Jan. – Se<br>Resi                 |                   | Jan. – Se<br>Pla        |                   | J                       | an. – Sep<br>Resu |        |       |
|--------------------------|-----------------------------------|-------------------|-------------------------|-------------------|-------------------------|-------------------|--------|-------|
|                          | Amount<br>(million JPY)           | Ratio<br>to Sales | Amount<br>(million JPY) | Ratio<br>to Sales | Amount<br>(million JPY) | Ratio<br>to Sales | YonY   | A/F   |
| Sales                    | 61,388                            |                   | 75,338                  |                   | 75,987                  |                   | +23.8% | +0.9% |
| Gross Profit             | 19,121                            | 31.1%             | 22,734                  | 30.2%             | 22,684                  | 29.9%             | +18.6% | △0.2% |
| SG&A Exp.                | 10,301                            | 16.8%             | 12,346                  | 16.4%             | 12,183                  | 16.0%             | +18.3% | △1.3% |
| Operating<br>Income      | 8,819                             | 14.4%             | 10,388                  | 13.8%             | 10,500                  | 13.8%             | +19.1% | +1.1% |
| Current<br>Income        | 8,871                             | 14.5%             | 10,325                  | 13.7%             | 10,475                  | 13.8%             | +18.1% | +1.4% |
| Net Income<br>(Tax Rate) | 6 <b>,248</b><br>(29.5 <b>%</b> ) | 10.2%             | <b>7,213</b><br>(30.1%) | 9.6%              | <b>7,213</b><br>(31.0%) | 9.5%              | +15.4% | △0.0% |

### 7-2. (Non-consolidated) 2018Q3 Financial Result B/S

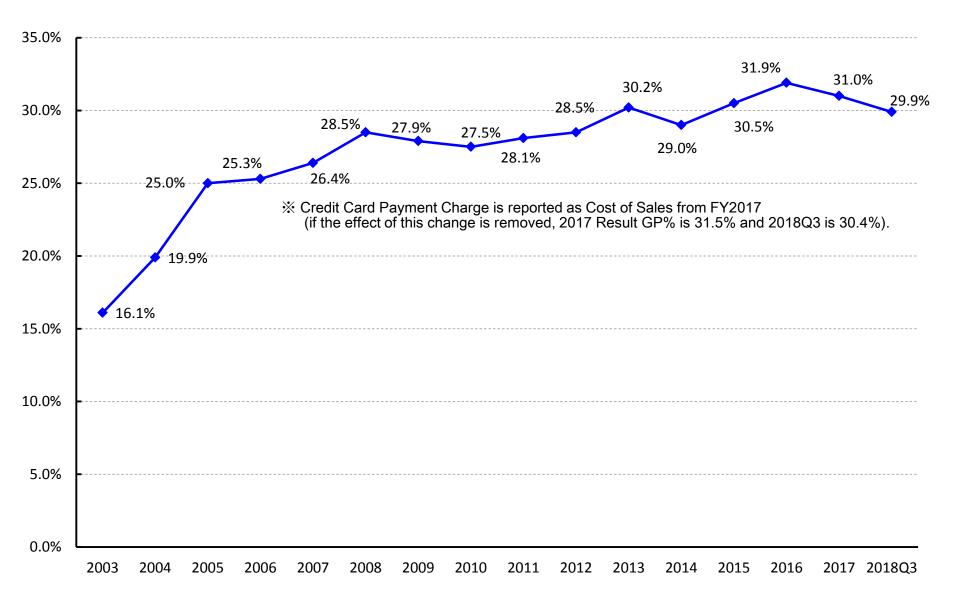
|     |                           | Sep.<br>2017 | Dec.<br>2017 | Se<br>20:   |                   |              |                               | Sep.<br>2017 | Dec.<br>2017 | Sep<br>201  |       |
|-----|---------------------------|--------------|--------------|-------------|-------------------|--------------|-------------------------------|--------------|--------------|-------------|-------|
|     |                           | Million JPY  | Million JPY  | Million JPY | Ratio             |              |                               | Million JPY  | Million JPY  | Million JPY | Ratio |
| Ass | ets                       |              |              |             |                   | Liał         | oilities                      |              |              |             |       |
|     | Cash                      | 4,703        | 8,097        | 7,715       | 16.7%             |              | Accounts<br>Payable           | 5,997        | 6,510        | 6,905       | 15.0% |
|     | Accounts<br>Receivable    | 9,576        | 9,977        | 10,969      | 23.8%             |              | Short-term<br>Debt & etc.     | 2,150        | 2,125        | 2,031       | 4.4%  |
|     | Inventory                 | 7,738        | 7,689        | 9,249       | 20.1%             |              | Others                        | 4,309        | 5,150        | 5,980       | 13.0% |
|     | Other                     | 3,664        | 3,861        | 3,962       | <mark>8.6%</mark> | Tota<br>Cur  | al<br>rent Liability          | 12,457       | 13,786       | 14,917      | 32.4% |
| Tot | al Current Asset          | 25,683       | 29,626       | 31,896      | 69.2%             | Tota<br>Liab | al Long term<br>ility         | 5,446        | 5,418        | 2,639       | 5.7%  |
|     | Tangible Fixed<br>Asset   | 10,036       | 9,852        | 9,567       | 20.8%             | Tot          | al Liabilities                | 17,904       | 19,205       | 17,557      | 38.1% |
|     | Intangible<br>Fixed Asset | 1,212        | 1,218        | 1,295       | 2.8%              | Net          | t Assets                      |              |              |             |       |
|     | Other                     | 2,832        | 2,827        | 3,347       | 7.3%              |              | areholder's<br>uity           | 21,808       | 24,281       | 28,510      | 61.8% |
| Tot | al Fixed Asset            | 14,082       | 13,898       | 14,210      | 30.8%             | Ot           | hers                          | 52           | 38           | 40          | 0.1%  |
| Tot | al Assets                 | 39,765       | 43,525       | 46,107      |                   | To           | tal Net Assets                | 21,861       | 24,320       | 28,550      | 61.9% |
|     |                           |              |              |             |                   |              | tal Liabilities &<br>t Assets | 39,765       | 43,525       | 46,107      |       |

Short-term Debt & etc. includes short-term debt & current portion of long-term debt.

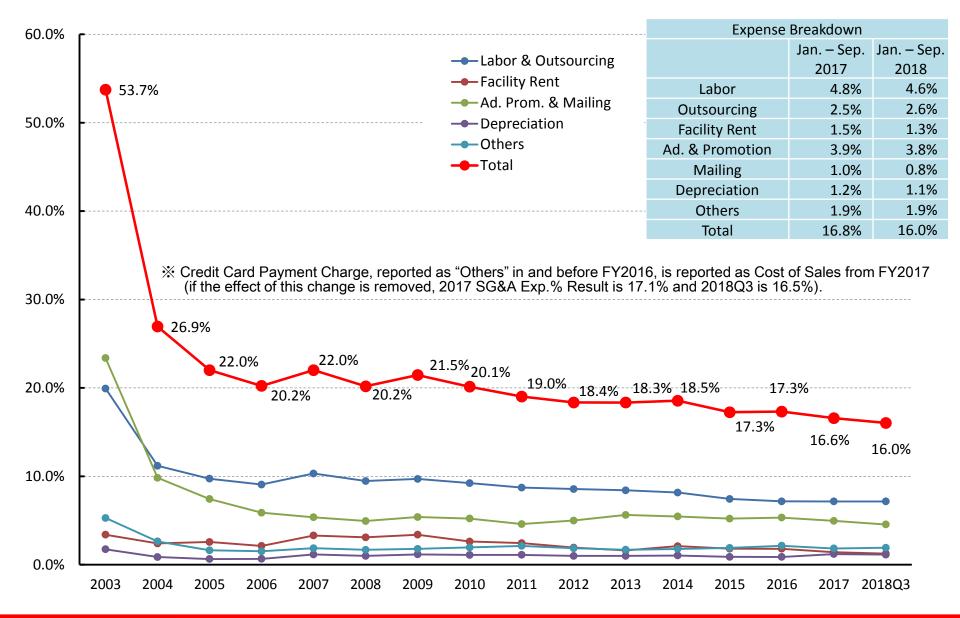
### 8-1. (Non-consolidated) Progress - Sales & Customer



### 8-2. (Non-consolidated) Progress - Gross Profit



### 8-3. (Non-consolidated) Progress - SG&A Expense



# 9-1. (Consolidated) 2018Q3 Financial Result Outline P/L 1/2

|   | Jan. – Sej<br>Resi      |                   | Jan. – Sep<br>Plan      |                   |                         |                   |        |       |
|---|-------------------------|-------------------|-------------------------|-------------------|-------------------------|-------------------|--------|-------|
|   | Amount<br>(million JPY) | Ratio<br>to Sales | Amount<br>(million JPY) | Ratio<br>to Sales | Amount<br>(million JPY) | Ratio<br>to Sales | YonY   | A/F   |
| Sales   | 64,057                  |                   | 79,055                  |                   | 78,985                  |                   | +23.3% | △0.1% |
| Gross Profit  | 19,637                  | 30.7%             | 23 <i>,</i> 556         | 29.8%             | 23,312                  | 29.5%             | +18.7% | △1.0% |
| SG&A Exp.   | 11,078                  | 17.3%             | 13,507                  | 17.1%             | 13,156                  | 16.7%             | +18.8% | △2.6% |
| Operating<br>Income                                   | 8,559                   | 13.4%             | 10,048                  | 12.7%             | 10,155                  | 12.9%             | +18.6% | +1.1% |
| Current Income  | 8,620                   | 13.5%             | 10,002                  | 12.7%             | 10,148                  | 12.8%             | +17.7% | +1.5% |
| Net Income<br>(Tax Rate)                              | 5,996<br>(30.4%)        | 9.4%              | 6,890<br>(31.1%)        | 8.7%              | 6,888<br>(32.0%)        | 8.7%              | +14.9% | △0.0% |
| Net Income<br>attributable to owners<br>of the parent | 6,053                   | 9.4%              | 6,990                   | 8.8%              | 6,986                   | 8.8%              | +15.4% | △0.1% |

# 9-1. (Consolidated) 2018Q3 Financial Result Outline P/L 2/2

### NAVIMRO (South Korea)

- Sales maintained positive YonY growth but did not achieve Plan for economic deterioration.
- Operating loss decreased YonY but exceeded Plan.

|            | Jan. –   | Sep. 2017 | 7 Result                  | Jan      | - Sep. 201 | L8 Plan                   | Jan. – Sep. 2018 Result |        |        |                           |                          |
|------------|----------|-----------|---------------------------|----------|------------|---------------------------|-------------------------|--------|--------|---------------------------|--------------------------|
|            | Mil. JPY | YonY      | YonY in<br>Local Currency | Mil. JPY | YonY       | YonY in<br>Local Currency | Mil. JPY                | YonY   | A/F    | YonY in<br>Local Currency | A/F in Local<br>Currency |
| Sales      | 2,540    | +46.0%    | +38.6%                    | 3,420    | +34.6%     | +27.1%                    | 2,820                   | +11.1% | ∆17.4% | +8.8%                     | ∆14.4%                   |
| Op. Income | △120     | _         | -                         | ∆40      | _          | _                         | △60                     | —      | -      | _                         | _                        |

#### MONOTARO INDONESIA (Indonesia)

- Sales maintained YonY growth over 50% (in local currency) but did not achieve Plan since customer acquisition Plan was not achieved.
- Operating loss was within Plan.

|            | Jan. – Sep. 2017 Result |      |                           | Jan.     | – Sep. 201 | L8 Plan                   | Jan. – Sep. 2018 Result |        |        |                           |                          |
|------------|-------------------------|------|---------------------------|----------|------------|---------------------------|-------------------------|--------|--------|---------------------------|--------------------------|
|            | Mil. JPY                | YonY | YonY in<br>Local Currency | Mil. JPY | YonY       | YonY in<br>Local Currency | Mil. JPY                | YonY   | A/F    | YonY in<br>Local Currency | A/F in Local<br>Currency |
| Sales      | 130                     | _    | _                         | 270      | +103.4%    | +102.8%                   | 190                     | +40.5% | ∆30.9% | +50.9%                    | △25.6%                   |
| Op. Income | △130                    | —    | -                         | △190     | —          | —                         | △160                    | —      | —      | -                         | _                        |

#### ZORO SHANGHAI (China)

- Established in Feb. 2018. Business launched in Jun. 2018.
- Sales were below Plan since customer acquisition Plan was not achieved.

|            | Jan. –   | Sep. 2017 | 7 Result                  | Jan. – Sep. 2018 Plan |      |                           | Jan. – Sep. 2018 Result |      |        |                           |                          |
|------------|----------|-----------|---------------------------|-----------------------|------|---------------------------|-------------------------|------|--------|---------------------------|--------------------------|
|            | Mil. JPY | YonY      | YonY in<br>Local Currency | Mil. JPY              | YonY | YonY in<br>Local Currency | Mil. JPY                | YonY | A/F    | YonY in<br>Local Currency | A/F in Local<br>Currency |
| Sales      | _        | _         | _                         | 10                    | _    | _                         | <sup>∗Note</sup> 0      | _    | ∆91.2% | -                         | ∆91.0%                   |
| Op. Income | _        | -         | _                         | △90                   | _    | -                         | △100                    | _    | -      | _                         | _                        |

%Note: Sales and profit/loss less than 10 million JPY are rounded down as shown in explanation material in Japanese language.

### 9-2. (Consolidated) 2018Q3 Financial Result B/S

|      |   | Sep.<br>2017 | Dec.<br>2017 | Sej<br>201  |       |                |                            | Sep.<br>2017 | Dec.<br>2017  | Se <sub>l</sub><br>202 |         |
|------|---|--------------|--------------|-------------|-------|----------------|----------------------------|--------------|---------------|------------------------|---------|
|      |   | Million JPY  | Million JPY  | Million JPY | Ratio |                |                            | Million JPY  | Million JPY   | Million JPY            | Ratio   |
| Ass  | ets   |              |              |             |       | Liab           | ilities                    |              |               |                        |         |
|      | Cash  | 5,315        | 8,688        | 8,559       | 18.9% |                | Accounts<br>Payable        | 6,244        | 6,829         | 7,151                  | 15.8%   |
|      | Accounts<br>Receivable  | 9,609        | 10,039       | 11,028      | 24.3% |                | Short-term<br>Debt & etc.  | 2,150        | 2,125         | 2,031                  | 4.5%    |
|      | Inventory   | 8,075        | 8,081        | 9,704       | 21.4% |                | Others                     | 4,404        | 5,249         | 6,080                  | 13.4%   |
|      | Other   | 3,754        | 3,926        | 4,021       | 8.9%  | Total<br>Curre | ent Liability              | 12,799       | 14,203        | 15,263                 | 33.7%   |
| Tota | ll Current Asset  | 26,755       | 30,736       | 33,313      | 73.5% |                | Long term                  | 5,472        | 5,441         | 2,683                  | 5.9%    |
|      | Tangible<br>Fixed Asset   | 10,059       | 9,881        | 9,591       | 21.2% |                | Liabilities                | 18,272       | 19,644        | 17,946                 | 39.6%   |
|      | Intangible<br>Fixed Asset   | 1,346        | 1,347        | 1,448       | 3.2%  | Net            | Assets                     |              |               |                        |         |
|      | Other   | 895          | 896          | 951         | 2.1%  | Shar<br>Equi   | eholder's<br>ity           | 20,571       | 23,004        | 27,007                 | 59.6%   |
| Tota | I Fixed Asset   | 12,301       | 12,125       | 11,991      | 26.5% | Othe           | ers                        | 213          | 212           | 350                    | 0.8%    |
| Tota | I Assets  | 39,056       | 42,861       | 45,305      |       | Tota           | I Net Assets               | 20,784       | 23,216        | 27,358                 | 60.4%   |
|      |   |              |              |             |       |                | ll Liabilities &<br>Assets | 39,056       | 42,861        | 45,305                 |         |
|      | Short-term Debt & etc. includes short-term debt & current portion of<br>long-term debt. |              |              |             |       |                |                            |              | nort-term deb | t & current po         | tion of |

### 9-3. (Consolidated) 2018Q3 Financial Result Outline C/F

|  | Jan. – Sep. 2017 Result<br>Million JPY | Jan. – Sep 2018 Result<br>Million JPY |
|--|--|---------------------------------------|
| Cash Flow from Operating Activity                                  |  | Willion Jr 1                          |
| Net Income before Tax  | 8,617                                  | 10,127                                |
| Increase or Decrease in Accounts Receivable                        | △2,041                                 | Δ993                                  |
| Increase or Decrease in Inventory                                  | △2,076                                 | <b>△1,638</b>                         |
| Increase or Decrease in Accounts Payable (( $	riangle$ ) decrease) | 937                                    | 338                                   |
| Tax payment  | Δ3,373                                 | △3,630                                |
| Others   | 468                                    | 2,015                                 |
| Total  | 2,531                                  | 6,218                                 |
| Cash Flow from Investing Activity                                  |  |                                       |
| Acquisition of Tangible Assets                                     | ∆3,206                                 | $\Delta$ 156                          |
| Acquisition of Intangible Assets                                   | △438                                   | Δ455                                  |
| Others   | 521                                    | $\Delta 68$                           |
| Total  | ∆3,123                                 | △680                                  |
| Cash Flow from Financing Activity                                  |  |                                       |
| Repayments of Long-term Loans                                      | $\triangle 168$                        | △2,094                                |
| Cash Dividends Paid  | △2,470                                 | △2,970                                |
| Proceeds from Sales and Leasebacks                                 | 2,440                                  | _                                     |
| Repayments of Lease Obligations                                    | Δ1,117                                 | △841                                  |
| Others   | _                                      | 276                                   |
| Total  | △1,317                                 | △5,629                                |
| Currency Exchange Adjustment                                       | Δ3                                     | Δ37                                   |
| Net Increase or Decrease in Cash and Cash Equivalent               | △1,913                                 | △129                                  |
| Cash and Cash Equivalent at Beginning of Period                    | 7,229                                  | 8,688                                 |
| Cash and Cash Equivalent at End of Period                          | 5,315                                  | 8,559                                 |

### 10-1. (Non-consolidated) FY2018 Plan – P/L

|                          | FY2017 Re        | sult           | F                 | Y2018 Plan     |        |
|--------------------------|------------------|----------------|-------------------|----------------|--------|
|                          | Million JPY      | Ratio to Sales | Million JPY       | Ratio to Sales | YonY   |
| Sales                    | 84,656           |                | 104,066           |                | +22.9% |
| Gross Profit             | 26,204           | 31.0%          | 31,405            | 30.2%          | +19.8% |
| SG&A Exp.                | 14,035           | 16.6%          | 16,736            | 16.1%          | +19.2% |
| Operating<br>Income      | 12,168           | 14.4%          | 14,668            | 14.1%          | +20.5% |
| Current Income           | 12,177           | 14.4%          | 14,590            | 14.0%          | +19.8% |
| Net Income<br>(Tax Rate) | 8,699<br>(28.5%) | 10.3%          | 10,292<br>(29.4%) | 9.9%           | +18.3% |

### 10-2. (Consolidated) FY2018 Plan – P/L

|   | FY2017 Re        | esult          | FY2018 Plan      |                |        |  |  |
|---|------------------|----------------|------------------|----------------|--------|--|--|
|   | Million JPY      | Ratio to Sales | Million JPY      | Ratio to Sales | YonY   |  |  |
| Sales   | 88,347           |                | 109,469          |                | +23.9% |  |  |
| Gross Profit  | 26,929           | 30.5%          | 32,604           | 29.8%          | +21.1% |  |  |
| SG&A Exp.   | 15,091           | 17.1%          | 18,355           | 16.8%          | +21.6% |  |  |
| Operating<br>Income                                   | 11,837           | 13.4%          | 14,249           | 13.0%          | +20.4% |  |  |
| Current Income  | 11,858           | 13.4%          | 14,191           | 13.0%          | +19.7% |  |  |
| Net Income<br>(Tax Rate)                              | 8,378<br>(29.3%) | 9.5%           | 9,894<br>(30.2%) | 9.0%           | +18.1% |  |  |
| Net Income<br>attributable to owners<br>of the parent | 8,464            | 9.6%           | 10,044           | 9.2%           | +18.7% |  |  |



### 11-1. Fiscal Year 2018 Business Strategy Q3 status 1/2

#### Net Shopping Business (monotaro.com)

- Expanding Customer Base
  - Number of new customers acquired in Q1-Q3 period is above Plan. Continuing to improve listing ad. and SEO and to expand number of product lineup (currently over 17 mil.) to attain new customer acquisition Plan of 598 thou. by the end of 2018.
- Expanding Sales to Existing Customers
  - Increasing sales per customer by enhancing customer convenience with shortening lead-time through expanding number of inventory (currently 388 thou. SKU, Plan 400 thou. SKU) and improving distribution network, etc.
- Large Corporation Business (number of corporations as of Sep.30, 2018)
  - All corporations connected: 581 (+152 since Dec.31, 2017)
    Introduced MonotaRO One Source: 12 (+0 since Dec.31, 2017), 2 considering
  - Introduced MonotaRO One Source Lite: 139 (+76 since Dec.31, 2017), 62 considering
- **Overseas Business** 
  - Consulting / Royalty Business
    - Grainger's ZORO business (US, Europe) strengthens business base as well as maintaining sales growth.
  - NAVIMRO (South Korea)
    - Prioritized new customer acquisition to strengthen earning base.
    - Postponed achieving fiscal year profit to next year.
  - MONOTARO INDONESIA (Indonesia)
    - Continuing to work on supply chain optimization.
    - Expanding customer base and sales per order by expanding inventory, by adding information to website, etc.
  - ZORO SHANGHAI (China)
    - Improving listing ad. and SEO, and communicating with potential customers to expand customer base

### 11-2. Fiscal Year 2018 Business Strategy Q3 status 2/2

- Strengthening Marketing and System Development Skills based on Data Science
  - Continuing to work on hiring data scientists and IT engineers (30 people in 2 to 3 years).
  - Recruitment is progressing.
- Logistics

**S** monotaro

- 2018Q3 cumulative Distribution-related Cost sales ratio: 6.0%
  - Improved by 0.4 pt. from last year due to costs for launching Kasama DC not incurred this year, and decrease of Facility Rent Exp.% (Kasama DC is own facility).
  - Increased by 0.2 pt. from Plan. Increase in operation level at Amagasaki DC caused by weather/ fierce heat and by increased orders of large-sized products resulted in higher Labor & Outsourcing Ex.% (operation time extended, number of temp. employees increased, etc.).
- Inventory : 388 thou. SKU (expect to achieve plan 400 thou. SKU)
- Kasama DC's Facility Expansion
  - Invest about 3 bill. JPY (including adding AGV robots)
  - Planning to launch expanded facilities in Mar. 2019.

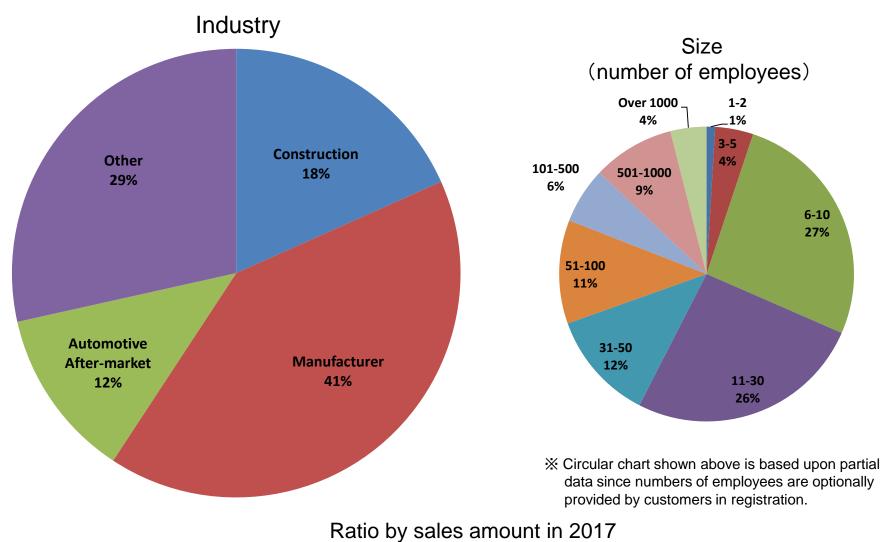




Kasama DC Expansion Project

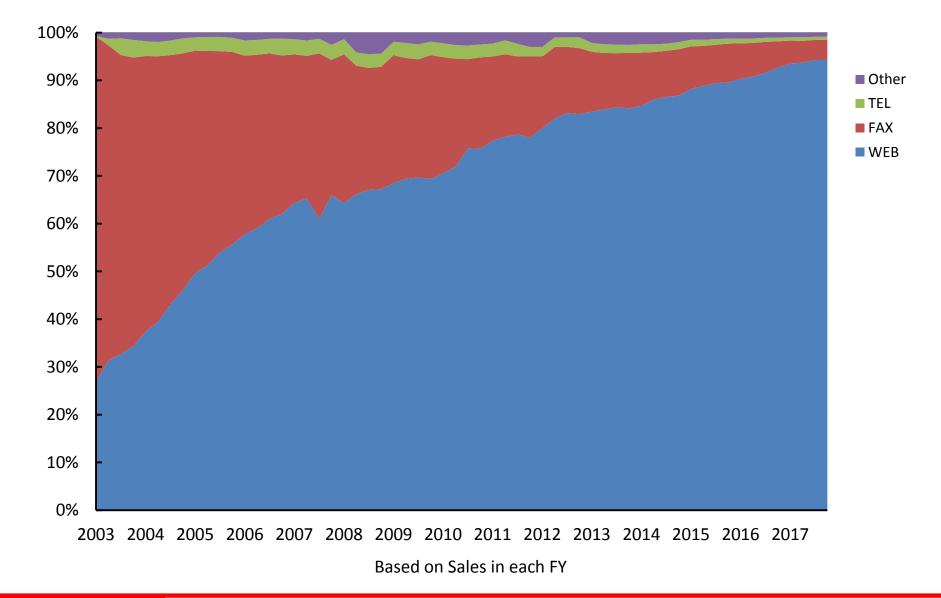
|                             | JanSep.2017 Result |                | JanSep.2018 Plan |                | JanSep.2018 Result |                |        |                |
|-----------------------------|--------------------|----------------|------------------|----------------|--------------------|----------------|--------|----------------|
|                             | Million JPY        | Ratio to Sales | Million JPY      | Ratio to Sales | Million JPY        | Ratio to Sales | YonY   | A/F            |
| Sales<br>(Non-consolidated) | 61,388             |                | 75,338           |                | 75,987             |                | +23.8% | +0.9%          |
| Depreciation                | 399                | 0.7%           | 532              | 0.7%           | 514                | 0.7%           | +28.6% | $\Delta 3.6\%$ |
| Labor & Outsourcing         | 2,091              | 3.4%           | 2,299            | 3.1%           | 2,490              | 3.3%           | +19.1% | +8.3%          |
| Facility Rent               | 832                | 1.4%           | 881              | 1.2%           | 857                | 1.1%           | +3.0%  | △2.8%          |
| Others                      | 582                | 0.9%           | 681              | 0.9%           | 670                | 0.9%           | +15.1% | $\Delta 1.6\%$ |
| Total                       | 3,906              | 6.4%           | 4,395            | 5.8%           | 4,532              | 6.0%           | +16.0% | +3.1%          |

### **Reference 1. Customer Demographics**

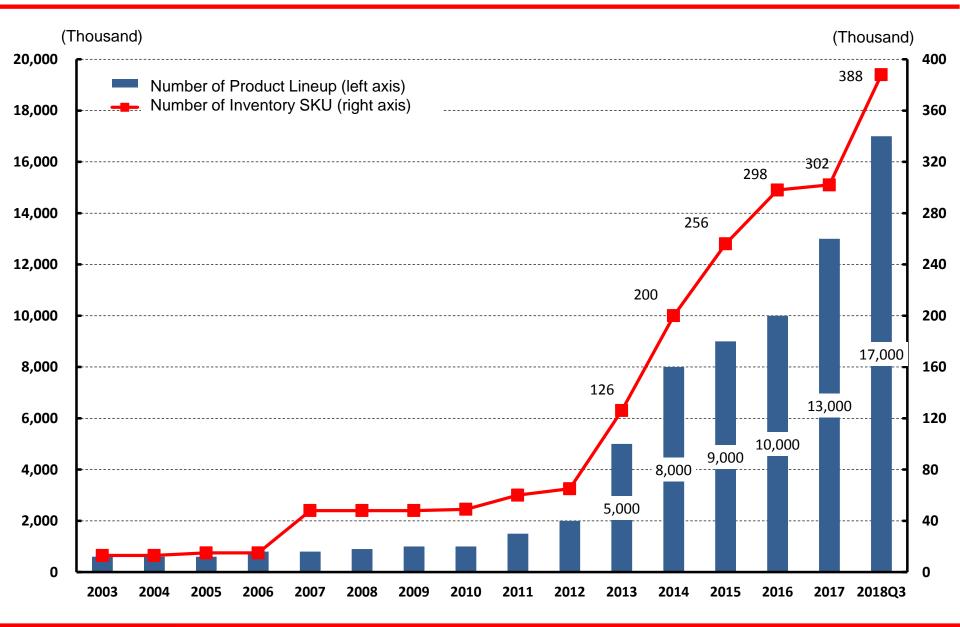


(Sales through monotaro.com - excluding sales through API connection)

### Reference 2. Internet PO Ratio



### Reference 3. Product Lineup & Inventory



### Reference 4. Customers' Purchase Growth History

2.20 No. of customers who started purchase in the respective years (right axis) ---- Purchase Growth of Customers who started purchase in 2008 (left axis) -----Purchase Growth of Customers who started purchase in 2009 (left axis) ----Purchase Growth of Customers who started purchase in 2010 (left axis) ----Purchase Growth of Customers who started purchase in 2011 (left axis) 2.00 Purchase Growth of Customers who started purchase in 2012 (left axis) ----Purchase Growth of Customers who started purchase in 2013 (left axis) -----Purchase Growth of Customers who started purchase in 2014 (left axis) ----Purchase Growth of Customers who started purchase in 2015 (left axis) 1.80 -----Purchase Growth of Customers who started purchase in 2016 (left axis) 1.60 1.40 1.20

2008200920102011201220132014201520162017History of the sales growth of customers who started purchase at monotaro.com in respective fiscal years.<br/>Purchase amounts in the first years are set as 1.

1.00

(Purchase Growth)

(No. of Cus. Started Purchase)

500,000

450,000

400,000

350,000

300,000

250,000

200,000

150,000

100,000

50,000

0

### Reference 5. Other MRO Market Players

| Upper: Sales<br>Lower: Operating Profit |                        |         | Change  |         |         |                    |              |
|---|------------------------|---------|---------|---------|---------|--------------------|--------------|
|   |                        | 2007    | 2015    | 2016    | 2017    | 2018<br>(Forecast) | 2007 to 2018 |
| Yuasa (8074) - (M)                      | Wholesaler             | 468,476 | 442,042 | 446,335 | 461,749 | 480,000            | +2.5%        |
|   |                        | 8,254   | 10,357  | 10,923  | 11,402  | 12,750             | +54.5%       |
| Yamazen (8051) - (M)                    | Wholesaler             | 376,852 | 447,774 | 447,698 | 497,963 | 520,000            | +38.0%       |
|   |                        | 11,518  | 13,258  | 13,113  | 15,383  | 17,000             | +47.6%       |
| Trusco (9830) - (D)                     | Wholesaler             | 134,430 | 166,565 | 177,053 | 195,096 | 213,000            | +58.4%       |
|   |                        | 9,120   | 12,976  | 14,163  | 14,276  | 13,600             | +49.1%       |
| Misumi (9962) - (M)                     | Retailer               | 126,668 | 240,139 | 259,015 | 312,969 | 361,000            | +185.0%      |
|   |                        | 16,317  | 25,690  | 27,127  | 34,848  | 39,700             | +143.3%      |
| Nichiden (9902) - (M)                   | Wholesaler             | 92,745  | 101,508 | 103,736 | 119,712 | 126,000            | +35.9%       |
|   |                        | 5,533   | 5,066   | 5,037   | 6,051   | 6,270              | +13.3%       |
| NaITO (7624) - (F)                      | Wholesaler             | 51,479  | 43,483  | 43,473  | 46,587  | 47,500             | △7.7%        |
|   |                        | 1,343   | 585     | 496     | 728     | 800                | △40.4%       |
| Sugimoto (9932) - (M)                   | Wholesaler<br>Retailer | 41,461  | 41,361  | 41,597  | 44,315  | 47,750             | +15.2%       |
|   |                        | 2,292   | 1,843   | 1,950   | 2,461   | 2,800              | +22.2%       |
| Toba (7472) - (M)                       | Retailer               | 25,800  | 22,881  | 22,185  | 28,500  | 28,000             | +8.5%        |
|   |                        | 2,115   | 1,279   | 1,050   | 1,774   | 1,740              | △17.7%       |
| Uematsu (9914) - (M)                    | Retailer               | 7,647   | 5,755   | 6,217   | 7,125   | 7,000              | △8.5%        |
|   |                        | 190     | 0       | 40      | 92      | 67                 | △64.7%       |
| MonotaRO (3064) - (D)                   | Retailer               | 10,897  | 57,563  | 69,647  | 88,347  | 109,469            | +904.6%      |
|   |                        | 480     | 7,087   | 9,493   | 11,837  | 14,249             | +2,868.5%    |

As of Oct. 26, 2018



#### Cautionary Statement concerning Forward-looking Statements

This presentation may include forward-looking statements relating to our future plans, forecasts, objectives, expectations, and intentions. Actual results may differ materially, for a wide range of possible reasons. In light of the many risks and uncertainties, you are advised not to put undue reliance on these statements.

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