

This PDF document is an updated note on the company. A comprehensive version of the report on the company, including this latest update, is available on [our website](#) and various professional platforms.

On July 16, 2021, Net Marketing Co., Ltd. announced a revision of its FY06/21 earnings forecast.

Revision of FY06/21 earnings forecast

- ▷ Revenue: JPY14.0bn (previous forecast: JPY14.4bn)
- ▷ Operating profit: JPY584bn (JPY400bn)
- ▷ Recurring profit: JPY592bn (JPY400bn)
- ▷ Net income: JPY336bn (JPY270bn)
- ▷ EPS: JPY22.70 (JPY18.25)

Reasons for the revisions

- ▷ In response to the leak of some member information due to unauthorized access to the Omiai service in the Media business, the company suspended all digital advertising for new member acquisition immediately after the announcement of the leak on May 21, 2021. As a result of this reduced advertising expenditures, promotion expenses were lower than initially expected.
- ▷ On the other hand, the company expects to record an extraordinary loss of JPY96mn for expenses related to the leak of member information. This mainly comprises the establishment and operation of a customer inquiry desk, systems research, and information security measures.

Dividend forecast

Despite the extraordinary loss, operating profit, recurring profit, and net income are expected to exceed the previous forecast. Based on the company's policy of maintaining a stable dividend as much as possible, the previous dividend forecast (JPY6.00 per share year-end dividend) for FY06/21 has been left unchanged.

This note is the most recent addition to the [full report](#).

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