## IDOM Inc.

## Material for New Investors

IDOM Inc. | Updated: October 1, 2021

## I. About the Company

II. Changes in IDOM's Domestic Business
III. Growth Strategies for the Domestic Business
IV. Data on Scope for Expansion of the Used Car Market

## I. About the Company

Overview of the Business

- The Company was founded in 1994 and expanded its operations nationwide by opening Gulliver stores specialized in purchasing vehicles. The Company was listed in 1998.
- The core business shifted to the retailing of used cars. In addition to the brand name Gulliver, the Company operates stores under other brand names nationwide. LIBERALA stores sell foreign cars. WOW! TOWN stores are large. OUTLET stores are located countryside, while HUNT stores are located in shopping malls.
- The Company expanded into overseas markets. In 2015, it acquired a major new car dealer group in Australia.


Approximately 500 stores


## Vehicle Distribution Flow at Directly Managed Stores



Total no. of car sales
220 thousand units*

Stores


Gulliver OUTLET


## Stores

## LIBERALA (specializing in foreign cars)



WOW! TOWN (large display spaces)


## Overview of IDOM Group

## IDOM Inc.

Established: 1994
Listed: 1998
Directly managed stores: 460
Franchise stores: 67
(as of the end of February 2021)

Retail car sales at IDOM directly managed stores 137,382 cars
Fiscal year ended February 28, 2021
(Japan)

- Tokyo Mycar
- IDOM CaaS Technology
- FMG


## Major Group Companies

(Overseas)

- (Australia)

IDOM Automotive Group
Buick Holdings (DVG)
IDOM Automotive Essendon

- (U.S.A.)

Gulliver U.S.A.
Gulliver EAST

Number of cars purchased at the Group in Japan*

225,278 cars
Fiscal year ended February 28, 2021

Number of employees
(consolidated)
4,629
As of the end of February 2021

* The number of cars purchased at stores directly managed by IDOM and major wholly owned subsidiaries of IDOM in Japan. Cars purchased from companies are included. Scrap vehicles, cars purchased by franchise stores, and purchases within the Group are excluded.


[^0]
## Australia Business



|  | Company | Business | Award |
| :---: | :---: | :---: | :---: |
| $1994$ | - Gulliver International established |  |  |
| $1998$ | - Shares traded on the over-the-counter market (after the second shortest period from establishment) | - Operation of Dolphinet System started |  |
| $1999$ |  | - Number of Gulliver stores, mostly member stores, reaches 500 |  |
| $2000$ | - Listed on Second Section of TSE (after the shortest period from establishment) |  |  |
| $2002$ |  |  | - Award for Advancement of Excellence in IR received (Japan Investor Relations Association) |
| 2003 | - Listed on First Section of TSE |  |  |
| 2004 | - Gulliver USA, Inc. established |  | - Japan's first hyper-growth company* * Term used in the U.S.A. for companies that record sales of 1 billion dollars within 10 years of establishment |
| 2006 |  | - Head office moved to current location | - Porter Prize received |
| $2008$ |  | - Two presidential system started | - Second Japan 300 High-Service Award received (Service Productivity \& Innovation for Growth) |
| 2009 | - 10-year guarantee service started |  |  |
| 2010 | - Shares of G-one Credit Services, the financial service subsidiary, transferred to SBI Holdings |  |  |

History

|  | Company | Business | Award |
| :---: | :---: | :---: | :---: |
| 2011 |  | - Pre-delivery maintenance service center launched | - Ranked 29th in "Best Workplaces" (Great Place to Work® Institute Japan) Awarded for 7 consecutive years |
| $2012$ | - Motoren Global established (BMW/MINI dealerships in Hokkaido started) | - WOW! TOWN Makuhari, a large showroom, opened | - Received IT Japan Award 2012 (Nikkei Computer) |
| $2014$ | - First store in New Zealand opened | - Display and sale store openings accelerated under the medium-term business policy |  |
| 2015 | - All shares acquired in Nakamitsu Motors, which operates BMW/MINI dealerships in Chiba; changed the company's name to Motoren Glanz <br> - Sixty-seven percent of shares acquired in Buick Holdings Pty Ltd., new car dealers in Western Australia | - System for centralized appraisal of purchases at the head office renewed (mobile devices for appraisal at each store introduced) <br> - Kurumajiro (presently Gulliver FleMa) service started |  |
| $2016$ | The Company's name changed to IDOM, Inc. | - NOREL service started |  |
| 2017 |  |  | - Selected as "2017 Competitive IT Strategy Company" (Ministry of Economy, Trade and Industry, Tokyo Stock Exchange) <br> - Ranked 18th in "Best Workplaces," the top ranking |
| $2018$ | - Acquired a new car dealer group in Melbourne, Australia |  |  |
| $2019$ |  | - C2C car sharing service, GO2GO, started |  |
| 2020 | - NOREL and GO2GO new services acquired by IDOM CaaS Technology |  |  |
| $2021$ | - Transferred shares of Motoren Global and Motoren Glanz <br> (Withdraw from domestic new car dealer business) |  |  |

## Officers and Advisers (as of October 1, 2021)

| President <br> Yusuke Hatori | Internal |
| :---: | :---: |
| President Takao Hatori | Internal |
| Director <br> Masaru Ohta | Internal |
| Director Jun Sugie | Outside <br> Independent Director |
| Director <br> Koichi Noda | Outside <br> Independent Director |
| Auditor (Full-time) Takenobu Sugam | Internal |
| Auditor <br> Tadaaki Kimura | Outside <br> Independent Director |
| Auditor Kaoru Ninomiya | Outside <br> Independent Director |

Born in 1971. Joined Gulliver in 1995, a year after its foundation. Established several stores, starting with the Sapporo store. After serving as director, executive director, and senior executive director, appointed representative director and president in 2008 with the start of the dual president structure. Currently responsible for corporate strategy and supervises the overseas business, among other operations.

Born in 1972. Joined Gulliver in 1995, a year after its foundation and established the first store in the Kanto area. After serving as director, executive director, and senior executive director, appointed representative director and president in 2008 with the start of the dual president structure. Currently responsible for corporate strategy and supervises all directly managed stores.

Born in 1964. Joined the Company in 1997. Appointed an executive officer in 2009. Appointed director in 2016.

Born in 1956. Joined the Ministry of Finance and works as chief of the Tokyo Regional Taxation Bureau among other important posts. Appointed director of IDOM in 2017. Currently serves as Vice Chairman and Senior Director of The Investment Trusts Association, Japan and Outside Director of Sumitomo Mitsui Construction Co., Ltd.

Born in 1966. Graduated from Harvard Business School. Works for Rakuten, Inc. as an executive officer, Walmart Japan Holdings as Chief Human Resources Officer and Chief Management Officer, Works Human Intelligence Co., Ltd. as Chief Human Resources Officer (CHRO) and WHI Holdings Co., Ltd as Chief Human Resources Officer (CHRO). Appointed director of the Company in 2018. Currently serves OKAN Inc. as an Outside Director.

Worked at Mac Projects Co., Ltd. (currently Media Power Co., Ltd.) before joining AKATORI Shopping Department Stores Co., Ltd. (currently AKATORI Co., Ltd.) as Senior Managing Director.
Joined the Company in 1996. Appointed an executive officer in 2003. Appointed Auditor (full-time) of the Company in 2021.

Certified public accountant. Appointed an Audit \& Supervisory Board member of the Company in 2020. Currently CEO of addlight Inc. and an Outside Director of euglena Co., Ltd. (a member of the Audit and Supervisory Committee).

Chairperson of Social Contribution Committee of Calbee, Inc. Appointed an Audit \& Supervisory Board member of the Company in 2021. Currently Social Contribution Committee of Calbee, Inc.
Honorary Chairman
Kenichi Hatori

## Advisor

Hideo Yamada

Founds Gulliver in 1994.
Appointed Representative Director and Chairman of Gulliver in 2008. Appointed Honorary Chairman in 2016.

The 12th Commissioner General of the National Police Agency. Appointed advisor of Gulliver in 2016.

## ESG/IT Initiatives

|  | Highly transparent used car distribution and recycling-based business model | IDOM non-consolidated sales (units) in the fiscal year ended February 2020 Retail: 137,382; Wholesale: 82,532 |
| :---: | :---: | :---: |
|  | Reducing environmental load | Advancing paperless operations (reduction of use of paper resources through digitization of sales contracts and online sharing of documents) <br> Installing LED lighting at the head office and stores |
| $\begin{aligned} & \infty \\ & 0 \\ & \stackrel{\rho}{0} \\ & \stackrel{\infty}{\gtrless} \end{aligned}$ | Improving employee motivation | - Using external evaluations (ranked among leading companies in "Best Workplaces" for seven consecutive years, from 2011 to 2017) |
|  | Workstyle reform | - Changing workstyles and improving productivity with IT, building an environment for remote work <br> - Reinforcing work hours management and introducing a hotline |
|  | Personnel development | - Enhancing the education system (training system, e-learning) <br> - CS-focused personnel evaluation system |
|  | Respecting diversity, women's active participation | - "Sakura Project" to support the active participation of women |
|  | Offering new value in the use of cars | - NOREL used car service that enables the switching and sharing of vehicles (since 2016) <br> - C2C car sharing service GO2GO (since 2019) |
|  | Coexistence with communities | - Nationwide store openings, coexistence with local communities (number of directly managed stores: 460 as of February 2021) <br> Inventory sharing system to sell reliable, high-quality cars nationwide |
|  | Pursuing customer satisfaction | - Continuing to conduct CS surveys <br> - Conducting blind surveys regularly |
|  | Reliability of products | - Introducing a return system, providing a warranty service for 10 years maximum |
|  | Social support | - For each car purchased or sold, the customer can choose a gift from UNICEF Support Gifts (since 2011) <br> - FMG was established, which contributes to creating employment opportunities in Tanzania |
|  | Sustainable enhancement of corporate value through engagement | - Reflecting investors' opinions in management and IR activities (IR meetings held: approx. 200 in fiscal year ended February 2021) |
|  | Management risk management | - Compliance education, raising awareness (conducting compliance tests, creating compliance sites and distributing internal newsletters) <br> - Establishing Fair Evaluation Committee, sharing evaluation items in the Company <br> - Raising awareness of internal regulations (information security regulations and personal information management regulations) <br> Operating a whistleblowing system |
| IT | Use of IT | - Creating an organization that advances IT and business at the same time |

## Used Car Cycles Promoted by IDOM

IDOM promotes a cycle of ownership where vehicles are fully utilized as resources instead of simply being produced and disposed of.
"Clean" prices, the purchase and sale of used cars, which are the cornerstones of IDOM


Cycle of car ownership


IDOM promotes a use cycle for used cars by developing a new business model including sharing and subscription.

New business model for creating value from the use of used cars


Car use cycle

## Dividend Payout

## Dividend policy Earnings performance-linked dividends

Method | In principle, the dividends are calculated based on |
| :--- |
| consolidated net income of previous fiscal year x 30\% |
| (changed from FY2017 dividends) |

Dividends per share
(Unit: yen)

|  | FY2020 | FY2021 | FY2022( plan) |
| :--- | ---: | ---: | ---: |
| Interim dividend | 0.60 | 5.30 | 2.30 |
| Year-end dividend | 0.60 | 5.30 | 2.30 |
| Annual dividend | 1.20 | 10.60 | 4.60 |
|  |  |  |  |

## II. Changes in IDOM's Domestic Business

*Excerpt from the financial results presentation material for the fiscal year ended February 2021

## Vehicle Distribution Flow at Directly Managed Stores



Vehicle Distribution Flow at Directly Managed Stores


## Trends in Consolidated Operating Profit and Changes in Business



Period of Transition to Retail Model
(Unit: million yen)


## Growth and Challenges

Retail model
Transition period

Growth over five years and challenges
0

| 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |

Growth over Five Years (Increase in Number of Stores)

## Number of directly managed stores



Growth over Five Years (Increase in Retail Unit Sales)

Trends in retail unit sales at directly managed stores
(Unit: Unit)


## Trends in Consolidated Operating Income

## (Unit: million yen)



## Challenge

Description
(i) Store area strategy
(ii) Attracting customers via the Internet
(iii) Inventory control As retail unit sales are increasing, inventory control is inadequate.

## Improvement in Challenges

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(Unit: million yen)

Retail model
Transition period
New Retail model
Growth period

Challenge

Store area strategy

Attracting customers via the Internet
(iii) Inventory control

Improvement Measure
Reviewed the standards for the opening and closing of stores, emphasizing capital efficiency.

Established merchandising sections, gathered information in each area and optimized vehicle pricing.

Included Inventory turnover days in the management indicators and controlled the inventory in response to sales demand.

Reviewed the standards for the opening and closing of stores, emphasizing capital efficiency.

Ranking by profit/capital efficiency

- Opening standard

Closing standard
(i)Store Area Strategy (Case Study)

Internal competition before improvement (for illustrative purposes)


Eliminate internal competition and increase retail unit sales in an area.

(ii)Attracting Customers via Internet

Established a merchandising (MD) section for each business department (organization) and gathers information in each area (quality).
Optimizing vehicle pricing and attracting more visitors via the Internet.


\section*{(ii)Attracting Customers via Internet}

Trends in non-consolidated advertising expenses

(iii)Inventory Control

Trends in inventories at end of fiscal year
(Unit: million yen)
Returning to normal trends due to inventory control where inventory turnover days is


\section*{Accumulated Strengths}
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(Unit: million yen)

# Attract customers using the brand power of Gulliver. 

Annual number of customers visiting stores other than those visiting stores via advertising media

Approx. 420,000 (result in 2020)

From Retail Model Transition Period to the Growth Period of a New Retail Model
(Unit: million yen)

## III. Growth Strategies for the Domestic Business

*Excerpt from the financial results presentation material for the fiscal year ended February 2021

## Growth Strategies

Open large stores, emphasizing capital efficiency

Accelerate the pace of large store openings in stages, while assessing capital efficiency

## Start a maintenance business

- Compulsory inspections
- Warranties
- Tires
- Parts


## Continue to address the three challenges

(i) Store Area Strategy
(ii) Attracting Customers via Internet
(iii) Inventory Control

## Growth Strategies



Accelerate the pace of large store openings in stages, while assessing capital efficiency

## Start a maintenance business

- Compulsory inspections
- Warranties
- Tires
- Parts


## Continue to address the three challenges

## (i) Store Area Strategy <br> (ii) Attracting Customers via Internet <br> (iii) Inventory Control



## There is room for market expansion

Retail sale of used cars (ownership)
3.7 trillion yen

The percentage of the total market that is the used car market is low compared with Europe and the US. Japanese resistance to used cars has declined. Attitudes towards cars have changed during the COVID-19 pandemic.

## There is room for IDOM to expand its market share

The circulation number of used cars is estimated to be approximately 2.62 million units. IDOM has a share of about $5 \%$ in retail sales (number of units).

## Future Store Openings

## Multi-channel store openings



## Use Gulliver's brand power



## Plan for Large Store Openings

Accelerate the pace of large store openings in stages, while assessing capital efficiency


We have not determined the number of stores. We will determine the pace of store openings, taking into consideration the capital efficiency of existing stores.

Features and Outline of Large Store

Features
(i) Sophisticated store design
(ii) Greatest number of cars displayed in the area
(iii) Price and assortment optimized for each area
(iv) A negotiation place to enjoy choosing a car


Outline
Site area
Number of vehicles displayed

Capital expenditure
Payback period

2,500 tsubo or more
About 300
About 200 million yen
About 3 years (cash flow after tax, recovery of capital investment)

## Growth Strategies

## Open large stores,

 emphasizing capital efficiencyAccelerate the pace of large store openings in stages, while assessing capital efficiency

## Start a maintenance business

- Compulsory inspections
- Warranties
- Tires
- Parts


## Continue to address the three challenges

(i) Store Area Strategy
(ii) Attracting Customers via Internet
(iii) Inventory Control

# Why will IDOM begin investing in maintenance shops now? 

There are four reasons.

1. Size of Japan's Used Car Retail Market

2. Maximizing Lifetime Value

Expand the cycle of transactions to increase repeat customers and retain them as lifetime customers


# The enhancement of efficiency through in-house operations will accelerate as retail unit sales expand. 

Retail unit sales at directly managed stores $\times$
Outsourcing costs (maintenance before car delivery + compulsory inspections)

# Opportunities for differentiation will be created through the introduction of the latest equipment* 

[^1]Features and Outline of Maintenance Shops

Features
(i)

Equipped with the latest equipment
(ii) Added to Gulliver stores
(iii) Sophisticated shop design
(iv) Sufficient waiting space for vehicle inspections


Outline

Work item
Capital expenditure
Payback period

Store opening plan

Compulsory inspections, maintenance before car delivery About 200 million yen

About three years (cash flow after tax, recovery of capital investment)
The opening of ten shops is planned, including shops added to existing facilities.

1 Expansion of Operating Income
Expansion of Free Cash Flow over the Medium and Long Term

3 Maximization of ROIC
IV. Data on Scope for Expansion of the Used Car Market

# Characteristics of Japan's Used Car Market (Comparison with Other Countries) 

Characteristics of the Used Car Market (between Japan and the U.S.A.)
The used car market accounts for a lower percentage of the auto market in Japan than in the U.S.A.


## Characteristics of the Used Car Market (Europe)

The ratio of the used car market in Europe is as high as in the U.S.A.
$\square$ Germany

France



2019 Vehicle Data of the Society of Motor Manufacturers and Traders (SMMT)


2017 Automotive Industry in France of Committee of French Automobile Manufacturers (CCFA)

Decreasing Resistance to Used Cars

About 60\% of respondents do not have resistance to used cars

About 20\% of the respondents have lower resistance than before


Online survey in December 2020 (number of respondents: 1,000)

## Consumers' resistance to used cars has been falling.

Can you buy used cars more casually than new cars?

The percentage of respondents who selected, "Can buy used cars more casually" rose about

4 percentage points over 5 years.

Are you concerned about buying used cars?

The percentage of respondents who selected, "Concerned" fell about
4 percentage points over 5 years.


Carsensor's survey on purchases of used cars in 2019
Image of used cars (secondary survey) (Respondents bought used cars or considered buying used cars within a year; a single answer to each question)

## More than 70\% of those who may buy cars might buy used cars.



Change in Perception of Cars amid COVID-19 Pandemic

Change in Perception of Cars amid COVID-19 Pandemic

## About 20\% of people who do not have a car want one. They are the new demand for car ownership.



Young People's Perception of Cars and Their Action

Young People's Perception of Cars and Their Action (New Adults' Perception of Cars.

## Only a small percentage of new adults have their own car, but many consider buying cars.



## Young People's Perception of Cars and Their Action

 (The_Number of Young_People Who Have_a_Driver's_License)The number of people who have a driver's license (semi-mid-sized motor vehicle or standard motor vehicle) increases over 1 million every year.
Young people, aged 34 or younger, account for a large percentage of the increase.

People who have a driver's license
1.04 million people increased from 2018 to 2019


Breakdown of increase by age group
$80 \%$ or more are aged 18 to 34 every year


The National Police Agency's statistics on driver's license


[^0]:    Note: Certain subsidiaries are not included in the chart above. The number of stores listed and the equity ratios listed are as of February $28,2021$.

[^1]:    * The revised Road Vehicles Act came into force in April 2020. The enforcement of this act creates a need for maintenance shops able to perform the maintenance of electronic control devices and other maintenance, including the adjustment of sensors attached to advanced safety devices, as well as overhaul by removing engines and brakes, which had been performed. Maintenance shops where new investment is possible will be differentiated.

