IDOM Inc. Material for New Investors IDOM Inc. | Updated: October 1, 2021

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- IV. Data on Scope for Expansion of the Used Car Market

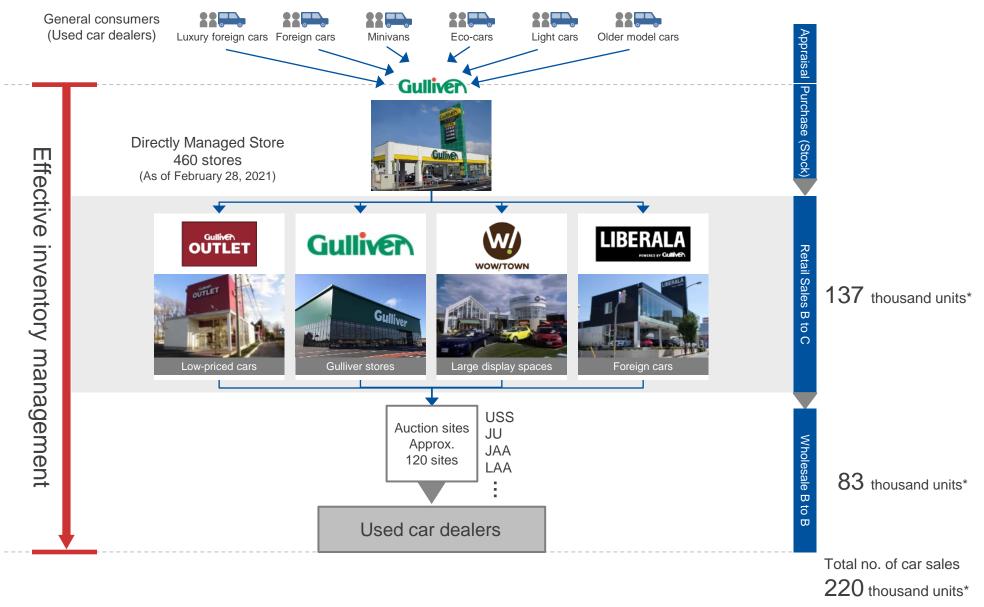
I. About the Company

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.



Vehicle Distribution Flow at Directly Managed Stores



*Number of units is result of the fiscal year ended February 28, 2021 5

Stores

Gulliver



Gulliver OUTLET



LIBERALA (specializing in foreign cars)



WOW! TOWN (large display spaces)



IDOM Inc.

Established: 1994

Listed: 1998

Directly managed stores: 460

Franchise stores: 67

(as of the end of February 2021)

Major Group Companies

(Japan)

- Tokyo Mycar
- IDOM CaaS Technology
- FMG

(Overseas)

- (Australia)
 - **IDOM** Automotive Group
 - Buick Holdings (DVG)
 - **IDOM** Automotive Essendon
- (U.S.A.)

Gulliver U.S.A.

Gulliver EAST

Retail car sales at IDOM directly managed stores

137,382 cars Fiscal year ended February 28, 2021 Number of cars purchased at the Group in Japan*

225,278 cars

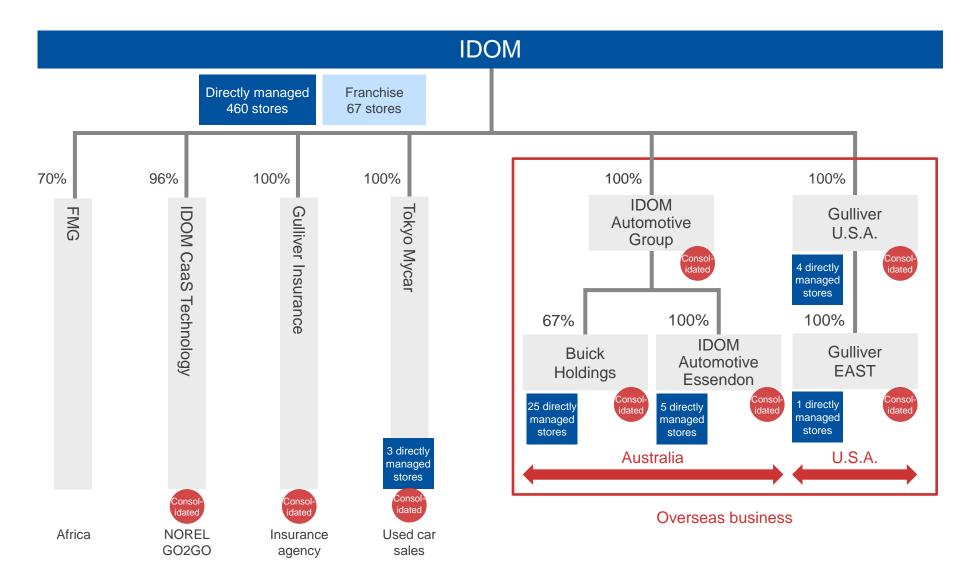
Fiscal year ended February 28, 2021

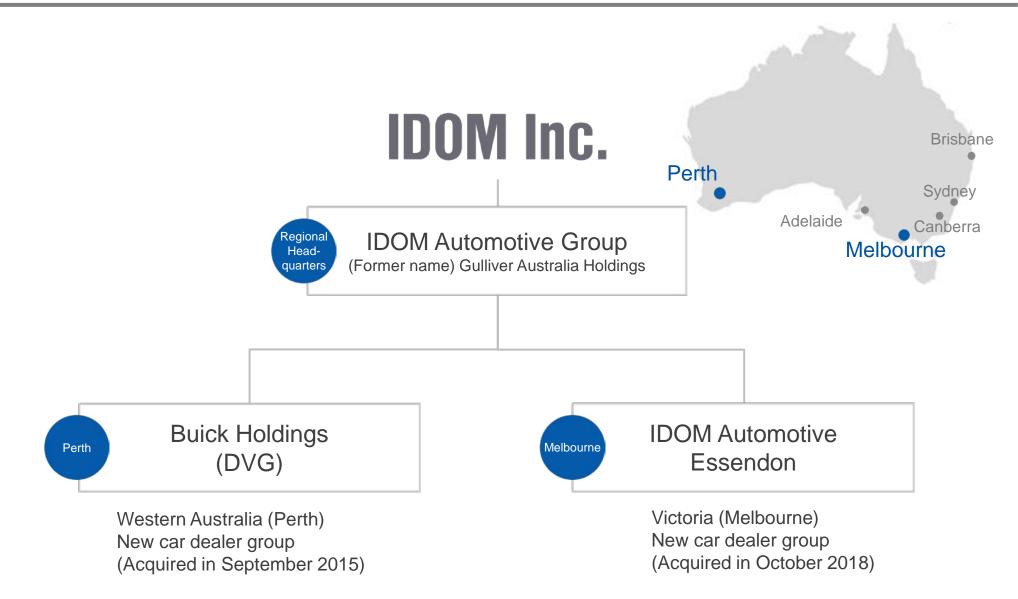
Number of employees (consolidated)

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.





	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 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) 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) 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 (Withdraw from domestic new car dealer business) 		

Officers and Advisers (as of October 1, 2021)

President Internal Yusuke Hatori	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.		
President Internal Takao Hatori	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.		
Director Internal Masaru Ohta	Born in 1964. Joined the Company in 1997. Appointed an executive officer in 2009. Appointed director in 2016.		
Director Outside Jun Sugie Independen Director	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.		
Director Outside Koichi Noda Independen Director	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.		
Auditor (Full-time) Internal Takenobu Sugama	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.		
Auditor Outside Tadaaki Kimura Independen Director	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). Honorary Chairman Kenichi Hatori		
Auditor Outside Kaoru Ninomiya Independen Director	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. Advisor Hideo Yamada The 12th Commissioner General of the National Police Agency. Appointed advisor of Gulliver in 2016.		

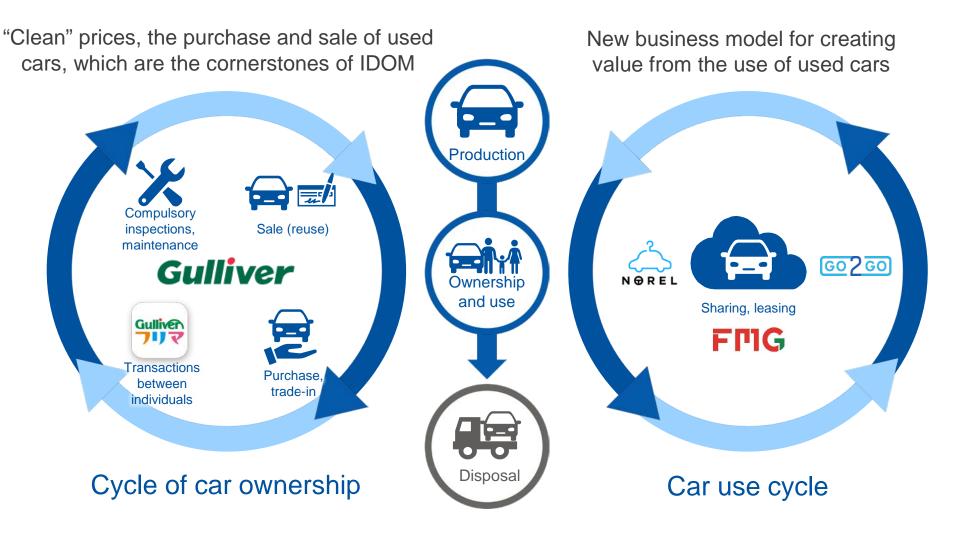
ESG/IT Initiatives

Enviro	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
Environment	Reducing environmental load	 Advancing paperless operations (reduction of use of paper resources through digitization of sales contracts and online sharing of documents) Installing LED lighting at the head office and stores
	Improving employee motivation	 Using external evaluations (ranked among leading companies in "Best Workplaces" for seven consecutive years, from 2011 to 2017)
Society	Workstyle reform	 Changing workstyles and improving productivity with IT, building an environment for remote work Reinforcing work hours management and introducing a hotline
	Personnel development	 Enhancing the education system (training system, e-learning) 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) 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) Inventory sharing system to sell reliable, high-quality cars nationwide
	Pursuing customer satisfaction	 Continuing to conduct CS surveys 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) 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)
Governance	Management risk management	 Compliance education, raising awareness (conducting compliance tests, creating compliance sites and distributing internal newsletters) Establishing Fair Evaluation Committee, sharing evaluation items in the Company Raising awareness of internal regulations (information security regulations and personal information management regulations) 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.

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

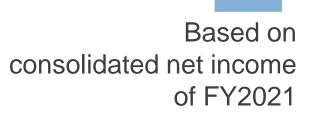


Dividend policy	Earnings performance-linked dividends
Method	In principle, the dividends are calculated based on consolidated net income of previous fiscal year x 30% (changed from FY2017 dividends)

Dividends per share

(Unit: yen)

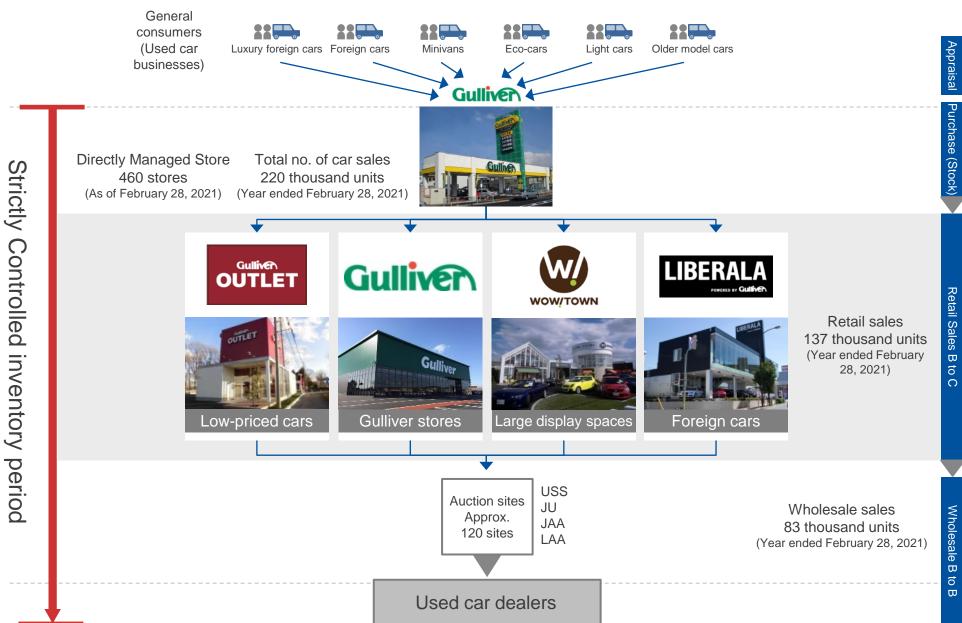
	FY2020	FY2021	FY2022(plan)
Interim dividend	0.60	5.30	2.30
Year-end dividend	0.60	5.30	2.30
Annual dividend	1.20	10.60	4.60



II. Changes in IDOM's Domestic Business

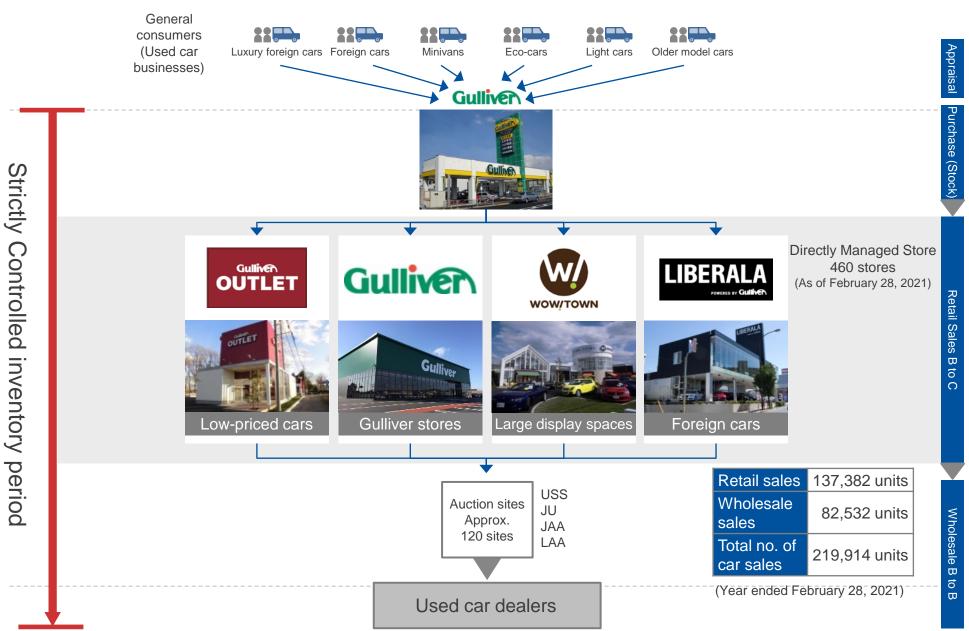
*Excerpt from the financial results presentation material for the fiscal year ended February 2021

Vehicle Distribution Flow at Directly Managed Stores

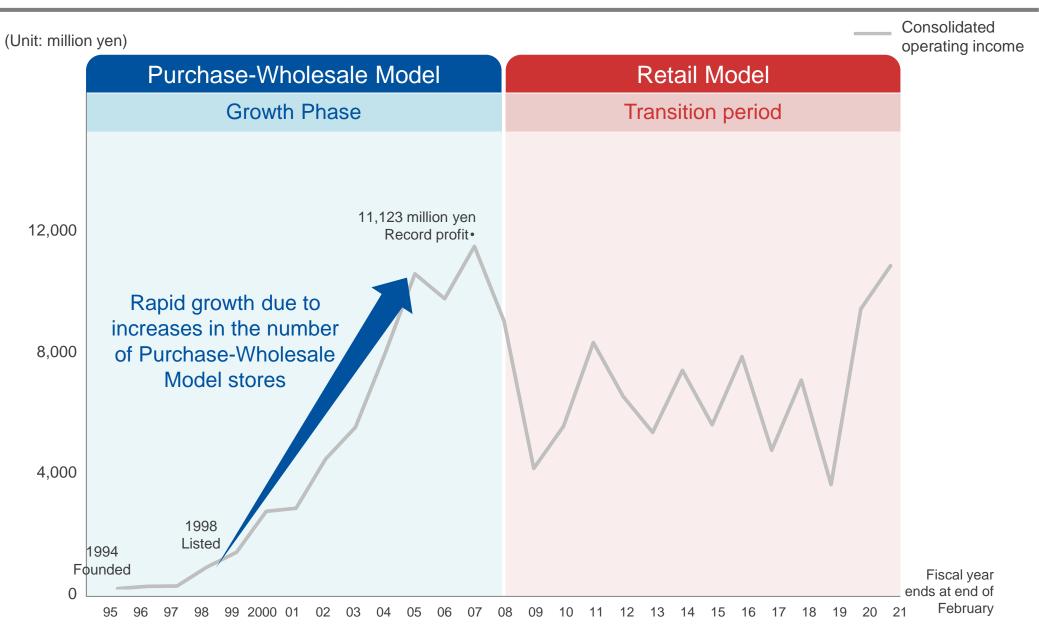


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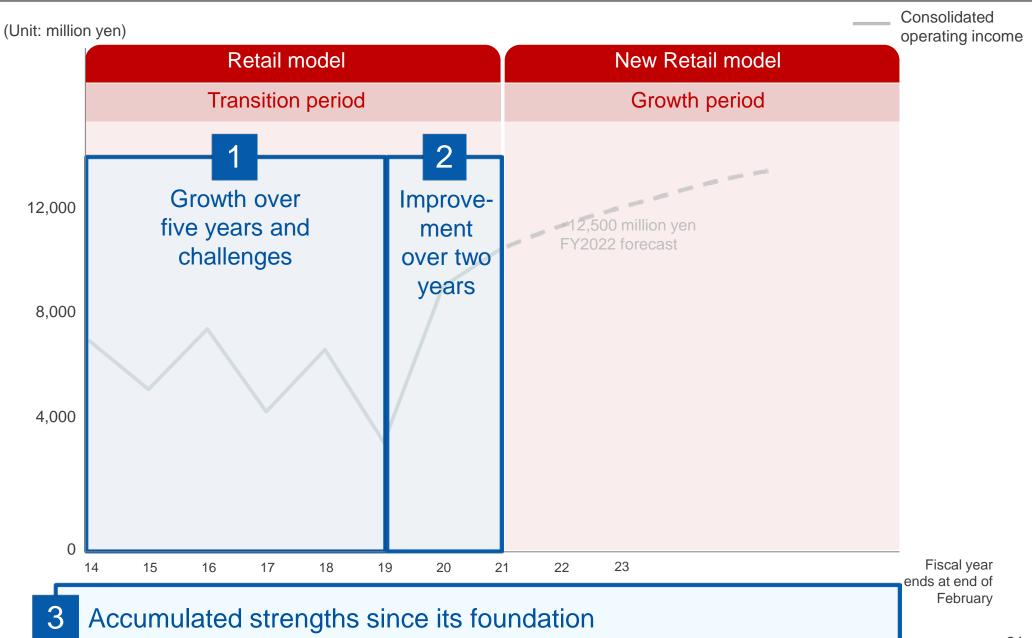
Vehicle Distribution Flow at Directly Managed Stores



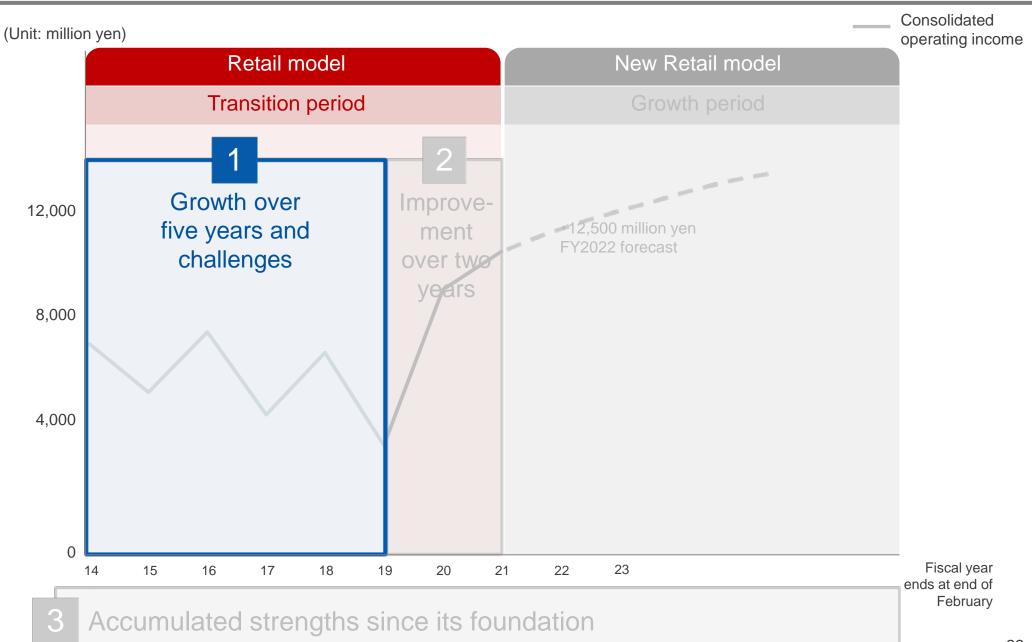
Trends in Consolidated Operating Profit and Changes in Business



Period of Transition to Retail Model

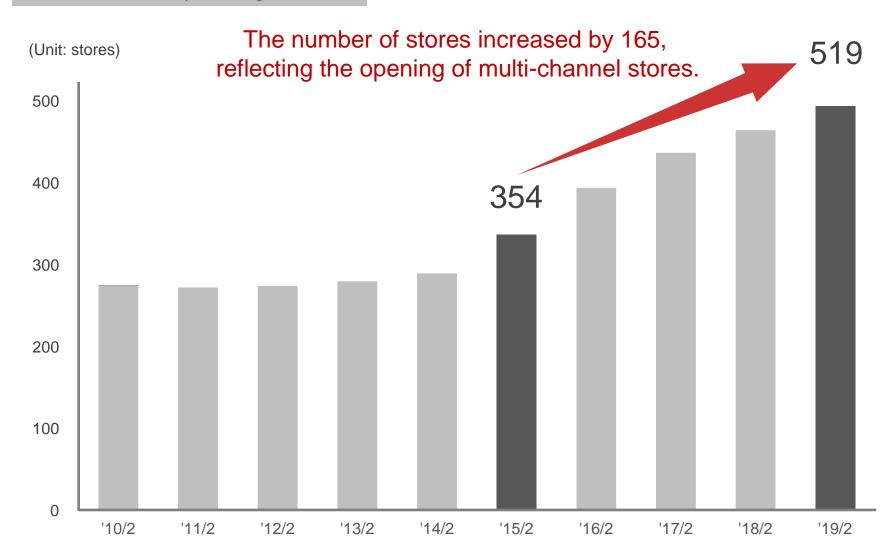


Growth and Challenges



Growth over Five Years (Increase in Number of Stores)

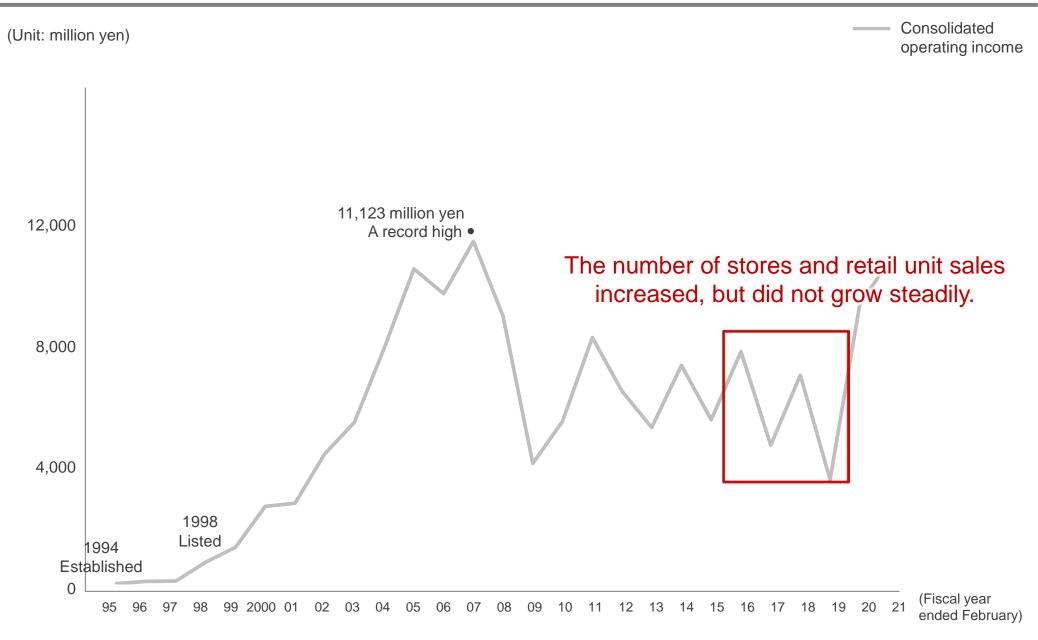
Number of directly managed stores



Growth over Five Years (Increase in Retail Unit Sales)



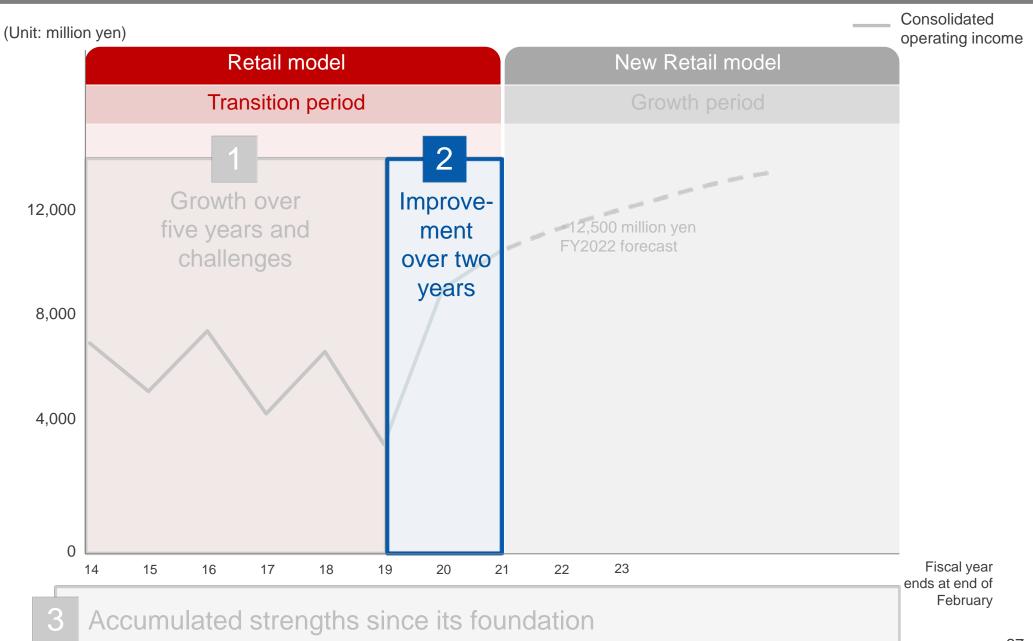
Trends in Consolidated Operating Income



	Challenge	Description
(i)	Store area strategy	Internal competition in certain areas, reflecting the opening of multi-channel stores
(ii)	Attracting customers via the Internet	The number of visitors via the Internet who emphasize price when they choose stores did not increase. Costs for attracting customers is trending upward.
(iii)	Inventory control	As retail unit sales are increasing, inventory control is inadequate.

Although the number of stores and retail unit sales increased, income did not grow steadily. We have identified three challenges.

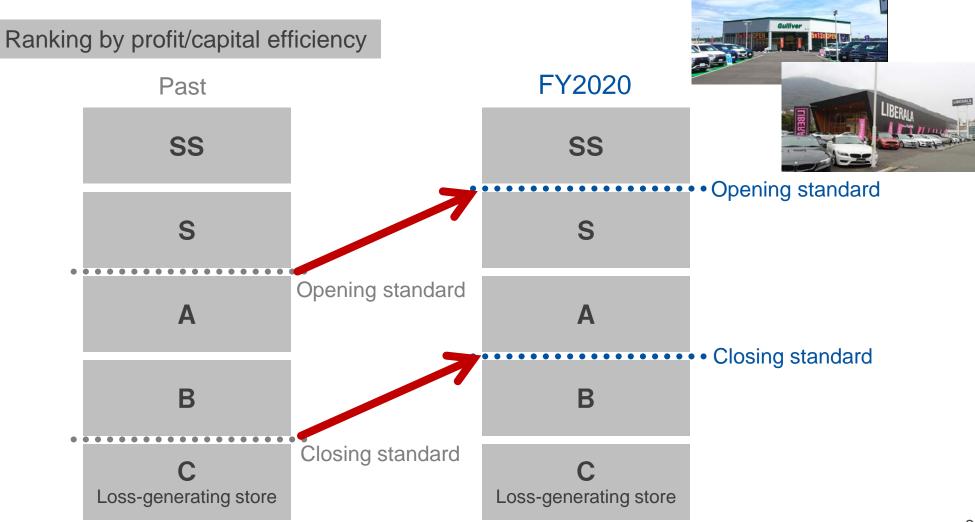
Improvement in Challenges



	Challenge	Improvement Measure
(i)	Store area strategy	Reviewed the standards for the opening and closing of stores, emphasizing capital efficiency.
(ii)	Attracting customers via the Internet	Established merchandising sections, gathered information in each area and optimized vehicle pricing.
(iii)	Inventory control	Included Inventory turnover days in the management indicators and controlled the inventory in response to sales demand.

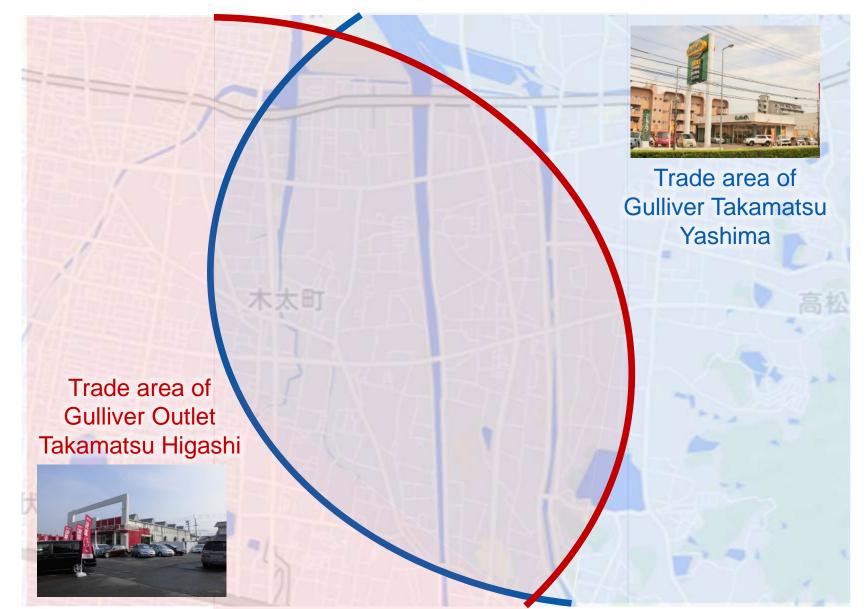
For two years from the fiscal year ended February 2020, the Company took steps to address the three identified challenges.

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



(i)Store Area Strategy (Case Study)

Internal competition before improvement (for illustrative purposes)

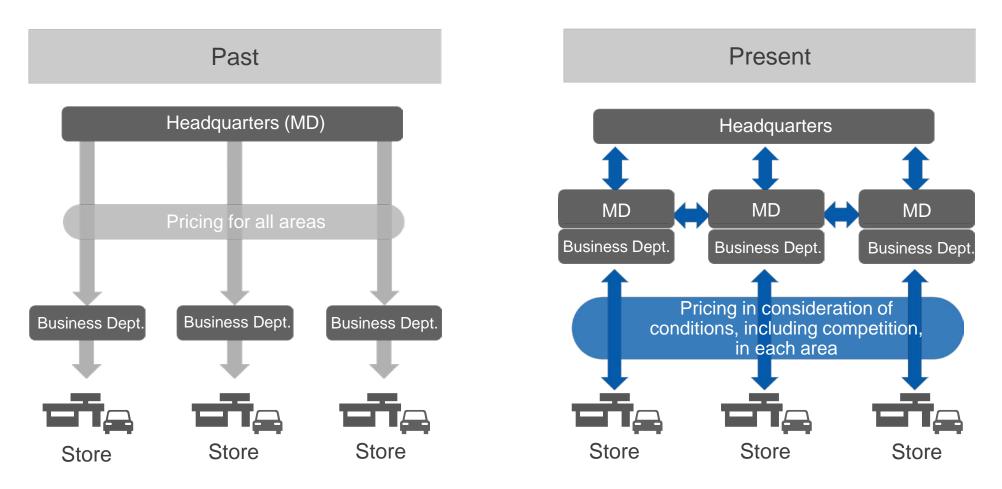


(i)Store Area Strategy (Case Study)

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



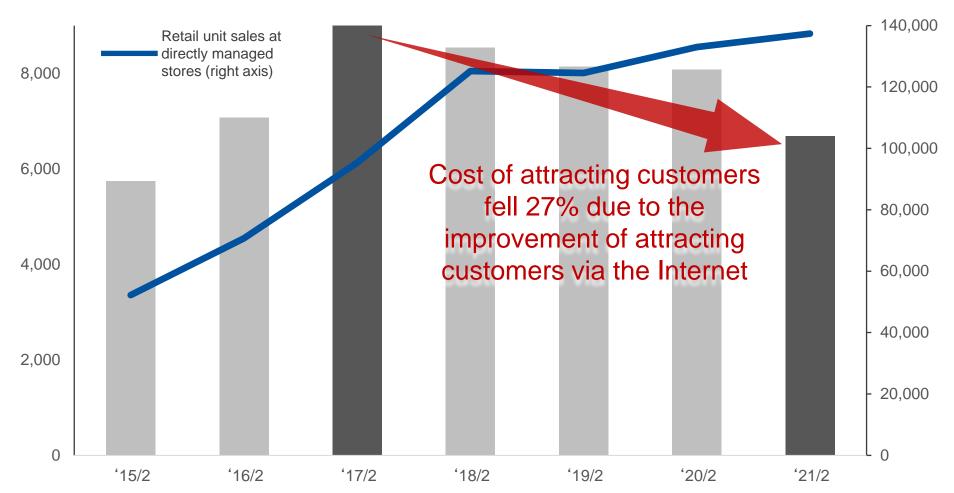
Established a merchandising (MD) section for each business department (organization) and gathers information in each area (quality). Optimizing vehicle pricing and attracting more visitors via the Internet.



(ii)Attracting Customers via Internet

Trends in non-consolidated advertising expenses





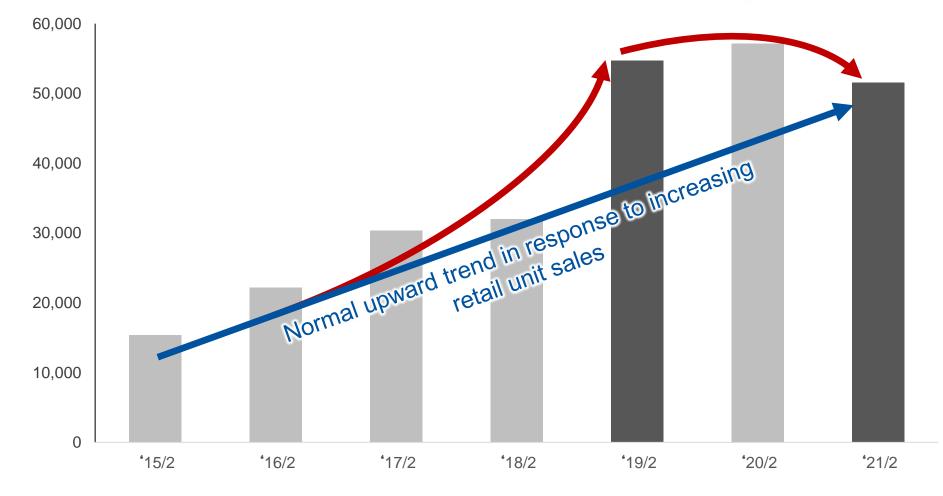
(Unit: Unit)

(iii)Inventory Control

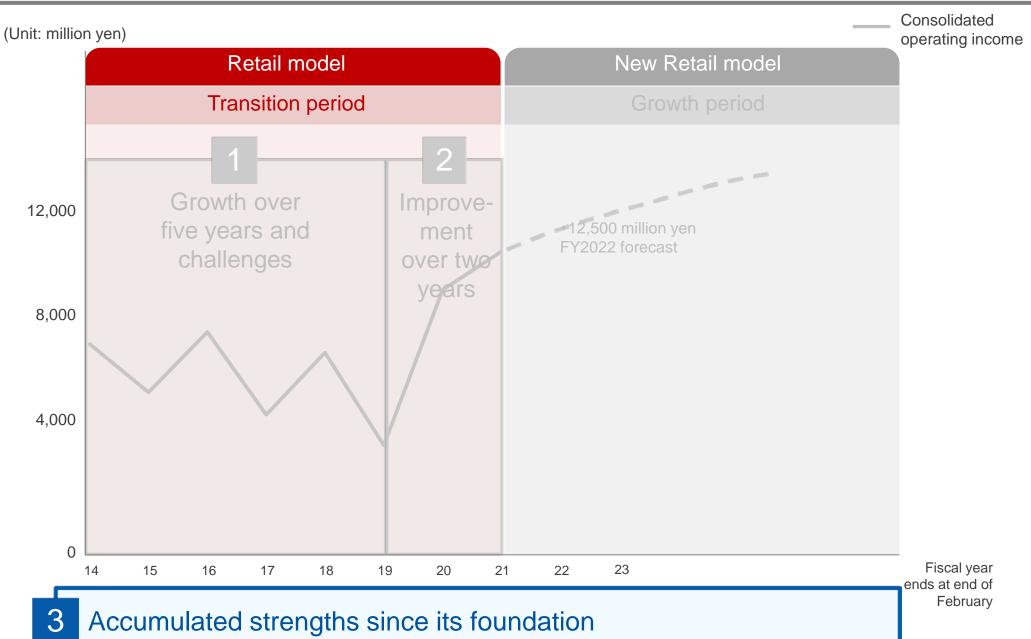
Trends in inventories at end of fiscal year

(Unit: million yen)

Returning to normal trends due to inventory control where inventory turnover days is included in the management indicators



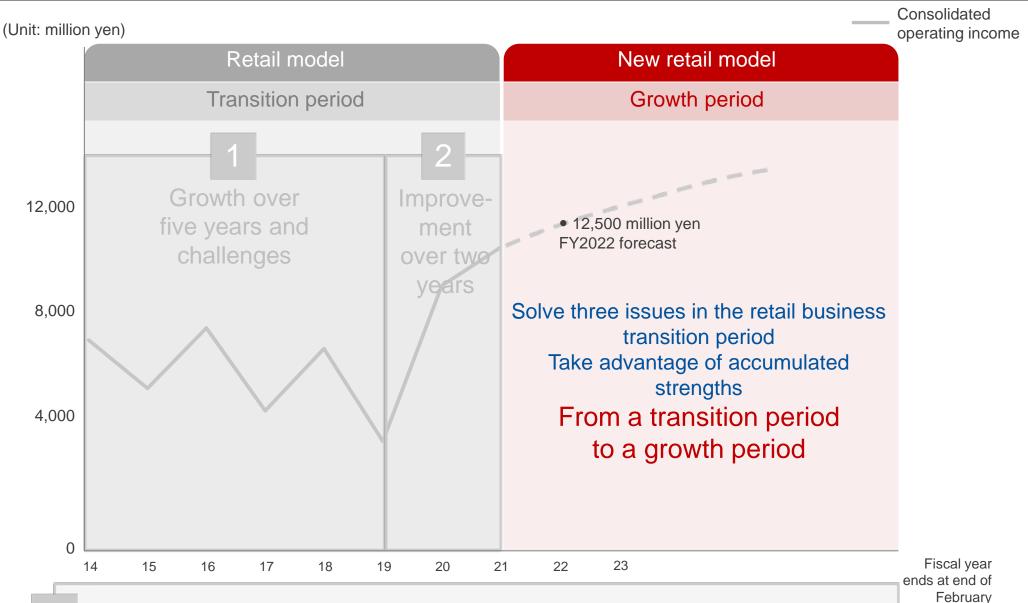
Accumulated Strengths



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



3 Accumulated strengths since its foundation

III. Growth Strategies for the Domestic Business

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



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

Open large stores, emphasizing capital efficiency

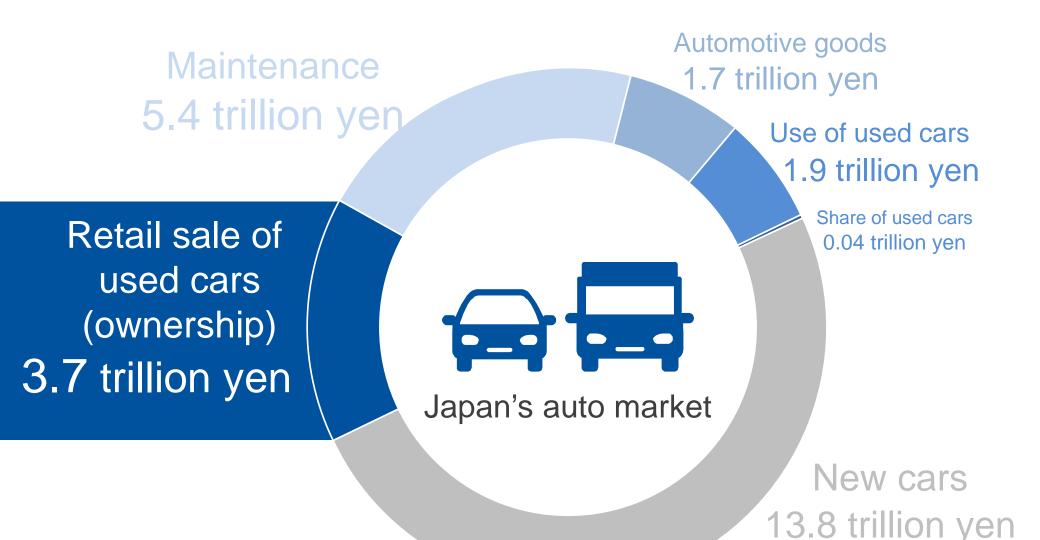
Accelerate the pace of large store openings in stages, while assessing capital efficiency

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



New cars: Japan Automobile Dealers Association Vehicles other than new cars: 2018 Overview of the Automobile Aftermarket of Yano Research Institute 41

Retail sale of used cars (ownership) 3.7 trillion yen

There is room for market expansion

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).

Estimated circulation number of used cars: 2020 Used Car Distribution Industry 2020 of Yano Research Institute

Future Store Openings

Multi-channel store openings



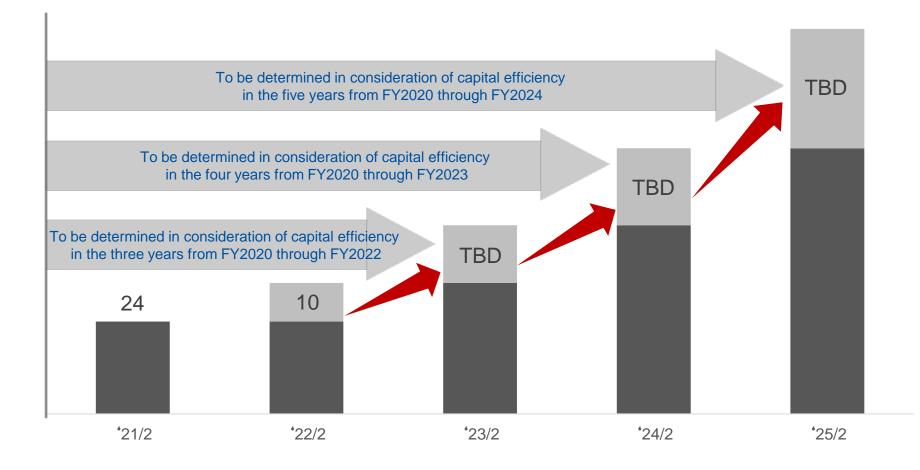
Use Gulliver's brand power



Making the most of the ability to attract customers derived from Gulliver's brand power and expertise

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	2,500 tsubo or more
Number of vehicles displayed	About 300
Capital expenditure	About 200 million yen
Payback period	About 3 years (cash flow after tax, recovery of capital investment)

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

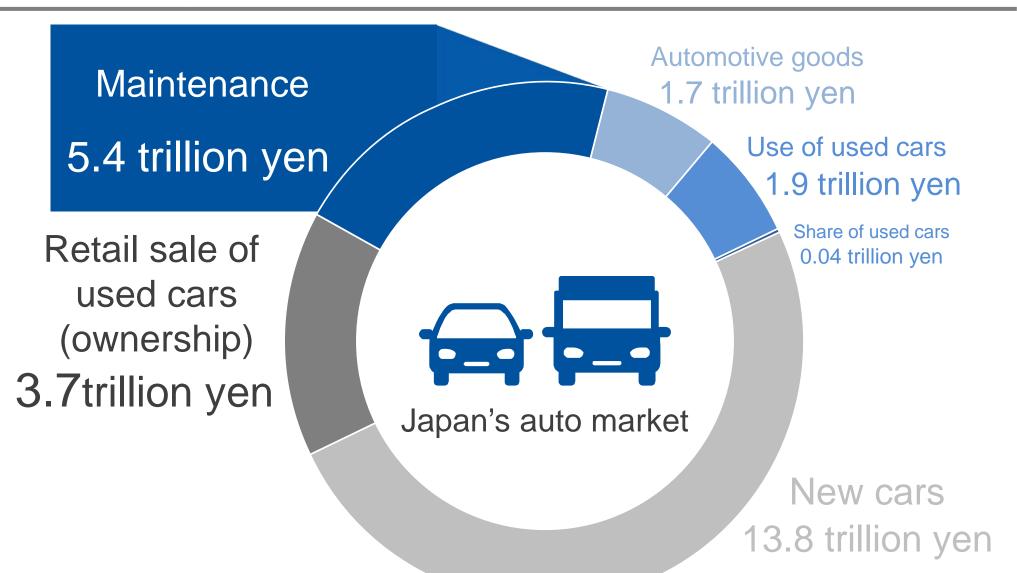
(i) Store Area Strategy (ii) Attracting Customers via Internet (iii) Inventory Control



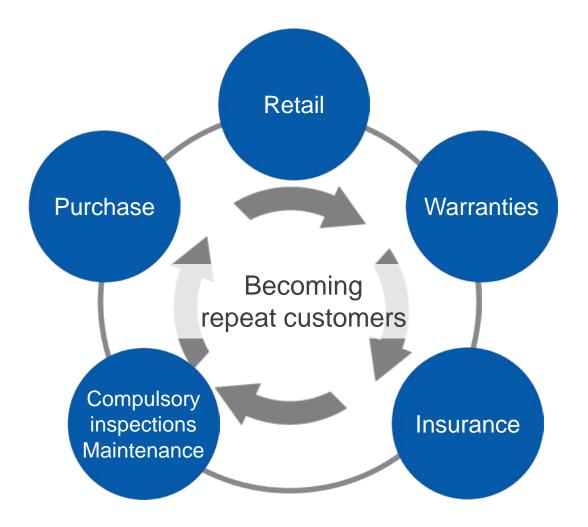
Why will IDOM begin investing in maintenance shops now?



1. Size of Japan's Used Car Retail Market



New cars: Japan Automobile Dealers Association Vehicles other than new cars: 2018 Overview of the Automobile Aftermarket of Yano Research Institute 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 × Outsourcing costs (maintenance before car delivery + compulsory inspections)

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

* 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.

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	Compulsory inspections, maintenance before car delivery
Capital expenditure	About 200 million yen
Payback period	About three years (cash flow after tax, recovery of capital investment)
Store opening plan	The opening of ten shops is planned, including shops added to existing facilities.

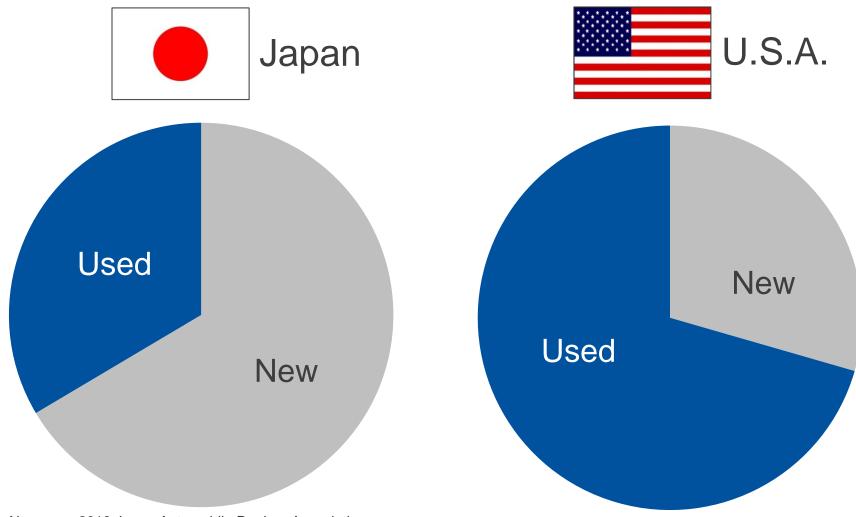
- 1 Expansion of Operating Income
- 2 Expansion of Free Cash Flow over the Medium and Long Term
- 3 Maximization of ROIC

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

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

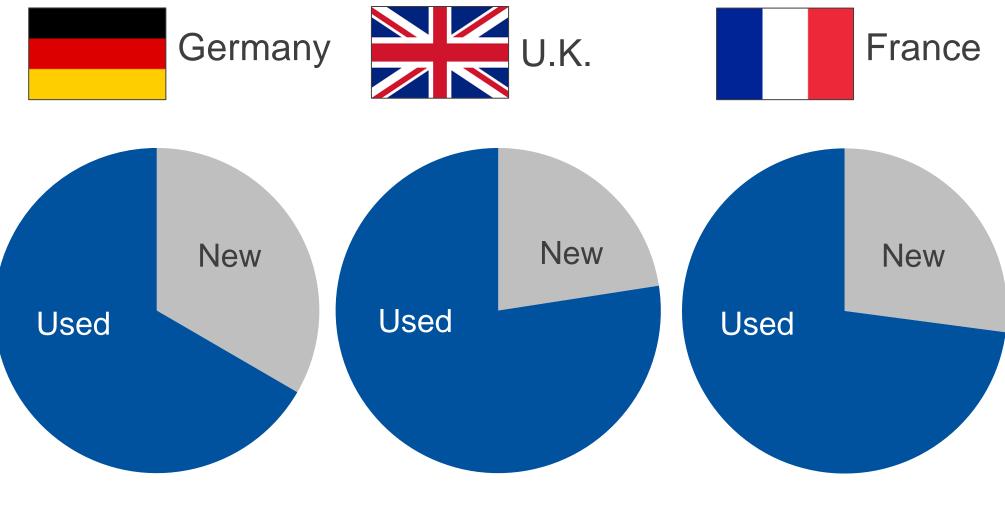
Characteristics of the Used Car Market (between Japan and the U.S.A.)

The used car market accounts for a lower percentage of the auto market in Japan than in the U.S.A.



New cars: 2019 Japan Automobile Dealers Association Used cars: 2020 Used Car Distribution Industry 2020 of Yano Research Institute

New cars: 2019 MarkLines Automotive Industry Portal Used cars: 2019 Used Vehicle Report of edmunds The ratio of the used car market in Europe is as high as in the U.S.A.



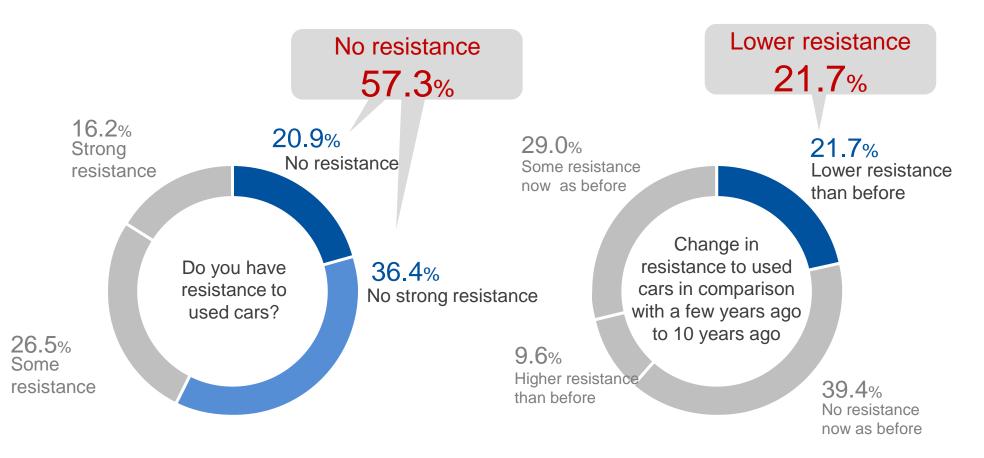
2019 Statistics of Vehicles of Kraftfahrt-Bundesamt (KBA) 2019 Vehicle Data of the Society of Motor Manufacturers and Traders (SMMT)

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

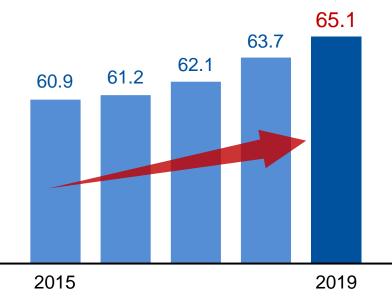


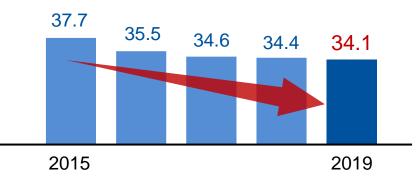
Consumers' resistance to used cars has been falling.

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 about4 percentage points over 5 years.

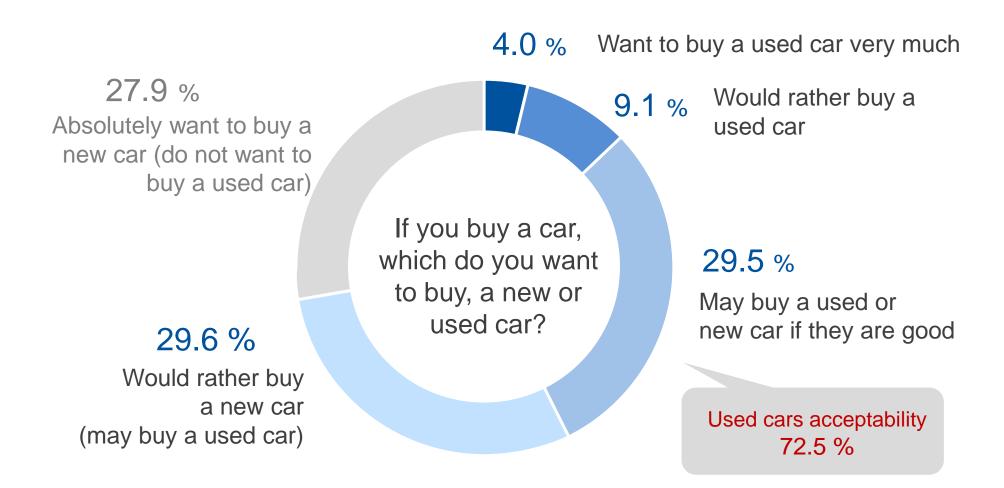




Carsensor's survey on purchases of used cars in 2019

Image of used cars (secondary survey) (Respondents bought used cars or considered buying used cars within a year; a single answer to each question)

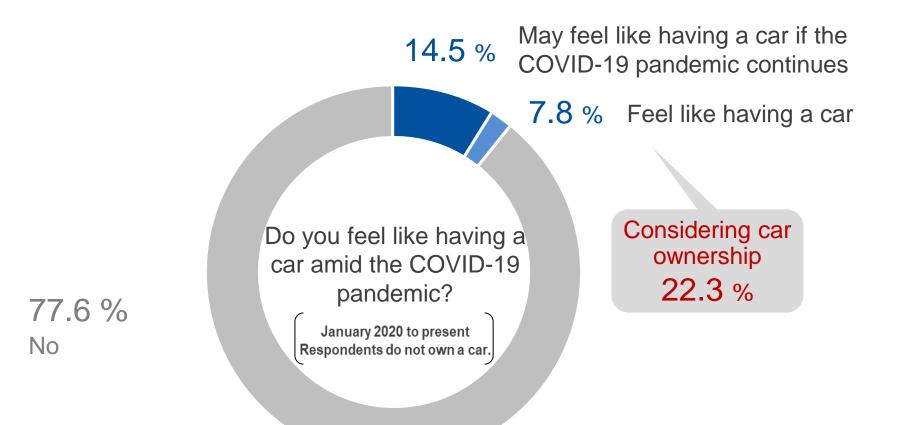
More than 70% of those who may buy cars might buy used cars.



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

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.

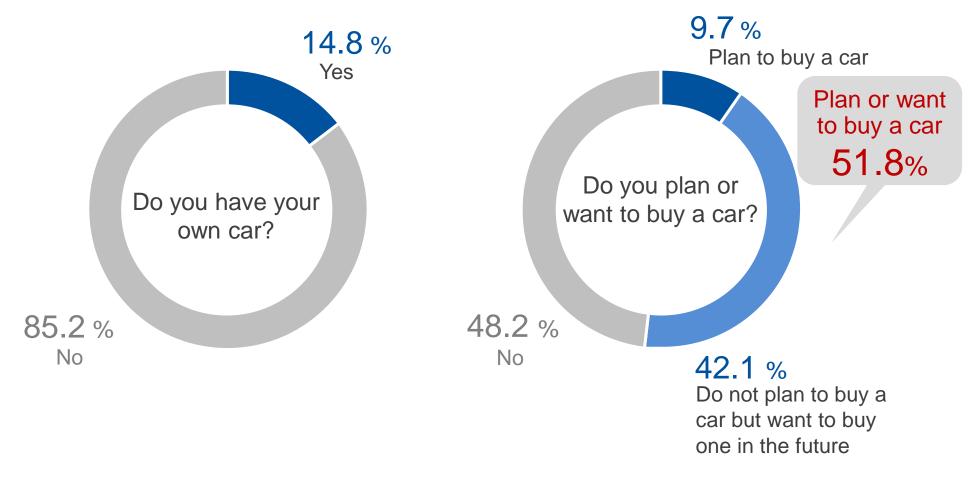


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Young People's Perception of Cars and Their Action

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.

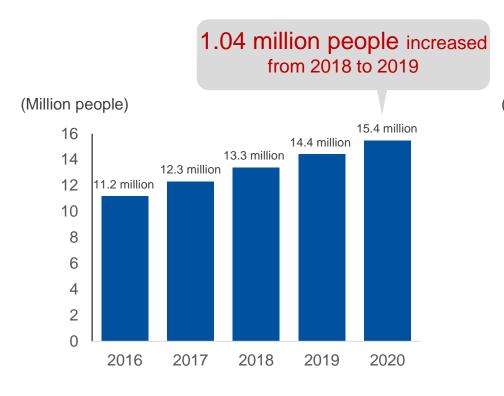


Sony Assurance's attitude survey on new adults' perception of cars in 2020 (respondents: 1,000 new adults)

Young People's Perception of Cars and Their Action (The Number of Young People Who Have a Driver's License)

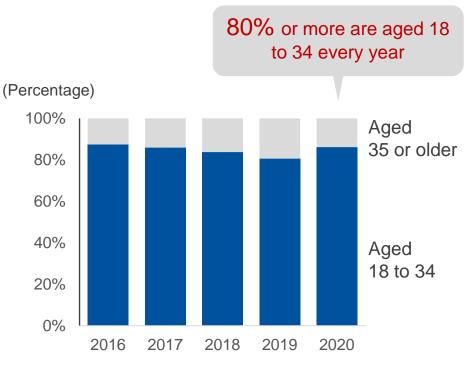
The number of people who have a driver's license (semi-mid-sized motor vehicle or standard motor vehicle) increases over 1 million every year.

Young people, aged 34 or younger, account for a large percentage of the increase.



People who have a driver's license

Breakdown of increase by age group



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