



FY9/2023

# **Financial Results Briefing for the First Half**

CAREER DESIGN CENTER CO., LTD. ( 2410 )

Thursday, May 11, 2023

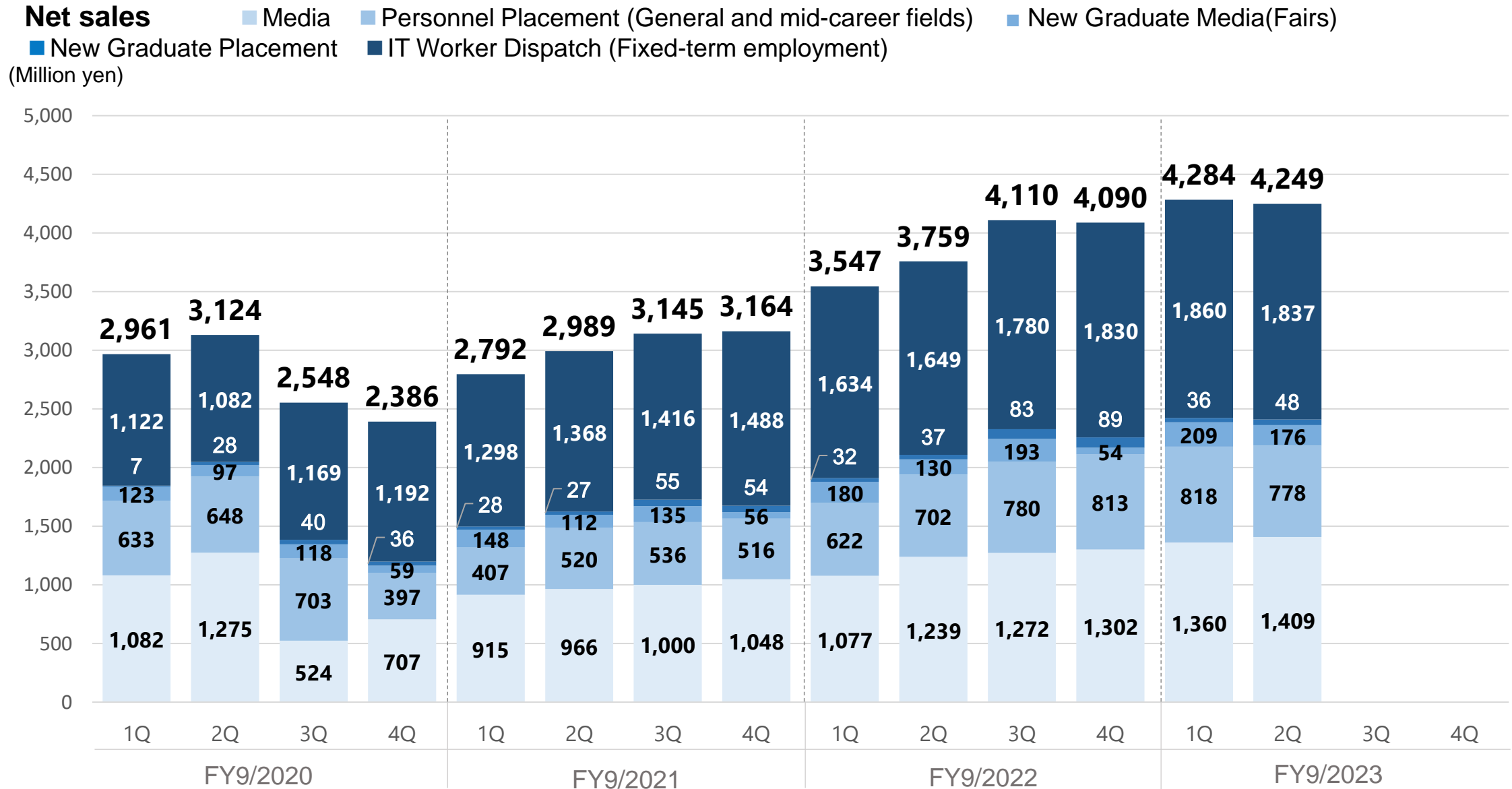
- 1. Overview of Financial Results for 1Q (October–December 2022) and 2Q (January–March 2023)**
- 2. Overview of Financial Results for the First Half: 1Q + 2Q (October 2022–March 2023)**
- 3. Initiatives for the Second Half: 3Q + 4Q (April–September 2023)**
- 4. Full Year Forecast: 1Q–4Q (October 2022–September 2023)**
- 5. References**

(Million yen)

1Q Results	2Q Results
Net sales	Net sales
4,284	4,249
Ordinary profit	Ordinary profit
470	341
Profit	Profit
322	234

- 1 The Media and New Graduate businesses performed well, **exceeding initial forecasts** in both the first and second quarters.
- 2 The main challenge was a **slight slowdown** in the growth of net sales in the Personnel Placement and IT Worker Dispatch businesses.
  - Personnel Placement (General and mid-career fields)  
The number of registrations decreased slightly during the first quarter due to intensified competition with other companies in the same industry for registrants, leading to a temporary decline in the number of successful contracts in the second quarter.
  - IT Worker Dispatch (Fixed-term employment)  
As the number of staff wishing to work remotely or freelance has increased, the number of job openings that can be matched has decreased, and some client companies have reduced their numbers of dispatch jobs. This has resulted in a temporary decrease in the number of active dispatch staff.
- 3 However, **business performance is expected to recover from the second half onward**, since both the Personnel Placement and IT Worker Dispatch businesses are showing a trend of improvement.

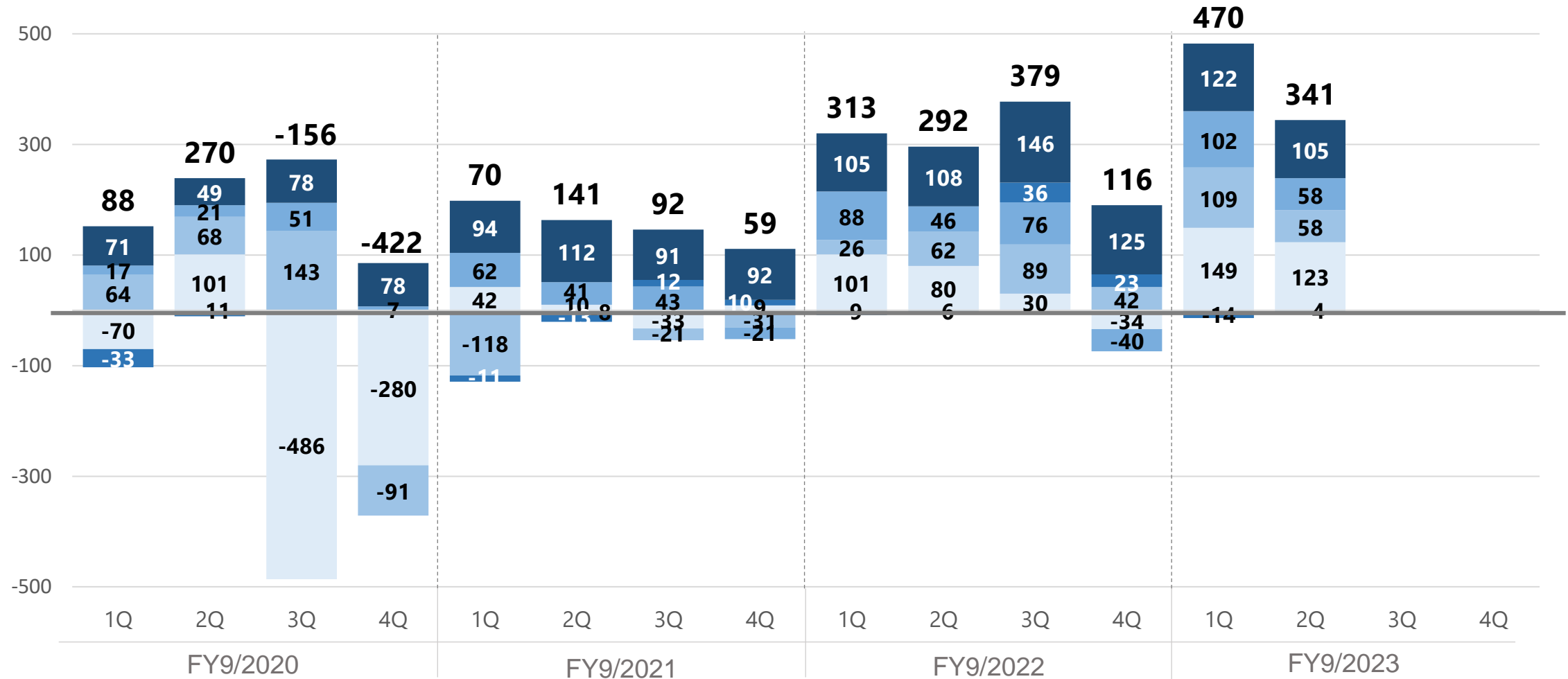
(Reference) Net Sales by Business (Quarterly)



(Reference) Ordinary Profit by Business (Quarterly)

**Net sales** (Million yen)

- Media
- Personnel Placement (General and mid-career fields)
- New Graduate Media(Fairs)
- New Graduate Placement
- IT Worker Dispatch (Fixed-term employment)



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(Million yen)

**Net sales**

YoY

8,534

117.0%

**Ordinary profit**

YoY

811

134.1%

**Profit**

YoY

557

133.9%

- 1** Net sales grew 117% year on year, **exceeding the upwardly revised plan.**

  - Media  
Recruitment demand for female personnel and engineers remains high. Unit prices per transaction increased as a result of efforts to improve discount rates.
  - Personnel Placement (General and mid-career fields)  
The number of successful contracts for female and mid-career personnel increased.  
As demand in the engineering field increases, the unit price per transaction also increases.
  - New Graduate Business  
Development of new customers has been strengthened, leading to an increase in the number of companies doing business with CDC. These are primarily major companies in the IT industry.
- 2** Ordinary profit for the first half **exceeded the upward revised forecast.**

Although net sales exceeded the forecast, no additional investment was made in costs, and progress was as forecast.  
Profit margins improved for each business.

(Million yen)

	Initial forecasts (Nov.9, 2022)	Revised upward (Jan. 31, 2023)	Results	Results in the previous fiscal year	YoY
<b>Net sales</b>	8,372	8,493	8,534	7,306	117%
<b>Operating profit</b>	574	709	818	606	135%
<b>Ordinary profit</b>	567	700	811	605	134%
<b>Profit</b>	378	468	557	416	134%



(Million yen)

	Initial forecasts (Nov.9, 2022)	Results	Results in the previous fiscal year	YoY
<b>Total expenses</b>	7,805	7,723	6,701	115%
<b>Personnel expenses</b>	2,350	2,336	2,029	115%
<b>Advertising expenses</b>	1,097	1,101	863	127%
<b>Dispatched worker     salaries</b>	2,996	2,970	2,635	112%
<b>Other</b>	1,362	1,316	1,174	112%

(Million yen)

		Results	Results in the previous fiscal year	YoY
<b>Media</b>	Net sales	2,769	2,317	120%
	Ordinary profit	273	63	433%
<b>Personnel Placement</b> (General and mid-career fields)	Net sales	1,597	1,325	120%
	Ordinary profit	167	89	188%
<b>New Graduate Media</b> (Fairs)	Net sales	385	311	124%
	Ordinary profit	160	135	119%
<b>New Graduate Placement</b>	Net sales	85	69	122%
	Ordinary profit	-19	-16	—
<b>IT Worker Dispatch</b> (Fixed-term employment)	Net sales	3,697	3,283	113%
	Ordinary profit	228	214	107%

\*As adjustments due to new revenue recognition accounting standards, in addition to ordinary profit in each business, 120 million yen was recorded in the fiscal year

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## Sales

We will strengthen efforts to develop new customers for engineers and female personnel, for which there are high job opening demand.  
We will continue to focus on improving unit prices per transaction (by improving discount rates).

## Registrations

We will strengthen measures to acquire registrants from type and Onna no Tenshoku type.  
We will also focus on measures to attract female engineers, expand registrations in the Osaka area and from Direct Type.

## Organization

There is steady progress in new graduate and mid-career recruitment. We will continue in our aim to become a highly productive organization.

◆ February 2023– Launched a new commercial featuring Japanese comedy duo Audrey as mascot characters



Masayasu Wakabayashi was **added** as a mascot character in addition to Toshiaki Kasuga.

By appointing two people with different personalities, we aim to expand public recognition that "type" is a job change site that is in touch with the needs of various types of job seekers, and that users can find the perfect job for them = their "type" of job.

\*Radio commercials, YouTube advertisements, Twitter campaigns, etc.

◆ December 21, 2022– Became the first major general job change site\*(1) to launch a function that allows casual interview applications



As job seeking activities that emphasize a sense of satisfaction and degree of matching become the mainstream, one way of increasing contact between job seekers and companies is to **create a new function that allows requests for casual interviews\*(2)**.

\*(1) Comparison of four major general job sites.

\*(2) Casual interview: A pre-selection interview held for the purpose of ensuring mutual understanding between the company and the job seeker.

## Promotion site feature enhancements

We will continue to carry out promotions for female job seekers, with the aim of expanding awareness and increasing new members. By renewing the site and app, we will further enhance the power of the site.

## Strengthening recruitment of female engineers

We will increase net sales with the number of recruiting companies recruiting female engineers, and steadily acquire female users considering careers as engineers.

We will continue to implement measures to attract more registered users, with the aim of further expanding business results.

**自分の未来、探してミイ! NO.1**

★ 転職意欲がある20-30代の女性向けに動画広告も実施

ブランディング費 約 **1.8倍**

**2023年1-3月プロモーション概要**

- 交通広告** 首都圏の主要路線&駅で、女の転職typeの認知拡大を狙った広告を展開!
- JR3面動画** 交通広告
- メトロ動画** 交通広告
- JRまど上ポスター** 交通広告
- 天井シート** 交通広告
- ペンチ** 交通広告
- ステッカー** 交通広告

**Web広告** 転職意欲の高い潜在層～潜在層までアプローチ! 多数のアライアンスサイトで求人情報を掲載!

- アライアンス提携
- パナー広告 (PC・DP)
- ネイティブ広告
- リスティング広告

**Webマガジン** 働く女のワーク&ライフマガジン Woman type [ウーマンタイプ]

**アプリ** 女の転職typeアプリ 10万ダウンロード突破! 応募数も急増中!

9/13(火)~10/10(月)理想の働き方・キャリアのタイプ別大特集、10/11(火)~11/7(月)IT・WEB業界大特集、11/8(火)~12/5(月)富貴大特集開催!

女性のITエンジニアデビュー 応援企画 第1弾

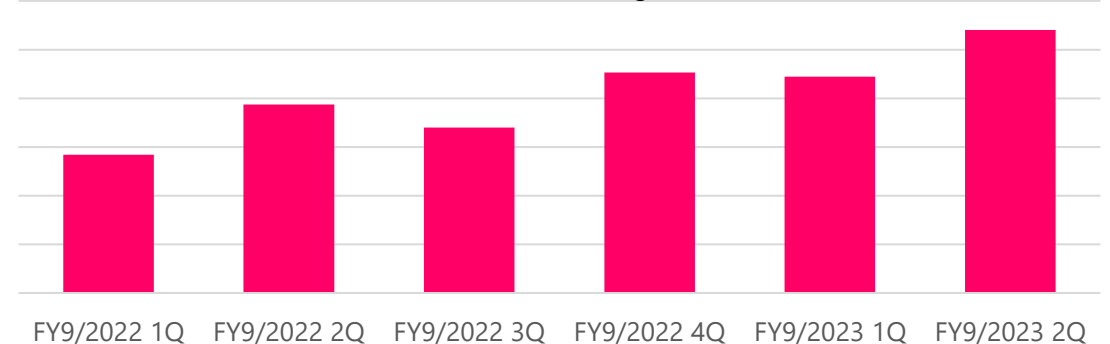
**ITキャリアラボ**

限定60人 受講料無料 面接予約

女の転職type ITキャリアラボ

**Onna no Tenshoku type IT Career Lab**  
A project to support debut female IT engineers, launched in April 2023.

Sales of female engineers





## Strengthening promotions to expand recognition in the Osaka area and develop new job openings

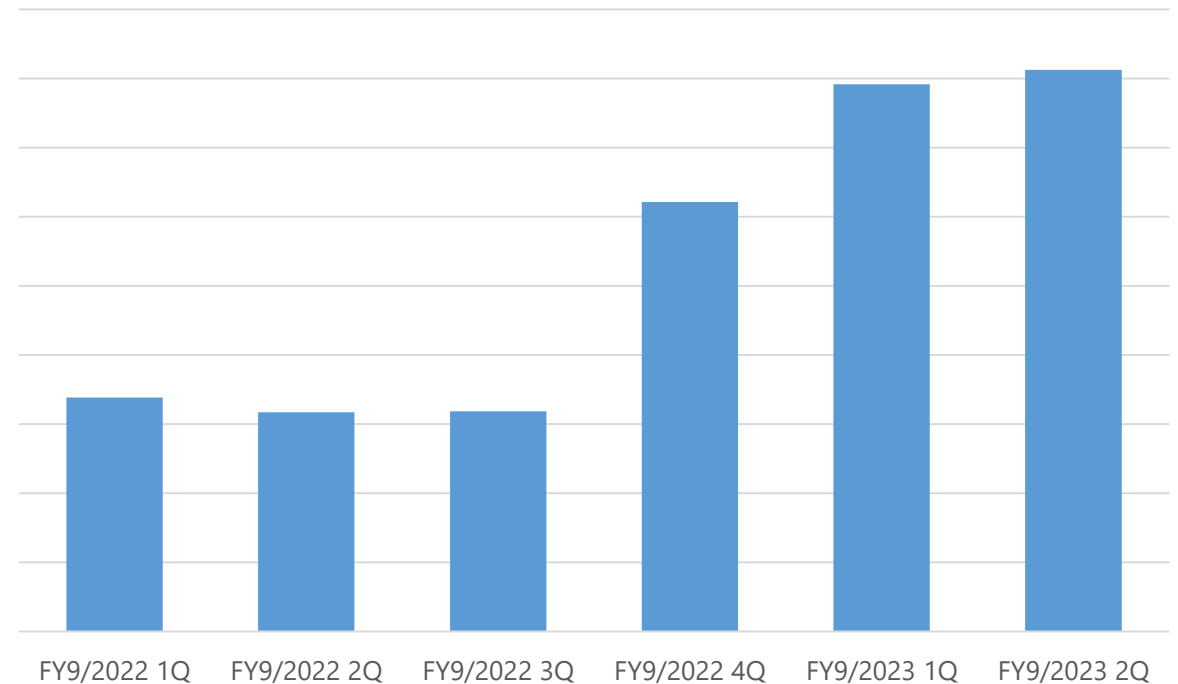
Net sales in the Osaka area have steadily expanded due to new projects being pursued.

We will strengthen promotions to improve recognition and attract more registered users, with the aim of further expanding business results.



Digital signage and posters inside the Osaka Metro Midosuji Line Umeda Station building

Osaka Area sales trends



## Direct type site registered users and site power enhancement

Direct type is steadily attracting registrants for IT engineer positions, and the number of successful placements with client companies is increasing.

We will continue to implement measures to attract more registered users, while aiming to expand as a service to support the recruitment of IT engineers.



ITエンジニアのための  
スカウト転職サービス

A scout-based job search service for IT engineers.

今すぐ試してみる(無料)





## Sales

We will focus on positions such as engineers, salespeople, sales personnel, and management, which are in high demand among client companies. In particular, we expect to see an increase in the number of engineers with a high closing price for successful contracts.

## Registrations

In order to attract registered users for engineer positions, we will focus on attracting registrants with a lower unit price by strengthening our website and friend referral initiatives, in addition to using external media.

## Organization

In particular, we aim to increase the number of successful contracts by strengthening mid-career recruitment of career advisors, training at an early stage, and improving productivity.

## Sales

We will focus on the acquisition of new job openings, primarily in the IT industry. Although the difficulty in securing placements is high, we expect to see an increase in the number of engineers with a high closing price for successful contracts.

## Registrations

To attract registrants for professional and manager positions, we will strengthen measures for scouting and friend referrals to increase the number of registered users.

## Organization

We will strengthen our organizational foundation with a primary focus on career advisors, in anticipation of future business expansion. We will also augment our personnel pool, mainly with mid-career hires, and seek to increase the number of successful contracts.

## Sales

We will focus on acquiring additional projects in FY2024 due to the increase in the number of employees being hired by existing companies, and expanding sales of early internship events in FY2025.

We will strengthen efforts to expand sales to meet the needs of individual companies, including industry-specific, science-related, and female personnel needs.

## Registrations

We are working to attract registered users with a lower unit price through efficient advertising management using social media and other web-based approaches.

## Organization

We will create a highly profitable business structure while maintaining a small number of elite business operations.

## Sales

We will strengthen efforts to develop new client companies in the IT industry for students scheduled to graduate in FY2024.

As the number of hires at each client company increases, the number of IT job openings will increase, and the matching rate will improve.

## Registrations

Job seeking activities of students expecting to graduate in FY2024 have kicked off early, resulting in strong results in attracting customers.

We will strengthen our approach to students with contact through site visits and new graduate fairs.

## Organization

We are hiring career advisors and working to achieve a stable and profitable organization, in anticipation of future business expansion.

## **Sales**

We will strengthen our efforts to secure projects that fulfill the wishes of temporary dispatch staff, including remote work.  
We will also strengthen our efforts to secure job openings for IT engineers.

## **Registrations**

We will strengthen our efforts to attract new registrants, primarily for IT engineer roles, by utilizing the company's website, etc.

## **Organization**

We will respond to the needs of both client companies and temporary dispatch staff, with a focus on improving matching rates and increasing productivity.

**Personnel system design**

We will design a new personnel system, different from the existing fixed-term employment system.

We will establish a system to support the careers of personnel as engineers, and an incentive system.

**Training system planning and design**

In collaboration with an external system design company, we are planning and designing the type IT Academy: a three-month in-house training system that allows employees with little or no experience to aim to become engineers.

**Start of recruitment activities**

(New graduate recruitment) A briefing session will be held for students scheduled to graduate in FY2024.

Efforts to attract customers are progressing steadily, which will enable us to secure the requisite number of hires.

(Mid-career recruitment)

We are using in-house media and external recruitment media to strengthen our recruitment efforts.

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(Million yen)

**Net sales**

**YoY**

**17,500**      **112.8%**

**Ordinary profit**

**YoY**

**1,300**      **118.1%**

**Profit**

**YoY**

**881**      **111.0%**

**1** Although sales and profits for the first half of the year exceeded initial forecasts, the full-year forecast remains unchanged. Both net sales and profits are expected to reach record highs.

**2** Demand for personnel to fill job openings is expected to remain high for the second half of the year. We will strengthen measures to increase sales in each business.

●Media

We will aim to increase the number of client companies and increase unit prices per transaction for engineers and female personnel.

In addition, we will further strengthen our efforts to expand sales of female engineers, and in the Osaka area.

●Personnel Placement

The number of registrations—which slowed in the first quarter—has improved. We will aim to increase the number of successful contracts in the engineer, female, and mid-career fields.

●IT Worker Dispatch

Growth in the number of active dispatch workers slowed temporarily in the second quarter, but we aim to increase the number of active workers primarily on engineer projects.

**3** To achieve further business expansion in the next fiscal year and beyond, we will continue working to attract new registered users, enhance in-house recruitment, and enhance our system infrastructure.



(Million yen)

	<b>Initial forecasts</b> (Nov.9, 2022)	<b>Results in the previous fiscal year</b>	<b>YoY</b>	<b>Results</b>	<b>Rate of progress</b>
<b>Net sales</b>	17,500	15,507	113%	8,534	49%
<b>Operating profit</b>	1,314	1,102	119%	818	62%
<b>Ordinary profit</b>	1,300	1,101	118%	811	62%
<b>Profit</b>	881	793	111%	557	63%

(Million yen)

	Initial forecasts (Nov.9, 2022)	Results in the previous fiscal year	YoY	Results	進捗率
<b>Total expenses</b>	16,200	14,406	112%	7,723	47%
Personnel expenses	4,943	4,360	113%	2,336	47%
Advertising expenses	2,180	2,098	104%	1,101	51%
Dispatched worker salaries	6,286	5,483	115%	2,970	47%
Other	2,791	2,465	113%	1,316	47%

(Million yen)

		Initial forecasts (Nov.9, 2022)	Results in the previous fiscal year	YoY	Results	進捗率
<b>Media</b>	Net sales	5,590	4,891	114%	2,769	52%
	Ordinary profit	347	57	608%	273	79%
<b>Personnel Placement</b> (General and mid-career fields)	Net sales	3,227	2,919	111%	1,597	49%
	Ordinary profit	279	221	126%	167	60%
<b>New Graduate Media (Fairs)</b>	Net sales	580	559	104%	385	67%
	Ordinary profit	172	171	101%	160	93%
<b>New Graduate Placement</b>	Net sales	253	242	104%	85	34%
	Ordinary profit	20	44	46%	▲19	—
<b>IT Worker Dispatch</b> (Fixed-term employment)	Net sales	7,850	6,894	114%	3,697	47%
	Ordinary profit	480	486	99%	228	48%

\*As adjustments due to new revenue recognition accounting standards, in addition to ordinary profit in each business, 120 million yen was recorded in the fiscal year

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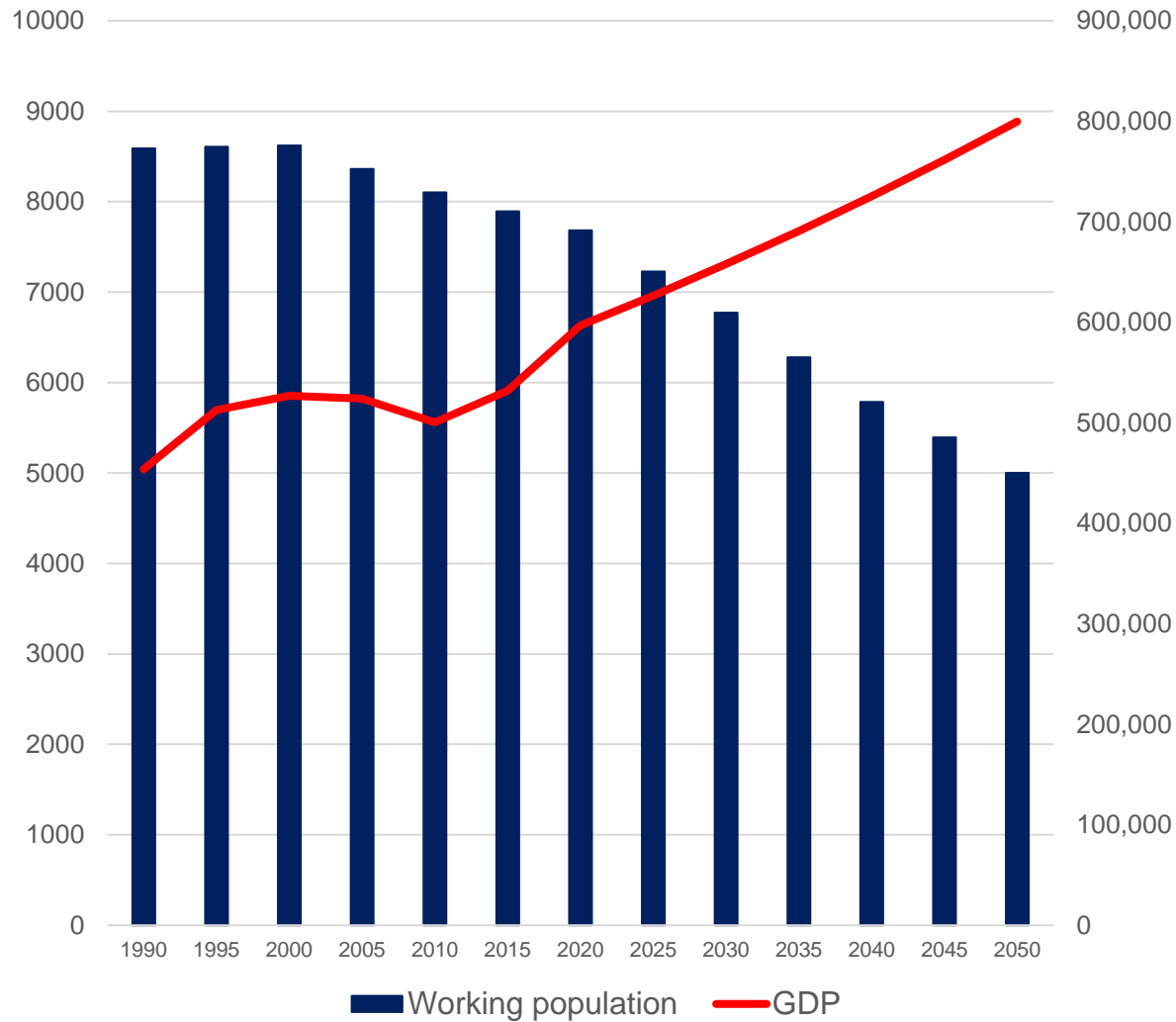
## Our Management Philosophy/Mission

### **Revitalize companies and contribute to the development of the Japanese economy through the mobility of high-quality human resources**

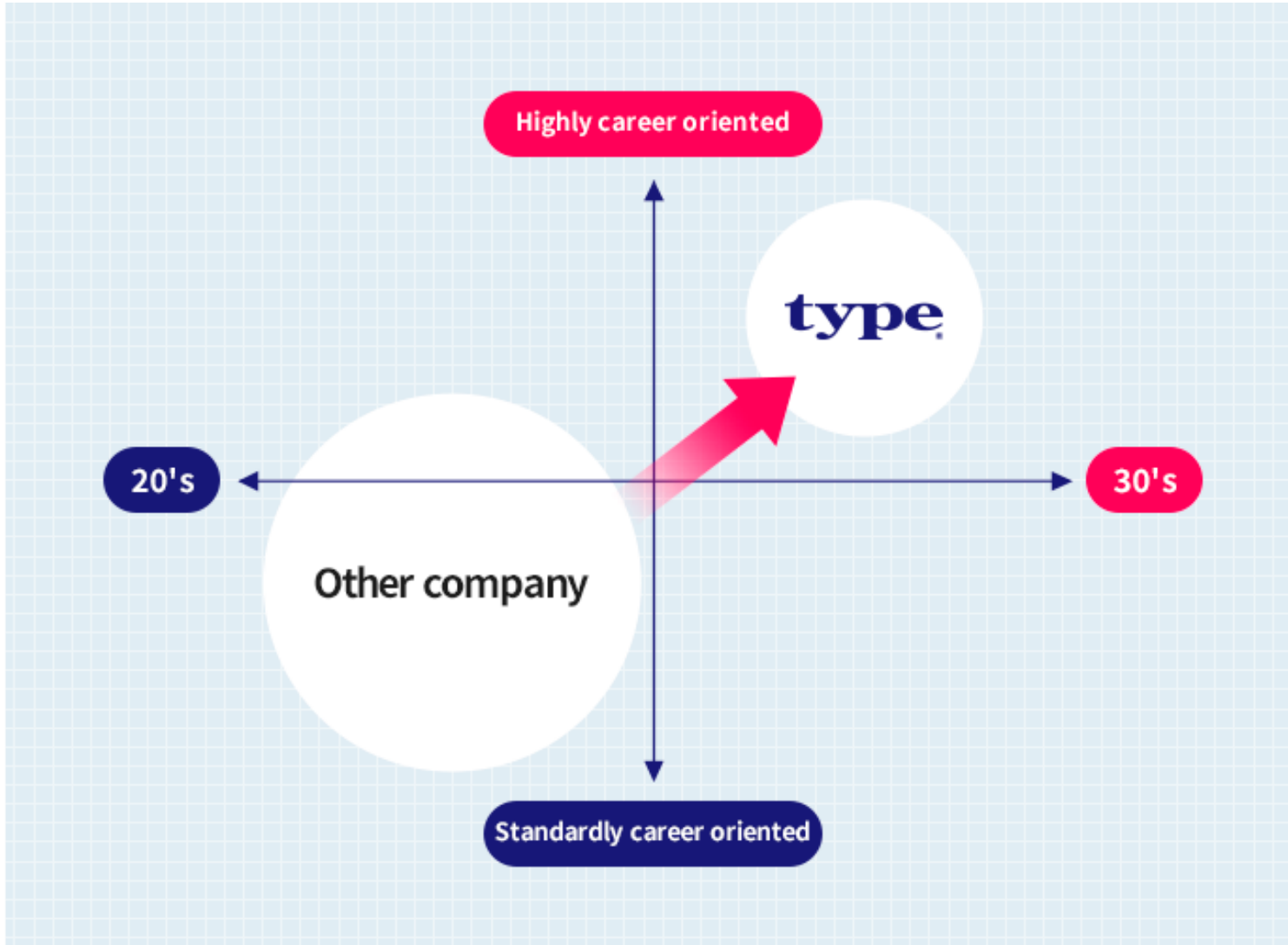
Since it was founded in 1993, Career Design Center (CDC) has operated under the corporate ethos of "good jobs and good lives" and distinguished itself from the competition by expanding its business with a focus on highly career-oriented engineers, salespeople and women. We strive to establish a next-level career change market through the type brand.

CDC is working to expand its media mix of individual products and services in the media information business, placement business, new graduate market business and worker dispatch business while continuing to enhance synergistic effects through the **type** brand with the aim of invigorating companies and contributing to the development of the Japanese economy through the mobility of high-quality human resources.

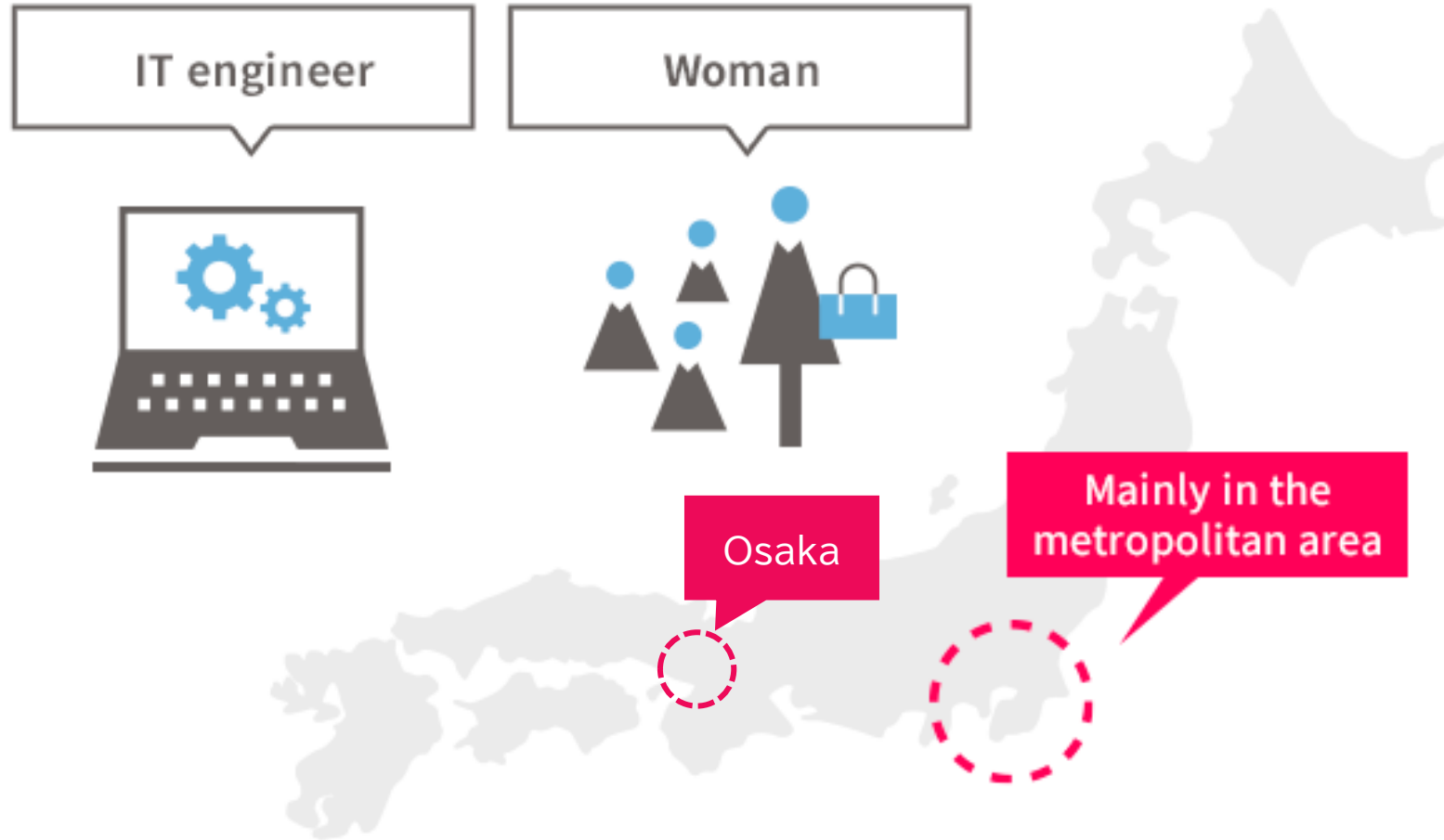
Estimates of Japan's GDP and working population



Contribute to the growth of the Japanese economy through the mobility of human resources







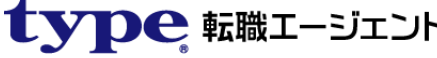



The **level** of highly career-oriented recruitment

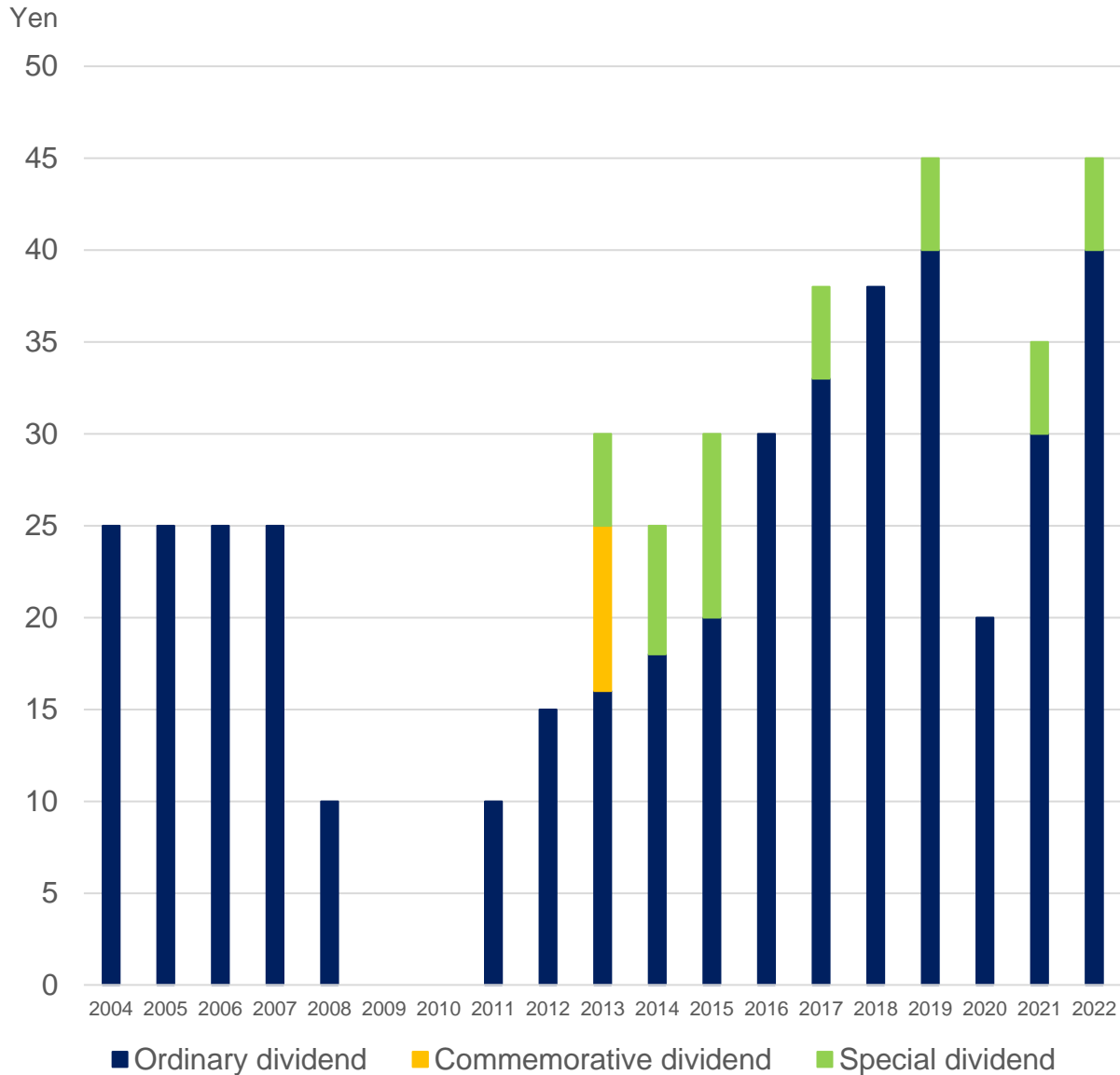


Metropolitan area  
×  
I T engineer  
Woman





Media Business	Midcareer job sites		Comprehensive midcareer job sites with a strength in <b>engineers</b>
			Midcareer job site targeting <b>women</b> and full-time employees
Personnel Placement Business	Fairs to find the right job		<b>Engineer</b> midcareer job events attracting the most customers in Japan
			Midcareer job events exclusive to <b>women</b> attracting the most customers in Japan
New Graduate Recruitment Fair Business	Employment placement		Placement of human resources with a strength in <b>engineers</b> and <b>women</b>
New Graduate Placement Business	Job hunting events		Job-hunting events targeting high class job seekers
IT Worker Dispatch Business	Employment placement		New graduate placement providing broad support from major companies to SMEs
	Dispatching of IT engineers		Worker dispatch specializing in <b>IT engineers</b>



Shareholder return  
with an emphasis on  
**increasing ordinary  
dividends**

Company name	CAREER DESIGN CENTER CO., LTD.
Establishment	July 8, 1993
Representative	Hiromi Tada, Chairman and CEO
Address	Akasaka Long Beach Building, 3-21-20, Akasaka, Minato-ku, Tokyo
Capital	558,660,000
Listing	Tokyo Stock Exchange Prime Market (stock code: 2410)
Governance structure	Company with a Board of Directors and Audit & Supervisory Committee Company with a Nomination and Compensation Committee

Number of employees	695(as of September 30, 2022)
Average age	30.4
Male/female ratio	Male 42% Female 58%
Gender distribution of managerial positions	Male 62% Female 38%
Return rate after maternity and childcare leave	100%
Hiring category	New graduate 38% Mid-career recruits 62%



# Disclaimer

The industry trends, analyses, future outlook, strategies and other information presented today are determinations made by Company management based on currently available information, but various factors may cause significant changes to the environment surrounding business in the future. Therefore, please note that future strategies and business performance may vary significantly from the information presented today.