



# MonotaRO Co., Ltd.

Masaya Suzuki  
President & CEO

March 2, 2016

# Contents

## 1: About US

## 2: Our Business

-1 Domestic Direct Marketing Business

-2 Procurement Management Solution Business  
for Large Accounts

-3 Oversea Business

## 3: Our Future

# 1-1: About US

Founded in 2000

Listed on TSE Mothers in 2006

Listed on TSE 1<sup>st</sup> section in 2009

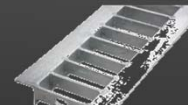
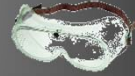
Locates in Amagasaki, Hyogo

We are

selling MRO products to business users  
through Internet

# 1-2: About US /MRO Products

- Safety
- Packing, Material handling, Cleaning
- Cutting Tools, Abrasives ,Product Processing Tools
- Hand tools, Power tools, Pneumatics
- Chemicals, Adhesive, Welding
- FA, Mechanical Parts
- Fasteners
- Electrical
- Auto/Cargo Truck Maintenance & Parts
- Motor Bike/Bicycle Maintenance & Parts
- Construction, Painting/Interior
- Air conditioning/Electric Facilities, Piping, Plumbing
- Laboratory
- Office supplies
- Agricultural equipment & supplies
- Kitchen equipment & supplies
- Medical & Nursing equipment & supplies



# 1-3: About US/

## Our Solution for the Current Inefficient Market



Fragmented demand

More cost for process than products



Scale & Aggregation through the Internet

Efficient & Simple Purchase Platform

# 1-4: About US / Our Differentiation

**Big data**

Customer  
Product  
Traffic

**Technology**

Search Engine  
Data mining

**Most Efficient MRO procurement platform**

Domestic Direct Marketing  
Business

Procurement  
Management Solution  
for Large Accounts

Overseas Business

# 1-5: About US /2015 Result & 2016 Plan

	FY2015 Result		FY2016 PLAN		
(Million Yen)	Amount	Ratio to Sales	Amount	Ratio to Sales	YonY
<b>Sales</b>	<b>57,563</b>		<b>71,076</b>		<b>+23.5%</b>
<b>Gross Profit</b>	<b>17,327</b>	<b>30.1%</b>	<b>21,746</b>	<b>30.6%</b>	<b>+25.5%</b>
<b>SGA Exp.</b>	<b>10,239</b>	<b>17.8%</b>	<b>12,446</b>	<b>17.5%</b>	<b>+21.5%</b>
<b>Operating Income</b>	<b>7,087</b>	<b>12.3%</b>	<b>9,300</b>	<b>13.1%</b>	<b>+31.2%</b>
<b>Current Income</b>	<b>7,120</b>	<b>12.4%</b>	<b>9,295</b>	<b>13.1%</b>	<b>+30.5%</b>
<b>Net Income</b>	<b>4,439</b>	<b>7.7%</b>	<b>6,051</b>	<b>8.5%</b>	<b>+36.3%</b>

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# 2-1-1: Domestic Direct Marketing

- Safety
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- Medical & Nursing equipment & supplies

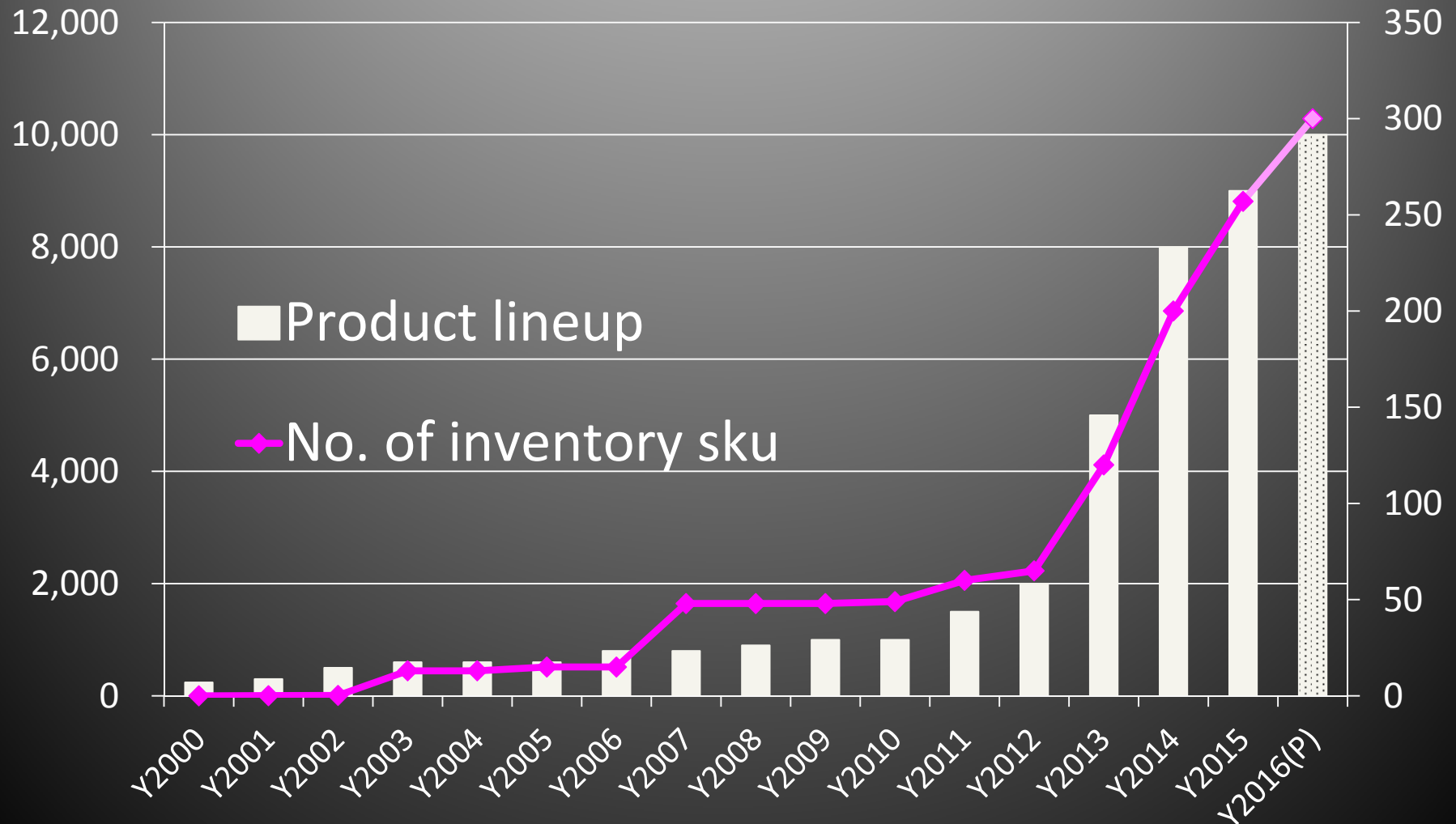


# 2-1-2: Domestic Direct Marketing

## Product lineup & Inventory

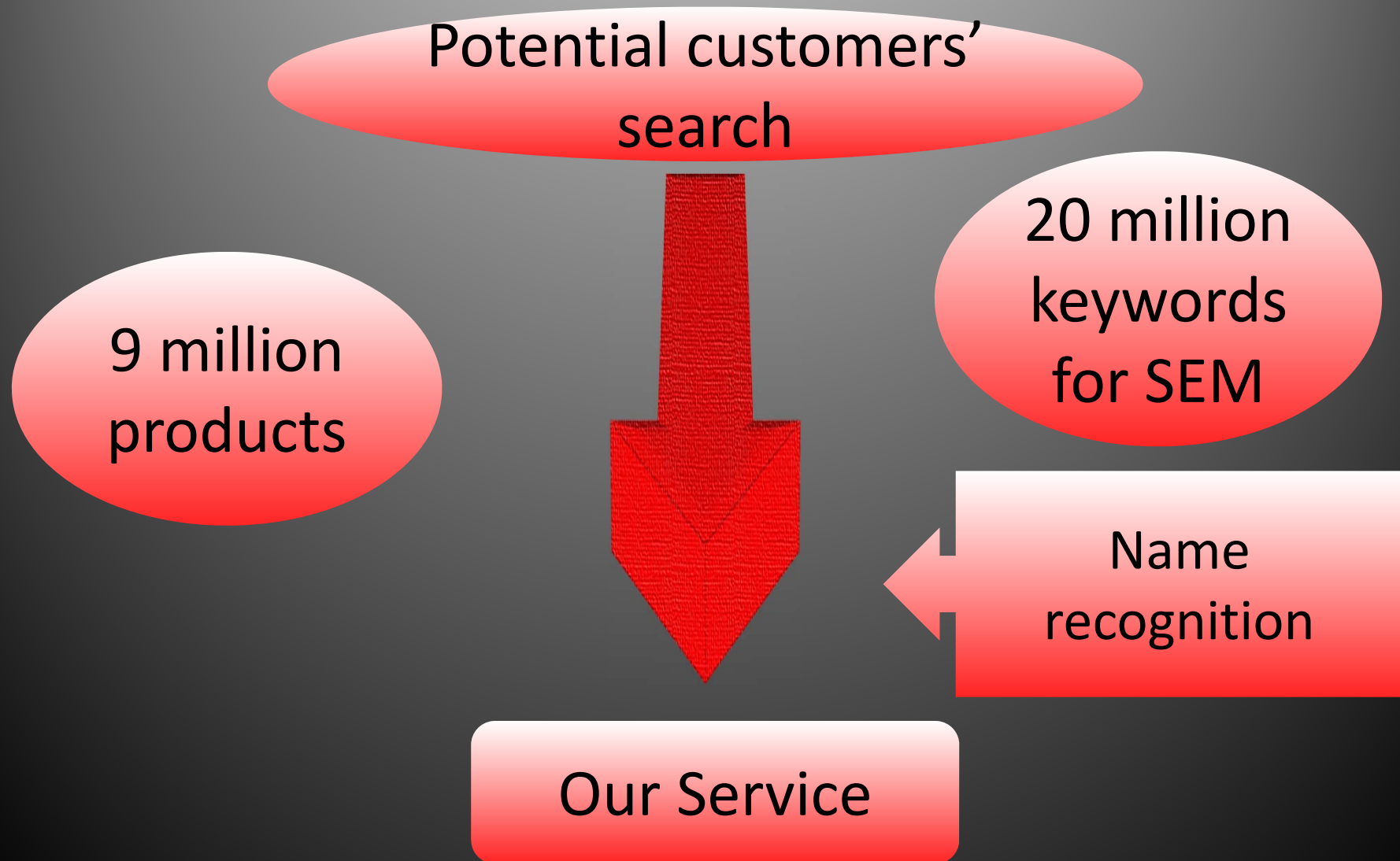
Product Lineup/Thousand skus

Inventory/Thousand skus



# 2-1-3: Domestic Direct Marketing

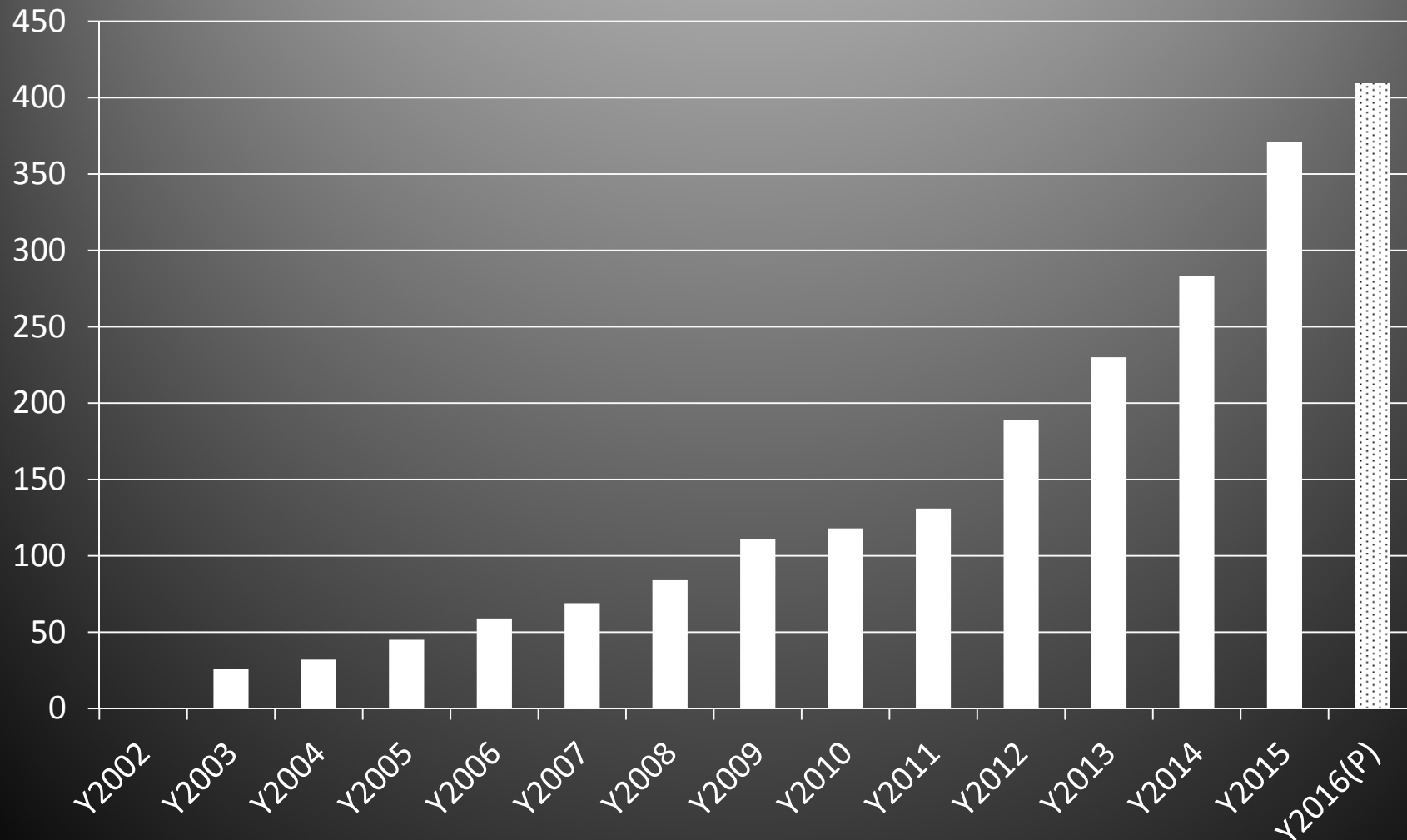
Efficient New Customer Acquisition



# 2-1-4: Domestic Direct Marketing

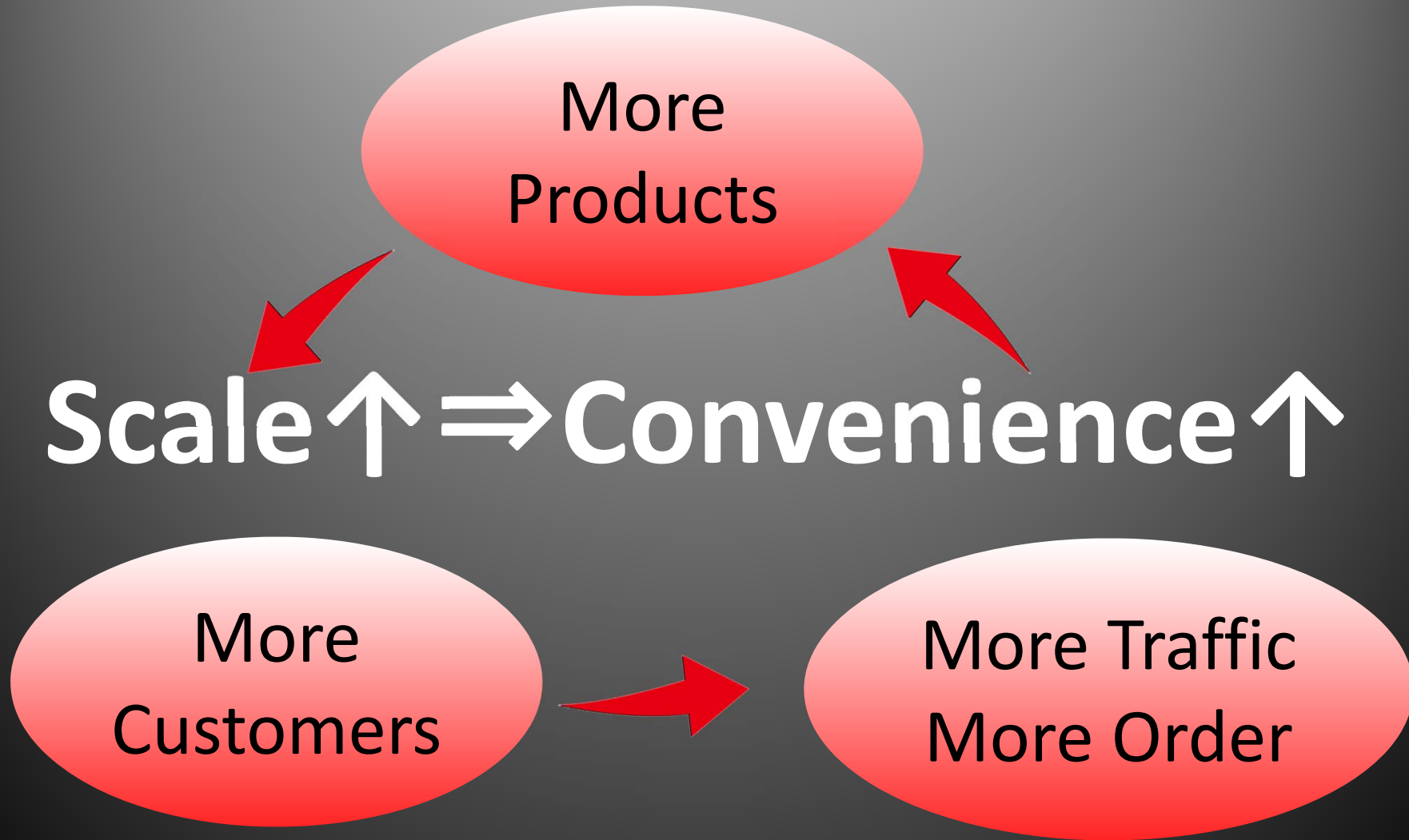
No. of Customers acquired in a year

Thousand accounts



# 2-1-5: Domestic Direct Marketing

## Our Growth Cycle



# 2-1-6: Domestic Direct Marketing

Leverage Big Data to search next demand

250,000 SKU  
Inventory

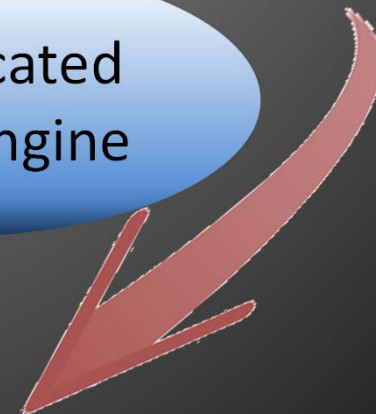
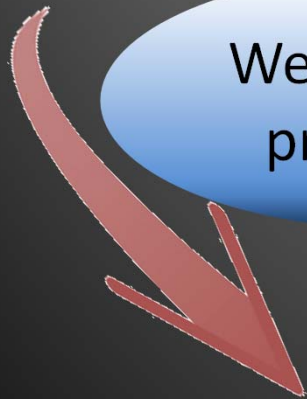
Private Label  
Brand products

9 million  
products

Well targeted  
promotion

Sophisticated  
Search Engine

1.8 million  
customers



# 2-1-7: Domestic Direct Marketing

## Continuous Growth of Customer Base and Sales

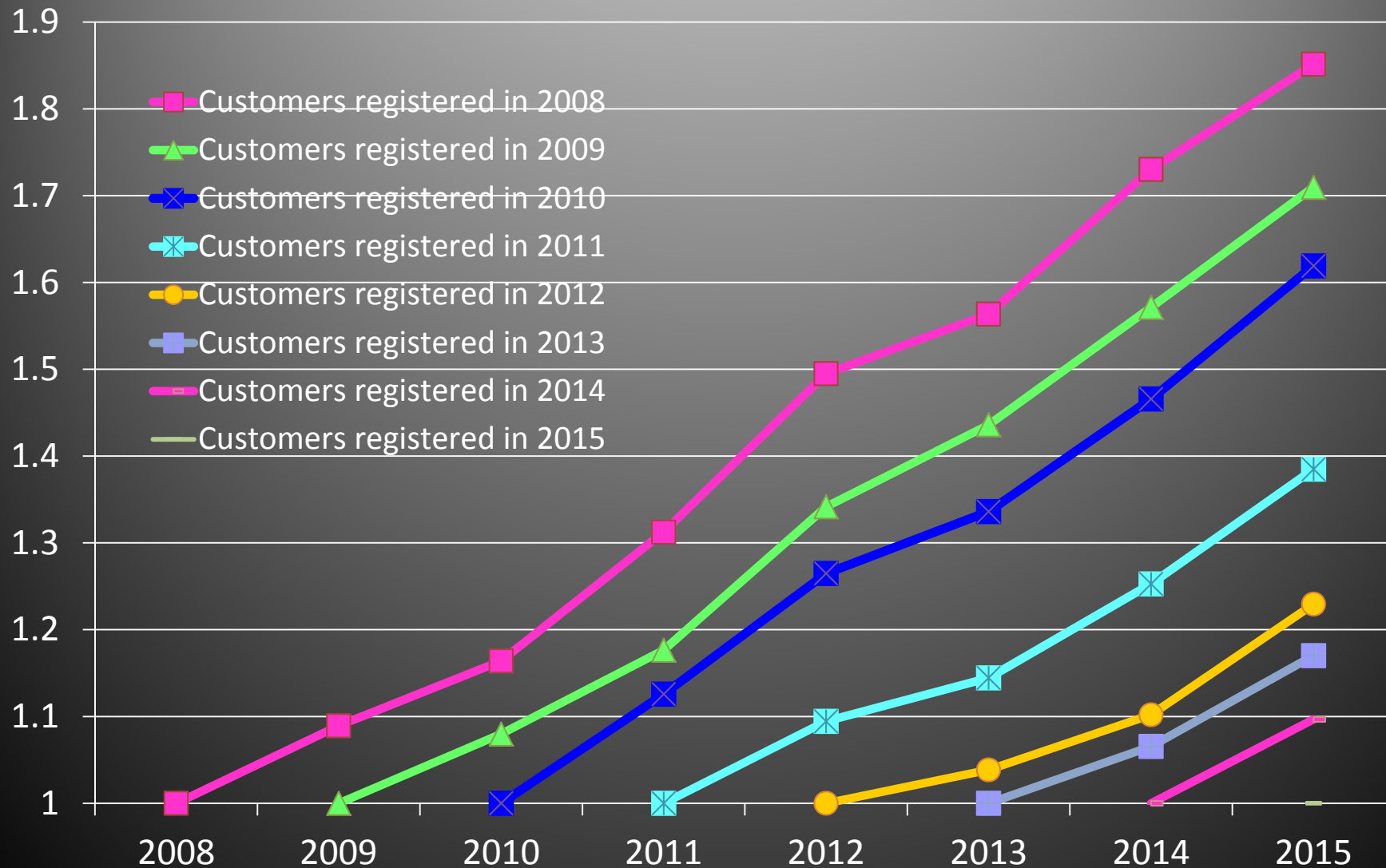
Sales/Million Yen

No. of customer/Thousand accounts



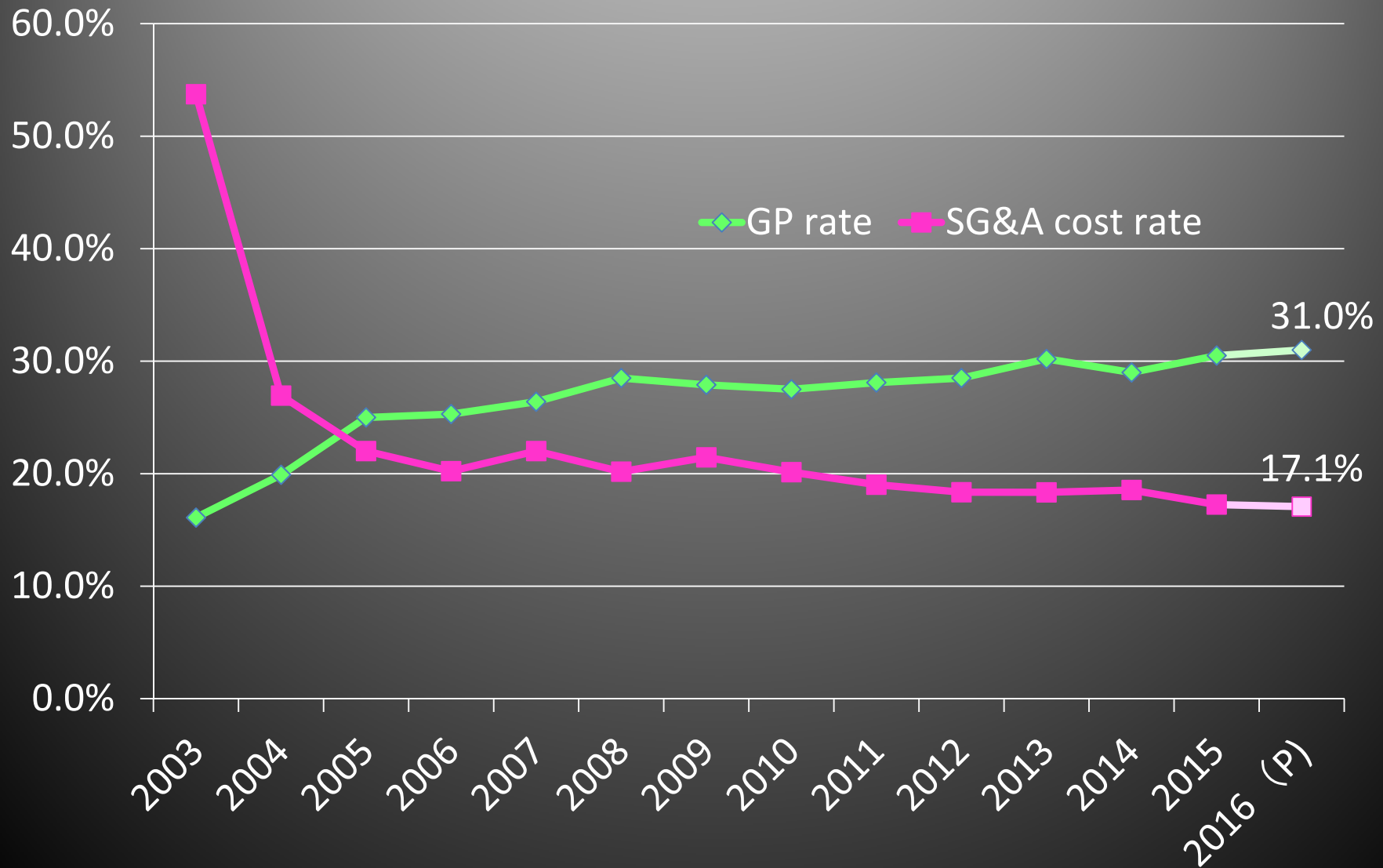
# 2-1-8: Domestic Direct Marketing

## Registered Customers' Sales Growth History





# 2-1-9: Domestic Direct Marketing Profitability



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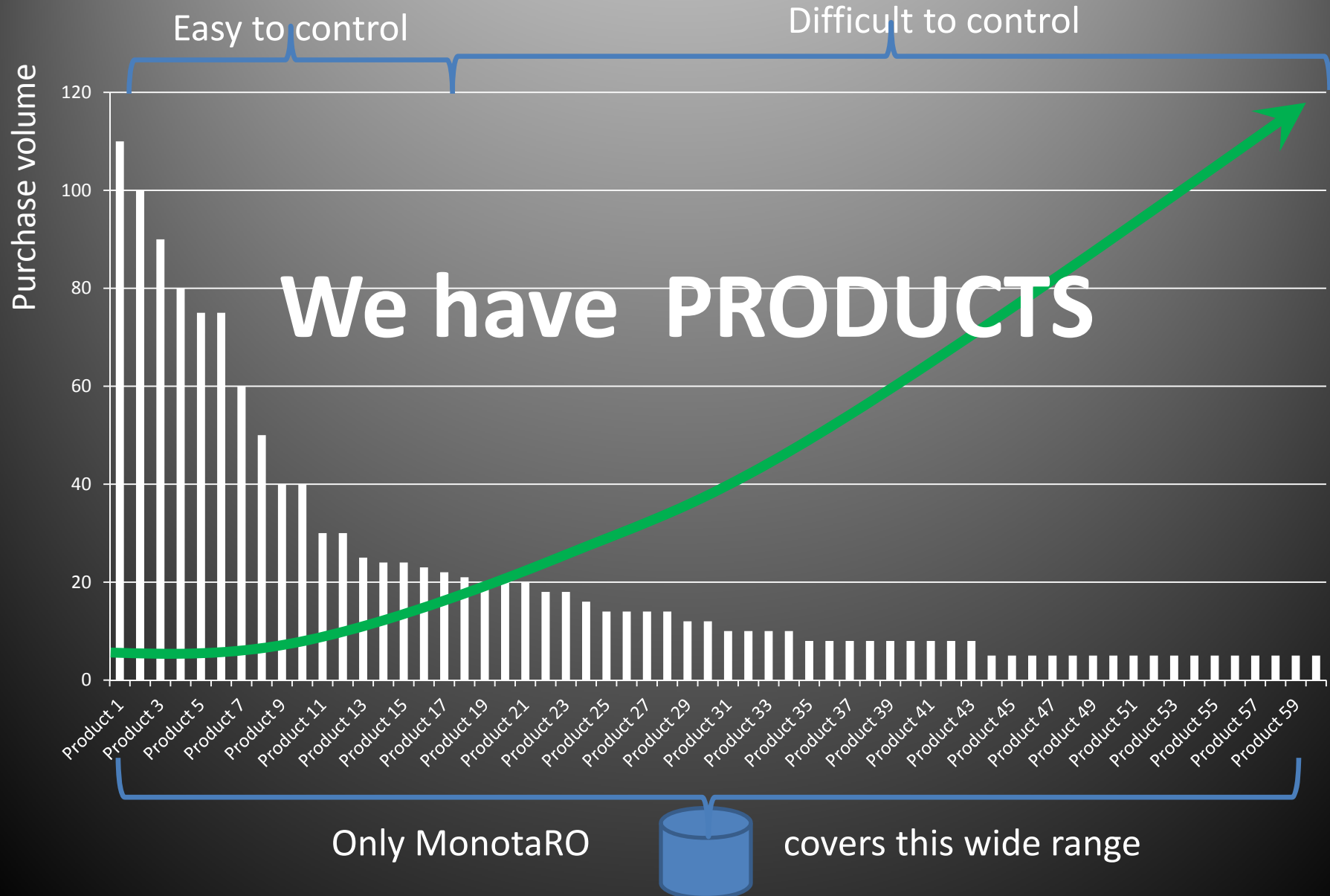
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# 2-2-1: Procurement Management Solution for Large Accounts



# 2-2-2: Procurement Management Solution for Large Accounts

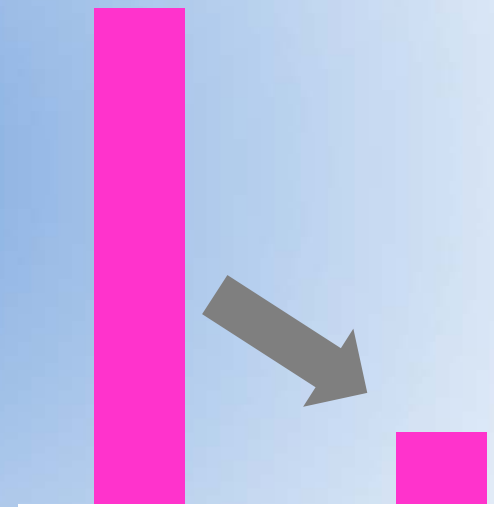
We save customers' purchase process cost.

## Cost saving simulation

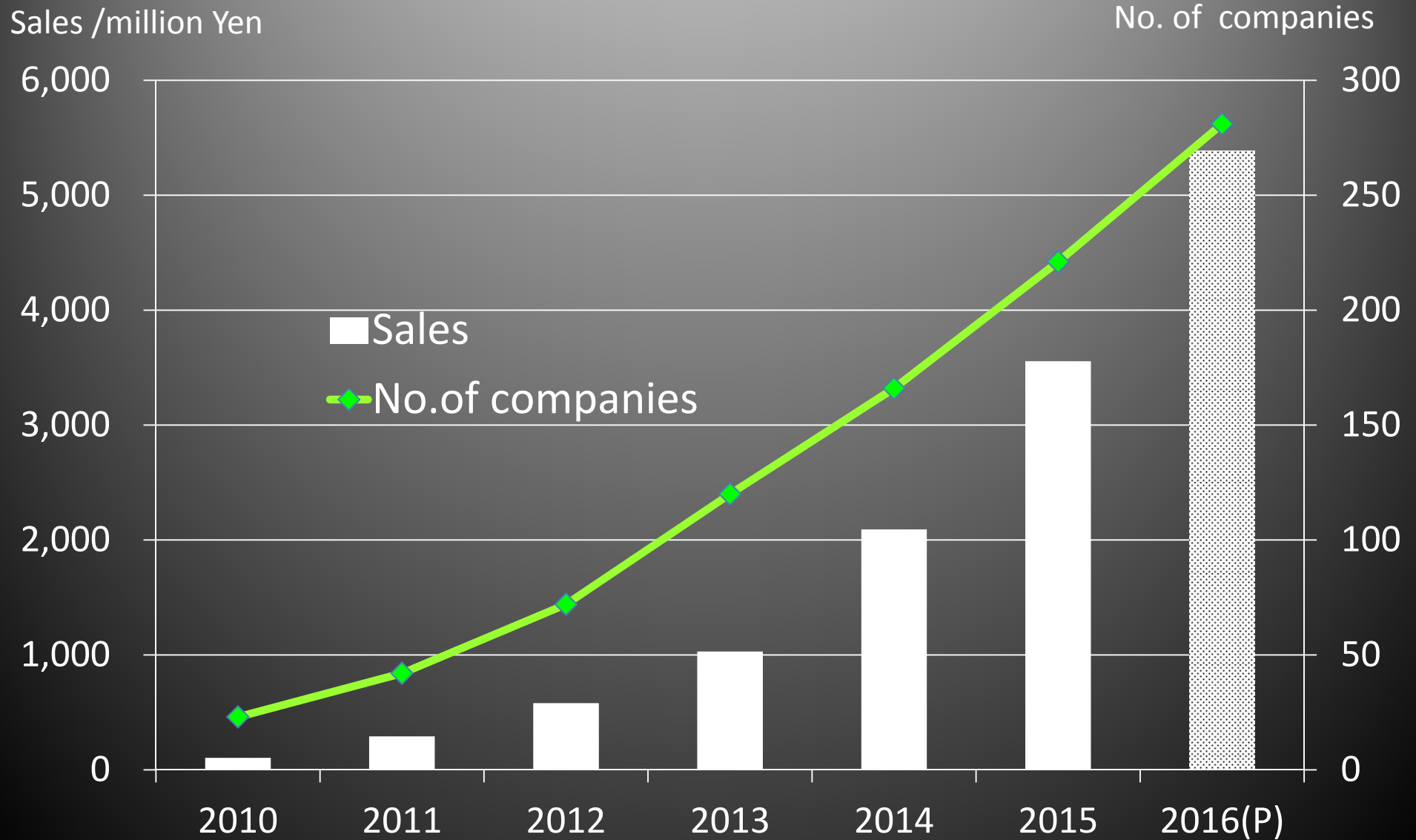
Example: No. of purchase orders/month : 1,000

Hourly wage of purchase persons : Yen2,500

	Before	After	Save
Time(hour)	2,793	300	-2,493
Cost(yen)	6,984,167	750,000	-6,234,167



# 2-2-3: Procurement Management Solution for Large Accounts



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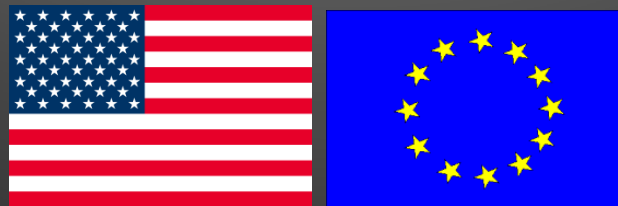
## 2-3-1: Overseas Business

We know Website management  
Efficient new customer acquisition  
Supply chain development  
Product Lineup development

Own Local business



Advisory business

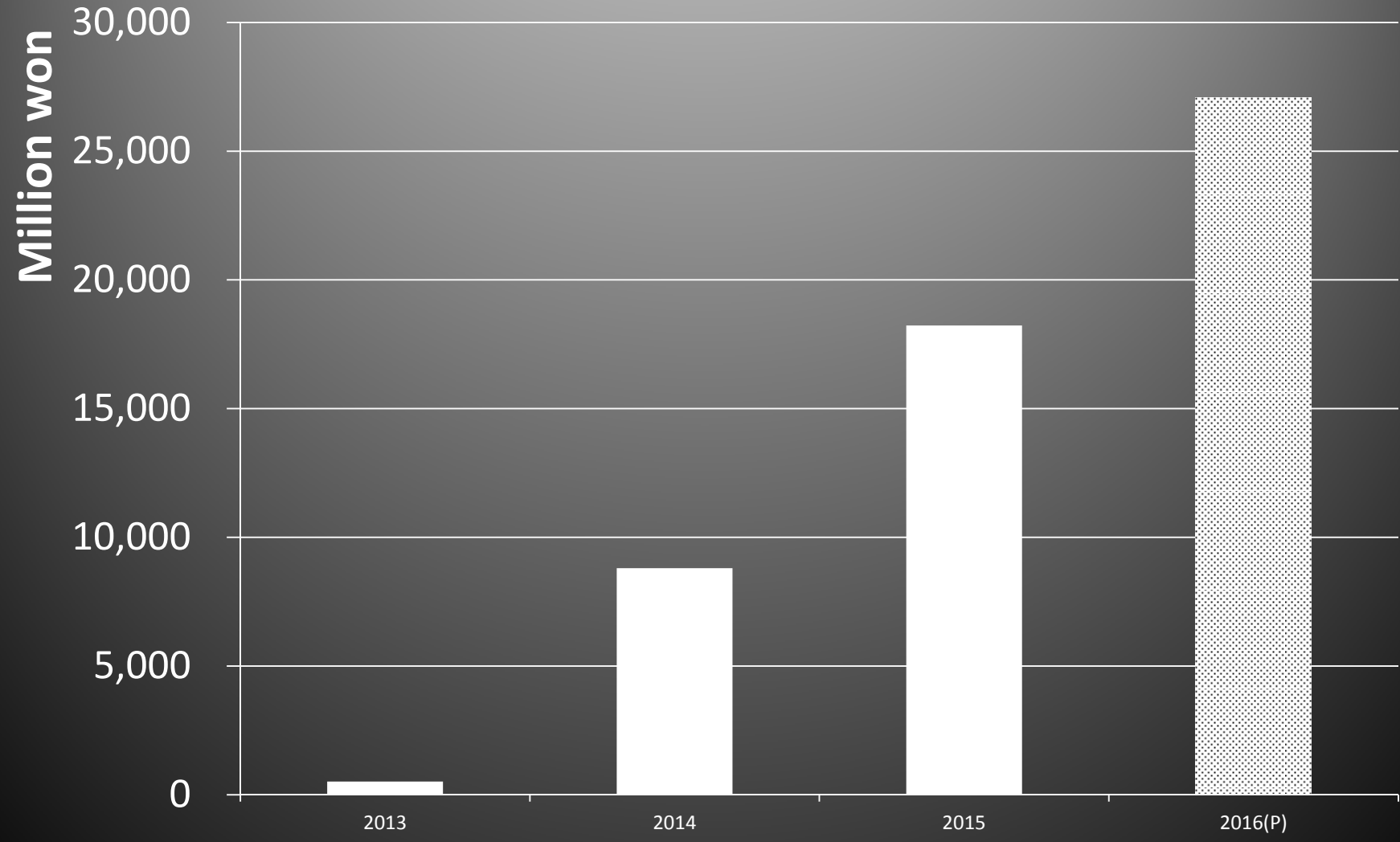


Export business



# 2-3-2:Overseas Business

## Navimro(South Korean subsidiary) Sales





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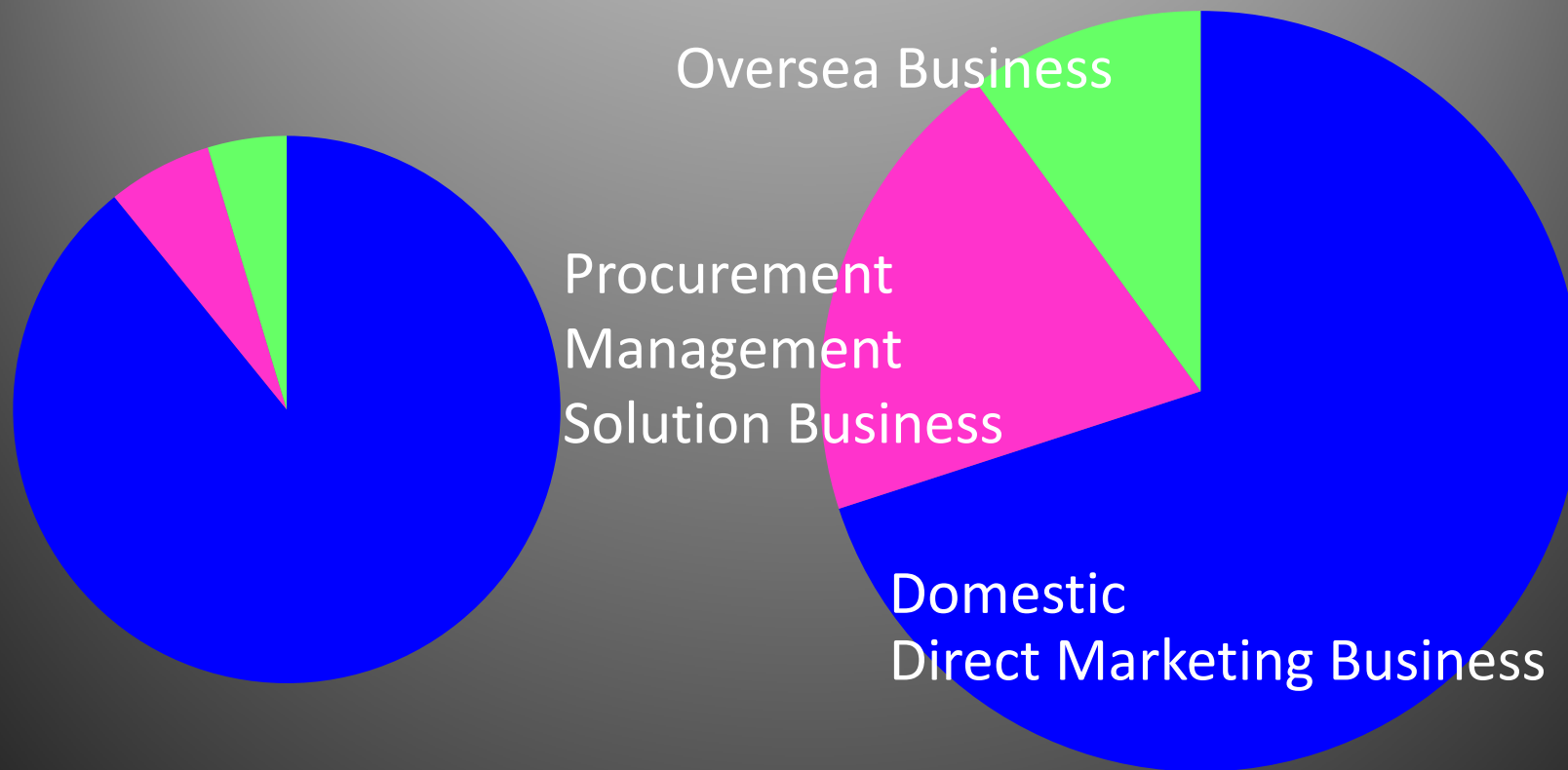
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**3: Our Future**

# 3-1: Our Future



**2015**  
57.5 B yen

**2018~2020**  
100~150 B yen


## 3-2: Our Future

We value

“Respect each other”

“Constant small trial for Innovation”

“Innovation based on the results of the trial”

Thank you. 

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.

**Contact Us**

TEL: 81-6-4869-7190

E-mail: [pr@monotaro.com](mailto:pr@monotaro.com)

IR information: [www.monotaro.com/main/ir/english/](http://www.monotaro.com/main/ir/english/)