

1	株式会社ロコンド	LOCONDO, Inc	Fiscal Year: 2014 (2015/2)				Fiscal Year: 2015 (2016/2)				Fiscal Year: 2016 (2017/2)				Fiscal Year: 2017 (2018/2)				Fiscal Year: 2018 (2019/2)			
2	百万円	Million JPY	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
3	事業計	Total																				
4	取扱高 (返品差引前)	GMV (before return)	n/a	n/a	n/a	n/a	2,255	2,151	2,481	2,453	2,653	2,262	2,637	2,739	2,924	2,833	3,151	3,057	3,818			
5	取扱高 (返品差引後)	GMV (after return)	1,169	1,131	1,235	1,527	1,493	1,432	1,681	1,897	2,041	1,780	2,024	2,175	2,300	2,267	2,479	2,447	3,031			
6	成長率	- Growth (%)	-	-	-	-	28%	27%	36%	24%	37%	24%	20%	15%	13%	27%	23%	13%	32%			
7	売上総利益	Gross Profit	328	332	374	411	449	411	488	515	574	539	662	661	770	689	900	928	1,141			
8	売上総利益率	- Percentage of GMV (after return)	28%	29%	30%	27%	30%	29%	29%	27%	28%	30%	33%	30%	34%	30%	36%	38%	38%			
9	限界利益	Contribution Margin	44	-11	27	-11	94	96	198	216	228	256	314	280	340	267	419	389	380			
10	限界利益率	- Percentage of GMV (after return)	4%	-1%	2%	-1%	6%	7%	12%	11%	11%	14%	16%	13%	15%	12%	17%	16%	13%			
11	固定費用 計	Fixed costs	135	138	212	196	177	190	209	237	201	209	230	245	301	243	279	266	612			
12	- 賃料	- Rent	24	27	39	52	57	57	77	77	77	77	90	90	74	86	113	113	113			
13	-- 倉庫面積	-- Warehouse (m2)	4,873	6,925	8,940	11,939	11,939	11,939	15,923	15,923	15,923	15,923	19,110	19,110	22,595	34,278	34,278	34,278	34,278			
14	- 人件費	- Salaries	77	78	77	76	82	84	83	85	85	86	89	91	88	94	101	81	95			
15	-- 正社員数	-- # of employees (full-time)	72	72	72	72	72	69	68	68	72	74	70	67	81	81	80	80	80			
16	- TVCM	- TVCM costs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	300			
17	- その他固定費用	- Other fixed costs	34	33	96	68	38	49	49	75	39	46	51	64	139	63	65	72	104			
18	調整後営業利益 (non-GAAP)	EBIT (non-GAAP)	-90	-150	-184	-207	-83	-93	-10	-20	26	47	84	35	109	24	140	123	-231			
19	非経常項目 (特別経費)	Non-recurring items	-	-	-	-	-	-	-	-	-	-	-	-	70	-	-	-	-			
20	営業利益	EBIT	-90	-150	-184	-207	-83	-93	-10	-20	26	47	84	35	38	24	140	123	-231			
21	営業利益率	- Percentage of GMV (after return)	-8%	-13%	-15%	-14%	-6%	-7%	-1%	-1%	1%	3%	4%	2%	2%	1%	6%	5%	-8%			
22	1. EC事業 (MANGO含む)	1. E-commerce (incl. MANGO)																				
23	取扱高 (返品差引前)	GMV (before return)	1,431	1,456	1,670	1,785	1,857	1,796	2,021	1,721	1,905	1,701	2,174	2,232	2,380	2,244	2,573	2,509	3,254			
24	取扱高 (返品差引後)	GMV (after return)	924	923	1,020	1,102	1,110	1,093	1,239	1,187	1,313	1,232	1,570	1,679	1,771	1,691	1,918	1,914	2,488			
25	- 返品率	- Return rate (%)	36%	37%	39%	38%	40%	39%	39%	31%	31%	28%	28%	25%	26%	25%	25%	23.7%	24%			
26	- 成長率	- Growth (%)					20%	18%	21%	8%	18%	13%	27%	42%	35%	37%	22%	14%	41%			
27	売上総利益	Gross Profit	304	309	352	378	413	366	415	418	471	442	585	574	654	579	770	706	990			
28	- 売上総利益率	- Gross Profit (%)	33%	34%	35%	34%	37%	34%	34%	35%	36%	36%	37%	34%	37%	34%	40%	37%	40%			
29	変動費用 計	Variable costs	283	343	347	422	326	289	259	248	291	242	313	343	371	361	415	461	657			
30	- 物流関連変動費用	- Logistics	104	123	125	133	121	134	134	124	139	122	143	156	178	169	175	217	269			
31	-- 売上高比率 (%)	- Percentage of GMV (after return)	11%	13%	12%	12%	11%	12%	11%	10%	11%	10%	9%	9%	10%	10%	9%	11%	11%			
32	- 広告関連変動費用	- Promotion	142	183	182	245	171	118	77	81	102	71	109	121	127	128	169	175	298			
33	-- 売上高比率 (%)	- Percentage of GMV (after return)	15%	20%	18%	22%	15%	11%	6%	7%	8%	6%	7%	7%	7%	8%	9%	9%	12%			
34	- その他変動費用	- Other variable costs	37	37	40	44	34	37	48	43	50	49	61	66	66	64	71	69	90			
35	限界利益	Contribution Margin	21	-34	5	-44	87	77	156	170	180	200	272	231	283	218	355	245	333			
36	- 限界利益率	- Percentage of GMV (after return)	2%	-4%	1%	-4%	8%	7%	13%	14%	14%	16%	17%	14%	16%	13%	19%	13%	13%			
37	会員数	# of membership	-	572	621	672	724	776	835	904	968	1,037	1,117	1,215	1,313	1,411	1,499	1,649	1,792			
38	アクティブ会員数	# of active users	278	226	242	254	264	271	285	312	341	366	388	421	449	489	510	517	545			
39	平均バスケット単価 (返品前)	Average basket size (before return)	12,071	9,909	12,654	12,313	12,061	10,576	12,454	10,462	10,824	10,033	11,415	10,745	10,309	9,534	10,955	10,327	10,150			
40	平均購入アイテム数 (返品前)	# of average items (before return)	1.5	1.6	1.5	1.6	1.6	1.7	1.7	1.5	1.6	1.7	1.6	1.7	1.7	1.8	1.6	1.6	1.6			
41	平均アイテム価格 (返品前)	average sold item price	7,881	6,314	8,202	7,815	7,420	6,260	7,407	6,880	6,828	5,876	6,947	6,402	5,916	5,407	6,731	6,307	6,198			
42	取扱ブランド数	# of brands	-	-	-	-	1,019	1,064	1,278	1,335	1,414	1,545	1,772	1,796	1,872	1,878	1,907	1,926	2,097			
43	1-1. LOCONDO.jp	1-1. LOCONDO.jp																				
44	取扱高 (返品差引前)	GMV (before return)	1,431	1,456	1,670	1,785	1,857	1,767	1,800	1,483	1,637	1,394	1,731	1,748	1,916	1,832	2,124	2,057	2,756			
45	取扱高 (返品差引後)	GMV (after return)	924	923	1,020	1,102	1,110	1,067	1,052	984	1,080	953	1,166	1,229	1,338	1,306	1,504	1,494	2,024			
46	- 返品率	- Return rate	36%	37%	39%	38%	40%	40%	42%	34%	34%	32%	33%	30%	30%	29%	29%	27%	27%			
47	- 成長率	- Growth (%)	-	-	-	-	20%	16%	3%	-11%	-3%	-11%	11%	25%	24%	37%	29%	22%	51%			
48	会員数	# of membership	1,082	572	621	672	724	772	804	842	873	905	937	981	1,025	1,074	1,118	1,170	1,312			
49	アクティブ会員数	# of active users	278	226	242	254	264	271	266	260	256	246	243	251	257	275	289	304	332			
50	平均バスケット単価 (返品前)	Average basket size (before return)	12,071	9,909	12,654	12,313	12,061	10,665	13,486	11,344	11,731	10,870	12,638	11,914	11,406	10,355	11,720	10,935	10,776			
51	平均購入アイテム数 (返品前)	# of average items	1.5	1.6	1.5	1.6	1.6	1.7	1.8	1.6	1.7	1.8	1.8	1.8	1.9	1.9	1.7	1.7	1.7			
52	平均アイテム価格 (返品前)	average sold item price	7,881	6,314	8,202	7,815	7,420	6,277	7,620	7,137	7,054	5,966	7,185	6,553	6,093	5,498	6,870	6,314	6,264			
53	1-2. LOCOMALL	1-2. LOCOMALL																				
54	取扱高 (返品差引前)	GMV (before return)	-	-	-	-	-	29	220	237	268	306	442	484	463	412	448	452	497			
55	取扱高 (返品差引後)	GMV (after return)	-	-	-	-	-	26	186	202	233	279	404	450	432	385	414	420	463			
56	- 返品率	- Return rate	-	-	-	-	-	9%	16%	15%	13%	9%	9%	7%	7%	7%	8%	7.1%	7%			
57	- 成長率	- Growth (%)	-	-	-	-	-	-	-	-	-	947%	117%	122%	86%	38%	3%	-7%	7%			
58	会員数	# of membership	-	-	-	-	-	4	31	62	95	132	180	234	288	337	381	479	480			
59	アクティブ会員数	# of active users	-	-	-	-	-	19	52	85	120	145	170	192	214	221	213	213	213			
60	平均バスケット単価 (返品前)	Average basket size (before return)	-	-	-	-	-	7,138	7,617	6,972	7,264	7,307	8,139	7,800	7,267	6,954	8,234	8,129	7,569			
61	平均購入アイテム数 (返品前)	# of average items	0.0	0.0	0.0	0.0	0.0	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.4	1.4	1.4	1.3	1.3			
62	平均アイテム価格 (返品前)	average sold item price	-	-	-	-	-	5,444	6,013	5,585	5,676	5,475	6,106	5,881	5,253	5,021	6,102	6,271	5,838			

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2	百万円	Million JPY	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q
63	2. Platform事業 (MANGO含む)	2. Platform (incl. MANGO)																				
64	取扱高 (返品差引前)	GMV (before return)	n/a	n/a	n/a	n/a	398	355	460	732	748	561	463	507	544	589	578	548	564			
65	取扱高 (返品差引後)	GMV (after return)	245	208	215	425	383	339	442	710	728	548	454	496	529	576	561	533	543			
66	- 返品率	- Return rate (%)	n/a	n/a	n/a	n/a	4%	5%	4%	3%	3%	2%	2%	2%	3%	2%	3%	3%	4%			
67	- 成長率	- Growth (%)	-	-	-	-	56%	63%	106%	67%	90%	62%	3%	-30%	-27%	5%	24%	8%	3%			
68	売上総利益	Gross Profit	24	23	22	33	36	45	73	97	103	97	77	87	116	110	130	222	151			
69	- 売上総利益率	- Gross Profit (%)	10%	11%	10%	8%	9%	13%	17%	14%	14%	18%	17%	18%	22%	19%	23%	42%	28%			
70	限界利益	Contribution Margin	n/a	n/a	n/a	n/a	7	19	42	46	48	56	42	49	57	49	64	144	47			
71	- 限界利益率	- Percentage of GMV (after return)	n/a	n/a	n/a	n/a	2%	6%	10%	7%	7%	10%	9%	10%	11%	9%	11%	27%	9%			
72	2-1. 自社EC支援事業	2-1. BOEM (Brand's Official EC Management)																				
73	取扱高 (返品差引後) 単独型	GMV (after return) stand alone	-	-	-	11	21	40	52	87	100	115	97	109	134	162	209	216	271			
74	- 成長率	- Growth (%)	0%	0%	0%	0%	0%	0%	0%	691%	376%	188%	87%	25%	34%	41%	116%	98%	102%			
75	取扱高 (返品差引後) 併設型	GMV (after return) supplement	245	208	215	414	360	291	346	539	412	184	102	131	71	70	51	69	34			
76	- 成長率	- Growth (%)	0%	0%	0%	0%	47%	40%	61%	30%	14%	-37%	-71%	-76%	-83%	-62%	-50%	-47%	-52%			
77	2-2. 物流受託事業	2-2. e-3PL																				
78	出荷数 (ピース数)	# of shipped volume	-	-	-	-	-	-	-	-	2,610	23,677	28,013	16,669	21,727	60,748	84,742	79,066	121,665			
79	- 成長率	- Growth (%)	-	-	-	-	-	-	-	-	-	-	-	-	733%	157%	203%	374%	460%			
80	2-3. LOCOCHOC	2-3. LOCOCHOC																				
81	取扱高 (返品差引後) 定価ベース	GMV (after return)	-	-	-	-	-	6	42	83	215	248	253	255	305	317	281	228	223			
82	- 成長率	- Growth (%)	-	-	-	-	-	-	-	-	-	4033%	502%	207%	42%	28%	11%	-11%	-27%			
83	2-4. その他Platform事業	2-4. Others																				
84	取扱高 (返品差引後)	GMV (after return)	-	-	-	-	-	-	-	-	-	-	-	-	18	26	19	20	13			
85	- 成長率	- Growth (%)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-28%			