

Q2 FY2025 (Interim) Summary

8 August 2025
Cookpad Inc.



Our Mission

Make everyday cooking fun!

To Achieve Our Mission:

- We remain a tech-forward company dedicated to overcoming the challenges associated with cooking to 'Make everyday cooking fun!'
- We will continue to invest in product development to set future standards, as we pursue profits and allocate the earnings towards investment initiatives.
- We will make investments aligned with the developments of the external environment; for this reason, we don't disclose our earnings forecast.

Financial Highlights

Sales revenue

Decreased by 9.8% year on year, primarily due to a decline in the number of Premium Services membership.

SG&A expenses

Declined by 1.6% year on year, owing to a drop in personnel expenses resulting from natural employee attrition and cost reductions driven by company-wide streamlining, although development expenses increased due to investment in new businesses.

Operating income

Fell by 63.5% year on year, as a result of the above.

	First Half	(Millions of yen)
<u>2024</u>	<u>2025</u>	<u>Change</u>
3,018	2,723	-295
2,562	2,521	-41
442	161	-281

Summary of Financial Results

(Millions of yen)

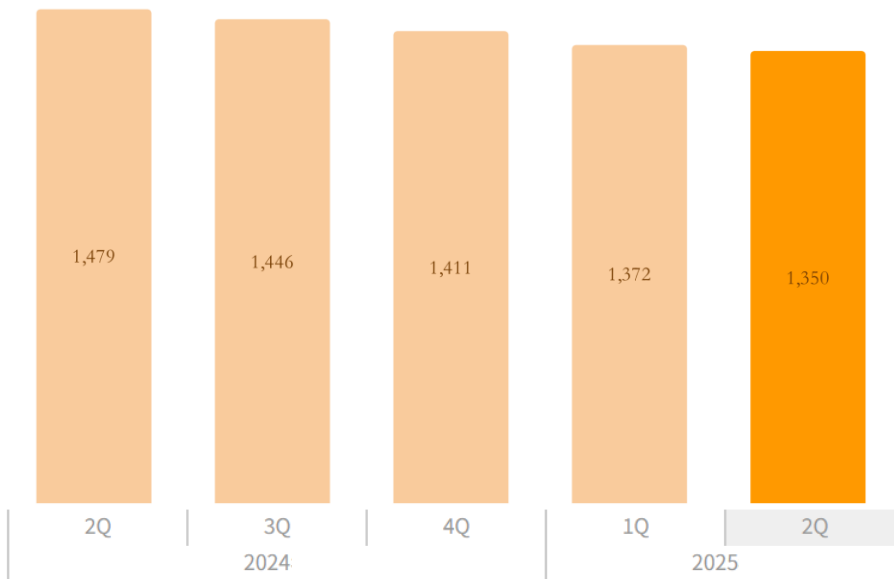
	2Q	2024		2025		QoQ change	YoY change
		3Q	4Q	1Q	2Q		
Sales revenue	1,479	1,446	1,411	1,372	1,350	-1.6%	-8.7%
SG&A expenses	1,251	1,333	1,260	1,264	1,256	-0.6%	0.5%
Operating income	220	110	120	89	71	-20.1%	-67.5%
Profit/loss before tax	345	139	233	149	-83	-155.4%	-124.1%
Profit/loss attributable to shareholders of the Company	355	142	441	111	-74	-166.6%	-120.9%
Earning/loss per share (yen)	4.25	1.85	5.36	1.35	-0.94	-169.6%	-122.1%
Balance of cash and cash equivalents at quarter end	11,953	11,579	12,083	12,138	10,238	-15.7%	-14.3%

YoY
CHANGE

Trend in Sales Revenue

(Millions of yen)

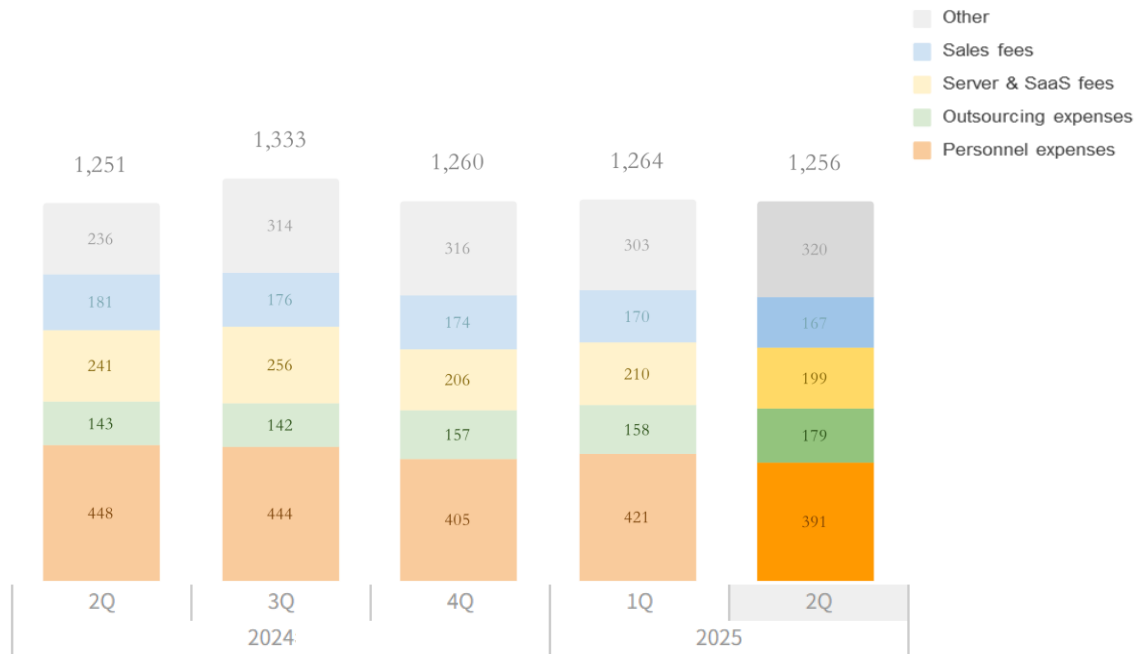
- Sales revenue for Q2 FY2025 decreased by 22 million yen (1.6%) from the previous quarter.
- The decline in the number of Premium Services membership continued to drive the sales decrease.



Trend in SG&A Expenses

- SG&A expenses for Q2 FY2025 decreased by 7 million yen (0.6%) from the previous quarter.
- Personnel expenses fell by 30 million yen (7.2%) quarter on quarter through natural employee attrition.

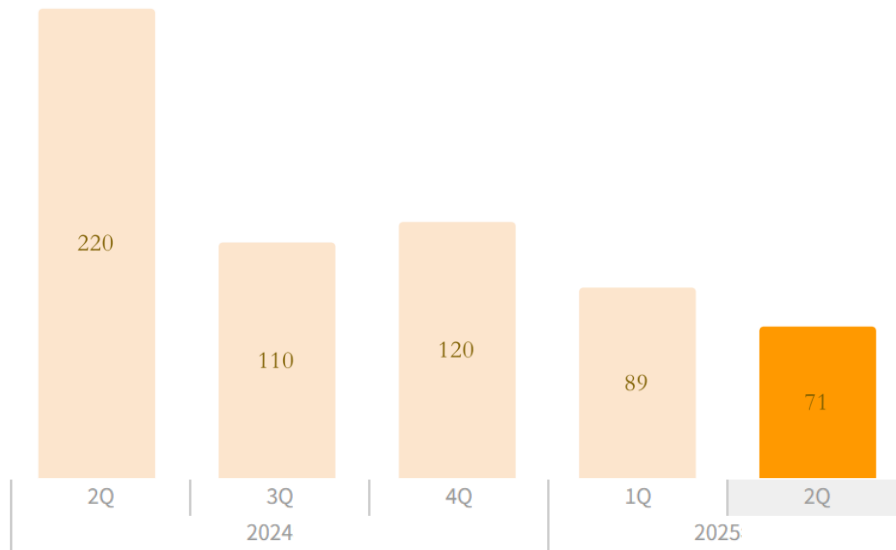
(Millions of yen)



Trend in Operating Income

(Millions of yen)

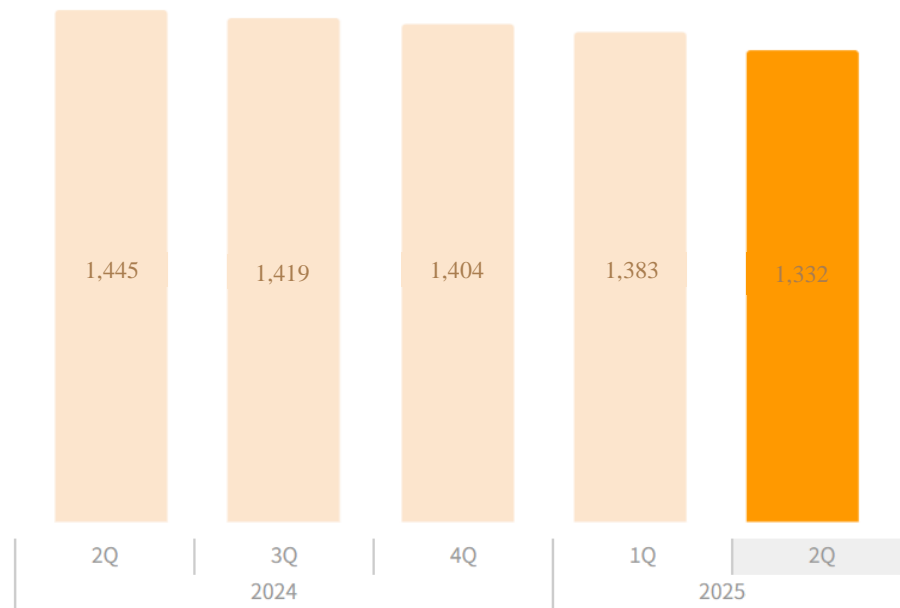
- Following the previous quarter, Q2 FY2025 also concluded with an operating profit.



Trend in Premium Services Membership

(Thousands of members)

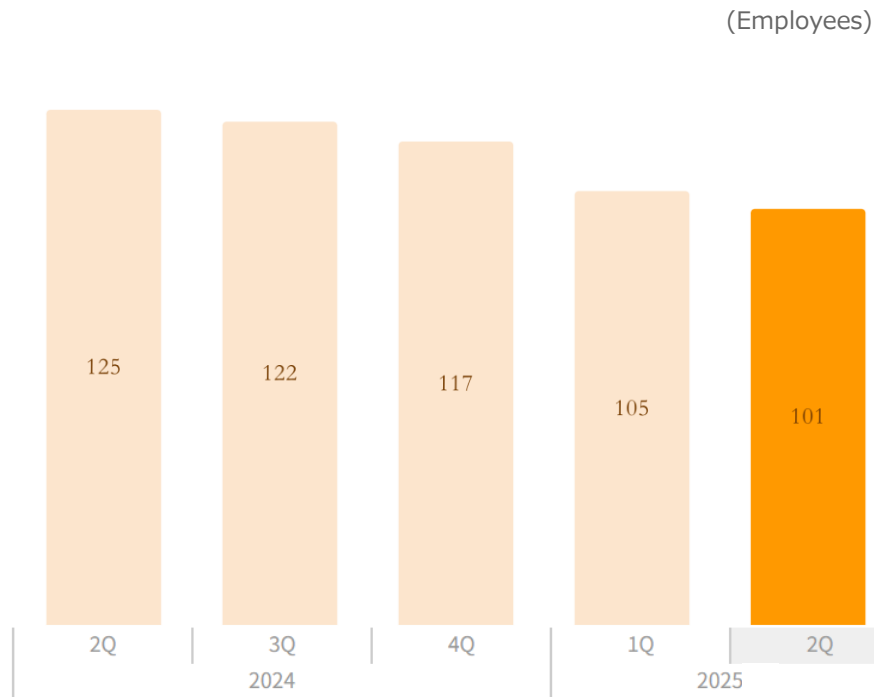
- Membership continued to decline, falling by 3.7% from the previous quarter to approximately 1,332 thousand as of 30 June 2025.



* Number of members billed for the last month of each quarter

Trend in Workforce

- The number of employees as of 30 June 2025 shrank by 3.8% quarter on quarter to 101.



* Number of Group employees (regular employees and contract employees)

This document has been prepared based on information accessible at the time of its compilation and reflects assumptions that we consider to be reasonable.

[Contact for inquiries regarding this document and IR]

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