

News Release Dated November 15, 2019

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Notice of Revisions to Forecast

The Board of Directors of YA-MAN LTD. approved a resolution on November 15, 2019 to revise the forecast for the fiscal year ending April 30, 2020 (May 1, 2019 to April 30, 2020) that was in the earnings announcement dated June 13, 2019 as follows to reflect current trends in operating results.

1. Revisions to consolidated forecast for the first half of fiscal year ending April 30, 2020 (May 1, 2019 – October 31, 2019)

	Net sales	Operating profit	Ordinary profit	Profit attributable to owners of parent	Net income per share
	Million yen	Million yen	Million yen	Million yen	Yen
Previous forecast (A)	14,157	2,893	2,886	1,826	32.64
Revised forecast (B)	11,442	1,700	1,613	939	16.80
Change (B - A)	(2,715)	(1,192)	(1,272)	(886)	
Percentage change (%)	(19.2)	(41.2)	(44.1)	(48.6)	
(Reference) Results for the previous first half (ended October 31, 2018)	15,241	4,233	4,266	2,626	46.16

2. Revisions to consolidated forecast for the fiscal year ending April 30, 2020 (May 1, 2019 – April 30, 2020)

	Net sales	Operating profit	Ordinary profit	Profit attributable to owners of parent	Net income per share
	Million yen	Million yen	Million yen	Million yen	Yen
Previous forecast (A)	27,595	5,840	5,827	3,686	65.90
Revised forecast (B)	23,206	3,007	2,914	1,760	31.47
Change (B - A)	(4,389)	(2,832)	(2,912)	(1,926)	
Percentage change (%)	(15.9)	(48.5)	(50.0)	(52.3)	
(Reference) Results for the previous fiscal year (ended April 30, 2019)	27,252	5,705	5,715	3,539	62.65

3. Reasons for revisions

The sales and earnings forecasts for the first half of the fiscal year and the entire fiscal year have been reduced due to a big downturn in sales to customers outside Japan, except in China. This downturn is caused by a decrease in sales to foreign tourists in Japan, which were a major source of the significant growth in sales and earnings in the past two fiscal years, political instability in Hong Kong and South Korea, and other factors.

In the current fiscal year, YA-MAN is making substantial investments for R&D programs to create new products, advertising and marketing activities centered on the YA-MAN brand and measures to reinforce the corporate infrastructure. In addition, there have been activities for increasing sales to customers in Japan. However, the benefits of these measures were not enough to offset the decline in sales to customers in other countries.

4. Upcoming actions

Sales in China remain strong. Illustrating this strength is YA-MAN’s first-place ranking for the fourth consecutive year in terms of sales and share of sales on the Tmall online marketplace in the beauty care device category* on China’s Singles Day (November 11).

YA-MAN plans to use this sound position in China as a base for launching more products that match the needs of overseas customers and starting operations in more countries in order to achieve a recovery in sales to customers outside Japan.

YA-MAN also plans to continue making substantial investments for activities that contribute to sales growth.

In the fiscal year’s second half, YA-MAN plans to make large expenditures for advertising and marketing activities, chiefly TV commercials, in order to increase sales of MediLift electrical muscle stimulation facial masks and establish a market for wearable beauty care devices. Another goal is increasing customer satisfaction by improving services at directly operated stores, shop-in-shop locations and other sales channels.

*The beauty care device category includes facial care devices, beauty rollers, body care devices, hair removal devices, steamers and other products.

Reference

