

Earnings briefing materials for 3Q of the fiscal year ending December 2023

11/09/2023

Earth Corporation

Executive Summary



23.3Q Result Sales : 126.7 billion yen (vs. the forecast: -2.5%; -3.23 billion yen) Operating Income : 9.22 billion yen (vs. the forecast: -17.7%; -1.98 billion yen)

- The 3Q missed plan for the insecticides and repellents was smaller than the 2Q plan, the General Environment and Sanitation business was strong.
- Sales in the household products division, including bath salts and household masks, fell short of the plan due to changes in the market environment.
- Sales in China were down from the plan.
- Gross profit margin fell short of plan due to higher-than-expected raw material costs and a change in the sales mix.
- Expenses were operated within the forecast range.

Full Year Revision of Earnings Forecast Revision of full-year forecasts was disclosed on 11/9

Sales : 157.5 billion yen (vs. the forecast: -1.6%; -2.5 billion yen) Operating Income : 5.0 billion yen (vs. the forecast: -37.5%; -3.0 billion yen)

[Main reasons for the revision]

- Downward swing in household products division earnings due to changes in the external environment
- Lower effect of recovery measures implemented in the second half of the year



Financial Result Highlights of 3Q FY 12/2023

Financial Result Highlights



- Increased sales and profit were lower. Also, both sales and profits fell short of the plan.
- Decrease in gross profit margin due to higher-than-expected raw material prices, change in sales mix, etc.

	Realized	Vs. Forecast	YoY	Key Points of Plan Variance
Sales	1,267	97.5%	101.9%	 Sales of bath salts, household masks, and other products fell short due to changes in the market environment. Sales in China decreased.
Gross Profit	522.6	94.3%	98.5%	 Gross profit margins declined due to changes in the sales mix. The impact of higher raw material prices and energy costs on cost of sales exceeded expectations.
SG&A Expenses	430.4	97.4%	104.8%	 As of the 3Q YTD, the amount was 1.15 billion yen less than the plan. Although including the amount postponed to Q4, it was within the plan.
Operating Income	92.1	82.3%	76.7%	3Q YTD: -1.98 bn yen vs. plan
Net Income attributable to owners of parent	64.4	92.1%	74.7%	Non-operating income exceeded the plan, mainly due to foreign exchange gains.

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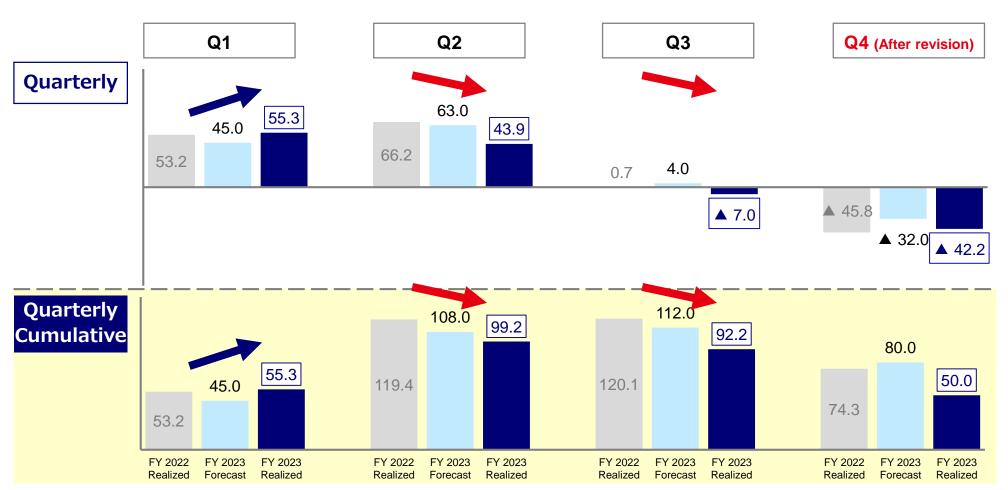
Progress Toward The Operating Income Target



(Quarterly / Cumulative)

(Unit: 0.1 billion JPY)

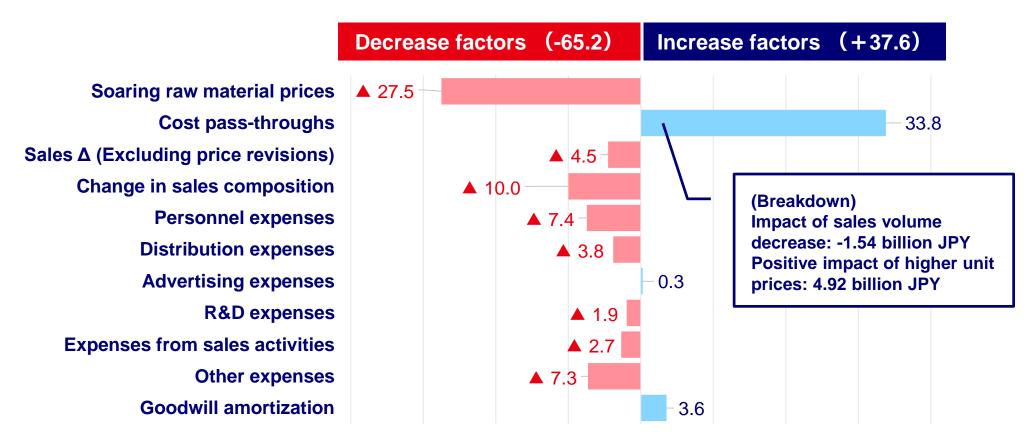
In Q2 and Q3, operating income fell short of the plan by a wider margin.



Operating Income Change Factors (YoY)



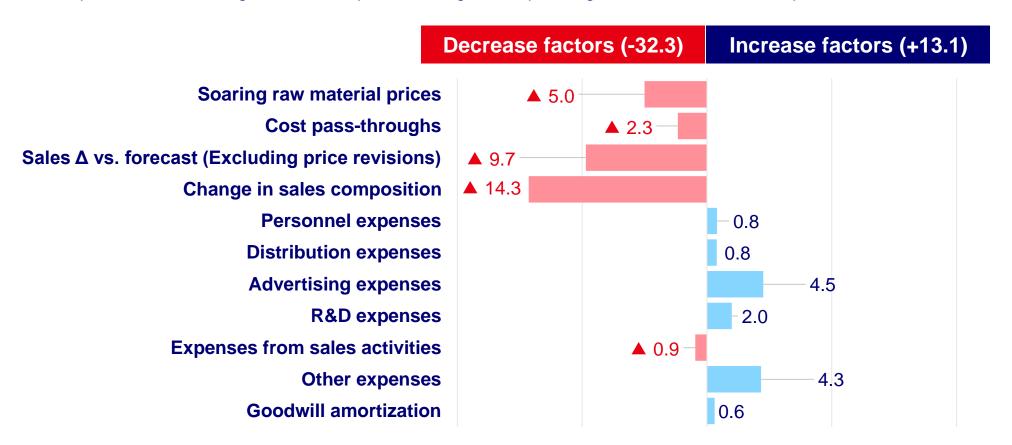
- Although the cost pass-throughs showed some positive results, they were not enough to offset the impact of soaring raw material prices and the decline in gross profit due to changes in the sales mix.
- In addition to distribution expenses, expenses also increased due to higher personnel expenses associated with investments in human resources.



Operating Income Change Factors (Vs. Forecast)



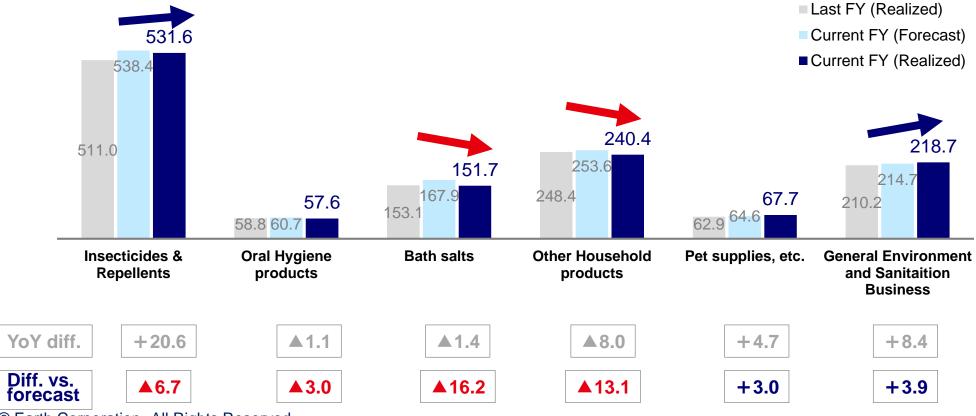
- The impact of price hikes in raw materials and other items exceeded initial expectations.
- The effect of the price revision measures was less than planned, and the profit margin deteriorated due to lower-than-expected sales and changes in the sales mix.
- Expenses were managed within the planned range, but operating income fell short of the plan.



Sales By Segment



- Insecticides & Repellents: Due to the upward revision of the plan in Q3, the extent of sales underachievement narrowed compared to the 2Q cumulative total.
- Household products: Oral hygiene products, bath salts, and other household goods all fell short of projections.
- General Environment & Sanitation Business: Steady progress was made.

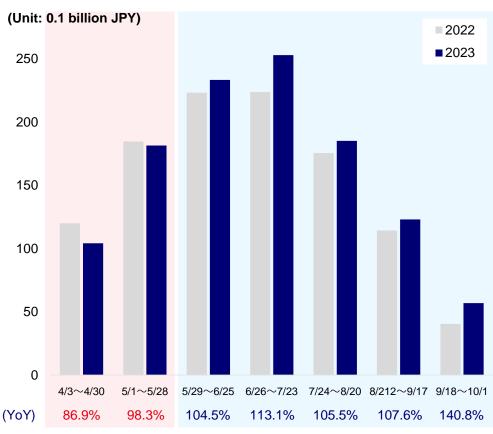


Status Of The Insecticides & Repellents Segment (Domestic)



Weekly Trends in the Domestic Insect Care Products Market

Early season sales were below the previous year's level, but recovered at the beginning of the peak season, and continued to exceed the previous year's level in the second half of the season.



Market overview & Earth Corporation's market share as of 09/30/2023

Market YoY

[Market share]

105.6% 56.8% + 0.7pt

- Since July, the market has been stronger than in the previous quarter.
- The market grew mainly for cockroaches and unpleasant pests.

*To outside customers (excludes internal eliminations)

Sales change factors (vs. Forecast)



Status Of Bath Salts (Domestic)



*To outside customers (excludes internal eliminations)

Market overview & Earth Corporation's market share as of 09/30/2023

[Market YoY]

[Market share]

94.9% 44.1% ▲2.3pt

- Demand that was boosted by COVID-19 is slowly peeling off.
- All major formulations were below the previous year's level.
- Sales for our mainstay products decreased YoY, with only products for children showing growth.

Trends in new products & BARTH

Onpo Kids

(Includes additional items for fall)

vs. forecast 166%







Trends in core products

Japan's Famous Hot Spring product line

vs. forecast 86%



Kikiyu

vs. forecast 95%



Onpo

vs. forecast 87%



BATHCLIN / Bath Roman

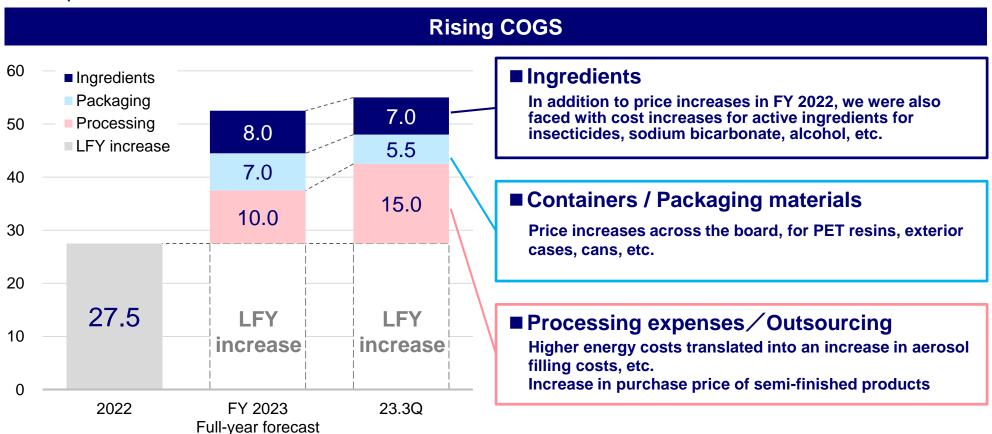
vs. forecast 87%



COGS - Status Overview



- The annual impact of 2.5 billion yen was 2.75 billion yen, which was more than expected in the cumulative 3Q.
- Energy cost increases and semi-finished product purchase price increases exceeded initial expectations.



SG&A Expenses - Status Overview



(Unit: 0.1 billion JPY)

SG&A operated within plan. However, some of the unused portion will be used later in Q4.

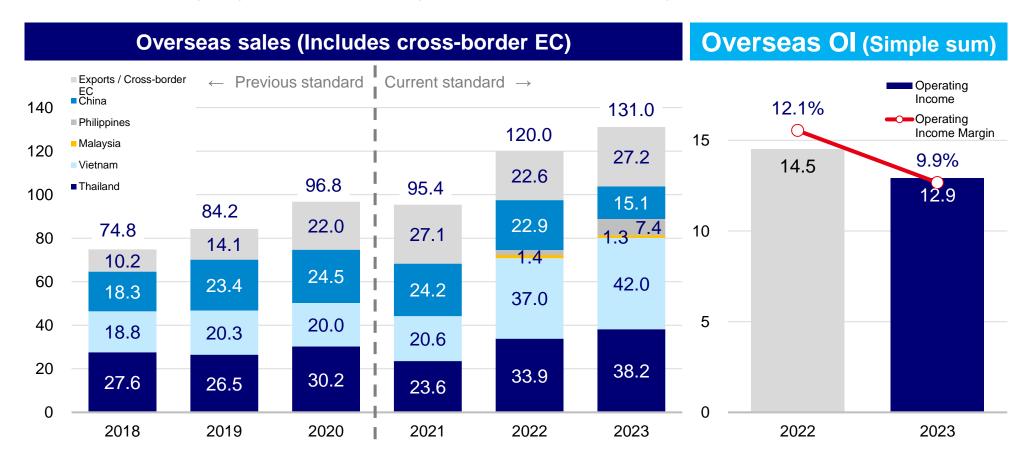
	3Q FY12/2022	3Q FY 12/2023	3Q FY 12/2023		
	Realized	Forecast	Realized	Vs. Forecast	Topics
Personnel expenses	155.0	163.3	162.5	▲ 0.8	
Transportation costs	34.7	37.2	35.2	▲ 2.0	
Storage costs	19.6	21.7	22.9	1.2	
Advertising expenses	55.9	60.1	55.6	▲ 4.5	Postpone to Q4. Strategic investment is expected.
Sales promotion expenses	7.5	8.6	8.3	▲ 0.2	
R&D expenses	21.5	25.4	23.4	▲ 1.9	
Depreciation	10.8	12.2	12.9	0.7	BARTH business acquisition-related PPAs generate incoming and outgoing accounts.
Amortization of goodwill	4.3	1.4	0.8	▲ 0.6	
Travel & transportation expenses	9.5	10.9	11.0	0.0	
Expense account items	3.6	4.0	4.8	0.8	
Commissions paid	9.4	12.9	10.9	▲ 1.9	
Sales commissions paid	9.8	10.1	9.3	▲ 0.7	
Miscellaneous expenses	6.2	9.9	6.1	▲ 3.7	
Other	62.8	64.2	66.7	2.1	
Total SG&A expenses	410.6	441.9	430.4	▲ 11.5	

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Overseas Results



- Growth was led by Thailand (105% y-o-y in local currency terms) and Vietnam (112% y-o-y in local currency terms).
- China (65% y-o-y in local currency terms) was affected by poor sales in EC.





Revision of Full-Year Financial Results Forecasts

Revision of Full-Year Financial Results Forecasts



- Considering the current situation, the company announced a downward revision to its consolidated full-year forecasts on 11/9.
- The downward revision was mainly due to lower-than-planned sales and gross profit in the household goods division.

	2023 Forcast	2023 Revision	Diff.	Factors of Difference from Forecast	2022 Realized
Sales	1,600	1,575	▲25	 Household goods division failed to achieve its plan 	1,523
Gross Profit	665.0	625.0	▲40	 Sales Plan Missed and Sales Mix Change Higher-than-expected price hikes of raw materials, etc. 	624.6
SG&A Expenses	585.0	575.0	+10	Operate within the plan	550.3
Operating Income	80.0	50.0	▲30		74.3
Ordinary income	83.0	55.0	▲28		81.3
Net Income attributable to owners of parent	54.0	30.0	▲24		53.0

Main factors in the revision of the full-year earnings forecast



		(Unit: U.1 billion JP1)
Contents	Diff.	Point
Domestic: Household goods sales and gross profit not achieved the plan.	-37	Bath Salts: -20 Market falls short of expectations (Expected to be 95% of YOY), Share down (-2.3 pt YoY) Unachieved sales plan and raw material price hikes are expected to have a greater-than-expected impact Oral Hygiene products: -5 Market falls short of expectations (Expected to be 96% of YOY), Share down (-0.5 pt YoY) The impact of raw material price hikes has been greater than expected. Profitability is deteriorating due in part to changes in the sales mix. Other Household products (Residential detergent, household masks, etc.): -7 Impacted by missed sales plan and higher cost of sales ratio Others: -5 Recognition of expenses associated with reduction of excess inventory with an eye to the future, etc.
Gross profit from China operations missed plan	-3 .	Overall overseas business was generally favorable, including ASEAN, exports, and cross- border business. EC channel sales at the Chinese subsidiary were sluggish, and inventory in the market increased.
 Gross profit missed plan 	-40	
Expense Control	+10 .	Personnel expenses: +2.5, Transportation costs: +1.5, Advertising expenses: +1.0, repair expense: +1.0, Miscellaneous expenses: +2.5, etc.
• Total	-30	

Difference from what was expected at the time of 2Q results presentation



				(Unit: 0.1 billion JPY)
Contents	Diff. from plan	Revised estimate	Diff.	Point
As of 2Q cumulative total, amount of operating income not yet achieved	-8.8	-8.8	-	
 recovery plan1; Insect Care Products Profit Up from 2H Plan 	+2.0	+8.2	+6.2	Increase in shipments and decrease in returns due to favorable market conditions in 2H
recovery plan2; Additional Cost Pass-troughs	+4.0	0.0	-4.0	Price revision of "OnpoWarm Foam" and "Mondamine Premium Care" had little effect.
 recovery plan3; Release New Fall Season Products / Execute Product Renewals 	+2.0	0.0	-2.0	 New products launched in the fall season and renewed products have minimal effect on profit contribution.
 recovery plan4; Keep expenses under control (only Earth corp.) 	+3.0	-4.0	-7.0	 Postponement of unused portion in 1H and strategic use in 2H
Risk of group companies not achieving plans	-2.0	-9.8	-7.8	 Unplanned achievement wider than originally expected
Total difference in planned OI at the end of the period after recovery programs	+0.2	-14.4	-14.6	
 (only Earth corp.) Downward revision of profit plan for household goods, etc. 	-	-10.0	-10.0	 Failure to achieve sales of bath salts, oral hygiene, household detergents, etc. Impact of higher-than-expected cost increases
 (only Earth corp.) Expense recorded for reduction of excess inventory 	_	-5.0	-5.0	Cost of disposal and sale of inventory
• Other	_	-0.6	-0.6	
Accumulated OI not reached at the end of the period		-30.0	-30.2	

Future measures



- Measures for IR communication: Enhancement of content explanation regarding risk factors
 - Improved probability through performance estimates that include risk scenarios
- Measures to be taken in the business: to be explained in detail in the next mid-term management plan.
 - To be announced in February 2024, including forecast figures for the next fiscal year.



Consolidated: Statement of Income



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	Q3 FY12/22	Q3 FY12/23		FY12/23			
	Realized	Forecast	Realized	YoY	vs.FCT	Original forecast	YoY
Sales	124,445	130,000	126,769	101.9%	97.5%	160,000	79.2%
Cost of sales	71,362	74,603	74,505	104.4%	99.9%	93,500	79.7%
Gross profit	53,083	55,396	52,263	98.5%	94.3%	66,500	78.6%
SG&A expenses	41,069	44,196	43,046	104.8%	97.4%	58,500	73.6%
Operating profit	12,013	11,200	9,217	76.7%	82.3%	8,000	115.2%
Non-operating income	920	400	810	88.1%	202.6%	600	135.1%
Non-operating expenses	33	200	83	250.2%	41.8%	300	27.9%
Ordinary profit	12,899	11,400	9,944	77.1%	87.2%	8,300	119.8%
Extraordinary income	25	0	10	41.3%		0	
Extraordinary losses	80	50	186	232.8%	373.8%	80	233.6%
Net income before income taxes	12,845	11,350	9,767	76.0%	86.1%	8,220	118.8%
Income taxes	3,901	4,050	3,018	77.4%	74.5%	2,483	121.6%
Net income	8,944	7,300	6,749	75.5%	92.5%	5,736	117.6%
Net income attributable to non-controlling interests	308	300	301	97.4%	100.3%	336	89.3%
Net income attributable to owners of parent	8,635	7,000	6,448	74.7%	92.1%	5,400	119.4%
Gross profit ratio	42.7%	42.6%	41.2%	▲ 1.4pt	▲ 1.4pt	41.6%	
Operating income ratio	9.7%	8.6%	7.3%	▲ 2.4pt	▲ 1.3pt	5.0%	
Net income before income taxes ratio	10.3%	8.7%	7.7%	▲ 2.6pt	▲ 1.0pt	5.1%	

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Consolidated: Sales by Segment



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	Q3 FY12/22	Q3 FY12/23	Q3 FY12/23			FY12/23	
	Realized	Forecast	Realized	YoY	vs.FCT	Original forecast	Progress rate
Insecticides & Repellents	56,517	57,810	57,248	101.3%	99.0%	61,713	92.8%
Oral hygene products	5,910	6,091	5,799	98.1%	95.2%	8,442	68.7%
Bath salts	17,519	18,739	17,035	97.2%	90.9%	28,518	59.7%
Other household products	26,300	26,609	25,130	95.6%	94.4%	34,016	73.9%
Household products	49,730	51,440	47,965	96.5%	93.2%	70,977	67.6%
Pet products & others	6,718	7,367	7,414	110.4%	100.6%	9,465	78.3%
Household products business subtotal	112,966	116,619	112,628	99.7%	96.6%	142,156	79.2%
General environment & sanitation business subtotal	21,139	21,575	21,992	104.0%	101.9%	28,500	77.2%
Total sales include internal sales	134,105	138,194	134,620	100.4%	97.4%	170,656	78.9%
(Adjustments)	4 9,660	▲ 8,194	▲ 7,851			▲ 10,656	
Total sales	124,445	130,000	126,769	101.9%	97.5%	160,000	79.2%
(Composition ratio)							
Insecticides & Repellents	42.1%	41.8%	42.5%	0.4pt	0.7pt	36.2%	
Household products	37.1%	37.2%	35.6%	▲ 1.5pt	▲ 1.6pt	41.6%	
Pet products & others	5.0%	5.3%	5.5%	0.5pt	0.2pt	5.5%	
Household products business	84.2%	84.4%	83.7%	▲ 0.6pt	▲ 0.7pt	83.3%	
General environment & sanitation business	15.8%	15.6%	16.3%	0.6pt	0.7pt	16.7%	

Operating Income Change Factors (YoY)



(Unit: million JPY) FY12/22.Q3 **12,013** (Realized) <Breakdown> Effect of revenue increase (excluding the Decrease in -452 effect of price pass-through) gross profit -820 Price shifting effect +3,381 Change in sales mix -998 Impact of raw material prices and -2.750exchange rate fluctuations Increase in -744 Increase in personnel expenses -2,795 SG&A expenses Increase in distribution expenses -380 -1,977 Decrease in advertising expenses +26 Increase in sales promotion -81 expenses(other than sales deductions) Costs of travel & transportation -270 expenses, other activities Amortization of goodwill +355 Others(Commission paid, Depreciation -883 paid, etc.) FY12/23.Q3

(Realized)

9,217

+: Factors contributing to higher earnings,

-: Factors contributing to lower earnings

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Operating Income Change Factors (vs. Forecast)



(Unit: million JPY) FY12/23.Q3 11,200 (Forecast) <Breakdown> Sales plan achieved (excluding the impact Gross profit below -974 the forecast of price pass-through) -3,133 -234 Price shift effect Change in sales mix -1,429 Impact of raw material prices and exchange -500 rate fluctuations SG&A expenses Personnel expenses below the forecast +81 -1,983 within budget Distribution expenses below the forecast +78 +1,212 Unspent advertising expenses (including +452 backdated timing of use) Unspent R&D expenses (including +199 backdated timing of use) Costs of travel & transportation expenses, -93 other activities Amortization of goodwill +62 **Others** +433

9,217

FY12/23.Q3

(Realized)

+: Factors contributing to higher earnings,

-: Factors contributing to lower earnings

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Consolidated: SG&A Expenses



	Q3 FY12/22	Q3 FY12/23	Q3 FY12/23			FY12/23		
	Realized	Forecast	Realized	YoY	vs.FCT	Original forecast	Progress rate	
Personal expenses	15,507	16,332	16,251	104.8%	99.5%	21,795	74.6%	
Shipping expenses	3,476	3,723	3,520	101.3%	94.5%	4,821	73.0%	
Strage expenses	1,963	2,174	2,299	117.1%	105.7%	2,793	82.3%	
Advertising expenses	5,593	6,019	5,567	99.5%	92.5%	7,452	74.7%	
Sales promotion expenses	751	862	832	110.8%	96.5%	1,071	77.7%	
R&D expenses	2,152	2,545	2,346	109.0%	92.2%	3,821	61.4%	
Depreciation expenses	1,089	1,221	1,299	119.3%	106.4%	1,653	78.6%	
Goodwill amortization	439	146	84	19.1%	57.5%	14	600.0%	
Travel&transportation expenses	953	1,095	1,103	115.7%	100.7%	1,456	75.8%	
Entertainment expenses	365	400	485	132.9%	121.3%	532	91.2%	
Comission paid	941	1,291	1,094	116.3%	84.7%	1,653	66.2%	
Sales comission	980	1,015	938	95.7%	92.4%	1,405	66.8%	
Miscellaneous expenses	626	992	613	97.9%	61.8%	1,743	35.2%	
Others	6,234	6,381	6,615	106.1%	103.7%	8,291	79.8%	
Total	41,069	44,196	43,046	104.8%	97.4%	58,500	73.6%	
(Composition ratio)								
Personal expenses ratio	17.4%	17.5%	18.0%	0.6pt	0.5pt	13.6%		
Advertising expenses ratio	6.3%	6.4%	6.2%	▲ 0.1pt	▲ 0.3pt	4.7%		
R&D expenses ratio	2.4%	2.7%	2.6%	0.2pt	▲ 0.1pt	2.4%		

Consolidated: Balance Sheet



			(U	nit: million		
		End of	End of Q3	Final comparison	End of Q3	vs.FY22 Q3
		FY2022	FY2023	+/-	FY2022	+/-
Current	Cash & deposits	14,772	18,969	4,196	25,322	▲ 6,352
assets	Trade receivable	24,163	30,124	5,960	27,414	2,709
	Inventories	32,253	30,077	▲ 2,175	29,351	725
	Others	2,772	2,721	▲ 51	3,105	▲ 383
Non-current	Property, plant & equipment	29,483	31,206	1,722	28,882	2,323
assets	Intangible assets	5,355	8,798	3,443	4,868	3,930
	Investments & other assets	15,688	18,338	2,650	15,995	2,343
Total assets		124,489	140,236	15,746	134,940	5,295
Current	Trade paypables	35,525	32,922	1 2,603	36,467	▲ 3,545
liabilities	Short-term borrowings	2,200	5,480	3,280	1,960	3,520
	Others	15,615	26,067	10,451	22,783	3,283
Non-current	Long-term borrowings	0	0	0	480	4 80
liabilities	Others	3,129	2,291	▲ 838	1,957	334
Total liabilities		56,470	66,760	10,290	63,648	3,112
Net assets	Total shareholders' equity	59,631	63,761	4,130	62,963	798
	Total accumulated other comprehensive income	3,163	4,406	1,243	3,482	924
	Non-controlling interests	5,224	5,307	83	4,846	460
Total net assets		68,018	73,475	5,456	71,292	2,183

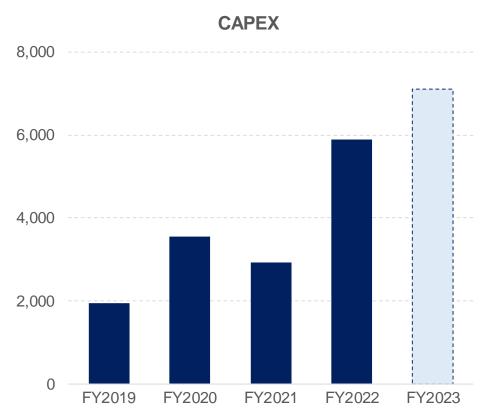
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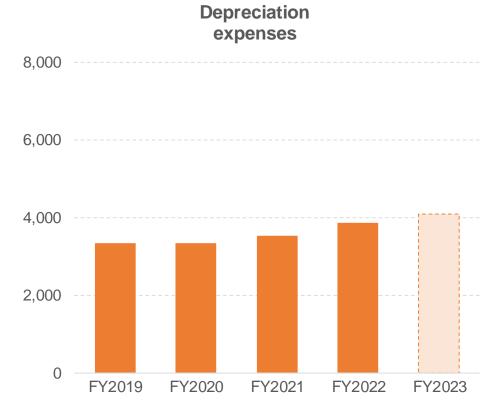
Consolidated: Capital expenditure, Depreciation expenses



				FY2022 Realized	FY2023 Forecast
CAPEX	1,953	3,548	2,928	5,878	7,100

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	FY2019	FY2020	FY2021	FY2022	FY2023
	Realized	Realized	Realized	Realized	Forecast
Depreciation	3.334	3.334	3.537	3,853	4.100
expenses	0,001	0,001	0,001	0,000	1,100





Overview of Group Companies' Business Performance



								(U	nit : milli	on JPY)		
	Ear	th Corpora	tion	BATH	CLIN Corpo	oration	Hakugen Earth Co., Ltd.			Eart	h Pet Co.,	Ltd.
	FY22.Q3	FY23.Q3	FY23.Q3	FY22.Q3	FY23.Q3	_	_	FY23.Q3	FY23.Q3	FY22.Q3	FY23.Q3	FY23.Q3
	Realized	Forecast	Realized	Realized	Forecast	Realized	Realized	Forecast	Realized	Realized	Forecast	Realized
Sales	67,340	72,118	68,858	10,900	11,382	10,638	14,249	15,084	13,256	4,953	5,253	5,188
Gross profit	28,876	30,866	28,225	4,566	4,582	4,057	4,726	4,688	4,481	1,948	2,002	1,854
Operatig income	8,390	8,220	6,253	725	685	125	840	448	615	406	173	130
	Earth(Thailand)C	o.,Ltd.	Earth Corporation Vietnam		EARTH HOM	E PRODUCTS ((MALAYSIA)	EARTH HOMECARE PRODUCTS (PHILIPPINES)			
	FY22.Q3	FY23.Q3	FY23.Q3	FY22.Q3	FY23.Q3	FY23.Q3	FY22.Q3	FY23.Q3	FY23.Q3	FY22.Q3	FY23.Q3	FY23.Q3
	Realized	Forecast	Realized	Realized	Forecast	Realized	Realized	Forecast	Realized	Realized	Forecast	Realized
Sales	4,568	4,585	4,926	3,954	4,089	4,482	147	225	130	229	690	740
Gross profit	1,292	1,332	1,505	1,452	1,585	1,859	35	59	17	101	286	366
Operatig income	405	307	501	282	351	458	-90	-104	-118	16	10	73
	Earth Cor	poration (S	Shanghai)	Earth Co	orporation ((Tianjin)	Earth Co	rporation ((Suzhou)	Earth Enviro	onmental Serv	rice Co.,Ltd.
	FY22.Q3	FY23.Q3	FY23.Q3	FY22.Q3	FY23.Q3	FY23.Q3	FY22.Q3	FY23.Q3	FY23.Q3	FY22.Q3	FY23.Q3	FY23.Q3
	Realized	Forecast	Realized	Realized	Forecast	Realized	Realized	Forecast	Realized	Realized	Forecast	Realized
Sales	2,161	2,201	1,324	3,154	2,398	2,274	1,305	1,011	807	21,139	21,575	21,992
Gross profit	633	551	290	530	339	406	247	162	112	8,795	8,858	8,908
Operatig income	126	55	-253	274	65	141	106	21	-14	1,208	1,173	1,304



This presentation contains forward-looking statements and financial results forecasts. These forward-looking statements and financial results forecasts were formulated on the basis of company assumptions based on the information available.

These statements and forecasts are subject to risks and uncertainties that could cause actual results to differ materially from those described.