

共同ピーアール株式会社（証券コード2436）

---

2024年12月期（第61期）

通期 決算補足資料

（将来予測に関する注意事項）

将来に亘る部分については、皆様の投資のご参考に資するために提供するものであります。

推測・予測に基づくものであり、確約や保証を与えるものではありません。当然のことながら、予想と違う結果となることを十分にご認識の上ご活用下さい。

## ❖目次

### 連結

- ・ 売上高推移 . . . . . 3
- ・ 四半期別売上高推移 . . . . . 4
- ・ セグメント別売上高推移 . . . . . 5
- ・ 会社別売上高推移 . . . . . 6

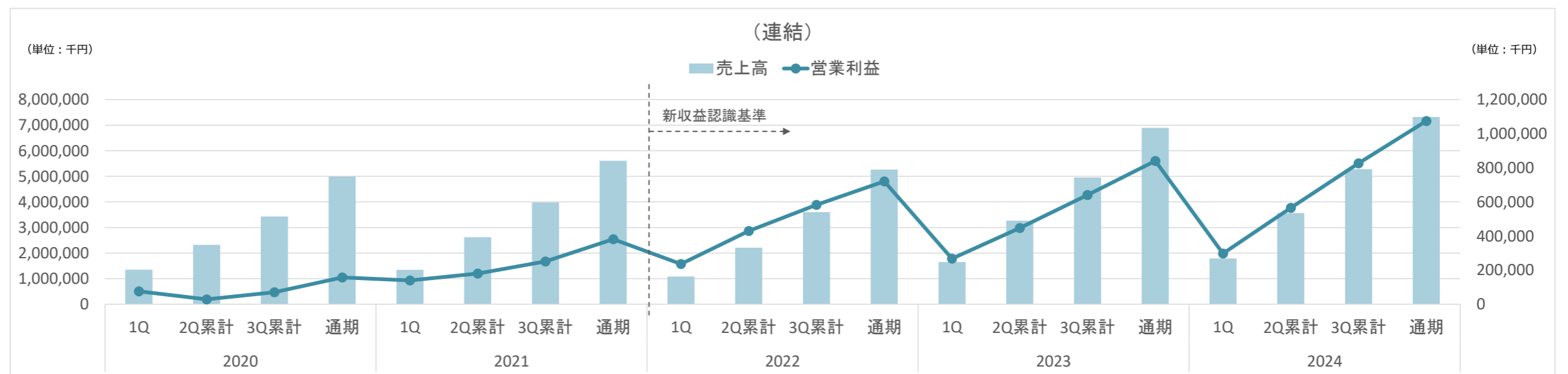
### 単体

- ・ 売上高推移 . . . . . 7
- ・ 四半期別売上高推移 . . . . . 8
- ・ セグメント別売上高推移 . . . . . 9
- ・ リテイナー 外資比率 . . . . . 9
- ・ リテイナー 売上構成比率 . . . . . 10

(連結)

| 売上高<br>(単位：千円)   | 第57期      |           |           |           | 第58期      |           |           |           | 第59期      |           |           |           | 第60期      |           |           |           | 第61期      |           |           |           |
|------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|                  | 2020      |           |           |           | 2021      |           |           |           | 2022      |           |           |           | 2023      |           |           |           | 2024      |           |           |           |
|                  | 1Q        | 2Q累計      | 3Q累計      | 通期        | 1Q        | 2Q累計      | 3Q累計      | 通期        | 1Q        | 2Q累計      | 3Q累計      | 通期        | 1Q        | 2Q累計      | 3Q累計      | 通期        | 1Q        | 2Q累計      | 3Q累計      | 通期        |
| 売上高              | 1,350,174 | 2,321,030 | 3,431,941 | 4,990,197 | 1,342,733 | 2,618,733 | 3,976,734 | 5,609,621 | 1,081,600 | 2,208,616 | 3,600,699 | 5,264,691 | 1,648,684 | 3,263,505 | 4,952,680 | 6,895,772 | 1,787,914 | 3,567,204 | 5,282,893 | 7,323,625 |
| 売上原価             | 651,480   | 1,060,795 | 1,532,461 | 2,366,704 | 590,547   | 1,171,442 | 1,822,675 | 2,613,937 | 480,472   | 1,054,869 | 1,855,727 | 2,842,727 | 907,091   | 1,810,113 | 2,765,749 | 3,893,665 | 972,184   | 1,937,695 | 2,862,781 | 4,009,584 |
| 売上総利益            | 698,693   | 1,260,235 | 1,899,479 | 2,623,493 | 752,186   | 1,447,290 | 2,154,058 | 2,995,684 | 601,127   | 1,153,746 | 1,744,972 | 2,421,964 | 741,592   | 1,453,391 | 2,186,931 | 3,002,106 | 815,730   | 1,629,509 | 2,420,111 | 3,314,041 |
| 販売費及び一般管理費       | 622,886   | 1,231,735 | 1,829,520 | 2,466,990 | 612,851   | 1,267,290 | 1,903,071 | 2,614,198 | 365,189   | 724,037   | 1,162,095 | 1,701,918 | 474,492   | 1,006,220 | 1,545,814 | 2,161,317 | 518,729   | 1,063,894 | 1,593,777 | 2,239,304 |
| 営業利益             | 75,807    | 28,500    | 69,959    | 156,502   | 139,334   | 180,000   | 250,986   | 381,485   | 235,938   | 429,709   | 582,876   | 720,046   | 267,099   | 447,171   | 641,116   | 840,789   | 297,000   | 565,614   | 826,334   | 1,074,736 |
| 営業外利益            | 2,484     | 5,646     | 10,019    | 17,267    | 9,700     | 11,726    | 15,545    | 18,325    | 10,955    | 23,964    | 33,320    | 28,381    | 5,704     | 19,297    | 31,245    | 42,133    | 11,971    | 17,066    | 8,907     | 19,225    |
| 営業外費用            | 7,844     | 14,414    | 15,675    | 22,705    | 1,645     | 3,589     | 5,485     | 7,580     | 1,908     | 4,100     | 7,302     | 12,182    | 7,408     | 12,234    | 15,269    | 20,032    | 2,863     | 5,759     | 9,338     | 11,783    |
| 経常利益             | 70,446    | 19,732    | 64,303    | 151,064   | 147,389   | 188,137   | 261,047   | 392,230   | 244,985   | 449,572   | 608,893   | 736,245   | 265,396   | 454,235   | 657,091   | 862,890   | 306,108   | 576,921   | 825,903   | 1,082,179 |
| 特別利益             | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 53,134    | 55,513    | 55,513    | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         |
| 特別損失             | 3,440     | 77,269    | 77,269    | 80,594    | 0         | 18,760    | 18,760    | 104,311   | 0         | 0         | 0         | 23,597    | 0         | 54        | 1,014     | 1,014     | 29,608    | 29,608    | 48,323    | 48,323    |
| 税金等調整前四半期純利益     | 67,006    | -57,536   | -12,966   | 70,470    | 147,389   | 169,376   | 242,286   | 287,919   | 244,985   | 502,707   | 664,407   | 768,161   | 265,396   | 454,180   | 656,077   | 861,875   | 276,500   | 547,312   | 777,579   | 1,033,855 |
| 法人税等             | 28,399    | 14,931    | 28,948    | 57,819    | 44,088    | 55,794    | 79,764    | 155,972   | 83,822    | 149,674   | 218,962   | 229,300   | 105,271   | 186,136   | 262,462   | 315,946   | 129,008   | 223,315   | 306,671   | 412,631   |
| 親会社株主に帰属する四半期純利益 | 38,607    | -72,468   | -41,914   | 12,651    | 103,300   | 113,582   | 162,521   | 131,947   | 153,665   | 336,025   | 421,817   | 520,424   | 144,478   | 243,852   | 350,283   | 487,601   | 116,315   | 264,492   | 385,397   | 526,170   |

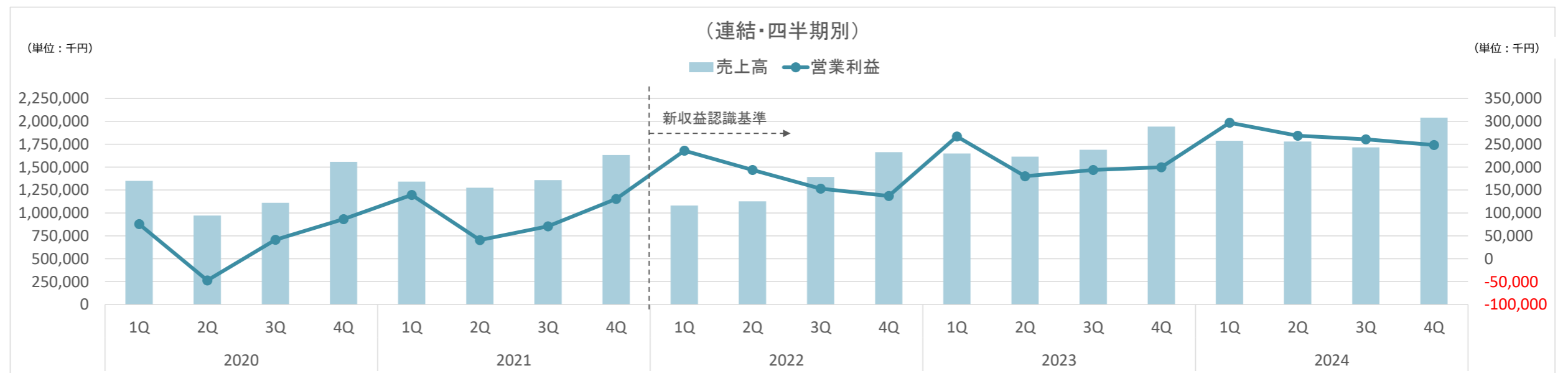
| 前年同期比(率)<br>(単位：%) | 第57期    |         |           |           | 第58期    |         |          |         | 第59期   |         |         |         | 第60期    |         |         |         | 第61期    |           |          |          |
|--------------------|---------|---------|-----------|-----------|---------|---------|----------|---------|--------|---------|---------|---------|---------|---------|---------|---------|---------|-----------|----------|----------|
|                    | 2020    |         |           |           | 2021    |         |          |         | 2022   |         |         |         | 2023    |         |         |         | 2024    |           |          |          |
|                    | 1Q      | 2Q累計    | 3Q累計      | 通期        | 1Q      | 2Q累計    | 3Q累計     | 通期      | 1Q     | 2Q累計    | 3Q累計    | 通期      | 1Q      | 2Q累計    | 3Q累計    | 通期      | 1Q      | 2Q累計      | 3Q累計     | 通期       |
| 売上高                | ▲2.9%   | ▲14.9%  | ▲17.5%    | ▲13.3%    | ▲0.6%   | +12.8%  | +15.9%   | +12.4%  | ▲19.4% | ▲15.7%  | ▲9.5%   | ▲6.1%   | +52.4%  | +47.8%  | +37.5%  | +31.0%  | +8.4%   | +9.3%     | +6.7%    | +6.2%    |
| 売上原価               | ▲3.5%   | ▲19.3%  | ▲24.5%    | ▲17.8%    | ▲9.4%   | +10.4%  | +18.9%   | +10.4%  | ▲18.6% | ▲10.0%  | +1.8%   | +8.8%   | +88.8%  | +71.6%  | +49.0%  | +37.0%  | +7.2%   | +7.0%     | +3.5%    | +3.0%    |
| 売上総利益              | ▲2.3%   | ▲10.8%  | ▲10.8%    | ▲8.9%     | +7.7%   | +14.8%  | +13.4%   | +14.2%  | ▲20.1% | ▲20.3%  | ▲19.0%  | ▲19.2%  | +23.4%  | +26.0%  | +25.3%  | +24.0%  | +10.0%  | +12.1%    | +10.7%   | +10.4%   |
| 販売費及び一般管理費         | +7.0%   | +5.9%   | +4.2%     | +3.8%     | ▲1.6%   | +2.9%   | +4.0%    | +6.0%   | ▲40.4% | ▲42.9%  | ▲38.9%  | ▲34.9%  | +29.9%  | +39.0%  | +33.0%  | +27.0%  | +9.3%   | +5.7%     | +3.1%    | +3.6%    |
| 営業利益               | ▲42.9%  | ▲88.6%  | ▲81.3%    | ▲68.8%    | +83.8%  | +531.6% | +258.8%  | +143.8% | +69.3% | +138.7% | +132.2% | +88.7%  | +13.2%  | +4.1%   | +10.0%  | +16.8%  | +11.2%  | +26.5%    | +28.9%   | +27.8%   |
| 営業外利益              | ▲15.9%  | ▲0.2%   | +23.8%    | +58.8%    | +290.5% | +107.7% | +55.2%   | +6.1%   | +12.9% | +104.4% | +114.3% | +54.9%  | ▲47.9%  | ▲19.5%  | ▲6.2%   | +48.5%  | +109.9% | ▲11.6%    | ▲71.5%   | ▲54.4%   |
| 営業外費用              | +206.3% | +141.7% | +77.4%    | +114.0%   | ▲79.0%  | ▲75.1%  | ▲65.0%   | ▲66.6%  | +16.0% | +14.2%  | +33.1%  | +60.7%  | +288.3% | +198.4% | +109.1% | +64.4%  | ▲61.3%  | ▲52.9%    | ▲38.8%   | ▲41.2%   |
| 経常利益               | ▲47.1%  | ▲92.1%  | ▲82.8%    | ▲69.9%    | +109.2% | +853.5% | +306.0%  | +159.6% | +66.2% | +139.0% | +133.3% | +87.7%  | +8.3%   | +1.0%   | +7.9%   | +17.2%  | +15.3%  | +27.0%    | +25.7%   | +25.4%   |
| 特別利益               | -       | -       | -         | -         | -       | -       | -        | -       | -      | -       | -       | -       | -       | ▲100.0% | ▲100.0% | ▲100.0% | -       | -         | -        | -        |
| 特別損失               | -       | -       | +52463.9% | +54725.9% | ▲100.0% | ▲75.7%  | ▲75.7%   | +29.4%  | -      | ▲100.0% | ▲100.0% | ▲77.4%  | -       | -       | -       | ▲95.7%  | -       | +54729.6% | +4665.6% | +4665.6% |
| 税金等調整前四半期純利益       | ▲49.6%  | ▲123.0% | ▲103.5%   | ▲86.0%    | +120.0% | ▲394.4% | ▲1968.6% | +308.6% | +66.2% | +196.8% | +174.2% | +166.8% | +8.3%   | ▲9.7%   | ▲1.3%   | +12.2%  | +4.2%   | +20.5%    | +18.5%   | +20.0%   |
| 法人税等               | +82.8%  | ▲64.5%  | ▲61.9%    | ▲55.5%    | +55.2%  | +273.7% | +175.5%  | +169.8% | +90.1% | +168.3% | +174.5% | +47.0%  | +25.6%  | +24.4%  | +19.9%  | +37.8%  | +22.5%  | +20.0%    | +16.8%   | +30.6%   |
| 親会社株主に帰属する四半期純利益   | ▲67.1%  | ▲134.9% | ▲114.1%   | ▲96.6%    | +167.6% | ▲256.7% | ▲487.7%  | +943.0% | +48.8% | +195.8% | +159.5% | +294.4% | ▲6.0%   | ▲27.4%  | ▲17.0%  | ▲6.3%   | ▲19.5%  | +8.5%     | +10.0%   | +7.9%    |



(連結・四半期別)

| 売上高<br>(単位：千円)   | 第57期      |          |           |           | 第58期      |           |           |           | 第59期      |           |           |           | 第60期      |           |           |           | 第61期      |           |           |           |
|------------------|-----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|                  | 2020      |          |           |           | 2021      |           |           |           | 2022      |           |           |           | 2023      |           |           |           | 2024      |           |           |           |
|                  | 1Q        | 2Q       | 3Q        | 4Q        | 1Q        | 2Q        | 3Q        | 4Q        | 1Q        | 2Q        | 3Q        | 4Q        | 1Q        | 2Q        | 3Q        | 4Q        | 1Q        | 2Q        | 3Q        | 4Q        |
| 売上高              | 1,350,174 | 970,856  | 1,110,911 | 1,558,256 | 1,342,733 | 1,276,000 | 1,358,001 | 1,632,887 | 1,081,600 | 1,127,016 | 1,392,083 | 1,663,992 | 1,648,684 | 1,614,821 | 1,689,175 | 1,943,092 | 1,787,914 | 1,779,290 | 1,715,689 | 2,040,732 |
| 売上原価             | 651,480   | 409,315  | 471,666   | 834,243   | 590,547   | 580,895   | 651,233   | 791,262   | 480,472   | 574,397   | 800,858   | 987,000   | 907,091   | 903,022   | 955,636   | 1,127,916 | 972,184   | 965,511   | 925,086   | 1,146,803 |
| 売上総利益            | 698,693   | 561,542  | 639,244   | 724,014   | 752,186   | 695,104   | 706,768   | 841,626   | 601,127   | 552,619   | 591,226   | 676,992   | 741,592   | 711,799   | 733,540   | 815,175   | 815,730   | 813,779   | 790,602   | 893,930   |
| 販売費及び一般管理費       | 622,886   | 608,849  | 597,785   | 637,470   | 612,851   | 654,439   | 635,781   | 711,127   | 365,189   | 358,848   | 438,058   | 539,823   | 474,492   | 531,728   | 539,594   | 615,503   | 518,729   | 545,165   | 529,883   | 645,527   |
| 営業利益             | 75,807    | -47,307  | 41,459    | 86,543    | 139,334   | 40,666    | 70,986    | 130,499   | 235,938   | 193,771   | 153,167   | 137,170   | 267,099   | 180,072   | 193,945   | 199,673   | 297,000   | 268,614   | 260,720   | 248,402   |
| 営業外利益            | 2,484     | 3,162    | 4,373     | 7,248     | 9,700     | 2,026     | 3,819     | 2,780     | 10,955    | 13,009    | 9,356     | -4,939    | 5,704     | 13,593    | 11,948    | 10,888    | 11,971    | 5,095     | -8,159    | 10,318    |
| 営業外費用            | 7,844     | 6,570    | 1,261     | 7,030     | 1,645     | 1,944     | 1,896     | 2,095     | 1,908     | 2,192     | 3,202     | 4,880     | 7,408     | 4,826     | 3,035     | 4,763     | 2,863     | 2,896     | 3,579     | 2,445     |
| 経常利益             | 70,446    | -50,714  | 44,571    | 86,761    | 147,389   | 40,748    | 72,910    | 131,183   | 244,985   | 204,587   | 159,321   | 127,352   | 265,396   | 188,839   | 202,856   | 205,799   | 306,108   | 270,813   | 248,982   | 256,276   |
| 特別利益             | 0         | 0        | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 53,134    | 2,379     | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         |
| 特別損失             | 3,440     | 73,829   | 0         | 3,325     | 0         | 18,760    | 0         | 85,551    | 0         | 0         | 0         | 23,597    | 0         | 54        | 960       | 0         | 29,608    | 0         | 18,715    | 0         |
| 税金等調整前四半期純利益     | 67,006    | -124,542 | 44,570    | 83,436    | 147,389   | 21,987    | 72,910    | 45,633    | 244,985   | 257,722   | 161,700   | 103,754   | 265,396   | 188,784   | 201,897   | 205,798   | 276,500   | 270,812   | 230,267   | 256,276   |
| 法人税等             | 28,399    | -13,468  | 14,017    | 28,871    | 44,088    | 11,706    | 23,970    | 76,208    | 83,822    | 65,852    | 69,288    | 10,338    | 105,271   | 80,865    | 76,326    | 53,484    | 129,008   | 94,307    | 83,356    | 105,960   |
| 親会社株主に帰属する四半期純利益 | 38,607    | -111,075 | 30,554    | 54,565    | 103,300   | 10,282    | 48,939    | -30,574   | 153,665   | 182,360   | 85,792    | 98,607    | 144,478   | 99,374    | 106,431   | 137,318   | 116,315   | 148,177   | 120,905   | 140,773   |

| 前年同期比(率)<br>(単位：%) | 第57期    |         |         |         | 第58期    |         |        |          | 第59期   |          |         |         | 第60期    |         |         |         | 第61期    |         |          |        |
|--------------------|---------|---------|---------|---------|---------|---------|--------|----------|--------|----------|---------|---------|---------|---------|---------|---------|---------|---------|----------|--------|
|                    | 2020    |         |         |         | 2021    |         |        |          | 2022   |          |         |         | 2023    |         |         |         | 2024    |         |          |        |
|                    | 1Q      | 2Q      | 3Q      | 4Q      | 1Q      | 2Q      | 3Q     | 4Q       | 1Q     | 2Q       | 3Q      | 4Q      | 1Q      | 2Q      | 3Q      | 4Q      | 1Q      | 2Q      | 3Q       | 4Q     |
| 売上高                | ▲2.9%   | ▲27.4%  | ▲22.4%  | ▲2.5%   | ▲0.6%   | +31.4%  | +22.2% | +4.8%    | ▲19.4% | ▲11.7%   | +2.5%   | +1.9%   | +52.4%  | +43.3%  | +21.3%  | +16.8%  | +8.4%   | +10.2%  | +1.6%    | +5.0%  |
| 売上原価               | ▲3.5%   | ▲36.0%  | ▲34.1%  | ▲1.6%   | ▲9.4%   | +41.9%  | +38.1% | ▲5.2%    | ▲18.6% | ▲1.1%    | +23.0%  | +24.7%  | +88.8%  | +57.2%  | +19.3%  | +14.3%  | +7.2%   | +6.9%   | ▲3.2%    | +1.7%  |
| 売上総利益              | ▲2.3%   | ▲19.6%  | ▲10.8%  | ▲3.4%   | +7.7%   | +23.8%  | +10.6% | +16.2%   | ▲20.1% | ▲20.5%   | ▲16.3%  | ▲19.6%  | +23.4%  | +28.8%  | +24.1%  | +20.4%  | +10.0%  | +14.3%  | +7.8%    | +9.7%  |
| 販売費及び一般管理費         | +7.0%   | +4.8%   | +0.9%   | +2.5%   | ▲1.6%   | +7.5%   | +6.4%  | +11.6%   | ▲40.4% | ▲45.2%   | ▲31.1%  | ▲24.1%  | +29.9%  | +48.2%  | +23.2%  | +14.0%  | +9.3%   | +2.5%   | ▲1.8%    | +4.9%  |
| 営業利益               | ▲42.9%  | ▲140.3% | ▲66.6%  | ▲32.2%  | +83.8%  | ▲186.0% | +71.2% | +50.8%   | +69.3% | +376.5%  | +115.8% | +5.1%   | +13.2%  | ▲7.1%   | +26.6%  | +45.6%  | +11.2%  | +49.2%  | +34.4%   | +24.4% |
| 営業外利益              | ▲15.9%  | +16.9%  | +79.7%  | +161.0% | +290.5% | ▲35.9%  | ▲12.7% | ▲61.6%   | +12.9% | +542.1%  | +145.0% | ▲277.7% | ▲47.9%  | +4.5%   | +27.7%  | ▲320.4% | +109.9% | ▲62.5%  | ▲168.3%  | ▲5.2%  |
| 営業外費用              | +206.3% | +93.1%  | ▲56.1%  | +296.1% | ▲79.0%  | ▲70.4%  | +50.4% | ▲70.2%   | +16.0% | +12.8%   | +68.9%  | +132.9% | +288.3% | +120.2% | ▲5.2%   | ▲2.4%   | ▲61.3%  | ▲40.0%  | +17.9%   | ▲48.7% |
| 経常利益               | ▲47.1%  | ▲143.5% | ▲64.0%  | ▲32.5%  | +109.2% | ▲180.3% | +63.6% | +51.2%   | +66.2% | +402.1%  | +118.5% | ▲2.9%   | +8.3%   | ▲7.7%   | +27.3%  | +61.6%  | +15.3%  | +43.4%  | +22.7%   | +24.5% |
| 特別利益               | -       | -       | -       | -       | -       | -       | -      | -        | -      | -        | -       | -       | -       | ▲100.0% | ▲100.0% | -       | -       | -       | -        | -      |
| 特別損失               | -       | -       | ▲100.0% | -       | ▲100.0% | ▲74.6%  | -      | +2473.0% | -      | ▲100.0%  | -       | ▲72.4%  | -       | -       | -       | ▲100.0% | -       | ▲100.0% | +1849.5% | -      |
| 税金等調整前四半期純利益       | ▲49.6%  | ▲206.8% | ▲63.9%  | ▲35.1%  | +120.0% | ▲117.7% | +63.6% | ▲45.3%   | +66.2% | +1072.2% | +121.8% | +127.4% | +8.3%   | ▲26.7%  | +24.9%  | +98.4%  | +4.2%   | +43.5%  | +14.1%   | +24.5% |
| 法人税等               | +82.8%  | ▲150.7% | ▲58.6%  | ▲46.5%  | +55.2%  | ▲186.9% | +71.0% | +164.0%  | +90.1% | +462.5%  | +189.1% | ▲86.4%  | +25.6%  | +22.8%  | +10.2%  | +417.4% | +22.5%  | +16.6%  | +9.2%    | +98.1% |
| 親会社株主に帰属する四半期純利益   | ▲67.1%  | ▲223.4% | ▲65.9%  | ▲26.8%  | +167.6% | ▲109.3% | +60.2% | ▲156.0%  | +48.8% | +1673.6% | +75.3%  | ▲422.5% | ▲6.0%   | ▲45.5%  | +24.1%  | +39.3%  | ▲19.5%  | +49.1%  | +13.6%   | +2.5%  |



(連結・四半期別)

セグメント別外部売上高

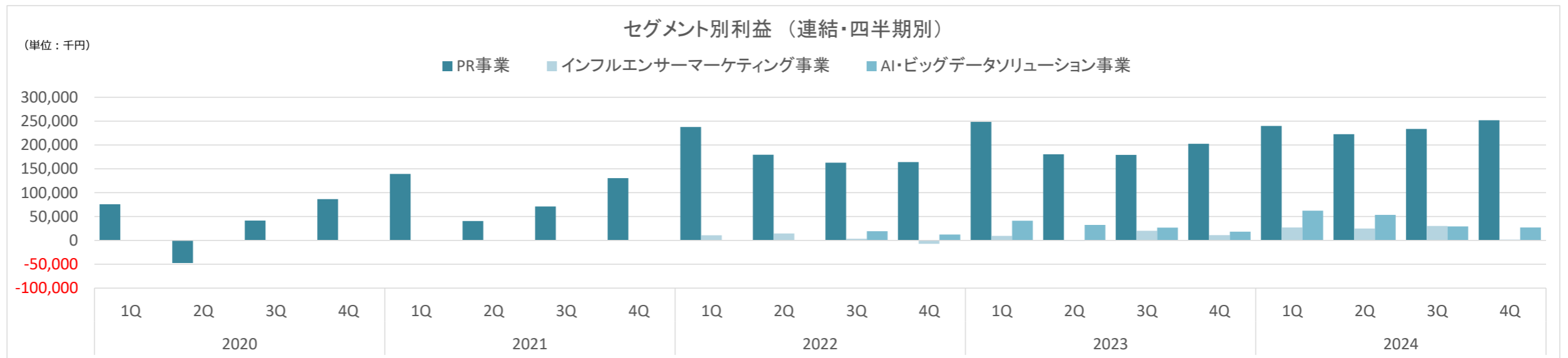
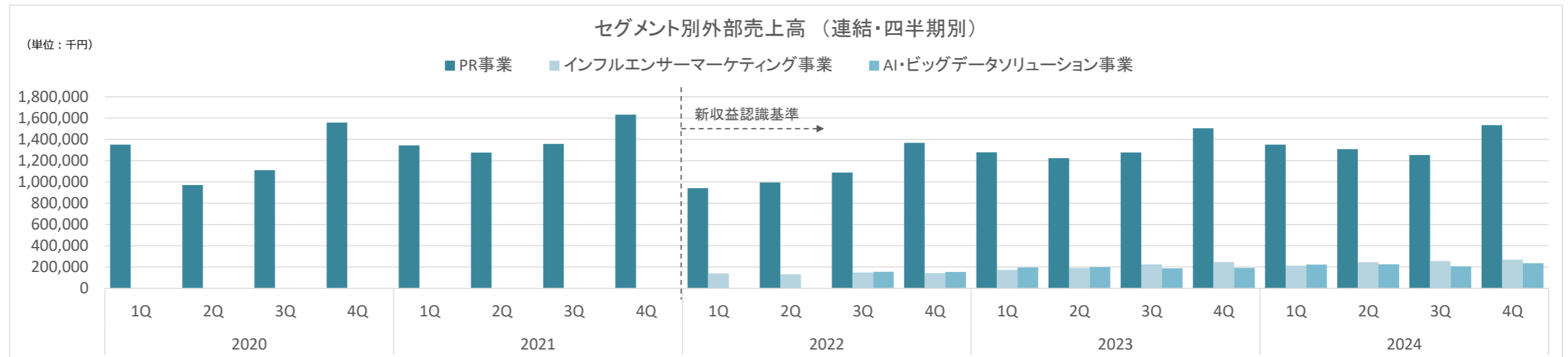
| (単位：千円)            | 第57期      |         |           |           | 第58期      |           |           |           | 第59期    |         |           |           | 第60期      |           |           |           | 第61期      |           |           |           |
|--------------------|-----------|---------|-----------|-----------|-----------|-----------|-----------|-----------|---------|---------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|                    | 2020      |         |           |           | 2021      |           |           |           | 2022    |         |           |           | 2023      |           |           |           | 2024      |           |           |           |
|                    | 1Q        | 2Q      | 3Q        | 4Q        | 1Q        | 2Q        | 3Q        | 4Q        | 1Q      | 2Q      | 3Q        | 4Q        | 1Q        | 2Q        | 3Q        | 4Q        | 1Q        | 2Q        | 3Q        | 4Q        |
| PR事業               | 1,350,174 | 970,856 | 1,110,910 | 1,558,256 | 1,342,733 | 1,275,999 | 1,358,000 | 1,632,887 | 941,498 | 994,939 | 1,088,249 | 1,367,511 | 1,278,327 | 1,223,222 | 1,276,955 | 1,504,064 | 1,350,641 | 1,307,538 | 1,253,402 | 1,534,337 |
| インフルエンサーマーケティング事業  |           |         |           |           |           |           |           |           | 140,101 | 132,076 | 148,946   | 142,664   | 173,692   | 192,045   | 223,924   | 247,520   | 213,532   | 245,595   | 256,723   | 270,372   |
| AI・ビッグデータソリューション事業 |           |         |           |           |           |           |           |           |         |         | 154,888   | 153,816   | 196,663   | 199,554   | 188,294   | 191,506   | 223,740   | 226,156   | 205,562   | 236,022   |

※2022年1月より株式会社VAZ（インフルエンサーマーケティング事業）、2022年6月より株式会社キョウワーカー（AI・ビッグデータソリューション事業）を連結子会社化

セグメント別利益

| (単位：千円)            | 第57期   |         |        |        | 第58期    |        |        |         | 第59期    |         |         |         | 第60期    |         |         |         | 第61期    |         |         |         |
|--------------------|--------|---------|--------|--------|---------|--------|--------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
|                    | 2020   |         |        |        | 2021    |        |        |         | 2022    |         |         |         | 2023    |         |         |         | 2024    |         |         |         |
|                    | 1Q     | 2Q      | 3Q     | 4Q     | 1Q      | 2Q     | 3Q     | 4Q      | 1Q      | 2Q      | 3Q      | 4Q      | 1Q      | 2Q      | 3Q      | 4Q      | 1Q      | 2Q      | 3Q      | 4Q      |
| PR事業               | 75,807 | -47,306 | 41,458 | 86,543 | 139,334 | 40,665 | 70,986 | 130,498 | 237,656 | 179,493 | 162,791 | 164,126 | 248,253 | 180,537 | 179,065 | 202,388 | 239,949 | 222,531 | 233,548 | 251,893 |
| インフルエンサーマーケティング事業  |        |         |        |        |         |        |        |         | 10,646  | 14,616  | 3,374   | -7,128  | 9,608   | -633    | 20,243  | 11,160  | 26,961  | 24,862  | 30,065  | 1,597   |
| AI・ビッグデータソリューション事業 |        |         |        |        |         |        |        |         |         |         | 19,154  | 12,296  | 41,347  | 32,283  | 26,748  | 18,216  | 62,144  | 53,372  | 29,242  | 26,934  |

※2022年1月より株式会社VAZ（インフルエンサーマーケティング事業）、2022年6月より株式会社キョウワーカー（AI・ビッグデータソリューション事業）を連結子会社化



(連結・四半期別)

会社別 売上高

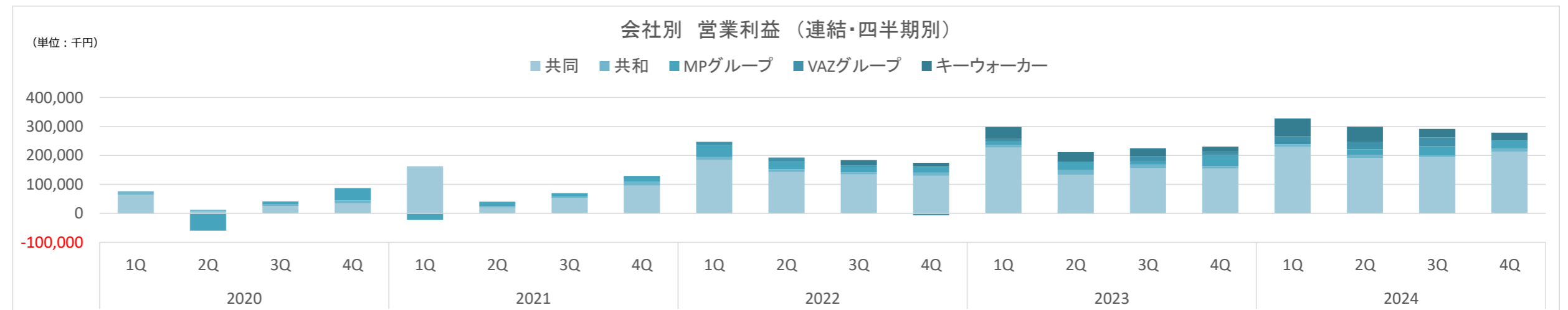
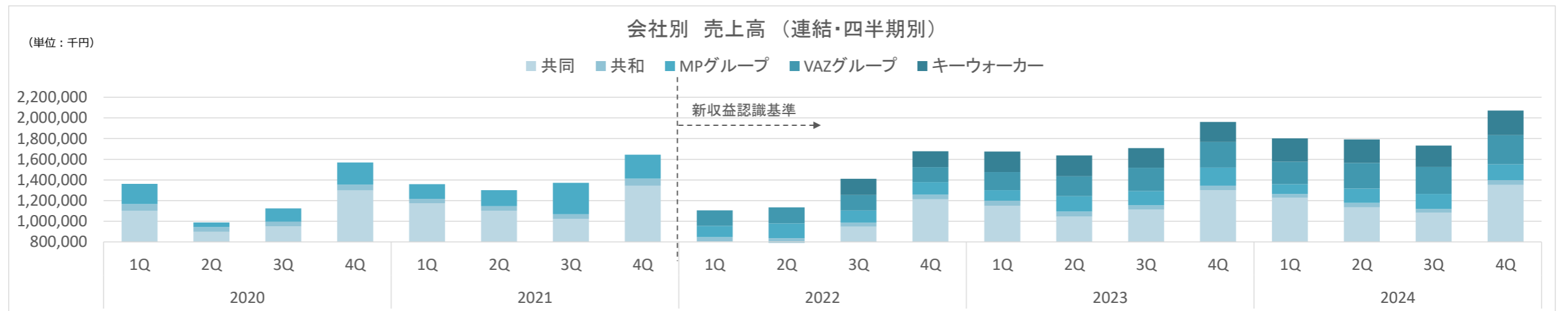
|         | 第57期      |         |         |           | 第58期      |           |           |           | 第59期    |         |         |           | 第60期      |           |           |           | 第61期      |           |           |           |  |
|---------|-----------|---------|---------|-----------|-----------|-----------|-----------|-----------|---------|---------|---------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--|
|         | 2020      |         |         |           | 2021      |           |           |           | 2022    |         |         |           | 2023      |           |           |           | 2024      |           |           |           |  |
|         | 1Q        | 2Q      | 3Q      | 4Q        | 1Q        | 2Q        | 3Q        | 4Q        | 1Q      | 2Q      | 3Q      | 4Q        | 1Q        | 2Q        | 3Q        | 4Q        | 1Q        | 2Q        | 3Q        | 4Q        |  |
| (単位：千円) |           |         |         |           |           |           |           |           |         |         |         |           |           |           |           |           |           |           |           |           |  |
| 共同      | 1,100,100 | 898,097 | 950,979 | 1,298,176 | 1,174,891 | 1,103,212 | 1,022,753 | 1,344,522 | 804,230 | 790,685 | 947,120 | 1,212,731 | 1,150,005 | 1,044,878 | 1,112,521 | 1,300,599 | 1,228,234 | 1,134,547 | 1,082,239 | 1,352,157 |  |
| 共和      | 66,190    | 45,126  | 43,920  | 56,700    | 40,754    | 43,564    | 45,256    | 67,426    | 41,406  | 45,431  | 40,365  | 44,445    | 48,657    | 48,935    | 42,119    | 44,180    | 35,282    | 44,073    | 36,323    | 45,666    |  |
| MPグループ  | 195,936   | 44,986  | 130,064 | 214,500   | 144,019   | 154,098   | 303,407   | 232,173   | 109,538 | 143,678 | 116,447 | 122,731   | 102,716   | 149,606   | 137,863   | 174,285   | 95,654    | 137,903   | 145,711   | 153,360   |  |
| VAZグループ |           |         |         |           |           |           |           |           | 151,004 | 154,377 | 151,246 | 143,564   | 175,222   | 192,695   | 226,323   | 248,520   | 217,752   | 248,325   | 261,773   | 283,353   |  |
| キーウォーカー |           |         |         |           |           |           |           |           |         |         | 155,701 | 154,629   | 197,476   | 200,367   | 189,107   | 194,319   | 224,553   | 226,969   | 206,375   | 236,835   |  |
| 調整      | -12,053   | -17,354 | -14,054 | -11,120   | -16,930   | -24,875   | -13,416   | -11,235   | -24,580 | -7,156  | -18,797 | -14,110   | -25,394   | -21,660   | -18,761   | -18,813   | -13,561   | -12,528   | -16,735   | -30,641   |  |

※2022年1月より株式会社VAZ（インフルエンサーマーケティング事業）、2022年6月より株式会社キーウォーカー（AI・ビッグデータソリューション事業）を連結子会社化

会社別 営業利益

|         | 第57期   |         |        |        | 第58期    |        |        |        | 第59期    |         |         |         | 第60期    |         |         |         | 第61期    |         |         |         |  |
|---------|--------|---------|--------|--------|---------|--------|--------|--------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--|
|         | 2020   |         |        |        | 2021    |        |        |        | 2022    |         |         |         | 2023    |         |         |         | 2024    |         |         |         |  |
|         | 1Q     | 2Q      | 3Q     | 4Q     | 1Q      | 2Q     | 3Q     | 4Q     | 1Q      | 2Q      | 3Q      | 4Q      | 1Q      | 2Q      | 3Q      | 4Q      | 1Q      | 2Q      | 3Q      | 4Q      |  |
| (単位：千円) |        |         |        |        |         |        |        |        |         |         |         |         |         |         |         |         |         |         |         |         |  |
| 共同      | 63,700 | 6,243   | 25,767 | 34,354 | 160,169 | 20,060 | 53,107 | 95,556 | 184,067 | 142,418 | 134,161 | 129,669 | 227,117 | 133,394 | 155,863 | 154,197 | 229,597 | 191,212 | 194,537 | 213,012 |  |
| 共和      | 12,417 | 5,744   | 6,838  | 10,228 | 2,222   | 4,408  | 4,080  | 13,694 | 10,010  | 9,888   | 6,849   | 10,586  | 9,677   | 15,743  | 12,304  | 9,151   | 8,770   | 10,911  | 5,127   | 9,777   |  |
| MPグループ  | -248   | -59,535 | 8,406  | 42,640 | -23,043 | 15,785 | 12,622 | 20,044 | 42,370  | 25,995  | 20,581  | 21,941  | 10,258  | 29,813  | 9,547   | 37,690  | 231     | 19,039  | 32,563  | 27,484  |  |
| VAZグループ |        |         |        |        |         |        |        |        | 10,646  | 14,616  | 3,374   | -7,128  | 9,608   | -633    | 20,243  | 11,160  | 26,961  | 24,862  | 30,065  | 1,597   |  |
| キーウォーカー |        |         |        |        |         |        |        |        |         |         | 19,154  | 12,296  | 41,347  | 32,283  | 26,748  | 18,216  | 62,144  | 53,372  | 29,242  | 26,934  |  |
| 調整      | -63    | 240     | 446    | -680   | -14     | 410    | 1,176  | 1,203  | 1,209   | 1,190   | 1,200   | 1,928   | 1,200   | 1,586   | 1,350   | 1,350   | 1,350   | 1,368   | 1,320   | 1,620   |  |

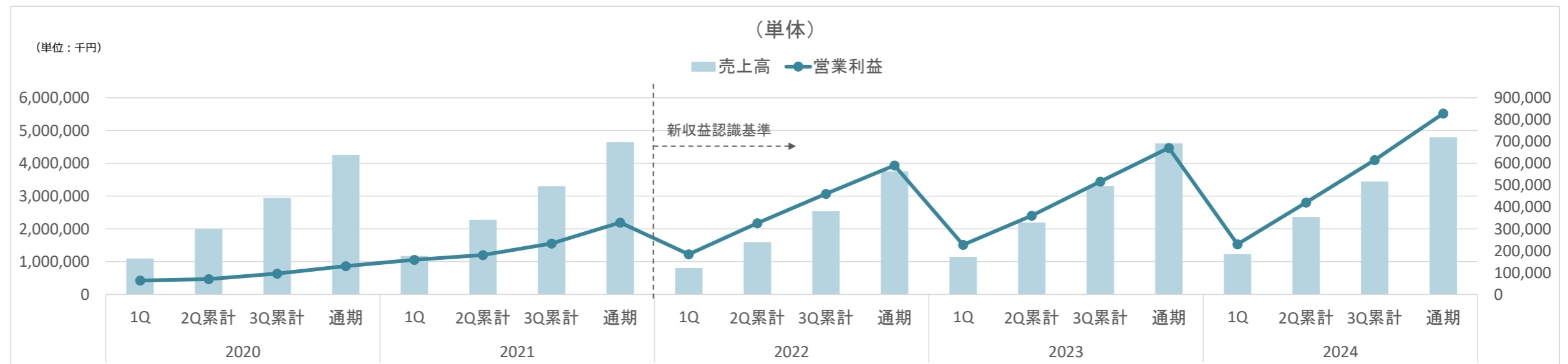
※2022年1月より株式会社VAZ（インフルエンサーマーケティング事業）、2022年6月より株式会社キーウォーカー（AI・ビッグデータソリューション事業）を連結子会社化



(単体)

| 売上高<br>(単位：千円)   | 第57期      |           |           |           | 第58期      |           |           |           | 第59期    |           |           |           | 第60期      |           |           |           | 第61期      |           |           |           |
|------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|---------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
|                  | 2020      |           |           |           | 2021      |           |           |           | 2022    |           |           |           | 2023      |           |           |           | 2024      |           |           |           |
|                  | 1Q        | 2Q累計      | 3Q累計      | 通期        | 1Q        | 2Q累計      | 3Q累計      | 通期        | 1Q      | 2Q累計      | 3Q累計      | 通期        | 1Q        | 2Q累計      | 3Q累計      | 通期        | 1Q        | 2Q累計      | 3Q累計      | 通期        |
| 売上高              | 1,100,100 | 1,998,198 | 2,949,177 | 4,247,354 | 1,174,891 | 2,278,103 | 3,300,857 | 4,645,380 | 804,230 | 1,594,915 | 2,542,036 | 3,754,768 | 1,150,005 | 2,194,883 | 3,307,404 | 4,608,004 | 1,228,234 | 2,362,781 | 3,445,021 | 4,797,178 |
| 売上原価             | 519,118   | 897,473   | 1,323,061 | 2,044,166 | 516,607   | 1,044,512 | 1,478,456 | 2,145,867 | 354,998 | 730,698   | 1,294,683 | 2,038,188 | 644,111   | 1,262,885 | 1,916,686 | 2,703,510 | 697,348   | 1,334,622 | 1,928,630 | 2,702,826 |
| 売上総利益            | 580,982   | 1,100,724 | 1,626,116 | 2,203,187 | 658,284   | 1,233,591 | 1,822,401 | 2,499,512 | 449,232 | 864,216   | 1,247,353 | 1,716,579 | 505,894   | 931,998   | 1,390,718 | 1,904,493 | 530,885   | 1,028,159 | 1,516,390 | 2,094,352 |
| 販売費及び一般管理費       | 517,281   | 1,030,779 | 1,530,404 | 2,073,121 | 499,813   | 1,053,360 | 1,589,063 | 2,170,617 | 265,164 | 537,731   | 786,706   | 1,126,263 | 278,776   | 571,486   | 874,343   | 1,233,920 | 301,288   | 607,350   | 901,044   | 1,265,992 |
| 営業利益             | 63,700    | 69,944    | 95,711    | 130,066   | 158,470   | 180,230   | 233,338   | 328,894   | 184,067 | 326,485   | 460,646   | 590,316   | 227,117   | 360,511   | 516,375   | 670,572   | 229,597   | 420,809   | 615,346   | 828,359   |
| 営業外利益            | 2,476     | 5,051     | 7,421     | 10,441    | 6,924     | 7,571     | 11,398    | 16,353    | 6,830   | 17,699    | 24,707    | 21,436    | 3,733     | 13,643    | 169,364   | 181,458   | 158,598   | 167,057   | 161,516   | 173,912   |
| 営業外費用            | 3,289     | 8,643     | 12,055    | 15,528    | 1,527     | 3,339     | 5,089     | 7,064     | 1,610   | 3,473     | 5,709     | 8,072     | 2,528     | 4,191     | 6,088     | 7,962     | 1,825     | 3,737     | 6,061     | 7,392     |
| 経常利益             | 62,887    | 66,351    | 91,077    | 124,980   | 163,867   | 184,462   | 239,647   | 338,183   | 189,287 | 340,712   | 479,644   | 603,681   | 228,323   | 369,964   | 679,651   | 844,068   | 386,369   | 584,129   | 770,801   | 994,879   |
| 特別利益             | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0       | 7,289     | 7,289     | 7,289     | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         |
| 特別損失             | 3,440     | 77,269    | 77,269    | 80,537    | 0         | 15,749    | 15,749    | 101,300   | 0       | 0         | 0         | 0         | 0         | 54        | 54        | 54        | 29,374    | 29,374    | 48,089    | 48,089    |
| 税金等調整前四半期純利益     | 59,447    | -10,917   | 13,808    | 44,442    | 163,867   | 168,713   | 223,898   | 236,882   | 189,287 | 348,001   | 486,934   | 610,971   | 228,323   | 369,909   | 679,596   | 844,013   | 356,995   | 554,754   | 722,711   | 946,789   |
| 法人税等             | 24,957    | 28,785    | 39,046    | 47,883    | 51,721    | 56,570    | 74,471    | 121,399   | 64,921  | 119,358   | 170,079   | 183,455   | 90,231    | 143,287   | 201,051   | 240,732   | 100,533   | 166,217   | 228,877   | 314,758   |
| 親会社株主に帰属する四半期純利益 | 34,490    | -39,702   | -25,237   | -3,441    | 112,146   | 112,143   | 149,427   | 115,483   | 124,365 | 228,643   | 316,855   | 427,515   | 138,091   | 226,622   | 478,544   | 603,280   | 256,461   | 388,537   | 493,833   | 632,030   |

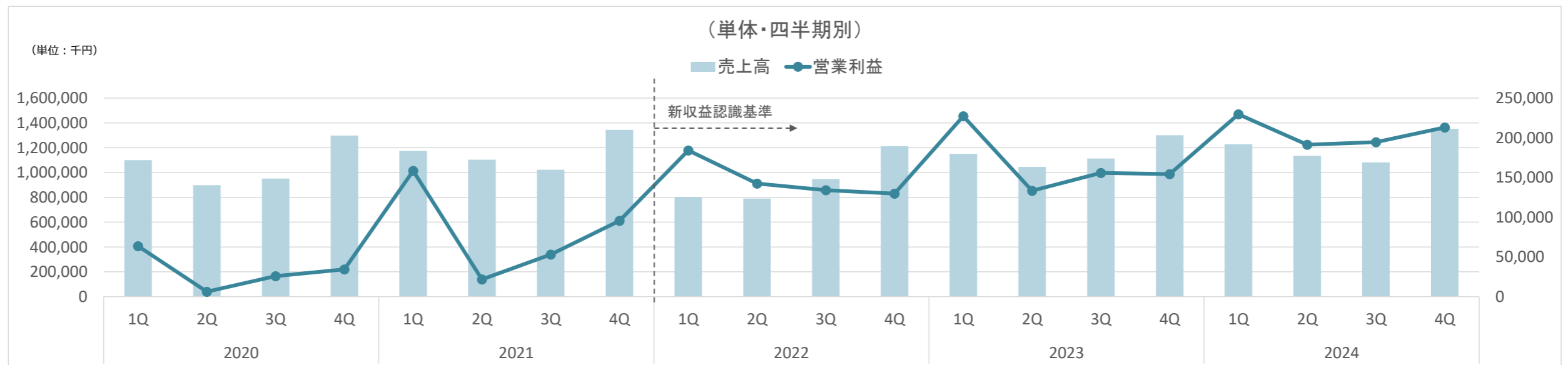
| 前年同期比(率)<br>(単位：%) | 第57期    |         |           |           | 第58期    |          |          |          | 第59期   |         |         |         | 第60期   |         |         |         | 第61期     |           |           |           |
|--------------------|---------|---------|-----------|-----------|---------|----------|----------|----------|--------|---------|---------|---------|--------|---------|---------|---------|----------|-----------|-----------|-----------|
|                    | 2020    |         |           |           | 2021    |          |          |          | 2022   |         |         |         | 2023   |         |         |         | 2024     |           |           |           |
|                    | 1Q      | 2Q累計    | 3Q累計      | 通期        | 1Q      | 2Q累計     | 3Q累計     | 通期       | 1Q     | 2Q累計    | 3Q累計    | 通期      | 1Q     | 2Q累計    | 3Q累計    | 通期      | 1Q       | 2Q累計      | 3Q累計      | 通期        |
| 売上高                | ▲8.5%   | ▲16.0%  | ▲17.7%    | ▲13.6%    | +6.8%   | +14.0%   | +11.9%   | +9.4%    | ▲31.5% | ▲30.0%  | ▲23.0%  | ▲19.2%  | +43.0% | +37.6%  | +30.1%  | +22.7%  | +6.8%    | +7.6%     | +4.2%     | +4.1%     |
| 売上原価               | ▲13.3%  | ▲22.3%  | ▲24.0%    | ▲16.9%    | ▲0.5%   | +16.4%   | +11.7%   | +5.0%    | ▲31.3% | ▲30.0%  | ▲12.4%  | ▲5.0%   | +81.4% | +72.8%  | +48.0%  | +32.6%  | +8.3%    | +5.7%     | +0.6%     | ▲0.0%     |
| 売上総利益              | ▲3.6%   | ▲10.0%  | ▲11.8%    | ▲10.2%    | +13.3%  | +12.1%   | +12.1%   | +13.4%   | ▲31.8% | ▲29.9%  | ▲31.6%  | ▲31.3%  | +12.6% | +7.8%   | +11.5%  | +10.9%  | +4.9%    | +10.3%    | +9.0%     | +10.0%    |
| 販売費及び一般管理費         | +2.8%   | +3.0%   | +1.2%     | +1.4%     | ▲3.4%   | +2.2%    | +3.8%    | +4.7%    | ▲46.9% | ▲49.0%  | ▲50.5%  | ▲48.1%  | +5.1%  | +6.3%   | +11.1%  | +9.6%   | +8.1%    | +6.3%     | +3.1%     | +2.6%     |
| 営業利益               | ▲36.0%  | ▲68.5%  | ▲71.1%    | ▲68.3%    | +148.8% | +157.7%  | +143.8%  | +152.9%  | +16.2% | +81.1%  | +97.4%  | +79.5%  | +23.4% | +10.4%  | +12.1%  | +13.6%  | +1.1%    | +16.7%    | +19.2%    | +23.5%    |
| 営業外利益              | ▲9.2%   | ▲7.0%   | ▲5.7%     | ▲1.8%     | +179.6% | +49.9%   | +53.6%   | +56.6%   | ▲1.4%  | +133.8% | +116.8% | +31.1%  | ▲45.3% | ▲22.9%  | +585.5% | +746.5% | +4147.5% | +1124.4%  | ▲4.6%     | ▲4.2%     |
| 営業外費用              | +28.4%  | +44.9%  | +36.4%    | +52.9%    | ▲53.6%  | ▲61.4%   | ▲57.8%   | ▲54.5%   | +5.4%  | +4.0%   | +12.2%  | +14.3%  | +57.0% | +20.7%  | +6.6%   | ▲1.4%   | ▲27.8%   | ▲10.8%    | ▲0.4%     | ▲7.2%     |
| 経常利益               | ▲36.9%  | ▲70.1%  | ▲72.4%    | ▲69.6%    | +160.6% | +178.0%  | +163.1%  | +170.6%  | +15.5% | +84.7%  | +100.1% | +78.5%  | +20.6% | +8.6%   | +41.7%  | +39.8%  | +69.2%   | +57.9%    | +13.4%    | +17.9%    |
| 特別利益               | -       | -       | -         | -         | -       | -        | -        | -        | -      | -       | -       | -       | -      | ▲100.0% | ▲100.0% | ▲100.0% | -        | -         | -         | -         |
| 特別損失               | -       | -       | +52463.9% | +54687.1% | ▲100.0% | ▲79.6%   | ▲79.6%   | +25.8%   | -      | ▲100.0% | ▲100.0% | ▲100.0% | -      | -       | -       | -       | -        | +54296.3% | +88953.7% | +88953.7% |
| 税金等調整前四半期純利益       | ▲40.4%  | ▲104.9% | ▲95.8%    | ▲89.2%    | +175.7% | ▲1645.4% | +1521.5% | +433.0%  | +15.5% | +106.3% | +117.5% | +157.9% | +20.6% | +6.3%   | +39.6%  | +38.1%  | +56.4%   | +50.0%    | +6.3%     | +12.2%    |
| 法人税等               | +559.4% | ▲10.4%  | ▲35.6%    | ▲50.8%    | +107.2% | +96.5%   | +90.7%   | +153.5%  | +25.5% | +111.0% | +128.4% | +51.1%  | +39.0% | +20.0%  | +18.2%  | +31.2%  | +11.4%   | +16.0%    | +13.8%    | +30.8%    |
| 親会社株主に帰属する四半期純利益   | ▲64.0%  | ▲120.9% | ▲109.4%   | ▲101.1%   | +225.2% | ▲382.5%  | ▲692.1%  | ▲3456.1% | +10.9% | +103.9% | +112.0% | +270.2% | +11.0% | ▲0.9%   | +51.0%  | +41.1%  | +85.7%   | +71.4%    | +3.2%     | +4.8%     |



(単体・四半期別)

| 売上高              | 第57期      |         |         |           | 第58期      |           |           |           | 第59期    |         |         |           | 第60期      |           |           |           | 第61期      |           |           |           |  |
|------------------|-----------|---------|---------|-----------|-----------|-----------|-----------|-----------|---------|---------|---------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|--|
|                  | 2020      |         |         |           | 2021      |           |           |           | 2022    |         |         |           | 2023      |           |           |           | 2024      |           |           |           |  |
|                  | 1Q        | 2Q      | 3Q      | 4Q        | 1Q        | 2Q        | 3Q        | 4Q        | 1Q      | 2Q      | 3Q      | 4Q        | 1Q        | 2Q        | 3Q        | 4Q        | 1Q        | 2Q        | 3Q        | 4Q        |  |
| (単位：千円)          |           |         |         |           |           |           |           |           |         |         |         |           |           |           |           |           |           |           |           |           |  |
| 売上高              | 1,100,100 | 898,098 | 950,979 | 1,298,177 | 1,174,891 | 1,103,212 | 1,022,754 | 1,344,523 | 804,230 | 790,685 | 947,121 | 1,212,732 | 1,150,005 | 1,044,878 | 1,112,521 | 1,300,600 | 1,228,234 | 1,134,547 | 1,082,240 | 1,352,157 |  |
| 売上原価             | 519,118   | 378,355 | 425,588 | 721,105   | 516,607   | 527,905   | 433,944   | 667,411   | 354,998 | 375,700 | 563,985 | 743,505   | 644,111   | 618,774   | 653,801   | 786,824   | 697,348   | 637,274   | 594,008   | 774,196   |  |
| 売上総利益            | 580,982   | 519,742 | 525,392 | 577,071   | 658,284   | 575,307   | 588,810   | 677,111   | 449,232 | 414,984 | 383,137 | 469,226   | 505,894   | 426,104   | 458,720   | 513,775   | 530,885   | 497,274   | 488,231   | 577,962   |  |
| 販売費及び一般管理費       | 517,281   | 513,498 | 499,625 | 542,717   | 499,813   | 553,547   | 535,703   | 581,554   | 265,164 | 272,567 | 248,975 | 339,557   | 278,776   | 292,710   | 302,857   | 359,577   | 301,288   | 306,062   | 293,694   | 364,948   |  |
| 営業利益             | 63,700    | 6,244   | 25,767  | 34,355    | 158,470   | 21,760    | 53,108    | 95,556    | 184,067 | 142,418 | 134,161 | 129,670   | 227,117   | 133,394   | 155,864   | 154,197   | 229,597   | 191,212   | 194,537   | 213,013   |  |
| 営業外利益            | 2,476     | 2,575   | 2,370   | 3,020     | 6,924     | 647       | 3,827     | 4,955     | 6,830   | 10,869  | 7,008   | -3,271    | 3,733     | 9,910     | 155,721   | 12,094    | 158,598   | 8,459     | -5,541    | 12,396    |  |
| 営業外費用            | 3,289     | 5,354   | 3,412   | 3,473     | 1,527     | 1,812     | 1,750     | 1,975     | 1,610   | 1,863   | 2,236   | 2,363     | 2,528     | 1,663     | 1,897     | 1,874     | 1,825     | 1,912     | 2,324     | 1,331     |  |
| 経常利益             | 62,887    | 3,464   | 24,726  | 33,903    | 163,867   | 20,595    | 55,185    | 98,536    | 189,287 | 151,425 | 138,932 | 124,037   | 228,323   | 141,641   | 309,687   | 164,417   | 386,369   | 197,760   | 186,672   | 224,078   |  |
| 特別利益             | 0         | 0       | 0       | 0         | 0         | 0         | 0         | 0         | 0       | 7,289   | 0       | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         | 0         |  |
| 特別損失             | 3,440     | 73,829  | 0       | 3,268     | 0         | 15,749    | 0         | 85,551    | 0       | 0       | 0       | 0         | 0         | 54        | 0         | 0         | 29,374    | 0         | 18,715    | 0         |  |
| 税金等調整前四半期純利益     | 59,447    | -70,364 | 24,725  | 30,634    | 163,867   | 4,846     | 55,185    | 12,984    | 189,287 | 158,714 | 138,933 | 124,037   | 228,323   | 141,586   | 309,687   | 164,417   | 356,995   | 197,759   | 167,957   | 224,078   |  |
| 法人税等             | 24,957    | 3,828   | 10,261  | 8,837     | 51,721    | 4,849     | 17,901    | 46,928    | 64,921  | 54,437  | 50,721  | 13,376    | 90,231    | 53,056    | 57,764    | 39,681    | 100,533   | 65,684    | 62,660    | 85,881    |  |
| 親会社株主に帰属する四半期純利益 | 34,490    | -74,192 | 14,465  | 21,796    | 112,146   | -3        | 37,284    | -33,944   | 124,365 | 104,278 | 88,212  | 110,660   | 138,091   | 88,531    | 251,922   | 124,736   | 256,461   | 132,076   | 105,296   | 138,197   |  |

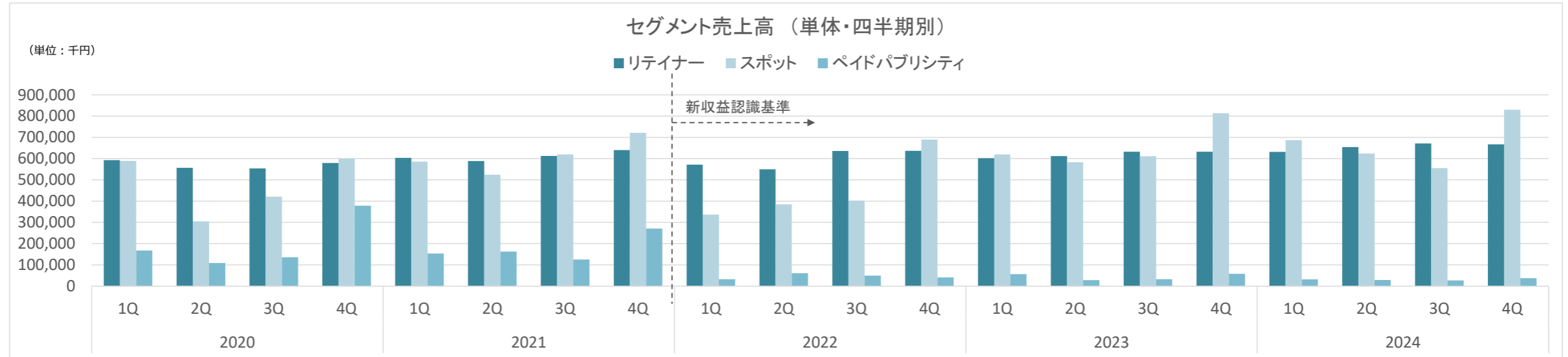
| 前年同期比(率)         | 第57期    |         |         |         | 第58期    |         |         |          | 第59期   |             |         |         | 第60期   |         |          |         | 第61期     |         |         |         |
|------------------|---------|---------|---------|---------|---------|---------|---------|----------|--------|-------------|---------|---------|--------|---------|----------|---------|----------|---------|---------|---------|
|                  | 2020    |         |         |         | 2021    |         |         |          | 2022   |             |         |         | 2023   |         |          |         | 2024     |         |         |         |
|                  | 1Q      | 2Q      | 3Q      | 4Q      | 1Q      | 2Q      | 3Q      | 4Q       | 1Q     | 2Q          | 3Q      | 4Q      | 1Q     | 2Q      | 3Q       | 4Q      | 1Q       | 2Q      | 3Q      | 4Q      |
| (単位：千円)          |         |         |         |         |         |         |         |          |        |             |         |         |        |         |          |         |          |         |         |         |
| 売上高              | ▲8.5%   | ▲23.7%  | ▲21.1%  | ▲2.5%   | +6.8%   | +22.8%  | +7.5%   | +3.6%    | ▲31.5% | ▲28.3%      | ▲7.4%   | ▲9.8%   | +43.0% | +32.1%  | +17.5%   | +7.2%   | +6.8%    | +8.6%   | ▲2.7%   | +4.0%   |
| 売上原価             | ▲13.3%  | ▲32.1%  | ▲27.2%  | +0.0%   | ▲0.5%   | +39.5%  | +2.0%   | ▲7.4%    | ▲31.3% | ▲28.8%      | +30.0%  | +11.4%  | +81.4% | +64.7%  | +15.9%   | +5.8%   | +8.3%    | +3.0%   | ▲9.1%   | ▲1.6%   |
| 売上総利益            | ▲3.6%   | ▲16.2%  | ▲15.3%  | ▲5.6%   | +13.3%  | +10.7%  | +12.1%  | +17.3%   | ▲31.8% | ▲27.9%      | ▲34.9%  | ▲30.7%  | +12.6% | +2.7%   | +19.7%   | +9.5%   | +4.9%    | +16.7%  | +6.4%   | +12.5%  |
| 販売費及び一般管理費       | +2.8%   | +3.2%   | ▲2.2%   | +1.9%   | ▲3.4%   | +7.8%   | +7.2%   | +7.2%    | ▲46.9% | ▲50.8%      | ▲53.5%  | ▲41.6%  | +5.1%  | +7.4%   | +21.6%   | +5.9%   | +8.1%    | +4.6%   | ▲3.0%   | +1.5%   |
| 営業利益             | ▲36.0%  | ▲94.9%  | ▲76.4%  | ▲56.4%  | +148.8% | +248.5% | +106.1% | +178.1%  | +16.2% | +554.5%     | +152.6% | +35.7%  | +23.4% | ▲6.3%   | +16.2%   | +18.9%  | +1.1%    | +43.3%  | +24.8%  | +38.1%  |
| 営業外利益            | ▲9.2%   | ▲4.8%   | ▲2.6%   | +9.0%   | +179.6% | ▲74.9%  | +61.5%  | +64.1%   | ▲1.4%  | +1579.9%    | +83.1%  | ▲166.0% | ▲45.3% | ▲8.8%   | +2122.0% | ▲469.7% | +4147.5% | ▲14.6%  | ▲103.6% | +2.5%   |
| 営業外費用            | +28.4%  | +57.3%  | +18.8%  | +162.9% | ▲53.6%  | ▲66.2%  | ▲48.7%  | ▲43.1%   | +5.4%  | +2.8%       | +27.8%  | +19.6%  | +57.0% | ▲10.7%  | ▲15.2%   | ▲20.7%  | ▲27.8%   | +15.0%  | +22.5%  | ▲29.0%  |
| 経常利益             | ▲36.9%  | ▲97.2%  | ▲77.2%  | ▲57.7%  | +160.6% | +494.5% | +123.2% | +190.6%  | +15.5% | +635.3%     | +151.8% | +25.9%  | +20.6% | ▲6.5%   | +122.9%  | +32.6%  | +69.2%   | +39.6%  | ▲39.7%  | +36.3%  |
| 特別利益             | -       | -       | -       | -       | -       | -       | -       | -        | -      | -           | -       | -       | -      | ▲100.0% | -        | -       | -        | -       | -       | -       |
| 特別損失             | -       | -       | ▲100.0% | -       | ▲100.0% | ▲78.7%  | -       | +2517.8% | -      | ▲100.0%     | -       | ▲100.0% | -      | -       | -        | -       | -        | ▲100.0% | -       | -       |
| 税金等調整前四半期純利益     | ▲40.4%  | ▲157.6% | ▲77.2%  | ▲61.8%  | +175.7% | ▲106.9% | +123.2% | ▲57.6%   | +15.5% | +3175.2%    | +151.8% | +855.3% | +20.6% | ▲10.8%  | +122.9%  | +32.6%  | +56.4%   | +39.7%  | ▲45.8%  | +36.3%  |
| 法人税等             | +559.4% | ▲86.5%  | ▲64.1%  | ▲75.9%  | +107.2% | +26.7%  | +74.5%  | +431.0%  | +25.5% | +1022.6%    | +183.3% | ▲71.5%  | +39.0% | ▲2.5%   | +13.9%   | +196.7% | +11.4%   | +23.8%  | +8.5%   | +116.4% |
| 親会社株主に帰属する四半期純利益 | ▲64.0%  | ▲179.1% | ▲81.9%  | ▲50.0%  | +225.2% | ▲100.0% | +157.8% | ▲255.7%  | +10.9% | ▲3476033.3% | +136.6% | ▲426.0% | +11.0% | ▲15.1%  | +185.6%  | +12.7%  | +85.7%   | +49.2%  | ▲58.2%  | +10.8%  |





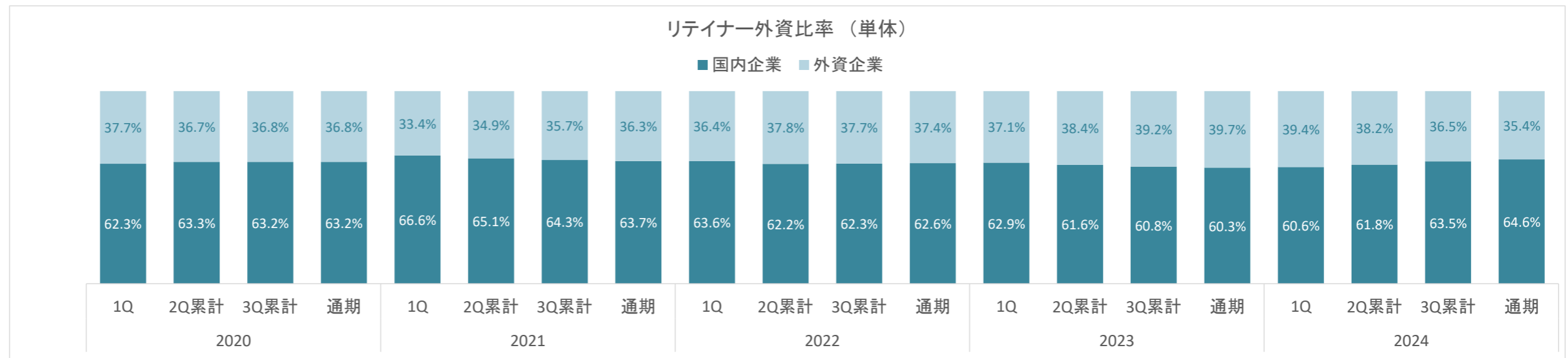
(単体・四半期別)  
セグメント外部売上高

|           | 第57期    |         |         |         | 第58期    |         |         |         | 第59期    |         |         |         | 第60期    |         |         |         | 第61期    |         |         |         |
|-----------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
|           | 2020    |         |         |         | 2021    |         |         |         | 2022    |         |         |         | 2023    |         |         |         | 2024    |         |         |         |
|           | 1Q      | 2Q      | 3Q      | 4Q      | 1Q      | 2Q      | 3Q      | 4Q      | 1Q      | 2Q      | 3Q      | 4Q      | 1Q      | 2Q      | 3Q      | 4Q      | 1Q      | 2Q      | 3Q      | 4Q      |
| リテイナー     | 593,106 | 556,480 | 553,811 | 579,734 | 603,638 | 588,487 | 612,899 | 640,175 | 571,915 | 549,704 | 636,324 | 636,443 | 602,042 | 611,961 | 632,844 | 632,297 | 631,443 | 654,310 | 671,050 | 667,095 |
| スポット      | 589,380 | 305,317 | 421,034 | 599,879 | 585,560 | 524,439 | 620,100 | 721,826 | 336,937 | 384,596 | 402,122 | 689,770 | 619,428 | 582,791 | 611,329 | 813,836 | 687,251 | 624,043 | 555,277 | 830,074 |
| ペイドパブリシティ | 167,687 | 109,058 | 136,065 | 378,641 | 153,534 | 163,071 | 125,000 | 270,884 | 32,645  | 60,639  | 49,803  | 41,297  | 56,856  | 28,469  | 32,781  | 57,930  | 31,946  | 29,184  | 27,074  | 37,704  |



(単体)  
リテイナー外資比率

|      | 第57期  |       |       |       | 第58期  |       |       |       | 第59期  |       |       |       | 第60期  |       |       |       | 第61期  |       |       |       |
|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
|      | 2020  |       |       |       | 2021  |       |       |       | 2022  |       |       |       | 2023  |       |       |       | 2024  |       |       |       |
|      | 1Q    | 2Q累計  | 3Q累計  | 通期    | 1Q    | 2Q累計  | 3Q累計  | 通期    | 1Q    | 2Q累計  | 3Q累計  | 通期    | 1Q    | 2Q累計  | 3Q累計  | 通期    | 1Q    | 2Q累計  | 3Q累計  | 通期    |
| 国内企業 | 62.3% | 63.3% | 63.2% | 63.2% | 66.6% | 65.1% | 64.3% | 63.7% | 63.6% | 62.2% | 62.3% | 62.6% | 62.9% | 61.6% | 60.8% | 60.3% | 60.6% | 61.8% | 63.5% | 64.6% |
| 外資企業 | 37.7% | 36.7% | 36.8% | 36.8% | 33.4% | 34.9% | 35.7% | 36.3% | 36.4% | 37.8% | 37.7% | 37.4% | 37.1% | 38.4% | 39.2% | 39.7% | 39.4% | 38.2% | 36.5% | 35.4% |



(単体)

リテイナー売上構成比率

|                | 第57期  |       |       |       | 第58期  |       |       |       | 第59期  |       |       |       | 第60期  |       |       |       | 第61期  |       |       |       |  |
|----------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--|
|                | 2020  |       |       |       | 2021  |       |       |       | 2022  |       |       |       | 2023  |       |       |       | 2024  |       |       |       |  |
|                | 1Q    | 2Q累計  | 3Q累計  | 通期    | 1Q    | 2Q累計  | 3Q累計  | 通期    | 1Q    | 2Q累計  | 3Q累計  | 通期    | 1Q    | 2Q累計  | 3Q累計  | 通期    | 1Q    | 2Q累計  | 3Q累計  | 通期    |  |
| (単位：%)         |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |  |
| IT・情報通信・テクノロジー | 17.9% | 18.8% | 20.2% | 21.3% | 21.7% | 22.2% | 22.8% | 22.9% | 24.2% | 26.4% | 27.0% | 27.5% | 28.4% | 29.0% | 29.4% | 29.6% | 30.1% | 29.9% | 29.4% | 30.1% |  |
| 電気・機械・その他製造    | 9.8%  | 10.1% | 9.9%  | 9.8%  | 7.2%  | 9.1%  | 9.8%  | 10.6% | 15.5% | 13.3% | 12.2% | 11.8% | 9.9%  | 9.9%  | 10.1% | 10.2% | 6.9%  | 6.3%  | 5.5%  | 5.2%  |  |
| フードビジネス・食品・飲料  | 8.2%  | 8.4%  | 8.3%  | 8.2%  | 9.2%  | 9.1%  | 8.8%  | 8.5%  | 7.9%  | 8.6%  | 8.7%  | 8.8%  | 10.0% | 9.3%  | 9.2%  | 9.0%  | 7.8%  | 7.3%  | 6.4%  | 5.7%  |  |
| 専門サービス         | 5.0%  | 4.6%  | 4.4%  | 4.3%  | 10.4% | 9.5%  | 9.2%  | 9.0%  | 7.9%  | 7.8%  | 7.2%  | 7.1%  | 9.0%  | 8.9%  | 8.2%  | 8.2%  | 8.9%  | 9.2%  | 8.7%  | 8.2%  |  |
| 官公庁・地方自治体・各種団体 | 7.3%  | 7.4%  | 7.7%  | 8.6%  | 11.4% | 10.4% | 10.6% | 10.7% | 12.1% | 11.2% | 11.5% | 11.7% | 10.0% | 8.9%  | 8.6%  | 8.4%  | 8.8%  | 9.1%  | 9.7%  | 9.9%  |  |
| 流通・小売・商社       | 6.2%  | 6.4%  | 6.8%  | 6.9%  | 6.5%  | 7.3%  | 7.1%  | 6.9%  | 5.8%  | 5.6%  | 5.6%  | 5.6%  | 5.7%  | 5.6%  | 5.6%  | 5.8%  | 5.9%  | 5.8%  | 5.9%  | 5.8%  |  |
| 商業施設・レジャー      | 7.1%  | 7.1%  | 7.1%  | 7.1%  | 6.4%  | 6.5%  | 6.5%  | 6.5%  | 6.2%  | 5.7%  | 5.2%  | 5.0%  | 3.9%  | 3.8%  | 3.7%  | 3.7%  | 3.7%  | 3.6%  | 3.4%  | 3.2%  |  |
| 住宅・不動産・建設      | 8.4%  | 9.1%  | 8.4%  | 7.7%  | 4.4%  | 5.2%  | 4.8%  | 4.6%  | 3.5%  | 3.3%  | 3.5%  | 3.5%  | 3.4%  | 3.5%  | 3.4%  | 3.4%  | 4.1%  | 4.2%  | 4.1%  | 3.9%  |  |
| 旅行・観光・ホテル・航空   | 8.9%  | 7.1%  | 6.0%  | 5.4%  | 3.1%  | 3.2%  | 3.3%  | 3.5%  | 2.1%  | 2.4%  | 2.5%  | 2.5%  | 2.7%  | 3.2%  | 3.7%  | 3.8%  | 4.0%  | 3.9%  | 3.7%  | 3.2%  |  |
| 教育・大学・研究機関     | 2.4%  | 2.4%  | 2.4%  | 2.3%  | 2.0%  | 1.9%  | 1.9%  | 1.8%  | 1.6%  | 1.7%  | 1.9%  | 2.0%  | 2.7%  | 2.9%  | 2.8%  | 2.7%  | 2.3%  | 2.3%  | 2.5%  | 2.7%  |  |
| 医療・医薬品・ヘルスケア   | 4.1%  | 3.8%  | 3.8%  | 4.0%  | 5.1%  | 4.9%  | 4.8%  | 4.7%  | 4.6%  | 5.0%  | 5.1%  | 4.9%  | 3.0%  | 2.9%  | 2.9%  | 3.0%  | 2.7%  | 2.8%  | 3.3%  | 3.3%  |  |
| 素材・エネルギー・化学    | 1.8%  | 2.0%  | 2.0%  | 2.0%  | 2.2%  | 2.0%  | 1.8%  | 1.7%  | 1.2%  | 1.3%  | 1.5%  | 1.7%  | 2.4%  | 2.3%  | 2.3%  | 2.3%  | 2.2%  | 2.1%  | 1.8%  | 1.7%  |  |
| 自動車関連          | 3.0%  | 3.0%  | 2.9%  | 2.9%  | 1.8%  | 1.8%  | 2.1%  | 2.1%  | 0.8%  | 1.0%  | 1.0%  | 0.9%  | 1.9%  | 2.3%  | 2.5%  | 2.6%  | 2.8%  | 3.2%  | 3.3%  | 3.7%  |  |
| ゲーム            | 1.2%  | 1.2%  | 1.3%  | 1.2%  | 1.6%  | 1.7%  | 1.7%  | 1.7%  | 1.3%  | 1.4%  | 1.5%  | 1.4%  | 1.5%  | 1.6%  | 1.7%  | 1.7%  | 2.4%  | 2.8%  | 3.0%  | 3.4%  |  |
| ファッション・美容・コスメ  | 2.3%  | 2.2%  | 2.1%  | 2.1%  | 3.0%  | 1.3%  | 1.1%  | 1.1%  | 0.9%  | 1.3%  | 1.4%  | 1.5%  | 1.5%  | 1.6%  | 1.5%  | 1.4%  | 3.8%  | 3.7%  | 4.4%  | 4.9%  |  |
| 映画・音楽・出版・メディア  | 0.9%  | 1.4%  | 1.7%  | 1.8%  | 1.6%  | 1.6%  | 1.5%  | 1.6%  | 1.4%  | 1.3%  | 1.3%  | 1.3%  | 1.4%  | 1.5%  | 1.5%  | 1.5%  | 1.4%  | 1.6%  | 2.0%  | 2.2%  |  |
| 金融・保険          | 3.0%  | 3.0%  | 3.0%  | 2.7%  | 2.0%  | 1.9%  | 1.9%  | 1.9%  | 1.5%  | 1.4%  | 1.3%  | 1.3%  | 1.1%  | 1.4%  | 1.5%  | 1.4%  | 1.3%  | 1.4%  | 1.9%  | 2.1%  |  |
| コンサル・土業・シンクタンク | 2.5%  | 2.1%  | 1.8%  | 1.5%  | 0.5%  | 0.4%  | 0.4%  | 0.5%  | 1.3%  | 1.3%  | 1.3%  | 1.5%  | 1.4%  | 1.3%  | 1.2%  | 1.2%  | 1.1%  | 1.0%  | 0.8%  | 0.8%  |  |

リテイナー売上構成比率 (単体)

