

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	3,977	4,785	4,466	
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	3,177	3,796	3,516	
6 成長率	Growth (%)	-	-	-	-	28%	27%	36%	24%	37%	24%	20%	15%	13%	27%	23%	13%	32%	40%	53%	44%	
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	1,180	1,474	1,259	
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%	37%	39%	36%	
9 変動費用 計	Variable costs	283	343	347	422	354	314	290	299	346	282	347	381	429	422	480	538	760	824	959	912	
10 変動費率	Percentage of GMV (after return)	24%	30%	28%	28%	24%	22%	17%	16%	17%	16%	17%	18%	19%	19%	19%	22%	25%	26%	25%	26%	
11 - 物流関連変動費用	- Logistics	104	123	125	133	139	151	155	159	181	154	172	187	213	204	210	261	336	424	497	456	
12 -- 取扱高比率 (%)	-- Percentage of GMV (after return)	9%	11%	10%	9%	9%	11%	9%	8%	9%	9%	8%	9%	9%	9%	8%	11%	11%	13%	13%	13%	
13 - 広告関連変動費用	- Promotion	142	183	182	245	171	118	77	81	102	71	109	121	128	128	169	175	298	267	320	318	
14 -- 取扱高比率 (%)	-- Percentage of GMV (after return)	12%	16%	15%	16%	11%	8%	5%	4%	5%	4%	5%	6%	6%	6%	7%	7%	10%	8%	8%	9%	
15 - その他変動費用	- Other variable costs	36	36	39	43	44	45	57	58	63	56	65	71	87	89	100	101	124	132	141	137	
16 -- 取扱高比率 (%)	-- Percentage of GMV (after return)	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	4%	4%	4%	4%	4%	4%	4%	
17 限界利益	Contribution Margin	44	-11	27	-11	94	96	198	216	228	256	314	280	340	267	419	389	380	356	514	346	
18 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%	14%	10%	
19 固定費用 計	Fixed costs	135	138	212	196	177	190	209	237	201	209	230	245	301	243	279	266	612	548	762	578	
20 固定費率	Percentage of GMV (after return)	12%	12%	17%	13%	12%	13%	12%	12%	10%	12%	11%	11%	13%	11%	11%	11%	20%	17%	20%	16%	
21 - 賃料	- Rent	24	27	39	52	57	57	77	77	77	77	90	90	74	86	113	113	113	114	124	126	
22 -- 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	34,278	37,388	37,388	
23 - 人件費	- Salaries	77	78	77	76	82	84	83	85	85	86	89	91	88	94	101	81	95	105	102	104	
24 -- 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	77	76	74	
25 - TVCM	- TVCM costs	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	300	234	416	239	
26 - 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	95	120	109	
27 営業利益	EBIT	-90	-150	-184	-207	-83	-93	-10	-20	26	47	84	35	38	24	140	123	-231	-192	-248	-231	
28 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%	-6%	-7%	-7%	
29 1. EC事業 (MANGO含む)	1. E-commerce (incl. MANGO)																					
30 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	3,370	4,080	3,761	
31 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	2,594	3,115	2,839	
32 - 返品率	- Return rate (%)	36%	37%	39%	38%	40%	39%	39%	31%	31%	28%	28%	25%	26%	25%	25%	23.7%	24%	23%	24%	25%	
33 - 成長率	- Growth (%)					20%	18%	21%	8%	18%	13%	27%	42%	35%	37%	22%	14%	41%	53%	62%	48%	
34 売上総利益	Gross Profit	304	309	352	378	413	366	415	418	471	442	585	574	654	579	770	706	990	982	1,194	1,037	
35 - 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%	38%	38%	37%	
36 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	1,977	2,175	2,365	
37 アクティブ会員数	# of active users	443	226	242	254	264	271	285	312	341	366	388	421	449	489	510	517	545	606	670	746	
38 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	8,932	10,183	9,609	
39 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	1.7	1.6	1.6	
40 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	5,192	6,276	5,979	
41 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	2,126	2,167	2,193	
42 1-1. LOCONDO.jp	1-1. LOCONDO.jp																					
43 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	2,893	3,505	3,229	
44 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	2,148	2,585	2,350	
45 - 返品率	- Return rate	36%	37%	39%	38%	40%	40%	42%	34%	34%	32%	33%	30%	30%	29%	29%	27%	27%	26%	26%	27%	
46 - 成長率	- Growth (%)	-	-	-	-	20%	16%	3%	-11%	-3%	-11%	11%	25%	24%	37%	29%	22%	51%	65%	72%	57%	
47 会員数	# of membership	1,587	572	621	672	724	772	804	842	873	905	937	981	1,025	1,074	1,118	1,170	1,312	1,440	1,579	1,713	
48 アクティブ会員数	# of active users	443	226	242	254	264	271	266	260	256	246	243	251	257	275	289	304	332	386	439	497	
49 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	9,439	10,736	10,095	
50 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	1.8	1.7	1.7	
51 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	5,214	6,334	6,000	

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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	
52 1-2. LOCOMALL	1-2. LOCOMALL																					
53 取扱高 (返品差引前)	GMV (before return)	-	-	-	-	-	29	220	237	268	306	442	484	463	412	448	452	497	477	574	531	
54 取扱高 (返品差引後)	GMV (after return)	-	-	-	-	-	26	186	202	233	279	404	450	432	385	414	420	463	445	529	489	
55 - 返品率	- Return rate	-	-	-	-	-	9%	16%	15%	13%	9%	9%	7%	7%	7%	8%	7.1%	7%	7%	8%	8.0%	
56 - 成長率	- Growth (%)	-	-	-	-	-	-	-	-	-	947%	117%	122%	86%	38%	3%	-7%	7%	16%	28%	16%	
57 会員数	# of membership	-	-	-	-	-	4	31	62	95	132	180	234	288	337	381	479	480	537	596	652	
58 アクティブ会員数	# of active users	-	-	-	-	-	-	19	52	85	120	145	170	192	214	221	213	213	220	231	249	
59 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	6,646	7,644	7,350	
60 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	1.3	1.3	1.3	
61 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	5,052	5,925	5,854	
62 2. Platform事業 (MANGO含む)	2. Platform (incl. MANGO)																					
63 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	607	705	705	
64 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	583	681	677	
65 - 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%	4%	3%	4%	
66 - 成長率	- Growth (%)	-	-	-	-	56%	63%	106%	67%	90%	62%	3%	-30%	-27%	5%	24%	8%	3%	1%	21%	27%	
67 売上総利益	Gross Profit	24	23	22	33	36	45	73	97	103	97	77	87	116	110	130	222	151	198	280	222	
68 - 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%	34%	41%	33%	
69 2-1. 自社EC支援事業	2-1. BOEM (Brand's Official EC Management)																					
70 取扱高 (返品差引後)	GMV (after return)	245	208	215	425	382	332	399	626	512	299	200	240	206	232	260	285	306	364	323	371	
71 - 成長率	- Growth (%)	-	-	-	-	56%	60%	86%	47%	34%	-10%	-50%	-62%	-60%	-22%	30%	19%	49%	57%	24%	30%	
72 2-2. 物流受託事業	2-2. e-3PL																					
73 出荷数 (ピース数)	# of shipped volume	-	-	-	-	-	-	-	-	2,610	23,677	28,013	16,669	29,718	63,029	93,308	82,902	133,981	394,195	605,517	463,789	
74 - 成長率	- Growth (%)	-	-	-	-	-	-	-	-	-	-	-	-	1039%	166%	233%	397%	351%	525%	549%	459%	
75 2-3. LOCOCHOC	2-3. LOCOCHOC																					
76 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	205	342	295	
77 - 成長率	- Growth (%)	-	-	-	-	-	-	-	-	-	4033%	502%	207%	42%	28%	11%	-11%	-27%	-35%	22%	29%	
78 2-4. その他Platform事業	2-4. Others																					
79 取扱高 (返品差引後)	GMV (after return)	-	-	-	-	-	-	-	-	-	-	-	-	18	26	19	20	13	14	15	10	
80 - 成長率	- Growth (%)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-28%	-46%	-21%	-50%	

※株式会社ロコンド単体DATA Non-Consolidated Data