

Fiscal Year Ending March 31, 2024 Financial Results

Yonex Co., Ltd. Tokyo Stock Exchange Code:7906

May 16, 2024

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— Highlights



 Demand for sports remained strong on the back of the resumption of various tournaments and general increase in sports activities, as well as the success of Yonex's grassroots sales promotion activities.

Net Sales

- Yonex products garnered attention through the successes of our contracted athletes and strong sales of new products, which allowed us to achieve a new record high in consolidated net sales.
- Overseas subsidiaries recorded higher sales in each geographic segment due to the positive effect of yen depreciation.

Operating Profit

- Gross profit margin improved mainly in the Japan segment, and overall gross profit increased due to higher sales.
- SGA expenses increased due to higher personnel, IT systems, and advertising expenses, as well as higher foreign currencydenominated expenses induced by yen depreciation.
- The increase in gross profit exceeded the SGA increase, resulting in higher operating profit.

					(Million yen)
	FY3/23	FY3/	/24	ΥοΥ	FY3/24 Full Year
	Results	Results	Margins	TOT	Forecasts*
Net Sales	107,019	116,442	—	+8.8% (+9,423)	116,000
Gross Profit	45,905	51,611	44.3%	+12.4% (+5,705)	
SGA	35,842	40,000	34.4%	+11.6% (+4,158)	
Operating Profit	10,063	11,611	10.0%	+15.4% (+1,547)	10,700
Ordinary Profit	9,961	12,195	10.5%	+22.4% (+2,233)	10,700
Net Profit (Attributable to owners of parent)	7,331	8,859	7.6%	+20.8% (+1,527)	7,800
EPS	84.05 yen	102.45 yen	_	+18.40 yen	89.50 yen
ROE	14.9%	15.6%	_	+0.7%pt	

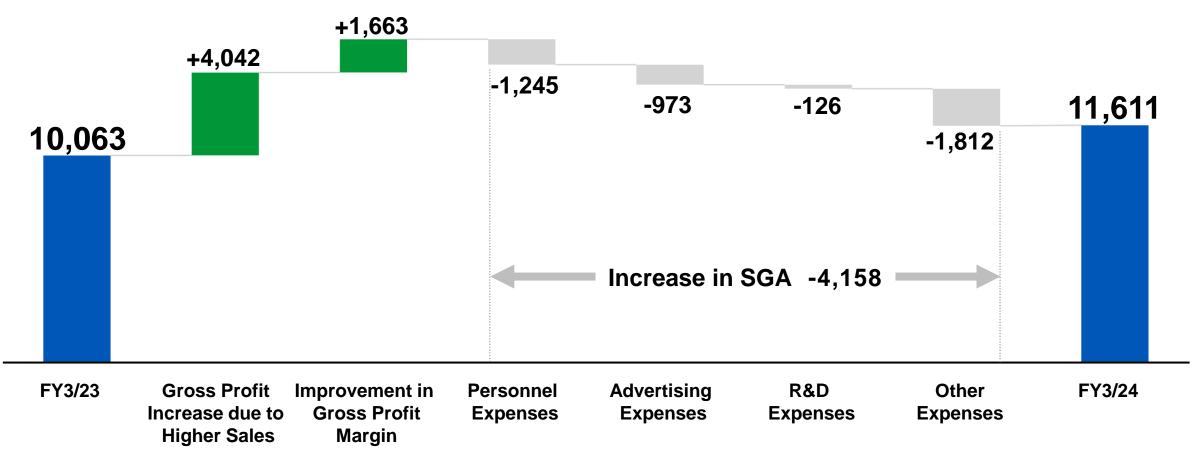
* Announced on May 11, 2023

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Factors behind Operating Profit Changes

The increase in gross profit was due to higher sales and gross profit margin improvement mainly in the Japan segment, and it more than offset the SGA increase, which consisted mainly of higher personnel expenses for organizational structure fortification and IT system-related expenses.

(Million yen)



– Consolidated Balance Sheets

The high levels of inventories seen mainly in China at the end of FY3/23, caused by the spread of COVID-19, decreased due to a recovery in sales. Property, plant, and equipment increased mainly due to investment in new R&D facilities and factories. Interest-bearing debt increased due to borrowings for these investments.

Assets

	End FY3/23	End FY3/24	Change
Cash and deposits	16,912	23,549	+6,637
Notes and accounts receivable- trade	15,030	17,135	+2,105
Inventory	18,832	16,743	-2,089
Property, plant and equipment	21,014	26,109	+5,095
Intangible assets	1,994	2,333	+339
Others	5,637	5,355	-281
Total Assets	79,421	91,226	+11,805

Liabilities

(initial year)				
End FY3/23	End FY3/24	Change		
7,128	6,390	-738		
4,026	7,750	+3,723		
15,165	16,184	+1,018		
26,321	30,325	+4,004		
52,925	60,703	+7,777		
174	197	+23		
53,099	60,901	+7,801		
79,421	91,226	+11,805		
	7,128 4,026 15,165 26,321 52,925 174 53,099	7,1286,3904,0267,75015,16516,18426,32130,32552,92560,70317419753,09960,901		

(Million ven)

— Consolidated Cash Flow

We reinforced investments in IT and manufacturing facilities in accordance with our Global Growth Strategy (GGS), while at the same time securing stable cash reserves.

	FY3/23	FY3/24	Change	
Operating activities	2,989	12,489	+9,500	 Decrease in inventories (+) Increase in net income (+) Increase in depreciation and amortization due to implementation of our ERP system
Investing activities	-4,458	-7,373	-2,915	(+)
Free cash flow	-1,468	5,116	+6,584	•Capital expenditure (New R&D Facility and factories)
Financial activities	-480	764	+1,244	•Global deployment of ERP system
Net effect of exchange rate changes	827	880	+52	-
Change in cash (decrease) in cash equivalents	-1,120	6,761	+7,882	-
Cash and cash equivalents	16,418	23,180	+6,761	-

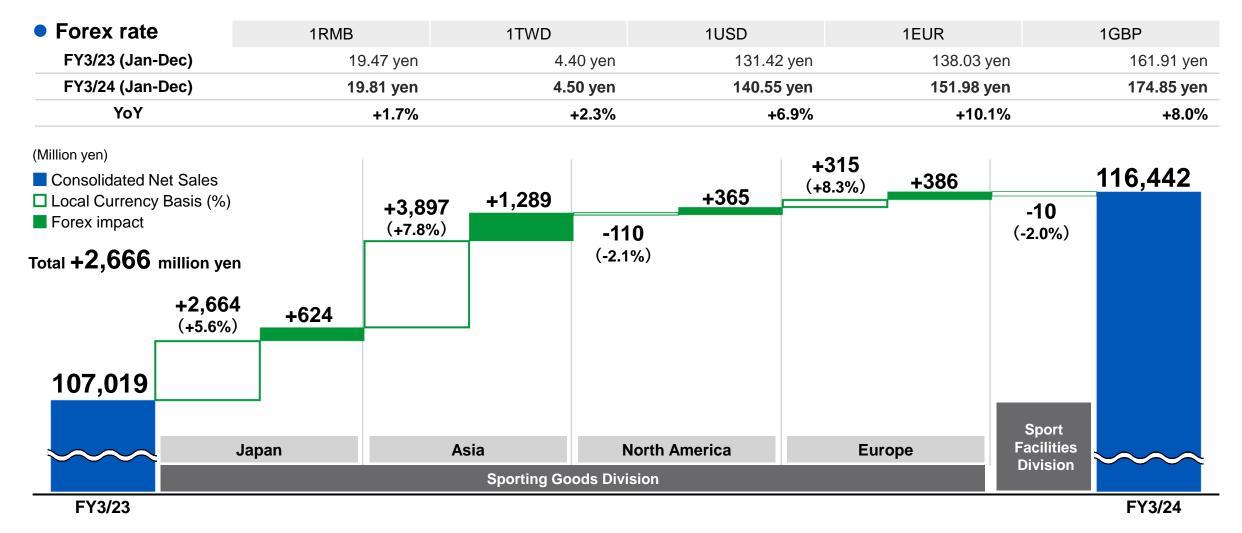
– Segment Information

Our business consists of the sporting goods division, which is divided into the four regional segments of Japan, Asia, North America, and Europe, and the sports facilities division.

Sogmont		FY3/24 Results		Sales	Related Entities		
Segme	nt	Net Sales	Operating Profit	Composition	Sales	Manufacture	
	Japan	51,039	1,641	43.8%	 YONEX JAPAN (Domestic sales) Sales to overseas distributors[*] 	 Niigata Factory Tokyo Factory YONEX Precision Machinery Co., Ltd. 	
Sporting Goods Division	Asia	54,849	8,883	47.1%	 YONEX SPORTS (CHINA) CO., LTD. YONEX TAIWAN CO., LTD. 	 YONEX TAIWAN CO., LTD. YONEX INDIA PRIVATE LIMITED YONEX TECNIFIBRE CO., LTD. (Thailand) 	
	North America	5,512	251	4.7%	YONEX CORPORATION (US and Canada)		
	Europe	4,518	533	3.9%	YONEX GmbH (Germany)YONEX U.K. LIMITED (UK)		
Sports Fac Divisio		522	21	0.5%	 Operation of golf courses, golf driving ranges, and tennis club 		

Net Sales Changes and Forex Impact (Reported Segments)

The yen depreciated against all major currencies, and yen depreciation contributed to an overall increase in consolidated sales. Although sales in North America decreased on a local currency basis, it increased when converted to yen.



— Japan Segment

profit.

Net Sales	51,039millon yen +6.9%	(Million yen) 37,515	47,750	51,039
Domestic Sales	Demand for badminton remained strong, and sales increased in Q4 due in part to the popularity of a new-model racquet released in March. Tennis sales showed recovery in H2, but ultimately resulted in a slight decrease due to a deceleration in the sales growth from the previous years. Overall sales increased.			
Overseas Distributors	Although the growth rate has slowed compared to the strong pace of the previous fiscal year, sales continued to increase on the back of particularly strong sales in Asia, where the badminton market continues to trend solidly.	FY3/22	FY3/23	FY3/24
	YoY 1,641million yen +11.0%	(Million yen)		
Operating Profit	Although yen depreciation affected materials and product purchase prices, gross profit margin, which had been significantly affected by the foreign exchange rate in the previous year, improved through a combination of improved sales mix and sales price revisions. Overall gross profit increased due to gross profit margin improvement and higher sales. SGA expenses increased due to spending on global advertising, personnel, and IT systems. Yen depreciation also contributed to an increase in foreign currency-denominated expenses. However, the rise in these	1,494 	1,478 FY3/23	1,641 FY3/24

expenses was exceeded by the rise in gross profit, resulting in higher operating

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- Asia Segment

Net Sales	54,849million yen +10.4%	(Million yen)	54,849 49,662
China	Although the impact of COVID-19 continued until the beginning of the current Q ² from the previous year's Q4, sports activities recovered soon thereafter. Sales increased significantly year-on-year especially in Q4, with the addition of strong sales from an online sales event in November.	30,968	
Taiwan	We grew sales of badminton products by focusing on further market revitalization through our efforts in marketing and organizing tournaments that leverage the successes of local athletes in international tournaments.	FY3/22	FY3/23 FY3/24
	8,883 million yen +0.7%	(Million yen)	0.002
Operating Profit	In China, sales of products in a wide range of price ranges increased along with the expansion of the player base, which contributed to a lower gross profit margi However, a significant rise in sales in Q4 resulted in an overall increase in gross profit. Despite an increase in SGA mainly due to personnel costs for organization		8,821 8,883
	fortification, operating profit grew thanks to the increase in gross profit in China in Q4 and the boost from yen depreciation.	FY3/22	FY3/23 FY3/24
Forex Rate	FY3/23 FY3/24 YoY	FY3/23 FY3	3/24 YoY
	1RMB 19.47 yen 19.81 yen 0.34 yen weaker 1TWD	4.40 yen - 4.50	yen 0.10 yen weaker

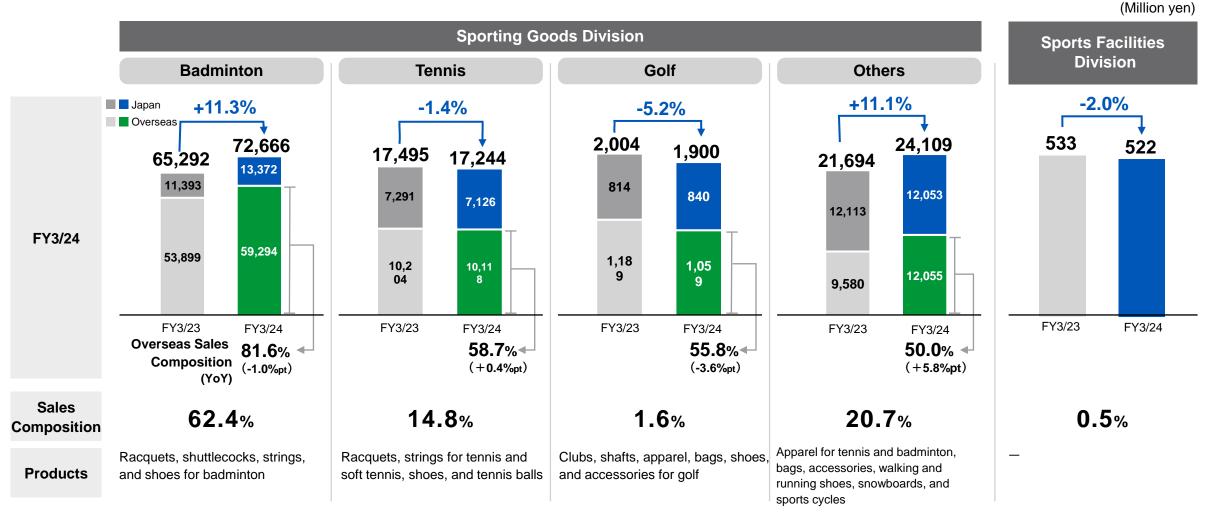
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- North America Segment

	5,51	2 million	yen	^{YoY} + 4.9 %		(Million yen)	5,257	5,512
Net Sales	had risen si sales saw a internationa firm. Tennis the overall seen in the	a substantial increas al tournaments stim s sales decreased d market since FY3/2 last few years, alth	th the resumpt se bolstered by ulated the mark lue to the prolo 3 H2 and the a ough the playe	tion of sports ac strong results ket and deman inged issue of h abating of the s ers remained ac	ctivities, but overall from H1. In Canada, d remained high inventory levels in	3,194 FY3/22	FY3/23	FY3/24
Operating	251	million yen		^{YoY} - 40.7 %		(Million yen)	423	054
Profit	exceeded t	The increase in SGA expenses due to investments in advertising and personnel exceeded the increase in gross profit derived from higher sales, and caused operating profit to decline.			274 FY3/22	FY3/23	251 FY3/24	
Forex Rate		FY3/23	FY	/3/24	YoY			
	1USD	131.42 yen =	14	10.55 yen	9.13 yen weaker			

Net Sales	4,518 million yer	^{YoY} + 18.4 %		(Million yen)	3,815	4,518
Germany	Sales increased due to firm demar tennis products, in particular, incre our products in the market.			2,336		
England	Sales increased due to firm demar badminton market remained strong England Open Badminton Champi	g, as reflected in the record atte		FY3/22	FY3/23	FY3/24
Operating	533 million yer	γ _{οΥ} + 211.4 %		(Million yen)		533
Profit	Operating Profit Gross profit increased due to higher sales and significant gross profit margin improvement due to improved sales mix and revision of sales prices. The increase in gross profit exceeded the rise in SGA due to investments in advertising and human resources, allowing operating profit to grow.				171	,,
				FY3/22	FY3/23	FY3/24
Forex Rate	FY3/23 FY3/24	YoY		FY3/23	FY3/24	YoY
1EUR	138.03 yen	13.95 yen weaker	1GBP 16	61.91 yen ———————————————————————————————————	74.85 yen	12.94 yen weake

Demand for badminton remained solid, bolstered by sales growth in both Japan and overseas. Tennis sales increased in China and Europe, but decreased in Japan and North America, resulting in an overall decrease.



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We expect to maintain moderate growth and increase revenues and profits, while making investments to achieve mid- to long-term growth in line with our Global Growth Strategy (GGS).

Assumptions

• Although the external environment remains uncertain, the number of people engaging in sports is expected to continue rising globally as people become more aware of the importance of sports in maintaining their health.

• Investments in marketing and personnel are expected to increase over the mid- to longterm, as well as amortization and depreciation of capital expenditures to reinforce our IT and manufacturing functions.

• Forex Rate (average) (Yen						
	FY3/24 Results	FY3/25 Forecasts				
1RMB	19.81	19.8				
1TWD	4.50	4.5				
1USD	140.55	150				
1EUR	151.98	160				
1GBP	174.85	185				

	FY3/24 F	Results	FY3/25 Forecasts		VS FY3/24 Results	
(Million yen)	H1	Full Year	H1	Full Year	H1	Full Year
Net Sales	57,725	116,442	62,500	126,000	+8.3% (+4,774)	+8.2% (+9,557)
Operating Profit	5,612	11,611	6,200	12,500	+10.5% (+587)	+7.7% (+888)
Operating Profit Margin	9.7%	10.0%	9.9%	9.9%	+0.2%pt	-0.1%pt
Ordinary Profit	6,220	12,195	6,200	12,500	-0.3% (-20)	+2.5% (+304)
Net Profit (Attributable to owners of parent)	4,396	8,859	4,400	9,300	+0.1% (+3)	+5.0% (+440)

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– Dividends

The year-end dividend is planned for 9 yen per share, consisting of an ordinary dividend of 7 yen and a special dividend of 2 yen. Accordingly, the full-year dividend is planned for 16 yen per share. The full-year dividend for the fiscal year ending March 31, 2025 is forecast at 20 yen per share (10 yen dividend per share forecast for both the interim and year-end).

Policy

A stable and appropriate level of dividends will be maintained.

		FY3/21	FY3/22	FY3/23	FY3/24 (Interim Dividend/ Planned Year-End Dividend)	FY3/25 Forecasts
Total Dividend (Yen)		4.5	10.0	13.0	16.0	20.0
	Ordinary	2.0	3.0	5.0	7.0	10.0
Interim Dividend	Extra		1.0	1.0		
	Comme morative		1.0			
Year-end	Ordinary	2.5	3.0	5.0	7.0	10.0
Dividend	Extra		2.0	2.0	2.0	

Progress of Global Growth Strategy

Entering a New Growth Phase

We have succeeded in scaling up our business and expanding our global consumer base against the backdrop of rapidly changing values and lifestyles. We will continue to aim for further growth over the mid- to long-term in line with our Global Growth Strategy (GGS).



- From Corporate Philosophy to Purpose and Mission

We have revisited our Corporate Philosophy and have decided to change its name to Purpose supplemented by a newly crafted Mission. Our new Purpose and Mission will help us to identify what we must keep as our core and ensure all Yonex employees are on the same page as we push ahead with our Global Growth Strategy.

OUR PURPOSE

Craft a better future with unique innovations

OUR MISSION

Bring the world together by deepening people's connection to sport and to each other

Purpose & Mission Workshops

Workshops for Yonex employees to discuss and embrace our new Purpose and Mission

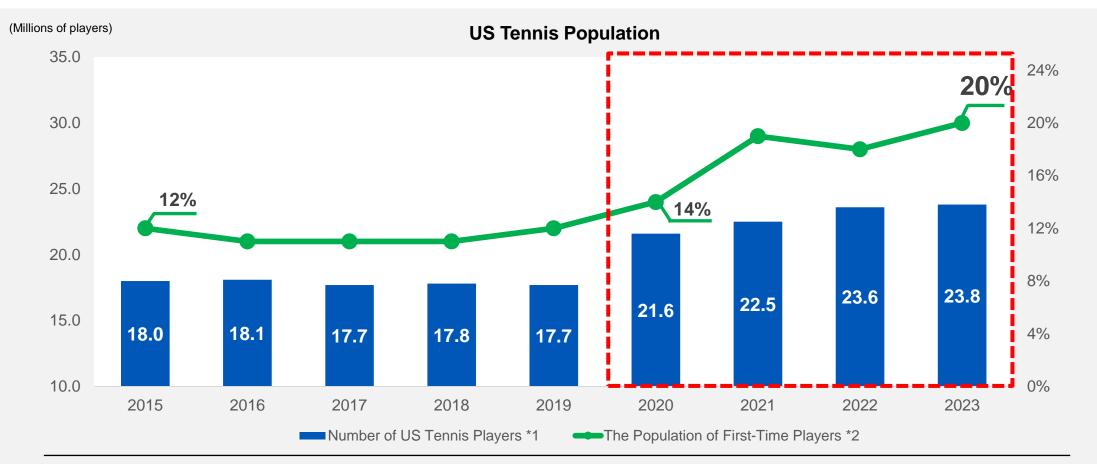
A total of **24** sessions and **685** participants



	FROM	ТО	Progress
GEOGRAPHIC FOOTPRINT	East Asia centric	Further growth in other regions – broaden our global footprint	 Growing presence in US tennis market Growth in India; Start of operation of new factory
MARKETING	Focus on supporting regional sales effort	Consumer-centric strategy	Launch of project teams for key areas
DTC/DIGITAL	Locally led digital / EC strategy	Create the Yonex DTC Ecosystem	Established DTC Center of Excellence to drive the Yonex DTC Ecosystem
IT	Conservative IT strategy	Fortified IT investments enabling us to realize our strategy	 New ERP system launched at Yonex China Launch of GGS IT Transformation Program to drive IT transformation across the entire Yonex Group
"Monozukuri" (Craftsmanship)	Monozukuri with carbon graphite technology that produces innovation-driven, high-quality products	Led by graphite technology, realizing consumer-centric innovation and high-quality in all categories	 New R&D facility to be completed in June 2024 Start construction of New Tennis Factory (completion planned for Spring 2025)
	Driver of GGS = Our p	Enhance internal communicationDevelopment of a new Purpose and Mission,	
Evolve	our corporate culture to levera each and every employ	 accompanied by workshops Reassessment of working styles and evaluation and wage systems 	

- Geographic Footprint: US Tennis

The number of US tennis players surpassed 20 million in 2020 and has since sustained a moderate upward trend. The percentage of first-time players in particular shows a notable increase.



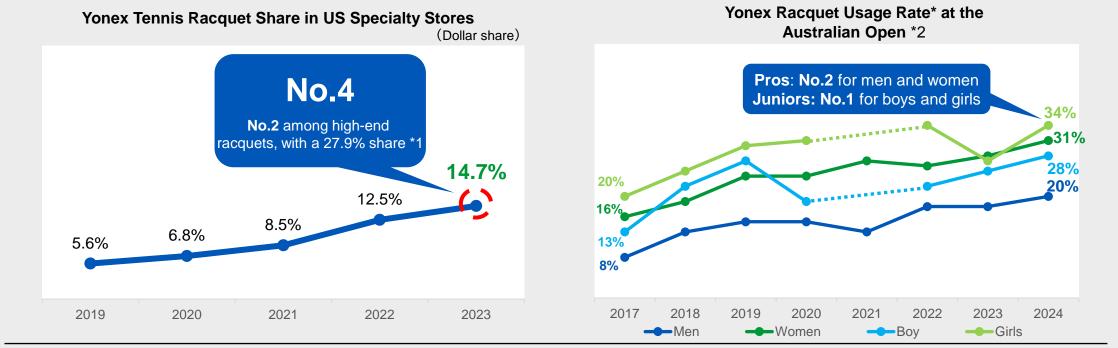
Source: Racquet Industry Research Group 2024 U.S. Tennis Participation Report

*1: Number of people (ages 6+) who have played tennis at least once

*2: First-time tennis players in each calendar year

- Geographic Footprint: US Tennis

Both Yonex's market share and usage rate by top athletes are on an upward trend. We will expand the Yonex fan base and aim to become the No.1 tennis brand.



Source: Racquet Industry Research Group U.S. Tennis Specialty Retail Racquet Audit

*1: Share among racquets priced \$250 and over

*2: Racquet usage among professional and junior men and women singles finalists, based on Yonex research

*3: The Australian Open Junior Championships was cancelled in 2021 due to COVID-19

Opportunities for Further Growth

- Expanding the Yonex fan base to a wider range of players Creating a product lineup for casual players, investing in grassroots activities, and enhancing communication.
- Becoming the overall No.1 tennis brand, including shoes, strings, and apparel Promoting the quality and performance of Yonex products by creating more opportunities for consumers to try out our products.

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– Geographic Footprint : Badminton in India

Sales in India have increased significantly thanks to the rising popularity of badminton. We will continue to promote initiatives for further growth in this market.



Future Potential for Growth

Revitalization of the Badminton Market

- •Growth of India's sports industry due to population increase and economic development
- ·Rise in popularity of badminton

• Changes in Price Range

Demand for more high-performance products is increasing

Yonex initiatives

Made by Yonex Racquets for the Indian Market

Our 2nd factory in India has been in operation since June 2023 for the purpose of fortifying the production of superior-quality racquets made of carbon graphite.



Grass-Roots Activities to Promote Badminton

- •Strengthening ties with badminton clubs
- Providing support for demo events and small-scale tournaments



— China: Badminton

China won both the men's and women's titles at the Thomas and Uber Cup finals, which were held on home ground in Chengdu, China. This was their first double victory in 12 years, bringing much excitement to Chinese badminton fans.



The men's Thomas Cup and women's Uber Cup, which are held every two years, are team competitions with five matches consisting of two doubles and three singles. This year's finals for both the men's and women's competitions pitted China against Indonesia, with the men's team winning 3-1 and the women's team 3-0.

– China: Badminton

The market continues to be active, supported by our grassroots activities. We will continue to drive growth by reinforcing racquets in the popular price range, as well as shoes and apparel, all of which show strong growth potential.

Our Grass-Roots Activities

We are hosting more amateur tournaments and events for players of various levels to further expand our consumer base.

Amateur tournaments

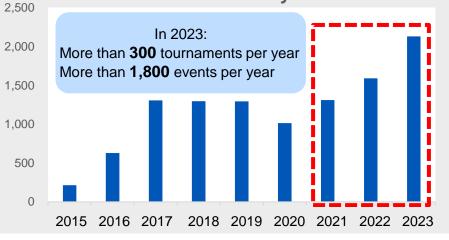
Tournaments across China for players of various levels, including junior and women's tournaments.

Events

Demos of Yonex products, badminton lessons for junior players, family events, etc.



Number of Amateur Tournaments and Events Hosted by Yonex



Growth Potential

Diversification of Sales Mix

The expansion of our badminton player base has led to sales of products from a wider range of categories and a wider price range, such as badminton shoes, badminton racquets in the popular price range, and apparel.



There is a wide range of players in China, many of whom are not wearing shoes and apparel designed specifically for badminton. We can expect to further our growth potential by targeting these players.



– DTC

Our new DTC Center of Excellence is currently in the analysis and planning stage, in preparation for the launch of the Yonex DTC ecosystem.

Launch of DTC Center of Excellence (DTC COE)

- Launched in the US
- · Comprised of a dedicated DTC team in the US and a cross-functional team from the Head Office
- The DTC COE is working on analyzing Yonex's current status and strengths before moving on to the next steps.

Yonex Strengths

- Craftsmanship and innovation
- Top athletes relationships

- Strong retail partnerships
- Grassroots activities

Our vision for the Yonex DTC ecosystem



Globally unified information and experiences



Seamless access to Yonex products





A hub of direct relationships with consumers

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– "Monozukuri" (Craftsmanship)

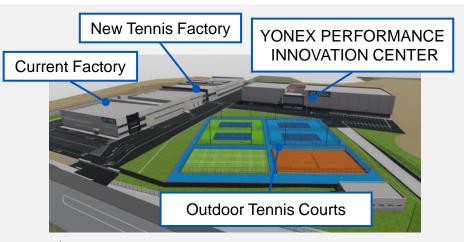
We have strengthened our craftsmanship to meet a variety of consumer needs, giving form to our consumer-centric philosophy. We will ensure that Made by Yonex quality and innovation is infused into all of our products, including those manufactured at our overseas and partner factories.

Reinforcing Craftsmanship in Niigata, the Birthplace of Yonex

- New R&D facility named YONEX PERFORMANCE INNOVATION CENTER (scheduled completion in June 2024)
- New Tennis Factory (scheduled completion in spring 2025)

R&D and Manufacturing capabilities on the same site

Product development and manufacturing will go hand in hand on this site, enabling us to move from prototyping to performance review at the world's fastest speed to create further innovations.



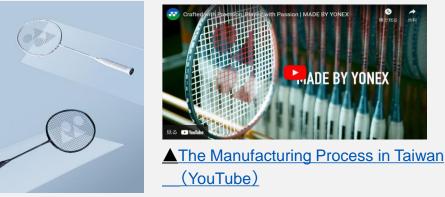
▲Image of the completed site

Ensuring Made by Yonex Quality and Innovation across all products

Augmenting badminton racquet production in Taiwan

Made in Taiwan perfomance and quality

We will manufacture products aimed at a wider range of players while maintaining the same level of quality as products made in Japan. This will be accompanied by marketing initiatives promoting the quality of racquets Made in Taiwan.



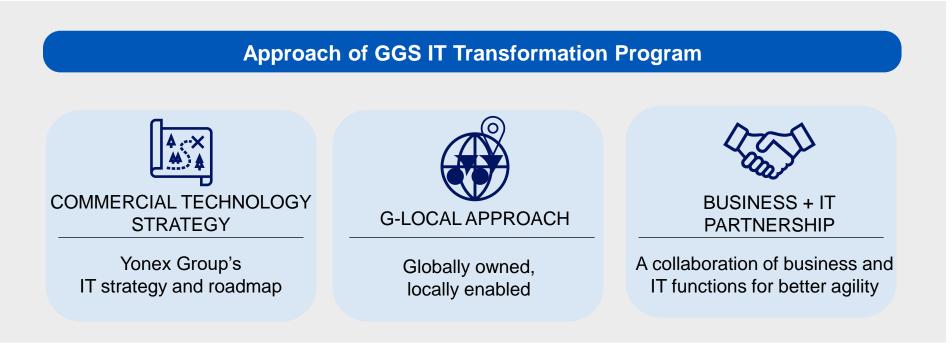
NEXTAGE Series Made in Taiwan IT is an important enabler of our Global Growth Stratey (GGS). We have launched our GGS IT Transformation Program to reinforce our IT function across the Yonex Group, including a new global ERP system.

Global Deployment of New ERP System

January 2023: Operation started in Head Office January 2024: Operation started in Chinese subsidiary

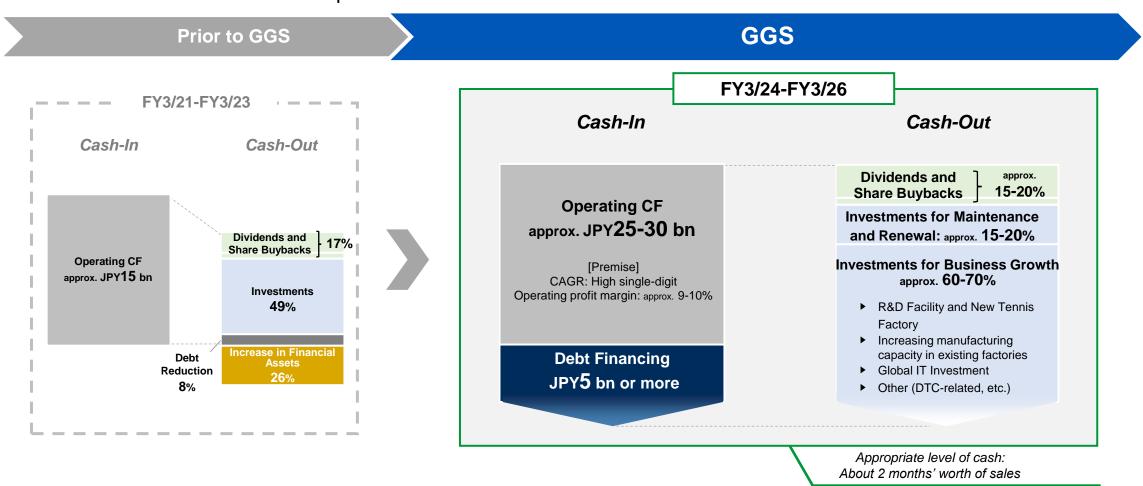
Driving IT Transformation Across the Entire Yonex Group

Yonex Group's IT strategy and roadmap will be developed through the GGS IT Transformation Program.



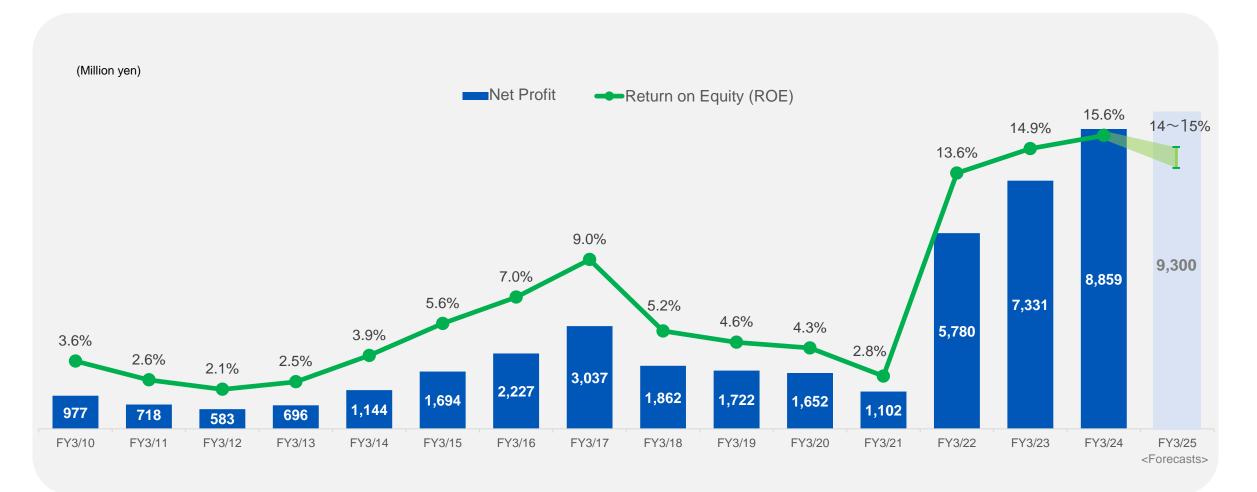
— Capital Allocation Plan

We will allocate cash to investments for business growth and long-term stable shareholder returns, leveraging debts with sufficient consideration of cost of capital.



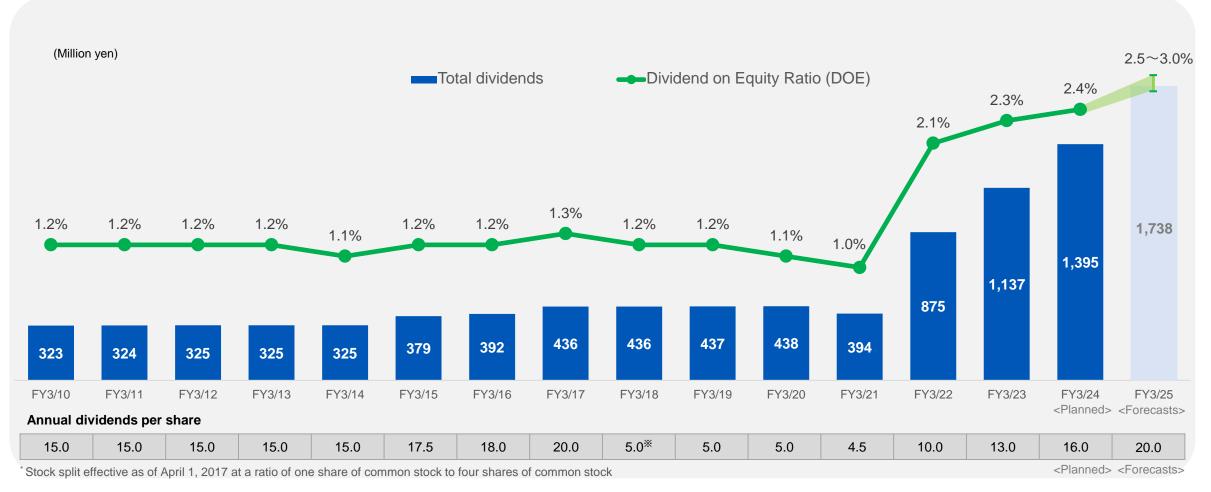
— Net Profit and ROE

We have earned a higher ROE than the cost of equity thanks to the increase in net profit due to rapid business growth over the past three years.



— Dividend Policy

We will allocate stable dividends based on long-term growth.





- Reference: Fiscal Year End for Domestic and Overseas Businesses

Our Japan segment, including domestic sales and sales to overseas distributors, closes its fiscal year in March, while our overseas subsidiaries close their fiscal year in December.

Period Covered in FY3/24

2023							2024								
	Jan	Feb	Mar	Apr	Мау	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Japan Segment (Domestic sales and sales to overseas distributors)					Q1			Q2			Q3			Q4	
Asia, North America, Eruope Segments (Overseas Subsidiaries)		Q1			Q2			Q3			Q4				

China, Taiwan, India, and Thailand subsidiaries

Asia

Japan (Domestic sales and sales to	FY3/20	FY3/21	FY3/22	FY3/23	FY3/24
-					
overseas distributors)	38,119	29,009	37,515	47,750	51,039
Asia (Subsidiaries)	18,835	18,276	30,968	49,662	54,849
North America (Subsidiaries)	2,212	1,945	3,194	5,257	5,512
Europe (Subsidiaries)	2,286	1,901	2,336	3,815	4,518
Sports Facilities	512	422	469	533	522
Consolidated Sales	61,967	51,554	74,485	107,019	116,442

Europe

UK and Germany subsidiaries

						(Million yen)
		FY3/20	FY3/21	FY3/22	FY3/23	FY3/24
Japan		29,350	22,766	28,252	32,146	33,914
Overseas		32,616	28,787	46,232	74,873	82,528
	Asia	26,009	23,181	38,095	59,122	66,418
	North America	2,212	1,945	3,194	5,263	5,512
	Europe	3,760	3,131	3,484	8,662	8,823
	Others	633	529	1,458	1,824	1,773
Tota	ıl	61,967	51,554	74,485	107,019	116,442
	seas Sales position	52.6%	55.8%	62.1%	70.0%	70.8%
As	ia China, ⁻	tic sales including sports faciliti Taiwan, South-East Asia, Korea Canada		Europe Others	Germany, UK, Denmark Australia, the Middle and South and Central Amer	l Near East,

Statements made in these materials with respect to plans, strategies and future performances are forward-looking statements based on information and assumptions available to Yonex when these materials were prepared. Investors are cautioned that various unforeseen factors could cause actual results to differ materially from those discussed in these forward-looking statements.