

August 28, 2017 Vol.95

Connect to UUUM? March IPO ZOOM

UUUM co.,Ltd (3990) who is not waiting for everyone will finally appear on the Mothers market 30th this week. President Kamada was born in 1983 and joined a major mobile phone company. He established the company in 2013 through encounter with YouTuber "HIKAKIN" who is supported by many viewers as well as a talent, and encounter with Mr. Taizo Son. With sales reaching over 3 billion yen in the third year of establishment, the company achieved current account surplus trying to achieve rapid growth as a company that manages popular YouTuber activities now.

The creator belonging to the company is 178 at the end of June 2017. The number of channels is 4526, and HIKAKIN is the face of the company among them. Although YouTube has increased the number of channels in various genres as a new Internet media, it will continue to be widely used not only as a medium for ordinary citizens to easily obtain information such as music and news but also as a tool for themselves to disseminate information. The number of shares issued this time is more than 590,000 shares, and the number of shares issued at the time of IPO is only 6 million shares. Public stock price is 2050 yen and market capitalization is 12.3 billion yen. On the other hand, the initial price is doubled as 24.6 billion yen. Because the expected ordinary profit for this term is 380 million yen, a feeling of high price may come out, but it is not necessarily expensive if it adds topicality and future growth potential. Everything depends on how the investors participating in the market will evaluate, but it is expected that the top class bustle among the IPO brands of this year will be bustling.

For investors who can not go on easily, what about focusing on ZOOM CORPORATION of the music / video recording device (6694 · market price 1714 yen) with YouTuber connection? The company listed on the JASDAQ market at a public price of 1,520 yen on March 28, with an initial price of 2,278 yen, a high price of 2331 yen, but thereafter the adjustment phase continues due to lack of awareness. Total market capitalization is 3.78 billion yen, the current ordinary profit is 300 million yen. Established in 1983, the company has held fixed assets in the fabless management and has been promoting internal accumulation, so the cash that it possesses has reached 3.5 billion yen. The company is pursuing globalization and seeking markets all over the world. North America market is currently the main, but sales expansion in Europe, China etc. is expected in the future. Last 24th the company held an explanatory meeting for the interim settlement of second quarter of the fiscal year ending December 2017 at the lead manager's securities and showed considerable

confidence from the strong performance of the new product for Christmas sales. In addition, the President's remarks are strong, focusing on R & D, aiming for growth while introducing new products in the future. The fact that YouTube is in the user, it can be said that it is a related issue with YouTube, but essentially it is important that the high proposal power of each employee who is a professional engineer familiar with music is important and the user layer is spread from the artist to the creator involving YouTube in it.

Now that stock prices tend to keep adjusting, why not consider reviewing from the viewpoint of focusing on ZOOM CORPORATION, related to Uuum co.,ltd ?

(Tokyo IPO columnist Norihisa Matsuo)