



FY2020 Q2 Financial Results

VELTRA Corporation

Tokyo Stock Exchange Mothers: 7048



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A woman with long hair tied back is looking through a pair of binoculars from the back of a vehicle. The sun is bright in the background, creating a lens flare effect. The landscape is a dry, open field with hills in the distance.

**FY 2020
Q2 Financial Results**



Profit and Loss Summary (Consolidated)

- ① Operating revenue expected to decrease in Q2 from canceled and decrease in bookings. Q2 expected market bottom.
- ② Drastic reduction in various operating expenses, such as advertising expenses, were carried out.
- ③ Recorded impairment loss of 14 M yen from closure of Global Business in Q1 and severance of 45 million yen in Q2.
- ④ Income tax adjustment of 157 million yen was recorded due to reversal of deferred tax assets.

(Unit: Million Yen)	FY 2020 Q1 (Jan-Mar)	FY 2020 Q2 (Apr-Jun)	FY 2020 Q2 Accumulative (Jan - Jun)	FY 2019 Q2 Accumulative (Jan - Jun)	Q2 Accum. Rate of Change
Operating revenue	782 ①	10	793	1,934	▲59.0%
Operating expenses	812 ②	481	1,294	1,502	▲13.8%
Operating profit	▲29	▲471	▲500	432	▲215.8%
Operating margin	—	—	—	22.4%	—
Non-operating income	2	5	8	0	2605.4%
Non-operating expenses	10	1	12	45	▲72.5%
Ordinary profit	▲37	▲467	▲505	387	▲230.4%
Recurring margin	—	—	—	20.0%	—
Extraordinary expenses	14 ③	45	59	—	—
Profit	▲206 ④	▲509	▲715	263	▲371.5%
Profit per share (yen)	▲7.17	-	▲24.81	9.24	—



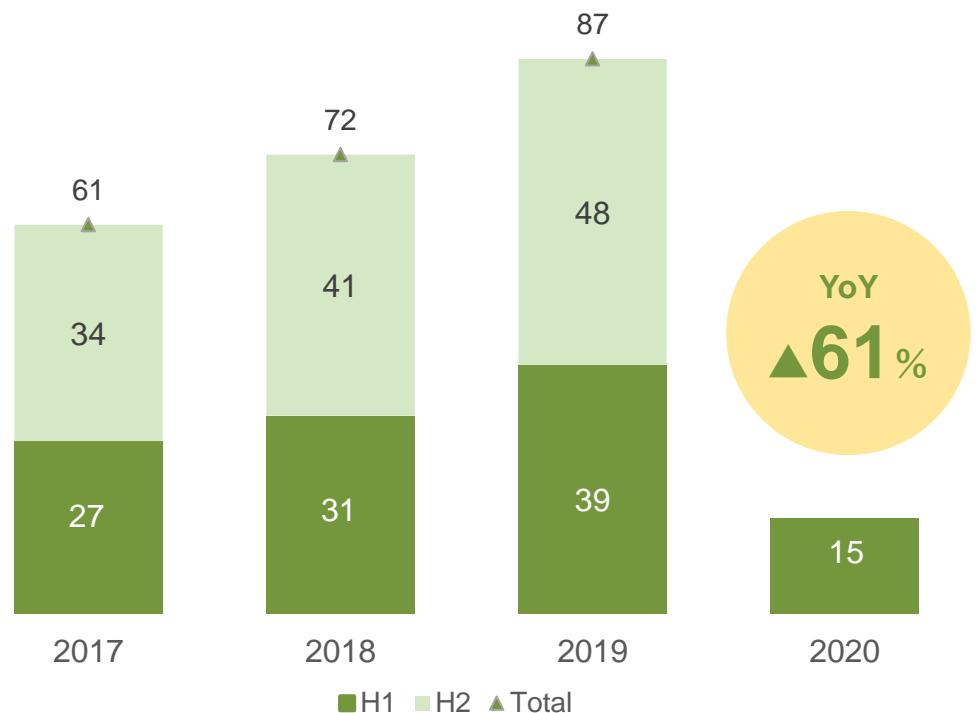
Booking trends

- Both the number of visits and the number of bookings have dropped significantly as travel regulations have been tightened in countries around the world, including Japan.
- In particular, from April to June, the number of travelers departing and arriving to Japan was YoY -99%.

Monthly visitors (10,000)



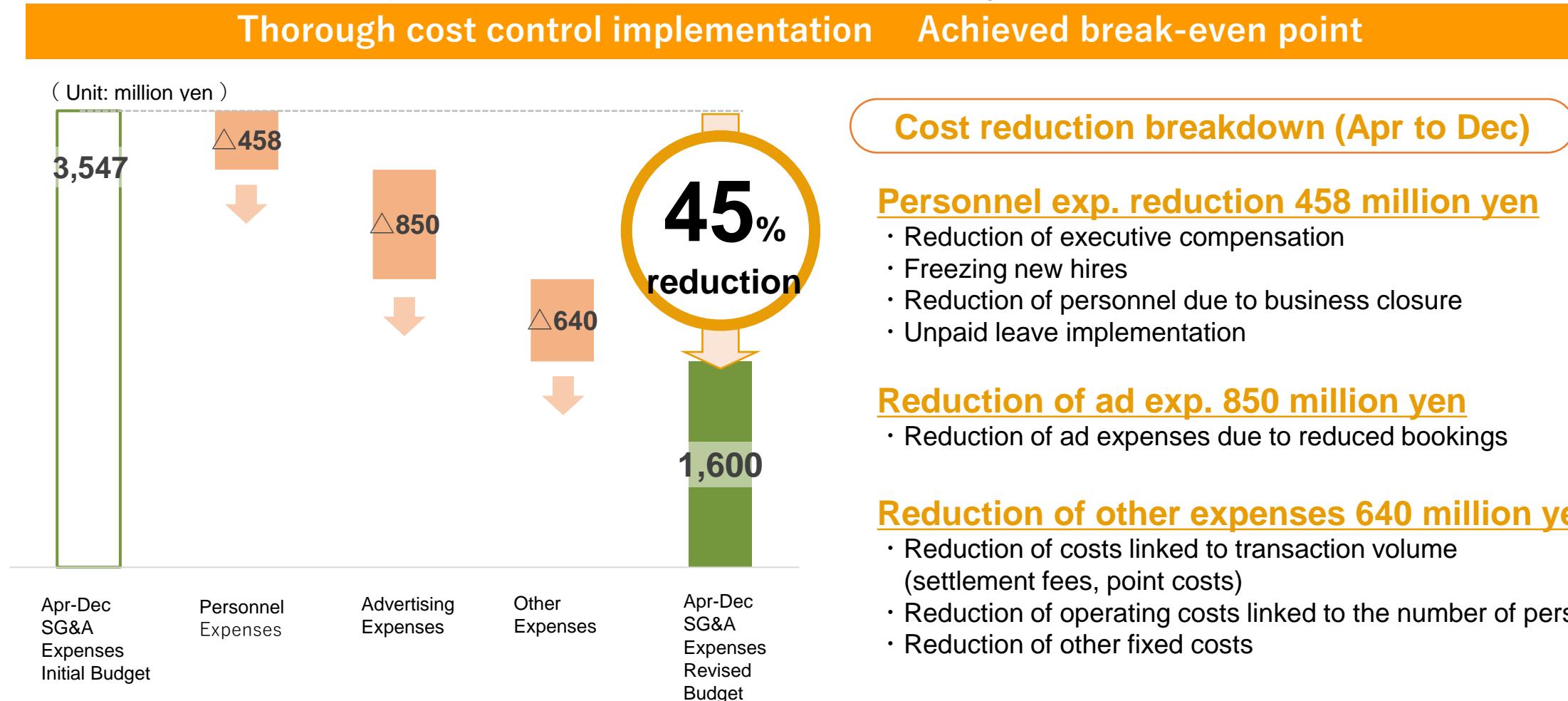
Bookings (10,000)





Stabilization of Business Base —Cost Reduction—

- Determined that recovery in travel demand in the short term was difficult. Implementing cost reductions worth 1 billion yen for the full year.
- SG&A expenses reduced by 45% due to early implementation, achieving break-even point.





Balance Sheet Summary (Consolidated)

(Unit: Million Yen)	Period Dec 2019	Period Q2 2020	Change	Notes
Current Assets	5,491	1,299	△4,192	Cash and deposits decreased by ¥2,771 M and operating accounts receivable decreased by ¥1,276 M due to a decrease in bookings and cancellations caused by COVID19.
Fixed Assets	933	763	△170	Reversal of deferred tax assets reduced investment and other assets by ¥164 M.
Total Assets	6,424	2,063	△4,361	
Current Liabilities	4,148	582	△3,566	Operating accounts payable decreased by ¥1,744 M and advance payments decreased by ¥1,491 M due to a decrease in bookings and cancellations caused by COVID19
Fixed Liabilities	149	75	△74	
Total Liabilities	4,298	657	△3,641	Long-term debt decreased by ¥74 M
Total Net Assets	2,125	1,405	△720	New shares issued by exercising stock option rights increased capital by ¥10 M and capital surplus by ¥10 M. Retained earnings decreased due to recording a net loss of ¥715 M attributable to shareholders of the parent company. Foreign currency adjustment account decreased by ¥16 M.
Capital to Asset Ratio	32.5%	66.6%	+34.1pt	



Stabilization of Business Base —Secure Liquidity on Hand—

- Make effort to maintain retained earnings and secure funds as an emergency measure
- Ensure agile and stable funding lines to increase liquidity on hand and enhance business stability

Strengthening financial base

Signed overdraft agreements with major banks

Lender	MUFG Bank, Ltd.	Sumitomo Mitsui Banking
Borrowing Limit	1 billion yen	500 million yen
Contract Date	April 20, 2020	April 27, 2020
Contract Period	September 30, 2020 (automated renewal every 6 months)	September 30, 2020
Interest on Loan	Base rate + Spread	

500 million yen commitment line for existing contracts

At present, the total unexecuted loan balance is 2 billion yen



Cash-Flow Summary (Consolidated)

- Cash decreased due to decrease in sales. Plan to partially activate credit line to increase liquidity on hand.
- Considering overall capital policy for future enhancement of corporate value as well as borrowing capacity.

(Unit: Million Yen)	Period Q2 2020	Notes
Cash flow from operating activities	△2,563	Decrease in trade receivables ¥1,275 M Decrease in trade payables ¥1,742 M Reduction of advance payment ¥1,491 M Loss before income taxes and minority interests ¥564 M
Cash flow from investing activities	△124	Spending on acquisition of fixed assets ¥124 M
Cash flow from financing activities	△65	Proceeds from issuance of shares ¥21 M Repayment of long-term debt ¥98 M
Balance of cash and cash equivalents at the end of the quarter	1,206	



Selective focus of business investment

- Amid the long-term spread of COVID19 infection, decided that drastic business revision of was necessary and implemented restructuring measures.

Section and Focus of Investment

Business Closures

VELTRA B2C Services

- English B2C Business
- Chinese B2C Business

Reason for Closure

Determined that profitability in the medium term will be significantly delayed due to the impact of COVID19. Large investment would be needed to gain competitive advantage, which is not feasible at the current time.

Continued Investment

Linktivity, a reservation platform system that connects Japanese public transportation with travel agencies globally.

Future Opportunities

Linktivity service contractors continue to increase. Answering need for non-contact electronic tickets. Will support not only tourists visiting Japan but also the domestic customer market.

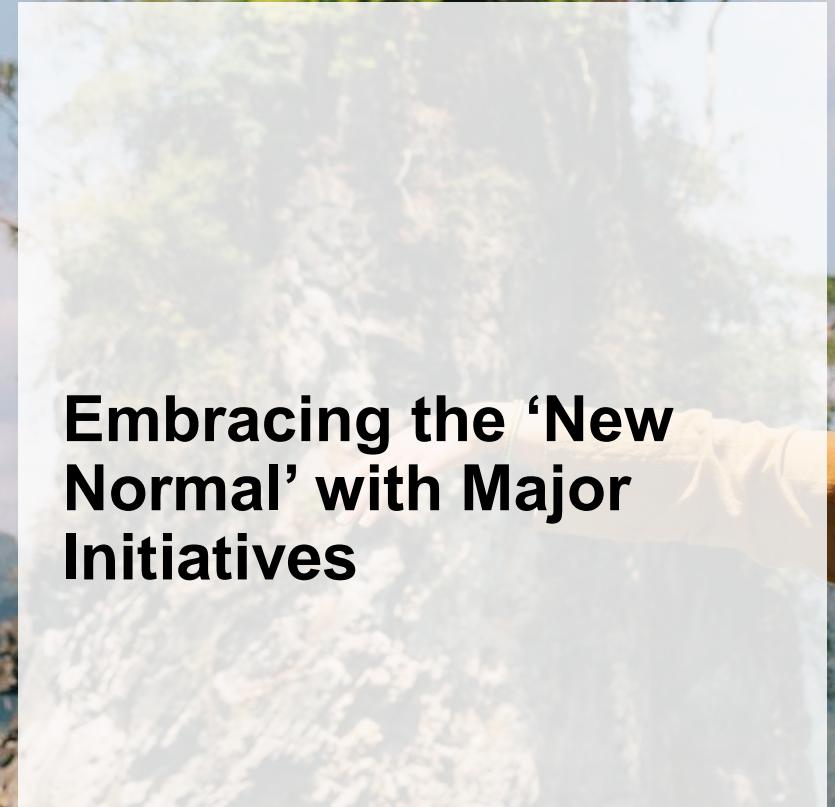
New Normal Initiatives

Early consideration and implementation of travel services for the 'New Normal'.

New Opportunities

Further strengthening of digital services. Starting with the recovery of travel in the domestic market and expanding globally, new travel experiences that embrace the 'New Normal' era are being pursued.

Embracing the 'New Normal' with Major Initiatives





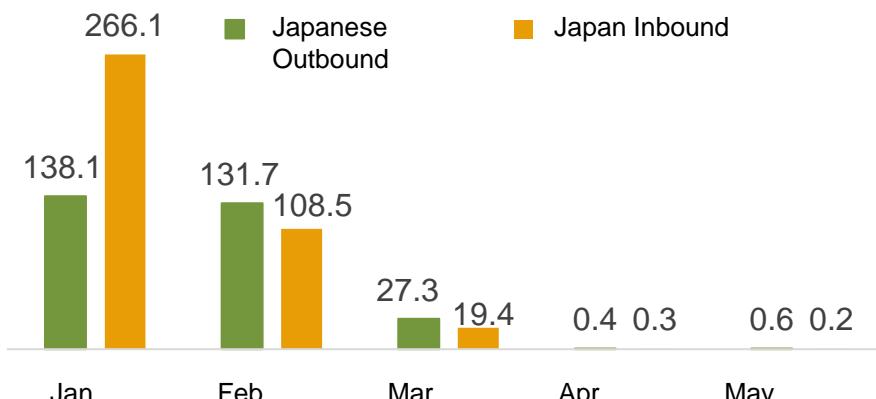
Awareness of Business Environment

- Overseas travel continues to be difficult, and threats of a 2nd and 3rd waves are present with longer lasting effects.

Business environment (negatives)

- When infections will be under control are uncertain.
- Cost of infection prevention measures will increase burden on businesses
- Services that conflict with the 'New Normal' will be eliminated

Japanese tourists by month 2020 (10,000)

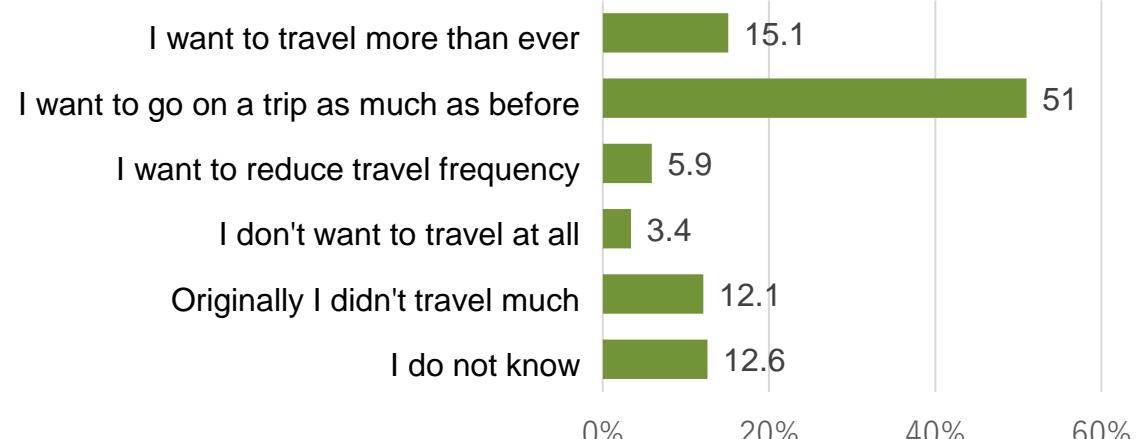


Source: Ministry of Justice "Departure Statistics"

Opportunities (positives)

- About 70% of travel intentions remain positive
- Online services will accelerate
- Most main staff can be allocated to new services

Would you like to travel once COVID is under control?



Source: Japan Transportation Agency, "Trends of Japanese tourists under epidemic of new coronavirus infection"



Embracing the ‘New Normal’

With the spread of COVID19 limiting the movement of people, VELTRA will contribute to the world in the space of “travel experiences”

- 1. Tourism development and information transmission in the ‘New Normal’ era**
- 2. Providing services to travel the world online**
- 3. Develop domestic market and develop new inbound markets**

Create new experience value by cultivating new pre-travel business and new customer base



1. Tourism development and information transmission

- Hygiene management for both tourists and residents. Provide meaningful experiences that deepen mutual understanding

Future challenges for travelers and businesses

Traveler

Even if I want to travel, I am worried that I will not be welcome. I want travel that is meaningful (development) for the destination.

Resident

We would like tourists with morals to visit. We would like to welcome travelers who will lead to regional development.

Necessary factors

Deliver accurate travel information

Service development for tangible hygiene management etiquette

Promoting mutual understanding in sustainability tourism

Making full use of the strong relationships with our 5,000 plus domestic and overseas tour operators, we will take advantage of the New Normal conditions to create new services that develop the tourism industry in a meaningful way.

1. New Normal tourism development and info transmission (case 1)

■ "KITE": a travel information tool that delivers the world's "now" in a COVID world; released (May 29)

Making full use of our network of 150 countries, we will send out local information that will be useful for the traveler

So that our 5,000 plus partner companies and 6,000 plus professional tour guides can welcome you again one day soon.



Our new service, "KITE," will provide real-time information on the situation of cities around the world. We are currently providing travel destinations in 48 countries and **aim to provide information on 100 countries** by the end of the year. In the future, we will aim to monetize with an advertising model and return advertising income to local partner companies that provide information, thereby supporting operators around the world that have been impacted by a decrease in travelers.

VELTRA Lite

About kite

Fly like a kite on the winds of travel news

現地のツアーガイドやロココエフェシナルから情報を直接

「ウィズコロナ時代の旅メディア

ベルトラカイト

現地パートナーから心声
情報あるエリザ

963 価格提供パートナー
47

世界今の気分

世界から寄せられた現地の声

ペトナム
ホーチミン

ASIAラベル ベトナム
現地旅行会社
A Asia Travel Co., Ltd.

今日

12

台湾
台北

ブーさん
説教
三重旅行社

今日

今日

サイパン
サイパンハベラ
現地旅行会社
Tali Tours and Transportation, Inc.

新型コロナに関する現地情報

シカゴオ | 今日はタクシードライバーと話していました。

タクシードライバーはCOVID-19感染者が出来てしましました。

約2か月間、市中感染者が出ていたってペトナム人へ、おはようございますでした。

現地のホリデーとして、現在から少し遅めの夏祭りが開催

そして毎年入ってかかはる休暇を需要があり、高齢者に動かすいたしました。

タクシードライバーは温泉、大型観光バス旅行が好きなようです。

香港はまだこのホリデーでまだ休暇が残り、観光はまだ多くの人で賑わうであります。

これがほんとうのところでもあります。

社員一員、より一層手をつなぎながら仲を深めに取ります。

ハワイ
オアフ島

Yuzu
写真家/ツアーガイド
Hoshia Hawaii

今日

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Hoshia Hawaii

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オアフ島

Yuzu
写真家/ツアーガイド
Hoshia Hawaii



1. New Normal tourism development and info transmission (case 2)

Potential for global resource protection and sustainable economic activity

Contribute to solving social issues by communicating the importance of protecting the marine environment and working to create an environment where you can safely enjoy marine activities

Services that empathize with travelers and local residents

Through marine activities, VELTRA will protect natural resources and culture as tourism assets, and provide services that can be enjoyed by future generations by understanding the thinking of the local residents on environmental issues. The goal is for meaningful experiences for both local residents and travelers.

Creation of experience products in partnership with local operators and environmental protection groups

Through the participation in the tour, the traveler learns about social issues such as pollution of the marine environment in collaboration with the local operator. The number of water accidents is increasing yearly as the number of tourists increase. We provide a safe and secure experience to eliminate accident risk.

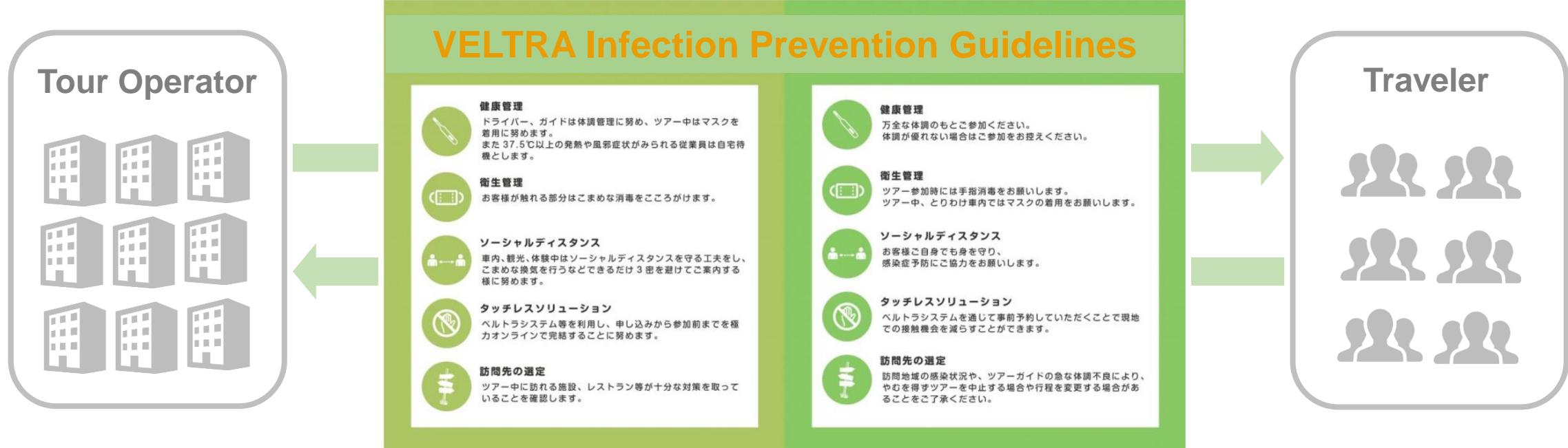




1. New Normal tourism development and info transmission (case 3)

Five safety standards for peace of mind for travelers and tour operator

In cooperation with local operators in Japan and overseas, we will implement infection prevention measures based on our own guidelines.



We will provide detailed safety standards that fit the features of each product in the future.



2. Providing pre-travel content to travel the world online

- Our online service will enhance the sense of purpose of realizing a journey, as well as allow customers to enjoy the travel experience even if they cannot physically visit the destination.

Future challenges for travelers and operators

Traveler

I want to travel, but I can't.
I want to know more about the culture of the destination and interact with the local people.

Resident

I want to create connections with new customers.
I want to provide services that cannot be implemented in real life.

Necessary factors

Providing services that deepen empathy by understanding local culture before traveling

Make the experience available to travelers who can't reach their destination

Develop new customer bases and markets to provide valuable services both during and before travel



2. Providing pre-travel content to travel the world online (case)

Launch of the new service "VELTRA Online Academy" to provide pre-travel content for traveling the world online

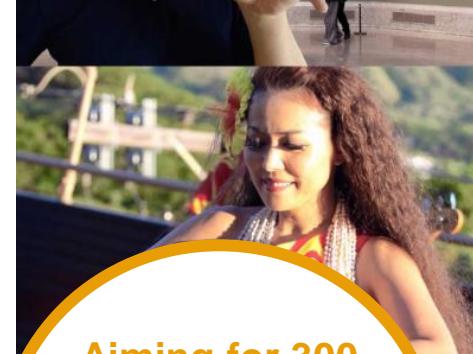
Popular guides registered on VELTRA bring your travel experience online. For motivation to travel in the future.

New encounters, new journeys

You can experience a hybrid journey that combines real and online experiences while staying at home with themes such as "culture and art", "food and wine", "history and locality". We will connect you to hard-to-go destinations such as South America and the Caribbean by live broadcast. Enjoy a trip that is only possible online.

VELTRA Online Academy Points

1. Most of the instructors are on-site guides that you can meet before future travels. Through an online experience, you will gain interest in the culture and people of the area and gain a deeper understanding before you travel, thus amplifying the excitement of a real travel experience.
2. Experience online only trips to places that cannot be visited or seen on a real trip.
3. By taking advantage of online features, it is possible for people who cannot travel to do so from the comfort of home.



Aiming for 300
online experiences
in Japan and
overseas by the end
of 2020



3. Develop domestic market for Japanese and Inbound travelers

Now that overseas travel is halted, it is possible to concentrate resources on the development of the Japan market

Even in the highly competitive domestic market, sluggish tourism and changes in travel due to the New Normal presents opportunities for new entry.

Asian market travelers, including those visiting Japan, have the potential for extremely high growth.

Necessary factors

Develop sustainable services for the New Normal

Cultivate new forms of service for global travelers in line with the New Normal era

**We will continue to cultivate for new services for our global travelers.
Develop original services that embrace the New Normal era.**



3. Develop domestic market for Japanese and Inbound travelers (case)

■ Providing sustainable services that support product development and New Normal conditions in various parts of Japan



Services aimed at sustainable eco-tourism, which enhances mutual understanding between travelers and local residents

What is Eco-tourism?

It is a tour that values preserving and developing the region without destroying the environment by making the most of nature, history and culture of the land. A trip where you will be guided by an expert on the natural treasures of the area.



Farming experience tours where you experience Japanese traditional culture, nature and local people.

What is Farming experience?

Stay at a farmhouse and enjoy the traditional lifestyle of a farmer unique to Japan. Interact with people in rural areas, and enjoy the charm of the land.



We make available 350 Tourist taxi products in 48 regions in Japan

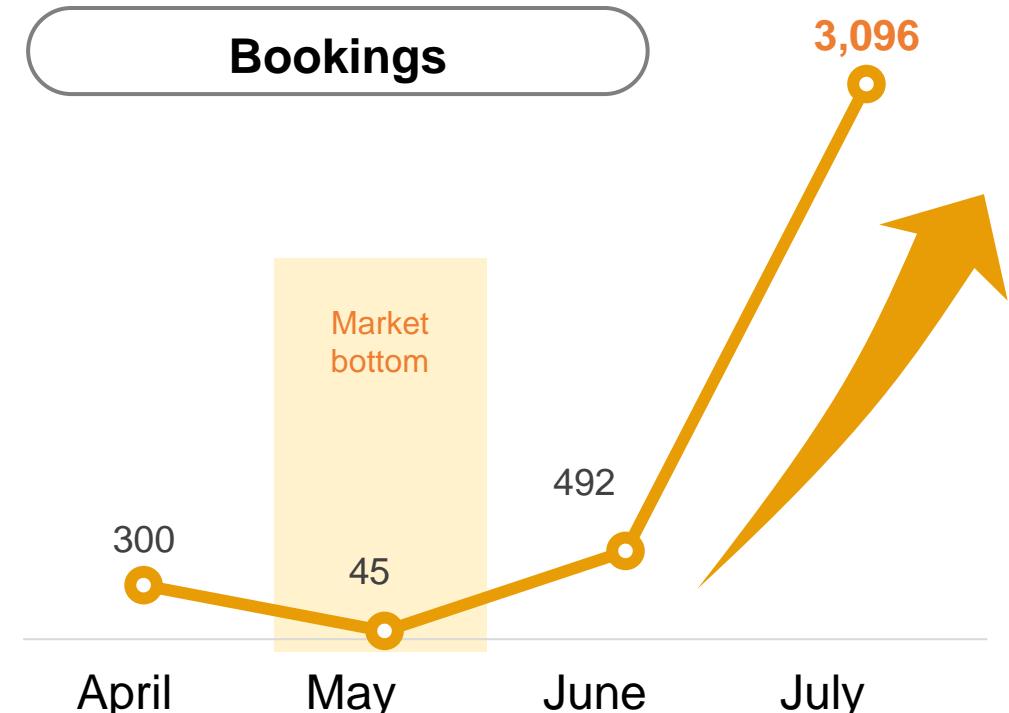
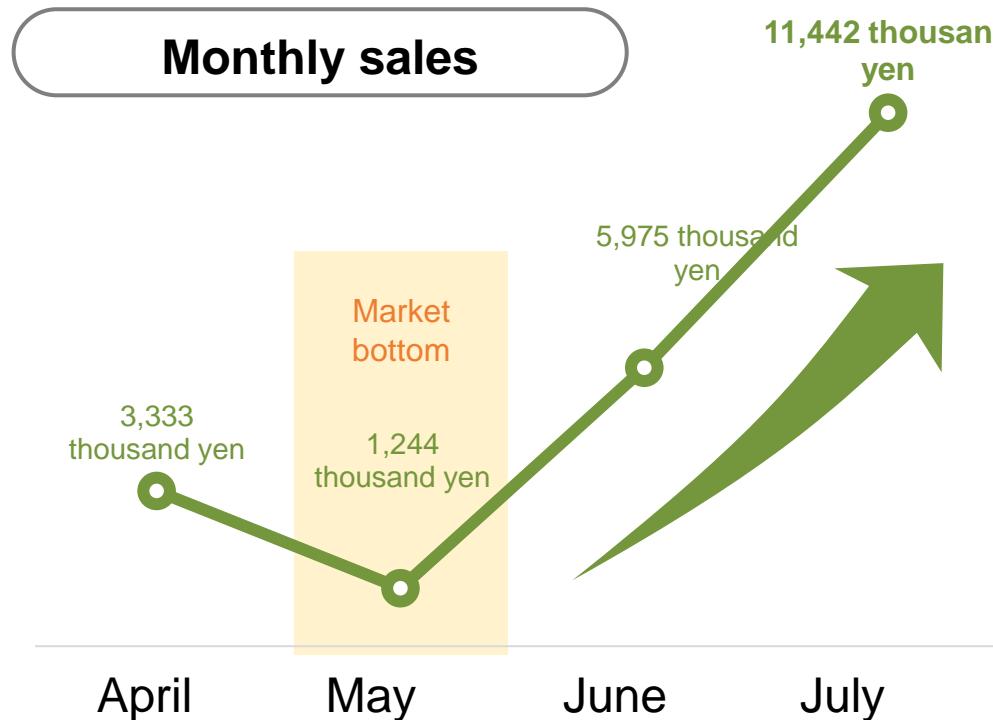
Difference from bus tours

1. Travel freely on your own time-table. Visit only those places that you want.
2. A driver knowledgeable about the area will nimbly guide you.
3. It is a private car that has been disinfected.



Trends in monthly sales and bookings: future direction

- Create a revenue base through new services even when overseas travel is halted.
- Staying competitive during recovery period by building on strong base of cooperation with each tour operator.
- Promotion of hygiene guidelines that are adapted to New Normal conditions for safe travel.



FY 2020 Earnings Forecast





FY 2020 Earnings Forecast

As announced on March 23, 2020, as the recovery from COVID19 is still uncertain, it is not possible to calculate a reasonable financial forecast at this time. The earnings forecast for the fiscal year ending December 31, 2020 announced on 13th is undecided.

We will promptly disclose the forecast as conditions permit.

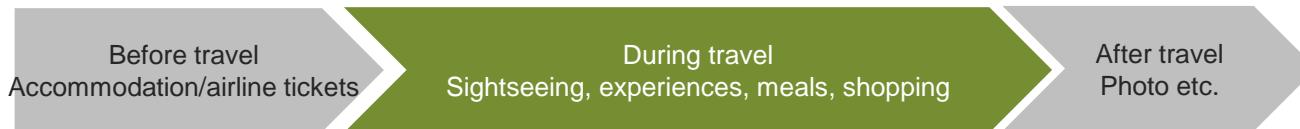


Appendix



Business Outline

Understanding "VELTRA," an online booking service specialized in tours & activities

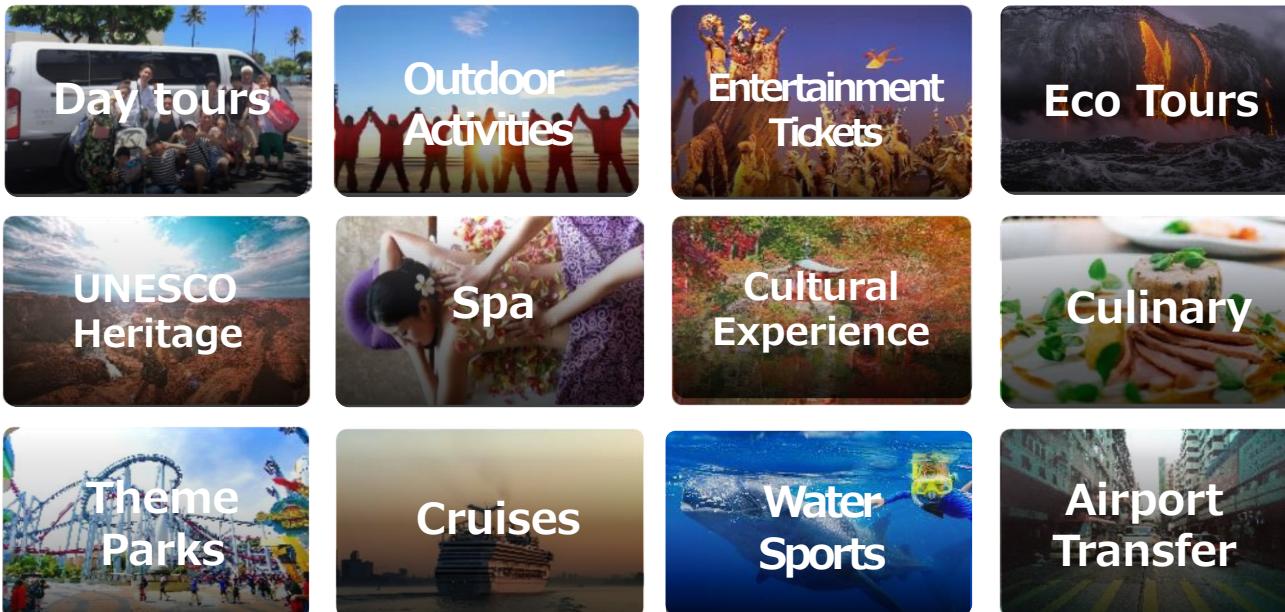


VELTRA changes **TRAVEL**

Search for destinations by
what you can experience



Pre-travel bookings are possible for more than 10,000 types of experience-based tours at local prices in 150 countries





Business Areas

- Three business areas that support VELTRA, a site that specializes in local experience-based optional tours

B to C

Tours & Activities
Booking Site



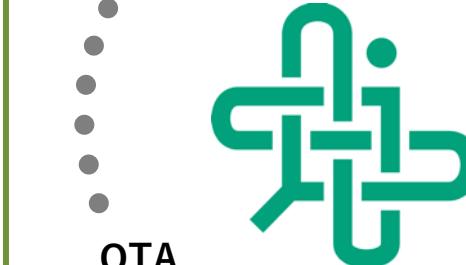
B to B

Partner Travel
Agencies



Platform

Linktivity
Transport booking
service



Japanese
Public
Transport

Linktivity

Reservation platform system
connecting Japanese public
transportation and travel
agencies around the world by
group company



VELTRA Strengths

- Our strength is our ability to improve product value and customer satisfaction.

Over 400,000 Travel Reviews

Rich reviews support customers in their selection. Ability to propose travel that fits customer expectations by constant product improvement.

Safety and Security Ensured Full Online Support

Improve customer satisfaction by removing language and cultural barriers and promoting repeat customers.

Diverse Sales Channels

Wide range of large to small travel agencies including airlines have implemented our system with success.

Quickly provide products that meet the interest of the times



Over 5,000 Tour Operator Network Globally

Make available experienced based tours from around the world.
Japan's largest network of tour operators.

Over 6,000 Global Professional Tour-Guide Network

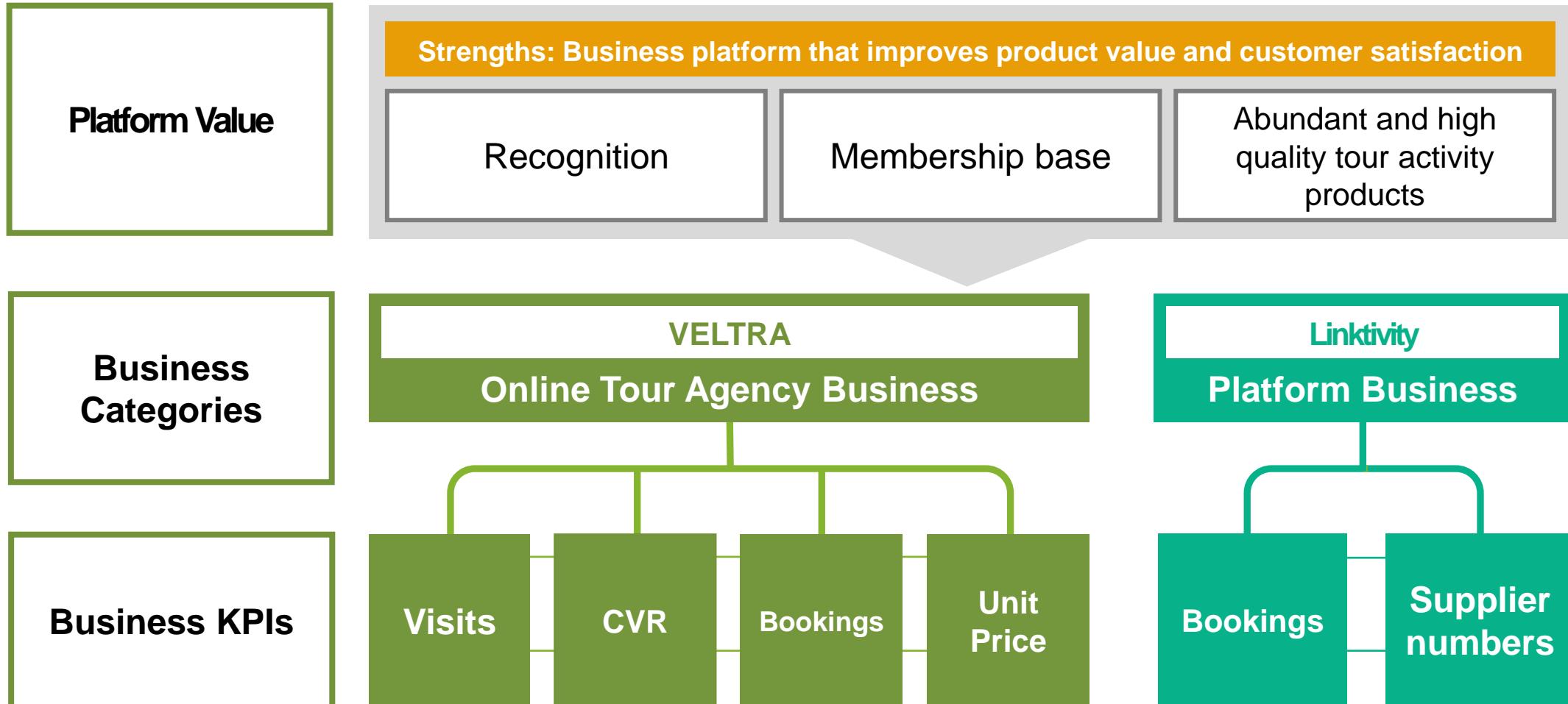
Professional tour guides, full of hospitality to inspire and move you on your journey.

Product Value & Customer Satisfaction

UP!



Key indicators of our business (KPI)





Company Profile

Company Name	VELTRA Corporation		Board Members	President and representative director/CEO	Wataru Futagi
Headquarters	1-18-1 Kyobashi, Yaesu, Chuo, Tokyo				
Capital	JPY 536,177,520 (as of June 30, 2020)			Director	Ryoko Mannen
Founded	November 1991 (VELTRA.com business initiated in 2004)			Director	Tomoharu Kurakami
Fiscal Year Closed In	December			Director	Jumpei Minashima
Number of Employees	Headquarters: 204 (Consolidated: 257)			Director	Emmanuel Issaurat
Subsidiaries	[Singapore] LINKTIVITY PTE, LTD.			Outside director	Toru Shiraishi
	[Malaysia] VELTRA Malaysia Sdn. Bhd.			Outside director	Gaku Suzuki
	[Philippines] VELTRA PHILIPPINES, INC.			Auditor	Rodney Cuthbert
	[USA (Hawaii)] VELTRA Inc.			Part-time auditor	Tetsushi Ikeda
	[Korea] VELTRA KOREA Inc.			Part-time auditor	Masato Mori
	[Japan] LINKTIVITY Inc.				Masayuki Kono
Business Branches	London, Bangkok				



"Great Place to Work" ranking
Selected as the best company for four consecutive years



History

1991	ALAN Corporation (currently VELTRA Corporation) was established as a marketing-focused consulting businesses.
2003	Business transfer of a golf course booking site "GORA" to Rakuten (currently "Rakuten GORA").
2004	Business initiation of an overseas activity booking site "Alan1.net" (currently VELTRA). Launched "HawaiiActivities.com" for the North American market traveling to Hawaii. Acquired all shares of White Publishing, Inc. (currently VELTRA Inc.).
2012	The trade name was changed from "Alan 1.net" to "VELTRA" for global business expansion. The company name was also changed from ALAN Corporation to VELTRA Corporation. Opened an English website. Initiated Japan inbound travel business. Established VELTRA Malaysia Sdn. Bhd. in Kuala Lumpur, Malaysia as a system development company.
2015	Opened Chinese websites (traditional and simplified).
2016	Acquired all shares of City Discovery SAS, an Online Tours & Activities booking site--CityDiscovery.com--for global markets but mainly targeting English speaking travelers.
2017	The company name of a locally incorporated subsidiary in Paris was changed to VELTRA SAS, a group company of VELTRA. The company name of a locally incorporated subsidiary in Manila was changed to VELTRA Philippine, a group company of VELTRA. Launched veltra.kr, a Korean website in partnership with Korean company, 12cm, Inc
	Established LINKTIVITY PTE, LTD. in Singapore to supply products mainly focused on Japanese railways and transportation. Full-fledged business initiation for B2B.
2018	Listed on the Mothers Section of the Tokyo Stock Exchange
2019	Established VELTRA KOREA Inc.



Corporate Philosophy

To be a global leading company in tourism and international relations, delivering our unique value, and promoting sustainable growth with stakeholders.

Unique value

Provide a wide range of travel destinations and a variety of products while achieving high quality services.

International relations

To prioritize borderless links between people, with expertise in guided experienced based tours & activities.

Prosperous coexistence

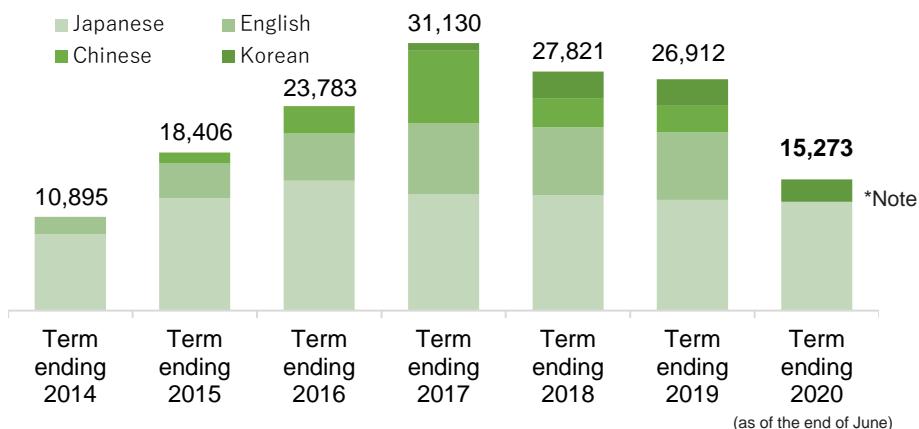
To provide value to the tourism industry through collaborative corporate alliances and to grow the tourism industry as a whole.



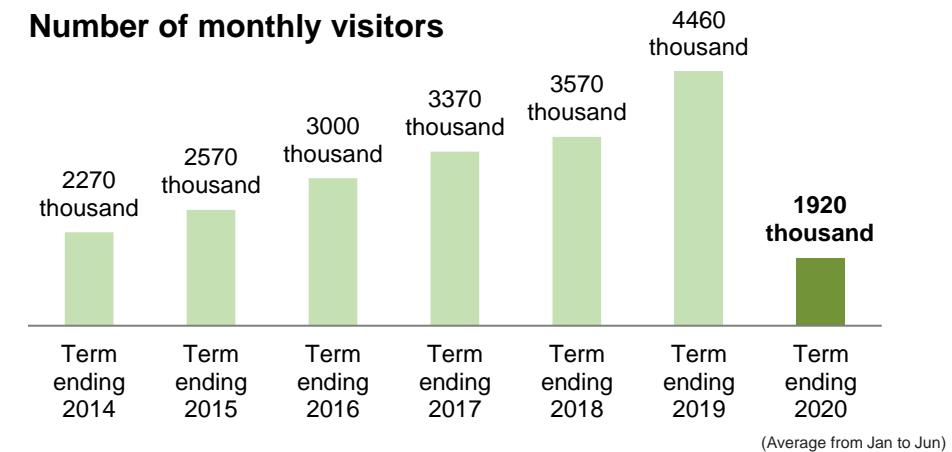
Our Strength: Product Lineup to Support Various Consumer Needs

- Business collaboration with approximately 5,000 companies in 150 countries world-wide—the largest of its kind in Japan.
- Customer support is provided in four languages (Japanese, English, Chinese, Korean).
- Provide products to meet various consumer needs with high level customer support.

Number of products by market (language)



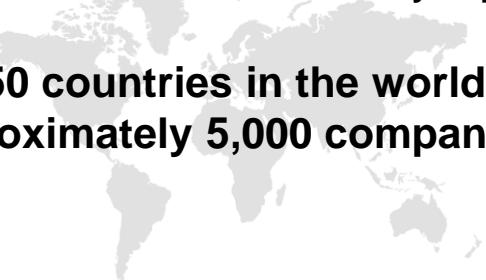
Number of monthly visitors



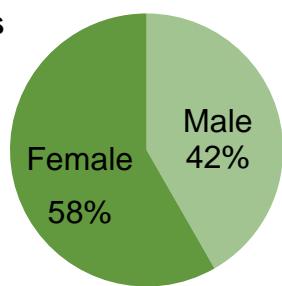
Number of contracted Tour & Activity Suppliers

150 countries in the world

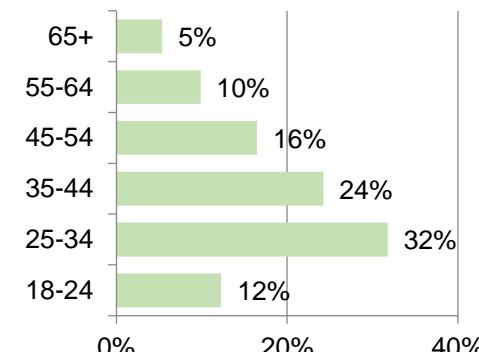
Approximately 5,000 companies



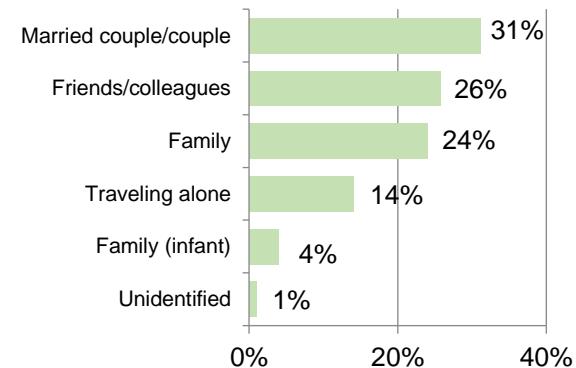
Gender



Traveler age group

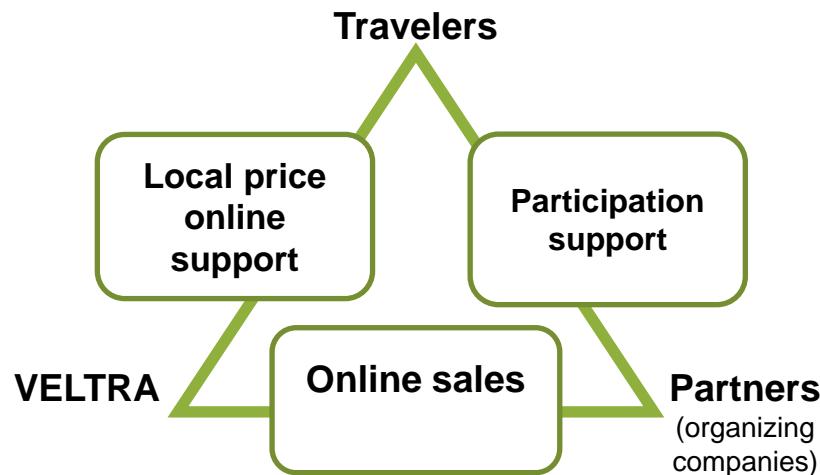


Traveler characteristics

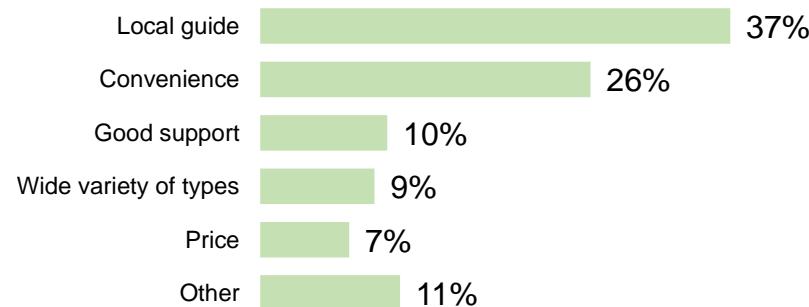


Our Strength: Real-Time Support Provided Online

- Provide travelers with a wide range of products and relevant information in real-time.
- Provide comfort with 365-day support to remove customers' psychological anxieties (cultural or linguistic barriers)



Reasons for recommending VELTRA by NPS* evaluation



*NPS = Net Promoter Score: indicator to measure customer loyalty

Online sales	Provide even small-scale businesses with sales opportunities. Provide new markets with emphases on Asian markets
Local price online support	Provide all products at local prices of partner companies. 365-day online customer support in four languages.
Participation support	Detailed guidance for travelers on how to get to tour meeting place. Provide facilitated bookings by promoting electronic vouchers.

Customer experience \geq Customer service

Be responsible for all that travelers have experienced through VELTRA

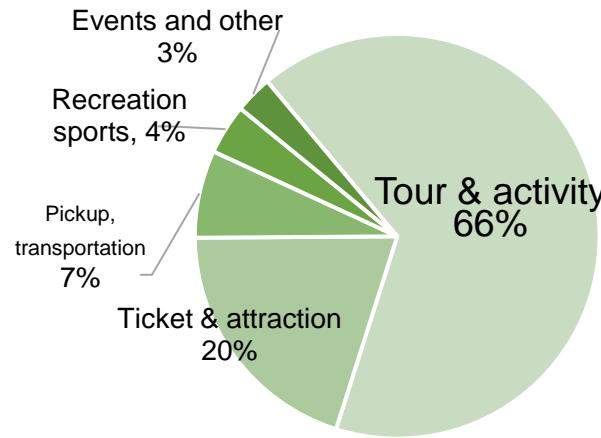
1. Not only provide tours and activities but also manage product quality
2. 365-day online support
3. Support in English, Japanese, Chinese, and Korean



Our Strength: Unique, Professional Tour Guides around the World

- Our core products are tours & activities to promote international exchange between the traveler and tour-guide.
- Local professional drivers in each area provide effective and safe transportation to travelers.
- Service quality and safety is our strength in association with relationships with partner tour operators.

Product structure



*For details of target products, refer to "Sales Target Products materials at the end of the "slides

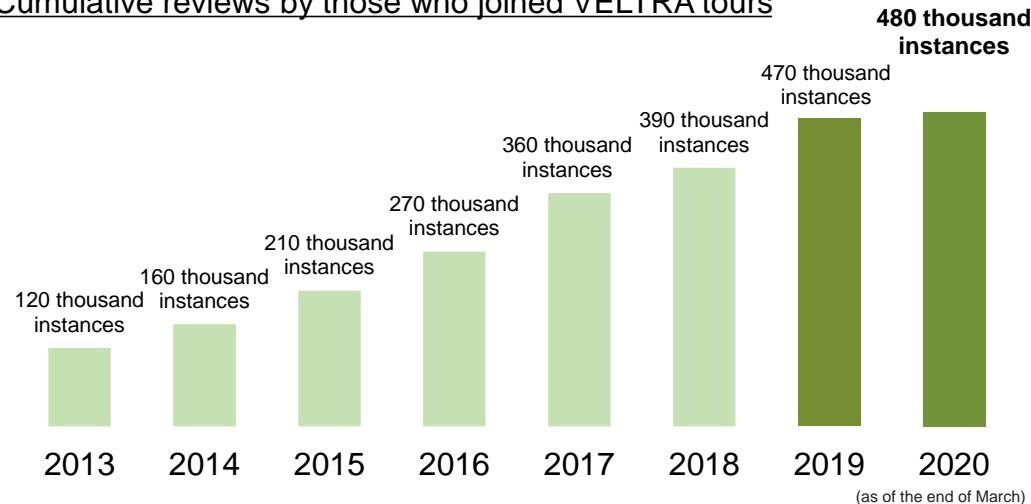




Our Strength: More Than 400,000 Reviews by our Customers

- Posts by only those who booked on VELTRA. Detailed testimonials encourage travelers for booking decisions.
- Majority of reviews are related to high hospitality tour & activity services
- Negative comments are not disregarded and all facts are checked to improve the tour and our service.

Cumulative reviews by those who joined VELTRA tours



Further improvement of services through reviews



Tour operators improve products

Messages of gratitude to guides & drivers

ダイスケさんのイルカ愛が“はんぱないって、、、”&船長のヒトミさんも最高でした。
投稿者: イシカワ母さん, 2018/08/23

3人の子供の計4名で参加しました。ガイドのダイスケさんは素晴らしい人でした。優しく、面白く、港に着くまで皆を楽しませてくれました。沢山のイルカを観たという気持ちが伝わりました。実際にたくさん見れた船長のヒトミさんはまた素晴らしい人でした。

すごいガイドさんでした！
by: manaさん 2018/11/15
今回タイは2回目ですが友人は初めてだったので、こちらのツアーに参加しました。ガイドさんは日本語ペラペラで、所々説明もしてください、写真を何度も撮ってくれたり、とても優しい方でよかったです！やはりとても暑いので効率よくまわることができるこちらのツアーはいいですね！半日だけでしたがかなり満足できる内容でした。ありがとうございました！

日本では絶対出来ない体験を実感！

by: Hiroさん 2018/11/13
午後からのツアーを体験してきました。ハリ旧市街そのものの、大型バスや車が走っている隙間を沢山のあちこちからクラクションを鳴らしながら走る車種類が違う沢山のストリートに小さなプラスチック袋を大勢の人々 傘帽子の天秤棒をぶら下げて

ドライバーのシュウさん、ニコルさんありがとう！最高の旅でした(^^)
by: ひよビヨビーさん 2018/11/14

日本語が通じるのか、希望通り観光出来るのか不安でしたが中国語ドライバーのチャーターを予約しました。結果、本当に楽しく充実した台湾旅行になりました。野柳→十分（天灯上げ）、十分大瀑布→九份→士林夜市の予定で観光プランをオーダーしていましたが、当日、私達の希望を盛り込みつつも更にオススメのプランを提案し、効率よく周るプランを立てて

一生の思い出って言つて言つてる人どんだけしようもない人なんて思つてましたけど.....
by: kw.jisan 2018/11/16
最高でした！！運良く私たち2人だけのプライベートツアで天気にも恵まれ、素晴らしい景色に加えタカさんが面白かったです。ブルーマウンテンズは素晴らしい映えスポット。スリーシースターズも圧巻の景色。そしてジエノランケーブが懐くほどの美しさ。感嘆。ため息が創り出した神秘の世界。ジエノランケーブにいたの間ほどの時間でしたがあつという間で獨りつままれた

最高のツアーでした！
by: ゆーさんさん 2018/11/15
11月に参加した者です。日本人のさとこさんがガイドをしてくれて安心しました。初めはフルーツだけのツアーかとおもいきや、景色の良い海や山に連れて行ってくださりとても楽しめました！！フルーツ農場に到着後は細かいところも含め、日本語でフルーツや栽培等について説明を受けながら回っていき、途中途中でフルーツを食べました。個人的には金柑が衝撃的に美味しかったです。11月でも沢山のフルーツを...
続きを読む



NPS® What is the (Net Promoter Score)?

NPS® stands for “Net Promoter Score” and is an index that measures customer satisfaction. NPS® is highly correlated with business growth. NPS is receiving attention by companies, with more than one-third of public companies in the U.S. and Europe using it.



NPS® is measured by tallying the response to the question, "How likely are you to recommend this company (product / service / brand) to friends and colleagues?" The NPS® questionnaire uses this very simple way to measure the companies customer satisfaction.

According to the response to this question, customers are classified into three types: "promoters", "passives", and "detractors". Promoters have an exceptionally high repurchase rate, and most referrals come from this type of customer. Conversely, detractors can even discourage new customers from buying with negative reviews.

The method of calculating the NPS® score is very simple, and the value obtained by subtracting the percentage of critics from the promoters.

Source : NTT Com Online Marketing Solution Co., Ltd. <https://www.nttcoms.com/service/nps/summary/>



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