



First Quarter of Fiscal Year Ending December 31, 2024

# Financial Report

IBJ, Inc.

**TSE Prime Market: 6071** 

1

# 

1) Financial Results Summary

2 Summary by Business

- Aiming to collaborate with the government (Central government and municipal governments)
- 4) References

# 

1) Financial Results Summary

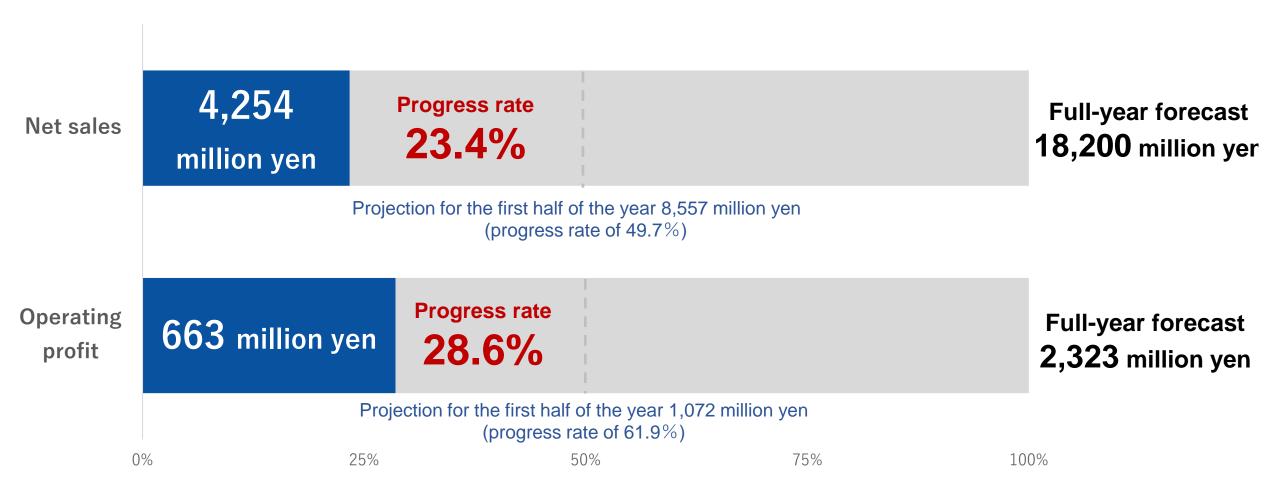
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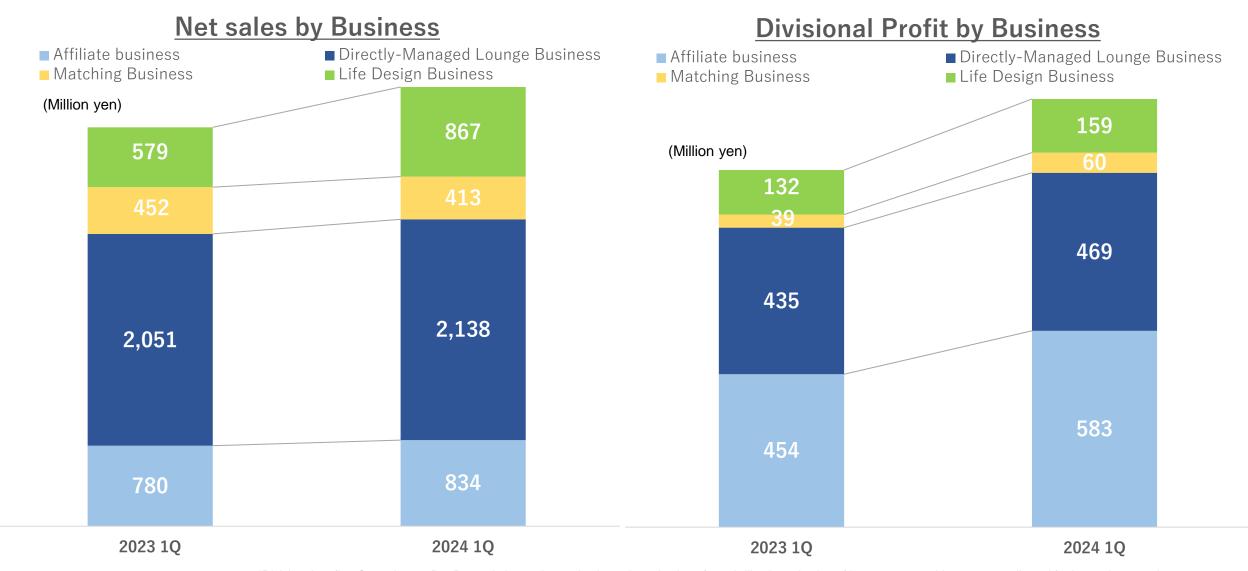
Net sales 4,254 million yen (+10.1% YoY), operating profit 663 million yen (+24.2% YoY)

(Million yen)	FY12/23 1Q Results (A)	FY12/24 1Q Results (B)	Change (B) - (A)	Change (B)/(A)
Net sales	3,864	4,254	+390	+10.1%
Operating profit	534	663	+129	+24.2%
Ordinary profit	547	662	+114	+20.9%
Quarterly profit Attributable to owners of parent	365	481	+115	+31.7%

Net sales of 4,254 million yen (23.4% progress) and operating income of 663 million yen (28.6% progress) were in line with forecasts.



Directly managed stores and franchisees account for the majority of the total, driving overall business and growth



<sup>\*</sup>Divisional profit = Operating profit + Depreciation and amortization + Amortization of goodwill + Amortization of long-term prepaid expenses, adjusted for internal transactions \*Internal transactions adjusted

# **Net sales and Divisional Profit by Business**

### (1) Financial Results Summary

(Million yen)				2023			2024	YoY	YoY
		Q1	Q2	Q3	Q4	Full-year	Q1	(Change)	(Pct. change)
	Net sales	780	711	755	726	2,973	834	+53	+6.9%
	Agency Opening Support Business	420	362	379	336	1,499	419	△1	△0.3%
Affiliate business	Affiliate Business	359	348	375	390	1,473	414	+ 55	+ 15.3%
Affiliate business	Divisional profit	454	396	496	479	1,827	583	+128	+ 28.3%
	Agency Opening Support Business	218	171	217	195	802	269	+50	+ 23.1%
	Affiliate Business	235	225	279	284	1,024	313	+78	+ 33.2%
Directly-Managed Lounge	Net sales	2,051	2,106	2,118	2,103	8,379	2,138	+87	+4.3%
Business	Divisional profit	435	455	486	473	1,850	469	+ 33	+7.8%
	Net sales	452	464	470	450	1,838	413	△39	△8.6%
	Party Business	270	280	274	260	1,085	230	△39	△14.7%
Matching Business *Sales and divisional profit changed retroactively	App Business	182	183	196	190	752	182	+ 0	+0.4%
due to the reclassification of IBJ Gohan Date (formerly known as: Rush) from Party Business to App Business.	Divisional profit	39	63	116	115	335	60	+ 20	+ 53.0%
	Party Business	0	28	52	57	139	22	+21	+2,489.2%
	App Business	38	35	64	57	196	37	△0	△2.0%
Life Design Business	Net sales	579	579	2,485	812	4,457	867	+ 287	+49.6%
*Includes contribution of business performance from M&A since FY2023 Q1.	Divisional profit	132	93	250	33	509	159	+26	+20.2%

<sup>\*</sup>Divisional profit = Operating profit + Depreciation and amortization + Amortization of goodwill + Amortization of long-term prepaid expenses, adjusted for internal transactions

# **KPI by Business (Marriage Agency Business)**

#### (1) Financial Results Summary

	Dy paria	4			2023			2024	YoY (Amount)	YoY (Percentage)
	By period	ı ————————————————————————————————————	Q1	Q2	Q3	Q4	Full-year	Q1	for (Amount)	101 (Percentage)
	Number of marriage	agencies*	3,803	3,883	4,050	4,125	1	4,211	+408	+10.7%
	Number of new mem	berships	12,225	13,087	13,496	12,554	51,362	13,639	+1,414	+11.6%
	Number of arranged	marriage meeting members*	91,410	93,370	94,508	94,035	1	95,432	+4,022	+4.4%
	Number of arranged	marriage meetings	178,172	192,070	197,754	196,819	764,815	205,706	+27,534	+15.5%
Marriage agency Business		Number of new business openings *	268	220	239	217	944	225	△43	△16.0%
(Affiliate Business +Directly-Managed	Affiliate Business	Number of new memberships	7,317	7,910	8,526	8,208	31,961	8,624	+1,307	+17.9%
Lounge Business)	Allillate Dusilless	Number of arranged marriage meeting members*	58,461	59,633	60,524	60,581	_	60,915	+2,454	+4.2%
		Number of arranged marriage meetings	108,110	118,079	120,472	122,527	469,188	125,561	+17,451	+16.1%
		Number of new memberships	4,908	5,177	4,970	4,346	19,401	5,015	+107	+2.2%
	Directly-Managed Lounge Business	Number of arranged marriage meeting members*	32,949	33,737	33,984	33,454		34,517	+1,568	+4.8%
		Number of arranged marriage meetings	70,062	73,991	77,282	74,292	295,627	80,145	+10,083	+14.4%

<sup>\*</sup>As of the end of each quarter

<sup>\*</sup>The number of new business openings includes the number of marriages outside the business division for supporting the opening of new businesses

# KPI by Business (Matching Business and Life Design Business)

# (1) Financial Results Summary

By period				2023		2024	YoY	YoY	
		Q1	Q2	Q3	Q4	Full-year	Q1	(fluctuation)	(Percentage)
	Number of party participants	95,715	91,375	82,731	75,946	345,767	70,610	△25,105	△26.2%
Matching Business	Number of parties held	8,284	7,787	7,477	7,208	30,756	6,956	△1,328	△16.0%
	Number of matches (apps) *	289,162	313,518	312,258	279,486	1,194,424	312,308	+23,146	+8.0%

<sup>\*</sup>The number of people matched retroactively changed due to the reclassification of IBJ Gohan Dating (formerly Rush) from the Party business to the App business.

By period				2023	2024	YoY	YoY		
		Q1	Q2	Q3	Q4	Full-year	Q1	(fluctuation)	(Percentage)
	Number of interviews (insurance & wedding)	564	631	801	660	2,656	622	+58	+10.3%
Life Design Business	The number of Selfit arranged marriage meeting photos taken	930	1,229	1,340	1,198	4,697	1,403	+473	+50.9%
	K village Number of students (Korean & voice training)*	12,450	13,118	14,010	14,696	_	15,909	+3,459	+27.8%

\*As of the end of each quarter

(4.4)			2023			2024	YoY	YoY
(Million yen)	Q1	Q2	Q3	Q4	Full-year	Q1	(fluctuation)	(Percentage)
Net sales	3,864	3,861	5,830	4,093	17,649	4,254	+ 390	+10.1%
Cost of sales	156	158	1,939	298	2,552	294	+138	+88.4%
Gross profit	3,707	3,702	3,891	3,795	15,096	3,959	+ 251	+6.8%
SG&A	3,173	3,272	3,114	3,305	12,865	3,295	+122	+3.9%
Operating income	534	430	776	489	2,230	663	+129	+24.2%
Total non-operating income	16	31	32	$\triangle 0$	80	3	△13	△76.9%
Total non-operating expenses	3	5	4	5	19	5	+1	+45.0%
Ordinary income	547	456	804	483	2,292	662	+114	+20.9%
Total extraordinary income	69	248	82		400	82	+13	+18.9%
Total extraordinary loss	0	31	4	293	330		△0	_
Net income attributable to owners of parent	365	440	571	252	1,629	481	+ 115	+31.7%

#### Supplemental Information

- The increase in cost of sales was due to an increase in the number of consolidated subsidiaries in K Village.
- The decrease in non-operating income was due to the sale of investment securities in the previous fiscal year.

		20	23		2024	Dei-	Drier year throughout ratio	
(Million yen)	Q1	Q2	Q3	Full-year	Q1	Prior year throughput ratio (fluctuation)	Prior year throughput ratio (Percentage)	
Current assets	7,471	7,722	8,109	8,091	6,170	△1,920	△23.7%	
Cash and deposits	3,141	3,052	3,887	3,789	2,489	△1,299	△34.3%	
Non-current assets	7,803	8,417	8,364	10,029	10,134	+ 105	+1.1%	
Total assets	15,275	16,140	16,473	18,120	16,305	△1,815	△10.0%	
Current liabilities	4,036	4,569	5,464	7,187	5,426	△1,761	△24.5%	
Non-current liabilities	3,139	3,091	2,921	2,908	3,261	+ 352	+12.1%	
Total liabilities	7,175	7,661	8,386	10,096	8,687	△1,408	△14.0%	
Total net assets	8,099	8,478	8,086	8,023	7,617	△406	△5.1%	
Total liabilities and net assets	15,275	16,140	16,473	18,120	16,305	△1,815	△10.0%	

Supplemental Information

<sup>•</sup> The decrease in cash and deposits in current assets was due to the acquisition of treasury stock and investment securities.

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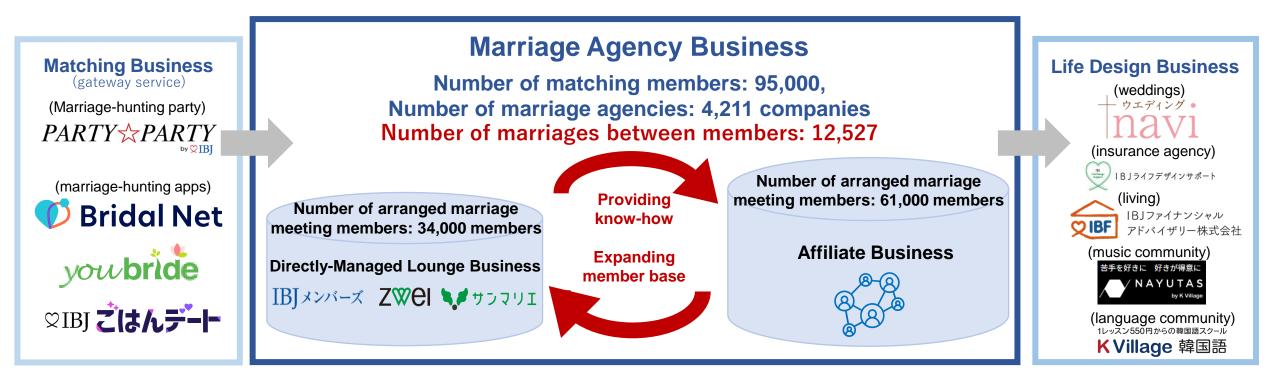
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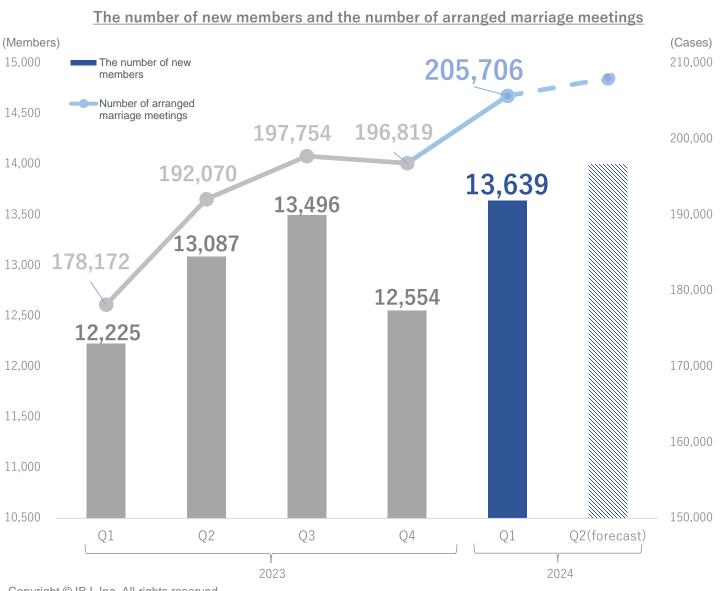
# Operating the largest marriage-hunting platform in Japan with directly managed lounges and franchisees.



The matching business is the gateway service for our marriage agency business, and our life design business primarily targets the growing number of marriages between members

<sup>\*</sup>Number of matchmaking members and marriage agencies as of March 31, 2024

### The number of new members and the number of arranged marriage meetings were the highest ever



# The number of new members factors of increase

- Increased recognition by word of mouth and other means due to an increase in the number of marriages
- Supporting the start-up of franchisees to attract more customers

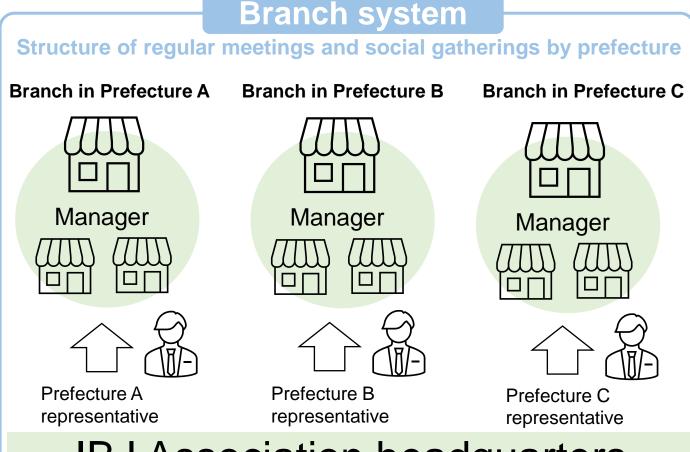
# Factors behind the increase in the number of blind dates

- Increase in the number of matchmaking partners due to expansion of membership base
- Matchmaker's proactive push for matchmaking applications

# Increase in number of marriages

KPI increased multiplicatively due to a combination of the above factors

Introduced new measures (branch system) by grouping prefectures to improve "organizational strength" of the federation and to spread the IBJ method.



**IBJ** Association headquarters

# Benefits of the branch system

- (1) Spreading IBJ method to all franchisees
- (2) Increased motivation through stronger interaction among member stores
- (3) IBJ's support according to every branch's respective issues



Aiming to increase the number of members and successful marriages by replicating the IBJ method at all member branches

# Business profit rate increased by 12.3% by enhancing the organizational structure and with optimized marketing

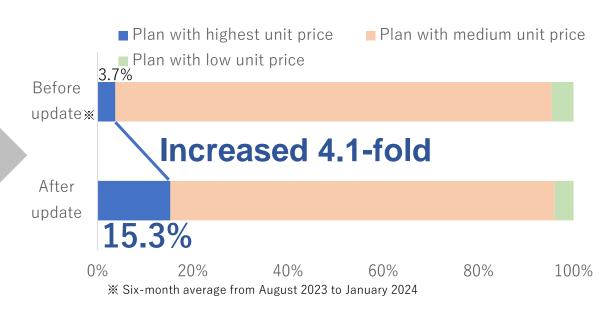


# Pricing strategy launched in mid-February aims to improve per-customer spend

IBJメンバーズ

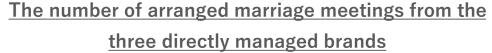


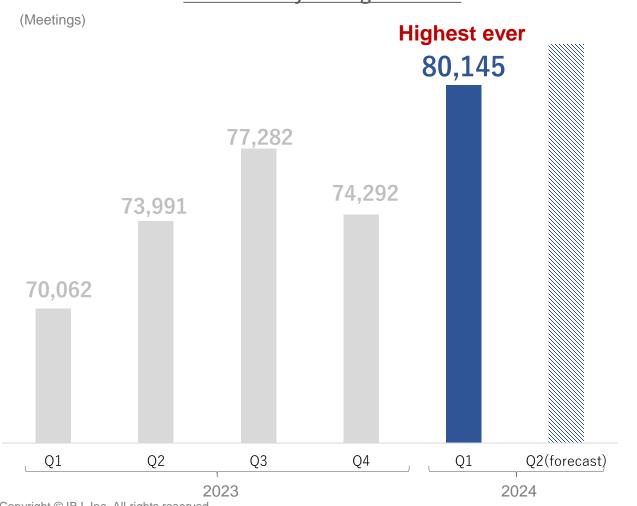
Increase average unit customer price with new members on the highest unit-price plan



Average unit customer price in March 2024 increased by approximately 15,000 yen

# Over 80,000 arranged marriage meetings recorded for the first time due to the increase of new group agency memberships and members



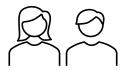




Focused on developing sales staff and new memberships increased

New members

+7.1% YoY



Number of arranged marriage meetings





Member base increased with the business transfer of Prime Marriage

Number of arranged marriage meeting members

+20.3% YoY



Number of arranged marriage meetings

+30.4% YoY



Gathering potential customers who are extremely driven to get married, which will result in the increase of directly managed business's memberships

(1) Clarify concept to gather highly likely potential customers

Concept	Entertainment party(parties in town)	Marriage-hunting party
Age group	Age 20–50	Age 25–39
Customer group	Casual encounters	Looking for partners to marry
Aim	Getting potential customers	Sending customers to directly managed lounges

(2) Change the number of people at marriage activity parties to attract personality-driven participants

Up to 16 on 16



To the atmosphere where everyone can take time talking to each other



Focus on the quality of meets
Focus on Values and personality

Up to 8 on 8

Focus on the number of people to meet Focus on the first impression



Improves the sales opportunity for directly managed lounges' memberships

### Increase LTV by taking advantage of the superiority of our integrated service offerings

# **Marriage-hunting domain**

# Marriage

# Life design domain

Matchmaker



Accompaniedstyle service



South East

Passing the baton

Member Information Sharing (Hearing details, etc.)



Supporting Married Couples



-Predominance(1)

 High level of trust in matchmakers who stayed with them until marriage, and high effectiveness in sending customers to the life design area —Predominance(2)

- Appropriate proposals based on the content of the hearing during the marriage
- Highly satisfactory because you and the planner work together to plan your future life, not just purchase and sign a contract for a product.

# Expand business domain with M&A in mind to increase LTV and improve business performance

Areas where business expansion is expected

M&A with operating income of 500 million to 1 billion yen

Business areas where IBJ's business foundation can be utilized

or

New business areas with high potential needs

ex) Wedding, housekeeping, education, beauty, etc...



Further increase LTV through business domain expansion

**Insurance and Asset Management** 

navi

**Weddings** 

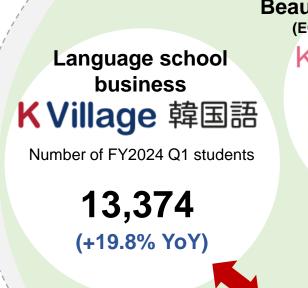
Looking for residence

Service development tailored to life stages

成婚カップル

Expanding business as the largest Korean community in Japan and Korea by capturing the needs of Korean lovers as a new revenue pillar

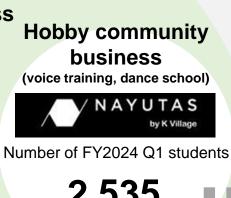
# Largest Korean community in Japan and Korea



**Mutually linked** 

Potential customers who like Korea rapidly increasing







Korean information media business
K Village MODULY
Total DL

FY2024 Q1 **40,026** (+52.3% YoY)



Peripheral domain

# 

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## Creating wedding couples to fundamentally solve the problem of society with fewer children

The government's measure for society with fewer children is support for people raising families

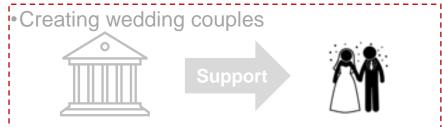
Financial support for raising family



Helping double-income households to raise family



#### Not enough



IBJ support



Fundamental reason people are having fewer children People, especially young people, not getting married, and getting married later,

The final number of children people have in Japan (the average final number of children between couples)

1972 2021 2.20 1.90

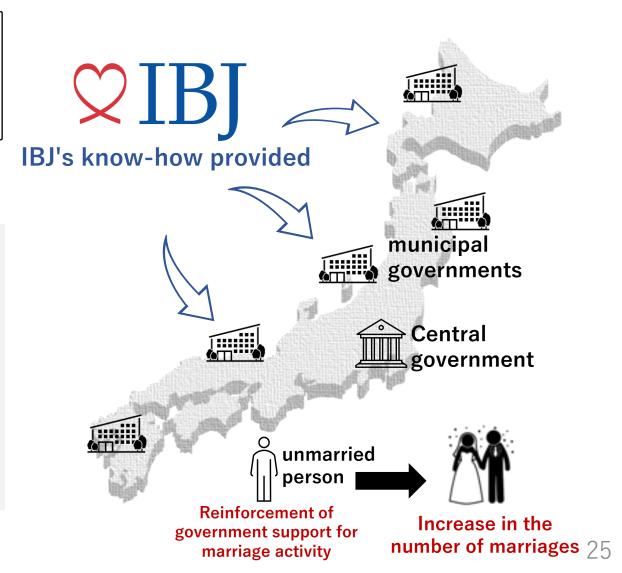
The birth rate between couples has not changed for 50 years, at around 2. To solve the problem of people having fewer children, it is important to increase the number of marrying couples

# IBJ's know-how (organization of nudges)

Strengthening support for marriage activity by providing the government with the know-how of nudges (nudge) certified by an industry organization as a "marriage activity counselor certified educational institution".

Japan Life Design Counselors Association, a non-profit organization in the marriage counseling industry, accredits IBJ as a "Certified Educational Institution for Marriage Activity Counselors"

# Systematically learn the knowledge needed to be a marriage counselor.



# In addition to seminars and marriage activity events on consignment, we provide practical support by encouraging the acquisition of certification.

Scenes from staff training of Saga Prefecture's "Deai Support Center"





**Implemented** nationwide 25 prefectures **IBJ** Group Seminar and marriage activity event support

Held more than 400 events





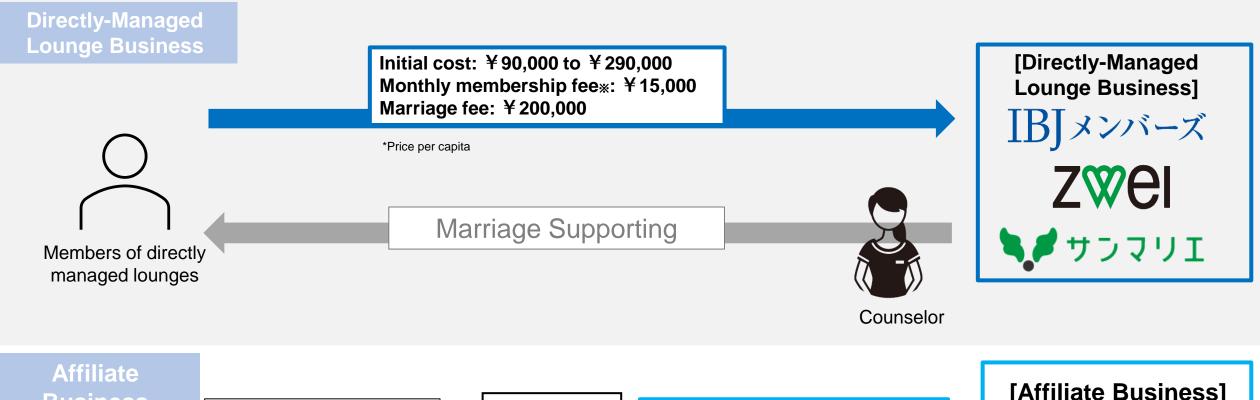
activity by spreading IBJ's know-how to central and local governments

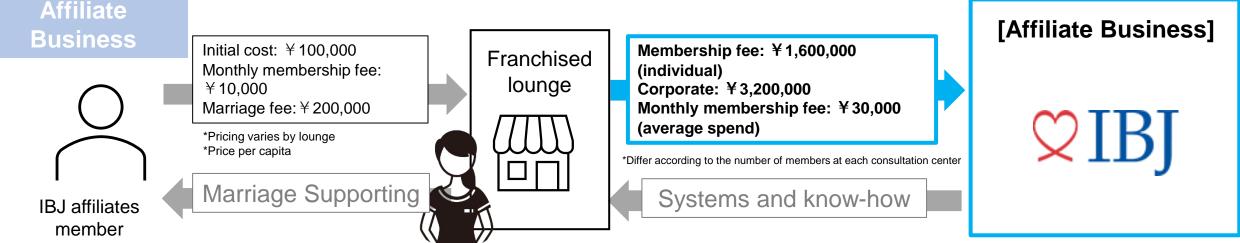
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Matchmaker

### **Party Business**

Party members

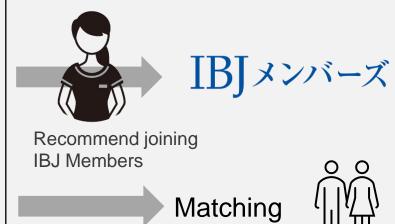




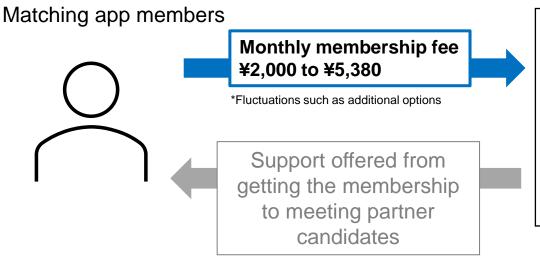
Store-type parties Held in lounges exclusively for marriagehunting parties

e.g. aquarium, fireworks, etc

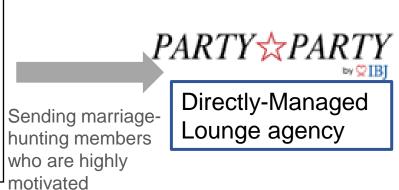




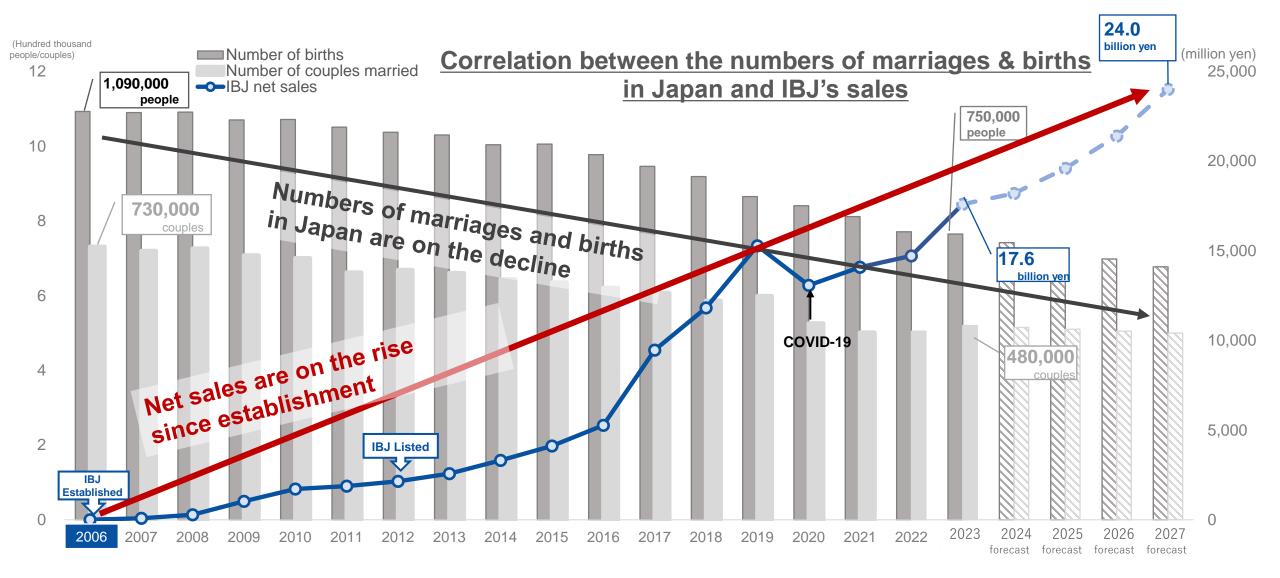
#### App Business



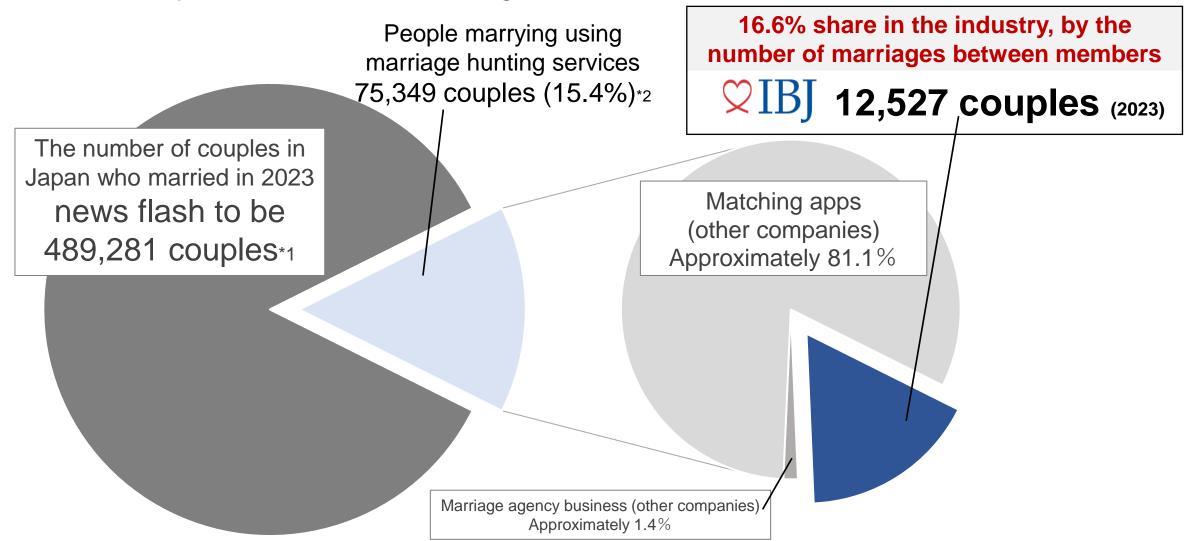




IBJ's performance is on the rise while the numbers of marriages and births in Japan are declining



We boast one of the best shares in the marriage-hunting industry, by the number of marriages between members, at 16.6%



<sup>\*1</sup>Based on the Ministry of Health, Labour and Welfare's "Summary of Vital Statistics (Fixed Number) for 2022 (1947-2022)" and the Ministry of Health, Labour and Welfare's "Preliminary Vital Statistics (December 2023)" for the year 2023.

<sup>\*2</sup> Calculated and created based on the ratio of people using marriage hunting services, as presented by Recruit Bridal Research's "Marriage-hunting service usage survey 2023"

# Public transport ad further enhanced, featuring rising star Kasumi Mori

## Ads run in 11,500 taxis in Tokyo's 23 wards





▲Image (two types, with a news-style video + an ad video)

Played a total of approximately

2.33 million times\*

\*Total number the ad is played from April 1 to 7

## Public transport ad enhanced with new and





Ginza Line and Marunouchi Line in Tokyo, and JR lines in the Tokai and Kansai areas



Stickers for the ad inside trains

Increased to 10,635 stickers (+3,750 stickers from before)

▲ New visual

Estimated number of people seeing the ad per year\*

April 2023-March 2024

358.77 million people



April 2024–March 2025

**423.24 million** people

Plays a part in further improving recognition

<sup>\*</sup> Target demography: "SOTO/ex2023" VR (men and women aged 12 to 69) "ACR/ex2022" VR (men and women aged 12 to 69) \*GRP: "SOTO/ex2023" VR "ACR/ex2022" VR (men and women aged 12 to 69)

<sup>\*</sup> Number of times used per day: "SOTO/ex2023"VR "ACR/ex2022" VR (men and women aged 12 to 69) \*Rate of introduction in the lines: railway data \*Rate of focusing on the ad: "TOKYO METRO MEDIA DATA2015" "JEKI MEDIA DATA 2019"

# (Sustainability) Promoting SDGs (1)

IBJ creates value by bringing marriages between members, contributing to the issue of fewer people getting married and having children, making the people with whom we have a relationship happy

#### **Five themes**

Theme	Commitment
Society	Contributing to creating a society that accepts diverse values as well as views on marriage
Economy	Maintaining and improving safe and healthy places to meet potential partners, vitalizing the marriage market, driving its growth
Employees	Creating an organization where every employee can put their individuality and strengths to work, whose growth results in business results
Organization	Creating a resilient business foundation that is fit for us as the industry-leading company
Environment	Contributing to the healthy global environment for future generations, by promoting corporate activities in harmony with the environment



# (Sustainability) Promoting SDGs (2)

# **Getting members married with IBJ services**

₹5	
•	

Social issues	Matters to be resolved	KPI
(1) Aging society problem	Increasing the number of franchisees and matchmakers (promoting the employment of senior citizens, measures against loneliness)	7,000 franchisees Number of arranged marriage
(2) Regional issues	Increasing the number of franchisees and regional members (regional revitalization and the issue of businesses lacking successors)	meeting members: 173,000 members
(3) Countermeasures to the declining birthrate	Increase the number of members and marriages between members  (countermeasures to fewer people getting married, raising the number of births)	Number of marriages between members: 20,000 couples (4% of Japan's annual marriages)

E (Environment)						
Materiality	Goal	Target				
Running business with attention to the environment (environmental efficiency of our business operations)	7 = 1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1.1	7.3				
Reducing power use (reducing overtime, introducing LED lighting) Saving paper (going paperless)	13 宗枫変略に 具体的な対策を	13.1				

	S (Society)			G (Governance)		
t	Materiality	Goal	Target	Materiality	Goal	Target
	Providing a safe place to meet potential partners     (data security, protection of personal information)	4 報の方い地質を	4.4 8.1	Code of conduct     Corporate governance	<b>16</b> 平和と公正を すべての人に	16.3 16.5
	Securing expert personnel and developing personnel (diversity and inclusion, training program)	8 報告がいる 保めばまる	8.2 8.5	Ensuring healthy and transparent business management with dynamic and flexible management, and enhanced management monitoring functions	<b>Y</b> .	16.6 16.7
	Corporate citizenship activities (contributing to communities)     (Vitalizing marriage-hunting business through collaborations between regional corporations, banks and municipalities)	10 AMBORTA SECTION 16 TREASE 16 TREASE	10.3 16.3			

# Communicating the benefits of marriage to increase the number of young people inclined to get married

 For both men and women, the No.1 answer regarding the benefits of getting married was "being able to have kids and family"

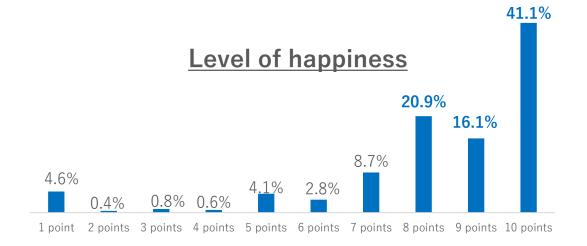
Source: Created based on the National Institute of Population and Social Security Research's "The 15th basic survey on birth trends"

Benefit item	Men	Women
Can have children and family	33.6%	47.7%
Can get a place of mental comfort	32.3%	29.7%
Can respond to the expectations of parents and others	14.6%	19.1%

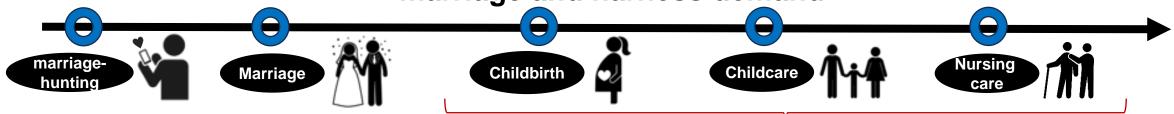
Married people are happy
 78.1% of them rated their happiness as

 8–10 points

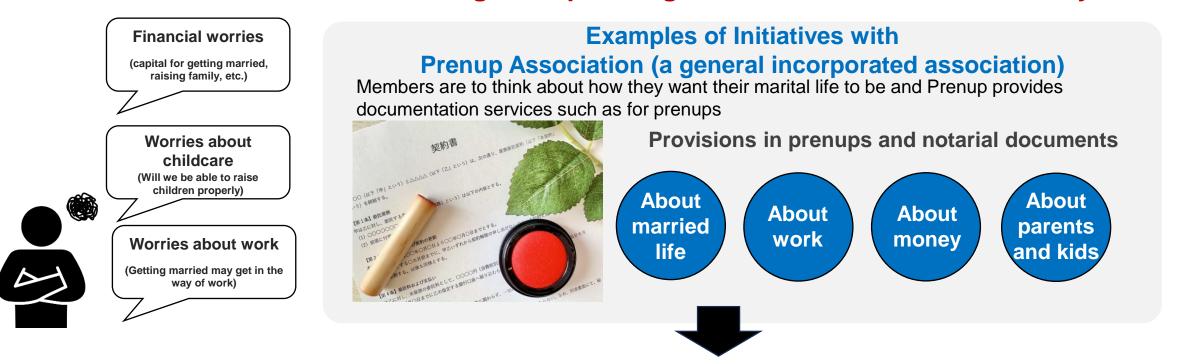
Source: IBJ (surveyed between February 16-March 1, 2022, 1,860 men and women who married through the IBJ network)



Supporting members continuously even after they get married, to lower the hurdle for marriage and harness demand



### Members get life-planning services from IBJ about the way forward



Going forward we will consider systems that will eliminate concerns and risks after marriage, and consider enhancing programs

# **Corporate History**

2006	<ul> <li>IBJ Inc. is established and the Japan Association of Marriage Agencies business is launched</li> <li>Took over the Bridal Net and PARTY☆PARTY businesses from the predecessor company</li> </ul>
2012	· Listed on the Osaka Stock Exchange JASDAQ Market (currently the Tokyo Stock Exchange)
2014	· Changed to the Second Section of the Tokyo Stock Exchange
2015	· Listed on the First Section of the Tokyo Stock Exchange
2018	<ul> <li>Selected as one of "Asia's 200 Best Under A Billion" by Forbes Asia</li> <li>Established IBJ Financial Advisory Co., Ltd. to operate real estate business</li> </ul>
2019	· Made Sunmarie Co., Ltd. and K Village Tokyo Co., Ltd. subsidiaries
2020	· Made ZWEI Co., Ltd. subsidiaries
2022	Transitioned to the Tokyo Stock Exchange Prime Market
2023	<ul> <li>12,527 marriages created (2.6% of all marriages in Japan)</li> <li>Capital and business alliance with O-Net Inc.</li> </ul>
2024	· Number of marriage agencies exceeded 4,200 companies

# **Company Profile**

Company name: IBJ, Inc.

Date of Establishment: February 2006

Location: Shinjuku First West 12 and 17F, 1-23-7 Nishi-Shinjuku, Shinjuku-ku, Tokyo

Number of Employees: 1,258 (Mar. 2024)

Directors:

President and Representative Director: Shigeru Ishizaka

Managing Director: Kenjiro Tsuchiya

Director: Yasuyuki Yokogawa

Outside Director: Kohzoh Umezu

Outside Director: Megumu Murakami

Outside Director: Mai Satou

Full-time Auditor: Yuki Futatsuya

Corporate Auditor: Nobuyuki Teramura

Corporate Auditor: Syuhei Takahashi

Listing Market: Tokyo Stock Exchange Prime Market (6071)





## **TSE Prime Market: 6071**

IBJ, Inc

12<sup>th</sup> &17<sup>th</sup> floor, Shinjuku First West 1-23-7 Nishi Shinjuku, Shinjuku-ku, Tokyo 160-0023

These presentation materials are prepared as a reference for investors to give them an understanding of the current status of IBJ, Inc. The information contained in this presentation is based on a generally accepted understanding of economic and social conditions as of May 2024 as well as certain assumptions considered to be rational. The information contained herein may be altered without notice due to changes in the business environment and other such reasons.

The updated information on IR is available on our official LINE account.







人と人をつなぐのは、人だと思う。

An Interpersonal encounter is arranged only by a human.