



June 3, 2024

Everyone

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 (Securities code: 6071 Tokyo Stock Exchange)  
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Monthly KPI Report for May 2024

We are pleased to report the following monthly KPIs for May 2024 for IBJ's Marriage Agency Business

	May 23(A)	May 24(B)	Change(B)/(A)
Number of marriage agencies	3,864	4,274	+10.6%
Number of new membership	4,479	5,498	+22.8%
Number of marriage meetings	58,854	67,204	+14.2%
Number of Marriages per Month	1,141	1,245	+9.1%
Number of Arranged marriage Meeting member	83,864	89,620	+6.9%

\*The number of registered members is the number of members registered on the IBJ's matchmaking system out of the number of matchmaking members at member agencies and directly managed agencies \*The number of successful marriages is the number of successful marriages only within IBJ (excluding those at federations other than IBJ, introductions by friends, etc.)

Each of the various KPIs for IBJ's marriage agency business performed well, with KPIs other than the monthly number of successful marriages reaching record highs. In particular, the number of matchmaking matches reached a new high for the third consecutive month, the number of new membership exceeded 5,000 for the first time, and the number of registered members is growing close to 90,000, indicating that demand for marriage activity is continuing to grow. The reason for this strong performance is that the measures we have taken since last year, including support for the launch of new member agencies, have been successful, and the cycle of increasing KPIs (1) through (3) below is functioning organically.

- (1) Increase in the number of new membership due to an increase in the number of franchisees
- (2) Increase in the number of marriage meetings due to an increase in the number of new membership
- (3) Increase in the number of marriages due to an increase in the number of marriage meetings

May is a month in which the number of new membership increases due to the Golden Week holidays. In this fiscal year, the number of new membership exceeded 5,000 for the first time, thanks to the effect of support for the start-up of member agencies and aggressive sales efforts to accurately grasp demand at directly operated agencies. The number of new members increased significantly to 5,498 because of the combined effect of O-Net, which has been in operation sequentially. From next month onward, we expect

to see a further increase in the number of marriage meetings and marriages as a result of the increase in new membership.

IBJ will continue to strive to increase the number of successful marriages in Japan as a leading company in the marriage activity industry.