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To All Concerned Parties

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### **Monthly Information for September 2024**

We are pleased to announce the monthly results of our " Home visit purchase business " "Group store purchase business " and "other purchase business " for September.

Please refer to the end of this report for the assumptions used for KPI disclosure in each business segment. The next monthly report for October 2024 is scheduled to be released on November 14, 2024.

#### **■Monthly Summary**

##### **< Home visit purchase business >**

• The number of visits in September was boosted by increased return visits, which has been strengthened in the current fiscal year, and the transfer of visits due to the impact of a major typhoon in late August, etc. However, customer demand declined significantly in September due to the highest temperature since statistics began, and measures to strengthen inquiries after October, which is a strategic busy period, with an awareness of advertising efficiency resulted in a 100% year-on-year level. As a result of these measures, the number of visits from October is expected to increase compared to the forecasted number of business trip visits disclosed in the financial results presentation in August 2024.

The revisit rate for September was approximately 9.4%.

• In September, purchase volume was 690 million yen, up 107% from last year. This increase was due to increased purchase volume due to the effect of sales enablement and an increase in the number of revisits with high unit prices, which exceeded the growth rate of visits.

##### **<Group store purchase business and other purchase business>**

• In the group store purchasing business, the number of customers was lower than expected due to the temperature and the significant drop in the gold market price in the first half of September. Still, the unit price was higher than expected due to measures to strengthen the acquisition of repeat customers, resulting in a purchase amount of 1,650 million yen, up 103% from the same month last year.

• The number of group stores progressed as expected against the full-year plan.

• Since Musubi's purchase volume is reflected one month late, the purchase volume of the group store purchasing business and other purchasing business in August was retroactively adjusted, increasing from 138% to 166% year-on-year.

< Forecast for the Second Half of the Fiscal Year >

· Although business progress in September was slightly below expectations, there will be no impact on the achievement of the consolidated performance plan for the second half of the year due to the orderly performance results in July and August and the implementation of recovery measures from October onward. We also expect third-quarter results (July to September) to be in line with our internal assumptions.

< Home visit purchase business >

■Number of visits

FY2024	Jan	Feb	Mar	Apr	May	Jun	1H
N of visits	19,837	19,174	23,733	24,527	25,968	23,766	137,015
YoY	106%	106%	114%	125%	119%	107%	113%

	Jul	Aug	Sep	Oct	Nov	Dec	Full Year
N of visits	23,570	19,275	23,714				
YoY	112%	101%	100%				

(Full-year Number of visit plan: 284,800/YoY 109%, 71.5% progress in this fiscal year)

■Amount of purchases (Million yen)

FY2024	Jan	Feb	Mar	Apr	May	Jun	1H
A of purchases	592	570	675	787	876	753	4,254
YoY	129%	123%	129%	143%	149%	124%	133%

	Jul	Aug	Sep	Oct	Nov	Dec	Full Year
A of purchases	733	612	690				
YoY	132%	121%	107%				

<Group store purchase business and other purchase business>

■Amount of purchases (Million yen)

FY2024	Jan	Feb	Mar	Apr <sup>*1</sup>	May	Jun	1H
A of purchases	1,386	1,494	1,775	2,177	2,733	2,251	11,817
YoY	183%	208%	183%	227%	221%	204%	206%

	Jul	Aug <sup>*2</sup>	Sep <sup>*3</sup>	Oct	Nov	Dec	Full Year
A of purchases	2,180	<u>1,783</u>	1,650				
YoY	201%	<u>166%</u>	103%				

<sup>\*1</sup> The purchase amount of Musubi Company was added from April 2024.

<sup>\*2</sup> Since Musubi's purchase volume is reflected one month late, the July figures are retroactively adjusted from the monthly figures released on September 13. Before the revision, the August purchase volume was 1,482 million yen (138% y/y).

<sup>\*3</sup> Purchases in August and year-on-year comparison do not include Musubi Corp.

■Number of Stores

Company name	End of the previous period (A) (Dec. 2023)	Aug. 2024 (B)	Sep. 2024 (C)	increase or decrease		Remark: Opening and Closing of Stores etc,
				(C)-(A)	(C)-(B)	
BuySell Technologies	23	31	32	+9	+1	Kita-senju
TIMELESS	26	31	33	+7	+2	Higashi-Osaka, Akita
Four-Nine (direct management)	19	19	19	-	-	
Four-Nine (franchises)	200	222	228	+28	+6	6 stores opened, and 0 stores closed
NISSO	5	5	5	-	-	
MUSUBI	-	60	60	+60	-	Combined from April 2024 due to new consolidation
Group total	273	368	377	+104	+9	

End.

**(note)**

- The above results are preliminary and may be revised at a later date.  
Figures in this document are unaudited.
- P/L consolidation of Four-nine from October 2022, Nisso from January 2024, and Musubi from April 2024.
- Number of visit: Several visits to customers' homes by our field salespersons.
- Amount of purchases: Total amount of items purchased from customers (before elimination of intercompany transactions).

**(Assumptions for KPI disclosure in each business)**

● **Home visit purchase business**

**Disclose "Number of visits," and "Amount of purchases" as monthly KPIs.**

The number of visits and the purchase amount are defined as key indicators of monthly progress in our main business, the home visit purchase business (on a non-consolidated basis). We define "number of visits," and "purchase amount" as KPIs to be disclosed as important indicators of monthly progress in our main business (non-consolidated), home visit purchase business.

\*Based on the policy of expanding profitability, the Company has adopted a policy of disclosing "purchase amount" instead of "sales" as a monthly performance indicator for the "home visit purchase business", to strategically determine and execute the selection of sales channels and timing of sales according to inventory conditions and other factors.  
Such purchases are recorded as net sales when sold after a certain period.

● **Group store purchase business and other purchase business**

**Disclose "Amount of purchases" and "Number of Stores" as monthly KPIs.**

In addition to the Group's overall store purchase business (consolidated), this segment consists of home delivery purchasing, auction purchasing, and supplier purchasing. The "number of stores" and "amount of purchases" are defined as disclosed KPIs as important indicators of monthly progress in this business.