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Monthly Report for 07/2024

≪Total Sales≫

Total sales increased by 10.2% y-o-y to 1,949,737 thousand yen.

≪KeePer LABO Operation Segment (B-to-C)≫

In July, sales at all 120 directly managed stores increased 5.7% y-o-y to 1,056,817 thousand yen, and sales at 106 existing stores decreased 3.3% y-o-y to 967,175 thousand yen.
From this monthly report onwards, we are disclosing FC-related sales separately.
The total sales for KeePer LABO operations, including both directly managed stores and FC-related sales, amounted to 1,067,115 thousand yen, a 5.4% increase.

| Impact of Late Rainy Season and Heavy Rain in Northern Japan

The number of car wash customers decreased due to the late end of the rainy season and heavy rain in Northern Japan. Last July had a generally dry rainy season with an early end, resulting in a 25% increase in the number of visitors to existing stores and a 15.3% increase in performance. However, this year, the late end of the rainy season, heavy rain in Tohoku, and prolonged rain in Hokkaido significantly reduced the number of car wash customers. Nevertheless, in the last ten days of July, when the rainy season ended, the number of visitors nationwide increased rapidly, recovering to 84% (78% in Northern Japan) of the previous year's levels at existing stores. Additionally, the number of coating applications did not decrease, and the average unit price increased by 15.2% due to fewer low-priced car washes. As a result, the performance at existing stores only decreased by 3.3%.

| Status of KeePer Coating Applications

EX/TREX KeePer applications reached 1,261 (17.2% increase), exceeding 1,000 units for the second consecutive month. The Diamond KeePer series had 4,684 applications (2.1% increase), maintaining steady growth. The combined number of Crystal KeePer and Fresh KeePer applications decreased by 6.0% to 7,469 units, and maintenance services for all KeePer coatings decreased by 3.2%. This unusual decrease is attributed to the aforementioned late end of the rainy season, which affected customer sentiment, causing some to delay reapplications and maintenance. On the other hand, the high-performance, high-priced EX KeePer saw the most growth, indicating a continued high demand for long-lasting vehicle cleanliness. This contributed to an increase in the average unit price (18,152 yen/unit: 16.6% increase).

| Measures Against Heat Stroke in Preparation for the Heatwave
A heatwave is expected this August as well. Currently, labor productivity is maintained at an appropriate level of 7,571 yen/hour (3.6% increase year-on-year). However, consecutive days of extreme heat can exhaust store staff. Therefore, we are taking measures against heat stroke, including regular hydration and rest breaks, as well as allowing additional time for car wash procedures to accommodate hydration breaks. Furthermore, we are enhancing air conditioning equipment across all stores to improve working conditions. We will continue operations while protecting store staff from heat stroke.

≪KeePer Products Related Segment (B-to-B)≫
In July, sales in the KeePer Products Related Segment increased by 15.5% y-o-y to 882,622 thousand yen.

In the "Aftermarket," centered around KeePer Pro Shop, sales increased by 9.3% year-on-year, showing steady growth primarily driven by Fresh KeePer. Despite entering the peak demand season in July and seeing a significant rise in customer interest in car washing and coating services, the extreme heatwave this year caused a decline in daytime services, leading to stagnation in the number of coating applications.

In the “New Car market,” the number of new car registrations (including standard and small passenger cars) increased by 3.6% year-on-year, marking the first increase since December 2023. KeePer's sales volume grew across all channels, showing a substantial 73.5% increase year-on-year. The most significant growth was observed with Toyota, especially in areas where KeePer LABO stores are co-located within Toyota new car dealerships, highlighting the advantage of having KeePer LABO locations. Similarly, new car dealers adopting KeePer, such as SUBARU, Honda, and Mitsubishi, saw an improvement in the attachment rate of coatings, leading to increased sales.

Regarding “overseas operations,” KeePer LABO made its first international expansion by opening a store in Singapore on August 1, 2024. This strategic move aims to accumulate overseas operational know-how and develop new products and services tailored to the local business environment. This will accelerate product deployment in future expansion countries and boost overseas expansion, focusing on Southeast Asia.

≪Total Sales≫

(,000 yen)	Total Sales	yoy	Products	yoy	LABO	yoy
2022/4	**1,352,616**	+12.7%	**552,986**	-5.1%	**799,630**	+29.7%
2022/5	**1,248,362**	+28.2%	**521,921**	+26.0%	**726,441**	+30.3%
2022/6	**1,354,483**	+37.7%	**630,648**	+24.4%	**723,835**	+52.6%
2022/7	**1,313,435**	+13.9%	**505,498**	-7.9%	**807,937**	+33.8%
2022/8	**1,285,163**	+16.7%	**558,749**	+4.1%	**726,413**	+28.7%
2022/9	**1,223,148**	+20.0%	**521,789**	+15.0%	**701,359**	+24.1%
2022/10	**1,369,581**	+19.1%	**571,581**	+13.0%	**797,999**	+23.8%
2022/11	**1,479,647**	+21.0%	**766,333**	+20.8%	**706,128**	+19.9%
2022/12	**1,982,927**	+16.7%	**804,156**	+15.0%	**1,175,771**	+17.5%
2023/1	**962,220**	+20.2%	**390,626**	+28.4%	**570,665**	+14.9%
2023/2	**1,248,106**	+33.0%	**506,685**	+29.0%	**740,492**	+35.7%
2023/3	**1,629,304**	+16.1%	**719,206**	+8.4%	**906,053**	+22.4%
2023/4	**1,768,469**	+30.7%	**745,052**	+34.7%	**1,012,058**	+26.6%
2023/5	**1,441,609**	+15.5%	**615,544**	+17.9%	**817,349**	+12.5%
2023/6	**1,489,393**	+10.0%	**685,609**	+8.7%	**802,546**	+10.9%
2023/7	**1,769,449**	+34.7%	**764,070**	+51.2%	**1,001,505**	+24.0%
2023/8	**1,565,335**	+21.8%	**733,871**	+31.3%	**831,464**	+14.5%
2023/9	**1,455,244**	+19.0%	**622,488**	+19.3%	**832,756**	+18.7%
2023/10	**1,729,722**	+26.3%	**741,845**	+29.8%	**987,876**	+24.0%
2023/11	**1,757,524**	+18.8%	**884,806**	+15.5%	**872,717**	+23.8%
2023/12	**2,505,801**	+26.4%	**1,074,817**	+33.7%	**1,430,984**	+21.8%
2024/1	**1,220,047**	+26.8%	**554,423**	+41.9%	**665,624**	+16.9%
2024/2	**1,390,773**	+11.4%	**664,588**	+31.2%	**726,185**	-1.8%
2024/3	**1,834,971**	+12.6%	**836,835**	+16.4%	**998,136**	+10.3%
2024/4	**2,009,437**	+13.6%	**896,077**	+20.3%	**1,113,360**	+10.0%
2024/5	**1,747,256**	+21.2%	**810,947**	+31.7%	**936,309**	+14.6%
2024/6	**1,710,756**	+14.9%	**801,505**	+16.9%	**909,250**	+14.4%
★2024/7	**1,949,737**	+10.2%	**882,622**	+15.5%	**1,067,115**	+5.4%

Note : The figures published as a monthly report are unaudited preliminary figures.
Therefore, they may differ from the figures in the earnings report and may be revised in the next update.
These figures are for KeePer LABO directly managed shops and the sales of chemicals to FC stores.

≪LABO Stores: All Stores≫

All Stores	Sales ,000 yen	yoy	# stores	Pure, maint	yoy	Crystal	yoy	Fresh	yoy	Dia related	yoy	EX	yoy	# visits	yoy	ASP (yen/visit)	yoy	Produc-tivity (yen/hr)	yoy
2022/7	**807,937**	+33.8%	94	**5,670**	+6%	**6,650**	+26%			**3,805**	+21%	**861**	+52%	**48,294**	+11%	**16,707**	+18.8%	**7,642**	+13%
2022/8	**726,413**	+28.7%	94	**5,611**	+16%	**5,785**	+22%			**3,430**	+18%	**685**	+8%	**46,241**	+17%	**15,681**	+8.3%	**7,115**	+3%
2022/9	**701,359**	+24.1%	94	**4,846**	+3%	**4,094**	-10%	**1,167**	-	**3,414**	+14%	**760**	+23%	**43,840**	+12%	**15,984**	+10.5%	**7,002**	+4%
2022/10	**797,999**	+23.8%	94	**6,087**	+15%	**4,795**	-4%	**1,402**	-	**3,712**	+18%	**789**	-2%	**52,446**	+14%	**15,195**	+9.2%	**7,192**	+2%
2022/11	**706,128**	+19.9%	96	**5,131**	+7%	**4,183**	-14%	**1,142**	-	**3,228**	+10%	**806**	+24%	**45,037**	+3%	**15,650**	+16.6%	**6,938**	+4%
2023/12	**1,175,771**	+17.5%	96	**10,624**	+12%	**7,440**	-8%	**2,137**	-	**4,553**	+6%	**1,223**	+4%	**71,008**	+10%	**16,541**	+6.4%	**8,061**	+3%
2023/1	**570,665**	+14.9%	96	**4,473**	+7%	**3,108**	-14%	**922**	-	**2,403**	+11%	**705**	+15%	**43,642**	+2%	**13,048**	+13.2%	**6,527**	-2%
2023/2	**740,492**	+35.7%	96	**4,707**	+32%	**3,767**	0%	**1,089**	-	**3,348**	+22%	**1,215**	+55%	**47,781**	+26%	**15,479**	+8.0%	**7,973**	+9%
2023/3	**906,053**	+22.4%	97	**5,747**	+11%	**6,442**	+21%	**1,458**	-	**4,439**	+15%	**1,210**	+16%	**53,286**	+12%	**16,988**	+9.3%	**7,936**	0%
2023/4	**1,012,058**	+26.6%	97	**6,814**	+28%	**5,866**	+1%	**1,937**	-	**4,720**	+33%	**1,325**	+22%	**59,414**	+26%	**17,186**	+1.4%	**7,838**	+2%
2023/5	**817,349**	+12.5%	99	**6,278**	+2%	**4,898**	-17%	**1,780**	-	**3,708**	+23%	**952**	+42%	**53,357**	+1%	**15,440**	+12.1%	**6,613**	-7%
2023/6	**802,546**	+10.9%	106	**5,187**	+8%	**4,531**	-29%	**1,725**	-	**3,857**	+13%	**952**	+29%	**47,016**	+8%	**17,041**	+2.4%	**6,761**	-12%
2023/7	**1,001,505**	+24.0%	106	**7,278**	+28%	**5,733**	-14%	**2,206**	-	**4,588**	+21%	**1,076**	+25%	**64,254**	+33%	**15,565**	-6.8%	**7,310**	-4%
2023/8	**831,464**	+14.5%	107	**6,146**	+10%	**4,596**	-21%	**1,724**	-	**3,771**	+10%	**883**	+29%	**55,985**	+21%	**14,852**	-5.3%	**6,628**	-7%
2023/9	**832,756**	+18.7%	108	**5,403**	+11%	**3,982**	-3%	**1,965**	+69%	**3,947**	+16%	**913**	+20%	**49,989**	+14%	**16,659**	+4.2%	**6,725**	-4%
2023/10	**987,876**	+24.0%	108	**7,320**	+20%	**5,345**	+11%	**2,690**	+92%	**4,534**	+22%	**1,049**	+33%	**59,567**	+14%	**16,584**	+9.1%	**7,494**	+4%
2023/11	**872,717**	+23.8%	109	**5,375**	+5%	**3,822**	-9%	**2,234**	+96%	**4,400**	+36%	**905**	+12%	**50,759**	+13%	**17,193**	+9.9%	**7,104**	+2%
2023/12	**1,430,984**	+21.8%	109	**11,663**	+10%	**7,090**	-5%	**4,008**	+88%	**6,014**	+32%	**1,373**	+12%	**80,439**	+13%	**17,790**	+7.5%	**8,334**	+3%
2024/1	**665,624**	+16.9%	112	**4,405**	-2%	**2,918**	-6%	**1,826**	+99%	**3,004**	+25%	**712**	+1%	**42,360**	-3%	**15,714**	+20.4%	**6,895**	+6%
2024/2	**726,185**	-1.8%	112	**4,012**	-15%	**2,908**	-23%	**2,125**	+95%	**3,534**	+6%	**965**	-21%	**39,517**	-17%	**18,377**	+18.7%	**7,210**	-10%
2024/3	**998,136**	+10.3%	114	**6,417**	+12%	**4,108**	-18%	**2,850**	+96%	**4,849**	+9%	**1,284**	+6%	**57,020**	+7%	**17,505**	+3.0%	**7,759**	-2%
2024/4	**1,113,360**	+10.0%	116	**7,868**	+17%	**4,817**	-17%	**3,344**	+74%	**4,953**	+6%	**1,322**	0%	**64,167**	+9%	**17,351**	+0.9%	**7,855**	+0%
2024/5	**936,309**	+14.6%	117	**7,235**	+17%	**4,271**	-12%	**2,940**	+66%	**3,895**	+6%	**978**	+3%	**58,082**	+10%	**16,120**	+4.3%	**6,704**	+1%
2024/6	**909,250**	+14.4%	120	**5,662**	+10%	**3,782**	-16%	**2,817**	+63%	**4,090**	+7%	**1,134**	+20%	**47,483**	+2%	**19,149**	+12.4%	**7,006**	+4%
★2024/7	**1,056,817**	+5.7%	120	**7,043**	-3%	**4,382**	-24%	**3,087**	+41%	**4,684**	+2%	**1,261**	+17%	**58,222**	-9%	**18,152**	+16.6%	**7,571**	+4%

≪LABO Stores: Existing Stores≫

Existing Stores	Sales ,000 yen	yoy	# stores	Pure, maint	yoy	Crystal	yoy	Fresh	yoy	Dia related	yoy	EX	yoy	# visits	yoy	ASP (yen/visit)	yoy	Produc-tivity (yen/hr)	yoy
2022/7	**740,093**	+21.2%	86	**5,393**		**6,185**	+17%			**3,491**	+17%	**758**	+34%	**45,078**	+4%	**16,418**	+16.8%	**7,686**	+13%
2022/8	**667,169**	+16.8%	86	**5,340**		**5,377**	+13%			**3,120**	+14%	**615**	-3%	**43,173**	+9%	**15,453**	+6.8%	**7,201**	+5%
2022/9	**653,697**	+15.9%	87	**4,635**	-1%	**3,866**	-15%	**1,084**	-	**3,152**	+5%	**694**	+12%	**41,320**	+6%	**15,820**	+9.4%	**7,046**	+4%
2022/10	**746,154**	+16.3%	87	**5,865**	+11%	**4,596**	-9%	**1,237**	-	**3,448**	+9%	**723**	-10%	**49,461**	+7%	**15,086**	+8.4%	**7,272**	+4%
2022/11	**649,478**	+10.6%	87	**4,885**	+2%	**3,923**	-19%	**1,038**	-	**2,924**	0%	**731**	+12%	**42,051**	-4%	**15,445**	+15.1%	**6,986**	+5%
2023/12	**1,095,574**	+9.7%	87	**10,213**	+8%	**7,077**	-13%	**2,001**	-	**4,167**	-3%	**1,123**	-5%	**66,503**	+3%	**16,474**	+6.0%	**8,183**	+4%
2023/1	**532,447**	+7.5%	88	**4,303**	+3%	**2,930**	-19%	**863**	-	**2,230**	+5%	**652**	+7%	**41,048**	-4%	**12,971**	+12.6%	**6,635**	0%
2023/2	**692,672**	+27.1%	89	**4,537**	+27%	**3,573**	-6%	**1,024**	-	**3,124**	+14%	**1,120**	+43%	**45,329**	+19%	**15,281**	+6.6%	**8,053**	+10%
2023/3	**849,908**	+15.0%	89	**5,546**	+7%	**4,686**	-12%	**1,375**	-	**4,160**	+8%	**1,116**	+7%	**50,216**	+6%	**16,925**	+8.9%	**8,033**	+2%
2023/4	**963,527**	+20.8%	90	**6,567**	+23%	**5,580**	-4%	**1,828**	-	**4,444**	+25%	**1,239**	+15%	**56,348**	+20%	**17,100**	+0.9%	**7,906**	+3%
2023/5	**780,073**	+7.5%	91	**6,096**	-1%	**4,667**	+7%	**1,678**	-	**3,502**	+17%	**882**	+32%	**50,818**	-4%	**15,350**	+11.5%	**6,666**	-6%
2023/6	**768,436**	+6.3%	94	**5,063**	+6%	**4,408**	-31%	**1,658**	-	**3,694**	+8%	**894**	+21%	**45,566**	+5%	**16,864**	+1.3%	**6,797**	-11%
2023/7	**930,241**	+15.3%	94	**6,962**	+23%	**5,443**	-18%	**2,035**	-	**4,266**	+12%	**964**	+12%	**60,319**	+25%	**15,422**	-7.7%	**7,368**	-4%
2023/8	**772,594**	+6.5%	94	**5,845**	+4%	**4,355**	-25%	**1,592**	-	**3,493**	+2%	**803**	+17%	**52,410**	+13%	**14,741**	-6.0%	**6,695**	-6%
2023/9	**764,608**	+9.1%	94	**5,138**	+6%	**3,760**	-8%	**1,765**	+52%	**3,644**	+7%	**796**	+5%	**46,630**	+6%	**16,397**	+2.6%	**6,753**	-4%
2023/10	**909,450**	+14.1%	94	**6,999**	+15%	**5,064**	+6%	**2,439**	+74%	**4,183**	+13%	**935**	+19%	**55,426**	+6%	**16,408**	+8.0%	**7,604**	+6%
2023/11	**808,561**	+14.7%	96	**5,139**	+0%	**3,621**	-13%	**2,070**	+82%	**4,110**	+27%	**794**	-1%	**47,761**	+6%	**16,929**	+8.2%	**7,142**	+3%
2023/12	**1,331,350**	+13.4%	96	**11,146**	+5%	**6,768**	-9%	**3,686**	+73%	**5,583**	+23%	**1,232**	+1%	**75,516**	+6%	**17,630**	+6.6%	**8,407**	+4%
2024/1	**609,972**	+7.1%	96	**4,171**	-7%	**2,755**	-11%	**1,641**	+79%	**2,752**	+15%	**631**	-10%	**39,301**	-10%	**15,521**	+19.0%	**6,961**	+7%
2024/2	**651,578**	-11.9%	96	**3,786**	-20%	**2,722**	-28%	**1,910**	+76%	**3,201**	-4%	**822**	-32%	**36,272**	-24%	**17,964**	+16.1%	**7,239**	-9%
2024/3	**899,666**	+0.4%	96	**6,069**	+7%	**3,856**	-22%	**2,558**	+78%	**4,403**	+0%	**1,088**	-9%	**52,349**	-1%	**17,186**	+1.1%	**7,804**	-2%
2024/4	**992,115**	-2.0%	97	**7,402**	+10%	**4,478**	-23%	**2,929**	+52%	**4,398**	-6%	**1,123**	-15%	**58,109**	-1%	**17,073**	-0.8%	**7,889**	+0%
2024/5	**842,659**	+3.1%	99	**6,773**	+9%	**3,946**	-19%	**2,624**	+48%	**3,479**	-5%	**863**	-9%	**52,854**	-0%	**15,943**	+3.2%	**6,799**	+3%
2024/6	**846,479**	+6.5%	106	**5,449**	+6%	**3,563**	-21%	**2,596**	+50%	**3,782**	-1%	**1,044**	+11%	**44,943**	-4%	**18,835**	+10.5%	**7,024**	+4%
★2024/7	**967,175**	-3.3%	106	**6,685**	-8%	**4,108**	-13%	**2,781**	+27%	**4,209**	-8%	**1,148**	+7%	**53,945**	-16%	**17,929**	+15.2%	**7,578**	+4%