FY06/2024
Presentation Material

Tokyo Stock Exchange Prime / Nagoya Stock Exchange Premier
6036 JT

August 22, 2024 (Thu)

Agenda

■Abstract
- ・FY06/2024 Results (YoY / Performance Against the Company Guidance)
- ・FY06/2024 Results（YoY） : Factor Analysis to Changes in OP
- ・FY06/2025 Forecasts（YoY）

■KeePer Products-related Segment (B to B)
- ・Sub-Segment Breakdown
- ・Installation Units of Fresh KeePer in the Aftermarket
- ・KeePer Technical Contest
- ・New Car Market
- ・Car Dealer and KeePer LABO co-location
- ・Overseas
- ・Non-auto Coating

■KeePer LABO Operation Segment (B to C)
- ・Monthly Sales of All LABO Stores Over the Past 4 years
- ・LABO New Store Openings and Store Distribution
- ・Strategic business partnership with Idemitsu Kosan

■Conclusion
- ・Financial Forecasts for FY06/2025

vs the initial guidance

vs the revised guidance

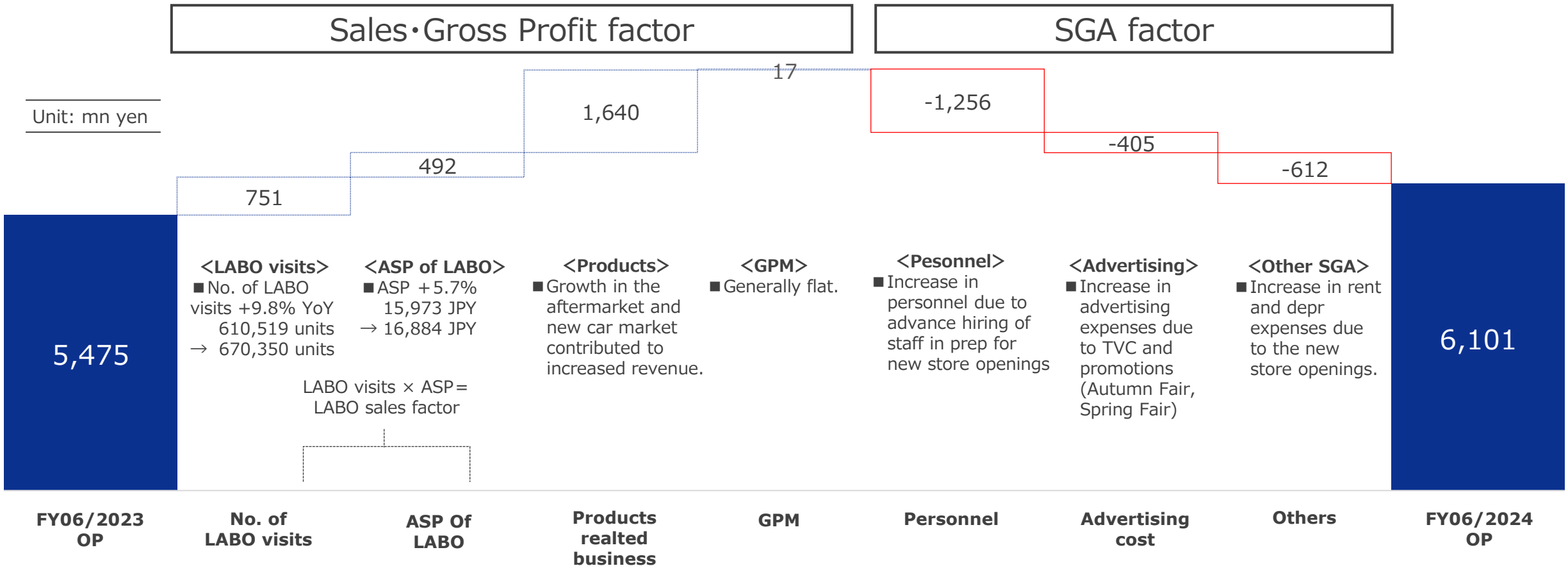
Unit: mn yen

	FY06/2023	FY06/2024		FY06/2024 plan		FY06/2023 plan	
	Actual	**Actual**	**YoY**	Revised* guidance	vs the revised guidance	Initial guidance	vs the initial guidance
Net sales	17,042	**20,574**	**+20.7%**	20,500	**100.4%**	21,137	**97.3%**
– Products related	7,384	9,393	+27.2%	9,355	100.4%	9,355	100.4%
– LABO	9,658	11,181	+15.8%	11,145	100.3%	11,781	94.9%
OP	5,475	**6,101**	**+11.4%**	6,100	**100.0%**	6,602	**92.4%**
Recurring Profit	5,470	6,075	+11.0%	6,100	99.6%	6,602	92.0%
Net profit	3,957	**4,421**	**+11.7%**	4,200	**105.3%**	4,595	**96.2%**
EPS	145 yen	**162 JPY**	**+17 yen**				
DPS	43 yen	**50 JPY**	**+7 yen**				
Payout Ratio	29.6%	**30.9%**	**+1.3pt**				

*On May 10, 2024, we revised the initial plan downward.

■Factors that influenced FY06/2024 results

1．Reputation Damage ･･･Confusion between the product names of “Company BM” and Diamond KeePer.
2．Decrease in New Car Registrations ･･･New car registrations for passenger vehicles decreased (down 13% y-o-y)
3．Increase in LABO Labor Cost ･･･Increase in personnel due to accelerated new store openings and base salary.



FY06/2025 Net Sales +19% / OP +14% YoY

Unit: mn yen

	FY06/2023	FY06/2024		FY06/2025	
	Actual	**Actual**	**YoY**	**Guidance**	**YoY**
Net Sales	17,042	20,574	+20.7%	**24,500**	**+19.1%**
– Products Related	7,384	9,393	+27.2%	**11,500**	**+22.4%**
– LABO	9,658	11,181	+15.8%	**13,000**	**+16.3%**
OP	5,475	6,101	+11.4%	**7,000**	**+14.7%**
Recurring Profit	5,470	6,075	+11.0%	**6,950**	**+14.4%**
Net profit	3,957	4,421	+11.7%	**4,800**	**+8.6%**
EPS	145 JPY	162 JPY	+17 JPY	**175 JPY**	**+13 JPY**
DPS	43 JPY	50 JPY	+7 JPY	**53 JPY**	**+3 JPY**
Payout Ratio	29.6%	30.9%	+1.3pt	**30.3%**	**△0.6pt**

KeePer Products Related Segment（B-to-B）

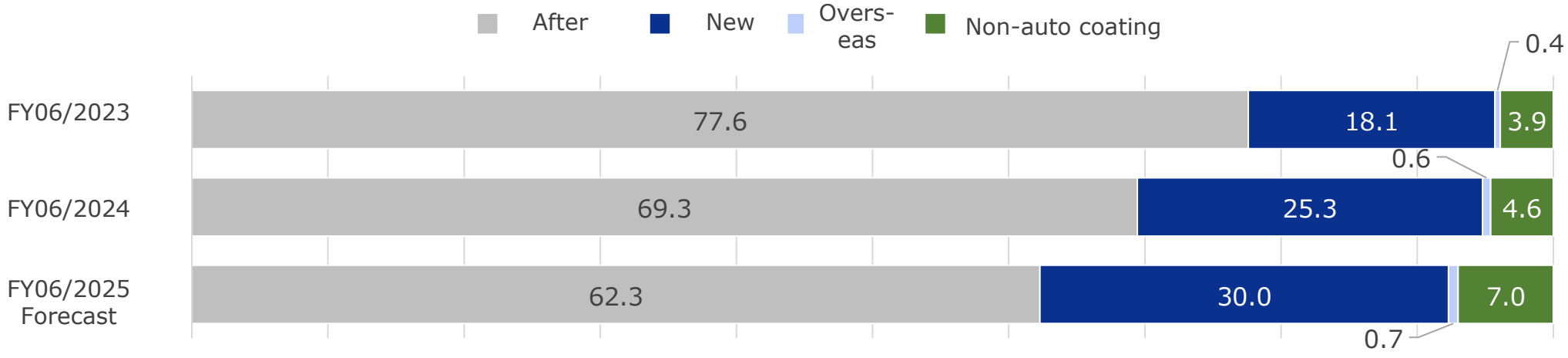
KeePer PRO SHOP キーパープロショップ





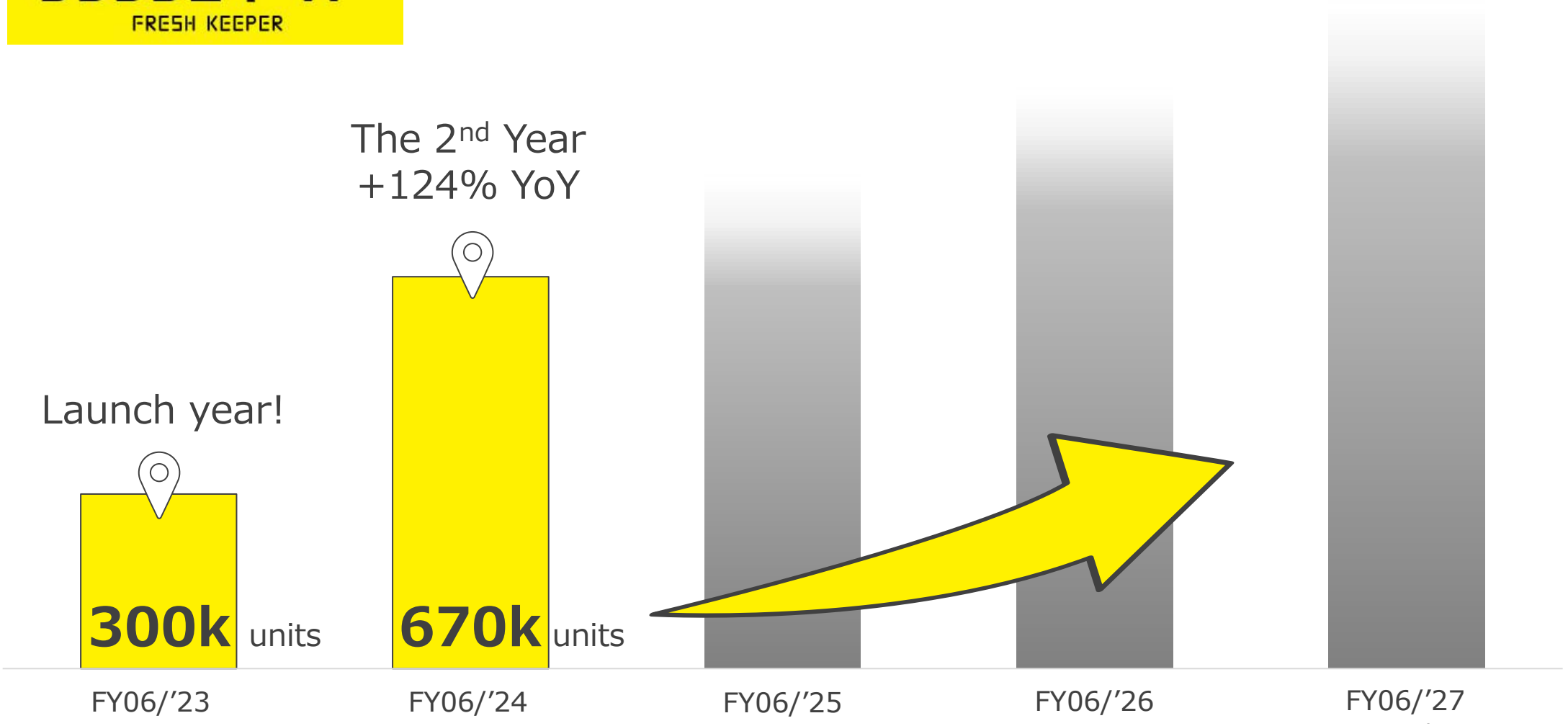
Net Sales Unit: mn yen	FY06/2023		FY06/2024			FY06/2025		
	Actual	% Total	Actual	% Total	YoY	Forecast	% Total	YoY
Products	**7,384**	**-**	**9,393**	**-**	**+27.2%**	**11,500**	**-**	**+22.4%**
After market	5,728	77.6%	6,514	69.3%	+13.7%	7,163	62.3%	+10.0%
New car market	1,355	18.1%	2,381	25.3%	+78.4%	3,450	30.0%	+44.9%
Overseas	32	0.4%	61	0.6%	+87.2%	81	0.7%	+32.2%
Non-auto coating	287	3.9%	435	4.6%	+51.4%	806	7.0%	+85.4%

% Total



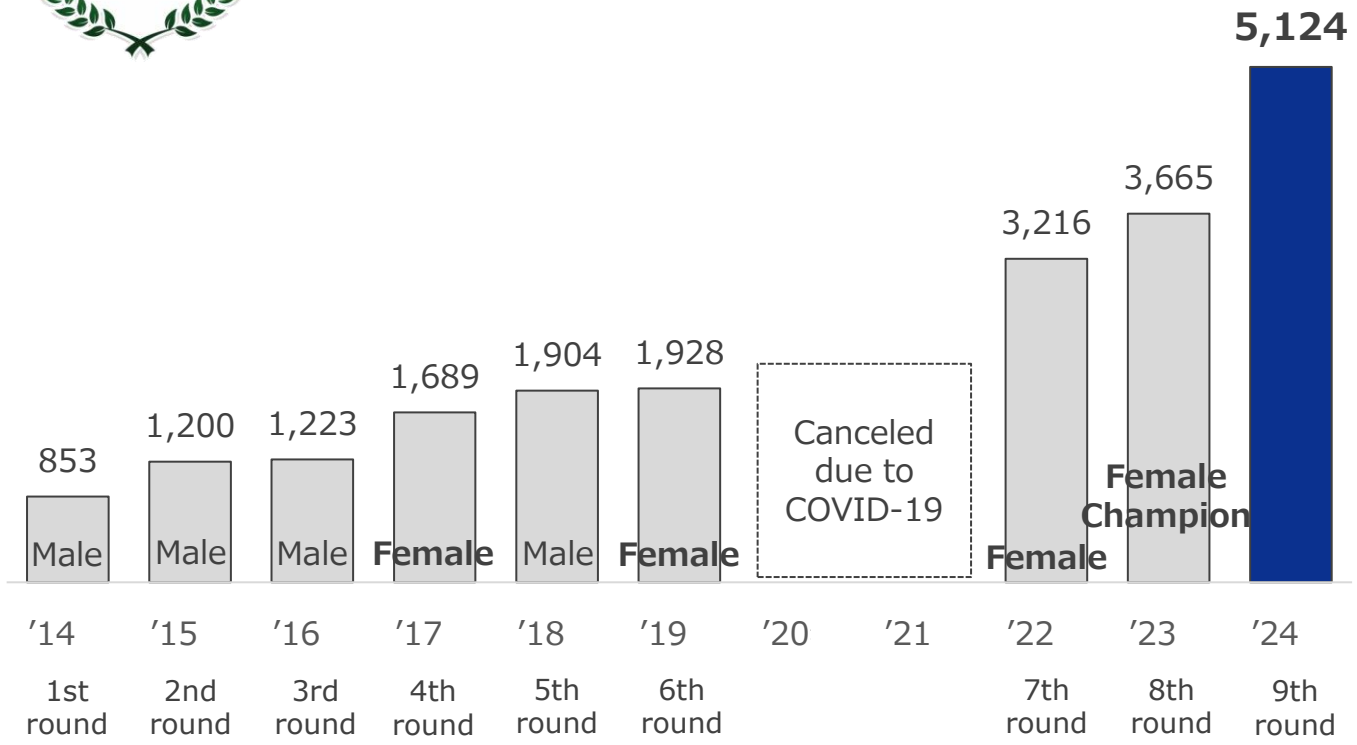
フレッシュキーパー
FRESH KEEPER

Estimated installation units *

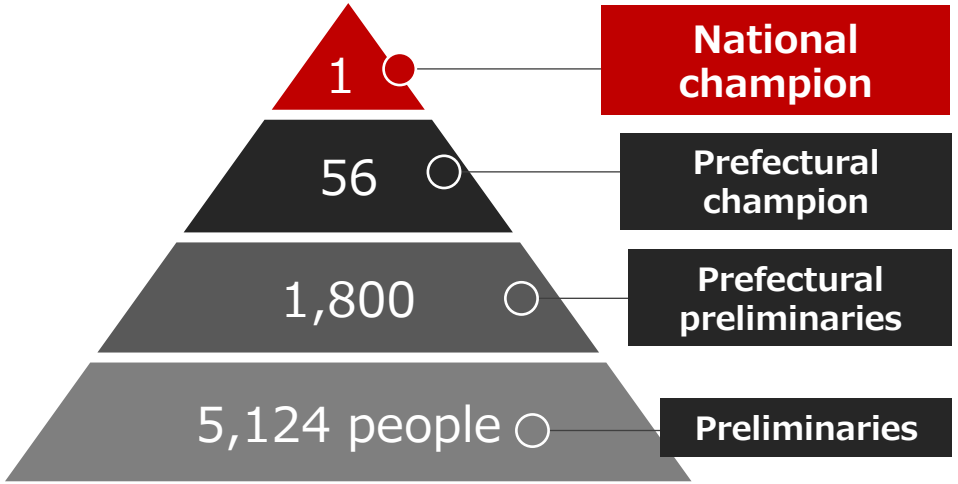


*Conversion of the number of chemicals shipped by our company into installation volume

Participants of KeePer Technical Contest



Participants in the 9th Technical contest have surpassed 5,000!

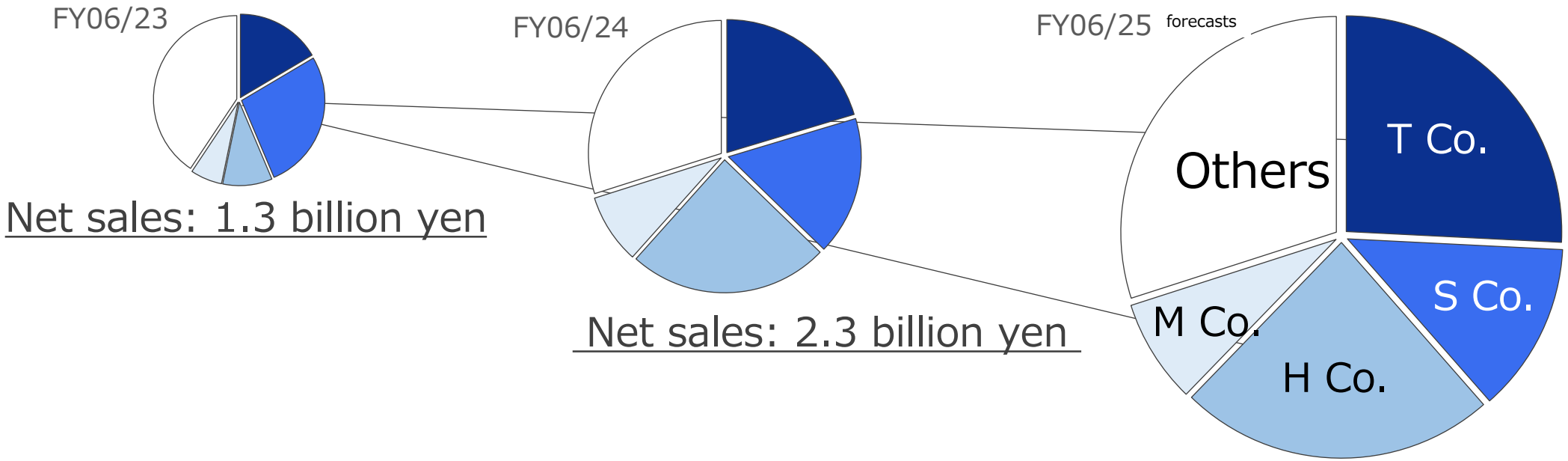








- ✓ Sales in the new car market for the FY06/2024 grew significantly, up 78% y-o-y.
- ✓ The new car market still has substantial growth potential, with movements observed where dealerships are adopting not only new car coatings but also coatings for existing vehicles.



Net sales: 1.3 billion yen

Net sales: 2.3 billion yen

Net sales forecast: 3.4 billion yen

» we will aim to advance our sales efforts towards official adoption by the following manufacturers



Since the opening of the KeePer LABO Ariake Store within Toyota/Lexus dealer premises, we have received numerous similar requests.

As a result, we plan to establish such new LABO stores this year.

Displat “with KeePer LABO”



KeePer LABO Kishiwadakita: May 2024 opened

Partnership featured in the newspaper ▼


ネッツ南海 岸和田北店にキーパーラボ併設

洗車関連サービスを拡大

来場客と接点創出 知名度生かし相乗効果へ

» Car Dealer and KeePer LABO co-location stores

| Ariake: May 2023 opened



| Scheduled to open a store in Oita pref.



| Scheduled to open a store in Nagano pref.



1st KeePer LABO Store Abroad! (JV) SG KeePer – Toshiya Kimura × Tokyo Century Leasing × KeePer -

- ✓ Autobacs UBI store's parking lot space was renovated, adding car wash and coating services for 4 cars
- ✓ Store operations are based on an environmentally friendly 'dry car wash' that does not use water.

<Overseas Stores>

– **LABO**
Singapore 1store

– **PRO SHOP**
Hong Kong 11stores
Taiwan 3 stores
South Korea 1store
Mexico 1store





▼ Example of service pricing for M size
(priced at approx. 1.5 times the domestic rate)

S$ 1,533	S$ 995	S$ 361
EX KeePer	Fresh KeePer Long	Fresh KeePer



S$ = Singapore Dollar

FY06/2024 430 mn yen → FY06/2025 forecast 800 mn yen

■Rapid increase in the adoption and use of “Bath KeePer” and “Kitchen KeePer” coatings.







・Collaborated with LEC, Inc. to release "Shogeki SHOCK": introduced in drugstores, home centers, and specialty stores nationwide.

・Released bathtub coating in 239 stores of CAINS.

・Adopted bathroom coating in Tokyo Gas house cleaning services.

・Applied to all bathtubs in major business hotels.

■”Kanban KeePer” coating to a billboard and displayed on Shuto Expressway Shibuya



■Reactivation of KeePer for smartphones

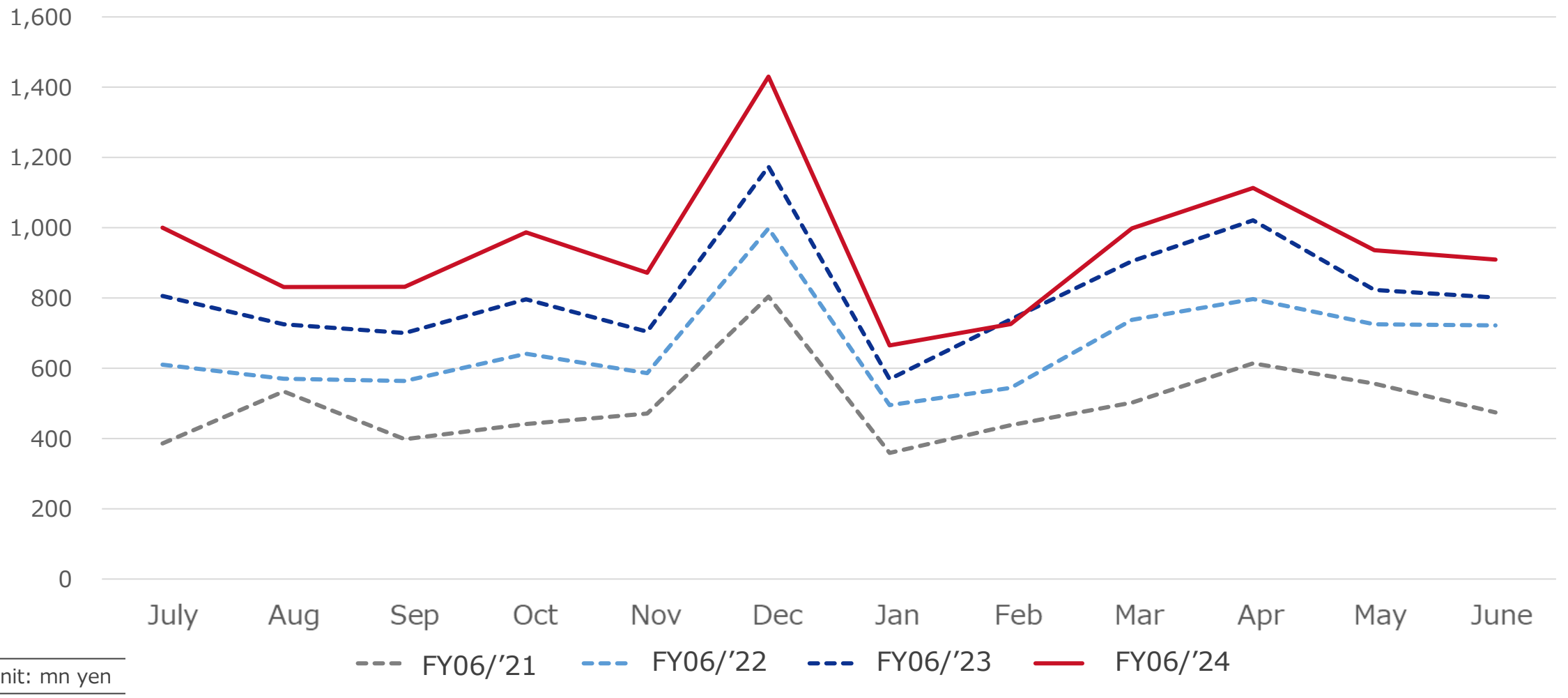


KeePer LABO Operation Segment（B-to-C)





Monthly sales trend of all LABO stores

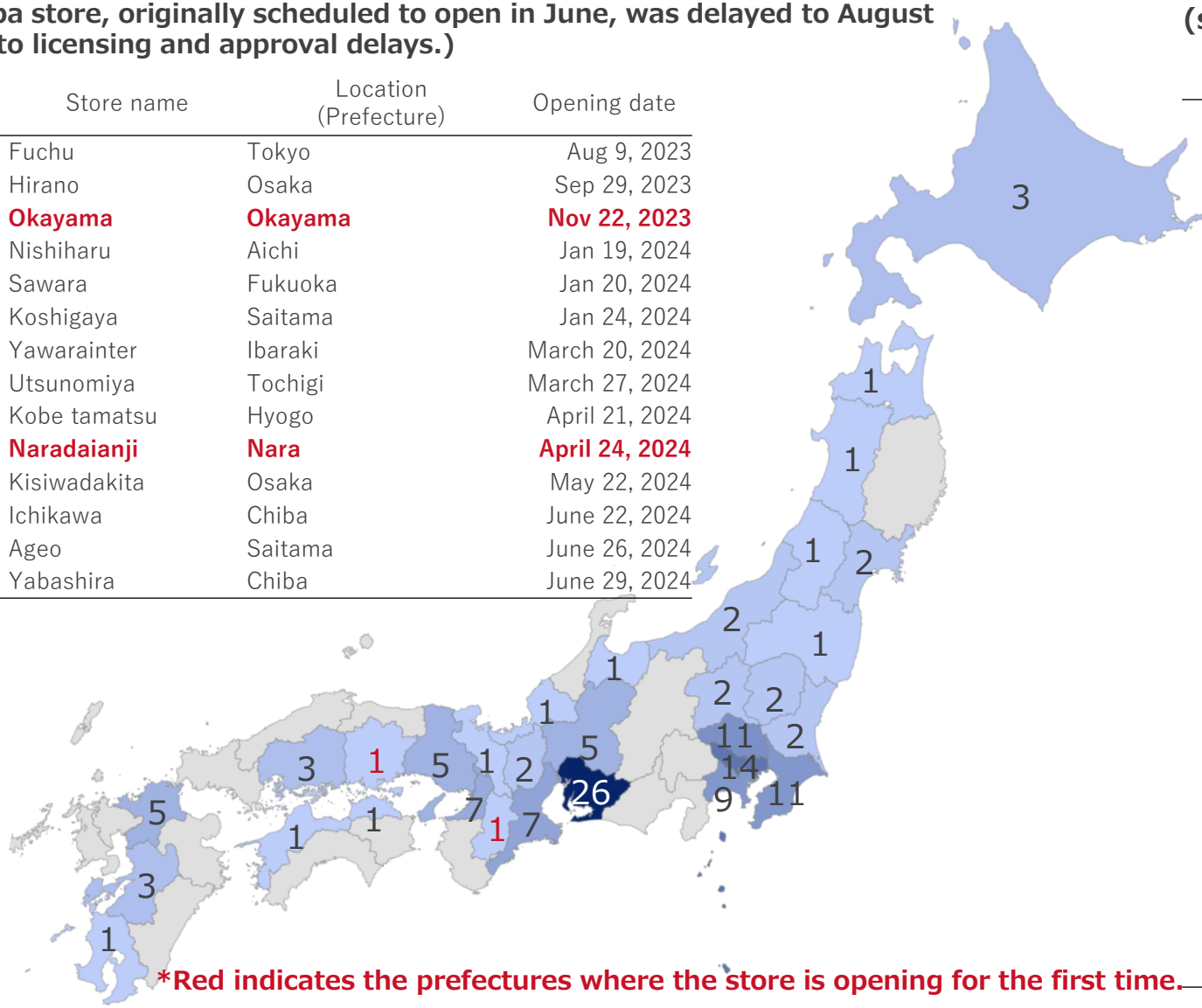


Unit: mn yen

Distribution of all 133 stores (120 directly managed stores + 13 franchised stores) as of June 30, 2024

In FY06/2024, 14 new directly managed stores were opened. (The Kobe Okaba store, originally scheduled to open in June, was delayed to August due to licensing and approval delays.)

	Store name	Location (Prefecture)	Opening date
1	Fuchu	Tokyo	Aug 9, 2023
2	Hirano	Osaka	Sep 29, 2023
3	**Okayama**	**Okayama**	**Nov 22, 2023**
4	Nishiharu	Aichi	Jan 19, 2024
5	Sawara	Fukuoka	Jan 20, 2024
6	Koshigaya	Saitama	Jan 24, 2024
7	Yawarainter	Ibaraki	March 20, 2024
8	Utsunomiya	Tochigi	March 27, 2024
9	Kobe tamatsu	Hyogo	April 21, 2024
10	**Naradaianji**	**Nara**	**April 24, 2024**
11	Kisiwadakita	Osaka	May 22, 2024
12	Ichikawa	Chiba	June 22, 2024
13	Ageo	Saitama	June 26, 2024
14	Yabashira	Chiba	June 29, 2024



***Red indicates the prefectures where the store is opening for the first time.**

Planned new store openings for FY06/2025 (stores where candidate locations have been secured)

	Store name	Location (prefecture)	Planed opening date
1	Kobe okaba	Hyogo	Aug, 2024
2	Sakainishi	Osaka	Aug, 2024
3	Hiroshimanishi	Hiroshima	Sep, 2024
4	Toyotamotomachi	Aichi	Sep, 2024
5	Shinagawa	Tokyo	Sep, 2024
6	Kurokawa	Aichi	Oct, 2024
7	Yokohama azamino(FC)	Kanagawa	Oct, 2024
8	**Nagasaki tokitsu (FC)**	**Nagasaki**	Oct, 2024
9	Kobe tarumi (FC)	Hyogo	Oct, 2024
10	**Kanazawa**	**Ishikawa**	Nov, 2024
11	Sapporonishi	Hokkaido	Nov, 2024
12	Sendai Miyagino	Miyagi	Nov, 2024
13	**Oita**	**Oita**	Nov, 2024
14	Usunomiya (FC)	Tochigi	Nov, 2024
15	Nonami (FC)	Aichi	Dec, 2024
16	Inazawa	Aichi	Jan, 2025
17	Okazaki	Aichi	Jan, 2025
18	Yokohama totsuka	Kanagawa	Feb, 2025
19	Hirakobashi	Aichi	Feb, 2025
20	Morioka (FC)	Iwate	Feb, 2025
21	Ashiya	Hyogo	Feb, 2025
22	**Fujieda**	**Shizuoka**	Feb, 2025
23	**Matsumoto**	**Nagano**	Feb, 2025
24	Sanoo	Tochigi	March, 2025
25	Tokyo-kita	Tokyo	Apr, 2025
26	Kawasaki	Kanagawa	TBD
27	Natori	Miyagi	TBD

2024 年 8 月 9 日
KeePer 技研株式会社
出光興産株式会社

KeePer 技研と出光興産、戦略的業務提携に合意

～新業態のカーコーティング＆洗車専門店を全国展開～

KeePer 技研株式会社（本社：愛知県大府市、代表取締役社長兼 Co-COO：賀来 聡介、以下「KeePer 技研」）と出光興産株式会社（本社：東京都千代田区、代表取締役社長：木藤俊一、以下「出光興産」）は、新業態のカーコーティング＆洗車専門店の全国展開を目指し、今般、戦略的業務提携に合意しました。両社は、増加するカーコーティング需要やお客様の多様なニーズを踏まえ、出光興産のサービスステーション（以下「SS」）併設や SS を廃止した遊休地の活用等を通じて、2026 年 8 月までに 20 店舗、2030 年までに 150 店舗のスピーディーな展開を目指します。

昨今、循環型社会実現への動きや物価上昇などを背景に、消費者の車の保有期間が長期化する傾向が高まっており、車を保護するカーコーティングの国内需要は拡大しています。KeePer 技研のカーコーティング＆洗車専門店である「KeePer LABO」においても、需要増加によって予約困難な店舗が発生している状況です。また、お客様の SS に対するニーズは多様化しており、従来の燃料油供給だけでなく、カーメンテナンスをはじめとするモビリティサービスの拡充や多様なエネルギーの供給などが求められています。

このようなカーコーティング需要の増加やお客様の多様なニーズを踏まえ、KeePer 技研と出光興産は、KeePer 技研が有する「KeePer LABO」運営の知見と出光興産が有する SS の立地や運営の知見を生かして、新業態のカーコーティング＆洗車専門店のスピーディーな全国展開を実現します。

KeePer 技研は、全国に約 6,600 カ所の KeePer コーティング製品の施工技術資格店を有するカーコーティング市場におけるリーディングカンパニーであり、多様なニーズに応じたカーコーティング製品ラインアップを有するだけでなく、独自の施工資格制度を設け、全国 19 カ所のトレーニングセンターでコーティング技術の向上に注力しています。同社は現在、カーコーティング＆洗車専門店「KeePer LABO」を国内に 130 店舗運営しており、今般の新業態を含め 2030 年までに 500 店舗への拡大を目指します。

出光興産は、「中期経営計画（2023～2025 年度）」で掲げた「スマートよろずや構想」の下、全国に広がる SS を維持・活用するため、SS を「モビリティ」「エネルギー」「コミュニティ」の 3 分野でサービスを展開する生活支援基地へと変革を進めています。今般の戦略的業務提携により、カーコーティング事業を「モビリティ」分野の一類型として位置づけ、スローガン「いろんな a!を、このまちに。」に込めた「a!（あ！）」という驚きや安心をお客様の暮らしにお届けします。

なお、本件による当社の業績への影響は軽微です。

【各社概要】

KeePer 技研株式会社
所在地：愛知県大府市吉川町四丁目 17 番地
代表者：賀来 聡介
設立：1993 年 2 月（創業 1985 年）
URL：https://keepergiken.co.jp/
事業内容：カーコーティング、洗車用ケミカルと機器等の開発・販売など

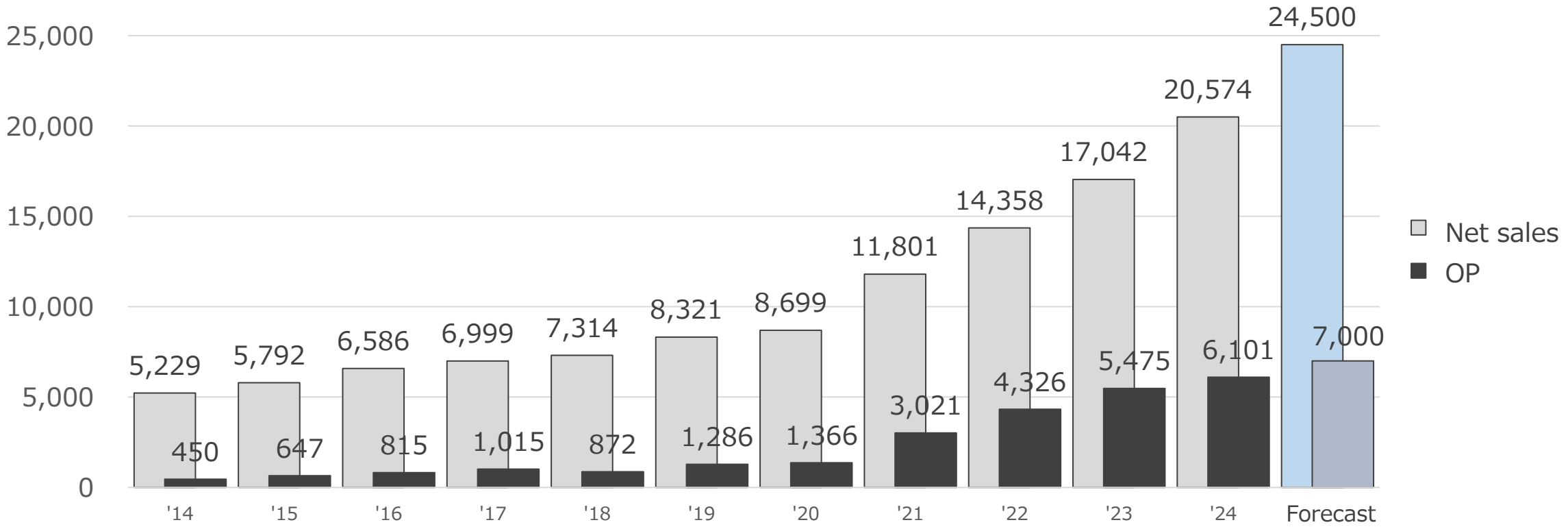
出光興産株式会社
所在地：東京都千代田区大手町一丁目 2 番 1 号
代表者：木藤 俊一
設立：1940 年 3 月 30 日（創業 1911 年 6 月 20 日）
URL：https://www.idemitsu.com/jp/index.html
事業内容：燃料油事業、基礎化学品事業、高機能材事業、電力・再生可能エネルギー事業、資源事業

～ 報道関係者様 お問い合わせ先 ～

KeePer 技研株式会社 広報課
https://keepergiken.co.jp/contact

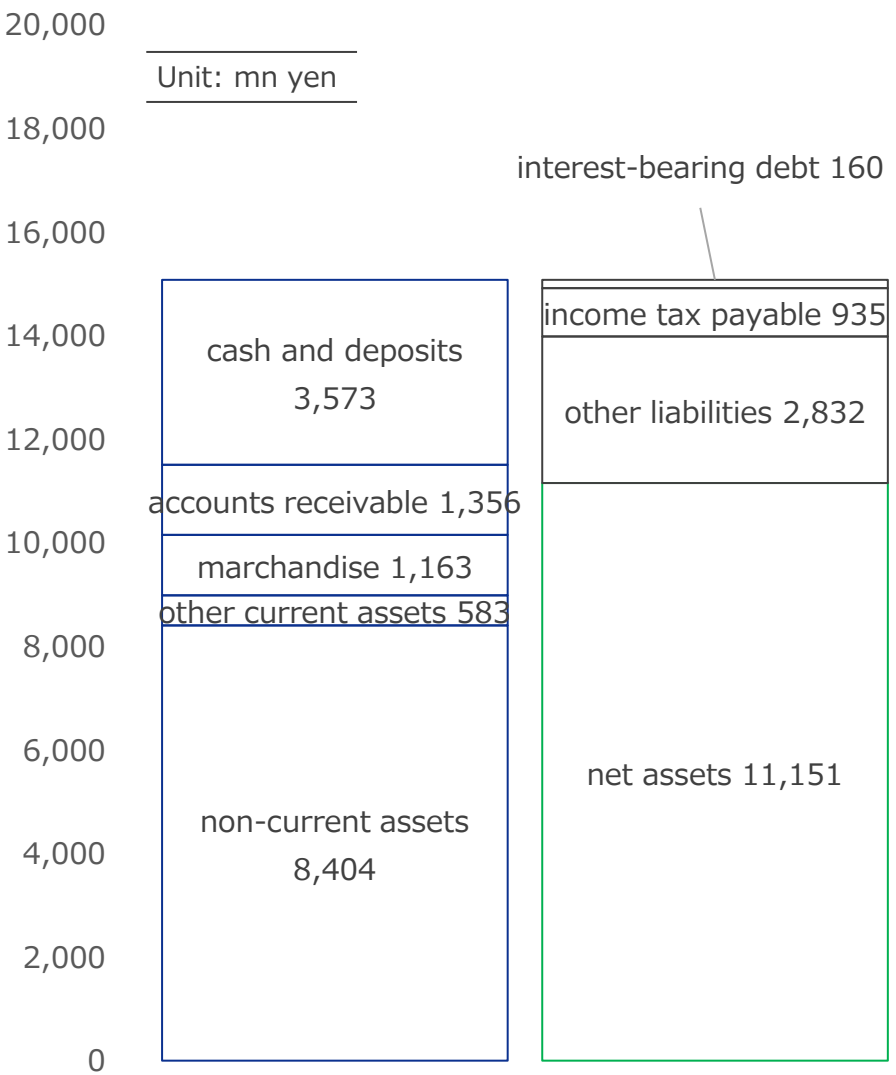
出光興産株式会社 広報部広報課
https://www.idemitsu.com/jp/contact/newsrelease_flow/index.html

Unit : mn yen	Actual FY 06/2023	Actual FY 06/2024	**Forecast FY 06/2025**
Net sales（YoY）	17,042 (+18%)	20,574 (+20%)	**24,500 (+19%)**
Operating profit（YoY）	5,475 (+26%)	6,101 (+11%)	**7,000 (+14%)**
EPS	145 yen	162 yen	**175 yen**
DPS	43 yen	50 yen	**53 yen**
Payout ratio	29.6%	30.9%	**30.3%**

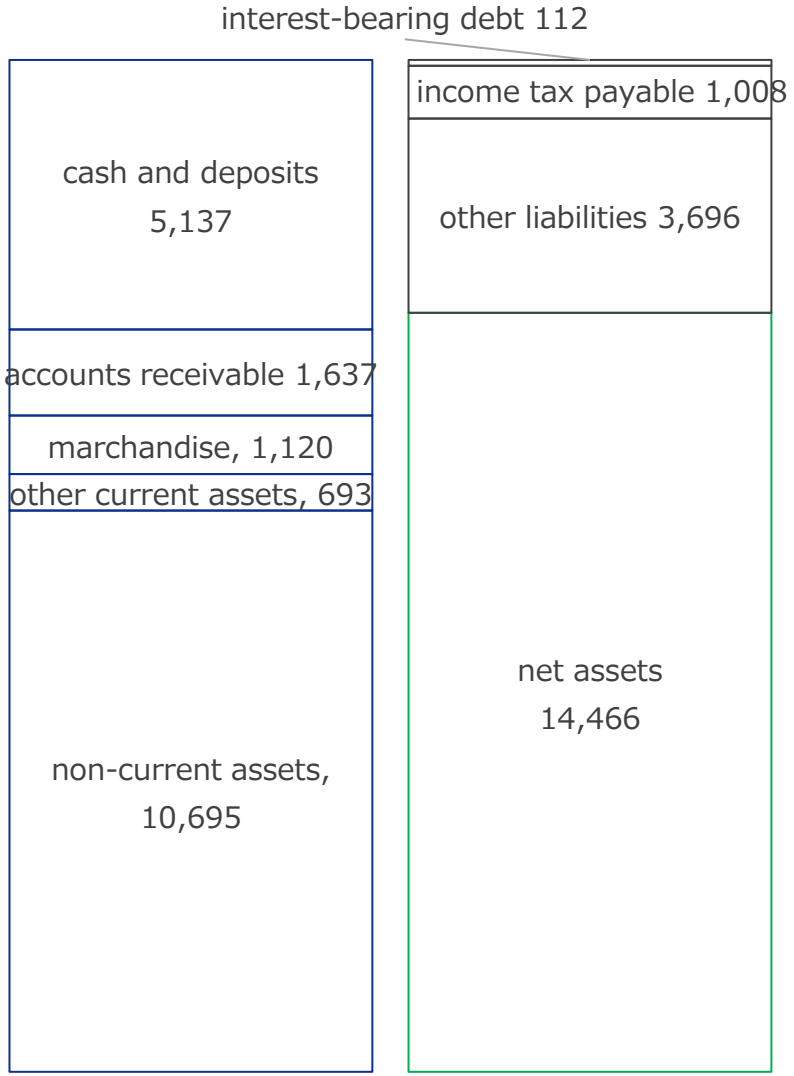


Supplemental

FY06/2023
Total assets 15,079 mn yen



FY06/2024
Total assets 19,284 mn yen



- **Increase in cash and deposits.**
- **Increase in assets due to the acquisition of PPE.**
- **Starting from FY06/2024, lease accounting applied to stores utilizing construction assistance fund receivables.**
- **Net assets increased due to the accumulation of retained earnings from the current net income**

	FY06/'23	FY06/'24
BPS	409 JPY	530 JPY
PBR	x 11.9	x 7.7
EPS	145 JPY	162 JPY
PER	x 33.6	x 25.3
ROE	35.5%	30.6%
ER*	73.9%	75.0%

*ER : Equity Ratio

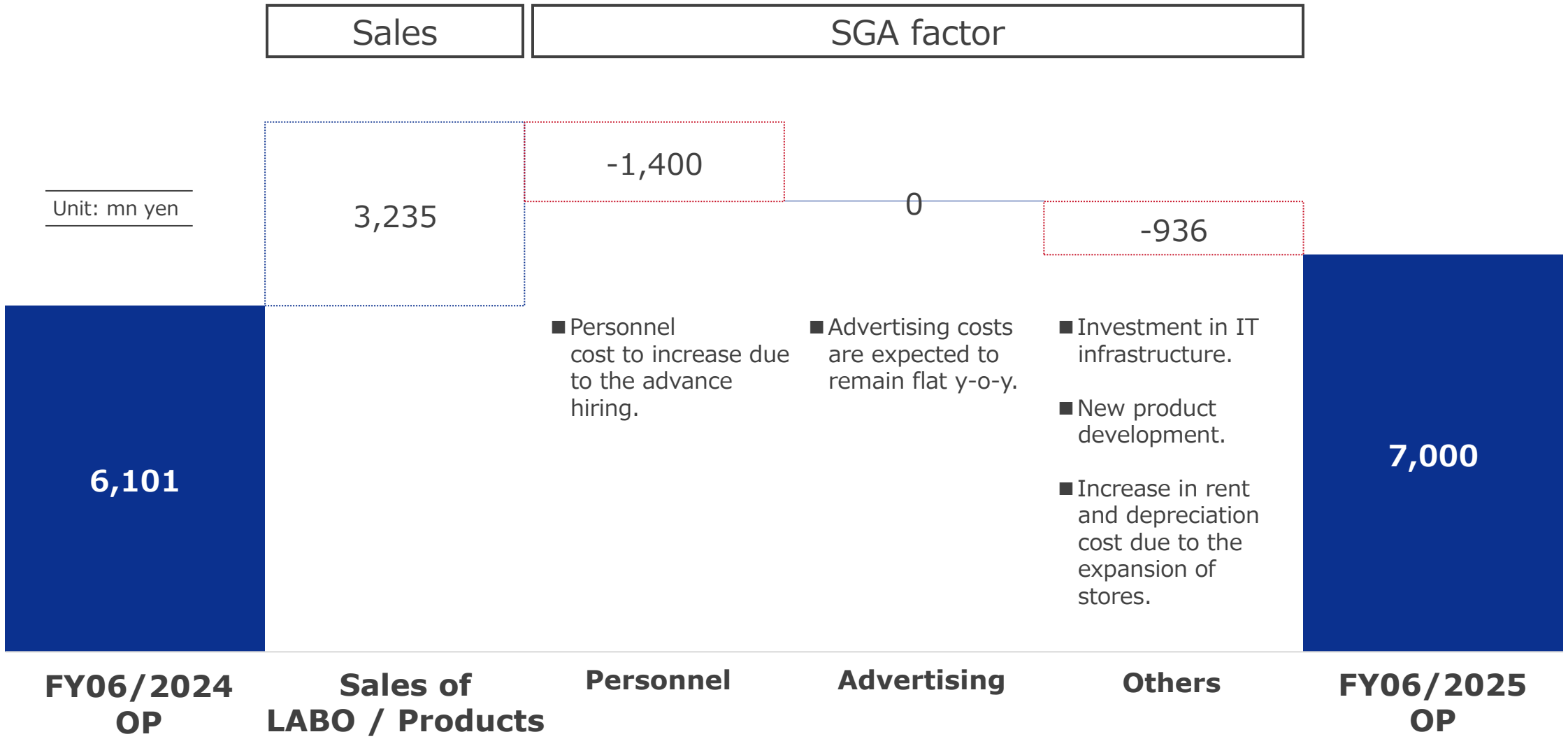
Unit : mn yen		FY06/22 Q1	Q2	Q3	Q4	FY	FY06/23 Q1	Q2	Q3	Q4	FY	FY06/24 Q1	Q2	Q3	Q4	FY
Total	**Net sales**	**3,261**	**4,040**	**3,117**	**3,938**	**14,358**	**3,787**	**4,779**	**3,795**	**4,680**	**17,042**	**4,762**	**5,940**	**4,406**	**5,465**	**20,574**
	difference	541	535	676	803	2,555	527	737	678	742	2,683	975	1,161	611	784	3,531
	YoY	19.9%	15.3%	27.6%	25.7%	21.7%	16.1%	18.3%	21.8%	18.8%	18.7%	25.6%	24.3%	16.1%	16.8%	20.7%
	OP	**798**	**1,518**	**777**	**1,232**	**4,326**	**1,169**	**1,847**	**1,019**	**1,439**	**5,474**	**1,176**	**2,143**	**1,072**	**1,708**	**6,101**
	difference	86	422	276	520	1,305	372	328	241	208	1,148	7	296	53	269	626
	YoY	12.1%	38.5%	55.0%	73.1%	43.2%	46.7%	21.6%	31.0%	16.9%	26.5%	0.5%	16.0%	5.2%	18.7%	11.4%
	OPM	**24.4%**	**37.6%**	**24.9%**	**31.3%**	**30.1%**	**30.9%**	**38.6%**	**26.9%**	**30.7%**	**32.1%**	**24.7%**	**36.1%**	**24.3%**	**31.3%**	**29.7%**
Products	**Net sales**	**1,538**	**1,837**	**1,359**	**1,702**	**6,436**	**1,584**	**2,139**	**1,616**	**2,044**	**7,383**	**2,132**	**2,707**	**2,057**	**2,495**	**9,393**
	difference	141	50	220	203	614	46	302	257	342	947	548	568	441	450	2,008
	YoY	10.1%	2.8%	19.3%	13.5%	10.5%	3.0%	16.4%	18.9%	20.1%	14.7%	34.6%	26.6%	27.3%	22.0%	27.2%
	OP	**429**	**709**	**400**	**580**	**2,118**	**572**	**929**	**557**	**774**	**2,833**	**765**	**1,182**	**791**	**1,090**	**3,828**
	difference	16	70	96	197	379	–	–	–	–	–	193	253	234	316	996
	YoY	3.9%	11.0%	31.6%	51.4%	21.8%	–	–	–	–	–	33.7%	27.2%	42.0%	40.8%	35.1%
	OPM	**27.9%**	**38.6%**	**29.4%**	**34.1%**	**32.9%**	**36.1%**	**43.4%**	**34.4%**	**37.8%**	**38.3%**	**35.8%**	**43.6%**	**38.4%**	**43.6%**	**40.7%**
LABO	**Net sales**	**1,723**	**2,203**	**1,758**	**2,236**	**7,921**	**2,203**	**2,640**	**2,179**	**2,635**	**9,657**	**2,629**	**3,232**	**2,349**	**2,969**	**11,181**
	difference	401	486	455	601	1,943	480	436	421	399	1,736	426	592	169	333	1,522
	YoY	30.3%	28.3%	34.9%	36.8%	32.5%	27.9%	19.8%	23.9%	17.8%	21.9%	19.3%	22.4%	7.8%	12.7%	15.8%
	OP	**368**	**809**	**378**	**633**	**2,189**	**598**	**916**	**462**	**665**	**2,641**	**412**	**962**	**281**	**617**	**2,272**
	difference	70	352	180	306	908	–	–	–	–	–	-186	46	-181	-548	-369
	YoY	23.5%	76.7%	90.3%	93.4%	70.7%	–	–	–	–	–	-31.1%	5.0%	-39.1%	-7.2%	-13.9%
	OPM	**21.4%**	**36.8%**	**21.5%**	**28.3%**	**27.6%**	**27.1%**	**34.6%**	**21.2%**	**25.2%**	**27.3%**	**15.6%**	**29.7%**	**11.9%**	**20.7%**	**20.3%**
units	YoY	**25.5%**	**23.5%**	**27.4%**	**19.3%**	**23.5%**	**13.7%**	**9.5%**	**12.6%**	**11.6%**	**11.6%**	**23.0%**	**13.2%**	**-4.0%**	**6.2%**	**9.5%**
ASP	YoY	**5.1%**	**4.8%**	**7.3%**	**15.3%**	**7.3%**	**12.8%**	**9.9%**	**10.6%**	**4.9%**	**9.3%**	**-3.0%**	**8.8%**	**12.3%**	**6.4%**	**5.7%**

- The change in accounting treatment of segment profit/loss has been applied retrospectively through the fiscal year ended June 30, 2023, but has not been applied retrospectively to the results for the fiscal year ended June 30, 2022, and should be referenced for reference purposes.

Total

Net sales 20,574 mn yen +20.7% YoY
OP 6,101 mn yen +11.4% YoY

Unit: mn yen	Q1 July-Sep.		Q2 Oct.-Dec.		Q3 Jan.-March		Q4 Apr.-June		YTD		
	Actual	YoY	Actual	YoY	Actual	YoY	Actual	YoY	Actual	YoY	Progress rate
Net sales	**4,762**	**+25.7%**	**5,940**	**+24.3%**	**4,406**	**+16.1%**	**5,465**	**+16.8%**	**20,574**	**+20.7%**	**100%**
Products-related	2,132	+34.6%	2,707	+26.6%	2,057	+27.3%	2,495	+22.0%	9,393	+27.2%	100%
LABO	2,629	+19.3%	3,232	+22.5%	2,349	+7.8%	2,969	+12.7%	11,181	+15.8%	100%
Gross profit	**3,879**	**+24.6%**	**4,879**	**+24.3%**	**3,547**	**+14.9%**	**4,509**	**+18.6%**	**16,816**	**+20.8%**	**–**
SGA	2,703	+39.1%	2,735	+32.3%	2,475	+19.7%	2,800	+18.6%	10,715	+26.9%	–
OP	**1,176**	**+0.5%**	**2,143**	**+16.1%**	**1,072**	**+5.2%**	**1,708**	**+18.7%**	**6,101**	**+11.4%**	**100%**
Products-related	765	+33.7%	1,182	+27.2%	791	+42.0%	1,090	+40.8%	3,828	+35.1%	–
LABO	412	-31.1%	962	+5.0%	281	-39.1%	617	-7.2%	2,272	-13.9%	–
Recurring profit	**1,181**	**+0.1%**	**2,143**	**+15.1%**	**1,067**	**+5.7%**	**1,683**	**+18.7%**	**6,075**	**+11.0%**	**99.6%**


Sales
SGA factor
Unit: mn yen
6,101
3,235
-1,400
0
-936
7,000
■Personnel cost to increase due to the advance hiring.
■Advertising costs are expected to remain flat y-o-y.
■Investment in IT infrastructure.
■New product development.
■Increase in rent and depreciation cost due to the expansion of stores.
FY06/2024 OP
Sales of LABO / Products
Personnel
Advertising
Others
FY06/2025 OP

Note

This document has been translated from the Japanese original for reference purpose only.
In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail.

KeePer Techinical Laboratory Co., Ltd.
TEL : +81-562-45-5777
e-mail : ir@itacgiken.co.jp