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Monthly Report for 10/2024

≪Total Sales≫

Total sales increased by 11.3% y-o-y to 1,927,418 thousand yen.

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

In October, sales at all 125 directly managed stores decreased 1.1% y-o-y to 967,668 thousand yen, and sales at 108 existing stores decreased 10.5% y-o-y to 875,618 thousand yen.
On October 9, the "Kurokawa Store" opened in Kita Ward, Nagoya City, Aichi Prefecture, bringing the total number of directly managed stores to 125.
Additionally, to increase capacity at existing stores, renovations were completed at four locations (Adachi Store: +6 spaces, Kodaira Store: +4, Matsudo Store: +3, and Nakagawa Store: +3). Moreover, with the resumption of franchise (FC) recruitment, the number of franchise stores is increasing, and initial fees from several stores were added to sales this month, boosting FC-related and other sales.

The following factors likely contributed to the lower performance compared to last year:

(i) In August and September of the previous year, we faced sluggish sales due to reputational damage from the former BM company, especially notable in the Kanto and Kansai regions. To counteract this, we held an Autumn Fair, which effectively brought back customers who had stayed away in August and September, resulting in a 14% increase in visitor numbers and a 24% increase in sales in October. This year, we also organized an Autumn Fair (with a scaled-back range of services and an extended period from October 1 to November 30). While it was very well-received by customers, it did not manage to surpass last year's high results.

(ii) Last fiscal year, we extensively increased capacity in existing stores, particularly with coating booths, but this year we focused on opening new stores. Consequently, the performance improvement effect from capacity expansion in existing stores has decreased compared to last year.

(iii) Nationwide, sunlight hours were about half of last year's, dampening customer desire to "keep things clean" and resulting in a noticeable 35% decrease in car wash numbers y-o-y. Additionally, we observed cases where customers postponed the regular annual treatments of "Crystal KeePer" and "Fresh KeePer," leading to a 12.9% decrease in the number of treatments.

| KeePer Coating Service Numbers
The EX KeePer performed well with 1,183 applications (up 13.6%), despite the factors mentioned above. However, the Diamond KeePer series saw a slight decline to 4,336 applications (down 3.6%), and the combined total of Crystal KeePer and Fresh KeePer decreased from 8,035 last year to 7,003, a 12.9% drop. Maintenance treatments for each KeePer coating also fell by 12.6%. Nevertheless, with a significant decline in low-cost car washes and maintained demand for high-value coatings, the average price per application rose by 9.0% to 18,072 yen.

| Simple Reservation App
Downloads of the "Simple Reservation App," which facilitates reservations, are steadily increasing, reaching 15,006 as of the end of October.

≪KeePer Products Related Segment (B-to-B)≫

In October, sales in the KeePer Products Related Segment increased by 28.6% y-o-y to 936,976 thousand yen.
This was a record high for a normal month, excluding December, when demand is at its peak.

In the aftermarket, the KeePer Pro Shop, which primarily offers Fresh KeePer, saw lively activity, although revenue growth was limited to 5.8% due to adverse weather on weekends. Additionally, on October 15 and 16, the "9th 2024 KeePer Technique Contest All-Japan Championship" was held, a high-level technical competition fitting for a nationwide event with 5,124 participants.
Miho Takahashi from Aichi Prefecture won, marking the fourth consecutive female champion—a notable achievement showcasing the rising prominence of women in the field.

In the new car market, the number of new car registrations (standard and compact passenger cars) has increased 7.8% y-o-y, KeePer products saw a 37.4% y-o-y increase, with particularly notable growth at Toyota, where the attachment rate of EX KeePer products is starting to improve.

Furthermore, Subaru Parts Corporation launched "SUBARU Fresh KeePer" from October 25, a body coating for used and pre-owned vehicles. Focusing on the used car market is increasing, with more stores introducing this product.

Our coating business beyond vehicles showed substantial progress, increasing by 579% y-o-y. This was mainly due to deliveries of "Mobile KeePer," a mobile device coating by KeePer in collaboration with KDDI’s au brand.
The simultaneous launch of the iPhone 16 and the strong sales at au shops have set positive expectations for further business expansion.

≪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	**1,569,624**	+22.1%	**725,475**	+29.8%	**844,148**	+16.2%
2023/9	**1,462,848**	+19.6%	**618,343**	+18.5%	**843,876**	+20.3%
2023/10	**1,730,923**	+26.4%	**728,747**	+27.5%	**989,452**	+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%
2024/8	**1,762,161**	+12.3%	**782,568**	+7.9%	**979,592**	+16.1%
2024/9	**1,756,881**	+20.1%	**782,204**	+26.5%	**974,677**	+15.5%
★2024/10	**1,927,418**	+11.3%	**936,976**	+28.6%	**990,441**	+0.1%

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	Number of coating units applied										# visits	yoy	ASP (yen/visit)	yoy	Productivity (yen/hr)	yoy
				Pure, maint	yoy	Crystal	yoy	Fresh	yoy	Dia related	yoy	EX TREX	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%
2022/12	**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	**844,148**	+16.2%	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	**843,876**	+20.3%	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	**978,431**	+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%
2024/8	**968,394**	+16.5%	122	**6,941**	+13%	**4,110**	-11%	**3,016**	+75%	**4,021**	+7%	**1,056**	+20%	**58,558**	+5%	**16,537**	+11.4%	**6,625**	0%
2024/9	**965,268**	+15.9%	124	**6,041**	+12%	**4,003**	+1%	**2,907**	+47%	**4,229**	+7%	**1,155**	+27%	**54,445**	+9%	**17,729**	+6.4%	**6,961**	+4%
★2024/10	**967,668**	-1.1%	125	**6,339**	-13%	**4,126**	-21%	**2,877**	+7%	**4,336**	-4%	**1,183**	+13%	**53,545**	-9%	**18,072**	+9.0%	**6,974**	-7%

≪LABO Stores: Existing Stores≫

Existing Stores	Sales ,000 yen	yoy	# stores	Number of coating units applied										# visits	yoy	ASP (yen/visit)	yoy	Produc-tivity (yen/hr)	yoy
				Pure, maint	yoy	Crystal	yoy	Fresh	yoy	Dia related	yoy	EX TREX	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%
2022/12	**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%
2024/8	**894,949**	+7.6%	107	**6,596**	+7%	**3,852**	-16%	**2,753**	+60%	**3,635**	-4%	**970**	+10%	**54,574**	-3%	**16,399**	+10.4%	**6,665**	+1%
2024/9	**888,442**	+6.7%	108	**5,769**	+7%	**3,725**	-6%	**2,642**	+33%	**3,809**	-3%	**1,053**	+16%	**50,647**	+1%	**17,542**	+5.3%	**7,012**	+4%
★2024/10	**875,618**	-10.5%	108	**5,991**	-17%	**3,866**	-26%	**2,584**	-4%	**3,848**	-14%	**1,036**	-1%	**49,374**	-16%	**17,734**	+6.9%	**7,005**	-6%