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Monthly Report for 11/2024

≪Total Sales≫

Total sales increased by 12.2% y-o-y to 1,974,785 thousand yen.

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

In November, sales at all 127 directly managed stores increased 19.5% y-o-y to 1,042,867 thousand yen, and sales at 109 existing stores increased 9.3% y-o-y to 954,133 thousand yen.

Not only did this completely offset the sluggish performance of the previous month, but it also significantly surpassed the already strong performance of November last year, which had seen a 23.8% increase compared to the year before that.

In November, we opened two new stores: Kanazawa Nishiizumi Store in Ishikawa Prefecture on the 14th (our first store in the region) and Toyota Tsuchihashi Store in Aichi Prefecture on the 27th, bringing the total number of directly managed stores to 127. Additionally, we completed renovations at four existing stores (Adachi Store: +6 spaces, Kodaira Store: +4 spaces, Matsudo Store: +3 spaces, Nakagawa Store: +3 spaces) to expand their capacity.

| 27.5% Increase in Customer Visits

The Autumn Fair, which began in October, continued to be well-received by customers, contributing to an increase in the number of visits. The campaign also encouraged customers to perform maintenance on their KeePer coatings or to redo coatings that had surpassed the recommended reapplication period, effectively tapping into latent demand.

| Strengthening Capacity in Both Hardware and Software Ahead of Peak Demand

As outlined earlier, preparations were made to increase capacity and improve efficiency in anticipation of December, the peak demand period.

Efforts included hiring additional technicians wherever possible and expanding the availability of online reservation slots to accommodate rising demand. Despite a 27.5% increase in customer visits, productivity per labor hour was maintained at 7,170 yen/hour (0.9% YoY increase), demonstrating our readiness to handle the peak demand effectively.

| Growing Downloads of the Easy Booking App
The number of downloads of the Easy Booking App reached 30,470 as of the end of November, nearly doubling from the previous month.

≪KeePer Products Related Segment (B-to-B)≫
In November, sales in the KeePer Products Related Segment increased by 5.6% y-o-y to 926,181 thousand yen.

The modest growth was influenced by weak performance in October, not only at LABO but also among KeePer Pro Shops, the main driver of the aftermarket segment. This resulted in a 9.5% YoY decline in aftermarket sales.

Sales in the new car market increased by 22.5% YoY, with new car registrations (standard and compact passenger cars) up 7.8% YoY. Toyota continues to show strong progress, with dealerships implementing KeePer solutions steadily increasing. Similarly, Suzuki dealerships, which began introducing KeePer products in August, have received overwhelmingly positive feedback, with more dealers adopting KeePer solutions. Sales of KeePer coatings for used cars are also trending upward.
Meanwhile, there remains a challenge with certain manufacturers where progress has been slow, emphasizing the need to strengthen connections on the ground.

The non-automotive coating business achieved significant progress, with a 354.5% YoY increase. Sales of Mobile KeePer, launched in October by KDDI Corporation, remain strong, with additional deliveries made this month.
The compatibility of KeePer coatings with mobile devices is proving excellent, indicating significant potential for business expansion in the future.

≪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	**1,759,245**	+18.9%	**877,284**	+14.5%	**881,961**	+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%
★2024/11	**1,974,785**	+12.2%	**926,181**	+5.6%	**1,048,604**	+18.9%

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	Produc-tivity (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%
★2024/11	**1,042,867**	+19.5%	127	**7,733**	+44%	**4,868**	+28%	**3,340**	+49%	**4,409**	+0%	**1,069**	+18%	**64,715**	+27%	**16,115**	-6.3%	**7,170**	+1%

≪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%
★2024/11	**954,133**	+9.3%	109	**7,351**	+37%	**4,556**	+20%	**3,020**	+34%	**3,938**	-11%	**956**	+6%	**59,925**	+18%	**15,922**	-7.4%	**7,233**	+2%