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Everyone

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(Securities code:6071 Tokyo Stock Exchange Prime Market)
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IBJ Corporation (Marriage Agency Business) KPI Report for November 2024

	November 2023(A)	November 2024(B)	Change(B)/(A)
Number of marriage agencies	4,107	4,484	+109.2%
Number of new membership	3,989	5,698	+142.8%
Number of marriage meetings	60,472	70,156	+116.0%
Number of Marriages per Month	1,070	1,270	+118.7%
Number of Arranged marriage Meeting member	86,399	95,736	+110.8%

*The number of registered members is the number of members registered on the IBJ's matchmaking system out of the number of matchmaking members at member agencies and directly managed agencies *The number of successful marriages is the number of successful marriages only within IBJ (excluding those at federations other than IBJ, introductions by friends, etc.)

KPIs in the IBJ marriage agency business continue to perform well, achieving steady growth with the number of marriage meeting exceeding 70,000 for two consecutive months. The factors behind the strong performance include an increase in the number of new membership due to the increase in the number of marriage agencies, an increase in the number of active members due to the expansion of the membership base, and a boost in interactions among agencies due to the branch system. In addition, the joint campaign launched in November in cooperation with other companies in the industry (BIU, Ryoenkai), which, like IBJ, is committed to “Matchmaking” and has led to further market revitalization.

In the 4Q, the number of marriages tends to increase compared to previous months due to seasonal factors (Christmas, etc.), and earnings are expected to increase mainly in the directly managed agencies business. With the number of couples getting married increasing year by year, IBJ believes that it will be able to achieve continuous growth next year and beyond by strengthening cooperation (sending customers) between the marriage agency business and the life design business.

IBJ, which currently creates 1 in 40 of Japan's annual marriages, is expanding its market size through approaches from both directly managed and member agencies, and as the business continues to grow, we believe that 1 in 20 couples will become IBJ couples in the future.

In parallel with expanding its market share, IBJ will achieve business performance and increase its corporate value by strengthening public-private partnerships with local governments and public administration (central government), and by taking a proactive approach to the national issue of declining birthrates.