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Monthly Report for 01/2025

≪Total Sales≫

Total sales increased by 9.9% y-o-y to 1,346,914 thousand yen.

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

Sales from all 127 directly managed stores increased by 4.4% year-on-year to 695,031 thousand yen. However, sales from the 112 existing stores decreased by 3.9% year-on-year to 639,723 thousand yen, falling below the previous year's results.

| The decline in existing store sales was attributed to an increase in car wash volumes

In January, cars were more prone to getting dirty due to seasonal factors such as de-icing agents, nighttime dew from dropping temperatures, and an increase in airborne PM2.5. Additionally, the month saw consistently good weather with minimal rainfall. This meant that the unique feature of KeePer coatings—where rain naturally cleans the vehicle—was not as effective, leading to a stronger demand for car washes to remove dirt. As a result, the number of customers visiting for car washes increased.

However, as mentioned in last month's report, this period coincides with all technicians taking a "one-week break," which reduced staffing levels at each store and limited the number of vehicles that could be serviced. Despite these constraints, the number of car washes increased by approximately 14% compared to the same month last year.

Nevertheless, the ongoing rise in gasoline prices appeared to tighten customers' budgets for car care. This led to a noticeable decline in demand for coating services, particularly maintenance coatings. As a result, the average spending per vehicle dropped by 8.7% year-on-year to 14,341 yen per vehicle. Although more customers visited the stores, sales at existing locations ultimately fell below the previous year's performance.

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

In January, sales in the KeePer Products Related Segment increased by 14.7% y-o-y to 635,961 thousand yen.

However, the aftermarket segment experienced a 4.5% year-on-year decrease in sales. The rise in fuel prices significantly impacted the aftermarket, particularly at gas stations. Consumers showed a stronger tendency to avoid additional expenses on top of increased fuel costs. Additionally, in snow-prone regions such as Hokkaido, Tohoku, and Koshinetsu, severe weather conditions like early January cold waves and heavy snowfall led to a significant drop in demand.

On the other hand, the new car market showed strong growth, with new vehicle registrations (for standard and compact passenger cars) increasing by 12.2% year-on-year. KeePer's performance in this segment surged by 28.4%, maintaining its positive trend. Toyota's progress was particularly notable, with a rise in applications of the EX KeePer coating. While the industry overall is expected to continue facing a decline in new car sales, there is growing anticipation for expanded services targeting existing vehicles. KeePer will leverage its expertise in this area by strengthening partnerships with car dealerships and enhancing relationships at the ground level.

Furthermore, non-automotive coating businesses saw significant growth, increasing by 126.4% year-on-year. Notably, sales of "Mobile KeePer" for KDDI Corporation were strong, with additional deliveries made this month.

≪Total Sales≫

(,000 yen)	Total Sales	yoy	Products	yoy	LABO	yoy
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	**2,507,717**	+26.5%	**1,063,907**	+32.3%	**1,442,582**	+21.8%
2024/1	**1,225,198**	+27.3%	**554,423**	+41.9%	**670,775**	+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%
2024/12	**2,811,024**	+12.1%	**1,174,304**	+10.4%	**1,636,719**	+13.5%
2025/1	**1,346,914**	+9.9%	**635,961**	+14.7%	**710,952**	+6.0%

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%
2024/12	**1,623,096**	+13.4%	127	**13,528**	+16%	**7,043**	-0%	**4,956**	+24%	**6,086**	+1%	**1,508**	+10%	**97,197**	+21%	**16,699**	-6.1%	**8,209**	-1%
2025/1	**695,031**	+4.4%	127	**4,619**	+5%	**2,650**	-9%	**2,079**	+14%	**3,051**	+2%	**741**	+4%	**48,466**	+14%	**14,341**	-8.7%	**6,517**	-5%

≪LABO Stores: Existing Stores≫

Existing 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	**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%
2024/12	**1,483,698**	+3.7%	109	**12,633**	+8%	**6,566**	-7%	**4,451**	+11%	**5,493**	-9%	**1,357**	-1%	**88,852**	+10%	**16,699**	-6.1%	**8,319**	-0%
2025/1	**639,723**	-3.9%	112	**4,380**	-1%	**2,462**	-16%	**1,886**	+3%	**2,769**	-8%	**678**	-5%	**45,010**	+6%	**14,213**	-9.5%	**6,560**	-5%