



February 12, 2025

Everyone

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(Securities code:6071 Tokyo Stock Exchange Prime Market)
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[Delayed]Revision of KPIs and Medium-Term Management Plan and January 2025 KPI Report

IBJ, Inc. will partially revise its KPI and Mid-term Business Plan starting from the fiscal year ending December 31, 2025.

With regard to KPIs, we will redefine the existing “number of registered members” and “Number of Marriages” to “number of IBJ paying members” and “Number of Married Couples” respectively.

(1) What is the Number of IBJ paying members

The number of members from whom IBJ receives revenue from system usage fees, etc. from its member agencies. This figure excludes members who are not billed due to reasons such as being in a serious relationship or taking a leave of absence. By using the number of billing members as a unified KPI both internally and externally, we will strive to steadily improve profitability. We believe that by allowing investors to see the number of members contributing to sales, it will be easier for them to understand and forecast IBJ's performance, thereby enhancing the transparency and soundness of the industry.

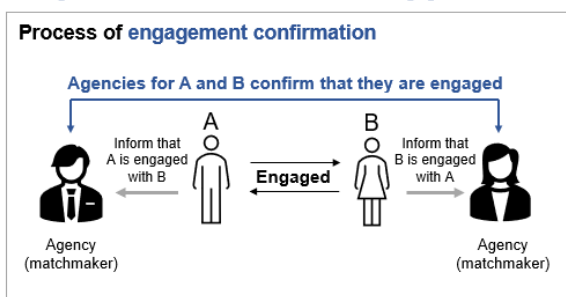
(2) What is the Number of Married Couples

However, from the fiscal year ending December 31, 2025, IBJ will exclude the survey results for party and application members and use only the number of couples in the dating agency business as a KPI, which has a higher degree of accuracy.

In addition, IBJ has decided to disclose the number of couples who have been confirmed as successfully married by both dating agencies by emphasizing the number of couples who have been supported to the point of engagement and confirmed by both agencies, as shown in “(1) Engagement Confirmation Base” below.

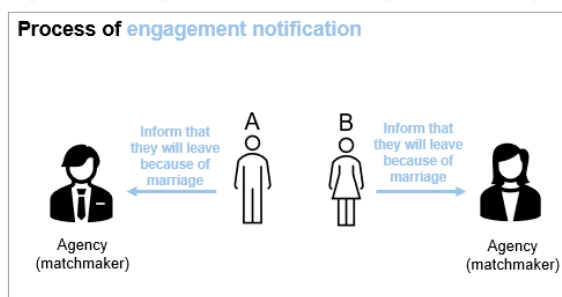
Engagement confirmation cases

The number of married couples to whom the agencies provided support in the entire process from engagement to proposal, and **who the agencies on both sides confirmed to be engaged.**



Engagement notification cases

The number of married couples who their agencies did not confirm to have proposed marriage or been engaged, but **who notified the agencies that they would leave because they decided to marry.**



In line with the aforementioned partial revision of KPIs, the medium-term management plan through 2027 will be revised as follows.

- Redefine “Number of marriages” as “number of Married Couples” (revise accounting and calculation methods), of which, set up a confirmation base.
- Changed “Number of registered members” to “Number of IBJ Paying members” and set a target value.
- Revised operating income target upward from 3.5 billion yen to 4.0 billion yen in light of recent solid business growth.
- Renamed “Number of Affiliates” to “Number of Marriage Agencies
- Number of matching members excluded from key indicators

	2027 (before review)	2027 (after review)	Review Details
Net sales	240billion	240billion	No change
Operating profit	35billion	40billion	Target operating income revised upward by 5 billion yen
Number of married couples	20,000couples	20,000couples (10,000 couples based on internal confirmation)	Revision of accounting and calculation methods
Number of Marriage agency	7,000	7,000	Names and unification
Number of IBJ paying members	-	140,000	Establish new indicators as key indicators
Number of matching members	250,000	-	Exclude from key indicators in the mid-term management plan

In January 2025, the KPIs for IBJ's marriage agency business remained strong as shown below, with the number of new members increasing by 26.4% year-on-year (YoY) and the number of couples getting married increasing by 22.1% YoY in line with the recent increase in the number of arranged marriages.

	January 2024(A)	January 2025(B)	Change(B)-(A)	Change(B)/(A)
Number of Marriage agencies	4,195	4,523	+328	+7.8%
Number of new membership	4,418	5,769	+1,351	+30.6%
Number of marriage meetings	58,858	70,130	+11,272	+19.2%
Number of Couples	1,287 (Confirmation base627)	1,651 (Confirmation base 758)	+364 (+131)	+28.2% (+20.9%)
Number of IBJ Registered Members	86,450	94,275	+7,825	+9.1%
Number of IBJ Paying members	57,142	70,959	+13,817	+24.2%

*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.) The number of successful marriages is the total of the number of confirmed marriages based on the total of successful marriages within the IBJ platform and successful marriages between Sunmarie original members, and the number of engagement offers based on the total of successful marriages between IBJ platform members through other services or introductions by friends, and between ZWEI original members and successful marriages through other services or introductions by friends. The number of IBJ billed members is the number of members from whom IBJ receives revenue from system usage fees and other fees charged by member agencies.

IBJ will continue to expand its market size by continuing to grow its business performance in line with its medium-term management plan, and at the same time, by continuing to approach the issue of declining birthrates through active collaboration with the national and local governments, IBJ aims to grow its business with a high social contribution.