

BALMUDA

Financial Results Briefing Material for Three Months ended March 31, 2025

Securities code : 6612

Note : This document has been translated from a part of the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail.

- 1 . Approach to managing the impact of U.S. reciprocal tariffs
- 2 . FY2025 1Q Results

1 . Approach to managing the impact of U.S. reciprocal tariffs

2 . FY2025 1Q Results

Mid- to Long-Term Growth

※Reposted from the briefing materials for the FY2024 financial results.

Evolution into a Global Brand

Shift to a business model based on a global customer base for further growth

Overseas expansion of domestic products ⇒ Product development with a focus on overseas expansion

Establish a global brand image

Evolution into a Global Brand

※Reposted from the briefing materials for the FY2024 financial results.

MoonKettle, developed with the overseas market in mind, will be launched.
A new brand campaign will be initiated starting in the United States.

1Q



MoonKettle

2Q



BALMUDA The Plate Pro

3Q



BALMUDA The Toaster Pro

Hosting events with local partners

Launch of the brand campaign

Opening a shop

Approach to managing the impact of U.S. reciprocal tariffs

- Efforts are being made to minimize the impact through the following measures.

①Advanced procurement of products for the U.S. market (already implemented)

⇒The existing inventory will be generally adequate to cover needs for the remainder of the year.

②Change of production outsourcing location

⇒From 4Q, production for the U.S. market will be outsourced to Thailand, replacing our current manufacturing base in China.

③Update on Strategic Plan for the U.S. Market

⇒The plan has been executed as scheduled up to this point.

Going forward, we will respond flexibly based on the evolving situation (e.g., launching a new product originally planned for 3Q in 4Q after the manufacturing site transition).

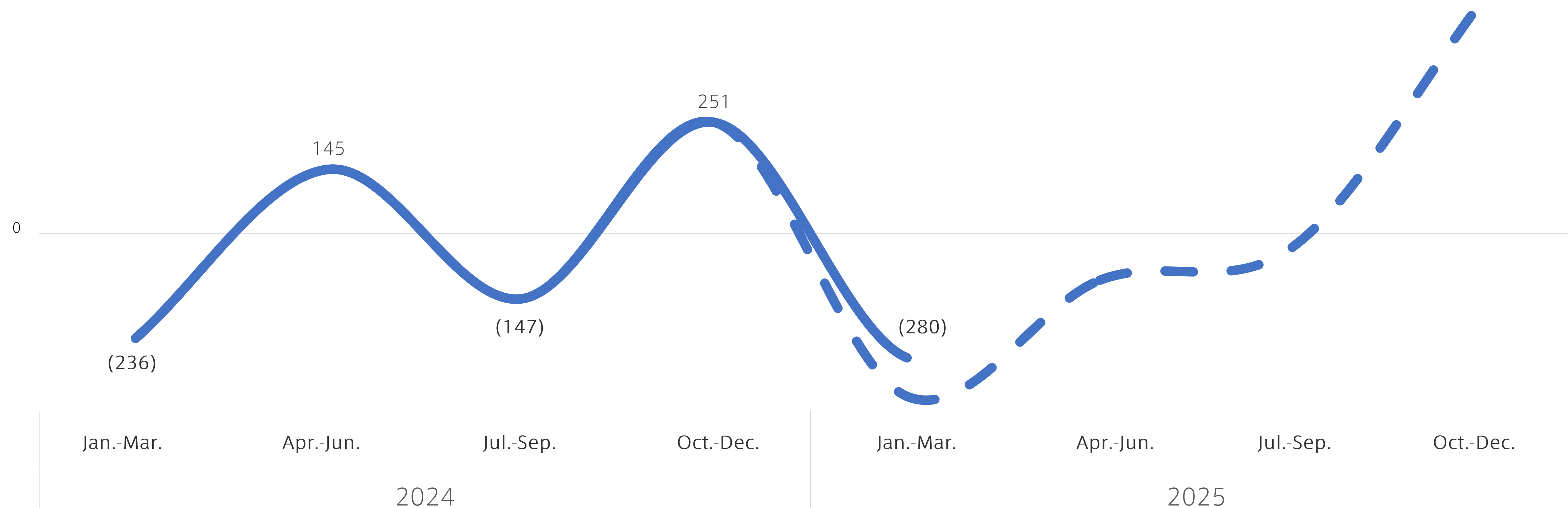
Progress Toward Profit Targets

Quarterly operating profit progress and outlook

- Profitability improvement measures implemented through the previous year proved effective, resulting in a smaller-than-expected loss in the first quarter.
- By executing the aforementioned initiatives, we are striving to achieve our full-year forecast.

【Quarterly Operating Profit (Initial forecast shown as dotted line)】

(Million yen)



- 1 . Approach to managing the impact of U.S. reciprocal tariffs
- 2 . FY2025 1Q Results

FY2025 1Q Summary

- Domestic sales declined due to the reactionary impact of strong new product sales in 1Q of the previous year, while overseas sales increased.
- Although operating losses increased due to the execution of strategic investments for the U.S. market, the losses were smaller than initially planned.

	2024_1Q	2025_1Q	YoY change
Net sales	2,359 Million yen	2,184 Million yen	(175) Million yen
Operating Profit (loss)	(236) Million yen	(280) Million yen	(43) Million yen
Ordinary profit (loss)	(160) Million yen	(300) Million yen	(140) Million yen
Profit (loss) attributable to owners of parent	(160) Million yen	(301) Million yen	(140) Million yen

· Net sales by region (million yen)

	2025_1Q	YoY change
Japan	1,572	(326)
Overseas	611	+151
Total	2,184	(175)

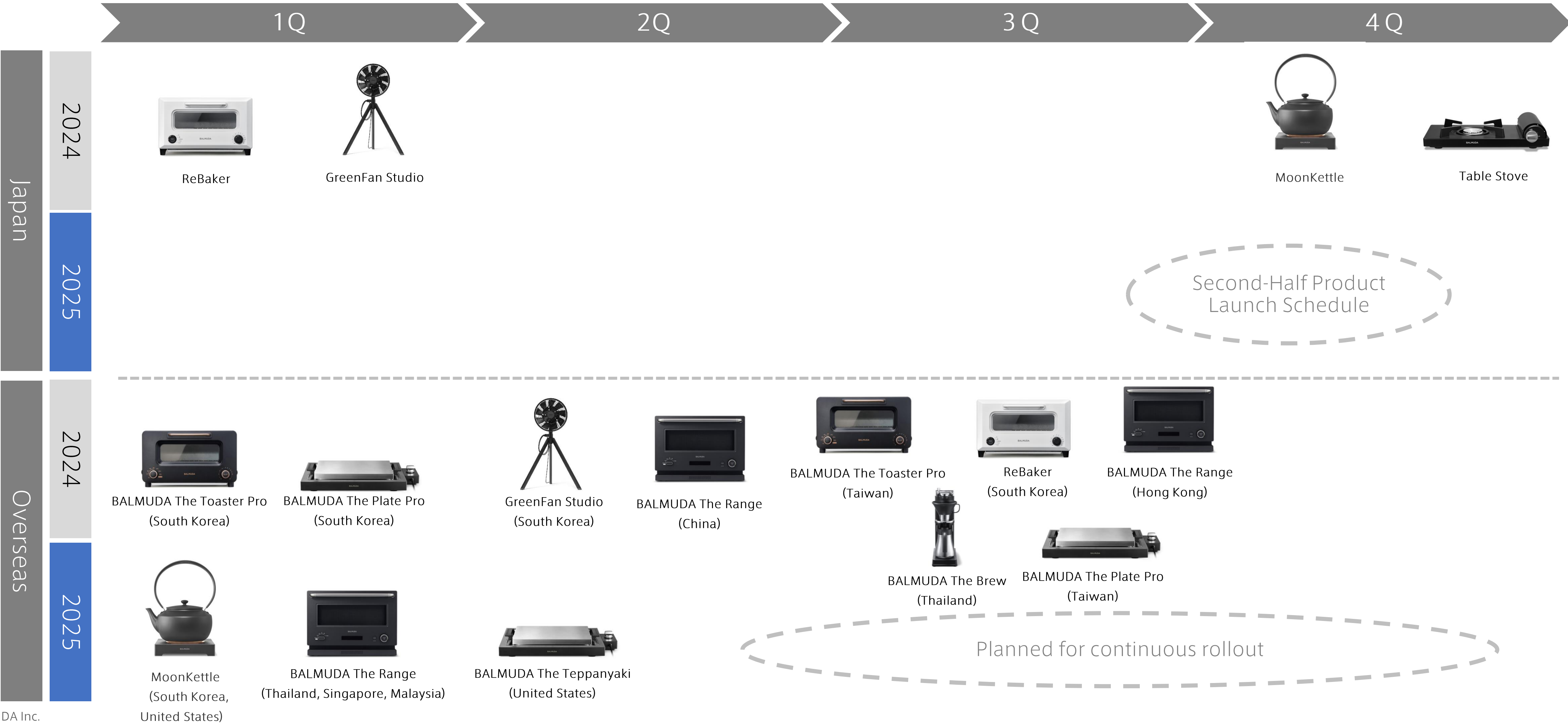
· Strategic Investments for the U.S. Market
(Recorded as operating expenses)
57 million yen

· YoY change in foreign exchange gains/losses
(92) million yen

※Due to the appreciation of the yen compared to the beginning of the period.

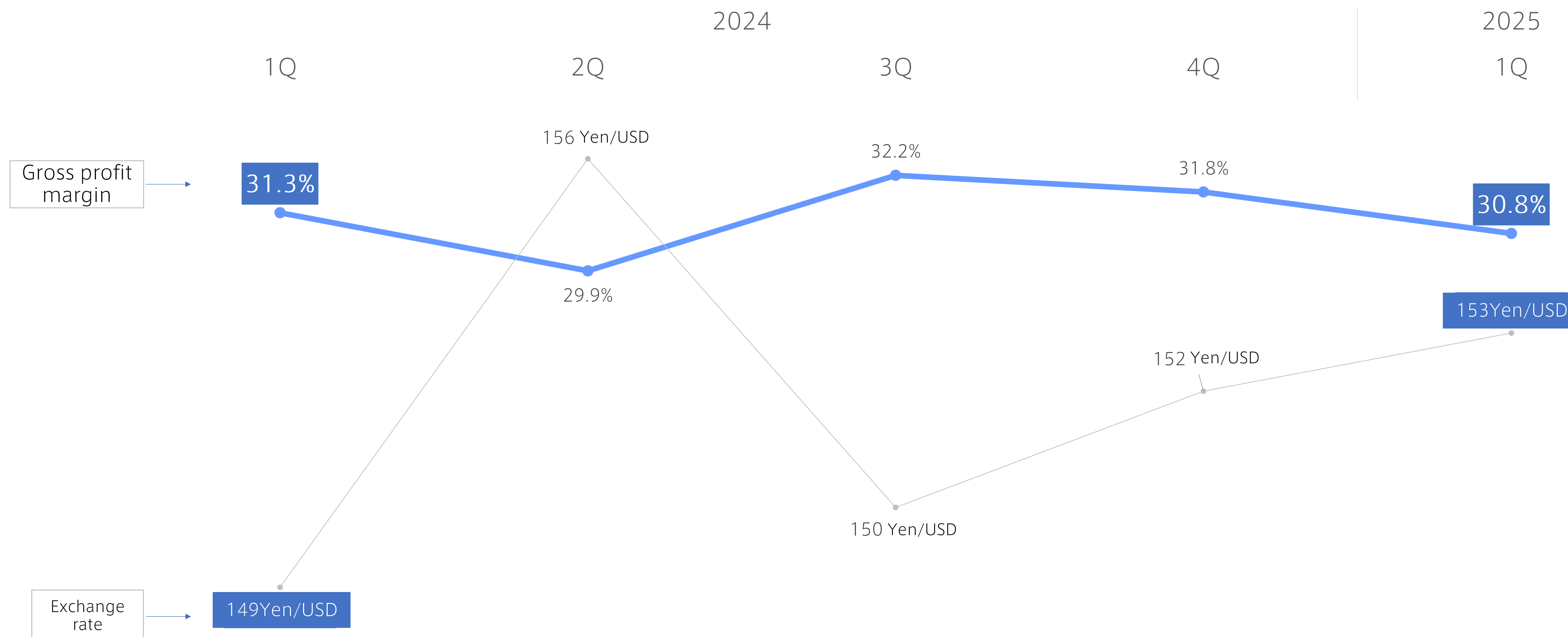
FY2025 1Q : Net Sales

- Japan: Declined due to the reactionary impact of strong new product sales in 1Q of the previous year.
- Overseas: Increased in 1Q as product lineups were expanded across multiple countries.



FY2025 1Q : Gross profit margin

- Despite the depreciation of the yen compared to 1Q of the previous year, cost reductions and appropriate margin setting proved effective, allowing the gross profit margin to remain roughly in line with the same period last year.



FY2025 1Q : SG&A expenses

- Implemented strategic and well-balanced spending. [Overall expenses were kept below the previous year's level.](#)

	2025_1Q	YoY change
Increase	Advertising expenses	130 Million yen
		45 Million yen Increase
Decrease	Experimentation and research expenses	74 Million yen
		18 Million yen Increase
Decrease	Personnel expenses	235 Million yen
		38 Million yen Decrease
Decrease	Other expenses	511 Million yen
		47 Million yen Decrease
Total SG&A expenses		952 Million yen
		22 Million yen Decrease

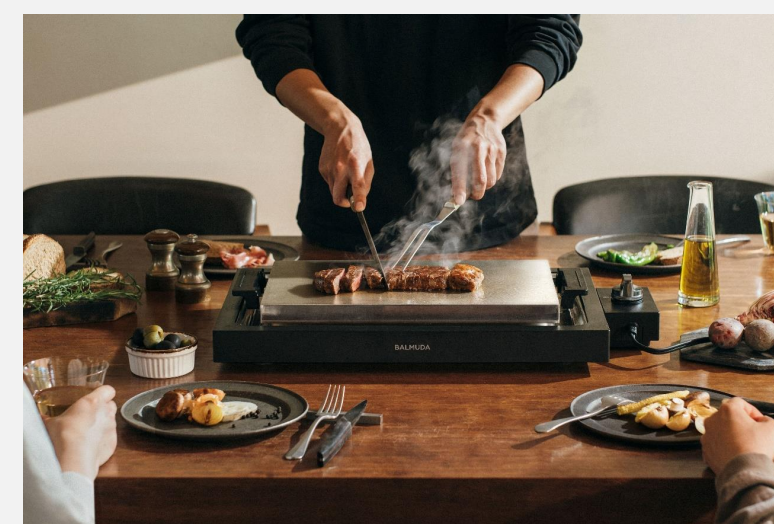
Update on U.S. business expansion efforts

- Since March, we have been actively implementing enhancement measures, and so far, everything has been executed according to plan.
- While our policy to strengthen operations in the U.S. remains unchanged, we will move forward while closely monitoring the impact of U.S. reciprocal tariffs.

【Proactive product launches】



MoonKettle
(March)



BALMUDA The Teppanyaki
(April)



BALMUDA The Toaster Pro
(3 Q → 4 Q)



【Store opening】
"BALMUDA 50 Norman Brooklyn,"
the brand's first store in New York, opened in April.



【Launch of the brand campaign】
In March, we refreshed our brand tagline to
'just because.'



Launched outdoor advertising
in New York City.

Innovation

Realize innovative products

Brand

Establish a strong brand image

APPENDIX

BALMUDA The Store AOYAMA was honored with a global innovation award

- At the global innovation awards, hosted by THE INEPIRED HOME SHOW in Chicago, USA, BALMUDA's flagship store, BALMUDA The Store Aoyama, received an award.

gia[®] global
innovation
awards

home + housewares
retail excellence

2025 global honoree



FY2025_1Q: Net sales by region

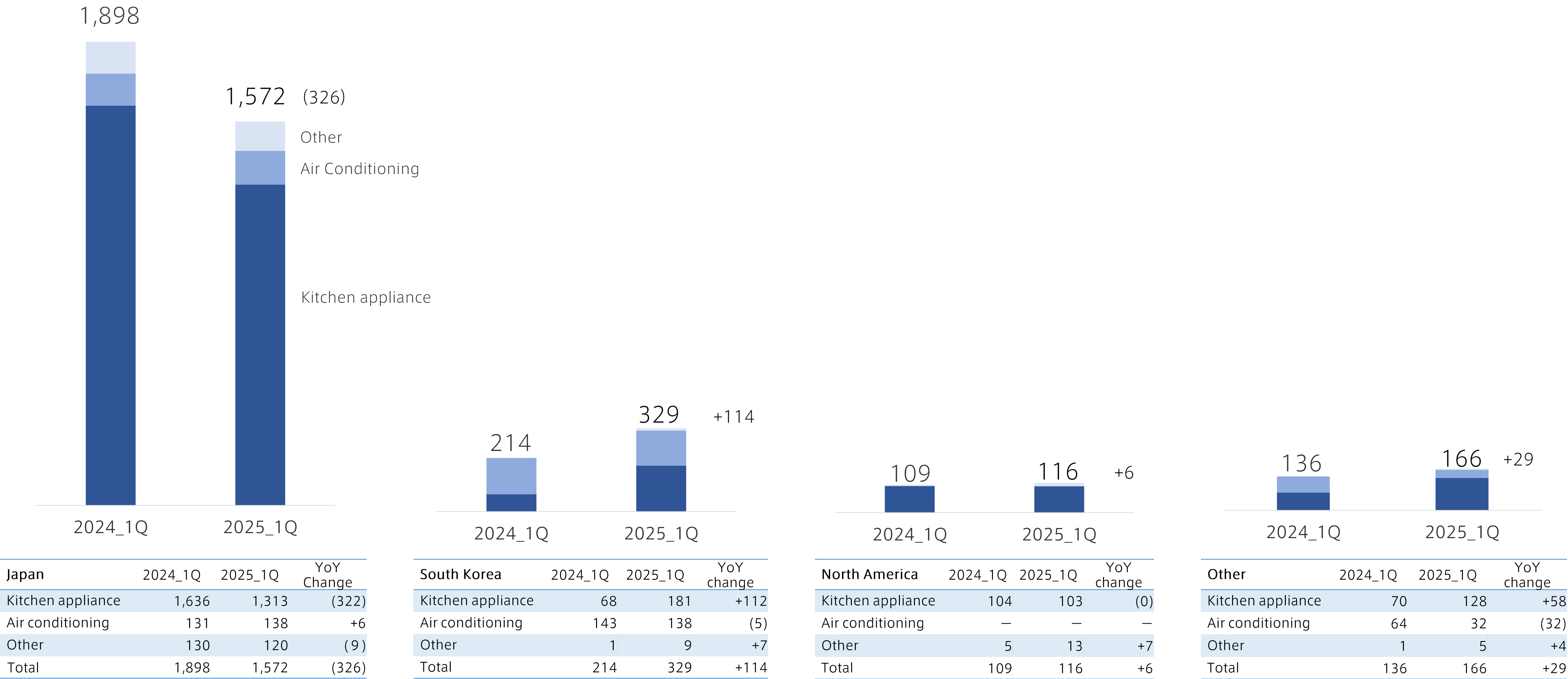
(Million yen)

Japan

South Korea

North America

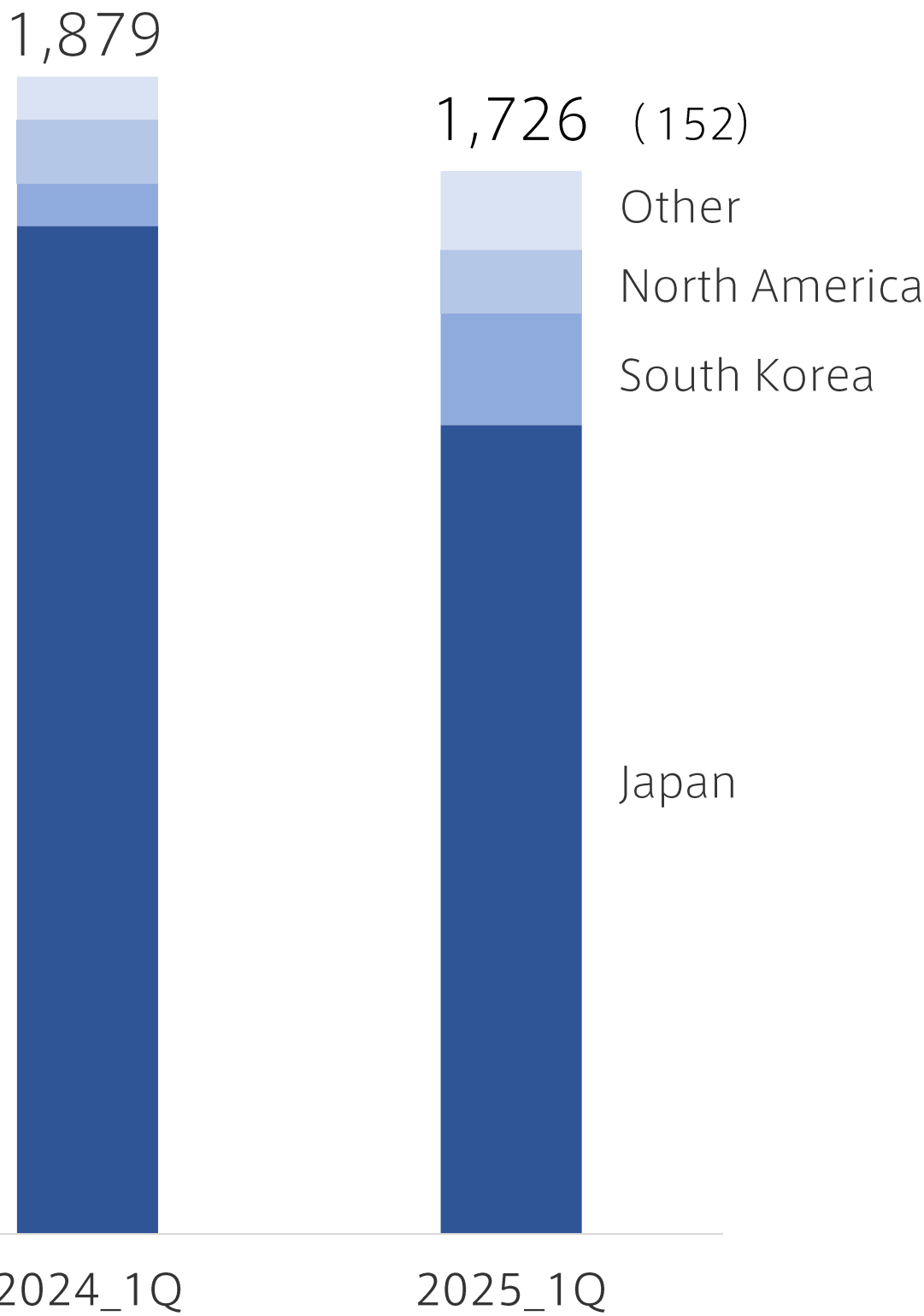
Other



FY2025_1Q: Net sales by product category

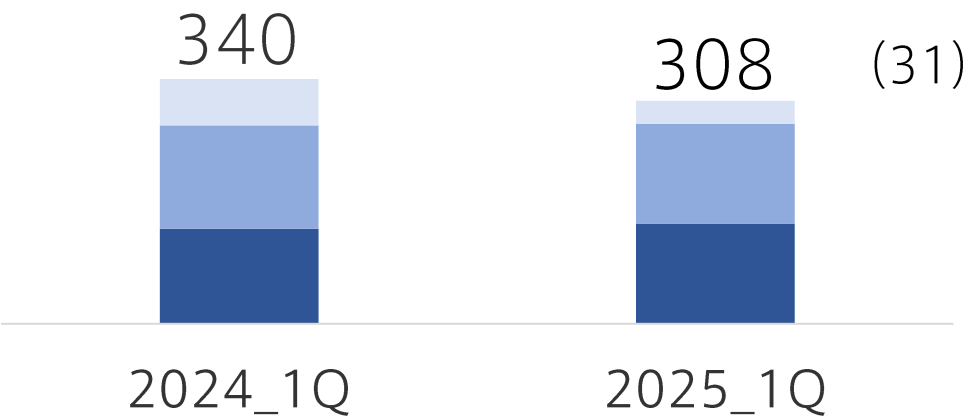
(Million yen)

Kitchen appliance



Kitchen Appliance	2024_1Q	2025_1Q	YoY change
Japan	1,636	1,313	(322)
South Korea	68	181	+112
North America	104	103	(0)
Other	70	128	+58
Total	1,879	1,726	(152)

Air conditioning



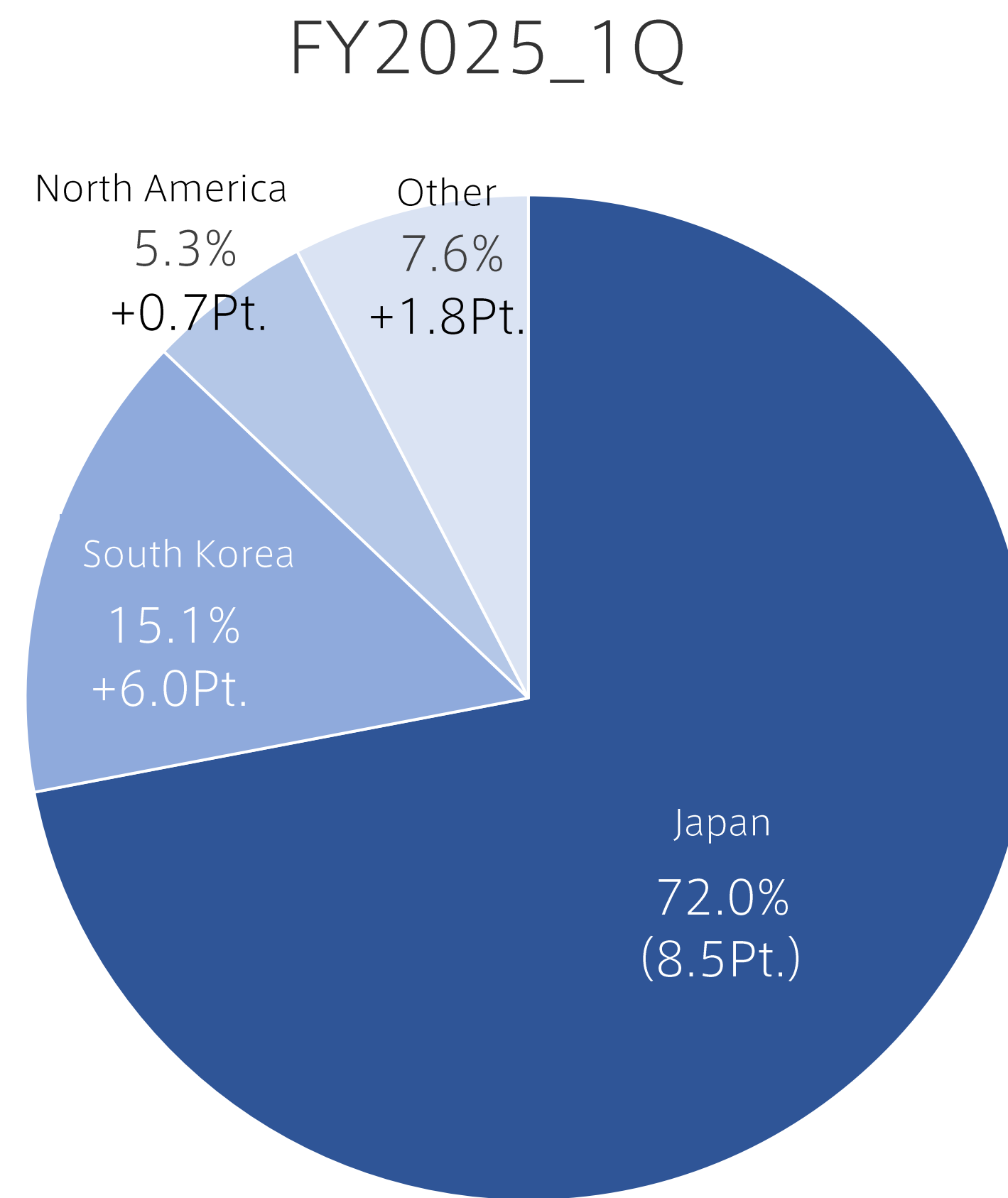
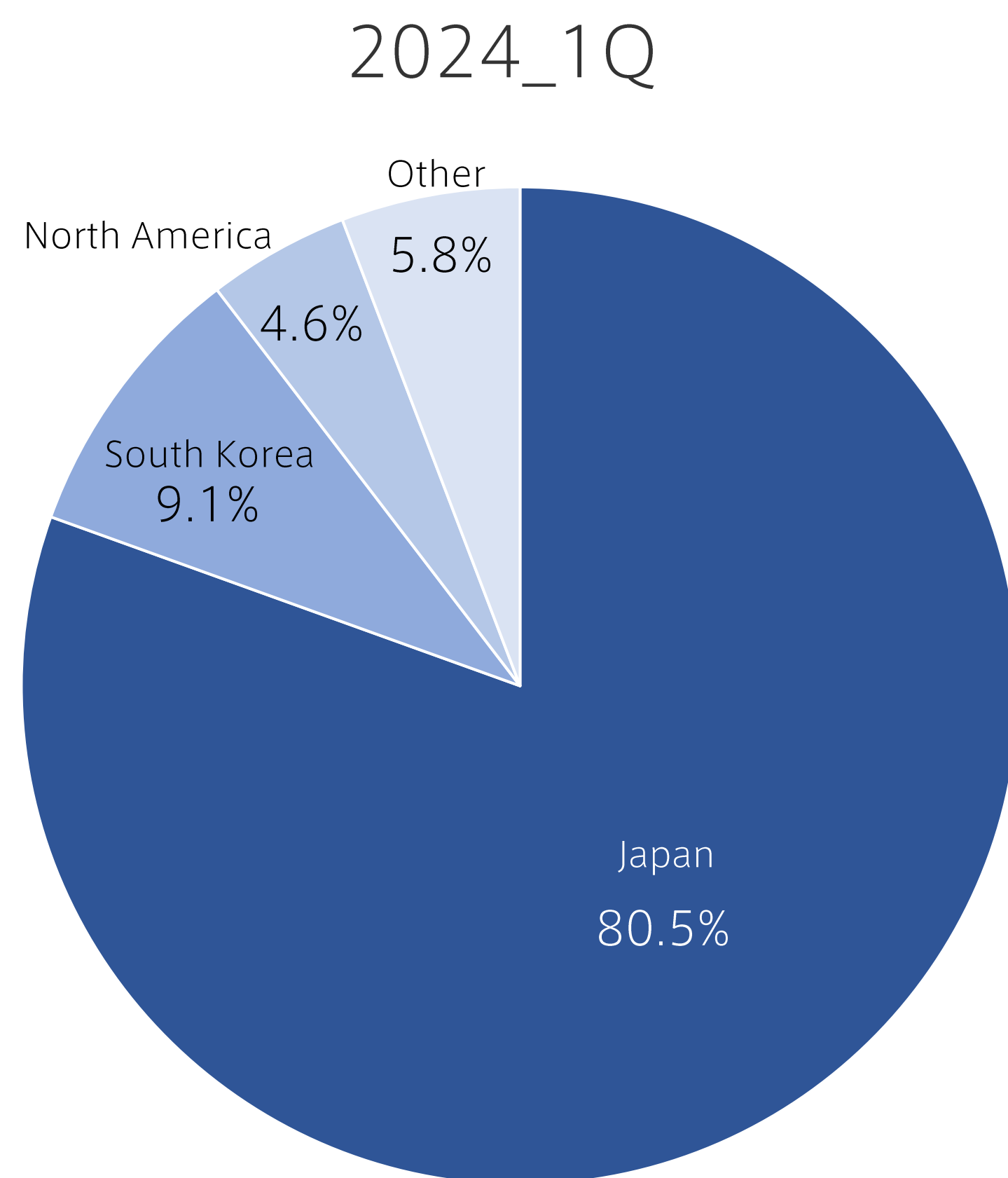
Air conditioning	2024_1Q	2025_1Q	YoY change
Japan	131	138	+6
South Korea	143	138	(5)
North America	—	—	—
Other	64	32	(32)
Total	340	308	(31)

Other

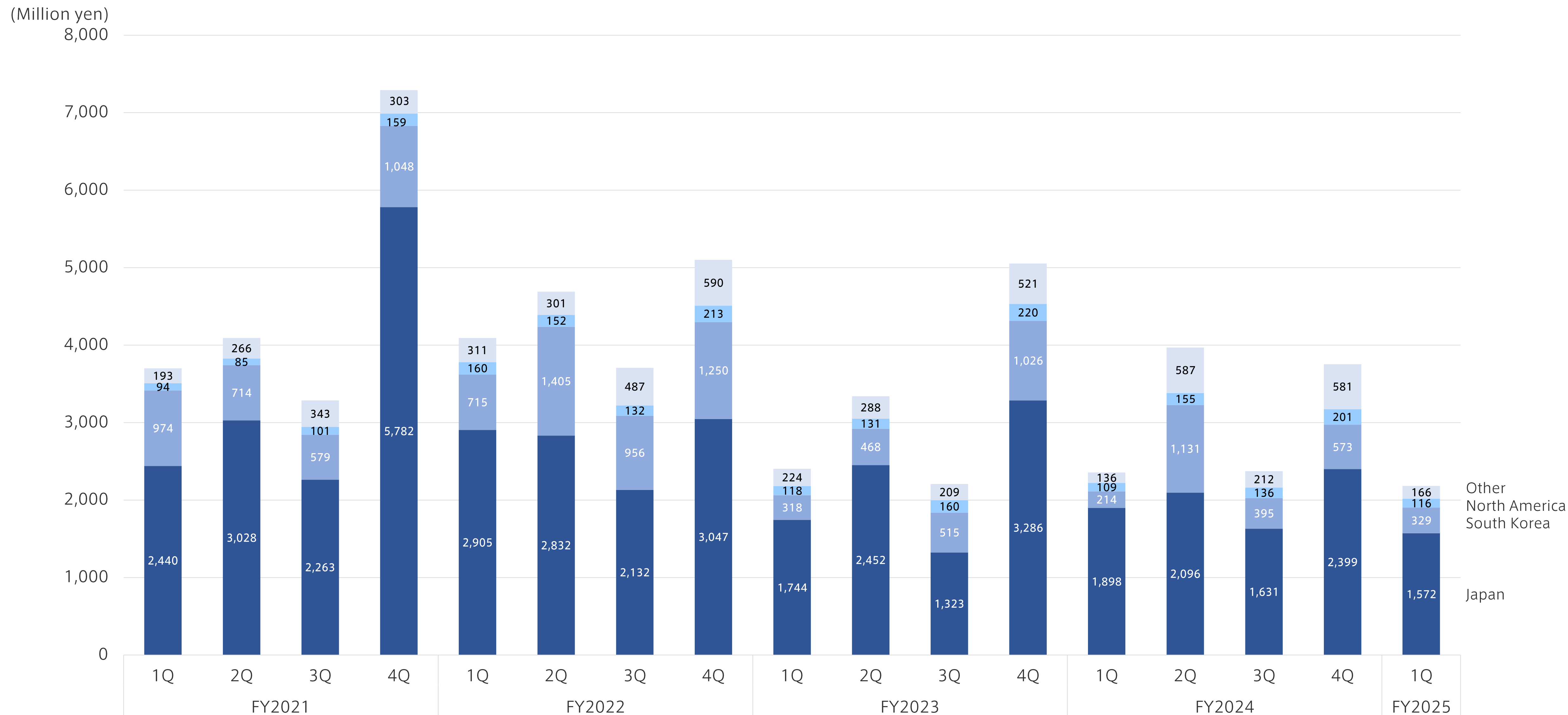


Other	2024_1Q	2025_1Q	YoY change
Japan	130	120	(9)
South Korea	1	9	+7
North America	5	13	+7
Other	1	5	+4
Total	139	149	+9

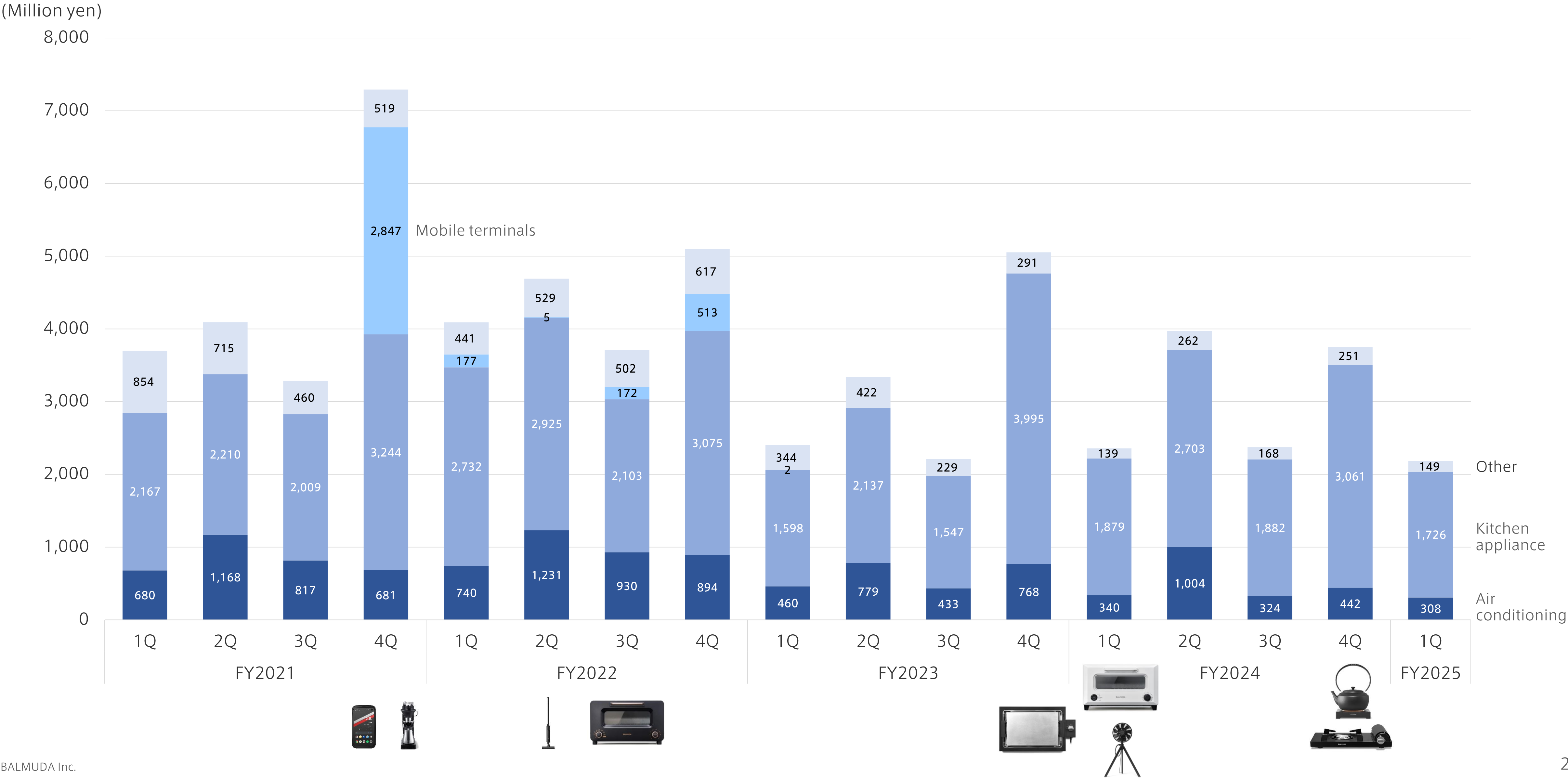
FY2025_1Q: Composition percentage of net sales by region



Quarterly net sales by region



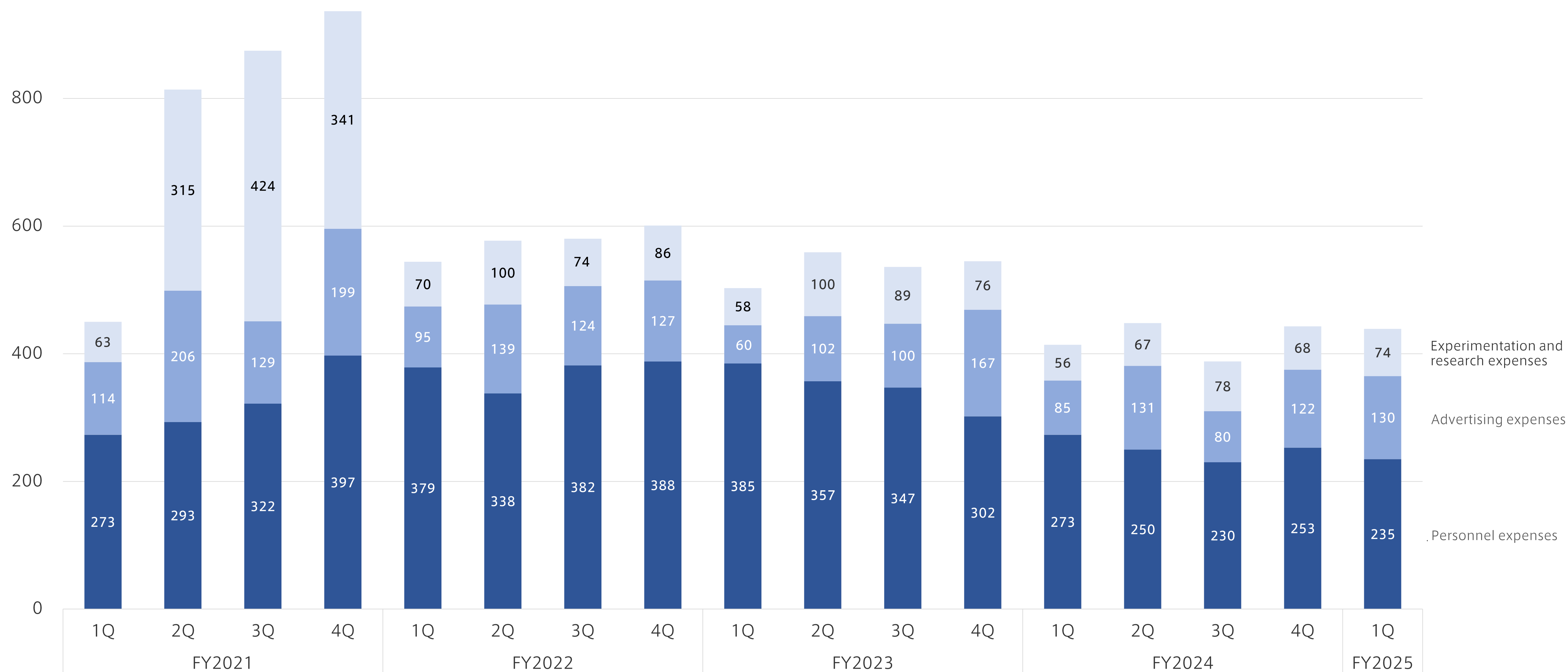
Quarterly net sales by product category



Quarterly major SG&A expenses

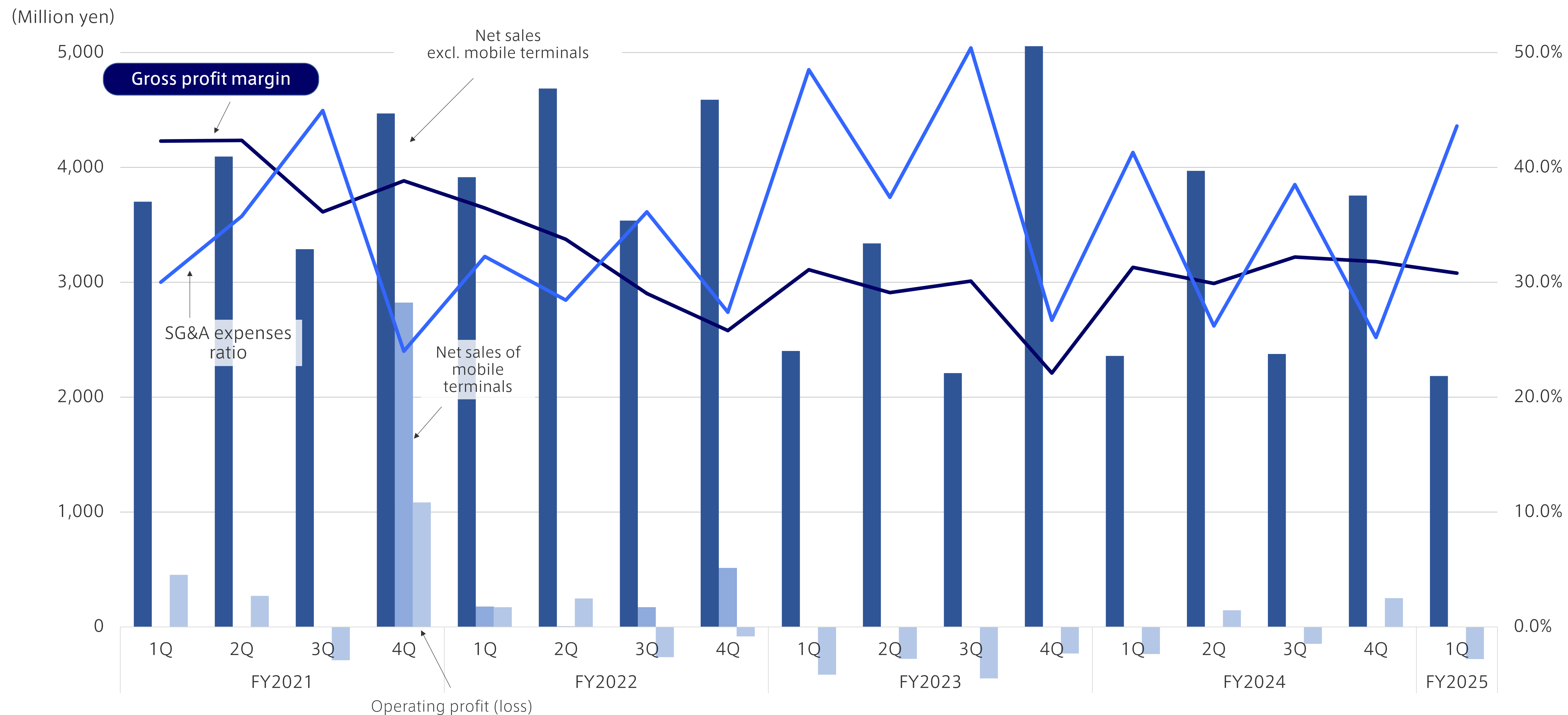
(Million yen)

1,000

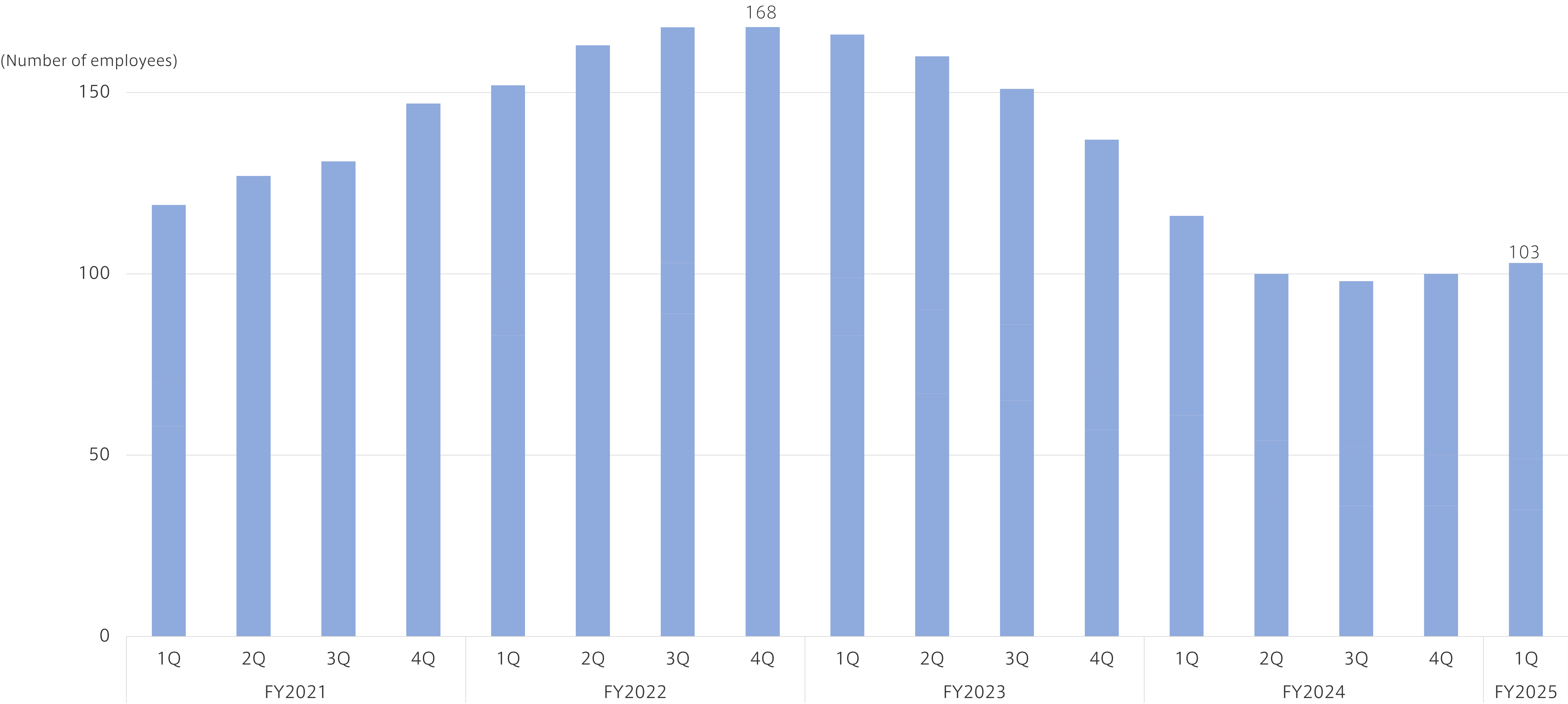


※In FY2021, appx. 840 million yen of experimentation and research expenses were for mobile terminals.
Appx. 280 million yen out of such 840 million yen were accounted in 4Q/FY2021.

Quarterly net sales, operating profit, GP margin and SG&A expenses ratio

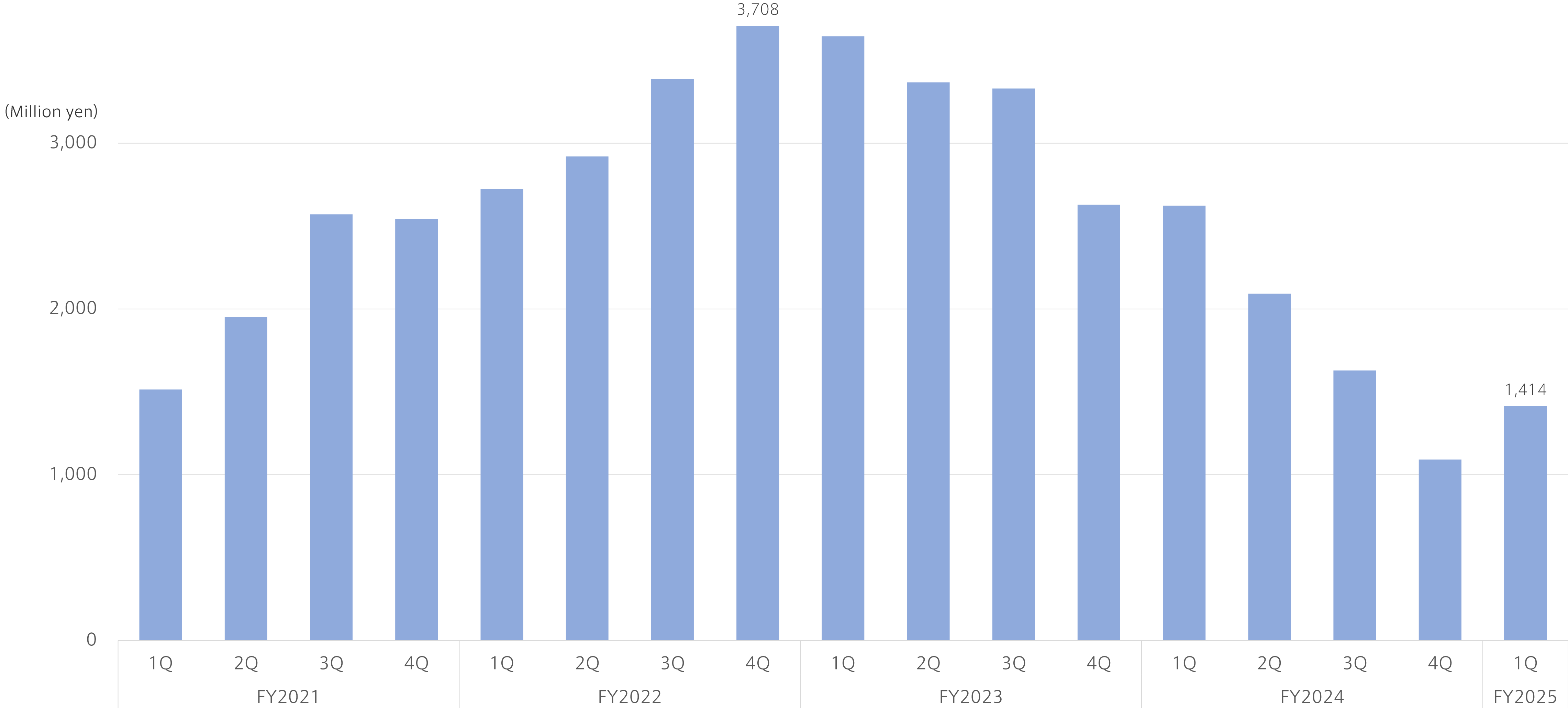


Number of employees



※Temporary staff and part-time workers are not included.

Inventory



Consolidated statement of income by quarters

(Million yen. Percentages indicate composition in net sales.)

	FY2021				FY2022				FY2023				FY2024				FY2025
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q
Net sales	3,702	4,095	3,288	7,293	4,092	4,691	3,708	5,101	2,405	3,339	2,210	5,055	2,359	3,970	2,376	3,755	2,184
Gross Profit	1,565 42.3%	1,734 42.4%	1,187 36.1%	2,832 38.8%	1,492 36.5%	1,583 33.7%	1,076 29.0%	1,314 25.8%	749 31.1%	970 29.1%	665 30.1%	1,117 22.1%	738 31.3%	1,185 29.9%	766 32.2%	1,195 31.8%	671 30.8%
SG&A expenses	1,111 30.0%	1,464 35.8%	1,478 45.0%	1,748 24.0%	1,319 32.2%	1,334 28.4%	1,340 36.1%	1,397 27.4%	1,166 48.5%	1,249 37.4%	1,113 50.4%	1,349 26.7%	974 41.3%	1,040 26.2%	913 38.5%	944 25.2%	952 43.6%
Personnel expenses	273	293	322	397	379	338	382	388	385	357	347	302	273	250	230	253	235
Advertising expenses	114	206	129	199	95	139	124	127	60	102	100	167	85	131	80	122	130
Experimentation and research expenses	63	315	424	341	70	100	74	86	58	100	89	76	56	67	78	68	74
Operating profit	454 12.3%	270 6.6%	(290) (8.8%)	1,083 14.9%	172 4.2%	248 5.3%	(263) (7.1%)	(82) (1.6%)	(416) (17.3%)	(278) (8.3%)	(448) (20.3%)	(231) (4.6%)	(236) (10.0%)	145 3.7%	(147) (6.2%)	251 6.7%	(280) (12.8%)
Ordinary profit	462	245	(300)	1,054	144	224	(294)	(60)	(354)	(243)	(431)	(208)	(160)	193	(262)	323	(300)
Profit attributable to owners of parent	301	146	(179)	747	96	137	(190)	(40)	(1,144)	(241)	(435)	(251)	(160)	192	(263)	298	(301)

Net sales by region/product category by quarters

(Million yen. Percentages indicate composition in net sales.)

	FY2021				FY2022				FY2023				FY2024				FY2025
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q
Net sales	3,702	4,095	3,288	7,293	4,092	4,691	3,708	5,101	2,405	3,339	2,210	5,055	2,359	3,970	2,376	3,755	2,184
Net sales by region																	
Japan	2,439 65.9%	3,028 74.0%	2,263 68.8%	5,782 79.3%	2,905 71.0%	2,832 60.4%	2,132 57.5%	3,047 59.7%	1,744 72.5%	2,452 73.4%	1,323 59.9%	3,286 65.0%	1,898 80.5%	2,096 52.8%	1,631 68.6%	2,399 63.9%	1,572 72.0%
Overseas	1,262 34.1%	1,066 26.0%	1,024 31.2%	1,511 20.7%	1,187 29.0%	1,859 39.6%	1,576 42.5%	2,053 40.3%	660 27.5%	887 26.6%	886 40.1%	1,769 35.0%	460 19.5%	1,874 47.2%	744 31.4%	1,356 36.1%	611 28.0%
South Korea	974 26.3%	714 17.5%	579 17.6%	1,048 14.4%	715 17.5%	1,405 30.0%	956 25.8%	1,250 24.5%	318 13.2%	468 14.0%	515 23.3%	1,026 20.3%	214 9.1%	1,131 28.5%	395 16.7%	573 15.3%	329 15.1%
North America	94 2.5%	85 2.1%	101 3.1%	159 2.2%	160 3.9%	152 3.3%	132 3.6%	213 4.2%	118 4.9%	131 3.9%	160 7.3%	220 4.4%	109 4.6%	155 3.9%	136 5.8%	201 5.4%	116 5.3%
Other	194 5.2%	266 6.5%	343 10.5%	303 4.2%	311 7.6%	301 6.4%	487 13.2%	590 11.6%	224 9.3%	288 8.6%	209 9.5%	521 10.3%	136 5.8%	587 14.8%	212 8.9%	581 15.5%	166 7.6%
Net sales by product ca																	
Air conditioning	680 18.4%	1,168 28.5%	817 24.9%	681 9.3%	740 18.1%	1,231 26.3%	930 25.1%	894 17.5%	460 19.1%	779 23.3%	433 19.6%	768 15.2%	340 14.4%	1,004 25.3%	324 13.7%	442 11.8%	308 14.1%
Kitchen appliance	2,167 58.5%	2,210 54.0%	2,009 61.1%	3,244 44.5%	2,732 66.8%	2,925 62.3%	2,103 56.7%	3,075 60.3%	1,598 66.4%	2,137 64.0%	1,547 70.0%	3,995 79.0%	1,879 79.7%	2,703 68.1%	1,882 79.2%	3,061 81.5%	1,726 79.0%
Mobile terminals	- -	- -	- -	2,847 39.0%	177 4.3%	5 0.1%	172 4.6%	513 10.1%	2 0.1%	- -	- -	- -	- -	- -	- -	- -	- -
Other	854 23.1%	715 17.5%	460 14.0%	519 7.1%	441 10.8%	529 11.3%	502 13.5%	617 12.1%	344 14.3%	422 12.7%	229 10.4%	291 5.8%	139 5.9%	262 6.6%	168 7.1%	251 6.7%	149 6.8%

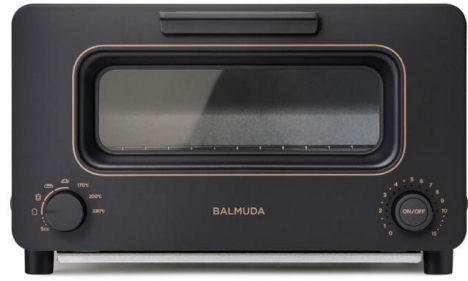
Consolidated Balance Sheet

(Million yen)

	At the end of FY2024	At the end of FY2025_1Q	Notes
Current assets			
Cash and deposits	1,345	1,406	
Accounts receivable - trade	2,367	1,253	
Merchandise and finished goods	1,092	1,414	
Other	726	1,068	
Non-current assets			
Property, plant and equipment	464	447	
Intangible assets	147	138	
Other	38	60	
Total assets	6,182	5,788	
Current liabilities			
Accounts payable - trade	717	667	
Short-term borrowings	100	100	
Current portion of long-term borrowings	303	258	
Provision for product warranties	186	156	
Other	500	496	
Non-current liabilities			
Long-term borrowings	25	66	
Total liabilities	1,832	1,745	
Total net assets	4,349	4,043	
Total liabilities and net assets	6,182	5,788	

Products

BALMUDA



BALMUDA The Toaster



ReBaker



BALMUDA The Pot



MoonKettle



BALMUDA The Gohan



BALMUDA The Range



BALMUDA The Brew



BALMUDA The Toaster Pro



BALMUDA The Plate Pro



Table Stove



BALMUDA The Speaker



BALMUDA The Lantern



BALMUDA The Light



GreenFan C2



BALMUDA The Cleaner Lite



BALMUDA The Pure



Rain



GreenFan Cirq



The GreenFan



GreenFan Studio

Disclaimers

- This document contains forecasts, future plans, management objectives, and other information related to the Company. These forward-looking statements are based on current assumptions regarding future events and trends, and there is no guarantee that these assumptions are necessarily accurate. Actual results may differ significantly from those described in this document due to a wide range of factors.
- Unless otherwise stated, the financial data in this document are presented in accordance with accounting principles generally accepted in Japan.
- This document has been translated from a part of the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail.

BALMUDA