



August 3, 2026

Company name IBJ, Inc
Representative Kenjiro Tsuchiya , CEO
Securities code:6071 Tokyo Stock Exchange Prime Market
Contact us Investor Relations Department Kokoro Okumurara
(Telephone : 080-7027-0983)

IBJ Corporation (Marriage Agency Business) KPI Report for July 2026

	July 2025 (A)	July 2026 (B) (preliminary)	Change(B)-(A)	Change(B)/(A)
①Number of Couples	1,702	2,019	+317	+18.6%
②Number of Marriage Agencies	4,585	4,818	+233	+5.1%
③Number of IBJ Registered Members (Number of IBJ Paying Members)	99,280 93,599	110,147 115,270	+10,867 +21,671	+10.9% +23.2%
④Number of New Members	6,691	6,619	▲72	▲1.1%
⑤Number of Marriage Meetings	90,746	101,790	+11,044	+12.2%

Regarding the major KPIs for July 2026, all key indicators continued to show steady progress.

Regarding the Number of New Members, although enrollments from O-net, our capital and business alliance partner, decreased by half compared to the same month last year, enrollments at affiliated agencies nationwide continued to trend upward. In particular, our directly-managed store "ZWEI" performed strongly and drove overall performance.

Notably, the Number of IBJ Registered Members surpassed 110,000 for the first time in July. In addition, corporate affiliations are on the rise, as seen with North Pacific Bank launching a marriage agency business—the second bank in Japan to do so directly as a bank. This demonstrates the steady enhancement of our value as a platform.

Starting in July, as all registered members became subject to billing, the Number of IBJ Registered Members and the Number of IBJ Paying Members have reached the same level. However, because the Number of IBJ Paying Members includes members who withdrew during the month, it exceeds the Number of IBJ Registered Members.

Since the affiliated agency business operates on a variable fee structure linked to the number of members at affiliated marriage agencies, the expansion of the member base directly leads to an increase in continuous stock revenue.

Furthermore, an increase in the number of members synergistically boosts the

Number of Marriage Meetings, a leading indicator for marriages, thereby ensuring the future growth of the Number of Couples.

We aim to maximize Customer Lifetime Value (LTV) by using the marriages created through our unique business model as a starting point to generate a ripple effect for cross-selling in the after-marriage domain (e.g., wedding photography, insurance).

※ Monthly data are preliminary figures and may differ from those at the time of financial results announcement.

※ The "Number of Couples" is the total of 1,040 couples (+25.7% year-on-year) whose pairing has been confirmed within the IBJ service, and the number of marriages from members who submitted a notification of marriage withdrawal but whose pairing remains unconfirmed.

<Monthly KPI Trends>

