Note: This document has been translated from 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.

November 13, 2026

To Our Valued Stakeholders

Company Name: BuySell Technologies Co., Ltd.
Representative: Kosuke Tokushige, President, Representative Director & CEO
(Securities code: 7685, TSE Growth Market)
Inquiries: Koji Ono, Director, CFO
(TEL. 03-3359-0830)

Notice Regarding Monthly Business Update and Topics for October 2026

BuySell Technologies Co., Ltd. hereby announces the monthly business update for October 2026 for its Home Visit Purchase Segment and In-Store Purchase Segment. In addition, we are also announcing as a topic the update from the previous month regarding the promotion of our technology strategy (AI utilization), which the Company is strategically strengthening.

For supplementary explanations of the monthly KPIs in this document, please refer to the end.
The next monthly update for November 2026 is scheduled to be released on December 14, 2026.

October 2026 Monthly Overview

(Home Visit Purchase Segment)

■ **Purchases (million yen)**

2026	January	February	March	April	May	June	First Half Cumulative
Purchases	1,458	1,686	1,902	1,843	2,096	1,754	10,739
YoY	154%	148%	141%	127%	136%	116%	135%

	July	August	September	October	November	December	Full Year
Purchases	1,821	1,835	2,015	2,365			
YoY	134%	161%	133%	139%			

■ **Number of Home Visits**

2026	January	February	March	April	May	June	First Half Cumulative
Number of Home Visits	32,853	36,705	42,236	42,162	47,068	44,941	245,965
YoY	117%	116%	112%	109%	116%	113%	113%

	July	August	September	October	November	December	Full Year
Number of Home Visits	45,146	42,011	48,787	56,629			
YoY	122%	132%	123%	131%			

■ **Home Visit Purchase Segment Monthly Overview**

・ Purchases for October 2026 amounted to 2,365 million yen, 139% compared to the same month in the previous year. The significant year-on-year increase in the number of home visits as planned and the steady increase in the number of high-unit-price items purchased contributed to the increase in purchases.

・ The number of home visits in October 2026 reached 56,629, 131% compared to the same month in the previous year, significantly exceeding the previous record for a single month. This was due to steady acquisition of inquiries through branding investment effects, as well as improvements in revisit rates, higher appointment ratios through call center enablement, and the early development of new graduates into productive staff.

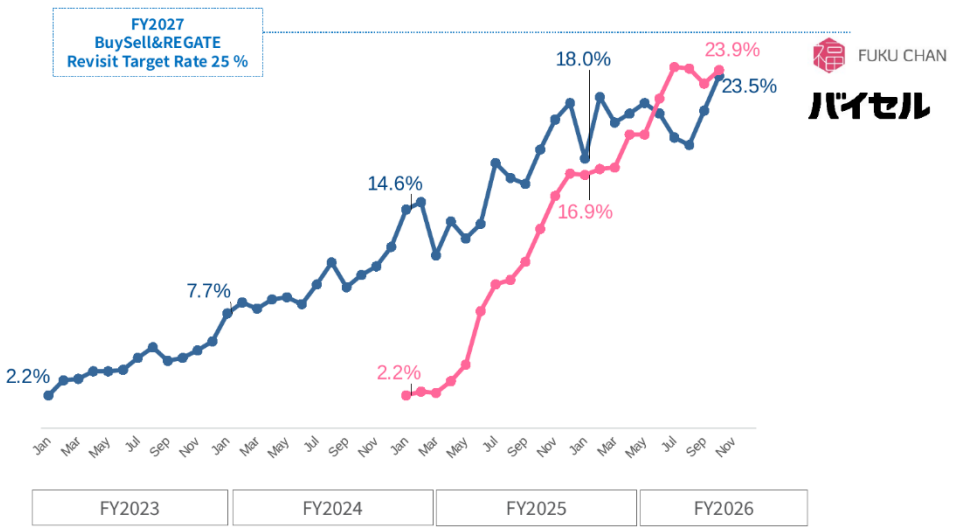
・ The revisit rate for October was 23.5% for BuySell and 23.9% for Fuku-chan. Through the standardization of revisit operations, both companies have built the capability to exceed 20%, and we are progressing steadily toward our FY27 revisit rate target of 25%.

・ The gross profit per home visit (for reference) in October remained at the same level as the previous year. This is due to factors such as increasing the number of new employees (including mid-career hires) in line with our policy of strategically expanding the number of visits, and the enablement effect for both existing and new employees continues to perform well.

(Reference) Trends in Revisit Rate and Gross Profit per Home Visit

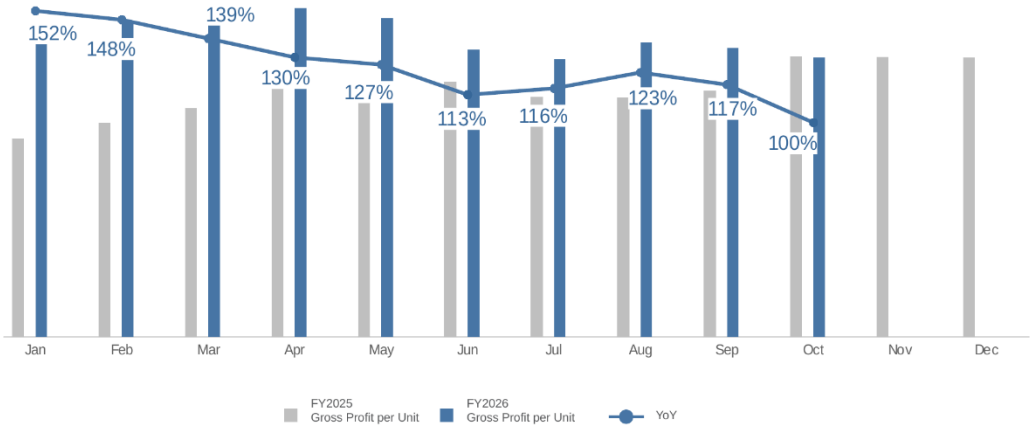
Group Home Visit Purchase Business Revisit Rate Trends (BST only/REGATE)

Revisit rate = Number of revisits in the current month / Number of home visits in the current month



Trends in gross profit per home visit

(BST only until 2025, average of 3 companies BST+REGATE+NIKKOU-DOU from 2026 _ internal management accounting figures)



(*) Gross profit per visit on an internal management accounting basis for managing KPIs at the home-visit purchase business unit level.

- KPI that excludes the impact of gross profit growth from sales.
- **Gross profit per visit amount is not disclosed as it is a KPI for management accounting.**
- **In conjunction with the integration of data from the three companies, we have replaced the 2025 unit price—which was originally based on BuySell alone—with the average of the three companies, adjusting the figures to allow for comparison under the same conditions.**

(In-Store Purchase Segment)

■ **Purchases (million yen)**

2026	January	February	March	April	May	June	First Half Cumulative
Purchases	3,181	3,112	3,538	3,023	3,333	2,760	18,948
YoY	171%	162%	149%	128%	131%	124%	143%

	July	August	September	October	November	December	Full Year
Purchases	2,879	2,868	2,584	2,681			
YoY	135%	140%	94%	78%			

■ **Number of Group Stores (Directly Managed Stores and FC Stores)**

( ) indicates operating company	December 2025 (FYE)	September 2026	**October 2026**	Vs. End of the Previous Fiscal Year	Vs. Previous Month
Directly managed stores (BuySell, Timeless, DelightZ, REGATE*, Nikkou-dou*)	218	251	**258**	+40	+7
FC stores (BuySell)	272	319	**328**	+56	+9
Group Total	490	570	**586**	+96	+16

*REGATE stores are 'Fuku-chan Reuste' and stores with attached home visit bases, and are included as reference information as they are classified under the Home-Visit Purchase Segment and Other Segment.

*Nikkou-dou stores are included as reference information as they are classified under the Home-Visit Purchase Segment.

■ **In-Store Purchase Segment Monthly Overview**

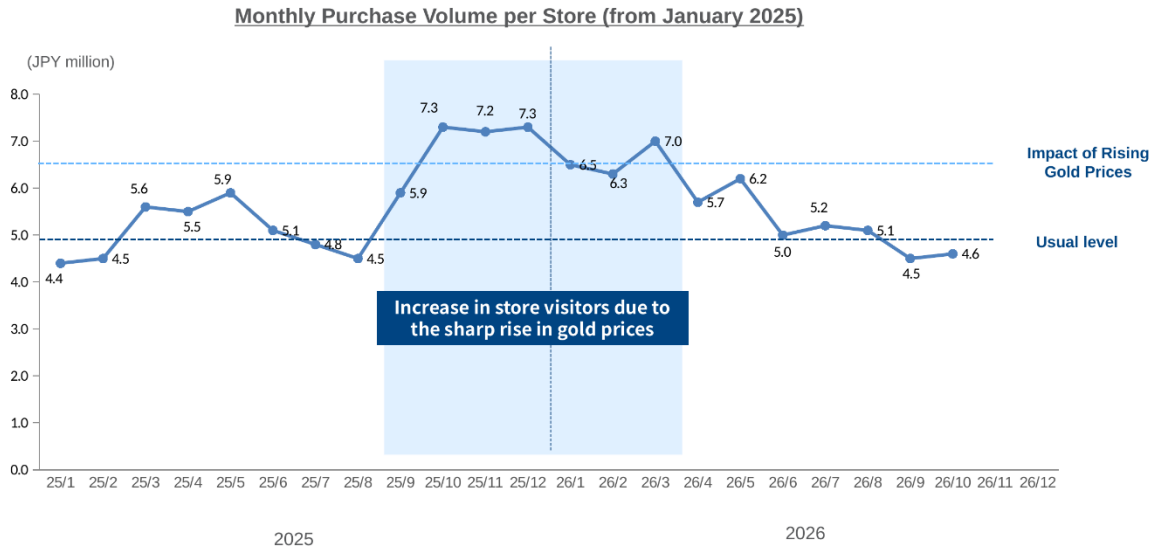
・Purchases for the In-Store Purchase Segment in October 2026 were 2,681 million yen, 78% compared to the same month in the previous year. In the in-store purchase business, rapid fluctuations in gold market prices tend to affect customer selling behavior. From September of the previous year, gold market prices began to rise rapidly, and especially from October onwards, the number of customers bringing precious metals to stores increased significantly compared to normal times. Although the gold price for the current month was at the same level as the same month in the previous year, the continued gradual downward trend caused customer selling behavior to stagnate compared to the same month in the previous year. As stated in the reference materials, there was no significant change in purchases per store compared to the previous month, and the main reason for the decrease in purchases compared to the same month in the previous year is the reaction to the increase in the number of store visitors due to the sharp rise in gold prices in the previous year.

・Although the in-store purchase business is affected by market fluctuations because it is centered on cash-conversion needs, the impact of market fluctuations on a company-wide basis is limited because home-visit purchase is primarily based on disposal needs. There is no impact on the consolidated earnings forecast, as the current fiscal year's earnings outlook conservatively incorporates gold market price levels and we are implementing strict cost management.

・The number of directly managed stores increased by 7 in October to 258. The number of FC stores also increased steadily, bringing the total number of group stores to 586, which is progressing

steadily toward the year-end store count plan of 590.

(Reference) Trends in Purchases per Store (from January 2025)



Topics Progress

■ **Promotion of Technology Strategy (AI-native Business Operations)**

(Call Center Department)

・The Company is actively promoting AI automation for various business operations. In the call center department (compliance department) that handles customer phone calls, the AI automation rate for the "*Approval Call" disclosed previously has increased from approximately 70% to approximately 95%, with AI now handling almost all cases. In addition, we have implemented AI for contract review tasks (matching contracts, identity verification documents, and item images) when entering into contracts, and approximately 45% of all contract cases are now handled via AI verification. Furthermore, we are also advancing AI automation for "follow-up calls," which involve listening to customer feedback, evaluating appraisers, and confirming satisfaction after an appraisal is completed, and we are now using AI to handle approximately 50% of all appraisal cases.

・As a result, as announced in the previous disclosure, whereas we previously needed to increase personnel in line with the expansion of the number of inquiries and home visits, we plan to reduce our personnel plan by approximately 50 people for the next fiscal year through AI automation, which is expected to contribute to labor cost efficiency of approximately 300 million yen in the call center department.

*A unique mechanism of the Company for building an advanced compliance system, in which appraisers do not conduct contracts with customers in home visit purchase, but rather independent personnel specializing in contract operations conclude contracts with customers over the phone.

End.

(Notes)

- ✓ The figures in this document are preliminary and subject to revision at a later date. In addition, they have not been audited by an auditing firm.

Supplementary Explanation of Monthly KPIs (Reference)

- The Group's business segments are organized by purchase channel into the "Home-Visit Purchase Segment," "In-Store Purchase Segment," and "Other Segment." The companies and service brands that constitute each business are as follows.
- The reason for disclosing "Purchases" as a key KPI in the monthly materials is to report monthly business progress based on purchasing performance. The Company believes that since its purchased merchandise is less susceptible to market price fluctuations and its gross profit margin is stable, disclosing "Purchases" contributes to assessing the momentum of monthly business progress.
- However, "Purchases" is only one component of sales and gross profit, and final business results may vary depending on other KPIs (such as gross profit per visit and the toC sales ratio), inventory sales strategies, and other factors.
- Additionally, as supplementary information, the monthly progress of the "Number of Home Visits" and "Number of Stores" is disclosed for each business segment.

Business Segment	Company Name	Service Brand
Home Visit Purchase	BuySell Technologies Co., Ltd.	Home Visit Purchase "BuySell"
	REGATE Inc.	"Kaitori Fuku-chan (FUKU CHAN)"
	Nikkou-dou Inc.	"Nikkou-dou"
In-Store Purchase	BuySell Technologies Co., Ltd.	In-store Purchase "BuySell"
		FC stores "Reuse Shop WAKABA" *Change of FC stores to the BuySell brand to be discussed sequentially
	Timeless Co., Ltd.	General Purchase Salon "TIMELESS"
	DelightZ INC.	"Yukichi"

*Stores of Nikkou-dou, which is classified under the Home-Visit Purchase Segment, are included in the number of stores for reference.

(Premise for KPI Disclosure for Each Segment)

■ **Disclosure of "Purchases" and "Number of Home Visits" as Monthly KPIs for the Home-Visit Purchase Segment**

- "Purchases" and "Number of Home Visits" are defined as the disclosed KPIs, serving as important indicators of monthly progress in the entire Group's home-visit purchase business.

■ **In-Store Purchase Segment**

Disclosure of "Purchases" and "Number of Stores" as Monthly KPIs

- "Number of Stores" and "Purchases" are defined as the disclosed KPIs, serving as important

indicators of monthly progress in the entire Group's in-store purchase business.

(KPI Definitions)

· Number of home visits	Number of visits made by our appraisers to customers' homes
· Purchases	Total purchase amount of products purchased from customers
· Gross profit per home visit	The gross profit on the management accounts is expected if it is assumed that all products purchased in one visit are sold through B2B channels, such as auctions. Since B2C sales are also added at the time of actual sale, the gross profit amount will further increase. (The amount is not disclosed because it is an internal management accounting indicator for analyzing sales productivity in real time)