



LINKBAL

FY2021/9 Q3 Financial Results Briefing Materials

LINKBAL INC.

August 4, 2021

TSE Mothers

6 0 4 6



DISCLAIMER

- This material presents information about LINKBAL's business and trends in the communications services sector. It also contains forward-looking statements that are based on LINKBAL's current expectations, assumptions, estimates and projections about its business and sector.
- These forward-looking statements involve known and unknown risks, uncertainties and other factors. LINKBAL can make no guarantee that these forward-looking statements and estimates will prove to be accurate, as its actual results could differ materially from those anticipated in such statements.
- The forward-looking statements within this material are based on the information currently available to LINKBAL. As such, please note that content related to the future detailed in this material may differ significantly as a result of changes in the business environment and other various factors.

- 1 FY2021/9 Q3 Results Summary
- 2 FY2021/9 Management Policy
- 3 Company Profile

1 FY2021/9 Q3 Results Summary



LINKBAL

■ Impact of the resurgence of COVID-19

- Although there is a sense of expectation as a result of progress in vaccinations, there are concerns surrounding the impact of the declaration of a state of emergency and ongoing priority measures to prevent the spread of infection.
⇒ However, the impact of COVID-19 is expected to be reduced in future.

■ Effective matching using AI

- Achieved effective matching by using AI for CoupLink.
⇒ Achieved continuous use from users and improved conversion rate for paid subscribers.
- Continued efforts to increase repeat user and purchase rates for machicon JAPAN through personalization.

■ Remodeling events

- **Online events**
 - ⇒ Continued to improve added value and position online events as a service that will be required even after the resolution of the COVID-19 pandemic.
- **Offline events**
 - ⇒ Reduced the uneven distribution of venues and time slots for offline events to make them available to more users.
- **Strengthened marketing activities and examined the potential for promotional campaigns.**
- **Events hosted by LINKBAL**
 - ⇒ Resumed planning of offline events like tie-ups, etc.

■ Productivity improvement of KOIGAKU

- Expanded alliances with news portal sites
 - ⇒ Made articles appear on sites more frequently to increase advertising revenue.
 - ⇒ Continue to expand alliances with news portal sites in the future.
 - ⇒ Furthermore, continued to publish fresh new articles that are newsworthy.

■ Cost reduction through head office relocation

- Utilization of the head office declined as a result of continued remote work.
 - ⇒ Strengthened low-cost operations by relocating the head office.

FY2021/9 Q3 P/L Summary

(Millions of yen)

	FY2020/9 3Q	FY2021/9 3Q	YoY
	Actual results	Actual results	
Net sales	1,223	527	-56.9%
Gross profit	1,129	493	-56.3%
Margin (%)	92.4%	93.6%	+1.2pt
Operating profit	126	-227	-%
Margin (%)	10.4%	-%	-pt
Ordinary profit	129	-223	-%
Margin (%)	10.6%	-%	-pt
Profit	86	-250	-%
Margin (%)	7.0%	-%	-pt

FY2021/9 Q3 Breakdown of Sales by Service

Although the impact of the COVID-19 pandemic continued, the number of participants improved from Q2

(Millions of yen)

	FY2019/9 3Q	FY2020/9 3Q	FY2021/9 3Q	YoY
	Actual results	Actual results	Actual results	
Event e-commerce website management service	1,885	1,068	381	-64.3%
Component ratio (%)	91.2%	87.3%	72.5%	-14.7pt
Website management service	181	155	145	-6.4%
Component ratio (%)	8.8%	12.7%	27.5%	+14.8pt

The equity ratio fell to 87.6% due to an increase in borrowings, etc.

(Millions of yen)

		FY2020/9	FY2021/9 3Q	YoY
	Current assets	2,160	1,969	-191
	Cash and deposits	1,817	1,917	+100
	Non-current assets	109	105	-4
Total assets		2,269	2,074	-195
	Current liabilities	183	118	-65
	Non-current liabilities	17	138	+121
Total liabilities		200	256	+56
Total net assets		2,068	1,818	-250
Total liabilities and net assets		2,269	2,074	-195
Equity ratio		91.2%	87.6%	-3.6pt

2 FY2021/9 Management Policy



LINKBAL

Position FY2021/9 as a term for recovery in existing businesses that were affected by the COVID-19 pandemic.

- **Recovery of existing businesses**
 - ⇒ Increase the number of events posted to machicon JAPAN
 - Increase the number of posted events, which had decreased due to COVID-19
 - ⇒ Increase repeat rate among existing users by improving services
 - ⇒ Attract more customers by actively using AI
 - Establish the AI Promotion Office
 - ⇒ Increase earning power of CoupLink

3 Company Profile



LINKBAL

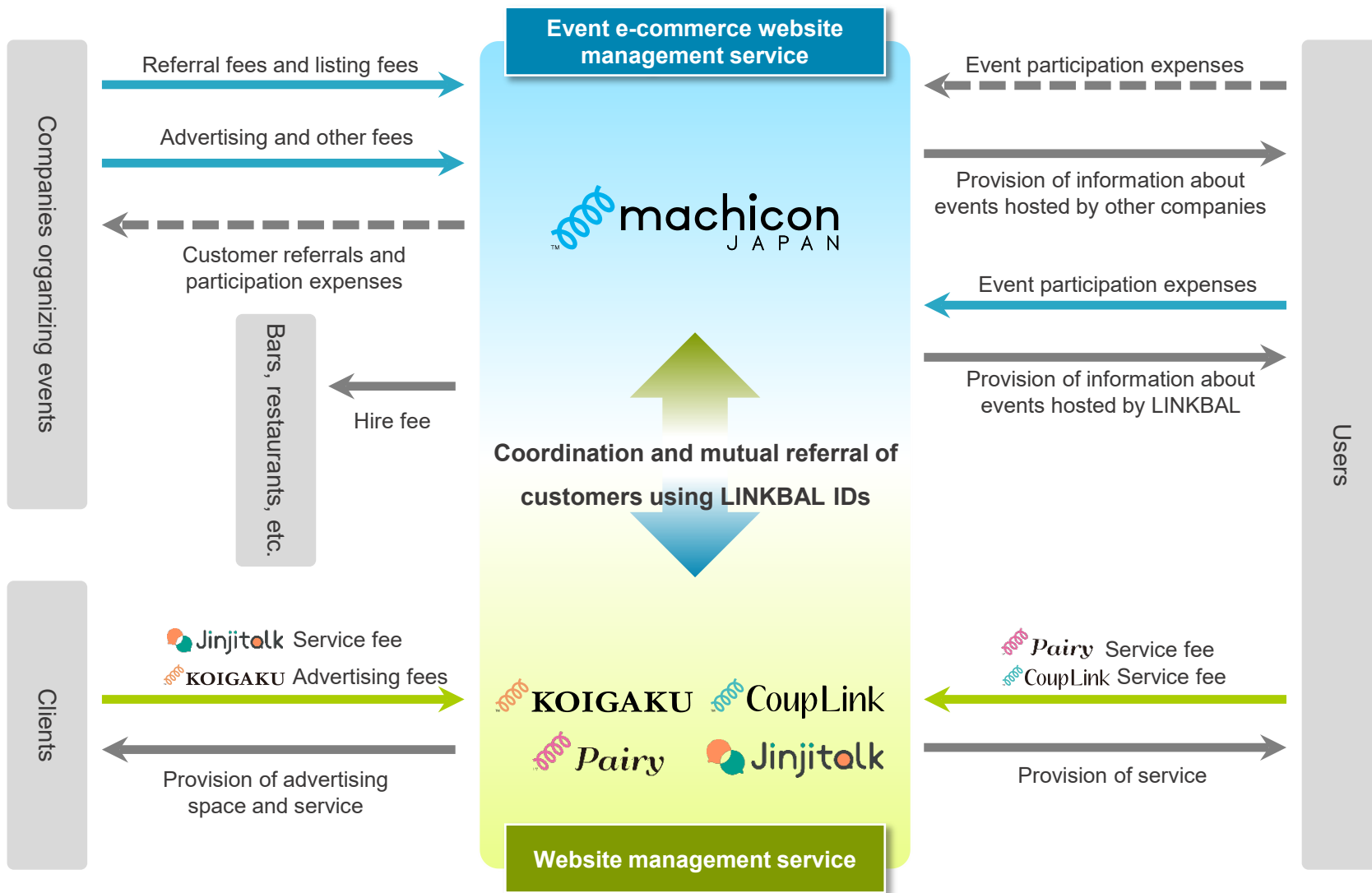


Mission

Connect the world.

Mission Statement

Pursuing customer satisfaction
and corporate growth by
creating new value based on
ideas and technologies.



Event E-commerce Website Management Service

With 2.12 million members and a large selection of event listings, machicon JAPAN is one of Japan's largest experiential consumer e-commerce websites. The website features a wide range of content for users in search of new experiences, new friends or love.

Experiential consumption e-commerce website "machicon JAPAN"



[Outline and features]

- One of largest websites of its kind in Japan that features information about hosted events nationwide
- Members (holders of LINKBAL IDs^{*1}) are primarily in their 20s and 30s
- A rich and ever-growing range of content
Growing range of contents

Making friends	Experiences	Professional networking
Face-to-face meetings	Self-improvement	Dating and marriage

etc.

*1: LINKBAL ID is a user ID that can be used on "machicon JAPAN," "CoupLink," "KOIGAKU," and "Jinjitalk."

Through the referral of customers between our website management service and “machicon Japan,” we are tapping into potential customers and building a revenue base in domains surrounding our existing services.

Online dating app “CoupLink”



Japan's first dating app for matching event participants online



- Provides an online matchmaking service for users looking for love and marriage
- Free membership registration (LINKBAL ID*1)
- Subscription-based model

[Features]

- App is used by actual event participants, giving users a greater sense of safety and peace of mind
- Event participants can exchange messages via the app

*1: LINKBAL ID is a user ID that can be used on “machicon JAPAN,” “CoupLink,” “KOIGAKU,” and “Jinjitalk.”

Dating information media “KOIGAKU”



- Provides articles and various other contents to help women struggling to find love to make their ideal relationship a reality
- Free membership registration (LINKBAL ID*1)
- Supported by advertising revenue

Through the referral of customers between our website management service and “machicon Japan,” we are tapping into potential customers and building a revenue base in domains surrounding our existing services.

Dedicated app for couples “Pairy”



App for couples to use to share plans and memories



- Provides an online information sharing service for couples
- Free membership registration
- Subscription-based model

Student job opportunity app “Jinjitalk”



App that helps bring together job-seeking students and job-offering companies or recruiters

- Offers information on a wide range of opportunities including jobs for new graduates, short-term and long-term internships, and part-time jobs
- Free membership registration for students (LINKBAL ID*1)
- Supported by revenue from registered companies

*1: LINKBAL ID is a user ID that can be used on “machicon JAPAN,” “CoupLink,” “KOIGAKU,” and “Jinjitalk.”

~ Memo ~



LINKBAL