



**LINKBAL**

# FY2022/9 Q1 Financial Results Briefing Materials

LINKBAL INC.

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(Stock code: 6046)



# Disclaimer

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Plans, outlook, strategies, and other forward-looking statements included in this material are based on information available by LINKBAL and certain assumptions deemed reasonable by LINKBAL as of the preparation of this material. As such, these statements contain various risks and uncertainties.

Actual results may differ significantly from these statements due to changes in the business environment.

Furthermore, information on LINKBAL stated in this material is quoted from public information and other sources, and LINKBAL makes no guarantee on the accuracy of the information.

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# FY2022/9 Q1 Results Summary



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## ■ Impact of COVID-19

**The number of participants has transitioned into a recovery trend with the declaration of the state of emergency lifted in FY2022/9 Q1. Worked to establish services tailored to user trends by closely monitoring the development of the resurgence of infections due to the sixth wave (Omicron variant) from January 2022 onward.**

## ■ Effective matching using AI

**Achieved effective matching by using AI for CoupLink, which promoted continuous use from users and improved conversion rates for paid subscribers.**

**In terms of machicon JAPAN, continued efforts to increase repeat users and purchase rates by improving personalization.**

- **Increased the number of events posted**

**Devised SEO measures and provide necessary contents to enable customer referrals once systems of companies returned to normal.**

- **Launched marriage counseling confederation**

**Launched operation of marriage counseling confederation to expand market share in the marriage hunting industry.**

**To differentiate from industry competitors, increased in-market competitiveness of member counseling firms by leveraging the ability to attract users looking for marriage, which is the strength of LINKBAL.**

# FY2022/9 Q1 P/L Summary

(Millions of yen)

		FY2021/09 Q1	FY2022/09 Q1	YoY
		Actual results	Actual results	
Net sales		237	191	-19.3%
Gross profit		225	184	-18.3%
	Margin (%)	94.9%	96.1%	+1.2pt
Operating profit		-31	-76	-
	Margin (%)	-%	-%	-
Ordinary profit		-31	-74	-
	Margin (%)	-%	-%	-
Profit		-38	-74	-
	Margin (%)	-%	-%	-

# FY2022/9 Q1 Breakdown of Sales by Service

The number of events posted was restrained due to concerns over the sixth wave of COVID-19 and reduction in the administrative staff of organizers. However, compared with the year-earlier period, our mainstay event e-commerce website management service grew by 44.1%, and website management service by 7.2%, both transitioning into a recovery trend.

(Reference)

(Millions of yen)

	FY2021/9 4Q	FY2022/9 1Q	YoY	FY2021/9 1Q
	Actual results	Actual results		Actual results
Event e-commerce website management service	103	149	+44.1%	186
Component ratio (%)	72.4%	77.9%	+5.5pt	78.5%
Website management service	39	42	+7.2%	51
Component ratio (%)	27.6%	22.1%	-5.5pt	21.5%



The previous fiscal year's levels were maintained in cash and deposits.  
Enhance future strategic investments.

(Millions of yen)

		FY2021/9	FY2022/9 1Q	YoY
	Current assets	1,876	1,852	-24
	Cash and deposits	1,830	1,753	-76
	Non-current assets	65	64	-1
<b>Total assets</b>		<b>1,942</b>	<b>1,916</b>	-26
	Current liabilities	110	157	+46
	Non-current liabilities	139	141	+1
<b>Total liabilities</b>		<b>250</b>	<b>298</b>	+48
<b>Total net assets</b>		<b>1,692</b>	<b>1,617</b>	-74
<b>Total liabilities and net assets</b>		<b>1,942</b>	<b>1,916</b>	-26
<b>Equity ratio</b>		<b>87.1%</b>	<b>84.4%</b>	<b>-2.7pt</b>

## 2 FY2022/9 Financial Results Outlook



# Forecast for the 11th Term (FY2022/9)

Turning a profit will be the most important theme for this fiscal year.  
 Aim to create a management structure that will remain robust regardless of the environment.

(Millions of yen)

		FY2021/9	FY2022/9	YoY
		Actual results	Initial forecast	
Overall	Net sales	670	1,287	617 (192%)
	Operating profit (loss)	-317	1	318 (-)
Event e-commerce website management service	Net sales	485	1,001	516 (206%)
Website management service	Net sales	184	286	102 (155%)

# Position FY2022/9 as a term for re-founding and a year to set course for growth

## 1. Improve profitability

- Maintain a low-cost structure
  - Prioritize referral recruiting of human resources and aim to improve enhancement of individual capabilities
  - Further speed up the management cycle for all types of costs

## 2. Establish a management constitution and portfolio that can adapt to the environment

- Quickly make existing businesses self-sufficient and profitable
- Aim to launch new businesses and conduct M&A so they can become the seeds of new revenue sources

## 3 Company Profile



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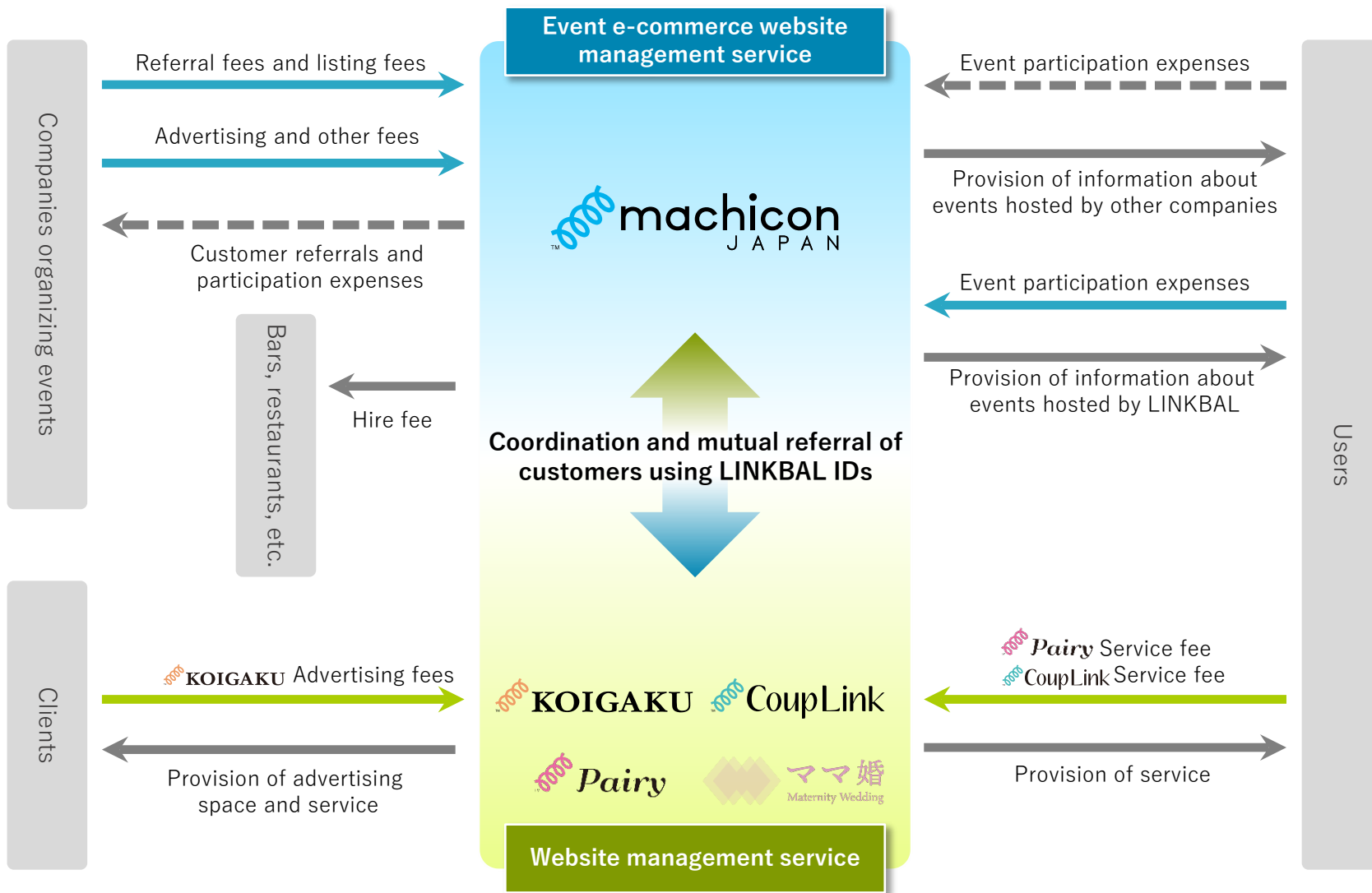
## Mission

Connect the world.

## Vision

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

# Business Model



# Event E-commerce Website Management Service

With 2.20 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 “Pairy.”



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 “Paiky.”

## 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 “Pairsty”



App for couples to use to share plans and memories



- Provides an online information sharing service for couples
- Free membership registration (LINKBAL ID\*1)
- Subscription-based model

## Maternity wedding agent service



- Agent service for considering maternity weddings
- Monetization model based on fees received from wedding venues upon booking
- Expand in collaboration with Maternity Wedding Guide (owned media)

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

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 marriage counseling “Marriage Style”



- Provides support for users seeking marriage
- Marriage counseling offering online services
- Subscription-based model

## “Marriage Design Group” Marriage counseling confederation



- Offers member network for marriage counseling firms
- Offers support for opening marriage counseling firms
- Provides customer attraction support services for marriage counseling firms



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