



LINKBAL

FY2022/9 Financial Results Briefing Materials

LINKBAL INC.

November 4, 2022
(Stock code: 6046)

- 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 Results Summary



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FY2022 Full-Year Financial Results Summary

- **Net sales: 765 million yen**
- **Operating profit: -304 million yen**

Full-Year Financial Results Forecast for FY2023

- **Net sales: 1,201 million yen (+57.1% YoY)**
- **Operating profit: 10 million yen**

FY2022 Full-Year Financial Results Summary

- Net sales: 765 million yen (+14.2% YoY)**
 Net sales increased due to growth in matching apps despite the impact of COVID-19
- Operating profit: -304 million yen (+13 million yen YoY)**
 Deficit margins narrowed despite the expansion of investment in the growth of matching apps

(Millions of yen)

	FY2022 (Full-year)	FY2021 (Full-year)	YoY
	Actual results	Actual results	
Net sales	765	670	+14.2%
Gross profit	728	627	+16.1%
Margin(%)	95.3%	93.7%	+1.6pt
Operating profit	-304	-317	-
Margin(%)	-	-	-
Ordinary profit	-300	-313	-
Margin(%)	-	-	-
Profit	-312	-376	-
Margin(%)	-	-	-

FY2022 Q4 Results Summary by Service

- Net sales in FY2022 Q4 increased 53.3% year on year to 219 million yen.**
 After COVID-19 restrictions were lifted, the number of participants in “machicon JAPAN” events showed a significant recovery.
 Our marketing activities increased the number of users of the “CoupLink” matching app.
- Operating profit in FY2022 Q4 showed a loss of 55 million yen, but year-on-year deficit margin narrowed.**
 We expanded our active marketing investment in CoupLink in the growing matching app market while continuing to reduce fixed costs.

(Millions of yen)

	FY2022 Q4	Vs. year-ago quarter FY2021 Q4	
	Actual results	Actual results	Percentage change
Net sales	219	143	+53.3%
Event e-commerce website management service	147	103	+42.9%
Website management service	71	39	+80.7%
Gross profit	207	134	+53.9%
SG&A expenses	262	224	+16.7%
Operating profit	-55	-90	-

FY2022 Q4 Breakdown of Sales by Service

- Sales of the event e-commerce website management service in FY2022 Q4 increased 42.9% year on year.**
 The lifting of COVID-19 restrictions has led to a gradual recovery in the number of event participants since April 2022.
 The impact of the seventh wave of COVID-19 infections on events was limited compared to past waves.
- Sales of the website management service in FY2022 Q4 increased 80.7% year on year.**
 Increased the number of new members by expanding our aggressive marketing investment in CoupLink.
 Increased matching rates by improving the AI-based matching algorithm.

(Millions of yen)

	FY2022 Q4	Vs. year-ago quarter FY2021 Q4	
	Actual results	Actual results	Percentage change
Event e-commerce website management service	147	103	+42.9%
Component ratio (%)	67.4%	72.4%	-5.0pt
Website management service	71	39	+80.7%
Component ratio (%)	32.6%	27.6%	+5.0pt

- The equity ratio remained high, at 82.5%.

(Millions of yen)

		FY2021	FY2022	YoY
	Current assets	1,876	1,639	-237
	Cash and deposits	1,830	1,563	-267
	Non-current assets	65	50	-15
Total assets		1,942	1,689	-253
	Current liabilities	110	154	+44
	Non-current liabilities	139	141	+2
Total liabilities		250	296	+46
Total net assets		1,692	1,393	-299
Total liabilities and net assets		1,942	1,689	-253
Equity ratio		87.1%	82.5%	-4.6pt

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FY2023/9 Financial Results Outlook



Full-Year Financial Results Forecast for FY2023

- **Net sales: 1,201 million yen (+57.1% YoY)**
Event e-commerce website management service: 875 million yen (+62.5% YoY)
Website management service: 325 million yen (+44.2% YoY)

We expect to achieve an operating surplus in FY2023 full-year financial results because of recovery in demand for events

We aim to achieve further growth by continuing to invest in the growth of matching apps (Millions of yen)

	FY2023 Forecast	FY2022 Actual results	Changes	Percentage change
Net sales	1,201	765	+437	+57.1%
Event e-commerce website management service	875	539	+336	+62.5%
Website management service	325	225	+99	+44.2%
Costs and SG&A expenses	1,191	1,069	+122	+11.4%
Operating profit	10	-304	+314	-
Ordinary profit	10	-300	+310	-
Profit	10	-312	+322	-

- **Management target: Invest in growth for turning a profit and achieving medium- and long-term growth**

We aim to achieve an operating surplus in FY2023/9 by understanding market needs considering the current situation where the impact of COVID-19 on economic activities is becoming limited. At the same time, focused on medium- and long-term growth, we will continue to invest in growth to further increase our market share in the expanding matching app market.

- **Growth strategies**

Event platform “machicon JAPAN”

- (1) Capture new needs by expanding the event lineup, including large-scale events
- (2) Increase the number of users by enhancing collaboration with matching apps and media services
- (3) Expand the number of users by strengthening marketing and promotional activities

Matching app “CoupLink”

- (1) Increase the number of users by investing in and strengthening marketing
- (2) Expand the number of users by enhancing collaboration with events and media services
- (3) Improve matching rates and conversion rates by using technologies such as AI

3 Company Profile





LINKBAL

Corporate identity

Meeting people, that is the future.

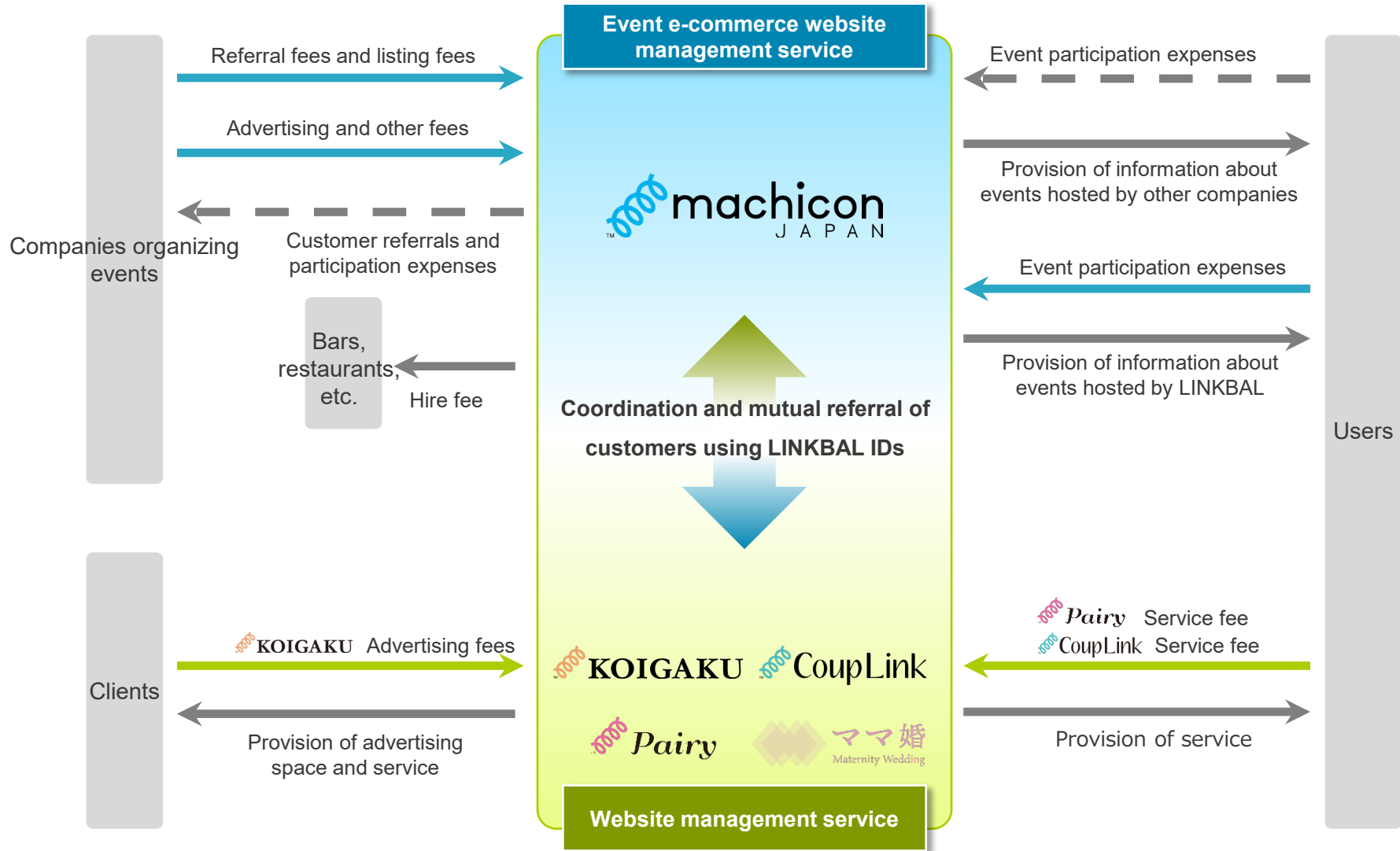
Mission

Create opportunities to meet.

Vision

**Create a world full of possibilities
for every individual.**





With 2.37 million members and a large selection of event listings, machicon JAPAN is one of Japan’s largest matching event 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

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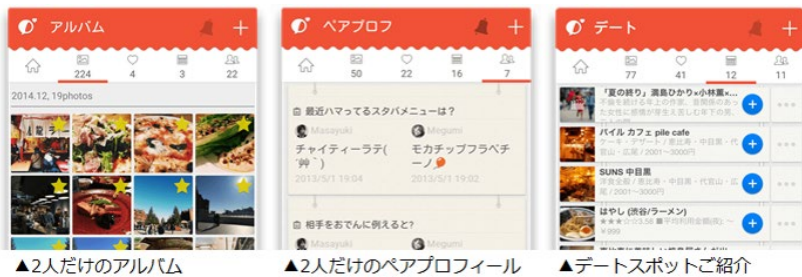
Dating information media “KOIGAKU”



- 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
- 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)

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”




Marriage Style

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

“Marriage Design Group” Marriage counseling confederation



MarriageDesignGroup

- 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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