



**LINKBAL**

# FY2023/9 Q1 Financial Results Briefing Materials

LINKBAL INC.

February 8, 2023  
(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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# FY2023/9 Q1 Results Summary



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# FY2023 Q1 Financial Results Summary

- Net sales increased 17.4% year on year to 224 million yen.
- Costs and SG&A expenses increased 4.5% year on year to 279 million yen.

(Millions of yen)

	FY2023 Q1	FY2022 Q1	
	Actual results	Actual results	YoY
<b>Net sales</b>	<b>224</b>	<b>191</b>	<b>+17.4%</b>
<b>Costs and SG&amp;A expenses</b>	<b>279</b>	<b>267</b>	<b>+4.5%</b>
Margin(%)	124.4%	139.7%	-15.3pt
<b>Operating profit</b>	<b>-54</b>	<b>-76</b>	-
Margin(%)	-	-	-
<b>Ordinary profit</b>	<b>-54</b>	<b>-74</b>	-
Margin(%)	-	-	-
<b>Profit</b>	<b>-55</b>	<b>-74</b>	-
Margin(%)	-	-	-

## FY2023 Q1 Breakdown of Sales by Service

- Sales of the event e-commerce website management service in FY2023 Q1 increased 4.1% year on year.**  
 During October to December 2022, the number of people newly infected with COVID-19 had continuously increased and the number of event participants did not recover to the level anticipated at the beginning of the fiscal year.
- Sales of the website management service in FY2023 Q1 increased 64.0% year on year.**  
 Maintaining growth in the previous fiscal year, we have continued to make marketing investments to expand our user base.

(Millions of yen)

	FY2023 Q1	Vs. year-ago quarter FY2022 Q1	
	Actual results	Actual results	Percentage change
<b>Event e-commerce website management service</b>	<b>155</b>	<b>149</b>	<b>+4.1%</b>
Component ratio (%)	69.1%	77.9%	-8.8pt
<b>Website management service</b>	<b>69</b>	<b>42</b>	<b>+64.0%</b>
Component ratio (%)	30.9%	22.1%	+8.8pt

## FY2023 Q1 B/S Summary

- Considered the impact on the business by COVID-19 while maintaining a stable financial base to prepare for investment opportunities.
- Equity ratio remains high and working capital is ample.

(Millions of yen)

		FY2023 Q1	FY2022 Q1	YoY
	Current assets	1,583	1,852	-269
	Cash and deposits	1,477	1,753	-275
	Non-current assets	55	64	-9
<b>Total assets</b>		<b>1,638</b>	<b>1,916</b>	<b>-278</b>
	Current liabilities	158	157	±0
	Non-current liabilities	141	141	±0
<b>Total liabilities</b>		<b>299</b>	<b>298</b>	<b>+1</b>
<b>Total net assets</b>		<b>1,338</b>	<b>1,617</b>	<b>-279</b>
<b>Total liabilities and net assets</b>		<b>1,638</b>	<b>1,916</b>	<b>-278</b>
<b>Equity ratio</b>		<b>81.7%</b>	<b>84.4%</b>	<b>-2.7pt</b>

## 2 FY2023/9 Financial Results Outlook





# FY2023 Financial Results Outlook

- **Financial results was generally in line with plans.**
- **Initiatives from FY2023 Q2 onward**  
 For events, looking ahead to a post-COVID society, we aim to provide new services and expand our customer base.  
 For matching apps, we aim to expand the user base by continuing to make active marketing investment. Moreover, to maintain the expanded user base, we will implement key measures to promote a sense of safety and peace of mind for users.

(Millions of yen)

	Initial forecast as of Nov. 4, 2022	Actual Results	Progress
<b>Net sales</b>	<b>1,201</b>	<b>224</b>	<b>18.6%</b>
Event e-commerce website management service	875	155	17.7%
Website management service	325	69	21.2%
<b>Costs and SG&amp;A expenses</b>	<b>1,191</b>	<b>279</b>	<b>23.3%</b>
<b>Operating profit</b>	<b>10</b>	<b>-54</b>	-
<b>Ordinary profit</b>	<b>10</b>	<b>-54</b>	-
<b>Profit</b>	<b>10</b>	<b>-55</b>	-

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## Company Profile



**LINKBAL**



**LINKBAL**

**Corporate identity**

**Meeting people, that is the future.**

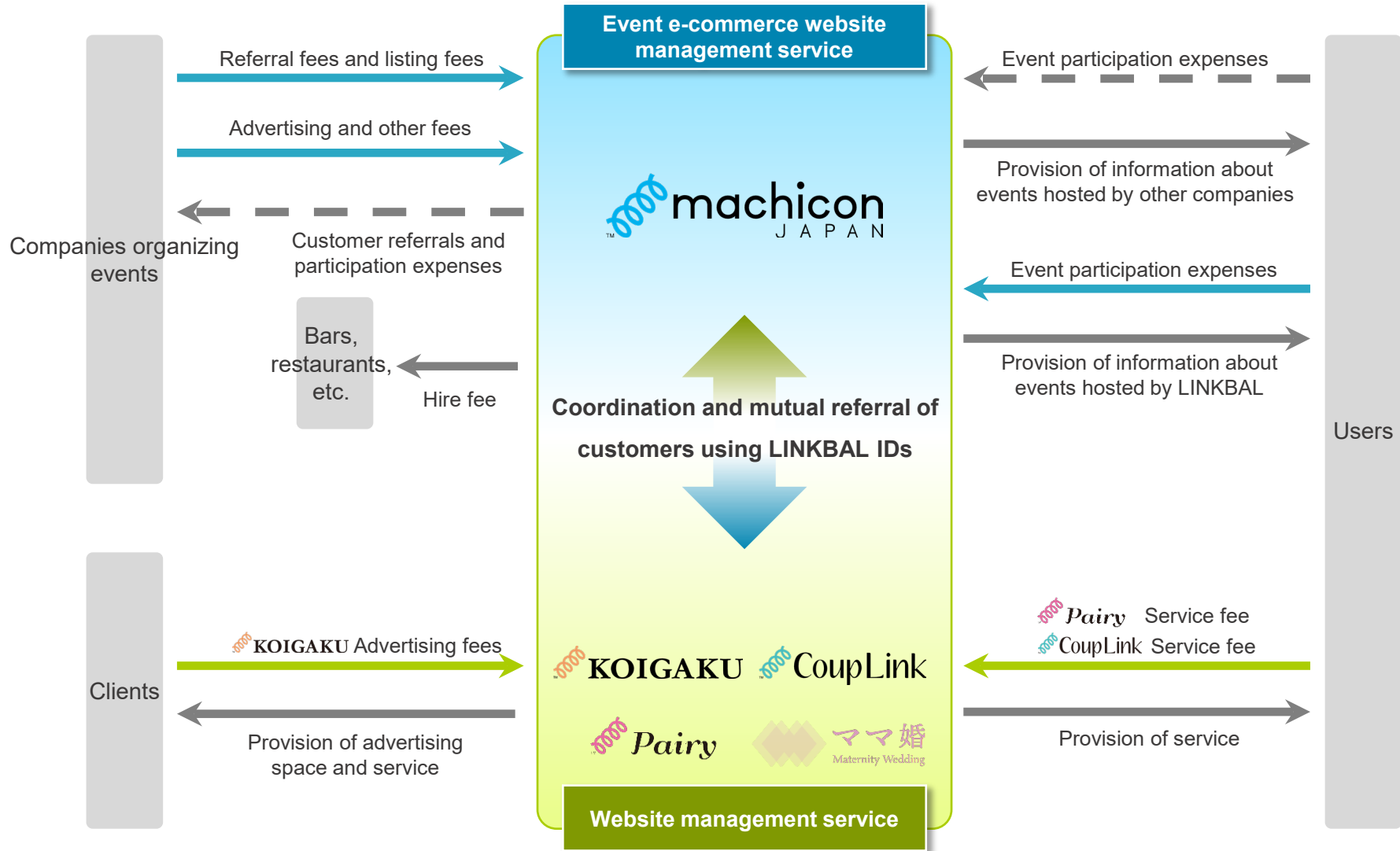
**Mission**

**Create opportunities to meet.**

**Vision**

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





With 2.43 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 contents

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

, etc.

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

By collaborating with “machicon JAPAN,” Japan’s first matching app that collaborates with matching events, we have a customer attracting channel that is especially ours and different from other companies.

Matching app “CoupLink”



[Outline and features]

- Provides an online matchmaking service for users
- Event participants can exchange messages via the app
- Free membership registration (LINKBAL ID\*1)
- Subscription-based model
  
- App is used by event participants, giving users a greater sense of safety and peace of mind
- App has many registered users who are very engaged in looking for love and participates in events

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

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 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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