

婚約までサポートする  
結婚相談所。

手厚い!

成婚数 **No.1** 結婚への近道は、ある。

「寿司屋の大将と弟子篇」  
CM放送中!

IBJ

**Second Quarter of Fiscal Year  
Ending December 31, 2023**

# Financial Report

IBJ, Inc.

TSE Prime Market: 6071



**IBJ**  
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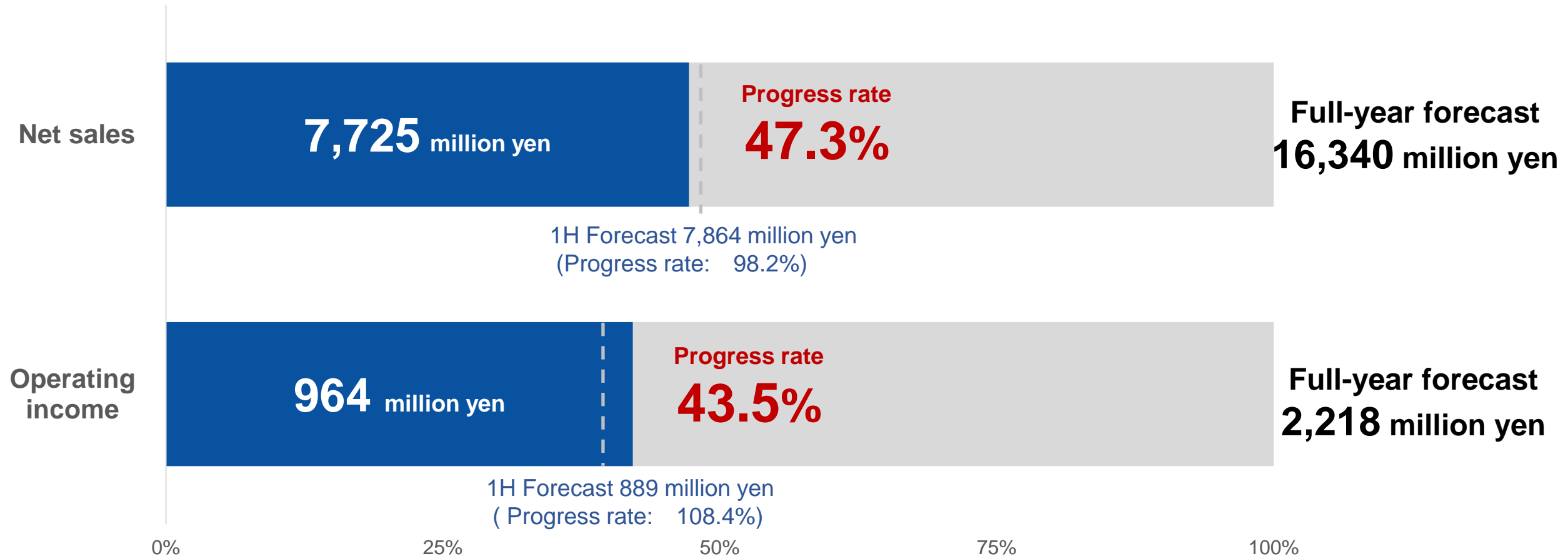
Summary by  
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# Progress Toward Full-Year Consolidated Earnings Forecasts

Net sales of 7,725 million yen (progress rate of 47.3%)  
and operating income of 964 million yen (progress rate of 43.5%)  
1H forecasts largely achieved, good progress toward full year



# Profit and Loss Statement (P/L)

(Million yen)	2022				2023		YoY (Amount)	YoY (Percentage)
	Q1 total	Q2 total	Q3 total	Full year	Q1 Total	Q2 total		
Net sales	3,648	7,366	11,057	14,716	3,864	7,725	+358	+4.9%
Cost of sales	119	243	370	538	156	315	+71	+29.5%
Gross profit	3,528	7,123	10,687	14,178	3,707	7,409	+286	+4.0%
SG&A	3,104	6,191	9,117	12,185	3,173	6,445	+253	+4.1%
Operating income	424	931	1,569	1,993	534	964	+33	+3.6%
Total non-operating income	3	51	61	69	16	48	△3	△6.1%
Total non-operating expenses	3	4	5	11	3	8	+4	+94.3%
Ordinary income	424	978	1,626	2,051	547	1,004	+25	+2.6%
Total extraordinary income	0	7	7	7	69	317	+310	+4214.4%
Total extraordinary loss	3	11	13	44	0	32	+21	+194.0%
Income before income taxes	421	975	1,619	2,013	615	1,289	+314	+32.2%
Income taxes	105	378	540	705	148	420	+42	+11.1%
Income taxes-deferred	3	△99	△54	△155	83	31	+131	-
Net income	312	696	1,133	1,464	383	837	+141	+20.2%
Net income attributable to non-controlling interests	△48	△46	△35	△29	17	31	+78	-
Net income attributable to owners of parent	361	743	1,168	1,493	365	805	+62	+8.5%

# Balance Sheet (B/S)

(Million yen)	2022				2023		Amount of change (FY2022 full year)	Rate of change (FY2022 full year)
	Q1 total	Q2 total	Q3 total	Full year	Q1 total	Q2 total		
Current assets	7,598	7,315	7,477	7,420	7,471	7,722	+302	+4.1%
Cash and deposits	4,442	3,826	3,819	3,298	3,141	3,052	△246	△7.5%
Non-current assets	5,947	5,930	6,390	6,400	7,803	8,417	+2,017	+31.5%
Tangible and intangible assets	3,436	3,314	3,651	3,565	5,060	5,013	+1,447	+40.6%
Investments and other assets	2,510	2,616	2,738	2,835	2,743	3,404	+569	+20.1%
Total assets	13,545	13,245	13,868	13,820	15,275	16,140	+2,319	+16.8%
Current liabilities	4,181	3,927	4,117	3,868	4,036	4,569	+700	+18.1%
Non-current liabilities	2,625	2,180	2,086	1,988	3,139	3,091	+1,103	+55.5%
Total liabilities	6,806	6,107	6,203	5,856	7,175	7,661	+1,804	+30.8%
Capital stock and capital surplus	1,502	1,554	1,554	1,554	1,554	1,629	+74	+4.8%
Retained earnings	5,595	5,842	6,268	6,593	6,717	7,157	+564	+8.6%
Treasury shares	△999	△901	△901	△901	△901	△749	+152	-
Valuation and translation adjustments	236	263	352	321	315	△58	△379	△118.1%
Non-controlling interests	403	378	389	395	413	466	+70	+17.7%
Total net assets	6,739	7,138	7,664	7,964	8,099	8,478	+514	+6.5%
Total liabilities and net assets	13,545	13,245	13,868	13,820	15,275	16,140	+2,319	+16.8%

The logo features a white heart symbol on the left, followed by the letters 'IBJ' in a large, white, serif font. Below 'IBJ', the word 'Contents' is written in a smaller, white, sans-serif font. The entire logo is set against a dark blue circular background that is partially cut off by the left edge of the slide.

IBJ  
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# Summary by Business Division

(Million yen)		2022					2023		YoY (Amount)	YoY (Percentage)
		Q1	Q2	Q3	Q4	Full year	Q1	Q2		
Affiliate Business	Net sales	560	719	770	715	2,766	780	711	△8	△1.2%
	Agency Opening Support Business	258	408	437	381	1,486	420	362	△46	△11.3%
	Affiliate Business	302	310	333	333	1,280	359	348	+37	+12.1%
	Divisional profit	323	453	484	417	1,678	454	396	△56	△12.5%
	Agency Opening Support Business	116	233	242	197	790	218	171	△62	△26.8%
	Affiliate Business	206	219	241	220	887	235	255	+5	+2.7%
Directly-Managed Lounge Business <small>*Personnel transfer from Party Business from 2023 Q1</small>	Net sales	1,907	1,995	2,005	2,039	7,947	2,051	2,106	+111	+5.6%
	Divisional profit	463	481	491	499	1,935	435	455	△25	△5.3%
Matching Business <small>*Sales and divisional profit changed retroactively due to the reclassification of IBJ Gohan Date (formerly known as: Rush) from Party Business to App Business.</small>	Net sales	861	678	539	530	2,610	452	464	△214	△31.6%
	Party Business	262	338	333	343	1,277	270	280	△58	△17.2%
	App Business	599	340	206	186	1,332	182	183	△156	△46.0%
	Divisional profit	49	82	66	58	256	39	63	△18	△22.3%
	Party Business	7	29	13	17	68	0	28	△1	△6.3%
	App Business	42	52	53	40	187	38	35	△16	△31.4%
Life Design Business <small>*Includes contribution of business performance from M&amp;A since FY2023 Q1.</small>	Net sales	317	325	375	374	1,392	579	579	+254	+78.2%
	Divisional profit	47	26	69	△1	141	132	93	+67	+257.7%

\*Partial correction to the above figures for the Directly-Managed Lounge Business in FY12/22 Q2 in line with the disclosure dated November 10 of " (Correction) Partial Correction to "Financial Results for the Second Quarter of the Fiscal Year Ending December 2022 [Japanese GAAP] (Consolidated) ".

\*Divisional profit=Operating income + Depreciation + Amortization of goodwill + Amortization of long-term prepaid expenses, adjusted for internal transactions



# KPI by Business

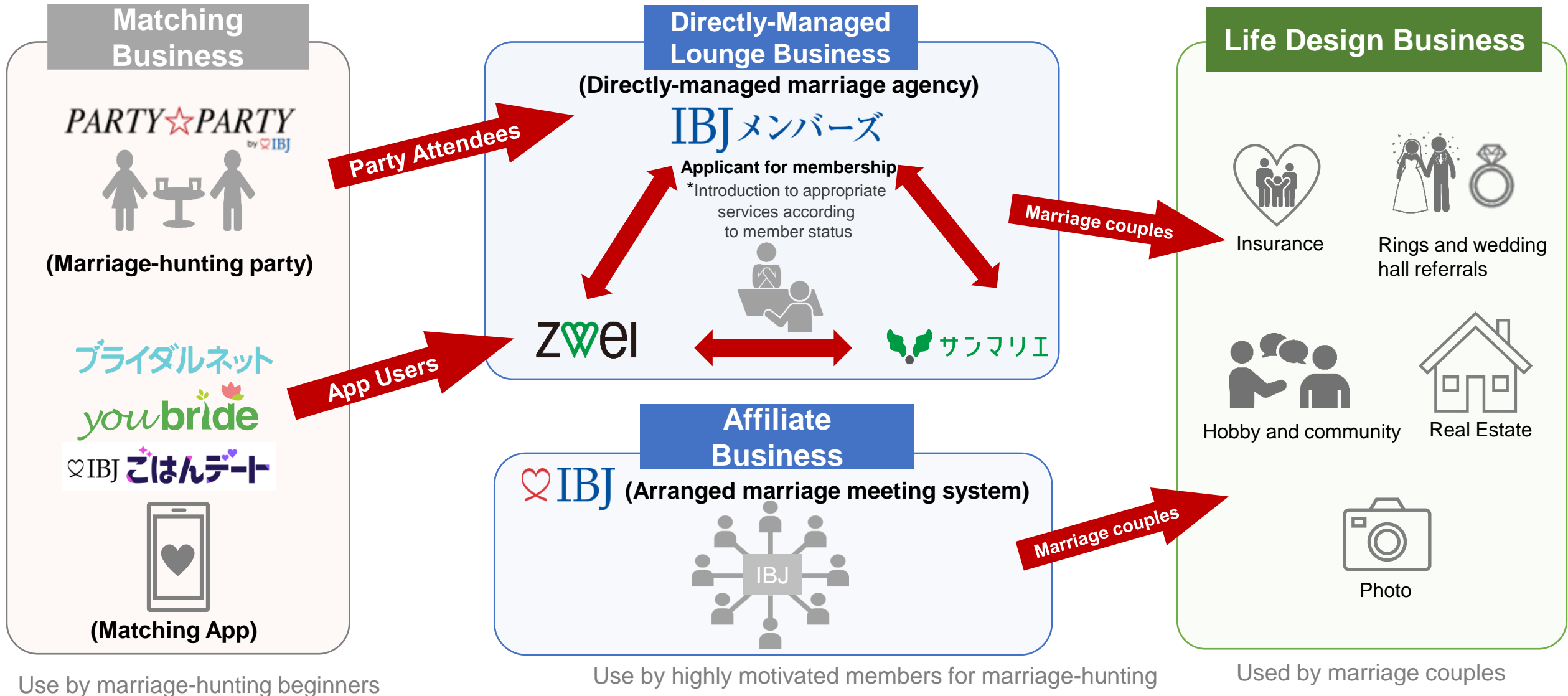
(by period)		2022					2023		YoY (Amount)	YoY (Percentage)	
		Q1	Q2	Q3	Q4	Full year	Q1	Q2			
Marriage agency Business (Affiliate Business + Directly-Managed Lounge Business)	Number of marriage agencies*	3,181	3,362	3,530	3,653	—	3,803	3,883	+521	+15.5%	
	Number of new memberships	11,649	12,878	12,580	11,907	49,014	12,225	13,087	+209	+1.6%	
	Number of arranged marriage meeting members*	88,453	90,484	91,883	91,493	—	91,410	93,370	+2,886	+3.2%	
	Number of arranged marriage meetings	161,978	175,361	183,764	178,962	700,065	178,172	192,070	+16,709	+9.5%	
	Affiliate Business	Number of new business openings	260	277	286	241	1,064	268	220	△57	△20.6%
		Number of new memberships	7,149	7,808	7,787	7,548	30,292	7,317	7,910	+102	+1.3%
		Number of arranged marriage meeting members*	56,897	58,044	58,996	58,803	—	58,461	59,633	+1,589	+2.7%
		Number of arranged marriage meetings	102,207	110,490	112,400	109,013	434,110	108,110	118,079	+7,589	+6.9%
	Directly-Managed Lounge Business	Number of new memberships	4,500	5,070	4,793	4,359	18,722	4,908	5,177	+107	+2.1%
		Number of arranged marriage meeting members *	31,556	32,440	32,887	32,690	—	32,949	33,737	+1,297	+4.0%
Number of arranged marriage meetings		59,771	64,871	71,364	69,949	265,955	70,062	73,991	+9,120	+14.1%	

\*As of the end of each quarter

(by period)		2022					2023		YoY (Amount)	YoY (Percentage)
		Q1	Q2	Q3	Q4	Full year	Q1	Q2		
Matching Bus ※IBJ Gohan Dating (formerly Rush) Due to the reclassification from the party business to the app business, retroactively changed the number of people matched	Number of party participants	96,087	125,689	123,126	122,090	466,992	95,715	91,375	△34,314	△27.3%
	Number of parties held	8,660	11,034	10,851	10,561	41,106	8,284	7,787	△3,247	△29.4%
	Number of matches (apps)	384,202	386,802	354,556	285,578	1,411,138	289,162	313,518	△73,284	△18.9%

# Model for Sending Prospective Customers

Providing one-stop services from marriage-hunting to life design after marriage



# Strategies for Each Division in 2023

## Affiliate Business

**Aim to increase the number of arranged marriage meeting members by enhanced supporting the launch of new affiliates**

## Directly-Managed Lounge Business

**Clarify potential customer' requirement in market and enroll in them to be more directly link to marriage**

## Matching Business

**Improve the matching rate by improving UI/UX and increase customer satisfaction**

## Life Design Business

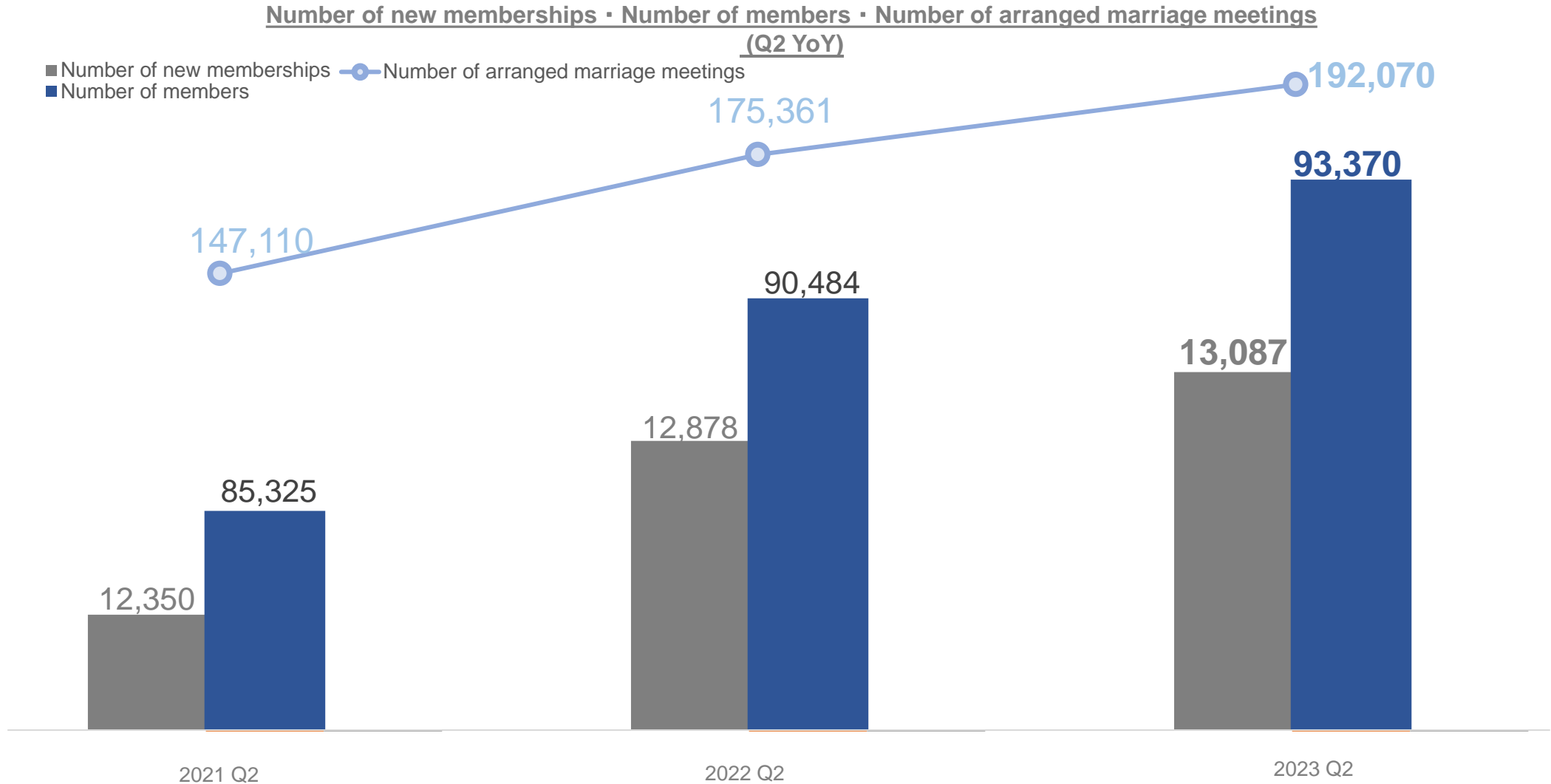
**Expand profit points by expanding business domains through M&A and business alliances**



## ② **Summary by Business Division**

### **Affiliate Business**

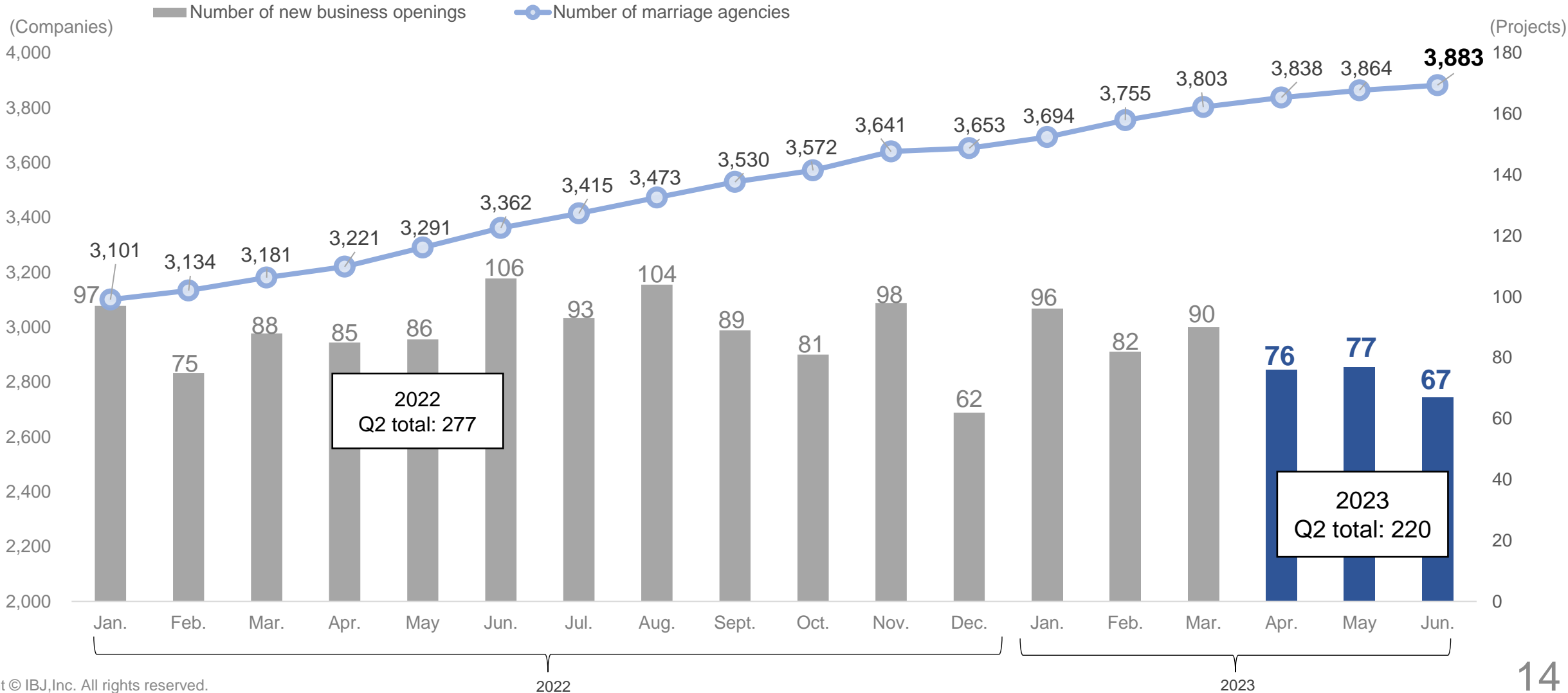
The number of arranged marriage meetings increased significantly in line with the increase in the number of new memberships and arranged marriage meetings members



# KPI Trends in the Affiliate Business

In 2Q, focus on training new recruits due to organizational changes; from 3Q, strengthen face-to-face sales to increase closing rate

Trends in number of new business openings and marriage agencies



# Measures to Strengthen Affiliate Sales

Strengthen organizational capabilities and face-to-face sales to improve contract rate

## Strategy ① Strengthening the Roles and Cooperation of Each Line



Shift to a policy of emphasizing  
Quantity < Quality



## Strategy ② Strengthen face-to-face sales



Focus on  
Online < Face-to-face sales



**Get more number of contracts  
and rate of contracts**

# Increase in the number of large corporations raised the unit price of contracts

In Q2, contract unit prices (averages for personals and corporations) rose due to an increase in corporate affiliation  
Continue to focus on corporations, aiming to increase the number of cases and the unit price

## Corporate Affiliation

The affiliation of Hotel New Otani has led to an increase in corporate affiliation from a wide variety of industries, including the hotel industry

### Shin Yokohama Grace Hotel



Photo



Finance



Nursing care



Real Estate

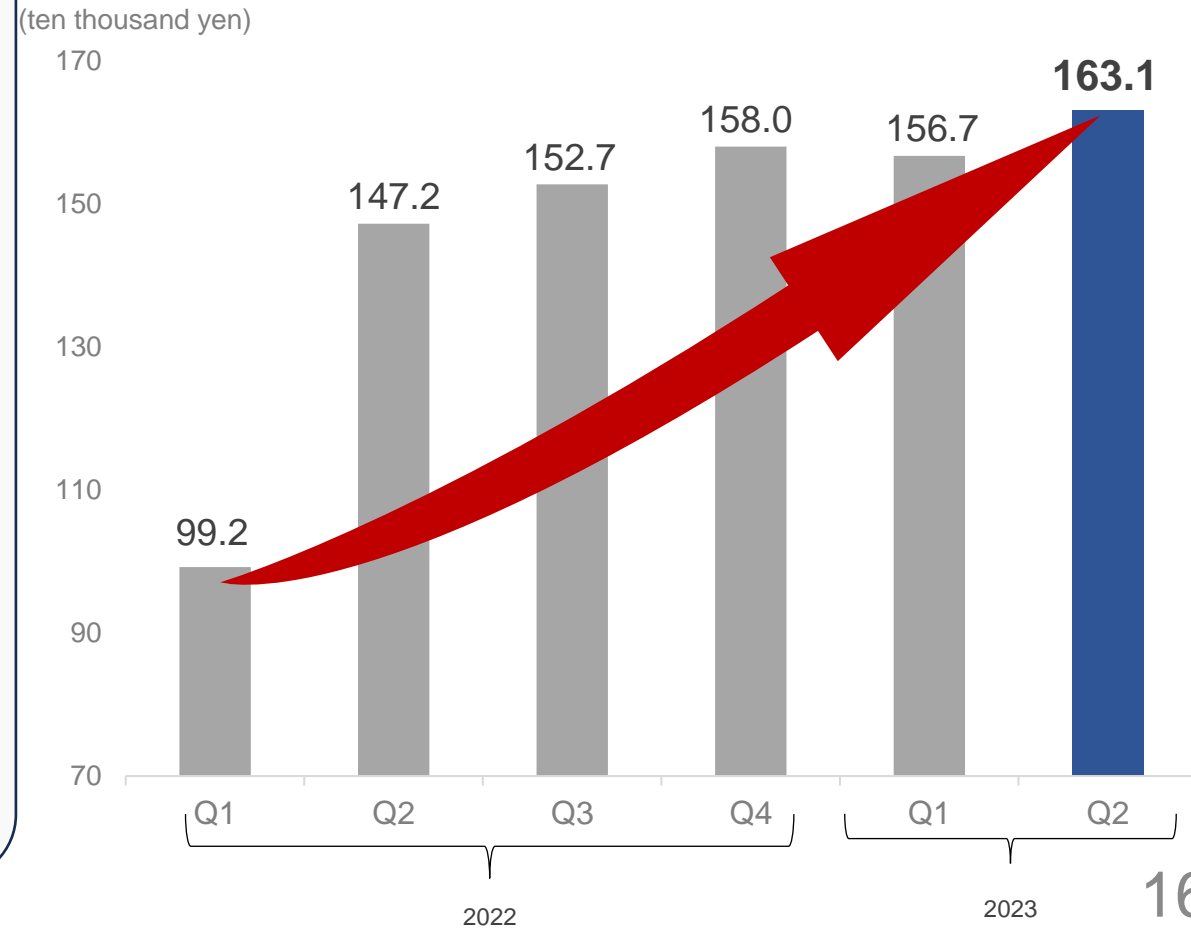


Aesthetic salons



Wedding hall

## Unit price of affiliation fee



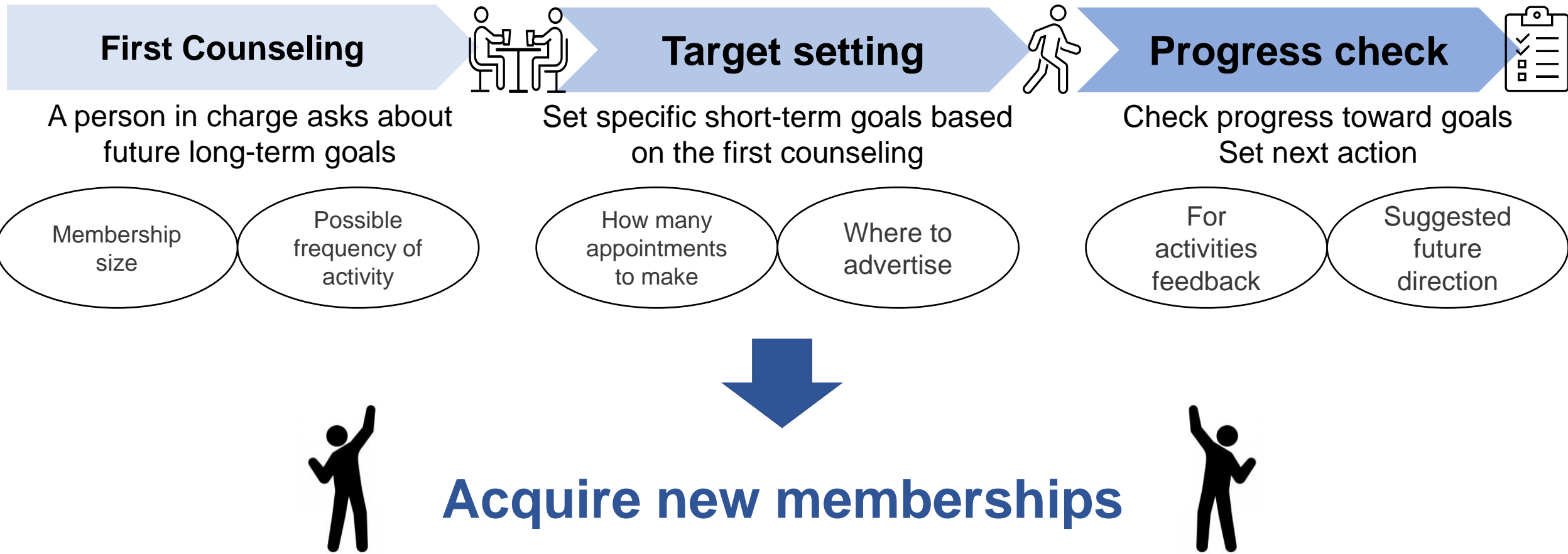


# Growth strategy of affiliate business

## Strengthen support for new franchisee startups

Promote the early launch of businesses by supporting the acquisition of members of new affiliates

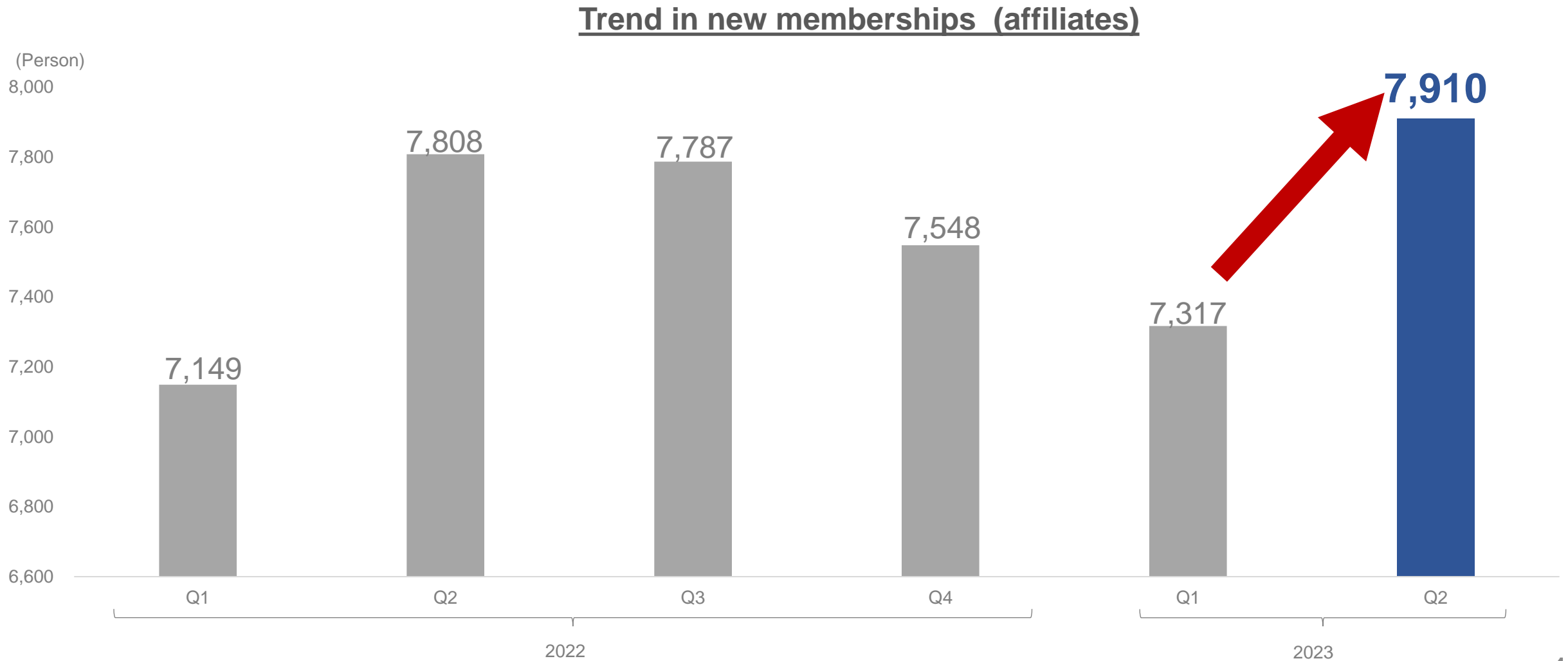
Aiming to acquire members with six months of intensive support



Continue support within the period after acquiring new membership and follow up on new contracts

# Trends in New Memberships of Affiliate Business

New memberships of Q2 increased nearly to 8,000 by strengthening support for affiliates starting up



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Directly-Managed Lounge  
Business

IBJメンバーズ



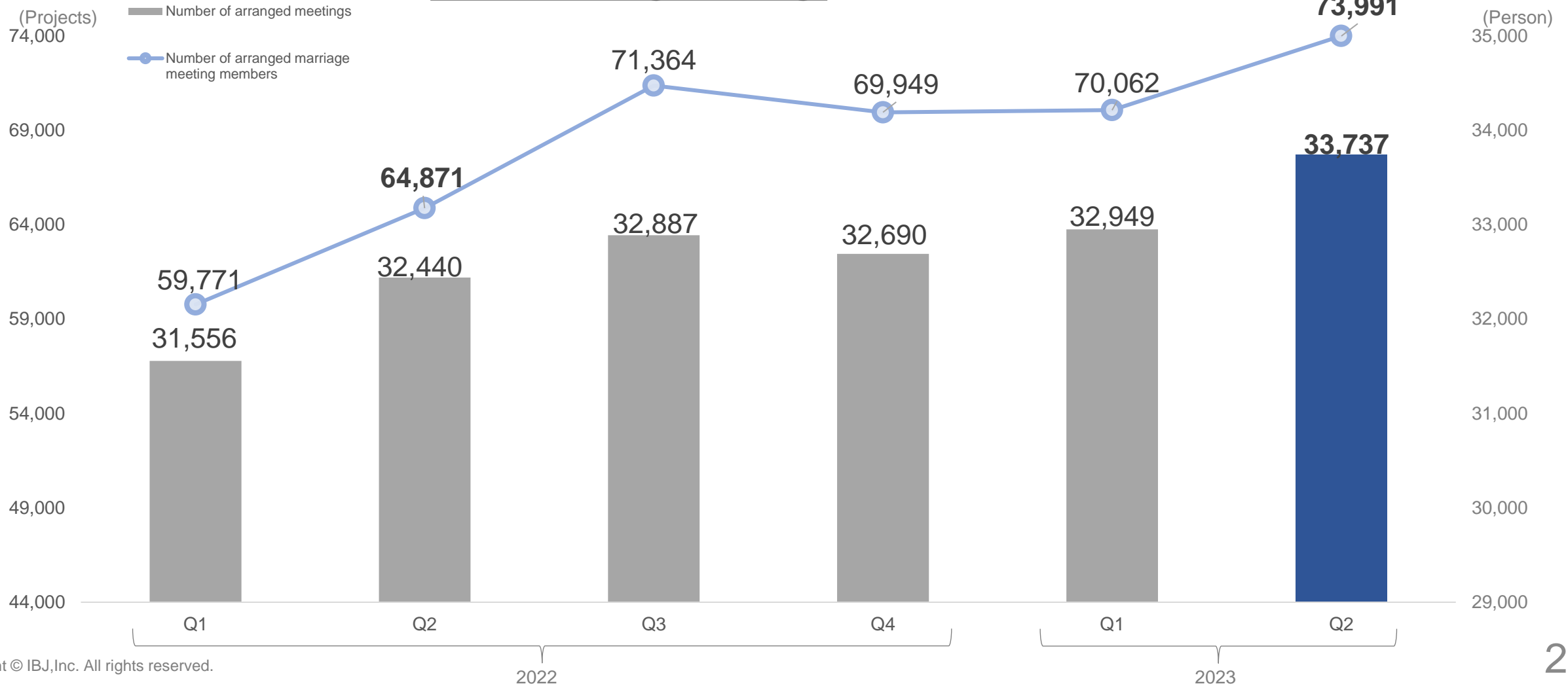
サンマリエ

Zwei

# KPI Trends for Three Directly-Managed Lounge

The number of arranged marriage meetings increased significantly to 73,991 (+14.1% compared to the previous fiscal year), and the number of arranged marriage meeting members is close to 35,000.




Trends for Number of arranged marriage meeting members/  
Number of arranged meetings



# Growth Strategy of IBJ Members①

Aiming to expand profits by emphasizing "quantitative expansion < **qualitative improvement**" by clarifying targeting in the medium to long term

## Target audience of IBJ Members

Annual income (male members)	5 million yen or more	
Age	Men and women, 20s-30s	
Educational background	University or Master's graduate	



Targeting of members



Party Attendees



Acquisition of members directly linked to marriage

Strengthen membership quality and brand equity, aiming for **70%** marriage rate by 2026

-2024

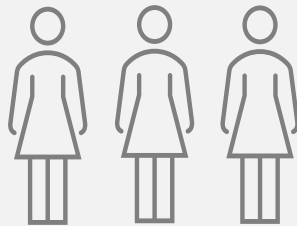
-2026

## Clarify targeting and strengthen personnel

Clarification of men's membership requirements



Increase in women membership due to improvements in the quality of men



Improving the quality of sales staff



2025-  
Strengthen brand collaboration



-2026  
Premiumization of IBJ Members, etc.

# ♡ IBJ Contents

## ② Summary by Business Division Matching Business

*PARTY*★*PARTY*  
by ♡IBJ

ブライダルネット

*you*bride

♡IBJ こはんデート

Aiming to improve UI/UX by capturing customers' needs

## Party Business



Clarify plan details to prevent mismatches and improve UX



before

Limited to those who meet attractive conditions

after

Able to balance work and private  
More than five confessions etc.  
Double eyelid, baby face, fashionable, etc.

Embodying the image of the participant



**Get more customer satisfaction**

## App Business



Clarify profiles and improve UI/UX



ゆうか 32歳・東京  
はじめまして。郡内で看護師の仕事をしています。  
そろそろ結婚したいと思って、婚活を始めてみ…

1年以内に結婚したい 土日祝休み 埼玉出身

Display sub-photos showing hobbies and a sense of value on the application screen to improve the number of matches

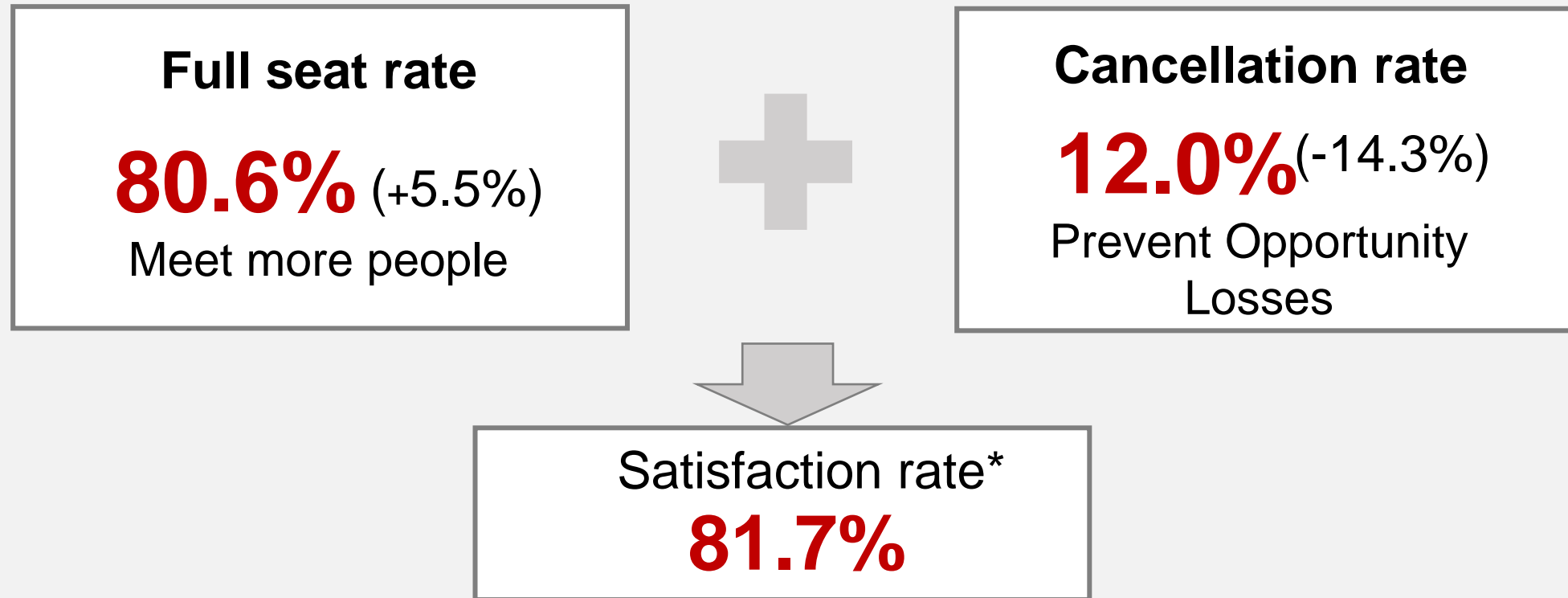


**Get more matches**



**Better results** for full seat rate and cancellation rate  
Increase the number of repeat customers while raising the unit price  
per party

Comparison of March 2023 → June 2023



\*Percentage of responses to questionnaire satisfaction/somewhat satisfaction after participation in June

Prioritizing UX and pursuing customer satisfaction rates

Aiming to increase the number of applications and matches through renewal and new measures

**申し込み画面が  
大幅リニューアル  
しました!**



コメント付き申込みが溜まりました!  
はじめまして、ゆうかです。私もお酒が好き...

NEW

ゆうか 32歳・東京

はじめまして。都内で看護師の仕事をしています。そろそろ結婚したいなと思って、婚活を始めてみ...

1年以内に結婚したい 土日祝休み 埼玉出身

結婚希望時期が一歳 休日は家でんびり

Design that makes people can find attractive of the other party in a sub-photo



申し込み数の消費なし /  
今日のマッチングチャス

チェック  
してみよう!

共通点 14

28歳 東京

25歳 神奈

無料で申込み

無料で申込み

29歳 千葉  
かなさん

はじめまして! 東京でマーケティングの仕事をしています。そろそろ結婚するのいいかなと思いい切って婚活始めました! 休日は...

職業 マーケティング  
体型 普通  
身長 165cm

いいね! 後で見る

申込み

Can be applied without worrying about the maximum limit of applications

Comparison of 2Q 2022 → 2Q 2023

Results of UI Improvement Measures  
Number of matches  
**+74.4%** compared to last year

By Improving UX  
Number of paying members  
**+29.9%** compared to last year

# IBJ Contents

## 2 Summary by Business Division Life Design Business



IBJライフデザインサポート



日韓最大のコミュニティを創る

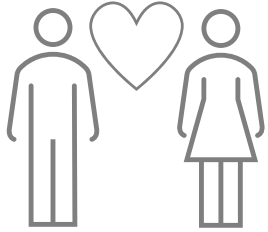
**K Village Tokyo**



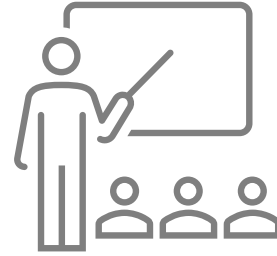
IBJファイナンシャル  
アドバイザー株式会社

# The Strategy of Life Design (Insurance Business)

Referrals from  
Marriage agency Business



Seminars for couples



Life Planning



Introduce life planning seminars to members who are currently dating.

Post-marriage wealth problem and future design, etc.

Dedicated planners offer proposals tailored to your life plans

topics



**Opened a new store in Ebisu**



Providing time to relax and think about life in a luxurious and carefully designed space



Expand area through M&A while solidifying business foundations

Discovery of potential customers

Reveal potential customers/create value-added

## Community apps K Village MODULY

Linked to other Business  
For reservations for  
Korean language classes

Total DL

**29,816** (as of the end of Q2)

**+86.4%** compared to last year

## Korean Language Community Business

1レッスン550円からの韓国語スクール

**K Village 韓国語**

Number of students

**11,586** (as of the end of Q2)

**+17.3%** compared to last year

New

## Entertainment Business

Grouping of production companies  
involved in planning live  
performances of K-POP idols, etc.

## Beauty Community Business

**K Village Meon**

Sells Korean doctors' cosmetics through  
its own channels based on the concept of  
"Higher grade of self-care experience"

## Music Community Business

苦手を好きに 好きが得意に

**NAYUTAS**  
by K Village

Number of students

**1,301** (as of the end of Q2)

**+55.6%** compared to last year



# IBJ

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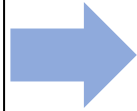
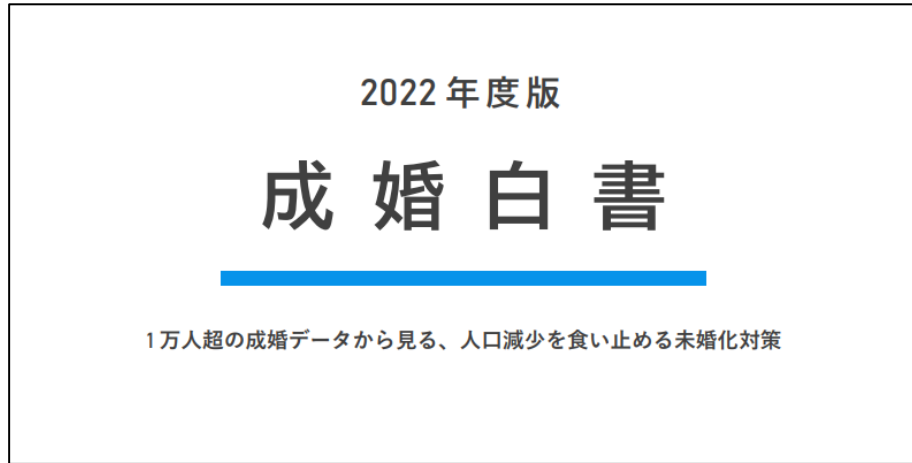
Summary by  
Business Division

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**Reference**

# Released the 2022 Edition of Marriage White Paper

Marriage information documents by IBJ, which has produced 10,000 marriages



Characteristics of married person (median\*)

Number of arranged marriage meetings	Number of relationships before marriage
Men 11 Women 10	Men 5 Women 4
Age	Number of days of marriage-hunting activity
Men 37 Women 34	Men 303 Women 242

\*A value that ranks in the middle when the data is arranged in the order of largest

## Point1

Kanako Amano, senior researcher on demographics at NLI Research Institute, explains why marriage is so important in combating Japan's declining birthrate, based on objective figures.

## Point2

Statistical calculation of areas where it is easy to get married by comparing the number of arranged marriage meetings and the length of time it takes to get married, referring to regional characteristics such as the ease of getting married in urban and rural areas of Japan.

# Corporate Branding Strategy

The third measure to strengthen corporate branding by appointing Yosuke Asari, a talented actor who has appeared in many films, as our brand ambassador



Started airing in August 2023 under CM's concept of "There is a short way to marriage"

 Location

JR East (Yamanote Line, Yokosuka Line, Sobu Line Rapid) Tokyo Metro, Toei Subway, Nagoya Railroad, Osaka Metro, Fukuoka Subway train ads, etc.

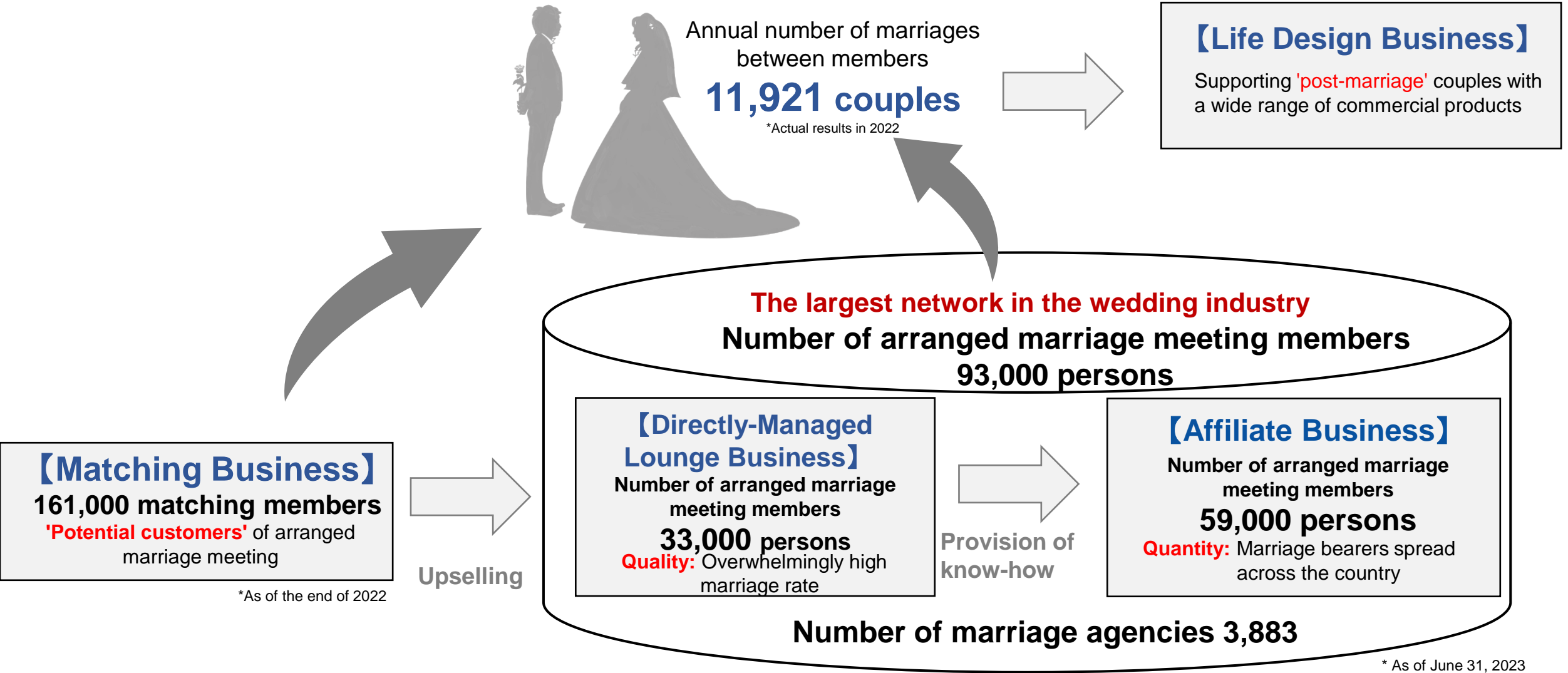


▲ New Visual: Yosuke Asari



# Our Business Model

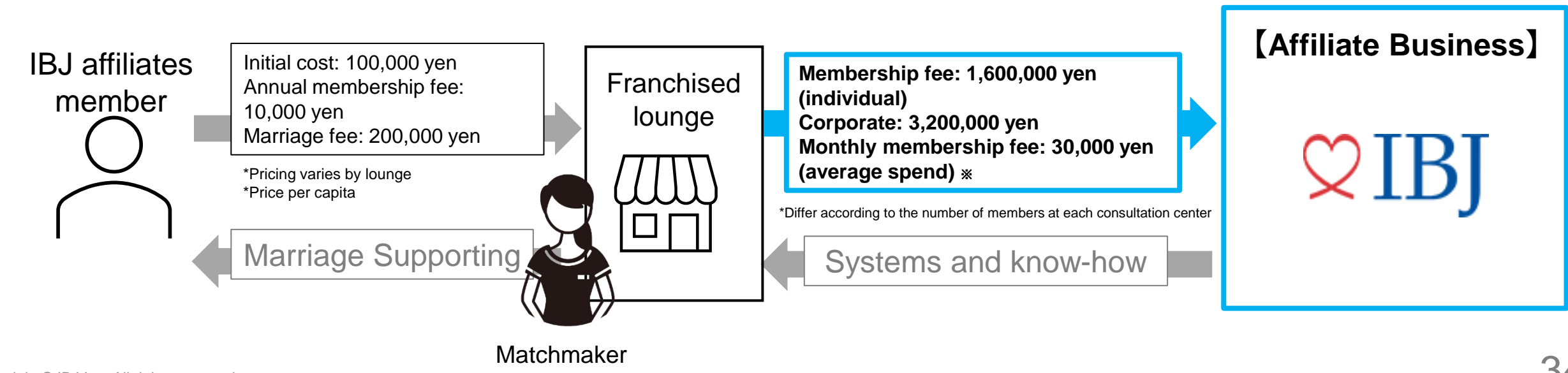
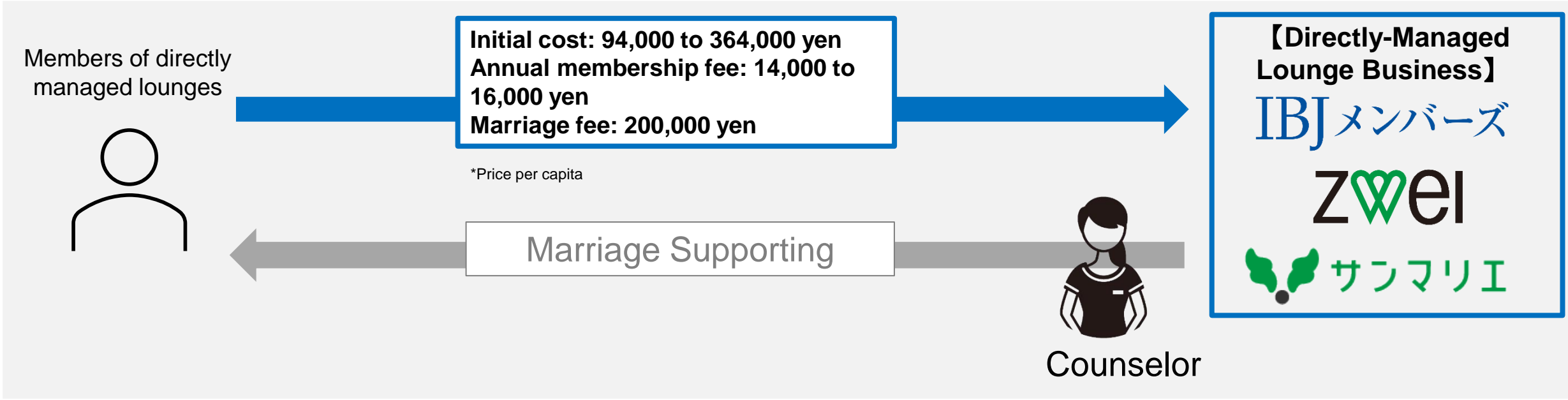
Create married couples by utilizing the IBJ Group network and know-how of the largest scale in the wedding industry



\*1 "Number of arranged marriage meeting members" refers to the number of members registered at marriage matching lounges of the Japan Wedding Consulting Center Federation, IBJ affiliates, IBJ Members, San Marie, and ZWEI.

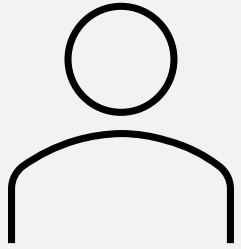
\*2 "Number of matching members" refers to the number of members who have a log-in history within 1 year of the number of registered members in PARTY☆ PARTY, IBJ Gohan Date + Bridal Net, and the number of paying members of youbride at the end of the fiscal year (2022 to be excluded from Diverse consolidation)

# Business Models (Affiliates/Directly-Managed Lounge Business)



# Business Models (Matching Business)

Party members



**Participation fee (1 hold)**  
**2,000 to 7,500 yen**

\*Average price per person

**PARTY☆PARTY**  
by IBJ



• Store-type parties  
Held in lounges exclusively for marriage-hunting parties



• Entertainment party  
Held at a wide variety of venues  
e.g. aquarium, fireworks, etc



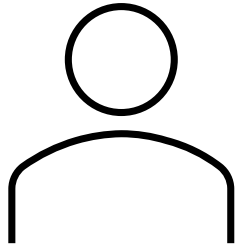
Recommend joining  
IBJ Members

**IBJ**メンバーズ

Matching



Matching app members



**Monthly membership fee**  
**2,000 to 5,380 yen**

\*Fluctuations such as additional options

Generous support  
from becoming a  
member to encounter

ブライダルネット

youbride

**PARTY☆PARTY**  
by IBJ

Sending marriage-hunting members who are highly motivated

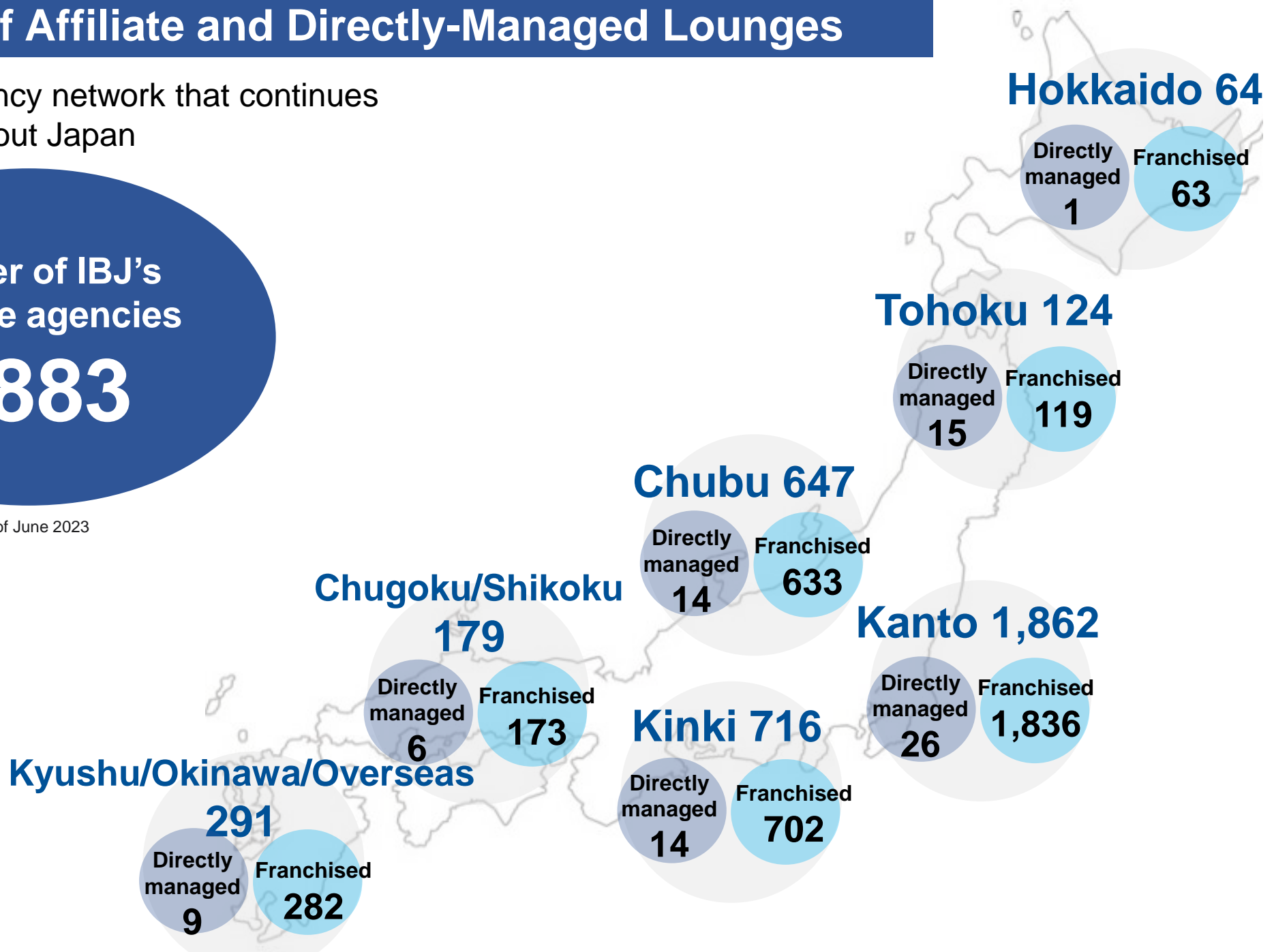
Directly-Managed  
Lounge agency

# Distribution of Affiliate and Directly-Managed Lounges

IBJ's Marriage agency network that continues to expand throughout Japan

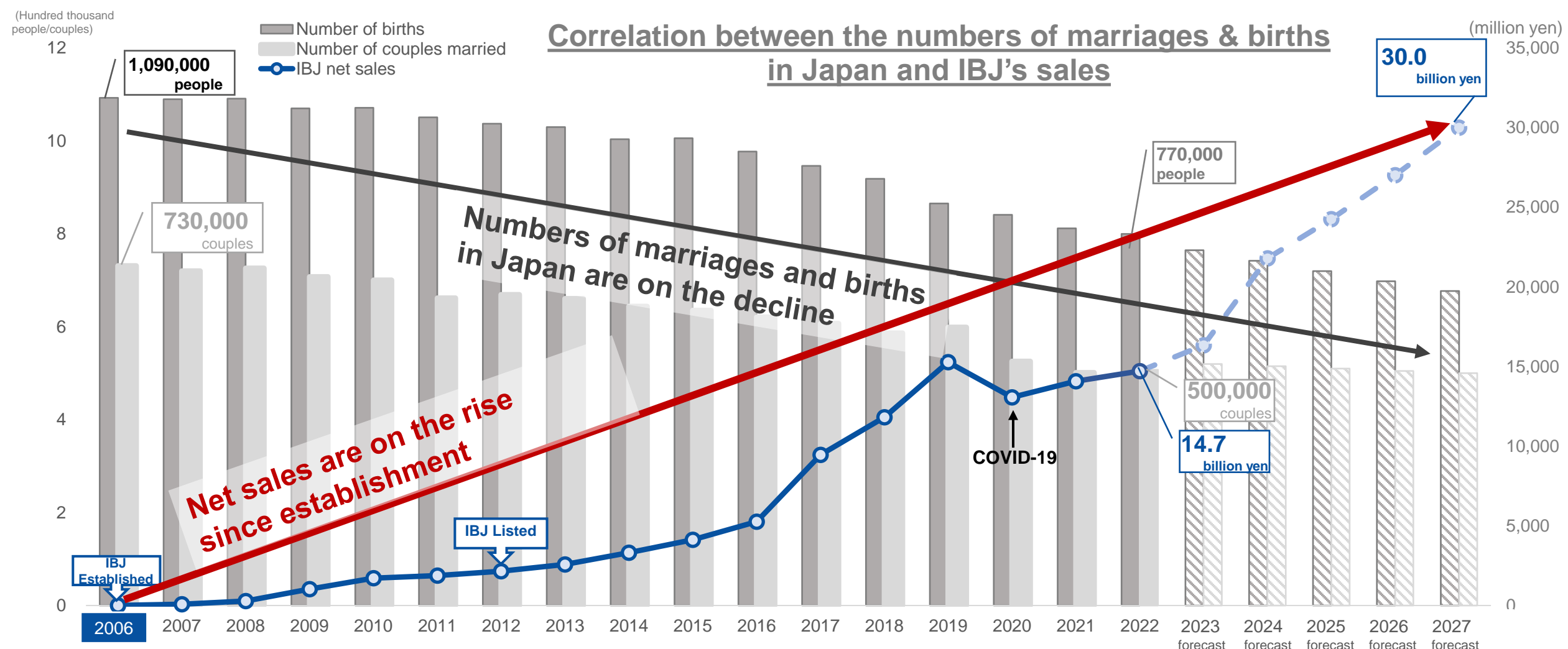
Number of IBJ's Marriage agencies  
**3,883**

\*As of June 2023



# Changes in Social Climate and IBJ's Performance

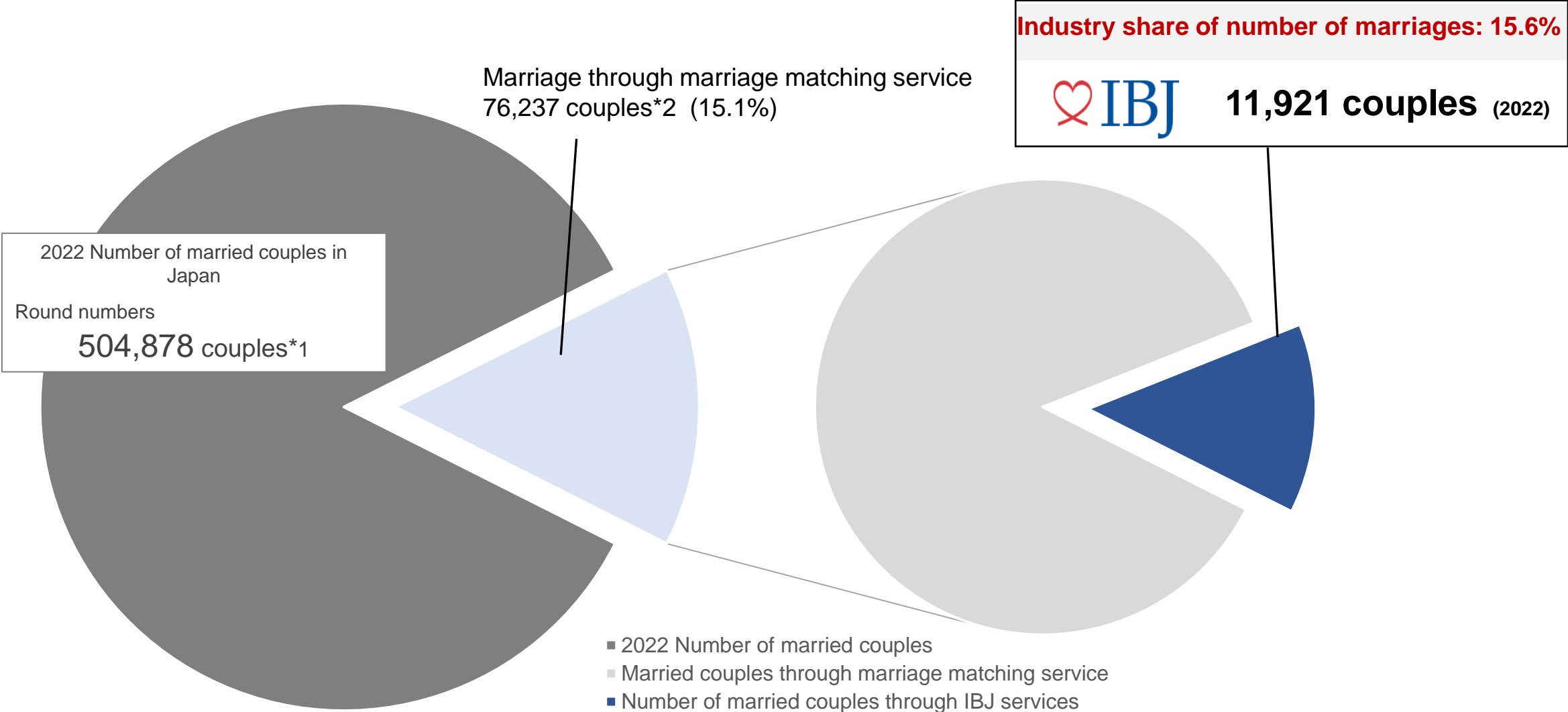
IBJ's performance is on the rise while the numbers of marriages and births in Japan are declining



\*Source: "2021 Summary of Vital Statistics (Fixed Number)" (1947-2021), Ministry of Health, Labour and Welfare  
 \*Source: "Vital Statistics (December 2022)" by the Ministry of Health, Labour and Welfare for the number of couples married and births in 2022

# Industry Share of Number of Marriages 2022

One of the industry's leading shares of the number of marriages in the marriage matching industry at 15.6%.



\*1 The number of marriages in 2022 is based on the Ministry of Health, Labour and Welfare's Monthly Vital Statistics Report (round numbers) for December 2022.

\*2 Calculated and prepared based on the percentage of marriage activity service use in the "Marriage Activity Survey 2022 (Recruit Bridal Research Institute)".

# Company History

**2006**

- IBJ Inc. is established and the Japan Association of Marriage Agencies business is launched
- Took over the BridalNet and PARTY☆PARTY businesses from the predecessor company

**2012**

- Listed on the Osaka Stock Exchange JASDAQ Market (currently the Tokyo Stock Exchange)

**2014**

- Changed to the Second Section of the Tokyo Stock Exchange

**2015**

- **Listed on the First Section of the Tokyo Stock Exchange**

**2018**

- Selected as one of "Asia's 200 Best Under A Billion" by Forbes Asia
- Established IBJ Financial Advisory Co., Ltd. to operate real estate business

**2019**

- Made Sunmarie Co., Ltd. and K Village Tokyo Co., Ltd. subsidiaries

**2020**

- Made ZWEI Co., Ltd. subsidiaries

**2022**

- **Transitioned to the Tokyo Stock Exchange Prime Market**
- 11,921 marriages created (2.4% of all marriages in Japan)

**2023**

- Alliance with regional financial institutions (Towa Bank), realizing the 17th case
- Number of marriage agencies exceeded 3,800 companies
- K Village Tokyo, an IBJ Group company, acquired Kangnam Doll as a subsidiary

Company name: IBJ, Inc.

Date of Establishment February 2006

Location: Shinjuku First West 12 and 17F, 1-23-7 Nishi-Shinjuku, Shinjuku-ku, Tokyo

Number of Employees: 1,148 ( June. 2023)

Directors:

President and Representative Director: Shigeru Ishizaka

Managing Director: Kenjiro Tsuchiya

Director: Yasuyuki Yokogawa

Outside Director: Kohzoh Umezu

Outside Director: Masahide Kamachi

Outside Director: Tetsushi Kawaguchi

Full-time Auditor: Yuki Futatsuya

Corporate Auditor: Nobuyuki Teramura

Corporate Auditor: Kaori Yagi

Listing Market: Tokyo Stock Exchange Prime Market (6071)





## IBJ,Inc

12<sup>th</sup> & 17<sup>th</sup> floor, Shinjuku First West 1-23-7 Nishi  
Shinjuku, Shinjuku-ku, Tokyo 160-0023

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These presentation materials are prepared as a reference for investors to give them an understanding of the current status of IBJ, Inc. The information contained in this presentation is based on a generally accepted understanding of economic and social conditions as of August 2023 as well as certain assumptions considered to be rational. The information contained herein may be altered without notice due to changes in the business environment and other such reasons.

[The updated information on IR is available on our official LINE account.](#)





人と人をつなぐのは、人だと思ふ。

An Interpersonal encounter is arranged only by a human.