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Monthly Report for December 2023

《Total Sales》

The total sales performance for December across the entire company amounted to 2,505,801 thousand yen, representing a remarkable increase of 26.4%.

《KeePer LABO Operation Segment (B-to-C)》

In December, the performance reached a record high, totaling 1,430,984 thousand yen, marking a significant increase of 21.8% compared to the previous year's total of 96 directly operated stores (which was 1,174,535 thousand yen in December 2022). Among the existing 96 stores, there was a 13.4% year-on-year increase, reaching 1,331,350 thousand yen, demonstrating a strong performance even during the peak demand period.

■ Sales performance per store reached 13,128 thousand yen per store

Sales performance per store reached 13,128 thousand yen per store, with an average of 13,128 thousand yen per store across all 109 directly operated stores. Excluding 7 stores in snowfall areas such as Hokkaido, Akita, Yamagata, Toyama, Fukui, and 13 newly opened stores less than one year old, the figure approaches 14,578 thousand yen per store, nearly reaching 15,000 thousand yen per store. This achievement marks a new dimension for KeePer LABO.

Moreover, despite concerns about overwork during December, which typically sees sales about 1.5 times higher than regular months, the labor productivity reached 8,334 yen per hour (3% increase compared to the previous year). This efficiency and productivity improvement is attributed to the year-long efforts in recruitment and the expansion of coating booths in existing stores. Additionally, the increase in average unit prices and the implementation of pre-support staffing have prevented staff fatigue from rising in proportion to sales.

Furthermore, the confusion and concerns caused by the similarity in names between "Diamond Coat (Coating)" sold by Big Motor Company in August-September last year and our "Diamond KeePer" have been almost completely dispelled (except for some stores). The impact on urban areas in Tokyo, Kanagawa, and Osaka, where the misunderstanding was deeply rooted, has recovered. The "Autumn Fair" implemented in October not only dispelled misunderstandings and concerns but also contributed to stimulating demand, especially in the thriving Central Japan area centered around Aichi with a long history since opening, leading to a 13% increase in the number of visitors.

■ New stores making strides

The average sales of the 13 new stores reached 7,664 thousand yen per store, already reaching levels anticipating monthly sales exceeding 10,000 thousand yen per store. Particularly, the Ariake store, operating as a shop-in-shop within a Toyota/LEXUS dealership, achieved impressive results of 10,185 thousand yen within fewer operating days compared to other directly operated stores. The future direction of KeePer LABO in this format is expected to garner significant attention, contributing to the development of the car dealer industry.

■ Number of KeePer coating units applied

EX KeePer achieved a record monthly number of 1,373 units (12% increase from the previous year) applied. The Diamond KeePer series, which includes ECO Diamond KeePer, showed substantial growth with 6,014 units (32% increase). Additionally, Crystal KeePer and Fresh KeePer, which have a durability of one year, increased by 15.9% from 9,577 units to 11,098 units compared to the same month the previous year. Maintenance for various KeePer coatings also increased by 10%, indicating sustained demand for high-value coatings that keep vehicles clean and protected. As a result, the average unit price rose to 17,790 yen per unit (7.5% increase).

«KeePer Products Related Segment (B-to-B)»

Sales for the KeePer-related business in December reached a record high, totaling 1,074,817 thousand yen, a 33.7% increase, serving as the culmination of the year-long business activities in 2023.

Firstly, the "Fresh KeePer," launched in October 2022, achieved number of approximately 80,000 units applied, doubling compared to the previous year. Particularly successful in KeePer Pro Shops operated by gasoline stations, its features such as "rain becoming a car wash" and a reduction in car washing frequency were highly praised, resulting in numerous installations. The TV commercial featuring "KeePer doing it on its own" also received positive feedback and contributed to attracting female customers. In December, Fresh KeePer, especially in KeePer Pro Shops, were installed in the aftermarket, making it a central product.

Moreover, starting from December 1, the "2023 December KeePer Championship," a competition based on the total number of coating installations (points), began. Unlike previous championships limited to KeePer Pro Shops, all KeePer installation shops worldwide, including gasoline stations, car shops, and car dealerships, were eligible to participate. The results are currently being tallied, but the competition has generated considerable excitement, with car shops and car dealerships also ranking high.

In the new car market, there is a steady progress, with a 210% year-on-year increase observed in December for the overall new car market. The product strength and brand power of KeePer serve as driving forces, making KeePer a preferred choice for customers who are already familiar with the brand, and sales representatives find it easy to recommend. As a result, the installation numbers are rapidly increasing. Particularly, there is significant growth in installation numbers for Honda and Toyota, and even in Subaru. Additionally, Mitsubishi Motors' wide-ranging sales companies achieved record-breaking installation numbers by unifying all coatings under KeePer. Not only during new car sales but also for existing customers, dealers providing KeePer coating and car wash services have increased, and the results in December reflect the establishment of KeePer in the new car market.

Internationally, Subaru's distributor in Mexico opened the first KeePer Pro Shop in Mexico as part of a new business model. The opening event was attended by numerous media and car-related influencers, showing great interest in the popular KeePer from Japan. The product quickly gained traction on social media, with coating reservations starting promptly, generating high expectations for the future.

In services beyond cars, the joint project between Golf 5, a golf specialty store operated by Alpen Co., Ltd., a sports and golf equipment retailer with 196 stores nationwide, and KeePer, resulted in the release of a golf club cleaner called "Tsuyapika." The product has been well-received since its initial release, surpassing the anticipated sales quantity.

《Total Sales》

(,000 yen)	Total Sales	yoy	Products	yoy	LABO	yoy
2021/7	1,152,658	+34.4%	548,946	+15.8%	603,711	+59.5%
2021/8	1,100,899	+4.2%	536,606	+2.0%	564,292	+6.7%
2021/9	1,019,278	+27.1%	453,902	+13.4%	565,376	+41.7%
2021/10	1,150,290	+28.1%	505,874	+11.8%	644,416	+45.3%
2021/11	1,223,309	+14.6%	634,475	+7.2%	588,834	+24.4%
2021/12	1,699,611	+9.0%	699,101	-6.9%	1,000,509	+24.2%
2022/1	800,758	+26.8%	304,292	+13.0%	496,465	+37.5%
2022/2	938,561	+21.5%	392,857	+18.6%	545,704	+24.2%
2022/3	1,403,788	+34.5%	663,294	+23.2%	740,493	+47.0%
2022/4	1,352,616	+12.7%	552,986	-5.1%	799,630	+29.7%
2022/5	1,248,362	+28.2%	521,921	+26.0%	726,441	+30.3%
2022/6	1,354,483	+37.7%	630,648	+24.4%	723,835	+52.6%
2022/7	1,313,435	+13.9%	505,498	-7.9%	807,937	+33.8%
2022/8	1,285,163	+16.7%	558,749	+4.1%	726,413	+28.7%
2022/9	1,223,148	+20.0%	521,789	+15.0%	701,359	+24.1%
2022/10	1,369,581	+19.1%	571,581	+13.0%	797,999	+23.8%
2022/11	1,479,647	+21.0%	766,333	+20.8%	706,128	+19.9%
★2022/12	1,982,927	+16.7%	804,156	+15.0%	1,175,771	+17.5%
2023/1	948,222	+18.4%	387,791	+27.4%	560,431	+12.9%
2023/2	1,235,501	+31.6%	507,632	+29.2%	727,869	+33.4%
2023/3	1,612,126	+14.8%	720,800	+8.7%	891,325	+20.4%
2023/4	1,745,862	+29.1%	740,634	+33.9%	1,005,227	+25.7%
2023/5	1,425,883	+14.2%	615,963	+18.0%	809,920	+11.5%
2023/6	1,508,814	+11.4%	688,316	+9.1%	820,498	+13.4%
2023/7	1,763,277	+34.2%	763,163	+51.0%	1,000,113	+23.8%
2023/8	1,565,335	+21.8%	733,871	+31.3%	831,464	+14.5%
2023/9	1,455,244	+19.0%	622,488	+19.3%	832,756	+18.7%
2023/10	1,729,722	+26.3%	741,845	+29.8%	987,876	+24.0%
2023/11	1,757,524	+18.8%	884,806	+15.5%	872,717	+23.8%
★2023/12	2,505,801	+26.4%	1,074,817	+33.7%	1,430,984	+21.8%

Note : The figures published as a monthly report are unaudited preliminary figures.

Therefore, they may differ from the figures in the earnings report and may be revised in the next update.

These figures are for KeePer LABO directly managed shops and do not include the results of FC stores.

《LABO Stores: All Stores》

All Stores	Sales ,000 yen	yoy	# stores	Number of coating units applied												# visits	yoy	ASP (yen/visit)	yoy	Productivity (yen/hr)	yoy
				Pure, maint	yoy	Crystal	yoy	Fresh	yoy	Dia related	yoy	EX	yoy								
2021/7	603,711	+59.5%	86	5,365	+59%	5,283	+47%			3,141	+57%	567	+95%	42,932		14,062	-7.0%	6,788	+1%		
2021/8	564,292	+6.7%	86	4,827	-21%	4,748	-12%			2,903	+19%	636	+96%	38,989		14,473	+22.0%	6,877	-3%		
2021/9	565,376	+41.7%	88	4,703	+50%	4,563	+33%			3,002	+34%	619	+67%	39,094		14,462	-4.0%	6,753	-2%		
2021/10	644,416	+45.3%	88	5,295	+38%	5,030	+33%			3,150	+40%	803	+85%	46,321		13,912	+3.0%	7,019	+1%		
2021/11	588,834	+24.4%	88	4,795	+16%	4,841	+15%			2,927	+30%	652	+44%	43,877		13,420	+7.0%	6,648	-4%		
2021/12	1,000,509	+24.2%	88	9,484	+21%	8,117	+13%			4,283	+23%	1,181	+41%	64,370		15,543	+5.0%	7,834	-7%		
2022/1	496,465	+37.5%	89	4,178	+36%	3,601	+20%			2,160	+23%	612	+71%	42,967	+33%	11,523	+3.5%	6,628	+1%		
2022/2	545,704	+24.2%	90	3,564	+5%	3,785	+8%			2,749	+18%	782	+63%	38,006	+9%	14,336	+14.3%	7,326	-2%		
2022/3	740,493	+47.0%	90	5,199	+46%	5,308	+37%			3,868	+32%	1,039	+71%	47,546	+42%	15,537	+3.8%	7,914	+3%		
2022/4	799,630	+29.7%	91	5,332	+7%	5,812	+15%			3,559	+7%	1,082	+76%	47,048	+1%	16,951	+27.8%	7,707	-5%		
2022/5	726,441	+30.3%	92	6,160	+28%	5,905	+18%			3,005	+5%	670	+41%	52,667	+22%	13,772	+6.4%	7,076	+8%		
2022/6	723,835	+52.3%	95	4,796	+31%	6,387	+57%			3,405	+35%	738	+41%	43,420	+37%	16,641	+11.1%	7,670	+19%		
2022/7	807,937	+32.1%	94	5,670	+6%	6,650	+26%			3,805	+21%	861	+52%	48,294	+11%	16,707	+18.8%	7,642	+13%		
2022/8	726,413	+27.0%	94	5,611	+16%	5,785	+22%			3,430	+18%	685	+8%	46,241	+17%	15,681	+8.3%	7,115	+3%		
2022/9	701,359	+24.2%	94	4,846	+3%	4,094	-10%	1,167	-	3,414	+14%	760	+23%	43,840	+12%	15,984	+10.5%	7,002	+4%		
2022/10	797,999	+24.2%	94	6,087	+15%	4,795	-4%	1,402	-	3,712	+18%	789	-2%	52,446	+14%	15,195	+9.2%	7,192	+2%		
2022/11	697,225	+20.1%	96	5,131	+7%	4,183	-14%	1,142	-	3,228	+10%	806	+24%	45,037	+3%	15,650	+16.6%	6,938	+4%		
★2022/12	1,157,094	+17.6%	96	10,624	+12%	7,440	-8%	2,137	-	4,553	+6%	1,223	+4%	71,008	+10%	16,541	+6.4%	8,061	+3%		
2023/1	560,431	+15.0%	96	4,473	+7%	3,108	-14%	922	-	2,403	+11%	705	+15%	43,642	+2%	13,048	+13.2%	6,527	-2%		
2023/2	727,869	+35.7%	96	4,707	+32%	3,767	0%	1,089	-	3,348	+22%	1,215	+55%	47,781	+26%	15,479	+8.0%	7,973	+9%		
2023/3	891,325	+22.5%	97	5,747	+11%	6,442	+21%	1,458	-	4,439	+15%	1,210	+16%	53,286	+12%	16,988	+9.3%	7,936	0%		
2023/4	1,005,227	+28.0%	97	6,814	+28%	5,866	+1%	1,937	-	4,720	+33%	1,325	+22%	59,414	+26%	17,186	+1.4%	7,838	+2%		
2023/5	809,920	+13.6%	99	6,278	+2%	4,898	-17%	1,780	-	3,708	+23%	952	+42%	53,357	+1%	15,440	+12.1%	6,613	-7%		
2023/6	820,498	+10.9%	106	5,187	+8%	4,531	-29%	1,725	-	3,857	+13%	952	+29%	47,016	+8%	17,041	+2.4%	6,761	-12%		
2023/7	1,000,113	+24.0%	106	7,278	+28%	5,733	-14%	2,206	-	4,588	+21%	1,076	+25%	64,254	+33%	15,565	-6.8%	7,310	-4%		
2023/8	831,464	+14.7%	107	6,146	+10%	4,596	-21%	1,724	-	3,771	+10%	883	+29%	55,985	+21%	14,852	-5.3%	6,628	-7%		
2023/9	832,756	+18.8%	108	5,403	+11%	3,982	-3%	1,965	+69%	3,947	+16%	913	+20%	49,989	+14%	16,659	+4.2%	6,725	-4%		
2023/10	987,876	+24.0%	108	7,320	+20%	5,345	+11%	2,690	+92%	4,534	+22%	1,049	+33%	59,567	+14%	16,584	+9.1%	7,494	+4%		
2023/11	872,717	+23.8%	109	5,375	+5%	3,822	-9%	2,234	+96%	4,400	+36%	905	+12%	50,759	+13%	17,193	+9.9%	7,104	+2%		
★2023/12	1,430,984	+21.8%	109	11,663	+10%	7,090	-5%	4,008	+88%	6,014	+32%	1,373	+12%	80,439	+13%	17,790	+7.5%	8,334	+3%		

《LABO Stores: Existing Stores》

Existing Stores	Sales ,000 yen yoy		# stores	Number of coating units applied												ASP (yen/visit) yoy		Productivity (yen/hr) yoy	
				Pure, maint	yoy	Crystal	yoy	Fresh	yoy	Dia related	yoy	EX	yoy	# visits	yoy				
2021/7	582,084	+52.1%	81	5,215		5,072	+41%			2,979	+49%	526	+81%	41,738		13,946	-8%	6,786	+1%
2021/8	544,346	+1.8%	81	4,704		4,572	-15%			2,736	+12%	598	+85%	37,902		14,362	+21%	6,882	-3%
2021/9	536,283	+34.7%	81	4,544		4,386	+28%			2,845	+27%	579	+56%	37,304		14,376	-5%	6,786	-2%
2021/10	604,468	+36.9%	82	5,049		4,804	+27%			2,953	+31%	746	+71%	43,977		13,745	+2%	7,022	+1%
2021/11	555,567	+17.8%	82	4,606		4,621	+10%			2,769	+23%	603	+33%	41,625		13,347	+7%	6,698	-3%
2021/12	953,238	+18.5%	84	9,154		7,794	+8%			4,068	+17%	1,114	+33%	61,535		15,491	+4%	7,866	-7%
2022/1	470,325	+30.7%	84	4,023		3,447	+15%			2,054	+22%	564	+58%	41,045	+27%	11,459	+3%	6,651	+1%
2022/2	510,589	+16.4%	84	3,417		3,574	+2%			2,572	+15%	722	+50%	35,953	+3%	14,202	+13%	7,349	-1%
2022/3	691,704	+37.7%	84	4,981		4,970	+28%			3,593	+28%	969	+59%	44,784	+33%	15,445	+3%	7,949	+4%
2022/4	757,660	+23.2%	86	5,136		5,515	+9%			3,354	+5%	1,029	+68%	45,134	-3%	16,787	+27%	7,748	-4%
2022/5	682,844	+22.7%	86	5,954		5,594	+12%			2,814	+5%	613	+29%	50,245	+17%	13,590	+5%	7,080	+8%
2022/6	680,258	+43.4%	87	4,606		6,010	+48%			3,183	+32%	693	+33%	41,250	+30%	16,491	+10%	7,740	+20%
2022/7	740,093	+21.2%	86	5,393		6,185	+17%			3,491	+17%	758	+34%	45,078	+4%	16,418	+17%	7,686	+13%
2022/8	667,169	+16.8%	86	5,340		5,377	+13%			3,120	+14%	615	-3%	43,173	+9%	15,453	+7%	7,201	+5%
2022/9	653,697	+15.9%	87	4,635	-1%	3,866	-15%	1,084	-	3,152	+5%	694	+12%	41,320	+6%	15,820	+9%	7,046	+4%
2022/10	746,154	+16.3%	87	5,865	+11%	4,596	-9%	1,237	-	3,448	+9%	723	-10%	49,461	+7%	15,086	+8%	7,272	+4%
2022/11	649,478	+10.6%	87	4,885	+2%	3,923	-19%	1,038	-	2,924	0%	731	+12%	42,051	-4%	15,445	+15%	6,986	+5%
★2022/12	1,095,574	+9.7%	87	10,213	+8%	7,077	-13%	2,001	-	4,167	-3%	1,123	-5%	66,503	+3%	16,474	+6%	8,183	+4%
2023/1	532,447	+7.5%	88	4,303	+3%	2,930	-19%	863	-	2,230	+5%	652	+7%	41,048	-4%	12,971	+13%	6,635	0%
2023/2	692,672	+27.1%	89	4,537	+27%	3,573	-6%	1,024	-	3,124	+14%	1,120	+43%	45,329	+19%	15,281	+7%	8,053	+10%
2023/3	849,908	+15.0%	89	5,546	+7%	4,686	-12%	1,375	-	4,160	+8%	1,116	+7%	50,216	+6%	16,925	+9%	8,033	+2%
2023/4	963,527	+20.8%	90	6,567	+23%	5,580	-4%	1,828	-	4,444	+25%	1,239	+15%	56,348	+20%	17,100	+1%	7,906	+3%
2023/5	780,073	+7.5%	91	6,096	-1%	4,667	+7%	1,678	-	3,502	+17%	882	+32%	50,818	-4%	15,350	+12%	6,666	-6%
2023/6	768,436	+6.3%	94	5,063	+6%	4,408	-31%	1,658	-	3,694	+8%	894	+21%	45,566	+5%	16,864	+1%	6,797	-11%
2023/7	930,241	+15.3%	94	6,962	+23%	5,443	-18%	2,035	-	4,266	+12%	964	+12%	60,319	+25%	15,422	-8%	7,368	-4%
2023/8	772,594	+6.5%	94	5,845	+4%	4,355	-25%	1,592	-	3,493	+2%	803	+17%	52,410	+13%	14,741	-6%	6,695	-6%
2023/9	764,608	+9.1%	94	5,138	+6%	3,760	-8%	1,765	+52%	3,644	+7%	796	+5%	46,630	+6%	16,397	+3%	6,753	-4%
2023/10	909,450	+14.1%	94	6,999	+15%	5,064	+6%	2,439	+74%	4,183	+13%	935	+19%	55,426	+6%	16,408	+8%	7,604	+6%
2023/11	808,561	+14.7%	96	5,139	+0%	3,621	-13%	2,070	+82%	4,110	+27%	794	-1%	47,761	+6%	16,929	+8%	7,142	+3%
★2023/12	1,331,350	+13.4%	96	11,146	+5%	6,768	-9%	3,686	+73%	5,583	+23%	1,232	+1%	75,516	+6%	17,630	+7%	8,407	+4%