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Monthly Report for January 2024

《Total Sales》

The total sales performance for January across the entire company amounted to 1,220,047 thousand yen, representing a remarkable increase of 26.8%.

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

In January, we opened the Nishiharu store in Kitanagoya City, Aichi Prefecture on January 19, the Sawara store in Sagara-ku, Fukuoka City, Fukuoka Prefecture on January 20, and the Koshigaya store in Koshigaya City, Saitama Prefecture on January 24, bringing the total number of directly managed stores to 112.

The total revenue of directly managed stores in January increased 16.9% to 665,624 thousand yen from the 96 directly managed stores in the same month of the previous year, consisting of all 109 directly managed stores and 3 new stores. The existing 96 stores increased 7.1% y-o-y to 609,972 thousand yen, the second lowest growth rate in the current term, due to the following factors.

- (i) The Fukuoka Kasuga store was closed for 19 days as it engaged in a complete renovation project (scheduled for completion on April 15).
- (ii) The number of visits to existing stores decreased by 10% YoY due to the significant impact of snow in northern Japan, Shiga, and Gifu, as well as poor weather conditions north of the Kanto region (rainfall was approximately double that of the previous year and approximately eight times that of the previous year in the Tohoku region). This decrease in the number of store visits was largely attributable to a 21% decrease YoY in the number of car wash visits. However, since the unit price of car wash is low, on the contrary, the average unit price increased by 19%.
- (iii) There are some stores in Tokyo, especially in Aichi, where sales were lower than the previous year, but this is due to the number of EX KeePer cars installed in this area. In January last year, the delay in new car deliveries that had continued since the end of the year before last was resolved and there was a sharp increase in the installation of EX KeePer on new cars, resulting in an overall 15% increase YoY in EX KeePer sales, especially in the Chubu area, which increased significantly by 65.2% last year over the previous year. On the other hand, in January of this year, the number of EX KeePer cars installed at existing stores in the Chubu area decreased by 10% and increased by only 1% for all stores due to the delay in new car deliveries again. However, since the second half of January, we have seen a surge in reservations from customers who are scheduled to take delivery of their new cars in February and March. We believe this phenomenon is temporary and expect a significant increase in the number of EX KeePer applications in the coming months of February and March.

■ Status of the number of each KEEPER coating applied

As mentioned above, the number of EX KeePer was 712 units (increased 1% YoY). The Diamond KeePereries continued to show strong growth with 3,004 units (increased 25% YoY). The combined volume of Crystal KeePer and fresh KeePer of the same durability type increased 17.7%, from 4,030 units in the previous year to 4,744 units. The maintenance category for each type of KeePer coating was down 2%, indicating a tendency to postpone the timing of maintenance due to the poor weather. However, overall demand for a long and beautiful ride remained high, especially for high value-added coatings, and although the number of visits declined 3%, the average unit price increased 20.4%, leading the overall increase, and results were up 16.9% YoY.

■ New Product "TREX KeePer

TREX KeePer" is a new KeePer coating that creates "unknown beauty" that no one has ever seen before, and we started its pre-sales at Yoga, Osu, and Kyoto branches. At this point, we have six reservations for six cars to be installed in February, and inquiries have been increasing since the announcement at the Tokyo Auto Salon. In addition, there are people who are considering it at the time of changing new cars or changing from EX KeePer reservations to TREX KeePer, and we have about 20 cars under consideration. Although it is a very high priced product, it has attracted a lot of attention and we have received many inquiries.

With the introduction of TREX KeePer, we expect that EX KeePer, which was previously the highest-priced product, will be perceived by customers as a rather easy-to-buy product and accepted as a more attractive product by them, which will significantly increase EX KeePer sales through the pine, bamboo, and plum effect. And although this effect may take some time, we expect it to contribute greatly to the increase in average unit price in the future.

■ Hourly Productivity Status

Finally, hourly productivity was 6,895 yen/hour (up 6% from the previous year), remaining at an appropriate level as a result of the low number of store visits, as well as the increase in average unit price and the increase and reinforcement of staff. In addition, in January and February, we are implementing the "one-week consecutive vacation system," which is most looked forward to by the staff at the LABO. By going on excursions that they would not normally be able to take, they are able to relieve the fatigue of the turbulent December and refresh themselves both mentally and physically. Although sales in January are about half of what they were in December, productivity is maintained at about the same level as in December, indicating that the "one-week consecutive vacation" is being well used by the staff during this period.

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

In January, sales of KeePer products related segment increased 41.9% from the previous year to 554,423 thousand yen, a significant increase.

January in the aftermarket, including KeePer PRO SHOP, is the month after the peak demand period in December, and the cold winter weather usually causes a temporary drop in demand for coatings and car washes, but the popularity of fresh KeePer, which "turn rain into car washes" and "reduce the number of car washes," is gaining momentum. However, the popularity of "fresh KeePer" has been on the rise, as "rain becomes a wash" and "the number of car washes is reduced. In addition, an increasing number of stores are increasing

the number of technicians in preparation for spring demand, and training centers around the country are actively providing technical training for Fresh KeePer. In the aftermarket segment, sales increased 19.6% over the previous year.

In the new car market, activity is picking up from January to March, with new car dealers making their first sales early in the new year and other significant activity toward the end of the fiscal year.

As a result, even in January, the new car market is showing progress with a 96.8% increase over the previous year. Subaru, Toyota, Honda, Mitsubishi, and other automakers that have adopted our products as genuine equipment are also continuing to see significant increases in the number of cars installed. In addition, an increasing number of car dealers of car manufacturers that have not yet adopted the KeePer coating as a genuine product are offering the popular KeePer coating as a dealer recommended product at the time of new car sales.

Furthermore, several companies have already demonstrated the model of opening KeePer LABO stores on the premises of their new car dealerships, as in the "KeePer LABO Ariake Store Model". In addition to increasing the number of new car coatings, a new business model is also being developed at the same time, in which the introduction of KeePer (LABO or PRO SHOP), which is expected to generate revenue from regular visits and maintenance, will be a win-win situation for both parties.

《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	962,220	+20.2%	390,626	+28.4%	570,665	+14.9%
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%
★2024/1	1,220,047	+26.8%	554,423	+41.9%	665,624	+16.9%

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%		
2023/12	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%		
★2024/1	665,624	+16.9%	112	4,405	-2%	2,918	-6%	1,826	+99%	3,004	+25%	712	+1%	42,360	-3%	15,714	+20.4%	6,895	+6%		

《LABO Stores: Existing Stores》

Existing Stores	Sales ,000 yen		yoy	# stores	Number of coating units applied										ASP yen/visit		Productivity (yen/hr)		
					Pure, maint	yoy	Crystal	yoy	Fresh	yoy	Dia related	yoy	EX	yoy					# visits
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%
★2024/1	609,972	+7.1%	96	4,171	-7%	2,755	-11%	1,641	+79%	2,752	+15%	631	-10%	39,301	-10%	15,521	+19%	6,961	+7%