# Q2 FY06/2024 Financial Results supplemental Materials



**(TSE PRIME : 6036 JT)** 

# **Agenda**

#### Financial TOPIC

- 1. Highlights
- 2. PL
- 3. Segment info.
- 4. Breakdown of SGA Expenses
- 5. Factor analysis to changes in OP

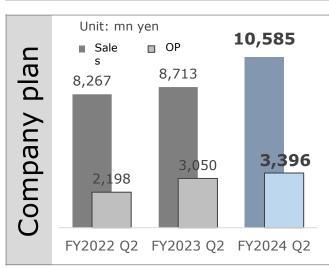
#### **Business TOPIC**

- I. New LABO and additional coating booths, remodeled washrooms
- II. New product
- III. Products-related business
- IV. Non-car coatign
- V. Overseas
- WI. ESG



### Net sales Operating Profit

10,702 mn yen +24.9% YoY 3,320 mn yen +10.0% YoY



#### Achieved H1 company plan 101% of sales and operating profit 97%

■To H1 plan: Sales achieved the 1H plan due to an upswing in KeePer products related business. On the other hand, operating income fell slightly short of the 1H forecast, as sales of BM company products were mixed in Q1 and various measures not planned at the beginning of the period failed to fully offset the shortfall in Q1.

■To annual plan : Sales and OP are expected to continue to increase in the LABO operation and products related business. We expects to achieve its full-year forecasts by strengthening cost controls while continuing to make up-front expenditures for the future.



#### Sales +24.3% YoY, OP +16.1% YoY

■**KeePer products related**: Sales growth was driven by the new car market in particular, with sales up 26.6% YoY and operating profit up 21.0% YoY.

■LABO operation : Sales increased 22.4% YoY and operating profit increased 10.4% YoY due to the "Autumn Fair" held in October, which succeeded in uncovering dormant customers.

■New store : Opened "Okayama Store" on November 22, and opened 3 stores in the first half of the year

## Oct. – Dec. 2023 Company highlights

#### 1 Oct.- 31 Dec. 2023

►TV commercial featuring "Fresh KeePer" airing on three national TV networks.

#### 1 Oct. - 5 Nov. 2023

➤ "Autumn fair" was held at all KeePer LABO. For a limited time, three services were added to car washes and coatings to attrac



#### 25 Oct. - 5 Nov. 2023

► Exhibited vehicles with Fresh KeePer and EX KeePer applied at Japan Mobility Show 2023, and then appealing the sustainability story.

#### 22 Nov. 2023

➤Opened "Okayama store" of the first store in Okayama

#### 1 - 31 Dec .2023

➤The 16<sup>th</sup> KeePer Championship was held. From this year, not only PRO SHOP, but also car stores and car dealers all over the world.

#### 12 Dec. 2023

➤In the Super Gt 2024 series,
Toyota Car No.38 to compete
in the GT500 class "KeePer CERUMO
GR Supra", KeePer in full-color is back.

#### 22 Dec. 2023

➤ Launch of golf club cleaner "Tsuyapika" a joint collaboration between Golf5 and KeePer

	3 mont	ths (10-12 2	023)	6 months (7-12 2023)					
Unit: mn yen	Previous	Actual	YoY	Actual	H1 company plan	Progress rate			
Net sales	4,777	5,940	+24.3%	10,702	10,585	101.1%			
-KeePer products related	2,138	2,707	+26.6%	4,840	4,728	102.3%			
—internal transaction	360	472	+31.1%	829					
-KeePer LABO operation	2,639	3,232	+22.4%	5,862	5,857	100.0%			
<b>Gross profit</b>	3,913	4,879	+24.6%	8,759	8,678	100.9%			
SGA	2,067	2,735	+32.2%	5,438	5,282	102.9%			
Operating profit(OP)	1,845	2,143	+16.1%	3,320	3,396	97.7%			
<ul><li>KeePer products related</li></ul>	993	1,202	+21.0%	1,917	_	_			
—internal transaction	263	336	+27.7%	607					
-KeePer LABO operation	852	941	+10.4%	1,403	_	_			
Ordinary profit	, , , , , , , , , , , , , , , , , , ,		+15.0%	3,324	3,396	97.8%			
Net income			+13.2%	2,263	2,364	95.7%			
Gross profit margin	81.9%	82.1%	+0.2 pt	81.8%	81.9%	_			
OP margin	38.6%	36.0%	-2.6 pt	31.0%	32.0%	_			
EPS	47.4 yen	53.6 yen	+6.2 yen	82.9 yen	_	_			



OP

#### KeePer LABO operation

#### KeePer products related

3,232 mn yen (+22.4% YoY)

✓No. of visits +13.2 % YoY

✓Average selling price +8.8 % YoY

✓Opened 3 new stores in H1

941 mn yen (+10.4% YoY)

✓Investments in human capital in Q1 in preparation for the peak demand period in December and new store openings were effective from Q2, and the operating margin, which temporarily declined in Q1, recovered

2,707 mn yen (+26.6% YoY)

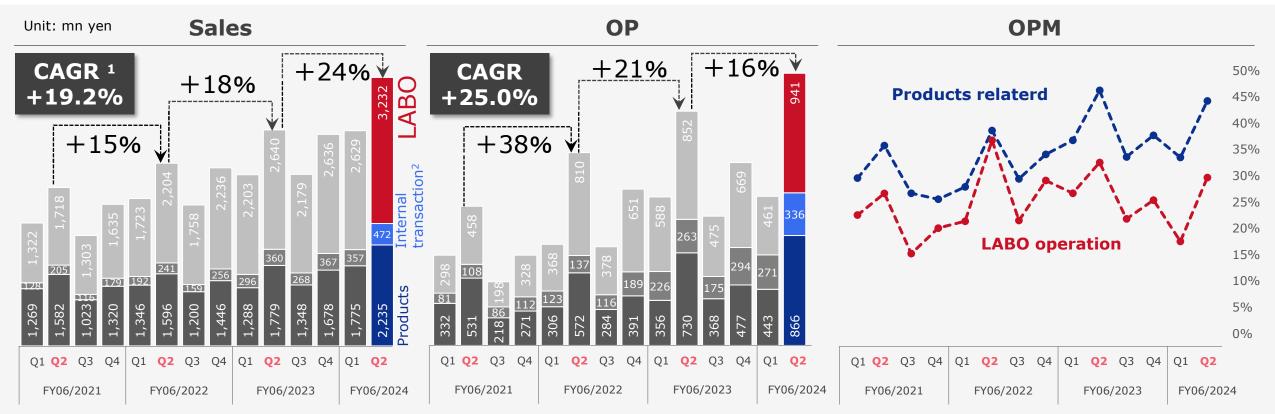
√TV commercials contributed to strong sales of PRO SHOP's Fresh Keeper.

✓In the new car market, Honda's growth is particularly remarkable.

Even dealers other than those that have adopted the genuine equipment have seen an increase in the amount handled, accelerating the overall momentum.

1,202 mn yen (+21.0% YoY)

✓Improved product mix due to expansion of high-priced coatings ⇒ GPM improvement ✓On the other hand, OPM deteriorated slightly due to higher personnel, travel, and advertising expenses (related to Japan Mobility Show Exhibition).



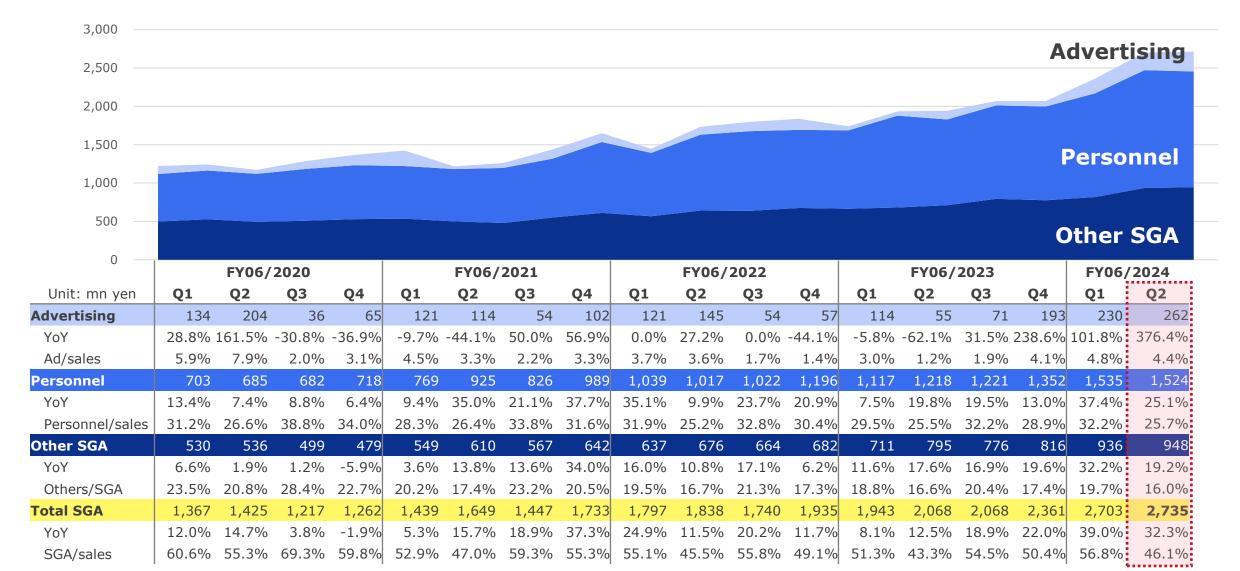
<sup>1.</sup> Compound Average Growth Rate

2. The amount of internal transactions from product-related businesses to the LABO operation business is shown.

#### 4. Breakdown of SGA Expenses



- ✓ Ad. : In Q2, the YoY increase was largely due to TV commercials, and compared to Q1, expenses increased due to the Japan Mobility Show and other measures to increase awareness. In Q3, since there will be no TV commercials, the level is expected to remain unchanged from the previous year.
- ✓ Personnel : While personnel expenses squeezed profits in Q1, the ratio of personnel expenses to sales remained low in Q2, and planned personnel hiring was carried out.
- ✓ Others : Increases in land rent and depreciation costs due to the increase in the number of stores, as well as increases in expenses (company housing allowance and commuting allowance) linked to the increase in the number of employees.



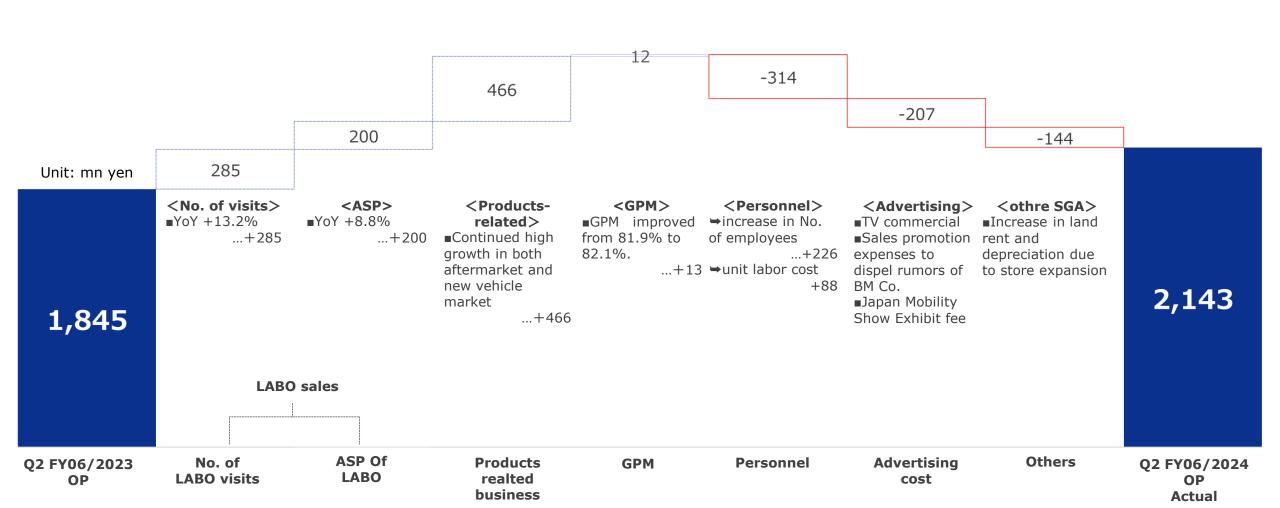




## Record-high sales and operating profit in both LABO operation and product-related businesses



SGA factors



Wash area

#### No. of stores in each prefecture as of the end of January 2024 (including 13 franchise stores)

22 Nov. 2023 opened : 2-13-107, Kitanagase Omote-cho, Kita-ku, Okayama City, Okayama Prefecture

Okayama	Company-operated: 109 stores Company-operated + FC: 122 stores					
Keeper LABO Keeper LAI	BO KeePerと美華の専門店 Case -000-00000					

■This is the first store in Okayama Prefecture. The store faces the old National Route 2, which connects Kita-ku, Okayama City, to Kurashiki City, and is expected to gain early recognition due to the high traffic volume on the front

Location	Site of former housing exhibition hall
Store floor area	375.89 m²
No. of coating booth	8
No. of washing area	3

Store	Location	Schedule
Fuchu	Fuchu, Tokyo	9 Aug. 2023
Hirano	Osaka, Osaka	29 Sep. 2023
Okayama	Okayama, Okayama	22 Nov. 2023
Nishiharu	Kitanagoya, Aichi	19 Jan. 2024
Sawara	Fukuoka, Fukuoka	20 Jan. 2024
Koshigaya	Koshigaya, Saitama	24 Jan. 2024

	1	6	7	
1				

Opened: 6 sto	
Schedule to o	pen: 9 stores
etc 1,2	: 2 stores
1) One additional store	onened due to complete

2) One additional store opened due to relocation

Store name	Location	Schedule
Utsunomiya	Usunomiya, Tochigi	Mar. 2024
Yawara Inter	Tsukubamirai, Ibaragi	Mar. 2024
Nara Daianji	Nara, Nara	Apr. 2024
Kobenishi	Kobe, Hyogo	Apr. 2024
Fukuoka Kasuga <sup>1</sup>	Fukuoka, Fukuoka	Apr. 2024
Kishiwada	Kishidwada, Osaka	May 2024
Ichikawa	Ichikawa, Chiba	May 2024
Kobekita	Kobe, Hyogo	May 2024
Shinmatsudohigashi <sup>2</sup>	Matsudo, Chiba	June 2024
Ageo	Ageo, Saitama	June 2024
Sakainishi	Sakai, Osaka	June 2024

Booth

Store name	Location	renovation	Renovation	Closed
		▼renovated		
Fukuyama	Hiroshima	3→6	4	6 days
Suginami	Tokyo	4→6		
Fukuiowada	Fukui	4→9	4	15 days
Narumi	Aichi	4→8	4	9 days
Omiya	Saitama	4→7	3	4 days
Urawamisono	Saitama	3→5	3	
Amagasaki	Hyogo	4→6		12 days
Koriyama	Fukushima	6→10	3	10 days
246Tamagawa	Kanagawa	3→6		
Takabari	Aichi	3→5	4	14 days
	•	Tfuture renovation		
Kamimizo	Kanagawa	3→6		
Hachioji	Tokyo	6→10		
Yokkaichi	Mie	3→5		
Ichihara	Chiba	3→7		
Togo	Aichi	4→8	3	10 days
Adachi	Tokyo	7→12		1 month
Komakiyama	Aichi	4→6		
Katanao	Osaka	4→7		
Hikone	Shiga	4→8		14 days
Toyama	Toyama	5→7		
Higashiurawa	Saitama	5→7		
Kodaira	Tokyo	4→9		10 days

### TREX KeePer" debuts in January 2024!







Size	Price: JPY
SS	340,400
S	379,200
M	413,200
L	450,400
LL	470,000

TREX Keeper is so effective that even EX Keeper, which was outstandingly effective, is not even close to TREX Keeper, and the transparency is amazing, as if the surface is covered with "syrup". However, as difficult as it is to apply (poor workability), even TREX Meisters who are certified to do so can only apply it to one car per day, and they have already experienced applying it to several cars. The TREX Meister says, "I never want to do more than five units in a month. It also requires special equipment and environment (temperature and humidity are kept constant for a certain time). TREX Keeper is a symbolic product among KeePer coatings, and if the effect and finish are exceptional, naturally the price must also be exceptional, and it is not a product that sells in numbers, It is not a product that can be sold in large numbers, nor is it a product that one wants to sell in large numbers. In a sense, EX Keeper had this aspect, but now that TREX Keeper has been developed, we want to make EX Keeper a "normal product" as much as possible. The TREX Keeper is meant to make EX Keeper a "normal product" that can be used by as many people as possible.

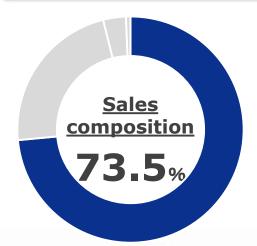


# Sales of products-realeted business 4,840 mn yen +30.0% YoY



#### After market

3,558 mn yen +18.3% YoY



Fresh Keeper," which went on sale in October 2022, made further significant progress thanks to the contribution of the "Self-Supporting Clean" TV commercial to raising awareness among mass consumers.

#### New car market

1,092 mn yen +92.2% YoY

Sales composition 22.6%

- Sales to Honda continue to grow strongly.
- Sales to Toyota are also steadily increasing due to the expansion of dealers handling KeePer coatings.
- Increasing number of car dealers of manufacturers that have not yet adopted KeePer coatings as genuine products are also recommending KeePer coatings to their dealers.

#### Non-car coating

157 mn yen +20.6% YoY Overseas 31 mn yen +63.8% YoY

Sales composition

3.3%

<u>Sales</u> <u>composition</u>

0.7%

- Sales composition ratio of both non-vehicle coatings and overseas is currently although still low, the company is making focused business investments. In the future, The company expects this business to grow as a business that contributes to medium- to long-term corporate value enhancement.
- ⇒For details, please refer to the next page.

- ■Sales of non-auto coatings in H1 totaled 157 mn yen (+20.8% YoY)
- ■Aiming for top-line growth in sales from H2, the following additional product lineups will be fully launched and re-accelerated

#### **[Tsuyapika]**



#### **■Golf Club Cleaner**

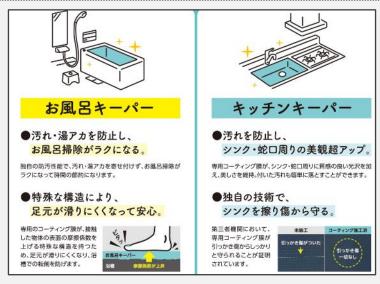
Cleaner for all materials of golf club heads and shafts. Sales will begin on December 22, 2023 at all 196 "Golf 5" specialty golf stores operated by Alpen and at the official online store. The cleaner can easily clean stubborn ball marks and stains on turf mats.



In addition, the product not only removes stains, but also has a water-repellent effect and prevents stains from sticking due to its water-repellent protective ingredients, allowing you to use your valuable golf clubs for a long time in a clean environment.



#### **Bathroom KeePer** Kitchen KeePer J



#### ■Start of commercialization

To B, sales will start in February 2024 with a briefing session and training sessions for installation stores.

For the "To C" market, sales are scheduled to begin in March at home centers.

At this point, reservations for the briefing sessions and training sessions have exceeded expectations.

We are expecting a strong start.

#### **[KeePer on vending machines]**

Since it can significantly reduce the burden of maintenance on vending machines, deliveries to major vending machine manufacturers began in September 2023.

We aims to make it the de facto standard in the industry.



### **Smartphone KeePer**

Smartphone Keeper is the application of car coating technology to smartphones, We had been developing this product since 2019.

It has been sold at docomo stores nationwide so far, and is being rolled out to other manufacturers, it has begun to re-accelerate here.





#### Daegu: 1st store in South Korea



First store opening in Korea in Daegu Metropolitan City in September 2023. Booths where KeePer coating is available inside new Lexus and Toyota dealerships

#### Kwun Tong: 11th store in Hong Kong



11th Hong Kong store to open in December 2023.

#### **Zhubei: 3rd store in Taiwan**



Third Taiwan store to open in November 2023, recorded sales of over 9 mn yen in a single month in Dec. the month after opening. Average LABO sales in Dec. 2023 in Japan: 13 mn yen Average monthly sales of new LABO stores in Japan: (opened since Sep. 2014) 3.4 mn yen





#### **BARRANCA DEL MUERTO**: 1st store in Mexico

First Mexican store to open in Mexico City, the capital city, in Nov. 2023. Operated by Subaru Mexico, a distributor of Subaru vehicles

Promote the Japan Mobility Show in October-November 2023 with an exhibit promoting the sustainability story.

キーパーが商品に込めた想い

洗車の水と時間を 劇的に減らし、 あなたと家族の 大切な時間へ。

多くの人にとって、洗車はとっても面倒くさいこと。

その時間を趣味や家族との大切な時間に使ってほしい。 そんな想いから生まれた「フレッシュキーパー」には、

ボディにホコリや水シミなどが密着しなくなり

雨が降れば汚れが水油と共に流れ落ちてしまう「自浄効果」があります。

つまり、自然の雨が、勝手に洗車してくれる。

それって、洗剤も使わず、節水にもなるし、

洗車場に行くためのガソリン代も節約できたり、

地球に優しいクルマ生活のひとつだと思うのです。

そして何よりお届けしたいのは、洗車に掛かっていた時間です。 どうか、その時間を趣味や家族との楽しい時間に使ってください。

それが、クルマ生活の新常識。

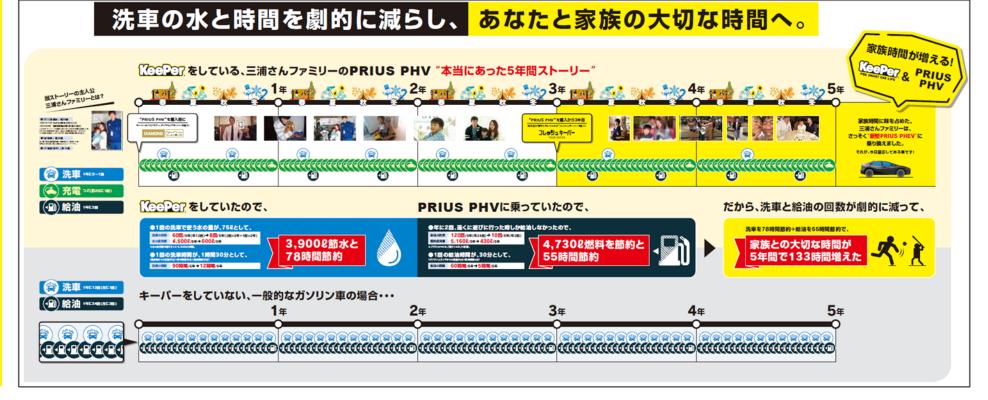
春夏秋冬、勝手にキレイ。







Japan Mobility Show
Oct. 25 - Nov. 5
Tokyo Big Sight
No. of visitors:
1.11 million

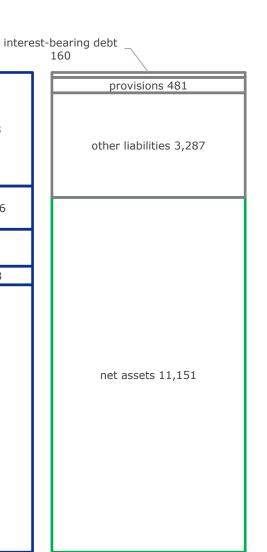


# Appendix

# FY06/2023 Total assets 15,079 mn yen

# Q2 FY2024 Total assets 16,396 mn yen





	Inte debt
	р
cash and 3,880 deposits	othe
accounts 2,286 receivable	
marchandise 661	
other current assets 582	
non-current assets 8,985	n

Interest-bearing debt 136
provisions 463
other liabilities 3,488
net assets 12,308

- ■Assets increased due to acquisition of tangible fixed assets
- ■Increase in net assets due to net income and disposal of treasury stock.



450 yen



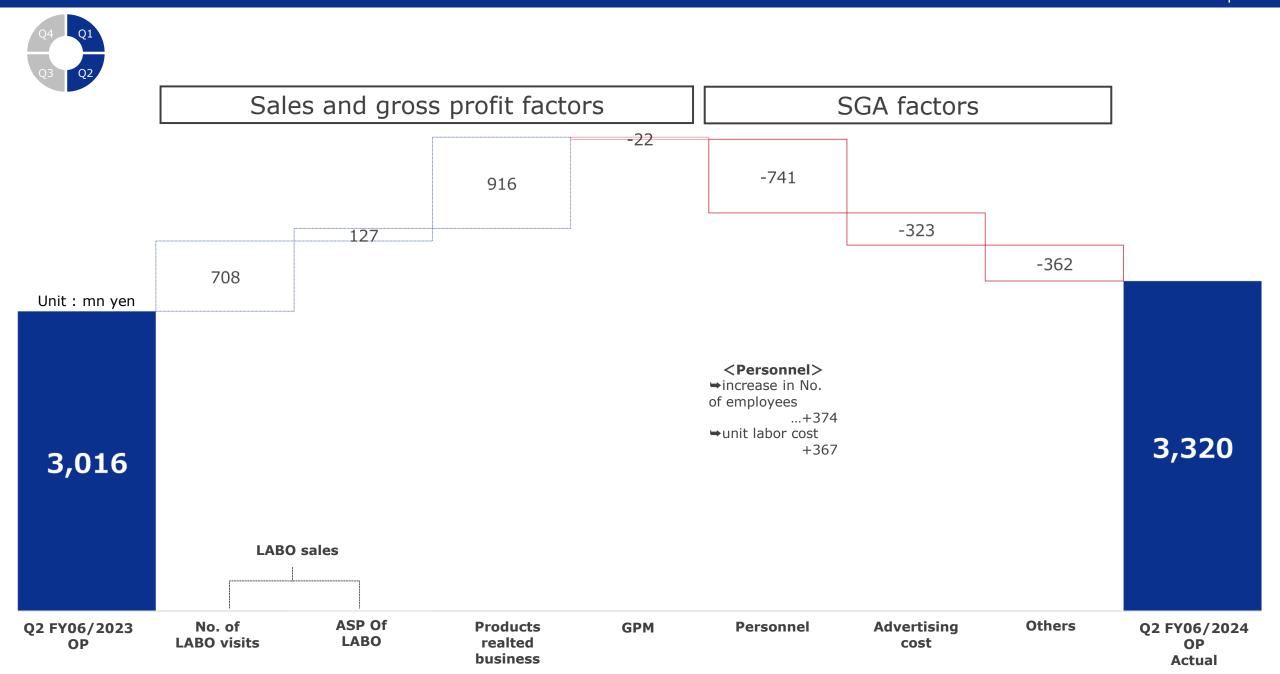
x 12.9



82.9 yen

Equity Ratio

**75.1%** 

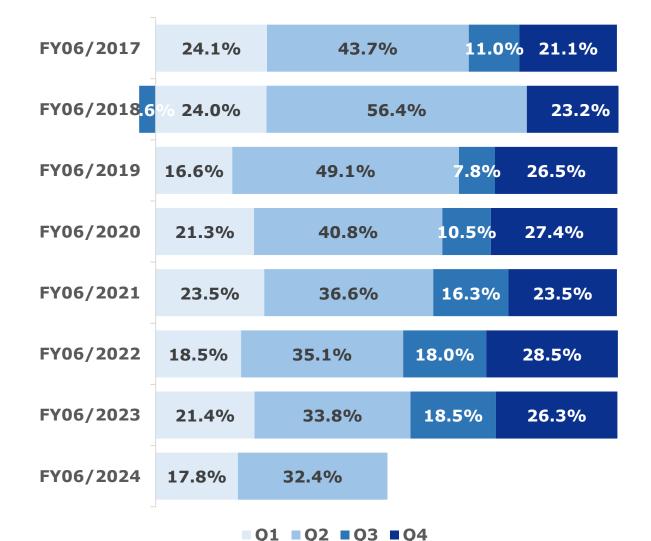


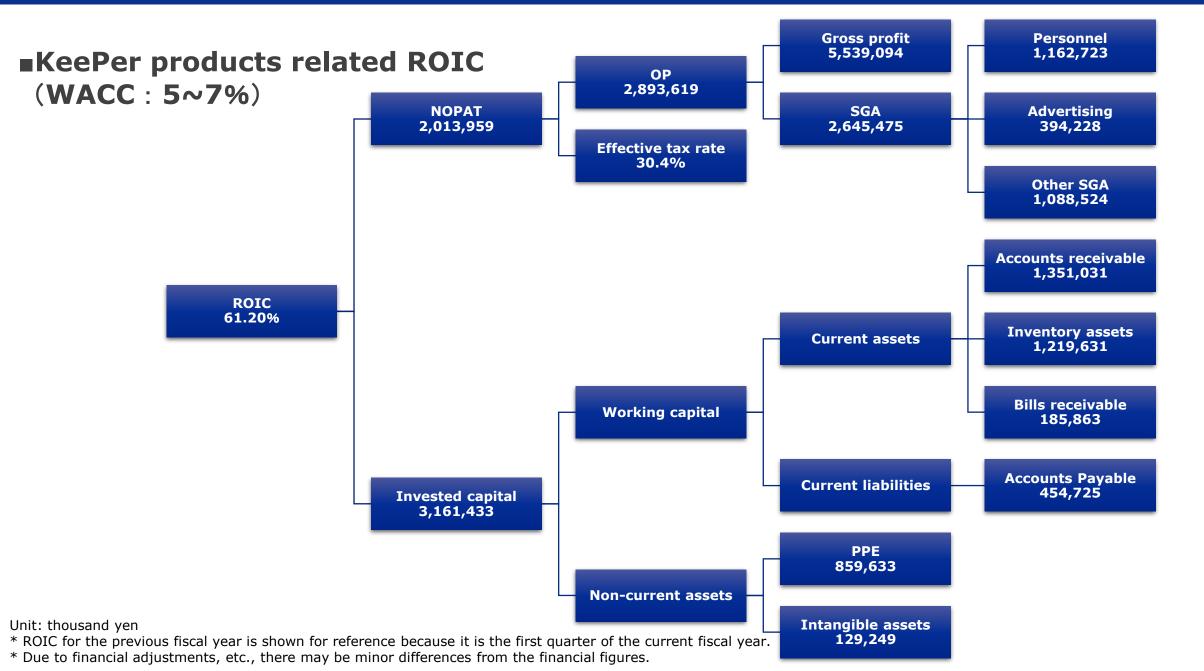


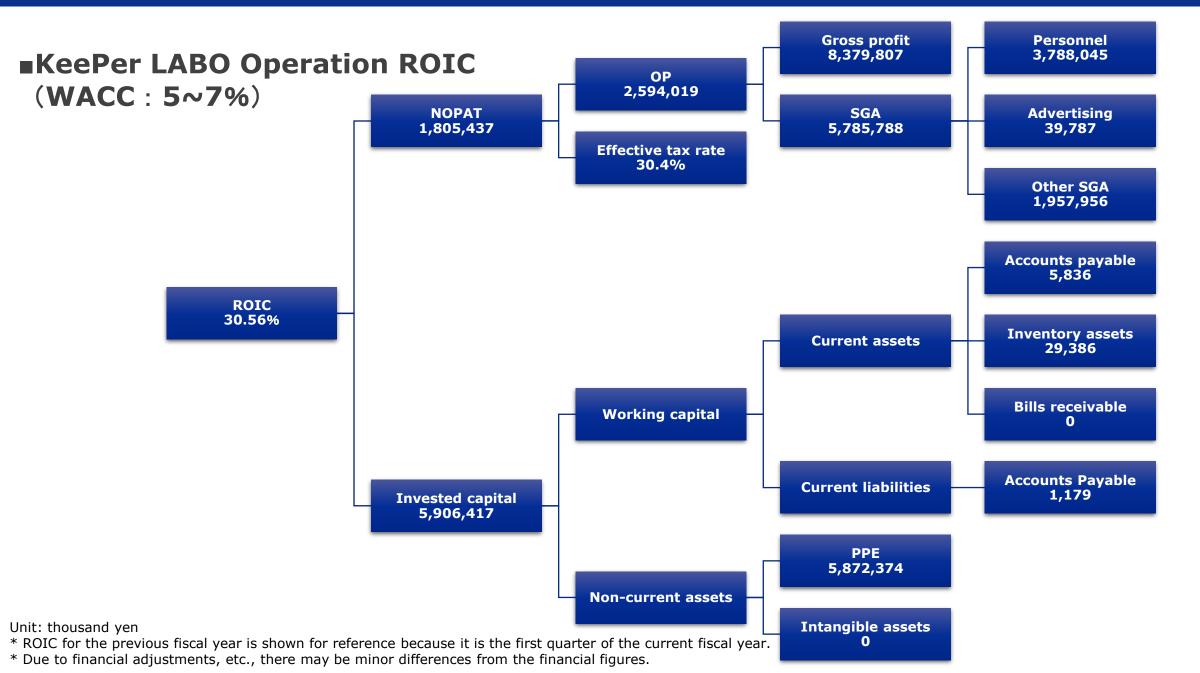
### **≫Sales composition**

#### FY06/2017 24.8% 20.0% 29.5% 25.7% 19.6% 26.3% FY06/2018 23.9% 30.2% FY06/2019 23.3% 30.5% 20.2% 26.0% FY06/2020 25.9% 20.2% 24.3% 29.6% FY06/2021 20.7% 23.0% 29.7% 26.6% FY06/2022 21.7% 22.7% 28.1% 27.4% FY06/2023 22.2% 22.0% 28.3% 28.0% FY06/2024 22.5% 28.1%

### **≫OP** composition







		FY06/21				F	Y06/22				F	Y06/23				F	Y06/24	
Total		Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY	Q1	Q2
	Revenue	2,719	3,505	2,442	3,134	11,801	3,261	4,041	3,117	3,938	14,358	3,787	4,779	3,795	4,680	17,041	4,762	5,940
	yoy	465	928	685	1,024	3,102	542	536	675	804	2,557	526	738	678	742	2,683	975	1,161
	yoy%	20.6%	36.0%	39.0%	48.5%	35.7%	19.9%	15.3%	27.6%	25.7%	21.7%	16.1%	18.3%	21.8%	18.8%	18.7%	25.6%	24.3%
	OP	711	1,097	502	711	3,021	797	1,519	778	1,231	4,326	1,169	1,847	1,019	1,439	5,474	1,176	2,143
	yoy	420	548	350	337	1,654	86	422	276	520	1,305	372	328	241	208	1,148	7	296
	yoy%	1440.0%	98.3%	2444.4%	89.8%	121.0%	12.1%	38.5%	55.0%	73.1%	43.2%	46.7%	21.6%	31.0%	16.9%	26.5%	0.5%	16.0%
	OPM	26.1%	31.3%	20.6%	22.7%	25.6%	24.4%	37.6%	<b>25.0%</b>	31.3%	30.1%	30.9%	38.6%	26.9%	30.7%	32.1%	24.7%	36.1%
KeePer	LABO op	eration																
	Revenue	1,322	1,718	1,303	1,635	5,978	1,723	2,204	1,758	2,236	7,921	2,203	2,640	2,179	2,635	9,657	2,629	3,232
	yoy	342	546	398	640	1,926	401	486	455	601	1,943	480	436	421	399	1,736	426	592
	yoy%	34.9%	46.6%	44.0%	64.3%	47.5%	30.3%	28.3%	34.9%	36.8%	32.5%	27.9%	19.8%	23.9%	17.8%	21.9%	19.3%	22.4%
	OP	298	458	198	328	1,282	368	810	378	651	2,207	582	859	475	669	2,585	461	941
	yoy	244	234	199	232	909	70	352	180	323	925	214	49	97	18	378	-121	82
	yoy%	451.9%	104.5%	-	241.7%	243.7%	23.5%	76.9%	90.9%	98.5%	72.2%	58.2%	6.0%	25.7%	2.8%	17.1%	-20.7%	9.5%
	ОРМ	22.5%	26.7%	<b>15.2%</b>	20.1%	21.4%	21.4%	36.8%	21.5%	29.1%	27.9%	26.4%	32.5%	21.8%	25.4%	26.8%	17.5%	29.1%
	No. of visits	10.6%	28.1%	25.8%	53.0%	29.1%	25.5%	23.5%	27.4%	19.3%	23.5%	13.7%	9.5%	12.6%	11.6%	11.6%	23.0%	13.2%
	ASP	25.5%	16.3%	15.7%	8.3%	16.2%	5.1%	4.8%	7.3%	15.3%	7.3%	12.8%	9.9%	10.6%	4.9%	9.3%	-3.0%	8.8%
KeePer	Prodcuts																	
	Revenue	1,397	1,787	1,139	1,499	5,822	1,538	1,837	1,359	1,702	6,436	1,584	2,139	1,616	2,044	7,383	2,490	2,707
	yoy	123	383	287	382	1,175	141	50	220	203	614	46	302	257	342	947	906	568
	yoy%	9.7%	27.3%	33.7%	34.2%	25.3%	10.1%	2.8%	19.3%	13.5%	10.5%	3.0%	16.4%	18.9%	20.1%	14.7%	57.2%	26.6%
	OP	413	639	304	383	1,739	429	709	400	580	2,118	587	989	543	770	2,889	714	1,202
	yoy	176	305	160	105	746	16	70	96	197	379	158	280	143	190	771	127	213
	yoy%	74.3%	91.3%	111.1%	37.8%	75.1%	3.9%	11.0%	31.6%	51.4%	21.8%	36.8%	39.5%	35.8%	32.8%	36.4%	21.6%	21.5%
	OPM	29.6%	35.8%	26.7%	25.6%	29.9%	27.9%	38.6%	29.4%	34.1%	32.9%	37.1%	46.2%	33.6%	37.7%	39.1%	28.7%	44.4%

#### Note

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