



LINKBAL

Presentation materials for the Three months Ended December 31, 2023

LINKBAL INC.

Feb 16th, 2024

(Security Code: 6046)

- The plans, outlooks, strategies, and other descriptions related to the future contained in this document are based on certain assumptions that we consider reasonable and information available to us at the time of creating this document. However, there are various risks and uncertainties inherent in these statements.
- Actual performance, among other things, may differ significantly from the statements in this document due to changes in the business environment.
- In addition, the information related to our company contained in this document is sourced from publicly available information and other sources, and we do not guarantee the accuracy of such information.

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1 Summary of Fiscal Year 2024 Q1 Consolidated Financial Results



Consolidated Performance Results

- **Revenue: 242 million yen.**
- **Cost of SG&A expenses: 297 million yen.**

Regarding 'machicon JAPAN' event participation has steadily recovered, and the new initiative '1on1 for Singles' has seen a strong increase in users. As a result, revenue grew by +8.0% compared to the same quarter of the previous fiscal year.

(Millions of yen)

	FY2024 1Q	FY2023 1Q(※)	
	actual results	actual results	Ratio of increase/decrease
Net sales	242	224	+8.0%
Cost and SG&A expenses	297	279	+6.5%
sales ratio(%)	122.7%	124.4%	Δ1.7%
Operating income	Δ55	Δ54	-
sales ratio(%)	-	-	-
Ordinary income	Δ55	Δ54	-
sales ratio(%)	-	-	-
Net income for the quarter	Δ56	Δ55	-
sales ratio(%)	-	-	-

※FY2023 1Q results are non-consolidated results of Linkbal Inc.

Service Revenue Overview

- **Event e-commerce site operation services: +9.7% compared to the same cumulative quarter of the previous year.**

Aiming to further improve the quality of events posted on 'machicon JAPAN', the company is strengthening cooperation with event posting companies and planning and operating events to stimulate new demand. In addition, the company is focusing on the development of '1on1 for Singles', a cafe lounge that offers one-on-one encounters, and is expanding its services to meet the diverse dating needs of its users.

- **Website management services: +2.9% compared to the same cumulative quarter of the previous year.**

With regard to the 'CoupLink' matching application, in order to provide users with a safe and secure environment for use, the company is aggressively expanding the number of users by thoroughly eliminating spoofer through the use of AI technology and other means, and by strengthening cooperation with other services.

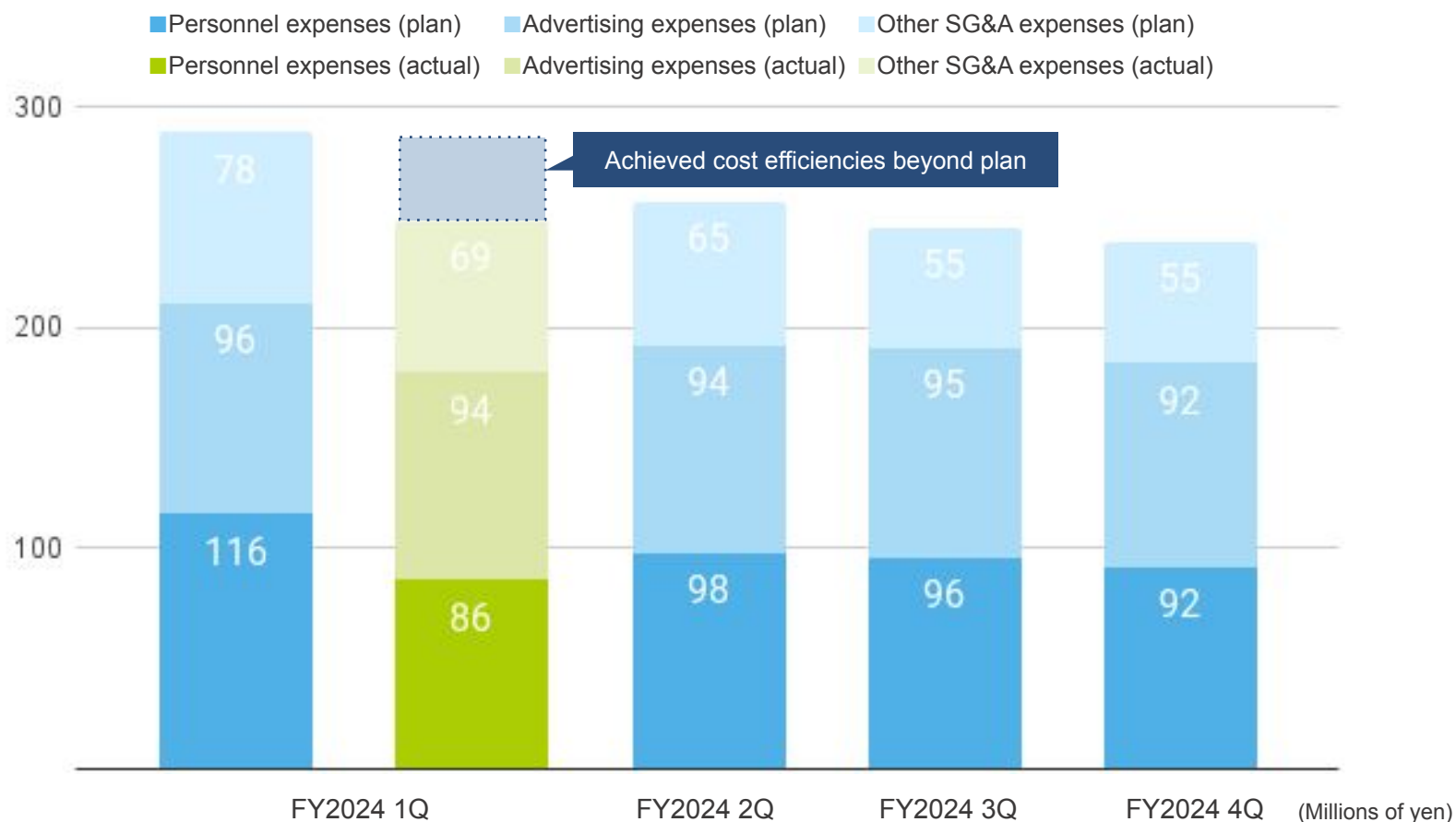
(Millions of yen)

		FY2024 1Q	FY2023 1Q	
		actual results	actual results	Ratio of increase/decrease
Event e-commerce site operation services		170	155	+9.7%
	Composition ratio (%)	70.5%	69.1%	+1.4pt
Website management services		71	69	+2.9%
	Composition ratio (%)	29.5%	30.9%	△1.4pt

Build a strong financial base by consolidating management resources

In addition to reviewing costs, such as reducing indirect operations and administrative costs through more efficient business operations,

At the same time, we will work on efficient management of personnel costs by promoting appropriate allocation of personnel, thereby building a strong financial base.



*Plan value changed to consolidated forecast.

- Maintained a high level of equity ratio at 77.0%, and ample operating capital.

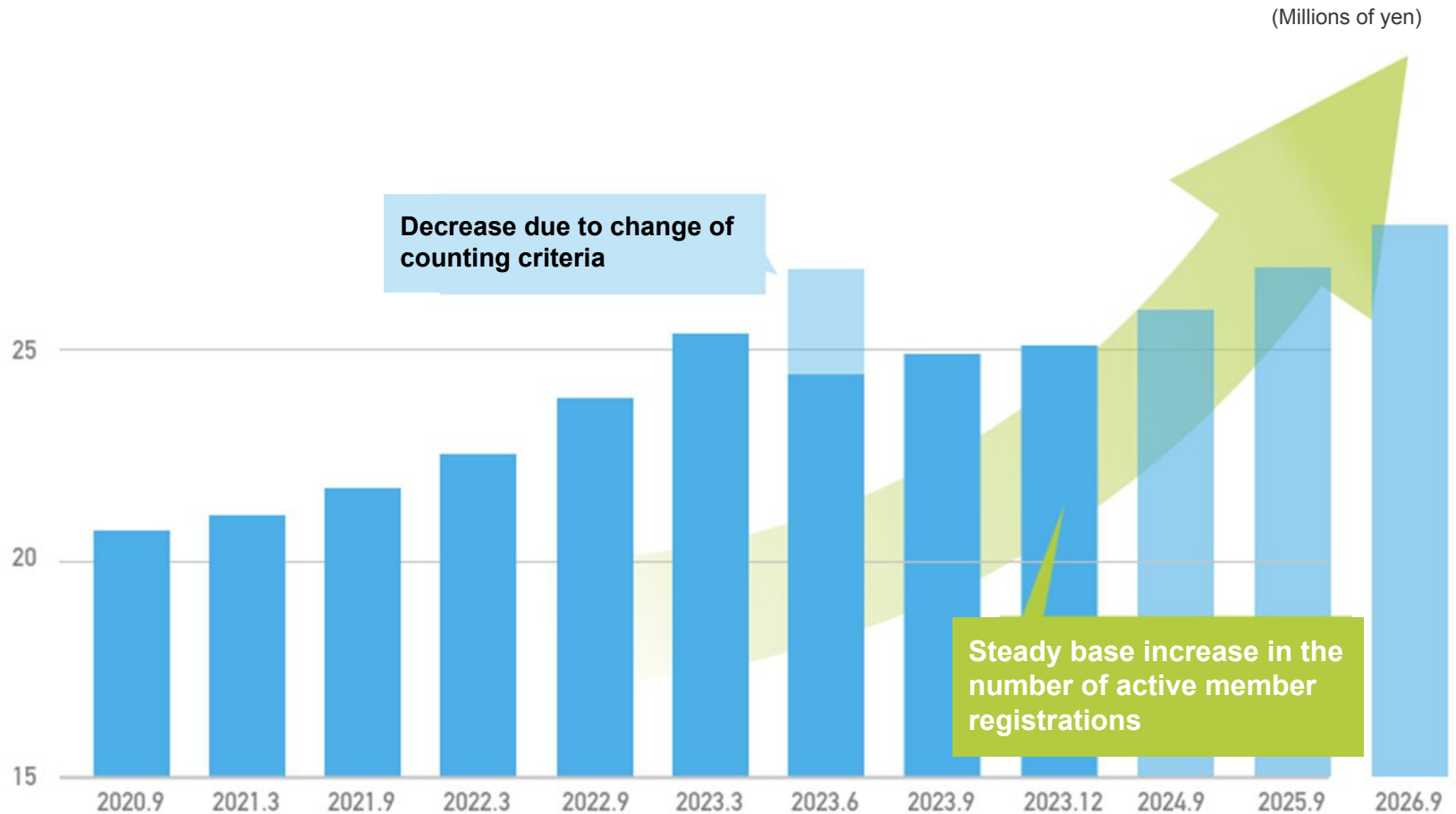
(Millions of yen)

		FY2024 1Q	FY2023 1Q(※)	FY2023 1Q Comparison
	Current assets	1,239	1,583	△344
	Cash and deposits	1,126	1,477	△351
	Non-current assets	153	55	98
Total assets		1,392	1,638	△246
	Current liabilities	166	158	8
	Non-current liabilities	153	141	12
Total liabilities		319	299	20
Total net assets		1,072	1,338	△266
Total liabilities and net assets		1,392	1,638	△246
Equity ratio		77.0%	81.7%	△4.7%

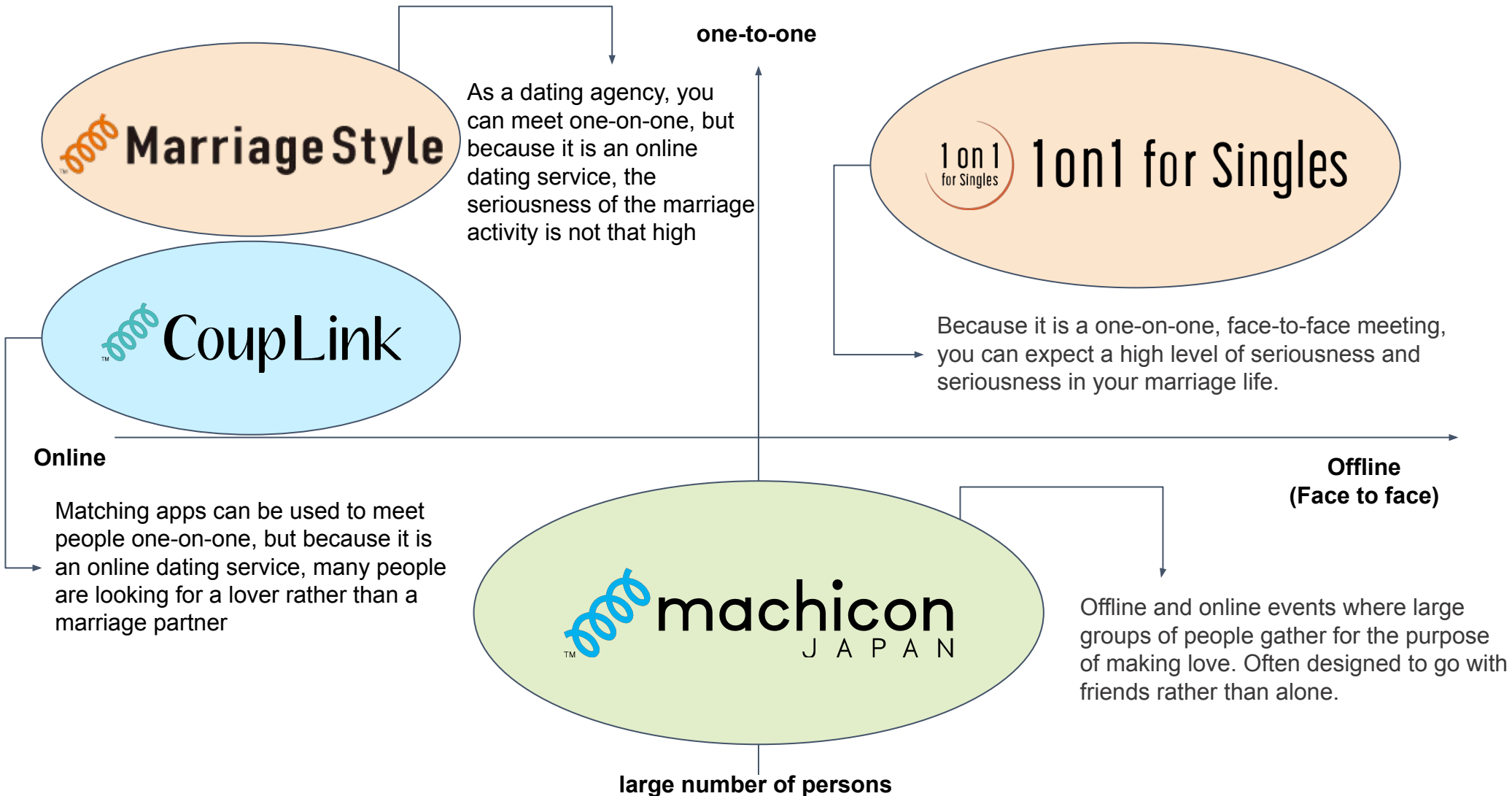
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LINKBAL ID Membership Trends

- The number of LINKBAL ID members increased to 2.55 million as of December 31, 2023.
- From the 3rd quarter of FY2024, we will change the criteria so that accounts with insufficient registration information will not be counted as active members.



All-round business development, covering a wide range of love and marriage activity demands



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Forecast for FY2024



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FY2024 Consolidated Financial Results Forecast

- **Start consolidated financial results from 1Q FY2024**

MiDATA Inc. will begin operations in October 2023, and its business is expected to expand, so the company will be consolidated as a subsidiary.

(Millions of yen)

	FY2024 Consolidated Forecast	Forecast at beginning of period
Net sales	1,243	1,208
Event e-commerce website management service	909	909
Website management service	298	298
Costs and SG&A expenses	1236	1205
Operating profit	6	2
Ordinary profit	6	2
Profit	4	0

Independently developed advanced AI technology in collaboration with Linkbal Inc. and MiDATA Inc. Provide technology to external companies by utilizing technology and know-how cultivated through services such as 'machicon JAPAN' and 'CoupLink'.

- Pursuit of higher matching rates for each service
- Elimination of impersonators and users outside of the meeting purpose

■ Examples of Development Results

● AI Matching Engine

Developed a unique AI matching engine for the "CoupLink" matching application. The number of matches increased 3.8 times compared to the previous version.

"machicon JAPAN" also recommends appropriate events based on users' needs and matches them with events.

● Automatic detection of impersonators

Developed AI engines for profile detection and image detection based on Deep Learning technology.

Not only does it eliminate imposters, but it also reduces man-hours by automating the process, thereby contributing to an environment that provides appropriate customer support.

Numerous other engine developments

3 Company Profile



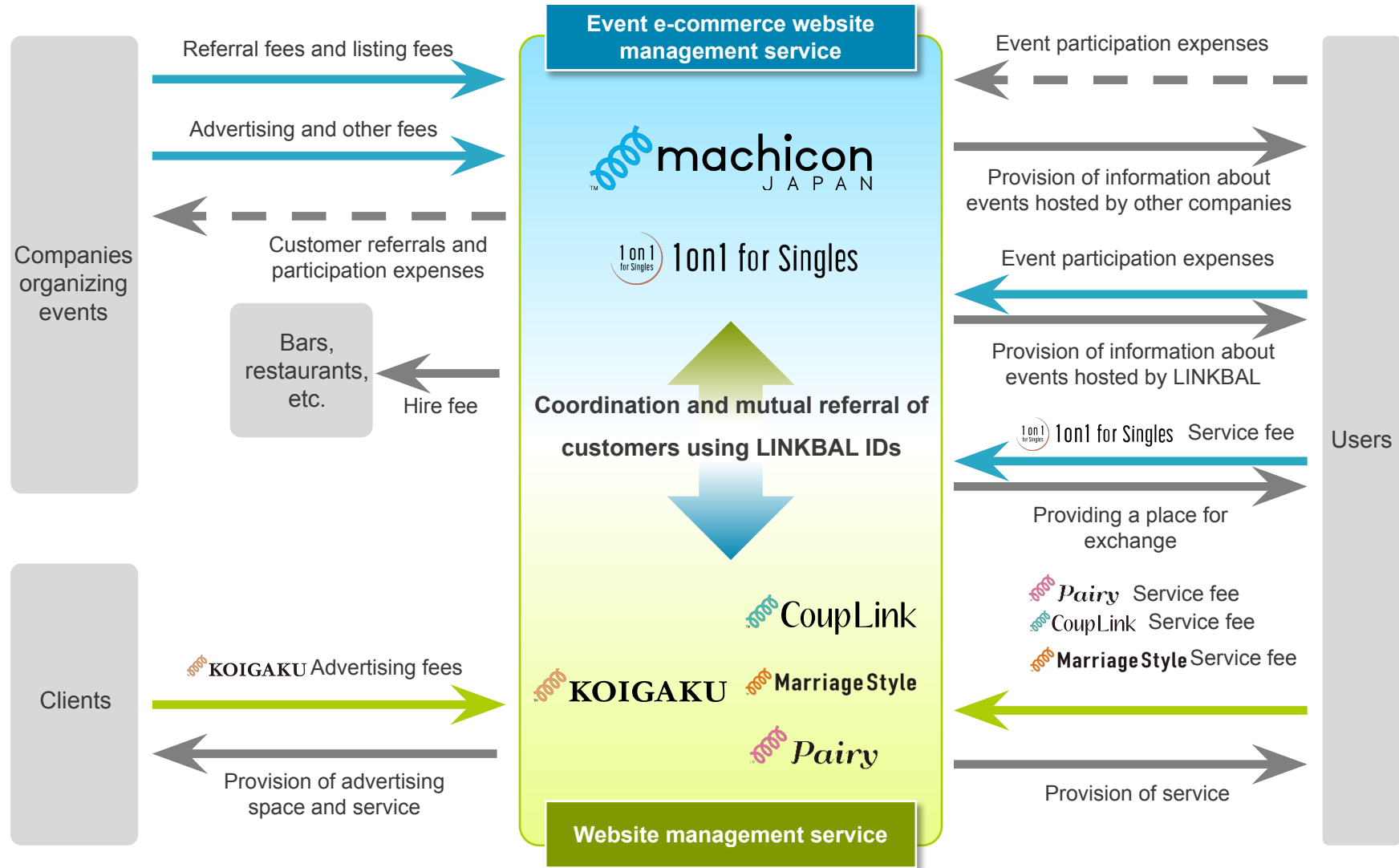
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LINKBAL Vision, Mission and Values

From 1Q of FY2024, the management philosophy "Meeting people, that's the future" has been changed to a vision. Simplifying and clarifying the ideal image, we will further enhance the driving force of our business.



Company name	LINKBAL INC.		
Established	December 2011		
Capital	50,000,000 yen		
Shares listed on	Tokyo Stock Exchange Growth board (securities code: 6046)		
Locations	Head Office 6F, Tsukiji River Front, 7-14 Akashicho, Chuo-ku, Tokyo, Japan		
Management	CEO & President	吉弘	和正
	Director	松岡	大輔
	Director	高橋	邦臣
	Director, Audit & Supervisory Committee Member	苺安	高明
	Director, Audit & Supervisory Committee Member	田部井	悦子
	Director, Audit & Supervisory Committee Member	伴	直樹
Employees	74 (as of September 30, 2023)		
Lines of business	Operation of event e-commerce sites and other websites; provision of related apps		



With 2.55 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" and "CoupLink."

Event E-commerce Website Management Service

**1on1 for Singles™ is a cafe lounge where you can meet one-on-one.
We realize one-on-one encounters for all "singles".**

1on1 for Singles, a cafe lounge
where you can meet one-on-one



[Outline and features]

- Provides a place for one-on-one interaction
- Introduce membership system and evaluation system among users
- Opened the first store in Shinjuku in July 2023.
- Opened Ebisu branch in September 2023

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” and “CoupLink.”

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”



[Outline and features]

- Provides support for users seeking marriage
- Marriage counseling offering online services
- Subscription-based model

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 “Pairy”



App for couples to use to share plans and memories

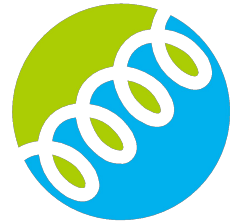


- Provides online information sharing service for couples
- Free membership registration
- Subscription-based model

Information site to learn about love「KOIGAKU」



- Provides a variety of content, including column articles on love
- Free to browse content
- Adopts an advertising revenue model



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