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## Monthly Report for February 2024

### 《Total Sales》

Overall, the sales performance for February totals ¥1,390,773,000, representing an 11.4% increase.

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

In February, the performance of all 112 directly managed stores (excluding the Fukuoka Kasuga store, which is closed for full-scale renovation for the whole month) decreased by 1.8% to ¥726,185 thousand compared to all 96 directly managed stores in the same month of the previous year. Among the existing 96 stores, there was a decrease of 11.9% to ¥651,578 thousand compared to the same month of the previous year. Although there is a clear reason for the decrease in revenue compared to the previous year, there were no significant changes in the trend.

As evidence, we compare the ratio of February performance to the previous December performance over the past five years, including the COVID-19 pandemic period. The average ratio of February to December performance is approximately 55%, and this February is slightly lower at around 51%. Considering the effects of snow and nationwide prolonged rainfall this year, the ratio is similar to past years. This indicates that there has been no change in customer needs and rather highlights that last February saw an unusually high demand (about 63% compared to the previous December) due to a rebound in production reduction caused by semiconductor shortages.

The ratio of February performance as a seasonal index to the previous December performance:

	February	December	Feb/prev Dec Ratio
2019	—	585,927	—
2020	293,881	804,250	50.2%
2021	438,527	998,956	54.5%
2022	544,837	1,174,535	54.5%
2023	739,604	1,430,984	<b>63.0%</b>
2024	726,185	—	50.7%

■ Car Wash and Coating Performance (All Stores):

Although the number of visits in February decreased by 17%, the total number of coatings in February has been maintained.

VOLUME	Crystal/Fresh		Diamond Series		EX KeePer		Total # of Coatings		Car Wash	
		YoY		YoY		YoY		YoY		YoY
2022/2	3,787	-	2,301	-	782	-	6,870	-	21,434	-
2023/2	4,856	128%	3,349	146%	1,214	155%	9,419	137%	27,863	130%
2024/2	5,033	104%	3,534	106%	965	79%	9,532	101%	19,294	69%

The decrease in the number of EX KeePer coatings compared to the previous year is due to a concentration of deliveries that had been postponed until last February, resulting in a decrease compared to that February.

New car sales based on the announcement by the Japan Automobile Dealers Association:

New car sales (units)	Regular Standard Car	Compact Standard Car	Total	YoY
Feb 2022	108,159	76,570	184,729	-
Feb 2023	155,274	81,430	236,704	+28.1%
Feb 2024	146,189	56,451	202,640	-14.4%

Additionally, the significant decrease of 31% in car washes compared to the previous year was due to nationwide adverse weather conditions (rainfall was about 1.8 times higher than the previous year, and about 2.3 times higher in the western part of central Japan).

The sales and average prices of each coating and car wash are as follows:

SALES	Crystal/Fresh		Diamond Series		EX KeePer		Total # of Coatings		Car Wash	
		YoY		YoY		YoY		YoY		YoY
2022/2	65,035,352	-	134,026,670	-	108,842,271	-	307,904,293	-	63,044,466	-
2023/2	95,996,315	148%	225,606,879	168%	165,255,591	152%	486,858,785	158%	84,993,016	135%
2024/2	105,667,463	110%	232,467,598	103%	134,854,774	82%	472,989,835	97%	84,179,148	99%

ASP	Crystal/Fresh		Diamond Series		EX KeePer		Total # of Coatings		Car Wash	
		YoY		YoY		YoY		YoY		YoY
2022/2	17,173	-	58,247	-	139,184	-	44,819	-	2,941	-
2023/2	19,769	115%	67,365	116%	136,125	98%	51,689	115%	3,050	104%
2024/2	20,995	106%	65,780	98%	139,746	103%	49,621	96%	4,363	143%

Regarding car wash sales, the average price increased due to a price increase implemented in September 2023, which covered the decrease in volumes. On the other hand, EX KeePer sales decreased due to the aforementioned decrease in the number of coatings. This is because the number of EX KeePer coatings is linked to new car sales. The new car sales in February 2024 (regular and small passenger cars) decreased by 14.4% compared to the previous year, resulting in an 18% decrease in EX KeePer sales, similar to the decline in new car sales. However, considering that 92% of EX KeePer coatings in February last year were for new cars (a 55% increase compared to the previous year), and this February, out of 965 coatings (a 21% decrease compared to the previous year), 889 were for new cars (92% of the total), the proportion of new cars for EX has not changed. Therefore, it is anticipated that if new car sales recover, EX KeePer sales will also recover.

■ Status of coating installations for each KeePer coating:

As mentioned earlier, the number of EX KeePer coatings decreased to 965 (a decrease of 21%). The Diamond KeePer series is robust with 3,534 coatings (an increase of 6%). Additionally, the Crystal KeePer decreased by 23% to 2,908 coatings due to the transition to Fresh KeePer, which has the same durability period. However, Fresh KeePer doubled to 2,125 coatings (an increase of 95%), resulting in a 3.6% increase from 4,856 to 5,033 coatings compared to the previous year. Maintenance for each KeePer coating decreased by 15%, indicating a trend of delaying maintenance due to adverse weather conditions. Overall, there continues to be high demand for maintaining cleanliness and longevity of vehicles.

Finally, labor productivity is ¥7,210 per hour (a decrease of 10% compared to the previous year), maintaining an appropriate level due to the increase in average unit price and reinforcement resulting from the low number of visits. By February, all LABO staff had taken advantage of the eagerly anticipated "one-week consecutive holiday system," refreshing both physically and mentally, and are now ready for the upcoming spring demand.

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

The sales of KeePer products and related businesses in February increased significantly by 31.2%, reaching ¥664,588,000.

In the After Market, "Fresh KeePer" has been performing well at KeePer PRO SHOPS primarily located at gas stations. In addition to new applications, repeat applications have also begun as it has been over a year since the Fresh KeePer was launched. Furthermore, technicians' confidence in "Fresh KeePer" has grown significantly due to the high customer ratings for the coating's lasting effectiveness, which is a major factor contributing to its strong performance.

Moreover, the preliminary round of the 9th KeePer Technology Contest, where competitions are held using Fresh KeePer, will begin in March. With the popularity of Fresh KeePer, there has been a continuous stream of applications for participation, indicating that it is likely to lead to even more installations in the future.

In the New Car Market, the number of new car registrations (regular passenger cars and compact passenger cars) has decreased by 14.4% compared to the previous year, indicating a challenging situation. However, KeePer's sales quantity has increased across all channels, showing a progress of 65.2% compared to the previous year.

Especially with Honda, which quickly rises from new business deals, the attachment rate of KeePer improves monthly, showing significant progress. Furthermore, starting from February 29th, Honda Access Co., Ltd. has begun handling "Fresh KeePer" as a genuine product for existing and used cars. Expansion to existing and used cars can also be expected in the future, in addition to installations on new cars.

On the other hand, Toyota, which had been continuing its growth with a 100% increase over the previous year, saw a slight slowdown in new car shipments due to issues in its group companies, resulting in a 65% growth in February. Meanwhile, SUBARU has been performing steadily, and since Mitsubishi began using genuine parts, the attachment rate has increased dramatically.

In Non-Auto Coating business, sales of the Bath KeePer have started, accompanied by product explanation and training sessions. Many participants have already attended, indicating high expectations for the Bath KeePer. Additionally, shipments of coatings for smartphones are increasing. This is attributed to the brand recognition of KeePer and the high customer ratings for its effectiveness, leading to an increase in mobile retail shops aiming to provide reliable services.

Regarding overseas expansion, a joint venture, "SG KeePer," was established in Singapore on February 19, with plans underway for its grand opening scheduled for this summer.

《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	1,248,106	+33.0%	506,685	+29.0%	740,492	+35.7%
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%
★2024/2	1,390,773	+11.4%	664,588	+31.2%	726,185	-1.8%

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%
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%
★2024/2	726,185	-1.8%	112	4,012	-15%	2,908	-23%	2,125	+95%	3,534	+6%	965	-21%	39,517	-17%	18,377	+18.7%	7,210	-10%

《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%
2023/12	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%
★2024/2	651,578	-11.9%	96	3,786	-20%	2,722	-28%	1,910	+76%	3,201	-4%	822	-32%	36,272	-24%	17,964	+16%	7,239	-9%