

FY06/23 Financial Results Briefing Materials



KeePer技研株式会社(6036)

FY06/23 (July 2022 – June 2023)

PL

(mn yen)

	FY06/22 Actual	FY06/23 Actual	YOY	FY06/23 Guidance	vs Guidance
Net sales	14,358	17,042	+18.7	17,237	98.9%
KeePer Products Related	6,436	7,384	+14.7%	7,421	99.5%
KeePer LABO Operating	7,921	9,658	+21.9%	9,816	98.4%
Operating income	4,326	5,475	+26.5%	5,463	100.2%
Ordinary income	4,325	5,470	+26.5%	5,463	100.1%
Net income	3,093	3,957	+27.9%	3,805	104.0%

KeePer Products Related Segment



(mn yen)

	FY06/22 Actual	%T	YoY	FY06/23 Actual	%T	YoY	FY06/24 Guidance	%T	YoY
Total Sales	6,437	100.0%	110.5%	7,384	100.0%	114.7%	9,356	100.0%	126.7%
After Market	5,113	79.4%	112%	5,638	76.3%	109%	6,821	72.9%	121%
New Car Market	1,007	15.6%	132%	1,456	19.7%	145%	2,184	23.3%	150%
Overseas	50	0.8%	107%	31	0.4%	62%	50	0.5%	162%
Non-Auto Products	267	4.1%	85%	260	3.5%	98%	300	3.2%	115%

KeePer Products Related Segment

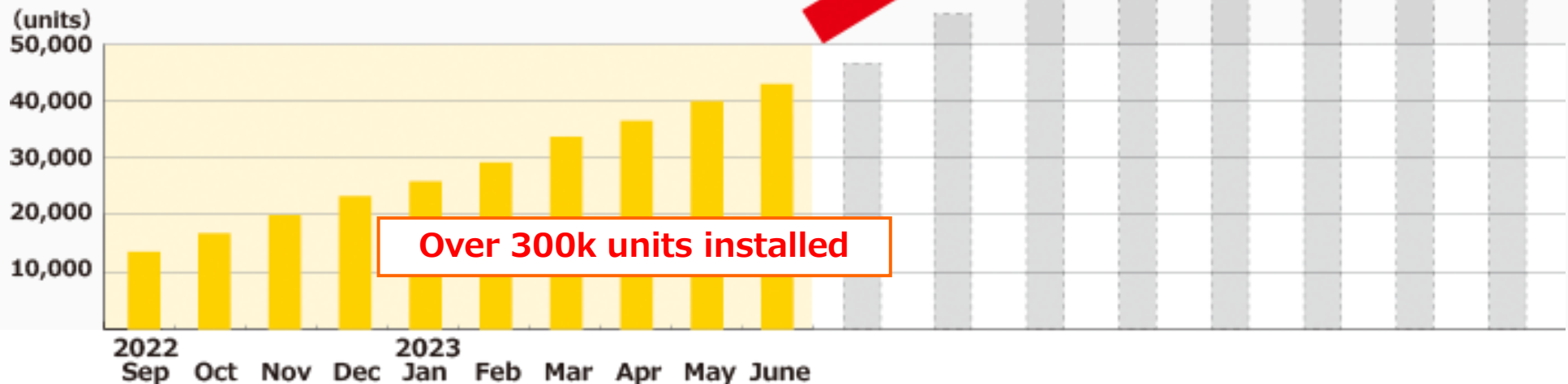
フレッシュキーパー
FRESH KEEPER

to enter a new dimension.

We involve both PRO SHOPS and new car dealers to pioneer a new market targeting female customers

More than half of the customers at KeePer PRO SHOPS are women. At dealerships, we create a new paradigm by fostering repeat maintenance services.

Number of Fresh KeePer units installed



New Car Market (TOYOTA)



KeePer LABO Ariake opened as a shop-in-shop at the combined Toyota and Lexus.

Foreign cars enters and greeted by the Lexus store although it's a Lexus dealership.

Despite having only 3 dedicated booths, the selection rate for high – value coating is the highest in all LABO stores. Sales exceeded 10 mn yen in July.



Full-scale implementation of KeePer has been decided across
178 sales outlets operated by Toyota Mobility Tokyo Inc.

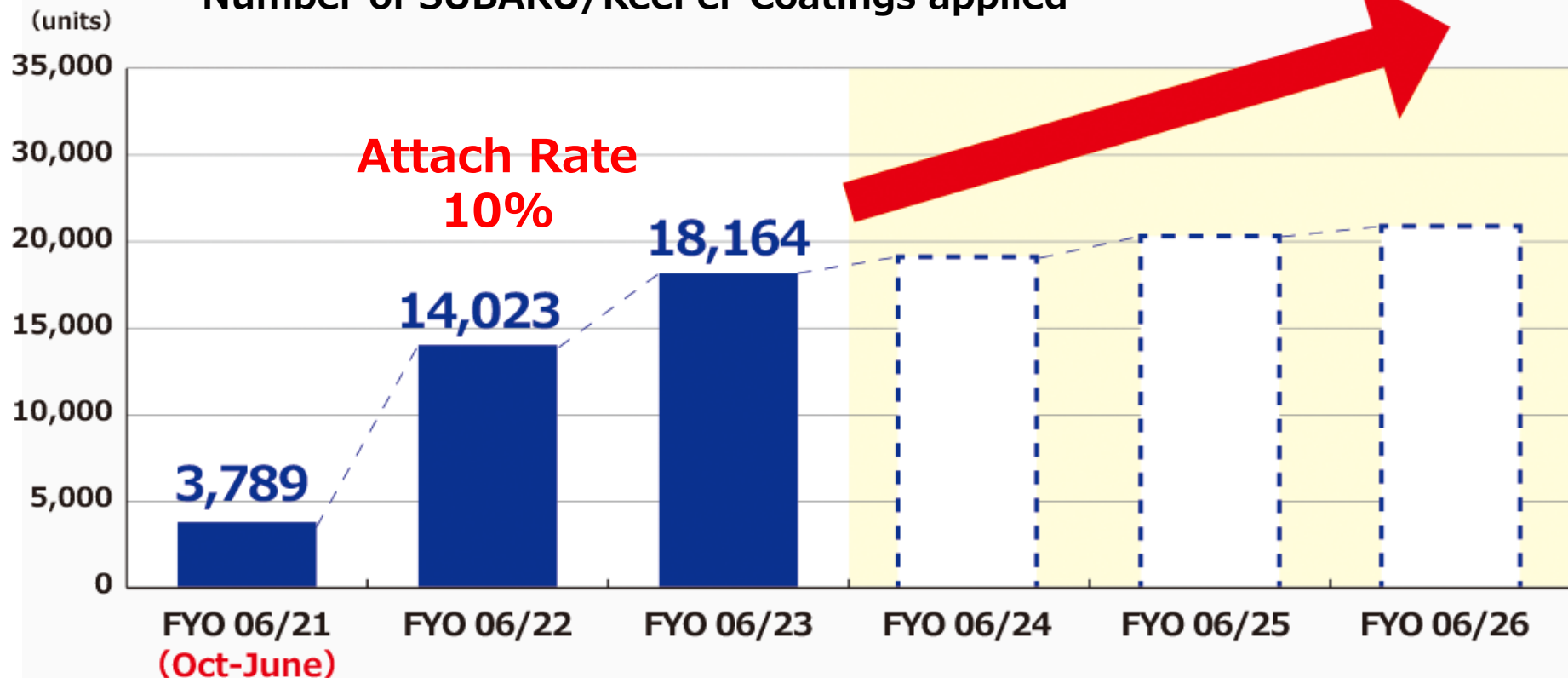
Proposing new coatings and taking an even greater leap forward.



フレッシュキーパー
FRESH KEEPER

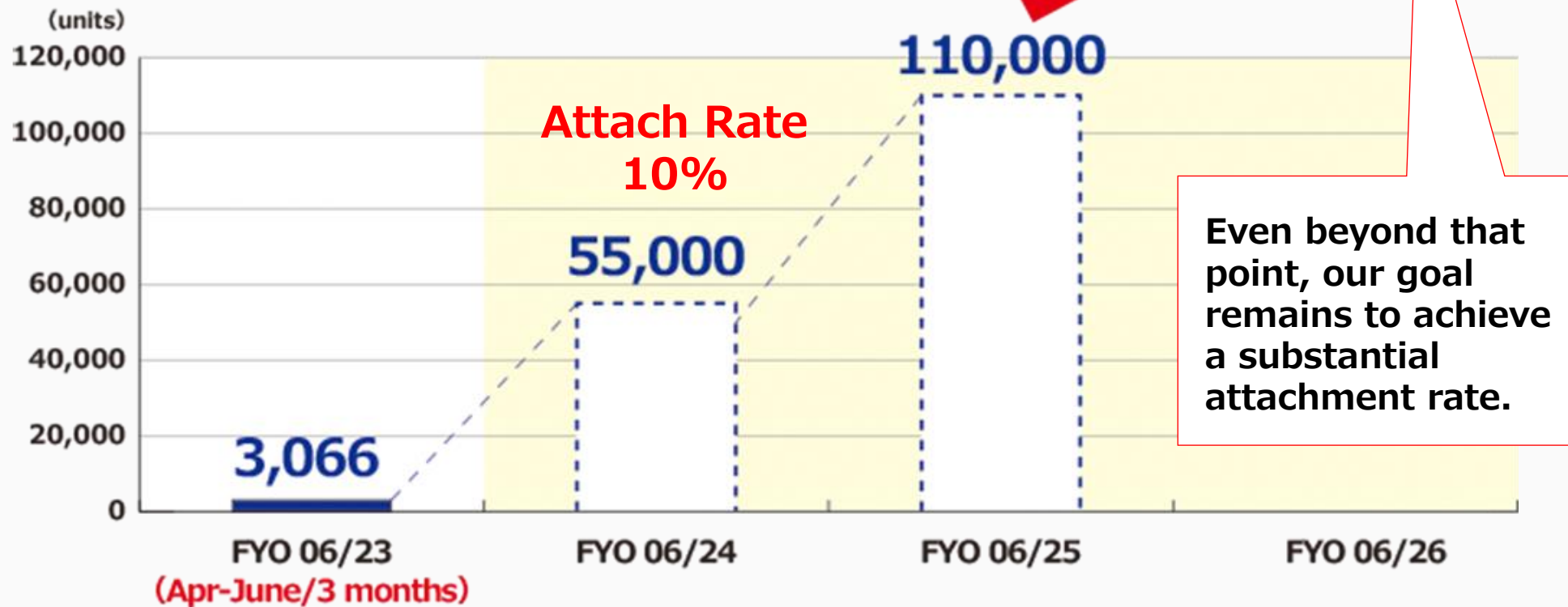
エコダイヤキーパー
ECO DIAMOND KEEPER

Number of SUBARU/KeePer Coatings applied



Honda's annual new car sales volume is 550,000 units.
KeePer aims for a coating attach rate of 10% in FY06/24,
similar to Subaru's inaugural year.

Number of HONDA/KeePer Coatings applied



Sales Activities to New Car Dealers

To further expand KeePer's presence in the new car market, we will continue to enhance our sales efforts with other new automobile manufacturers.

Genuine adopted manufacturer

SUBARU



TOYOTA



HONDA



MITSUBISHI



Manufacturers aiming for genuine adoption in the future

SUZUKI



DAIHATSU



NISSAN



MAZDA



Mercedes Benz



Volkswagen



BMW



Overseas expansion

We will actively expand our reach by targeting car dealerships operated by Japanese car manufacturers' international distributors.

【Expanding as KeePer PRO SHOPS】



HK



Taiwan



Vietnam



【New Openings】



**Sep 2023 OPEN
Korea**

Toyota-affiliated dealership that operates "Lexus" and "Toyota," are setting up KeePer booths within their established store.



**Nov 2023 OPEN
Mexico**

5 local staff members from Japanese manufacturer-affiliated dealers underwent a 3-6 month training in Japan, and all of them obtained Level 1 certification.

【Scheduled Visits】



Spain



Singapore



Dubai



USA

Established a structure centered around top executives commencing operations with a one-year preparation period.

KeePer LABO Operation Segment



FY06/23	Total Stores		Same Store					# Direct LABO		
	Sales (mn yen)	YoY	Sales (mn yen)	YoY	# visits (units)	YoY	ASP (yen)	YoY	Opening (store)	Total
July 2022	807	132.1%	740	121.2%	45,078	103.8%	16,418	116.8%	0	94
Aug 2022	725	127.0%	667	116.8%	43,173	109.4%	15,453	106.8%	0	94
Sep 2022	701	124.2%	654	115.9%	41,320	105.9%	15,820	109.4%	0	94
Oct 2022	797	124.2%	746	116.3%	49,461	107.2%	15,086	108.4%	0	94
Nov 2022	705	120.1%	649	110.6%	42,051	96.1%	15,445	115.1%	2	96
Dec 2022	1,175	117.6%	1,096	109.7%	66,503	103.5%	16,474	106.0%	0	96
Jan 2023	569	115.0%	532	107.5%	41,048	95.5%	12,971	112.6%	0	96
Feb 2023	740	135.7%	693	127.1%	45,329	119.3%	15,281	106.6%	0	96
Mar 2023	905	122.5%	850	115.0%	50,216	105.6%	16,925	108.9%	1	97
Apr 2023	1,021	128.0%	964	120.8%	56,348	119.8%	17,100	100.9%	0	97
May 2023	824	113.6%	780	107.5%	50,818	96.5%	15,350	111.5%	2	99
June 2023	801	110.9%	768	106.3%	45,566	104.0%	16,864	101.3%	7	106
Total	※9,659	121.9%	9,139	114.3%	576,911	105.3%	15,842	108.5%	12	106

(※including adjustment ▲110mn yen)

FY06/23: New Openings including 1 relocated store

2022年9月【東京都 府中市】

八王子店 (移転)



2022年11月【埼玉県 新座市】

新座店



2022年11月【福岡県 北九州市】

小倉南店



2023年3月【三重県 四日市市】

四日市南店



2023年5月【東京都 江東区】

有明店



2023年5月【愛媛県 松山市】

松山インター店



2023年6月【東京都 武蔵村山市】

武蔵村山店



2023年6月【岐阜県 各務原市】

各務原店



2023年6月【秋田県 秋田市】

秋田南店



2023年6月【東京都 世田谷区】

用賀店



2023年6月【東京都 福生市】

福生店



2023年6月【埼玉県 さいたま市】

東大宮店



2023年6月【群馬県 伊勢崎市】

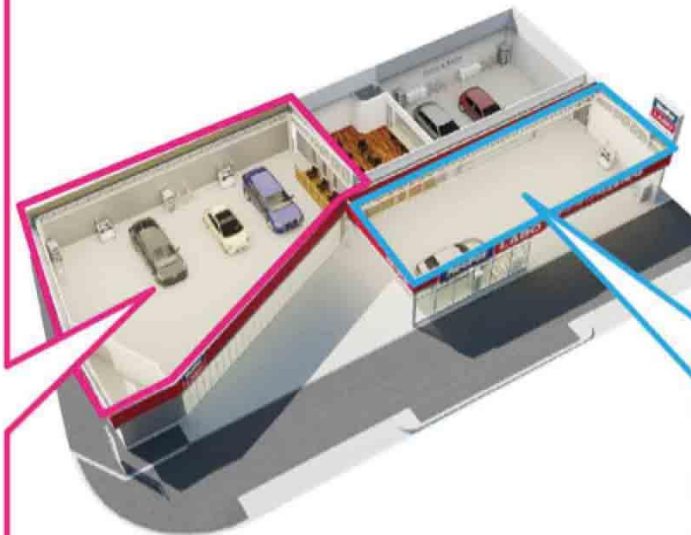
伊勢崎店



**With 12 new openings, a
total of 119 LABO Stores including 13 FCs**

Expansion and Remodeling of Existing Stores

Many stores lacked coating booths, and we aggressively expanded the number of booths. Also, considering "prevention of accidents at store" and "improvement of work efficiency", we promoted renovation work that can be done simultaneously for "washing" and "finishing".



KeePer LABO Kasugai
increased the number of
booths from 3 to 8



Booths expanded at 18 existing stores
60 units → 124 units (+64 units)

FY06/24: New Openings and Renovations

New Store Openings Planned for FY6/2024

2023年8月【東京都 府中市】

府中店



2023年9月【大阪府 大阪市】

大阪平野店(仮称)



2023年11月【岡山県 岡山市】

岡山店(仮称)



2023年12月【埼玉県 越谷市】

越谷店(仮称)



2024年1月【福岡県 福岡市】

福岡早良店(仮称)



2024年1月【栃木県 宇都宮市】

宇都宮店(仮称)



2024年3月【奈良県 奈良市】

奈良大安寺店(仮称)



2024年3月【千葉県 市川市】

市川店(仮称)



2024年3月【兵庫県 神戸市】

神戸西店(仮称)



2024年4月【千葉県 松戸市】

新・松戸東店(仮称)



2024年5月【大阪府 堺市】

堺西店(仮称)



2024年5月【埼玉県 上尾市】

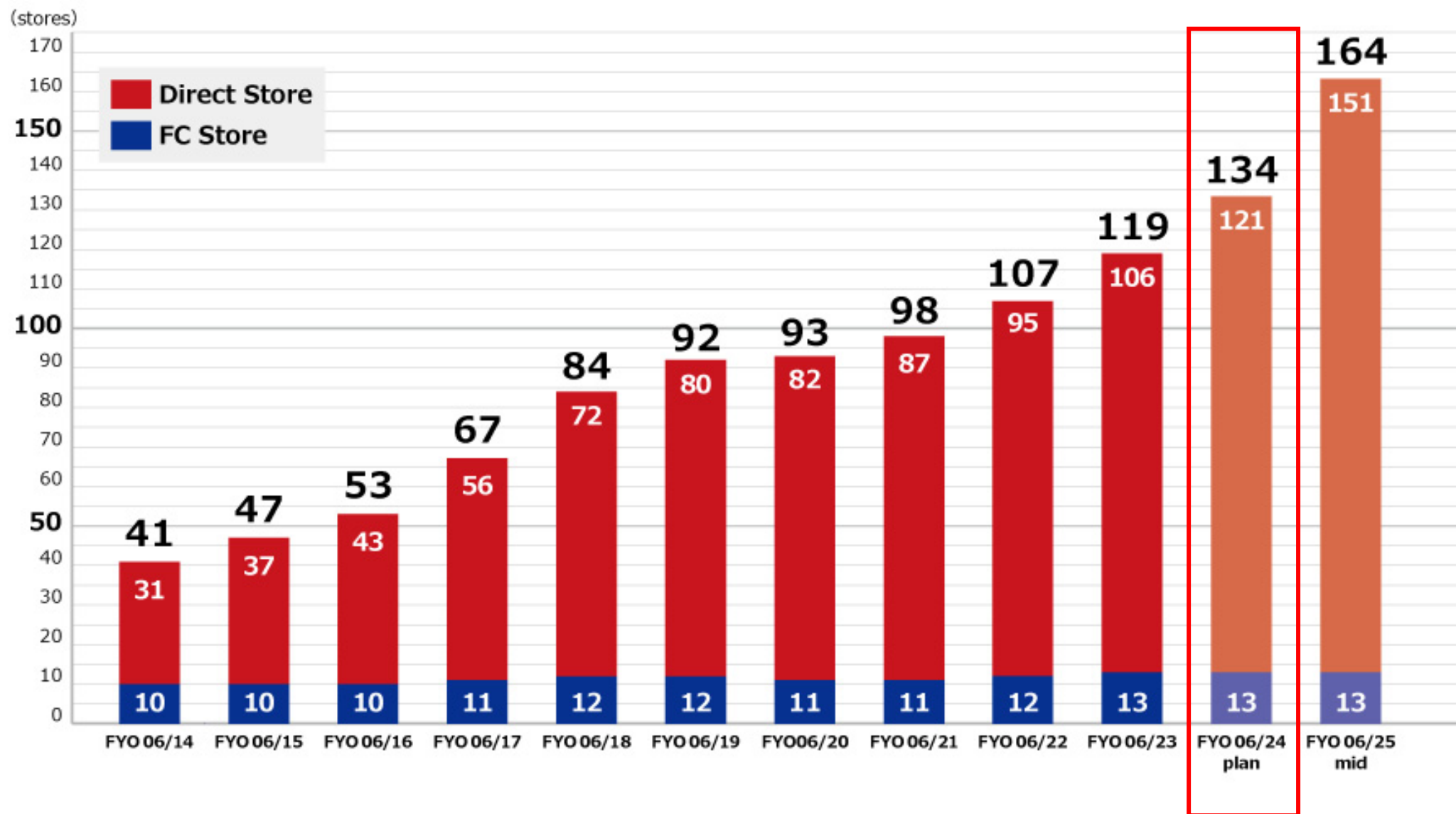
上尾店(仮称)



FY6/2024 Scheduled Remodeling of Existing Stores

we will continue to enhance our facilities by expanding and replacing existing stores.

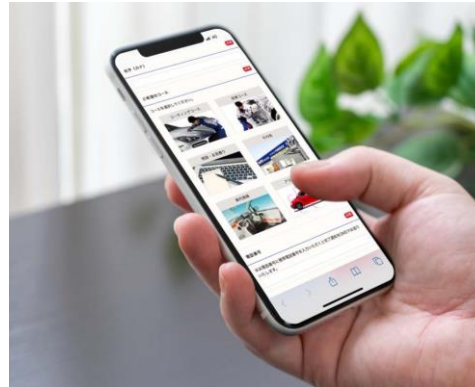
Number of LABO stores



【Household Goods】



【Expansion of Telcom Services Provider】



【Vending Machines】



【Sports Goods】



Coatings on Ship Bottom

Project in collaboration with the Tokyo University of Marine Science and Technology to create a coating that can easily remove marine organisms (such as barnacles) adhered to ship bottoms.

The plate after high pressure cleaning



Coating
Yes

Coating
No

Charging an EV car and having it washed simultaneously!

水を使わず、環境にやさしい
ドライウォッシュ

- No detergent is used and only a glass of water to finish the process, saving water and reducing water pollution.
- The 30-minute recharging time and the safe car wash make the waiting time worthwhile.



KeePer Official EC Site Launching in September 2023.



Notice of Price Increase for “Hand Washed Car with Purified Water” at All KeePer LABO Stores from September 1, 2023.

A.Basic

(Hand Washed Car with Purified Water)

Non-KeePer Coated Car				KeePer Coated Car			
Current Price			New Price	Current Price			New Price
SS	2,310	→	3,720	SS	2,040	→	2,740
S	2,440	→	4,080	S	2,150	→	2,950
M	2,730	→	4,640	M	2,390	→	3,290
L	2,990	→	5,150	L	2,640	→	3,640
LL	3,400	→	5,760	LL	2,990	→	4,090
XL	4,150	→	7,100	XL	3,610	→	4,910

B.Standard Premium

(Premium Hand Washed Car with Purified Water)

Non-KeePer Coated Car				KeePer Coated Car			
Current Price			New Price	Current Price			New Price
SS	3,720	→	5,130	SS	3,400	→	4,100
S	4,150	→	5,790	S	3,830	→	4,630
M	4,680	→	6,590	M	4,370	→	5,270
L	5,220	→	7,380	L	4,900	→	5,900
LL	5,540	→	7,900	LL	5,220	→	6,320
XL	6,930	→	9,880	XL	6,600	→	7,900

C.Mineral Off

Coated Car			
Current Price			New Price
SS	8,450	→	9,150
S	8,870	→	9,670
M	9,520	→	10,400
L	10,000	→	11,000
LL	11,200	→	12,300
XL	13,000	→	14,300

Reasons for the Price Increase

In response to recent inflationary trends, we implemented a 5% price adjustment for all KeePer LABO products in April 2022, attributed to elevated raw material costs and losses from exchange rate fluctuations, particularly against the Euro.

Furthermore, substantial rises in water and electricity expenses have led us to revise the base salaries for all employees in the current fiscal year (commencing in July).

Given these circumstances, we inform our valued customers about the forthcoming price increase for our "Hand Washed Car with Purified Water" services, which bear the highest personnel cost ratio. The revised prices will come into effect on September 1st, 2023 (Friday). We extend our apologies for any inconvenience this may cause and appreciate your understanding.

FY06/24 Guidance (July 2023 - June 2024)

PL

(mn yen)

	FY06/23 Actual	YOY	FY06/24 Guidance	YOY	FY06/24 Mid-term	vs Mid
Net sales	17,042	+18.7%	21,137	+24.0%	20,814	101.6%
KeePer Products Related	7,384	+14.7%	9,355	+26.7%	9,030	103.6%
KeePer LABO Operating	9,658	+21.9%	11,781	+22.0%	11,784	100.0%
Operating income	5,475	+26.5%	6,602	+20.6%	6,598	100.1%
Ordinary income	5,470	+26.5%	6,602	+20.7%	6,598	100.1%
Net income	3,957	+27.9%	4,595	+16.1%	4,619	99.5%

Note:

This document has been translated from the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail.

IR

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