

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

### **Monthly Report (April 2023):**

#### **<<Total Sales>>**

In total, company-wide, April sales results were up 30.2% to 1,760,552 thousand yen.

#### **<<KeePer LABO Operation Segment (B-to-C)>>**

In April, sales at all 98 directly managed stores (the Itabashi store is temporarily closed) increased 28.0% to 1,021,087 thousand yen compared to the same month last year at all 91 directly managed stores, further exceeding sales for the first month excluding December, the highest demand month, which was just updated last month. Sales at the 91 existing stores increased 20.8% year-on-year to 963,527 thousand yen. Not only did 47 stores exceed the monthly sales target of 10,000 thousand yen, which is one of KeePer LABO's goals, but the average performance per store was approximately 10,420 thousand yen/store, even better than last month, which was a very strong month.

In April, Tressa Yokohama Store increased the number of coating booths from 4 to 8 (no closed period) as part of the expansion of coating booths at existing stores and the improvement of work areas for the purpose of increasing efficiency and capacity.

Continuing from last month, the number of visits to the store increased due to cars being heavily polluted by yellow sand and pollen.

The number of car wash visits increased by 26%. Despite the fact that the ASP tends to decrease when the number of car washes, which traditionally have a relatively low unit price, increases, coating applications have also increased, with many customers choosing window coatings and courses to remove dirt such as stuck-on pollen that hinders the water repellency effect.

The renovation of the car wash space to a system that does not move cars effectively increased the average unit price to 17,186 yen per car (up 1.4% from the previous year) and man-hour productivity to 7,838 yen per hour (up 2% from the previous year), which also remained at an appropriate level and did not cause staff to become exhausted.

#### **■Spring is in full swing and Hokkaido stores are booming**

Good results were seen in stores in snowfall areas where the snow has completely melted. All three stores exceeded 15 million yen in sales: Sapporo: 22.323 million yen (+9% YoY), Teinei: 16.005 million yen (+20% YoY), and Shiroishi: 17.530 million yen (+34% YoY).

Number of each KeePer coating applied

EX KeePer was still the most commonly applied to new cars, with 1,325 units (up 22%). Considering that the number of EX KeePer cars installed the previous year was up 76%, the large number of cars installed stands out. The Mikawa area, which saw a drop in the number of cars installed last month, also saw steady growth, as the reason for the drop was the uneven timing of new car deliveries. The number of new cars in the Diamond KeePers series, to which ECO Plus Diamond KeePers were added, increased to 4,720 units (up 33%), especially among those who decided not to buy a new car but to refresh their current car or those who purchased a used car.

Crystal KeePers increased by 5,866 units (up 1%), and although there is a shift to the new "Fresh KeePer" service, the combined total with Fresh KeePer, which has the same durability period, increased by 7,803 units (up 34.2%), the largest increase among all coating types, and also led to an increase in the average unit price. This is the highest increase among all the coating types, and also leads to an increase in the average unit price.

In addition, the response to the TV commercial that started in April has been increasing day by day, and especially with the season when cars get dirty, we have seen an increase in the number of inquiries and applications from new customers who want to make their cars "dirt resistant". The number of customers who want to keep their cars clean for a long time is getting stronger.

#### **<<KeePer Products Related Segment(B-to-B)>>**

In April, sales of KeePer products and related businesses reached a record high growth rate, and in the average months except for December, which is the peak demand season, sales reached a record high, increasing 33.7% to 739,465 thousand yen, a significant increase.

The reason for the strong performance was that "Fresh KeePer," which has been selling well since its launch at the KeePer Pro Shops, saw a further increase in the number of units installed in April, leading to the installation of approximately 42,000 units.

This April, a frightening amount of yellow sand has fallen, making cars ugly and dirty, and the demand for car washes nationwide has been high and busy. Therefore, many customers are actively asking at the store, "Since it is a good opportunity, why don't you try KeePer, which is less likely to get dirty," which has led to the installation of many Fresh KeePer.

We have also heard from people at KeePer pro stores that the effect of the KeePer commercials, which began nationwide in April, has been immediately apparent, with many people coming to their stores after seeing the commercials and seeking "KeePer," which cleans itself.

Another big plus is that the "KeePer Technology Contest," which began on April 7, now features Fresh KeePer, and technicians can now apply Fresh KeePer with even greater confidence as they hone their skills in the application of Fresh KeePer.

In the new car market, new cars, which had been delayed, are being delivered one after another, and new car installation has begun in earnest, with the number of cars installed steadily increasing.

KeePer coating will be handled as a genuine product at Honda Access, Inc. starting March 31, 2023.

We have already begun to deliver products in April, and we are fully aware of the relatively rapid pace of introduction.

Along with new introduction activities, we continue to focus on improving coating revenue along with increasing the incidental rate at new car dealerships that have introduced KeePer.

---

(,000 yen)	Total Sales	yoy	Products	yoy	LABO	yoy
2020/7					<b>386,750</b>	36.2%
2020/8					<b>534,942</b>	52.5%
2020/9					<b>398,034</b>	17.3%
2020/10					<b>441,650</b>	58.2%
2020/11					<b>471,755</b>	56.1%
2020/12					<b>804,250</b>	37.3%
2021/1					<b>359,949</b>	54.2%
2021/2					<b>438,527</b>	49.2%
2021/3					<b>502,455</b>	35.2%
2021/4					<b>614,966</b>	135.5%
2021/5					<b>556,472</b>	42.3%
2021/6					<b>474,371</b>	40.5%
2021/7	<b>1,159,148</b>	34.4%	<b>548,084</b>	15.8%	<b>610,700</b>	59.5%
2021/8	<b>1,107,431</b>	4.2%	<b>536,462</b>	2.0%	<b>570,969</b>	6.7%
2021/9	<b>1,016,789</b>	27.1%	<b>452,642</b>	13.4%	<b>564,146</b>	41.7%
2021/10	<b>1,145,127</b>	28.1%	<b>503,465</b>	11.8%	<b>641,662</b>	45.3%
2021/11	<b>1,219,449</b>	14.6%	<b>632,465</b>	7.2%	<b>586,983</b>	24.4%
2021/12	<b>1,696,155</b>	9.0%	<b>697,199</b>	-6.9%	<b>998,955</b>	24.2%
2022/1	<b>798,324</b>	26.8%	<b>303,228</b>	13.0%	<b>495,096</b>	37.5%
2022/2	<b>937,061</b>	21.5%	<b>392,224</b>	18.6%	<b>544,836</b>	24.2%
2022/3	<b>1,404,685</b>	34.5%	<b>665,946</b>	23.2%	<b>738,739</b>	47.0%
2022/4	<b>1,349,490</b>	12.7%	<b>551,960</b>	-5.1%	<b>797,529</b>	29.7%
2022/5	<b>1,247,519</b>	28.2%	<b>522,172</b>	26.0%	<b>725,346</b>	30.3%
2022/6	<b>1,352,773</b>	37.7%	<b>630,212</b>	24.4%	<b>722,561</b>	52.3%
2022/7	<b>1,312,029</b>	12.8%	<b>505,192</b>	-8.1%	<b>806,837</b>	32.1%
2022/8	<b>1,283,843</b>	15.7%	<b>558,729</b>	4.0%	<b>725,113</b>	27.0%
2022/9	<b>1,220,943</b>	19.8%	<b>520,208</b>	14.6%	<b>700,734</b>	24.2%
2022/10	<b>1,367,502</b>	18.9%	<b>570,574</b>	12.8%	<b>796,927</b>	24.2%
2022/11	<b>1,475,666</b>	20.6%	<b>770,858</b>	21.5%	<b>704,808</b>	20.1%
2022/12	<b>1,976,792</b>	16.3%	<b>802,256</b>	14.8%	<b>1,174,535</b>	17.6%
2023/1	<b>959,591</b>	19.8%	<b>390,149</b>	28.2%	<b>569,442</b>	15.0%
2023/2	<b>1,246,503</b>	32.8%	<b>506,900</b>	29.0%	<b>739,603</b>	35.7%
2023/3	<b>1,624,916</b>	15.8%	<b>719,696</b>	8.5%	<b>905,220</b>	22.5%
2023/4	<b>1,760,552</b>	30.2%	<b>739,465</b>	33.7%	<b>1,021,087</b>	28.0%

## All Stores

All Stores	Sales (,000 yen)	yoy	# stores	Number of coating units applied									
				Pure, maint	yoy	Crystal	yoy	Fresh	yoy	Dia related	yoy	EX	yoy
2020/7	386,750	36.2%	82	3,370	26%	3,642	17%			2,020	35%	293	-
2020/8	534,942	52.5%	82	6,132	61%	5,370	45%			2,447	47%	324	-
2020/9	398,034	17.3%	82	3,130	5%	3,432	-2%			2,240	9%	370	-
2020/10	441,650	58.2%	83	3,829	52%	3,771	32%			2,256	46%	435	-
2020/11	471,755	56.1%	83	4,151	30%	4,219	29%			2,256	58%	453	-
2020/12	804,250	37.3%	84	7,814	0%	7,210	17%			3,489	24%	837	-
2021/1	359,949	54.2%	84	3,075	19%	2,998	44%			1,758	41%	357	-
2021/2	438,527	49.2%	84	3,410	18%	3,512	29%			2,332	41%	480	1448%
2021/3	502,455	35.2%	84	3,549	3%	3,881	16%			2,935	39%	609	236%
2021/4	614,966	135.5%	86	4,997	93%	5,043	107%			3,311	127%	614	321%
2021/5	556,472	42.3%	86	4,805	8%	5,016	20%			2,854	52%	475	118%
2021/6	474,371	40.5%	87	3,653	9%	4,070	15%			2,520	46%	523	162%
2021/7	610,700	59.5%	86	5,365	59%	5,283	47%			3,141	57%	567	95%
2021/8	570,969	6.7%	86	4,827	-21%	4,748	-12%			2,903	19%	636	96%
2021/9	564,146	41.7%	88	4,703	50%	4,563	33%			3,002	34%	619	67%
2021/10	641,662	45.3%	88	5,295	38%	5,030	33%			3,150	40%	803	85%
2021/11	586,983	24.4%	88	4,795	16%	4,841	15%			2,927	30%	652	44%
2021/12	998,955	24.2%	88	9,484	21%	8,117	13%			4,283	23%	1,181	41%
2022/1	495,096	37.5%	89	4,178	36%	3,601	20%			2,160	23%	612	71%
2022/2	544,836	24.2%	90	3,564	5%	3,785	8%			2,749	18%	782	63%
2022/3	738,739	47.0%	90	5,199	46%	5,308	37%			3,868	32%	1,039	71%
2022/4	797,529	29.7%	91	5,332	7%	5,812	15%			3,559	7%	1,082	76%
2022/5	725,346	30.3%	92	6,160	28%	5,905	18%			3,005	5%	670	41%
2022/6	722,561	52.3%	95	4,796	31%	6,387	57%			3,405	35%	738	41%
2022/7	806,837	32.1%	93	5,670	6%	6,650	26%			3,805	21%	861	52%
2022/8	725,113	27.0%	93	5,611	16%	5,785	22%			3,430	18%	685	8%
2022/9	700,734	24.2%	95	4,846	3%	4,094	-10%	1,167	-	3,414	14%	760	23%
2022/10	796,927	24.2%	95	6,087	15%	4,848	-4%	1,349	-	3,712	18%	789	-2%
2022/11	704,808	20.1%	97	5,131	7%	4,183	-14%	1,142	-	3,228	10%	806	24%
2022/12	1,174,535	17.6%	97	10,624	12%	7,440	-8%	2,137	-	4,553	6%	1,223	4%
2023/1	569,442	15.0%	97	4,473	7%	3,108	-14%	922	-	2,403	11%	705	15%
2023/2	739,603	35.7%	97	4,707	32%	3,767	0%	1,089	-	3,348	22%	1,215	55%
2023/3	905,220	22.5%	98	5,747	11%	6,442	21%	1,458	-	4,439	15%	1,210	16%
2023/4	1,021,087	28.0%	98	6,814	28%	5,866	1%	1,937	-	4,720	33%	1,325	22%

## Existing Stores

Existing Stores	Sales (,000 yen)	yoy	# stores	Number of coating units applied									
				Pure, maint	yoy	Crystal	yoy	Fresh	yoy	Dia related	yoy	EX	yoy
2020/7	379,485	33.6%	80	3,319		3,584	16%			1,981	33%	287	-
2020/8	524,254	49.5%	80	6,059		5,273	43%			2,399	44%	316	-
2020/9	391,283	15.3%	80	3,095		3,386	-3%			2,201	7%	363	-
2020/10	431,598	54.6%	80	3,768		3,702	30%			2,199	43%	423	-
2020/11	459,989	52.2%	80	4,101		4,113	26%			2,184	53%	443	-
2020/12	781,619	33.4%	80	7,655		7,039	14%			3,365	20%	805	-
2021/1	346,108	48.2%	80	3,011		2,904	40%			1,690	35%	336	-
2021/2	422,192	43.7%	80	3,318		3,369	24%			2,238	35%	466	1403%
2021/3	481,273	29.5%	80	3,466		3,780	13%			2,804	33%	569	214%
2021/4	597,176	128.7%	81	4,891		4,915	102%			3,200	119%	593	306%
2021/5	532,271	36.1%	81	4,667		4,838	15%			2,691	44%	452	107%
2021/6	456,605	35.2%	82	3,574		3,965	12%			2,403	39%	498	149%
2021/7	582,084	52.1%	81	5,215		5,072	41%			2,979	49%	526	81%
2021/8	544,346	1.8%	81	4,704		4,572	-15%			2,736	12%	598	85%
2021/9	536,283	34.7%	81	4,544		4,386	28%			2,845	27%	579	56%
2021/10	604,468	36.9%	82	5,049		4,804	27%			2,953	31%	746	71%
2021/11	555,567	17.8%	82	4,606		4,621	10%			2,769	23%	603	33%
2021/12	953,238	18.5%	84	9,154		7,794	8%			4,068	17%	1,114	33%
2022/1	470,325	30.7%	84	4,023		3,447	15%			2,054	22%	564	58%
2022/2	510,589	16.4%	84	3,417		3,574	2%			2,572	15%	722	50%
2022/3	691,704	37.7%	84	4,981		4,970	28%			3,593	28%	969	59%
2022/4	757,660	23.2%	86	5,136		5,515	9%			3,354	5%	1,029	68%
2022/5	682,844	22.7%	86	5,954		5,594	12%			2,814	5%	613	29%
2022/6	680,258	43.4%	87	4,606		6,010	48%			3,183	32%	693	33%
2022/7	740,093	21.2%	86	5,393		6,185	17%			3,491	17%	758	34%
2022/8	667,169	16.8%	86	5,340		5,377	13%			3,120	14%	615	-3%
2022/9	653,697	15.9%	88	4,635	-1%	3,866	-15%	1,084	-	3,152	5%	694	12%
2022/10	746,154	16.3%	88	5,865	11%	4,596	-9%	1,237	-	3,448	9%	723	-10%
2022/11	649,478	10.6%	88	4,885	2%	3,923	-19%	1,038	-	2,924	0%	731	12%
2022/12	1,095,574	9.7%	88	10,213	8%	7,077	-13%	2,001	-	4,167	-3%	1,123	-5%
2023/1	532,447	7.5%	89	4,303	3%	2,930	-19%	863	-	2,230	5%	652	7%
2023/2	692,672	27.1%	90	4,537	27%	3,573	-6%	1,024	-	3,124	14%	1,120	43%
2023/3	849,908	15.0%	90	5,546	7%	4,686	-12%	1,375	-	4,160	8%	1,116	7%
2023/4	963,527	20.8%	91	6,567	23%	5,580	-4%	1,828	-	4,444	25%	1,239	15%