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Monthly Report for July

(Note for the month):

The "Itabashi store" was temporarily closed on June 26, 2022, and despite continuous efforts to find a suitable location for relocation over the past year, an appropriate site has not been identified. Unfortunately, we have made the decision to permanently close the "Itabashi store" as of June 30, 2023. Nevertheless, we will continue to actively search for new LABO locations in Itabashi area, as it remains a crucial location for us.

As a result, the total number of total/existing stores includes the retrospective reflection of the closure of the "Itabashi store" in July 2022.

<<Total Sales>>

The total sales for July recorded a growth of 34.2%, amounting to 1,763,277 thousand yen.

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

In July, the sales for KeePer LABO operations showed remarkable growth. With a total of 106 directly managed stores compared to the 94 stores in the same period last year, the sales increased by 24.0% to 1,000,113 thousand yen. Among them, the existing 94 stores achieved a 15.3% increase, reaching 930,241 thousand yen compared to the same month last year.

While the heavy rains in northern Kyushu and northeastern Tohoku had some impact on the Kurume store (8% decrease compared to the previous year) and the Akita Minami store (no change due to being a new store),

overall sales for this month, excluding the peak demand period in December, reached a record high. The average performance per store was approximately 9,435 thousand yen per store, showing impressive results.

Additionally, the Fukuyama store implemented expansion by adding five more coating booths, resulting in a total of eight booths. They also underwent renovations to adopt a non-moving vehicle process in all spaces, which required a six-day closure.

- **Increased demand for high-performance coatings and coating services for new cars:**

Following the previous month's trend, there was a notable increase in coating services for new cars, especially with a significant growth of 25% in EX KeePer, the highest value-added coating product. The total number of high-performance coatings (Diamond KeePer series: Diamond, W Diamond, ECO Diamond, EX KeePer) applied increased by 998 units compared to the previous year, reaching 5,664 units this year, with new cars accounting for about 70% of this increase. Furthermore, approximately 40% of customers opting for high-performance coatings chose the premium package, which includes coating for all parts of the vehicle, such as wheels and windows, contributing to an increase in the average unit price.

- **33% increase in store visits:**

The overall increase in store visits by 33% was attributed to a relatively rain-free rainy season and the effectiveness of TV commercials launched since April. The new customers, coupled with the strong demand for high-performance coatings, helped maintain an average unit price of 15,565 yen per vehicle (a 6.8% decrease from the previous year).

- **Statistics on each KeePer coating type:**

EX KeePer showed the highest growth rate among all coating types, with a 25% increase and continued popularity for the Fresh KeePer series (including Eco Plus Diamond KeePer), leading to a 21% increase in the number of applications. Crystal KeePer reported 14% fewer applications; however, when combined with the Fresh KeePer

for the same durability period, the total number increased by 19% to 7,939 units. The demand for maintenance services for each KeePer coating type increased by 28%, indicating a growing desire among customers to maintain their vehicles in excellent condition for an extended period.

• **Maintaining productivity amidst intense heat:**

Despite the scorching summer heat, the company managed to maintain an appropriate labor productivity level at 7,310 yen per hour, with a 4% decrease compared to the previous year. Precautions and measures are being taken to protect staff from heatstroke during the expected hot weather in August, including increasing the number of air conditioners in poorly ventilated booths and allowing additional time for coating during the car wash process to provide staff with more opportunities for hydration.

<<KeePer Products and Related Segment (B-to-B)>>

In July, the sales for KeePer products and related businesses achieved a remarkable 51% year-on-year increase, totaling 763,163 thousand yen. In the preceding month, June 2023, the growth rate was 8.8%, which was relatively slower due to a rush of demand before the product price increase implemented last year in the same month. However, when considering the combined sales for the two months, June and July, the total growth compared to the previous year is 28%, showing a steady upward trend in performance.

The favorable performance can be attributed to the continuous success of "Fresh KeePer" in both KeePer PRO SHOPS and coating facilities. The impact of TV commercials launched in April is evident as the demand for Fresh KeePer has increased significantly, and many customers are specifically requesting this product. Additionally, the hot weather in July led to increased demand for both "Drive-Thru Car Wash" and "Hand Wash Car Wash." As a result, customers visiting the shops are actively recommended to consider coatings that make cars easier to clean even with rain.

Moreover, the "8th KeePer Technical Contest," held from April for improving the technical skills of all KeePer applicators nationwide, attracted a record-breaking 3,665 participants (compared to 3,216 last year), reflecting the expanding demand for KeePer and the increasing focus on enhancing technical expertise.

In terms of the new car market, the launch of "EX KeePer" and "Eco Diamond" for Honda dealerships has been well received due to KeePer's product quality and high recognition, resulting in steady growth in the number of orders. Further expansion of body coating services for Honda dealerships is expected in the future, and we are actively enhancing product explanation sessions and promotional tools to support sales companies in this endeavor.

Meanwhile, the number of coating applications for "Toyota" and "SUBARU" vehicles using KeePer has steadily increased, along with significant sales to other direct clients in the new car sales sector. Consequently, it is evident that the sales and sales ratio of KeePer Products and Related Segment will continue to grow significantly in the new car market.

In terms of international operations, the demand for coatings in Hong Kong, Thailand, Taiwan, and Vietnam, where KeePer Pro Shops are already established, is increasing similarly to Japan. Sales in these regions have been on the rise. Additionally, after completing training in Japan, PRO SHOP in "South Korea" from September 2023.

Total Sales

(,000 yen)	Total Sales	yoy	Products	yoy	LABO	yoy
2021/7	1,159,148	34.4%	548,084	15.8%	610,700	59.5%
2021/8	1,107,431	4.2%	536,462	2.0%	570,969	6.7%
2021/9	1,016,789	27.1%	452,642	13.4%	564,146	41.7%
2021/10	1,145,127	28.1%	503,465	11.8%	641,662	45.3%
2021/11	1,219,449	14.6%	632,465	7.2%	586,983	24.4%
2021/12	1,696,155	9.0%	697,199	-6.9%	998,955	24.2%
2022/1	798,324	26.8%	303,228	13.0%	495,096	37.5%
2022/2	937,061	21.5%	392,224	18.6%	544,836	24.2%
2022/3	1,404,685	34.5%	665,946	23.2%	738,739	47.0%
2022/4	1,349,490	12.7%	551,960	-5.1%	797,529	29.7%
2022/5	1,247,519	28.2%	522,172	26.0%	725,346	30.3%
2022/6	1,352,773	37.7%	630,212	24.4%	722,561	52.3%
2022/7	1,312,029	12.8%	505,192	-8.1%	806,837	32.1%
2022/8	1,283,843	15.7%	558,729	4.0%	725,113	27.0%
2022/9	1,220,943	19.8%	520,208	14.6%	700,734	24.2%
2022/10	1,367,502	18.9%	570,574	12.8%	796,927	24.2%
2022/11	1,475,666	20.6%	770,858	21.5%	704,808	20.1%
2022/12	1,976,792	16.3%	802,256	14.8%	1,174,535	17.6%
2023/1	959,591	19.8%	390,149	28.2%	569,442	15.0%
2023/2	1,246,503	32.8%	506,900	29.0%	739,603	35.7%
2023/3	1,624,916	15.8%	719,696	8.5%	905,220	22.5%
2023/4	1,760,552	30.2%	739,465	33.7%	1,021,087	28.0%
2023/5	1,438,744	15.3%	614,926	17.8%	823,818	13.6%
2023/6	1,487,193	9.8%	685,976	8.8%	801,216	10.9%
2023/7	1,763,277	34.2%	763,163	51.0%	1,000,113	24.0%

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						
2020/7	386,750	36.2%	82	3,370	26%	3,642	17%			2,020	35%	293	-	25,614		15,099	32.0%	6,708	20%
2020/8	534,942	52.5%	82	6,132	61%	5,370	45%			2,447	47%	324	-	44,987		11,891	15.0%	7,097	21%
2020/9	398,034	17.3%	82	3,130	5%	3,432	-2%			2,240	9%	370	-	26,409		15,072	29.0%	6,920	11%
2020/10	441,650	58.2%	83	3,829	52%	3,771	32%			2,256	46%	435	-	32,824		13,455	20.0%	6,947	24%
2020/11	471,755	56.1%	83	4,151	30%	4,219	29%			2,256	58%	453	-	37,692		12,516	21.0%	6,933	23%
2020/12	804,250	37.3%	84	7,814	0%	7,210	17%			3,489	24%	837	-	54,122		14,860	9.0%	8,469	16%
2021/1	359,949	54.2%	84	3,075	19%	2,998	44%			1,758	41%	357	-	32,338		11,131	9.0%	6,565	21%
2021/2	438,527	49.2%	84	3,410	18%	3,512	29%			2,332	41%	480	1448%	34,965		12,542	20.0%	7,457	24%
2021/3	502,455	35.2%	84	3,549	3%	3,881	16%			2,935	39%	609	236%	33,564		14,970	18.0%	7,673	12%
2021/4	614,966	135.5%	86	4,997	93%	5,043	107%			3,311	127%	614	321%	46,364		13,264	6.0%	8,102	15%
2021/5	556,472	42.3%	86	4,805	8%	5,016	20%			2,854	52%	475	118%	43,007		12,939	8.0%	6,572	-1%
2021/6	474,371	40.5%	87	3,653	9%	4,070	15%			2,520	46%	523	162%	31,661		14,983	11.0%	6,449	-2%
2021/7	610,700	59.5%	86	5,365	59%	5,283	47%			3,141	57%	567	95%	43,429		14,062	-7.0%	6,788	1%
2021/8	570,969	6.7%	86	4,827	-21%	4,748	-12%			2,903	19%	636	96%	39,451		14,473	22.0%	6,877	-3%
2021/9	564,146	41.7%	88	4,703	50%	4,563	33%			3,002	34%	619	67%	39,009		14,462	-4.0%	6,753	-2%
2021/10	641,662	45.3%	88	5,295	38%	5,030	33%			3,150	40%	803	85%	46,123		13,912	3.0%	7,019	1%
2021/11	586,983	24.4%	88	4,795	16%	4,841	15%			2,927	30%	652	44%	43,739		13,420	7.0%	6,648	-4%
2021/12	998,955	24.2%	88	9,484	21%	8,117	13%			4,283	23%	1,181	41%	64,270		15,543	5.0%	7,834	-7%
2022/1	495,096	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	544,836	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	738,739	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	797,529	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	725,346	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	722,561	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	806,837	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	725,113	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	700,734	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	796,927	24.2%	94	6,087	15%	4,848	-4%	1,349	-	3,712	18%	789	-2%	52,446	14%	15,195	9.2%	7,192	2%
2022/11	704,808	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%
2022/12	1,174,535	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	569,442	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	739,603	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	905,220	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	1,021,087	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	823,818	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	801,216	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%

Existing Stores

Existing Stores	Sales (,000 yen)		# stores	Number of coating units applied								# visits		ASP (yen/visit)		Productivity (yen/hr)	
				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	-	15,066	31.0%	6,725	20%
2020/8	524,254	49.5%	80	6,059		5,273	43%			2,399	44%	316	-	11,865	15.0%	7,094	21%
2020/9	391,283	15.3%	80	3,095		3,386	-3%			2,201	7%	363	-	15,088	29.0%	6,931	11%
2020/10	431,598	54.6%	80	3,768		3,702	30%			2,199	43%	423	-	13,427	20.0%	6,984	25%
2020/11	459,989	52.2%	80	4,101		4,113	26%			2,184	53%	443	-	12,455	21.0%	6,951	24%
2020/12	781,619	33.4%	80	7,655		7,039	14%			3,365	20%	805	-	14,801	9.0%	8,495	17%
2021/1	346,108	48.2%	80	3,011		2,904	40%			1,690	35%	336	-	11,020	8.0%	6,578	22%
2021/2	422,192	43.7%	80	3,318		3,369	24%			2,238	35%	466	1403%	12,467	19.0%	7,487	24%
2021/3	481,273	29.5%	80	3,466		3,780	13%			2,804	33%	569	214%	14,849	17.0%	7,653	11%
2021/4	597,176	128.7%	81	4,891		4,915	102%			3,200	119%	593	306%	13,206	5.0%	8,107	15%
2021/5	532,271	36.1%	81	4,667		4,838	15%			2,691	44%	452	107%	12,822	7.0%	6,563	-2%
2021/6	456,605	35.2%	82	3,574		3,965	12%			2,403	39%	498	149%	14,848	10.0%	6,448	-2%
2021/7	582,084	52.1%	81	5,215		5,072	41%			2,979	49%	526	81%	13,946	-8.0%	6,786	1%
2021/8	544,346	1.8%	81	4,704		4,572	-15%			2,736	12%	598	85%	14,362	21.0%	6,882	-3%
2021/9	536,283	34.7%	81	4,544		4,386	28%			2,845	27%	579	56%	14,376	-5.0%	6,786	-2%
2021/10	604,468	36.9%	82	5,049		4,804	27%			2,953	31%	746	71%	13,745	2.0%	7,022	1%
2021/11	555,567	17.8%	82	4,606		4,621	10%			2,769	23%	603	33%	13,347	7.0%	6,698	-3%
2021/12	953,238	18.5%	84	9,154		7,794	8%			4,068	17%	1,114	33%	15,491	4.0%	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	2.9%
2022/2	510,589	16.4%	84	3,417		3,574	2%			2,572	15%	722	50%	35,953	3%	14,202	13.2%
2022/3	691,704	37.7%	84	4,981		4,970	28%			3,593	28%	969	59%	44,784	33%	15,445	3.2%
2022/4	757,660	23.2%	86	5,136		5,515	9%			3,354	5%	1,029	68%	45,134	-3%	16,787	26.6%
2022/5	682,844	22.7%	86	5,954		5,594	12%			2,814	5%	613	29%	50,245	17%	13,590	5.0%
2022/6	680,258	43.4%	87	4,606		6,010	48%			3,183	32%	693	33%	41,250	30%	16,491	10.1%
2022/7	740,093	21.2%	86	5,393		6,185	17%			3,491	17%	758	34%	45,078	4%	16,418	16.8%
2022/8	667,169	16.8%	86	5,340		5,377	13%			3,120	14%	615	-3%	43,173	9%	15,453	6.8%
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	9.4%
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	8.4%
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	15.1%
2022/12	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	6.0%
2023/1	532,447	7.5%	88	4,303	3%	2,930	-19%	863	-	2,230	5%	652	7%	41,048	-4%	12,971	12.6%
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	6.6%
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	8.9%
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	0.9%
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	11.5%
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	1.3%
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	-7.7%