

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

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

Total sales for March increased 15.8% yoy to 1,624.9 million yen.

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

Sales in the Products Related segment increased 8.5% to 719.7 million yen.

In the new car market, the number of new cars delivered increased due to the auto makers' fiscal year end, and the installation of "KeePer Body Coat" for Toyota dealers started in earnest, resulting in a significant increase in the number of cars installed. The number of new dealerships at Toyota dealers that have begun to introduce the product has steadily increased to 84, up 2 from last month.

For SUBARU dealers, we have created a new brochure using new SUBARU models and re-enforced performance explanations of KeePer products to the SUBARU sales staff to increase the adoption rate of KeePer products.

In addition, as disclosed in the "KeePer Coating Products to Join Honda's Genuine Accessories", the service has been available for Honda dealers since March 31, 2023. As a result of starting sales activities that are ahead of schedule, many dealerships have expressed their willingness to introduce KeePer, and we feel this is a great opportunity for expansion in the the Honda body coating market.

At the PRO SHOPS, we've distributed approximately 1 million flyers of the new KeePer concept, "Katte ni Kireininaru" (Effortless Clean), free of charge to KeePer PRO SHOPS and other KeePer coating stores. We have begun to actively promote the "Fresh KeePer" in stores, which has led to many coatings of "Fresh KeePer". Customer satisfaction after coating is also very high, which leads to the confidence of our technicians, further increasing the number of coatings.

In April, we will start full-scale promotion of our products, with commercials airing on the 3 nationwide TV programs "Matsuko no Shiranai Sekai", "Kaji-Yaro!!", and "ZIP! In addition, a dedicated Fresh KeePer web page will be launched, and full-scale promotion utilizing SNS will begin. We have great expectations for a very busy spring, seeing a considerable number of customers coming to our nationwide KeePer PRO SHOPS and other KeePer coating stores.

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

On March 30 (Thu), the Yokkaichi Minami branch opened on the same site where the car dealership (Netz Toyota Mie Yokkaichi Minami branch) is located for the first time among all KeePer LABOs, bringing the number of directly managed stores to 98 (the Itabashi branch is temporarily closed). The Sendai Nagamachi Store increased the number of coating booths from 3 to 6, and renovated its car wash space and added one more space (closed for eight days). The Tsu branch increased the number of coating booths from 6 to 8, and renovated the space (closed for 9 days).

Sales in March increased 22.5% to 905.2 million yen from the same month last year at all 98 directly operated stores, and this was the highest sales ever for a one-month period excluding the busiest month December. In addition, as sales in March were up 47.0% from the previous year, sales this month were up 80.2% from the previous two years.

Sales at the 90 existing stores increased 15.0% yoy to 850.0 million yen, and 38 stores exceeded the monthly sales target of 10 million yen, which is one of KeePer LABO's goals, more than doubling from the 15 stores in February, making it a very strong month.

### • The number of visits increased as cars were severely soiled by yellow sand and pollen.

The number of car wash visits increased by 12% in spite of the slight slowdown in the second half of the month due to rain. The average unit price per car tends to decrease with an increase in the number of car washes; however, the average unit price per car actually increased to 16,988 yen/unit (up 9.3% from the previous year) due to the overall increase in car coating applications.

### • Coatings on new cars also continued to increase.

The number of units of high-performance coatings, Diamond series and EX KeePer, was 5,649 units this year, compared to 4,907 units last year, an increase of 742 units.

Of this increase, the number of new cars coated increased by 373 units from 2,274 units last year to 2,647 units this year, therefore about half of the increase came from the coating of new cars. We also have many reservations for April, and we expect the number of reservations to continue to increase.

**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.**

## &lt;&lt;Total Sales&gt;&gt;

(,000 yen)	Total Sales	yoy	Products	yoy	LABO	yoy
2020/7					386,750	36.2%
2020/8					534,942	52.5%
2020/9					398,034	17.3%
2020/10					441,650	58.2%
2020/11					471,755	56.1%
2020/12					804,250	37.3%
2021/1					359,949	54.2%
2021/2					438,527	49.2%
2021/3					502,455	35.2%
2021/4					614,966	135.5%
2021/5					556,472	42.3%
2021/6					474,371	40.5%
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%

## &lt;&lt;LABO Stores: All Stores&gt;&gt;

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%			2,775	-4%	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	13%	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%

## &lt;&lt;LABO Stores: Existing Stores&gt;&gt;

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%