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

May sales results totaled 1,438,744 thousand yen, up 15.3% yoy and up 48.9% from the previous two years.

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

On May 13, KeePer LABO's first Ariake branch opened in the form of a shop-in-shop at the Toyota Mobility Tokyo Corporation Ariake Branch/Lexus Ariake, which is a joint store of "Toyota" and "Lexus" and operates independently in the car dealership building.

Yesterday, on the 31<sup>st</sup> of May, we opened our first directly operated store in Shikoku, the Matsuyama Inter Store, marking the milestone of 100 directly operated stores.

In May, sales at all 100 directly managed stores (Itabashi store is temporarily closed) increased 13.6% to 823,818 thousand yen compared to 92 directly managed stores in the same month last year, and sales at 92 existing stores increased 7.5% to 780,073 thousand yen compared to the same month last year. Although the growth seems slow since May last year was very strong with an overall increase of 30.3%, the results were approximately 1.5 times that of the previous two years.

### **Kanto, Kansai and west of Kansai are performing well.**

The TV commercials that started in April are starting to have an effect, and the number of new customers is increasing. As a result, demand for "Fresh KeePer" and "ECO Plus Diamond KeePer," which are coatings with high self-cleaning effects, has increased, and the number of vehicles being installed has been increasing.

### **Meanwhile, the central part of the country looks sluggish...**

This year, due in part to bad weather on each weekend, the number of visits decreased by approximately 14%. However, as in the Kanto region and west of the Kansai region, customers' needs for stain resistance were high, and demand for high performance coatings, especially those of the Diamond KeePer series and above, was especially high.

### **Number of units of each KeePer coating applied**

EX KeePer continued to see the highest growth among all the KeePer coatings, with 952 units (up 42%) being applied to new cars, while the Diamond KeePer series, which includes ECO Plus Diamond KeePer, saw an increase in the number of new cars being applied, especially among those who have decided not to replace their cars with new ones, as well as among those who have purchased used cars. The number of new cars in the Diamond KeePers series, with the addition of ECO Plus Diamond KeePers, increased to 3,708 units (up 23%), especially among those who have decided not to buy a new car but to refresh their current car or those who have purchased a used car. The number of Crystal KeePers was 4,898 (down 17%), while the number of Fresh KeePers, which are the same durability type, was 6,678 (up 13%), showing the effect of the TV commercial that started in April. The number of maintenance services for each type of KeePer coating was up 2%, almost flat compared to the number of visits to our dealerships. As a result of the above, while the number of car wash visits remained almost unchanged from the previous year, up 1% due to the poor weather, the average unit price was 15,440 yen/unit (up 12.1% from the previous year) due to high demand for high-performance coatings, especially EX KeePer.

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

In May, sales of the KeePer Products and Related Businesses increased 17.8% to 614,926 thousand yen. Compared to the previous two years, sales were up approximately 1.5 times, as was the case in the LABO operation business.

The reason for the strong performance is that the number of "Fresh KeePers" installed at KeePers Pro Shops has continued to increase significantly, due in part to the effect of the commercials that began in April.

In addition, with promotions aimed at women, the message of "Effortless Clean" is beginning to reach female customers, and the

number of installations for female customers is steadily increasing.

And the number of participants in the qualifying contest for the 2023 KeePer Technology Contest has also increased significantly, leading to an increase in the number of installations spurred further by the use of the polished "Fresh KeePer" technology.

With the rainy season coming, Fresh KeePer, which "makes the car look as clean as if it had been washed when it rains," is likely to come into its own even more.

In the new car market, KeePer is steadily taking root, and the number of vehicles installed is increasing. In particular, "EX KeePer" and "Eco Diamond," which were launched for Honda dealers.

Although it has only been on the market for a short period of time, deliveries of the new product are proceeding smoothly. The product has been well received by dealers due to its product power and high recognition, and we can expect a large increase in the number of units installed in the future.

We will continue to focus on improving coating profitability at new car dealerships of "Toyota" and "SUBARU" that have introduced KeePer, as well as promote new introduction activities.

## Total Sales

(,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%
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%

# All Stores

All Stores	Sales		# stores	Number of coating units applied										# visits		ASP (yen/visit)		Productivity (yen/hr)	
	(,000 yen)	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%	93	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%	93	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%	95	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%	95	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%	97	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%	97	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%	97	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%	97	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%	98	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%	98	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%	100	6,278	2%	4,898	-17%	1,780	-	3,708	23%	952	42%	53,357	1%	15,440	12.1%	6,613	-7%

## Existing Stores

Existing Stores	Sales (,000 yen)	yoy	# store s	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	379,485	33.6%	80	3,319		3,584	16%			1,981	33%	287	-			15,066	31.0%
2020/8	524,254	49.5%	80	6,059		5,273	43%			2,399	44%	316	-			11,865	15.0%
2020/9	391,283	15.3%	80	3,095		3,386	-3%			2,201	7%	363	-			15,088	29.0%
2020/10	431,598	54.6%	80	3,768		3,702	30%			2,199	43%	423	-			13,427	20.0%
2020/11	459,989	52.2%	80	4,101		4,113	26%			2,184	53%	443	-			12,455	21.0%
2020/12	781,619	33.4%	80	7,655		7,039	14%			3,365	20%	805	-			14,801	9.0%
2021/1	346,108	48.2%	80	3,011		2,904	40%			1,690	35%	336	-			11,020	8.0%
2021/2	422,192	43.7%	80	3,318		3,369	24%			2,238	35%	466	1403%			12,467	19.0%
2021/3	481,273	29.5%	80	3,466		3,780	13%			2,804	33%	569	214%			14,849	17.0%
2021/4	597,176	128.7%	81	4,891		4,915	102%			3,200	119%	593	306%			13,206	5.0%
2021/5	532,271	36.1%	81	4,667		4,838	15%			2,691	44%	452	107%			12,822	7.0%
2021/6	456,605	35.2%	82	3,574		3,965	12%			2,403	39%	498	149%			14,848	10.0%
2021/7	582,084	52.1%	81	5,215		5,072	41%			2,979	49%	526	81%			13,946	-8.0%
2021/8	544,346	1.8%	81	4,704		4,572	-15%			2,736	12%	598	85%			14,362	21.0%
2021/9	536,283	34.7%	81	4,544		4,386	28%			2,845	27%	579	56%			14,376	-5.0%
2021/10	604,468	36.9%	82	5,049		4,804	27%			2,953	31%	746	71%			13,745	2.0%
2021/11	555,567	17.8%	82	4,606		4,621	10%			2,769	23%	603	33%			13,347	7.0%
2021/12	953,238	18.5%	84	9,154		7,794	8%			4,068	17%	1,114	33%			15,491	4.0%
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%	88	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%	88	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%	88	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%	88	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%	89	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%	90	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%	90	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%	91	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%	92	6,096	-1%	4,667	7%	1,678	-	3,502	17%	882	32%	50,818	-4%	15,350	11.5%