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Monthly Report for August

<<Total Sales>>

The total sales for August recorded a growth of 21.8%, amounting to 1,565,335 thousand yen.

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

In August, a new store "Fuchu Store" was opened in Fuchu City, Tokyo, becoming the 14th store within Tokyo and bringing the total number of directly operated stores to 107.

Regarding performance, the total sales from all 107 directly operated stores in August showed a 14.7% increase, totaling 831,464 thousand yen, compared to the previous year's 94 directly operated stores, which had a total of 772,594 thousand yen, representing a 6.5% increase for the existing 94 stores.

While July's a 24.0% increase yoy, August's growth of 14.7% might seem slightly less, but...

For August of this year:

- The influence of typhoons approaching just before the Obon period resulted in decreased interest from customers in coating application and various maintenance services. (Especially, there was a significant increase in rainfall in the Kanto and Kansai regions, with Kansai experiencing about 2.2 times the rainfall of the previous year.)
- During the unrestricted Obon period, many people, particularly from urban areas, traveled back to their hometowns, causing slower growth in the Kanto region.
- The latter half of the month witnessed a substantial increase in customers seeking car wash services after returning from trips (bug residue, etc.), leading to a surge in car wash visits.

All Stores	# visitors (units)						# car wash (units)						ASP (yen)					
	Aug 1-10		Aug 11-20		Aug 21-31		Aug 1-10		Aug 11-20		Aug 21-31		Aug 1-10		Aug 11-20		Aug 21-31	
Hokkaido/Tohoku	1,072	130%	1,656	143%	1,324	126%	689	148%	1,199	157%	942	142%	17,683	93%	12,404	83%	13,233	85%
Kanto	7,603	124%	9,468	132%	8,472	129%	5,232	129%	6,856	145%	6,301	139%	17,011	99%	14,516	92%	13,218	89%
Chubu	3,806	101%	5,021	120%	3,681	94%	2,372	98%	3,499	131%	2,583	96%	18,000	106%	14,121	91%	14,692	101%
West Japan	4,138	116%	5,870	144%	3,874	102%	2,834	118%	4,384	164%	2,659	99%	16,345	98%	12,787	85%	15,292	109%
10-day Total	16,619	116%	22,015	132%	17,351	113%	11,127	119%	15,938	147%	12,485	118%	17,260	100%	13,457	89%	14,109	96%
Total					55,985	121%					39,550	129%					14,852	94.7%

Furthermore, the significantly lower year-on-year performance of Mitaka Store (down 36% yoy) and Akishima Store (down 50% yoy) is attributed to these stores taking over the role of accommodating customers from Hachioji Store during its relocation and renewal construction period last year. This effect will continue until next month.

Increased Visits for Car Wash

The number of visits for car wash services increased notably by 29%, causing the average unit price to decrease to 14,852 yen per vehicle (down 5.3% yoy). There was a higher demand for "quickly making the exterior clean" due to frequent outings before and after trips. Additionally, the scorching heat encouraged people to spend less time outside, resulting in a trend of wanting to have the exterior "cleaned for the time being."

Number of Coating Applications for Each KeePer Coating

Among all the KeePer coatings, EX KeePer experienced the highest growth, reaching 883 applications (up 29%). The Diamond KeePer series, including ECO Plus Diamond Keeper, saw an increase of 10%, totaling 3,771 applications (up 10%). Although Crystal KeePer dropped to 4,596 applications (down 21%), when combined with Fresh Keeper, which shares the same durability period, the total reached 6,320 applications, indicating an approximate 10% increase. Additionally, maintenance applications for each KeePer coating increased by 10%, showcasing a higher demand for long-lasting cleanliness and a further rise in demand for high-value coatings.

Maintained Proper Productivity Amidst Intense Heat

Despite the significant increase in customer visits, extra time was allocated during car wash procedures, such as allowing additional time for water supply, maintaining a people-hour productivity of 6,628 yen per hour (down 7% yoy / down 9% from the previous month). Thanks to these measures, even amidst the scorching heat, the proper productivity value was maintained in August at the store level. As a result, the store staff did not experience excessive fatigue, and no team members suffered from heatstroke.

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

In August, sales from the KeePer Products Related Segment witnessed a substantial increase of 31.3%, reaching 733,871 thousand yen.

The strong performance was attributed to the continuous traction of the "Fresh KeePer" product within KeePer PRO SHOPS and installation stores. However, this year's intense heat led to challenges in conducting installations due to excessively high temperatures in pits and booths, resulting in difficulties for stores during daytime operations. Additionally, since August, we have been conducting a "storewide check" across all KeePer PRO SHOPS to enhance quality maintenance. However, there are still many stores lacking confidence in performing "Fresh KeePer" installations. Encouraging participation in Fresh KeePer training has helped alleviate uncertainties, reaffirming our determination to further expand the reach of "Fresh KeePer" going forward.

Furthermore, the fiercely contested "8th Annual 2023 KeePer Technical Contest" will continue with the "Prefecture Championship" involving 1,271 qualifiers from the preliminary rounds. The competition will be held using the advanced "Eco Diamond" grade, one step above "Fresh KeePer," and it will commence with the Shizuoka Prefecture Championship on September 5th (Tuesday).

In the new car market, after "SUBARU," "Toyota," and "Honda," "Mitsubishi" dealerships have also begun offering KeePer products. The "Eco Diamond" grade is featured for new cars, while "Fresh Keeper" takes the lead for existing models. Although a comprehensive installation structure is not yet established across all stores, we are steadily expanding our sales network, accumulating notable achievements.

Furthermore, we have witnessed an increase in sales directly through other new car dealerships aside from the 4 OEMs. Moving forward, it seems likely that both the sales and sales ratio in the new car market for KeePer Products Related Segment will continue to grow significantly.

In addition, regarding overseas operations, starting from today, September 1st, companies operating Lexus/Toyota dealerships in South Korea have begun implementing the Japanese-style coating sales approach by offering KeePer coatings during new car sales. While the practice of coating new cars upon purchase was not a cultural norm in South Korea, the introduction of the popular KeePer products from Japan has generated a significant positive response. Seizing this opportunity, we are set to kick off full-fledged sales efforts directed towards car dealerships operated by overseas distributors of domestic car manufacturers to facilitate the expansion of KeePer in the South Korean market.

<<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%
2023/8	1,565,335	21.8%	733,871	31.3%	831,464	14.7%

<<LABO Stores: All Store Sales>>

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%
2023/8	831,464	14.7%	107	6,146	10%	4,596	-21%	1,724	-	3,771	10%	883	29%	55,985	21%	14,852	-5.3%	6,628	-7%

<<LABO Stores: Same Store Sales>>

Existing 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	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%	41,738		13,946	-8.0%	6,786	1%
2021/8	544,346	1.8%	81	4,704		4,572	-15%			2,736	12%	598	85%	37,902		14,362	21.0%	6,882	-3%
2021/9	536,283	34.7%	81	4,544		4,386	28%			2,845	27%	579	56%	37,304		14,376	-5.0%	6,786	-2%
2021/10	604,468	36.9%	82	5,049		4,804	27%			2,953	31%	746	71%	43,977		13,745	2.0%	7,022	1%
2021/11	555,567	17.8%	82	4,606		4,621	10%			2,769	23%	603	33%	41,625		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%	61,535		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%	6,651	1%
2022/2	510,589	16.4%	84	3,417		3,574	2%			2,572	15%	722	50%	35,953	3%	14,202	13.2%	7,349	-1%
2022/3	691,704	37.7%	84	4,981		4,970	28%			3,593	28%	969	59%	44,784	33%	15,445	3.2%	7,949	4%
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%	7,748	-4%
2022/5	682,844	22.7%	86	5,954		5,594	12%			2,814	5%	613	29%	50,245	17%	13,590	5.0%	7,080	8%
2022/6	680,258	43.4%	87	4,606		6,010	48%			3,183	32%	693	33%	41,250	30%	16,491	10.1%	7,740	20%
2022/7	740,093	21.2%	86	5,393		6,185	17%			3,491	17%	758	34%	45,078	4%	16,418	16.8%	7,686	13%
2022/8	667,169	16.8%	86	5,340		5,377	13%			3,120	14%	615	-3%	43,173	9%	15,453	6.8%	7,201	5%
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%	7,046	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%	7,272	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%	6,986	5%
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%	8,183	4%
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%	6,635	0%
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%	8,053	10%
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%	8,033	2%
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%	7,906	3%
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%	6,666	-6%
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%	6,797	-11%
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%	7,368	-4%
2023/8	772,594	6.5%	94	5,845	4%	4,355	-25%	1,592	-	3,493	2%	803	17%	52,410	13%	14,741	-6.0%	6,695	-6%