

Monthly Report (February 2023):

We report the monthly sales of our directly-managed stores of the Keeper LABO operation business, the monthly sales of the Keeper Products related business, the total of them, and the monthly sales of the company as a whole.

<<Companywide>>

February sales increased 32.8% yoy to 1,246,503 thousand yen.

<<Keeper Products Business>>

In February, sales of the keeper related business increased 29.0% yoy to 506,900 thousand yen, the highest growth rate in our history.

The main reason for the strong performance was that the delayed delivery of new vehicles finally started, and the application of "KeePer Body Coat" to new vehicles for Toyota dealers began in earnest. The number of new dealers that have begun to introduce the product has steadily increased to 82 companies, up 7 companies from last month, and the number of vehicles installed is expected to steadily increase in the future.

The percentage of vehicles with "SUBARU W Diamond Keepers" coated remained steady.

In addition, the new service "Fresh Keeper," launched last year, has been very popular as a "convenient and practical product that reduces the number of car washes" at keeper pro-shop outlets, and the number of sales and applications has been growing significantly.

People who have already had Fresh Keeper applied have been reporting on social networking sites that their cars are no longer dirty, and word of mouth has suddenly led to more and more applications.

Requests for the installation of new cars are also increasing at keeper stores, and sales of ECO Diamond Keepers and other products are doing well.

Also, yellow sand and pollen have started to fly and contaminate cars. The demand for car wash services is also increasing, and the stores are getting busier and busier every day.

<<LABO Operation Business>>

In February, sales at all 97 directly managed stores (Itabashi store is temporarily closed) increased 35.7% yoy to 739,603 thousand yen, compared with 90 directly managed stores in the same month last year. Sales at the existing 90 stores increased 27.1% yoy to 692,672 thousand yen, and 15 stores exceeded the monthly sales target of 10,000 thousand yen, which is one of the goals of Keeper LABO, making it a very strong month.

Application to new cars increased

The number of vehicles with Diamond Keepers or higher performance coatings (Diamond, W-Diamond, ECO Diamond, and EX-Keeper) was 4,563 this year, compared to 3,531 last year, an increase of 1,032 units. Looking at the number of units applied to new cars, the number of units applied to new cars increased by 818 units from 1,667 units last year to 2,485 units this year, with approximately 80% of the increase coming from the application of coatings to new cars. In addition, when new cars are coated, many customers choose the premium course, which can coat not only the body but also the wheels, windows, steps, inside of the hood, etc. Of the 2,485 new cars coated, 1,138 cars (46%) chose the premium course. Of the 2,485 new cars that had the premium course applied, 1,138 cars, or 46%, chose it.

Number of vehicles with each keeper coating applied

The number of EX Keeper cars with new car application was 1,215 (up 55%), and with many reservations for March, the number is expected to continue to increase. The number of Crystal Keepers was 3,767 (flat), the same number as the previous year despite the shift to the new "Fresh Keepers" service, and 4,856 (28.3%) when combined with Fresh Keepers, which are the same durability type (28.3% increase), which is the same durability type, and also led to an increase in the average unit price. The number of maintenance services for each type of keeper coating also increased by 32%, indicating that users' needs to "keep their cars looking good for a long time" are becoming even stronger.

Increased number of coatings and more efficient work environment have helped to keep the average unit price up.

In February, cars were very dirty due to rain mixed with yellow dust from the beginning of the month. In addition, in the second half of the month, the impact of pollen also increased demand for "just wanting to freshen up = car wash," resulting in a 26% increase in the number of car wash visits.

Conventionally, an increase in the number of relatively low-priced car washes tends to lower the average unit price, but the aforementioned increase in coatings and the renovation of the shop into a "work space that does not move," where everything from washing to finishing can be completed on the spot, worked effectively, raising the average unit price to 15,479 yen (up 8% from the previous year) and boosting man-hour productivity by 35.7%. The average unit price increased to 15,479 yen (up 8% from the previous year), and productivity per man-hour was 7,973 yen per hour (up 9% from the previous year), which was also at an appropriate level compared with the 35.7% increase in the previous year, and the operation did not cause staff fatigue.

(,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%

<<LABO Stores: All Stores>>

All Stores	Sales (,000 yen)	yoy	# stores	Number of coating units applied								# visits		ASP (yen/visit)		Productivity (yen/hr)	
				Pure maintana nce	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				15,099	32.0%
2020/8	534,942	52.5%	82	6,132	61%	5,370	45%			2,447	47%	324				11,891	15.0%
2020/9	398,034	17.3%	82	3,130	5%	3,432	-2%			2,240	9%	370				15,072	29.0%
2020/10	441,650	58.2%	83	3,829	52%	3,771	32%			2,256	46%	435				13,455	20.0%
2020/11	471,755	56.1%	83	4,151	30%	4,219	29%			2,256	58%	453				12,516	21.0%
2020/12	804,250	37.3%	84	7,814	0%	7,210	17%			3,489	24%	837				14,860	9.0%
2021/1	359,949	54.2%	84	3,075	19%	2,998	44%			1,758	41%	357				11,131	9.0%
2021/2	438,527	49.2%	84	3,410	18%	3,512	29%			2,332	41%	480	1448%			12,542	20.0%
2021/3	502,455	35.2%	84	3,549	3%	3,881	16%			2,935	39%	609	236%			14,970	18.0%
2021/4	614,966	135.5%	86	4,997	93%	5,043	107%			3,311	127%	614	321%			13,264	6.0%
2021/5	556,472	42.3%	86	4,805	8%	5,016	20%			2,854	52%	475	118%			12,939	8.0%
2021/6	474,371	40.5%	87	3,653	9%	4,070	15%			2,520	46%	523	162%			14,983	11.0%
2021/7	610,700	59.5%	86	5,365	59%	5,283	47%			3,141	57%	567	95%			14,062	-7.0%
2021/8	570,969	6.7%	86	4,827	-21%	4,748	-12%			2,903	19%	636	96%			14,473	22.0%
2021/9	564,146	41.7%	88	4,703	50%	4,563	33%			3,002	34%	619	67%			14,462	-4.0%
2021/10	641,662	45.3%	88	5,295	38%	5,030	33%			3,150	40%	803	85%			13,912	3.0%
2021/11	586,983	24.4%	88	4,795	16%	4,841	15%			2,927	30%	652	44%			13,420	7.0%
2021/12	998,955	24.2%	88	9,484	21%	8,117	13%			4,283	23%	1,181	41%			15,543	5.0%
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%
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%
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%
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%
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%
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%
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%
2022/8	725,113	27.0%	93	5,611	16%	5,785	22%			2,775	18%	685	8%	46,241	17%	15,681	8.3%
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%
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%
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%
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%
2023/1	569,442	15.0%	97	4,473	7%	3,108	-14%	922	-	2,403	17%	705	15%	43,642	2%	13,048	13.2%
2023/2	739,603	35.7%	97	4,707	32%	3,767	0%	1,089	-	3,348	45%	1,215	55%	47,781	19%	15,479	8.0%

<<LABO Stores: Existing Stores>>

Existing Stores	Sales (,000 yen) yoy		# stores	Number of coating units applied										# visits yoy		ASP (yen/visit) yoy		Productivity (yen/hr) yoy	
				Pure maintana nce	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%	6,725	20%
2020/8	524,254	49.5%	80	6,059		5,273	43%			2,399	44%	316				11,865	15%	7,094	21%
2020/9	391,283	15.3%	80	3,095		3,386	-3%			2,201	7%	363				15,088	29%	6,931	11%
2020/10	431,598	54.6%	80	3,768		3,702	30%			2,199	43%	423				13,427	20%	6,984	25%
2020/11	459,989	52.2%	80	4,101		4,113	26%			2,184	53%	443				12,455	21%	6,951	24%
2020/12	781,619	33.4%	80	7,655		7,039	14%			3,365	20%	805				14,801	9%	8,495	17%
2021/1	346,108	48.2%	80	3,011		2,904	40%			1,690	35%	336				11,020	8%	6,578	22%
2021/2	422,192	43.7%	80	3,318		3,369	24%			2,238	35%	466	1403%			12,467	19%	7,487	24%
2021/3	481,273	29.5%	80	3,466		3,780	13%			2,804	33%	569	214%			14,849	17%	7,653	11%
2021/4	597,176	128.7%	81	4,891		4,915	102%			3,200	119%	593	306%			13,206	5%	8,107	15%
2021/5	532,271	36.1%	81	4,667		4,838	15%			2,691	44%	452	107%			12,822	7%	6,563	-2%
2021/6	456,605	35.2%	82	3,574		3,965	12%			2,403	39%	498	149%			14,848	10%	6,448	-2%
2021/7	582,084	52.1%	81	5,215		5,072	41%			2,979	49%	526	81%			13,946	-8%	6,786	1%
2021/8	544,346	1.8%	81	4,704		4,572	-15%			2,736	12%	598	85%			14,362	21%	6,882	-3%
2021/9	536,283	34.7%	81	4,544		4,386	28%			2,845	27%	579	56%			14,376	-5%	6,786	-2%
2021/10	604,468	36.9%	82	5,049		4,804	27%			2,953	31%	746	71%			13,745	2%	7,022	1%
2021/11	555,567	17.8%	82	4,606		4,621	10%			2,769	23%	603	33%			13,347	7%	6,698	-3%
2021/12	953,238	18.5%	84	9,154		7,794	8%			4,068	17%	1,114	33%			15,491	4%	7,866	-7%
2022/1	470,325	30.7%	84	4,023		3,447	15%			2,054		564	58%	41,045	27%	11,459	3%	6,651	1%
2022/2	510,589	16.4%	84	3,417		3,574	2%			2,572		722	50%	35,953	3%	14,202	13%	7,349	-1%
2022/3	691,704	37.7%	84	4,981		4,970	28%			3,593		969	59%	44,784	33%	15,445	3%	7,949	4%
2022/4	757,660	23.2%	86	5,136		5,515	9%			3,354		1,029	68%	45,134	-3%	16,787	27%	7,748	-4%
2022/5	682,844	22.7%	86	5,954		5,594	12%			2,814		613	29%	50,245	17%	13,590	5%	7,080	8%
2022/6	680,258	43.4%	87	4,606		6,010	48%			3,183		693	33%	41,250	30%	16,491	10%	7,740	20%
2022/7	740,093	21.2%	86	5,393		6,185	17%			3,491		758	34%	45,078	4%	16,418	17%	7,686	13%
2022/8	667,169	16.8%	86	5,340		5,377	13%			3,120		615	-3%	43,173	9%	15,453	7%	7,201	5%
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%	7,046	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%	7,272	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%	6,986	5%
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%	8,183	4%
2023/1	532,447	7.5%	89	4,303	3%	2,930	-19%	863	-	2,230	8%	652	7%	41,048	-4%	12,971	13%	6,635	0%
2023/2	692,672	27.1%	90	4,537	27%	3,573	-6%	1,024	-	3,124	36%	1,120	43%	45,329	19%	15,281	7%	8,053	10%