

August 14, 2024

To All Concerned Parties

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### **Monthly Information for July 2024**

We are pleased to announce the monthly results of our " At-home pick up business " and "Group store purchase business and other purchase business" for June.

Please refer to the end of this report for the assumptions used for KPI disclosure in each business segment. The next monthly report for August 2024 is scheduled to be released on September 13, 2024.

#### **■Monthly Summary**

##### **<At-home pick-up business>**

- In July, the number of inquiries was 91% of the previous year's level and the number of business trip visits was 112% of the previous year's level.

In the current fiscal year, the Company implemented a strategy to increase carry (reservations for future visits) before the off-season summer season by improving the revisit rate (repeat rate) and by taking measures to increase the number of inquiries at different times of the year (reducing inquiries during the summer months of July and August, when demand is low) in response to the large gap in the number of visits and to improve advertising cost efficiency, which were issues last year.

As a result, the number of inquiries in July, an off-peak month, is below the previous year's level, but the number of visits remained steady at about 23,000 (112% of the previous year), which is in line with the strategy for this fiscal year, and there are no problems. The revisit rate for July was approximately 9.6%, a new record high.

- Since the number of visits has been planned in line with the number of assessors since the beginning of the period, we do not expect an upward revision to the full-year plan of 285,000 visits (109% YoY), and we continue to recognize an improvement in the unit price per visit as the upside.
- Gross profit per visit has continuously exceeded the previous year's level due to an increase in return visits (repeats), which are often for high unit price projects, and the results of enablement of assessors.
- Purchases were 733 million yen, 132% of the previous year's level, thanks to an increase in the number of visits and higher unit prices.

##### **<Group store purchase business and other purchase business>**

- The increase in the number of customers and unit price per customer rose significantly due to the contribution of the increase in new stores and the success of measures to strengthen the acquisition of repeat customers through group cooperation.

In April of this year, the company transitioned to a two-representative system, with Iwata, Chairman of the Board and Representative Director, in charge of the group's store purchasing business. The separation and concentration of roles promote data-driven management of the group's store purchasing business,

and early productivity gains are manifested in the effective enablement of store staff.

- Purchases remained strong throughout the group stores, remaining at a high level of 170% over the previous year.
- The number of group stores progressed as expected against the full-year plan. In July, BuySell opened three new stores: ASUNAL Kanayama (Nagoya), Hankyu Umeda (Osaka), and Yokohama MORES.
- Since Musubi's purchase volume is reflected one month late, the purchase volume of the group store purchasing business and other purchasing business in June was retroactively adjusted, increasing from 173% to 204% year-on-year.

### <At-home pick-up business>

#### ■Number of inquiries

FY2024	Jan	Feb	Mar	Apr	May	Jun	1H
N of Inquiries	33,733	32,227	38,621	38,155	47,951	33,932	224,619
YoY	91%	107%	106%	106%	106%	95%	102%

	Jul	Aug	Sep	Oct	Nov	Dec	Full Year
N of Inquiries	30,789						
YoY	91%						

(Full-year inquiries plan: 454,000/YoY 101%, 56.3% progress in this fiscal year)

#### ■Number of visits

FY2024	Jan	Feb	Mar	Apr	May	Jun	1H
N of visits	19,837	19,174	23,733	24,527	25,968	23,766	137,015
YoY	106%	106%	114%	125%	119%	107%	113%

	Jul	Aug	Sep	Oct	Nov	Dec	Full Year
N of visits	23,570						
YoY	112%						

(Full-year Number of visit plan: 284,800/YoY 109%, 56.4% progress in this fiscal year)

#### ■Amount of purchases (Million yen)

FY2024	Jan	Feb	Mar	Apr	May	Jun	1H
A of purchases	592	570	675	787	876	753	4,254
YoY	129%	123%	129%	143%	149%	124%	133%

	Jul	Aug	Sep	Oct	Nov	Dec	Full Year
A of purchases	733						
YoY	132%						

**<Group store purchase business and other purchase business>**

**■Amount of purchases (Million yen)**

FY2024	Jan	Feb	Mar	Apr <sup>*1</sup>	May <sup>*2</sup>	Jun <sup>*3</sup>	1H
A of purchases	1,386	1,494	1,775	2,177	2,733	<u>2,251</u>	<u>11,817</u>
YoY	183%	208%	183%	227%	221%	<u>204%</u>	<u>206%</u>

	Jul	Aug	Sep	Oct	Nov	Dec	Full Year
A of purchases	1,845						
YoY	170%						

<sup>\*1</sup> The purchase amount of Musubi Company was added from April 2024.

<sup>\*2</sup> Since Musubi's purchase volume is reflected one month late, the June figures and 1H cumulative figures are retroactively adjusted from the monthly figures released on July 17. Before the revision, July purchase volume was 1,900 million yen (174% y/y), and 1H cumulative purchase volume was 11,466 (200% y/y).

<sup>\*3</sup> Purchases in July and year-on-year comparison do not include Musubi Corp.

**■Number of Stores**

Company name	End of the previous period (A) (Dec. 2023)	June.2024 (B)	July. 2024 (C)	increase or decrease		Remark: Opening and Closing of Stores etc,
				(C)-(A)	(C)-(B)	
BuySell Technologies	23	28	31	+8	+3	Kanayama(NAGOYA),Umeda(OSAKA),YOKHAMA
TIMELESS	26	30	30	+4	-	
Four-Nine (direct management)	19	18	20	+1	+2	
Four-Nine (franchises)	200	216	217	+17	+1	2 stores opened, and 1 store closed
NISSO	5	5	5	-	-	
MUSUBI	-	59	60	+60	+1	Combined from April 2024 due to new consolidation
Group total	273	356	363	90	+3	

End.

**(note)**

- The above results are preliminary and may be revised at a later date.  
Figures in this document are unaudited.
- P/L consolidation of Four-nine from October 2022, Nisso from January 2024, and Musubi from April 2024.
- Number of inquiries: Several customer inquiries were obtained through various promotional advertisements.
- Number of visit: Several visits to customers' homes by our field salespersons.
- Amount of purchases: Total amount of items purchased from customers (before elimination of intercompany transactions).

**(Assumptions for KPI disclosure in each business)**

● **At-home pick-up business**

**Disclose "Number of inquiries," "Number of visits," and "Amount of purchases" as monthly KPIs.**

The number of inquiries, the number of visits, and the purchase amount are defined as key indicators of monthly progress in our main business, at-home pick-up business (on a non-consolidated basis). We define "number of inquiries," "number of visits," and "purchase amount" as KPIs to be disclosed as important indicators of monthly progress in our main business (non-consolidated), on-site purchase business.

\*Based on the policy of expanding profitability, the Company has adopted a policy of disclosing "purchase amount" instead of "sales" as a monthly performance indicator for the "at-home pickup business", to strategically determine and execute the selection of sales channels and timing of sales according to inventory conditions and other factors.

Such purchases are recorded as net sales when sold after a certain period.

● **Group store purchase business and other purchase business.**

**Disclose "Amount of purchases" and "Number of Stores" as monthly KPIs.**

In addition to the Group's overall store purchase business (consolidated), this segment consists of home delivery purchasing, auction purchasing, and supplier purchasing. The "number of stores" and "amount of purchases" are defined as disclosed KPIs as important indicators of monthly progress in this business.