

Everyone

Company name IBJ, Inc
 (Securities code:6071 Tokyo Stock Exchange Prime Market)
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IBJ Corporation (Marriage Agency Business) KPI Report for August 2024

	August 2023(A)	August 2024(A)	Change(B)/(A)
Number of marriage agencies	4,020	4,376	+108.9%
Number of new membership	4,460	5,653	+126.7%
Number of marriage meetings	58,322	69,270	+118.8%
Number of Marriages per Month	1,062	1,227	+115.5%
Number of Arranged marriage Meeting member	86,002	94,022	+109.3%

*The number of registered members is the number of members registered on the IBJ's matchmaking system out of the number of matchmaking members at member agencies and directly managed agencies *The number of successful marriages is the number of successful marriages only within IBJ (excluding those at federations other than IBJ, introductions by friends, etc.)

Each of the KPIs in the IBJ marriage agency business continued to perform well in August. In particular, the number of new memberships has been strong for three consecutive months since June, when O-net started full-scale operations. In addition to organic growth at existing IBJ member agencies and directly managed agencies, O-net contribution has helped to increase the monthly base by about 1,000 members compared to last year.

Furthermore, the number of marriage meetings in August reached a record high of 69,270, bringing the total for 2024 to 500,000, a pace one month faster than last year. The increase can be attributed to the increase in the number of active members due to the increase in the number of new members and the strengthening of cooperation among agencies due to the penetration of the branch system. As a result, a significant increase in the number of marriages is expected toward the end of the year, and each KPI of the IBJ marriage agency Business is expected to continue to grow in the coming months and beyond.

IBJ, which currently creates 1 in 40 of Japan's successful marriages, is expanding its market size through approaches from both directly managed and member agencies, and we believe that if we continue to grow our business at the current pace, 1 in 20 of our successful marriages will be IBJ couples in the future.

Furthermore, we will strengthen our partnerships with local governments and public administration (central government agencies), aiming to simultaneously improve our business performance and corporate value through a proactive approach to the national issue of the declining birthrate.