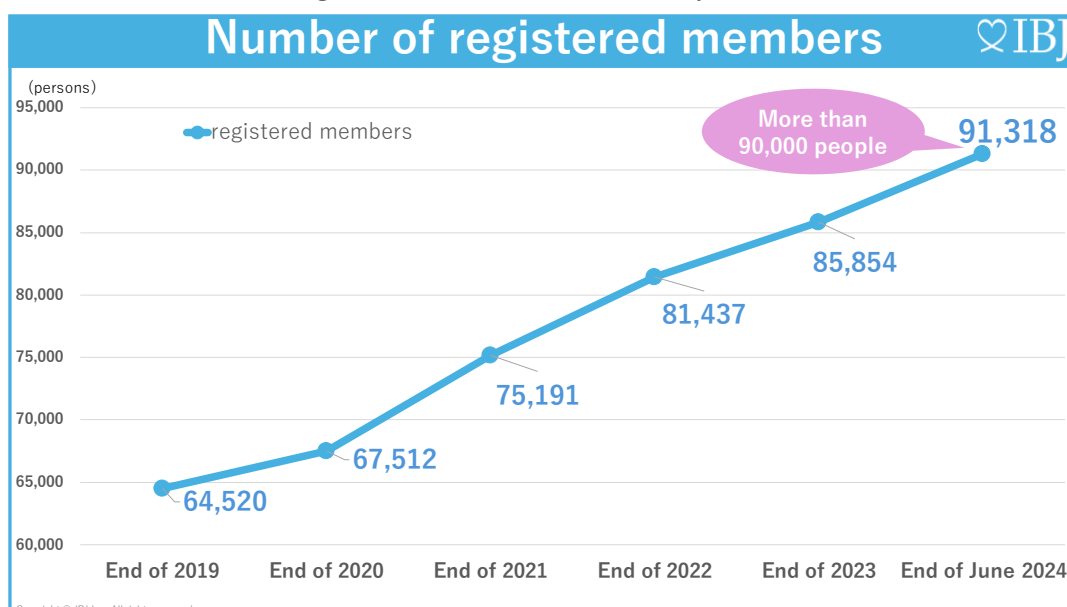


Everyone

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Monthly KPI Report for June 2024 (Number of registered members finally exceeded 90,000)



The number of IBJ registered members has been growing steadily, surpassing 90,000 at the end of June. One of the reasons for this strong performance is the spread of matching applications. The use of matching applications is expanding, especially among young people, due to the convenience of being able to start using them easily.

Meanwhile, as a trend among new members of IBJ's marriage agencies, the number of those who have shifted their activities from matching applications to marriage agencies has been increasing. The reason for this is that there is a discrepancy in the level of seriousness about marriage and the mental fatigue of continuing marriage activities without anyone to talk to.

In light of the above factors, we believe that the increase in the use of matching applications will stimulate latent demand and lead to an increase in the number of users of marriage agencies, providing a further tailwind for the approximately 4,300 marriage agencies nationwide.

In order to accurately capture this demand, IBJ is expanding its support for member agencies nationwide by promoting exchanges among member agencies through a prefecture-based branch

system and strengthening membership acquisition through start-up support. In addition, directly managed agencies (IBJ Members, ZWEI, and Sunmarie) are training staff and strengthening cooperation with parties in order to increase the number of new members.

As a result of the success of these measures by both member agencies and directly managed agencies, various KPIs in the marriage agency business performed well, and the number of new members in June reached 5,748 (+41.7% YoY), surpassing the 90,000 registered member mark. This growth momentum is expected to continue.

	June 2023(A)	June 2024(B)	Change(B)/(A)
Number of marriage agencies	3,883	4,317	+11.2%
Number of new membership	4,057	5,748	+41.7%
Number of marriage meetings	56,150	65,876	+17.3%
Number of Marriages per Month	1,097	1,159	+5.7%
Number of Arranged marriage Meeting member	84,360	91,318	+8.2%

*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.)

And all key indicators for the single month of June were favorable, exceeding the results for the same month last year. In particular, the number of new members reached a record high of 5,748 (+41.7% YoY), exceeding the number in May when there was a major holiday weekend. In addition, the number of blind dates increased by approximately 10,000 to 65,876 (+17.3% YoY), showing that the marriage market is thriving, and the number of successful marriages also remained strong at 1,159 (+5.7% YoY).

These favorable trends are attributed to the organic functioning of the KPI increase cycle from (1) to (4) below.

- (1) Increase in the number of new members due to an increase in the number of member agencies
- (2) Increase in the number of blind dates due to an increase in the number of new members
- (3) Increase in the number of successful marriages due to an increase in the number of blind dates
- (4) Increase in the number of new members due to increase in the number of successful marriages

Then, O-Net, which had started operations sequentially, started membership registration at almost all branches (38 branches as of the end of June). The number of new members was approximately 700 in the single month of June, contributing significantly to the increase in KPI.

In parallel with the growth of its business, IBJ also aims to promote support for marriage activities in each prefecture, including local governments. This year, in addition to holding large-scale marriage activity events in cooperation with local governments and holding seminars for local government marriage activity support groups, IBJ aims to work with central government agencies and provide its know-how and methods to marriage activity support groups led by local governments, thereby playing a role in the infrastructure for marriage activity in Japan and enhancing its social contribution and corporate value. IBJ will continue to contribute to society and enhance its corporate value.