



**LINKBAL**

# Presentation materials for the Nine months Ended June 30, 2024

LINKBAL INC.

Aug 9, 2024  
(Stock code: 6046)

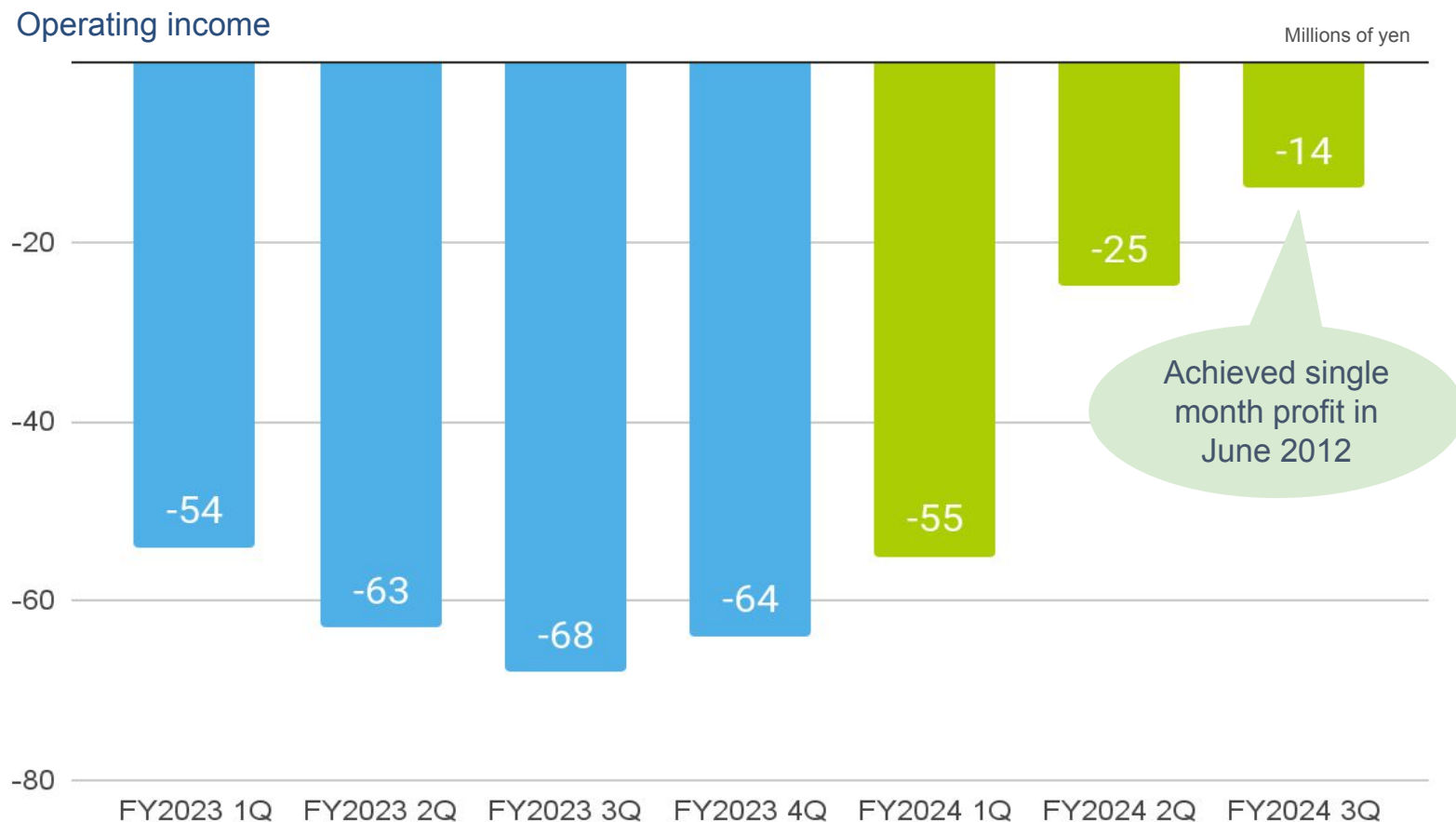
- Plans, outlook, strategies, and other forward-looking statements included in this material are based on information available by LINKBAL and certain assumptions deemed reasonable by LINKBAL as of the preparation of this material. As such, these statements contain various risks and uncertainties.
- Actual results may differ significantly from these statements due to changes in the business environment.
- Furthermore, information on LINKBAL stated in this material is quoted from public information and other sources, and LINKBAL makes no guarantee on the accuracy of the information.

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# 1 Summary of Fiscal Year 2024 Q3 Consolidated Financial Results



- In addition to sustained sales growth, LINKBAL INC. will promote the reallocation and optimization of management resources to achieve a single month of operating profit on a non-consolidated basis by June 2024.



※FY2023 3Q Total results are non-consolidated results of LINKBAL INC.

# Consolidated PL Summary

- **Revenue: 736 million yen.**
- **Cost of SG&A expenses: 831 million yen.**

LINKBAL INC. alone achieved a single month of operating profit in June 2024. In anticipation of further growth, LINKBAL INC. has invested aggressively in a new service, "1on1 for Singles," and in MiDATA INC., a subsidiary that develops AI business, in order to further strengthen the foundation for future growth.

(Millions of yen)

	FY2024 3Q Total	FY2023 3Q Total(※)	
	actual results	actual results	Ratio of increase/decrease
<b>Net sales</b>	<b>736</b>	<b>651</b>	<b>+13.1%</b>
<b>Cost and SG&amp;A expenses</b>	<b>831</b>	<b>837</b>	<b>-0.7%</b>
sales ratio(%)	112.9%	128.6%	△16.7%
<b>Operating income</b>	<b>△95</b>	<b>△185</b>	-
sales ratio(%)	-	-	-
<b>Ordinary income</b>	<b>△94</b>	<b>△185</b>	-
sales ratio(%)	-	-	-
<b>Net income for the quarter</b>	<b>△96</b>	<b>△189</b>	-
sales ratio(%)	-	-	-

※FY2023 3Q Total results are non-consolidated results of LINKBAL INC.

# Service Revenue Overview

- **Event e-commerce site operation services: +15.7% compared to the same cumulative quarter of the previous year.**

With regard to "machicon JAPAN," the Company, in cooperation with its subsidiary MiDATA INC., has worked to increase the number of users by creating an environment that appropriately matches diversifying dating needs and events through the development of proprietary AI technology. We also continued to strengthen collaboration with companies in other industries to plan and operate events with new approaches to reach potential customers. At "1on1 for Singles," a café-lounge offering one-on-one encounters, we steadily captured the needs of a different segment of users from "machicon JAPAN" and "CoupLink" and expanded the number of users.

- **Website management services: +7.2% compared to the same cumulative quarter of the previous year.**

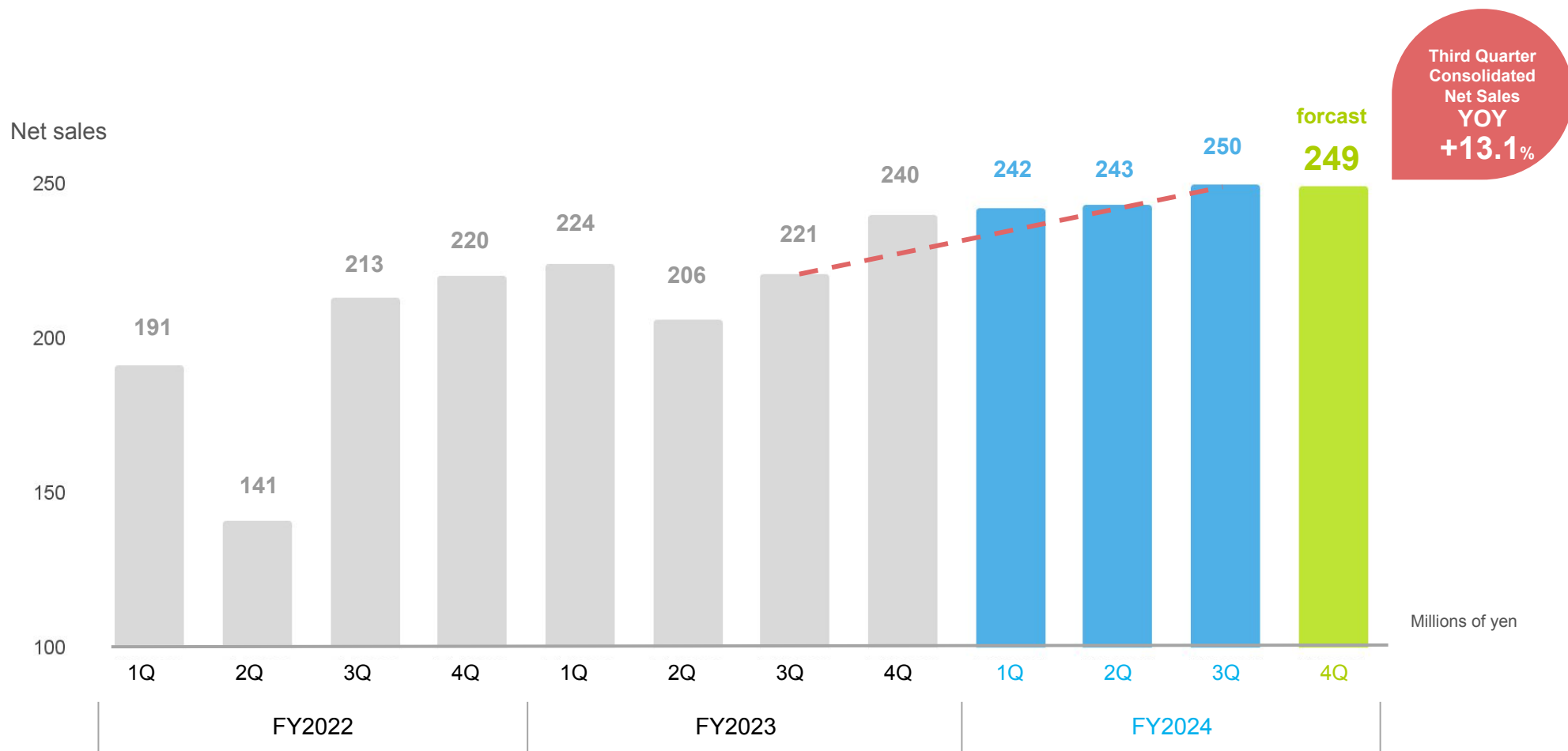
With respect to the "CoupLink" matching application, the Company continued to build a safe and secure usage environment by utilizing AI technology. The "Marriage Style" service is scheduled to be terminated at the end of September 2024.

(Millions of yen)

		FY2024 3Q	FY2023 3Q	
		actual results	actual results	Ratio of increase/decrease
<b>Event e-commerce site operation services</b>		<b>514</b>	<b>444</b>	<b>+15.7%</b>
	Composition ratio (%)	70.0%	68.2%	+1.8pt
<b>Website management services</b>		<b>221</b>	<b>206</b>	<b>+7.2%</b>
	Composition ratio (%)	30.0%	31.8%	△1.8pt

※FY2023 3Q results are non-consolidated results of LINKBAL INC.

- Consolidated quarterly sales grew steadily



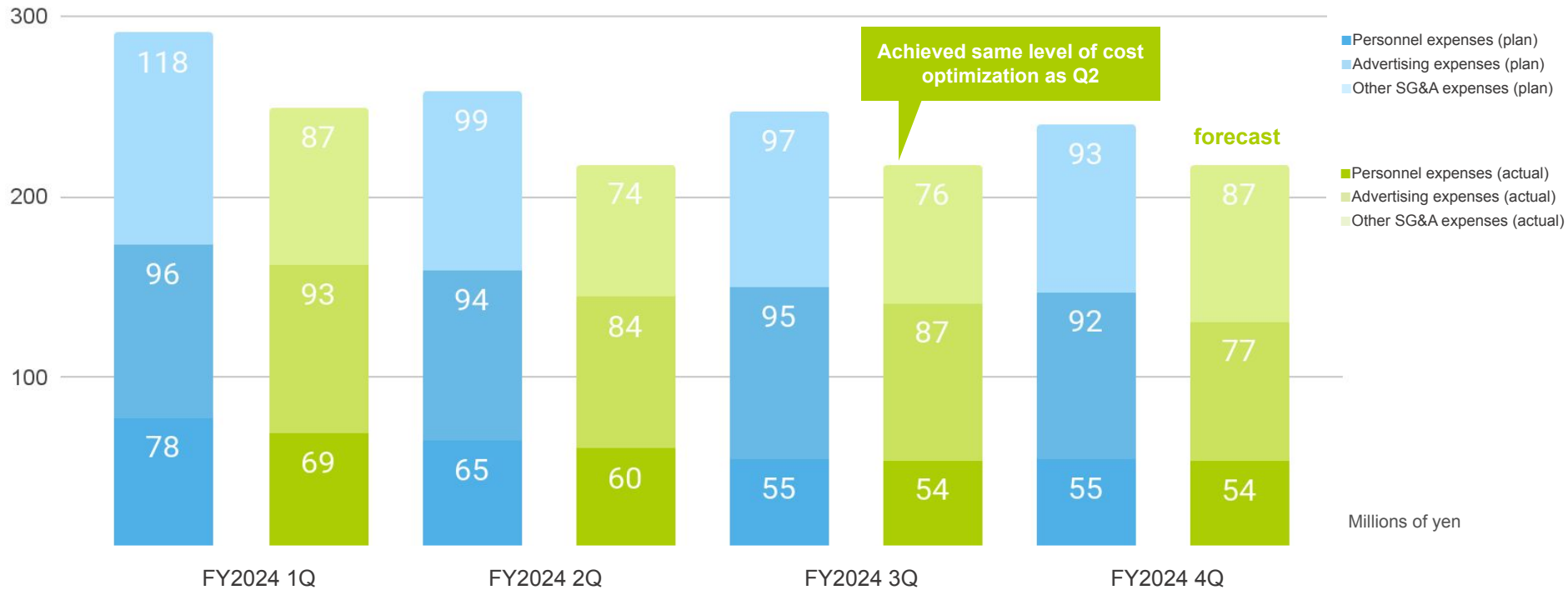
\*Figures for FY2024 4Q are forecasts.

\*Figures for FY2023 4Q and before are non-consolidated figures for LINKBAL INC.



- Cost optimization at the same level as in the second quarter**

In addition to executing cost reviews, including reductions in indirect operations and administrative costs associated with streamlining business operations, the Company worked to efficiently manage personnel costs by promoting the appropriate allocation of personnel.



\*Plan value changed to consolidated forecast.

## Collaborating with companies in other industries to create new value

### Open House Group Co.,LTD.

Open House Group Co.,LTD. and LINKBAL INC. started collaboration in June 2024 to support users' encounters by matching new values of "ideal home".

We will provide "encounters with people" that are not bound by stereotypes by implementing joint projects at various encounters, such as "LOVE FES," a large-scale festival event for encounters hosted by "machicon JAPAN," and the "CoupLink" matching application.



LOVE FES 



### SMBC Consumer Finance Co., Ltd.

SMBC Consumer Finance Co.,Ltd. and LINKBAL INC. entered into a business alliance in June 2024.

a company that develops AI services, will utilize "AI that automatically improves the placement of advertisements on the site" to address issues that prevent users from viewing the original content, and will continue to make improvements automatically without adversely affecting the user experience and without requiring human resources. We will continue to improve the content automatically without any negative impact on the user experience and without human effort.



MiDATA  
Science that makes you smile!



## "1on1 for Singles" released a matching app to meet people through their voices.

Since the opening of "1on1 for Singles," a café-lounge for meeting people in July 2023, LINKBAL INC. has been making efforts to create new encounters for customers at its stores.

On July 9, 2024, we released the "1on1 for Singles" matching application so that customers can easily use "1on1 for Singles" anytime, anywhere, and meet people more easily than with a matching application.

This matching app, like the stores, does not require matching or messaging, and in addition, there is no need to show one's face, allowing communication to take place using only one's "voice. In addition, a system for mutually evaluating each other's mannerisms after the 1-on-1 session is completed has been introduced to provide high quality encounters. The service is designed to provide a flexible love and marriage activity service that allows users to casually converse with the opposite sex anytime and anywhere, and aims to attract new users that are different from those at events and matching applications.



## Consolidated B/S Summary

- Cash and deposits of 1,078 million yen as of June 30, 2024
- Equity ratio remained high at 76.6%, with ample working capital

(Millions of yen)

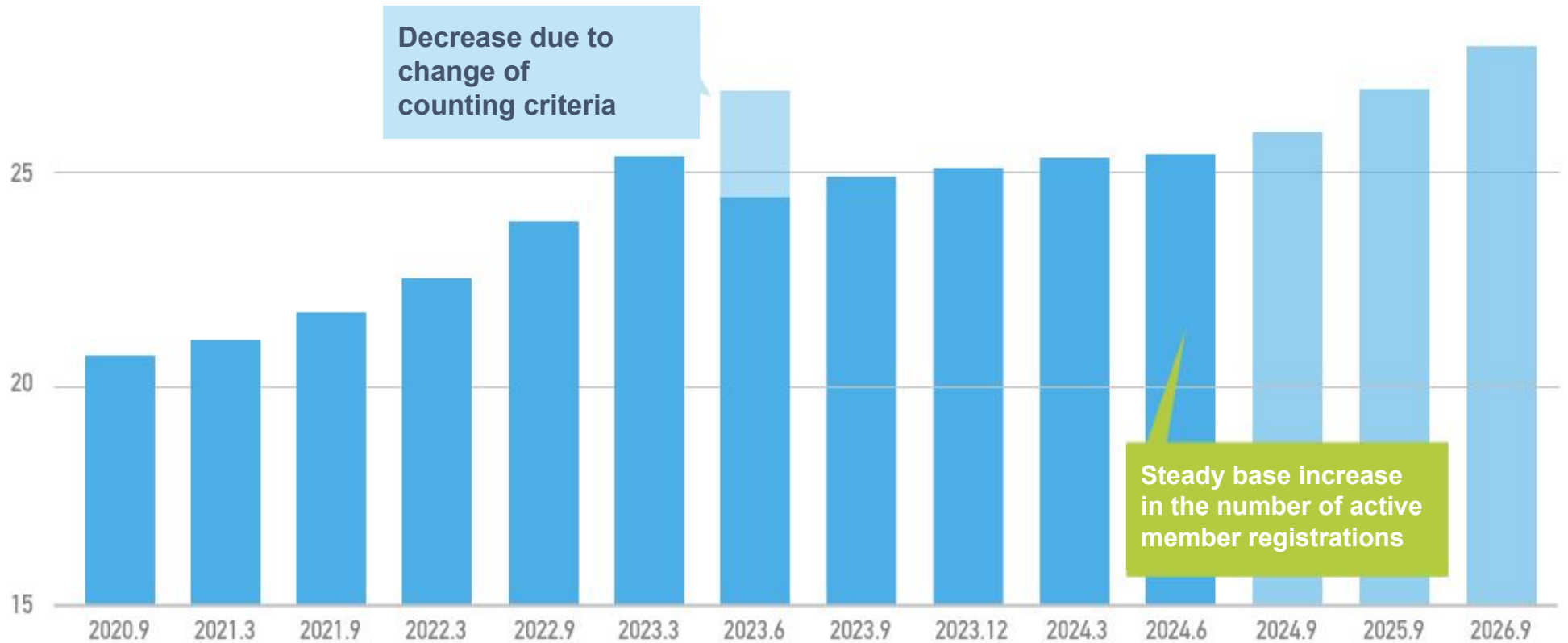
		FY2024 3Q	End of fiscal year 2023	Compared to end of FY2023
	Current assets	1,203	1,279	△76
	Cash and deposits	1,078	1,154	△75
	Non-current assets	146	188	△42
<b>Total assets</b>		<b>1,349</b>	<b>1,468</b>	<b>△118</b>
	Current liabilities	164	182	△17
	Non-current liabilities	149	155	△5
<b>Total liabilities</b>		<b>314</b>	<b>337</b>	<b>△23</b>
<b>Total net assets</b>		<b>1,034</b>	<b>1,130</b>	<b>△95</b>
<b>Total liabilities and net assets</b>		<b>1,349</b>	<b>1,468</b>	<b>△118</b>
<b>Equity ratio</b>		<b>76.6%</b>	<b>77.0%</b>	<b>△0.4%</b>

※End of fiscal year 2023 results are non-consolidated results of LINKBAL INC.

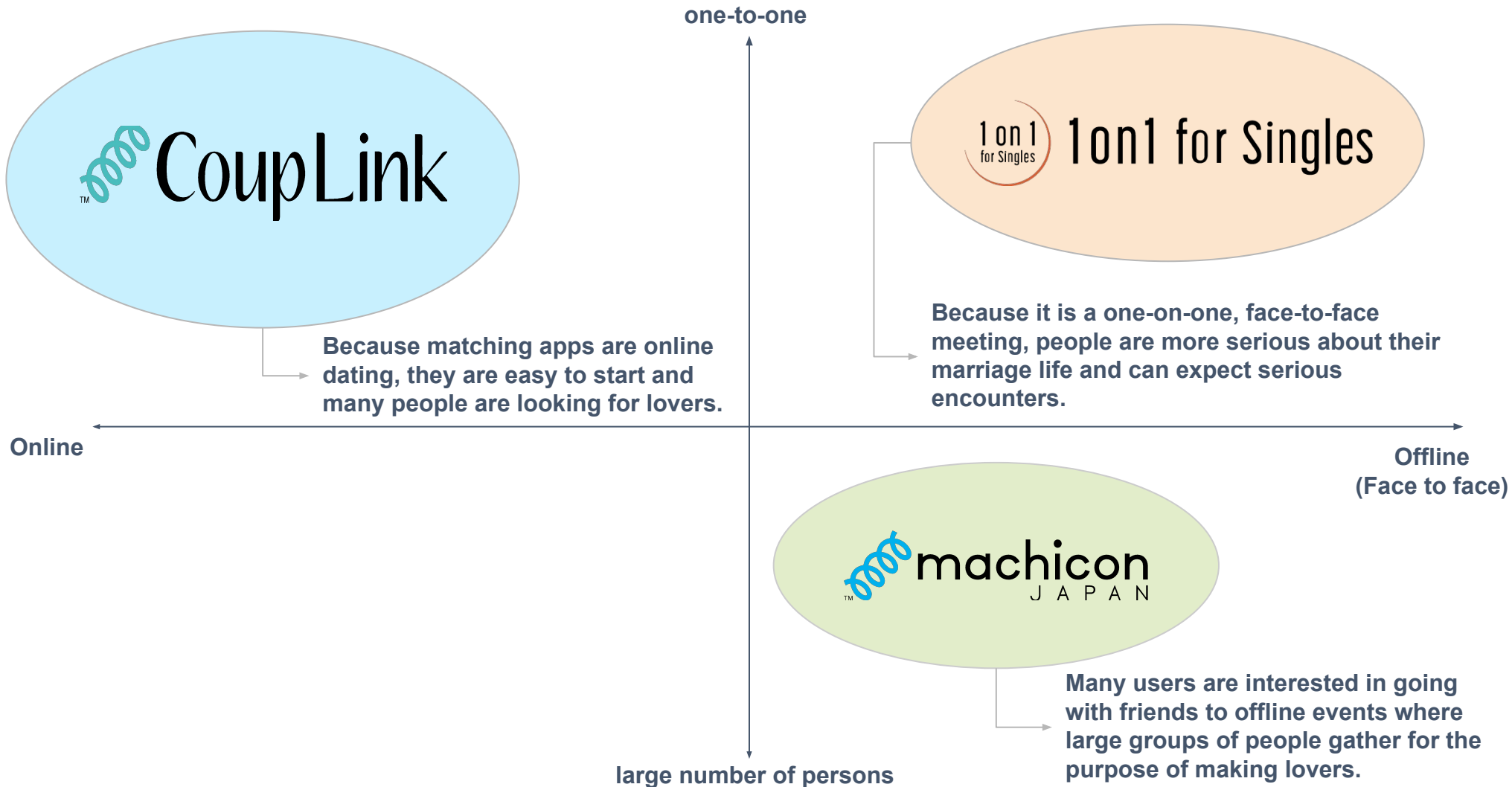
# LINKBAL ID Membership Trends

- **The number of LINKBAL ID members will increase to "2.63 million" by the end of June 2024.**  
Change in criteria for counting active members from Q3 FY2023

Unit: 100,000 persons



- All-round business development, covering a wide range of love and marriage activity demands



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## Fiscal Year Ending September 2024 Consolidated Performance Forecast



**LINKBAL**

# Fiscal Year Ending September 2024 Consolidated Performance Forecast

- **Revised consolidated earnings forecast for the full year in consideration of the performance for the third quarter of the fiscal year ending September 30, 2024.**

In addition to solid growth in sales and gross profit, the deficit narrowed significantly compared to the same period of the previous year due to strengthened cost management through review and optimization of management resources. LINKBAL INC. achieved a single month of profitable non-consolidated sales in June 2024.

(Millions of yen)

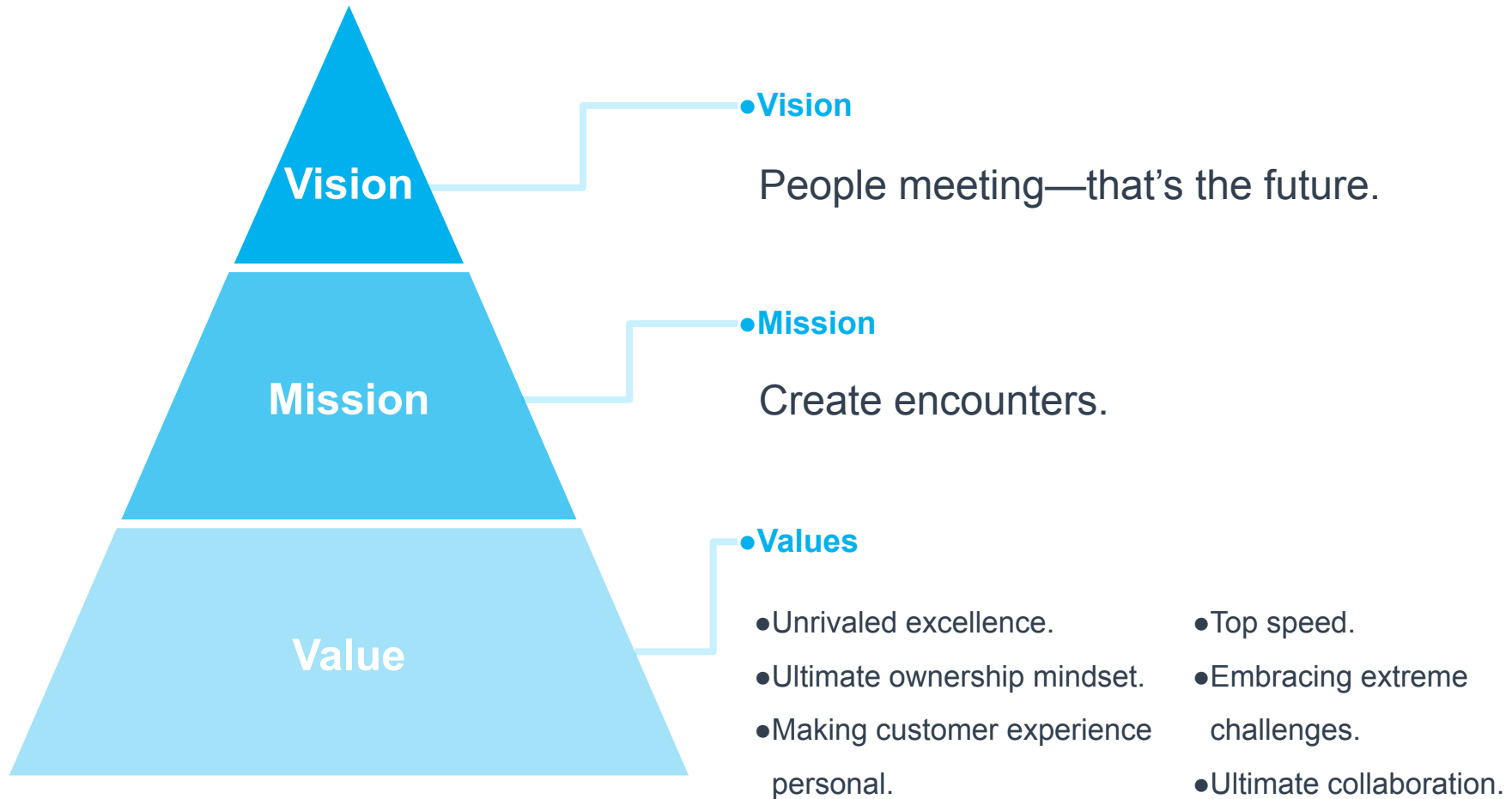
	Forecast at beginning of term	Revised Forecast	Ratio of increase/decrease
<b>Net sales</b>	<b>1,243</b>	<b>985</b>	<b>△20.8%</b>
Event e-commerce website management service	909	693	△23.8%
Website management service	334	291	△12.9%
<b>Costs and SG&amp;A expenses</b>	<b>1,236</b>	<b>1,101</b>	<b>△10.9%</b>
<b>Operating profit</b>	<b>6</b>	<b>△116</b>	<b>-</b>
<b>Ordinary profit</b>	<b>6</b>	<b>△116</b>	<b>-</b>
<b>Profit</b>	<b>4</b>	<b>△117</b>	<b>-</b>



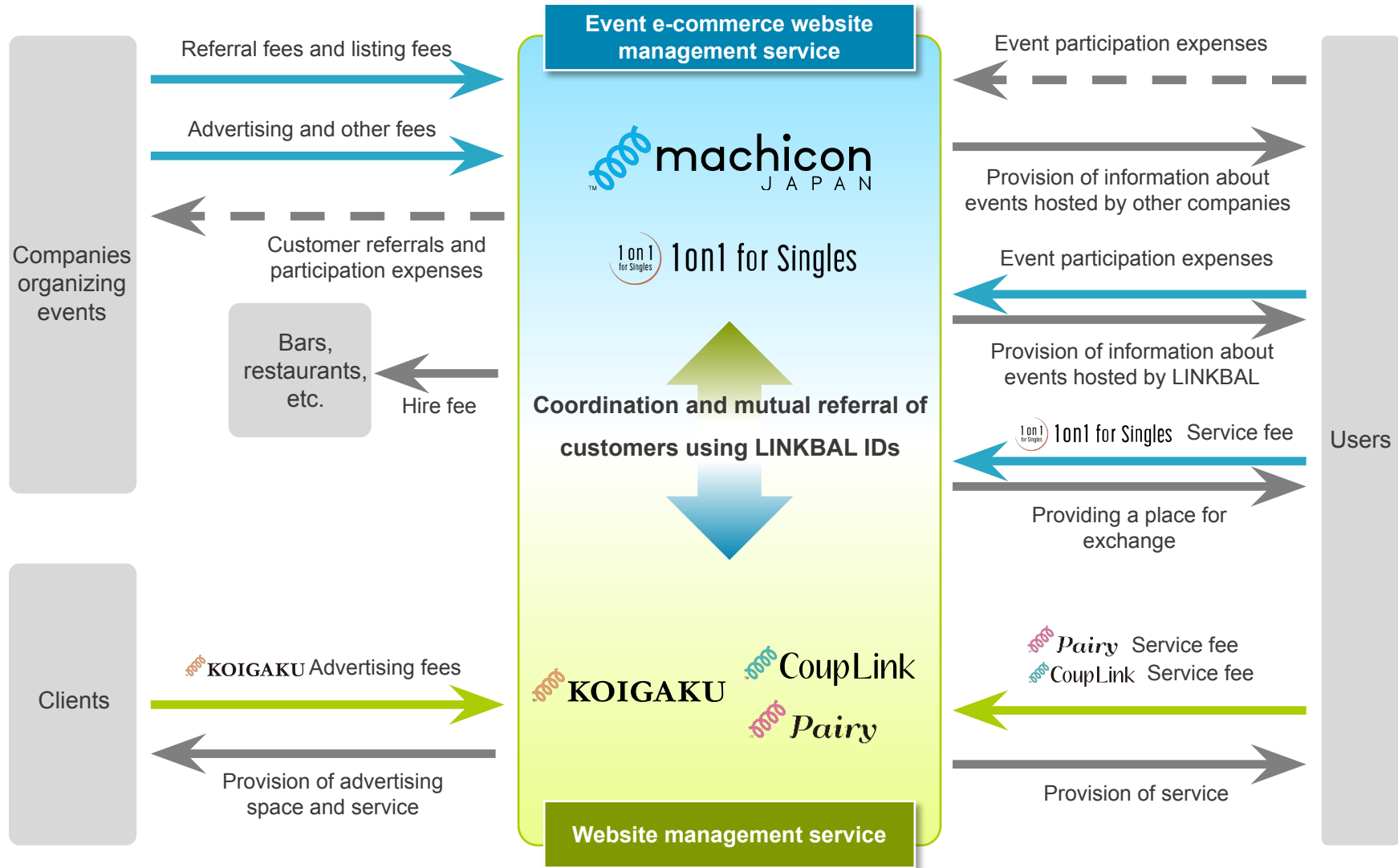
## 3 Company Profile



- **New VMV from the fiscal year ending September 30, 2024**  
Simplifying and clarifying the ideal state and further enhancing the driving force of the business.



<b>Company name</b>	LINKBAL INC.		
<b>Established</b>	December 2011		
<b>Capital</b>	50,000,000 yen		
<b>Shares listed on</b>	Tokyo Stock Exchange Growth board (securities code: 6046)		
<b>Locations</b>	Head Office 6F, Tsukiji River Front, 7-14 Akashicho, Chuo-ku, Tokyo, Japan		
<b>Management</b>	CEO & President	吉弘	和正
	Director	松岡	大輔
	Director	高橋	邦臣
	Director (Audit Committee Member)	苅安	高明
	Director (Audit Committee Member)	田部井	悦子
	Director (Audit Committee Member)	伴	直樹
<b>Employees</b>	74 (as of September 30, 2023)		
<b>Lines of business</b>	Operation of event e-commerce sites and other websites; provision of related apps		



With 2.63 million members and a large selection of event listings, machicon JAPAN is one of Japan's largest matching event e-commerce websites. The website features a wide range of content for users in search of new experiences, new friends or love.

Experiential consumption e-commerce website "machicon JAPAN"



[Outline and features]

- One of largest websites of its kind in Japan that features information about hosted events nationwide
- Members (holders of LINKBAL IDs\*1) are primarily in their 20s and 30s
- A rich and ever-growing range of contents

Dating and marriage

Making friends

Professional networking

Face-to-face meetings

Self-improvement

Experiences

, etc.

\*1: LINKBAL ID is a user ID that can be used on "machicon JAPAN" and "CoupLink."

# Event E-commerce Website Management Service

**“1on1 for Singles” is a cafe lounge where you can meet one-on-one.  
We realize one-on-one encounters for all “singles”.**

1on1 for Singles, a cafe lounge  
where you can meet one-on-one



[Outline and features]

- Provides a place for one-on-one interaction
- Introduce membership system and evaluation system among users
- Opened the first store in Shinjuku in July 2023.
- Opened Ebisu branch in September 2023

By collaborating with “machicon JAPAN,” Japan’s first matching app that collaborates with matching events, we have a customer attracting channel that is especially ours and different from other companies.

## Matching app “CoupLink”



### [Outline and features]

- Provides an online matchmaking service for users
- Event participants can exchange messages via the app
- Free membership registration (LINKBAL ID\*1)
- Subscription-based model
- App is used by event participants, giving users a greater sense of safety and peace of mind
- App has many registered users who are very engaged in looking for love and participates in events

\*1: LINKBAL ID is a user ID that can be used on “machicon JAPAN” and “CoupLink.”

Through the referral of customers between our website management service and “machicon Japan,” we are tapping into potential customers and building a revenue base in domains surrounding our existing services.

## Dedicated app for couples “Pairsty”



App for couples to use to share plans and memories



- Provides online information sharing service for couples
- Free membership registration
- Subscription-based model

## Information site to learn about love「KOIGAKU」



- Provides a variety of content, including column articles on love
- Free to browse content
- Adopts an advertising revenue model



## 4 Group Company



**LINKBAL INC. and MiDATA INC. to independently develop advanced AI technology  
Providing technology to external companies by utilizing technology and know-how cultivated through  
services such as "machicon JAPAN" and "CoupLink".**

- Pursuit of improvement of the matching rate for each service
- Elimination of impersonators and users who do not intend to meet

## Example of development results

### AI Matching Engine

In the matching application "CoupLink", Developed a unique AI matching engine. The number of matches increased 3.8 times compared to the previous version. Also for "machicon JAPAN," the number of matches has increased by 3.8 times compared to the previous version. Recommendation of appropriate events based on users' needs, and matching with events based on users' needs.

### Automatic detection of impersonators

Developed an engine based on Deep Learning technology, including profile detection and image detection. The engine not only eliminates impersonators, but also contributes to the development of an environment that reduces human man-hours and provides appropriate customer support by automating the process.

many other engines have been developed

MiDATA INC., a subsidiary of LINKBAL Inc., has a vision of "a world where all people enjoy the convenience of AI, In order to solve the problems of declining birthrates and regional issues, we are strengthening industry-academia collaboration and conducting joint research with various universities.

### The University of Tokyo Market Design Center

In order to eliminate mismatches in the romance/human resource matching platform, we have started a joint research project to improve the algorithm of "two-sided recommendation\*" that utilizes data and takes into account the preferences of both parties, and to verify the performance of the new technology based on the data,

This joint research will enable us to improve the algorithm for "two-sided recommendation\*," which takes into account the preferences of both parties by utilizing data.

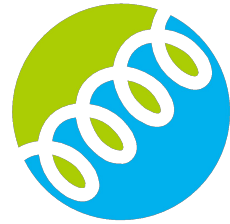
Through this joint research, we aim to solve social issues such as the declining birthrate and the shortage of human resources in the corporate sector.

\*A recommendation system that takes into account the preferences of both sides of the recommendation target (e.g., both the employer and the job seeker) and recommends the most appropriate match.

### UNIVERSITY OF THE RYUKYUS

In July 2024, we started a joint research project to develop a recommendation AI with advanced personalization functions for e-commerce sites in order to realize highly personalized marketing.

The joint research aims to develop a recommendation AI with advanced personalization functions based on the use of implicit feedback data, and to improve the recommendation function developed by MiDATA INC..



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