

KeepPer Technical Laboratory Co., Ltd. Briefing Materials - Q1 FY06/2025

-Tokyo Stock Exchange Prime Market / Nagoya Stock Exchange Premier Market-

November 11, 2024 (Mon)

Agenda

■ Summary of Financial Results

- Q1 FY06/2025 Financial Results
- Q'ly Performance
- Q1 FY06/2025 Results (YoY): Factor Analysis to Changes in OP

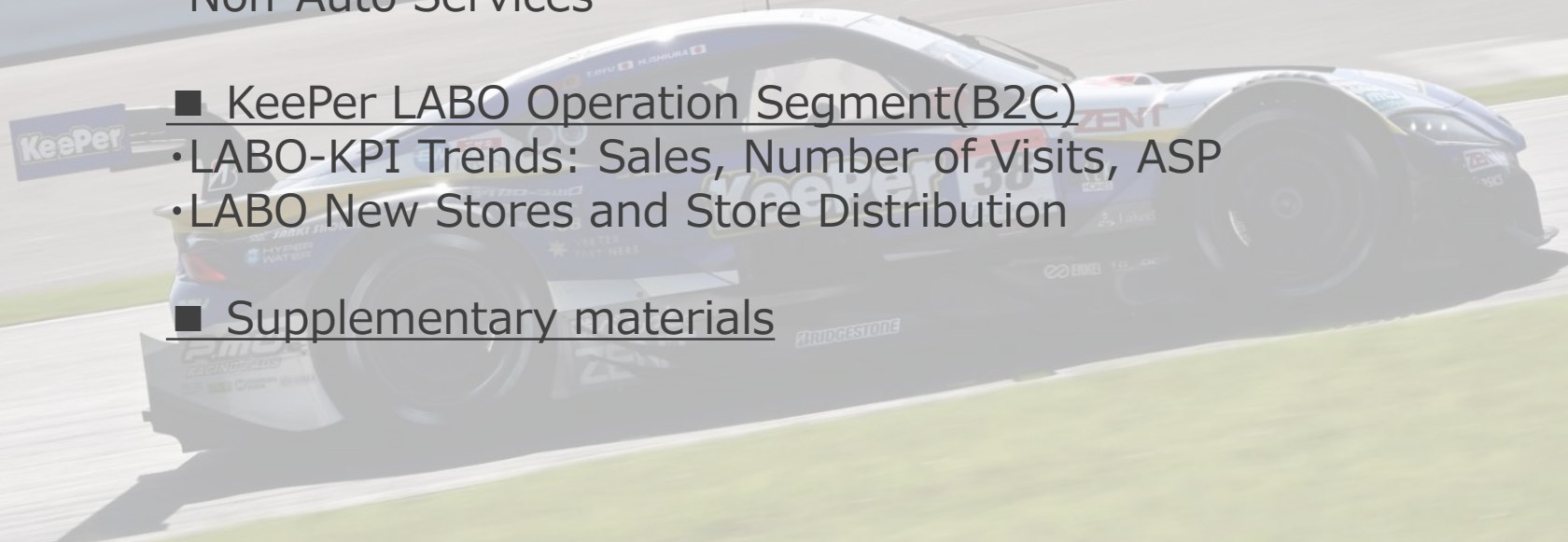
■ KeePer Products Related Segment(B2B)

- Sub-Segment Breakdown of Products Related Segment
- Aftermarket
- New Car Market
- Non-Auto Services

■ KeePer LABO Operation Segment(B2C)

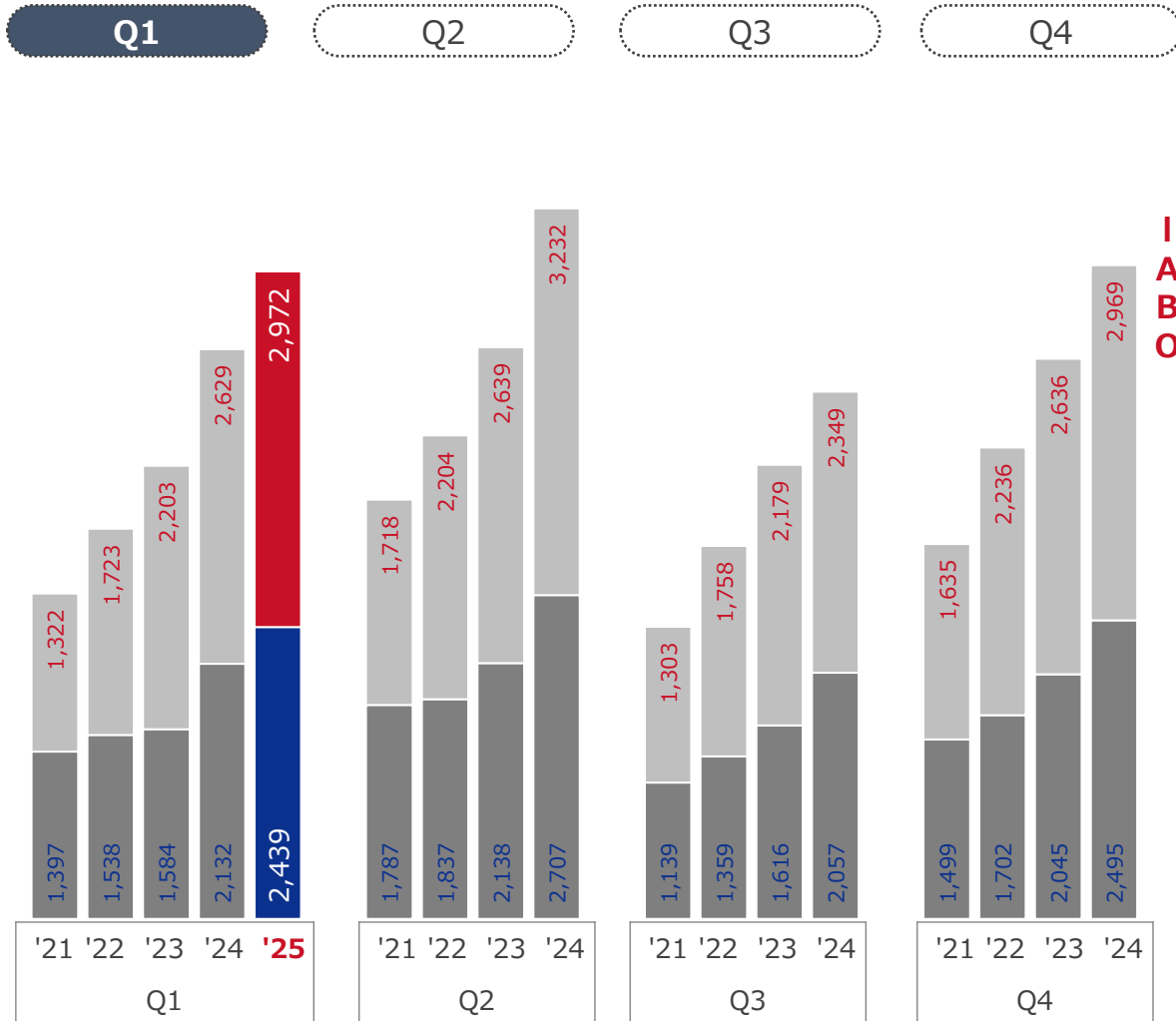
- LABO-KPI Trends: Sales, Number of Visits, ASP
- LABO New Stores and Store Distribution

■ Supplementary materials

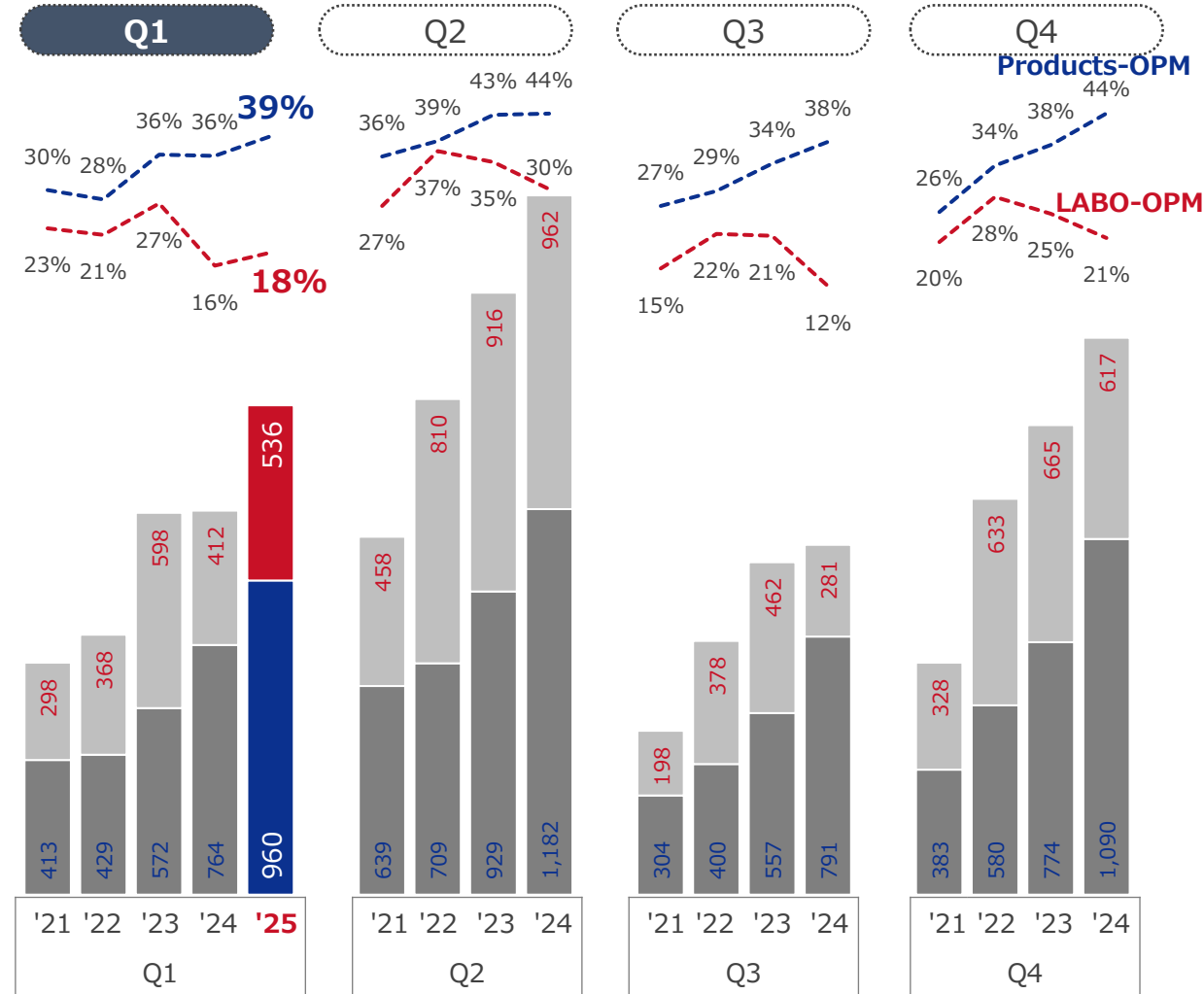


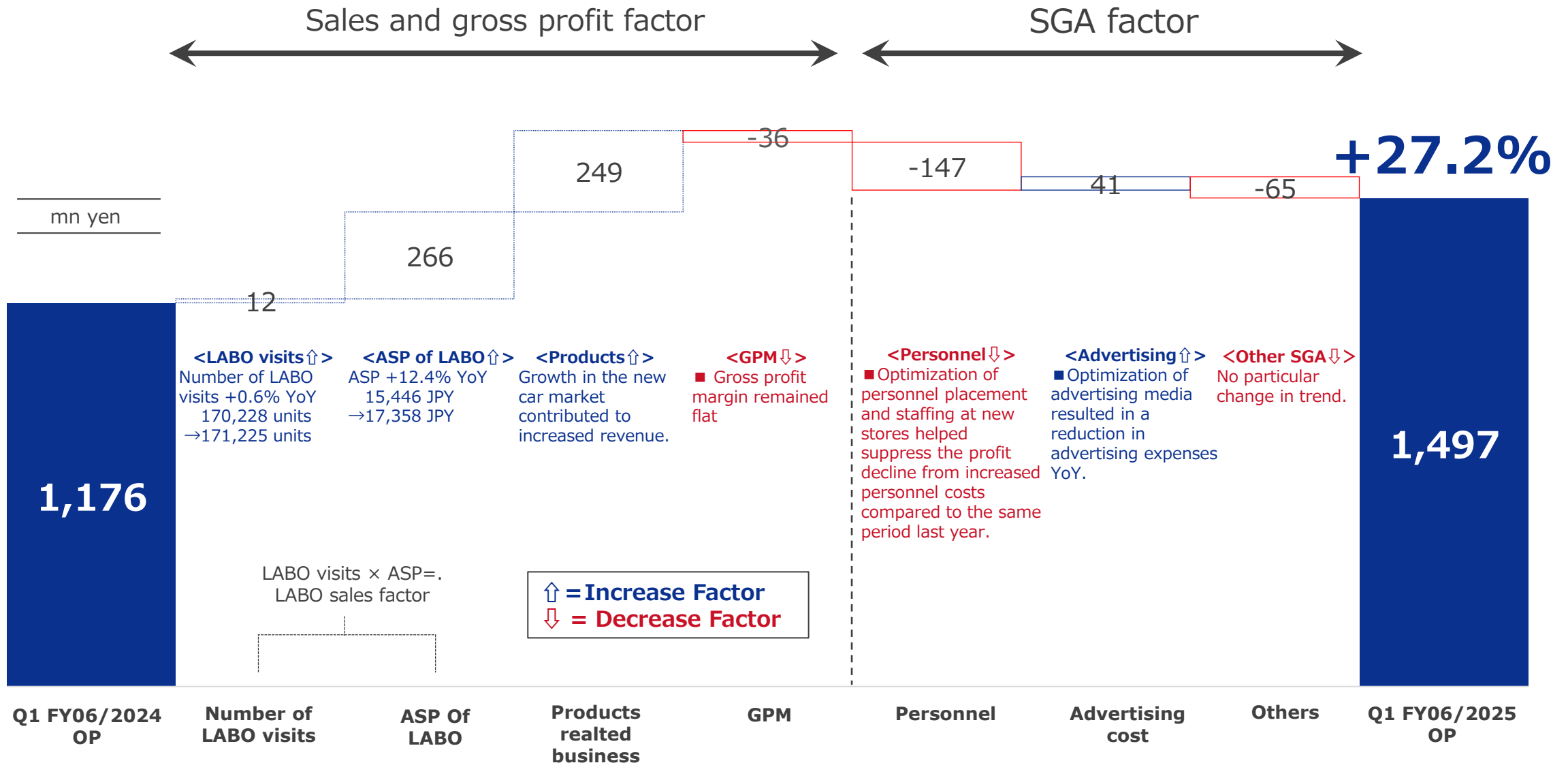
mn yen	YoY (July-September)			to Forecast	
	Q1 FY06/'24	Q1 FY06/'25	YoY	FY06/'25 Forecast	Progress rate
Net Sales	4,762	5,411	+13.6%	24,500	22.1%
–Products	2,132	2,439	+14.4%	11,500	21.2%
–LABO	2,629	2,972	+13.0%	13,000	22.9%
Gross profit	3,879	4,372	+12.7%	–	–
SGA	2,703	2,875	+6.4%	–	–
OP	1,176	1,497	+27.2%	7,000	21.4%
–Products	764	960	+25.6%	–	–
–LABO	412	536	+30.1%	–	–
Recurring profit	1,181	1,503	+27.2%	6,950	21.6%
Net profit	798	1,019	+27.6%	–	–
OPM	24.6%	27.6%	+3.0 pt	28.5%	–
–Products	35.8%	39.3%	+3.5 pt	–	–
–LABO	15.6%	18.0%	+2.4 pt	–	–

Net sales



OP/OPM





KeepPer Products Related Segment (B2B)



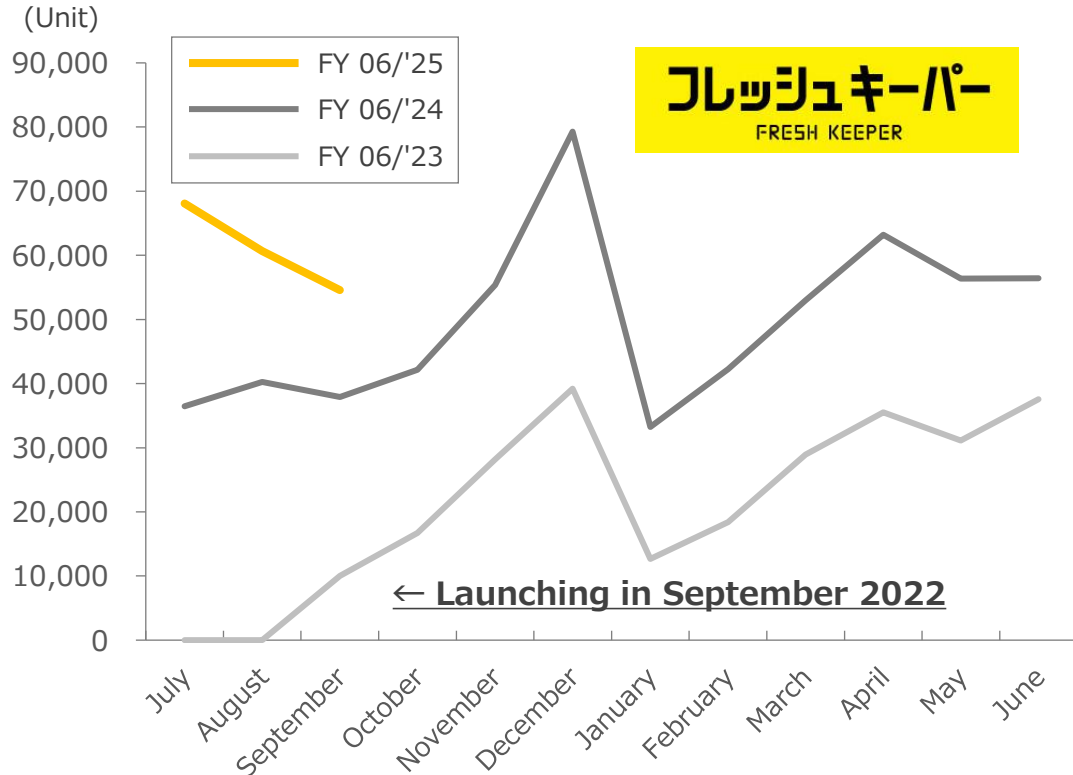
Sales growth in the new car market has contributed significantly to the growth.

» Overseas and non-auto services currently have a small sales scale, leading to significant volatility due to discrepancies in shipping timing.

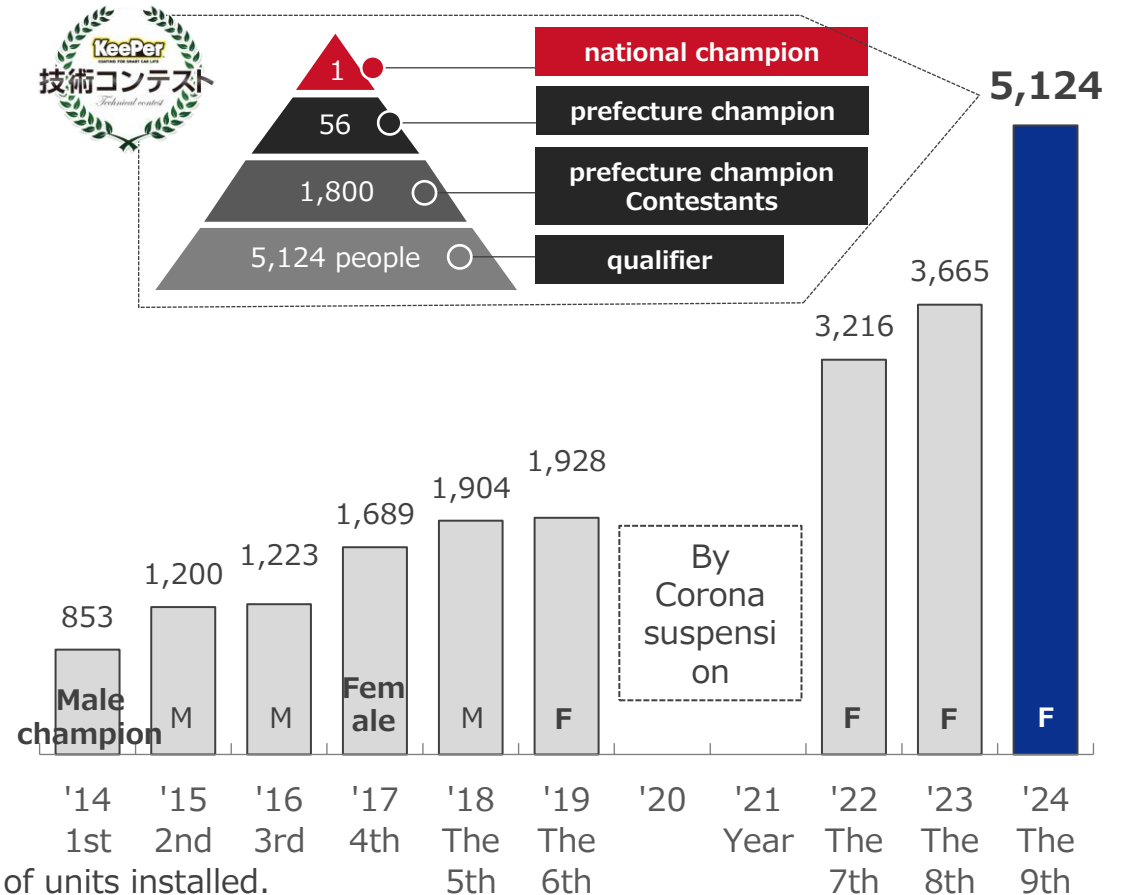
mn yen		Q1 FY06/'22	Q1 FY06/'23	Q1 FY06/'24	Q1 FY06/'25	YoY
Sales	Products-related seg.	1,538	1,584	2,132	2,439	+14.4%
	Aftermarket	1,276	1,245	1,550	1,610	+3.9%
	New car market	196	279	479	733	+53.0%
	Overseas	2	1	11	16	+43.7%
	Non-auto	62	58	90	78	△13.3%
Composition	Aftermarket	83%	79%	73%	66%	△7 pt
	New car market	13%	18%	22%	30%	+8 pt
	Overseas	0%	0%	1%	1%	±0 pt
	Non-auto	4%	4%	4%	3%	△1 pt

The number of Fresh KeePer applications is performing well, and participants in the technical contest have exceeded 5,000 people.

[M'ly Trend] Estimated Fresh KeePer Applications



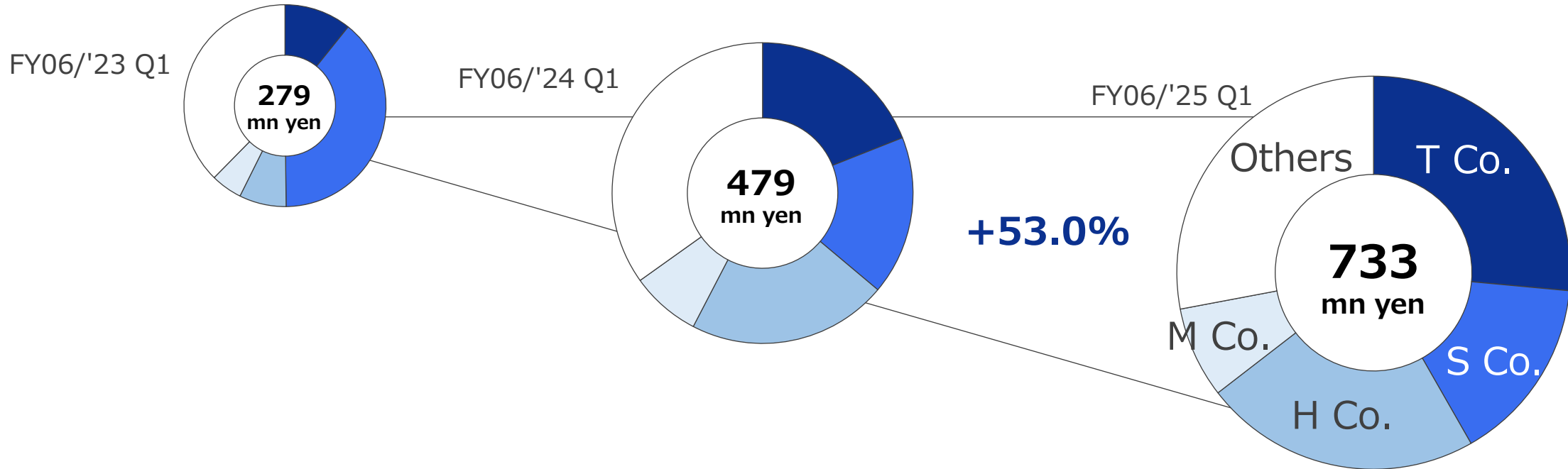
[Q'ly Trend] Technical Contest Participants



*The number of chemicals shipped from KeePer is converted to the number of units installed.

Despite sluggish new car sales, new car market revenue reached 733 mn yen, +53.0% YoY.

»Progress is on track toward the annual new car market forecast of 3,450 million yen (YoY +44.9%), considering seasonality.



» In parallel, we are actively pursuing adoption with the manufacturers listed below.



Dealers are accelerating the introduction of body coatings for previously sold and used vehicles, in addition to new vehicles.

HONDA

» for existing and used vehicles
February 29, 2024 Fresh KeePer



SUBARU

» for existing and used vehicles
October 24, 2024 SUBARU Fresh KeePer **New!**



Sales of Q1 FY06/'24 : 90 mn yen Q1 FY06/'25: 78 mn yen Annual forecast: 806 mn yen

»Revenue will be recognized sequentially from the first quarter onward due to a discrepancy in shipment timing.

Re-launch of Smartphone Keeper: au x KeePer

Oct. 25, 2024 » Launch



※店頭展示什器



Non-Auto Services Lineup

Bath and Kitchen KeePer

- House cleaning service
- Drugstores
- DIY store
- Business Hotel



Smartphone Keeper

- NTT docomo
- au by KDDI



Golf, Bicycle, Motorcycle

- GOLF5
- 2rinkan
- BIKE O



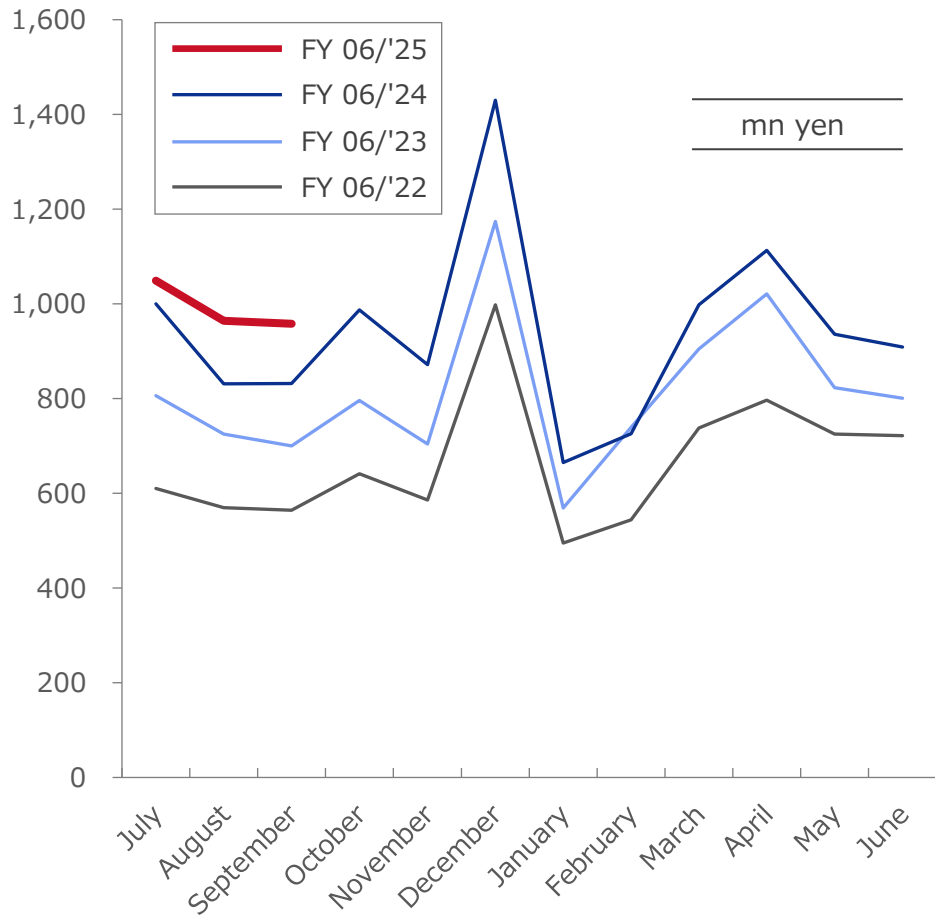
Signs, boats, vending machines, fixtures, etc.



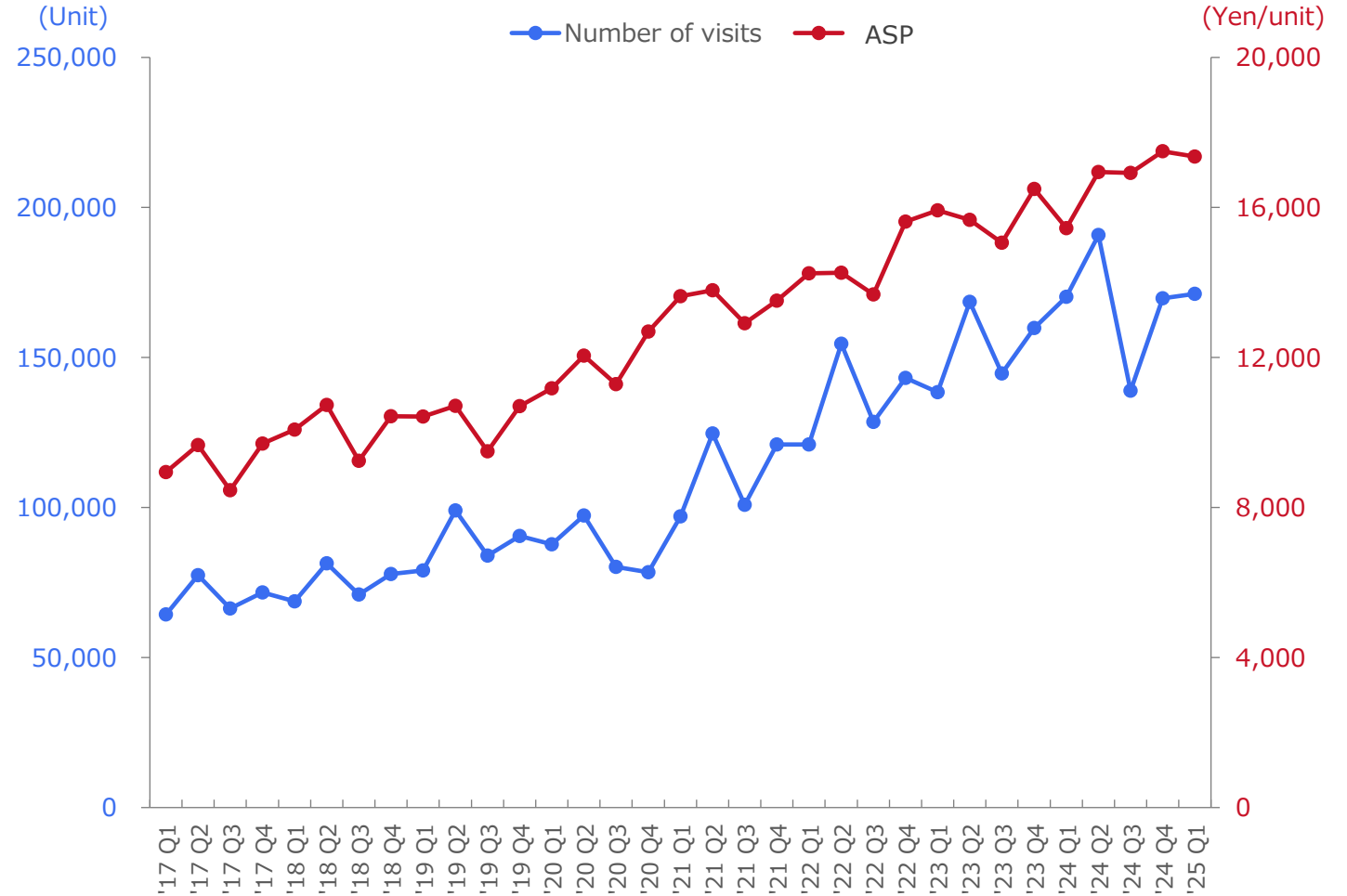
KeepPer LABO Operation Segment (B2C)



Sales of All LABO stores*1



[Q'ly Trends] Number of LABO store visits*2, ASP



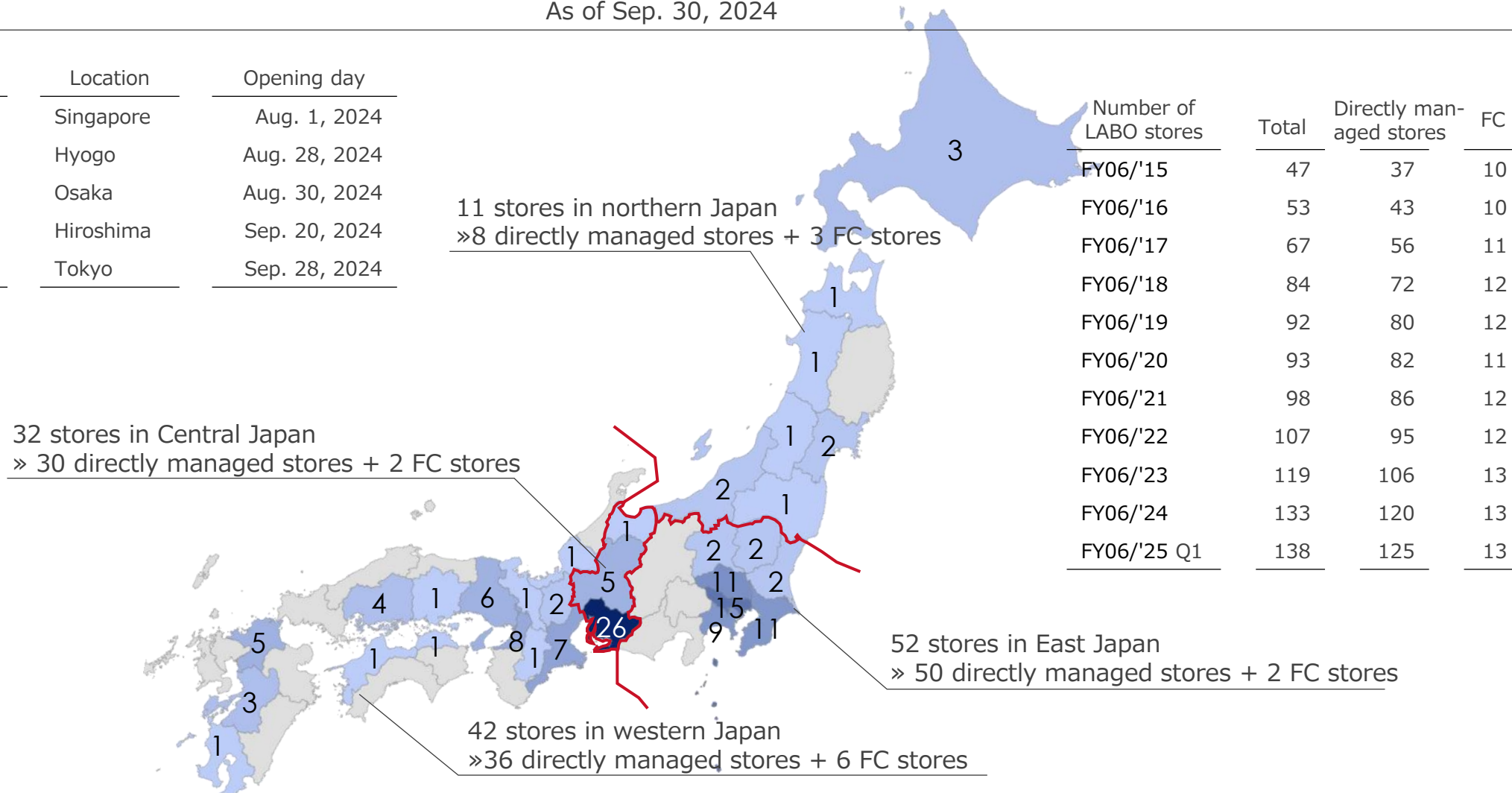
*1: Monthly reports released by our company are preliminary figures and may differ from the monthly sales in this document.

*2: Visitor numbers until December 2021 are estimated by dividing LABO operating sales by the average sales per visit, not based on actual figures.

Distribution of all 138 stores (124 directly managed stores + 13 FC stores + Overseas 1 store)

As of Sep. 30, 2024

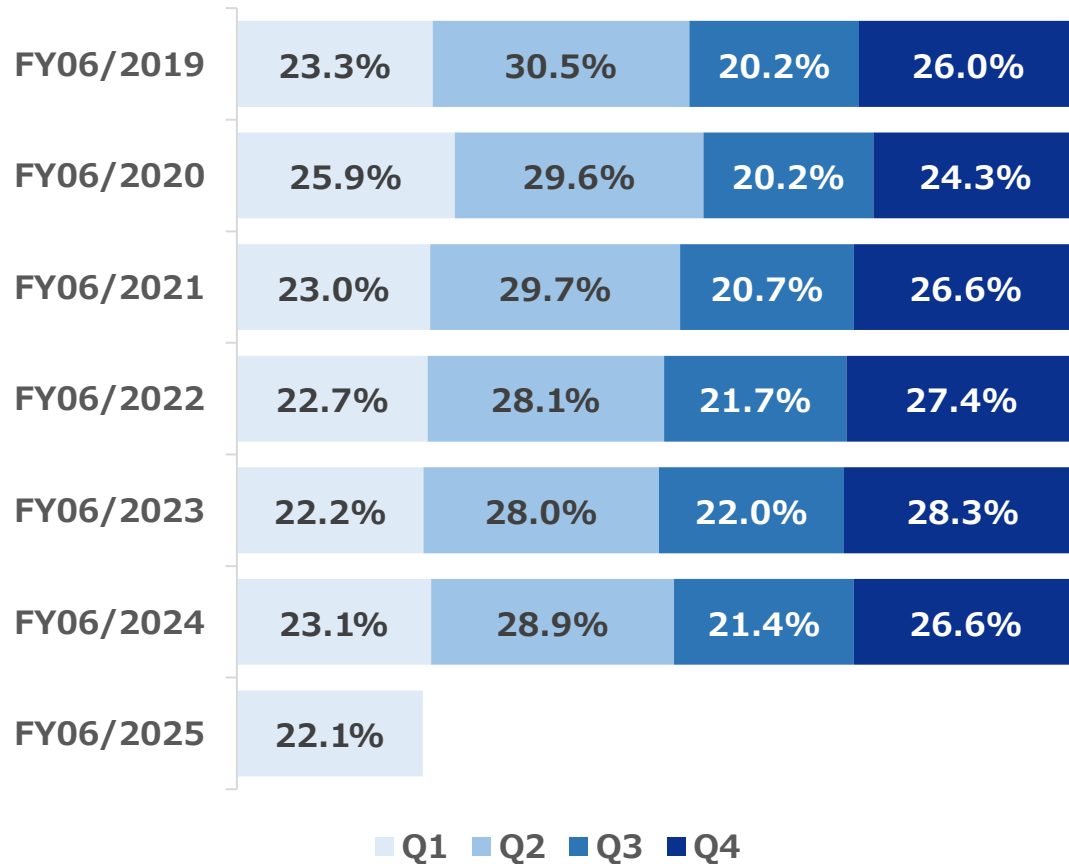
Store Name	Location	Opening day
Singapore*	Singapore	Aug. 1, 2024
Kobe Okaba	Hyogo	Aug. 28, 2024
Sakai Otori	Osaka	Aug. 30, 2024
Hiroshima Kannon	Hiroshima	Sep. 20, 2024
Shinagawa Store	Tokyo	Sep. 28, 2024



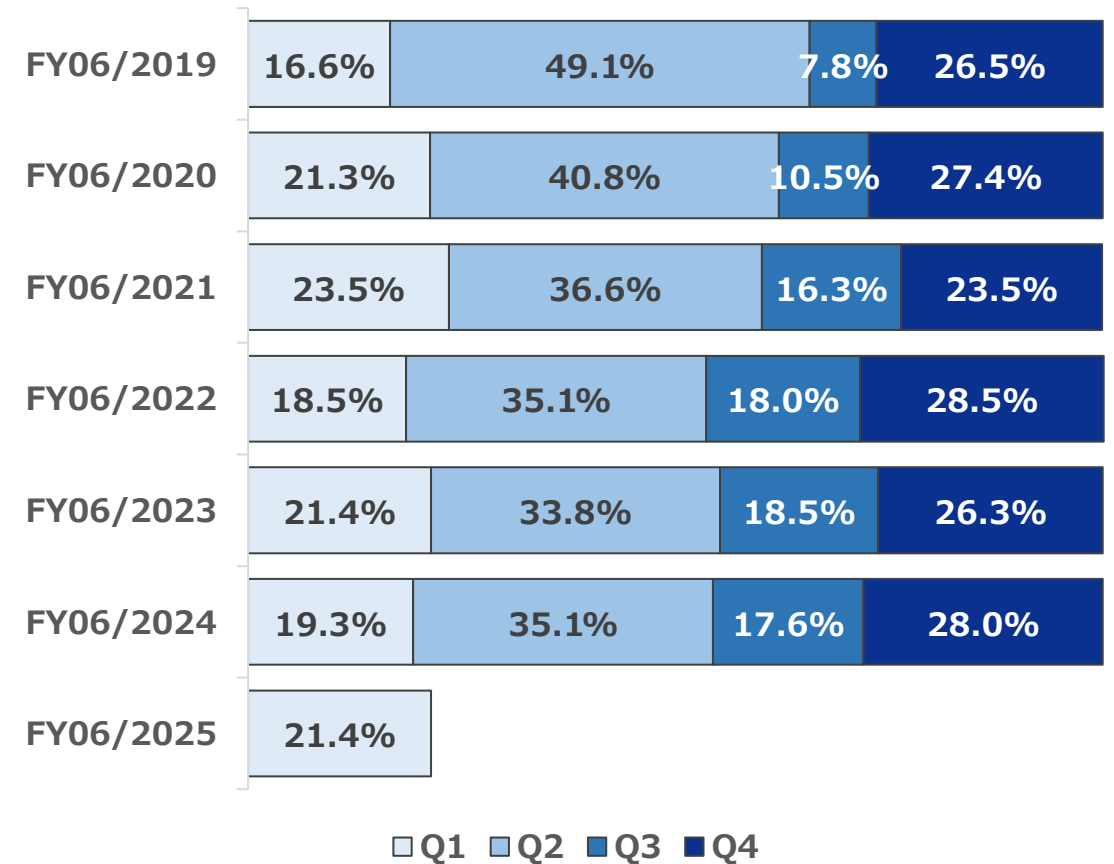
*The Singapore store is operated by SG KeePer, which is not a consolidated subsidiary of KeePer, and therefore is not included in the LABO operating business. However, chemicals and other products used in the store are recorded as overseas sales in the product-related business.

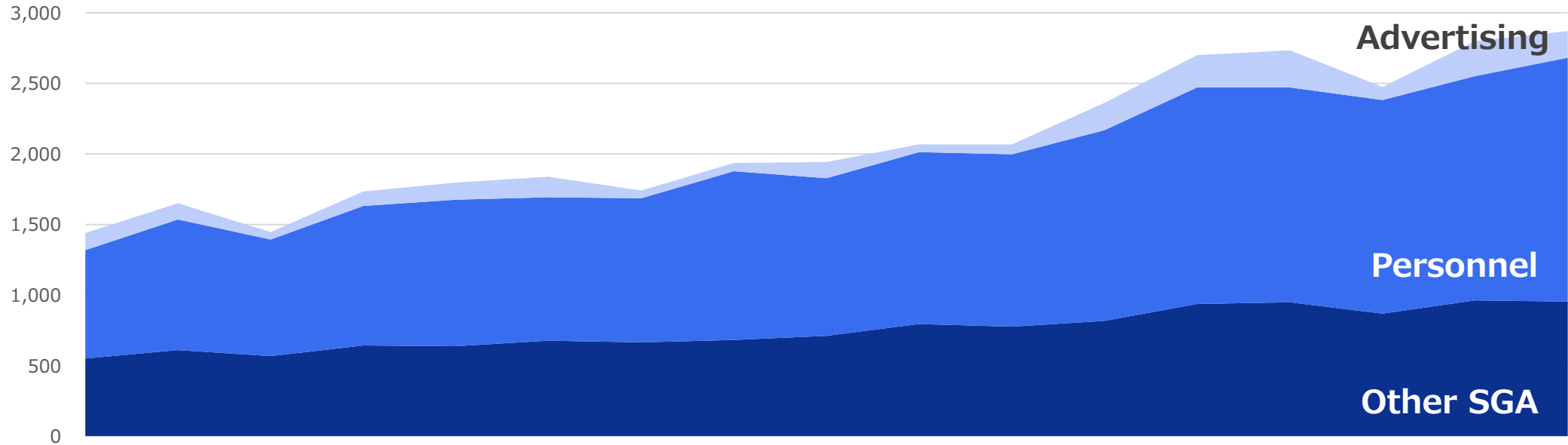
Supplementary Materials

Sales composition ratio



Operating profit composition ratio





Unit: mn yen	FY06/2021				FY06/2022				FY06/2023				FY06/2024				FY06/2025
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1
Advertising	121	114	54	102	121	145	54	57	114	55	65	193	230	262	92	248	189
YoY	-9.7%	-44.1%	50.0%	56.9%	0.0%	27.2%	0.0%	-44.1%	-5.8%	-62.1%	20.4%	238.6%	101.8%	376.4%	29.6%	28.5%	-17.8%
Ad/ sales	4.5%	3.3%	2.2%	3.3%	3.7%	3.6%	1.7%	1.4%	3.0%	1.2%	1.7%	4.1%	4.8%	4.4%	2.1%	4.5%	3.5%
Personnel	769	925	826	989	1,039	1,017	1,022	1,196	1,117	1,218	1,221	1,352	1,587	1,575	1,564	1,643	1,734
YoY	9.4%	35.0%	21.1%	37.7%	35.1%	9.9%	23.7%	20.9%	7.5%	19.8%	19.5%	13.0%	42.1%	29.3%	28.1%	21.5%	9.3%
Personnel/sales	28.3%	26.4%	33.8%	31.6%	31.9%	25.2%	32.8%	30.4%	29.5%	25.5%	32.2%	28.9%	33.3%	26.5%	35.5%	30.1%	32.0%
Other SGA	549	610	567	642	637	676	664	682	711	795	782	816	885	897	818	907	950
YoY	3.6%	13.8%	13.6%	34.0%	16.0%	10.8%	17.1%	6.2%	11.6%	17.6%	17.8%	19.6%	24.5%	12.8%	5.4%	11.2%	7.4%
others/sales	20.2%	17.4%	23.2%	20.5%	19.5%	16.7%	21.3%	17.3%	18.8%	16.6%	20.6%	17.4%	18.6%	15.1%	18.6%	16.6%	17.5%
Total SGA	1,439	1,649	1,447	1,733	1,797	1,838	1,740	1,935	1,943	2,068	2,068	2,361	2,703	2,735	2,475	2,800	2,875
YoY	5.3%	15.7%	18.9%	37.3%	24.9%	11.5%	20.2%	11.7%	8.1%	12.5%	18.9%	22.0%	39.1%	32.3%	19.7%	18.6%	6.4%
Total SGA/sales	52.9%	47.0%	59.3%	55.3%	55.1%	45.5%	55.8%	49.1%	51.3%	43.3%	54.5%	50.4%	56.8%	46.1%	56.2%	51.2%	53.1%

Unit: mn yen		FY06/22					FY06/23					FY06/24					FY06/25
		Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY	Q1
Total	Net Sales	3,261	4,040	3,117	3,938	14,358	3,787	4,779	3,795	4,680	17,042	4,762	5,940	4,406	5,465	20,574	5,411
	difference	541	535	676	803	2,555	527	737	678	742	2,683	975	1,161	611	784	3,531	649
	YoY	19.9%	15.3%	27.6%	25.7%	21.7%	16.1%	18.3%	21.8%	18.8%	18.7%	25.6%	24.3%	16.1%	16.8%	20.7%	13.6%
	OP	798	1,518	777	1,232	4,326	1,169	1,847	1,019	1,439	5,474	1,176	2,143	1,072	1,708	6,101	1,497
	difference	86	422	276	520	1,305	372	328	241	208	1,148	7	296	53	269	626	320
	YoY	12.1%	38.5%	55.0%	73.1%	43.2%	46.7%	21.6%	31.0%	16.9%	26.5%	0.5%	16.0%	5.2%	18.7%	11.4%	27.2%
	OPM	24.4%	37.6%	24.9%	31.3%	30.1%	30.9%	38.6%	26.9%	30.7%	32.1%	24.6%	36.1%	24.3%	31.3%	29.7%	27.6%
Products	Net Sales	1,538	1,837	1,359	1,702	6,436	1,584	2,139	1,616	2,044	7,383	2,132	2,707	2,057	2,495	9,393	2,439
	difference	141	50	220	203	614	46	302	257	342	947	548	568	441	450	2,008	306
	YoY	10.1%	2.8%	19.3%	13.5%	10.5%	3.0%	16.4%	18.9%	20.1%	14.7%	34.6%	26.6%	27.3%	22.0%	27.2%	14.4%
	OP	429	709	400	580	2,118	572	929	557	774	2,833	764	1,182	791	1,090	3,828	960
	difference	16	70	96	197	379	-	-	-	-	-	193	253	234	316	996	196
	YoY	3.9%	11.0%	31.6%	51.4%	21.8%	-	-	-	-	-	33.7%	27.2%	42.0%	40.8%	35.1%	25.6%
	OPM	27.9%	38.6%	29.4%	34.1%	32.9%	36.1%	43.4%	34.4%	37.8%	38.3%	35.8%	43.6%	38.4%	43.6%	40.7%	39.3%
LABO	Net Sales	1,723	2,203	1,758	2,236	7,921	2,203	2,640	2,179	2,635	9,657	2,629	3,232	2,349	2,969	11,181	2,972
	difference	401	486	455	601	1,943	480	436	421	399	1,736	426	592	169	333	1,522	342
	YoY	30.3%	28.3%	34.9%	36.8%	32.5%	27.9%	19.8%	23.9%	17.8%	21.9%	19.3%	22.4%	7.8%	12.7%	15.8%	13.0%
	OP	368	809	378	633	2,189	598	916	462	665	2,641	412	962	281	617	2,272	536
	difference	70	352	180	306	908	-	-	-	-	-	-186	46	-181	-548	-369	124
	YoY	23.5%	76.7%	90.3%	93.4%	70.7%	-	-	-	-	-	-31.1%	5.0%	-39.1%	-7.2%	-13.9%	30.1%
	OPM	21.4%	36.8%	21.5%	28.3%	27.6%	27.1%	34.6%	21.2%	25.2%	27.3%	15.6%	29.7%	11.9%	20.7%	20.3%	18.0%
units	YoY	25.5%	23.5%	27.4%	19.3%	23.5%	13.7%	9.5%	12.6%	11.6%	11.6%	23.0%	13.2%	-4.0%	6.2%	9.5%	0.6%
ASP	YoY	5.1%	4.8%	7.3%	15.3%	7.3%	12.8%	9.9%	10.6%	4.9%	9.3%	-3.0%	8.8%	12.3%	6.4%	5.7%	12.4%

*Due to changes in segment profit accounting treatment as of the FY 06/'24 financial results, figures may not match prior financial reports. These changes have been applied retrospectively through FY 06/'23; however, they are not applied to FY 06/'22 results, so please refer to them as reference values.

mn yen	FY06/'23 Results	FY06/'24 Results	YoY	FY06/'25 Forecasts	YoY
Net sales	17,042	20,574	+20.7%	24,500	+19.1%
–Products	7,384	9,393	+27.2%	11,500	+22.4%
–LABO	9,658	11,181	+15.8%	13,000	+16.3%
Operating profit	5,475	6,101	+11.4%	7,000	+14.7%
Recurring Profit	5,470	6,075	+11.0%	6,950	+14.4%
Net profit	3,957	4,421	+11.7%	4,800	+8.6%
OPM	32.1%	29.7%	△2.4 pt	28.6%	△1.1 pt
EPS	145 JPY	162 JPY	+17 JPY	175 JPY	+13 JPY
DPS	43 JPY	50 JPY	+7 JPY	53 JPY	+3 JPY
Payout ratio	29.6%	30.9%	+1.3pt	30.3%	△0.6 pt

Note

This document has been translated from the Japanese original for reference purpose only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail.

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