



**LINKBAL**

# Presentation materials for the Fiscal Year Ended September 30, 2024

LINKBAL INC.

Nov 13, 2024  
(Stock code: 6046)



## Disclaimer

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- 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.

- 1 Summary of Consolidated Financial Results for the Fiscal Year Ending September 30, 2024
- 2 Year ending September 30, 2024 Initiatives
- 3 Forecast of Consolidated Financial Results for the Fiscal Year Ending September 30, 2025
- 4 Company Profile

1 Summary of Consolidated Financial Results for  
the Fiscal Year Ending September 30, 2024



## **FY2024 Consolidated Financial Summary**

- **Net sales : 968 million yen (Prior year +8.6%)**
- **Operating income : (123) million yen**  
**(Improvement over previous period 125 million yen)**

## **FY2025 Consolidated Financial Summary**

- **Net sales : 1,106 million yen (Prior year +14.3%)**
- **Operating income : 16百万円**  
**(Improvement over 139 million yen in the previous period)**

# FY2024 Consolidated Financial Summary

- Net sales 968 million yen Prior year +8.6%**

Net sales increased 8.6% YoY due to an increase in the number of participants in “machicon JAPAN” events and an increase in the number of users of “1on1 for Singles”.

- Cost and SG&A expenses 1,092 million yen Prior year  $\Delta$ 4.3%**

SG&A expenses decreased due to a reduction in indirect operations resulting from more efficient business operations and efficient management of personnel expenses through promotion of appropriate personnel assignments. Cost of sales and SG&A expenses were reduced by 48 million yen from the previous year, absorbing the increase in cost of sales associated with higher sales, resulting in a 125 million yen improvement in operating income.

(Millions of yen)

	FY2024 Throughput	FY2023 Throughput	
	actual results	actual results	Ratio of increase/decrease
<b>Net sales</b>	<b>968</b>	<b>891</b>	<b>+8.6%</b>
<b>Cost and SG&amp;A expenses</b>	<b>1,092</b>	<b>1,140</b>	<b><math>\Delta</math>4.3%</b>
sales ratio (%)	112.8%	128.0%	$\Delta$ 15.2pt
<b>Operating income</b>	<b><math>\Delta</math>123</b>	<b><math>\Delta</math>249</b>	<b>-</b>
<b>Ordinary income</b>	<b><math>\Delta</math>123</b>	<b><math>\Delta</math>251</b>	<b>-</b>
<b>Net benefit for the period</b>	<b><math>\Delta</math>124</b>	<b><math>\Delta</math>266</b>	<b>-</b>

FY2023 results are non-consolidated results of LINKBAL INC.

## FY2024 Full-Year Sales Summary by Service

- **Event e-commerce site operation services: Prior year+10.8%**

「machicon JAPAN」 : The number of users has increased due to the implementation of joint events with companies in other industries and the improvement of event quality by strengthening cooperation with various event providers.

「1on1 for Singles」 : Aggressive sales promotion activities increased the number of new users. Also, efforts were made to improve the user experience, resulting in an increase in the amount of time spent at the store.

- **Website management services: Prior year+3.8%**

「CoupLink」 : Strengthening of cooperation with other services. In addition, we will eliminate impersonators through the use of AI technology to create a safer and more secure environment for users.

(Millions of yen)

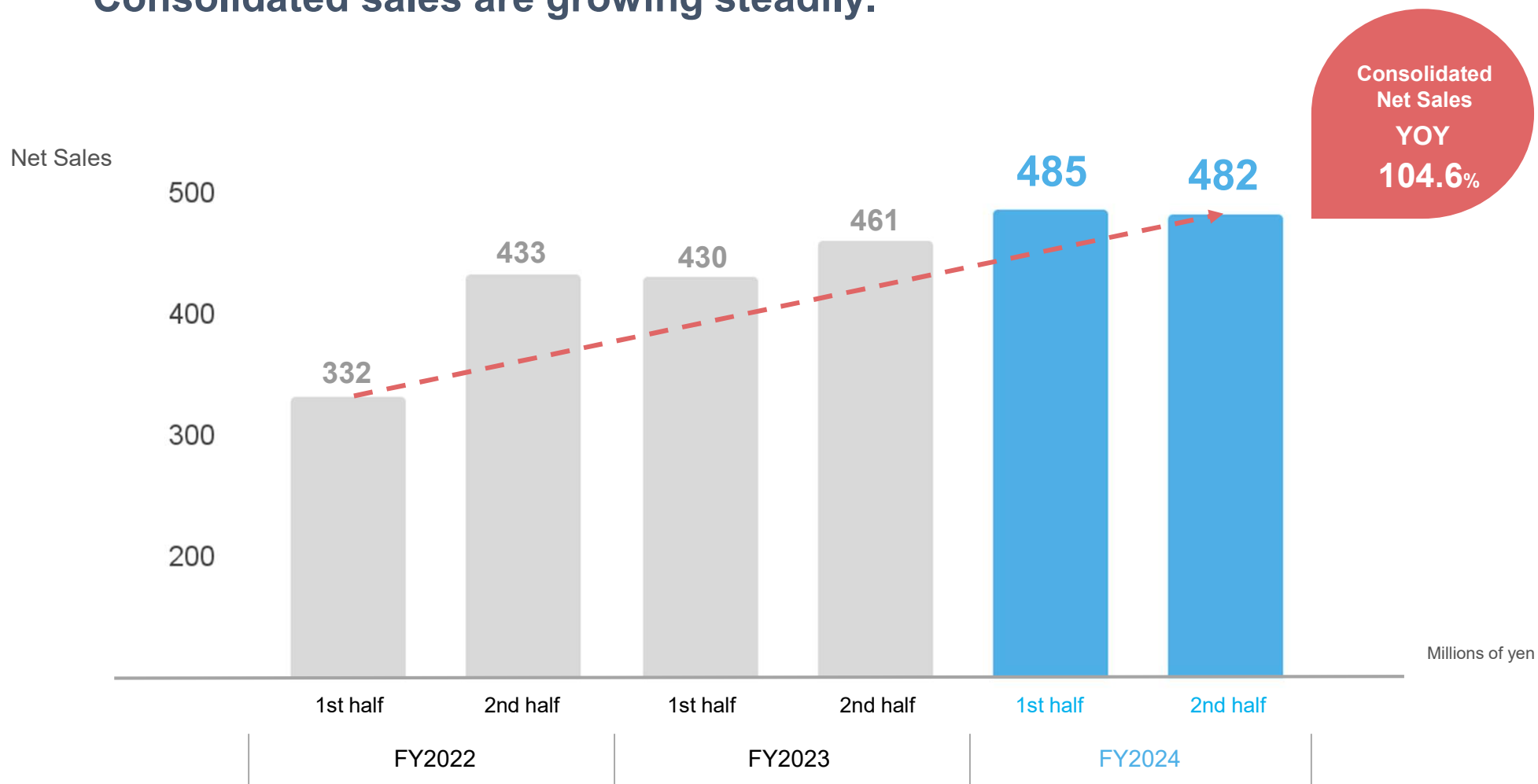
	FY2024 Throughput	FY2023 Throughput	
	actual results	actual results	Ratio of increase/decrease
<b>Event e-commerce site operation services</b>	<b>682</b>	<b>616</b>	<b>+10.8%</b>
Composition ratio (%)	70.5%	69.2%	+1.3pt
<b>Website management services</b>	<b>285</b>	<b>274</b>	<b>+3.8%</b>
Composition ratio (%)	29.5%	30.9%	△1.4pt

FY2023 results are non-consolidated results of LINKBAL INC.



# Consolidated Net Sales

- Consolidated sales are growing steadily.



FY2023 and before: LINKBAL INC. single figure



## FY2024 B/S Summary

- As of the end of the current fiscal year, the Company had cash and deposits of 1,072 million yen.
- Equity ratio remained high at 76.4%, and working capital was ample.

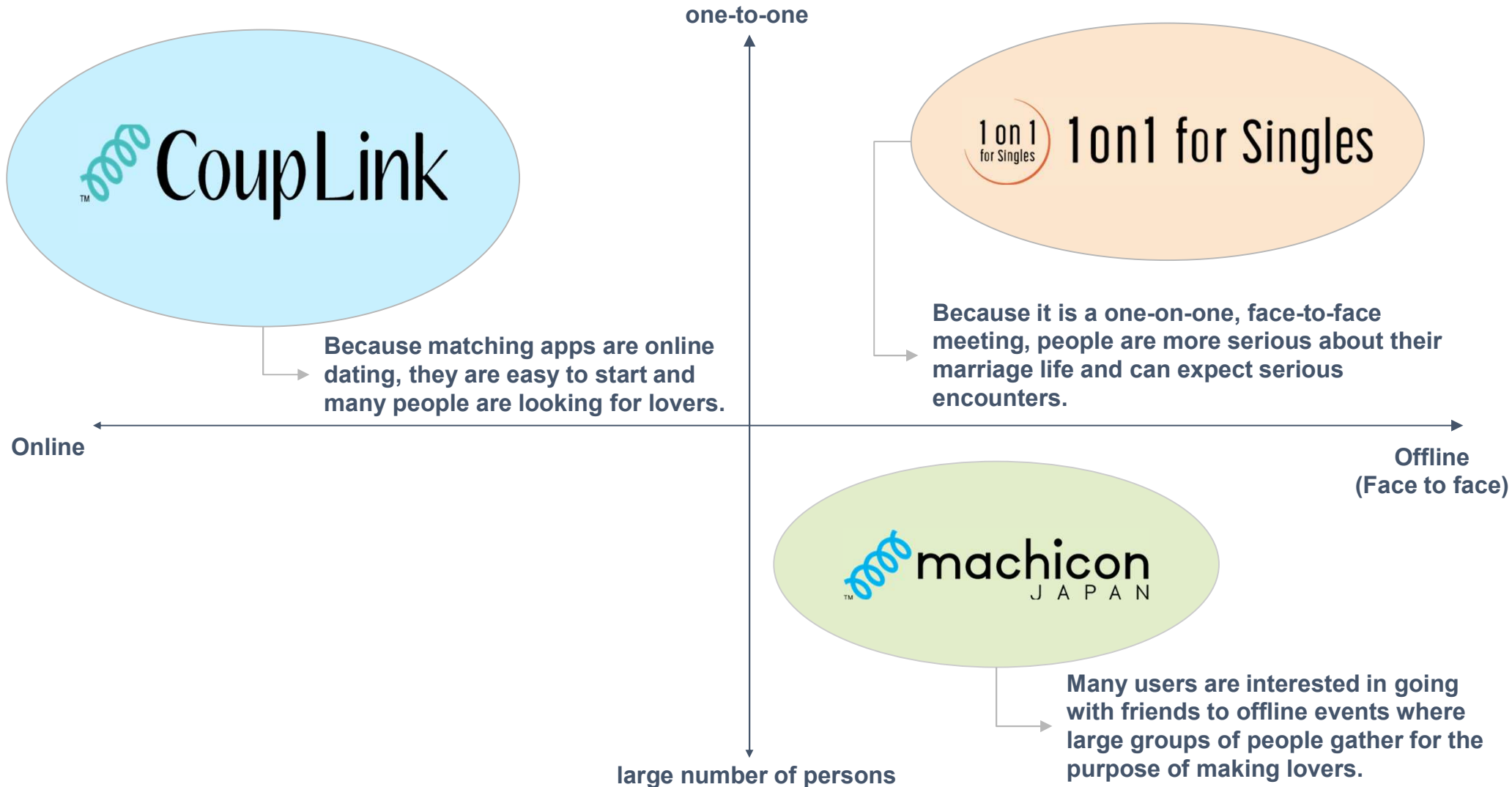
(Millions of yen)

		FY2024	FY2023	relative change from last year
	Current assets	1,175	1,279	△104
	Cash and deposits	1,072	1,154	△81
	Non-current assets	141	188	△47
<b>Total assets</b>		<b>1,316</b>	<b>1,468</b>	<b>△152</b>
	Current liabilities	160	182	△21
	Non-current liabilities	149	155	△6
<b>Total liabilities</b>		<b>309</b>	<b>337</b>	<b>△28</b>
<b>Total net assets</b>		<b>1,006</b>	<b>1,130</b>	<b>△123</b>
<b>Total liabilities and net assets</b>		<b>1,316</b>	<b>1,468</b>	<b>△152</b>
<b>Equity ratio</b>		<b>76.4%</b>	<b>77.0%</b>	<b>△0.6pt</b>

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

# Developing services

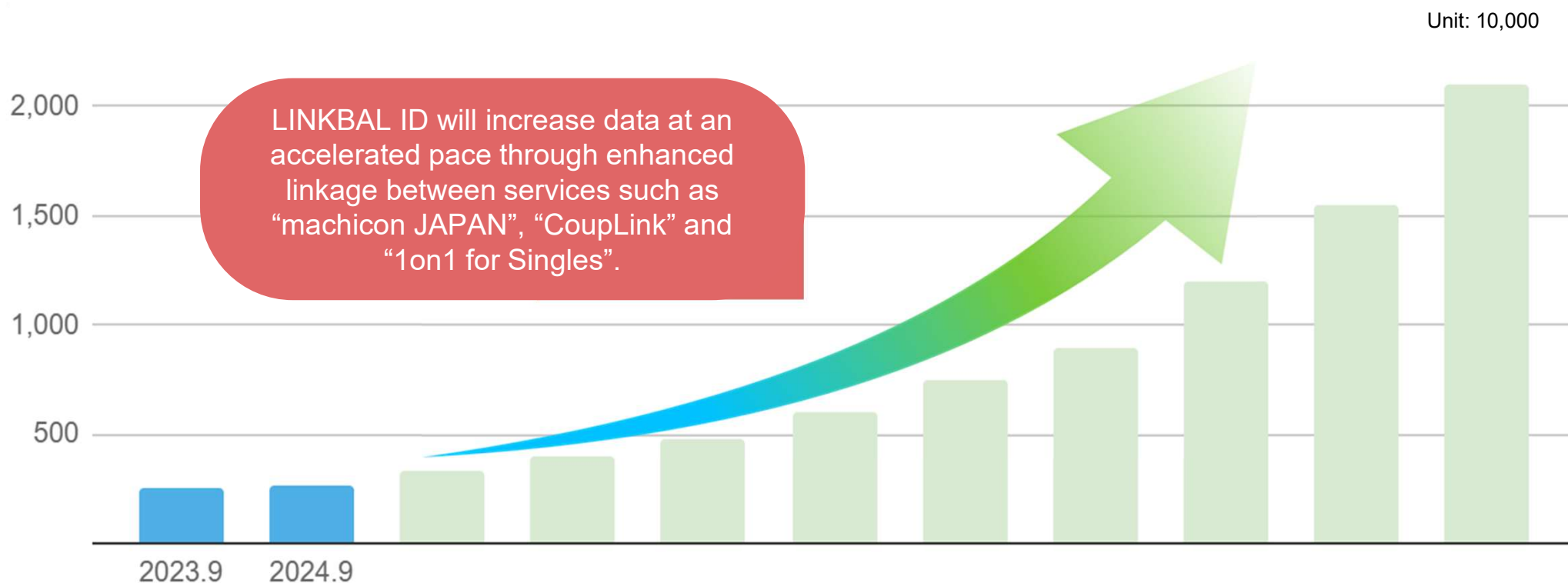
- All-round business development, covering a wide range of love and marriage activity demands



# Utilization of “Big Data x AI”

- **Utilize LINKBAL ID's big data.**

Through all-round business development in the marriage activity business domain, we will combine big data such as member data, access data, and diverse consumer purchase data accumulated from various fields with MiDATA's AI technology, leading to business growth. We will accelerate business growth by utilizing data, and as business growth accelerates, we will realize a spiral of further data accumulation.



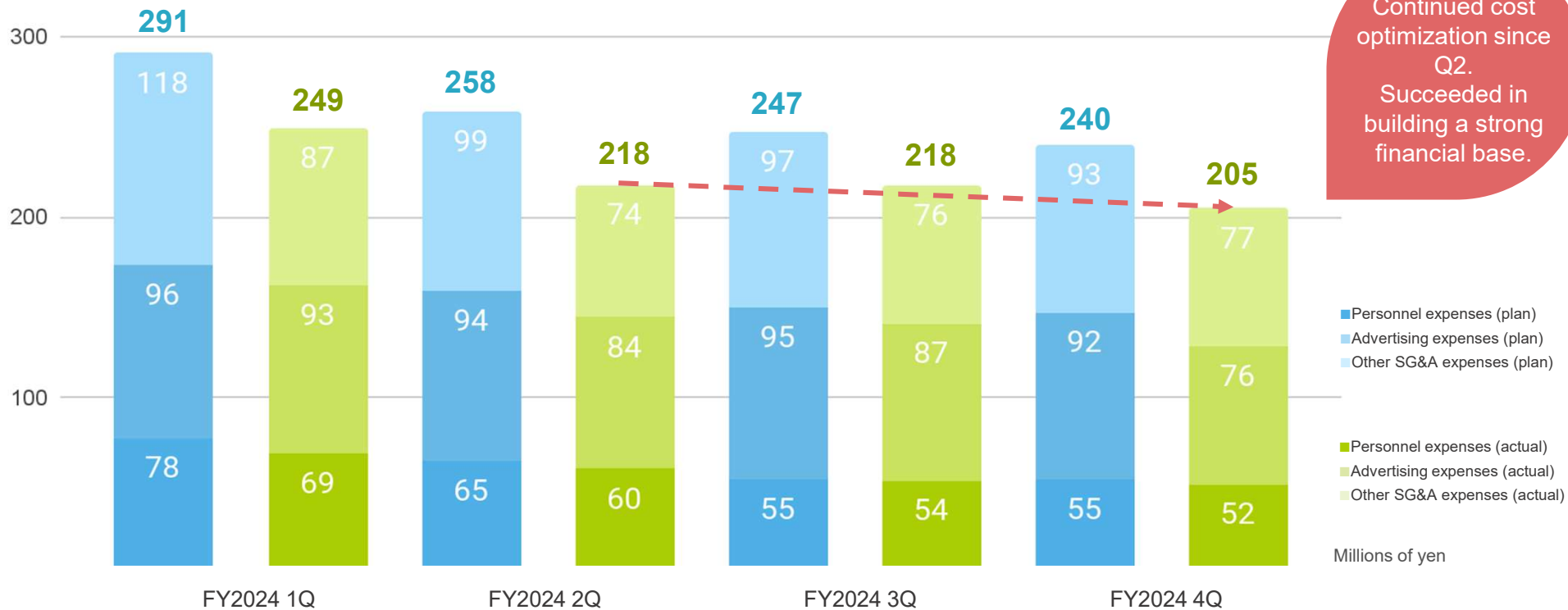
2 Year ending September 30,  
2024 Initiatives



# Achieve continuous solid financial foundation through cost optimization

## ● Continuous cost optimization from Q2 onward

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.



Continued cost optimization since Q2. Succeeded in building a strong financial base.

※Plan value changed to consolidated forecast.

## Open House Group Co.,LTD.

LOVE FES 



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.

## 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.

## UUUM Co., Ltd.



In September 2024, LINKBAL INC. collaborated with UUUM Co., Ltd. to hold a marriage activity event “Osekkai Machicon” in collaboration with video creator Mikan Tanaka.

LINKBAL INC., which has been involved in the planning and operation of numerous events as a “group of professionals who create encounters,” and Mikan Tanaka, who has participated in numerous machicon and marriage activity events, teamed up to hold a “machicon where you can meet people” that you can only enjoy here.

## JA Machidashi



In cooperation with JA Machida City, we held an “Agricultural Marriage Party” in September 2024 to support marriage activities of JA Machida City members. According to the “Survey on Attitudes toward Marriage and Childbirth among Young People Living in Tokyo” released by the Tokyo Chamber of Commerce and Industry on August 21, the biggest hurdle to marriage is the “lack of good encounters.”

LINKBAL INC. will introduce the “Machicon Model” to local governments and companies to provide good encounters throughout Japan.

## HIME CON 2024



In cooperation with the HIME CON Executive Committee, which holds the “HIME CON 2024” cosplay event in the entire city of Himeji, we planned and operated the HIME CON 2024 after-party in March 2024, HIME CON2024 after-party planning and operation was carried out in March 2024.

“machicon JAPAN,” which has been involved in the planning and operation of many large-scale events such as cosplay festivals in the past, provided the added value of ‘connecting people’ to the event.

## HAMBURGER SOCIETY OF WESTERN JAPAN



We collaborated with “Kyushu Autumn Festival & BEERS OF JAPAN FESTIVAL 2024 Fukuoka” and “Amaiseki Burger GP 2024 Autumn” held by the “HAMBURGER SOCIETY OF WESTERN JAPAN” to hold machicon events where people can enjoy hamburgers and meet new people.

“machicon JAPAN” will continue to offer ‘encounters with people’ that defy stereotypes by implementing cooperative projects at a variety of meeting places.



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

"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.



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..

3 Forecast of Consolidated Financial Results for the Fiscal Year Ending September 30, 2025



# FY2025 Consolidated Financial Forecast

- **Net sales : 1,106 million yen (Prior year +14.3%)**  
 Event e-commerce site operation services : 764 million yen (Prior year +12.0%)  
 Website management services : 342 million yen (Prior year +19.9%)

Event e-commerce site operation services : In “machicon JAPAN,” in cooperation with its subsidiary MiDATA, we will continue to strengthen the platform through the use of AI technology, and plan and operate new events that will generate new demand, such as collaborative events with companies in other industries and events with a new approach that has never been seen before. We will continue to plan and operate new events that will generate new demand. In addition, for “1on1 for Singles,” we will increase the number of users by strengthening campaigns tailored to the needs of users and enhancing cooperation with “machicon JAPAN” and “CoupLink. Website management services : “CoupLink” will continue to utilize AI technology to thoroughly eliminate impersonators and create a safe and secure environment for users.

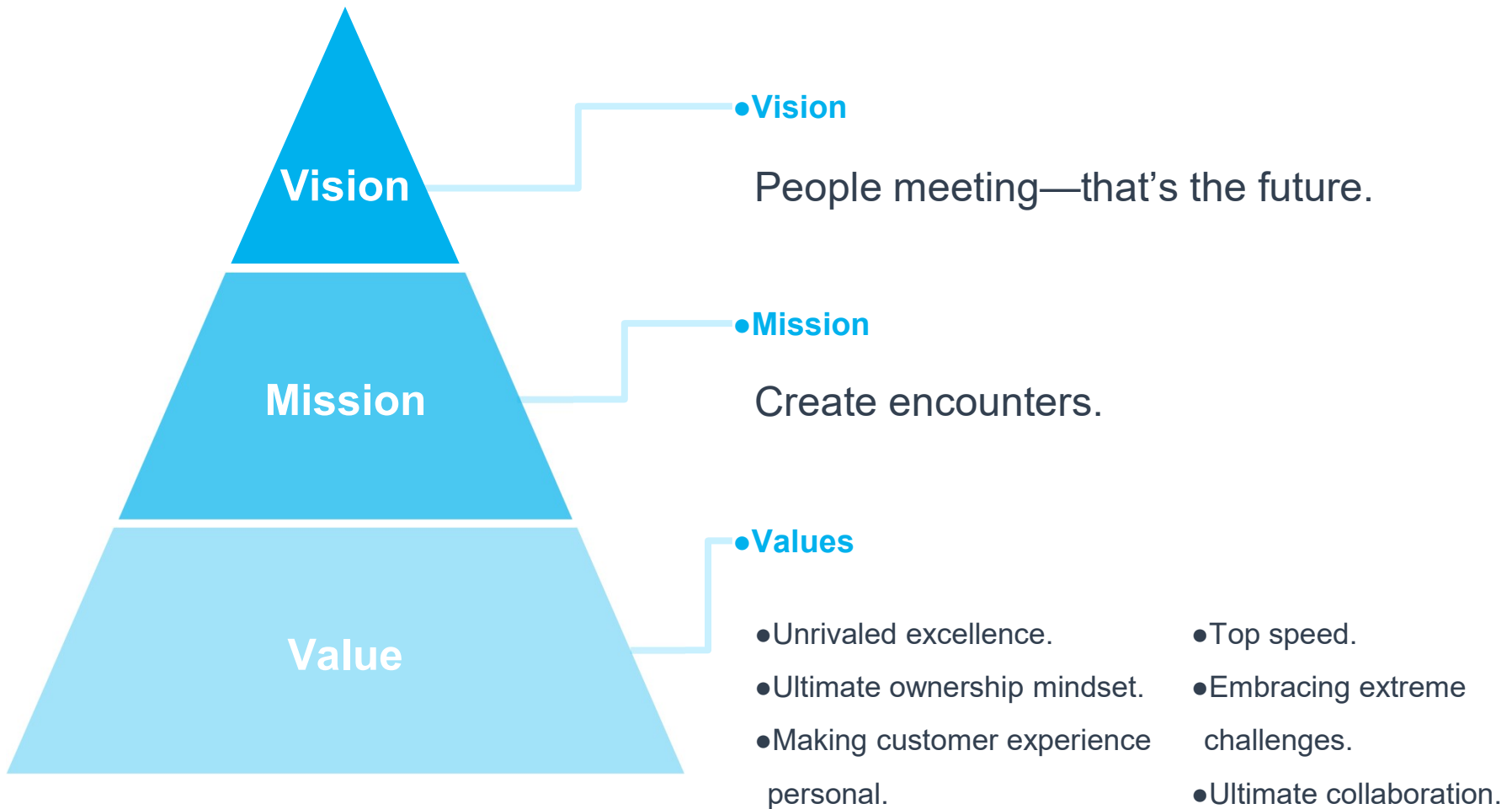
(Millions of yen)

	FY2024 Full Year Results	FY2025 Full Year Plan	increase or decrease
<b>Net sales</b>	<b>968</b>	<b>1,106</b>	<b>+138</b>
Event e-commerce site operation services	682	764	+81
Website management services	285	342	+56
<b>Cost and SG&amp;A expenses</b>	<b>1,092</b>	<b>1,090</b>	<b>Δ2</b>
<b>Operating income</b>	<b>Δ123</b>	<b>16</b>	<b>+139</b>
<b>Ordinary income</b>	<b>Δ123</b>	<b>16</b>	<b>+139</b>
<b>Net income</b>	<b>Δ124</b>	<b>10</b>	<b>+134</b>

## 4 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.

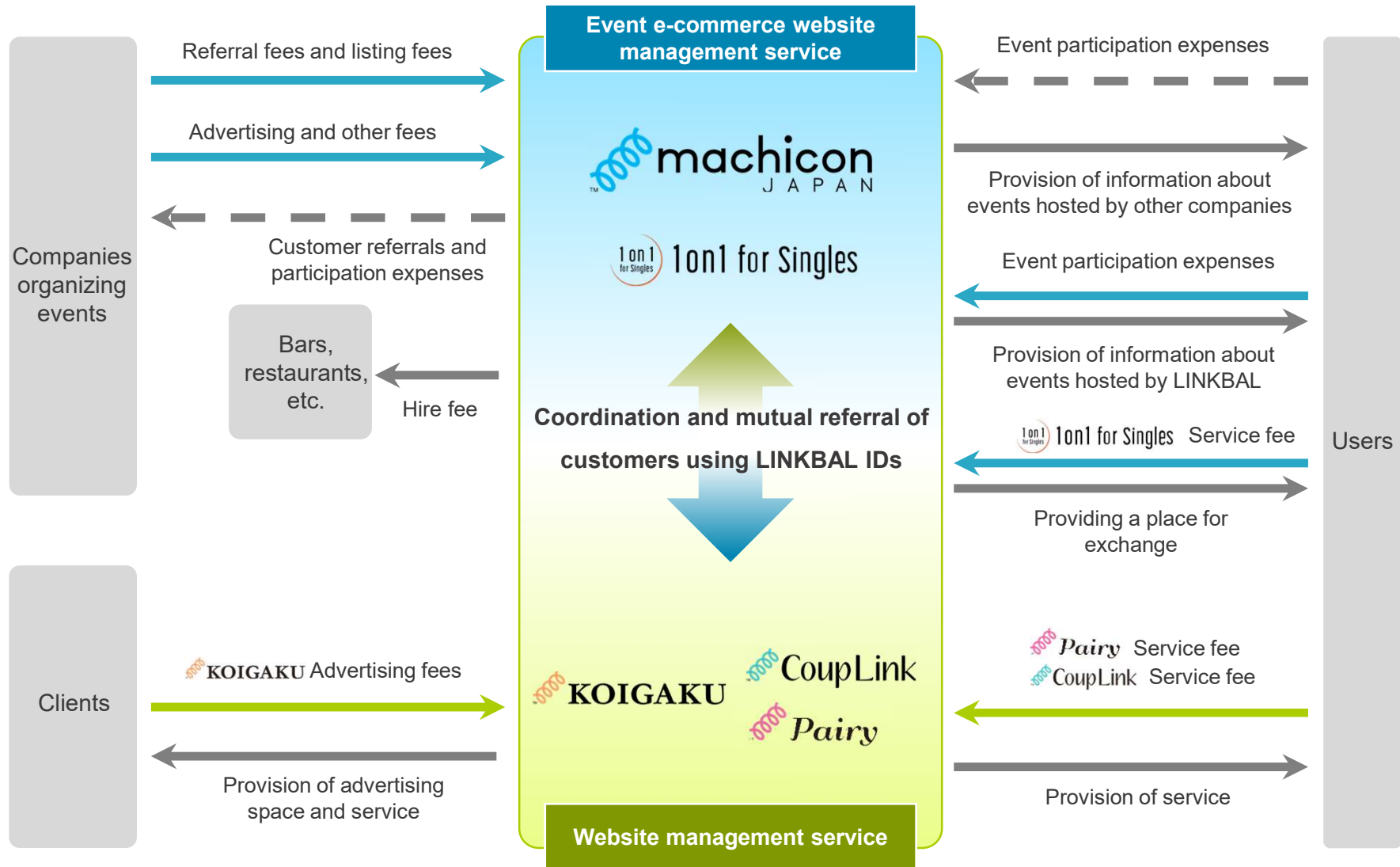




## Company Profile

<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	YOSHIHIRO	Kazumasa
	Director	MATSUOKA	Daisuke
	Director	TAKAHASHI	Kuniomi
	Director (Audit Committee Member)	KARIYASU	Takaaki
	Director (Audit Committee Member)	TABEI	Etsuko
	Director (Audit Committee Member)	BAN	Naoki
<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		

# Business Model





# Event E-commerce Website Management Service

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”



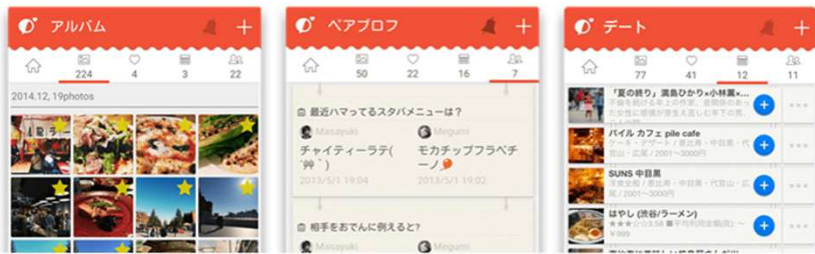
### [Outline and features]

- 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

# 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

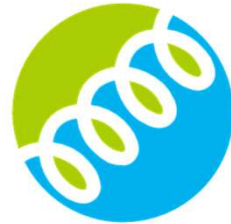
### AI Matching Engine

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



**LINKBAL**