



January 7, 2025

Everyone

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IBJ Corporation (Marriage Agency Business) KPI Report for December 2024
 and Review of Key KPIs

single month	December 2023	December 2024	YoY (Change)	YoY (Pct. change)
Number of Marriage agencies	4,125	4,502	+377	+10.9%
Number of new memberships	3,967	5,585	+1,618	+40.8%
Number of marriage meetings	54,378	66,458	+12,080	+22.2%
Number of Marriages(people)	1,522	1,635	+113	+7.4%
Number of arranged marriage meeting members	85,854	94,167	+8,313	+9.7%

year (period of)	2023	2024	YoY (Change)	YoY (Pct. change)
Number of new memberships	51,362	62,687	+11,325	+22.0%
Number of marriage meetings	687,420	798,620	+111,200	+16.2%
Number of Marriages(people)	13,516	15,374	+1,858	+13.7%

*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 marriages is the number of marriages only within IBJ (excluding those at federations other than IBJ, introductions by friends, etc.)

In 2024, IBJ's marriage agency business grew strongly compared to previous years, with the cumulative number of new members up 22.0% year-on-year (YoY) and the number of marriage meetings 16.2% YoY, resulting in a 13.7% YoY increase in the number of marriages, IBJ's most important indicator, in proportion to the number of arranged marriages.

In addition to the growth measures implemented by both IBJ member agencies and directly managed agencies, the industry-leading dating agency "O-net", which entered into a capital and business alliance with IBJ in December 2023, joined the IBJ dating agency network in earnest from June 2024, which contributed significantly to the increase in the number of members and led to an expansion in the size of the membership IBJ will continue to expand the number of members in the next fiscal year and beyond.

IBJ will continue to ambitiously develop new growth strategies in the next fiscal year and beyond to further expand its market share.

In addition, some key performance indicators (KPIs) will be revised from February 2025. Specifically, we will redefine the existing "Number of arranged marriage meeting members" and "Number of Marriages(people)" to "number of IBJ paying members" and "Number of Marriages (Groups)" respectively.

The reason for the change is to make the KPIs more directly linked to earnings, thereby clarifying the growth in business performance and the amount of money spent per client. The KPI to be reviewed will be explained in detail at the announcement of the financial results next month on February 12 (tentative). Therefore, the monthly KPI report for January 2025 will also be disclosed on the same day as the earnings announcement.