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Monthly Report for November 2023

≪Total Sales≫

The total sales performance for November across the entire company amounted to 1,757,524 thousand yen, representing a remarkable increase of 18.8%.

≪KeePer LABO Operation Segment (B-to-C)≫

Sales performance for all directly operated stores (109 stores) showed a 23.8% increase year-on-year, reaching 872,717 thousand yen, while existing 96 stores recorded a 14.7% increase year-on-year, totaling 808,561 thousand yen. In November, the momentum continued with an increase in the number of applications, even after the October Autumn Fair. This was attributed to creating opportunities for dormant customers to visit, resulting in another successful month similar to October.

As mentioned last month, there was confusion among customers due to the partial overlap in names between the coating products sold by Big Motor Company, "Diamond Coat," and our product, "Diamond Keeper." This led to misunderstandings and concerns, causing a decline in the application numbers for the Diamond Keeper series in August and September. However, in October, the application numbers saw a significant increase of 22% compared to the previous year, and in November, it further grew by 36%, alleviating a significant portion of the misunderstandings and concerns held by many customers.

Regarding the number of coatings for each KeePer type

The EX Keeper reached 905 units, marking a 12% increase compared to the previous year. The 1% decrease in the number of applications at existing stores is attributed to construction closures associated with renovations, totaling 40 days, which resulted in fewer days available for application. The Diamond Keeper series, now including the ECO Diamond Keeper, demonstrated significant growth, as mentioned earlier, with 4,400 units, representing a 36% increase. Additionally, the application numbers for Crystal Keeper and Fresh Keeper, with a durability of one year, increased by 13.7%, reaching 6,056 units compared to the same month last year. Furthermore, maintenance for each Keeper coating increased by 5%, indicating a persistent demand for maintaining cleanliness and a desire for long-lasting protection. The continued high demand for high-value coatings is evident in the market.

Price Revision for Car Wash

The average unit price for car washes, which underwent price revisions in September, increased by approximately 39%, reaching 4,263 yen per unit. Despite the price increase, the number of units increased by 1%. Breakdown analysis shows a drop of about 18% in

prices for non-KeePer coated cars, while KeePer coated cars have seen an increase of approximately 19%. Despite the price hike, the widened price difference with non-KeePer coated cars is well-received, leading to a significant overall increase.

Due to the robust growth in car wash pricing and the application of each Keeper coating, the average unit price reached 17,193 yen (9.9% increase compared to the previous year). With a 13% increase in store visits, combined with increased staffing and operational efficiency, the man-hour productivity reached 7,104 yen per hour (2% increase compared to the previous year).

Performance of Stores in Snowfall Areas

Stores in snowfall areas, including three in Hokkaido and the Akita store, performed well. With the onset of snowfall forecasts, customers in these regions expressed increased interest in keeping their cars clean before snowfall and in methods to reduce snow-related dirt. Keeper's Fresh Keeper and ECO Diamond Keeper, with unique anti-soiling capabilities due to their special surface molecular structure, demonstrated effectiveness even in snowy conditions.





• New Stores and Closures for Renovations:

A new store, "Okayama Store," opened in Okayama Prefecture on November 22, marking the first entry into the region.

	Coating Booths	Workspaces	Closure Days		
Amagasaki Store	4 booths \Rightarrow 6 booths	4 workspaces ⇒ 5 workspaces	12 days		
Takabari Store	$3 \text{ booths} \Rightarrow 5 \text{ booths}$	2 workspaces ⇒ 4 workspaces	14 days		
Koriyama Store	6 booths \Rightarrow 11 booths	3 workspaces under renovation	10 days		
Omiya Store	4 booths \Rightarrow 7 booths	_	4 days		
Total	12 booths added	3 workspaces added,	40 days		

3 workspaces under renovation

In addition, capacity upgrades and efficiency-focused renovations without closures were implemented in multiple stores (Oyama Store, Urawa-Misono Store, 246 Tamagawa Store, Kamimizo Store, Matsuzaka Store, Ishikawabashi Store, Takatsuki Store, Chorakuji Store, Handa Store).

≪KeePer Products Related Segment (B-to-B) ≫

The sales of the Keeper Products Related Segment in November, including the peak demand period of December, reached a record high of 884,806 thousand yen, marking a 15.5% increase compared to the previous year. In the aftermarket led by Keeper Pro Shops, the "Fresh Keeper" has steadily increased in application numbers since its release one year ago. The impact of commercials has contributed to the growth of new customers, and there is also evidence of repeat applications from those who had their vehicles treated a year ago.

However, the main event is the upcoming peak demand period in December. Starting from today, December 1st, the 16th edition of the "Keeper Tournament" has commenced, where participating stores compete based on the number of Keeper coating applications (points). In addition to Keeper Pro Shops, this time, Keeper application stores worldwide, including gas stations, car shops, and car dealerships, are eligible to participate. Consequently, applications for supporting tools such as "banners" and "posters" have reached an all-time high, with approximately 6,000 stores, creating an enthusiastic atmosphere among Keeper application stores nationwide and worldwide

In the new car market, the growth in application numbers continues to be robust, primarily driven by Honda and Toyota. Additionally, the initial response from Mitsubishi Motors exceeded expectations, recording progress of 200% compared to the previous year. Not only in the coating of new cars during sales but also in providing coating and car wash services to existing customers, there has been an increase in new car dealerships capable of catering to these needs. This solidifies Keeper's establishment in the new car market, and there is a strong sense of potential for further expansion in the future.

For coatings other than cars, there was a decline compared to the previous year due to the timing mismatch in shipments. However, shipments are planned for December, and progress is expected to align with projections for the period from October to December.

≪Total Sales≫

(,000 yen)	Total Sales	yoy	Products	yoy	LABO	yoy
2021/7	1,152,658	+34.4%	548,946	+15.8%	603,711	+59.5%
2021/8	1,100,899	+4.2%	536,606	+2.0%	564,292	+6.7%
2021/9	1,019,278	+27.1%	453,902	+13.4%	565,376	+41.7%
2021/10	1,150,290	+28.1%	505,874	+11.8%	644,416	+45.3%
2021/11	1,223,309	+14.6%	634,475	+7.2%	588,834	+24.4%
2021/12	1,699,611	+9.0%	699,101	-6.9%	1,000,509	+24.2%
2022/1	800,758	+26.8%	304,292	+13.0%	496,465	+37.5%
2022/2	938,561	+21.5%	392,857	+18.6%	545,704	+24.2%
2022/3	1,403,788	+34.5%	663,294	+23.2%	740,493	+47.0%
2022/4	1,352,616	+12.7%	552,986	-5.1%	799,630	+29.7%
2022/5	1,248,362	+28.2%	521,921	+26.0%	726,441	+30.3%
2022/6	1,354,483	+37.7%	630,648	+24.4%	723,835	+52.6%
2022/7	1,313,435	+13.9%	505,498	-7.9%	807,937	+33.8%
2022/8	1,285,163	+16.7%	558,749	+4.1%	726,413	+28.7%
2022/9	1,223,148	+20.0%	521,789	+15.0%	701,359	+24.1%
2022/10	1,369,581	+19.1%	571,581	+13.0%	797,999	+23.8%
★ 2022/11	1,479,647	+21.0%	766,333	+20.8%	706,128	+19.9%
2022/12	1,963,071	+15.5%	805,976	+15.3%	1,157,094	+15.7%
2023/1	948,222	+18.4%	387,791	+27.4%	560,431	+12.9%
2023/2	1,235,501	+31.6%	507,632	+29.2%	727,869	+33.4%
2023/3	1,612,126	+14.8%	720,800	+8.7%	891,325	+20.4%
2023/4	1,745,862	+29.1%	740,634	+33.9%	1,005,227	+25.7%
2023/5	1,425,883	+14.2%	615,963	+18.0%	809,920	+11.5%
2023/6	1,508,814	+11.4%	688,316	+9.1%	820,498	+13.4%
2023/7	1,763,277	+34.2%	763,163	+51.0%	1,000,113	+23.8%
2023/8	1,565,335	+21.8%	733,871	+31.3%	831,464	+14.5%
2023/9	1,455,244	+19.0%	622,488	+19.3%	832,756	+18.7%
2023/10	1,729,722	+26.3%	741,845	+29.8%	987,876	+24.0%
★ 2023/11	1,757,524	+18.8%	884,806	+15.5%	872,717	+23.8%

Note: The figures published as a monthly report are unaudited preliminary figures.

Therefore, they may differ from the figures in the earnings report and may be revised in the next update.

These figures are for KeePer LABO directly managed shops and do not include the results of FC stores.

 \ll LABO Stores: All Stores \gg

					Number of coating units applied														
All Stores	Sales (,000 yen)	yoy	# stores	Pure, maint	yoy	Crystal	yoy	Fresh	yoy	Dia related	yoy	EX	yoy	# visits	yoy	ASP (yen/visit)	yoy	Productivity (yen/hr)	yoy
2021/7	603,711	+59.5%	86	5,365	+59%	5,283	+47%			3,141	+57%	567	+95%	42,932		14,062	-7.0%	6,788	+1%
2021/8	564,292	+6.7%	86	4,827	-21%	4,748	-12%			2,903	+19%	636	+96%	38,989		14,473	+22.0%	6,877	-3%
2021/9	565,376	+41.7%	88	4,703	+50%	4,563	+33%			3,002	+34%	619	+67%	39,094		14,462	-4.0%	6,753	-2%
2021/10	644,416	+45.3%	88	5,295	+38%	5,030	+33%			3,150	+40%	803	+85%	46,321		13,912	+3.0%	7,019	+1%
2021/11	588,834	+24.4%	88	4,795	+16%	4,841	+15%			2,927	+30%	652	+44%	43,877		13,420	+7.0%	6,648	-4%
2021/12	1,000,509	+24.2%	88	9,484	+21%	8,117	+13%			4,283	+23%	1,181	+41%	64,370		15,543	+5.0%	7,834	-7%
2022/1	496,465	+37.5%	89	4,178	+36%	3,601	+20%			2,160	+23%	612	+71%	42,967	+33%	11,523	+3.5%	6,628	+1%
2022/2	545,704	+24.2%	90	3,564	+5%	3,785	+8%			2,749	+18%	782	+63%	38,006	+9%	14,336	+14.3%	7,326	-2%
2022/3	740,493	+47.0%	90	5,199	+46%	5,308	+37%			3,868	+32%	1,039	+71%	47,546	+42%	15,537	+3.8%	7,914	+3%
2022/4	799,630	+29.7%	91	5,332	+7%	5,812	+15%			3,559	+7%	1,082	+76%	47,048	+1%	16,951	+27.8%	7,707	-5%
2022/5	726,441	+30.3%	92	6,160	+28%	5,905	+18%			3,005	+5%	670	+41%	52,667	+22%	13,772	+6.4%	7,076	+8%
2022/6	723,835	+52.3%	95	4,796	+31%	6,387	+57%			3,405	+35%	738	+41%	43,420	+37%	16,641	+11.1%	7,670	+19%
2022/7	807,937	+32.1%	94	5,670	+6%	6,650	+26%			3,805	+21%	861	+52%	48,294	+11%	16,707	+18.8%	7,642	+13%
2022/8	726,413	+27.0%	94	5,611	+16%	5,785	+22%			3,430	+18%	685	+8%	46,241	+17%	15,681	+8.3%	7,115	+3%
2022/9	701,359	+24.2%	94	4,846	+3%	4,094	-10%	1,167	-	3,414	+14%	760	+23%	43,840	+12%	15,984	+10.5%	7,002	+4%
2022/10	797,999	+24.2%	94	6,087	+15%	4,795	-4%	1,402	-	3,712	+18%	789	-2%	52,446	+14%	15,195	+9.2%	7,192	+2%
2022/11	697,225	+20.1%	96	5,131	+7%	4,183	-14%	1,142	-	3,228	+10%	806	+24%	45,037	+3%	15,650	+16.6%	6,938	+4%
2022/12	1,157,094	+17.6%	96	10,624	+12%	7,440	-8%	2,137	-	4,553	+6%	1,223	+4%	71,008	+10%	16,541	+6.4%	8,061	+3%
2023/1	560,431	+15.0%	96	4,473	+7%	3,108	-14%	922	-	2,403	+11%	705	+15%	43,642	+2%	13,048	+13.2%	6,527	-2%
2023/2	727,869	+35.7%	96	4,707	+32%	3,767	0%	1,089	-	3,348	+22%	1,215	+55%	47,781	+26%	15,479	+8.0%	7,973	+9%
2023/3	891,325	+22.5%	97	5,747	+11%	6,442	+21%	1,458	-	4,439	+15%	1,210	+16%	53,286	+12%	16,988	+9.3%	7,936	0%
2023/4	1,005,227	+28.0%	97	6,814	+28%	5,866	+1%	1,937	-	4,720	+33%	1,325	+22%	59,414	+26%	17,186	+1.4%	7,838	+2%
2023/5	809,920	+13.6%	99	6,278	+2%	4,898	-17%	1,780	-	3,708	+23%	952	+42%	53,357	+1%	15,440	+12.1%	6,613	-7%
2023/6	820,498	+10.9%	106	5,187	+8%	4,531	-29%	1,725	-	3,857	+13%	952	+29%	47,016	+8%	17,041	+2.4%	6,761	-12%
2023/7	1,000,113	+24.0%	106	7,278	+28%	5,733	-14%	2,206	-	4,588	+21%	1,076	+25%	64,254	+33%	15,565	-6.8%	7,310	-4%
2023/8	831,464	+14.7%	107	6,146	+10%	4,596	-21%	1,724	-	3,771	+10%	883	+29%	55,985	+21%	14,852	-5.3%	6,628	-7%
2023/9	832,756	+18.8%	108	5,403	+11%	3,982	-3%	1,965	+69%	3,947	+16%	913	+20%	49,989	+14%	16,659	+4.2%	6,725	-4%
2023/10	987,876	+24.0%	108	7,320	+20%	5,345	+11%	2,690	+92%	4,534	+22%	1,049	+33%	59,567	+14%	16,584	+9.1%	7,494	+4%
2023/11	872,717	+23.8%	109	5,375	+5%	3,822	-9%	2,234	+96%	4,400	+36%	905	+12%	50,759	+13%	17,193	+9.9%	7,104	+2%

≪LABO Stores: Existing Stores≫

				Number of coating units applied															
Existing Stores	Sales (,000 yen)	yoy	# stores	Pure, maint	yoy	Crystal	yoy	Fresh	yoy	Dia related	yoy	EX	yoy	# visits	yoy	ASP (yen/visit)	yoy	Productivity (yen/hr)	yoy
2021/7	582,084	+52.1%	81	5,215		5,072	+41%			2,979	+49%	526	+81%	41,738		13,946	-8%	6,786	+1%
2021/8	544,346	+1.8%	81	4,704		4,572	-15%			2,736	+12%	598	+85%	37,902		14,362	+21%	6,882	-3%
2021/9	536,283	+34.7%	81	4,544		4,386	+28%			2,845	+27%	579	+56%	37,304		14,376	-5%	6,786	-2%
2021/10	604,468	+36.9%	82	5,049		4,804	+27%			2,953	+31%	746	+71%	43,977		13,745	+2%	7,022	+1%
2021/11	555,567	+17.8%	82	4,606		4,621	+10%			2,769	+23%	603	+33%	41,625		13,347	+7%	6,698	-3%
2021/12	953,238	+18.5%	84	9,154		7,794	+8%			4,068	+17%	1,114	+33%	61,535		15,491	+4%	7,866	-7%
2022/1	470,325	+30.7%	84	4,023		3,447	+15%			2,054	+22%	564	+58%	41,045	+27%	11,459	+3%	6,651	+1%
2022/2	510,589	+16.4%	84	3,417		3,574	+2%			2,572	+15%	722	+50%	35,953	+3%	14,202	+13%	7,349	-1%
2022/3	691,704	+37.7%	84	4,981		4,970	+28%			3,593	+28%	969	+59%	44,784	+33%	15,445	+3%	7,949	+4%
2022/4	757,660	+23.2%	86	5,136		5,515	+9%			3,354	+5%	1,029	+68%	45,134	-3%	16,787	+27%	7,748	-4%
2022/5	682,844	+22.7%	86	5,954		5,594	+12%			2,814	+5%	613	+29%	50,245	+17%	13,590	+5%	7,080	+8%
2022/6	680,258	+43.4%	87	4,606		6,010	+48%			3,183	+32%	693	+33%	41,250	+30%	16,491	+10%	7,740	+20%
2022/7	740,093	+21.2%	86	5,393		6,185	+17%			3,491	+17%	758	+34%	45,078	+4%	16,418	+17%	7,686	+13%
2022/8	667,169	+16.8%	86	5,340		5,377	+13%			3,120	+14%	615	-3%	43,173	+9%	15,453	+7%	7,201	+5%
2022/9	653,697	+15.9%	87	4,635	-1%	3,866	-15%	1,084	-	3,152	+5%	694	+12%	41,320	+6%	15,820	+9%	7,046	+4%
2022/10	746,154	+16.3%	87	5,865	+11%	4,596	-9%	1,237	-	3,448	+9%	723	-10%	49,461	+7%	15,086	+8%	7,272	+4%
2022/11	649,478	+10.6%	87	4,885	+2%	3,923	-19%	1,038	-	2,924	0%	731	+12%	42,051	-4%	15,445	+15%	6,986	+5%
2022/12	1,095,574	+9.7%	87	10,213	+8%	7,077	-13%	2,001	-	4,167	-3%	1,123	-5%	66,503	+3%	16,474	+6%	8,183	+4%
2023/1	532,447	+7.5%	88	4,303	+3%	2,930	-19%	863	-	2,230	+5%	652	+7%	41,048	-4%	12,971	+13%	6,635	0%
2023/2	692,672	+27.1%	89	4,537	+27%	3,573	-6%	1,024	-	3,124	+14%	1,120	+43%	45,329	+19%	15,281	+7%	8,053	+10%
2023/3	849,908	+15.0%	89	5,546	+7%	4,686	-12%	1,375	-	4,160	+8%	1,116	+7%	50,216	+6%	16,925	+9%	8,033	+2%
2023/4	963,527	+20.8%	90	6,567	+23%	5,580	-4%	1,828	-	4,444	+25%	1,239	+15%	56,348	+20%	17,100	+1%	7,906	+3%
2023/5	780,073	+7.5%	91	6,096	-1%	4,667	+7%	1,678	-	3,502	+17%	882	+32%	50,818	-4%	15,350	+12%	6,666	-6%
2023/6	768,436	+6.3%	94	5,063	+6%	4,408	-31%	1,658	-	3,694	+8%	894	+21%	45,566	+5%	16,864	+1%	6,797	-11%
2023/7	930,241	+15.3%	94	6,962	+23%	5,443	-18%	2,035	-	4,266	+12%	964	+12%	60,319	+25%	15,422	-8%	7,368	-4%
2023/8	772,594	+6.5%	94	5,845	+4%	4,355	-25%	1,592	-	3,493	+2%	803	+17%	52,410	+13%	14,741	-6%	6,695	-6%
2023/9	764,608	+9.1%	94	5,138	+6%	3,760	-8%	1,765	+52%	3,644	+7%	796	+5%	46,630	+6%	16,397	+3%	6,753	-4%
2023/10	909,450	+14.1%	94	6,999	+15%	5,064	+6%	2,439	+74%	4,183	+13%	935	+19%	55,426	+6%	16,408	+8%	7,604	+6%
2023/11	808,561	+14.7%	96	5,139	+0%	3,621	-13%	2,070	+82%	4,110	+27%	794	-1%	47,761	+6%	16,929	+8%	7,142	+3%