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February 13, 2024

Non-consolidated Financial Results for the Six Months Ended December 31, 2023 (Under Japanese GAAP)

Company name: KeePer Technical Laboratory Co., Ltd.

Listing: Tokyo Stock Exchange / Nagoya Stock Exchange

Securities code: 6036

URL: https://keepergiken.co.jp/

Representative: Toshiyuki Kaku, Representative Director, President, and Co-COO

Inquiries: Ayako Yamashita, Chief Financial Officer

Telephone: +81-562-45-5777

Scheduled date to file quarterly securities report: February 13, 2024

Scheduled date to commence dividend payments:

Preparation of supplementary material on quarterly financial results: Yes Holding of quarterly financial results briefing: No

(Yen amounts are rounded down to millions, unless otherwise noted.)

1. Non-consolidated financial results for the six months ended December 31, 2023 (from July 1, 2023 to December 31, 2023)

(1) Non-consolidated operating results (cumulative)

(Percentages indicate year-on-year changes.)

	Net sales	3	Operating p	rofit	Ordinary pı	ofit	Profit	
Six months ended	Millions of yen	%	Millions of yen	%	Millions of yen	%	Millions of yen	%
Dec. 31, 2023	10,702	24.9	3,320	10.1	3,324	9.3	2,263	8.4
Dec. 31, 2022	8,566	17.3	3,016	30.2	3,042	30.6	2,087	29.5

	Basic earnings per share	Diluted earnings per share
Six months ended	Yen	Yen
Dec. 31, 2023	82.95	_
Dec. 31, 2022	76.52	_

(2) Non-consolidated financial position

	Total assets	Net assets	Equity-to-asset ratio
As of	Millions of yen	Millions of yen	%
Dec. 31, 2023	16,396	12,308	75.1
Dec. 31, 2022	15,079	11,151	73.9

Reference: Equity

As of December 31, 2023: ¥12,308 million As of June 30, 2023: ¥11,151 million

2. Cash dividends

		Annual dividends per share			
	First quarter-end	Second quarter-end	Third quarter-end	Fiscal year-end	Total
	Yen	Yen	Yen	Yen	Yen
Fiscal year ended June 30, 2023	_	0.00	_	43.00	43.00
Fiscal year ending June 30, 2024	_				
Fiscal year ending June 30, 2024 (Forecast)		0.00	_	50.00	50.00

Note: Revisions to the forecast of cash dividends most recently announced: None

* Notes

- (1) Adoption of accounting treatment specific to the preparation of quarterly non-consolidated financial statements: None
- (2) Changes in accounting policies, changes in accounting estimates, and restatement
 - (i) Changes in accounting policies due to revisions to accounting standards and other regulations: None
 - (ii) Changes in accounting policies due to other reasons: None
 - (iii) Changes in accounting estimates: None
 - (iv) Restatement: None
- (3) Number of issued shares (common shares)
 - (i) Total number of issued shares at the end of the period (including treasury shares)

As of December 31, 2023	28,280,840 shares
As of June 30, 2023	28,280,840 shares

(ii) Number of treasury shares at the end of the period

As of December 31, 2023	989,010 shares
As of June 30, 2023	1,000,660 shares

(iii) Average number of shares outstanding during the period (cumulative from the beginning of the fiscal year)

Six months ended December 31, 2023	27,283,523 shares
Six/Nine months ended December 31, 2022	27,280,318 shares

^{*} Quarterly financial results reports are exempt from quarterly review conducted by certified public accountants or an audit corporation.

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Financial Results for the First Half of the FY Ending June 30, 2024

During the first half of the current fiscal year (July-Dec 2023), the Japanese economy showed a moderate recovery trend due to the easing of behavioral restrictions caused by the COVID-19 and the recovery of inbound demand due to the increase in foreign tourists, but the outlook remains uncertain due to rising energy prices, price hikes caused by the weak yen However, the outlook remains uncertain due to such factors as rising energy prices, rising prices accompanying the depreciation of the yen, and prolonged geopolitical risks.

In this environment, we believe that maintaining and improving the quality of KeePer coatings more than ever is of utmost importance not only to improve our business performance, but also to establish the branding of the KeePer brand for future development.

Actual Results

In the first half of the current fiscal year (July-Dec 2023), net sales increased 24.9% year on year to 10,702 million yen, operating income increased 10.1% to 3,332 million yen, and ordinary income increased 9.3% to 3,324 million yen. The Company's sales and income increased to a record high for the first half of the fiscal year.

In Q1 (July-Sep 2023), despite a significant increase in sales, operating income did not keep pace.

However, in Q2 (Oct-Dec 2023), we were able to make a significant recovery through the following two measures and return to the original pace, with net sales of 5,940 million yen (up 24.3% year-on-year) and operating income of 2,143 million yen (up 16.1% year-on-year) in Q2 (Oct-Dec 2023). Net sales increased 24.3% year on year to 5,940 million yen.

The first measure was the implementation of the "Autumn Fair. The name "Diamond Coat (coating)" sold by Big Motor Corp. and our company's "Diamond KeePer" were used interchangeably, which caused confusion among many people, and the number of Diamond KeePer series cars installed in August and September fell below the previous year's level. Therefore, we started a positive promotion called "Autumn Fair" in October targeting approximately 360,000 customers of all LABO stores over the past two years, and sent out direct mails (DMs) to clarify that Big Motor's "Diamond Coat" and KeePer's "Diamond KeePer" are two different products. This helped to alleviate concerns about Diamond KeePer, and the situation was completely restored.

The second measure is to address the increase in personnel costs. The number of employees increased from 847 as of December 2022 to 1,076 in December 2023, and personnel expenses increased accordingly by 741 million yen. Of this increase, the amount of salaries and wages, including base salary increases, excluding those due to the increase in headcount, increased by 350 million yen. The price increase for "Hand Washed Car with Purified Water," which has the highest personnel cost ratio, was implemented on September 1, and although costs increased in July and August before the price increase, the increased revenue effect from September onward has been able to continuously offset the impact.

KeePer LABO operation business

Sales of the KeePer LABO operation business increased 21.0% to 5,862 million yen, and operating income

decreased 2.5% to 1,403 million yen.

As noted above, the number of employees increased by 229, of which 211 were in the LABO operation. This increase is intended to increase the number of employees to accommodate the 15 new stores planned for this fiscal year and to replenish the existing stores in line with the increase in revenue. 13 new stores are scheduled to be opened after January 2024, and this is positioned as a prior investment to support future sales expansion.

Therefore, personnel expenses in the KeePer LABO Operation business increased by 610 million yen year-on-year due to an increase in personnel and base increase in the first half of the fiscal year. In addition, a temporary drop in "Diamond KeePer" had a depressing effect of 105 million yen on gross profit.

As for the number of coating applications, the EX KeePer series increased by 21.2% to 3,355 units, and the Diamond KeePer series increased by 15.6% to 12,307 units in the Q1 from the previous year due to the stall in the August-September period. However, as mentioned above, concerns about Diamond KeePer have been dispelled since October, and the number of units installed from October to December returned to normal, up 30.1%, and the total for the first half from July to December recovered to a 23.1% increase.

Furthermore, the "Autumn Fair" led to a great number of customers who came to the store for the first time in a year or two, and this led to the uncovering of demand, such as "I came here after a long time and found that new services had been added, so I decided to have it applied" and "I had passed the time for Crystal KeePers to be re-applied, but this was an opportunity to come back for a re-application. This has led to the development of demand.

The combined total of Fresh KeePers and Crystal KeePers, both of which have the same durability period, was 45,395 units (up 17.0% year-on-year). Demand for maintenance of each type of KeePer coating also increased, up 21.3% from the previous year.

The number of cars washed at all LABO stores from July to December increased 19.5% from the same period of the previous year, including a 7.7% increase for cars not yet treated with KeePer, for which the price revision was significant. The number of cars washed during the period from July to December increased 19.5% from the same period of the previous year.

As a result, during the first half of the current fiscal year (July-Dec 2023), total store visits amounted to 360,993 units (up 17.6% year-on-year) and the average unit price was 16,499 yen (up 3.1% year-on-year).

(KeePer LABO New Store Development)

New Store Opening

Store Name	Location	Open Date
Fuchu Store	Fuchu City, Tokyo	August 9, 2023
Hirano Store	Osaka City, Osaka	September 29, 2023
Okayama Store	Okayama City, Okayama	November 22, 2023

Scheduled to open during the fiscal year ending June 30, 2024.

Store Name	Location	Scheduled to open
Nishiharu Store	Kitanagoya City, Aichi	January 19, 2024

Hayara Store	Fukuoka City, Fukuoka	January 20, 2024
Koshigaya Store	Koshigaya City, Saitama	January 24, 2024
Utsunomiya Store	Utsunomiya City, Tochigi	March 2024
Yawahara Interchange Store	Tsukubamirai City, Ibaraki	March 2024
Nara Daianji Store	Nara City, Nara	April 2024
Kobe West Store	Kobe City, Hyogo	April 2024
Kishiwada Store	Kishiwada City, Osaka	May 2024
Ichikawa Store	Ichikawa City, Chiba	May 2024
Kobe Kita Store	Kobe City, Hyogo	May 2024
Ageo Store	Ageo City, Saitama	June 2024
Sakai-Nishi Store	Sakai City, Osaka	June 2024

Relocation and opening scheduled during the fiscal year ending June 2024

Store Name	Location	Scheduled to open
Shin-Matsudo Higashi Store	Matsudo City, Chiba	June 2024

Scheduled to be fully reconstructed and open by the end of the fiscal year ending June 2024.

Store Name	Location	Scheduled to open	Expected number of days of absence
Fukuoka Kasuga Store	Fukuoka, Fukuoka	April 2024	85 days

(Remodeling of existing stores)

Already implemented in the first half (July-December)

Store Name	Location	Booth	Renovation to wash	Number of days of
		expansion	and finish workshop	absence
Fukuyama Store	Hiroshima	3 to 6 units	For 4 cars	6 days
Suginami Store	Tokyo	4 to 6 units		-
	Metropolitan			
	area			
Fukui Owada Store	Fukui	4 to 9 units	For 4 cars	15 days
Narumi Store	Aichi	4 to 8 units	For 4 cars	9 days
Omiya Store	Saitama	4 to 7 units	For 3 cars	4 days
Urawa Misono	Saitama	3 to 5 units	For 3 cars	-
Store				
Amagasaki Store	Hyogo	4 to 6 units		12 days
Koriyama Store	Fukushima	6 to 10 units	For 3 cars	10 days
246 Tamagawa	Kanagawa	3 to 6 units		-
Store				
Takabari Store	Aichi	3 to 5 units	For 4 cars	14 days

Upcoming events

Sto	ore Name	Location	Booth	Renovation to wash	Estimated	number

		expansion	and finish workshop	of days of absence
Uemizo Store	Kanagawa	3 to 6 units		-
Hachioji Branch	Tokyo	6 to 10 units		-
	Metropolitan			
	area			
Yokkaichi Branch	Mie	3 to 5 units		-
Ichihara Store	Chiba	3 to 7 units		-
Togo Store	Aichi	4 to 8 units	For 3 cars	10 days
Adachi Store	Tokyo	7 to 12 units		1 month
	Metropolitan			
	area			
Komakiyama Store	Aichi	4 to 6 units		-
Katano Store	Osaka	4 to 7 units		-
Hikone Branch	Shiga	4 to 8 units		14 days
Toyama Store	Toyama	5 to 7 units		-
Higashi Urawa	Saitama	5 to 7 units		-
Store				
Kodaira Store	Tokyo	4 to 9 units		10 days
	Metropolitan			
	area			

Business related to KeePer products, etc.

Sales in the KeePer products and related businesses increased 30.0% to 4,840 million yen, and segment income increased 21.6% to 1,917 million yen, representing significant increases in both sales and income.

(Unit: mn of yen)	FY06/23		FY06/23		
Sales Breakdown	H1 (July-Dec)	%Total	H1 (July-Dec)	%Total	(YoY)
After Market	3,004	80.7%	3,558	73.5%	+ 18.3%
New Car Market	568	15.3%	1,092	22.6%	+ 92.2%
Overseas	19	0.5%	31	0.7%	+ 63.8%
Non-Car Coatings	130	3.5%	157	3.3%	+ 20.6%
Total Amount	3,723	100.0%	4,840	100.0%	+ 30.0%

In the "after-market," mainly KeePer PRO SHOPs, there was a significant 18.3% increase over the same period last year.

The reason for this strong performance was the significant progress of "Fresh KeePer," which was launched in October 2022, achieving 320,000 units installed.

The addition of the "Fresh KeePer" lineup as a practical, everyday product that reduces car washing by "turning rain into car wash" and "reducing the number of car washes" to the "KeePer" lineup, which is a luxury item to make cars clean, has led to a wide spread of users, especially women, whom we had not been able to reach. The advertising method also received a major boost from the "Self-Cleaning" commercials,

which ran from July to December of this year in the form of three programs offered on national television. In this way, many KeePers, mainly "Fresh KeePer," were installed in the aftermarket, mainly at KeePer PRO SHOPs.

In the "New Car Market," mainly new car dealers, we made a great leap forward with a 92.2% increase over the same period last year, and the composition ratio in the products and other related businesses grew from 15.3% in the previous period to 22.6%. This was largely driven by the increase in Honda's installation volume, which was adopted as a genuine product in March 2023. Mitsubishi Motors, which adopted KeePer as a factory-installed product in July of the same year, also had a strong start, and the high performance and high recognition of KeePer by both automakers led to an increase in the incidental rate and higher coating revenues.

As for Toyota, two years have passed since Toyota adopted Toyota Mobility Parts as a genuine product, and in this fiscal year, we finally started to see growth in the number of units installed. However, it is still small compared to Toyota's overall installation volume, and is expected to grow even larger in the future. Lastly, three years have passed since SUBARU adopted the system as a factory-installed system, and with the launch of new high-priced models such as the "Legacy Outback" and "Rayback," the number of cars installed has been increasing even more.

With regard to the Overseas Expansion, the PRO SHOPd in Hong Kong (10 stores) has greatly recovered its performance after the dawn of COVID-19, and is seeking to expand its stores. And our Taiwanese PRO SHOPs (3 stores) saw a large increase in chemical purchases due to increased sales, and new PRO SHOPs were opened in Korea and Mexico. We are also looking forward to the future, as the popularity of KeePer in Japan is spreading through social networking services, and we are beginning to receive reservations for coatings.

In the Non-Automotive services, "Smartphone KeePer," which was started by NTT Docomo, is being expanded to other manufacturers. In addition, a coating application for "vending machines" has begun, which has been well received as it makes the machines less prone to stains and significantly reduces the number of times they need to be cleaned. Furthermore, "Gloss Pika" cleaner for golf clubs, jointly planned with "Golf 5," a nationwide chain of 196 golf specialty stores operated by sports and golf goods retailer Alpen Co. As for the barnacle adhesion-preventing marine coating, tests are underway on actual vessels, and at this stage no negative factors have been found, so expectations are high for future test results. The new external sales department is making steady progress.

		(Thousands of yen)
	As of June 30, 2023	As of December 31, 2023
Liabilities		
Current liabilities		
Accounts payable - trade	455,905	268,861
Current portion of long-term borrowings	48,000	48,000
Accounts payable - other	685,592	513,655
Income taxes payable	935,772	1,164,349
Accrued expenses	271,150	387,759
Provision for bonuses	54,859	65,165
Contract liabilities	231,297	277,446
Other	131,440	220,533
Total current liabilities	2,814,019	2,945,772
Non-current liabilities		
Long-term borrowings	112,000	88,000
Provision for retirement benefits	426,714	463,822
Provision for retirement benefits for directors (and other officers)	270,969	279,203
Asset retirement obligations	300,899	307,776
Other	4,043	4,043
Total non-current liabilities	1,114,626	1,142,845
Total liabilities	3,928,645	4,088,618
Net assets		
Shareholders' equity		
Share capital	1,347,557	1,347,557
Capital surplus	1,007,224	1,049,019
Retained earnings	10,983,406	12,073,430
Treasury shares	(2,189,329)	(2,164,499)
Total shareholders' equity	11,148,858	12,305,507
Valuation and translation adjustments		
Valuation difference on available-for-sale securities	2,378	2,681
Total valuation and translation adjustments	2,378	2,681
Total net assets	11,151,236	12,308,189
Total liabilities and net assets	15,079,882	16,396,807

Quarterly Non-consolidated Statements of Income

Quarterly Non-consolidated Statements of Income (For the six months)

		(Thousands of yen)
	For the six months ended December 31, 2022	For the six months ended December 31, 2023
Net sales	8,566,513	10,702,438
Cost of sales	1,538,670	1,943,192
Gross profit	7,027,842	8,759,245
Selling, general and administrative expenses	4,011,362	5,438,858
Operating profit	3,016,479	3,320,387
Non-operating income		
Interest income	782	1,101
Dividend income	180	228
Foreign exchange gains	22,647	-
Commission income	2,780	3,340
Other	980	1,068
Total non-operating income	27,371	5,738
Non-operating expenses		
Interest expenses	922	183
Foreign exchange losses	-	1,506
Other	114	37
Total non-operating expenses	1,037	1,727
Ordinary profit	3,042,813	3,324,398
Extraordinary income		
Gain on sale of non-current assets	1,580	1,148
Total extraordinary income	1,580	1,148
Extraordinary losses		
Loss on sale and retirement of non-current assets	7,235	6,302
Total extraordinary losses	7,235	6,302
Profit before income taxes	3,037,159	3,319,244
Income taxes - current	944,733	1,088,430
Income taxes - deferred	5,006	(32,257)
Total income taxes	949,740	1,056,172
Profit	2,087,418	2,263,071