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Monthly Report for April 2024

«Total Sales»

Total sales increased by 13.6% y-o-y to 2,009,437 thousand yen.

«KeePer LABO Operation Segment (B-to-C)»

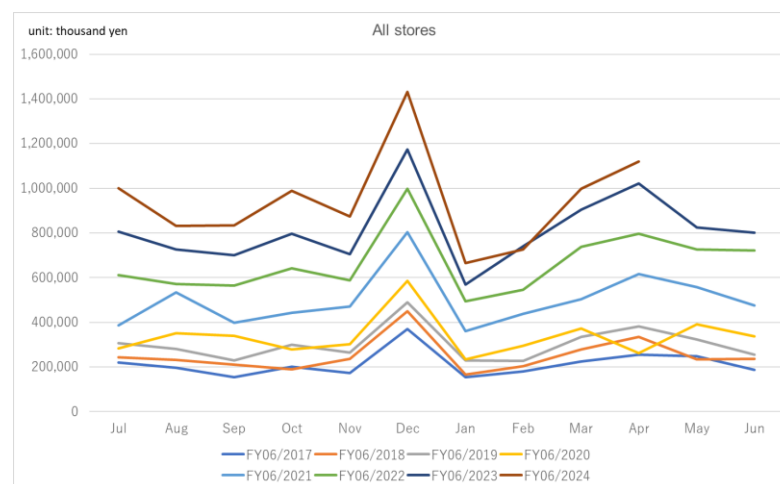
In April, the Fukuoka Kasuga store reopened as the Kasuga store on Friday, April 12 after a three-month total renovation, the Kobe Tamatsu store (Kobe City, Hyogo Prefecture) opened on Sunday, April 21, and the Nara Daianji store (Nara City, Nara Prefecture) opened on Wednesday, April 24, bringing the number of directly managed stores to 116.

In April, sales at all 116 directly managed stores increased 10.0% y-o-y to 1,113,360 thousand yen, and sales at 97 existing stores decreased 2.0% y-o-y to 992,115 thousand yen. In addition to the record high sales in April of the previous year (+28.0% y/y), excluding the peak demand month of December. Moreover, this year, due to the weekly rotation, we had one less business day and one less holiday to increase the number of visits.

Sales were up 40.5% over the previous two years, thanks in part to the Spring Fair.

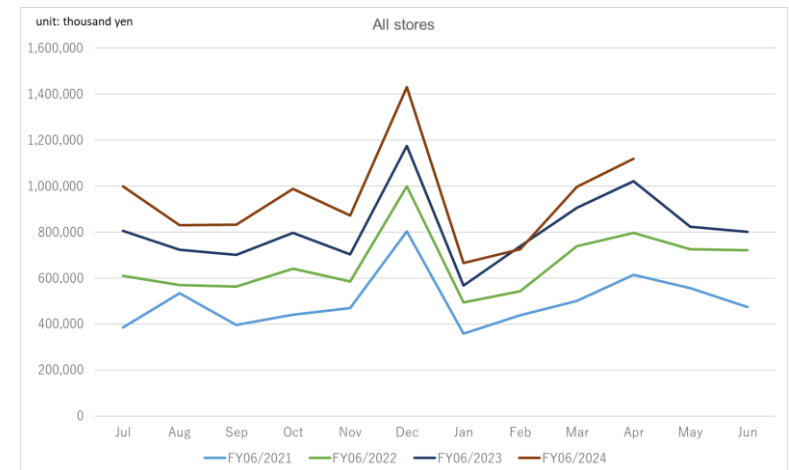
| 8years of sales for all stores

It can be seen that since FY06/2021 (light blue line), the y-o-y growth rate has been higher. This is due to the dramatic increase in awareness of KeePer LABO, especially the branding via YouTube, which matched the historical background. In addition, the aggressive opening of new stores and the simultaneous expansion and remodeling of existing stores to increase capacity, as well as the increase in personnel, have contributed to the increase in sales.



| 4years of sales for all stores

In such a situation, the sales growth rate from February to April of the previous year, FY2023 (dark blue), is outstandingly higher than that of the last four years, which clearly shows how severe this year's y-o-y comparison is.



| Stores in Hokkaido, where spring is in full swing, are doing well.

Stores in snowfall areas where the snow has completely melted are performing well. All three stores recorded sales in excess of 17 thousand yen: Sapporo: 21,363 thousand yen, Teine: 17,559 thousand yen, and Shiroishi: 20,104 thousand yen. The Koriyama store in Fukushima Prefecture also achieved a record high of 13,944 thousand yen (up 23% from the previous year), surpassing last December's result.

| Shiga and Hyogo had hail damage...and there were also regional differences in the delivery of new cars

In Shiga and Hyogo prefectures, hailstorms in early April caused many cancellations of coating appointments. In addition, the number of new KeePer cars delivered in some areas (Northern Japan) and in others (Chubu and Kansai), the number of EX KeePer cars installed remained at the same level as the previous year. However, since the ratio of EX KeePer to new cars has not changed from the past trend of approximately 90%, we expect the number of EX KeePer applications to increase commensurately once the number of new cars delivered stabilizes.

| Number of KeePer coatings applied

As mentioned above, the number of EX KeePer and Diamond KeePer were 1,322 ($\pm 0\%$) and 4,953 (+6%), respectively, showing steady growth. Crystal KeePer was 4,817 units, down 17% due to the transition to Fresh KeePer with the same durability period, but Fresh KeePer was 3,344 units (up 74%), which together increased 6% from 7,725 units to 8,161 units in the previous year.

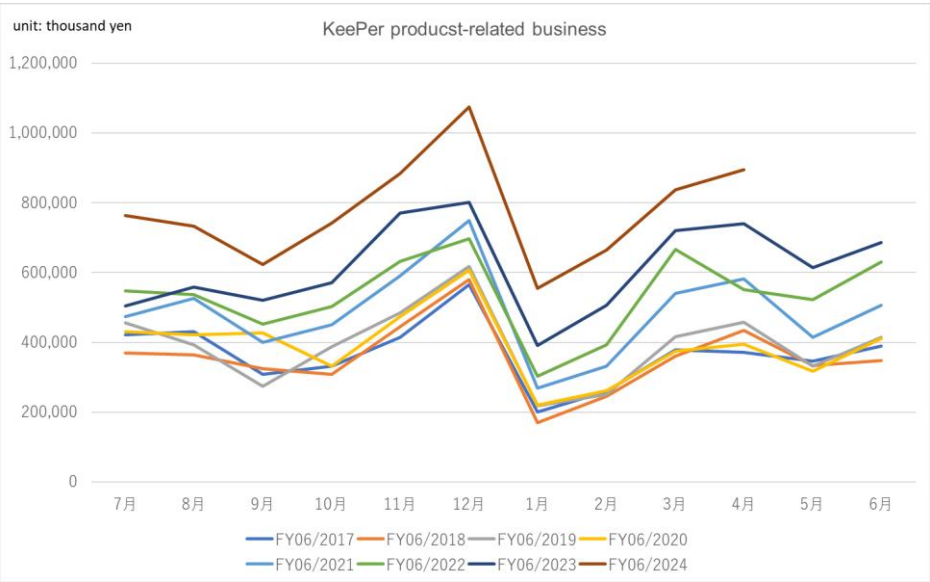
In addition, the maintenance category for each KeePer coating was up 17%, indicating that the demand for a clean and long-lasting ride remains high.

| Labor Productivity

Finally, hourly productivity was 7,855 yen/hour (+/-0% over the previous year), an appropriate level after the addition of 113 new graduates.

《KeePer Products Related Segment (B-to-B)》

In April, sales in the KeePer Products Related Segment increased by 20.3% y-o-y to 896,077 thousand yen. To give you an idea of the progress of the KeePer products related segment, we have graphed the sales trends over the past eight years.



As you can see, we have made great strides, especially in the past year. This is because, in addition to the steady double-digit growth in the after-market, which is the main driver of sales in this business, the new car market has made great strides and has become another major pillar supporting the product business.

| After Market

In the after-market, sales at KeePer Pro Shops continued to grow by 10.8%, driven by Freschi KeePer. This past April, the annual mass of yellow sand fell and cars got terribly dirty, leading to increased demand for car washes nationwide. KeePer stores actively encouraged customers to ask for “KeePer,” which makes cars less likely to get dirty, and this led to the installation of many fresh KeePer products. In addition, to meet the spring demand, a commercial for Fresh KeePer was aired on three nationwide TV programs in April, and the commercial had a great effect, attracting more customers who saw the commercial and came to our stores for “KeePer,” which cleans up on its own.

| New Car Market

In the new car market, while the number of new car registrations (standard and compact passenger cars) in April decreased 5.9% from the previous year (-14.4% in February and -18.6% in March), sales volume of KeePer increased 60.5% from the previous year, as sales volume increased in all channels.

In particular, Honda and Mitsubishi, which are quickly emerging from new transactions, are showing significant progress, with KeePer's incidental rate improving month by month. In addition, both companies are now handling "Fresh KeePer" as a genuine product as a co-treatment for existing and used vehicles, and the introduction and installation of the product is increasing in earnest, with training sessions for the introduction of the product progressing. The number of KeePer installations has increased the most among all channels. Subaru is also performing well, and we continue to focus on improving coating revenues from new car dealers as well as promoting activities to introduce new products.

| Non-Auto Coating

In the area of non-auto coatings, the "Bath KeePer" DIY product, which was launched from LEC's "Shogeki SHOCK" series, has been well received and sales numbers are growing. The number of stores introducing the product is also increasing, mainly in home centers and drug stores. In addition, "Tsuyapika," a cleaner for golf clubs jointly planned by Golf5, a golf specialty store, and KeePer, has been well received, and additional lots have been delivered.

《Total Sales》

(,000 yen)	Total Sales	yoy	Products	yoy	LABO	yoy
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	1,982,927	+16.7%	804,156	+15.0%	1,175,771	+17.5%
2023/1	962,220	+20.2%	390,626	+28.4%	570,665	+14.9%
2023/2	1,248,106	+33.0%	506,685	+29.0%	740,492	+35.7%
2023/3	1,629,304	+16.1%	719,206	+8.4%	906,053	+22.4%
2023/4	1,768,469	+30.7%	745,052	+34.7%	1,012,058	+26.6%
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%
2023/12	2,505,801	+26.4%	1,074,817	+33.7%	1,430,984	+21.8%
2024/1	1,220,047	+26.8%	554,423	+41.9%	665,624	+16.9%
2024/2	1,390,773	+11.4%	664,588	+31.2%	726,185	-1.8%
2024/3	1,834,971	+12.6%	836,835	+16.4%	998,136	+10.3%
★2024/4	2,009,437	+13.6%	896,077	+20.3%	1,113,360	+10.0%

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.

《LABO Stores: All Stores》

All StoresSales,000 yenyoy			# stores	Number of coating units applied											yoy	ASP(yen/visit)	yoy	Productivity(yen/hr)	yoy
				Pure,maint	yoy	Crystal	yoy	Fresh	yoy	Dia related	yoy	EX	yoy	# visits					
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	+52.6%	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	+33.8%	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	+28.7%	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	+24.1%	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	+23.8%	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	706,128	+19.9%	96	5,131	+7%	4,183	-14%	1,142	-	3,228	+10%	806	+24%	45,037	+3%	15,650	+16.6%	6,938	+4%
2023/12	1,175,771	+17.5%	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	570,665	+14.9%	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	740,492	+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	906,053	+22.4%	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	1,012,058	+26.6%	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	+11.5%	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	+13.4%	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	+23.8%	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	+14.5%	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	+18.7%	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%
2023/12	1,430,984	+21.8%	109	11,663	+10%	7,090	-5%	4,008	+88%	6,014	+32%	1,373	+12%	80,439	+13%	17,790	+7.5%	8,334	+3%
2024/1	665,624	+16.9%	112	4,405	-2%	2,918	-6%	1,826	+99%	3,004	+25%	712	+1%	42,360	-3%	15,714	+20.4%	6,895	+6%
2024/2	726,185	-1.8%	112	4,012	-15%	2,908	-23%	2,125	+95%	3,534	+6%	965	-21%	39,517	-17%	18,377	+18.7%	7,210	-10%
2024/3	998,136	+10.3%	114	6,417	+12%	4,108	-18%	2,850	+96%	4,849	+9%	1,284	+6%	57,020	+7%	17,505	+3.0%	7,759	-2%
★2024/4	1,113,360	+10.0%	116	7,868	+17%	4,817	-17%	3,344	+74%	4,953	+6%	1,322	0%	64,167	+9%	17,351	+0.9%	7,855	+0%

《LABO Stores: Existing Stores》

Existing Stores	Sales ,000 yen yoy		# stores	Number of coating units applied												ASP (yen/visit) yoy		Productivity (yen/hr) yoy	
				Pure, maint	yoy	Crystal	yoy	Fresh	yoy	Dia related	yoy	EX	yoy	# visits	yoy				
2022/4	757,660	+23.2%	86	5,136		5,515	+9%			3,354	+5%	1,029	+68%	45,134	-3%	16,787	+26.6%	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	+5.0%	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	+10.1%	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	+16.8%	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	+6.8%	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	+9.4%	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	+8.4%	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	+15.1%	6,986	+5%
2023/12	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	+6.0%	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	+12.6%	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	+6.6%	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	+8.9%	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	+0.9%	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	+11.5%	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	+1.3%	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	-7.7%	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	-6.0%	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	+2.6%	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	+8.0%	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	+8.2%	7,142	+3%
2023/12	1,331,350	+13.4%	96	11,146	+5%	6,768	-9%	3,686	+73%	5,583	+23%	1,232	+1%	75,516	+6%	17,630	+6.6%	8,407	+4%
2024/1	609,972	+7.1%	96	4,171	-7%	2,755	-11%	1,641	+79%	2,752	+15%	631	-10%	39,301	-10%	15,521	+19.0%	6,961	+7%
2024/2	651,578	-11.9%	96	3,786	-20%	2,722	-28%	1,910	+76%	3,201	-4%	822	-32%	36,272	-24%	17,964	+16.1%	7,239	-9%
2024/3	899,666	+0.4%	96	6,069	+7%	3,856	-22%	2,558	+78%	4,403	+0%	1,088	-9%	52,349	-1%	17,186	+1.1%	7,804	-2%
★2024/4	992,115	-2.0%	97	7,402	+10%	4,478	-23%	2,929	+52%	4,398	-6%	1,123	-15%	58,109	-1%	17,073	-0.8%	7,889	+0%