



Presentation materials for the Three months Ended December 31, 2024

LINKBAL INC.

Dec 31, 2024
(Stock code: 6046)

- 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.

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Fiscal Year Ending September 2025 Consolidated Performance Forecast



LINKBAL

Fiscal Year Ending September 2025 Consolidated Performance Forecast

- **Sales: 229 million yen (242 million yen in the same period of the previous year)**
- **Operating income: Δ26 million yen (Δ55 million yen in the same period of the previous year)**

We will further strengthen events that stimulate new demand on "machicon JAPAN." Additionally, we will actively invest in growth areas, focusing on "1on1 for Singles" and our AI business subsidiary, "MiDATA."

(Unit: Million yen)

	FY2025 Initial Full-Year Forecast	FY2025 1Q Actual Results	Progress Rate
Net sales	1,106	229	20.7%
Event e-commerce site operation services	764	156	20.5%
Website management services	342	73	21.4%
Cost and SG&A expenses	1,090	256	23.5%
Operating income	16	Δ26	-
Ordinary income	16	Δ26	-
Quarterly net income attributable to the parent company	10	Δ27	-

2 Summary of Fiscal Year 2025 Q1 Consolidated Financial Results



Summary of Fiscal Year 2025 Q1 Consolidated Financial Results

- Net sales : 229 million yen**

We planned and held events to stimulate demand from new customer segments on "machicon JAPAN." Additionally, we opened the "1on1 for Singles" Ueno store in December 2024, resulting in an increase in the number of store users.

- Cost and SG&A expenses : 256 million yen**

We promoted operational efficiency and proper allocation of resources, reducing costs of goods sold and selling, general, and administrative expenses by 41 million yen (a 13.9% decrease compared to the same period last year), resulting in an improvement of 28 million yen in operating profit.

(Unit: Million yen)

	FY2025 1Q	FY2024 1Q	
	Actual Results	Actual Results	Increase/Decrease Amount
Net sales	229	242	△12
Cost and SG&A expenses	256	297	△41
sales ratio (%)	111.7%	122.9%	△11.2pt
Operating income	△26	△55	28
Ordinary income	△26	△55	28
Quarterly net income attributable to the parent compan	△27	△56	28

Revenue Overview by Service

- Event E-commerce Website Management Service**

"machicon JAPAN": We planned and held new events to stimulate demand from new customer segments.

"1on1 for Singles": Through proactive investment activities, including the opening of the third store in Ueno in December 2024, the number of users has increased. Additionally, we have focused on improving the user experience, resulting in longer usage times during visits.

- Website Management Service**

"CoupLink": We have strengthened the collaboration with "machicon JAPAN" and "1on1 for Singles," enhancing mutual referrals of users and striving to maximize the number of users.

(Unit: Million)

		FY2025 1Q	FY2024 1Q	
		Actual Results	Actual Results	Increase/Decrease Amount
Event E-commerce Website Management Service		156	170	△14
	Composition Ratio (%)	68.1%	70.5%	△2.4pt
Website Management Service		73	71	1
	Composition Ratio (%)	31.9%	29.5%	+2.4pt

FY2025 Balance Sheet Overview

- At the end of the current consolidated accounting period, the company holds 972 million yen in cash and deposits. The equity ratio remains at a high level of 76.7%, and working capital is also abundant.

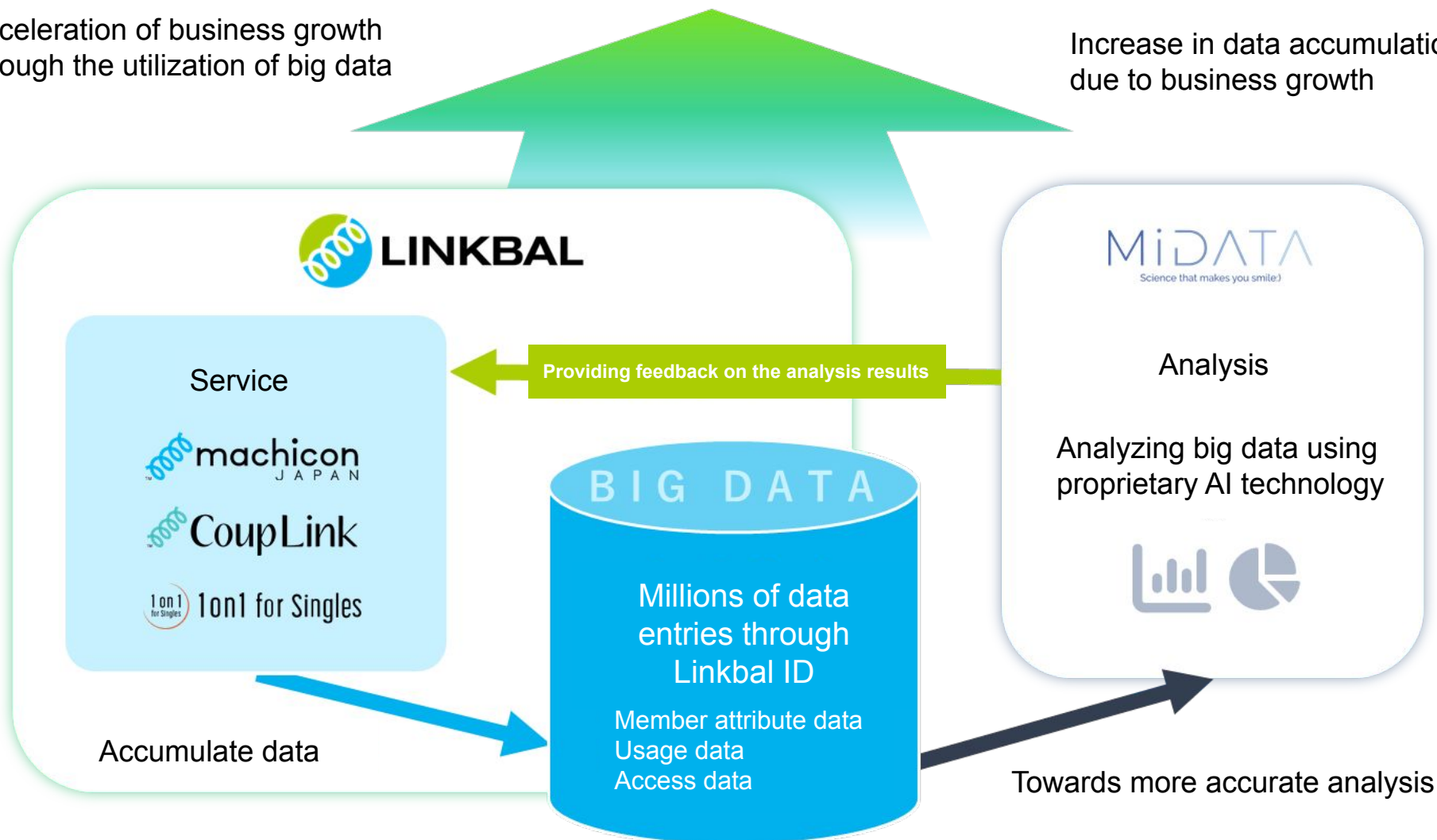
(Unit: Million yen)

		FY2025 1Q	FY2024 1Q	Increase/Decrease Amount
	Current assets	1,105	1,239	△134
	Cash and deposits	972	1,126	△154
	Non-current assets	170	153	17
Total assets		1,275	1,392	△117
	Current liabilities	145	166	△21
	Non-current liabilities	151	153	△2
Total liabilities		296	319	△23
Total net assets		978	1,072	△94
Total liabilities and net assets		1,275	1,392	△117
Equity ratio		76.7%	77.0%	△0.3%

Towards an exponentially growing trajectory

Acceleration of business growth
through the utilization of big data

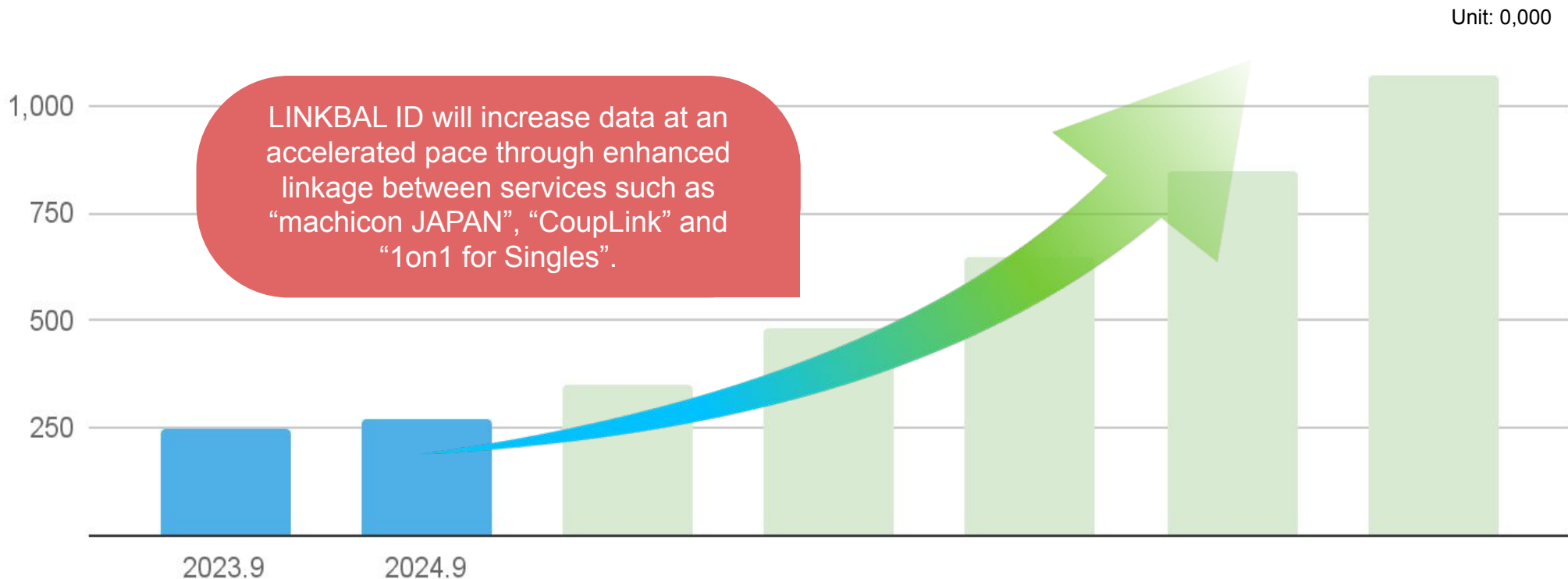
Increase in data accumulation
due to business growth



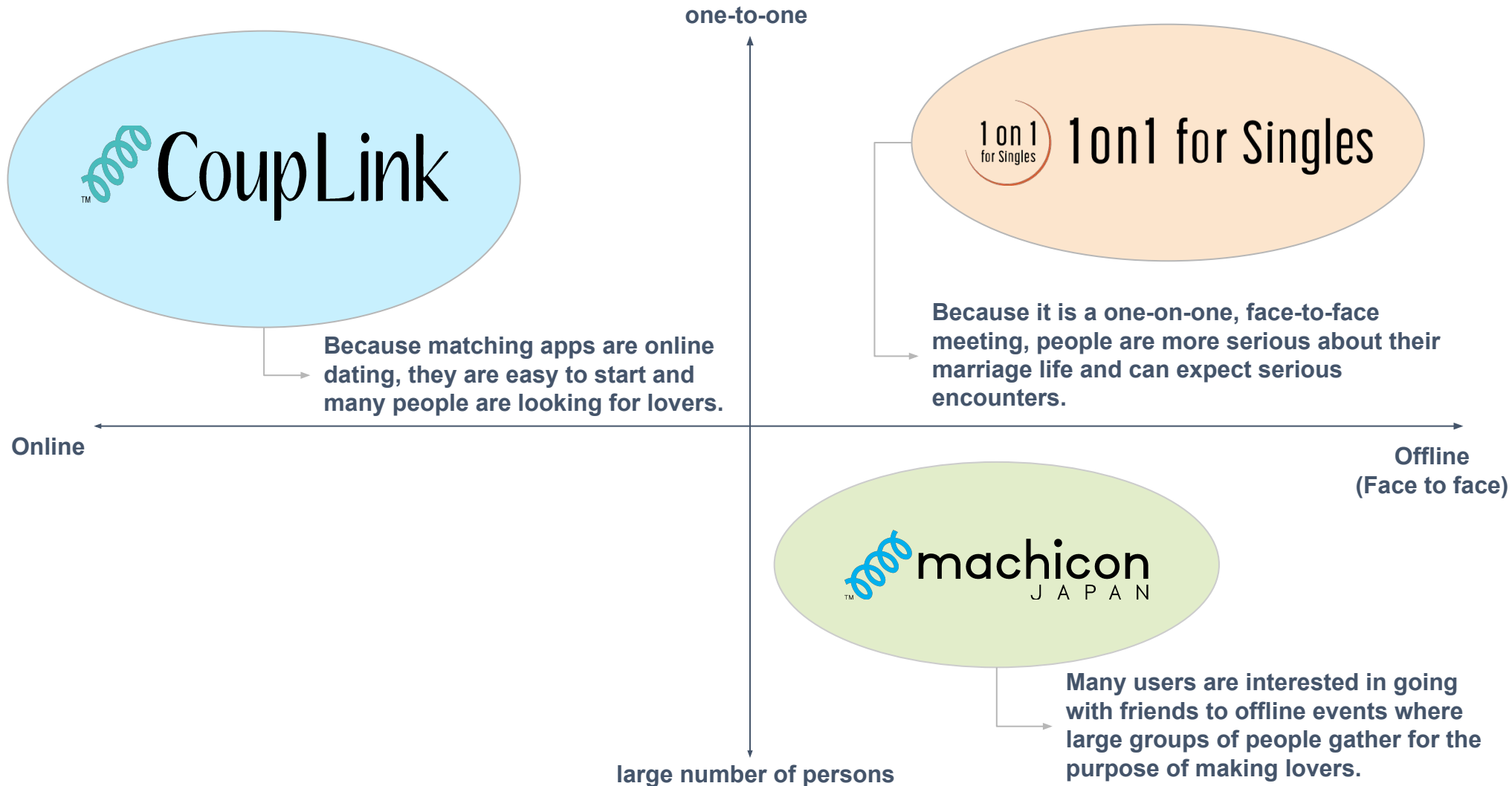
Utilization of “Big Data x AI”

- **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.



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



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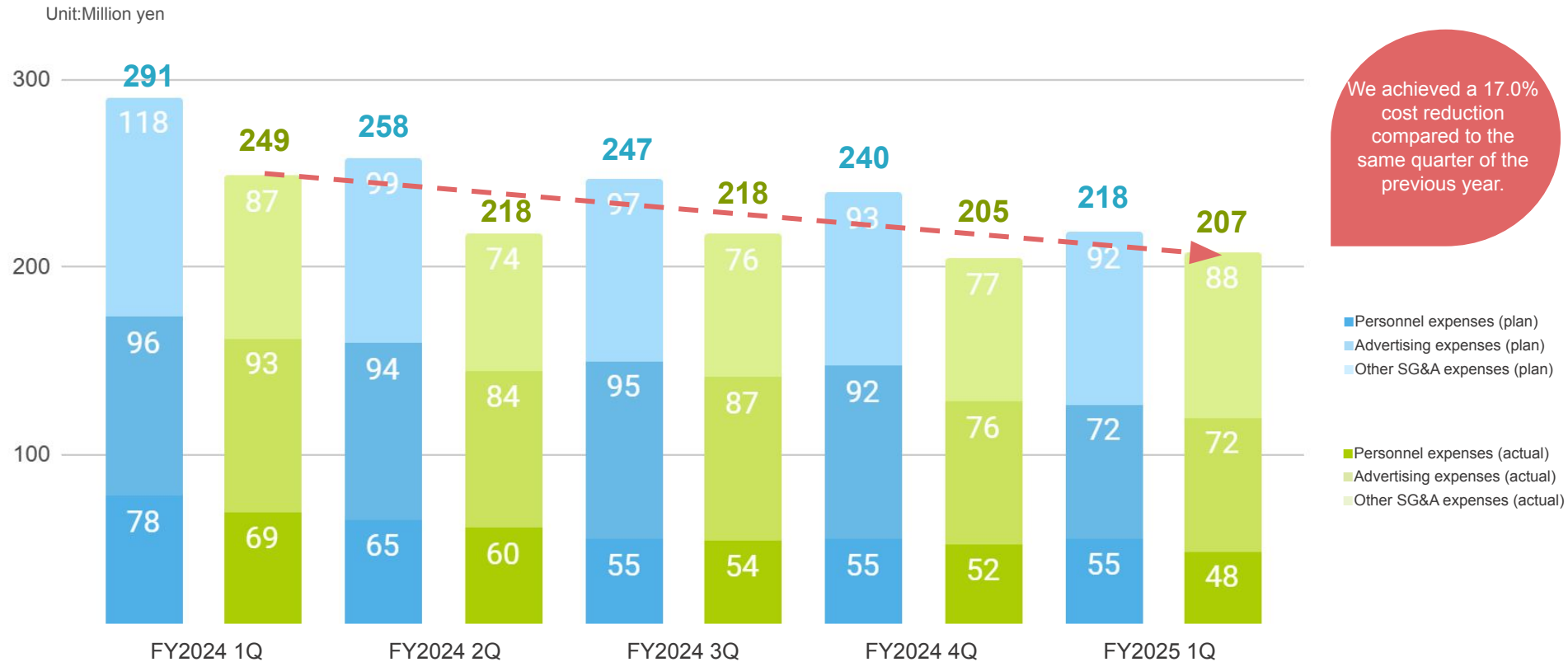
1Q Initiatives for the year ending September 30, 2025



Achieve continuous solid financial foundation through cost optimization

- We achieved a 17.0% cost optimization compared to the same quarter of the previous year.**

We implemented cost revisions through the reduction of indirect operations resulting from the streamlining of business operations, as well as the reduction of administrative expenses. In addition, we worked on the efficient management of personnel costs by promoting proper staff allocation, successfully achieving a 17.0% cost reduction compared to the same quarter of the previous year.



We held a "Showroom Con" in collaboration with Open House Group Co., Ltd.

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 machicon
JAPAN

 OPEN HOUSE
GROUP



In collaboration with Open House Group Co., Ltd., we held a "Showroom Con" on November 22, 2024 (Good Couple Day) at the lifestyle-oriented showroom "LIFE DESIGN PARK Sangenjaya."

Linkbal organizes "fun for everyone" matchmaking and marriage events, working towards creating married couples. The "Showroom Con," part of this effort, featured various housing equipment, colorful walls and roofs, and actual homes recreated inside a building. The event was a marriage party where participants could enjoy interacting while viewing actual home materials and floor plans.

The matching of "living values," which participants rarely have the chance to touch in their daily lives, contributed to the stimulation of new demand, offering a unique experience distinct from typical events.

We opened the third "1on1 for Singles" store in Ueno.

We opened the Ueno store in December 2024.



On December 14, 2024, we opened the Ueno store, marking the third location after the Shinjuku store opened in July 2023 and the Ebisu store in September of the same year.

"1on1 for Singles" was established with the aim of providing a space where people can search for a partner in person, at their own pace, and at the moment they decide to take action, especially amidst the growing trend of online first contact for dating. The service was created to offer a place where people without regular opportunities to meet others can come anytime and meet potential partners, with the goal of increasing "good encounters" in Japan.

Since the encounters begin in person, the service operates on a fully membership-based system, and allows users to exchange messages on the app without sharing contact details, providing a secure environment for users to feel comfortable.

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

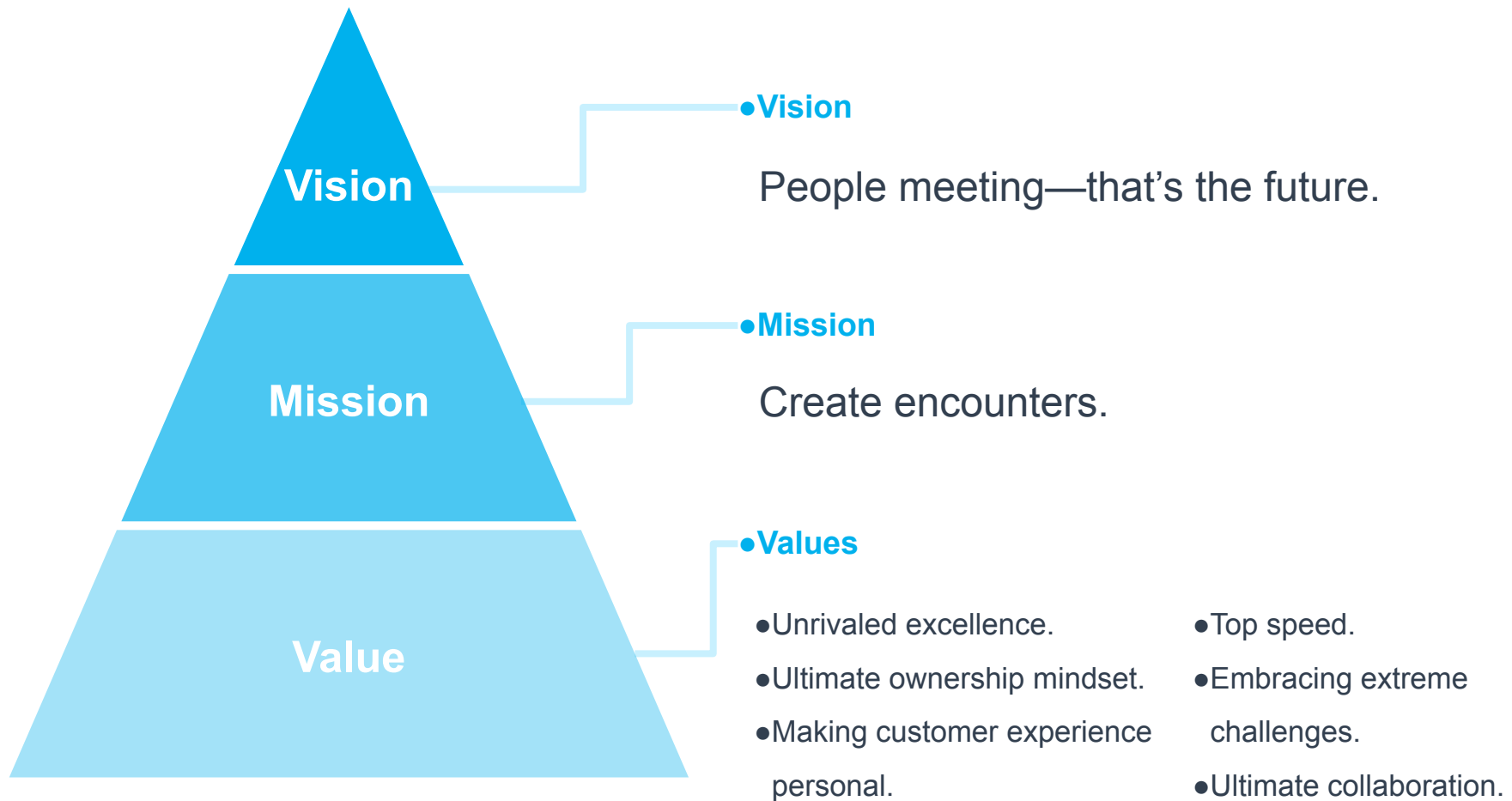
In July 2024, we started a joint research project to develop a recommendation AI with advanced personalization functions for e-commerce sites in order to realize highly personalized marketing.

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..

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 name	LINKBAL INC.		
Established	December 2011		
Capital	50,000,000 yen		
Shares listed on	Tokyo Stock Exchange Growth board (securities code: 6046)		
Locations	Head Office 6F, Tsukiji River Front, 7-14 Akashicho, Chuo-ku, Tokyo, Japan		
Management	CEO & President	YOSHIHIRO	Kazumasa
	Director	MATSUOKA	Daisuke
	Director	TAKAHASHI	Kuniomi
	Director	Ozaki	Yousuke
	Director (Audit Committee Member)	KARIYASU	Takaaki
	Director (Audit Committee Member)	TABEI	Etsuko
	Director (Audit Committee Member)	BAN	Naoki
Employees	74 (as of September 30, 2023)		
Lines of business	Operation of event e-commerce sites and other websites; provision of related apps		

With 2.71 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
- Opened Ueno branch in December 2024

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 “Paity”



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

5 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

