



# **Presentation materials for the Six months Ended March 31, 2025.**

LINKBAL INC.

May 9, 2025

(Stock code: 6046)

# Disclaimer

- 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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# 1 Summary of Consolidated Financial Results

# Summary of Consolidated Financial Results

## Net Sales: 442 million yen

We have implemented event planning initiatives on "machicon JAPAN" to stimulate demand from new customer segments. While search rankings for certain keywords improved, changes in search engine algorithms prevented us from reaching the rankings initially projected at the beginning of the period. As a result, the recovery in event participant numbers has been slower than originally anticipated.

## Cost and SG&A expenses : 505million yen

Continuing from the previous fiscal year, we have advanced efforts to streamline operations and allocate resources appropriately. As a result, we reduced the cost of goods sold and selling, general, and administrative expenses by 61 million yen, leading to an improvement of 18 million yen in operating profit.

(Unit: Million yen)	First Half of FY2025	First Half of FY2024	
	Actual Results	Actual Results	Increase and Decrease
<b>Net sales</b>	442	485	△42
<b>Cost and SG&amp;A expenses</b>	505	566	△61
sales ratio (%)	114.2%	116.7	△2.5pt
<b>Operating income</b>	△62	△81	+18
<b>Ordinary income</b>	△62	△81	+18
<b>Net benefit for the period</b>	△64	△83	+18

## 2 FY2025 First Half Revenue Breakdown by Service

# FY2025 First Half Revenue Breakdown by Service

## Event E-commerce Site Management Service

- machicon JAPAN :  
「machicon JAPAN」: Due to an update in the search engine algorithm, traffic to "Machicon JAPAN" from search engines decreased, leading to fewer event participants than initially anticipated, resulting in a year-on-year revenue decline. However, the rankings for 'matchmaking-related keywords' have been improving recently, and as a result, participant numbers are showing a recovery trend.
- 1on1 for Singles :  
We are working to maximize the number of users through strengthened collaboration between 'Machicon JAPAN' and 'CoupLink,' while also focusing on improving the quality of customer service and enhancing the user experience.

## Website Management Service

- CoupLink :  
We are strengthening the collaboration between 'Machicon JAPAN' and '1on1 for Singles,' enhancing mutual referrals of users, and working to maximize the number of users.

(Unit: Million yen)		First Half of FY2025	First Half of FY2024	
		Actual Results	Actual Results	Increase and Decrease
Event E-commerce Site Management Service		295	337	△42
	Composition Ratio (%)	66.8%	69.6%	△2.8pt
Website Management Service		147	147	±0
	Composition Ratio (%)	33.2%	30.4%	+2.8pt

# SEO Search Ranking

- 'Machicon' Related Keywords: As before, we maintain the top position and continue to lead the industry.
- 'Koikatsu' Related Keywords: The rankings have been steadily improving, and we achieved the top position as of January 2025.
- 'Konkatsu' Related Keywords: Rankings have been rapidly improving in the second quarter, and we aim to further expand the user base going forward.
- 'Gokon' Related Keywords: Rankings have been steadily improving, and we achieved the top position as of April 2025.

※Search results on Google, according to our company's research.

Search Keywords	October 2024	January 2025	April 2025
Machicon related Keywords	1	1	1
Koikatsu Related Keywords	1.3	1	1
Konkatsu Related Keywords	44.9	45	6
Gokon Related Keywords	1.8	1.9	1

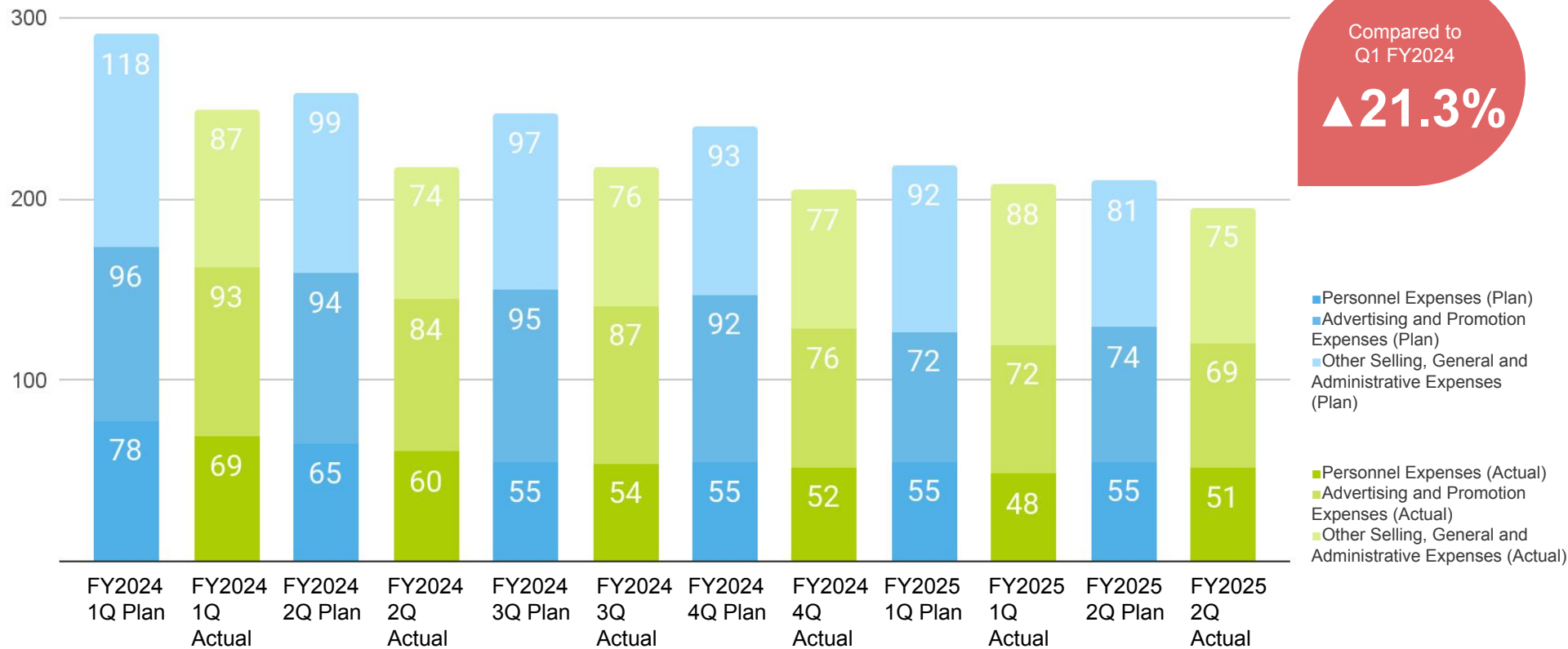


# Achieving the establishment of a continuous and strong financial foundation through cost optimization.

## Achieved a 21.3% cost optimization compared to Q1 FY2024.

"We have implemented cost revisions such as reducing indirect operations through the streamlining of business operations, as well as cutting management expenses. Additionally, we have focused on the efficient allocation of personnel to optimize labor costs, achieving a 21.3% cost reduction compared to Q1 FY2024.

Unit: Million yen



## 3 FY2025 Balance Sheet Overview

# FY2025 Balance Sheet Overview

- At the end of the consolidated accounting period, we held ¥938 million in cash and deposits.
- The equity ratio remains high at 76.4%, and working capital is also abundant.

((Unit: Million yen))		2Q FY2025	End of FY2024 September Period	Compared to the End of FY2024 September Period
	Current assets	1,067	1,175	△108
	Cash and deposits	938	1,072	△133
	Non-current assets	167	141	+26
<b>Total assets</b>		1,234	1,316	△81
	Current liabilities	140	160	△19
	Non-current liabilities	149	149	±0
<b>Total liabilities</b>		290	309	△18
<b>Total net assets</b>		944	1,006	△62
<b>Total liabilities and net assets</b>		1,234	1,316	△81
<b>Equity ratio</b>		76.4%	76.4%	±0%

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## Business Policy for the Second Half of the Fiscal Year Ending September 2025

# Business Policy for the Second Half of the Fiscal Year Ending September 2025

## Current Situation Awareness

"Due to the algorithm update in the search engine, traffic to 'Machicon JAPAN' from search engines decreased, resulting in a lower number of event participants than expected, which led to a decrease in revenue compared to the previous period. As a result, we believe this has also impacted the increase in the number of users for 'CoupLink' and '1on1 for Singles.' We recognize that it is necessary to accelerate the growth of the user base, with 'Machicon JAPAN' at the core. Currently, search engine rankings and event participation numbers are on a recovery trend.

## Business Policy for the Second Half of the Fiscal Year Ending September 2025

"We recognize the recovery and growth of event participants for 'Machicon JAPAN,' our core business, as the most important priority. We will expand our marketing investment to maximize the number of event participants. As the number of event participants for 'Machicon JAPAN' recovers, we believe the user base for our integrated services, 'CoupLink' and '1on1 for Singles,' will also increase, putting us on a growth trajectory. In addition to realizing growth in our existing businesses, we will actively pursue M&A to achieve overall growth for the Linkbal Group.

Growth of Existing Business  
through Marketing Investment



Growth of the Group through M&A

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## Consolidated Financial Outlook for the Fiscal Year Ending September 2025

# Consolidated Financial Outlook for the Fiscal Year Ending September 2025

**Revenue: 1,106 million yen**

**Operating Profit: 16 million yen**

We will make marketing investments to increase the number of users for each service, with 'Machicon JAPAN' at the core, aiming for profitability and further business growth. Additionally, we will achieve growth in our existing businesses and actively pursue M&A to realize growth for the Linkbal Group.

(Unit: Million yen)		FY2025 Consolidated Forecast	FY2025 2Q Cumulative Results	Progress Rate
<b>Net sales</b>		1,106	442	40.0%
	Event e-commerce site operation services	764	295	38.7%
	Website management services	342	147	43.0%
<b>Cost and SG&amp;A expenses</b>		1,090	505	46.3%
<b>Operating income</b>		16	△62	-
<b>Ordinary income</b>		16	△62	-
<b>Net income</b>		10	△64	-

# Business Model

## Towards an Exponential Growth Curve

Acceleration of Business Growth through the Use of Big Data

Increase in data accumulation due to business growth



### Service

machicon JAPAN

CoupLink

1on1 for Singles

Accumulate data

Feedback of analysis results

### BIG DATA

Millions of data by Linkbal ID

Member Attribute Data  
Usage data  
Access data  
etc.

MiDATA  
Science that makes you smile.®

### Analysis

Analyze big data using proprietary AI technology



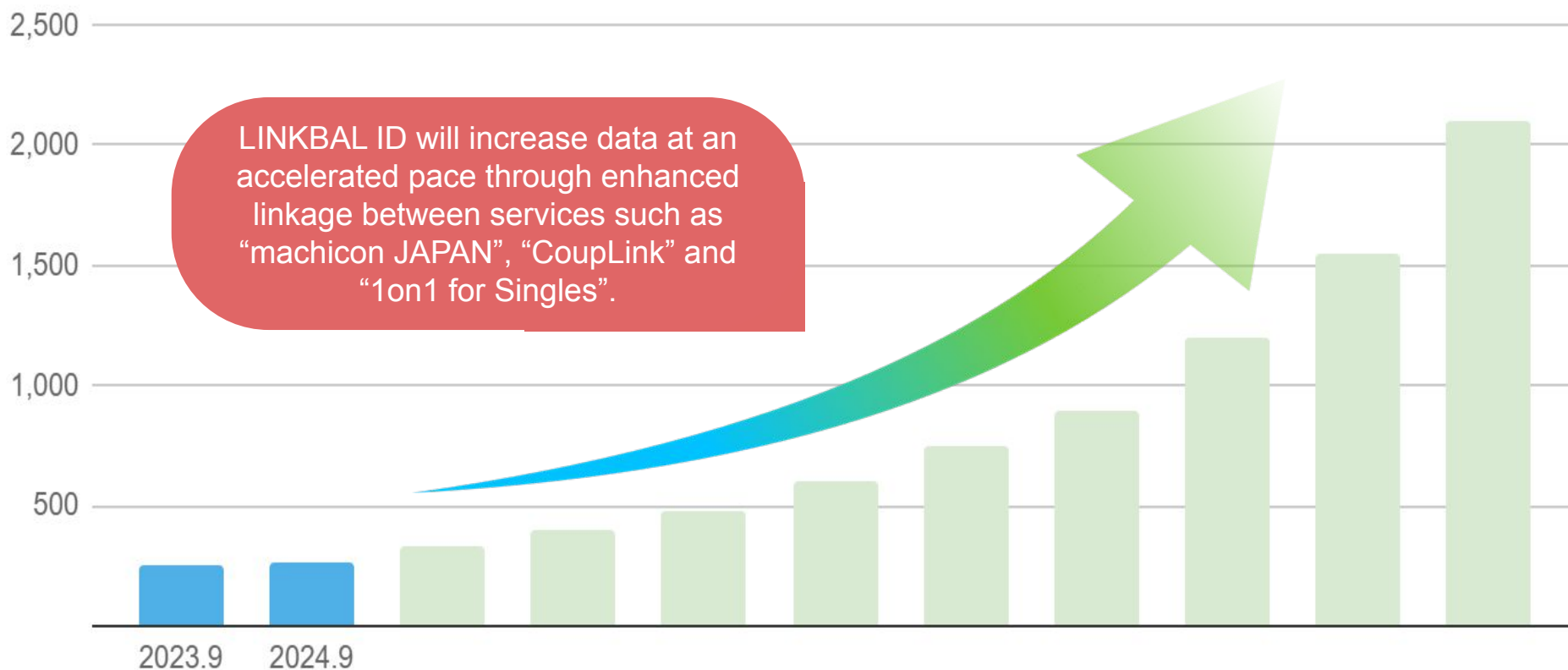
Toward more accurate analysis



# Utilization of “Big Data x AI”

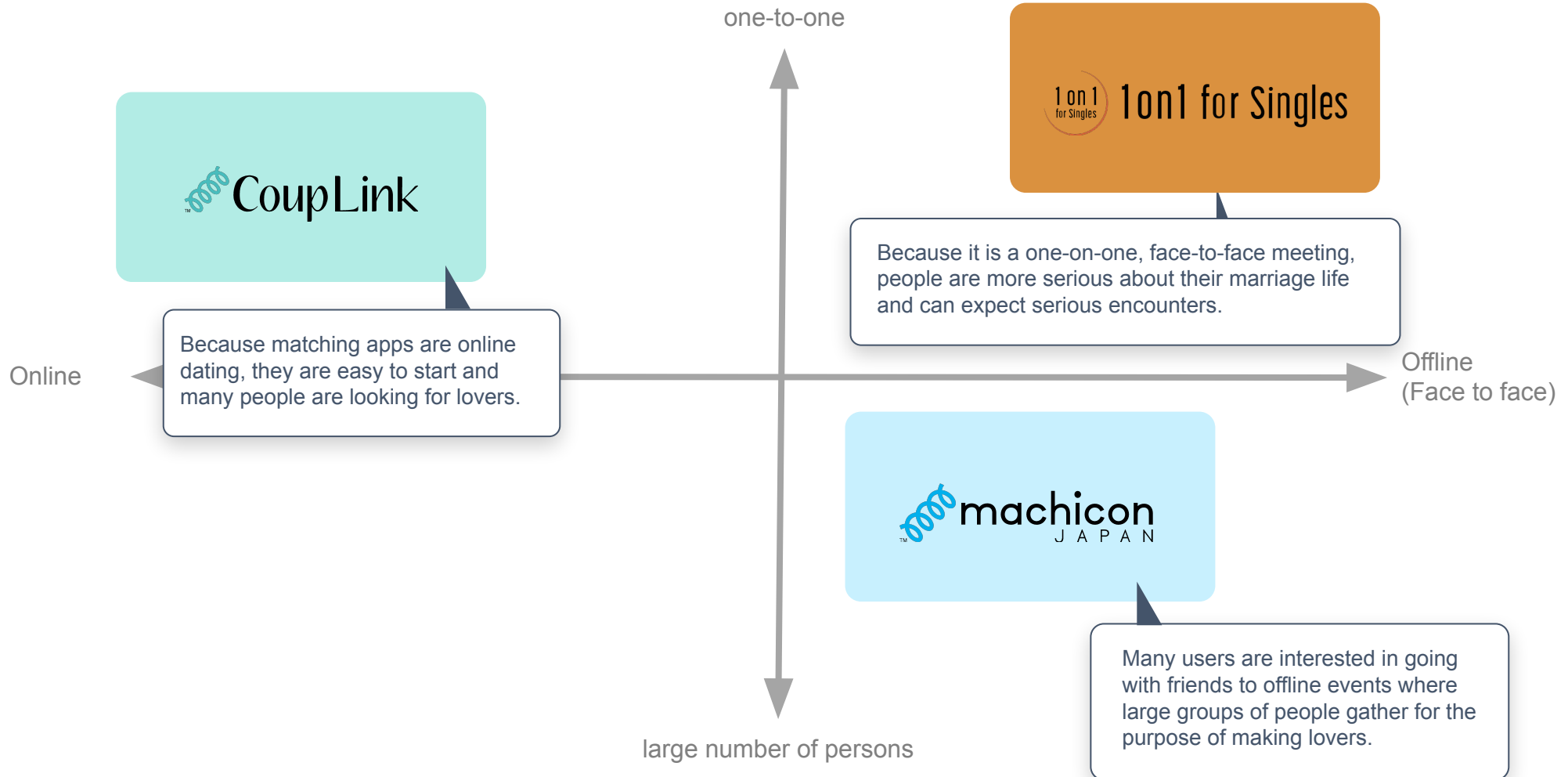
## Utilize LINKBAL ID's big data.

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.



# Developing services

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



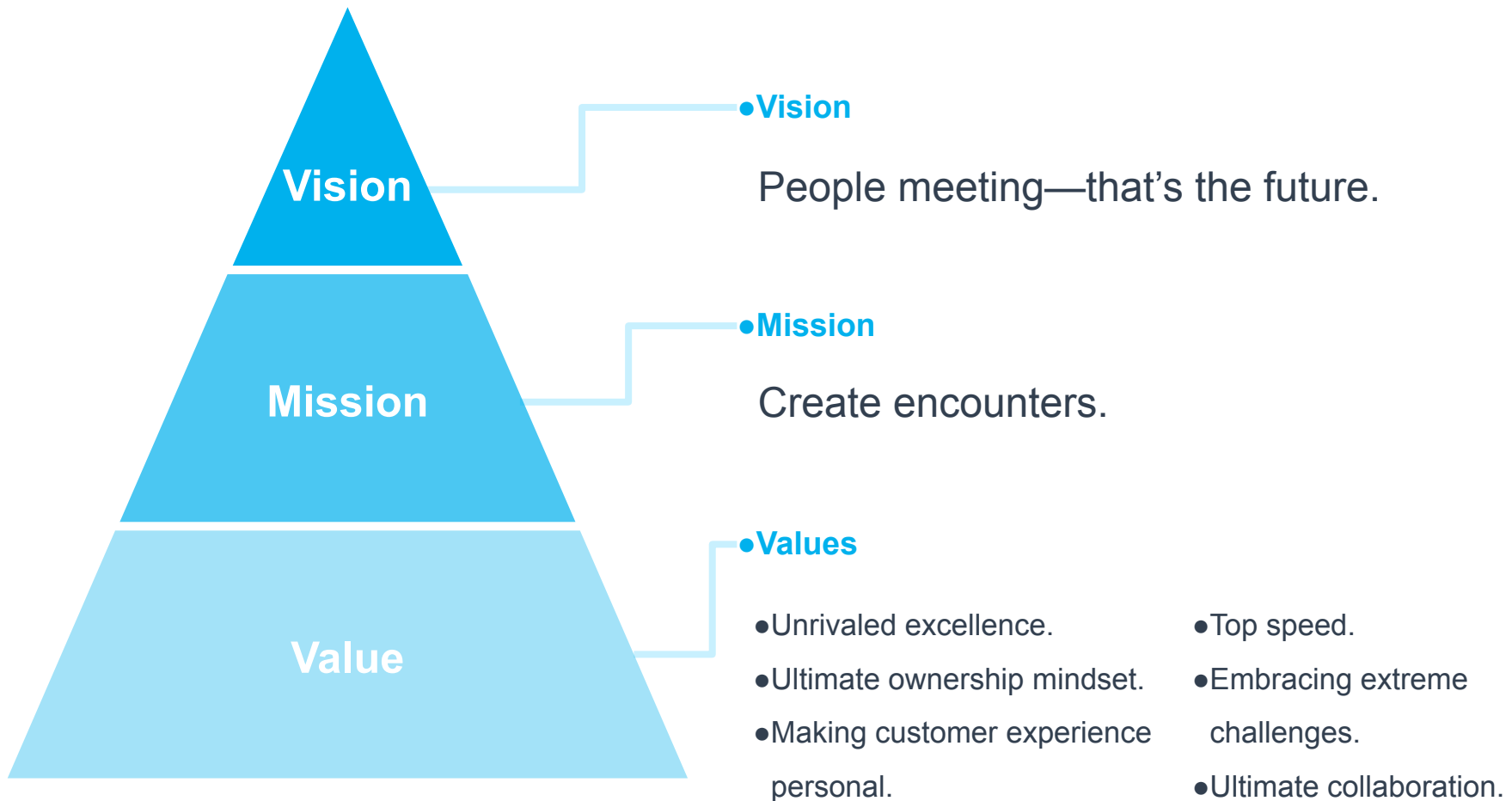


## Corporate Profile

# LINKBAL INC. Vision, Mission and Values

- **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.



# Corporate Profile

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	Yosuke
	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		

# Event E-commerce Website Management Service

With 2.75 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

# Website Management Service

**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.”



# Website Management Service

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
- Adopts an advertising revenue 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

## 7 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

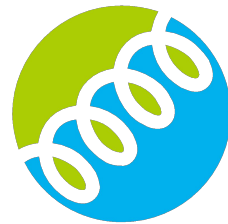
### AI Matching Engine

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



**LINKBAL**