



Presentation materials for the Nine months Ended June 30, 2025.

LINKBAL INC.

August 8, 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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Forecast of Consolidated Financial Results for the Fiscal Year Ending September 2025

Forecast of Consolidated Financial Results for the Fiscal Year Ending September 2025

• Operating Profit is Anticipated in the Fourth Quarter

- Driven by the success of marketing initiatives and the reduction of fixed costs, the Company expects to achieve its

first quarterly net profit in five years in the fourth quarter

- In the third quarter, competition in the market intensified beyond initial expectations at the beginning of the fiscal year, leading to a surge in advertising and promotion expenses. In addition, changes in consumer trends resulted in the number of users falling short of the initially anticipated growth pace, prompting a revision to the original forecast.

(Unit: Million Japanese Yen)

	Fiscal Year Ending September 2025		
	Initial Forecast	Revised Forecast	Fourth Quarter Outlook
Net Sales	1,106	904	238
Cost of Sales and Selling, General & Administrative Expenses (SG&A)	1,090	987	227
Operating Profit	16	△83	11
Ordinary Profit	16	△83	11
Net Income for the Period	10	△204	4

Business Policy for the Fourth Quarter of the Fiscal Year Ending September 2025

Business Policy

“machicon JAPAN” successfully acquired new customers in the third quarter through newly introduced events. Going forward, the Company will further strengthen its product offerings, promote the acquisition of new users, and enhance repeat rates through improved customer satisfaction, thereby accelerating user growth and striving to increase the top line.

“CoupLink” and “1on1 for Singles” are expected to see an increase in users through strengthened mutual referrals resulting from the growth in “machicon JAPAN” users. By offering a unique experience that integrates both online and offline interactions, the Company will continue to differentiate itself in the market.

Furthermore, while making appropriate marketing investments, the Company will optimize costs and aim to achieve profitability in operating profit.

Increase in Net Sales

Expansion of Users through Stimulation of New Demand

Increase in Repeat Rate through Improved Customer Satisfaction

Marketing Investment

Improvement of Profitability

Cost Optimization

Strengthening Event Planning and Management

“MEGA LOVE FES”: A One-Day Love Festival That Excites 800 Participants



At “machicon JAPAN,” we will further strengthen the planning and development of matchmaking events that stimulate new user demand and pursue customer satisfaction.

In addition to facilitating connections, we aim to make participation itself enjoyable, creating events that users want to attend with friends and acquaintances, thereby driving the recovery of demand for matchmaking events.

Regarding MEGA LOVE FES

A large-scale event held in Osaka on July 19, attended by several hundred participants. The event was structured in two sessions, daytime and evening, providing matchmaking opportunities tailored to user needs. Sponsored by multiple companies, it offered a unique experience beyond simple matchmaking, creating an exciting and enjoyable event that participants could have fun attending.

2 Summary of Consolidated Financial Results

Summary of Consolidated Financial Results

Net Sales: 667 million yen

At “machicon JAPAN,” traffic declined temporarily due to fluctuations in search engine rankings caused by algorithm updates, which affected customer acquisition and resulted in performance below the same period of the previous year.

However, recently, new events held in the third quarter have generated positive responses, and the number of event participants is showing a recovering trend.

Cost of Sales and SG&A: 762 million yen

Continuing from the previous fiscal year, we have promoted operational efficiency and appropriate allocation of resources, reducing cost of sales and SG&A by 69 million yen compared to the same quarter of the previous year, resulting in an improvement of approximately 1 million yen in operating profit.

Net Income for the Period: -208 million yen

This represents a decrease of 111 million yen compared to the same quarter of the previous year, primarily due to the recording of special losses (impairment losses) of 121 million yen.

(Unit: Million Japanese Yen)

	Cumulative Results for FY2025 3Q	Cumulative Results for FY2024 3Q	Increase (Decrease)
Net Sales	667	736	△68
Cost of Sales and Selling, General & Administrative Expenses (SG&A)	762	831	△69
Ratio to Net Sales (%)	114.2%	112.9	1.3pt
Operating Profit	△94	△95	±0
Ordinary Profit	△91	△94	+3
Net Income for the Period	△208	△96	△111

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Overview of Sales by Service for the Third Quarter of the Fiscal Year Ending September 2025

Overview of Sales by Service for the Third Quarter of the Fiscal Year Ending September 2025

Event E-Commerce Site Operation Service

- machicon JAPAN:
Although traffic from search engines temporarily declined, the expansion of marketing initiatives has led to a recovering trend in user numbers. The Company has planned and held events that stimulate latent demand, aiming to increase the number of new users.
- 1on1 for Singles:
In addition to implementing marketing initiatives to enhance user matching rates, we have focused on improving the quality of customer service and providing a comfortable environment, thereby striving to enhance the customer experience and expand the user base.

Web Site Operation Service

- CoupLink:
We have strengthened mutual referrals with “machicon JAPAN” and “1on1 for Singles” to maximize the number of users, while also leveraging AI to automatically eliminate fraudulent accounts, thereby advancing the creation of a safe user environment.

(Unit: Million Japanese Yen)

		Cumulative Results for FY2025 3Q	Cumulative Results for FY2024 3Q	Increase (Decrease)
Event E-Commerce Site Operation Service		444	514	△70
	Composition Ratio (%)	66.6%	69.9%	△3.3pt
Web Site Operation Service		223	221	+1
	Composition Ratio (%)	33.4%	30.1%	+3.3pt

Expansion of Transactions with Popular Events

Night Amusement Park Private Large-Scale Event,” Where 3,000 Participants Meet



Aiming to expand the market for matchmaking events, “machicon JAPAN” has partnered with this event and commenced ticket sales to deliver highly entertaining events that members perceive as exciting and enjoyable.

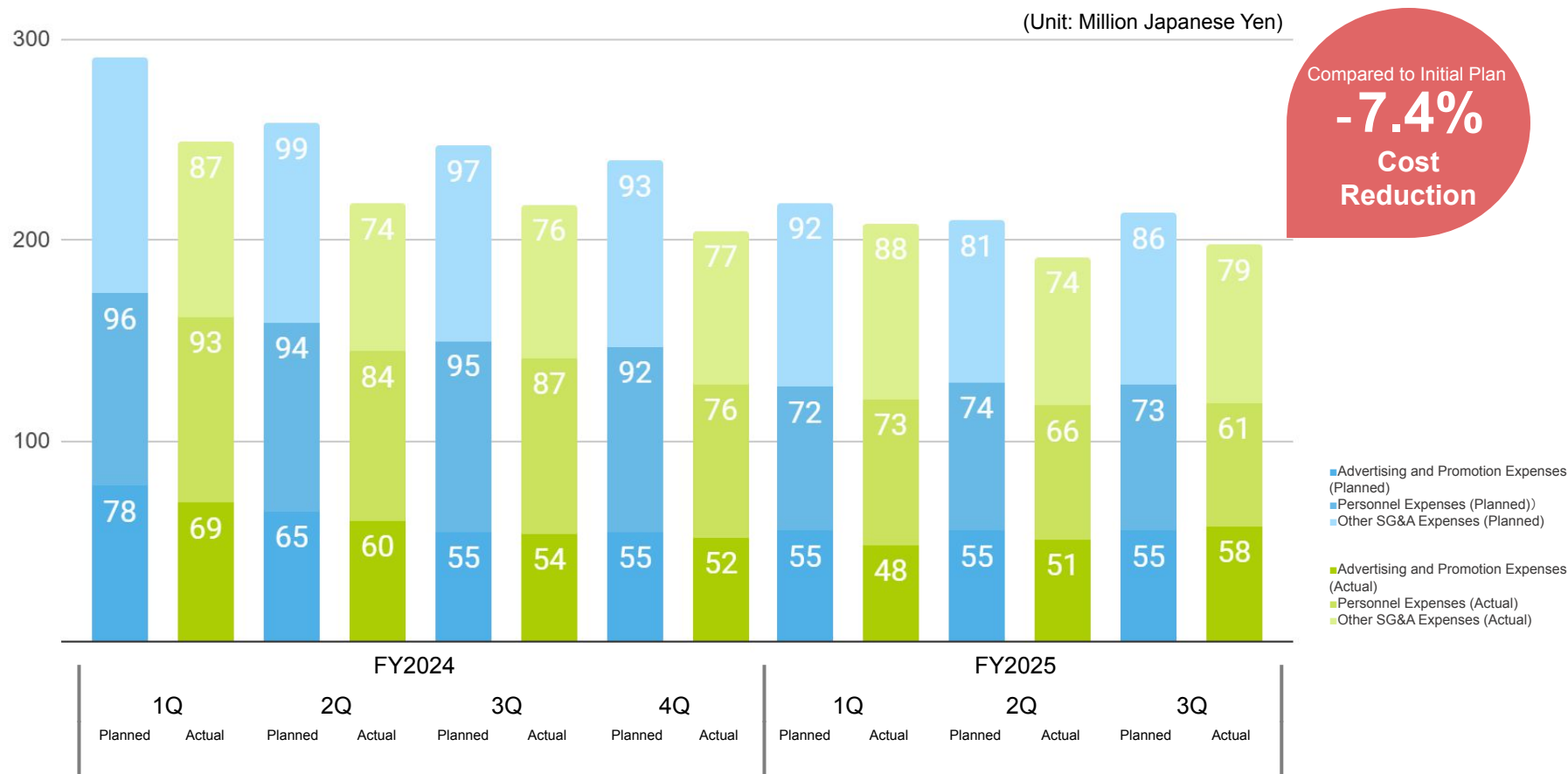
About the Event

The event was held as a special private booking of Hirakata Park at night, accommodating approximately 3,000 participants. Under the theme “Connections You Can’t Make by Swiping,” the event featured designs and opportunities that naturally encouraged interaction among participants within the enchanting nighttime amusement park, allowing many attendees to enjoy the experience.

Achieving the Establishment of a Strong and Sustainable Financial Foundation through Cost Optimization

Achieved 7.4% Cost Optimization Compared to the Initial Plan in the Third Quarter

We have implemented a review of costs, including reductions in indirect operations and administrative expenses, as part of efforts to streamline business operations. While expanding marketing investments at “machicon JAPAN,” we further promoted cost optimization in other SG&A expenses, achieving a 7.4% cost reduction compared to the initial plan.



4 Summary of Balance Sheet as of the End of the Third Quarter of the Fiscal Year Ending September 2025

Summary of Balance Sheet as of the End of the Third Quarter of the Fiscal Year Ending September 2025

- As of the end of this consolidated fiscal year, the Company held cash and deposits of 903 million yen.
- The equity ratio remains high at 73.9%, and working capital is also abundant.
- Recorded impairment loss of 120 million yen related to tangible fixed assets as extraordinary loss.

(Unit: Million Japanese Yen)

		End of the third quarter of FY2025	End of September FY2024	FY2024 September End-of-Term Comparison
	Current assets	1,039	1,175	△135
	Cash and deposits	903	1,072	△168
	Non-current assets	43	141	△98
Total assets		1,082	1,316	△233
	Current liabilities	140	160	△20
	Non-current liabilities	141	149	△7
Total liabilities		282	309	△27
Total net assets		800	1,006	△206
Total liabilities and net assets		1,082	1,316	△233
Equity ratio		73.9%	76.4%	△2.5%

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Initiatives to Maintain Listing on the Tokyo Stock Exchange Growth Market

Basic Policy and Initiatives

Tokyo Stock Exchange Growth Market Listing Maintenance Standards

The transitional measures regarding listing maintenance standards on the Tokyo Stock Exchange Growth Market ended in March 2025. As of the end of September 2025, 10 years will have passed since our company's listing, and the original standards will apply. As a result, the market capitalization standard for maintaining listing will change from “500 million yen or more” to “4 billion yen or more.”

Basic policy

As of the end of June 2025, we recognize that we do not meet the criteria based on market capitalization. Our basic policy is to maintain our listing by increasing corporate value through business growth and stock price measures.

Initiatives under consideration

Profitability and business growth

Starting with the projected return to profitability in the fourth quarter of 2025, we will maintain profitability while increasing sales growth and achieving business growth.

Stock price measures

We will consider proactive measures to address stock prices while comprehensively taking into account the balance of our management foundation, financial situation, cash flow, and other factors.

Information Disclosure and Communication

In order to enhance management transparency, we will actively disclose information, strive to promote understanding of our business among investors, and work to increase corporate value.

6 Corporate Profile

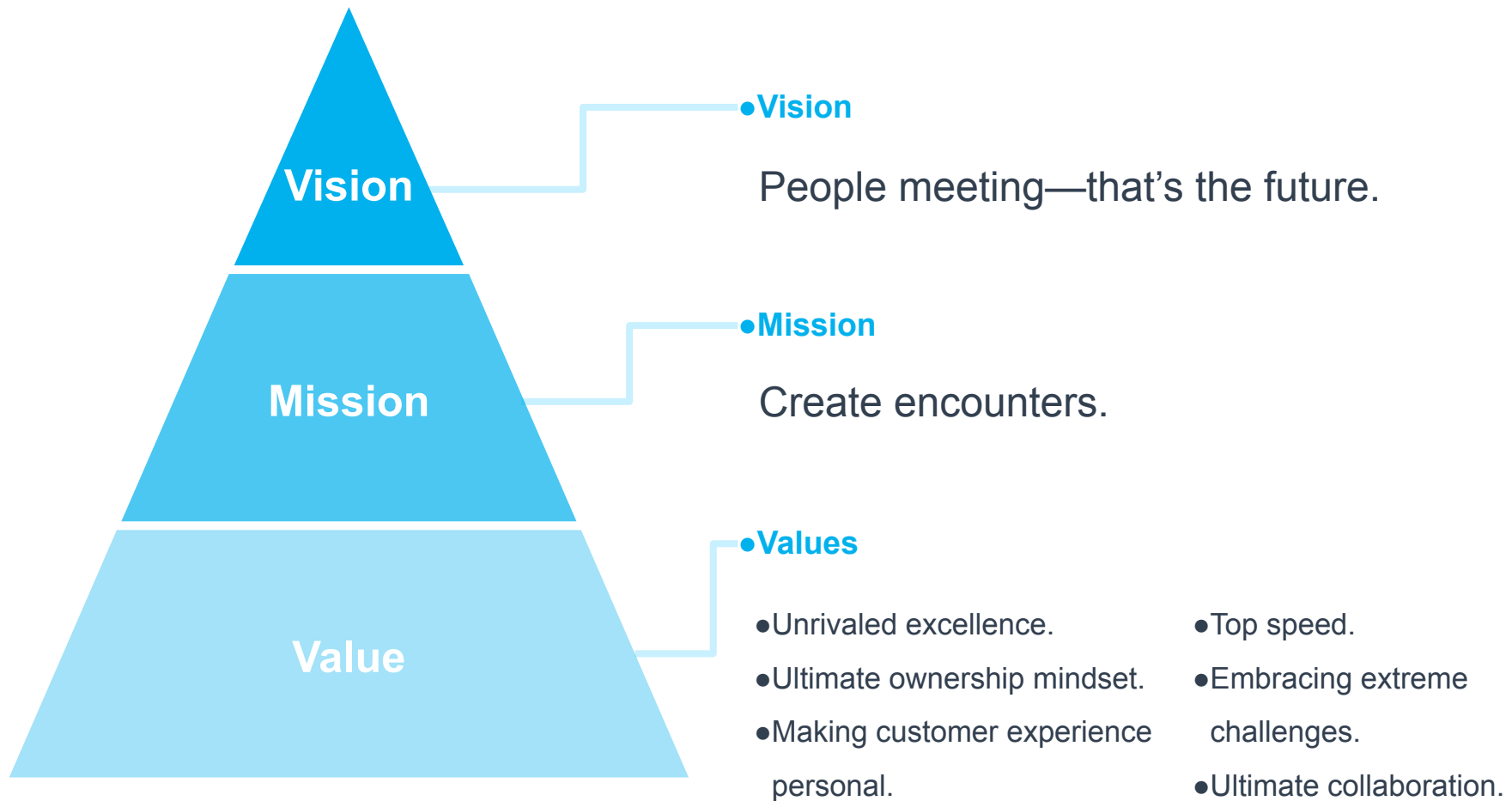
Corporate Profile

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		

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.



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

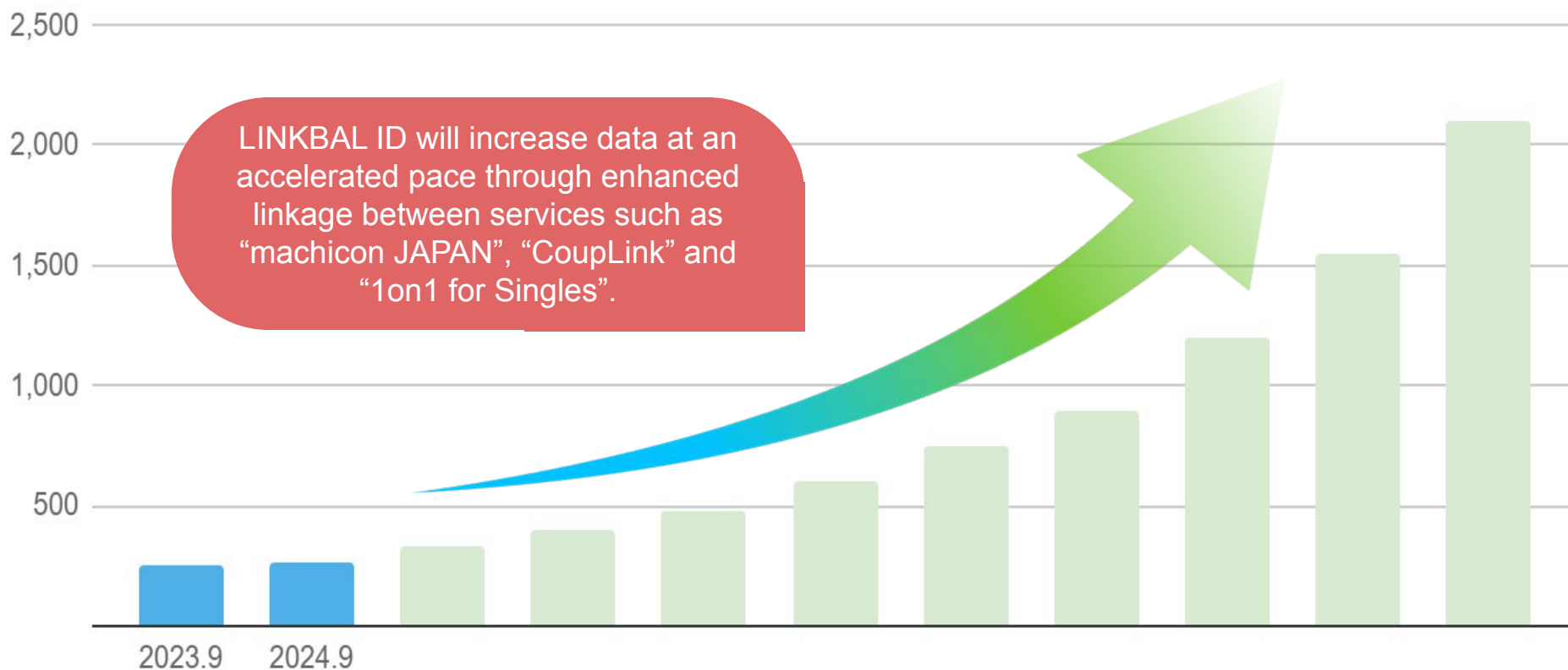


Toward more accurate analysis

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.



Event E-commerce Website Management Service

With 2.79 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

*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

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

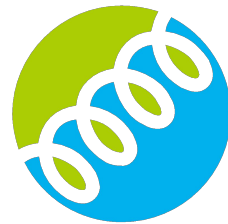
AI Matching Engine

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