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Company name IBJ, Inc
Representative Shigeru Ishizaka, CEO
Securities code: 6071 Tokyo Stock Exchange Prime Market
Contact us General Manager, Corporate Planning Office Ibuki Takane
(Telephone : 080-7027-0983)

IBJ Corporation (Marriage Agency Business) KPI Report for May 2025

	May 2024 (A)	May 2025 (B) (preliminary)	Change(B)-(A)	Change(B)/(A)
Number of Marriage Agencies	4,274	4,528	+254	+5.9%
Number of IBJ Registered Members	89,620	98,246	+8,626	+9.6%
Number of IBJ Paying Members	60,466	76,614	+16,148	+26.7%
Number of New Members	5,607	6,662	+1,055	+18.8%
Number of Marriage Meetings	73,753	89,070	+15,317	+20.8%
Number of Couples (confirmation base)	1,315 (635)	1,624 (760)	+309 (+125)	+23.5% (+19.7%)

According to preliminary figures for May 2025, all major KPIs exceeded their year-on-year performance. The number of IBJ registered members reached 98,246, and the number of marriage meetings totaled 89,070. Although May is typically a strong month due to Japan's Golden Week holidays, the number of paying members increased significantly by 26.7% year-on-year, reflecting the positive effects of support measures for member agencies and initiatives to activate existing members. These efforts have also contributed to improved profitability.

Additionally, IBJ has begun developing new services in collaboration with Microsoft Japan, utilizing advanced AI technologies. By combining IBJ's extensive marriage data with Microsoft's cutting-edge AI, the company plans to

launch several innovative services, including high-probability partner matching, AI-powered marriage meeting simulations, and support functions for matchmakers.

Through these initiatives, IBJ aims to further enhance user convenience and marriage success rates, while also driving mid- to long-term business growth and continued improvement of key performance indicators (KPIs)

<Monthly KPI Trends>

(Fiscal Year Ending December 2024)	January	February	March	April	May	June	July	August	September	October	November	December
Number of Marriage Agencies	4,195	4,194	4,211	4,260	4,274	4,317	4,361	4,376	4,428	4,449	4,484	4,502
Number of IBJ Registered Members	86,450	87,144	87,297	87,874	89,620	91,318	92,825	94,022	94,763	94,614	95,736	94,167
Number of IBJ Paying Members	57,142	57,375	58,681	59,249	60,466	61,695	62,999	64,542	66,476	67,808	69,343	70,697
Number of New Members	4,616	4,418	4,605	4,767	5,607	5,906	5,577	5,767	5,817	5,693	5,812	5,720
Number of Marriage Meetings	65,225	68,393	72,088	71,695	73,753	74,709	75,082	76,872	78,127	79,332	78,724	73,970
Number of Couples (confirmation base)	1,288 (627)	1,237 (580)	1,316 (627)	1,248 (634)	1,315 (635)	1,231 (596)	1,396 (726)	1,368 (634)	1,447 (672)	1,480 (692)	1,317 (651)	1,755 (839)

(Fiscal Year Ending December 2025)	January	February	March	April	May	June	July	August	September	October	November	December
Number of Marriage Agencies	4,523	4,520	4,541	4,528	4,528							
Number of IBJ Registered Members	94,275	95,586	96,449	97,749	98,246							
Number of IBJ Paying Members	70,959	72,126	74,088	75,056	76,614							
Number of New Members	6,062	5,992	6,242	6,403	6,662							
Number of Marriage Meetings	77,141	79,323	87,150	85,469	89,070							
Number of Couples (confirmation base)	1,637 (741)	1,561 (726)	1,763 (780)	1,618 (735)	1,624 (760)							

※Red text has been updated as a definite value.

2025 compared to last year	January	February	March	April	May	June	July	August	September	October	November	December
Number of Marriage Agencies	+ 7.8%	+ 7.8%	+7.8%	+6.3%	+5.9%							
Number of IBJ Registered Members	+ 9.1%	+ 9.7%	+10.5%	+11.2%	+9.6%							
Number of IBJ Paying Members	+ 24.2%	+ 25.7%	+26.3%	+26.7%	+26.7%							
Number of New Members	+ 31.3%	+ 35.6%	+35.5%	+34.3%	+18.8%							
Number of Marriage Meetings	+ 18.3%	+ 16.0%	+20.9%	+19.2%	+20.8%							
Number of Couples (confirmation base)	+ 27.1%	+ 26.2%	+ 34.0%	+29.6%	+23.5%							
	+ 18.2%	+ 25.2%	+ 24.4%	(+15.9%)	(+19.7%)							

※Red text has been updated as a definite value.

※Monthly data are preliminary figures and may differ from those at the time of financial results announcement

※The number of IBJ registered members includes those registered on the IBJ platform from both franchise and company-owned stores. The number of IBJ paying members refers to those from whom IBJ earns revenue through system usage fees from franchise stores.

※The number of new members and matchmaking meetings includes the total of members active on the IBJ platform and independent members of the direct group brands ZWEI and Sunmarie.

※The number of marriages includes the total of confirmed marriages within the IBJ platform and between Sunmarie independent members, as well as the total of engagement proposals from marriages within the IBJ platform, through other services or friend introductions, and between ZWEI independent members, with all figures rounded down to the nearest whole number.

※Starting with the February monthly disclosure, the “number of new members” and “number of successful marriages and withdrawals” will include the figures for independent members of ZWEI and Sunmarie (non-users of the IBJ platform), and will be adjusted to the figures disclosed in the financial results report. (All historical figures on the next page are calculated retroactively.)