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IBJ Corporation (Marriage Agency Business) KPI Report for June 2026

	June 2025 (A)	June 2026 (B) (preliminary)	Change(B)-(A)	Change(B)/(A)
①Number of Couples	1,851	1,926	+75	+4.1%
②Number of Marriage Agencies	4,541	4,797	+256	+5.6%
③Number of IBJ Registered Members (Number of IBJ Paying Members)	97,857 77,900	109,712 104,017	+11,855 +26,117	+12.1% +33.5%
④Number of New Members	6,245	6,311	+66	+1.1%
⑤Number of Marriage Meetings	85,279	96,345	+11,066	+13.0%

Regarding the KPIs for each business in June 2026, all major indicators exceeded the results of the same month last year, continuing to show steady progress.

Following the trend from last month, although the Number of New Members from O-net, our capital and business alliance partner, remains on a downward trend, the conversion of leads into store visit reservations and the customer acquisition rate at our directly-managed store business "ZWEI" remained strong, continuing to drive overall performance.

In addition, the Number of IBJ Registered Members is now on the verge of reaching 110,000, demonstrating a steady enhancement of our value as a platform. Since the monthly membership fee revenue in the affiliated agency business is based on a variable fee structure linked to the number of members at affiliated marriage agencies, the expansion of the member base is expected to lead to an increase in continuous stock revenue. Furthermore, the addition of each single member synergistically boosts the Number of Marriage Meetings, a leading indicator for marriages, thereby ensuring the future growth of the Number of Couples.

This expansion in the Number of Couples will serve as a starting point to generate a ripple effect for cross-selling in the after-marriage domain (e.g., wedding photography, insurance), through which we will realize the

maximization of Customer Lifetime Value (LTV) and the further strengthening of our revenue base.

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

※ The "Number of Couples" is the total of 961 couples (+24.9% year-on-year) whose pairing has been confirmed within the IBJ service, and the number of marriages from members who submitted a notification of marriage withdrawal but whose pairing remains unconfirmed.

<Monthly KPI Trends>

