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

	August 2025 (A)	August 2026 (B) (preliminary)	Change(B)-(A)	Change(B)/(A)
①Number of Couples	1,641	1,983	+342	+20.8%
②Number of Marriage Agencies	4,633	4,844	+211	+4.6%
③Number of IBJ Registered Members	101,240	110,885	+9,645	+9.5%
④Number of New Members	7,031	6,957	▲74	▲1.1%
⑤Number of Marriage Meetings	91,564	105,386	+13,822	+15.1%

※ 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 938 couples (+22.1% 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.

※ Regarding the Number of IBJ Registered Members, all members have been subject to billing since July 2026.

Regarding the major KPIs for August 2026, all key indicators continued to show steady progress.

Regarding the Number of New Members, although enrollments from O-net, our capital and business alliance partner, decreased significantly year-on-year, enrollments at affiliated agencies nationwide are on the rise. In addition, our directly-managed store "ZWEI" drove overall performance, supported by an increase in the number of leads and a strong customer acquisition rate.

Furthermore, with our matchmaking party "IBJ Matching" being featured on the TBS television program "Matsuko's Unknown World" broadcast on August 18, we expect an increase in the number of party participants, who serve as potential customers for our marriage agencies. Given our past experience of increased party participation following media exposure in the previous fiscal year, we believe that an increase in party participants will also lead to an expansion in the Number of New Members.

As all registered members became subject to billing starting in July, the Number of IBJ Registered Members and the Number of IBJ Paying Members have reached the same level. Therefore, starting in August, we are exclusively disclosing the Number of IBJ Registered Members. This Number of IBJ Registered Members continues to trend upward, and we expect further growth going forward, backed by the rising momentum for marriage hunting.

The Number of Marriage Meetings also continued to perform strongly. An increase in the Number of Marriage Meetings leads to an expansion in the Number of Couples, creating a virtuous cycle of attracting new members through word-of-mouth and other channels, which directly contributes to the enhancement of our platform's value. Furthermore, we aim to maximize Customer Lifetime Value (LTV) by using these marriages as a starting point to generate a ripple effect for cross-selling in the after-marriage domain (e.g., wedding photography, insurance).

<Monthly KPI Trends>

