

BALMUDA

Financial Results Briefing Material for Six Months ended June 30, 2025

Securities code : 6612

Note : This document has been translated from a part of the Japanese original for reference purposes only. In the event of any discrepancy between this translated document and the Japanese original, the original shall prevail.

FY2025 2Q (Jan. – Jun.) Summary

	2024_2Q (Jan. – Jun.)	2025_2Q (Jan. – Jun.)	YoY change	
Net sales	6,330 <small>Million yen</small>	5,187 <small>Million yen</small>	(1,142) <small>Million yen</small>	Impact from prior-year new product launches
Operating Profit (loss)	(91) <small>Million yen</small>	(384) <small>Million yen</small>	(293) <small>Million yen</small>	Strategic investment in U.S.: ¥174 million
Ordinary profit (loss)	33 <small>Million yen</small>	(395) <small>Million yen</small>	(429) <small>Million yen</small>	Foreign exchange impact (YoY): ¥(142) million ※Yen appreciation vs. beginning of fiscal year
Profit (loss) attributable to owners of parent	31 <small>Million yen</small>	(397) <small>Million yen</small>	(429) <small>Million yen</small>	

YoY Comparison: Decline in sales and profit was anticipated and incorporated into the initial plan.

FY2025 2Q (Jan. – Jun.) Summary

	2024_2Q (Jan. – Jun.)	2025_2Q (Jan. – Jun.)	Plan Variance
Net sales	6,330 <small>Million yen</small>	5,187 <small>Million yen</small>	· Japan/U.S. Sales: Fell short of plan
Operating Profit (loss)	(91) <small>Million yen</small>	(384) <small>Million yen</small>	· Better-than-planned loss driven by cost efficiency
Ordinary profit (loss)	33 <small>Million yen</small>	(395) <small>Million yen</small>	
Profit (loss) attributable to owners of parent	31 <small>Million yen</small>	(397) <small>Million yen</small>	

Sales missed expectations (P.3); cost control narrowed loss (P.4)

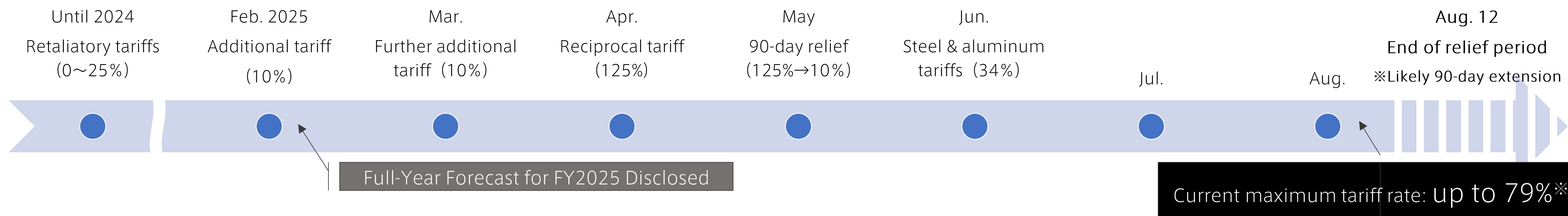
Sales Overview

Consumer Sentiment Dampened by Domestic Inflation

- Prices of various goods and services, including rice, have risen; real wages continue to decline.
- Price revisions implemented in the second half of last year contributed to improved profitability but negatively impacted sales under challenging external conditions.

Impact of U.S. Tariff Policies

【U.S. Tariff Timeline on Chinese Imports】



- Price revision after February tariffs negatively influenced the sales in U.S.
- Ongoing uncertainty in U.S.-China trade negotiations complicates pricing and sales strategy planning.

(Currently mitigating impact by pre-importing to the U.S.)

※Assumed tariff rates are based on current company estimates and may vary by product.

Operating Profit Overview

• Cumulative Q2 loss was anticipated; operating loss narrowed through efficient cost management.

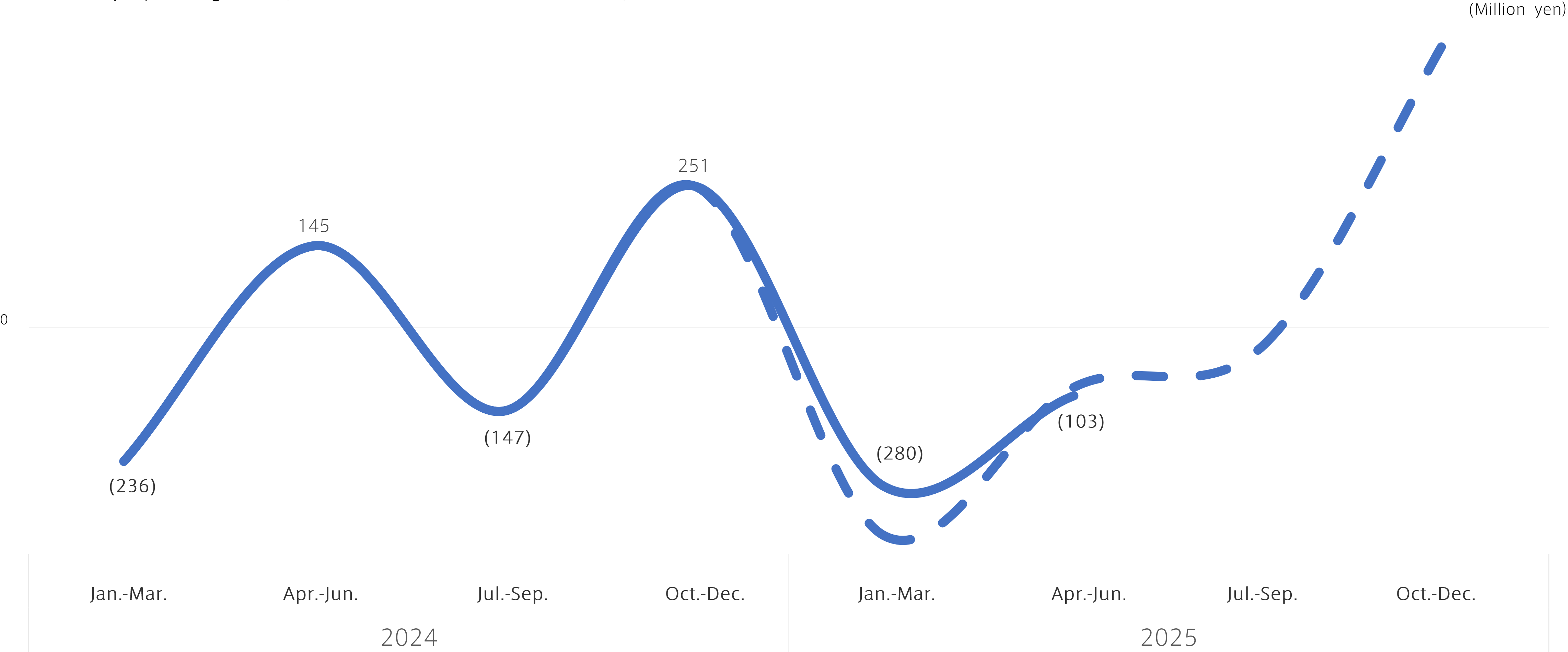
	2025_2Q (Jan. – Jun.)	YoY change	Notes
Gross Profit Margin	31.4 %	+1.0 Pt.	<u>Improved through margin enhancement measures from prior years.</u> -Ongoing cost reduction via design and manufacturing process review -Renewal and price revisions of existing products -Active launch of high-margin new products
Average Exchange Rate※ (USD/JPY)	150 Yen	±0 Yen	
SG&A Ratio	38.8 %	+7.0 Pt.	<u>Increased due to lower sales and strategic investment in the U.S.</u> · Strategic investment in U.S.: ¥174 million
Operating Profit Margin	(7.4) %	(6.0) Pt.	<u>Operating loss increased YoY, but narrowed versus plan through efficient cost management.</u> · Reduction in support-related expenses, etc.

※Internal Exchange Rate Applied

Quarterly operating profit progress and outlook

- Operating profit for the first half came in slightly above forecast.

【Quarterly Operating Profit (Initial forecast shown as dotted line)】



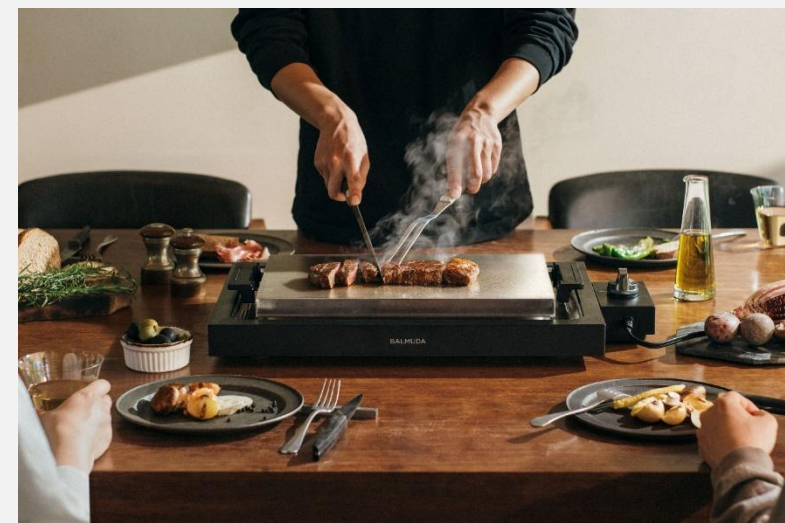
Progress in U.S. Market Expansion

- Effectively supported the expansion of new products by combining direct communication efforts (e.g., events and store launches) with brand campaigns.
- Sales of “the Teppanyaki” have been performing strongly.

【Proactive product launches】



MoonKettle
(March)



BALMUDA The Teppanyaki
(April)



BALMUDA The Toaster Pro
(to be launched in 3Q)

【Event collaboration with local partners】



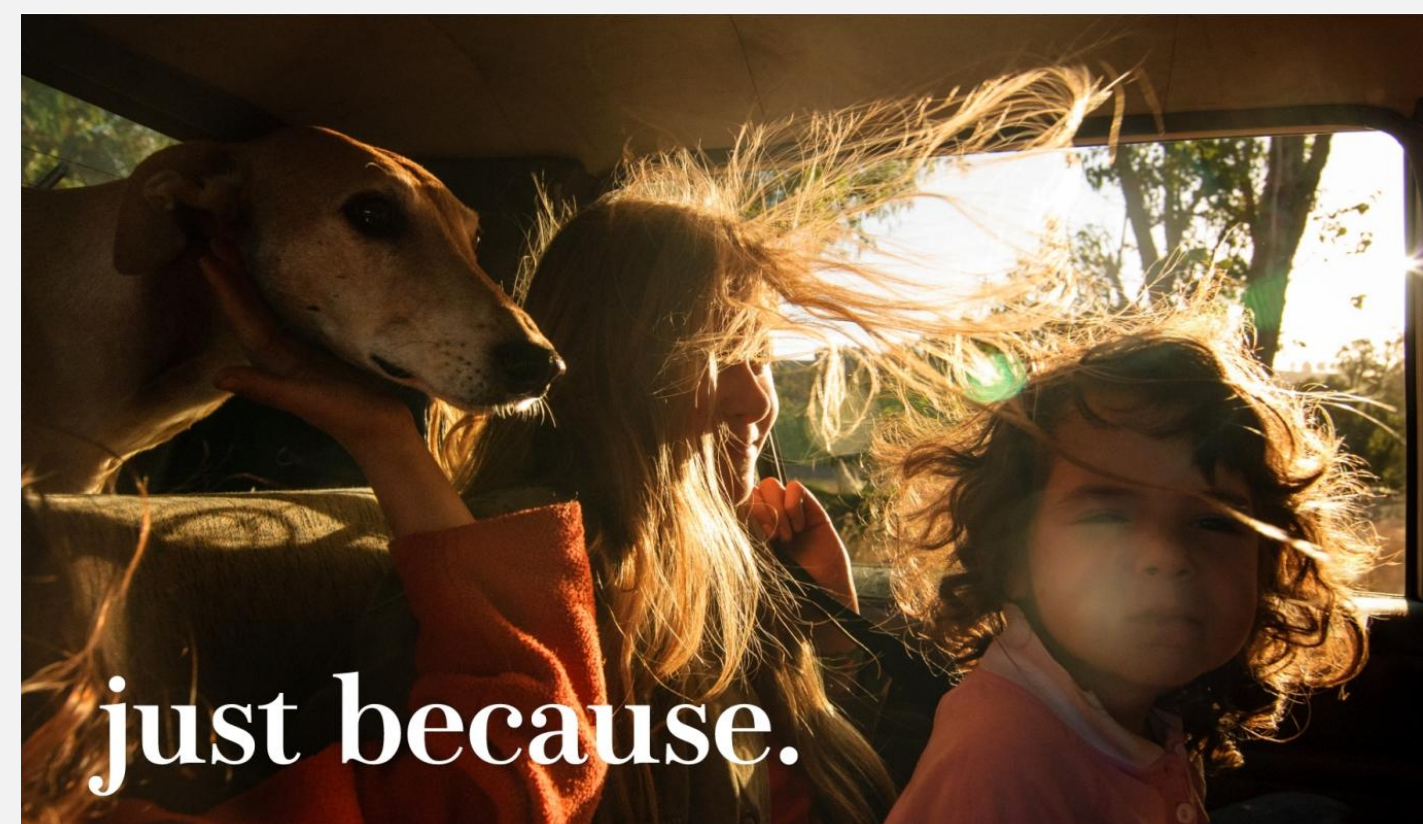
Hosting Experiential Events

【Store opening】



"BALMUDA 50 Norman Brooklyn,"
the brand's first store in New York, opened in April.

【Launch of the brand campaign】



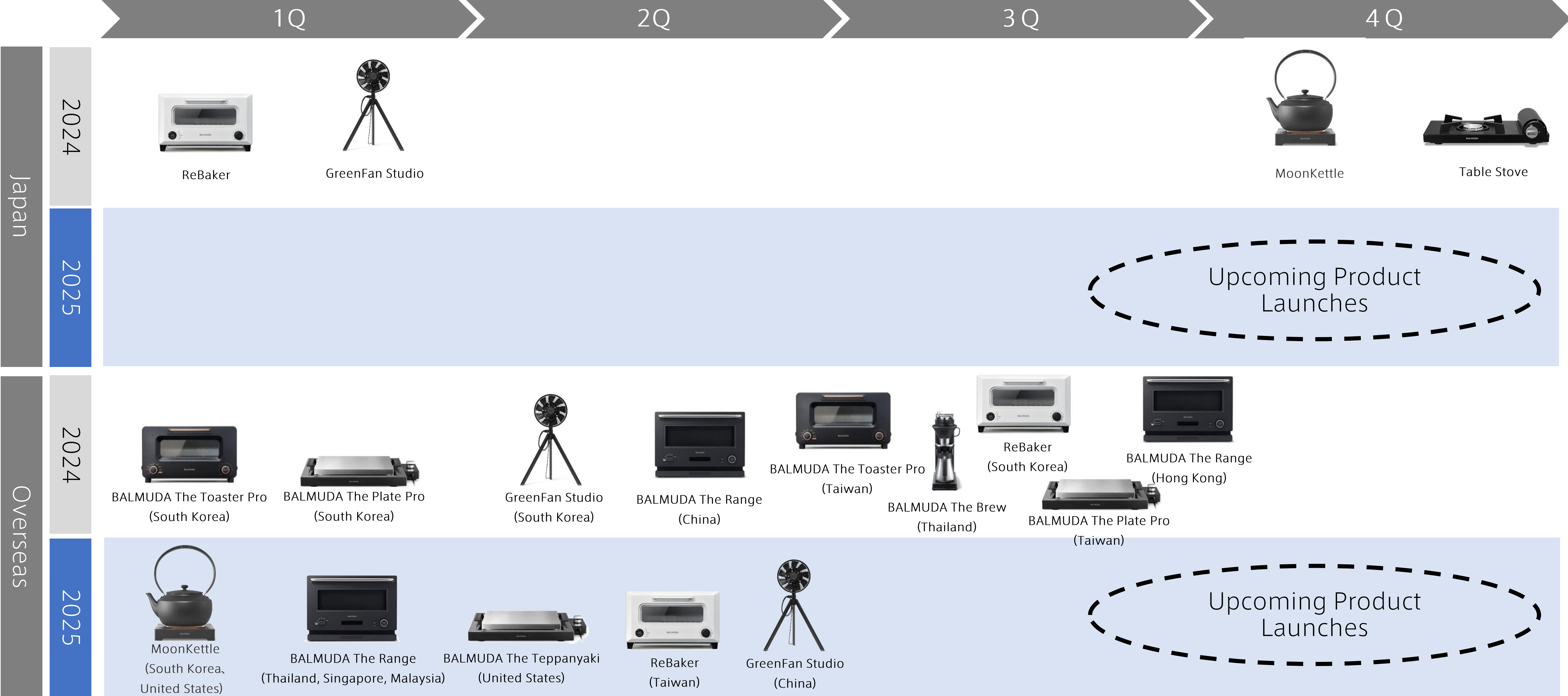
New brand tagline:
'just because.'



Launched outdoor advertising
in New York City.

Status of New Products

- In the first half of the current fiscal year, performance was impacted by a reactionary decline following last year's new product launches.
- Multiple new products are scheduled for release in the second half of the fiscal year.



Second-Half Strategy

Adjustment of U.S. Market Expansion Strategy

- Focus on cost-effective initiatives for the time being

Development and Launch of New Products to Drive Business Growth and Brand Strengthening

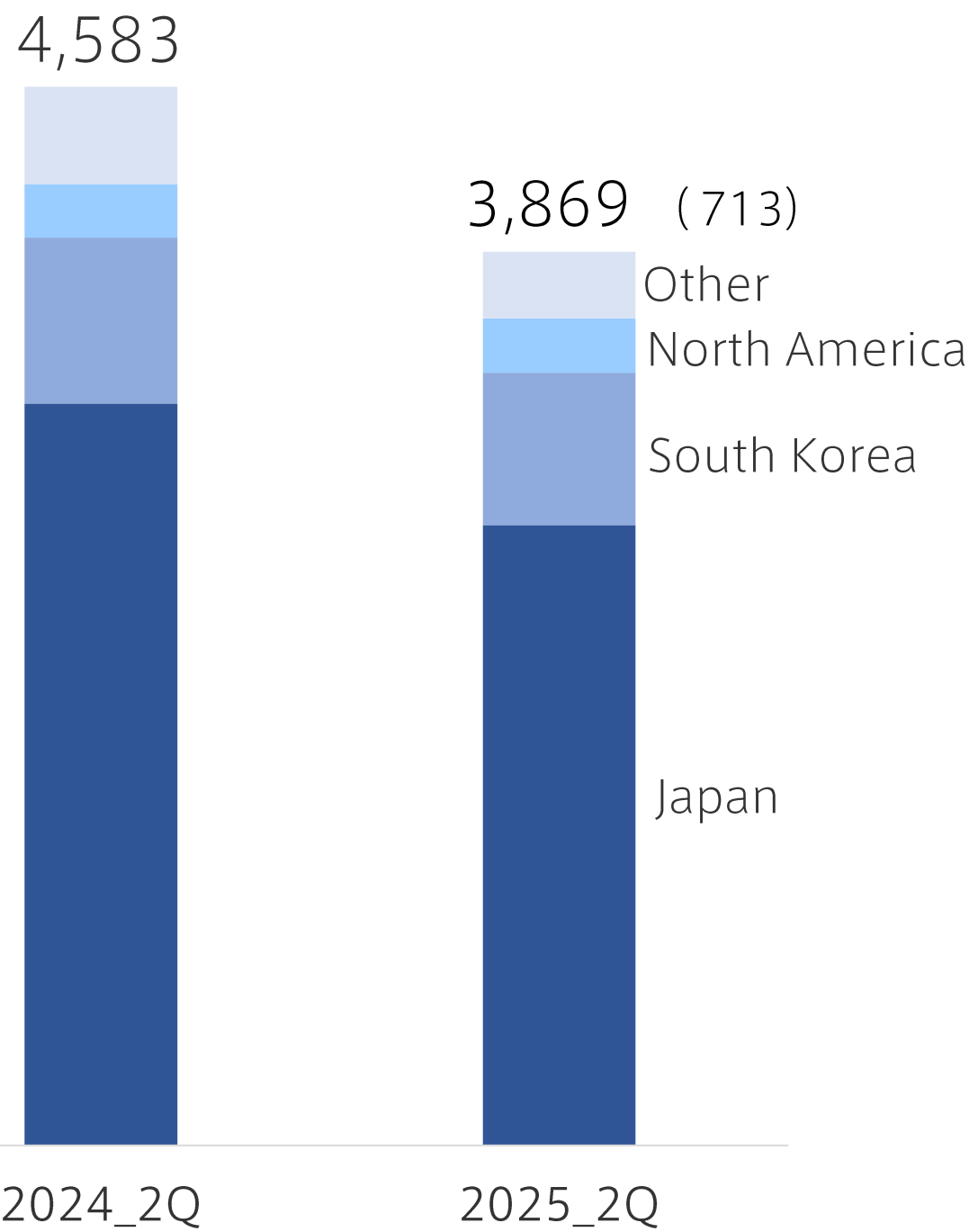
- Multiple new products to be launched in both domestic and overseas markets
- Development of products that can create new customers and markets

APPENDIX

FY2025 2Q (Jan. – Jun.) : Net sales by product category

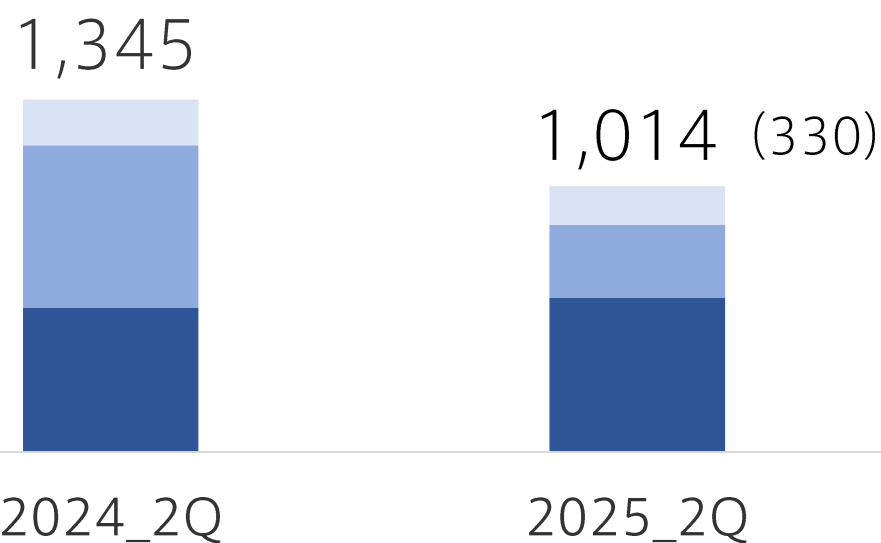
(Million yen)

Kitchen appliance



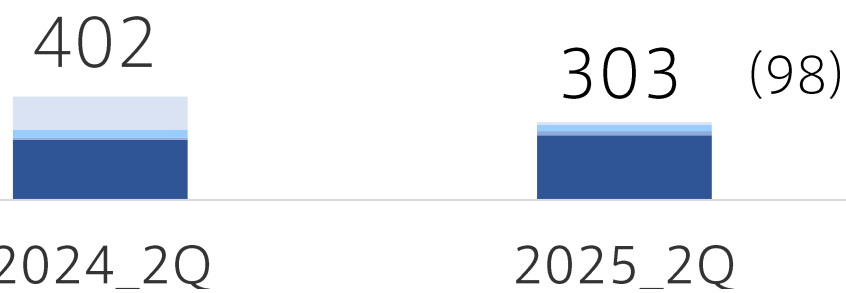
Kitchen Appliance	2024_2Q	2025_2Q	YoY change
Japan	3,211	2,685	(525)
South Korea	718	659	(59)
North America	232	234	+2
Other	421	290	(131)
Total	4,583	3,869	(713)

Air conditioning



Air conditioning	2024_2Q	2025_2Q	YoY change
Japan	551	587	+36
South Korea	618	278	(339)
North America	—	—	—
Other	175	148	(26)
Total	1,345	1,014	(330)

Other



Other	2024_2Q	2025_2Q	YoY change
Japan	232	249	+17
South Korea	8	17	+8
North America	32	23	(8)
Other	127	11	(115)
Total	402	303	(98)

FY2025 2Q (Jan. – Jun.) : Net sales by region

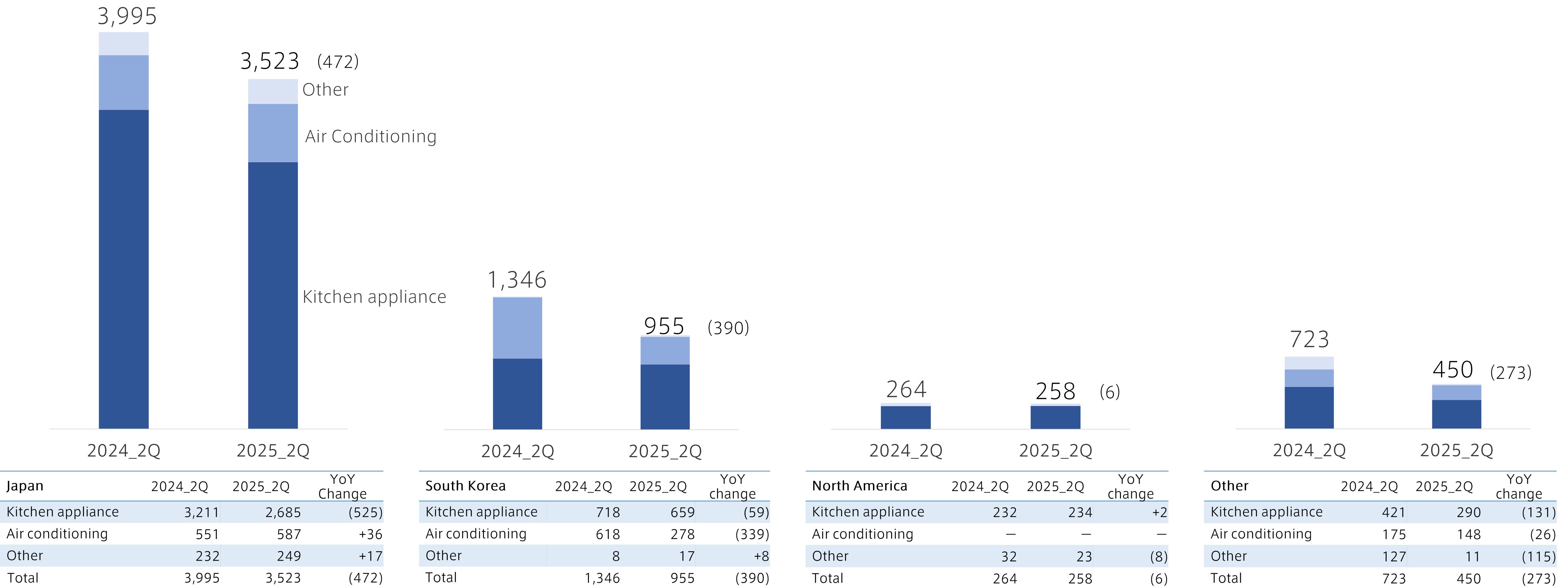
(Million yen)

Japan

South Korea

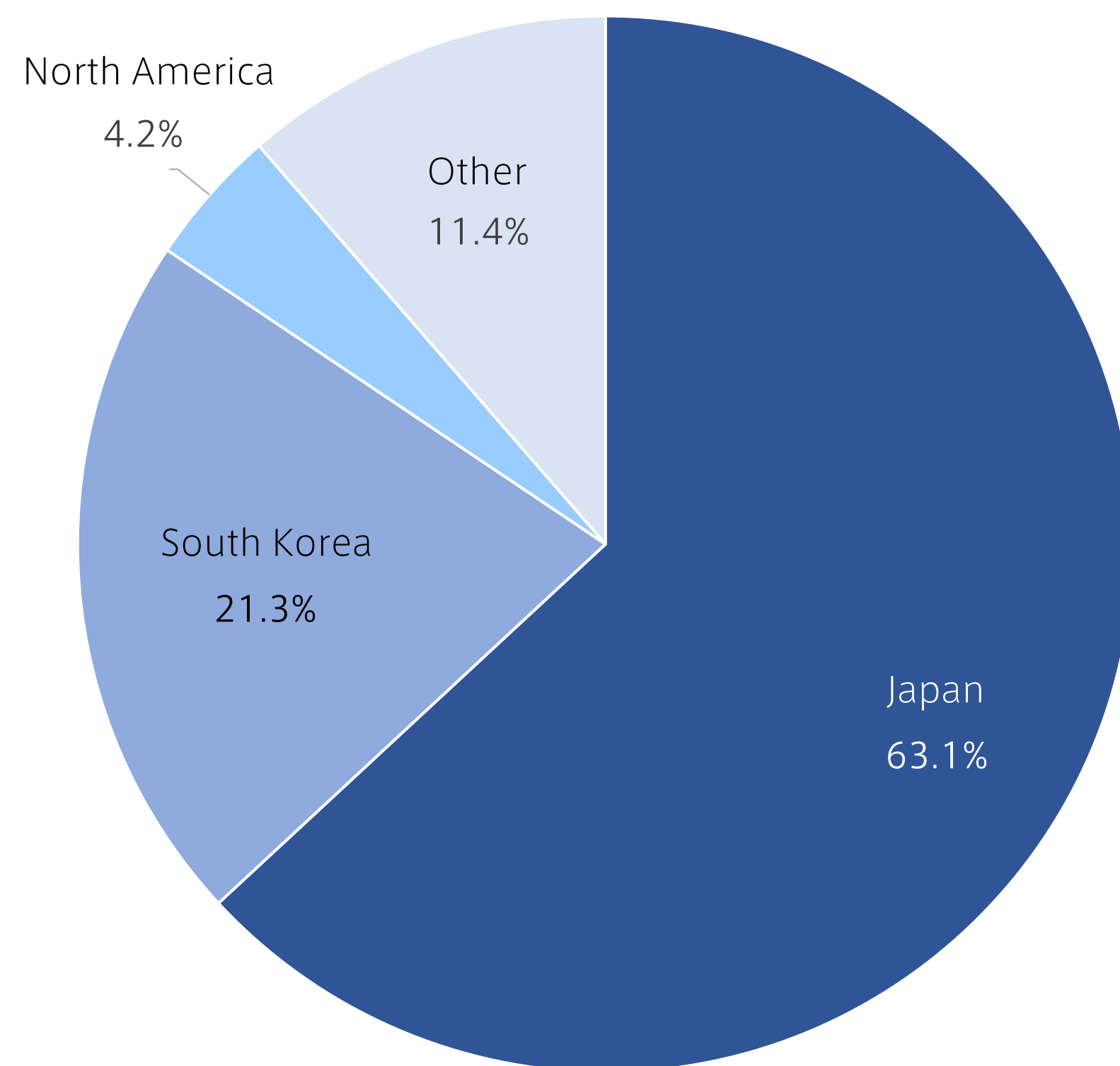
North America

Other

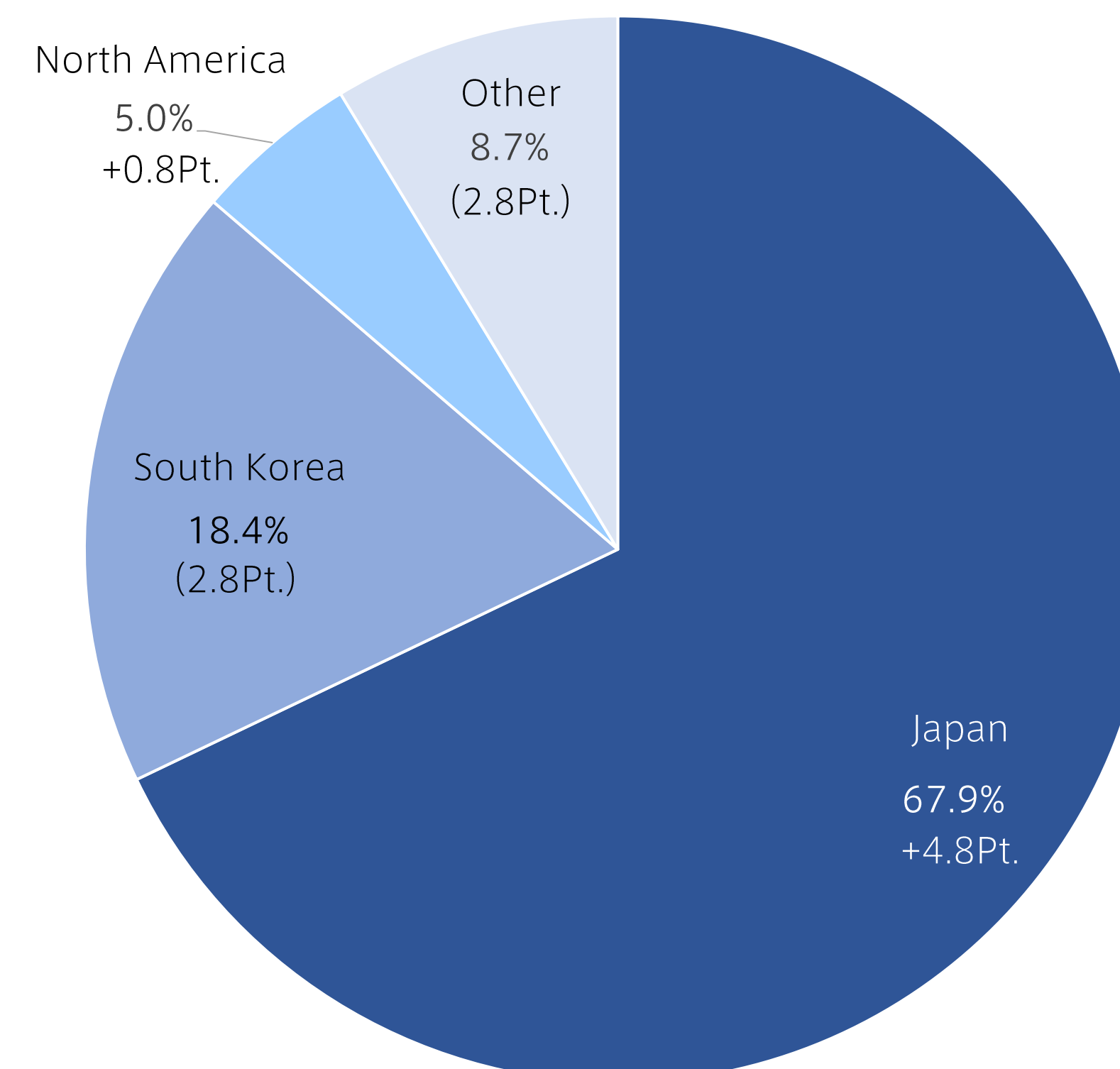


FY2025 2Q (Jan. – Jun.) : Composition percentage of net sales by region

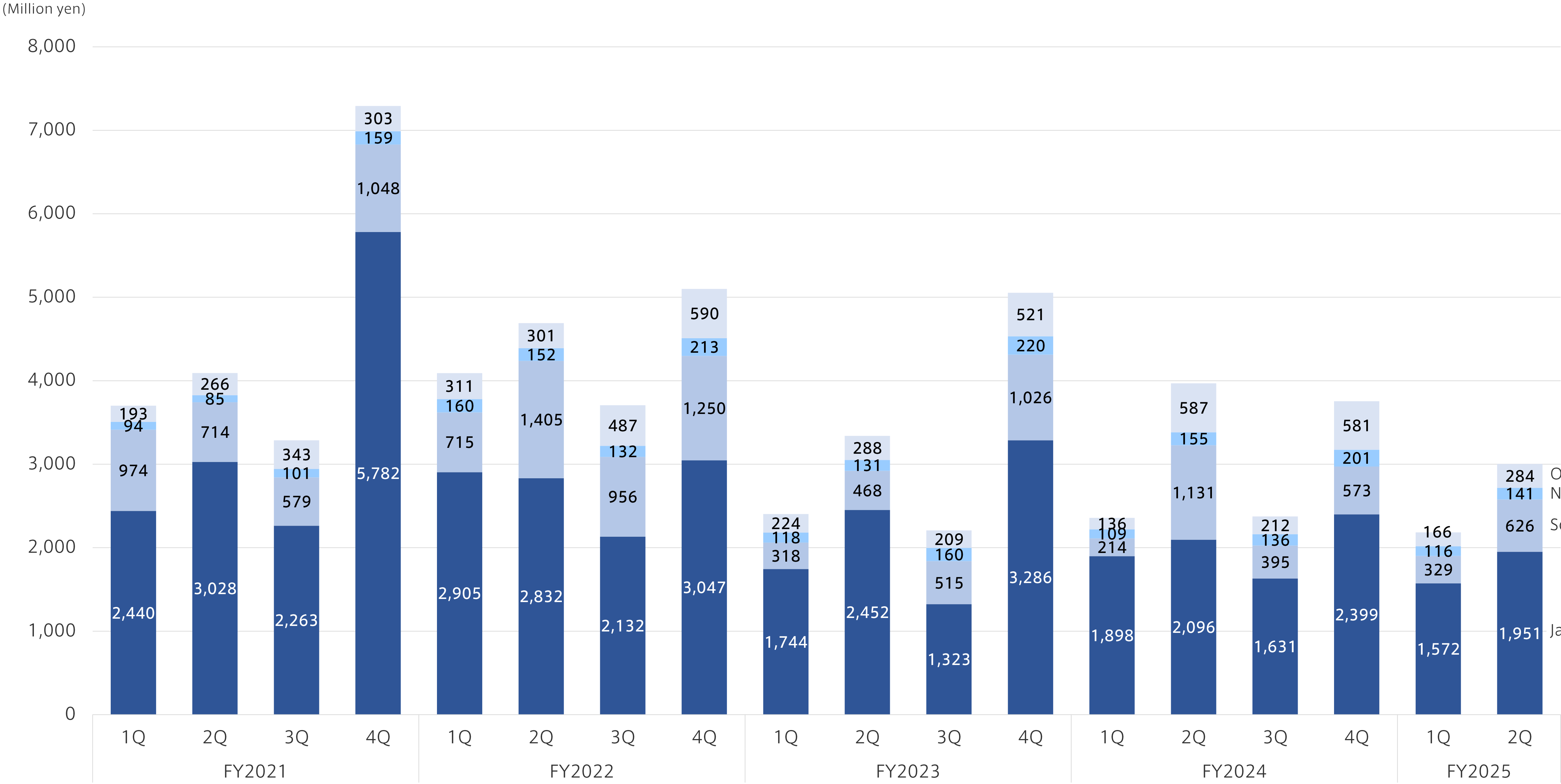
FY2024_2Q



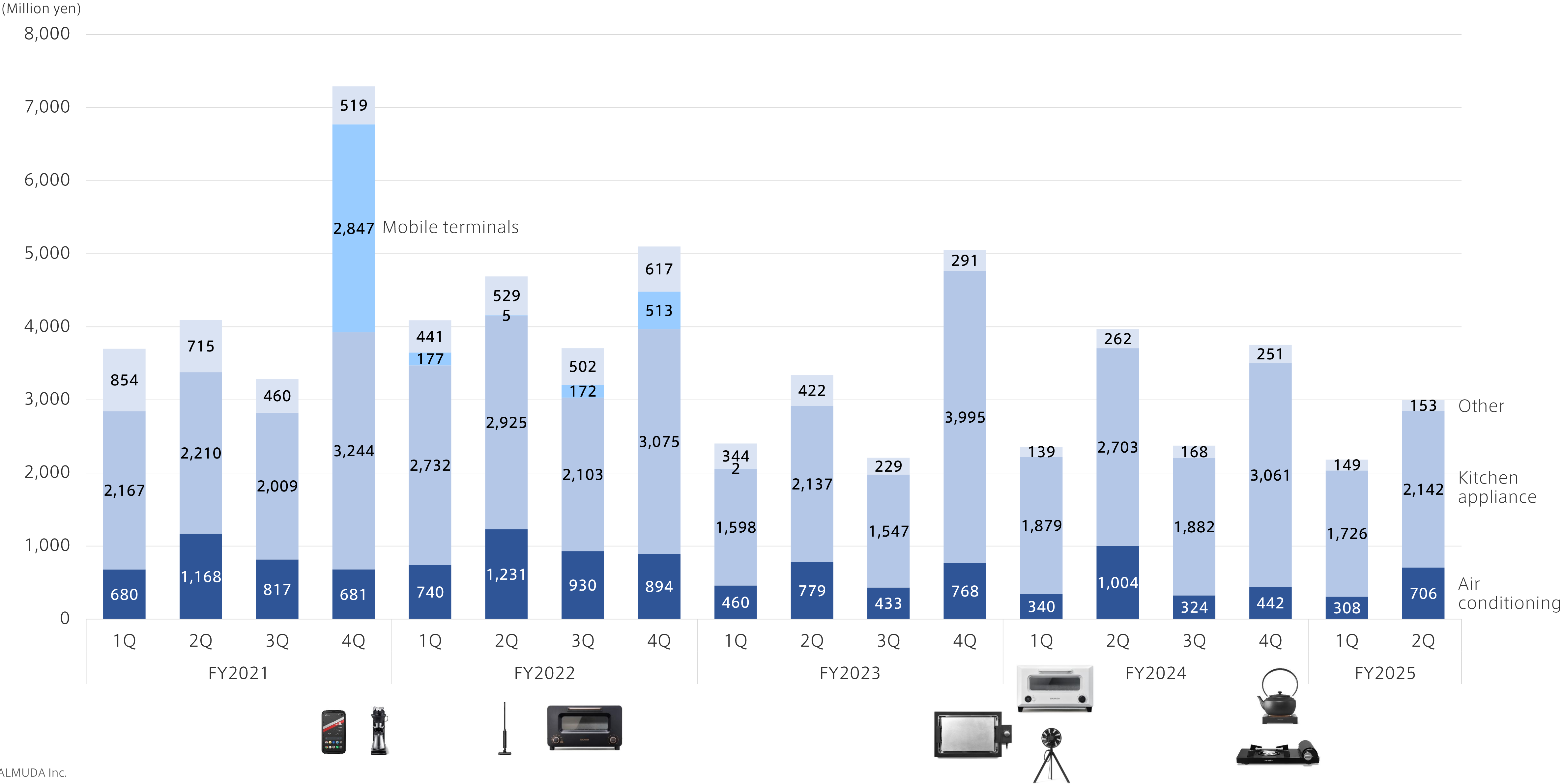
FY2025_2Q



Quarterly net sales by region



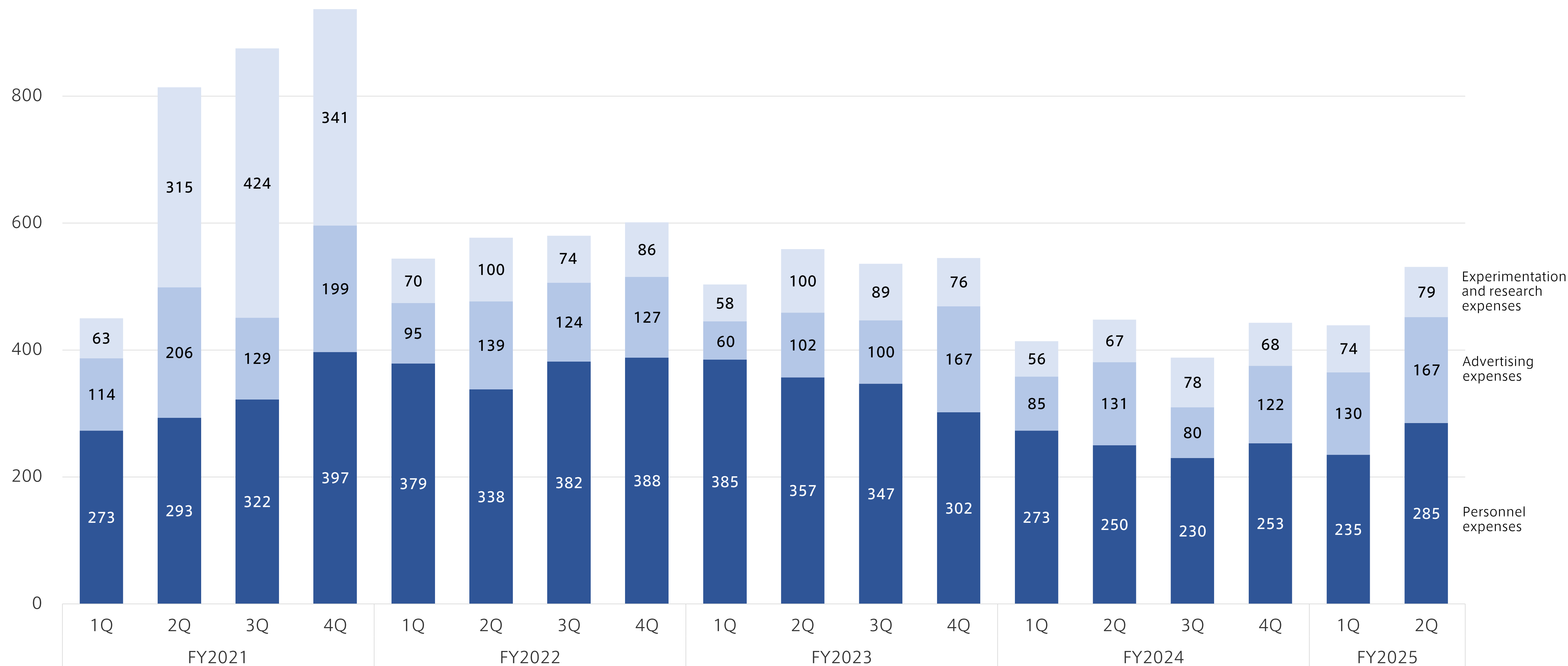
Quarterly net sales by product category



Quarterly major SG&A expenses

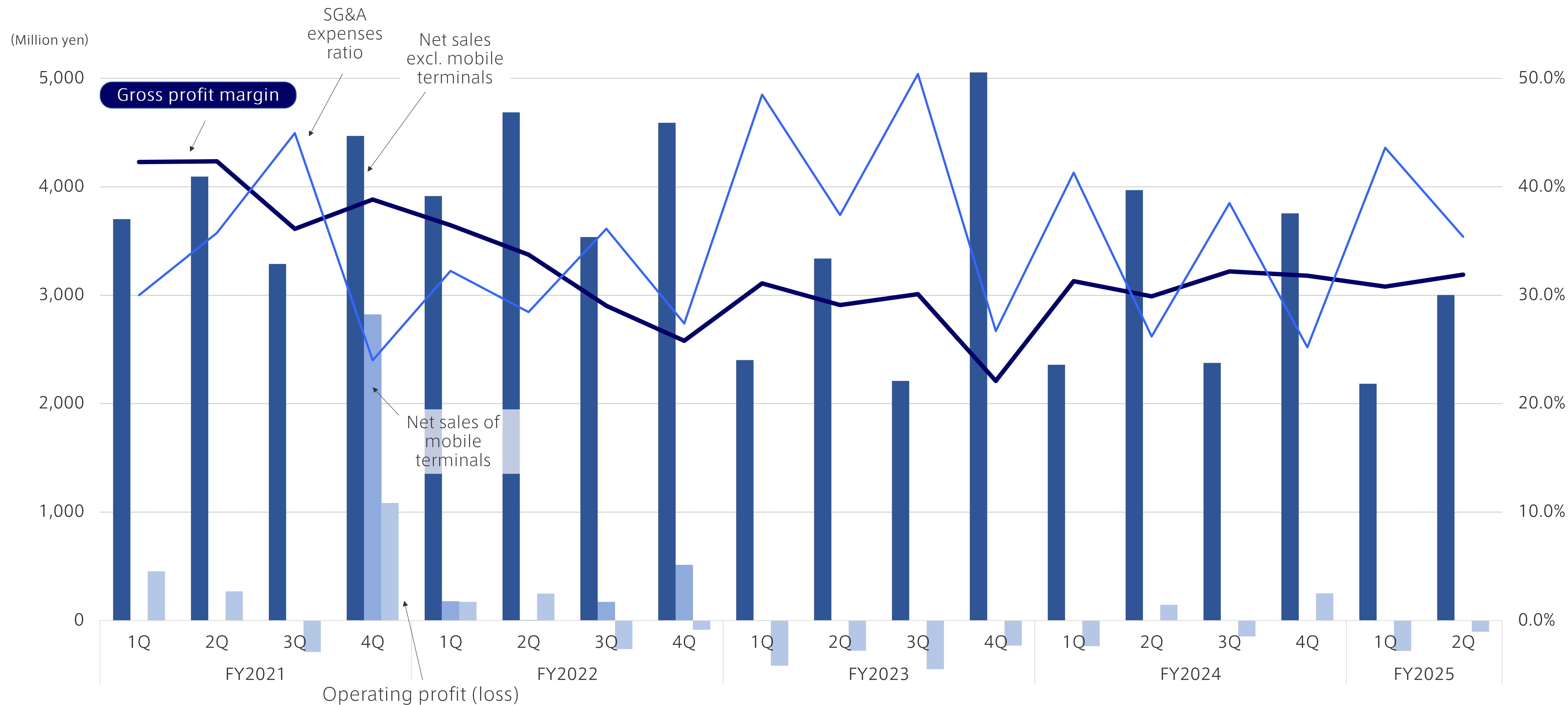
(Million yen)

1,000

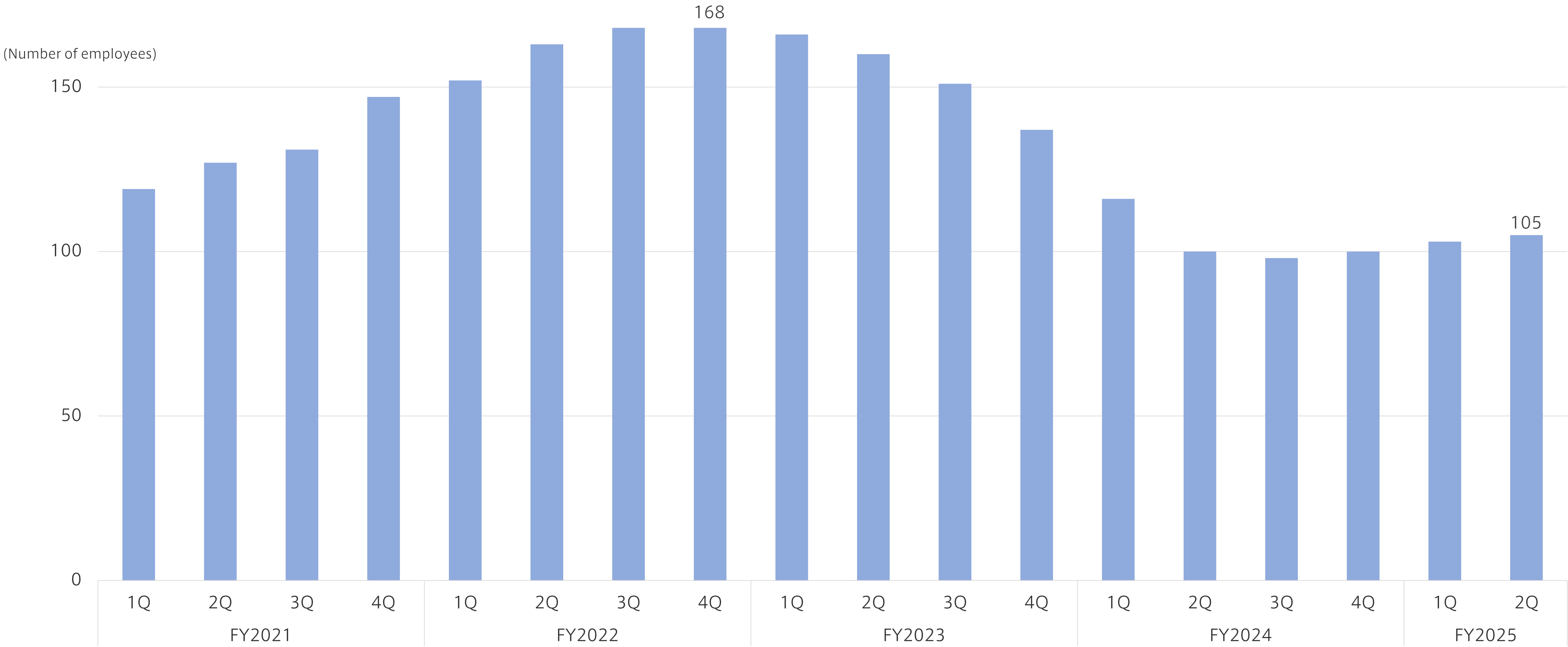


※In FY2021, appx. 840 million yen of experimentation and research expenses were for mobile terminals.
Appx. 280 million yen out of such 840 million yen were accounted in 4Q/FY2021.

Quarterly net sales, operating profit, GP margin and SG&A expenses ratio

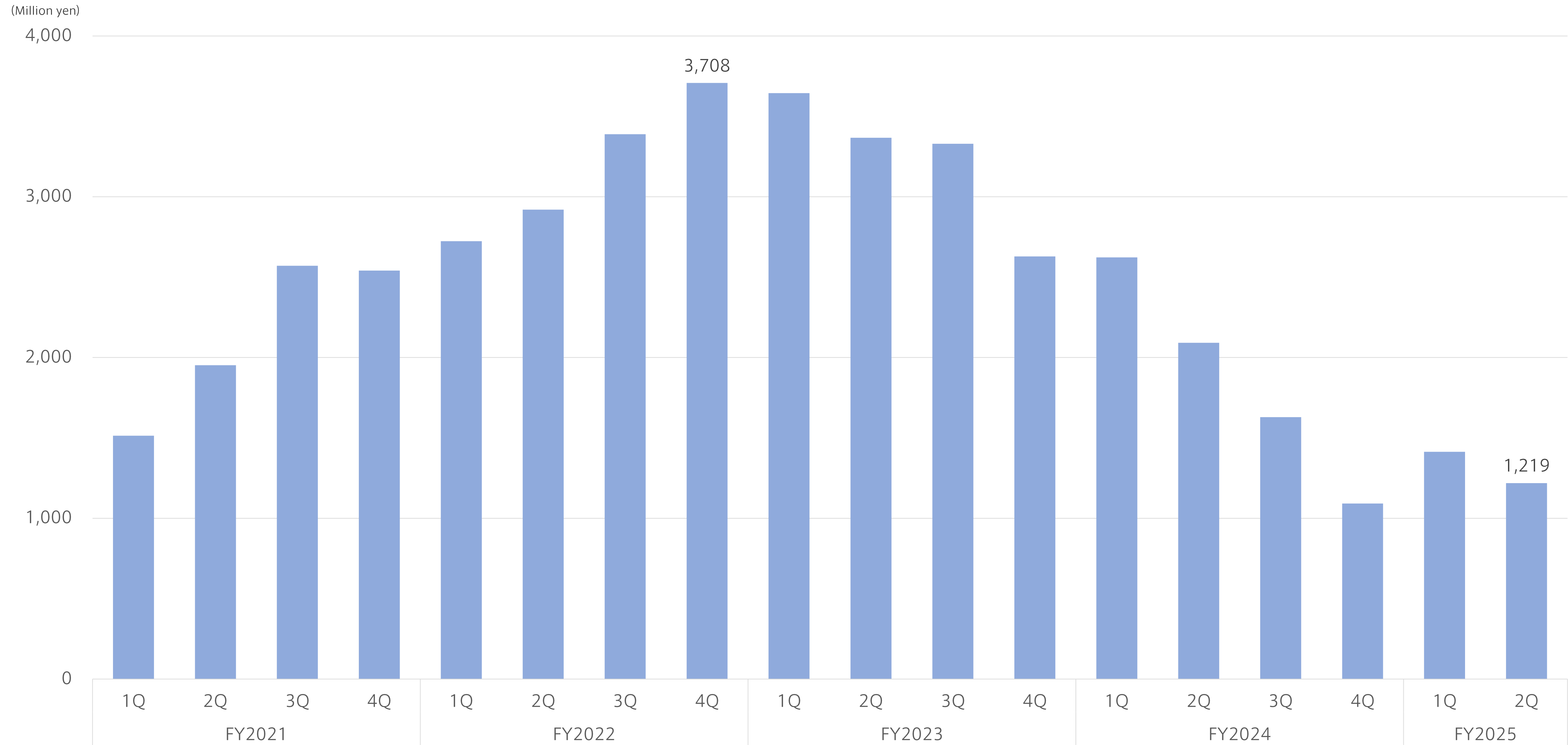


Number of employees



※Temporary staff and part-time workers are not included.

Inventory



Consolidated statement of income by quarters

(Million yen. Percentages indicate composition in net sales.)

	FY2021				FY2022				FY2023				FY2024				FY2025	
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q
Net sales	3,702	4,095	3,288	7,293	4,092	4,691	3,708	5,101	2,405	3,339	2,210	5,055	2,359	3,970	2,376	3,755	2,184	3,003
Gross Profit	1,565	1,734	1,187	2,832	1,492	1,583	1,076	1,314	749	970	665	1,117	738	1,185	766	1,195	671	958
	42.3%	42.4%	36.1%	38.8%	36.5%	33.7%	29.0%	25.8%	31.1%	29.1%	30.1%	22.1%	31.3%	29.9%	32.2%	31.8%	30.8%	31.9%
SG&A expenses	1,111	1,464	1,478	1,748	1,319	1,334	1,340	1,397	1,166	1,249	1,113	1,349	974	1,040	913	944	952	1,062
	30.0%	35.8%	45.0%	24.0%	32.2%	28.4%	36.1%	27.4%	48.5%	37.4%	50.4%	26.7%	41.3%	26.2%	38.5%	25.2%	43.6%	35.4%
Personnel expenses	273	293	322	397	379	338	382	388	385	357	347	302	273	250	230	253	235	285
Advertising expenses	114	206	129	199	95	139	124	127	60	102	100	167	85	131	80	122	130	167
Experimentation and research expenses	63	315	424	341	70	100	74	86	58	100	89	76	56	67	78	68	74	79
Operating profit	454	270	(290)	1,083	172	248	(263)	(82)	(416)	(278)	(448)	(231)	(236)	145	(147)	251	(280)	(103)
	12.3%	6.6%	(8.8%)	14.9%	4.2%	5.3%	(7.1%)	(1.6%)	(17.3%)	(8.3%)	(20.3%)	(4.6%)	(10.0%)	3.7%	(6.2%)	6.7%	(12.8%)	(3.5%)
Ordinary profit	462	245	(300)	1,054	144	224	(294)	(60)	(354)	(243)	(431)	(208)	(160)	193	(262)	323	(300)	(95)
Profit attributable to owners of parent	301	146	(179)	747	96	137	(190)	(40)	(1,144)	(241)	(435)	(251)	(160)	192	(263)	298	(301)	(95)

Net sales by region/product category by quarters

((Million yen. Percentages indicate composition in net sales.))

	FY2021				FY2022				FY2023				FY2024				FY2025	
	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q	3Q	4Q	1Q	2Q
Net sales	3,702	4,095	3,288	7,293	4,092	4,691	3,708	5,101	2,405	3,339	2,210	5,055	2,359	3,970	2,376	3,755	2,184	3,003
Net sales by region																		
Japan	2,439 65.9%	3,028 74.0%	2,263 68.8%	5,782 79.3%	2,905 71.0%	2,832 60.4%	2,132 57.5%	3,047 59.7%	1,744 72.5%	2,452 73.4%	1,323 59.9%	3,286 65.0%	1,898 80.5%	2,096 52.8%	1,631 68.6%	2,399 63.9%	1,572 72.0%	1,951 65.0%
Overseas	1,262 34.1%	1,066 26.0%	1,024 31.2%	1,511 20.7%	1,187 29.0%	1,859 39.6%	1,576 42.5%	2,053 40.3%	660 27.5%	887 26.6%	886 40.1%	1,769 35.0%	460 19.5%	1,874 47.2%	744 31.4%	1,356 36.1%	611 28.0%	1,052 35.0%
South Korea	974 26.3%	714 17.5%	579 17.6%	1,048 14.4%	715 17.5%	1,405 30.0%	956 25.8%	1,250 24.5%	318 13.2%	468 14.0%	515 23.3%	1,026 20.3%	214 9.1%	1,131 28.5%	395 16.7%	573 15.3%	329 15.1%	626 20.9%
North America	94 2.5%	85 2.1%	101 3.1%	159 2.2%	160 3.9%	152 3.3%	132 3.6%	213 4.2%	118 4.9%	131 3.9%	160 7.3%	220 4.4%	109 4.6%	155 3.9%	136 5.8%	201 5.4%	116 5.3%	141 4.7%
Other	194 5.2%	266 6.5%	343 10.5%	303 4.2%	311 7.6%	301 6.4%	487 13.2%	590 11.6%	224 9.3%	288 8.6%	209 9.5%	521 10.3%	136 5.8%	587 14.8%	212 8.9%	581 15.5%	166 7.6%	284 9.5%
Net sales by product category																		
Air conditioning	680 18.4%	1,168 28.5%	817 24.9%	681 9.3%	740 18.1%	1,231 26.3%	930 25.1%	894 17.5%	460 19.1%	779 23.3%	433 19.6%	768 15.2%	340 14.4%	1,004 25.3%	324 13.7%	442 11.8%	308 14.1%	706 23.5%
Kitchen appliance	2,167 58.5%	2,210 54.0%	2,009 61.1%	3,244 44.5%	2,732 66.8%	2,925 62.3%	2,103 56.7%	3,075 60.3%	1,598 66.4%	2,137 64.0%	1,547 70.0%	3,995 79.0%	1,879 79.7%	2,703 68.1%	1,882 79.2%	3,061 81.5%	1,726 79.0%	2,142 71.4%
Mobile terminals	- -	- -	- -	2,847 39.0%	177 4.3%	5 0.1%	172 4.6%	513 10.1%	2 0.1%	- -	- -	- -	- -	- -	- -	- -	- -	- -
Other	854 23.1%	715 17.5%	460 14.0%	519 7.1%	441 10.8%	529 11.3%	502 13.5%	617 12.1%	344 14.3%	422 12.7%	229 10.4%	291 5.8%	139 5.9%	262 6.6%	168 7.1%	251 6.7%	149 6.8%	153 5.1%

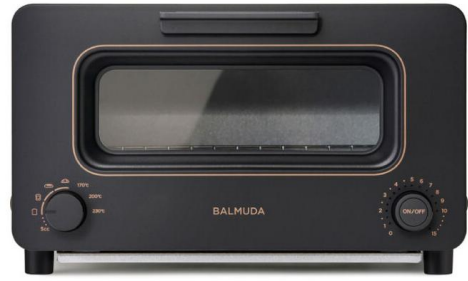
Consolidated Balance Sheet

(Million yen)

	At the end of FY2024	At the end of FY2025_2Q
Current assets		
Cash and deposits	1,345	1,300
Accounts receivable - trade	2,367	1,437
Merchandise and finished goods	1,092	1,219
Other	726	886
Non-current assets		
Property, plant and equipment	464	464
Intangible assets	147	122
Other	38	114
Total assets	6,182	5,545
Current liabilities		
Accounts payable - trade	717	535
Short-term borrowings	100	100
Current portion of long-term borrowings	303	225
Provision for product warranties	186	144
Other	500	414
Non-current liabilities		
Long-term borrowings	25	124
Total liabilities	1,832	1,544
Total net assets	4,349	4,001
Total liabilities and net assets	6,182	5,545

Products

BALMUDA



BALMUDA The Toaster



ReBaker



BALMUDA The Pot



MoonKettle



BALMUDA The Gohan



BALMUDA The Range



BALMUDA The Brew



BALMUDA The Toaster Pro



BALMUDA The Plate Pro



Table Stove



BALMUDA The Speaker



BALMUDA The Lantern



BALMUDA The Light



GreenFan C2



BALMUDA The Cleaner Lite



BALMUDA The Pure



Rain



GreenFan Cirq



The GreenFan



GreenFan Studio

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