



LINKBAL

FY2021/09 Q1 Financial Results Briefing Materials

LINKBAL INC.

February 3, 2021

TSE Mothers
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- This material presents information about LINKBAL's business and trends in the communications services sector. It also contains forward-looking statements that are based on LINKBAL's current expectations, assumptions, estimates and projections about its business and sector.
- These forward-looking statements involve known and unknown risks, uncertainties and other factors. LINKBAL can make no guarantee that these forward-looking statements and estimates will prove to be accurate, as its actual results could differ materially from those anticipated in such statements.
- The forward-looking statements within this material are based on information available to LINKBAL as of February 3, 2021, and LINKBAL is not obligated to update or revise any contents of the forward-looking statements to reflect future events or circumstances.

- 1** FY2021/09 Q1 Results Summary
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1 FY2021/09 Q1 Results Summary



■ Impact of COVID-19

Although the number of event participants had gradually returned to normal since Q4 of FY2020/09, the number decreased again, along with the COVID-19 third wave since December 2020.

■ Effective matching using AI

Achieved effective matching by using AI for CoupLink to encourage continuous use from users and improved the billing rate.

For machicon JAPAN, continuous effort to improve the repeat and purchase rates through personalization in the future.

■ Remodeling the events

Position online events as an alternative to offline events during the COVID-19 pandemic and as a service required even after the COVID-19 pandemic. In addition, continually improve added value.

Reduce the uneven distribution of venues and time slots of offline events and consider the establishment and the promotion of services that are available for more users.

■ Productivity improvement of KOIGAKU

By expanding the alliance with news portal sites, make KOIGAKU articles appear on sites more frequently to increase advertising revenue.

Continue to expand the alliance with news portal sites in the future.

FY2021/09 Q1 P/L Summary

(Millions of yen)

	FY9/2020 Q1	FY9/2021 Q1	YoY
	Actual	Actual	
Sales	603	237	-60.7%
Gross Profit	558	225	-59.7%
Margin	92.5%	94.9%	+2.4pt
Operating Profit	171	-31	-%
Margin	28.4%	-%	-pt
Recurring Profit	172	-31	-%
Margin	28.5%	-%	-pt
Net Profit	110	-38	-%
Margin	18.3%	-%	-pt

FY2021/09 Q1 Breakdown of Sales by Service

**Impact of the COVID-19 pandemic continued.
Especially in December, the number of participants decreased due to the repeated spread of the infection.**

(Millions of yen)

		FY9/2019 Q1	FY9/2020 Q1	FY9/2021 Q1	YoY
		Actual	Actual	Actual	
Event e-commerce website management service		695	549	186	-66.1%
	Component ratio (%)	91.7%	91.0%	78.5%	-12.5pt
Website management service		62	54	51	-6.2%
	Component ratio (%)	8.3%	9.0%	21.5%	+12.5pt

FY2021/09 Q1 BS Summary

The equity ratio rose to 92.2% due to a decrease in accrued amount payable.

(Millions of yen)

		FY9/2020	FY9/2021 Q1	YoY
	Current Assets	2,160	2,096	-64
	Cash and Deposits	1,817	1,755	-62
	Noncurrent Assets	109	107	-2
	Total Assets	2,269	2,203	-66
	Current Liabilities	183	157	-25
	Noncurrent Liabilities	17	14	-2
	Total Liabilities	200	172	-28
	Total Net Assets	2,068	2,030	-38
	Total Liabilities and Net Assets	2,269	2,203	-66
	Equity Ratio	91.2%	92.2%	+1.0pt

2 FY2021/09 Management Policy



Position FY2021/09 as the term for recovering the existing businesses, which were affected by the COVID-19 pandemic.

- **Recovery of existing businesses**

- ⇒ Increase the number of events to post to the machicon JAPAN.

- Increase the number of posted events, which decreased due to the novel coronavirus.

- ⇒ Increase repeat rate among existing users by improving services.

- ⇒ Attract more customers by actively using AI.

- Establish the AI Promotion Office.

- ⇒ Increase CoupLink earning power.

3 Company Profile



Who Are We?

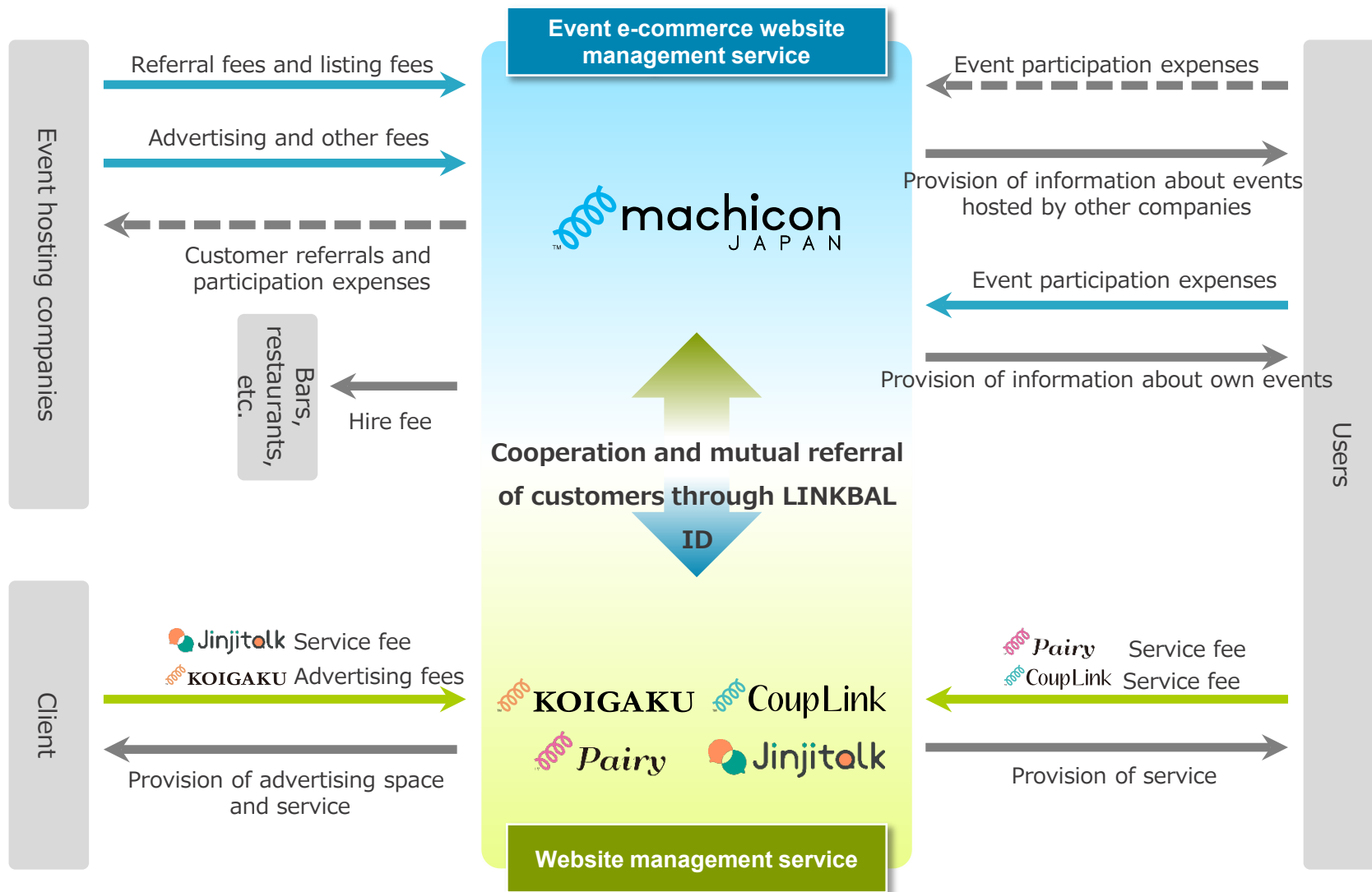


Mission

Connect the world.

Mission Statement

Pursuing customer satisfaction
and corporate growth
by creating new value based on
ideas and technologies.



Event E-commerce Website Management Service

With 2.09 million members and a large number of event listings, machicon JAPAN is one of Japan's largest experiential consumer 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 consist mainly of users in their 20s and 30s (Linkbal ID*1)
- Growing range of contents

Making friends

Experiences

Professional networking

Face-to-face meetings

Self-improvement

Looking for love or marriage

.etc

*1 : LinkbalID is the name of a user ID that can use "machiconJAPAN", "CoupLink", "KOIGAKU", "Paity", "Jinjitalk"

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.

Online dating app “CoupLink”



Japan's first dating application to match event participants online



- Provides an online matchmaking service for users looking for love and marriage
- Free membership registration (Linkbal ID*1)
- Subscription-based model

【Features】

- App is used by actual event participants, giving users a greater sense of safety and peace of mind
- Event participants can exchange messages via the app

Media app specializing in love “KOIGAKU”



- Provides articles and various other contents to help women struggling to find love
- Free membership registration (Linkbal ID*1)
- Generates advertising revenue

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Couple-only app “Paity”



Couple album

Couple profiles

Dating ideas

App couples can use to share plans and memories



- Provides online information sharing service for couples
- Free membership registration (Linkbal ID*1)
- Subscription-based model

Student job opportunity app “Jinjitalk”



App that helps bring together job-seeking students and job-offering companies or recruiters

- Offers information on a wide range of opportunities including graduate jobs, short-term and long-term internships and part-time jobs
- Free membership registration for students (Linkbal ID*1)
- Generates revenue from registered companies

*1 Linkbal ID is the name of a user ID that can use "machiconJAPAN," "CoupLink," "KOIGAKU," Paity" and "Jinjitalk"

~ Memo ~

