



LINKBAL

FY2021/9 Q2 Financial Results Briefing Materials

LINKBAL INC.

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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 the information currently available to LINKBAL. As such, please note that content related to the future detailed in this material may differ significantly as a result of changes in the business environment and other various factors.

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1 FY2021/9 Q2 Results Summary



■ Impact of the resurgence of COVID-19

- Event participants are gradually returning with the current situation surrounding the spread of infections.
On the other hand, there are concerns about future impact resulting from the repeated declaration of a state of emergency.
⇒ However, the impact of COVID-19 is expected to bottom out in Q2 of FY2021/9.

■ Effective matching using AI

- Achieved effective matching by using AI for CoupLink.
⇒ Achieved continuous use from users and improved conversion rate for paid subscribers.
- Continue effort to increase repeat user and purchase rates for machicon JAPAN through personalization.

■ Remodeling events

- **Online events**
 - ⇒ **Continue to improve added value and position online events as a service that will be required even after the resolution of the COVID-19 pandemic.**
- **Offline events**
 - ⇒ **Reduce the uneven distribution of venues and time slots for offline events to make them available to more users.**
- **Strengthen marketing activities and examine the potential for promotional campaigns.**
- **Events hosted by LINKBAL**
 - ⇒ **Resume planning of offline events like tie-ups, etc.**

■ Productivity improvement of KOIGAKU

- Expand alliances with news portal sites
 - ⇒ Make articles appear on sites more frequently to increase advertising revenue.
 - ⇒ Continue to expand alliances with news portal sites in the future.
 - ⇒ Furthermore, continue to publish fresh new articles that are newsworthy.

■ Cost reduction through head office relocation

- Utilization of the head office declined as a result of continued remote work.
 - ⇒ Strengthen low-cost operations by relocating the head office.

FY2021/9 Q2 P/L Summary

(Millions of yen)

	FY2020/9 2Q	FY2021/9 2Q	YoY
	Actual results	Actual results	
Net sales	1,110	374	-66.7%
Gross profit	1,033	350	-66.1%
Margin (%)	93.1%	93.6%	+0.5pt
Operating profit	281	-139	-%
Margin (%)	25.4%	-%	-pt
Ordinary profit	283	-135	-%
Margin (%)	25.5%	-%	-pt
Profit	180	-147	-%
Margin (%)	16.2%	-%	-pt

FY2021/9 Q2 Breakdown of Sales by Service

**Impact of the COVID-19 pandemic continued.
Especially from January 2021, the number of participants decreased due to the repeated declaration of a state of emergency.**

(Millions of yen)

	FY2019/9 2Q	FY2020/9 2Q	FY2021/9 2Q	YoY
	Actual results	Actual results	Actual results	
Event e-commerce website management service	2,482	1,002	273	-72.7%
Component ratio (%)	91.3%	90.3%	73.0%	-17.3pt
Website management service	236	107	100	-6.4%
Component ratio (%)	8.7%	9.7%	27.0%	+17.3pt

FY2021/9 Q2 B/S Summary

The equity ratio rose to 92.6% due to a decrease in accrued amount payable.

(Millions of yen)

		FY2020/9	FY2021/9 2Q	YoY
	Current assets	2,160	1,958	-202
	Cash and deposits	1,817	1,821	+3
	Non-current assets	109	117	+8
	Total assets	2,269	2,075	-193
	Current liabilities	183	139	-44
	Non-current liabilities	17	14	-2
	Total liabilities	200	153	-46
	Total net assets	2,068	1,921	-147
	Total liabilities and net assets	2,269	2,075	-193
	Equity ratio	91.2%	92.6%	+1.4pt

2 FY2021/9 Management Policy



Position FY2021/9 as a term for recovery in existing businesses that were affected by the COVID-19 pandemic.

•Recovery of existing businesses

⇒ Increase the number of events posted to machicon JAPAN

- Increase the number of posted events, which had decreased due to COVID-19**

⇒ Increase repeat rate among existing users by improving services

⇒ Attract more customers by actively using AI

- Establish the AI Promotion Office**

⇒ Increase earning power of CoupLink

3 Company Profile



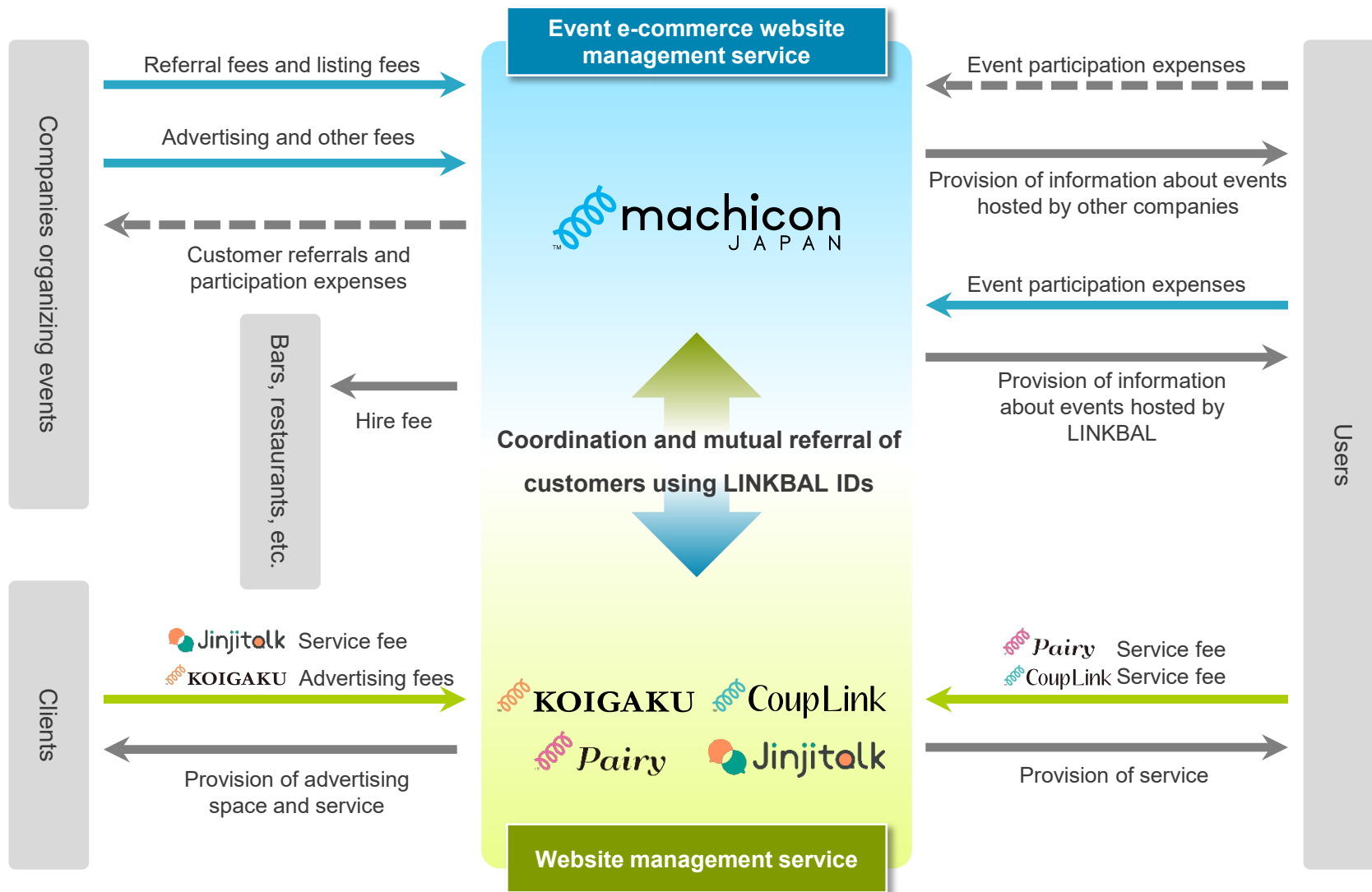


Mission

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 2.10 million members and a large selection 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 (holders of LINKBAL IDs^{*1}) are primarily in their 20s and 30s
- A rich and ever-growing range of content
Growing range of contents

Making friends

Experiences

Professional
networking

Face-to-face
meetings

Self-
improvement

Dating and
marriage

, etc.

^{*1}: LINKBAL ID is a user ID that can be used on "machicon JAPAN," "CoupLink," "KOIGAKU," and "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 app for
matching event participants online

 **CoupLink**

- 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

^{*1}: LINKBAL ID is a user ID that can be used on “machicon JAPAN,” “CoupLink,” “KOIGAKU,” and “Jinjitalk.”

Dating information media “KOIGAKU”



 **KOIGAKU**

- Provides articles and various other contents to help women struggling to find love to make their ideal relationship a reality
- Free membership registration (LINKBAL ID^{*1})
- Supported by advertising revenue

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.

Dedicated app for couples “Paity”



App for couples to use to share plans and memories



- Provides and online information sharing service for couples
- Free membership registration
- 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 jobs for new graduates, short-term and long-term internships, and part-time jobs
- Free membership registration for students (LINKBAL ID*1)
- Supported by revenue from registered companies

*1: LINKBAL ID is a user ID that can be used on “machicon JAPAN,” “CoupLink,” “KOIGAKU,” and “Jinjitalk.”

~ Memo ~

