

Everyone

Company name IBJ, Inc
 (Securities code:6071 Tokyo Stock Exchange Prime Market)
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IBJ Corporation (Marriage Agency Business) KPI Report for July 2024

	July 2023(A)	July 2024(B)	Change(B)/(A)
Number of marriage agencies	3,943	4,361	+110.6%
Number of new membership	4,352	5,425	+124.7%
Number of marriage meetings	59,514	68,352	+114.9%
Number of Marriages per Month	1,188	1,403	+118.1%
Number of Arranged marriage Meeting member	85,086	92,825	+109.1%

*The number of registered members is the number of members registered on the IBJ's matchmaking system out of the number of matchmaking members at member agencies and directly managed agencies *The number of successful marriages is the number of successful marriages only within IBJ (excluding those at federations other than IBJ, introductions by friends, etc.)

Various KPIs for IBJ's marriage agency business continued to perform well in July. Among them, the number of new members was particularly strong, with a significant increase due to organic growth at existing IBJ member agencies and directly managed agencies, as well as the contribution of O-net, which started full-scale operation in June.

Furthermore, the monthly number of marriage meetings in July reached a record high of 68,352 and is expected to reach 500,000 by the end of August, one month earlier than last year's total for 2024. The increase in the number of matchmaking matches can be attributed to a rise in the number of new members, which has stimulated membership activities, and to the strengthening of cooperation among agencies as the branch system has become more widespread. These factors are expected to drive continued growth in the various KPIs of IBJ's marriage agency business in the coming months and beyond.

IBJ, which currently creates 1 in 40 of Japan's successful marriages, is expanding its market size through approaches from both directly managed and member agencies, and we believe that if we continue to grow our business at the current pace, 1 in 20 of our successful marriages will be IBJ couples in the future.

Furthermore, we will strengthen our partnerships with local governments and public

administration (central government agencies), aiming to simultaneously improve our business performance and corporate value through a proactive approach to the national issue of the declining birthrate.