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To Our Valued Stakeholders

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## **Notice Regarding Monthly Business Update for October 2025**

BuySell Technologies Co., Ltd. hereby announces the monthly business update for October 2025 for its Group Home-visit Purchase Business and Group In-store Purchase and Other Purchase Businesses. For supplementary explanations of the monthly KPIs in this document, please refer to the end. The next monthly update for November 2025 is scheduled to be released on December 17.

### **October 2025 Monthly Overview**

#### **(Group Home-visit Purchase Business)**

\*2024: BuySell non-consolidated results. 2025: Combined results of BuySell + REGATE (Fuku-chan) + Nikkou-dou.

#### **■ Purchases (million yen)**

| 2025      | January | February | March | April | May   | June  | First Half Cumulative |
|-----------|---------|----------|-------|-------|-------|-------|-----------------------|
| Purchases | 949     | 1,135    | 1,351 | 1,448 | 1,545 | 1,510 | 7,938                 |
| YoY       | 160%    | 199%     | 200%  | 184%  | 176%  | 200%  | 187%                  |

|           | July  | August | September | October | November | December | Full Year |
|-----------|-------|--------|-----------|---------|----------|----------|-----------|
| Purchases | 1,362 | 1,084  | 1,515     | 1,703   |          |          |           |
| YoY       | 186%  | 177%   | 220%      | 197%    |          |          |           |

#### **■ Number of Home Visits (visits)**

| 2025        | January | February | March  | April  | May    | June   | First Half Cumulative |
|-------------|---------|----------|--------|--------|--------|--------|-----------------------|
| N.of Visits | 28,197  | 31,583   | 37,860 | 38,748 | 40,614 | 39,942 | 216,944               |
| YoY         | 142%    | 165%     | 160%   | 158%   | 156%   | 168%   | 158%                  |

|             | July   | August | September | October | November | December | Full Year |
|-------------|--------|--------|-----------|---------|----------|----------|-----------|
| N.of Visits | 36,986 | 31,747 | 39,584    | 43,090  |          |          |           |
| YoY         | 157%   | 165%   | 167%      | 163%    |          |          |           |

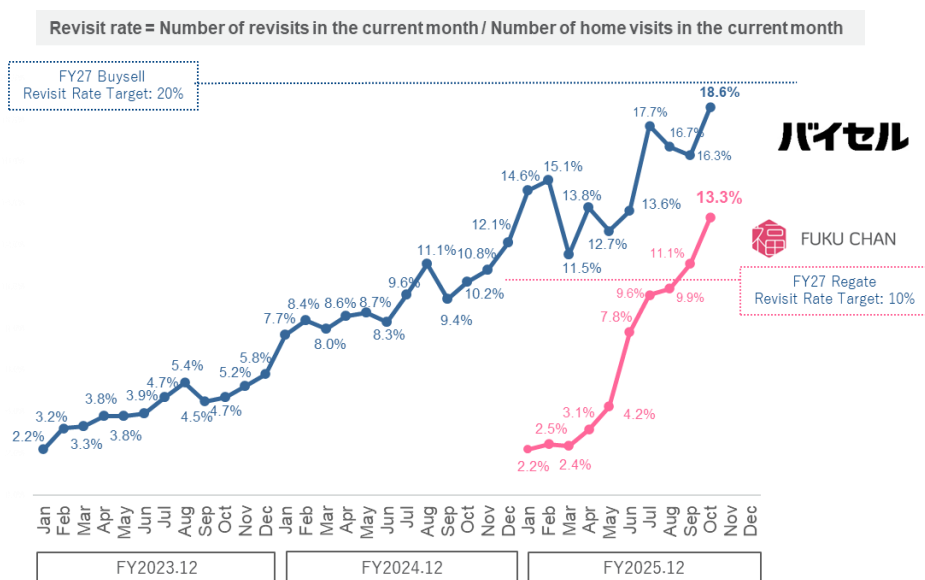
**(Reference: FY2025 Full-Year Plan for Number of Home Visits: 448,000 visits)**

\*Effective from the monthly disclosure materials released on August 14, Nikkou-dou Inc. has been reclassified from the Group In-store Purchase Business to the Group Home-visit Purchase Business. This change is based on its business revenue structure and the policy to strengthen collaboration within the Group's home-visit purchase business. The KPIs for each month of FY25 have been retroactively adjusted to reflect Nikkou-dou's figures.

## ■ Group Home-visit Purchase Business Monthly Overview

- Purchases for October 2025 amounted to 1,703 million yen, up 197% YoY. This is due to factors such as the inclusion of purchases from REGATE Inc.'s 'Kaitori Fuku-chan (FUKU CHAN)' (hereinafter, 'Fuku-chan') and Nikkou-dou following the start of P/L consolidation from the current fiscal year, and the solid number of home visits, with both BuySell and Fuku-chan's monthly revisit rates reaching record highs due to the strategic enhancement of revisit initiatives. In addition, synergies in antique purchasing among Nikkou-dou, Fuku-chan, and BuySell have accelerated, and factors such as the gross profit from BuySell's antique purchases significantly exceeding that of the same month of the previous year also contributed, resulting in the monthly gross profit per visit reaching a record high. It should be noted that because the Group's purchases are mainly direct purchases from general customers, the gross profit margin is high. Furthermore, since purchase prices are determined in conjunction with market prices at the time of purchase, we conduct B2B sales to hedge against market fluctuations, and have a diverse product mix, the impact of earnings deterioration due to market fluctuations seen in some luxury brand bags and watches is extremely limited.
- The number of home visits in October increased significantly to 43,090, up 163% YoY. This was due to factors such as BuySell's revisit rate reaching 18.6%, approaching the target for the final year of the medium-term management plan (20% in 2027), and Fuku-chan's revisit rate reaching 13.2%, significantly exceeding the same medium-term plan target, thanks to the promotion of PMI.

### (Reference) BuySell and Fuku-chan Revisit Rate Trends



## (Group Store Purchase Business and Other Purchase Businesses)

### ■ Purchases (million yen)

| 2025      | January*1 | February | March | April*2 | May   | June  | First Half Cumulative |
|-----------|-----------|----------|-------|---------|-------|-------|-----------------------|
| Purchases | 2,377     | 2,459    | 2,958 | 3,017   | 3,194 | 2,813 | 16,817                |
| YoY       | 171%      | 165%     | 167%  | 139%    | 117%  | 125%  | 142%                  |

|           | July  | August | September | October | November | December | Full Year |
|-----------|-------|--------|-----------|---------|----------|----------|-----------|
| Purchases | 2,792 | 2,806  | 3,322     | 4,218   |          |          |           |
| YoY       | 128%  | 157%   | 162%      | 168%    |          |          |           |

\*1 Purchases from Rext HD Inc. (excluding Fuku-chan and Nikkou-dou of the home visit purchase business) have been reflected since January 2025.

\*2 Purchases from Musubi Inc. have been reflected since April 2024, in line with the start of its P/L consolidation.

### ■ Number of Group Stores

| () indicates store trade name           | End of previous fiscal year, December 2024 | September 2025 | October 2025 | Increase/Decrease               |                    | Remarks: New store openings, closures, etc.                                                   |
|-----------------------------------------|--------------------------------------------|----------------|--------------|---------------------------------|--------------------|-----------------------------------------------------------------------------------------------|
|                                         |                                            |                |              | Vs. end of previous fiscal year | Vs. previous month |                                                                                               |
| BuySell                                 | 35                                         | 38             | 40           | +5                              | +2                 | AEON MALL Suzaka store, CELEO Hachioji store                                                  |
| Timeless (Timeless Salon)               | 34                                         | 38             | 37           | +3                              | -1                 |                                                                                               |
| Four Nines is directly managed (WAKABA) | 21                                         | 24             | 24           | +3                              | -                  |                                                                                               |
| Four Nines FC (WAKABA)                  | 238                                        | 259            | 265          | +27                             | +6                 | 7 new stores, 1 closure                                                                       |
| Nissou (THIERRY, MAISON THIERRY)        | 6                                          | 6              | 6            | -                               | -                  |                                                                                               |
| Musubi (Kaitori Musubi)                 | 62                                         | 71             | 74           | +12                             | +3                 | MEGA Don Quijote UNY Taketoyo store, Odakyu OX Yomiuri Land store, Odakyu OX Sagamihara store |
| REGATE (FUKU CHAN, Re-Use-Station)      | 20                                         | 22             | 22           | +2                              | -                  |                                                                                               |
| Nikkou-dou (*For reference)             | 2                                          | 3              | 3            | +1                              | -                  |                                                                                               |
| Group Total                             | 418                                        | 461            | 471          | +53                             | +10                |                                                                                               |

\*Reference information due to reclassification to the Group Home Visit Purchase Business

## ■ Group Store Purchase Business and Other Purchase Businesses Monthly Overview

- Purchases for the Group Store Purchase Business and Other Purchase Businesses amounted to 4,218 million yen, up 162% YoY. In the Group Store Purchase Business, an increase in the number of store visitors due to ongoing enhancement of repeat customer measures and an improvement in the closing rate through enablement contributed to a significant increase in gross profit per contract.
- The number of new store openings in October was 10, the highest for the current fiscal year, and progress was generally as planned.

End.

### (Notes)

- ✓ The figures in this monthly report are preliminary and subject to revision at a later date. In addition, they have not been audited by an auditing firm.

### Supplementary Explanation of Monthly KPIs (Reference)

- The Group's business segments (for management accounting purposes) are organized by purchase channel into the "Group Home-visit Purchase Business" and the "Group In-store and Other Purchase Business." The companies and service brands that constitute each business are as follows.
- The reason for disclosing "Purchase Amount" as a key KPI in the monthly materials is to report monthly business progress based on purchasing performance. The Company believes that since its purchased merchandise is less susceptible to market price fluctuations and its gross profit margin is stable, disclosing the "Purchase Amount" contributes to assessing the momentum of monthly business progress to a certain extent.
- However, "Purchase Amount" is only one component of sales and gross profit, and final business results may vary depending on other KPIs (such as gross profit per visit and the toC sales ratio), inventory sales strategies, and other factors.
- Additionally, as supplementary information, the monthly progress of the "Number of Home Visits" and "Number of Stores" is disclosed for each business segment for management accounting purposes.

| Business Segment                   | Company Name                         | Service Brand                           |
|------------------------------------|--------------------------------------|-----------------------------------------|
| Group Home Visit Purchase Business | BuySell Technologies Co., Ltd.       | Home Visit Purchase "BuySell"           |
|                                    | REGATE Inc. (Rext HD subsidiary)     | "Kaitori Fuku-chan (FUKU CHAN)"         |
|                                    | Nikkou-dou Inc. (Rext HD subsidiary) | "Nikkou-dou"                            |
| Group In-store Purchase Business   | BuySell Technologies Co., Ltd.       | In-store Purchase "BuySell"             |
|                                    | Timeless Inc.                        | General Purchase Salon "TIMELESS"       |
|                                    | Four Nines Inc.                      | "Reuse Shop WAKABA"                     |
|                                    | Nissou Inc.                          | "THIERRY" and "MAISON THIERRY"          |
|                                    | Musubi Inc.                          | "Kaitori Musubi"                        |
|                                    | REGATE Inc. (Rext HD subsidiary)     | "FUKU CHAN", "Fuku-chan Re-Use-Station" |

Rext Holdings Co., Ltd., which began P/L consolidation in January 2025, has seven subsidiaries. The operating companies are REGATE Inc., which operates the home-visit purchase service "FUKU CHAN," and Nikkou-dou Inc., which operates the specialized antique purchase service "Nikkou-dou." The other subsidiaries are functional companies responsible for shared services, marketing, and other functions.)

**(Premise for KPI Disclosure for Each Business)**

■ **Disclosure of "Purchase Amount" and "Number of Home Visits" as Monthly KPIs for the Group Home-visit Purchase Business**

- "Purchase Amount" and "Number of Home Visits" are defined as the disclosed KPIs, serving as important indicators of monthly progress in the home-visit purchase business, which is the Company's main business.
- With the start of P/L consolidation of Rext Holdings Co., Ltd. from January 2025, the Company discloses monthly KPIs for the entire Group's home-visit purchase business, including "FUKU CHAN" operated by its subsidiary REGATE Inc. and Nikkou-dou.

■ **Group In-store and Other Purchase Business**

**Disclosure of "Purchase Amount" and "Number of Stores" as Monthly KPIs**

- In addition to the entire Group's in-store purchase business (consolidated), this segment consists of mail-in purchases, auction purchases, and purchases from other dealers. "Number of Stores" and "Purchase Amount" are defined as the disclosed KPIs, serving as important indicators of monthly progress in this business.

**(KPI Definitions)**

- Number of home visits      Number of visits made by our appraisers to customers' homes
- Purchase amount      Total purchase amount of products purchased from customers (before elimination of intercompany transactions)
- Gross profit per home visit      The gross profit on the management accounts is expected if it is assumed that all products purchased in one visit are sold through B2B channels, such as auctions. Since B2C sales are also added at the time of actual sale, the gross profit amount will further increase. (The amount is not disclosed because it is an internal management accounting indicator for analyzing sales productivity in real time)