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December 3, 2025

To Our Valued Stakeholders

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Frequently Asked Questions and Answers (FY2025 Q3)

Thank you for your continued interest in our company. From the perspective of fair disclosure, we would like to inform you of the questions and answers that were frequently received from investors following the announcement of our third quarter financial results on November 14, 2025, as outlined below. Please refer to our company website (<https://buysell-technologies.com/en/ir/>) for the latest financial materials.

Q. Q3 KPIs and business performance have shown steady progress, and the full-year profit forecast has been upwardly revised. However, why were the sales and gross profit forecasts left unchanged from the previous plan?

This is due to the strategic carry-over of inventory to the next fiscal year, FY26, which has already been explained in our financial results materials and briefings. Purchases in both the home visit purchase business and the in-store purchase business continue to be strong, and if sales were conducted as usual, both sales and gross profit for FY25 would exceed the previous plan. However, due to our policy of strategically suppressing Q4 sales and carrying over inventory to be sold in the next fiscal year, we have kept the previous plan unchanged.

Q. The revisit rates for BuySell and Fuku-chan in the home visit purchase business have already reached or are approaching the targets for the final year of the medium-term management plan. To what extent do you expect the revisit rates to improve in the future?

At the time of the announcement of the full-year financial results for the fiscal year ending December 2025 in February 2026, along with the earnings forecast for the fiscal year ending December 2026, we plan to update the financial guidance for the fiscal year ending December 2027, which is the final year of the medium-term management plan disclosed in February 2025. We are also proceeding with a review of various KPIs, including the revisit rate. Therefore, while the revised target for the revisit rate is scheduled to be announced at the time of the full-year results, we believe there is a possibility of raising the revisit rate from the current target of 20% to a level of 30% in the medium term.

Q. Considering the business performance progress for the current fiscal year, isn't it possible that the operating profit for the next fiscal year (FY26) will achieve the target for the final year of the medium-term management plan (FY27) one year ahead of schedule?

As mentioned above, at the time of the announcement of the full-year financial results for the fiscal year ending December 2025 in February 2026, we plan to update the financial guidance for the fiscal year ending December 2027, the final year of the medium-term management plan disclosed in February 2025, along with the earnings forecast for the fiscal year ending December 2026. Details will be announced at that time.

Regarding the current fiscal year's performance, we have achieved results that significantly exceed the initial plan, including three upward revisions during the period, due to the extremely smooth progress of the PMI of Rext HD, strong purchases by existing group companies, and improvements in the gross profit to personnel cost ratio. Furthermore, we anticipate a high degree of reproducibility for organic business growth and performance improvement in the existing group from the next fiscal year onward. Considering factors such as sales from the strategic inventory carry-over to the next fiscal year, we believe there is a high probability of achieving the operating profit target of 11 billion yen for the final year of the medium-term management plan, as announced at the beginning of the fiscal year, one year ahead of schedule.

Q. Have concerns about the recent deterioration in Japan-China relations had any impact on the business? (1) Impact on business performance due to a decrease in inbound demand (2) Impact on business performance of the ongoing measures to strengthen sales channels in China

<Regarding (1)>

The target customers for both our home visit purchase business and in-store purchase business are primarily residents of Japan. In terms of sales, 81% is from B2B sales through auctions and wholesale, and the 16% that constitutes B2C sales is also mainly to domestic residents. Inbound sales are limited to a very small portion, such as at our Kyoto store. Furthermore, BuySell Technologies Co., Ltd. recognizes that the sales destinations of its B2B business partners are not overly concentrated in China, and given that the Company offers a wide product lineup, there is no direct or indirect impact at this time.

(Note: B2B and B2C sales ratios are based on consolidated results for the fiscal year ending December 2024.)

<Regarding (2)>

As one of the Company's measures to strengthen its sales channels, it is building a system to repair and remake branded bags and other items purchased in Japan for sale in China via live commerce. Preparations are progressing steadily, with the results of the second recent trial showing, for example, a four-fold increase in gross profit compared to domestic sales. At this time, no impact on the business has been observed due to the relationship between Japan and China. In the current fiscal year and the medium-term management plan, the profit impact from the China sales channel is limited, and the plan is formulated based on organic growth centered on existing businesses.

Q. What are the reasons for implementing the group's organizational restructuring and store brand integration, and why was it done at this time? Is there any impact on the P/L from the occurrence of one-time expenses related to this restructuring and brand integration?

BuySell Technologies Co., Ltd. is promoting an M&A strategy that enables high performance growth for each company after joining the group by generating synergies through the promotion of post-merger integration (PMI) after M&A execution. In the current fiscal year, the Company has focused on promoting the PMI of Rext HD Inc., which operates the "Fuku-chan" home visit purchase business and was acquired through an M&A in October 2024, achieving extremely high PMI results. However, from the perspective of maximizing further synergies in the medium term through integrated management and business promotion of group businesses via group integration, improving productivity by eliminating overlapping functions, and integrating multiple mass-market store brands, the Company has decided to implement a group reorganization and store brand integration from the beginning of the next fiscal year.

A portion of the one-time expenses related to this reorganization and store brand integration expected in the current fiscal year is included in the current revision of the earnings forecast. The impact on the next

fiscal year's performance will be officially announced in the financial guidance at the time of the full-year financial results in February 2026. However, it is expected to be minor, as the increase in expenses is not on a scale that would hinder profit growth in the next fiscal year, and further cost efficiencies within the group are also anticipated.

Q. What is the reason for strengthening branding investment, given that you already hold a high market share in the home visit purchase service?

As part of strengthening its branding investment, BuySell Technologies Co., Ltd. is enhancing its advertising in various media, such as TV commercials, primarily to increase brand awareness for its "BuySell" home visit purchase service. The home visit purchase service is a newer purchasing method compared to the in-store purchase service, and the Company believes that service awareness is still low. On the other hand, both "BuySell" and "Fuku-chan" have achieved an increase in the revisit (repeat) rate for home visit purchases. Since revisits tend to involve the purchase of higher-priced items compared to initial visits, it has been confirmed that customers who have used the service once and experienced its safety and security will use the home visit purchase service for purposes other than their initial decluttering needs.

For these reasons, in addition to acquiring visits through direct marketing centered on conventional decluttering needs, the Company believes that increasing top-of-mind awareness of the "BuySell Home Visit Purchase Service" through branding investment is expected to further enhance the superiority of the Group, which holds an overwhelming share in the home visit purchase domain, and to expand the market in the medium to long term.

Furthermore, the store brand integration into "BuySell" to be implemented from January 2026 is expected to contribute to increased awareness of the "BuySell" home visit purchase service. In addition to promoting the efficiency of group stores, operating approximately 150 directly managed stores under a single brand will increase the visibility of physical stores to customers.

Q. The reuse market continues to be strong, and while sales are increasing for listed reuse companies, some are struggling in terms of profit and profit margins due to rising costs. What are the factors behind BuySell's significant growth in both sales and profit, and will the improvement in profit margins continue in the future?

BuySell Technologies Co., Ltd. also recognizes that the reuse market continues to grow steadily. Amidst this environment, the Company is achieving high performance in sales, profit, and profit margin. This is due to its business model, which has strengths in purchasing from general consumers in both the home visit and in-store purchase businesses, allowing it to secure high gross profit margins and be less susceptible to market fluctuations. It is also a result of ongoing initiatives such as enablement, improved sales productivity due to a lower employee turnover rate, and more efficient recruitment and training

costs. The Company will continue to aim for not only sales growth but also an increase in profit and profit margin.

End.

(Reference) Please refer to the following for the previous FY2025 Q2 Frequently Asked Questions.

https://ssl4.eir-parts.net/doc/7685/ir_material6/258333/00.pdf