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BUYSELL TECHNOLOGIES



August 14, 2026

To Our Valued Stakeholders

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Notice Regarding Monthly Business Update for July 2026

BuySell Technologies Co., Ltd. hereby announces the monthly business update for July 2026 for its Home Visit Purchase Segment and In-Store Purchase Segment.

For supplementary explanations of the monthly KPIs in this document, please refer to the end. The next monthly update for August 2026 is scheduled to be released on September 17, 2026.

July 2026 Monthly Overview

(Home Visit Purchase Segment)

■ Purchases (million yen)

2026	January	February	March	April	May	June	First Half Cumulative
Purchases	1,458	1,686	1,902	1,843	2,096	1,754	10,739
YoY	154%	148%	141%	127%	136%	116%	135%

	July	August	September	October	November	December	Full Year
Purchases	1,821						
YoY	134%						

■ Number of Home Visits

2026	January	February	March	April	May	June	First Half Cumulative
Number of Home Visits	32,853	36,705	42,236	42,162	47,068	44,941	245,965
YoY	117%	116%	112%	109%	116%	113%	113%

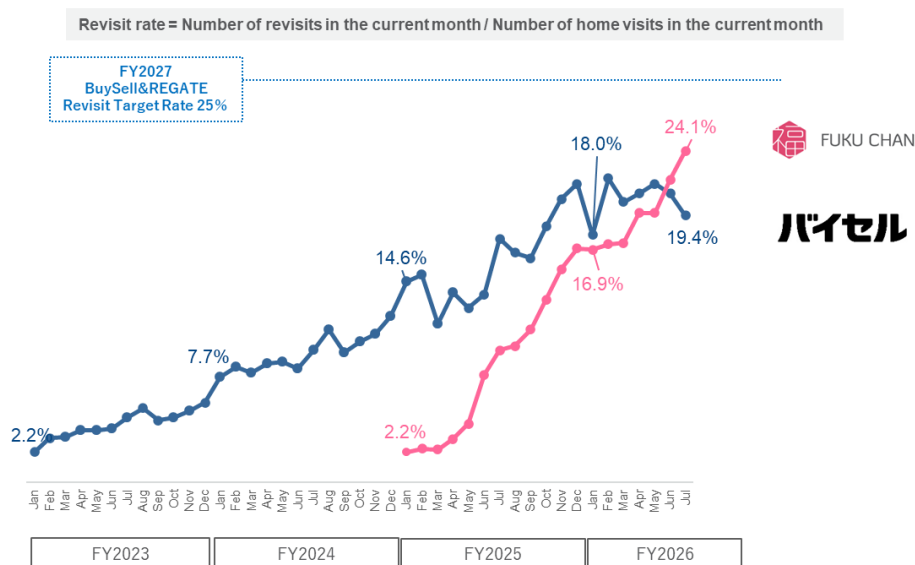
	July	August	September	October	November	December	Full Year
Number of Home Visits	45,146						
YoY	122%						

■ Home Visit Purchase Segment Monthly Overview

- Purchases for July 2026 amounted to 1,821 million yen, 134% compared to the same month in the previous year. The number of home visits exceeding the plan and steady growth in the purchase of high-value items contributed to the increase in purchases.
- The number of home visits in July 2026 reached 45,146, 122% compared to the same month in the previous year, progressing at a pace exceeding the plan. This was due to steady growth in the acquisition of new appointments and the success of strategically accumulating visit carry-overs in preparation for the summer off-season, even amidst the record-breaking heat observed nationwide. Furthermore, the positive trend in the number of visits is accelerating in August, and we are steadily accumulating visits toward our full-year target of 530,000 home visits. In addition, Fuku-chan's revisit rate successfully reached a record high of 24.1% in July due to the standardization of revisit operations. For BuySell, combined with active branding investments, the acquisition of new appointments is progressing steadily, allowing for the expansion of new visits while maintaining a revisit rate of approximately 20%, which is expected to improve toward the second half of the year.

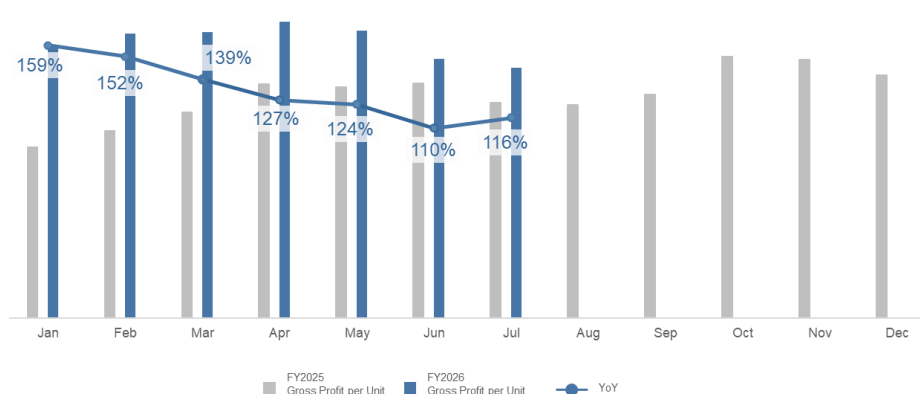
(Reference) Trends in Revisit Rate and Gross Profit per Home Visit

Group Home Visit Purchase Business Revisit Rate Trends (BST only/REGATE)



Trends in gross profit per home visit

(BST only until 2025, average of 3 companies BST+REGATE+NIKKOU-DOU from 2026 _ internal management accounting figures)



(*) Gross profit per visit on an internal management accounting basis for managing KPIs at the home-visit purchase business unit level.

* KPI that excludes the impact of gross profit growth from sales.

• Gross profit per visit amount is not disclosed as it is a KPI for management accounting.

(In-Store Purchase Segment)

■ Purchases (million yen)

2026	January	February	March	April*	May*	June	First Half Cumulative
Purchases*	3,181	3,112	3,538	3,023	3,333	2,760	18,948
YoY	171%	162%	149%	128%	131%	124%	143%

	July	August	September	October	November	December	Full Year
Purchases	2,879						
YoY	135%						

■ Number of Group Stores (Directly Managed Stores and FC Stores)

() indicates operating company	December 2025 (FYE)	June 2026	July 2026	Vs. End of previous fiscal year	Vs. Previous month
Directly managed stores (BuySell, Timeless, DelightZ, REGATE*, Nikkou-dou*)	218	245	246	+28	+1
FC stores (BuySell)	272	302	308	+36	+6
Group Total	490	547	554	+64	+7

*REGATE is included as reference information as it is classified under the Home Visit Purchase Segment and Other Segment because it operates 'Fuku-chan Reuste' and stores with attached home visit bases.

*Nikkou-dou stores are included as reference information as they are classified under the Home Visit Purchase Segment.

■ In-Store Purchase Segment Monthly Overview

- Purchases for the In-Store Purchase Segment in July 2026 amounted to 2,879 million yen, 135% compared to the same month in the previous year. In addition to the increase in the number of appraisals due to strategic repeat customer acquisition and strengthened marketing, as well as an increase in the number of stores, the new P/L consolidation of DelightZ INC. from Q2 contributed to the increase in purchases.
- In July, one new BuySell store was opened, bringing the number of directly managed stores to 246. FC stores also increased steadily, and the total number of group stores progressed according to the plan against the year-end store target of 590.

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 are organized by purchase channel into the "Home-Visit Purchase Segment," "In-Store Purchase Segment," and "Other Segment." The companies and service brands that constitute each business are as follows.
- The reason for disclosing "Purchases" 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 "Purchases" contributes to assessing the momentum of monthly business progress to a certain extent.
- However, "Purchases" 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.

Business Segment	Company Name	Service Brand
Home Visit Purchase	BuySell Technologies Co., Ltd.	Home Visit Purchase "BuySell"
	REGATE Inc.	"Kaitori Fuku-chan (FUKU CHAN)"
	Nikkou-dou Inc.	"Nikkou-dou"
In Store Purchase	BuySell Technologies Co., Ltd.	In-store Purchase "BuySell"
		FC stores "Reuse Shop WAKABA" *Change of FC stores to the BuySell brand to be discussed sequentially
	Timeless Co., Ltd.	General Purchase Salon "TIMELESS"
	DelightZ INC.	"Yukichi"

*Stores of Nikkou-dou, which is classified under the Home Visit Purchase Segment, are included in the number of stores for reference.

(Premise for KPI Disclosure for Each Segment)

■ Disclosure of "Purchases" and "Number of Home Visits" as Monthly KPIs for the Home-Visit Purchase Segment

- "Purchases" and "Number of Home Visits" are defined as the disclosed KPIs, serving as important indicators of monthly progress in the entire Group's home-visit purchase business.

■ In Store Purchase Segment

Disclosure of "Purchases" and "Number of Stores" as Monthly KPIs

- "Number of Stores" and "Purchases" are defined as the disclosed KPIs, serving as important indicators of monthly progress in the entire Group's in store purchase business.

(KPI Definitions)

Number of home visits	Number of visits made by our appraisers to customers' homes
Purchases	Total purchase amount of products purchased from customers
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)