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August 20, 2026

To Our Valued Stakeholders

Company Name	BuySell Technologies Co., Ltd.
Representative	President, representative director & CEO Kosuke Tokushige (Securities code: 7685, TSE Growth Market)
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Frequently Asked Questions and Answers (FY2026 Q2)

Thank you for your continued interest in our company. In the interest of fair disclosure, we are pleased to share below the questions and answers most frequently received from investors following the announcement of our second quarter financial results on August 14, 2026.

Please visit our company website (https://buysell-technologies.com/ir/) for the latest financial results materials and presentation videos.

Q. Is there any impact on business performance due to gold market prices, and what are the gold market price assumptions for the second-half plan and the financial guidance for the fiscal year ending December 31, 2027?

Given our business composition, which is centered on the home visit purchase business, the primary need among customers who request our home visit purchase service is to "declutter or organize their belongings." Precious metals are merely one of the many items included in such requests, and as a result, our portfolio is relatively insulated from the impact of market price fluctuations. Furthermore, with respect to the full-year plan for the fiscal year ending December 31, 2026, and the financial guidance for the fiscal year ending December 31, 2027, both announced on August 14, 2026, we have conservatively incorporated the assumption that the recent decline in market prices will persist. We therefore believe these plans carry a high probability of achievement.

Q. The monthly results for June showed a slowdown in the growth of the number of visits and purchase amounts. While there seems to be a certain degree of recovery in July, how is the situation in August?

The home visit purchase business is subject to seasonal patterns in which inquiries tend to decline during the peak summer heat months of July and August. In the current fiscal year, we strategically allocated a greater number of appointments acquired during April through June to July and August compared to the prior fiscal year. As a result, the apparent year-over-year slowdown in the number of visits and purchasing volume for the month of June alone reflects the outcome of this strategic appointment carry-forward initiative, and progress is in line with our initial plan. Meanwhile, despite July being a traditionally slow season, the number of visits grew to 122% year-over-year and purchasing volume exceeded 130% year-over-year, demonstrating solid growth.

Regarding August, the appointment carry-forward initiative has also proven effective, with the current number of visits tracking at approximately 130% year-over-year and purchasing volume at approximately 140% year-over-year. We expect the final results for August to come in better than those for July (details of the August monthly update are scheduled to be disclosed on September 17, 2026).

With respect to September and beyond, the following combination of initiatives has been yielding positive results, and we intend to pursue a strategy of securing a total number of home visits exceeding the full-year plan of 530,000 visits for the current fiscal year, thereby enabling the expansion and accumulation of purchasing volume (period-end carry inventory).

- Improvement in the revisit rate for BuySell and Fukuchan
- Improvement in the appointment conversion rate through call center enablement initiatives
- Steady progress in headcount planning driven by recruitment strategy improvements and a reduction in the turnover rate within the field sales division
- Early ramp-up of newly hired appraisers due to the sophistication of enablement in new graduate training programs.

Q. To what extent is the establishment of a joint venture with JUXI (brand name: JUXI) and the capital and business alliance contributing to the business performance of this fiscal year? Also, you mentioned that "we intend to acquire additional shares of this joint venture"; when do you plan to acquire the additional shares?

Regarding the performance plan for overseas business related to the establishment of a joint venture with JUXI and the capital and business alliance, we have limited the reflection in the plan to the extent that the probability can be confirmed based on the results of the POC currently being implemented; sales and profits that would be realized if future conversion into a subsidiary is achieved are not incorporated into the plan.

Regarding the conversion of this joint venture into a subsidiary through the additional acquisition of equity, we are continuing negotiations based on the premise of acquiring shares at an early stage as soon as the transfer of major functions, such as the live commerce business for pre-owned brand items, repair business, and administrative departments held by JUXI, is completed. Although we cannot mention a specific timing, our policy is to proceed with the aim of acquiring the shares during the fiscal year ending December 31, 2026, at the earliest, or during the first half of the fiscal year ending December 31, 2027, at the latest.

Q. To what extent is the effect of AI implementation incorporated into the operating profit of 20,000 million yen for FY2027? Can the 1% level improvement in the operating profit margin be explained by this?

Cost reductions with high certainty — such as the effect of AI introduction in curbing the need for additional hiring and backfill hiring due to turnover — are reflected in the FY2027 guidance. On the other hand, profit contributions from unit price improvements, etc., are not actively incorporated, and only those with high certainty, such as an increase in the number of visits due to the efficiency of call operations, are partially reflected.

Therefore, the direct operating profit contribution amount associated with AI introduction reflected in the FY2027 guidance does not represent the full profit contribution amount at the "1% operating profit margin level" disclosed in the medium-term management plan.

Currently, by changing to an FDE (Forward Deployed Engineer) structure where developers enter the business field to identify issues, the pipeline of technology investments that contribute to profit margin improvement through the application of technology and AI is steadily accumulating. Therefore, we believe there is room for additional profit contributions from sales and gross profit increases and cost reductions through AI introduction, etc., and we will continue to promote these initiatives toward their realization.

End.