



FY2025.9 Q1

Presentation Material

February 14, 2025

Kufu Company Holdings Inc.



Agenda

1. Consolidated Financial Results for FY2025.9 Q1

2. Business Overview by Segment

- Daily Life Business
- Life Event Business



1. Consolidated Financial Results for FY2025.9 Q1

- Promoting organizational restructuring to build a group centered on the Daily Life Businesses

Daily Life Business

- Kufu Company

- ✓ On November 1, 2024, Kufu AI Studio merged with RETRIP
- ✓ On January 1, 2025, Locoguide Inc. and Kufu AI Studio Inc. were merged and the company changed its name to Kufu Company Inc. (On December 31, 2024, Kufu Company Inc. changed its name to Kufu Company Holdings Inc.)

Life Event Business

- Kufu Sumai Consulting
- Kufu Sumai
- Kufu Wedding

Investment and Incubation Business

- Kufu Shizuoka
- KIDS STAR
- Gold Eggs
- Seven Signatures International (SSI)
- Kufu Capital
- Kufu Company Holdings (Incubation Business)

Highlights of FY2025.9 Q1 Consolidated Financial Results

- Net sales : 3,454 million yen (105.8% YoY),
Operating profit : 63 million yen (Operating loss of 117 million yen in the same period last year),
EBITDA : 346 million yen (256.8% YoY)

Progress by segment

Daily Life Business

- Although sales decreased due to a reduction in intra-group transactions, the mainstay Tokubai business appears to have bottomed out and has recovered to the same level as the same period last year.
- The effects of business restructuring and cost reduction have gradually become apparent.

Life Event Business

Home domain

- At Kufu Sumai Consulting, royalty income from construction companies increased YoY, and orders were also steady. In FY2024.9, profits were concentrated in H2 due to delivery delays, and unprofitable businesses were also liquidated. FY2025.9 Q1 was off to a solid start.
- At Kufu Sumai, operating profit decreased YoY due to multiple special factors such as large brokerage projects. Expenses are being incurred in advance due to the expansion of store openings in the Ietate business. (2 stores opened in Q1 for a total of 13 stores, an increase of 7 stores YoY)

Marriage domain

- Although market conditions in the media business were tough, sales increased YoY due to the expansion of services for wedding venues. In the wedding producing business, both the number of weddings held and orders were steady, leading to stabilized profitability in this domain.

Investment and Incubation Business

- SSI and KIDS STAR contributed, and other group companies also performed well.

Consolidated Net Sales

- Net sales were 3,454 million yen (105.8% YoY), which was 24.7% of the full-year forecast

| | FY2024.9 | FY2025.9 | | | |
|------------------------------------|--------------|--------------|---------|---------------|----------|
| | Q1 | Q1 * | YoY | Forecast | Progress |
| Net sales | 3,263 | 3,454 | 105.8 % | 14,000 | 24.7 % |
| Daily Life Business | 772 | 715 | 92.5 % | - | - |
| Life Event Business | 2,150 | 2,007 | 93.3 % | - | - |
| Investment and Incubation Business | 426 | 763 | 179.1 % | - | - |
| Adjustment | -86 | -31 | - | - | - |

(JPY MM)

* RETRIP, Inc. which was part of the Investment and Incubation Business, was integrated into Kufu AI Studio Inc. on November 1, 2024.

Consolidated Operating Profit*₁ / EBITDA

- Operating profit was 63 million yen (operating loss of 117 million yen in the same period last year), which was 12.7% of the full-year forecast
- EBITDA was 346 million yen (256.8% YoY), which was 21.7% of the full-year forecast

| | FY2024.9 | FY2025.9 | | | |
|------------------------------------|-------------|------------------|--------|--------------|----------|
| | Q1 | Q1* ₂ | YoY | Forecast | Progress |
| Operating profit | -117 | 63 | - | 500 | 12.7% |
| Daily Life Business | 191 | 146 | 76.3% | - | - |
| Life Event Business | 31 | 174 | 559.4% | - | - |
| Investment and Incubation Business | -48 | 109 | - | - | - |
| Adjustment | -291 | -366 | - | - | - |
| EBITDA | 134 | 346 | 256.8% | 1,600 | 21.7% |

(JPY MM)

*1 : Due to the review of the allocation method of head office expenses from FY2025.9, profits for FY2024.9 are shown after retroactive adjustments.

*2 : RETRIP, Inc. which was part of the Investment and Incubation Business, was integrated into Kufu AI Studio Inc. on November 1, 2024.

Consolidated Quarterly Financial Results

- Net sales increased YoY, and operating profit was in the black

| | FY2024.9 | | | | FY2025.9 | | |
|-------------------------|----------|-------|-------|-------|-----------------|--------|-------|
| | Q1 | Q2 | Q3 | Q4 | Q1 [*] | YoY | QoQ |
| Net sales | 3,263 | 3,627 | 4,623 | 4,028 | 3,454 | 105.8% | 85.7% |
| Operating profit | -117 | -47 | 507 | 288 | 63 | - | 22.1% |
| EBITDA | 134 | 219 | 779 | 571 | 346 | 256.8% | 60.6% |

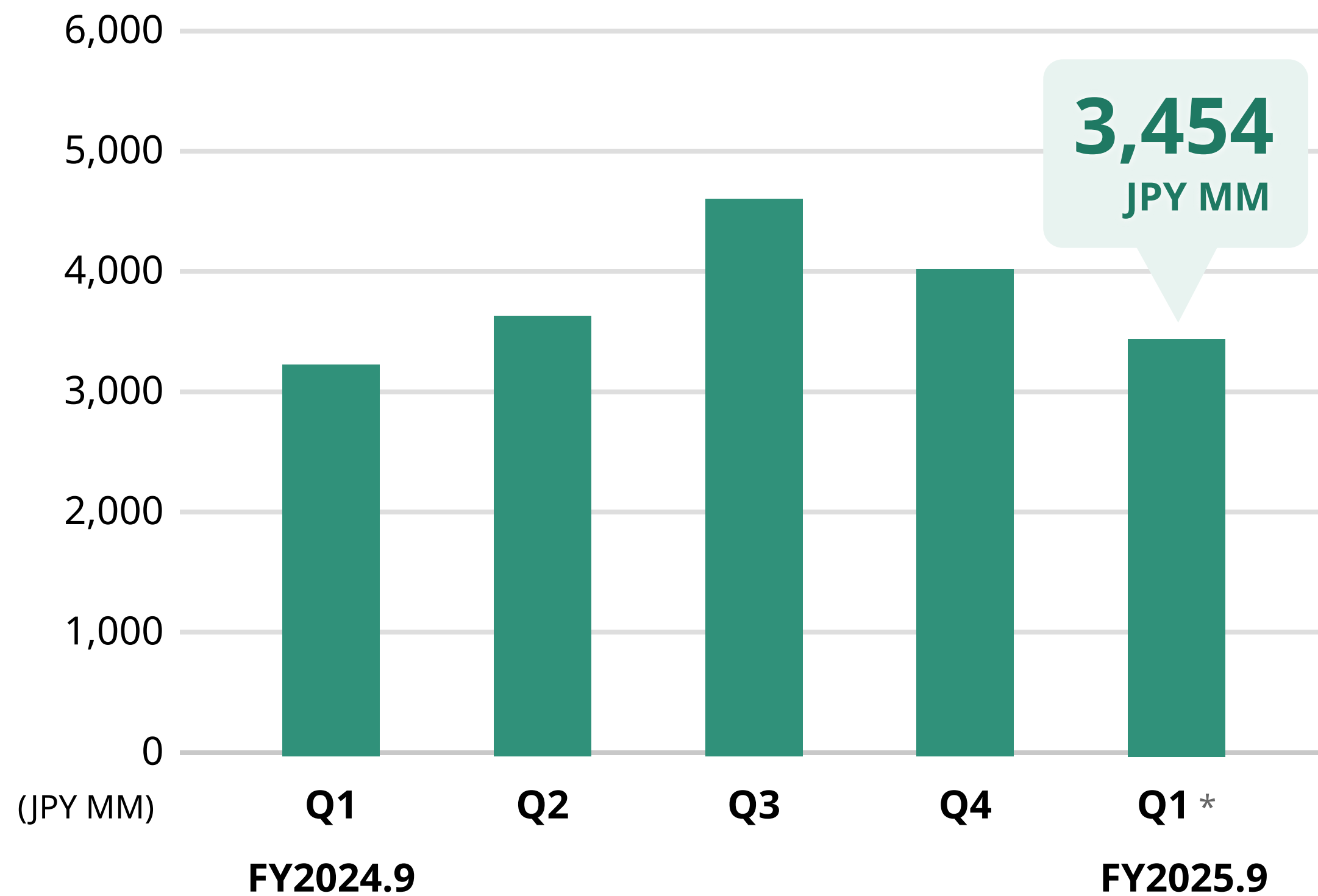
(JPY MM)

*RETRIP, Inc. which was part of the Investment and Incubation Business, was integrated into Kufu AI Studio Inc. on November 1, 2024.

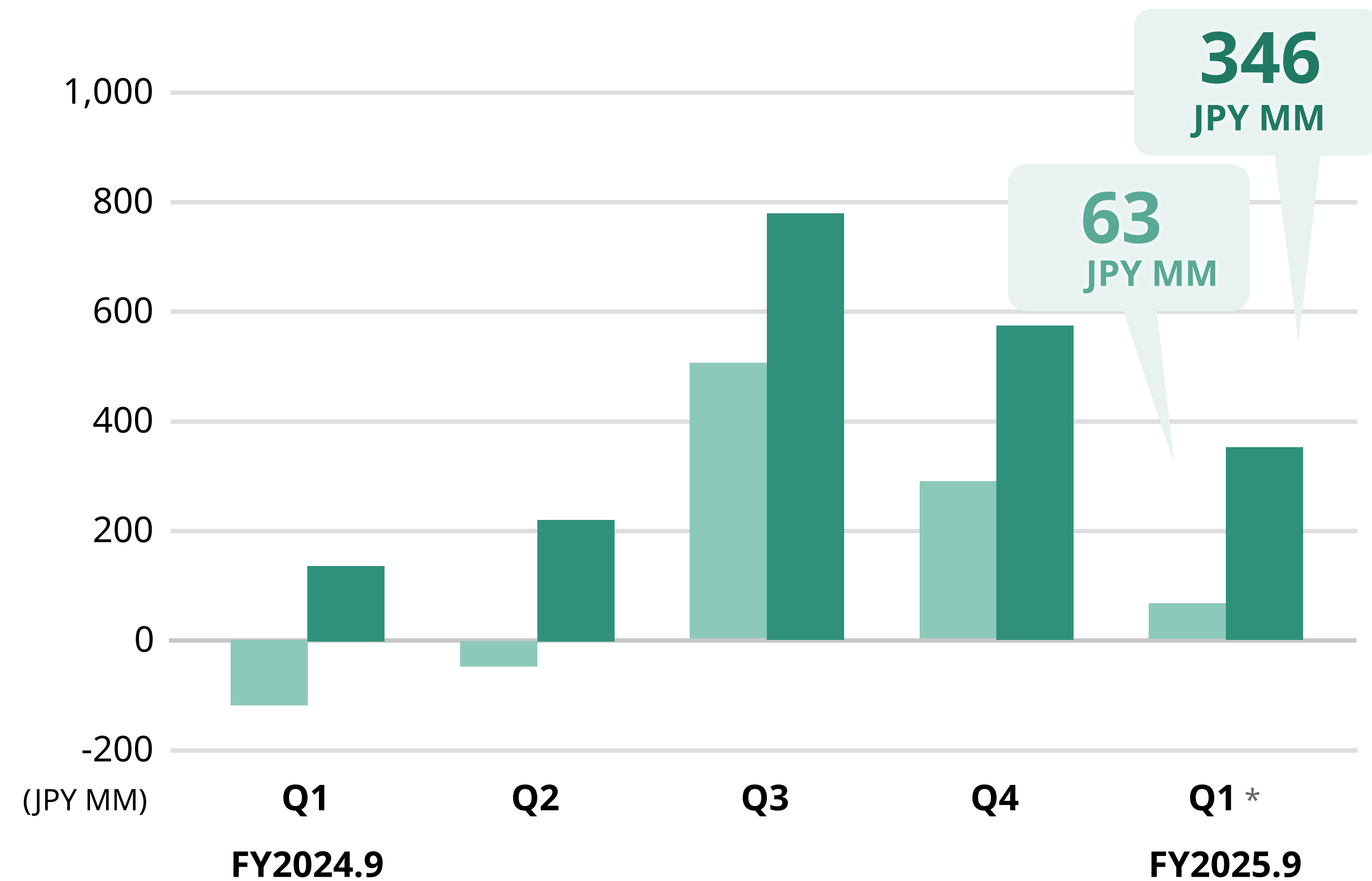
Consolidated Financial Results – Quarterly Trends

- Net sales increased YoY, and operating profit was in the black

Net sales



Operating profit EBITDA



* RETRIP, Inc. which was part of the Investment and Incubation Business, was integrated into Kufu AI Studio Inc. on November 1, 2024.

Consolidated Quarterly Financial Results – Net Sales by Segment くふうカンパニー

- In the Daily Life Business, intra-group transactions decreased, while Tokubai business recovered to the the same level as the same period last year
- In the Life Events Business, although there was an impact from the liquidation of unprofitable businesses in the Home domain in FY2024.9, the main business remained steady

| | | FY2024.9 | | | | FY2025.9 | | |
|-----------|------------------------------------|--------------|--------------|--------------|--------------|--------------|---------------|--------------|
| | | Q1 | Q2 | Q3 | Q4 | Q1 * | YoY | QoQ |
| Net sales | Daily Life Business | 772 | 764 | 759 | 731 | 715 | 92.5% | 97.7% |
| | Life Event Business | 2,150 | 2,320 | 2,184 | 2,492 | 2,007 | 93.3% | 80.5% |
| | Investment and Incubation Business | 426 | 625 | 1,752 | 862 | 763 | 179.1% | 88.6% |
| | Adjustment | -86 | -82 | -72 | -57 | -31 | - | - |
| | Total | 3,263 | 3,627 | 4,623 | 4,028 | 3,454 | 105.8% | 85.7% |

(JPY MM)

* RETRIP, Inc. which was part of the Investment and Incubation Business, was integrated into Kufu AI Studio Inc. on November 1, 2024.

Consolidated Quarterly Financial Results – OP by Segment ^{*1}



- In the Daily Life Business, the effects of business restructuring and cost reduction have gradually become apparent
- In the Life Events Business, profit generation has stabilized by liquidation of unprofitable businesses and strengthening the opening of consultation counters in the Home domain

| | | FY2024.9 | | | | FY2025.9 | | |
|------------------|------------------------------------|-------------|------------|------------|------------|------------------|----------|--------------|
| | | Q1 | Q2 | Q3 | Q4 | Q1 ^{*2} | YoY | QoQ |
| Operating profit | Daily Life Business | 191 | 210 | 172 | 139 | 146 | 76.3% | 104.5% |
| | Life Event Business | 31 | 103 | 254 | 371 | 174 | 559.4% | 47.0% |
| | Investment and Incubation Business | -48 | -2 | 470 | 143 | 109 | - | 76.1% |
| | Adjustment | -291 | -357 | -389 | -366 | -366 | - | - |
| | Total | -117 | -47 | 507 | 288 | 63 | - | 22.1% |

(JPY MM)

*1 : Due to the review of the allocation method of head office expenses from FY2025.9, profits for FY2024.9 are shown after retroactive adjustments.

*2 : RETRIP, Inc. which was part of the Investment and Incubation Business, was integrated into Kufu AI Studio Inc. on November 1, 2024.

Consolidated Financial Results – B/S

| | As of end-Sep. 2024 | As of end-Dec. 2024 | Change | Change factors |
|---|------------------------|------------------------|-------------|--|
| Current assets | 12,805 | 12,367 | -437 | |
| (Cash and deposits) | 7,505 | 6,925 | -580 | |
| (Operating investment securities) | 1,691 | 1,961 | 269 | • Cash and deposits decreased by 580 million yen due to the repayment of borrowings and an increase in operating investment securities |
| (Real estate for sale) | 1,483 | 1,392 | -90 | |
| Non-current assets | 6,055 | 6,005 | -50 | |
| (Goodwill) | 3,459 | 3,288 | -170 | |
| (Investments and other assets) | 1,107 | 1,117 | 9 | |
| Assets | 18,875 | 18,386 | -489 | |
| Liabilities | 6,705 | 6,337 | -368 | |
| (Short-term and long-term borrowings) | 3,555 | 3,278 | -276 | • Short-term and long-term borrowings decreased by 276 million yen due to repayments |
| Net assets | 12,169 | 12,049 | -120 | |
| (Capital stock) | 30 | 30 | 0 | |
| (Capital surplus) | 8,635 | 8,625 | -9 | |
| (Retained earnings) | 2,047 | 1,968 | -78 | |
| (Treasury stock) | -32 | -32 | -0 | |
| (Valuation difference on available-for-sale securities) | 30 | -62 | -93 | |
| (Non-controlling interests) | 1,451 | 1,500 | 49 | |
| Total liabilities and net assets | 18,875 | 18,386 | -489 | |

(JPY MM)

* Items in parentheses are included in totals.

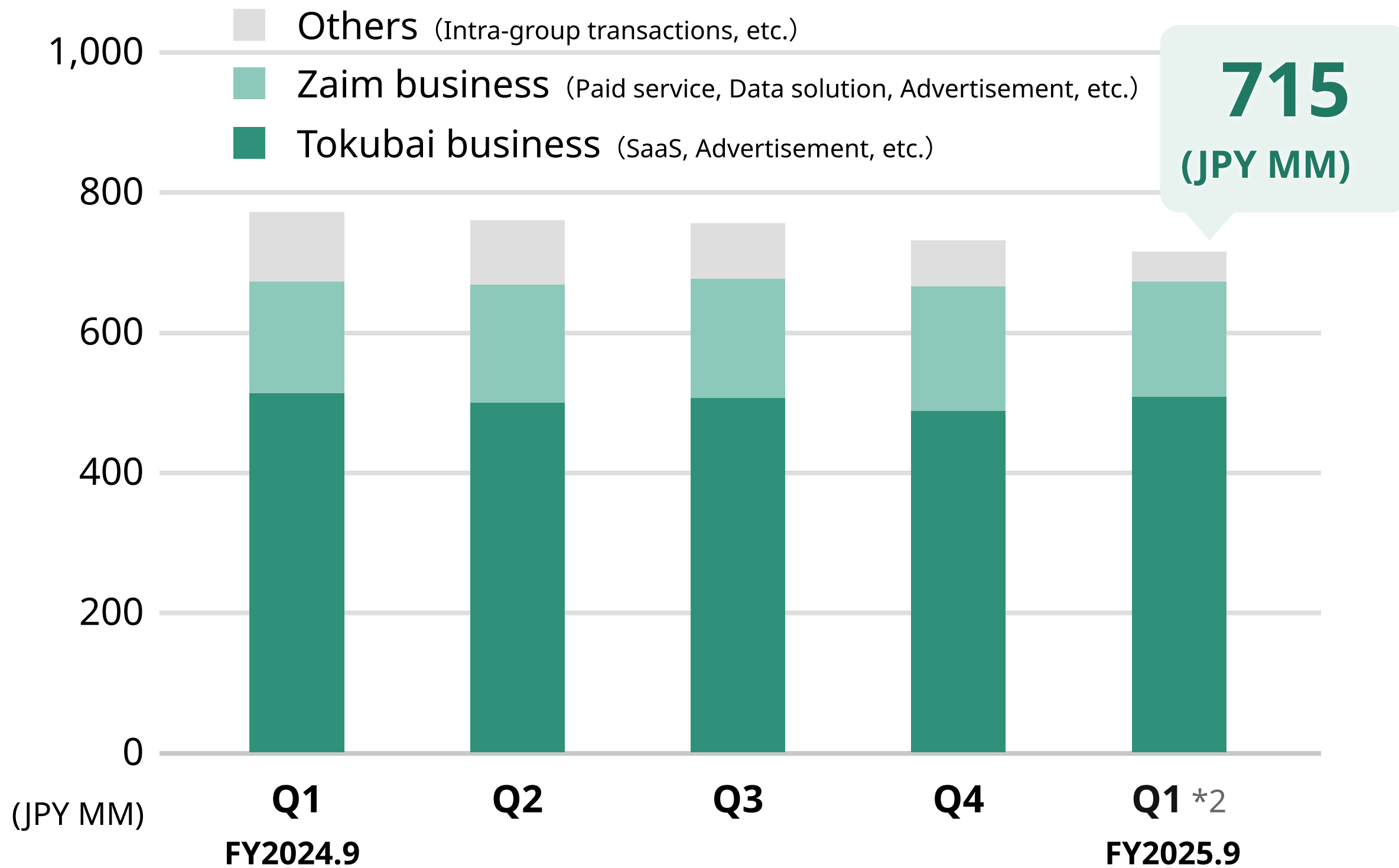
2. Business Overview by Segment

Daily Life Business

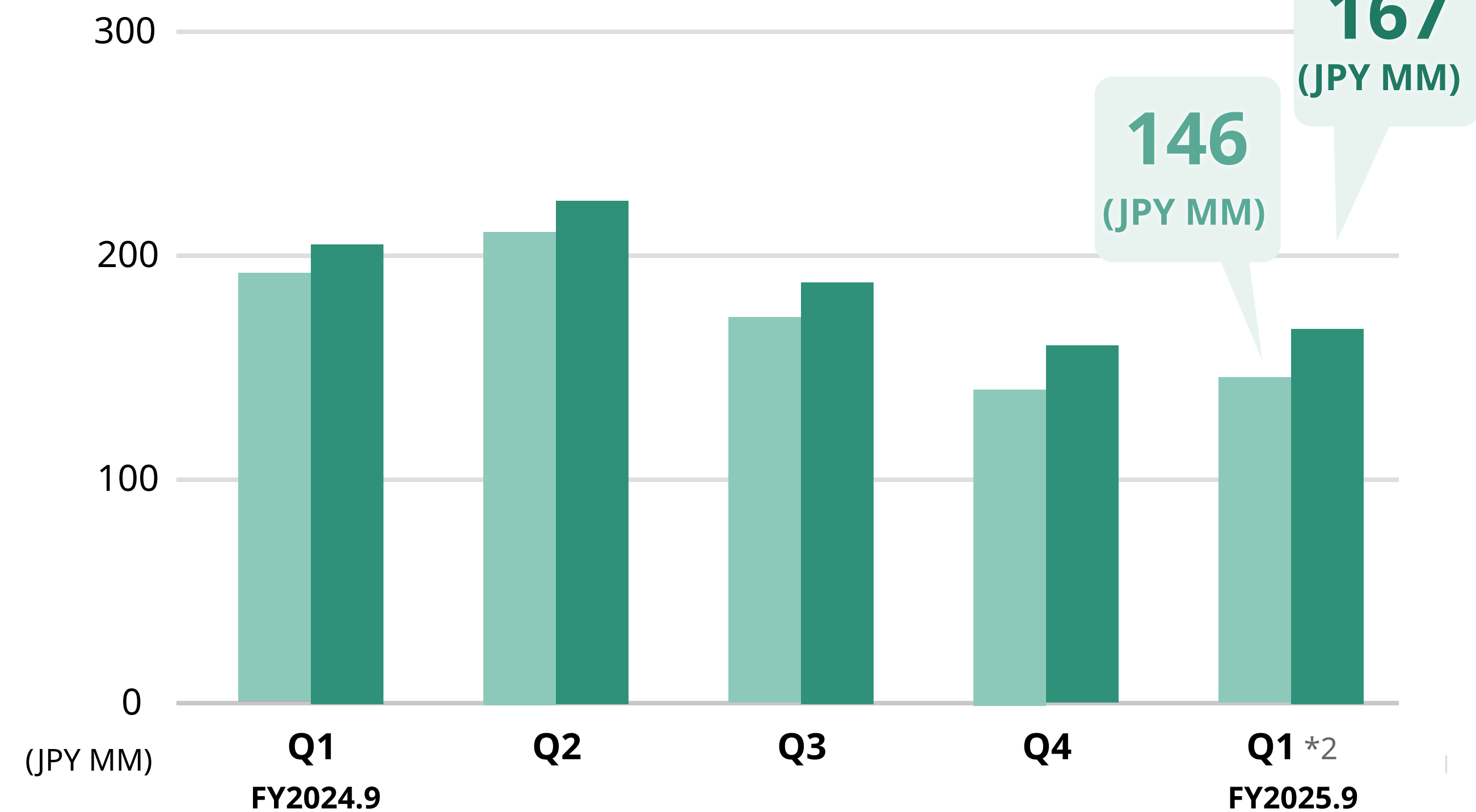


- Although sales decreased due to a reduction in intra-group transactions, the mainstay Tokubai business appears to have bottomed out and has recovered to the same level as the same period last year
- The effects of business restructuring and cost reduction have gradually become apparent

Net Sales



Operating profit EBITDA

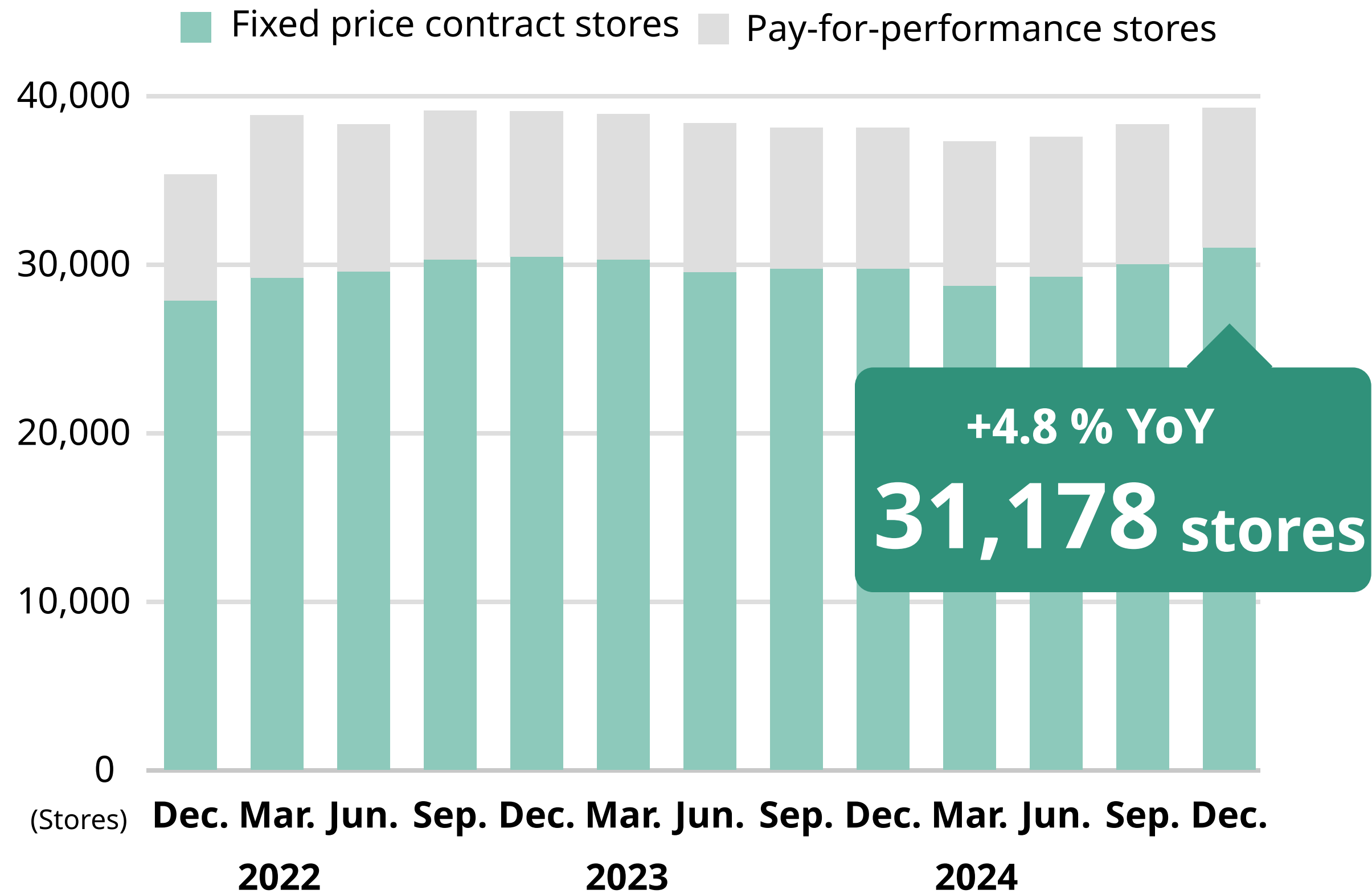


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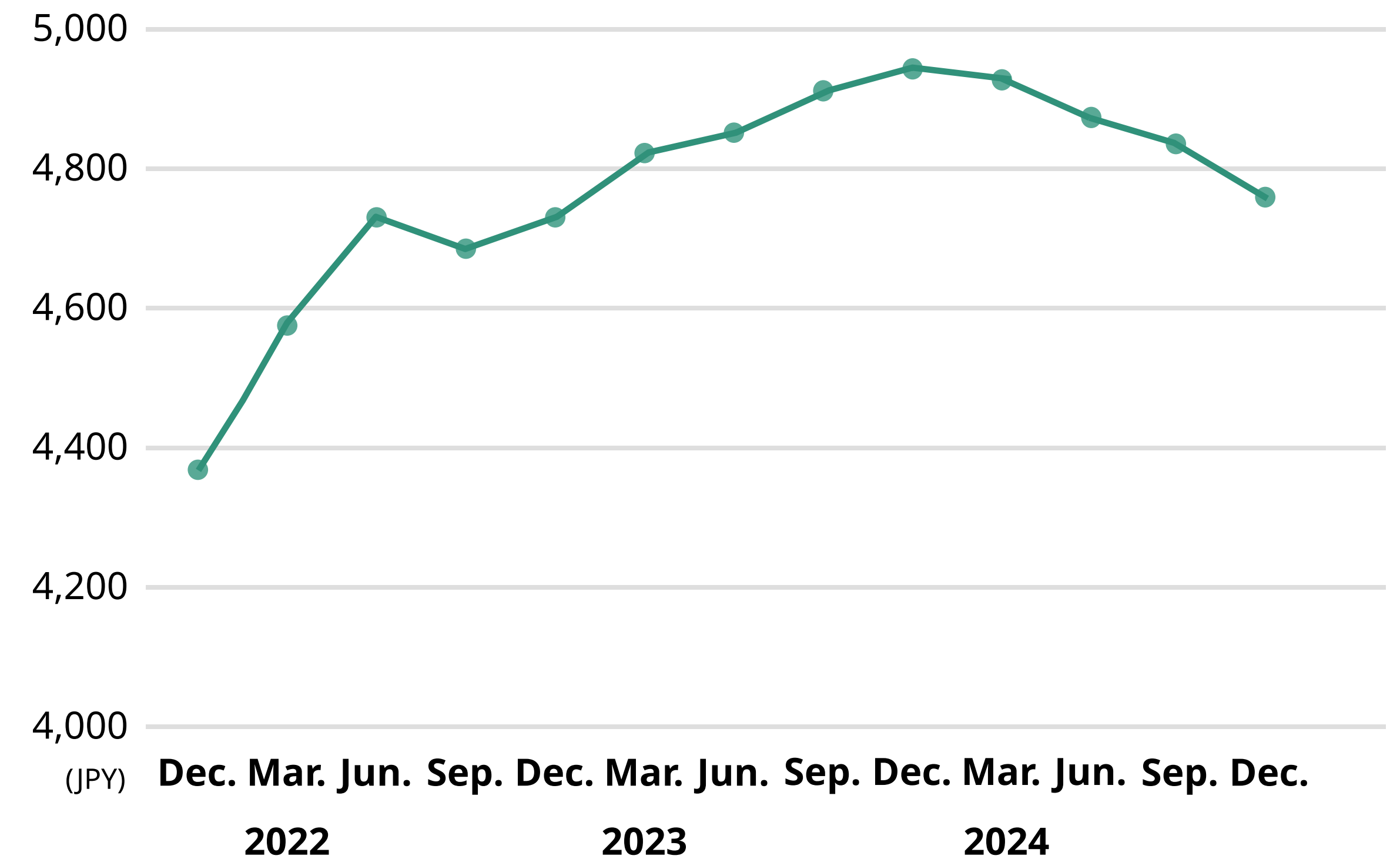
*2 : RETRIP, Inc. which was part of the Investment and Incubation Business, was integrated into Kufu AI Studio Inc. on November 1, 2024.

- As of the end of December 2024, there were 39,465 subscriber stores (stores with fixed price contracts were up 4.8% YoY to 31,178)
- Aiming to increase the number of listed stores by strengthening sales to expand new business sectors and providing various services

Subscriber stores



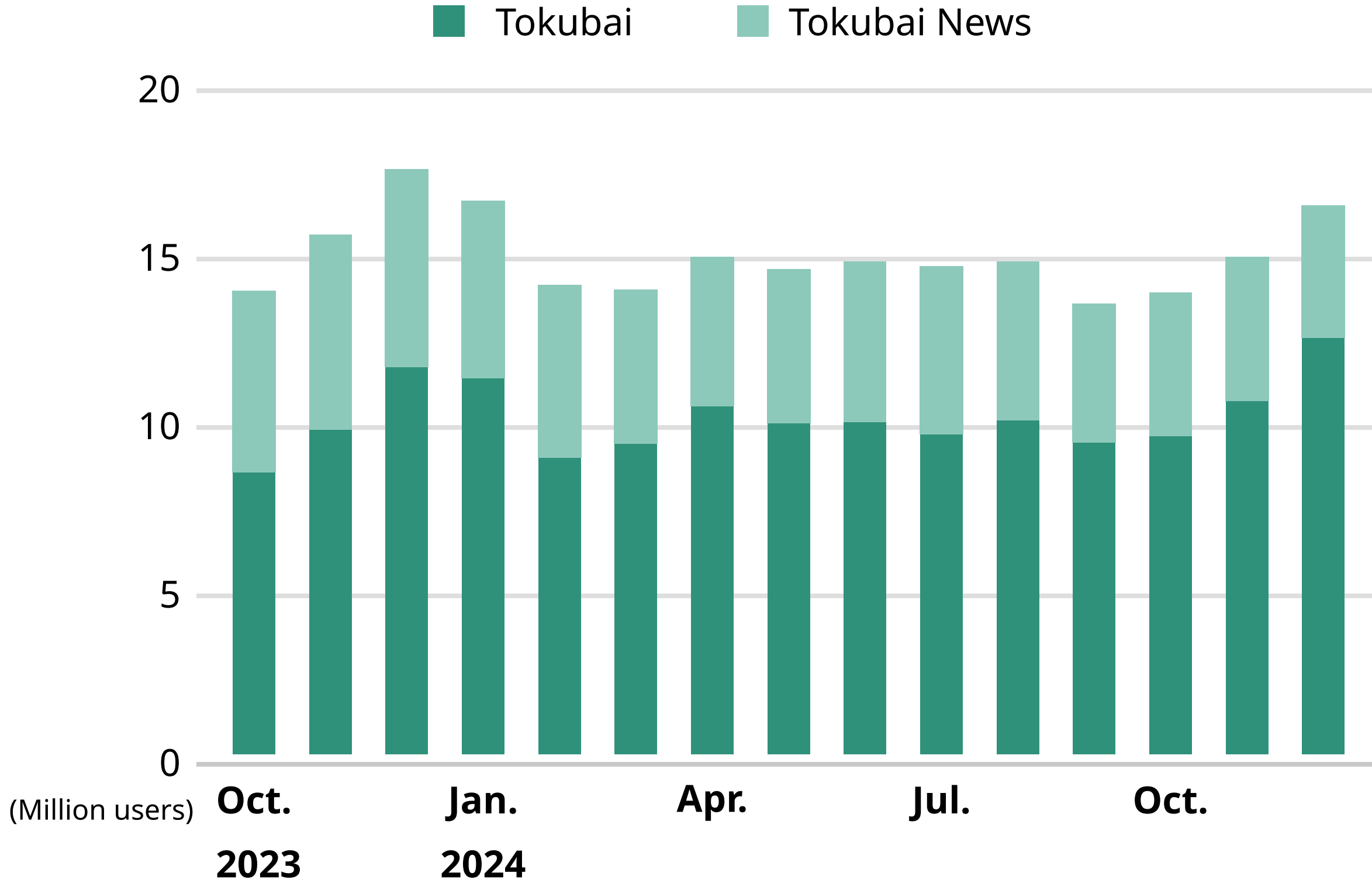
Average unit prices at fixed price contract stores



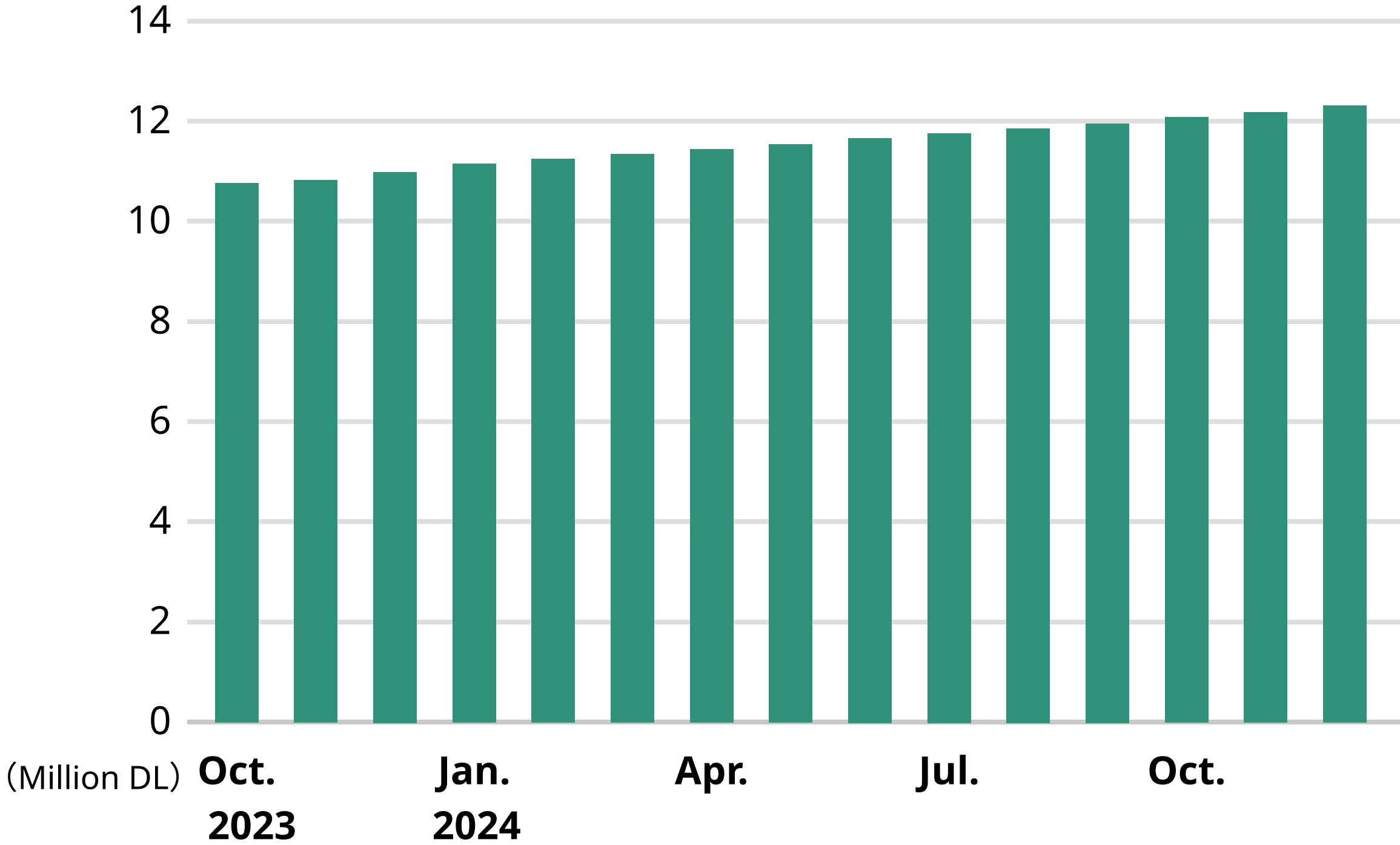
* The number of subscriber stores and the average unit prices do not include the initiative with approximately 16,000 convenience stores.

- As of the end of December 2024, the number of monthly active users of Tokubai service was approximately 16 million, and the cumulative number of app downloads was approximately 12 million

Monthly active users



Total App downloads



- In addition to supporting users' diverse shopping activities, we are strengthening sales promotion support for each retail sector

Total market for focus retail sectors (approx. 25 sectors): approx. 330,000 stores *
Number of stores registered for Tokubai service as of end-December 2024: approx. 170,000 stores (registration rate 53%)

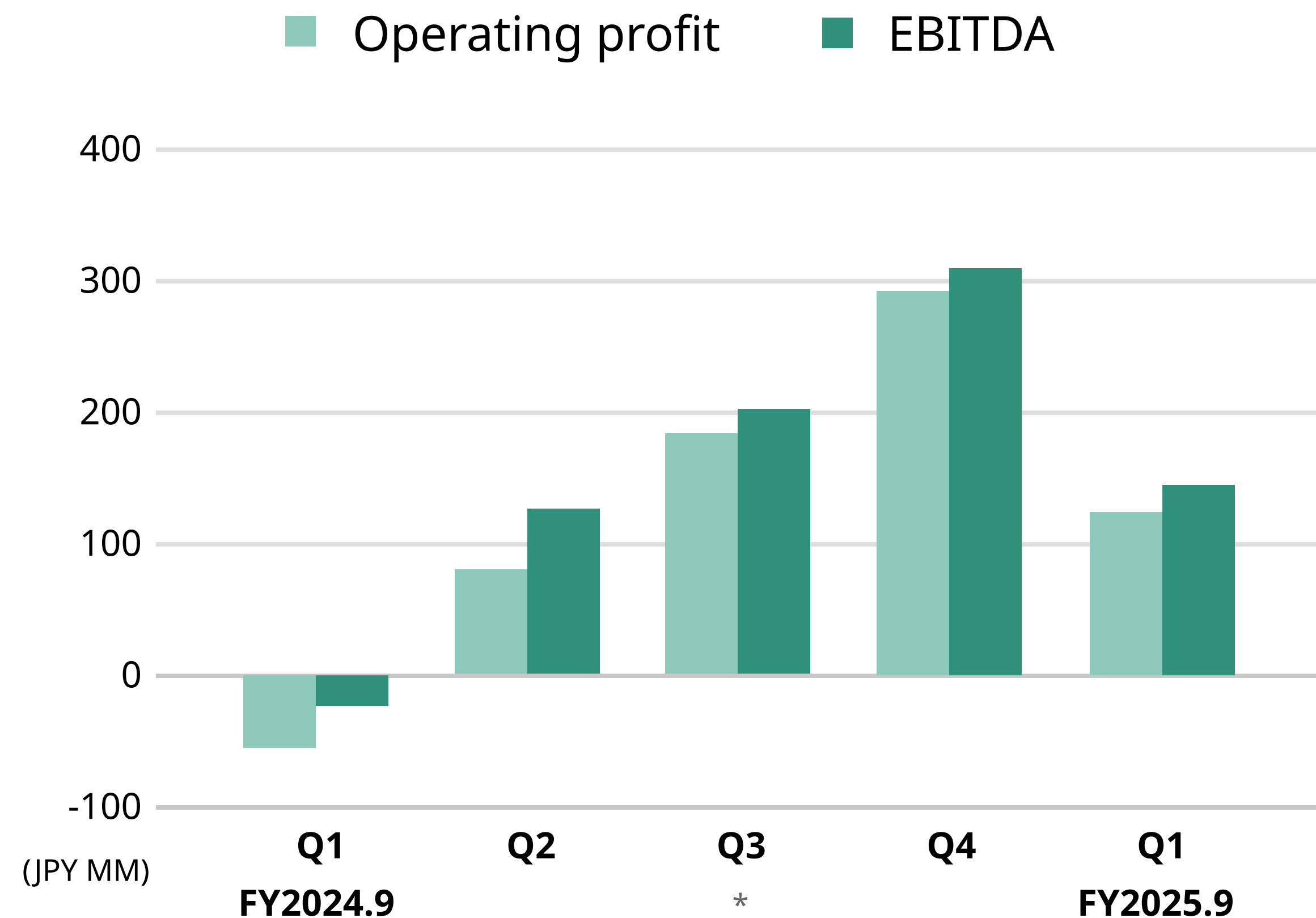
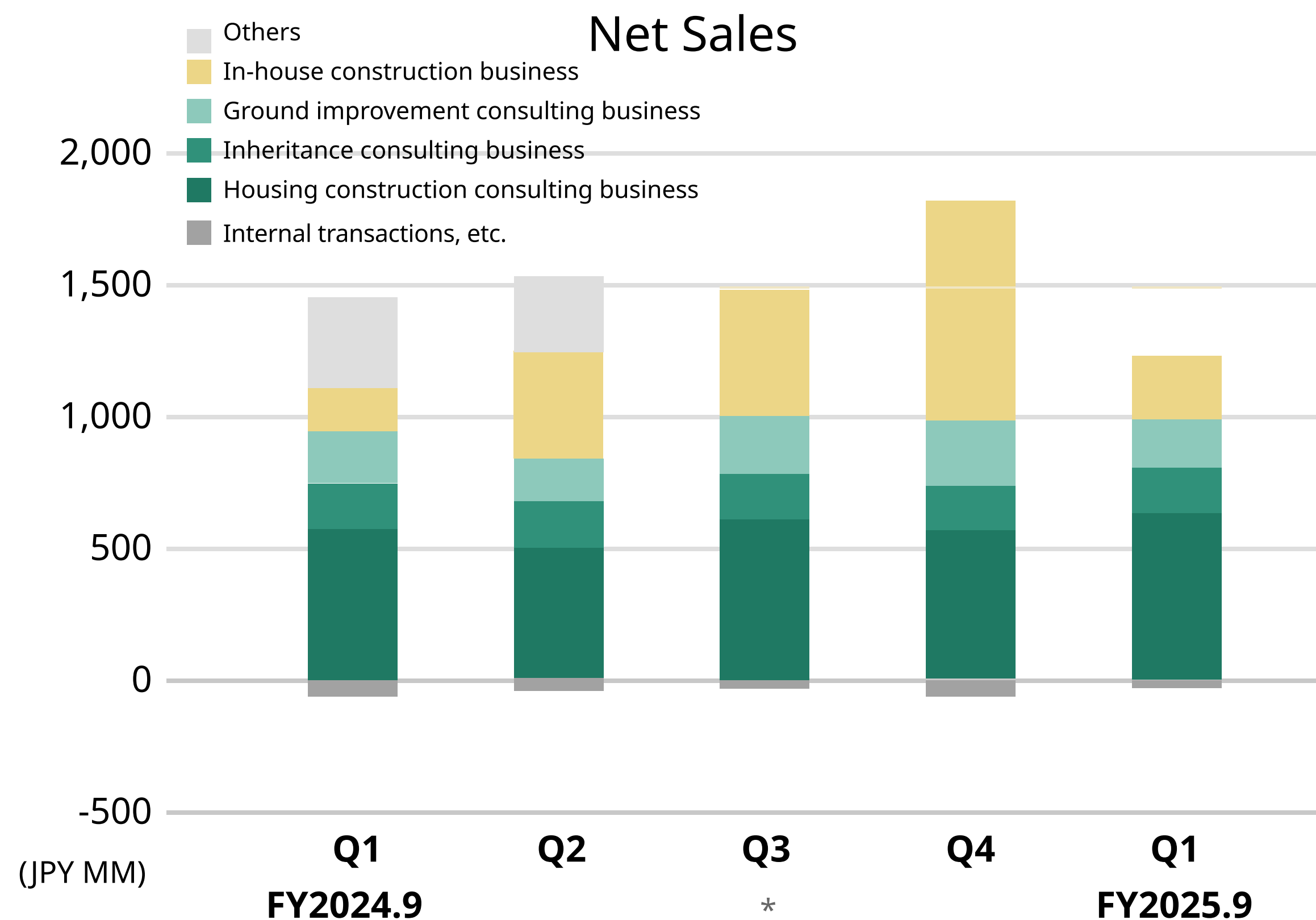


*Calculated by our company based on Ministry of Internal Affairs and Communications "Economic Census", published values by associations of each retail sector and other research companies, etc.

Life Event Business

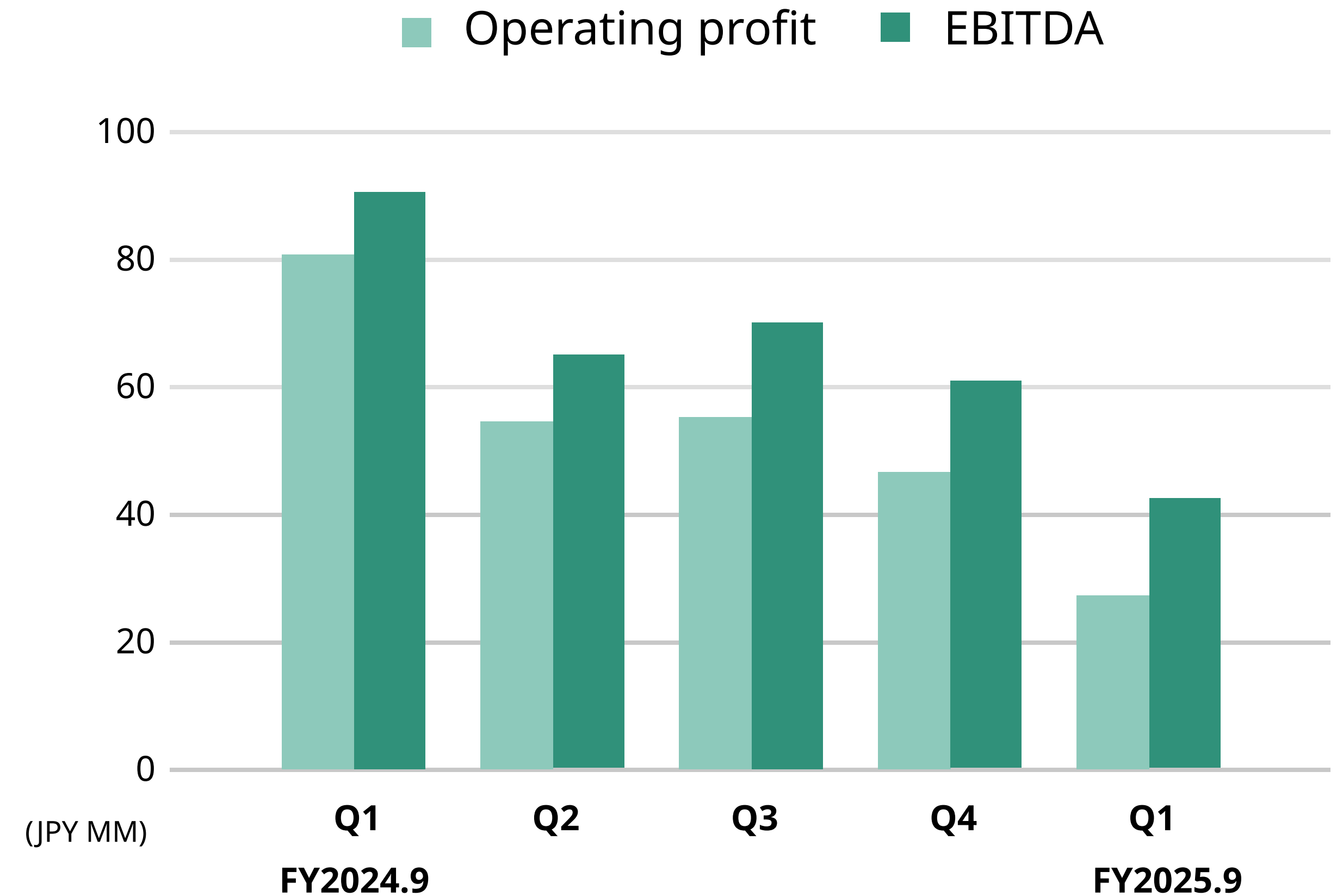
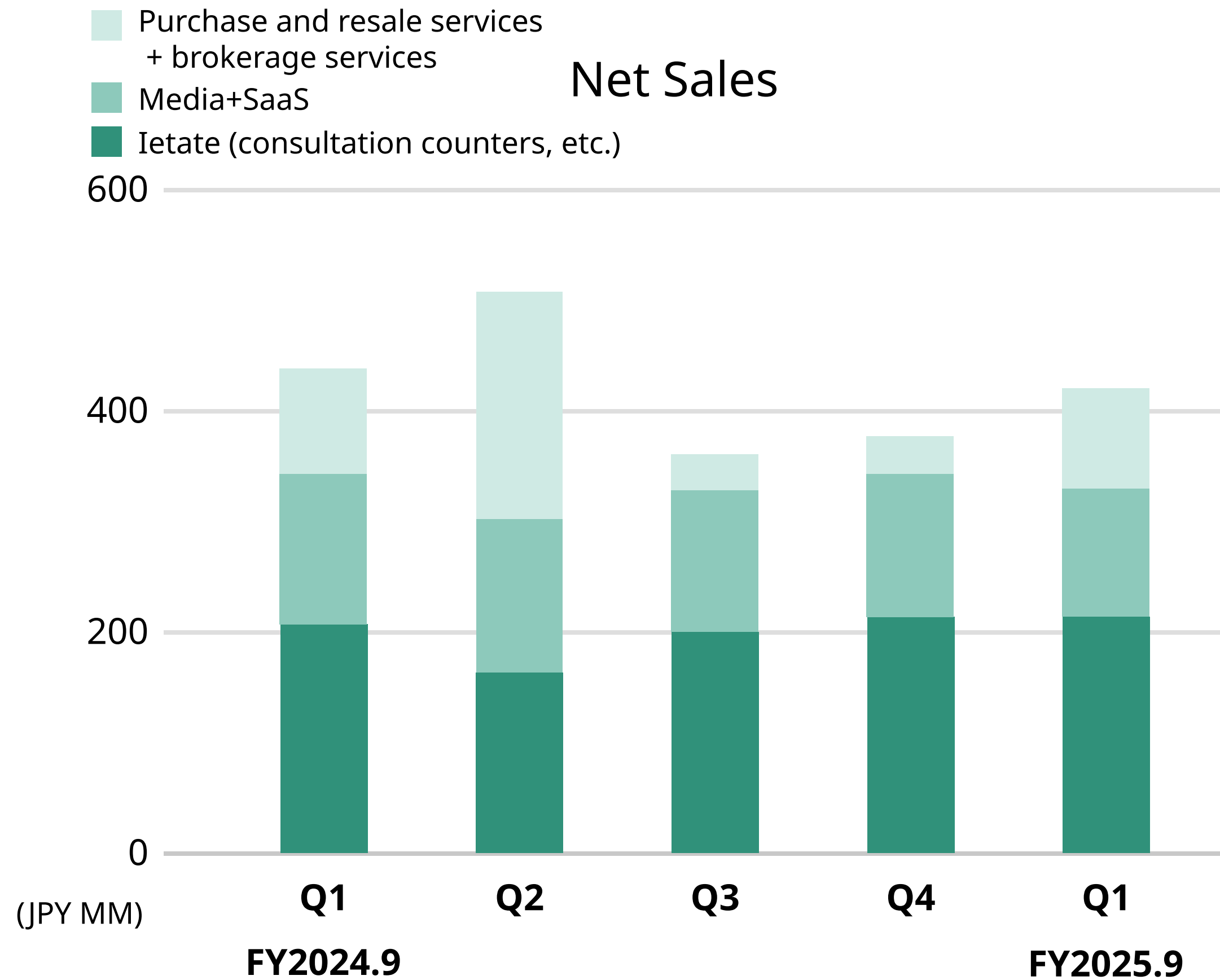


- Royalty income from construction companies in the housing construction consulting business increased YoY, and orders were also steady
- In FY2024.9, profits were concentrated in H2 due to delivery delays in the in-house construction business, and unprofitable businesses were also liquidated. FY2025.9 Q1 was off to a solid start



* OM Solar, Inc. was excluded from consolidation from the third quarter of FY2024.9 due to a stock transfer.

- Operating profit decreased YoY due to multiple special factors such as large brokerage projects. Expenses are being incurred in advance due to the expansion of store openings in the Ietate business (2 stores opened in Q1 for a total of 13 stores, an increase of 7 stores YoY)

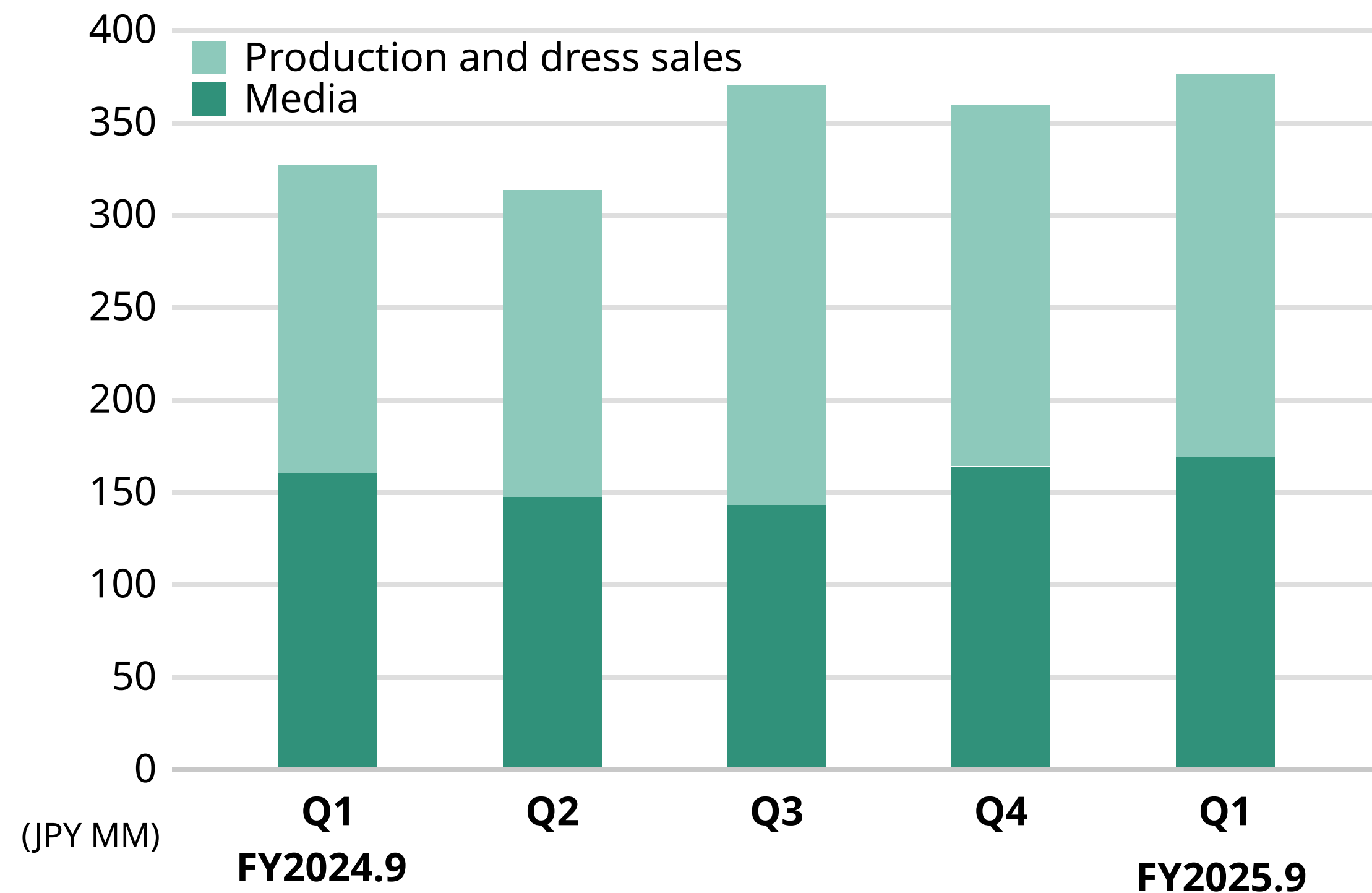


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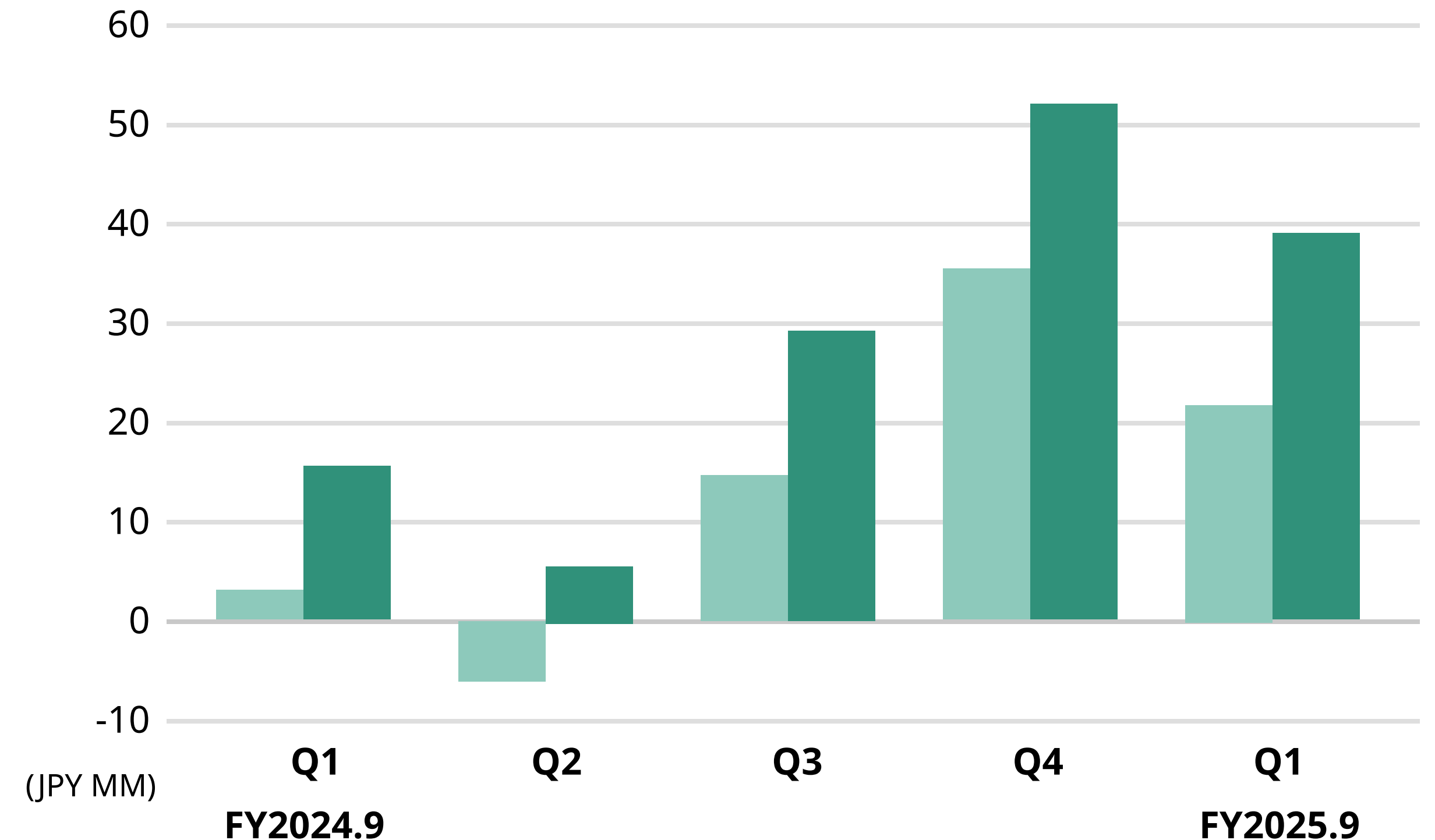
Marriage Domain Business – Financial Results – Quarterly Trends*

- Although market conditions in the media business were tough, sales increased YoY due to the expansion of services for wedding venues
- In the wedding producing business, both the number of weddings held and orders were steady, leading to stabilized profitability in this domain

Net Sales



Operating profit EBITDA



* Due to the review of the allocation method of head office expenses from FY2025.9, profits for FY2024.9 are shown after retroactive adjustments.

Becoming No.1 service

in all businesses provided by Kufu Company Group,
by providing one-stop online and offline services

Shopping

Overwhelmingly No.1 in the number of contracted stores & users
in 2 years

Home

No.1 in the number of housing-related constructions in 4 years

Marriage

No.1 in the number of wedding creations in 4 years

Important notes

This document contains forward-looking statements. These forward-looking statements are based only on the information made available to Kufu Company Holdings Inc. as of the date this document was prepared. These statements are not guarantees of future results and involve risks and uncertainties. Accordingly, the actual results may differ materially from those projected herein depending on operating environment and other factors.

Actual results could be affected by, but are not limited to, domestic and international economic conditions and industry trends surrounding Kufu Company Holdings Inc.

Kufu Company Holdings Inc. undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

Information that is not related to Kufu Company Holdings Inc. is derived from publicly available information. Accordingly, Kufu Company Holdings Inc. does not verify nor guarantee the accuracy, completeness and correctness of such information.

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