

FY2025.9 Q2

Presentation Material

May 15, 2025

Kufu Company Holdings Inc.





1. Consolidated Financial Results for FY2025.9 Q2

2. Business Overview by Segment

- Daily Life Business
- Life Event Business





1. Consolidated Financial Results for FY2025.9 Q2

Group Composition (Main Group Companies as of May 1, 2025)



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 (Investment Business)

Highlights of FY2025.9 Q2 Consolidated Financial Results 🛟 🗘 くふうカンパニー



Net sales: 6,874 million yen (99.7% YoY),

Operating profit: 201 million yen (Operating loss of 164 million yen in the same period last year),

EBITDA: 774 million yen (218.8% YoY)

Progress by segment

 Although profits have been generated through business restructuring and cost reduction efforts, further action is needed to accelerate sales growth.

Life Event Business

Home domain

- Kufu Sumai Consulting saw steady performance in its core consulting business, while diversifying offerings such as renovations and standardized housing. Company-wide cost reviews and the streamlining of unprofitable businesses contributed to an improved operating profit margin.
- At Kufu Sumai, the Ietate business continues to expand steadily, with upfront costs incurred due to accelerated store openings. (2 stores opened in Q2 for a total of 15 stores, an increase of 7 stores YoY).

Marriage domain

 Although market conditions in the media business were tough, sales remained flat YoY due to further enhancement of services for wedding venues. In the wedding producing business, the number of weddings held continued to grow steadily, 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 6,874 million yen (99.7% YoY), which was 49.1% of the full-year forecast

	FY2024.9	FY2025.9				
	H1	H1*	YoY	Forecast	Progress	
Net sales	6,891	6,874	99.7%	14,000	49.1%	
Daily Life Business	1,537	1,431	93.1%	_	-	
Life Event Business	4,471	3,997	89.4%	_	-	
Investment and Incubation Business	1,051	1,503	143.0%	-	_	
Adjustment	-168	-59	_	-	_	

Consolidated Operating Profit*/ EBITDA



- Operating profit was 201million yen (operating loss of 164 million yen in the same period last year),
 which was 40.4% of the full-year forecast
- EBITDA was 774 million yen (218.8% YoY), which was 48.4% of the full-year forecast

FY2024.9	FY2025.9				
H1	H1 *2	YoY	Forcast	Progress	
-164	201	_	500	40.4%	
402	343	85.5%	-	-	
134	341	254.1 %	-	-	
-51	230	_	_	_	
-649	-713	_	_	_	
354	774	218.8%	1,600	48.4%	
	H1 -164 402 134 -51 -649	H1 H1*2 -164 201 402 343 134 341 -51 230 -649 -713	H1 H1*2 YoY -164 201 402 343 85.5% 134 341 254.1% -51 230 -649 -713	H1 H1*2 YoY Forcast -164 201 _ 500 402 343 85.5 % _ 134 341 254.1 % _ -51 230 _ _ -649 -713 _ _	

^{*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. (currently Kufu Company Inc.) on November 1, 2024.

Consolidated Quarterly Financial Results



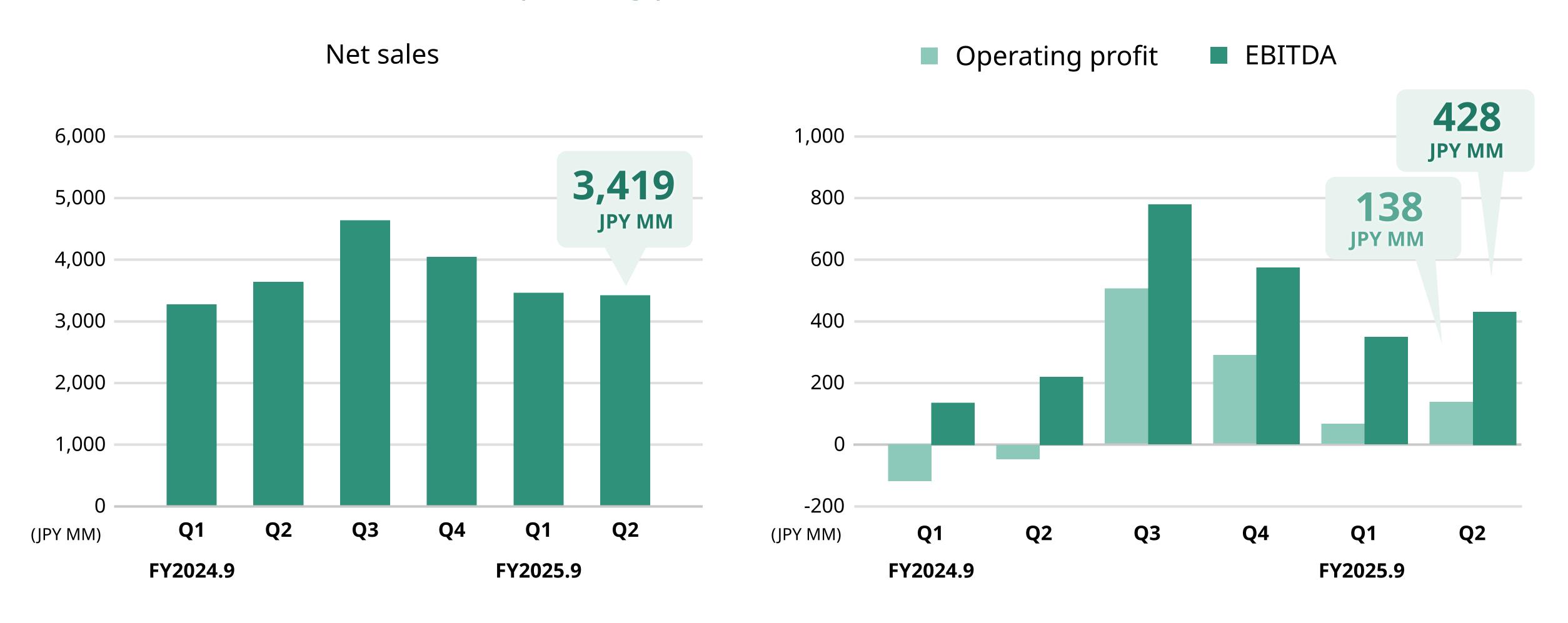
Net sales decreased YoY, and operating profit was in the black.

		FY20	24.9		FY2025.9				
	Q1	Q2	Q3	Q4	Q1	Q2	YoY	QoQ	
Net sales	3,263	3,627	4,623	4,028	3,454	3,419	94.3%	99.0%	
Operating profit	-117	-47	507	288	63	138	_	217.4%	
EBITDA	134	219	779	571	346	428	195.4%	123.5%	

Consolidated Financial Results - Quarterly Trends



Net sales decreased YoY, and operating profit was in the black.



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 store-based revenue in the Tokubai business increased YoY, it did not lead to a significant increase in overall sales

			FY20	24.9		FY2025.9				
			Q2	Q3	Q4	Q1 *	Q2	YoY	QoQ	
	Daily Life Business	772	764	759	731	715	716	93.7%	100.2%	
	Life Event Business	2,150	2,320	2,184	2,492	2,007	1,990	85.8%	99.2%	
Net sales	Investment and Incubation Business	426	625	1,752	862	763	739	118.3%	96.8%	
	Adjustment	-86	-82	-72	-57	-31	-27	_	-	
	Total	3,263	3,627	4,623	4,028	3,454	3,419	94.3%	99.0%	



- In the Daily Life Business, business restructuring and cost reduction efforts contributed to profit generation
- Both the Life Events Business and the Investment and Incubation Business delivered steady profitability

			FY20	24.9		FY2025.9			
		Q1	Q2	Q3	Q4	Q1	Q2	YoY	QoQ
	Daily Life Business	191	210	172	139	146	197	93.9%	134.9%
	Life Event Business	31	103	254	371	174	166	161.7%	95.5%
Operating profit	Investment and Incubation Business	-48	-2	470	143	109	120	-	110.2%
	Adjustment	-291	-357	-389	-366	-366	-346	-	-
	Total	-117	-47	507	288	63	138	_	217.4%

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Consolidated Financial Results - B/S



	As of	As of		
	end-Sep. 2024	end-Mar. 2025	Change	Change factors
Current assets	12,805	12,145	-660	
(Cash and deposits)	7,505	6,197	-1,308	
(Operating investment securities)	1,691	2,053	361	 Cash and deposits decreased
(Real estate for sale)	1,483	1,936	452	by 1,308 million yen due to the repayment of
Non-current assets	6,055	6,176	121	borrowings and an increase in operating investmer
(Goodwill)	3,459	3,089	-369	securities and real estate for sale.
(Investments and other assets)	1,107	1,538	431	
Assets	18,875	18,334	-541	
Liabilities	6,705	6,441	-263	
(Short-term and long-term borrowings)	3,555	3,170	-384	
Net assets	12,169	11,892	-277	
(Capital stock)	30	30	-	 Short-term and long-term borrowings
(Capital surplus)	8,635	8,623	-11	decreased by 384 million yen
(Retained earnings)	2,047	1,836	-211	due to repayments
(Treasury stock)	-32	-32	0	
(Valuation difference on available-for-sale securities)	30	-112	-143	
(Non-controlling interests)	1,451	1,536	85	
Total liabilities and net assets	18,875	18,334	-541	



2. Business Overview by Segment



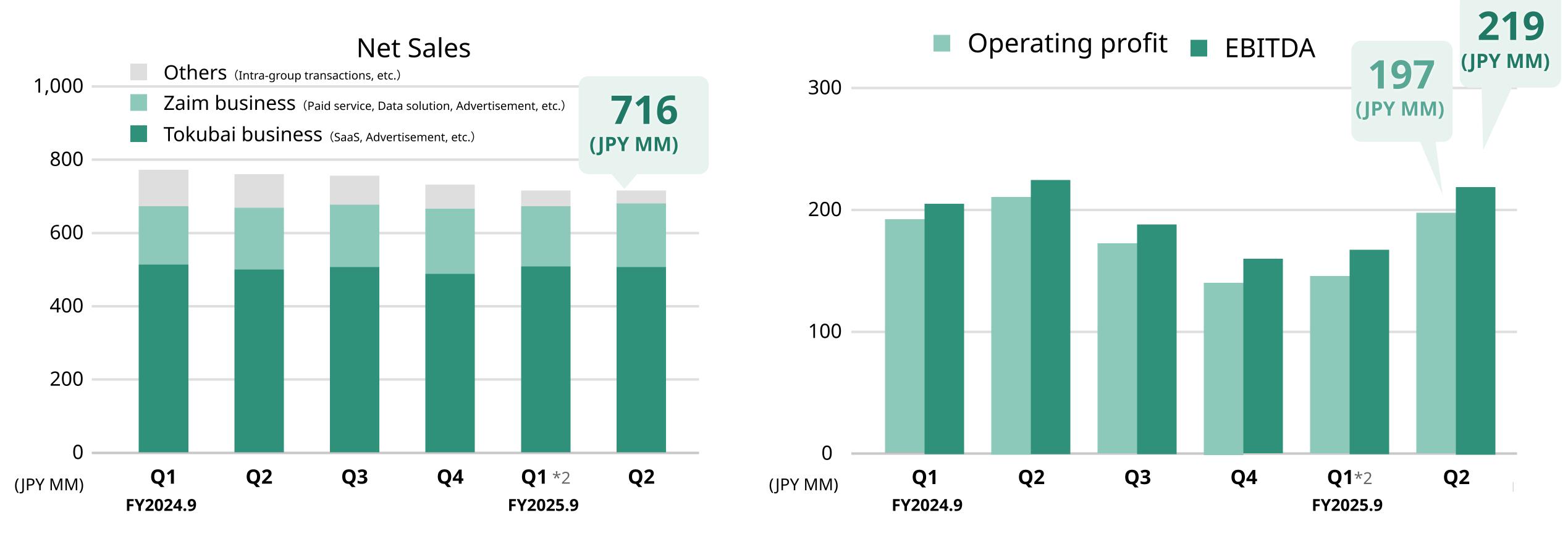
Daily Life Business



Daily Life Business – Financial Results – Quarterly Trends *1



• Although profits have been generated through business restructuring and cost reduction efforts, further action is needed to accelerate sales growth



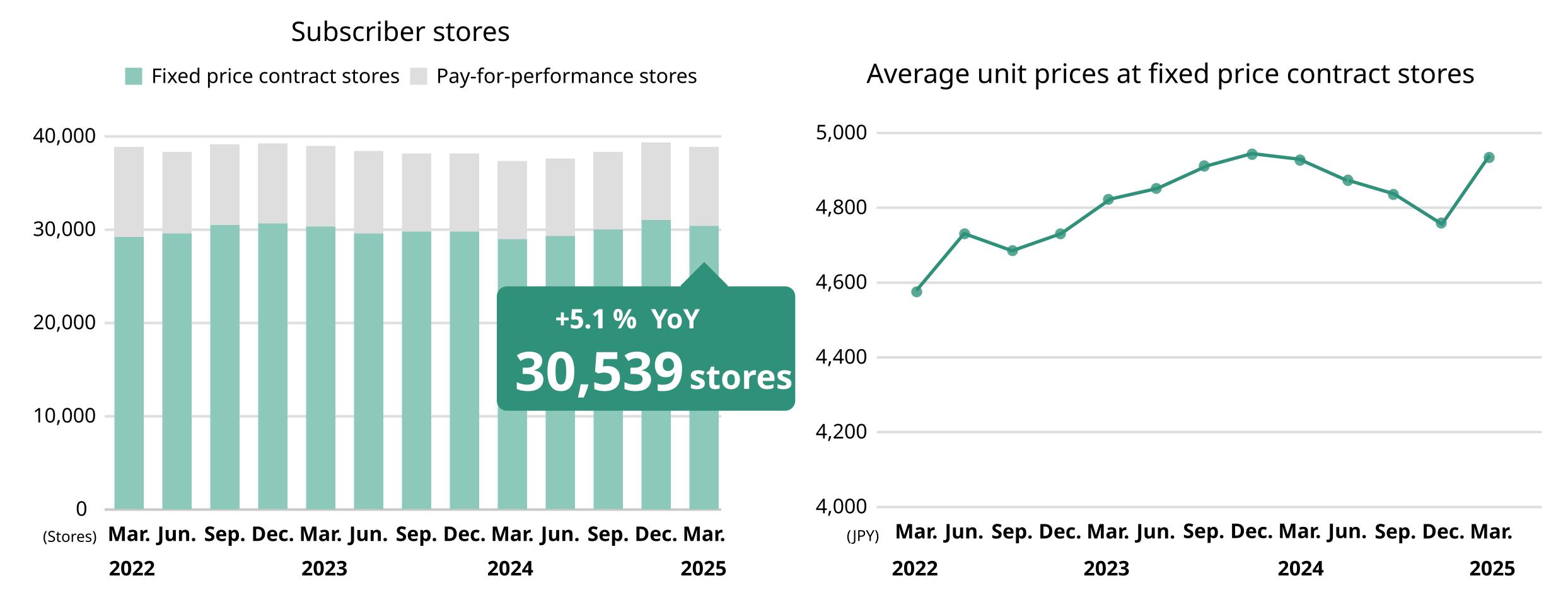
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Number of Subscriber Stores and Average Unit Price for Tokubai Service *



• As of the end of March 2025, there were 38,765 subscriber stores (stores with fixed price contracts were up 5.1% YoY to 30,539)

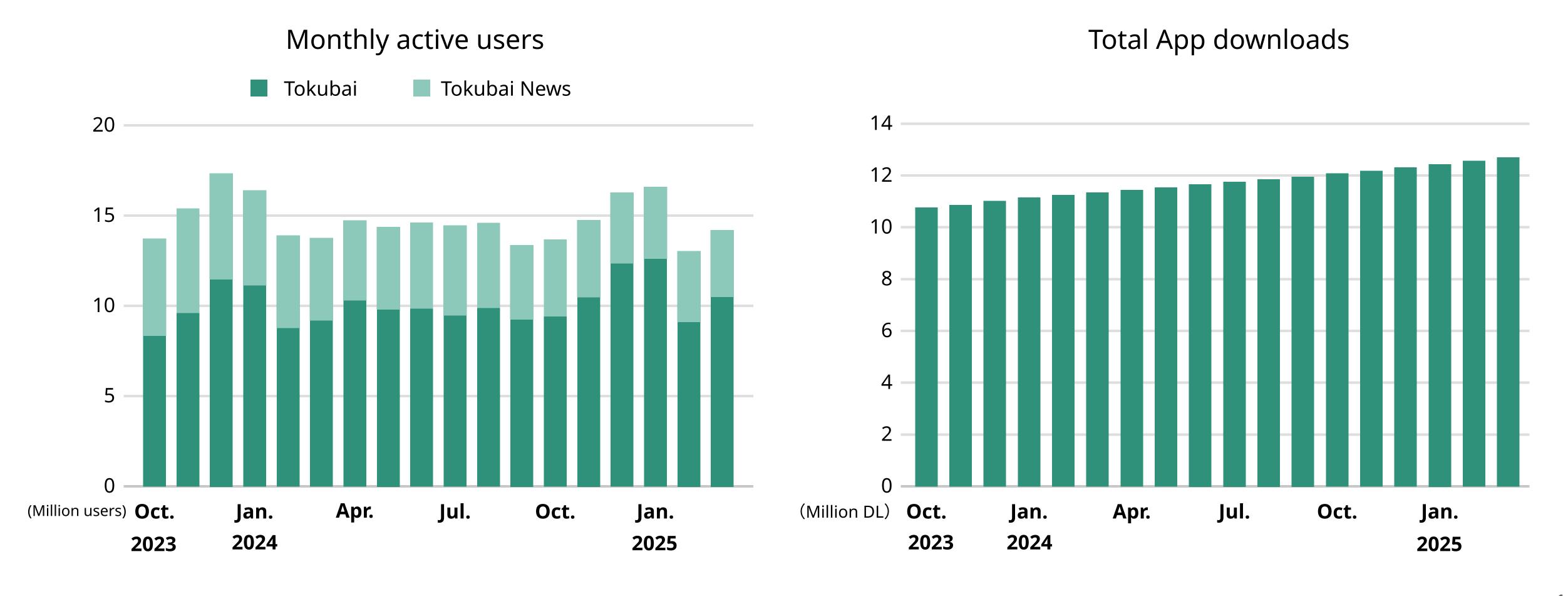


^{*} The number of subscriber stores and the average unit prices do not include the initiative with approximately 16,000 convenience stores.

Number of monthly active users and app downloads of Tokubai service



• As of the end of March 2025, the number of monthly active users of Tokubai service was approximately 14 million, and the cumulative number of app downloads was approximately 13 million



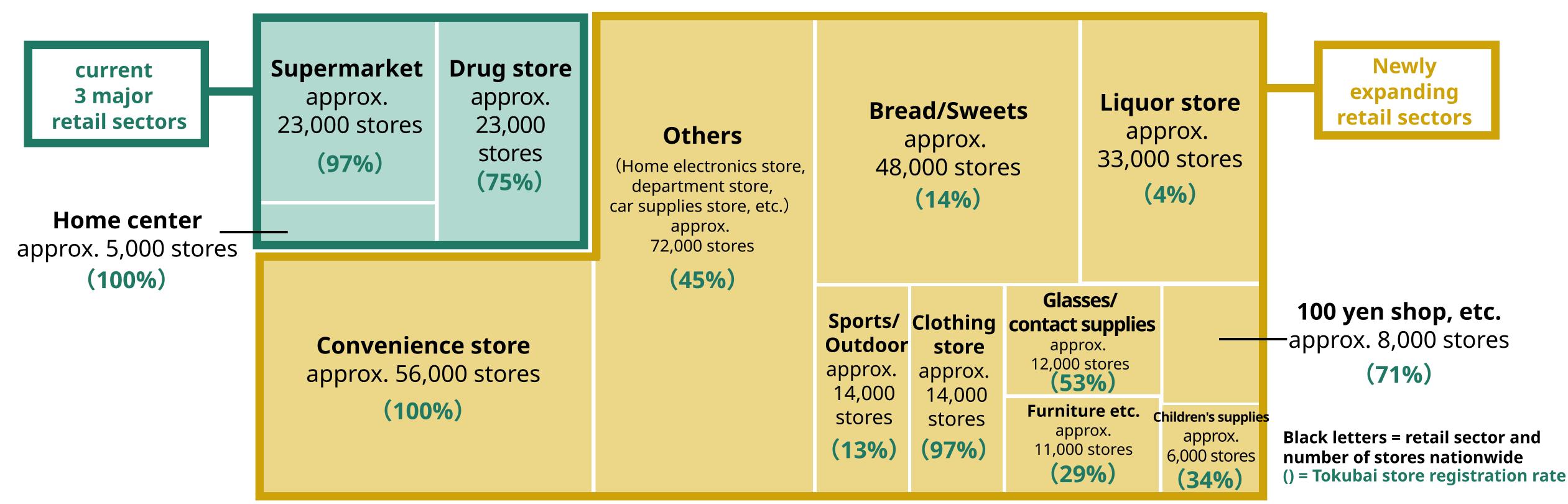
Expanding Retail Sectors to Increase Information Posting



• 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-March 2025: approx. 180,000 stores (registration rate 54%)



From Digital Flyers to Local Living Information Services



- Trial listings in new business sectors and local services are being promoted by enhancing sales efforts and diversifying service offerings
- New listing formats are being introduced for each business sector, and monetization through a variety of pricing structures is steadily advancing

Examples of New Business Sectors and Local Services

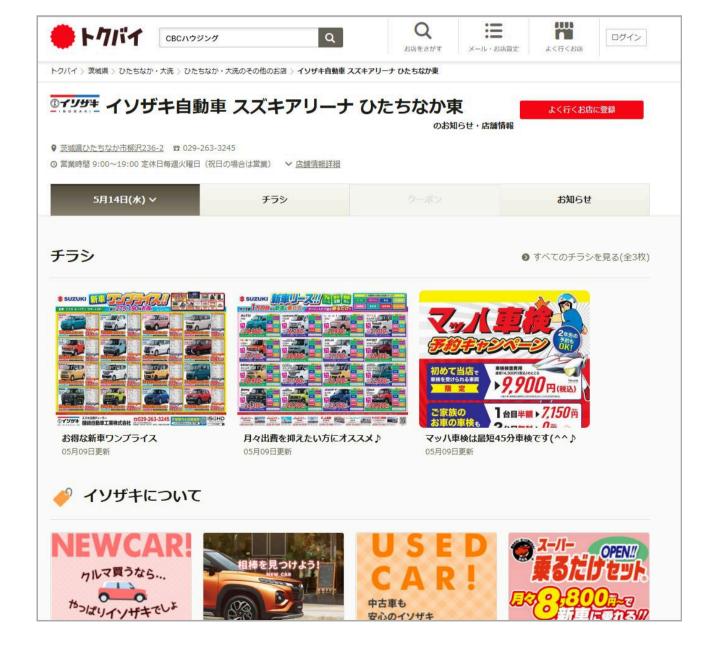
Model House Exhibition Site

CBC Housing



Car Dealer

ISOZAKI AUTOMOBILE



Prefectural Government (PR Office)

Ibaraki Prefectural Government (PR Newsletter)



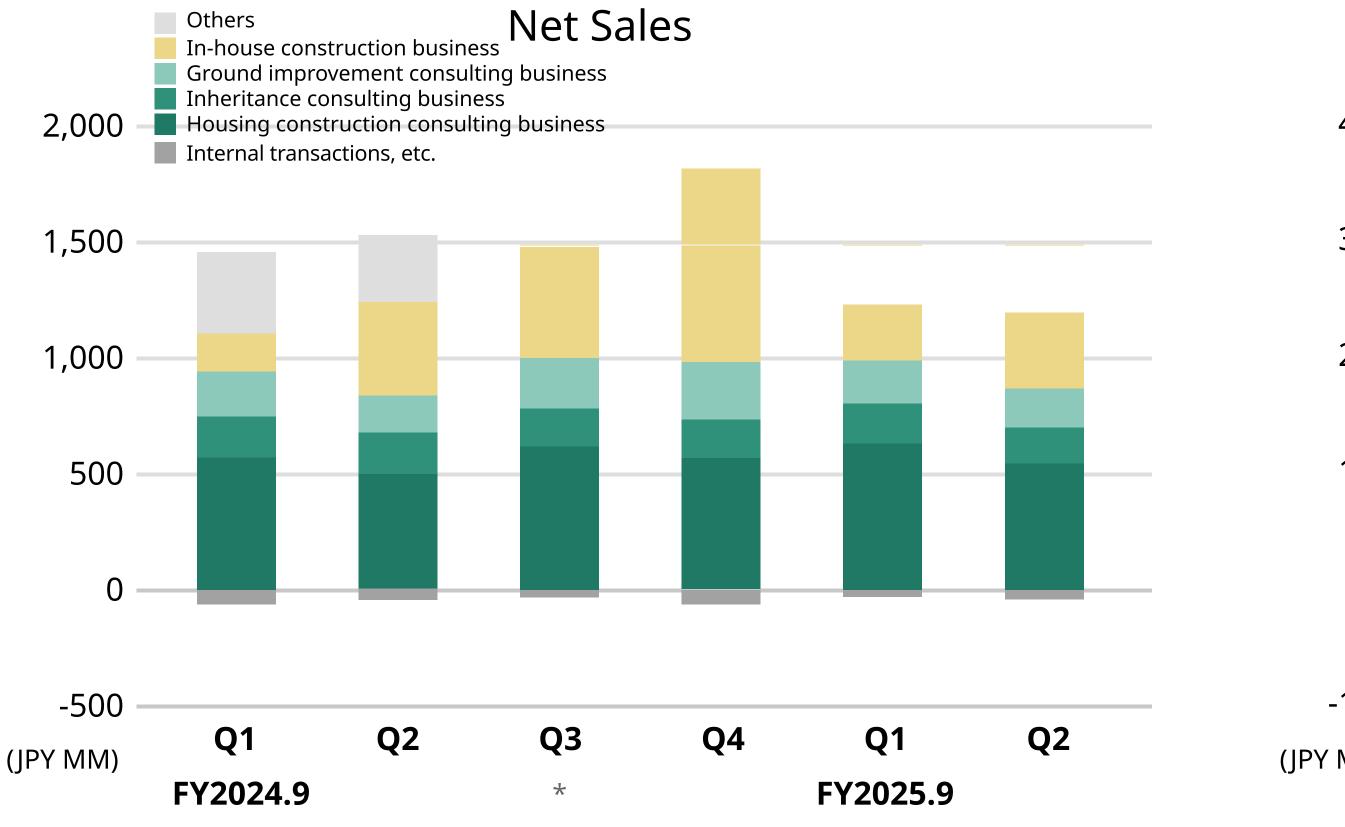


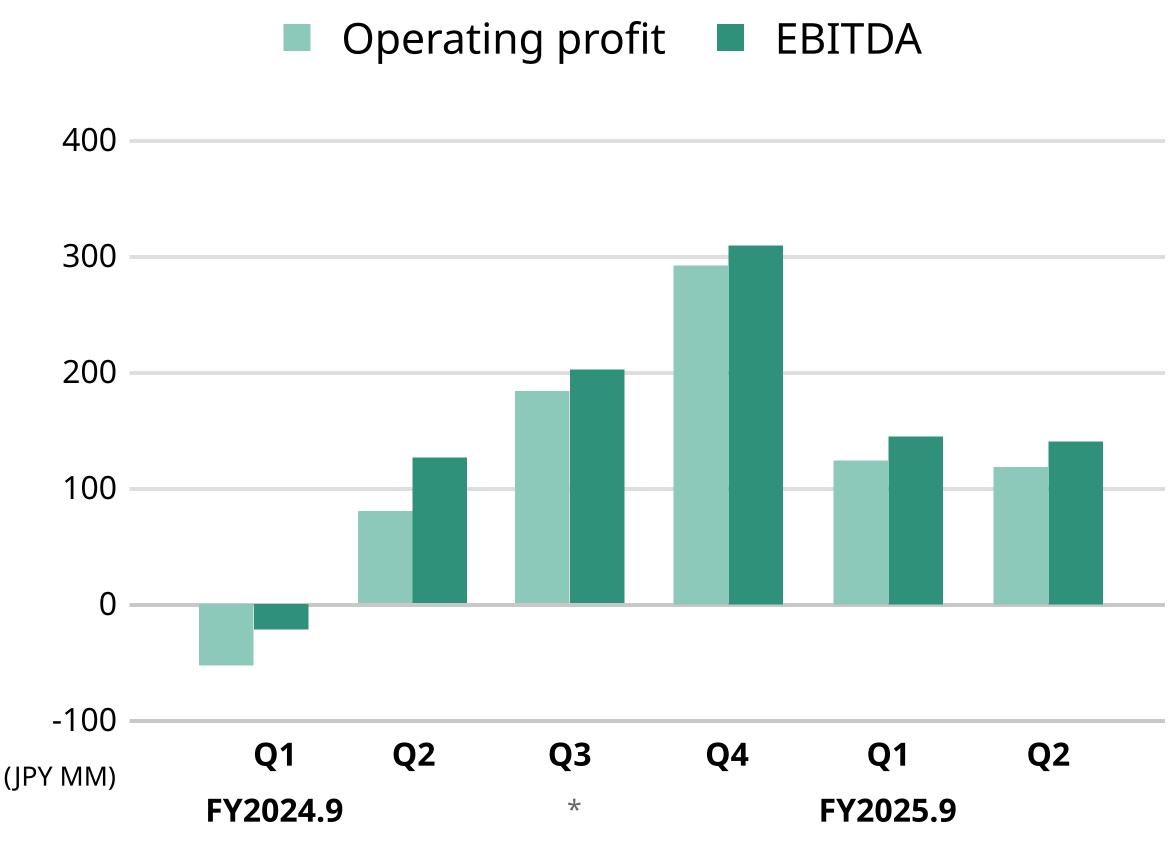
Life Event Business



Home Domain Business (Kufu Sumai Consulting) – Financial Results – Quarterly Trends 🛟 くふうカンパニー

- The housing construction consulting business continues to perform steadily, while also promoting the diversification of offerings such as renovations and standardized housing
- Company-wide cost reviews and the streamlining of unprofitable businesses contributed to an improved operating profit margin

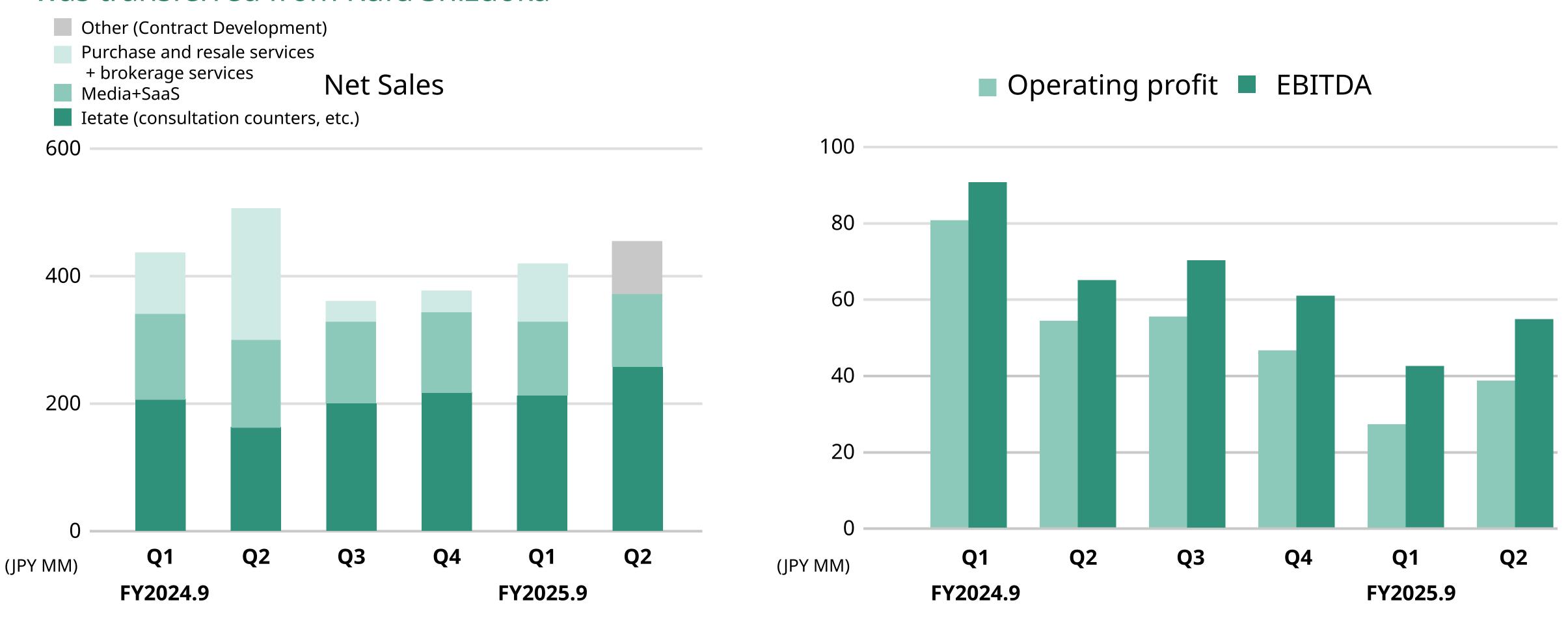




Home Domain Business (Kufu Sumai) – Financial Results –Quarterly Trends * くうくふうカンパニー



- The Ietate business continues to expand steadily, with upfront costs incurred due to accelerated store openings (2 stores opened in Q2 for a total of 15 stores, an increase of 7 stores YoY)
- As part of the organizational restructuring within the group, the contract development business was transferred from Kufu Shizuoka

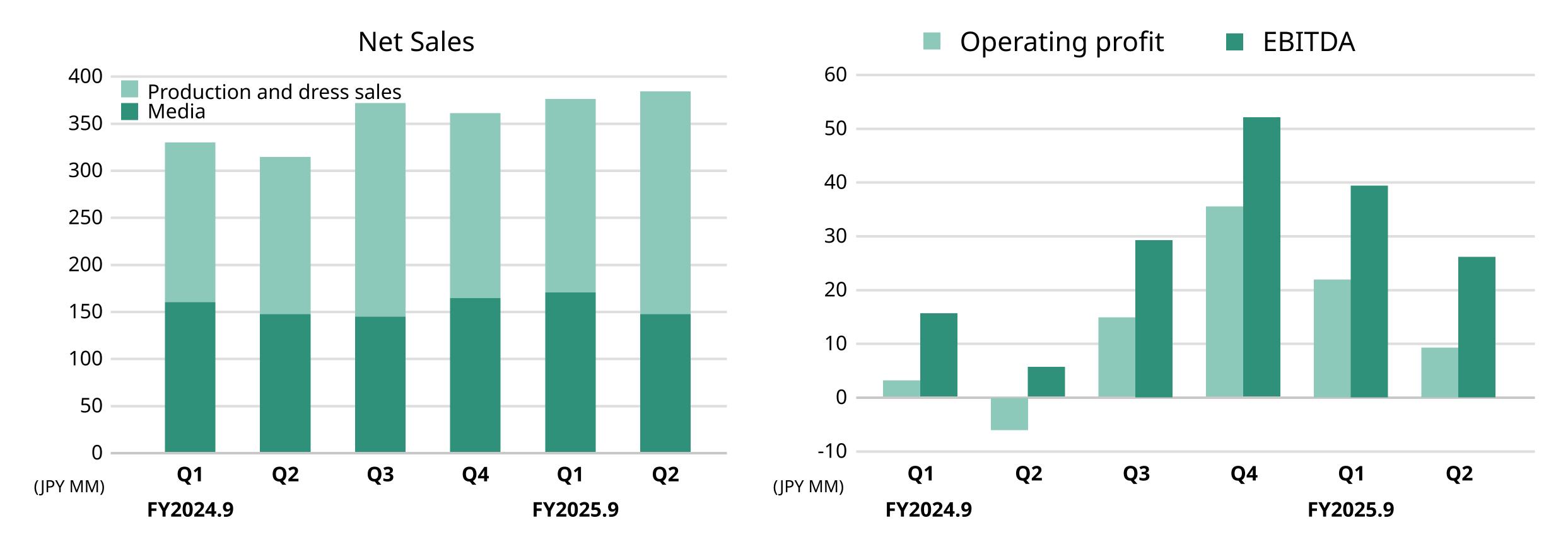


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Marriage Domain Business – Financial Results – Quarterly Trends* 🛟くふうカンパニー



- Although market conditions in the media business were tough, sales remained flat YoY due to further enhancement of services for wedding venues
- In the wedding producing business, the number of weddings held continued to grow steadily, leading to stabilized profitability in this domain



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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

Disclaimer



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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