

Everyone

Company name IBJ, Inc
(Securities code:6071 Tokyo Stock Exchange Prime Market)
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IBJ Corporation (Marriage Agency Business) KPI Report for September 2024

	September 2023(A)	September 2024(A)	Change(B)/(A)
Number of marriage agencies	4,050	4,428	+109.3%
Number of new membership	4,317	5,631	+130.4%
Number of marriage meetings	60,120	69,650	+115.9%
Number of Marriages per Month	1,071	1,301	+121.5%
Number of Arranged marriage Meeting member	85,855	94,763	+110.4%

*The number of registered members is the number of members registered on the IBJ's matchmaking system out of the number of matchmaking members at member agencies and directly managed agencies *The number of successful marriages is the number of successful marriages only within IBJ (excluding those at federations other than IBJ, introductions by friends, etc.)

In September, the number of new marriage agencies opened increased due to strong growth in the number of member agencies, and other KPIs also remained favorable. Furthermore, the number of new members increased by more than 1,300 compared to last year due to steady growth at IBJ member agencies and directly managed agencies.

With this continued growth, KPIs for the marriage agency business are expected to exceed 50,000 new membership and 600,000 marriage meetings in October for a cumulative total of 2024.

The number of marriage meetings, a leading indicator of the number of marriages, is also increasing favorably, and we expect a significant increase in the number of marriages by the end of the year.

IBJ, which currently creates 1 in 40 of Japan's annual marriages, is expanding its market size through approaches from both directly managed and member agencies, and we believe that 1 in 20 couples will become an IBJ couple in the future as we continue to grow our business.

Furthermore, by strengthening cooperation with local governments and public administration (central government), IBJ will achieve business performance and increase corporate value through a proactive approach to the issue of declining birthrates, which is a national challenge.