



# 2nd-Quarter Financial Report for the Fiscal Year Ending December, 2020

August 12, 2020 TSE 1st Section: 6071

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# 1. Financial Results Summary

# — 2Q Consolidated Results Highlights —

(Million yen)

	(Ref.) 2Q 2019	2Q 2020 Revised Forecast	2Q 2020 Results	Percentage Change vs. Revised Forecast
Net sales	7,473	5,887	6,132	+4.2%
Operating income	1,082	121	764	+529.4%
Ordinary income	1,106	101	716	+609.3%
Profit attributable to owners of parent	722	46	212	+353.6%

In response to the earlier lifting of the state of emergency, the number of people who wants to get married has recovered quicker than forecast.

The marriage hunting business bottomed out in April and May, and the high-margin agency opening support business and directly managed lounge business recovered sharply, resulting in operating income significantly exceeding the revised forecast.

# — Highlights —

## ▶ **Number of new openings exceeded 100 million yen, setting new record**

The number of new openings bottomed out in April but now recovering as the pace of pre-COVID-19, which is 60 per a month. Also, with the increase in post-COVID-19 demand, sales exceeded 100 million yen in June alone.

## ▶ **The party business introduced online in April, face-to-face in May Back in business, but expected to take some time to recover**

Sales recovered to 49% of pre-COVID-19 level (vs. February).

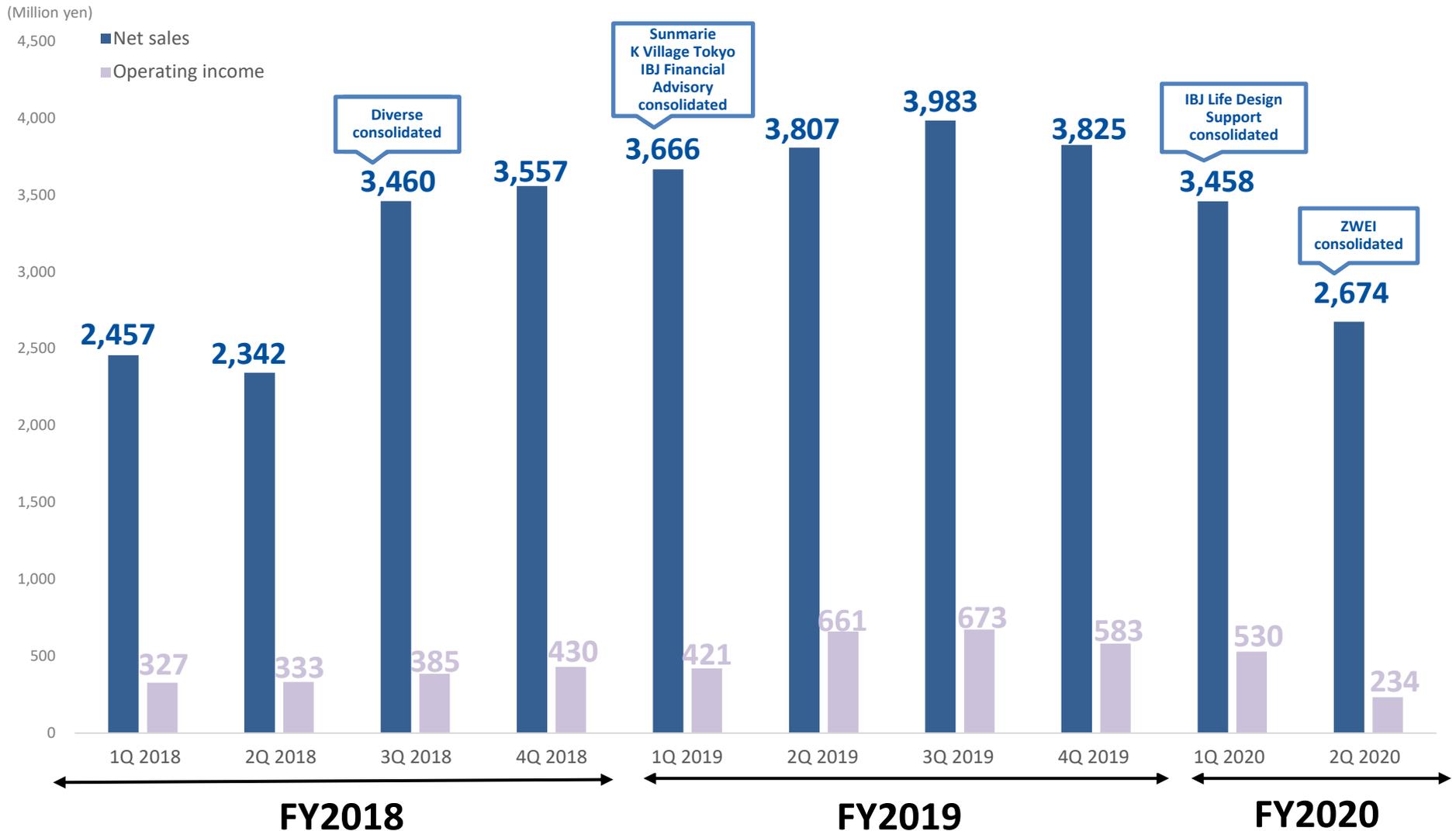
Since taking infection control measures and providing services in a new form, the recovery is expected.

## ▶ **In the directly managed lounge business, the numbers of new memberships and arranged marriage meetings are recovering, the number of married couples is also expected to be increased.**

Back in service on Face-to-Face in month of May include service through Online.

The numbers of new memberships and arranged marriage meetings bottomed out in April but are on the road to recovery, which come before the number of married couples goes up.

# — Changes in Net Sales and Operating Income —



**As demand for marriage hunting rises in the second half every year (July - December), the company aims to regain its footing in the 3Q and beyond also this year**

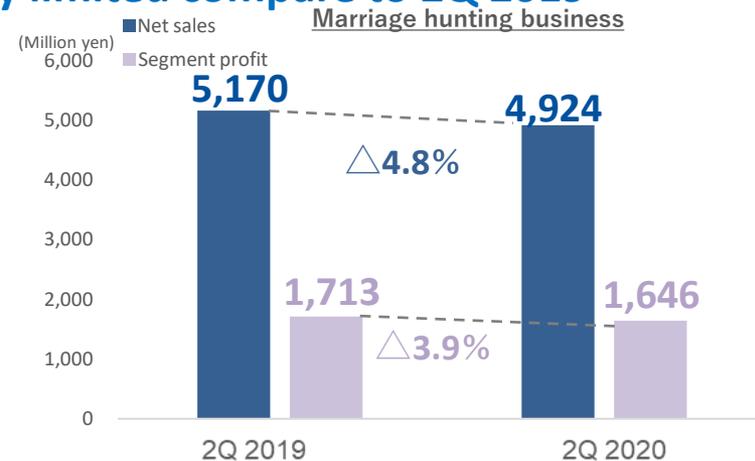
# — Segment Summary —

The marriage hunting business recovered to net sales of **4,924** million yen

and segment profit of **1,646** million yen

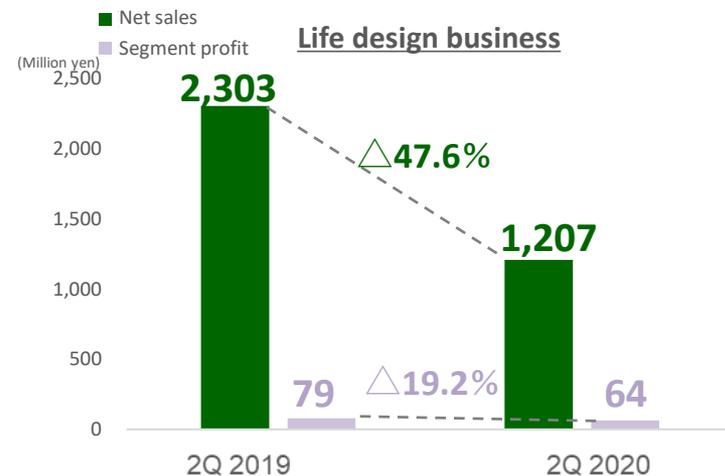
The impacts of COVID-19 on the sales were only limited compare to 2Q 2019

Marriage hunting business			
(Million yen)	2Q 2019	2Q 2020	Percentage change
Net sales	5,170	4,924	△4.8%
Segment profit	1,713	1,646	△3.9%
Segment profit rate	33.1%	33.4%	+0.3%



Life design business posted net sales of **1,207** million yen and segment profit of **64** million yen due to no easing of measures to entry into Japan on travel business

Life design business			
(Million yen)	2Q 2019	2Q 2020	Percentage change
Net sales	2,303	1,207	△47.6%
Segment profit	79	64	△19.2%
Segment profit rate	3.4%	5.3%	+1.9%



# Forecast of Full-term Consolidated Results is revised from TBD

- Full year ending December 31, 2020 (January 1, 2020 to December 31, 2020)

(Million yen)

Full-term	Previous Forecast (5/12/2020)	Revised Forecast	FY2019 full-term Actual results	Percentage Change (%)
Net sales	TBD	<b>13,117</b>	<b>15,282</b>	△14.2%
Operating income	TBD	<b>1,452</b>	<b>2,339</b>	△37.9%
Ordinary income	TBD	<b>1,385</b>	<b>2,346</b>	△41.0%
Profit attributable to owners of parent	TBD	<b>318</b>	<b>1,523</b>	△79.1%

Stores are back on service, marriage hunting business is on the road to recovery  
Forecast of Full-term Consolidated Results,

Net sales **13,117** million yen, Operating income **1,452** million yen

( Figures in parentheses are yoy changes △14.2%)

( Figures in parentheses are yoy changes△37.9%)

## **2. Summary by Business Division**

# — Summary by Business Division — (Million yen)

		2Q 2019	2Q 2020	Percentage change
Agency opening support business	Net sales	488	515	+5.5%
	Divisional profit	366	367	+0.3%
Affiliate business	Net sales	350	420	+20.1%
	Divisional profit	214	263	+22.8%
Apps business	Net sales	1,511	1,504	△0.5%
	Divisional profit	219	325	+48.1%
Party business	Net sales	1,194	546	△54.3%
	Divisional profit	371	18	△95.0%
Directly managed lounge business <small>* New consolidation with ZWEI</small>	Net sales	1,625	1,938	+19.3%
	Divisional profit	541	671	+24.0%
Life design business	Net sales	2,303	1,207	△47.6%
	Divisional profit	79	64	△19.2%

# — Impact and Recovery from COVID-19 in January - June (1) —

## Agency opening support business

Net sales of a single month exceeded 100 million yen for the first time in June, and the number of openings rivaled the record set before COVID-19

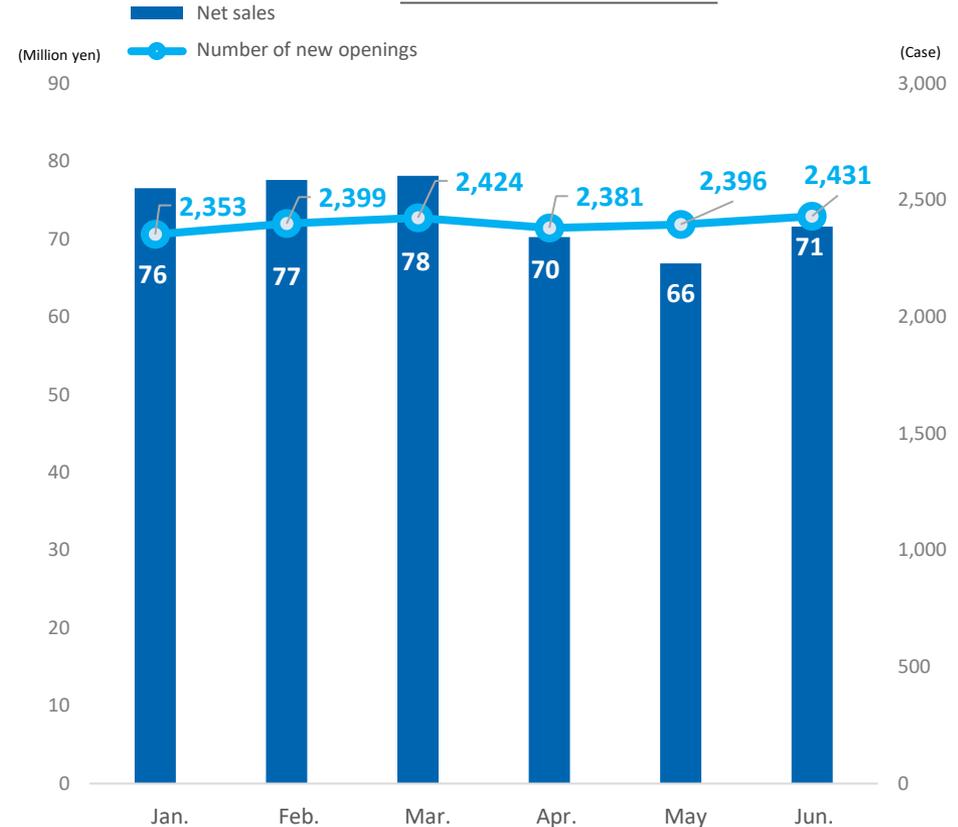
## Affiliate business

Despite an increase in the number of affiliates that went dormant in April and May, stable earnings were achieved due to the stock-type business

### Agency opening support business



### Affiliate business



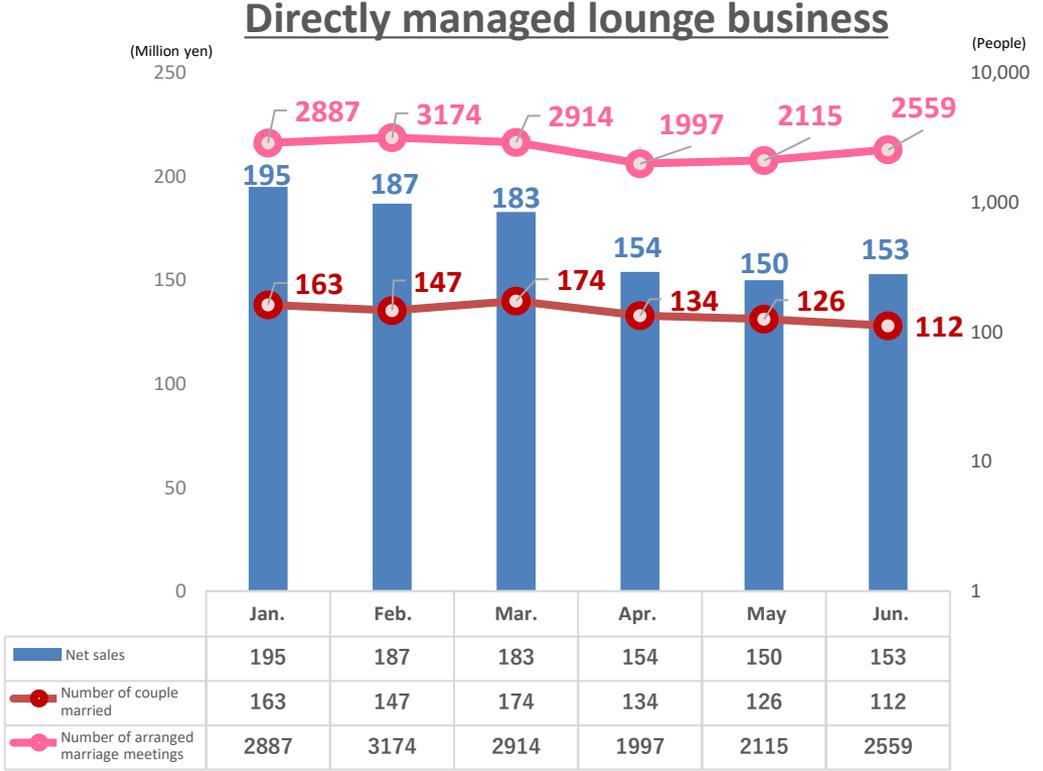
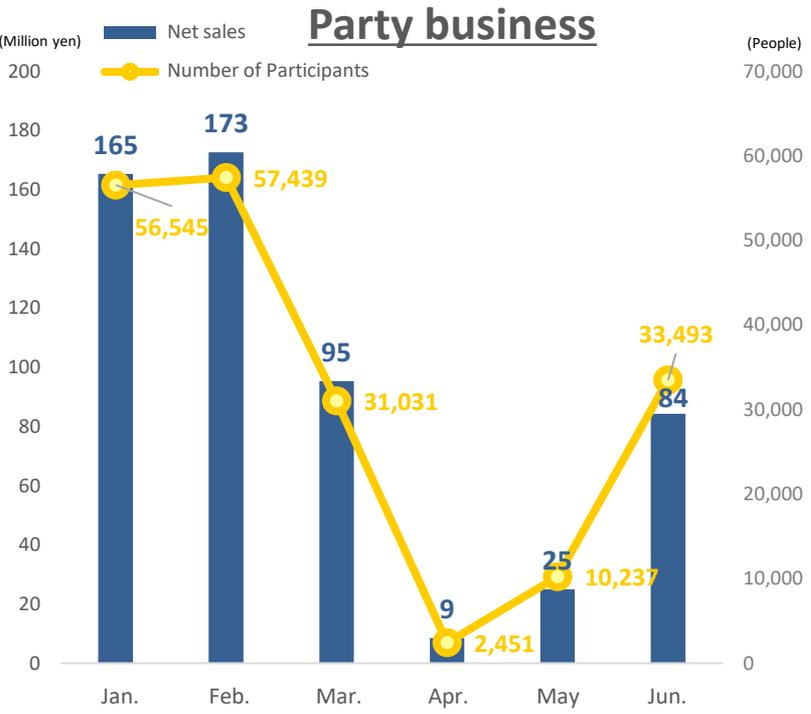
# — Impact and Recovery from COVID-19 in January - June (2) —

## Party business

April sales down 95% compared to before COVID-19 (February), but recovered to 46% in June

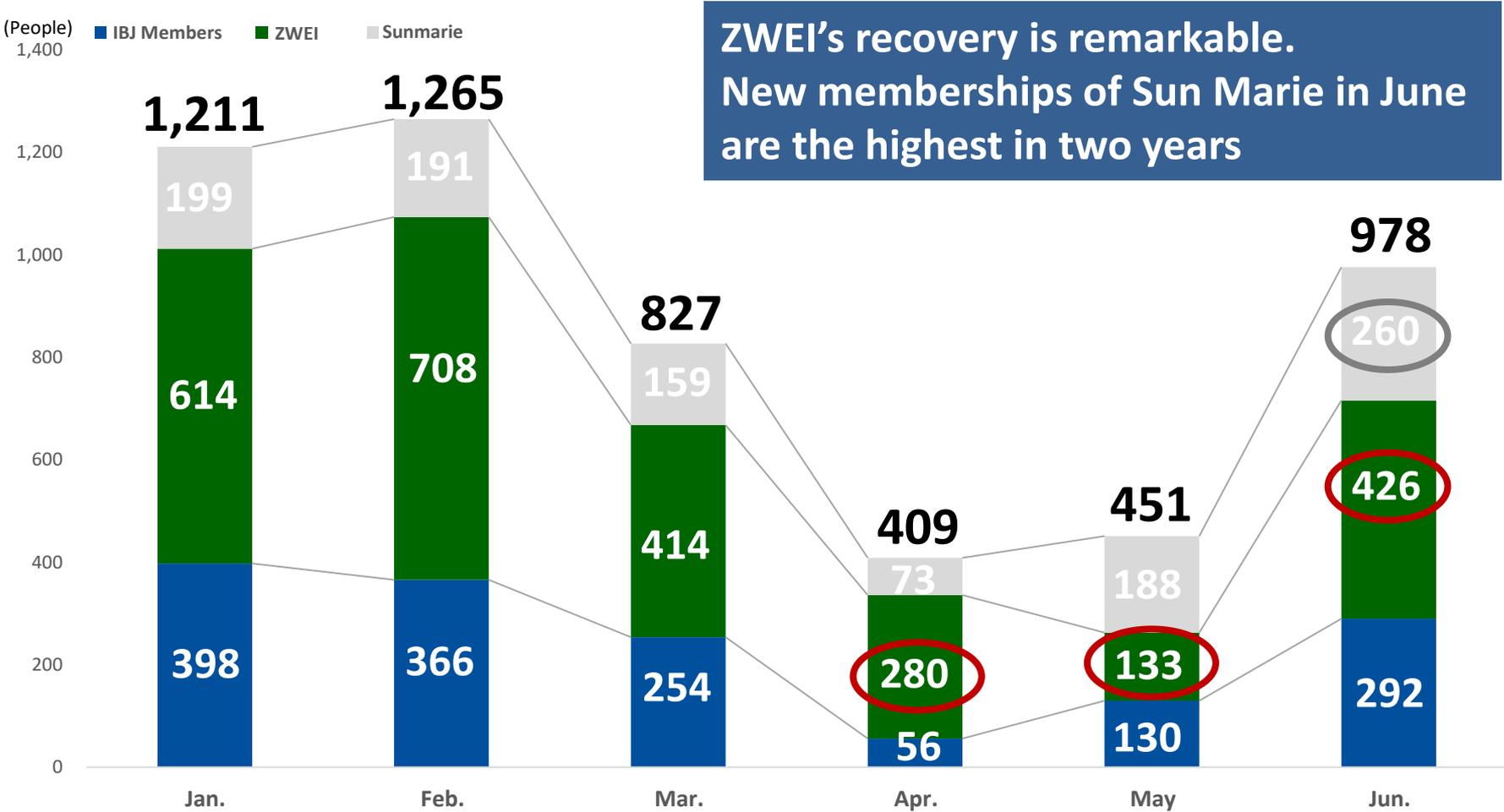
## Directly managed lounge business

Number of arranged marriage meetings and couples married fell temporarily, but sales were solid due to the monthly membership fee business



# — New Memberships of ZWEI and Sun Marie in January - June —

## Changes in number of new memberships



# — Agency Opening Support Business & Affiliate Business (Business Model) —

日本結婚相談所連盟  
by 

Number of marriage consulting agency members  
Approx. **65,000** people Affiliates: **2,400** companies

Corporate



Individual



Direct Management

Joining fee: 3 million yen

Joining fee: 1.5 million yen

IBJ arranged marriage meeting system

Basic monthly system usage fee: 15,000 yen

Registration fee for each additional member: 2,000 yen

Fee for each additional member per month : +500 yen

Monthly system usage fee

Average of approx. **31,000**yen per company

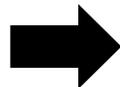
Unmarried population in Japan:

**28.85 million\***

\* Source: "The 2015 Population Census," Statistics Bureau, Ministry of Internal Affairs and Communications, June 29, 2016

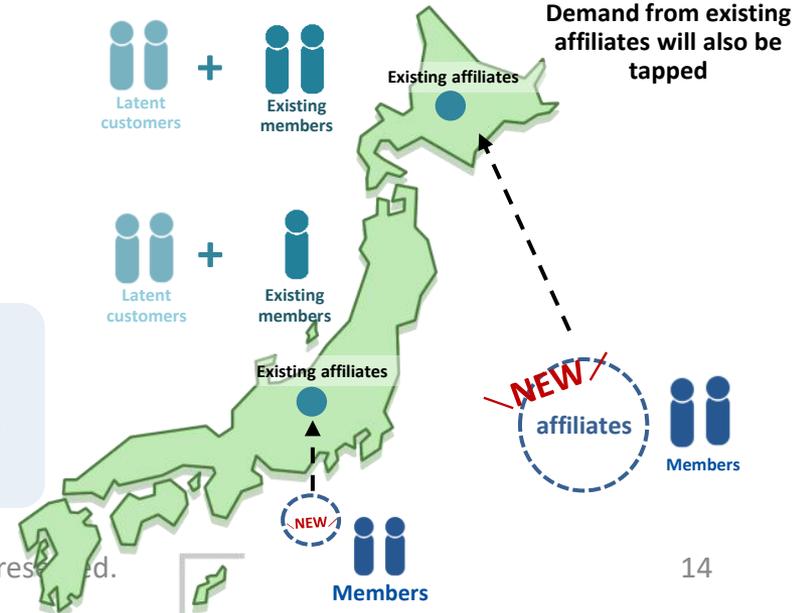
Supply-driven

Expansion of affiliates in rural areas



Uncovering demand (latent customers)

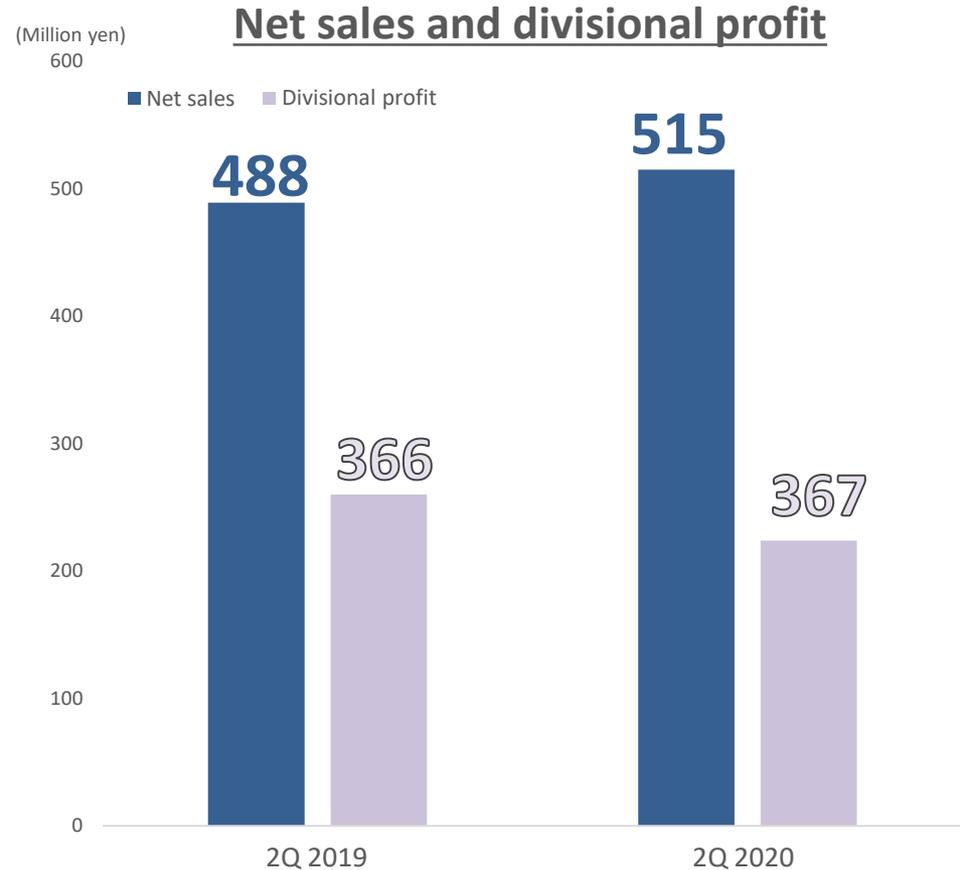
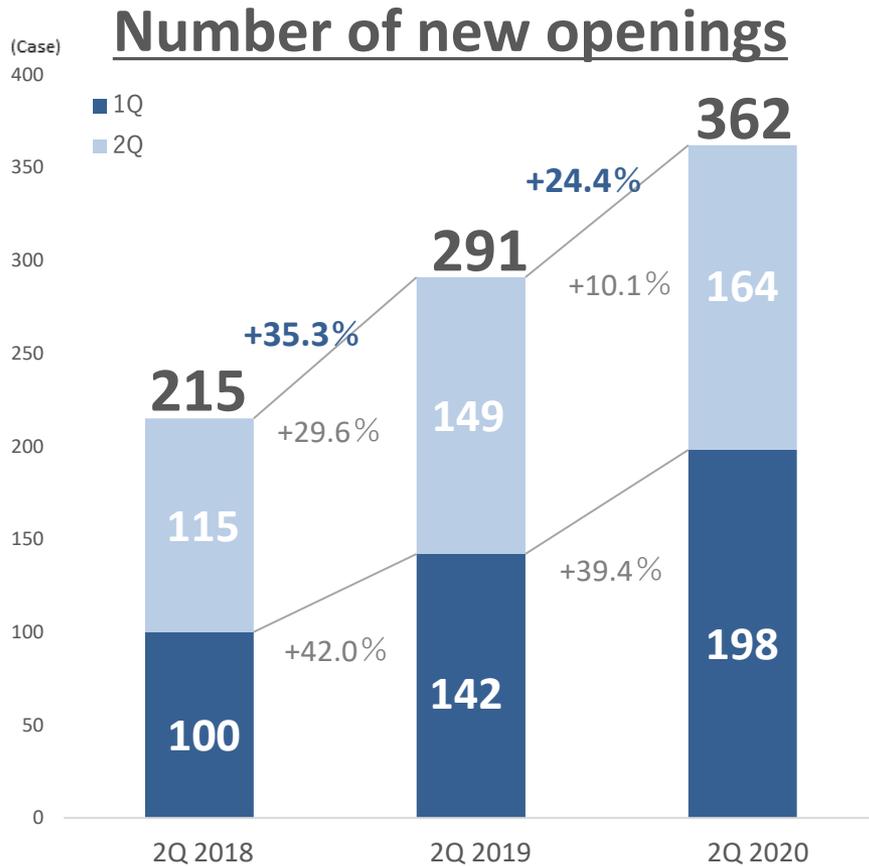
Increase in membership of existing affiliates through the entry of new affiliates



# — Agency Opening Support Business (KPI & Performance) —

\* Figures in parentheses are yoy changes

**Number of new openings: 164 (+10.1%); Net sales: 515 million yen (+5.5%);  
Divisional profit: 367 million yen (+0.3%)**

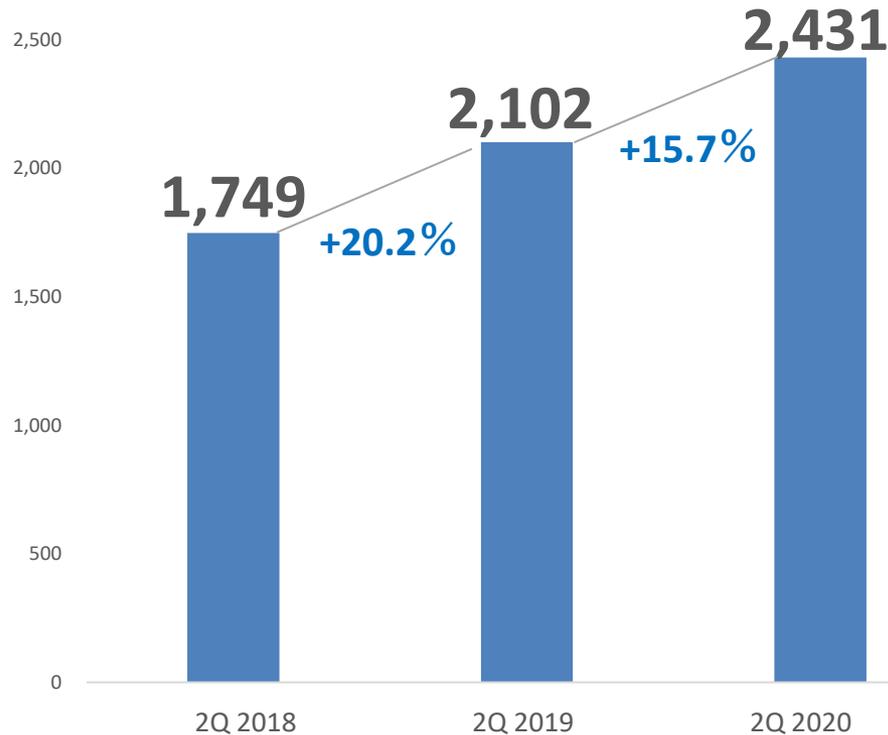


# — Affiliate Business (KPI & Performance) —

**Number of affiliated consulting agencies: 2,431 (+15.7%); Net sales: 420 million yen (+20.1%); Divisional profit: 263 million yen (+27.1%)**

## Number of affiliates

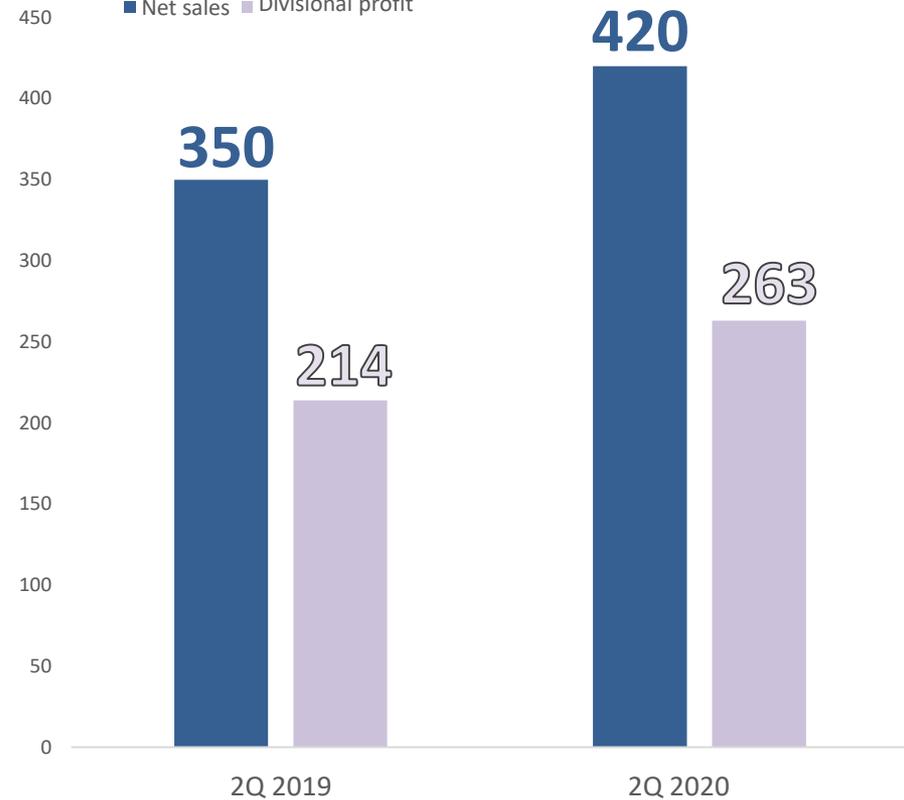
(Company)  
3,000



## Net sales and divisional profit

(Million yen)

■ Net sales ■ Divisional profit



# — Apps Business (Business Model) —

ブライダルネット  
by  IBJ

Unit price: Approx. **5,000** yen  
Number of members: **9,497**

\* As of June-end 2020



 サラマリエ  
**Zwei**

Leading to group companies and deterring withdrawal

**Diverse**



Unit price: Approx. **6,000** yen  
Number of members: **23,281**

**Diverse2Q. 2020**

YoY

Net sales **+6.3%**

Divisional profit **+40.1%**



Unit price: Approx. **3,700** yen  
Number of members: **3,395**

\* Number of youbride and YYC members are as of June-end 2020; unit prices are as of July-end, 2020

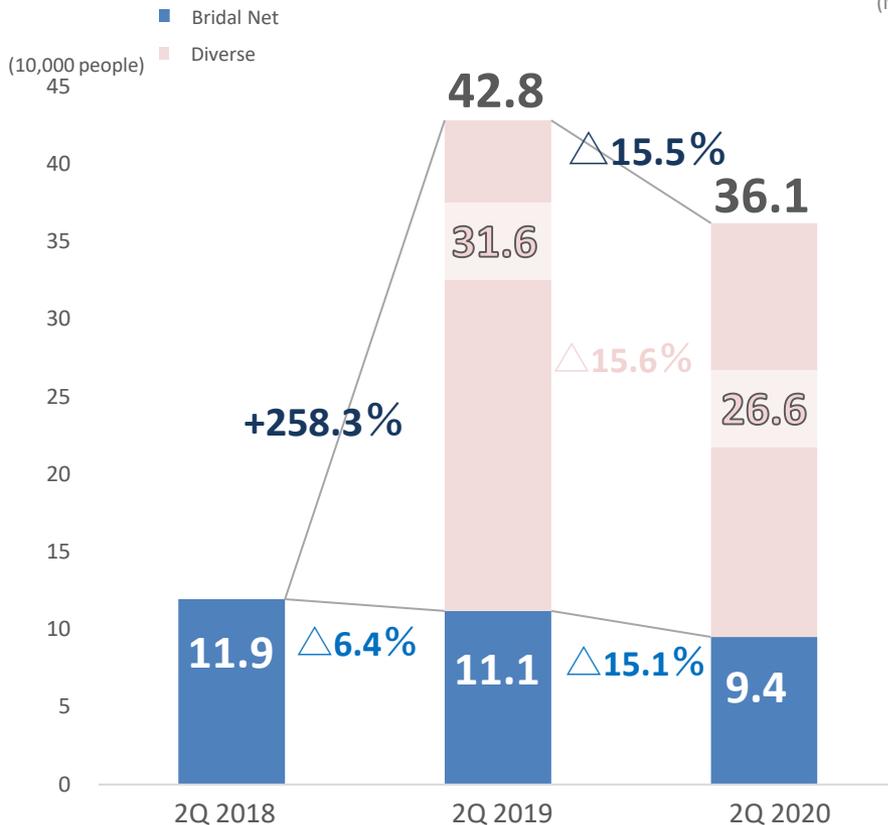
**HOP**

# — Apps Business (KPI & Performance) —

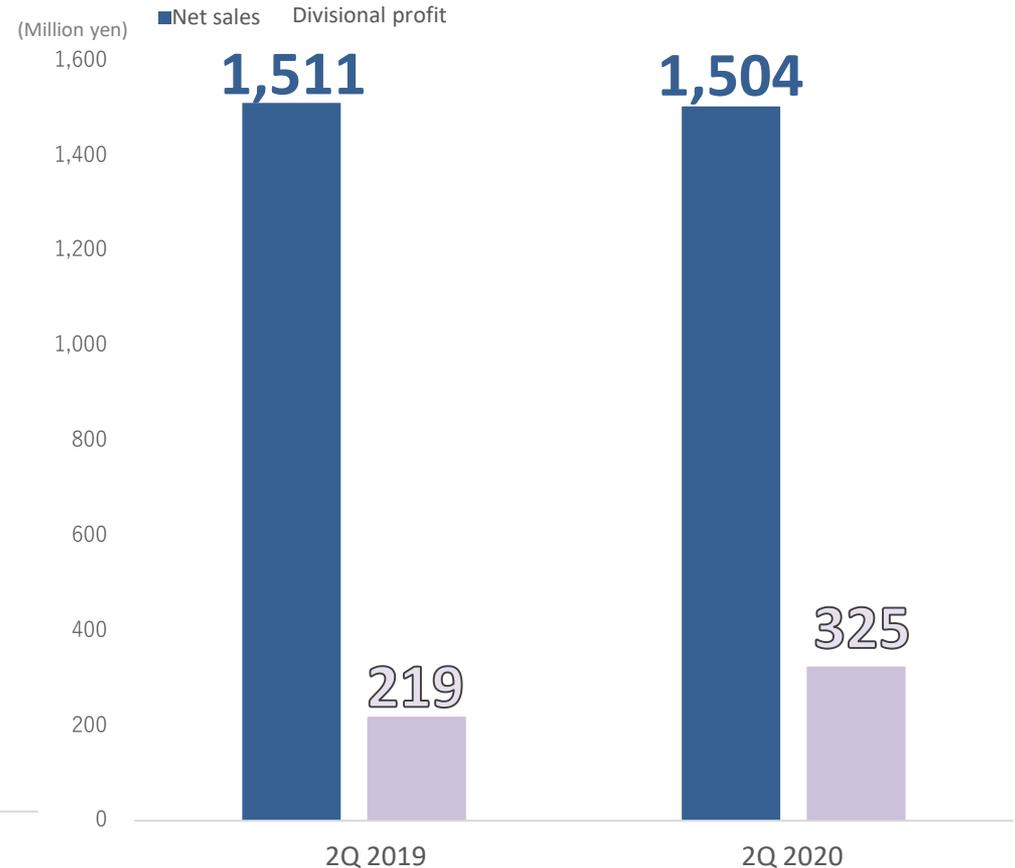
\* Figures in parentheses are yoy changes

**Number of paid members: 36,100 (-15.5%); Net sales: 1,504 million yen (-0.5%);  
Divisional profit: 325 million yen (+48.1%)**

## Number of paid members



## Net sales and divisional profit



# — Party Business (Business Model) —

## PARTY☆PARTY The Company-managed: 21 stores by♡IBJ

8/7(金) 19:00~

名古屋ラウンジ

個室8対8

連絡先の交換OK!

恋愛に前向き

**年収 1,200万円以上**

《超エリート》#年収1200万円 #高身長&高年収 #プレミアム

52歳位まで 残り1席

概要に記載 残り2席

8/7(金) 19:00~

名古屋/栄

お洒落なラウンジで出

気軽に♡恋活BAR

ドリンク飲み放題

ハイステ おしゃれ男性 High Status

本名Secret♡恋活BAR! 《高年収の男性×穏やか・服装に気を遣っている方》

30~35歳位 残り2席

28~35歳

8/7(金) 19:45~

名古屋ラウンジ

個室8対8

恋愛に前向き

恋する同年代♡

恋する同年代♡

8/8(土) 11:00~

大名古屋ビルテング

個室8対8

魅力的な容姿

大人の魅力が満載

魅力的職業の男性

Participation fee (paid each time):

Unit price of approx. **3,100 yen** ※As of the end of July (excludes online service)

Coupling rate: **47%**

Providing high-quality services from online to in-store parties

- ✓ Small difference in the number of men and women
- ✓ In-house venue management
- ✓ Planning and management know-how
- ✓ Online Party



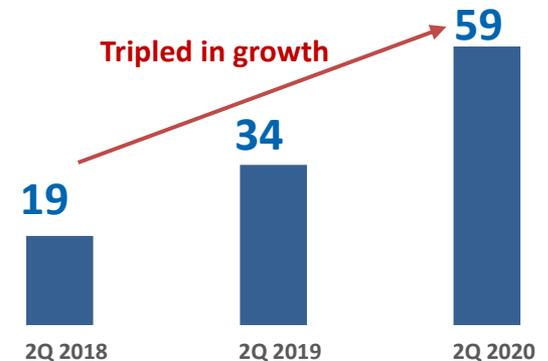
**FC: 59 stores**



- Private party business owner
- Affiliated consulting agency
- Wedding company
- Restaurants, etc.

- Registration fees range from 1.2 to 6 million yen (depending on the area)
- Monthly system usage fee 40,000 - 80,000 yen (depending on the area)

Number of FC stores

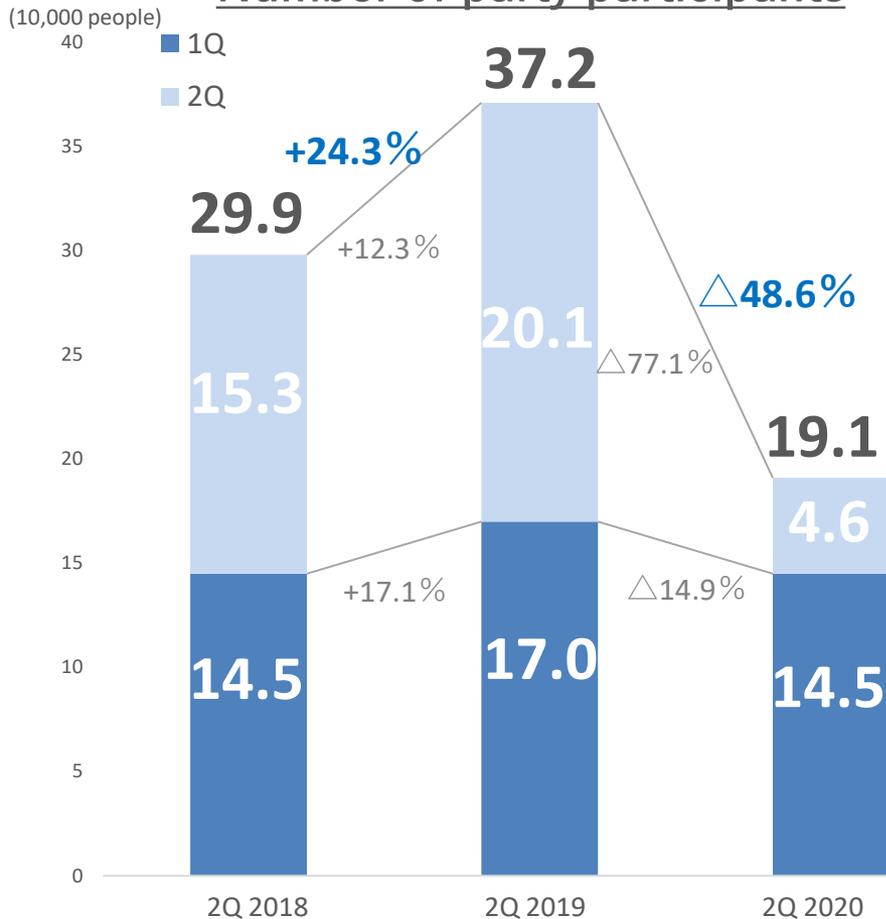


# — Party Business (KPI & Performance) —

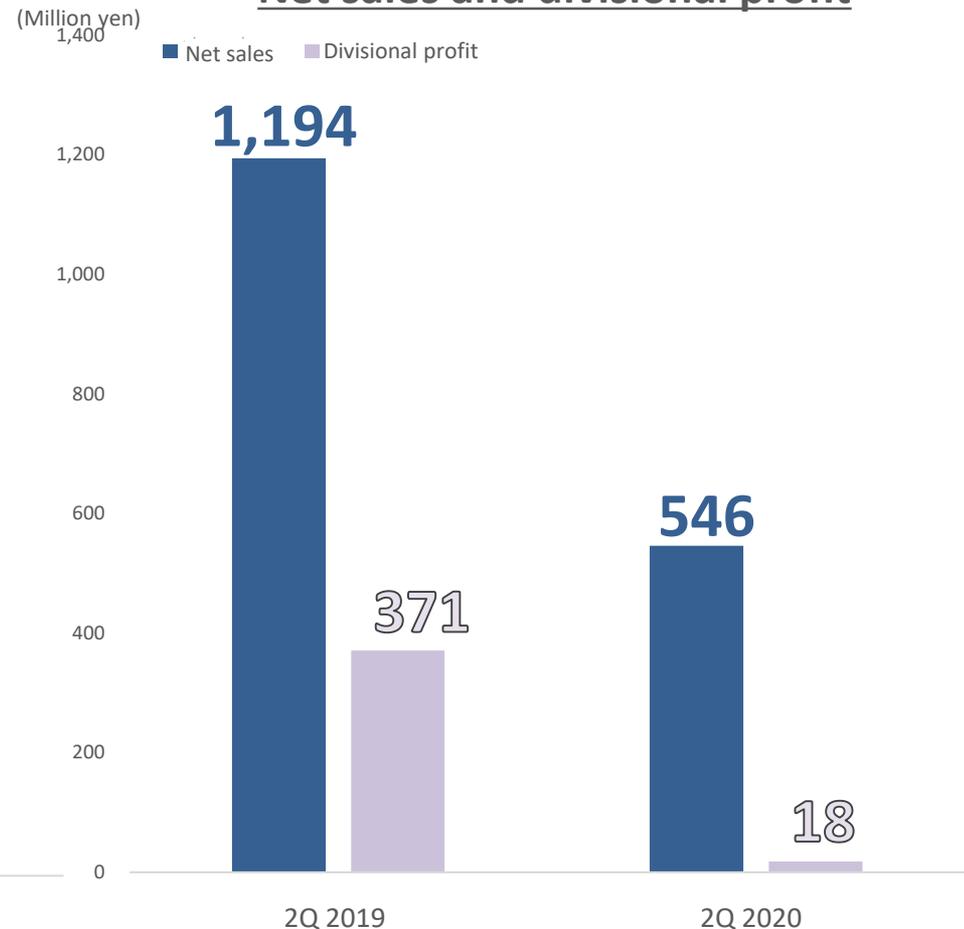
\* Figures in parentheses are yoy changes

**Number of event participants: 191,000 (-48.6%); Net sales: 546 million yen (-54.3%);  
Divisional profit: 18 million yen (-95.0%)**

## Number of party participants



## Net sales and divisional profit



# — Directly Managed Lounge Business (Business Model) —

The Company-managed marriage consulting agencies:

婚活ラウンジ  
IBJメンバーズ

**12 nationwide**

**Required documents**  
Proof of identity, single status certificate, certificate of residence, proof of income, proof of education, credentials and photographs

## Flow to marriage



## Price Plans by Course

	To start casually Entry	The most popular course among men Assist	The most popular course among women Assist Plus	Substantial full support Prime
Meeting style	6 types	6 types	7 types	7 types
Request for arranged marriage meetings	Up to 10 people per month	Up to 20 people per month	Up to 20 people per month	Up to 30 people per month
Acceptance of the request for arranged marriage meetings	Unlimited	Unlimited	Unlimited	Unlimited
Matching tool	Minnano Photo Kyokan Match Okiniiri (Favorite)	Minnano Photo Kyokan Match Okiniiri (Favorite)	Minnano Photo Kyokan Match Okiniiri (Favorite)	Minnano Photo Kyokan Match Okiniiri (Favorite)
Introduction (Referral)	--	--	Up to 3 people per month	Up to 3 people per month
Interview	--	Up to 4 times per year	Up to 6 times per year	Up to 12 times per year
Party	Free up to twice per month	Free up to twice per month	Free up to 4 times per month	Free up to 4 times per month
Registration fee	30,000 yen	30,000 yen	30,000 yen	30,000 yen
Activity support fee	135,000 yen	190,000 yen	239,000 yen	379,000 yen
Monthly membership fee	15,500 yen	15,500 yen	15,500 yen	30,000 yen

**Number of members: 5,885** (as of 2Q 2020)  
**LTV per member: Approx. 500,000 yen**  
**Members' average activity period: 1.5 years**  
**Marriage rate 50.8%**

(major course results from January to December 2019)

\* Of those who withdrew within a certain period, a percentage of married couples shall be the "marriage rate."

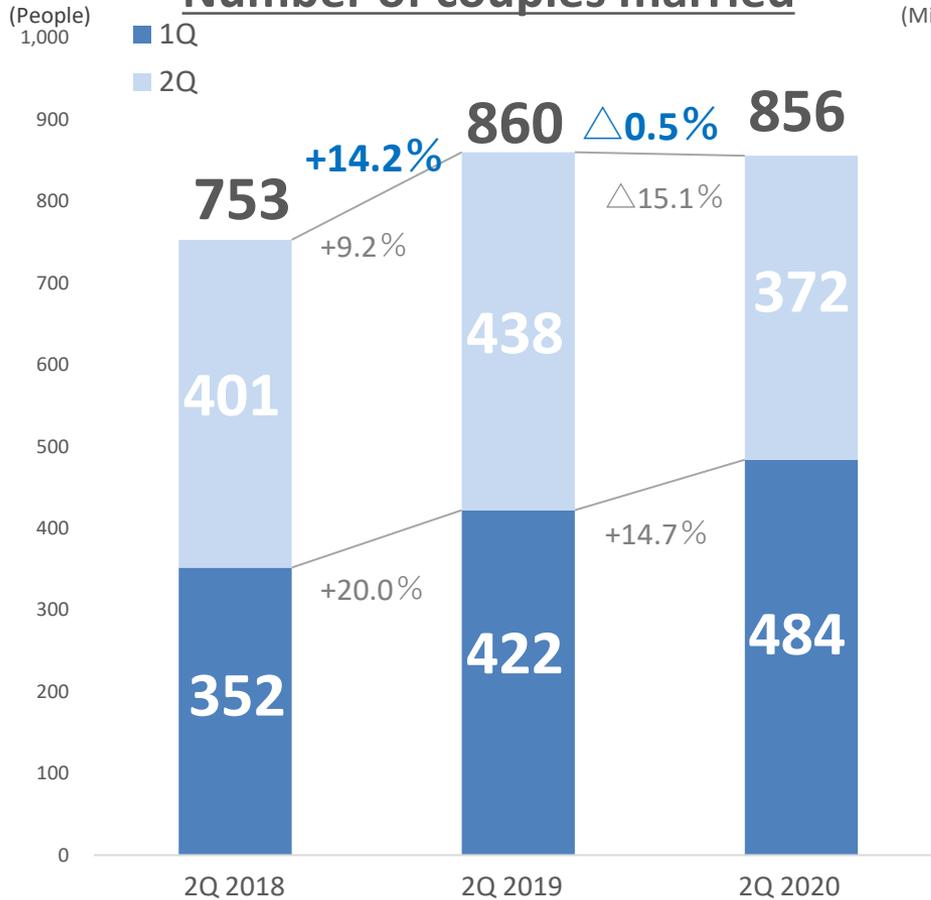
**Focus on quality (human assets, members, stores and services) in order to enhance the cohesiveness of the center as a model store for affiliated consulting agencies**

# — Directly Managed Lounge Business (KPI & Performance) —

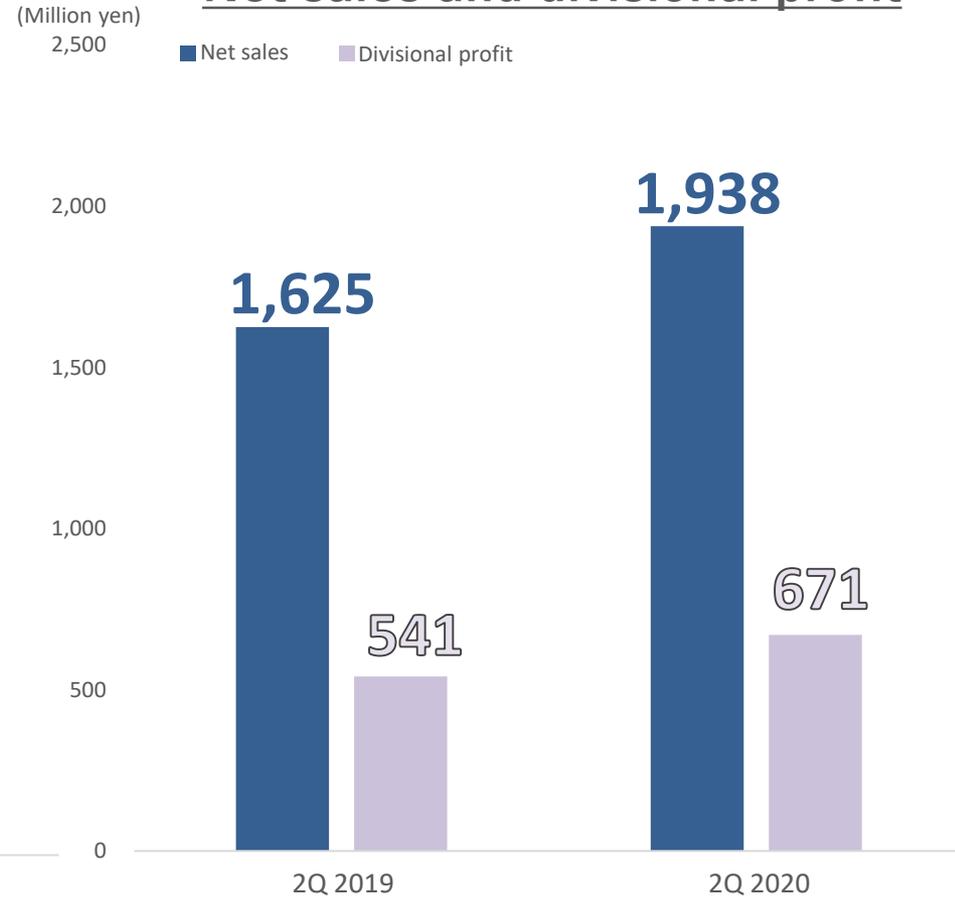
\* Figures in parentheses are yoy changes

**Number of couples married: 856 (-15.1%); Net sales: 1,938 million yen (+19.3%);  
Divisional profit: 671 million yen (+24.0%)**

## Number of couples married



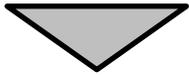
## Net sales and divisional profit



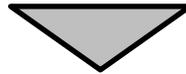
# — Life Design Business (Business Model) —

## Marriage hunting business

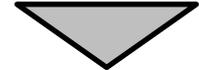
Marriage hunting party



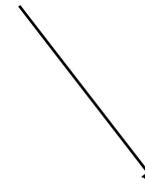
Marriage hunting app



Marriage consulting agency



Creating married couples



Number of contracts

**1,150**cases

\* As of the end of 2Q 2020

Ring

Wedding

Honeymoon

Insurance

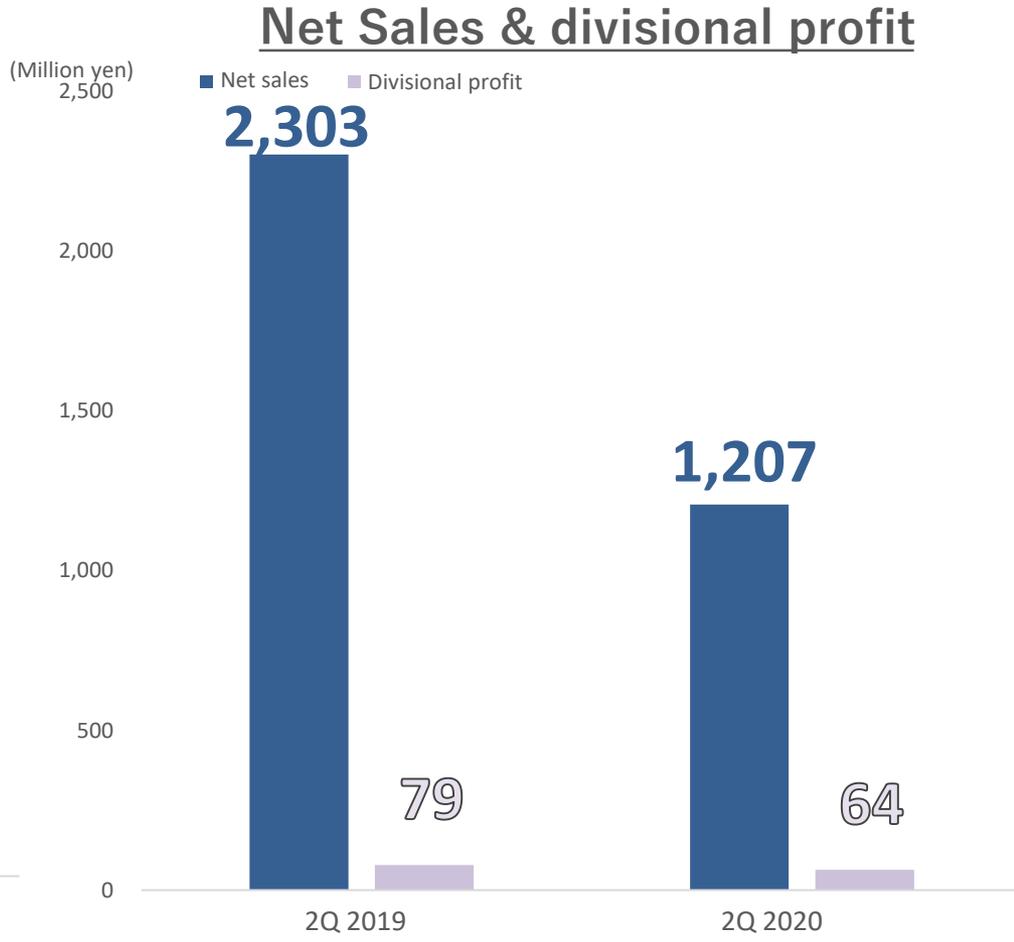
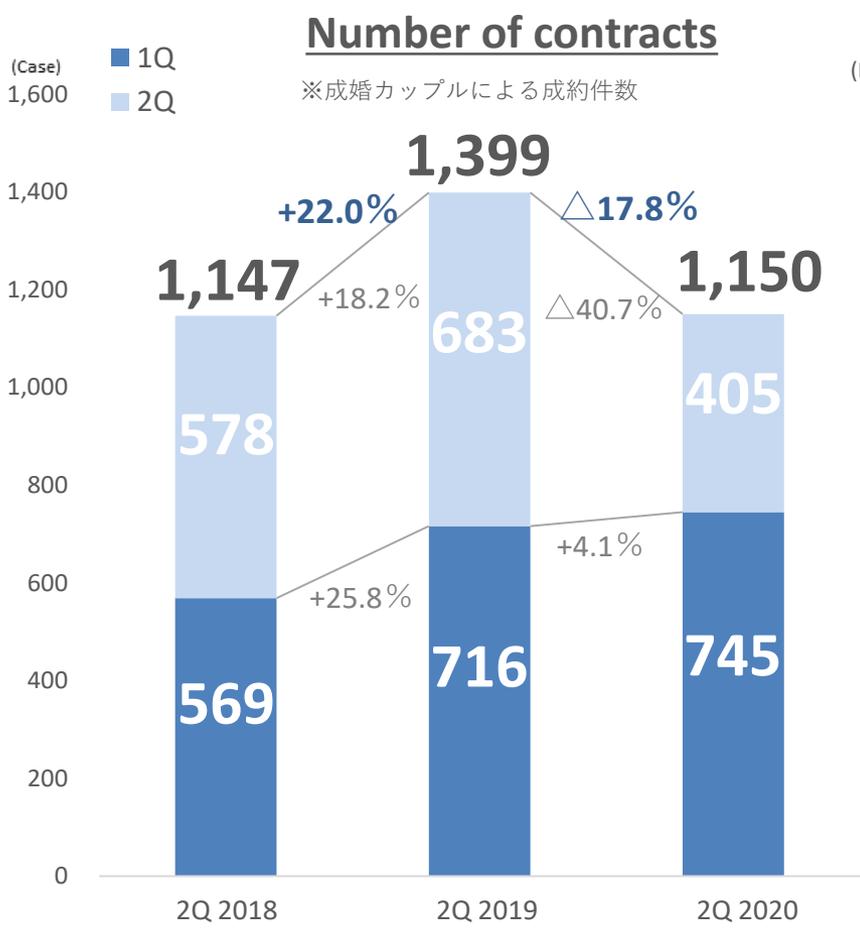
Housing

Temporary staffing

# — Life Design Business (KPI & Performance) —

\* Figures in parentheses are yoy changes

**Number of contracts: 1,150 (-17.8%); Net sales: 1,207 million yen (-47.6%);  
Divisional profit: 64 million yen (-19.2%)**



# — Group Companies' Results —

2Q 2020

Net sales

Business Profit

**Diverse**

**1,325** million yen

**172** million yen

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60分500円の韓国語スクール  
**K Village Tokyo**  
Course Korean language school

**330** million yen

**20** million yen

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**サンマリエ**

**516** million yen

**60** million yen

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**zwei**

**397** million yen

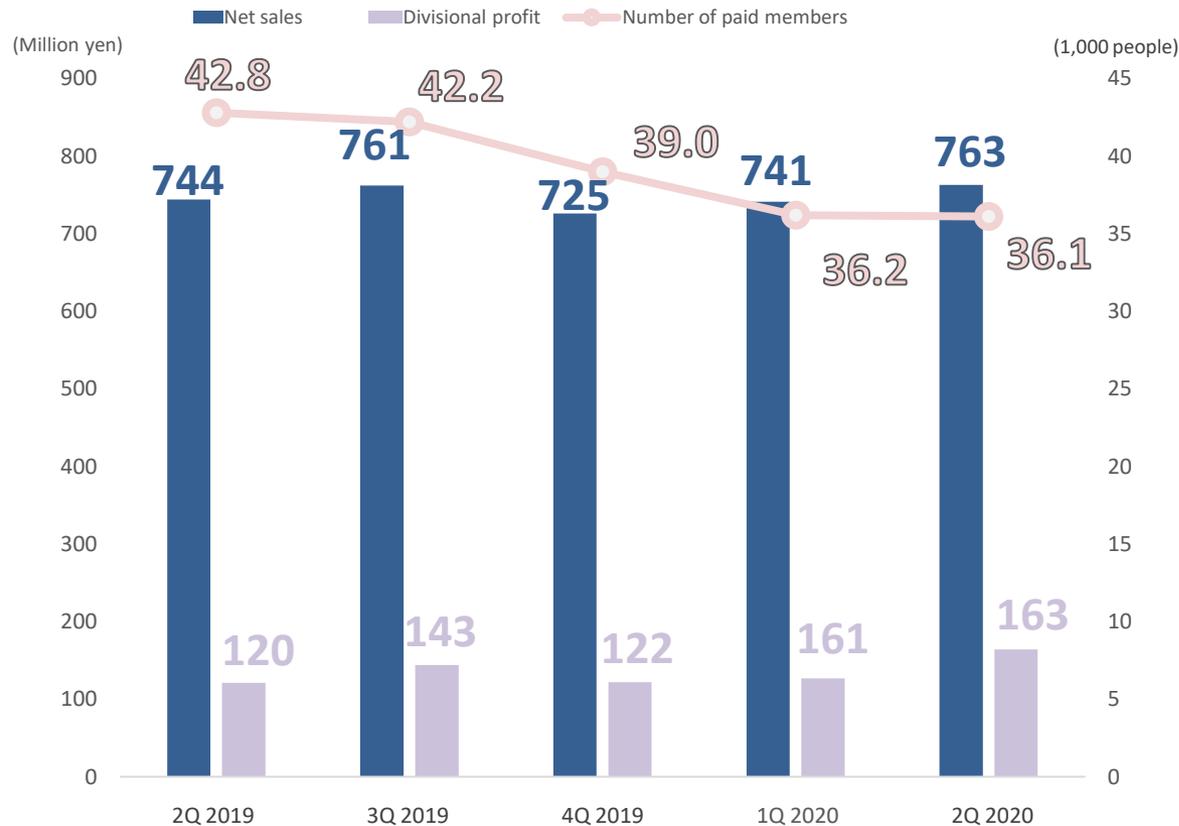
**-34** million yen

# 3. Growth Strategy

# — Future Scenario of Main Business (1) —

## ◇ Quarterly Earnings Trend of Apps Business

### Sales & divisional profit; number of paid members



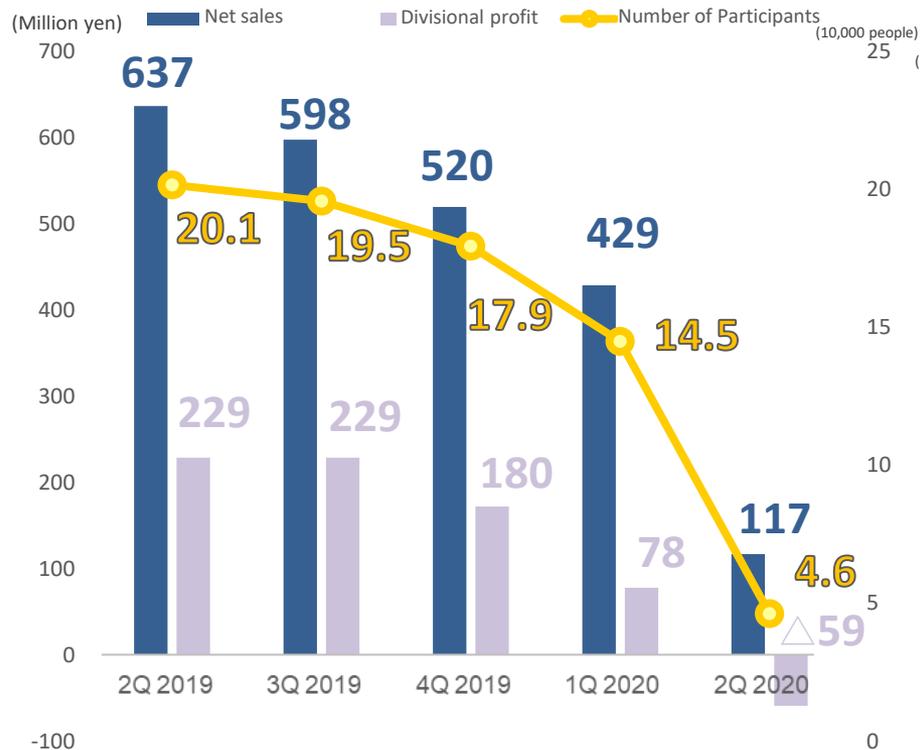
Expanding the membership base through service coordination, improving the site quality

⇒ Number of members is declining, but cost control has increased the profit rate

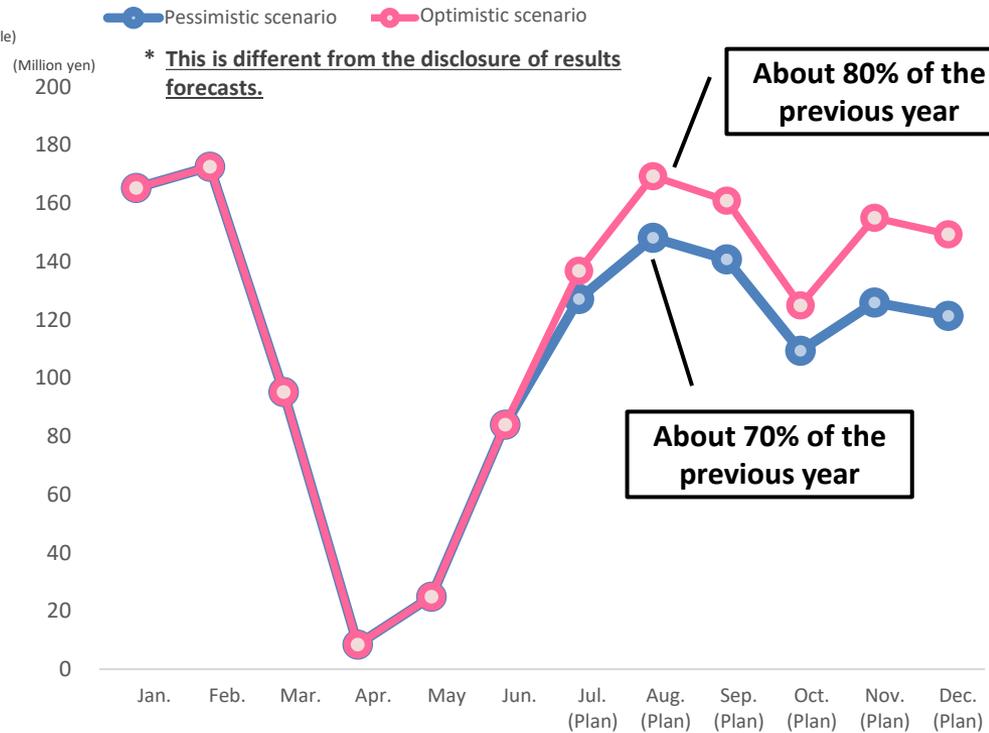
# — Future Scenario of Main Business (2) —

## ◆ Quarterly Earnings Trend of Event (Party) Business

Sales & divisional profit; number of participants



Forecasting two IR scenarios



### ● Optimistic scenario

Demand for marriage hunting is high, but it will remain at **around 80% of the previous year's level** due to cautious advertising and other investments based on discerning the market

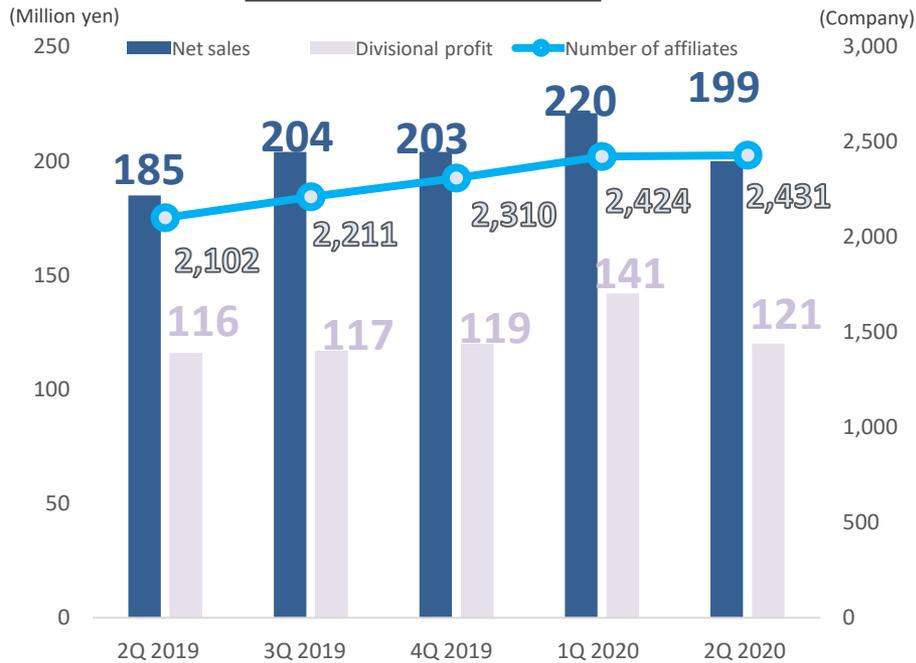
### ● Pessimistic scenario

The market will no longer choose the services that gather people, and **around 70% of the previous year's level** would be the maximum

# — Future Scenario of Main Business (3) —

## ◇ Earnings Trend of Marriage Consulting Agency Business

**[Affiliate] Sales & divisional profit;  
Number of affiliates**



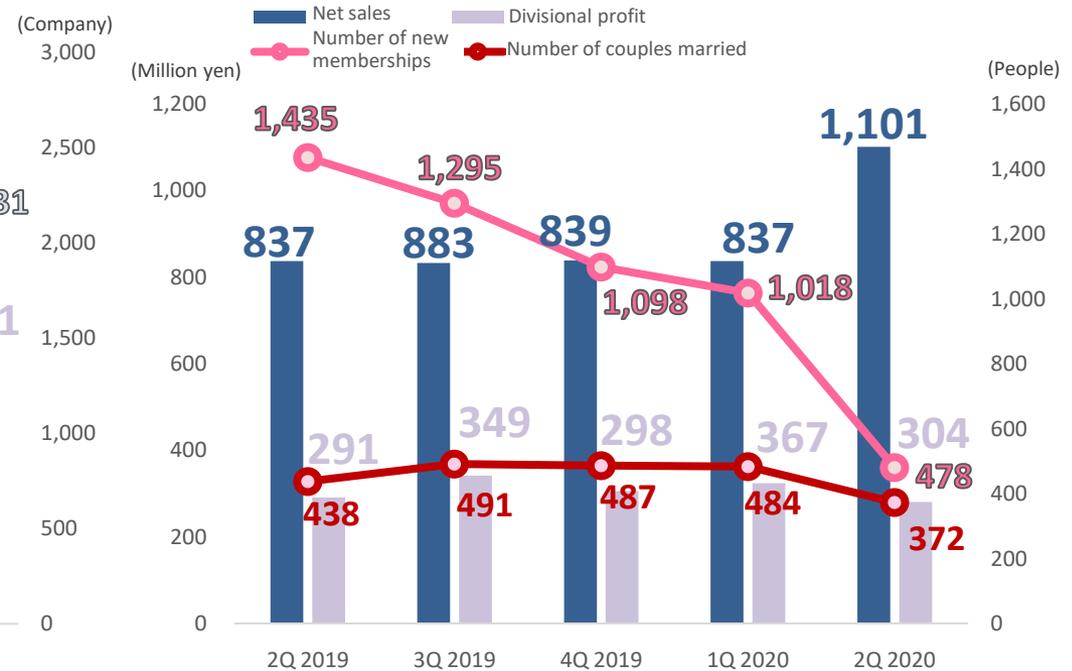
### Affiliate business

Local strategy (attracting local members) by increasing the number of affiliates and increasing the value of the database

### Directly managed lounge business

Provide high-quality services by strengthening the mobility of members through increasing the number of new memberships and couples married

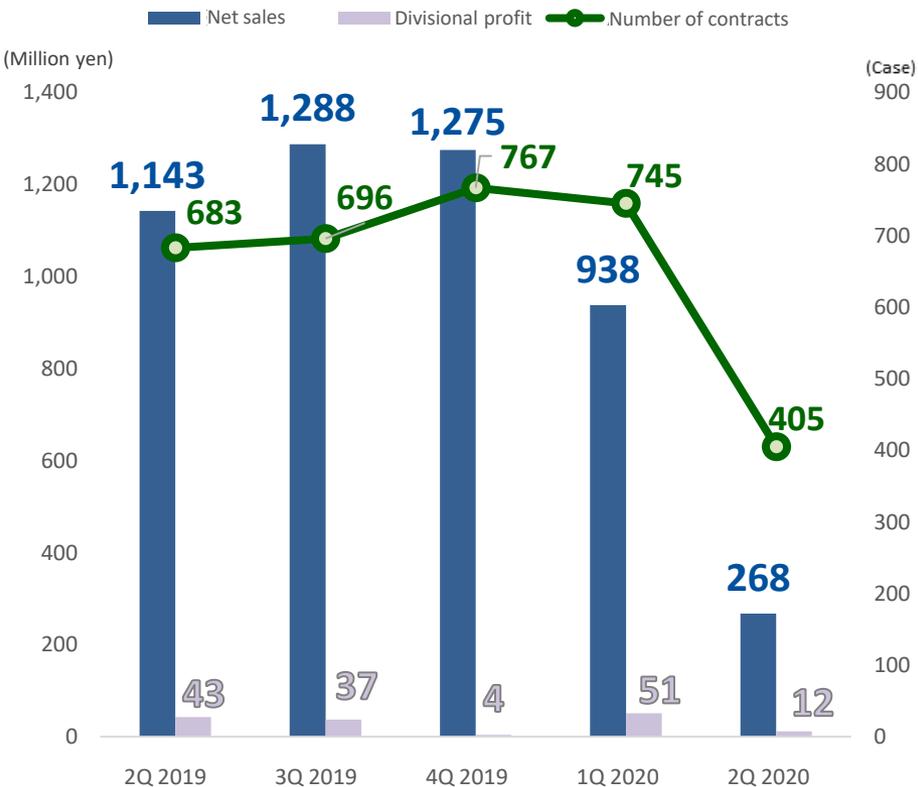
**[Directly managed lounge] Sales & divisional profit;  
Number of new memberships & couples married**



# — Future Scenario of Main Business (4) —

## ◇ Earnings Trend of Life Design Business

**Sales & divisional profit;  
Number of contracts**



**Kamome**  
(operating travel business)

Due to the impact of COVID-19, receiving a grant from the government to mitigate fixed costs even if it is small



Wedding venue transport & wedding magazine

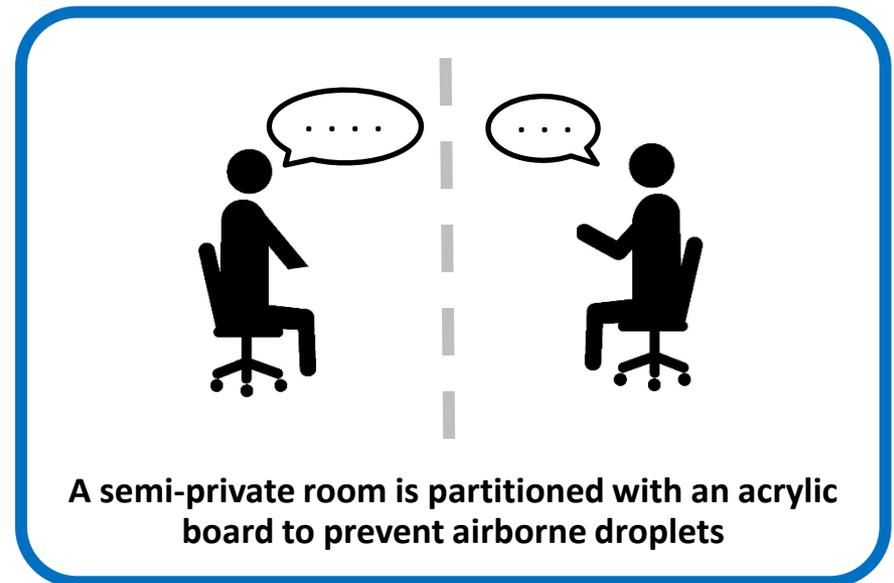
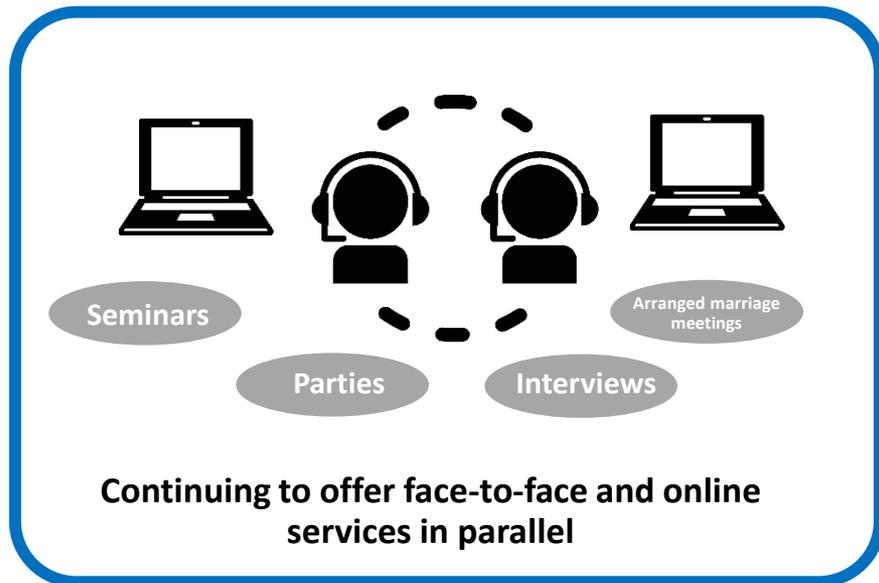
Integration with ZWEI's Aeon Wedding to increase the number of customers sent from local affiliates

# 4. APPENDIX

# — COVID-19 Measures for Future Face-to-face Services —

Thoroughly implement measures to prevent the breakout of infection in all face-to-face services

In addition to wearing face masks, disinfecting and ventilating stores, and creating a non-crowded environment,



**We will continue to invest in future growth while leveraging our strong financial position.**

**Rents and advertising costs are carefully assessed and implemented based on market conditions.**

# — Balance Sheet —

(Million yen)

		As of December 31, 2019	As of June 30, 2020	
Current Assets	5,762	6,639	+876	
Cash and Deposits	4,358	4,983	+624	
Non-current Assets	5,525	7,119	+1,593	
Property, Plant and Equipment/Intangible Assets	1,608	3,038	+1,430	
Investments and Other Assets	3,917	4,080	+163	
<b>Total Assets</b>	<b>11,288</b>	<b>13,758</b>	<b>+2,469</b>	
Current Liabilities	3,966	6,669	+2,703	
Non-current Liabilities	1,958	1,928	△30	
<b>Total Liabilities</b>	<b>5,925</b>	<b>8,597</b>	<b>+2,672</b>	
Capital Stock/Capital Surplus	1,476	1,476	±0	
Retained Earnings	4,367	4,186	△187	
Treasury Stock	△1,007	△1,007	+0	
Valuation and Translation Adjustments	99	92	△6	
Stock Acquisition Rights	30	0	△29	
<b>Total Net Assets</b>	<b>5,363</b>	<b>5,160</b>	<b>△203</b>	
<b>Total Liabilities and Net Assets</b>	<b>11,288</b>	<b>13,758</b>	<b>+2,469</b>	

# — Cash Flows —

(Million yen)

	As of December 31, 2019 (Consolidated)	As of June 30, 2020 (Consolidated)	TOPICS
Cash Flows from Operating Activities	2,460	181	Due to the impact of COVID-19
Cash Flows from Investing Activities	△2,882	△2,077	Acquisition of ZWEI
Cash Flows from Financing Activities	935	2,412	Acquisition of ZWEI
Increase/Decrease in Cash and Cash Equivalents	513	624	
Cash and Cash Equivalents at Beginning of Period	3,859	4,385	
Cash and Cash Equivalents at End of Period	4,385	5,009	



(IBJ, Inc.)

12th Floor, Shinjuku First West,  
1-23-7 Nishi-Shinjuku, Shinjuku-ku, Tokyo, Japan 160-0023

These presentation materials are prepared as a reference for investors to give them an understanding of the current status of IBJ, Inc.

The information contained in this presentation is based on a generally accepted understanding of economic and social conditions as of August 2020 as well as certain assumptions considered to be rational. The information contained herein may be altered without notice due to changes in the business environment and other such reasons.

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