



May 26, 2025

Company name:	dely inc.
Name of representative:	Yusuke Horie, Representative Director
Securities code:	299A, TSE Growth
Inquiries:	Shota Toda, Director and CFO (Telephone: +81-3-6420-3878)

### **Notice Regarding Change of Trade Name and Partial Amendment to the Articles of Incorporation**

dely inc. (the “Company”) hereby announces that, at a meeting of its Board of Directors held on May 26, 2025, it resolved to submit a proposal to the 12th Annual General Meeting of Shareholders scheduled for June 27, 2025, regarding the change of its trade name and the corresponding partial amendments to its Articles of Incorporation.

#### **1. Change of trade name**

##### **(1) Reason for the change**

The Company has centered its business on food-related services such as the recipe video platform “Kurashiru,” while also conducting operations across the broader lifestyle sector. Against this backdrop, the Company has decided to change its trade name from “dely, inc.” to “Kurashiru, Inc.” effective October 1, 2025.

This trade name change is intended to further enhance the recognition and trust of our core brand “Kurashiru,” while fostering greater cohesion across our businesses and accelerating overall growth.

Since its launch in 2016, Kurashiru has been widely used as a video platform for cooking recipes, with over 44 million cumulative downloads. In 2022, the Company launched the retail media platform “Kurashiru Reward” as an extension of Kurashiru, which has since grown into the core of our sales promotion business.

Going forward, we aim to expand our business domain even further enhancing the value delivered to our users, and offering integrated solutions under the Kurashiru brand to a diverse range of clients, particularly in the retail and distribution sectors.

There will be no changes to service operations and management policy as a result of this trade name change.

(2) New trade name (English-language name)

Kurashiru, Inc.

(3) Scheduled date of change

October 1, 2025

2. Partial amendments to the Articles of Incorporation

(1) Reason for the amendments to the Articles of Incorporation

As stated in “1.” above, the Company proposes to change its trade name from “dely, inc.” to “Kurashiru, Inc.” in line with this change, it also proposes to amend Article 1. (Trade Name) of its current Articles of Incorporation.

A supplementary provision will be added to specify that this amendment shall take effect on October 1, 2025, and the provision will be deleted following its effective date.

(2) Details of the amendments to the Articles of Incorporation

The details of the amendment are as follows.

(Changes are indicated by underlining.)

Current Articles of Incorporation	Proposed Amendments
Chapter I. GENERAL PROVISIONS (Trade name) Article 1. The Company shall be called <u>dely Kabushiki Kaisha</u> in Japanese, and shall be represented in English as <u>dely inc.</u>  Articles 2. through 47. (omitted)  (Newly established) (Newly established)	Chapter I. GENERAL PROVISIONS (Trade name) Article 1. The Company shall be called <u>Kurashiru Kabushiki Kaisha</u> in Japanese, and shall be represented in English as <u>Kurashiru, Inc.</u>  Articles 2. through 47. (unchanged)  (Supplementary Provision) (Transitional Measures Related to Trade Name Change) The amendment to Article 1. (Trade Name) shall come into effect on October 1, 2025. This supplementary provision shall be deleted after the amendment to Article 1. of the Articles of Incorporation takes effect.