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April 1, 2026

To whom it may concern

3-20-2 Nishi-Shinjuku, Shinjuku-ku, Tokyo  
Cross Marketing Group Inc.  
Miki Igarashi, President & CEO  
(Code number: 3675 Tokyo Stock Exchange Standard Market)  
Contact: Koji Onozuka, Director & CFO  
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**Notice Regarding Acquisition of Shares  
and Change in Equity-Method Affiliate (Making it a Consolidated Subsidiary)**

Cross Marketing Group Inc. hereby announces that its Board of Directors has resolved today to acquire shares of DIGITALIO, Inc. (hereinafter "DIGITALIO") to make it a consolidated subsidiary, and to acquire additional shares of Research Panel, Inc. (hereinafter "Research Panel"), an equity-method affiliate, to make it a consolidated subsidiary.

Note

1. Reasons for Considering the Share Acquisition

With its strength in understanding consumers through research, Cross Marketing Group Inc. aims to be a "Marketing DX Partner" company that leads customers' businesses to success by providing one-stop support for marketing execution. In addition, under the medium-term theme of "Unite & Generate," Cross Marketing Group Inc. will actively promote group synergies (Unite) and overwhelmingly improve the management quality of each group company as Cross Marketing Group (Generate) to create new added value and achieve a high growth rate.

DIGITALIO's mission is to "create and provide services centered on digital to move society forward." In the digital marketing field, it develops a wide range of solutions such as digital promotion and DX support, and the operation of the point site "EC Navi" and the point exchange site "PeX." Cross Marketing Group Inc. believes that this will lead to a significant strengthening of the Social & Digital Promotion field, which Cross Marketing Group Inc. positions as its "Core-Development" business.

Research Panel possesses a large "panel network," which is the core of the Research and Insight business, the founding business of Cross Marketing Group Inc. Although it currently collaborates as an equity-method affiliate, Cross Marketing Group Inc. believes that by making it a wholly owned subsidiary, it will be able to maximize the strengthening of further synergies and business efficiency.

2. Overview of the Companies Whose Shares are to be Acquired

Overview of DIGITALIO

(1)	N a m e	DIGITALIO Inc.
(2)	L o c a t i o n	2-6-1 Toranomom, Minato-ku, Tokyo
(3)	Representative's title a n d n a m e	Atsushi Ando, Representative Director

(4)	Business description	Operation of point site "EC Navi" Operation of point exchange site "PeX" Digital promotion support DX support, etc.		
(5)	C a p i t a l	99,000 thousand yen		
(6)	Date of establishment	January 22, 2007		
(7)	Number of shares issued	3,960 shares		
(8)	Fiscal year-end	March 31		
(9)	Major shareholders and shareholding ratio	CARTA HOLDINGS, INC. 100.0%		
(10)	Relationship between the listed company and the company	C a p i t a l relationship	Not applicable.	
		P e r s o n n e l relationship	Not applicable.	
		B u s i n e s s relationship	There are business transactions between a subsidiary of Cross Marketing Group Inc. and the company.	
		S t a t u s a s a related party	Not applicable.	
(11)	Operating results and financial position of the company for the last three years			
	Fiscal year-end *1	Fiscal year ended December 2023	Fiscal year ended December 2024	Fiscal year ended December 2025
	N e t a s s e t s	356,896 thousand yen	546,825 thousand yen	751,389 thousand yen
	T o t a l a s s e t s	5,618,528 thousand yen	6,069,674 thousand yen	6,926,452 thousand yen
	Net assets per share	90,125.48 yen	138,087.35 yen	189,744.93 yen
	N e t s a l e s	3,553,526 thousand yen	3,613,259 thousand yen	3,539,046 thousand yen
	(Reference) Gross net sales *2	10,026,811 thousand yen	12,048,601 thousand yen	12,561,301 thousand yen
	O p e r a t i n g i n c o m e	44,669 thousand yen	204,291 thousand yen	216,361 thousand yen
	O r d i n a r y i n c o m e	95,044 thousand yen	285,402 thousand yen	313,777 thousand yen
	N e t i n c o m e	71,308 thousand yen	189,929 thousand yen	204,564 thousand yen
	Net income per share	18,007.11 yen	47,961.87 yen	51,657.58 yen
	D i v i d e n d s p e r s h a r e	-	-	-

\*1 DIGITALIO has changed its fiscal year-end from December to March starting from the current fiscal year. The operating results and financial position above are those prior to the change in the fiscal year-end.

\*2 For certain transactions such as point exchanges and digital gift issuance at DIGITALIO, revenue is currently recognized on a net basis. In making the company a consolidated subsidiary of Cross Marketing Group Inc., Cross Marketing Group Inc. plans to re-examine whether each transaction is a principal or agent transaction based on the "Accounting Standard for Revenue Recognition," and apply appropriate accounting treatment and disclosure methods after consultation with the audit firm.

#### Overview of Research Panel

(1)	N a m e	Research Panel, Inc.
(2)	L o c a t i o n	2-6-1 Toranomom, Minato-ku, Tokyo
(3)	Representative's title and name	Kazuyuki Furuya, Representative Director

(4)	Business description	Operation of survey site "Research Panel" Marketing support		
(5)	C a p i t a l	75,000 thousand yen		
(6)	Date of establishment	November 1, 2005		
(7)	Number of shares issued	1,500 shares		
(8)	F i s c a l y e a r - e n d	March 31		
(9)	Major shareholders and shareholding ratio	CARTA HOLDINGS, INC. 60.0% Cross Marketing Group Inc. 40.0%		
(10)	Relationship between the listed company and the company	C a p i t a l relationship	Cross Marketing Group Inc. holds 40.0% of the common stock of the company.	
		P e r s o n n e l relationship	Miki Igarashi, President & CEO of Cross Marketing Group Inc., concurrently serves as a director of the company.	
		B u s i n e s s relationship	There are business transactions between a subsidiary of Cross Marketing Group Inc. and the company.	
		S t a t u s a s a related party	The company is an equity-method affiliate of Cross Marketing Group Inc. and falls under the category of a related party.	
(11)	Operating results and financial position of the company for the last three years			
	Fiscal year-end *1	Fiscal year ended December 2023	Fiscal year ended December 2024	Fiscal year ended December 2025
	N e t a s s e t s	217,719 thousand yen	287,204 thousand yen	375,515 thousand yen
	T o t a l a s s e t s	409,310 thousand yen	469,404 thousand yen	542,483 thousand yen
	Net assets per share	145,146.03 yen	191,469.68 yen	250,343.88 yen
	N e t s a l e s	866,505 thousand yen	838,050 thousand yen	778,179 thousand yen
	O p e r a t i n g i n c o m e	59,067 thousand yen	69,696 thousand yen	88,246 thousand yen
	O r d i n a r y i n c o m e	59,122 thousand yen	69,775 thousand yen	88,601 thousand yen
	N e t i n c o m e	58,819 thousand yen	69,485 thousand yen	88,311 thousand yen
	Net income per share	39,213.12 yen	46,323.65 yen	58,874.19 yen
	D i v i d e n d s p e r s h a r e	-	-	-

\*1 Research Panel has changed its fiscal year-end from December to March starting from the current fiscal year, and the operating results and financial position above are those prior to the change in the fiscal year-end.

### 3. Overview of the counterparty to the share acquisition

#### Overview of CARTA HOLDINGS, INC.

(1)	N a m e	CARTA HOLDINGS, INC.
(2)	L o c a t i o n	2-6-1 Toranomom, Minato-ku, Tokyo
(3)	Representative's title and name	Hideki Watanabe, Representative Director, President and CEO
(4)	Business description	Digital marketing business Internet-related services business
(5)	C a p i t a l	100 million yen
(6)	Date of establishment	October 8, 1999
(7)	Number of shares issued	808 shares
(8)	F i s c a l y e a r e n d	March 31
(9)	Major shareholders and	NTT DOCOMO, INC. 51.61%

shareholding ratios	Dentsu Group Inc. 48.39%	
(10) Relationship between the listed company and the company	C a p i t a l relationship	The company holds 3.3% of the common stock of Cross Marketing Group Inc. (as of December 31, 2025).
	P e r s o n n e l relationship	Not applicable.
	B u s i n e s s relationship	There are business transactions between a subsidiary of Cross Marketing Group Inc. and the company.
	S t a t u s a s a related party	Not applicable.
(11) Operating results and financial position of the company	This information is not disclosed at the request of the counterparty.	

#### 4. Number of shares to be acquired, acquisition price, and status of shareholding before and after the acquisition

##### DIGITALIO

(1) Number of shares held before the change	0 shares (Percentage of voting rights held: -%)
(2) Number of shares a c q u i r e d	3,960 shares (Number of voting rights: 3,960)
(3) Number of shares held after the change	3,960 shares (Number of voting rights: 3,960) (Percentage of voting rights held: 100.0%)

##### Research Panel

(1) Number of shares held before the change	600 shares (Percentage of voting rights held: 40.0%)
(2) Number of shares a c q u i r e d	900 shares (Number of voting rights: 900)
(3) Number of shares held after the change	1,500 shares (Number of voting rights: 1,500) (Percentage of voting rights held: 100.0%)

The acquisition price is shown as a total amount as follows, as the share acquisitions of both companies will be conducted together.

A c q u i s i t i o n p r i c e	Common stock of the target company: 1,500 million yen Advisory fees, etc. (estimated): 5 million yen Total (estimated): 1,505 million yen
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#### 5. Schedule

(1) Date of Board of Directors r e s o l u t i o n	April 1, 2026
(2) Date of share transfer agreement	April 1, 2026
(3) Date of share transfer execution	April 10, 2026 (scheduled)

#### 6. Future outlook

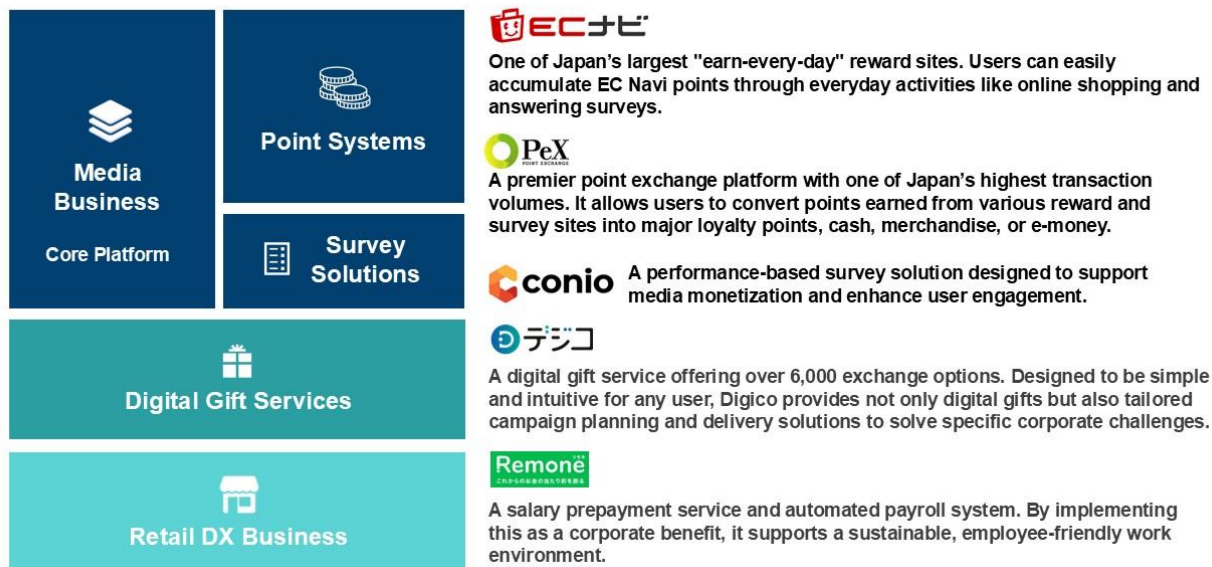
The impact of this matter on the consolidated financial results of Cross Marketing Group Inc. for the fiscal year ending June 30, 2026 is currently under close examination, and Cross Marketing Group Inc. will disclose any matters that should be disclosed promptly as they arise.

## 7. Reference

### (1) Overview of DIGITALIO's services

# DIGITALIO

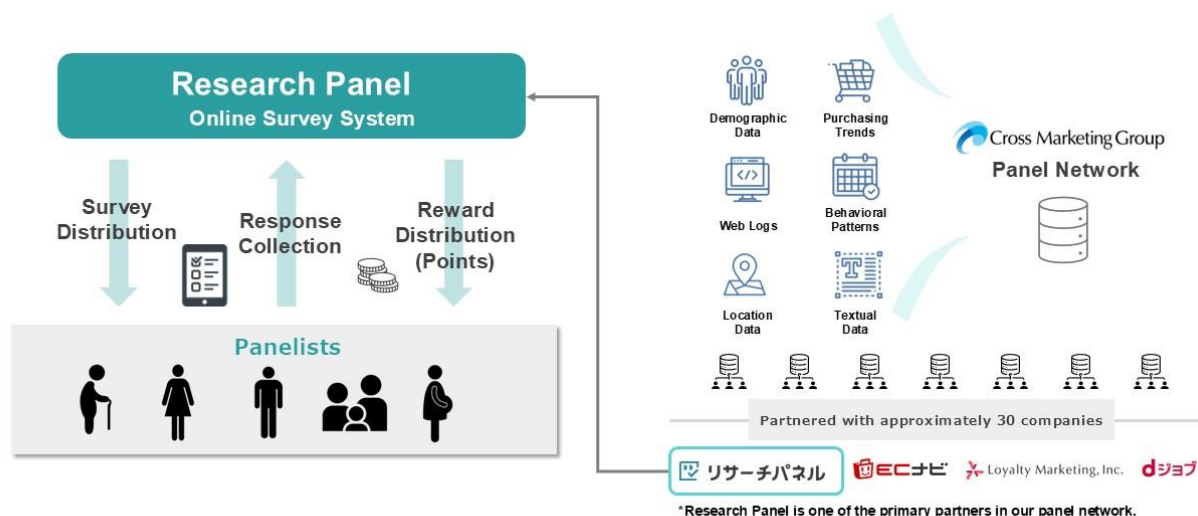
Operating Internet media businesses including the reward site "EC Navi" and the point exchange platform "PeX," along with digital gift and retail DX businesses.



### (2) Overview of Research Panel's services

# リサーチパネル

Operates "Research Panel," one of Japan's largest online survey platforms.



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