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April 14, 2026

To whom it may concern

20-2, Nishi-Shinjuku 3-chome, 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 the Acquisition of Shares of STARTLING CO., LTD (Making it a Subsidiary)**

Cross Marketing Group Inc. hereby announces that at a meeting of the Board of Directors held on April 14, 2026, it resolved to conclude a share transfer agreement for the purpose of making STARTLING CO., LTD (hereinafter "STARTLING") a subsidiary, as described below.

Although this matter does not fall under the criteria for timely disclosure as stipulated by the rules of the Tokyo Stock Exchange, Cross Marketing Group Inc. is disclosing it voluntarily as it has been judged to be useful information. Accordingly, some disclosure items and details have been omitted.

#### 1. Purpose of the share acquisition

Under its medium-term management policy, the Cross Marketing Group aims to become a "Generate Company" that creates new added value while actively pursuing group synergies under the medium-term theme of "Unite & Generate."

STARTLING is an IP merchandiser whose strength lies in its ability to provide one-stop support for the planning, design, OEM production, and sales of apparel and other products utilizing IP. It has an extensive track record of collaborations with copyright holders of world-famous characters and apparel brands. In particular, its design capabilities, backed by its own unique experience, are highly regarded by its business partners, and it has been able to build long-term business relationships with major companies. It also produces its own brand products utilizing its design capabilities and sells them through e-commerce and other channels.

These business activities are expected to generate high synergistic effects and create new added value in the Cross Marketing Group's promotion business area. In particular, STARTLING has a very high affinity with Tokio Gets Co., Ltd., a Cross Marketing Group company whose main business is the planning and production of promotions utilizing IP. Cross Marketing Group Inc. believes that significant synergies can be achieved by both companies sharing management resources as members of the same group and building a mutually complementary relationship. Therefore, Cross Marketing Group Inc. has decided to acquire the shares of STARTLING and make it a subsidiary.

#### 2. Overview of the subsidiary subject to change

(1)	N a m e	STARTLING CO., LTD
(2)	L o c a t i o n	4F Nishiazabu Y.K Bldg., 2-10-1 Nishiazabu, Minato-ku, Tokyo
(3)	T i t l e a n d n a m e o f r e p r e s e n t a t i v e	Ryuichi Okumura, Representative Director

(4)	Business description	Planning, design, OEM production of apparel and other products utilizing IP, and sales of in-house brand products		
(5)	Share capital	10,000,000 yen		
(6)	Date of establishment	July 29, 2004		
(7)	Total number of issued shares	200 shares		
(8)	Major shareholders and shareholding ratios	Disclosure is withheld as the shareholder is an individual.		
(9)	Relationship with the company	Capital relationship	None	
		Personnel relationship	None	
		Business relationship	None	
(10)	Consolidated operating results and consolidated financial position of the company for the last three years			
	Fiscal year	Fiscal year ended March 31, 2023	Fiscal year ended March 31, 2024	Fiscal year ended March 31, 2025
	Net assets	9,116 thousand yen	29,192 thousand yen	39,539 thousand yen
	Total assets	127,920 thousand yen	150,669 thousand yen	139,378 thousand yen
	Net assets per share	45,578.46 yen	145,958.85 yen	197,695.62 yen
	Net sales	366,322 thousand yen	515,638 thousand yen	557,252 thousand yen
	Operating income	5,905 thousand yen	25,029 thousand yen	13,932 thousand yen
	Ordinary income	7,042 thousand yen	24,246 thousand yen	13,728 thousand yen
	Net income	6,972 thousand yen	20,076 thousand yen	10,347 thousand yen
	Net income per share	34,861.32 yen	100,380.39 yen	51,736.77 yen

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

(1)	Name	Disclosure is withheld as the shareholder is an individual.
(2)	Location	
(3)	Relationship with the individual	There are no capital, personnel, or business relationships to be reported between Cross Marketing Group Inc. and the individual.

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

(1)	Number of shares held before the change	0 shares (Number of voting rights: 0) (Percentage of voting rights held: 0.0%)
(2)	Number of shares to be acquired	200 shares (Number of voting rights: 200)
(3)	Acquisition costs	The acquisition cost will not be disclosed due to negotiations with the counterparty. To ensure fairness and appropriateness, an appropriate stock price valuation was conducted by a third-party organization to verify the validity of the amount. Furthermore, the acquisition price is less than 15% of the consolidated net assets at the end of the previous consolidated fiscal year and the net assets at the end of the previous fiscal year, and does not fall under the disclosure criteria.

(4) Number of shares held after the change	200 shares (Number of voting rights: 200) (Percentage of voting rights held: 100.0%)
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#### 5. Schedule

(1) Date of resolution at the meeting of the Board of Directors	April 14, 2026
(2) Date of conclusion of the agreement	April 14, 2026
(3) Date of execution of the share acquisition	April 28, 2026

#### 6. Future Outlook

Through this stock acquisition, STARTLING CO., LTD is expected to become a consolidated subsidiary of Cross Marketing Group Inc. While the impact of this transaction on the consolidated financial results of Cross Marketing Group Inc. is expected to be minor, Cross Marketing Group Inc. will promptly announce any matters that require disclosure in the future.

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