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August 10, 2026

To Whom It May Concern

3-20-2 Nishi-Shinjuku, Shinjuku-ku, Tokyo
Cross Marketing Group Inc.
Miki Igarashi, President & CEO
(Code: 3675, Tokyo Stock Exchange Standard Market)
Contact: Koji Onozuka, Director & CFO
(TEL: 03-6859-2259)

Notice Regarding Differences Between Consolidated Financial Results Forecast and Actual Results for the Fiscal Year Ended June 30, 2026

We hereby announce the differences between the consolidated financial results forecast for the fiscal year ended June 30, 2026, announced on August 12, 2025, and the actual results announced today, as follows.

Description

1. Differences between consolidated financial results forecast and actual results for the fiscal year ended June 30, 2026 (July 1, 2025 to June 30, 2026)

	Net sales	Operating profit	Ordinary profit	Net income attributable to owners of parent	Basic earnings per share
Previous forecast (A) (August 12, 2026)	Million yen 32,000	Million yen 2,800	Million yen 2,700	Million yen 1,550	Yen 81.69
Current actual results (B)	33,204	1,790	1,809	796	41.19
Increase/decrease (B-A)	1,204	(1,010)	(891)	(754)	(40.50)
Percentage change (%)	+3.8	(36.1)	(33.0)	(48.7)	(49.6)
(Reference) Previous fiscal year results (Fiscal year ended June 30, 2025)	28,897	2,523	2,400	1,356	71.47

2. Reasons for the differences

Regarding net sales, in the Research & Insight Business, the recovery from a decline in orders due to U.S. tariffs and political instability, primarily in Southeast Asia, was delayed. Additionally, the impact of heightened tensions in the Middle East further affected performance, leading to results that were particularly challenging compared to the forecast in the fourth quarter (three months ended June 30, 2026). However, the Digital Marketing Business performed generally in line with expectations. Furthermore, due to the contribution of newly consolidated subsidiaries (Digitalio, Inc. and Startling, Inc.) that were not included in the forecast for this business, overall net sales exceeded the previously announced forecast.

Operating profit fell below the previously announced forecast, primarily due to the sluggish growth in net sales in the Research & Insight Business mentioned above.

Ordinary profit fell below the previously announced forecast, mainly because operating profit was lower than expected.

Net income attributable to owners of parent and basic earnings per share fell below the previously announced forecast. This was due to the downward trend in ordinary profit, as well as the recording of extraordinary losses, including an impairment loss of 62 million yen on fixed assets held, in accordance with the 'Accounting Standard for Impairment of Fixed Assets,' and an investment securities valuation loss of 50 million yen on a portion of investment securities held.

End