



June 30, 2025

For Immediate Release

Company name	CERES INC.
Representative	Satoshi Takagi, President and Representative Director (Code: 3696 TSE Prime Market)
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**Notice Regarding the Launch of Support Services by Our Consolidated Subsidiary studio15 Inc.
Following the Official Launch of TikTok Shop in Japan**

In conjunction with the official launch of “TikTok Shop,” the e-commerce service on the short-form video platform TikTok, in Japan today, our consolidated subsidiary studio15 Inc. (Head office: Shibuya-ku, Tokyo; Representative: Takuma Iwasa; hereinafter “studio15”) has commenced support services for the platform. Alongside this launch, studio15 has acquired three official TikTok Shop partner certifications: TikTok Shop Partner (TSP), TikTok Affiliate Partner (TAP), and Creator Agency Partner (CAP), as outlined below.

1. Purpose of Business Launch

The Company primarily plans, develops, and operates internet media optimized for smartphones. Our core operations include the operation of “Moppy,” one of Japan’s largest point-reward websites, the affiliate advertising platform “AD.TRACK,” and a Direct-to-Consumer (D2C) business that plans, manufactures, and sells products directly to consumers online. By organically integrating these businesses, we have established a vertically integrated model that enables full value chain control—from D2C to affiliate programs and media—which serves as the foundation of our competitive advantage. In 2021, with the aim of establishing a new affiliate model leveraging live commerce and short videos, we acquired studio15—a certified Multi-Channel Network (MCN) engaged in advertising operations in the TikTok domain—as a subsidiary. studio15 manages over 300 creators, has a cumulative total of 140 million followers across social media platforms, and operates proprietary media such as “Like a Drama,” which has surpassed 400 million views, highlighting the company's strong content capabilities.

In recent years, TikTok has gained broad support across a wide range of age groups globally and has had a significant impact on consumer purchasing behavior. Among its features, “TikTok Shop” enables users to purchase products directly through short-form videos and live streaming. The service has already gained widespread adoption in overseas markets, particularly in the United States, Europe, and Southeast Asia. Today, its full-scale launch in Japan was officially announced. The domestic rollout of TikTok Shop represents an opportunity to realize the affiliate model that our Group has been envisioning.

2. Future Outlook

The Group views the full-scale launch of TikTok Shop in the Japanese market as a growth opportunity and will promote the establishment of a business foundation suited to the new era of video commerce, in which e-commerce platforms and advertising are integrated. Leveraging the strengths of each Group company, we are building a vertically integrated structure capable of supporting marketing, promotion, and sales on TikTok Shop. This structure includes “Moppy,” as a media platform; “AD.TRACK,” an affiliate service provider that connects advertisers and partners; “studio15,” which specializes in video content production and influencer support; and our in-house D2C operations, which handle product development and sales. We believe that this vertically integrated model—comprising media, affiliate, and D2C—will further enhance our competitive advantage on TikTok Shop as a new sales channel and contribute to strengthening our presence in future growth markets.

3. TikTok Shop Partner Certifications Acquired

TikTok Shop Partner (TSP)	A certification granted to partners that support sellers with comprehensive store operations, including account management, content creation, and live streaming.
TikTok Affiliate Partner (TAP)	A certification given to partners that connect sellers and creators to facilitate flexible sales promotion through affiliate marketing.
Creator Agency Partner (CAP)	A certification awarded to agencies that manage and nurture creators on TikTok and support their promotional activities.

4. Overview of Consolidated Subsidiary

Company Name	studio15 Inc.
Address	Shibuya Sakura Stage, SHIBUYA Tower 21F, 1-1 Sakuragaoka-cho, Shibuya-ku, Tokyo
Representative	Takuma Iwasa, Representative Director
Established	January 23, 2019
Capita	¥21,000,000
Major Shareholder and Ownership Ratio	Ceres Inc. – 100%

5. Impact on Financial Results

The impact of this matter on the Company's consolidated financial results for the fiscal year ending December 31, 2025 is expected to be immaterial at this time. However, the expansion of business domains, including the TikTok Shop-related business, is expected to contribute to enhanced profitability and corporate value over the medium to long term. Should any matters arise that may have a material impact on financial results, the Company will disclose such information in a timely and appropriate manner.

(Reference)

Consolidated Earnings Forecast and Previous Fiscal Year Results

	Net sales	EBITDA	Operating profit	Ordinary profit	Profit attributable to owners of parent	Earnings per share
Forecast for FY2025 (Fiscal year ending December 31, 2025)	(million yen) 28,400	(million yen) 6,050	(million yen) 2,850	(million yen) 3,250	(million yen) 3,350	(yen) 291.04
Results for FY2024 (Fiscal year ended December 31, 2024)	27,700	3,146	2,228	2,677	1,480	128.96

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