November 12, 2025

For Immediate Release

Company name	CERES INC.
Representative	Satoshi Takagi, President and Representative Director (Code: 3696 TSE Prime Market)
Contact	Yasuhiro Kobayashi, Managing Director & General Manager of Administration Division
Telephone	+81-3-6455-3756

Notice Regarding Designation of CyberBuzz, Inc. (Securities Code: 7069) as an Equity-Method Affiliate

CERES INC. ("the Company") previously announced, in its press release dated June 30, 2025 titled "Notice Regarding Strategic Capital and Business Alliance with CyberBuzz, Inc. and Acquisition of Shares Constituting a Tender Offer-Like Action," that it had acquired a 19.14% equity interest in CyberBuzz, Inc. (Head office: Shibuya-ku, Tokyo; President and CEO: Akinori Takamura; hereinafter "CyberBuzz").

At a meeting of the Board of Directors held on November 12, 2025, the Company resolved to further strengthen its alliance with CyberBuzz by dispatching one director to the company. CyberBuzz's Board of Directors has likewise nominated the Company's President and Representative Director, Mr. Satoshi Takagi, as a candidate for Director to be submitted for approval at CyberBuzz's Annual General Meeting of Shareholders scheduled for December 18, 2025.

If the proposal is approved at the meeting, the Company expects to gain significant influence over CyberBuzz's financial and operational policies and therefore plans to designate CyberBuzz as an equity-method affiliate.

1. Purpose of the Capital and Business Alliance

The Company primarily plans, develops, and operates internet media optimized for smartphones. Its 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 involving the direct manufacture and sale of products 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. Furthermore, the Company's consolidated subsidiary studio15 Inc. ("studio15") has xpanded its reach among Gen Z users through short-form video marketing on TikTok, including the popular short drama account "Like a Drama," which has amassed over 400 million total views.

CyberBuzz, on the other hand, operates a social media marketing business centered on influencers under the mission "Transform communication into value, and change the world." Its strength lies in offering comprehensive solutions in areas surrounding social networks, including influencer services, SNS account operations, and internet advertising.

As the influencer marketing market in Japan continues to expand, the Company believes that combining both parties' strengths—such as media operations, advertising planning and sales, and data analytics—will further enhance competitiveness and create new revenue opportunities. In light of this, the Company had acquired shares of CyberBuzz and entered into a strategic capital and business alliance in June 2025.

2. Outline of the Company Subject to Equity Method

(1)	Name	CyberBuzz, Inc.	
(2)	Address	12-10 Sakuragaoka-cho, Shibuya-ku, Tokyo	
(3)	Representative	Akinori Takamura, President and CEO	
(4)	Business Description	Social Media Marketing (SMM) Business, Live Streaming Platform Business	
(5)	Capital	¥484.6 million	
(6)	Date of Establishment	April 3, 2006	
(7)	Listing	Tokyo Stock Exchange Growth Market (7069)	
(8)	Voting Rights Held by Ceres	19.14%	
(9)	Relationships with the Company	Capital Relationship	The Company holds 19.14% of CyberBuzz's voting rights.
		Personnel Relationship	One Ceres director is scheduled to assume office as a director of CyberBuzz.
		Business Relationship	Transactions exist in areas such as promotion support on the Company Group's advertising platforms and SNS domains.

3. Schedule

(1)	Board resolution date	November 12, 2025
(2)	CyberBuzz Board resolution	November 12, 2025
(3)	CyberBuzz Annual General Meeting (effective date of change)	December 18, 2025 (scheduled)

4. 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. If any matter requiring disclosure arises, the Company will promptly announce it.

(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)	27,706	3,146	2,228	2,677	1,480	128.96

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